THE PSYCHOLOGICAL BARRIERS TO COMPOST IN UW GREEK HOUSING

MERCEDES STROEVE
SEATTLE’S COMPOSTING LAW DIRECTLY IMPACTED BUSINESS OWNERS, SINGLE FAMILY RESIDENTS, AND APARTMENT MANAGERS BUT NOT TENANTS...

2014 COMPOST RATE

70% → SINGLE FAMILY
34% → MULTI FAMILY
→ SIMILAR BARRIERS
→ ACCESSIBLE
→ OPPORTUNITY FOR COLLECTIVE ACTION
→ PRESENCE OF LEADERSHIP & GUIDANCE
→ FUTURE TENANTS
FIND WAYS TO HELP IMPROVE MULTIFAMILY HOUSING PARTICIPATION WITH COMPOSTING

GOAL

PRODUCT

STRATEGY ON IDENTIFYING THE PSYCHOLOGICAL BARRIERS IN YOUR HOUSING

GOAL & PRODUCT

REPORT WILL BE PROVIDED TO:
→ SEATTLE PUBLIC UTILITIES
→ UW SUSTAINABILITY
→ UW ECOREPS
"MAKING PSYCHOLOGY THE NEW CENTRAL ROLE IN THE TRANSITION TO A SUSTAINABLE FUTURE"

- DOUG MCKENZIE-MOHR
1. SELECT BEHAVIOR & AUDIENCE

2. IDENTIFY BARRIERS

3. DEVELOP STRATEGY

4. PILOT CAMPAIGN

COMMUNITY-BASED SOCIAL MARKETING PROCESS
“OUT OF SIGHT OUT OF MIND…”

- Lack Knowledge
- Unmotivated
- Unsupportive attitude
- Task is inconvenient
STEPS FOR EACH HOUSE

1. SURVEYS
2. ONE-ON-ONE INTERVIEW
3. GROUP INTERVIEW
4. BARRIER MEASUREMENT
KNOWLEDGE → KNOW GENERAL INFO ABOUT COMPOSTING

MOTIVATION → REGULARLY REMEMBER TO COMPOST

ATTITUDE → FEEL ITS REGIONALLY VALUED

CONVENIENCE → LOW NUMBER OF COMPOST BINS AND HIGH NUMBER OF WASTE BINS

“COMPOST BIN OVERFLOWS OUTSIDE THE HOUSE”

“MEMBERS ARE USING THE COMPOSTING BINS FOR ALL OF THEIR TRASH”

“MEMBERS WHO DON’T KNOW COMPOSTING AREN’T FROM THE SEATTLE AREA”
### Key

<table>
<thead>
<tr>
<th>BARRIERS</th>
<th>UNDER 25%</th>
<th>25 - 50%</th>
<th>50 - 75%</th>
<th>OVER 75%</th>
</tr>
</thead>
</table>
| **KNOWLEDGE** | 1. Know about composting  
2. Know about the benefits  
3. Know about city regulations  
4. Know about SPU incentive programs | 1. Know all the general information about composting  
2. Know general environmental benefits  
3. Don't know regulations  
4. Don't know SPU program | 1. Aware of compost bins  
2. Don't know general composting information  
3. Don't know environmental benefits | 1. Don't know anything about composting |
| **MOTIVATION** | 1. Always remember to compost  
2. Highly prioritize composting  
3. Compost at home and elsewhere | 1. Mostly remember to compost  
2. Somewhat prioritize composting | 1. Rarely remember to compost  
2. Barely prioritize composting | 1. Never remember to compost  
2. Don't prioritize composting |
| **ATTITUDE** | 1. Feel strongly that we must compost | 1. Feel like it can be useful to compost | 1. Don't feel it is necessary to compost | 1. Unsupportive attitude about compost where you feel it is not a good option |
| **CONVENIENCE** | 1. Composting is highly accessible  
2. Far more convenient than waste bins  
3. Number and size of bins exceeds the amount of compost | 1. Compost bins are accessible  
2. Compost is equally as accessible as waste bins  
3. Number and size of bins meets the amount of compost | 1. Low number of compost bins  
2. Higher number of waste bins that are more convenient and accessible  
3. Small compost bins that don't meet the amount of compost | 1. No way to compost  
2. Waste bins are the only option |

1. Composting is highly accessible  
2. Far more convenient than waste bins  
3. Number and size of bins exceeds the amount of compost
“BEING MORE OF A WASHINGTONIAN!”

 IDENTIFY GREEK MOTIVES

→ STRUCTURE/ORDER
→ REDUCE WASTE
→ PEERS OPINION
→ INCENTIVES & REWARDS
→ HELPING THE ENVIRONMENT
SIMILAR PRACTICES THAT MULTIFAMILY PROPERTY MANAGEMENT AND LANDLORDS CAN ADOPT
EXAMPLE OF HAVING AN UNSUPPORTIVE ATTITUDE TOWARD THE COMPOSTING LAW AND HOW MY RESEARCH CAN HELP RECREATE A POSITIVE IMAGE FOR COMPOSTING

Howard Hultgren, left, of Bothell, and Ed Yasukawa, right, of Seattle, during a news conference on Thursday. A group of privacy advocates have filed a lawsuit against the city of Seattle, arguing that the city is violating people’s privacy rights by having garbage collectors look through people’s waste to see if they are throwing away food scraps or other items that should be going in the yard waste bin. (Ken Lambert/The Seattle Times)
THANK YOU FOR LISTENING!