



presents for the



US Composting
Council

Austin's Home Composting Rebate Program

A key piece of the Zero Waste Master Plan Puzzle

Daniela Ochoa Gonzalez, MPA

January 29th, 2013

Overview:

- 1. Relevance**
- 2. Description of the Rebate Program**
- 3. Progress & Results of the Rebate Program**
- 4. Impact**
- 5. Lessons Learned & Recommendations**

Aknowledgement

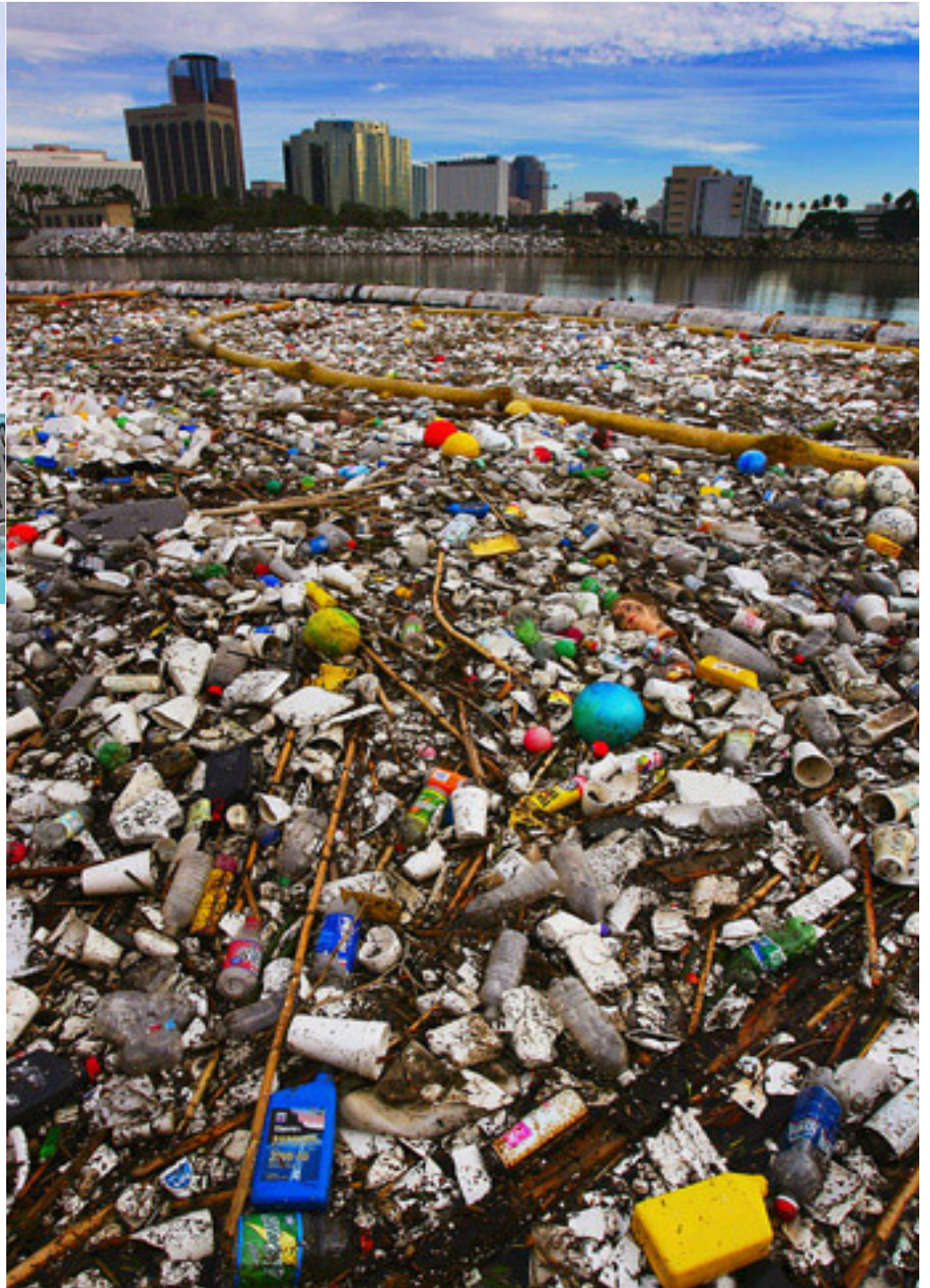
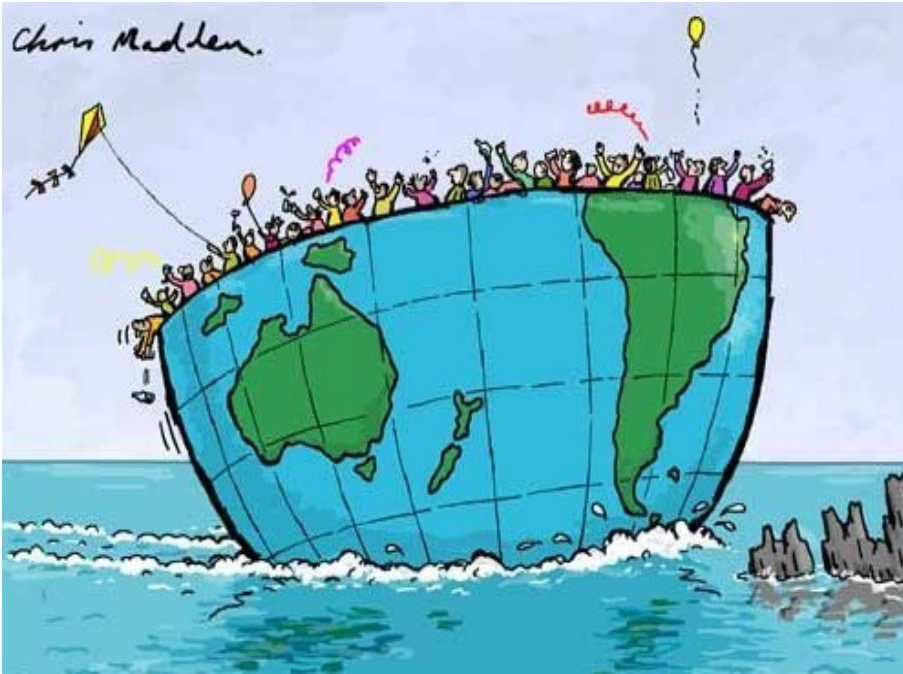


Thanks the City of Austin and Austin Resource Recovery for providing the detailed information needed to develop this report, analysis, and presentation. While this report was prepared independently without direct input from Austin Resource Recovery's program administrators, the staff from Austin Resource Recovery have agreed to review this report and consider the recommendations proposed in this report and shared to the Zero Waste Advisory Commission on November 2013.



1. Why

**is this report relevant
to the USCC attendees?**



Imagine Austin Comprehensive Plan



Austin's Zero Waste Strategic Plan
ARR Master Plan

Austin MSA Population History: 1900 to 2010

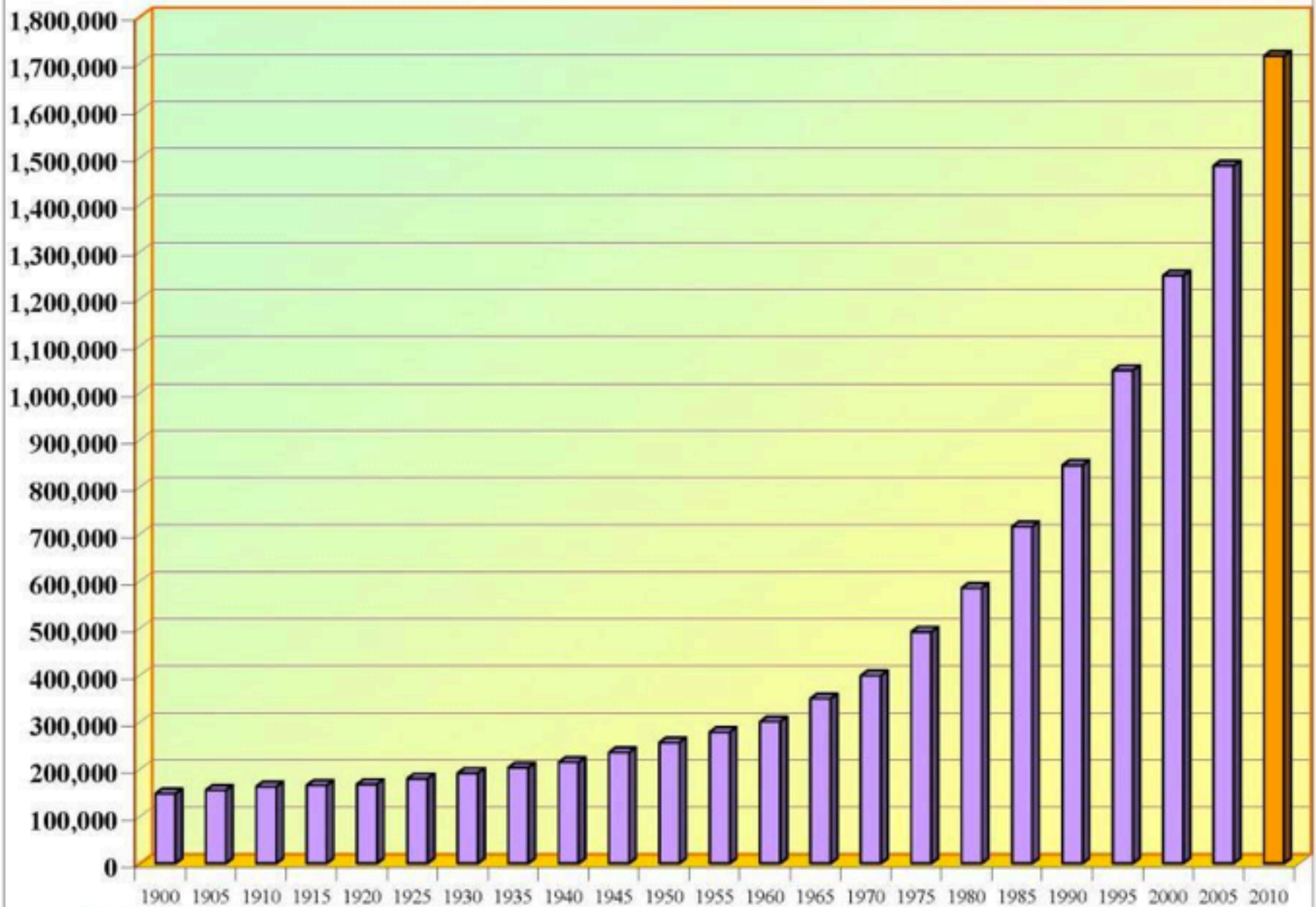
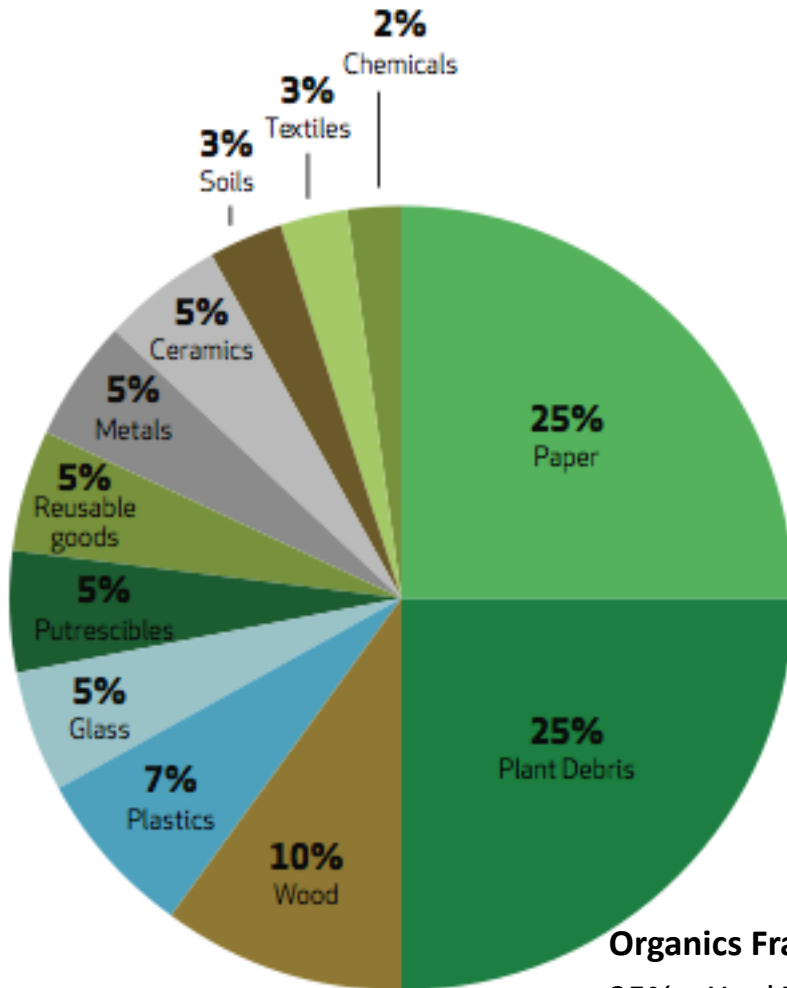


Image: Robinson, 2011. Department of Planning. City of Austin.

