

# A New Strategy for Expanding NYC's Curbside Composting Program

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Winter 2022

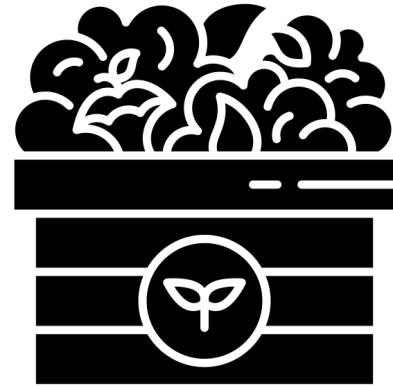


# NYC's Goal

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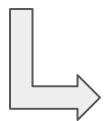
Created by Kevin  
from the Noun Project



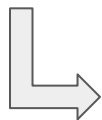
# DSNY's Current Expansion Strategy

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



**Potential downsides?**

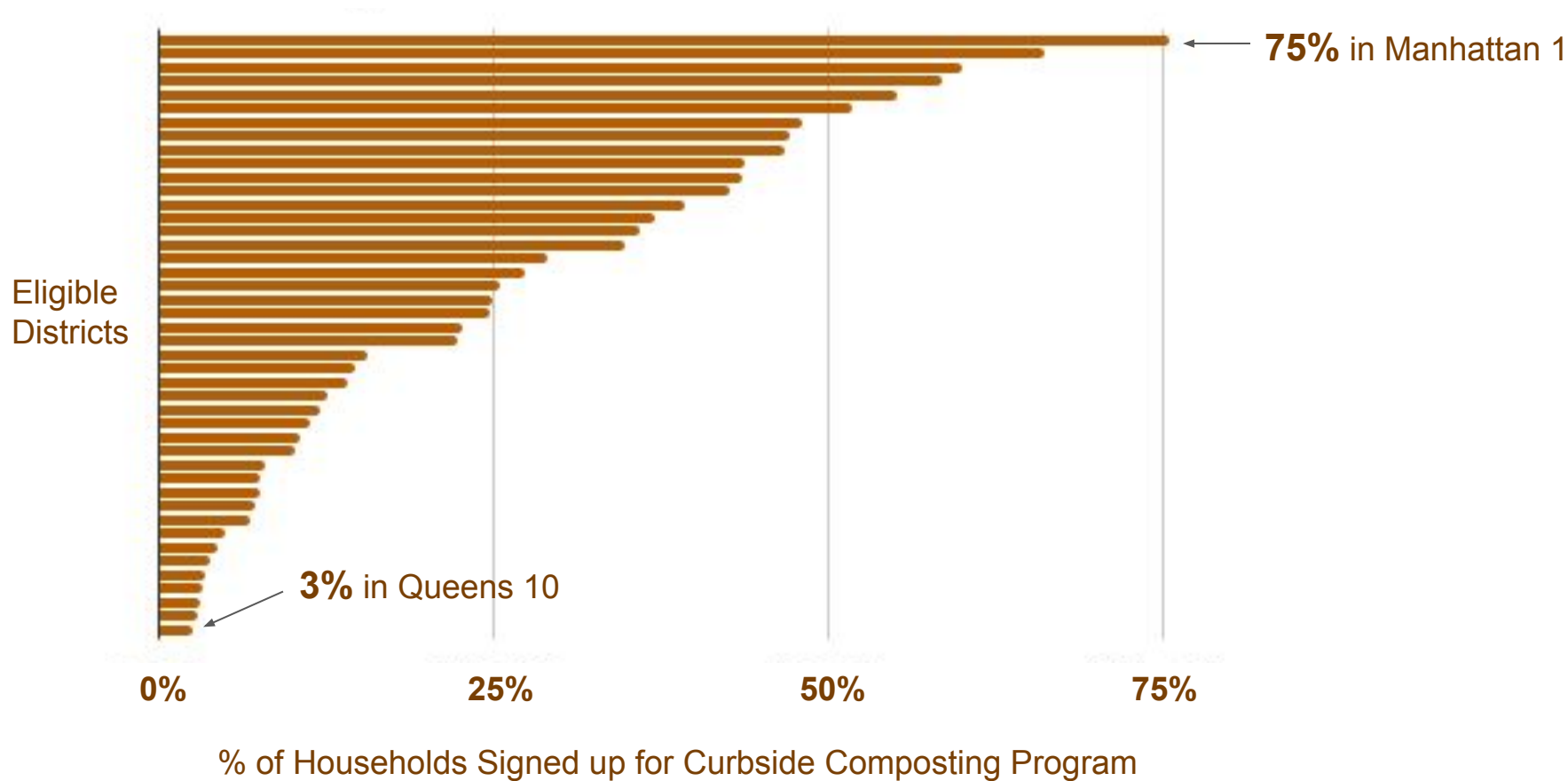


**Might be missing out on households that don't know:**

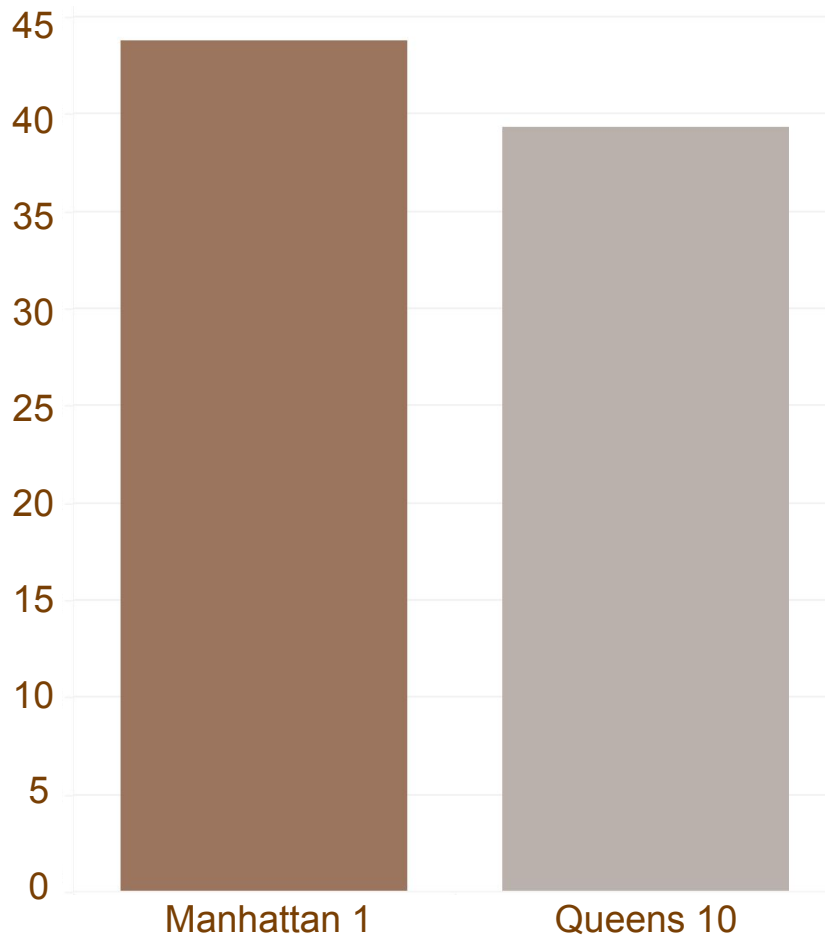
