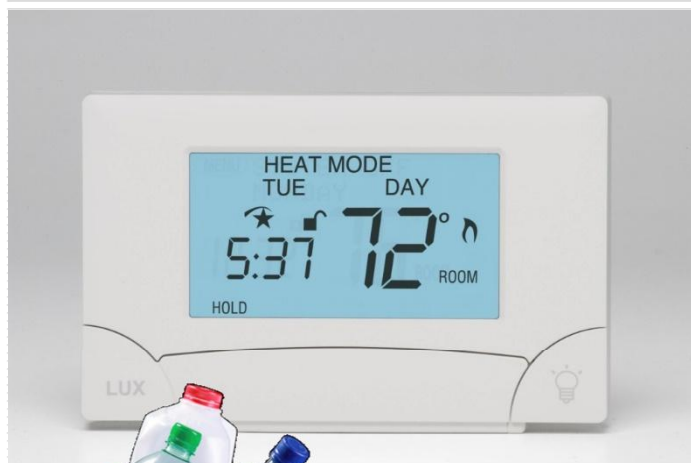


DESIGNING PROGRAMS FOR SUCCESS:

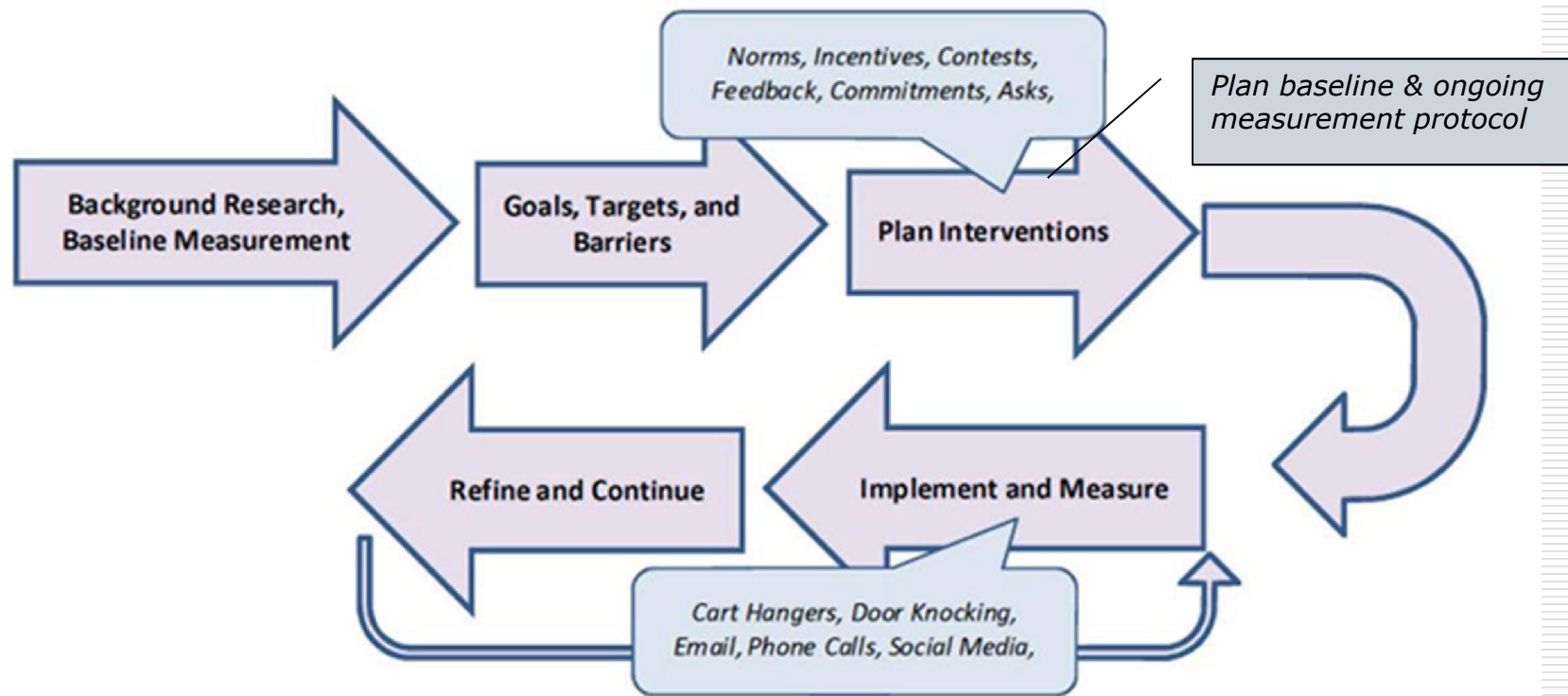


Designing a Behavioral Program in NY – Changing Recycling & Energy Behaviors

BECC 10/19/2015, Sacramento
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THE STEPS

