Ronald B. Sieger Biosolids Management Award Nomination

2017

City of Denton
Dyno Dirt Program

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Overview

The City of Denton has been successfully marketing its Dyno Dirt biosolids compost since 1997, and over the ensuing 20 years, has developed a sophisticated approach to marketing that leverages the benefits of biosolids for Texas soils and water conservation, and diverts organic wastes from landfills.

The program has been an unqualified success by any metric. The initial product line has expanded from two products (Dyno Dirt compost and Dyno Chips, a mulch) to a total of 9 products (including 3 variations of Dyno Dirt), and sales have increased from $19,000 in 1997 to over $6 million since the program's inception, while diverting more than 1 million cubic yards of material from the landfill.

The success of the program is due to the commitment of City staff to product quality, customer needs, and creative marketing approaches. For example, their current offerings of 9 different products were developed in direct response to customer requests. And their multi-faceted approach to marketing – built not only upon customer trust, but also on partnerships, promotional items and well placed advertising – ensures that the City's biosolids are beneficially used. .

This nomination for the **WEAT Ronald B. Sieger Biosolids Management Award** addresses multiple award criteria, as an outstanding, full-scale operation and as an exemplary biosolids public acceptance program.

Process Background

The Dyno Dirt product begins with biosolids generated at the City of Denton's 21 mgd Pecan Creek Water Reclamation Plant, yard wastes from City residents and clean woodwastes. Wastewater solids from the wastewater treatment process are anaerobically digested, dewatered and conveyed by front end loaders to the plant's composting area for windrow composting.

Using this process, the biosolids and woody materials are composted in 400-ft long piles, each about 18-ft wide and 5-ft high. The materials are initially blended by a specialized windrow turner, which is also used to turn the material throughout the composting process. The blended materials remain in the pile for about 28 days to meet EPA and TCEQ stabilization requirements. At the end of that period, the compost is transported to static piles for curing and then screening.

Products and Customers

The screened biosolids compost, and screened woodwastes as well, comprise the 9 product Denton product line. Dyno Dirt products that have biosolids as a component include:

- Dyno Dirt – biosolids compost
- Dyno Soil – 60% Dyno Dirt and 40% sandy soil), and
- Dyno Landscape Mulch – 80% mulch and 20% biosolids compost

The products are marketed to a diverse customer base that includes homeowners, landscapers, nurseries, community gardens, schools, TxDOT, City departments (such as Parks and Recreation), and other municipalities. Customers can purchase the materials from bags at retail outlets or from specially-designed sales facility located at the compost facility.

Marketing and Outreach

A key to Dyno Dirt's success is the broad based – and creative – educational effort led by the City's Gayla Wright. In addition to brochures, articles in City newsletters and advertisements in publications, the products are featured on Youtube, and even in movie theater advertisements. These outreach efforts are supplemented by promotional materials distributed through a variety of venues, including festivals and other events.

Together with the City's attention to customers' needs, these efforts have resulted in one of the top biosolids marketing programs in the country, and the Dyno Dirt program was recently featured in a WEF webinar as a role model for marketing programs.