



Progress Report

Feasibility study on a ONECard Sustainability Rewards Program

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Overview

- Background
- Problem statement
- Benefits
- Timeline
- Results
- Challenges
- Current state of investigations



Introduction

Client Background

- The University of Victoria is committed to practicing sustainable recycling and waste management.
- Waste diversion has improved from 58% to 71% since 2014.
- In order to reach the university's goal of 75% waste diversion by 2019 the sustainability program needs one last push.

Need Statement

- The Hartland Landfill Operating & Environmental Monitoring 2016 Annual Report predicted that its operating capacity will be reached within the next three decades.
- Uvic lacks an incentive program to reduce paper cups on campus



Introduction

Goal/ Objective

- The goal is to determine the feasibility of a rewards program combined with the ONECard that keeps track of customers reusable mug usage.
- After a customer uses their reusable mug ten times, they will receive a free hot drink.
- We hope that this will help Uvic reach a 75% rate of landfill diversion in time for 2019.

Constraints

- A 5-year payback period
- A due date of Dec 6, 2018, for the full feasibility report

Projected Benefits

- Increasing the lifespan of Victoria's Hartland Landfill.
- Students feel rewarded for their contributions to campus sustainability.

Methods

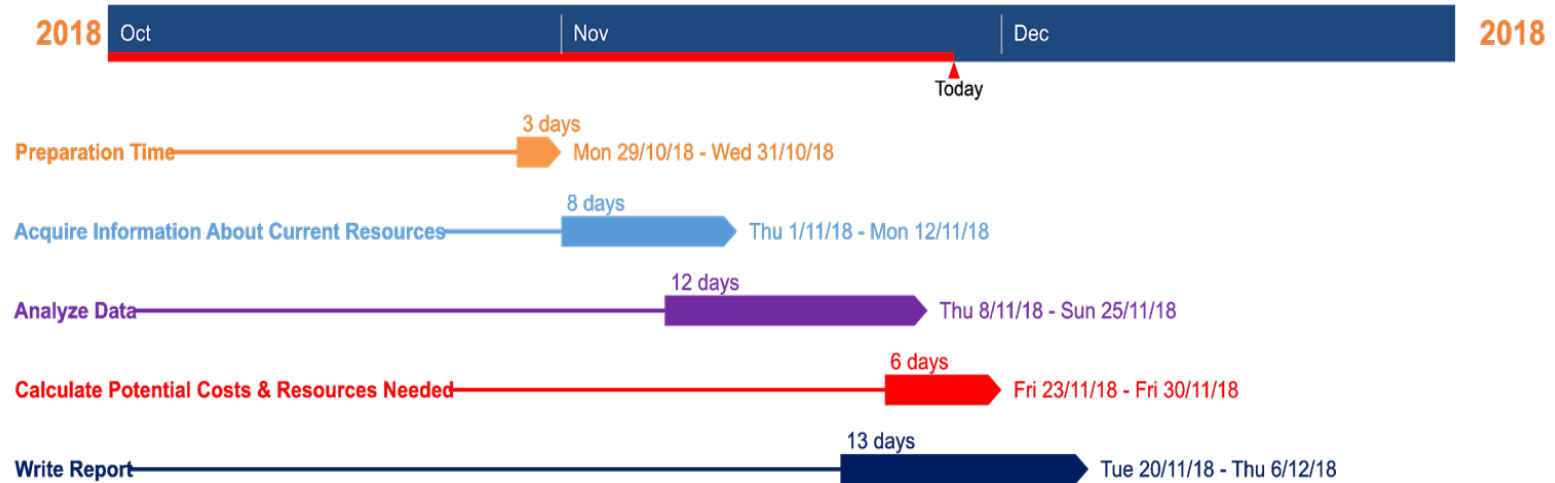
Research questions:

- How would the implementation of this program impact diversion rate?
- Would the University be capable of implementing such a program? (at what cost)
- How receptive would students and faculty members be to the program?
- How successful have similar promotions been?

Methods used to answer questions:

- Survey
- Inquiring with local coffee shops
- intend to contact university (one card office/university services).

