

October 2, 2019 - AASHE



MoveOutATX.org





West Campus

- ▶ 15,000+ units
- ▶ 50-80 complexes
- ▶ Competitive hauler market
- ▶ Most leases end July 31
- ▶ Students discard large volume of reusable material
- ▶ Overflowing dumpsters & material in right-of-way
 - ▶ Dangerous, safety hazards to drivers
 - ▶ Impedes emergency vehicles
 - ▶ May attract rodents, pests



Dead-end in 2016 where a 2018 drop-off station was located



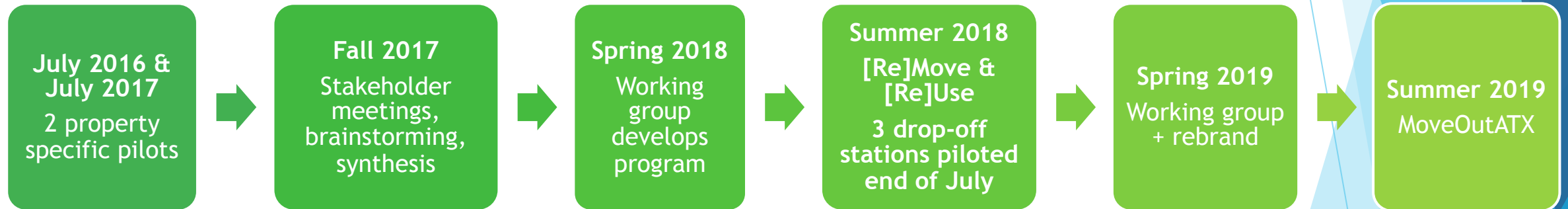
2017

Why?

- ▶ Create convenient outlet for students
- ▶ Increase donations to reuse entities
- ▶ Move closer towards Austin's Zero Waste goal
- ▶ Minimize safety and health hazards
- ▶ Decrease clean-up costs for properties
- ▶ Reduce eyesores for tenants and community members
- ▶ Build sense of community in a highly transient area



Approach



2019 Recap

▶ Property-Specific Efforts

- ▶ Mattress sanitization (201 mattresses)
- ▶ In-property, open-top donation containers
- ▶ Move-in
 - ▶ Cardboard collection by reuse org.
 - ▶ Plastic film/Styrofoam hauling to RRDOC

