

Outreach and Education Technical Assistance Culture Change

Sonoma County/City Solid Waste Advisory Group
Monday, August 15th, 2011

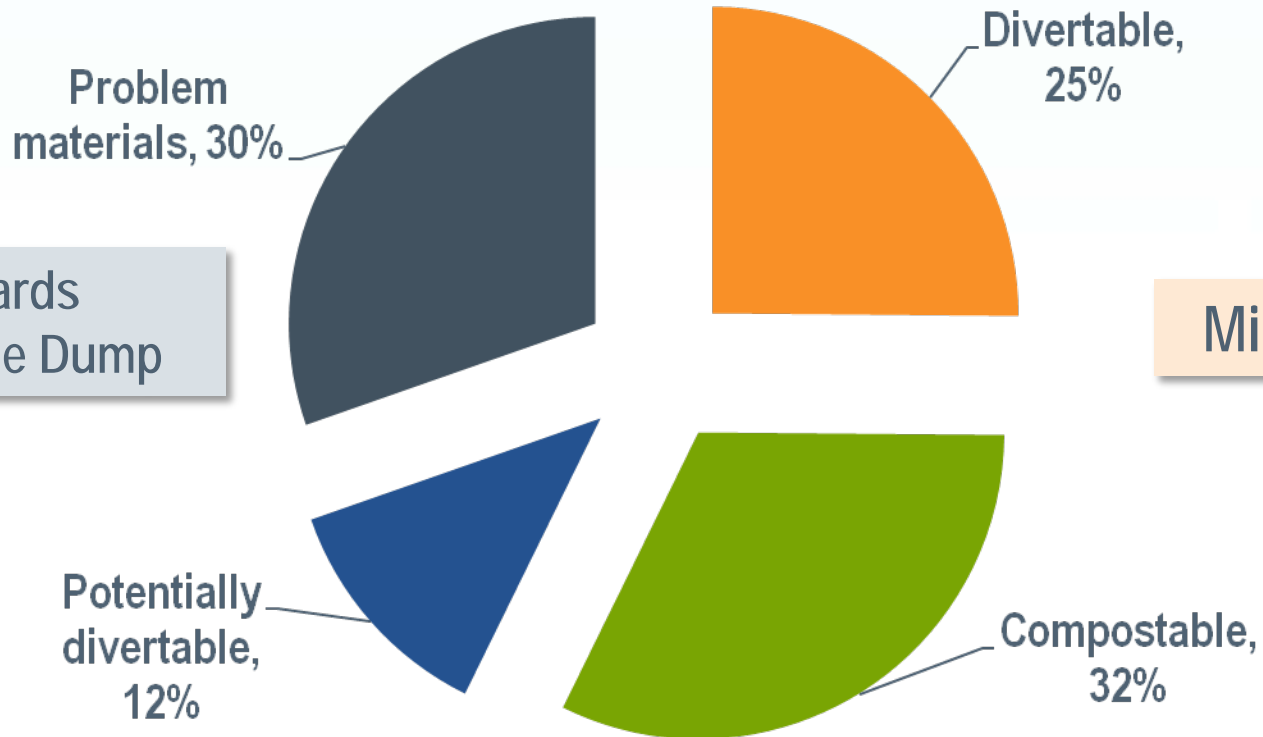
Agenda

- Diversion Infrastructure
 - Physical Infrastructure
 - Social Infrastructure
- Culture Change
 - Alameda
- Broadlands Project
 - Quantifying education \$ versus results
- Technical Assistance
 - Stopwaste.org
 - San Francisco



Maximizing Diversion

Sonoma County Waste Composition 2007



Legacy Discards
Design for the Dump

Mistakes

Short-Term Needs

Diversion Infrastructure

- Physical Infrastructure
- Social Infrastructure



Disposable Espresso Capsules
Targeted for Redesign

Long-Term Needs

- Product and packaging redesign or bans
- “Legacy discards” analysis
- Producer responsibility for regulated materials (hazardous waste, universal waste)

