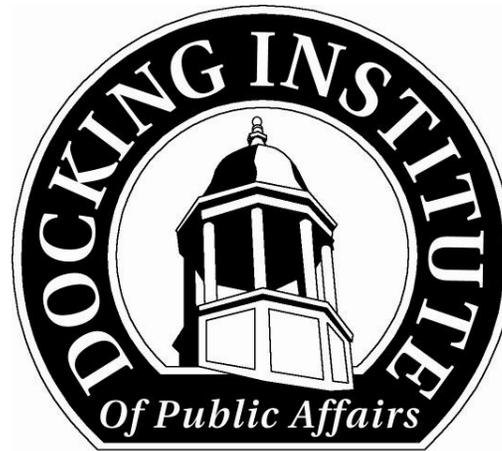
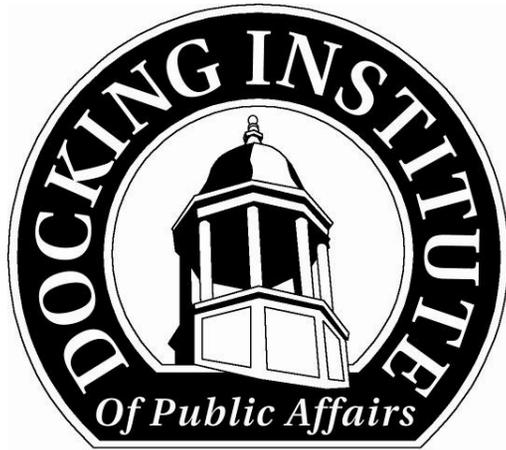


Salina Curbside Recycling Survey 2012



By
The Docking Institute of Public Affairs

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Mission: To Facilitate Effective Public Policy Decision-Making

The staff of the Docking Institute of Public Affairs and its University Center for Survey Research are dedicated to serving the people of Kansas and surrounding states.

Salina Curbside Recycling Survey 2012

By:

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For:

The City of Salina, Kansas and SAIC

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Salina Curbside Recycling Survey 2012

Introduction and Research Methods

The City of Salina contracted with the Docking Institute to conduct a land-line telephone survey of randomly selected households located in Salina. This report summarizes our findings and consists mainly of figures to be used by SAIC as part of a more encompassing recycling study/project for the City. Telephone interviews were conducted from June 19 through July 5, 2012. Of valid contacts (703), 421 interviews were completed, providing a cooperation rate of nearly 60%. The Margin of Error for 421 interviews is +/- 4.78%. This information is summarized in Table 1. A copy of the survey questionnaire is provided in the Appendix. The questionnaire was developed in cooperation with SAIC.

Table 1: Survey Specifics

Survey Area	City of Salina
Dates of Survey	June 19 - July 5, 2012
Valid Contacts	703
Completed Interviews	421
Cooperation Rate	59.9%
Margin of Error	+/- 4.78%

Current Recycling Practices

The first few questions on the survey asked respondents about their current household garbage collection practices, and if they participate in curbside recycling and/or drop-off recycling. Figure 1 shows the results to the question “who do you receive garbage collection from?” The figure shows that most respondents (78%) receive garbage collection services from the City of Salina. Fewer receive services from Salina Waste Systems (13%) and Get R Done (2%). Four percent indicated that they receive services from another provider and 3% responded “don’t know.”

Figure 1: Current Garbage Collection

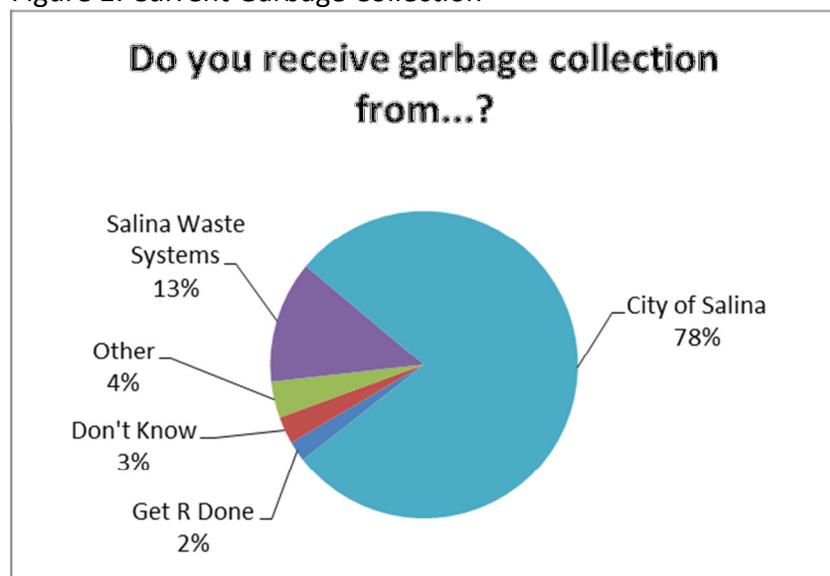


Figure 2 shows responses to the question “do you currently participate in curbside recycling?” The figure shows that most respondents do not (89%), but that some do participate in the current curbside recycling program (11%). Figure 3 shows responses to a follow-up question asked only of those that currently DO participate in curbside recycling. Of that 11%, most (83%) use curbside recycling every week.

