



City of San Ramon Garbage Rates Survey

Key Findings of a Survey Conducted February 14-21, 2018



OPINION
RESEARCH
& STRATEGY

Methodology

- 400 telephone interviews with voters in San Ramon
- Interviews conducted February 14-21, 2018
- Interviews on landlines and cell phones
- Margin of sampling error of +/- 4.9% at the 95% confidence level
- Some percentages may not sum to 100% due to rounding
- Select tracking data from 2005

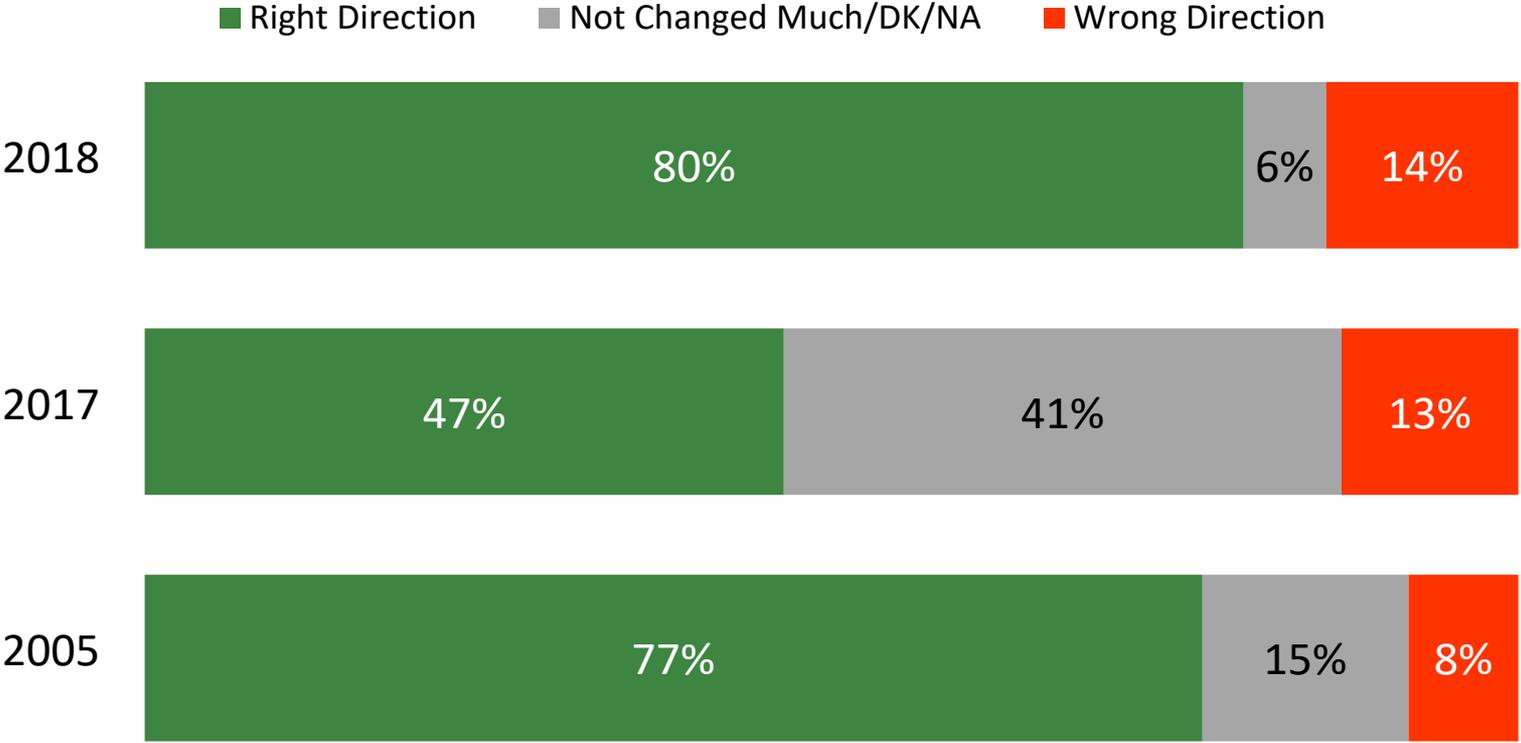




Life in San Ramon

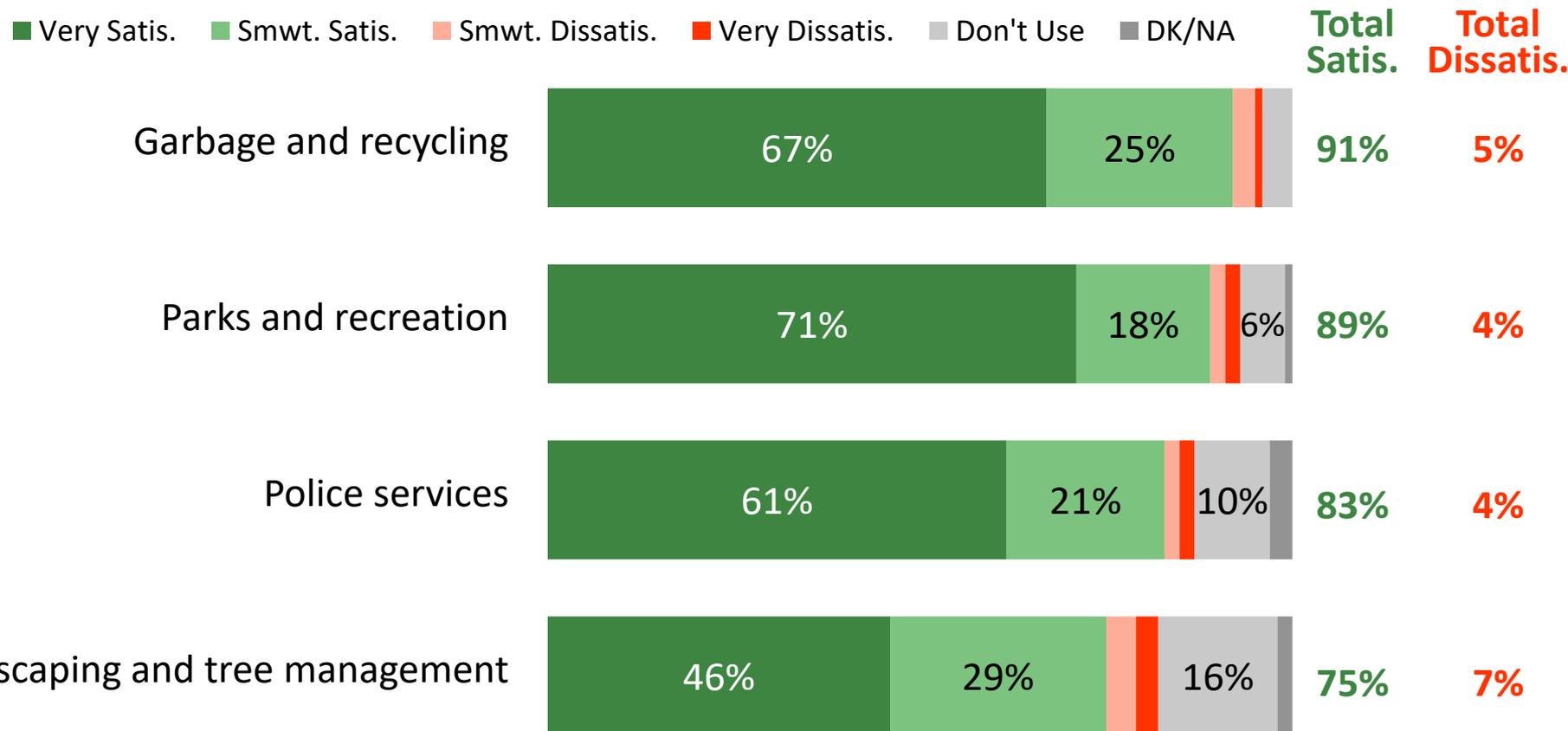
Voters feel very optimistic about life in San Ramon.

Would you say that things in San Ramon are generally headed in the right direction, or do you feel that they are pretty seriously off on the wrong track?



They are very satisfied with City services, particularly garbage and recycling.

I am going to read you a list of different City services you may use in San Ramon. I'd like you to tell me whether you are satisfied or dissatisfied with that City service. If you do not use a specific service, please tell me that, too.

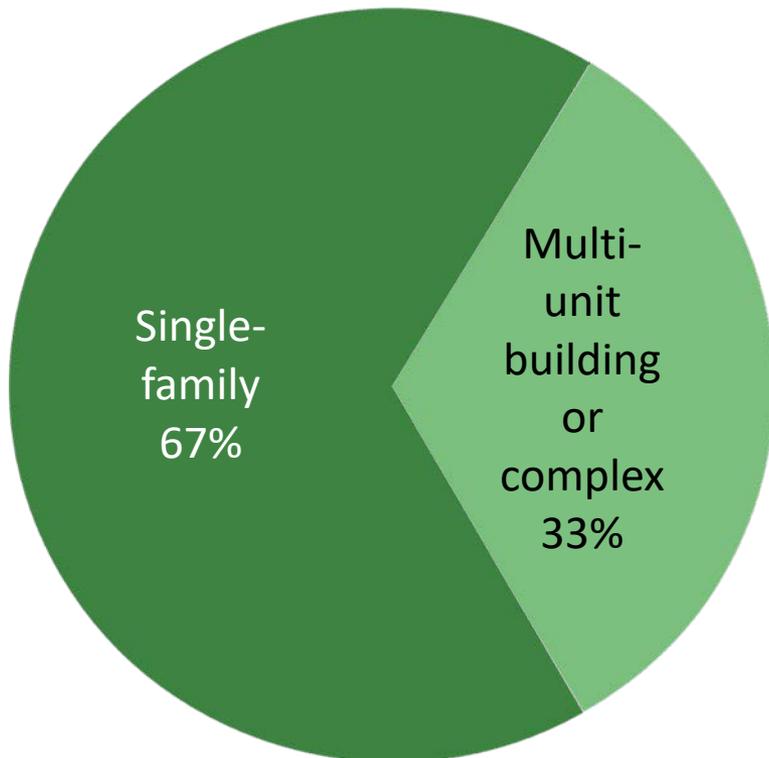




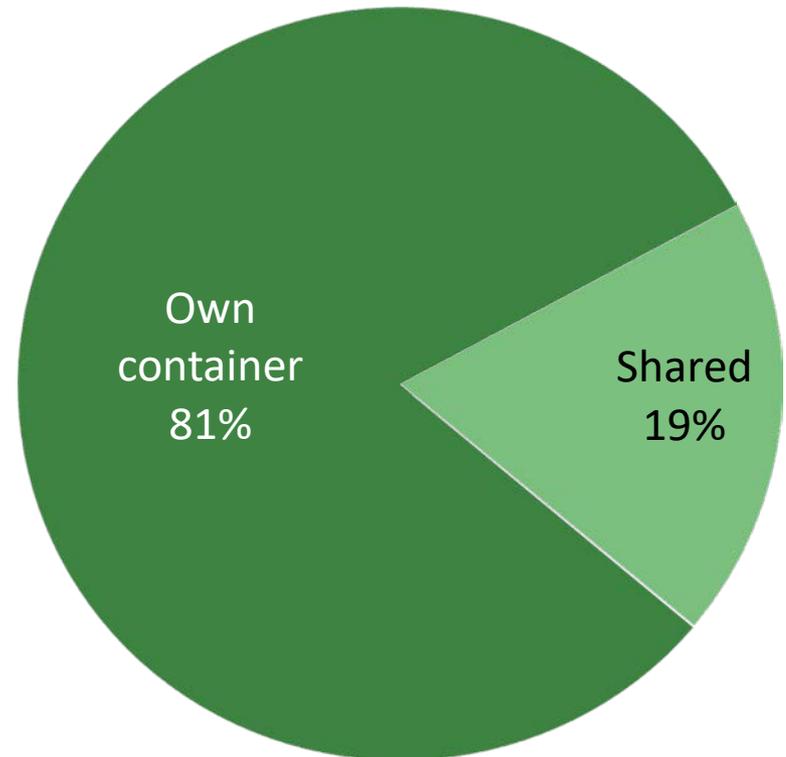
Current Composting Behaviors

Two-thirds of respondents live in a single-family home and four in five of all respondents say they have their own garbage containers.

