

Waste Management Pilot
Strategic Planning Session #4 Notes
November 3, 2014 (1:00 p.m. – 4:15 p.m.)

Location:

King County Solid Waste Division
Tipping Floor Conference Room. 7th Floor
201 S. Jackson Street
Seattle, WA 98104

Attendees:

- Waste Management: Candy Castellanos
- King County: Gerty Coville
- Snohomish County: Sego Jackson
- C+C: Liv Faris, Julie Colehour, Ha Na Park, Megan Lactor

Agenda Overview:

Time	Topic	Lead/Facilitator
1:05 – 2:05	Review Message Maps	Liv Faris
2:05 – 2:20 pm	Strategic Planning Approach	Liv Faris/Candy Castellanos
2:20 – 2:45 pm	Priorities	Candy Castellanos
2:50– 3:10 pm	Objectives/Behavior Changes – Paper Recycling	Liv Faris
3:10 – 4:00 pm	Paper Pilot Framework	Liv Faris
4:00 - 4:15 pm	Next Steps	Liv Faris

PART 1: Review Message Map for Organics

- Key messages of the message map are pretty complete per King County.

Cart Terminology:

Focus group called it a bin instead of cart. They also may call it a cart but they were just asked to fill in the blank. In Eastern Washington, they call it a can. Bin has been used as the indoor description (for recycling), cart is what is outside.

Waste Management decided the focus group was too small and Sego and Gerty agree.

Conclusion: Continue to use “cart” Talk to larger group in focus group next year or Foodcyclers to ask them for their opinion. They found that what it is called didn’t make a difference in behavior.

Statement: Keeping compostable material out of the garbage is an easy way to be resourceful.

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- Message is not specific enough.
- It isn't garbage; it's a resource – that's where it came from.
- Not the best way to influence people now.
- People don't want to be wasteful.
- What is the "Why?" What are people's values around this? What could the message be?
- Research is strong that people want to avoid waste but there's no supporting research that we can turn that statement to a positive – the statement "be resourceful" doesn't equate to avoiding waste.
- Oregon Metro research – people want to be resourceful (is this same as not being wasteful?) Does it apply across all audiences? C+C will look at the Oregon Metro study.

The messaging on organics has been working well. The main message is that you can put food and food-soiled paper in your cart. The focus of the pilot will be on how we get them to continue using their containers, whether it becomes a habit that they implement long term. Or, if they stop using their container, why did they stop?

Conclusion: For now, we will leave the statement as-is since it's a minor topic.

Paper Plate Messaging:

Uncoated plates are available but there isn't a clear way to tell the difference. Plates that are for events are all coated and they are found in so many places: Hallmark, Party City, Dollar Store, gift wrap sections, etc.

- What's the best way to message this?
 - Is the 'uncoated' description working? We've used shiny in the past.
 - Rip test? How can they tell?
 - Message commercial entities and grocery stores so that what's available for purchase aligns with what Seattle is doing to eliminate food-soiled paper in the garbage.
 - Usability testing would be a place to ask people about paper plates.
 - Message map includes all the messages so far. Paper plates can be further down to road. First they put things in, then they learn about contamination (Foodcyclers are further down the line so they get more education).
 - Food-soiled paper – we mention greasy pizza box, delivery boxes are ok but frozen pizza boxes aren't because they are glossy.
- Should paper plates be taken out completely since there's such a high likelihood that the plates will be coated?
 - Sego would prefer to keep plates in as long there's logical instructions that people can grasp about the difference in plates.
 - Products may be created that are compostable, don't want to confuse the message by taking them out.
 - Have to keep plates in. Right now the to-go containers have to be recyclable or compostable in Seattle. Hoping to change to a simple solution where plates are required to be compostable.
- Ask Cedar Grove for a clear, cohesive decision on what is acceptable moving forward on:
 - Paper plates.
 - Shredded paper – if it's only paper, is it acceptable?

Conclusion: Keep plates in for now; share messaging with Cedar Grove for input.

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Compostable Products Resource:

- Can compostable products that do work at Cedar Grove be advertised to customers? No, it's too confusing to customers right now.

Conclusion: Keep using Cedar Grove's website for now to see what products are compostable. We should return to this later for the sake of time.

PART 2: Strategic Planning Approach

- We are guided by the CBSM Approach and Strategic Plan – a living document that will continue to be updated.
- Goal of pilots (composting and paper) is to learn what we can from a small test group and roll it out to the wider audience.
- Example: What's the most cost effective way to get containers out?
- Why Paper? 89% of homes in behavior study had paper in their garbage.
- We came up with a score to find out what material is more prevalent – Food scraps and paper came up to the top.

PART 3: Priorities**Shared Priorities:**

- Increase recycling; get all of the recyclable paper into the recycle bin.
- Get the best paper in the cart. Focus on the paper that is most valuable and has the most volume which is mixed paper.
- Simplify the message. People think they are doing a good job, the messaging needs to motivate them to change their current behavior (cognitive dissonance).

Additional partner priorities:

Snohomish County – Encourage people to shred less and recycle their paper instead.

Waste Management - Decrease contamination (liquid, cups and lids).

PART 4: Objectives/Behavior Changes – Paper Recycling

Mixed paper was selected as the focus since it has a low barrier and high benefit. It includes: office paper, junk mail, magazine, mailing tubes, paperback books, envelopes and with laundry detergent with handles.

Barriers and Benefits:

- Recommend – education, feedback, prompts and cognitive dissonance.

