Goal 1
- Determine if a larger recycling container resulted in:
  - an increase in recycling participation
  - an increase in the amount of recyclable material generated

Goal 2
- Determine if demographics resulted in:
  - an increase in recycling participation
  - an increase in the amount of recyclable material generated

Potential factor in forecasting future recycling participation/market potential and volume.
Program Mechanics

- Funding
  - DHEC $5000 grant
  - Cart purchase

- Targets & Timelines
  - 4 communities (80-100 participants)
  - 3-month rotation schedule

- Tactics
  - Door-to-Door canvassing/marketing mailers
  - Exit survey with incentive mechanism
  - Community group and HOA participation & education

- Analysis
  - Pre/Post-audit
    - Participation levels
    - Set-out frequency
    - Quantities

Here We Go!

RECYCLING TIPS

- YES! WE ACCEPT:
  - Newspapers
  - Magazines
  - Lightweight cardboard

- NO! WE DO NOT ACCEPT:
  - Cardboard boxes
  - Plastic
  - Glass
  - Metal

PROGRAM INSTRUCTIONS

- Greater Greenville Sanitation will provide recycling cart and education.
- Participants will be responsible for providing their own cart if requested.

This material is a product of the greater Greenville Sanitation program. Participation is voluntary. Participation levels are subject to change. For more information, contact: 864-332-6122.
Demographics

- **Community A**
  - 104 Targets
  - $47,000 AHV (Average Household Value)
  - $19,000 AHI (Average Household Income)

- **Community B**
  - 98 Targets
  - $177,000 AHV
  - $67,000 AHI

**Source:** City Data 2014

**Groups:**
- **White:** 66%
- **Hispanic:** 32%
- **African American:** 2%
- **Asian:** 2%
Demographics

COMMUNITY C
- 100 TARGETS
- $45,000 AHI

COMMUNITY D
- 100 TARGETS
- > $100,000 AHI

SOURCE: CITY DATA 2014

Community A Results

- Recycling Participation (Start of Program): 13/104
- Recycling Participation (End of Program): 80/104
- Material Set-Out: On average customers filled, half to less than half, of the 95-gallon container
Community A Exit Survey Results

Did the larger container make it easier for you to recycle?
- Yes: 31%
- No: 69%

Are you more or less likely to continue recycling if you had the larger recycling container?
- More Likely: 33%
- Less Likely: 67%

Would you be interested in purchasing the 95 gallon recycling container for a one-time charge of $30?
- Yes: 25%
- No: 75%

Next Steps

Community A
- post audit underway thru end of May (determine participation level impact)

Community B
- Underway – June 30, 2014

Community C
- July 8, 2014 – September 29, 2014

Community D
- October 9, 2014 – January 2, 2015
Lessons Learned To Date...

- Multi-lingual marketing pieces and general education/communication (ex. GGS has a growing Hispanic population)
- On-going education regarding what materials are/are not recyclable (ex. community groups and HOAs are great partners to help deliver the message)
- Incentive mechanism drives exit survey participation

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