



2018 WEST CAMPUS MOVE-OUT PILOT: REPORT



[Re]Move & [Re]Use

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EXECUTIVE SUMMARY

Austin Resource Recovery (ARR) is a City of Austin department, providing a range of services designed to transform waste into resources while keeping the community clean. Austin's goal is to reach Zero Waste by 2040, which means reducing the amount of trash sent to landfills by 90 percent. ARR provides curbside service to single-family residential homes and implements several ordinances, one of which requires multifamily properties to provide recycling services to their tenants, typically achieved through contracting with a licensed private hauler.

West Campus is a densely populated neighborhood, located west of the University of Texas at Austin (UT Austin). An estimated 20,000 students live within a one-mile radius, primarily in multifamily properties, but also in several hundred single-family homes. West Campus properties are independent from UT and typically offer eleven-month leases that end July 31. The fixed move-out date historically leads to spikes in citizen complaints, safety concerns and city staff response time at the end of July and early August. During the annual transition, students discard large quantities of reusable material, which often end up in dumpsters, abandoned on the curb or in the middle of the street to be run over or ruined by weather. ARR sought a proactive community-driven solution to keep this material out of the landfill.

After 11 community meetings, a 40-person working group decided to pilot drop-off stations at the end of July, along with small-scale demonstration initiatives throughout the summer – including doorstep reuse collection, move-in cardboard recycling, mattress sanitization, and collection containers at specific properties. Four Key Partners led the planning process: the City of Austin, Keep Austin Beautiful, University of Texas Office of Sustainability, and the State of Texas Alliance for Recycling. By utilizing existing resources from Key Partners, Austin Resource Recovery was able to keep the pilot budget at approximately \$5,000, with the largest percentage of the budget spent on marketing.

All interested reuse organizations were invited to participate in the pilot. Eight chose to participate and were involved in the planning phase, allocating resources for the drop-off stations, such as staffing and transportation, and tracking data. Participating reuse organizations included: Austin Creative Reuse, Central Texas Food Bank/Micah 6, Goodwill, Lifeworks, Salvation Army, Street Youth Ministry, Texas Thrift/Arms of Hope and JOSCO Products.

Three drop-off stations operated July 27 to July 31 from 8:00 a.m. to 5:00 p.m. and August 1 from 8:00 a.m. to 12:00 p.m. Stations were staged at multifamily properties: two in condominium parking lots (Croix and San Gabriel Condos) and one in a student cooperative courtyard (Pearl St. Co-Op). At least one reuse organization staffed each station, choosing desired days and locations based on available resources. Reuse organizations were responsible for screening and accepting or declining items. In instances where two organizations staffed a station, the organizations decided amongst themselves how to divide the received items. Organizations accepting specialty items such as non-perishable food, toiletries and art supplies, had collection containers at each station.

Nearly all reusable items were accepted at the drop-off stations except for mattresses and box springs, large appliances, medication, wet or soiled textiles, bags of trash, and broken or damaged furniture. Those who brought accepted items to a station received a 'perks' sticker that offered discounts and freebies at 21 local businesses. The sticker could be worn and redeemed throughout the event. During the event, 70 community volunteers contributed 311 hours of community service. Volunteers helped accept material, distributed donated goodies and the incentive stickers, counted drop-offs, and canvassed nearby areas on foot.

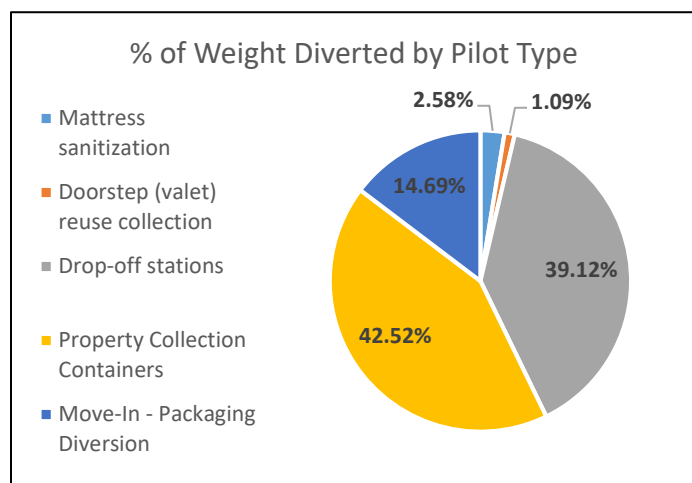
Outreach efforts included a website (moveoutatx.org), paid social media advertisements, distribution of pre-written content through 37 promotional partners, and physical delivery of flyers and posters to property managers and local businesses. Over 17,000 unique visitors visited the website between May and August.

The stations received 766 drop-offs during the 5.5-day event, preventing over 48,500 lbs. (24 tons) of material from going to landfill—an average of 65 lbs. per drop-off. The busiest day was Monday, July 30, with 180 drop-offs, followed by Saturday and Sunday (July 28 and 29) with 162 drop-offs each. Traffic was lighter on the first and last days.

Between the stations and additional demonstration projects (i.e. door step collection, property-specific containers, mattress sanitization) facilitated by ARR staff, 124,059 lbs. of material received a second life. That material saved 804 cubic yards of landfill space and provided estimated \$154,944 in economic value to the community. ARR received post-event data from five property managers, who represent over 50 West Campus properties of various types (condos, co-ops, private dorms, apartments) and sizes (8 to 367 units). These five managers reported a combined savings of nearly \$20,000 in hauling costs and labor. The pilot also connected a property manager to a new mattress sanitization company when they both attended a pilot planning meeting. Using the Zero Waste Business Rebate, the property sanitized and donated 60 mattresses in 2018. The property plans to sanitize mattresses in summer 2019 to and expects to save \$17,000 in purchasing costs while diverting 9,000 lbs. or saving 131 cubic yards of landfill space.

By the Numbers

- 3 temporary drop-off stations
- 4 key partners
- 5.5 drop-off station operation days
- 8 reuse organizations
- 40-person working group
- 70 community volunteers
- 200 community members who provided input during the brainstorming phase
- 311 service hours contributed by community volunteers
- 766 drop-offs



Environmental Impacts

- 804 cubic yards of material diverted
- 124,059 lbs. (62 tons) of material given a second life
- 42 acres of US forests storing carbon for 1 year*
- 36.42 MT of CO₂E savings, equivalent to 25 round trips from Austin to New York City in a passenger car*

Economic Impacts

- 800 lbs. of art and craft supplies available to Austinites at a reduced price
- \$18,500 in disposal-related savings across 5 property management companies who reported data
- \$136,464 estimated value of recovered material

Social Impacts

- Profits from sold material enough to:
 - Employ 2 entry-level employees at a reuse organization
 - Provide 23 hours of employee training
 - Contribute \$3,000+ to a charity serving at-risk children and single-mother families
- 225 under-served Austinites directly benefited by material (mattresses, food, toiletries, cleaning supplies)
- Educational awareness and promotion of reuse organizations

**Data provided by DonateNYC program through NYC's Reuse Impact Calculator. Only includes diversion from drop-off stations and mattress sanitization pilots.*

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INTRODUCTION



Map of 'West Campus' boundaries as defined for this pilot project.

West Campus is a densely populated neighborhood, situated west of the University of Texas at Austin (UT Austin). Large multifamily properties primarily comprise the area, mixed-in with smaller properties— over 400 single-family houses and handfuls of businesses. Within the 'University Neighborhood Overlay' (UNO), there are currently 51 multifamily properties and over 12,000 bedrooms.¹ Living capacity continues to increase each year with new vertical hi-rise development.

While UT Austin houses 7,400 students on-campus annually, West Campus housing is privately owned and operated. Each summer nearly three-quarters of units in West Campus turn over across three move-out periods: mid-May when classes and exams finish, various times throughout the summer and late July when most apartment leases end. As students rush to move out, so do their belongings – everything from clothing to furniture to cleaning supplies. Much of the material is reusable, but it historically ends up inside dumpsters, abandoned on the curb or in the middle of the street to be run over or ruined by the weather. There is typically a 2-3-week gap between leases ending and beginning.

Solutions for move-out diversion exist across the country for on-campus dorms, including Trash to Treasure at UT Austin. However, Trash to Treasure is already operating at maximum capacity. The few communities that have implemented diversion programs for off-campus communities typically have a shared hauler for both single-family and commercial properties, making program implementation easier. However, in Austin, the City provides trash and recycling services to single-family homes, defined as four or fewer dwelling units. Multifamily (apartment complexes, condominiums) and commercial properties must contract independently with a licensed waste hauler. Thus, implementing a solution in Austin has increased complexities.

In 2016, a [138-unit apartment](#) complex applied for the City's [Zero Waste Business Rebate](#) to help with move-out efforts; the rebate offers up to \$1,800 for efforts above and beyond the City's minimum recycling requirements. The property manager chose to work with Goodwill, who at no cost left five large open-top containers in the lobby for tenants to donate items throughout the summer. Tenants also received information on how to schedule free large item pick-up with Salvation Army. As a result, the complex cut their hauling fees in half, and reduced landfill trash service capacity by 33%. In 2017, a property manager for American Campus Communities was prompted by ARR staff to consider implementing a pilot to help manage move-out discards. The manager chose to coordinate with Goodwill and the Central Texas Food Bank and diverted 25.5 tons of material at their fourteen-property portfolio.

¹ There are additional multifamily properties outside of UNO not included in these statistics.

Students, property managers, community members, and City staff all experience challenges during move-out and move-in, but until the pilot described in this report, a proactive community approach did not exist. After the success of the 2016 and 2017 mini-pilots and based on data compiled by City staff, Austin Resource Recovery held ten brainstorming sessions in fall 2017.²

Based on feedback from a variety of stakeholders in fall 2017 and an extensive comprehensive community planning process from December 2017 to June 2018, three temporary drop-off stations operated in West Campus from July 27 to August 1, 2018. Eight participating reuse organizations staffed the stations during operating hours, with the help of over 70 community volunteers.

Through these efforts and additional small-scale demos at specific West Campus properties, ARR facilitated reuse and recycling of over 124,400 lbs. (an estimated 804 cubic yards) of material, providing over \$155,000 in direct economic value.



Material piled at curb and spilling into right-of-way at a West Campus apartment complex, July 31, 2016.

GOALS

One of the pilot's key objectives was to prevent valuable materials from reaching the landfill to help move Austin closer towards its Zero Waste goal. However, staff also sought to achieve other objectives, such as:

- Create and implement community-driven solutions, fueled by community engagement
- Create a repeatable, scalable process that can eventually be sustained by the community
- Divert significant amount of material from landfill, to help reach the City's Zero Waste goal
- Increase zero waste awareness among college students and community, including encouraging reuse, resell, and donation of unwanted material instead of throwing items "away"
- Help increase used material donations and provide economic opportunities for reuse organizations, prioritizing keeping material local
- Reduce City staff time spent reacting to the annual West Campus move-out between May and August
- Decrease clean-up costs for property managers and landlords
- Minimize safety and health hazards during move-out (e.g. material in right-of-way, uncollected debris that attracts pests)
- Reduce eyesores for tenants and community members

APPROACH

The project required a multi-faceted approach based on the three target audiences: students living in multifamily properties serviced by private haulers, property managers, and students leasing single-family homes serviced by Austin Resource Recovery. Beginning October 2017, ARR facilitated two internal and six external stakeholder discussions to

² Data sources included input from stakeholders, customer service request complaints, City staff documentation, complaints from multifamily properties and ARR bulk tonnages.

understand challenges, brainstorm potential diversion solutions, identify pilot options and areas, and begin building a feasible project plan that addressed community needs. In December, ARR staff synthesized and proposed a pilot comprised of several components:

- Create and implement a pilot program in late July
- Provide resources to students moving out before the end of July
- Engage properties to test additional diversion methods (small-scale demos)
- Increase understanding of behavior of ARR customers leasing single-family homes
- Help facilitate move-in diversion efforts

END-OF-JULY PILOT

Goal: Give all students living in West Campus and moving out at the end of July a convenient and simple way to keep reusable items out of the landfill. Work with community to create and implement a process to achieve goals outlined in the above section.

Methodology: From March 2018 thru June 2018, ARR conducted monthly meetings with the 40-member community working group to plan and implement the primary component, a pilot program, which was realized through temporary drop-off stations.

See 'Project Development' for more information.

STUDENT AWARENESS

Goal: Inform students about a new online reuse directory, since many students move-out at various times throughout the summer.

Methodology: The working group's Design & Marketing committee created social media content for May and June to promote an online reuse directory to students. The committee provided social media content to the project's promotional partners, directing students to the pilot website, moveoutatx.org. There was a visible banner on the homepage to redirect students looking to give their stuff a second life, which led to austinreusedirectory.com.

SMALL-SCALE DEMOS

Goal: Encourage property managers to test various initiatives at their own property that had the potential to keep material out of the landfill.

Methodology: ARR created a document summarizing three demo project ideas and contacted property managers via email and via West Campus Coalition meetings to find interested properties. ARR assisted as needed.

SINGLE-FAMILY HOMES

The over 400 single-family houses in West Campus are serviced by Austin Resource Recovery and primarily leased to students. The pilot program's intended target audience included single-family home dwellers, however based on feedback from ARR Collection Operators, information about services did not appear to be reaching tenants.

Goal: Disseminate information on single-stream recycling, diversion options and other ARR services through targeted outreach to tenants who receive ARR services.

Methodology: ARR's Quality Assurance team observed outreach tactic effectiveness and targeted messaging. Baseline data was collected through a lid-lifting survey on the recycling service day. On June 22 and June 29, baseline data was collected. ARR staff hung educational envelopes on doors to over 300 addresses on two different dates (July 6 and July 13).



Reusable textiles items placed in landfill trash cart of an ARR customer, July 31, 2018.

Educational envelopes included: a half page flyer from Austin Code, residential recycling brochure, Simple Recycling bags and a flyer on [Re]Move & [Re]Use. Follow-up lid lifting audits were conducted on July 6 and July 20.

Results: During all audits, the major contaminant (66%) found in recycling carts was plastic bags. The most prevalent contaminant in the landfill trash carts (83%) was recyclable commodities. An additional observation showed garbage, recyclables, household chemicals, electronic items, and large furniture items were present around the carts throughout the audit. Examples of these observations are included in the pictures on the following page.



Material piled on curb of ARR customer and in right-of-way near West Campus, August 1, 2017.

MEASURES OF SUCCESS

At the onset of the program, staff defined the following ways to measure the project's success:

1. Weight or volume of material diverted to reuse organizations
2. Property management cost savings from hauling services and labor (multifamily only)
3. Decreased landfill volume collected and staff time saved on related ARR routes
4. Decrease in number of Code Service Requests (citizen complaints related to waste requiring staff action)



Reusable items 'thrown away' near a roll-off dumpster outside an apartment complex, July 31, 2017.



Predominantly reusable material left next to a condominium dumpster, blocking the right-of-way, July 31, 2017.

ROLES & RESPONSIBILITIES

The pilot success relied heavily on community engagement and collaboration through a year-long process. Key partners were established by December 2017, followed by the formation of the working group committees in March 2018 and reuse organizations were solidified by May 2018. ARR staff sought interested property managers beginning with the fall 2017 stakeholder meetings and continuing to place calls through March 2018. Only a handful of property managers engaged in the entire process, and those property managers ended up providing invaluable assistance in helping secure locations for the drop-off station pilot, in addition to taking on property specific diversion efforts.

KEY PARTNERS

Key Partners were selected based on contributions to the zero waste landscape and ability to provide both physical and staffing resources towards the planning and implantation phases. In addition to the City of Austin, there were three key partners: Keep Austin Beautiful (KAB), University of Texas Office of Sustainability (UT OoS) and the State Alliance for Recycling (STAR). Each of these organizations agreed to and upheld responsibilities, such as:

- Sharing resources
- Collaborating with the working group to develop a long-term implementation plan
- Designating one representative to serve as co-chair on one of four working group committees (an estimated 3 to 5 hour monthly commitment during the planning phase)
- Providing at least eight hours of volunteer time during the actual event

Co-chairs responsibilities included: scheduling and facilitating monthly meetings, creating agendas, taking meeting minutes and ensuring assigned tasks were completed. Co-chairs were also expected to participate in a monthly Joint Committee Chair phone call, run by ARR.

REUSE ORGANIZATIONS

ARR issued a call to reuse organizations at the onset of the pilot project. Initially, 17 reuse organizations, for-profit and not-for-profits, expressed interest. Eight agreed to the minimum pilot expectations and signed agreements to participate. Agreements laid out terms for both the reuse organization and Austin Resource Recovery ([see Appendix](#)). Reuse organization responsibilities included: collaborating in good faith to achieve the pilot goals; sharing resources as necessary; helping develop a long-term implementation plan; accepting responsibility for staffing, screening and accepting material at the drop-off point; and participating in a post-event survey and submitting data. The participating reuse organizations included: Austin Creative Reuse, Central Texas Food Bank/Micah 6, Goodwill, Lifeworks, Salvation Army, Street Youth Ministry, Texas Thrift/Arms of Hope and JOSCO Products.

- **Austin Creative Reuse.** Nonprofit that collects and sells donated craft materials. Their goal is to give unwanted materials a new life through crafting and upcycling. ACR is a volunteer-run organization that seeks to foster conservation and reuse through creativity, education and community building.
- **Central Texas Food Bank.** Nonprofit regional food bank whose mission is to nourish hungry people and lead the community in the fight against hunger. Received donations were taken in by the Micah 6 Food Pantry located in West Campus
 - **Micah 6 Food Pantry.** A ministry that helps low-income individuals and families meet their most basic need for food and sustenance. Shoppers at the food pantry come from many walks of life.
- **Goodwill Central Texas.** Works to empower people to work through education and job training, retail stores and business services, and community partnerships. Operate over 60 retail stores in Austin-area.

- **JOSCO Products.** JOSCO Products is a local for-profit textile recycler and industrial manufacture passionate about reuse. Founded in 1980, JOSCO creates upcycled industrial cleaning products out of surplus textiles such as clothing, sheets and fabric.
- **Lifeworks.** Advocates for youth and families seeking their path to self-sufficiency, helping provide housing, work and healing opportunities to those need. Accepts furniture and clean twin-size mattresses.
- **Salvation Army Family Stores.** Supports the programs of the Adult Rehabilitation Center, a voluntary, faith-based program serving men and women who have lost the ability to cope with their problems and provide for themselves. Goods donated to The Salvation Army are sold through stores and funds are used for programming.
- **Street Youth Ministry.** A faith-based ministry for homeless young people in Austin, Texas. They provide food, clothing, toiletries and supplies as well as guidance counseling.
- **Texas Thrift.** For-profit thrift store offering gently used merchandise at prices far below retail. Partner with charities, to donate a portion of proceeds, such as Arms of Hope.
 - **Arms of Hope.** Not-for-profit Christian care organization that assists children and single-mother families in need, helping them avoid homelessness, poverty, abuse and neglect and by leading them to lives of sustaining and productive citizenship.

WORKING GROUP & COMMITTEES

The working group split into four committees to focus on different aspects of the pilot: Locations & Logistics, Design & Marketing, Outreach & Education and Resources & Partnerships. Committees met monthly from March to June, led by co-chairs from the pilot’s Key Partners. Splitting into smaller groups enabled direct community ownership by those directly impacted by the event outcomes. Committee members were expected to participate in one-hour monthly meetings from March to July.

Lead: Maddie Morgan, City of Austin, ARR, Planner III

Back-Up: Natalie Betts, City of Austin, ARR, Recycling Economic Development Program Manager

Design & Marketing: Created content (social media posts, graphics, messaging) to use in outreach material, with focus on a simple message for students to understand the project and the accepted materials. Helped develop campaign slogan and engaging monthly messaging. **Chaired by:** Niku Hansen, City of Austin.

Outreach & Education: Used content generated by Design & Marketing to educate target audiences. Created target goals for outreach (e.g. monthly website hits, number of promotional partners), helped secure and distribute content to promotional partners and secured and staffed tabling opportunities. **Chaired by:** Vicky Pridgen, City of Austin, Austin Code and Erin Andary, State of Texas Alliance for Recycling.

Locations & Logistics: Helped identify and secure locations for staging area and drop-off stations and fine-tune event logistics, including working with reuse organizations to determine staffing needs, operating hours, days of operation, box truck temporary parking, event communication, signage, tents, safety concerns, and volunteers. **Chaired by:** Andy Dawson, City of Austin, ARR and two UT students during April and May.

Resources & External Partnerships: Secured resources (e.g. volunteers and incentives) from working group members and outside partners. **Chaired by:** Brianna Duran, University of Texas, Office of Sustainability and Andrew Gansky, Keep Austin Beautiful.

See [Thank You’s](#) for a list that includes working group members who attended at least two meetings.

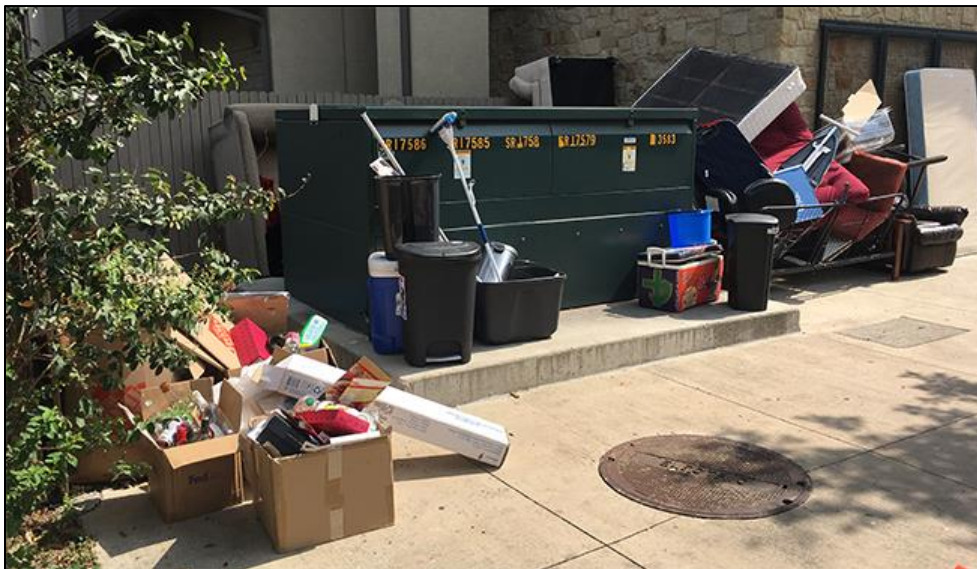
PROPERTY MANAGERS

ARR staff invited property managers to the brainstorming meetings using existing contacts and through outreach to the following groups:

- West Campus Coalition: West Campus property manager association run by San Miguel Management
- Austin Private Dorm Association: group of 8 private West Campus dorms run by San Miguel Management
- University Area Partners: association for business owners and property managers in West Campus

The dedication and involvement of the following property managers is noteworthy:

- Scott Miller, Property Management of Texas
- Ken Mills, College Houses
- Kathryn Parke, Hardin House / San Miguel Management, L.P.
- Brad Price, 10-unit property owner and contractor with Pioneer Realty
- Lauryn Juengel, American Campus Communities, The Calloway House and Crest at Pearl



Predominantly reusable or recyclable material left outside an apartment complex, July 31, 2017.



