ARR Demographic Analysis

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AUSTIN
RESOURCE
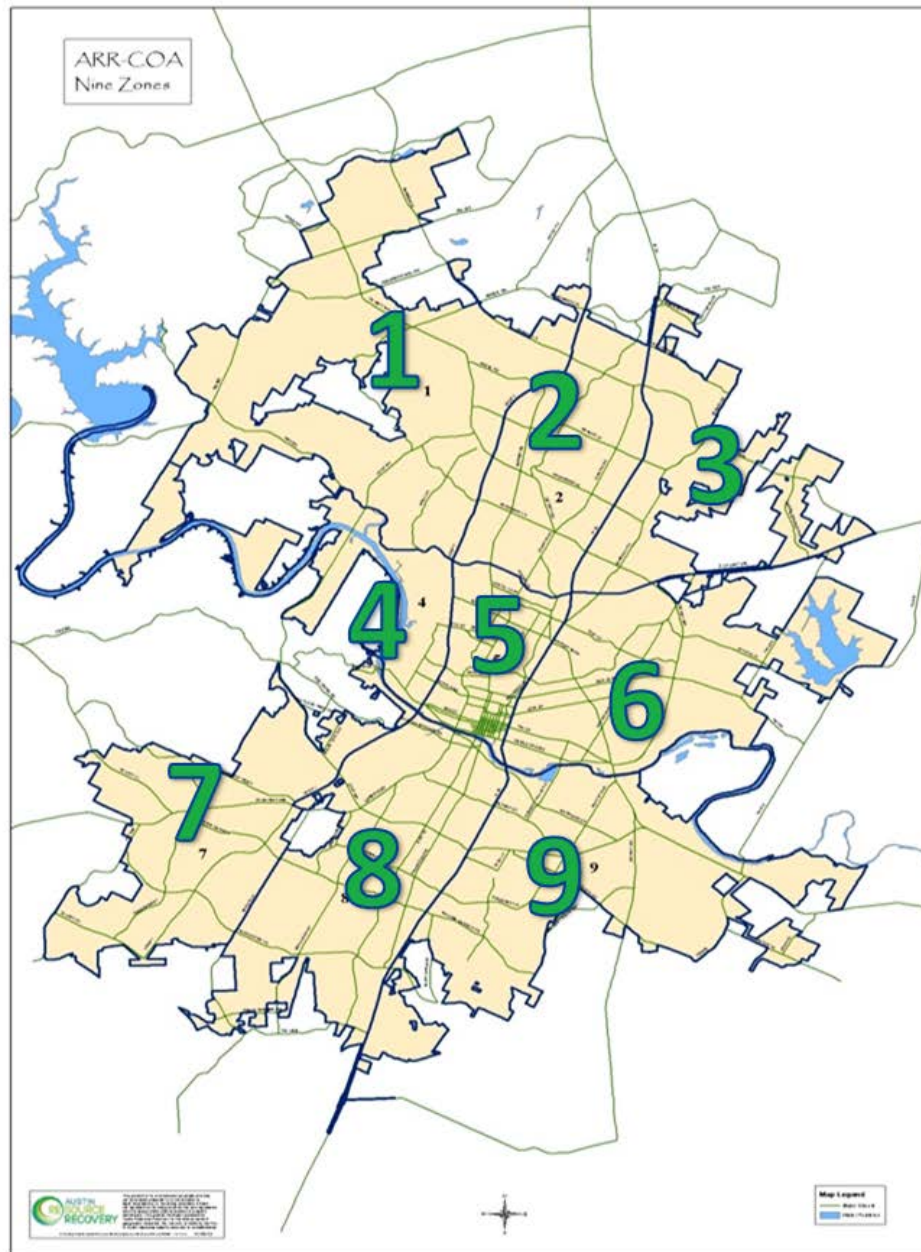RECOVERY
A CITY OF AUSTIN SERVICE

ARR Demographic Analysis

- **Study of disposal/diversion behaviors within 9 geographic zones**

- **9 zones created using major highways, arterials and land features**

- **Historical weight data from SWTS operational database**

- **Lbs. per household (HH) set out averages for each zone**
  - **Trash lbs. calculated on two week cycle**
  - **Brush and Bulk collection lbs. per household for each zone**

- **Percentage of trash cart sizes within each zone (CIS – Sept 2011)**

ARR Demographic Analysis

Citywide Demographic Statistics

	City of Austin	
Total Population	790,390	
% Hispanic Population	35.1%	**ARR Service Area 185,350 Total Customers**
% Asian Population	6.3%	
Total Housing Units	345,796	
% Vacant Units	8.4%	
%Owner Occupied	42.0%	
% Renter Occupied	49.6%	
Households W/ Children Under 18	93,574 (27.1%)	**Avg. Recycling Cart Set-Out Rate 70%**
*Median Family Income	75k - 99.9k (17.0%)	
*Educational Attainment Bachelors Degree +	46.0%	

