

# Multifamily Recycling Plan for 2016

SWAC Meeting: Mar 2, 2016

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Program Manager

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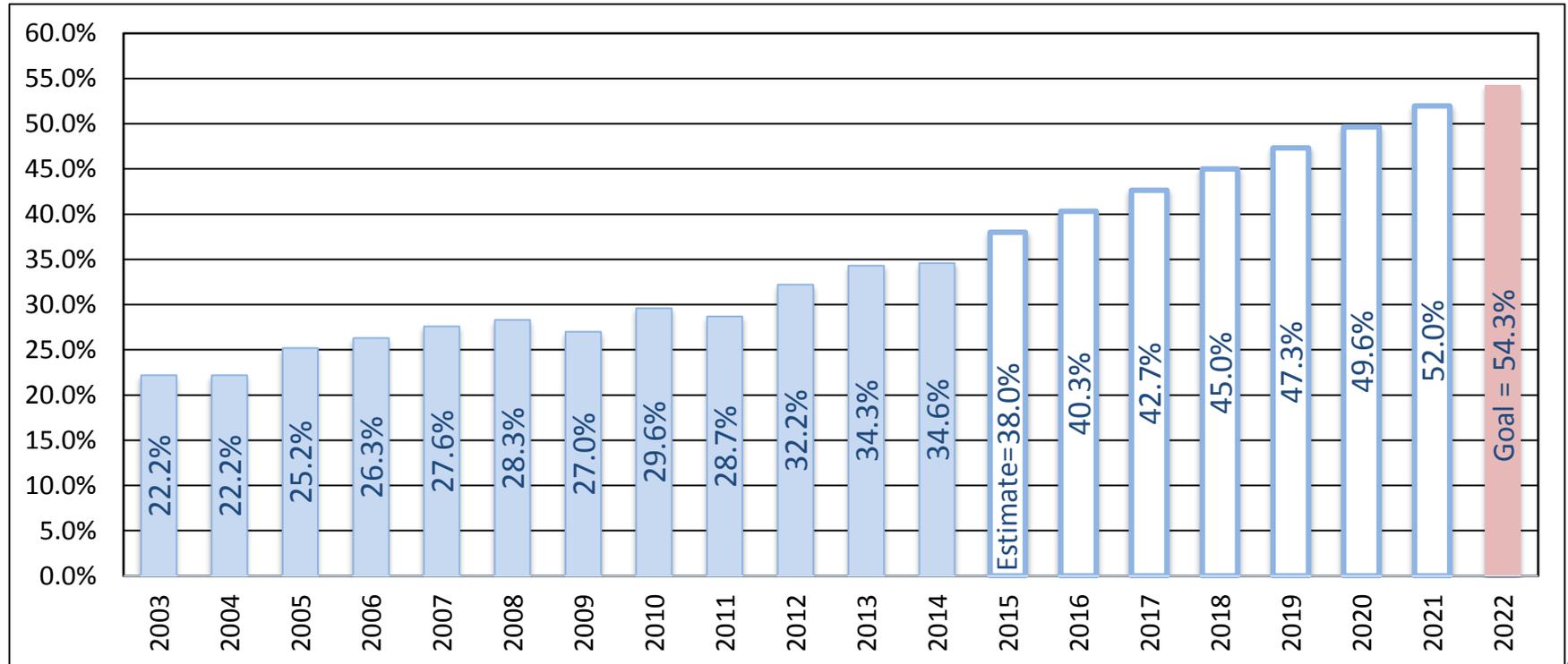
Graduate Intern