Figure 2: Participation in Curbside Recycling

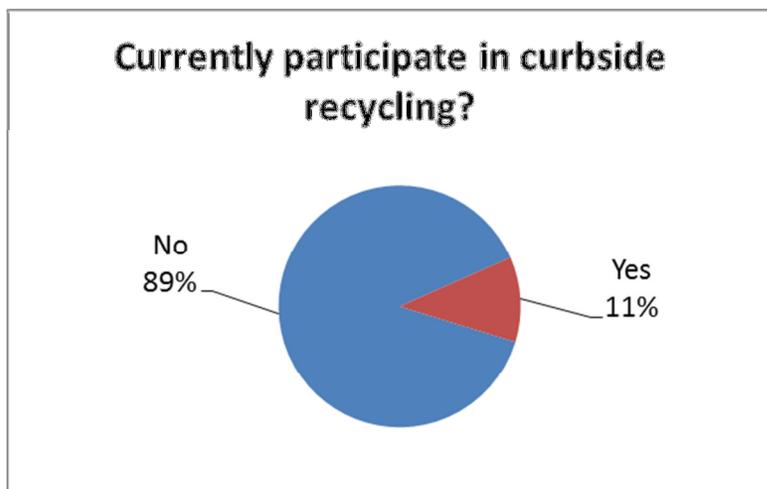


Figure 3: Frequency of Curbside Recycling

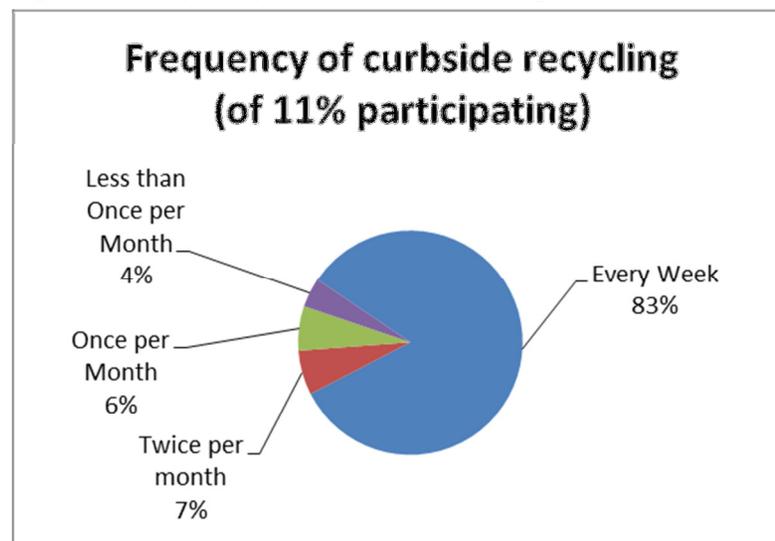


Figure 4 shows responses to the question “do you currently take recycling to a drop-off location?” The figure shows that less than half (45%) of the respondents report taking materials to a drop-off location and that more than half (55%) do not. Figure 5 shows responses to a follow-up question asked only of those that currently DO participate in drop-off recycling. Of that 45%, about a third (34%) participate in drop-off recycling once a month, 17% participate twice per month and 13% do so every week. Another third (36%) indicated that they take recyclable materials to a drop-off location less than once a month or they do not know how often they participated in drop-off recycling. (Five respondents indicated that they “do not know” how often they take materials to a drop-off location. These five respondents were included in the “less than once per month” category.)

