

HOME COMPOST PILOT REPORT

Environmental Quality and Public Works Committee

February 1, 2022



LEXINGTON



Goals

- Provide alternative organic material disposal option for households in the Urban Service Area
 - Landfill
 - (Yard waste) mulching
- Encourage at-home food composting



Program Overview

- Three workshops
 - Sept., Oct., Nov.
 - Facilitated by Seedleaf
- Demonstration site installed at McConnell Springs
- 60 households max (avg. 20 per workshop)
- Discounted composter
 - Worm, \$10*
 - Stationary backyard, \$20
 - Tumbler, \$30



Results: By the Numbers

- Number of households: 45
- Number of participants: 64
- Number of no shows: 27



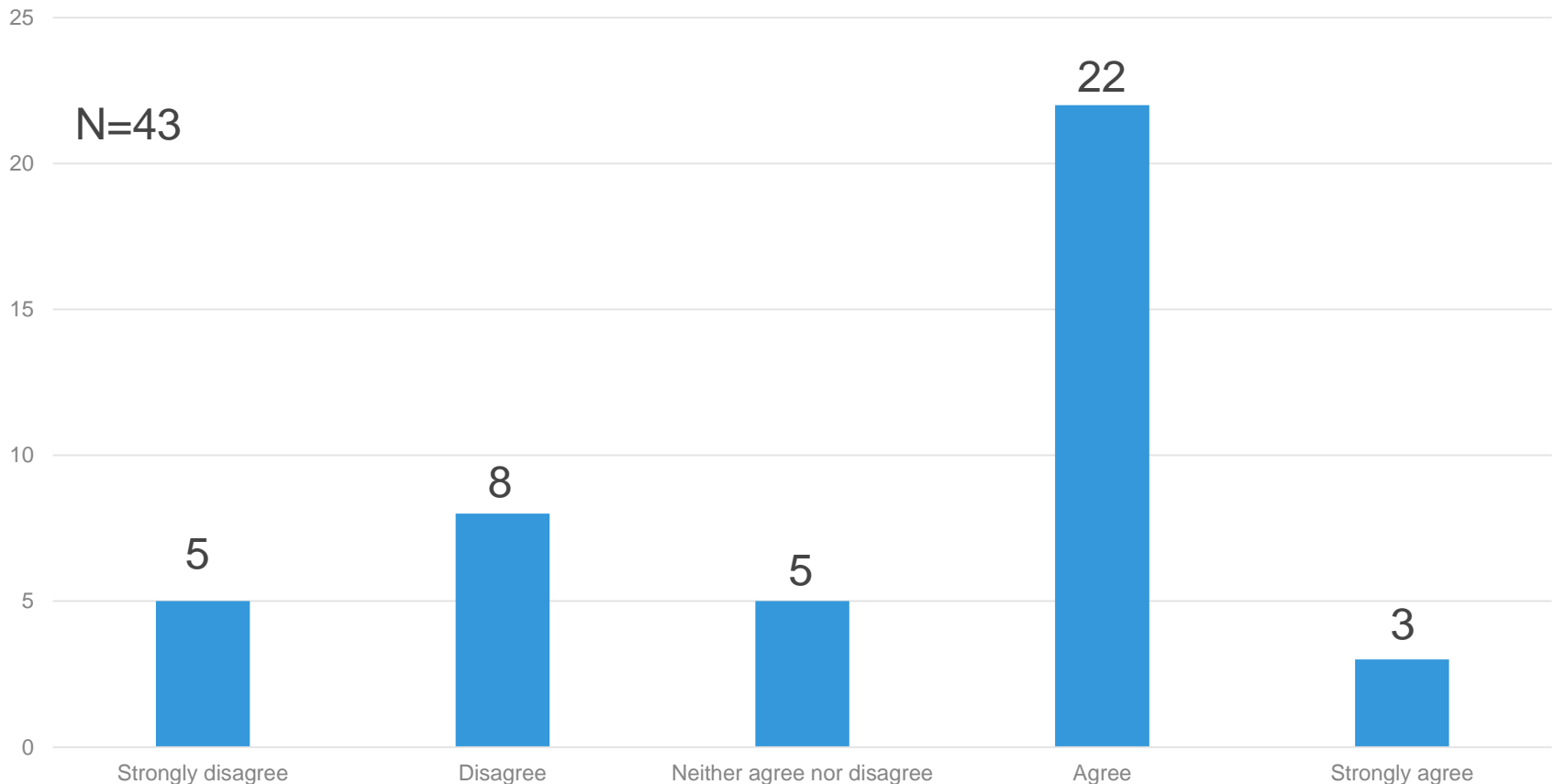
Program Evaluation: pre-workshop

- # of HH already composting: 22
- How did you hear about this workshop?
 - Social media: 29
 - Council newsletter: 7
 - Friend, neighbor or family: 5
 - Ad in local paper: 1
 - Other: 1



Program Evaluation: PRE pre-/post- workshop comparisons

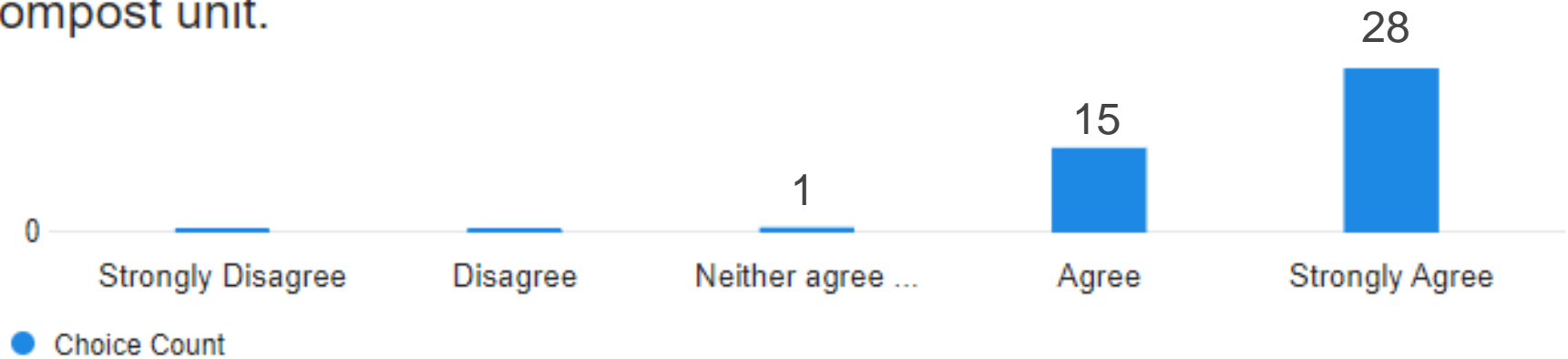
I am confident that I know what does and does not belong in a compost unit.





Program Evaluation: POST pre-/post- workshop comparisons

Q4_1 - I am confident that I know what does and does not belong in my compost unit.