# Outline

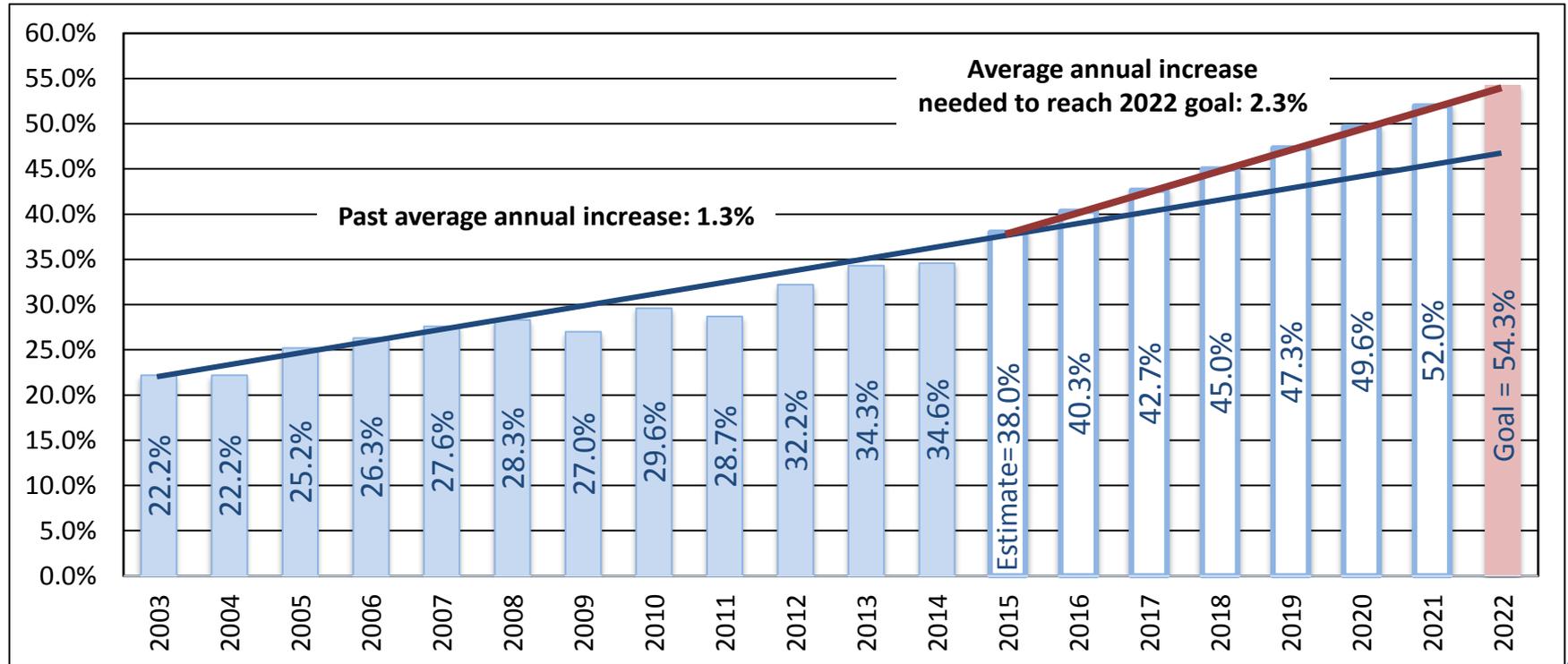
- ❑ Multifamily recycling rate: past, present, and future
- ❑ Overarching goals for 2016
- ❑ 2016 work plan



