

Impact and Effectiveness of Outreach: Strategy and Measurement at the Curb North Carolina 2018



Our Supporters

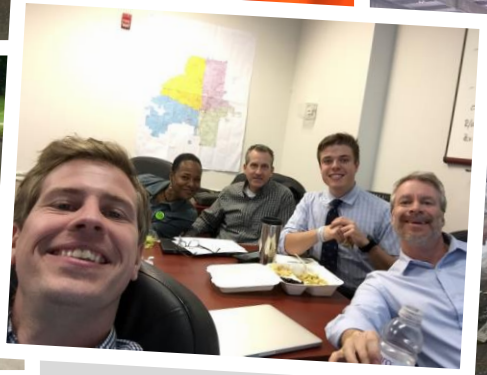
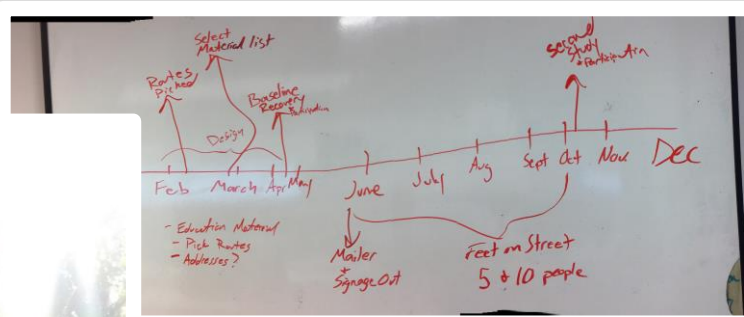




Improving Quality Through Behavior Change

- Tactics
- Results

City of Atlanta



Methodology

- Piloted approach in areas of roughly 4,500 homes
- Started with contamination rate baseline study (before)
- Implemented strategy over 8 collection cycles
- Completed second contamination rate study (after)
- Analyzed behavior change
- Use results to develop a plan to roll out strategy city wide

Step 1-Contamination Study (Before)



Step 2 Communications

1 INFORM AND TRIGGER

2 PERSONALIZED FEEDBACK

3 ISSUE SPECIFIC COMMUNICATIONS

CORE TOOLS

Consistent messaging and direct feedback encourage better recycling.



ANNUAL INFO CARD

Residents need to know what you want, as well as what you don't. Mail this ANNUAL INFO CARD to give them an easy reference guide to your basic YES and NO lists.



CURBSIDE FEEDBACK

Direct feedback is extremely powerful in changing behavior. Train staff to use OOPS tags.



TOP ISSUE MAILER

Target your most problematic contaminant by mailing residents this issue-specific card two collection cycles after the ANNUAL INFO CARD.



TOP ISSUE SIGNAGE

Post signage in the community to reinforce the message from the TOP ISSUE MAILER.

Atlanta Campaign

RECYCLE

Glass Bottles and Jars* empty and rinse	Metal Aluminum and Steel Cans empty and rinse	Paper Cartons, Mixed Paper, Newspaper and Magazines flattened cardboard	Plastic Bottles and Containers empty and replace cap
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NO!

- Do Not Bag Recyclables (no garbage)
- No Plastic Bags* (return to retail)
- No Electronics*
- No Tanglers, Cords, Hoses or Chains
- No Tanks*

FOR MORE INFO
www.atlantaga.gov/recycling
 *Also consider recycling at CHaRM Center.

ATL 311 Call 311 or go online at ATL311.com for questions and concerns.
Graphics provided by The Recycling Partnership

Containers should be placed on curb by 7 p.m. the previous day and removed (from the curb) by 7 p.m. on collection day.

General Info

OOPS!
PLEASE LEAVE THESE ITEMS OUT!

- Do Not Bag Recyclables (no garbage)
- No Plastic Bags (return to retail)
- No Food or Liquid (empty all containers)
- No Electronics (stop all wires)
- No Tanglers, Cords, Hoses or Chains
- No Tanks, Wood, Plastic Furniture or Appliances

CORRECT THIS AND WE WILL COLLECT NEXT TIME.

ATL 311 is for service related questions and concerns. Call 311 or go online at ATL311.com

www.atlantaga.gov/recycling

Direct Engagement

Join your neighbors in RECYCLING!

CARTLANTA
recycling. get into it.

Step 1: Fill your blue cart with bottles, cans, and cardboard
 Step 2: Roll out and place blue cart next to garbage on collection day.

Questions? Need a cart?
www.atlantaga.gov/recycling or call 311.

Contaminant Specific



NO PLASTIC BAGS IN THE CART

DO NOT BAG Recyclables

Loose and clean recyclables only

RETURN bags and other plastic wrap to retail or CHaRM.

