

**Task 6: Organics**  
**All You Can Shovel Results**  
**Event Date: Saturday, August 15, 2015**

**Background:**

On Saturday, August 15, 2015, Waste Management hosted a one-day *All You Can Shovel* event at the Cedar Grove composting facility in Everett. On August 6, a special postcard was mailed to 37,622 Snohomish County WUTC Waste Management food and yard waste customers, inviting them to shovel a vehicle-load of free compost. This educational event helps customers see how the food scraps and food-soiled paper that they add into their curbside compost cart can be transformed into nutrient-rich compost for yards and gardens.



**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.

**Overall Experience:**

The *All You Can Shovel* event had many return customers from previous years that expressed gratitude to Waste Management for giving them this opportunity. Attendees made special arrangements, recruiting neighbors and family members to help shovel, renting trucks and trailers or lining their cars with plastic and loading compost in. Customers were excited to shovel as much compost as they could fit into their vehicle.

- **Diverse and Engaged Audience** – A large multicultural audience was in attendance. One customer remarked that the photos on the WM Composting Guidelines were very helpful because her English is limited.
- **Compost Education for Everyone** – Event attendees received a collateral packet with Waste Management and Cedar Grove educational materials. Outreach staffers stationed by the compost pile helped answer questions using educational talking points and customers shared their personal composting experiences.
- **Happy Customers!** – There were many special customer interactions throughout the day.
  - Many customers remarked that they'd been watching the mail, waiting for the postcard.
  - An outreach staffer assisted a customer that was not able to shovel, sending him home with a trailer-load of compost.
  - A third-grader, sitting in the car while his dad shoveled, proudly told staffers about how he filled out two Produce Sticker Cards during Compost Days, earning free compost for his school (Discovery Elementary).
  - One customer said that he built a trailer especially for this event, finishing it the night before.



- Many customers were excited by the quality of the compost.
- As customers would depart, they would wave, give a thumbs up and thank Waste Management.

#### Educational Materials:

All event attendees received the following educational materials:

- WM Residential Food and Yard Waste Collection Guidelines
- WM Keep Compost O’Natural Produce Sticker Trading Card
- WM Compostable Bag Flyer
- Cedar Grove Organics Planting Calendar
- Cedar Grove Compost Coupon



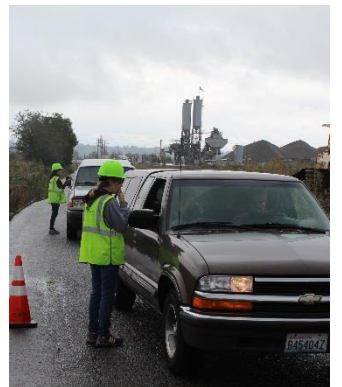
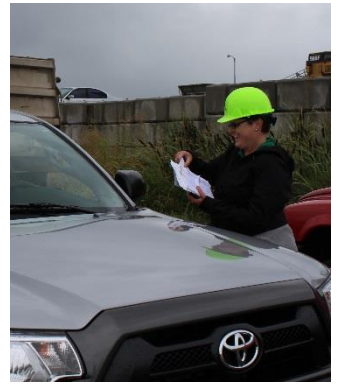
#### Results:

327 households attended the event, with several lining up before the 10 a.m. start time. A steady stream of shovelers continued until 4 p.m., lining up to fill their cars, trucks and containers with free compost. Cedar Grove provided 900 yards of compost for residents and at the end of the day, approximately 350 yards had been shoveled. The day had a festive feel with happy Waste Management customers driving home with a vehicle loaded with nutrient-rich compost for gardening. Though composting in the fall tends to have a lower participation rate, the larger mailing list resulted in 50 percent higher attendance over previous *All You Can Shovel* events in August.

#### Attendees by City:

City	Attendees
Arlington	5
Bothell	48
Brier	9
Edmonds	7
Everett	65
Lake Stevens	34
Lynnwood	66
Marysville	29
Mill Creek	2
Seattle	2
Snohomish	38
Stanwood	13
Tulalip	5
Woodinville	4
<b>Total</b>	<b>327</b>

Photos:





Postcard:



## You gotta dig it!

Visit Cedar Grove between 10:00am-1:00pm on Saturday August 15th 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.cgcompost.com](http://www.cgcompost.com).

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