

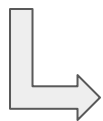
A New Strategy for Expanding NYC's Curbside Composting Program

Chloe Bergsma-Safar
Winter 2022

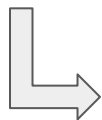


The DSNY's Current Expansion Strategy

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



Potential downsides?

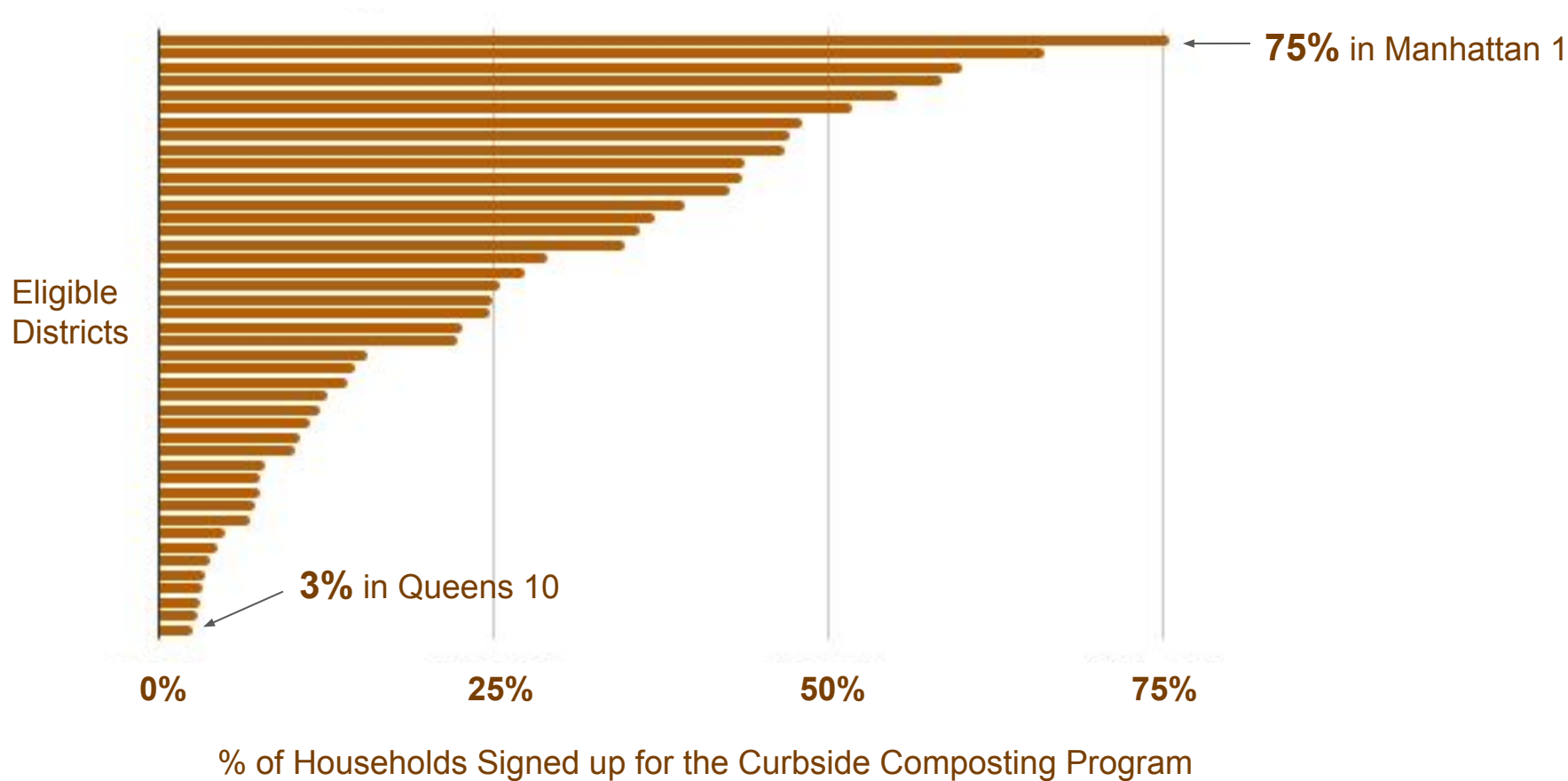


Might be systematically excluding households that don't know:

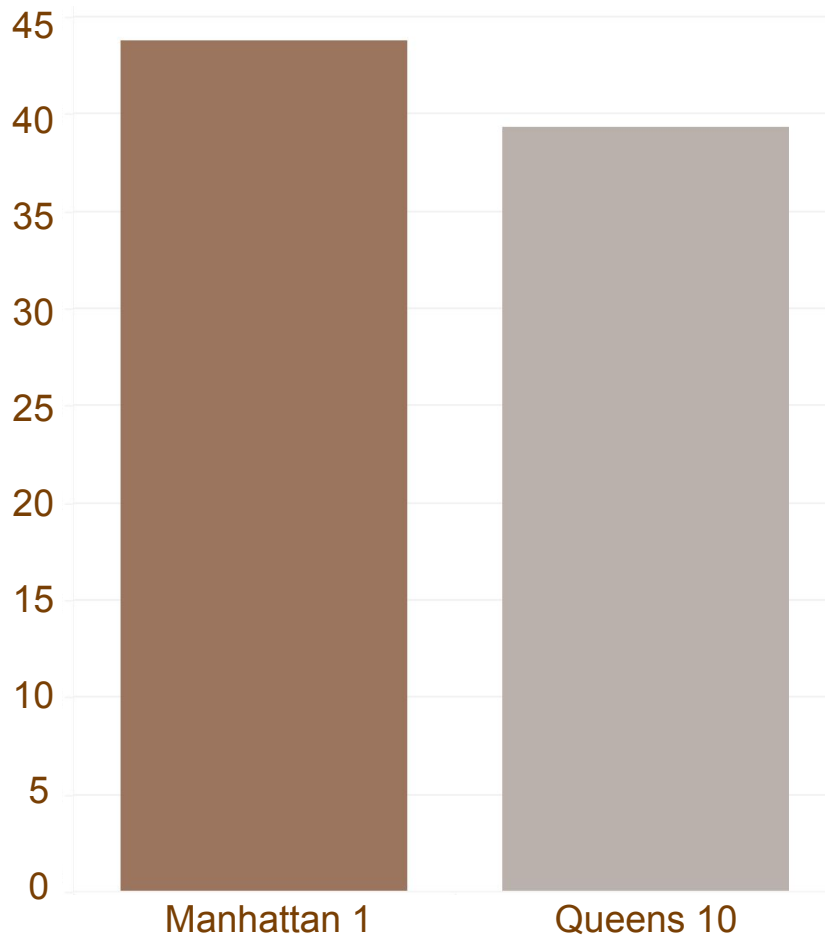
- what composting is
- about the program
- that sign-up is required



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



Total Households (thousands)



Hypothesis

Outreach in eligible districts with low sign-up rates that have...



<



>

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

Proposed New Strategy

1.

Visualize districts by

- Sign-up rate
- Amount of trash
- Access to composting

2.

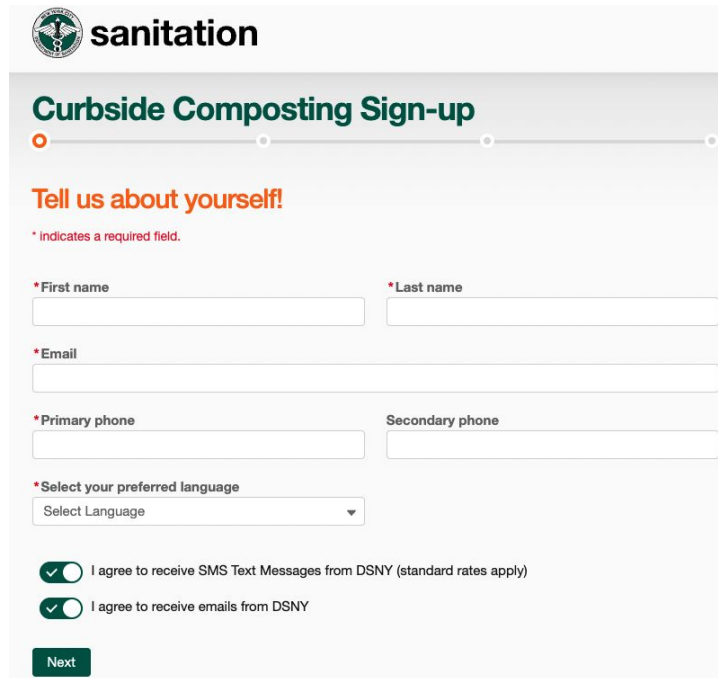
Create an index to prioritize districts for outreach

