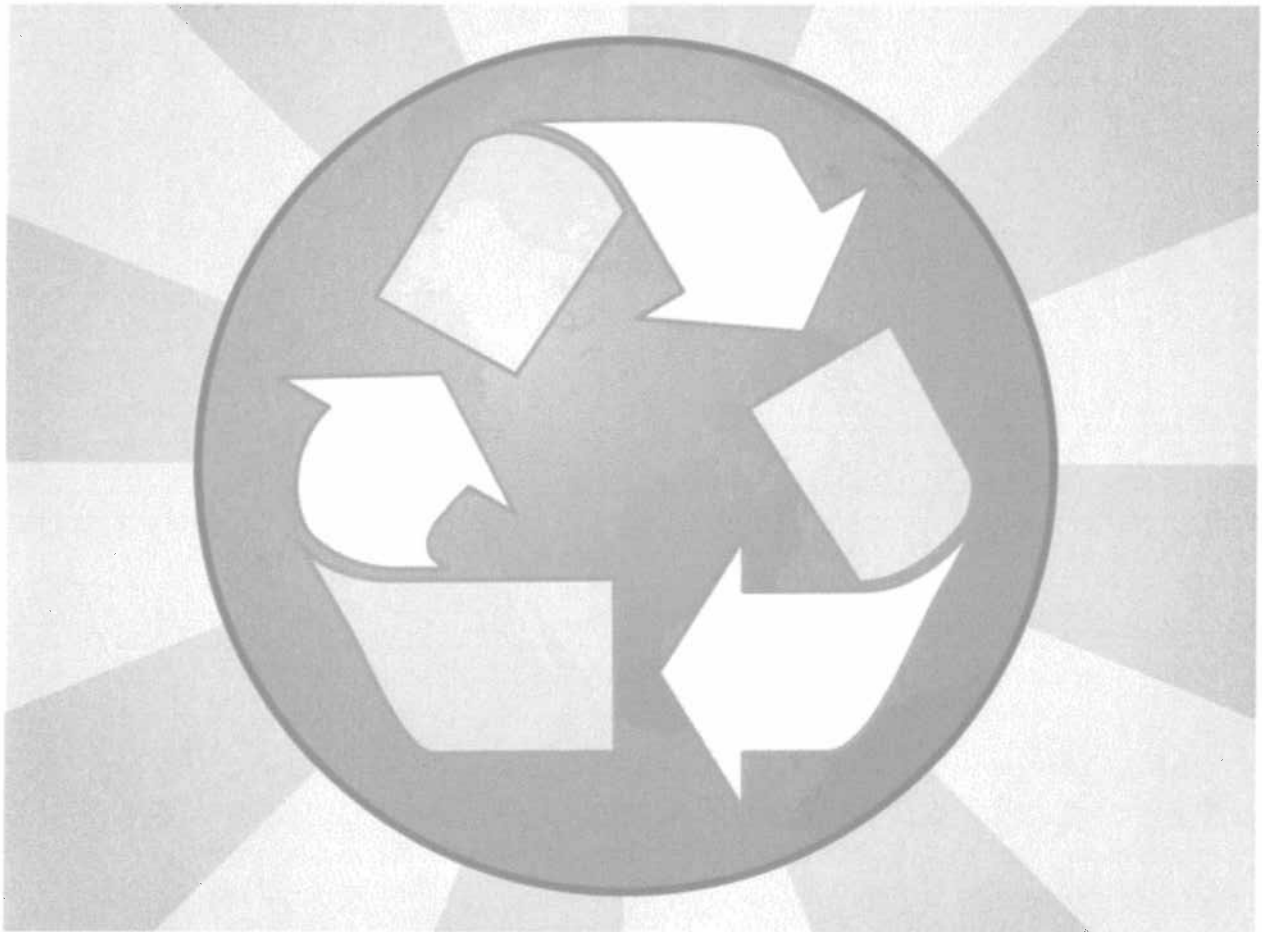


# **Recycling at Bradford Park**



**Prepared By Justin Parrish**

## ABSTRACT

This project is evaluating the feasibility of obtaining recycling services at Bradford Park apartment community in Rock Hill. There are currently no recycling services offered at the Bradford Park community. Through research and surveys it is apparent that residents of Bradford Park have a need for recycling services. A majority, 77% of residents surveyed responded they were possibly likely or high likely to use recycling services if they were offered at Bradford Park. Due to this response, I am recommending a community meeting for the residents of Bradford Park, during which the benefits of obtaining recycling services and the monthly fee for such services would be discussed.

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## **SUMMARY OF PURPOSE**

The purpose of this project is to determine the feasibility of obtaining recycling services at Bradford Park apartment community in Rock Hill. There are currently no recycling services offered to the residents of Bradford Park apartment community. It would be beneficial to residents who prefer to recycle and also to residents who would consider recycling to obtain recycling services at Bradford Park.