Do you live in a detached, single-family residence, or in a multi-unit building or complex?

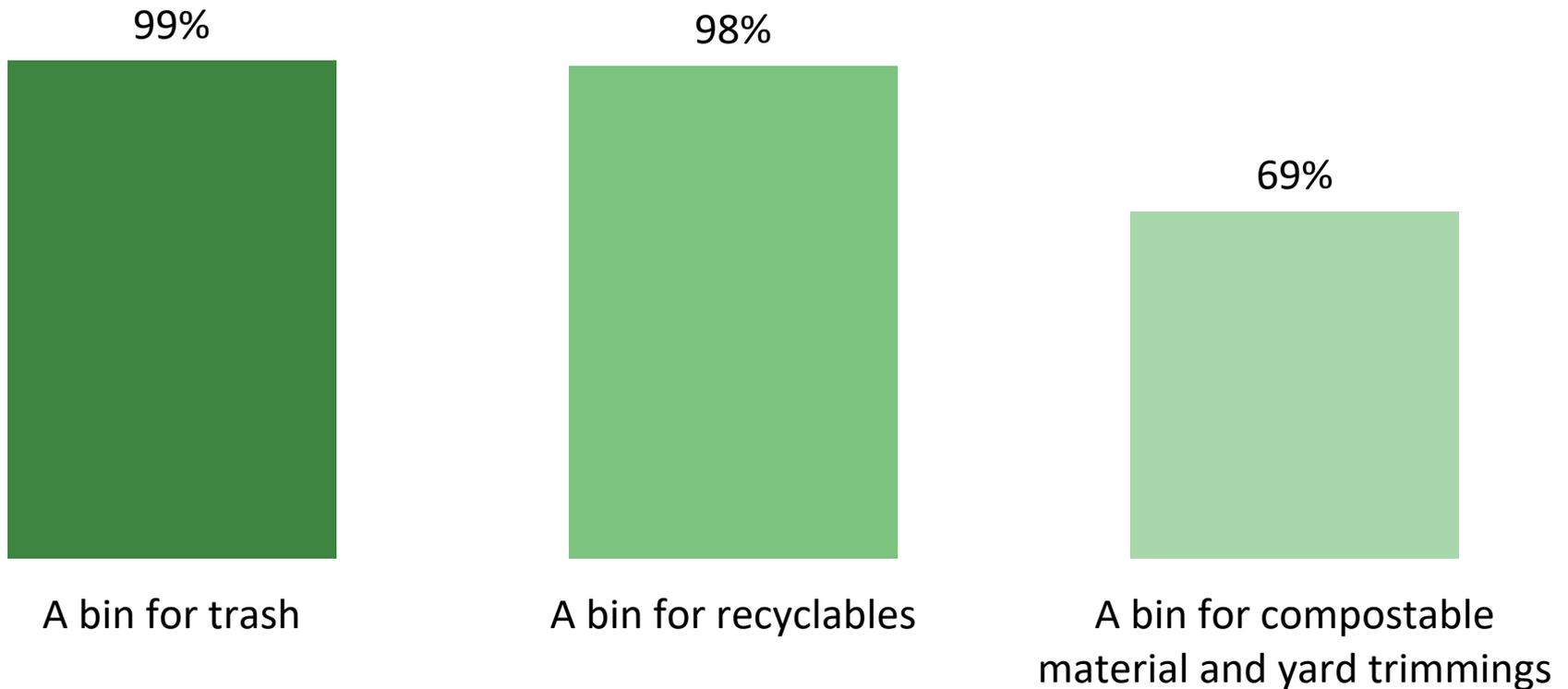


Does your household have its own garbage container that is emptied by your garbage and recycling company, or do you share a container with other households?



Just over two-thirds currently have a compost bin.

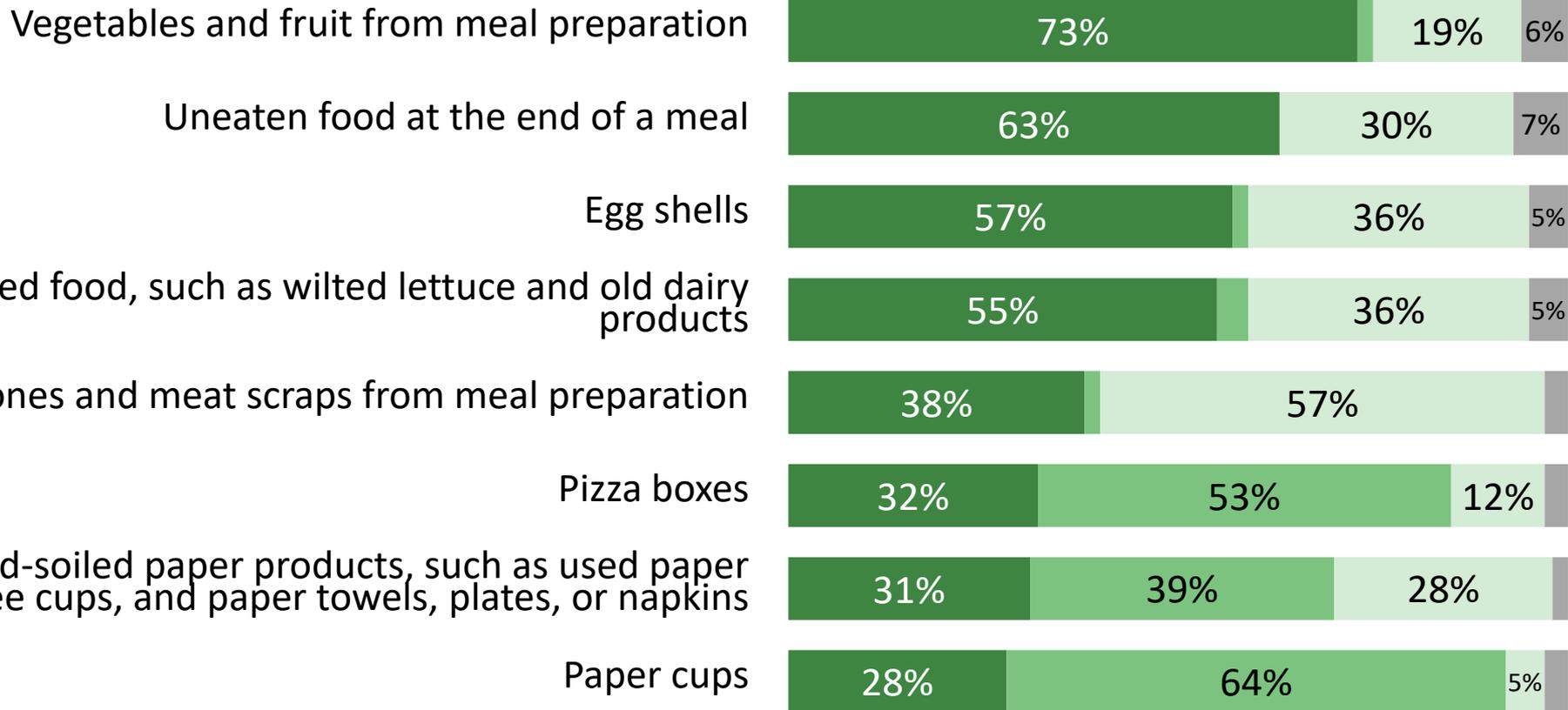
San Ramon residents have different bins at their homes or apartments to dispose of different kinds of materials. Please indicate for me whether, so far as you know, if you have the following bins at your place of residence:



Pizza boxes, food-soiled paper, and paper cups cause the most confusion.

I am going to read you a list of items you probably dispose of from time to time at home. Please tell me how you are supposed to dispose of it at home, either by putting it in the compost bin, the recycling bin, or the trash bin?

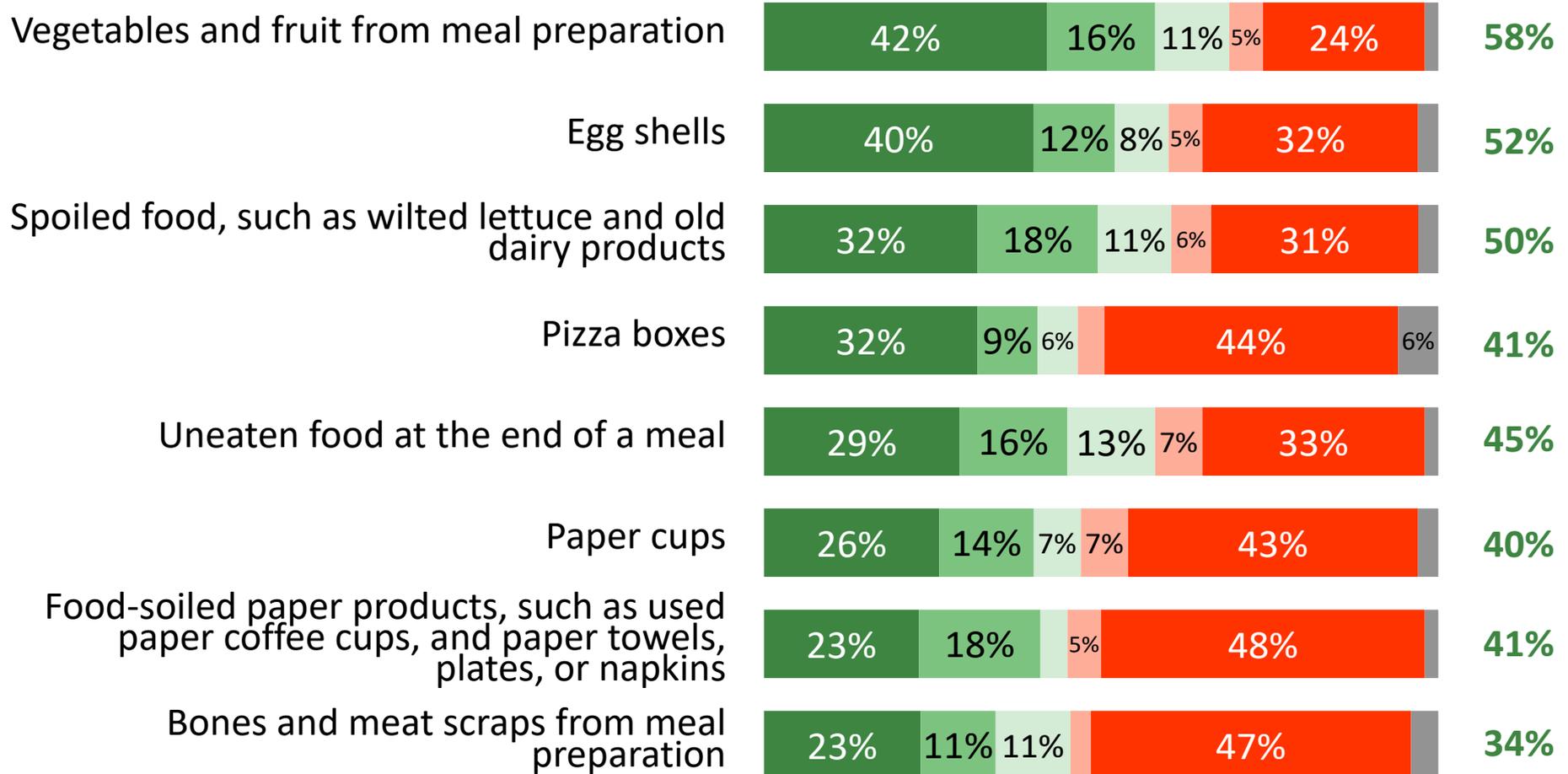
■ Compost Bin ■ Recycling Bin ■ Trash Bin ■ Other



