

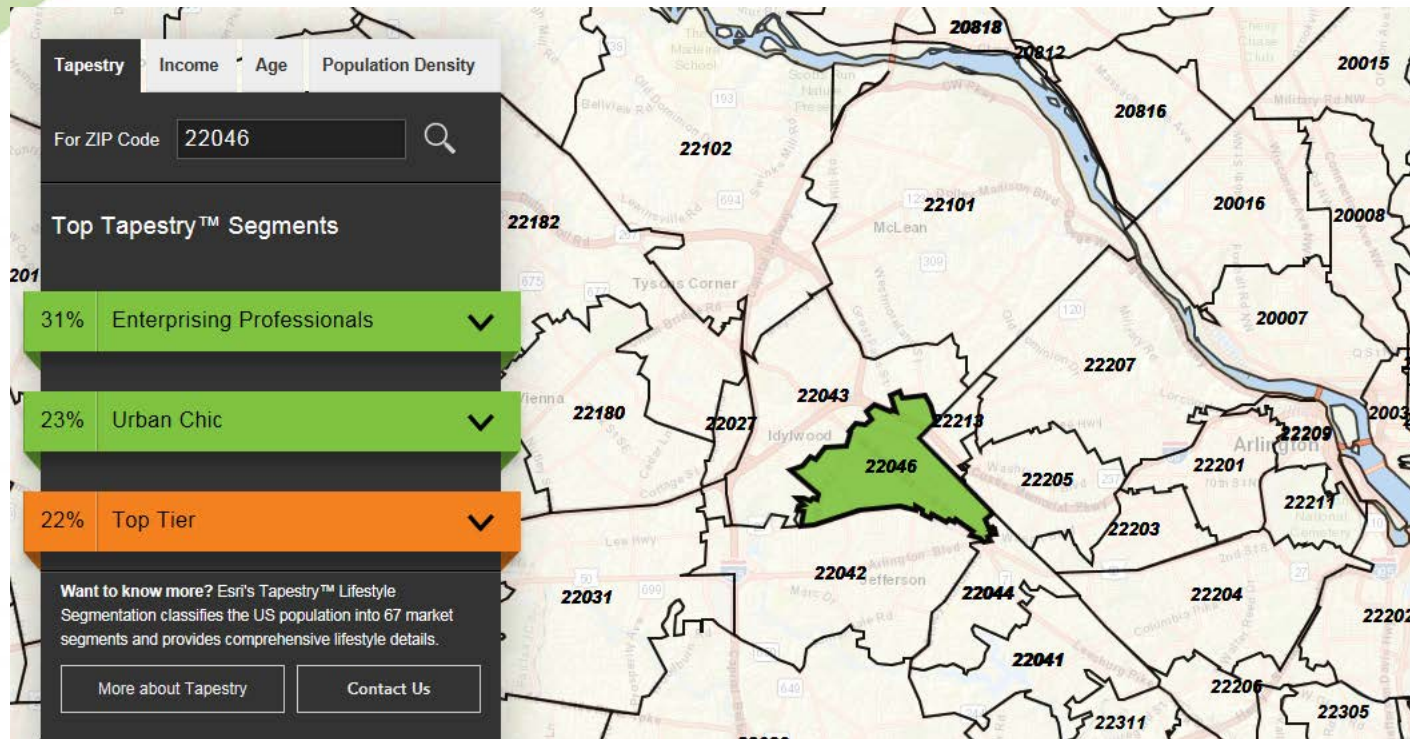
City of Falls Church's Curbside Food Waste Program