Common site (pre-pilot) of overflowing dumpster areas, Aug. 1, 2017.

TIMELINE OVERVIEW

MOVE-OUT HISTORY

In May 2005, the University of Texas began their on-campus dorm move-out diversion program for the University's 7,500 students living on campus, called Trash to Treasure, which diverts seven to eight tons of material annually. The program places collection bins in each residence hall for 2.5 weeks. Student-staff and student volunteers from the UT Campus Environmental Center drive rented vehicles and collect the material from the dorms, and transport to a facility cage near campus. During the summer, students sort through the material, and sell material the following fall, on campus. Early in the program, Trash to Treasure piloted collecting furniture from students living off campus – a partnership effort with Austin Code. However, this initiative only lasted two years, due to several challenges, such as safety concerns of the student program coordinators, the added complexity of handling, storing and selling furniture, and non-students trying to take advantage of the program supported with University funds. Currently the Trash to Treasure program does not accept furniture.

In 2012, and for many years following, Austin Code set-up a table in front of the UT Co-Op to table to students during move-in. Information included rights as a tenant and information on how to handle waste. One or two of the years, Austin Resource Recovery provided Austin Code with information to hand out. Austin Code no longer tables, as less students physically purchase and collect their textbooks from the University Co-Op, due to other services that deliver textbooks directly. In 2015, following an on-campus murder, the Austin City Council directed city staff and UT staff to form a West Campus Safety Taskforce, to address issues such as lighting. Around move-in that year, Austin Code launched 'Sad Couch' – a short-lived campaign, using a personified illegally dumped couch to deter illegal dumping in West Campus.³



Sad Couch campaign tweet, October 2015.



³ <http://www.dailytexanonline.com/2015/08/27/code-department-launches-sad-couch-campaign-against-illegal-dumping>

ARR & WEST CAMPUS MOVE-OUT

Austin Resource Recovery collects bulk items from its residents twice a year. Beginning in 2006, the department moved to coincide the second bulk collection for the West Campus neighborhood in the weeks between move-out and move-in August.

In 2016, a [138-unit apartment complex](#), GrandMarc, applied for the City's [Zero Waste Business Rebate](#) to help with move-out efforts. The rebate offers up to \$1,800 for efforts above and beyond the City's minimum recycling requirements. The property manager chose to work with Goodwill, who at no cost left five large open-top containers in the lobby for tenants to donate items throughout the summer. Tenants also received information on how to schedule free large item pick-up with Salvation Army. As a result, the complex diverted 15,000 lbs. (7.5 tons) of material from the landfill and cut their landfill trash hauling fees in half by reducing service capacity by 33%. By the following summer, the property manager was no longer the same.

In 2017, a passionate zero waste advocate and property manager for American Campus Communities (ACC) was prompted by ARR staff to consider implementing a pilot to help manage move-out discards. The manager chose to coordinate with Goodwill and the Central Texas Food Bank and diverted 25.5 tons of material at their fourteen-property portfolio (including two May dorm move-outs). Similarly to the challenge incurred with GrandMarc, the property manager was different.

Together, the two early-stage pilots helped keep 33 tons of material out of the landfill.

The remainder of the timeline depicted below is detailed in this report.



Photo of reusable material set aside for Goodwill during ACC pilot, July 31, 2017.



PROJECT DEVELOPMENT

The pilot project is broken into three phases: brainstorming, planning and implementation. At the onset, only the problem, goals and previous history were defined. The brainstorming and planning phases are described below.

BRAINSTORMING

INITIAL STAKEHOLDER INPUT

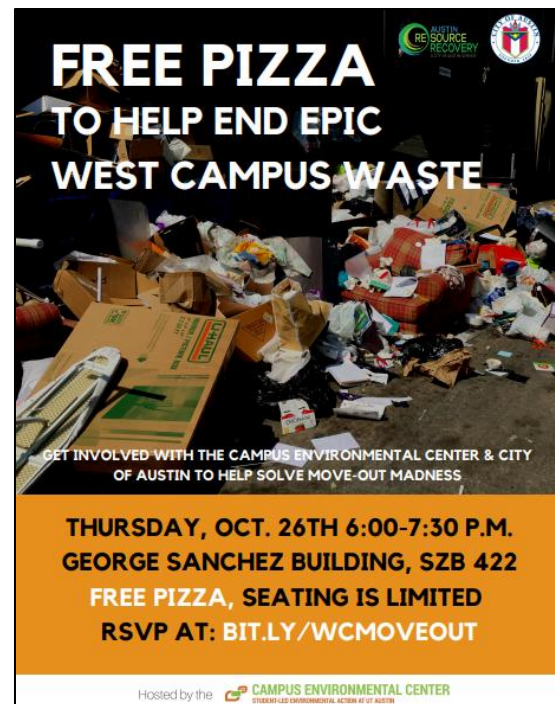
In early October 2017, the City of Austin, led by Austin Resource Recovery, held an information-sharing City meeting attended by eight departments with West Campus involvement during move-out season. ARR presented the problem along with data, including previous efforts to alleviate the issue, and asked staff to fill in missing gaps. Following this meeting, ARR facilitated seven additional brainstorming meetings with six stakeholder groups: University of Texas students, community members, multifamily property managers and owners (two meetings based on property size), other institutional entities, reuse organizations and waste haulers. See Tables 1 and 2 for more information.

Each meeting began with an ARR presentation depicting the problem through pictures and data. Then attendees were split into small groups (four to six people) to encourage discussion. ARR staff led each group through a series of questions, recording all responses. The first half of discussion helped attendees unravel challenges immediate to the group (e.g. as a student, what are the most pressing issues when you're moving out?). Groups then moved to brainstorming solutions and providing input on the following: measuring success, high-level program operation, incentives to participation, project participation and involvement. Attendees were encouraged to use the sky as the limit and to not judge others' ideas. Surveys were also distributed at the beginning of each meeting for attendees to complete and return before leaving to collect additional data. For those unable to attend, ARR distributed and promoted an online survey like the meeting facilitation questions and paper survey, which received 121 responses – approximately 30% students, 25% community members and 20% property managers.

Questions posed included:

- What would success look like to you?
- What resources are needed? What could the city potentially provide (e.g. staff, labor, land, equipment)?
- Who should be involved?
- How do we ensure fairness and division of material among participating reuse organizations?
- Potential unanticipated consequences/concerns/red flags?

Future Recommendation: Hold more than one brainstorming meeting to receive student input. Consider working with large multifamily complex to host an onsite meeting for their residents.



Flyer posted around UT Campus to promote student-focused brainstorming meeting, October 2018.

Date & Time	Group	Location	Attendance	Purpose	In Attendance / Notes	Marketing
Oct. 12, 2017 9:00-10:30 a.m.	City Staff	Downtown	20	Informational	<ul style="list-style-type: none"> Police, ARR, Code, Transportation, Community Court, Central Public Information Office, Office of Sustainability, Public Works 	Outlook invitation
Oct. 26, 2017 6:00-7:30 p.m.	UT Students	On-campus	10	Brainstorming	<ul style="list-style-type: none"> Hosted by UT Campus Environmental Center Pizza provided 14 RSVPs 	ARR Facebook, flyers on campus, UT CEC
Oct. 30, 2017 5:30-7:00 p.m.	Community Members	2.5mi north of West Campus	10	Brainstorming	<ul style="list-style-type: none"> 6 neighborhood associations Pizza provided 12 RSVPs 	NextDoor, ARR Facebook
Oct. 31, 2017 2:00-3:30 p.m.	Multifamily Properties >50 units	0.5mi south of West Campus	4	Brainstorming	<ul style="list-style-type: none"> 4 companies: College Houses, Hardin House, Lincoln Ventures, UT Realty 12 RSVPs 	Emails
Nov. 3, 2017 11 a.m.-12:30 p.m.	Other Partners	Windsor Park Library	14	Brainstorming	<ul style="list-style-type: none"> Pizza provided US BCSD, CAPCOG, Central Texas Food Bank, STAR, TCEQ, Travis County, UT Co-Op, UT Office of Sustainability, UT Office of Dean of Students; 3 City depts. 	Emails
Nov. 8, 2017 1:00-2:30 p.m.	Reuse Organizations	Windsor Park Library	13	Brainstorming	<ul style="list-style-type: none"> 19 RSVPs 	Reuse Organization stakeholder list
Nov. 9, 2017 1:30-3:00 p.m.	Multifamily Properties <50 units	Windsor Park Library	13	Brainstorming	<ul style="list-style-type: none"> Austin Apartment Association, Pi Beta Phi, Property Management of Texas, Inter-Cooperative Co-Op, Axis West Campus, 2315 Nueces, 512 Realty, 2420 Nueces St., Pioneer Realty, 709 W 29th St 17 RSVPs 	ARR Facebook, email to previous contact list
Nov. 13, 2017 3:00-4:30 p.m.	Waste Haulers	University Hills Library	4	Brainstorming	<ul style="list-style-type: none"> CTR, Simple Recycling, Waste Place 8 RSVPs 	Emails to stakeholder list
Nov. 21, 2017 1:30-3:00 p.m.	ARR: Strategic Initiatives Division	Rutherford Lane Campus	11	Brainstorming	Internal meeting	N/A
Nov. 30, 2017 2:00-3:30 p.m.	City Staff	Downtown	11	Synthesis and brainstorming	<ul style="list-style-type: none"> Outlined stakeholder takeaways ARR, Code, Transportation, Office of Sustainability, Public Works 	Outlook invitation

Table 1. Fall 2017 Brainstorming Meetings, Summary Table

STAKEHOLDER TAKEAWAYS

At the end of the brainstorming meetings, 17 reuse organizations and 15-20 multifamily property managers expressed interested in participating in the pilot. Takeaways from each group are summarized in the table below:

GROUP	CHALLENGES	IDEAS	UNIQUE IDEAS
Students	<ul style="list-style-type: none"> • Motivation: students lack sense of ownership; convenience is priority when moving out • Access: lack convenient places to take items; hard to get economical storage space; hard transporting bulky items • Capacity: insufficient recycling 	<ul style="list-style-type: none"> • Outreach/Education: use students to spread message; clear communication and signs; help students understand what and why • Storage: incentive to store material over summer for 2 week transition period 	<ul style="list-style-type: none"> • Incentivize earlier move-outs • Waive cleaning fees by providing receipt if donate/recycle material
Community Members	<ul style="list-style-type: none"> • Accountability: enforcing city policies; illegal dumping; students lack sense of ownership • Education: students don't know/follow guidelines for trash, recycling, bulky • Motivation: students want convenience; procrastinate • Mobility: material in right-of-way; traffic 	<ul style="list-style-type: none"> • Outreach/Education • Incentives for students • Service Capacity: increase collection; require recycling roll-offs • Student Involvement: create zero waste block leader program for students 	<ul style="list-style-type: none"> • Designate a SPOC at each building to facilitate sorting • Increase bulky pick-up
Property Managers	<ul style="list-style-type: none"> • Capacity: expensive to increase services; insufficient capacity; hard to get roll-offs; contamination; theft of service • Accountability: enforcing city policies; illegal dumping; student/tenant accountability • Materials: C&D debris illegally dumped; mattresses • Motivation: students lack sense of ownership and do not plan ahead 	<ul style="list-style-type: none"> • Incentives: competitions, coupons, ease permitting restrictions • Outreach/Education: clear, labeled, color-coded communication; move-in education • Collection: valet, offer help loading/unloading items, traveling box trucks 	<ul style="list-style-type: none"> • Aim for higher renewal rates • Require new properties to have storage space and/or offer pre-furnished units • Commissioned artwork made from discards • Make an event (band, food truck)
Reuse Orgs	<ul style="list-style-type: none"> • Access: students lack convenient outlets to donate; space constraints for box placements • Resources: limited; labor capacity • Motivation: students are lazy, apathetic and procrastinate 	<ul style="list-style-type: none"> • Outreach/Education: how-to guide; market well • Drop-Off: stage a staffed area for students to bring material/sort onsite • Collection: year-round, valet, bulk collection 	<ul style="list-style-type: none"> • Assign reuse org. by block or property • Year-round efforts • Hang banners at Greek houses to promote
Haulers	<ul style="list-style-type: none"> • Capacity: dumpsters often too full or heavy to service • Mobility: blocked alleyways; traffic 	<ul style="list-style-type: none"> • Drop-Off: staffed station to sort materials dropped off 	<ul style="list-style-type: none"> • Hyperloop materials to end destination
Institutions (govt., community partners)	<ul style="list-style-type: none"> • Motivation: students apathetic; lack time and ownership • Education: students lack recycling and reuse knowledge 	<ul style="list-style-type: none"> • Outreach/Education: utilize UT avenues for marketing and education • Incentives: coupons, big ticket raffle items, social media motivation • Student Involvement: involve Greeks and student ambassadors • Material Exchange: connect move-out material with students moving in 	<ul style="list-style-type: none"> • Why move-in managed well, but move out so unpredictable? • IKEA partnership • Co-Op Vintage UT Apparel (takeback program)

Table 2. Fall 2017 Brainstorming Meeting Takeaways

Other notable takeaways from the meetings and survey include:

- Most desired method of communication was email, followed by Facebook and text messaging
- Nearly half of properties do not have an onsite leasing office (thus lacking a shared common area)
- Nearly 2/3 of students wait until the last day of their lease to move out; about 20% move out after exams
- Approximately 1/3 of students renew their leases
- About 75% of property managers increase landfill trash collection during summer, spending \$100-\$15,000
- About half of property managers hire temporary labor during move-out, costs ranging \$200 to \$3,000.

ARR STAFF SYNTHESIS

Staff recorded each stakeholder comment in an Excel spreadsheet and categorized each based on the main idea. Comments that were multi-pronged were separated and categorized. The pilot needed to address at least three of the five top categorized challenges and include each of the five identified elements. Feedback also suggested an incentive was necessary for student participation

Top Five Challenges: 1) Accountability 2) Motivation 3) Sufficient collection capacity and hauling 4) Accessibility, primarily convenience, space, storage, transportation 5) Education

Top Five Approaches: 1) Increased outreach and education 2) Increased service capacity 3) Drop-off location(s) for reusable items 4) Property and/or door-to-door collection of reusable items 5) Student involvement

Top Feasible Solutions: Staff compiled a list of specific pilot ideas from the categorized list. In order of feasibility:

1. Centralized drop-off location(s)
2. Apartment specific collection
3. Material specific collection (week-long, but focus on one material each day)
4. Special event/festival – close off a street or host in parking lot; involve elements of collection and drop-off
5. Sticker furniture items to leave behind in unit at property for donation
6. Pop-up textile sell back, similar to textbook buy-backs
7. City stages temporary sale for nonprofits – if participate/lend resources, get to come first
8. Temporarily increase curbside service for ARR customers
9. Cardboard collection during move-in

Supplemental: Additional ideas were identified, but identified as complementary to the solutions listed above:

1. Art installation (e.g. Art in Public Places)
2. Identify way to keep material at the property for incoming students
3. Student competition
4. IKEA or other retailer hack competition
5. Incentivize students to buy used during move-in (e.g. bus that takes students to reuse stores)

CITY STAFF INPUT

On November 30, ARR reconvened interested City staff and presented the nine potential solutions (listed above) to analyze feasibility and potential unanticipated consequences of each idea. Feasibility questions included:

- How is material received for each idea?
- Who can participate?
- How is the idea marketed?
- Can the material be fairly distributed between interested reuse organizations?

All ideas presented during this meeting were brought forward by stakeholders during the brainstorming phase. ARR also presented possible short-term solutions (e.g. creating and promoting resources for property managers and incentivizing permits for recycling roll-offs over trash roll-offs) and long-term solutions (e.g. policies requiring new multifamily buildings to offer students the option to choose a pre-furnished unit, requiring increased recycling capacity or recycling minimums when there is temporary landfill capacity increases).

Two weeks following this meeting, the first working group meeting was held.

PLANNING

WORKING GROUP

The working group convened for the first time on December 14, 2017. The meeting was open to the public and advertised on ARR’s Facebook page and to the 500-person list who received invitations to one of the fall brainstorming meetings. Staff presented the stakeholder takeaways from each of the fall brainstorming meetings (listed in Table 3). Attendees then split attendees into small groups and spent 45 minutes putting together a proposal for the group’s vision of the pilot and provided details for the following: drop-off or collection aspect(s), incentive(s), awareness/marketing effort, and a date/time for the event.

ARR staff took these ideas and selected the best elements of each to create the pilot proposal recommendation to management, which was presented at the second working group meeting on February 21, 2018. This meeting was also open to the public. During this meeting, participants also voted on the domain, project name and split into smaller subcommittees. All working group meetings were held at the nearest City facility to West Campus, with accessible parking options, the Lamar Senior Activity Center, and open to the public to attend.

Date and Time	Meeting Type	Attendees	Meeting Purpose
Dec. 14, 2017 10:30-12:30 p.m.	Working Group	31	Synthesis and brainstorming
Feb. 21, 2018 3:00-4:00 p.m.	Working Group	26	Present pilot direction; split into committees
July 12, 2018 12:30-2:30 p.m.	Working Group & Open House	35	Present [Re]Move & [Re]Use details; distribute flyers on foot after meeting

Table 3. Summary of 2018 Full Working Group Meetings.

INITIAL PROPOSAL

The initial end-of-July pilot project proposal was titled ‘Daily Rotating Collection Points,’ where reuse organizations would be matched with interested multifamily properties. Reuse organizations would set-up temporary tented collection points for tenants to donate items. These points would be dispersed throughout West Campus on 5-7 tented sites and rotate daily for 8-14 days at the end of July through early August. Tenants from surrounding properties could also drop off items.

Promotion of the initiative would focus on the tenants of participating property manager. Staff would work with Austin Transportation Department to explore setting up on sidewalks if sufficient space was not available on multifamily lots. Both for-profit and non-profit reuse organizations would be able to participate, with nonprofits

receiving priority. Property managers and reuse organizations would sign a partnership agreement form agreeing to meet minimum parameters and to provide project data to the City.

Benefits

- Provides convenience through rotating drop-off points
- Incentivizes student to sort through belongings prior to final move-out day
- Enables students from smaller complexes to donate items
- Lessens impact to ARR staff--stations run by reuse organizations
- Allows for growth (can open more locations, expand timeframe, etc.)

Challenges (and strategies to address challenges)

- Transporting bulky items, more cumbersome for students to move if further away from drop-off point
 - Explore using volunteers to help move material
- Obtaining parking space for box trucks
 - Work with ATD to obtain any necessary permits
- Coordinating matchmaking between properties and reuse organizations
 - Present options on matchmaking to reuse stakeholders to decide best methodology
- Creating simple marketing material for rotating collection points
 - Utilize prototyping framework to test messaging with students

REUSE ORG. LOGISTICS

A variety of reuse organizations initially expressed interest in the pilot project. The organizations varied in availability of resources, storage capacity, and type and quality of materials accepted. Since education and convenience were two project priorities, it was important to create a process that accepted the most amount of materials in the most efficient manner. Prioritizing material benefiting local non-profits was another goal.

INITIAL MEETING

On February 8, 2018, ARR staff met with the interested reuse organizations to address several logistical challenges:

- How to prioritize non-profits
- How to fairly distribute received material between the organizations
- How to create a process to enable each station to accept the same items, even though not all of the organizations accepted the same type and quality of material.

During the meeting, each organization reviewed the compiled 'accepted material chart' and shared their goal for participating in the pilot project. Staff revealed the pilot project idea – rotating drop-off stations – and presented four potential solutions for fairly distributing material among participating organizations. Each option prioritized organizations selecting their day(s) and location(s) in the following order: smallest non-profits, larger non-profits, for-profits. The options were based around the concept of rotating drop-off stations, with the intention that there would be at least a dozen 'slots' – a specific location on a specific day.

Potential Options

1. One organization per slot (specific location on specific day)
2. Two organizations per slot
3. Create cohorts between small and large organization; choose slots together
4. Create cohorts between small and large organization; choose one location to staff the entire event

The reuse organizations determined that if resources allowed, all locations should be open during event operating timeframe, in other words, there would not be rotating drop-off stations. This meant limiting the number of locations and/or number of operating days. Reuse organizations also decided that option two – aiming for two organizations per location/day (slot) selection – would be the best method. Orgs also agreed to allow non-profits to have the first pick of choice.

At the end of the meeting, a few questions remained for the Location & Logistics Committee to answer:

- What if the organizations managing the location reached maximum capacity? How is spillover handled?
- How do the ‘specialty’ organizations collect material from each of the stations?
- How do we create a process that can accommodate organizations that may express interest in the future?

REUSE ORGANIZATION AGREEMENTS

One of the pilot project goals was to create a repeatable, scalable process that can eventually be sustained by the community. Thus, while the City assisted in the creation of the project, and oversaw the logistical details, during the planning phase, the processes created tried to limit the amount of City facilitation. For example, at no time did the City want to own any of the material received at the drop-off stations. Thus, the City provided minimal resources to the reuse organizations, in terms of collecting and transporting materials. For smaller organizations, this proved more challenging, but some of the larger organizations were willing to step in and lend resources.

Though created and acted upon in good faith, City staff created and vetted agreements for reuse organizations, to outline the organization’s and city’s responsibilities. Participation required organizations agree to staff at least one day/location during the event and oversee collecting and transporting materials on the chosen day(s). Unfortunately, after the agreements were distributed in March/April, several organizations decided they would no longer participate, which meant limiting the scope of the pilot project by decreasing the number of days and locations for the drop-off stations.

MATCHMAKING MEETING

After agreements were signed and returned, ARR staff met with reuse organizations on June 1, 2018. Following the methodology outlines in Table 4, reuse organizations signed up for drop-off station slots. At the time of the meeting, only two locations had been secured. Five of the eight organizations were present at the meeting.

Selection order was randomly pre-determined using the [Random Integer Set Generator](#). First round prioritized small non-profits; second round prioritized medium to large non-profits; and the third round included the for-profit reuse organizations. The selection order was: Lifeworks, Austin Creative Reuse, Street Youth Ministry (Round 1); followed by Salvation Army, Goodwill, Central Texas Food Bank (Round 2); followed by JOSCO Products and Arms of Hope (Round 3). Organizations not present, were skipped over. Since not all the organizations were present at the meeting, at the end of the meeting, empty slots remained. Over the next week and half, remaining slots were filled online using a Google spreadsheet. A couple of slots ended up with only one organization staffing the station.