- what composting is
- about the program
- that sign-up is required



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



Total Households (thousands)





# Hypothesis

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



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

# Proposed New Strategy

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1.

## **Visualize districts by**

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

2.

**Create an index** to prioritize districts for outreach

3.

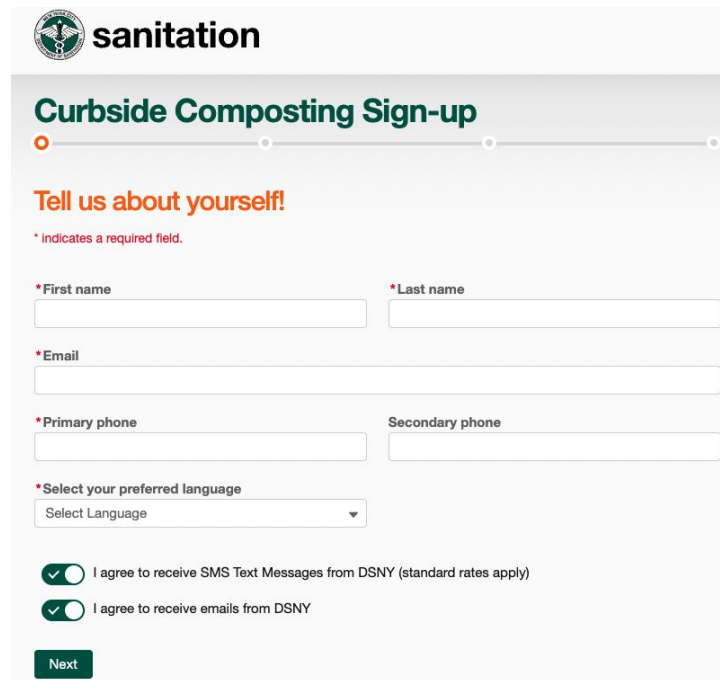
**Conduct outreach** in districts with highest index scores to **increase sign-ups**



