

City of Broken Arrow, Oklahoma

Findings: Telephone Survey of Public Opinion Regarding Curbside Collection Service



August 16, 2016

AGENDA



Introductions



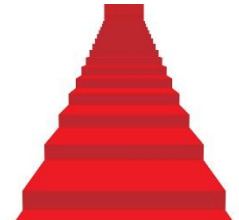
About the
Survey



Survey Results



Implications for
Solid Waste



Suggested Next
Steps

Kate Vasquez

GBB Senior Consultant
Project Manager



15 years of solid waste experience, specializing in recycling and waste diversion

- Excellent communicator with valuable combination of experience as a consultant and in public sector
- Knowledgeable about increasing diversion, expanding participation, improving collection, and solid waste planning
- Experienced in implementing non-residential and multi-family recycling programs and regulations

“The best-designed solid waste management systems still rely on people participating in order to be successful.”



Bill Shapard

ShapardResearch
President



Founder of SoonerPoll.com and ShapardResearch, the leading public opinion polling company in Oklahoma and is ranked in the Top Ten Percent of pollsters in the U.S.

- On-air political commentator for Oklahoma television stations and lectured at OSU regarding data collection processes, polling methodologies, and other techniques.
- Certified at the expert level by the Market Research Association, active member of the American Association of Public Opinion Research
- Experienced with solid waste polling, recently in Tulsa regarding their rolling “polycart” transition



About the Survey

Randomized, statistically significant, and scientific

Telephone Survey

- Met with staff and community stakeholders to building information and insight
- Used what we learned in our kickoff meeting to develop some possible future solid waste collection systems, and derived the “theoretically” questions
- Conducted a scientifically sound survey of residents about their attitudes, behaviors, and engagement regarding their curbside garbage service, recycling, and the bag voucher system

What is a “Scientific” Survey?

How can 400 people
answer for the whole
City?

The “stirred soup”
philosophy: one careful
spoonful of a well-
stirred pot will give an
accurate representation
of the entire soup.

1. Respondents are chosen by the research organization according to explicit criteria to ensure representativeness, rather than being self-selected
2. Questions are worded in a balanced way

About the Questions

- Drafted by GBB and Shapard
 - Reviewed by staff
 - Approved and promoted by the Council
- 15 questions about current service and behaviors
 - Bag voucher system
 - Use of the bags
 - Set out at the curb
 - 6 questions about attitudes toward curbside service
 - The current system
 - Metered billing / PAYT
 - Adding recycling

About the Questions, continued

- Drafted by GBB and Shapard
 - Reviewed by staff
 - Approved and promoted by the Council
- 3 questions about engagement with recycling
 - Do you recycle?
 - Use of the M.e.t.
 - Hypothetical curbside
 - 7 questions about changing the curbside service
 - Adding recycling
 - Changing the bag voucher system
 - Adding rolling carts
 - Switching to once-weekly trash



Survey Results

What we've all been waiting for!