At this meeting details for the [Agreement Appendix](#) were agreed upon and finalized, such as resource requirements, drop-off station operating hours, volunteer shift times, list of accepted items and items advertised as not accepted, and specialty organization procedures.

Round 1	Each small non-profit initially gets a total of 4 picks. Selection will be in a snake order: 1, 2, 3, 3, 2, 1, 1, 2, 3, 3, 2, 1. If an organization feels they have reached their maximum capacity, they may choose to be skipped over.
Round 2	Each medium to large non-profit gets a total of 3 picks. Selection will be in a snake order: 1, 2, 3, 3, 2, 1, 1, 2, 3. If an organization feels they have reached their maximum capacity, they may choose to be skipped over.

Round 3	Each for-profit gets a total of 3 picks. Selection will be in a snake order: 1, 2, 2, 1, 1, 2. If an organization feels they have reached their maximum capacity, they may choose to be skipped over.
Round 4	All organizations will fill in the remaining slots, again, following a snake order: 1, 2, 3, 4, 5, 6, 7, 8, 8, 7, 6, 5, 4, 3, 2, 1. Organizations may opt out of round 4, if they feel they cannot take on additional slots. The selection order will continue until all slots are filled. If an organization is absent, the last few slots will be filled as back-up, but flagged, and the organization not present will have the opportunity to choose one or all slots.

Table 4. Matchmaking Methodology for Reuse Organizations

PLANNING COMMITTEES

Simultaneously, while ARR staff communicated with the reuse organizations, staff also helped managed the four planning committees. Committees began meeting monthly in March, working through various questions and action items. ARR staff helped reserve meeting space, and a call-in conference line was available to those unable to attend in person. Co-chair meetings were held via conference call and provided an opportunity for co-chairs to ask questions and share committee progress. These meetings also allowed ARR staff to disseminate project updates to co-chairs to pass along to their committees. During July, key stakeholders participated in weekly phone calls. Table 5 summarizes committee meeting dates and attendance. Key committee action items are included for reference.

ARR staff and co-chairs communicated with committee members through the following platforms (listed in order of most used/useful): email, Google Drive, Google Group (used to send calendar invitations), MailChimp and Bloomfire.

Design & Marketing Committee

- Drafted individualized messaging for four ‘persona’ types (see [Messaging](#))
 - May to early June – Austin Reuse Directory
 - Mid-June to July – Drop-off station pilot
- Ideated graphics and memes, pilot logo, YouTube ad concept and incentive sticker text. ARR staff tweaked and finalized written content and designed graphics.
- Strongest student representation

Outreach & Education Committee

- Experienced lowest meeting attendance ratio (members sign-ups to attendance)
 - Lacked student involvement
- Secured and communicated with promotional partners
 - Member responsible for sending monthly content to at least one promotional partner
- Helped set outreach goals (e.g. monthly website hits)
- Brainstormed ideas for student incentive to encourage drop-off station participation

Resources & External Partnerships Committee

- Smallest committee, possibly because committee weren’t clear defined at the time of creation
- Secured incentive offers and logos from local businesses – a critical role, since the City of Austin cannot solicit from businesses
- Distributed a post-event survey to businesses that offered a ‘perk’ after the pilot
- Assisted recruiting community volunteers for the drop-off stations

Locations & Logistics Committee

- Most active and diverse membership
- Worked through a list of priority logistics (e.g. operation dates and hours, accepted materials, locations for drop-off stations and a staging area, estimating staffing needs).

- All decisions proposed by this committee were vetted in co-chair meetings and by City staff
- Proposed solutions for several ‘what if’ scenarios, such as:
 - What if stuff is left at a drop-off station after operating hours?
 - What happens if students bring material that is not accepted by the reuse orgs? How do you treat the customer? How is material discarded?

Meeting Date	Committee	No. of Attendees
3/22/2018	Resources & External Partners	4
3/27/2018	Design & Marketing	8
3/29/2018	Outreach & Education	4
4/2/2018	Locations & Logistics	13
4/5/2018	Co-Chairs	10
4/13/2018	Design & Marketing	10
4/24/2018	Outreach & Education	6
4/27/2018	Co-Chairs	7
4/27/2018	Resources & External Partners	5
4/30/2018	Locations & Logistics	10
5/4/2018	Design & Marketing	5
5/21/2018	Outreach & Education	7
5/21/2018	Resources & External Partners	4
5/23/2018	Locations & Logistics	11
5/29/2018	Co-Chairs	7
6/5/2018	Design & Marketing	7
6/13/2018	Locations & Logistics	7
6/19/2018	Outreach + Resources	12
6/21/2018	Co-Chairs	7
7/3/2018	Weekly Planning Call	11
7/10/2018	Weekly Planning Call	14
7/17/2018	Weekly Planning Call	18
7/24/2018	Weekly Planning Call	13
7/26/2018	Weekly Planning Call - Reuse Orgs	8

Table 5. Summer 2018 Committee Meeting Dates and Attendance



Snapshot of items received at Croix drop-off station, July 28, 2018

DROP-OFF STATION PILOT

The drop-off station pilot was the most publicized component of the [Re]Move & [Re]Use initiative.

Eight reuse organizations operated three temporary West Campus drop-off stations from July 27-July 31 from 10 a.m. to 6 p.m., and August 1 from 8 a.m. to 12 p.m.

Locations: 2101 Pearl St, intersection of Poplar St. and San Gabriel St., and 806 W 24th St (off the 25th St. entrance).

This section details the pilot project event. Additional information available in [Agreement Appendix](#).

EQUIPMENT & SET-UP

Drop-off stations were set-up and taken down at the start and finish of each day. Each reuse organization operating a station was required to bring the following: 1 staff member, 1 table, 2 chairs, 1 tent, cardboard Gaylord or other container to hold items, a pallet jack if needed, and method of transportation. One of the smaller organizations, did not have access to a table and tent, but the paired organizations agreed to supplement on their behalf.

The City and its Key Partners provided items such as sports drinks and snacks, water coolers with ice and water, coolers, extension cords and cord covers, fans, station kits, and cool-it towels as a reward for volunteers (see [Material List](#) for complete item list). Each morning, staff filled coolers and water coolers. Materials were borrowed through partners for the three drop-off stations, plus the staging area and spares, in case of unforeseen incidents.



Drop-off station set-up at Poplar, July 2018.

ROLES

During the event, several key roles were assigned and filled, including Event Lead, Volunteer Coordinator and Drop-Off Coordinator. [Reuse Organizations](#) and [Community Volunteers](#) also played a vital role in the drop-off stations.

EVENT LEAD

City staff coordinating the pilot project served as Event Leads, responsible for overseeing Drop-Off Coordinators (DOCs) and filling-in where needed (e.g. event of DOC calling in sick, bathroom breaks, lunch breaks). The Event Lead also served as the primary point of contact for the Reuse Organizations, relaying information to DOCs, coordinating with the smaller organizations for end-of-day collection, and confirming reuse organizations removed all material from stations at the end of each day.

Event Lead also helped replenish water and snacks for volunteers and picked up lunch and/or dinner for ARR staff. On the three event business days, Austin Private Dorm Association provided lunch for Reuse Organization staff onsite, so the Event Lead collected and delivered meals.

VOLUNTEER COORDINATOR

City staff acted as Volunteer Coordinator, responsible for tracking volunteer sign-ups leading up the event. The Coordinator was listed as point-of-contact for volunteers to call with questions and/or concerns. This role required

being available by phone one hour before start time of first volunteer shift, through the end of the day. The position was utilized less than originally anticipated.

DROP-OFF COORDINATOR

To ensure City presence throughout the event, City staff ‘volunteered’ to serve as Drop-Off Coordinators (DOC). Generally, one DOC managed each station, and shifts were split into a morning and afternoon shift, 8:30 a.m. to 1:45 p.m. and 1:30 to 6:45 p.m., respectively. During a few shifts, representatives from Key Partners fulfilled the DOC role. The DOCs had several duties to ensure a safe and healthy workplace for themselves, volunteers, and, reuse organizations at the drop-off station, such as:

- Refilling ice, water and snacks, as needed
- Assisting with crowd control
- Overseeing site appearance and coordinating with reuse orgs. to keep material organized
- Monitoring weather
- Reporting injuries using standard City of Austin ARR process

DOCs also oversaw volunteers, including briefing and issuing waiver at the beginning of the volunteer shifts, communicating with Event Lead to balance the volunteer workload at each of the stations and covering for volunteers during breaks. Additional responsibilities included:

- Helping Reuse Orgs. set up and/or break down the stations each day
- Setting up or removing directional signage (a-frames and yard signs)
- Communicating with Staging Area staff to pick up overflow, as needed
- Taking pictures and making observations
- Completing [Daily Report Form](#) before end of shift
- Interacting with students dropping off material
- Tracking equipment and supplies, and notifying Event Lead if shortages
- Transitioning with new Drop-Off Coordinator at shift change
- Assisting in waterproofing items if needed during rain



Drop-Off Coordinator helping student dropping off items, July 28, 2018.

COMMUNITY VOLUNTEERS

Community volunteers signed up for two-hour shifts starting at 9:30 a.m. and ending at 6:45 p.m. Since the number and frequency of drop-offs and amount of material were unknown, recruitment aimed to secure at least three volunteers per station per time slot. Keep Austin Beautiful provided their volunteer platform as a means for volunteers to sign-up. Volunteers selected their desired location, and then chose the desired day and time slots.

RECRUITMENT

Volunteer sign-up and management was provided through the Keep Austin Beautiful volunteer portal. Volunteer slots were listed by location and then by time slot, as there were original plans to provide volunteer parking near each drop-off station. Having volunteer slots listed by location would enable staff to send specific parking instructions to each location. However, the same parking lot was used for all drop-off stations, so it would have been better, in hindsight, to list the entries by day.

Outreach tactics to recruit community volunteers included promotional partner content distribution on social media and via e-newsletters and a NextDoor post delivered post through City of Austin account. Over 34 sources of volunteer recruitment marketing were identified between July 10 and July 24, with varying amounts of success, and an estimated total of 350 interactions of engagement (clicks, likes, comments, shares, etc.).

After the volunteer opportunity, all seventy community volunteers received a brief 12 question online survey. Forty individuals responded. When asked how volunteers heard about the opportunity, approximately 20% stated through an ARR outlet and another 20% via social media. A quarter answered 'other,' which included mediums such as key partner and reuse organization correspondence, City of Austin employee communications and word of mouth.

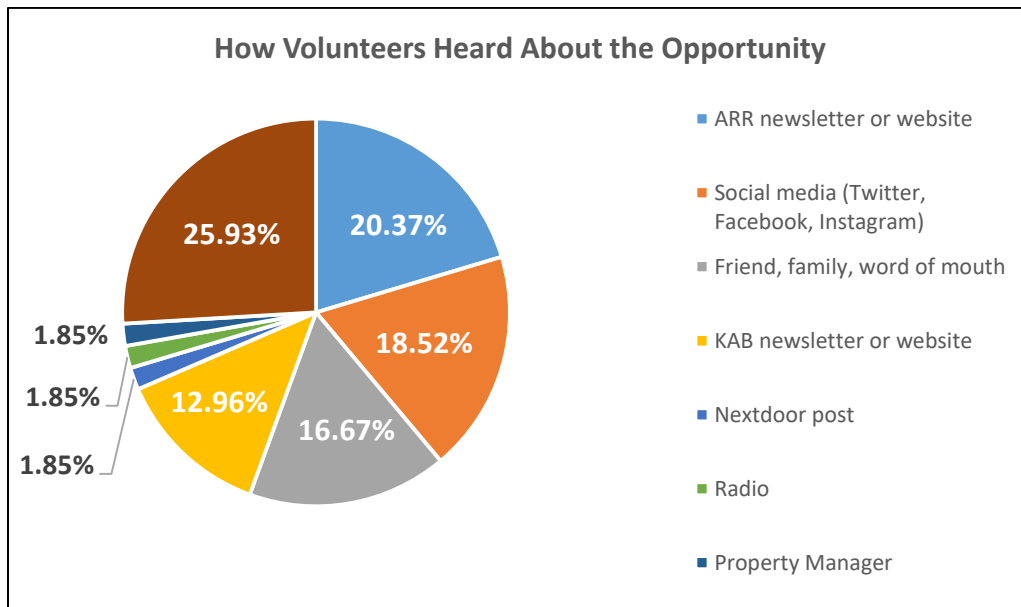


Figure 1. Summary of how community volunteers heard about the drop-off station pilot opportunity.

EVENT

Hardin House provided complimentary parking, however volunteers were encouraged to travel by bus, foot or bike to West Campus. Each of the drop-off stations was less than half a mile from the parking area.

Upon arrival, volunteers checked in with the Drop-Off Coordinator, signed a waiver and received a high-vis safety vest and volunteer lanyard to wear during the shift. Volunteers also received a complimentary cool-it towel and access to sports drinks, snacks and the water cooler. The Drop-Off Coordinator then reviewed the run-of-show, the 'what if' scenarios and inclement weather plan.



Reuse organization staff unloading furniture from vehicle at Poplar, July 28, 2018.

DUTIES

Each shift had at minimum, one community volunteer, alongside Reuse. Org. staff and the Drop-Off Coordinator. Some shifts had as many as four volunteers.

Volunteers were not required to move materials, but could assist Reuse Org. staff if desired. Volunteer duties included:

- Counting number of drop-offs with a hand counter
- Helping with pedestrian and vehicle traffic flow
- Providing speedy customer service
- Handing out 'Perk' incentive stickers and coupons (while available) to students dropping off material
- Encouraging students to spread the word and taking photo with props to post to social media.
- Canvassing the area with flyers and speaking to students in the middle of moving out.



Volunteers, reuse org. staff & drop-off coordinator, Aug. 1, 2018.

During down times, volunteers lightly sorted drop-offs and separated toiletries/cleaning supplies (Student Youth Ministries), nonperishable food items (Central Texas Food Bank) and arts & craft odds/ends (Austin Creative Reuse). During slow times, some volunteers decided to pick up litter. Before departure, volunteers returned the vest and volunteer lanyard, provided feedback and received their own 'Perk' sticker.



Items received at Poplar, July 27, 2018.



Volunteers at Croix, late in the afternoon, July 30, 2018.

FEEDBACK

In the week following the event, ARR staff distributed an online survey via email. Forty of the seventy volunteers responded – an approximately 60% response rate. Notable feedback takeaways outlined below.

- Volunteer make-up: 40% interested community members and 25% UT students. Other individuals included KAB volunteers or regular volunteers with a participating reuse organization, Zero Waste Block Leaders, high school students, Boy Scouts and UT staff. Six volunteers were involved with the working group. While staff had hoped this would be higher, there was a sufficient number of volunteers
- 10 individuals volunteered for three or more shifts; four of these individuals worked more than five shifts
- 40% of volunteers were not previously aware of the West Campus move-out challenges
- 70% reported learning something new while volunteering, ranging from information about recycling to learning more about the participating organizations and the depth of the Austin reuse community
- Biggest complaint – weather (hot and muggy) and the event was slow
- Low student awareness about initiative, but talking to students moving out seemed fruitful; students and parents were receptive to the idea
- Consider using music to attract attention and make event more lively in future iterations

ACCEPTED & RECEIVED ITEMS

The accepted items advertised included: home goods/kitchen items/décor, clothing/shoes/accessories, cleaning supplies, non-perishable food, school supplies, toiletries, gently used furniture, linens/towels/rugs, outdoor gear/bikes/coolers, clean plastic bins, electronics/small appliances. Unaccepted items included mattresses, wet or heavily soiled textiles, medication, large appliances and bags of trash.

It is noteworthy that while mattresses were not advertised as an accepted item, there was a participating organization, Lifeworks, who was able to take small quantities of twin and queen size mattresses in good condition. Three people dropped off acceptable mattresses and box springs. Additionally, Lifeworks collected a few near-pristine mattresses on their own, from alleyways.



Art supplies and toiletry items sorted at Croix, July 30, 2018.



Reuse org. representative poses in a donated Santa costume, July 28, 2018.

Additionally, during downtime, some reuse organizations made the rounds through West

Campus to see if valuable, reusable material was in other alleyways. A handful of students came to the drop-off stations requesting assistance physically moving their furniture – only one or two organizations were willing to provide this type of assistance.

Most commonly dropped off materials included, furniture, clothing, kitchen/cooking items, bedding/linens/towels, small appliances, other miscellaneous household items.

A few of the most unique items, as noted by staff, reuse organizations and volunteers included, ping pong table, prop sword, Santa suit, hydroponic growing kit, bag of dog food, stuffed monkey holding a rose, BYOB paint class canvases, a 'boyfriend' pillow (complete with flannel shirt and an arm to snuggle you) and cases of Soylent. Oddly, a Randall's

grocery cart also mysteriously appeared and Central Texas Food Bank graciously returned the property at the end of the event.

A few examples of some of the most valuable items dropped off included, a Kate Spade purse, pair of mirrored side tables, men's suits, laptops and cell phones.



Ping pong table dropped off, July 29, 2018.



Snapshot of some items received at Croix, July 29, 2018.

LOCATIONS

Space is limited in West Campus, so securing drop-off stations in highly visible and trafficked areas proved difficult. Much of the area has been replaced by vertical buildings, and parking garages are difficult for large box trucks to access. The property managers involved with the working group were essential partners in securing the locations for the drop-off stations. Each property manager was asked to sign an agreement outlining the property's and the city's responsibilities.

The site footprint, logistics and observations for each location is described below. Locations are listed in order of the total number of drop-offs received (Poplar, 325; Croix, 266, Pearl, 175).

POPLAR

Poplar St. & San Gabriel St.: The intersection of Poplar St. and San Gabriel St. dead ends perpendicular to a condominium complex managed by Property Management of Texas, called Escala Condominiums. Historically, this dead end is prone to illegal dumping throughout the year, but especially during the summer.

Logistics: The property manager reserved the last two parking spaces on San Gabriel St., closest to the dead end for the drop-off station. Tenants were notified over a week in advance that these spaces would be temporarily unavailable. The day before the event, ARR staff set up traffic cones and caution tape to prevent cars from parking in the spaces.

The property manager provided access to an empty unit next to the reserved parking spaces. The unit provided bathroom and storm shelter access. Staff was able to store station materials in the unit overnight.

Parking spaces were reserved along Poplar Street for vehicle loading and unloading. These spaces ended up being used for the reuse organization(s) at the station to park their box truck(s).

Observations:

- During station walk-thru the day before the event, staff identified a pile of illegally dumped material. ARR sent a bulky collection crew to remove the material from the right-of-way the morning of July 27.
- A bulldozer was parked next to the site, though it did not cause interference.
- The location was somewhat hidden, tucked away in a dead-end. However, this made it easy for cars to temporarily park to unload material.
- Illegal dumping was not an issue at this location during the event, unlike previous years.



Street view, Poplar drop-off station, July 29, 2018.

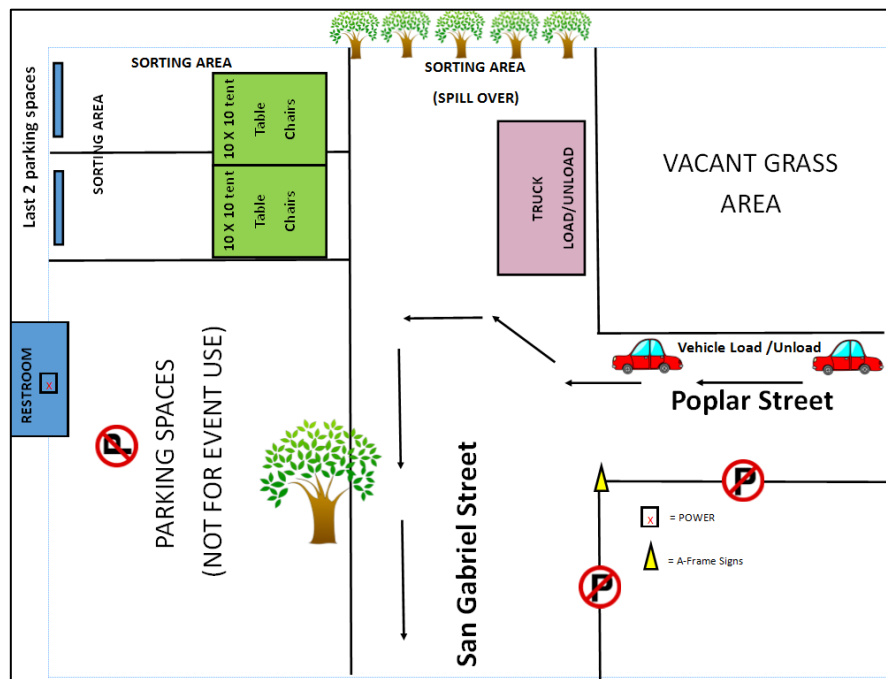


Figure 2. Diagram of site layout for Poplar & San Gabriel drop-off station.

CROIX

806 W. 24th St (W 25th St. entrance): Condominium complex with large wrap around parking lot (see diagram below). Unit owners execute leases and set lease end dates; most owners ended their leases prior to the start of the drop-off stations. The station was set-up in the ‘back’ of the property (on W. 25th Street), next to another condominium property, and across the street from a 500-student apartment complex. The physical address location is 806 W. 24th St., however because of the wrap-around parking lot, inputting the address on a Google map routed to the ‘front’ of the property. The location advertised included specific directions for the closest entrance, but just in case, stake yard signs and a-frames were set-up each morning to guide cars through the parking lot.

Logistics: The property manager reserved five parking spaces for the event. Cars parked in these spaces received notification from the property manager a week in advance, and again, a few days before the start of the event. On

the morning of July 27, one car occupied a reserved parking space. The property manager chose to have the car removed.

This was the only location without an indoor area to store supplies overnight, so ARR left a city vehicle parked in the reserved spots to keep materials. The property manager provided access to a power outlet in an open garage parking space. Power was used for a fan and to charge devices. A nearby gas station served as the bathroom break facility and safety shelter location.

No street parking permits were pulled for this location because of adequate parking available at the property. Reuse organizations working this station were able to find street parking on W 25th St. for the box truck(s) on most days.



View from sidewalk of Croix drop-off station, July 30, 2018.

