

Engaging Residents of NYC Multifamily Buildings in Mandatory DSNY Organics Collection

Strategies, Tools and Inspiration for New York City Building Owners, Coop/Condo Boards, Property Managers, Superintendents & Interested Residents

MANHATTAN SOLID WASTE ADVISORY BOARD



Image: windsurfer62 via 123rf.com

Version 1.0 / November 2018

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About this Guide

This Guide was prepared as a public service by the Residential Recycling and Reuse Committee of the Manhattan Solid Waste Advisory Board (MSWAB), Jacquelyn Ottman, founding chair and principal author. It is being made available via Creative Commons License 4.0 allowing for distribution, not modifications or commercial use. (See final page for details.)

The strategies, tools and case examples discussed herein reflect learning from interviews and tours conducted by MSWAB members during 2017-8 with managers of NYC high rise (10+ story) multifamily buildings where recycling and organics collection is a priority. Content was augmented by peer-reviewed academic articles, and property management guidance gathered from other cities. The original version was vetted with DSNY to ensure compliance with its own rules and guidance. Any errors are our own.

This Guide, first issued in 2018 (when DSNY curbside organics collection was voluntary) was updated in September 2024 to coincide with the shift to mandatory food scraps collection in Manhattan and other boroughs starting October 6, 2024.

— Residential Recycling and Reuse Committee, Manhattan Solid Waste Advisory Board

COMPANION GUIDE FOR RECYCLING COLLECTION

Download “*Creating a Culture of Recycling and Reuse in Your NYC Multifamily Building*” HERE: ManhattanSWAB.org/residential-recycling-reuse-guides

Creating a Culture of Recycling and Reuse in Your NYC Multifamily Building
High Rise Edition

Strategies, Tools and Inspiration for New York City Building Owners, Property Managers, and Interested Superintendents and Residents

MANHATTAN SOLID WASTE ADVISORY BOARD



About the Manhattan Solid Waste Advisory Board



We are a citizens' advisory board dedicated to helping New York City achieve its zero waste to landfill goals. Appointed by the Manhattan Borough President, we advise the City Council, City Administration and others on policies and programs regarding the development, promotion and operation of NYC's waste prevention, reuse and recycling programs.

Learn more: www.ManhattanSWAB.org

Learn more about our Residential Recycling and Reuse Guide:
ManhattanSWAB.org/residential-recycling-reuse-guides

About the Residential Recycling and Reuse Committee

Founded in 2017, our mission is to enhance waste diversion through engaging residents of multifamily buildings in reuse and recycling collection.

Learn More: ManhattanSWAB.org/our-committees

Executive Summary

Approximately 44% of NYC's trash is comprised of organic matter — food scraps, yard and plant waste, and food soiled paper, a costly waste stream to manage, and a major contributor to greenhouse gas emissions when transported, and especially, landfilled. Mandatory organics collection is thus an important part of meeting NYC's climate, waste and related commitments.

Enlisting the participation of residents of NYC's multifamily buildings in mandatory organics collection will be challenging. This Guide begins to address ways to implement an organics diversion program from the perspective of multifamily, high-rise (10+ floors), high-density buildings. However, many of the methods outlined in this Guide can be applied across a wide range of smaller multifamily building types and densities.

This Guide outlines six steps that can be used by a team of building owners, coop/condo board members, property managers, staff and interested residents for engaging residents in mandatory organics collection. Steps include organizing and training as well as the importance of defining and refining one's program to suit the requirements of a building's unique characteristics as well as resident needs.

This Guide is illustrated with images of real-world examples from actual NYC buildings that have built and maintained a successful voluntary building-wide organics diversion program. Additional tips, tools and resources are included.

Note: Throughout this Guide, the terms “organics collection,” “food scraps collection” and “composting” will be used interchangeably, unless otherwise noted.

Introduction

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Introduction

Multifamily buildings represent half of all housing stock in Manhattan, so it is important to address their unique challenges if NYC is to achieve its climate, waste and related commitments.

This Guide is intended to help teams of building owners and coop/condo board members, property managers, superintendents and interested residents of high rise multifamily building participate in the Department of Sanitation's (DSNY) mandatory curbside organics collection service. These buildings have a new opportunity to divert a significant, and often problematic, portion of their trash and enjoy a cleaner building and higher quality of life.

When such challenges as space limitations and perceived inconvenience can be overcome, experience shows that it is often easier than one thinks to enlist residents in the important new habit of separating food scraps and other organics for curbside collection.

The best candidates for DSNY curbside organics collection will already have a successful system in place for collecting DSNY mandatory recyclables. We hope this particular Guide, specifically targeted to the needs of high rise (10+ floors) but essentially applicable to all NYC multifamily buildings that are eligible for the service, will be a useful first step for readers to assess the best way to integrate organics collection into their own building.

About DSNY Organics Curbside Collection Service



As of October 6, 2024, diversion of food scraps, yard waste and food-soiled paper will be mandatory in multifamily buildings across all five boroughs. DSNY curbside collection service consists of one curbside pick-up per week, coinciding with one's recycling pick-up day. DSNY is offering one free bin to buildings (for a limited time), and all buildings will need to purchase any additional bins (discounted pricing is available), and affix free orange DSNY decals on them.

