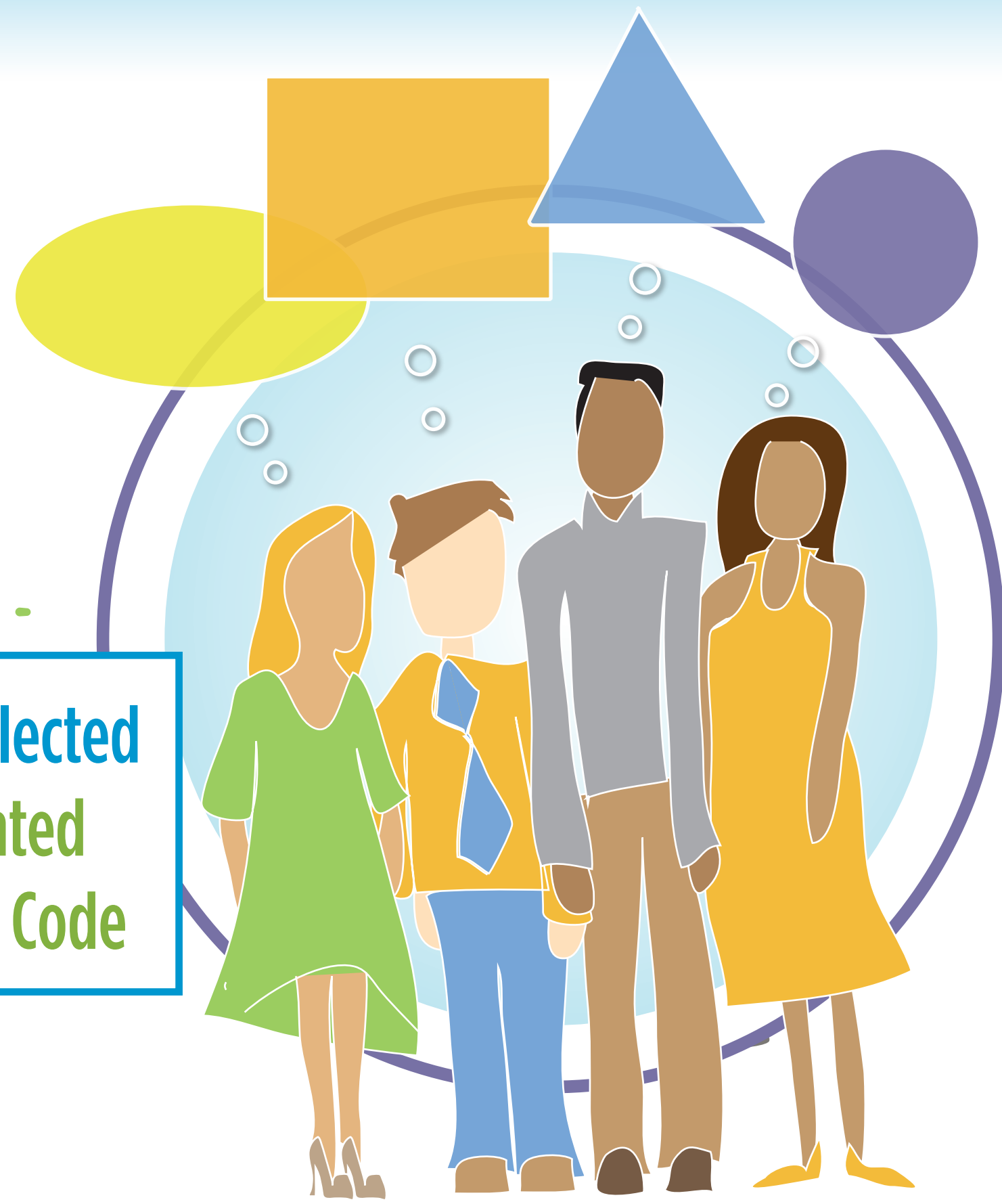


Public Opinion Survey

SCS, along with our subcontractor **Wiese Research Associates**, developed a comprehensive **Public Opinion Survey** for purposes of **gauging** the **attitudes** and **opinions** of residents across the **City** as a whole. Survey questions were developed and **refined** through City comment and **beta testing**. **Final questions** were "scripted" for use in the telephone survey effort.