# Multifamily Recycling Rate

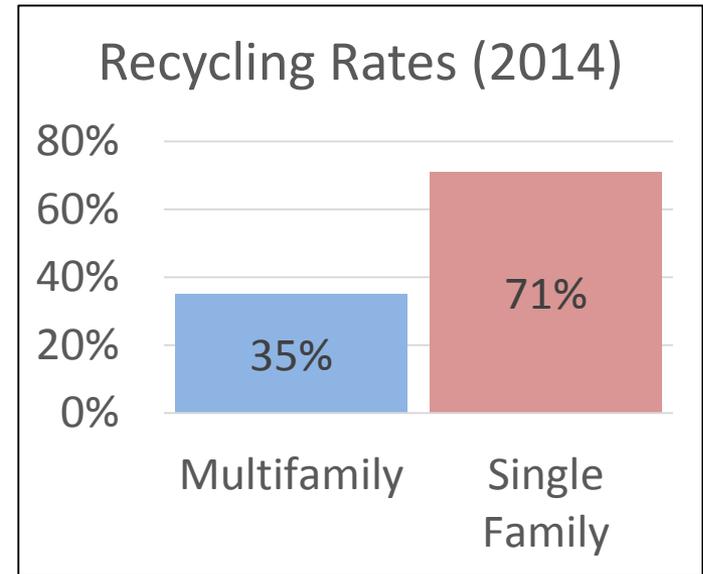


# Multifamily Recycling Rate



# Overall Goals for 2016

- Find ways to increase convenience in MF buildings

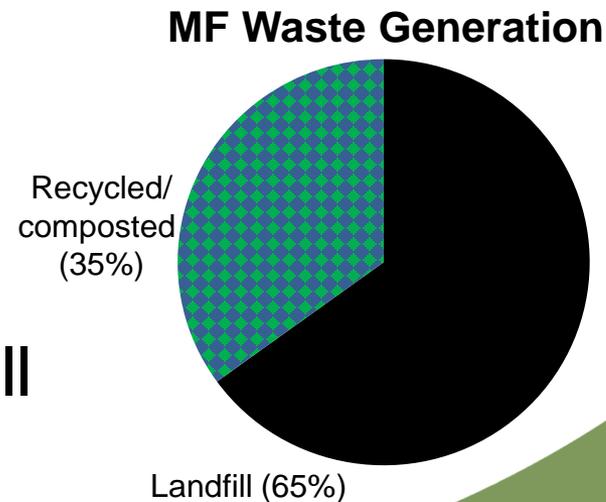


- Divert food waste & compostables from the landfill

# Overall Goals for 2016

- Find ways to increase convenience in MF buildings

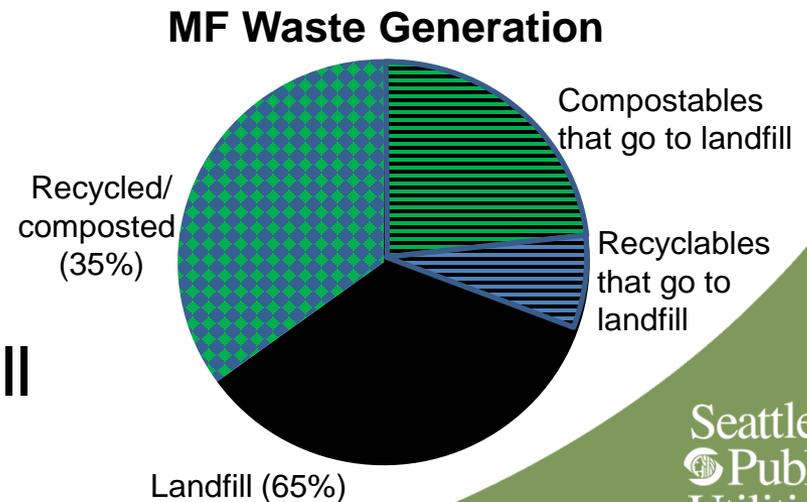
- Divert food waste & compostables from the landfill



# Overall Goals for 2016

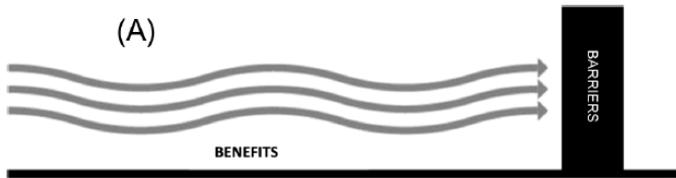
- Find ways to increase convenience in MF buildings

