

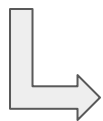
A New Strategy for Expanding NYC's Curbside Composting Program

Chloe Bergsma-Safar
Winter 2022

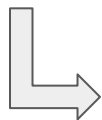


The DSNY's Current Expansion Strategy

Based on **sign-ups**, no targeted outreach



Potential downsides?

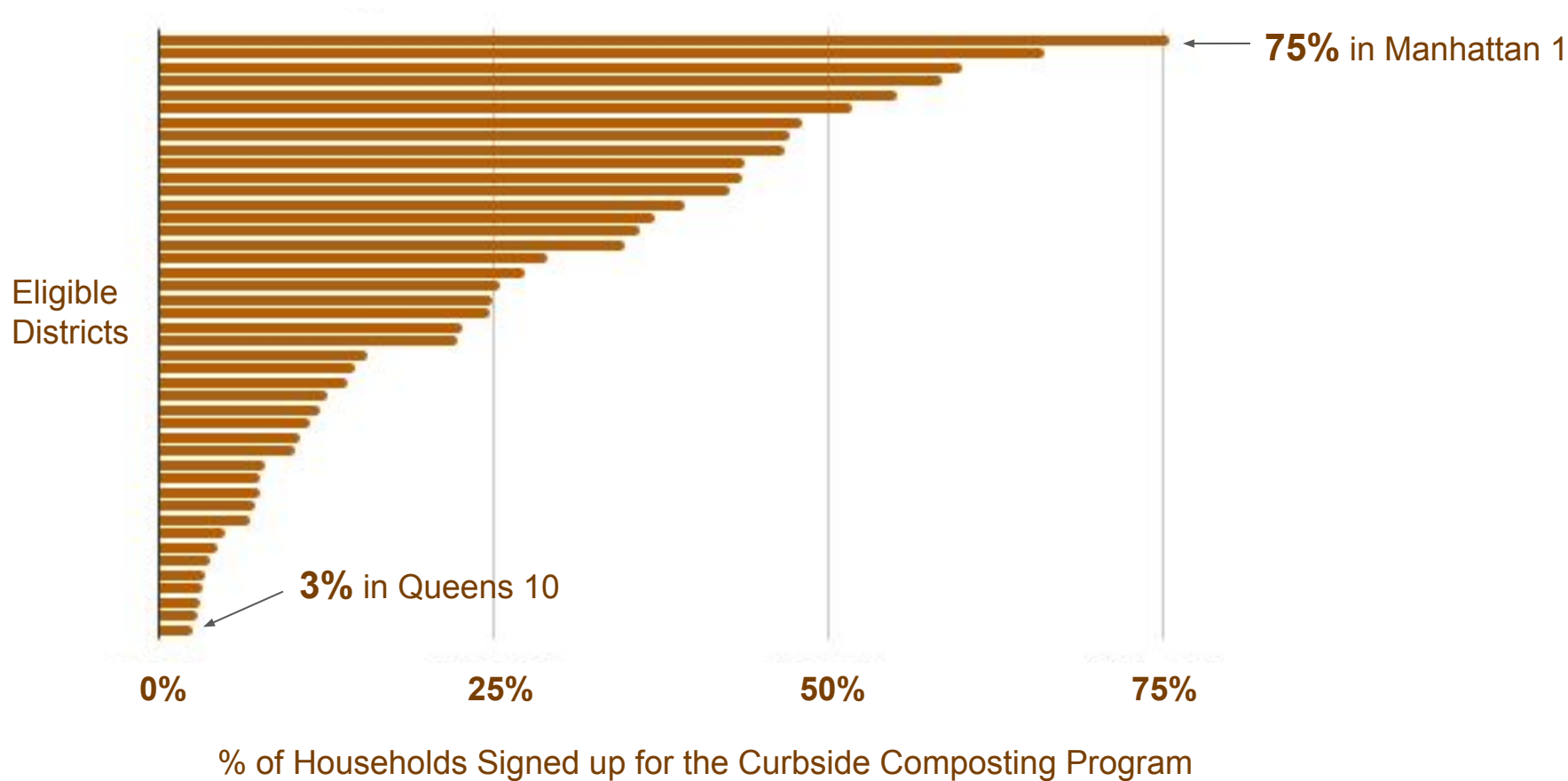


Might be systematically excluding households that don't know:

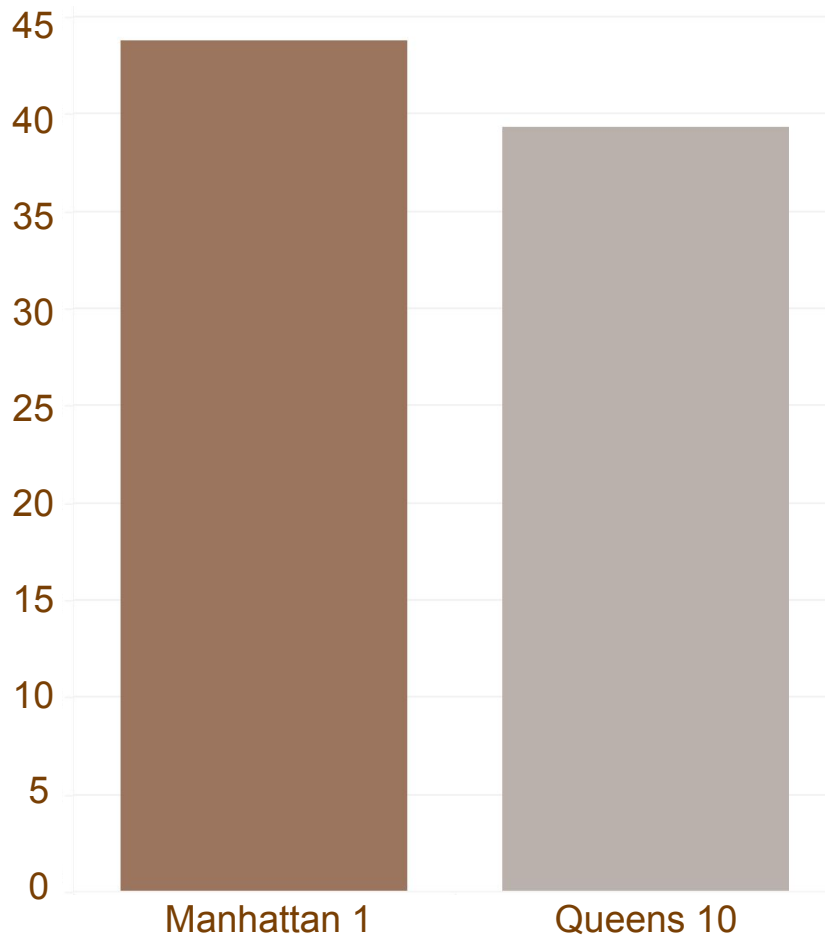
- what composting is
- about the program
- that sign-up is required



Approximately **29%**
of households in eligible districts
have signed up



Total Households (thousands)



Hypothesis

Outreach in eligible districts with low sign-ups that have...



<



>

...will increase sign-up rates (and, thus, expansion).

Proposed New Strategy

1.

Visualize districts by

- % of households signed up
- Amount of trash
- Access to composting

2.

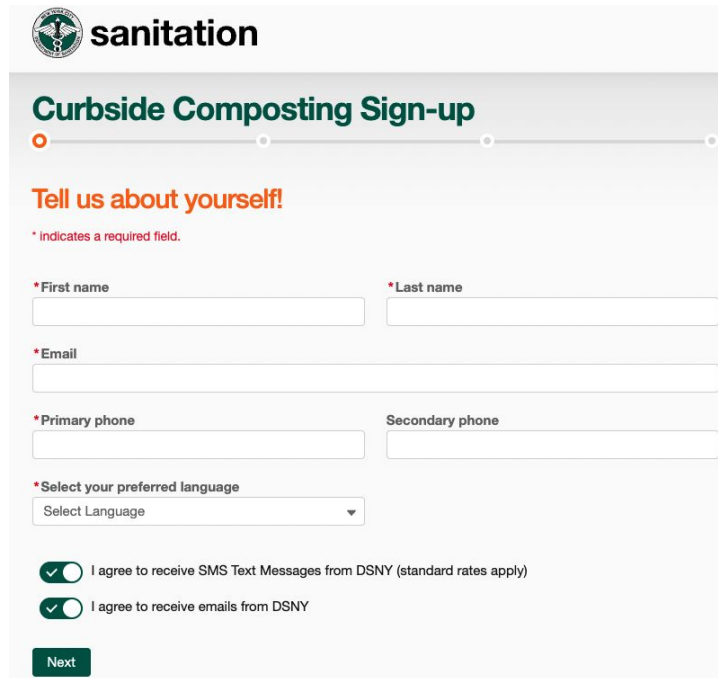
Create an index to prioritize districts for outreach

3.

Conduct outreach in districts with highest index scores to **increase sign-ups**

Measures of Success

- Index accurately ranks districts
- Sign-up rates after outreach > sign-up rates before outreach



The image shows a web form titled "sanitation" with a logo featuring a caduceus. The main heading is "Curbside Composting Sign-up". Below this is a progress bar with four steps, the first of which is active. The section "Tell us about yourself!" includes a note: "* Indicates a required field." The form fields are: "* First name" and "* Last name" (text boxes), "* Email" (text box), "* Primary phone" and "Secondary phone" (text boxes), and "* Select your preferred language" (dropdown menu). At the bottom, there are two checkboxes: "I agree to receive SMS Text Messages from DSNY (standard rates apply)" and "I agree to receive emails from DSNY", both of which are checked. A "Next" button is located at the bottom right.

sanitation

Curbside Composting Sign-up

Tell us about yourself!