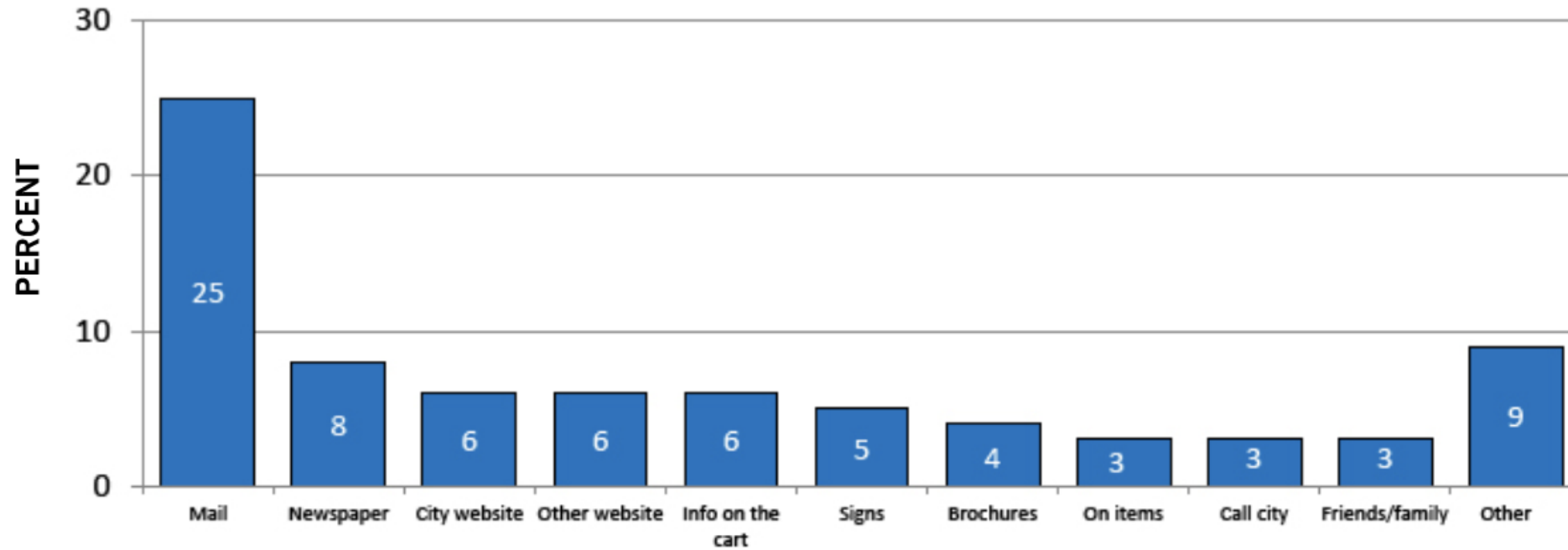
www.atlantaga.gov/recycling

Supporting Campaign

PHONE SURVEY RESULTS

September, 2017 Random sample of 600 Single-Family Residents

Residents Rely on Information They Have Been Mailed About Recycling



Q: Where do you generally find information about recycling?

Step 2—Tagging

6 T's

- Train-the crew
- Tip-look for clearly visible contamination
- Tug—too heavy for typical cart
- Tag—tag or no tag
- Turn—so drivers can see to reject
- Track--# of tags, set-out



Tag or no Tag?



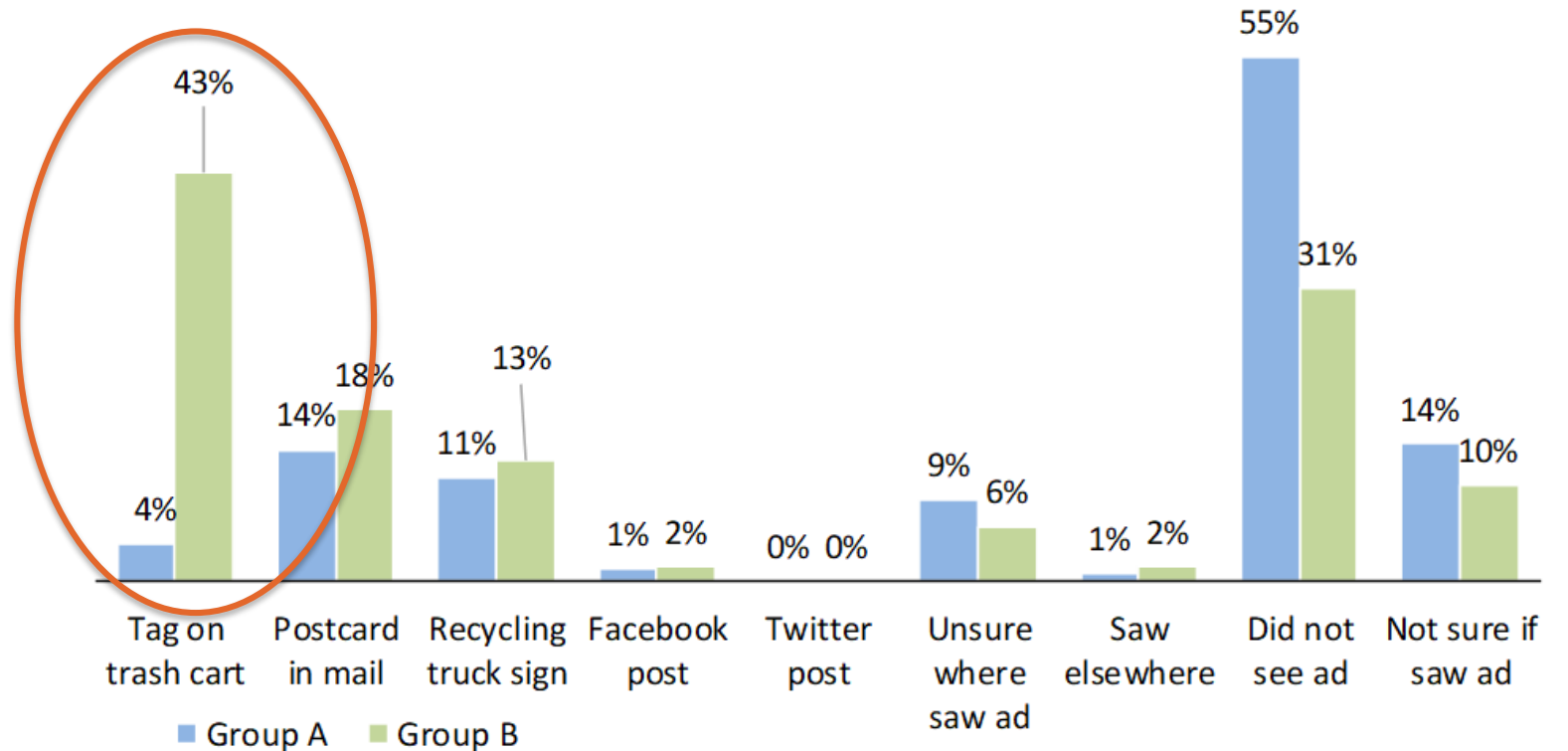
DENVER SURVEY

Post-pilot survey

found that cart tags had the highest rate of recall.

Of respondents in Group B who recalled the ad at all, **43% reported seeing the cart tag**, compared to 18% who recalled the postcard and 13% who recalled truck signs.

