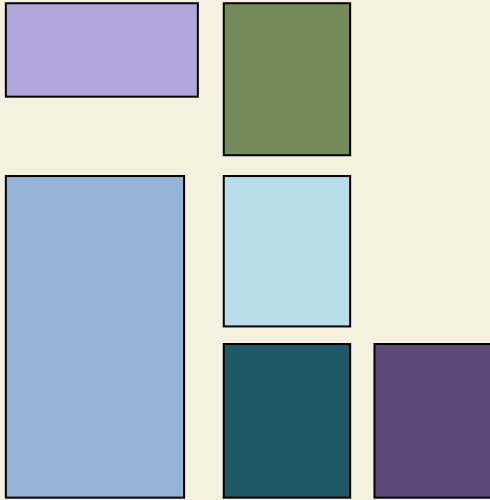


Web Survey Results

WasteWise Communities Newsletter



Prepared for Kitsap County
Public Works Solid Waste
Division



Cunningham Environmental Consulting
Bainbridge Island, WA

July 2010

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Introduction

The WasteWise Communities Newsletter is published by the Kitsap County Public Works Solid Waste Division in cooperation with the Surface and Stormwater Management program. The newsletter covers topics related to waste reduction, recycling, household hazardous waste, consumer purchasing decisions, and activities that affect water quality. The first County newsletter was mailed to all households in early 2009. The second and most recent newsletter was mailed in early June 2010.

A web based survey was selected as the most cost-effective method for evaluating the newsletter. The survey was designed to measure the effectiveness of the newsletter as a communication tool. The goals of the survey were to:

- Determine the extent to which the newsletter is educating residents by measuring how much of the material is new information.
- Discover if the topics covered in the newsletter result in behavior changes.
- Gather ideas on topics to be covered in future newsletter.

The target audience for this survey was all Kitsap County households. The newsletter was mailed to 110,000 households. Notification of the survey and chance to win a green cleaning kit, car wash coupon book, or green gardening kit appeared on the cover page of the newsletter. In addition, an email was sent to about 3,500 subscribers of the 2 Good 2 Toss listserv with a hyperlink that would take them directly to the survey.

Web Survey

Residents were given over two weeks to fill out the web survey on Survey Monkey after the newsletters arrived in mailboxes. After a week, a reminder email was sent to the 2 Good 2 Toss subscribers. The two emails to this group with a hyperlink to the survey proved to be an effective method for motivating people to take the survey. The vast majority of the surveys, 83%, were taken through the email connection. The men who responded to the survey were more likely to use the email/hyperlink than to access the survey through the newsletter instructions.

Participant Profile

The graph on the following page presents the demographic profile of the survey respondents. The respondents had the following characteristics:

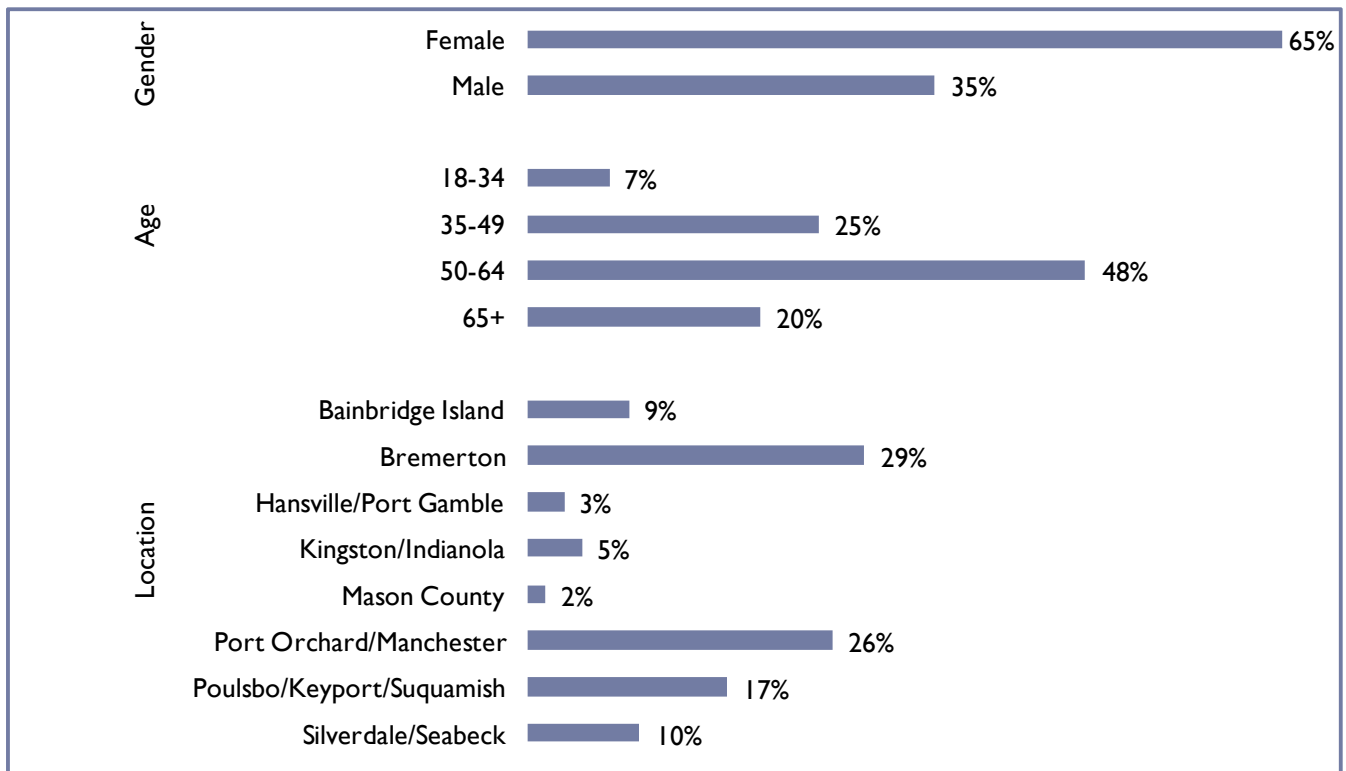
- 13 in 20 were women.
- Two in 3 were over 50 years old. Nearly 1 in 2 (48%) was in the 50-64 age group.

- Respondents 18-34 were more likely to be women, while respondents 65+ were more likely to be men.
- More than half (55%) came from the central and south end of the County in the cities and surrounding areas of Bremerton and Port Orchard, which reflect the demographics of the email group used.

The number of completed surveys is 352. The way Survey Monkey counts a completed survey is if the respondent hits the “Done” button after the last question. With a web survey, respondents can skip over questions and still be counted as a complete survey because they hit the “Done” button. Conversely, it is also possible to answer all of the questions except the last one, which is the person’s email address, and not be counted as complete. That is why the base varies slightly for each question. The margin of error for 352 surveys is +/- 5.2 percentage points at the 95% confidence level.



