

Home Composting Rebate Program



Presentation for ZWAC

by:

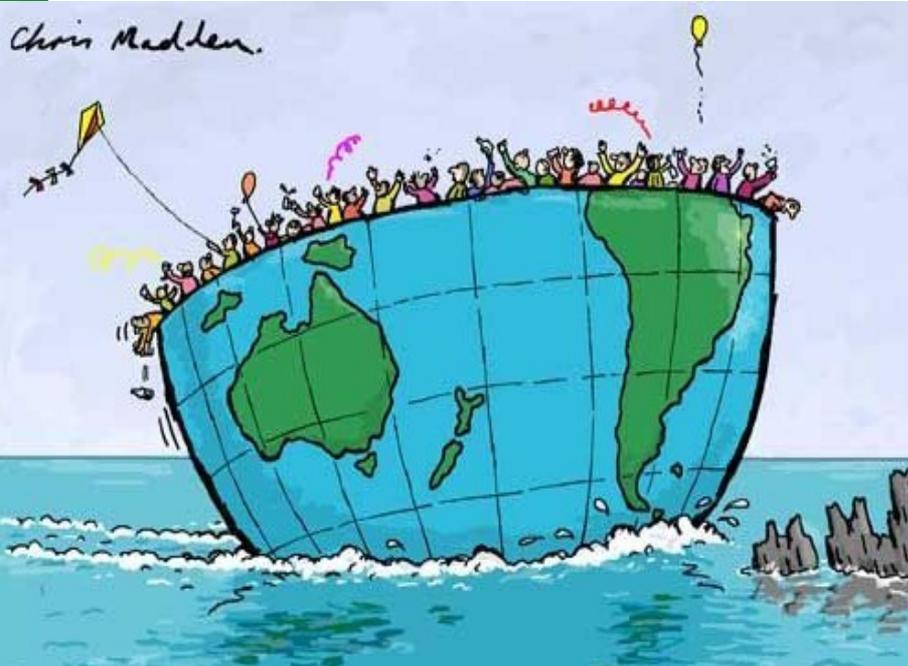
Daniela Ochoa Gonzalez

November 2012



Why

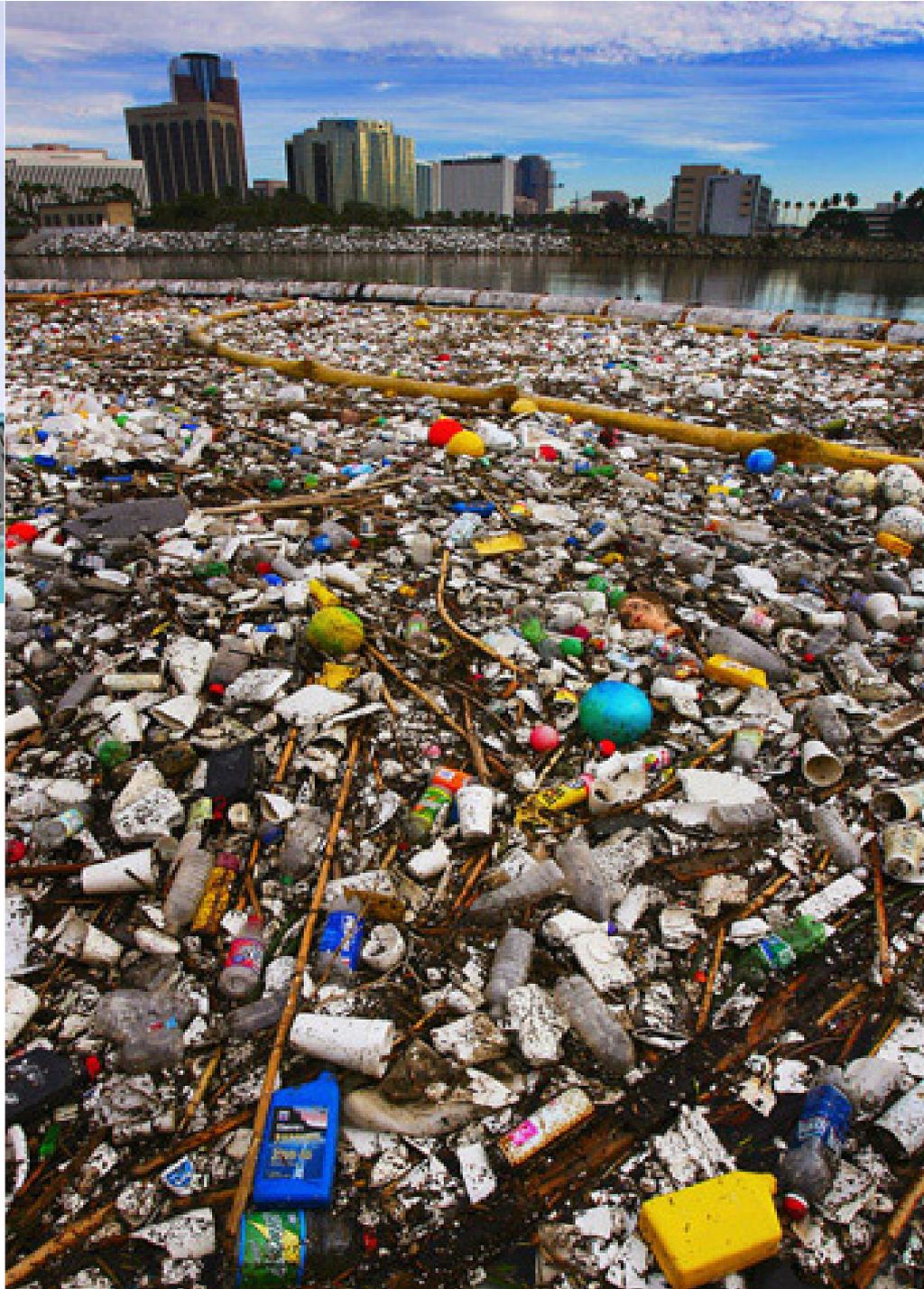
**is this report relevant
to the Zero Waste
Advisory Commission?**



Imagine Austin Comprehensive Plan



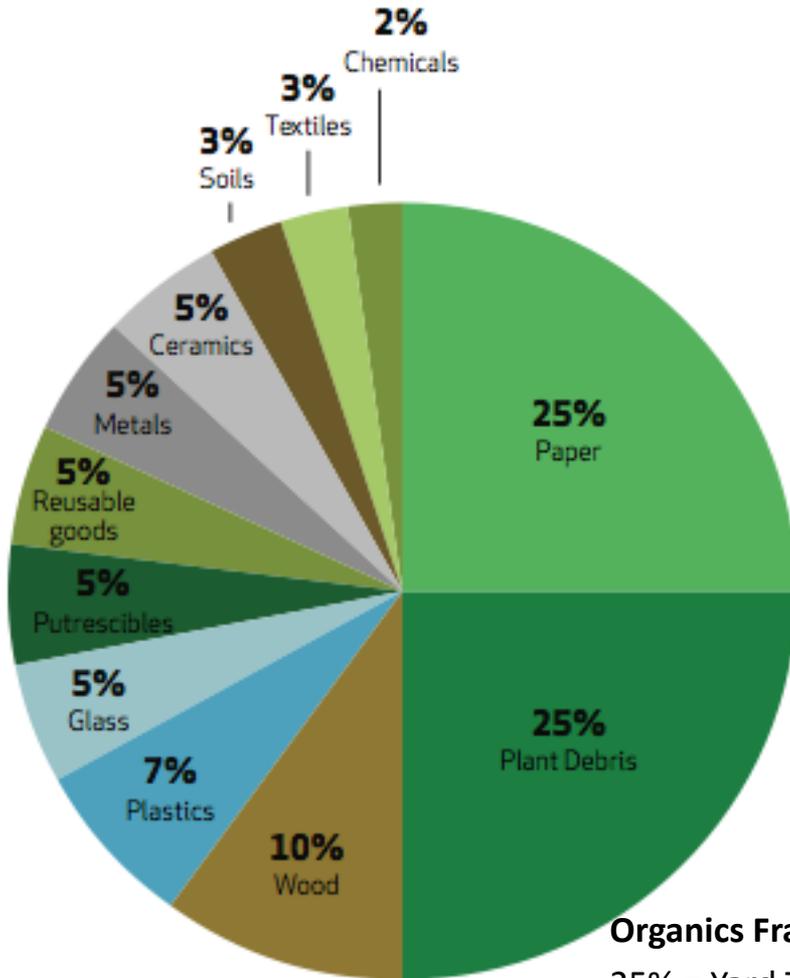
Austin's Zero Waste Strategic Plan
ARR Master Plan



Percentage of Recyclables in Discards

Total tons generated:

1,445,300



Organics Fraction: (58-65%)

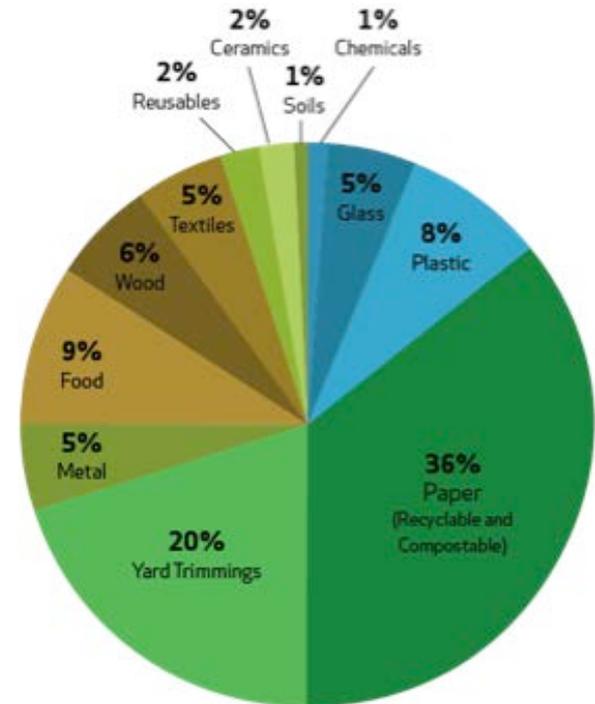
25% = Yard Trimmings

25% = Paper

5% = Food Waste

3-10% = Untreated Wood

controlled by City: 360,500



Organics Fraction: (50%)