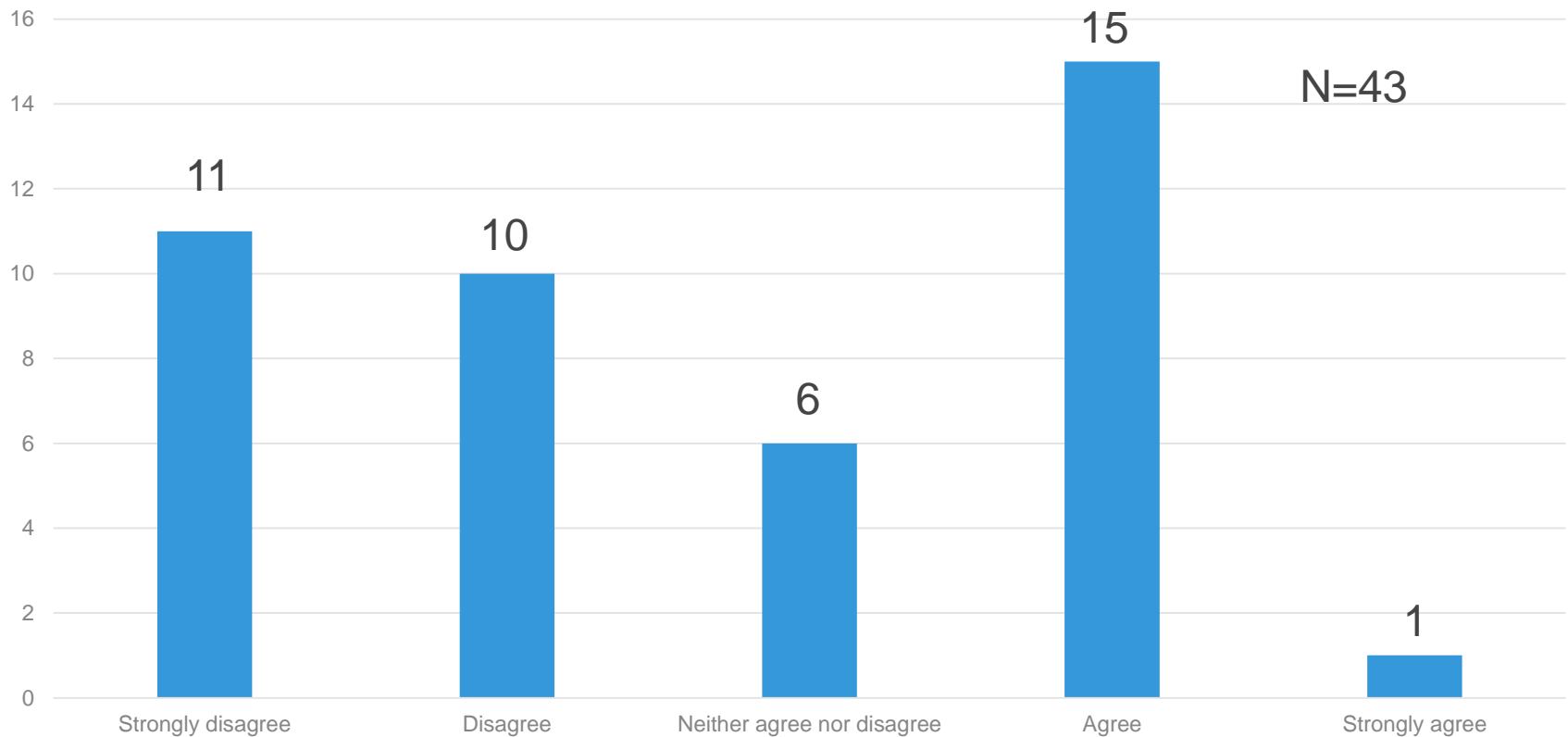


N=44



Program Evaluation: PRE pre-/post- workshop comparisons

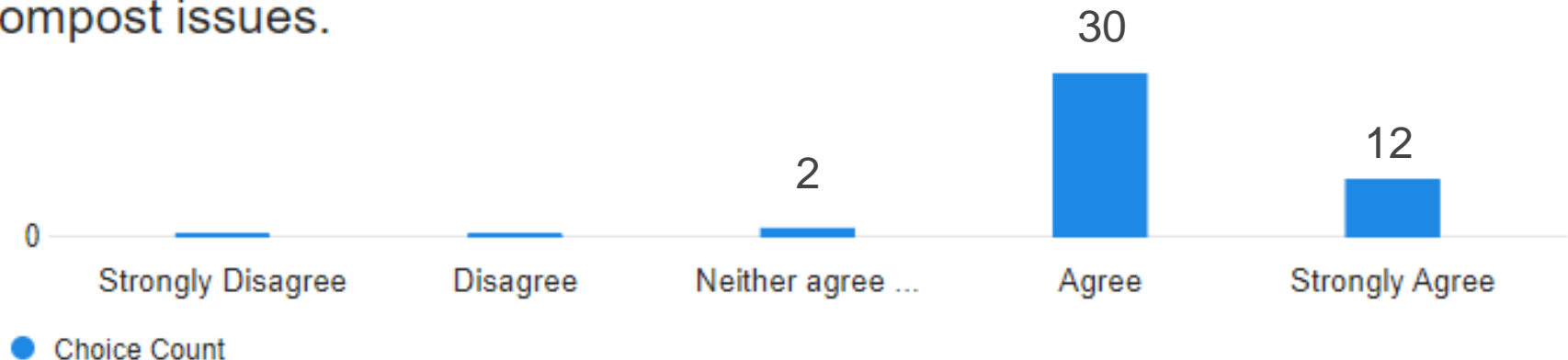
I am confident in my ability to trouble-shoot common backyard compost issues.





