

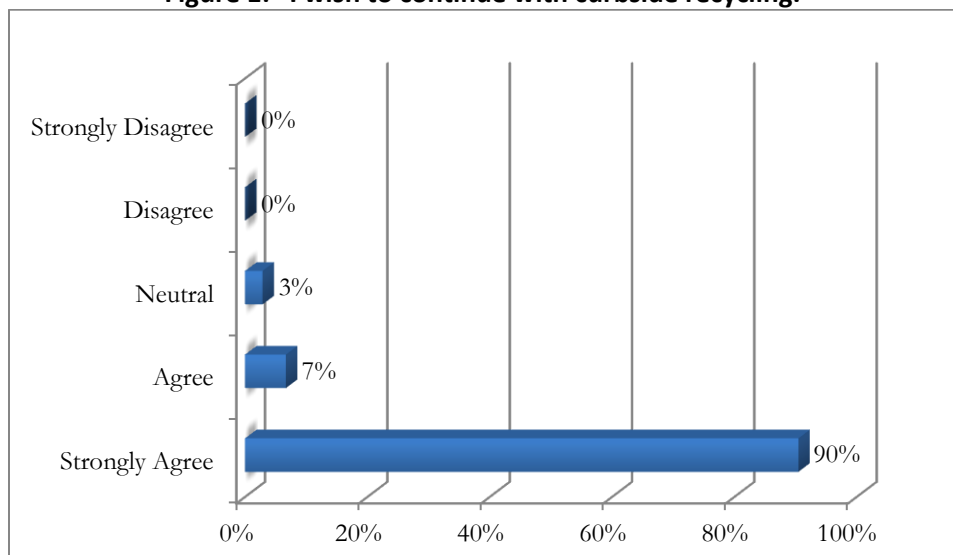
## Curbside Recycling Pilot Program Surveys

### Survey of Pilot Program Participants

During the reporting period, GSWA Customer Service staff administered a telephone survey to 105 participants of the Curbside Recycling Pilot Program (approximately 11 percent of the total). The survey sample included pilot program participants with the three-collection schedules (monthly, bimonthly and weekly) and was representative of the distribution of our customer base across the island.

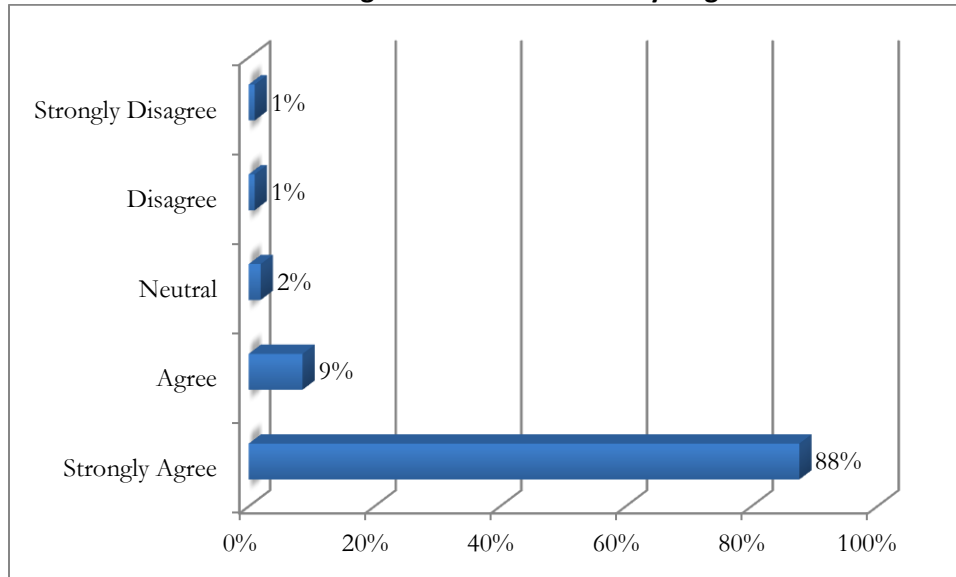
Survey respondents expressed positive opinions about the program and would like to see it continue. In fact, when asked to respond to the statement “I wish to continue with curbside recycling,” 97 percent agreed (Figure 1).