Observations:

- Some volunteers and students expressed confusion with the address
- Comments from staff and volunteers that signage was not vibrant enough (particularly at this location)
- Leaving the City vehicle onsite was initially planned but helped reserve the parking spaces overnight
- Strategically packing event supplies into the City vehicle was not the most convenient, but doable

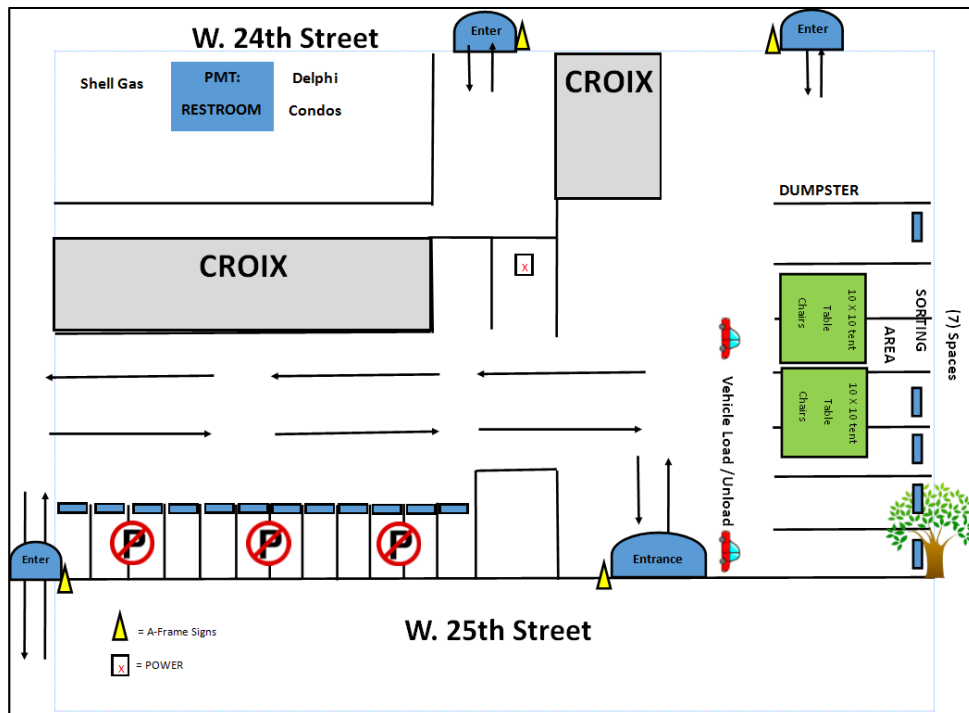


Figure 3. Diagram of site layout at Croix Condominiums.

PEARL ST.

2102 Pearl St: Located in a gated park attached to Pearl St. Co-Op, located at 2000 Pearl St. The property is owned and managed by College Houses. Students were still living in the property at the time of the event.

Logistics: The property manager reserved three parking spots in front of the Co-Op for reuse org. box truck loading and unloading. The City of Austin reserved three street parking spaces on Pearl Street for vehicle loading and unloading. The property's adjacent northern neighbor is a medium-size apartment complex.

College Houses provided access to an outlet on the outside of the building for electricity. The property manager provided a key fob to access the cooperative for ice and water in the kitchen, break and restroom facilities in a common area and space to store station materials in the unit overnight. A gate surrounds the park, but was unlocked each morning. The gate facing the sidewalk on Pearl St. served as the entry point for individuals dropping off items. Reuse organizations staged large cardboard Gaylord containers in the College Houses parking spaces – and the reuse org. parked their box truck in front of these spaces. The walkway inside the courtyard was filled with gravel, so ARR provided plywood to place at the entrance and the exit to enable the use of hand dollies.



Pearl St. Co-Op courtyard, July 2018.

Observations:

- Somewhat hidden location and surrounded mostly by other cooperatives, leading to less traffic
- Heavily shaded area, so unnecessary to put up shade tents each day
- The reuse organization staffing this location put up large 'donate here' flag banners to attract attention. Level of success unknown.

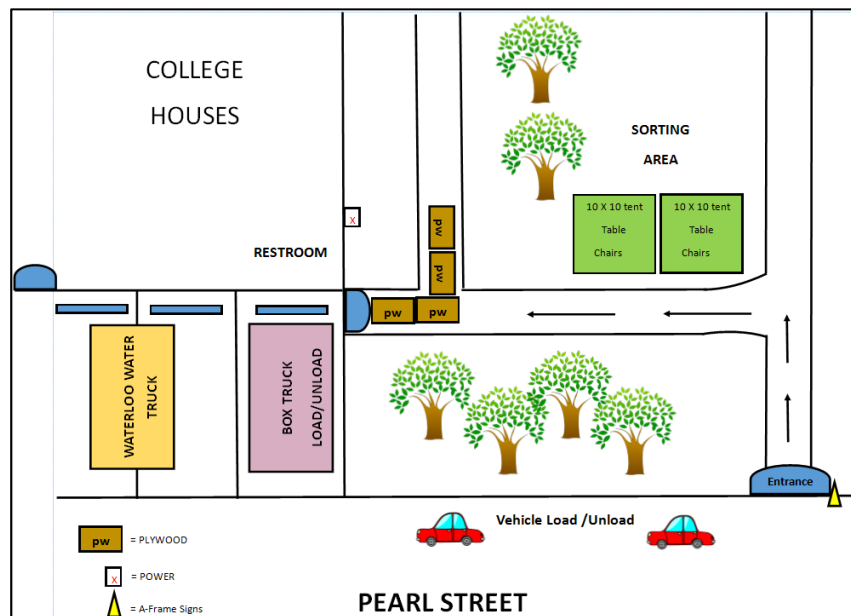


Figure 4. Diagram of site layout at Pearl St drop-off station.

STAGING AREA

Location: UT Parking Lot 114, located between E Martin Luther King Jr Blvd. and Manor Rd. Situated just east of I-35 and less than two miles east of the drop-off stations

Intent

- Serve as volunteer check-in and check-out, with parking and clearance for box trucks
- Serve as a location to stage any overflow, in case dropped-off items needed to be staged somewhere other than the drop-off station until the reuse organization could collect later in the day.

Reality: ARR staged a trailer with the intention of storing materials and supplies needed for each station inside the trailer overnight. Fortunately, during site visits the day before the event, staff and participating property managers determined a way to leave supplies and materials at their appropriate location overnight. The trailer was dropped off on July 26, the afternoon before the event. Originally, reuse organizations did not plan to leave their box trucks near the drop-off stations. However, due to this last minute change, and the slow but somewhat steady timing of drop-offs, no station was inundated to the point of needing to transport material to the staging area.

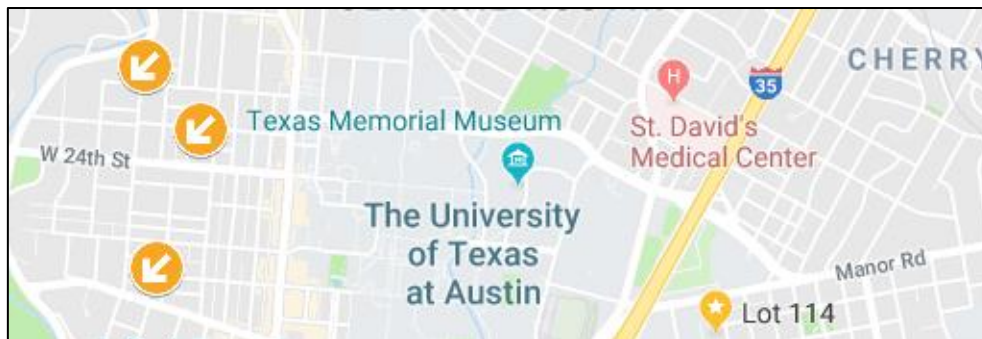


Figure 5. Map of Staging Area, Lot 114, in relation to drop-off stations (marked as orange arrows).

SAFETY

No safety incidents were reported during the event, despite temperatures hovering in the upper 90's.

City Staff Education: ARR briefed City staff the week of the event for those scheduled to help during the event, which included time for the ARR Safety Lead to speak. Staff were instructed to dress comfortably, but work-appropriately for the heat (lightweight, light colors) and wear closed-toe shoes, a high-vis safety vest and safety or sun glasses. Hats were encouraged, and sunscreen was provided onsite at each station for staff and community volunteers. Staff also received a refresher on lifting techniques.

Inclement Weather: An inclement weather plan was developed for the Station Binder.

Onsite Safety Materials: A fire extinguisher, first aid kit, bug spray, sunscreen, hand sanitizer, Clorox wipes, and work gloves were available in each Station Kit.

Volunteers: Volunteers signed a liability waiver and were required to wear a high-vis safety vest and 'Volunteer' lanyard. Volunteers were not required to lift or carry items; those that chose to do so, did so on their own discretion.

INCENTIVES

Individuals who brought accepted items to one of the drop-off stations during operating hours received a participation sticker, referred to as a 'perks' sticker. The sticker could be used one time at each business through the duration of the event. The External Partnerships Committee, chaired by UT Office of Sustainability (UT OoS) and STAR were responsible for reaching out to local businesses and securing all offers.

Sixteen different businesses offered special promotions to anyone who showed their proof of participation sticker between July 27 and August 1, including, buy-one-get-one food specials, free food items, discounts off food and retail purchases. Six other businesses provided 'onsite goodies,' which were available in limited quantities. Onsite goodies included coupons and free samples of chilled sparkling and flavored water. Additionally, the Austin Apartment Association donated money for UT OoS to purchase free coffee tokens to a local coffee shop. [See 'Perks' Poster in Appendix.](#)



2018 [Re]Move & [Re]Use Incentive 'Perk' stickers.



Student receiving 'Perk' sticker after drop-off, July 2018.



Students posing for picture to post on social media after dropping off items, July 2018.

SMALL-SCALE DEMOS

Small-scale initiatives were also tested as part of this pilot. Demos took place May through August and diverted an additional 75,523 lbs., while providing a direct estimated economic value of \$73,085.

Staff attempted to find properties interested in testing more complex, long-term solutions that were difficult to implement on a wide-scale during the pilot year, including:

- Connecting tenants moving out with next unit occupant (furniture stays in-unit during transition)
- Allowing tenants to place stickers on bulky items in-unit for reuse organizations to pick-up after moving out
- Distributing donation bags collected like ‘valet’ trash/recycling.

These three ideas were identified during the brainstorming phase, and while impactful, appeared more difficult to implement on a wide scale during this first year. ARR created a document summarizing the demo ideas and contacted property managers via email and via West Campus Coalition meetings to find interested properties. ARR helped as needed. There were also additional demo initiatives that arose, which are included below.

Potential benefits of testing a small-scale demo included:

- Gathering research on feasibility and implementation process of more complex ideas
- Establishing and developing property manager relationships
- Gathering data to create case studies and understanding feasibility of expansion
- Increasing convenience and accessibility for students
- Maximizing highest and best use diversion
- Decreasing City staff time necessary, as property manager and reuse organization would facilitate pilot

DOORSTEP REUSE COLLECTION

What? Reuse organizations placed a container (e.g. clear bag, box) with instructions on the doorstep of each unit at participating properties. Instructions outlined accepted materials and collection date. Students placed small reusable items in the container and set on their doorstep on the collection date.

How? ARR placed a call to property managers and interested reuse organizations to participate in a May initiative. ARR also created a half page flyer of accepted items to attach to the container provided by the reuse organizations. Reuse organizations were assigned properties based geographically and by number of units, so that each organization received an equal total number of units.



Material donated through doorstep reuse collection from a condominium, May 2018.

Results? 38 condo properties, 1 private dorm and 2 sorority houses (the latter two closed in May) participated. Arms of Hope, Austin Creative Reuse, JOSCO and Goodwill dropped containers between May 12 and 16 and collected on May 22. Nearly 1,500 containers were delivered, mostly door-to-door, however some organizations put large containers in a common area when space allowed. Low participation rate (5%).

Estimated Diversion Impact? 1,358 lbs. or 4 cubic yards

Notes? Dates chosen to drop-off containers were too late. Many students appeared to have already left since most exams were over, so the participation rate and yielded material was low. Pilot before classes end next May, and plan to distribute containers the first week of May (last day of classes is May 9, 2019). More communication from property managers may also increase participation, as it further legitimizes the initiative.

STICKERS ON LARGE ITEMS

What? Tenants place stickers on large reusable items and leave items in room. City matches property with a reuse org. to collect items at specified time. Possibility to pilot the initiative on certain floors. Reuse organization and property manager agree upon time for collection

How? Develop process to pre-vet materials and/or develop language for tenants to sign to prevent 'junk.' Possible need for agreement between property and tenant that the tenant understands they will not be charged against their deposit, if the item is pre-approved.

Results? Could not find a property manager interested in piloting this demo.

OUTGOING-INCOMING STUDENT CONNECTION

What? Connect tenants with like-new items they want to leave behind with the tenant moving into that unit. (Ex: Student moving out has a bed frame and headboard in good condition; have option to contact the tenant moving into their unit in August. If the new tenant wants the items, the tenant moving out could leave in the room). Possibility to demo the initiative only on certain floors of property.

How? City and property collaboratively develop process to connect old and new tenants. Possible agreement between property manager and tenant. Tenant should understand they will not be charged against their deposit.

Results? Could not find a property manager interested in piloting this idea.

PROPERTY SPECIFIC COLLECTION CONTAINERS

What? American Campus Communities (ACC) partnered with Goodwill for a second year in a row to place open-top containers in common areas for an extended period (see [Timeline Overview](#)). College Houses also chose to partner with Goodwill and placed containers inside four properties.

How? Goodwill placed containers in common areas and on each floor of the participating properties. In May, five properties with May move-out dates staged containers for one week. When containers were full, Goodwill swapped the containers with an empty. Bins were placed in all College Houses properties and 12 American Campus Community apartment complexes for July move-out.



Goodwill swapping out containers at College Houses, July 2018.

Results? 16 properties participated between ACC and College Houses. These property managers estimate over \$5,300 saved in reduced labor and resources spent handling waste and reduced landfill trash pick-ups and hauling fees.

Diversion Impacts? Estimated 52,751 lbs. of material, equivalent to approximately 189 cubic yards.

Notes? Properties with invested managers saw containers yielded cleaner material streams in the containers. In some cases, little oversight of material in the bins occurred, which mean Goodwill collected some landfill material. In 2017, Central Texas Food Bank placed boxes next to the Goodwill containers, but this was carried out in 2018. This was a missed opportunity to collect non-perishable unopened food items and toiletries, which could have been utilized by organizations participating in the 2018 drop-off station pilot.



Example of material collected from dorms, May 2018.

MATTRESS SANITIZATION

What? College Houses owns and manages five cooperatives and as a member of the West Campus working group, discovered a new local business that sanitizes mattresses.

How? College Houses utilized the City's [Zero Waste Business Rebate](#) to pilot mattress sanitization and explore ongoing feasibility. The vendor, CleanSleep, sanitized and bagged 64 mattresses onsite.

Results? College Houses had already ordered new mattresses for the 2018-19 school year before discovering this idea. The property manager, Ken Mills, connected with Lifeworks, a participating reuse organization, to donate 50 of the cleaned mattresses. Lifeworks placed the mattresses in the homes of formerly homeless clients, directly impacting 50 people. College Houses saved an estimated five trips to the landfill at nearly \$500/trip. This process will prevent College Houses from purchasing a completely new set of mattresses each summer, for an estimated savings of \$14,500 for summer 2019.



Mattress sanitizing process at College Houses, June 2018.

Diversion Impacts? Estimated 3,200 lbs. or 42.1 cubic yards. Eliminating mattress procurement in summer 2019 should prevent additional 9,000 lbs. and 131.6 cubic yards of material being sent to the landfill.

MOVE-IN CARDBOARD COLLECTION

What? American Campus Communities (ACC) piloted cardboard collection with Goodwill at two of their private dorms during August move-in.

When? Move-in dates: Saturday, July 28 from 12-6:30 p.m. & Sunday, July 29 from 7 am-7 pm

How? Goodwill placed containers in common areas, and on each floor of the participating properties during August move-in. When containers were full, Goodwill swapped the containers for an empty container.

Results? Goodwill collected 77 containers-worth of cardboard. Minimal plastic film and Styrofoam were deposited into the containers. ACC estimates saving nearly \$3,000 in hauling costs and at least a full-day's work in staff time. Cardboard valued at over \$1,000. ACC staff expressed bounds of appreciation to their management, especially returning staff who remembered the constant trash pile-up in previous years

Diversions Impacts? Estimated 15,119 lbs. of cardboard collected in one week, equivalent to 116 cubic yards, or an average of 10 lbs. of cardboard per student.

Notes: This was the first time Goodwill piloted using containers to collect cardboard. Space constraints are a common challenge for West Campus property managers, so utilizing common space area inside a building is an innovative alternative to increase recycling during move-in.

MOVE-IN PACKAGING DIVERSION

What? Hardin House, a private women's dorm, piloted collecting Styrofoam and plastic film.

How? In addition to the property's normal contract for a recycling roll-off during move-in weekend, the property manager opted to separate plastic film and Styrofoam for 2018 move-in. Staff already had a process to break down cardboard, so integrating additional diversion streams was not a logistical challenge. With advanced notification, Hardin House staff drove a box truck of Styrofoam to the City's Recycle and Reuse Drop-Off Center.

Results? 60 cubic yards of cardboard, plus 100 lbs. of Styrofoam recycled in one weekend. Able to eliminate the need for a landfill trash roll-off, through the additional volume reduction of material and borrowing dumpster space at a sister-property.

Diversions Impacts? Approximately 3,100 lbs. or 70 CY of material kept from landfill. Estimated 13.5 lbs. of cardboard per student.

Notes: The City's [Recycle and Reuse Drop-Off Center](#) has the only known publicly-accessible Styrofoam densifier in Austin. Capacity to densify Styrofoam from businesses is limited. Plastic film is accepted by many vendors.

BUDGET

The proposed ARR budget for this project was \$30,000, however, about \$5,000 was spent, in part due to an extra effort to borrow materials through other City of Austin departments and project partners, not only to reduce operating costs, but to follow the philosophy of reduce and reuse.

Approximately half of the budget was spent on marketing, which included advertising and printing, in addition to other elements, as noted in the blue pie pieces in the chart below. General marketing included the website domain, outreach booth spaces, and door-to-door outreach materials. Advertising included SEO, Facebook and Instagram paid media buys and banner space. Printing included event posters and mini-fliers. Supplies included materials purchased for the brainstorming meetings, station kits, safety gear and cool-it-towels. Food included meals provided at some of the fall stakeholder meetings, meals for drop-off coordinators during the event, and snack and drinks for volunteers/staff.

Staff projects the 2019 budget around \$3,000, primarily for food and snacks during the event, advertising and printing costs. Low operating costs will make it easier to pass the baton to another organization or institution to sustain this program in the future.

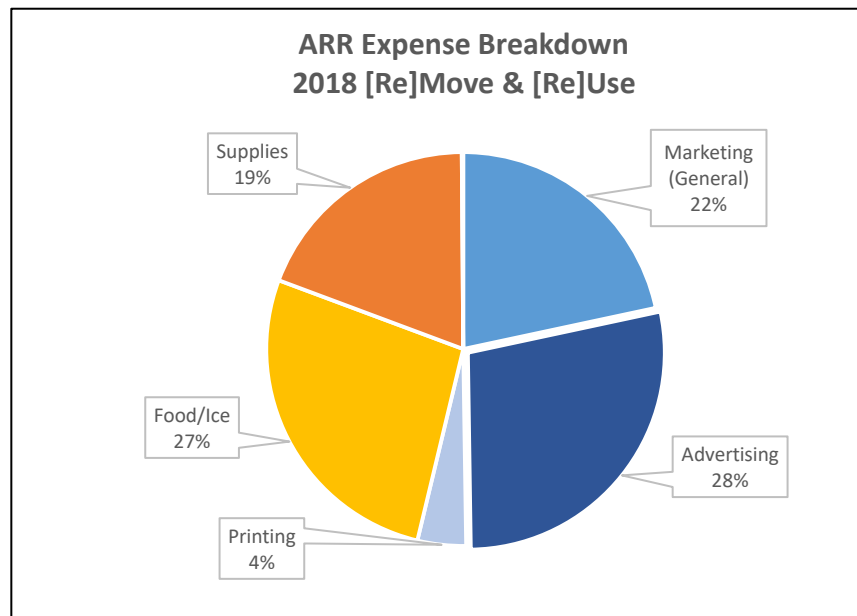


Figure 6. [Re]Move & [Re]Use 2018 Budget Breakdown for ARR

MARKETING

Marketing began in May, directing people to the project website, moveoutatx.org, which included reuse resources such as an external online reuse directory, AustinReuseDirectory.org. Property managers were given physical and digital flyers and posters to distribute to tenants two weeks prior to the event. Students were also targeted through various student organization groups and newsletters. Outreach efforts increased as the event neared and included:

- Paid Facebook content
- Pre-written content and graphics distributed to 37 promotional partners to share on their media channels
- TV interviews
- You-Tube video and advertisement
- SEO
- Memes
- Posters in distributed and hung in local businesses and eateries
- Tabling the week prior to the event
- Distributing flyers on foot during the event

Goals: Encourage all students living in West Campus to bring reusable items to drop-off stations at the end of July and/or to use provided resources to find outlets to reuse items before moving out.

Target audience: 19 to 21-year-old college students living in 78705 zip code. This included students (lessees) living in single-family houses and landlords (ARR customers), multifamily property managers and multifamily student tenants. Parents of students living off-campus were also included in outreach, through limited outlets (i.e. Texas Parents Association, news coverage).

Marketing Objectives:

- Encourage student participation and to minimize unacceptable items brought to drop-off stations
- Create an online presence for the West Campus initiative
- Create partnerships with media outlets and property owners to promote goals
- Provide education to single family homes and multifamily residences in West Campus
- Inspire residents to assist with outreach and bring public awareness to the initiative

Marketing Strategies:

- Based on the evolving event logistics, marketing messages changed each month
- Encourage use of the Austin Reuse Directory
- Visit campus and West Campus to gauge student interest and promote the pilot
- Work with Working Group's Marketing & Outreach Committee to create appropriate messaging

TIMELINE

February

- Tabling at UT Housing Fair on campus
- Website launches (splash page with e-mail sign up form to receive updates)

May

- E-newsletter launches
- Reuse Directory promotion via promo partners

- Website live

June

- Monthly e-newsletter distributed
- Reuse Directory promotion through promotional partners
- KVUE interview (local CBS affiliate)
- Shades of Green radio show interview
- Filming for YouTube ad

July

- Advertising
 - Radio buys for Reuse Directory promotion (redirect to moveoutatx.org) and calls for volunteers
 - Facebook and Instagram ads
 - Banner placement in UT Buy/Sell/Trade/Free Facebook group
 - Placement in several slideshows in various UT buildings
 - SEO/GoogleAd Words
 - Geotargeted YouTube Ads
- 3 tabling events on/around campus week prior to event
- Flyer distribution to local businesses and West Campus property managers after the Open House Meeting on July 12. Businesses geographically divided the West Campus area into [10 groups](#)
- Press advisory on July 25
- Press conference on July 27 at 10 a.m.

