

# Composting Research

12/3/2010

## Large Programs

<b>City:</b>	Portland, OR	
<b>Population:</b>	582,130 in 2009.	
<b>Contacts:</b>	Brian Quattlebaum, Solid Waste & Recycling, (503) 823-7069, Wasteinfo@portlandoregon.gov.	Jennifer Erickson, Metro (regional gov'n't) (503) 797-1647, jennifer.erickson@oregonmetro.gov.
<b>GENERAL</b>		
<b>Program Name:</b>	Portland Composts!	
<b>Players:</b>	Portland Bureau of Planning and Sustainability (bigger than city dept.), Metro (regional gov'n't), hauler: Recology (was Cedar Grove).	
<b>Compost Operator:</b>	Cedar Grove	
<b>Political climate:</b>	All waste and recycling services are free and competitive markets in City of Portland. Collection firms must offer food scrap service. Cities within region but outside City of Portland have franchised services. Recapture rate goals in 2005 Portland Recycles Plan.	
<b>Support:</b>	Strong, but no financial support.	
<b>Barriers:</b>	20,000 ton capacity of current transfer station & hauling of compost operator. State didn't have compost facility standards and land Use laws that made it difficult and expensive to site new facilities. Private yard waste operators in city didn't want to upgrade to incorporate food scraps.	
<b>Lessons:</b>	Stayed away from regulation, focused on communicating benefits and setting up program to gain business support. Focused on commercial first, then residential.	
<b>Opposition:</b>	No.	
<b>Champion?</b>	Unclear. City council created resolution and goals in 2005 Portland Recycles Plan. Commissioner & director set recapture rate goals.	
<b>Process:</b>	Ground, placed in 150 foot long windrows (covered by GORE material and aerated) for 4 weeks, cured for 4 weeks, screened and blended.	
<b>Final product:</b>	Cedar Grove brand compost is available bagged at local home improvement stores or in bulk.	
<b>Customers:</b>	Landscape, agricultural users, residents.	
<b>Budget:</b>		

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<b>City:</b>	Portland, OR (cont'd)	
<b>PROGRAM-SPECIFIC</b>		
<b>Type:</b>	Commercial	Residential (pilot)
<b>Start:</b>	2004	2010, May. Anticipate to be fully-operational program in 2011.
<b>Mandatory:</b>	Mandatory for food businesses, voluntary for all others.	Voluntary.
<b>Coverage:</b>	City-wide.	8 neighborhoods.
<b>Collection:</b>	Collected and transported to transfer site	Food scraps placed with yard waste in green cart, collected curbside by private hauler. (Garbage reduced to every other week; half of pilot has recycling pilot reduced to every other week.)
<b>Consolidation:</b>	Yes, then transferred composting site in Maple Valley, WA (3 hrs away).	Consolidated and screened at one food-scrap transfer site in west Portland. Metro picks up responsibility from the City. Shipped to Maple Valley, WA (3 hrs away).
<b>Volume:</b>	just under 20,000 tons/yr (max. capacity for transfer station and previous compost operator)	Unsure, pilot phase.
<b>Diversion:</b>	11% (of 180,000 tons/yr)	Unsure, pilot phase.
<b>Future plans:</b>	Metro: Just changed compost operators (from Cedar Grove to Recology), permit and start using permanent, local facility. Build transfer & reload sites to serve all communities for regional participation.	City: Extend residential service to include multifamily. Start enforcing food business compliance. Working with bureaus (i.e., larger depts) to reduce restaurant waste.
<b>Promotion &amp; Education:</b>	Lot of business outreach, Multi-lingual pamphlets, employee training and program start up guides.	Tool kit with kitchen pail, collection schedule and "how to."
<b>Alternative:</b>	Franchise for commercial collection in 1990s, more expensive.	
<b>Incentives:</b>	Compost tipping fee lower (\$34.34) than solid waste (\$84.84), however no control over what private haulers charge. Free market ensures competition (i.e., loss of customer if price is too high).	

