

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**

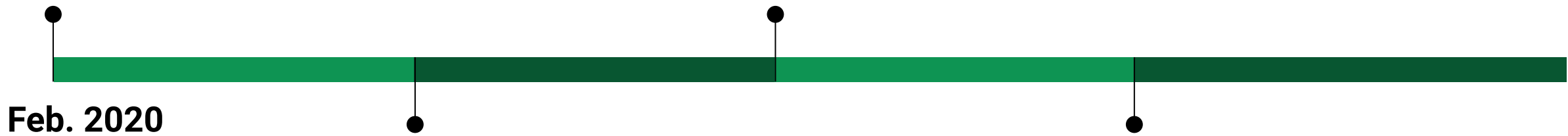


End-of-Pilot Recommendation

Wednesday, March 2, 2022

History of the Project

Innovation Team Assembled

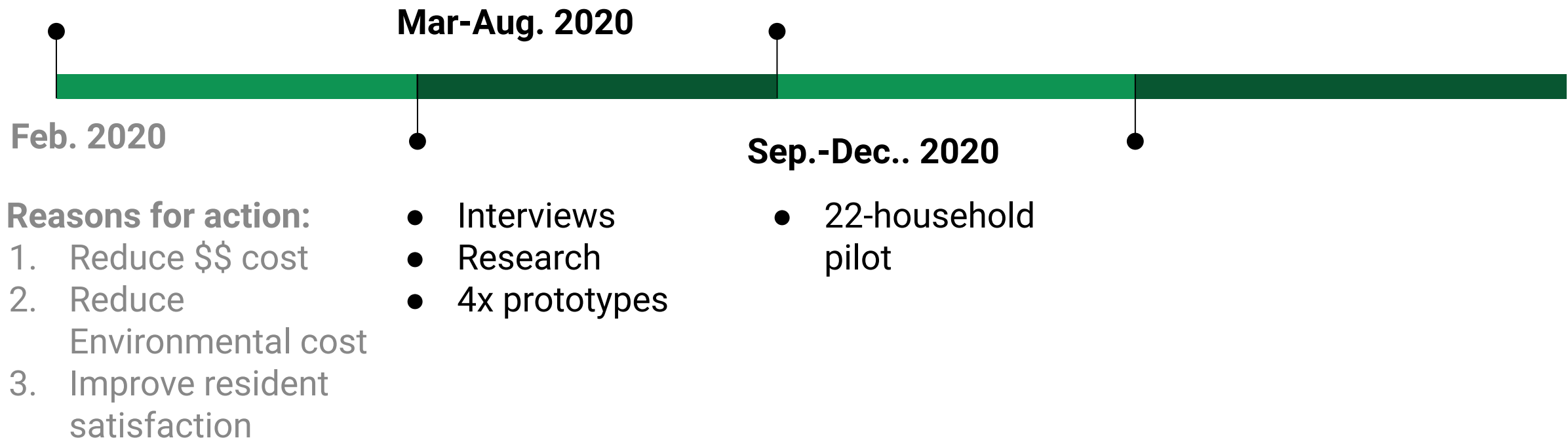


Reasons for action:

1. Reduce \$\$ cost
2. Reduce Environmental cost
3. Improve resident satisfaction

History of the Project

Innovation Team Assembled



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

Innovation Team
Assembled

1,000
Households Who
Mulch

Mar-Aug. 2020

Feb.- Dec. 2021

Feb. 2020

Sep.-Dec.. 2020

Reasons for action:

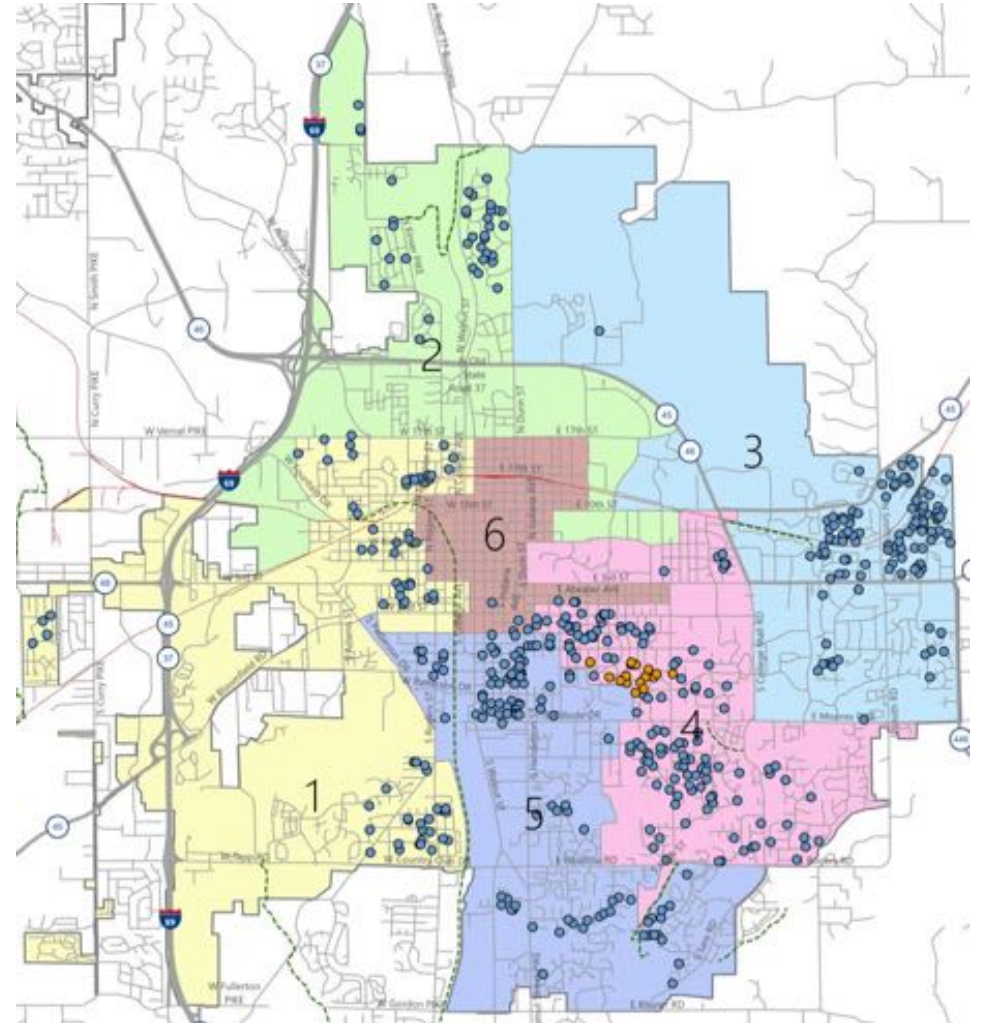
1. Reduce \$\$ cost
2. Reduce Environmental cost
3. Improve resident satisfaction

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



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?



YES



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

VACUUM SERVICE USE

2020: 29.5%



2022: 12.5%

YARD WASTE SERVICE USE

2020: 12.5%



2022: 4.17%

How Did We Do?

Metric #2 - Did We Reduce Operating Cost?



YES

2019 Cost

\$709,458

\$54/household



2020 Cost

\$510,349

\$39/household



Projected Future Costs

\$93,541 - \$304,741

\$7-\$23/household

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

How Did We Do?

Metric #3 - Did We Reduce Environmental Impact?



YES



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



facebook



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



CITY OF BLOOMINGTON

- 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



EarthKeepers
Bloomington Compost



INDIANA UNIVERSITY

Campus Farm



Aver's Pizza



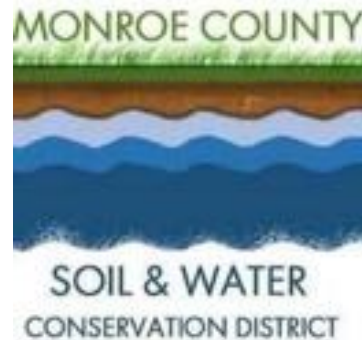
Monroe County
Public Library
Read, Learn, Connect & Create



THE CENTER FOR
SUSTAINABLE
LIVING



THE DISTRICT
HOME



MONROE COUNTY
SOIL & WATER
CONSERVATION DISTRICT



MC IRIS
Monroe County
Identify and Reduce Invasive Species



Monroe County Parks and Recreation



CIVIC
CHAMPS



HELPING
HANDS

<https://bloomington.in.gov/innovate/2020-leaves>

<https://bloomington.in.gov/innovate/2021-leaves>

A young girl with a white headband, wearing a blue hoodie and a pink shirt, is smiling and holding a large bouquet of autumn leaves. The leaves are in various stages of fall, showing shades of yellow, orange, and brown. The background is a soft-focus outdoor setting with green and yellow foliage.

Time for Questions

bloomington.in.gov/innovate/2021-leaves

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