Percentage of Recyclables in Discards

Total tons generated: 1,445,300



Organics Fraction: (58-65%)

25% = Yard Trimmings

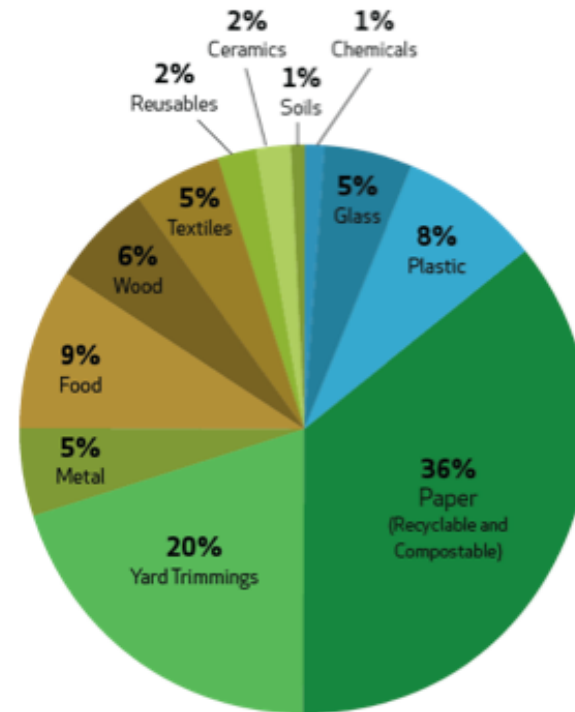
25% = Paper

5% = Food Waste

3-10% = Untreated Wood



controlled by City: 360,500



Organics Fraction: (50%)

20% = Yard Trimmings

18% = Food-Soiled Paper

9% = Food Waste

3% = Untreated Wood



Diversion Goals

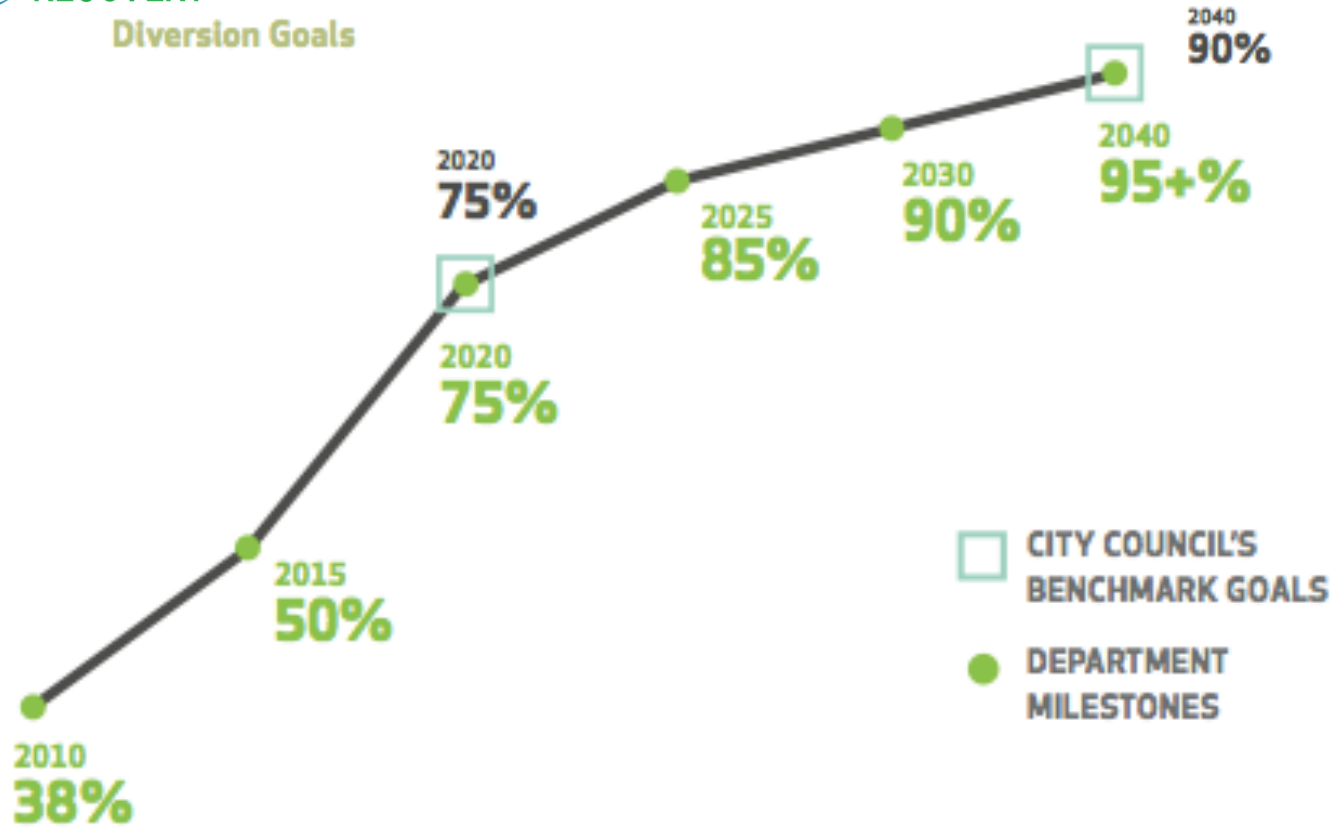


Image: Austin Resource Recovery Master Plan

**Residential
Yard
Trimming
+
Food Scraps
Collection**

**Universal
Recycling &
Composting
Ordinance**

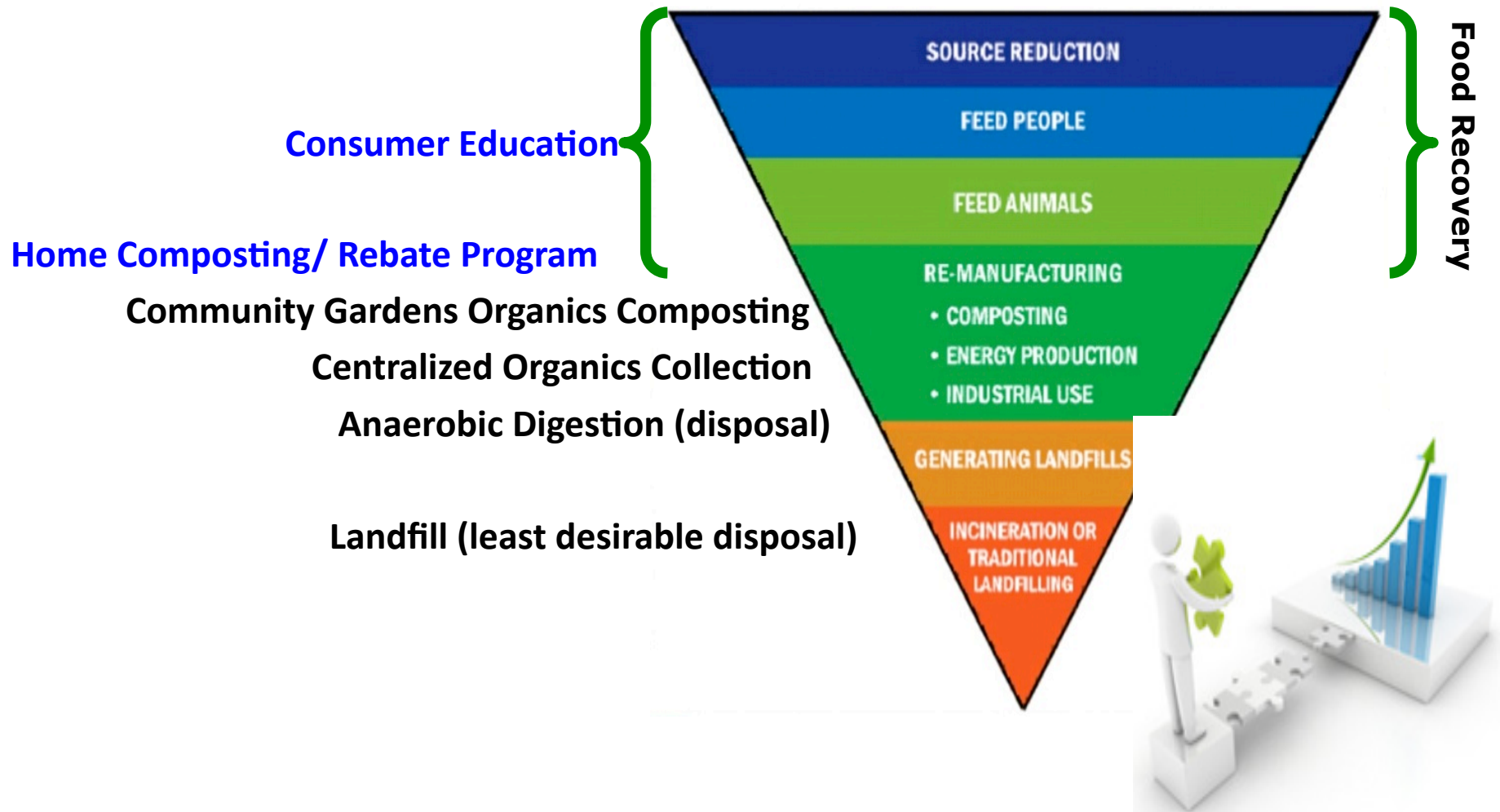
**Education
and
Awareness**

**Home Composting
Rebate Program**

“The main barrier to increased adoption of composting systems in the single family segments it’s education and awareness”

Austin Resource Recovery Master Plan

Rebates, a Small & Strategic piece of the ZW puzzle



Source:USCC Food Hierarchy Pyramid. Food Surplus & Salvage Working Group, SFPB. 1/23/2013.



