

Metropolitan Resident Survey for Mid-America Regional Council Solid Waste Management District Cass County Results

During fall 2008, the MARC Solid Waste Management District, in partnership with Leavenworth, Johnson, Miami and Wyandotte Counties, conducted a follow-up survey of residents in the Kansas City metro area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The survey compares changes in citizens' values, behavior and awareness levels since the 2005 survey and assesses citizens' desire for solid waste services. Special thanks to our funding partners: Missouri Department of Natural Resources, Johnson County, Kansas and Miami County, Kansas. The results, which follow, are ONLY for Cass County.

How important is recycling and how satisfied are residents?

- ◆ 95 % think it is either “very important” (78%) or “somewhat important” (17%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 100% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (86%), use durable cups, plates and utensils instead of disposables (70%) and use reusable cloth shopping bags (60%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: reuse items such as grocery sacks or plastic cups instead of throwing them away (50%), use durable cups, plates and utensils instead of disposables (43%), and recycle household items like newspaper, bottles, cans or magazines at a drop-off center (40%).
- ◆ Compared to three years ago, 55% described their frequency of waste reduction activities as either more frequent (37%) or somewhat more frequent (18%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, city/county/neighborhood clean-up days, household hazardous waste collection services and school or church recycling sites. They are most satisfied with trash collection services, location of drop-off recycling centers, times drop-off recycling centers are open, household hazardous waste collection services, and school or church recycling sites. They are least satisfied with curbside recycling services.

What are services to offer or expand?

- ◆ Curbside recycling was selected by 35% of the residents as one of their top two preferred services to expand. Bulky item pickup services (17%) and household hazardous waste collection (26%) were the other two most frequently selected.
- ◆ Concern for future generations was selected by 82% of the residents as one of their top four motivations for recycling. Conservation of natural resources (82%), personal responsibility (62%) and concerns about landfill space (61%) were other motivations selected by at least 60% of the residents as one of their top four motivations.
- ◆ 83% are either “very willing” (59%) or “somewhat willing” (24%) to recycle using special bins at their curbsides; 83% are either “very willing” (38%) or “somewhat willing” (45%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: convenience of location, materials accepted, and distance to the facility.

What are barriers to recycling?

- ◆ 28% recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (32%), inconvenient times and locations (29%), don't know where to take materials (23%), and do not know what I can recycle (17%).

What are sources of information about recycling?

- ◆ 47% have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: articles in newspapers or other print media (52%), and television (57%).
- ◆ Preferred sources of information include: utility bill (55%), local newspaper (38%), able to call a specific telephone number for information (26%), Internet source easy to find (25%) and City newsletters (34%), and television (23%).
- ◆ Three percent have visited www.RecycleSpot.org and all rated the site as either “good” or “fair” on meeting needs, easy to use and information was accurate.

How do residents respond or view recycling issues like paying for services?

- ◆ 46% pay a fee to a trash hauler for residential trash service and an additional 15% pay a fee to their city or county.
- ◆ Two-thirds (69%) support their city or county’s involvement in arranging solid waste services. The two primary reasons for supporting this involvement are: additional services, i.e., recycling, yard waste, bulky item pick-up (49%) and cleaner and/or quieter neighborhood (45%). The primary reason for lack of support was freedom of choice (44%).
- ◆ Three-fourths (77%) are willing to support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ More than half (63%) are supportive of their city arranging residential trash & recycling services. Similarly, 49% are supportive of their county arranging residential trash & recycling services.
- ◆ About one in three (37%) either strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for about 20% of the residents with about one out of three agreeing that the problem exists in their neighborhood.
- ◆ About half (59%) are very willing (27%) or somewhat willing (32%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ About one-third (38%) think their community performs either extremely well (7%) or somewhat well (31%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (53%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (58%).
 - Support the development of comprehensive reuse and recycling (45%).
 - Educate residents and businesses about the importance of waste reduction (51%).
 - Reduce the illegal dumping in my neighborhood (49%).
- ◆ Residents are more supportive of policies that do not impact them directly..
 - Mandatory recycling for residents (35% very supportive and 33% somewhat supportive).
 - Mandatory recycling for businesses and institutions (52% very supportive and 30% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (61% very supportive and 25% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (27% very supportive and 38% somewhat supportive).
 - Climate protection and broad-based “green” strategies (39% very supportive and 45% somewhat supportive.)
- ◆ 80% support a regional goal of a 20% to minimize and divert waste from landfills. The remaining 20% either did not know (16%) or supported a zero reduction (4%). Forty-five (45%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.