* Indicates a required field.

* First name

* Last name

* Email

* Primary phone

Secondary phone

* Select your preferred language
Select Language ▼

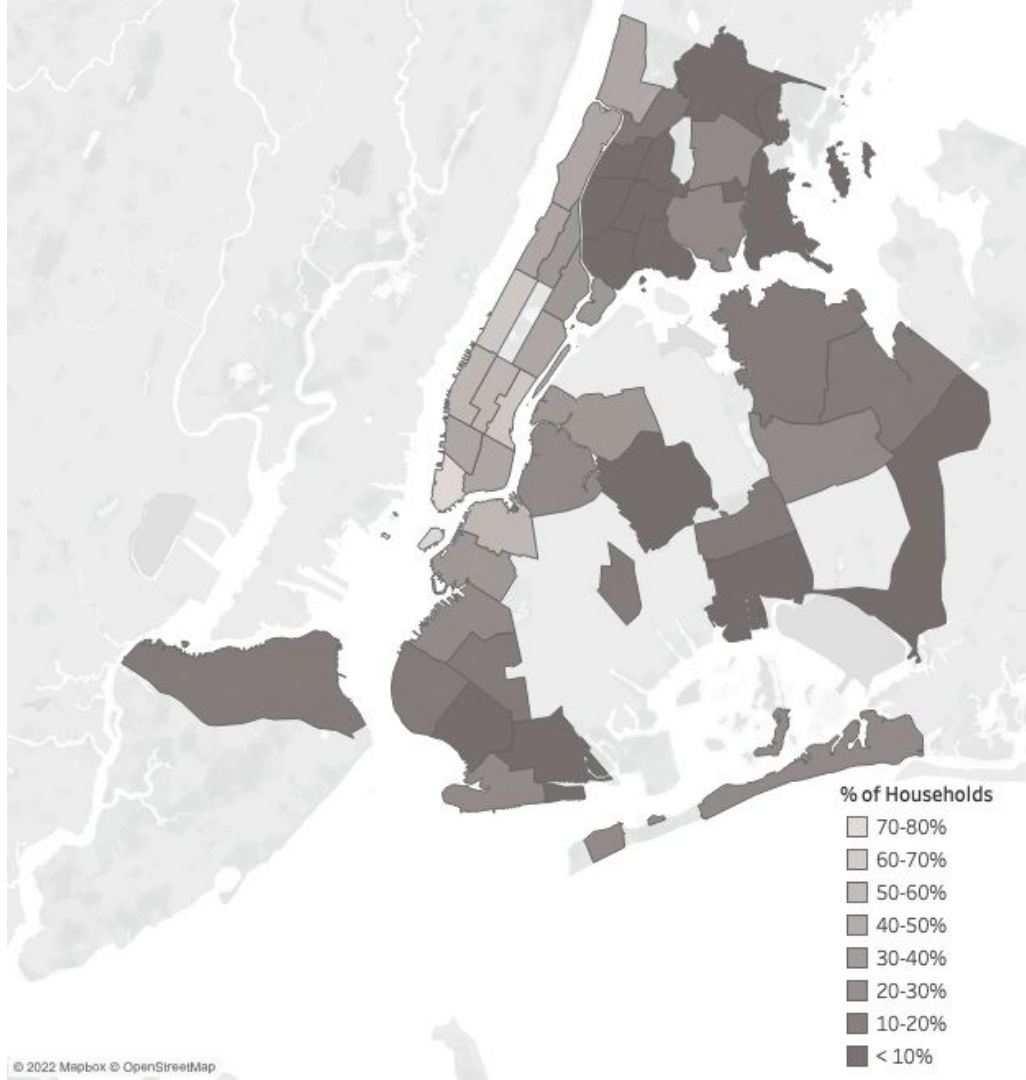
☒ I agree to receive SMS Text Messages from DSNY (standard rates apply)

