

CASE STUDY: BACKYARD COMPOSTING CBSM PROJECT

Client: Township of Langley, Langley, British Columbia, Canada

OVERVIEW

The Township of Langley is a district municipality in British Columbia, located in the eastern part of Metro Vancouver. In conjunction with implementing a curbside food scraps collection program, the Township wanted to expand their current backyard composting program using Community-Based Social Marketing (CBSM) principles and techniques. The backyard composting program was intended to be a complementary option for residents to consider in addition to participating in the curbside program. Based on a waste composition study carried out in 2008, 40% of waste set out for collection was organic material. The target for this CBSM study was to reduce the amount of organic material being disposed by half (2.2 kg of garbage per household per week).

SERVICES

Lura developed, delivered, and evaluated CBSM strategies and pilot projects for an enhanced backyard composting program. After engaging the community to identify barriers to backyard composting through surveys, door-to-door visits, and focus groups, Lura developed strategies to overcome these barriers. These strategies were designed using CBSM principles, piloted in the community and evaluated, with the overall goal of increasing participation, fostering ongoing participation, and maximizing diversion of compostable organics. The evaluation process featured waste monitoring and measurements to track the success of several alternative strategies. Throughout the project, Lura also facilitated CBSM training and planning sessions with Township staff to collaboratively develop key strategy elements.



RESULTS

Two strategies were pilot tested at different levels of intensity. The highest intensity strategy achieved a 51% participation rate and 31% diversion of waste from curbside (3.51kg/household/week). The lower intensity strategy achieved a 45% participation rate and 12-18% diversion. Results from the pilot findings were extrapolated for full-scale implementation to all households in the urban area of the Township. Results of the pilot project were used to develop full-scale implementation estimates, including waste and greenhouse gas reduction estimates, cost savings, and staff time requirements. Reduced disposal savings were demonstrated to more than enough to offset the cost of delivering a full-scale program.