# Measures of Success

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- 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!" is highlighted in orange. A red asterisk indicates required fields. The form includes 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 agreeing to receive SMS text messages and emails from DSNY, both of which are checked. A green "Next" button is 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

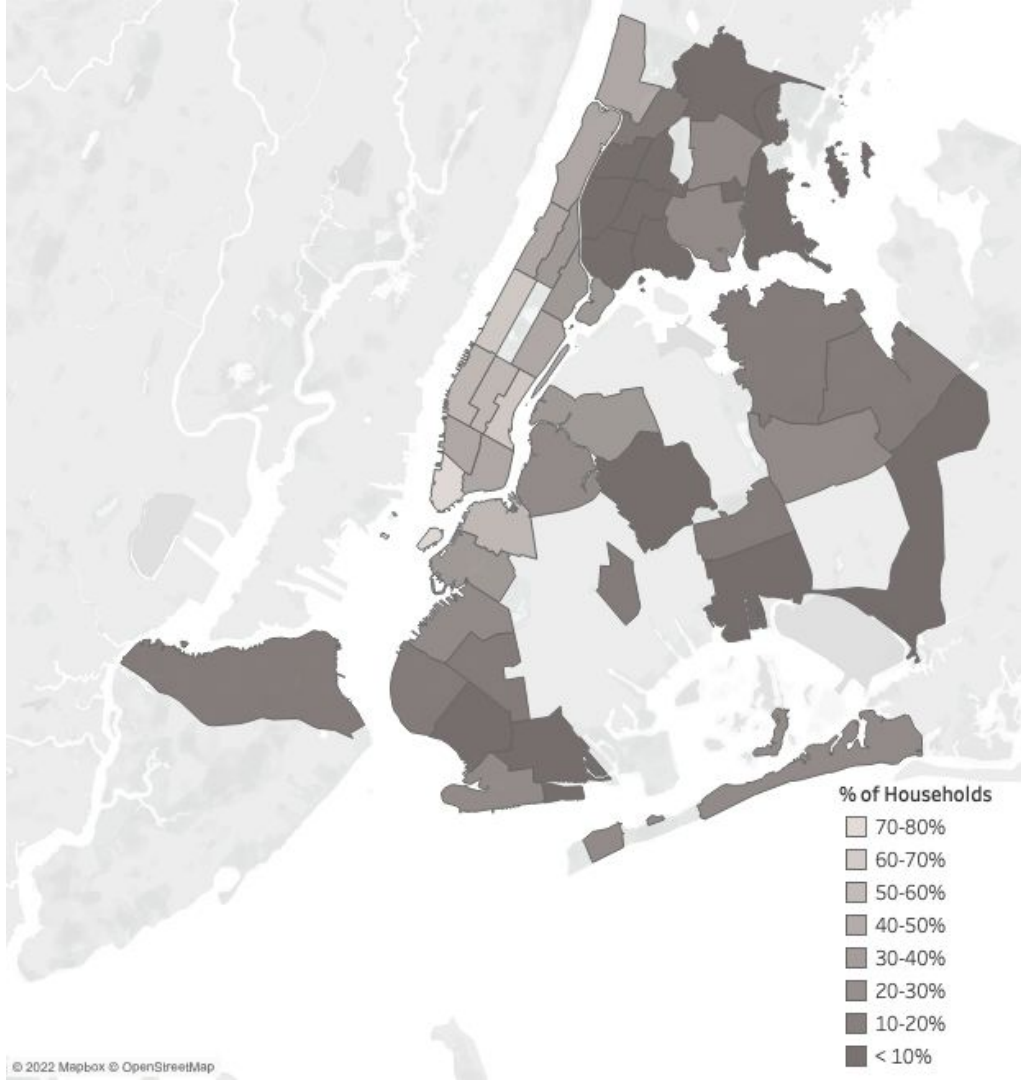
\* Select your preferred language  
Select Language ▼