MESSAGING

The Design & Marketing Committee and ARR staff created monthly content, including tweets, Facebook posts, e-newsletter content and graphics. A new batch of content was distributed to 33 promotional partners at the beginning of each month, beginning in May and running through the end of July. With each batch of monthly written content, ARR also developed social media graphics based on ideas from the Marketing & Design Committee. Graphics and content were sent to promotional partners to disseminate on their social media platforms and outreach outlets.

The message was slightly different each month. Since details of the pilot program were not finalized until mid-June, during May and early June, messaging focused on promoting the City's new Reuse Directory, which allows users to search by item type and collection preference (pickup or drop-off) for unwanted, gently used items. All social media content included a link to the pilot project website (moveoutatx.org) to raise awareness about the initiative. From moveoutatx.org, a banner on the homepage helped redirect visitors to austinreusedirectory.com, in hopes of providing resources to students moving out before the end of July. From mid-June through the end of July, messaging focused on relaying details about the drop-off station pilot. See Appendix: [Social Media Content](#) for examples of social media messaging.

For each month, the Design committee curated messaging targeting five different personas, identified through an Austin Resource Recovery research study on Austinites' recycling habits. The research identified five audiences: The Analyst, the Lone Recycler, the Well-Intentioned, the Enthusiast, and Under Pressure. For each persona, the research team created guidelines on what each needs to be a successful recycler.

While moving out and deciding what to do with items is not the same as recycling, it does follow some of the same principles. Thus, each month messages were created for each of these persona types. Each promotional partner was assigned two personas that seemed to align best with their audience.

- **The Lone Recycler** recycles but fights an uphill battle since everyone around them does not. They needs a support system.
- **Under Pressure** experience financial pressures, along with time and energy constraints.
- **The Analyst** does not recycle at home, but will recycle if (1) social pressure is applied and a clear system is present, or (2) if they are convinced by the personal impact, environmental impact, or impact on Austin.
- **The Well-Intentioned** does not recycle at their full potential due to gaps in knowledge and systems. They are not motivated by visions of a better future and goals of fitting into a progressive society.
- **The Enthusiast** consider themselves good stewards of the environment, recycles often, and has high potential to teach and inspire others to recycle.

Though the goal was to test the effectiveness of different personas, at this time the only completed analysis looks at the Facebook ad campaign run during July.

ADVERTISING

ARR spent approximately \$1,400 towards advertising, including Facebook A/B testing, paid banner space in a Facebook group, targeted YouTube ads, spots on a local radio station and a banner on the Austin Reuse Directory.

FACEBOOK CAMPAIGNS

From July 6 to July 10, ARR ran an initial split test creative campaign testing copy write and images. The ads targeted Austin (78705, 78751), age 18 – 30, with traffic as the optimization goal. Each campaign tested one message, targeting a specific recycling persona, on five different images (listed to the right in order from top to bottom: Drake meme, caption, logo, juxtaposition ad, cartoon couch). The Analyst campaign did not run because the text was flagged as ‘political’ in nature by Facebook. All ads were linked to moveoutatx.org.

Messages tested in the Facebook campaign for each persona are below:

- **Well-Intentioned:** Make sure your old couch finds a new home. Bring gently used furniture, clothes, cleaning supplies and more to your nearest West Camus drop-off station between 7/27 and 8/1. Details at MoveOutATX.org. #moveoutatx #westcampus #westcampushero
- **Under Pressure:** Moving out doesn’t have to be stressful this year! Bring gently used items to your nearest West Campus drop off station 7/27- 8/1 and be rewarded with tasty treats! Find locations and hours at moveoutatx.org. #moveoutatx #westcampus #westcampushero
- **Lone Recycler:** Live in West Campus? Support your community and the environment! Bring gently used clothing, furniture & other items to a convenient drop-off station 7/27- 8/1 to keep stuff out of the landfill. Visit moveoutatx.org for details. #moveoutatx #westcampus #westcampushero



- **Enthusiast:** West Campus or Waste Campus? You decide! [Re]Move & [Re]Use will be accepting gently used items in West Campus from July 27 to Aug. 1. Learn more at MoveOutATX.org. #moveoutatx #westcampus #westcampushero
- **The Analyst (did not run):** If 2,000 students in West Campus each donated 30 lbs. of gently used stuff during move-out, we could prevent the weight of 5 elephants filling up landfill. Give stuff a 2nd life + score free discounts in WC between 7/27 & 8/1. More at moveoutatx.org. #moveoutatx #westcampus #westcampushero



Overall, the Well-Intentioned messaging had the most impressions, followed by the Lone Recycler. The Under Pressure messaging received the most link clicks, followed by the Lone Recycler messaging (see Figure 8). The cartoon couch received the highest number of overall impressions but did not yield the highest number of link clicks (Figures 9 and 10). The Drake meme yielded both the highest number of link clicks and the highest click conversion ratio.

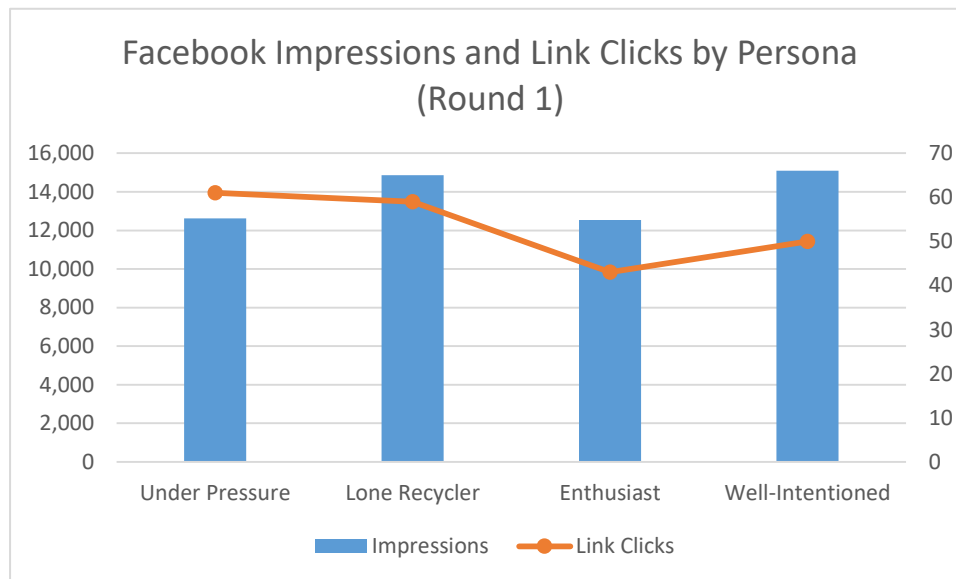


Figure 8. Impressions and Link Clicks by Persona (round 1 Facebook campaign)

Based on a quick review using Facebook analytics, staff ran a second round using the most successful ads. This second round ran from July 13 to July 17, testing two additional split tests using the same target audience as the week prior, Austin (78705), Austin (78751), age 18 – 30. At this time, the video was completed and available to test. The first test used Under Pressure messaging (from round one) in the juxtaposition ad versus the video, and the second test used Lone Recycler messaging with the Drake meme versus the video. The Under Pressure juxtaposition ad received nearly double the impressions of its comparative video– in addition to receiving the most impressions of all four ads. However, in this set, the video yielded a higher link conversion rate. In the Lone Recycler test, the Drake meme received more impressions and link clicks than the comparative video, however the video yielded a higher conversion rate. It should be noted all link conversion rates were low – under 1%.

The most successful ads were used in a third and final Facebook campaign, from July 18 through the end of the event on August 1. The Lone Recycler messaging supported the Drake meme and video, but at a higher budget. A second

campaign used the Under Pressure juxtaposition ad, but with a different optimization goal, in an attempt to attract a different audience – post engagement. The video was the third campaign with no accompanying text and an optimization goal of ten second video views.

The video views yielded the most successful cost per result of all the Facebook ads run, at a cost of \$0.02 per view, compared to \$1.47 on average for all other ads tested.

Of the eleven West Campus-related campaigns analyzed, total audience reach was 24,528 people, with an “impressed” crowd of 132,282. It is possible that the audience reach was much smaller, if the same people saw the same advertisements.

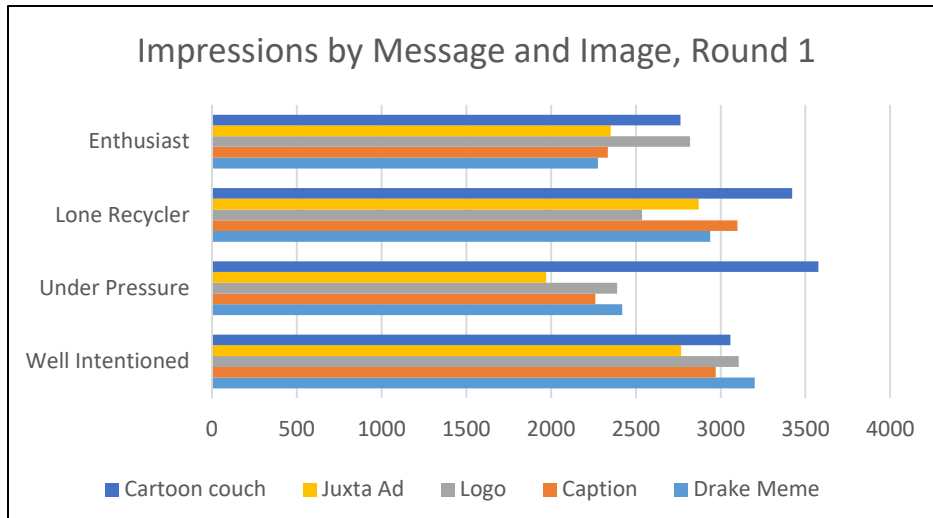


Figure 9. Impressions by Message and Image Type (round 1 Facebook campaign)

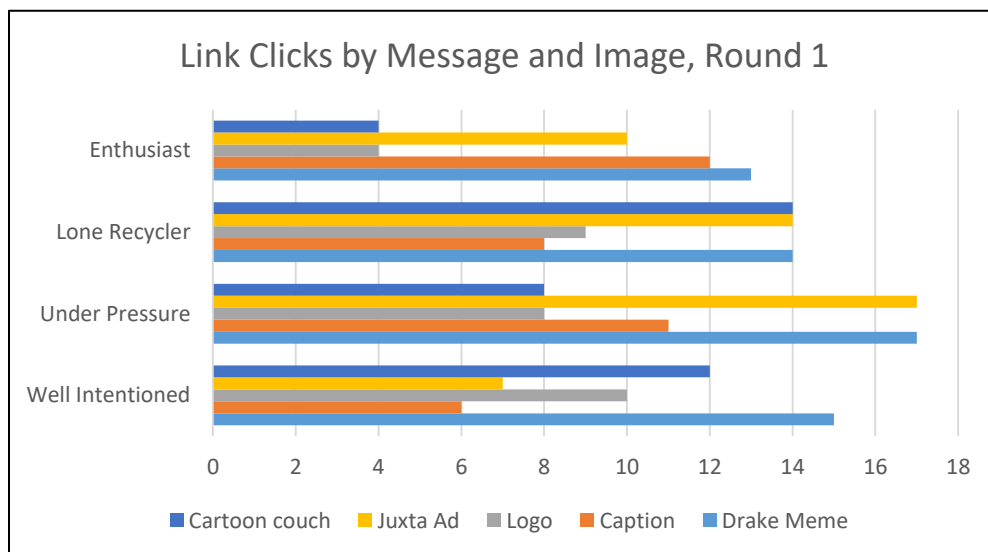


Figure 10. Link Clicks by Persona and Image Type (round 1 Facebook campaign)

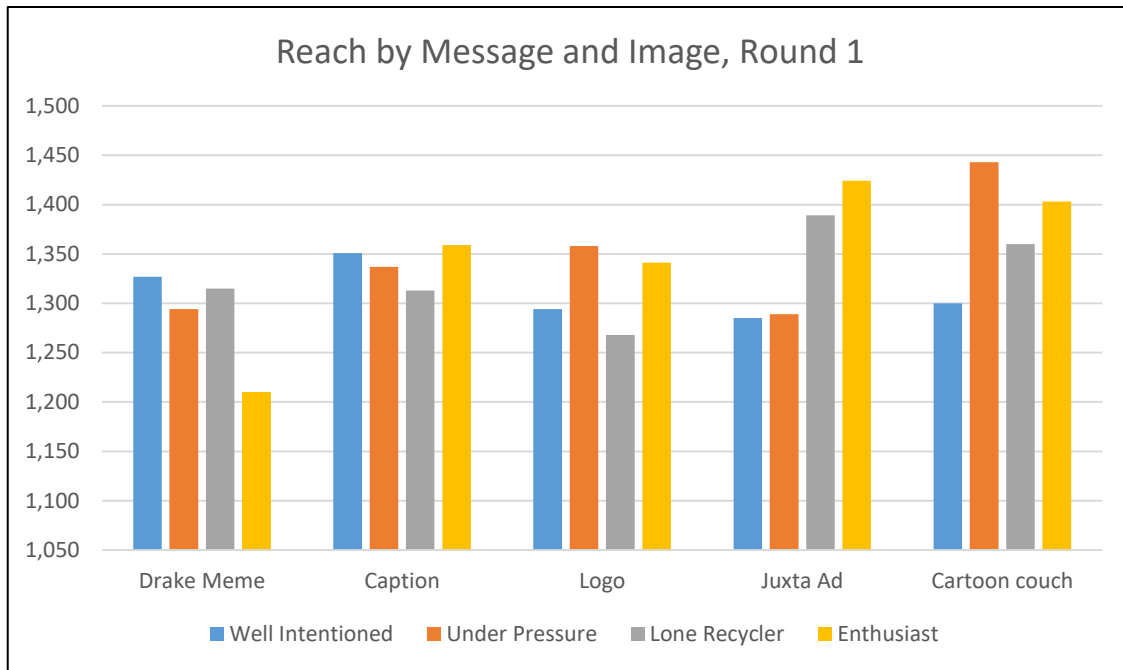


Figure 11. Reach by Persona and Image Type (round 1 Facebook campaign)

FACEBOOK GROUP

ARR paid to host an image on the UT Buy/Sell/Trade/Free Facebook group from July 13 through August 1. The group is closed to UT staff and students, but on average has over 18,000 active monthly members. During the time the banner was live, there were 20,146 active members in the group, about half of the group’s membership. There were over 3,881 posts on the page during this time and over 6,500 comments. A participating partner posted in the group and boosted the post each day to keep it at the top. Typically, promotion of events or anything non-related to the trading of items is screened and removed by the group moderator. It is unknown how many members saw the ‘boosted’ post at the top of the group but seems likely they viewed the banner at the top of the page.



Banner used for UT Buy/Sell/Trade private Facebook group, July 2018.

PROMO PARTNERS

Promotional Partners consisted of groups, organizations, or businesses that agreed to distribute pre-written content at least twice during May and June and weekly during July. Content was created by the Design & Marketing Committee and approved by ARR. The Outreach & Education Committee helped secure promotional partners and each committee member served as a liaison for at least one partner and was responsible for distributing the appropriate content at the beginning of each month. Promo Partners were asked to send a summary email at the end of May, June and July with links or screenshots of posted content, however, few completed this request. In return, Promo Partners were featured on the project website.

Advertised benefits of being a promotional partner included:

- Help clean up West Campus during move-out
- Receive recognition on website.
- It's easy! We provide you with sample content and artwork via email each month, you distribute.
- Help us support local reuse organizations.
- Help Austin move closer to its Zero Waste goal.

Limitations: Staff did not closely monitor how many times each organization was posting per month or check to see they were meeting the minimum requested posts. Post-move-out analysis showed that most Promo Partners did meet the minimum content. Most of the Promo Partner's target audience was broader than just students.

List of 2018 Promotional Partners:

Arms of Hope	Keep Austin Beautiful
American Campus Communities	Keep Texas Beautiful
Austin Apartment Association	Lifeworks
Austin Creative Reuse	Pioneer Real Estate Services
Austin Code	Property Management of Texas
Austin EcoNetwork	Salvation Army Family Stores
Austin Technology Incubator	Street Youth Ministry
Austin Materials Marketplace	State of Texas Alliance for Recycling
Austin Private Dorm Association	Texas Parents Association
Austin Resource Recovery	Travis County
Central Texas Food Bank	University Area Partners
College Houses Cooperative	University Co-Op
Friends of Heritage Neighborhood	UT Austin, Campus Environmental Center
Goodwill Central Texas	UT Austin, Longhorn Center for Community Engagement
Hardin House	UT Austin, Office of Sustainability
Heritage Neighborhood Association	UT Austin, Student Government
Housing Scout	U.S. Business Council for Sustainable Development
JOSCO Products	West Campus Coalition

IMAGE ANALYSIS

Figure 12 analyzes social media image popularity during the month of July, as used by the Promo Partners. Each image was used a variable amount of times, so the results are standardized to show the average number of 'engagements' per image post. Engagements include likes, retweets or shares and comments. In order of most viewed, according to engagement: videos, the 'Waste Not, West Campus' image, and memes. The 'Other' category includes less frequently used images, such

as the Reuse Directory flyer, photographs taken onsite during the event, and the default website thumbnail logo. There are likely other factors that contribute to the visibility and engagement of the images, such as poster, date and time. Images associated with volunteer recruitment were not included in this analysis.

The biggest takeaway is that social media posts without an image were not as well received. During the 2018 pilot, nearly 22% of social media posts failed to include an image. Additionally, as was supported by the Facebook campaign data, videos are a good place to focus moving forward, as they averaged 58 engagements per post. In future years, Promo Partners should be reminded to include the provided images in their posts.

Fast Facts:

- UT Sustainability (@TexasSustainability) owned the post with the most engagements, the video posted on their Facebook.
- Total social media engagement (sum of all relevant posts) for recruiting volunteers was 79, and nine out of the twelve posts about volunteering came from a City of Austin account



Post on City of Austin Twitter account, 2019.

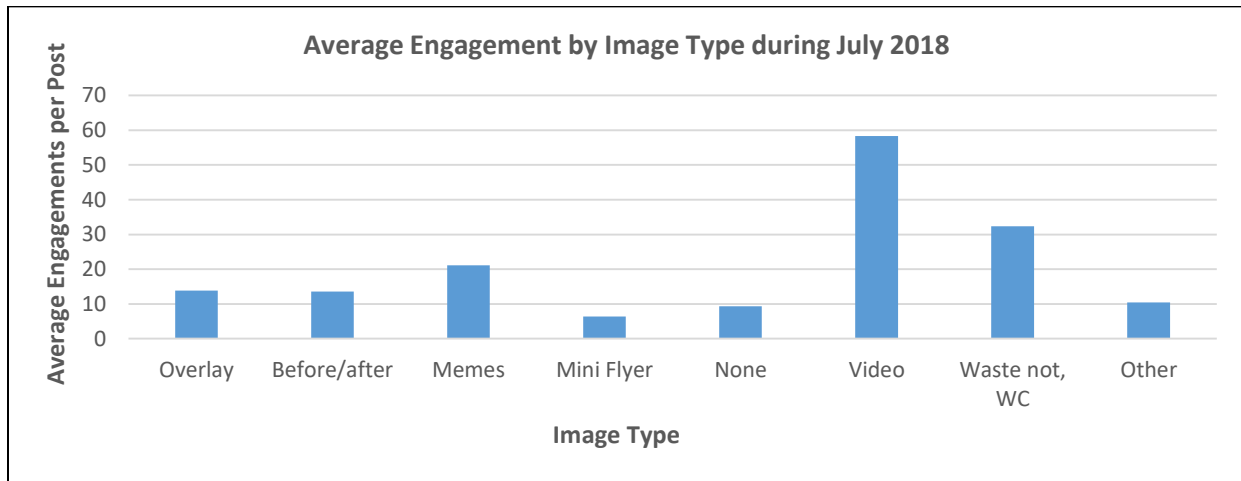


Figure 12. Average Engagement by Image Type Used in Social Media Posts by Promotional Partners, July 2018

SOCIAL MEDIA ANALYSIS

Posts made by Promo Partners and other individuals were identified through social media platform searches using key terms such as ‘West Campus,’ ‘West Campus Move-Out,’ ‘#moveoutatx,’ ‘moveoutatx.org,’ and ‘#westcampushero.’ Posts were inventoried and tracked in a Google spreadsheet. Engagement was calculated based on the combined total number of likes, comments, reposts, and/or views. The analysis only includes data visible to the public. Data from the back-end of the website was also used to understand which posts led to website hits.

In the analysis that follows, the most frequently used platforms were not necessarily the most effective platforms at generating website referrals. The four most common social media platforms used to promote the campaign (in order of

frequency) were: Facebook, Twitter, Instagram, and e-newsletters.⁴ Figure 13 shows the frequency of posts by platform across each week of the campaign. One key trend is the dip in content for late May/early June. All social platforms lacked posts during this time. Social media was utilized most heavily in July leading up to the event, led by Facebook and Twitter posts.

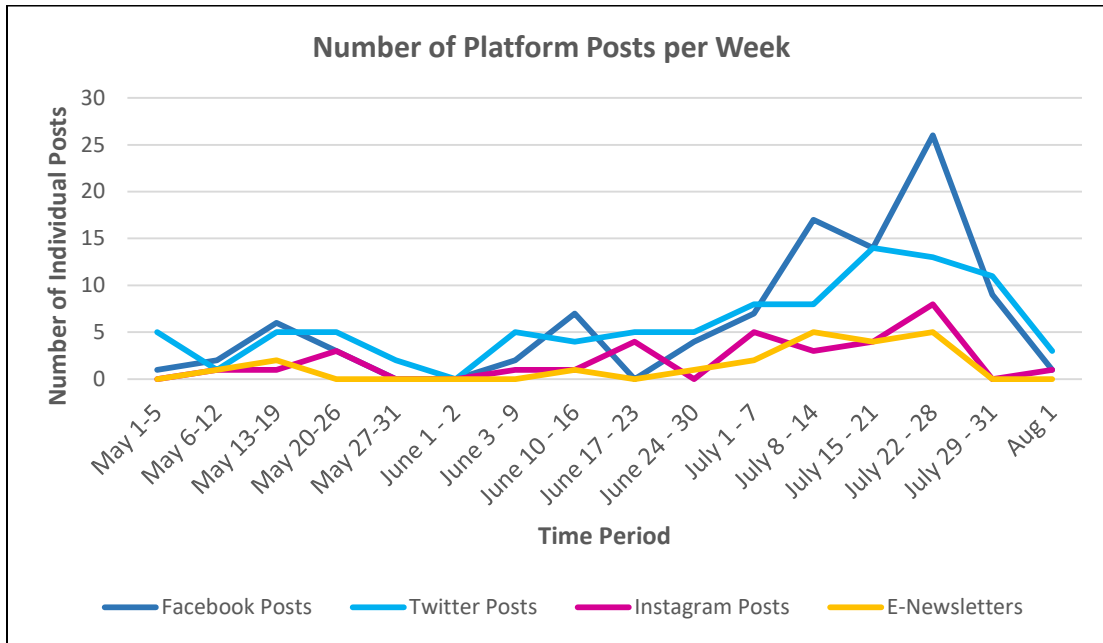


Figure 13. Number of weekly social media posts by platform from May 1 to Aug. 1, 2018

As shown in Figure 14, Facebook and e-mail/e-newsletter generated the highest yield at 10.6 and 8.1 referrals per post respectively. A similar trend exists when evaluating platform yield for the month of July only. While the yield of referrals for each platform increased, Facebook posts and e-mail remained the most efficient social media methods.