550 Residents Randomly Selected
Proportionately Represented
Geographically By Each Zip Code



General Knowledge



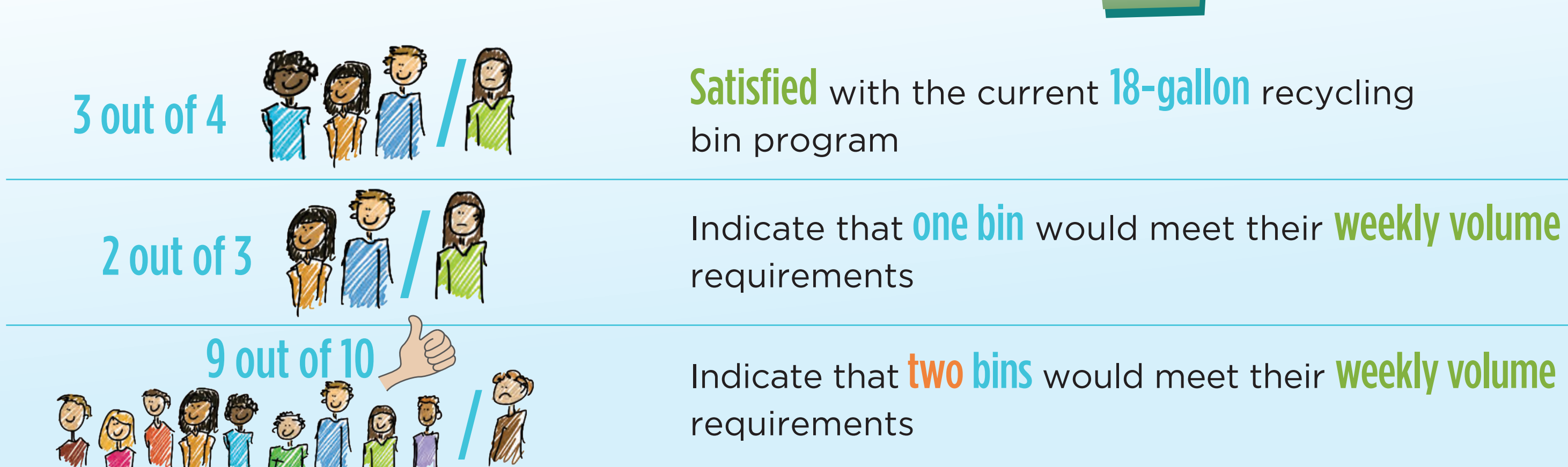
Garbage



Yardwaste

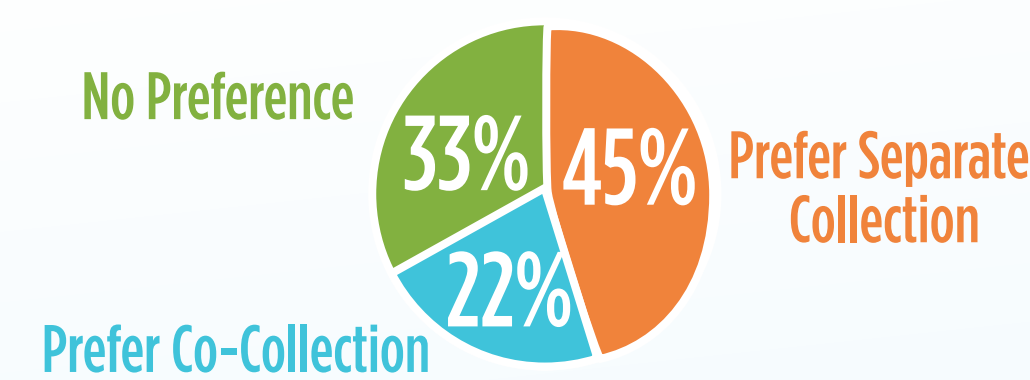


Recycling

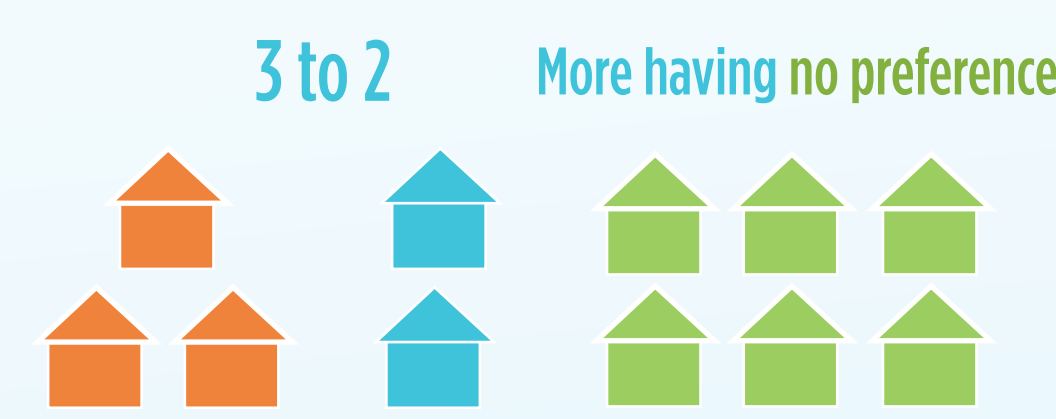


Co-Collection

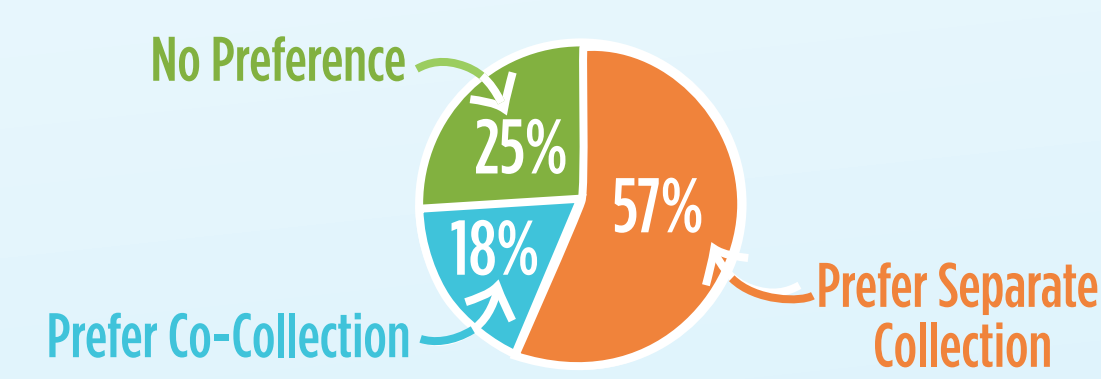