## **SUMMARY OF FINDINGS**

After thorough research, conducting interviews and distributing surveys it is apparent that residents of Bradford Park apartment community have a need for recycling services. A majority, 67% of residents surveyed responded that the lack of recycling services at Bradford Park kept them from recycling. 44% of residents surveyed responded they were highly likely to use recycling services if they were offered, and 33% of residents surveyed responded they were possibly likely to use recycling services if they were offered. However, in order to obtain recycling services at Bradford Park it would cost a small monthly fee for residents. A majority, 72% of residents surveyed responded they were not willing to pay a monthly fee for recycling services.

## **SUMMARY OF RECOMMENDATIONS**

The results from the completed surveys determined that a majority of Bradford Park residents are unwilling to pay a small monthly fee for recycling services. In regard to this project being found not feasible, I am recommending a meeting for the residents of Bradford Park in which the benefits of recycling will be discussed and the issue regarding the monthly fee can hopefully be resolved.

## BACKGROUND

Most Americans who are well informed agree that recycling benefits our environment, but for some recycling is not yet a habit and is still viewed as somewhat of an inconvenience. Ideally, all communities would require that their residents recycle, but our society has not yet reached that point.

In the Bradford Park community, there are currently 280 units available with 83% occupancy. The quantity of trash generated by each occupied unit in a week is relatively small, but the total amount of trash discarded by our entire apartment community is tremendous. The question is: how much of that trash could be recycled if our community used a recycling service?

Here are some published facts from Recycling Revolution's website:

- Recycling one aluminum can saves enough energy to run a TV for three hours, or the equivalent of half a gallon of gasoline.
- If every American recycled just one-tenth of his or her newspapers, we would save about 25,000,000 trees a year.
- Recycling plastic saves twice as much energy as burning it in an incinerator.
- The energy saved from recycling one glass bottle can run a 100-watt light bulb for four hours. Making a bottle from recycled materials also causes 20% less air pollution and 50% less water pollution than making a new bottle from raw materials.
- On average, it costs \$30 per ton to recycle trash, \$50 to send it to the landfill, and \$65-\$75 to incinerate it.

As these facts indicate, recycling is beneficial to the environment as well as to our wallets. Saving the planet and saving money is a win-win situation. I have discussed the need for recycling services with my property management, and they have agreed that the project is worth pursuing. While the need for recycling services is apparent in my community, the question remains as to whether residents will be persuaded to help finance collection services.

## LITERATURE SEARCH

[Recycling-Revolution Home Page](http://www.recycling-revolution.com/recycling-facts/html). 25 September 2009 <[www.recycling-revolution.com/recycling-facts/html](http://www.recycling-revolution.com/recycling-facts/html)>.

## APPROACH

While researching the feasibility of obtaining recycling services for Bradford Park apartment community, I conducted two interviews with members of the community who are influential to the success of this project. I also created and distributed a survey to the residents of Bradford Park. These interviews were necessary to gain valuable information from two of the people who could be part of implementing this project. The survey was necessary in order to gain valuable information from residents who would use the services.

First, I interviewed April Rogers, the property manager of Bradford Park apartment community. I interviewed April because she oversees the day-to-day operations of Bradford Park. As the property manager, she has information as to whether Bradford Park was already in the process of obtaining recycling services. She also has the resources needed to contact the waste management for Bradford Park. I met her in her office and asked the questions necessary to continue my feasibility study. She informed me that Bradford Park was not in the process of obtaining recycling services and that my project was worth pursuing.

My second interview was with Larry Bigham, the director of recycling services for the city of Rock Hill. I interviewed Mr. Bigham because, as the director of recycling for the city, he has authority over issues such as this project. Mr. Bigham also has valuable information on issues relating to recycling services in the city. I first spoke with Mr. Bigham briefly about my feasibility study over the telephone and got some basic information to build upon. I followed up with a more thorough interview over the telephone as well. The interview with Larry was helpful and valuable to the foundation of this project.

I then created a survey for one hundred residents of Bradford Park to see if they felt a need for recycling services. I surveyed residents of the community because the success of the project is partially up to them. Though they will not implement the recycling services, they will use the services and pay an additional monthly fee for them, so their opinion is vitally important to the success of this project. In creating the survey, I formulated nine questions that would uncover resident's interest in recycling services at Bradford Park. These questions were simple and straightforward. I placed the surveys outside resident's doors and asked that they return the surveys in the same manner once completed.

