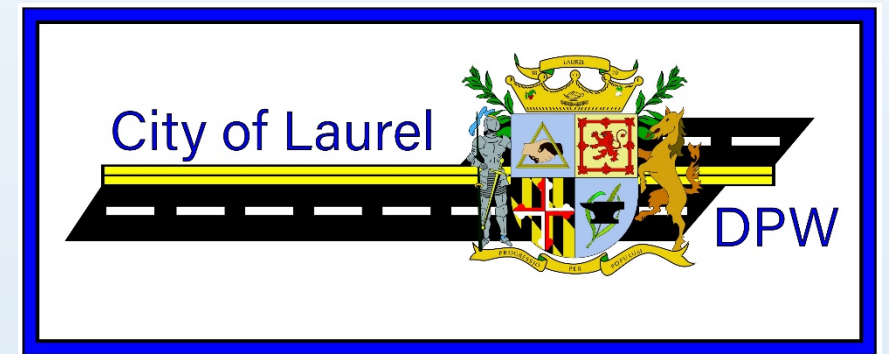


City of Laurel Organics Composting Program

Pilot Program – August 2019



Craig A. Moe, Mayor



Planning Stages

- Number of participants – Goal of 200
- Collection day – Wednesday
- Materials needed – curbside composting toter; kitchen countertop container; compostable bags; instruction sheets; welcome letter
- Money needed to cover the startup cost of the program – \$16,000
- Equipment and crew needed – one designated truck; equipment operator and one laborer
- Identify composting site and rates – PG County & MES

Materials for the Residents

What to feed your organic recycling container

* Fruits and vegetables	* Dairy products – milk, butter, cheese – No containers!
* Bread, pasta, grains (no raw dough)	* Seafood (including shellfish)
* Eggs & Eggs shells	* Paper towels, napkins – kitchen only
* Coffee grounds, filters (no “Keurig style” cups)	* Paper plates -- only uncoated or compostable
* Tea bags – loose tea	* Food-soiled newspaper
* Meat (including bones)	* Pizza boxes – clean or “greasy”
* Corrugated fruit & vegetable boxes	* Paper bags (uncoated) with food scrapes
* Paper ice cream containers	* Leftovers and spoiled food
* Compostable bags	* Approved compostable tableware





MAYOR AND CITY COUNCIL OF LAUREL
DEPARTMENT OF PUBLIC WORKS

305-307 First Street • Laurel, Maryland 20707 (301) 725-0088

<http://www.cityoflaurel.org> • email – dpw@laurel.md.us Fax (301) 498-5266

September 18, 2019

Dear Resident!

The City of Laurel is committed to finding ways to help residents live by the **three R's of recycling – Reduce, Reuse and Recycle**. With that in mind, I have asked the Department of Public Works to initiate a pilot program for organics recycling. Public Works has purchased small kitchen composting containers, with a charcoal filter to reduce odors, compostable bags for the kitchen container and an outside composting **toter** with a locking lid.

There are many benefits to organics recycling – beyond reducing landfill waste. The organics collected from your homes during this pilot program will be converted into organic compost. Organic compost, reduces the need for chemical fertilizers, many of which can be harmful to the environment (and to the fish, animals and humans that live in it); enriches soil, helping retain moisture and suppress plant diseases and pests and reduces methane emissions from landfills and lowers your carbon footprint.

I would like to invite you to be a part of this **NEW** organics recycling program and help reduce wasted food and turn it into a valuable and environmentally safe resource. Residents can volunteer for this program by contacting the Department of Public Works by email at DPW@laurel.md.us or by calling (301)725-0088. **The first 200 residents that volunteer to participate in this program will receive a free curbside composting toter, a small kitchen composting toter, compostable bags as well as clear instructions as to what can be put in your composting toter.**

We have a limited number of containers, so reserve your spot as soon as possible. Collections will begin Wednesday, August 7, 2019.

We appreciate you being part of the City of Laurel's efforts to reduce waste brought to landfills by participating in our **NEW** organics recycling program.

Sincerely,

Craig A. Moe
Mayor



**REDUCE
FOOD
WASTE**

CITY OF LAUREL - ORGANICS RECYCLING PROGRAM

Welcome Letter

- Personalizing participation – thanking residents for being part of the program.
- Mayor Moe was one of the first residents to sign up for the program, he promotes the program at all public meetings and he shops around for ways to improve the program -- larger bags, new inside containers.