Figure 4: Participation in Drop-Off Recycling

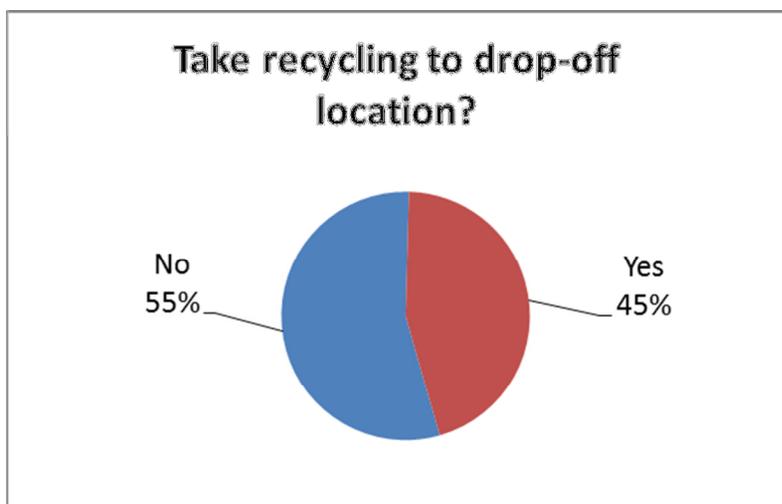
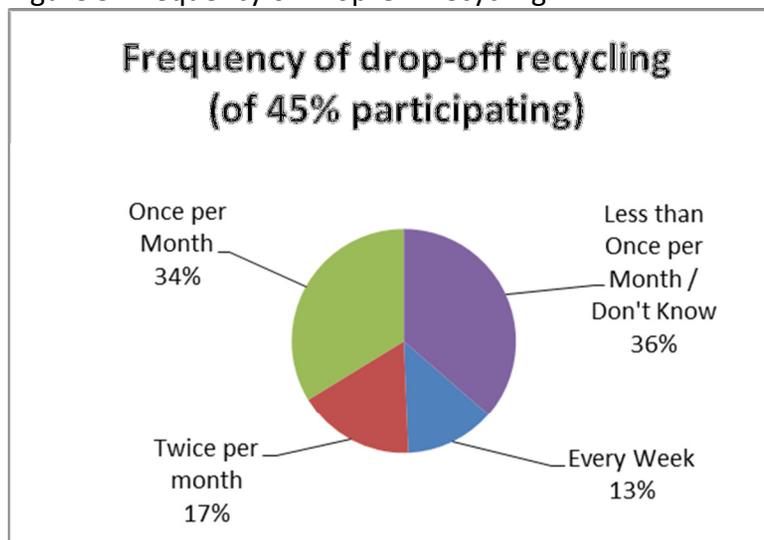


Figure 5: Frequency of Drop-Off Recycling



Curbside Recycling Options

Four curbside recycling options were described (see below) in the survey and each respondent was asked to indicate whether he or she would be “very likely,” “somewhat likely,” “somewhat unlikely” or “very unlikely” to participate in each one.

Four options:

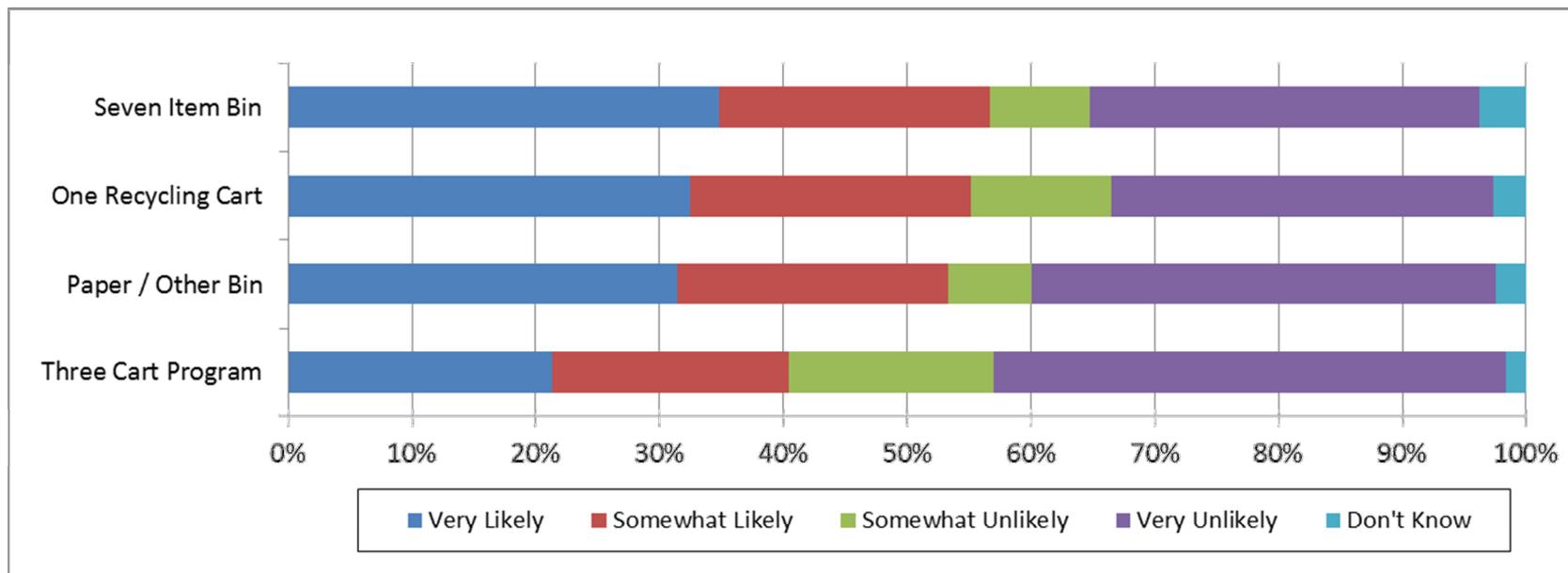
- How likely would you participate in a program where you had one additional cart at your residence, similar to your refuse cart, for all recycled materials combined? (Referred to as “One Recycling Cart” in Figure 6.)
- What if the City were to offer a program where you had three different carts at your residence, one for garbage, one for yard waste and one for recycling? How likely would you participate in this type of a three-cart program? (Referred to as “Three Cart Program” in Figure 6.)
- How likely would you participate in a program where all recyclables would be placed in a single recycling bin at your residence and you would be asked to keep paper separate from all other recyclable materials within this one bin? (Referred to as “Paper / Other Bin” in Figure 6.)
- How likely would you be to participate in a recycling program if recyclables were placed in a single recycling bin at your residence and you were asked, but not required, to try to keep the seven different types of material separate within this one bin? (Referred to as “Seven Item Bin” in Figure 6.)

