

Zero Waste Block Leader Program Evaluation Survey

Wednesday, June 14, 2017

36 Total Responses to the program evaluation survey

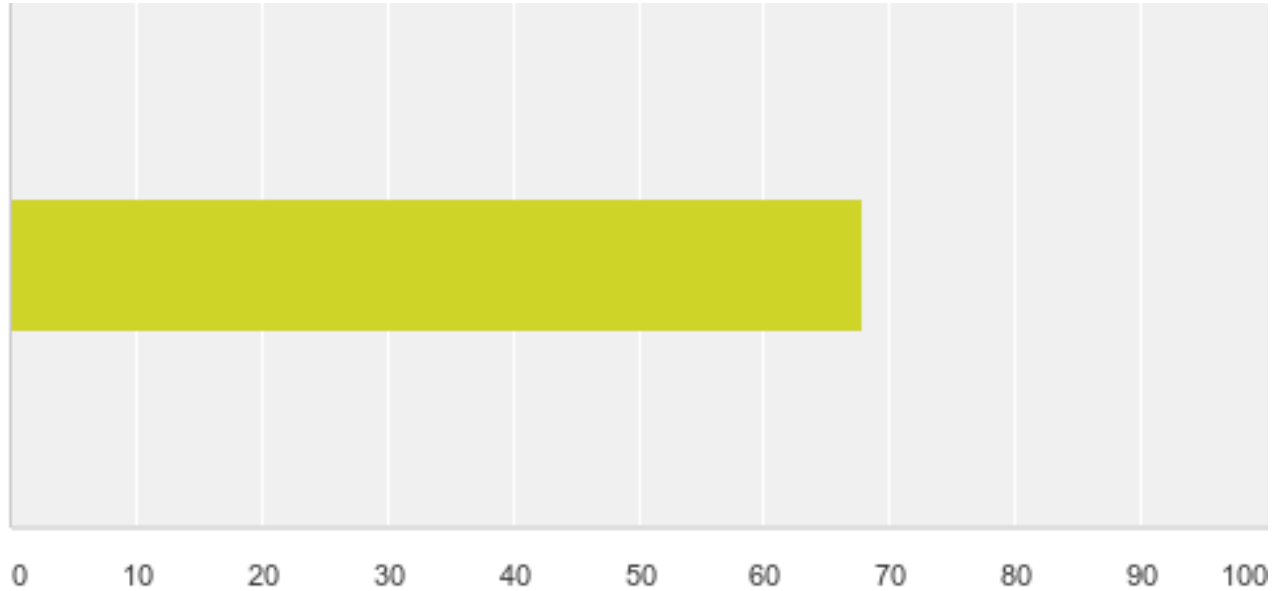
88 Possible responses – 88 active block leaders were sent evaluation survey

79 block leaders who are not active (ie. they have not yet attended an orientation session)