Metropolitan Resident Survey for Mid-America Regional Council Solid Waste Management District Clay County Results

During fall 2008, the MARC Solid Waste Management District, in partnership with Leavenworth, Johnson, Miami and Wyandotte Counties, conducted a follow-up survey of residents in the Kansas City metro area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The survey compares changes in citizens' values, behavior and awareness levels since the 2005 survey and assesses citizens' desire for solid waste services. Special thanks to our funding partners: Missouri Department of Natural Resources, Johnson County, Kansas and Miami County, Kansas. The results, which follow, are ONLY for Clay County.

How important is recycling and how satisfied are residents?

- ◆ 97% think it is either “very important” (89%) or “somewhat important” (8%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 100% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (81%), use durable cups, plates and utensils instead of disposables (79%) and recycle household items like newspaper, bottles, cans or magazines curbside (67%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: recycle household items like newspaper, bottles, cans or magazines curbside (63%), use durable cups, plates and utensils instead of disposables (47%) and reuse items such as grocery sacks or plastic cups instead of throwing them away (45%).
- ◆ Compared to three years ago, 67% described their frequency of waste reduction activities as either more frequent (44%) or somewhat more frequent (23%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, curbside recycling centers, and bulky item pickup services. They are most satisfied with trash collection services, curbside recycling services, school or places of worship recycling sites, location of drop-off recycling centers and city, county or neighborhood cleanup days. They are least satisfied with appliance disposal/recycling services, used tire disposal/recycling services and computer/electronic recycling services.

What are services to offer or expand?

- ◆ Curbside recycling was selected by 26% of the residents as one of their top two preferred services to expand. Bulky item pickup services (25%) and household hazardous waste (23%) were the other services selected by at least 23% of the residents as one of their top two services.
- ◆ Concern for future generations was selected by 79% of the residents as one of their top four motivations for recycling. Conservation of natural resources (77%), personal responsibility (71%), convenience and accessibility (50%) and concerns about landfill space (50%) were other motivations selected by at least 50% of the residents as one of their top four motivations.
- ◆ 93% are either “very willing” (85%) or “somewhat willing” (8%) to recycle using special bins at their curbsides; 77% are either “very willing” (31%) or “somewhat willing” (46%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: the materials accepted, convenience of the location, and distance to the facility.

What are barriers to recycling?

- ◆ Over half (51%) recycle everything possible and see no barriers. The major barriers to recycling are: inconvenient times and locations (23%), not knowing where to take materials (23%), not knowing where they can recycle (17%) and that curbside recycling is not available (16%).

What are sources of information about recycling?

- ◆ Forty-two (42%) have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: information provided by the city or county (53%) and articles in newspapers or other print media (40%).
- ◆ Preferred sources of information include: utility bill (49%), Internet source easy to find (40%), able to call a specific telephone number for information (37%) and City newsletters (37%).
- ◆ Five percent (5%) of Clay County residents have visited www.RecycleSpot.org and all of the residents who had visited the rated it as “good” on meeting their needs and on the information being accurate. Eighty-six percent (86%) of residents rated the site as “good” on being easy to use and 14% rated it as “fair” on being easy to use.

How do residents respond or view recycling issues like paying for services?