Since web surveys are self-administered, this presents a bias due to self-selected respondents who may be more motivated to take the survey than a random sample of residents contacted by phone.

Demographic Profile (n=347)






Key Findings



Response to the Newsletter

-  2 in 3 respondents read the newsletter thoroughly.
-  1 in 4 kept the newsletter to read later.




Response to the Pullout Section on Household Hazardous Waste Disposal & Practices

-  The pullout section was valued by readers. About 3 in 4 respondents were very or extremely likely to keep the pullout for future reference.
-  The vast majority of respondents (9 in 10) were likely to take household hazardous products to one of the drop off locations listed in the pullout section.
-  3 in 5 have taken household hazardous products to a drop off location in the last year.



What are Residents Learning from the Newsletter

-  Nearly all of the topics in the newsletter are new or partly new information to more than half of the respondents. The fundraiser car wash coupon program and the storm drain reporting hotline are the most frequently mentioned new topics.
-  Other new topics are the expansion of the curbside recycling throughout the County and the availability of County publications.



Food Waste Practices

-  Less than 1 in 5 put food scraps and compostable paper in the yard waste cart. This may be due to lack of information as nearly 2 in 3 said this was new or partly information.
-  4 in 5 have available yard waste service in their area.
-  Nearly 1 in 3 who do not have a yard waste cart but are in a service area are extremely or very likely to request a yard waste cart knowing that food scraps can go in it. More than half are not likely to request a yard waste cart.


Actions Residents Plan to Take

-  Respondents are most willing to scoop the poop, make changes based on information in the newsletter, use less lawn and garden chemicals, and use the 2Good 2 Toss service.
-  Women are more likely than men to make changes related to downsizing garbage service, scooping the poop, using less garden chemicals, solidifying oil, and making changes based on information in the newsletter.

The Buzz

-  Nearly 2 in 3 have had conversations with others about topics covered in the newsletter.
-  The vast majority are very likely to read the next issue of the newsletter.

Information Vectors

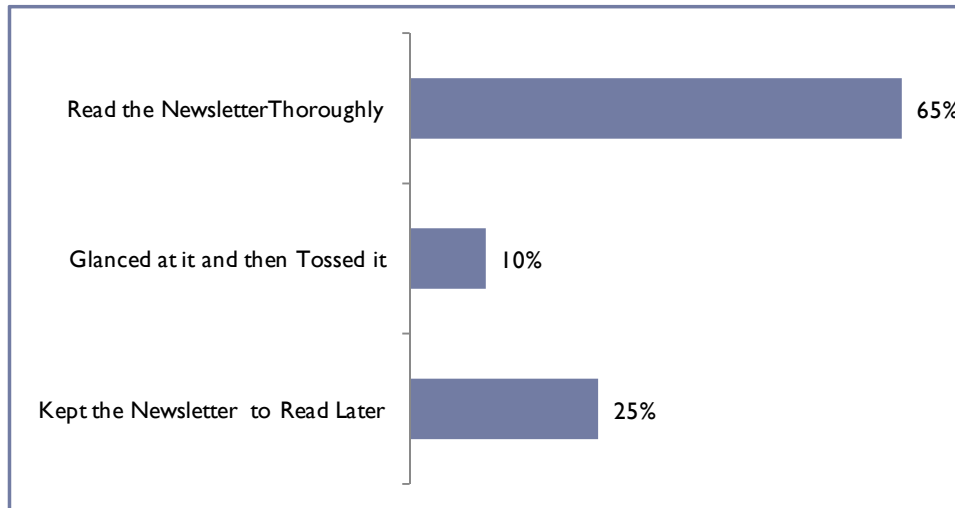
-  About 2 in 3 think direct mail is the most effective way to hear about solid waste issues.

Detailed Findings

Response to the Newsletter

The majority of respondents (2 in 3) read the newsletter thoroughly, while 1 in 4 kept the newsletter to read later. Only 1 in 10 glanced at the newsletter without reading it.

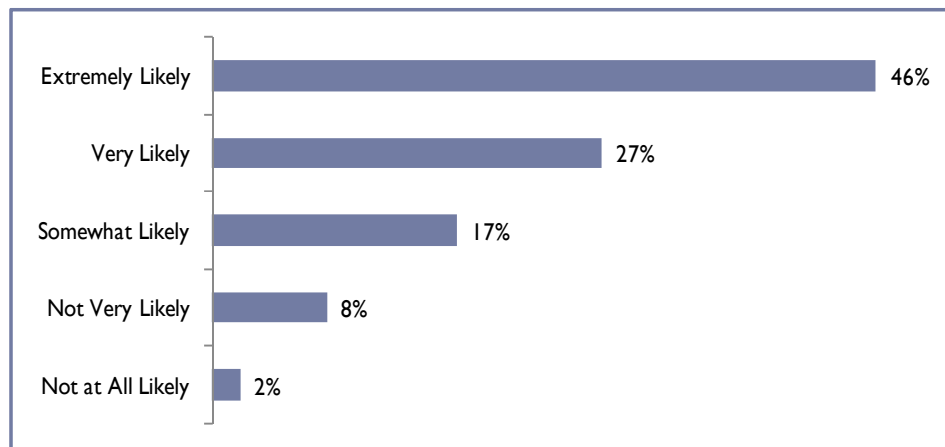
All Respondents – Would you say that you...? (n=377)



Response to the Pullout Section

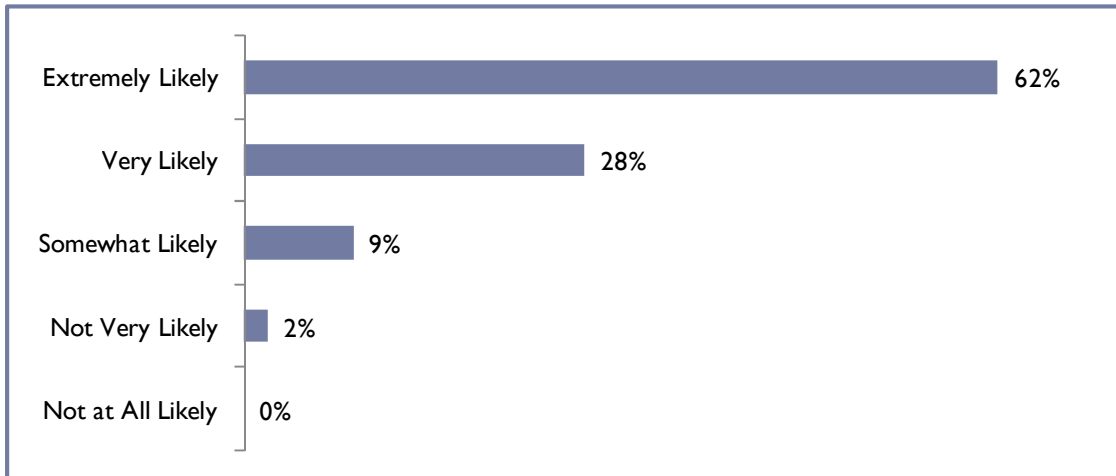
The newsletter featured a 4-page booklet on household hazardous waste that was a separate pullout section of the newsletter. Nearly 3 in 4 (73%) were either “extremely likely” or “very likely” to keep the pullout section for future reference. Only 1 in 10 was not likely to keep it for future reference.

