

# RESIDENT RECYCLING SURVEY RESULTS



## **Mid-Missouri Solid Waste Management District**

2018

Callaway County and the City of Fulton

The Mid Missouri Solid Waste Management District (MMSWMD) is proud to provide its cities, counties, businesses, institutions, and residents the results from its first Resident Recycling Survey. This brief report summarizes the results we believe are relevant to your County and that are actionable with regards to our combined resources.

# Resident Recycling Survey Results

## CALLAWAY COUNTY AND THE CITY OF FULTON

### BACKGROUND

The Mid Missouri Solid Waste Management District administered a statistically valid survey of residents in the Mid-Missouri area in regards to their awareness of, and support for, recycling, reuse, and waste management issues. The survey was implemented by ETC Institute in April, 2018 and the MMSWMD Board accepted the final report and results in July, 2018. A total of 1,148 residents completed the survey and we were able to get a statistically valid sample from each of our 8 counties. MMSWMD staff is working to breakdown, analyze, and share results with the counties and cities in our region. MMSWMD will also be gearing communication and grant dollars towards issues found in the results.

### Callaway County Results

There is a lot of data in this survey and no one knows a county or city better than local government staff and elected officials. MMSWMD staff has pulled out some results that we think may be of interest to you, but we are more interested to hear what you think is important and feasible. Attached you will find ETC's Final Report and a Cross Tabulation of each survey question by county.

#### **Existing resources that could benefit from additional advertising and promotion:**

52.3% of Callaway County residents reported being unfamiliar with the existing HHW services, 60% reported being unfamiliar with electronic recycling services, and 48.8% reported being unfamiliar glass recycling drop-offs. MMSWMD has multiple funding streams that can provide advertising funds and the results of the survey can help guide communication toward the most effective channels.

#### **Desired and Feasible Recycling Services:**

The loss of recycling drop-offs in Callaway County is definitely reflected in the results with 38.5% reporting dissatisfaction with drop-offs and similar results for awareness and desire for new services. Restarting the Callaway program would be strong grant proposal for the MMSWMD.

#### **Support of Polices and Local Government:**

There is strong support in Callaway County for local governments to take a leadership role in waste diversion and support for some aggressive waste reduction policies.

**50% of Callaway respondents reported that they agreed that they would be willing to pay for the costs to provide alternatives to landfill disposal like curbside recycling and composting (2.5% higher than the district as a whole).**

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### Mid Missouri Results and Trends

Residents are supportive of local governments promoting and pursuing policies that increase recycling opportunities and waste reduction, with 62% of respondents saying local government should take a leadership role with informing residents about recycling services.

Residents are interested in greater opportunities to recycle, including curbside recycling (34%), collection events (23%), and HHW services (21%).

There is confusion among residents about what can be accepted in their recycling programs, with 28% of respondents reporting they were unsure if something they put in their recycling was accepted.

There is a low amount of awareness of existing resources for: HHW, Tires, Electronics, and sources of information to find existing resources.

## FUNDING, RESOURCES, AND OPPORTUNITIES

**Grant Funding** - The MMSWMD FY 2019 Grants are available. More at: [mmswmd.org](http://mmswmd.org).

**Sponsorships** - Up to \$1,000 for smaller waste diversion and recycling projects. Great for events, schools, and local organizations. More at: [mmswmd.org](http://mmswmd.org).

**Waste Audits** - MMSWMD staff can assist with free waste audits for: local governments, schools, and business.

**Promotion and Advertising** - MMSWMD has set aside additional funding for advertising existing recycling services this year. Let us know if there is a program you would like help promoting.

**52.9% of Callaway respondents said local government should take a leadership role in developing recycling programs.**

**Collection Events** - Currently the MMSWMD holds one large collection event per year. We can help local governments plan and find local partners for hosting an event.

**Education and Signage** - Reducing contamination and illegal dumping is more important than ever. Our increased promotion budget can also be used towards this effort. Let us know if you have a need for reducing contamination in your community's recycling services.

**MMSWMD staff** is here to serve you and your community's waste diversion needs. Please do not hesitate to reach out. We are more than happy to meet with and present to you, your staff, your elected officials, and residents in person.

Best,

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