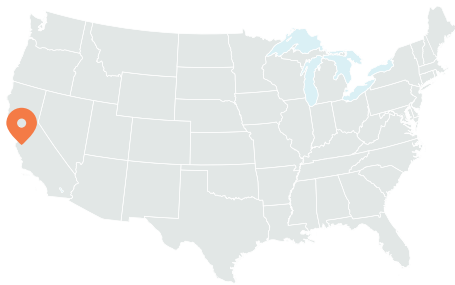


# City of Napa, California



**POPULATION:**

80,416

**PROGRAM START DATE:**

1997

**BIN TYPE AND PRICE TO RESIDENT**

Soil Saver – \$20, Earth Machine™ – \$20, Worm bin – free, constructed in workshops using materials supplied by the City of Napa and Napa County, Rebate – \$30 towards a worm composting bin, a lawnmower retrofit, or a mulching lawnmower

**BINS/REBATES DISTRIBUTED:**

4,218 total,<sup>17</sup> Earth Machine™ – 660  
Soil Saver – 559, Worm Bins – 210,  
Rebates – 39

**TRAINING AND EDUCATION:**

Training required to obtain bins

## Program Summary

Since 1997, the City of Napa has contracted with Napa County Master Gardeners to offer free composting workshops to all residents living within Napa County (qualifying residents include those living in the City of Napa and those living in other towns in Napa County). After the workshop, residents can choose among several options for composting equipment discounts.

At first, the City gave away free bins to workshop attendees. Throughout the years, the City has tried a variety of other discounts and bins, and now offers residents four options. (See Appendix C for sales summaries of all options made available over the years.) In 2008, Napa started offering the Earth Machine™ for \$20 each. In 2010, the City also started providing Soil Saver bins for \$20 each after finding that those bins were getting favorable reviews at the home composting program in Los Angeles County. The Soil Saver is currently Napa’s most popular offering. Alternatively, as of 2010, workshop attendees can choose to receive a \$30 mail-in rebate towards one of the following: a worm composting bin, a mulching lawnmower, or a mulching retrofit for lawnmowers. Napa also offers two worm composting workshops each year, where participants build a worm bin out of materials provided for free by the program.

## Budget

The City of Napa draws upon its recycling budget to fund the backyard composting program as needed. Surrounding jurisdictions within the county also cover some costs for participants coming from those jurisdictions.

<sup>17</sup> From 1997 through the end of 2016, including bins that are no longer offered.

## Staffing

The City of Napa's Department of Public Works handles the website, sign-ups, and record-keeping for the program with Chris Shoop, the Recycling Coordinator, as the head manager.

## Partners

The City pays the University of California Master Gardeners of Napa to teach workshops.

## Impact and Benefits/Costs

Napa uses the estimate from the California Department of Resources Recycling (CalRecycle) that each household composter in use keeps 850 pounds of material away from curbside collection each year. Several years ago, a survey found that 88% of households that had taken the program's class in Napa were still home composting.<sup>18</sup> If still valid, an estimated 4,274 households in Napa County are composting out of the total 4,857 that have taken a class.<sup>19</sup> That equals about 1,816.5 tons diverted from curbside collection every year as a result of the bin program. The tipping fee for the transfer station used for much of Napa County is \$68 a ton, but because much of Napa also has curbside composting, we can assume a large portion of food scraps and yard trimmings not being composted at home in the county are going to the composting facility owned by the City of Napa rather than the transfer station. If Napa did not have curbside collection, the home composting program would be saving it \$123,522 in tipping fees per year. Still, the City recognizes that the program saves money in reduced fossil fuels used for the trucks picking up curbside organics.

The City of Napa pays \$32 for each Earth Machine™ and \$58 for each Soil Saver and then charges \$20 a bin, resulting in a \$12 net expense per Earth Machine™ and \$38 net expense per Soil Saver. In 2015, the City distributed 38 Earth Machines, 78 Soil Savers, and four \$30 rebates. Thus, Napa's net costs that year were \$456 for Earth Machines, \$2,964 for Soil Savers, and \$120 for rebates – a total of \$3,540. In addition, the City spends around \$300 on print material and pays \$1,000 per year to Napa County Master Gardeners to teach classes. In all,

**2016 HOME COMPOSTING WORKSHOPS**

**SIGN UP FOR A FREE WORKSHOP**  
and choose one of the following at the end of your two hour workshop:

- \$20 Earth Machine bin for backyard composting
- \$30 Soil Saver bin for backyard composting
- \$30 mail-in rebate towards (select one)
  - the purchase of worm composting bin
  - the purchase of lawnmower retrofit
  - the purchase of mulching lawnmower

NOTE: for worm compost workshops only – participants assemble a working worm bin to take home (free).

Limit one bin or rebate per household (while supplies last) for Napa County residents only. Cash on checks only.

**REGISTRATION REQUIRED** Space is limited and workshops can fill up fast.

Registration online is the surest way to reserve a space for your preferred workshop.

**Registration Options:**

- REGISTER ONLINE to guarantee your space:**  
[www.cityofnapa.org/compost](http://www.cityofnapa.org/compost)
- Mail to:** (These forms are processed as received and a space cannot be guaranteed.)  
CITY OF NAPA, Public Works Department  
Attn: Recycling / Materials Diversion Division  
P.O. Box 660  
Napa, CA 94559-0660

No phone registrations accepted

Households may register for one home compost and one worm compost class if desired.

