



UNPACKED

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1. About

1.1 Program Description

The Ocean Friendly Gardens Committee of Isla Vista Surfrider founded Isla Vista Compost Collective in the Fall of 2017, with a goal of enabling more residents in Isla Vista to compost locally while educating them about composting at the same time. As of Fall quarter 2019, IVCC now services 96 houses in Isla Vista and plans to continue to expand its services throughout the academic years to come. We currently have a waitlist of over 100 houses and we aim to provide this free-service to as many residents and university students in Isla Vista as possible, with a goal of reducing food waste and introducing composting to everyday life. This mindset will transfer to other eco-conscious habits, such as gardening and buying in bulk.

1.2 History

Isla Vista Compost Collective (IVCC) began taking shape in the fall of 2016. A team of five passionate members of the Surfrider Foundation's Isla Vista chapter united with the common mission to divert food waste from our local landfill--the Santa Barbara County Tajiguas dump--which is expected to reach capacity by 2026. As a result, the team set out to establish a food scrap regeneration program, which has manifested into a community compost collective--Isla Vista Compost Collective.

In working closely with representatives from the Santa Barbara County's waste management unit Marborg, the founders of IVCC established a synergistic partnership. Each week, Dirtriders would pick up food scrap bins from each participating house in Isla Vista and dump the contents into a larger bin sponsored by Marborg. In turn, Marborg would send a pick up truck each week to carry the contents of the larger bins to their county compost facility.

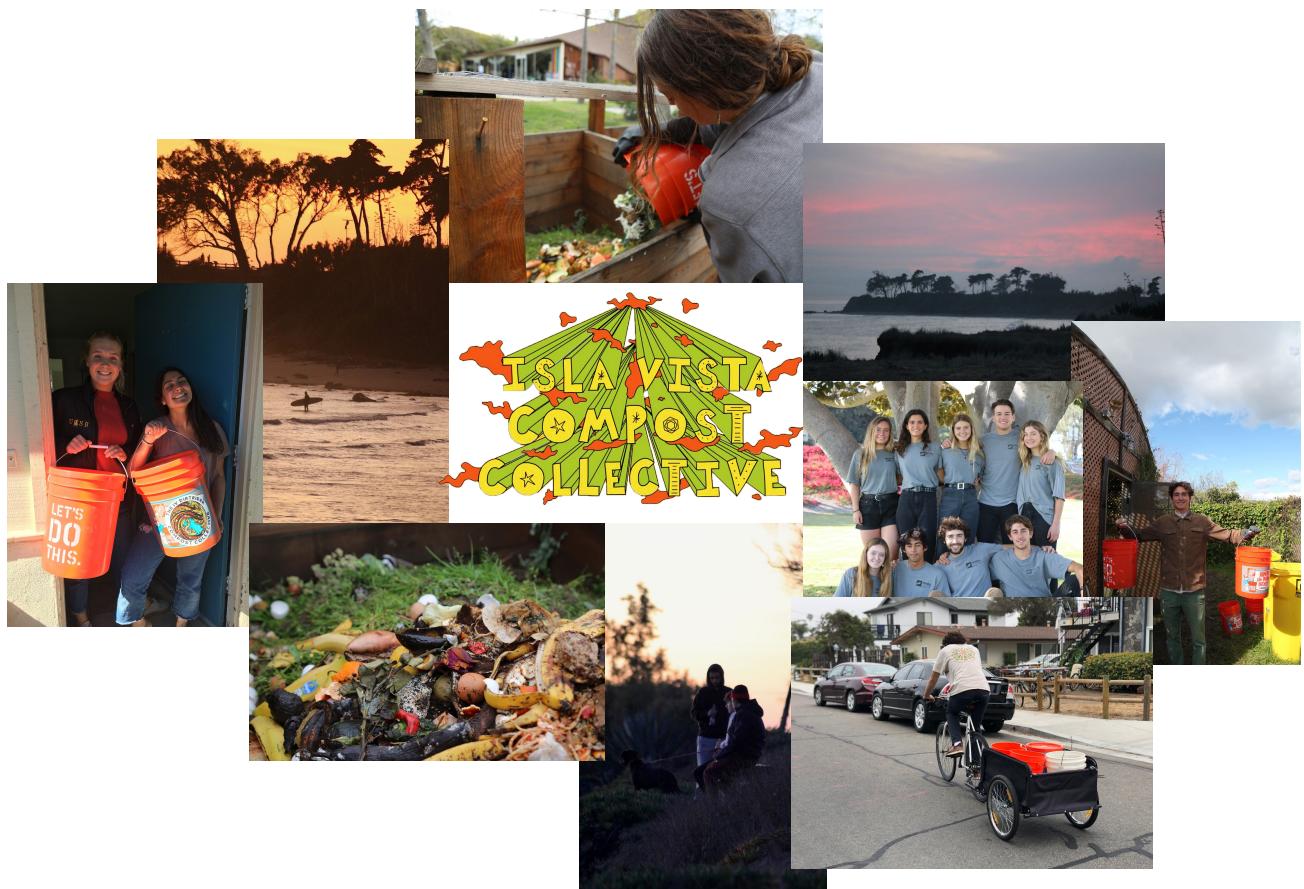
While planning with Marborg advanced, IVCC founders began to work intimately with the Isla Vista Parks and Recreation District (IVPRD) to secure a workspace for washing buckets and storing bins. With little to no budget, these five founding members of the IVCC sourced and scraped down old gallon buckets to reuse as food scrap bins for houses. They assembled a cart bike for the Dirtriders to use to pick up food scrap bins from houses. Most importantly, they volunteered their time to test-run the program by working for free as Dirdiders.