☒ I agree to receive emails from DSNY

Next

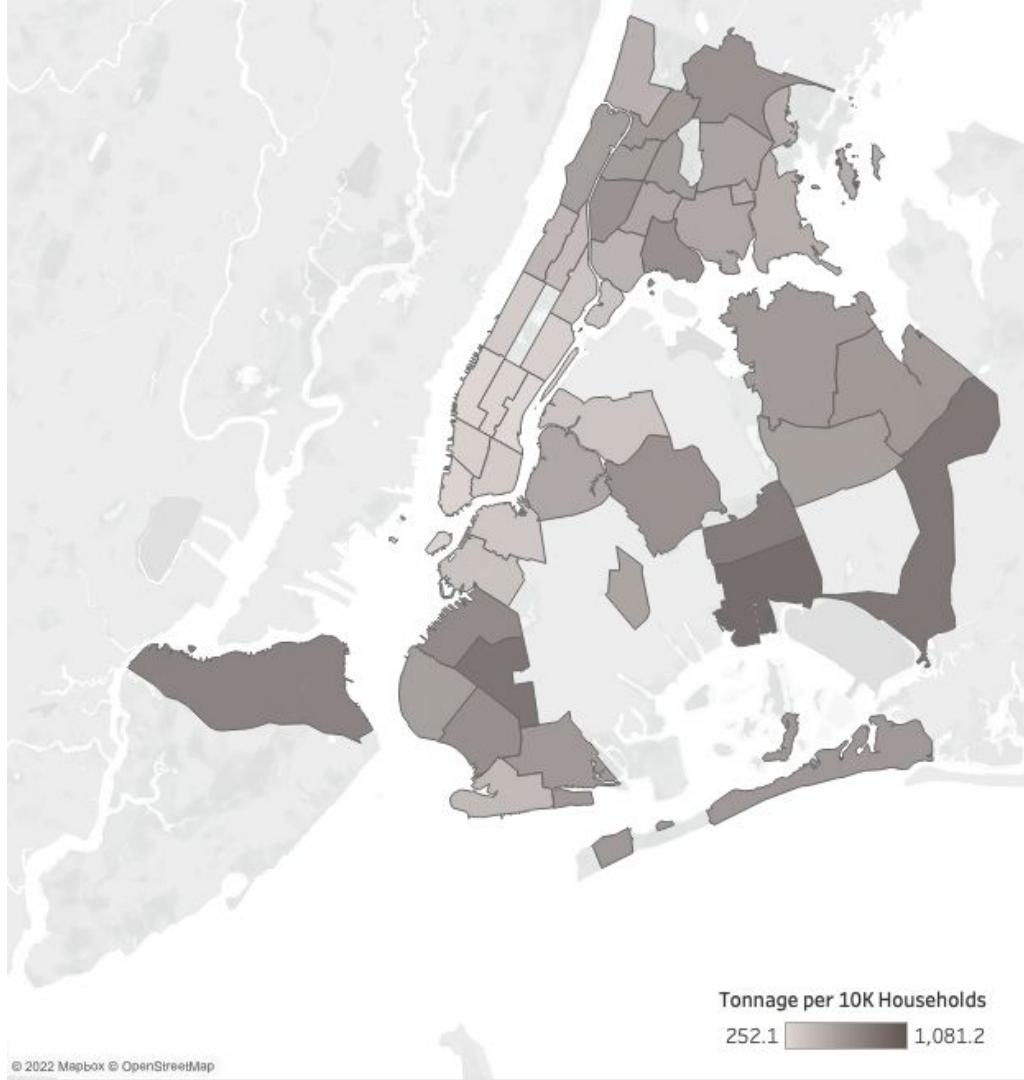
% of Households Signed up for the Program

