

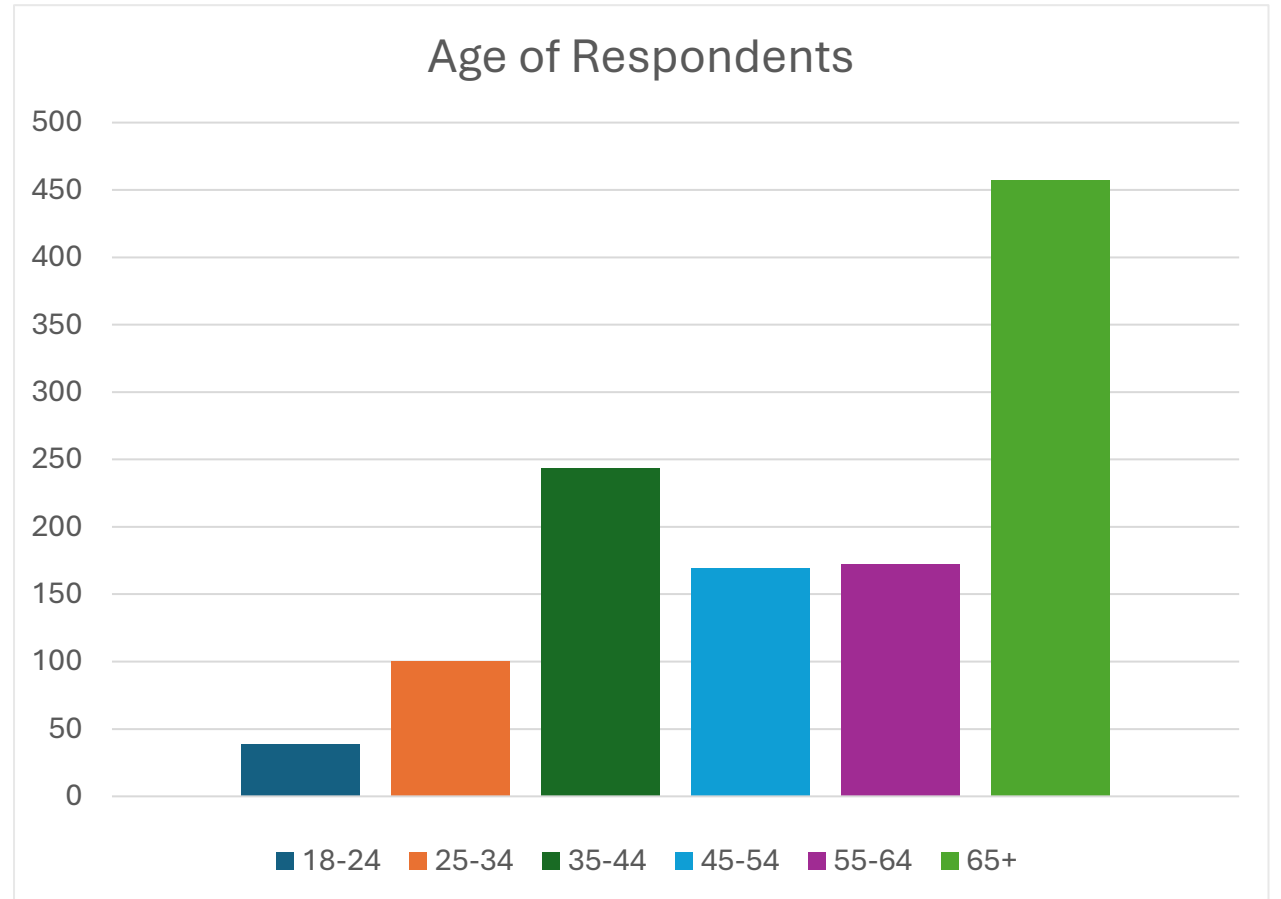
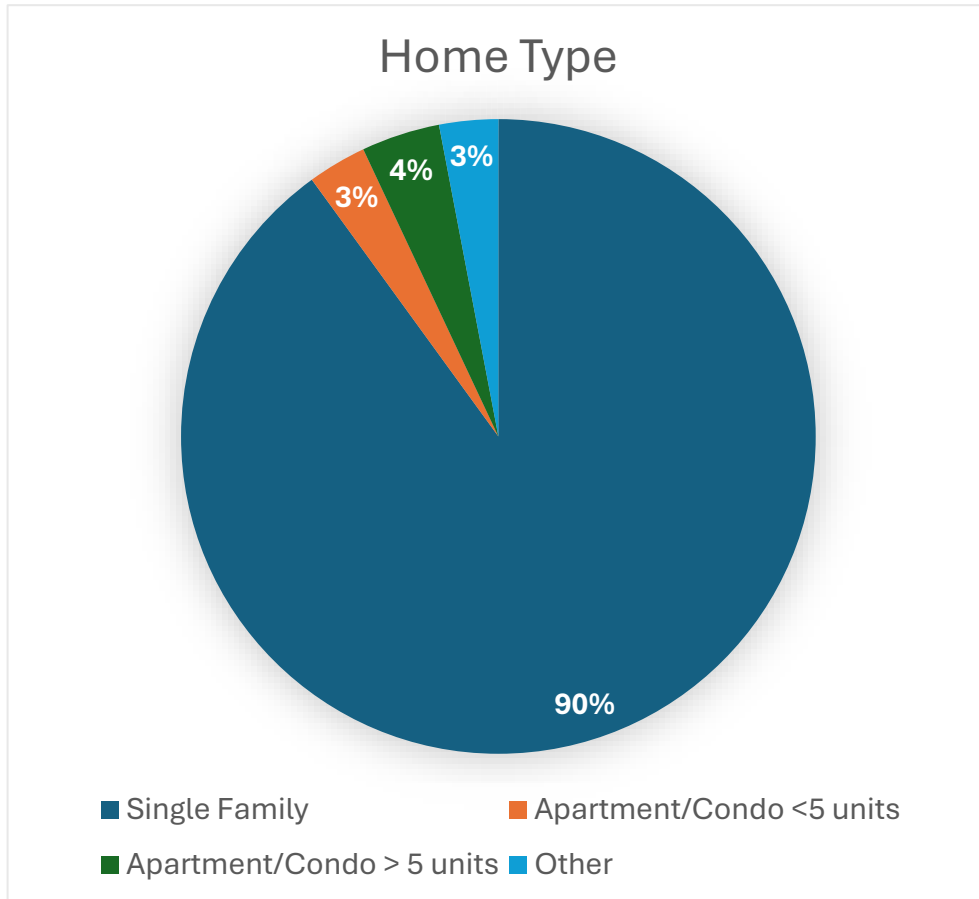
# Residential Outreach Survey Findings

