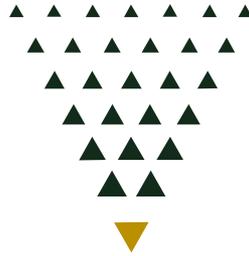


**ATTACHMENT 3:
ICI/ Business Survey Results**



V E R N O N
R E S E A R C H G R O U P

Cedar Rapids/Linn County Solid Waste Agency

Final Report
Businesses

February 2014

Presentation Outline

- ▼ Purpose and Methodology
- ▼ Demographics
- ▼ Values
- ▼ Behaviors
- ▼ Knowledge
- ▼ Differences Between Owners and Managers of Industrial/Commercial/Institutional/Rental Property
- ▼ Differences by Business Size
- ▼ Differences in Familiarity by Property Type
- ▼ Conclusions

Purpose and Methodology

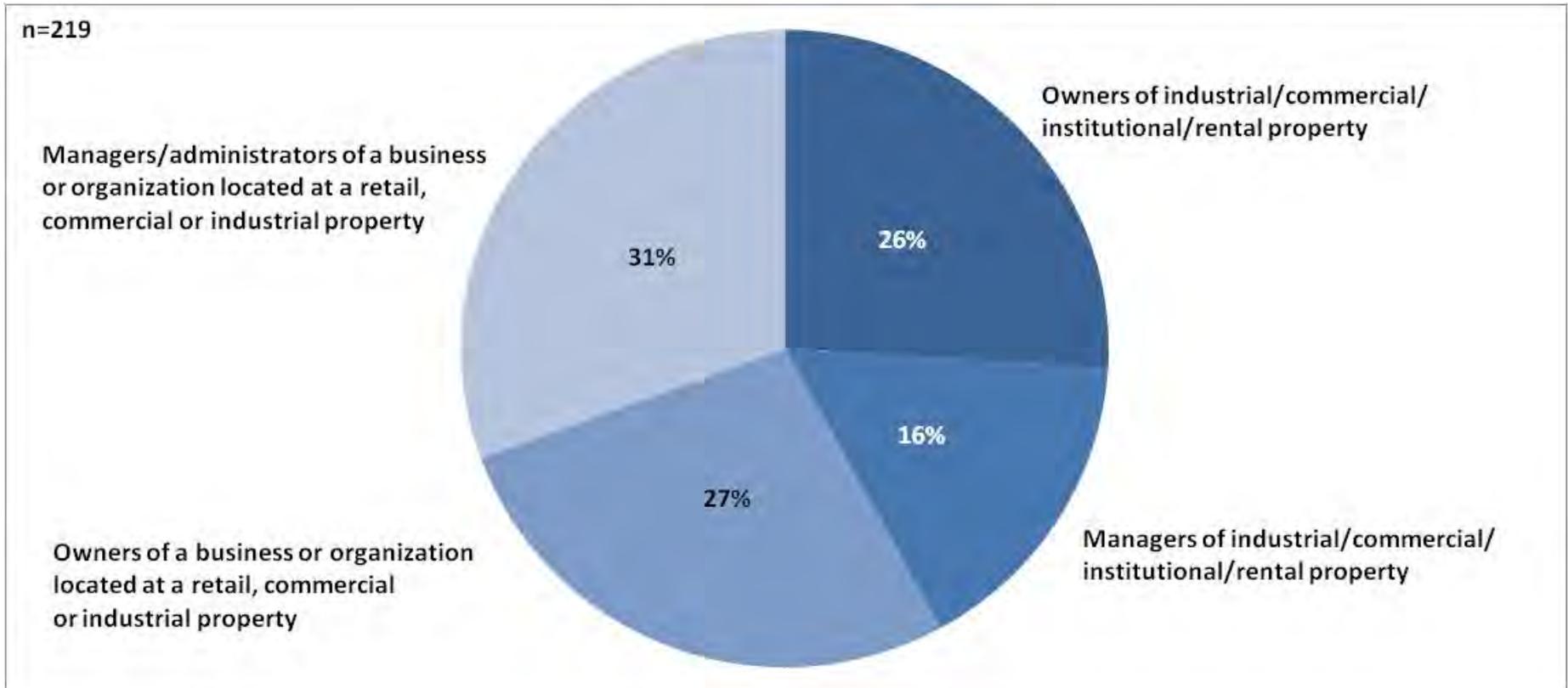
- ▼ An online survey study was completed in order to understand current recycling and composting behaviors and knowledge of the Cedar Rapids/Linn County Solid Waste Agency, especially its program offerings
- ▼ The surveys were completed between September 26 and December 4, 2013
- ▼ Business owners/managers, non-profit administrators or owners/managers of commercial properties/multi-residential complexes in Linn County aged 18 and older who were knowledgeable regarding their business'/property's waste and recycling habits were asked to complete the survey
- ▼ There were a total of 219 quality completes

Demographics

- ▼ Primary Area of Responsibility
- ▼ Length of Residency
- ▼ Age
- ▼ Location
- ▼ Type of Area
- ▼ Primary Use of Property
- ▼ Number of Units
- ▼ Number of Employees

Primary Area of Responsibility

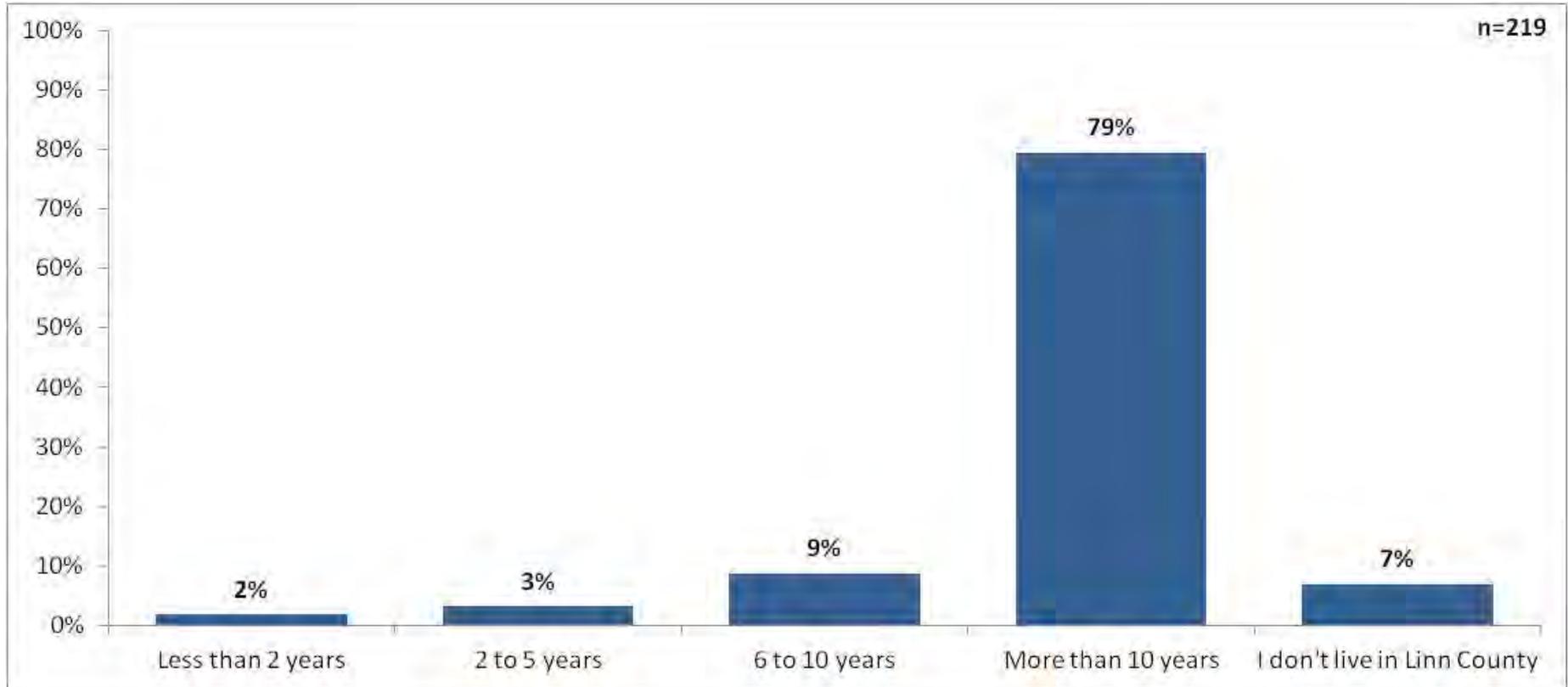
All four roles were represented in the sample.



Q3. What is your primary area of responsibility?

Length of Residency

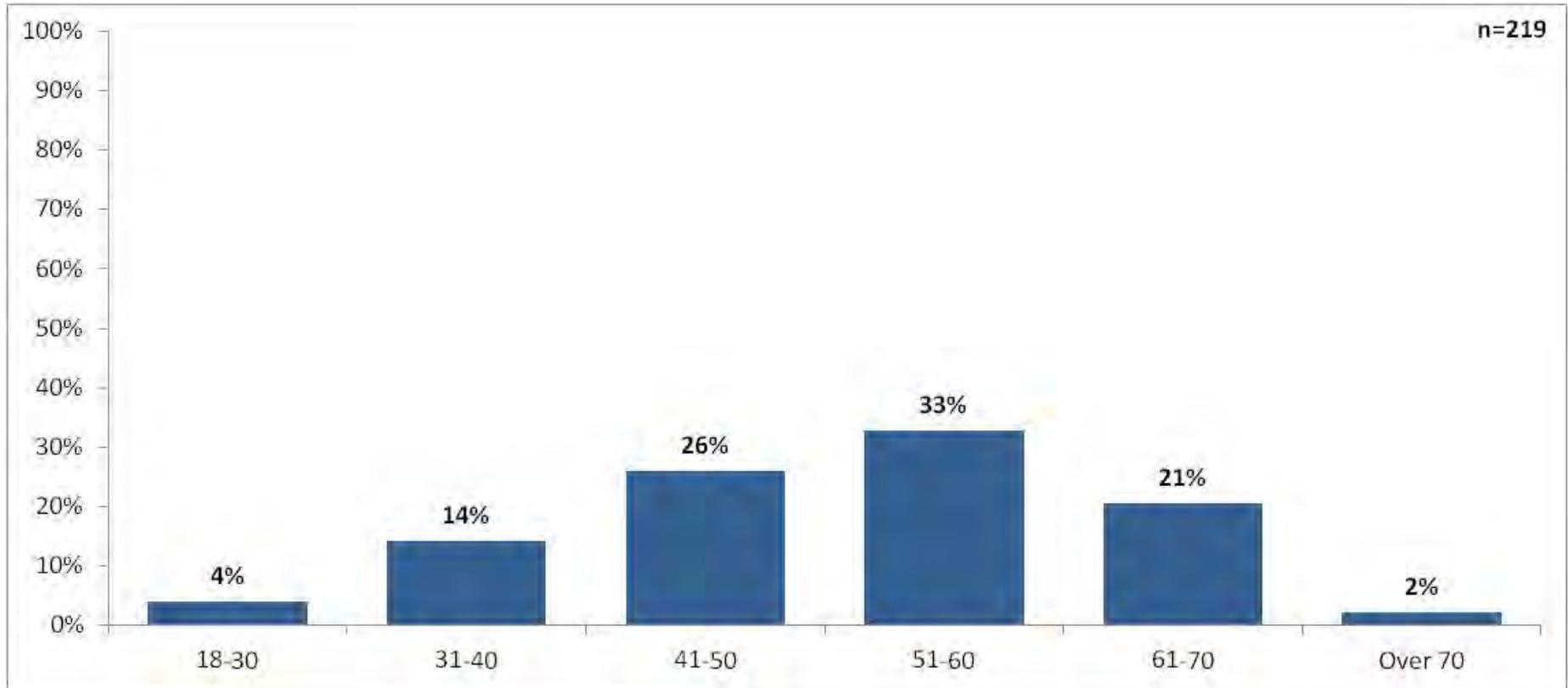
Most of the respondents had lived in Linn County over ten years.



Q32. How long have you lived in Linn County?

Age

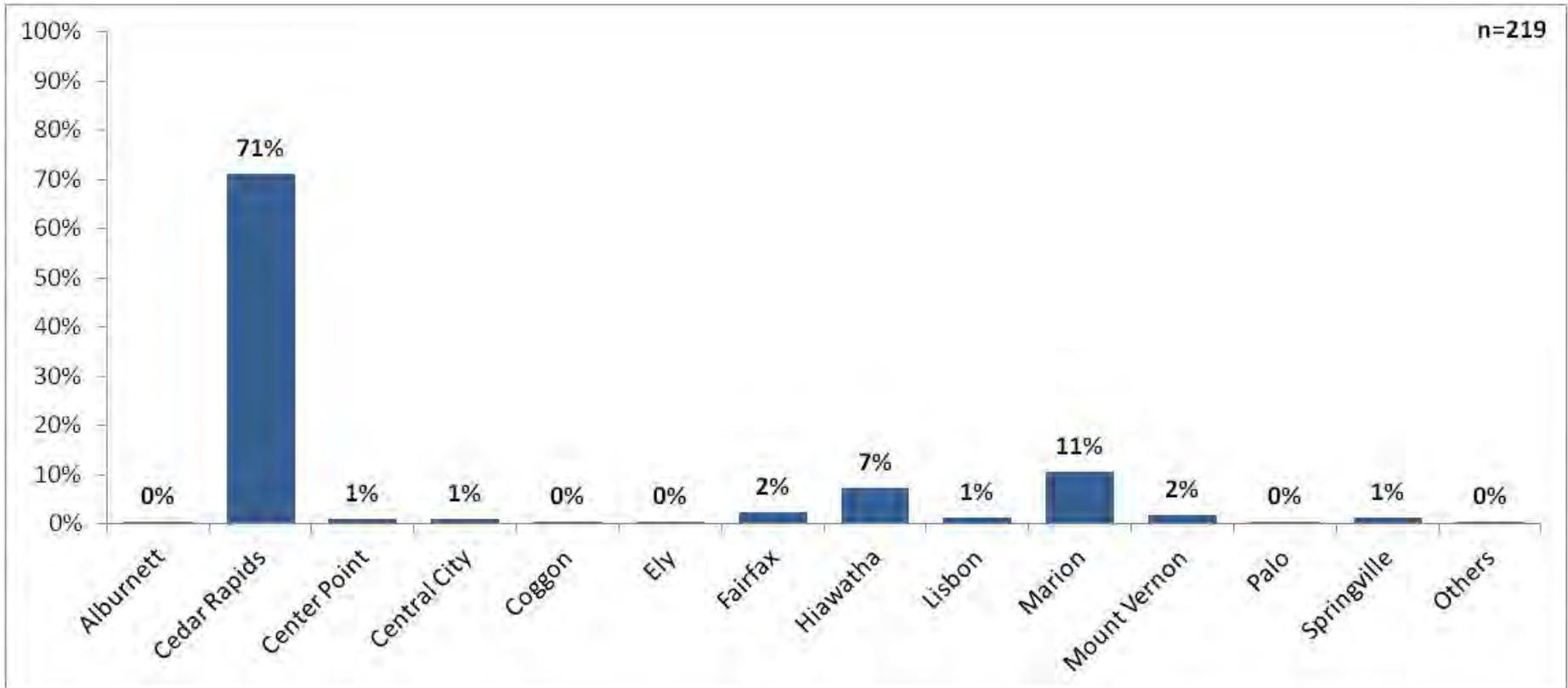
There were fewer people in the youngest and oldest age groups because these were people involved in the running of a business/property.



S5. Which of the following age ranges do you fall into?

Location

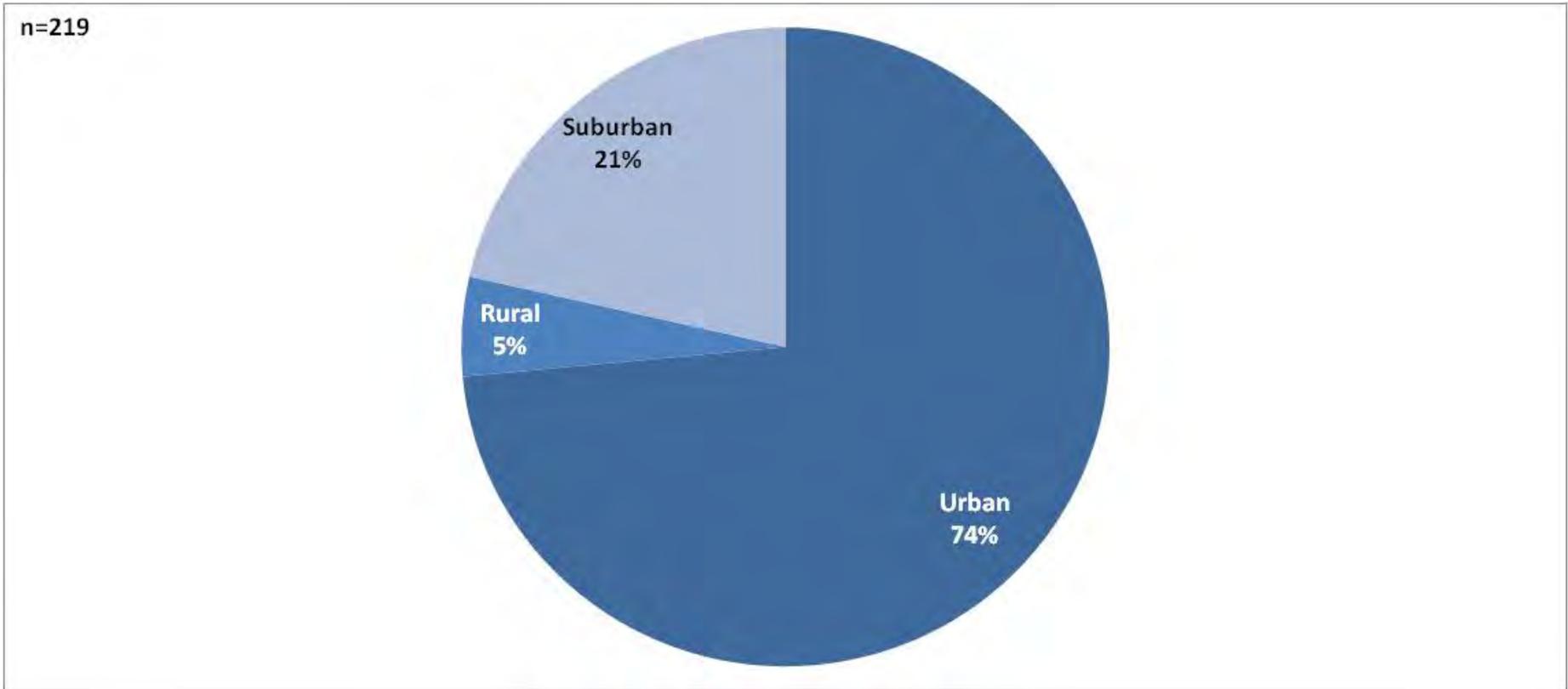
The majority of the locations were in Cedar Rapids, but there were some in other cities, as well.



Q14. Where is your [insert “business/organization” or “property”] located?

Type of Area

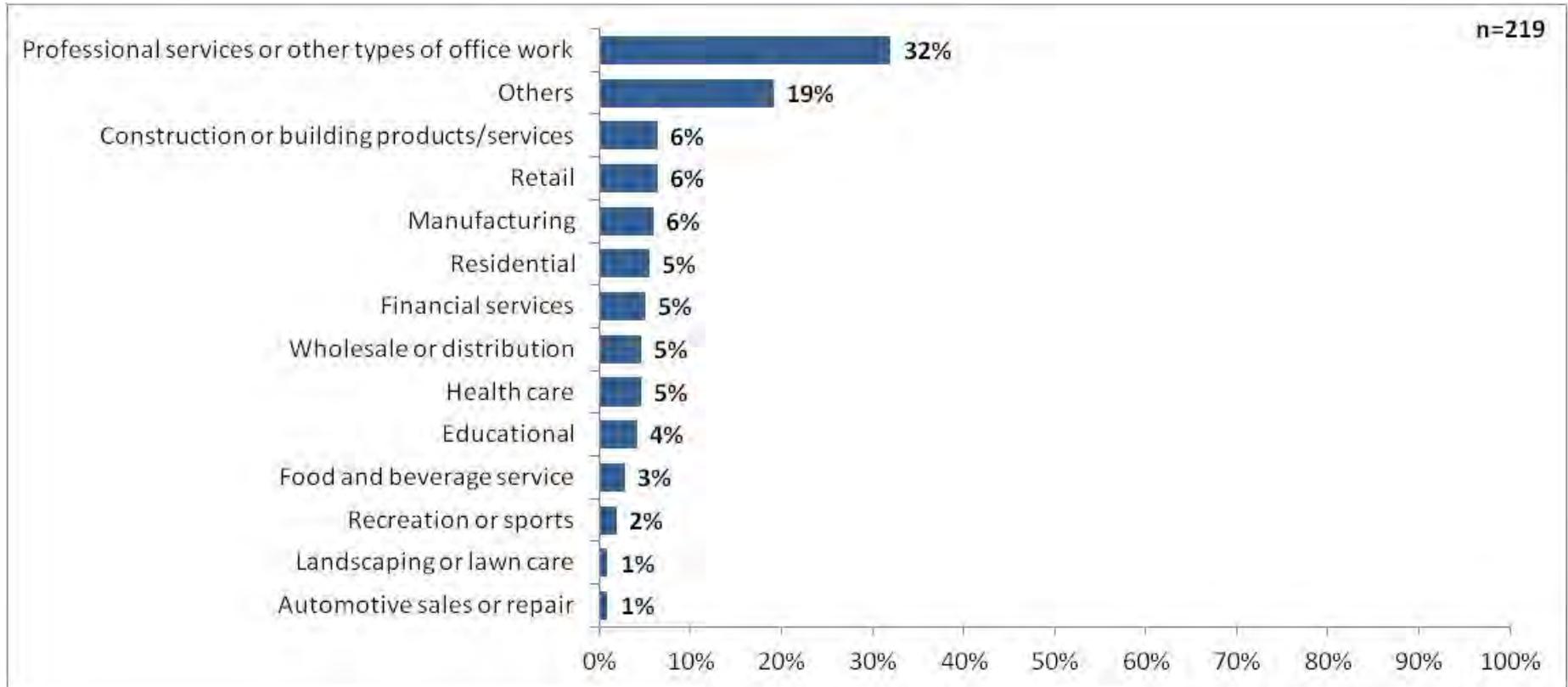
The majority of businesses/properties were in urban locations, but a good portion were in suburban areas.



Q15. What type of area is your [insert “property” or “business/organization”] located in?

Primary Use of Property

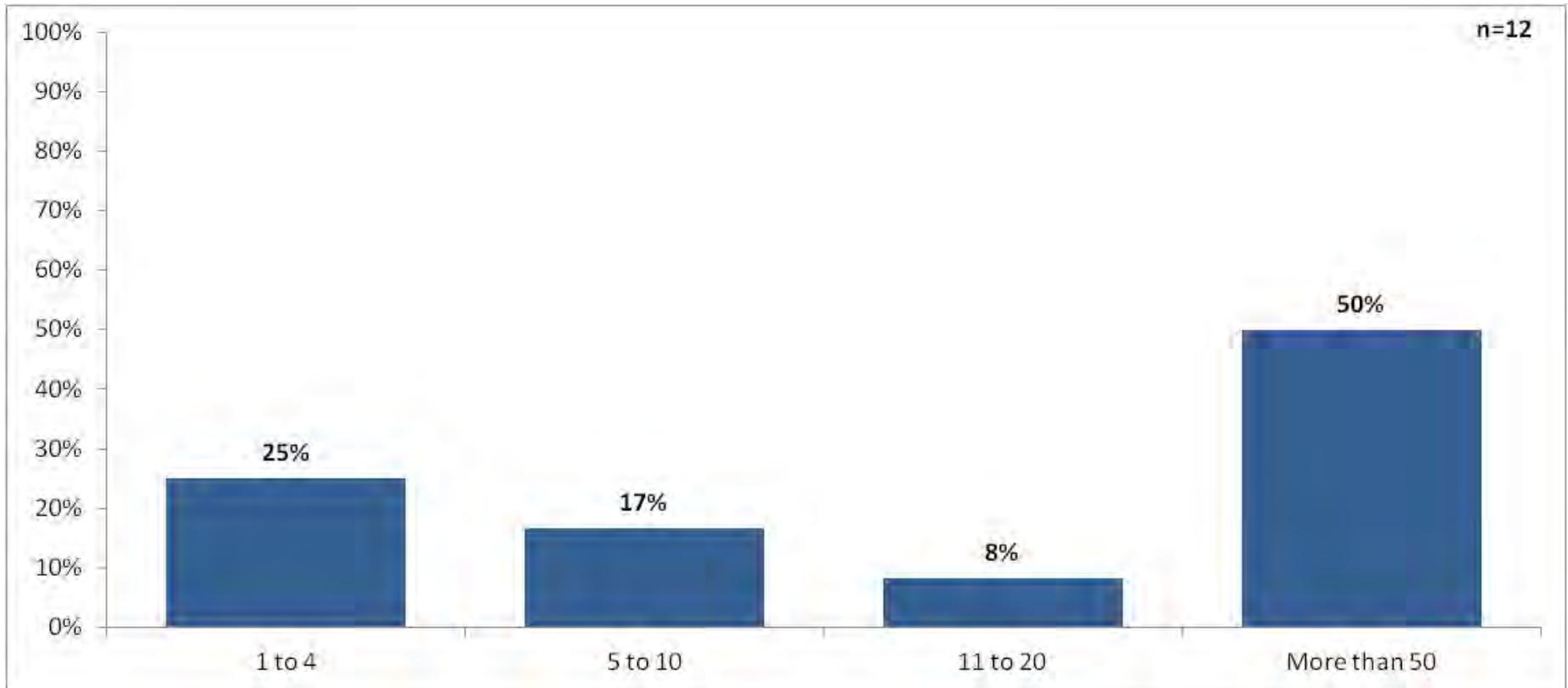
The most popular use of the properties was to house professional services or other types of office work. The most popular Other use was as a church.



Q2. Now, thinking about that specific property/business/organization, what is its primary use?

Number of Units

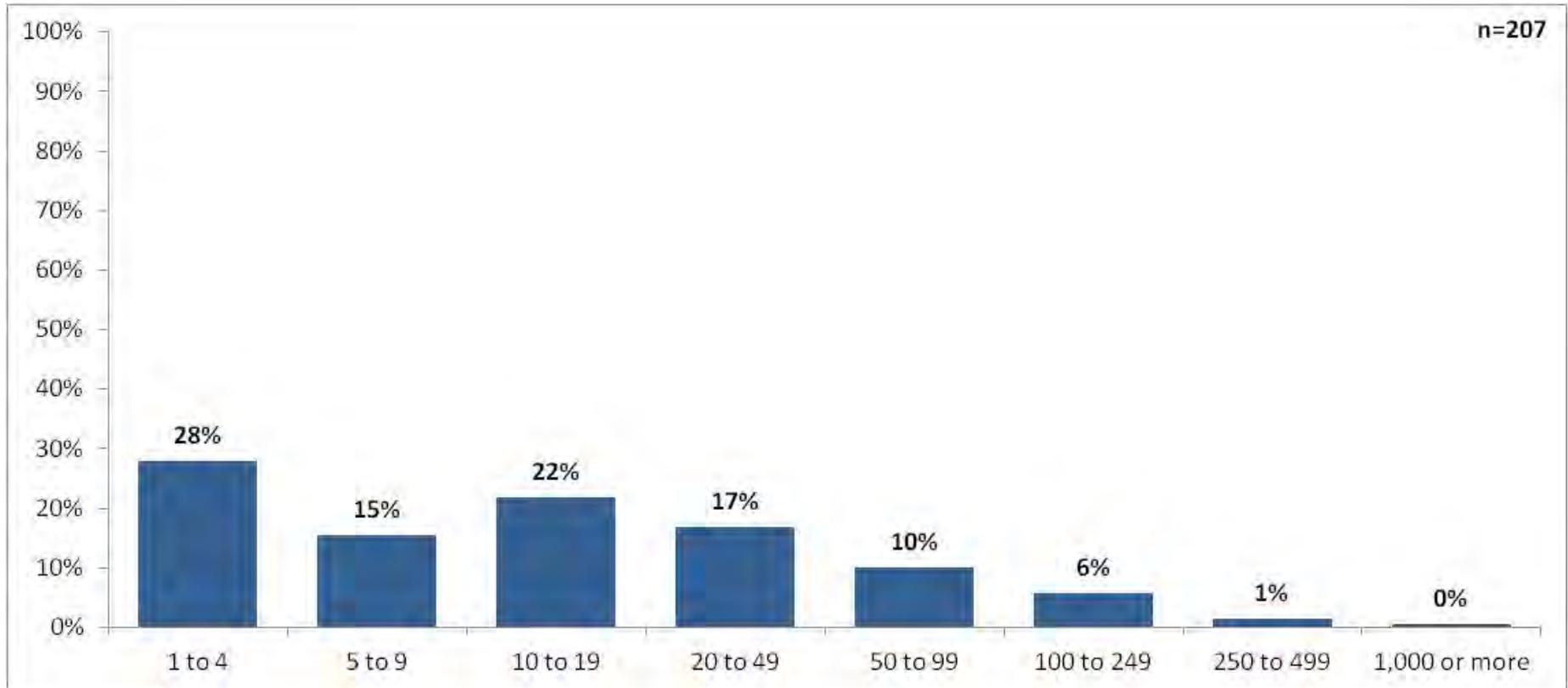
Half of the 12 residential properties were large.



Q3. How many units does the property you own/manage have?

Number of Employees

There was a range of sizes in the non-residential properties.



