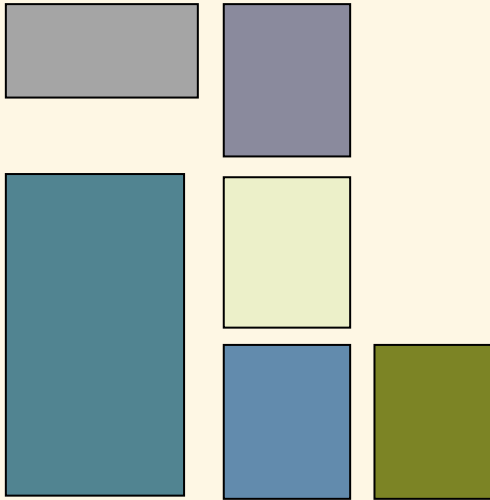


Web Survey Results

WasteWise Communities Newsletter



Prepared for Kitsap County
Public Works Solid Waste
Division



Cunningham Environmental Consulting
Bainbridge Island, WA

April 2011

Table of Contents

| | |
|--------------------------------------|-----------|
| Introduction | 1 |
| Web Survey | 1 |
| Participant Profile | 1 |
| Key Findings | 3 |
| Detailed Findings | 5 |
| Response to the Newsletter..... | 5 |
| Response to the Pullout Section..... | 5 |
| What Residents are Learning..... | 8 |
| Solid Waste Practices | 8 |
| Actions People Might Take..... | 10 |
| The Buzz..... | 12 |
| Information Vectors..... | 14 |
| Recommendations | 16 |
| Appendix | 18 |
| Responses to Open-Ended Question | |

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. A second newsletter was mailed in June 2010. An online survey was selected as the most cost-effective method to evaluate the effectiveness of the 2010 newsletter as a communication tool. The survey results are documented in *Web Survey Results: WasteWise Communities Newsletter, Cunningham Environmental Consulting, July 2010*.

To evaluate the 2011 newsletter, this online survey followed a similar format to maintain consistency with the 2010 survey. 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 car wash coupon book, worm bin, or backyard composting tools appeared on the back 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 12 days to fill out the web survey 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. Nearly all the surveys (95%) were taken through the email connection.

Participant Profile

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

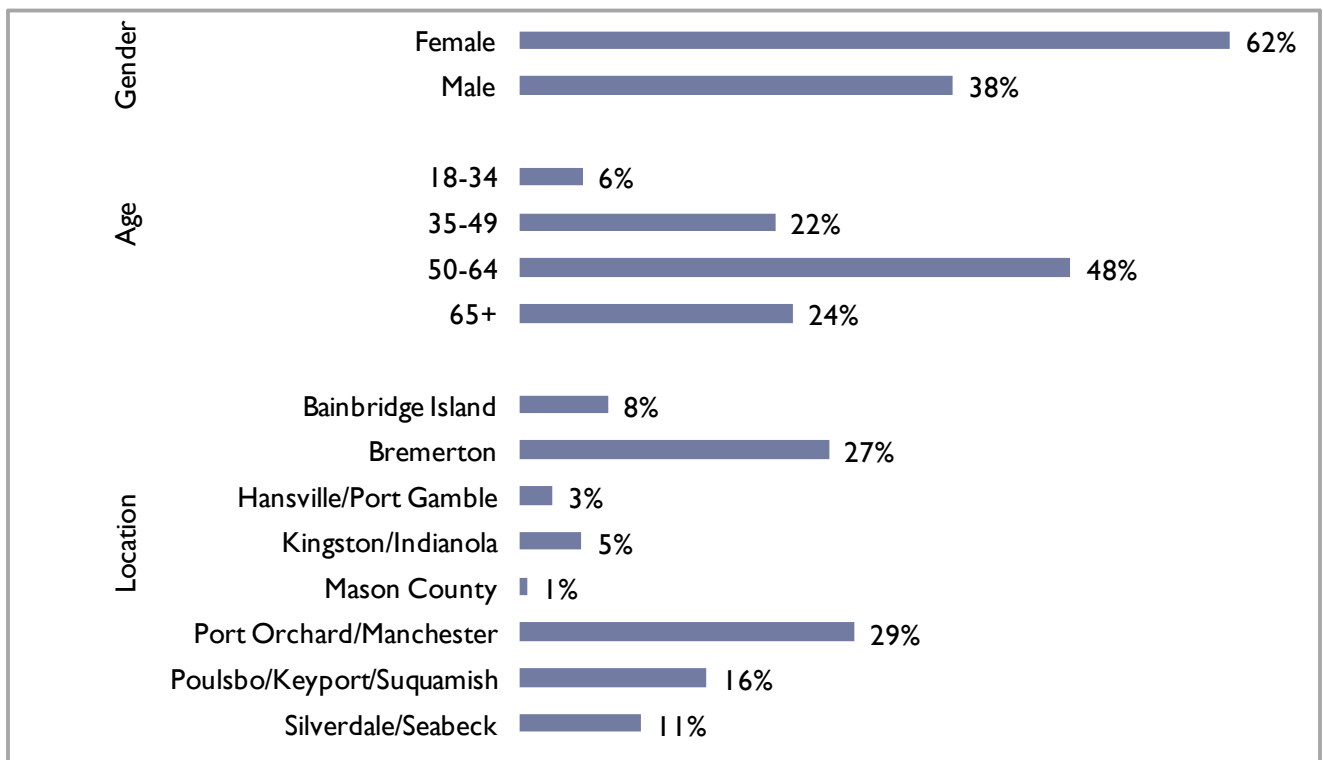
- More than 3 in 5 were women.
- Nearly 3 in 4 (72%) were over 50 years old. Nearly half (48%) were in the 50-64 age group.

- Respondents 35-49 were more likely to be women, while respondents 65+ were more likely to be men.
- More than half (56%) 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 demographic profile was similar to the profile of the 2010 survey.

The number of completed surveys is 327. Survey Monkey counts a completed survey 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 327 surveys is +/- 5.4 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=309)





Key Findings




Response to the Newsletter

-  3 in 5 respondents read the newsletter thoroughly.
-  1 in 4 kept the newsletter to read later.



Response to the Feature Article on Unwanted Medicines

-  More than 4 in 5 were already aware that medicines should not be thrown in the trash, flushed down the toilet or washed down the sink.
-  Although the majority of respondents knew how not to dispose of medicines, more than half did not know how to properly dispose of them at take-back locations.




Response to the Pullout Section on Organics Management

-  The 4 page pullout section was valued by readers. About 3 in 5 respondents were extremely or very likely to keep the pullout for future reference.
-  About 1 in 3 is already composting yard waste, compared to 1 in 10 using a worm bin to compost food waste.
-  Residents were slightly more favorable about yard waste composting than worm bin composting. More than 1 in 4 were extremely or very likely to start yard waste composting this year, compared to more than 1 in 5 interested in starting a worm bin.



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 Rain Garden Cost Share Program and stream volunteer opportunities are the most frequently mentioned new topics.
-  The vast majority are familiar with how to properly dispose of plastic bags and dog waste.