The pilot period lasted nearly six weeks, serving ten houses in the spring of 2018. The operation was an utter success and has expanded exponentially. In the fall of 2018,

five Dirtriders served twenty houses. Isla Vista Compost Collective now serves 96 houses and commissions six Dirtriders. The organization has hired new positions, such as Development Manager, Marketing Manager, and Operations Manager. Over 17,000 lbs. of post-consumer food waste has since been diverted from landfills in the past two years, thanks to the reciprocal support from participating houses, Marborg, IVPRD, and of course IVCC. All in all, the growth of Isla Vista Compost Collective is truly a testament to the power of grassroots organizing, with a future that is looking ever-green!

1.3 Mission Statement

The mission of Isla Vista Compost Collective is to provide residents in Isla Vista with a full service composting program that encourages sustainable food waste practices, educates community members, and supports local gardens. We want to inspire and motivate community members to reduce their carbon footprint and increase their positive handprint by working with the land for our community and for the world!



1.4 Positions

Director - Jacob Bider

The Director is responsible for overseeing marketing, development, and operations of Isla Vista Compost Collective. They work directly with the Marketing and Communications, Development, and Operations Managers to ensure IVCC is ran in a productive manner. The Director constantly seeks opportunities for improvements and expansion of IVCC.

Operations Manager - Siena Hooper

The Operations Manager is in charge of overseeing IVCC's Dirtriders, a duty that includes organizing schedules, leading weekly meetings, managing data entry, and assisting with any problems that arise during Dirtrider shifts. The Operations Manager ensures IVCC runs smoothly and that quality is consistently upheld by Dirtriders.

Development Manager - Jake Kaihewalu

The Development Manager oversees the overall development and long-term sustainability of the program regarding funding, documentation, and outreach. They also organize, interpret, and make use of compost collection data. See section on "Analytics".

Marketing and Communications Manager - Illy Logeais

The Marketing and Communications Manager's job is to oversee all social media usage for IVCC, as well as its internal and external interactions. This extends to organizing group meetings and reaching out to organizations that IVCC wants to collaborate with or seek guidance from. Another important aspect of this role is to solidify and promote IVCC's brand/mission statement in the Isla Vista area and beyond.

Digital Media Developer - Chloe McKerr

The Digital Media Developer designs graphics for social media and other outreach platforms on photoshop and other software. This position creates infographics and weekly updates to educate social media followers about the sustainability behind composting.

Dirtriders

Dirtriders are responsible for delivering five-gallon compost buckets to houses in Isla Vista. They utilize a bike with a cargo trailer to transport buckets throughout the community. After collecting buckets filled with compost, they take the buckets to local compost piles where they are sorted and weighed. The Dirtrider communicates with their houses via text message to update them about how much compost they generated for the week and if any materials were composted incorrectly. All data collected is inputted into a spreadsheet. After sorting and weighing buckets, Dirtriders then redistribute clean buckets to participating houses.

Development Associates - Miranda de Moraes and Jessica Bixby

The Development Associate works under the Development Manager to develop a plan for long-term sustainability of the Compost Collective regarding funding, documentation, and outreach. They are responsible for compiling documents like this one.



1.5 Operations

IVCC provides households with five gallon buckets and disposal guidelines, in order to enable every household to accumulate their own compostable food scraps for the week. Then, Dirtriders bike around the community with a cargo trailer to pick up buckets that have been filled with food product.

IVCC brings the collected food to Estero Park, St. Michael's Church, and the Methodist Church. Dirtriders sort through the collected food, measure its weight, and note if anything was composted incorrectly. At Estero Park, the food product is placed in a bin donated by the Resource Recovery and Waste Management Division of Santa Barbara County, and later collected by MarBorg. At St. Michael's Church and the University United Methodist Church, Dirtriders help process the food products in their community garden compost piles.

