City of Falls Church’s Curbside Food Waste Program
Where is Falls Church?

- We are a separate jurisdiction!
- Pop. 14,000
- Urban Chic?
- High edu and income levels
Falls Church Overview

ESRI Tapestry Data: [www.esri.com/data/esri_data/ziptapestry](http://www.esri.com/data/esri_data/ziptapestry)
Background:
A long history of waste diversion efforts

- General fund program
- Quasi pay-as-you-throw
- Fees for bulk collections
- 3,000 curbside customers
- All services contracted out
The path to curbside collections...

Food Waste Compost Program Begins in Falls Church

By Northern Virginia Bureau

[Image of a person holding a compost bucket with a logo "The Little City"]

[News clip about covering Falls Church new composting program]
Farmers Market Station Launched Aug 2015
Expectations Vastly Exceeded

- Avg 100-125 interactions, 2-4 carts filled per market.
- Very positive reaction, demand sustained in winter months.
Permanent Drop-Off Facility
Launched August 2016

- Uptick in participation
- Minimal contamination
- 8 toters hauled weekly
- $500/month
Curbside Program Details

- RFP released February 2017
- Included two key attributes – cost share and compost support services
- Awarded in May (COG rider included!)
- Participant sign-up page launched early June. Marketing started soon after
- Bins delivered July 24
- Collections started August 2
Curbside Program Details

Service Options

**Monthly**

$6/month

- At home weekly pickups
- Bags provided
- Bin Cleaning
- First 6 months FREE!
- Compost back

[SIGN-UP]

**Yearly**

$66/year

- Everything you get with monthly service
- One month FREE!
- Express your commitment
- First 6 months FREE!
- Compost back

[SIGN-UP]

[www.compostcrew.com/fallschurch](http://www.compostcrew.com/fallschurch)
Collection Details
Collection Details

[Image of a street with trash cans and a person collecting items]

[Image of a yard with trash cans and refuse items]

September 5, 2018

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## Marketing & Behavior Change

### City of Falls Church Compost Program

- **Sign up for curbside composting!**
  - Nearly curbside food waste collection for 14 years and growing!
  - First 500 sign-ups get 6 months free!

### Have you signed up?

**The Compost Crew**

Hundreds of residents are composting curbside. Be the first on your street!

### City of Falls Church Food Compost Program

- Post 600 registrants get 6 months free!
- Hundreds already registered!

**Register today, please visit:**

compostcrew.com/FallsChurch

$6/Month or $66/Year

### Falls Church Composting

**The Compost Crew**

Waste is valuable! Take the step to compost your food waste today! Thank you!

- **What can I compost?**
  - Fruits & vegetables
  - Meat & bones
  - Dairy waste
  - Paper products
  - Glass containers
  - Wax paper
  - Full list on web

**How do I request a bigger bin?**

- Email the Compost Crew at compostcrew@fallschurchva.gov

**What if my bin is damaged or lost?**

- Replacement cover fee may apply

**Other than this bin belong to me?**

- To the setup fee covers the cost of the bins.

### Registration Information

<table>
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<tr>
<th>How Heard</th>
<th>Count</th>
<th>Why Registered?</th>
<th>Count</th>
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<td>Referral</td>
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<td>To save the environment</td>
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<tr>
<td>Farmers Market</td>
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<td>To get compost for my garden</td>
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<td>Event</td>
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<td>To support a local business</td>
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<td>Retail Store</td>
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<tr>
<td>Other</td>
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<td></td>
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</table>

**Total** 418
Curbside Program Details

- Is early performance meeting expectations?
- Costs to the City?
- Funding Source? Is the program sustainable?
- Next steps?