



Missouri Department of
Natural Resources

September 2008

Let's Talk Trash

Dear Cass, Clay, Jackson, Johnson, Leavenworth, Miami, Platte, Ray and Wyandotte County residents:

The MARC Solid Waste Management District is conducting a resident survey to assess what you think about your trash and recycling services now, and what you would like to see in the future.

This survey will help us establish priorities for the district to foster a cleaner, healthier and sustainable community and environment. The responses will also help us better understand the needs of residents within the nine-county metropolitan area. We are working with ETC Institute (a professional survey consultant) in Olathe, Kansas, to conduct this random survey.

Please return the completed survey in the enclosed postage-paid envelope within the next two weeks. All individual responses will be confidential and results will be presented only in summary format. Funding for the survey is provided in part by the Missouri Department of Natural Resources, Johnson County and Miami County.

Thank you for taking the time to participate in the survey. Your participation will benefit all Kansas City metro area residents.

If you have any questions, please feel free to contact Matt Riggs, District Outreach Coordinator at the Mid-America Regional Council, at (816) 701-8313 or mriggs@marc.org.

Sincerely,

Stanley J. Salva, Chair
MARC Solid Waste Management District

The MARC Solid Waste Management District serves as the regional solid waste planning agency for local governments in Cass, Clay, Jackson, Platte and Ray Counties working in cooperation with Kansas-side governments in the Kansas City area. The district and its partners encourage the development of local and regional waste reduction, reuse and recycling programs.

This survey is printed on 30% recycled paper.

Year 2008 MARC Solid Waste Survey

Please take a few minutes to complete this survey. Your input will be used to determine what changes are needed to solid waste management services in the metropolitan Kansas City area. If you have questions about the survey, please contact Matt Riggs at (816) 701-8313 or mriggs@marc.org.

1. Do you or other members of your household currently do any of the following:

(check all that apply)

- (A) Recycle household items like newspaper, bottles, cans or magazines **curbside**
- (B) Recycle household items like newspaper, bottles, cans or magazines at a **drop-off center**
- (C) Compost household items like grass clippings, leaves or food waste
- (D) Take household hazardous waste (HHW) items like paint, lawn chemicals and automotive fluids to an HHW facility or special collection event
- (E) Make household purchases based on waste reduction or environmental benefit
- (F) Recycle electronic items like computers, televisions or cell phones
- (G) Reduce the amount of waste produced in your household by taking such actions as buying items with less packaging, buying in bulk, buying used items instead of new
- (H) Take leaves and brush to a city facility, private business, or set them at the curb for composting and mulching
- (I) Use compost or mulch for landscaping or in your garden
- (J) Reuse items such as grocery sacks or plastic cups instead of throwing them away
- (K) Use reusable cloth shopping bags
- (L) Use durable cups, plates and utensils instead of disposables

2. Referring to the list above, which three activities do you do most frequently? Use the letters above to indicate your responses.

_____	_____	_____
Most	2 nd	3 rd
Frequent	Frequent	Frequent

3. Compared to three years ago, how would you describe the frequency of your waste reduction activities?

- (1) More frequent
- (2) Somewhat more frequent
- (3) Same
- (4) Less frequent

4. Overall, how important do you think it is to recycle?

- (1) Very important
- (2) Somewhat important
- (3) Not important
- (9) Don't know

5. Please indicate your familiarity with the following services in the community where you live by circling the corresponding number below.

	Very <u>Familiar</u>	Somewhat <u>Familiar</u>	Not <u>Familiar</u>
(A) Trash collection services	3	2	1
(B) Curbside recycling services.....	3	2	1
(C) Drop-off recycling centers	3	2	1
(D) Yard waste collection and composting services.....	3	2	1
(E) City, county or neighborhood clean-up days	3	2	1
(F) Household hazardous waste collection services	3	2	1
(G) Bulky item pickup services, i.e., furniture	3	2	1
(H) Used tire disposal/recycling services	3	2	1
(I) Appliance disposal/recycling services	3	2	1
(J) School or places of worship recycling sites	3	2	1
(K) Computer/electronics recycling services.....	3	2	1
(L) Recycling Information Hotline (816-474-TEAM)	3	2	1
(M) RecycleSpot Web site (www.RecycleSpot.org).....	3	2	1
(N) Businesses that accept items for reuse.....	3	2	1

6. Please rate your satisfaction with the availability of the following types of services in the community where you live.