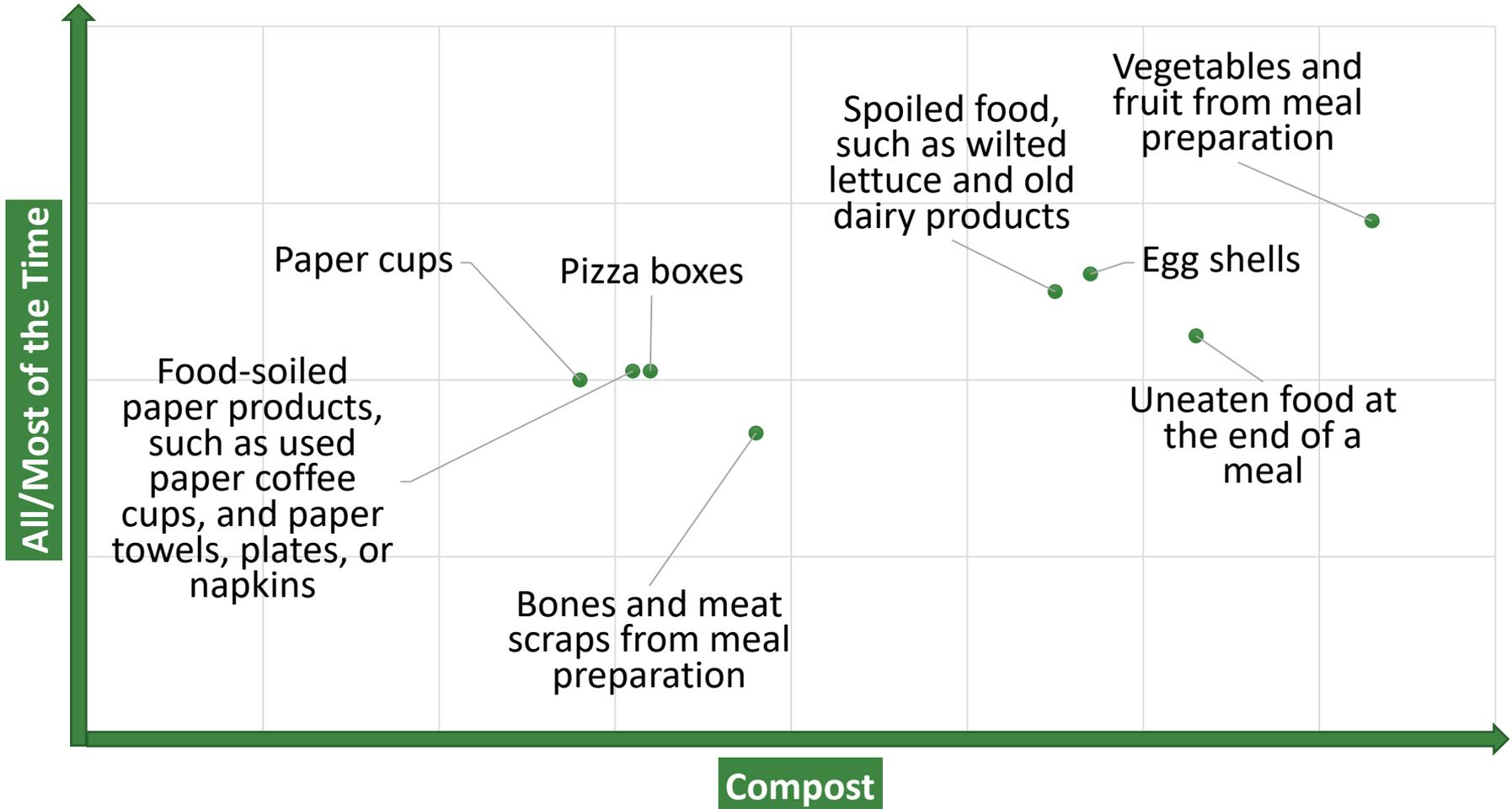
Vegetables and egg shells are the most frequently composted items.

■ All of the Time
 ■ Most of the Time
 ■ Occas.
 ■ Rarely
 ■ Never
 ■ DK/NA

All/Most of the Time

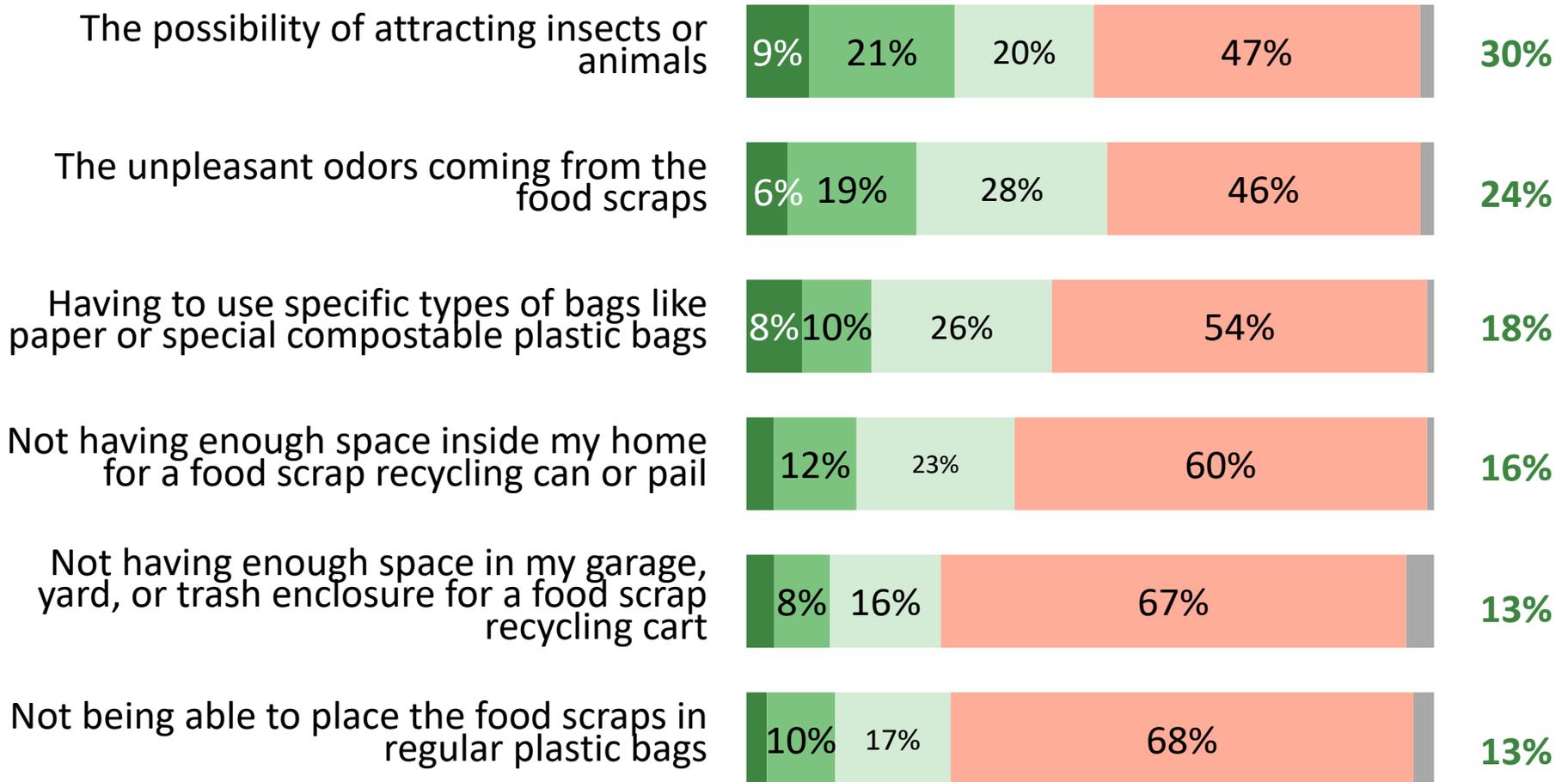


The items that residents understand best are also the ones they dispose of correctly.



Attracting insects and unpleasant odors were the biggest challenges associated with composting, but overall these barriers were not very concerning.

■ Extremely Concerned
 ■ Very Concerned
 ■ Somewhat Concerned
 ■ Not Concerned
 ■ DK/NA
 ■ Ext./Very Concerned



Those who do not currently have a compost bin are slightly more concerned about space for a new bin, but a majority are “not concerned.”

Not having enough space in my garage, yard, or trash enclosure for a food scrap recycling cart

Concern	All Voters	No Compost Bin
Extremely/Very Concerned	13%	20%
Extremely Concerned	4%	6%
Very Concerned	8%	14%
Somewhat/Not Concerned	83%	72%
Somewhat Concerned	16%	20%
Not Concerned	67%	52%
Don't Know	4%	9%



Support for New Approaches to Composting and Recycling

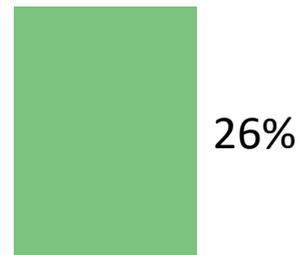
Two thirds of single-family homeowners prefer the three-bin system.

Due to changing state regulations requiring all residents to recycle their food scraps, San Ramon is considering two different methods of food scrap recycling that are both being used in other cities. After hearing both methods, please tell me which you prefer.

Adopting the **three bin system** in all homes citywide. This system includes three separate bins for compost, recycling, and landfill and is currently used in single-family homes in San Ramon. This system requires that residents sort their waste into each bin but allows for the food scraps to be processed efficiently



Moving to a **two-bin system** for all residences, one for all “wet” materials, like food scraps, plants, and compostables, and one for all “dry” materials, like recyclables and landfill trash. This system requires that residents sort their waste into each bin but allows for the food scraps to be processed efficiently



Both/Neither/DK/NA 6%

The preference for the 3-bin system is greatest among:

- *Those without children;*
- *Men over age 50,*
- *High-income residents.*

A plurality of those who do not currently have a compost bin prefer the three-bin system.

