

## **Appendix B: Strategy Design**

### ***The Pre-Pilot***

Conducting a pre-pilot provided an accurate assessment of residents' reaction to the proposed strategies. Conducting the pre-pilot was also helpful in other ways. Gaining experience with the script enabled the project staff to improve it. It quickly became apparent which parts of the script were stilted or verbose and how to modify them. The result was a shorter, more conversationally authentic script. Calls were made between 7 and 9:15pm on weekday evenings. It took about two and one half hours of calling to reach and speak with 20 householders.

### ***Demographic Analysis***

Because it was considered unlikely that the Waltham community development department would have the staff time to conduct the demographic analysis, the analysis was provided as an in-kind contribution to the project by Community Maps, Inc. of Columbia, Maryland. Community Maps, Inc. initially analyzed five routes in order to identify three that were demographically similar. Each of these three had to be re-analyzed later when it was discovered that there were parts of each route that had been unknown to the project staff when the original analyses were done.

□ **Tip:** It is possible that municipal planning or community development departments with geographic information system (GIS) capability could perform this type of analysis. Communities wishing to determine the demographics of test areas for piloting purposes should check to see if this analysis capability exists in-house. If neither in-house capability nor funds to contract for these services are available, a knowledgeable municipal official can make an educated guess as to test areas that are demographically similar. However, the more certain it is that the test areas are demographically similar, the more certain it is that relative changes in tonnage are due to the outreach strategies being tested, not to differences in demographics.

### ***Participation Rate Survey***

In order to determine if applying decals to bins would lead to a higher rate of application than occurred in Sonoma County, an estimate was made of Waltham's recycling participation rate. In a community with 24,000 households or fewer, a valid estimate can be made from observations of 80-100 homes. In a suburban Waltham neighborhood of single family homes, it was possible to record addresses and the presence/absence of a bin at each address for 97 homes in about 70 minutes. Observations were made shortly before the recycling truck was scheduled to arrive, since some people get used to putting their bin out just before their usual pick up time. Assuming that not everyone puts their bin out every week, the observation was done two weeks in a row. The cumulative number of distinct addresses that had a bin out over a period of two weeks, compared to the total of 97 homes, indicated that about 64% of households could be expected to have a bin out over a two week period.