



THE RECYCLING PARTNERSHIP

Together, transforming
recycling for good.

Making our communities, economy
and planet healthier.

Do You *Recycle* Challenge

What are you wasting for...
An Atlanta community recycling challenge



Atlanta is home to nearly 1500 multifamily properties representing 140,000+ homes.



The Do You Recycle Challenge (DYRChallenge) provides multi-family communities the tools and guidance needed to deliver and track recycling access and education to all residents.

Challenging multi-family communities to commit to reduce waste to landfill, improve recycling outcomes, and allow residents to do their part.

DYRChallenge: Participant Experience

Upon signing onto the program, property participants will be required to:

- Walk through of property and set up of profile in app with program partner
- Commit to collecting data in the initial campaign phase and ongoing data reporting through at least end of program
- Commit to providing tenants with Challenge educational programming for at least initial campaign phase (at no cost of materials)
 - Includes delivery of both printed materials and digital materials
- Consider making recommended infrastructure improvements to property (at property's cost or using DYRChallenge recycling infrastructure grant funds if awarded)
- Identify the community project to which end of year recognition award money will be applied if they win annual recognition award

DYRChallenge: Participant Experience

Property Participants will benefit from:

- Technical assistance
- Printed education campaign resources
- Improved sustainability amenity and marketing of sustainability services
- End of year public recognition event

DYRChallenge: Participant Experience

Menu of free educational elements include:

Standard materials printed and delivered provided at no cost to participant:

- Tote bags for residents to carry recyclables to recycling area
- Information cards for residents
- Door tags
- Building signage (100% polypropylene board)

Digital materials for participant to add to and print/deliver themselves

- FAQ documents (both doorstep and non-doorstep option)
- Sample Resident program introduction and reminder emails
- Social content
- Digital quiz
- Digital resident survey content
- Sample language for recycling commitment for all new resident packets
- Oops tag for doorstep service

DYRChallenge: Sample Participant Experience Timeline

Week 1 Week 2 Week 3 Week 4-10 Week 10+ Quarterly End of Year

1. Property signs voluntary agreement

2. Partner performs "before" audit of infrastructure, sets up profile in app.

Property can submit mini-grant application at this point.

3. Partner provides recommendation list of improvements, implementation and education plan, reviews with partner and conducts training for on-going measurement by property manager

4. Property implements infrastructure changes and education campaign, attends weekly check in with Partner these weeks

5. Partner maintains relationship with property checking app to make sure data is entered properly and providing on-going intermittent technical support

6. Project Manager checks data for issues, reaches out to Partner and property contact any major discrepancies are identified

7. Property attends annual recognition event



DYRChallenge: mini grants

- Eligibility requirements:
 - Reimbursement model (unless otherwise approved), improvement must be made within 6 weeks of grant approval
 - Up to \$2500 per mini grant
 - Priority given to multifamily properties that demonstrated need
 - Must be spent on introducing or improving infrastructure to the site
 - Eligible improvements include purchase of:
 - Recycling carts or dumpsters
 - Fencing around recycling area
 - Permanent way-finding or educational signage for recycling/recycling area
 - Security or measurement technology for recycling area
 - Other device for measurement

Metrics



% improvement of volume (and weight conversions) and incidents of contamination



Infrastructure added and/or improved



Total recycling tonnage (volume conversions)



Participating properties, units, and square feet