Survey Results Highlights



People are positive about the current bag voucher system



People recognize the value of curbside recycling service



People realize improving service may cost something

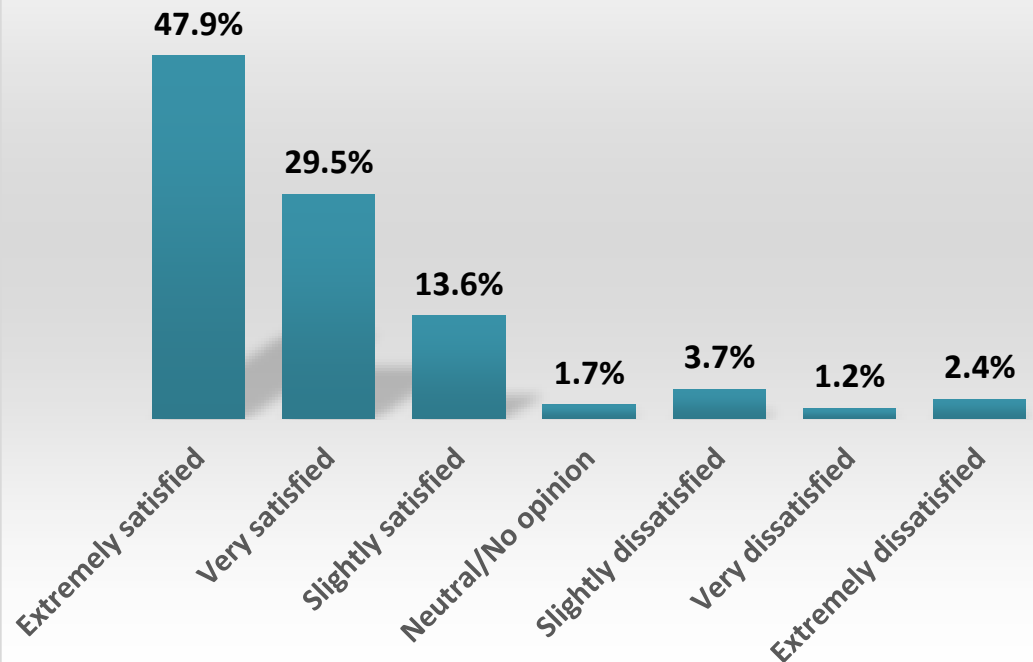


Openness to rolling carts is guarded

Attitudes toward the bags are positive

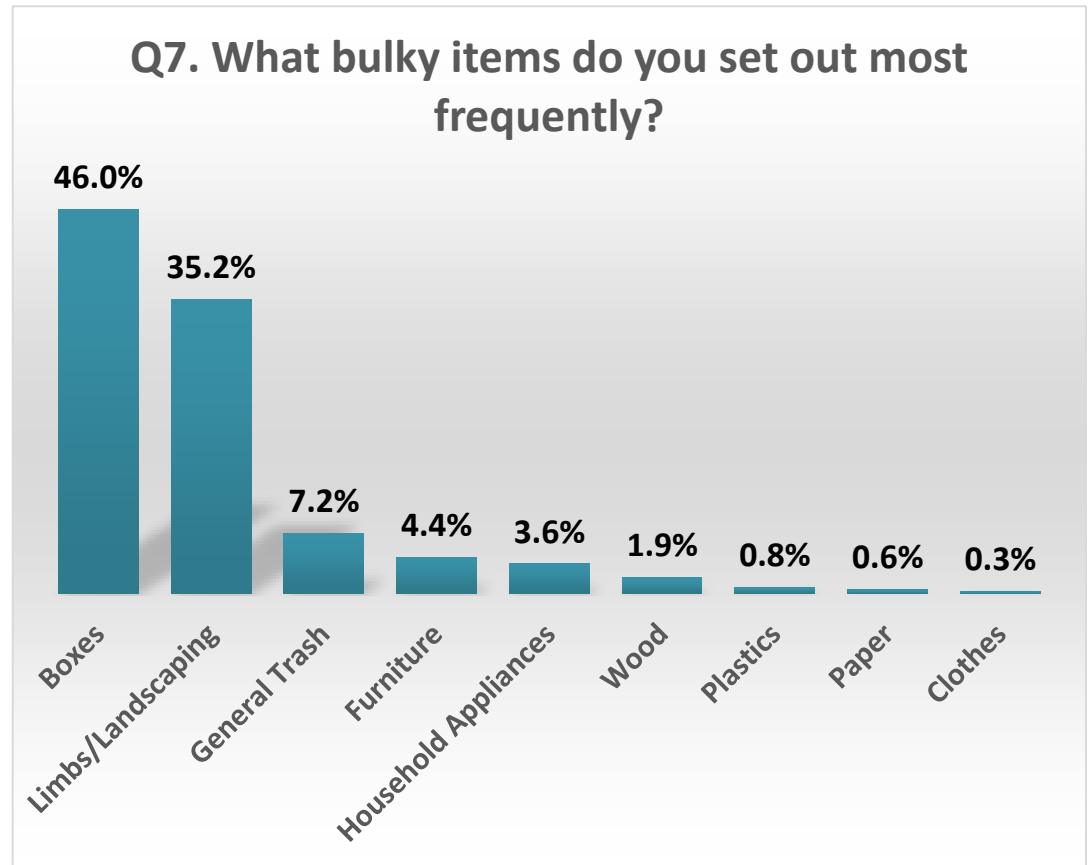
- About half of residents are using the City-provided bags in the main trash can in the kitchen
- Most respondents say they get “just the right amount” or not enough bags
- The most typical answer for set out was 3-5 bags on Mon/Tues and 2-4 bags on Thur/Fri.

Q1. How satisfied or dissatisfied are you with this voucher redemption system?



