City of Bloomington
Common Council

Legislative Packet - Addendum
Issued on Wednesday, 02 March 2022

Wednesday, 02 March 2022
Regular Session at 6:30 pm

*Please see the notes on the Agenda addressing public meetings during the public health emergency and possible alternative committee referral actions by the Council. For a schedule of upcoming meetings of the Council and the City’s boards and commissions, please consult the City’s Calendar.
1,000 HOUSEHOLDS WHO MULCH

End-of-Pilot Recommendation

Wednesday, March 2, 2022
History of the Project

Innovation Team Assembled

Feb. 2020

Reasons for action:
1. Reduce $$$ cost
2. Reduce
   Environmental cost
3. Improve resident satisfaction
History of the Project

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Feb. 2020

Mar-Aug. 2020

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1. Reduce $$ cost
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3. Improve resident satisfaction

Sep.-Dec. 2020

- Interviews
- Research
- 4x prototypes
- 22-household pilot
22-Household Pilot

- Mulch and compost as much as possible
- Use yard waste for excess
- Free yard waste bags and online instruction
22-Household Pilot Success!

59% managed all their leaves in their own yard - no City services used

88% supported the pilot strategy

88% didn’t want vacuum as the ONLY option

76% supported vacuuming being ONE option
22-Household Pilot Concerns
History of the Project

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Mar-Aug. 2020

- Interviews
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Sep.-Dec. 2020

- 22-household pilot

1,000 Households Who Mulch
Feb.-Dec. 2021
Expanded Pilot Participation

- 493 households (16 affected by controlled burn)
- All Council Districts represented
- Mayor John Hamilton
- Deputy Mayor Don Griffin
- State Senator Shelli Yoder
- Council Member Isabel Piedmont-Smith
- Council Member Kate Rosenbarger
Addressing Concerns from 22-H Pilot

- Volunteer Yard Consultants
- FAQs and online guides
- Hands’ on demos
- Volunteer Yard Consultants
- Facebook Group
- Weekly emails
Incentives
Potential Negative Consequences

1. Workload shift from Vacuum Collection Crew (Streets Division) to Yard Waste Crew (Sanitation Division)

2. Increased CO2 emissions from gas-powered lawn mowers due to mow mulching
How Did We Do?

Metric #1 - Is it Doable?

Were participants able to successfully complete the challenge? Was it doable even with the identified concerns from the 22-household pilot?

91% processed ALL their leaves without using a City service.

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>VACUUM SERVICE USE</td>
<td>29.5%</td>
<td>12.5%</td>
</tr>
<tr>
<td>YARD WASTE SERVICE USE</td>
<td>12.5%</td>
<td>4.17%</td>
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</tbody>
</table>
How Did We Do?

Metric #2 - Did We Reduce Operating Cost?

2019 Cost
$709,458
$54/household

2020 Cost
$510,349
$39/household

Projected savings of $206K-$417K from 2020 operating costs

Projected Future Costs
$93,541 - $304,741
$7-$23/household
How Did We Do?

Metric #3 - Did We Reduce Environmental Impact?

25.4 Metric Tons of CO2

11.1 Metric Tons of CO2
Environmental Co-Benefits

From the US Composting Council

Better soil erosion prevention
Better stormwater management
Improved soil and water quality
Healthier plants
Bonus Positive Consequence!

Building a Learning and Helping Community
Participant Quotes

“I truly don't think I will ever rake again (except to make small piles for composting and garden beds). This has been a game changer and we are super grateful for all we've learned!”
Participant Quotes

“All these years, I've used leaves and organic kitchen waste to make compost, sort of. The truth is I don't know when it's done. I rarely used the compost in the garden. The consultant looked at our system and gave me some great information about how to compost correctly. One half hour was all it took. Great results from the consultant...”
Participant Quotes

“I can’t wait until next Fall to see my soil.”
Recommendations

1. Transition the default leaf management strategy from vacuum-by-default to support-mulch-and-compost-by-default over the course of three years. Transition the vacuum option to be a fee-based on-demand service.
2. Continue working with MCSWCD to support safe kitchen waste composting.
3. Direct some savings to increased frequency of street sweeping.
Year 1 - 2022
Early promotion incentivizing the “new way”; vacuum schedule starting in mid-Nov.; FREE on-demand vacuuming in December, strong learning

- Communicate the WHY and WHEN
- Give $$ off sanitation bill if vacuum and yard waste services are not used; free yard waste bags
- Bring hands’ on demos into neighborhoods
- Keep online reference information
- Keep FB group active; add NextDoor and Reddit postings
- FREE on-demand in December

Year 2 - 2023
Early promotion incentivizing the “new way”; FREE on-demand vacuuming the whole season

- Double down on messaging about WHY and WHEN and that vacuuming in Year 3 will be on-demand for a fee.
- Keep the learning community strong

Year 3 - 2024
Early promotion incentivizing the “new way”; fee-based on-demand vacuuming

- Double down on messaging about WHY and start notifying in August multiple times in multiple ways.
- Keep the learning community strong.
- On-demand for a fee starting in November.
Thank You!

The Bloomington Community Orchard

- Office of the Mayor
- Public Works Department - Streets Division
- Public Works Department - Sanitation Department
- Housing and Neighborhood Development (HAND)
- Parks Department
- City of Bloomington Utilities

https://bloomington.in.gov/innovate/2020-leaves
https://bloomington.in.gov/innovate/2021-leaves
Time for Questions

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