After composting, Dirtriders return clean buckets to participating households. They then send out group messages to every household detailing what was composted incorrectly and how much weight was composted. By composting for 96 houses, IVCC is diverting around 1,000 lbs. of food product per week from landfills.

2. Five Year Plan

2.1 Overview

Our program's test-run started as a volunteer-based initiative. With time, we have realized the amount of effort that is required to be a Dirtrider, a duty that is labor intensive and should require compensation, especially in order to ensure accountability. So far, IVCC has been applying for grants to keep running on a quarterly and yearly basis. In Spring of 2018, IVCC received funding through the Coastal Fund, which allowed the program to expand to where it is today. However, IVCC is now in search of long-term funding and partnerships, in order to continue to confidently expand our services and to secure a sustainable future. The biggest goal for IVCC right now is to lock down five years of funding, or endowments, to ensure that the growth of this pivotal service for Isla Vista residents stays alive. Members of the IVCC executive board have met with many experts in various environmental fields for advice, which has enabled the creation of IVCC's carefully composed, five year plan.

2.2 Year One

We plan to service 96 houses throughout Winter and Spring quarter with seven Dirtriders and six interns. We plan to expand IVCC to service on campus housing at the Manzanita Village. By the end of Spring quarter we plan to service 112 houses. We have budgets ranging from \$100-\$500 depending on work division per each of the quarters. All together, the stipends add up to \$5,600 per quarter, which is a total of \$16,800. The materials we are still in need of for the rest of the school year totals to \$932 for items such as larger cargo trailers to carry more buckets and increase efficiency. Additionally, we have exciting eco-conscious compost-inspired initiatives and trial runs, such as event composting services, to provide UCSB and Isla Vista events with the ability to compost locally.

We have also been working to create and maintain a compost pile at Estero Park. This compost pile would provide residents with another place to compost locally and would allow us to continue to compost with increased capacity. Eventually, we hope to create enough compost at this pile to be able to share it with others and even sell it. We also have been in touch with the IV Food Co-Op regarding our community outreach projects that we plan to start up quarterly in order to get students and the community engaged through workshops that educate them about the excitement of gardening and composting. These events and outreach initiatives add up to \$1,686. In sum, the operating budget for year 1 equates to \$19,319 total with a minimum of \$17,732 for stipends and materials.

Impact: 19.18 tons of organic waste composted annually

2.3 Year Two

Our goal for the second year of this plan is to expand to an additional 56 houses in order to increase by at least 50%, leading to IVCC servicing 168 houses total. This would increase the overall stipend amount for Dirtriders because their number of shifts would increase. The stipends for management would increase as well in order to equitably pay them for their efforts and time commitment in a crucial stepping stone year. Stipends for 2020-2021 would total to \$6,500 per quarter and \$24,800 overall.

The materials for this year total to \$13,017 as we have added the cost of buying an electric cargo bike and larger trailers. An electric cargo bike and larger trailer would allow for us to increase our capacity and reduce Dirtrider shifts by 30 to 40 minutes.

We also plan to develop an app for IVCC. Currently, we serve 96 houses, so our Dirtriders are communicating with 16 houses each week via text about the weight of their compost, what they are composting incorrectly, and other updates. As we expand, this task becomes more and more difficult to monitor and we are confident this app will maximize efficiency and organization. Further, we will continue to maintain the compost pile and outreach events, which adds up to \$1,900. Overall, the second year of IVCC's long-term plan will be \$37,817 minimum for stipends and materials and \$39,717 for the total yearly budget.

Impact: 36.17 tons of organic waste composted annually

2.4 Year Three

For the third year, we plan to add an additional 80 houses to our service, servicing 248 houses in Isla Vista in total. In order to take this leap, we will hire two more

Dirtriders and pay them according to their extra shifts and hours that will increase as we expand. We also will increase stipends for management, since they will be assuming more responsibility, and will plan to hire a second Operations Manager, to divide the responsibility of managing 248 houses and 10 Dirtriders.

Overall, the stipends for 2021- 2022 total to \$32,600. We will continue to purchase necessary materials such as more trailers and electric bikes to assist with expansion. The total cost for materials will be \$6,233. We will keep the additionally requests of events, outreach, and the compost pile growing, which will add \$3,250 to the budget. To continue accounting for the increased amount of food waste collected and, we will create an additional compost pile in IV. This third year totals to \$42,083 or \$38,833 minimum.

