

RESIDENT RECYCLING SURVEY RESULTS



Mid-Missouri Solid Waste Management District

2018

Cole County and Jefferson City

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

COLE COUNTY AND JEFFERSON CITY

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.

Cole 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:

43.8% of Cole County residents reported being unfamiliar with the existing HHW, and 54.9% reported being unfamiliar with electronic recycling services. MMSWMD has multiple funding streams that can provide advertising funds and the results of the survey can help guide communication toward the more effective channels.

Educational Needs:

57.4% of Cole County residents said they have put items in their curbside recycling that they were unsure if it was accepted. Contamination with singlestream curbside recycling is becoming a major issue for the recycling industry. MMSWMD is interested in providing resources to Cole County, City of Jefferson, and Republic Services to implement an effective anti-contamination campaign.

Support of Polices and Local Government

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

65% of Cole County respondents said they are recycling more now because curbside service is available.

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.

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.

Sponsorships - Up to \$1,000 for smaller waste diversion and recycling projects. Great for events, schools, and local organizations. More at: 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.

77.6% of Cole County respondents agree that they support public policies that lead to improved 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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