167 Total Block Leaders

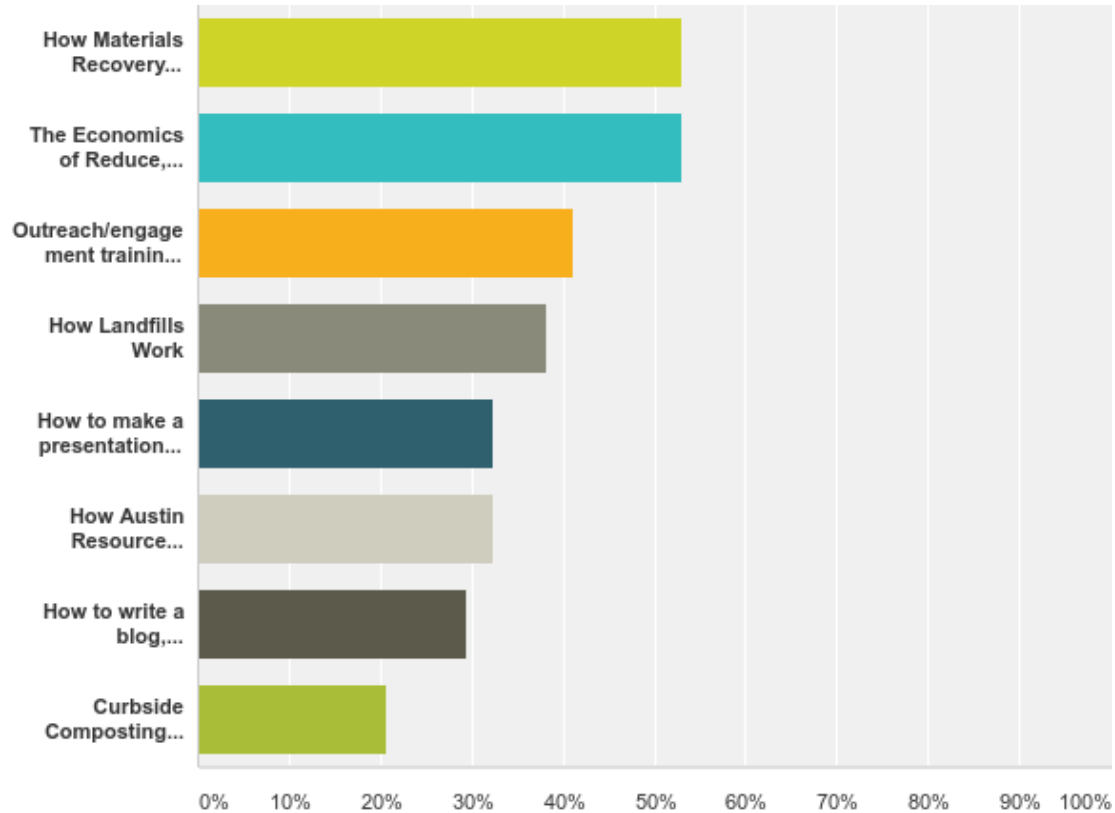
Q2: On a scale from 1-10, with 10 being the most prepared, how prepared do you feel as a Zero Waste Block Leader?

Answered: 34 Skipped: 2



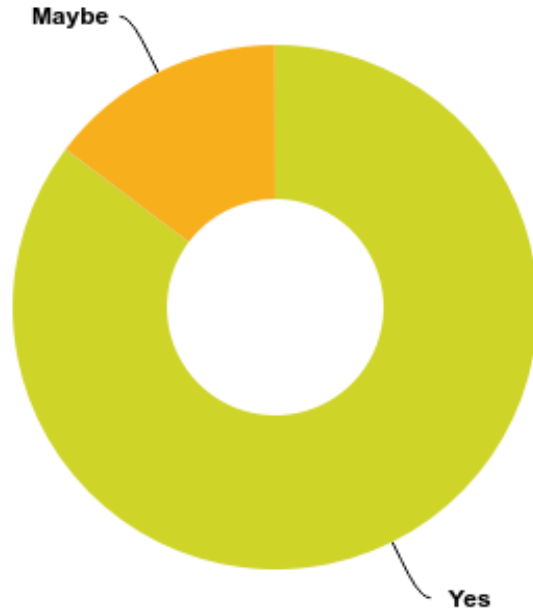
Q3: In addition to the Zero Waste Block Leader orientation training you have received, what other training would make you feel more prepared/ knowledgeable to be a Zero Waste Block Leader? (select all that apply)

Answered: 34 Skipped: 2



Q4: Would you use an online knowledge base of information, helpful videos, interesting websites and articles, and educational materials for recycling information and material reuse opportunities?

Answered: 34 Skipped: 2



- You should do training via webinar. That is what I do for a living.
- the facebook page was a really good method to also engage with the block leaders!
- The pictures showing what is recyclable (one side english, one side spanish) looks like something I'd love to be able to hand out and could laminate them for use indoors or outdoors for long term guidance (until something changes of course). Like the game idea for crowds.
- Add more items to the A-Z list.
- FAQ list. You mentioned one of your block leaders has been sending a lot of questions that she/he has been asked by neighbors. I've been thinking it could be useful to go through such questions and check if I know the answer myself.
- I'm not that patient about watching videos, but appreciate any look-up info that helps answer questions about how to reuse, recycle, etc.
- Have often been asked a question off-guard: "is this recycled" and "how or where do we take things. A mobile platform so could get answers anywhere. Just a place to type in the word "Styrofoam" for example and the answers pop up.

