

## Waste Management RSA Strategic Planning Session #4

### *Composting*



February 10, 2014

# Agenda

## Planning Session Objectives:

- Review strategic approach
- Review desired behavior changes
- Determine composting pilot approach

Time	Topic	Lead/Facilitator
1:00 – 1:05 pm	Welcome <ul style="list-style-type: none"><li>• Review agenda and meeting objectives</li></ul>	Liv Faris
1:05 – 1:35 pm	Strategic Planning Approach <ul style="list-style-type: none"><li>• Work to date</li><li>• Community Based Social Marketing program design</li><li>• Strategic Plan</li></ul>	Julie Colehour/Candy Castellanos
1:35 – 1:55 pm	What's New? <ul style="list-style-type: none"><li>• King County objectives</li><li>• Snohomish County objectives</li><li>• WM objectives</li><li>• Difference and similarities</li></ul>	Candy Castellanos

# Agenda (cont'd)

1:55 – 2:15 pm	Objectives/Behavior Changes - Composting <ul style="list-style-type: none"><li>• Review objectives/behavior changes</li><li>• Review behavior changes</li><li>• Adjustments needed?</li></ul>	Liv Faris
2:15 -2:20 pm	Break	
2:20 – 3:00 pm	Composting Tactics & Strategies <ul style="list-style-type: none"><li>• Confirm priority of each behavior change</li><li>• Discuss approach for each behavior change</li><li>• Potential tools/tactics</li></ul>	Liv Faris
3:00 – 3:45 pm	Composting Pilot <ul style="list-style-type: none"><li>• Goal</li><li>• What we are testing</li><li>• How we will test it</li><li>• How we will measure it</li></ul>	Liv Faris
3:45 – 4:00 pm	Next Steps <ul style="list-style-type: none"><li>• Message map</li><li>• Recycling planning session</li><li>• Timeline</li></ul>	Liv Faris
4:00 pm	Adjourn	

# Strategic Planning Approach

# The Road Travelled

- Summer/fall 2013 – Implement Behavior Study
- October 2013 – Planning Session #1
  - Outcome: Move forward with focus groups
- Winter 2013 – Conduct focus groups and online journals
- Late 2013 – early 2014 – Foodcycling pilots/outreach
- February 2014 – Planning Session #2
  - Outcome: Strategic plan outline
- April 2014 – Strategic Plan Call
  - Outcome: Feedback on strategic plan approach
- Spring/Summer 2014 – Strategic Plan Development
- Summer 2014 - Chef demos and container distribution testing
- August 2014 – Planning session #3

# Community Based Social Marketing Program Design

- Utilize Community Based Social Marketing approach to inform and execute future work
- CBSM creates lasting behavior change
- Use research findings to guide development of strategic plan
- Focus on changing targeted behaviors – one behavior at a time
- Conduct pilots to determine effectiveness of campaigns
- Measure the impact



# Strategic Plan Purpose

- Informed by results of the research
- Serve as a guidebook for future work; guide communications with customers
- Outline behavior changes and associated CBSM tools
- Communications and outreach strategies and tactics
- Measurement/evaluation strategies and data
- Living document

## Plan of Attack

Strategic Plan



Pilots



Feedback



Final Materials



Widespread distribution/outreach



# What's New?

## What's New?

- King County Objectives
- Snohomish County Objectives
- WM Objectives



## *Difference and Similarities?*

**Snohomish  
County**



# Objectives/ Behavior Changes

# Strategic Plan Goals

## Joint Goals

- Increase residential recycling rates
- Get current compost subscribers to start/increase food composting
- Maintain or decrease level of contamination in food/yard cart as customers increase amount of material being composted.
- Identify key messages/tools that connect with WUTC residents (done through pilots)

# Target Materials

Materials in order of priority:

- Food
- Paper
- Plastic

Two pilots

- Composting
- Mixed paper recycling

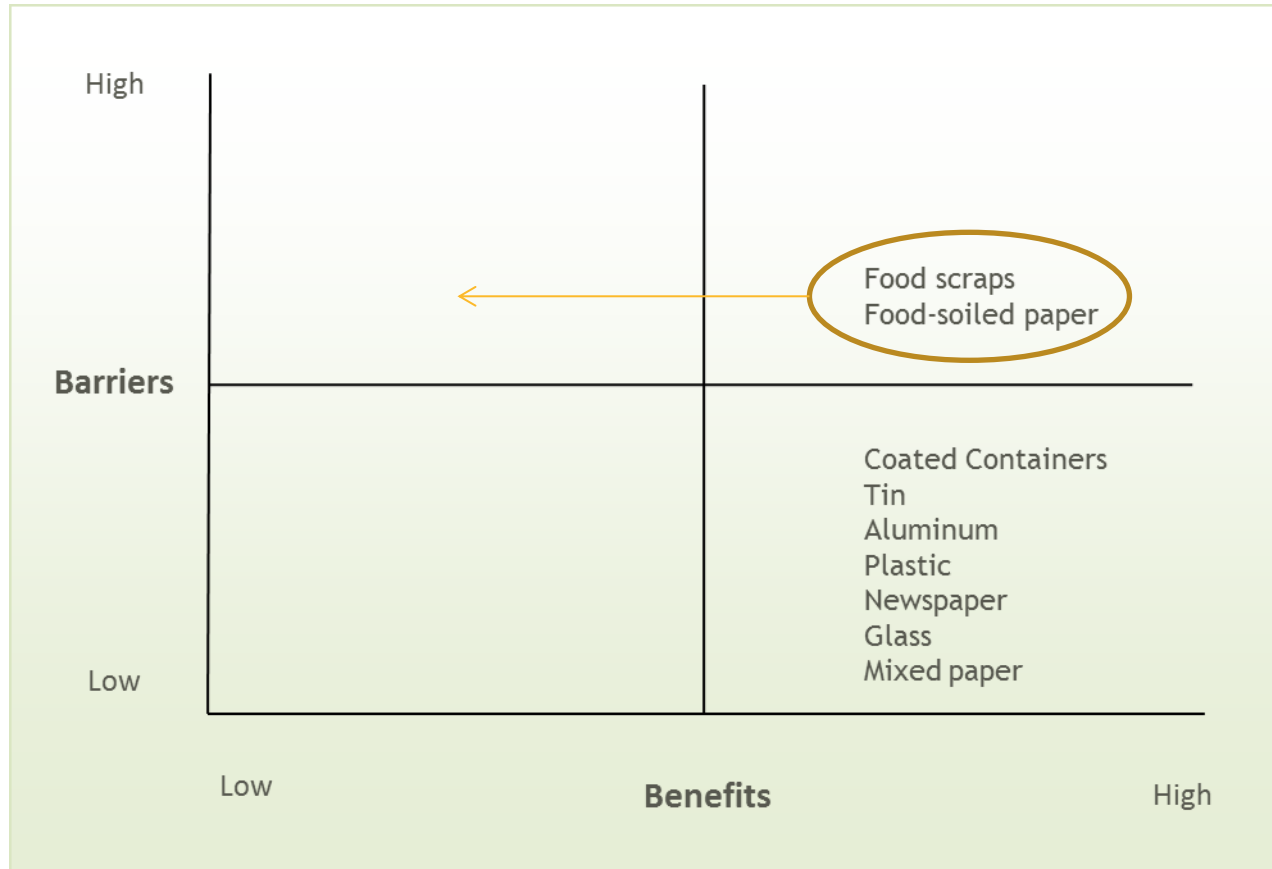


# Composting Objectives

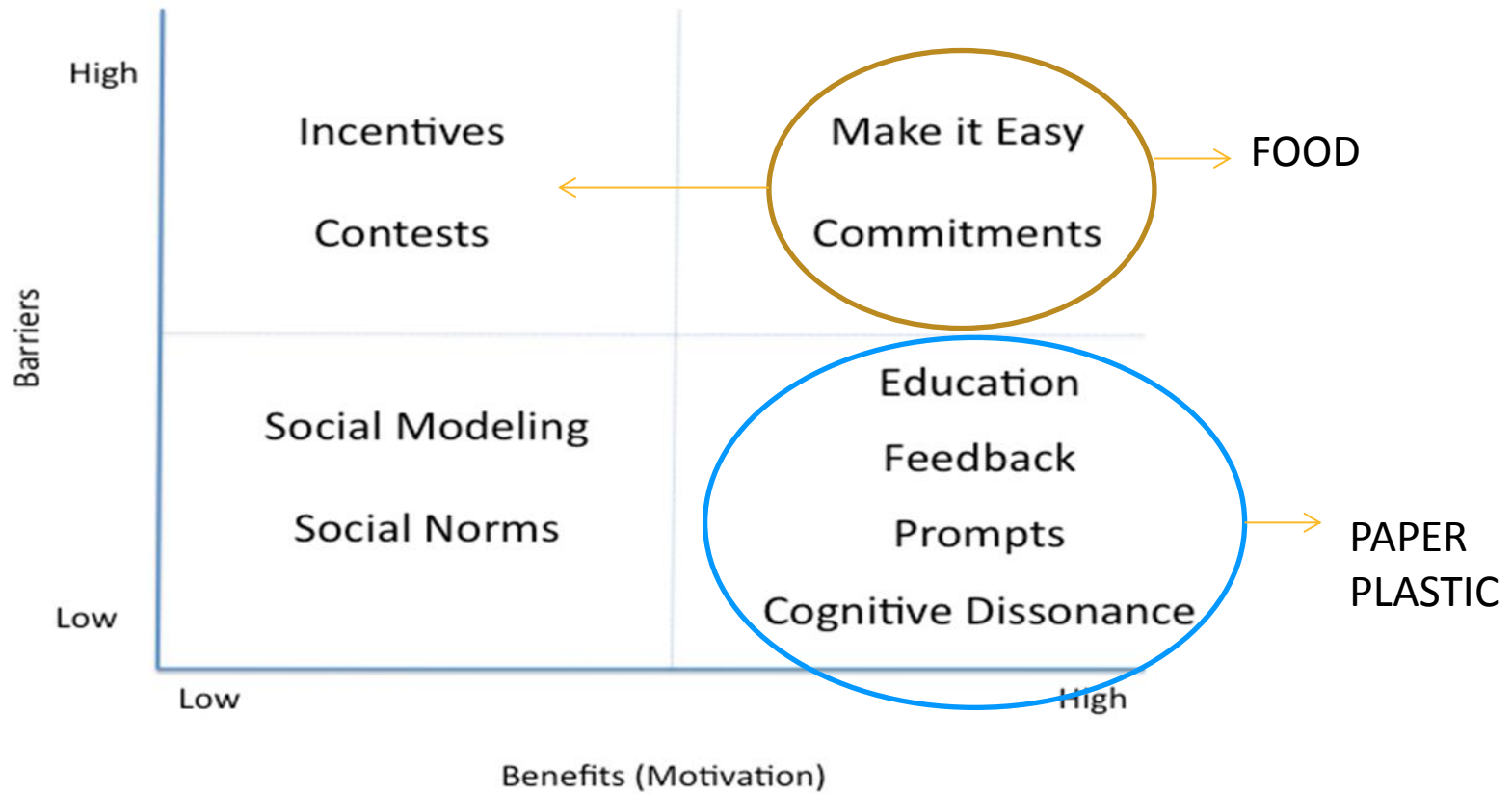
Get current YW subscribers to start or increase curbside composting

- Distribute XX kitchen containers to WM customers
- XX % of customers continue to use kitchen container [time period] after receiving (measured by survey)
- Increase amount of food and food-soiled paper composted on UTC routes by XX% in [time period]

# Barriers and Benefits



# CBSM Behavior Change Tools





# CBSM Recommendations

## Convenience (Make it Easy)

- Provide containers
- Communicate the switch from garbage cart to compost cart
- Communicate a system