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

☒ I agree to receive emails from DSNY

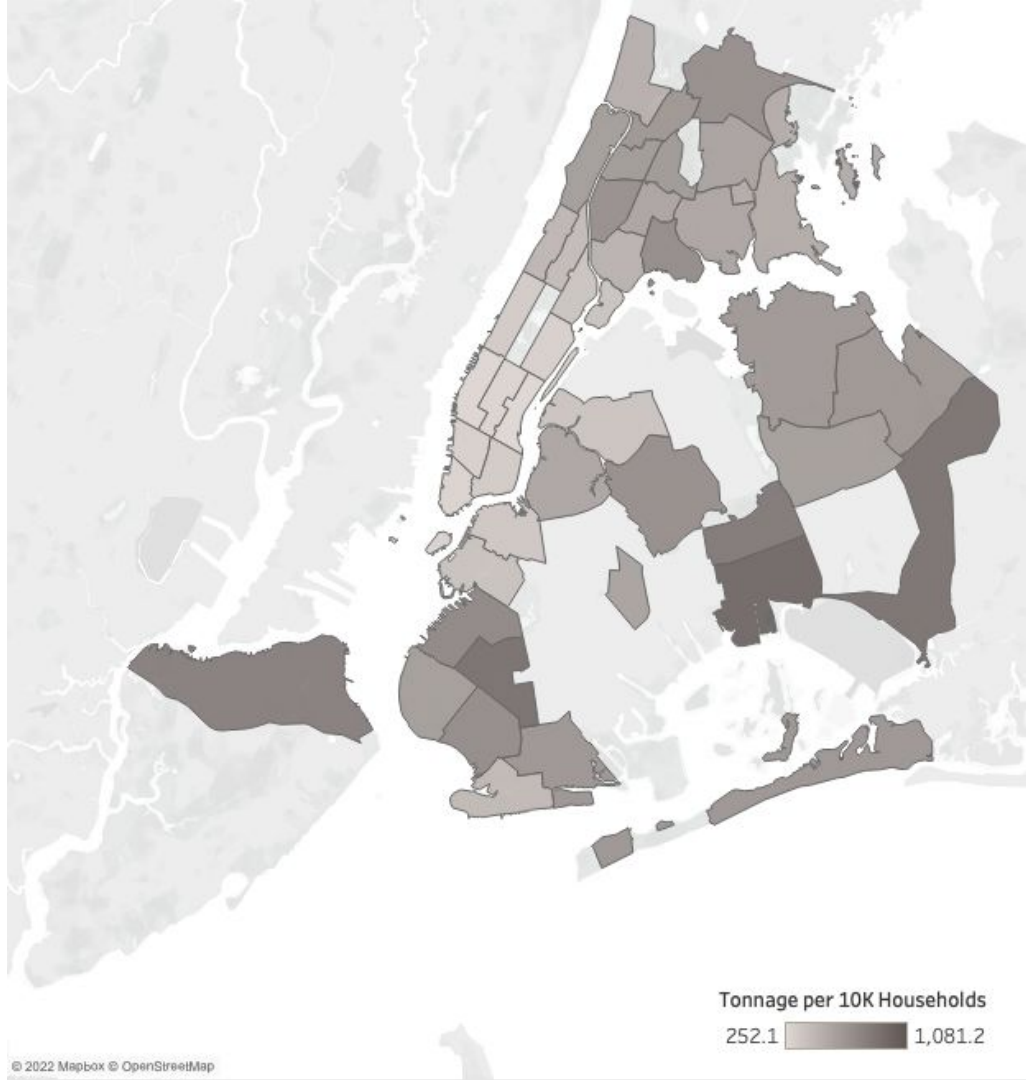
**Next**

# % of Households Signed up for the Program

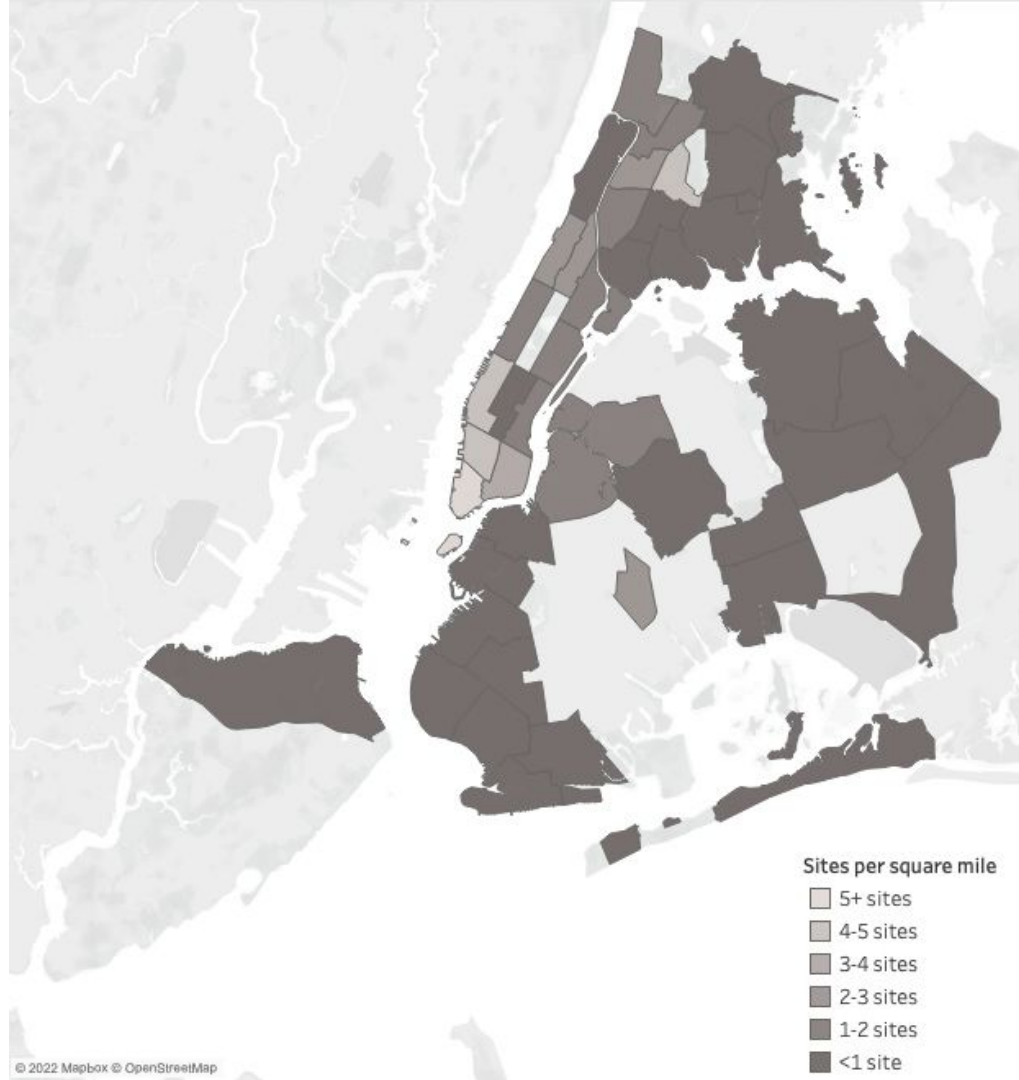


# Average Monthly Tonnage of Refuse Collection per 10K Households

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



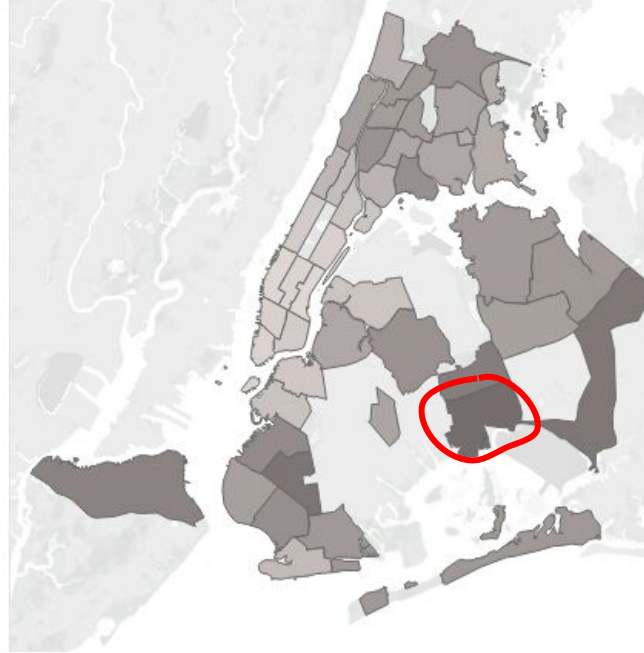
# # of Food Scrap Drop-off Sites per Square Mile



# Queens 10



Lowest rate of household sign-ups



Greatest amount of trash



Limited access to alternative composting options