Noteworthy is that any Instagram referrals charted are from paid promotional content only. Regular posts cannot include embedded links, so any traffic generated by Instagram will be hidden within the ‘direct views’ category of this document’s first graph. When the paid content ads were running, the Instagram yield did increase from 1.9 to 2.9 referrals per post. Therefore, while the yield analysis would suggest that future campaigns should concentrate primarily on Facebook and Email, Instagram should not be counted out as its specific effects on webpage referrals are still unknown.

Fast Facts

- UT Office of Sustainability was responsible for posts that generated 25% of total social media traffic to the webpage. Facebook and Twitter were their most successful platforms for posting. Other UT entities, including the University Co-Op, Student Government, and UT Resource Recovery, generated another 15% of our social media engagement. The most engaged-with platform for these groups was Instagram.
- Combined City of Austin entities (excluding ARR specific posts) were responsible for over 25% of total media engagement. The most engaged-with posts occurred on Facebook.

⁴ Though e-newsletters and e-mails may not always be considered as social media platforms, all email-related communications were included in the social media category for this analysis.

- ARR had only one post listed on the media summary; all others were completed in partnership with other organizations such as STAR, COA, or UT CEC. The single post was related to recruiting volunteers, so it was not included in this analysis.

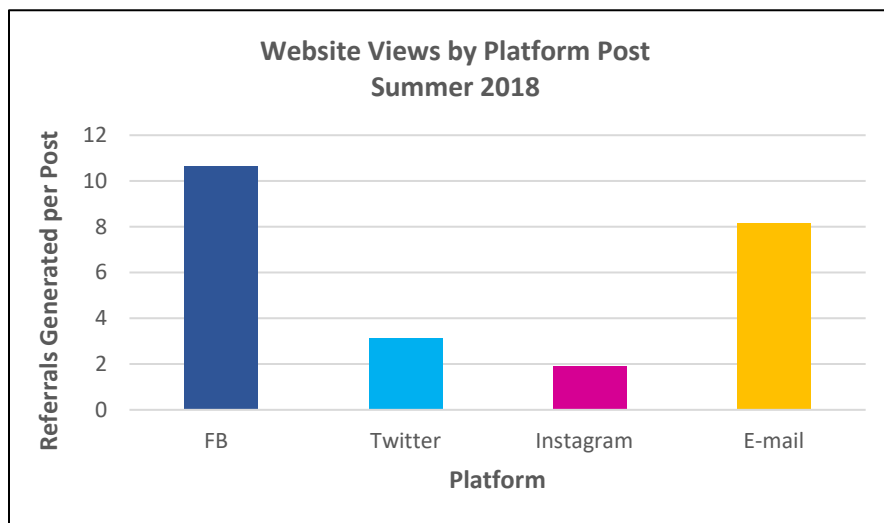


Figure 14. Average website referrals by social media platform type, summer 2018.

WEBSITE

Moveoutatx.org was the driving force of all information related to the project. The domain name was selected by the working group, and ARR purchased the domain name on SquareSpace. The website was created in February and used at early tabling efforts, to drive people to the splash page and enlist newsletter sign-ups. The splash page was removed in late April.

Marketing efforts were not strong enough during May and June, and thus the target goal was not met. June was the largest pitfall, dipping below the number of May visitors and not even reaching half of the target goal. As expected and desired, the month of July saw the most website visits, primarily the week of the event – garnering over five times the desired number of visitors. See Table 6.

According to the website analytics, visitors were most likely to access the website by typing the URL into their internet browser, likely because of word of mouth communication or seeing the URL on flyers (Figure 15). This likely implies that people were seeing the link posted on flyers, seeing posts on Instagram (which does not enable a click-thru), or hearing about it on the radio. Nearly one third of website traffic came through referrals, such as links in social media posts. Social media referrals include users who followed a link or post from one of the following platforms: Facebook, Instagram, Twitter, Reddit, Meetup, YouTube, Linked-In, Facebook, NextDoor, MailChimp, Outlook, Gmail or other email platforms. ‘Other Webpage Referrals’ were any of the remaining categories, including Google Ads, Google searches, and referrals from partnering websites such as Austin EcoNetwork, among others.

Month	Target Goal	Unique Visitors	Unique Visitors (running total)
May 1-31, 2018	750	601	601
June 1-30, 2018	1,000	493	1,094
July 1-31, 2018	3,000	15,597	16,691
August 1-18, 2018	n/a	602	17,293

Table 6. Total monthly website visits to moveoutatx.org.

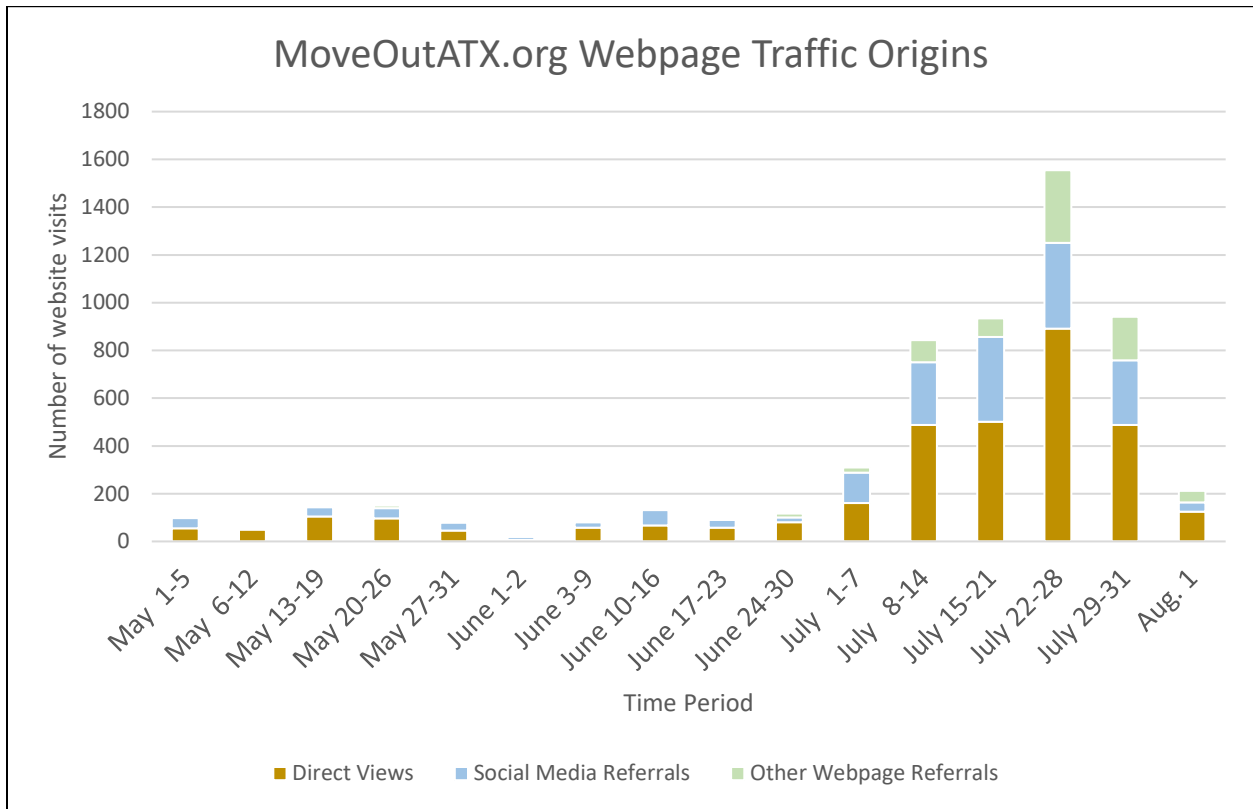


Figure 15. Traffic origin to website from May 1 to Aug. 1, 2018. Data reflects number of visits to site, not unique visitors.

TABLING OUTREACH

The Outreach & Education Committee helped organize three tabling opportunities in the week leading up to the drop-off stations at three distinct locations: on-campus, on the main drag outside the University Co-Op (university gift shop and bookstore), and on the corner of a multifamily property near a popular eatery. Staff from two Key Partners staffed the table during the lunchtime hour, with mixed success. These efforts resulted in 50 full-length impressions (longer than 2 minutes). Table 7 provides a summary of these direct outreach efforts.

Location	Date	Interactions
On Campus	July 18, 2018	27
University Co-Op	July 19, 2018	15
Hardin House	July 20, 2-19	10

Table 7. Summary of tabling outreach

Challenges and Limitations:

- Temperatures ranging from 100-105 throughout the week
- On Campus: Table was next to the new student conference ID sign up, yielding more incoming (freshman) students
- University Co-Op: More incoming students went to the facility than returning students.
- Hardin House: During the hour assigned, cheerleaders were leaving the dwelling. Five buses came to pick them up, held up traffic, and forced many students to take an alternative route.

Proposed Improvements:

- Partner with multifamily complexes for tabling opportunities – directly communicate with the end-users

- Table on-campus by the library or another highly-trafficked area for students that are in summer school (away from any incoming student activities)
- Partner with a local business to give a small perk for visiting the table.
- Table at a local coffee shop or restaurant where students study, rather than at the University Co-Op, whose primary audience is new students during the summer.
- Consider tabling the week of the event – opportunity for volunteers
- Create material to use during tabling highlighting the success and impacts of the 2018 pilot project.

REFLECTION

AREAS OF SUCCESS

- Facebook Live metrics during July 27 press conference (5,182 reached, 1,016 engagements)
- Website hits in month of July (over 15,500)
- Participating individuals heard about the initiative through a variety of platforms
- Pre-written content for promotional partners made it easy for committee members to distribute information
- The list of accepted items appeared effective, as reuse organizations did not encounter many instances of receiving unaccepted items.

IMPROVEMENT AREAS

- Property managers provided feedback stating they would have liked promotional content to begin sooner.
- Start approval process earlier with University of Texas, in early January, so there is time to get buy-in from the University as a whole, rather than individual departments.
- Recruit more UT student groups and property management companies as Promo Partners
- Secure incentives from businesses earlier, so businesses can advertise earlier and participate as Promo Partners
- YouTube – original plan was to run a geotargeted 15 second ad, where the viewer must watch the first five seconds, for the last two weeks of July. There were some difficulties getting the video live. Begin the process earlier.
- Delivered about 300 flyers to a local pizza shop, who agreed to distribute flyers the week of July 16 & 23 with info about pilot. Unsure if they were delivered.



Toiletries, cleaning and art supplies donated at Croix Condos, July 2018.

IDEAS THAT WERE NOT PURSUED, BUT SHOULD BE CONSIDERED IN FUTURE

- Sidewalk chalk art
- Geographically coded ads or perks for ridesharing companies or dockless transportation
- UT bus system or Cap Metro advertisements
- Geocoded Snapchat filter
- Advertisements on music applications, such as Spotify

RESULTS & IMPACTS

City staff received overwhelming appreciation from reuse organizations, key partners, property managers and participating students regarding the pilot project. The event gave hundreds of interested students and volunteers a convenient outlet to divert material, and many students made multiple drop-offs. When students were asked how they would have handled their material sans drop-off stations, the majority responded they would have thrown the material away. Though there are several areas for improvement, feedback shows that the pilot project exceeded expectations.

DROP-OFF STATION OVERVIEW

- Total number of drop-offs: 766
- Community volunteers: 70
- Community volunteer hours: 311 hours
- Number of committee meetings: 24
- Businesses providing perks: 23
- Estimated business incentives redeemed: unknown

The first and last day of the event (Friday, July 27 and Wednesday, Aug. 1) were the slowest. Saturday, July 28 through Monday, July 30 saw a daily average of 56 drop-offs per station, with the most drop-offs on Monday July 30, a total of 183.

Data Limitations

- Total number of drop-offs were counted by volunteers and ARR staff drop-off coordinators, which often changed. Some counted individual drop-offs (even for repeat visitors) and some counted the number of individuals dropping off. We believe the various methods of counting balanced each other out.
- Not all reuse organizations were equipped to accept the same type and quantity of material. Reuse organizations had the option to sign-up to work as many days and/or locations as slots were available.
- Reuse organizations did not track the same metrics and report in the same way. Staff extrapolated and estimated some of the data based on similar information.

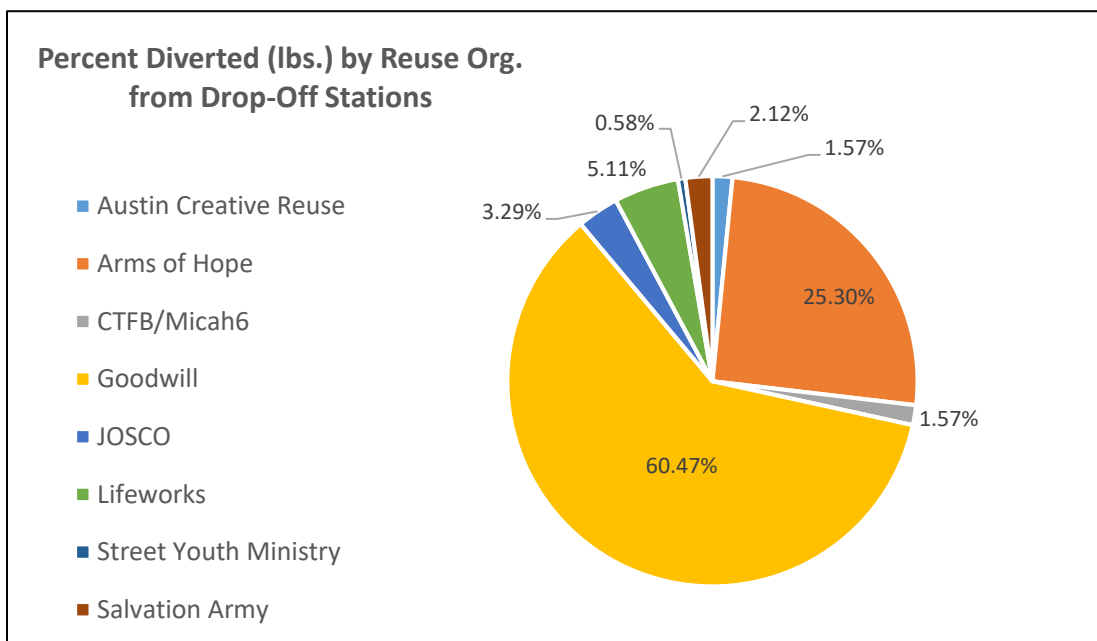


Figure 16. Percentage of weight diverted (lbs.) by each reuse organization from the drop-off station pilot, 2018.

IMPACTS

ECONOMIC IMPACTS

Estimated economic value of material to reuse organizations was not provided by all. Staff extrapolated an average to calculate totals for those that did not report certain pieces of data.

- Drop-off stations' estimated economic value of material to reuse orgs: \$63,379.36
- Additional efforts' estimated economic value of material to reuse orgs: \$73,085.59

Property Manager Savings (calculated from five property portfolios that responded to City staff requests for data)

- Estimated savings for 2018 move-out: \$18,479.87
- Estimated savings for 2019 move-out (mattresses): \$17,000

Total estimated impact from 2018 material value and property manager savings = \$154,944.82

ENVIRONMENTAL IMPACTS

- Diversion Impacts – See Table 8 and Figure 17
- Carbon emissions avoided equivalent to carbon sequestered by 42.84 acres of U.S. forests storing carbon for a year*
- 36.42 MT of CO₂E savings, equivalent to the annual greenhouse gas emissions from removing 7.8 passenger vehicles from the road for one year or the annual greenhouse gas emissions from 89,253.1 miles driven by the average passenger car (approximately 25 round trips between Austin and New York City)*

**Data provided by DonateNYC program through NYC's Reuse Impact Calculator. Only includes diversion from drop-off stations and mattress sanitization pilots.*

	Weight Diverted (lbs.)	Volume Diverted (cubic yards)	Value of Material (\$)
Drop-Off Stations	48,536.45	305.83	\$ 63,379.36
Collection Containers	52,751.00	266.66	\$ 65,938.75
Mattress Sanitization	3,200.00	42.11	\$ 4,250.00
Doorstep Collection	1,353.00	4.04	\$ 1,628.51
Move-In	18,219.00	186.27	\$ 1,268.33
	124,059.45	804.91	\$ 136,464.95

Table 8. Diversion impacts by [Re]Move & [Re]Use initiative

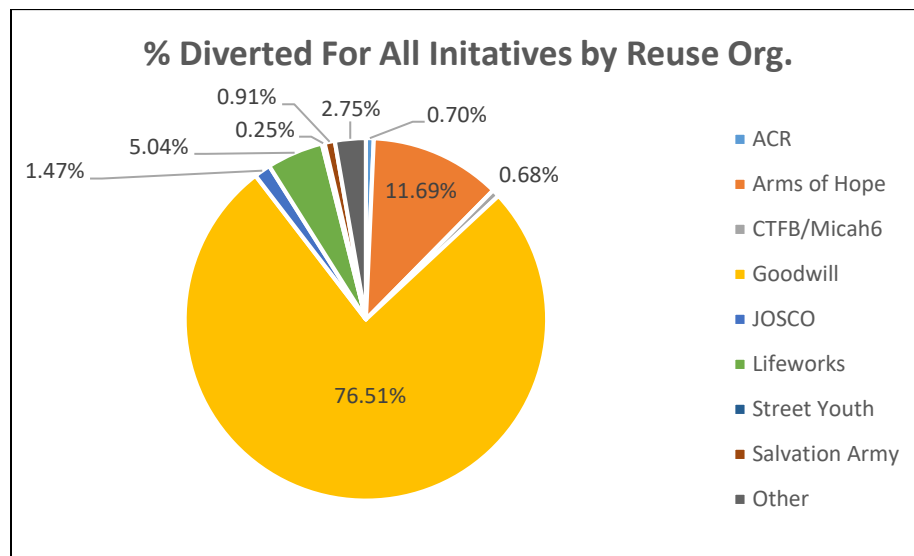


Figure 17. Percentage of weight diverted (lbs.) by each reuse organization for all summer 2018 initiatives.

SOCIAL IMPACTS

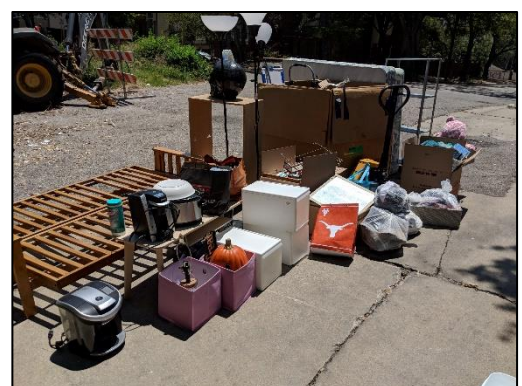
- Profits from sold material enough to employ 2 entry-level employees at a reuse organization, and provide 23 hours of employee training
- 225 under-served Austin citizens directly benefited by material (mattresses, food, toiletries, cleaning supplies)
- Reusable items resold at discounted prices
- Educational awareness and promotion of reuse organizations
- Profits sold from material supported missions of organizations, including over \$3,000 contribution to a charity serving at-risk children and single-family mothers



Before and after pictures at College Houses, May & Aug. 2018

During the June reuse organization meeting, each representative stated their goal for participating in the pilot project. Additional successes for the reuse organizations included, brand awareness of each organization, networking opportunities, and quality of items received. Below is a summary of each organization's initial goals, the majority of which were met:

- *Arms of Hope/Texas Thrift*: Participation; no weight goal – **Met**
- *Central Texas Food Bank*: Participation; receive 1000 lbs. of food – **Nearly Met**
- *Goodwill of Central Texas*: For pilot to be as successful as possible; match or exceed amount of material received from American Campus Community pilot in 2017 (25 tons) – **Met, collected 25 tons through drop-off stations**
- *JOSCO Products*: Participate and help follow reuse hierarchy by accepting stained/torn/scrap textiles – **Met**
- *Salvation Army*: Help support smaller organizations – **Met**
- *Street Youth Ministry, Austin Creative Reuse*: did not state goal



Material received in first hour of drop-off station pilot at Poplar, July 27, 2018.

MEASURES OF SUCCESS

- Reuse organizations reported **weight and volume of material diverted**, but not in a standardized format.
 - **Future Improvements:** Ensure each organization understands the desired data and format. Alternatively, request volunteers take light inventory as items are dropped off (e.g. counting large furniture pieces).
- **Property management cost savings** were difficult to collect, and though staff made calls and in-person visits in September, only five companies provided data. However, these properties experienced over \$15,000 in savings.
- Data from summer 2018 **ARR routes** was not comparable to previous years, as operations significantly increased their presence in the West Campus area throughout the summer. Thus, this measure could not be calculated.
- **Code Service Requests** are complaints filed by citizens by calling 3-1-1 or using the new mobile app. 3-1-1 continues to promote their mobile app, and the adoption of the app may lead to increased complaints logged by citizens. Solely based on the number of complaints on waste related issues, it is difficult to tell whether there are more issues in West Campus or if citizens are choosing to report more often. The CSRs in the 78705 zip code decreased during the event time period (May to July) from 2017 to 2018 by 70% (see Figure 18). Complaints in July 2018 were more than 60% lower than in 2016 and 2017. It is unclear why the number of waste-related CSRs filed in August 2018 skyrocketed, however, staff is working with Code to better understand the data.