Getting the word out....



**REDUCE
FOOD
WASTE**

CITY OF LAUREL - ORGANICS RECYCLING PROGRAM

Getting the word out....

HOME LIVE WORK PLAY EXPLORE GOVERNMENT NEWS & MEDIA CALENDARS I WANT TO... CONTACT

Public Works
What's New at DPW (Alerts and Notices)
Active Projects & Projects for Bid
Current Road Closures
Public Works Holiday Schedule
Recycling Program
Recycling Competition
Recycle Coach
Organics Recycling
Refuse

New!! Organics Recycling Program!

Public Works / What's New at DPW (Alerts and Notices) / New!! Organics Recycling Program!

View Edit

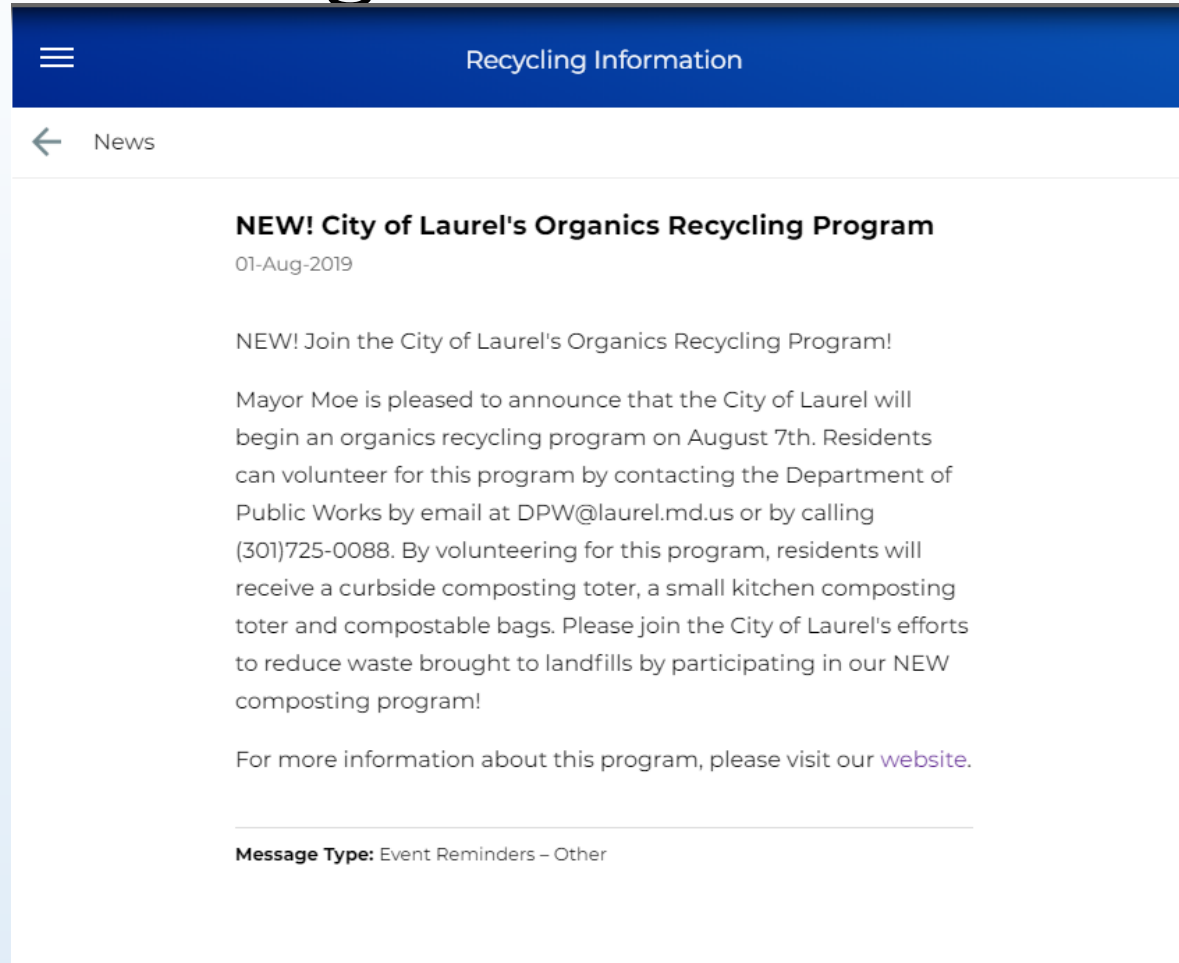
 301-725-0088  DPW@laurel.md.us

Released on August 1, 2019 - 9:31am

NEW! Join the City of Laurel's Organics Recycling Program!

www.CityofLaurel.org/dpw

Getting the word out....