Data provided by City Demographer, Ryan Robinson   * Data generated by ARR staff

Demographic Analysis of Populations within Each Zone

Population Characteristics
- **Hispanic Population**
- **Asian Population**
- **Hispanic and Asian Combined**
- **Vacant Household Units %**
- **Owner Occupied %**
- **Renter Occupied %**
- **Households w/Children under 18**
- **Median Family Income**
- **Educational Attainment (College)**

Performance Measures

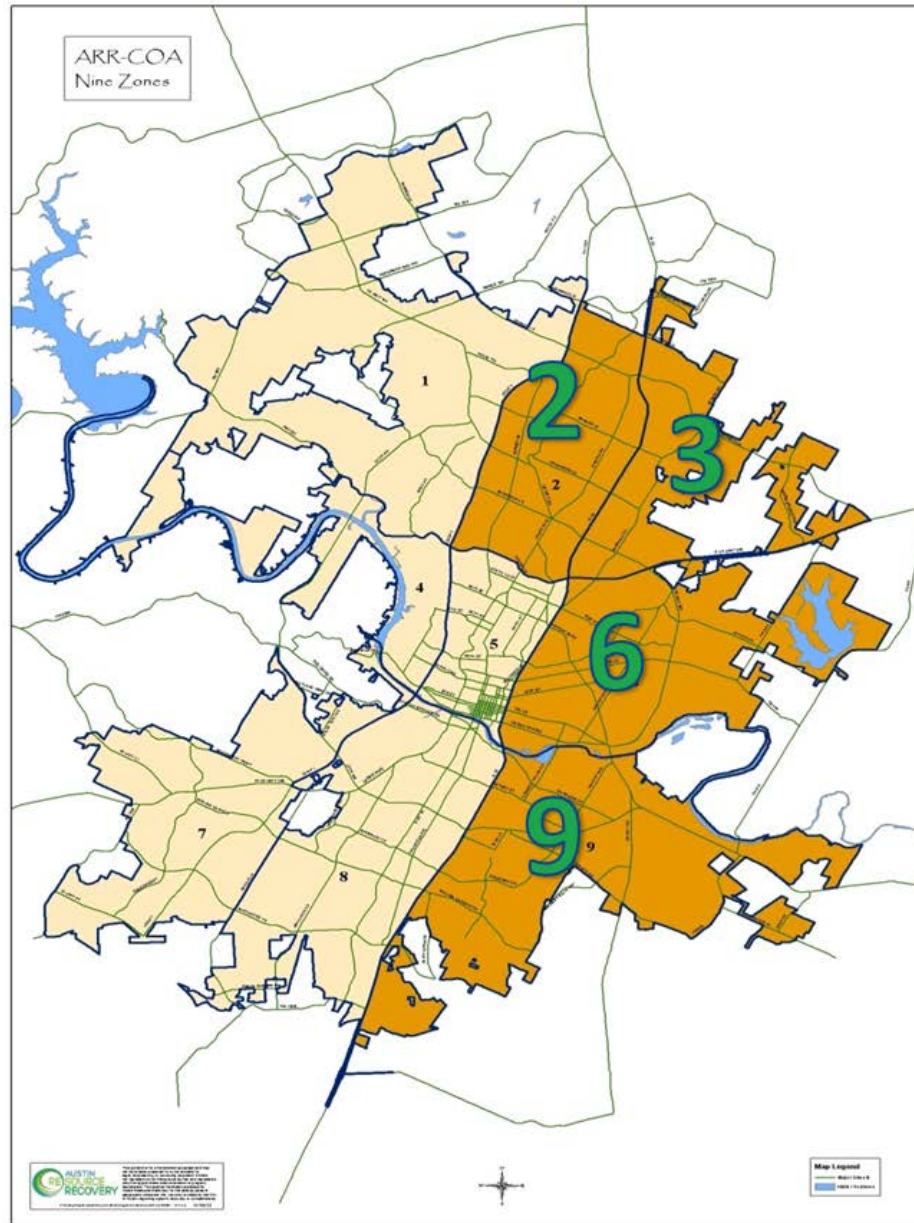| Primary Measures	2015 Goals
Set Out Rate	85%
Recycling	38.0 Avg. lbs. HH/2 weeks
Trash	38.0 Avg. lbs. HH/2 weeks

<u>Secondary Measures</u>
Bulk Collection
Brush Collection
Percent utilizing each cart size

Four zones identified for more intensive focus

Zone 2 - NC
Zone 3 - NE
Zone 6 - E
Zone 9- SE

Zone 2 Performance Measures

Performance Measures	Zone 2	
	measure	variance
Primary Measures		
Set Out Rate	59.6%	-15%
Recycling (Avg. lbs. per HH/2 wks)	17.9	-14%
Trash (Avg. lbs. per HH/2 wks)	46.9	-7%
Secondary Measures		
Bulk	42.0	1%
Brush	48.7	23%
PAYT - % 32 gal cart	22.1%	11%
PAYT - % 64 gal cart	65.7%	10%
PAYT - % 96 gal cart	12.1%	-32%