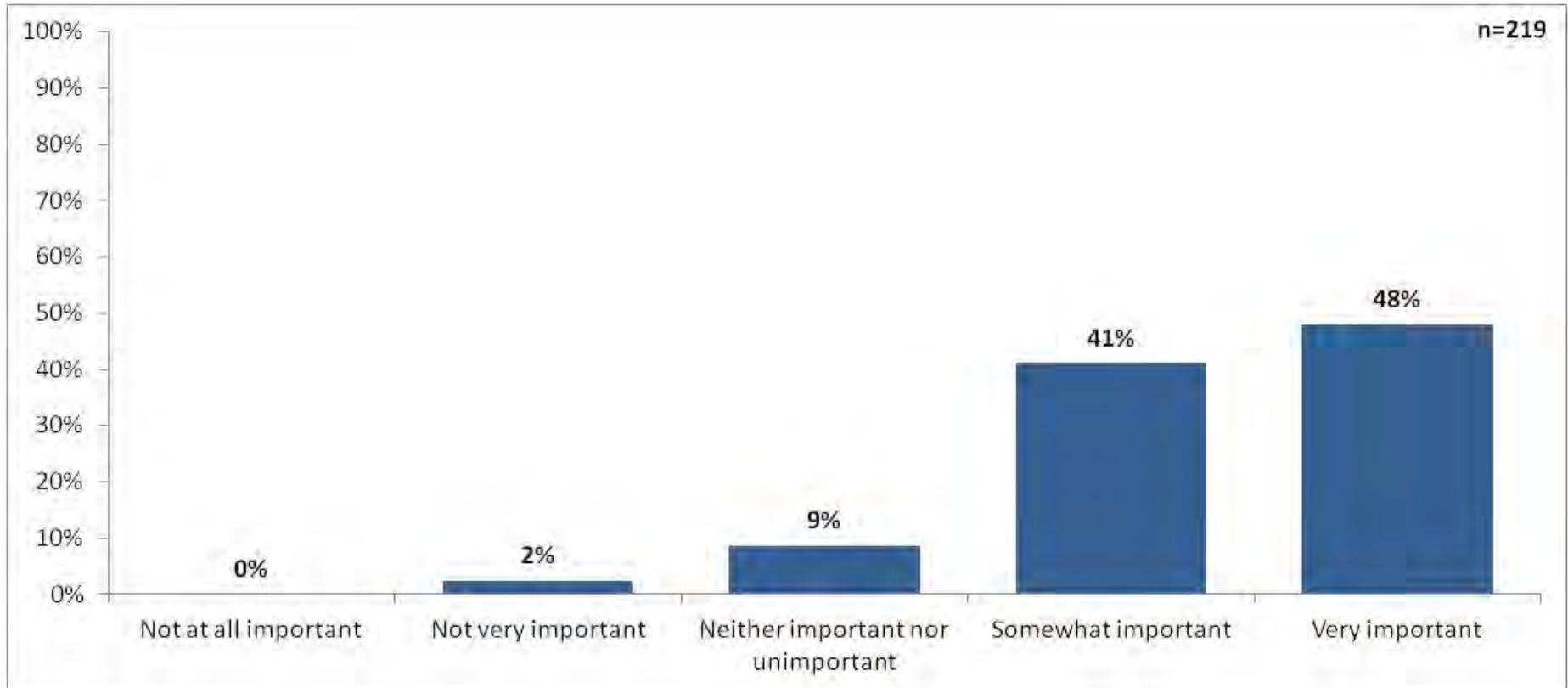
Q4. How many employees work in the building/business/organization you own/manage?

Values

- ▼ Recycling Importance
- ▼ Reasons for Recycling
- ▼ Recycling and Composting Challenges
- ▼ Motivations to Recycle More

Recycling Importance

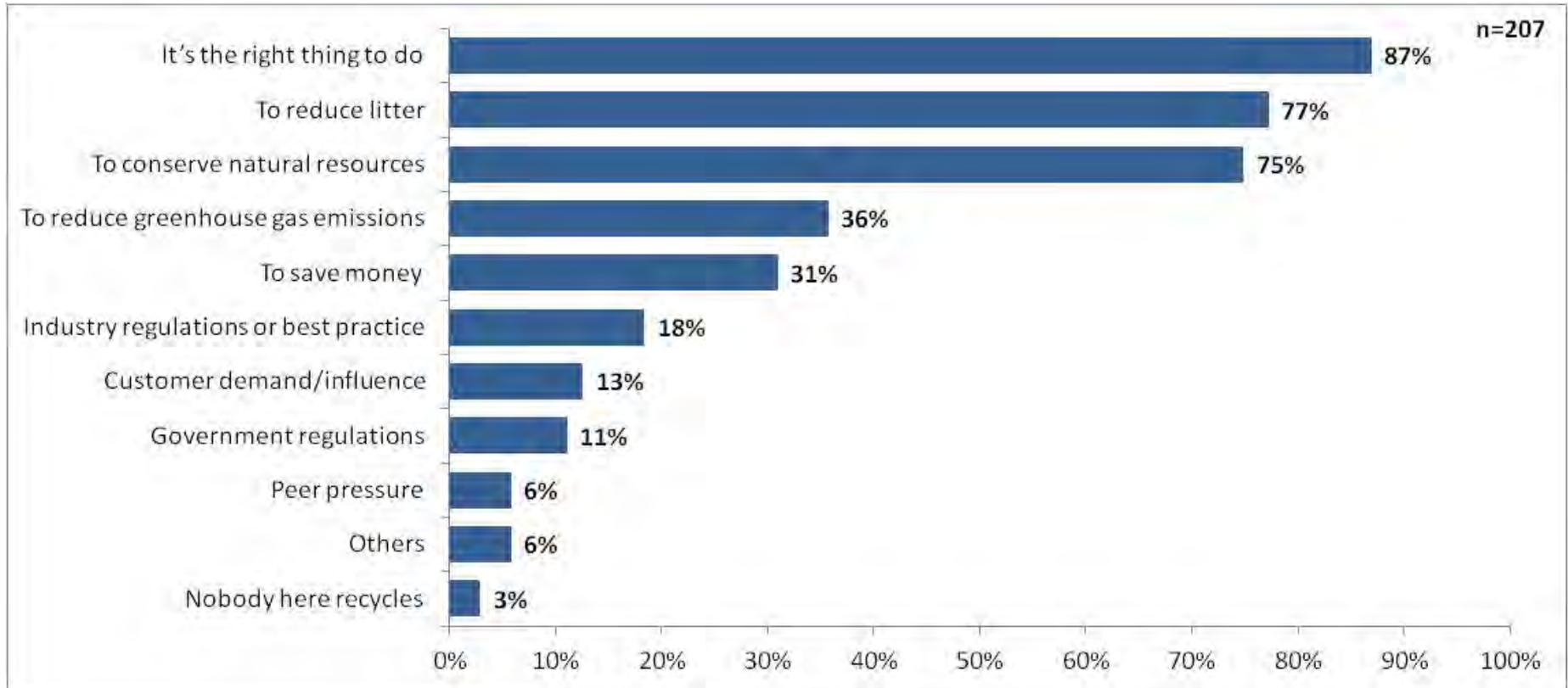
Most respondents said that recycling is important to their organizations.



Q1. How important is recycling to your organization?

Reasons for Recycling

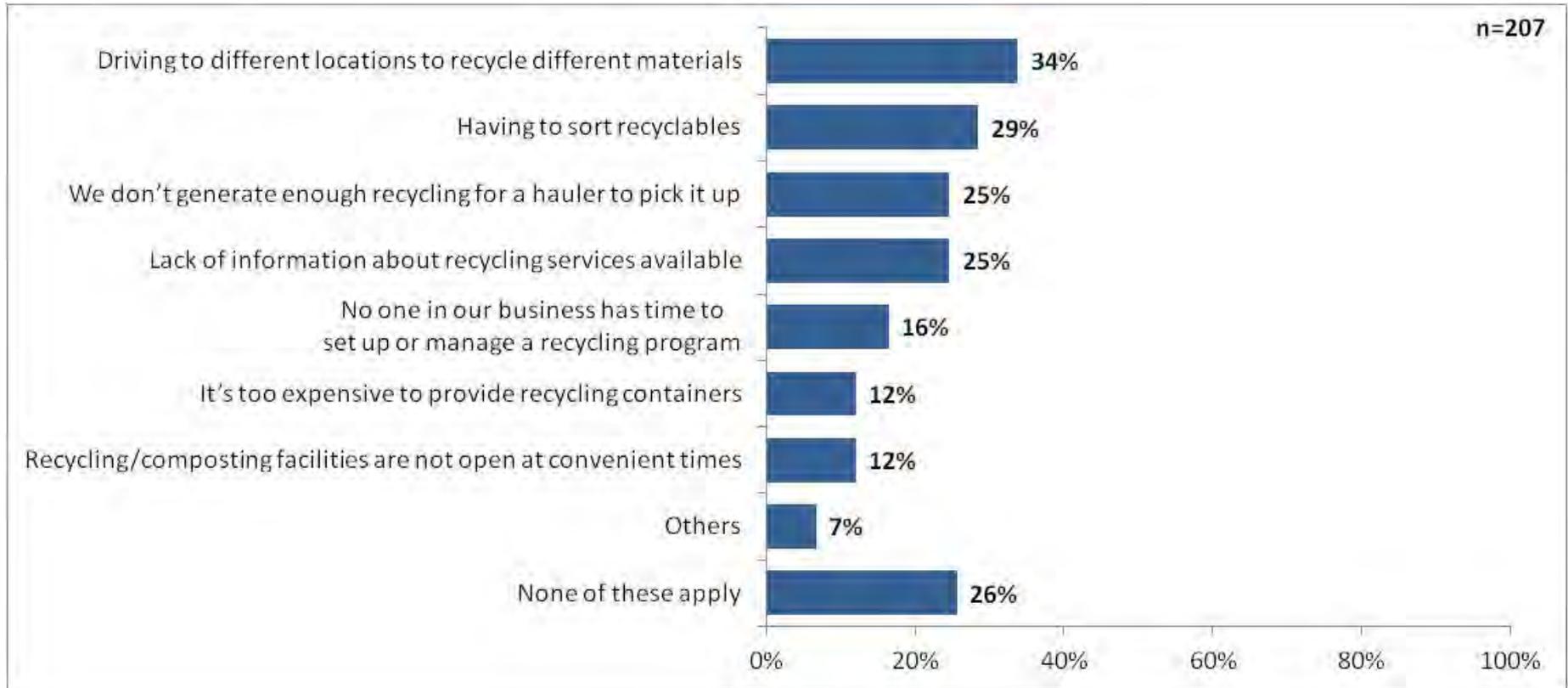
The most popular reasons for recycling were because it's the right thing to do, to reduce litter and to conserve natural resources.



Q9. What are the reasons that you and others at your business/organization recycle? Select all that apply.

Recycling and Composting Challenges

A third of respondents found different locations a challenge, while a quarter of respondents said their organizations don't have challenges.



Q10. Which of the following create a challenge for your organization to recycle? Select all that apply.

Motivations to Recycle More

Convenience, which included suggestions such as making receptacles easier to locate and access, was the most popular way respondents said would make them recycle more.

| Category | Frequency |
|--------------------------|-----------|
| Convenience | 61 |
| Incentives/savings | 43 |
| More capacity | 43 |
| Accept more materials | 36 |
| Nothing/doing it already | 32 |
| Education | 17 |
| Other | 14 |
| Less sorting | 11 |
| Don't know | 7 |

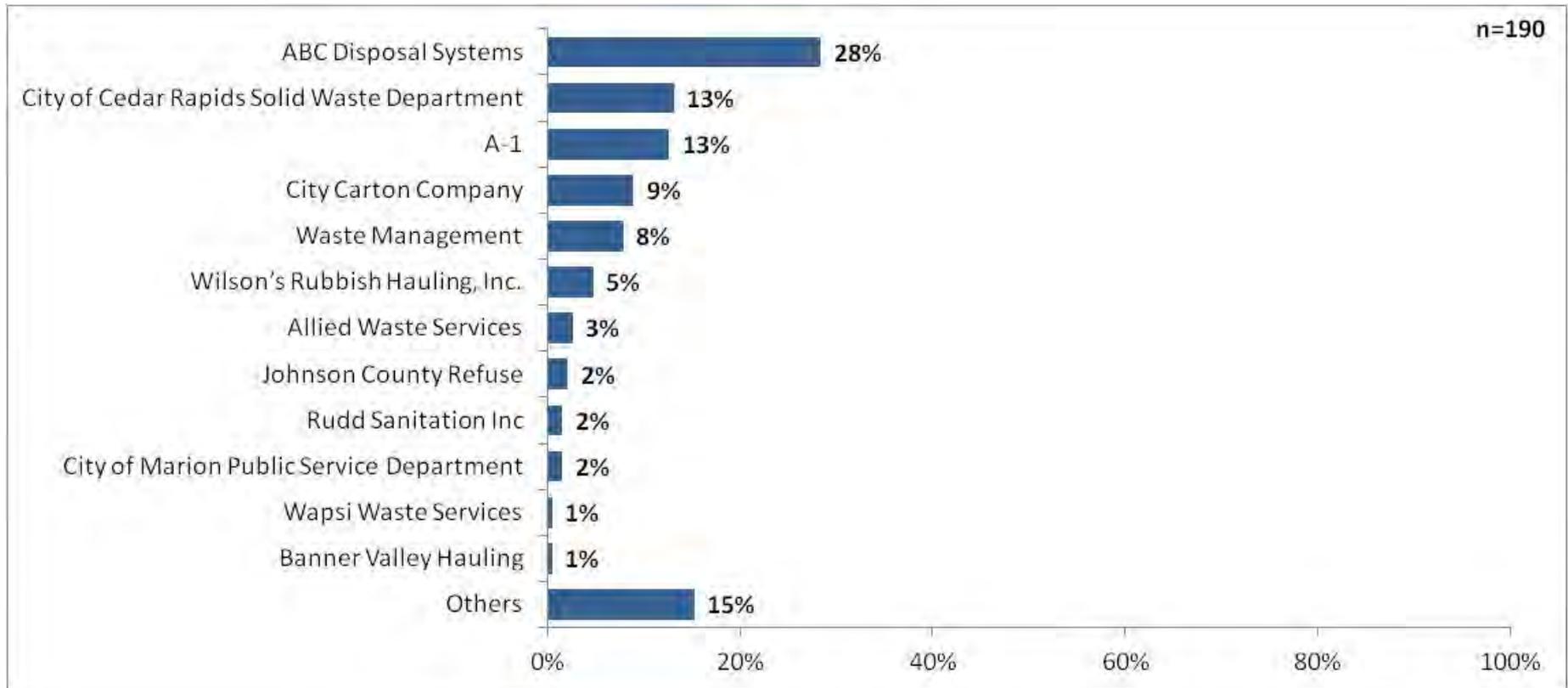
Q8. What would motivate you or make it easier for [**“your business”** or **“your property’s tenants”**] to recycle more?

Behaviors

- ▼ Garbage/recycling Companies
- ▼ Frequency of Garbage Pick-up
- ▼ Frequency of Recycling Pick-up
- ▼ Discarded Materials
- ▼ Recycling Availability
- ▼ Usage of Recycling Receptacles
- ▼ Public Drop-off Site Usage
- ▼ Drop-off Locations' Usage
- ▼ Frequency of Drop-off Usage

Garbage/recycling Companies

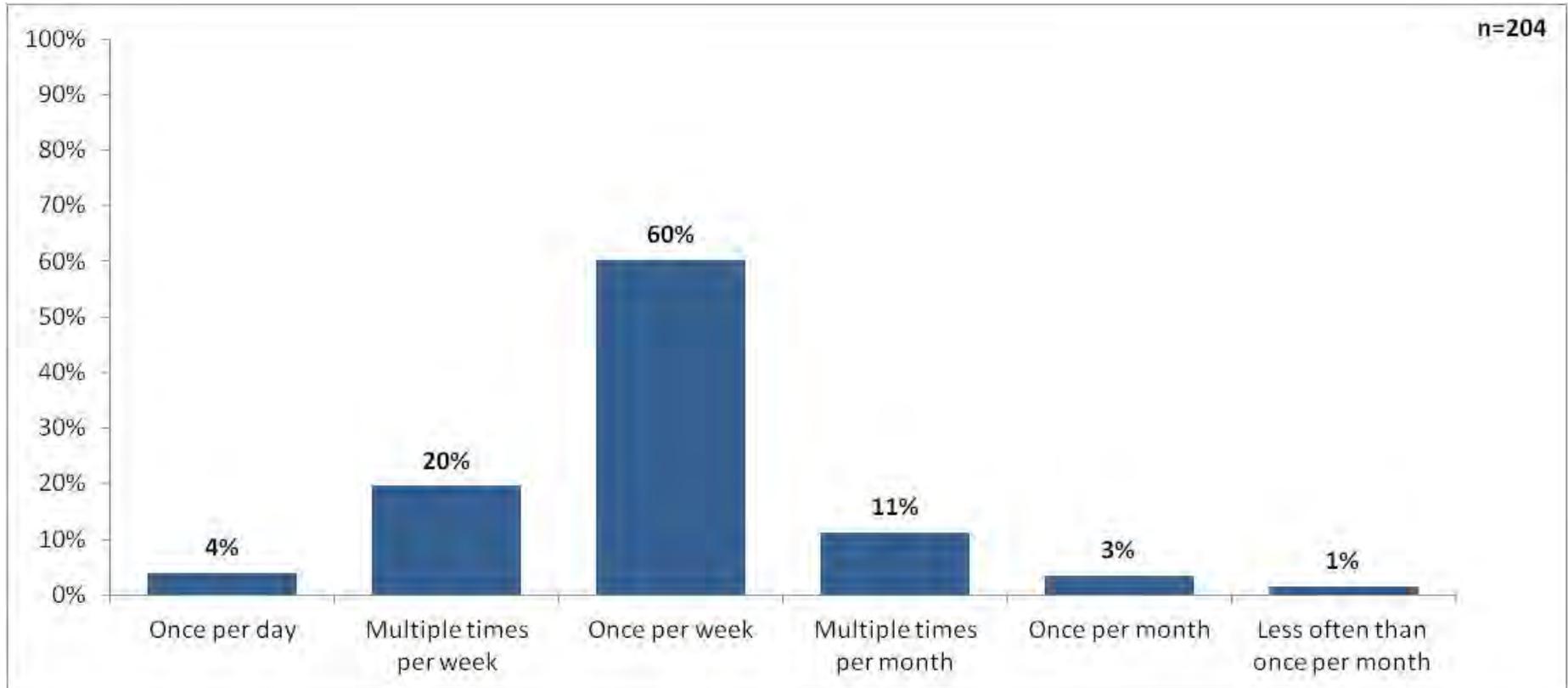
ABC Disposal Systems was the most-used company.



Q11. Who picks up the garbage/recyclables at the property?

Frequency of Garbage Pick-up

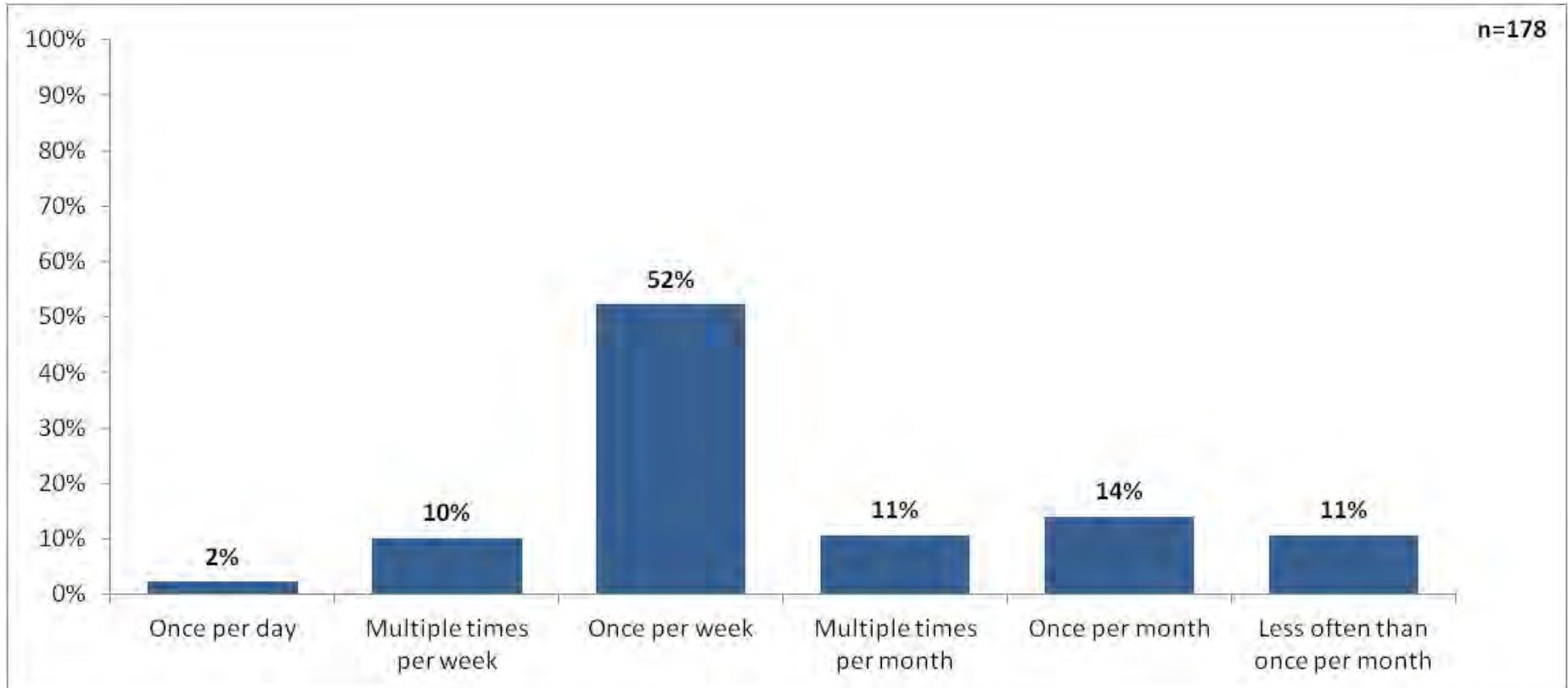
Most properties have their garbage picked up once per week, but there is a range between multiple times per week and multiple times per month.



Q12. How often is **garbage** picked up at the property?

Frequency of Recycling Pick-up

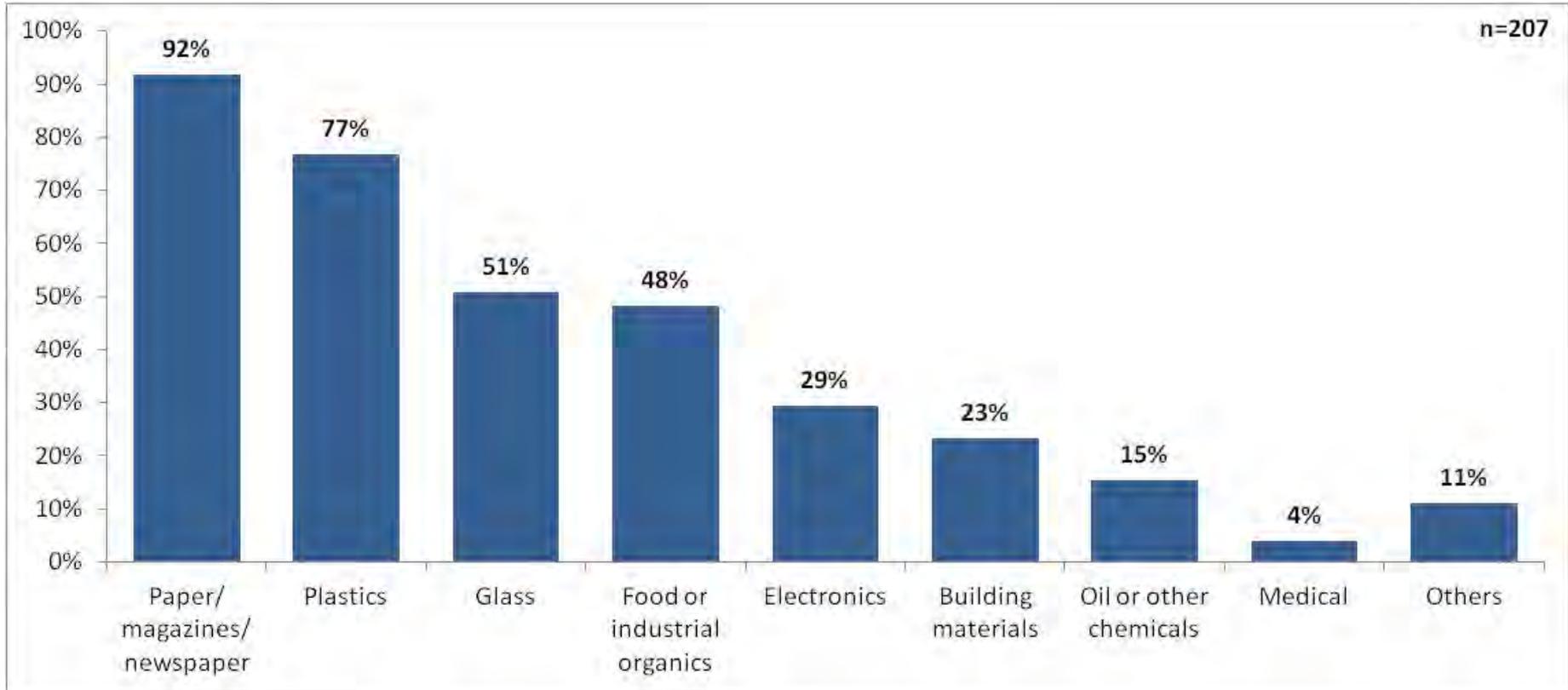
Although about half of the properties had recycling picked up once per week, the other half were distributed over a range of frequencies.



Q13. How often is **recycling** picked up at the property?

Discarded Materials

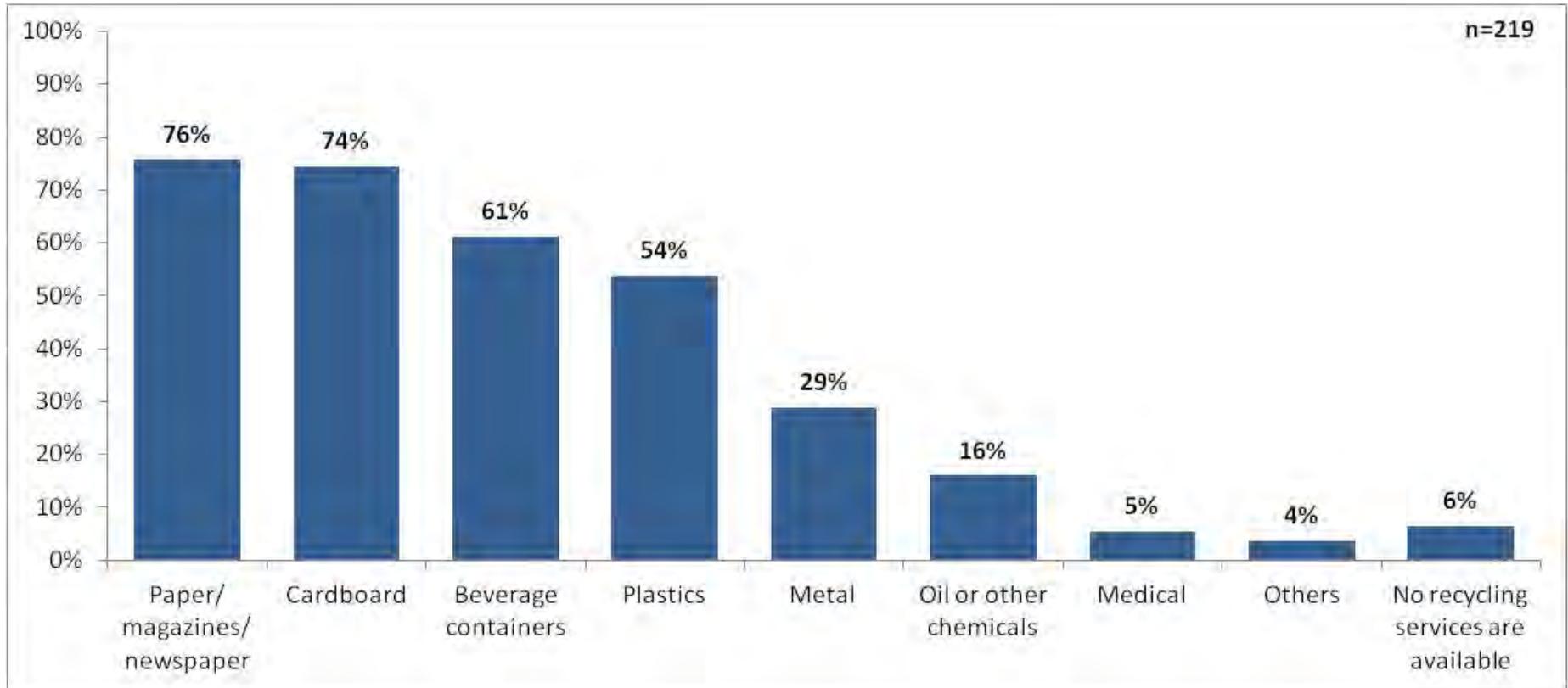
Most properties/businesses/organizations generated paper/magazines/newspaper and plastics. The other materials, except medical waste, were generated by a good portion.



Q5. To the best of your knowledge, what types of materials are discarded (either in the regular trash or by recycling) [**“at this property” or “by your business/organization”**]? Select all that apply.

