

THE MORRIS LEATHERMAN COMPANY  
3128 Dean Court  
Minneapolis, Minnesota 55416

CITY OF SHOREWOOD  
TRASH/RECYCLING STUDY  
FINAL FEBRUARY 2019

Hello, I'm \_\_\_\_\_ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been hired by the City of Shorewood to speak with a random sample of residents about the trash and recycling services. The City Council has not made any decision about these services for the future and is interested in residents' opinions about these services. 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 trash hauler? YES.....CONTINUE  
NO...THANK AND TERMINATE

Thinking specifically about your trash hauler....

1. How many years have you used your current trash hauler? LESS THAN ONE YEAR.....3%  
ONE TO TWO YEARS.....12%  
THREE TO FIVE YEARS....27%  
SIX TO TEN YEARS.....31%  
11 TO 20 YEARS.....16%  
OVER 20 YEARS.....11%  
DON'T KNOW/REFUSED.....1%
2. Have you ever changed the trash hauler you use in Shorewood? YES.....37%  
NO.....63%  
DON'T KNOW/REFUSED.....0%

IF "YES," ASK: (n=149)

3. Why did you decide to change?

REFUSED, 4%; LOWER COST, 64%; UNRESOLVED DISPUTE, 3%;  
MISSED PICK-UPS, 3%; NO LONGER IN BUSINESS, 9%; RUDE  
DRIVERS, 5%; SAME HAULER AS NEIGHBORS, 2%; POOR  
SERVICE, 5%; SCATTERED, 5%.

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

4. How would you rate the service provided by your trash hauling company -- excellent, good, only fair, or poor? EXCELLENT.....45%  
GOOD.....53%  
ONLY FAIR.....1%  
POOR.....0%  
DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (N=5)

5. Why did you rate them as (only fair/poor)?

REFUSED, 20%; MESSY, 40%; MISSED PICK-UP TIMES, 20%;  
EXTRA FEES, 20%.

6. What do you like most about the service provided by your trash hauling company?

UNSURE, 8%; REASONABLE COST, 15%; TIMELY/REGULAR PICK-UP, 36%; CLEAN, 12%; RETURN CART TO PROPER PLACE, 3%; RETRIEVE CART WHEN FORGET, 2%; GOOD COMMUNICATION, 4%; FRIENDLY DRIVERS, 12%; TAKE EXTRA ITEMS AT NO CHARGE, 2%; GOOD SERVICE, 5%; CAREFUL DRIVING, 2%.

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

UNSURE, 3%; NO, 92%; LOWER PRICE, 2%; SCATTERED, 3%.

|   |   |
|---|---|
| 8. When you think of the cost you pay for trash hauling and the service you receive, how would you rate the value - excellent, good, only fair or poor? | EXCELLENT.....29%<br>GOOD.....64%<br>ONLY FAIR.....8%<br>POOR.....0%<br>DON'T KNOW/REFUSED.....0% |
|---|---|

|   |  |
|---|--|
| 9. How important is it to you to be able to choose your trash hauling company, is it very important, somewhat important, not too important or not at all important? | VERY IMPORTANT.....45%<br>SOMEWHAT IMPORTANT.....31%<br>NOT TOO IMPORTANT.....17%<br>NOT AT ALL IMPORTANT....6%<br>DON'T KNOW/REFUSED.....2% |
|---|--|

Most communities have one of two systems for trash collection. Shorewood has an open collection system, where residents choose any of the haulers licensed by the city. Some cities use a collection system in which the City manages the system, negotiates prices and standardizes services for residential trash collection.

10. Would you favor or oppose the City of Shorewood changing from the current system in which residents are free to choose their trash hauler to a system where the City manages trash collection? (WAIT FOR RESPONSE) Do you feel strongly that way?

|                         |     |
|-------------------------|-----|
| STRONGLY FAVOR.....     | 12% |
| FAVOR.....              | 13% |
| OPPOSE.....             | 32% |
| STRONGLY OPPOSE.....    | 29% |
| DON'T KNOW/REFUSED..... | 14% |

IF A RESPONSE IS GIVEN, ASK: (N=343)

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

**FAVOR:**

- LESS TRUCK TRAFFIC, 18%
- CHEAPER PRICE, 3%
- CITY DEALS WITH PROBLEMS, 3%

**OPPOSE:**

- WANT CHOICE, 32%
- LIKE CURRENT HAULER, 21%
- BEST PRICE WITH COMPETITION, 12%
- BEST SERVICE WITH COMPETITION, 9%

SCATTERED, 2%.

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

|                                | STO | OPE | CIT | STC | DKR |
|--------------------------------|-----|-----|-----|-----|-----|
| 12. Cost for trash collection? | 38% | 38% | 9%  | 8%  | 8%  |
| 13. Pollution from trucks?     | 9%  | 22% | 30% | 20% | 20% |
| 14. Customer service?          | 37% | 31% | 10% | 10% | 13% |
| 15. Pedestrian safety?         | 13% | 22% | 20% | 15% | 30% |

Turning to curbside recycling....

16. Do you participate in the curbside recycling program by separating recyclable items from the rest of your garbage? YES.....90% NO.....10% DON'T KNOW/REFUSED.....0%

IF "YES" GO TO QUESTION #19:  
IF "NO," ASK: (N=42)

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

NOT INTERSTED, 38%; NO TIME, 7%; TAKE ELSEWHERE, 2%; NOT ENOUGH ITEMS, 36%; NO NEED, 12%; HASSLE, 2%; DON'T WANT THE FEE, 2%.