Desired Behavior Change:

- We need to create behavior change where people are taking on the behavior.
- Collect paper from around the house and recycling it (home office, bathroom, bedroom, etc.)

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- Use the MRF or garbage sort to determine what people are recycling in their household. Communication should then focus on what paper they are putting in the garbage. For instance, populations using frozen foods, cracker boxes, etc. could get targeted messaging.

Recyclable Value: There was discussion on using data to determine the value of the paper in order to target what is most valuable.

- Compare what's coming in to the facility with its value as a recyclable so that we spend resources on a big part of the stream, that's easily recyclable.
- Bail breaks on mixed paper are done often because they communicate with the brokers on value.
- Look at data that comes out of the MRF (volume) and check what the market values are.
- Look at capture rates – aluminum is still out there, has big markets.
- Take a look at the Cascadia Recycle Cart Contamination report from 2012. Look at the waste characterizations of what's in the residual and finally the value – what has a market using the 2013 MRF study.

PART 5: Paper Pilot Framework

Goal:

- Determine which educational methods and tools are most effective in creating the desired change.

Objective:

- Increase the amount of paper being recycled.

Process:

- We will have one Control group and one thing we are testing on two routes.
- Only pick one thing to change so we can properly evaluate it.
- Three groups but pick the areas that have the largest quantity of items in stream and are similar demographics to each other by looking at census data.
- Match the sort to the messaging - sorting will tell us if the targeted material results in targeted items being recycled or if rising tides raised all ships? Have the sort break the paper out into different groups of paper.
 - Commodity table for paper would give 4- 5 that will rise to the top.
- Using WM data at the MRF from the route number would only work if they ran the route load solo. Candy will check with MRF to see what they can do.
- We can test:
 - Incentives
 - Messages
 - Pledges
 - Advertising

Comment [ML1]: Not sure what this meant

Evaluation:

- What is the measurable difference for success?
- Set goals after the pilot to come up with a XX percentage of decrease over XX time period.
- Come up with a number to see if the pilot results would be scalable.

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- Get data of sustained behavior after the county-wide rollout.

Pilot Braintorm

Putting Overflow Recycling in the Garbage - Are people filling up their recycling cart and then putting it in the garbage?

- Anecdotal reports from drivers say so.
 - Until we have more meat behind this problem, we want to know what the numbers are. It could only be 5%.
 - We could do a visual search to see that they aren't throwing away recyclables because of lack of space.
 - If that is the problem, then what is the solution? What do we want to tell them to do?
 - Can they call and get a second cart if they are regularly filling their cart?
 - Varies depending on city contract.
 - They can get a lidded can and label it recycling at that would be okay.
 - Call and get a recycle label that they can put on their own can.
 - Focus on messaging, don't do the whole campaign or pilot around it. Have this be a secondary message to all groups.

Weekly Recycling - What's the per-household recycle rate on weekly recycling vs. every other week service?

- Is it possible to shift back to weekly?
- Put this in the Behavioral Index "How often is it full?"
- Test weekly/bi-weekly. What does that do to recycling rates? No, wait to test it when WM knows they can provide it.
- WM check if they have better recycling with weekly pickup.

Focus on Messaging:

- First group gets direct mail on specific paper messages.
- Second group gets general/generic paper messaging.
- Control group gets nothing.
 - Test if specific messaging increases overall participation.
 - Make messaging only about paper, have it be separate from the guidelines.
 - Test broad and specific messaging to see which is more successful.
 - One idea is a junk mail campaign that educates them about junk mail: "This junk mail is recyclable."
 - Maybe do a bit of messaging testing in advance with the messaging that has been developed YTD.
 - Contact previous focus group for basic messaging feedback.
 - Do 5-10 minute intercepts at Alderwood and Southcenter malls.

Other Ideas:

- Cart tags can't be operational but can be part of an ongoing feedback loop. As a sampling of less than 1,000 people, it can be a useful way of getting cart feedback. It was done in a King County pilot but is not scalable because of the costs.
- A random sample survey as part of the RSA work this would be helpful feedback outside of the pilot.

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- Contamination message is less important with recycling because recycling is sorted. Compost tipping point is very low since there's no pre-sort. Risks are higher, they need to catch as much contamination as possible because one glass bottle can get caught up in the compost and be in the final product.
- Add messaging to existing document about setting out extra recycling on pick up day instead of throwing it in the trash.

Conclusion: The group settled on an Office Paper Pilot:

- Give a tool as a prompt to use for creating a home office system – A tote that is sturdy enough to be free standing.
- Provide education, but don't use a pledge.
- Control group gets nothing.
 - Do the math to see what is most effective based on cost analysis.
 - Biggest barrier? Lack of recycling system in home office or where mail is sorted.
 - Be careful about "home office" term since not everyone has one.
 - Office paper is valuable.

Next Steps:

- Create a Grid to Determine Value of Paper:
 - Percent in recycling processed at MRF (outgoing product).
 - Percent of volume (weight) in waste stream at the landfill.
 - Value of market type (does it raise the value of the bail to have more of it in there).
 - Percent of residual at MRF.
 - Percent of prevalence in consumer marketplace (Ontario MMBC data – Sego will research).
- Develop the Office Paper Pilot Plan
- Create Messaging to Test
- Timeline: Late Q1 or early Q2.
 - Reroutes now and in January. WM has to sit down and determine which routes won't change, get data, for what would be good pilot group.