Program Evaluation: POST pre-/post- workshop comparisons

Q4_2 - I am confident in my ability to trouble-shoot common backyard compost issues.

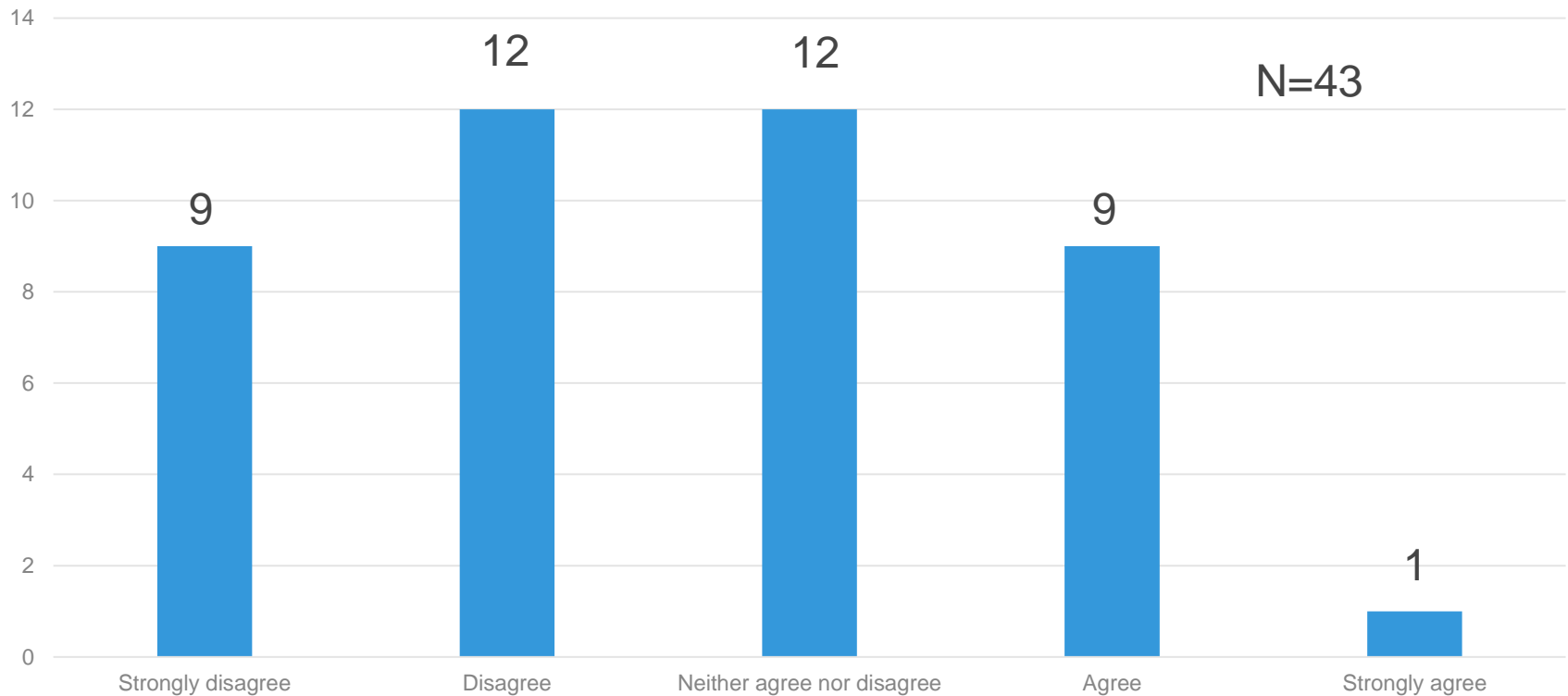


N=44



Program Evaluation: PRE pre-/post- workshop comparisons

I understand how to balance brown and green materials for home composting efforts.