Q5: How helpful do you find the current educational materials that Austin Resource Recovery produces/provides Block Leaders with (e.g. door hangers, fliers, etc.)

Answered: 29 Skipped: 7

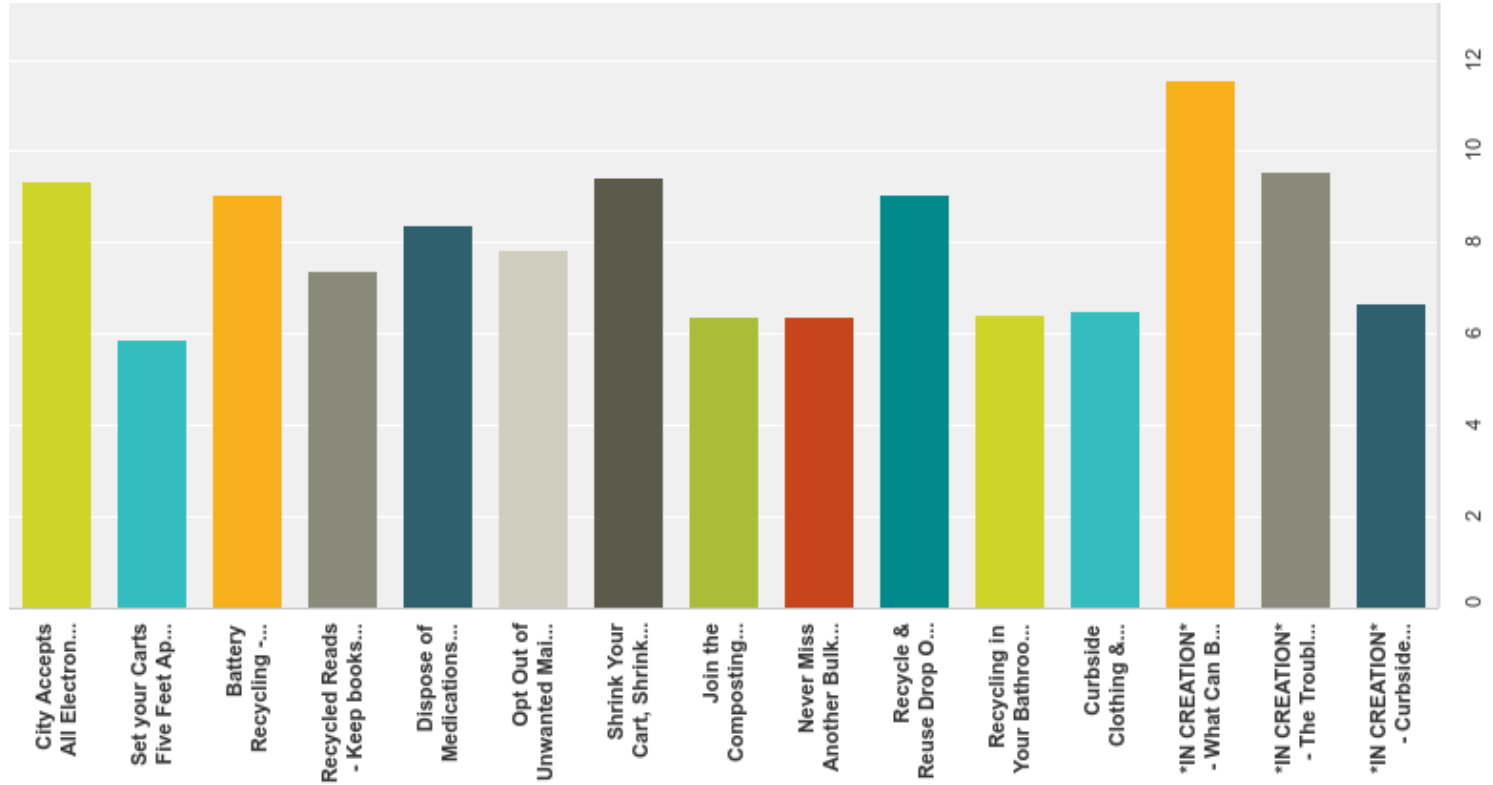


Very helpful Somewhat helpful Neutral Not at all helpful (no label)

