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MEMORANDUM

TO: Kim Wells
FROM: Jeremy Olsen
SUBJECT: Solid Waste Survey Results
DATE: August 1, 2018

The City recently surveyed residents regarding their preferences for solid waste services, asking questions regarding regular garbage, recycling, and green waste services; and also included questions regarding infrequent or irregular services including the neighborhood dumpster program and Christmas tree pickup. Due to the rising costs of these programs, the questions were designed to determine the utilization rates of these programs, while also querying resident's preferences regarding service reductions or rate increases.

The City received over 1,000 responses to the survey, which was available online, and included eight different questions regarding solid waste services. The survey was open for the period from July 23 to July 27, 2018, and the results from the responses are summarized below. Survey questions were randomized in their order as presented to survey participants, consequently for clarity the questions are shown as presented in the summary results study report provided by Qualtrics.

Question 1

The first question of the survey results queried the popularity of solid waste service among respondents, asking them to rank which option of garbage, recycling, green waste, and the dumpster program were the most and least important or used most often. The results were as follows:

- Garbage: 1.31
- Recycling: 2.24
- Green Waste: 2.89
- Dumpster: 3.56

Due to the ranking nature of the question, scores were limited to a range of 1 – 4, and showed the most popular service was garbage, while the least popular was the neighborhood dumpster reservation program. Responses to this question included very little variability, as most of the 806 responses received selected the services in the same order of preference.

Question 2

The second question to appear in the survey report asked survey takers regarding their support of a variety of cost savings options. This question included a sliding scale, with 0 denoting no support for the statement and 10 equating to very supportive of the statement. The average results are shown below, in order of support:

Eliminate curbside Christmas tree pickup and instead provide drop off locations:	9.05
Adjust Neighborhood Dumpster Reservation from free to a cost of \$25 - \$50:	5.86
Reduce green waste recycling collection to every other week on alternating weeks:	5.20
Eliminate the neighborhood dumpster reservation program:	3.01
Eliminate the green waste program:	2.36
Eliminate the recycling program:	2.13
Eliminate both the green waste and recycling programs and increase access to 2 nd can	2.09

As five represents the average level of support, the first three statements with scores higher than five would have some support from the community if implemented, while the remaining four options were unpopular among respondents and would likely not be well-received.

Question 3

The third question encountered in the summary report, which is labeled as question #1, asked respondents to select their level of agreement or disagreement with the following statements:

Select how strongly you agree or disagree with the following statements:

- Recycling is important to the future of West Jordan
- I prefer to recycle when I can
- I'm willing to pay more than I currently am to keep recycling
- Recycling isn't worth the trouble
- I am confident in my understanding of what can and cannot be recycled

Responses to this question were relatively straightforward. Of the 1,001 respondents to the question, 85.0% agreed to some extent with the statement that recycling is important to the future of West Jordan, while 7.2% disagreed. The next statement found even higher levels of support, as 89.7% of participants indicated some preference for recycling when available.

The third statement found in this question had the widest variability of responses, with 58.0% of survey respondents agreeing with the statement that they are willing to pay extra to keep home recycling service, with 33.1% of those surveyed disagreeing with this sentiment.

The fourth declaration of question 3 asked participants to rate their level of agreement with the statement that recycling isn't worth the trouble. Overall, responses to this idea were negative, with 73.7% of responses disagreeing with the statement. Conversely, 18.3% of people provided some level of support for the statement.

The final inquiry of question #1 found that 82.2% of people believed they understood which materials were acceptable for recycling, while 12.8% expressed some amount of uncertainty regarding allowable recycling materials.

Question 4

The fourth question in the Qualtrics report, labeled question 13, asked for the opinion of surveyed subjects regarding the following cost savings options. This question was answered by 956 of the survey participants, who were asked to rank the options from 1 – 7. The results are shown below, with the top answer being most preferred, and the final answer being the least preferred option.

Reduce green waste and recycling schedule to every other week:	2.69
Keep everything as is and increase monthly costs:	3.27
Reduce underused dumpsters by increasing application requirements:	3.60
Eliminate neighborhood dumpster program:	4.00
Eliminate Green Waste:	4.47
Eliminate Recycling Program:	4.95
Eliminate both green waste and recycling and increase access to 2 nd garbage can:	5.03

It should be noted that although the option to keep service levels at current levels enjoyed an overall high level of support, it was also the option which elicited the greatest degree of difference in ranking by survey takers, suggesting that it was the least popular option by many respondents.

Question 5

The fifth question in the report, which was also labeled the fifth survey question, asked respondents to select which items were acceptable for the recycling program. These options were:

- Clean paper & cardboard
- Empty plastic bottles and jugs
- Empty aluminum & steel cans
- Coated paper containers

- Plastic Bags
- Glass
- Pizza Boxes
- Plastic Toys
- Wood

Assuming 970 people responded to this question, their answers are summarized in the following results:

100%: Clean paper & cardboard
 99.6%: Empty plastic bottles and jugs
 94.0%: Empty aluminum & steel cans
 34.3%: Coated paper containers
 19.7%: Plastic Bags
 14.0%: Glass
 28.0%: Pizza Boxes
 13.7% Plastic Toys
 3.9%: Wood

As the results show, most respondents are familiar with materials which are allowable for recycling, but up to a third are still including items which are not accepted; which is a noticeably different result than would be expected due to the response to Question 3, where 82% of responses indicated they were familiar with approved items for recycling.

Questions 6 & 7

The sixth question found in the results asked survey respondents whether they would be in favor of eliminating recycling service for chronic offenders while still requiring them to continue to pay for the service. Of the 1,011 responses, 58% were in favor of the approach, and 42% did not approve of the proposal.

The seventh question was a follow-up for those who selected no to the prior question, asking what alternative approaches they would recommend. The question provided a comment box, and consequently generated a wide variety of responses, but a significant portion of those responding noted that it would be a questionable practice to charge residents for a service they were not receiving. Other comments were related to more education, ending the recycling program, concentrating more on sorting of materials, and adding fines as a punitive measure.

Question 8

The final question of the study asked survey takers their preferences regarding methods or forms of education regarding recycling. The results are shown below:

Flyer attached to recycling or door:	2.07
Mailed letter:	2.43
Facebook / other social media posts:	2.66
YouTube videos:	3.83
Open meetings at City facilities:	4.73
Other:	5.28

This question elicited 907 responses and ranked preference order from one as the highest to six as the lowest. The three highest scoring options each enjoyed a wide degree of support from responders, while the remaining three were noticeably less popular.