We gained some insight on set-outs

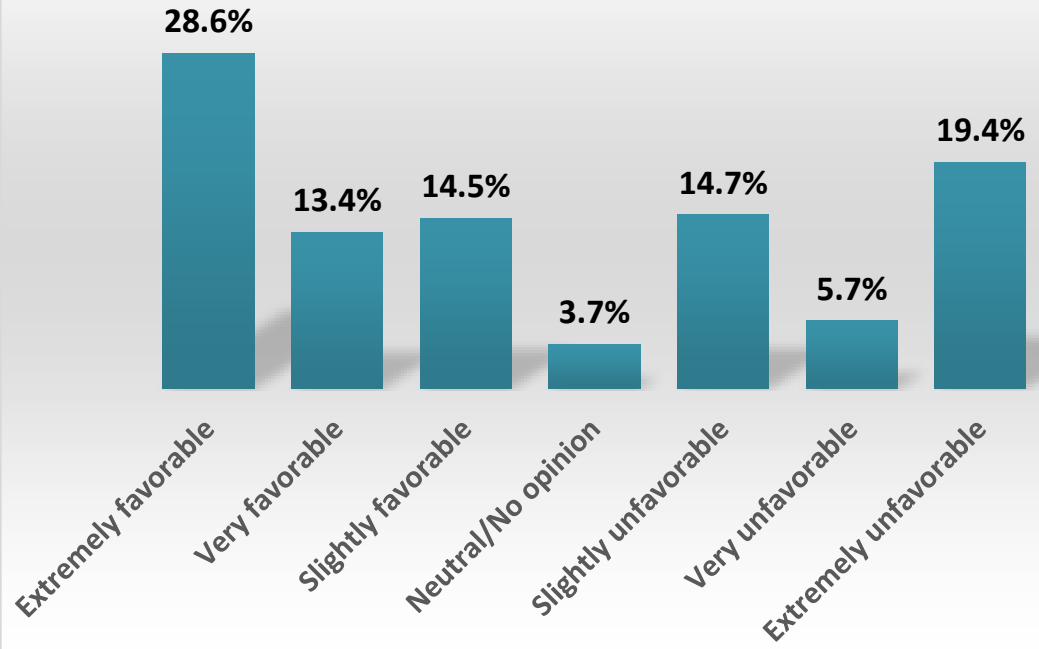
- 71.4% said they use 2 or fewer bags per week for yard waste
- Most people set out bulky items 4 times or fewer per year
- The most commonly set out bulky items are boxes and limbs or landscaping material



Insight on carts or outside storage

- Less than half consolidate their waste in an container outdoors or in the garage
- Long-term residents were 34% more likely to do so
- Regarding carts:
 - The most common answer was “Extremely Favorable,” 28.6%
 - 56.5% were “Favorable”
 - 25.1% said “Very” or “Extremely Unfavorable”

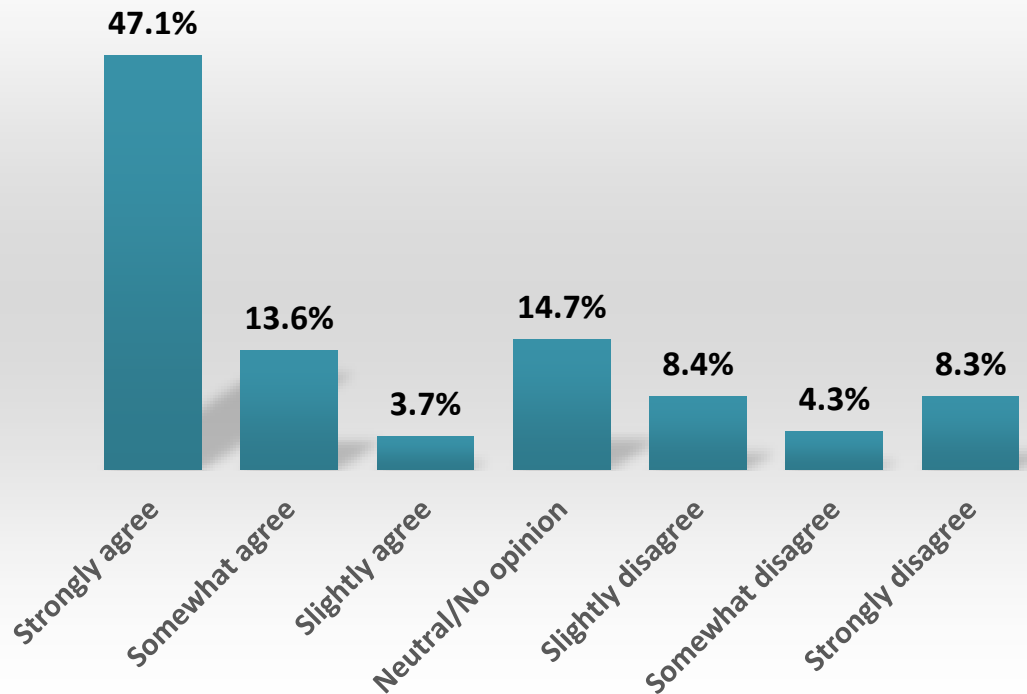
Q30. How favorable or unfavorable are you with this this type of cart system for waste and recycling?