Physical infrastructure

- Universal access to recycling and composting collection services
 - Residential
 - Commercial
 - Institutional
- Processing capacity
 - Recycling
 - Full spectrum organics
- Self-haul
 - Resource recovery park – Facility Use Fee (San Luis Obispo)
 - Scavenging prior to landfilling – Urban Ore style (Berkeley)



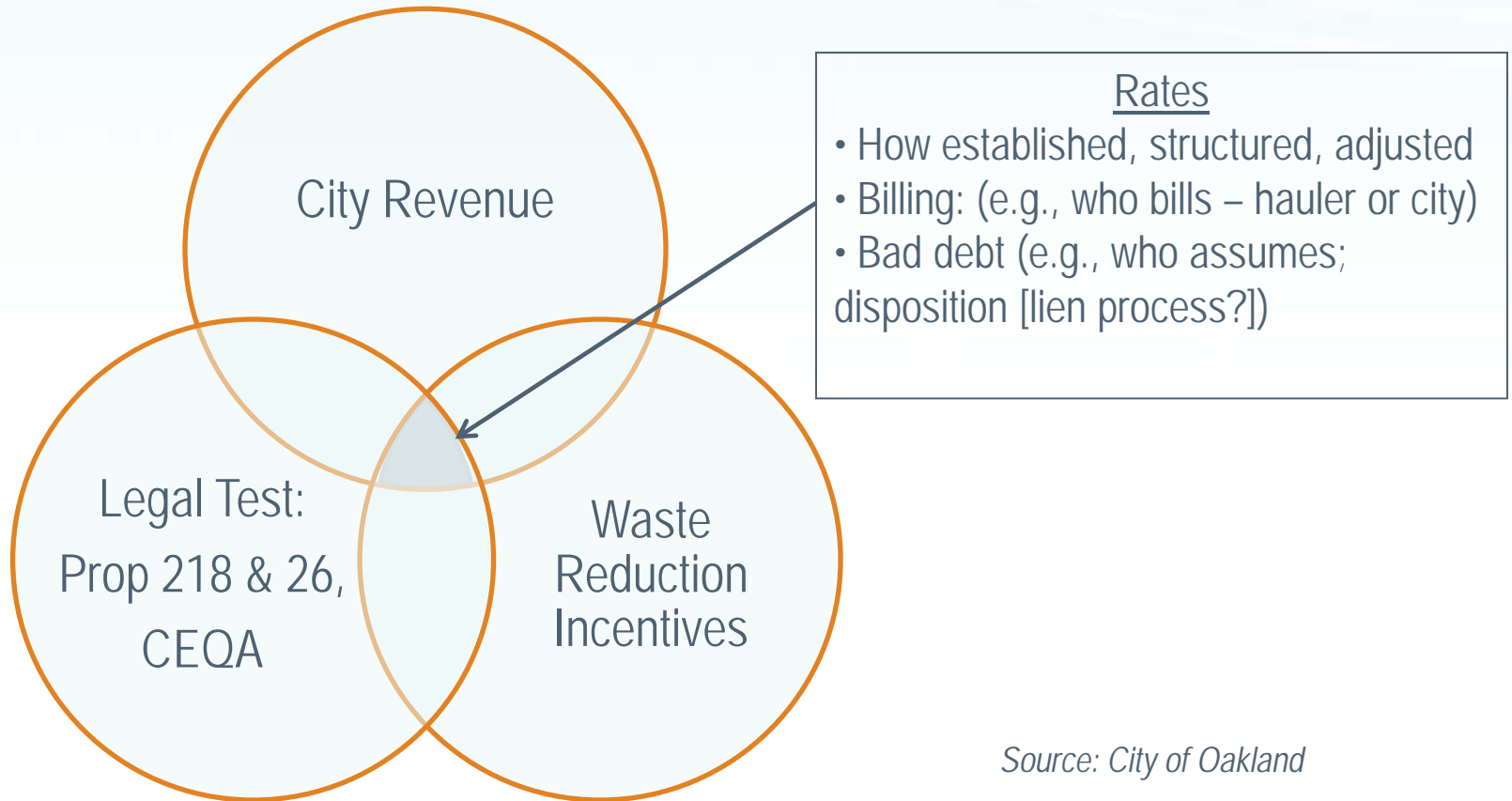
Social Infrastructure

- Alignment of Goals
 - Local Government
 - Generators
 - Service Providers
- Rate Structure Signals
- Community-Based Approaches
- New Rules and Mandates
- Culture Change
- Technical Assistance



Miss Alameda Says "Compost!"