- ◆ About one-third (34%) pay for their residential trash service through a fee included in their utility or tax bill and an additional thirty-one percent (31%) pay a fee to their city or county.
- ◆ Eighty-seven percent (87%) support their city or county’s involvement in arranging solid waste services. The primary reasons for supporting this involvement are: additional services, i.e., recycling, yard waste, bulky item pick-up (47%), lower cost (36%) and cleaner and/or quieter neighborhood (32%). The primary reason for lack of support was freedom of choice (39%).
- ◆ Eighty-three percent (83%) support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ Over three-fourths (77%) are supportive of their city arranging residential trash & recycling services. Similarly, 65% are supportive of their county arranging residential trash & recycling services.
- ◆ Forty-five percent (45%) of residents strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for 20% of the residents surveyed.
- ◆ Sixty-four percent (64%) are very willing (25%) or somewhat willing (39%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ Forty-five percent (45%) think their community performs either extremely well (8%) or somewhat well (37%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (39%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (57%).
 - Support the development of comprehensive reuse and recycling (60%).
 - Educate residents and businesses about the importance of waste reduction (57%).
 - Reduce the illegal dumping in my neighborhood (47%).
- ◆ Residents are more supportive of policies that do not impact them directly.
 - Mandatory recycling for residents (40% very supportive and 36% somewhat supportive).
 - Mandatory recycling for businesses and institutions (60% very supportive and 27% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (63% very supportive and 26% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (25% very supportive and 34% somewhat supportive).
 - Climate protection and broad-based “green” strategies (43% very supportive and 41% somewhat supportive.)
- ◆ 86% support a regional goal of 20% to minimize and divert waste from landfills. The remaining 14% either did not know (5%) or supported a zero reduction (9%). Fifty-five percent (55%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.

Metropolitan Resident Survey for Mid-America Regional Council Solid Waste Management District Jackson County Results

During fall 2008, the MARC Solid Waste Management District, in partnership with Leavenworth, Johnson, Miami and Wyandotte Counties, conducted a follow-up survey of residents in the Kansas City metro area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The survey compares changes in citizens' values, behavior and awareness levels since the 2005 survey and assesses citizens' desire for solid waste services. Special thanks to our funding partners: Missouri Department of Natural Resources, Johnson County, Kansas and Miami County, Kansas. The results, which follow, are ONLY for Jackson County.

How important is recycling and how satisfied are residents?

- ◆ 95 % think it is either “very important” (80%) or “somewhat important” (15%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 98% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (87%), use durable cups, plates and utensils instead of disposables (76%) and recycle household items curbside (53%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: reuse items such as grocery sacks or plastic cups instead of throwing them away (54%), recycle household items like newspaper, bottles, cans or magazines curbside (50%), and use durable cups, plates and utensils instead of disposables (44%).
- ◆ Compared to three years ago, 63% described their frequency of waste reduction activities as either more frequent (37%) or somewhat more frequent (26%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, curbside recycling services and school or church recycling sites. They are most satisfied with trash collection services, curbside recycling services and school or church recycling sites. They are least satisfied with used tire disposal services and computer/electronics recycling services

What are services to offer or expand?

- ◆ Curbside recycling was selected by 33% of the residents as one of their top two preferred services to expand. Bulky item pickup services (18%) and household hazardous waste collection (18%) were the other two most frequently selected.
- ◆ Concern for future generations was selected by 80% of the residents as one of their top four motivations for recycling. Conservation of natural resources (77%) and personal responsibility (68%) were other motivations selected by at least 60% of the residents as one of their top four motivations. The fourth motivation was concerns about landfill space (52%).
- ◆ 90% are either “very willing” (74%) or “somewhat willing” (16%) to recycle using special bins at their curbsides; 75% are either “very willing” (34%) or “somewhat willing” (41%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: convenience of location, materials accepted, and distance to the facility.

What are barriers to recycling?

- ◆ 42% recycle everything possible and see no barriers. The major barriers are: don't know where to take materials (19%), curbside recycling is not available (18%) and inconvenient times and locations (18%).

What are sources of information about recycling?

- ◆ 53% have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: articles in newspapers or other print media (45%), and television (47%).
- ◆ Preferred sources of information include: utility bill (42%), City newsletter (38%), able to call a specific telephone number for information (32%), internet source easy to find (29%) and Kansas City Star (23%) and television (26%).
- ◆ Five percent have visited www.RecycleSpot.org and all rated the site as either “very good” or “good” on meeting needs, easy to use and information was accurate.

How do residents respond or view recycling issues like paying for services?