People recognize lack of recycling as “behind the times”

- Younger people and newer residents especially
- 40% of long-time residents also agreed
- 70% of homemakers agreed

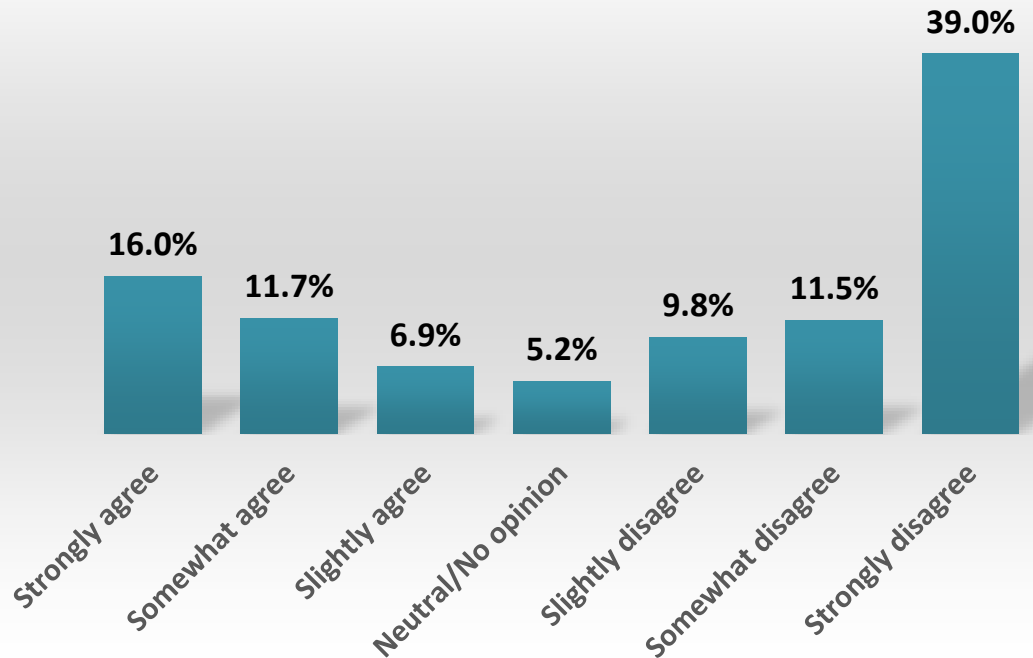
Q17. Broken Arrow is behind the times when it comes to recycling.



What *don't* people think?

- They did not identify the bag-based, twice weekly trash system as “behind the times”
- Overall, they did not make a connection between having/not having recycling and the City’s economic development
- They were generally not supportive of metered charges for trash service

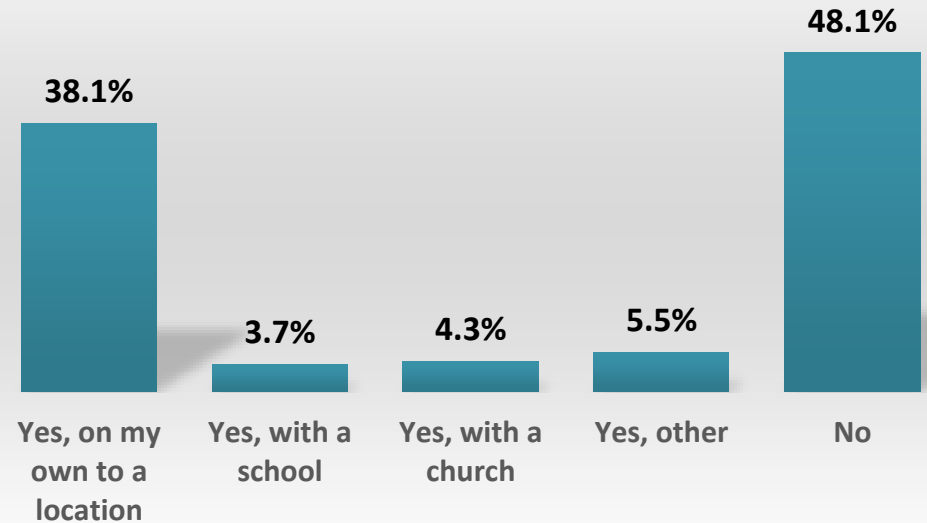
Q18. The more trash a residence produces, the more they should pay.