Figure 6 (next page) shows the responses to these questions.

Figure 6 shows that about 35% of the respondents indicate that they would “very likely” participate in the “seven item bin” option, while another 22% would be “somewhat likely” to participate in the “seven item bin” option. A total of about 40% of the respondents would be either “somewhat unlikely” or “very unlikely” to participate in the “seven item bin” option. About 4% indicate that they “don’t know” if they would participate in the “seven item bin” option.

Figure 6 shows that the option receiving the highest percentage of “unlikely” responses (summing “somewhat unlikely” and “very unlikely”) is the “three cart program” option. About 58% of the respondents indicate that they would be at least “somewhat unlikely” to participate in this option, while 1.6% indicate that they “don’t know” if they would participate in this option.

Figure 6: Likelihood of Participation in Four Options



Recycling as Part of Basic Garbage Collection

To assess reaction to a potential city-wide curbside recycling program, respondents were asked the following question:

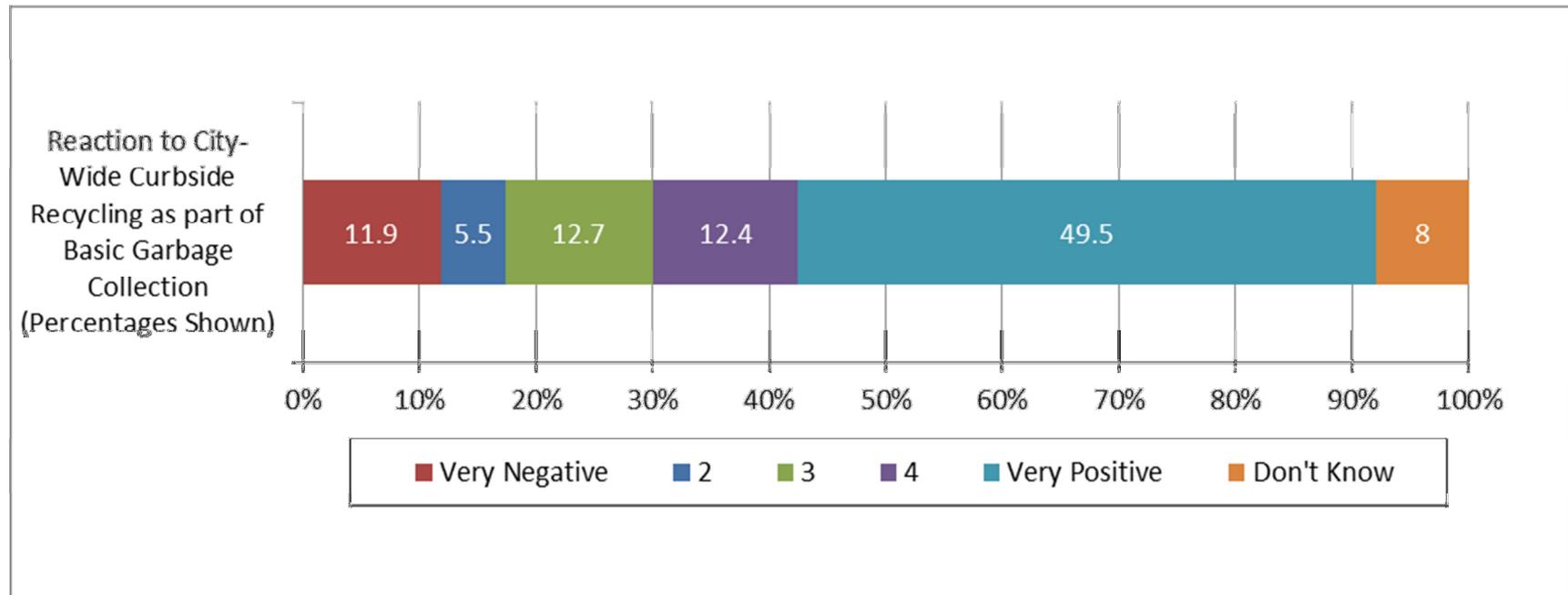
- On a scale of 1 to 5, with 1 being “Very Negative” and 5 being “Very Positive,” what would be your reaction to the City offering recycling to every resident as part of the basic garbage collection service?