Food Waste Practices

-  About 1 in 4 puts food scraps and compostable paper in the yard waste cart sometimes, or more often.
-  Nearly 1 in 4 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. Three in 5 are not likely to request a yard waste cart.
-  Current composters are less likely to be interested in a yard waste cart.






Actions Residents Plan to Take

-  Respondents are most willing to take unwanted medicines to a take-back location, use compost in the garden or yard, and make some changes based on information in the newsletter.
-  Women are more likely than men to use less garden chemicals, scoop the poop, take unwanted medicines to a take-back location, sign up for curbside food and yard waste collection, and make changes based on information in the newsletter.

The Buzz

-  Nearly 3 in 5 have had conversations with others about topics covered in the newsletter.
-  The vast majority (9 in 10) are extremely or very likely to read the next issue of the newsletter. Women are more likely than men to read the next issue.
-  About 7 in 10 are either extremely or very likely to visit the County websites listed in the newsletter.
-  Two in 5 have heard or seen the tagline for the Puget Sound Starts Here media campaign. More than 1 in 3 is likely to visit the website PugetSoundStartsHere.org. Older respondents 50+ are more likely to visit the website than their younger counterparts.

Information Vectors

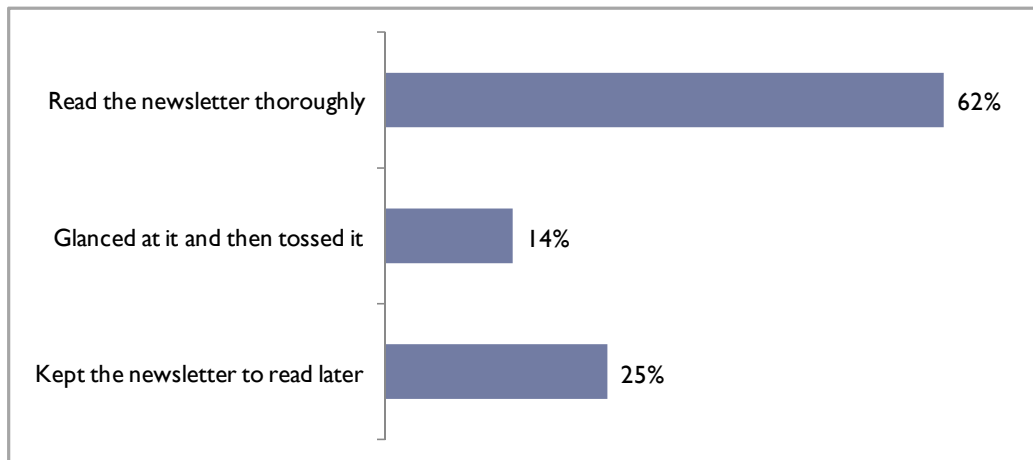
-  More than half think direct mail is the most effective way to hear about solid waste issues.
-  Younger respondents (18-49) are more likely than those 50+ to prefer direct mail to their home. Older respondents are more likely to prefer the newspaper and County website as information sources.
-  Social media is thought to be the most effective communication channel by nearly 1 in 10 respondents.
-  One in four (25 in 100) were either “extremely” or “very likely” to use Facebook, compared to 3 in 100 for Twitter. More than 1 in 10 (13 in 100) was likely to follow a County blog.
-  Younger respondents (18-49) are more likely than those 50+ to prefer Facebook as an information source. Older respondents (50+) are more likely to prefer reading a blog.

Detailed Findings

Response to the Newsletter

The majority of respondents (3 in 5) read the newsletter thoroughly, while 1 in 4 kept the newsletter to read later. Slightly more than 1 in 10 glanced at the newsletter and tossed it.

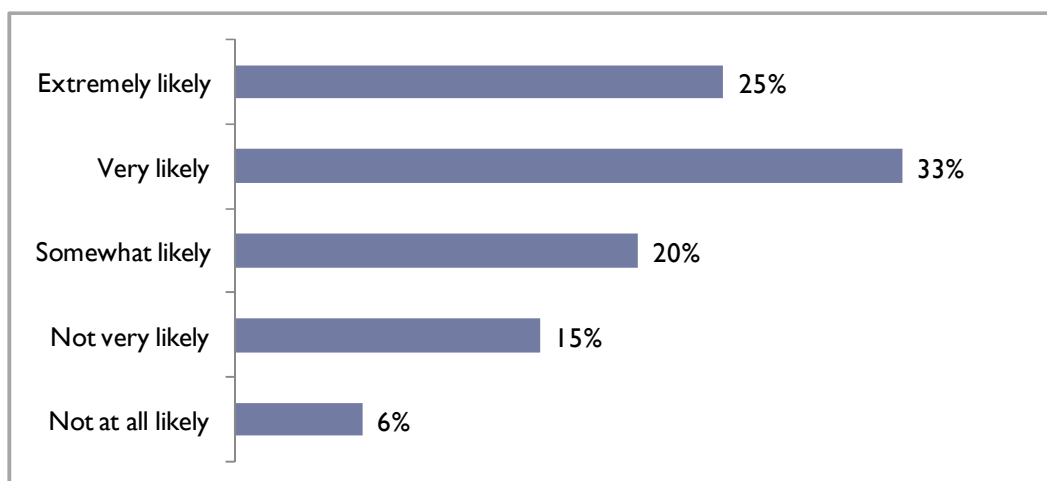
All Respondents – Would you say that you...? (n=327)



Response to the Pullout Section

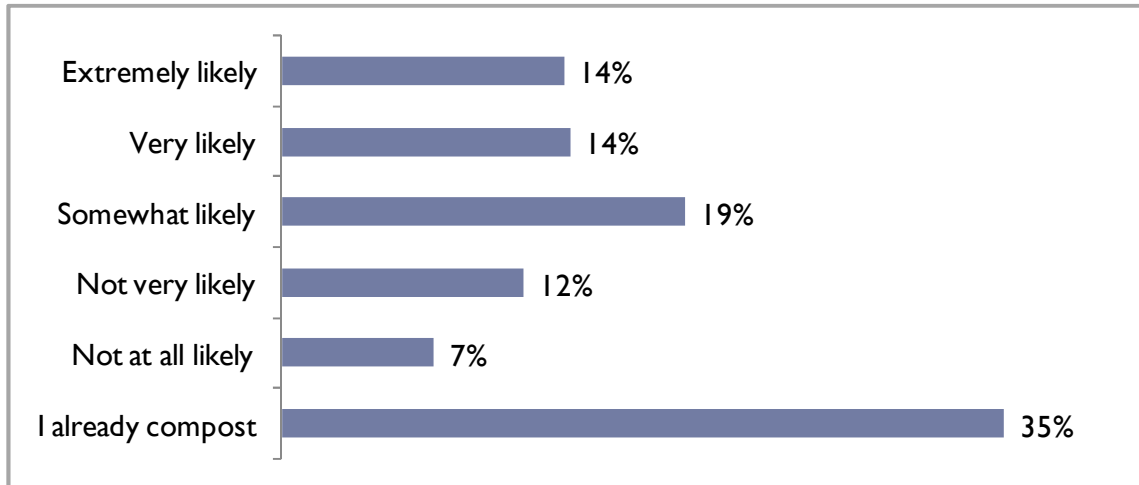
The newsletter featured a 4-page separate pullout section entitled “Your Guide to Organics Management”. The pullout contained many professional quality color photos and two distinct sections on yard waste composting and food waste composting using worm bins. Three in 5 (58%) were either “extremely likely” or “very likely” to keep the pullout section for future reference. About 1 in 5 was not likely to keep it for future reference.