Figure E.1: The “Flow” of the Toolkit and Decision-making/Implementation for a Social Marketing Campaign



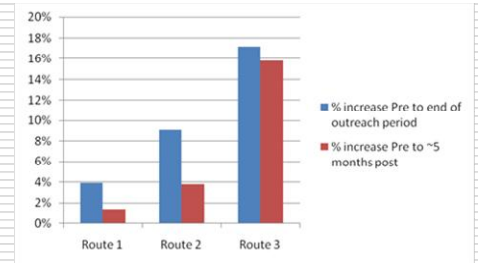
Source: Skumatz & Freeman, "Getting the Most from Colorado's Recycling Programs & Infrastructure - Social Marketing Toolkit", 2011

MAKING IT COME TOGETHER

- A story of theory, Plan A, and Plan B
 - Thanks to Tompkins County, NYSERDA; research & real
- Steps:
 - Background:
 - ID Targets & Barriers:
 - Plan:
 - Experiment / Quasi (Neighborhoods):
 - Measurement Plan: Baseline & On-going
 - Plan & Refine Interventions:
 - Stakeholder feedback
 - Implement interventions:
 - On-going measurement:
 - Analysis and conclusions
 - Refinement and on-going



MAKING IT COME TOGETHER - BACKGROUND

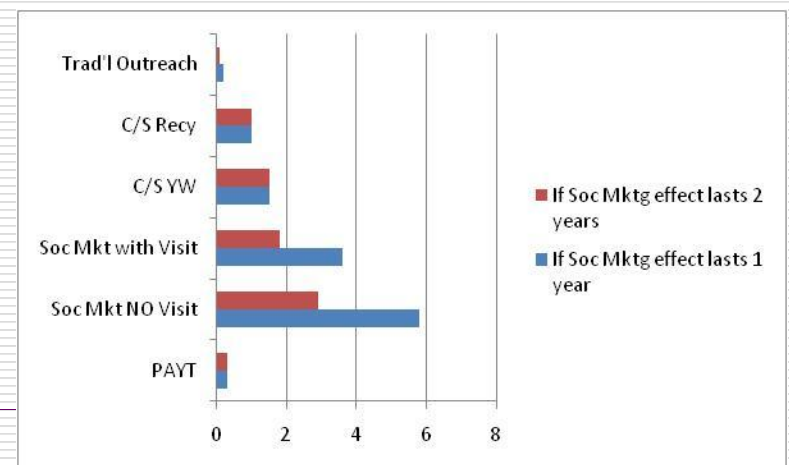


□ Background:

- Similar work in Colorado, New England, and Chicago area – knowledge of impacts, strategies, costs
- Goals in recycling & energy / linkages
- Challenges in measuring energy... a concern
 - Partnerships for recycling measurement

□ Focus on elements missing in other projects

- **Cost**
- **Retention / persistence**
- **Cost-effectiveness (C/E)**
- **Relative C/E**



Source: Skumatz & Freeman, "Getting the Most from Colorado's Recycling Programs & Infrastructure - Social Marketing Toolkit", 2011

MAKING IT COME TOGETHER – GOALS & MEASUREMENT



□ ID targets & barriers:

- County / under-recovery of plastics after 3 yrs; value
 - Increased recovery floats all boats + plastic focus
- Energy behaviors secondary

□ ID Targets:

Target	Theory	Plan A	Plan B	Issues
Energy: ~2-3% savings, 1 yr	Neighborhood measurement & Individual	Neighborhood data only	Behavior change – 5-10% net increase in 2 target behaviors (cold wash, therm 1-2°)	Severe Utility data access problems; data loggers \$
Recycling: 7-10% all recyclables tons relative to control, 2 yr	Neighborhood measurement	Originally recycling percent change	Modified to recycling only basis; considered partic goals but not possible (cluster of ununiform cans)	EOW week recyc coll'n; trash routes not same as recyc
Recycling: Decreased 1-7 in sort (20%), 2 yr	Waste Sort pre/post difference	Added; plastic issue later	Same	Seasonal always an issue

