



Spread Compost, Spread Awareness



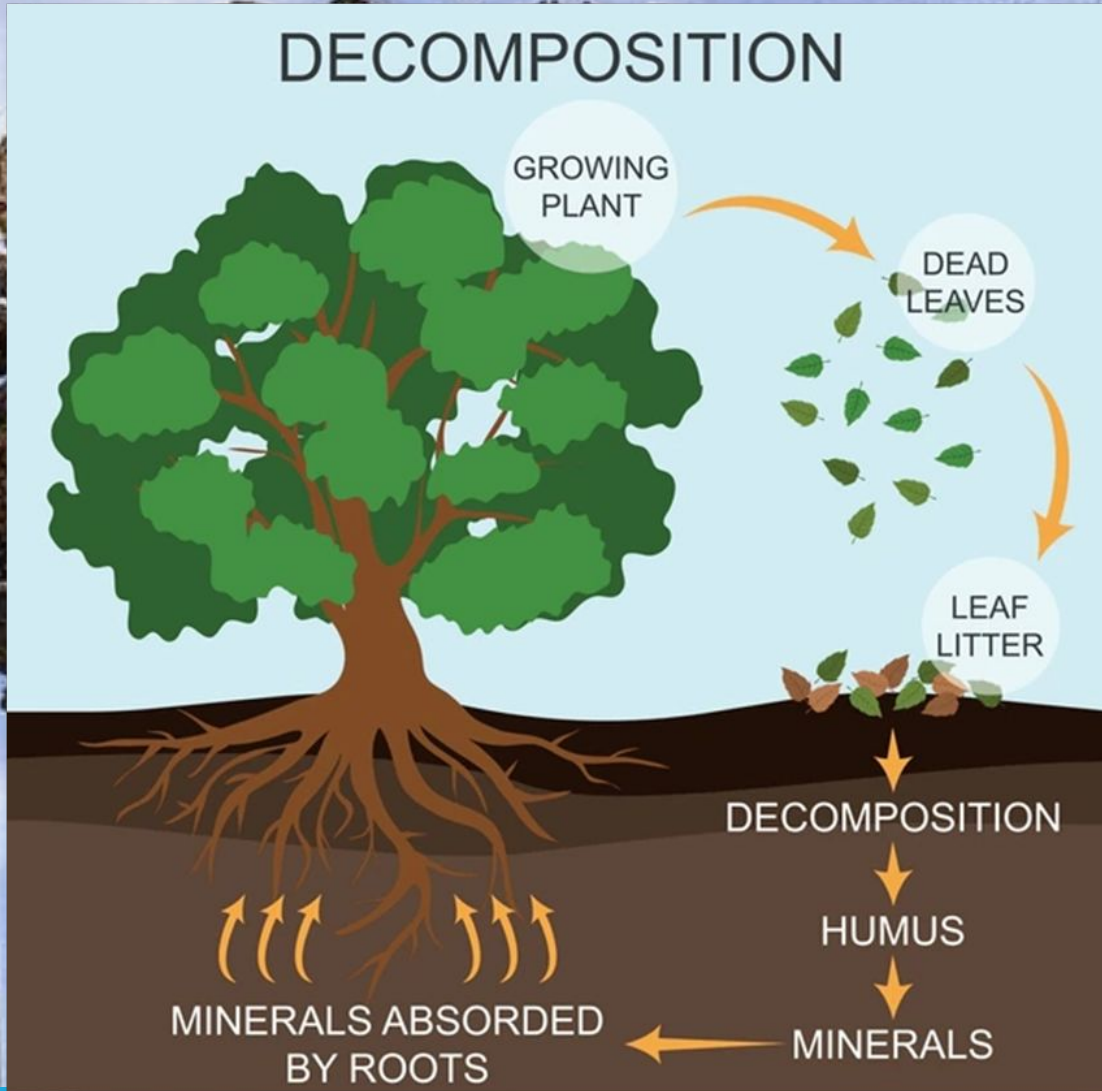
Soil, Chemistry, Regulations, & You

“Be it deep or shallow, red or black, sand or clay, the soil is the link between the rock core of the earth and the living things on its surface. It is the foothold for the plants we grow. Therein lies the main reason for our interest in soils.” — Roy W. Simonson



Summit for Recycling - Grand Junction, Colorado - June 2nd-4th, 2025

Composting is a biological process that transforms organic matter into nutrient-rich material through chemical changes. Understanding this process is essential for developing regulations specially with Colorados diverse landscape and varying soils.