All Respondents – How likely are you to keep the pullout section on Organics Management for future reference? (n=326)



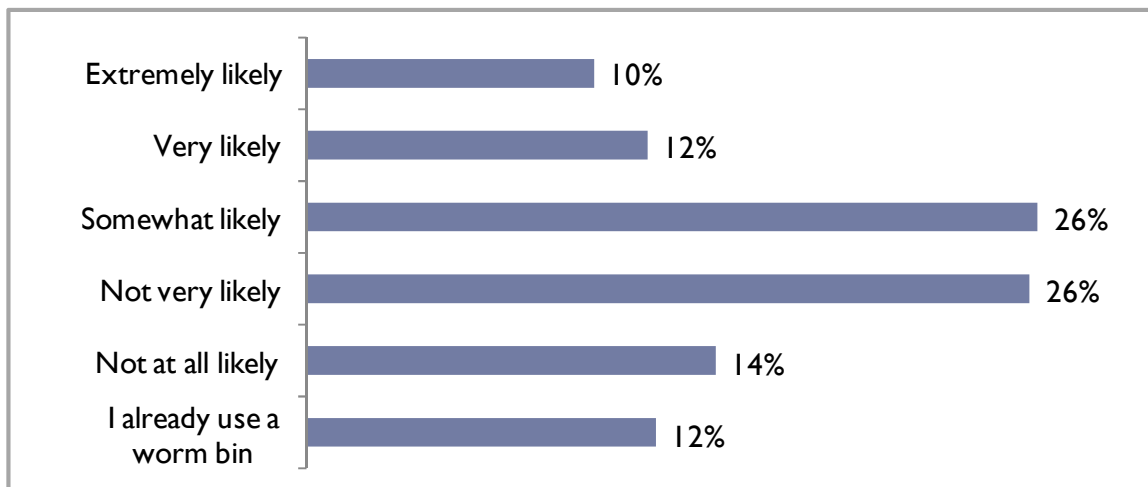
Slightly more than 1 in 4 is “extremely likely” or “very likely” to start composting this year. About 1 in 3 is already composting. One in 5 is not likely to start composting.

All Respondents – How likely would you be to start composting at home this year, as described in the pullout section? (n=327)

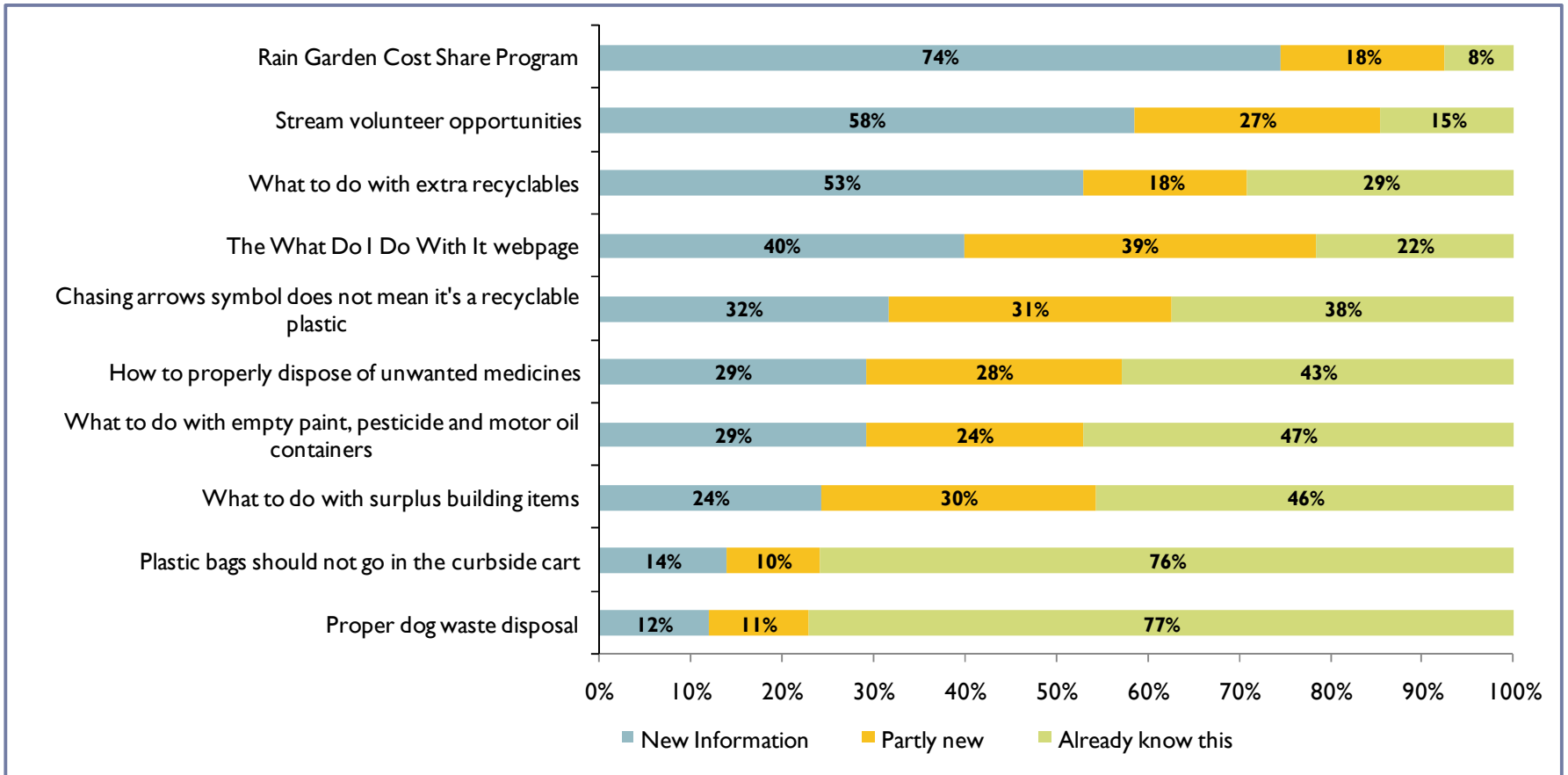


Respondents were less enthusiastic about worm bin composting, but not by much. Slightly more than 1 in 10 is already composting food waste with a worm bin. And 1 in 5 is “extremely likely” or “very likely” to start a worm bin this year. Two in 5 of the respondents were not likely to start a worm bin this year.

All Respondents – How likely would you be to start a worm bin sometime this year, as described in the pullout section? (n=326)



All Respondents – For each topic listed below, tell us if it was new information for you, partly new, or not new at all? (n=323)



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 Rain Garden Cost Share Program, stream volunteer opportunities, and what to do with extra recyclables are the most frequently mentioned new topics. Other new topics are the What Do I Do With It webpage, which plastics are recyclable, and how to properly dispose of unwanted medicines.

