AGENDA

Presentation:
Broadening Participation in Household Recycling:
First Findings from a Focus Group Study in South Cumminsville
Presenters: Shaunelle Casey, Miles Garrett, Daniella Hamden, Eric Heidemann, Megan Huss

1-201901640 COMMUNICATION, submitted by Councilmember Mann from Kevin O'Connor regarding the mistreatment of Cincinnati's carriage horses.

2-201901777 PRESENTATION, submitted by Councilmember Dennard from University of Cincinnati and City of Cincinnati Office of Environment and Sustainability entitled Broadening Participation in Household Recycling: First Findings from a Focus Group Study in South Cumminsville.
Hi Brenda,

Councilmember Mann requests that the below correspondence be added to the Council Calendar.

Thank you,

Hillary Kenkel | Community Affairs Advisor
ph. (513) 352-4611
Office of Councilmember David Mann
Cincinnati City Hall
801 Plum Street, Suite 349 | Cincinnati, OH 45202

From: Kevin O'Connor <kevinocincy@gmail.com>
Sent: Friday, October 18, 2019 7:22 AM
To: Kevin O'Connor <kevinocincy@gmail.com>
Subject: [External Email] Carriage horses

Dear Councilmember,

I am writing to bring to your attention the mistreatment of Cincinnati's carriage horses and to ask for your help in addressing the problem.

Over the past couple of years, with the assistance of a group of local animal advocates, I have been documenting the behavior of the carriage drivers. What we have found is that they seem to have little if any respect for the regulations of the Public Vehicles department, Cincinnati municipal code, or the welfare of their animals. Also, public records requested from the Public Vehicles Dept. and the Hamilton County Dog Warden have shown that there is no real oversight of the carriage operators by the city or county.

These are a few examples of what we have witnessed:

- The horses being made to work far beyond the eight hours that are allowed.
- The horses working the streets more than the five days in seven that are allowed.
- The horses rarely have access to water. We documented a six-hour period with no available water despite the requirement that the horses are supposed to have access to water every two hours. Anecdotally, I have only seen the horses have an opportunity to drink twice in all the time I have observed them.
- A child who appears to be around 10 driving a carriage down Seventh St.

Violations of animal welfare and public health regulations are common. It is rare for us to observe the carriages for an hour or so and not see at least one. So, it would probably not be difficult for council members to verify these activities for themselves.
Broadening Participation in Household Recycling: 
First Findings from a Focus Group Study in South Cumminsville

Presenters: Shaunelle Casey, Miles Garrett, Daniella Hamden, Eric Heidemann, Megan Huss

A University of Cincinnati Study
in partnership with
Working in Neighborhoods &
City of Cincinnati
Office of Environment &
Sustainability
University-Community-Policy Partnership

Thank you!
Neighborhood Differences in Recycling Participation

- 15 Above 70%
- 17 Between 50%-70%
- 17 Below 50%

- Oakley 83%
- E. Price Hill 62%
- West End 42%
- Winton Hill 14%
Research Questions

- What were participants’ general perceptions of recycling?
- What do participants describe as main facilitators and barriers to their recycling participation?
- What strategies could be used to promote recycling participation?
Methods: Who Participated

- There were **28 participants**

- Participants were between the **ages of 21 and 77**
  (Average age = 58.6 years)
Methods: How The Data Was Collected

- There was a paper and pencil survey
- 13 questions, completed anonymously
- Took about 5-10 minutes to complete
- 26 surveys completed
Methods: Socio-Demographic Overview

Gender
- Female: 73.7%
- Male: 26.3%

Education
- No Diploma: 23.2%
- Some College: 36.6%
- Associates: 31.7%
- Bachelors: 8.5%
Methods: Socio-Demographic Overview

Race
- Caucasian: 11.7%
- Multi-Race: 7.4%
- African American: 77.7%
- Race not listed: 3.2%

Home Ownership
- Declined to answer: 4%
- Rented: 16%
- Owned Home: 80%
Methods: Focus Group Data Collection

- Consisted of 5-6 participants each
- A Primary moderator who facilitated the conversation
- Assistant Moderator who took notes and ensured flow of conversation
- And another Assistant Moderator who kept track of time and also contributed to conversation
Methods: Focus Group Data Collection

- Lasted on average **45 minutes**
- Questions were **semi-structured**
- Audio-taped recordings
Methods: Data Analysis

- Audio Recordings
  - Transcribed verbatim
  - Coded for themes
- Team-Based Coding
  - General perceptions
  - Facilitators
  - Barriers
  - Strategies
Results: Main Themes

- The data was analyzed using thematic analysis; Common ideas were identified.

- General Perceptions
  - People recycle to maintain clean homes and out of moral obligation
Results: Main Themes

- Facilitators
  - Information was available
  - Household convenience
“As well as for me, it's cleaning the environment. Because as long as we are recycling, at least one percent of us are making it a little bit better for everybody else. I know it's making a difference.”

“If they knew more about it, maybe they’ll recycle.”

“I’ve actually got two garbage can containers, one in one corner. So when people come over, I be like “hey, right over here.” And it just makes it easier. When it gets full, you can just take it out.”
Results: Main Themes

- Barriers
  - Lack of Knowledge
  - Lack of Motivation
  - Inaccessibility
  - Lack of Incentives
  - Lack of Community Involvement
Results: Main Themes

- Strategies
  - Increased accessibility
    - Youth engagement
  - Education
  - Community involvement
    - Increased access in public venues
Discussion: Study Overview

Three Main Goals:

- Participants' General Perceptions of Recycling
- Main Facilitators & Barriers of Recycling Participation
- Strategies to Promote Recycling Participation
Strengths

1. Engaging with underrepresented communities

2. Qualitative Analysis: Interpersonal communication with participants

3. Working In Neighborhoods contributions to the study
Limitations

1. Most of the 28 participants recycled consistently.

2. Most of the 28 participants lived in single-family homes, not enough data on multi-unit household structures.

3. The age demographic of the participants is predominantly middle-aged and older.
Recommendations: Education

- Funding to school-based youth-focused programs to encourage recycling behavior.

- Pamphlets and magnets to be dropped off door-to-door to local residents in order to provide residents with a reminder of pick up days and the appropriate materials to recycle.
Recommendations: Marketing

- Advertisements such as television commercials, radio ads, social media ads, or billboards with the Cincinnati-oh.gov/recycling website.

- Having a community festival that promotes household recycling and sustainability.
Recommendations: Policy

- Offering more exterior bins and more local drop off spots for multi-unit buildings

- Creating incentives such as tax breaks or a point system to encourage recycling participation.
Future Research

- More participants with low recycling behavior
- Larger focus groups
- More community partners
- Focus on workplace recycling
Thank You!

WORKING IN NEIGHBORHOODS
BUILDING SUSTAINABLE COMMUNITIES

CINCINNATI

RUMPKE
Waste & Recycling Services
Questions?

Thank you for listening.