# Future Work

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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 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 middle of the image, partially overlapping the soil and the waste pile.

Questions?

# Appendix

# Data Sources

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Refuse  
Tonnage

Program  
Sign-ups

Food Scrap  
Drop-off Sites



Square Mileage

# Image Sources

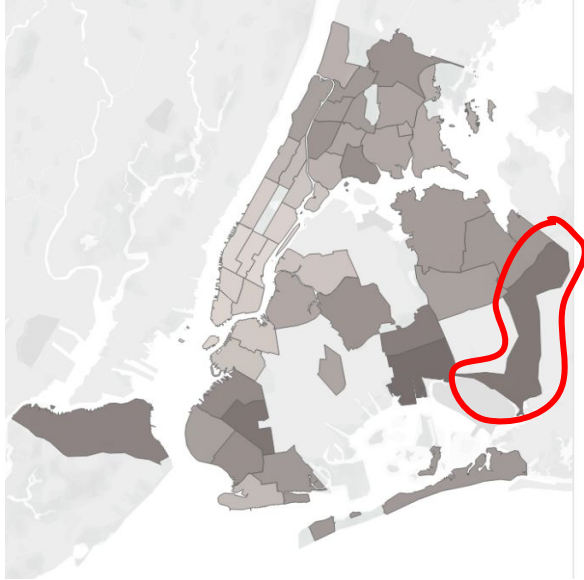
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## Images:

- <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://en.wikipedia.org/wiki/New_York_City_Department_of_Sanitation)
- <https://www.moonshotcompost.com/>

# 2nd District for Outreach: Queens 13

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3rd highest average monthly  
refuse tonnage per 10K  
households



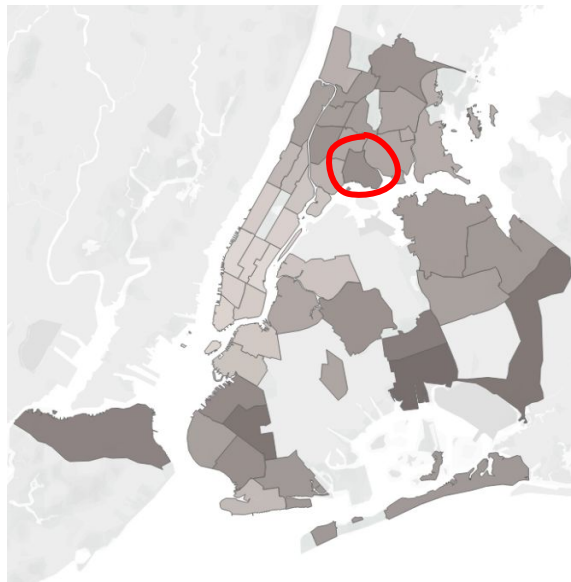
<1 food scrap drop-off  
site per square mile



<10% households  
have signed up

# 3rd District for Outreach: Bronx 2

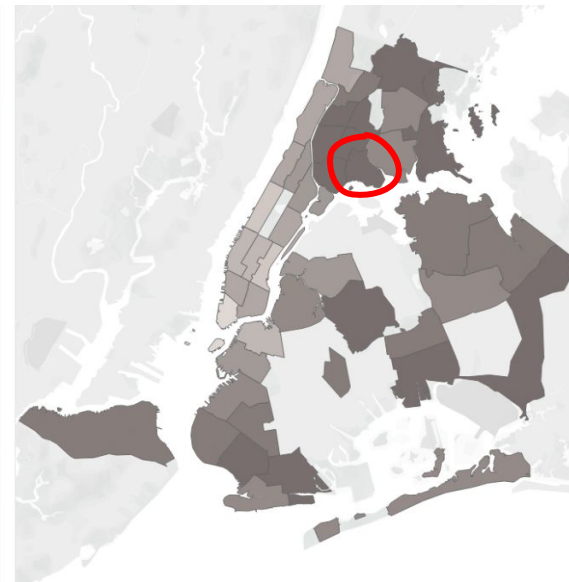
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Among top 25% highest  
average monthly refuse  
tonnage per 10K households



