



# Making Move-Out a Sustainability Success Story:

A look at successful internal resale and donation models

February 13, 2014

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**Erin Thomas**



**Jacqui Bauer**



**Dan Hairfield**

# Agenda

## Welcome & Introduction

### **Making Move-Out a Sustainability Success Story:**

A look at successful internal resale and donation models

#### **Speakers:**

- Erin Thomas, Project Manager Office of Residence Life, **University of Toledo**
- Jacqui Bauer, Sustainability Coordinator, **City of Bloomington, IN**
- Dan Hairfield, Assistant Coordinator for South Campus Administrative Operations, **University of Maryland**

**Q& A** (after the presentation)

# Give & Go: A Toledo Tradition



**DIVISION OF STUDENT AFFAIRS**

**THE UNIVERSITY OF TOLEDO**

*Office of Residence Life*



# Program Overview

## About UT

- 8 residence halls
- 120 Residence Life staff members
- Over 3,000 on campus students
- 13 year program tradition

# Program Overview

## Containers & Schedules



- Week prior, Goodwill drops off cages (2 per hall)
- On call: M, T
  - When  $\frac{3}{4}$  full, call for swap out
- Scheduled pickups: W, Th, F, M
- Separate boxes for food/toiletries
- 6 -30yd roll of dumpsters



# Program Overview

## Res Life

- RA involvement
- Coupons
  - Lesson Learned
- Clerical staff monitor stations daily
- Exit interviews



# Program Results

## 2012

- Total Weight: 8,500 lb.
  - More trash than usable items
- 43% increase in 2013
- 7 roll offs --210 cu. yd. trash

## 2013

- Textiles: 4,326 lb.
- Housewares: 5,185 lb.
- Trash: 2,656 lb.
  - 1,024 lb. carpets and rugs
  - 1,344 lb. TVs & 298 lb. misc.
- Good Item Total: 9,511 lb.
- Total Weight: 12,167 lb.
- Nonperishables: 995 lb.
- GRAND TOTAL: 13,162 lb.
- 5 roll offs --150 cu. yd. trash

# Program Results

## Analysis

- Attribute decrease in trash and increase in usable donations to:
  1. Planning (begun early)
  2. Marketing (begun early)
  3. Recognizable program brand
- Three keys to success!

# Best Practices

- **Brand It!**
  - Key to success and recognition!
- **Contact List of All Involved to each staff**
  - w/ plan for when cages are full
- **Market program early and often**
  - Hand outs at Earth Fest, website, social media, newspapers, TV, radio, college sources, RAs, UT screensavers
  - Take lots of pictures for next years marketing!

# Lessons Learned

## Changes for Next Collection

- **Coupons**
  - Not good for tracking purposes
- **Make a part of move out process/paperwork**
- **Don't rely on volunteers**
  - Depends on your campus

# Lessons Learned

## Changes for Next Collection

- Giving Goodwill easier access to residence halls
- After tracking, now know how many cages to drop off at each location
- New plan for collecting food and toiletries
  - Not using extra recycling bins
- Find outlet for carpets/rugs



## A university-community partnership in Bloomington, Indiana

Jacqui Bauer, City of Bloomington

Emilie Rex, Indiana University

# Why H2H?

- Trash travels 60 miles to landfill at 6mpg
- Total population: 80k
- Total student population: 42k
- Total off-campus student population: 30k





## H2H aims to:

- divert reusable items from the landfill during student move-out,
- prevent additional resource consumption by selling collected items to students and community members, and
- raise funds for local charities and other organizations.







# H2H Rules

- H2H is an educational initiative, not an event
- Nothing is sold or donated before the sale.
- Buy almost nothing.
- Reuse everything possible.
  - Find uses for items that don't seem to have uses.
  - Fix broken items



# Evolution of H2H: 2010



- **Partners:** IU, City of Bloomington, United Way, Habitat for Humanity
- **Location:** IU football stadium
- **Volunteers:** a very small group of people
- **Challenges:** birds, rain, exhaustion, building trust, finding sale location
- **Innovations:** off-campus collections

# Evolution of H2H: 2011

- **Partners:** IU, City of Bloomington, United Way, Habitat for Humanity
- **Location:** IU fieldhouse
- **Volunteers:** a small core group plus multiple volunteer groups
- **Challenges:** limited time for setup, summer storage of goods
- **Innovations:** use of big volunteer groups, better volunteer scheduling, formation of committees



# Evolution of H2H: 2012

- **Partners:** IU, City of Bloomington, United Way, Habitat for Humanity
- **Location:** IU fieldhouse
- **Volunteers:** More volunteer groups, more individuals
- **Challenges:** limited time for setup, summer storage of goods
- **Innovations:** Targeted scheduling of pickups, publicity in Chinese and Korean