2. What

**is the Home composting
program?**

Basic Home Composting Rebate

- 1. Downsize to a 32-gallon or 21  garbage cart**
- 2. Take a **free** composting class**
- 3.  Purchase a composting system**

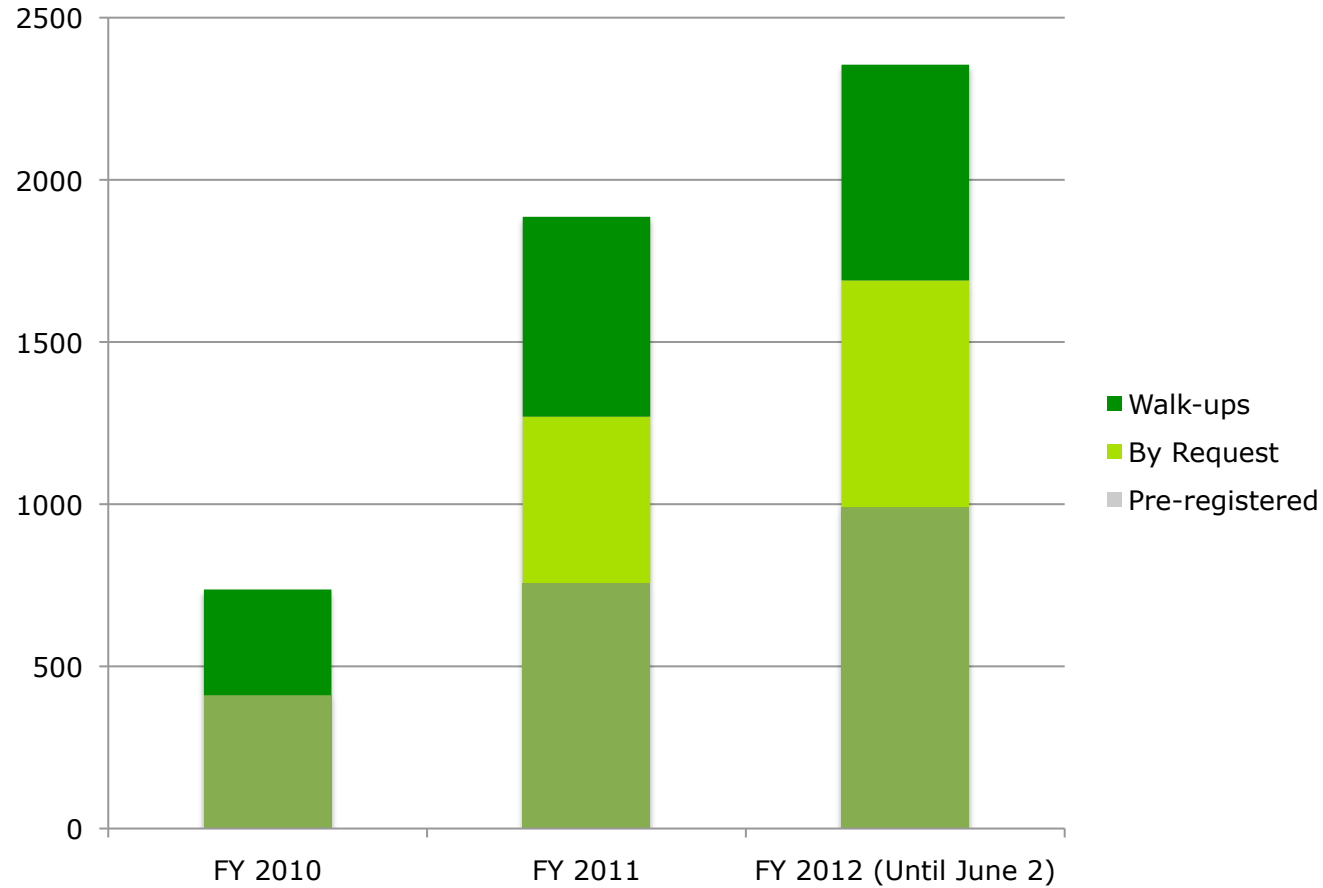
By taking these steps ARR costumers are eligible for a **75%** rebate off the purchase of a composting bin, up to **\$75**

3. What

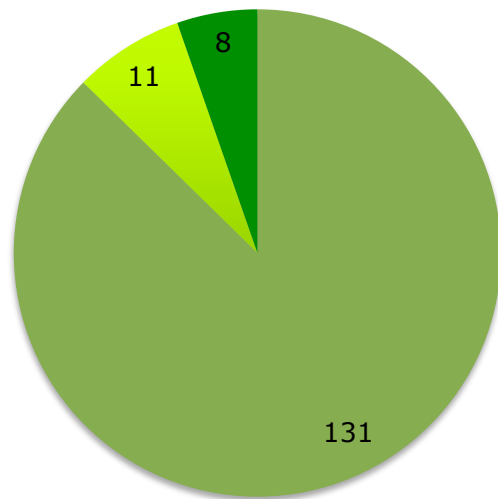
has been the outcome of the
**Home Composting Program so
far in terms of**

classes?

Home Composting Program Classes

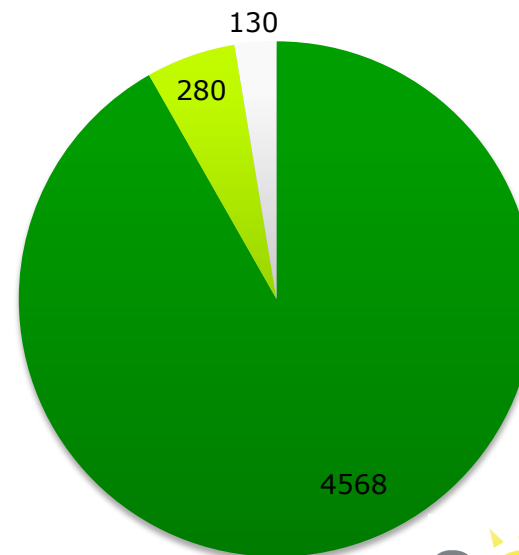


Home Composting Classes by Language



No. of classes:

