SMARTENING UP OUR OUTREACH

A Story in Three Parts

NY Recycling Conference
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OVERVIEW OF PRESENTATION

- Choices & tradeoffs
- 3 ways to enhance traditional outreach
  - Impacts, retention, and C/E?
MANY SOLID WASTE MANAGEMENT OPTIONS FOR COMMUNITIES

- Incentives
- Programs/services
  - City / private
- Policies/legislation
- Infrastructure/facilities
  - City / private
- Outreach / education
PROGRAM EVOLUTION

Drop-offs, voluntary added fee recycling, education

Embedded recycling, MF and commercial ed. / assistance, expanded D/O

PAYT with embedded rates, yard waste, commercial programs, continued ed.

Add Food scraps to res., mandates and bans, address MF recycling

Every-other-week MSW, mandatory commercial and MF, EPR, zero waste

Education

Crosses

All Levels

0 - 15% Diversion

10 - 25%

20 - 45%

40% +

50% +
WHAT INCREASES RECYCLING MOST?

- Guiding city decisions...
  - Help utilities and cities identify best “bang for the buck” in effective expenditures
  - Research and analysis of best practices
  - Energy efficiency & Recycling applications

- Beyond “special” case studies

- Statistical analysis from >1,000 communities holding factors constant...
### WHAT WORKS?

<table>
<thead>
<tr>
<th></th>
<th>High Diversion Impact</th>
<th>Strong Cost Savings</th>
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<tbody>
<tr>
<td>Pay As You Throw (PAYT); incentives (incl. comm’l)</td>
<td>√</td>
<td>C/E</td>
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<tr>
<td>Every Other Week (EOW) Recy, YW, Gbg</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Single Stream, fewer streams; containers (incl. comm’l)</td>
<td>√</td>
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<tr>
<td>Mandates and Bans (incl. com’l)</td>
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<tr>
<td>Education</td>
<td>?</td>
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Others as well: analyzed containers, sign-ups, charge structures, same day, Curbside, landfill costs, etc.

Source: Skumatz Economic Research Associates, Inc. analysis
**EDUCATION/OUTREACH - TRADITIONAL**

- Move residents from:
  - Unaware ➔ aware ➔ consider ➔ intent ➔ purchase / modify behavior

- Misses other influences on purchase; beyond / research on “human” side
  1. Leverage attitudes
  2. Bundles of features / values
  3. Connected outreach (CBSM)
WHERE DOES TRADITIONAL EDUCATION FALL?

- Comp plans & stakeholder meetings always recommend / agree on education...
  - No one has to DO or CHANGE anything...

- Impacts rarely measured
  - SERA study / gathered data on 130 campaigns; statistical analysis
  - Basic outreach **DOES** have an impact. Cost-effective? Retention?
BEST PRACTICES RESEARCH
DIVERSION & COST ANALYSIS –
RECYCLING & YARD WASTE

2 stream is compared to 3+ streams;
Single stream compared to dual stream

Source: SERA 1996-2005
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MAKING EDUCATION & OUTREACH MORE EFFECTIVE

- Crowded marketplace – fractions of a second
- Implications for message,$
- Perceptions
MAKING EDUCATION & OUTREACH MORE EFFECTIVE

- Don’t focus on traditional outreach (awareness focus).
- 1. Self-efficacy
- 2. Market what motivates
- 3. Social marketing ROI
HOW TO MAKE OUTREACH MORE EFFECTIVE?
MAKING EDUCATION & OUTREACH MORE EFFECTIVE

- Crowded marketplace – we have fractions of a second
- Implications for message,
SELF-EFFICACY

- Perception of impact of personal actions / empowerment... affect behavior – their actions “make a difference”

‘How Bad For The Environment Can Throwing Away One Plastic Bottle Be?’ 30 Million People Wonder

WASHINGTON—Wishing to dispose of the empty plastic container, and failing to spot a recycling bin nearby, an estimated 30 million Americans asked themselves Monday how bad throwing away a single bottle of water could really be.

“It’s fine, it’s fine,” thought Maine native Sheila Hodge, echoing the exact sentiments of Chicago-area resident Phillip Ragowski, recent Florida transplant Margaret Lowery, and Kansas City business owner Brian McMillan, as they tossed the polyethylene terephthalate object into an awaiting trash can. “It’s just one bottle. And I’m usually pretty good about this sort of thing.”

“Not a big deal,” continued roughly one-tenth of the nation’s population.

According to the inner monologue of millions upon millions of citizens, while not necessarily ideal, throwing away one empty bottle probably wouldn’t make that much of a difference. See ENVIRONMENT, page 7.
HIGHER SELF-EFFICACY – WHAT THEY DO...