People are interested in recycling

- 38% say they do take recyclables somewhere; however, 48% say they don't recycle at all
- 40% say they've never been to the drop off center at the M.e.t..

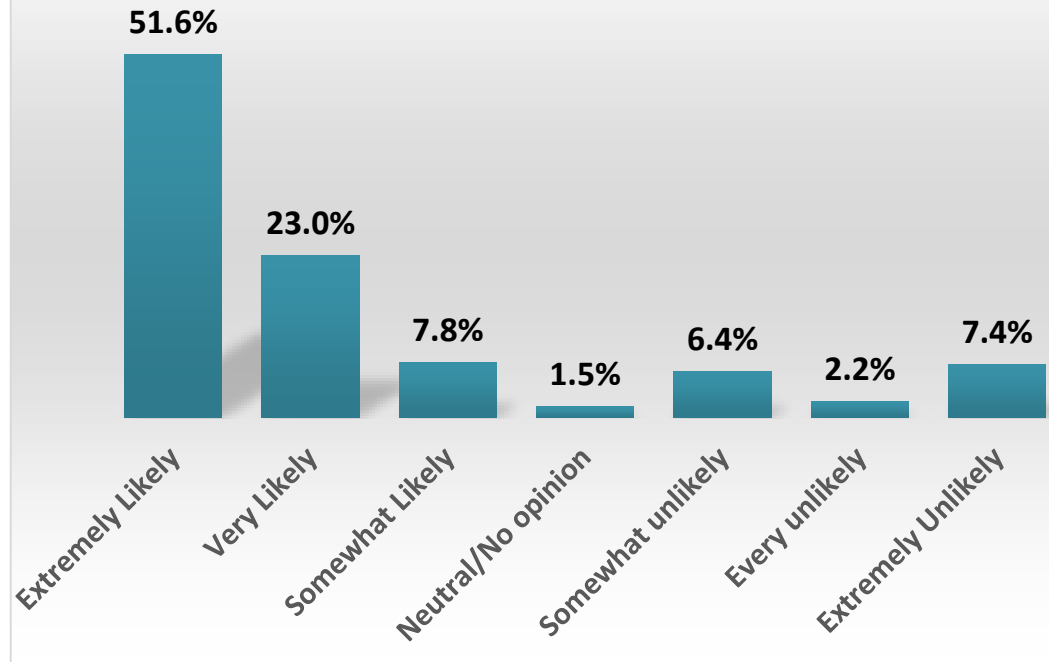
Q22. In the last year, have you participated in a recycling program?

