



Multi-Family Call-2-Haul Pilot

City of Tacoma | Environmental Services Department

Infrastructure, Planning, and Sustainability Committee
April 24, 2024



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OVERVIEW



- Background on existing residential and commercial Call-2-Haul programs
- Proposed approach to expand access and use of Call-2-Haul for multi-family residents

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BACKGROUND



Residential Customer Base: 57,192 residential accounts

- Single family residences and duplexes
- Bundled garbage, recycling, and yard waste
- Cost of two Call-2-Hauls per year incorporated into rates

Residential Call-2-Haul

- >12K calls annually since 2020
- 15 - 20% of households utilize the service each year
- Cost incorporated into customers' bills
- Estimated cost per customer is \$1.79/month

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BACKGROUND



Commercial Customer Base:

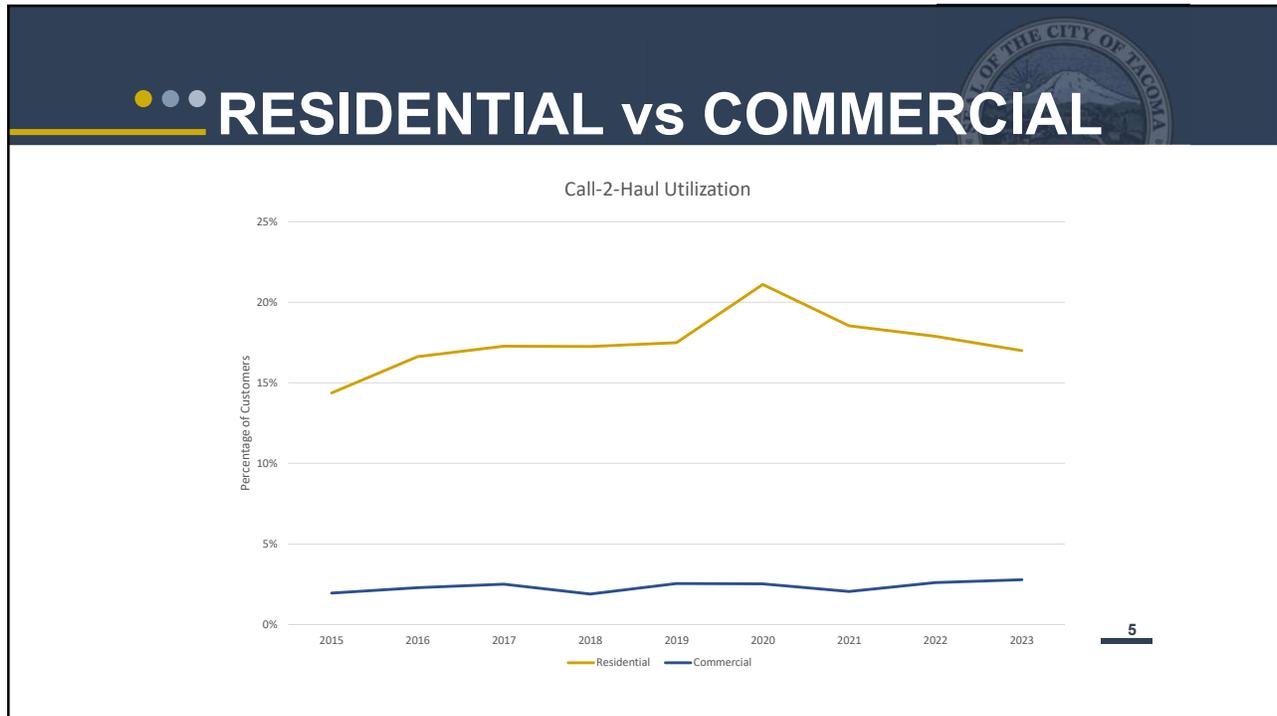
- 5,258 commercial solid waste accounts
- 32,687 multi-family apartment units