Chris McGough, Solid Waste Coordinator
Sept 21, 2017



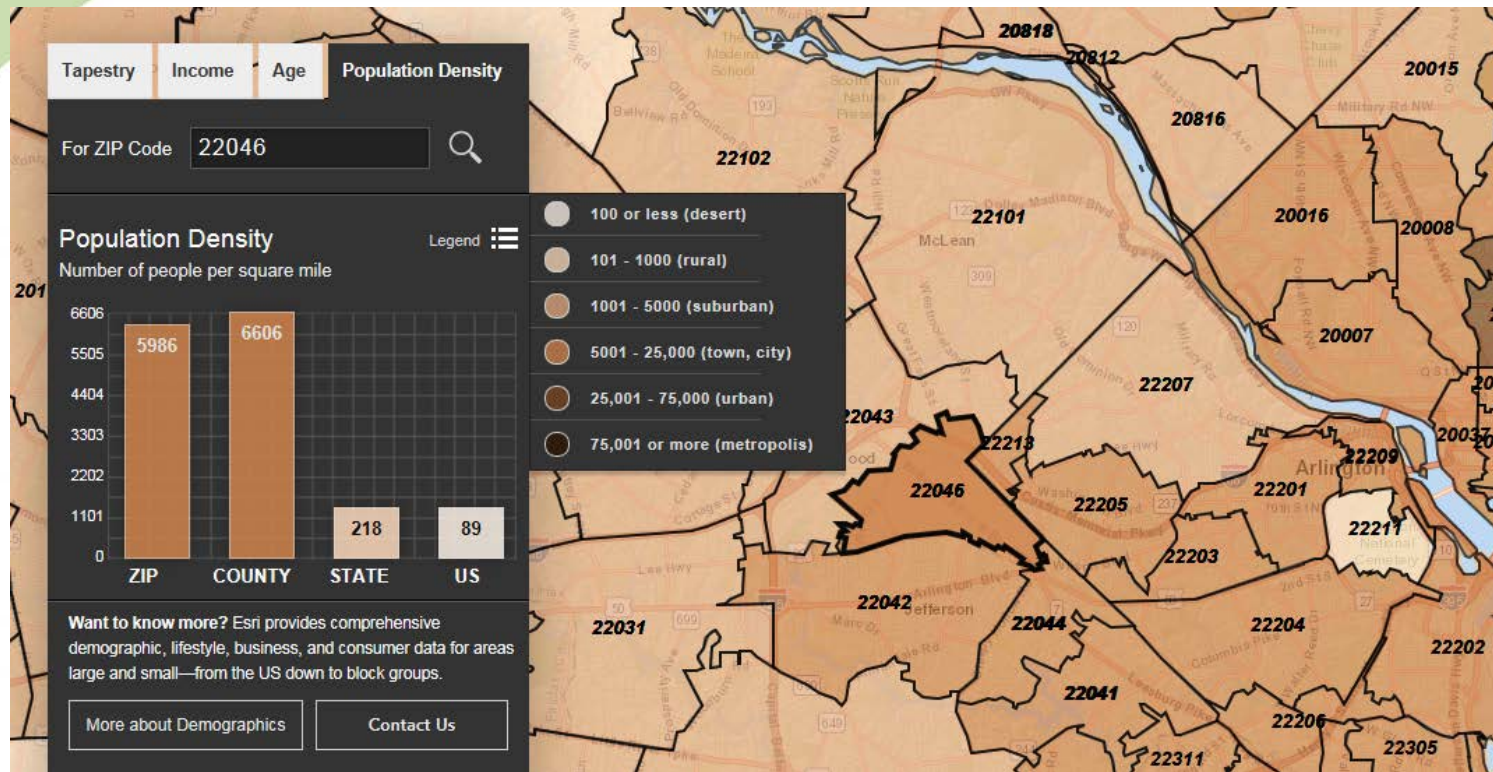
Where is Falls Church?



ESRI Tapestry Data (http://www.esri.com/data/esri_data/ziptapestry)

- We are a separate jurisdiction!
- Pop. 14,000
- Urban Chic?
- High edu and income levels

Falls Church Overview



ESRI Tapestry Data (http://www.esri.com/data/esri_data/ziptapestry)

Background:

A long history of waste diversion efforts

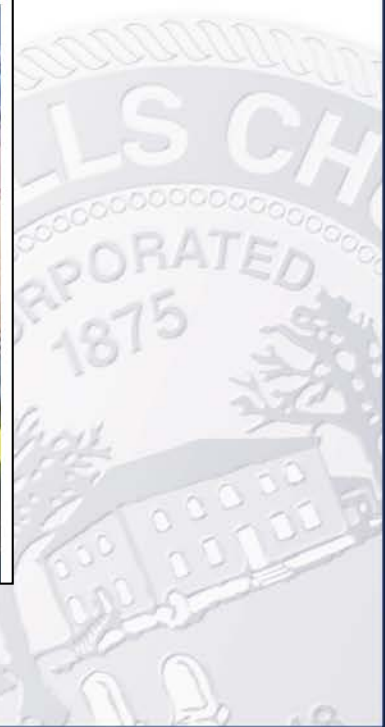


- General fund program
- Quasi pay-as-you-throw
- Fees for bulk collections
- 3,000 curbside customers
- All services contracted out

The path to curbside collections...

Food Waste Compost Program Begins in Falls Church

By Northern Virginia Bureau



Farmers Market Station Launched Aug 2015

Expectations Vastly Exceeded



Falls Church's Food Waste Composting Program

Participant's Pledge
Contamination is our worst enemy. If in doubt, keep it out.

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Thank you!	<i>[Signature]</i>	

- Avg 100-125 interactions, 2-4 carts filled per market.
- Very positive reaction, demand sustained in winter months.

Permanent Drop-Off Facility Launched August 2016



- Uptick in participation
- Minimal contamination



- 8 totes hauled weekly
- \$500/month

Curbside Program Details

- RFP released February 2017
- Included two key attributes – cost share and compost support services
- Awarded in May (COG rider included!)
- Participant sign-up page launched early June. Marketing started soon after
- Bins delivered July 24
- Collections started August 2



Curbside Program Details



Service Options

Monthly	Yearly
\$ 6 /month	\$ 66 /year
At home weekly pickups	Everything you get with monthly service
Bags provided	One month FREE!
Bin Cleaning	Express your commitment
First 6 months FREE!	First 6 months FREE!
Compost back	Compost back
SIGN-UP!	SIGN-UP!



www.compostcrew.com/fallschurch

Collection Details



Collection Details



Marketing & Behavior Change



City of Falls Church Food Compost Program

First 600 registrants get 6 months free
Hundreds already registered!

Register today, please visit:
compostcrew.com/FallsChurch
\$6/Month or \$66/Year

THE COMPOST CREW

QUICK START GUIDE
1. Register and pay one-time \$10 setup fee.
2. Check for your confirmation email.
3. Read into email for more program details.
4. Drop-off program and share with neighbors! Ask about referral rewards may be flagged as spam.

FREE COMPOST BACK!

Collections begin Wednesday 8/2 Register by 7/23 for first wave of bin deliveries. Need technical help or more information? 301-202-4450 - fallschurch@thecompostcrew.com

Have you signed up? Sign up for curbside composting!

Weekly curbside food waste collection for \$6 per month or \$66 per year. First 600 sign-ups get 6 months free! Don't miss out! Give composting a try and take a leap towards zero waste.

Hundreds of residents are composting curbside. Be the first on your street!

Sign up online: www.thecompostcrew.org/fallschurch

FALLS CHURCH

Curbside Composting

THE COMPOST CREW
fallschurch@thecompostcrew.com
301-202-4450

Welcome to curbside composting! Your action is of incalculable value - the change you make at home contributes to global earth systems staying healthy.