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 digital 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 red asterisk indicating required fields. The form contains input fields for "First name", "Last name", "Email", "Primary phone", and "Secondary phone". There is also a dropdown menu for "Select your preferred language". At the bottom, there are two checkboxes for consent: "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 ▼

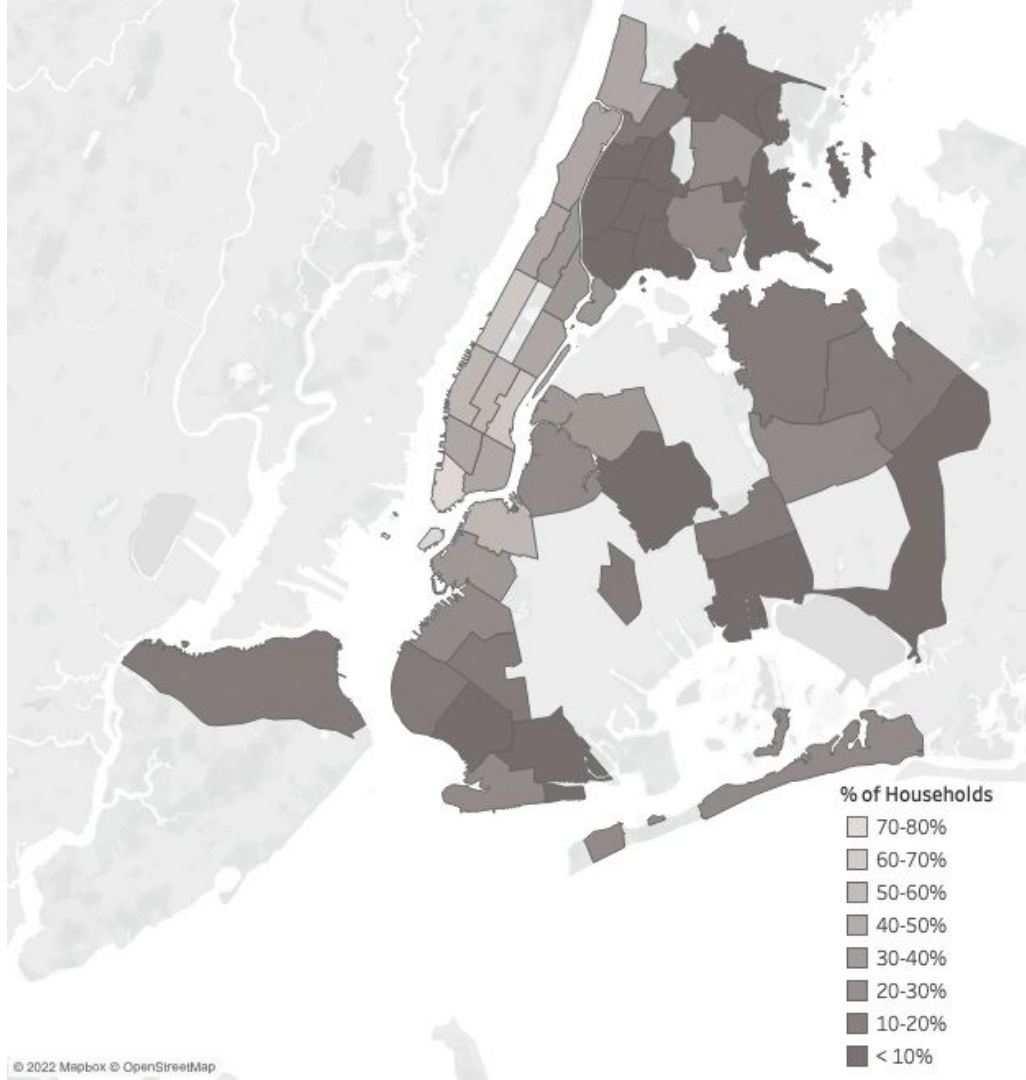
☒ I agree to receive SMS Text Messages from DSNY (standard rates apply)

