Dumpster Lid Campaign Evaluation

Choose Your Pilot Businesses

Recommend 5-6 for Baseline Data

Selection Criteria

- Dumpster lids are open
- Dumpsters are fully operational (lids present and able to close)

Dumpster Lid Evaluation Phases

Baseline

- 1 Week
- 1-2 X per day
- Must happen before any other contact

Start

- 2 Weeks
- 1-2 X per day
- Begin soon after pilot launch

Intermittent

Optional!

- Frequency TBD
- 1 X per day
- Between Start & Final

Final

- 2 Weeks
- 1-2 X per day
- Fall 2021

Dumpster Lid Evaluation Form – Field Sheet

Business Name												
Address												
Business Hours												
Dumpster Ownership	☐ Shared ☐ Single ☐ Other					**Garbage Day**	Mon Tue Wed Thur Fri Sat					
Business Type	☐Automotive ☐Construction ☐Food/Restaurant ☐Grocery ☐Medical/Dental ☐Office ☐Pet/Vet ☐Print/Paint ☐Retail ☐Salon/Beauty/Gym ☐Other:											
Circle Toolkit Items	**Information**	**Pledge & Info**	**Sticker on Dumpster**	**Sign in Dumpster Area**	**Door Signs**	Step Stool	Ground Sign	Drain Marker	Window Cling	Champion	Waste Consult	Other
Number of Dumpsters		**Garbage**	____	**Recycling**	____	**Organics**	____					

Evaluation Phases

Reccomend 2 check daily, AM & PM

Baseline (1 week, pre-pilot)
Start (First 2 weeks of pilot)
Intermittent (Spring - fall)
Final (1 week, end of pilot)

Date	Time	AM PM	Eval Period	# Garbage Open	# Recycling Open	# Organics Open	# Dupsters Closed	Garbage Day?	Weather D (Dry) R (Raining)	Notes or issues
		AM / PM	B/S/I/F					Y / N		
		AM / PM	B/S/I/F					Y / N		
		AM / PM	B/S/I/F					Y / N		
		AM / PM	B/S/I/F					Y / N		
		AM / PM	B/S/I/F					Y / N		