Impact: 53.40 tons of organic waste composted annually

2.5 Year Four

For the fourth year, IVCC will add 120 houses to our 248 already serviced, allowing us to service 368 houses total. We will hire another Dirtrider to accommodate this addition and increase stipends accordingly for management and Dirtrider stipends, based on their shift increases to cover this new number of houses. All of the stipends for 2022-2023 will equate to \$41,600 and the materials to cover this growth will add up to \$1,639. In addition, we will maintain the growth of our events and composting initiatives, which will total to \$3,000. Overall, the 2022-2023 year will be \$43,239 for stipends and materials and \$46,239 for the total project's cost.

Impact: 79.24 tons of organic waste composted annually

2.6 Year Five

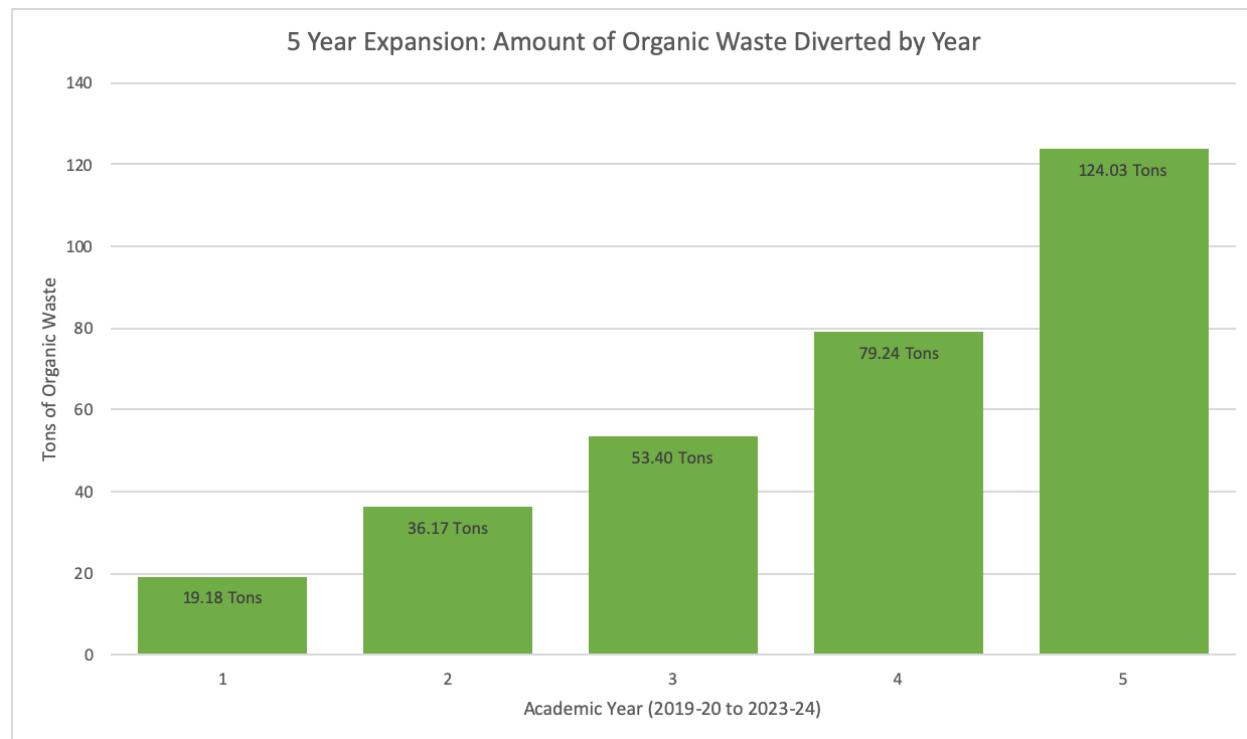
Finally, our goal for year five is to reach a total of 576 houses by adding an additional 208 houses to the 368 houses already serviced. In order to achieve this, we plan to hire two Dirtriders and increase stipends for these added shifts. In order to divide responsibility for the management of 576 houses and 12 Dirtriders, we plan to hire a third Operations Manager. For the year of 2023-2024, the total cost for stipends will equal \$60,200.

We plan to purchase a third electric cargo bike and trailer and various other materials to assist with expansion. This will require \$7,571. IVCC will continue to expand our outreach initiatives and will create another compost pile, costing \$4,350. Overall, the minimum cost for stipends and materials alone will add up to \$65,971 and the total project cost will add up to \$70,321.

Impact: 124.03 tons of organic waste composted annually

2.7 Summary

As outlined in the “Summary” tab of the budget spreadsheet, a full expansion to 576 houses is estimated to cost somewhere around \$217,180 over the 5 year plan. The projected minimum, without adding extra community bins, events services, or community outreach programs will be \$202,993. The graph below illustrates exactly how much organic waste can be diverted with the full expansion plan.