Figure 7 (next page) show responses to this question.

Nearly half (49.5%) would have a “very positive” response to a city-wide curbside recycling program. Nearly 62% of the respondents provided answers of “4” or “5,” indicating a majority react positively to the idea. Furthermore, about three-quarters (74.6%) provided scores of “3” or above, suggesting that a clear majority of the respondents are at least neutral or positive about the prospect. Only 17.4% of the respondents provided responses of “2” or below. Eight percent provided “don’t know” responses.

With the “don’t know” responses excluded, the mean average value for the data is 3.89 and the median value is 5. Clearly, we find positive reactions from respondents with regard to city-wide curbside recycling as part of basic garbage collection services.

Figure 7: Reaction to City-Wide Curbside Recycling



Payment Options for Curbside Recycling

Respondents were asked if they would be “very likely,” “somewhat likely,” “somewhat unlikely” or “very unlikely” to support each of three monthly fee options for curbside recycling. The three monthly fee options included \$6, \$4 and \$2.

Survey questions regarding monthly fees were presented in the survey:

- How likely would you be to support a curbside recycling program if it increased your monthly bill by 6.00 per month? (Referred to as “Support \$6 per Month” in Figure 8.)
- What if it increased your monthly bill by \$4.00 per month? (Referred to as “Support \$4 per Month” in Figure 8.)
- What if it increased your monthly bill by \$2.00 per month? (Referred to as “Support \$2 per Month” in Figure 8.)

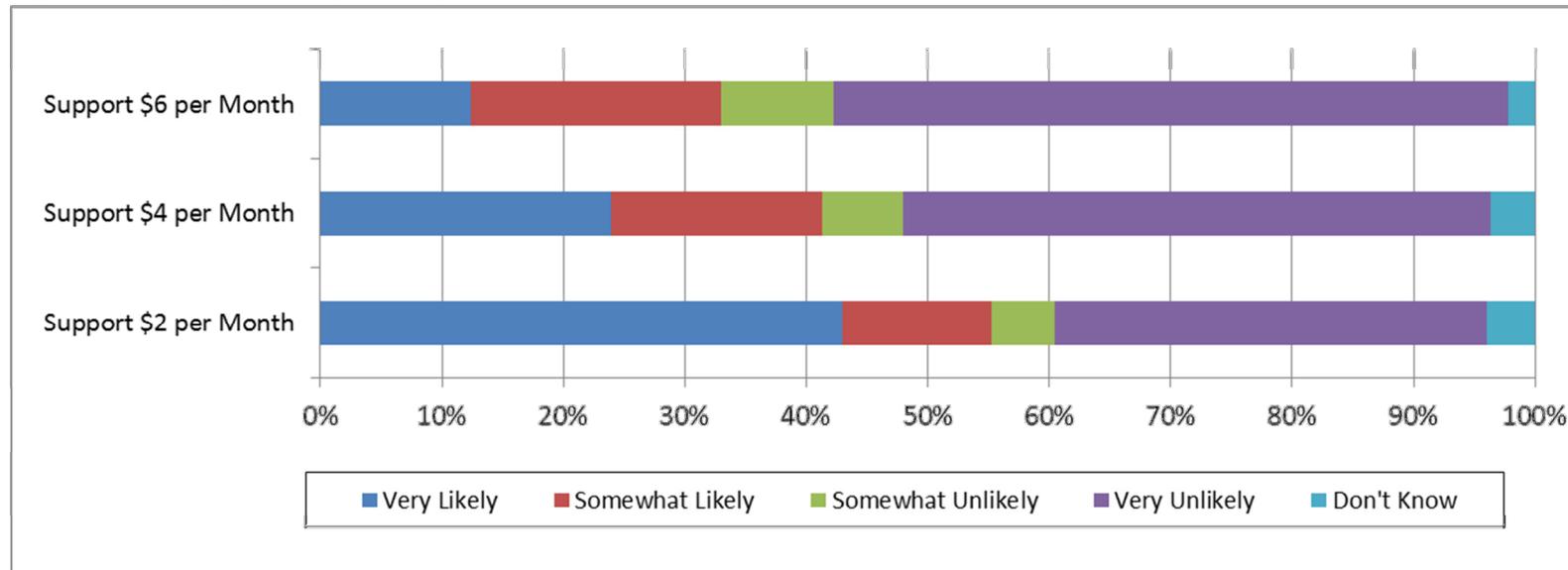
Figure 8 (next page) shows the responses to these questions. If a respondent indicated that he or she would be “very likely” to support a fee of \$6 per month, he or she was not asked the follow-up \$4 fee and \$2 fee questions. Similarly, a respondent indicating that he or she would be “very likely” to support the \$4 fee option, was not asked the follow-up \$2 fee question. It is assumed that anyone indicating that they are “very likely” to pay \$6 a month (or \$4 a month) would be “very likely” to find a lesser amount acceptable.