Additional Evaluation Action

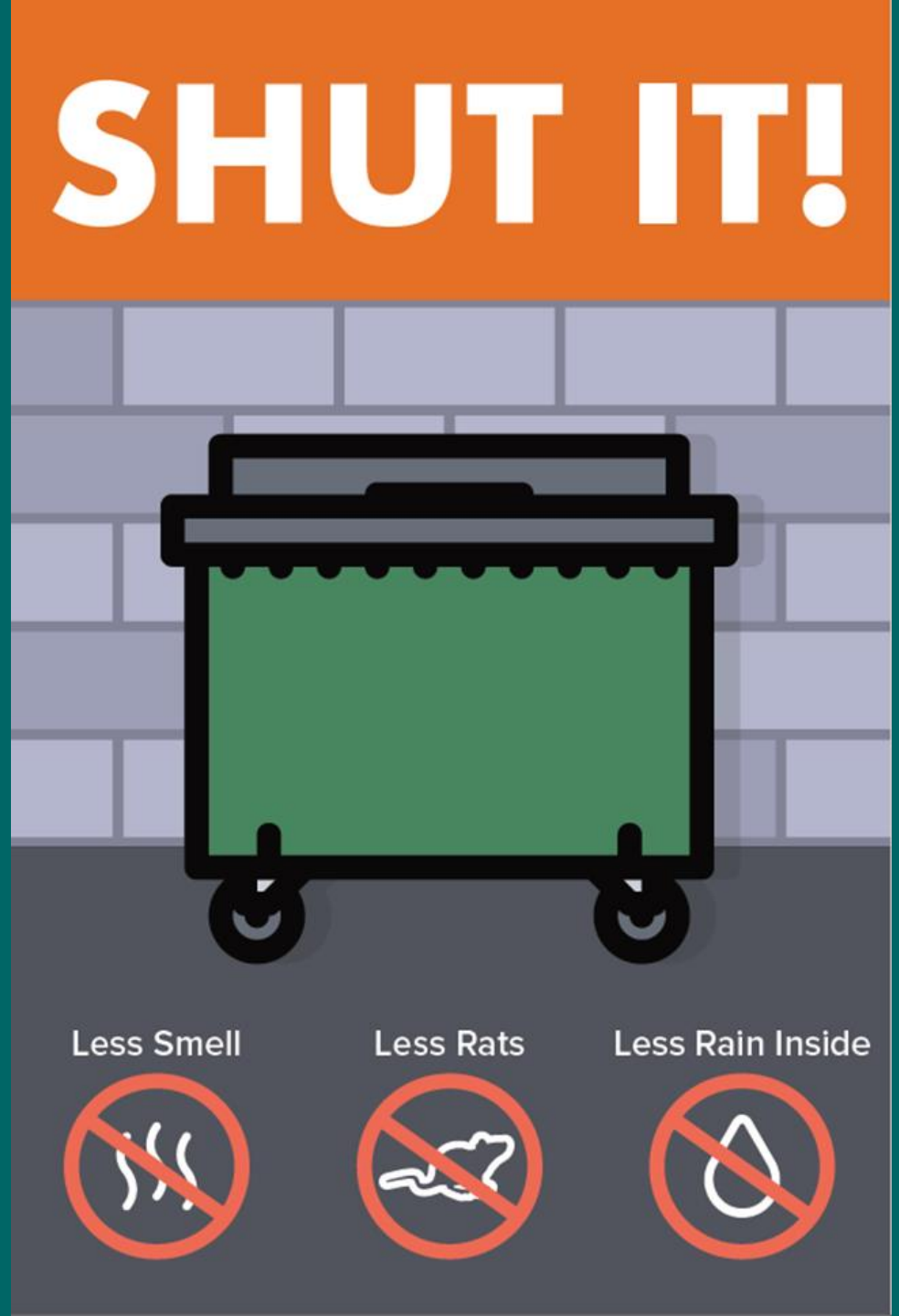
- Updated & fillable form coming soon
- Submit data - *stay tuned for details on how*

Final Qualitative Questionnaire (Fall 2021)

- In-person follow up with pilot businesses
- Questionnaire will be provided

Timeline

Date(s)	Task	Notes
by February 19	Identify 5-6 businesses to target (*even if I'm only piloting with 2)	Quick "windshield survey"
February 22-26	Prepare Forms	✓ Fill out top of evaluation form for each pre-campaign survey business. ✓ Send to staff performing evaluation if not you.
February 22-26	Plan Baseline Evaluation Schedule	✓ Plan out schedule for self or staff to check dumpster lids at each business 1-2 times per day for 1 week. The more data the better. Recommendation is 2x per day, AM & PM. ✓ Include weekends if business is open on weekends.
March 1-7	Baseline Evaluation Surveys These evaluations must be completed before start of campaign and prior to any communications with pilot participants.	*Evaluate 5 or 6 businesses if possible, even though I will pilot 2, just in case they: 1. Won't participate in pilot. 2. Put their lid down all the time during the pre-campaign evaluation and are therefore not a good candidate for the campaign. 3. Some other unknown reason that makes them not a good pilot candidate. Any businesses you do not use for your pilot can be saved for implementation after the pilot. You may also choose to continue evaluating them along with your pilot businesses as a control.
March 9-19	Decide which businesses to use for Pilot.	Reach out and schedule visits with businesses as needed.
March 22-31	Implement Campaign Pilot	Have at least 1 business implementation completed and any others to have date/time scheduled.
April 1 –depending on when businesses start campaign.	Start of Campaign Evaluation	Schedule evaluation 1-2 times a day for 1-2 weeks after the start of implementation



To Do

- Send address to Tally if you want pilot materials
- Plan when/how/who will do your evaluations

Next

- Decide on tier 2 Items – stool, strap, other
- March 2nd Launch Meeting

Questions?
Recycling Only
CAUTION
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Garbage Only
LEAKY DUMPSTER? DAMAGED LID?
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