**Figure 1: “I wish to continue with curbside recycling.”**



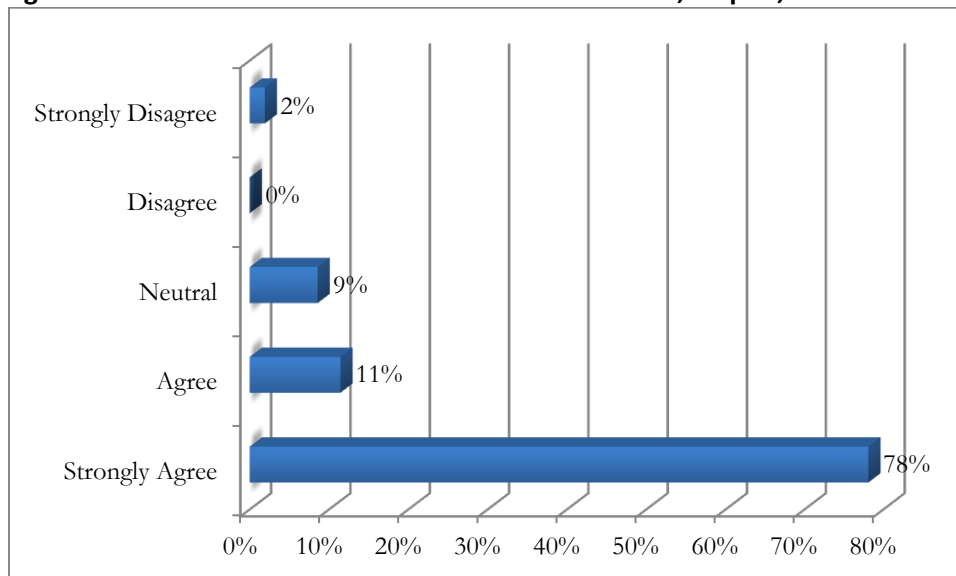
GSWA provided 96-gallon carts to pilot recycling participants -- the same carts GSWA provides for trash collection but with a different color lid to distinguish them from GSWA’s trash carts. If GSWA were to implement a recycling program for all of its customers, it would be far more efficient to use the same cart body. This would make the recycling carts interchangeable with the trash carts and allow for more efficient inventory. In the survey, GSWA wanted to find out whether using the same carts in any way hampered or confused customers. When asked to respond to the statement, “I had no trouble knowing which cart was for recycling and which was for trash,” 97 percent agreed with the statement. Only 2 percent disagreed (Figure 2).

**Figure 2: “I had no trouble knowing which cart was for recycling and which was for trash.”**



GSWA provided educational material to the participants of the pilot recycling program, consisting of a brochure that explained the program and detailed what material could be recycled, and an explanation of the collection schedule. GSWA also placed stickers on the cart that again explained what material could and could not go into the recycling cart. When asked to respond to the following statement, “The educational material I received was clear, helpful, and sufficient,” 89 percent percent agreed, 2 percent disagreed and 9 percent had no opinion (Figure 3). Those who disagreed with the statement commented that they wish the education materials had included more photos or graphics; some participants said they had not read the material.

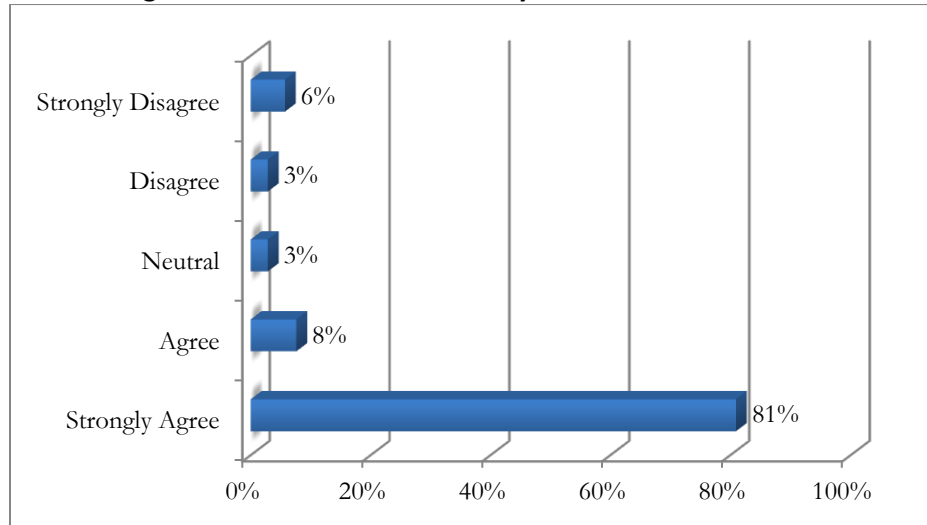
**Figure 3: “The educational material I received was clear, helpful, and sufficient.”**