20% = Yard Trimmings

18% = Food-Soiled Paper

9% = Food Waste

3% = Untreated Wood

Austin MSA Population History: 1900 to 2010

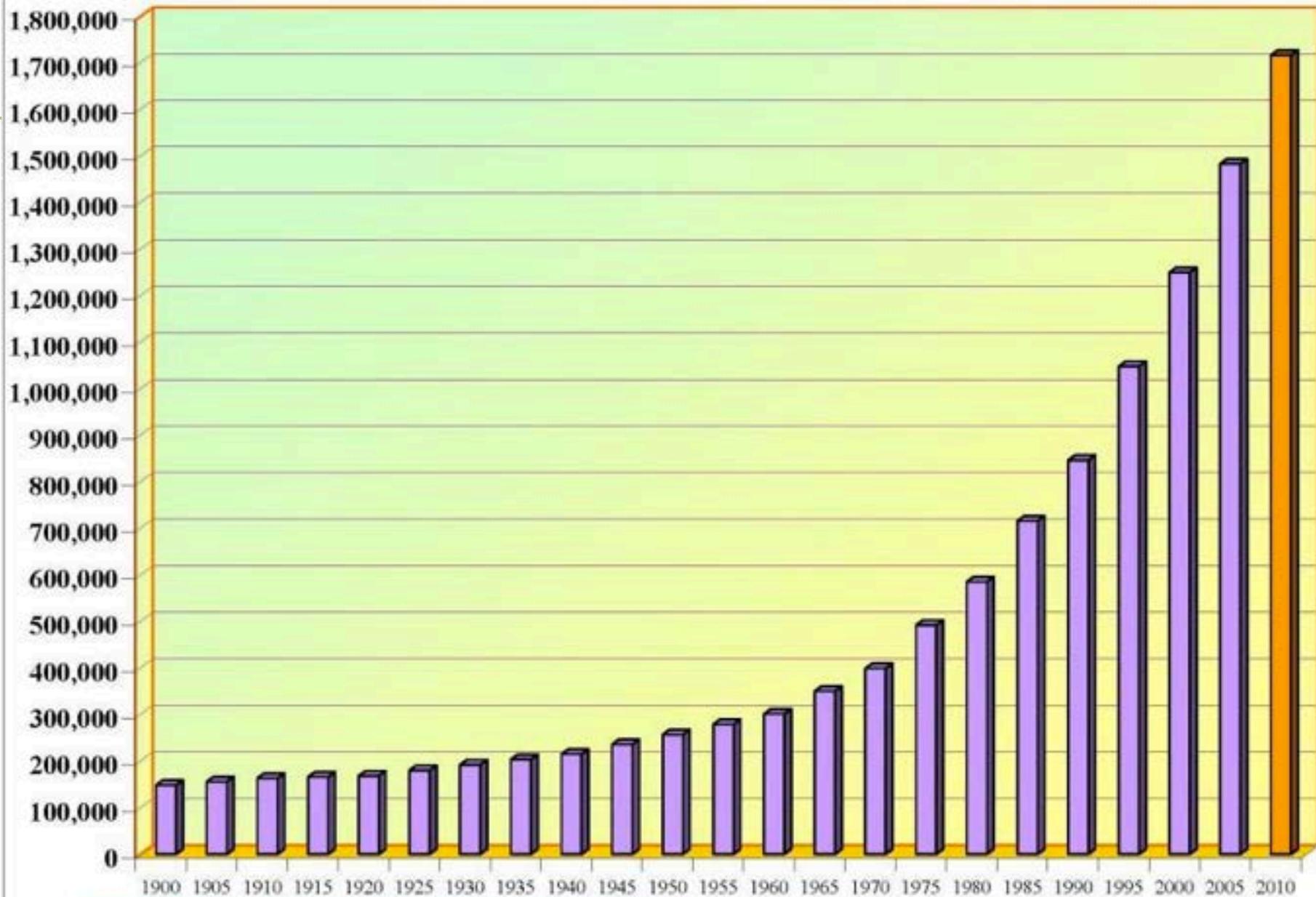


Image: Robinson, 2011. Department of Planning. City of Austin.

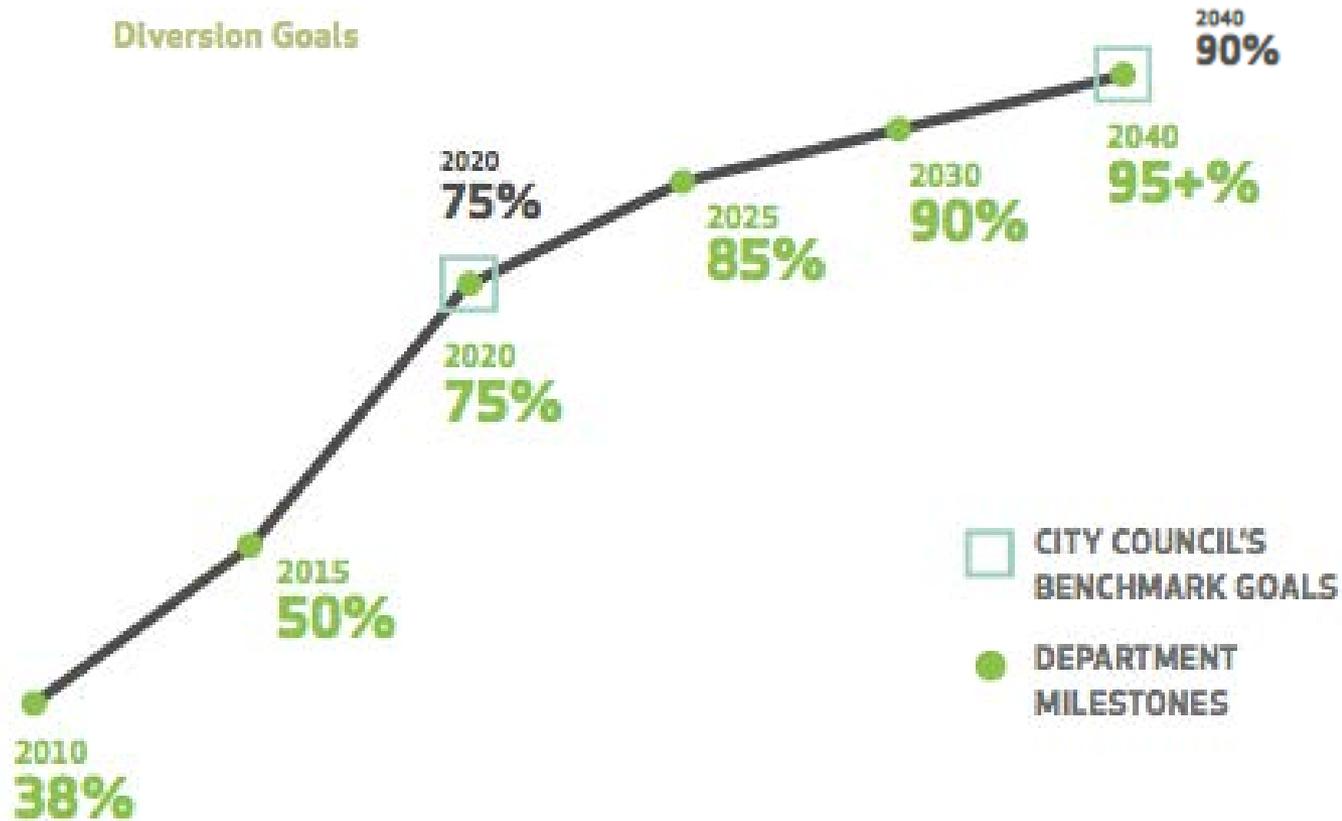


Image: Austin Resource Recovery Master Plan

R= Small & Strategic piece of the ZW puzzle

EPA Food Waste Hierarchy

Consumer Education

Reuse - Food Rescue

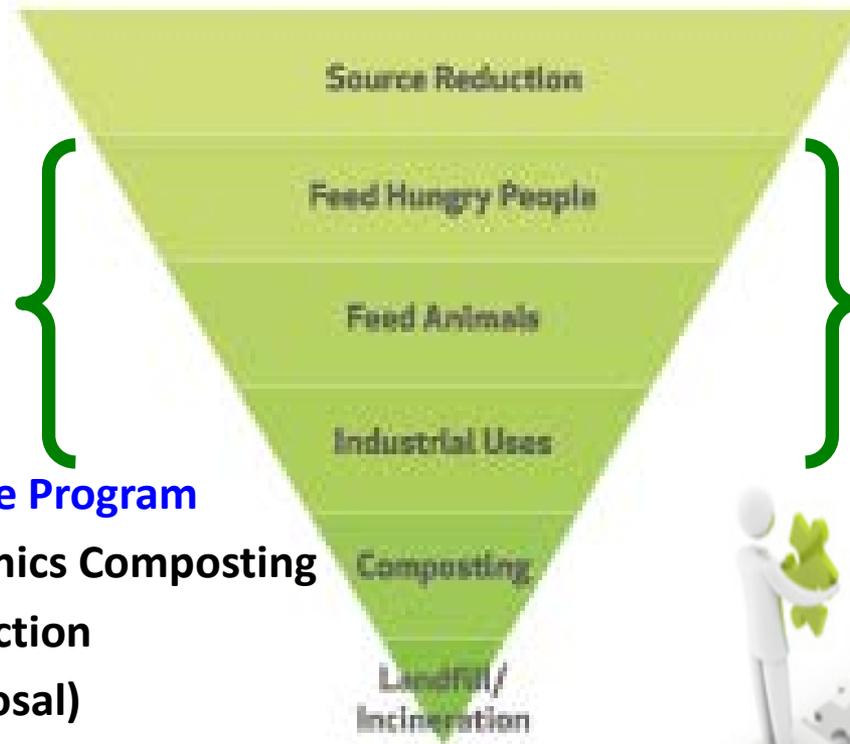
Home Composting/ Rebate Program

Community Gardens Organics Composting

Centralized Organics Collection

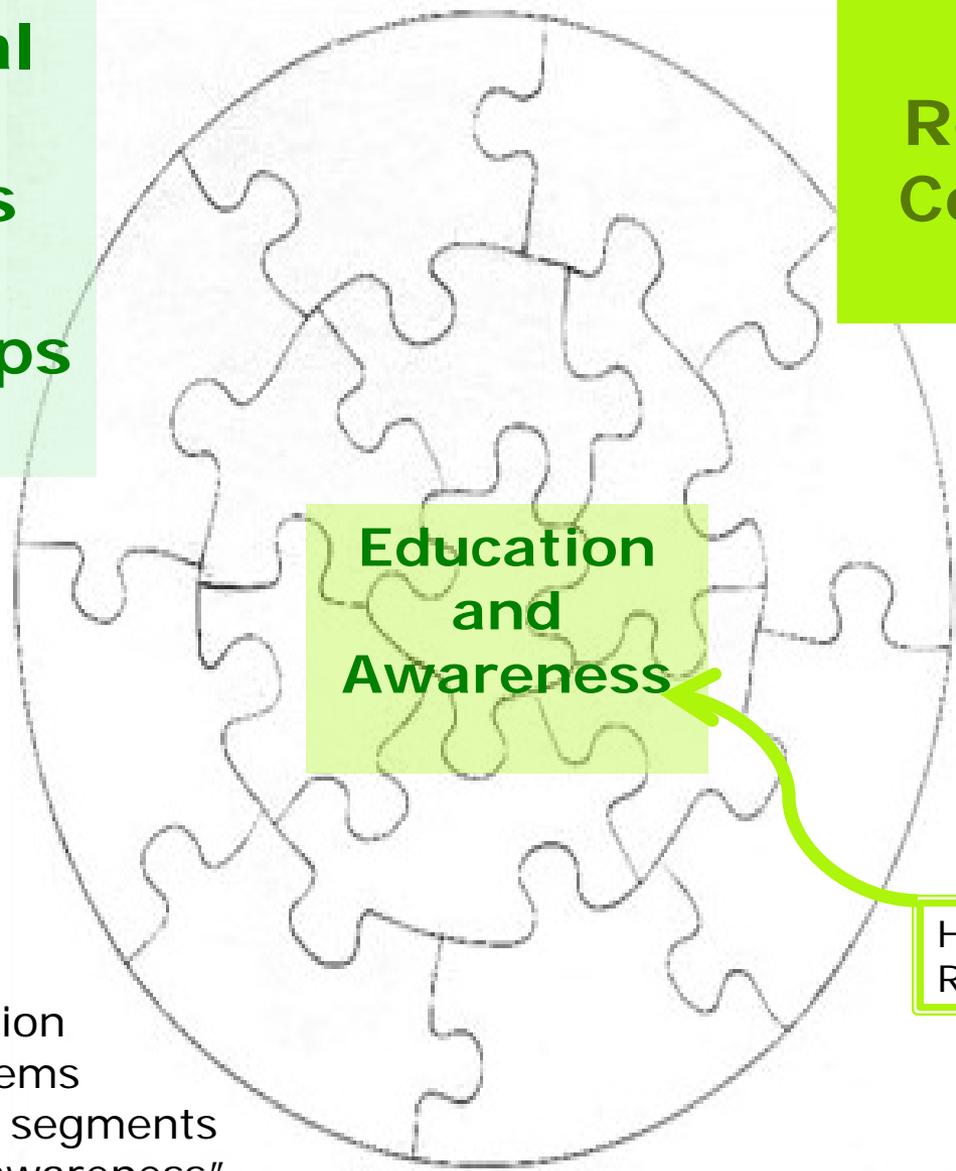
Anaerobic Digestion (disposal)

Landfill (least desirable disposal)