**HOME COMPOSTING WORKSHOPS 2016** (all workshops cover the same material)

<input type="checkbox"/> March 5, Sat 9:00am UC Extension Office, Napa (Meeting Room)	<input type="checkbox"/> April 23, Sat 9:00am Callisto Community Center
<input type="checkbox"/> March 5, Sat 11:00am UC Extension Office, Napa (Meeting Room)	<input type="checkbox"/> May 4, Wed 6:30pm UC Extension Office, Napa (Meeting Room)
<input type="checkbox"/> April 9, Sat 9:00am (MAYNOR ONLY) Napa Main Library, Napa (Include Worm Composting)	<input type="checkbox"/> May 18, Wed 6:30pm American Canyon Senior Center
	<input type="checkbox"/> June 25, Sat 9:00am Cove Park, St Helena

Some workshops are held outdoors, please dress appropriately.

**WORM COMPOSTING WORKSHOPS 2016**

<input type="checkbox"/> Mar 19, Sat 9:00am UC Extension Office, Napa (Meeting Room)
<input type="checkbox"/> June 4, Sat 9:00am Veteran's Memorial Park, Yountville

Worm composting focuses on food scraps and is often the best option for those with limited space and minimal or no gardens. Participants will assemble a working worm bin to take home.

I am a resident of Napa County.  
 I am not a resident of Napa County but would like to attend a workshop. I understand the bin or rebate offer is not applicable.

Name \_\_\_\_\_ Day Phone ( ) \_\_\_\_\_  
Address \_\_\_\_\_ Evening Phone ( ) \_\_\_\_\_  
City/Zip \_\_\_\_\_ Email/Fax \_\_\_\_\_

▲ A flyer mailed to residents in Napa County. Residents can tear off the bottom part and mail it in to register for a home composting workshop. Source: City of Napa

the home compost program cost the City of Napa \$4,840 in 2015.

## Marketing and Outreach

Napa mails out brochures advertising the program with residents' garbage bills.

## Training and Education

The City of Napa offers an average of eight composting workshops and two worm composting workshops a year. In 2016, these classes were held between March and June. Participants must sign up ahead of time through the Internet or mail. Each attendee receives a copy of the guidebook *Home Composting in Napa* produced by Napa County Master Gardeners. Between the beginning

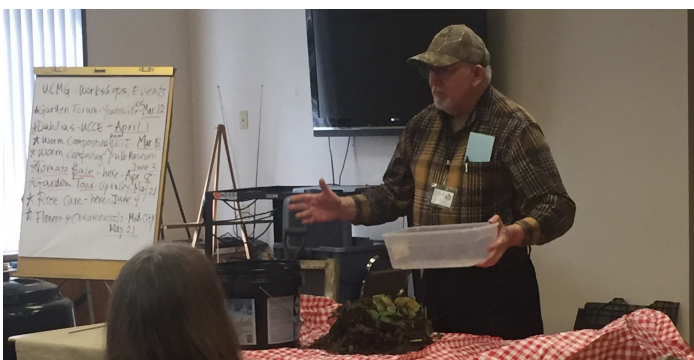
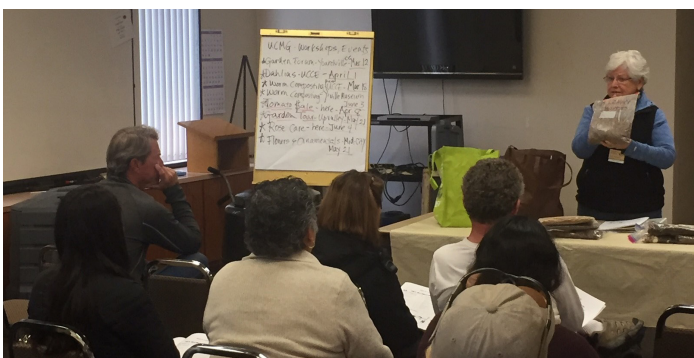
18 Personal communication via email, Chris Shoop, Management Analyst II (Recycling Coordinator), City of Napa Department of Public Works Recycling Division.

19 As of the end of 2015. Data obtained from spreadsheet in Appendix E.





▲ A resident taking home a Soil Saver bin provided by the City of Napa. Source: City of Napa



▲ Photos of the worm composting workshops where participants learn about worm composting and make their own worm composting bins with free materials. Source: City of Napa

of the program in 1997 and 2018, approximately 5,000 people have attended the workshops. The City pays \$1,000 per year to the Napa County Master Gardeners group to do the instruction for the classes and about \$300 a year to refund the costs of printing the guidebooks. Residents can also call Napa County Master Gardeners for composting tips and troubleshooting.



▲ A guidebook handed out to workshop attendees. Source: City of Napa

## Tips for Replication

- Have knowledgeable and credible instructors to teach classes.
- Utilize various channels to get the word out about the availability of the classes.
- Offer a quality bin at a heavily discounted rate so that attendees can easily put classroom knowledge into practice.

## Contact

Chris Shoop, Management Analyst II (Recycling Coordinator), City of Napa Department of Public Works Recycling Division  
**Phone:** 707-257-9520  
**Email:** [cshoop@cityofnapa.org](mailto:cshoop@cityofnapa.org)

## Links

Home web page for the composting programs

<http://compost.naparecycles.org/>