



Insights - Increasing Recycling

October 14, 2015

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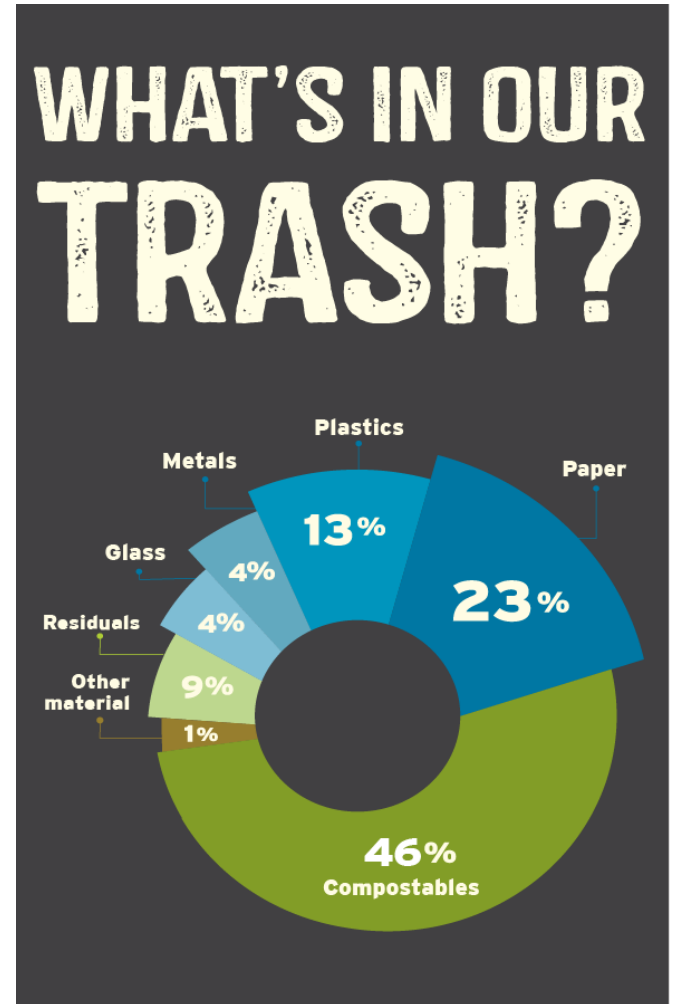
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Background

- Waste Composition Study
 - 44% of trash stream could have been recycled
 - More recyclables were landfilled than recycled
- Customer Service Survey
 - 90% of ARR customers say they regularly recycle





How can we close the gap between residents' perception of their recycling habits and the reality of recyclable materials going to the landfill?



Insights Crowdsourcing Tool

- **Crowdsourcing.** Obtaining information on a certain task by using the services of many people. Typically done through the internet.
- **Insights.** What should be done differently to achieve our outcome. They are not trivial, and can change decisions.



Insights Campaign

July 27 – August 24

The screenshot shows a web browser displaying the 'Austin Recycles' website. The browser's address bar shows the URL 'insights.austintexas.gov/v/default/html/index.html#/Austin/recycling'. The website header includes the 'AUSTIN RESOURCE RECOVERY' logo and the text 'AUSTIN RECYCLES COMMUNITY INSIGHT ZONE OF AUSTIN, TEXAS'. Navigation links for 'HOME' and 'NEW' are visible. The main content area features a large blue banner with the text 'HELP US INCREASE AUSTIN'S RECYCLING'. Below this banner, there are several sections: a 'YOU' section with a profile of MEMI CARDENAS, a 'BACKGROUND' section with a photo of Bob Gedert and a quote about household recyclables, and a 'STATISTICS' section on the right. The 'STATISTICS' section shows 1269 Members, 1135 Answers, 858 Highlights, 15 Insights, and 0 Decisions. A 'TIME LEFT' counter shows 03 Days, 10 Hours, 07 Mins, and 33 Secs. A 'SPREAD THE WORD' section includes buttons for 'SHARE ON FACEBOOK' and 'POST ON TWITTER'. The footer contains copyright information for 2015 and links to 'Privacy Policy' and 'Terms of use'.

File Edit View History Bookmarks Tools Help

Austin Recycles | Help Us I... X +

insights.austintexas.gov/v/default/html/index.html#/Austin/recycling

facebook

AUSTIN RESOURCE RECOVERY
AUSTIN RECYCLES
COMMUNITY INSIGHT ZONE OF AUSTIN, TEXAS

HOME NEW

Home: Live

GO TO HOMEPAGE

HELP US INCREASE AUSTIN'S RECYCLING

TIME LEFT: 03 Days 10 Hours 07 Mins 33 Secs

SPREAD THE WORD

Invite your friends to take part

f SHARE ON FACEBOOK

POST ON TWITTER

STATISTICS

1269 Members

1135 Answers

858 Highlights

15 Insights

0 Decisions

YOU

MEMI CARDENAS
PUBLIC INFORMATION SPECIALIST SENIOR,
CITY OF AUSTIN, TEXAS

You haven't answered yet.

BACKGROUND

ANSWERS

INSIGHTS

DECISIONS

More than half of all household recyclables get thrown away in landfills. How might we put fewer recyclables in the trash? What are we missing?

Bob Gedert
Director, Austin Resource Recovery

ANSWER NOW >

Background

The City of Austin is always looking for ways to take better care of our environment. We have set a goal of cutting the waste we send to the landfill by 50 percent within the next year. Our current efforts have plateaued around 40 percent for several years.