While this 5 year plan with full expansion is our ultimate goal, we have also considered different levels of expansion. Included in the “Summary” tab are the estimates of 4 other scenarios: Large, Moderate, Small, or No Expansion. These scenarios exemplify how to achieve each level in the 5 year plan and how to maintain that level for the entirety of the 5 years. For example, the “Large Expansion” scenario is the program that would enable committing to 368 houses over 4 years and maintaining this level for the 5th year. This would total to \$193,698, or \$180,862 at minimum. A moderate expansion of 248 houses total at year 3 would cost \$174,788, or \$162,051, at minimum. A small expansion of 168 houses by year 2 will tally to \$142,288, or \$133,002 at minimum. The lowest estimate, which would be maintaining our year one goals over five years, will be a grand total of \$95,895, or \$88,661 at minimum.

3. Statistics

3.1 Overview

An important role in ensuring the long-term sustainability of the program is evaluating its impact and efficiency. Data analysis for IVCC is critical to providing insight about program health, operations, and milestones to relay to the general public. In addition, compiling solid information to present in grant proposals and to various stakeholders increases our likelihood of financial and administrative support.

One important tool that is used to measure the environmental impact of the program is the EPA's [Waste Reduction Model \(WARM\)](#). Food waste that ends up in landfills releases greenhouse gasses in the decomposition process. By diverting the compostable food waste from landfills to composting piles we actually avoid these emissions. The food waste is composted to eventually form nutrient rich soil, which acts as a carbon sink by storing the carbon that would otherwise be released as carbon dioxide. The WARM model allows us to estimate the quantity of avoid emissions by plugging in the weight of food waste collected.

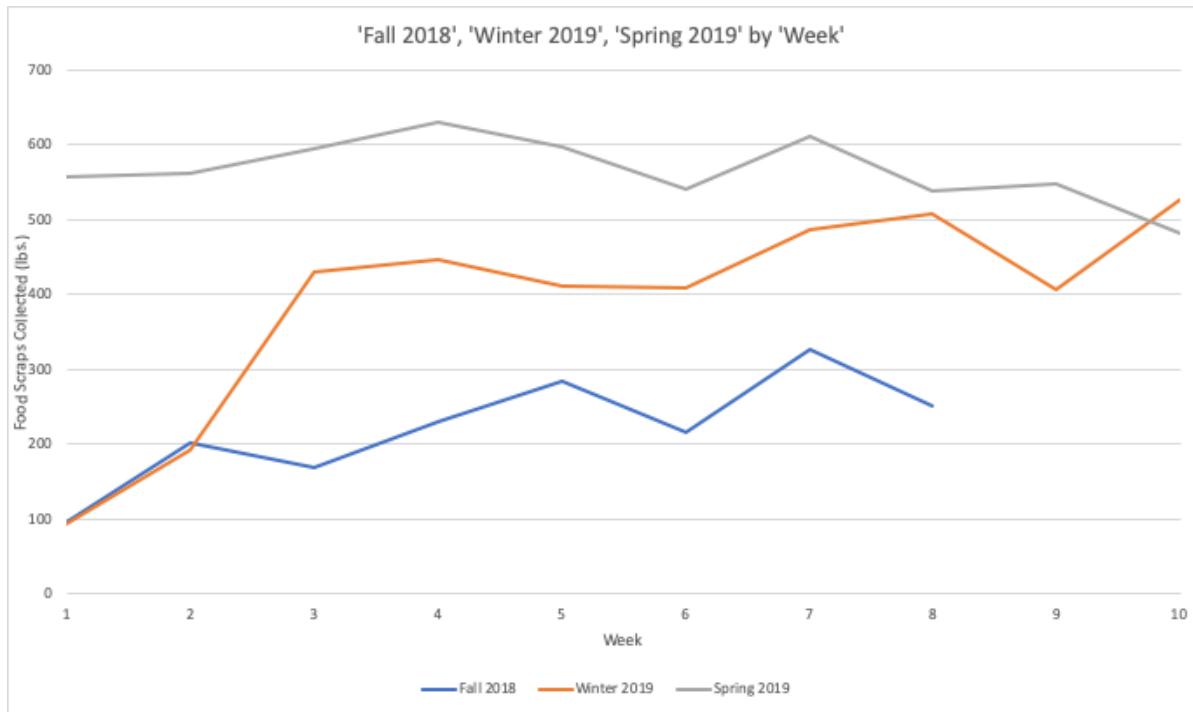
3.2 Weekly Forecast

The weekly compost data can also be used to forecast how much food will be composted in the future. This allows the team to be prepared with the materials and capacity of the composting bins. Forecasts can also be used to track program efficiency and look at how households change their composting habits over time:

	Houses	Waste Diverted/Week (lbs.)	Cost/House (per qtr)
Fall 2018	20	221.93	\$82.5
Winter 2019	48	391.05	
Spring 2019	52	565.69	
Summer 2019	48	316.54	
Fall 2019	96	1002.82	\$53.125

Cost per house based on requested funding for that quarter (missing data for Winter 2019 - Summer 2019). There was a 380% increase in households served from Fall 2018 to Fall 2019, with a 35.61% decrease in cost.