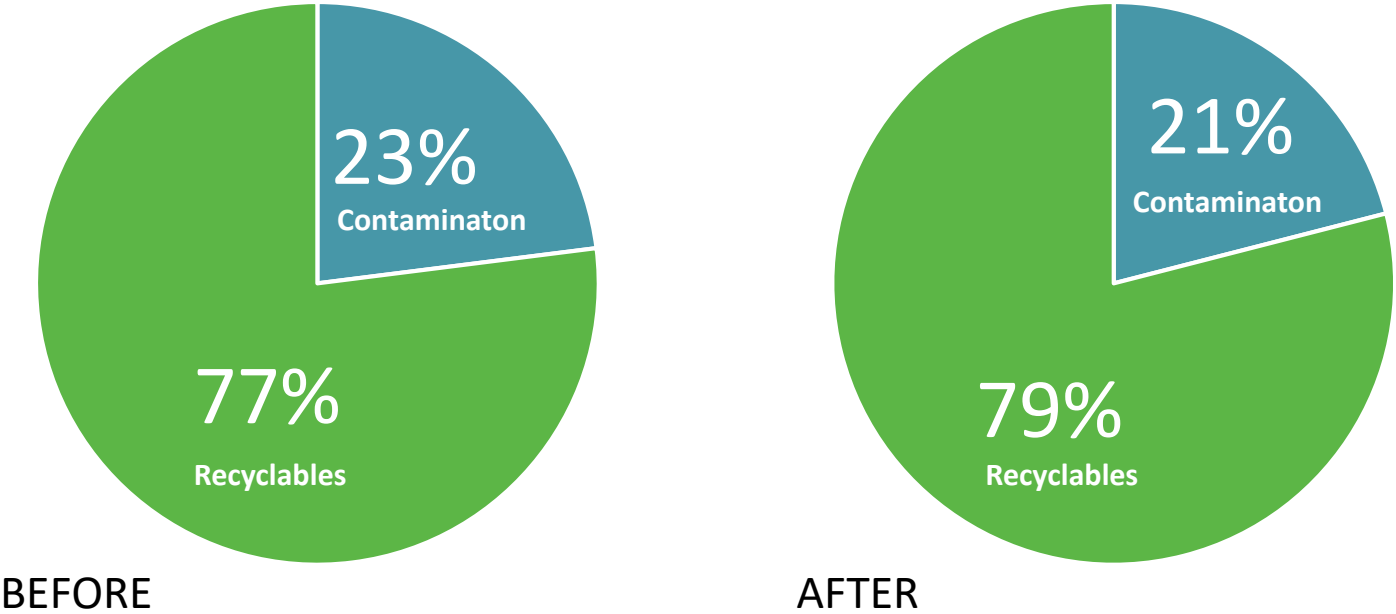
Advertising method recall among residents surveyed (n=1,363)



Education Only (Figures by weight.)

HOLDEN-MA

- Contamination
- Recyclables



Education + Tagging + Rejection = Results

Tagging Only

22%

decrease in carts
needing tags
(New Bedford)

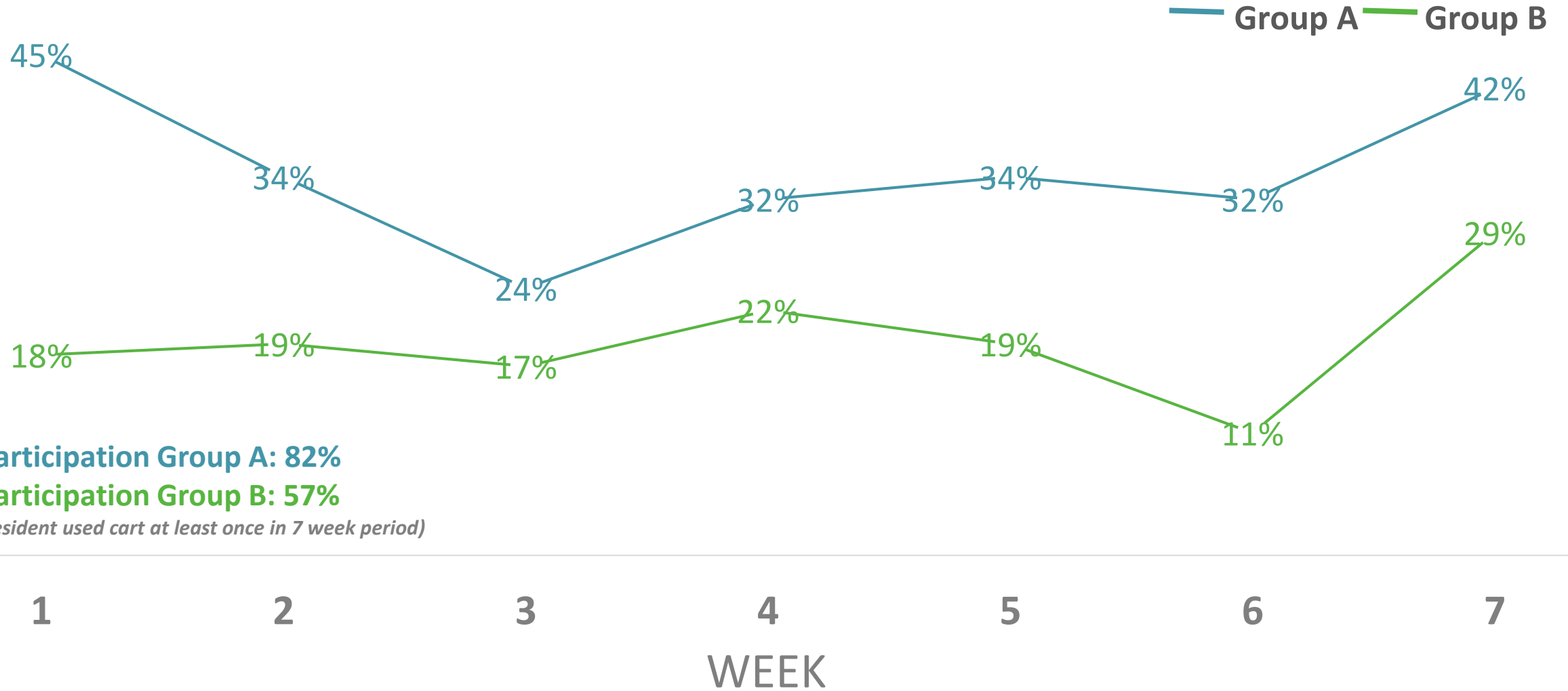


Tagging + Rejection

45%

decrease in carts
needing tags
(Dartmouth)

SET-OUT THROUGH TEST PERIOD



Step -2nd Contamination Study (After)