☒ I agree to receive emails from DSNY

Next

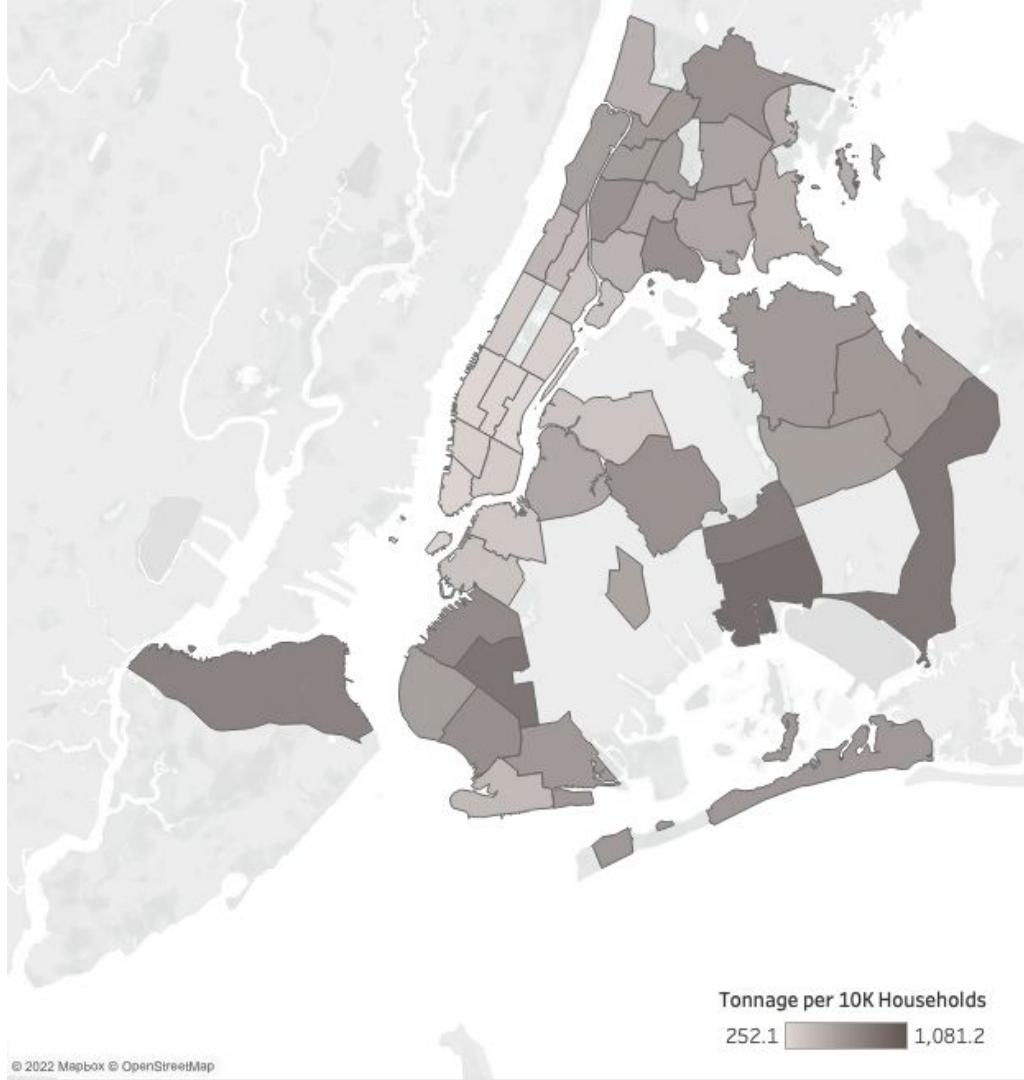
% of Households Signed up for the Program