- I'm not sure where the other resources are
- I haven't used these. Natural conversation makes it less salesy feeling, though leaving these out for people to grab by our zero waste station would be great
- I have seen the new ones, looks promisingly better
- somewhat, but personal contact is still best
- I think they are good talking points for engaging neighbors!
- I'd like more online stuff to cut and paste into neighborhood FB feeds.
- I don't have time to distribute door hangers. This is a bad idea. Creates more waste. There are better ways to connect with neighbors
- Need door hanger that's more of a invitation to talk.

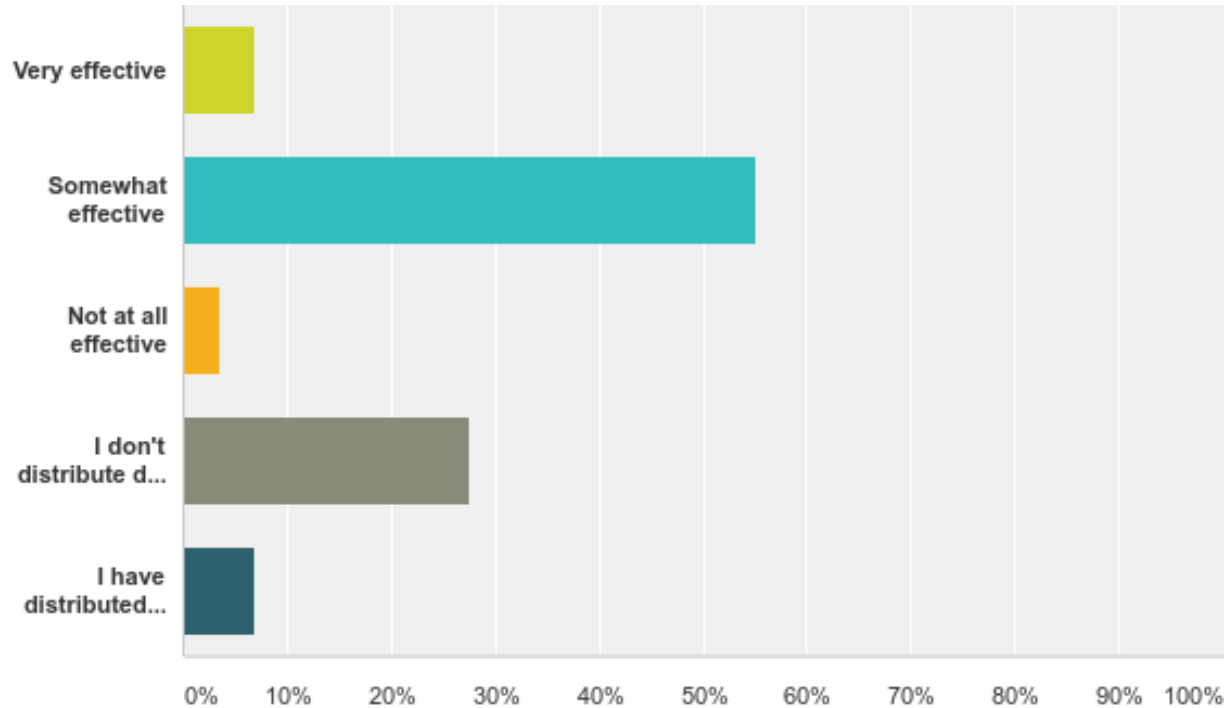
Q6: With 1 being most useful and 15 being least or not useful at all, please rank the door hangers below in order of usefulness/relevance/importance. You can move the title to rank them, or select a number from the drop-down menu.

Answered: 29 Skipped: 7



Q7: To what extent do you find the door hangers effective?