Recycling Availability

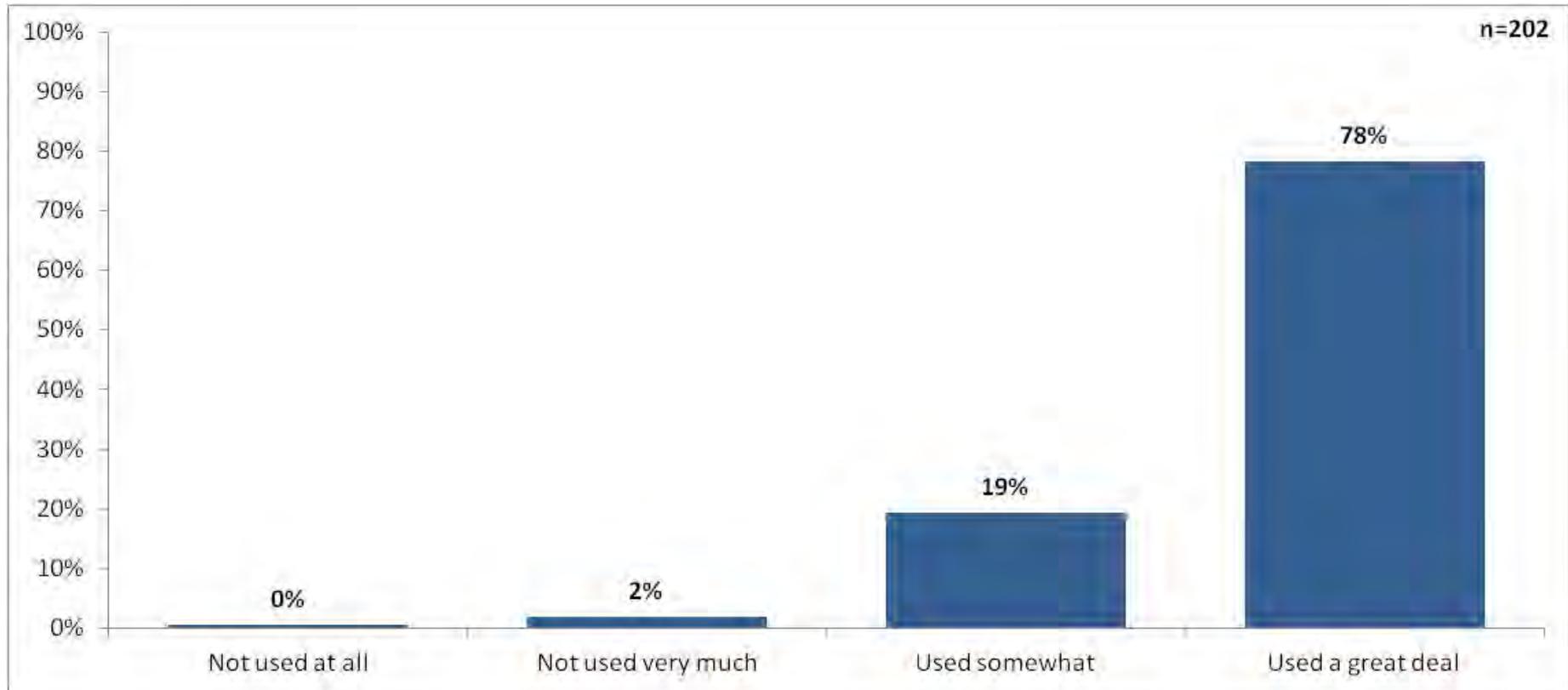
Paper/magazines/newspapers, cardboard and beverage containers had recycling receptacles at most properties. Medical was the least likely to have recycling receptacles.



Q6. Which materials have recycling receptacles available to [“tenants on the property site that you own or manage?” or “employees on the property site where you work?”]

Usage of Recycling Receptacles

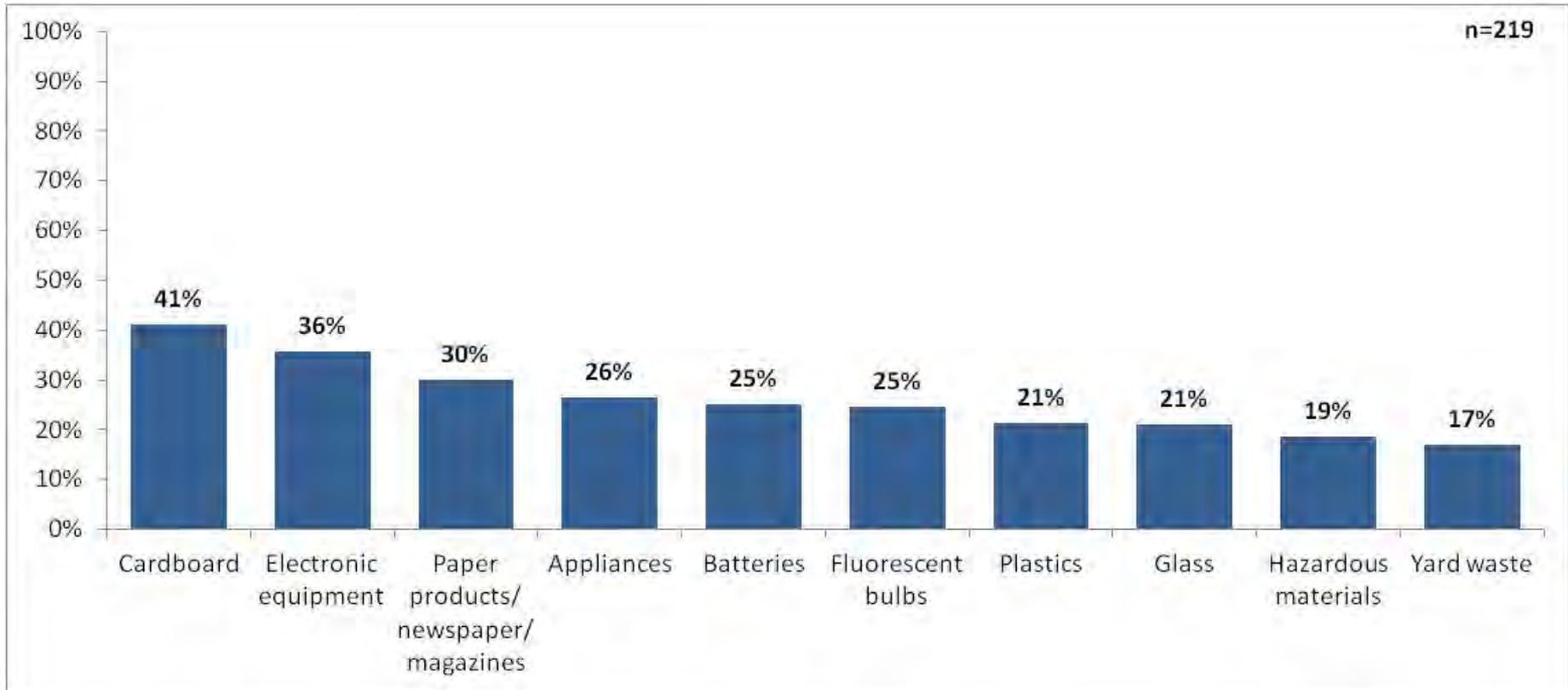
Respondents reported that most properties use their recycling receptacles a great deal, and only a small number don't use their recycling receptacles at least somewhat.



Q7. How well-used are the recycling receptacles or recycling services at the [“property” or “business/organization”]?

Public Drop-off Site Usage

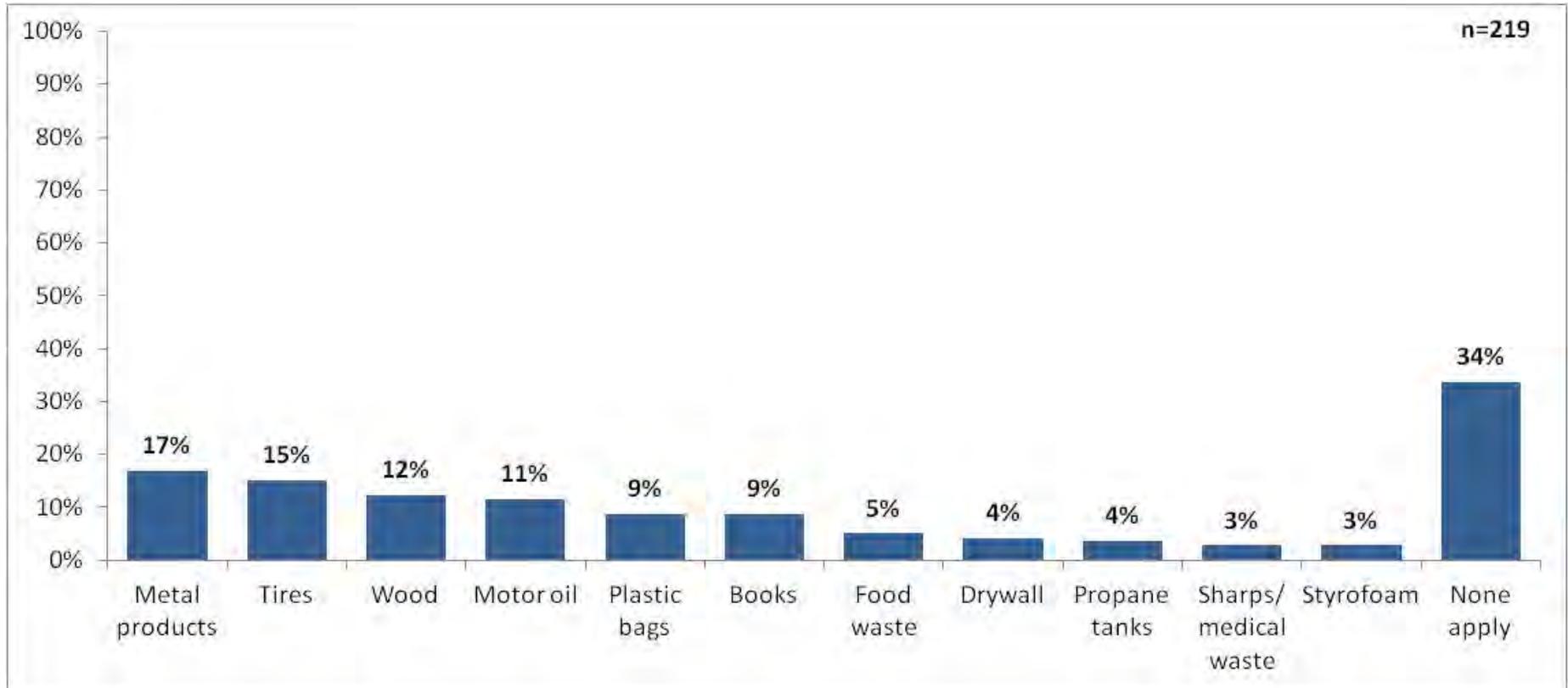
Public drop-off sites were used for recycling a number of different materials.



Q27. Now, we'd like to know what your facility, business or organization **has recycled** at public drop-off sites in Linn County. Select all that apply.

Public Drop-off Site Usage (cont.)

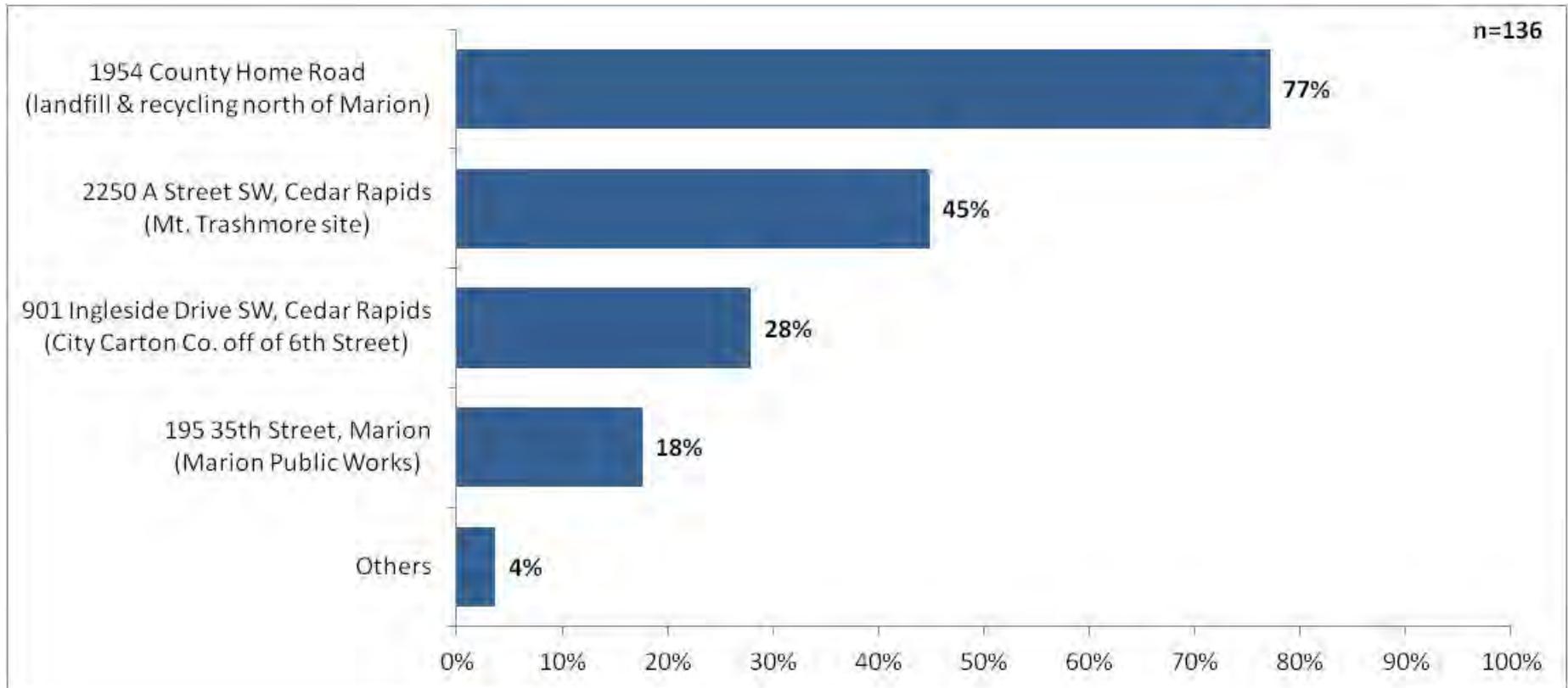
These materials had lower recycling rates and about one-third of respondents did not recycle any of the materials tested in the survey at public drop-off sites.



Q27. Now, we'd like to know what your facility, business or organization **has recycled** at public drop-off sites in Linn County. Select all that apply.

Drop-off Locations' Usage

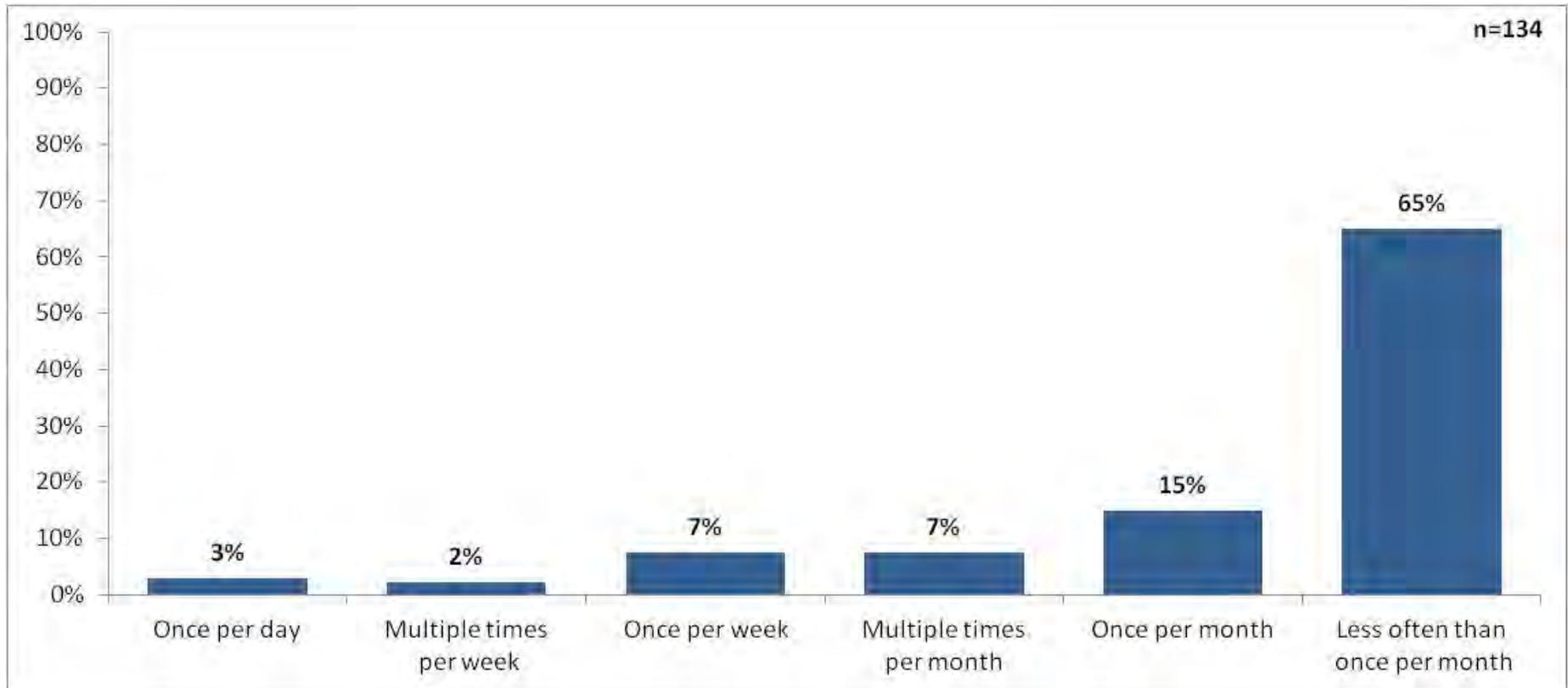
The location on County Home Road was the most popular drop-off site to use.



Q28. Which recycling drop-off site(s) have you or someone else at your company or organization used? Check all that apply.

Frequency of Drop-off Usage

Most companies/organizations used recycling drop-off sites less often than once per month.



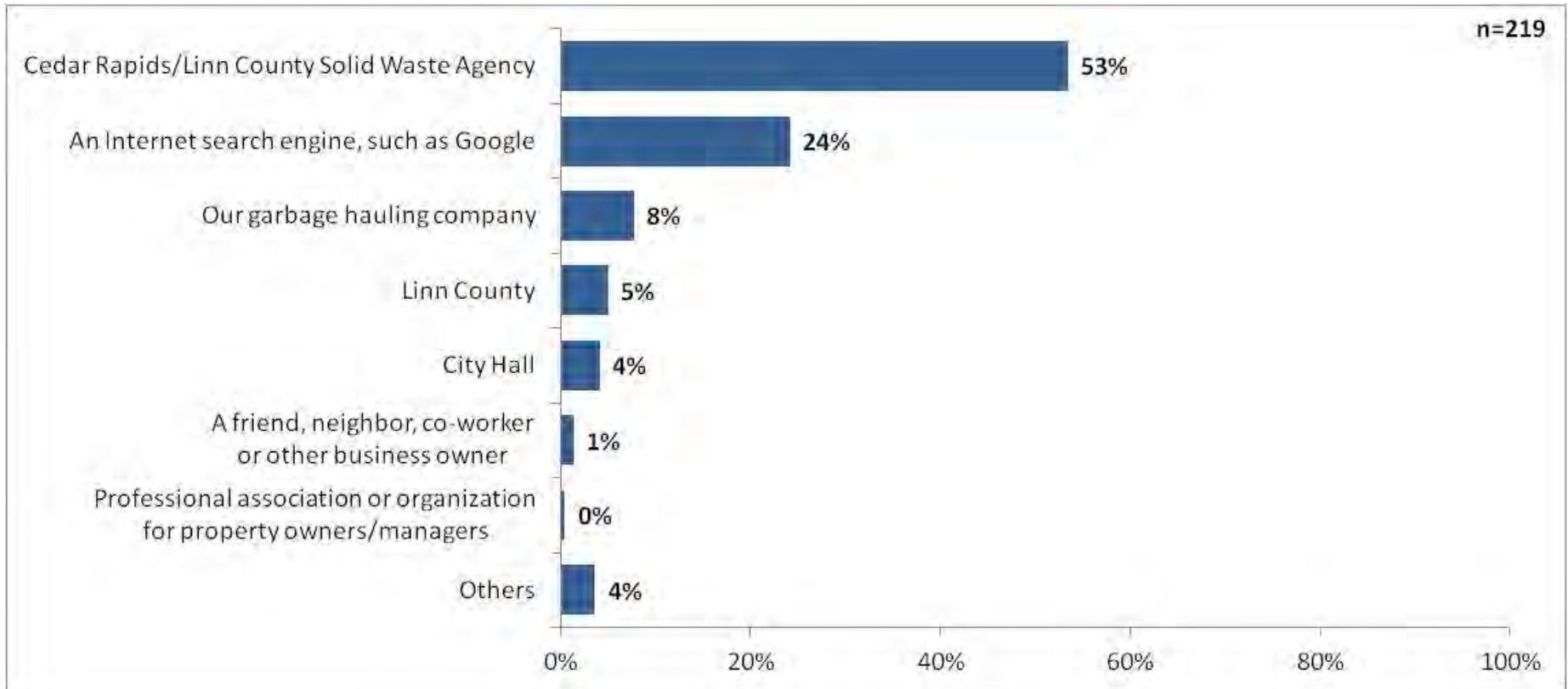
Q29. How often does someone at your company or organization use a recycling drop-off site?

Knowledge

- ▼ Information Searching
- ▼ Method of Information Searching
- ▼ Knowledge of the Cedar Rapids/Linn County Solid Waste Agency
- ▼ Knowledge of Solid Waste Agency Activities (unaided)
- ▼ Knowledge of Solid Waste Agency Activities (aided)
- ▼ Usage of Solid Waste Agency Offerings
- ▼ Interaction with Solid Waste Agency
- ▼ Opinions of Solid Waste Agency
- ▼ Banned Trash
- ▼ Recyclable Materials
- ▼ Compostable Materials
- ▼ Food Waste Composting
- ▼ Resource Recovery

Information Searching

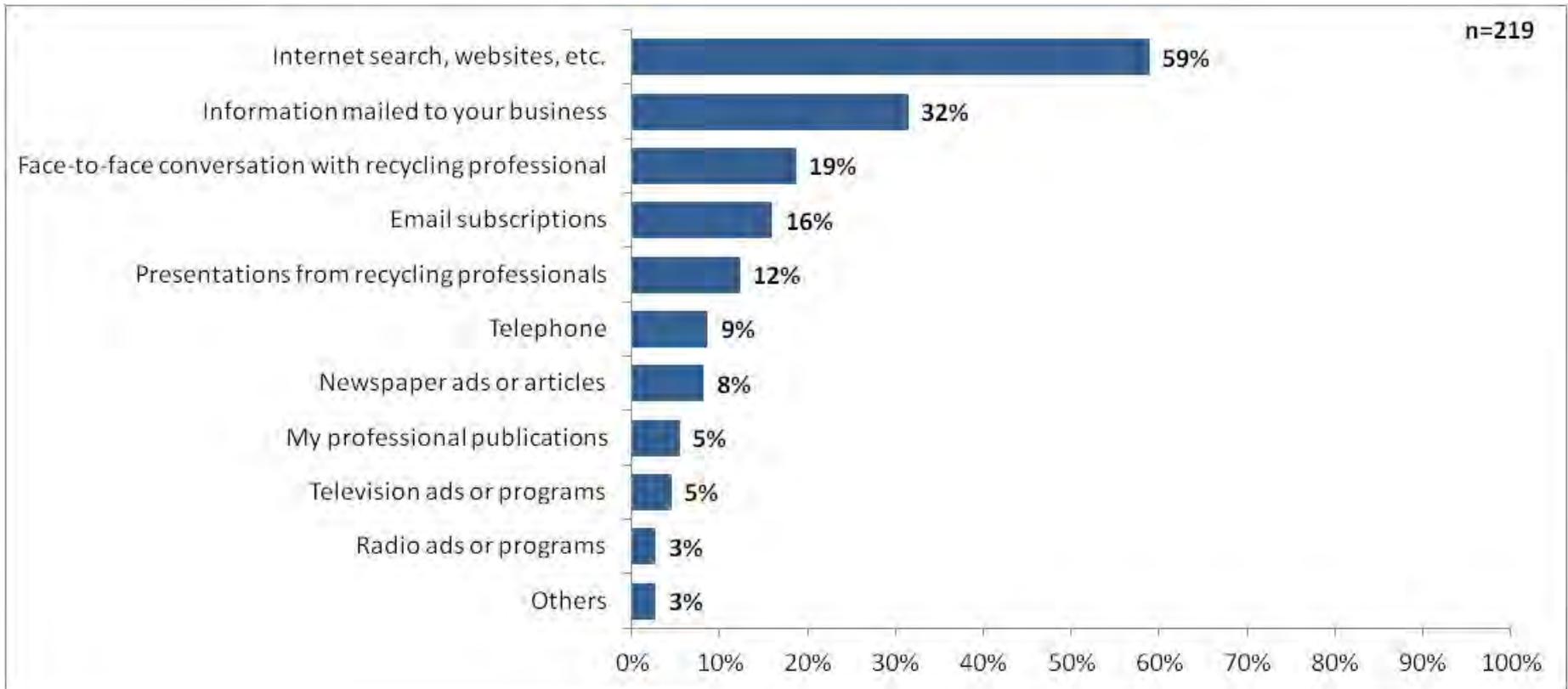
The Solid Waste Agency was the most popular source of information, followed by seeking information using an Internet search.



Q17. If you wanted to learn more about recycling programs in the property's area, where would you go first for information?

Method of Information Searching

The Internet was the most popular method of learning about recycling and waste reduction.



Q18. To learn about recycling and waste reduction, which method(s) are you most likely to use? **Choose up to two.**

Knowledge of the Cedar Rapids/Linn County Solid Waste Agency

Most people were unable to think of the correct name of the Agency and as many were at least near the correct name as were completely unaware.

| Category | Frequency |
|---|-----------|
| Don't know | 70 |
| Linn County Solid Waste Agency | 37 |
| Other | 28 |
| Blue Stem | 28 |
| Solid Waste Agency | 23 |
| City | 21 |
| Cedar Rapids/Linn County Solid Waste Agency | 9 |
| Linn County | 8 |
| County supervisor | 8 |

Q16. In Linn County, which organization is responsible for providing leadership in recycling and other landfill diversion programs?

Knowledge of Solid Waste Agency Activities (unaided)

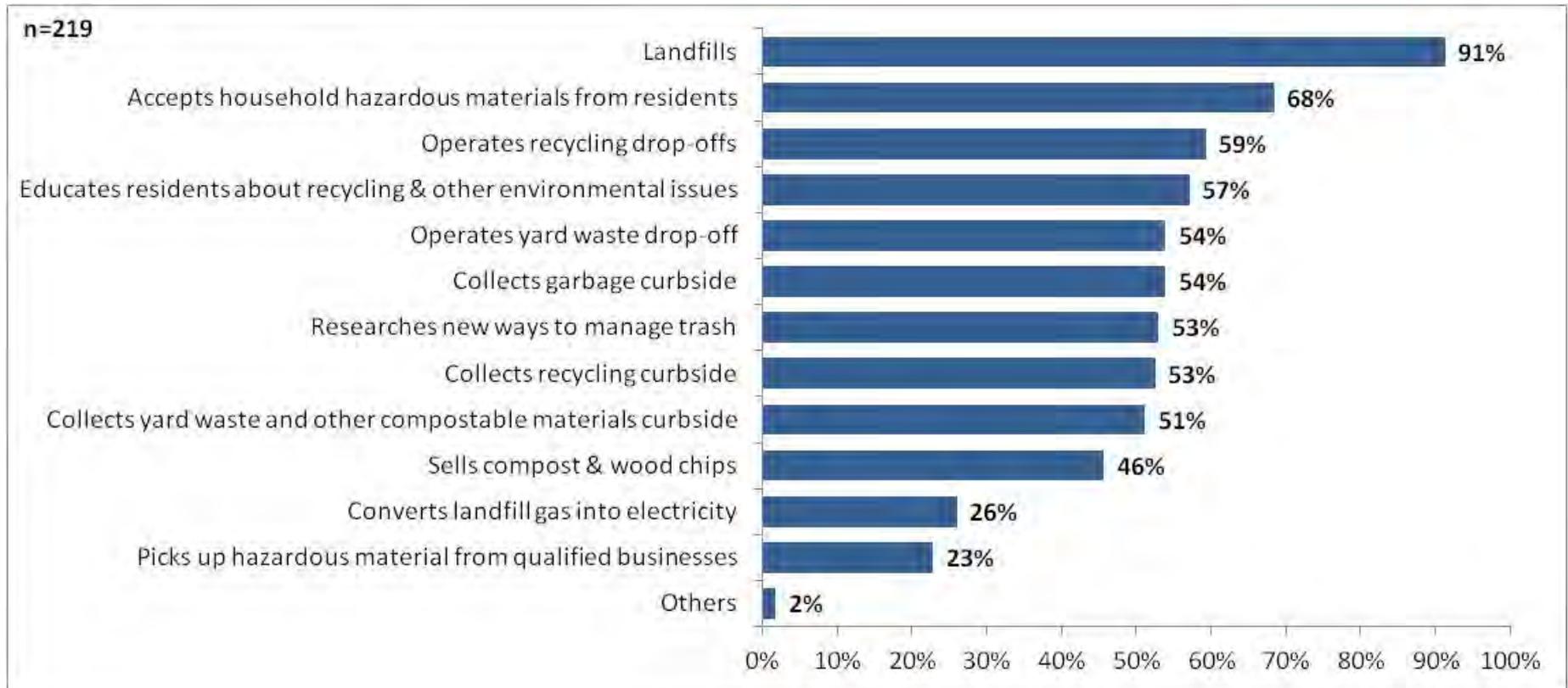
Most people were under the impression that the Agency picks up solid waste and recyclables, but many understood that the Agency manages the facilities and has some other programs.

| Category | Frequency |
|----------------------------|-----------|
| Manage waste | 117 |
| Manage recycling | 114 |
| Manage disposal facilities | 58 |
| Other | 28 |
| Composting | 18 |
| Educate | 17 |
| Don't know | 12 |

Q19. To the best of your knowledge, what does the Cedar Rapids/Linn County Solid Waste Agency do?