Time period:
August - December 2021

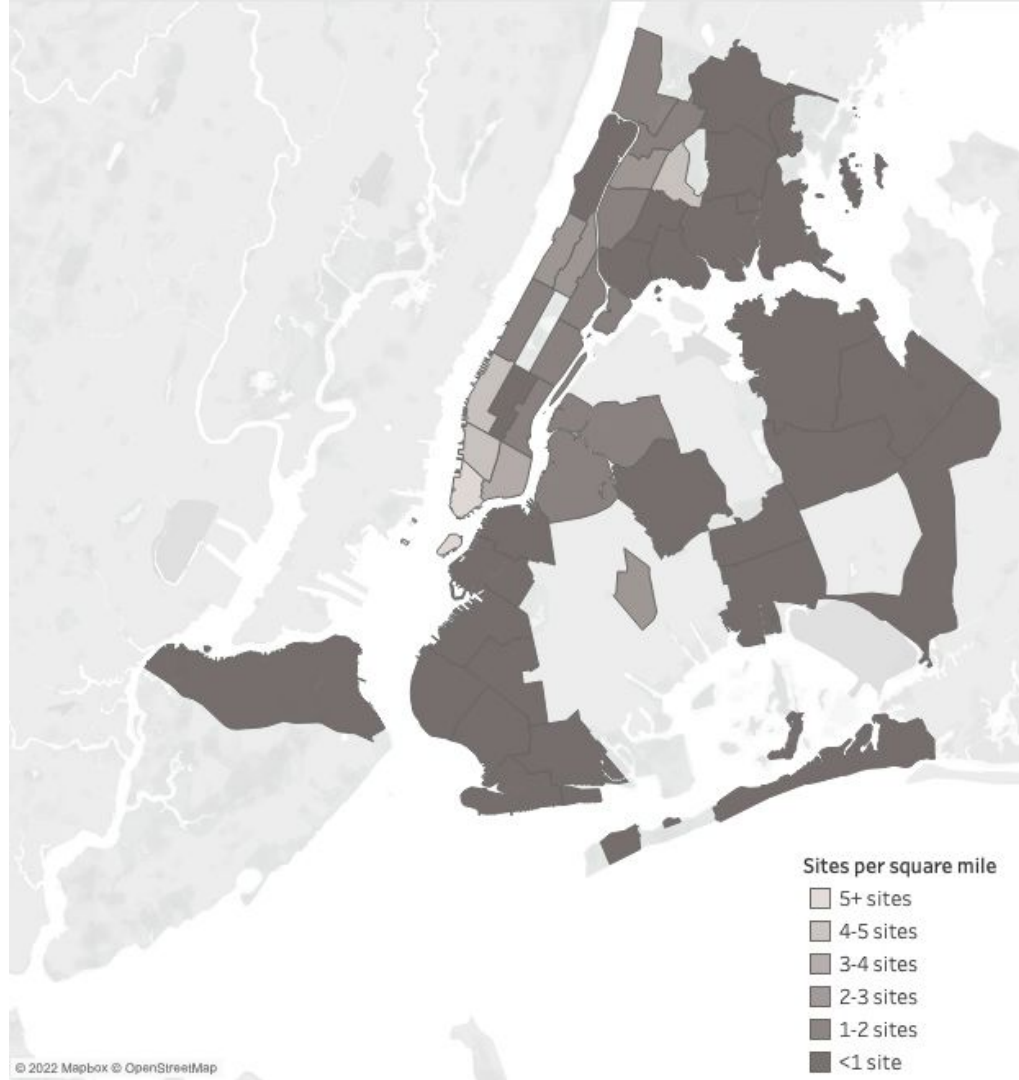


Average Monthly Tonnage of Refuse Collection per 10K Households

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



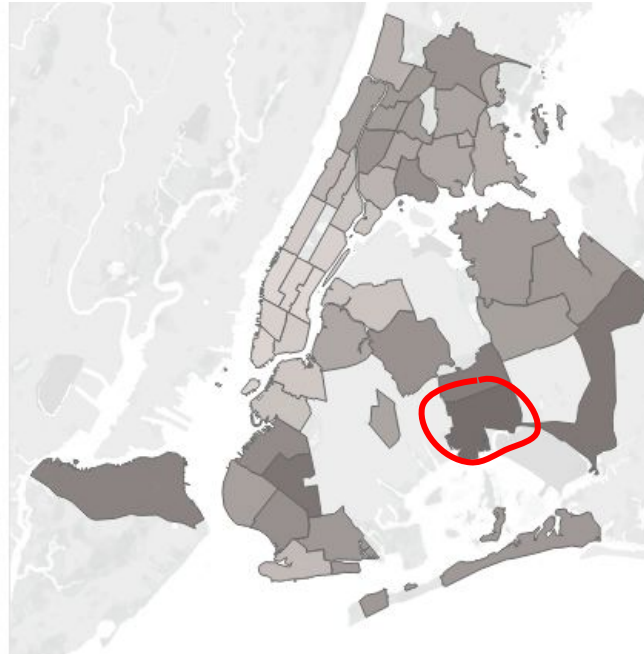
of Food Scrap Drop-off Sites per Square Mile



Queens 10



Lowest rate of
household sign-ups



Greatest amount of trash



Limited access to alternative
composting options

Future Work

1.

