



Home Composting Rebate Program

Austin Resource Recovery
February 13, 2012



Agenda

- Background
- Analysis
- Findings
- FY13 Planning
- Next Steps



Background

FY10 – Green30 Challenge

By the numbers:

- 16 classes
- 45 average attendees
- 741 total attendees
- 286 total rebates
 - 22 online rebates





Background

FY11 – Home Composting Program

By the numbers:

- 55 classes
- 35 average attendees
- 2,306 total attendees
- 602 total rebates
 - 394 online rebates





Background

FY12 – Home Composting Program

By the numbers:

- 96 classes
- 29 average attendees
- 3248 total attendees
- 841 total rebates
 - 430 online rebates





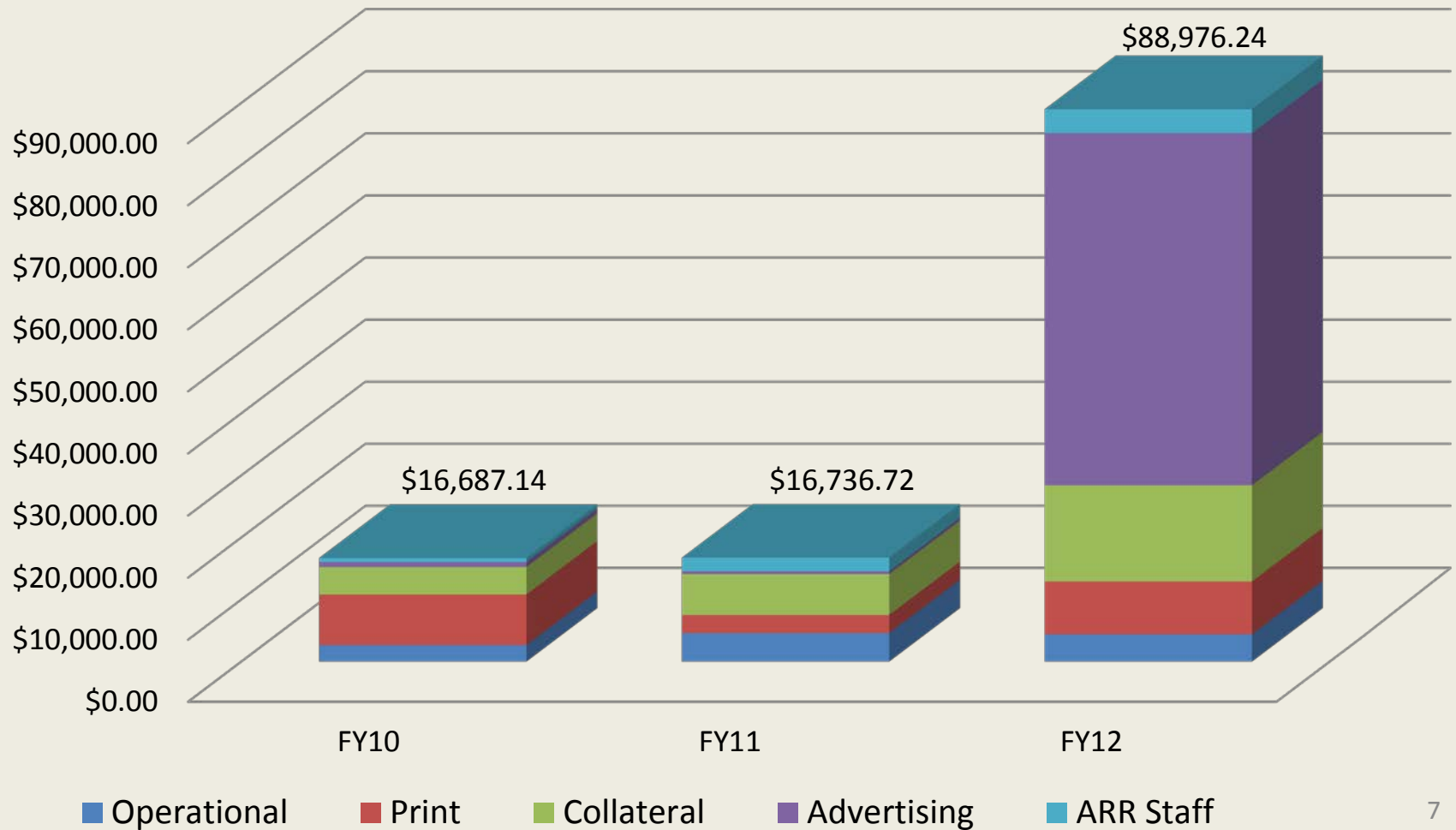
Background

3 Year Table	FY10	FY11	FY12	TOTALS
Total Attendees including Online	741	2,306	3,248	6295
Class Attendees	719	1,912	2,818	5449
Classes	16	55	96	167
Average Attendees	45	35	29	36
Rebates Received	286	602	841	1729
Class Rebates	264	208	411	883
Online Rebates	22	394	430	846

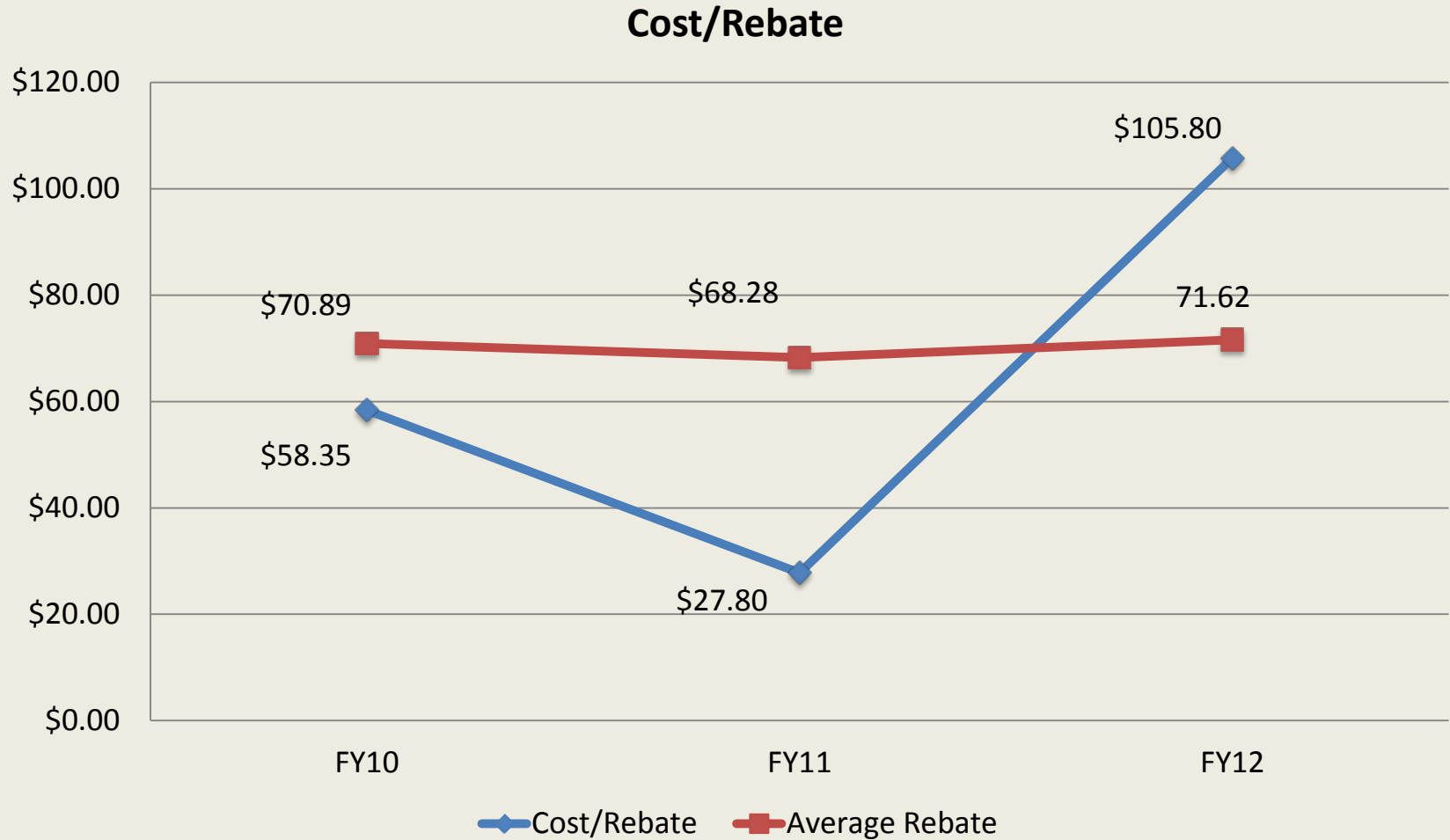


Analysis

Total Program Costs



Analysis





Findings

- Program expansion \neq increased rebate participation
- Scheduled classes have higher rebate return
- Targeted marketing directly affects rebates received