All Respondents – How likely are you to keep the pullout section on Household Hazardous Waste Disposal for future reference? (n=370)



Nine in ten are either “extremely likely” or “very likely” to take their hazardous products to one of the drop off locations listed in the newsletter, with the majority of those to be “extremely likely”.

All Respondents – How likely would you be, in the future, to take your hazardous products to one of the drop off locations listed in the pullout section? (n=371)



People who responded “not very likely” or “not at all likely” were asked a follow-up question to find out if they knew that hazardous waste cannot go in the trash. Of the 6 people who responded “not very likely”, all except one person were aware of the ban of hazardous waste in household trash cans.

What Residents are Learning

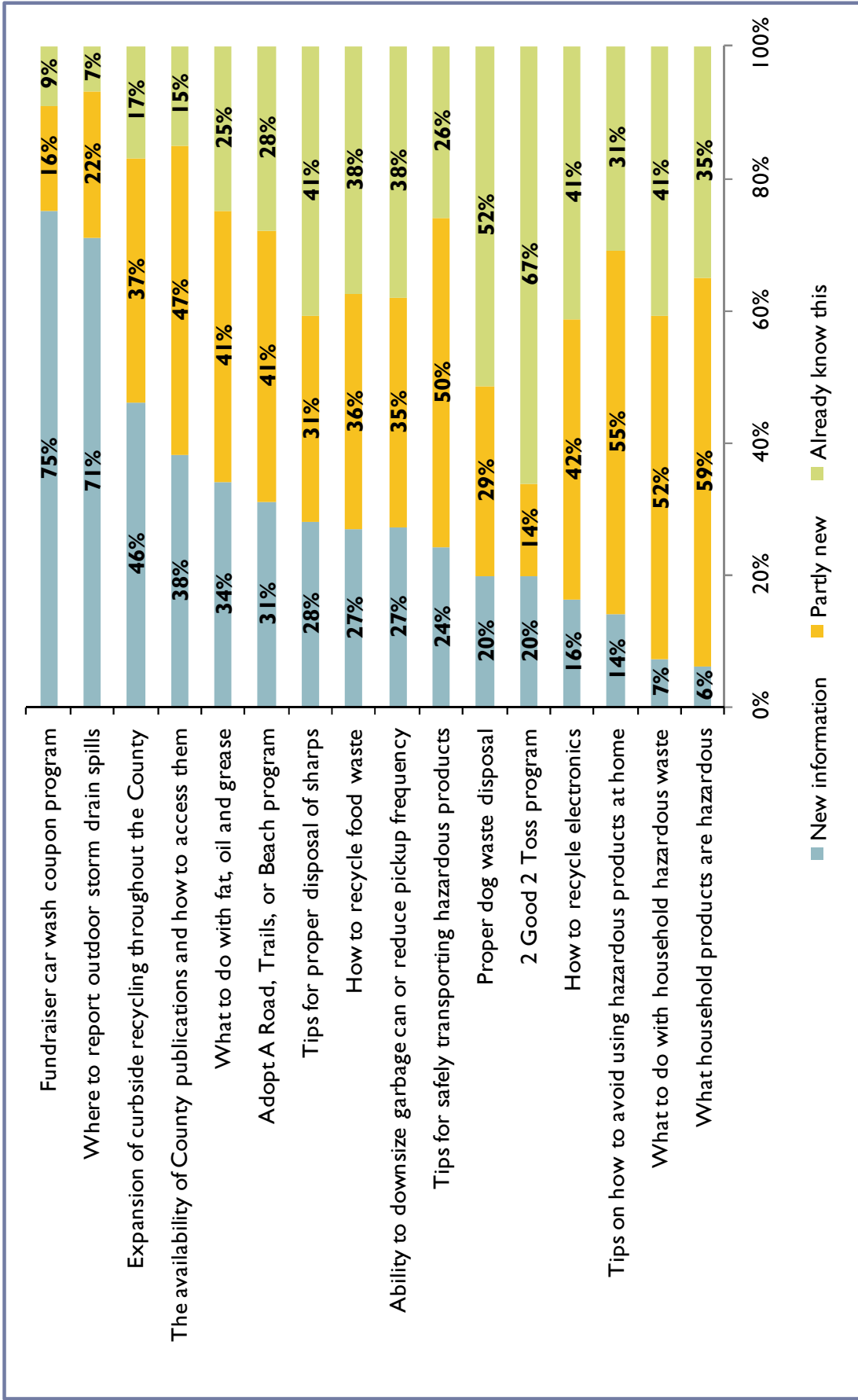
Nearly all of the topics in the newsletter are new or partly new information to more than half of the respondents. The fundraiser car wash coupon program and the storm drain reporting hotline are the most frequently mentioned new topics. Other new topics are the expansion of the curbside recycling throughout the County and the availability of County publications.

The topics people are most familiar with are the 2 Good 2 Toss program, proper dog waste disposal, and information about household hazardous waste products. The familiarity with the 2 Good 2 Toss program is skewed by the large survey response by those listserv members.

Women were more likely than men to say the following topics were new information:

- Expansion of curbside recycling throughout the County
- Where to report outdoor drain spills
- Tips for safely transporting hazardous products

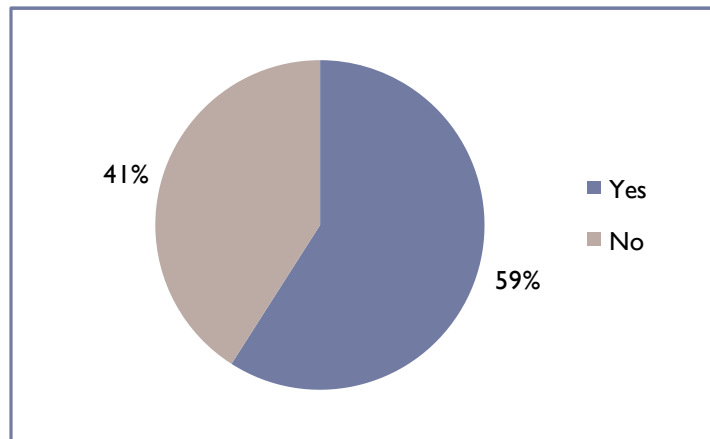
All Respondents – For each topic listed below, tell us if it was new information for you, partly new, or not new at all? (n=357)