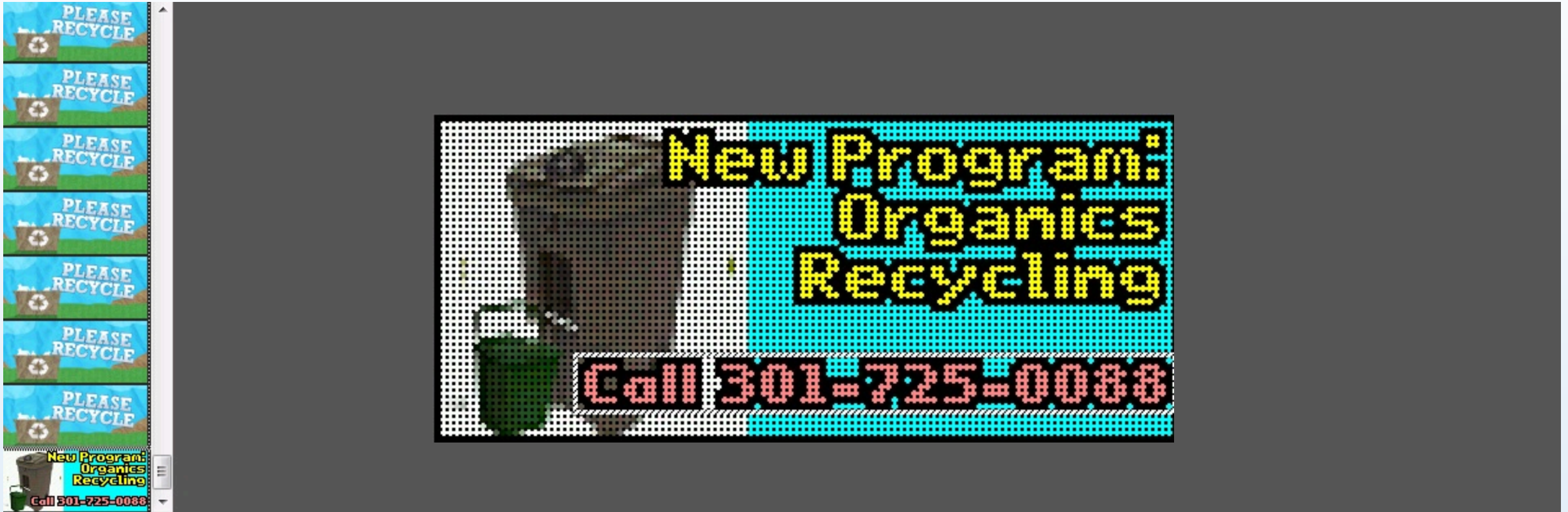
The screenshot shows a mobile news article. At the top, there is a blue header with a hamburger menu icon on the left and the text "Recycling Information" on the right. Below the header, there is a back arrow icon and the word "News". The main content of the article is titled "NEW! City of Laurel's Organics Recycling Program" with a sub-date of "01-Aug-2019". The text of the article reads: "NEW! Join the City of Laurel's Organics Recycling Program! Mayor Moe is pleased to announce that the City of Laurel will begin an organics recycling program on August 7th. Residents can volunteer for this program by contacting the Department of Public Works by email at DPW@laurel.md.us or by calling (301)725-0088. By volunteering for this program, residents will receive a curbside composting toter, a small kitchen composting toter and compostable bags. Please join the City of Laurel's efforts to reduce waste brought to landfills by participating in our NEW composting program! For more information about this program, please visit our [website](#)." At the bottom of the article, there is a "Message Type: Event Reminders - Other" label.