Visualize districts by

- Sign-up rate
- Amounts 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 kitchen waste. This pile includes a red apple core, several banana peels, a cucumber slice, a carrot, and numerous eggshells, some whole and some broken. 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



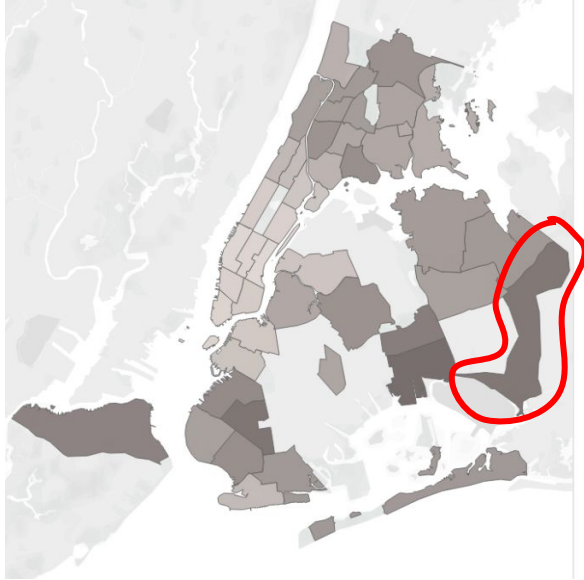
Square Mileage

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

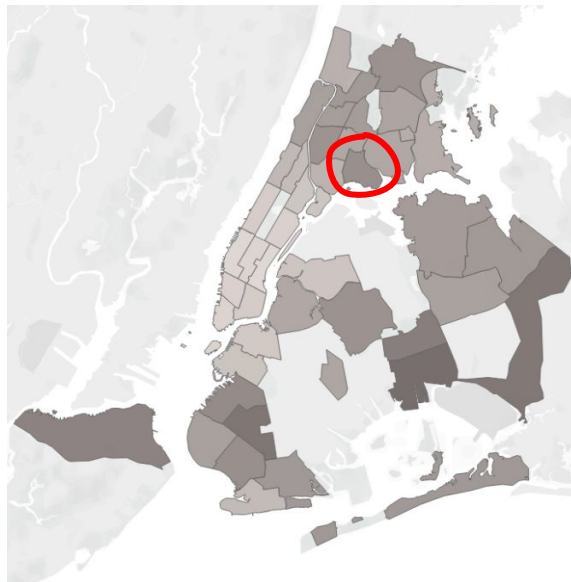


<1 food scrap drop-off
site per square mile



<10% households
have signed up

3rd District for Outreach: Bronx 2



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



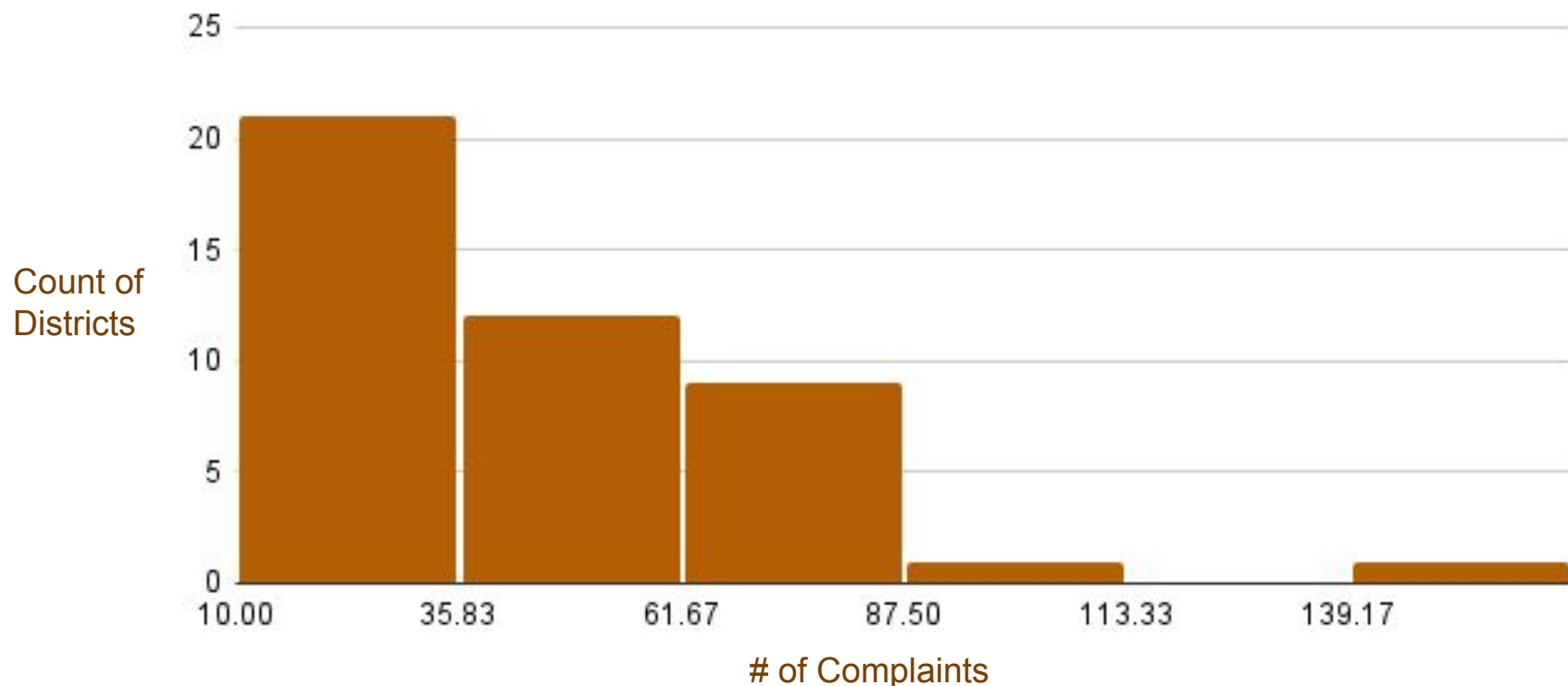
<1 food scrap drop-off site per square mile