Solid Waste Practices

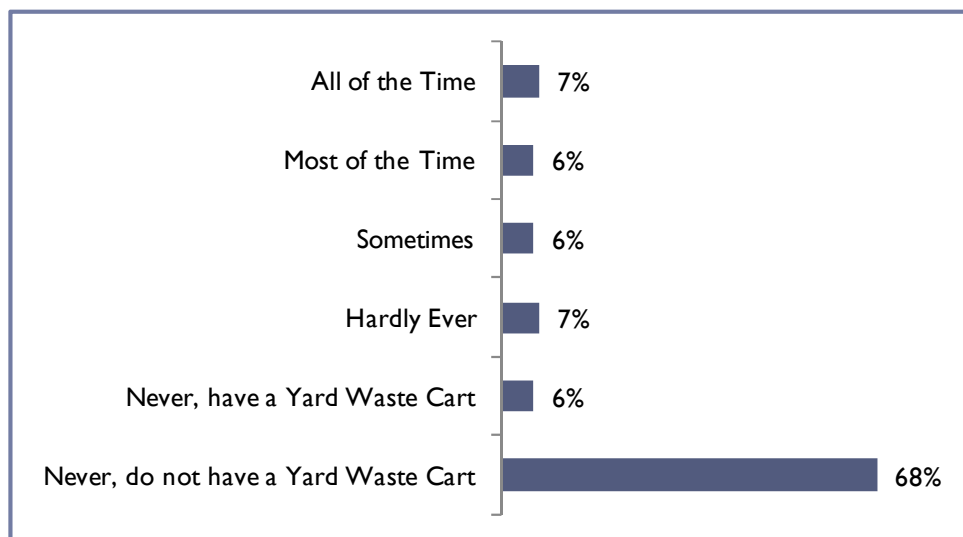
Household hazardous waste – About three in five (59%) respondents have taken household hazardous products to a County drop off location in the last year.

All Respondents – In the last 12 months, have you or other household members taken hazardous products to any of the Household Hazardous Waste drop off locations? (n=356)



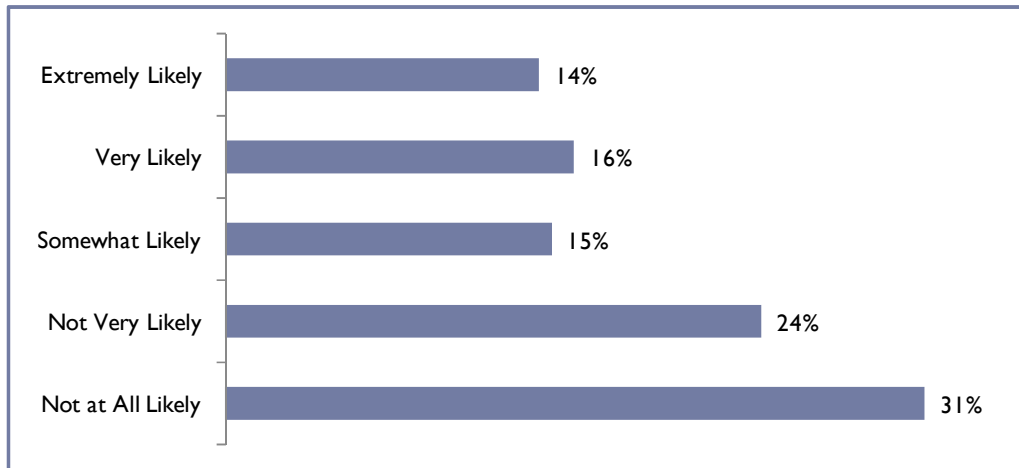
Food waste – About 1 in 10 (13%) put food scraps in the yard waste cart “all” or “most of the time”. Less than 1 in 5 (19%) put food scraps in the yard waste cart “sometimes”, “most of the time”, or “always”. Three of four never (74%) put food scraps and compostable paper in the yard waste cart. The major reason is that approximately 2 of 3 (68%) do not have a yard waste cart, even though yard waste service may be available.

All Respondents – About how often do you put food scraps and compostable paper in with your yard waste cart? (n=356)



Four in five (80%) reported that yard waste was available in their area. In areas that have yard waste service, about 1 in 3 (30%) are either “extremely likely” or “very likely” to request a yard waste cart now that they know food waste and compostable paper can be put in it. Women are more likely than men to say they would request a yard waste cart. More than half (55%) are either “not very likely” or “not at all likely” to request a yard waste cart.

Respondents with Available Yard Waste Service but No Yard Waste Cart – How likely are you to request a yard waste cart now that you can put food waste in it? (n=191)



Actions People Might Take

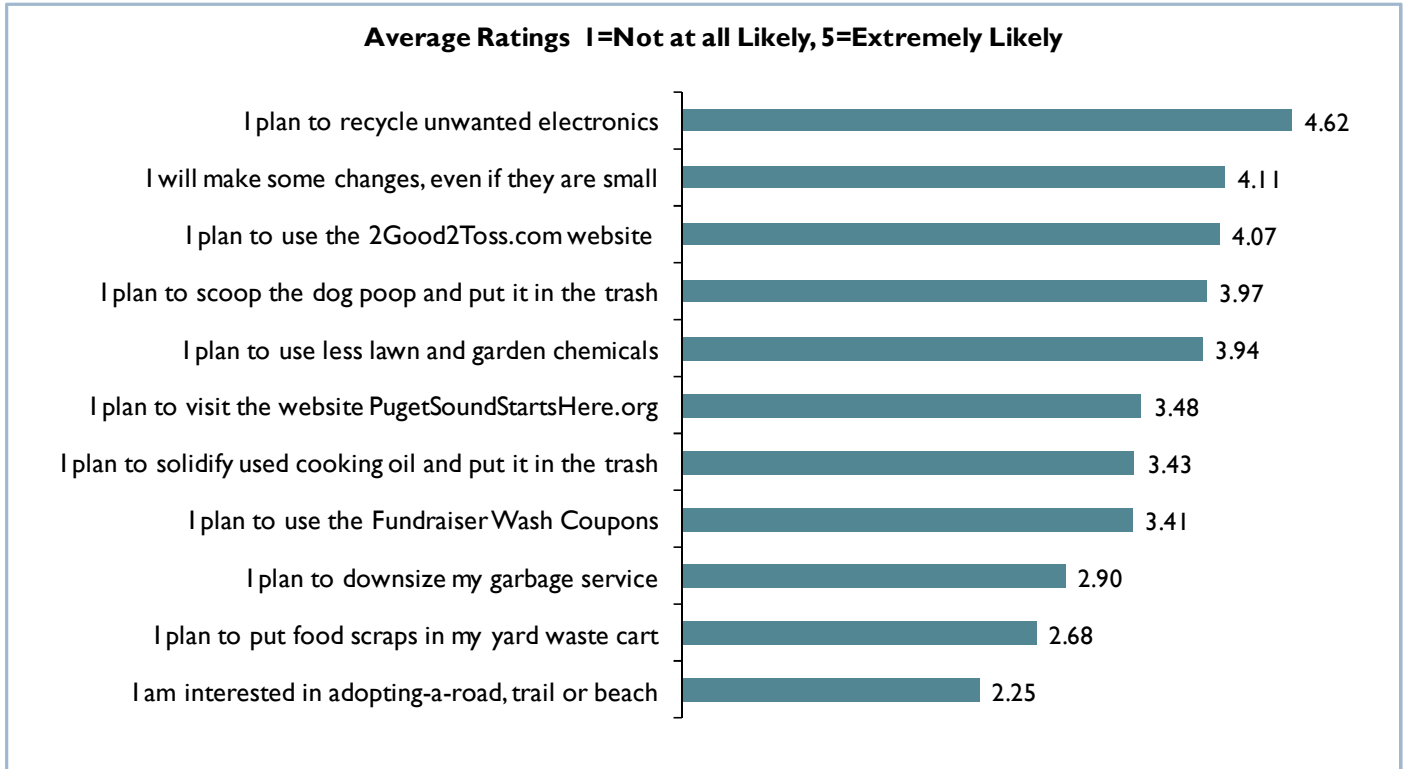
The survey listed statements about topics covered in the newsletter and asked the respondent to rate how likely they were to act on these statements. The bar chart below shows the average rating for each statement.