Program Evaluation: POST pre-/post- workshop comparisons

Q4_3 - I understand how to balance brown and green materials for my home composting efforts.

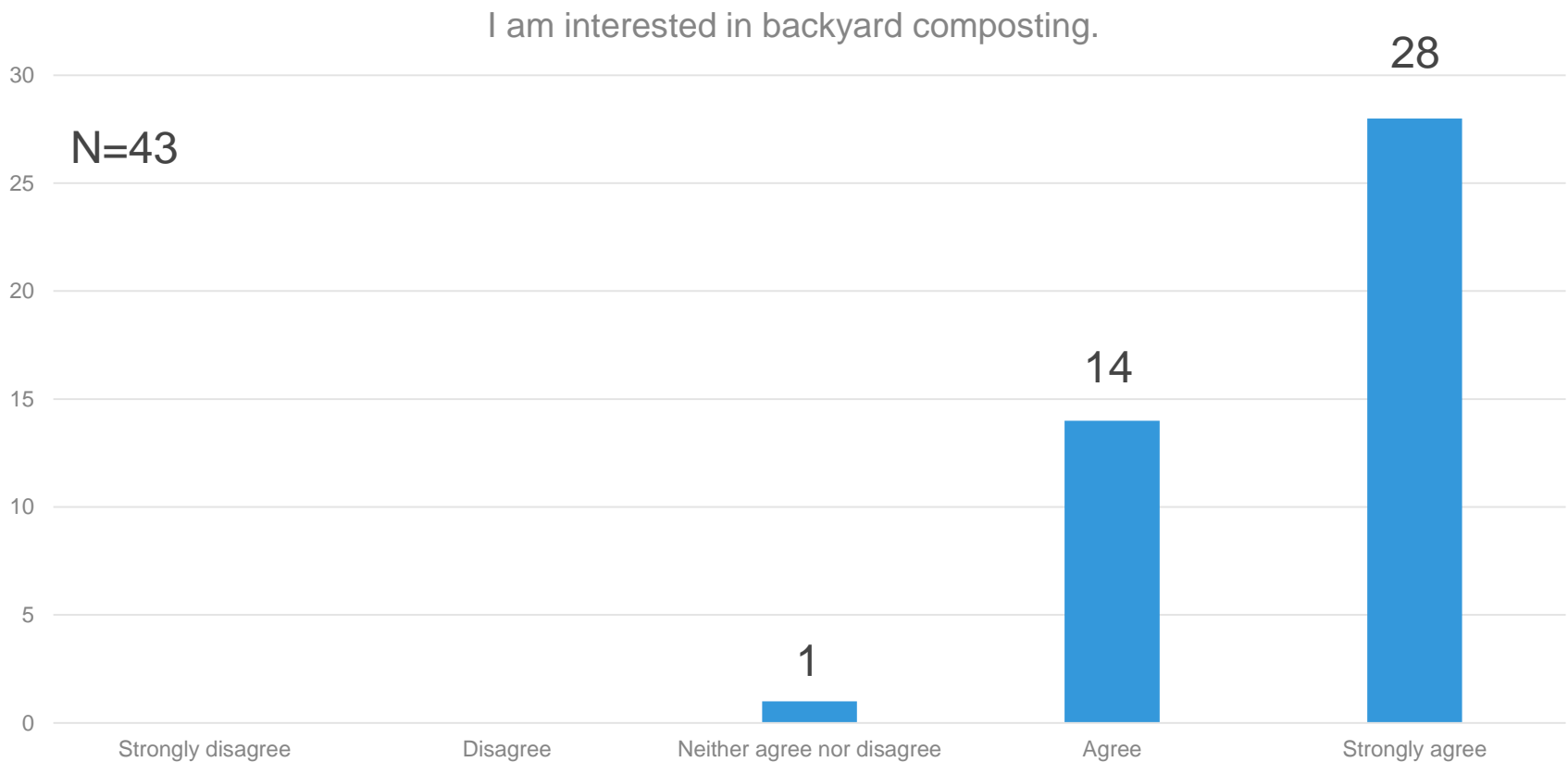


● Choice Count

N=44



Program Evaluation: PRE pre-/post- workshop comparisons





Program Evaluation: POST pre-/post- workshop comparisons

Q4_5 - I am interested in backyard composting.