Key Outcomes - Atlanta



Overall Contamination decreased **57%**



Overall Bagged Recyclables decreased **62%**

** Overall Capture rate increased **27%***

ATLANTA - CAPTURE RATES

Before and After Data 2017 Pilot Areas - Single-Family - Curbside Service

OVERALL CAPTURE RATE

- Capture increased from **52%** to **66%**

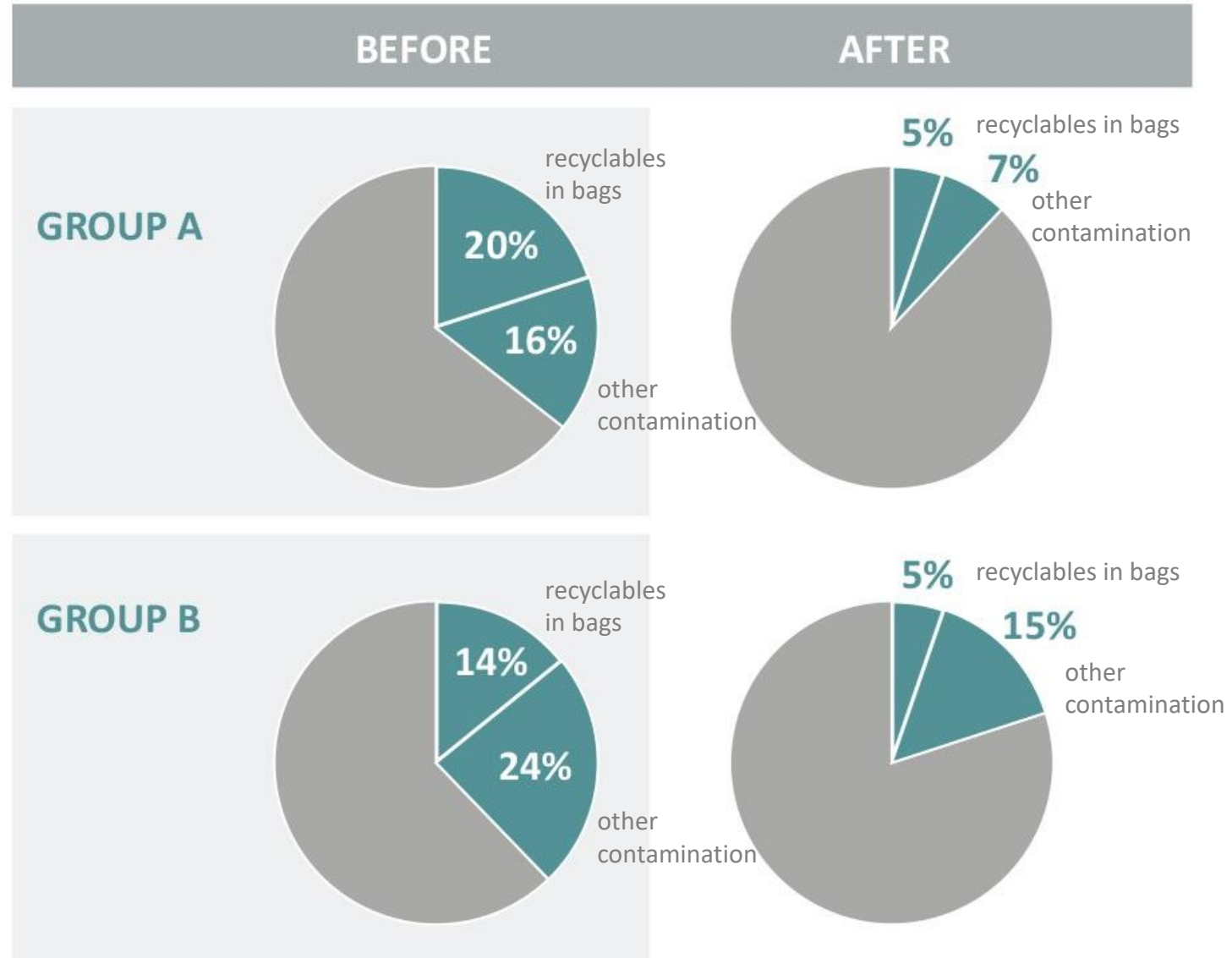


Atlanta A/B Testing

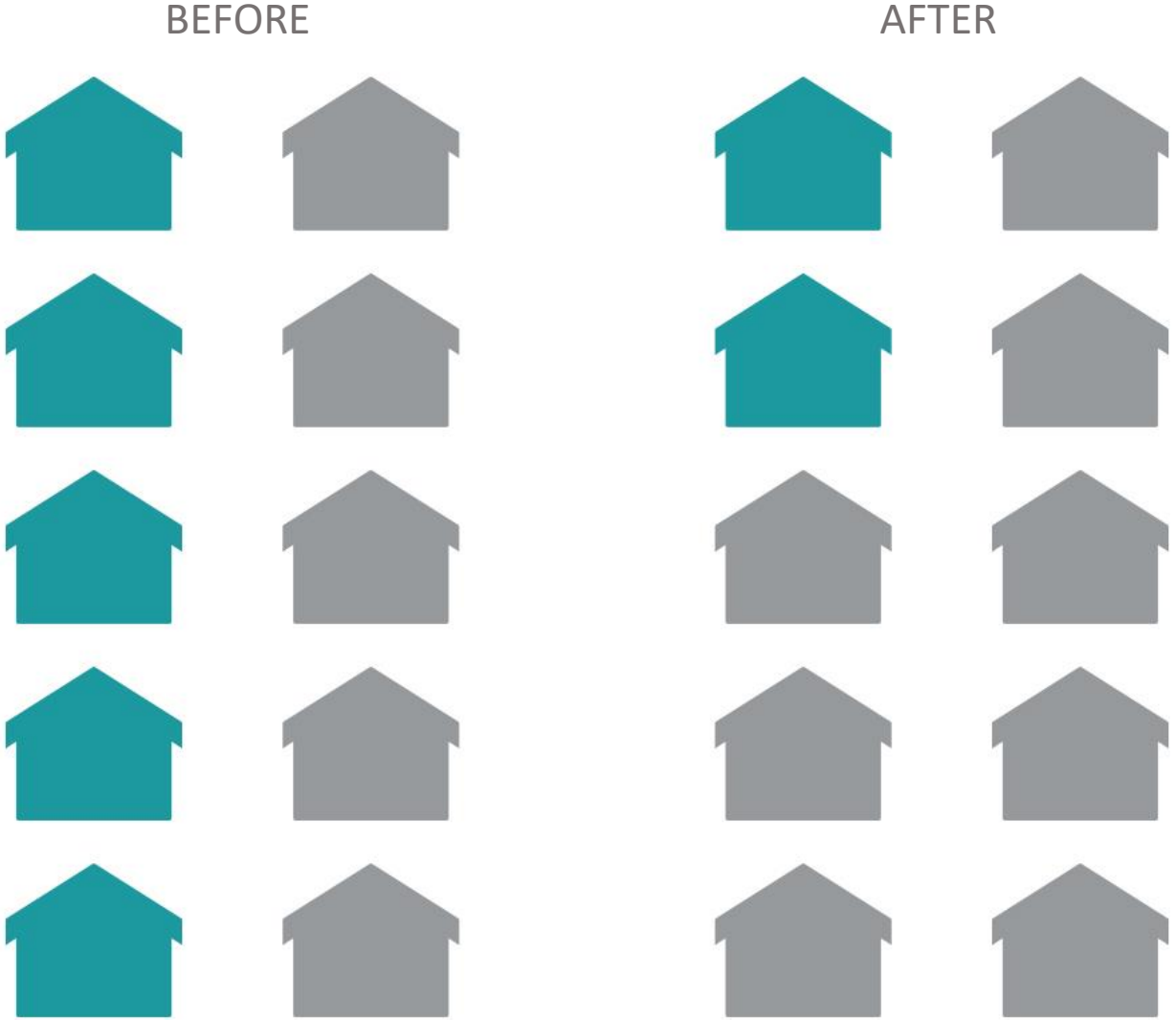
High Income (Group A)