Regarding co-collection and comingling of yardwaste, as allowed in 2015 and 2016, it is readily apparent that this is a complex and somewhat controversial topic.



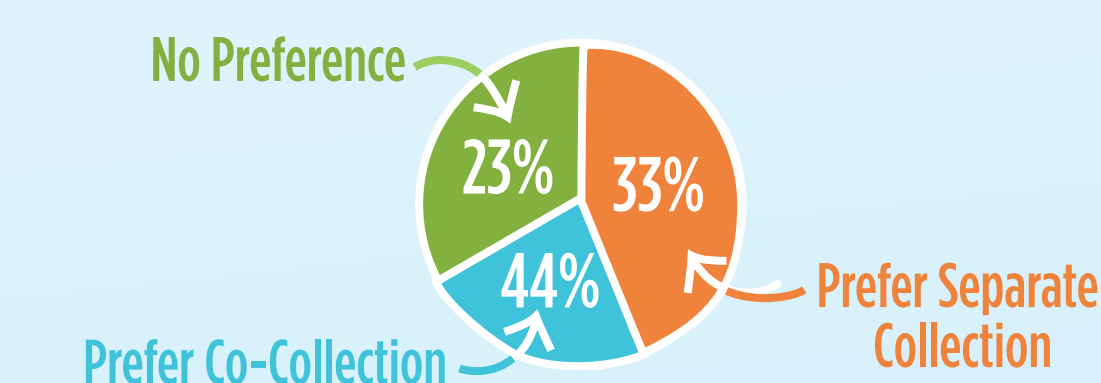
With **no** added education about the situation, **separating yardwaste wins** the vote over comingling by 2:1, for those who had a preference. (but nearly 1/3 had no preference)



