Multifamily Recycling & Composting Education Program

Update to Solid Waste Advisory Committee

Socorro Medina
Multifamily Recycling & Composting Education Program Manager
Outline

• Overarching goal
• Multifamily sector
• Main barriers
• Outreach efforts
• Relevant metrics
• Next steps
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Goal: Build an **equitable** and **effective** program
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Multifamily Sector

- Buildings with:
  - More than 4 units or
  - A garbage dumpster (regardless of number of units)
- 7,200 buildings
- 154,000 units
- 231,000 residents
Multifamily Sector Growth

36,207 units delivered → 46,857 planned

Urban King County

Source: 2018 Seattle Apartment Market Study (Dylan Simon)
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Main Barriers for Increasing Food Waste Diversion: 2016/17 surveys & interviews

- Available & convenient infrastructure → Common & in-unit containers
- Resident awareness → Regulations, what goes where & what happens to items diverted from landfill
- Property managers lack information about SPU solid waste system

Community-Based Social Marketing (Schultz, 2014)
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Partners

Blue Marble Environmental

ECO-Logica

Recology CleanScapes

WM Waste Management

Cascadia Consulting Group

Internal
- Solid Waste Inspection & Compliance
- Customer Service Call Center
- Solid Waste Planning
- Environmental Justice & Service Equity
Outreach Team

Multicultural consultants & SPU environmental educators that collectively speak 12 different languages
Technical Assistance

Visit properties to:

• Evaluate
• Troubleshoot and
• Improve solid waste collection
Evaluate & Troubleshoot
Compost Carts/Containers

1. Available: *Present or ready for immediate use*
2. Accessible: *Capable of being used or seen*
3. Convenient: *Suited to personal comfort or to easy performance*
Evaluate & Troubleshoot
Compost Carts/Containers

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Technical Assistance

- Collect baseline information & performance metrics
Improve Solid Waste Collection

Track baseline information & determine:

• Immediate needs ➔ Better signage, resident training

• Longer-term needs
Resident Training

Presentations

Tabling

Door-to-door
Lake Washington Apartment outreach

• Door-to-door outreach to a 375-unit building
• Outreach conducted by 10 educators who speak 11 different languages
• Spoke with residents in 47% of the households (175 households)
• 46% of all interactions were in a language other than English (81 households)
Improve Solid Waste Collection

Track baseline information & determine:

• Immediate needs

• Longer-term needs → When to revisit?
Other Efforts to Engage Residents

• Direct mailing of multilingual information & sorting guidelines
Other Efforts to Engage Residents

• Color-coordinated dumpsters/carts
• Large & multilingual large decals
Other Efforts to Engage Property Managers/Staff

• Solid waste workshops
• Tools to divert compostables from garbage
• Direct mailing to all accounts → SPU resources
• Website to request signage and assistance
• Tabling & presentations at landlord events
• Electronic newsletters
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Collocation
Buildings with 100+ units

- 36%
- 30%
- 28%
- 7%
Subjective Food Waste Rating:
How robust is the food waste collection system on a scale of 1-4, where 1 is strong and 4 is weak?

Food Waste rating = 1

Food Waste rating = 4
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Next Steps

• Evaluation
Evaluation (Jan 2016 to Jun 2018)

• Percentage of buildings that have received TA, resident training & other support by:
  • Geographical area (e.g., zip code)
  • Building size

• Changes in subjective Food Waste rating

• Changes in garbage, recycle & compost capacity per unit per week
Next Steps

• Evaluation

• Work with Outreach Team to:
  – Identify effective strategies for different MF subsectors
  – Figure out how to better serve buildings with < 100 units
  – Find ways to bring SF-style convenience to MF sector
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• Chute research ➔ Inform recommendations for future buildings
Thank you!

Socorro Medina
Seattle Public Utilities
Multifamily Recycling/Composting Education Program Manager
Socorro.Medina@seattle.gov
206-684-3976