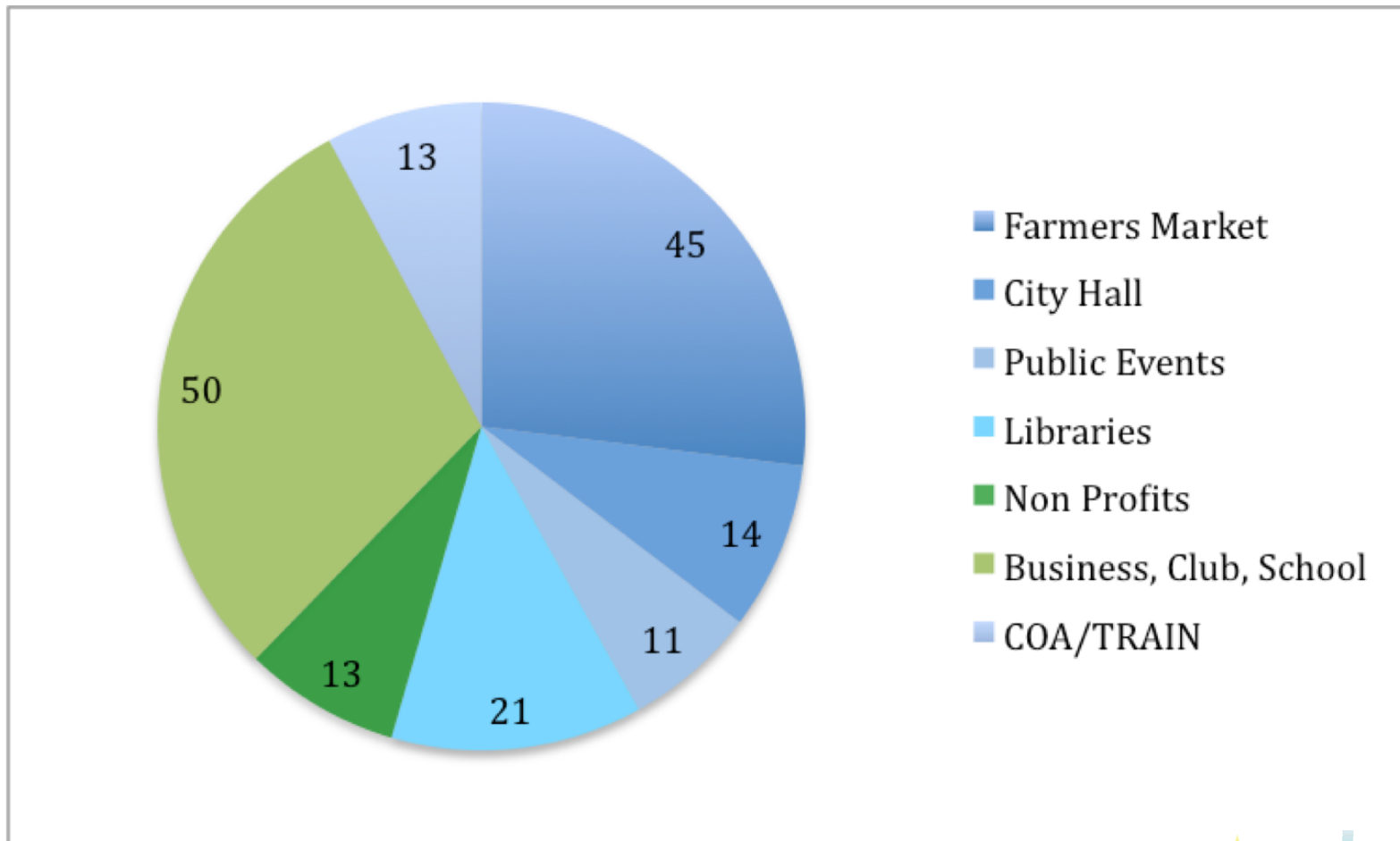
- English
- Bilingual
- Spanish



No. of attendees

- English
- Bilingual
- Spanish

Total Composting Classes by Class Category

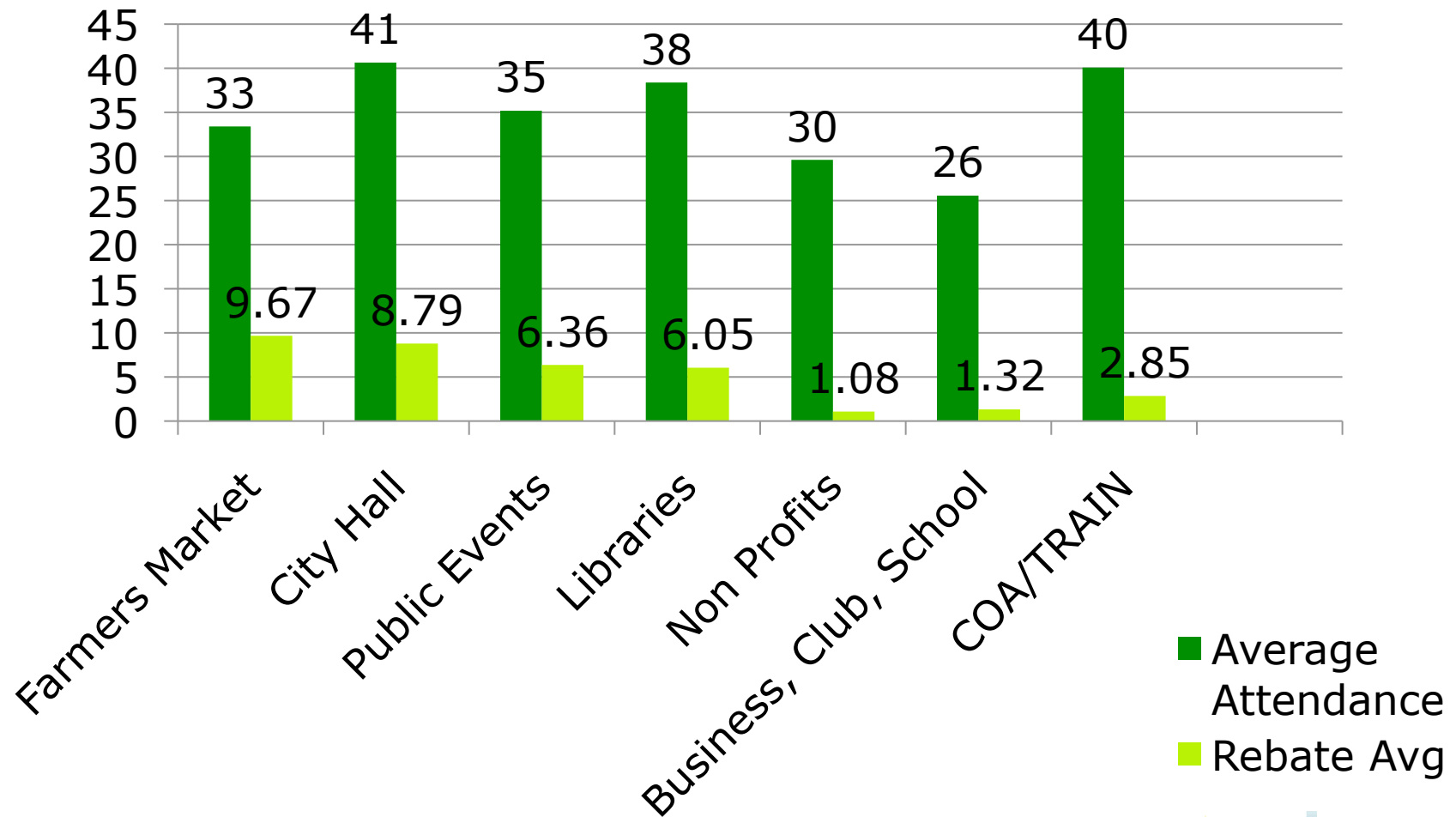


3^{1/2}. What

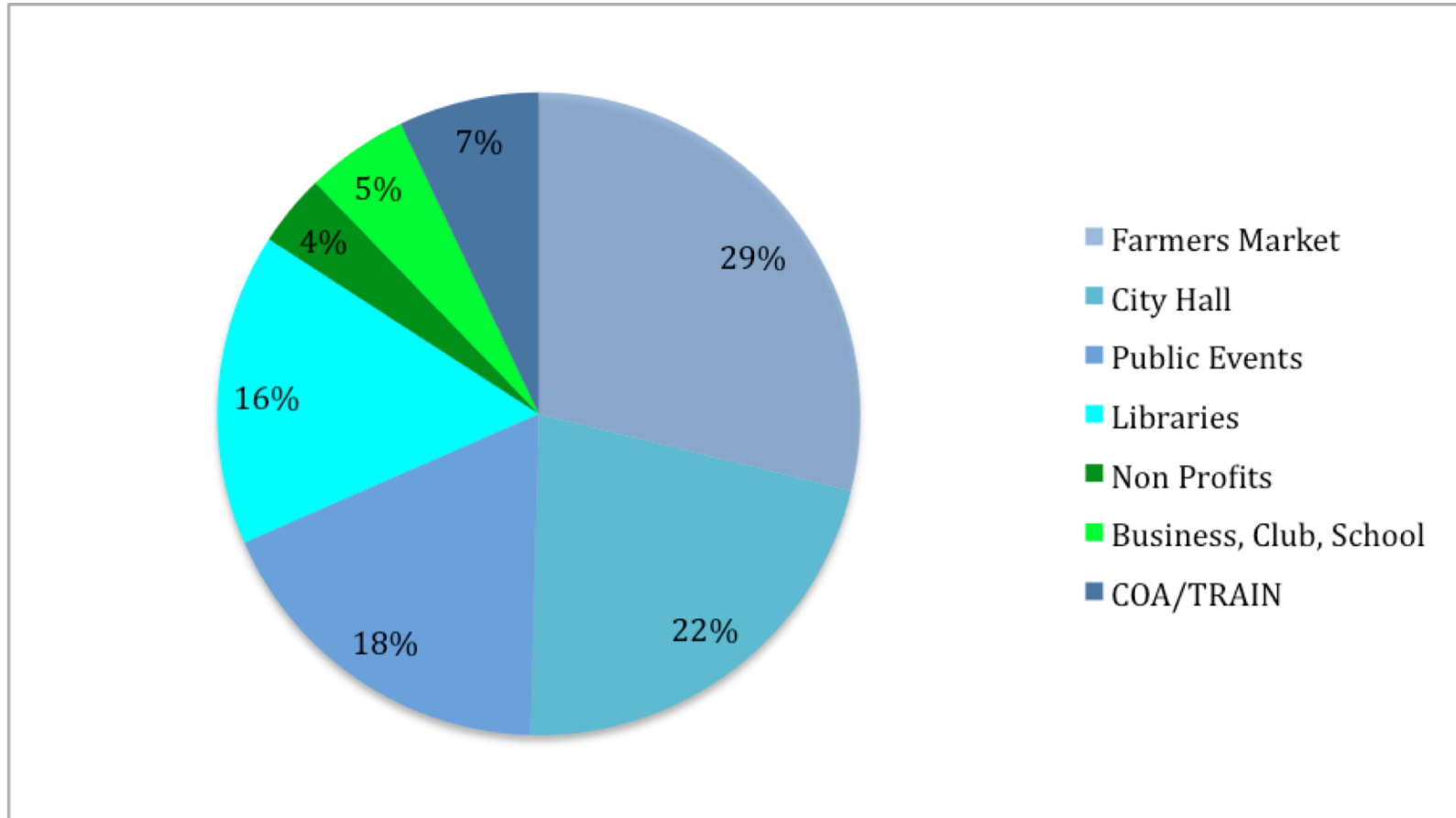
**has been the outcome of the
Home Composting Program so
far in terms of**

rebates?

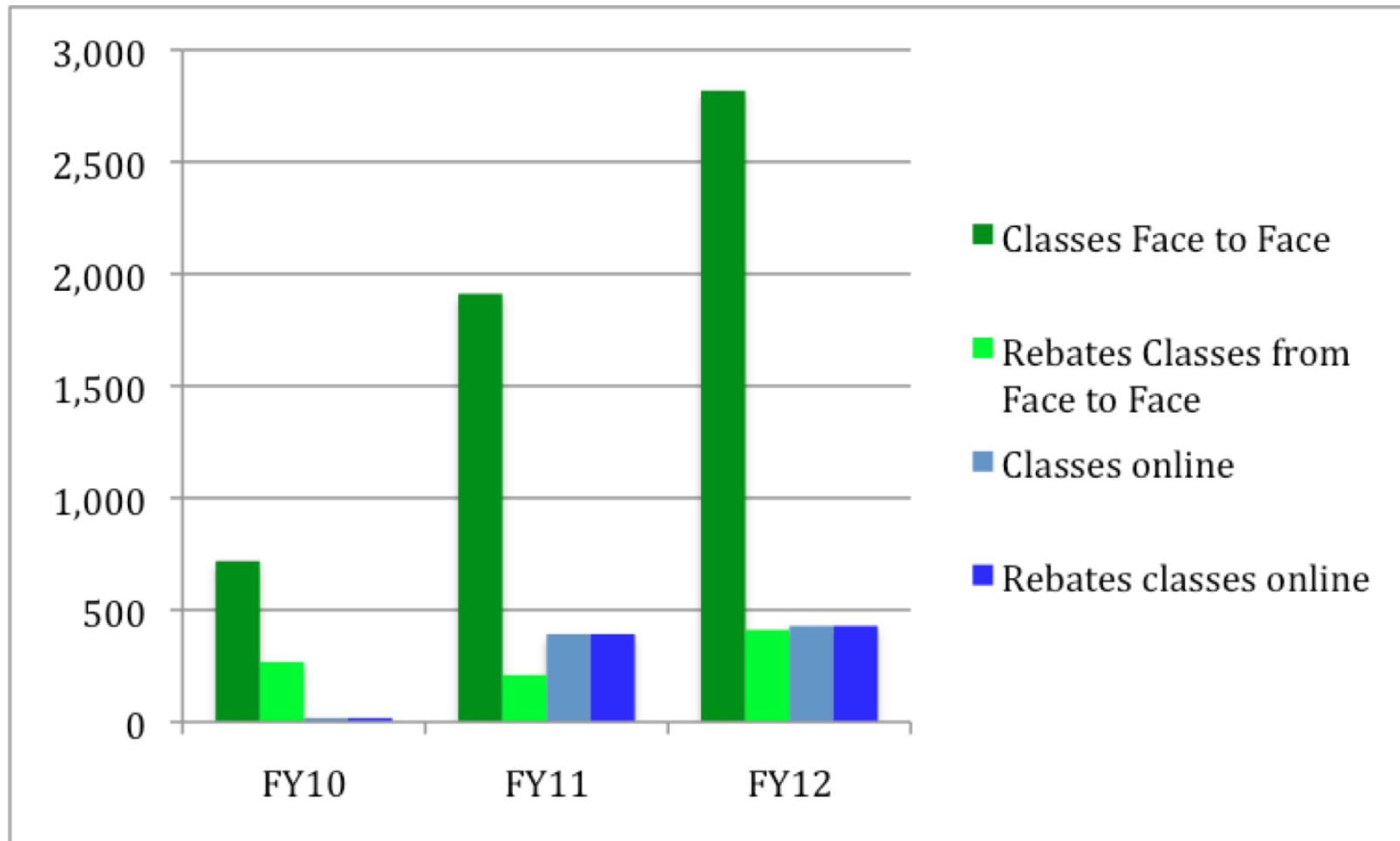
Average **Attendance** per class and Average number or **Rebates** per class category



Percentage of Rebates per Class Category



Rebates Provided at Classes Face To Face vs. Classes online



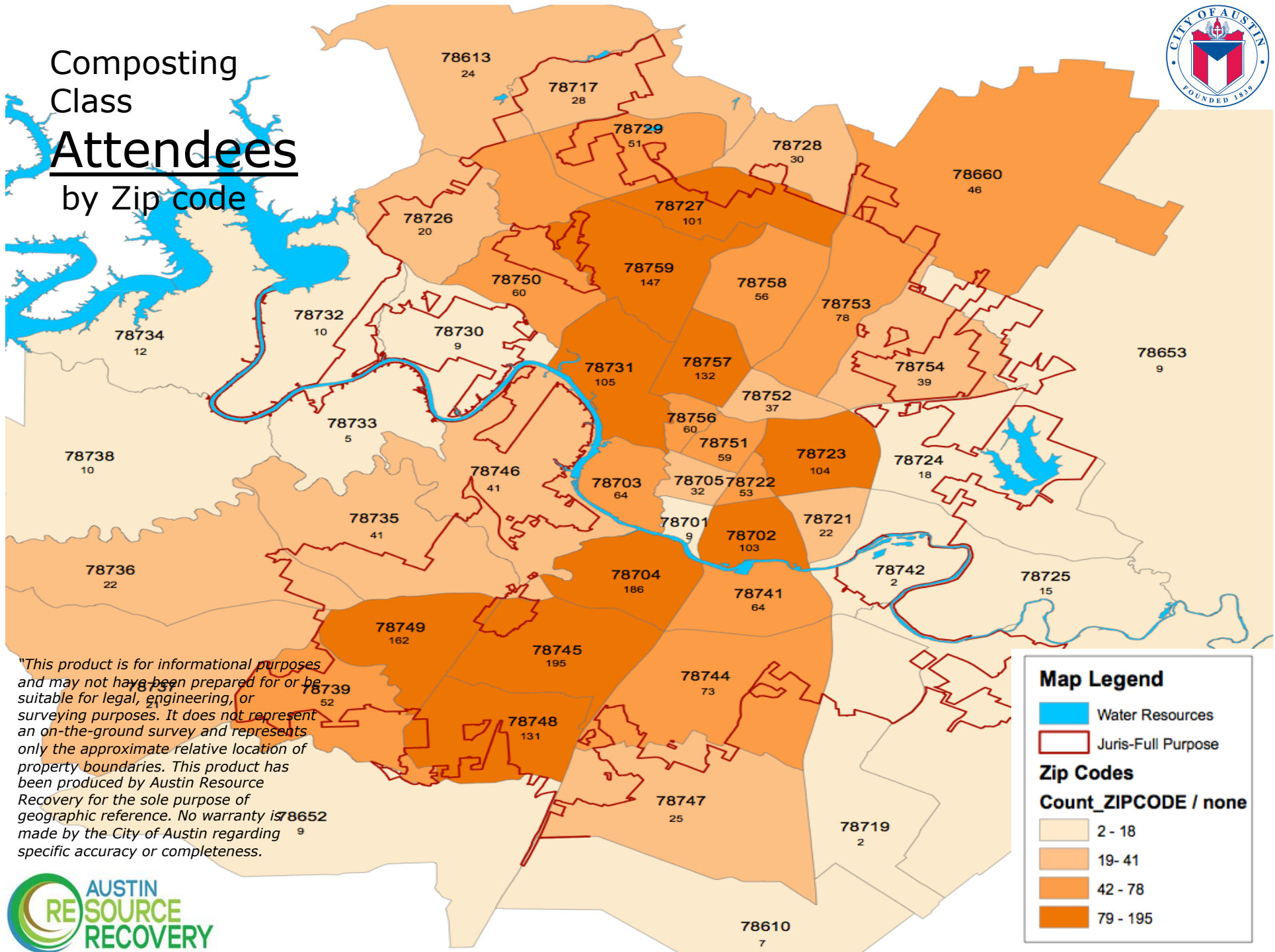


4. Where

**in Austin is the Impact of
this program?**



Composting Class Attendees by Zip code



"This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by Austin Resource Recovery for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness."