Time period:
August - December 2021

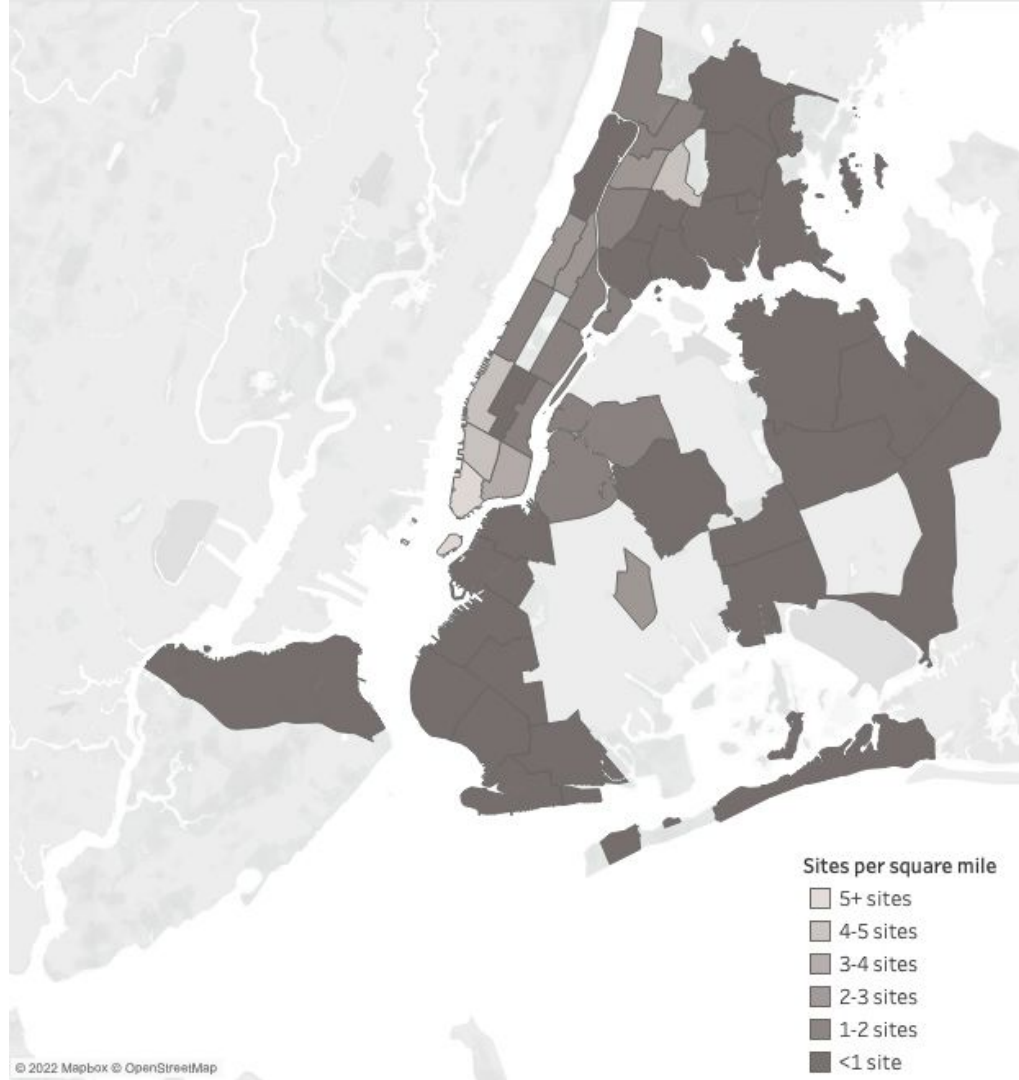


Average Monthly Tonnage of Refuse Collection per 10K Households

Time period:
June 2020 - September 2021
(*when the program was
suspended*)



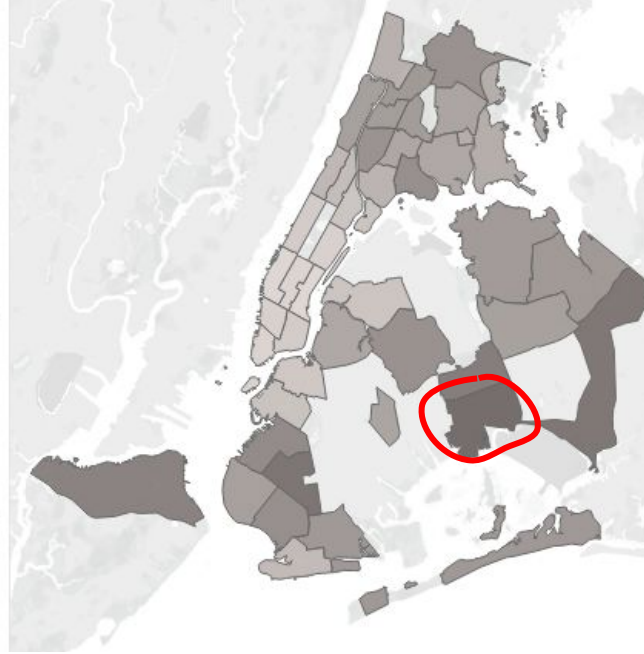
of Food Scrap Drop-off Sites per Square Mile



Queens 10



Lowest % of
households signed up



Greatest amount of trash



Limited access to alternative
composting options

Future Work

1.

Visualize districts by

- % of households signed up
- Amount of trash
- Access to composting

2.

Create an index to prioritize districts for outreach

3.

Conduct outreach in districts with highest index scores to **increase sign-ups**

The image shows a top-down view of a white surface. On the left is a dark, rich mound of soil. A small, vibrant green seedling with four leaves is growing out of the soil. To the right of the soil is a large, messy pile of organic waste. This pile includes various food scraps: a whole red apple, a banana, a cucumber, a tomato, and several pieces of orange and yellow peels. There are also several broken eggshells, some showing the white interior, and some dried, brownish plant matter. The word "Questions?" is written in a large, brown, serif font across the center of the image, overlapping both the soil and the waste pile.

Questions?