Recycling lbs./HH too low

Low overall set out

Zone 2 Population Characteristics

Population Characteristics	Zone 2	
	Measure	**Variance**
Hispanic Population	44.4%	26%
Asian Population	6.5%	4%
Hispanic & Asian combined	50.9%	23%
Vacant Units %	9.4%	12%
Owner Occupied Units %	33.8%	-20%
Renter Occupied Units %	56.8%	14%
HHs w/Children	51.7%	91%
Median Family Income	60K - 75K	-20%
Educational Attainment (Bachelors)	34.8%	-24%

Concentrations of second language

High % of renters

Households w/ children under 18

Low % of college graduates

Zone 3 Performance Measures

Performance Measures	Zone 3	
	measure	variance
Primary Measures		
Set Out Rate	65.7%	-6%
Recycling (Avg. Lbs. HH/2 Wks)	15.9	-23%
Trash (Avg. lbs. per HH/2 wks)	52.1	3%
Secondary Measures		
Bulk	51.0	23%
Brush	51.2	29%
PAYT - % 32 gal cart	4.8%	-76%
PAYT - % 64 gal cart	19.5%	-67%
PAYT - % 96 gal cart	75.6%	325%

Recycling lbs./HH too low

Low overall set out

High % of 96 gal carts

Zone 3 Population Characteristics

Population Characteristics	Zone 3	
	Measure	Variance
Hispanic Population	49.0%	40%
Asian Population	8.2%	30%
Hispanic & Asian combined	57.2%	38%
Vacant Units %	9.0%	7%
Owner Occupied Units %	38.8%	-8%
Renter Occupied Units %	52.2%	5%
HHs w/Children under 18	68.9%	155%
Median Family Income	40K - 50K	-47%
Educational Attainment (Bachelors)	25.9%	-44%

Concentrations of second language

Households w/ children under 18

Decreased total family income

Low % of college graduates

Zone 6 Performance Measures

Performance Measures	Zone 6	
	Measure	**Variance**
Primary Measures		
Set Out Rate	61.3%	-12%
Recycling (Avg. lbs. HH/2 wks)	16.0	-23%
Trash (Avg. lbs. per HH/2 wks)	50.4	0%
Secondary Measures		
Bulk	68.6	65%
Brush	45.9	16%
PAYT - % 32 gal cart	19.4%	-3%
PAYT - % 64 gal cart	64.2%	8%
PAYT - % 96 gal cart	16.5%	-8%

Recycling lbs./HH too low

Low overall set outs

Zone 6 Population Characteristics

Population Characteristics	Zone 6	
	Measure	Variance
Hispanic Population	48.9%	39%
Asian Population	1.3%	-79%
Hispanic & Asian combined	50.2%	21%
Vacant Units %	11.0%	32%
Owner Occupied Units %	43.4%	3%
Renter Occupied Units %	45.6%	-8%
HHs w/Children under 18	64.4%	138%
Median Family Income	30K - 40K	-60%
Educational Attainment (Bachelors)	26.1%	-43%

Concentrations of second language

Households w/children under 18

Decreased total family income

Low % of college graduates

Zone 9 Performance Measures

Performance Measures	Zone 9	
	Measure	**Variance**
Primary Key Measures		
Set Out Rate	65.7%	-6%
Recycling (Avg. lbs HH/2 wks)	15.6	-25%
Trash (Avg lbs. per HH/2 wks)	61.4	22%
Secondary Measures		
Bulk	73.0	76%
Brush	46.6	17%
PAYT - % 32 gal cart	13.3%	-33%
PAYT - % 64 gal cart	63.7%	7%
PAYT - % 96 gal cart	23.0%	29%

Recycling lbs./HH too low

Low overall set outs

High % of 96 gal carts

Zone 9 Population Characteristics

Population Characteristics	Zone 9	
	Measure	**Variance**
Hispanic Population	66.3%	89%
Asian Population	2.4%	-62%
Hispanic & Asian combined	68.7%	66%
Vacant Units %	10.3%	23%
Owner Occupied Units %	34.2%	-19%
Renter Occupied Units %	55.5%	12%
HHs w/Children under 18	74.4%	175%
Median Family Income	40K - 50K	-47%
Educational Attainment (Bachelors)	17.9%	-61%

Concentrations of second languages

High % of renters

Households w/ children under 18

Decreased total family income

Low % of college graduates

Current vs. Goal

	Current	**2015 Goal**
Set Out Rate	70% Setout of Blue carts	**85% Setout of Blue carts**
Recycling	22.7 lbs. HH/2 weeks	**38.0 lbs. HH/2 weeks**
Trash	54.1 lbs. HH/2 weeks	**38.0 lbs. HH/2 weeks**

Observations & Challenges

- **Varied first/second languages spoken**

- **Differences in food prep & consumer purchases**

- **Larger families with more waste generation**

Next Steps and Recommendations

- **Implement Communications Strategy**
  - o Increased Marketing and Outreach
  - o Targeted Communication Efforts
  - o Neighborhood Association meetings
  - o Increased School Presentations
  - o Regular survey of ARR customers

- **Operations Evaluation**
  - o Refine data collection
  - o Evaluate response to customers

Questions and Answers

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