*Summer 2024, Gigantic Idea Studio*



# Demographics

***1,235 complete responses in total.***



# Demographics

- 35 college students responded
- Over half of responses have lived in the county for 16 years or more

Gender Identity	Responses
Man	27% (336)
Woman	64% (796)
Non-binary	1% (14)
Other/Prefer not to answer	7% (89)

Home Location	Responses
Urban	27% (333)
Suburban	54% (667)
Rural	19% (235)

# Where do you mainly put the following items?

Item	Gray Bin (Garbage)	Blue Bin (Recycling)	Green Bin (Organics)	None of these bins	I don't know
Vegetable peels	27%	0%	61%	12%	0%
Plastic bags	58%	23%	0%	19%	1%
Leftover meat bones	54%	0%	38%	7%	1%
Household batteries	13%	4%	0%	80%	3%
Spoiled leftover food	41%	0%	50%	8%	1%
Plastic bags marked compostable	38%	22%	22%	10%	8%
Lightbulbs	37%	7%	0%	50%	6%

# When you have questions about garbage/recycling, where do you normally look for information?



43% from their  
hauler's website



41% from an internet  
search



27% from  
[www.IWMA.com](http://www.IWMA.com)

**46%** of residents are familiar  
with the IWMA

And only **38%** said they have  
visited our website.

How confident are you that you know which items should go in the \_\_\_\_ bin?

**Blue**

**34%** very confident

**61%** somewhat confident

**6%** not at all confident

**Green**

**50%** very confident

**42%** somewhat confident

**8%** not at all confident

# Why don't residents put food scraps in the green bin?

1. Don't think that food scraps should go in the organics/ didn't know they could (117)
2. The bin gets smelly and messy (64)
3. Don't want to attract bugs or vermin (55)
4. Do home composting/ feed to chickens (44)
5. It's a hassle (42)



# What motivates residents to use the green bin?

1. I care about the environment (302)
2. It makes sense to use food scraps to make compost and renewable energy (228)
3. It's the right thing to do (161)
4. It's easy (27)
5. I don't use it, I just put everything in the garbage (23)
6. It's the law (11)

# Common Feedback

- Lots of residents grateful for the survey 😊
- Request for a simple, non-interactive guide to what materials can go in each stream.
- **Skepticism around recycling.**
- Confusion over contradictory information from haulers.
- Lots of requests for outreach on specific materials “what do I do with \_\_\_”
- Lack of awareness of SB 1383

# Future Outreach Recommendations

1. An initial effort could focus on ensuring that all eligible households know that having **organics collection service is the law**.
2. It is clear that outreach efforts around “what goes where” need to focus on getting **correct, findable information online** in coordination with haulers and member jurisdictions.
3. Given the confusion of many respondents, there is a lot of opportunity for **organics (food scraps, especially cooked) outreach**.
4. Given respondents’ questions, there is a hunger for **correct information in convenient “packaging”** such as mailers or posters.
5. To counter cynicism or uncertainty, include **reassurances about what happens to recycled materials in outreach** as appropriate.