Commercial Call-2-Haul

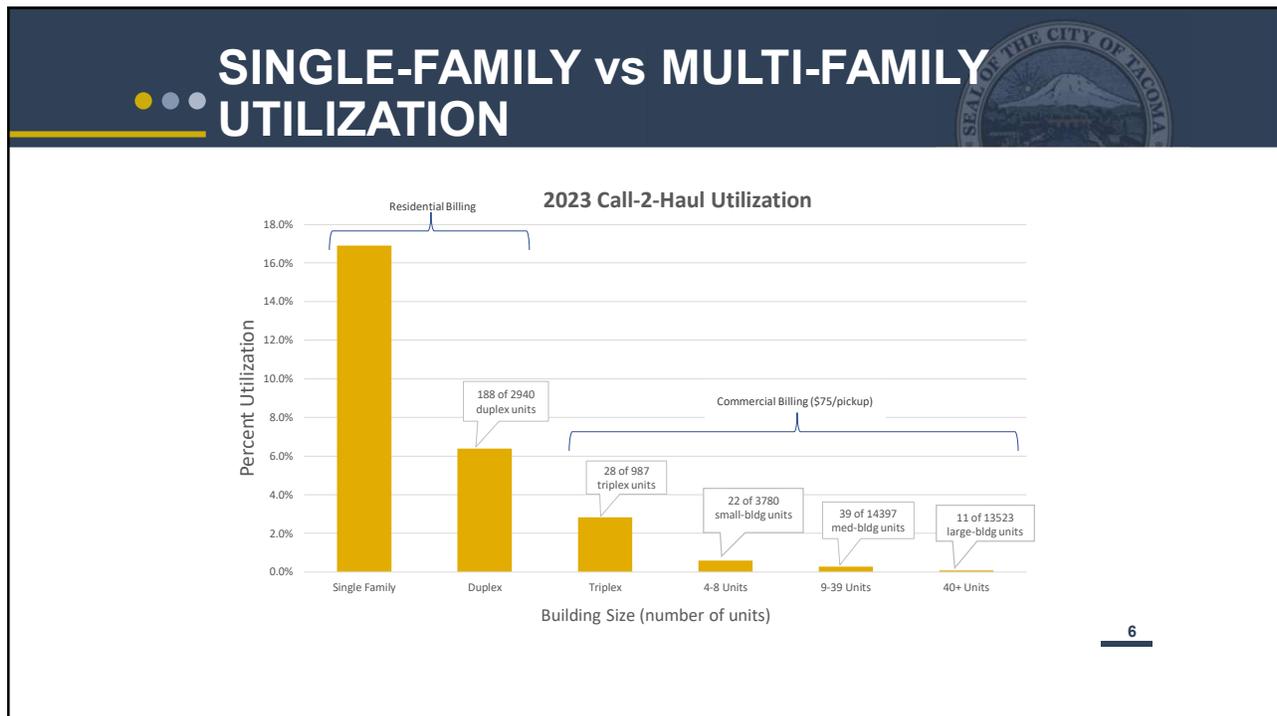
- Average 114 pickups annually since 2020
- Utilization: ~2% of accounts and 0.3% of units annually
- Customers pay \$75 per pickup (charge added to TPU bill)
 - Approximately 85% multi-family units have an individual TPU account, the remaining would need to use a pre-payment system
- Current charge (\$75) likely does not cover cost of service

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ISSUES



Informal survey of multi-family residents and property managers

- 11 property managers and 5 residents interviewed
- Only 2 were aware of commercial Call-2-Haul
- Over half of the managers interviewed already had a system for bulky item removal and did not think removal of bulky items was an issue
- The residents interviewed thought they would use Call-2-Haul, but not very regularly; the most common answer was once every other year
- Not strong support for an imbedded fee or tax for Multi-family Call-2-Haul
- 2 property managers were concerned with Call-2-Haul due to barriers around curbside pickup

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PROPOSED PILOT



Evaluate actual cost of service and update 2013 rate for 2025

Promote Call-2 -Haul program to multi-family residents

- Broad general messaging through Citywide channels
- Targeted education and outreach campaign to subset of multi-family residents using Ambassador program

Evaluate usage

- Does targeted education and outreach increase participation rates?

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OUTREACH



Proposing two-pronged outreach approach:

- **Broad approach:** social media outreach, bus ads, tabling at events, website update, and outreach materials revisions
 - Raises general awareness of the program
 - Helps to promote the program to larger numbers
- **Focused approach:** ambassador program to connect with multi-family residents and managers
 - Promotes programs through word-of-mouth
 - Provides feedback to staff around challenges or benefits to program implementation in different cultural contexts
 - Opportunities for transcreation and translation of outreach materials
 - Gather input on different solutions for bulky item removal
- **Staff needed:**
 - 1 outreach and education position – 2.5 years
 - 2 interns for 1 year

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NEXT STEPS



- Develop budget proposal for outreach pilot
- Review and update commercial Call-2-Haul cost
- Establish process for pre-payment for multifamily residents without TPU account
- Develop process for applying low-income discount

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