



FOOD SCRAPS RECYCLING UPDATE

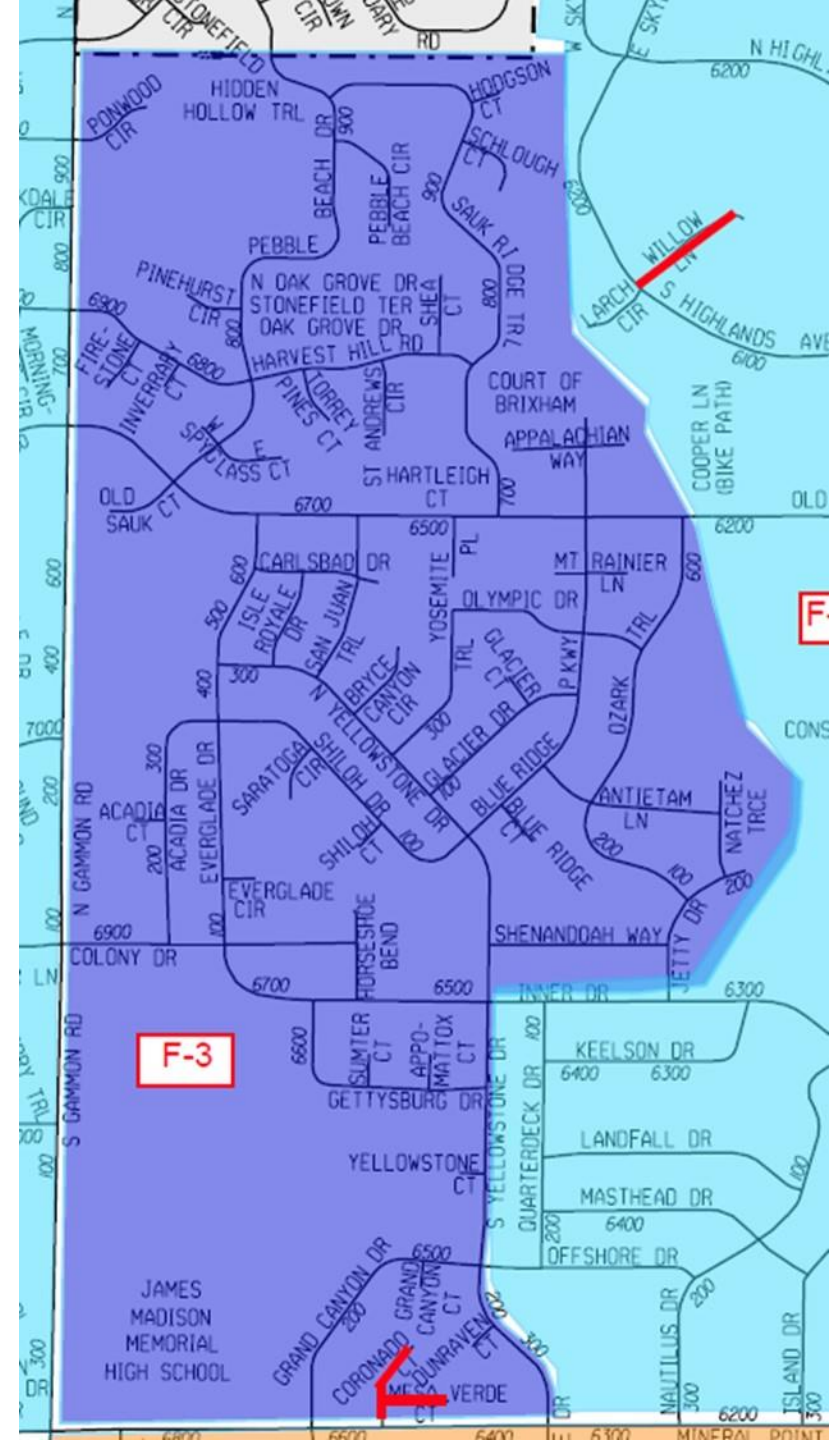
Who are the volunteers & progress update



Here's the collection route that was identified.

It was picked because

1. It was not part of the original program
2. It allows for easy access out to the digester location in Middleton.



Who volunteered?