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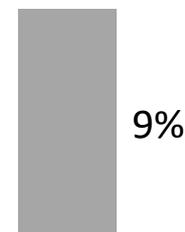
Keeping your **existing two-bin system** with one bin for recyclables and one bin for landfill trash; then having the garbage company separate the food scraps from the landfill trash after collection. This system does not require residents to do as much sorting but does not allow for food scraps to be processed and re-used efficiently.



Moving to a two-bin system for all residences, **one for all “wet” materials**, like food scraps, plants, and compostables, and **one for all “dry” materials**, like recyclables and landfill trash. This system requires that residents sort their waste into each bin but allows for the food scraps to be processed efficiently



Both/Neither/DK/NA



Filtered data to reflect only those who do not have a compost bin, updated March 7, 2018.

Both those with their own containers and shared containers prefer the 3-bin system.

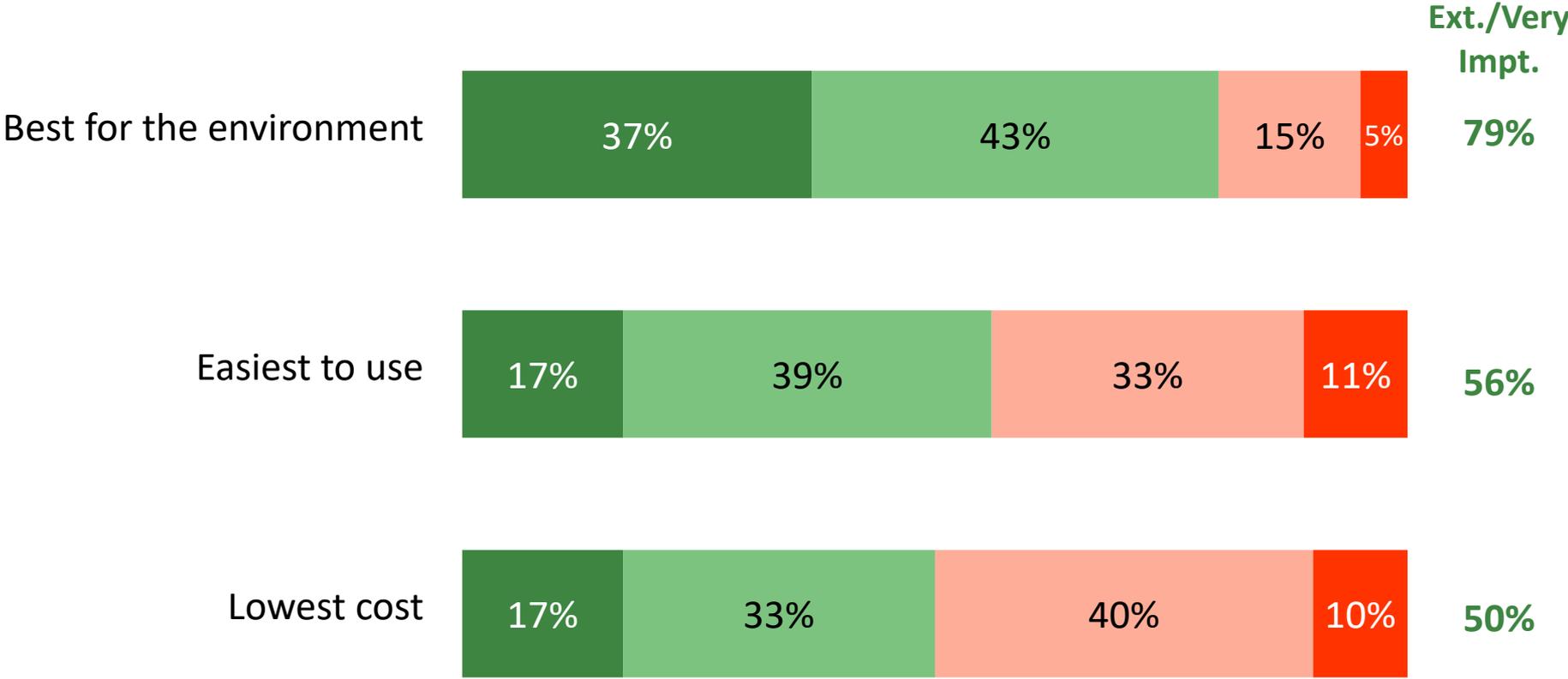
(No Compost Bin)

System	Own Containers	Shared Containers
3-Bin	45%	47%
2-Bin (Wet/Dry)	15%	24%
Downstream processing	26%	24%
Don't know	13%	5%

San Ramon residents think it is most important that a new recycling method be the best for the environment.

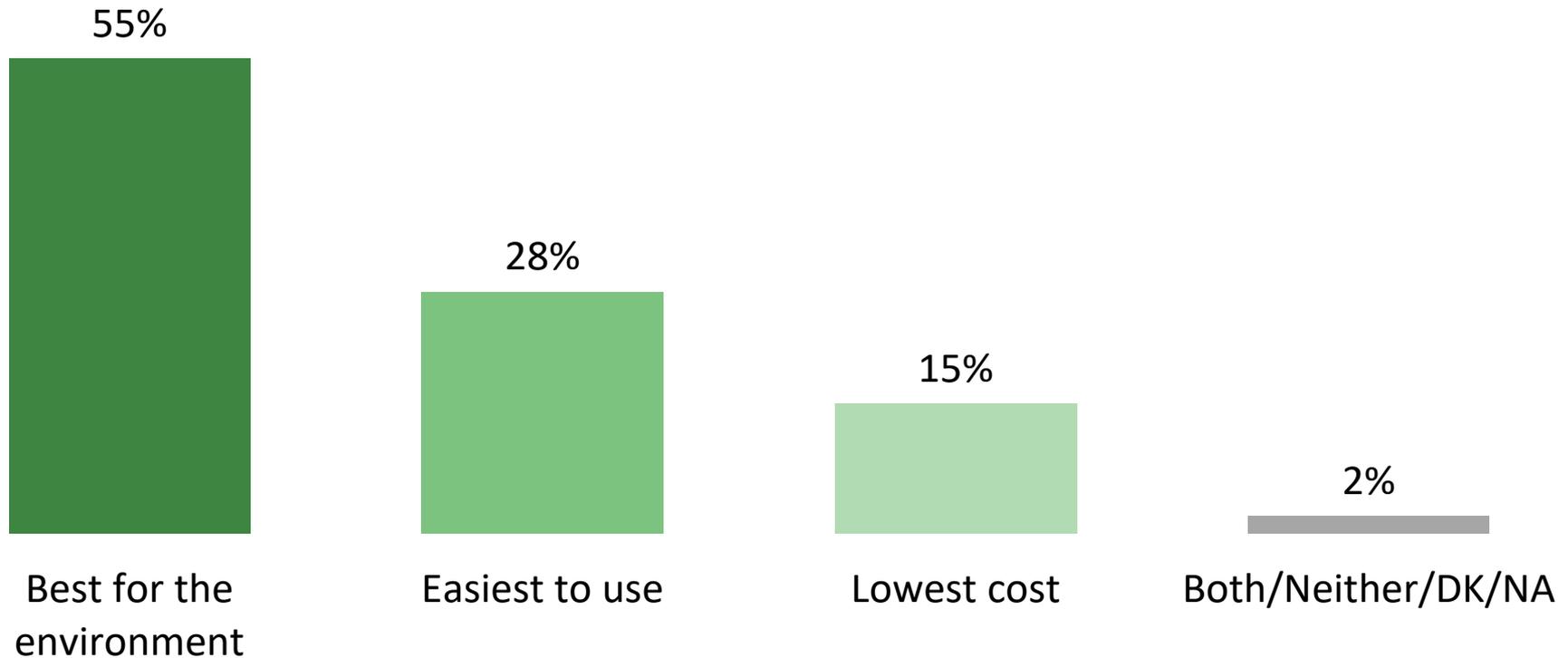
I am going to read you a list of things the City may consider when adopting a new recycling method. Please tell me if you think it is extremely important, very important, somewhat important, or not important to you that the City make its decision with this in mind.

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Impt./DK/NA



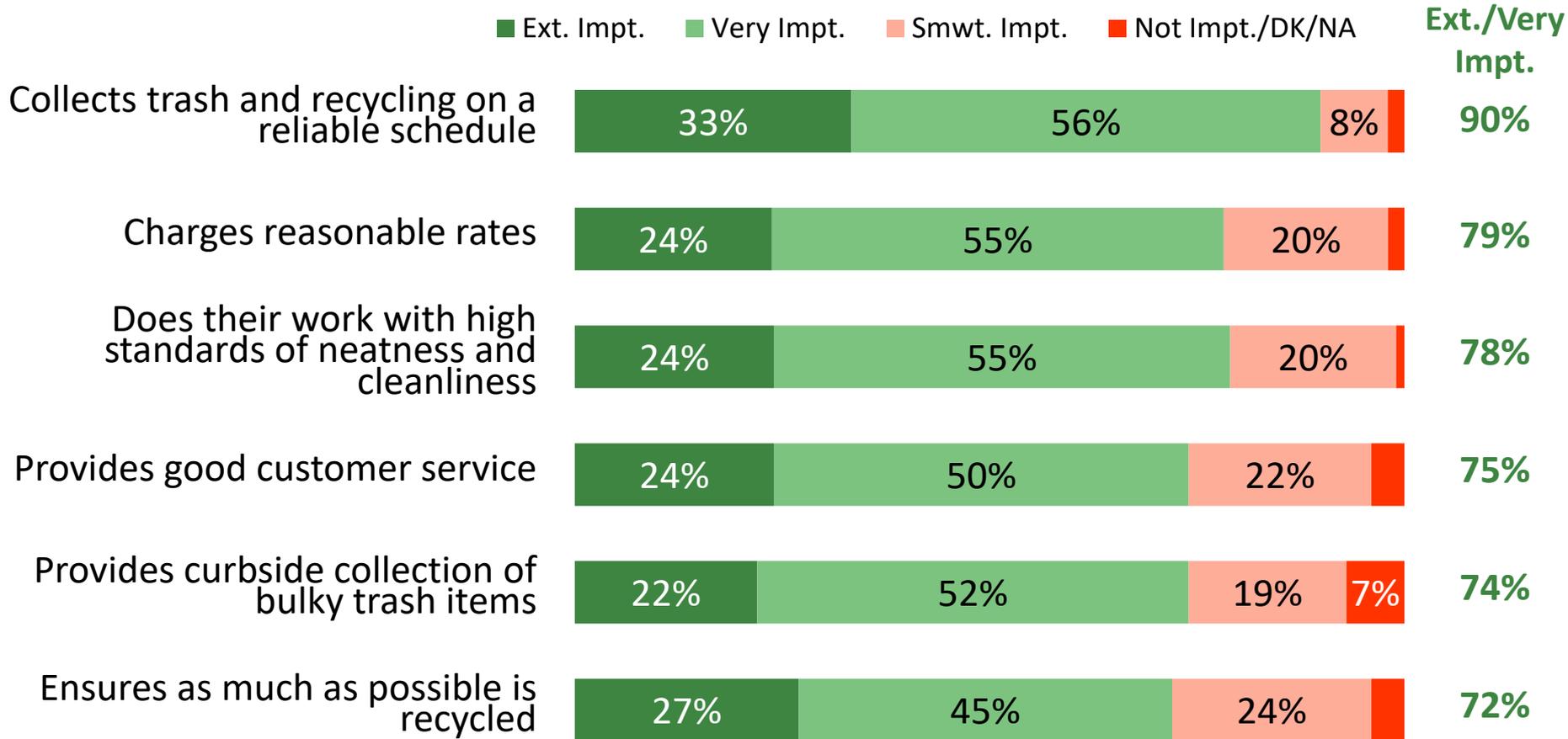
When forced to choose, a majority say that environmental impact is the most important factor the City should consider.