- ◆ 29% pay for their residential trash service through a fee included as part of a utility or tax bill and an additional 24% pay a fee to a trash hauler for residential trash service.
- ◆ Over two-thirds (74%) support their city or county’s involvement in arranging solid waste services. The two primary reasons for supporting this involvement are: additional services, i.e., recycling, yard waste, bulky item pick-up (49%) and cleaner and/or quieter neighborhood (49%). The primary reason for lack of support was freedom of choice (47%).
- ◆ Three-fourths (78%) are willing to support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ 69% are supportive of their city arranging residential trash & recycling services. 47% are supportive of their county arranging residential trash & recycling services.
- ◆ More than one in three (41%) strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for about 31% of the residents with about one out of three agreeing that the problem exists in their neighborhood.
- ◆ About half (55%) are very willing (24%) or somewhat willing (31%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ 42% think their community performs either extremely well (6%) or somewhat well (36%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (42%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (63%).
 - Support the development of comprehensive reuse and recycling (54%).
 - Educate residents and businesses about the importance of waste reduction (61%).
 - Reduce the illegal dumping in my neighborhood (56%).
- ◆ Residents are more supportive of policies that do not impact them directly...
 - Mandatory recycling for residents (40% very supportive and 27% somewhat supportive).
 - Mandatory recycling for businesses and institutions (53% very supportive and 34% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (57% very supportive and 31% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (20% very supportive and 39% somewhat supportive).
 - Climate protection and broad-based “green” strategies (37% very supportive and 54% somewhat supportive.)
- ◆ 77% support a regional goal of a 20% to minimize and divert waste from landfills. The remaining 23% either did not know (14%) or supported a zero reduction (9%). Fifty-four percent (54%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.

Metropolitan Resident Survey for Mid-America Regional Council Solid Waste Management District Johnson County Results

During fall 2008, the MARC Solid Waste Management District, in partnership with Leavenworth, Johnson, Miami and Wyandotte Counties, conducted a follow-up survey of residents in the Kansas City metro area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The survey compares changes in citizens' values, behavior and awareness levels since the 2005 survey and assesses citizens' desire for solid waste services. Special thanks to our funding partners: Missouri Department of Natural Resources, Johnson County, Kansas and Miami County, Kansas. The results, which follow, are ONLY for Johnson County.

How important is recycling and how satisfied are residents?

- ◆ 97 % think it is either “very important” (78%) or “somewhat important” (19%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 98% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (77%), use durable cups, plates and utensils instead of disposables (77%) and take household hazardous waste (HHW) items like paint, lawn chemicals and automotive fluids to an HHW facility or special collection event (55%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: reuse items such as grocery sacks or plastic cups instead of throwing them away (49%), recycle household items like newspaper, bottles, cans or magazines curbside (49%) and use durable cups, plates and utensils instead of disposables (49%).
- ◆ Compared to three years ago, 55% described their frequency of waste reduction activities as either more frequent (36%) or somewhat more frequent (19%).
- ◆ Residents are most familiar with trash collection services, curbside recycling service and drop-off recycling centers. They are most satisfied with trash collection services, school or church recycling sites and curbside recycling service. They are least satisfied with computer/electronics recycling services.

What are services to offer or expand?

- ◆ Curbside recycling was selected by 25% of the residents as one of their top two preferred services to expand. Bulky item pickup services (21%) and location of drop-off recycling centers (14%) were the other two most frequently selected.
- ◆ Concern for future generations was selected by 77% of the residents as one of their top four motivations for recycling. Conservation of natural resources (74%) and personal responsibility (62%) were other motivations selected by at least 60% of the residents as one of their top four motivations. The fourth motivation was concerns about landfill space (52%).
- ◆ 86% are either “very willing” (66%) or “somewhat willing” (20%) to recycle using special bins at their curbsides; 78% are either “very willing” (38%) or “somewhat willing” (40%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: convenience of location, materials accepted, and distance to the facility.

What are barriers to recycling?

- ◆ 30% recycle everything possible and see no barriers. The major barriers are: takes too much time (20%), don't know where to take materials (19%), and inconvenient times and locations (19%).

What are sources of information about recycling?