The screenshot shows a Facebook post from the "City of Laurel - Government" page, dated August 1. The post text reads: "NEW RECYCLING PROGRAM: Join the City of Laurel's Organics Recycling Program! Mayor Moe is pleased to announce that the City of Laurel will begin an organics recycling program on August 7th. If you live within the City of Laurel, residents can volunteer for this program by contacting the Department of Public Works by email at DPW@laurel.md.us or by calling 301-725-0088. By volunteering for this program, residents will receive a curbside composting toter, a small kitchen composting toter and compostable bags. Please join the City of Laurel's efforts to reduce waste brought to landfills by participating in our NEW composting program! For more information about this program, click on the link below! #GoGreen". Below the text is a photo of a green recycling bin. At the bottom right of the post, there is a call to action: "CITYOFLAUREL.ORG Organics Recycling Organics Recycling Dear Resident!".

Cell Phone Apps and Social Media Outreach

Getting the word out....



Digital Message Signs

Getting the word out....








Public Works

Phone: 301-725-0088
Fax: 301-498-5266
Emergencies: 301-725-3000 (Laurel Police)

✉ dpw@laurel.md.us

📍 Fairall Foundry Public Works Complex
305-307 First St
Laurel, MD 20707

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Residential Recycling
- 
Trash Collection
- 
Yard Waste
- 
DPW Calendars
- 
Recycle Coach
- 
Organics Recycling