The topics people are most familiar with are proper dog waste disposal, and that plastic bags should not go in the curbside cart, with more than 3 in 4 already knowing about those topics. The 2010 survey had a similar question with 16 topics. Of those, the only topic asked on both surveys was about proper dog waste disposal. Over the last year awareness has increased from 52% saying they already knew it in 2010 to 77% in the 2011 survey.

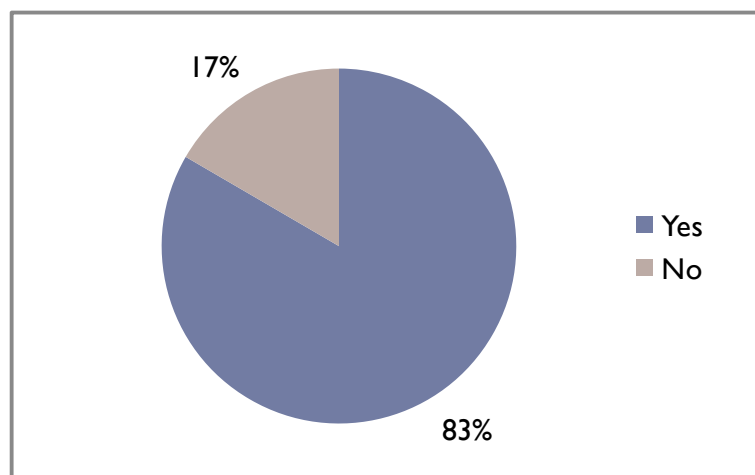
Women were more likely than men to already know that dog waste should be bagged and placed in the trash.

Solid Waste Practices

Unwanted medicines – Disposal options for unwanted medicines was the front page article of the newsletter. The survey asked respondents if they were aware prior to reading the newsletter that unwanted medicines should not be flushed down the toilet, washed down the sink or thrown in the garbage.

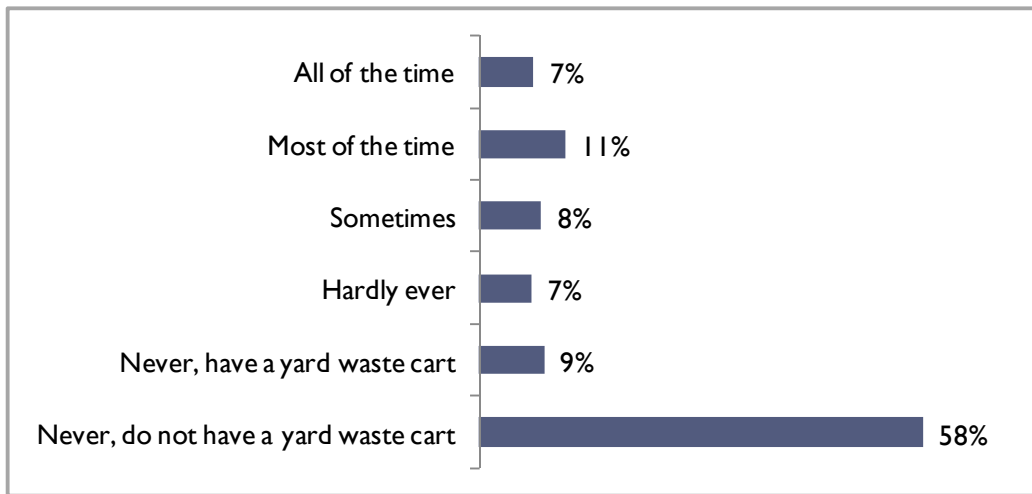
More than 4 in 5 (83%) were aware that medicines should not be disposed of those three ways.

All Respondents – Before reading the newsletter, did you know that unwanted medicines should not be flushed down the toilet, washed down the sink or thrown in the trash? (n=319)



Food waste – About 1 in 4 (26%) puts food scraps in the yard waste cart “all of the time”, “most of the time”, or “sometimes”. Three of four “hardly ever” or “never” (74%) put food scraps and compostable paper in the yard waste cart. The major reason is that more than half (58%) do not have a yard waste cart, even though yard waste service may be available.

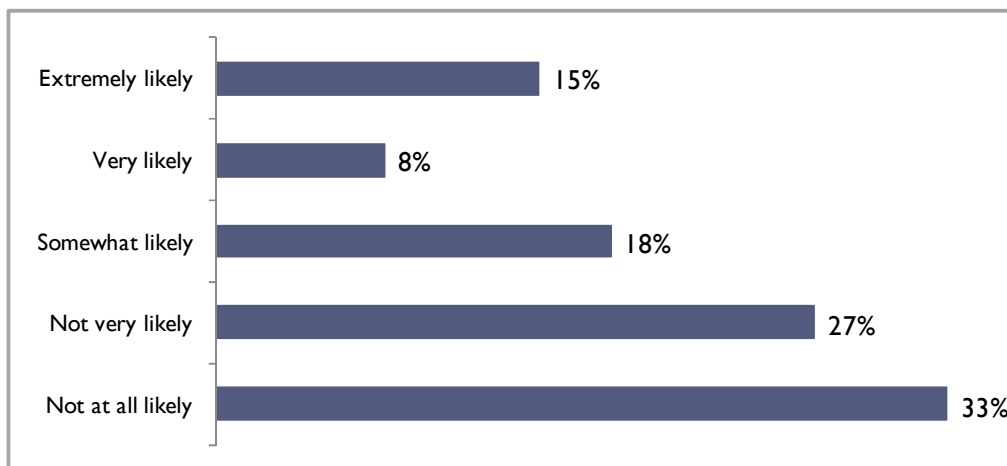
All Respondents – About how often do you put food scraps and compostable paper in with your yard waste cart? (n=319)



Interest in a yard waste cart - Less than 1 in 4 (23%) 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. Nearly 3 in 5 (58%) are either “not very likely” or “not at all likely” to request a yard waste cart.

Women are more likely than men to say they would request a yard waste cart. Respondents who already compost are less likely to be interested in a yard waste cart.

Respondents with No Yard Waste Cart – How likely are you to request a yard waste cart now that you can put food waste in it? (n=185)



Comparison to 2010 survey results – The 2010 survey indicated that 68% did not have a yard waste cart compared to 58% in the 2011 survey. The household habit of putting food waste in the yard cart has not changed significantly in the past year.