Map Legend

- Water Resources
- Juris-Full Purpose

Zip Codes

Count_ZIPCODE / none

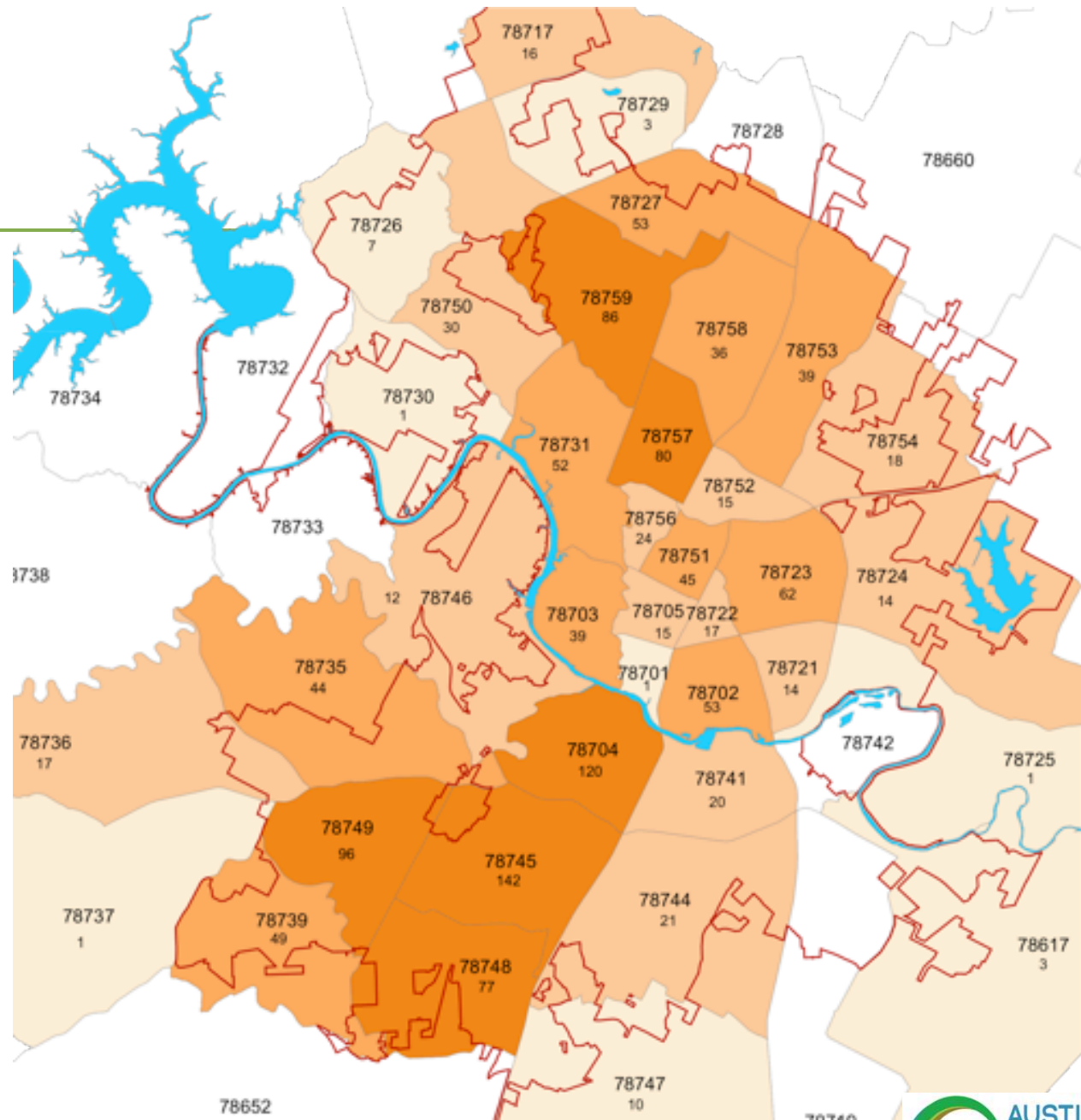
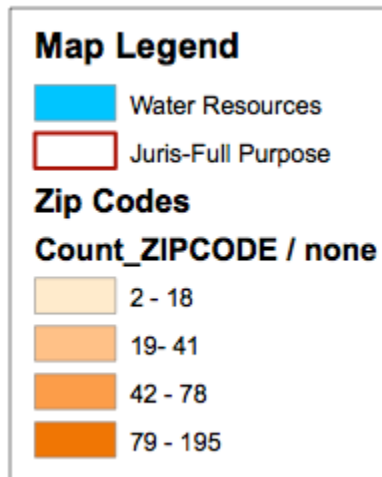
- 2 - 18
- 19- 41
- 42 - 78
- 79 - 195



Composting Class Rebates

by Zip code

"This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by Austin Resource Recovery for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness."



Section 8 Rental Housing Units 2012

n = 3,168

Austin, Texas

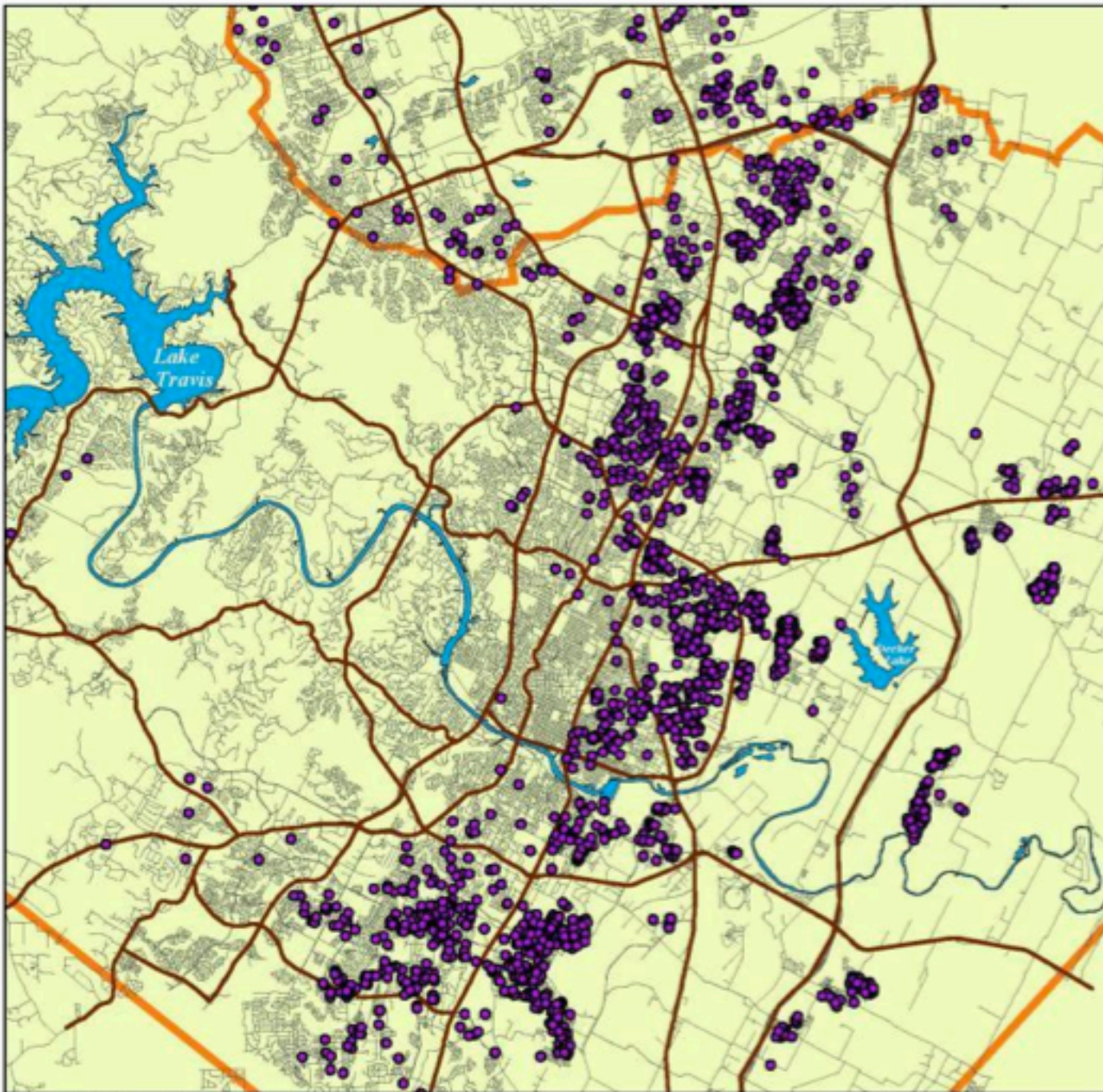


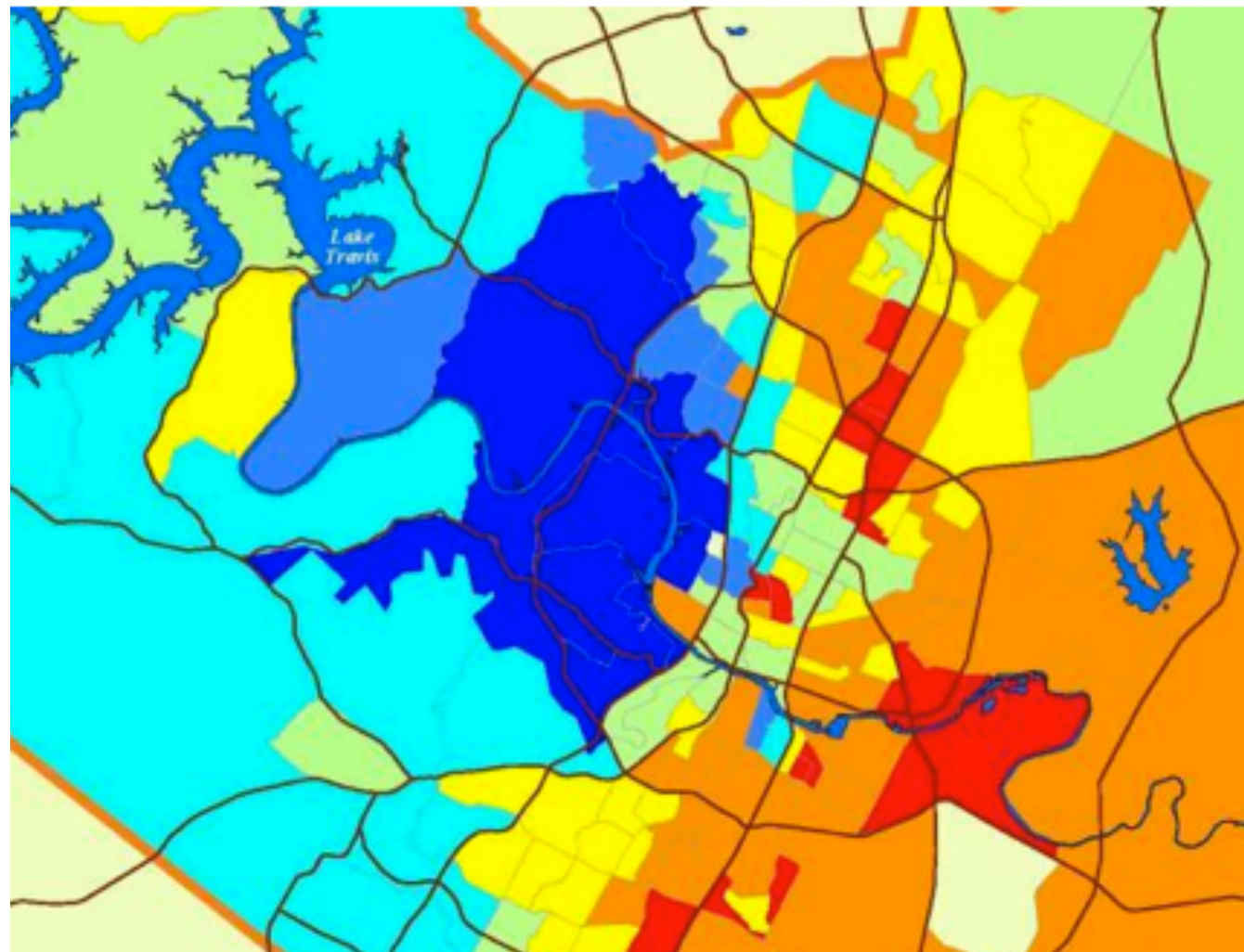
Image: Robinson, 2011. Department of Planning. City of Austin.