During the pilot recycling program, GSWA divided participants into three groups, each with a different collection schedule: once a month, twice a month and weekly. Varying the collection frequency allowed

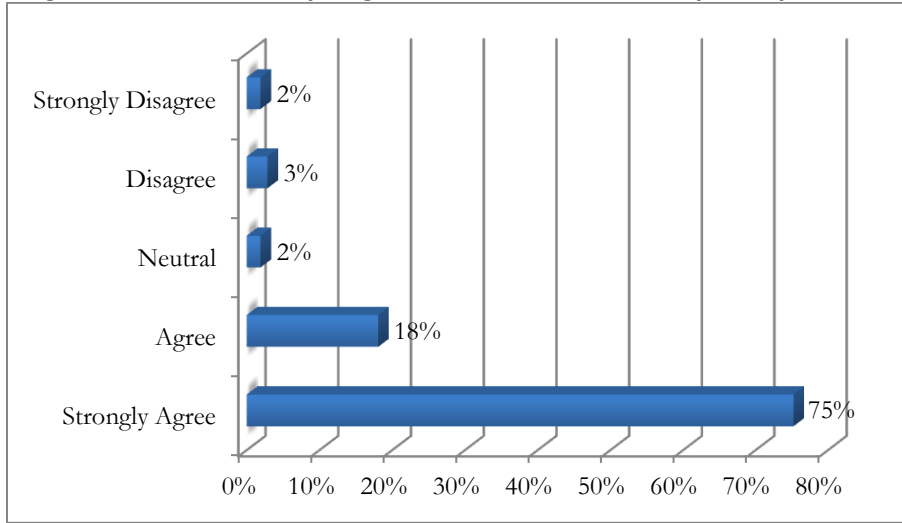
GSWA to measure the participation and recycling rates, as well as the cost for each collection schedule. When asked if they agreed with the following statement, “You are satisfied with your collection schedule,” 89 percent of respondents agreed, 3 percent had no opinion, and 9 percent disagreed (Figure 4). None of the respondents with weekly collection was dissatisfied with the collection schedule. Those who were not satisfied with their collection schedule had collection service once a month and twice a month. Respondents with once-a-month collection commented that the schedule was insufficient to handle their recycling material, and those on the twice-a-month schedule found it difficult to keep track of collection days during those months with 31 days.

**Figure 4: “You are satisfied with your collection schedule.”**



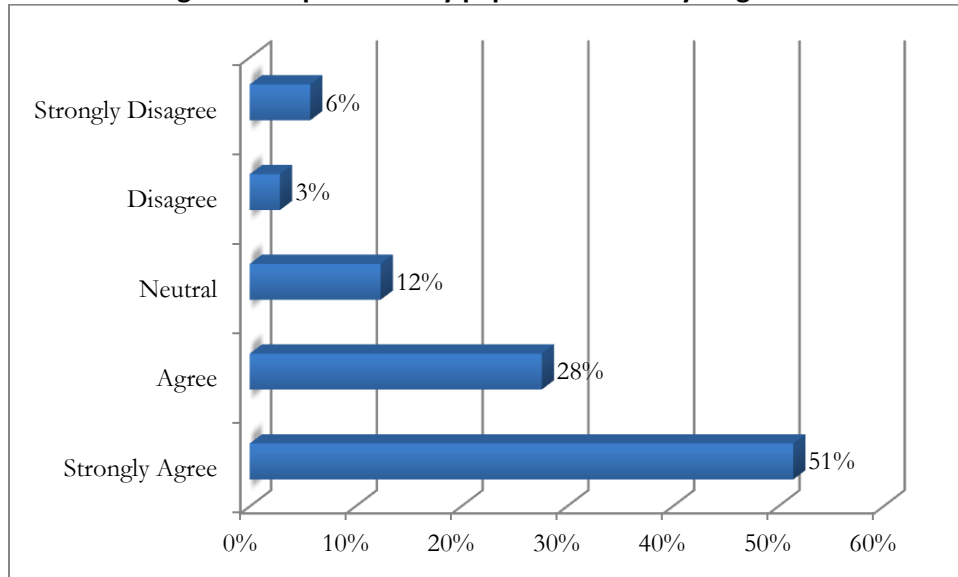
GSWA also asked a series of questions about the impact of the recycling program on participants’ household trash and waste disposal habits. Those surveyed were asked to respond to the following statement: “Curbside recycling reduced the amount of my family’s trash.” Ninety-five percent agreed with the statement while 5 percent did not agree (Figure 5). Although some respondents with each of the collection schedules disagreed with the statement, the majority of those who disagreed had once-a-month collection.