The highest ratings were given to *recycling electronics, making changes even if they are small, scooping dog poop into the trash, and using less lawn and garden chemicals*. The lowest ratings were given to *downsizing garbage service, putting food scraps in the yard waste cart, and adopting a road, trail or beach*. A high rating was also given *using the 2 Good 2 Toss website*, but this is skewed by the majority of survey respondents taking the survey from the email to that group.

Women are more likely than men to plan to do the following:

- Downsize their garbage service.
- Scoop the dog poop and put it in the trash.
- Use less lawn and garden chemicals.
- Solidify used oil and put it in the trash.
- Make small changes based on information in the newsletter.

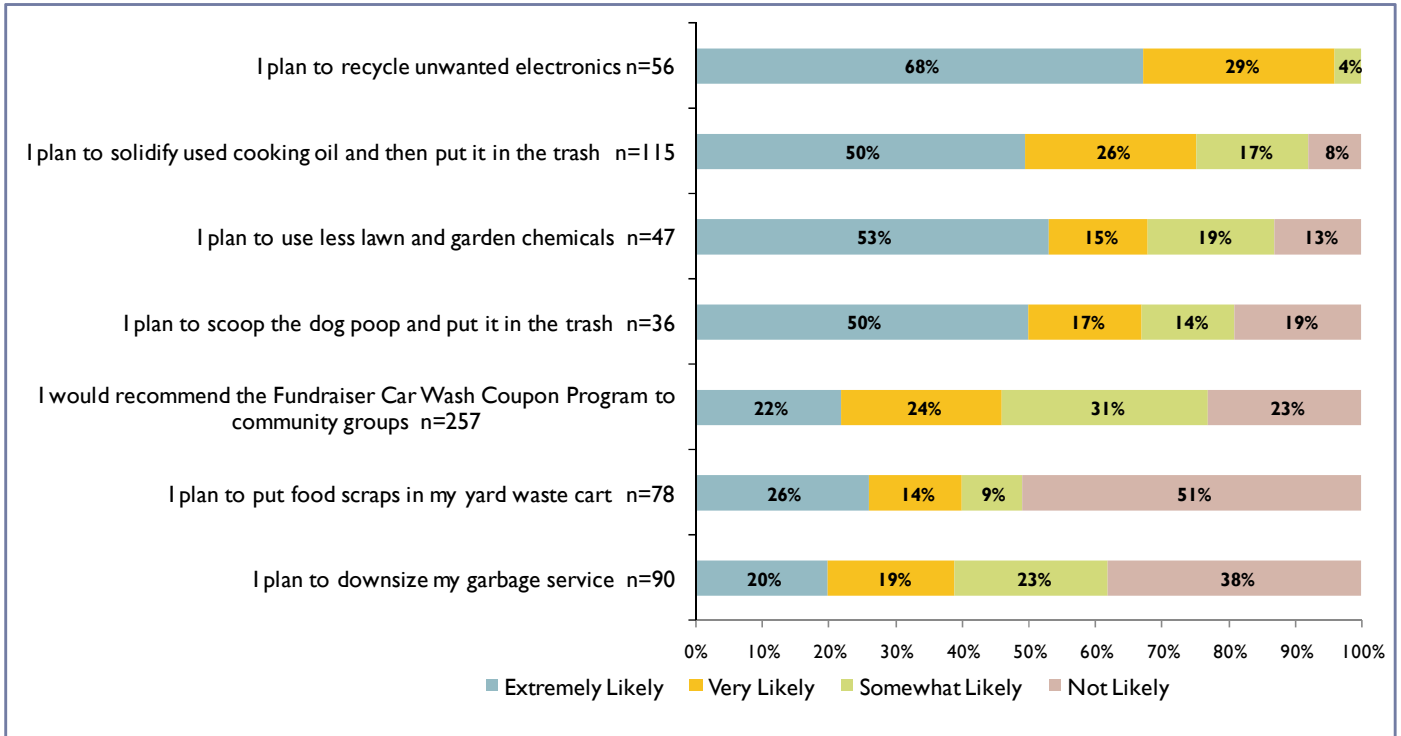
All Respondents – Rate how you feel about each of the following statements. (n=353)



A cross-tabulation of responses to the question asking if a topic was new and the question about how likely they are to act on the new information for that topic was analyzed to gauge the impact of the information presented in the newsletter.

The newsletter provided new information on topics that many respondents plan to act on. At least half of the respondents given new information were “extremely likely” to recycle unwanted electronics, solidify used cooking oil, use less lawn and garden chemicals, and scoop the dog poop. When the “extremely likely” and “very likely” categories are combined, nearly everyone plans to recycle electronics, and about 3 in 4 respondents plan to solidify used cooking oil, use less lawn and garden chemicals, and scoop the dog poop.