Median Family Income

Image: Robinson, 2011. Department of Planning. City of Austin.

American Community Survey 5-Year Estimate
Data: 2005--2009
US Census Bureau

Travis County



Median Family Income

- Less than \$30,000
- \$30,000 to \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$100,000
- \$100,000 to \$125,000
- \$125,000 to \$150,000
- \$150,000 Plus

Median Family Income by Ethnicity, City of Austin, 2009

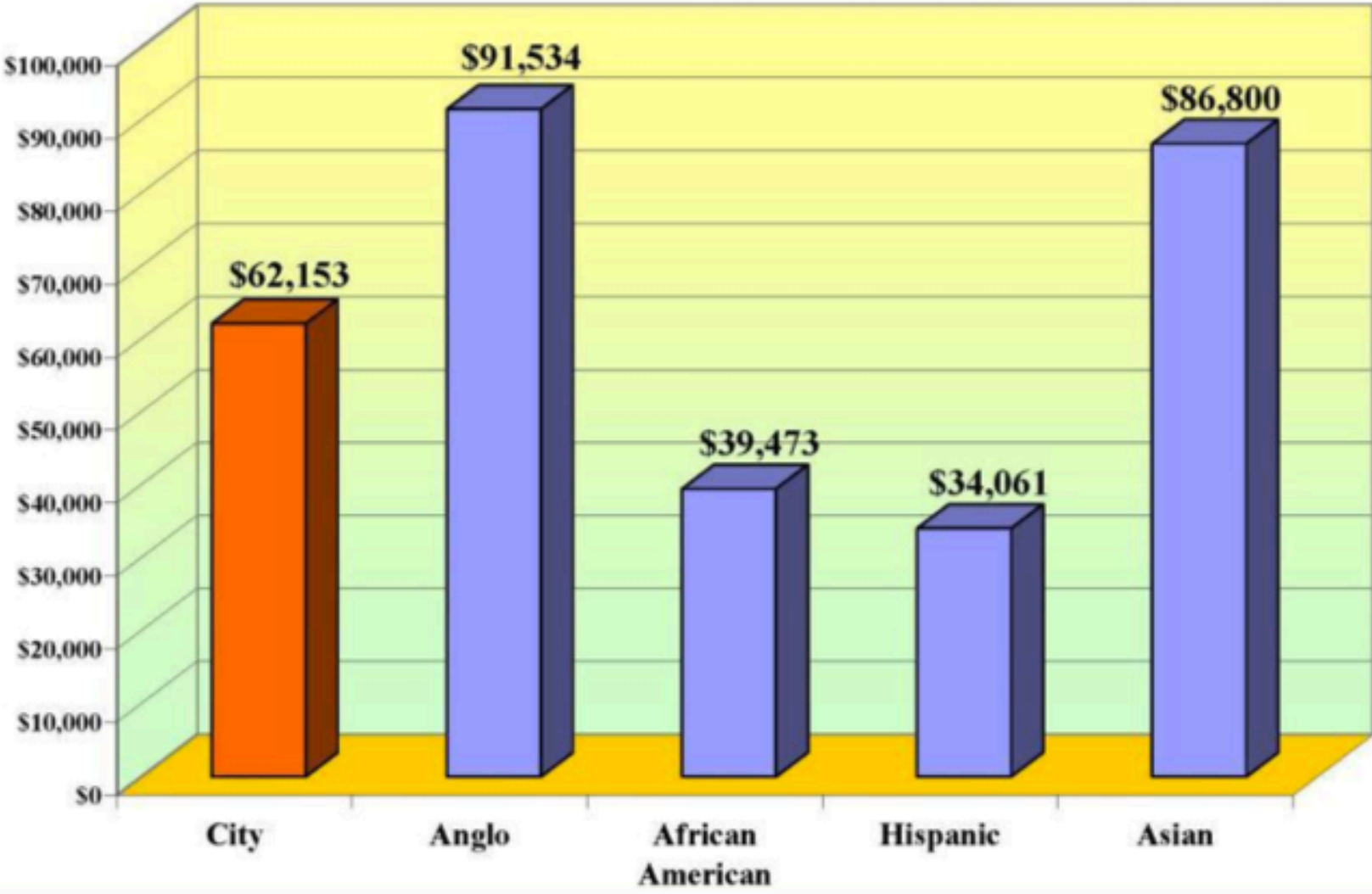


Image: Robinson, 2011. Department of Planning. City of Austin.

Asian Population in Austin, Census 2010

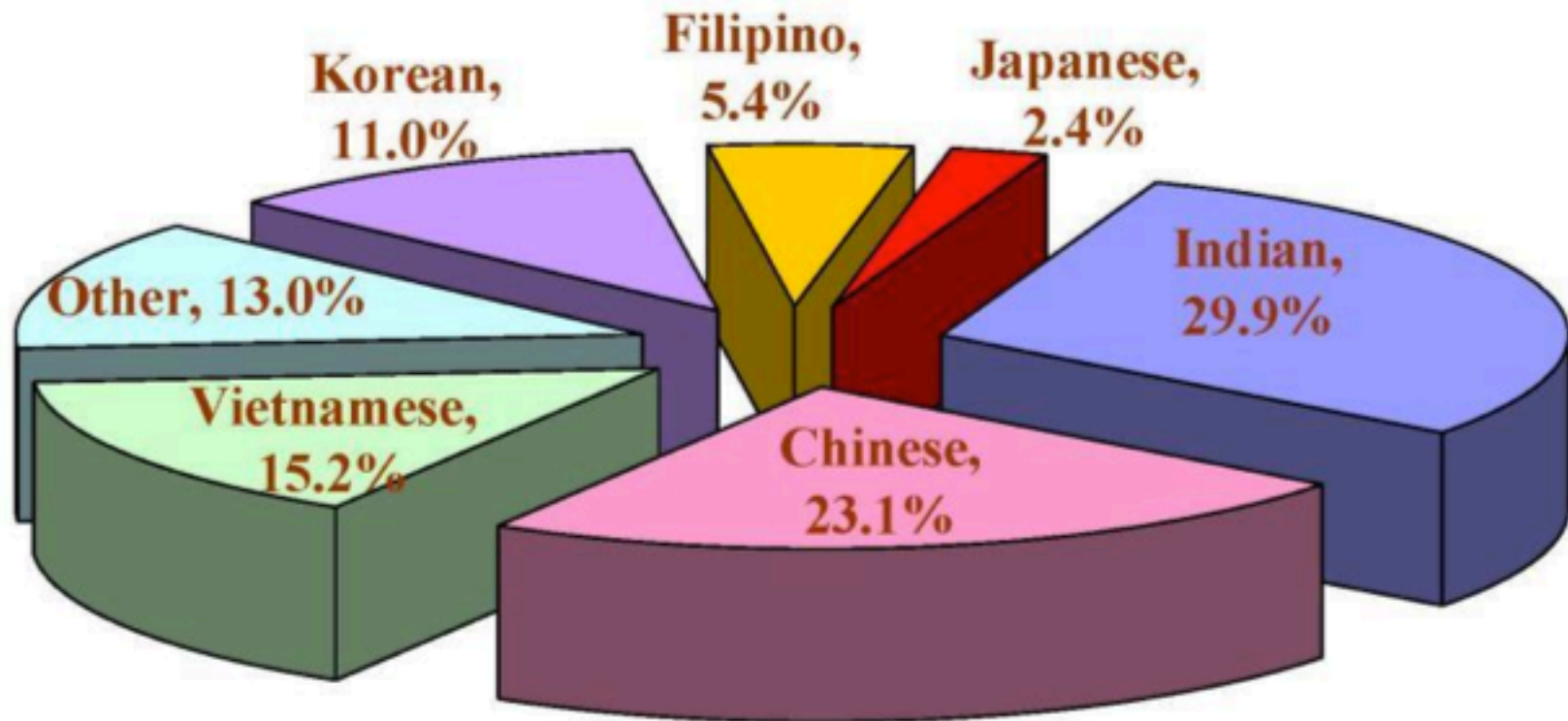


Image: Robinson, 2011. Department of Planning. City of Austin.