Low Income (Group B)

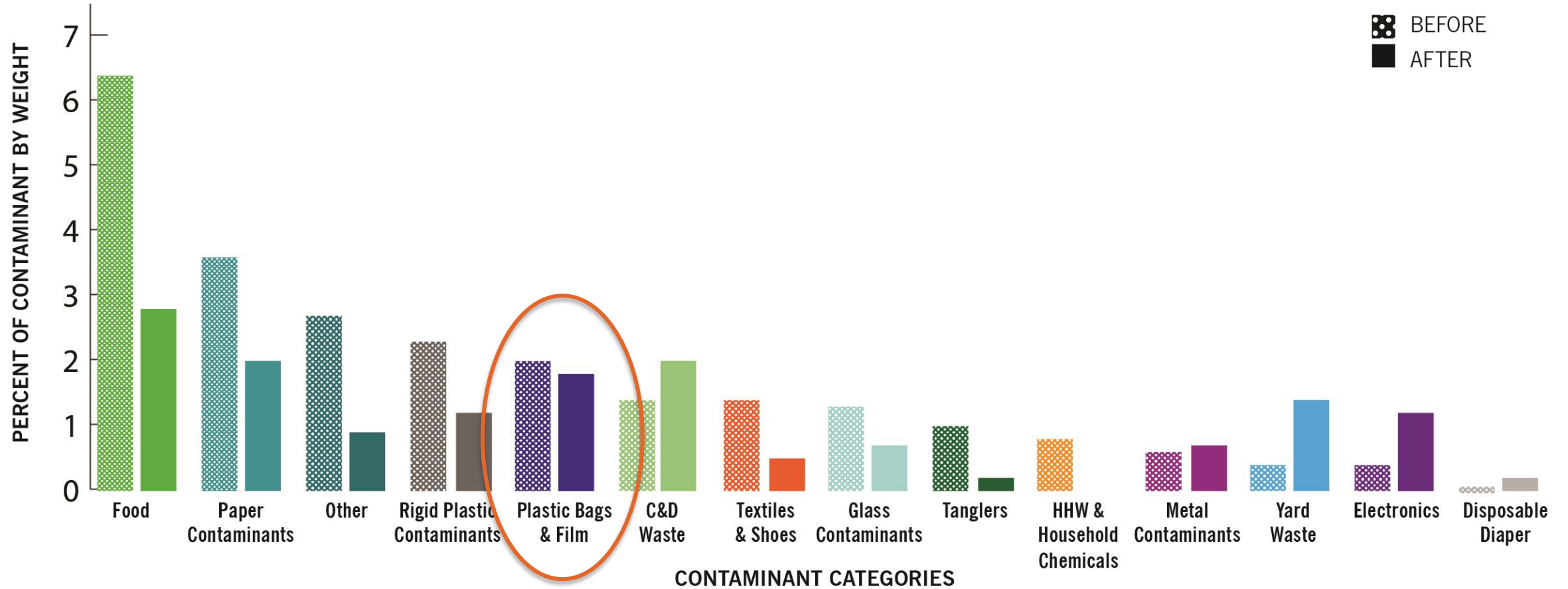
Contamination detail before and after “Do Not Bag” intervention



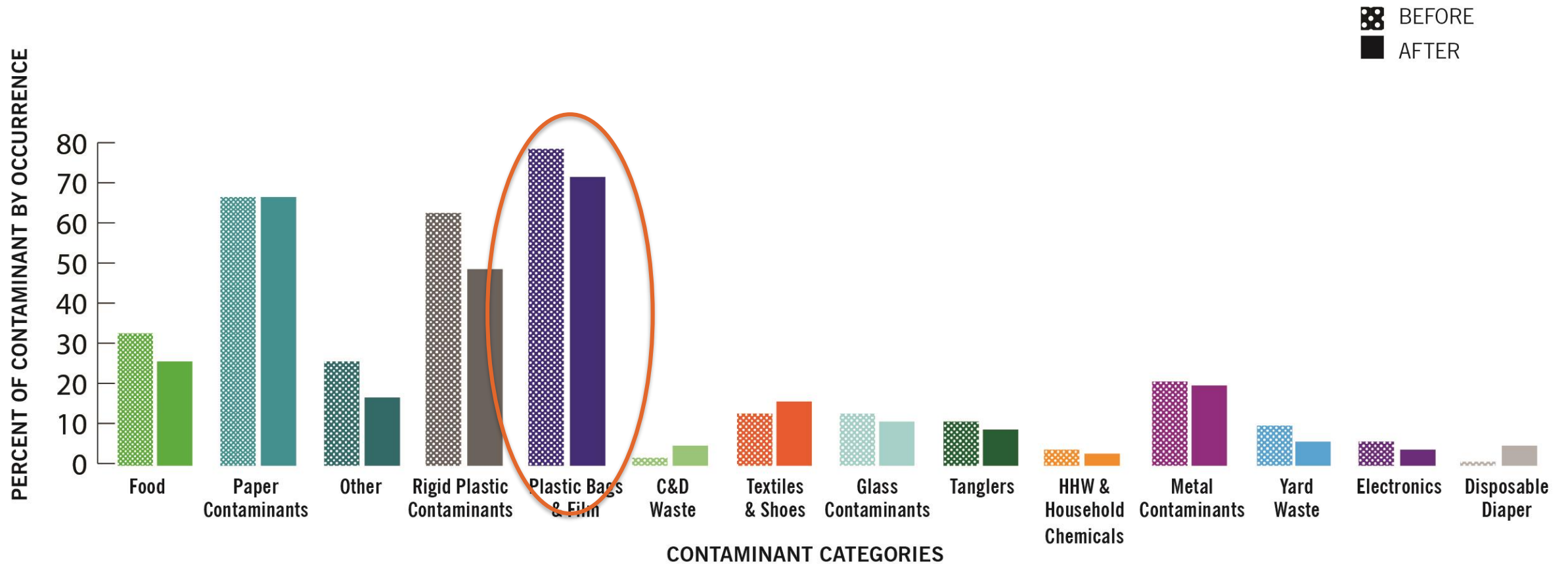
Homes with bagged recyclables fell from 52% to 22%