Volunteer totals:

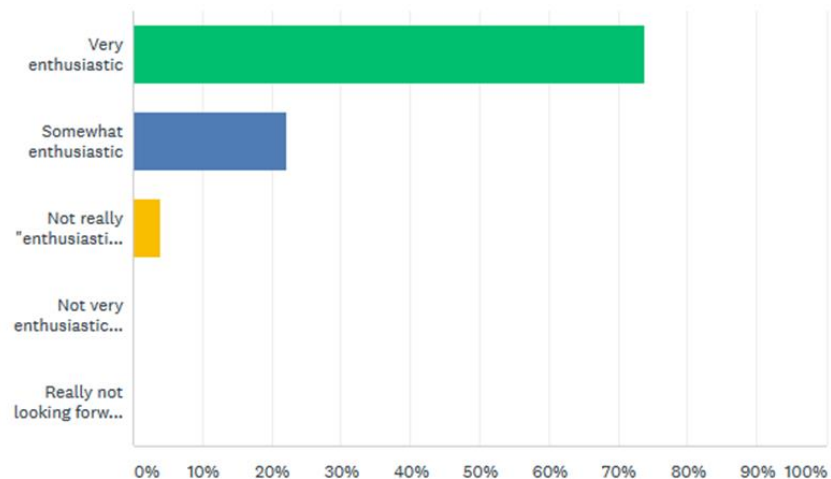
- ▶ Total: 165
- ▶ Total number of single-family homes invited: 691
- ▶ That's a 23.8% volunteer rate.
 - ▶ Slightly better turnout than expected

Initial survey results:

- ▶ 153 of the 165 volunteers answered the survey questions (with some questions skipped).

How would you describe your enthusiasm for participating in this pilot?

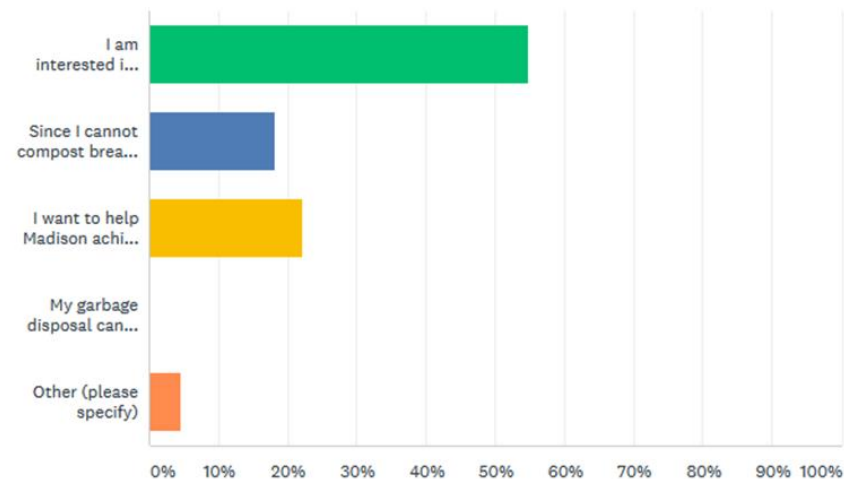
Answered: 153 Skipped: 0



ANSWER CHOICES	RESPONSES
Very enthusiastic	73.86% 113
Somewhat enthusiastic	22.22% 34
Not really "enthusiastic" but not disinterested either - so something close to average	3.92% 6
Not very enthusiastic at all	0.00% 0
Really not looking forward to this experience	0.00% 0
TOTAL	153

Why did you volunteer for the food scraps recycling pilot?