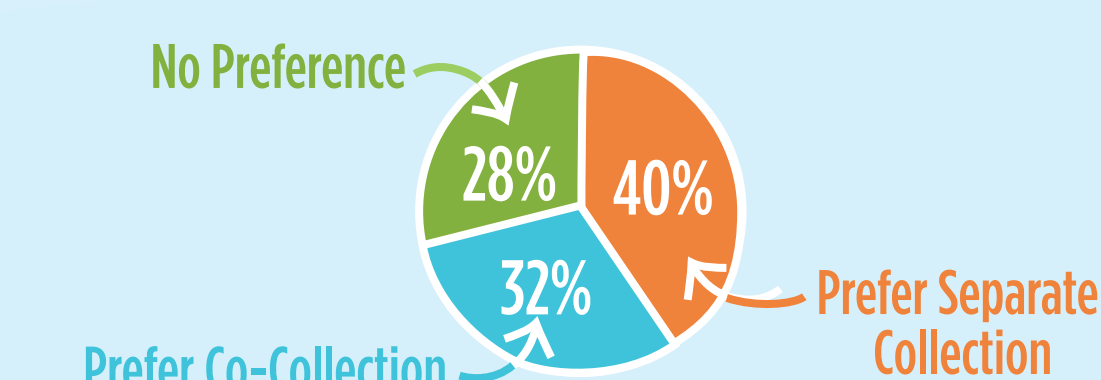
As **further information** and background is provided through the questioning series (e.g., **landfill gases captured, cost of separate truck route, Oma-Gro cost**) people still prefer separate collection **however** some are now **in favor** of **comingling**, but not dramatically. After all information has been provided, the **ratio** of **separating** to **comingling** dropped to about **3:2** but with **more** people expressing **no clear preference**



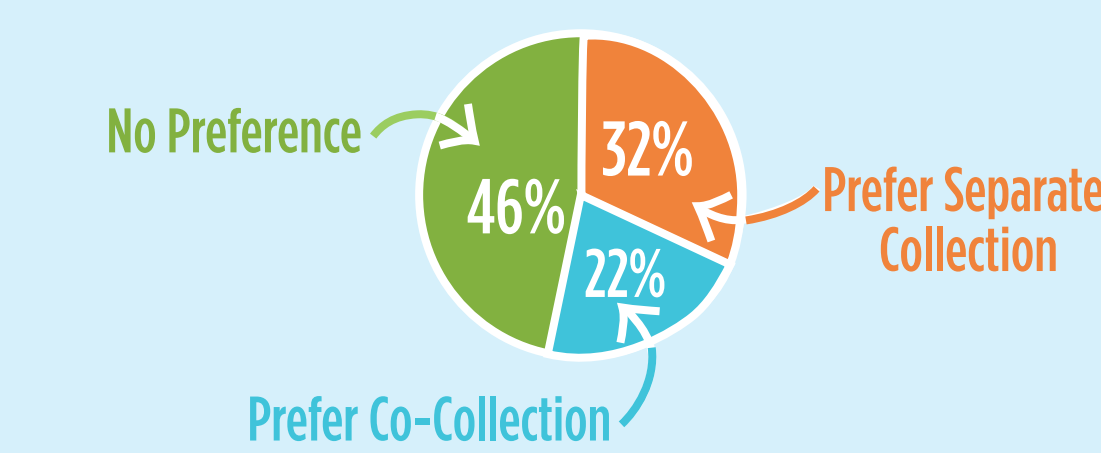
Once people learned **Yardwaste was going to Landfill**
25% No preference/refused
57% Separate
18% Comingling



Once learned that landfill **Gas captured for electricity**
33% No preference/refused
44% Separate
23% Comingling