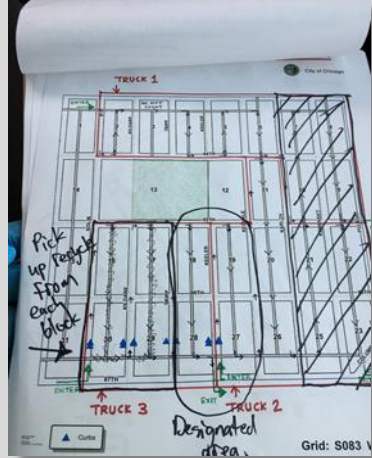


Chicago Contamination by Weight (before and after)



Chicago Contamination by Occurrence (before and after)



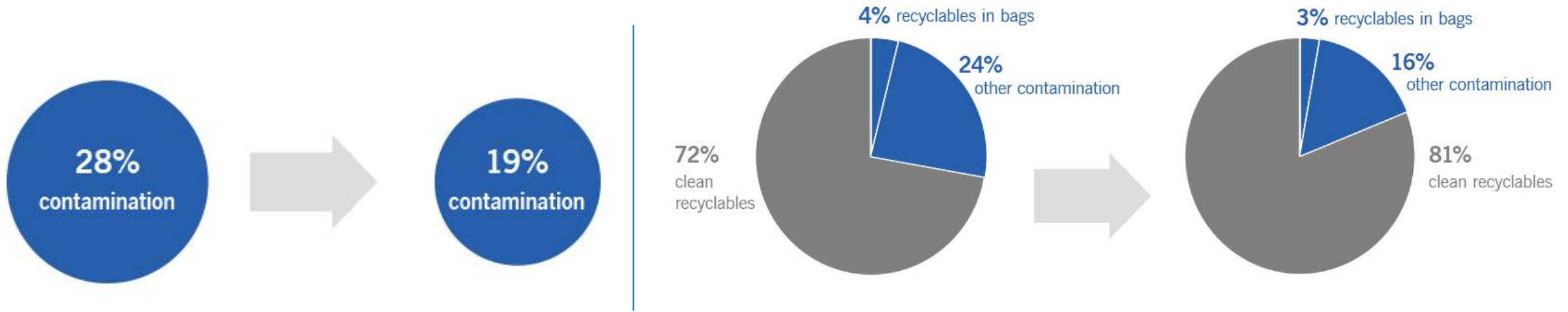


**IT'S
ALL YOU
RECYCLE**

City of Chicago



Aggregate Contamination in Cart



Measure the Impact

	Clean Recyclables (tons)	Contamination (Tons)	Total Tons	%
Current Performance:	9,450	5,550	15,000	37%
Implementation of Strategy Citywide:	12,000	2,400	14,400	17%
Total Difference:	+ 2,550	- 3,550	- 600	

What is the value of this decreased contamination?

Measure the Impact

Value /ton	\$55/ton
Recycling Processing Cost	-\$65/ton
Contamination Processing Cost (double)	-\$130/Ton

Before-37% Contamination

	Clean Recyclables (tons)	Contamination (tons)	Total
Contamination	9500	5500	15000
Processing Cost	(\$617,500)	(\$715,000)	
Total Value	\$522,500	\$0	
Total Cost	(\$95,000)	(\$715,000)	(\$810,000)

After-17% Contamination

	Clean Recyclables (tons)	Contamination (tons)	Total
Contamination	12000	2400	14400
Processing Cost	(\$780,000)	(\$312,000)	
Total Value	\$660,00	\$0	
Total Cost	(\$120,000)	(\$312,000)	(\$432,000)

Total Benefit \$378,000

Curbside or Drop off same concept applies

DROP OFF Tools:



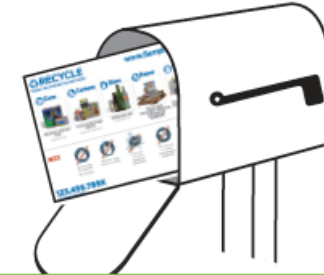
TOP ISSUE SIGNAGE



IN-PERSON FEEDBACK



SITE SIGNAGE



ANNUAL INFO CARD



Overall Contamination Trended Downward

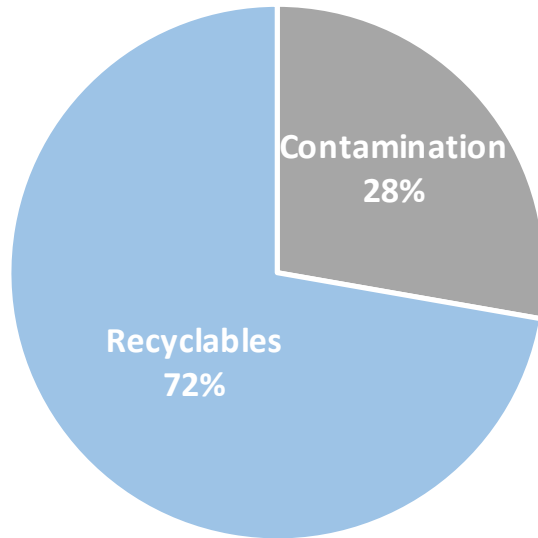
Total contamination dropped from 28 to 14 percent (by weight).

NEEDHAM-MA

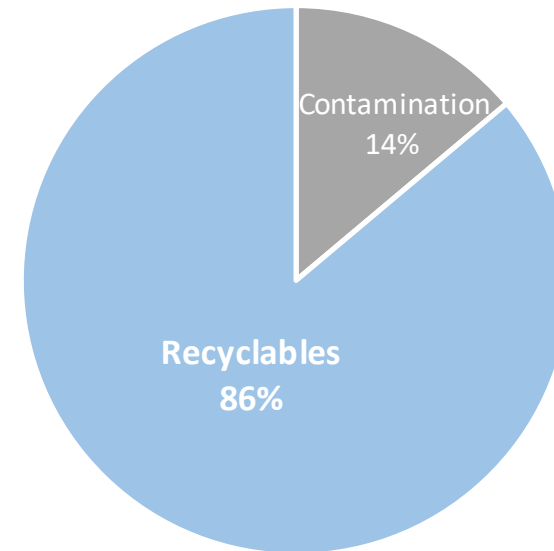
Drop-Off
Entire toolkit was used

- Contamination decrease was specifically due to reduction in target material (stuff in bags).
- During the same time period, recovery of recyclables did not change.

