



# 2017 Target Community Wrap Up Village on Lincoln Heights

## Background of Recycling in Lincoln Heights

In mid-2012, Lincoln Heights added a recycling drop-off near their administration building. Although the community has contracted for waste collection for residents for many years, in 2017 Lincoln Heights rolled out curbside recycling to all residents with Rumpke delivering 18 gallon bins to each household along with a cart for garbage. Residents received a mailer explaining that residents can call a number to exchange for a large recycling cart at no extra charge.

Historically, Lincoln Heights has had low recycling numbers but with the roll-out of curbside recycling numbers, those tonnages increased.

- Before curbside, residents recycled ~6.57 tons per year or 0.55 tons per month.
- After curbside, residents recycled 2.82 tons per month (based on Jan.-April 2017).
- Lincoln Heights generated an average of 2,094 pounds of waste landfilled per household in 2016, slightly higher than the Hamilton County average of 1,874 pounds per household.

## Improving Recycling Participation in Lincoln Heights

Community officials were pleased with the increase rolling out curbside collection of recyclables gave the community but they believed they would see a larger increase if participation in the program improved. The Hamilton County Recycling and Solid Waste Management District and community officials pulled together a plan identifying barriers to participation and behaviors a campaign would target.

For more in depth analysis of targeted behaviors and barriers, see Outreach Plan. The behaviors we wanted Lincoln Heights' residents to adopt were:

1. Ordering a recycling cart.
2. Putting all recyclables into the cart and bringing to the curb.

## Target Audience

Lincoln Heights residents living in single family homes or multi-family with 4 units or less.

## Tactics and Results

### 1. Partner with Lincoln Heights Neighborhood Groups to Distribute Message.

Lincoln Heights had active residents willing to deliver recycling information to their neighbors. This involved:

- A training for volunteers on recycling.
- A magnet with a list of recyclables.
- A card with a list of what you can recycle and information on how to get a recycling cart. Also an explanation of how Lincoln Heights receives grant funds for their recycling efforts.
- A washable bag with a list of what you can recycle. This overcomes the barrier of having limited storage in the kitchen. Volunteers should encourage residents to hang the bags from the back of the door.



### Results

Lincoln Heights' community leaders and volunteers stepped up to make this tactic a success. Lincoln Heights purchased shirts for all volunteers to add credibility to the canvassing. Volunteers split up neighborhood streets to stay organized and delivered bags, magnets, and information to their neighbors. In addition, volunteers carried clipboards to sign up neighbors to receive the larger recycling cart. Volunteers signed up 74 residents to receive carts and reached hundreds of other neighbors with the message.



### 2. Promote Recycling at Community Events.

Lincoln Heights hosted the well-attended National Night Out (8/1/17) and District staff staffed a booth at the event spreading the word about recycling.

**Results:** Approximately 50 residents stopped by the booth to learn more about recycling in Lincoln Heights.

### 3. Use Banners and Posters.

Create posters and/or banners that promote a normative and emotive side of recycling. Post information at the Lincoln Heights Health Center, Village Hall, and



message centers at the gardens and walking trail. Install a 10 foot vinyl banner to hang from the municipal building that says “Lincoln Heights Recycles.”

**Results:** The District created a large vinyl banner for Lincoln Heights to display at their municipal building during the campaign. The District and community representatives decided not to pursue the posters and focus more energy on canvassing efforts.



#### **4. Educate children about recycling.**

Focus on education in the Lincoln Heights Elementary. Offer programs and work to improve recycling at the school if needed. Programs should involve informational cards that children can take home to parents to encourage recycling at home. A key to this strategy is finding a solid contact at the school. Lincoln Heights staff will work to find that contact.

**Results:** District staff met with community leaders and school representatives to implement recycling at Lincoln Heights Elementary. The school has cardboard recycling but would like to expand to mixed recycling. This project is still in progress.