MAKING IT COME TOGETHER – MEASUREMENT & RETENTION PLAN

Target	Theory	Plan A	Plan B	Issues
Quasi-experimental design with 3 neighborhoods	Suggests adding one baseline neighborhood for Hawthorne	Adding 4 th neighbor-hood	County looking for 4 th “similar” neighborhood; otherwise 3	Measurement needs to follow recycling trucks; similarities OK
Baseline tons & waste composition (WC)	Pre period trash & recy trucks by neighborhood; 3 pre-WCs	4 neighbor-hoods; omitted trash tons	Same	Some seasonal issues, hence relative to baseline
Baseline energy behavior	Baseline survey in 1,2,3	No survey in 4 th / Hawthorne	Same	E & R behaviors; attitudes/demog
On-going measurement - recyc	Truck tons by neighborhood, EOW on-going+EOM 2yrs	Add 4 th neighbor-hood; deleted trash	Must interrupt routes/ not “clean”; additional cost	“Power” considerations; cost for on-going
On-going energy behavior	Prefer neighborhood energy reads / n.a.	Pre/post survey only; plus 12, 24 mos,	Same	Consistent with revisions to data & goals...

MAKING IT COME TOGETHER - TRACKING

- Detailed cost tracking for each intervention wave – design, material & labor cost (separately tracked) plus measurement costs
 - For scaling up
 - For cost-effectiveness calculations
 - Compare to impacts in tonnage tracking for waves

Table E.1| Outreach / Delivery Costs Per Household
(excluding design work, all time “valued”, including volunteer)

	Cost per Household \$25/hr	Cost per Household \$45/hr	Residential Recall	Impact on Recycling
Bill Inserts	\$0.03 to \$0.05	\$0.05 - \$0.08	Not tested	Not tested
Cart Hangers	\$0.46 to \$0.76	\$0.74 - \$1.20	High	High
Direct Mail	\$0.53 to \$0.58	\$0.61 - \$0.66	High	Medium
Door to Door Outreach	\$3.50 to \$4.00	\$5.20-\$11.75	Medium	High
Email	\$0.00 to \$0.01	\$0.00 to \$0.01	High	Medium to High
Newspaper/Radio	Depends	Depends	Not tested	Not tested
Phone Calls	\$0.65 to \$0.73	\$1.08 - \$1.23	Low	Low

Source: Skumatz & Freeman, "Getting the Most from Colorado's Recycling Programs & Infrastructure - Social Marketing Toolkit", 2011

MAKING IT COME TOGETHER – MESSAGING & INTERVENTIONS

- Plan Interventions / Refine with focus groups+
- Messaging: 5 or fewer behaviors
 - Habit – Writing down behavior change plan – building in behavior change; commitment
 - Information / address barriers (knowledge of plastics, space, add bath recy, SS, current weak performance, GHG)
- Elements preferred:
 - Public facing commitment – yard signs* / updatable decals on carts (up to 5 behaviors)* / window sticker / card
 - Collateral on carts*, doors, & mailed
 - Email, text, phone calls priority / challenges vs. competitions
 - Web site / club
- Behaviors first, then barriers & motivations, 2 rounds of behaviors

MAKING IT COME TOGETHER – MESSAGING & INTERVENTIONS

- In-person interventions in 1 neighborhood; same collateral with walk-through;
 - 2 visits; contact info
 - Prefer pairs
- ID barriers / refine terminology & logos with focus group

Thank you for taking the

Tompkins **C**ounty **4R** Pledge!

Tompkins
CountyNY.gov

Please check the the box to commit to at least **2 recycling & 2 Energy** actions.

Recycling:

- I pledge to check plastics container numbers and recycle #1-7s
- I pledge to put a basket for recycling in the bathroom
- I pledge to talk to one other County resident about recycling
- I pledge to use a re-useable bag while shopping

Energy saving:

- I pledge to use a power strip to turn off my electronics in stand-by
- I pledge to adjust my thermostat 2 degrees (down winter / up summer)
- I pledge to use cold water for half my laundry loads
- I pledge to caulk / seal my windows to prevent heat loss

Number of people taking the pledge? _____

Name _____

Signature _____

Email _____

Please do not list me on www.TompkinsCounty.com as a recycler taking the pledge -



MAKING IT COME TOGETHER – NEXT STEPS

- Focus group & refine materials
- Training & tracking
 - Baseline sort
 - Baseline tracking underway
 - Baseline survey
- Expect 3 month blitz; ~4 touches
- On-going and Post-measurement & surveys
- Analysis of immediate attributable effects
 - Impacts, costs, cost-effectiveness (cost/impact)
- Post post tracking for 2 years
 - Retention & refined estimates of cost-effectiveness
- County uses lessons for more effective outreach



MAKING THE DESIGN COME TOGETHER



- A story of theory, Plan A, and Plan B
- Complexities in this location
- Energized stakeholders
- Hope some lessons useful to you
 - PLEASE include costs, cost-effectiveness, retention in your plan!!!
 - Save budget for the follow-up or you don't know your C/E
- Stay tuned / next year's BECC?



THANK YOU!!

Questions?

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