Knowledge of Solid Waste Agency Activities (aided)

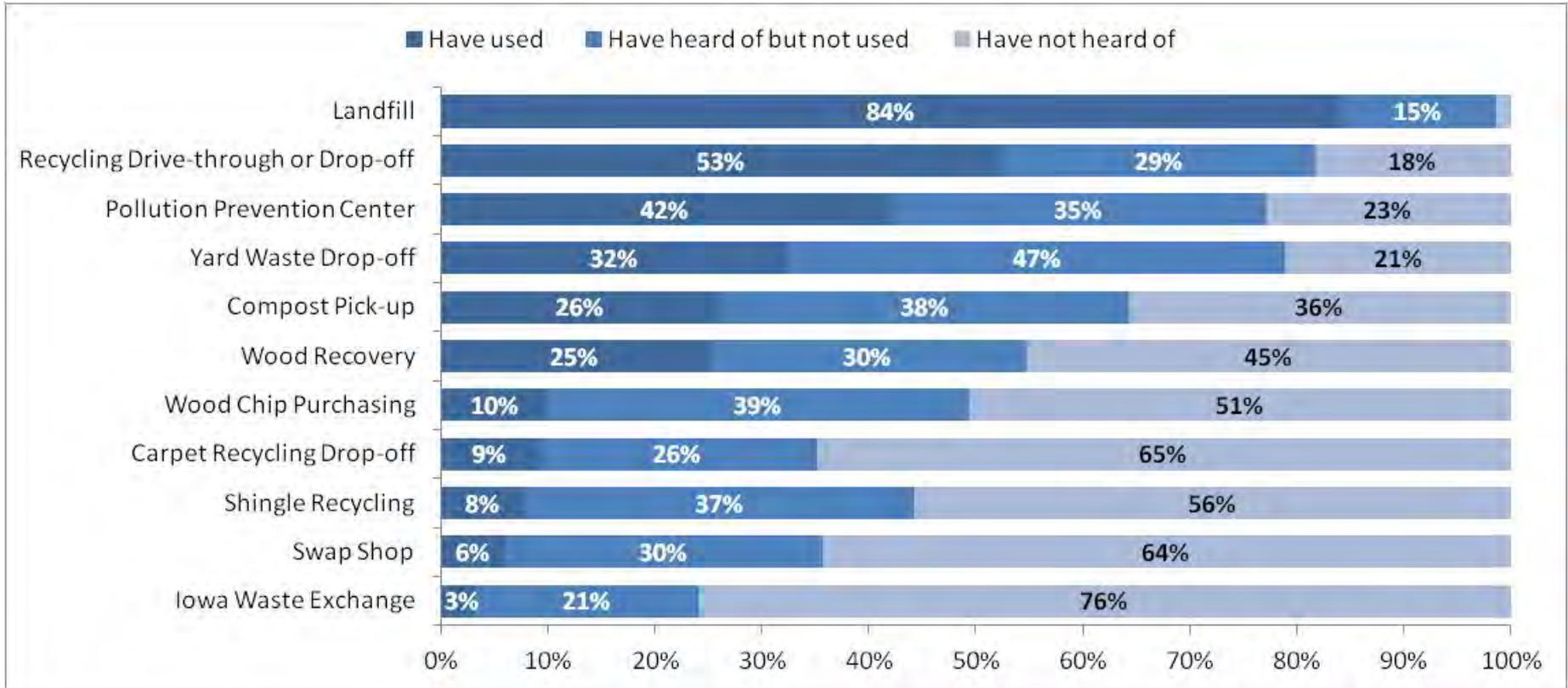
Nearly all respondents knew that the Solid Waste Agency runs the landfill, but most did not know about gas-to-electricity conversion or hazardous material pick-up services.



Q20. To the best of your knowledge, which of the following applies to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Usage of Solid Waste Agency Offerings

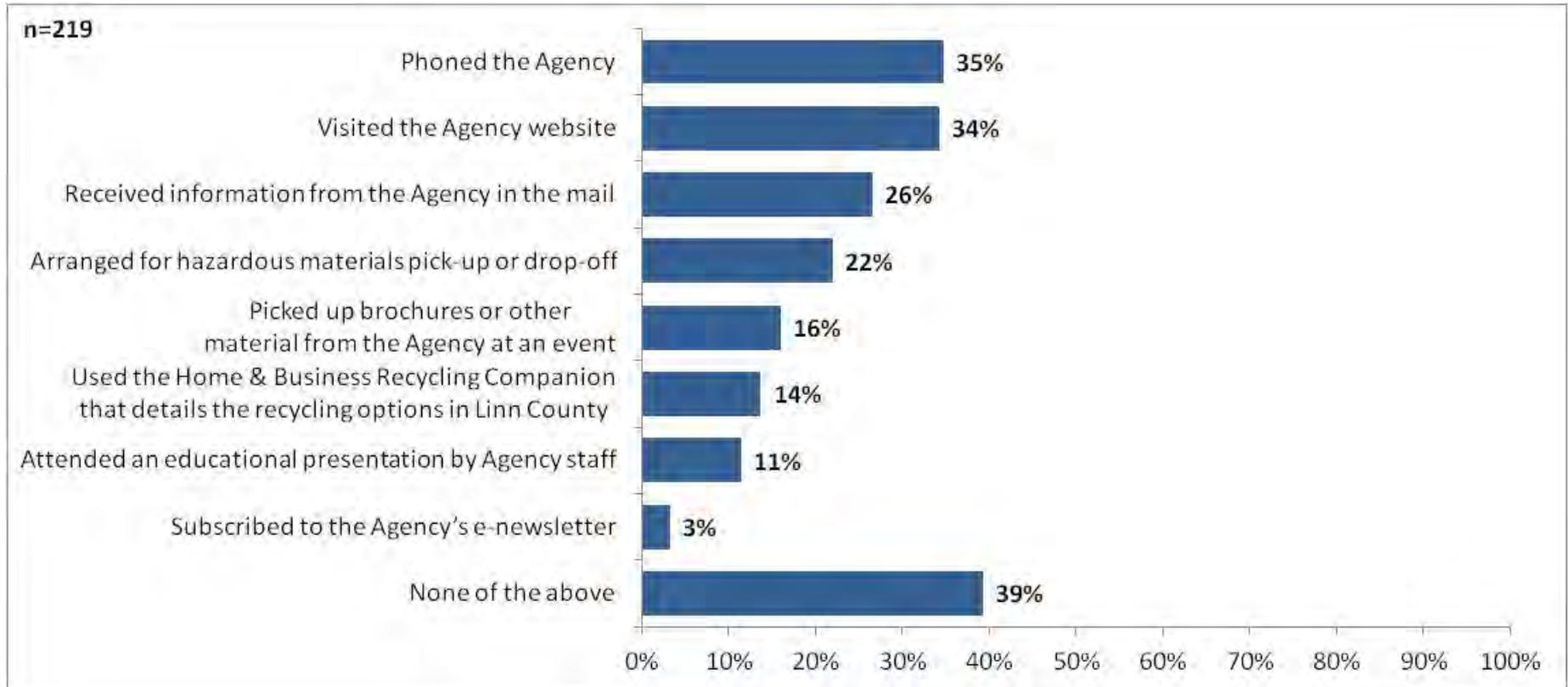
The majority had no prior knowledge or usage of the Iowa Waste Exchange, Swap Shop, Shingle Recycling or Carpet Recycling Drop-off.



Q22. Which of the following Cedar Rapids/Linn County Solid Waste Agency services have you used in the past?

Interaction with Solid Waste Agency

Interactions were typically on the phone or online, but a large portion of the sample had not interacted at all with the Solid Waste Agency.



Q23. With regard to Cedar Rapids/Linn County Solid Waste Agency, which of the following have you or personnel at your business/organization done? Select all that apply.

Opinions of Solid Waste Agency

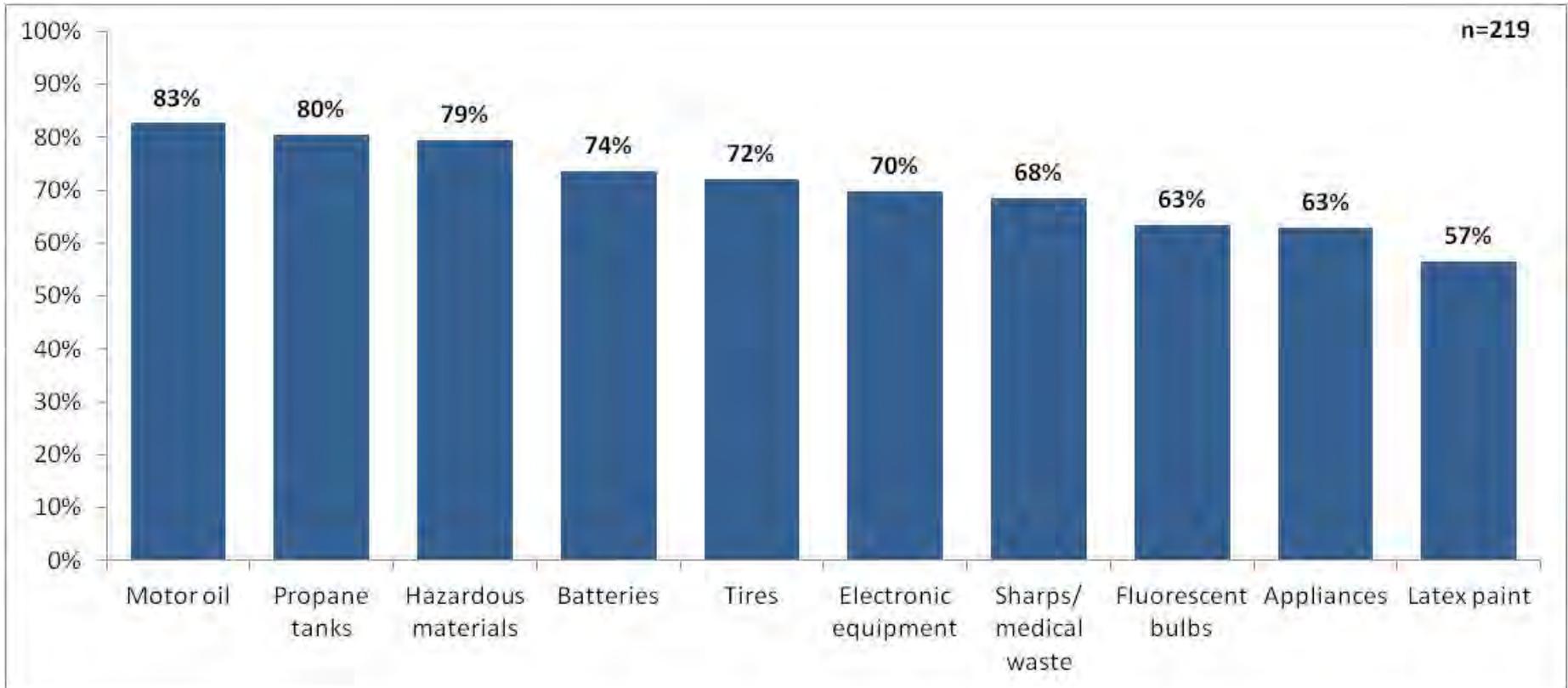
Over half of those who had an opinion of the Agency had positive opinions.

| Category | Frequency |
|-----------------------|-----------|
| Positive | 112 |
| Don't know/no opinion | 48 |
| Communication lacking | 29 |
| Needs improvement | 18 |
| Other | 17 |
| Negative | 12 |
| Neutral | 8 |

Q24. What is your opinion of the Cedar Rapids/Linn County Solid Waste Agency and its programs?

Banned Trash

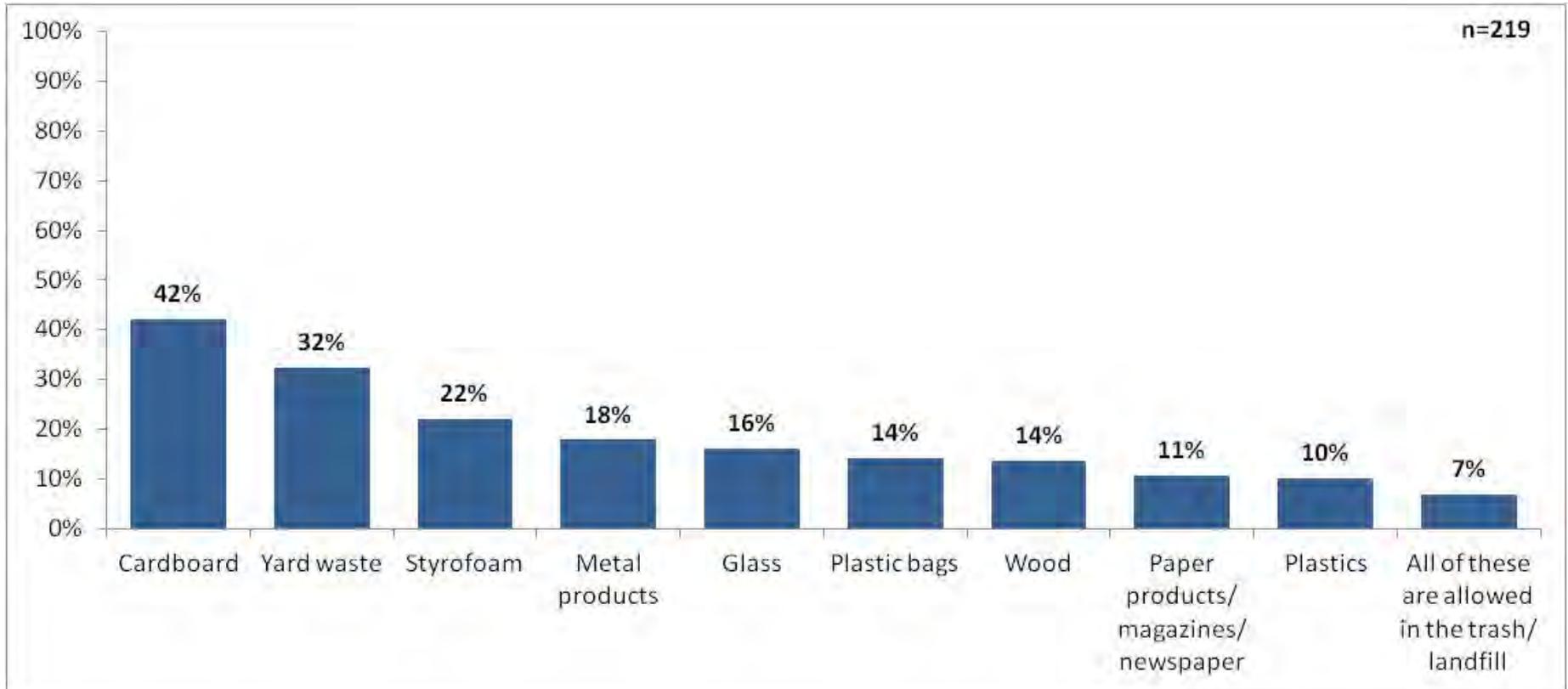
Most knew that these items are banned from being discarded with regular trash.



Q25. For industries, businesses and institutions, which of the following items are ***not allowed*** to be placed in the trash and landfilled in Linn County? Select all that apply.

Banned Trash (cont.)

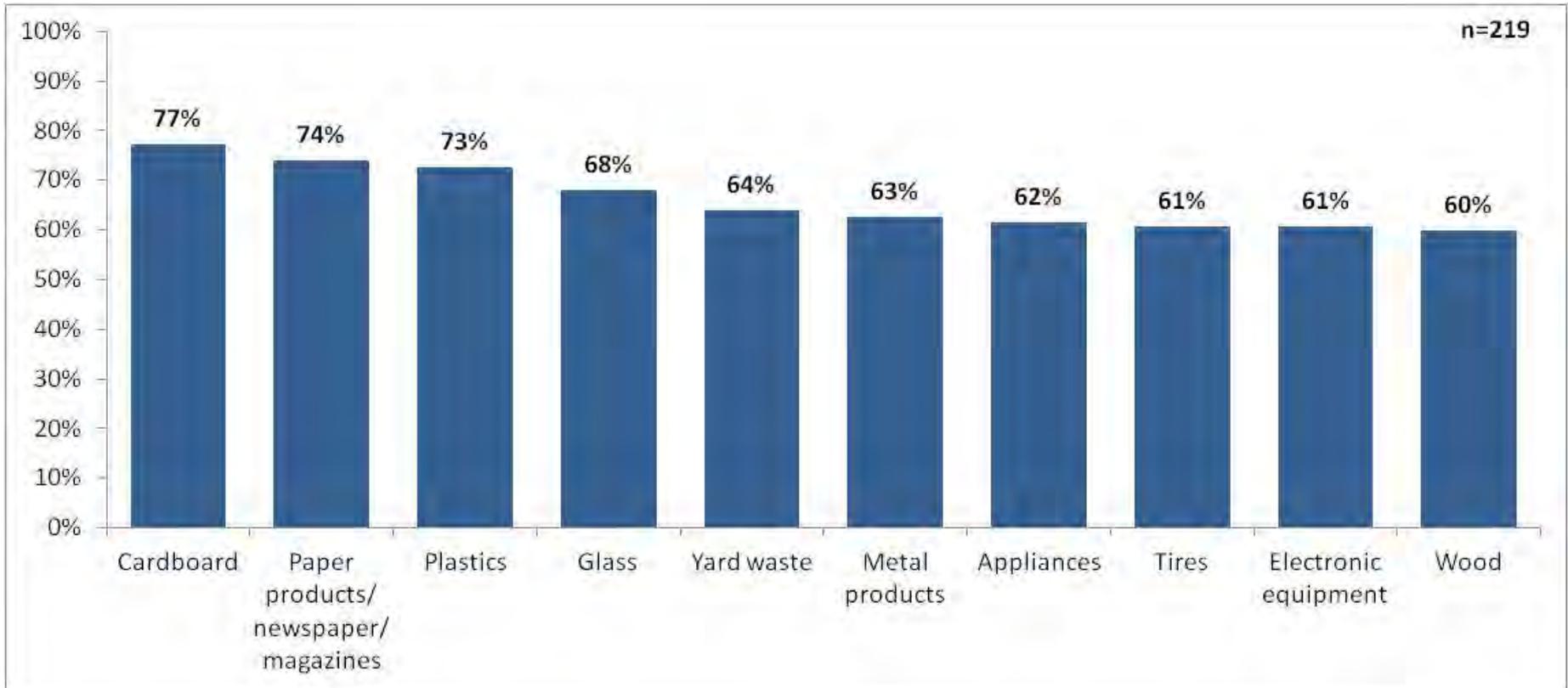
Most respondents believed these items are not banned from the landfill and a small percentage of respondents thought all the items tested in the survey are allowed in the landfill.



Q25. For industries, businesses and institutions, which of the following items are ***not allowed*** to be placed in the trash and landfilled in Linn County? Select all that apply.

Recyclable Materials

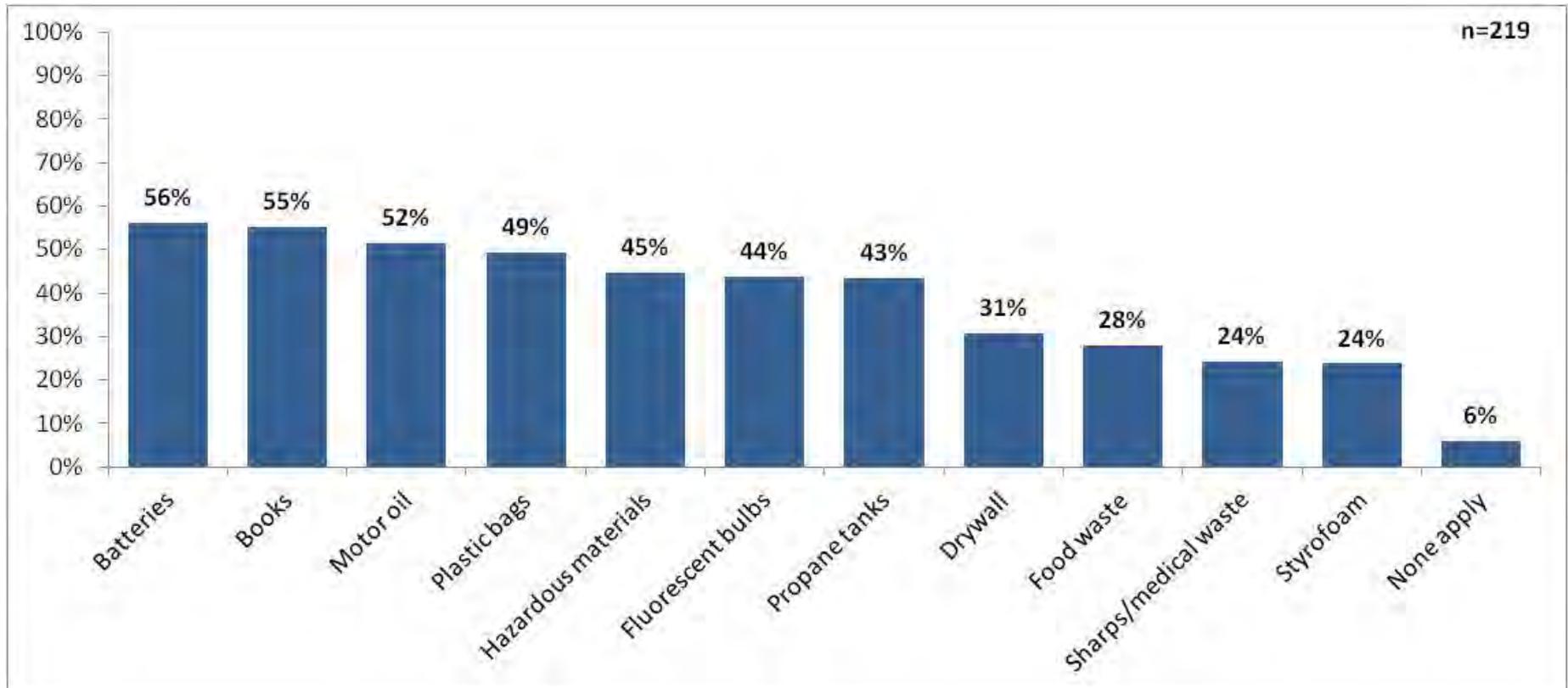
Most respondents knew that these materials were recyclable at public drop-off sites.



Q26. Which of the following items **can be recycled** by industries, businesses and institutions at public drop-off sites in Linn County? Select all that apply.

Recyclable Materials (cont.)

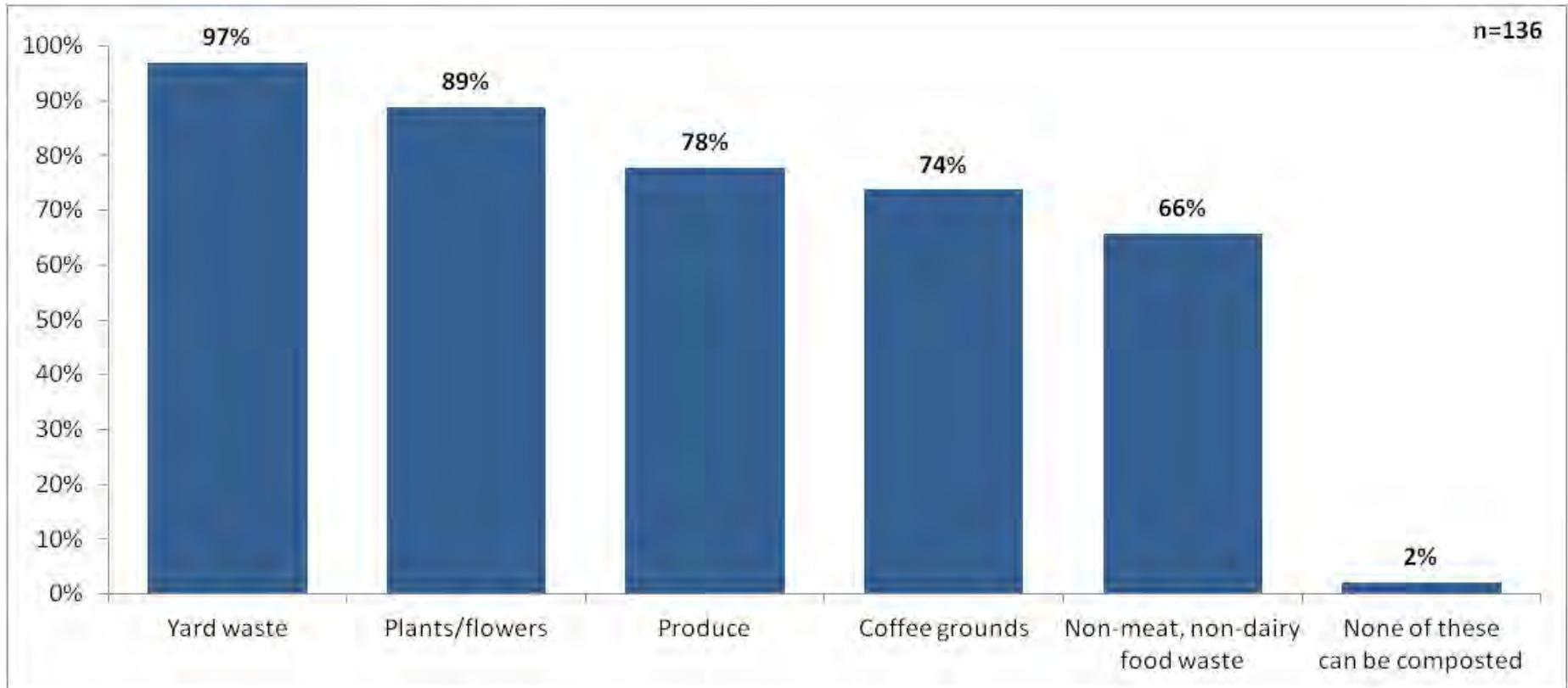
There was a mixture of understanding about whether these materials could be recycled.



Q26. Which of the following items **can be recycled** by industries, businesses and institutions at public drop-off sites in Linn County? Select all that apply.

Compostable Materials

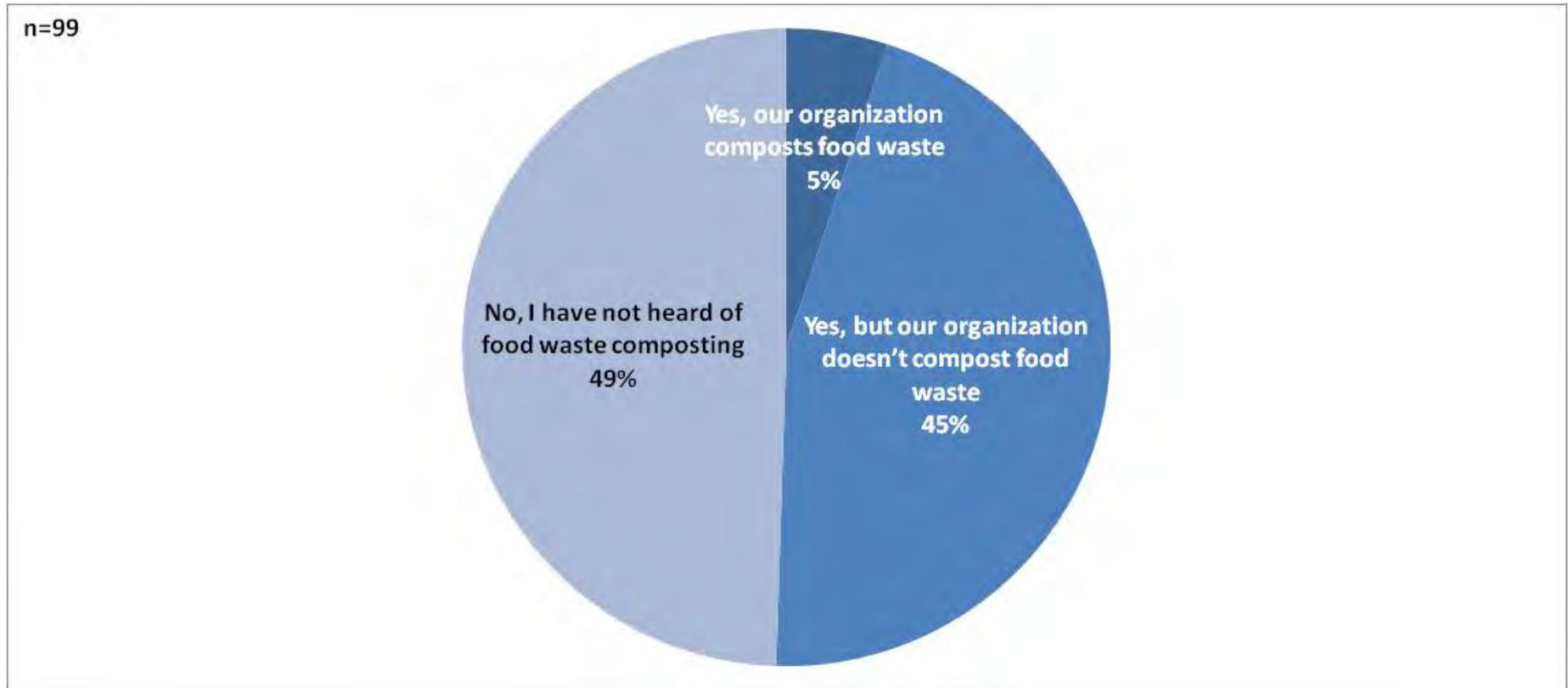
Most respondents understood these materials to be compostable.



Q30. From the list below, which items are accepted for composting in Linn County? Select all that apply.

Food Waste Composting

Of the organizations which have food waste, only a small percentage compost it and half have never heard of food waste composting.



Q31. Are you aware of food waste composting opportunities in Linn County?