City of Austin, Total Population Growth by Racial and Ethnic Group, 2000 to 2010

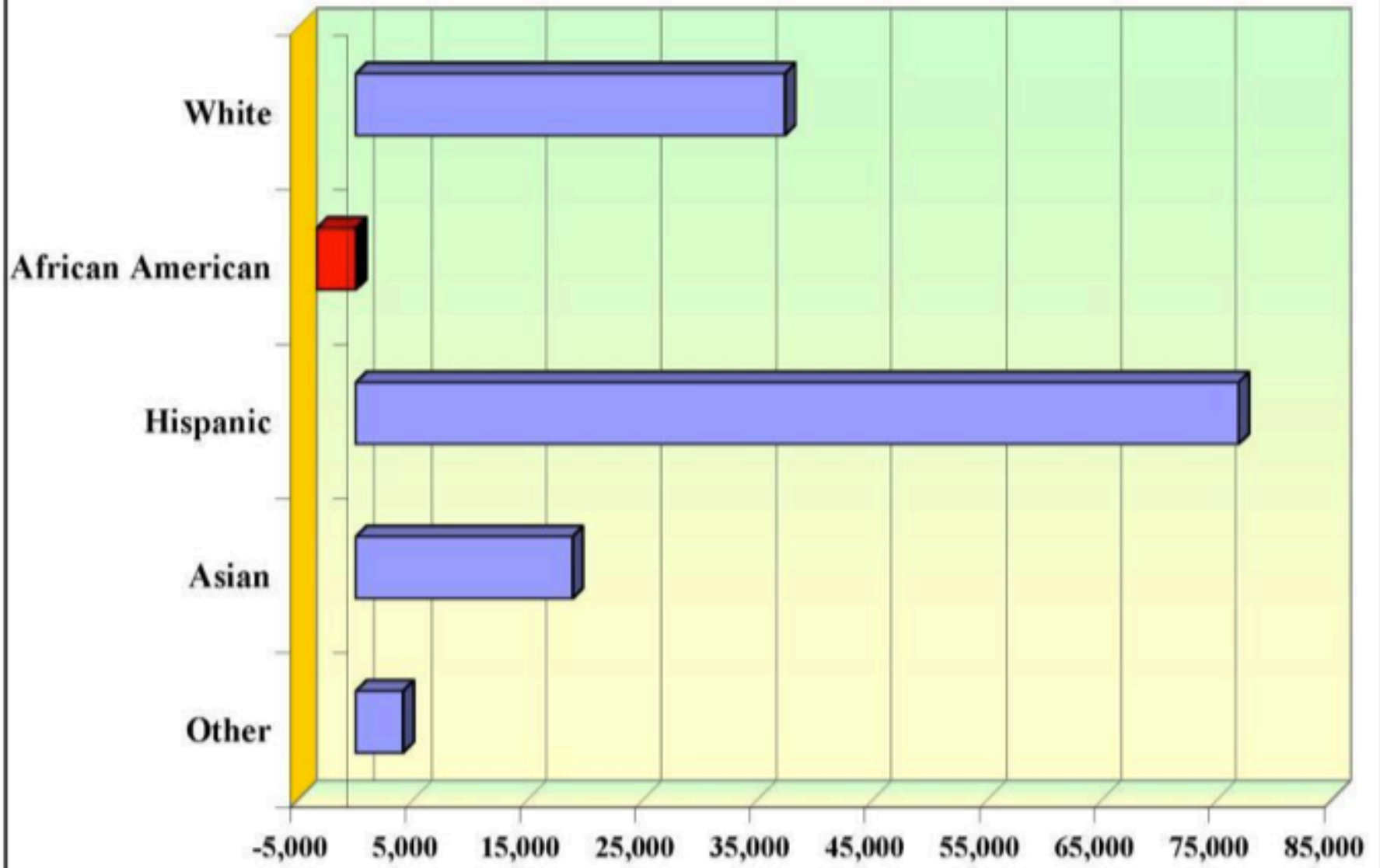
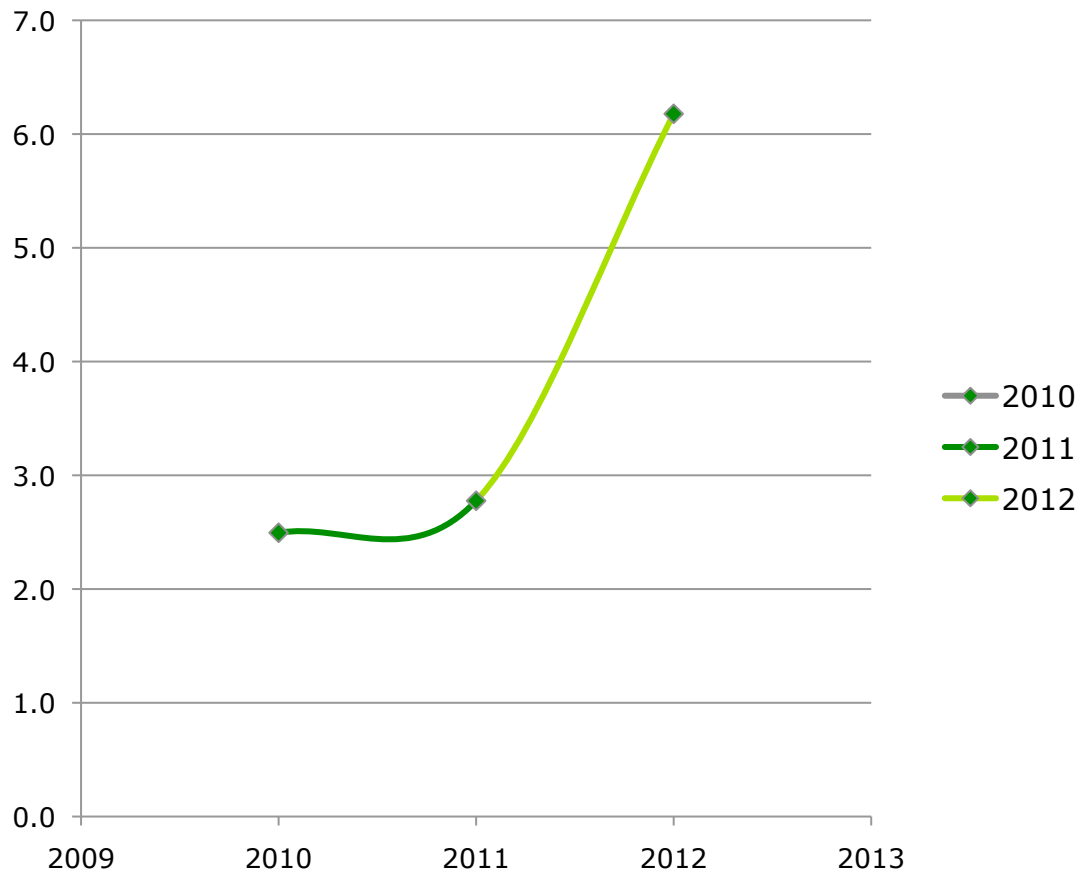


Image: Robinson, 2011. Department of Planning. City of Austin.

Number of class attendees needed per rebate application



Innovation Theory

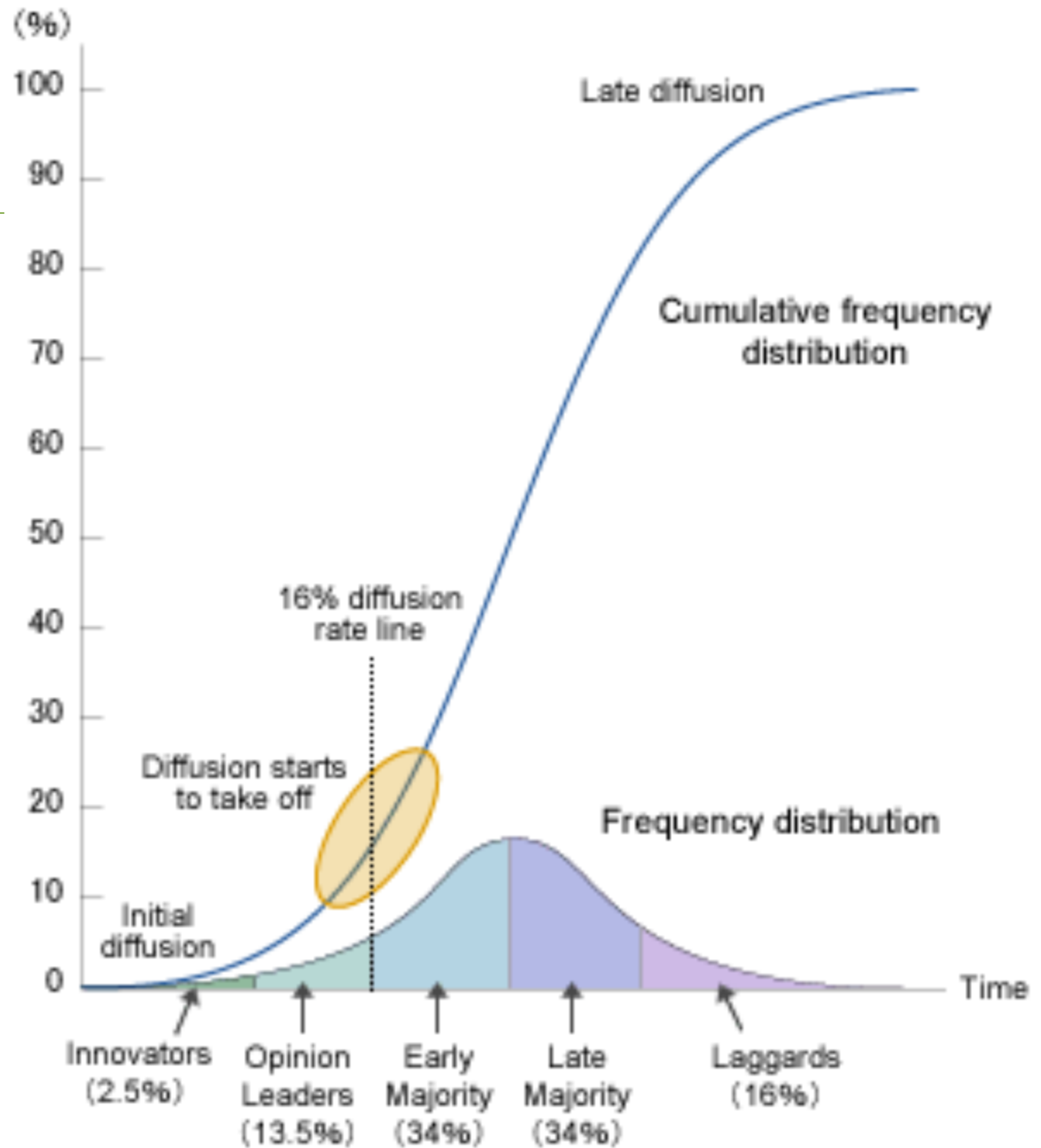
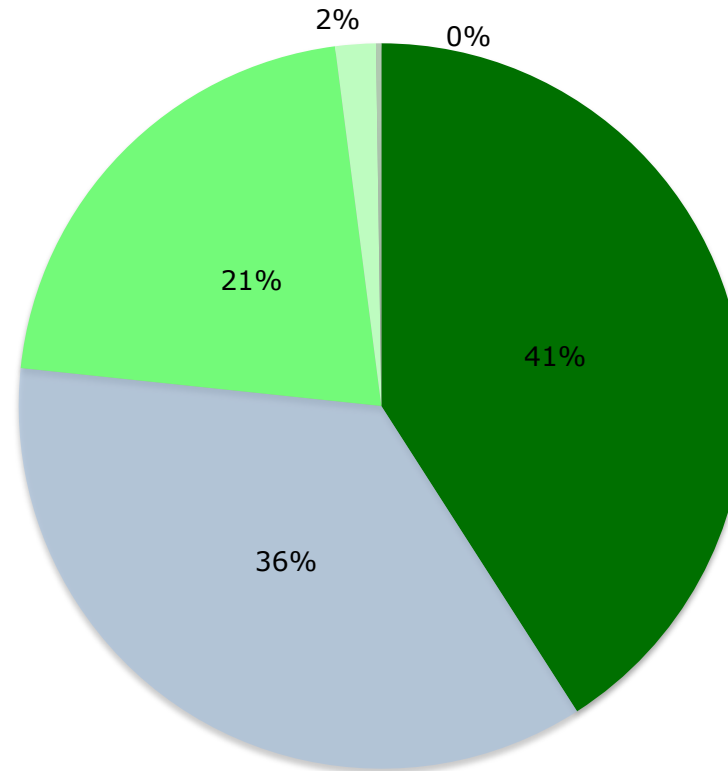


Image: Rogers, 1962. "Diffusion of Innovations"

	# of Rebates	Days to process
FY 2010	277	42
FY 2011	694	51
FY 2012	374	45
Total or Average	1345	46



How long it takes people to apply?

