

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

CITY OF SHOREWOOD
GARBAGE/RECYCLING STUDY
PRELIMINARY FEBRUARY 2019

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been retained by the City of Shorewood to speak with a random sample of residents about the garbage and recycling services. The survey is being taken because your city representatives and staff are interested in your opinions. I want to assure you that all individual responses are held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- A. Does your household individually retain a garbage hauler? YES.....CONTINUE
NO...THANK AND TERMINATE

1. Are there any problems related to garbage hauling or recycling services which regularly occur in your neighborhood? (WAIT FOR RESPONSE) What are they?

Thinking specifically about garbage hauling....

2. How many years have you used your current garbage hauler? LESS THAN ONE YEAR.....1
ONE TO TWO YEARS.....2
THREE TO FIVE YEARS.....3
SIX TO TEN YEARS.....4
11 TO 20 YEARS.....5
OVER 20 YEARS.....6
DON'T KNOW/REFUSED.....7

Currently, residents are allowed to choose one of four garbage hauling companies licensed by the city.

3. How would you rate the service provided by your garbage hauling company -- excellent, good, only fair, or poor? EXCELLENT.....1
GOOD.....2
ONLY FAIR.....3
POOR.....4
DON'T KNOW/REFUSED.....5

4. What do you like most about the service provided by your garbage hauling company?

5. Are there any changes or improvements you would like to see your garbage hauling company make? (IF "YES," ASK:) What would that be?

6. When you think of the cost you pay for garbage hauling and the service you receive, how would you rate the value - excellent, good, only fair or poor?

| | |
|-------------------------|---|
| EXCELLENT..... | 1 |
| GOOD..... | 2 |
| ONLY FAIR..... | 3 |
| POOR..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

7. How important is it to you to be able to choose your garbage hauling company, is it very important, somewhat important, not too important or not at all important?

| | |
|---------------------------|---|
| VERY IMPORTANT..... | 1 |
| SOMEWHAT IMPORTANT..... | 2 |
| NOT TOO IMPORTANT..... | 3 |
| NOT AT ALL IMPORTANT..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

Most communities have one of two systems for garbage collection. In an open collection system, like the City of Shorewood, residents choose their hauler from four companies licensed by the city. Other cities use an organized collection system, where the City contracts with one hauler for the entire or segments of the city.

I would like to read a list about garbage collection. For each one, please tell me if you think it is better under an open collection system or an organized collection system. (WAIT FOR RESPONSE) Do you feel strongly that way? If you have no opinion, just say so.... (ROTATE)

| | STO | OPE | ORG | STO | DKR |
|--|-----|-----|-----|-----|-----|
| 8. Cost for street maintenance and upkeep? | 1 | 2 | 3 | 4 | 5 |
| 9. Cost for garbage collection? | 1 | 2 | 3 | 4 | 5 |
| 10. Pollution from trucks? | 1 | 2 | 3 | 4 | 5 |

STO OPE ORG ST0 DKR

11. Customer service? 1 2 3 4 5

12. Pedestrian safety? 1 2 3 4 5

13. Would you favor or oppose the City of Shorewood changing from the current system in which residents may choose from four different haulers to a system where the City chooses a hauler for the whole community? (WAIT FOR RESPONSE) Do you feel strongly that way? STRONGLY FAVOR.....1 FAVOR.....2 OPPOSE.....3 STRONGLY OPPOSE.....4 DON'T KNOW/REFUSED.....5

IF A RESPONSE IS GIVEN, ASK:

14. Could you tell me one or two reasons for your decision?

Turning to curbside recycling....

15. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage? YES.....1 NO.....2 DON'T KNOW/REFUSED.....3

IF "NO" IN QUESTION #14, ASK:

16. Could you tell me one or two reasons why your household does not participate in the curbside recycling program?

17. Are there any changes or improvements in the service which could be made to induce you to participate in it?

GOTO QUESTION #30:

IF "YES" IN QUESTION #16, ASK:

17. How often do you put recyclables out for collection -- every two weeks, monthly, quarterly or less often?
- | | |
|-------------------------|---|
| EVERY TWO WEEKS..... | 1 |
| MONTHLY..... | 2 |
| QUARTERLY..... | 3 |
| LESS OFTEN..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

When you think of the recyclables your household generates...