When considering which recycling method to adopt, what is the most important factor the City should consider.

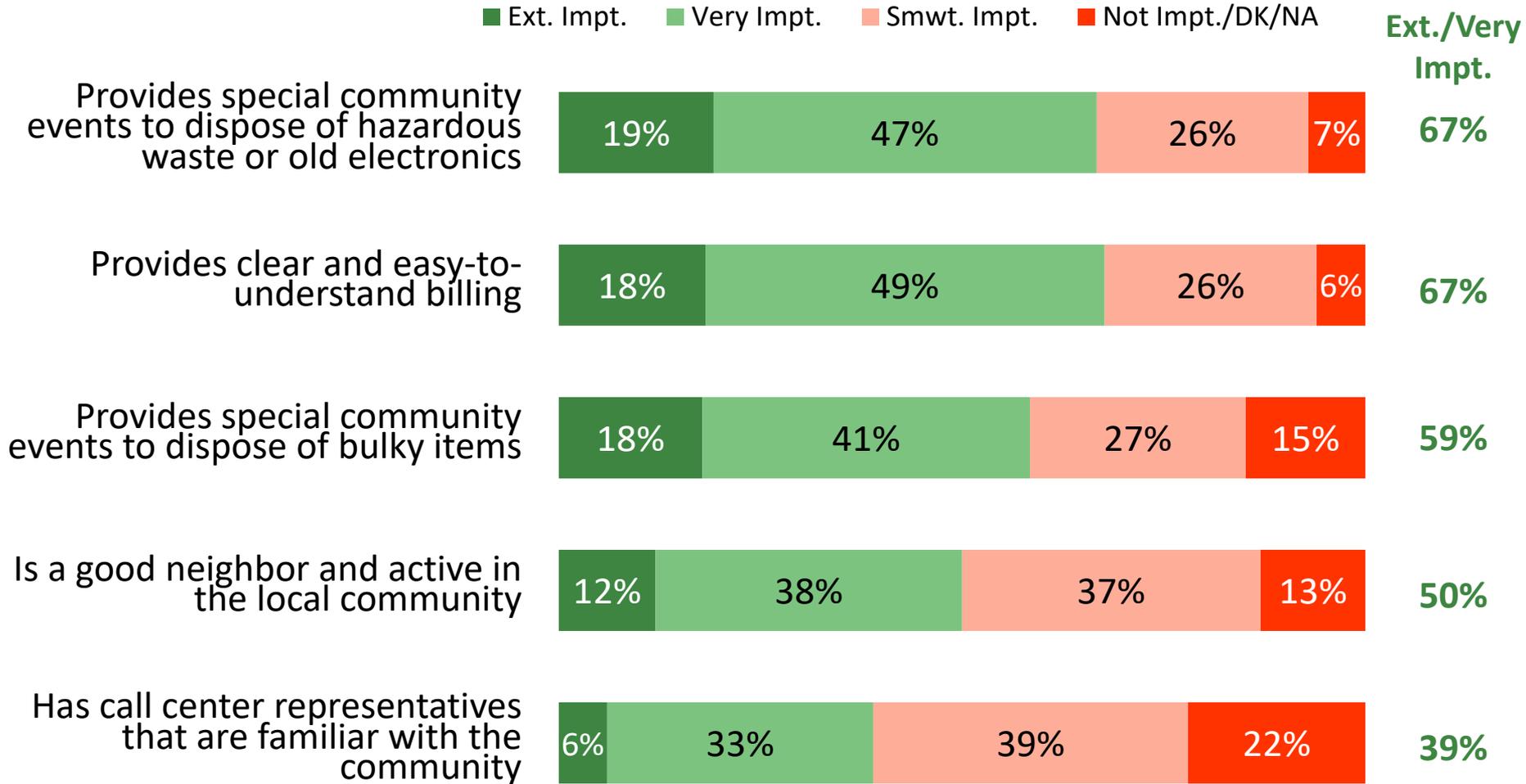


Residents view reliable and on-schedule collection as the most important characteristic of a waste hauler.

I would like to mention a list of services, programs, and characteristics that some residents would like to see from their City's waste hauler. Please tell me if that service is extremely important, very important, somewhat important, or not important to you.



Call center representatives that are familiar with the community are seen as least important.



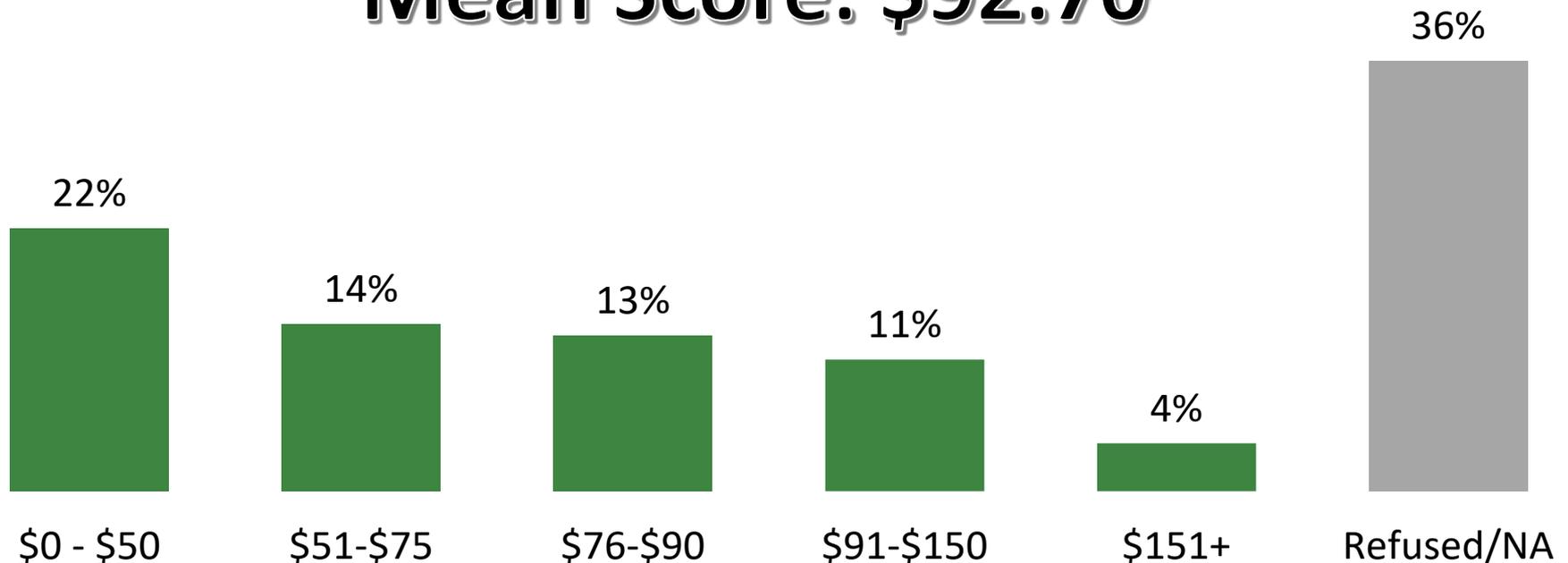


Attitudes Toward Recycling and Composting Costs

Residents are largely uncertain how much they pay on their bill for trash and recycling.

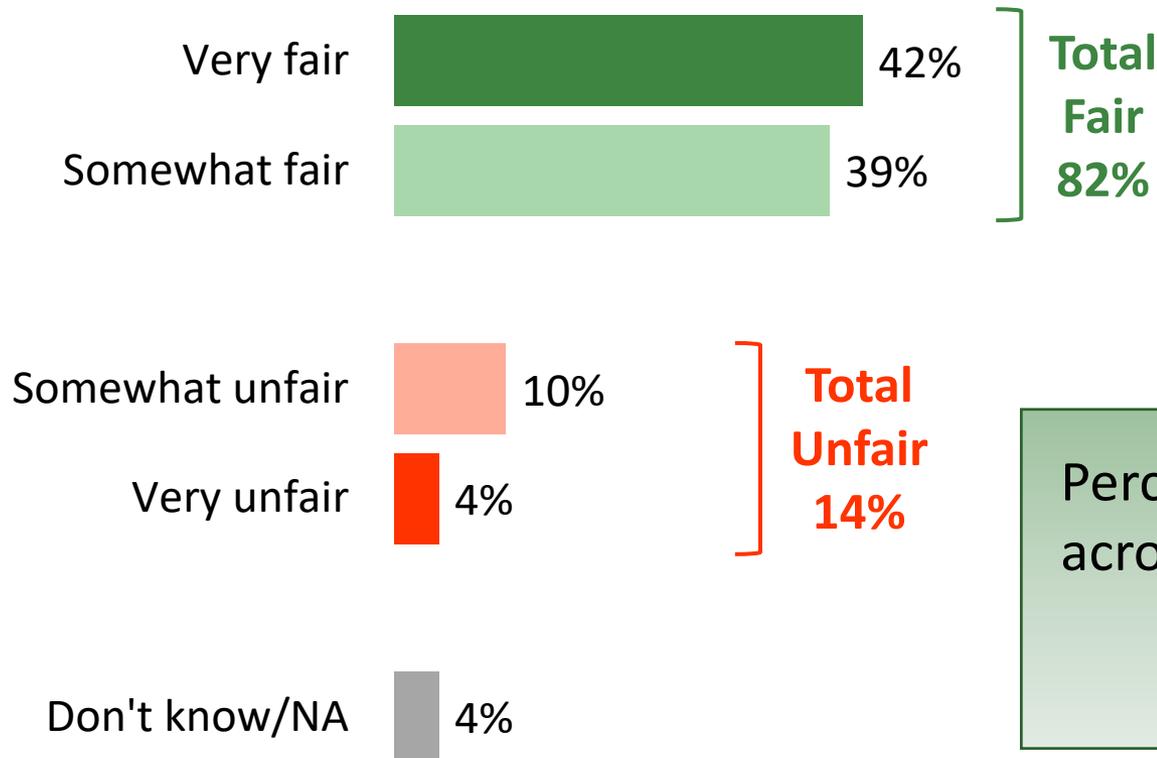
How much do you pay each time you receive a bill for trash and recycling?

Mean Score: \$92.70



However, when they hear the average charge, four in five say the amount is fair.

Most residential customers pay approximately \$90 every three months to have their trash and recycling collected and disposed of. Do you think this is a fair price for the services provided?