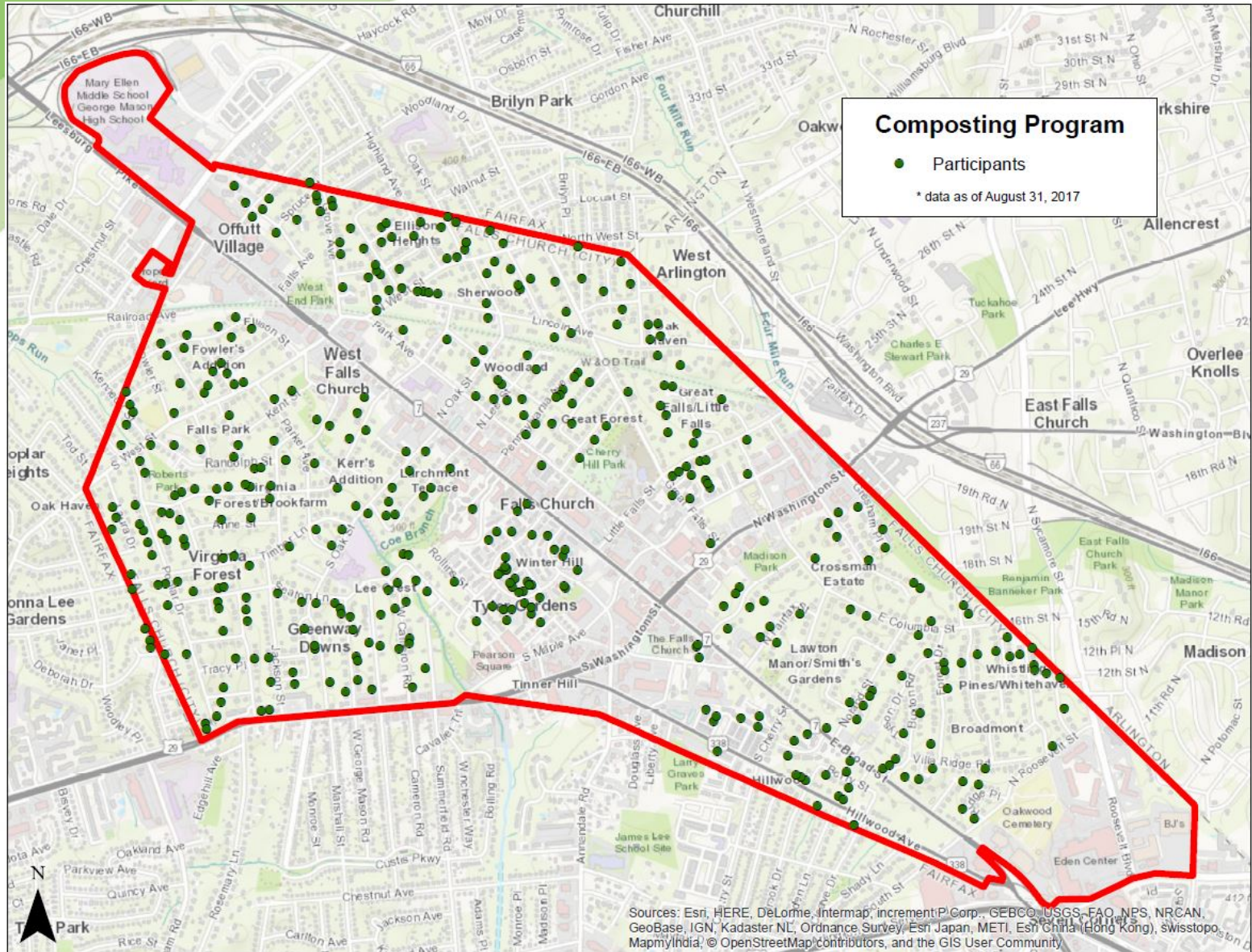
Thank you!

What can I compost?
All food - meat & bones - dairy waste
avocado pits - pizza boxes - wax paper
full list on web