- ◆ One-third (39%) have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: articles in newspapers or other print media (42%), and television (42%).
- ◆ Preferred sources of information include: internet source easy to find (43%), City newsletter (43%), utility bill (32%), Kansas City Star (25%), television (23%) and local newspaper (20%).
- ◆ Four percent have visited www.RecycleSpot.org and most rated the site as either “very good” or “good” on meeting needs, easy to use and information was accurate.

How do residents respond or view recycling issues like paying for services?

- ◆ 29% pay a fee to their homes or neighborhood association for their residential trash service and an additional 20% pay a fee to their city or county.
- ◆ 82% support their city or county’s involvement in arranging solid waste services. The two primary reasons for supporting this involvement are: additional services, i.e., recycling, yard waste, bulky item pick-up (50%) and lower cost (42%). The primary reason for lack of support was freedom of choice (57%).
- ◆ 82% are willing to support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ 77% are supportive of their city arranging residential trash & recycling services. 57% are supportive of their county arranging residential trash & recycling services.
- ◆ 52% strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for only 6% of the residents with less than one out of ten agreeing that the problem exists in their neighborhood.
- ◆ About half (53%) are very willing (23%) or somewhat willing (30%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ About two-thirds (61%) think their community performs either extremely well (17%) or somewhat well (44%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (44%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (52%).
 - Support the development of comprehensive reuse and recycling (44%).
 - Educate residents and businesses about the importance of waste reduction (49%).
 - Reduce the illegal dumping in my neighborhood (47%).
- ◆ Residents are more supportive of policies that do not impact them directly.
 - Mandatory recycling for residents (38% very supportive and 23% somewhat supportive).
 - Mandatory recycling for businesses and institutions (54% very supportive and 22% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (63% very supportive and 22% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (27% very supportive and 36% somewhat supportive).
 - Climate protection and broad-based “green” strategies (39% very supportive and 42% somewhat supportive.)
- ◆ 82% support a regional goal of a 20% to minimize and divert waste from landfills. The remaining 18% either did not know (10%) or supported a zero reduction (8%). Forty-five percent (45%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.



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How important is recycling and how satisfied are residents?

- ◆ 96 % think it is either “very important” (76%) or “somewhat important” (20%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 98% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (82%), use durable cups, plates and utensils instead of disposables (74%) and take household hazardous waste (HHW) items like paint, lawn chemicals and automotive fluids to an HHW facility or special collection event (64%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: recycle household items like newspaper, bottles, cans or magazines at a drop-off center (47%), reuse items such as grocery sacks or plastic cups instead of throwing them away (47%), use durable cups, plates and utensils instead of disposables (36%), use durable cups, plates and utensils instead of disposables (36%), and use reusable cloth shopping bags (35%).
- ◆ Compared to three years ago, 56% described their frequency of waste reduction activities as either more frequent (29%) or somewhat more frequent (27%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, city/county/neighborhood clean-up days, household hazardous waste collection services and school or church recycling sites. They are most satisfied with trash collection services, location of drop-off recycling centers, times drop-off recycling centers are open, household hazardous waste collection services, and school or church recycling sites. They are least satisfied with curbside recycling services, yard waste collection and composting services

What are services to offer or expand?

- ◆ Curbside recycling was selected by 48% of the residents as one of their top two preferred services to expand. Bulky item pickup services (17%) and city, county and neighborhood clean-up days (18%) were the other two most frequently selected.
- ◆ Concern for future generations was selected by 81% of the residents as one of their top four motivations for recycling. Conservation of natural resources (79%) and personal responsibility (68%) were other motivations selected by at least 65% of the residents as one of their top four motivations. The fourth motivation was concerns about landfill space (52%).
- ◆ 76% are either “very willing” (58%) or “somewhat willing” (19%) to recycle using special bins at their curbsides; 85% are either “very willing” (44%) or “somewhat willing” (41%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: convenience of location, materials accepted, and distance to the facility.

What are barriers to recycling?

- ◆ One-third (36%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (53%), inconvenient times and locations (18%), takes up too much room (16%), and do not know what I can recycle (13%).

What are sources of information about recycling?