<10% households have signed up

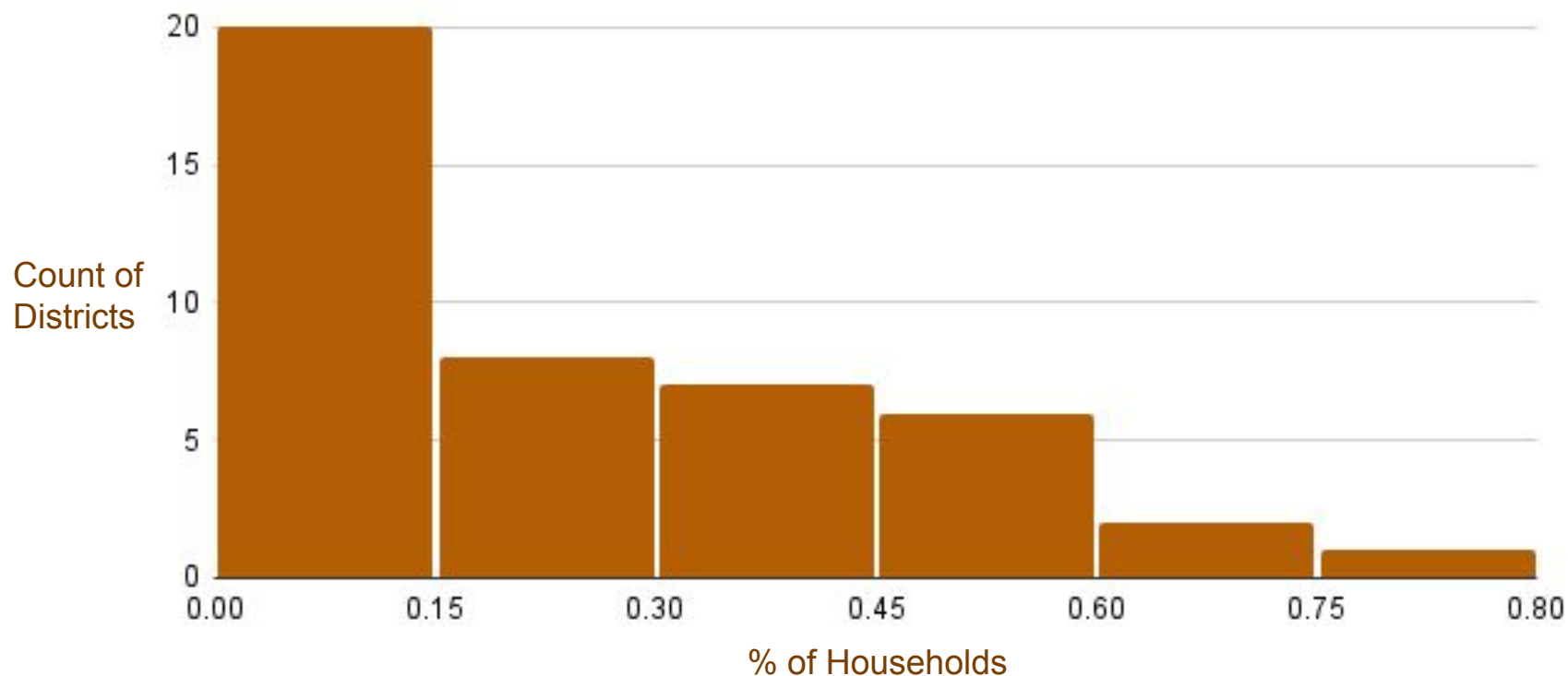
Distribution of trash-related 311 complaints from eligible districts for the curbside composting program