18. Are there any changes or improvements in the recycling service which would induce you to participate in it?

UNSURE, 2%; NO, 86%; WEEKLY PICK-UP, 12%.

IF "YES" IN QUESTION #16, ASK: (N=358)

19. How would you rate the recycling service - excellent, good, only fair or poor? EXCELLENT.....36% GOOD.....57% ONLY FAIR.....6% POOR.....0% DON'T KNOW/REFUSED.....0%

IF "ONLY FAIR" OR "POOR," ASK: (N=22)

20. Why did you rate them as (only fair/poor)?

MESSY, 14%; MISSED PICK-UPS, 23%; RUDE DRIVERS, 9%; TAKE LIMITED VARIETY OF ITEMS, 23%; EVERY OTHER WEEK PICK-UP, 32%.

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

UNSURE, 1%; NO, 84%; WEEKLY PICKUP, 5%; TAKE MORE ITEMS, 2%; LARGER CARTS, 3%; SCATTERED, 5%.

As you may know, Shorewood has begun a voluntary curbside collection program for compostable waste called "organics," such as food scraps and non-recyclable paper. Currently, only one

trash hauler offers organics collection to their Shorewood customers.

|  |                         |     |
|--|-------------------------|-----|
| 22. Do you participate in organics collection? | YES.....                | 17% |
|  | NO.....                 | 83% |
|  | DON'T KNOW/REFUSED..... | 0%  |

Beginning in 2022, Hennepin County will require organics to be collected and recycled. Shorewood will have the option of requiring the haulers to collect it curbside or establish an organics recycling drop-off site.

|   |                         |     |
|---|-------------------------|-----|
| 23. Which option do you most prefer for organics collection - curbside collection or recycling at a drop-off site? (WAIT FOR RESPONSE) Do you feel strongly that way? | CURBSIDE/STRONGLY.....  | 24% |
|   | CURBSIDE.....           | 24% |
|   | DROP-OFF.....           | 7%  |
|   | DROP-OFF/STRONGLY.....  | 8%  |
|   | NEITHER (VOL.).....     | 30% |
|   | DON'T KNOW/REFUSED..... | 8%  |

IF A RESPONSE IS GIVEN, ASK: (N=248)

24. Why do you feel that way?

**CURBSIDE:**

- MORE CONVENIENT, 48%
- EASY TO COLLECT WITH TRASH/RECYCLING, 21%
- NO SMELLY ORGANICS IN CAR, 8%

**DROP-OFF:**

- NO BAD SMELL IN NEIGHBORHOOD, 9%
- COLLECT AND DROPOFF AT LEISURE, 4%
- LESS TRUCK TRAFFIC, 4%
- ATTRACTS ANIMALS, 2%
- DON'T HAVE ORGANICS, 2%

SCATTERED, 2%

Moving on....

Some cities offer residents a Spring and Fall Clean-Up Curbside Pick-Up program for a fee. Materials that could be picked up include old appliances, electronics or other large items.

- |     |  |   |
|-----|--|---|
| 25. | Do you support or oppose the City of Shorewood offering this type of program for an additional fee?<br>(WAIT FOR RESPONSE) Do you feel strongly that way?  | STRONGLY SUPPORT.....37%<br>SOMEWHAT SUPPORT.....34%<br>SOMEWHAT OPPOSE.....10%<br>STRONGLY OPPOSE.....9%<br>DON'T KNOW/REFUSED.....10% |
| 26. | If a Spring and Fall Clean-Up Curbside Pick-Up program 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.....33%<br>SOMEWHAT LIKELY.....31%<br>NOT TOO LIKELY.....14%<br>NOT AT ALL LIKELY.....17%<br>DON'T KNOW/REFUSED.....6%      |

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

- |     |   |   |
|-----|---|---|
| 27. | Approximately how many years have you lived in the City of Shorewood? | LESS THAN TWO YEARS.....6%<br>TWO TO FIVE YEARS.....18%<br>SIX TO TEN YEARS.....21%<br>11 TO 20 YEARS.....20%<br>21 TO 30 YEARS.....18%<br>OVER THIRTY YEARS.....17%<br>DON'T KNOW/REFUSED.....0% |
|-----|---|---|

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.

- |     |                                     |   |
|-----|-------------------------------------|---|
| 28. | First, persons 65 or over?          | NONE.....72%<br>ONE.....14%<br>TWO OR MORE.....14%                                      |
| 29. | Adults under 65?                    | NONE.....17%<br>ONE.....14%<br>TWO.....62%<br>THREE OR MORE.....7%                      |
| 30. | School-aged or pre-school children? | NONE.....66%<br>ONE.....12%<br>TWO.....18%<br>THREE OR MORE.....4%                      |
| 31. | What is your age, please?           | 18-34.....18%<br>35-44.....21%<br>45-54.....21%<br>55-64.....20%<br>65 AND OVER.....21% |

32. Gender (BY OBSERVATION)

MALE.....49%  
FEMALE.....51%

33. Area of city (FROM LIST)

PRECINCT ONE.....3%  
PRECINCT TWO.....31%  
PRECINCT THREE.....28%  
PRECINCT FOUR.....39%