- ◆ One-third (34%) have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: articles in newspapers or other print media (52%), and television (62%).
- ◆ Preferred sources of information include: local newspaper (56%), able to call a specific telephone number for information (35%), utility bill (34%), Internet source easy to find (26%) and City newsletters (25%), and television (24%).
- ◆ One percent have visited www.RecycleSpot.org and all rated the site “good” on meeting needs, easy to use and information was accurate.

How do residents respond or view recycling issues like paying for services?

- ◆ More than one-third (39%) pay a fee to a trash hauler for residential trash service and an additional one-fourth (24%) pay a fee to their city or county.
- ◆ Two-thirds (67%) support their city or county’s involvement in arranging solid waste services. The two primary reasons for supporting this involvement are: additional services, i.e., recycling, yard waste, bulky item pick-up (54%) and lower cost (35%). The primary reason for lack of support was freedom of choice (55%).
- ◆ Three-fourths (78%) are willing to support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ More than half (54%) are supportive of their city arranging residential trash & recycling services. Similarly, 54% are supportive of their county arranging residential trash & recycling services.
- ◆ More than one in three (40%) either strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for about 30% of the residents with about one out of three agreeing that the problem exists in their neighborhood.
- ◆ About half (55%) are very willing (28%) or somewhat willing (27%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ About one-third (33%) think their community performs either extremely well (13%) or somewhat well (20%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (42%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (60%).
 - Support the development of comprehensive reuse and recycling (46%).
 - Educate residents and businesses about the importance of waste reduction (53%).
 - Reduce the illegal dumping in my neighborhood (47%).
- ◆ Residents are more supportive of policies that do not impact them directly..
 - Mandatory recycling for residents (32% very supportive and 40% somewhat supportive).
 - Mandatory recycling for businesses and institutions (54% very supportive and 31% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (67% very supportive and 23% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (32% very supportive and 39% somewhat supportive).
 - Climate protection and broad-based “green” strategies (32% very supportive and 58% somewhat supportive.)
- ◆ 80% support a regional goal of at least 20% to minimize and divert waste from landfills. The remaining 20% either did not know (14%) or supported a zero reduction (6%). Thirty-nine percent (39%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.

Metropolitan Resident Survey for Mid-America Regional Council Solid Waste Management District Platte County Results

During fall 2008, the MARC Solid Waste Management District, in partnership with Leavenworth, Johnson, Miami and Wyandotte Counties, conducted a follow-up survey of residents in the Kansas City metro area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The survey compares changes in citizens' values, behavior and awareness levels since the 2005 survey and assesses citizens' desire for solid waste services. Special thanks to our funding partners: Missouri Department of Natural Resources, Johnson County, Kansas and Miami County, Kansas. The results, which follow, are ONLY for Platte County.

How important is recycling and how satisfied are residents?

- ◆ 96 % think it is either “very important” (77%) or “somewhat important” (19%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 98% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (85%), use durable cups, plates and utensils instead of disposables (76%) and use compost or mulch for landscaping (56%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: recycle household items like newspaper, bottles, cans or magazines at a drop-off center (46%), reuse items such as grocery sacks or plastic cups instead of throwing them away (42%), and use durable cups, plates and utensils instead of disposables (43%).
- ◆ Compared to three years ago, 61% described their frequency of waste reduction activities as either more frequent (38%) or somewhat more frequent (23%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, city/county/neighborhood clean-up days, household hazardous waste collection services and school or church recycling sites. They are most satisfied with trash collection services and school or church recycling sites. They are least satisfied with used tire disposal service.

What are services to offer or expand?

- ◆ Curbside recycling was selected by 31% of the residents as one of their top two preferred services to expand. Bulky item pickup services (30%) and trash collection (16%) were the other two most frequently selected.
- ◆ Concern for future generations and conservation of natural resources were both selected by 80% of the residents; personal responsibility (63%) was the third motivation selected by at least 60% of the residents as one of their top four motivations. The fourth motivation was concerns about landfill space (47%).
- ◆ 90% are either “very willing” (74%) or “somewhat willing” (16%) to recycle using special bins at their curbsides; 81% are either “very willing” (32%) or “somewhat willing” (49%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: convenience of location, materials accepted, and distance to the facility.