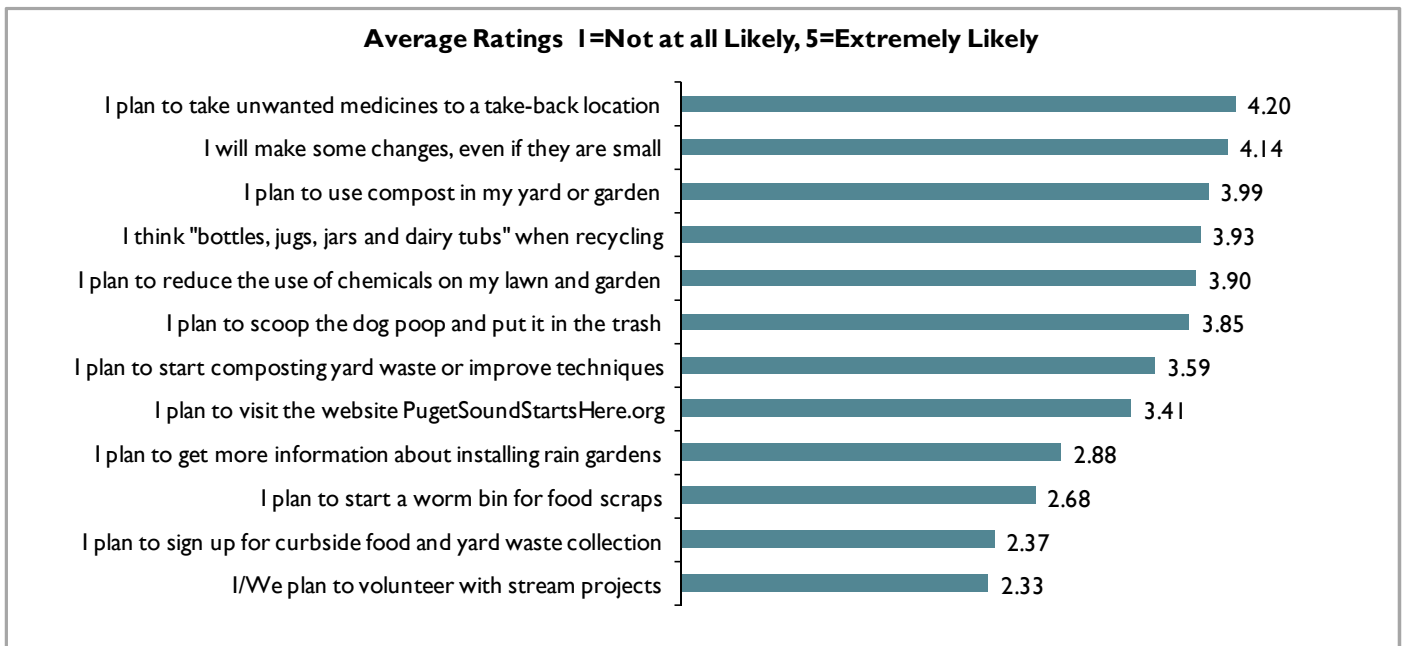
Actions People Might Take

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 *taking unwanted medicines to a take-back location, making changes even if they are small, planning to use compost, thinking “bottles, jugs, jars and dairy tubs” when recycling, scooping the poop, and using less lawn and garden chemicals.*

The lowest ratings were given to *learning more about rain gardens, starting a worm bin, putting food scraps in the yard waste cart, and volunteering with stream projects.* With the exception of putting food scraps in the yard waste cart, the other three activities require more personal initiative and time than the higher rated activities.

All Respondents – Rate how you feel about each of the following statements. (n=313)



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

- Use less lawn and garden chemicals.
- Scoop the poop and put it in the trash.

- Sign up for curbside food and yard waste collection.
- Take unwanted medicines to a medicine take-back location.
- Make some changes, even if they are small, based on information in the newsletter.

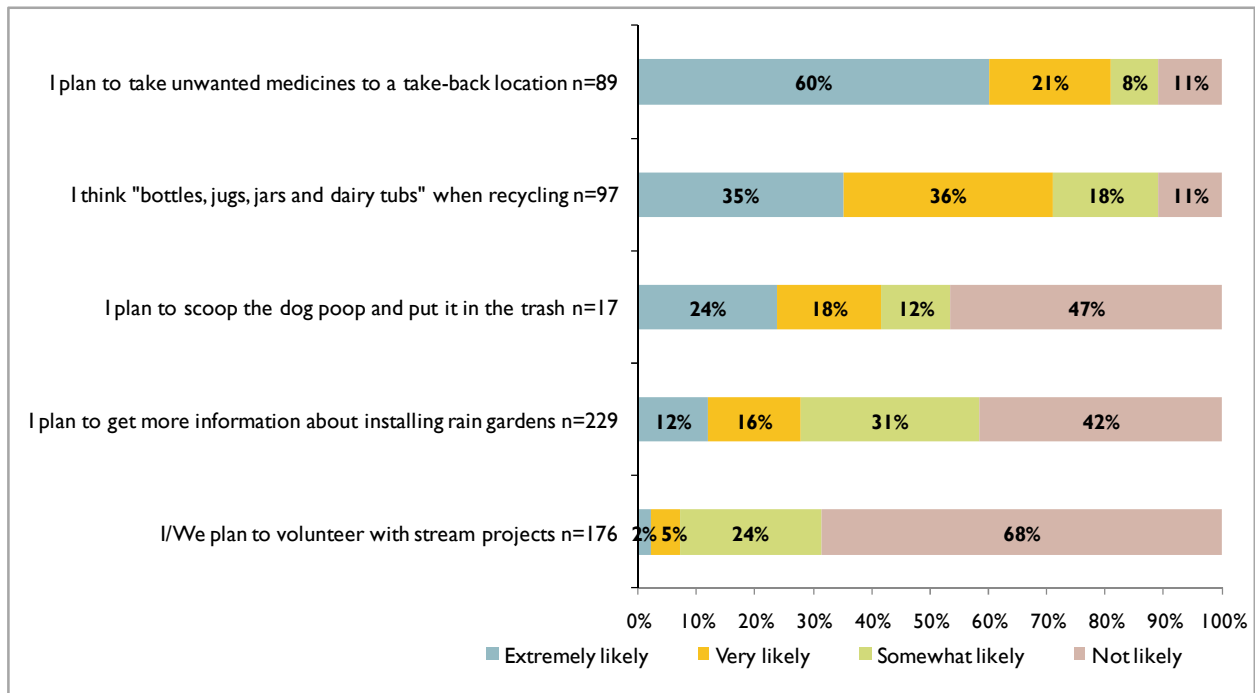
Significant differences based on age are the following:

- Younger respondents (18-49) are more likely than those over 50 to be interested in installing a rain garden.
- Older respondents (50+) are more likely than their younger counterparts to visit PugetSoundStartsHere.org.

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. Six in 10 of the respondents given new information about unwanted medicines were “extremely likely” to take them to a take-back location. When the “extremely likely” and “very likely” categories are combined, 8 in 10 would dispose of medicines properly and 7 in 10 would think “bottles, jugs, jars and dairy tubs” when recycling plastics.

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



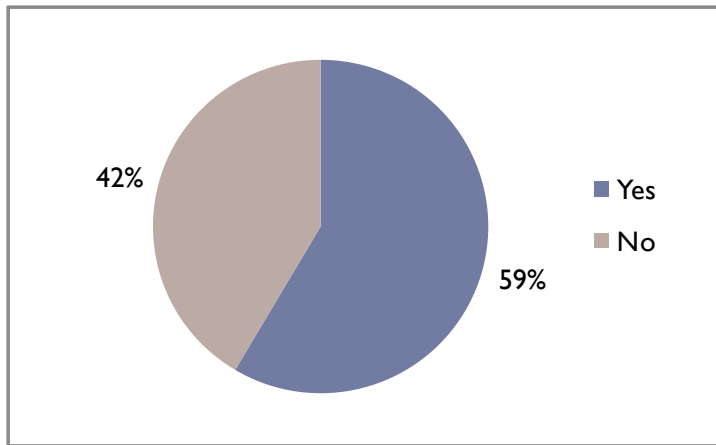
About 4 in 10 were “extremely likely” or “very likely” to scoop the poop and put it in the trash. This statistic is based on a small sample size of 17.