18. Would you favor or oppose a change to an every week collection schedule for recyclables? (WAIT FOR RESPONSE) Do you feel strongly that way?
- | | |
|-------------------------|---|
| STRONGLY FAVOR..... | 1 |
| FAVOR..... | 2 |
| OPPOSE..... | 3 |
| STRONGLY OPPOSE..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

I would like to read you a list of items which can be recycled. For each one, please tell me if your household recycles that item through curbside collection, at a drop-off collection point, or both. If you don't recycle that item, just say so. (ROTATE)

| | CUR | DRP | BTH | NOT | DKR |
|--|-----|-----|-----|-----|-----|
| 19. Metal food and beverage cans? | 1 | 2 | 3 | 4 | 5 |
| 20. Glass food and beverage bottles and jars? | 1 | 2 | 3 | 4 | 5 |
| 21. Plastic bottles and jugs? | 1 | 2 | 3 | 4 | 5 |
| 22. Mail, office and household paper? | 1 | 2 | 3 | 4 | 5 |
| 23. Newspapers and magazines? | 1 | 2 | 3 | 4 | 5 |
| 24. Cardboard boxes? | 1 | 2 | 3 | 4 | 5 |
| 25. Shredded paper in closed paper bags? | 1 | 2 | 3 | 4 | 5 |
| 26. Pop and beer boxes? | 1 | 2 | 3 | 4 | 5 |
| 27. Boxes for items such as cereal, toothpaste, pasta and crackers? | 1 | 2 | 3 | 4 | 5 |
| 28. Compostable waste, such as food scraps and non-recyclable paper? | 1 | 2 | 3 | 4 | 5 |
| 29. Yard waste, such as leaves and grass clippings? | 1 | 2 | 3 | 4 | 5 |

30. Are there any changes or improvements in the curbside recycling program you would like to see?

As you may know, some cities have begun a curbside collection program for compostable waste called "organics," such as food scraps and non-recyclable paper.

31. Do you support or oppose the City of Shorewood offering a curbside collection program for compostable waste for an additional fee? (WAIT FOR RESPONSE) Do you feel strongly that way?

| | |
|-------------------------|---|
| STRONGLY SUPPORT..... | 1 |
| SUPPORT..... | 2 |
| OPPOSE..... | 3 |
| STRONGLY OPPOSE..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

IF A RESPONSE IS GIVEN, ASK:

32. Why do you feel that way?

33. Do you currently contract with your garbage hauler to collect compostable waste?

| | |
|-------------------------|---|
| YES..... | 1 |
| NO..... | 2 |
| DON'T KNOW/REFUSED..... | 3 |

IF "NO," ASK:

34. If a curbside collection program for compostable waste was available, how likely would your household be to participate in it -- very likely, somewhat likely, not too likely or not at all likely?

| | |
|-------------------------|---|
| VERY LIKELY..... | 1 |
| SOMEWHAT LIKELY..... | 2 |
| NOT TOO LIKELY..... | 3 |
| NOT AT ALL LIKELY..... | 4 |
| DON'T KNOW/REFUSED..... | 5 |

Some cities offer residents a Spring and Fall Clean-up curbside pick-up program for leaves for a fee.

35. Do you support or oppose the City of Shorewood offering this type of program for an additional fee?
(WAIT FOR RESPONSE) Do you feel strongly that way?
- STRONGLY SUPPORT.....1
SUPPORT.....2
OPPOSE.....3
STRONGLY OPPOSE.....4
DON'T KNOW/REFUSED.....5
36. If Spring and Fall Pickup curbside program was available, how likely would your household be to participate in it - very likely, somewhat likely, not too likely, not at all likely, or not at all likely?
- VERY LIKELY.....1
SOMEWHAT LIKELY.....2
NOT TOO LIKELY.....3
NOT AT ALL LIKELY.....4
DON'T KNOW/REFUSED.....5

Now, just a few more questions for demographic purposes....

37. Approximately how many years have you lived in the City of Shorewood?
- LESS THAN TWO YEARS.....1
TWO TO FIVE YEARS.....2
SIX TO TEN YEARS.....3
11 TO 20 YEARS.....4
21 TO 30 YEARS.....5
OVER THIRTY YEARS.....6
DON'T KNOW/REFUSED.....7

Could you please tell me how many people in each of the following age groups live in your household? Let's start with the oldest. Be sure to include yourself.

38. First, persons 65 or over?
- NONE.....0
ONE.....1
TWO OR MORE.....2
REFUSED.....3
39. Adults under 65?
- NONE.....0
ONE.....1
TWO.....2
THREE OR MORE.....3
REFUSED.....4
40. School-aged or pre-school children?
- NONE.....0
ONE.....1
TWO.....2
THREE OR MORE.....3
REFUSED.....4

| | |
|--|--------------------------|
| 41. What is your age, please? | 18-34.....1 |
| | 35-44.....2 |
| | 45-54.....3 |
| | 55-64.....4 |
| | 65 AND OVER.....5 |
| | REFUSED.....6 |
| 42. Are you a member or do you donate time or money to environmental advocacy organizations, such as the Sierra Club and Friends of the Mississippi? | YES.....1 |
| | NO.....2 |
| | DON'T KNOW/REFUSED.....3 |

Thank you so much for your time. Good-bye.

| | |
|------------------|--------------|
| 43. Gender | MALE.....1 |
| | FEMALE.....2 |
| 44. Area of city | |