# Evolution of H2H: 2013

- **Partners:** IU, City of Bloomington, Habitat for Humanity
- **Location:** The Warehouse
- **Volunteers:** More volunteers recruited by other organizations, many individuals
- **Challenges:** handling increasing volume of donations, summer storage of goods
- **Innovations:** Volunteer compensation program, allocation of proceeds by level of effort



# Evolution of H2H: 2014

- **Partners:** IU, City of Bloomington, Habitat for Humanity
- **Location:** The Warehouse
- **Volunteers:** More volunteers recruited by other organizations, many individuals
- **Challenges:** Departure of major stakeholder from planning committee; summer storage of goods
- **Innovations:** Expansion of volunteer compensation program, recruitment of business sponsors



# Steps involved in putting on a really #@&% big garage sale

- Education and outreach
- Collection of donations
  - On-campus: presorting & transport
  - Off-campus: scheduling & coordination
- Sale prep
- Sale day!



# Results

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>		<b>Total</b>
<b>Shoppers</b>	900	1,800	2,500	3,000		<b>8,200</b>
<b>Volunteers</b>	100	209	261	343		<b>913</b>
<b>Volunteer hours</b>	375	760	1,054	1,224		<b>3,413</b>
<b>Funds raised</b>	\$10,470	\$17,600	\$28,950	\$32,850		<b>\$89,870</b>
<b>Tons diverted</b>	20	27	35	45		<b>127</b>



# Trash To Treasure

*An effort to divert our students' "trash" from the waste stream to become someone else's treasure*

Adrienne Small, Facilities Management

Dan Hairfield, Resident Life

# Brief History

- Began in 2002 and remained small and decentralized until 2011
- Offshoot of department's sustainability committee
- Sustainability Fund Grant: \$10,000
- Partners: Facilities Management, Residential Facilities, Dining Services, and the Office of Sustainability
- Merged together with Mindful Move Out
- Residence Hall Association's Sustainability Committee

# Program Charge

**Trash to Treasure is the signature program charged with the management of a spring semester closing program aimed at reducing the amount of items that enter the waste stream. In association with other campus and community agencies, Trash to Treasure serves to capture commonly disposed items to be donated to non-profit organizations, including Goodwill and Help by Phone.**