Resource Recovery

Most believed resource recovery has to do with reusing or recycling items.

| Category | Frequency |
|--------------------------|-----------|
| Reuse items | 83 |
| Recycling | 77 |
| Don't know | 39 |
| Turn waste into resource | 28 |
| Other | 19 |

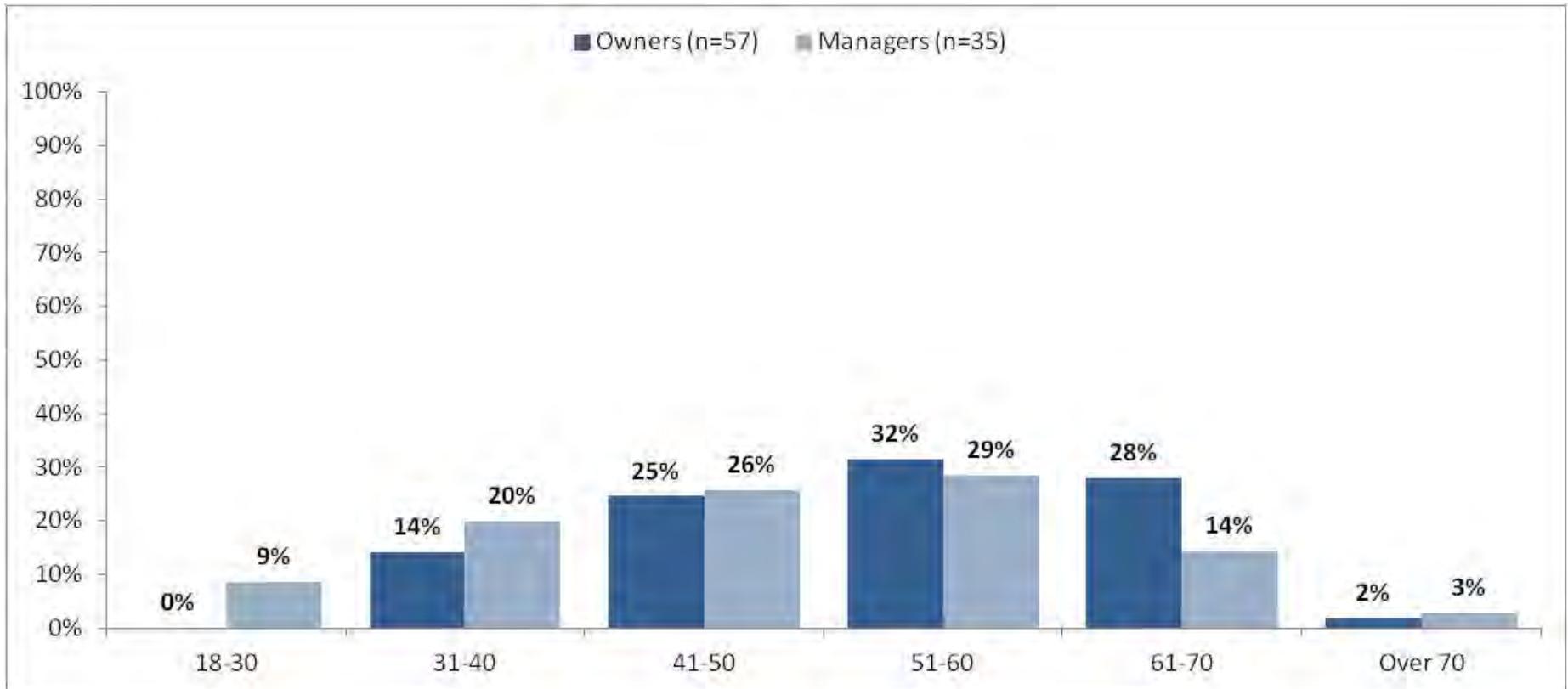
Q21. What does the phrase “resource recovery” mean to you?

Differences Between Owners and Managers of Industrial/Commercial/Institutional/Rental Property

- ▼ Age
- ▼ Number of Employees
- ▼ Reasons for Recycling
- ▼ Recycling and Composting Challenges
- ▼ Frequency of Garbage Pick-up
- ▼ Discarded Materials
- ▼ Recycling Availability
- ▼ Public Drop-off Site Usage
- ▼ Method of Information Searching
- ▼ Knowledge of Solid Waste Agency Activities
- ▼ Usage of Solid Waste Agency Offerings
- ▼ Interaction with Solid Waste Agency
- ▼ Recyclable Materials

Age Owners vs Managers

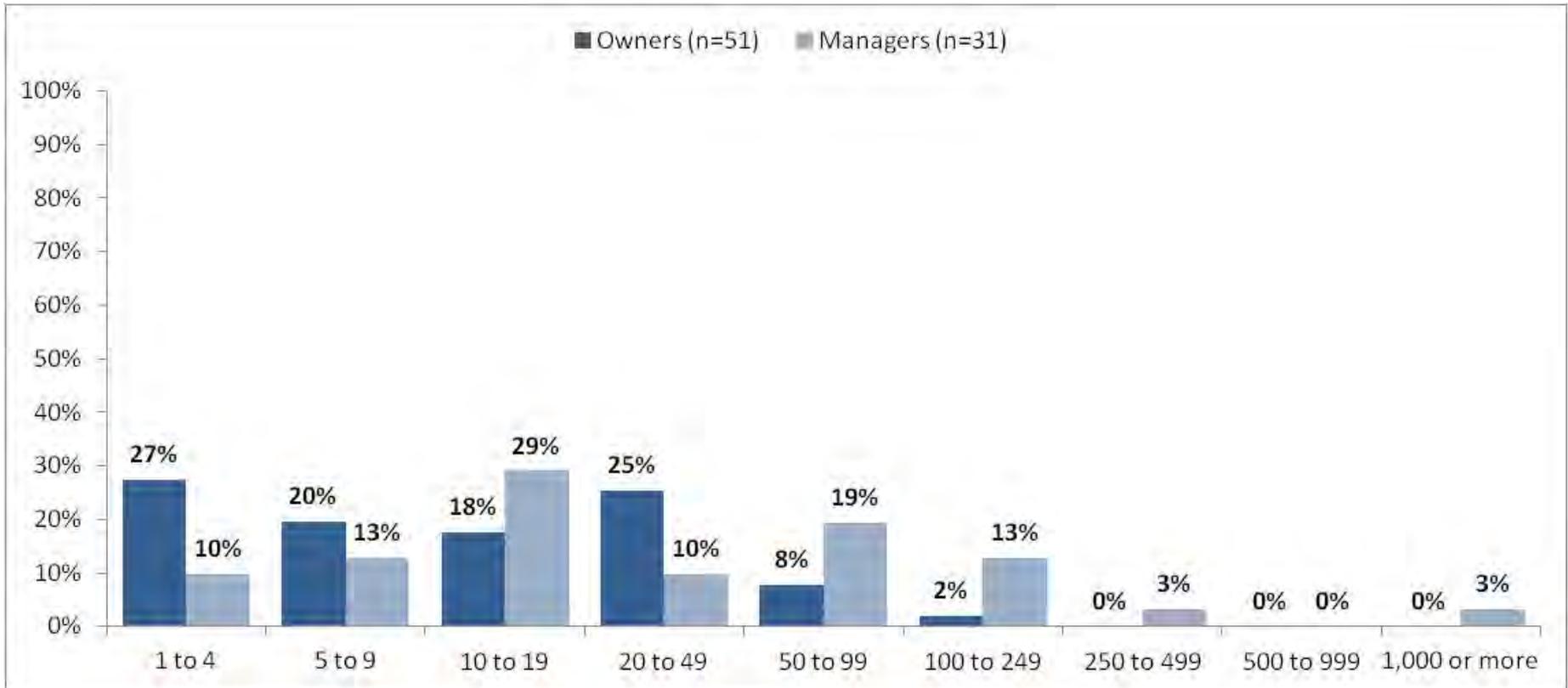
Owners were older than managers, on average.



S5. Which of the following age ranges do you fall into?

Number of Employees Owners vs Managers

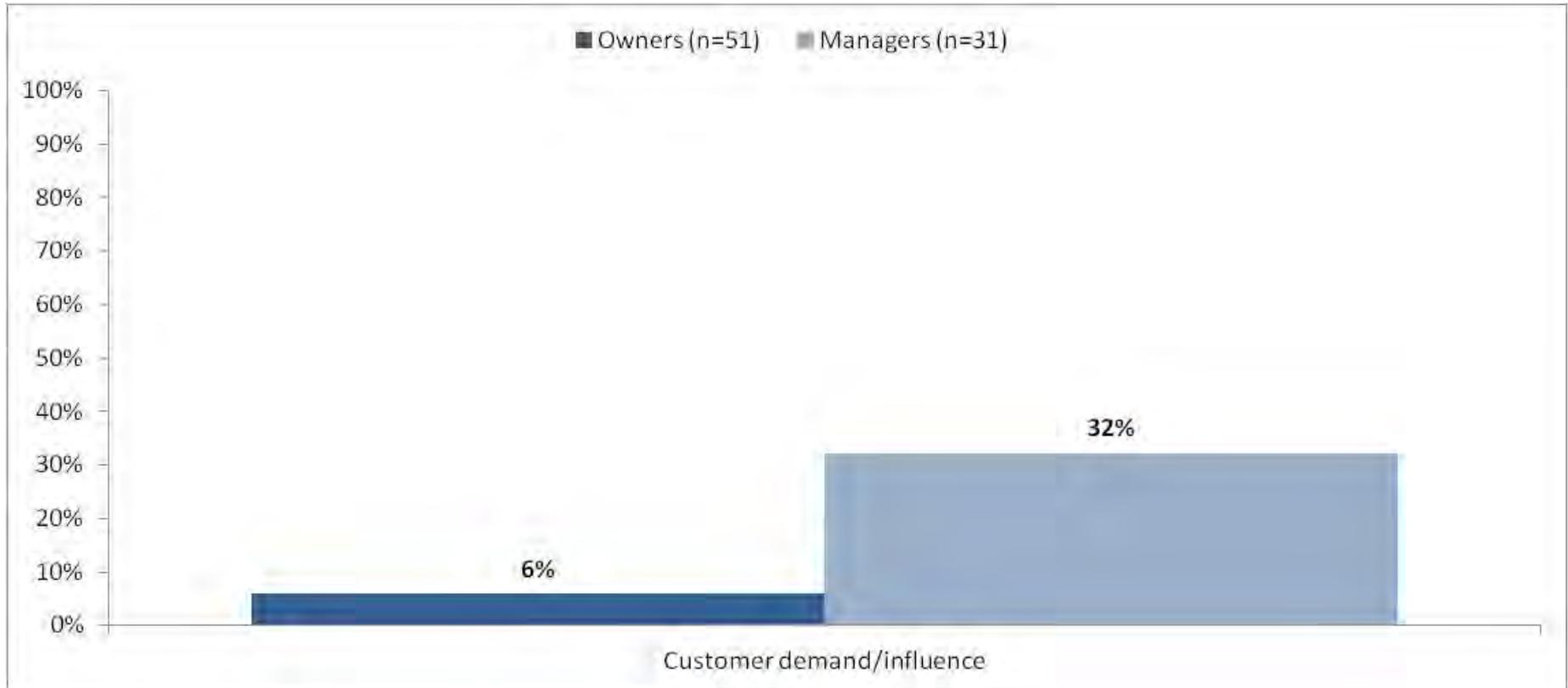
Owners handled smaller buildings/businesses/organizations than managers.



Q4. How many employees work in the building/business/organization you own/manage?

Reasons for Recycling Owners vs Managers

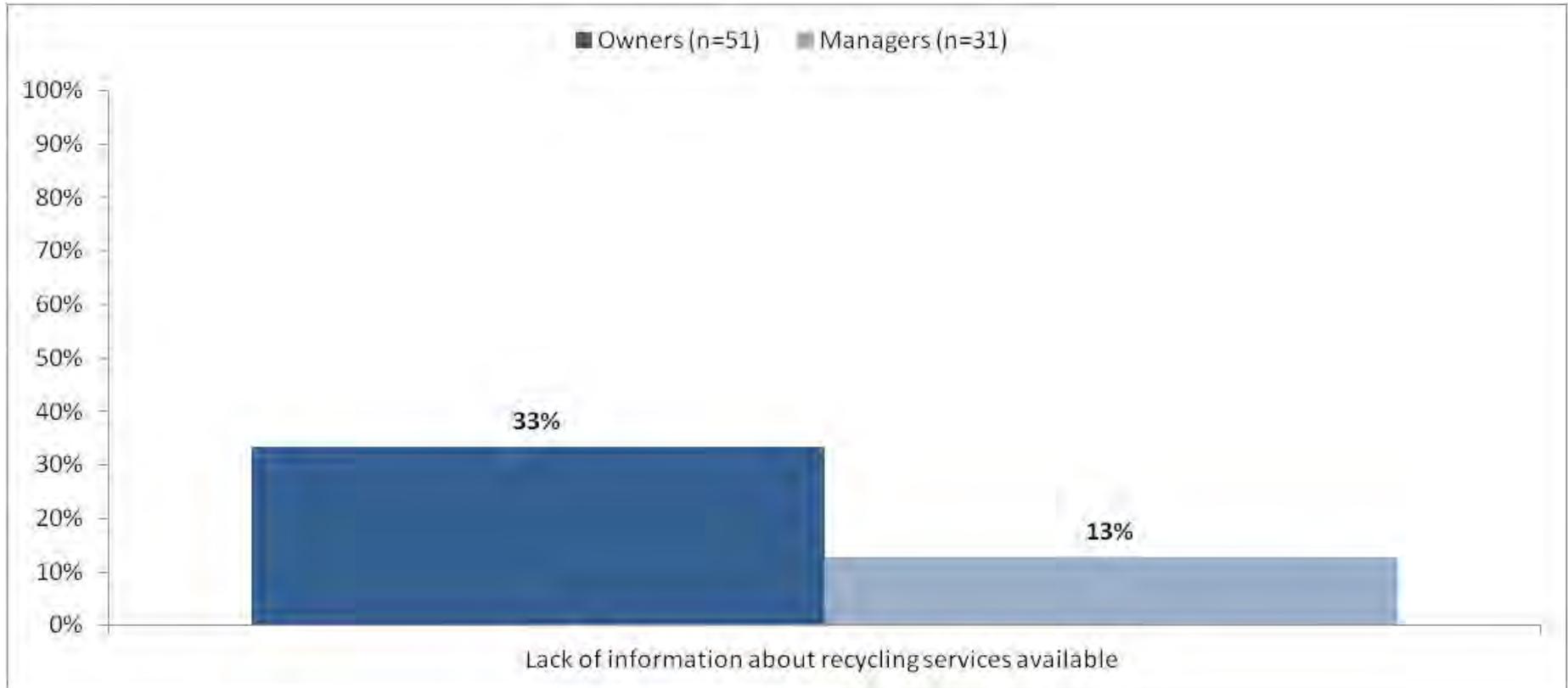
Managers cited customer demand/influence as more of an impact on their business'/organization's recycling habits.



Q9. What are the reasons that you and others at your business/organization recycle? Select all that apply.

Recycling and Composting Challenges Owners vs Managers

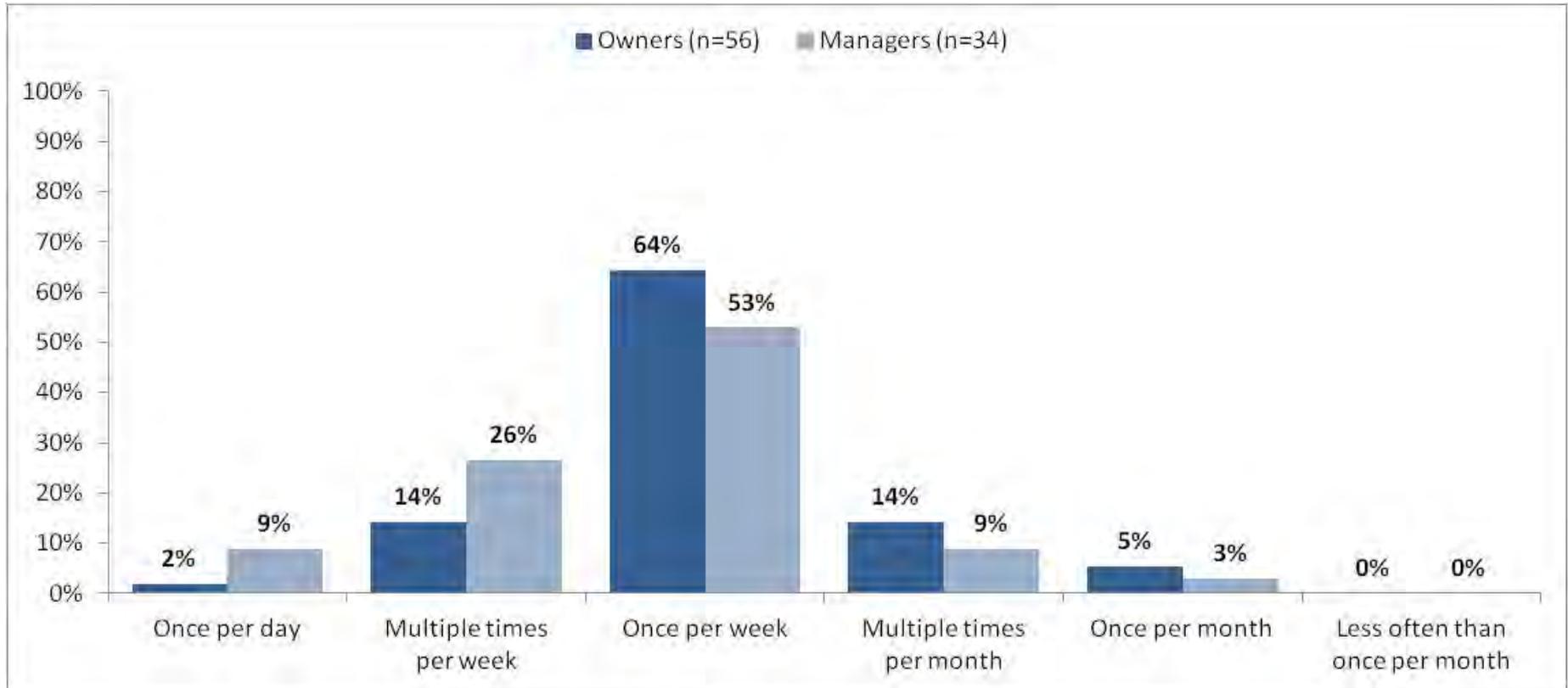
Owners were more likely to cite lack of information about recycling services available as a challenge for their organizations to recycle.



Q10. Which of the following create a challenge for your organization to recycle? Select all that apply.

Frequency of Garbage Pick-up Owners vs Managers

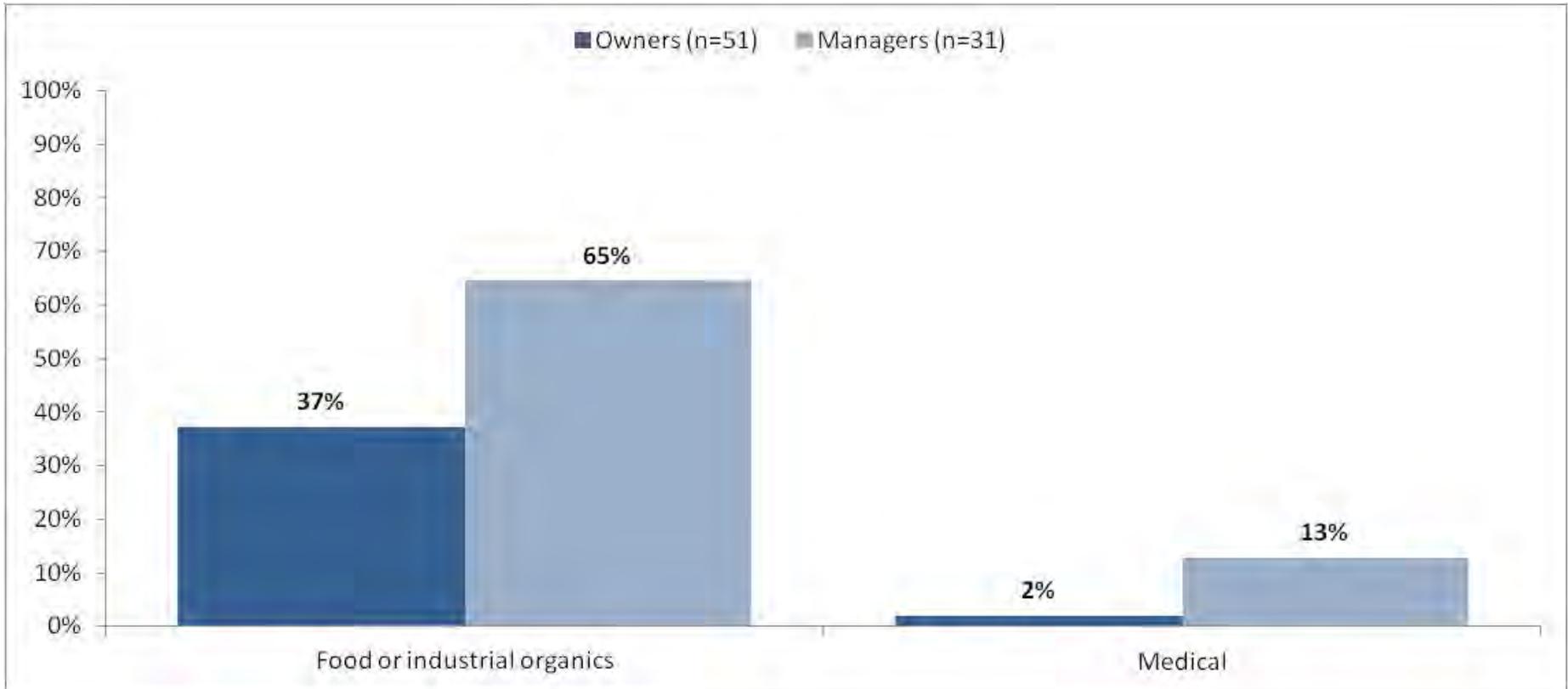
The owners responding to the survey worked at properties with less frequent garbage pick-up, on average, than properties which had managers responding to the survey.



Q12. How often is **garbage** picked up at the property?

Discarded Materials Owners vs Managers

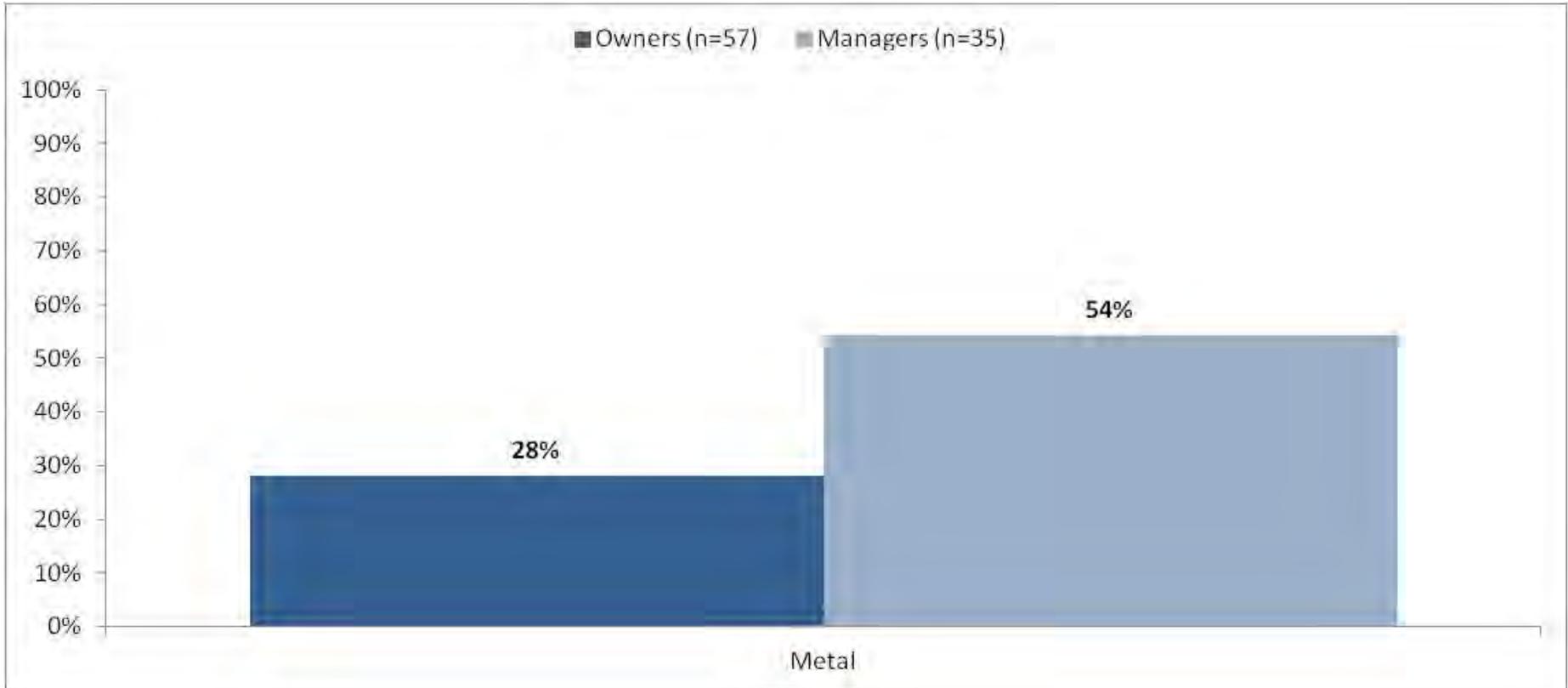
Managers were more likely than owners to work at properties that had food/industrial organics or medical waste.



Q5. To the best of your knowledge, what types of materials are discarded (either in the regular trash or by recycling) [**“at this property” or “by your business/organization”**]? Select all that apply.

Recycling Availability Owners vs Managers

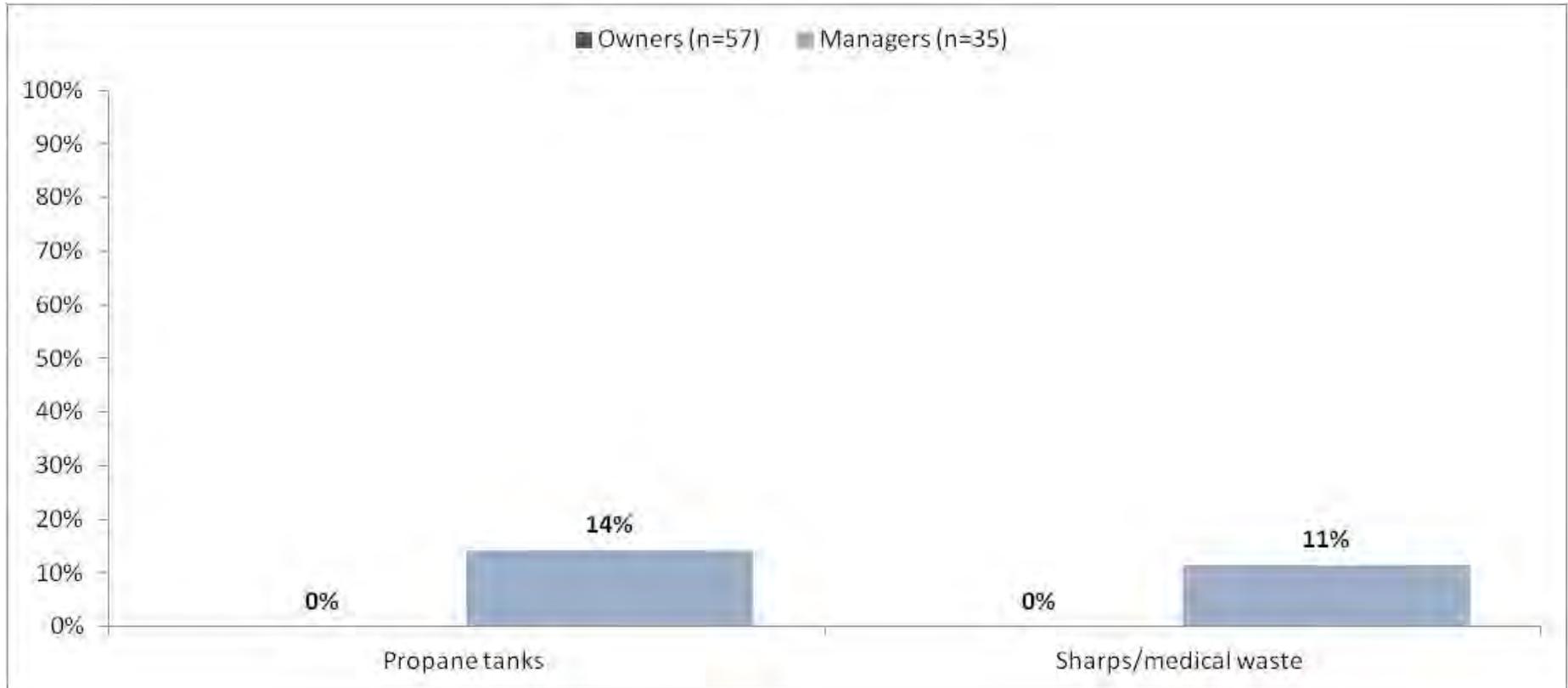
Managers were more likely than owners to work at properties that had metal recycling available.



Q6. Which materials have recycling receptacles available to ["tenants on the property site that you own or manage?" or "employees on the property site where you work?"]

Public Drop-off Site Usage Owners vs Managers

Managers were more likely than owners to work at a facility which had recycled propane tanks or sharps/medical waste.

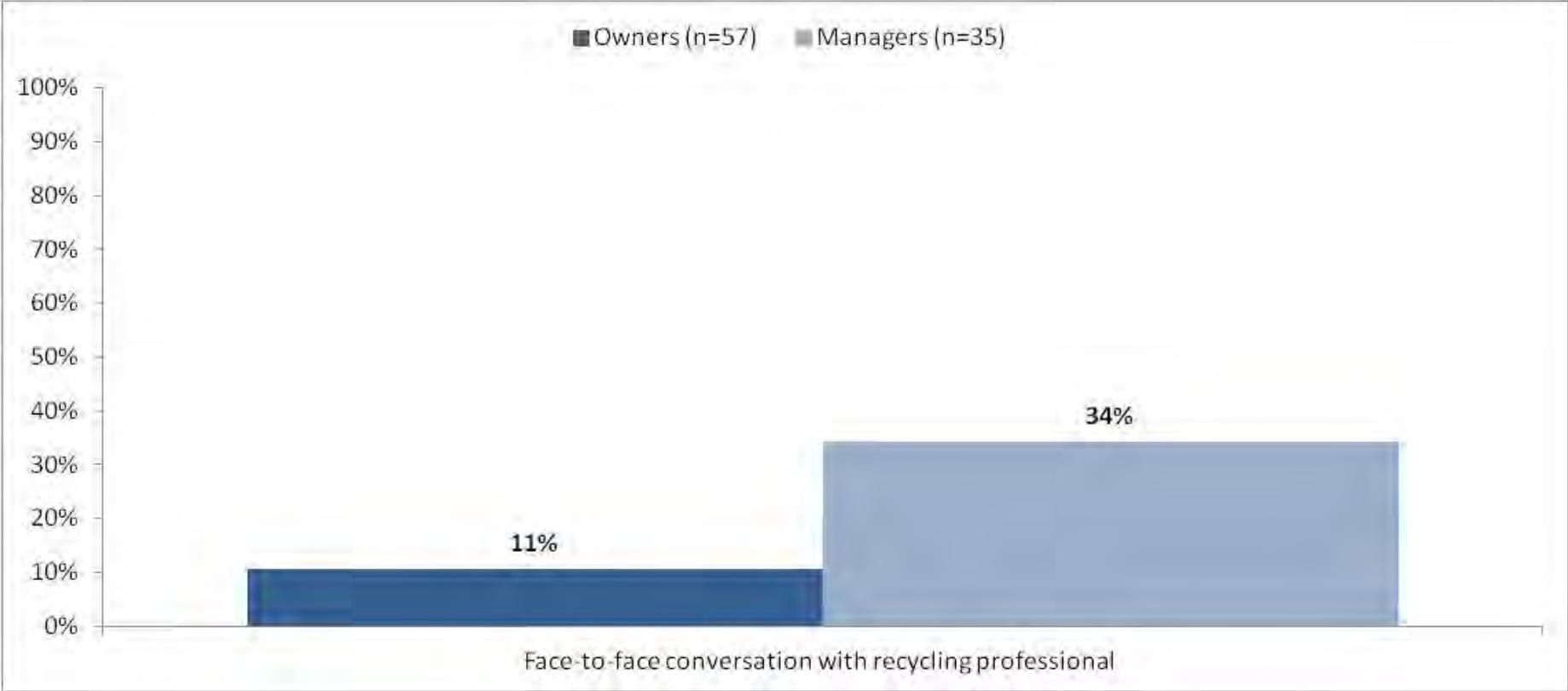


Q27. Now, we'd like to know what your facility, business or organization **has recycled** at public drop-off sites in Linn County. Select all that apply.

