
GBB/Broken Arrow Waste and Recycling Study
March, 2016

Sample: Broken Arrow households that receive city waste services (n=); Universe Size () Margin of Error: ±%
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Introduction:

Hello, I'm _____, and I'm calling from Sooner Poll to simply gather opinions about the trash services of Broken Arrow. Thank you for taking the time to talk with me this evening. Please be assured that we are not trying to sell you anything and your individual responses are confidential.

Do you receive a utility bill from the city of Broken Arrow?

1. Yes [CONTINUE WITH THE SURVEY]
2. No [TERMINATE]

Section A: Current Trash Service and Behavior

I would like to ask you a few questions about your current city trash services. The city of Broken Arrow provides trash bags for city residents through a system whereby residents receive a voucher in the mail that can be redeemed at area stores or locations for trash bags.

1. How satisfied or dissatisfied are you with this voucher redemption system?
 1. Extremely satisfied
 2. Very satisfied
 3. Somewhat satisfied
 4. Neutral/no opinion/Refused [DNR]
 5. Somewhat dissatisfied
 6. Very dissatisfied
 7. Extremely dissatisfied
2. On average, how many city-supplied bags do you put out at the curb for pick-up on the FIRST day of the week for your twice-a-week service?
 1. 2 or less
 2. 3-5
 3. 6 or more
 4. Refused [DNR]
3. On average, how many city-supplied bags do you put out at the curb for pick-up on the SECOND day of the week for your twice-a-week service?
 1. 1 or less
 2. 2-4
 3. 5 or more
 4. Refused [DNR]

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4. Throughout the whole year, the number of city-supplied bags that I receive is:
 1. Too many for my needs
 2. Too few for my needs
 3. Just the right amount
 4. Refused [DNR]
 5. How many of the city-supplied bags do you use for yard waste in a typical week?
 1. None
 2. 1 to 2
 3. 3 to 5
 4. 6 to 9
 5. 10 or more
 6. How frequently do you dispose of bulky items that do not fit in a bag or a can?
 1. Once weekly
 2. Twice monthly
 3. Once monthly
 4. About 4 times a year
 5. Fewer than 4 times a year
 7. What bulky items do you set out most frequently? [RECORD VERBATIM]
 8. Do you also have a large trash can or other large trash container that you use at your home, like a 32 gallon metal or plastic trash can that you store trash in or take trash to the curb in?
 1. Yes
 2. No
 3. Refused [DNR]
 9. [IF YES in Q8] Where do you keep this trash container?
 1. Outside next to the house, but in the front yard
 2. In the backyard
 3. In the garage
 4. Other: SPECIFY
 5. Refused [DNR]
 10. [IF YES in Q8] Do you use the city-supplied trash bags in this trash container as a liner?
 1. Yes
 2. No
 3. Refused [DNR]
 11. [ALL] Do you have a trash container that you keep in your kitchen?
 1. Yes
 2. No
 3. Refused [DNR]

12. [IF YES in Q11] Do you have a liner for THIS trash container and, if so, what are you using?
1. No liner
 2. Yes, a store purchased liner for kitchen trash containers (usually white)
 3. Yes, the city-supplied trash bags
 4. Yes, grocery store bags that I'm re-using
 5. Yes, other: SPECIFY
 6. Refused [DNR]
13. [ALL] Do you have other smaller trash cans in the house, like in bedrooms, bathrooms or other rooms other than the kitchen?
1. Yes
 2. No
 3. Refused [DNR]
14. [IF YES in Q13] Do you have a liner for THIS trash container and, if so, what are you using?
1. No liner
 2. Yes, a store purchased liner for smaller trash containers
 3. Yes, the city-supplied trash bags
 4. Yes, grocery store bags that I'm re-using
 5. Yes, other: SPECIFY
 6. Refused [DNR]
15. Now, thinking about the city-supplied trash bags, when you take them to the curb for pick-up by the city, are they filled with:
1. Trash in smaller bags from around the house?
 2. Just trash that has been dumped into the city-supplied trash bag?
 3. A combination of both?
 4. Refused [DNR]

Section B: Attitudes

Next I'm going to read to you a series of statements. For each one, please tell me if you agree or disagree. [PROBE FOR LEVEL]