Perceptions of fairness cut across major demographic groups.

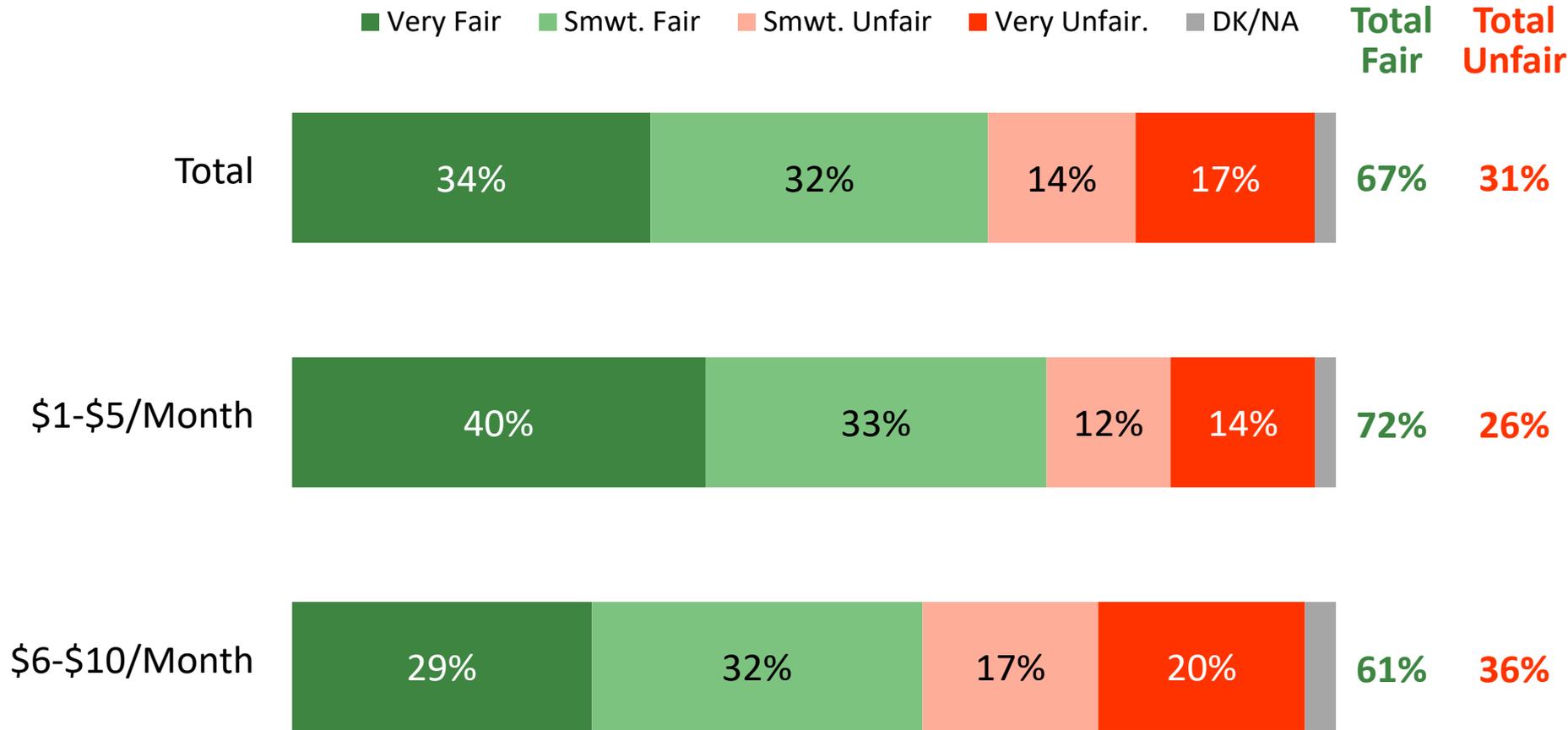
Rate Increase Description

San Ramon recycles approximately 50% of its waste, but to comply with the changing statewide regulations aimed at reducing California's greenhouse gas emissions, our City will need to recycle at least 75% of its waste. In order to increase the amount of material that is being recycled and composted, the City will likely have to increase garbage and recycling rates. Suppose the rates increased by about _____.

(Split Sample: \$1 to \$5/month)

(Split Sample: \$6 to \$10/month).

Majorities find the rate increases fair, although the lower amount is preferred.

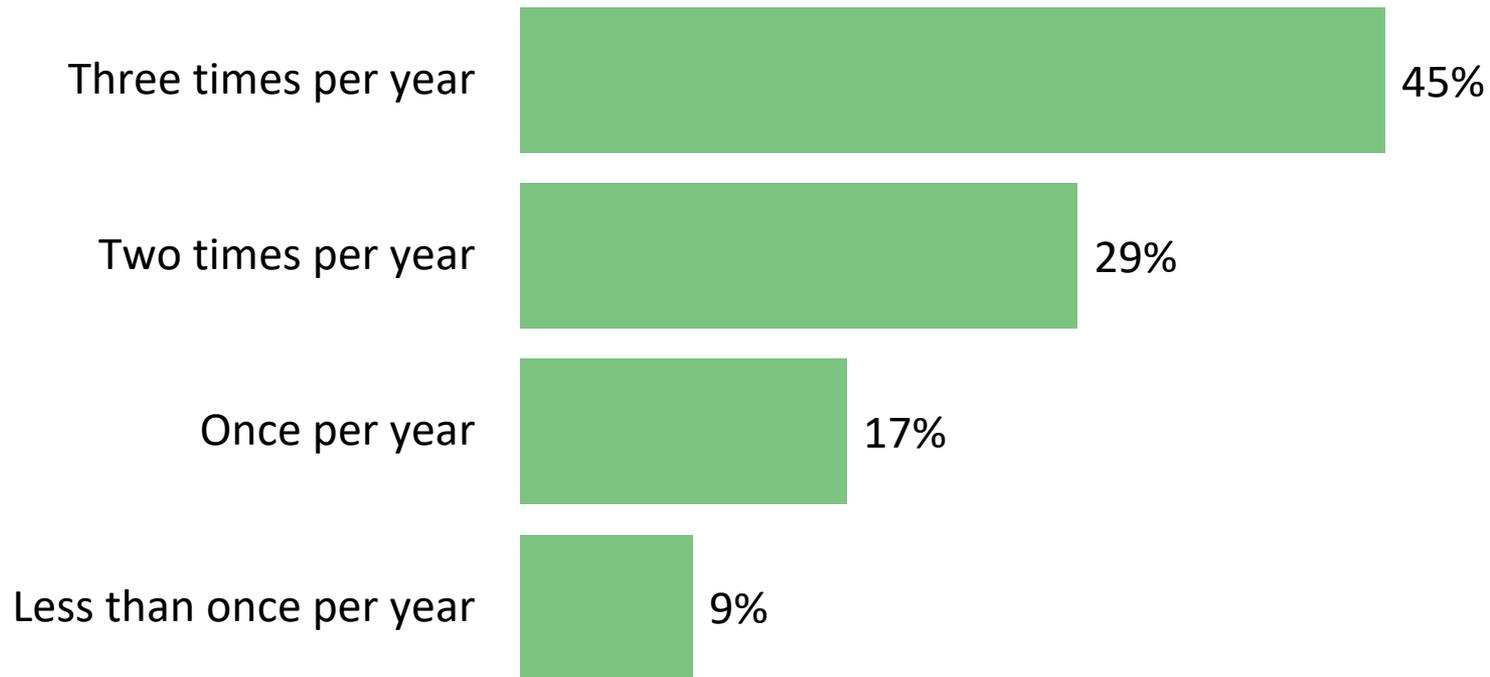




Attitudes Toward Neighborhood Clean-Up Days and Recycling Drop-Off Days

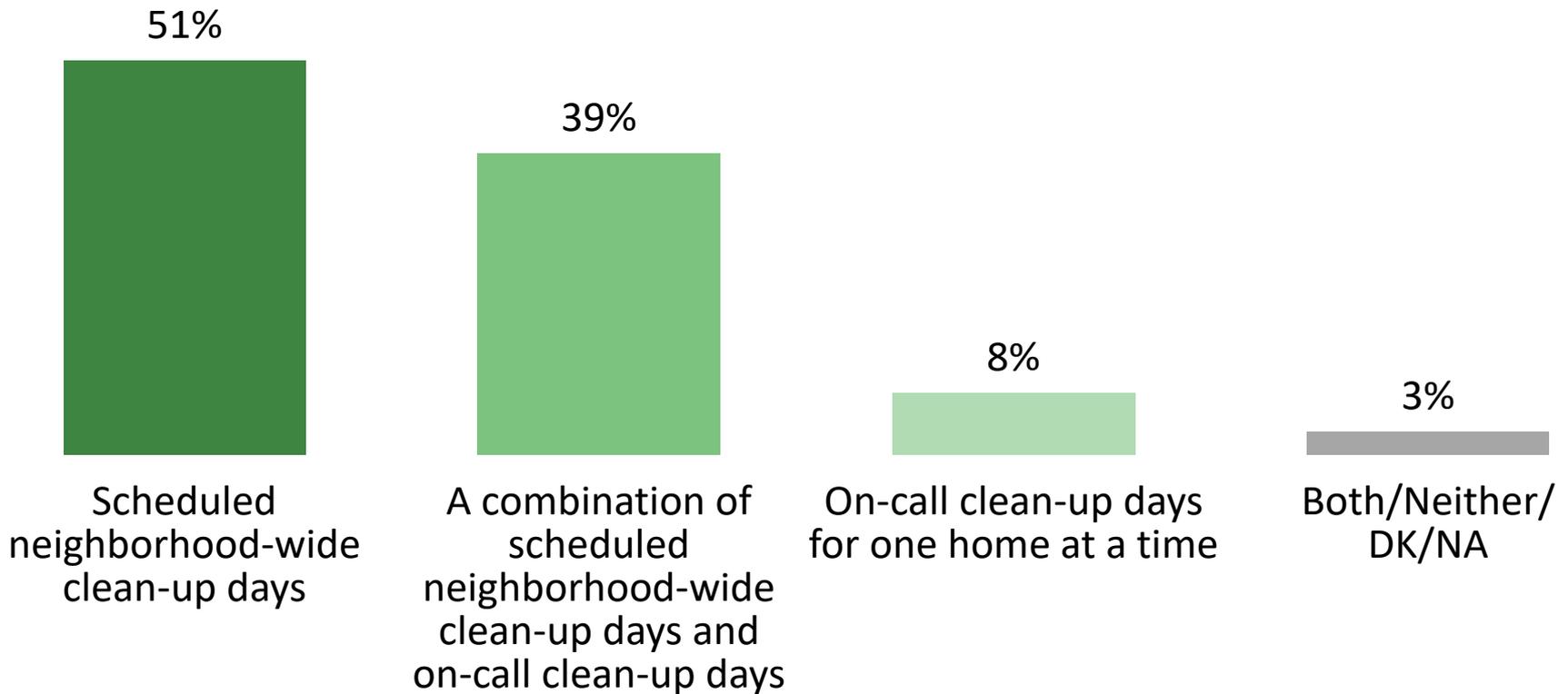
Nine in ten residents use a clean-up day at least once per year.