3.3 2018 – 2019 Trends



Each quarter, beginning in the Fall, IVCC has seen an increase in the amount of food scraps collected. We have also seen that at the beginning of the quarter for Fall 2018 and Winter 2019, there was a sharp increase in the amount of food composted. Winter 2018 had the most steady growth over the quarter. Overall, houses seem to continue to compost their food scraps over long periods of time, which indicates that diverting food scraps becomes a routine habit.

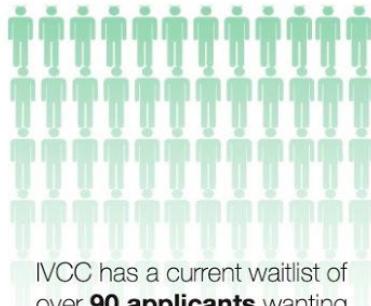
While all of this information is extremely helpful to our team, it is critical to communicate these facts to participating households, grant writers, and the public. Therefore, IVCC has created weekly newsletters, quarterly program status reports, and social media updates. One example of a one-pager quarterly status report is below--it was made in Fall of 2019 to illustrate some of the programs' impacts.

Isla Vista Compost Collective

Fall 2019 Status Report



Over **7.4 tons** of food waste diverted from landfills since 2017.



IVCC has a current waitlist of over **90 applicants** wanting their homes serviced.



Currently serving over **550 residents** in Isla Vista across **96 homes**.

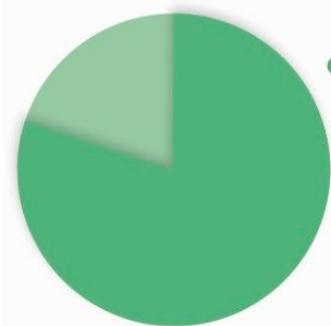
Amount Composted by Quarter:



With an **84% increase** in households for Fall 2019, we expect the quarterly amount of food waste composted to be **upwards of 8,600 lbs.**

In just three years, waste diverted from landfills to community compost bins has prevented the release of over **5.4 metric tons** of CO₂e (CO₂ equivalent) into the atmosphere.

That's equivalent to over **5,900 pounds** of coal burned.



over **80%** of the food waste collected is composted in IV

- 1 cuts emissions even further by eliminating use of fossil fuels associated with transporting waste
- 2 directly benefits local community gardens within IV by providing a consistent supply of nutrient rich soil
- 3 remaining 20% is processed by MarBorg Industries, allowing for increased capacity as the program grows

4. Food on Wheels

4.1 About

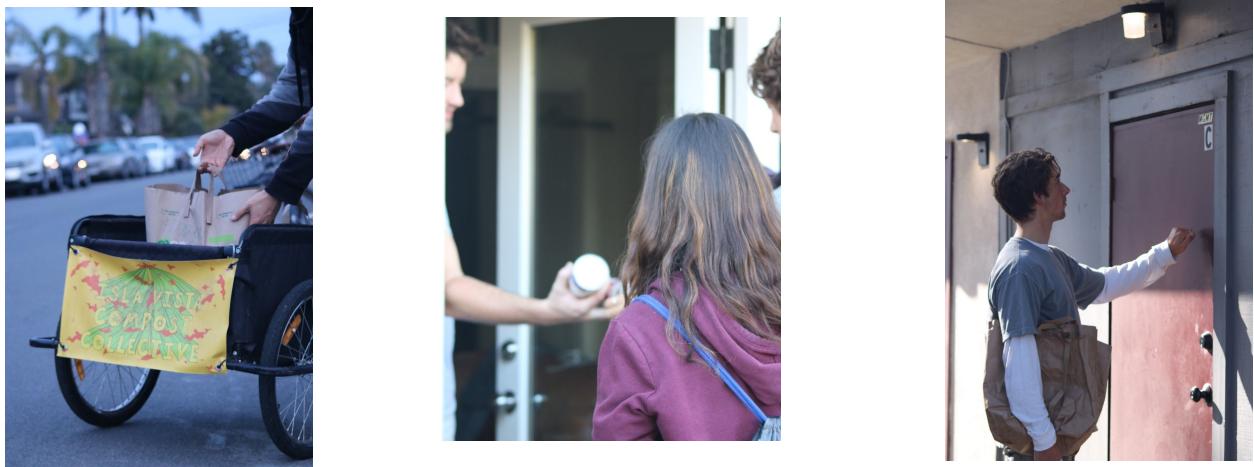
IVCC was founded with a circular mission--to turn unwanted food scraps into compost to grow new food--but the circle just grew bigger. Food on Wheels is a new program launched by IVCC, in partnership with UCSB's Associated Students Food Bank, to address other kinds of food waste and food insecurity. Food insecurity is endemic on college campuses across the country, affecting 48% of undergraduate and 25% of graduate students at UCSB in 2016.¹ In kickstarting Food on Wheels this fall quarter--right in time for the season of giving--IVCC hopes to help everyone eat well this holiday season.



