

MAKING COMPOSTING ‘CLICK’ IN DENVER

PRESENTED BY: ARI MOLEDINA

Civic Academy

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BACKGROUND & ISSUE

- Denver’s current diversion rate is 26.5%, which is up from 13% in 2010 and 26% in 2020.
- However, the City’s **waste diversion goal is 50% by 2027** and 70% by 2032, so **we have a ways to go.**
- To support this goal, the City passed a "pay-as-you-throw" policy in 2022, which created **tiered pricing for trash** depending your bin size, and made **composting service free.**

So the infrastructure is there.

But how do we get more residents to participate?



WHY COMPOSTING MATTERS

- Helps **decrease methane emissions**, which are produced when food scraps and yard waste sit in landfills

- **Reduces waste**, extending the life of landfills and reducing emissions from hauling trash

- Finished compost product **enriches the soil**, increases water-holding capacity, and naturally feeds plants

"Achieving Denver's waste diversion and composting goals will reduce greenhouse gas emissions by nearly 3,000,000 metric tons of CO2e, which is comparable to removing over 600,000 gas-powered cars from the road."

- Denverite



THE ACTION PLAN



- **Understand the barriers**
  - Connect with City of Denver Staff
  - Survey friends & community members
  - Interview 3-5 neighbors



- **Identify opportunities to increase composting awareness**
  - Determine most impactful educational opportunities from community engagement

- **Develop educational materials and distribute them in the community**
  - Create a 1-page flyer with a QR code linking to additional resources and share them in community locations



- **Follow up with residents and assess engagement**
  - Engage in follow-up conversations with neighbors and track QR code engagement

NEXT STEPS & TIMELINE

- **January:** Reach out to folks at the City of Denver and do research about composting successes in other cities
- **February:** Share survey with friends and community members to understand barriers
- **March:** Interview neighbors about their composting habits
- **April:** Summarize findings about barriers and compelling educational opportunities
- **May:** Design and distribute 1-page flyers with QR codes
- **June:** Have follow-up conversations with neighbors and track QR code engagement



THANK YOU!

Ari Moledina | arimoledina@gmail.com