



To: Candy Castellanos, Waste Management; Gerty Coville, King County  
From: McKenna Morrigan and Katie Salinas, Cascadia Consulting Group  
Date: October 10, 2013  
Subject: WM King County UTC Multifamily Recycling Pilot – Multifamily Event Summary

---

This memo provides a brief summary of the Multifamily BBQ and Recycling Fair that occurred on September 28<sup>th</sup> at the Avenues Apartments located in Waste Management's Unincorporated King County WUTC service territory. Although hosted by the Avenues Apartments, residents from two adjacent apartment buildings (Centerwood and Shorewood Apartments) were also invited to attend the event. Each of these properties had received technical assistance and door-to-door resident outreach prior to the event as part of the 2013 Waste Management and King County Promotion of Multifamily Recycling Pilot.

Specifically, this memo documents the following:

- Event Objectives
- Event Planning and Costs
- Event Recap
- Observations and Recommendations

---

#### EVENT OBJECTIVES

The objective of the Multifamily Community BBQ and Recycling Fair was to host an inviting, fun, culturally appropriate event for residents (focusing on Latino residents but open and welcoming to all) that promotes a sense of community and good will while providing a venue for residents to attain information about their building's recycling program. Specifically, three primary goals included:

- Utilize the cultural knowledge of our Spanish speaking outreach team members to engage with, and provide additional recycling education and information to, Spanish-speaking residents.
- Address the challenges of bulky item and special item disposal for residents at multifamily properties by providing a convenient opportunity for donating or recycling items not accepted in the regular garbage and recycling program (e.g. bulky items, clothing, household goods, and electronic wastes).
- Create an environment where recycling is perceived by residents as a community/social norm, showing residents that their neighbors are recycling and raising the visibility of recycling at the participating complexes.

---

#### EVENT PLANNING AND COSTS

Cascadia staff were responsible for all aspects of event planning and implementation and received assistance from field staff that developed property manager relationships and facilitated communication with participating properties. Waste Management and King County staff provided oversight and feedback through the design process.

Major components of the planning process included:

- Identifying appropriate multifamily complex location and participants
- Securing property manager permission and support
- Attaining multiple quotes from event contractors (e.g. caterer, electronics recycler, DJs, event equipment rentals)
- Negotiation of agreements with selected event contractors
- Coordinating participation of Northwest Center and Facilitadoras from King County’s Recicla Más program
- Developing and distributing bilingual event invitation
- Coordination of event materials and supplies (e.g. signage, educational materials)

Total event costs are detailed below.

Event planning labor costs	\$3,729
Event staffing costs	\$2,799.73
Event rental and catering	\$3,874.85
DJ	\$76.65
Northwest Center	No Charge
PC Recycle	\$300
<b>Total:</b>	<b>\$10,780.23</b>

#### EVENT RECAP

The event was held in the White Center neighborhood for residents of The Avenues, Centerwood, and Shorewood Apartments on Saturday, September 28<sup>th</sup> from 11am-3pm. The Avenues agreed to host this event, which was open to residents of all three participating properties. The event invitation, printed in both English and Spanish, was distributed to residents during the week of September 16 through door-to-door outreach, conducted by the pilot project’s bilingual outreach staff. The event invitation was distributed to all units in the three participating properties, totaling 168 units, including 98 units at The Avenues, 34 units at Centerwood, and 36 units at Shorewood Apartments.

An event rental and catering company, Clowns Unlimited, provided and set up tables, chairs, and a tent prior to the start of the event. The caterer was prepared to provide food for up to 200 attendees, and also provided a hand washing station and recyclable and compostable food service products. Cascadia collected and disposed of these materials after the event.

Several catering staff prepared food onsite during event hours, including burgers, hot dogs, condiments, and a vegetarian option. Catering staff took requests from attendees and encouraged attendees to stop by to get food.

Cascadia hired a DJ to play music during the event. The DJ provided and looked after the equipment throughout the event.

Cascadia arranged for two specialty recyclers, PC Recycle and Northwest Center, to bring their donation trucks and accept donations for the duration of the event. Northwest Center accepted gently used clothing, shoes, books, toys, small (working) appliances such as blenders, toasters, dishes, glassware,



utensils, and furniture. PC Recycle accepted televisions, laptop computers, desktop computers, servers, cell phones, routers, keyboards/mice, monitors, stereo equipment, speakers, printers, microwaves, batteries, and fluorescent/CFL bulbs/lamps.