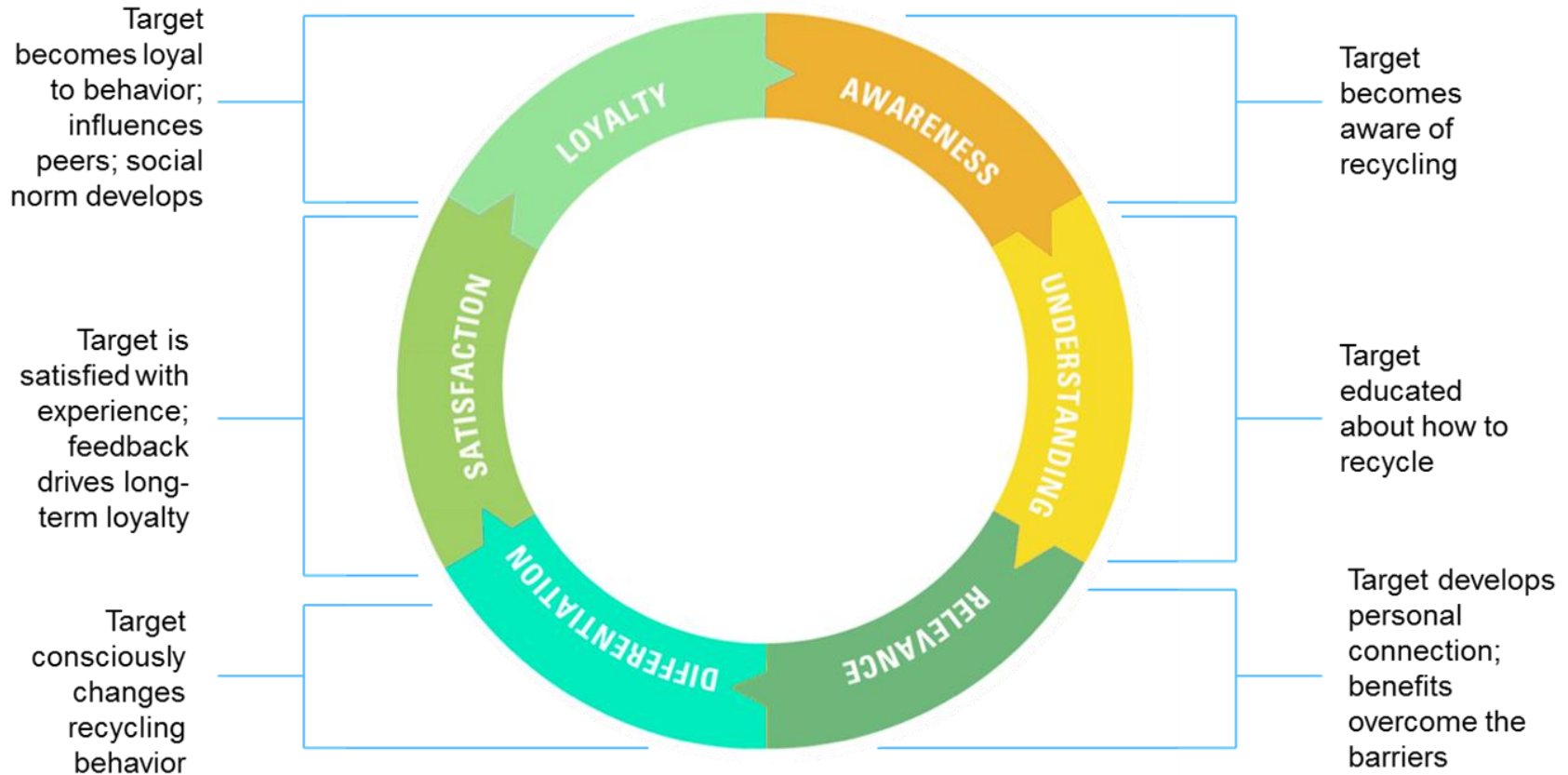


## Commitments

- Sign a commitment card at a community event
- Display a composting sticker on the yard cart



# Where Does Audience Fall?



# Desired Behavior Changes

1. Become a foodcycler: set up in-home food and food-soiled paper composting system.
  2. Compost food scraps daily in curbside compost bin.
  3. Compost food-soiled paper, particularly delivery pizza boxes, some paper plates and shredded paper in curbside compost bin.
- 
1. Compost meat and bones in curbside compost bin.
  2. Put only accepted compostable materials in the curbside compost bin.

# Behavior Change #1

Become a foodcycler: set up in-home food and food-soiled paper composting system.

<u>Barriers</u>	<u>Motivators</u>	<u>CBSM Tools</u>	<u>Strategies</u>	<u>Tactics</u>
Lack of system	Incentives	Norms	Provide tools to set up an in-house composting system	Foodcycling pledge
Inconvenience	System assistance	Make it easy		Free kitchen containers and compostable bags
Don't know they can	Communicate success	Incentives/rewards	Provide "how to use" materials inside/on container	Supporting materials: How to use
		Commitments		Infographic, on-container
				Yard signs
				App campaign

## Behavior Change #2

Compost food scraps daily in curbside compost bin.