- 1 week or less
- 1 week to a month
- 1 month to 6 months
- 6 months to 1 year
- 1 year+

Survey responses show a 88% of the participants reduce some or even drastically the amount of trash their home produces:

Table 8. Responses from Survey

Since I started composting, the amount of trash my household generates has:	Responses	Reduced drastically		Reduced some		Stayed the same		Increased Some		Increased drastically	
		Responses	%	Responses	%	Responses	%	Responses	%	Responses	%
	304	111	37%	156	51%	35	12%	0	0%	2	1%

"This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by Austin Resource Recovery for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

Survey Results

Map Legend

Composting Results SINCE I STARTED

- Increased drastically
- Reduced drastically
- Reduced some
- Stayed the same

Water Resources

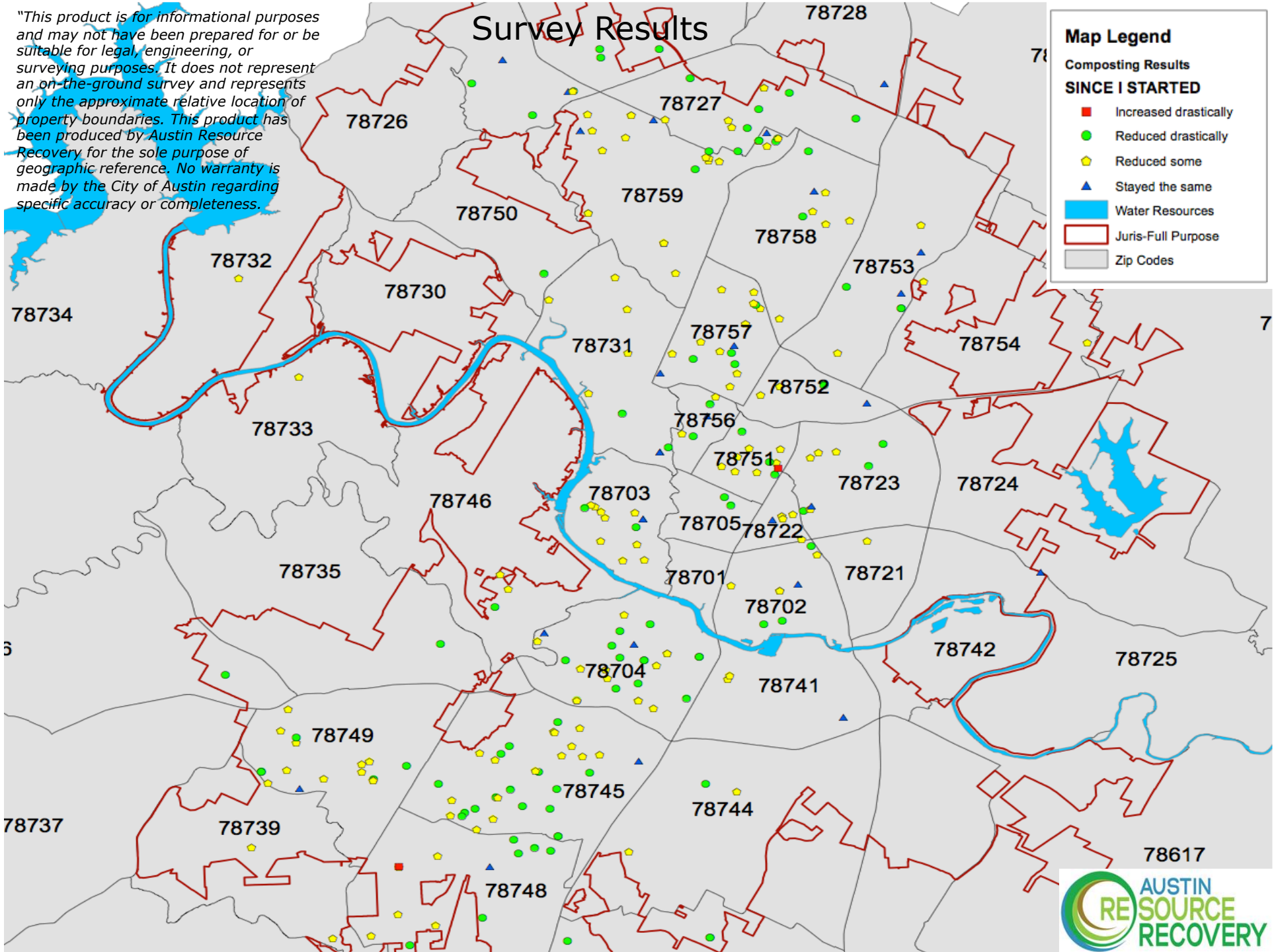
- Water Resources

Juris-Full Purpose

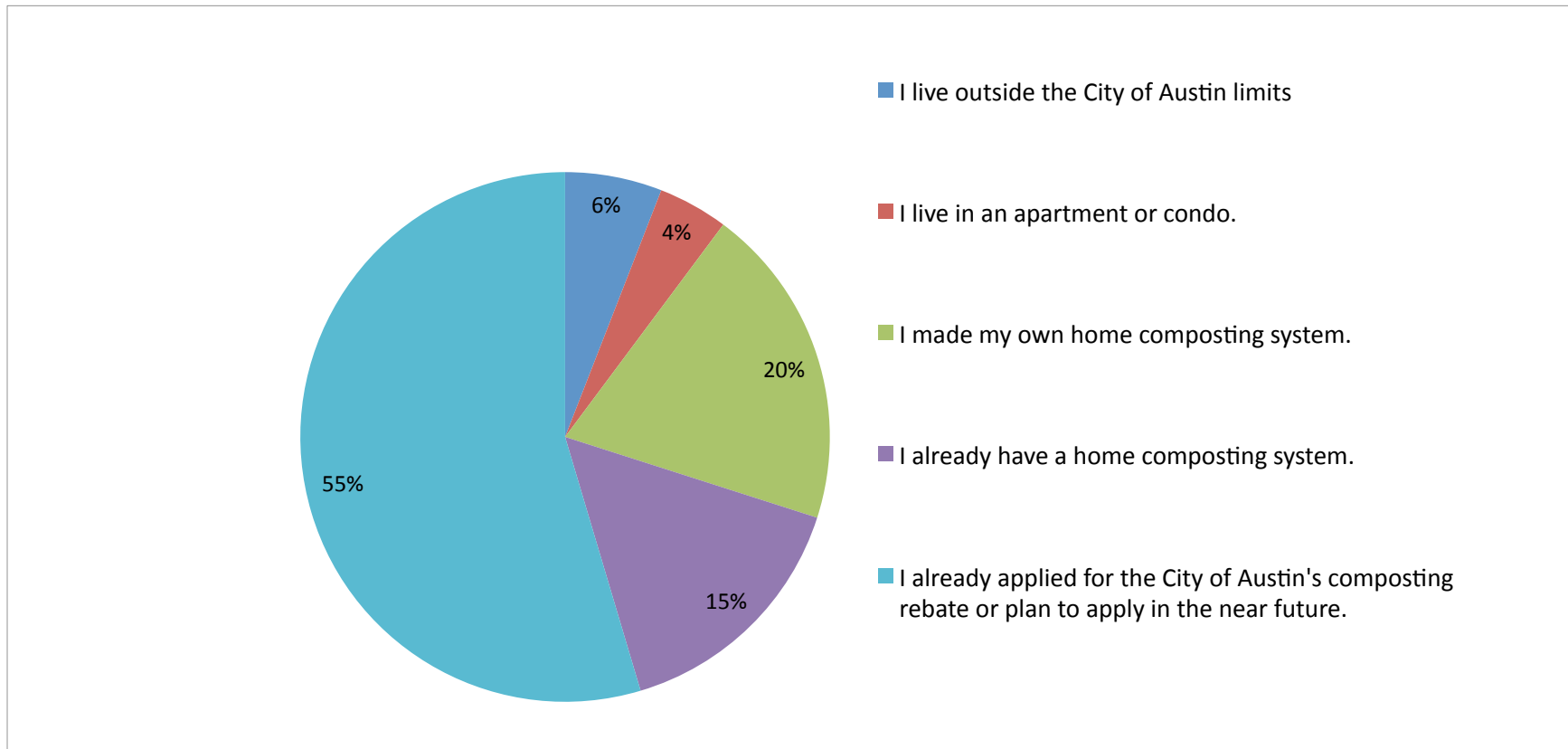
- Juris-Full Purpose


Zip Codes

- Zip Codes

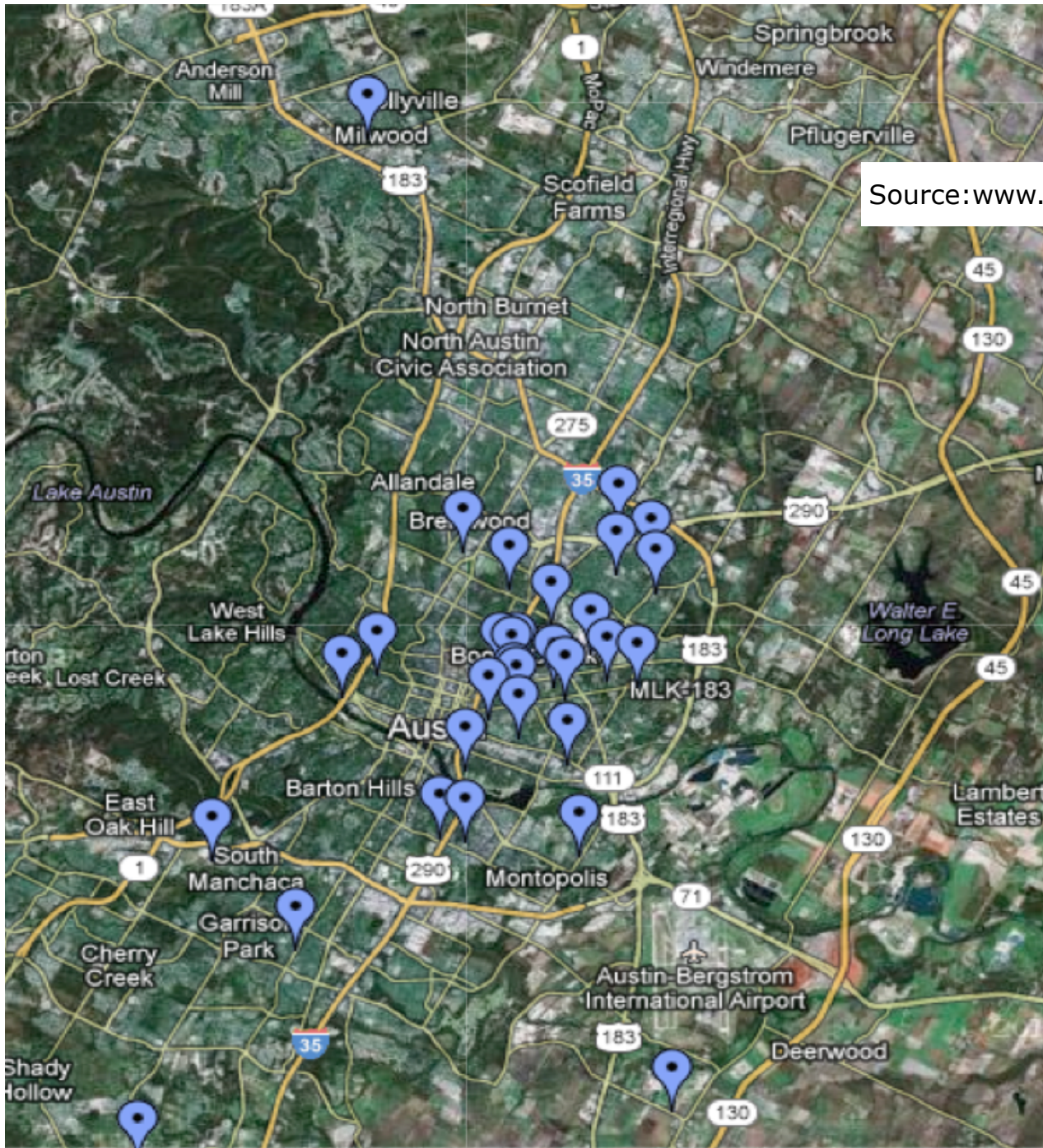


If you have not applied for the City of Austin's composting rebate, why not?





5. Lessons Learned & Recommendations



Source: www.communitygardensaustin.org

"This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries. This product has been produced by Austin Resource Recovery for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness."



Lessons Learned and Recommendations:

1. Continue & Expand Composting Education:

Strategic locations and Strategic resources

2. Continue Strategic Partnerships

City Council & other city departments, Libraries, Recreation Services Non-Profits and Community Gardens

3. Add a Voucher Program

4. Reframe success metrics for this program beyond rebate applicants.

Lessons Learned and Recommendations (cont.):

- 5. Master & Junior Composter Certification Programs**
- 6. Maintain the cart size reduction as a requirement for a full rebate**
- 7. Consider alternative ways to finance a partial or full rebate for multi-families.**
- 8. Consider providing of facilitating advance composting classes/ panels**

Thank you!



www.solurso.org

Daniela Ochoa González
daniela@solurso.org
C:512-744-5753

Links and resources:

- Austin's Home Rebate Program Video & Factsheet:
<http://www.austintexas.gov/composting>
- Austin Resource Recovery Information:
www.austinrecycles.com
- Austin Zero Waste Advisory Commission:
<http://www.austintexas.gov/zwac>
<http://www.austintexas.gov/departments/channel-6>
- Austin's Sustainable Food Policy Board:
<http://www.austintexas.gov/sfpb>