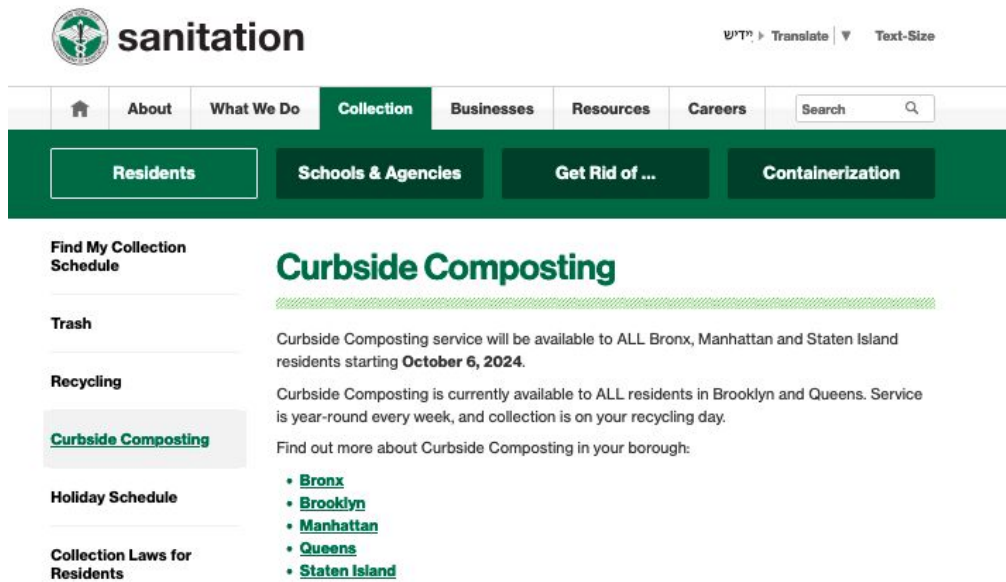
Additional service includes freestanding Smart Bins located throughout the City.

Food scraps and other organic materials will be either composted (turned into a soil amendment) or converted into biogas, suitable for heating and other uses.

LEARN MORE about Mandatory Composting in NYC and the Smart Bin program on the next page.



Learn more abt DSNY Organics Curbside Collection Service at their website



LINK HERE For More Information:

For specifics about the DSNY Mandatory Composting program link here:

<https://www.nyc.gov/site/dsny/collection/residents/curbside-composting.page>

Learn more about the Smart Bin program:

<https://www.nyc.gov/site/dsny/collection/residents/food-scrap-drop-off.page>



Why Collect Food Scraps and Other Organics in Your NYC Multifamily Building?

Benefits of Collecting Organics in Your NYC Building

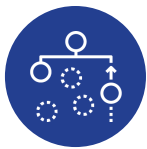
- Reduce greenhouse gas emissions that occur when food waste degrades in a landfill. Diverting food waste from the trash is the No.1 thing New Yorkers can do to reduce climate emissions.
- Align with mandatory organics collection, and with it, avoid fines starting in Spring 2025, when enforcement is slated to begin.
- Maintain a cleaner building, reduce risk of infestation inside and outside building. Storing food waste in locking organics collection bins can reduce the mess and appeal of bagged waste to pests, helping to keep collection areas and streets cleaner.
- Save money. Cleaner collection areas require less staff time to maintain. Diverting organics keeps chutes cleaner and can reduce maintenance and cleaning costs.
- Establish new resident habits, leading to less waste and cleaner kitchens.
- Stand out in the market. A strong recycling and organics collection program creates an opportunity to market sustainability elements to potential residents.

Six Steps for Engaging Residents in Mandatory Organics Collection in NYC Multifamily Buildings

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Six Steps for NYC High Rise Mandatory Organics Collection Success

Assess your building's existing progress against this six-step pathway to organics collection success and focus on areas of greatest opportunity.



Step 1: Get Organized

A. Integrate Organics Collection into Existing Recycling Team's Efforts

B. Enlist Resident Volunteer "Organics Champions"



Step 2: Set Up Organics Collection System

A. Design an Organics Collection System and Protocols in step with DSNY requirements

B. Make It Convenient

C. Use Signage to Make It Clear



Step 3: Train Staff to Help Residents

A. Educate Staff on Ins and Outs of Your Organics Collection Program



Step 4: Engage Residents

A. Help Residents Pre-sort Within Their Units

B. Educate Residents on Program Specifics; Empower with Compelling Messages

C. Communicate Regularly to Maintain Momentum

D. Onboard New Residents



Step 5: Celebrate Success and Correct Issues

A. Keep Enforcement Positive!



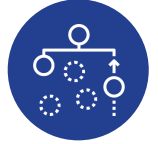
Step 6: Measure and Refine Your Program

A. Report on Progress to Underscore Efficacy

B. Refine the Program – Keep up Momentum

Step 1: Get Organized

A. Integrate Organics Collection into Your Existing Recycling Team's Efforts



Make sure your existing Recycling Team is on-board with taking the next step: aligning with DSNY Mandatory Organics Curbside Collection. (See above: “Why Collect Organics in Your Building?” and next page, “Building the Case to Management”).