4.2 Operation

Twenty volunteers from each organization divided in pairs, one with ASFB and one with IVCC, to knock on nearly every door in the busiest parts of Isla Vista--Del Playa Drive, Sabado Tarde Road, and Trigo Road. While volunteers asked residents for non-perishable food donations, two other volunteers biked down these streets with cargo trailers and picked up food that was collected. All food was eventually donated to the AS Food Bank.

¹ "Student Food Access and Security Study." UCSB Answers. <http://food.ucsb.edu/about>



4.3 Reflection

The beauty of this program is its closed-loop nature: that students can donate food so other students can have access to food. Even better, Food on Wheels dramatically reduces food waste, as many donated goods would have stayed on pantry shelves until past-expired. We collected over 450 pounds of food waste and many plastic/paper bags. At the end of the academic quarter, when many students leave their houses in IV for the break, plenty of food is left behind--a fact that demands IVCC's help. But since the test-run for Food on Wheels was a smashing success, IVCC and the ASFB plan to perpetuate the program on a quarterly basis--hopefully increasing numbers of volunteers and donated foods with every time!



5. Impact

5.1 Value for Team Members

Through the beautiful battles and joys, trials and tribulations, and ebbs and flows of Isla Vista Compost Collective - there have always been so many committed team and community members, who have never fallen short from wanting to make this vision of providing this free and eco-conscious community service a reality! We have a dedicated team of thirteen UCSB students that consists of Dirtriders, a Director, an Operations Manager, a Development Manager, Marketing Manager, Development Associates, and Digital Media Development. All thirteen members of IVCC have learned a multitude of valuable skills about creating a sustainable and long-term grassroots initiative, such as environmental knowledge, writing grant proposals, time management, networking, utilizing feedback, developing statistics, and channeling passion into action. This dream was brought to the table in the fall of 2017 and has since been pursued invariably. IVCC now serves ninety-six houses with a goal of providing more houses with the exciting opportunity to put their food waste to use.

5.2 Team Testimonials

"Working at the IV Food Co-Op for a year, I learned to love and cherish local, sustainably farmed produce. So when the opportunity arose to take part in kick starting a compost collective, I was ecstatic! From learning to structure a grassroots organization to understanding the art of composting to recruiting and mentoring younger leaders who will sustain the program—it has been an absolute joy to build and continue cultivating Isla Vista Compost Collective. IVCC is my proudest extracurricular accomplishment at UCSB and I cannot wait for the Compost Collective's bright green future!" -Miranda De Moraes

"Isla Vista Compost Collective has really put into perspective the small army it takes to coordinate a sustainability program. On that same note, however, working with everyone on the team made it clear that there are so many people willing to come together and work hard to make this idea into a reality. I have personally learned invaluable skills like professional communication and grant-writing and have been able to apply my studies of statistics/analytics to practical use. I'll take these skills and lessons learned along with the relationships I have formed with me for the rest of my life." -Jake Kaihewalu

"As someone who is not an environmental science major or necessarily well versed in sustainable practices, working at IVCC has changed me immensely. It helped me

to understand that no matter who you are or what you want to do, you must be conscious of your environmental impact. Programs like IVCC make sustainable practices easy, fun, and most importantly accessible." -Ily Logeais

"IVCC has significantly changed my perspective on our relationship with food, soil and the earth. I have gained a better understanding of the importance of composting food waste and putting it back into our local gardens. Being a Dirtrider has made me better understand the detailed process and dirty work of composting as well as feel closer to the earth in the process. IVCC has provided me with great experience in management, leadership, communication and professionalism as well as friendships that I will cherish forever. It has been—and continues to be—a big part of my experience at UCSB and I am so grateful for that!" -Siena Hooper

"I would say IVCC has helped me become more involved in the Isla Vista community. As a dirtrider, not only do I have the opportunity to raise awareness and educate the houses I serve; I can with the rest of the community: at least once a week I get stopped and asked what's in my bucket!" -Julian Elmurib