<1 food scrap drop-off  
site per square mile

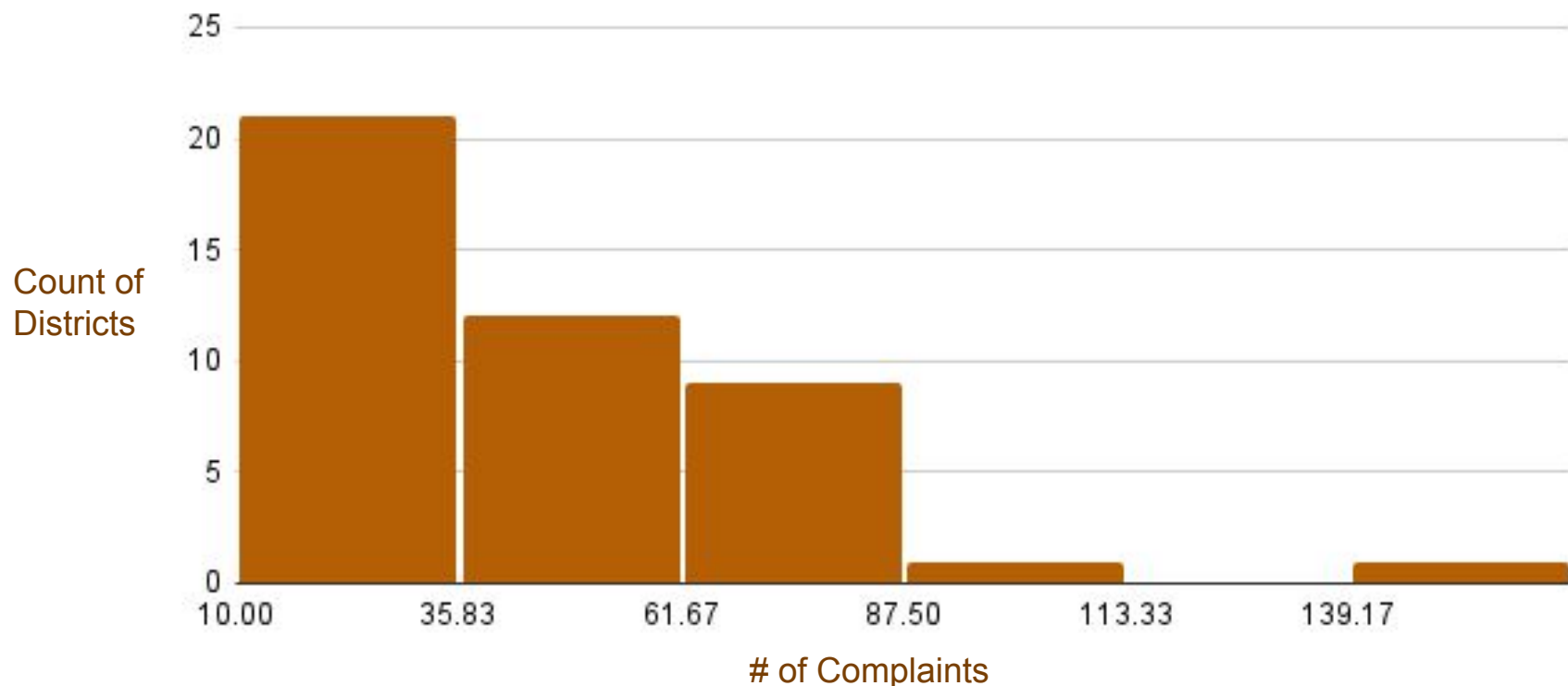


<10% households have  
signed up



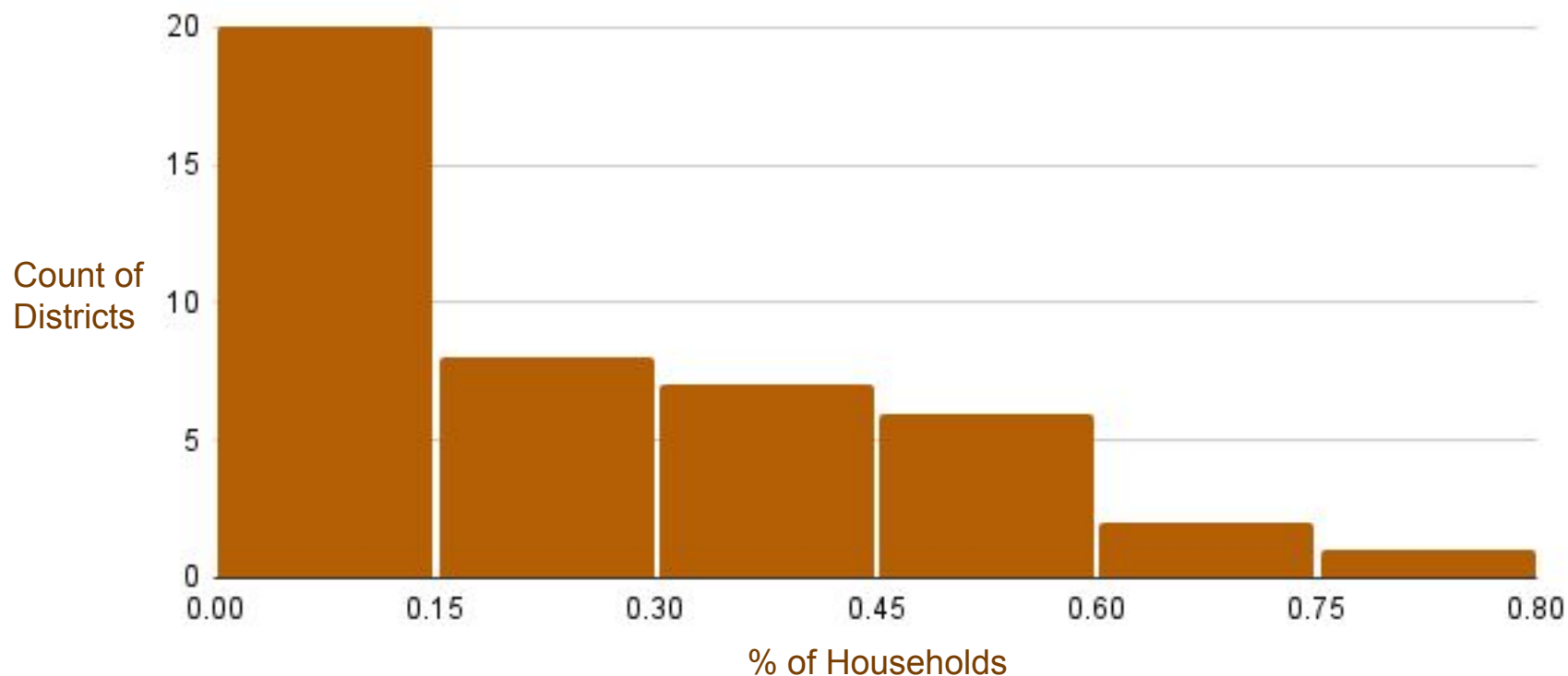
## Distribution of trash-related 311 complaints from eligible districts for the curbside composting program