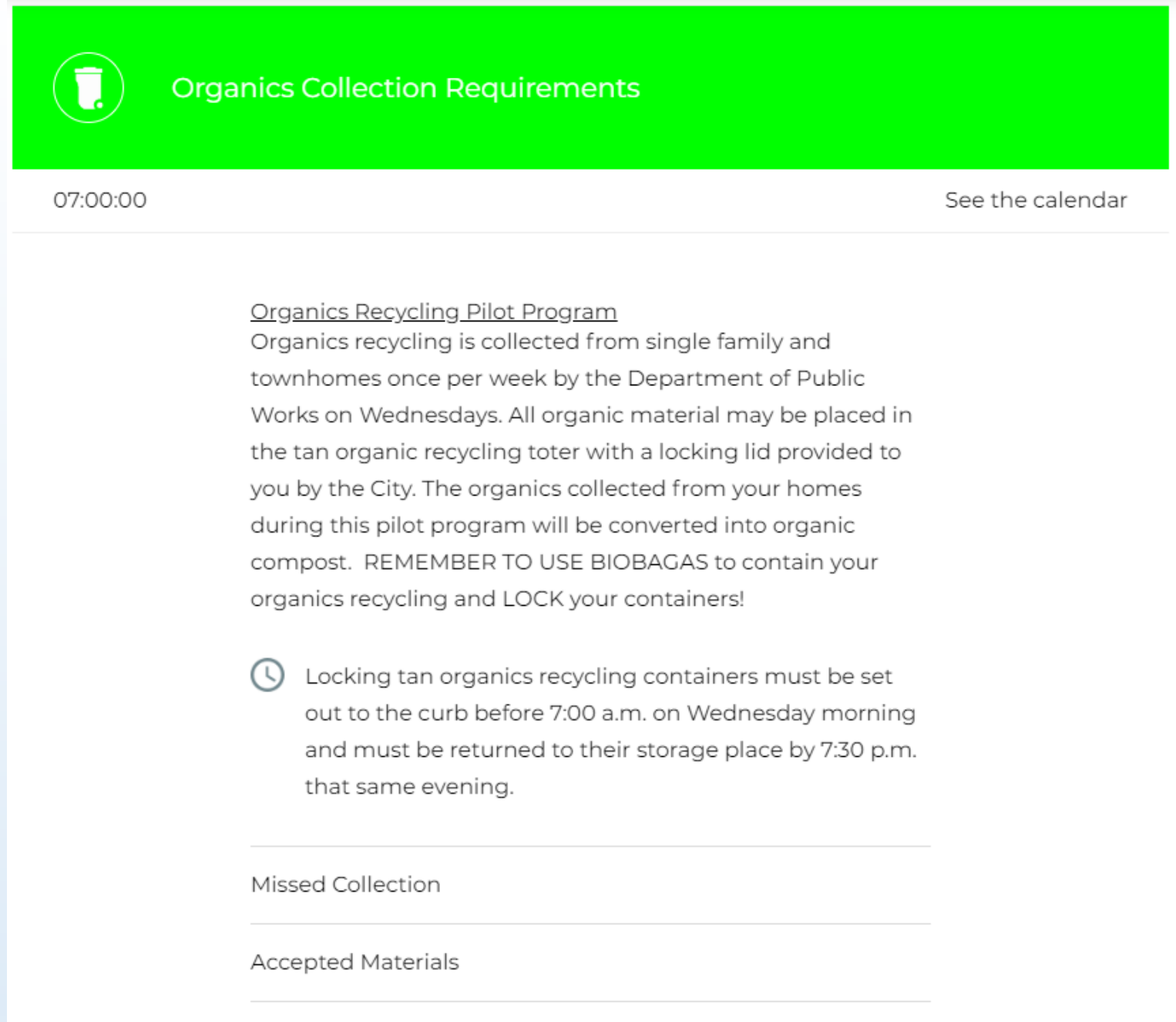
Getting the Word Out with Recycle Coach

- One of the first groups that we reached out to were the residents that signed up for Recycle Coach.
- We worked with Recycle Coach to add a section about “food”
- The search function – loops residents back to our organics page.

The screenshot displays the Recycle Coach website interface. At the top, a blue header contains a hamburger menu icon and the text "Recycling Information". Below the header is a search bar with a magnifying glass icon and the placeholder text "What Goes Where?". To the left of the search bar is a green cartoon character with a speech bubble containing an exclamation mark. Below the search bar is a "My Schedule" section with the text "Your personalized calendar. Sign up for reminders and more." and two blue buttons labeled "View Schedule" and "My Reminders". To the right of the "My Schedule" section is a calendar graphic with a red cartoon character holding a yellow highlighter. Below the "My Schedule" section is a "What Goes Where? Ask Milo" section with a search bar containing the word "food" and a magnifying glass icon. To the right of the search bar is a green cartoon character with a speech bubble containing an exclamation mark. Below the search bar is a list of food items: "Food Items", "Metal Cans", "Plastic Wrap & Wrappers", "Food & Beverage Pouches", and "Greasy & Soiled Paper".

Using Recycle Coach


Recycle Coach provides information and directs the residents back to the City's Webpage on Organics Recycling.



The screenshot shows the 'Organics Collection Requirements' page in the Recycle Coach app. At the top, there is a green header with a trash can icon and the text 'Organics Collection Requirements'. Below the header, the time '07:00:00' is displayed on the left, and a link 'See the calendar' is on the right. The main content area features a section titled 'Organics Recycling Pilot Program' with a detailed paragraph explaining the collection process: 'Organics recycling is collected from single family and townhomes once per week by the Department of Public Works on Wednesdays. All organic material may be placed in the tan organic recycling toter with a locking lid provided to you by the City. The organics collected from your homes during this pilot program will be converted into organic compost. REMEMBER TO USE BIOBAGAS to contain your organics recycling and LOCK your containers!'. Below this is a clock icon followed by a note: 'Locking tan organics recycling containers must be set out to the curb before 7:00 a.m. on Wednesday morning and must be returned to their storage place by 7:30 p.m. that same evening.' At the bottom, there are two sections: 'Missed Collection' and 'Accepted Materials', each with a horizontal line below it.