**Figure 5: “Curbside recycling reduced the amount of my family’s trash.”**



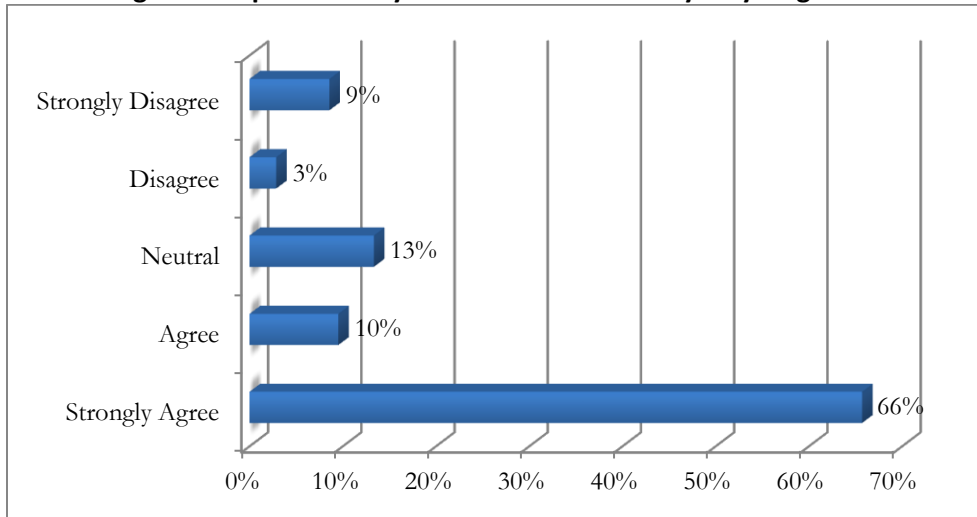
Participants were asked if they agreed with the following statement: “I put all of my paper into the recycling cart.” Figure 6 shows that 79 percent agreed or strongly agreed with the statement while 9 percent disagreed or strongly disagreed with the statement.

**Figure 6: “I put all of my paper into the recycling cart.”**



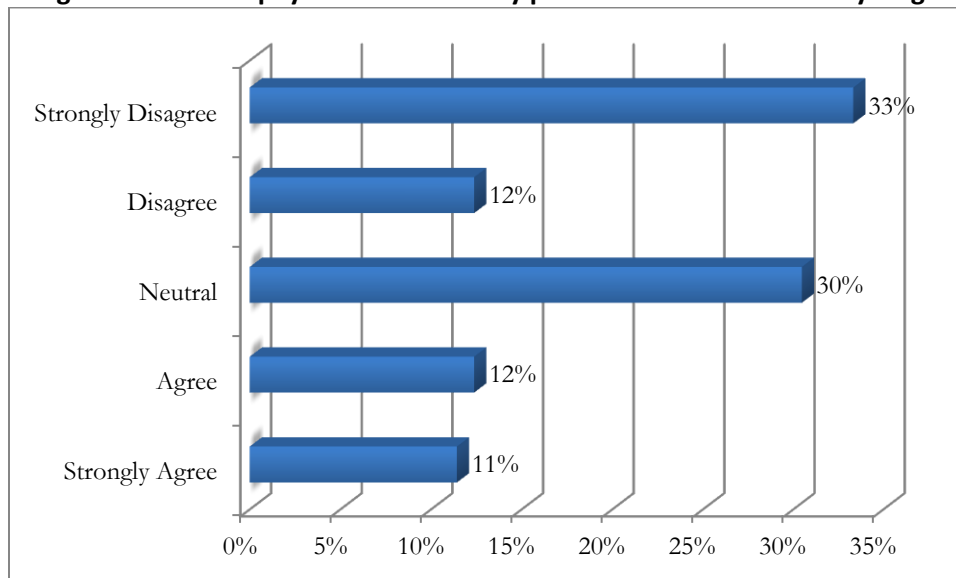
Aluminum cans comprised a high percentage of recycled material in the pilot program. Survey participants were asked to rate their agreement with the following statement: “I put all of my aluminum cans into my recycling cart.” Seventy-six percent agreed or strongly agreed with that statement (Figure 7).