Answered: 29 Skipped: 7



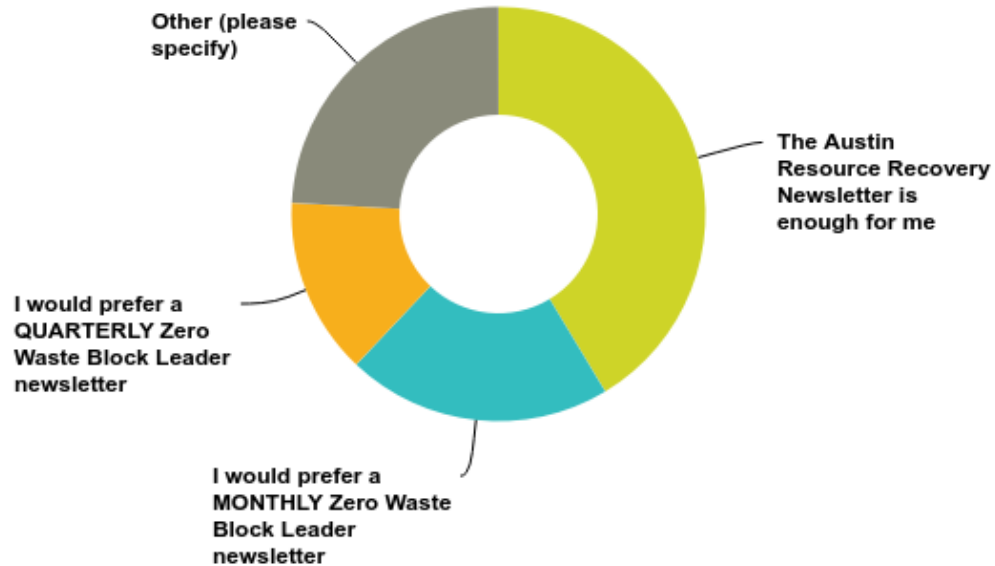
Q8: If applicable, what additional door hangers or educational materials would you like created? *Please see the list of existing door hangers & door hangers in creation from question 7*

Answered: 14 Skipped: 22

- What CANNOT be recycled curbside
- Story about where OUR recyclables go. People don't believe that the blue bin actually gets recycled. Explain what recycling actually means. How it benefits our city.
- I think there are only 2 door hangers that I would use on carts (not doors) for neighbors that put out for trash what could be taken to the drop-off center...but in general I find the door hangers to be wasteful, so I don't use them. Perhaps if I kept some in my car, I would have them handy on trash/bulk days.
- In my opinion, the majority of people are not aware how they contaminate their recycling bin content (e.g. with plastic bags and pizza boxes). A short "What goes where" list with most commonly misplaced items can be useful, along with the ARR link and "What do I do with..." search result screenshot
- Is there a way to reduce the size, maybe get down to a sticky note with a QR or something?
- I think people get irritated with door hangers and throw them away, however the information is really worthwhile!!
- Hanger that includes all of the above info with and invitation to and talk about information with block leader.
- What happens to my recyclables? How does all this work they are doing help our city and our environment? Etc. Basically, why do it?

