



April 8, 2014

TO: Leslie Goldsmith
FROM: Marie DeVries

**RE: FINAL REPORT
AGREEMENT NUMBER: 13-G550-10EMS
TITLE: COMMUNICATIONS SURVEY**

SUMMARY

Following the Spring 2013 recommendation of the EMS Council and subsequent funding, the Cedar Rapids/Linn County Solid Waste Agency (Agency) developed a request for proposal (RFP) for surveys of residents and the ICI (institutional/commercial/industrial) or business sector.

The purpose of the surveys was to collect baseline data that can be used for comparative purposes in the future as well as provide information that can be used in the Agency's communications and education programs. The data collected concerned resident and ICI recycling behavior as well as knowledge about, perceptions of, and attitudes toward the Agency and its current services and programs.

The Agency received three responses to the RFP. Vernon Research, a local firm, was awarded the contract. Vernon conducted online surveys September 24- November 12, 2013, after conferring with Agency staff regarding questions and formatting. There were 444 completes for individuals and 219 completes for businesses.

Preliminary results were submitted in December 2013 followed by Vernon and Agency staff analysis and further data cuts/cross tabulation. In March 2014, Vernon presented findings to recycling professionals in Linn County as well as to the Agency Board of Directors. In addition, a news article was released to local media, a brief about the surveys was included in the Agency electronic newsletter and survey results discussed on local radio.

Attached are results, conclusions and recommendations for both surveys.

[Attachment 1](#): Executive Summary

[Attachment 2](#): Survey of Linn County residents ("individual")

[Attachment 3](#): Survey of ICI-Institutional/Commercial/Industrial Sector ("business")

DISTRIBUTION OF SURVEY RESULTS

As indicated, Vernon researchers presented survey findings to recycling professionals in Linn County at a meeting March 11, 2014, and to the Agency Board of Directors at their monthly public meeting March 18, 2014.

In addition, information about the survey was released to local media and via the Agency's electronic newsletter. [Attachment 4](#) contains the media release and electronic newsletter.

Also, Communications Director Joe Horaney appeared on 600 WMT Radio's "What's Happening" show Monday, March 24th from 10:30 a.m. – 11:00 a.m. Joe discussed the motivation behind the survey, what the results revealed about recycling habits in Linn County, and how services and programs available at the Solid Waste Agency can make recycling easier for residents.

Survey findings will be shared in some format at the IRA/ISOSWO 2014 Fall Conference.

BUDGET

The hard cost for the survey project was primarily the cost of the consultant fee: \$32,000. Consultant invoices are included in [Attachment 5](#).

Soft costs included Agency staff time, valued at approximately \$5,200 during a ten-month period (June 2013-March 2014).

USE OF FINDINGS

Survey results and analysis are being used to design Agency promotional and marketing plans as well as education programs. For example, the consultant recommends promoting one material at a time or in a specific campaign, which the Agency is implementing with asphalt shingles.

The findings also provide baseline data that can be used for comparative purposes in the future.