System Design Optimization



Source: City of Oakland

SWAG Research Committee Findings

- Physical Infrastructure
- Recyclables and C&D processing is sufficient
- Increased organics processing
- Future mixed waste processing
- Social Infrastructure
- Model countywide mandatory commercial recycling ordinance
- Model countywide C&D ordinance
- Increased outreach and technical assistance
 - Commercial businesses
 - Schools

Broadlands Project: a social-marketing experiment in Colorado

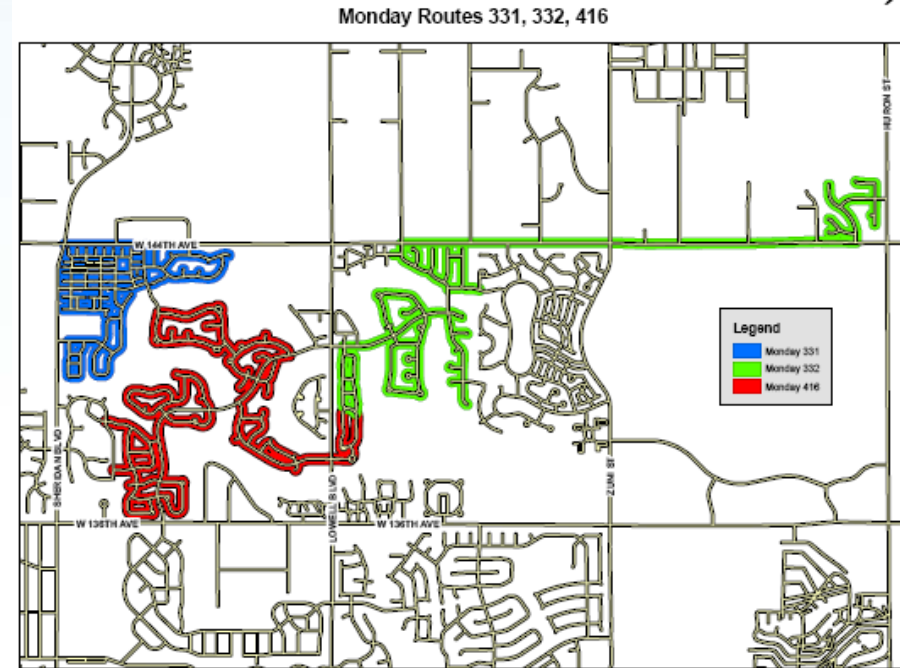
Route 1: Standard outreach (control route)
(Garbage company new account info and limited city of Broomfield outreach)

Route 2: Social marketing route
(Multiple phone calls, postcard, emails & doorhanger. No door-to-door outreach)

Total Cost: ~\$0.81/household to \$5/household for multiple rounds

Route 3: Social marketing route + on-site visits
(Same materials as Route 2 + door-to-door, personalized visits & commitments)