As such, “very likely” responses to the \$6 fee question were coded as “very likely” to the \$4 fee and \$2 fee questions for analysis. Similarly, “very likely” responses to the \$4 fee question were coded as “very likely” to the \$2 fee question.

Figure 8 shows that slightly more than 12% of the respondents indicate that they would be “very likely” to support a fee of \$6 per month for curbside recycling. About 20% indicate that they would be “somewhat likely” to support a fee of \$6 per month. More than half (55.5%) indicate that they would be “very unlikely” to support a fee of \$6 per month for curbside recycling.

Again, those respondents indicating that it is “very likely” that they would support a \$6 monthly fee were not asked about \$4 or \$2 monthly fees. The figure shows that about 24% of the respondents would be “very likely” to support a \$4 monthly fee. This 24% includes those respondents indicating “very likely” to the \$6 fee question. About 43% of the respondents indicate that they are “very likely” to support a \$2 monthly fee. This 43% includes those that are “very likely” to support the \$6 option and were not asked the \$4 question and those indicating “very likely” to the \$4 question regardless of their responses to the \$6 question. Overall, Figure 8 shows that more than half (55.2%) of the respondents are at least “somewhat likely” to support a \$2 monthly fee for curbside recycling.

Figure 8: Monthly Fee Payment Options



Incentives to Participate in Curbside Recycling

Respondents were asked if they would be “very likely,” “somewhat likely,” “somewhat unlikely” or “very unlikely” to support three incentives to participate in curbside recycling. The three options are outlined below:

- How likely you would be to participate in a curbside recycling program if gift cards or coupons for local restaurants and retailers were awarded for participating in curbside recycling. (Referred to as “Support Gift Cards / Coupons” in Figure 9.)
- How likely you would be to participate in a recycling program if it offered an option to pay a lower monthly solid waste rate for disposing of less garbage by recycling more material. (Referred to as “Support Lower Solid Waste Bills” in Figure 9.)
- How likely you would be to participate in a recycling program if it offered credits to your solid waste bill for participating in curbside recycling. (Referred to as “Support Credits Toward Solid Waste Bills” in Figure 9.)

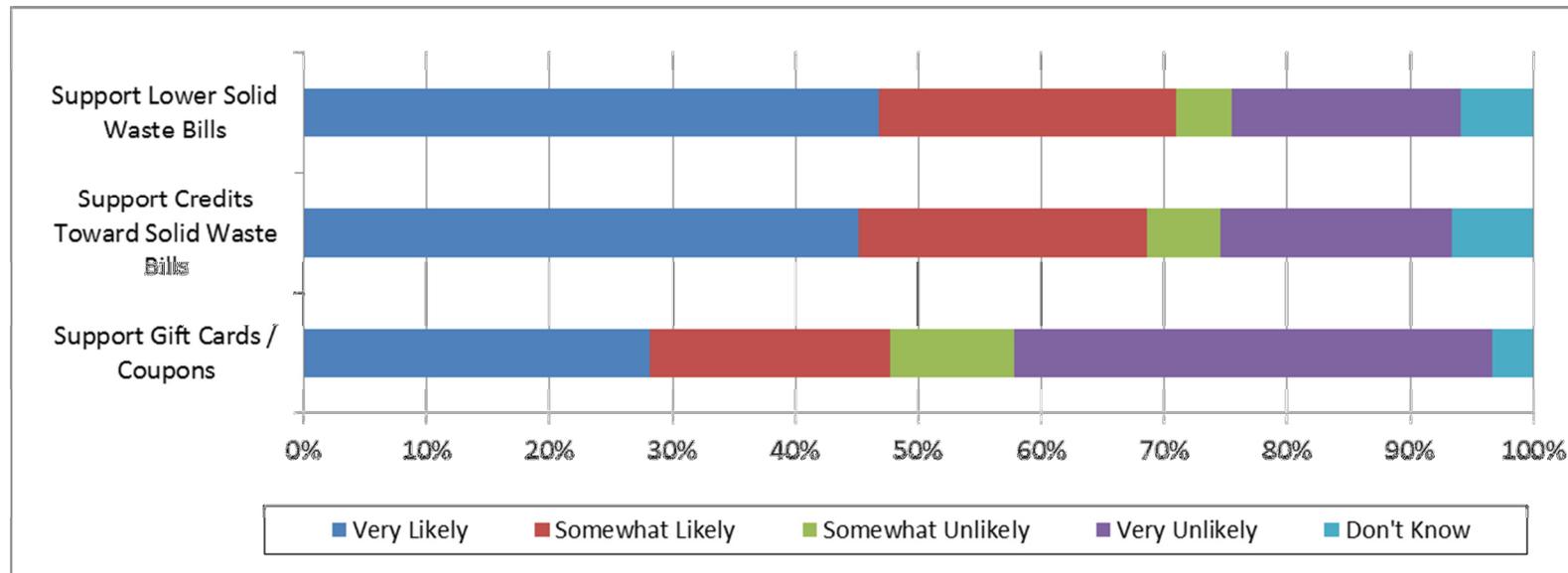
Figure 9 (next page) shows the responses to these questions.