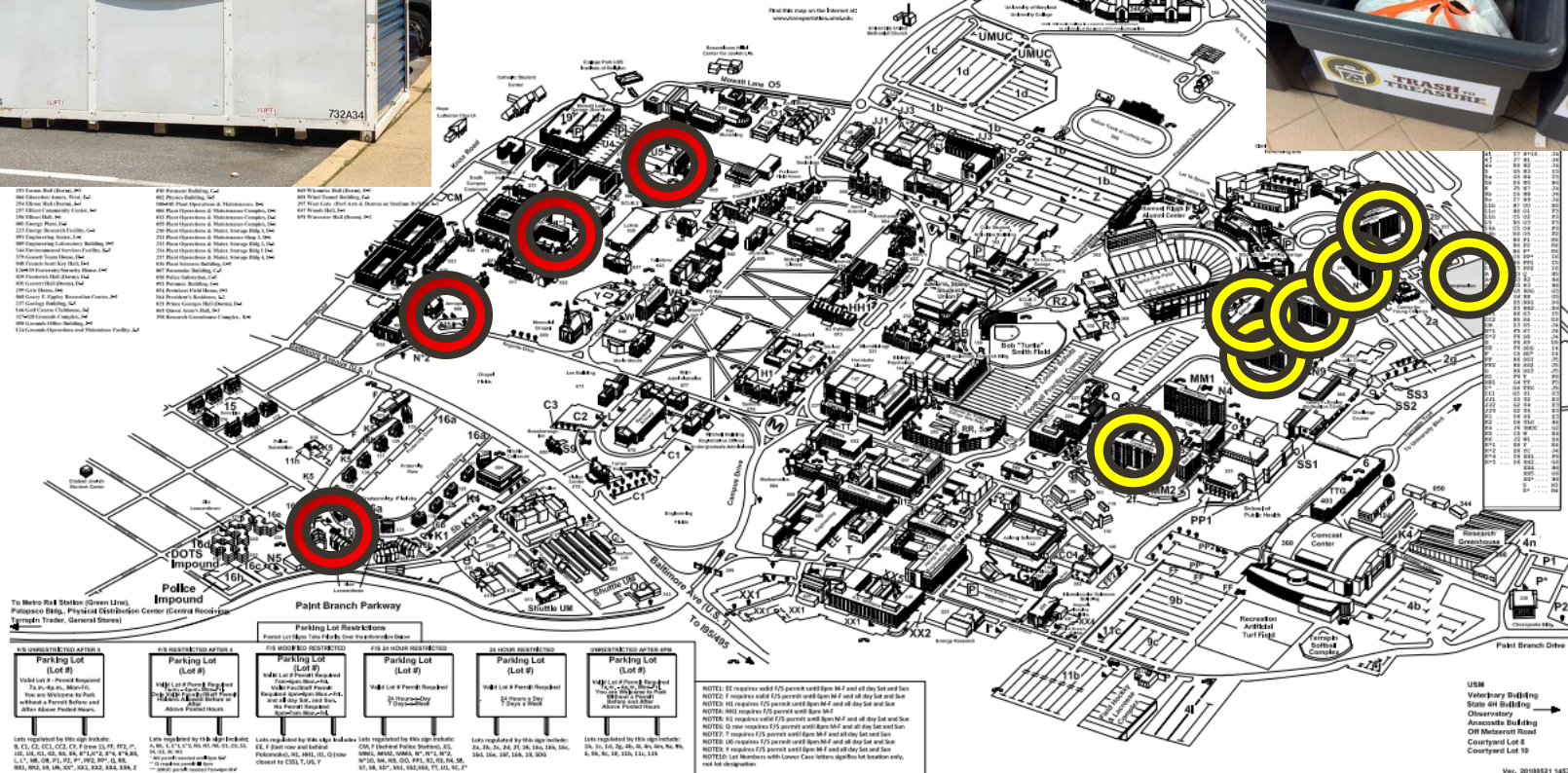


## A white portable storage unit is parked on a paved surface. A black banner is draped across the front, featuring a green circular logo with a white 'E' and the text 'TRASH to TREASURE' and 'DONATION STATION'. Below the banner is a white sign with black text that reads 'Portable On Demand Storage Moving &amp; Storage' and '1-800-776-9943'. The unit has a blue roll-up door on the right side. The number '732A34' is visible on the bottom left and right corners of the unit.



Department of Transportation Services

Find this map on the Internet at



# Approved Donation Items



**DEPARTMENT OF RESIDENT LIFE**  
UNIVERSITY OF MARYLAND

## TRASH to TREASURE

Your unwanted items may be someone else's treasures. Consider donating!  
All donations will go to Goodwill to benefit local communities.

**Monday, May 13 – Friday, May 17**

**Reusable Items Accepted:**

<b>SMALL ITEMS:</b>	<b>LARGE ITEMS ACCEPTED OUTSIDE:</b>
Clothing	Items specifically accepted at pallets near dumpsters.
Appliances	Refrigerators
Electronics	Carpets
Art Supplies	Large Electronics
Kitchen Items	
Blankets	
Sporting Equipment	
CD's and DVD's	
Non-perishable Food	

**Collection Locations:**

<b>NORTH CAMPUS:</b>	<b>SOUTH CAMPUS:</b> (External PODs Wednesday - Friday)
Centreville	Lot D - next to Worcester
LaPlata	Calvert Lot
Ellicott	West Side of Annapolis
Hagerstown	Lot 16 between LCC and Leonardtown 238
Elkton	
Denton	
Oakland	

**SOUTH CAMPUS**  
Queen Anne's Lobby  
Annapolis Lobby  
Leonardtown Community Center

[www.reslife.umd.edu/trashtotreasure](http://www.reslife.umd.edu/trashtotreasure)



**DEPARTMENT OF RESIDENT LIFE**  
Living & Learning Together







# Campus Partners

- Facilities Management
- Office of Sustainability
- Residential Facilities  
(including Housekeeping)
- Department of Transportation Services
- Dining Services
- Residence Hall Association
- Fraternity & Sorority Life
- Volunteers from around Student Affairs



# 2012 Collection

## The Results:

***Goodwill:*** 5810 cubic feet (6 box trucks and 1 trailer)

***Help by Phone:*** 6 carts of food supplies

***Terrapin Trader:*** 5 box trucks of items

***ACE Recycling:*** 2.5 30-ft dumpsters of carpets



# 2013 Collection



## The Results:

***Goodwill:*** 1 24-ft box truck of total items

***Help by Phone:*** 6.5 carts of food supplies

***ACE Recycling:*** 2.51 tons of carpet

***Waste Reduction:*** 200 tons of trash, 4 tons of metal, 2 tons of paper, 68 tons of recycling, 4 tons of wood products

# Future Plans

- The Resident Life Sustainability and Trash to Treasure program hope to continue to explore...
- Engaging new areas for collection (South Campus Commons, University Courtyards, College Park Community).
- The concept of a community yard sale, similar to programs at other universities operating sustainable move out programs.
- Staggered collections to capture items around the end of the fall semester and mid-spring semester (spring cleaning).

# Customizing A Sustainable Program

- When developing this program, we have learned that the following factors are vital to consider:
- Institutional size, scope, and budget
- Who makes up the committee/central coordination
- Vital partnerships (internal, non-profit organizations)
- Who implements the program (departmental staff, student volunteers, divisional partners, etc.)
- Marketing to the university community
- Measuring the savings/communicating the impact
- Donation versus community sale
- Expanding the reach of the program



# Contact Information

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***Thursday, March 13, 2014  
1 PM – 2:30 PM ET***