Less than 1 in 3 would be likely to get more information about installing rain gardens, and less than 1 in 10 would be likely to volunteer with stream projects.

The Buzz

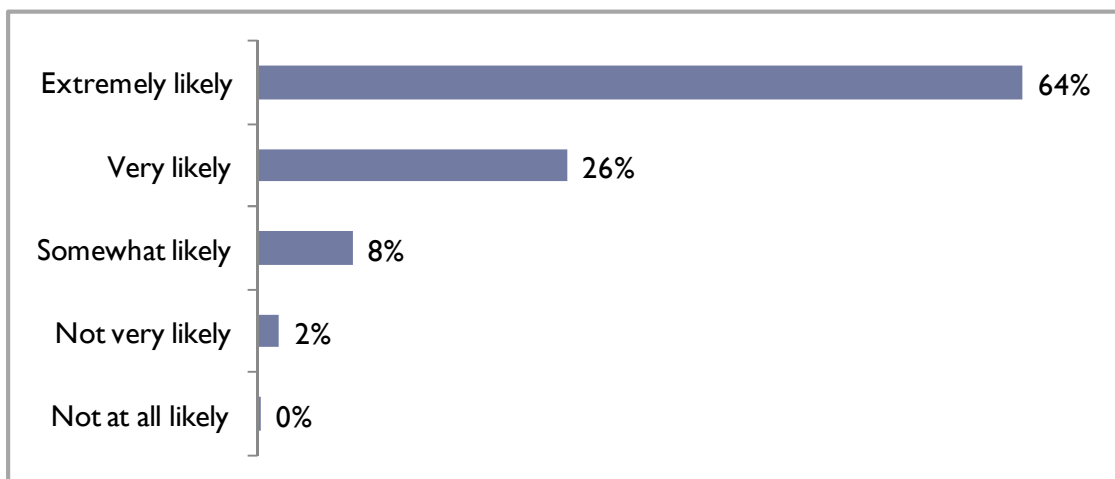
Nearly 3 in 5 (59%) have discussed the WasteWise newsletter with others.

All Respondents – Have you had any conversations about topics in the WasteWise communities Newsletter with household members or anyone else? (n=313)



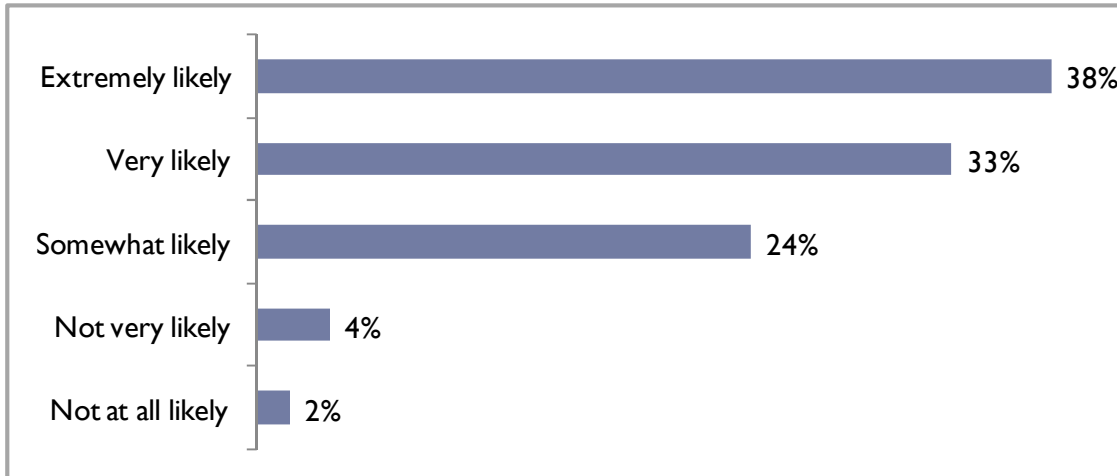
The vast majority (90%) are either “extremely likely” or “very likely” to read the next issue of the newsletter. Nearly 2 in 3 (64%) are “extremely likely” to read the newsletter. Women are more likely than men to read the next issue of WasteWise.

All Respondents – How likely would you be to read the next issue of the Waste Wise Communities Newsletter? (n=313)



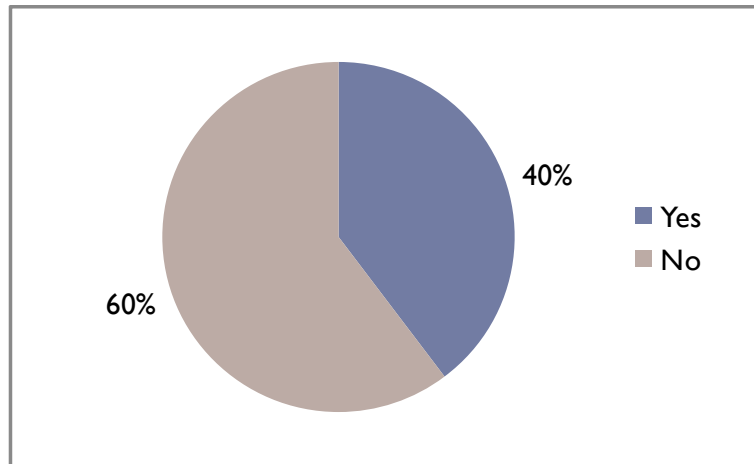
About 7 in 10 are either “extremely likely” or “very likely” to visit the County websites listed in the newsletter.

All Respondents – How likely would you be to visit any of the County websites listed in the newsletter? (n=313)



Two in 5 have heard or seen the tagline for the Puget Sound Starts Here media campaign.

All Respondents – Have you ever seen or heard the phrase “Puget Sound Starts Here”? (n=287)



Residents aware of Puget Sound Starts Here Campaign are more on environmental cutting edge - Respondents who said “Yes”, they have seen or heard the phrase “Puget Sound Starts Here” were more likely than those who said “No” to:

- Be likely to start a worm bin sometime this year.

- Already knew more about the following topics:
 - ▶ Recyclables that don't fit into the cart can be set out on the curb.
 - ▶ Unwanted medicines should be taken to a take-back location.
 - ▶ Some surplus building items can be donated at designated drop-off locations.
 - ▶ How to participate in the Rain Garden Cost Share Program.
 - ▶ How to volunteer with stream projects.
 - ▶ The chasing arrows symbol on a plastic container does not necessarily mean it's recyclable.
 - ▶ The What Do I Do With It webpage to learn about where to recycle, donate, or throw away household items.

- Knew before reading the newsletter that unwanted medicines should not be flushed down the toilet, washed down the sink, or thrown in the trash.

- Have had conversations with others about topics covered in the newsletter

There were no statistically significant differences between the respondents who were familiar with PSSH and those who were not for the list of "I plan to" change behaviors.

Comparison to 2010 survey results – There are no significant differences in the results of the 2010 and 2011 surveys. The 2010 survey did not ask respondents the question about Puget Sound Starts Here.