Choose an Mandatory Organics Program Coordinator to be responsible for various tasks, starting with ordering supplies and reporting to management.

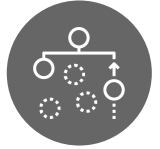
Step 1: Get Organized



A. Integrate Organics Collection into Your Existing Recycling Team's Efforts

Build the Case to Your Residents

- Enlist one champion in management/ board to help with outreach to residents
- Underscore importance of buildings' role in helping New York City to reach its zero waste, climate and related goals.
- Underscore direct benefits. Use phrases like, “Food scraps collection can help us run a cleaner building, reduce infestation.”
- Highlight problem-solving. Address concerns about aesthetics and odors by underscoring how rolling bins, in-unit collection receptacles including liners, and tenant training can ameliorate.



Step 1: Get Organized

B. Enlist Resident Volunteer “Organics Champions” to assist with outreach to all residents.

They may already be serving as “Recycling Champions”; can assist staff and other residents, and help maintain program awareness and progress over time. (See companion Recycling Guide, (ManhattanSWAB.org) for reference.)

Step 2: Set Up Organics Collection System



A. Design an Organics Collection System and Protocol

Familiarize yourself with DSNY requirements.

Assess resident needs and waste stream to identify number of rolling bins that will be necessary.

Decide where bins will be placed in/around building or courtyard; establish protocol for liner, washing out bins, etc.

Determine protocol for resident deposits, and design collection area accordingly.

For Information on How to Order A Free Bins, link here:

<https://www.bins.nyc/>

For Information on How to Order additional Bins, link here:

<https://www.bins.nyc/>

To order decals for your Organics Collection bins, link here:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s/>

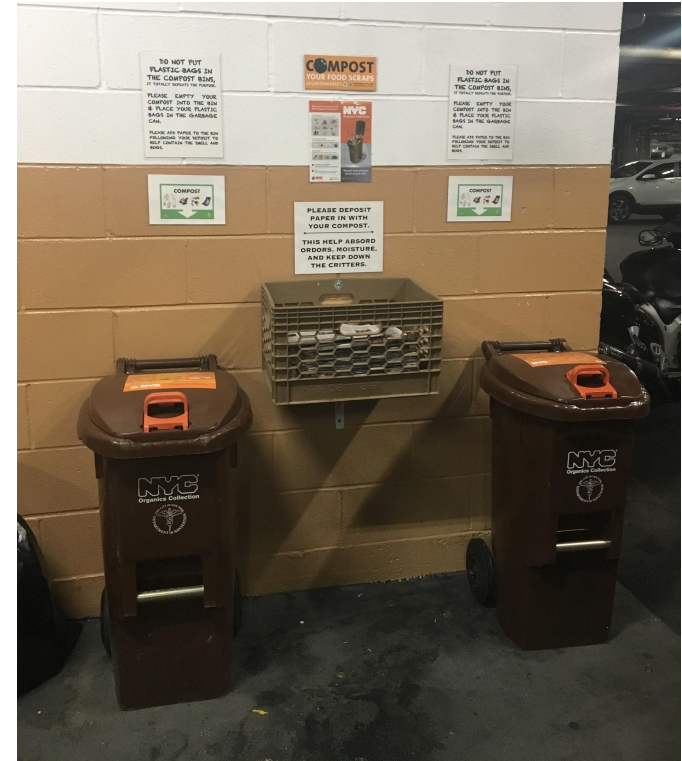


Image: Strivers Gardens

Basement organics collection area, Strivers Gardens

Step 2: Set Up Organics Collection System

B. Make It Convenient



If possible, co-locate organics collection bins with recycling and trash bins, and ideally, within recycling/trash rooms located on resident floors.

Locate bins in well-ventilated area, install deodorizers, if desired.



Image: The Helena

Service room on resident floors at The Helena

Step 2: Set Up Organics Collection System

C. Use Signage to Make It Clear



Direct residents to designated organic collection area.

Label bins and abutting walls.

Make it clear which materials are acceptable, are not acceptable. (Signage available from DSNY.)

Illustrate how residents should make their organics deposits (e.g., loose, use of compostable “green” bags or paper bags, use of newspaper, etc.)

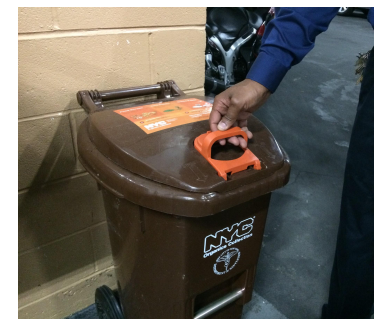
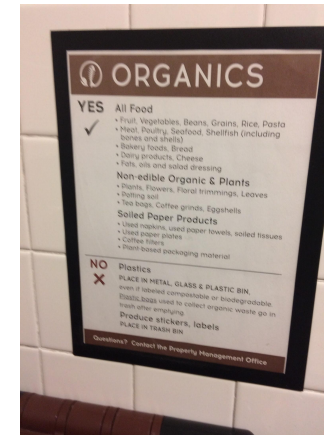
Remind residents to lock bins after deposit.