## RESULTS

### Interview Results

The interview with April Rogers revealed that there is no work in progress to obtain recycling services for the Bradford Park apartment community. Therefore, I continued researching the feasibility of obtaining recycling services for Bradford Park. The interview also provided me with information regarding how other apartment communities owned by Tribute Properties finance their recycling services. The apartment communities owned by Tribute Properties that offer recycling services include in the rental price a monthly fee that funds the additional cost for recycling services. To obtain detailed information on the amount of this monthly fee, I

conducted an interview with Larry Bigham, the director of recycling services for the city of Rock Hill.

The interview with Larry Bigham provided me with detailed information on recycling services in the city of Rock Hill. The basic fee for recycling services on the commercial level (the category that includes Bradford Park apartment community) is \$150 per month. Basic recycling services include plastic, glass and paper. Recycling cardboard costs an additional \$18 per month. From this interview I was able to conclude that the total monthly fee for Bradford Park to obtain recycling services would be \$168, which translates to approximately \$1 per resident.

Survey Results

In order to get an accurate assessment of how residents feel about obtaining recycling services, I distributed 100 surveys. The following graphs illustrate the results from the three most influential questions on the survey. The selected questions most accurately depict how residents of Bradford Park feel in regard to recycling, their willingness to use recycling services, and the amount they are willing to pay each month for these services.

Figure 1 illustrates the question from the survey: Does the lack of recycling services at Bradford Park keep you from recycling? A majority (67%) indicated that the lack of recycling service did keep them from recycling.

Figure 1: Lack of Recycling Services at Bradford Park

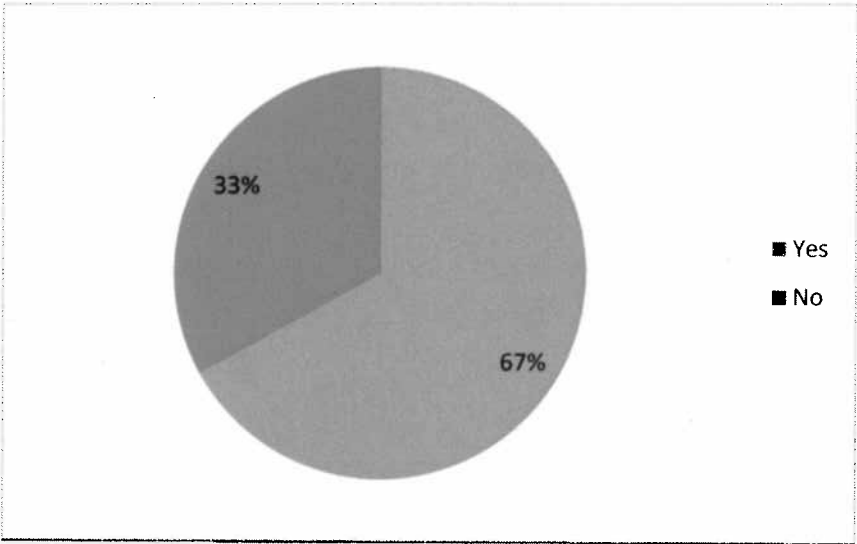




Figure 2 illustrates the question from the survey: If Bradford Park offered a recycling service, how likely would you be to use it? More than half the people surveyed answered it was highly likely or possibly likely they would use recycling services if they were offered.