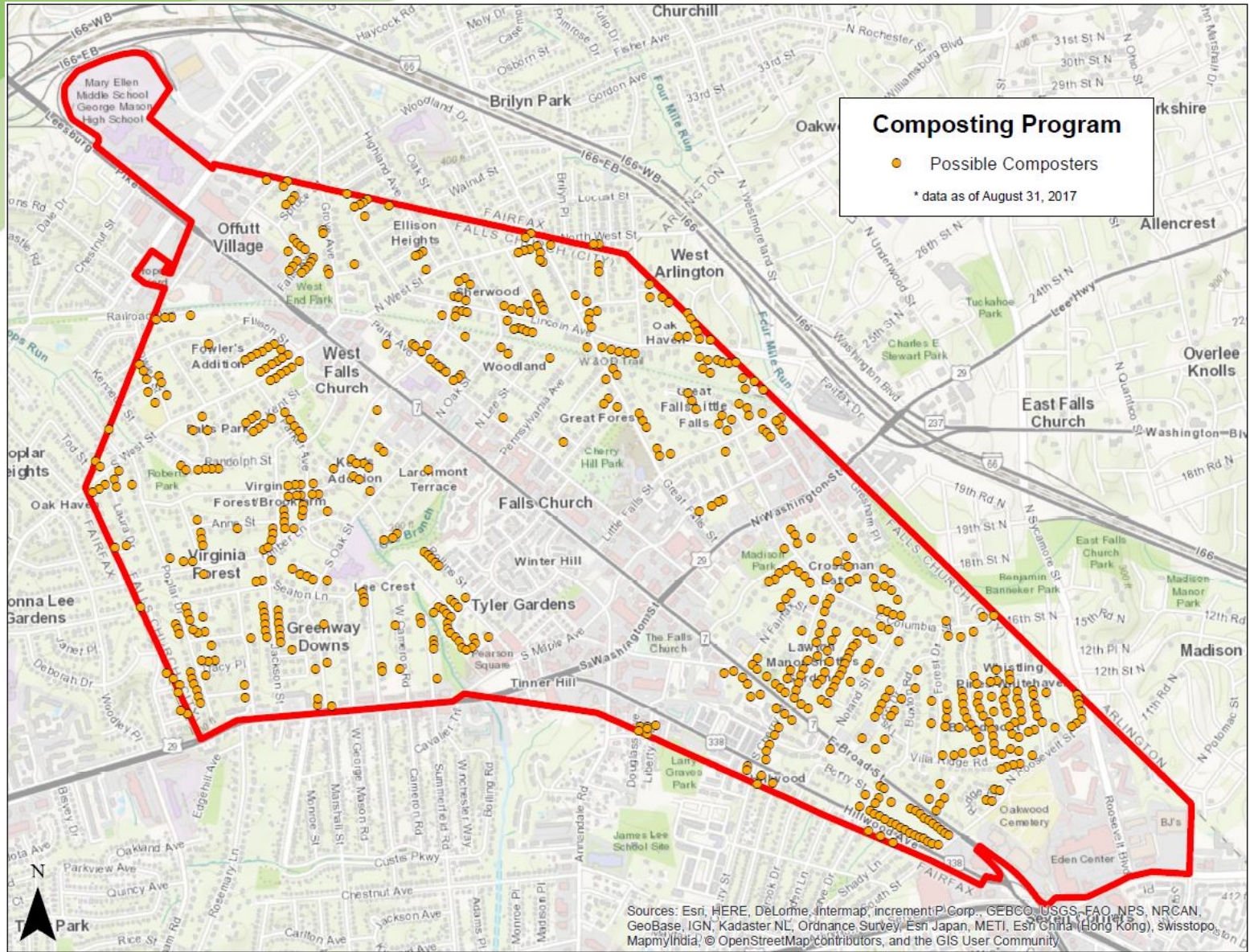
FAQs
How do I request a bigger bin?
Email for a 12-gallon bin, at \$4 more per month.
My liners are ripping. Will pick-up still happen?
Yes! Pick-up is uninhibited. Leave liner unlined!
What if my bin is damaged or lost?
Report lost or broken bins via email. Replacement cover fee may apply.
Does this bin belong to me?
Yes! The setup fee covers the cost of the bin.

Place by the street - Space out a few feet

How Heard	Count	Why Registered?	Count
Referral	53	To save the environment	266
Farmers Market	89	To get compost for my garden	34
Event	1	To support a local business	4
Online/Social Media	56	Other	114
List Serve	97	Total	418
Article	46		
Retail Store	1		
Other	75		
Total	418		



Sources: Esri, HERE, DeLorme, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), Swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community



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Curbside Program Details

- Is early performance meeting expectations?
- Costs to the City?
- Funding Source? Is the program sustainable?
- Next steps?