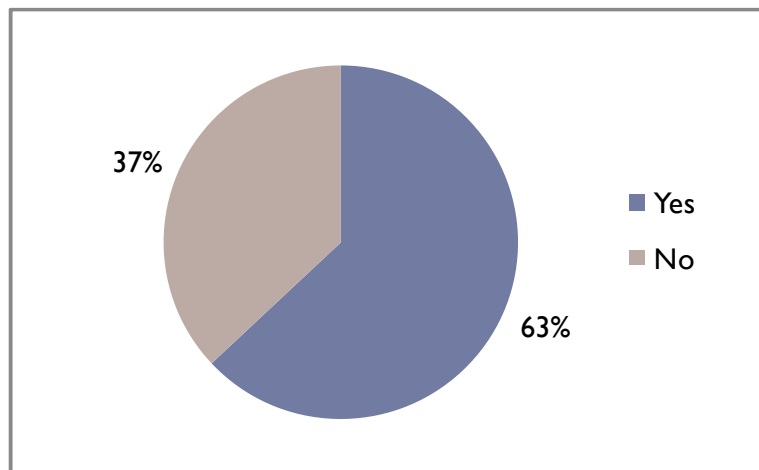
**Respondents Who Said a Topic Was New Information – How likely are you to do these things?
(n=varies by topic)**



The Buzz

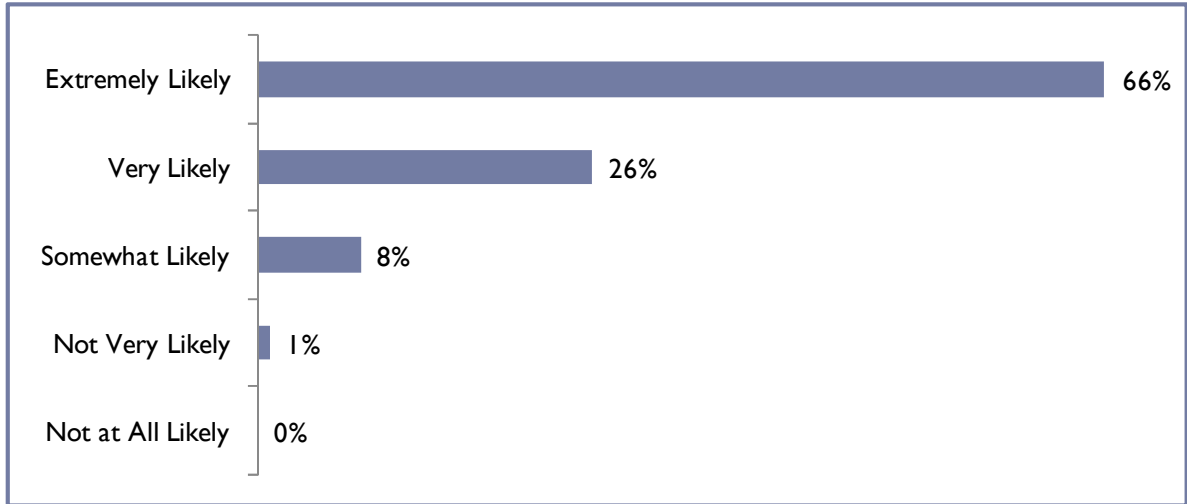
Nearly 2 in 3 (63%) have discussed the WasteWise newsletter with others. Women are more likely than men to have discussed the newsletter with others.

All Respondents – Have you had any conversations about topics in the WasteWise communities Newsletter with household members or anyone else? (n=352)



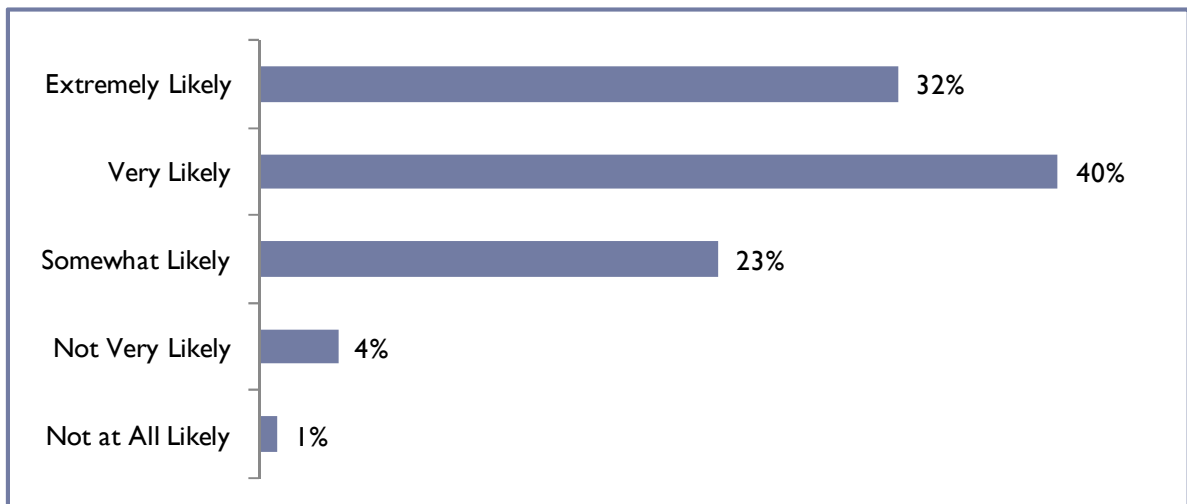
The vast majority (91%) are either “extremely likely” or “very likely” to read the next issue of the newsletter. Nearly 2 in 3 (66%) are “extremely likely” to read the newsletter.

All Respondents – How likely would you be to read the next issue of the Waste Wise Communities Newsletter? (n=352)



About 7 in 10 are either “extremely likely” or “very likely” to visit the County websites listed in the newsletter.

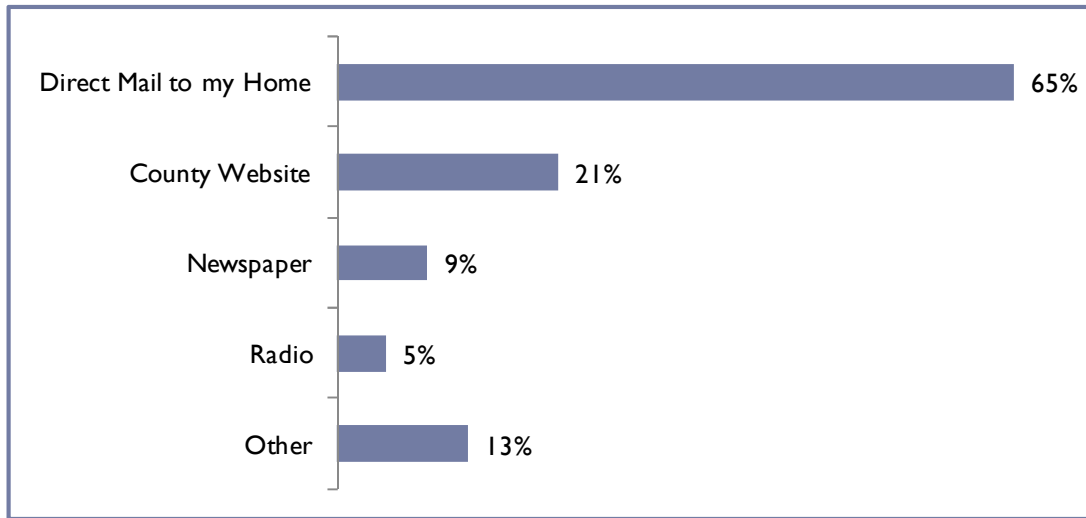
All Respondents – How likely would you be to visit any of the County websites listed in the newsletter? (n=349)



Information Vectors

About 2 in 3 (65%) respondents think that direct mail is most effective way to hear about waste reduction, recycling and choosing safe products for the home and garden. The next most popular information source is the County website (21%). The majority of the respondents (75%) who checked the “other” category prefer to receive an email or an electronic version of the newsletter. Other social media, such as Facebook and Craigslist were also listed in the “other” category. The electronic notification or transmittal of the newsletter is not a viable option since the County cannot collect the email addresses of all County households.

