

2015 Lakeshore Art Festival Greening Program Report



The Lakeshore Art Festival features a unique blend of arts, crafts, music, food, and fun along the shoreline in historic Downtown Muskegon. This year's event featured nearly 250 fine art and craft exhibitors, a Children's Lane, festival food, street performers and interactive art.

Goals of Lakeshore Greening Program

- Expand upon the success of the 2014 festival to add stability to the Lakeshore Greening Program.
- Reduce waste and maximize recycling efforts throughout the festival.
- Create an interactive booth to promote recycling education and awareness both at the festival and within the Greater Muskegon community.

Strategy and Tactics

1. Cases of shredded plastic bottles and aluminum beverage cans were brought in to allow people to see the result of recycling after they return/recycle their used beverage containers.
 2. Attendees were given the opportunity to guess the number of shredded plastic bottles and aluminum cans. The person who guessed closest to the correct number was mailed a \$25 Starbucks gift card.
- Continue to provide a local organization an opportunity to volunteer at the event by working through the Schupan Green Handed program to educate festival attendees about recycling.

Strategy and Tactics

1. Send volunteers out in groups to interact with attendees who were caught recycling.
2. Have volunteers speak with festival attendees about recycling options at the event.



Material Collection by Type

Schupan supplied 60 beverage container recycling bins and 10 compost collection containers.

	2015 (in pounds)	2014 (in pounds)
Cardboard	147	500
#1 PET plastic	254	100
Organics	100	300
Paper	198	N/A (not collected)

Collection and Recycling Totals

	Total waste (in tons)	Recycled	% Diverted
2015	2.28	.35	13%
2014	2.5	.45	15%

Labor Hours

2015	60 hours
2014	66 hours



Successes

Material Collection

- Increased beverage container recycling by 43%.
- Narrowed organics collections to vendors who were strictly performing food preparation on-site and whose menus were not cook-to-order food, lessening the contamination of food organics bins.
- Added paper recycling for event and exhibitor paper waste.

Education and Volunteer Outreach

- Continued our relationship with the Muskegon Montessori for Environmental Change to work through our Green Handed program. Successfully increased the number of volunteers by one-third.
- As a result of the Green Handed program, 198 tickets were distributed to attendees who were “caught green handed” recycling, with five of those winning prizes for their participation.
- Over 1,200 people visited the Schupan Greening Booth, with 921 people submitting guesses on the number of shredded plastic bottles and cans.
- Through the development of our interactive booth, we increased our reach of festival attendees by 88%.

Coordination

- Schupan Recycling staff and Lakeshore Volunteers worked collectively to set-up and collect recycling bins, trash receptacles, organics containers, and cardboard from vendors before, during, and after the event.
- Collaborative efforts between Schupan Recycling and Lakeshore staff increased work efficiency, thereby decreasing labor hours associated with the Greening Program.



Lakeshore Art Festival and the Community

The Lakeshore Art Festival Greening Program is beginning to provide a stable service to the City of Muskegon and Muskegon County.

Volunteer Opportunity

The Greening Program and Lakeshore Art Festival provides a public service volunteer opportunity to members and organizations within the community. Paid service work generates supporting funds for local schools and organizations while the festival provides volunteer options for local schools, environmental groups, and organizations such as the United Way.

Watch Muskegon Campaign

Lakeshore Art Festival joined the Watch Muskegon campaign to further the advancement of Muskegon and the surrounding communities. Through Lakeshore's Greening Program, the festival was able to:

- Provide a fundamental educational platform to area residents regarding sustainability methods and community recycling initiatives.
- Donate unredeemed deposit containers to low-income residents, who in turn returned the containers at local stores. The redemption of these beverage containers reinforces the value of the Michigan Beverage Container Deposit Law, which has made Michigan #1 in the nation in beverage container recycling.
- Reduce the amount of landfill waste created within the city, ensuring that the natural surroundings that have attracted so many to live in the Muskegon area remain pristine.

Value of Recycling In Muskegon

Recycling programs within Muskegon County vary in size, price, and number of commodities accepted. By providing a Greening Program, Lakeshore is demonstrating the value of both urban and rural recycling programs.

WATCH MUSK EGON



Limiting Factors of Greening Program

Material Collection

- Few vendors sold recyclable beverage containers.
- Vendors produced less organic waste due to the type of food being served and minimal education on composting efforts. Three vendors utilized back of house organic composting, reflecting a smaller percentage than 2014.
- High levels of contamination were present in front-of-house organics, resulting in many bins being removed on the second day of the festival.
- Cardboard recycling roll-off could have been placed in a more vendor-friendly location, to eliminate contamination and increase accessibility.



Educational Efforts

- Volunteers were limited with the event taking place over the 4th of July holiday weekend.
- Festival attendees continue to develop recycling as a valued personal habit, reflecting a continued learning curve for attendees to participate in public space recycling efforts at the festival. Through consistent education and engagement, attendees will make recycling a top-of-mind, conscious habit.
- Attendees were unwilling to provide personal contact information for participation in the Green Handed program or interactive greening booth.

Recommendations for 2016 Greening Program

Material Collection

- Rearrange cardboard roll-off placement and ensure proper signage to distinguish between trash and cardboard roll-offs.
- Provide a smaller cardboard roll-off such as an 8-yard front load container.
- Continue to improve vendor education and communications regarding recycling efforts at the festival and emphasize the importance of their participation.
- Eliminate front-of-house organics.
- Create a recycling collection method for the fresh-squeezed lemonade cups, which has been a long running best-seller at the festival.

Educational Outreach

- Develop a stronger network of volunteers to increase Green Handed program participation.
- Explore ways to incorporate social media to encourage participation in recycling.
- Explore ways to promote the festival greening efforts leading up to the event.
- Purchase festival t-shirts made from recycled plastic bottles.
- Provide higher quality prizes for recycling.
- Reward festival attendees for recycling immediately when they are "caught green handed."
- Implement Schupan Recycling's Bin It to Win It game booth to create meaningful interactions with festival attendees.