Information Vectors

More than half (56%) of 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 (19%). Social media, such as Facebook, Twitter and blogs were favored by fewer than 1 in 10 respondents as the most effective source.

Men are more likely than women to prefer the County website as an information source.

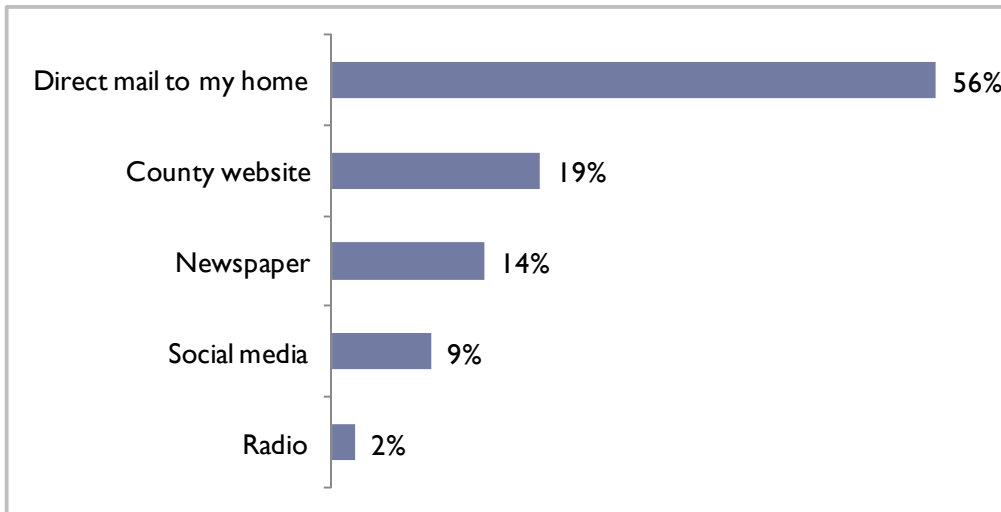
Younger respondents (18-49) are more likely than those 50+ to prefer direct mail to their home. Older respondents are more likely to prefer the newspaper and County website as information sources.

Other information vectors in addition to the ones listed above were suggested by 39 respondents. More than half suggested the County communicate through email. 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. The "other" responses were:

- Email – 23 responses
- TV – 6 responses

- Combination of information vectors – 3 responses
- Word of mouth – 3 responses
- Garbage bill insert, workshops, farmers markets, flyers – 1 response each

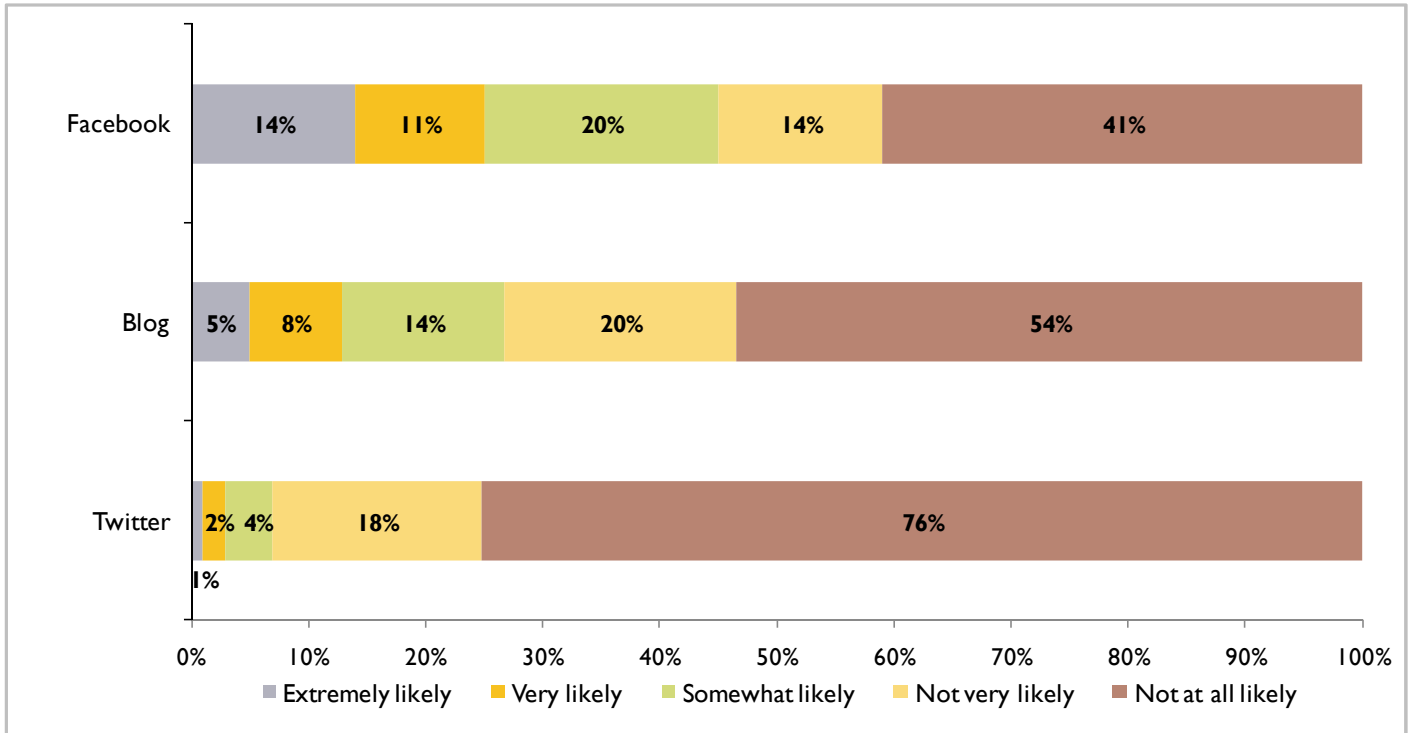
All Respondents - What do you think is the most effective way to hear about reducing waste at your home, choosing safer products for the home and garden, and how to keep our waterways healthy? (n=286)



Social Media - Of all the social media the County could use to keep residents informed about topics, Facebook received the highest ratings. Twitter received the lowest ratings. One in four (25 in 100) were either “extremely” or “very likely” to use Facebook, compared to 3 in 100 for Twitter. More than 1 in 10 was likely to follow a County blog.

Younger respondents (18-49) are more likely than those 50+ to prefer Facebook as an information source. Older respondents (50+) are more likely to prefer reading a blog.




All Respondents – If the County were to actively keep residents informed about these topics, how likely would you follow the County using Facebook, Twitter, and blogs? (n=312)





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 and water quality 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.
-  Take advantage of the email update list to keep this group informed about new developments. This group can be your Early Adopter group and help spread the word to other County residents. This group can also be used for quick polls to gauge how the public may react to new programs.
-  Ask some of these questions in the SSWM Benchmark Survey scheduled for the fall of 2011 to gauge the representativeness of the 2G2T list.

Target Audience

-  The respondents to the web survey represented an older demographic. Only 28% were under the age of 50 and 6% 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. Use the front page of the newsletter to capture their attention. Try using a bolder color scheme, more captivating visuals and headlines for a different look and feel that would better relate to a younger demographic.