<u>How satisfied are you with:</u>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) Trash collection services	5	4	3	2	1	9
(B) Curbside recycling services.....	5	4	3	2	1	9
(C) Location of drop-off recycling centers.....	5	4	3	2	1	9
(D) Times drop-off recycling centers are open.....	5	4	3	2	1	9
(E) Yard waste collection and composting services	5	4	3	2	1	9
(F) City, county or neighborhood clean-up days.....	5	4	3	2	1	9
(G) Household hazardous waste collection services	5	4	3	2	1	9
(H) Bulky item pickup services	5	4	3	2	1	9
(I) Used tire disposal/recycling services.....	5	4	3	2	1	9
(J) Appliance disposal/recycling services.....	5	4	3	2	1	9
(K) School or places of worship Recycling sites	5	4	3	2	1	9
(L) Computer/electronics recycling services.....	5	4	3	2	1	9
(M) Businesses that accept items for reuse.....	5	4	3	2	1	9

7. Which TWO of the services listed above would you most like to see offered or expanded in the community where you live? (Write the letters for your 1st and 2nd choice in the space below using the letters from the list in Question 6.)

1st choice: _____ 2nd choice: _____

8. **When thinking about your motivation(s) for recycling, please select the four which are most important to you. Use the letters by the choices shown below to indicate your top four motivations.**

Top

2nd

3rd

4th

- (A) Conservation of natural resources
- (B) Concern for future generations (children, grandchildren, etc.)
- (C) Personal responsibility
- (D) Convenience and accessibility
- (E) Cost
- (F) Concerns about landfill space
- (G) Other _____
- (H) Nothing motivates me to recycle

9. **How willing are you to recycle at your curbside?**

- ___(1) Very willing
- ___(2) Somewhat willing
- ___(3) Not willing
- ___(4) Don't know

10. **How willing are you to recycle using a drop-off facility?**

- ___(1) Very willing
- ___(2) Somewhat willing
- ___(3) Not willing
- ___(4) Don't know

11. **How important are the following factors for you to use a recycling drop-off facility?**

	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not</u> <u>Important</u>
Hours of operation	1	2	3
Convenience of location (i.e., easy to find, combine errands)	1	2	3
Visibility	1	2	3
Attractiveness	1	2	3
Materials accepted	1	2	3
Distance to facility	1	2	3
Signage	1	2	3
Knowledgeable and helpful staff	1	2	3

12. **What prevents you from recycling or recycling more than you currently do? (Check all that apply)**

- ___(0) Nothing – I recycle everything possible
- ___(1) Do not think it is necessary
- ___(2) Takes too much time
- ___(3) Do not know what I can recycle
- ___(4) Curbside recycling is not available
- ___(5) Do not know where to take materials
- ___(6) Takes up too much room
- ___(7) Don't know where to find recycling information
- ___(8) Inconvenient locations and times
- ___(9) Other: _____

13. Have you seen or heard any advertisements, public service announcements, brochures, billboards, radio or other promotional media about recycling or the disposal of solid waste in the Kansas City area during the past year?

___(1) Yes ___(2) No – skip to #14

13a. [IF YES to question #13: **How have you received information about recycling and solid waste disposal?** [Check all that apply]

- ___(01) Direct mail or notices from my trash or recycling provider
- ___(02) Information provided by the city or county where I live
- ___(03) Articles in newspapers, magazines or other print media
- ___(04) Television
- ___(05) Radio
- ___(06) Neighborhood association
- ___(07) Public or community meetings
- ___(08) Billboards
- ___(09) Signage on buses
- ___(10) Place of Worship
- ___(11) Child's school
- ___(12) Recycling information hotline (816-474-TEAM)
- ___(13) www.RecycleSpot.org
- ___(14) Other Internet
- ___(15) Other _____

14. How would you like to get your information about solid waste services in your community? [Select your top 3 preferences]

- ___(01) Internet source that is easy to find
- ___(02) Be able to call a specific telephone number to get information
- ___(03) City newsletter
- ___(04) Utility bill
- ___(05) Your local newspaper
- ___(06) *Kansas City Star*
- ___(07) Television
- ___(08) Radio
- ___(09) Neighborhood group or newsletter
- ___(10) Place of Worship
- ___(11) Child's school
- ___(12) Other _____

15. Have you ever visited www.RecycleSpot.org? ___(1) Yes ___(2) No

15a. If yes, how would you rate the following?

	Very <u>Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
Met my needs.....	1	2	3	4
Easy to use.....	1	2	3	4
Information was accurate.....	1	2	3	4

16. Please rate your agreement with the following.

How much do you agree with the statement:	Strongly <u>Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	Strongly <u>Disagree</u>	Don't <u>Know</u>
(A) I am willing to help pay the costs to provide alternatives to landfill disposal like curbside recycling and composting	5	4	3	2	1	9
(B) I am supportive of my city arranging my residential trash and recycling services	5	4	3	2	1	9
(C) I am supportive of my county arranging my residential trash and recycling services	5	4	3	2	1	9
(D) I support public policies that lead to improved waste reduction, reuse and recycling programs	5	4	3	2	1	9
(E) Illegal dumping is a problem in my neighborhood	5	4	3	2	1	9

17. a. Do you support or not support your city or county's involvement in arranging solid waste services?