**Residential
Yard
Trimmings
+
Food Scraps
Collection**

**Universal
Recycling &
Composting
Ordinance**



**Education
and
Awareness**

**Home Composting
Rebate Program**

“The main barrier to increased adoption of composting systems in the single family segments it’s education and awareness”



What

**is the Home composting
program?**

Basic Home Composting Rebate

1. Downsize to a 32-gallon or 21  garbage cart
2. Take a **free** composting class
3. **\$** Purchase a composting system

By taking these steps ARR costumers are eligible for a **75%** rebate off the purchase of a composting bin, up to **\$75**

What

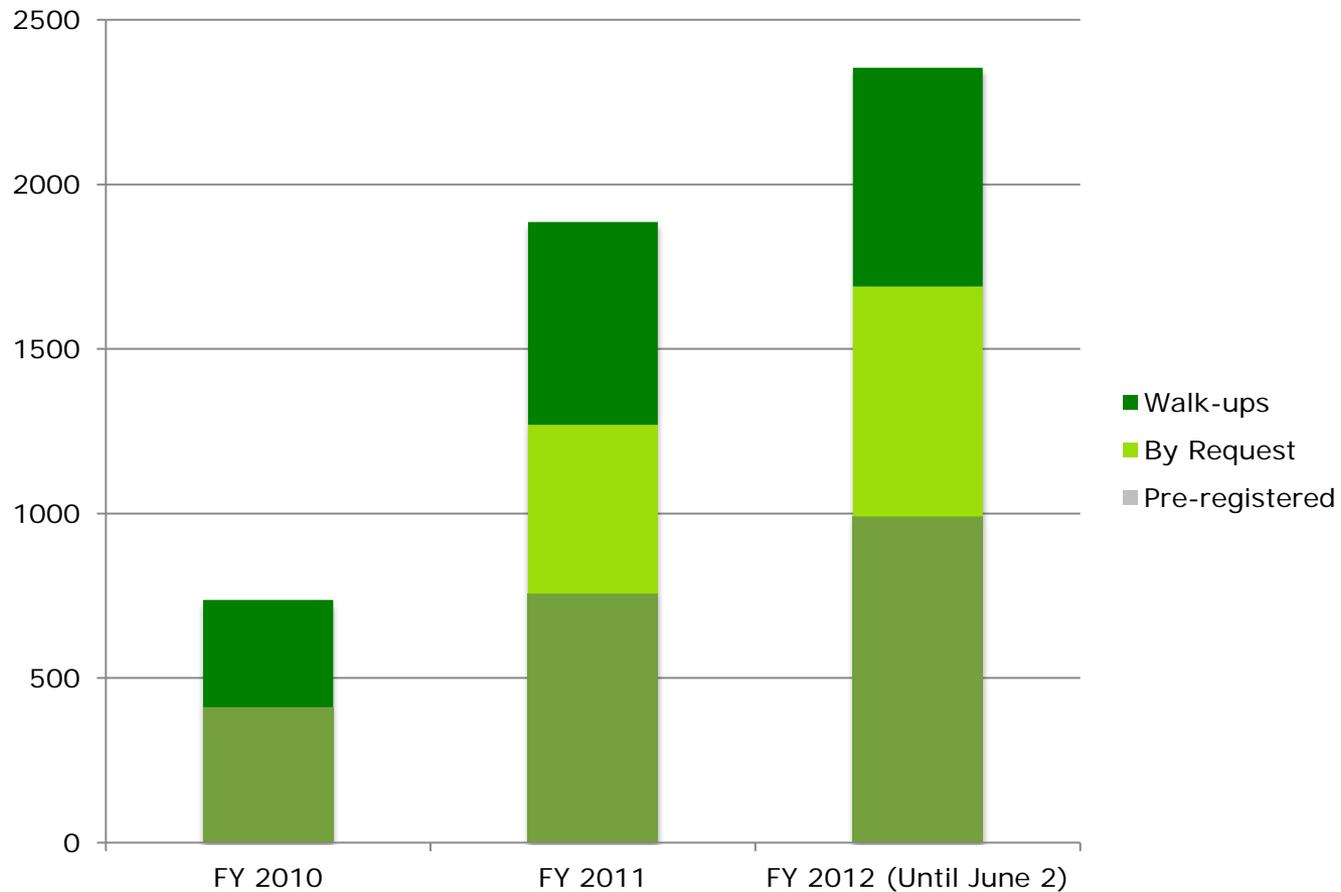
has been the outcome of the
Home Composting Program so
far in terms of

classes?

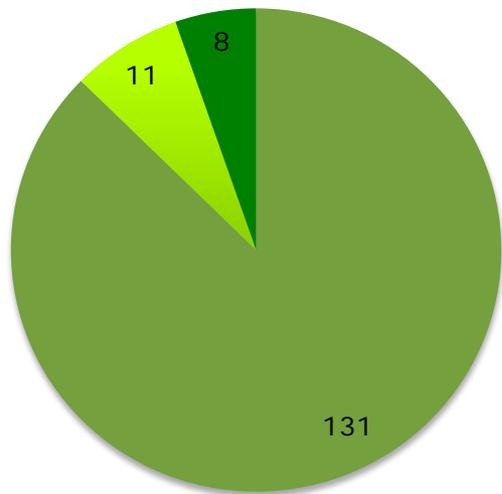
Results of the Home Composting Program

| | Class No. | Attendees | Preregistered | Walk-ups | By Request | Did not attend |
|-----------------|------------|-------------|---------------|-----------------|-------------|-----------------|
| FY 2010 | 13 | 737 | 427 | 310 | 0 | 443 |
| FY 2011 | 55 | 1885 | 729 | 392 | 740 | 261 |
| FY 2012 | 73 | 2292 | 991 | 337 | 964 | 629 |
| TOTAL | 141 | 4914 | 2147 | 1039 | 1704 | 1333 |
| Ann Sullivan | 1 | 23 | 23 | 0 | 0 | 0 |
| Daniela Ochoa | 97 | 2976 | 1167 | 298 | 1513 | 670 |
| Jason Sanders | 36 | 1694 | 884 | 712 | 72 | 644 |
| Jeff Paine | 5 | 143 | 73 | 29 | 41 | 19 |
| Nat Gardener | 1 | 58 | 0 | 0 | 58 | 0 |
| Sylba Loren | 1 | 20 | 0 | 0 | 20 | 0 |
| Regular Classes | 86 | 3224 | 2159 | 1065 (33.0%) | 0 | 1222 (34.8%) |
| English | 131 | 4568 | 1967 | 985 | 1616 | 1156 |
| Bilingual | 11 | 280 | 109 | 37 | 134 | 72 |
| Spanish | 8 | 130 | 83 | 9 | 38 | 93 |

Home Composting Program Classes

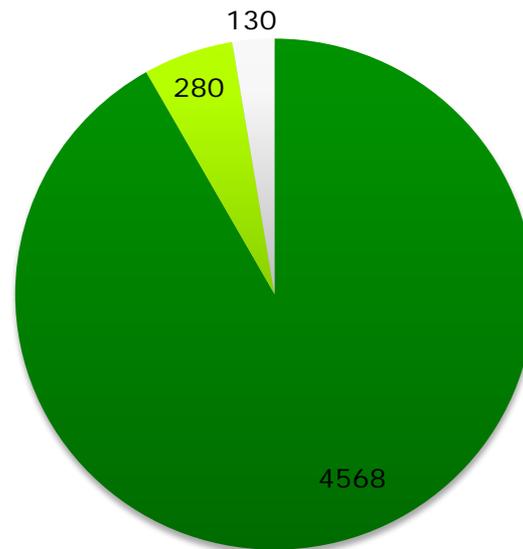


Home Composting Classes by Language



No. of classes:

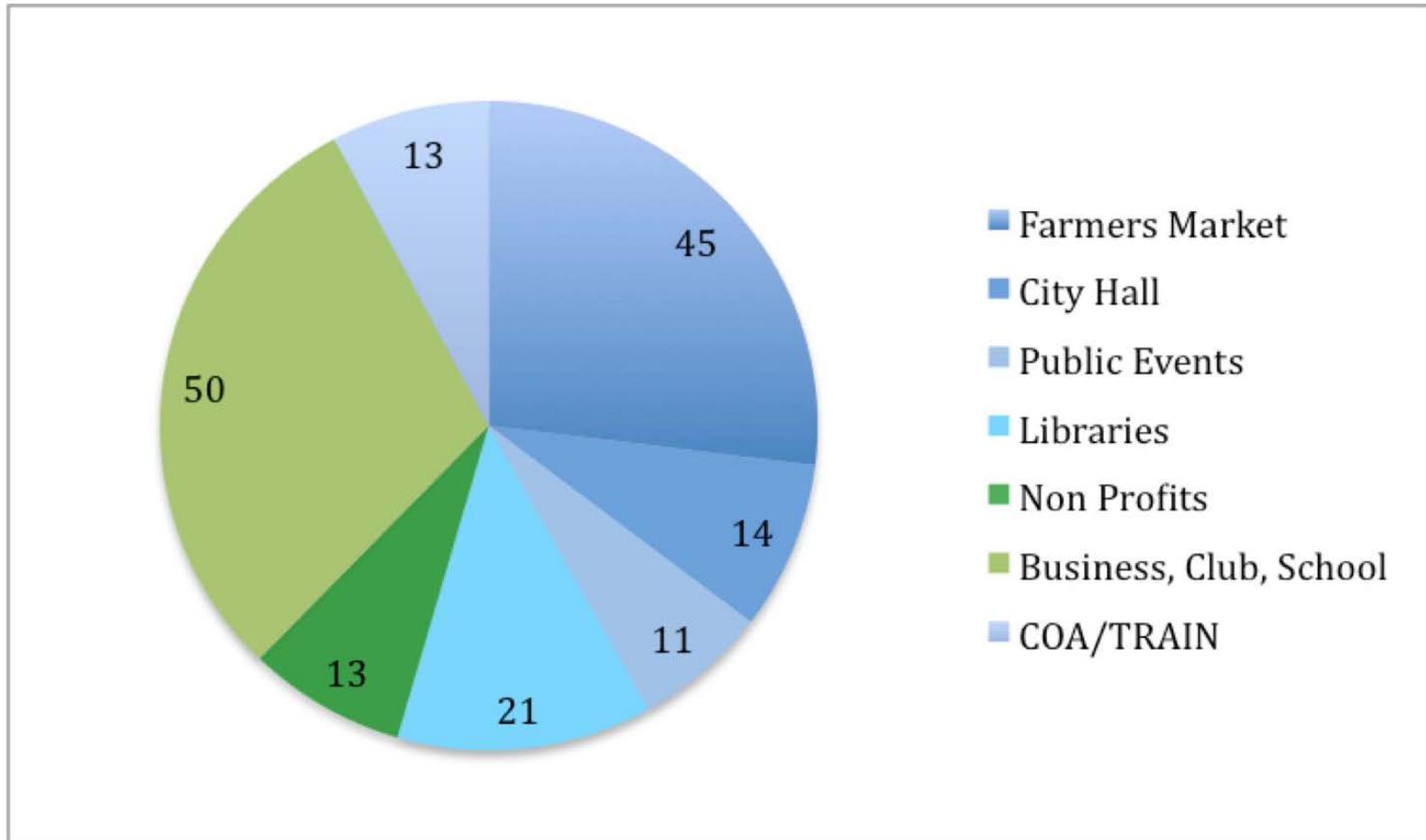
- English
- Bilingual
- Spanish



No. of attendees

- English
- Bilingual
- Spanish

Total Composting Classes by Class Category

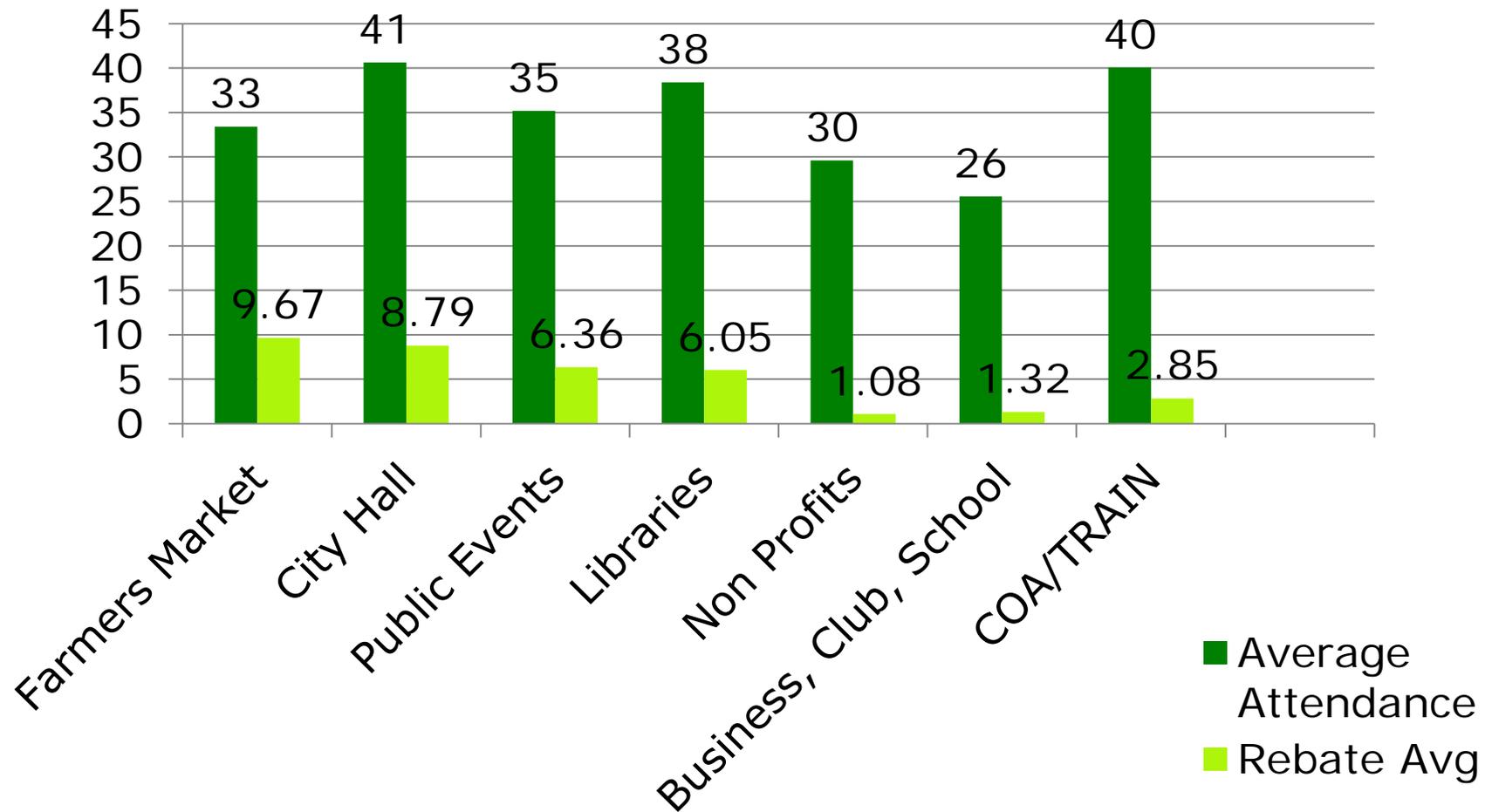


What

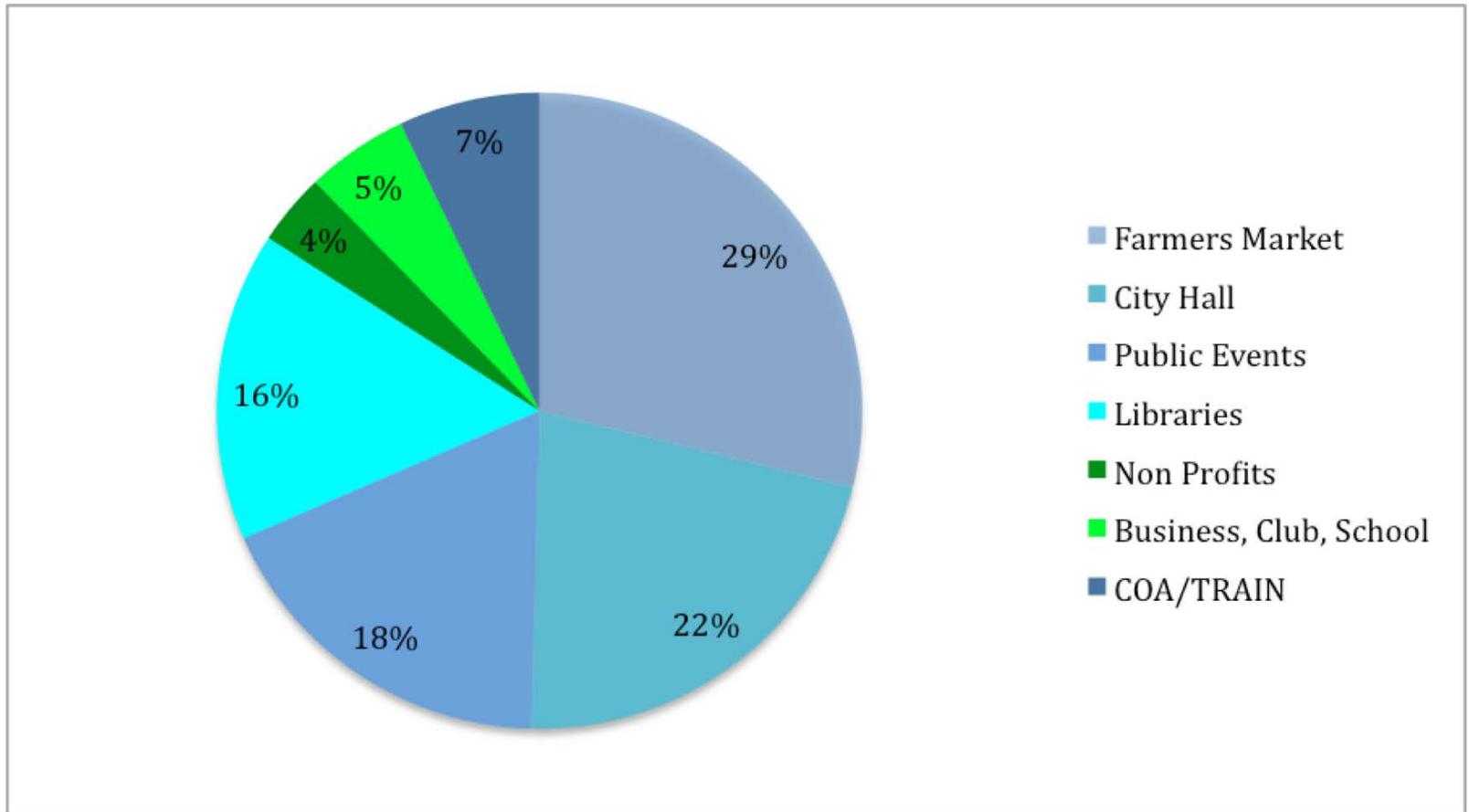
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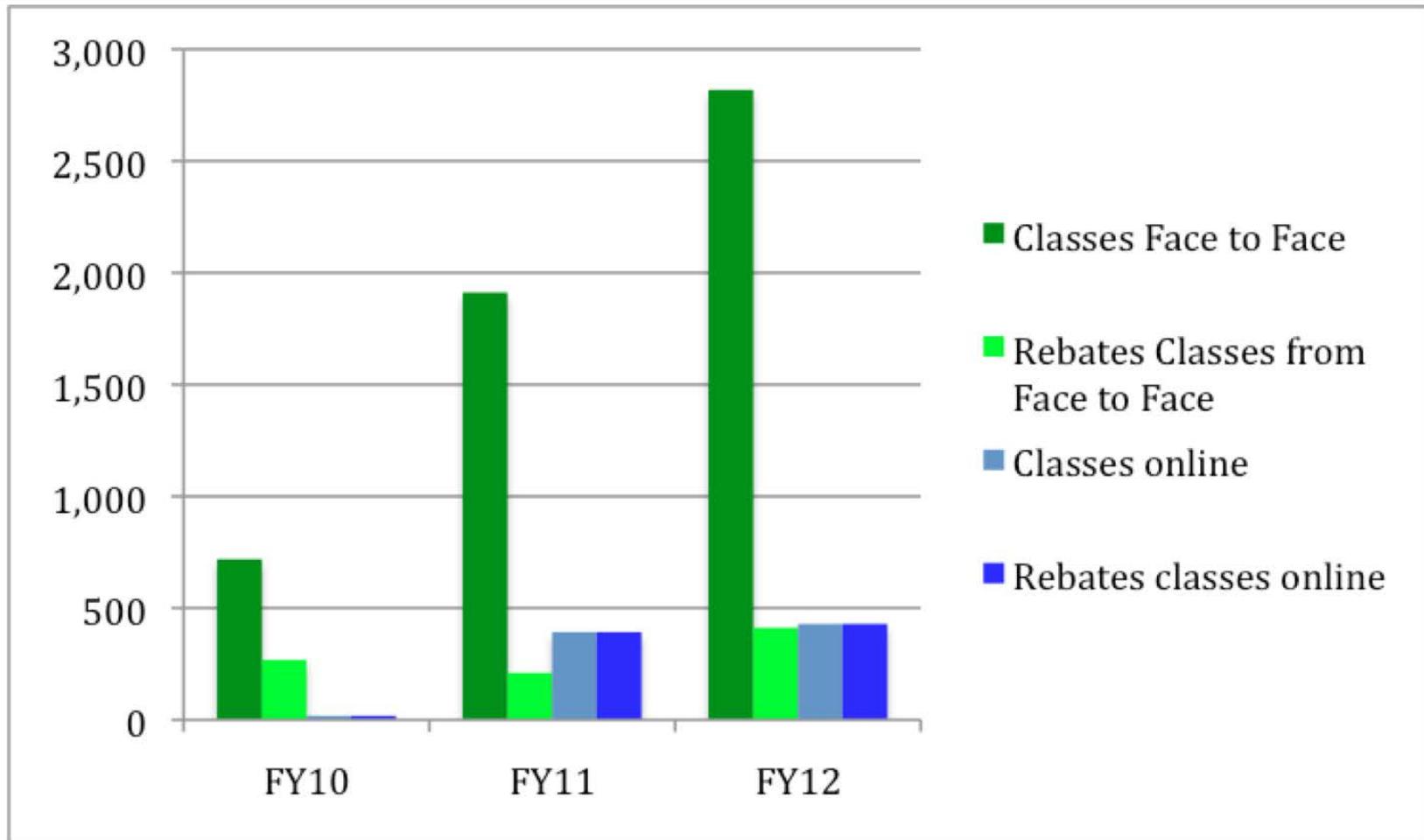
Average **Attendance** per class and Average number or **Rebates** per class category