All Respondents - What do you think is the most effective way to hear about reducing waste at you home and choosing safer products for the home and garden? (n=323)








Note: Percentages add up to more than 100% because several respondents checked a listed answer and the “other” category.



Recommendations

The major takeaways from this survey are that the majority of respondents are reading the WasteWise Communities Newsletter and learning new information that they intend to act on. They had a positive reaction to the newsletter, thought it was informative, and the topics generated discussion about solid waste issues.



Methodology for Collecting Future Data

-  Email notification with a hyperlink to the survey is an effective method for motivating people to take a web survey. Any future web surveys should rely on this method.
-  Set up an account with Survey Monkey and use email lists to take quick polls about the content of future newsletters or to get immediate feedback on topics.
-  Outreach activities can be used to direct people to the solid waste website and to gather email addresses for future web surveys and polls. For example, a handout at the household hazardous waste facilities and transfer stations could provide information about how to get on the email list and an explanation of how the list will be used.
-  For any future web surveys, assume about a 10% response rate when using email and a hyperlink to the survey.
-  Explore other County departments and other agencies for additional email groups.


Target Audience

-  The respondents to the web survey represented an older demographic. Only 32% were under the age of 50 and less than 10% were 18 to 34 years of age. This may be because the 2 Good 2 Toss email list is also an older demographic. The appeal of the newsletter to a younger audience should be investigated further.
-  Poll the 2 Good 2 Toss email group to establish the demographics of that group.

Newsletter Content

-  Poll residents about topics they would like to see in future newsletters. Ask them to rank topics to identify those of broadest interest.
-  Monitor new sign-ups for yard waste service to see if the newsletter had an effect on subscription.

Website Content

-  Develop information about the management of food scraps, including worm bins and comingling of food scraps with yard waste.

Appendix

Are there any topics you would like to see covered in the next issue of the WasteWise Communities Newsletter?

112 Respondents had comments

General Comments, Multiple Topics

Since there is no other opportunity to make general statements I will do it here...this is a great newsletter! The articles are short and to the point and resulted in my reading the entire document. Thanks for putting it together in such a user friendly format. I have even encouraged friends and family to read the newsletter. Thanks.

None that come to mind at this time. Newsletter is very informative.

What to do when VERY limited income & physical disabilities prevent being able to dispose of items?

We, the public are trying to keep WA green and healthy, yet we are accepting garbage being shipped by freighter here to WA. Can you please explain how this is helping us in WA? Garbage and waste is still garbage and waste no matter where it comes from.

Disposing of old medications safely/rain gardens / native plants.

Green gardens, when is curbside recycling coming to the rest of us living out in the country?

More information on what it costs per month for a yard waste bin. Also much more info about what to do with electronics, how much it costs and how the county can take some of the burden off of people with electronic junk. I would bet that 1 out of 2 households have electronics to dispose of. They hang on to it because you have to travel far and costs so darn much!

I was specifically looking for this to see how effective it was at communicating what I see as key water quality issues. There was so much information that it was easy to lose what was the most important. I expect that more households would be willing to do a better job cleaning up after their dogs, if they understood how important it is. I also think people need to know NOT to flush medicines, since we've been told for many years to do exactly that. We need to make it easy to do the right thing to dispose of common problems like medicines, fluorescent bulbs, batteries and cooking oil. Maybe it would be helpful to put a checklist of a few key issues on the front page and a table of contents for people to find the information they are looking for. If I had not been specifically looking for something, I never would have waded through all the information. I'd have glanced at it and if there wasn't something I was interested in with a 15 second scan, I'd have tossed it.

Some of us do not generate the wastes being questioned or recycle all our waste thru composting and do not need these services. We would gladly go to once per month pickup but there is no savings over bi-weekly. The answer to many questions is "none of the above" and we don't need the additional services nor do we wish to pay for them, (i.e. be a very careful consumer and get punished for it).

There is no financial benefit in being more than a perfunctory user Waste Management. Besides it's STUPID to leave food wastes out where we have bears and raccoons, and haul additional bins all the way to the road for an additional fee and no convenience to us.

We are active recyclers and composters. You could mention the Habitat for Humanity Builder's Bargain store in Bremerton, and mention home composting more...we don't have a yard waste cart because we compost. Your newsletter is very informative, but does not particularly address issues for those of us who are way ahead of the curve on some of these topics.

How to recycle styrofoam. How to make curbside yard waste affordable. How to recycle shredded paper if you don't use the yard waste program.

No - you are doing a great job with the topics provided now!! Just wish more folks would read/heed instead of dumping on sides of roads in Kitsap. Aren't idiots special!!

I think they were all covered quite well, they sure made me think about how we and where we should dispose of everything.

How to compost. What areas have yard waste service; A new service added: monthly pick up for people who are single and don't generate enough trash for twice-a-month pick up.

No....just want you to know that we compost, recycle and don't use curbside pickup - so some of my "highly unlikely" responses might be taken out of context.....since we "DIY".

Information about how effectively our water (salt water) is becoming cleaner with efforts in the county.

Pricing for available services and what is free to utilize. Money saving tips.

Garbage Disposal

Price list of disposals.

I went to the website to check on the options to downsize our garbage service and there were no options listed at that page. Was there a mistake on the address?

A smaller garbage can or less garbage pick-ups for seniors...if it decreases the bill.

Protecting animals from getting into garbage bins.

Ways to use trash at home before putting it in garbage cans.

Food Waste

Proper disposal of Organic Modified Foods. Is it safe to compost? Do we just throw into the trash? I've purged my cupboards of all GMO foods because of the risk to humans and animals by these products. (They are completely outlawed in Europe and England.) But I've worried that composting

may contaminate my yard/garden where I raise vegetables.

The newsletter said that we shouldn't include liquid vegetable oil in our trash. You didn't say what we ARE supposed to do with it. I would like to know.