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## Large Programs

<b>City:</b>	San Francisco, CA	
<b>Population:</b>	856,095 in 2010, about 1.5 during day	
<b>Contacts:</b>	Alexa Kielty, Residential Grant Program, (415) 355-3747, alexa.kielty@sfgov.org.	
<b>GENERAL</b>		
<b>Program Name:</b>	Fantastic Three	
<b>Players:</b>	City, Recology's Jepson Prairie Facility	
<b>Compost Operator:</b>	Recology	
<b>Political climate:</b>	In 1990, state of CA passed law that counties divert 50% of solid waste (AB939) or would face stiff penalty. City couldn't target landscape (b/c didn't have lawns). San Francisco passed stricter resolutions with zero waste goal of 75% by 2020. Solid Waste mgmt team rolled out program funded by garbage rate.	
<b>Support:</b>	Strong political support, including from non-profits.	
<b>Barriers:</b>	Multifamily is challenging, difficult to track participation, high transition, less accountable, garbage shoot easy, compost in basement less convenient. (Resident manager required for 15+ unit, which helps).	
<b>Lessons:</b>	Make sure private haulers can scale up with program to ensure expectations are met. Provide kitchen pails to avoid "ick" factor. Measure tons collected and set-out rates. Building manager at multi-family site important to success. Tie savings to diversion rate for commercial facilities.	
<b>Opposition:</b>	BOMA, San Francisco Apartment Assn, Chamber of Commerce were skeptical but didn't come out against (b/c didn't want to look bad). Liked phased-in education period and not being fined right away.	
<b>Champion?</b>	No, small group in Solid Waste department.	
<b>Process:</b>	Ground, long covered and aerated windrows. Process takes 45 days.	
<b>Final product:</b>	Bulk wholesale at site.	
<b>Customers:</b>	Nurseries, vineyards, farmers pick up.	
<b>Budget:</b>		
<b>PROGRAM-SPECIFIC</b>		
<b>Type:</b>	Residential	Commercial
<b>Start:</b>	1999, pilot; roll out from 2001 to 2003-4	
<b>Mandatory:</b>	Mandatory in 2009	Mandatory in 2010
<b>Coverage:</b>	city-wide	2,000 businesses
<b>Collection:</b>	Recology hauls all waste & owns facilities. Doesn't have a written contract, but rather a price rate structure for residential & commercial fees. 32 gallon cart collected weekly curbside; businesses can get more frequent pick-up.	Small commercial facilities have an automated side loading truck, with an arm that lifts the cart. A split bed truck picks up recycling and garbage. A separate truck is used for organics. Large commercial facilities have large containers on-site with front/back loading and compactors.
<b>Consolidation:</b>	There is a transfer station where food scraps are put into long hauler and taken to Vacaville (55 mi).	
<b>Volume:</b>	130,000 tons/yr (a little over 500/day, Monday thru Friday).	
<b>Diversion:</b>		
<b>Future plans:</b>	Reduce food waste at source (track use so don't overbuy). Add detail to bill to see where might be overspending on garbage service.	
<b>Promotion &amp; Education:</b>	Recology markets to Napa Valley. Provided kitchen pails. Diversion rate (=discount rate) written on bill to commercial customers.	
<b>Alternative:</b>	Tested tight-sealing lids.	
<b>Incentives:</b>	For generator, reduced garbage service fees (smaller cart, less frequent). For hauler, "diversion incentive account," profits to encourage diversion.	Savings on garbage bill directly tied to diversion rate for commercial facilities.

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12/3/2010

## Large Programs

<b>City:</b>	Seattle, WA		
<b>Population:</b>	617,000 in 2009 in city, 3.4 million in metro area.		
<b>Contacts:</b>	Marcia Rutan, Multifamily Recycling & Composting, (206) 684-3976, marcia.rutan@seattle.gov.	Tom Gannon, Commercial Compost and Recycling Manager, (206) 684-3453, tom.gannon@seattle.gov.	Mr. Brett Stav, (206) 684-5251, Brett.stav@seattle.gov; Hans Van Dusen, (206) 684-4657, hans.vandusen@seattle.gov.
<b>GENERAL</b>			
<b>Program Name:</b>			
<b>Players:</b>	Seattle Public Utilities, contracted haulers (e.g., Waste Management, Clean Scapes) other private haulers.		
<b>Compost Operator:</b>	Cedar Grove		
<b>Political climate:</b>	As of July 1, 2010, ban on styrofoam and all to-go containers must be compostable or recyclable. If restaurant uses disposable containers to-go or for sit-down, must provide front of house composting and recycling. Concerned with climate change, triple bottom line, local jobs and extending life of landfills. Set waste reduction 12 years ago (e.g., 60% by 2020). 20 years of promoting backyard gardening.		
<b>Support:</b>	Yes, supportive political environment due to 20 years of promoting backyard composting.		
<b>Barriers:</b>	Waste Management owns landfills, not a lot of incentive for diverting. (Clean Scapes has a lot of incentive.)		
<b>Lessons:</b>	Two contractors allow for benchmark comparisons, competition, service redundancy. Underserved (e.g., non-English speakers, immigrants) more difficult to get on board. Elderly also more difficult to get to participate. Keep materials simple (not too technical), set up website and train call center before launch. Use variety of communication/recruitment tactics: website, phone calls and mailings. Set up a tiered fee system with multiple pricing options (e.g., less expensive curbside, more expensive on-site collection). Don't start in summer (odor may be neg. experience that won't want to try again). Work with hauler to resolve issues; best if hauler has one contact person.		
<b>Opposition:</b>	No.		
<b>Champion?</b>	Yes, Council member, Richard Collin, was driver behind Zero Waste Strategy. (Beware of too politician, don't want to make a partisan issue.)		
<b>Process:</b>	Long windrows, covered with Gortex-like material, aerated and turned. Processed in 2-3 months.		
<b>Final product:</b>	Bulk or bagged.		
<b>Customers:</b>	Farmers, landscape firms, nurseries accounts, residences, gov. agencies, Home Depot.		
<b>Budget:</b>	\$450,000 in non-labor services, for outreach, grants, printing materials, media campaign. (Doesn't include hauler contracts.)		