Percentage of Rebates per Class Category



Rebates Provided at Classes Face To Face vs. Classes online



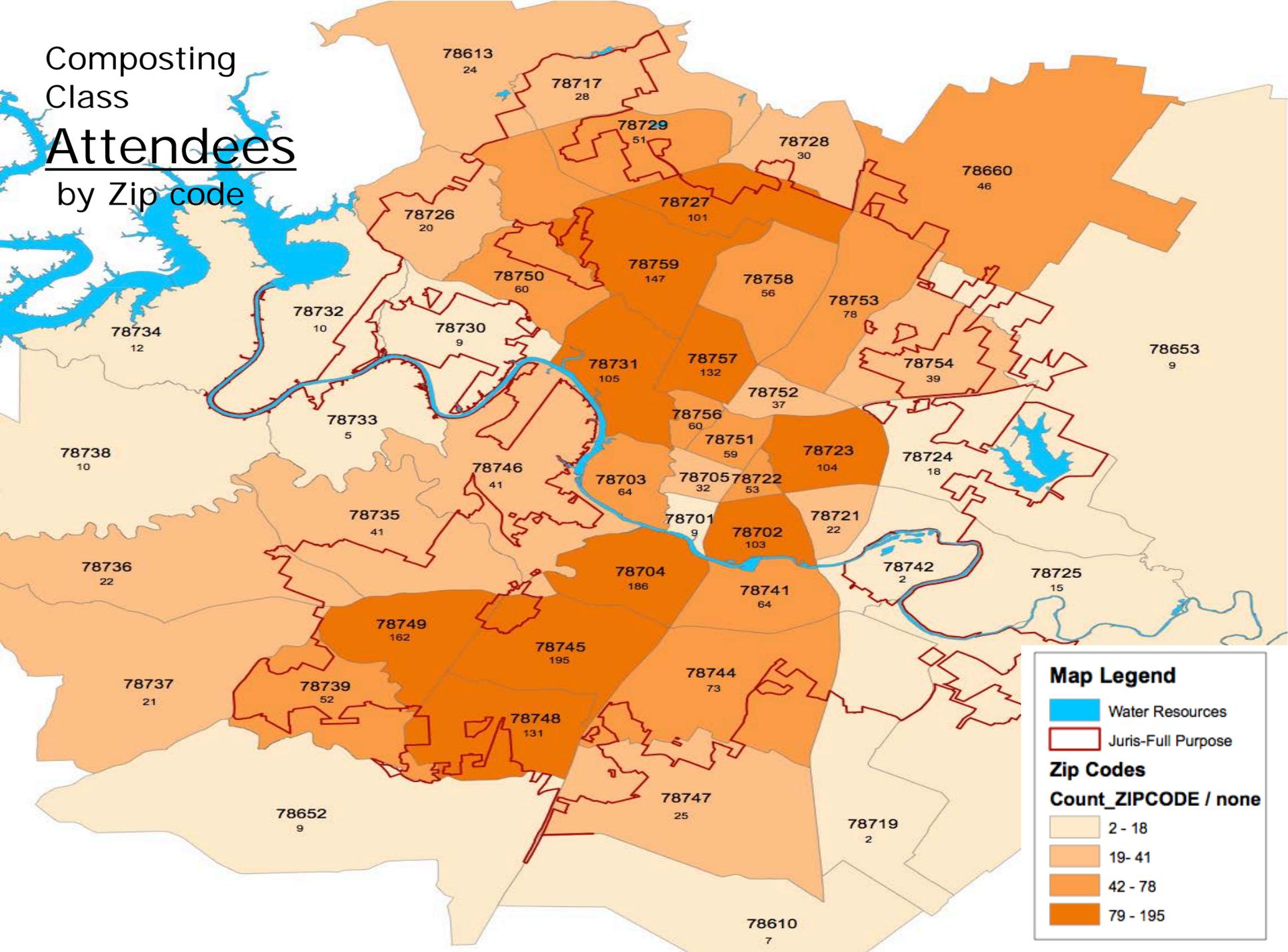


Where

in Austin is the Impact of

this program?

Composting Class Attendees by Zip code



Map Legend

- Water Resources
- Juris-Full Purpose

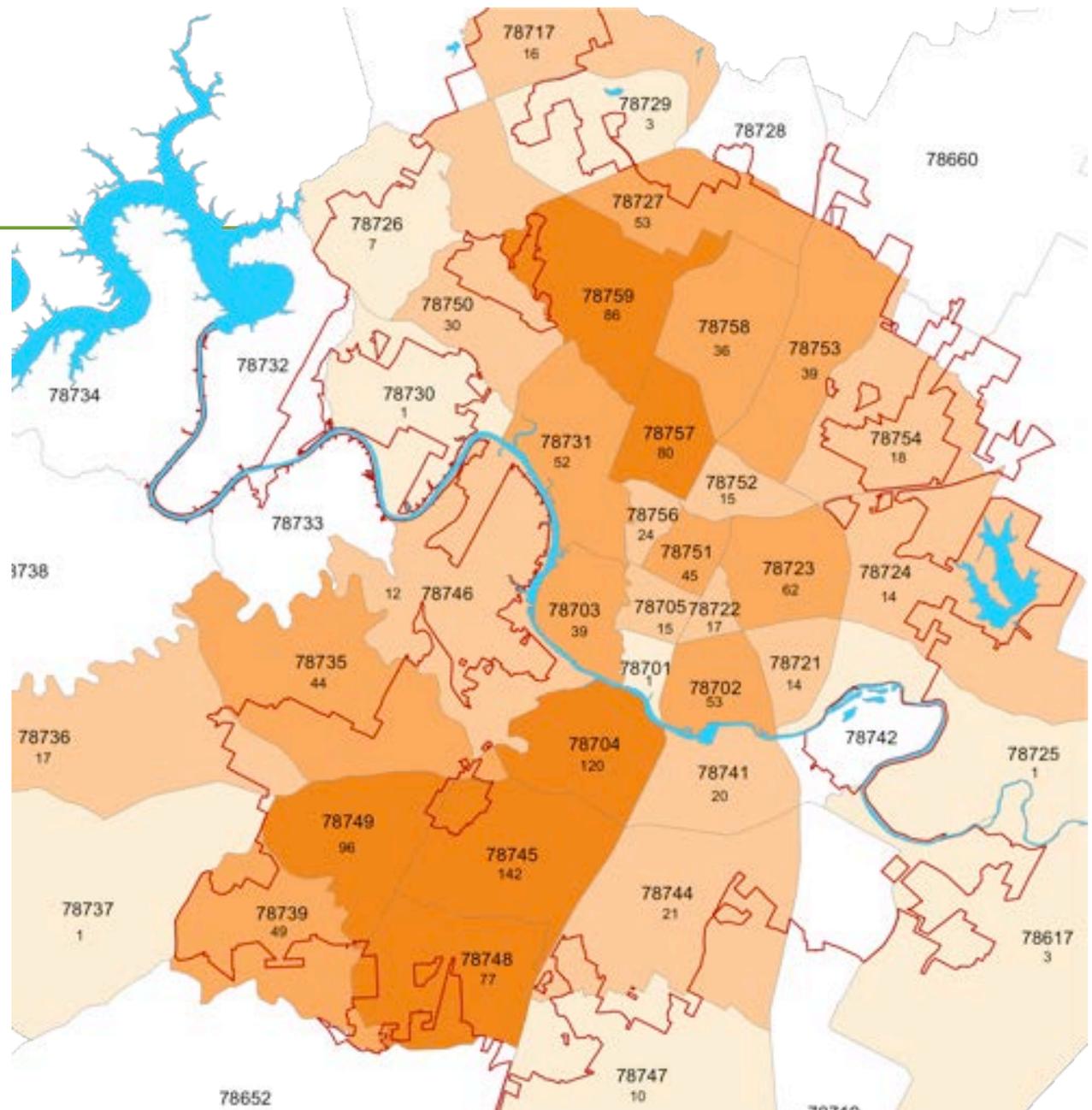
Zip Codes

Count_ZIPCODE / none

- 2 - 18
- 19- 41
- 42 - 78
- 79 - 195

Composting Class Rebates

by Zip code



Map Legend

- Water Resources
- Juris-Full Purpose

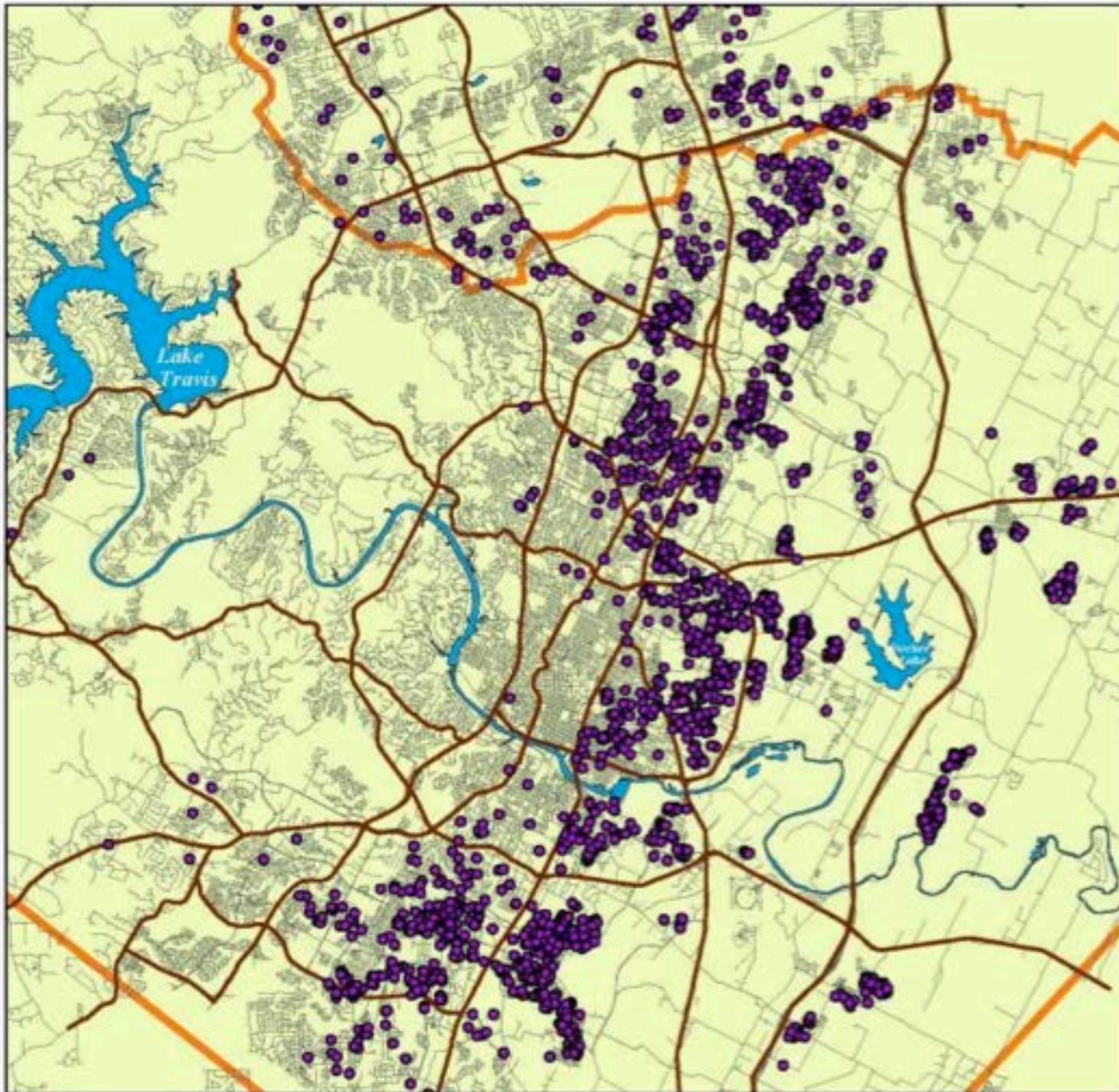
Zip Codes

Count_ZIPCODE / none

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Section 8 Rental Housing Units 2012