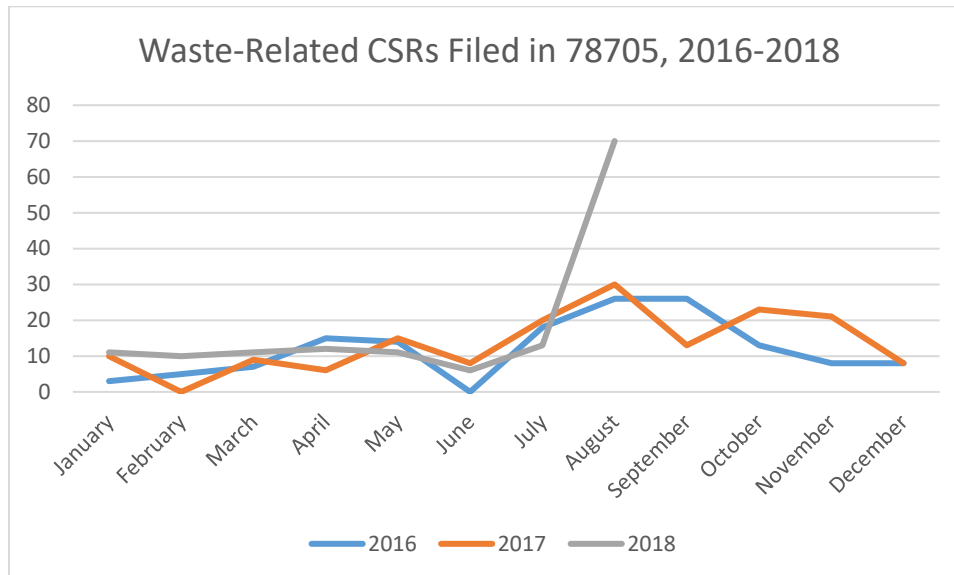


Figure 18. Waste-Related Citizen Complaints filed in 78705 zip code between 2016 and 2018.

QUALITATIVE SUCCESSES

The successes listed below are aggregated comments received from post-event surveys from reuse organizations and volunteers, as well as the debrief sessions held with city staff, reuse organizations, participating property managers and key partners.

COMMUNITY

The community-driven process succeeded in recruiting a wide array and substantial number of participating entities. Participants had the opportunity to directly influence the pilot project creation and implementation, and network with other participating entities during the process. Three main themes arose from comments:

- **Community Involvement:** Community approach; effort to keep everyone involved through the entire process; splitting into committees presented opportunity for interested individuals to take ownership of project elements.

- **Partnerships and Relationship Building:** Opportunities to network and identify potential ongoing connections between organizations. For example, Arms of Hope expressed interest in partnering with Lifeworks to divert mattresses receive in good condition but are currently landfilling. Additionally, City staff worked interdepartmentally and with key partners to share resources for the event – encouraging reduced resource consumption, while also minimizing expenditures – including, a-frames, extension cords, cones, coolers, lamination machine, fans, caution tape, safety vests, tents, etc.
 - UT departments – Athletics, Sustainability, Dining/Housing
 - City departments – Austin Public Health, Convention Center, Code, ARR, ATD
 - KAB, STAR
- **Cooperation:** Organizations that are normally competitors came together and worked together towards a common goal. For example, JOSCO Products took textiles of low value from Goodwill. Without the pilot, these same textiles would likely have cycled through Goodwill’s operation to an out-of-town downstream recycler before arriving at JOSCO.

LOGISTICS

Overall, feedback conveyed a sense of gratitude for the project concept and for City staff’s ability to collaborate with outside entities to create a detail-oriented plan from inception to implementation, leading to a well-organized event. Reuse organizations and community members commended staff on preparation for the unknown and detailed planning. The majority feedback received was positive.

- **City Staff:** Participants were both impressed and grateful for the City’s commitment and follow-through from start to finish.
- **Convenience:** Students mentioned they liked the multiple drop-off locations. When students were asked what they would have done otherwise, most said would have thrown the items away.
- **Drop-off Locations:** Unanticipated onsite storage during the event made set-up and tear-down each day quicker and smoother. See [Locations](#) for more information.
- **Marketing & Communication:** See [Marketing Reflection](#).
- **Planning Committees:** Ties back into community, but generally, participants enjoyed the option to choose from multiple planning committees, to pick their favorite. Participants had fun being on the committees and thought the weekly phone calls in July were a great way to stay on the same page. Though there were many committee meetings, some believed the amount led to successful outcomes because it kept the members engaged.
- **Safety:** Thorough pre-planning of the event and preparation for unforeseen circumstances (e.g. traffic flow, heavy lifting and personal protective equipment) resulted in zero safety incidents. Participants did not experience any traffic flow issues, due to planning and/or lengthy time slots to drop-off items.
- **Volunteers & Staffing:** Locations were well-staffed for volume of material received.

LESSONS LEARNED

Visual observations supported that most if not all of the large furniture pieces, still in decent condition were diverted from the landfill, other visual observations suggest that a lot of small reusable items were tossed into the dumpsters.). Additionally, more mattresses were discarded in the area, than anticipated. There were also some communication mishaps that led to rejected items and less than ideal data reporting metrics.

REUSE ORGANIZATIONS

- **Communication:** In one instance a reuse organization turned away material on three occasions that was advertised as accepted, which led to angry customers.

- **Data Tracking:** City staff did not present the chart of how material should be tracked and reported by reuse orgs. In hindsight, with this set-up and the number of volunteers, volunteers could have counted and categorized and weighed most material as it was dropped off. Additionally, though Drop-Off Coordinators were expected to complete a questionnaire at the end of their shift, not all DOCs were aware of this expectation, so some information was incomplete.
- **Data Reporting:** Follow-up data reporting and survey responses took longer to receive than anticipated.



Example of piled mattresses near a dumpster, July 28, 2018.

LOGISTICS

- **City Staff:** Staff did not communicate clear enough with the three specialty organizations on the first evening, when material needed to be collected, which resulted in them waiting around for almost an hour
- **Convenience:** Students’ point of disposal is most commonly at dumpsters in the alleyway or chutes inside the building. None of the drop-off stations were immediately adjacent to the trash and recycling area. In one instance, staff was passing by the dumpster at Poplar & San Gabriel, about 50 paces from a drop-off station, and witnessed a tenant throwing away a bathroom trash can and cleaning supplies. Additionally, some students wanted assistance physically moving items – some organizations were able to assist, while others were not.
- **Illegal dumping:** Still an issue in parts of West Campus, especially areas further away from a drop-off station.
- **Locations:** See [Locations](#) for more information.
- **Marketing & Communication:** Signage lacked vibrancy which made it difficult to spot; difficult to put metal frame stake signs into ground. Most students didn’t know about the incentives prior to arriving at the station items. Seemed to be some knowledge gaps among multifamily property managers, stating they did not know about the event early enough. See [Marketing Reflection](#).
- **Planning Committees:** Some participants were unhappy that not all committee members pulled their weight evenly. Some expressed the need for clearer planning and committee structures.

OUTSIDE INITIATIVES

Stuff the Truck: St. Austin’s Catholic Church & St. Vincent de Paul – July 28 and July 29, 2018

When? Saturday, July 28 from 12-6:30 p.m. & Sunday, July 29 from 7 am-7 pm

Why? The Vincentian Family Center encouraged all St. Vincent de Paul chapters to host a truck in their parishes. The event organizer, Huddy Murray, chose the dates after speaking to her college-aged son, who lived on West Campus for three years. He told her most leases expire at the end of July, so it was the best opportunity to collect items. After scheduling the truck, Huddy heard about [Re]Move & [Re]Use from St. Austin staff.

How? St. Vincent de Paul parked a box truck at St. Austin’s, and staffed the truck during specified hours, accepting textiles, shoes and household items. Nearly all donations came from parishioners, despite handing out fliers in West Campus and posting on campus. The busiest drop-off times were before and after masses.

Diversion Impacts? One full 16-foot box truck, estimated volume 29.6 cubic yards.

LOOKING AHEAD: 2019

ARR staff recommends continuing the program to build upon diversion and community-building impacts of the pilot year. Staff considered the first year's successes and lessons learned, and created the following draft plan for 2019. We expect this plan to evolve over the next several months as we continue to engage with stakeholders.

2018 Reflections. While placing collection containers inside several properties in a demonstration project yielded successful results, not all complexes can accommodate such containers. Additionally, the first and last days of the drop-off pilot had the least activity, and participation was lowest each day in the morning. Students also mentioned that many of their peers had already moved out. As a result, we are planning to change the project structure for 2019 as follows:

- **March 2019:** Issuing a call to all reuse organizations for participation in May initiatives and the July program
- **Late April/Early May 2019:** Continuing to facilitate relationship-building between multifamily properties and reuse organizations for move-outs at the end of the spring semester (classes end May 10), and into the summer.
- **Late July 2019:** Operating one central drop-off station hub with several smaller collection points near dumpsters the last two weekends of July.

Late April/Early May 2019: Reuse organizations and property managers collaborate to implement property-specific efforts. We plan to expand diversion efforts to capture May move-out materials, including off-campus private dorms. Historically, few multifamily properties have partnered with reuse organizations to divert material during move-out. For consistent messaging and program continuity, reuse organizations should work together to collect the same comprehensive list of materials as last year (including specialty items, such as cleaning supplies, toiletries and craft items). Reuse organizations have suggested it would be difficult to make this collaborative effort function without a neutral facilitator.

Staff will compile a list of interested reuse organizations with contact information and provide the list to interested property managers. Property managers can work with desired reuse organization to implement property collection containers or a doorstep reuse collection program. For property collection, reuse organizations would place containers for accepted items at the property and switch them out when full. The doorstep collection program involves distributing a container to each unit and the tenant placing the container with small reusable items out on a specified day. Interested organizations should agree to move material to the correct place, to keep material out of the landfill, since not all reuse organizations accept the same items. This effort will test the success of providing resources to multifamily properties.

July 2019: Hub & spoke drop-off station model plus property-specific efforts. We plan to place 10' x 10' tents near roll-offs or alleyways of properties without common indoor space to capture material at the point of disposal. Two volunteers would be stationed under the tents and receive training on acceptable materials. Reuse organizations would collect material from the pop-up tents using their box trucks and bring material back to the drop-off station hub for light sorting. Furniture pieces would stay on the truck to reduce heavy lifting. Utilizing one location would still allow students with cars to bring material from areas further away and serve as a staging area for volunteer check-in. Participating reuse organizations would travel a designated route and collect items from gathering points at specified times.

Proposed operating dates:

- **Saturday, July 20 to Sunday, July 21, 12 p.m. to 7 p.m.**
- **Friday, July 27 to Sunday, July 29, 12 p.m. to 7 p.m.**
- **Wednesday, July 31, 8 a.m. to 12 p.m.** – perhaps only offering the central drop-off station

Additional initiatives to pursue:

1. **Mattress reuse.** Work with local organizations who collect and reuse clean mattresses to expand collection and transportation capacity during the event

2. **Pilot in another dense area, outside of West Campus.** Last summer, there was interest in expanding the effort to an area outside of West Campus, such as the Riverside area. While this would look different than the drop-off station/collection effort, staff will attempt to plan with property managers in a non-West Campus area, to prompt property managers to participate in some type of initiative.
3. **Move-in.** Identify other properties, in addition to the three that participated in a 2018 move-in diversion pilot, to implement solutions to keep the large amounts of cardboard, plastic film and Styrofoam out of the landfill.

THANK YOU'S

The following individuals either participated and attended at least two working group meetings (as denoted with an asterisk), contributed to the creation of content or provided essential assistance during the event. An additional thank you to the seventy community volunteers who contributed their time during the event and the over 200 community members who provided invaluable brainstorming and feedback.

Mike Aaron*	Thomas Gleason	Sara Nichols*
Rachel Aaronson*	Keri Greenwalt	Chase Norris
Paloma Amayo-Ryan*	Colleen Halbrook*	Steve O'Leary
Erin Andary *	Niku Hansen*	Jorge Ortega
Billy Barnes*	Susanne Harm	Kathryn Parke*
Edwin Bautista*	John Hollenbeck	Bradley Price*
Natalie Betts*	Vaishali Jayaraman	Vicky Pridgen*
Doug Blevins*	Scott Johnson	Woody Raine
Norman Cameron	Clinton Kerr	Eladio Romero
Selene Castillo	Richard Lamancusa	Marilyn Russell*
Paul Cauduro*	Carole LeClair*	Skipp Scoggins
John Christophe*	Scott Long	Vanessa Scruggs*
Terry Cole	Victoria MacClements*	Iby Setzer*
Charles Coleman	Jen Mack*	Lynda Shanblum*
James Collins	Tyler Markham*	Nathan Shaw-Meadow
Alexis Cortinas*	Gus Martinez	Lester Steger
Andy Dawson*	Gena McKinley	Blake Stephens*
Kane Deleon	Paul Meisler	Joseph Trujillo
Katie Duffy*	Scott Miller*	Valerie Vines
Brianna Duran*	Ken Mills*	Rick Watson
Sylvia Feghali*	Kaleb Mosley	Ron Wattinger*
Andrew Gansky*	Maddie Morgan*	Richard Williams
Ricardo Gil	Elizabeth Nelson	French Woods
Samuel Gilbert	Ron Neumond	

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SOCIAL MEDIA CONTENT

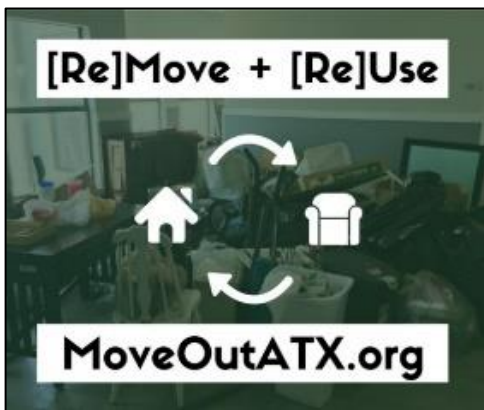
MAY 2018

Social Media Content:

You can do it all this move-out - reduce stress, support the community, and contribute to the City's Zero Waste goal! Visit MoveOutATX.org to find out how. #MoveOutATX #UTAustin

Moving out? Think outside the dumpster. Donate or sell your unwanted household items. Find out how at MoveOutATX.org. #MoveOutATX #UTAustin

You're changing homes – and your couch can too! Find out where to donate furniture and other items at MoveOutATX.org. #MoveOutATX #UTAustin



Newsletter Blurb:

Moving out soon? Make sure to donate or sell your old furniture and clothing! Reuse supports the community and contributes to Austin's Zero Waste Goal. Find out where to donate or sell items and learn more about the effort to reduce move-out waste at MoveOutATX.org.

[A full list of drafted May 2018 messages is viewable online here.](#)

JUNE 2018

Social Media Content:

Is your lease ending next month? It's easy to give used furniture to someone in need - instead of landfills. Find a local reuse organization to do the heavy lifting at MoveOutATX.org. #MoveOutATX #WestCampus

It's West Campus, not Waste Campus. Help your friends keep good stuff out of landfills! Visit MoveOutATX.org to find out where you can donate or sell clothes, furniture and more. #MoveOutATX #WestCampus



Moving out of West Campus? Keep your couch off the curb! If 10% of West Campus students donated or reused their couch, that'd keep 12 semi-trailers worth of couches out of the landfill. Learn how to donate used items at MoveOutATX.org. #MoveOutATX #WestCampus



Newsletter Blurb:

July 31 is around the corner! Do you have a move-out plan? Start organizing your belongings and donate or sell your gently used furniture and clothing. Reuse supports the community and contributes to Austin's Zero Waste Goal. Find out where to donate or sell items and learn more about the effort to reduce move out waste at MoveOutATX.org.



[Full list of June 2018 content is viewable online here.](#)

JULY 2018

Social Media Content:

Be a West Campus, zero waste hero! Bring your gently used items to a convenient drop-off station to keep them out of the landfill July 27 to Aug. 1. More info at moveoutatx.org. #moveoutatx #westcampus #westcampushero

It's easy to turn your "trash" into someone else's treasure in West Campus this year! Bring gently used items to a drop-off station between July 27 and Aug 1 and score some free tasty treats. Find your nearest location at moveoutatx.org. #moveoutatx #westcampus #westcampushero

What's your move-out trash footprint? We estimate the average West Campus student get rids of over 30 lbs. of good stuff! Reduce your footprint (and get rewarded) by bringing gently used stuff to a West Campus drop-off station from 7/27 to 8/1. Find out how at MoveOutATX.org. #moveoutatx #westcampus #westcampushero

Support the community and score free discounts while you're moving out of West Campus! [Re]Move & [Re]Use will be collecting reusable stuff as you move out from 7/27 to 8/1. Visit MoveOutATX.org to find hours and locations! #moveoutatx #westcampus #westcampushero



Moving out?

Bring gently used items to a drop-off station to give your stuff a new life and help local organizations. Get free stuff, discounts and other perks for participating.

moveoutatx.org

DROP-OFF STATIONS OPEN
 JUL. 27-31 | 10 A.M.-6 P.M. & AUG. 1 | 8 A.M.-12 P.M.

Newsletter Blurb:

Brace yourselves: Move out season is coming! Don't be left unprepared. It's easy to give your unwanted, gently used items a second home this year! Start sorting your stuff now. Local organizations will be accepting items at 3 locations, from July 27 to July 31, 10 a.m. to 6 p.m. and August 1, 8 a.m. to 12 p.m.

- 2102 Pearl St.
- Poplar St. & San Gabriel St.
- 806 W 24th St. (entrance off W 25th St.)

Bring gently used items like clothing, coolers, lamps, bedding, opened toiletries & cleaning supplies, non-perishable food, kitchen items and more. NO mattresses, box springs or torn/broken furniture. Bring your stuff, give back to the community, and score some discounts to local West Campus eateries. Find more information at moveoutatx.org.

Volunteer Recruitment, Social Media:

Calling volunteers! From 7/27 to 8/1 you can help West Campus students [Re]Move gently used items from the landfill/curb into the hands of local [Re]use orgs. Be the change to [Re]Move & [Re]Use! Sign to help at moveoutatx.org/volunteer. #moveoutatx #westcampus #westcampushero

Volunteer Recruitment, Newsletter Blurb:

Tired of seeing West Campus look like this each summer? Want to support local organizations? We need your help! [Re]Move & [Re]Use is hoping to keep students' reusable items out of the landfill. Help local reuse organizations accept materials at one of 3 drop-off stations from July 27 to August 1. Volunteer shifts will last 2.5 hours, and we'll be giving out free cool-it towels as a thank you. Help keep material out of the landfill and off the curb, and put it back to work in our local community! Sign up to help at <http://moveoutatx.org/volunteer>.



Moving out?

Bring gently used items to a drop-off station to give your stuff a new life and help local organizations. Get giveaways, discounts and other perks for participating.



[Re]Move & [Re]Use



DROP-OFF STATIONS OPEN
JUL. 27-31 | 10 A.M. - 6 P.M. & AUG. 1 | 8 A.M. - 12 P.M.

Accepted:

- Cleaning supplies
- Clothing/shoes/accessories
- Electronics/small appliances
- Food (non-perishables)
- Furniture (gently used)
- Home goods/kitchen items/décor
- Linens/towels/rugs
- Outdoor gear/bikes/coolers
- Plastic bins/trash cans (clean)
- School supplies
- Toiletries

Not accepted:

- Bags of trash
- Broken/damaged furniture
- Heavily soiled or wet textiles
- Large appliances
- Mattresses/box springs
- Medication

Get more info or upload a picture of your item and we'll let you know if it is acceptable.

moveoutatx.org

Brought to you by:    

Participating reuse organizations:

Austin Creative Reuse, Central Texas Food Bank, Goodwill Central Texas, Lifeworks, Salvation Army Family Stores, Street Youth Ministry, Arms of Hope, JOSCO Products

Drop off gently
used items here
—get perks!



[Re]Move & [Re]Use

Drop-off Station

moveoutatx.org

Reuse organizations:



Brought to you by:



[Re]Move & [Re]Use 2018 sign for A-Frame displayed near drop-off stations

We've got perks!



Thanks for participating. Show your sticker, get stuff!

Show your [Re]Move & [Re]Use participation sticker at these participating businesses for special deals July 27–August 1. Offers good while supplies last. Get the full list: moveoutatx.org/perks



Caffe Medici
2222B Guadalupe St.
\$1 off any house-made beverage



Dunkin' Donuts | Baskin Robbins
2402 Guadalupe St.
One FREE donut OR one FREE
2.5 oz. scoop of ice cream



Freedmen's BBQ
2402 San Gabriel St.
10% off non-alcoholic and food items
(that are not already discounted)



Moojo
2322 Guadalupe St.
Buy one, get one free ice cream sandwich



Papa John's Pizza
411 W Martin Luther King Jr Blvd.
Discounts available. Get details at:
moveoutatx.org/perks



Smoothie King
504 W 24th St. B
\$2 off purchase



Torchy's Tacos
2801 Guadalupe St.
15% discount



Trudy's
409 W 30th St.
Free small queso at this location



TYLER'S
AUSTIN, TEXAS
TYLER'S
2338 Guadalupe St.
20% discount
(Not valid on sale items or prior purchases)



Via 313
3016 Guadalupe St. #100
\$3 off any food purchase



University Co-Op
2246 Guadalupe St.
Enter to win a Yeti tumbler



Wheatsville Food Co-Op
3101 Guadalupe St.
ONE FREE Grab & Go Breakfast TACO
Traditional, vegetarian, or vegan. Available 7:30 a.m. – 11 a.m.

WU-ParkView-2018-02

[Re]Move & [Re]Use 2018 Perks sign displayed at each drop-off station, and laminated and placed on table at station

We've got perks!



[Re]Move & [Re]Use

Present valid sticker here and get:

**Entry to
win a Yeti
tumbler**

EST. 1896
**UNIVERSITY
CO-OP**
AUSTIN, TEXAS

University Co-Op
2246 Guadalupe St.