Method of Information Searching

Owners vs Managers

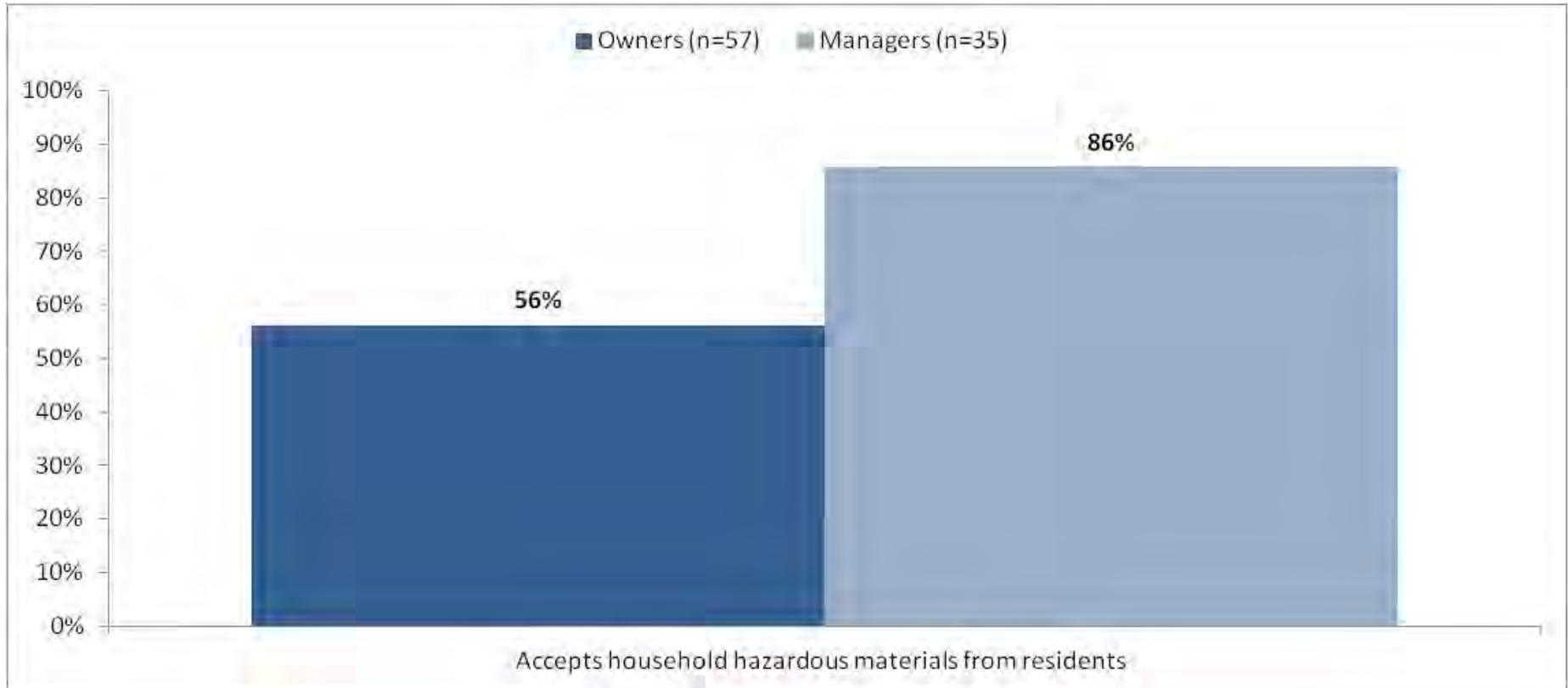
Managers were more likely than owners to have in-person conversations with recycling professionals in order to learn about recycling and waste reduction.



Q18. To learn about recycling and waste reduction, which method(s) are you most likely to use? **Choose up to two.**

Knowledge of Solid Waste Agency Activities Owners vs Managers

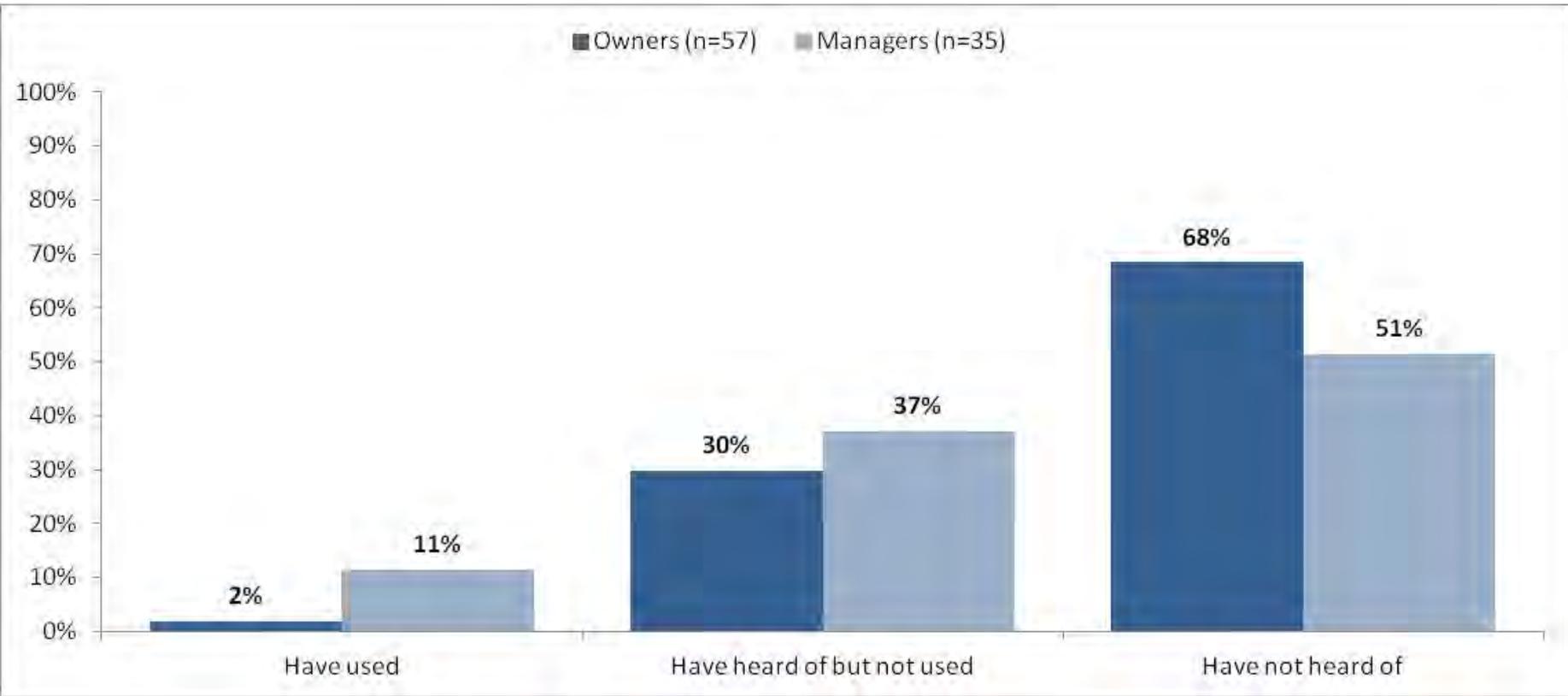
Managers were more likely than owners to know that the Solid Waste Agency accepts household hazardous materials from residents.



Q20. To the best of your knowledge, which of the following applies to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Usage of Solid Waste Agency Offerings – Swap Shop Owners vs Managers

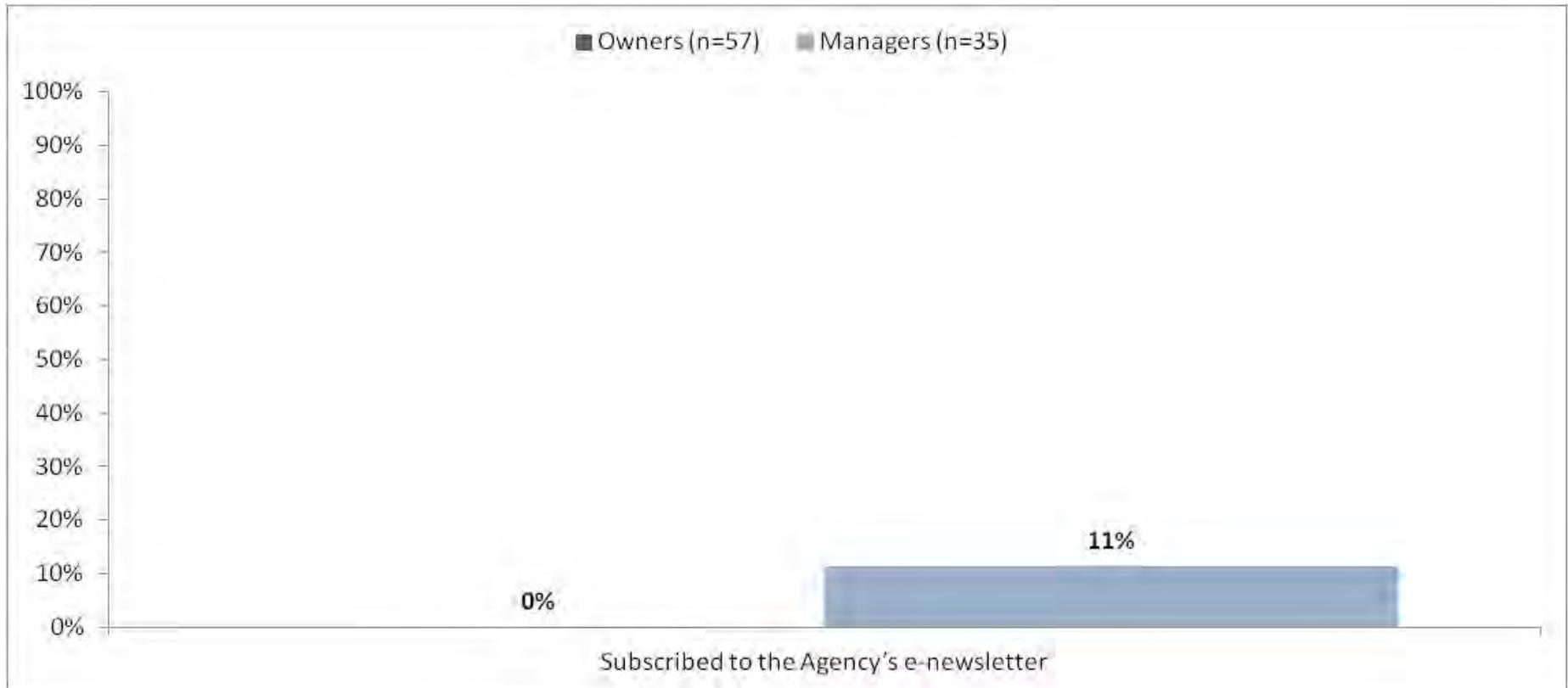
Managers were more likely than owners to have used or at least heard of the Swap Shop.



Q22. Which of the following Cedar Rapids/Linn County Solid Waste Agency services have you used in the past?

Interaction with Solid Waste Agency Owners vs Managers

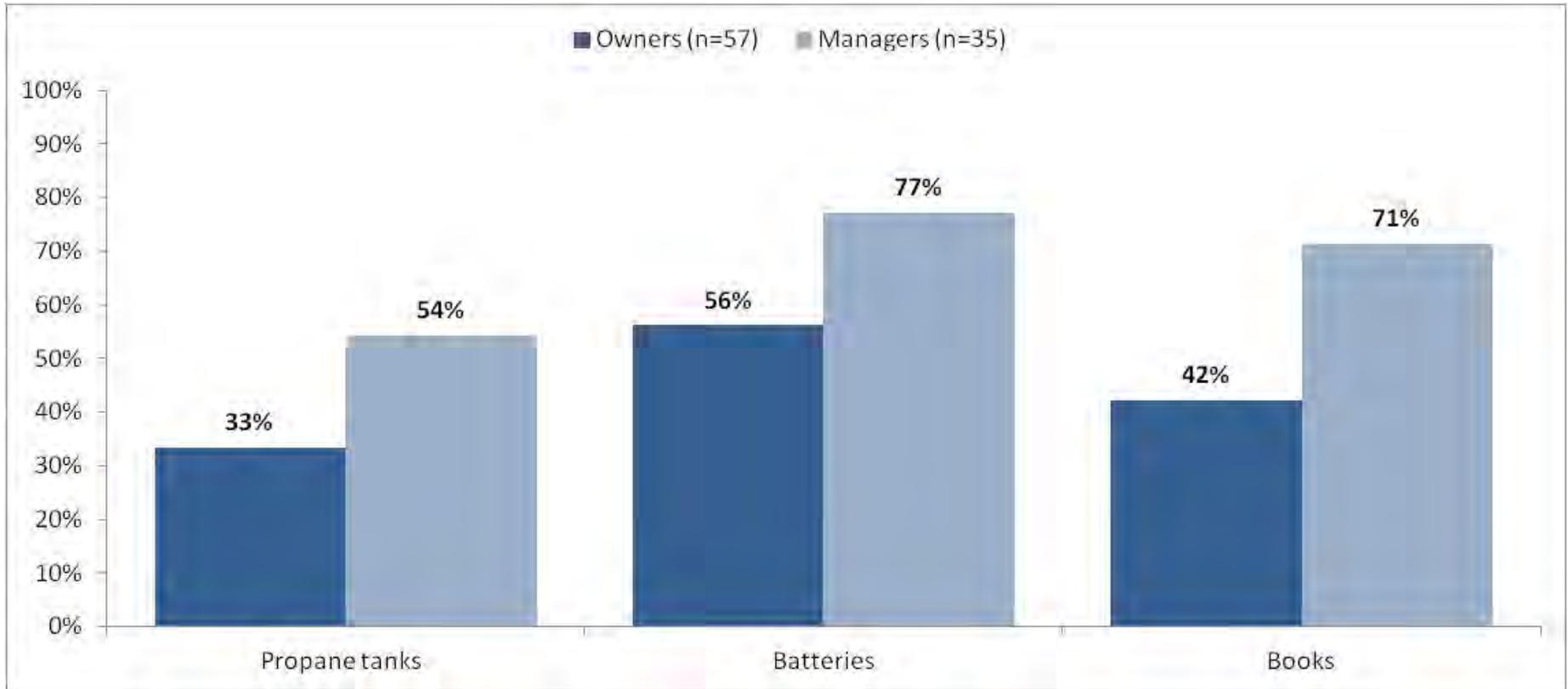
Managers were more likely than owners to have subscribed to the Agency's e-newsletter.



Q23. With regard to Cedar Rapids/Linn County Solid Waste Agency, which of the following have you or personnel at your business/organization done? Select all that apply.

Recyclable Materials Owners vs Managers

Managers were more likely than owners to know that propane tanks, batteries and books are recyclable at public drop-off sites.



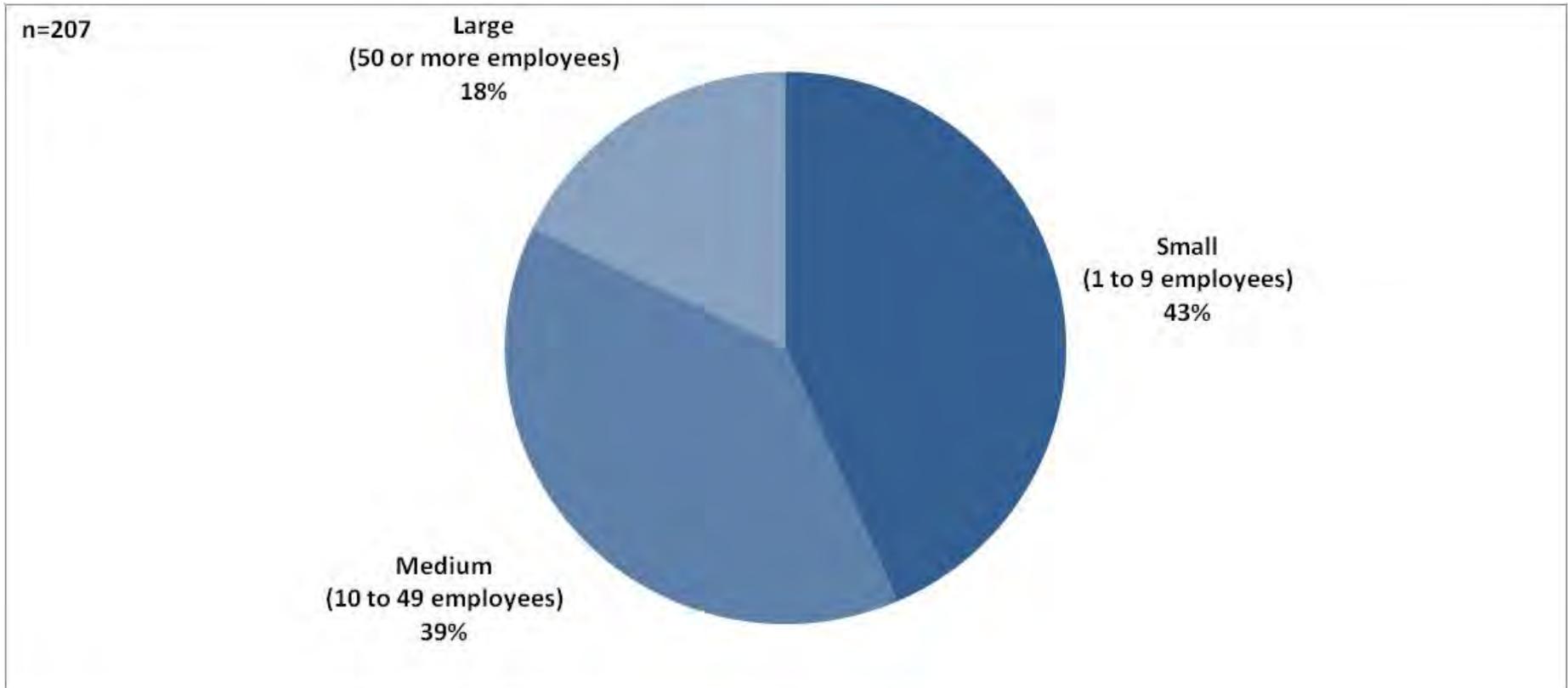
Q26. Which of the following items **can be recycled** by industries, businesses and institutions at public drop-off sites in Linn County? Select all that apply.

Differences by Business Size

- ▼ Number of Employees
- ▼ Primary Use of Property
- ▼ Recycling Importance
- ▼ Reasons for Recycling
- ▼ Recycling and Composting Challenges
- ▼ Garbage/recycling Companies
- ▼ Frequency of Garbage Pick-up
- ▼ Frequency of Recycling Pick-up
- ▼ Discarded Materials
- ▼ Recycling Availability
- ▼ Public Drop-off Site Usage
- ▼ Drop-off Locations' Usage
- ▼ Frequency of Drop-off Usage
- ▼ Information Searching
- ▼ Method of Information Searching
- ▼ Knowledge of Solid Waste Agency Activities
- ▼ Interaction with Solid Waste Agency
- ▼ Banned Trash
- ▼ Recyclable Materials

Number of Employees

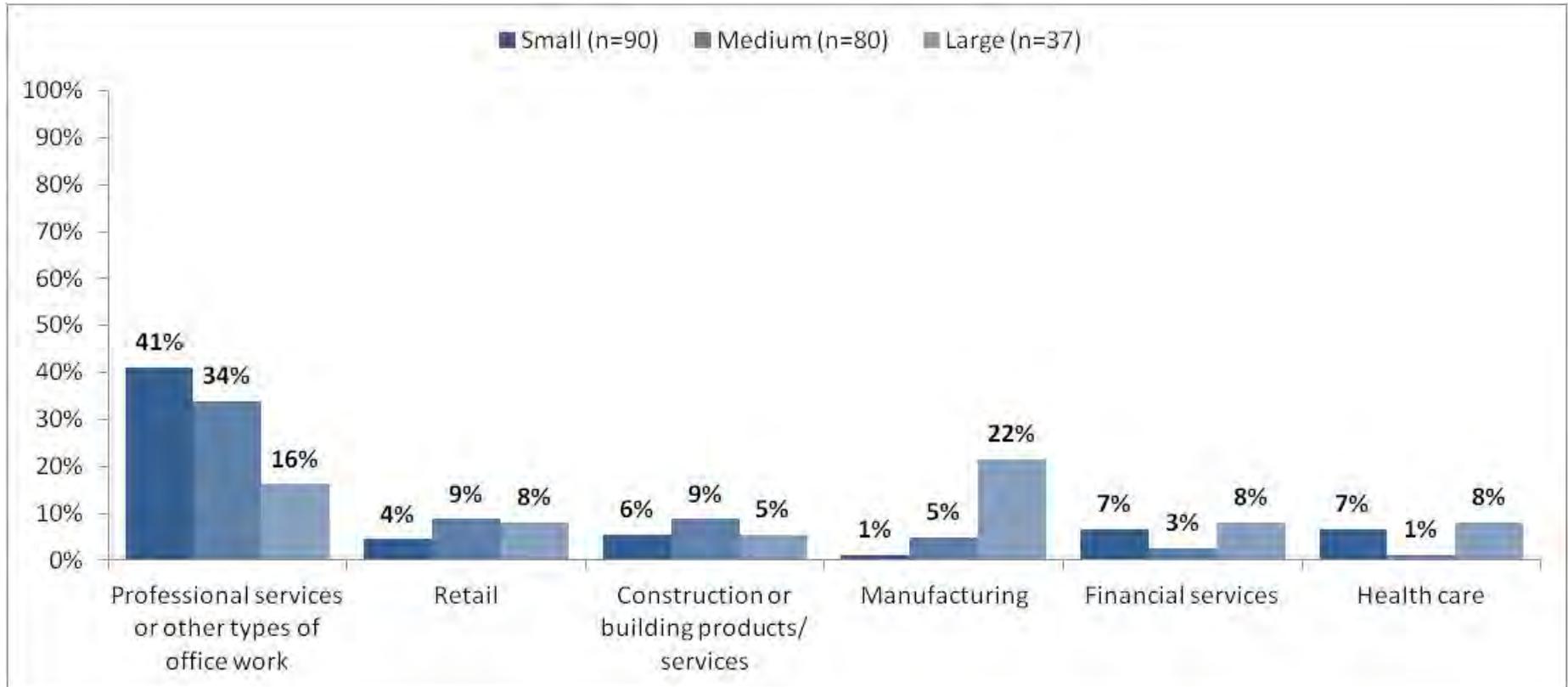
Groups were formed in order to have large enough samples for statistical comparisons.



Q4. How many employees work in the building/business/organization you own/manage?

Primary Use of Property by Business Size

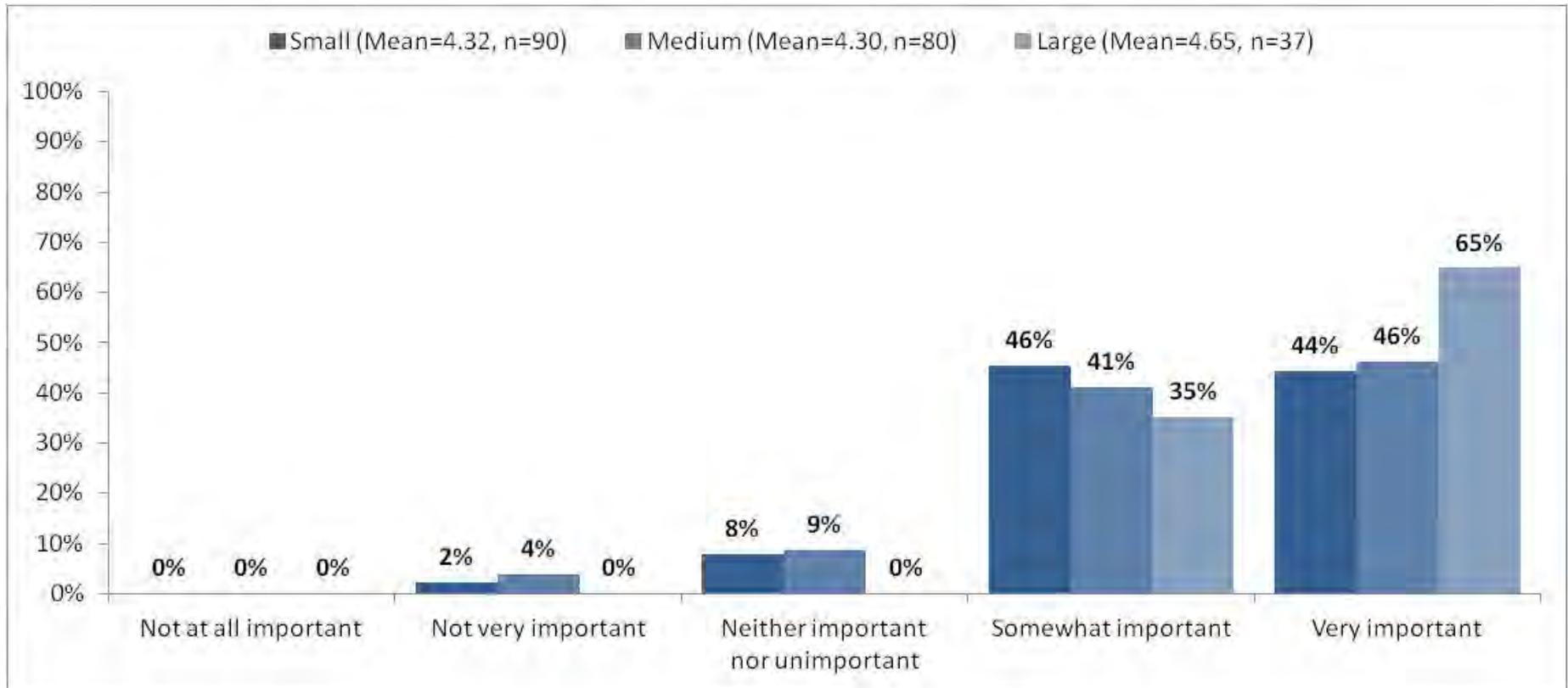
The smaller the business, the more likely it was a professional services business.
The large businesses were more likely than the other sizes to be manufacturers.



Q2. Now, thinking about that specific property/business/organization, what is its primary use?

Recycling Importance by Business Size

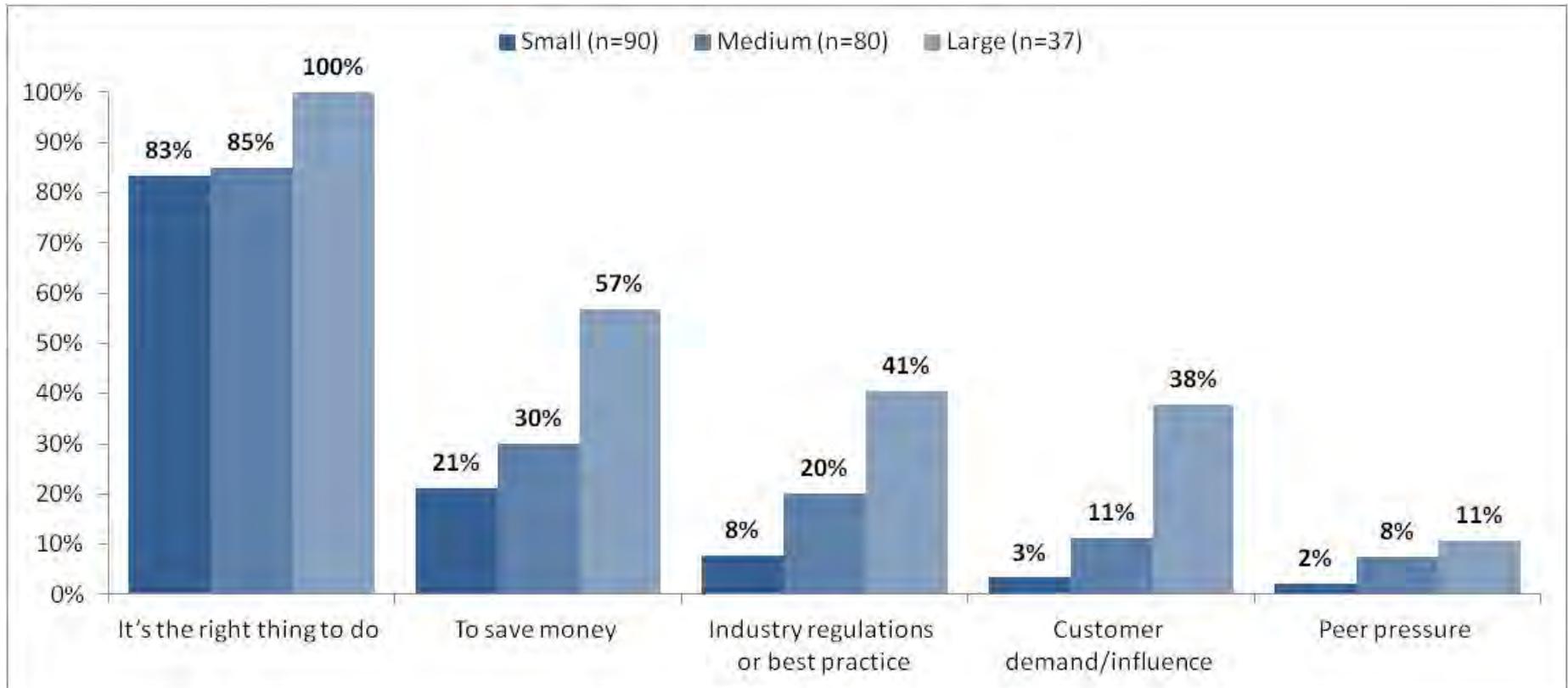
Recycling was more important to large businesses.