For More Information

See Appendix: Case Examples

Link here to order DSNY decals and PDFs of signage

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>



Step 3: Train Staff

A. Educate Staff on Ins and Outs of Your Program



Share specifics on program goals.

Enroll staff in DSNY-sponsored training and Q&A sessions.

For More Information

Link here to learn about DSNY training:

<https://www.nyc.gov/site/dsny/collection/residents/curbside-composting.page>

Watch an instructional video:

<https://www.youtube.com/watch?v=rguc7A7Jcl4>

What Staff Should Know About Organics Collection

- Collection areas and where supplies are located
- DSNY collection schedule (recycling days)
- Procedures for bin lining, cleaning, bringing to the street
- What materials can and cannot be collected — and which can't
- Deposit guidelines for residents
- The proper tone to use when interacting with residents on organics collection issues
- Organic collection goals
- Data measurement/ recording procedures, if any

Step 4: Engage Residents

A. Help Residents Pre-sort Within Their Units



Encourage use of dedicated countertop (or other) collection bins to make food waste collection convenient and help establish new habits.

If possible, provide countertop pails and liners to residents for no/reduced cost.

Alternatives: residents' own subdivided trash cans, yogurt containers, under the counter bins, paper bags, newspaper.

To minimize odors, suggest residents store organics in refrigerator or freezer, especially during summer months. (NOTE: "Green" bin liners allow food scraps to breathe, reducing moisture and hence, odors.)



Step 4: Engage Residents

B. Educate Residents on Program Specifics Empower with Compelling Messages



Use **DSNY decals and brochures** to provide participation information.

Appeal to emotions. Underscore how organics collection makes a difference: highlight direct benefits as a cleaner, rodent-free building. Underscore potential savings. Make connection between collecting food scraps and creating biogas (energy for heating) and soil amendment (from composting).

Learn more about how to order info for residents:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>

Learn more about how to arrange for a DSNY representative to speak

:<https://www.nyc.gov/site/dsnv/resources/education/outreach-events.page>

Put items like these in your brown bin.

Food Scraps fruit, vegetables, meat, bones, dairy, prepared food



Food-soiled Paper napkins, tea bags, plates, coffee filters



Leaf + Yard Waste plants, trimmings, twigs, grass



No Metal, Glass, Plastic, Cartons,
Clean Paper + Cardboard

No Trash
Plastic bags, wrappers,
pet waste, medical waste,
diapers and hygiene products

Visit nyc.gov/organics for FAQs and videos.

DSNY 7-0700011 BROCHURE 2017

Printed on recycled paper, of course.

Step 4: Engage Residents

B. Educate Residents on Program Specifics Empower with Compelling Messages



Conduct building-wide in-person launch event to emphasize community benefits; demonstrate bin use, answer questions; invite DSNY rep to speak, as available.

Pictured below: Upper East Side Building “Lobby Drop-in” launch event, with free countertop pails containing starter roll of compostable “Biobags,” DSNY literature, sample of finished compost (to demonstrate connection between food waste and soil amendment). Bin demonstration. Far right: Flyer for bulletin boards and elevator.



Step 4: Engage Residents

C. Communicate Regularly to Maintain Momentum



Keep top of mind. Circulate quarterly notices or other regular reminders about progress, e.g., the amount of materials being collected, greenhouse gas avoided.

Publicly recognize residents' achievements at community meetings and via other communications to underscore “social norming.”

Maintain momentum with upbeat messages saying “Hey you’re doing well, and we have benefitted with a cleaner building.”

Consider targetted themed messages particularly around holidays when food waste peaks (end of year holidays, SuperBowl).



Image: The Helena

The Helena’s branded elevator screen message provides ongoing reminders to collect food scraps.

Step 4: Educate and Engage Residents

D. Onboard New Residents



Make sure organics information is included in House Rules, lease rider, and other official building documents.

Underscore mandatory participation at new resident interviews and on-boarding sessions.

Instruct new residents. Provide free caddy and information. If possible, provide an in-person tour of the organics collection facilities and protocol as part of the move-in orientation.

Step 5: Celebrate Success and Correct Issues



A. Keep Enforcement Positive!

Monitor bins and collection area to make sure protocols are followed.

Identify and correct errors with individual residents — keep it positive (don't scold)!

Send out reminders to all residents or use targeted communication, addressing problematic contaminants.

Consider more extreme measures including a system of fines, as appropriate.

Step 6: Measure and Refine

A. Report on Progress to Underscore Efficacy



Solicit ongoing comments and suggestions from residents and staff. Take annual survey, even if informal, to get insights and ideas on how to increase participation and organics diversion rates.

If desired, decide which types of metrics to track, and report progress on a regular basis to all stakeholders. (Keeping track of organics tonnage diverted and converting to carbon offset can aid in motivation and help establish building sustainability leadership.)

Refine your organics collection program against key objectives.