n = 3,168



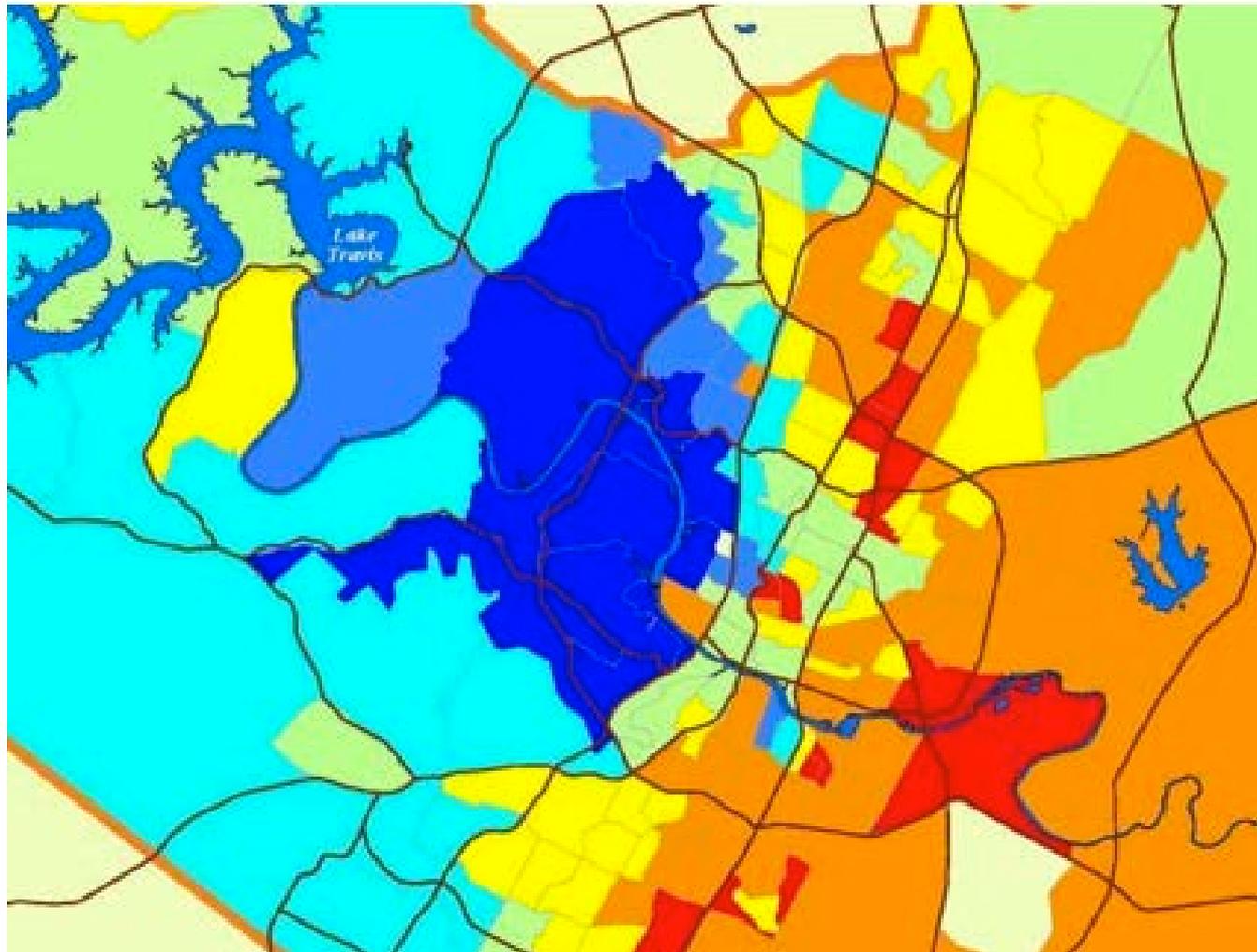
Austin, Texas

Median Family Income

Image: Robinson, 2011. Department of Planning. City of Austin.

American Community Survey 5-Year Estimate
Data: 2005--2009
US Census Bureau

Travis County



Median Family Income



Median Family Income by Ethnicity, City of Austin, 2009

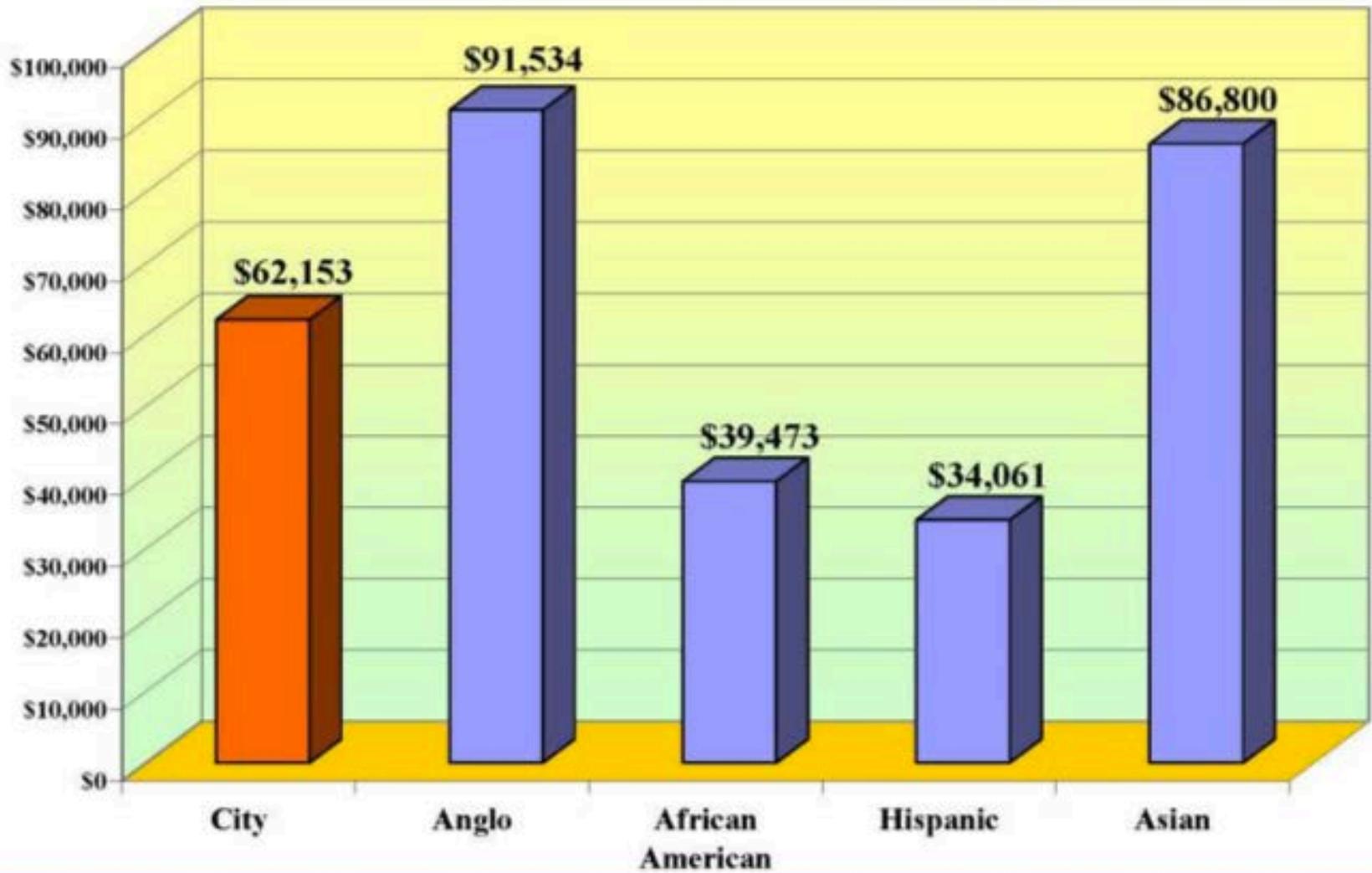
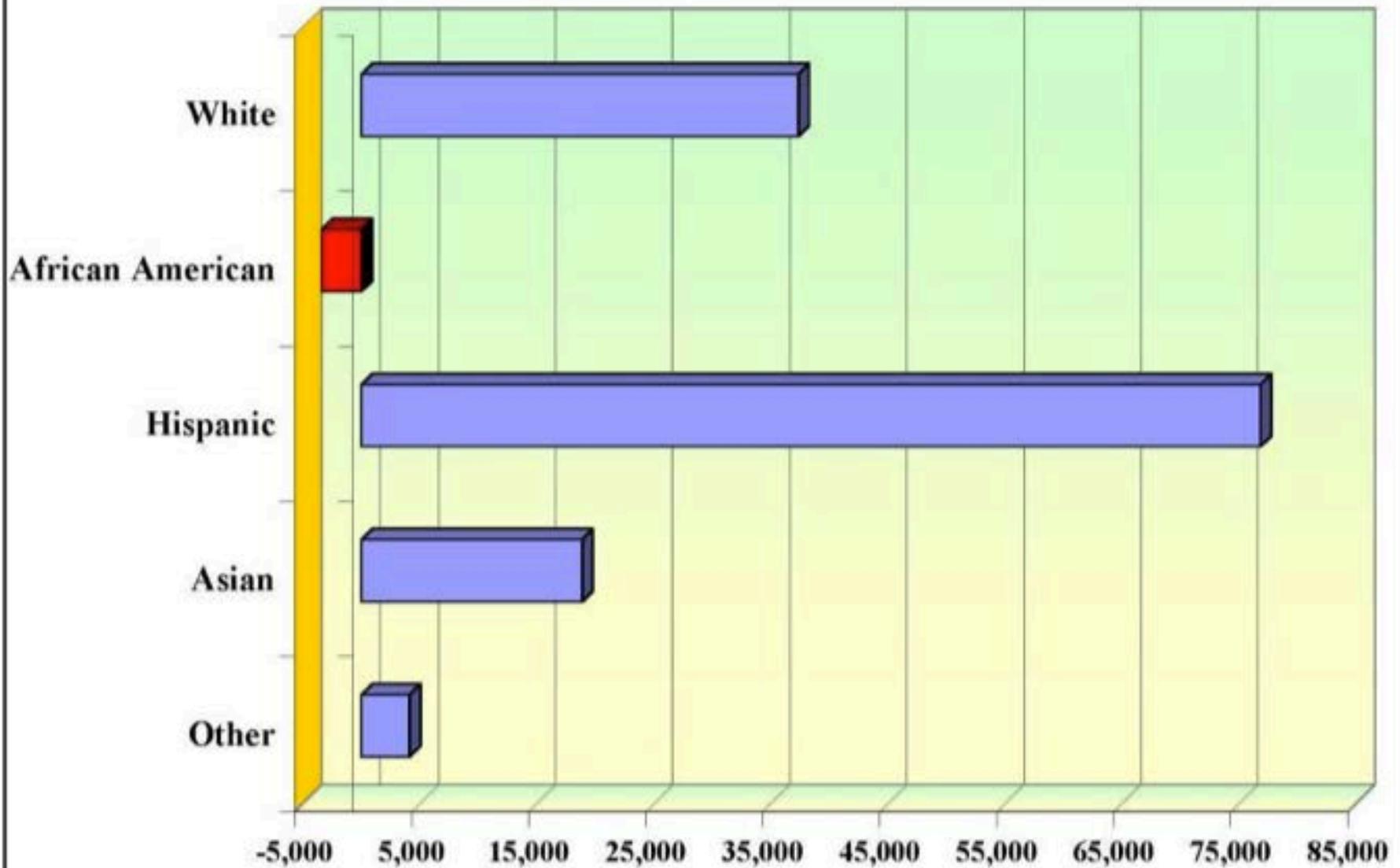
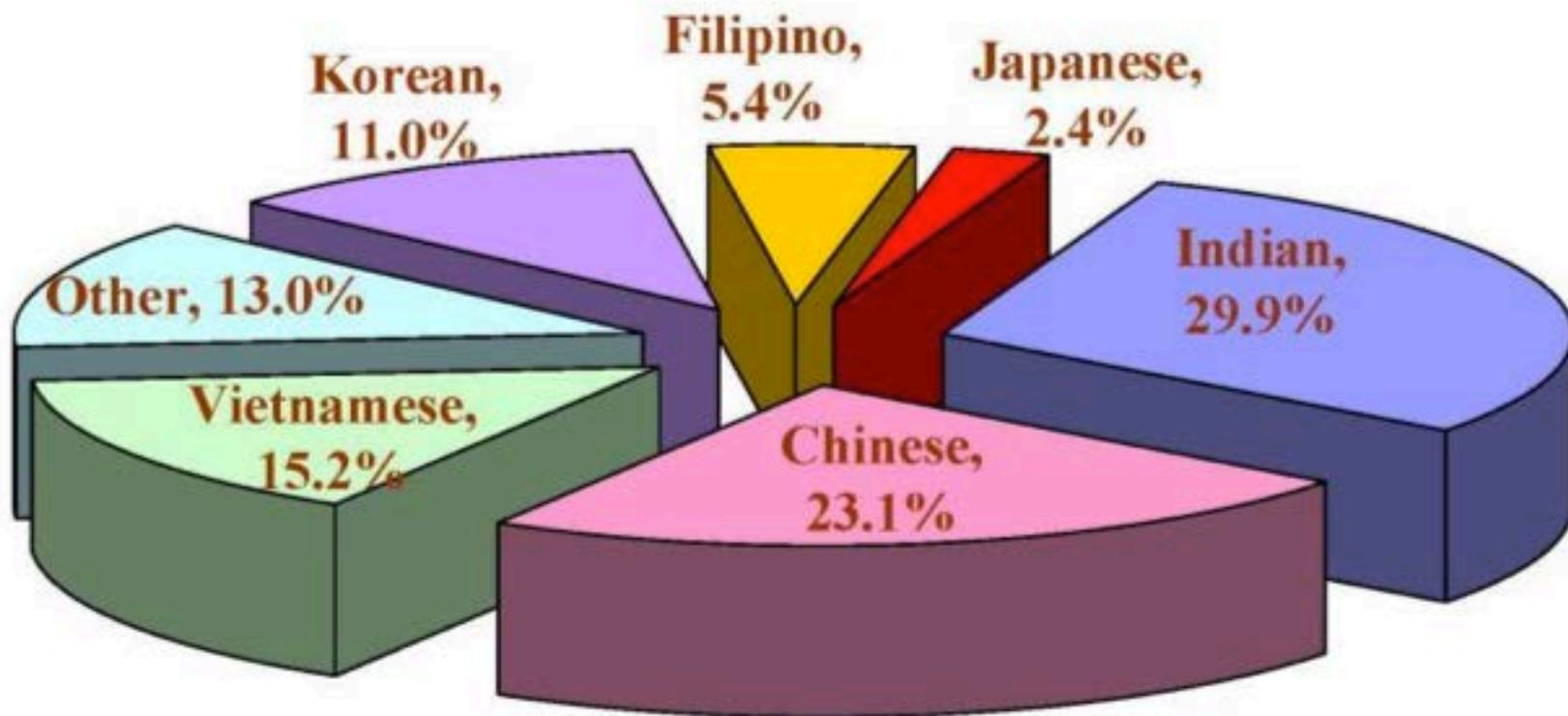