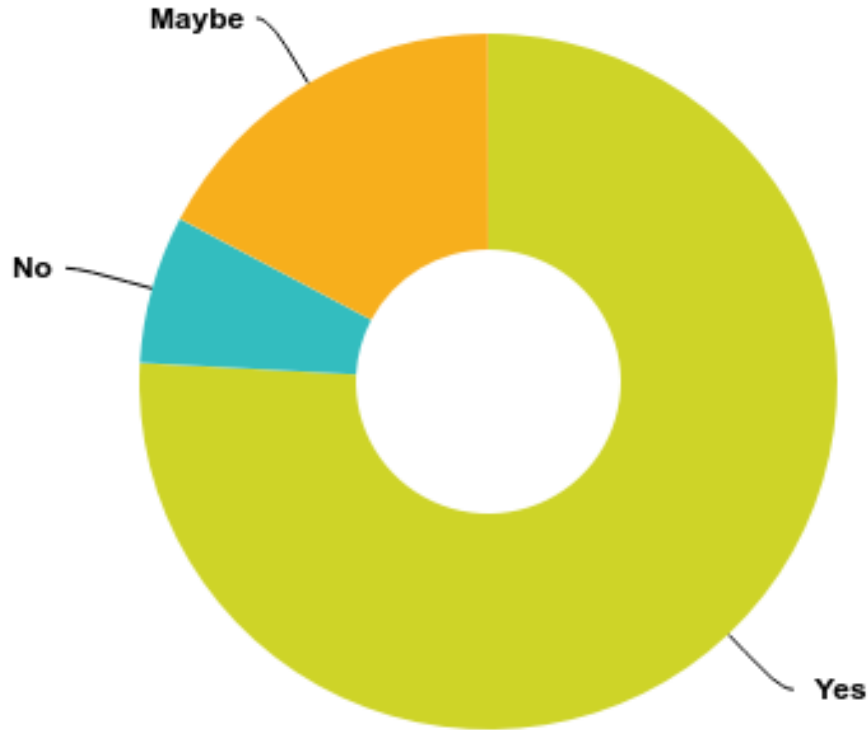
Q9: Is the monthly Austin Resource Recovery newsletter enough in terms of receiving updated information from Austin Resource Recovery, or would you prefer to have a separate Zero Waste Block Leader newsletter?

Answered: 29 Skipped: 7



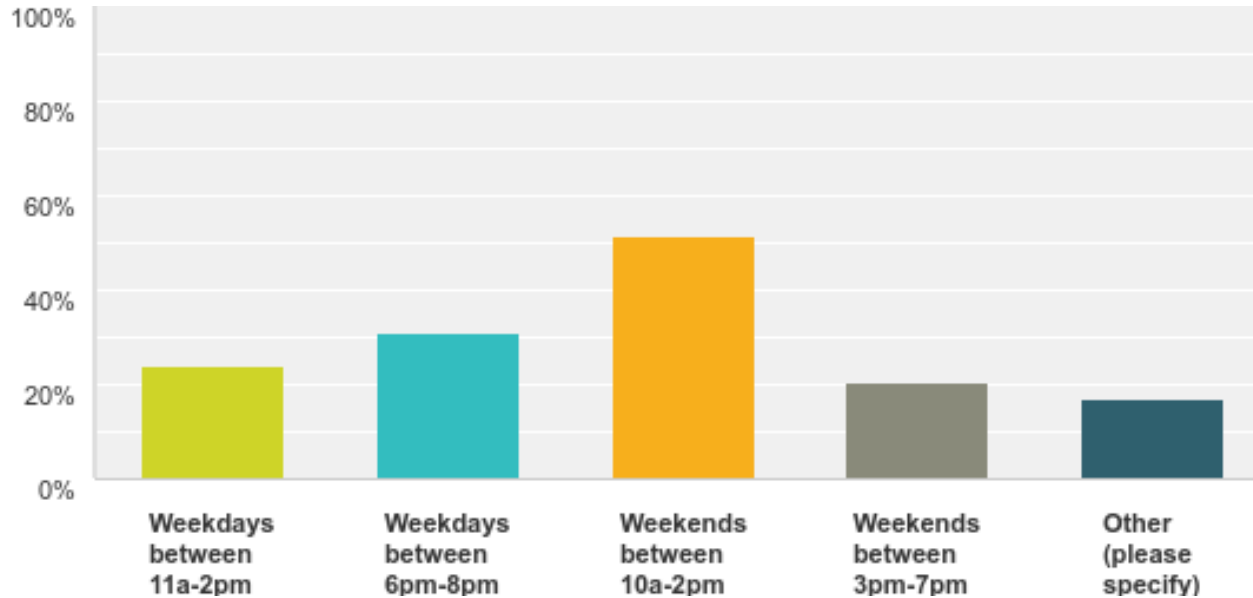
Q10: Would you be interested in utilizing an online system through which you would receive notifications from us about news & info, training and volunteer opportunities and the ability to sign-up online, and request additional educational materials (and other functions to be determined)?

Answered: 29 Skipped: 7



Q11: What day of the week works best for Zero Waste Block Leader tours, quarterly meetups and possible training sessions?

