



CASE STUDY



BRODER MANAGEMENT LLC 15 BROAD STREET

Recycling Success through Simplification

Broder Management 15 Broad Street

Principal Use- Office Building

Facility Size- 73,561 Sq. Ft

Location- Financial District,
Boston, MA

Project Cost-\$0 (fee taken
from savings)

**Projected Annual
Savings**-\$1,250 per year

Project Timeline- Long-term
program, results within a
month

Payback Period- 0 years

Recycling Rate Change - 64.7%

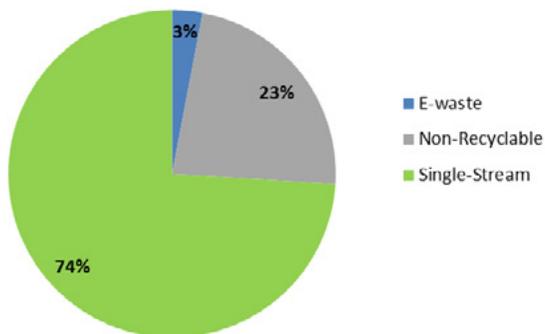
Waste Hauler - Casella Waste
Systems

When Stephany Goldzband, Andelson + Partners, Inc., first approached management and staff at 15 Broad Street with the desire to improve the facility's recycling rates, the response she received was cautiously optimistic. 15 Broad, with a recycling rate of just 12.5% in 2014, had not previously seen success in implementing a recycling program through systemic behavior change. Still, despite their past challenges, the folks at 15 Broad recognized the potential for improving their waste diversion efforts. "The hunger was there," said Property Manager Stephen Bradley of Broder Management LLC, a sentiment echoed by Senior Property Accountant Anthony Rooney.

In June 2014, 15 Broad Street signed on with Andelson + Partners, putting the fate of the facility's waste diversion rate in Goldzband's capable hands. Andelson + Partners' office building recycling program is founded on the idea that the waste in a typical office building is 80% recyclable, yet most offices have recycling rates that level out around 20%. To start addressing the low recycling rate at 15 Broad, Goldzband facilitated a change in Bradley's waste hauler to a hauler with strong recycling facilities that could handle large recycling loads while also offering competitive pricing. Previously, 15 Broad had a waste hauling contract with Allied Waste Services, but as their annual contract neared its end, the hauler tried to negotiate a monthly cost increase from \$900 to approximately \$1,100. Through the Andelson + Partners program, Goldzband negotiated a new contract on behalf of 15 Broad with Casella Waste Systems for just \$800 per month, including the program fee, and ultimately saving 15 Broad a minimum of \$1,250 per year.

CASE STUDY

12 Month Waste Distribution



Once the new contract was negotiated, Goldzband introduced the staff of Broder Management LLC at 15 Broad to the toolkit and resources that Andelson + Partners developed to encourage facility participation, including signage, email templates, and e-waste reporting templates. Then came the biggest change to the facility – the switch to the single bins. At each desk in the building, black trash bins were replaced by recycling bins. For tenants that did not already have a recycling

bin at each desk, employees were asked to use their existing trash bin as a recycling bin. This was another cost-saving measure since it eliminated the need to purchase additional recycling bins. Implementing a single-bin program essentially “eliminates the choice of trash vs. recycling” for the employees, said Goldzband.

Almost all waste that employees have at their desks can be tossed into the recycling bin, with the exception of food waste (which is brought to the kitchen waste bin) and electronics. To deal with the latter, 15 Broad has hosted several electronics recycling drives, where they collected hard to recycle items such as batteries, phones, and computer parts. In addition to sharing Goldzband’s resources, Bradley had one-on-one meetings with each of the tenants to share with them the idea behind the program and ensure they felt comfortable with the process. Generally when she brings the program into a new facility, Goldzband says it quickly “becomes second nature and nobody can remember why they wanted a trash bin in the first place.”

The recycling program was a continuously improving process - throughout the year Andelson + Partners provided training for building management, cleaning staff, and tenants, and circulated recycling program updates to tenants via email and flyers. Quarterly sustainability reports were distributed to monitor the program’s success, and e-waste collection events routinely occurred. After a full year of engaging in the program, 15 Broad had raised its recycling rate to an average of 77.2%, representing a savings of 83,230 kWh of energy, 142,100 gallons of water, 1,218 pounds of pollutant effluents, and 1,644 cubic feet of landfill space. Bradley says he’s “astonished” by the results, and that “[the tenants] love the program.” Since the program began, 100% of tenants, staff, and management have participated.

With the help of Andelson + Partners, 15 Broad has increased its recycling rate by approximately 65%, saved money, and created a positive impact on the environment. Recycling should be easy, and Stephany Goldzband said the program at 15 Broad was just that – “easy, convenient, and black and white.”

ABOUT THE CHALLENGE FOR SUSTAINABILITY

The Challenge for Sustainability helps businesses or buildings save money by increasing energy efficiency, reducing resource consumption, decreasing solid waste, and reducing overall greenhouse gas emissions through hands-on technical assistance and access to local, state, and private incentives.

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FUNDERS



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