Appendix

Data Sources



Refuse
Tonnage

Program
Sign-ups

Food Scrap
Drop-off Sites



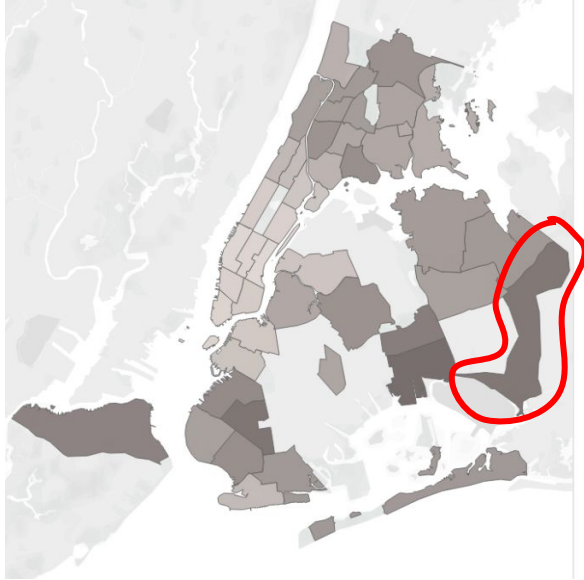
Square Mileage

Image Sources

Images:

- <https://patch.com/new-york/new-york-city/large-manhattan-apartment-buildings-are-now-eligible-compost-pick-service>
- <https://www.nytimes.com/2020/03/12/nyregion/nyc-compost-recycling.html>
- <https://www.rubicon.com/blog/food-waste-facts/>
- <https://www.everplans.com/articles/really-new-york-this-is-how-you-handle-dead-pets>
- <https://gothamist.com/news/new-york-city-is-reviving-curbside-composting-critics-say-its-a-step-back>
- https://en.wikipedia.org/wiki/New_York_City_Department_of_Sanitation
- <https://www.moonshotcompost.com/>

2nd District for Outreach: Queens 13



3rd highest average monthly
refuse tonnage per 10K
households

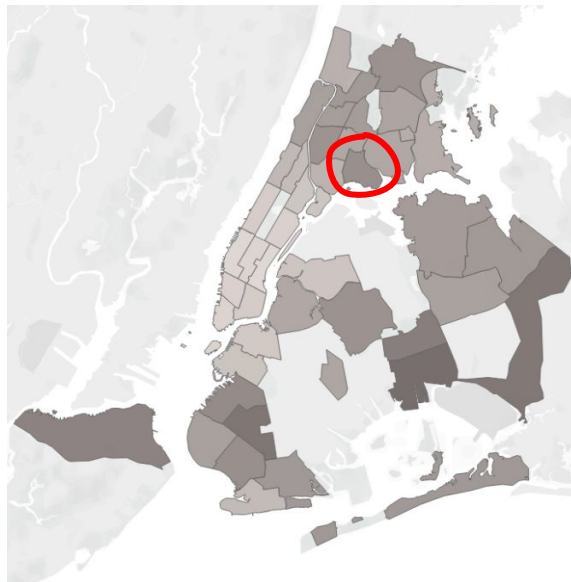


<1 food scrap drop-off
site per square mile



<10% households
have signed up

3rd District for Outreach: Bronx 2



Among top 25% highest average monthly refuse tonnage per 10K households



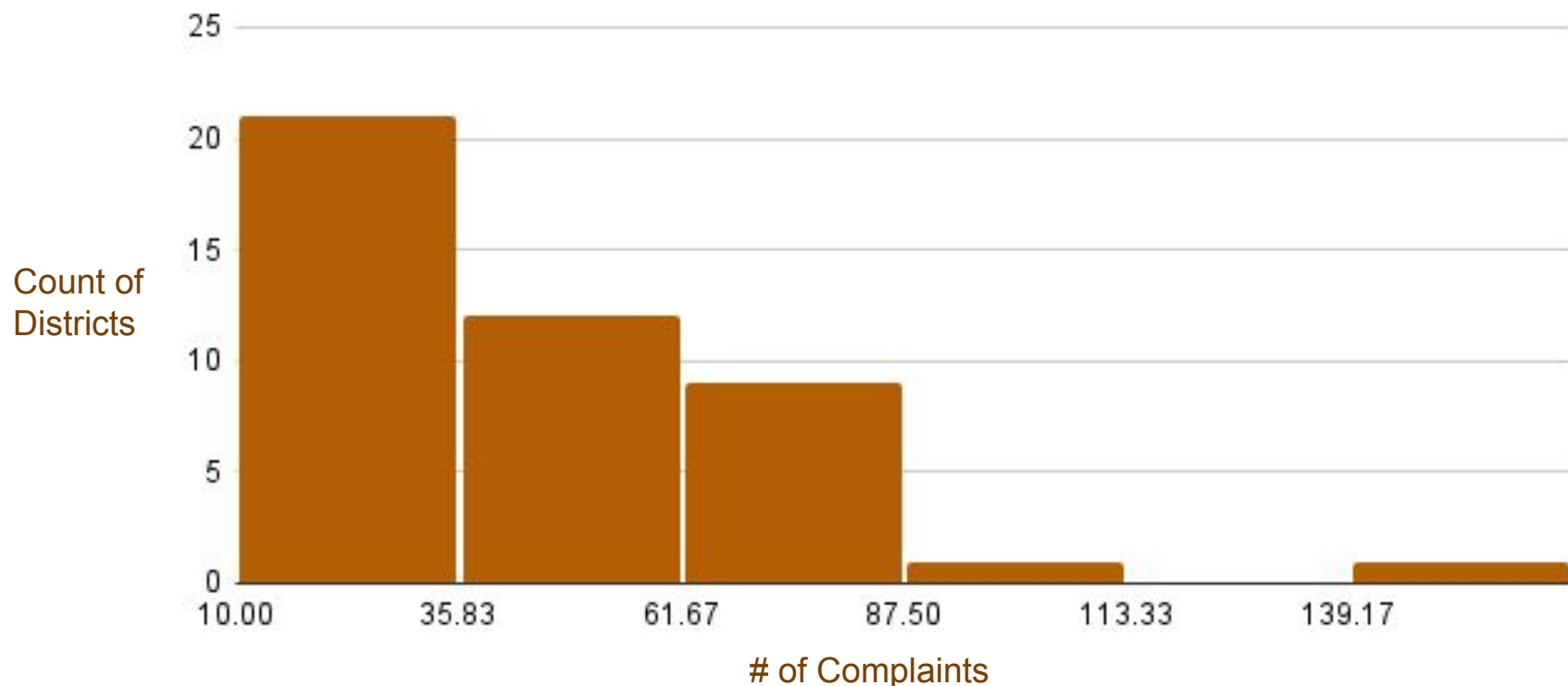
<1 food scrap drop-off site per square mile



