

Invitation to Participate

Compost Days Partnership with WSU Snohomish County Extension Office

Program Background

This spring, Cedar Grove, Seattle Public Utilities, King County Solid Waste Division and Waste Management will launch the fifth annual Compost Days, an innovative multi-county campaign to motivate residents to purchase and use compost and engage residents with food recycling. The 2015 campaign offers the opportunity for Snohomish County gardens to receive compost to grow healthy, sustainable food.

Timing

Compost Days runs from March 15 to April 15, 2015, tying in with the kickoff of spring gardening season. We will launch the media campaign on March 20, the First Day of Spring.

Objectives

Compost Days aims to:

- Communicate the value of using compost to motivate consumers to purchase.
- Increase utilization of curbside food scrap programs by existing organics customers.
- Increase understanding of the “compost loop” through the Big Garden Give compost drive.
- Educate residents about what can and cannot be composted at curbside.

The Concept

As with previous campaigns, Compost Days will thank residents for composting by offering discounts on Cedar Grove Compost and kitchen compost containers. For the second year in a row, the campaign will also feature the region-wide Big Garden Give compost drive, helping residents “think outside the bin” by highlighting the link between curbside composting and growing fresh produce. The Big Garden Give will work just like a typical food drive model: during Compost Days, the public will be asked to donate a bag of compost to benefit community gardens. For every bag of compost purchased, Cedar Grove will donate a bag to our community garden partners. WSU Snohomish County Extension Office would serve as our Snohomish County community partner to assist in the distribution of donated compost at the end of the campaign.

New Twist

This year, Compost Days will also work with existing public school garden programs in King and Snohomish counties. We will use the Compost Trading Card as a tool to introduce students to composting food at home and avoiding contamination – simply by learning to take the stickers off their produce. The school with the most cards collected wins a Compost Pizza party. For every full Compost Trading card, Cedar Grove will donate a bag of compost to the school garden.

Benefits to WSU Snohomish County Extension Office

The goal is to generate awareness and raise as many compost donations as possible for Snohomish County community gardens. Along with free compost for gardens, WSU Snohomish County Extension Office will receive:

- Inclusion in all press materials, including a press release at the launch of the promotion.
- The opportunity to participate in a high-profile media event about composting. We expect significant media attention for this campaign—last year’s Marysville school garden installation, attracted attention from The Herald, Marysville Globe a variety of community papers and blogs.
- Features on partner websites and social media feeds. Communications avenues and audience reach:
 - Compost Days press release
 - King County, Cedar Grove, Seattle Public Utilities, Waste Management websites, blogs and newsletters
 - Waste Management Foodcyclers (over 4,000 customers)
 - Cedar Grove Facebook (2,158 followers)
- Donated Cedar Grove compost to community gardens:
 - Donation certificates will be distributed for compost pick up at any Cedar Grove landscaping facility.

- Deliveries, up to 30 yards, will be made at no cost five to community garden sites. Deliveries can be combined for large volume drops.
- Donation recipients can pay for delivery at a cost of approximately \$175 per 30 yard load.

Criteria for Participation

During the campaign timeframe (March 15 to April 15), WSU Snohomish County Extension Office will commit to:

- Helping to identify community garden programs to work with to expand the reach of the campaign.
- Assisting in mapping the gardens so King County can track where the compost donations are distributed.
- Leveraging existing communications network to spread the word about Compost Days through the WSU Snohomish County Extension Office newsletter, email blast, flier canvassing and social media channels.
- Possibly participate in a media event.
- Possibly provide Sustainable Garden Stewards to present compost education in elementary schools in conjunction with the Compost Days campaign.

THANK YOU FOR YOUR PARTICIPATION IN THE 2015 COMPOST DAYS!