Growing the Circular Economy through Community Trust Building
City of Ann Arbor

Since the end of January 2023, the "Growing the Circular Economy through Community Trust Building" project has worked with our consultant to identify a list of organizations who can connect us with people who could inform our circular economy outreach strategy. This is a stepwise process that started with relevant City-connections and, using a snowball sampling method, has extended into the identification of organizations the city has not historically collaborated with.

To date, our consultant has interviewed 16 organizations, asking each organization who else we should be talking to, and then reaching out to newly identified organizations (this work will continue into the next reporting period). This stepwise process will continue until we have individuals who represent the various frontline and underserved communities that we identified as being key to equitable engagement and/or when we no longer receive new recommendations – meaning we've saturated the interview pool. Once either of these happen, we will meet with the organizations that were interviewed and identified an interest in working with us to begin developing an equitable engagement strategy. We are also preparing to conduct more detailed, one-on-one discussions with those organizations not able to participate in a larger group meeting to make sure their perspectives are integrated into the equitable community engagement design process.

In addition to interviews, we have spent time with our consultant brainstorming what would motivate a person from a frontline or underserved community to provide feedback to the city as part of our circular economy engagement work. This has included a deep dive into methodologies for building and maintaining trust and recognizing the gift of feedback that we are getting from stakeholders. While this area of work is still emerging, we look forward to bringing some initial suggestions forward once we move into the equitable community engagement design process.

In addition, we are delighted to report that the material swap day, highlighted in our proposal, was successfully executed with our community partner, Community Action Network (CAN), on February 3 and 4th. See the metrics section below for relevant data, feedback, and pictures.

Based on interviews conducted to-date, we have created a list of goals that will help inform our work (see attachment). We fully anticipate these goals will change once we formally launch the development of the circular economy engagement strategy, but we appreciate having a basis from which to co-create new goals.

METRICS

On February 4th we hosted a neighborhood swap day at the Bryant Community Center. We saw a tremendous amount of support from the community through their donations and attendance at the event. Over 1,000 items were dropped off by attendees to "shop" through. Categories of items dropped

off included small furniture, kitchen goods, clothing and footwear, health & beauty supplies, books, and baby supplies. The attached document “Swap Day Donation Total” outlines the breakdown of donations by category. Donations were accepted on Friday between 3 and 6 and Saturday morning between 9 and 11 am. The swap day ran on Saturday between 11 and 3 pm. We had approximately 65 attendees and 8 volunteers as well as 13 members of staff from OSI and CAN on-site during the event. We provided coffee and donuts and hot chocolate for attendees and snacks for our volunteers. At the conclusion of the swap day the remaining items were donated to charity. We estimate that 75% of the goods were taken by attendees. The remainder was dropped off at the local thrift stores Kiwanis and PTO Thrift Shop. See below for photos of the event.

We had a survey that 15 attendees completed. Overall feedback was very positive with 12 respondents stating that there were very likely and 3 stating they were somewhat likely to attend a future swap day. 4 of the respondents wished they had heard about the event further in advance. This feedback was not unexpected; we were highly selective in how we promoted the event, because we did not want to overwhelm the space and were unsure of how many swap items we would have until the day of the event. Future indoor swaps days could benefit from more space and greater advance notice to the target community. Additionally, we encountered some challenges with language barriers, meaning that translation services will be necessary going forward. There was also a technology challenge of accessing the survey as it was only offered digitally via a QR code so paper-based surveys will be offered the next time we host an event.

PHOTOS FROM EVENT

COMMUNITY ACTION NETWORK
HOW CAN YOU HELP?
AT A GLANCE

THE NORTH FACE
NIKE