Step 6: Measure and Refine

A. Report on Progress to Underscore Efficacy



Metrics to Track Organics Program Success

- Proportionate number of brown bins set out for collection per week compared to trash bags (should increase); number of residential units participating in the program (should increase); enforcement interventions (should decrease).
- If desired, tons of organics collected (potentially available from DSNY on annual basis)
- Chute cleaning costs avoided
- Pest management costs avoided
- Polls of residents measuring attitudes towards organics collection program, awareness of key elements
- Fines avoided

Step 6: Measure and Refine

B. Refine the Program – Keep up Momentum



Periodically survey residents to obtain insights and ideas for ways to increase organics diversion rates. Post resident feedback and how it is being addressed.

Modify existing program to engage more residents through enhanced convenience and experiment with new ways to communicate.



Tools and Resources

Tools and Resources

Learn more about DSNY Organics Curbside Collection Service

<https://www.nyc.gov/site/dsny/collection/residents/curbside-composting.page>

Learn about Information Sessions for Building Managers and Residents:

<https://www.nyc.gov/site/dsny/collection/residents/curbside-composting.page>

Order a Free Brown Rolling Bin for Your Building (as available)

<https://www.nyc.gov/assets/dsny/forms/curbside-composting>

Request Free Decals And Educational Materials:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>

Request a DSNY Representative to Speak at a Resident Event

<https://www.nyc.gov/site/dsny/resources/education/outreach-events.page>

Appendices

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- 37 Appendix B: Case Examples of NYC Buildings with Successful Voluntary Organics Collection Programs**

Appendix A:

DSNY Organics Decals, Signage, and Flyers For Residential Education and Outreach 10+ Unit Buildings

Composting / Composting Decals and Signage

← Back



Compost Bin Location Sign



Compost & Recycling Removable Sticker



Composting Bin Decal (to put on a bin you already own)



What To Compost Sign

Link here to download pdfs of the decals and signage shown on this page:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>

Appendix A:

DSNY Organics Decals, Signage, and Flyers For Residential Education and Outreach Within 10+ Unit Buildings



Superintendent's Guide to Curbside Composting

NEW Weekly Service Begins in Queens on **October 3, 2022**

Why participate in Curbside Composting?

The brown bin keeps rats out and your building, sidewalk, and street clean. Instead of letting leaf and yard waste, food scraps, and food-soiled paper rot in landfills, help DSNY turn these materials into compost and clean energy.

What goes in the brown bin?

Leaf + Yard Waste

plants, leaves, twigs, grass



Recyclables: Metal, Glass, Plastic, Cartons, Clean Paper + Cardboard
Trash: pet waste, medical waste, diapers, hygiene and foam products

Food Scraps

fruits, vegetables, meat, bones, dairy, prepared foods



Food-soiled Paper

napkins, towels, tea bags, plates, coffee filters

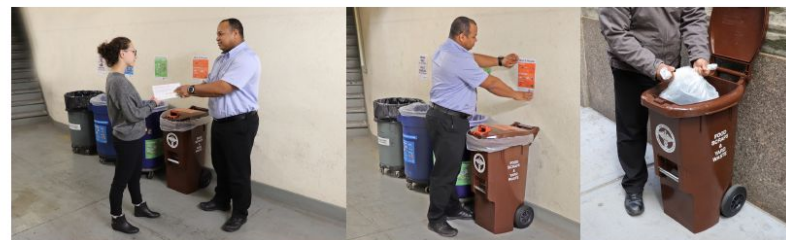


nyc.gov/CurbsideComposting | call 311
f t @ NYCsanitation



sanitation

Superintendent's Guide to Curbside Composting



Keeping your building clean

Food waste in the brown bin produces no more odor than when it's put into the trash. Our bins are made with:

- A tight-fitting lid and latch, to minimize odors between collections.
- Hard, chew-resistant plastic, which helps to deter pests.
- Odor-resistant plastic to avoid odor buildup over time.

Free educational resources

- Order tipsheets, building signage, and bin decals at nyc.gov/SanitationMaterials.
- Request an event to present information to your residents at on.nyc.gov/EventRequest.

nyc.gov/CurbsideComposting | call 311
f t @ NYCsanitation

DSNY ORGANICS COLLECTIONS COMPOSTING SUPERVISOR ON-DUTY

How to set up your brown bin

1. Here are some examples of where you can place your bin:

- Indoor or outdoor recycling areas.
- Next to trash chutes.
- Outside courtyard or other accessible space.

2. Make sure to:

- Ensure that your building's address is written on the side of your bin.
- Line your bins with a clear plastic liner.
- Keep the bin closed and latched at all times.
- Rinse bins regularly between collections.

How to set out your brown bin

1. Before placing the bin at the curb, tie the liner closed.

2. Put additional leaf and yard waste in a bin or bag and set out with your brown bin on collection day. Bundle small branches with twine.

Need more bins? Use any bin (max: 55 gallons) with a secure lid and label bin with a free Composting Bin Decal—order at nyc.gov/CompostingBinDecal.



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DSNY Superintendent Educational Brochure 2 pages Available in 12 languages

Link here to download PDF of the brochure shown on this page:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>

Appendix A:

DSNY Organics Decals, Signage, and Flyers For Residential Education and Outreach Within 10+ Unit Buildings



DSNY Composting Educational Brochure is Available in 13 languages

Link here to download PDFs of the brochure shown on this page:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>

Appendix A:

DSNY Organics Decals, Signage, and Flyers For Residential Education and Outreach Within 10+ Unit Buildings

Make Compost, Not Trash. Use your building's brown bin!