What can really go in the yard waste besides yard waste? For example: paper plates, napkins, pizza boxes, etc.

In this issue you say to reuse cooking oils as much as possible before throwing it away, I learned that reheating cooking oil that has been used can be carcinogenic. A toxin called 4-hydroxy-trans-2-nonenal (HNE) is formed when reheated. Just a thought you could consider.

Encouraging more people to compost their own food waste and use it in their gardens or flower beds. A step by step how to make a home composter would be a very good topic.

Explain how it's ok to add meat products to yard waste bin.

Natural Gardening/Composting/Rain Gardens/Rain Barrels

Composting – mentioned by 3 people

Composting options

How to build a composter, or maybe a class to teach organic methods of insect control in gardens and yards. As well as organic methods for weed control.

Ways to compost

Educational programs, worm bins.

Information about "do it yourself" composting. Unless you (Kitsap waste) give away free compost why should I give away my green waste to you?

Composting - some years ago Public Works supported a compost bin program. "Seattle Composter" (brand name) They were bulk ordered and picked up at the Fairgrounds.

Provide info about worm bins...

Support the County Noxious Weed program - people need to be educated on non toxic methods of weed control.

Provide information about watering lawns (better yet, take out the lawn and replace with sustainable, native landscaping).

Composting, worm beds.

Rainwater harvesting- not sure how well it fits into your area, but it is an area of growing interest.

Rain barrels

Specific brands of non-chemical weed treatment for yards; my husband says that round-up brand is non-toxic, but I don't believe him.

Kitsap Peninsula- THE GREEN PENINSULA, free compost bins, reasons not to use Round Up. Stopping spraying along roadsides- it drains into our waters.

Lawn service chemicals...for people who do not do their own lawns, gardens, pruning, etc.

More composting tips.

How to successfully use yard waste for making a compost pile.

Rain barrel and rain garden requirements and or suggestions.

Are there any places that take large amounts of yard clippings (like truck loads of small tree branches) for free or little cost?

Effective non-chemical ways to eliminate noxious weeds. How to have a pond without mosquitoes -- aren't there certain fish that thrive on mosquito larvae?

Vermiposting and small scale composting advantages to everyone, buying products with less packaging to reduce both trash and recycle loads.

Is compost available to the public? Where does the yard waste stuff go?

Composting. I do not use garbage service as I compost 100% of my kitchen and yard waste.

Benefits of home composting.

Rain gardens and using the rain water from your roof. Kitsap water resource is what falls from the sky. We don't have fresh water from Olympic or Cascade Mountains.

Organic garden pest control.

Recycling/Reuse

How clean should bottles and cans be before recycling? Is it OK to put yard waste and grass clippings in my trash can if there is no curbside service?

Can we recycle things with food products, such as pizza boxes, paper plates? How important is it to make sure only the proper plastics are recycled, meaning the number rating?

Curbside recycling in outlying county areas.

Styrofoam peanuts and packaging, clarification of 'no lids' for cans and plastics.

Plastic waste

Reuse of worn textiles -- they are the one thing I have a hard time recycling.

Recycling connection to climate change

I would like a convenient way to dispose my cfl bulbs.

What to do with styrofoam. Places to take it for recycling (i.e. some places accept it and grind it up for repackaging material.)

Yes! I am trying to recycle and do all of the proper things but I am trying to figure out how to make it work in my home. I have asked many people how they recycle and the answer I am hearing is ...they try and are good and then the cans get too full and they then just throw stuff away until they empty go to the recycling place and start over. Mind you I am hearing this from people that don't pay for curbside pickup. I decided that I am going to use a trash compactor for plastic and cans and another compactor for paper. I just purchased the first one on Craig's List two days ago. I will start my new program this weekend. I hope it works. What do other people do?

Features of businesses set-up to recycle products i.e. Budget Battery, Printer People, Navy City Metals, etc...

Time table for expanding recycling to all areas.

What plastics are permitted for recycle?

Why is shredded paper not recyclable?

Proper recyclables to put in bin.

Maybe encouragement for use of reusable grocery/product bags, impact of plastics and other garbage on our beaches & in water.

More about 2good2toss.

Your website says you recycle microwaves, and yet when we went to the collection site, we were directed to trash it. It was disappointing and I probably would have researched somewhere else to take it.

Emphasize the use of reusable shopping bags.

Disposal of metal waste

Household Hazardous Waste

More info on hazardous waste disposal.

Recycling batteries, household non-rechargeable. Radio shack used to take them but now they don't.

Directions to Household Hazardous Waste Collection Facility.

Times all the places are open.

Show a map of where the facilities are - it's not easy to determine which is closest for each type of product.

I would like to see what you do with chemicals that are unmarked and you have no idea what they are.

Better options for staining and painting.

What to do with mixed oil & gasoline used in small engines. Since it wasn't specifically referred to, I assume it is considered "contaminated motor oil."

Highlight "What Do I Do with It?"

On drop-off chart, please state the city associated with HHW Collection Facility and Olympic Transfer Station so I can put into Google Maps.

Are there safe ways to clean slippery slime off of decks and brick walkways so that they will stay safe for a period of time?

The possibility of more local hazardous waste pickup sites.

Safety of recycling empty and rinsed containers that have the proper PET number but have contained hazardous materials (i.e. antifreeze, Roundup, etc.) Is this safe?

Disposal of oil containers (quart bottles) and used oil filters, and automotive products.

Should have hazardous waste disposal closer than 2+ hour round trip from north Kitsap when we have a transfer station within a 20-minute round trip.

I would like to see quarterly or semi-annual curbside pick-up days for hazardous waste such as fluorescent bulbs and batteries. I believe such a program would significantly increase the recycling of these items.

Green, safe, inexpensive home cleaning products: baking soda, vinegar and water.

Paint recycling and tossing – what you should and should not do with paint.

Electronic Waste

Electronics...some electronics you cannot find a recycler for at all. How about garden hoses and other plastic yard equipment.

How to recycle mixed use electronics like hand vacuums with rechargeable batteries and battery driven hand tools.

What do we do with electronics that are not TVs, monitors, etc. Like old satellite receivers, audio equipment, printers, etc.

How to recycle printers.

Who buys electronic and electrical parts.

Pet Waste

I think it bears repeating how harmful pet waste (especially dog) is to the Puget Sound waterways and environment - folks are clueless!

Energy

Energy related: feasibility of wind or solar power in residences in Kitsap County.

More energy saving tips.

Construction Materials/Reuse

More info on composting and letting people know about the Habitat for Humanity restore in Bremerton, as well as other avenues for obtaining used building supplies.

How to recycle construction material.

Pharmaceuticals

Old prescription drugs.

Medicine disposal.

How or where to dispose of medications that are expired or no longer needed.

Well water/Septic Tanks

Tips on educating neighbors without offending them and also knowing if your well water is pure.

Well? Septic?