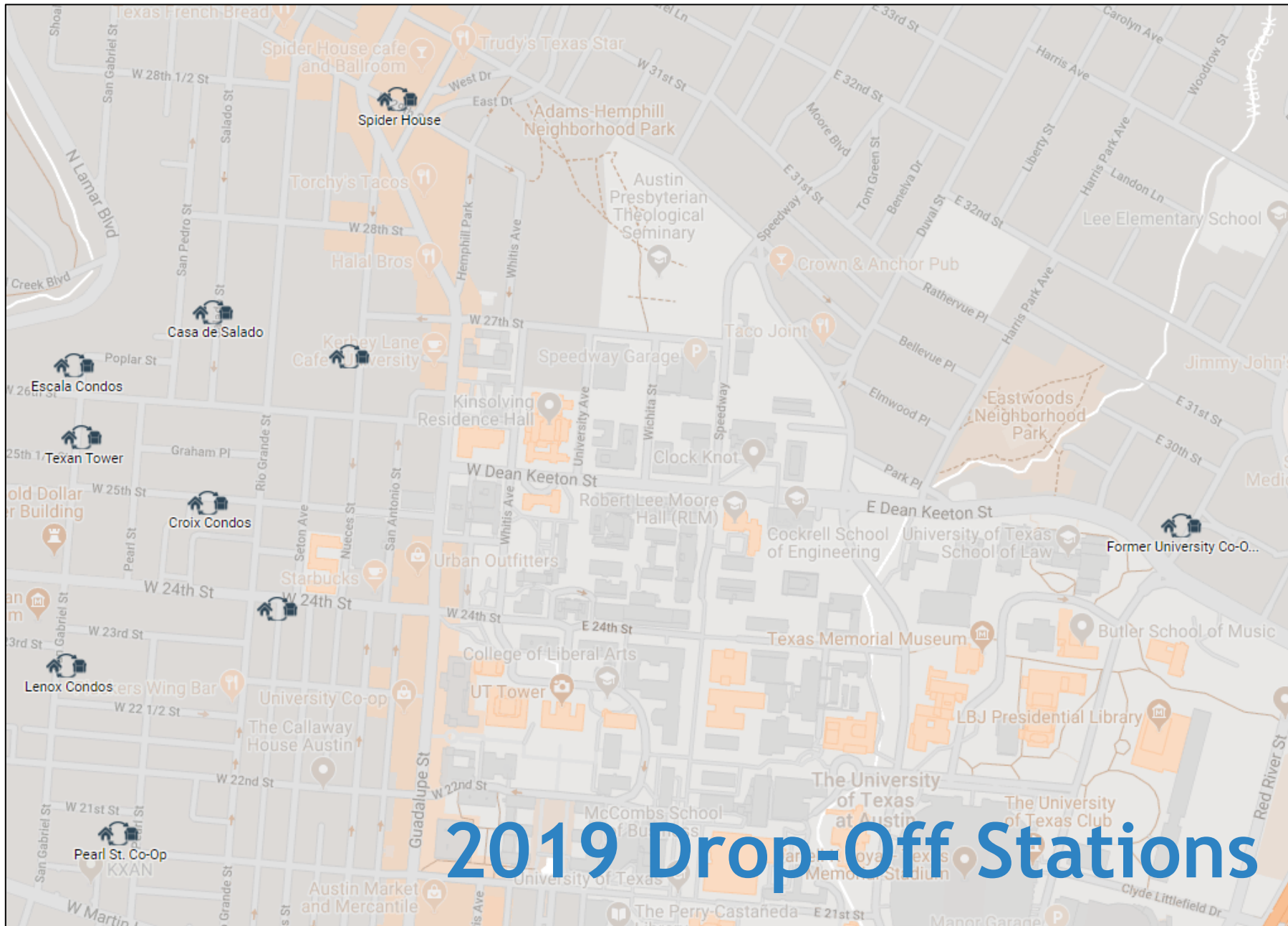
▶ Drop-Off Stations

- ▶ July 20-21, 26-28 (10 am - 5 pm)
- ▶ July 31 (8 am - 12 pm)
- ▶ 10 locations!



2019 Participating Reuse Orgs.





2019 Drop-Off Stations

	2018	2019
Dates	July 27 to Aug. 1 (5.5 days)	July 20-21, 26-28, 31 (5.5 days)
# Drop-Off Stations	10	3
Community Volunteers	70	85
Service Hours	311	295
# Drop-Offs	766	Approx. 1,000*
Lbs. Diverted (stations only)	51,780 lbs. (25 tons)	~ 106,552 lbs. (53 tons)
Tons Diverted (all efforts)	62 tons	92 tons
Volume (all efforts)	804 CY	> 1,190 CY (missing data)
Economic Value of Material (all efforts)	\$136,000	> \$184,000

Total Diversion (to date)



**28 African elephants
(187 tons)**

**64 school buses
(2,303 cubic yards)**



Social & Environmental Impacts

- ▶ 1,000 meals provided to those in need
- ▶ \$15,000+ benefiting programming for children and single-mothers
- ▶ 500+ pieces of furniture resold at affordable prices to Austinites

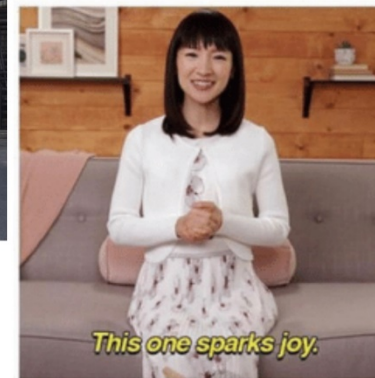
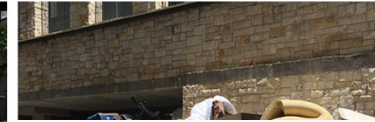




MoveOutATX.org

Marketing

- ▶ 40+ promotional partners
- ▶ ‘Perks’ program: 24 in store + 9 onsite coupons/giveaways
- ▶ moveoutatx.org
- ▶ Paid media - spent about \$5,000 both years
- ▶ Earned media (Y2)



moveoutatx.org

A STRESS-FREE MOVE-OUT

is steps away from your apartment!

July 26-28 & 31

FIND YOUR NEAREST LOCATION

- ▶ 6,573 unique visitors
- ▶ 5,720 visits
- ▶ 14,500 page views
- ▶ 48% traffic direct
- ▶ 25% traffic social

Donate your unwanted stuff!

Moving out of West Campus? It's easy to give back and give your stuff a second life (we know you can't fit everything in the suitcase or car you moved here with)! **10 donation stations open July 20-21 & 26-28 (11 a.m. - 5 p.m.) and July 31 (8 a.m. - 12 p.m.)!** Reduce stress, get free discounts, support the community, and help keep Austin clean!



Successes

- ▶ Partnerships!!!!
- ▶ Building brand awareness
- ▶ Property management buy-in increased in Y2
- ▶ Volunteer recruitment
- ▶ Code enforcement synergies
- ▶ Amount of material collected
- ▶ Student convenience



Challenges

- ▶ Mattresses
- ▶ Apt. complex staff education (non-management)
- ▶ Full University support/promotion
- ▶ Unstaffed locations led to loss of material (pickers and donor hesitancy?)
- ▶ Student participation in planning process
- ▶ Program sustainability



Your campus/city?

- ▶ Detailed recap on 2018 pilot: moveoutatx.org/2018





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