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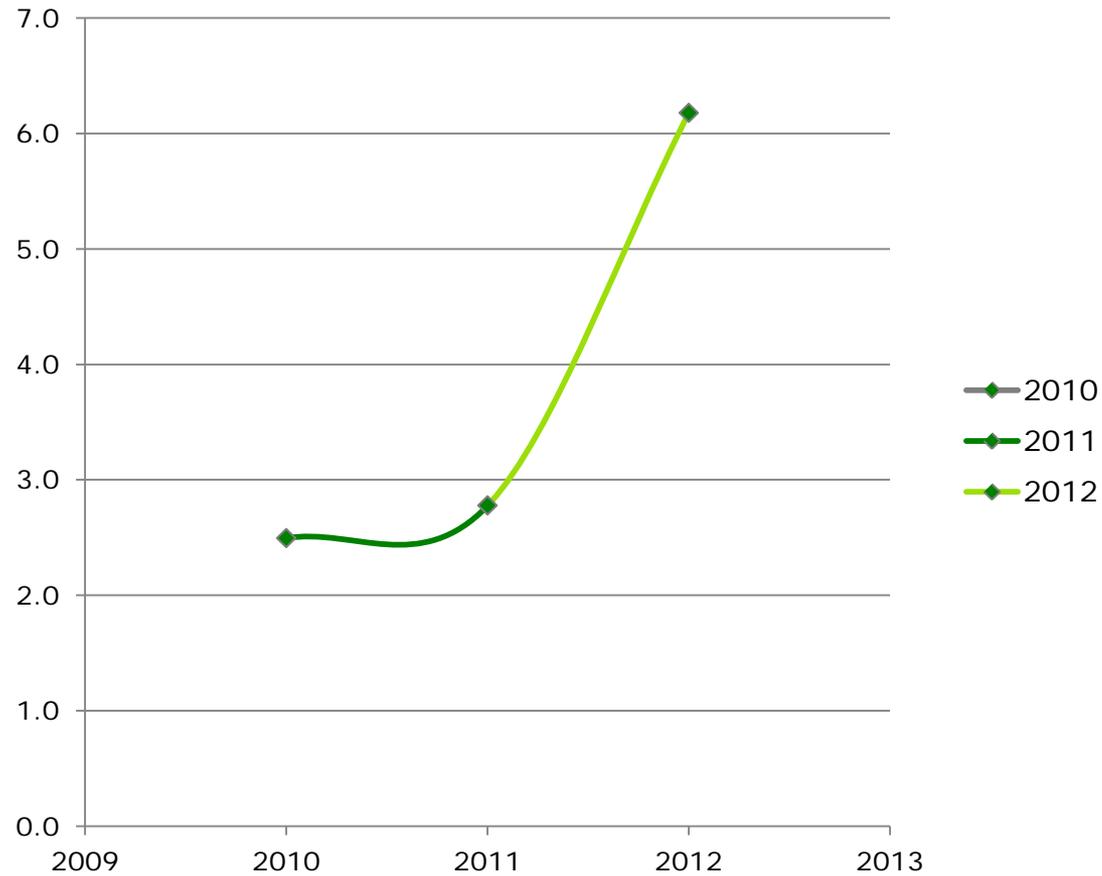
City of Austin, Total Population Growth by Racial and Ethnic Group, 2000 to 2010



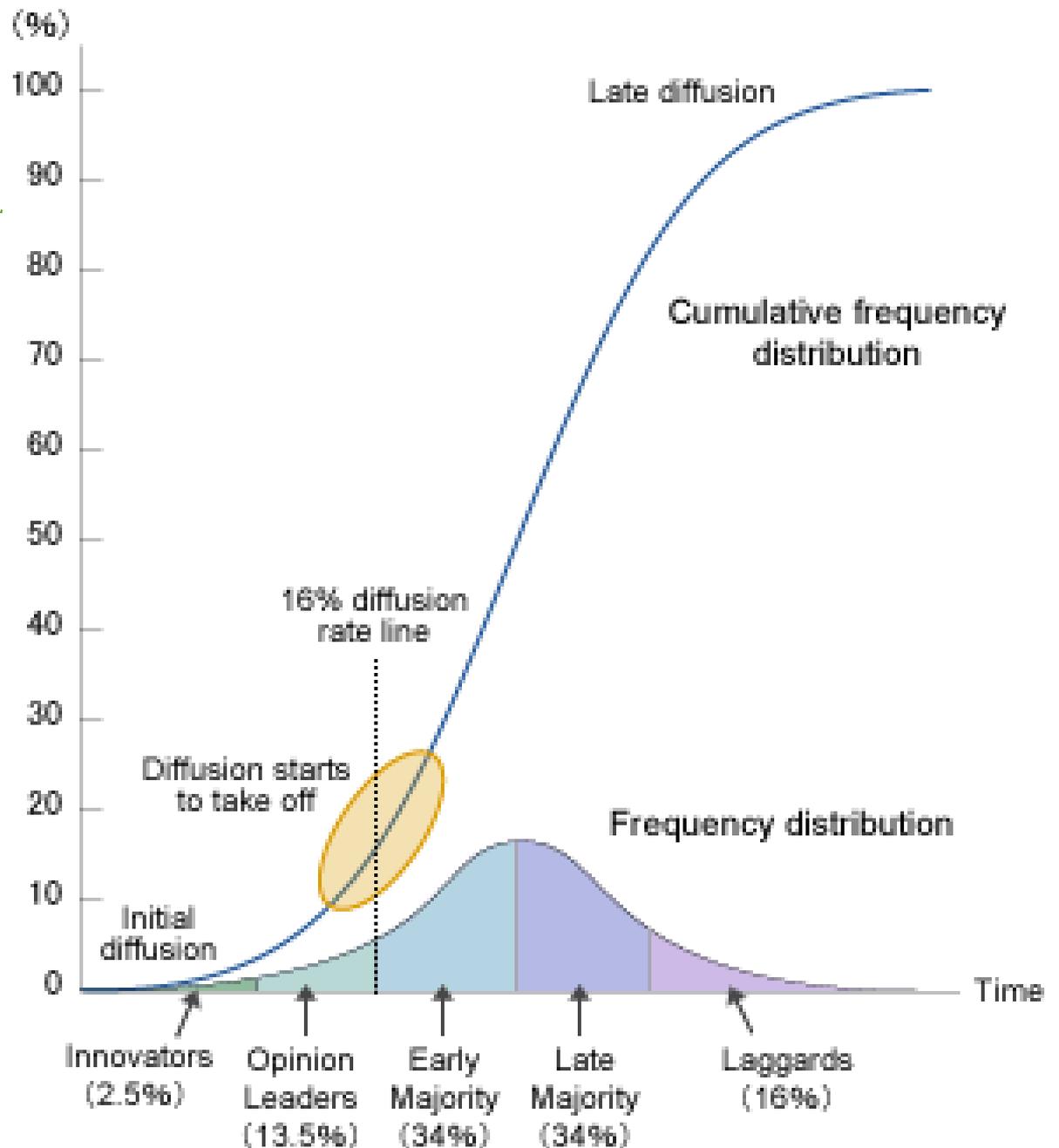
Breakout of Asians in Austin, Census 2010



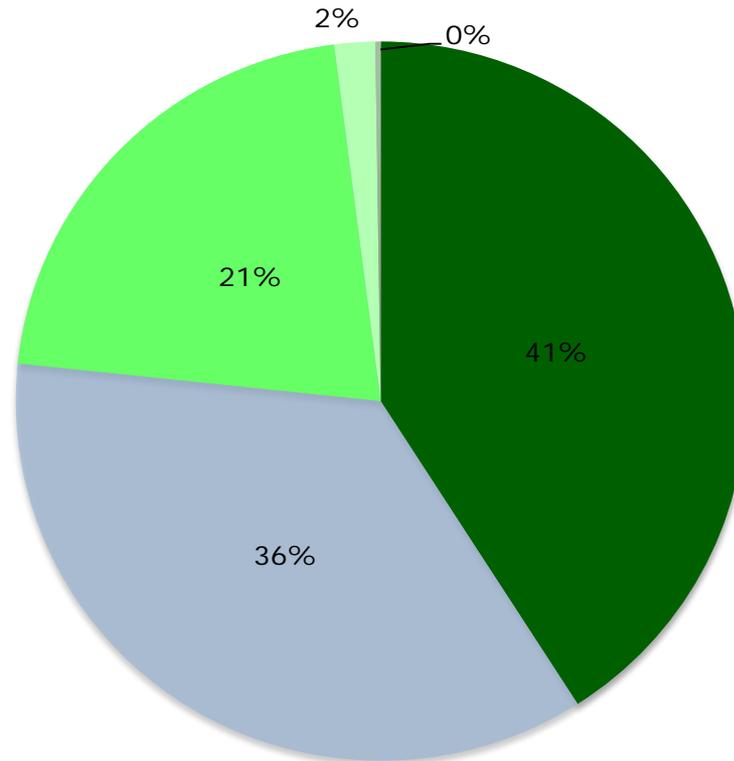
Number of class attendees needed per rebate application



Innovation Theory



| | # of Rebates | Days to process |
|------------------|--------------|-----------------|
| FY 2010 | 277 | 42 |
| FY 2011 | 694 | 51 |
| FY 2012 | 374 | 45 |
| Total or Average | 1345 | 46 |