Answered: 153 Skipped: 0



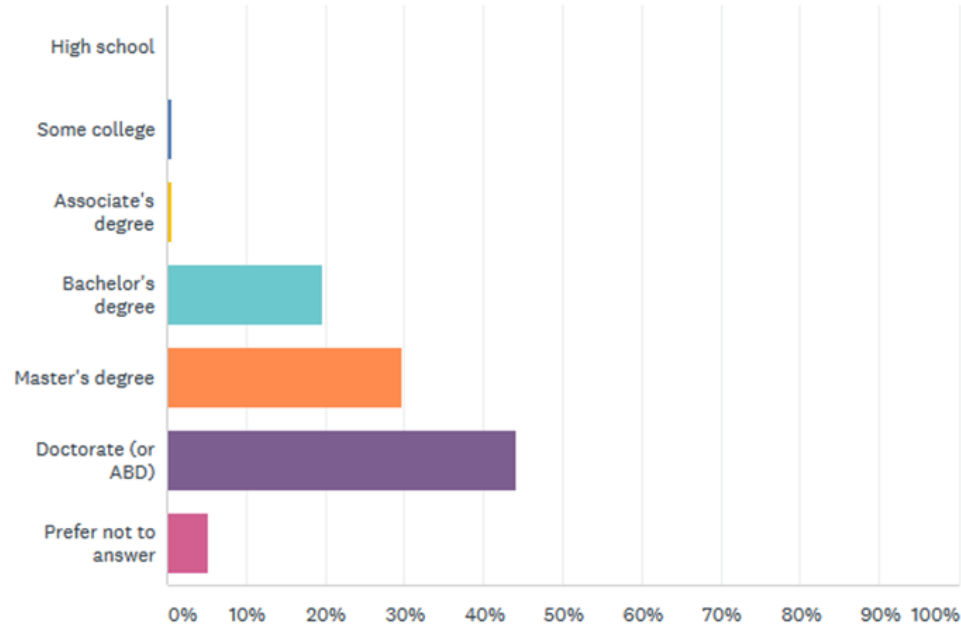
ANSWER CHOICES	RESPONSES
I am interested in keeping food scraps from going to the landfill	54.90% 84
Since I cannot compost breads, grease, and dairy products at home, I want to be able to find a way to use this waste material rather than them going to the landfill	18.30% 28
I want to help Madison achieve its sustainability goals	22.22% 34
My garbage disposal cannot handle all of the food scraps I generate and this program will supplement my disposer	0.00% 0
Other (please specify)	4.58% 7

Very enthusiastic people eager to keep food scraps out of the landfill.



What is the highest education level of your household?

Answered: 152 Skipped: 1



93.4% of the volunteers that responded to this survey question have at least a bachelor's degree.

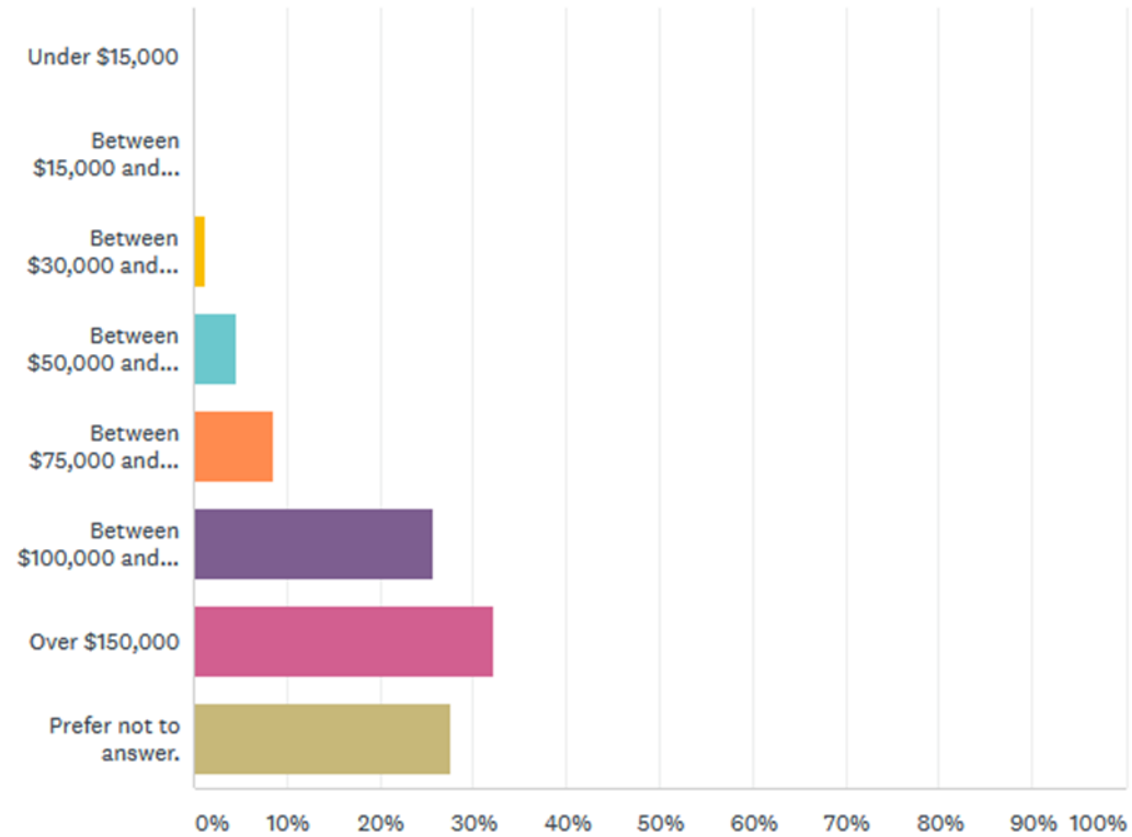
(ABD means "All but dissertation")

ANSWER CHOICES	RESPONSES
High school	0.00% 0
Some college	0.66% 1
Associate's degree	0.66% 1
Bachelor's degree	19.74% 30
Master's degree	29.61% 45
Doctorate (or ABD)	44.08% 67
Prefer not to answer	5.26% 8
TOTAL	152



What is your average household income?