**Figure 7: "I put all of my aluminum cans into my recycling cart."**



When asked if they would be willing to pay for curbside recycling, only 23 percent expressed a willingness to do so. Forty-five percent disagreed or strongly disagreed with the following statement: "I would pay additional money per month for curbside recycling;" 30 percent had no opinion. Figure 8 shows the breakdown of responses to this statement.

**Figure 8: "I would pay additional money per month for curbside recycling."**

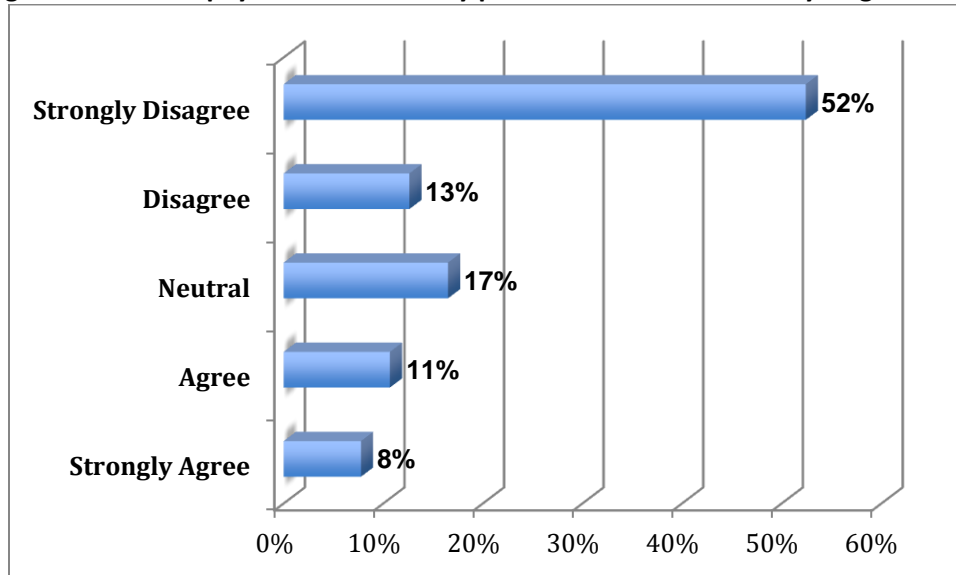


**Survey of Non-Participants in Pilot Program**

In addition to the survey of curbside recycling participants, GSWA's Customer Service Representatives also contacted 103 GSWA customers who were not participants of the Curbside Recycling Pilot Program. The following summarizes the results of this second survey.