<u>Barriers</u>	<u>Motivators</u>	<u>CBSM Tools</u>	<u>Strategies</u>	<u>Tactics</u>
Smell and mess	Education	Make it Easy	Implement pilot education campaign	Email campaign
Inconvenience	System assistance	Incentives/ rewards	Provide education on how to use in home system	Website – tips, online game, success stories
Don't know they can	Need the “why”	Education	Create an online resource for customers	In-house tools/prompts: compost calendar, etc.
Don't know what they can	Communicate success	Prompts	Curbside feedback	Oops tags
	Incentives			App reminders

**\*PILOT CAMPAIGN\***

## Behavior Change #3

Compost food-soiled paper, particularly delivery pizza boxes, some paper plates and shredded paper in curbside compost bin.

<u>Barriers</u>	<u>Motivators</u>	<u>CBSM Tools</u>	<u>Strategies</u>	<u>Tactics</u>
Confusion over what's compostable	Education  Communicate success	Prompts  Feedback  Education	Implement customer feedback campaign; encourage customers to take composting to the next level  Partnership with local pizza chain  Implement summer education campaign  Highlight problem items in guidelines Curbside feedback	Customer report card  Education on how to compost confusing items  Pizza delivery box prompts/pledges  BBQ/Block party composting kit  Summer tips  Oops tags  App campaign

## Behavior Change #4:

Compost meat and bones in curbside compost bin.

<u>Barriers</u>	<u>Motivators</u>	<u>CBSM Tools</u>	<u>Strategies</u>	<u>Tactics</u>
Confusion over what's compostable  Don't know they can  Smell and mess	Education  System assistance  Need the "why"	Feedback  Education	Implement fall/winter education campaign  Highlight problem items in guidelines  Curbside feedback	"Dem bones" theme  Direct mail  Fall composting tips  Oops tag  App campaign

## Behavior Change #5:

Put only accepted compostable materials in the curbside compost bin.

<u>Barriers</u>	<u>Motivators</u>	<u>CBSM Tools</u>	<u>Strategies</u>	<u>Tactics</u>
Confusion over what's compostable and how to tell the difference  TBD	TBD	TBD	Conduct customer survey  <del>Distribute bingo card</del>	TBD

\*Need more information on barriers and motivators



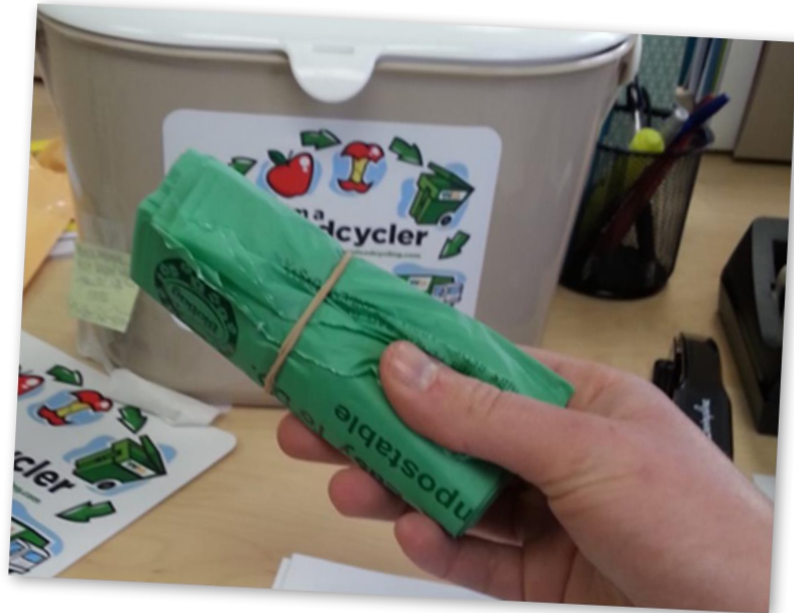
# Composting Pilot

# Composting Pilot

**Goal:** Determine which educational methods and tools are most effective in creating the desired behavior change.

**Objective:** Increase the amount of food being composted in curbside compost carts.

**Desired Behavior Change:** Collect food scraps daily in curbside compost cart.



# Composting Pilot

## The pilot will test the following:

1. Frequency and type of support provided to customers
2. Education resources and tools

**Target Audience:** Customers who have received a kitchen collection container



# CBSM Pilot Tactics

Four main tactics:

- Foodcycling pledge via direct mail
- Provide regular ongoing education via email (this is currently how customers receive information from WM once they take the Foodcycling pledge)
- Provide printed educational materials
- Provide in-kitchen tools and prompts

Take the **I'm A Foodcycler Pledge** and get a FREE kitchen food scrap container

1. Go to [www.wmfoodcycling.com](http://www.wmfoodcycling.com) and take the **I'm A Foodcycler Pledge** and we will mail you a **FREE** kitchen food scrap container. (Act fast—this opportunity is for the first 500 pledges only!)
2. But wait, there's more! When you receive your free kitchen food scrap container, look inside. You'll find an **I'm A Foodcycler** decal.

