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

July 2016 & July 2017
2 property specific pilots

Fall 2017
Stakeholder meetings, brainstorming, synthesis

Spring 2018
Working group develops program

Summer 2018
[Re]Move & [Re]Use
3 drop-off stations piloted end of July

Spring 2019
Working group + rebrand

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

64 school buses
(2,303 cubic yards)

28 African elephants
(187 tons)
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
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

- 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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