FY13 Planning

1. Additional Performance Measures
2. Expand Instructor Base
3. Class Schedule
4. Implement Voucher Program
5. Target Marketing
6. Expanded Eligibility



FY13 Planning

Additional Performance Measures:

- Perform a waste audit
- Survey attendees
- Monitor cost per rebate & average attendance



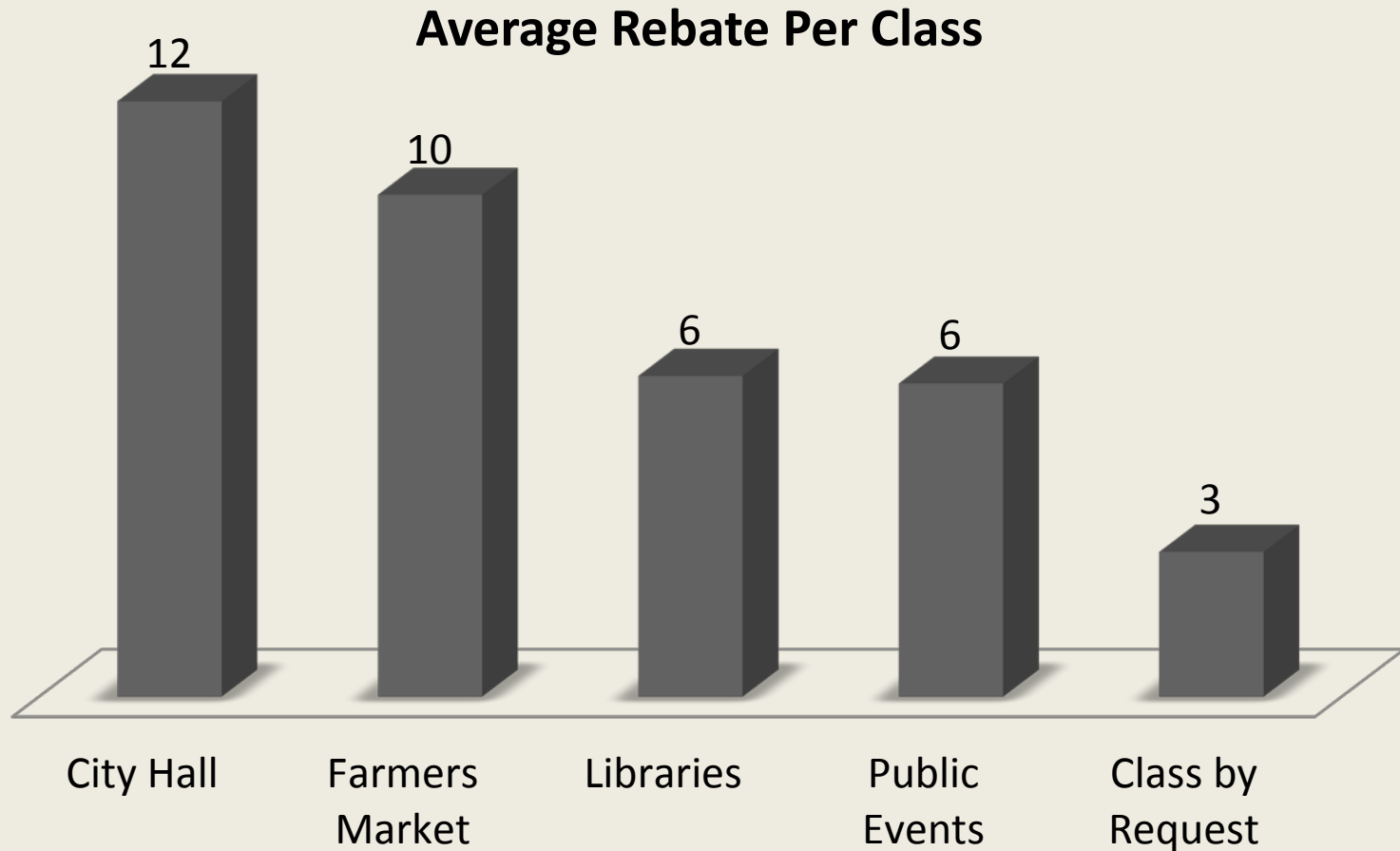
FY13 Planning

Expand Instructor Base:

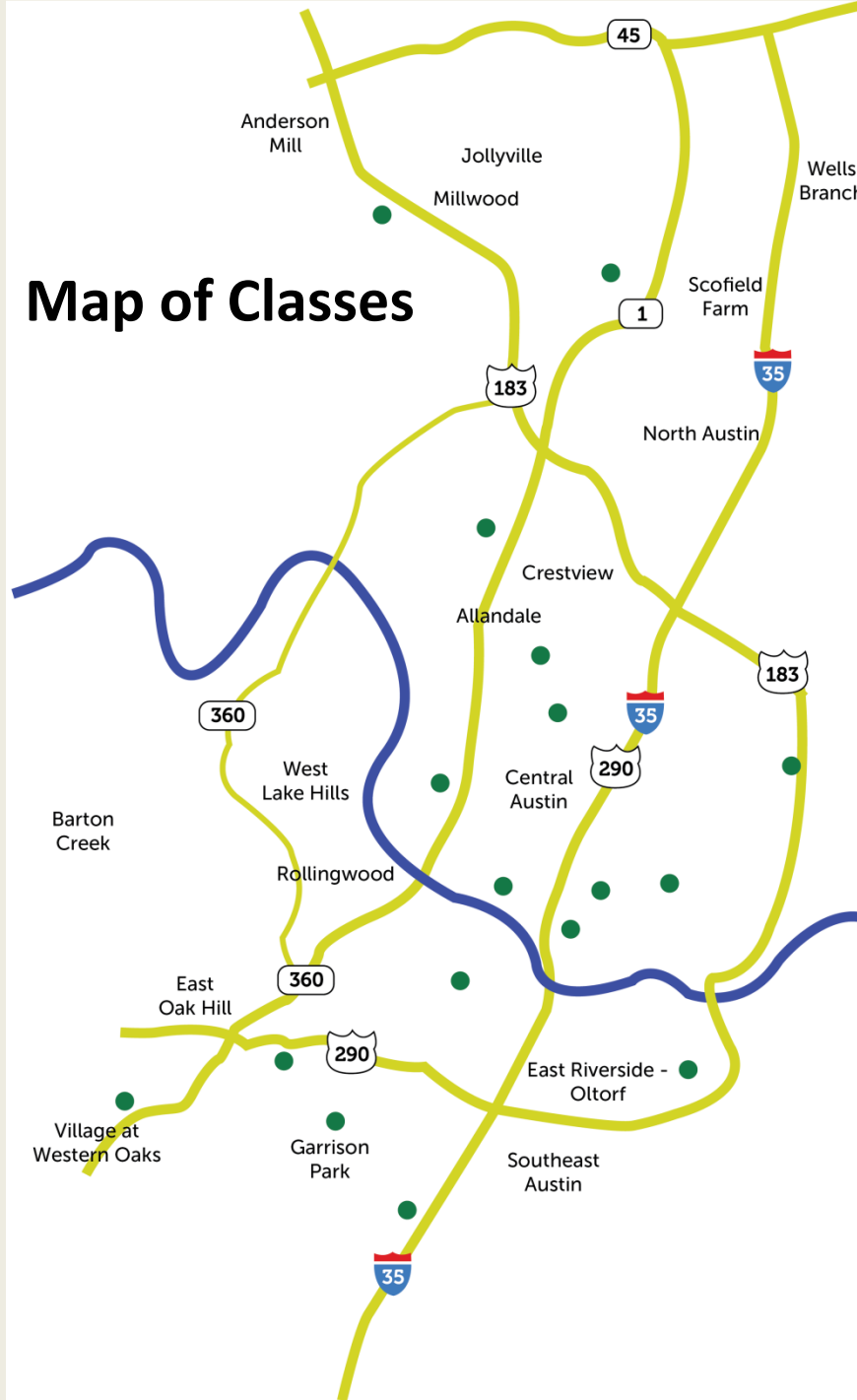
- Department instructors teach at ARR classes
 - ARR Staff Provides Support
 - Schedule developed in early FY13
- Contract for classes by request
- Partner with local garden stores
- Master Composter Certification Program