Organic Matter

Matter to smaller matter - Humic

Carbon-to-Nitrogen (C:N Ratio)

Low = Stable

pH

Ammonia to Nitrogen

Cations

Humic = Retention & reduced nutrient loss

RECYCLE COLORADO

Summit for Recycling - Grand Junction, Colorado - June 2nd-4th, 2025

**Colorado Department of Public Health and
Environment (CDPHE)
Section 14 of the Solid Waste Regulations (6
CCR 1007-2 Part 1)**

Why regulate?

**Environmental Stewardship
Soil Health & Regeneration
Water Retention
Nutrient Management & Cycling**

Permitting to Finished Product!

**Facility Type - Class I, II, III
Engineering and Operating Procedures
Trained Professionals
Analytical Testing - HM, PFRP**



Summit for Recycling - Grand Junction, Colorado - June 2nd-4th, 2025



Dialing IN to what CO Needs



Summit for Recycling - Grand Junction, Colorado - June 2nd-4th, 2025

South Canyon Landfill City of Glenwood Springs



Summit for Recycling - Grand Junction, Colorado - June 2nd-4th, 2025



cogs.us/landfill

~4,000 tons per year

1-2% of sales to city
parks department

90% cheaper than
buying bagged & no
plastic waste

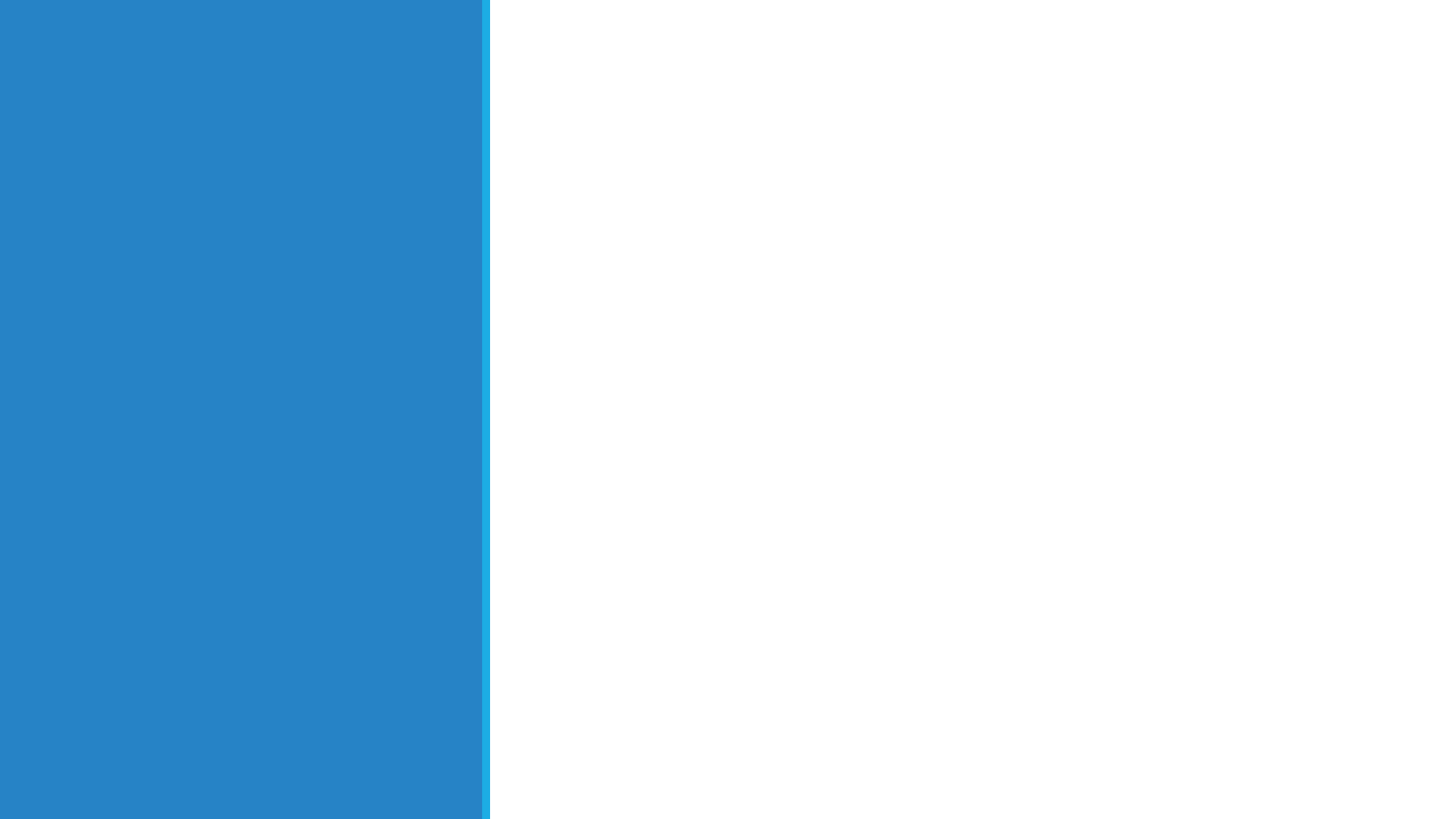
Parks equipment used
for compost
application:

- small dump truck
- skidsteer
- rakes





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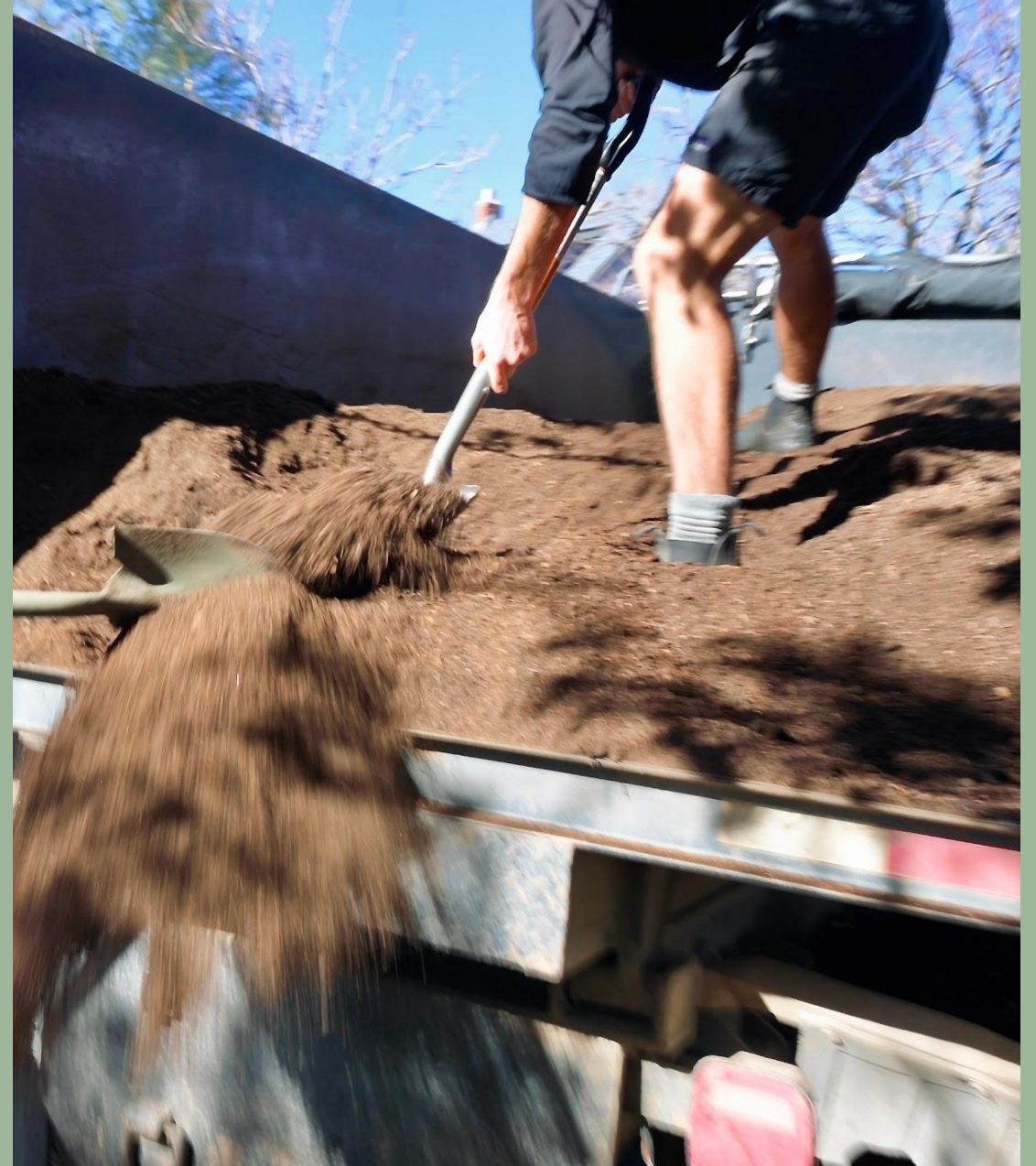
Adapt