<10% households have signed up

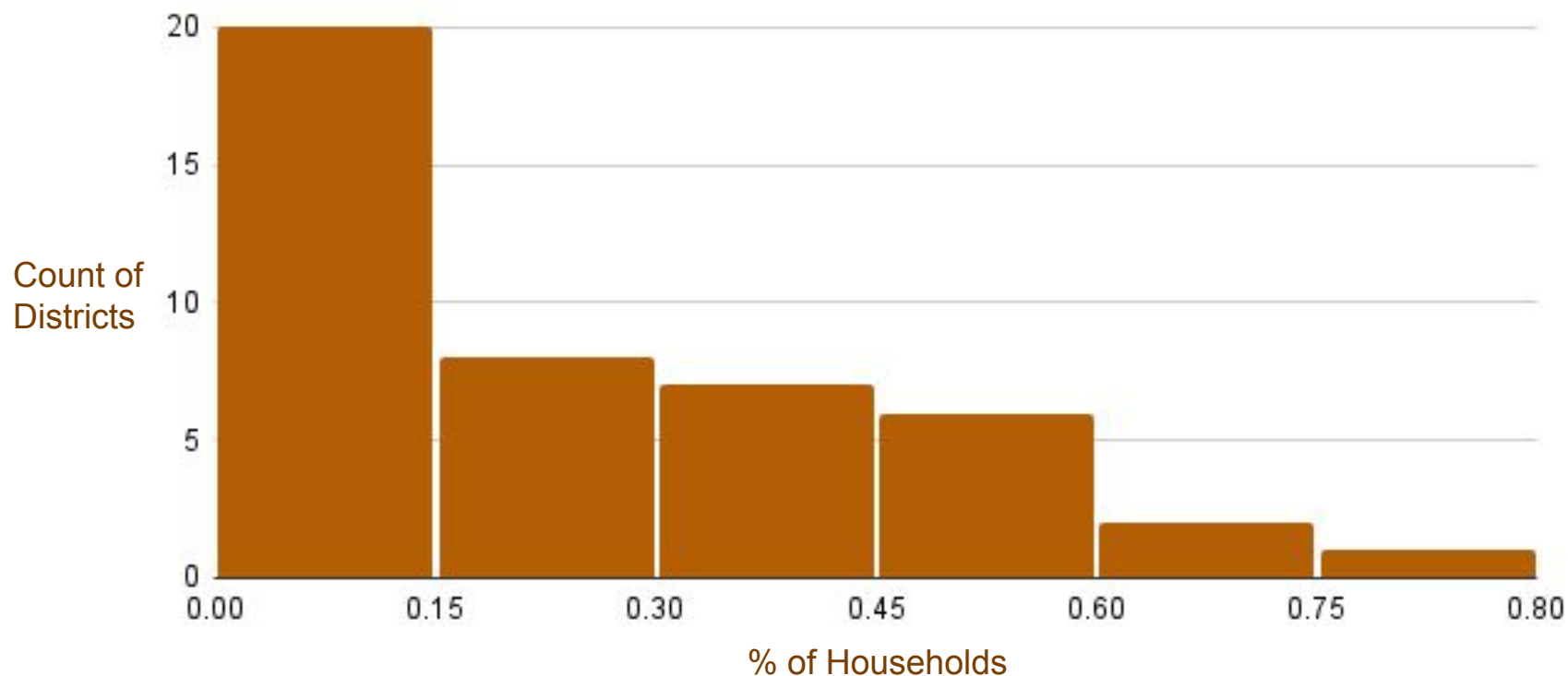
Distribution of trash-related 311 complaints from eligible districts for the curbside composting program