16. Based on how the City currently collects trash, Broken Arrow is behind the times.
1. Strongly agree
 2. Somewhat agree
 3. Slightly agree
 4. Neutral/no opinion/Refused [DNR]
 5. Slightly disagree
 6. Somewhat disagree
 7. Strongly disagree

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17. Broken Arrow is behind the times when it comes to recycling.
1. Strongly agree
 2. Somewhat agree
 3. Slightly agree
 4. Neutral/no opinion/Refused [DNR]
 5. Slightly disagree
 6. Somewhat disagree
 7. Strongly disagree
18. Households should pay for the amount of trash that is collected. In other words, the more trash a residence produces, the more they should pay.
1. Strongly agree
 2. Somewhat agree
 3. Slightly agree
 4. Neutral/no opinion/Refused [DNR]
 5. Slightly disagree
 6. Somewhat disagree
 7. Strongly disagree
19. Not having curbside recycling in Broken Arrow is hurting our city from attracting new businesses and more jobs.
1. Strongly agree
 2. Somewhat agree
 3. Slightly agree
 4. Neutral/no opinion/Refused [DNR]
 5. Slightly disagree
 6. Somewhat disagree
 7. Strongly disagree
20. If curbside recycling was available, I would set out at the curb LESS trash that is non-recyclable.
1. Strongly agree
 2. Somewhat agree
 3. Slightly agree
 4. Neutral/no opinion/Refused [DNR]
 5. Slightly disagree
 6. Somewhat disagree
 7. Strongly disagree

21. I would be able to more easily implement recycling in my home if curbside recycling service was made available to me.
1. Strongly agree
 2. Somewhat agree
 3. Slightly agree
 4. Neutral/no opinion/Refused [DNR]
 5. Slightly disagree
 6. Somewhat disagree
 7. Strongly disagree

Section C: Encouraging Recycling and Potential Plans

At this time, I would like to ask you a few more questions about recycling and potential ideas on how to implement recycling.

22. In the last year, have you participated in any voluntary recycling whereby you on your own took recyclables to a location to have them recycled or participated in a recycle drive with a school, church or other group?
1. Yes, on my own to a location
 2. Yes, with a school
 3. Yes, with a church
 4. Yes, other
 5. No
 6. Refused [DNR]
23. The recyclable drop-off location in Broken Arrow is the MET. How often have you ever dropped off recyclables there?
1. Never
 2. Once or twice, but not frequently
 3. Once or twice a year
 4. Once or twice every three months
 5. Once or twice a month
 6. More than once or twice a month
 7. Refused [DNR]
24. [IF NEVER] Why not? [RECORD VERBATIM]
25. How important is it to you that a voluntary citywide recycling plan is implemented in the city of Broken Arrow? [PROBE: EXTREMELY/VERY/SOMEWHAT]
1. Extremely important
 2. Very important
 3. Somewhat important
 4. Neutral/no opinion/refused [DNR]
 5. Somewhat unimportant
 6. Very unimportant
 7. Extremely unimportant

26. If the city of Broken Arrow were to provide recycling containers or bags for pickup at your curbside, how likely would you make the effort to recycle more? [PROBE: EXTREMELY/VERY/SOMEWHAT]
1. Extremely likely
 2. Very likely
 3. Somewhat likely
 4. Neutral/no opinion/refused [DNR]
 5. Somewhat unlikely
 6. Very unlikely
 7. Extremely unlikely
27. In order to implement a recycling system in the city of Broken Arrow, how much more would you expect to pay on your monthly utility bill to have curbside recycling?
1. \$0
 2. \$1 extra
 3. \$2 extra
 4. \$3 extra
 5. \$4 extra
 6. \$5 extra
 7. \$6 extra
 8. \$7 extra
 9. \$8 extra
 10. \$9 extra
 11. \$10 extra
 12. \$11 extra
 13. \$12 extra
 14. Don't know/Refused [DNR]

One idea to implement curbside recycling in Broken Arrow is to provide residents with bags, like now, but the supply would include different bags for setting out recyclables. There would be a certain number of the same dark-colored bags for garbage or yard waste, but there would also be a number of recycling bags provided, which would be a different color, and partially see-through so that City workers could verify the contents. As we have now, residents would receive a set number of bags. If a resident needed additional dark bags for garbage or yard waste, they would have to be purchased at an additional cost; however, if a resident needed additional recycling bags, they would be provided at no additional cost.