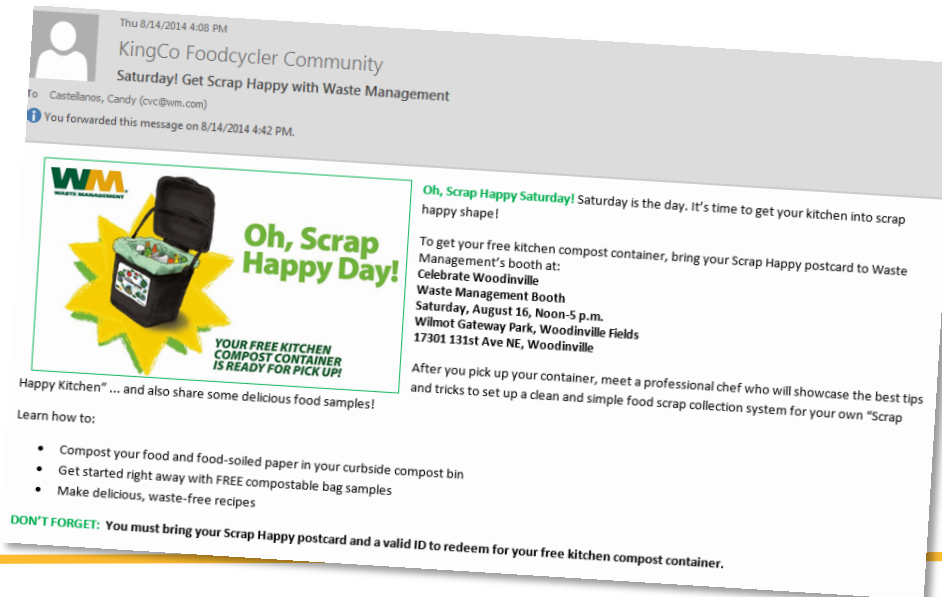
3. Place the decal on your compost cart and share a photo of yourself next to the cart. Email your photo by **October 31, 2013** to [recyclenw@wm.com](mailto:recyclenw@wm.com) and you will be entered in a drawing for a **\$250 gift card** to Sunnyside Nursery.



# CBSM Pilot Structure

Focus on tactics for motivating customers to compost food scraps daily once they have received a container. Three groups each receive its own set of education and/or prompts:

- *Group 1: Email education and printed/online education materials*
- *Group 2: Email education and tools and/or prompts to assist in composting of daily food scraps*
- *Group 3: Email education*
- *only (control group)*



# Printed/Online Educational Materials (Group 1 only)

In addition to the monthly emails, Group 1 participants will also receive additional printed and online educational materials such as:

- Direct mail piece with “tips” for composting daily food scraps
- Direct mail piece with tips for composting during the holidays (Thanksgiving focused)
- “Where do my food scraps go?” direct mail piece
- Access to information and resources on the [wmfoodcycling.com](http://wmfoodcycling.com) website – pilot participants will be directed to specific pages that are not visible to the general public/other pilot participants

## Prompts/Tools (Group 2 only)

In addition to the ongoing email education, Group 2 will also receive prompts and tools that could include:

- A sticker infographic on “How to Compost” affixed to container
- Cart tags – tags would be left on yard waste/compost carts on collection day
- Compost guidelines in alternate format such as a magnet or calendar.
- Email prompts – this group would receive additional information via email.
- A fun “got food scraps?” sticker to place on the compost cart.
- A plate scraper that encourages them to place the plate scrapings in their kitchen compost container.



# Evaluation Methodology

- Route Tonnage – track regularly
- Pre-pilot data and post-pilot data
- Waste Characterization Study
- Participant survey/feedback





## Next Steps?

- Revisions to strategic plan
- Develop pilot plan and timeline
- Message map review
- Recycling planning session – late September/early October
- Implement composting pilot