(1) Support (2) Do not support

b. Please indicate your reasons for supporting or not supporting your city or county's involvement. Choose only those that apply to you.

- (01) Fewer trash trucks on my street
- (02) Cleaner and/or quieter neighborhood
- (03) Less wear and tear on roads
- (04) Additional services, i.e., recycling, yard waste, bulky item pick-up
- (05) Lower cost
- (06) Freedom of choice
- (07) Better service
- (08) Loyalty to hauler
- (09) Illegal Dumping
- (10) Other _____

18. To encourage more recycling and reduce the need for more landfills, some communities charge residents for trash services based on the amount of trash set out for disposal – similar to other utilities like water and electricity. How willing are you to pay a user fee based on the amount of trash you set out for disposal if recycling and yard waste services are included at no additional charge?

- (1) Very willing
- (2) Somewhat willing
- (3) Not sure
- (4) Not willing
- (5) Don't know

19. How do you currently pay for your residential trash service?

- (1) Fee paid to city or county
- (2) Fee paid to homes or neighborhood association
- (3) Fee paid to trash hauler
- (4) Fee included as rent, e.g. part of apartment or rental lease
- (5) Fee included as part of utility or tax bill
- (6) Do not have residential trash service
- (9) Don't know

20. **Do you pay extra for curbside recycling service?**
 ___(1) Yes ___(2) No ___(3) Don't know

21. **Many communities are exploring ways to be more sustainable by finding ways to be environmentally responsible while planning for the future and making investments to save money over time. How well do you think your community performs in terms of its commitment to sustainability or "green" planning?**
 ___(1) Extremely well
 ___(2) Somewhat well
 ___(3) Not well
 ___(4) Don't know

22. **How active of a role should local government take to address the following future solid waste needs?**

	<u>Leadership</u>	<u>Supportive</u>	<u>No role</u>
Educate residents and businesses about the importance of waste reduction.....	1	2	3
Support the development of comprehensive reuse and recycling programs	1	2	3
Inform residents and businesses about existing programs and services	1	2	3
Reduce the illegal dumping in my neighborhood.....	1	2	3
Support the building of new landfills and/or the expansion of landfills.....	1	2	3

23. **How supportive would you be for your city or county implementing the following policies to help reduce waste from landfills?**

	<u>Very Supportive</u>	<u>Somewhat Supportive</u>	<u>Not Supportive</u>
Mandatory recycling for residents	1	2	3
Mandatory recycling for businesses and institutions.....	1	2	3
Mandatory recycling for construction and demolition projects	1	2	3
Pay-As-You-Throw (each residents pays for amount of trash set out at curb for disposal).....	1	2	3
Climate protection and broad-based "green" strategies.....	1	2	3

24. **On average, each person generates about 6 pounds of solid waste each day at home, at work and through other activities. What percentage of waste reduction could you support to establish as a regional goal to minimize and divert waste from landfills?**

- ___(1) 0%
- ___(2) 20%
- ___(3) 40%
- ___(4) 60%
- ___(5) 80%
- ___(6) 100%

25. How many people in your household (counting yourself), are?

Under age 5	_____	Ages 20-24	_____	Ages 55-64	_____
Ages 5-9	_____	Ages 25-34	_____	Ages 65-74	_____
Ages 10-14	_____	Ages 35-44	_____	Ages 75+	_____
Ages 15-19	_____	Ages 45-54	_____		

26. Do you own or rent your current residence?

- ___(1) Own a house, duplex, mobile home
- ___(2) Rent a house, duplex, mobile home
- ___(3) Rent an apartment
- ___(4) Own or rent other residence

27. In which city do you live? _____

Write "none" if you live in an unincorporated area

28. What is your home zip code? _____

29. What county do you live in?

- | | |
|--------------------|------------------|
| ___(1) Cass | ___(6) Miami |
| ___(2) Clay | ___(7) Platte |
| ___(3) Jackson | ___(8) Ray |
| ___(4) Johnson | ___(9) Wyandotte |
| ___(5) Leavenworth | |

30. Would you say your total annual household income is:

- | | |
|-----------------------------|-----------------------------|
| ___(1) Under \$20,000 | ___(3) \$50,000 to \$74,999 |
| ___(2) \$20,000 to \$49,999 | ___(4) \$75,000 or more |

31. Gender:

- ___(1) Male
- ___(2) Female

THANKS FOR YOUR HELP — THIS CONCLUDES THE SURVEY

Please return your survey in the postage-paid envelope provided addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, Kansas 66061