Needham Before



Needham After



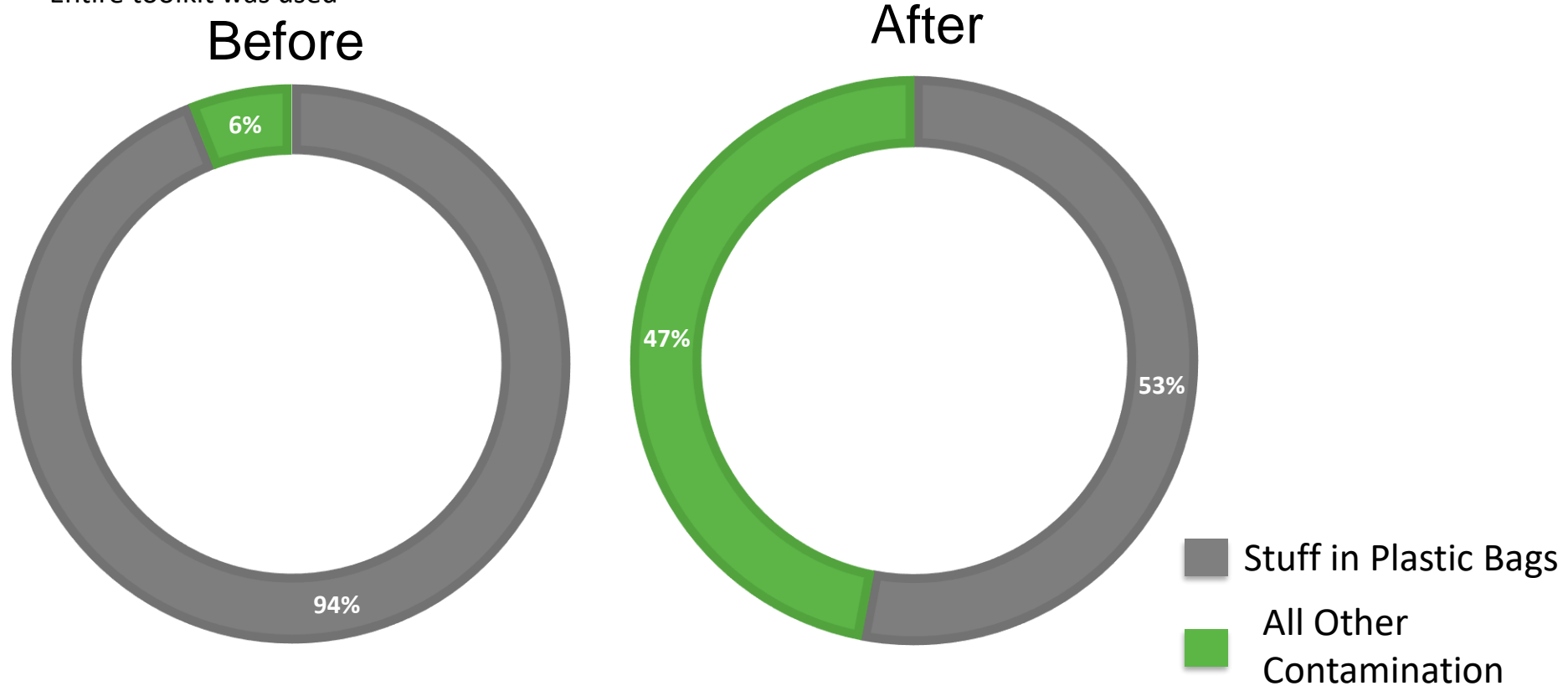
Targeted Material Trended Downward

“Stuff in Bags” dropped from 94 to 53 percent contamination by weight.

NEEDHAM-MA

Drop-Off
Entire toolkit was used

- Recyclables in bags and trash in bags were identified as the most problematic contaminant.
- That material was specifically targeted.



Increasing Use of Partnership Approach

Phoenix, AZ –
Drop in tagging
from 72% to 27%



Upcoming OH
Project - cities
in 4 MRFsheds

Orange Co, FL-
Drop in carts w/plastic
bags by 40%

El Paso, TX -
Drop in tagging from 18 to 11%

Tools for Contamination

- ANTI-CONTAMINATION KIT WITH FREE CUSTOMIZABLE FILES
- IMAGES, ICONS, MAGNETS, SOCIAL MEDIA KIT
- TRAINING FOR INSPECTORS AND DRIVERS
- CAMPAIGN BUILDER 2.0

Anti-Contamination Recycling Kit

Improving Quality in Your Recycling Program

If you are looking to clean up your residential recycling stream, this kit might be for you. As you will see, the approach is well tested and the results are both immediate and noteworthy.

This kit has been designed to provide steps, tools, and resources to help you improve the quality of your recycling program. It will require resources, planning, and time on your end, as well as a partnership with your MRF and hauler, but the benefits are many. Increasing the quality of the recycling stream can save on disposal fees, improve resident satisfaction with your program, and ensures the success and sustainability of the recycling system.

To get started, use this [ASSESSMENT TOOL](#) to make sure your community is ready to take on this challenge. Before starting this project you'll need to assess your budget, present your case to decision makers, and get buy-in from your city/town officials, your hauler and your MRF. Lastly, take advantage of what others have learned by reviewing this [PRO TIPS PAGE](#).

This Kit was developed in collaboration with
Massachusetts Department of Environmental Protection



This toolkit includes:

- Guidance to help you broach this subject with your MRF and hauler
- Visual instructions and tools for targeted messages
- Tips to help you get the best results
- Tools to help you track and report results



September 3rd, 2016

Quality Inspector & Driver Protocols for Contamination

[Read More →](#)

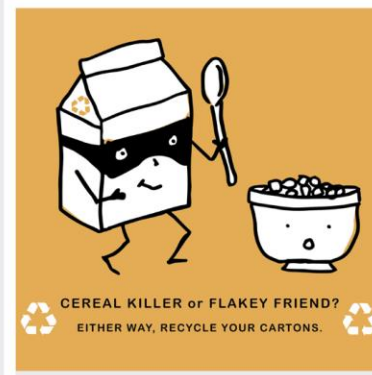


The Recycling Partnership presents

Grab & Go Recycling Matters Social Media Kit

Posts & Pointers For Your Program

Volume 2



DOWNLOAD THE KIT HERE:

recyclingpartnership.org/social-2018

FOLLOW US



TRY THESE TOOLS, JOIN OUR NETWORK, and let's make recycling more & better!