- Participate more in programs if they believe their actions make a difference
- Recycle more tons
  - 11% more with high SE score (SERA study)
- Take more green actions

<table>
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<tr>
<th>Self Efficacy / Empower</th>
<th># Green Actions Pre</th>
<th># Green Actions During</th>
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<tbody>
<tr>
<td>High scores</td>
<td>5.5</td>
<td>7.7 (25% increase)</td>
</tr>
<tr>
<td>Low scores</td>
<td>4.3</td>
<td>4.8 (12% increase)</td>
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SELF EFFICACY CONCLUSIONS

- BEYOND basic demographics / strata -- high SE means more likely to purchase EE or recycle

- Advertise / educate on LOCAL actions to encourage empowerment – move the next group UP

(Source: SERA 2004)
DECISIONS MADE TRADING OFF “BUNDLE OF SERVICES”

☐ Rational consumer – maximize “utility” subject to budget constraint

Utils => internal B/C
Rational based on their values

☐ Decisions assess values filtered thru perceptions & emotions, ID ROI & participate (or not)

☐ Effects beyond recycling tons (or direct impacts) attributable to the program

☐ What participants get is NOT only bill savings or recycling
RECYCLING EXAMPLE

- One SERA Study found 10:1 Benefit-cost ratio when extra effects for recycling program were measured.
- Commercial Recycling to clean up downtown... specialized survey:
  - Safety
  - Access
  - Walkability
  - Aesthetics
  - Doing good
  - B/C ratio >10:1
- Sell on what the people care about, not YOUR goals. Market on THEIR VALUES.
USE MARKET RESEARCH TO SELL WHAT PEOPLE WANT TO BUY

- Focus Group
- Market Research
  - Positives (appealing)
  - Negatives (barriers)

Honey, I really want to recycle – Jeff Gordon says it is a good idea & the Can has a Nascar logo...!
HOW TIDE DOESN’T SELL

BUY TIDE BECAUSE IT HELPS US MAKE LOTS AND LOTS OF MONEY!

BUY TIDE BECAUSE IT HAS ONE OF OUR LARGEST PROFIT MARGINS

Sell what people want to buy...

Not what WE want to SELL...

It does sell miracles
COMMUNITY BASED SOCIAL MARKETING (CBSM)

- CBSM approach / focus – incorporate culture, interactions, feelings to encourage behavioral change
  - Address barriers to change
  - Personal approach
  - Pledges and honor commitments
  - Limited quantitative
- Recommends 5 elements:
  - Commitments to behavioral change
  - Prompts
  - Norms
  - Incentives
  - Communication

- Argues greater...
  - Participation and behavior change
  - Unconverted
  - Retention
  - Interventions in other fields / consider approach
    - Pledges (paint)
    - Personal (grocery)
    - Outreach tailoring

- NOT social MEDIA!
LITERATURE REVIEW

- Over 200 previous studies reviewed
  - It works! But there are some “gaps”
  - Pallak, Cook & Sullivan, Iowa City 1973
  - Save the Bay Foundation, MD 2008
    - Save the crabs-
    - Then eat’ em

- **BIG** Literature gaps
  - Cost-effectiveness
  - Retention
SERA Social Marketing projects (CO, Military, NY, MA, MD, other)

- Evaluate marginal impact relative to baseline; all costs
- Control groups, careful measurement; 3 treatments, follow-up

Relative increase
In recycling:
Blue: End of outreach
Red: 6 month persistence

Source: SERA
DECISION-MAKER DILEMMA

Political will?

High impacts, mandates, big changes, low $.

Low impact, voluntary / incentives / encourage, don’t rock the boat.
INFORMATION IS NOT USEFUL OR EFFECTIVE MESSAGING

- Information alone is not motivating.
- Consider enhancements:
  - Social marketing – add sociological / psychological to influence to target beneficial behavior. Beyond awareness; multiple touches, networks.
  - Appeal to attitudes & values: “Bundle” and Self-efficacy – generate self-empowerment; participate, conserve, recycling

Cool the Earth Project (Source: Skumatz and Freeman, 2008)
EFFECTIVE EDUCATION / OUTREACH

- EVALUATE relative to what would have happened without program (incl. CBSM, soc media; & tons vs. “hits”)
- Craft for greatest “Bang for the Buck”
  - “Same old” doesn’t break through clutter
  - Use SE, Auxiliary Benefits, Social Marketing
- May be less expensive per TON
  - May need to “cycle” through neighborhoods for budgets

Spend public money Wisely... tradeoffs

Relative $/Ton if CBSM lasts:
Blue: 1 yr
Red: 2 yr

Relative costs

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THANK YOU!!

Questions?

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Thanks NY!

And thanks for filling out surveys!!

Web resources: www.paytnow.org;
www.paytinfo.org;  serainc.com