- Divert food waste & compostables from the landfill



# Work plan for 2016

- Find out about barriers to food waste collection



- Interview property managers and residents



- Find strategies to increase convenience and participation

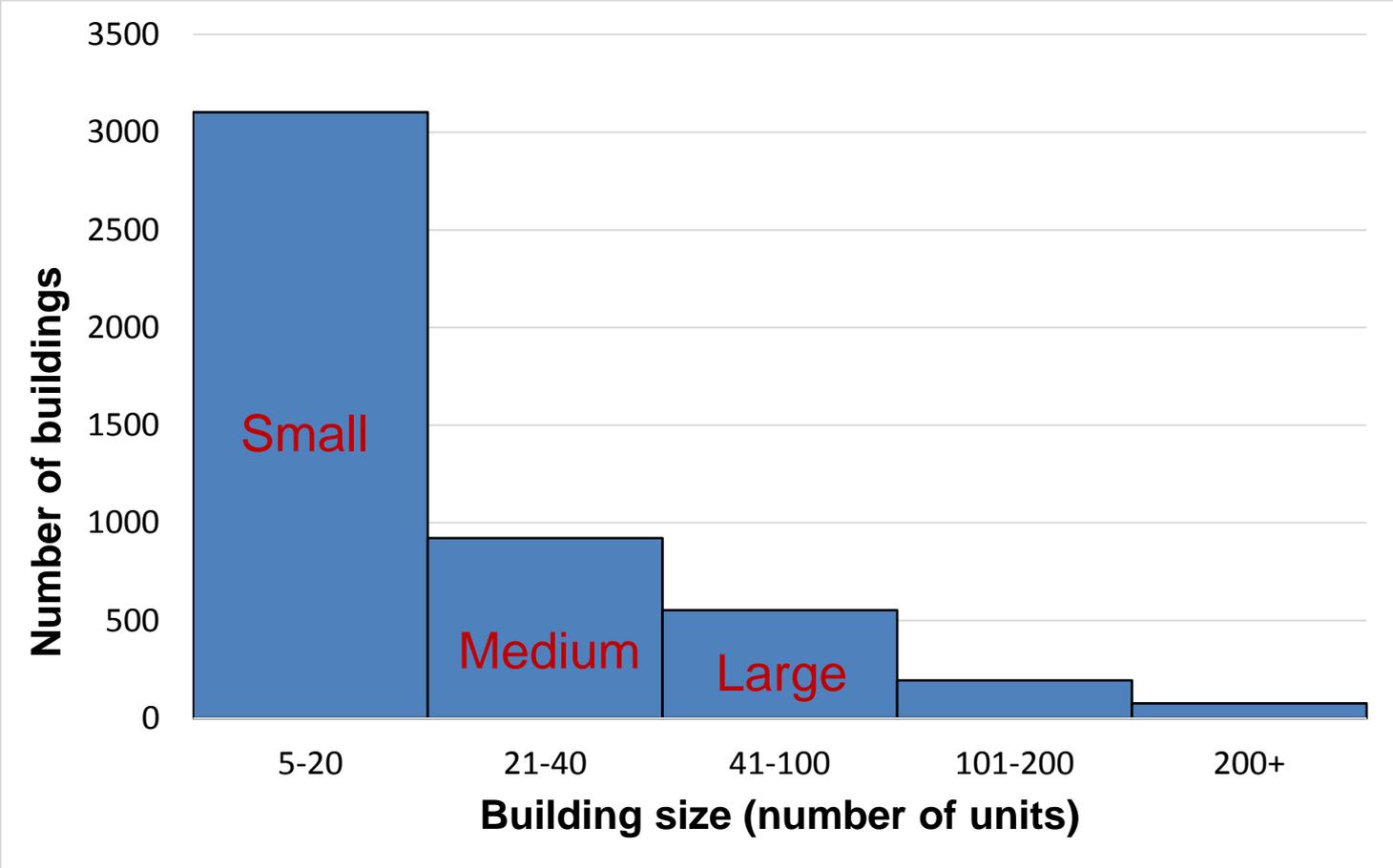
Community-Based Social Marketing  
(Schultz, 2014)