Composting is easy, helps reduce rats and other pests, and helps the planet. DSNY turns your leaf and yard waste, food scraps, and food-soiled paper into compost, and gives it back to New Yorkers for free!

Just three simple steps!



1 TENANTS: Collect leaf and yard waste, food scraps, and food-soiled paper in any container or bag in your home.

- Line your container with any bag.
- Clean your containers as needed.
- Store scraps in the freezer to prevent odors.
- Apartment buildings with 10 or more units can request free kitchen containers by visiting on.nyc.gov/eventrequest and filling out the online form.



2 TENANTS: Empty food waste into your building's bin.

- Drop your loose or bagged food waste into your brown bin.
- Close and latch the bin after each use.

BUILDING STAFF: Line your brown bin with a bag.

- Clean your bins and containers as needed.



3 BUILDING STAFF: Set your bin at the curb according to your collection schedule.

- Tie your liner shut inside the brown bin.
- Put leaf and yard waste in a bin or bag separate from trash. Bundle small branches with twine.
- Check your collection schedule starting in mid-September at nyc.gov/CurbSideComposting or call 311.

nyc.gov/CurbSideComposting | call 311
f @ NYCsanitation



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Put items like these in your brown bin.

Leaf + Yard Waste plants, leaves, twigs, grass



Food Scraps fruit, vegetables, meat, bones, dairy, prepared food



Food-soiled Paper napkins, tea bags, plates, coffee filters



No Metal, Glass, Plastic, Cartons, Clean Paper + Cardboard
Trash: pet waste, medical waste, diapers, hygiene and foam products

nyc.gov/CurbSideComposting | call 311
f @ NYCsanitation



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DSNY Tenant Flyer 2 pages is Available in 11 languages

Link here to download PDF of the educational flyer shown on this page:

<https://sanitation.my.site.com/recyclingmaterialsrequest/s>

Case Examples of NYC Buildings with Successful Voluntary Organics Collection Programs

Appendix B: Case Examples

Strivers Gardens

300 West 135 Street - Manhattan

Organics collection set-up in basement garage consists of two 23-gallon rolling bins, separate bin for newspapers, overhanging deodorizer. Custom signage instructs residents not to drop plastic bags into bins and add newspaper with deposits to control moisture.

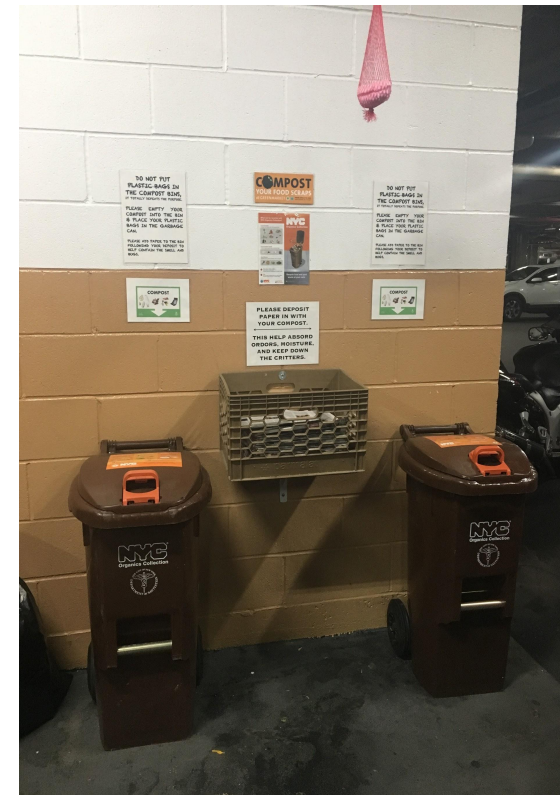
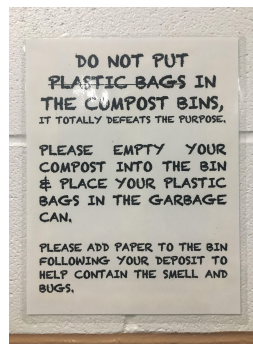


Image: Strivers Gardens

Appendix B: Case Examples

Strivers Gardens

300 West 135 Street - Manhattan

Strivers Gardens' residents can opt for Premier service: For a one-time fee of \$40, residents receive a free countertop caddy, and can drop off organics with the concierge in the morning, and pick up a clean container upon their return.

As of March 2018, 40% of residents were enrolled in the program.

(Source: Martin Robertson, Resident Manager)



Image: Strivers Gardens

Appendix B: Case Examples

Strivers Gardens

300 West 135 Street - Manhattan

Sample letter to residents announcing voluntary organics collection, 2018

The City of New York has embarked on a bold and aggressive recycling initiative called “O X 30” which means zero waste by 2030. While this goal is 17 years away, steps to meet it are being implemented NOW. All the steps taken by the DSNY to meet this goal will directly affect the way we all process our trash. Many of these steps have already been implemented here at Strivers Gardens. We have paper and plastic recycle bins on every floor, Re-FashionNYC bins in the laundry rooms, e-cycleNYC pick-up, and organic collection bins in the south section of the garage.