Q1. How important is recycling to your organization?

Reasons for Recycling by Business Size

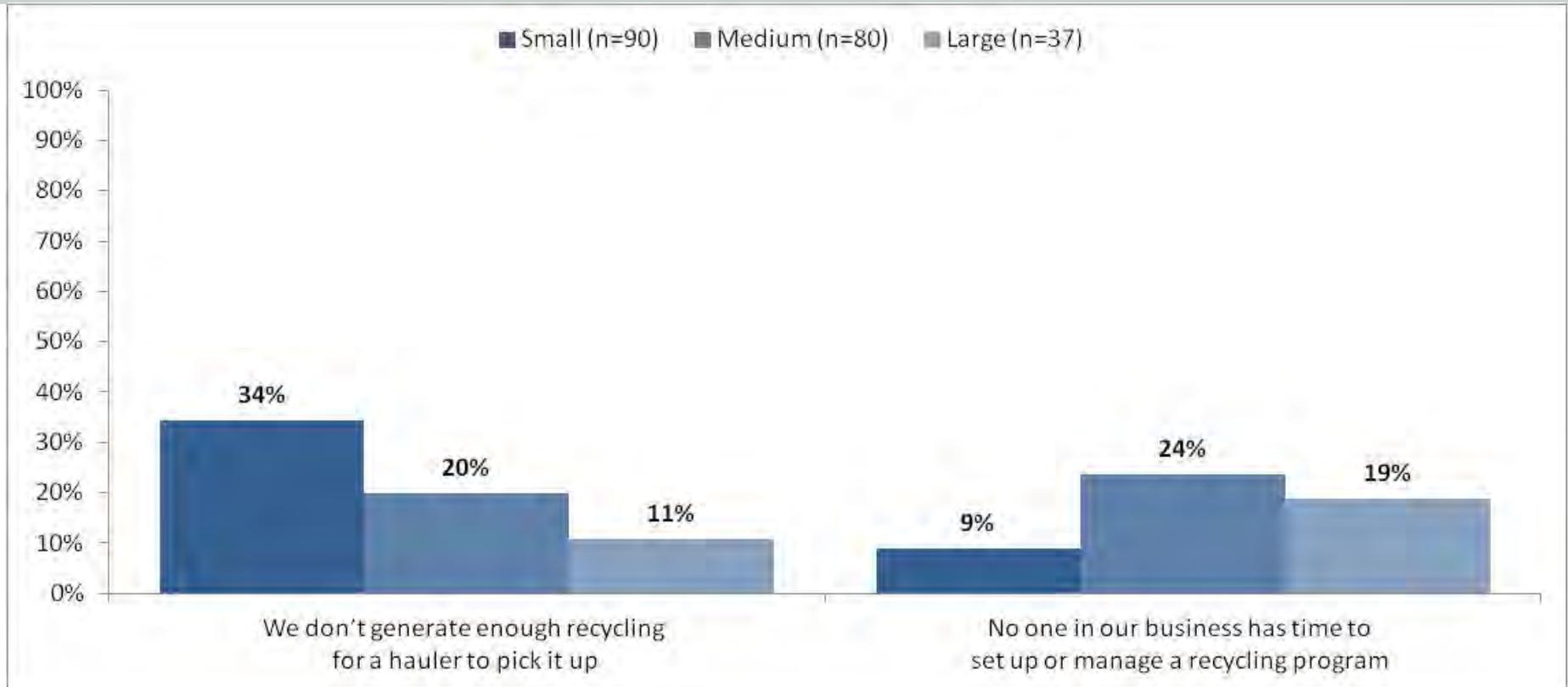
The larger the business, the more likely they are to cite these several reasons for recycling.



Q9. What are the reasons that you and others at your business/organization recycle? Select all that apply.

Recycling and Composting Challenges by Business Size

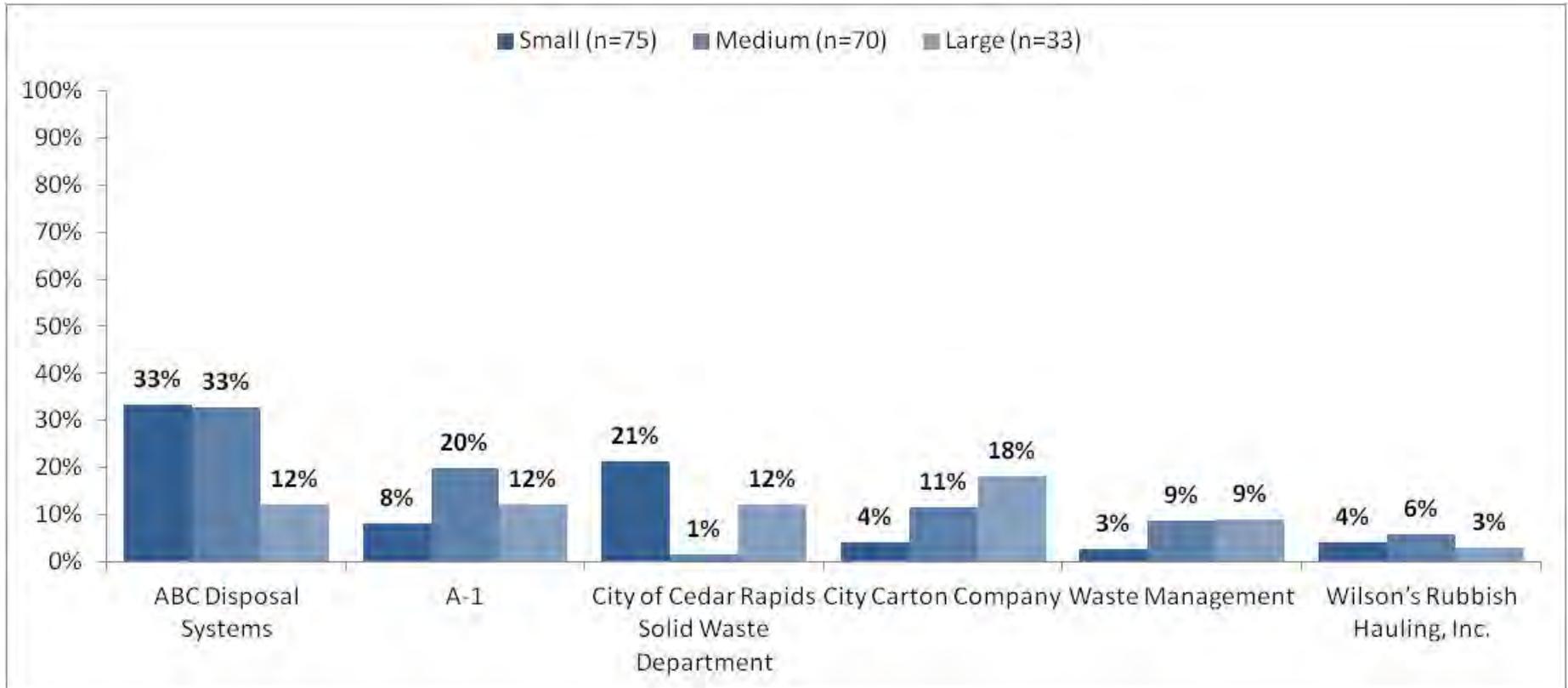
The smaller the business, the more likely they are to not recycle because they don't have enough for a hauler to pick up. The smallest businesses were less likely to say time to manage a program was a challenge.



Q10. Which of the following create a challenge for your organization to recycle? Select all that apply.

Garbage/recycling Companies by Business Size

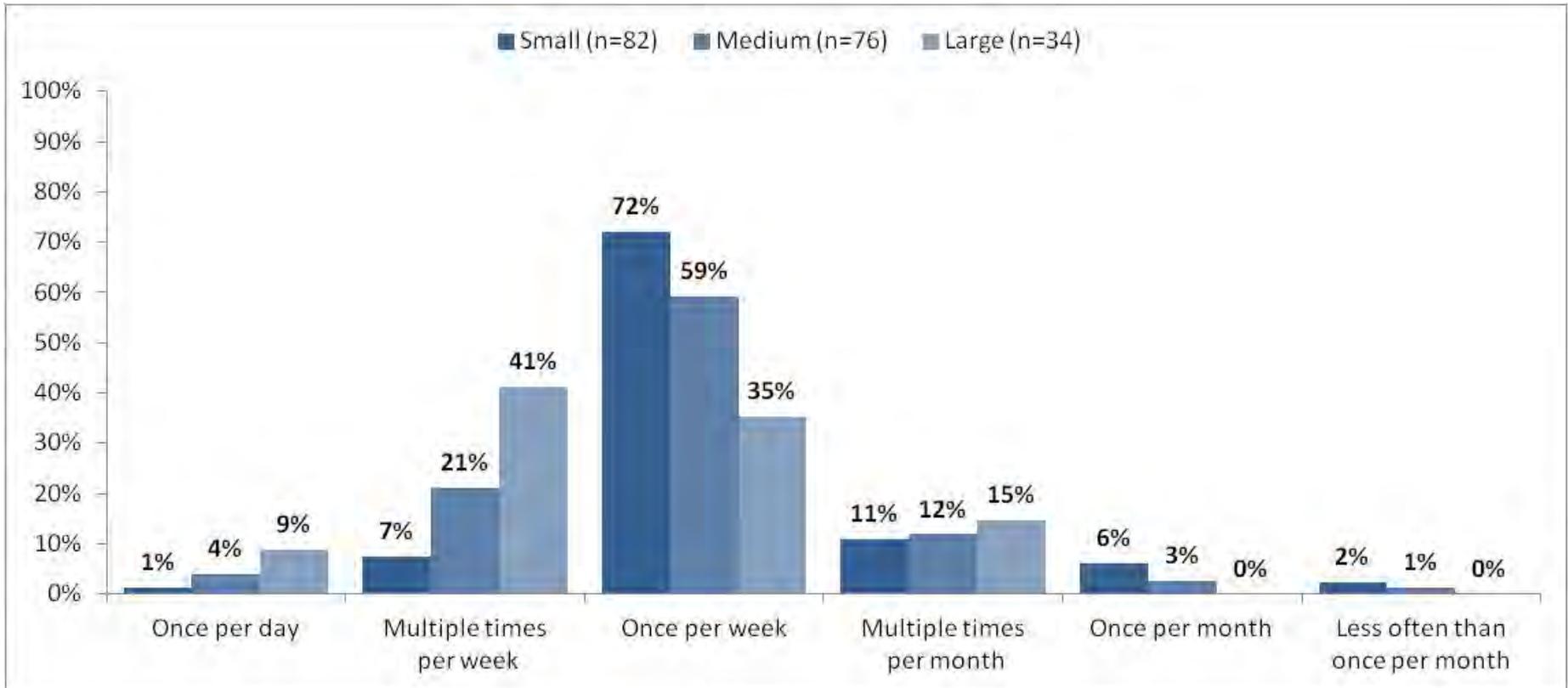
The largest businesses were less likely to use ABC Disposal. Instead, City Carton was the top company for large businesses.



Q11. Who picks up the garbage/recyclables at the property?

Frequency of Garbage Pick-up by Business Size

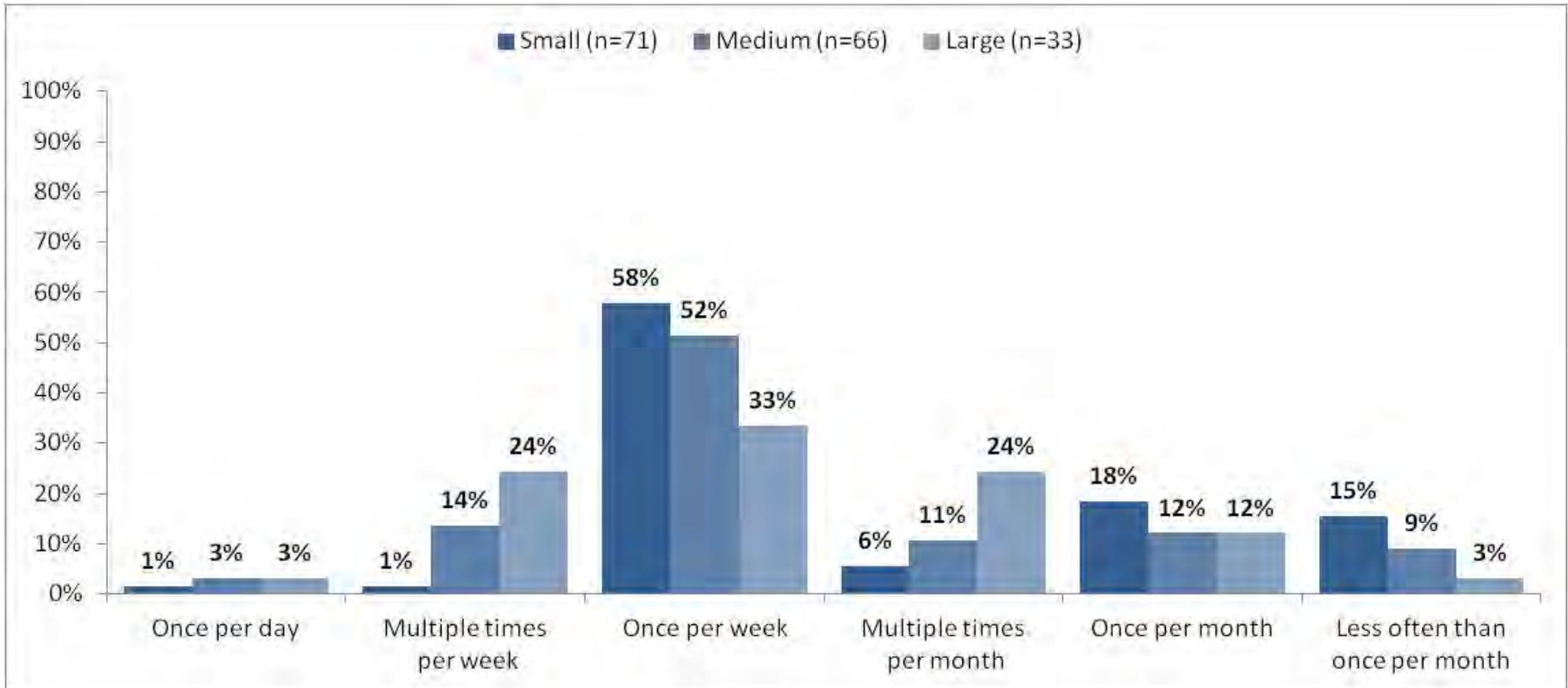
The larger the business, the more often garbage was picked up.



Q12. How often is **garbage** picked up at the property?

Frequency of Recycling Pick-up by Business Size

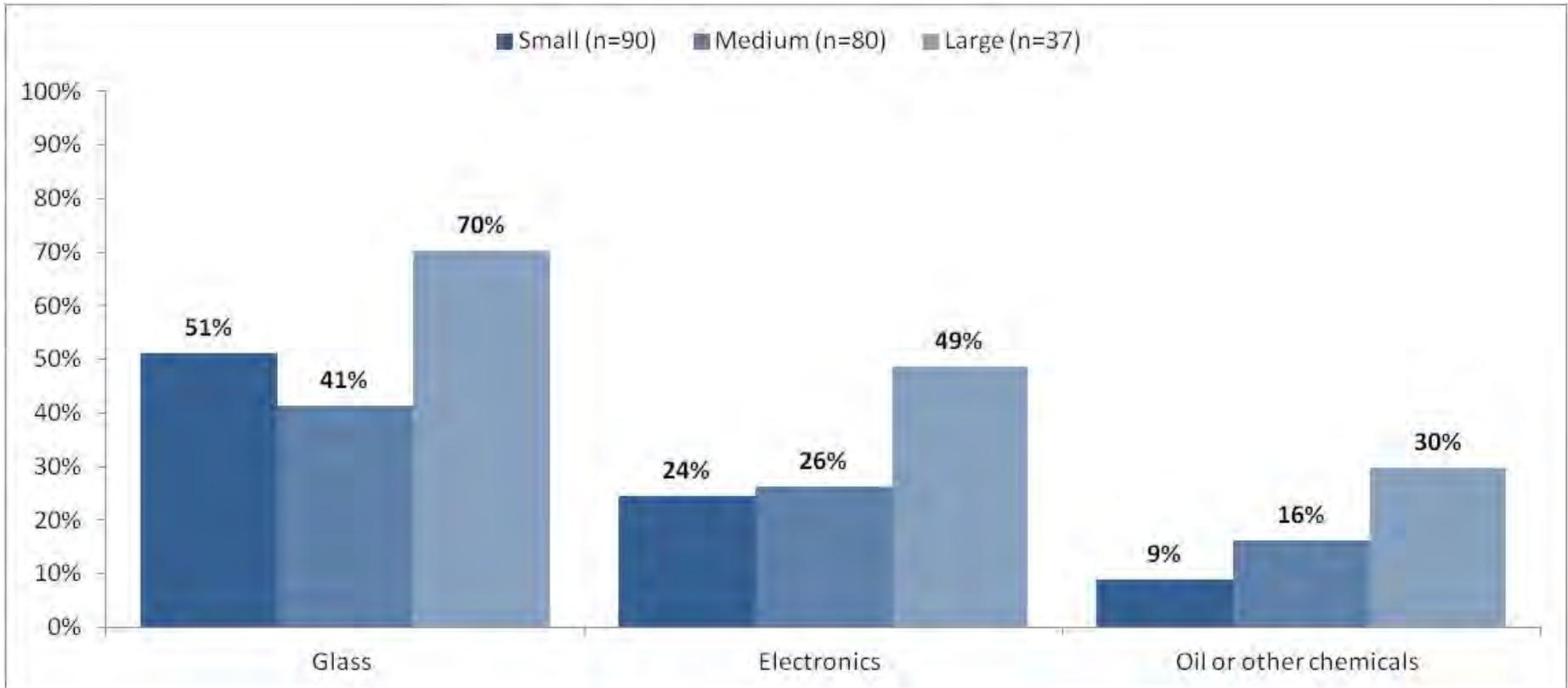
The larger the business, the more often recycling was picked up.



Q13. How often is **recycling** picked up at the property?

Discarded Materials by Business Size

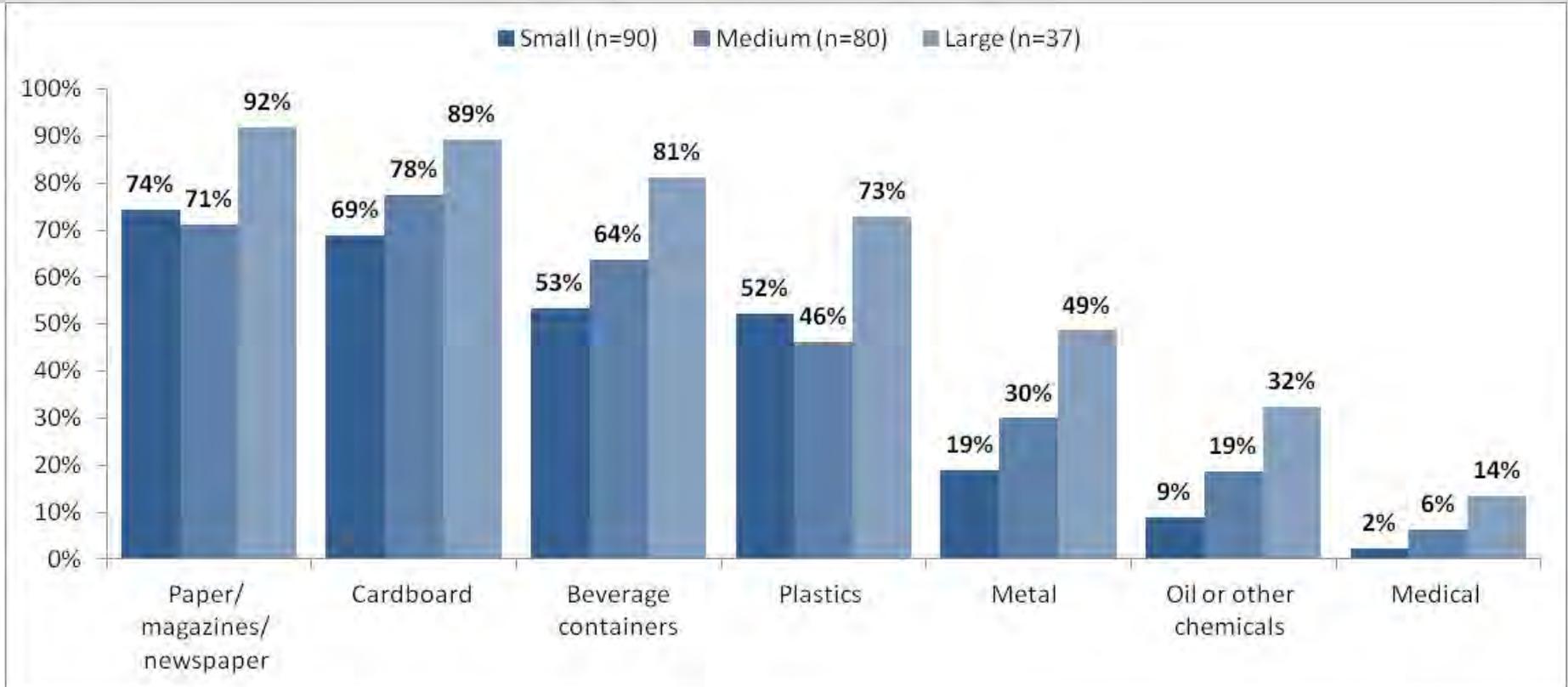
The largest businesses were more likely to discard glass, electronics and oil or other chemicals.



Q5. To the best of your knowledge, what types of materials are discarded (either in the regular trash or by recycling) [**“at this property” or “by your business/organization”**]? Select all that apply.

Recycling Availability by Business Size

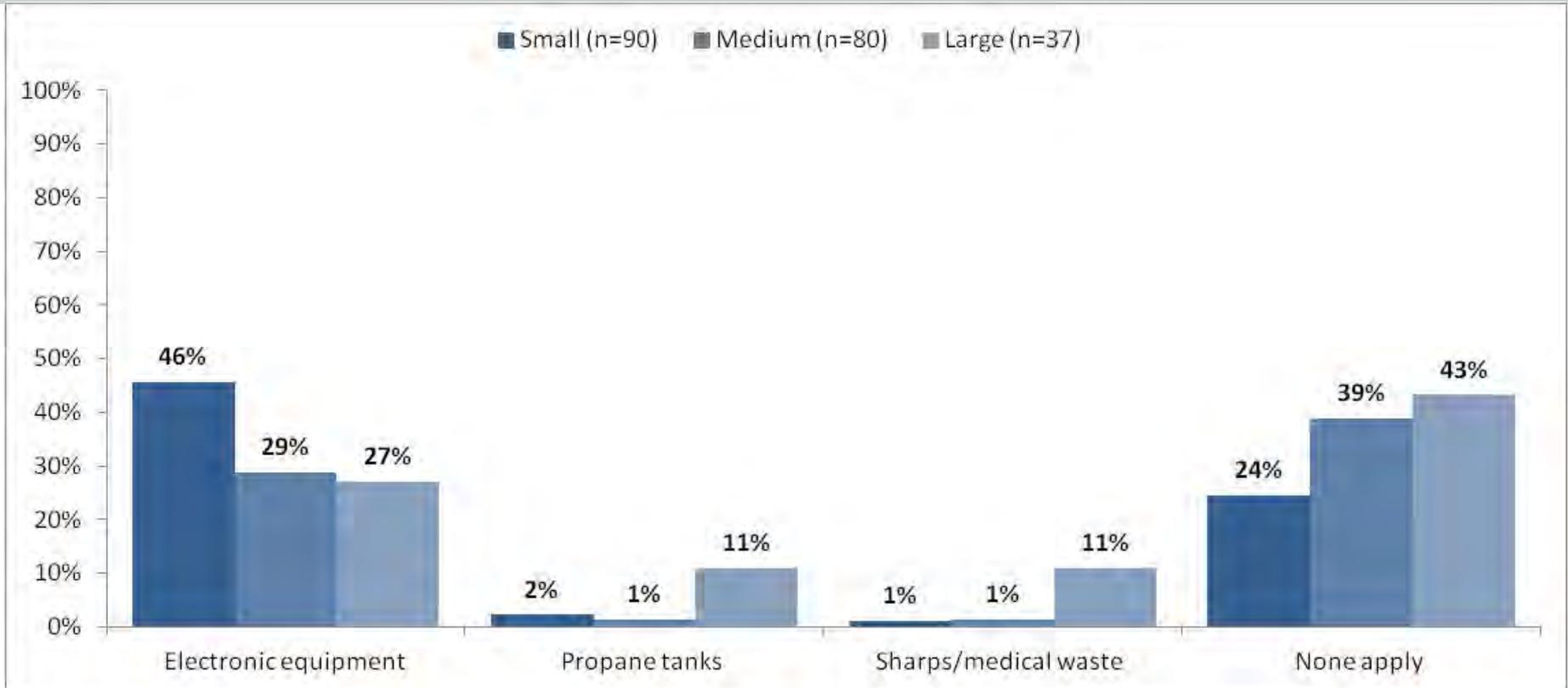
As size of business increased, there was an increase in cardboard, beverage container, metal, oil or other chemicals and medical recycling receptacles. Large businesses were more likely to have receptacles for paper, magazines, newspaper and plastics.



Q6. Which materials have recycling receptacles available to [“tenants on the property site that you own or manage?” or “employees on the property site where you work?”]

Public Drop-off Site Usage by Business Size

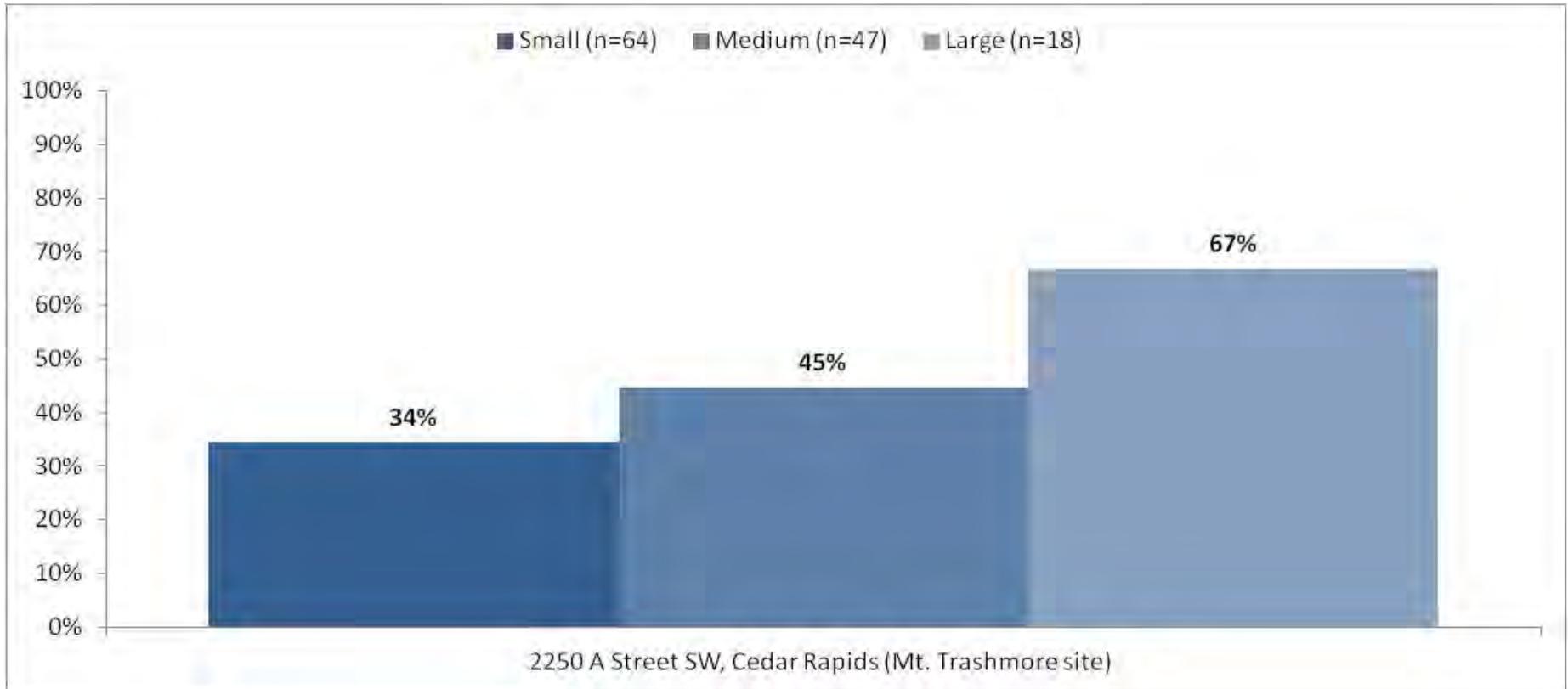
Large businesses were more likely to have recycled propane and sharps/medical waste. Small businesses were more likely to have recycled electronic equipment. As size of business increased, previous usage of drop-off sites decreased.



Q27. Now, we'd like to know what your facility, business or organization **has recycled** at public drop-off sites in Linn County. Select all that apply.