*City of San Ramon residents are offered three neighborhood clean-up days per year, where they can dispose of bulky items and extra trash.
How often do you use the clean-up days in your neighborhood?*



A majority would prefer scheduled neighborhood-wide clean-up days in the future.

Which of the following options would you prefer for clean-up days in the future:



Fourth Clean-Up Day Proposal

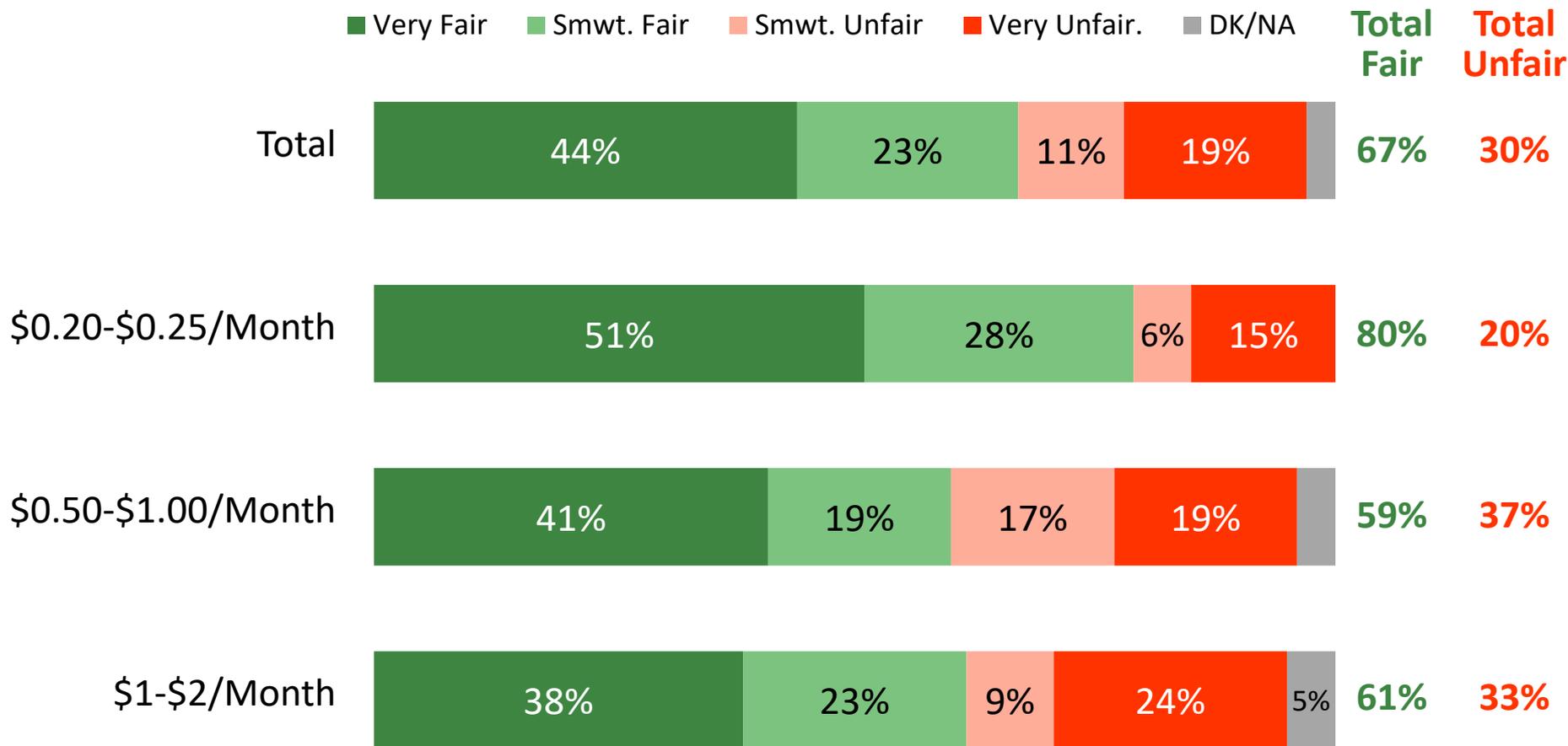
The City is considering adding a fourth clean-up, which would be on-call. This would allow residents to contact their garbage and recycling company to schedule a time to have materials collected at the resident's convenience. Residents could call for their fourth clean-up at any time during the year. There would be no direct charge for the pick-up, but the cost would be built into the monthly garbage rate. Suppose adding this fourth clean-up day cost _____.

(SPLIT SAMPLE: \$0.25 to \$0.50/month)

(SPLIT SAMPLE: \$0.50 cents to \$1/month)

(SPLIT SAMPLE: \$1 to \$2/month)

Residents think the proposed costs for a fourth clean-up day is fair, although the lowest cost is preferred.



Recycling Drop-Off Event Proposal

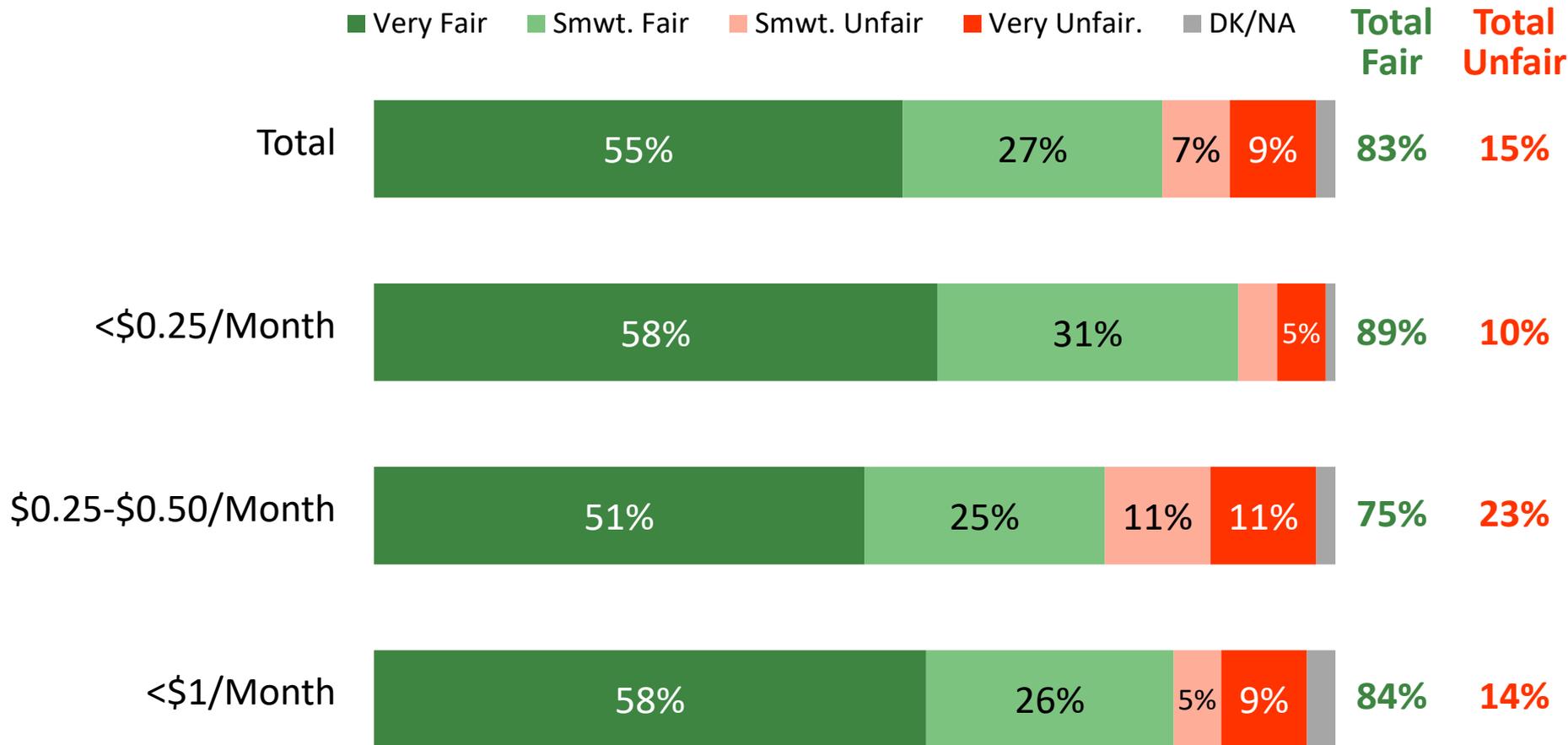
The City is considering bringing back recycling drop-off events that were discontinued during the recession. There would be four weekend events per year during which residents could drop off recyclables for free and pick up a bag of free compost. Recyclables could include items like cardboard, yard trimmings, clean wood, metal, bottles and cans, paper, confidential paper for shredding, clothes, and other items that may not fit or belong in one's residential recycling bin. These events would also accept electronics, batteries, and fluorescent bulbs. There would be no direct charge for this service, but the cost would be built into the monthly garbage rate. Suppose bringing back recycling drop-off events cost_____.

(SPLIT SAMPLE: <\$0.25/per month)

(SPLIT SAMPLE: \$0.25-\$0.50/month)

(SPLIT SAMPLE: <\$1/ month)

Approximately four in five find the costs of an additional recycling drop-off event to be fair.

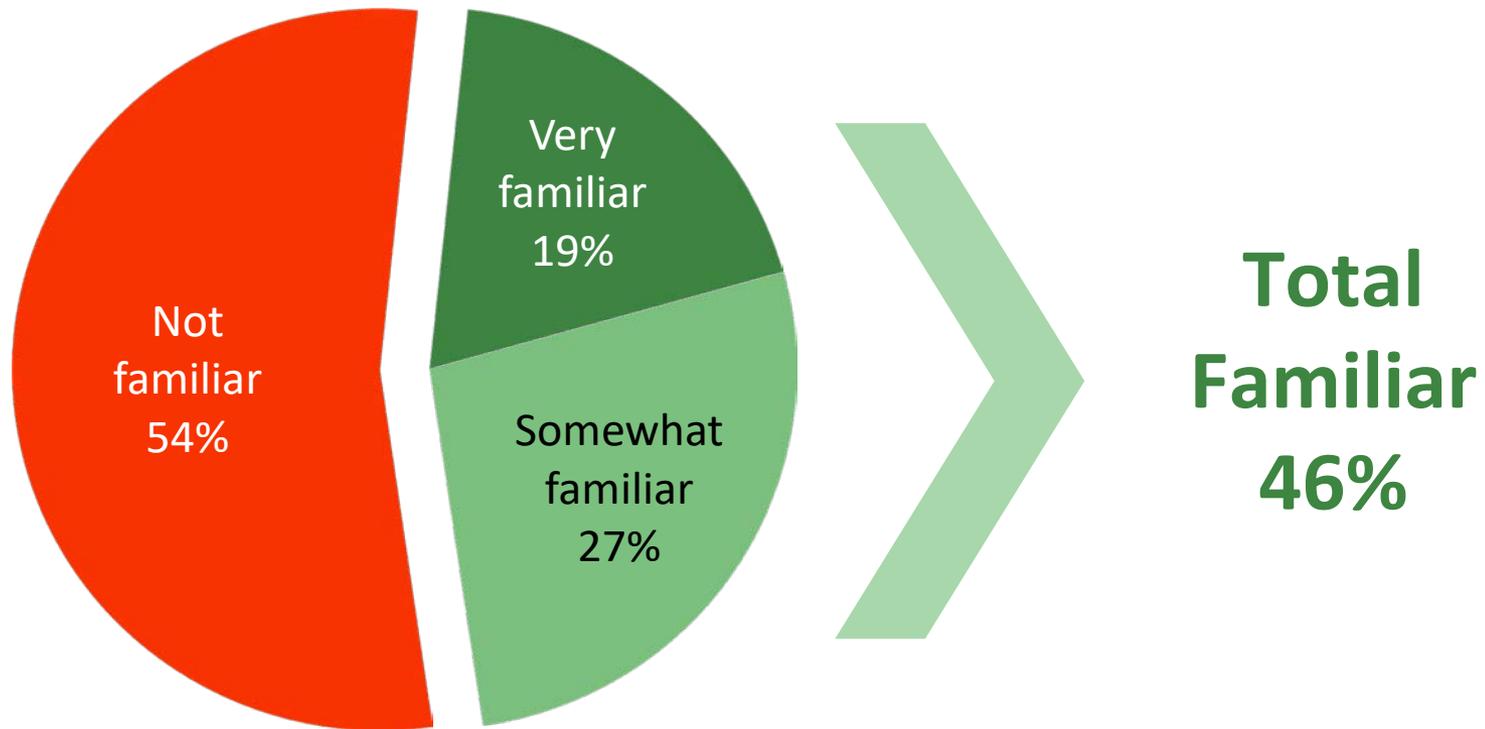




Attitudes Toward Household Hazardous Waste Service

A majority of residents are not familiar with the household hazardous waste pick-up service.

