

10 Steps for a Successful Program

STEP ONE

Get initial buy-in from those who will be necessary to implement the program. This includes making sure that local ordinances and health and sanitation departments will not impede home composting.

- See Part 4, **Ordinances: The Good, the Bad, and the Ugly**

STEP TWO

Decide how the program is going to fit into your waste reduction strategies. If you have a successful residential organics collection program, the challenge is getting residents to use their home composter rather than putting everything at the curb.

- See Part 2, **Home Composting Integrates with Curbside Collection**

STEP THREE

Secure dependable multi-year funding. Outside grants and donations can help offset costs.

- See **Spotlight - Partnering to Save More Money**

STEP FOUR

Secure solid supply lines for compost bins. Either issue a request-for-bids from manufacturers or set up a voucher/rebate arrangement with local retailers to stock home composting bins.

- See Part 3, **Composting Bins and Other Equipment: Bin Options, Prices, and Modes of Delivery**

STEP FIVE

Decide on a bin type and price, and means of getting into the hands of residents.

- See Part 3, **Pricing and Delivery of Bins: Finding the Sweet Spot**



▲ New York City's 2006 truck sale. Source: New York City Compost Project

STEP SIX

Set up easily accessible composting education and training. This can include workshops, informational material, and hotlines.

- See Part 3, **Education, Training, and Information**

STEP SEVEN

Advertise the program.

- See Part 3, **Marketing and Outreach**

STEP EIGHT

Provide support to residents after they purchase bins. The success of the program is not just how many bins are sold, but how many are in use.

- See **Spotlight - Orlando's Troubleshooting Hotline**

STEP NINE

Collect data on composted amounts from participating residents and calculate the costs/savings of the program.

- See Part 2, **Save Money**

STEP TEN

Keep data on as many aspects of the program as possible, such as number of bins distributed, number of attendees in workshops, how residents hear about the program, and program expenses. Use this data to analyze and improve the program.

- See Part 3, **Comprehensive Research Agenda**