Cost: Add ~\$4/household/visit

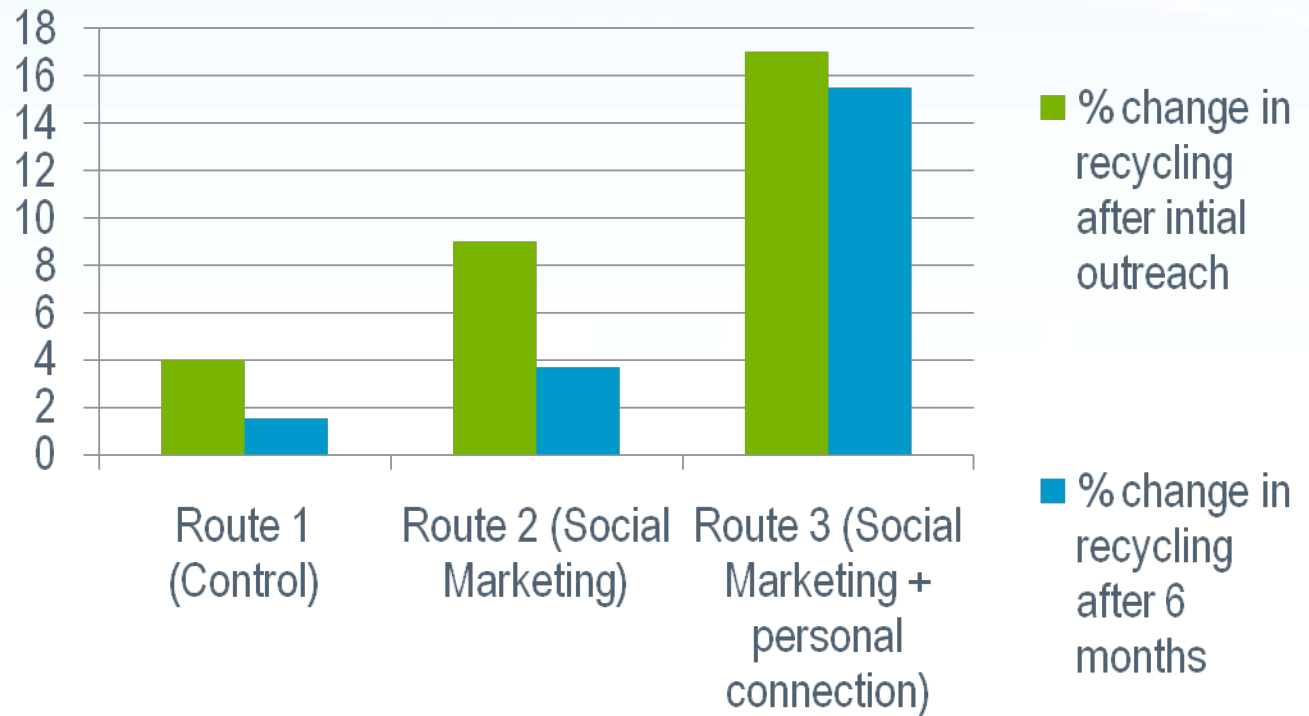


1,600 households participated in the study, 2010 & ongoing

Source: Lisa A. Skumatz, Ph. D. Skumatz
Economic Research Associates Inc.

Quantifying education \$ versus results

Note: all three routes saw an increase in recycling.



Social marketing is a powerful tool
door-to-door / personal connection is cost-effective

Source: Lisa A. Skumatz, Ph. D. Skumatz Economic Research Associates Inc.

Community Based Approaches

Community Action for a Sustainable Alameda

- Local Action Plan for Climate Protection
- Zero Waste Implementation Plan
- Alameda Green Schools Challenge – comprehensive recycling and composting at all schools (public, private, parochial)
- Miss Alameda Says “Compost!” – targeting restaurant food scraps
- Faith-Based Outreach Program – greening faith-based organizations (churches, temples, mosques) and their congregations



Commercial Technical Assistance

Stopwaste.org Metrics

- Stopwaste Partnership \$270,000 per year
 - Targets large businesses (50+ employees or 15+ cubic yards per week of service)
 - 800 active clients (30% of countywide total)
 - 50 new clients per year
 - 150 clients served per year
 - Goal is to divert 10,000 tons per year
 - New diversion costs less than \$30 per ton for technical assistance
- Restaurant technical assistance \$60,000 per year
 - Diverting 500 tons per month or 6,000 tons per year
 - New diversion costs about \$10 per ton for technical assistance



Commercial Technical Assistance (cont.)

San Francisco Metrics

- Technical assistance contract for \$330,000 per year
- New diversion from 60 to 80 businesses per month
- Goal is to divert 44,000 new tons per year
- New diversion costs less than \$20 per ton for technical assistance



Conclusion

- Maximizing diversion requires investment in both **physical** infrastructure and **social** infrastructure
- Goals between local **government**, **generators** and **service providers** need to be aligned
- Community-based approaches can achieve **cultural change**
- **Social marketing** is a powerful tool
- Door-to-door / personal connection is **cost-effective**