Answered: 29 Skipped: 7



Q12: Is there anything else you feel Austin Resource Recovery can do to empower block leaders and give them tools to succeed?

Answered:16 Skipped: 20

- ARR is doing a great job. Keep all the information in ONE centralized location, like your newsletter and don't make things too much or too complicated. Simple is KEY, especially in educating the public. I'm enjoying my role as a ZWBL.
- Encourage Block Leaders to join the Facebook page for Zero Waste Block Leaders. It is a great way to share information and ask questions.
- More city council information. Invitations to sit in on the Zero Waste Advisory board meetings.
- I think ya'll are doing a great job
- I believe the info is there, I just have missed what I feel are critical tours of the places that handle our recycling as I was not able to meet on the ones that I have noticed thus far. That notification system might really help that!!
- Not at this time
- I know you talked about this at the meeting; but a chance to talk to other block leaders about what exactly they are saying to their neighbors.
- Neighbor parties. I think we should encourage have an easy way to be visible at neighborhood block parties. For example, for any neighbor that brings their own plates and cups to the next neighborhood/association/picnic/party will be entered in a raffle win something (water bottle, etc) from the City/ ARR, etc.
- I like the idea of a training that helps initiate conversation and encouragement around refusing, recycling, reusing, etc.
- I like more info or updates to let customers know.
- I haven't attended a block leader meet-up yet, but I think it may be useful to have a map or list of all block leaders so that we can cooperate, exchange ideas and experience, be more efficient.
- TV ads
- I would love to see HHW collections in neighborhoods
- I feel like there is a lot of information out there, just do not think I have spent enough time finding out how to access answers to peoples' questions when asked
- Provide access to distribute green compost bins.
- To be honest, I don't really feel connected to the other block leaders and I don't think I'm having much impact as a block leader. Is there a way that we can help connect block leaders who live near each other to share insights and successes? I would love to brainstorm ways that this program could be more effective.

Q13: Additional feedback not covered in this survey

Answered:10 Skipped: 26

- I am so sorry but I really really do not like question #6 of this survey. It is very difficult to rank 1 to 15 topics for door hangers. It might be easier for us to list our top 5 door hanger topics in no particular order.
- You're doing great!
- I feel the information is there and that it is on me to get to it, so my not being 100% knowledgeable is nobody's fault but my own. But my statements above all lead to ways for getting knowledge to a busy busy person who still wants to share info! Thus far I've been limited to sharing on social media but if I knew more and felt confident my answers were correct I would be a more useful member of the team!!
- Next meeting in South Austin please...thanks!
- Great program. Can you speak with utility company about how they bill for over filled carts. It is not clear to the public they are being charged extra each time.
- Thank you for your hard work and dedication! :-)
- I don't like ARR getting into clothes pickup. There are several non profits that depend on those items!!
- I like the program and look forward to spending more time supporting it.
- Jennifer is the BEST! So quick to respond to all my questions and so willing to help. Couldn't do it without her!!
- Has the block leader program had an impact on the city? If so, how? I'm not sure what the overall goals are for the block leader program and how success is being measured. (I'm not trying to be pessimistic or critical. I really believe in this program, but I'm afraid that people tend to disconnect instead of sharing their frustrations or feelings.)