Soil Partners

Soil Restoration

=

Community Based
Social Marketing



The Problems Facing Municipal Compost Programs

- Contaminated waste stream
- Reduced Participation
- Lack of Transparency

**Colorado's management of water resources is
the key to our climate resilience**



Colorado's management of water
resources is the key to our climate
resilience

AdaptSoil

The background of the image is a close-up photograph of dry, cracked soil. The soil is a reddish-brown color with numerous dark, irregular cracks running across the surface, creating a textured, fragmented appearance. The lighting is even, highlighting the roughness of the soil.

**“The most overlooked
climate solution is right
under our feet.”**

AdaptSoil

Recycling and Compost Participation (*currently...*)

- **MSW diversion rate in CO in 2023 is 15.5%**
- **Total Diversion rate is 33.9%**

How do we get these numbers up?!!!

Community Based Social Marketing

- CBSM is not just about raising awareness, but about making sustainable behaviors the easy, default choice.
- It identifies real barriers (e.g., confusion about what's compostable, inconvenience, lack of visible community participation).
- CBSM uses direct engagement, prompts, and social proof to move people from intention to action.

Community Based Social Marketing

Awareness → **Engagement** → Lasting Action

AdaptSoil

Community-
Based-Social
Marketing

Compost
Programs

**Adapt
Soil!**

Climate
Resilience

Water
Conservation

Community Based Social Marketing

Adapt's process:

1. Assess (stakeholder survey, soil testing)
2. Design (custom CBSM signage, community events)
3. Implement (compost spreading, education, interdepartmental engagement)
4. Measure (soil health, water retention, participation)

CBSM tools used: Prompts (signs at compost sites), public commitments (pledge boards), social diffusion (community compost days), feedback (soil health results, water retention stats).

Community Based Social Marketing

First

Reduce Barriers = Make It More accessible = **Eliminating Jargon**

Second

Make soil restoration visible, social, and measurable—turning composting into a community climate solution.

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Globeville Case Study

- In 2022, we received a \$24K DEDO beautification grant to spread compost in Globeville.
- We canvassed about 200 houses in partnership with an existing neighborhood group
- 75 households requested compost



Globeville Case Study

- 75 Households received a cubic yard of compost
- We integrated this effort with a tree planting initiative a month later
- Households who couldn't spread their compost could request CSU Spur volunteer support





Resources for Other Compost CBSM Case Studies

- Biocycle
- Institute of Local-Self-Reliance
- Action Research Inc.



Adapt

JANUARY 2025

THANK YOU!