TOOLS

Online
Library
Starters
BMPs



IDEAS

Webinars
Newsletters
E-Books
Forums



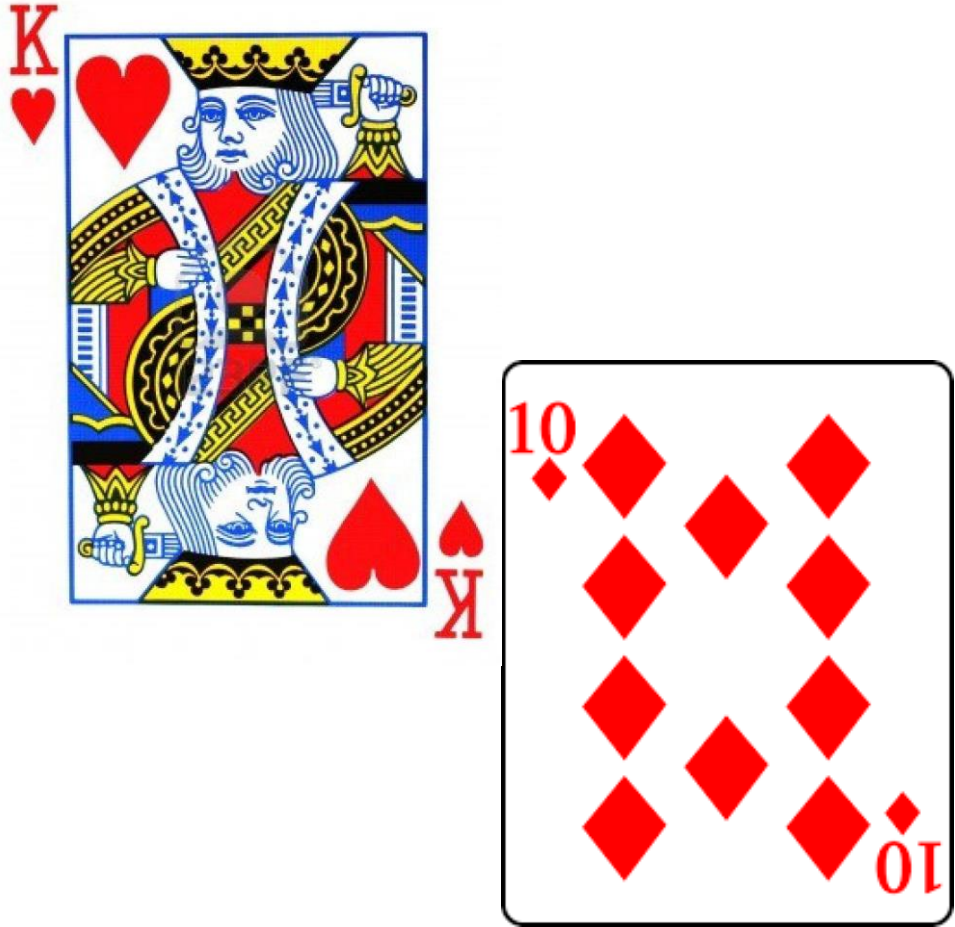
RESOURCES

Grants
Campaigns
Tech
Assistance

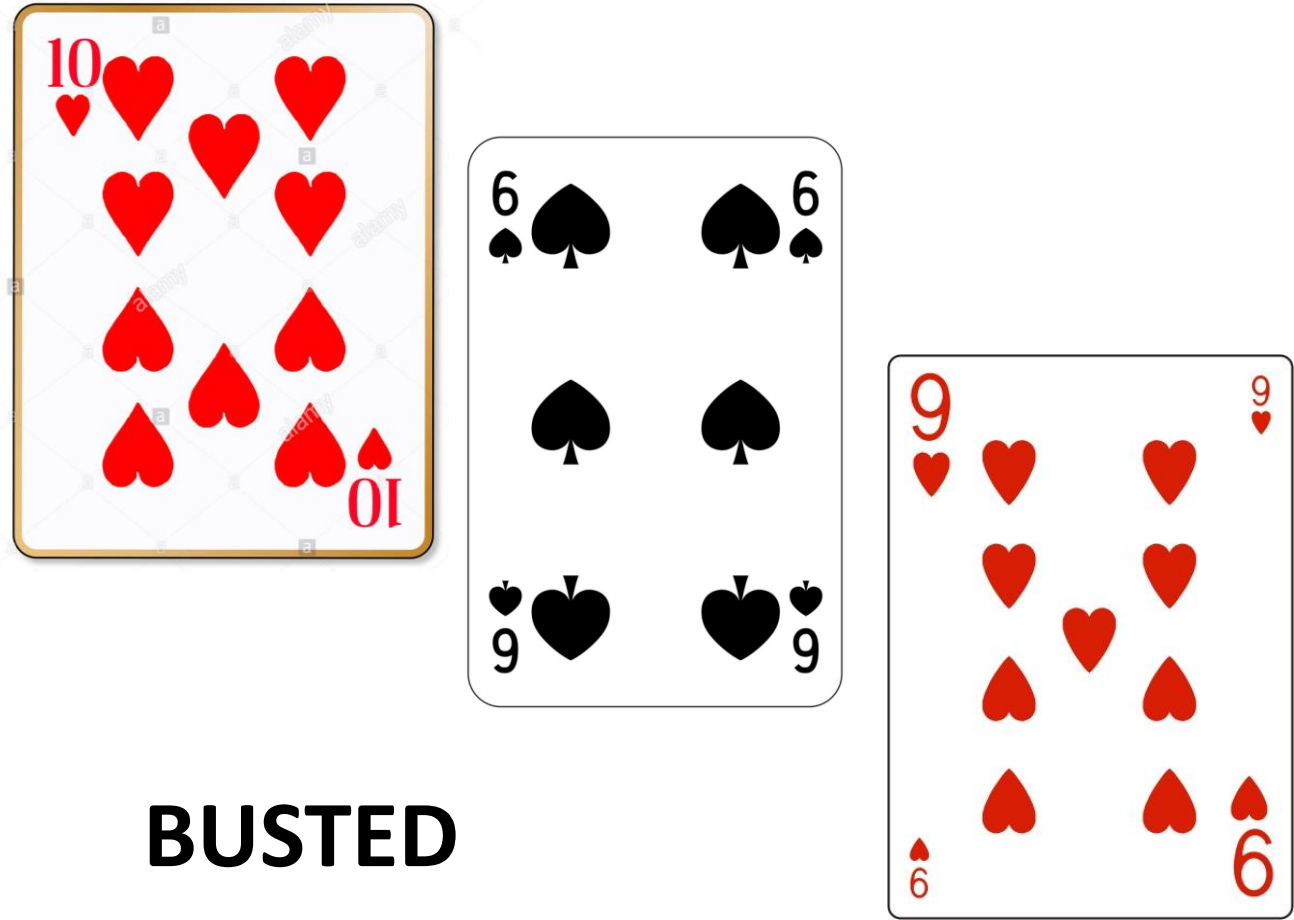
Jill Martin

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Dealer



Player



BUSTED