# Work plan for 2016

- ❑ On-site technical assistance to 270 largest properties

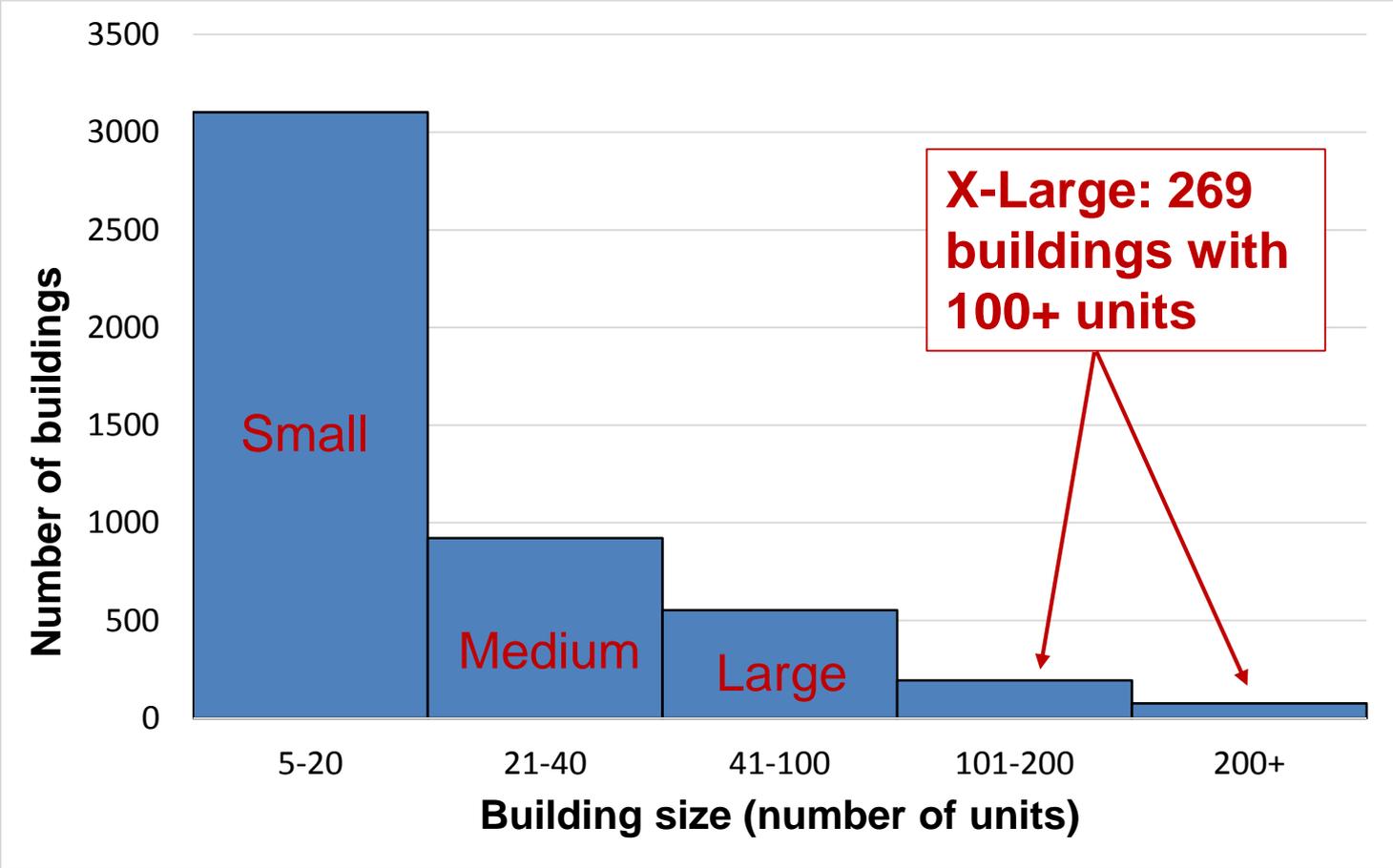


# Distribution of buildings by size



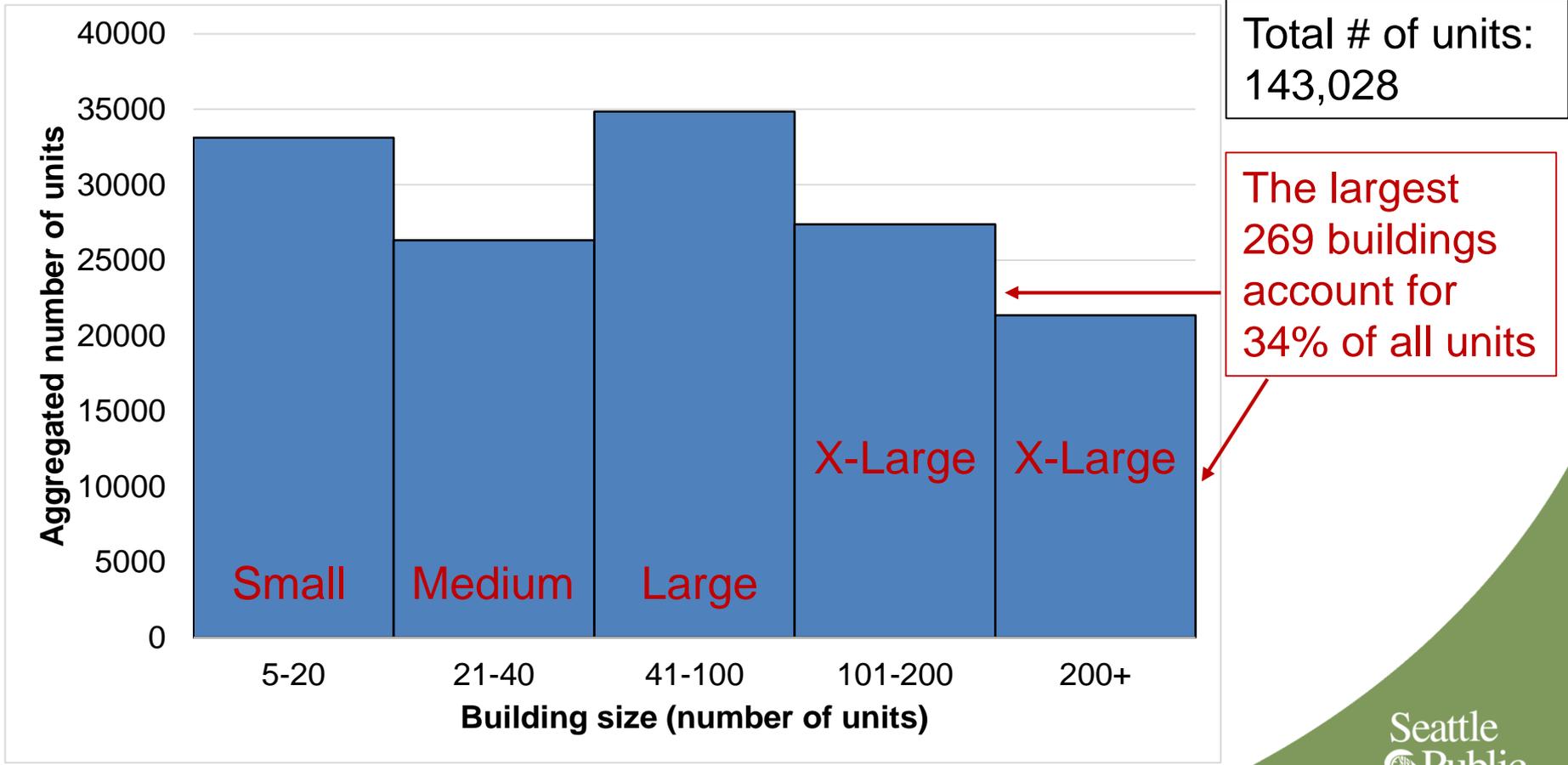
Total # of buildings:  
4846

# Distribution of buildings by size



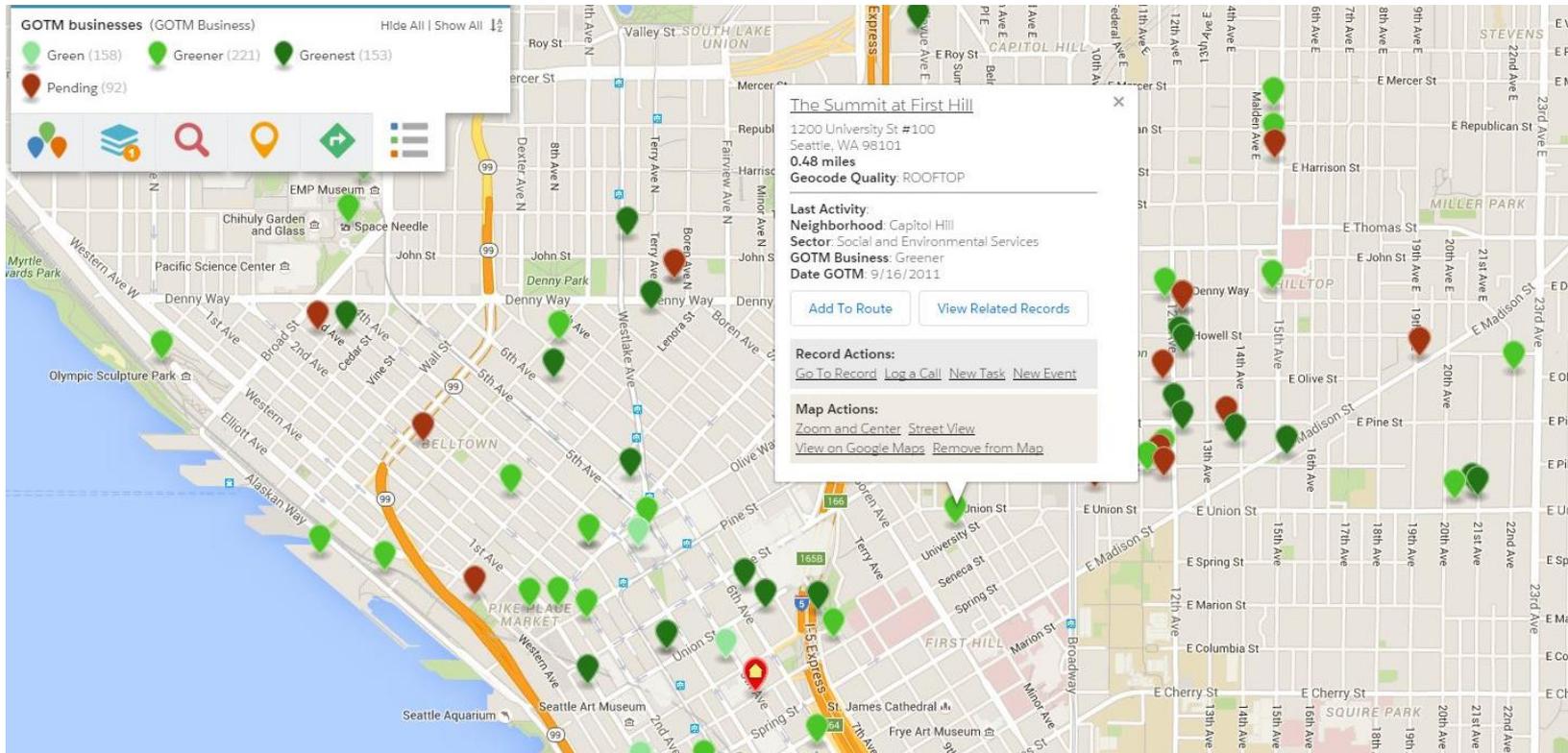
Total # of buildings: 4846

# Aggregated number of units by building size



# Work plan for 2016

## ❑ Develop multifamily property database



Example: Commercial database

# Work plan for .....

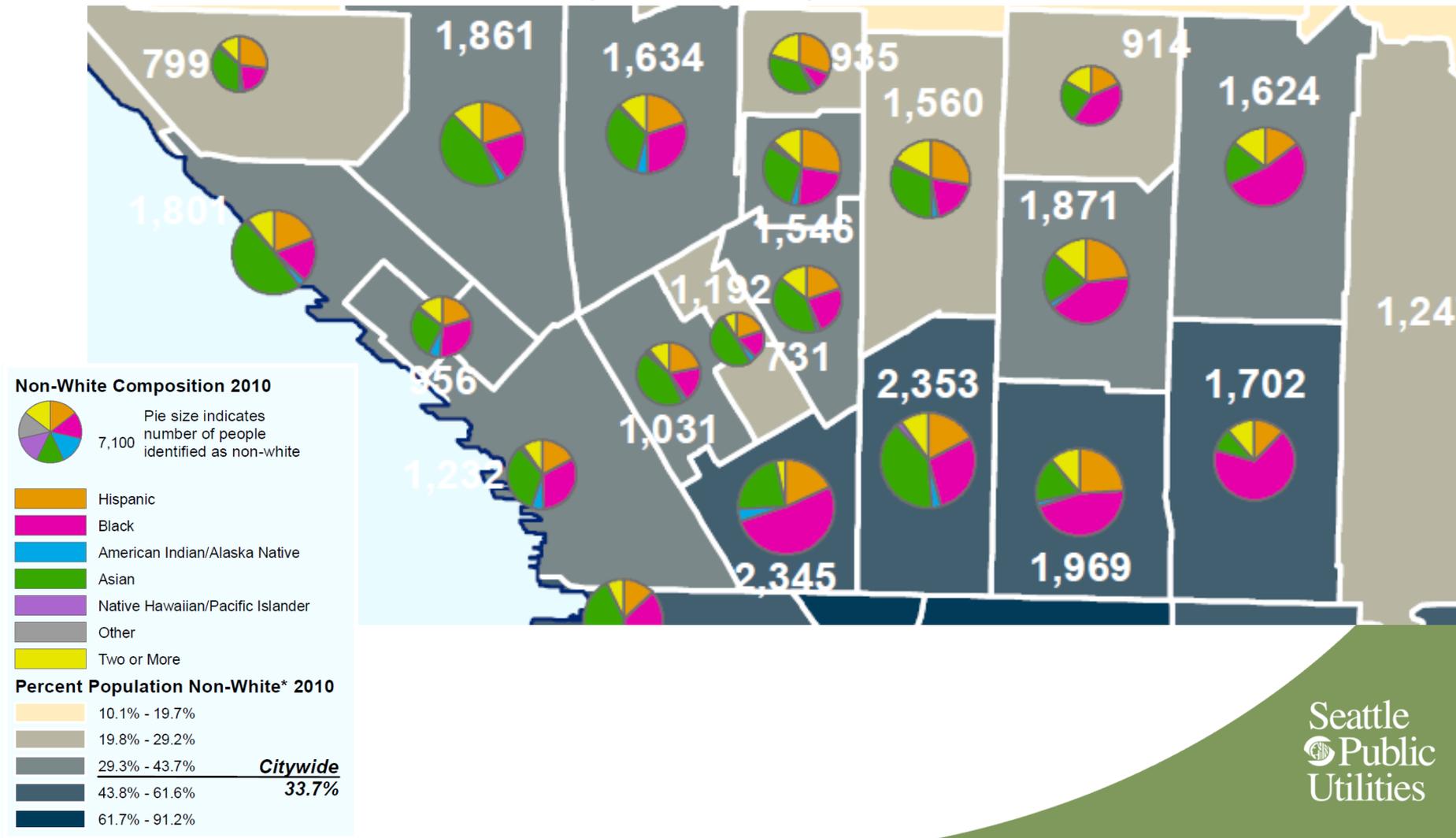
Census 2010



City of Seattle

Census Tracts