Figure 2: Use of Bradford Park Recycling Services

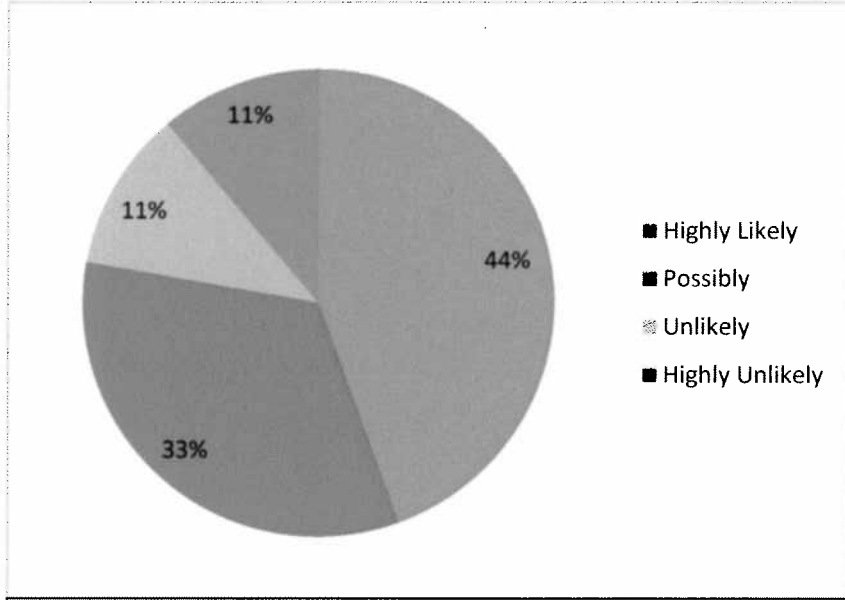
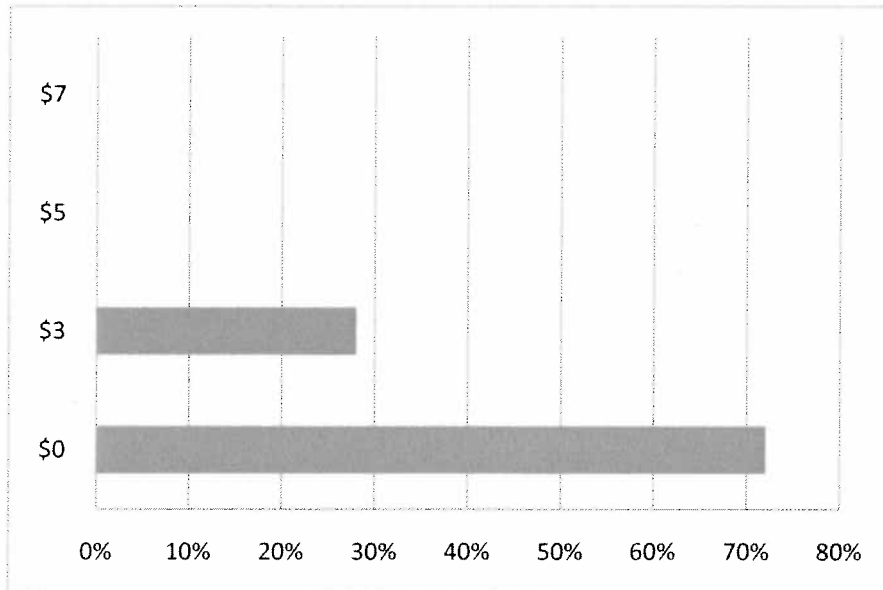


Figure 3 illustrates the following question from the survey: How much more per month would you be willing to pay for recycling services? An overwhelming majority (72%) answered that they would not pay anything extra per month for recycling services.

Figure 3: Monthly Fee



## DISCUSSION

After conducting interviews and distributing surveys, I concluded that recycling services would be beneficial to the Bradford Park apartment community. However, only 65 of the 100 surveys were returned, causing my results to be less accurate than I had intended. The majority of Bradford Park residents surveyed indicated that the lack of recycling service in the community keeps them from recycling. A majority of residents surveyed also indicated that if Bradford Park had recycling services they would utilize them. Unfortunately, the majority of residents surveyed would not pay an additional monthly fee for recycling services. This could be due to the fact that the question on the surveys used a proposed minimum fee of \$3 and increased at the next level to \$7. Had I known it would be only \$1 per month, I would have started the scale at \$1 for that question. Based on the information from the surveys returned, I am making the following recommendations for the Bradford Park apartment community in relation to recycling services:

1. Arrange a community meeting for residents and discuss the issues surrounding recycling services. In this meeting, offer information that would influence residents who were hesitant to pay a higher monthly fee for recycling services to pay the nominal \$1 fee necessary to have recycling services.
2. Organize a group of residents who feel strongly in favor of recycling to voluntarily share the necessary monthly fee for recycling services.
3. Organize a group of residents who feel strongly in favor of recycling to volunteer to take the recycling for the community to a recycling center on a weekly or biweekly basis.

## CONCLUSIONS

In examining the findings of my research, interviews and surveys, I have determined that it is not feasible to obtain recycling services at Bradford Park apartment community. As the data from Figure 3 shows, the majority of residents are not willing to pay an additional monthly fee for recycling services. Therefore, it is not possible to obtain recycling services at this time. In the future, it is my hope that a majority of residents will be willing to take the necessary steps to obtain recycling services in the Bradford Park community. As for the recommendations in the discussion section, I am eliminating recommendation numbers two and three because it seems they would be the least successful. I believe recommendation number two will be unsuccessful due to the state of our economy. As a result of our economic situation, a small number of residents would not have enough extra income between them to support recycling services for the entire community. I have determined recommendation number three will be unsuccessful because it is difficult to organize such a task involving residents with busy schedules and prior engagements. I feel recommendation number one would be the most successful of the three. During this meeting, the evidence proving the long term benefits of recycling could be presented to the residents who are currently hesitant to pay a monthly fee for recycling services. This meeting ideally would educate and influence residents to pay an additional monthly fee for recycling services.

## RECOMMENDATIONS

The results from the returned surveys indicate that a majority of Bradford Park residents are unwilling to pay a small monthly fee for recycling services. In regard to this project being found not feasible, I am recommending a meeting among the residents of Bradford Park to discuss the benefits of recycling and solve the issue regarding the monthly fee

## Works Cited

Interview with April Rogers, conducted on September 15, 2009

Interview with Larry Bigham, conducted on October 19, 2009