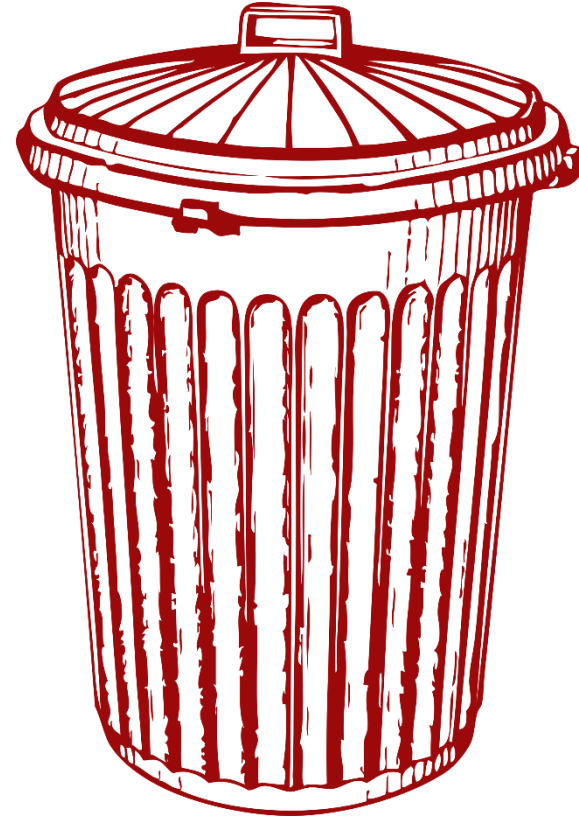


People are interested in recycling

- 74.5% said that it is important Broken Arrow has a comprehensive recycling plan.
- 82.4% said that if curbside recycling were available, they were likely to make the effort to recycle more than they currently do.

Q26. If provided recycling containers or bags for pickup at curbside, would you make the effort to recycle more?





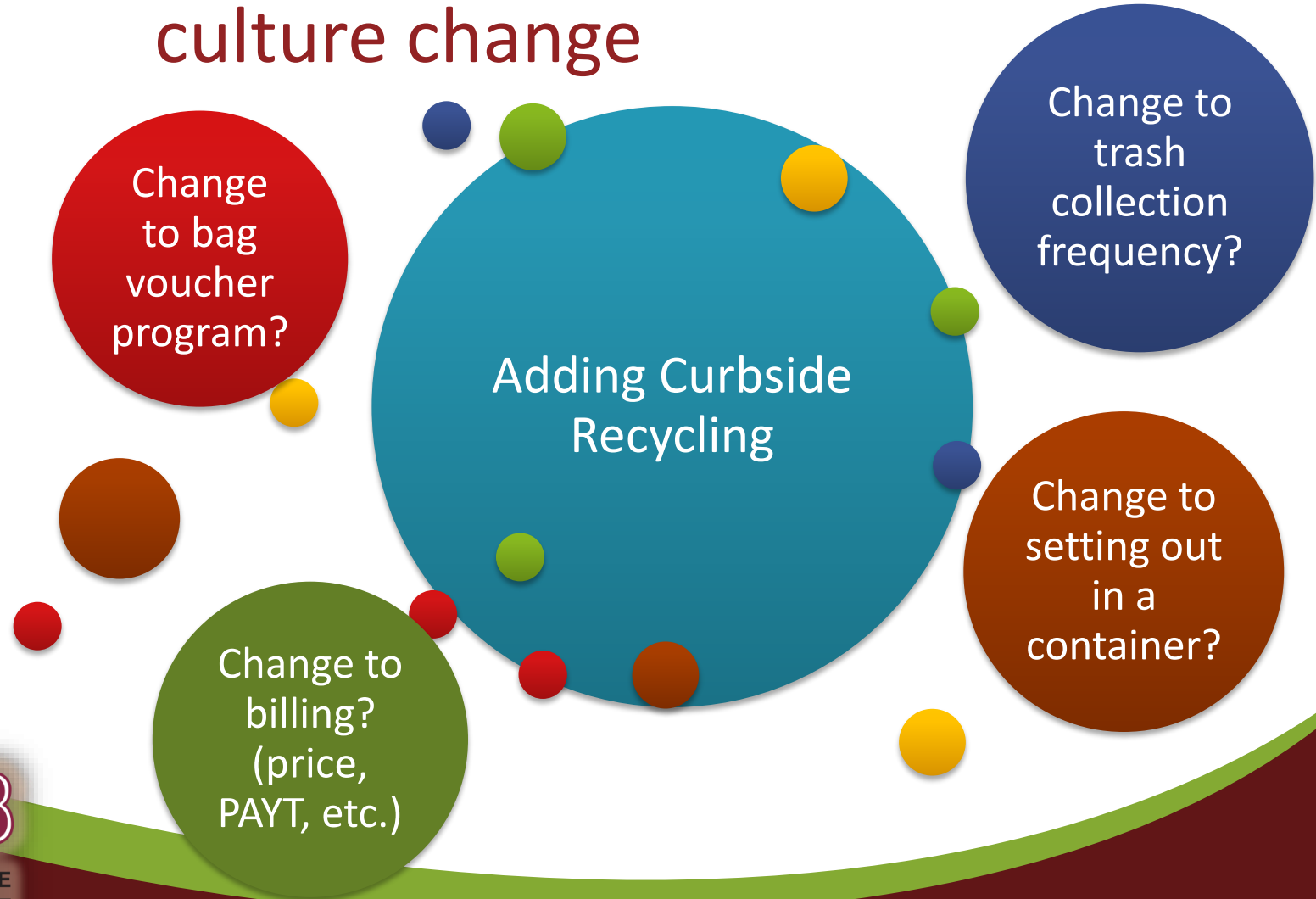
Implications for Solid Waste

What can the City do with this information?