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

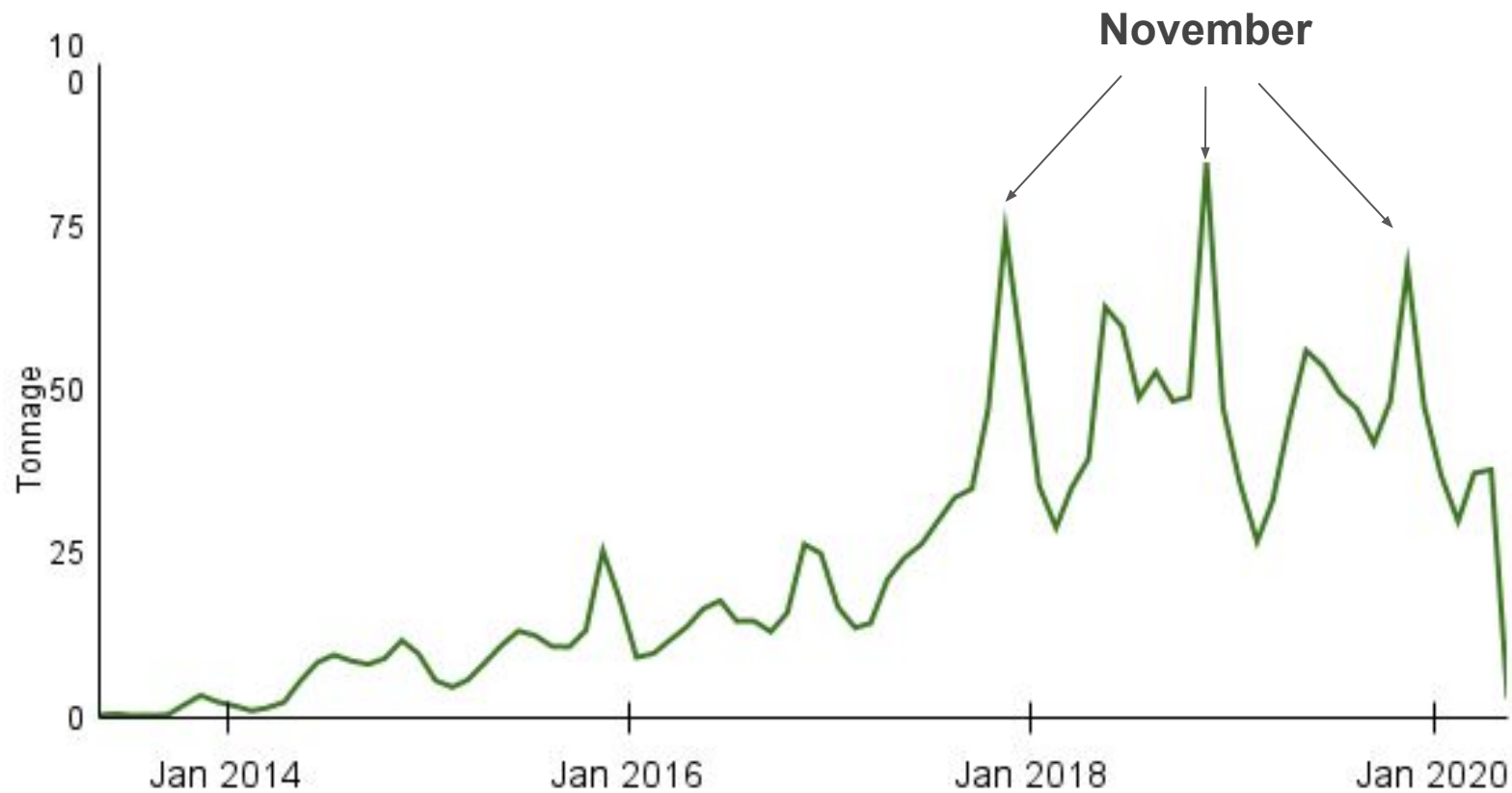


## % of households in eligible districts signed up for the community composting program

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