Answered: 152 Skipped: 1



Over 50% of survey respondents earn more than \$100K a year.

Q12



Save as ▾

Describe the racial identity of your household.

Answered: 141 Skipped: 12

RESPONSES (141) **WORD CLOUD** TAGS (0)

Cloud View

List View

Search responses



▼ White		51.06%	72
▼ Caucasian		32.62%	46
▼ Asian		4.26%	6
▼ Caucasion		4.26%	6
▼ American		2.84%	4
▼ mixed		2.13%	3
▼ Hispanic		2.13%	3

87.94% of survey respondents described their households as white/Caucasian.

Q2

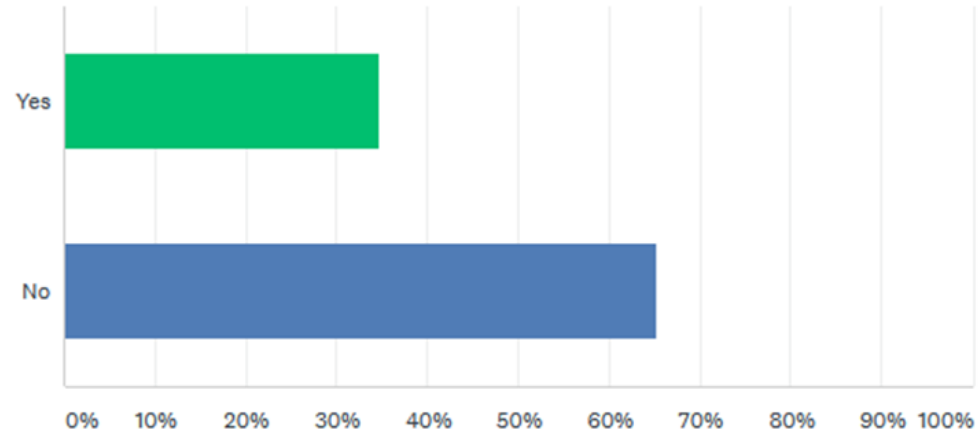


Customize

Save as ▾

Do you compost at home?

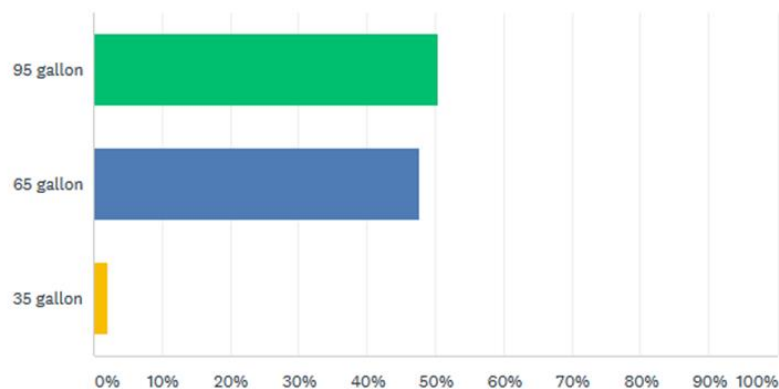
Answered: 153 Skipped: 0



ANSWER CHOICES ▾	RESPONSES ▾
▾ Yes	34.64% 53
▾ No	65.36% 100
TOTAL	153

What is the size of your green recycling collection cart? If you are unsure, check your cart. On the front, you will see 8 digits. The first two are the year the cart was manufactured. The third digit will be a 9, 6, or 3. If the third digit is a 9, you have a 95 gallon cart. If the third digit is a 6, you have a 65 gallon cart. If the third digit is a 3, you have a 35 gallon cart.