GBB

SOLID WASTE
MANAGEMENT
CONSULTANTS

Public Engagement is critical for culture change



The Status Quo has Strengths

If the bags people set out on Thur/Fri were recyclables, a 20 to 33% rate would be achieved



Most households are setting out an amount of yard waste typical of other municipal programs



The most common bulky items are highly recyclable



People view recycling as a modern amenity



People realize the new service may have a cost

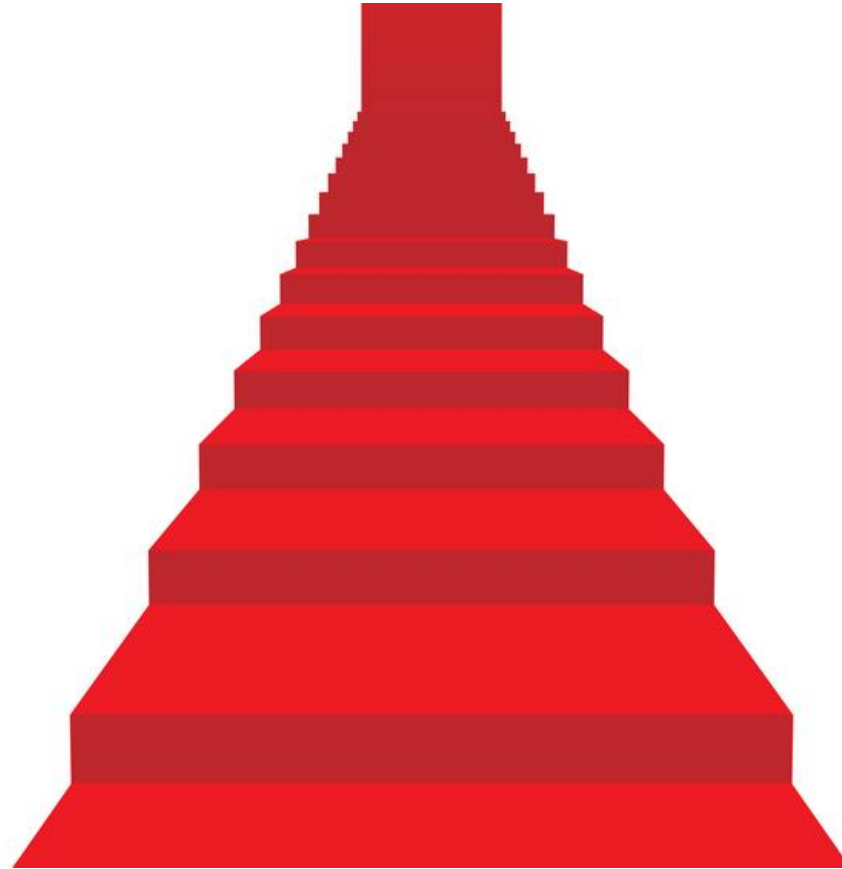


There are some challenges: People



There are some challenges: Programs





Suggested Next Steps

Suggested Next Steps, Part 1

Go for Curbside Recycling

Pursue creation of curbside recycling collection

- Evaluate possible systems (bags, carts, customer-provided containers)
- Conduct cost modeling of one or two top choices to determine rate needs OR issue an RFP for collection services

Careful Planning

Create a time-delineated plan for implementation

- Public input
- Procurement
- Communications and education
- Transition
- Evaluation

Suggested Next Steps, Part 2

Public Involvement

Engage stakeholders at all points of the project

- Write a plan for public involvement
- Create a committee of advisors
- Conduct additional polling, as appropriate

Suggested Next Steps, Part 3

Procurements

Issue RFBs or RFPs for equipment and services

- Additional equipment
- Recycling processing
- Complete service proposal from a private vendor

Implementation

Start collection, evaluation, and reporting

- Begin operations
- Collect data
- Generate feedback
- Respond appropriately
- Evaluate performance

Questions? Thank you!

We appreciate your time

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