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

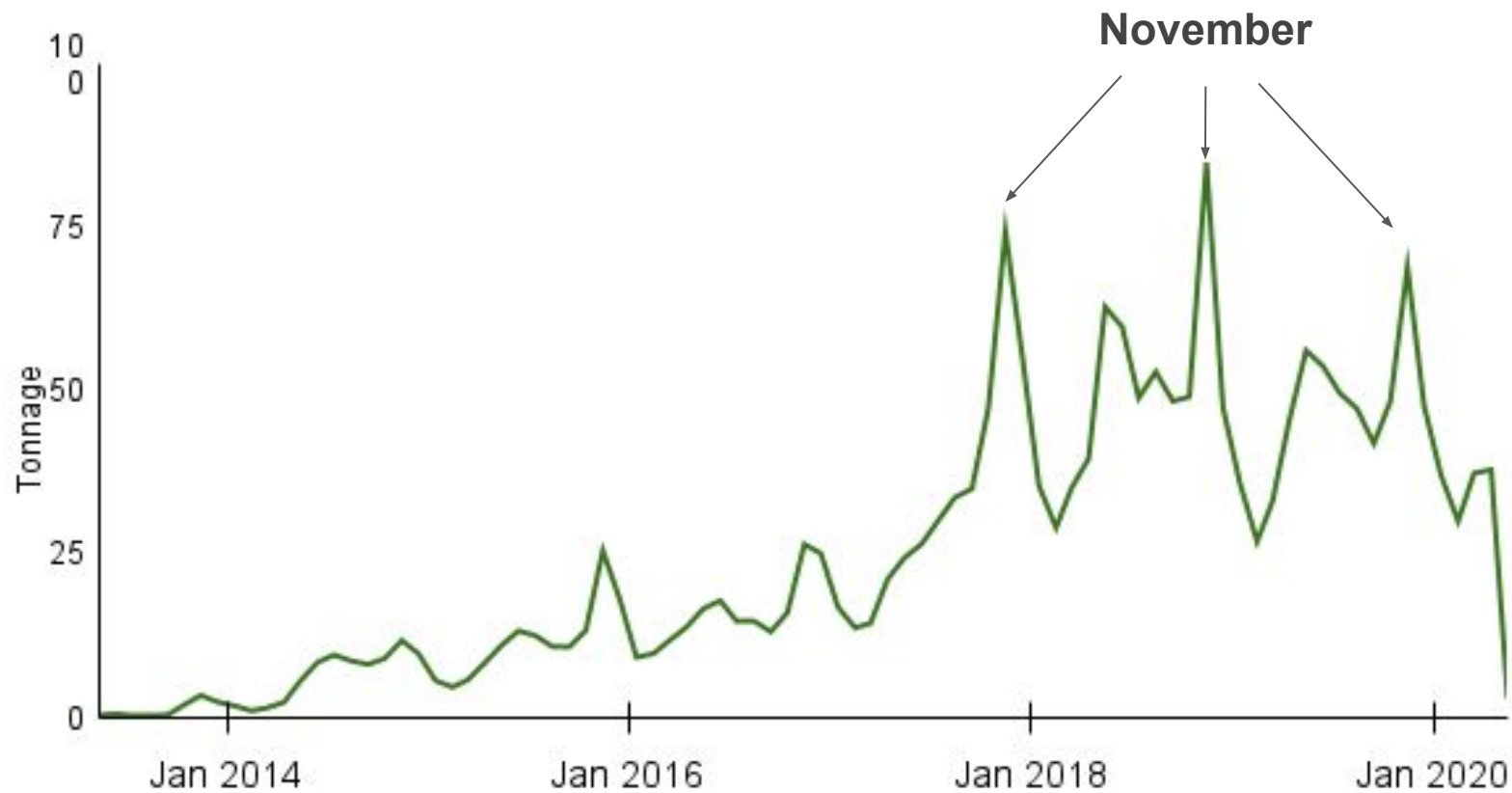


% of households in eligible districts signed up for the community composting program

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