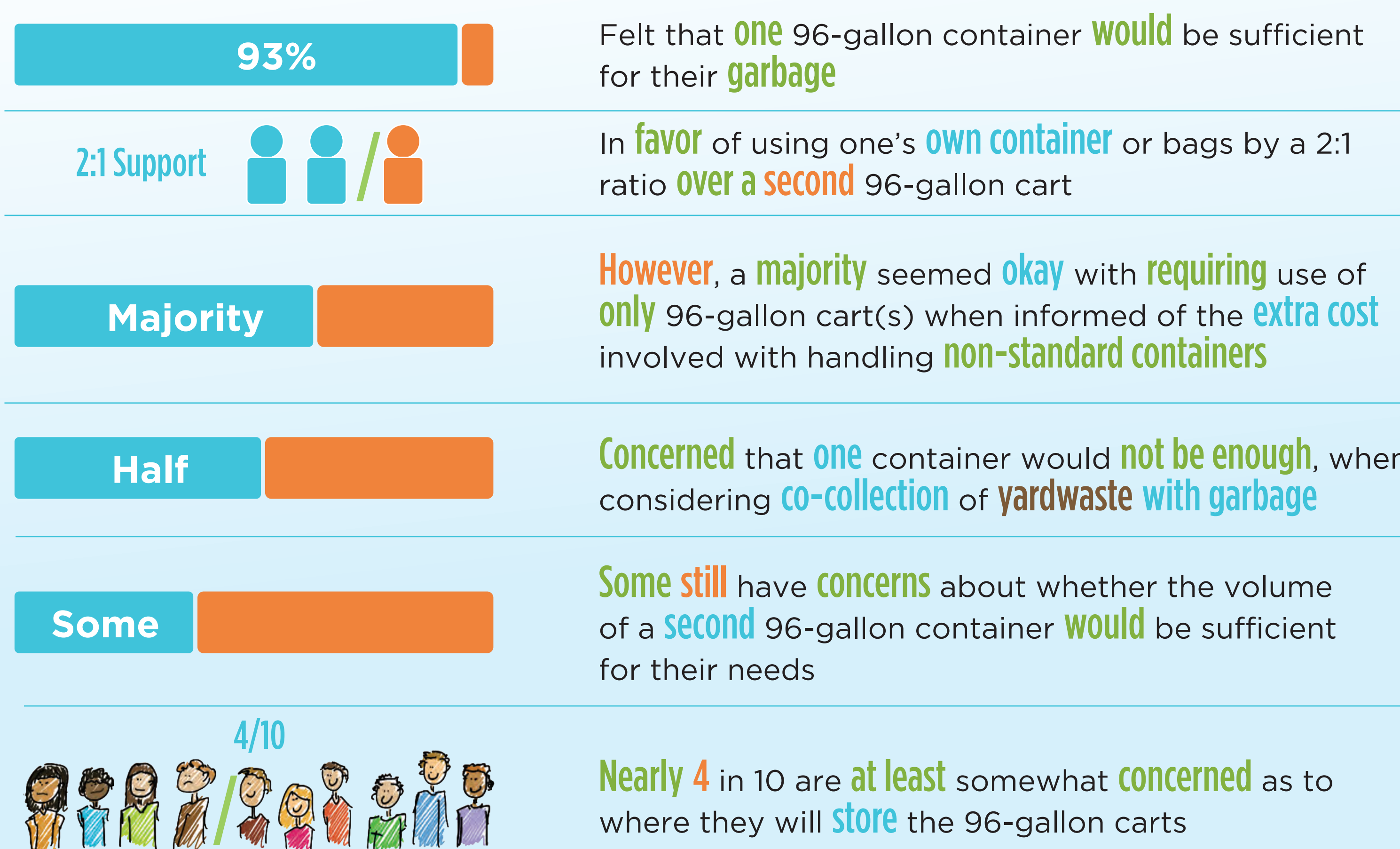


Once learned about **Cost of More Trucks** for collection
28% no preference/refused
40% Separate
32% Comingling

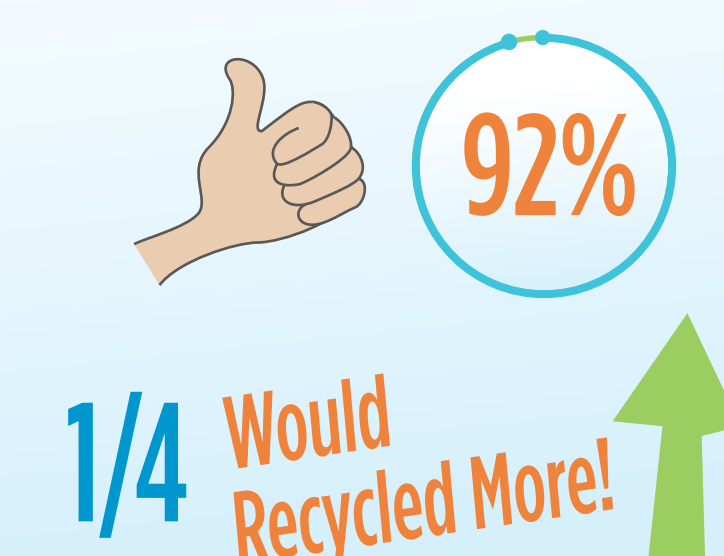


Once learned about **Revenue not covering cost of Oma-Gro**
46% No Preference/refused
32% Separate
22% Comingling

Carted and Automated



Recycling



Indicate that **one 96-gallon** container would be sufficient for their recycling **every other week**

1 in 4 believes they **would recycle** more with 96-gal. cart