28. How favorable are you with the idea that residents who do not recycle or who set out larger amounts of trash will have to pay more than residents who recycle or reduce their waste to use only the allotted bags?
1. Extremely favorable
 2. Very favorable
 3. Somewhat favorable
 4. Neutral/no opinion/refused [DNR]
 5. Somewhat unfavorable
 6. Very unfavorable
 7. Extremely unfavorable

Another way to implement curbside recycling is to use rolling carts. Typically, all residents are issued two carts on wheels with a hinged lid, one for trash and one for recyclables. These carts would be provided to residents at no charge and would allow for the implementation of automated collection, which has safety and operational benefits.

29. How familiar would you say you are with a cart system for waste and recycling?
1. Extremely familiar
 2. Very familiar
 3. Somewhat familiar
 4. Neutral/no opinion/refused [DNR]
 5. Somewhat unfamiliar
 6. Very unfamiliar
 7. Extremely unfamiliar
30. How favorable or unfavorable are you with this type of cart system for waste and recycling?
1. Extremely favorable
 2. Very favorable
 3. Somewhat favorable
 4. Neutral/no opinion/refused [DNR]
 5. Somewhat unfavorable
 6. Very unfavorable
 7. Extremely unfavorable
31. How much more would you expect to pay on your monthly utility bill for this type of cart system for waste and recycling?
1. \$0
 2. \$1 extra
 3. \$2 extra
 4. \$3 extra
 5. \$4 extra
 6. \$5 extra
 7. \$6 extra
 8. \$7 extra
 9. \$8 extra
 10. \$9 extra
 11. \$10 extra
 12. \$11 extra
 13. \$12 extra
 14. Don't know/Refused [DNR]

32. Currently, the city trash service is twice a week, but the second set-out day of the week is underutilized by many residents. If recycling collection is added, costs can be contained by shifting the resources used on one of the trash collections to recycling, and as a result trash would be collected once weekly and recycling would be collected once weekly. How much more would you expect to pay on your monthly utility bill in order to keep receiving trash collection twice weekly and adding recycling to one of those two days?
1. \$0
 2. \$1 extra
 3. \$2 extra
 4. \$3 extra
 5. \$4 extra
 6. \$5 extra
 7. \$6 extra
 8. \$7 extra
 9. \$8 extra
 10. \$9 extra
 11. \$10 extra
 12. \$11 extra
 13. \$12 extra
 14. Don't know/Refused [DNR]

Section D: Demographics

33. Do you own your home or rent?
1. Own a house
 2. Own multi-dwelling unit (condo, duplex)
 3. Rent a house
 4. Rent multi-dwelling unit (condo, duplex)
 5. Refused [DNR]
34. How long have you lived in the city of Broken Arrow?
1. Less than 5 years
 2. 6-10 years
 3. 11-20 years
 4. More than 20 years
 5. Refused [DNR]
35. Have you ever lived in another city where the city trash service was different than Broken Arrows?
1. Yes
 2. No
 3. Refused [DNR]
36. Into which of the following categories does you age fall?
4. 18-24
 5. 25-34
 6. 35-44
 7. 45-54
 8. 55-64
 9. 65-74
 10. 75+
 11. Refused [DNR]
37. How many people live in your household INCLUDING you?
1. One
 2. Two
 3. Three
 4. Four
 5. Five
 6. More than five
 7. Refused [DNR]

38. Which of the following categories best describes your work status?
1. I am unemployed
 2. I am a homemaker
 3. I am retired or disabled
 4. I work full time
 5. I work part time
 6. I am a student
 7. Refused
39. Which of the following broad categories best describes your annual household income?
1. Under \$15,000
 2. \$15,000 to under \$25,000
 3. \$25,000 to under \$35,000
 4. \$35,000 to under \$50,000
 5. \$50,000 to under \$75,000
 6. \$75,000 to under \$100,000
 7. \$100,000 to under \$125,000
 8. Over \$125,000
 9. Don't know/Refused [DNR]
40. [BY OBSERVATION] Sex of respondent
1. Male
 2. Female