## ☐ Develop multifamily property database



# Work plan for 2016

## ❑ Welcome packages for new MF residents



- Information about city ordinances
- Flyers to help sort, tips
- Food waste collection bucket coupon



# Work plan for 2016

## ☐ Resources and incentives for managers and tenants

- Friends of Recycling and Composting (FORC) program - \$100 credit
- Direct technical assistance
- Food waste collection buckets
- Direct mailings to residents
- On-site presentation (in-language)
- Transcreated collaterals

Seattle  
Public  
Utilities

WM  
WASTE MANAGEMENT  
Think Green.

R  
Recology  
CleanScapes  
WASTE ZERO

PO Box 34027, Seattle WA 98124-4027

206-684-3000 | TTY 206-233-7241 | [www.seattle.gov/util](http://www.seattle.gov/util)

### COMPOST SO LIFE GOES ON.

Take advantage of free resources to educate your residents.

#### MORE INFORMATION:

[www.seattle.gov/util](http://www.seattle.gov/util)

[www.facebook.com/SeattlePublicUtilities](https://www.facebook.com/SeattlePublicUtilities)

Sign up for the Apt/Condo Conservation E-newsletter:

[www.seattle.gov/lists/apt-condo.htm](http://www.seattle.gov/lists/apt-condo.htm)



# Work plan for 2016

- ❑ Partner with Solid Waste Inspectors to outreach to properties that do not put their food waste cart out



# Summary

## Overall Goals for 2016

- Find ways to make it more convenient to dispose of waste in MF properties
- Divert food waste from the landfill

## Work Plan for 2016

- On-site technical assistance to 270 largest properties
- Develop multifamily property database
- Welcome packages for new MF residents
- Resources & incentives for managers & residents
- Outreach to properties not setting out FW cart

# Questions or Comments?

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