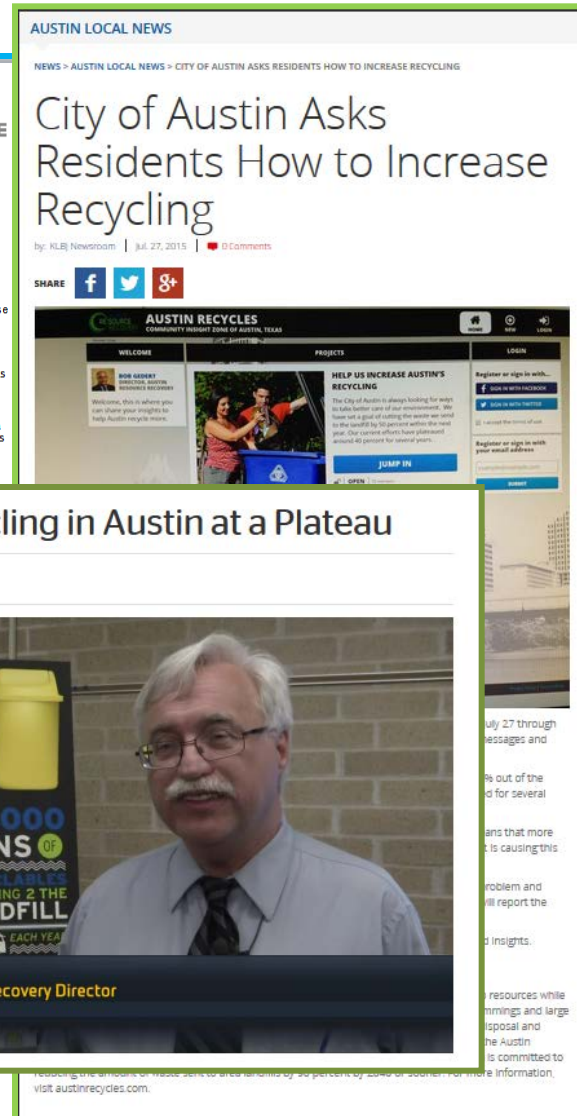
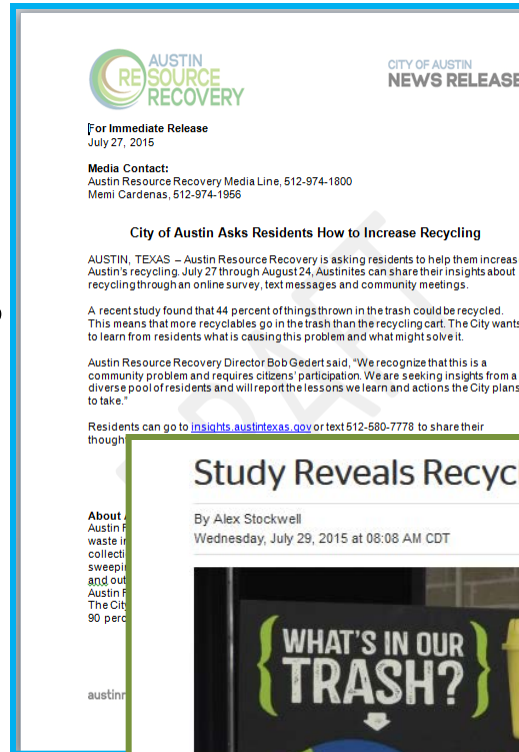
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Marketing and Outreach

- Press release
- TV & Radio interviews
- Stakeholder meetings
- Social media posts
- Advertisements
- Community events
- Reddit: Ask Me Anything



Marketing and Outreach



 **Austin Recycles**
July 30 at 11:00am · 🌐

More than half of all household recyclables get thrown away in landfills. How might we put fewer recyclables in the trash? Tell us by visiting: <http://insights.austintexas.gov> or texting: (512) 580-7778.

How might we put fewer recyclables in the trash?

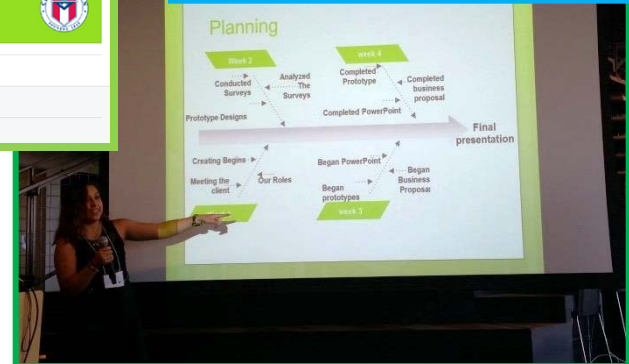
JOIN THE CONVERSATION
AND BE A PART OF CHANGE.

<http://insights.austintexas.gov>
Text: (512) 580-7778

Like Comment Share

Tiffany Lieu and 5 others like this.

3 shares





Community Partnership

- **Velocity Skillpoint Alliance (Reagan High School)**
 - 20 students assisted
 - Focused on face-to-face outreach in East Austin
 - Input will be combined with online insights
 - Students delivered their analysis and recommendations to increase recycling rates



Preliminary Feedback



- Most common answers
 - Recycling cart fills up weekly
 - Not sure what or how to recycle
 - Recycling is not convenient, or as convenient as throwing away



Next Steps

- Innovation Office/ARR staff analyzing feedback
 - Develop responses and action plans for each identified Insight
 - Based on insight submitted, each participant will receive an email informing them of the action plan
- Staff will follow up with community, ZWAC, and City Council by mid-October



Question & Answer

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