

## Improving Oregon Recycling Systems Infrastructure Research

# Phase 2 Task 3 Research Plan

FINAL December 18, 2019

### Phase 2 Task 3 Public and Customer Engagement, Compliance and Incentive Alternatives

The goal of this task is to provide DEQ and Partners with information on the state of knowledge regarding the use and effectiveness of alternative engagement, compliance, and incentive programs that are aimed primarily at reducing contamination in set-out recyclables. This information will inform education, incentive, and compliance methods included in scenario analysis.

Contractor will conduct up to 60 hours of research on the cost and effectiveness of education, feedback, incentive, and compliance alternatives. Research products will consist of completed case studies and a 5- to 10-page report summarizing the available data (and data limitations) on benefits, drawbacks, and other relevant considerations of the education, incentives, and compliance alternatives included in the research. The report will also include recommendations on which education, incentive, and compliance alternatives to include in scenario analysis.

### Potential Customer-Focused Alternatives to Research

Cascadia will seek information (where available) on solid waste or non-solid waste programs such as the following:

- Audience-tailored outreach campaigns/tools (e.g. commercial technical assistance, customized materials/signage, multi-lingual, image-based, or transcreated campaigns, property manager engagement, school-based education)
- Broad media and outreach campaigns/tools (e.g. canvassing/door-to-door campaigns, direct mail, municipal/hauler website, apps/online games, social media campaigns)
- Container size and pricing effects
- Direct feedback (e.g. cart-tagging, or compliance calls, letters and visits)
- Fines/fees/surcharges for generators/customers
- Incentives
- Refusal to collect from generators
- Removal of recycling containers/service

- Simplified or standardized accepted material list

## Methods of Investigation and Sources of Information

Research will identify and research programs in the United States and Canada through:

- Review of Cascadia Consulting Group’s in-house library of studies and reports
- Engagement with The Recycling Partnership and Keep America Beautiful
- Literature reviews and web-based research to find academic and non-academic articles, program evaluation reports and case studies, meta-analyses, and other relevant documents
- Phone interviews and email correspondence with program implementers, such as state and municipal agencies, recycling collectors

Cascadia will hold a check-in call with DEQ approximately three weeks after beginning research to provide an update regarding availability of data and to allow DEQ and Contractor to adaptively manage research as needed.

## Case Study Template

The following template will be used by Cascadia team to initially describe each case study and relevant results. Cascadia will also list alternatives that were initially investigated but were not worthy of a full case study investigation in an appendix.

<b>Alternative Studied</b>	<i>(e.g. direct mail, cart-tag, etc.)</i>
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## Bibliographical Information

Literature reviews, web-based research, and phone interviews with program implementers in the United States and Canada

<b>Resource Type</b>	<i>(e.g., published article, case study, interview)</i>
<b>Organization</b>	
<b>Contact information</b>	<i>phone   website   e-mail</i>
<b>File Name on SharePoint</b>	
<b>Full Citation</b>	

**Relevance to Project Goals**

<input type="checkbox"/> Highly relevant and useful <input type="checkbox"/> Somewhat relevant and useful <input type="checkbox"/> Not very relevant or useful	
Justification/Comments:	<i>(e.g., could be applied in OR with similar results)</i>

**Confidence in Results / Justification**

<input type="checkbox"/> Highly confident <input type="checkbox"/> Somewhat confident <input type="checkbox"/> Not very confident	
Justification/Comments:	<i>(e.g., sample size, study duration, other methodology notes)</i>

**Abstract/Summary**

*[paste original abstract, if available]*

**Topics**

**Education, Incentive, or Compliance Elements**

Key Points	Notes	Pages
	•	

**Audience(s)**

Geographic Scope	
City/County/State	
Community Type(s) — check all that apply	<input type="checkbox"/> Urban <input type="checkbox"/> Suburban <input type="checkbox"/> Rural <input type="checkbox"/> Other/Not Specified (ONS)
Generator Type(s) — check all that apply	<input type="checkbox"/> Single-family residential <input type="checkbox"/> Multifamily residential <input type="checkbox"/> Commercial <input type="checkbox"/> Drop-off
Population or Audience Size	
Other Audience(s) Addressed	

**Program Context**

<b>Collection Method(s)/Equipment Used</b>	
<b>Accepted Materials</b>	
<b>Other Companion Education and Outreach Programs</b>	
<b>Companion Incentives</b>	
<b>Companion Regulations</b>	

**Program Effectiveness**

*Measured in terms of absolute metrics, relative change in metrics, or qualitative/anecdotal information*

Participation Rates

Key Points	Notes	Pages
	•	

Capture Rates

Key Points	Notes	Pages
	•	

Contamination Rates

Key Points	Notes	Pages
	•	

Retention of Behavior Change Over Time

Key Points	Notes	Pages
	•	

Other Metrics

Key Points	Notes	Pages
	•	

Other Qualitative or Anecdotal Information

Key Points	Notes	Pages
	•	

Consumer Acceptance

Key Points	Notes	Pages
	•	

Other Notable Insights

Challenges, successes, lessons learned, opportunities, recommendations, and other insights

Key Points	Notes	Pages
	•	

Resource Requirements

Staffing Requirements

*Staffing hours, FTE, and/or costs by staff type*

Key Points	Notes	Pages
	•	

Expenses

Key Points	Notes	Pages
	•	

Other Resource Requirements or Anecdotal Information

Key Points	Notes	Pages
	•	

Other Referenced Documents or Programs for Possible Review