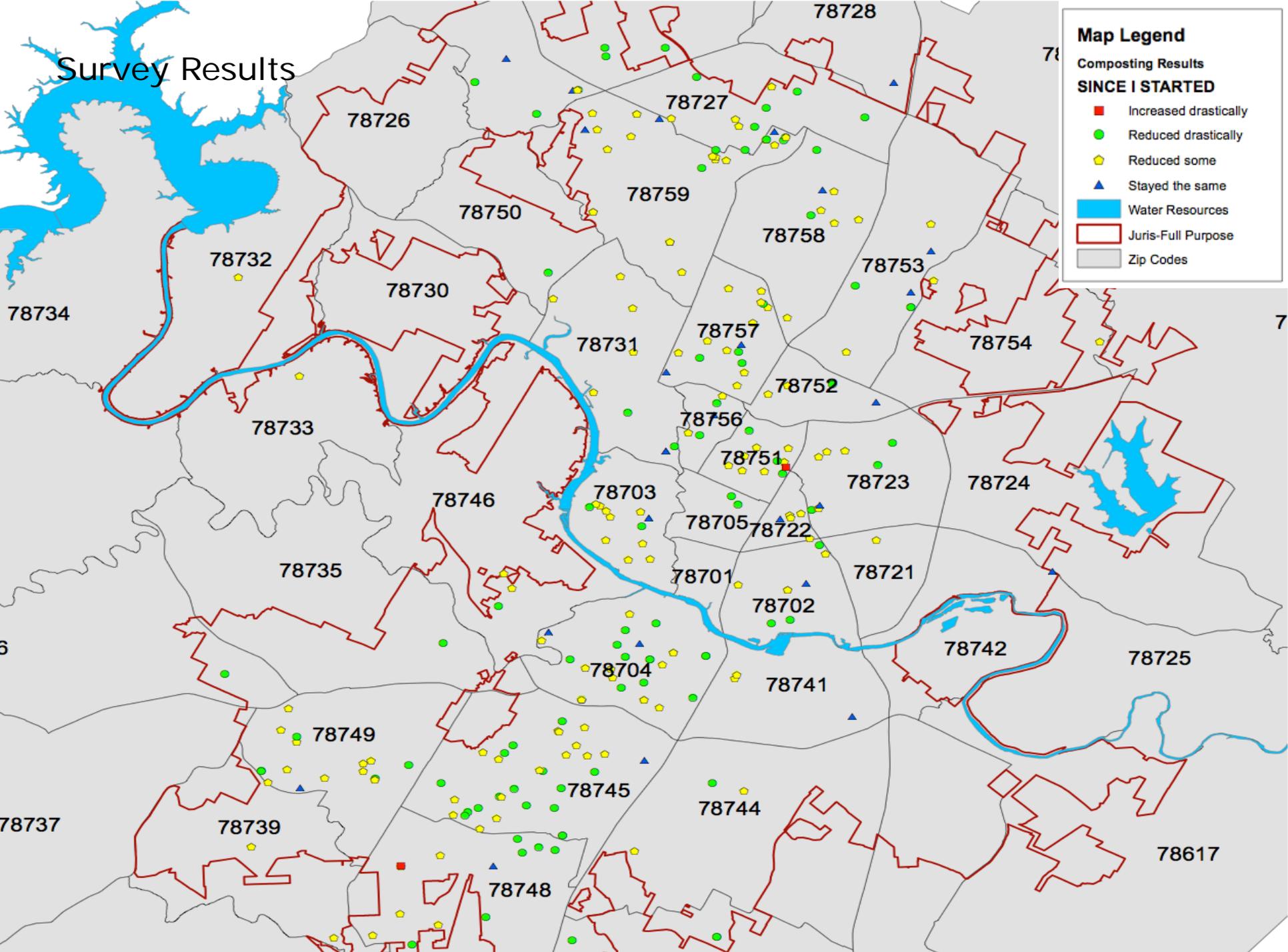
How long it takes people to apply?

- 1 week or less
- 1 week to a month
- 1 month to 6 months
- 6 months to 1 year
- 1 year+

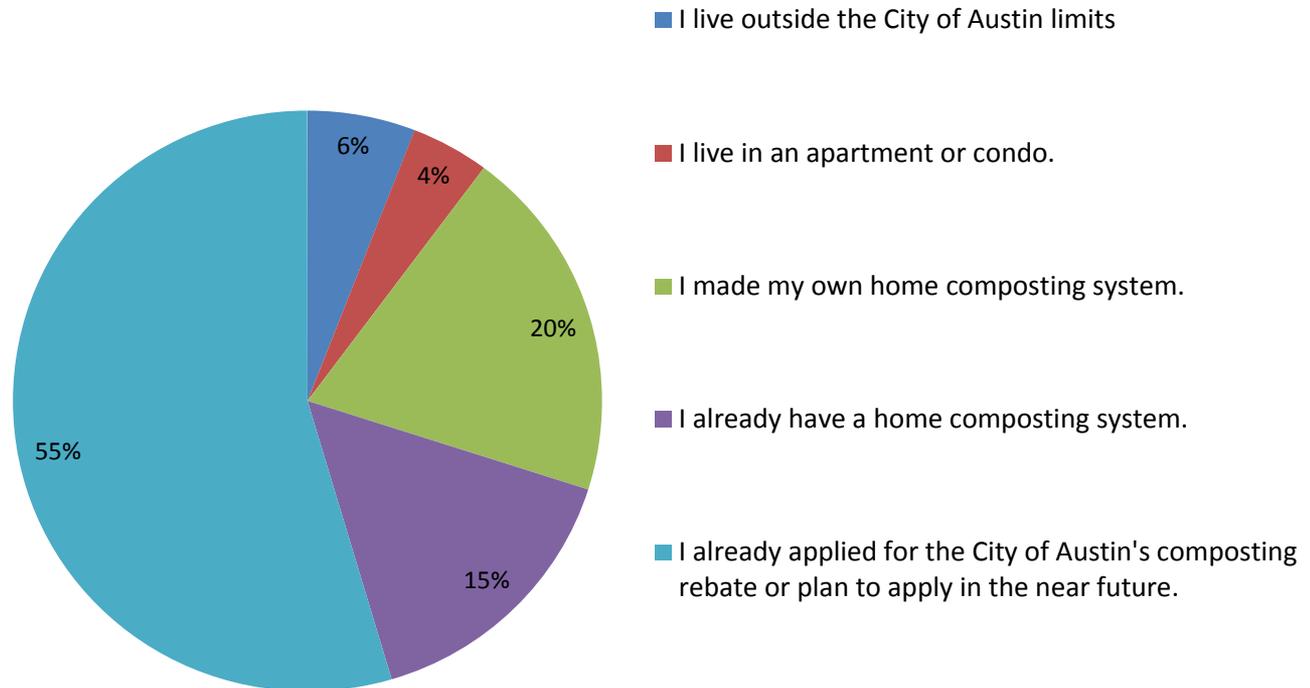
Survey responses show a 88% of the participants reduce some or even drastically the amount of trash their home produces:

| Since I started composting, the amount of trash my household generates has: | Responses | Reduced drastically | | Reduced some | | Stayed the same | | Increased Some | | Increased drastically | |
|---|-----------|---------------------|-----|--------------|-----|-----------------|-----|----------------|----|-----------------------|----|
| | | Responses | % | Responses | % | Responses | % | Responses | % | Responses | % |
| | 304 | 111 | 37% | 156 | 51% | 35 | 12% | 0 | 0% | 2 | 1% |

Survey Results



If you have not applied for the City of Austin's composting rebate, why not?



| Table 7. Responses from Home Composting Survey | | | | |
|---|------------|---------|-----------|---------|
| 304 Responses | Yes | | No | |
| | Responses | Percent | Responses | Percent |
| I compost at home. | 279 | 92% | 25 | 8% |
| I plan to take advantage of the City of Austin's composting rebate. | 200 | 66% | 104 | 34% |
| I am a City of Austin curbside garbage/recycling customer. | 275 | 90% | 29 | 10% |

| Table 10. Circle of control of the Home Composting Rebate | | | | | |
|---|-----|---------------------------|---------|-----------|---------|
| 304 Responses | | I compost at home. | | | |
| | | Yes | | No | |
| | | Responses | Percent | Responses | Percent |
| I plan to take advantage of the City of Austin's composting rebate. | Yes | 185 | 61% | 15 | 5% |
| | No | 94 | 31% | 10 | 3% |



Recommendations

and

Suggestions

for

Actions

1. Continue and Expand Composting Education:

□ Strategic locations:

(Libraries, Recreation Centers, PTA meetings, Bazaar's, Nurseries)

- To balance the distribution of rebates
- To target new audiences (subtitles)

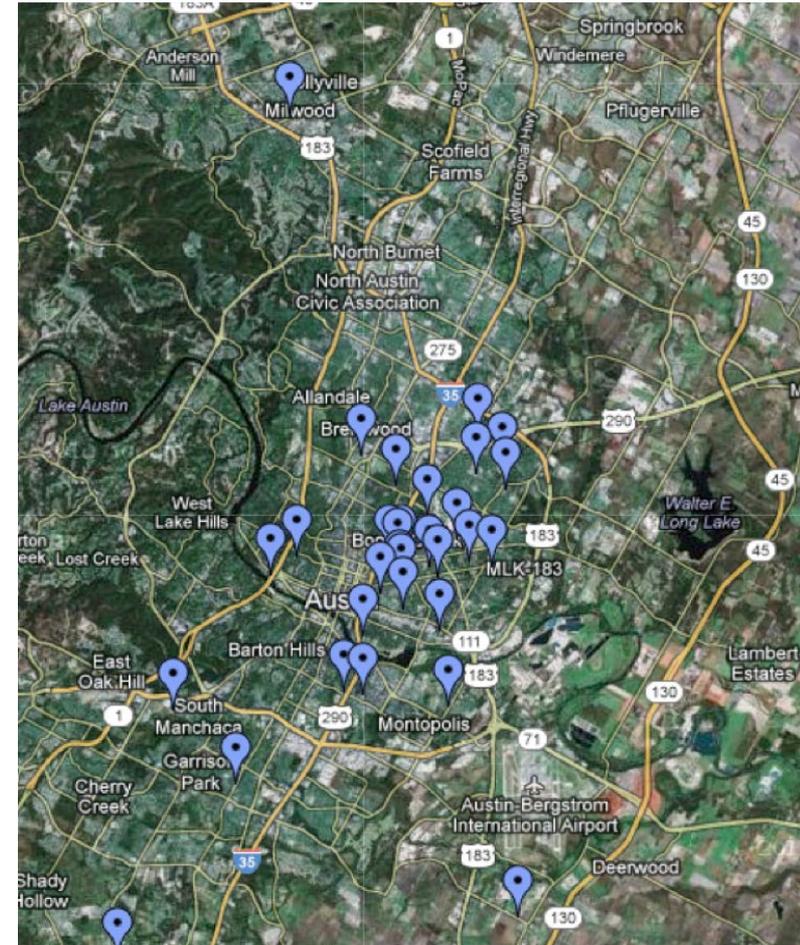
□ Strategic resources:

(DVD's, Channel 6, School Districts and other organizations newsletters)

- To reduce cost, to maximize responses
- To target new audiences

2. Strategic Partnerships

- ❑ Community Gardens
- ❑ Libraries
- ❑ Recreation Services
- ❑ City Council Chamber
- ❑ Other City Departments
- ❑ NFP as SFC, KAB



3. Add a Voucher Program

“Not having to spend the money of a composter upfront and then wait for more than two months it’s would make the deal for me”

Austinite at 5 de Mayo Festival



4. Reconsider successful metrics for this program beyond rebate applicants.



5. Master Composter and Junior Composter Certification Program

They can provide a core base of volunteers to expand the program.

6. Maintain the cart size reduction as a requirement for a full rebate.

7. Consider alternative ways to finance a partial or full rebate for multi-families.

8. Consider providing of facilitating advance composting classes and/or panels

Available online to motivate current residents that compost to continue diverting this valuable material the right way as:

- ❑ Compost teas
- ❑ Vermicompost
- ❑ Home food scraps vs. Commercial food waste
- ❑ Applying compost to your backyard
- ❑ Microbiology of compost
- ❑ Relation of soil and water with compost

Thank you!

Daniela Ochoa González, Principal
Sustainable Urban Solutions



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