I am happy to share with you that since our 2015 enrollment in Re-FashionNYC Strivers Gardens has recycled 21,420 pounds of textiles, 13,860 pounds in 2016. Give yourselves a round of applause!

As the city continues to move toward a cleaner, waste free NYC, we would like to encourage all residents here at Strivers Gardens to participate in the organics recycling program. In an effort to advance our organics recycling, we will be running a new creative 3-month pilot program focused on making organic recycling EASY for everyone.

How the pilot program will work:

1. Residents that are interested will either order their own countertop organics recycle bin (Google “countertop recycle bins”) or request one be ordered for you for a \$35 fee.
2. Residents will then use the bin in their homes as normal.
3. Once the bin is full, simply bring the bin down to the lobby and leave it with the concierge on your way to work.
4. We will empty and clean your bin for you and have it ready for pick-up upon your return home that evening.
5. Those who participate in this initiative will be able to do this as often as it is necessary at no additional charge to you.
6. And if the pilot program ends, you get to keep the bin for continued use on your own.

The ultimate purpose of this program is to raise participation in this program. While many of these programs are currently voluntary, the DSNY is serious about meeting their Zero Waste by 2030 goal. We must begin taking the necessary steps now to support and remain in compliance with this initiative.

If you are interested in participating in this pilot program please order your bin as soon as possible. The program is set to begin April 1st. No sign-up necessary, simply begin leaving your recycle bin at the front desk in the morning, and picking it up in the evenings.

Some Pro's to participating in this program are:

1. Cleaner compactor chutes, which means cleaner compactors and less food for vermin
2. Less organics being flushed down the drains – when food particles are flushed down the drain via the garbage disposal grease forms on the pipes eventually causing clogs and sewage backups
3. Less organics in the trash equals lighter trash bags and cleaner staging areas less likely to be soiled when bags break
4. Organic collections help our environment through compost development and reuse.

In closing I wish to encourage everyone to take a little more time to properly sort their trash and recycle as much as possible. I hope you will seriously consider participating in all the recycling programs available to you here at Strivers Gardens.

Sincerely,

Martin Robertson
Facilities Manager

Appendix B: Case Examples

Stuytown

252 First Avenue - Manhattan



Image:Stuytown

Organics collection co-located with recycling in basement collection area.



Image:Stuytown

Branding underscores social norming

Appendix B: Case Examples

Stuytown

252 First Avenue - Manhattan



Image:Stuytown



Image:Stuytown

Custom signage created to fit “upscale” branding of Stuytown

Appendix B: Case Examples

Stuytown

252 First Avenue - Manhattan

Rei Moya, Resident Manager, announcing the StuyTown Voluntary Organics Collection program to residents via YouTube video, ca 2017.



“Composting at StuyTown: What to Know”, Rei Moya
<https://vimeo.com/191880602>

Image: Stuytown

Appendix B: Case Examples

The Helena

601 West 57 Street - Manhattan

The Helena, a luxury rental building owned and managed by The Durst Organization, piloted DSNY Voluntary Organics Collection starting in 2010.



Image: The Helena

“Helena” branding helps to underscore culture of recycling in the building.



Image: The Helena

Every units receives free branded, countertop organics collections upon move-in.

Appendix B: Case Examples

The Helena

601 West 57 Street - Manhattan



DSNY organics collection bins are co-located with trash chutes and recycling in service rooms located on each floor.



Image: The Helena

Educational signage on service room wall helps to teach residents about importance of managing food waste responsibly.

Appendix B: Case Examples

The Helena

601 West 57 Street - Manhattan

Customized Signs in Service Rooms on Resident Floors at the Helena, where trash, Chutes, and Organics Collection are co-located