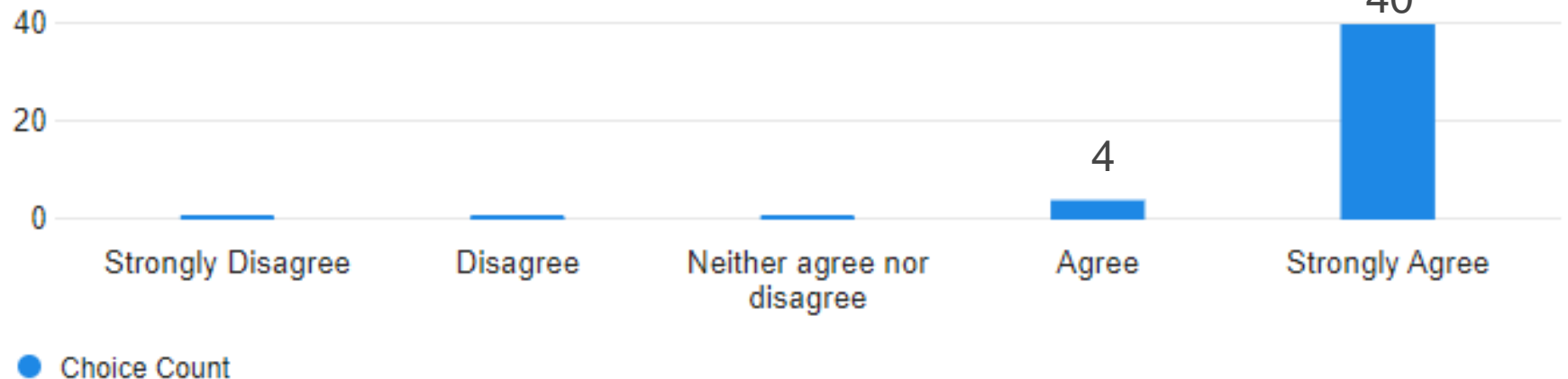


N=44



Program Evaluation: post-workshop

Q4_6 - The information provided at the workshop is useful.



N= 44



Program Evaluation: post-workshop

Q4_4 - I am more confident in my ability to successfully compost at home after attending the workshop.