Residents participated in collection services offered by both PC Recycle and Northwest Center, in total:

- Northwest Center collected 96 lbs of clothing and 207 lbs of household goods.
- PC Recycler received 6 TVs averaging 50 lbs each for a total of 200 lbs.

Northwest Center and PC Recycle staff helped residents bring their materials to the recycling trucks from around the apartment complex, and also searched the complex at the end of the event for additional bulky items left in common areas throughout the complex.

Waste Management provided a recycling truck for the event that was parked near the event tent and was open to visitors. A Waste Management representative was on-site to answer questions about the recycling truck. Waste Management also provided interactive recycling games for kids, including a spinning wheel called the “wheel of waste”. This game and table was staffed by a Waste Management education staff person, who was onsite to answer recycling questions and facilitate recycling activities for children and adults.

Cascadia staff also set up an educational table with additional materials that included the recycling guidelines, hazardous waste information, and move-in/move-out flyers.

With assistance from TD Wang staff, Cascadia arranged for the participation of four Facilitadoras from King County’s Recicla Más program at the event. The Facilitadoras were briefed by TD Wang and provided with relevant recycling education materials and a program summary prior to the event. Facilitators were asked to interact with event attendees throughout the day and when appropriate, to engage attendees in discussion about recycling.

Despite the fact that September 28<sup>th</sup> was the rainiest September day on record, there were 87 total attendees of the event, excluding seven project staff and three property management staff. Most event attendees were residents of The Avenues. Project staff included Gerty Coville from King County, Amity Lumper, Katie Salinas and Olga Kachook from Cascadia, Socorro Medina from ECOSS, Stuart Vazquez from Eco-Logica Magazine, and Ha Na Park from TD Wang. Staff interacted with event attendees, helped them bring their donations to the recycling trucks, and discussed recycling topics. Property management staff from The Avenues was also on-site, and provided support gathering bulky items and helping project staff with event set-up.

---

#### OBSERVATIONS AND RECOMMENDATIONS

- I. **Property Manager Engagement** – Stuart established a close, trusting relationship with The Avenues’ property manager and maintenance staff. This was key to their willingness to coordinate with us on all aspects of the event and provide day-of assistance.
- II. **E-Waste Collection Services** – Residents seemed to really appreciate the e-waste collection opportunity and had materials to recycle, especially TVs. Going forward, there is an opportunity to organize regular e-waste collection events for large complexes, or to group multiple complexes in the same neighborhood together in one day and have

the e-waste collector pick up materials from a designated central location at each property. This could be made into a quarterly or bi-annual program e-waste collection sweep.

- III. **Facilitadoras** - All of the Facilitadoras mentioned that it would have been helpful if the event was later in the day. The residents expressed that many in the apartment complex work Saturday till later in the day so they couldn't attend. One Facilitadora noted that the residents that attended the event seemed to be knowledgeable and prepared about recycling compared to other communities and people she has encountered. All of them mentioned that it is important to provide activities that are fun and culturally relevant.
- IV. **Kid-friendly** – The more kid-friendly these events are, the more people they will attract. Many of the attendees brought their kids with them and appreciated the fact that it was a family-friendly event. Continuing to host these events in buildings with a high percentage of families is a good idea.
- V. **Pre-existing Recycling Awareness** – Most of the event-goers had received their recycling tote bag and were aware that the building was focusing on increasing recycling.
- VI. **Food** – Food was likely the main attracter to the event and encouraged attendees to linger and interact with our staff rather than just drop off their materials and leave.
- VII. **Weather** – Fall is not the ideal time to hold these events due to unpredictable weather. A late spring or summer event would be probably be safer and potentially attract even more attendees.

PHOTOS



Community BBQ event layout, including catering



Televisions for recycling



Resident bringing donations



Recycling games and donation truck



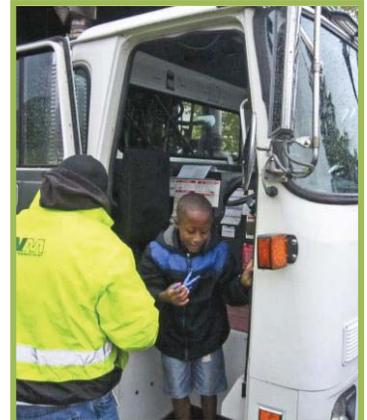
Project and WM staff



A Facilitadora engaging a resident



Attendants of the event



WM truck