Are you familiar with the household hazardous waste pick-up service offered in the City of San Ramon?

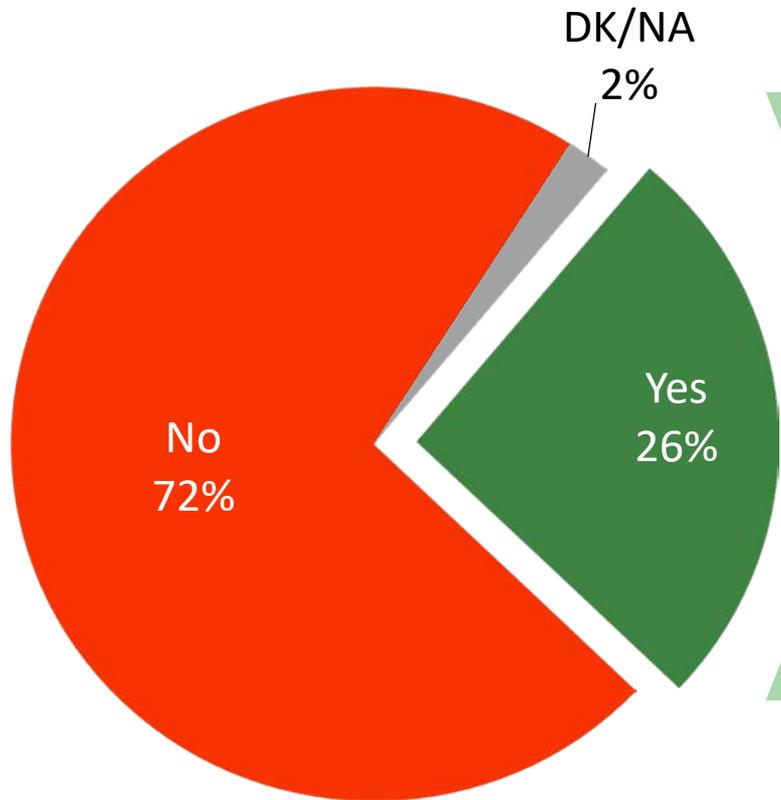


Hazardous Household Waste Background Provided

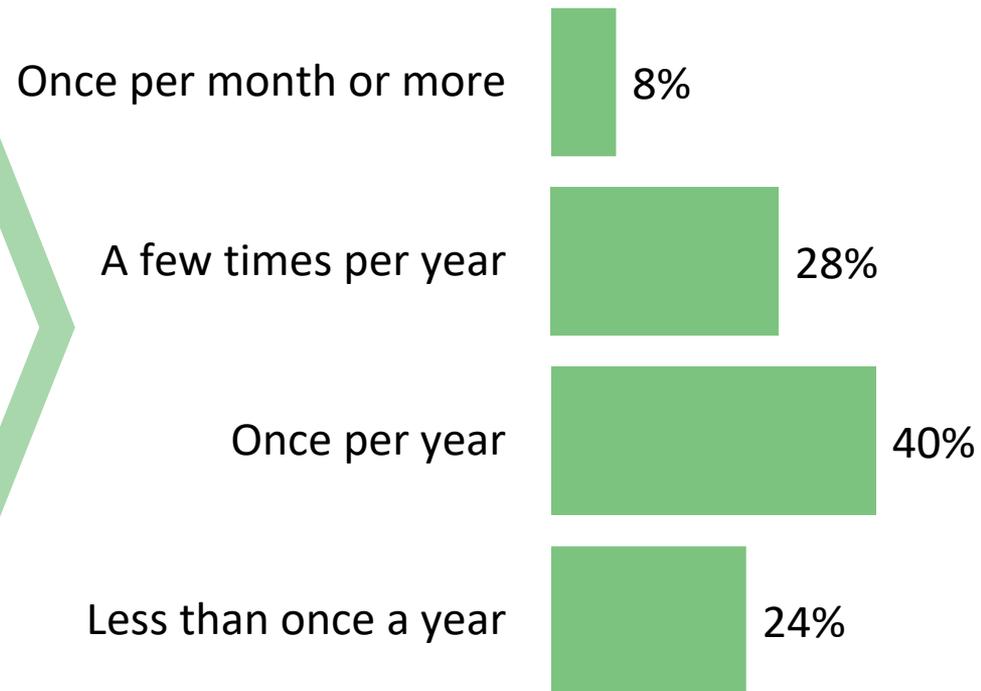
The household hazardous waste pick-up service allows residents to call to have their electronics and household hazardous waste collected from their doorsteps. Items accepted include such items as computers, TV's, batteries, fluorescent bulbs, paint, automotive fluids, and household chemicals. Residents call to schedule a pick-up, which is usually about two weeks after the call. There is no limit to the number of pick-ups per resident per year, and there is no direct charge for the service.

Only a quarter have used the service; most of those who have use it once per year.

Have you ever utilized the household hazardous waste pickup service?

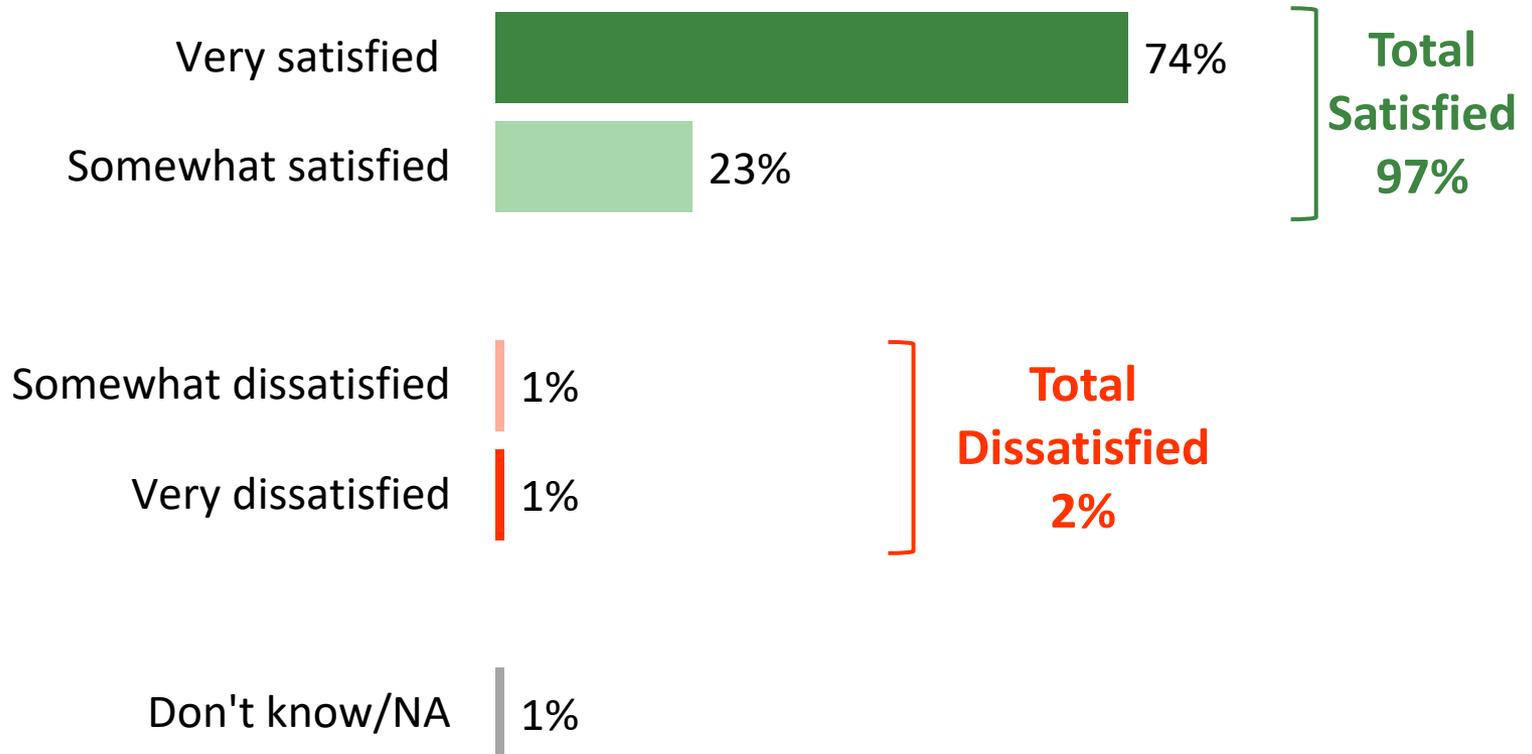


How many times a year do you use this service?



Those who have used the service are highly satisfied.

How satisfied would you say that you are with the household hazardous waste pickup service?





Conclusions

Conclusions

- ✓ Voters are very optimistic about the direction of the City and are satisfied with a wide array of City services.
- ✓ In terms of adopting a citywide garbage and recycling system, the 3-bin system is the clear preference.
 - Among those who currently have compost bins, two-thirds prefer a 3-bin system.
 - Among those who don't currently have compost bins, a plurality say they support the 3-bin system.
- ✓ Cost and ease of use are important to majorities, but voters value the recycling method that is best for the environment most highly.
- ✓ Residents feel that what they pay is fair and are willing to support modest increases for additional services.
 - Four in five think what they pay for garbage and recycling currently is fair and two-thirds approve of an increase in their rate to meet environmental standards.
 - Two-thirds support paying a bit more for fourth clean-up day.
 - Four in five think it is fair to pay a bit more for recycling drop-off events.
- ✓ Only about a quarter of voters have used the household hazardous waste service, but satisfaction among those who have is very high.

For more information, contact:



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