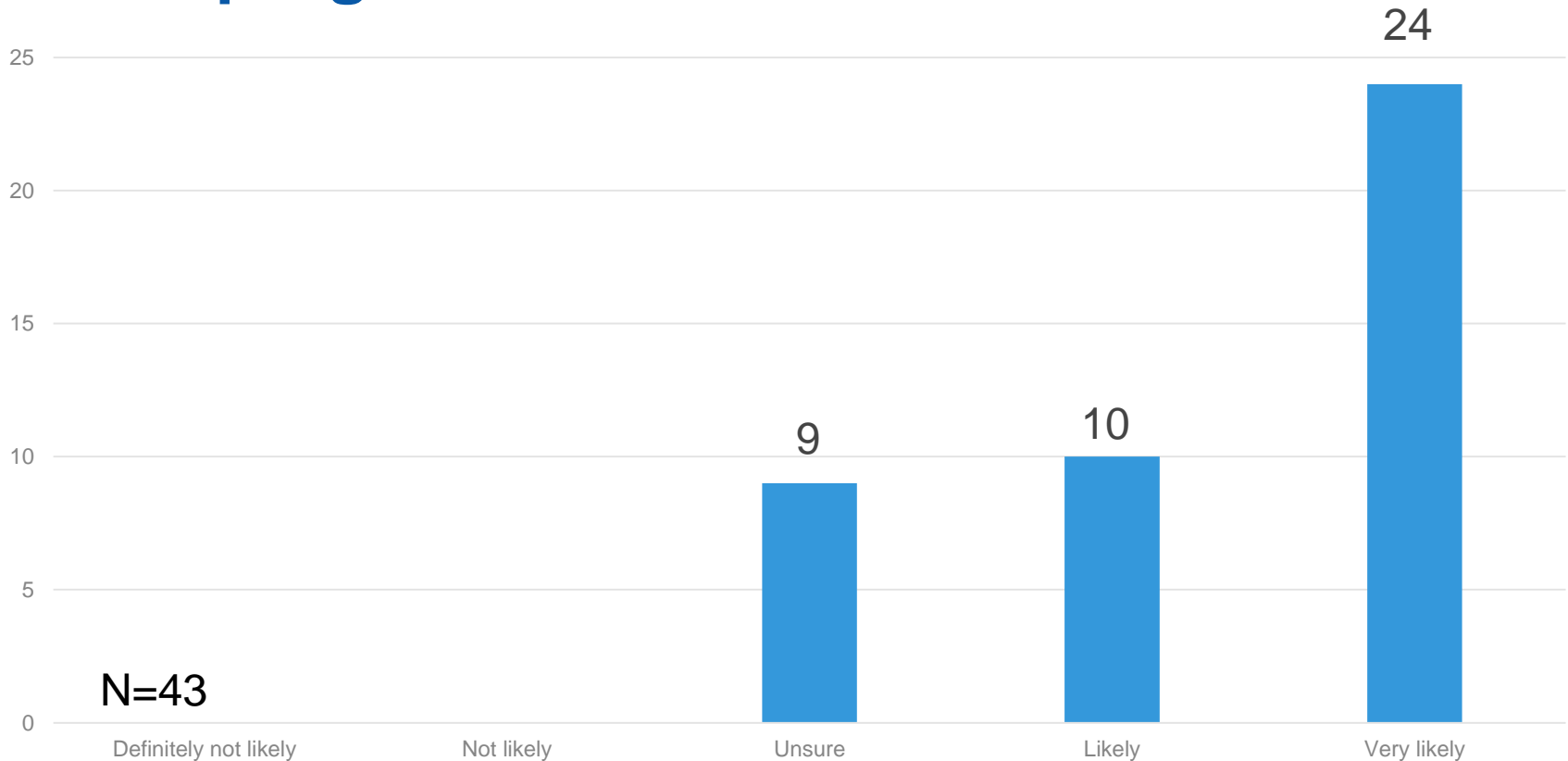


● Choice Count

N= 44



Pre-workshop: How likely are you to purchase a compost unit through the city compost cost-share program? (Options ranging from \$10 to \$30 will be available.)





Program Evaluation: post-workshop

Q4_8 - The workshop helped me decide which type of compost system would be the best fit for my household.



N= 44



Actual: Compost Bins Ordered

- Worm bins: 6
- Stationary composter: 13
- Tumbling composter: 18
- None/Doing their own thing: 6
- No response: 2

N=45



Program Evaluation: additional follow-up

- April (~ 6 months)
- October (~ 1 year)



Pilot Budget

	anticipated	actual
Program promotion	\$300	\$ 0
Demo/display	\$400	\$ 355
September workshop	\$1,940	\$ 830
October workshop	\$1,940	\$1,153
November workshop	\$1,940	\$1,232
TOTAL	\$6,520	\$3,570



Take-aways

- McConnell Springs and Seedleaf were both amazing partners
- There is significant demand
- More time communicating with participants than anticipated
- Taking payments for and arranging pickup of composters is a significant challenge
- Plan for no-shows
- Composter supply is currently unpredictable; prices are unstable



Moving Forward

- 3 workshops a year
- Move to winter: one in January, two in February
- Continue to pay Seedleaf to facilitate
- Increase cap from 20 to 30-35 households per workshop
 - Target 100 households per year
- More deliberate promotion moving forward



Workshop Budget

Seedleaf	\$ 300
Snack stipend (60 ppl*8)	\$ 480
Counter compost unit (35*12)	\$ 420
City-funded portion of composters (35*55)	\$1,925
TOTAL	\$3,125



Program Budget

Program promotion	\$2,500
Demo/display/sign	\$ 600
Workshops x 3	\$9,375
TOTAL	\$12,475

Questions?



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