

CHARTING THE FUTURE OF WASTE DISPOSAL

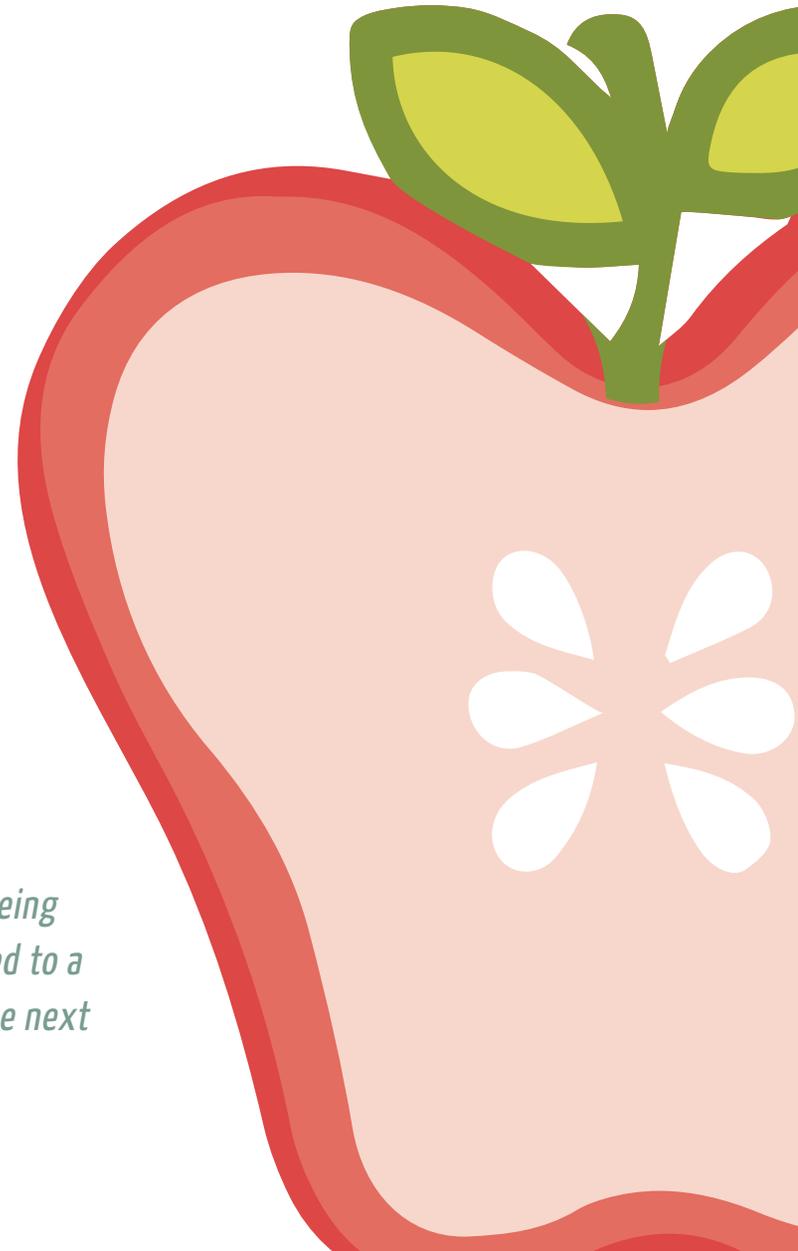
ELMHURST FOOD TO FUEL PILOT SUMMARY REPORT

ABOUT THE PILOT

The Elmhurst community was selected to participate in a 12-month Food To Fuel pilot program that gathered data to help chart the future of waste disposal for the City of Sacramento. The residents of Elmhurst were uniquely qualified to participate in the program based on their community's high rate of participation in recycling and their dedication to sustainable living.

The program encouraged participants to collect food waste and place it in the same container as yard waste. The container contents were then delivered it to a local processor who converted the organic material into fuel for waste collection vehicles.

"This pilot program is putting Sacramento on the pioneering path for recycling and being a greener city. Taking food scraps out of the waste stream and having them converted to a usable product such as gas is good for our city, good for our environment, and it's the next frontier in managing the waste stream." –Erin Treadwell,
Community Outreach & Media Manager, Recycling & Solid Waste Division



PILOT RESULTS

Participants succeeded
in collecting

22,438
pounds of scraps!

CUMULATIVE FOOD SCRAP COLLECTION



That's enough to fuel a collection truck for more than **2 weeks** and **11,219 pounds** of CO₂ that won't be sent to the atmosphere!

PROGRAM TIMELINE

"I am so proud to help. I truly hope we can implement this throughout the county. If there is more to do to help to do, I would gladly volunteer." -Participant Survey



- MARCH 5 Social media outreach begins
- MAR 24-28 Countertop pails delivered
- APR 1 Program kick off
- APR 3 KCRA 3 and News 10 cover the first day of food collection
- APR 5 Program featured in Sacramento Bee
- APR 12 Annual Spring Potluck and Egg Hunt presence



OUTREACH EFFORTS

A variety of social, digital and print materials were developed to promote participation in the program. To kick the program off, the project team developed an engaging brochure mailer to educate the community on why waste diversion is important, how the food to fuel process works, and provide clear instructions for participation. An informative label was created for the countertop compost pails provided to all Elmhurst residents and yard waste container stickers were provided so participants could identify themselves and take pride in their involvement in the program. During the twelve-month program, a range of additional social media infographics, children's activity sheets, mailers, postcards, surveys and updates were developed to ensure continued engagement and participation in the program.

- Scrap and leftovers galore!** Brochure with 'YES' and 'NO' icons for food scraps.
- WELCOME TO PARTICIPATE** Sticker for Elmhurst Food to Fuel.
- Hooray Elmhurst Neighbors!** Infographic celebrating 2428 pounds of food scraps collected, equivalent to 7,357 apples.
- Host a Sustainable Thanksgiving!** List of 5 tips for food scrap collection.
- CUMULATIVE FOOD SCRAP COLLECTION:** Line graph showing growth from June to November.
- ELMHURST FOOD TO FUEL ACTIVITY PAGE:** Maze activity with educational text about composting.
- THAT'S AWESOME!** Infographic showing 21,298 pounds of food scraps collected, equivalent to 3 baby blue whales.
- THANK YOU for loving the planet** Card for participating in the program.
- THANK YOU!** Card for participating in the Elmhurst Food to Fuel Pilot.

INCREASING INTEREST IN COMPOSTING

As the program drew to a close, participants had a strong awareness of how significant their efforts really were and how they added up to diverting a lot of waste from the landfill.

There were many requests for more information on how to continue diverting waste, and a renewed interest in the free backyard composting seminars offered by the City's Recycling and Solid Waste Division. According to the project Facebook page, only 2 participants attended the April 2014 compost seminar. 17 people have committed to go the April 11, 2015 seminar. That's an increase of 750%!



BY THE NUMBERS

22,438

POUNDS OF FOODS SCRAPS COLLECTED



50%

OF THE PARTICIPANTS WHO TOOK THE SURVEY PARTICIPATED WERE INTERESTED IN FOLLOWING UP WITH A COMPOSTING SEMINAR

90%

OF THE PARTICIPANTS WHO TOOK THE SURVEY PARTICIPATED IN THE PILOT EVERY WEEK



142

FACEBOOK LIKES



750%

INCREASE IN BACKYARD COMPOST SEMINAR ATTENDANCE

10

INFOGRAPHICS DEVELOPED



"It is so easy! You all did a phenomenal job planning. Thank you!" -Participant Survey