



Task 6: Organics
All You Can Shovel Results
Event Date: Saturday, August 23, 2014

Background:

To engage Snohomish County customers in compost education, a total of 18,811 *All You Can Shovel* special invitation postcards were mailed to WUTC customers in Snohomish County inviting them to Cedar Grove's Landscape Yard in Everett to pick up as much free compost as they could fit into their vehicle. The event took place on Saturday, August 23, from 10am – 4pm.

Objectives:

- Engage customers in the value of compost.
- Help customers understand what can go into their curbside compost cart.
- Share free compost with current Snohomish County WUTC customers to spur interest in buying compost for their gardens.
- Encourage WUTC Snohomish County customers to take the Foodcycling pledge to get a free tool to start composting – a kitchen compost container.

Overall Experience:

The *All You Can Shovel* Event in August had many return customers from the previous year. The customers were excited to shovel as much compost as they could fit into their vehicle. Event attendees used a variety of vehicles and strategies to get their free compost – some people showed up with a truck and others just shoveled the compost into the backseat of a small car (using a vinyl sheet to protect the upholstery).

- **Diverse and Engaged Audience** – There was a large multicultural audience. Everyone was interested in the composting message.
- **Compost Education for Everyone** – Multiple touch-points at the event provided the opportunity for outreach staffers to discuss composting with attendees. As cars were checking in, attendees were interested in listening to educational talking points and sharing their composting experiences, asking questions, etc.
- **Happy Customers!** – Event attendees asked when the next *All You Can Shovel* event was happening and waved or yelled, “thank you!” as they were leaving the event.

New Pledge Takers:

As event attendees checked in at the entrance, they were told that they could take the Foodcycling pledge to receive a free kitchen container. Almost everyone took the pledge. A few people said that they already took the pledge and had received their kitchen container. Several attendees mentioned they had their own system set up but they were excited to get the new container.

Educational Materials:

All event attendees received the following educational materials:

- Compostable bag flyer
- Residential Food and Yard Waste Collection Guidelines



- Cedar Grove Compost Punch Card
- Organics Planting Calendar

Results:

The attendees were excited to participate and were interested in the education components. However, composting in the fall tends to have a lower participation rate, as seen at last year's event and in previous compost campaigns. This event followed that trend.

- **Estimated compost shoveled:** 243 Yards
- **Total event attendance:** 103

Attendee Information:

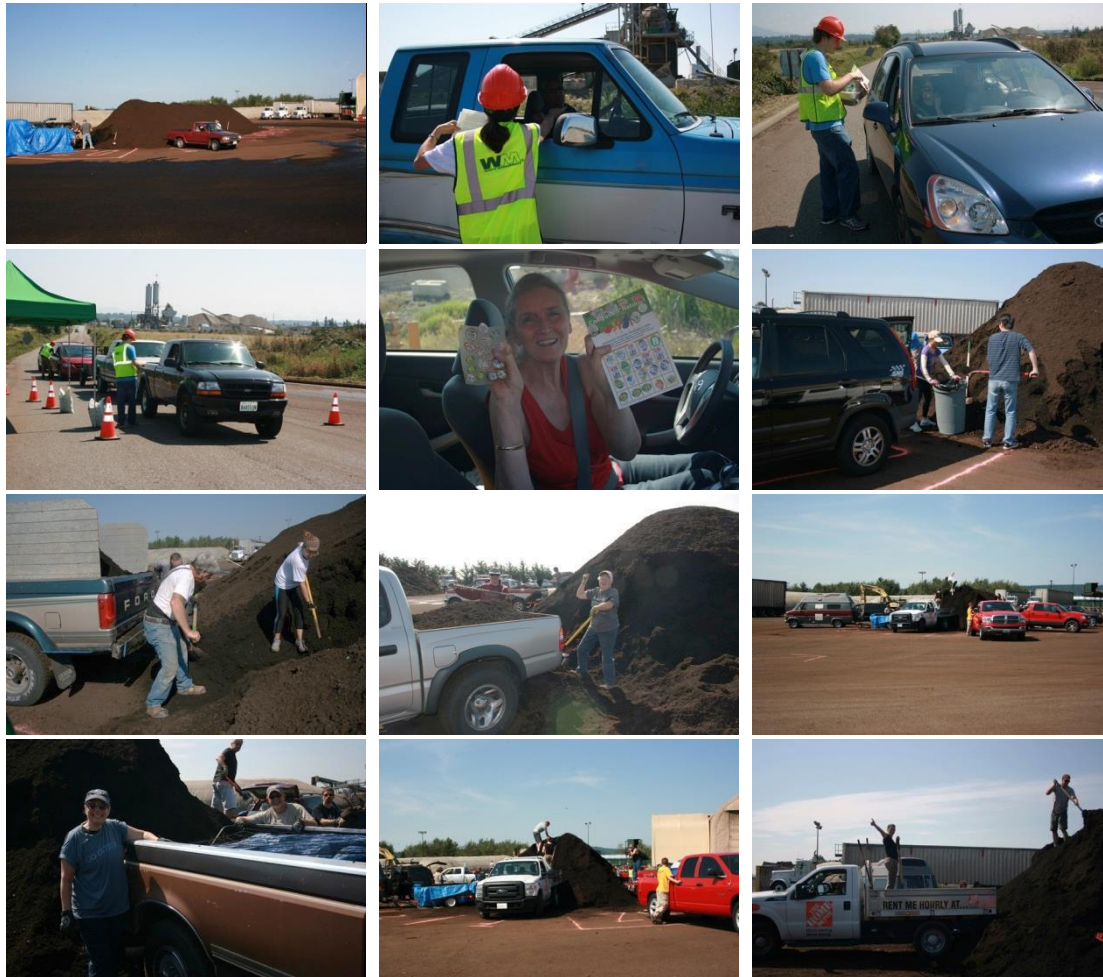
- 18,811 special invitation postcards were mailed on August 11, 2014, to WUTC customers in Snohomish County.
- Postcards collected: 103
- Redemption rate: .55%
- Total number of new Foodcycler pledge takers: 92
- Already received a container and didn't need one: 4
- Did not want a kitchen container: 7

Attendees by City:

CITY	ATTENDEES
ARLINGTON	2
BOTHELL	16
BRIER	2
EDMONDS	3
EVERETT	20
GRANITE FALLS	3
LAKE STEVENS	7
LYNNWOOD	21
MARYSVILLE	2
MOUNTLAKE TERRACE	1
MUKILTEO	6
SEATTLE	1
SHORELINE	1
SNOHOMISH	12
STANWOOD	2
TULALIP	2
WOODINVILLE	2
Total	103



Photos:



Postcard:



You gotta dig it!

Visit Cedar Grove between 10:00am-1:00pm on Saturday August 23rd and fill 'er up.

That's right, it's all you can shovel. Every ounce of compost you can load in your vehicle is absolutely free. Don't forget your shovel!

To participate, you must bring this postcard and a valid ID. Limit one vehicle per household. Must be 18 or older to dig. Each vehicle will have up to 30 minutes to shovel. Please bring a tarp to cover and secure your load. Event staff will be at the entrance to assist with the vehicle queue. For directions, visit www.cgcpost.com

Cedar Grove • 3620 36th Place NE, Everett
Questions? Call WM Customer Service at 1-800-592-9995