What are barriers to recycling?

- ◆ One-third (39%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (25%), inconvenient times and locations (22%) and do not know where to take materials (26%).

What are sources of information about recycling?

- ◆ 40% have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: articles in newspapers or other print media (49%), and television (46%).
- ◆ Preferred sources of information include: utility bill (43%), internet source easy to find (36%), able to call a specific telephone number for information (30%), City newsletters (31%), and Kansas City Star (23%).
- ◆ Five percent have visited www.RecycleSpot.org and the majority rated the site either as “very good” or “good” on meeting needs, easy to use and information was accurate.

How do residents respond or view recycling issues like paying for services?

- ◆ 28% pay a fee to a trash hauler for residential trash service and an additional 33% pay a fee to their city or county.
- ◆ 82% support their city or county’s involvement in arranging solid waste services. The two primary reasons for supporting this involvement are: additional services, i.e., recycling, yard waste, bulky item pick-up (56%) and lower cost (46%). The primary reason for lack of support was freedom of choice (36%).
- ◆ 80% are willing to support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ 77% are supportive of their city arranging residential trash & recycling services. Similarly, 61% are supportive of their county arranging residential trash & recycling services.
- ◆ 44% strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for about 22% of the residents with about one out of four agreeing that the problem exists in their neighborhood.
- ◆ About half (45%) are very willing (22%) or somewhat willing (23%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ 52% think their community performs either extremely well (15%) or somewhat well (37%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (51%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (53%).
 - Support the development of comprehensive reuse and recycling (49%).
 - Educate residents and businesses about the importance of waste reduction (48%).
 - Reduce the illegal dumping in my neighborhood (48%).
- ◆ Residents are more supportive of policies that do not impact them directly.
 - Mandatory recycling for residents (38% very supportive and 34% somewhat supportive).
 - Mandatory recycling for businesses and institutions (52% very supportive and 30% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (59% very supportive and 23% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (26% very supportive and 33% somewhat supportive).
 - Climate protection and broad-based “green” strategies (43% very supportive and 37% somewhat supportive.)
- ◆ 80% support a regional goal of a 20% to minimize and divert waste from landfills. The remaining 20% either did not know (10%) or supported a zero reduction (10%). Fifty-four percent (54%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.

**Metropolitan Resident Survey for
Mid-America Regional Council
Solid Waste Management District
Ray County Results**

During fall 2008, the MARC Solid Waste Management District, in partnership with Leavenworth, Johnson, Miami and Wyandotte Counties, conducted a follow-up survey of residents in the Kansas City metro area (Cass, Clay, Jackson, Platte, Ray, Johnson, Leavenworth, Miami, and Wyandotte). The survey compares changes in citizens' values, behavior and awareness levels since the 2005 survey and assesses citizens' desire for solid waste services. Special thanks to our funding partners: Missouri Department of Natural Resources, Johnson County, Kansas and Miami County, Kansas. The results, which follow, are ONLY for Ray County.

How important is recycling and how satisfied are residents?

- ◆ 98 % think it is either “very important” (76%) or “somewhat important” (22%) to recycle.
- ◆ Most residents feel that they do at least one type of recycling activity with 99% selecting at least one of the 12 activities listed on the survey. The most frequent activities are to reuse items like grocery sacks or plastic cups instead of throwing them away (84%), use durable cups, plates and utensils instead of disposables (75%) and recycle household items at a drop-off center (58%).
- ◆ When asked for the three recycling activities that they do MOST frequently, the residents selected: recycle household items like newspaper, bottles, cans or magazines at a drop-off center (58%), reuse items such as grocery sacks or plastic cups instead of throwing them away (57%), and use durable cups, plates and utensils instead of disposables (50%).
- ◆ Compared to three years ago, 58% described their frequency of waste reduction activities as either more frequent (27%) or somewhat more frequent (31%).
- ◆ Residents are most familiar with trash collection services, drop-off recycling centers, and school or church recycling sites. They are most satisfied with trash collection services, location of drop-off recycling centers, and school or church recycling sites. They are least satisfied with curbside recycling services.