Newsletter Content

-  Explore barriers to putting food scraps in yard waste bins and find ways to communicate benefits of that practice. Use the email update group to conduct a short online survey to explore their opinions.
-  Follow up interest in worm bin composting with workshops, worm bin promotions, and partnering with local nurseries.
-  Explore the use of a Facebook page. Interest in Twitter and blogs is very low.

Appendix

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

Comments from 74 respondents

General Comments, Multiple Topics

Upcoming Water Festival information. Wildlife topics, i.e. how are birds affected by our decisions.

Puget Sound Restoration Fund, organic gardening, non chemical lawn care.

Installing rain barrels....alternatives to asphalt driveways....more water conservation ideas—xeriscaping.

Health of Puget Sound. Can schools start a recycling program? Energy saving ideas for the home: light bulbs, appliances.

Repeat the same issue in 6 months. (Saves money!)

Are you looking into partnering with other organizations (PSE, CKSD, etc.) to leverage existing and create new initiatives?

Recycling citrus peels into paper, super insulated houses, heating a house with use of a water heater, recycling glass including mirrors, like in grocery warehouses corn-based, not plastic consumer utensils, using the horseradish plant to filter and clean any major industrial sites that need it, Bill Wolverton and reusing water at large building sites.

Which geographic areas are covered by the County?

More specifics on plastic recycling, Sun article on where recycling, yard waste and garbage goes and end uses, if any (i.e. follow the stream). Weed abatement!

Not particularly a topic, but how about geared for those of us who live rurally, and have personal compost bins, recycle by hauling directly?

Recycling/Reuse

We need to have some sort of way to recycle the plastic storage bins we all buy, use, and then seem to throw into our landfills. Or make the stores who sell them be accountable to recycle them back somehow.

Why can't automotive product containers like oil jugs, antifreeze bottles and such be recycled with other recyclables if they are clean? Can automotive parts be recycled with regular recyclables?

Getting the garbage separated, that is a tough one in my household, they want to clump everything together, Help! I am outnumbered!

Where do our recyclables go? Is it profitable?

More about 2good2toss.

Junk mail, over packaging.

Styrofoam blocks-what to do about them. How to get restaurants to switch to compostable take-out containers.

I would like to see an email address where I could ask about specific trash items that don't fit in any of the recycling categories.

What to do with broken items such as blenders, vacuums, etc.

More info on curbside recycling...What not to recycle...yogurt containers...is that considered a dairy tub? Cupcake plastic holders? Or is it really ONLY bottles, jars, Jugs and dairy tubs? What are common items you see that are not ok to recycle here in Kitsap County?

How to buy items that have less packaging.

Focusing on durable goods vs. disposable; reuse before recycling.

Emphasizing that clam shells are not recyclable in Kitsap Co. Show consideration toward recycle bins in public places - use them. Address youth sports & the amount of water bottles used. I couldn't believe my daughter's select ball team brought cases of bottled water to all day tournaments. Consider buying 5 -10 gal containers & fill w/ice/water.

Putting in recycle stations for newspaper/cardboard/plastic/aluminum in Port Orchard (not all the way to the airport!)

I see that cans are now 30 cents a pound. Yippee!

How should I deal with plastic at each number?

Clean construction wood recycling at Emu.

Disposing or recycling tires large metal items (old wheelbarrows).

I am now very confused as to why the number i.e. type of plastic is not relevant in considering

whether they are recyclable. Why not say a plastic has to be one of certain numbers and have one of certain shapes (bottle, jug, tub, etc.) to be recyclable? Going by the numbers is the easiest for consumers to understand and follow.

Tell us exactly what numbers on plastic containers can be put in recycling? 5 and below?

How about having restaurants participate in WasteWise. We see no receptacles for recyclable items at all. They need to be included as they have lots of waste each day We even take recyclables home with us instead of tossing them!

New recycle drop off locations in Silverdale or Bremerton within city limits.

Natural Gardening/Composting/Rain Gardens/Rain Barrels

How to deal with rain water off neighbor's property.

Edible gardens using local flora, and adapting your landscape to one best suited for your yard type.

Composting or worm bin options for low-income housing.

Community supported agriculture like local food cooperatives.

How to treat common plant illnesses and pests without resorting to chemicals and pesticides.

Organic food gardening for dummies; natural methods to rid yard of parasites (i.e., hookworm, fleas, etc.)

Rural horse owners donating manure for compost.

Can newspaper ink be harmful to the compost? Can junk mail be used in composting?

Plants, flowers, trees that can thrive in the NW climate. Techniques and best times to plant.

What to do if you have a chemical such as oil spill in your yard?

Climate change, natural/organic/biodynamic alternative to fungicides, pesticides, herbicides. Will there be any free or low cost worm bins or rain barrels? I cannot afford to buy them at retail but would use them if I had them.

What food items can be safely put out for birds or squirrels, but not attract unwanted guests...rats or raccoons for example?

Community garden plots.

Rain chains - are they more than a decorative device - and water barrels.

Landscaping with native plants.

Year-round organic gardening for a family in the NW.

Stormwater/Water Quality

Caring for estuaries. How to protect salmon. Our home is next to a mud flat.

More about ground water.

Maybe just some brief overviews about either the Bremerton wastewater treatment plant or the Illahee watershed. How does it all work?

There should be citizen duty to clear storm drains in front of their own houses and not make the city do it.

Explain the septic system requirements.

Horse pasture and paddock management, especially concerning runoff and drainage.

How to keep a healthy lawn without using harmful chemicals. Moss on roofs. And get a message about water waste and oil - someone washes his driveway every day and it runs down the road to Jump Off Joe Creek. Isn't Puget Sound now the Salish Sea?

Garbage Disposal

Big contact info section. We like to actually talk to a person. Please get the dump site phone numbers published or have an operator that can transfer your call.

Why are costs so high for waste removal when I see expensive advertising of how great WM is?

Illegal dumping on empty lots.

Styrofoam & packaging.

What to do with styrofoam. And what about plastic bags that are not shopping bags e.g., sandwich bags or just plastic material in general?

Food Waste

More on the yard and food waste collection: Should everyone have a bin? Even those who compost? What is cost of service? How can we "do the right thing" without increasing our monthly disposal costs?

Education/Outreach

Home visits and consultations. Outreach at places like the fair or 4H or schools.

I would also like to see how school classrooms can participate, if they wish, in any sort of waste reduction program for their school, and how to sign up.

Notices of any classes available. Good job on the newsletter!

Pharmaceuticals

Any problem with disposing old vitamins or herbal supplements in the trash?

I'd like to know how returned meds are disposed.

Household Hazardous Waste

Everything you need to know about collecting & making your first trip with batteries/fluorescent tubes/paints to the HHW site.

Battery disposal, compact fluorescent bulb disposal.

Talk about disposing of paint (particularly oil and solvent based ones) and solvents--spring is clean up and paint time. This would be a good time to address the topic in print.

How to store used batteries and where to dispose of them.

Social Media

FYI we are not on Facebook, blog, or twitter.

If you had a blog I could subscribe to it so it would come in my email I would read it.