#### **5. Keep recycling in the forefronts of residents’ minds by including recycling articles in all available print and web media.**

**Results:**

- Churches: The District reached out to the churches in or very near Lincoln Heights asking the churches to place something in their church bulletin about recycling in Lincoln Heights.
- Website: The District wrote text to give recycling prominent placement on the Village’s website (VLHO.org). Lincoln Heights may be able to create a page just for recycling. Lincoln Heights did not add this text to their website but could still add it in the future.
- Articles: The District submitted an article to the Cincinnati Herald and the Princeton enews weekly community spotlight.

## Project Budget

**Overall Budget:** \$1,563

### Detailed Budget

Product/Service	Cost
Bags	\$980
Banner	\$27
Magnets	\$500
Volunteer training	\$56

## Goals

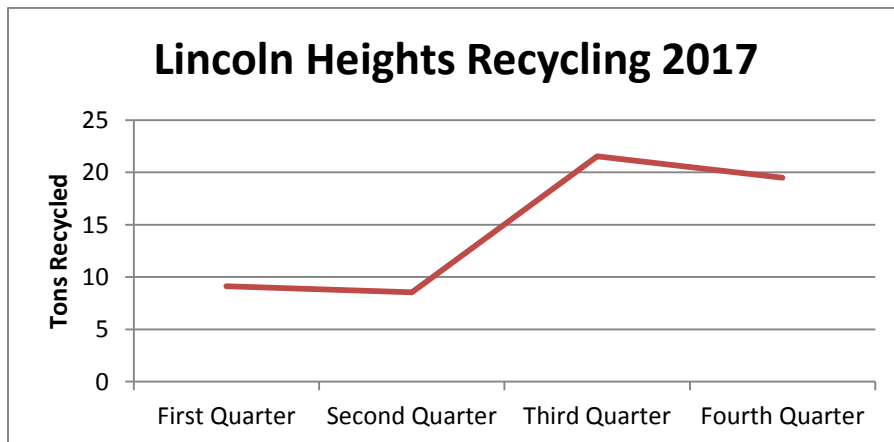
**Goal: Increase tons recycled by 25 percent.** The District will measure the tons recycled and the recycling rate through the RRI program and compare those numbers with 2017 January - April data. Since the roll-out of curbside recycling at the beginning of 2017, Lincoln Heights residents are recycling an average of 2.82 tons per month (based on January-April 2017)

### Strategy Specific Evaluation

Strategy	Evaluation	Goal	Result	
I	Volunteer Canvassing	# households reached	50%	Unknown %, 74 signed up for cart
II	Community Event	# Events	1	1 event attended
III	School	Reach out to school	1 meeting	1 meeting
		# of kids reached	100	0
IV	Articles, website, and church bulletin	# articles printed	2	0
		# posted information	3	Banner posted

## Results

Lincoln Heights began automatic curbside recycling in January of 2018 but our outreach did not start until halfway through the year. Comparing the second half of 2017 tons recycled (curbside and drop off) with the first half of 2017, we see a 132% increase in tons recycled, far exceeding our goal of a 25% increase.



To more closely examine the whole impact of Lincoln Heights adding curbside recycling, we compared 2016 and 2017 residential recycling. In 2016, Lincoln Heights recycled 5.95 tons with a 0.44% recycling rate (percentage of total waste generated). In 2017, Lincoln Heights recycled 79.70 tons and achieved a 5.67% recycling rate. It is important to note that Lincoln Heights began tracking multi-family recycling efforts in 2017 which increased the recycling number. Using just curbside and drop-off tonnage to better compare to 2016 numbers, Lincoln Heights recycled 58.68 tons in 2017 and achieved a 4.36% recycling rate.

**Lincoln Heights increased curbside and drop-off recycling (without multi-family) by 52.73 tons or 886% between 2016 and 2017.**

Lincoln Heights experienced an impressive increase in tons recycled in 2017 and could continue to see an increase as participation continues to grow. Currently, residents recycle 171 pounds per household which is below the county average of 240 pounds per household. The District recommends continued outreach in Lincoln Heights regarding recycling and more awareness of ways residents could reduce waste including a focus on residentially wasted food.