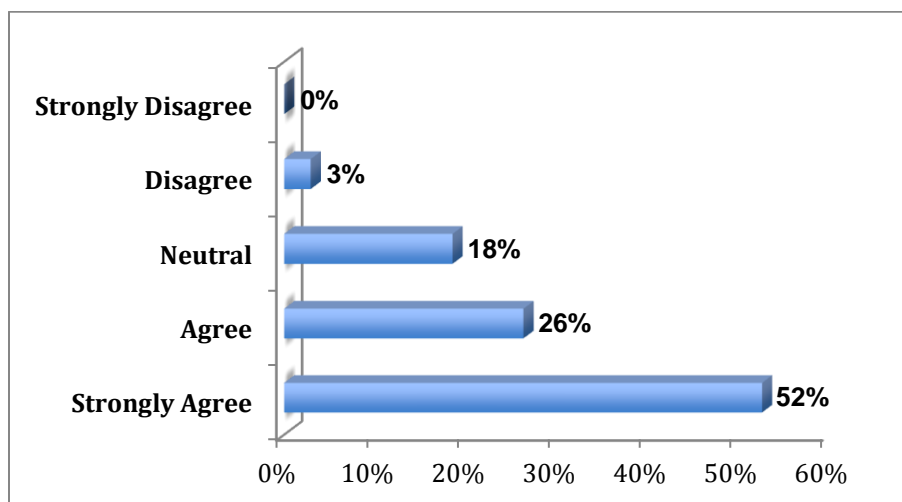
When asked if they would pay more for curbside recycling service, 65 percent of respondents disagreed or strongly disagreed with the statement, “I would pay additional money per month for curbside recycling services.” However, 19 percent indicated they would pay more and 17 percent were neutral (Figure 9). Comparing these responses to the responses of those who participated in the Curbside Recycling Pilot Program suggests that pilot program participants are slightly less resistant to paying for curbside recycling service.

**Figure 9: “I would pay additional money per month for curbside recycling services.”**



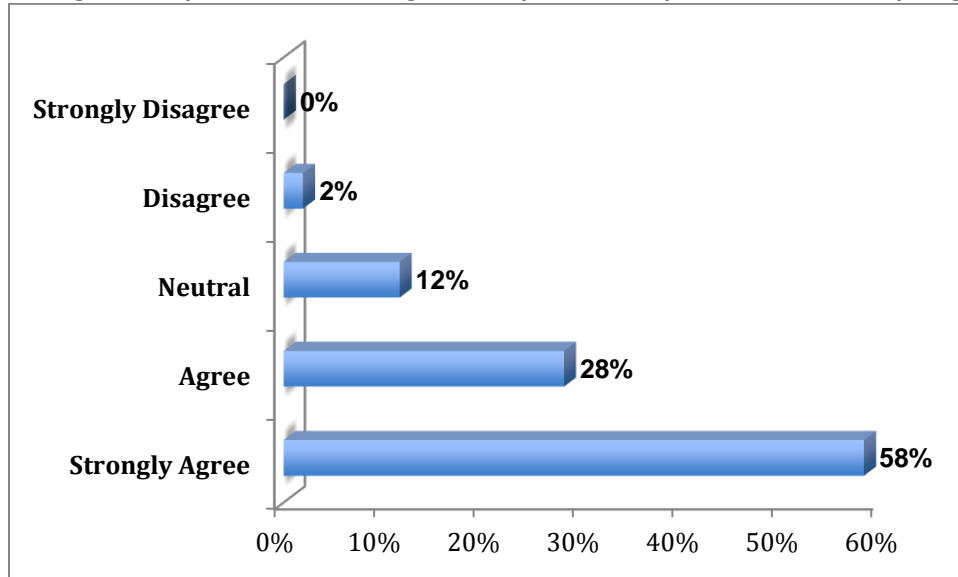
Although the majority of these respondents do not want to pay for recycling curbside services, 78 percent agreed or strongly agreed that they want curbside recycling services (Figure 10). Only 3 percent of those surveyed disagreed with the statement, “I want curbside recycling collection services,” and no one strongly disagreed.

**Figure 10: “I want curbside recycling collection services.”**



The findings also suggest that these respondents would be willing participants in a curbside recycling program. In response to the statement, “If given recycle carts, I will begin to recycle and stay committed to recycling efforts,” 86 percent agreed or strongly agreed; only 2 percent disagreed and no one strongly disagreed (Figure 11). There appears to be little negative attitude toward recycling.

**Figure 11: “If given recycle carts, I will begin to recycle and stay committed to recycling efforts.”**



Survey participants also were asked which collection schedule (monthly, twice monthly or weekly) best suited their recycling habits (Figure 12). The largest number, 44 percent, reported that a twice-monthly collection schedule would best suit them, while 35 percent expressed a preference for weekly collection; and only 21 percent indicated they prefer monthly collection.

**Figure 12: “The frequency my recyclables would require collection”**