**Bring items to a Drop-off Station.
Show us your sticker, get stuff!**

Bring gently used items to a drop-off station to give your stuff a new life & help local organizations. Show us your [Re]Move & [Re]Use participation sticker to get this special deal July 27–August 1. Offers good while supplies last. Get the full list of perks:

moveoutatx.org/perks



Drop-off Stations Open: July 27-31 | 10 a.m – 6 p.m., August 1 | 8 a.m. – 12 p.m

Poplar St. & San Gabriel • 806 W 24th St. • 2102 Pearl St.

moveoutatx.org

Example of [Re]Move & [Re]Use 2018 'Perks' poster created for each business offering an incentive to display at their counter

ORGS PROVIDING INPUT

City Departments

- ARR: RRDOC, Bulky, Trash/Recycling, SID
 - Austin Code
 - Office of Sustainability
 - Office of Mayor Pro Temp
 - Public Works
 - Transportation
- Not active: APD, APH, CPIO, Parks & Recreation, 3-1-1

Reuse Organizations: Non-Profits

- Austin Creative Reuse
- Austin Pets Alive*
- Central Austin Community Development Corporation*
- Central Texas Food Bank
- Easter Seals of Central Texas*
- Goodwill Central Texas
- Habitat for Humanity*
- Inside Books Project*
- Lifeworks
- Salvation Army
- St. Vincent de Paul*
- Street Youth Ministry
-

Reuse Organizations: For-Profit

- American Textile Recycling Service*
- JOSCO Products
- Simple Recycling*
- Texas Thrift (Brook Valley Management)
- Uptown Cheapskate*

Property Management Companies

- American Campus Communities
- Axis West Campus
- Beck & Company
- Bradley and Inez Price Family LTD
- College Houses
- Greystar
- Hendricks Real Estate
- Lynx Property Services
- Marquis Management
- San Miguel Management
- Pioneer Real Estate Services
- Pointe on Rio
- Property Management of Texas
- State Street Properties
- University Realty
- Several fraternity/sorority houses
- Several standalone properties/HOAs

Haulers

- Grime Time
- Jack Rabbit Junk Removal
- Texas Disposal Systems
- Waste Consolidators
- WastePlace

Community Groups

- Central Austin Neighborhood Plan Area
- Eastwoods Neighborhood Assoc.
- Hancock Neighborhood Assoc.
- Heritage Neighborhood Assoc.
- North University Neighborhood Assoc.
- Original West University Neighborhood Assoc.
- Shoal Crest Neighborhood Assoc.
- University Area Partners
- Individual community members

Student Groups

- UT Campus Environmental Center
- UT Green Greeks
- UT Student Government

Other Partners

- Austin Apartment Association
- Austin Materials Marketplace
- CAPCOG
- Keep Austin Beautiful
- Keep Texas Beautiful
- STAR
- Travis County
- University of Texas Co-Op
- UT Office of the Dean of Students
- UT Office of Sustainability
- UT Safehorns
- UT Police Department

*Did not participate in the drop-off station pilot

AGREEMENTS



WC Move Out
Agreement_Reuse O



Agreement_Key
Partner.pdf

AGREEMENT APPENDIX



Agreement_Appendix_volunteer hours updated.pdf

DROP-OFF STATION MATERIAL LIST

Item	Amt. Needed	Providing Org.	Purpose	Location Needed	Post-Event Notes
Fold-up table	2/station	Reuse orgs.		Each station	
Fold-up chairs	4/station	Reuse orgs.	Seating for staff and volunteers	Each station	
Pop-up tent	2/station	Reuse orgs.	Provide shade to staff and volunteers	Each station	Pearl location was shady enough that tents were not used after Day 1
100' extension cord	3 total	ARR		Each station	
Drop-off station kit	4 total	ARR		Each station	
Yard stake signs	7/station	ARR		Each station	
5-gal compost bucket & recycling container	1/station	ARR		Each station	
Hand truck and furniture dolly	1/station	Reuse orgs, ARR*		Each station + staging area	
Standing fans	4 total	ACD*	Keep staff and volunteers cool	Each station	Spare fan stored in trailer
5-gallon water coolers	5 total	ARR*, KAB, UT OoS	Provide cold drinking water for staff and volunteers	Each station	2 spares stored in trailer
Coolers with ice	5 total	UT Housing & Dining	Donated sparkling water for students + sports drinks for staff and volunteers	Each station	ARR staff filled at beginning of each day; spare stored in trailer
Stake-bed trailer	1	ARR*	Move material between stations and staging area if inundated with material	Staging area	Only used on last day to take materials to staging area for pick-up
Special Events trailer	1	ARR*	Use to store materials at staging area; attached to stake-bed to prevent theft	Staging area	
Pop-up tent	1	ARR*	Shade for staff at staging area	Staging area	Not used, stored in trailer
Fold-up chairs	2	ARR*	Seating for staff at staging area	Staging area	Not used, stored in trailer
Fold-up table	1	ARR*	For staff at staging area	Staging area	Not used, stored in trailer
Pallet jack	1	ARR*	In event reuse org. pallet jack broke	Trailer	Not used, stored in trailer
Vinyl banners	25	ATD*	Cover gaylords in event of rain	Trailer	Distributed to each station on day with chance of rain
Fold-up chairs	2	UT OoS	Spare, in event of item failure	Trailer	Used at stations because did not factor in seating for volunteers
Pop-up tent & fold-up table	1	UT OoS	Spare, in event of item failure	Trailer	Not used
Bikes and helmets	2	ARR	Allow Drop-Off Coordinators and city staff to move between stations	Trailer / Pearl St.	Only used 1 bike

Extension cord covers	10	ACCD*	20' worth to protect extension cord running across parking lot	Croix	
Plywood (4) 4'x4' pieces	1	ARR	Lay on ground since terrain was on rocks/grass	2102 Pearl St	
Tall safety cones		ARR	Set-up		
Cardboard gaylords	2	JOSCO		Trailer	Not used
Collapsible rolling cart	2	ARR		City vehicle	Equinox '93
Snacks and drinks		ARR		Each station	
Visqueen Eco TPS	4 rolls	ARR	Wrap around furniture in case of rain	Trailer	Had to open one roll
A-frame	2/station	UT Housing & Dining Services, APH*		Each station	
A-frame	1	ARR*	Used to mark parking for press conference on 7/27; repurposed for volunteer parking at 701 W 22.5 St	Parking	
Sandbags for tents	10	UT Housing and Dining Services		City vehicle and trailer	
Food Bank boxes	2/station	CTFB		All stations	
Caution tape	200 ft	Austin Code	Used day before event to mark-off parking spaces		

*City of Austin department

DROP-OFF STATION BINDER

Each drop-off station received a run-of-show binder. The table below outlines the documents included in the binder.

Document Name	Purpose
Daily Contact Sheet	Contact information for all roles (minus community volunteers) – refreshed each morning
Schedule	Schedule of which reuse organizations were working at each location, each day and drop-off coordinator staffing
Pilot Overview	One pager of important dates and time, addresses, parking resources, bathroom directions, and nearest emergency locations
Run of Show	Run-of-show specific to each location was included at the front of the binder. Outlines duties for each role by time/color coordinated. Run-of-show documents for the other two locations were located towards the back of the binder
Signage Map	Map of where to place which types of signage at the start of each day
Daily Report Form	Report form to be completed after each Drop-Off Coordinator shift
Roles & Responsibilities	Outlined duties (with times) for the following roles: event lead, drop-off coordinator, staging area coordinator, community volunteers, and reuse organizations
What To Do If...	List of scenarios and solutions, in case they arose
Accepted Items	Comprehensive list of accepted items by category type
Items Not Accepted	List of items not accepted at the drop-off stations, with examples of unacceptable furniture pieces
Site Diagram	Diagram of property site. Other property site layouts located towards the back of the binder
Station Kit Inventory	List of kit items and quantity of items
Volunteer Parking Diagram	Diagram of parking area for community volunteers
Volunteer Parking Directions	Copy of PDF sent to community volunteers to display on car dashboard, including directions to the parking area, and to each drop-off station from the parking area. Multiple copies were placed in the back of the binder in case needed.
Volunteer Registration Pages	Pages from the Volunteer Management software with names and contact information of each volunteer signed up for shifts at specific location
Photo and Liability Release	Sign-in form for community volunteers
Event FAQ	Quick front-and-back document listing the who, when, where, what, why, etc. of the event
Inclement Weather	Protocol in case of inclement weather
Job Hazard Analysis	City of Austin document outlining potential hazards and recommended safety actions to prevent/mitigate hazards, for City of Austin staff working at the drop-off stations
Austin Code Memo	Memo from Austin Code outlining Code’s plan during the event and highlighting key illegal dumping areas
Location #2 Documents	Including Run-Of-Show, Site Diagram, Signage Map and Volunteer Registration Page
Location #3 Documents	Including Run-Of-Show, Site Diagram, Signage Map and Volunteer Registration Page
Injury Report Form	Austin Resource Recovery injury report forms
Scratch Paper	Scratch paper located in the back

Please contact CircularEconomy@austintexas.gov if you would like to see the documents used in the drop-off station binders.

DAILY REPORT FORM

Station		
Date		
Shift	8am to 2:15pm	1:45pm to 7:30 pm
Drop-Off Coordinator Name		
No. of Volunteers		
Visitor Count		
Top 5 Materials Dropped Off	Number Top Five 1 to 5	
Small Appliances		
Bedding, Linens, Towels		
Bikes & Accessories		
Cleaning Supplies		
Clothing, Shoes, Accessories		
Decor, Knickknacks, Seasonal Décor		
Electronics & Media		
Furniture		
Kitchen/Cooking Items		
Office/Art and Craft Supplies		
Other Misc. Household		
Pantry Items		
Non-Perishable Food Items		
Supply Inventory	Original Count	At end of day, note shortages below
Duct tape	1	
Hand sanitizer	1	
First aid kit	1	
Fire extinguisher	1	
Pens	10	
Sharpies	2	
Hand counter	1	
Clorox wipes	1	
Clipboard	2	
Scissors	1	
Misters	4	
Bug Spray	1	
Hand soap	1	
Sunscreen	1	
Blank paper	20 pc	
MiFi + charger		
Roll of string	1	
Paper towel roll	1	
Toilet Paper	3	
Envelopes w/ Perks stickers		
Masking tape	1	
Cups	15	
Laminated posters	3	
Laminated incentive poster	3	
Volunteer lanyards + badges	13-14	
Volunteer cool-it towels	20	
Station Binder	1	
Laminated event posters	3	

Laminated Perks posters	3	
What Can I Recycle sign	1	
What Can I Compost sign	1	

General observations:

RUN-OF-SHOW

JULY 2018 - POPLAR



San Gabriel Street & Poplar Street Escala at San Gabriel Condominiums	
JULY 27, 2018 – JULY 31, 2018	
Property POC: Scott at PHONE NUMBER Secondary: Zephyr at PHONE NUMBER	
<p>Notes: July 27 – DOC meet at Staging Area at 8 AM July 28-31 – DOC meet at Staging Area at 8:15 AM *Unknown times – box truck collections + calling Staging Area for collections</p> <p>Bathroom, water, A/C: located onsite (unit ##)</p> <p>Event Lead – Natalie or Maddie DOC(s) – Drop-Off Station Coordinator(s) SA Coordinator – Staging Area Coordinator Volunteer Coordinator – Joseph Volunteers Reuse Orgs</p>	
Time	Timeline
7:30 AM	<p>Natalie arrives at RLC</p> <ul style="list-style-type: none"> - Fill up coolers (located in Equinox) with drinks/snacks with ice - Fill up (2) two water coolers with ice/water for Staging Area - Load coolers into vehicles
8:00 AM	Natalie leaves RLC, heads to 2207 Rio Grande St. (parking lot across from Hardin)
8:15 AM	Natalie meets DOC at 2207 Rio Grande St. to hand off keys for City vehicle.
8:20 AM	Natalie and DOC proceeds to Staging Area at (Lot 114, on 21 st St, Austin, TX 78722) – off E 21 St. between Concho street and Leona Street to begin setup.
8:20 - 8:30 AM	<p>DOCs, SA Coordinator & Event Lead meet at Staging Area.</p> <ul style="list-style-type: none"> • DOCs receive run-of-show binders/instructions • Unload the (2) two filled water coolers <ul style="list-style-type: none"> ○ Note: July 27, will only be one water cooler during set-up. Second should come after Press Conference. • Load material from SE Trailer into Equinox: <ul style="list-style-type: none"> ○ (1) A-frame with sign attached ○ (5) Arrow signs with stakes ○ (1) Station kit ○ (1) Fan ○ (1) sports drink/snack cooler ○ (1) furniture dolly ○ (1) hand truck ○ Boxes for CTFB, ACR, SYM ○ Electrical tape ○ Trash, recycling and compost bins and bags

	<ul style="list-style-type: none"> ○ Cool-it towels
<p>9:00 AM</p>	<p>DOC – PLEASE NOTE – We purchased enough furniture dollies and extension cords for each station. If possible (e.g. a Reuse Org. supplies a furniture dolly), try your best not to use the newly purchased item, so it can be returned.</p> <p>DOC arrives at San Gabriel and Poplar Street (POC: Scott at PHONE NUMBER).</p> <ul style="list-style-type: none"> • (2) parking spaces near the fence/trees should be coned off • (4) Metered parking spaces should be reserved on Poplar St. <p>DOC begins set-up:</p> <ul style="list-style-type: none"> • Assess the event footprint. Are there any illegally dumped items? Do they look like materials a reuse org. would claim? Take a picture of event footprint (even if it is clear) and text or email it to Iby at PHONE NUMBER. <ul style="list-style-type: none"> ○ Iby will contact Ray at PHONE NUMBER if material needs to be collected. • Check on empty unit (##) for restroom and energy access. (Access code: is ##) <ul style="list-style-type: none"> ○ Place toilet paper, paper towels and soap inside unit. ○ Check power source and water supply. Back-up power source located in pool/laundry. Call Iby at PHONE NUMBER if issues. ○ Plug in extension cord. Run electrical cord through the window by the door and run alongside the building to the event footprint. ○ Set-up surge protector and plug in fan. • Place yard stake signs in grassy areas (right-of-way) pointing towards event and set out a-frame. See map for sign locations. • Set up trash, recycling, compost containers with bags/educational signs • Unload cooler with drinks/snacks • Assemble/tape boxes together for CTFB, ACR, SYM and label with sharpie • Wait for Reuse Org(s) to arrive. Upon arrival, assist as needed. • Collect water coolers from Reuse Orgs., if empty, and load into Equinox. Use collapsible cart to move water jugs (if too difficult to move car closer). Take to AFD #2, 506 W Martin Luther King Jr Blvd. to fill with water/ice. Please note, water source should be available in unit ##.
<p>9:00 AM</p>	<p>Reuse Orgs arrive on site to set up. Sort through any illegally dumped items (can claim if desired, if included in reported weight totals).</p> <p>7/27: Goodwill and Lifeworks 7/28: Goodwill 7/29: Goodwill and Austin Creative Reuse 7/30: Goodwill and CTFB 7/31: Goodwill and Lifeworks 8/1: CTFB</p> <p>Each Reuse Org sets up:</p> <ul style="list-style-type: none"> • (1) 10x10 tent • (1) 2' x 6' folding table • (1) Branded tablecloth • (2) Folding chairs • (1) Water cooler • (1) Tarp – in case of rain • (3) Large gaylords • (suggested) – hand truck and furniture dolly • (suggested) – pallets & pallet jack <p>Reuse Orgs. move truck offsite or to 701 W 22 ½ St (parking spaces 88-91)</p> <p>DOC review set-up to ensure nothing is missing. If items missing, contact SA Coordinator to bring surplus replacements from SE Trailer.</p> <p>ARR Operations arrives on site to begin collecting any dumped, unwanted material.</p>

9:30 AM	<p>Shift 1 Volunteers arrive on site to help. Parking available at 701 W 22 ½ St. (spots 67-76 & 78-86)</p> <p>DOC greet, check-in and brief volunteers:</p> <ul style="list-style-type: none"> • Check-in volunteer by signing waiver on clipboard (in Station Kit). Report no-shows to Joseph at PHONE • Provide cool-it towel (ONE TOWEL PER PERSON), hi-vis vest, gloves, lanyard • Review information sheets, liability forms, and photo release • Review flow of vehicular and pedestrian traffic • Review material standards and assign roles • Review safety (bathrooms, water, sports drinks). Encourage volunteers to hydrate and take breaks if needed but notify coordinator. Note: volunteers aren't responsible for unloading but can assist if desired.
10:00 AM	<p>ARR Operations should be done collecting items that were dropped off.</p> <p>Event begins. Setup should be complete.</p>
11:00 AM	<p>DOC check on snacks, water and ice. Refill as needed. Water available in unit 113. Water/ice available at AFD #2, 506 W Martin Luther King Jr Blvd. Text Natalie at PHONE NUMBER if more snacks/sports drinks are needed.</p> <p>DOC check if anyone needs a break and covers position.</p> <p>Reuse Org staff will take lunch around 11 AM (provided by Austin Private Dorm Association)—Natalie will deliver</p>
11:45 AM	<p>DOC should be stationed onsite.</p> <p>Shift 2 Volunteers arrive on site to help. Parking available at 701 W 22 ½ St.</p> <p>DOC greet and brief volunteers:</p> <ul style="list-style-type: none"> • Give waiver to sign (in Station Kit). Report no-shows to Joseph at PHONE NUMBER • Provide cool-it towel (ONE TOWEL PER PERSON), hi-vis vest, gloves, lanyard • Review information sheets, liability forms, and photo release • Review flow of vehicular and pedestrian traffic • Review material standards and assign roles • Review safety (bathrooms, water, sports drinks, snacks). Encourage volunteers to hydrate and take breaks if needed but notify coordinator. Note: volunteers aren't responsible for unloading but can assist if desired and at their own risk.
12:00 PM	<p>Shift 1 Volunteers check-out. DOC thanks volunteers, collects lanyards and hi-vis vests and gives each a Perks sticker.</p> <p>DOC take a picture of hand counter and text to Maddie at PHONE NUMBER</p>
12:00 PM	<p>DOC check on snacks, water and ice. Refill as needed. Water available in unit 113. Water/ice available at AFD #2, 506 W Martin Luther King Jr Blvd. DOC text Natalie/Maddie if more snacks/sports drinks are needed.</p> <p>DOC check if anyone needs a break and covers position.</p>
12:30 PM	<p>Around this time, SA Coordinator delivers lunch for DOC (DOC may need to meet at a meeting spot to collect)</p>
1:30 PM	<p>PM DOC arrives onsite. AM DOC briefs PM DOC. AM DOC completes Daily Report form. Include number on the hand counter. Snap photo and text to Natalie and Maddie. Place back in Station Kit Binder (securely) for PM DOC.</p> <p>Natalie and Maddie switch off around this time.</p>

1:45 PM	<p>AM DOC departs.</p> <p>PM DOC stays onsite.</p>
2:00 PM	<p>Shift 3 Volunteers arrive on site. Parking available at 701 W 22 ½ St.</p> <p>DOC greet and brief volunteers:</p> <ul style="list-style-type: none"> • Give waiver to sign (in Station Kit). Report no-shows to Joseph at PHONE NUMBER • Provide cool-it towel (ONE TOWEL PER PERSON), hi-vis vest, gloves, lanyard • Review information sheets, liability forms, and photo release • Review flow of vehicular and pedestrian traffic • Review material standards and assign roles • Review safety (bathrooms, water, sports drinks). Encourage volunteers to hydrate and take breaks if needed but notify coordinator. Note: volunteers aren't responsible for unloading but can assist if desired and at their own risk.
2:15 PM	<p>Shift 2 Volunteers check-out. DOC thanks volunteers, collects lanyards and hi-vis vests and gives each a Perks sticker.</p> <p>DOC take a picture of hand counter and text to Maddie Morgan at 972-900-1929.</p>
2:30 PM	<p>DOC check on snacks, water and ice. Refill as needed. Water available in unit 113. Water/ice available at AFD #2, 506 W Martin Luther King Jr Blvd.</p> <p>DOC text/call Maddie at PHONE NUMBER if more snacks/sports drinks are needed.</p> <p>DOC check if anyone needs a break and covers position.</p>
3:50 PM	<p>DOC should be stationed onsite.</p>
4:15 PM	<p>Shift 4 Volunteers arrive onsite. Parking available at 701 W 22 ½ St.</p> <p>DOC greet and brief volunteers:</p> <ul style="list-style-type: none"> • Give waiver to sign (in Station Kit). Report no-shows to Joseph at PHONE NUMBER • Provide cool-it towel (ONE TOWEL PER PERSON), hi-vis vest, gloves, lanyard • Review information sheets, liability forms, and photo release • Review flow of vehicular and pedestrian traffic • Review material standards and assign roles • Review safety (bathrooms, water, sports drinks). Encourage volunteers to hydrate and take breaks if needed but notify coordinator. Note: volunteers aren't responsible for unloading but can assist if desired and at their own risk.
4:30 PM	<p>Shift 3 Volunteers check-out. DOC thanks volunteers, collects lanyards and hi-vis vests and gives each a Perks sticker.</p> <p>DOC take a picture of hand counter and text to Maddie Morgan at 972-900-1929.</p> <p>DOC Check on water, ice, snacks. Refill as needed. Keep in mind only 2 remain. Water available in unit 113. Water/ice available at AFD #2, 506 W Martin Luther King Jr Blvd.</p> <p>DOC text/call Maddie at PHONE NUMBER if more snacks/sports drinks are needed.</p>
5:00 PM	<p>SA Coordinator delivers dinner for DOC</p>
5:30 PM	<p>DOC begins picking up yard stake signs for station (see the Sign Map)</p>
6:00 PM	<p>Reuse Org. box trucks arrive on site to collect items for reuse organizations.</p> <p>DOC text/call Maddie at PHONE NUMBER to update status of station:</p> <ul style="list-style-type: none"> • inform if line or not • anticipated clean-up time • How many boxes need collection for SYM, CTFB, and ACR

	<p>Event Concludes.</p> <p>If there is still a line at 6 PM, DOC or volunteer should stand behind last person in line to prevent further queuing. Provide any late arrivals unable to return the next day with the resource sheet of what to do with unaccepted items.</p> <p>DOC begins to pack material:</p> <ul style="list-style-type: none"> • Remove trash/recycle/compost bags and tie up; stack bins • Clean and close out Unit ## • Pack up Station Bin • Take down a-frame signs (1 at this location)
6:30 PM	<p>Shift 4 Volunteers check-out. May be able to leave earlier if slow. DOC thanks volunteers, collects lanyards and hi-vis vests from volunteers and gives each a Perks sticker.</p> <p>DOC take a picture of hand counter and text to Maddie at PHONE NUMBER.</p> <p>DOC begins cleanup.</p> <ul style="list-style-type: none"> • Check inventory in Drop-Off Station Kit. See if additional items are needed for the next day. Text Maddie at PHONE NUMBER if anything needs to be refilled. • Drop-off compost at 2102 Pearl St. Pearl St DOC will take to composting dumpster • Recycling and trash take back to RLC – load into Maddie’s Equinox • Take down the rest of the signs • Complete Daily Report, place inside, at the top of the Station Kit. • Dump ice/water in safe spot • Call SAC to collect the following materials to take to Staging Area: <ul style="list-style-type: none"> ○ Full Boxes for CTFB, ACR, SYM • Store following items in unit ## and lock the door <ul style="list-style-type: none"> ○ (1) A-frame with sign attached ○ (5) Arrow signs with stakes ○ (1) Station kit ○ (1) Fan ○ (1) furniture dolly ○ (1) hand truck ○ Electrical tape ○ Trash, recycling and compost bins and bags ○ Cool-it towels • Load the (1) sports drink/snack cooler into Iby or Maddie’s vehicle
7:00 PM	<p>When station clean-up is complete (should be no later than 7 PM), DOC call Maddie at PHONE NUMBER to check out Reuse Orgs. Maddie take photo documentation of the cleared event footprint.</p> <p>DOC free to leave once check-out with Maddie.</p>
7:30 PM	<p>Maddie returns to RLC. Replenishes Station Kits, as needed. Fill up coolers with snacks and drinks.</p>