Quarterly Report Data

Sept. 2016- May 2017

Stats & Figures

21 total responses from two quarterly reports

15,031 - Total number of contacts made Sept - May

755 - Total pieces of printed materials distributed Sept - May

84 – Number of questions asked of block leaders by their neighbors

Types of questions asked by neighbors

Simple Recycling – 8

Multi-family requirements – 1

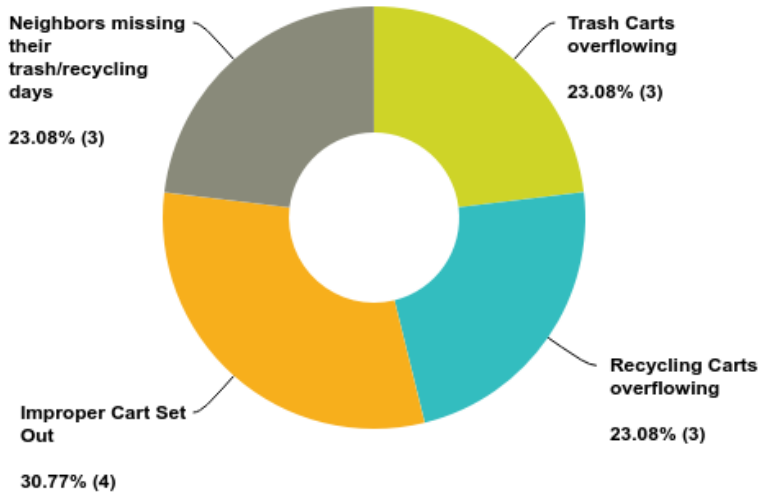
Composting – 4

Drop-off Center – 2

What is recyclable - 9

What issues have you seen in your neighborhood?

Answered: 13 Skipped: 8



- Neighbor not knowing what to recycle
- Boxes set out but not broken down Trash in recycling bins
- Our block is serviced early and someone always has to set an example of which container should be out. Problems getting rid of oak leaves. Need more trips by street cleaners to remove leaves during this season.
- Green bags not being picked up in gated areas. Need to get them access to all the gated neighborhoods within Circle C. Then we are going to need to re-announce the program & redistribute bags to the whole neighborhood because many people have concluded that the service is no longer happening and have thrown out their bags.
- Trash and recycling overflowing, Styrofoam in recycling, bags of recycling in recycling
- Recycling carts that obviously contain non-recyclable materials (e.g., plastic bags).
- All of these. Also, a big one that I see is recycling being put in trash bags and then into the blue recycling cart. People don't want their carts to get dirty and they want to line their indoor bins with bags so that they also don't get dirty.
- Plastic bags in the recycling carts!
- People are not sure what and where to recycle. Need reminders and help.
- It is so frustrating to see full plastic bags of trash or something on the top of the recycling can with the lid wide open. I would love to have the driver of the recycling truck have the authority to red tag those cans and not empty them. That would remind people there are consequences.
- Neighbors not using the curbside compost bins to compost.

What else do you want us to know?

- Would love to have some sort of incentive program to announce to my neighbors regarding recycling.
- Please keep reminding Simple Recycling that we're an alley neighborhood. The neighbors get upset when the bags sit, they're trying to be good but get annoyed at the delay.
- Thank you!
- Idea - do a \$5 or \$10 gas card for anyone offering to collect HHW from neighbors. I do it for free but maybe that would be an incentive (and a promotional opportunity) for neighborhood collection especially for us who aren't close to the Reuse & Recycle Center
- I wish that in general recycling information was better organized. It is hard for me sometimes to figure out how and where to recycle certain materials. Recycling styrofoam at the Recycle & Reuse Center is out of reach for many people. If styrofoam is a priority for the City, then maybe mobile collection should be considered or blue bins should start accepting styrofoam content. I did not keep exact record on the numbers entered above. It would also be nice to record that I participated in 2 community events and that takes up some of my spare time as well.
- Keep up the great work. :)

Program Evaluation Actions by Zero Waste Block Leader Program Manager

Actions being taken by Zero Waste Program Manager

- ✓ Creating new training modules, to be delivered by webinar.
 - 1-2 month timeline
 - How MRF's work
 - The Economics of Reduce, Reuse, Recycling
 - Outreach & Engagement training
 - Curbside Compost Training (Compost Coaches)
 - 2-3 month timeline
 - How Landfills work
 - How to make a presentation on Zero Waste & ARR services
 - How to write a blog, newsletter, article, or social media post
- ✓ Exploring online platforms for a one-stop-shop, centralized location for news, information & resources, FAQ/question & answer documents, forms etc. for Block Leaders. Platforms being explored include GivePulse, a Google Site for BL's, and Slack. **Estimated completion of new platform: 3 months.**
- ✓ Reviewing & Revising Door Hangers for effectiveness or possible elimination.
- ✓ Connecting Block Leaders within neighborhoods to increase effectiveness