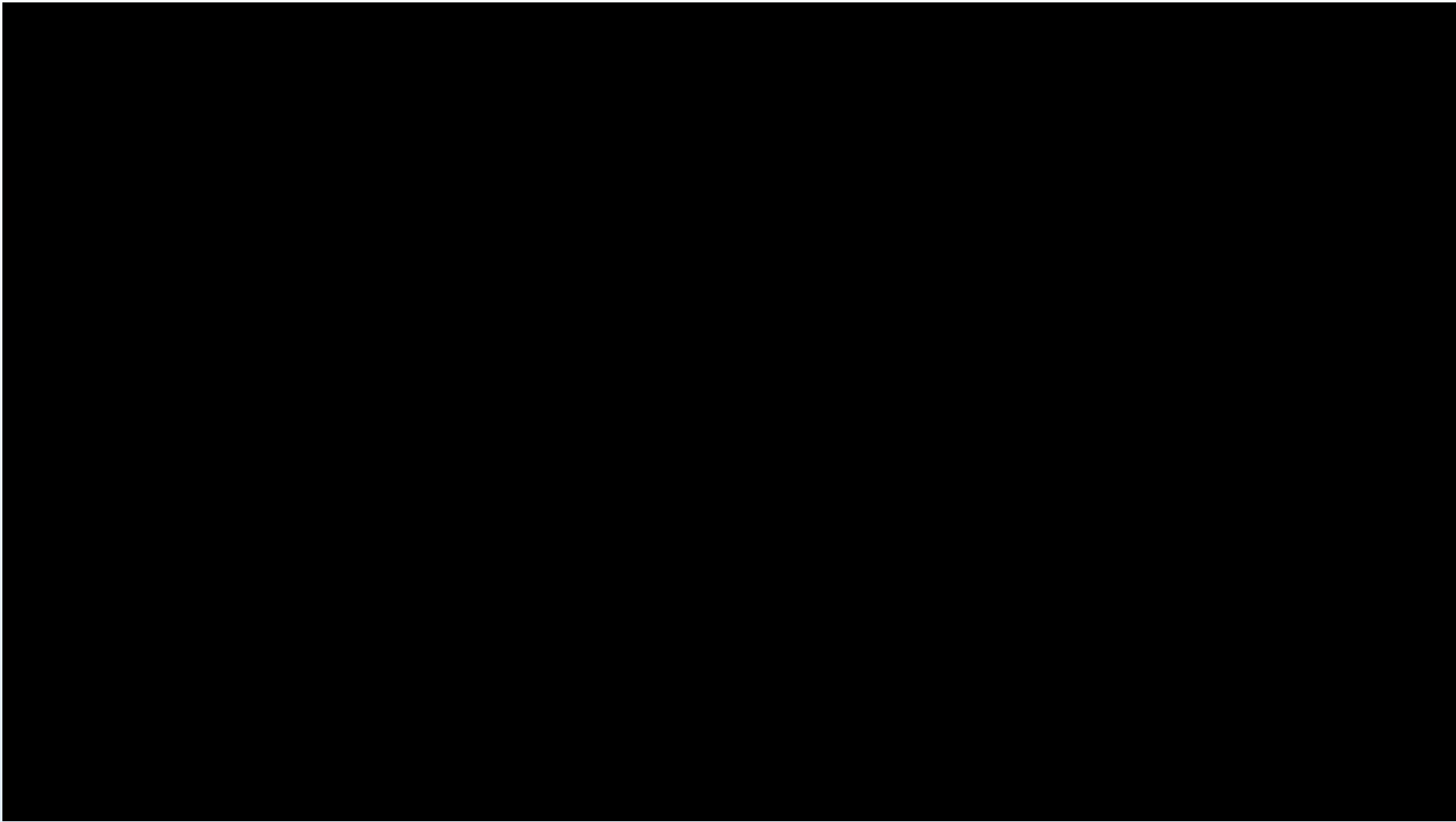
07:00:00 [See the calendar](#)

Organics Recycling Pilot Program
Organics recycling is collected from single family and townhomes once per week by the Department of Public Works on Wednesdays. All organic material may be placed in the tan organic recycling toter with a locking lid provided to you by the City. The organics collected from your homes during this pilot program will be converted into organic compost. REMEMBER TO USE BIOBAGAS to contain your organics recycling and LOCK your containers!

 Locking tan organics recycling containers must be set out to the curb before 7:00 a.m. on Wednesday morning and must be returned to their storage place by 7:30 p.m. that same evening.

Missed Collection

Accepted Materials



Community Involvement

- Mayor & City Council Meetings
- City Hall in the Park meetings
- Old Towne Laurel – blog
- E-mail updates/What's New in DPW
- Facebook and other Social Media
- Neighbors talking to neighbors
- School involvement

Update

- 150 participants – we have neighbors sharing with each other
- Tonnage collected – six collections = 1.73 tons as of September 11th
- Laurel Elementary School and Laurel High School

What's next –

- Translate information into Spanish
- Tour the Composting Facility
- Deliver leaf glo gold to participating residents
- Survey residents regarding improvements to the program
- Defining the success of the program – moving residents from passive environmental stewardship to active environmental stewardship