# Composting Research

## Large Programs

<b>City:</b>	Seattle, WA (cont'd)		
<b>PROGRAM-SPECIFIC</b>			
<b>Type:</b>	Multifamily	Commercial	Residential
<b>Start:</b>	May 2010, pilot	voluntary program in 2006/7	2006, 2007
<b>Mandatory:</b>	Voluntary.	Mandatory in 2009, enforcing incrementally.	Mandatory in 2009: choose between curbside or backyard composting.
<b>Coverage:</b>	234 properties	about 1600 companies city-wide, all restaurants (FSE= food service establishment; two options: commercial - weekly, door service w/ 96 gal cart for \$50/mo or if in city, residential-level, curbside service for \$7.50/mo.	City-wide.
<b>Collection:</b>	City contracts with private hauler who brings material directly to Cedar Grove's Maple Valley in Everett, WA (30 mi).	Free market, city only sets contracted (max.) price for composting which controls costs. Haulers can take anywhere but most likely bring to Cedar Grove.	City is divided into a north and south section with two exclusive hauling contracts with Waste Management and Clean Scapes to bring to transfer station.
<b>Consolidation:</b>	No.	No, but may be changing.	Yes. Private haulers bring to transfer site, city hauls to compost facility. Cedar Grove can backhaul garbage. Variety of cart sizes. Cost of \$6-9/mo covers 2/3 of program price. Garbage fees subsidize rest and no tax dollars needed.
<b>Volume:</b>	200 tons/yr (based on test project: 35 units=1 ton/yr)	35-40,000 tons/yr	73,000 tons (=24,000 food scraps, 49,000 yardwaste).
<b>Diversion:</b>		a little more than 50%	
<b>Future plans:</b>	Consider requiring (i.e., not a ban) composting in multifamily sites of 5 units or more.	Expand recruitment to assisted living facilities, nursing homes, residential accounts, and commercial kitchens.	Considering weekly recycling and compost, bi-weekly garbage (w/opt-in weekly option).
<b>Promotion &amp; Education:</b>	Education started with awareness of program, then moved to clarification of what can be composted. Frequent surveys and focus groups, especially on roll out of new services. Divided by language, income, gender. Female head of household more environmentally minded, male headhold takes to curb to keep female happy. Mascot and celebrity cooks to promote.	Aggressive outreach to hospitals, cheaper than garbage (don't tax food waste).	Quarterly newsletter & collection calendar with tips to encourage. Occasionally partner w/county or other agency to do tv/newspaper/radio ad. Outsource outreach. Stress that lot of people are doing it, city's progress and individual contribution.
<b>Alternative:</b>	1.) Recruit multifamily facilities in a few high density neighborhoods to maximize waste collection and minimize travel time. 2.) Target smaller properties for curbside service. 3.) Select clusters of properties. NOTE: All three strategies must ensure equitable outreach.	City-wide composting facilities involved regulatory hurdles and liability. Plus, already had Cedar Grove doing yard waste.	
<b>Incentives:</b>	\$100 rebate pays for one year of service. Free trial period.	Save 10% on garbage bil, simple to do, don't need to change way they operate, health dept on board.	Pay as you throw, composting is less expensive.