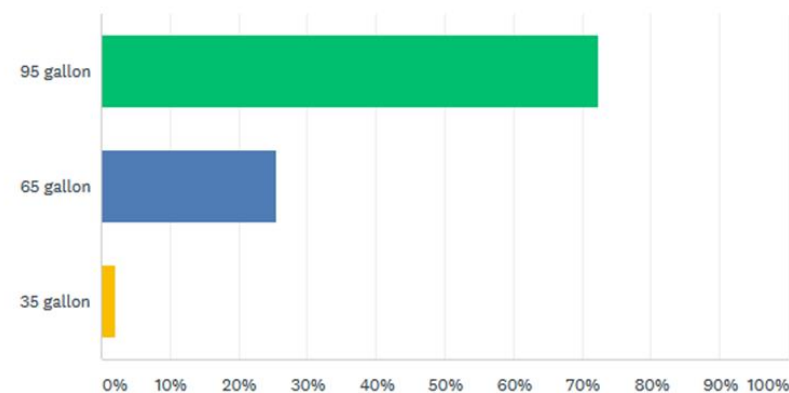
Answered: 149 Skipped: 4



ANSWER CHOICES	RESPONSES
95 gallon	50.34% 75
65 gallon	47.65% 71
35 gallon	2.01% 3
TOTAL	149

What is the size of your tan trash collection cart? If you are unsure, check your cart. On the front, you will see 8 digits. The first two are the year the cart was manufactured. The third digit will be a 9, 6, or 3. If the third digit is a 9, you have a 95 gallon cart. If the third digit is a 6, you have a 65 gallon cart. If the third digit is a 3, you have a 35 gallon cart.

Answered: 149 Skipped: 4



ANSWER CHOICES	RESPONSES
95 gallon	72.48% 108
65 gallon	25.50% 38
35 gallon	2.01% 3
TOTAL	149

Of the respondents: Over 70% have the largest refuse cart. But half of them have the medium-sized recycling cart. Multiple possible reasons for this, but it is interesting.

In summary our volunteers are...

- ▶ Predominantly white, educated, and middle/upper-middle class people who care about sustainability goals – and for the most part, they do not compost at home and many of them need more cart capacity for trash than their recycling



Cart Distribution July 22 to July 24

No problems in distribution.

Food scraps pail was inside cart
left at the curb.



An outlier

Two residents of a cluster of homes on a private court enrolled.

At this time, do not know which cart belongs to which residence.

If contamination is noticed in one of the carts from the court, both residents will be emailed.

This situation points to one of the ways multi-family situations would be hard to police with cart peeking.





August 2
Collections
Begin!



How many pounds have been collected so far?



In general – we're *slightly* under the anticipated average weekly collection of 1,080 pounds per week.

- ▶ August 2 – 1,060 pounds
- ▶ August 9 – 1,100 pounds
- ▶ August 16 – 980 pounds
- ▶ August 23 – 960 pounds
- ▶ August 30 – 980 pounds

Average collection weight so far: 1,016 pounds per week.

Total tonnage picked up: 2.54 tons.

How's the contamination looking?



The best we can tell, we're doing good.

- ▶ August 2 – Three carts total tagged; two had very minor issues and one cart needed to be left behind (plastic wrapping)
- ▶ August 9 – No carts tagged
- ▶ August 16 – No carts tagged
- ▶ August 23 – No carts tagged
- ▶ August 30 – One cart left behind (egg shells)

How's the outreach effort?



- ▶ Weekly emails have been sent to all volunteers
- ▶ As of August 27, ERBin app has been utilized 449 times to learn if an item can be placed into the cart or not
 - ▶ Top items searched: avocados, corn, pizza boxes, and pet waste
- ▶ ERBin developer has started a Facebook group as well.
 - ▶ Only 15 members, but discussion has been “lively”

How long are they on the collection route (according to GPS)?

From leaving Badger Rd to dumping at the digester, it has taken about 5 hours – not including their lunch/break times, which they have been taking after they dump.

Remember the food scraps route is only 25% of an existing trash route.

And the collection has been very clean, so they are not losing time tagging carts.

Cart peeking is proving to be quite slow.

Problems?



- ▶ Flies are definitely abundant
- ▶ Some dirty cart & smell complaints, but not many
 - ▶ Led to more paper bag usage
- ▶ Limitations to cart peeking
 - ▶ Cherry pits, pistachio shells, corn cobs have all escaped our peekers
 - ▶ Digester folks also haven't complained about these items since our volume is so small
 - ▶ But what happens if the collection was larger? What's the tipping point for contamination and can we stop it?



Questions?