Class Scheduling



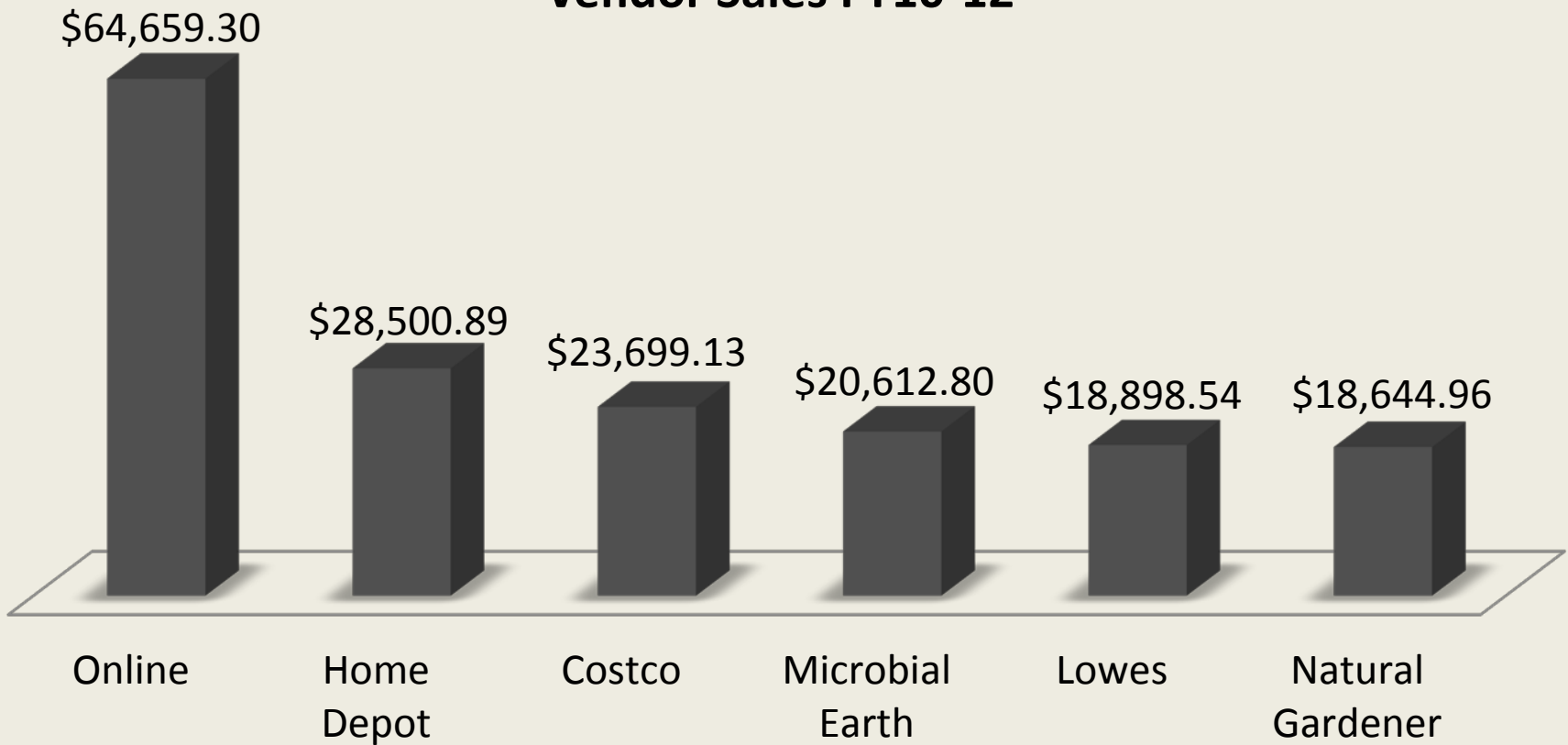
Map of Classes



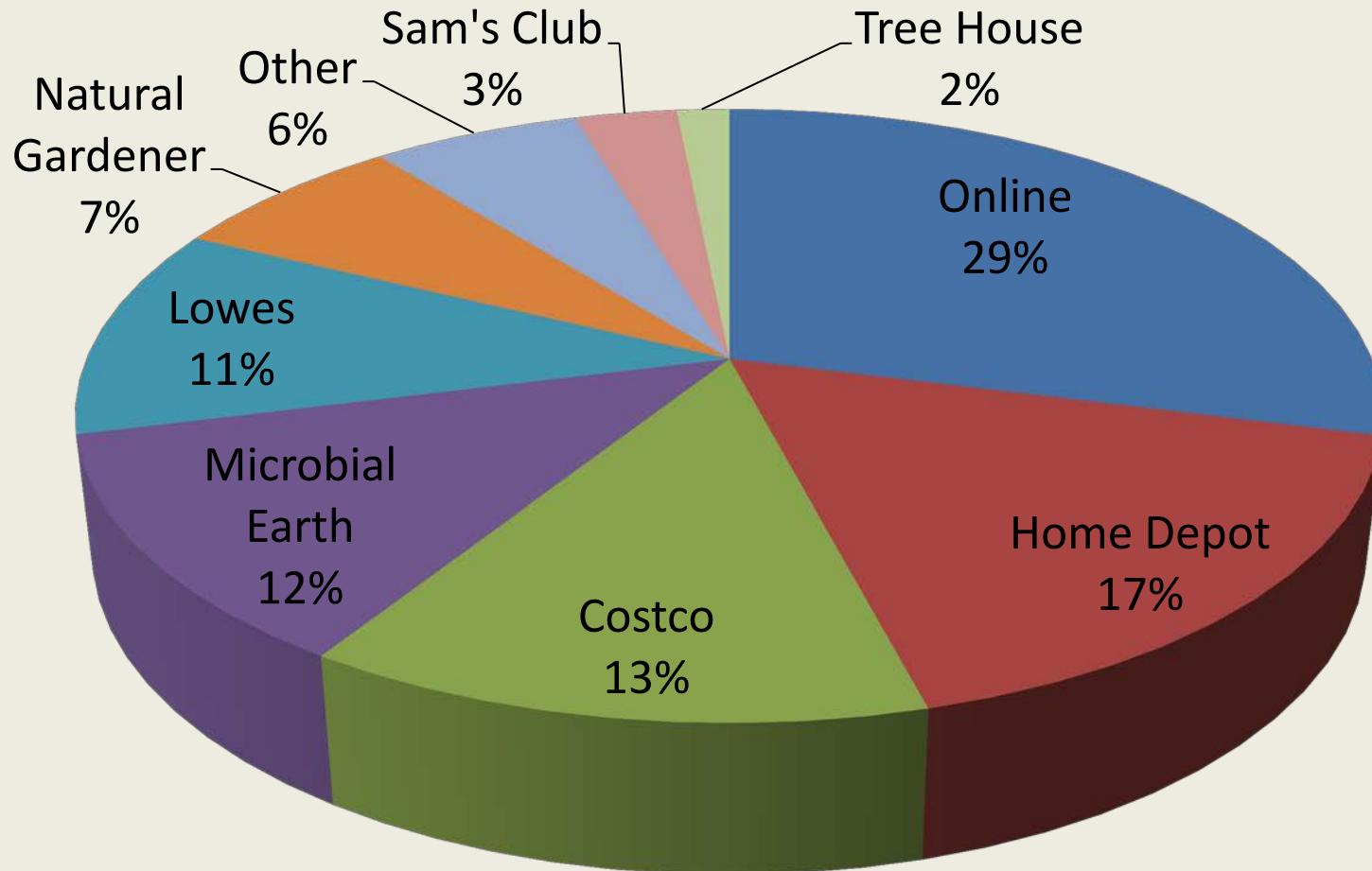


Voucher

Vendor Sales FY10-12



Vendor Distribution





FY13 Planning

Target Marketing:

- Surveying how customers hear about program
- Innovate and create targeted marketing materials
- Improve Online Class
 - DVD Availability at Libraries



FY13 Planning

Expanded Eligibility:

- Clean Community Fee
- 2014 Program Expansion
 - Include Multifamily
 - Phased in approach



Next Steps

- Perform a waste audit
- Instructors teach regularly scheduled classes
- Secure an RFQ for classes by request
- Submit Letter of Interest for voucher program
- Targeted marketing efforts
- Improve online class



Questions?

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Austin Resource Recovery
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