"In addition to giving me the opportunity to become more of an active member in IV, working for IVCC has shown me how much Isla Vista residents care about sustainability in their community. Because of this, it has given me a lot of hope for the future of our planet and made me love the Isla Vista community even more."
-Quincy Smith

5.3 Value to the Community

We have had a multitude of community members speak about how this simple, yet mindful, practice and service has really opened their eyes to a new kind of approach to environmental awareness. When catastrophic climate change is such a reality, especially for us college students and residents of a coastal community, providing the opportunity to compost can provide a brief relief to climate anxiety. Additionally, IVCC has given us the realization that change can start with grassroots initiatives--as simple as throwing your local farms egg shells into a different bin (like our orange compost bucket!) Creating a service like this from the ground-up inspires other UCSB students and humans to realize their potential to take action and create environmental change. We hope to inspire other universities and communities with our IVCC model as well. The Compost Collective has provided Isla Vista with an incredible initiative to support and an outlet to cultivate an environmentally conscious and accepting community! We have a waitlist of over a hundred houses at the moment, which stands to show the popularity of this program and its incredible potential for growth.

5.4 Community Testimonials

“Now whenever I go back home, I feel so weird throwing my banana peel into the trash. I never want to waste something so precious to redefining our natural ecosystems when composting and sustainable farming needs to be our future!”
-DaniRose Hill.

“Composting with the IVCC since it’s first year has been instrumental to my understanding of food waste and the benefits of composting. IVCC has made composting very easy and accessible and I am certain that it contributes a great deal to decrease food waste in Isla Vista. This program does a great deal for the community and absolutely deserves funding.” -Hannah Jackson

“Before IVCC started serving my home, I was not aware of the positive implications that composting had on the environment. It allowed me to learn the importance of preventing food waste and how it can be reused to help gardens thrive. I love compost!” -Maggie Yao

“One thing I like about IVCC is how it’s been a student run initiative with students in mind. It makes being environmentally conscious a lot easier, and takes out the “laziness” excuse many students have. I loved being involved in the community garden and learning how to compost! Being able to have Dirtirders collect the compost is key to the success of this program, and was a key part of my involvement.” -Anviti Singh

“IVCC is an amazing program that encourages sustainability in Isla Vista. It makes it easy for students and takes the work out of self composting. I rely on IVCC weekly and think it’s a fantastic organization!” -Olivia Yazzolino

“I have truly enjoyed watching IVCC blossom into the program it is today. Its services have made sustainable practices that are often out of reach for college students readily available. I am so proud of the program and cannot wait to see the next steps IVCC is going to take” -Yara Khamis

“Through being a part of IVCC, I became more conscious of how much food I put to waste. It has also allowed me to make smarter decisions while buying my produce to minimize waste and be more sustainable” -Sophie Abboud

“Since I have become involved with IVCC, I have realized quickly that my food scraps add up. It feels so much better to know that we can put our scraps where they belong to avoid ending up in a landfill. Additionally, composting has made me

realize how much food I waste and how I must consciously shop for produce in order to reduce unnecessary waste" -Kat Weller

6. Outreach

6.1 Overview

This year IVCC has decided to place a greater emphasis on branding and connection. This will be executed by increasing our presence on Facebook and Instagram, implementing more effective methods of communication between Dirtriders and houses, planning events with other organizations on and off campus, as well as producing more interactive content on all of our platforms.

We believe our organization's branding and reputation across the community is important. Therefore, we have carefully crafted an image that represents the connectedness and convenience that our services offer. The service that we offer is unique in terms of the environmental efficacy it brings to the students of Isla Vista. Our graphic style combines a chic, 70's flare with more modern day vibrant colors and clean lines. Above all else, we want our image to evoke a sense of pride for the Isla Vista community.



6.2 Social Media

IVCC manages successful Facebook and Instagram (@ivcompostcollective) accounts. Through these social media platforms we highlight team members, share weekly compost updates and IVCC related photos, as well as host a weekly compost competition, which has become a highlight of our program. Every week we track which house composted the most compost per person. We then ask the winning house to take a photo with their bucket so we can highlight them on our social media.



6.3 Website

We have an actively running website (www.islavistacompost.com) that serves primarily as a platform to sign up for IVCC's service. Through this website, we also share information about the operation, the team and the history of IVCC and provide the public with the ability to apply for a Dirtrider position and contact us.

7. Conclusion

Overall, Isla Vista Compost Collective has taken a green army full of passionate students to develop a program with an enormous benefit for the community of Isla Vista and our planet at large. We have worked hard to create IVCC Unpacked and are excited to continue to grow Isla Vista Compost Collective in a sustainable manner. Thank you for your support and we hope you consider helping make this dream a reality!