What are services to offer or expand?

- ◆ Curbside recycling was selected by 42% of the residents as one of their top two preferred services to expand. Household hazardous waste collection (20%) and location of drop-off recycling centers (16%) were the other two most frequently selected.
- ◆ Concern for future generations was selected by 74% of the residents as one of their top four motivations for recycling. Conservation of natural resources (78%) and concerns about landfill space (66%) were other motivations selected by at least 60% of the residents as one of their top four motivations. The fourth motivation was personal responsibility (55%).
- ◆ 79% are either “very willing” (63%) or “somewhat willing” (16%) to recycle using special bins at their curbsides; 89% are either “very willing” (54%) or “somewhat willing” (35%) to recycle using a drop-off facility.
- ◆ The three most important factors for them to use a recycling drop-off facility are: convenience of location, materials accepted, and distance to the facility.

What are barriers to recycling?

- ◆ One-third (33%) recycle everything possible and see no barriers. The major barriers are: curbside recycling is not available (67%), inconvenient times and locations (17%), and don't know where to take materials (38%).

What are sources of information about recycling?

- ◆ One-third (37%) have seen or heard an advertisement, public service announcement, brochure, billboard, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the last year. The two most frequent sources of information were: articles in newspapers or other print media (39%), and television (54%).
- ◆ Preferred sources of information include: local newspaper (49%), able to call a specific telephone number for information (47%), internet source easy to find (33%), utility bill (33%), and City newsletters (28%).
- ◆ Five percent have visited www.RecycleSpot.org and the majority rated the site as either “very good” or “good” on meeting needs, easy to use and information was accurate.

How do residents respond or view recycling issues like paying for services?

- ◆ About one-third (34%) pay a fee to a trash hauler for residential trash service and an additional 21% pay a fee to their city or county.
- ◆ 74% support their city or county’s involvement in arranging solid waste services. The primary reason for supporting this involvement is for additional services, i.e., recycling, yard waste, bulky item pick-up (54%). The primary reason for lack of support was lower cost (40%).
- ◆ 63% are willing to support public policies that lead to improved waste reduction, reuse and recycling programs.
- ◆ More than half (61%) are supportive of their city arranging residential trash & recycling services. Similarly, 52% are supportive of their county arranging residential trash & recycling services.
- ◆ About one in three (37%) strongly agree or agree that they are willing to help pay costs to provide alternatives to landfill disposal like curbside recycling & composting.
- ◆ Illegal dumping is a problem for about 48% of the residents with about one out of two agreeing that the problem exists in their neighborhood.
- ◆ About half (55%) are very willing (33%) or somewhat willing (22%) to pay a user fee based on the amount of trash set out for disposal recycling and yard waste services are included.

What is the role of local government concerning solid waste services?

- ◆ 17% think their community performs either extremely well (5%) or somewhat well (12%) in terms of its commitment to sustainability or “green” planning.
- ◆ Local government should support the building of new landfills (42%) and take a leadership role to address the following future solid waste needs:
 - Inform residents and businesses about existing programs and services (54%).
 - Support the development of comprehensive reuse and recycling (38%).
 - Educate residents and businesses about the importance of waste reduction (43%).
 - Reduce the illegal dumping in my neighborhood (53%).
- ◆ Residents are more supportive of policies that do not impact them directly.
 - Mandatory recycling for residents (32% very supportive and 34% somewhat supportive).
 - Mandatory recycling for businesses and institutions (48% very supportive and 29% somewhat supportive).
 - Mandatory recycling for construction & demolition projects (56% very supportive and 26% somewhat supportive).
 - Pay-As-You-Throw--each resident pays for amount of trash set out at curb for disposal (30% very supportive and 37% somewhat supportive).
 - Climate protection and broad-based “green” strategies (25% very supportive and 54% somewhat supportive.)
- ◆ 76% support a regional goal of a 20% to minimize and divert waste from landfills. The remaining 24% either did not know (17%) or supported a zero reduction (7%). Fifty-six percent (56%) would support a regional goal of at least 40% to minimize and divert waste from landfills.

The survey was conducted and prepared by ETC Institute, Olathe, Kansas.