Timeline



Work Completed

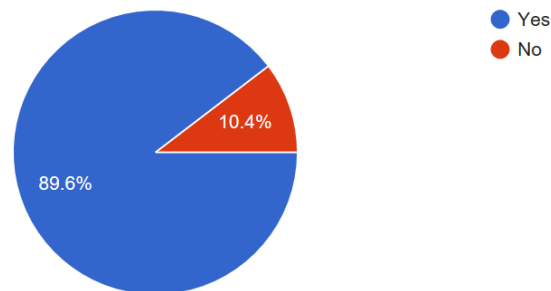
Nov 1 - Nov 25

What we've accomplished:

- **Drafted template for report**
- **Created and received survey data from nearly 400 students**
- **Spoke with local coffee shops for further data on stamp card usage**

Would you use the app shown below? (Fig. 1)

376 responses

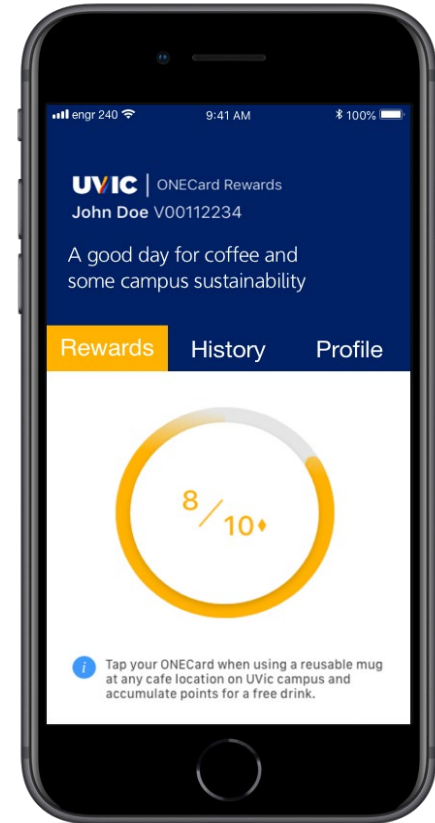


Work Completed

Nov 1 - Nov 25

What we've accomplished:

- Created mock mobile app interface
- Created a second survey to further refine data with over 200 responses
- Wrote cover letter to accompany feasibility report.



Work Completed: Survey Results

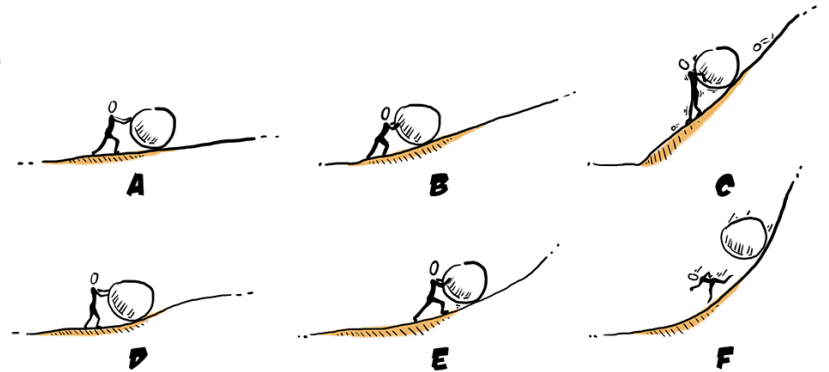
From our survey, we found the following:

- **Students consume an average of 0.67 drinks in paper cups on campus per day**
- **Roughly 15,120 disposable cups are used by students and staff each day***
- **Nearly 90% of respondents had a positive response to using our app concept**
- **73.2% said they would purchase a reusable mug to participate in the rewards program**

* Based on survey data and UVic enrolment data from the Facts and Reports page on [uvic.ca](https://www.uvic.ca)

Difficulties/Challenges

- Coffee shops contacted do not have metrics on the success of similar rewards programs
- Open-ended survey questions initially polled lead to splintering of responses, making some data difficult to analyze
- Planning implementation for users without ONECards.



Work Remaining

Nov 25 - Dec 8

- **Contact university representatives and get data/opinions regarding the program.**
- **Compile all results from survey, and answers from coffee shops and university representatives to truly measure feasibility of the program. (Complete by November 30th)**
- **Calculate costs of giving away a free drink vs the current \$0.25 discount**
- **Calculate costs, time, and resources needed to develop and deploy the proposed application.**
- **Complete report, using all data and results derived from methods mentioned previously.**

Expected Results

- The survey results show that our program will be well received
- We expect that costs for conducting the investigation will come in on budget
- We are confident of completing our feasibility report, with a final recommendation, by the given date of Dec 6, 2018

Questions ?