Figure 9 shows that about 71% of the respondents are *at least* “somewhat likely” to “support lower solid waste bills” as an incentive to participate in curbside recycling.

Almost 69% are *at least* “somewhat likely” to “support credits toward solid waste bills” as an incentive to participate in curbside recycling.

Less than half (47.7%) are *at least* “somewhat likely” to “support gift cards / coupons” as an incentive to participate in curbside recycling.

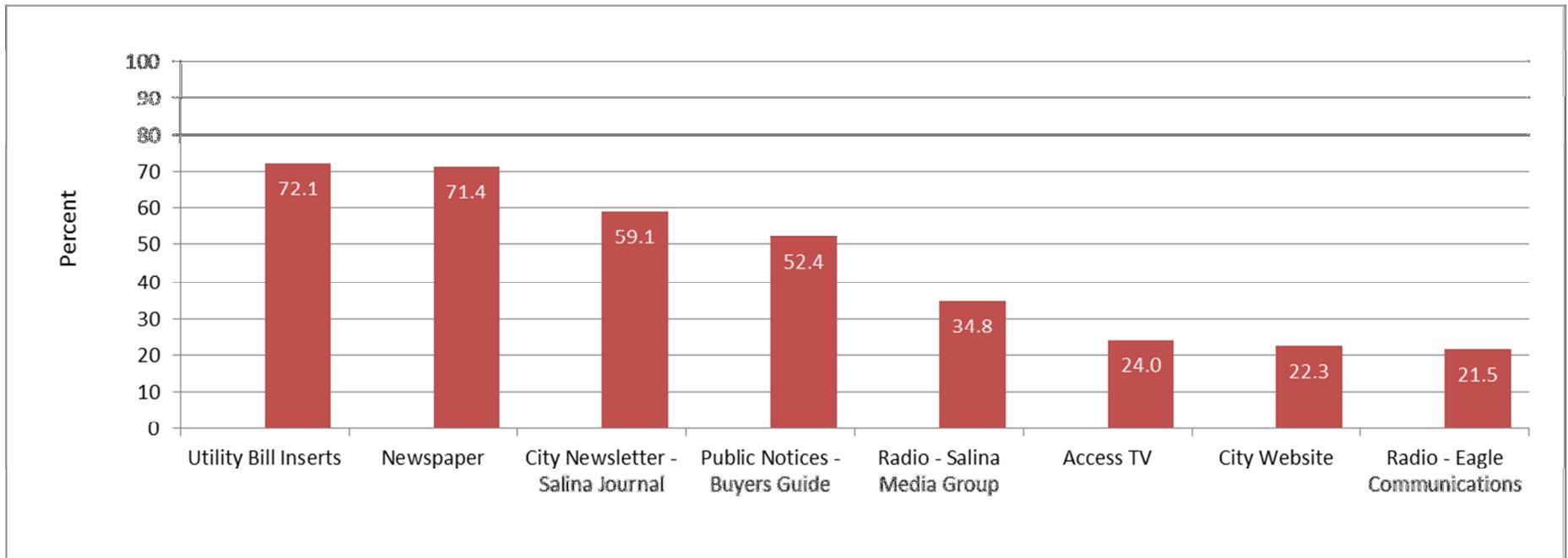
Figure 9: Incentives to Participate



Sources of Information about City Operations

Finally, respondents were asked to “please tell me whether or not you get your information concerning City operations and notices from each of the following sources?” Figure 10 shows percentages of “yes” responses and are not mutually exclusive.