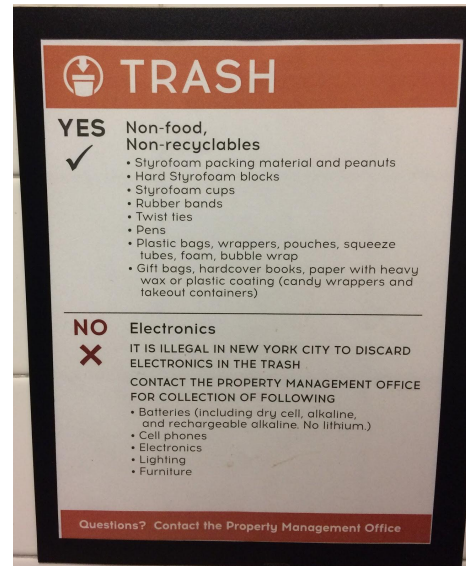


Image: The Helena

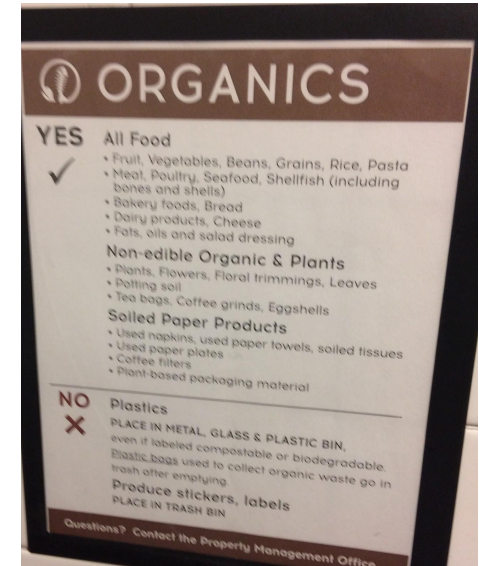


Image: The Helena

Appendix B: Case Examples

The Helena

601 West 57 Street - Manhattan

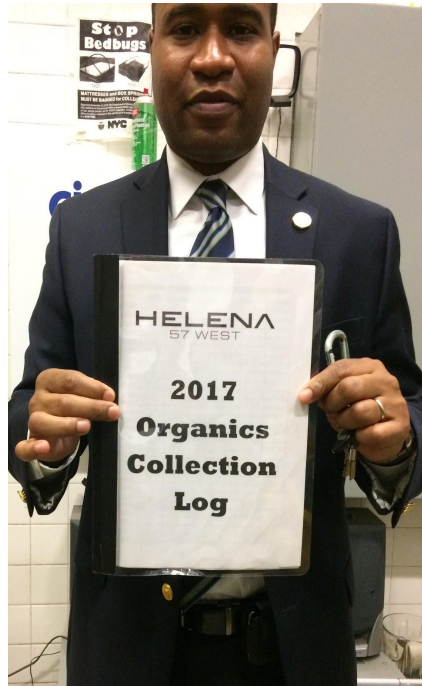


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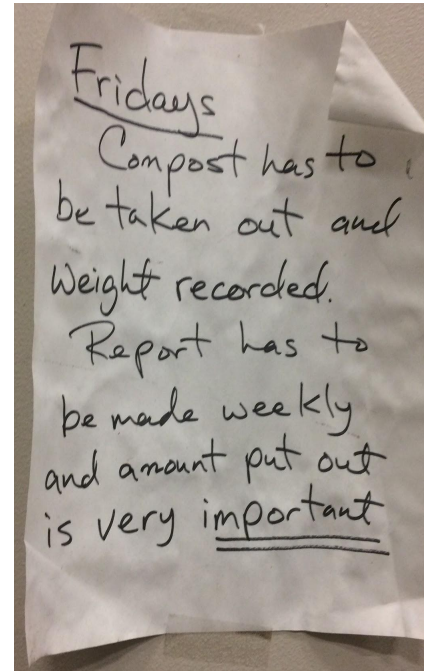


Image: The Helena

At the Helena, organic waste is collected and weighed three times a week. Tonnage is recorded on a weekly basis.

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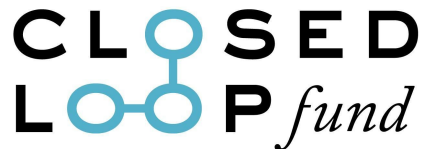
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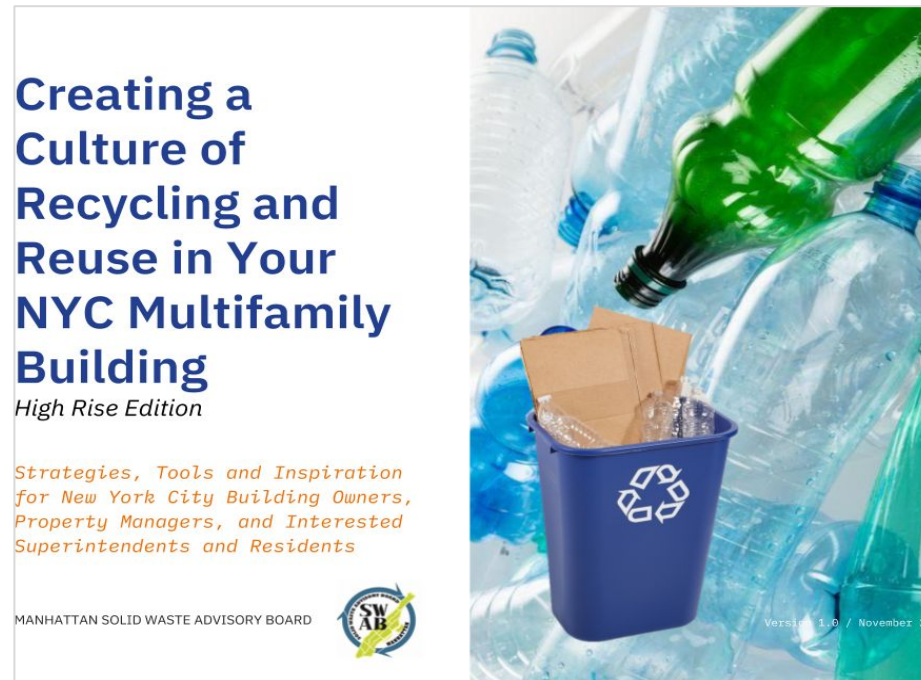
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END