

Butler County Solid Waste Management District Multi-Family Recycling Program

Overview: Butler County Solid Waste Management District’s Multi-Family Recycling Program provides multi-family complexes, such as apartments, with convenient means for recycling.

Target Audience: Multi-Family Complexes and Residents

Social Marketing Strategy: Communication, Prompts

Goal/Objective: To provide convenient and seamless means of recycling for multi-family communities, in order to increase recycling rates and decrease waste sent to the landfill.

State Plan Goal:

Summary: Butler County SWMD’s Multi-Family Recycling Program has been established since 2013. The program currently targets all multi-family complexes within Butler County. The program is funded through grant opportunities, which enables the SWMD to offer the program at low cost. Oxford is the first targeted community in the Multi-Family Program. Currently, 12 apartment complexes have committed to the recycling program. The apartment complexes have the ability to choose a full-size recycling bin or rolling carts, depending on the needs and physical layout of the property. Rumpke currently works in collaboration with the SWMD to provide the bins and carts. Informational materials for the program are sent out no more than a month after the installation of bins in the apartment complex. The communication efforts begin each August with a physical flier or magnet that describes what can or cannot be recycled. This is called a prompt. It helps remind people proper recycling habits. An electronic version is also sent to the management of the apartment complex so that they can send it out via e-mail to residents as a reminder a couple of months later. All communication efforts have the logo of the apartment complex and the SWMD.

Barriers to Desired Behavior:

- Recycling efforts can be difficult with transient communities.
- Recycling communication can be difficult in multi-family communities.

Barriers with Implementation:

- Some apartment complexes have set waste areas that are too small to incorporate recycling infrastructure.
 - Recycling bins take up parking spaces.
 - Management often do not understand that the program is free to the apartment complexes and for residents because the SWMD pays for service and infrastructure with grants.
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Timeline for Rollout:

Pilot:

Considerations:

- Oxford, Ohio is home to Miami University, which makes it a unique community with students moving in and out of apartments each school year.
- Communication begins at the start of the Miami University school year, in August, so that communication reaches new and returning students who are moving into the complex.
- Fliers are more commonly distributed because magnets have a higher cost.
- Many apartment managers are interconnected, which provides an incentive for apartments to provide comparable amenities like recycling to prospective residents.
- The SWMD received the funding from an Ohio EPA grant.
- The SWMD evaluates the needs and space available at the different complexes to provide the most convenient resources and infrastructure.
- One apartment complex did not feel that recycling was needed in their facility. Instead, they had staff collect recycling that was placed in smaller totes. The smaller totes were emptied into a large rolling cart and taken to a nearby community drop-off location.
- Indoor recycling collection bins are given to management to place within their offices. This idea is being considered for all units in the apartment complexes as well.

Measurement Methods:

The success of the multi-family recycling program is measured by recycling rates before and after the installation of recycling totes and dumpsters; in addition to the total number of multi-family complexes that participate in the program as well.

Overall Results and Metrics:

There are 13 apartment complexes signed up to participate in the Butler County Solid Waste Management District's Multi-Family Recycling Program. Currently 12 apartment complexes in Oxford, Ohio have signed up to participate in the program. An apartment complex in Hamilton, Ohio has also signed up to participate in the program.

Wrap Up: Due to the success of the program, Butler County SWMD plans to extend the Multi-Family Recycling Program to Trenton, Middletown, and Fairfield through 2016.

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