Figure 10: Sources of Information



Appendix: Survey Questionnaire

Introduction:

Hello, my name is _____. I'm calling from Fort Hays State University on behalf of the City of Salina. We are conducting a five minute survey about the City's curbside recycling program. Do you have a couple of minutes to answer a few questions? Can you confirm that you are a resident of Salina?

1. Yes
2. No

Q1. Who do you receive garbage collection from? Is it:

1. City of Salina
2. Salina Waste Systems, or
3. Get-R-Done?
4. Other (DO NOT READ)
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q2. Do you currently participate in curbside recycling?

1. Yes
2. No (Skip to Q4)
8. Don't Know (DO NOT READ) (Skip to Q4)
9. No Answer/Refused to Answer (DO NOT READ) (Skip to Q4)

Q3. With what frequency do you set out material for the curbside program? Would you say:

1. Every week,
2. Twice per month,
3. Once per month, or
4. Less than once per month?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q4. Do you currently take recyclable materials to a drop-off location in the City?

1. Yes
2. No (Skip to Q6)
8. Don't Know (DO NOT READ) (Skip to Q6)
9. No Answer/Refused to Answer (DO NOT READ) (Skip to Q6)

Q5. With what frequency do you take material to a drop-off location in the City? Would you say:

1. Every week,
2. Twice per month,
3. Once per month, or
4. Less than once per month?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q6. How likely would you participate in a program where you had one additional cart at your residence, similar to your refuse cart, for all recycled materials combined? Would you be:

1. very likely,
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to participate in this two-cart program?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q7. What if the City were to offer a program where you had three different carts at your residence, one for garbage, one for yard waste and one for recycling? How likely would you participate in this type of a three-cart program? Would you be:

1. very likely,
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to participate in this three-cart program?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q8. How likely would you participate in a program where all recyclables would be placed in a single recycling bin at your residence and you would be asked to keep paper separate from all other recyclable materials within this one bin? Would you be:

1. very likely,
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to participate?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q9. How likely would you be to participate in a recycling program if recyclables were placed in a single recycling bin at your residence and you were asked, but not required, to try to keep the seven different types of material separate within this one bin? Would you be:

1. very likely,
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to participate?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q10. On a scale of 1 to 5, with 1 being "Very Negative" and 5 being "Very Positive," what would be your reaction to the City offering recycling to every resident as part of the basic garbage collection service?

(Enter number given)

Q11. How likely would you be to support a curbside recycling program if it increased your monthly bill by 6.00 per month? Would you be:

1. very likely, (Skip to Q14)
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to support a curbside recycling program?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q12. What if it increased your monthly bill by \$4.00 per month? Would you be:

1. very likely, (Skip to Q14)
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to support a curbside recycling program?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q13. What if it increased your monthly bill by 2.00 per month? Would you be:

1. very likely, (Skip to Q14)
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely to support a curbside recycling program?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q14. How likely you would be to participate in a curbside recycling program if gift cards or coupons for local restaurants and retailers were awarded for participating in curbside recycling. Would you be:

1. very likely
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q15. How likely you would be to participate in a recycling program if it offered an option to pay a lower monthly solid waste rate for disposing of less garbage by recycling more material. Would you be:

1. very likely
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

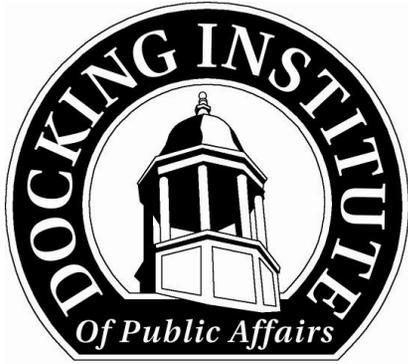
Q16. How likely you would be to participate in a recycling program if it offered credits to your solid waste bill for participating in curbside recycling. Would you be:

1. very likely
2. somewhat likely,
3. somewhat unlikely or
4. very unlikely?
8. Don't Know (DO NOT READ)
9. No Answer/Refused to Answer (DO NOT READ)

Q17. And finally, please tell me whether or not you get your information concerning City operations and notices from each of the following sources? (Select all that apply)

1. Newspaper
0 No
1 Yes
2. Radio – Salina Media Group
0 No
1 Yes
3. Radio – Eagle Communications
0 No
1 Yes
4. Access TV
0 No
1 Yes
5. Public Notices – Buyer’s Guid3
0 No
1 Yes
6. Utility Bill Inserts
0 No
1 Yes
7. City Website
0 No
1 Yes
8. City Newsletter – Salina Journal
0 No
1 Yes

Thank you for participating in this survey for the City of Salina. Have a great day (evening).
[Hang up]



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