Drop-off Locations' Usage by Business Size

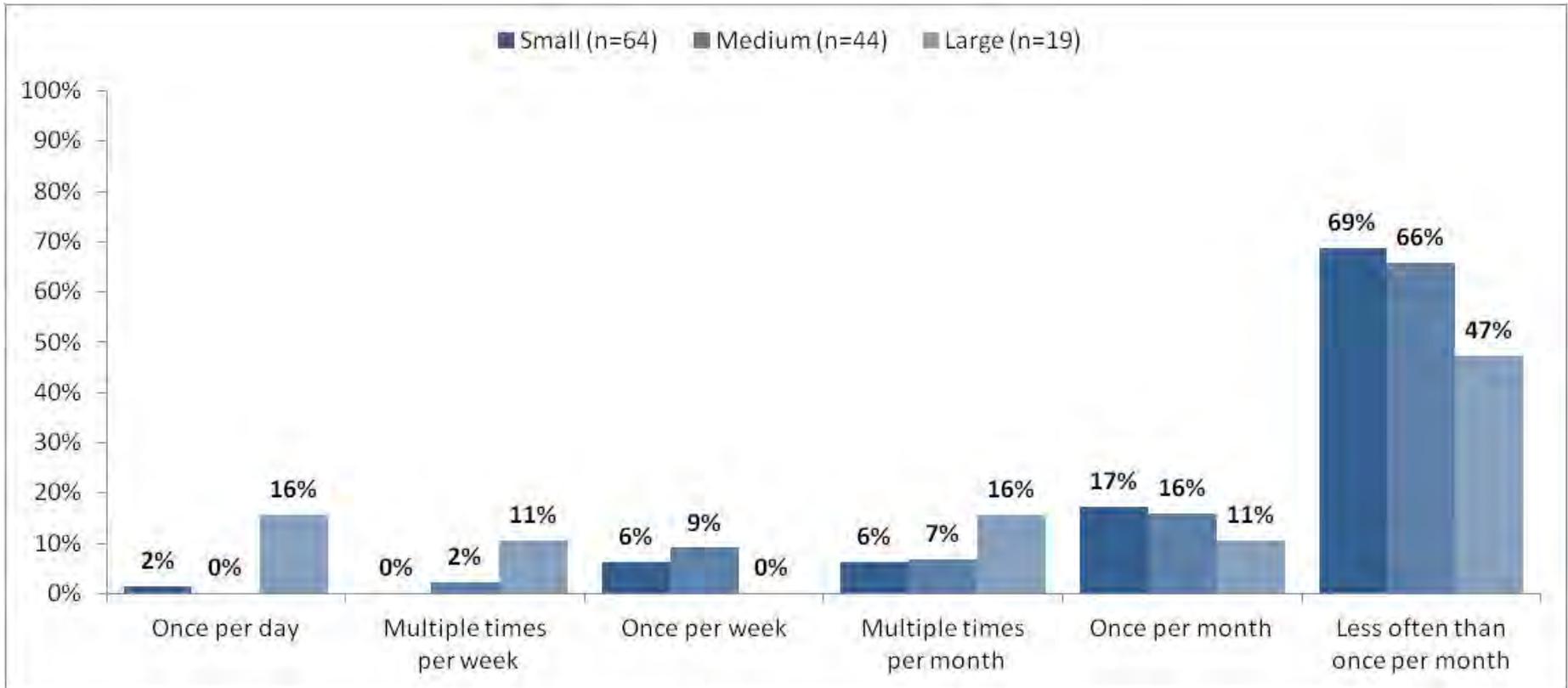
Among those who had used drop-offs in the past, as size of business increased, likelihood of having used the A Street location increased.



Q28. Which recycling drop-off site(s) have you or someone else at your company or organization used? Check all that apply.

Frequency of Drop-off Usage by Business Size

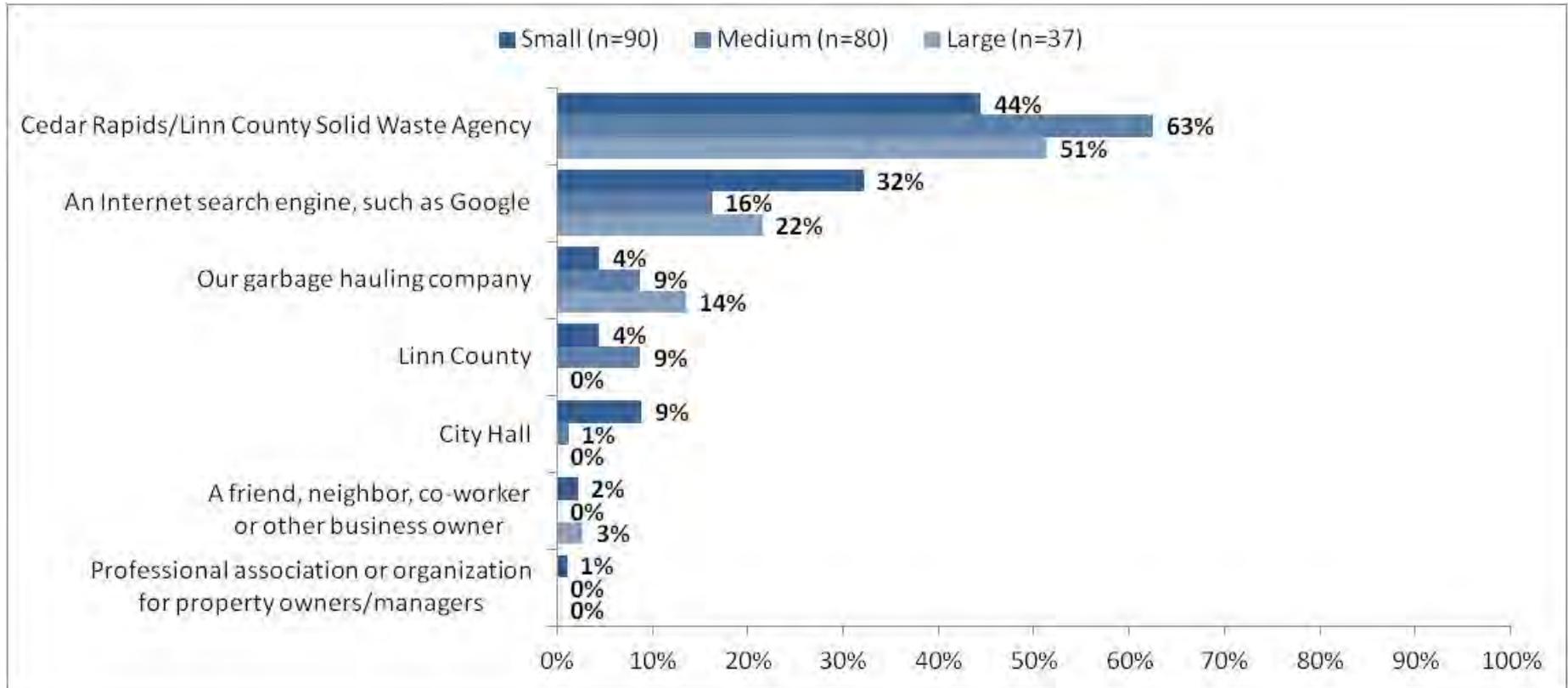
Large businesses had more frequent usage of drop-off sites than medium or small businesses.



Q29. How often does someone at your company or organization use a recycling drop-off site?

Information Searching by Business Size

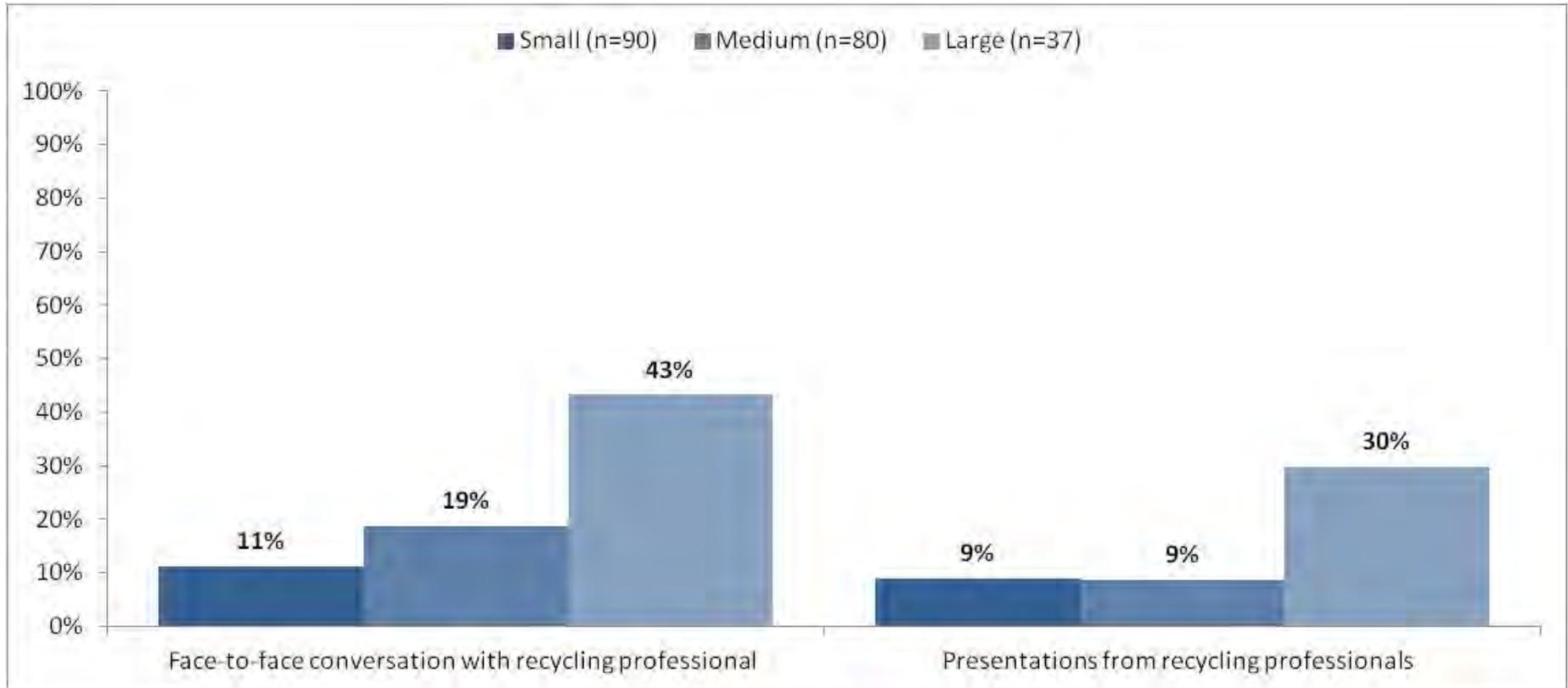
Medium businesses were the most likely to approach the Agency to learn more about recycling, but it was still the top choice for all groups.



Q17. If you wanted to learn more about recycling programs in the property's area, where would you go first for information?

Method of Information Searching by Business Size

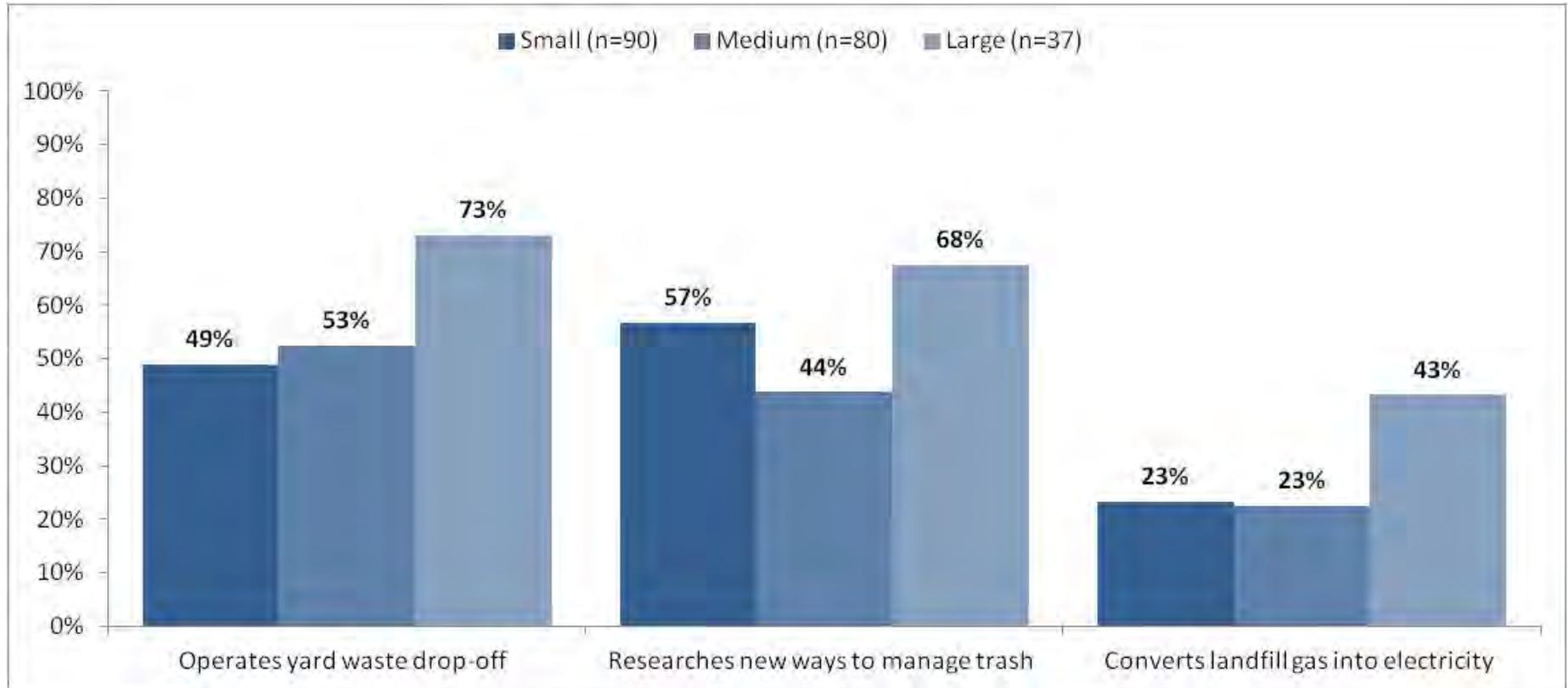
The large businesses were more likely to prefer face-to-face conversations with recycling professionals and presentations from recycling professionals as methods to learn about recycling.



Q18. To learn about recycling and waste reduction, which method(s) are you most likely to use? **Choose up to two.**

Knowledge of Solid Waste Agency Activities by Business Size

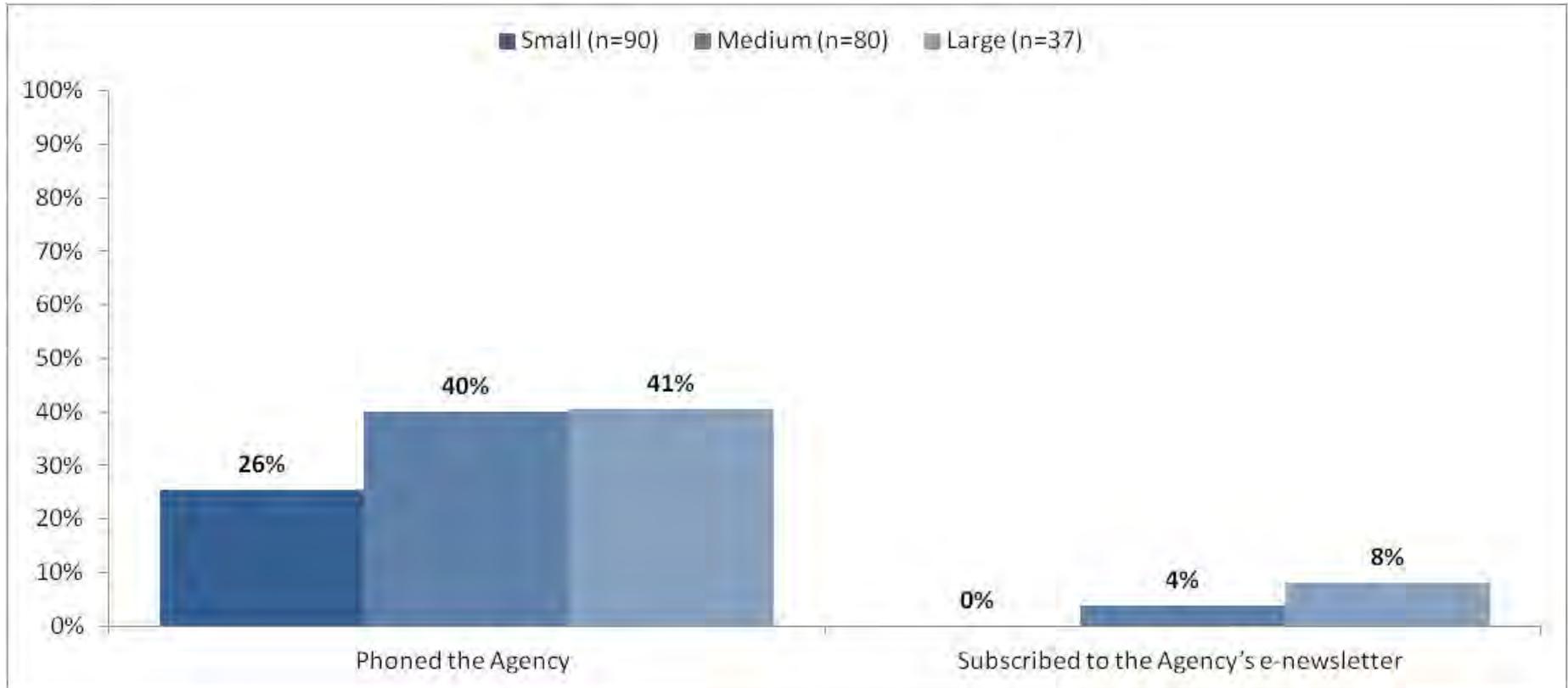
The large businesses were more likely to know that the Agency operates the yard waste drop-off, researches new ways to manage trash and converts landfill gas into electricity.



Q20. To the best of your knowledge, which of the following applies to the Cedar Rapids/Linn County Solid Waste Agency? Select all that apply.

Interaction with Solid Waste Agency by Business Size

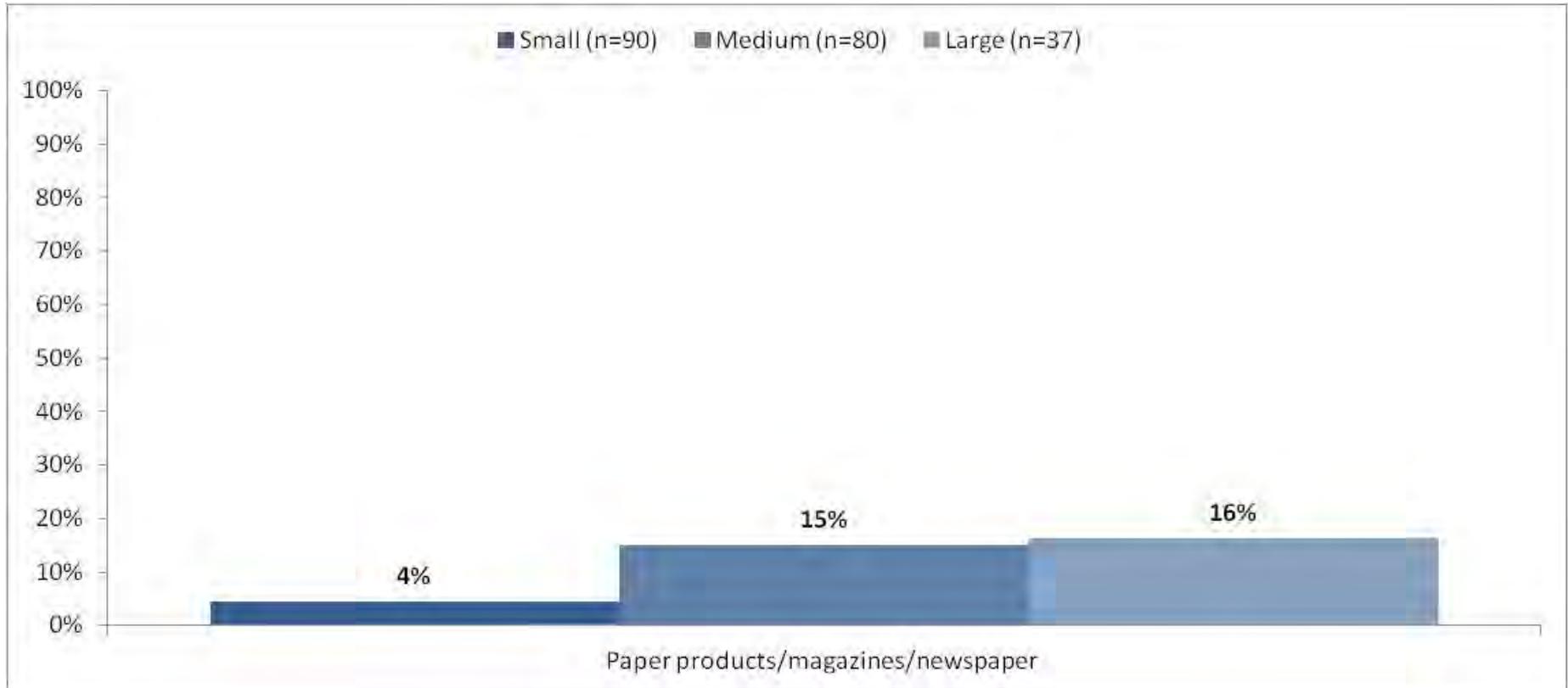
The small businesses were less likely to have phoned the Agency. As business size increased, likelihood of having subscribed to the Agency's e-newsletter increased.



Q23. With regard to Cedar Rapids/Linn County Solid Waste Agency, which of the following have you or personnel at your business/organization done? Select all that apply.

Banned Trash by Business Size

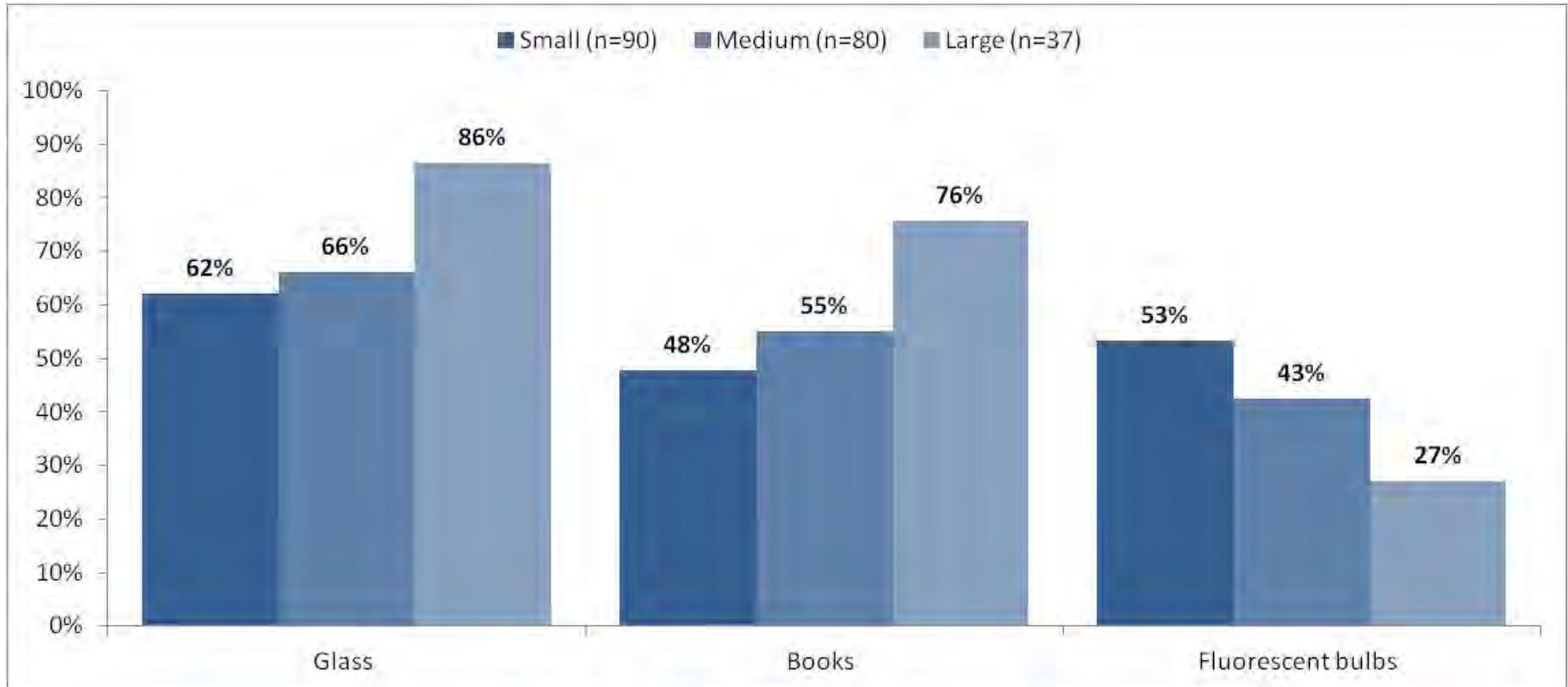
The small businesses were less likely to think that paper products, magazines and newspapers are banned from the landfill.



Q25. For industries, businesses and institutions, which of the following items are ***not allowed*** to be placed in the trash and landfilled in Linn County? Select all that apply.

Recyclable Materials by Business Size

As business size increased, likelihood of saying glass and books could be recycled at drop-off sites increased, while saying fluorescent bulbs could be recycled decreased.



Q26. Which of the following items **can be recycled** by industries, businesses and institutions at public drop-off sites in Linn County? Select all that apply.

Differences in Familiarity by Property Type

- ▼ Properties which were used for residential, health care, construction or building products/services and professional services or other types of office work were less familiar with the carpet recycling drop-off, more likely to never have heard of it and less likely to have used it than other property types, especially wholesale or distribution properties.
- ▼ Properties which were used for retail, automotive sales or repair, or financial services were less likely to have had someone attend an educational presentation by Agency staff.
- ▼ Properties used for automotive sales or repair were less likely to know that sharps/medical waste could not be placed in the regular trash.

Differences in Familiarity by Property Type (cont.)

- ▼ Educational, health care and landscaping or lawn care properties were less likely to have dropped off tires for recycling.
- ▼ Automotive sales or repair properties were less likely to have dropped off yard waste for recycling.
- ▼ Health care and automotive sales or repair properties were less likely to have dropped off motor oil for recycling.
- ▼ Health care, financial services and automotive sales or repair properties were less likely to have dropped off wood for recycling.

Conclusions

- ▼ Most respondents said that recycling is important to their organizations.
- ▼ The most popular reasons for recycling were because it's the right thing to do, to reduce litter and to conserve natural resources.
- ▼ A third of respondents found different locations a challenge, while a quarter of respondents said their organizations don't have challenges.
- ▼ ABC Disposal Systems was the most-used company for garbage and recycling.

Conclusions

- ▼ Most properties have their garbage picked up once per week, but there was a range between multiple times per week and multiple times per month.
- ▼ Although about half of the properties had recycling picked up once per week, the other half were distributed over a wide range of frequencies.
- ▼ Most properties/businesses/organizations discarded paper/magazines/newspaper and plastics and other materials, except medical waste, which was discarded by a good portion.

Conclusions

- ▼ Paper/magazines/newspapers, cardboard and beverage containers had recycling receptacles at most properties.
- ▼ Medical was the least likely to have recycling receptacles.
- ▼ Respondents reported that most properties use their recycling receptacles a great deal.
- ▼ Public drop-off sites were used for recycling a number of different materials, but about one-third of respondents did not recycle any of the materials tested in the survey.

Conclusions

- ▼ The location on County Home Road was the most popular drop-off site to use.
- ▼ Most companies/organizations used recycling drop-off sites less often than once per month.
- ▼ The Solid Waste Agency was the most popular source of information, followed by seeking information using an Internet search.
- ▼ The Internet was the most popular method of learning about recycling and waste reduction.

Conclusions

- ▼ Nearly all respondents knew that the Solid Waste Agency runs the landfill, but most did not know about gas-to-electricity conversion or hazardous material pick-up services.
- ▼ The majority had no prior knowledge or usage of the Iowa Waste Exchange, Swap Shop, Shingle Recycling or Carpet Recycling Drop-off.
- ▼ Interactions with the Solid Waste Agency were typically on the phone or online, but a large portion of the sample had not interacted at all with the Solid Waste Agency.

Conclusions

- ▼ Most knew which materials that industries, businesses and institutions are not allowed to place in the trash, but over half did not know that cardboard is banned.
- ▼ There was a mixture of understanding about which materials could be recycled at public drop-off sites.
- ▼ Most respondents understood which materials were compostable.
- ▼ Of the organizations which have food waste, only a small percentage compost it and half have never heard of food waste composting.

Recommendations

- ▼ Align marketing and communications with the “responsible business” message – businesses want to do the right thing and contribute to a safe and clean environment.
 - ▼ Savings/incentives is a strong secondary message
- ▼ Educate more to improve businesses’ knowledge on which materials can be discarded in the landfill and which ones cannot
 - ▼ Handy laminated card they can post for employees
 - ▼ Keep checklist on home page for quick reference
 - ▼ Consider a “cardboard campaign”

Recommendations

- ▼ Produce more communications about CR/LC SWA programs and consider highlighting them one at a time so businesses absorb and retain the information – use multiple communication channels to reinforce
- ▼ There is a need for more medical waste recycling, so investigate partnerships with other organizations to increase incidence of receptacles and educate businesses on the topic

Recommendations

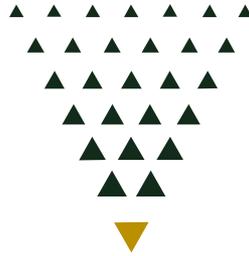
- ▼ Develop a small business initiative – larger businesses are more aware and more frequently using CR/LC SWA services
- ▼ The key to increasing recycling rates in businesses is to make it more convenient
 - ▼ Look for ways to work with commercial (esp. ABC) waste companies, environmental organizations and business associations to increase number of receptacles and frequency of pick-up

Recommendations

- ▼ Target communications regarding services at drop-off sites by geography and by type of waste generated
- ▼ Develop a food waste – composting campaign for education of restaurants, institutional food operations, etc.
- ▼ Publicize your “waste-recycling” hotline number and keep it staffed

Recommendations

- ▼ Maximize online content – especially white papers, videos, map showing drop-off sites with services
- ▼ Invest in search engine optimization through staff training or outside services
- ▼ Target outreach efforts where businesses already congregate – association meetings, Economic Alliance, Rotary, etc.



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