Time period: June 2020 - September 2021 (when the program was suspended)

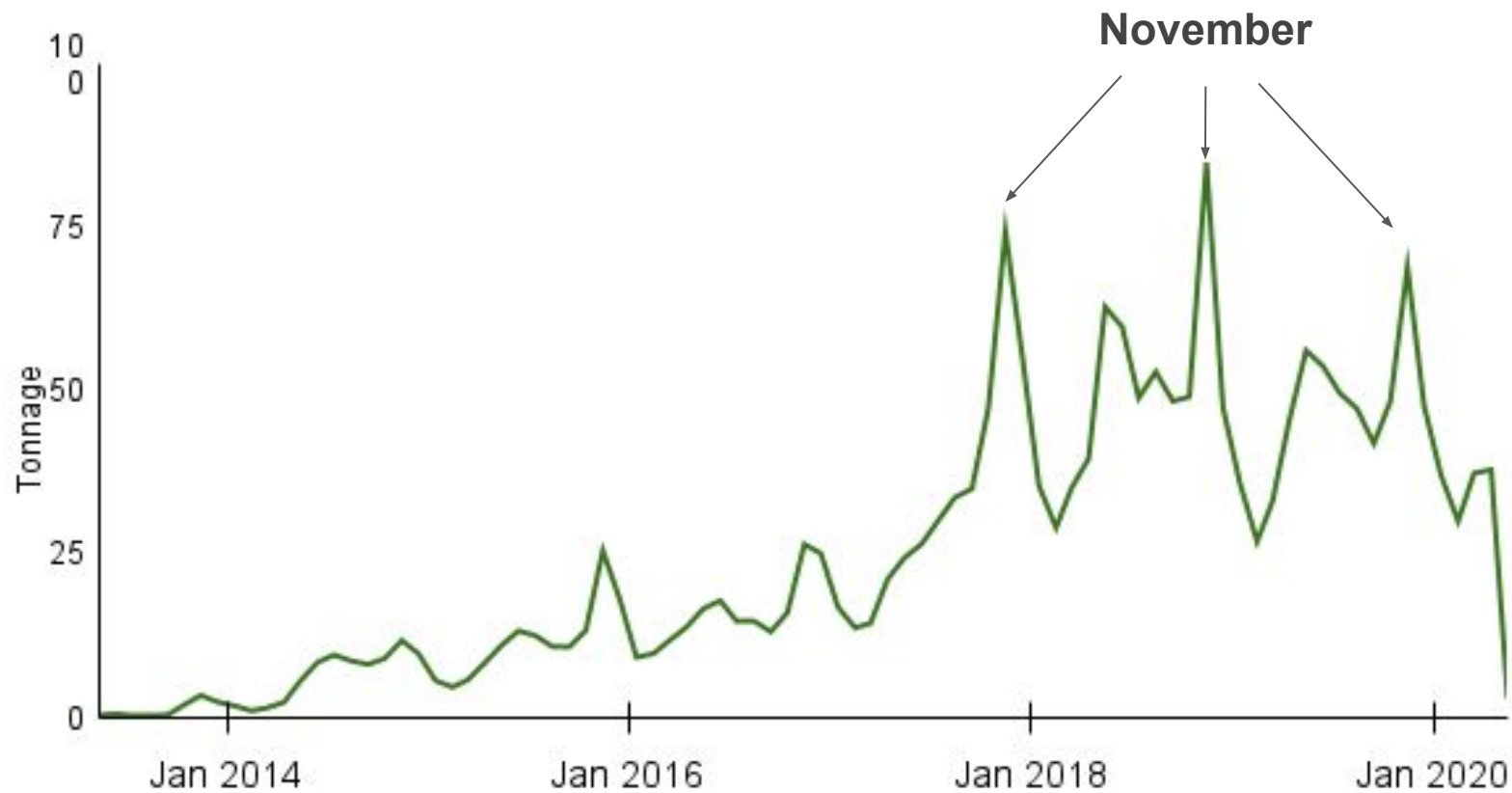


% of households in eligible districts signed up for the community composting program

Time period: June 2020 - September 2021 (when the program was suspended)



Average Monthly Tonnage of Organics



Number of Community Districts Participating in the Curbside Composting Program

