

CITY SURVEY



Glass Recycling PRELIMINARY REPORT

Survey Topic | Glass Recycling

Survey Period | June 14 - July 6, 2018

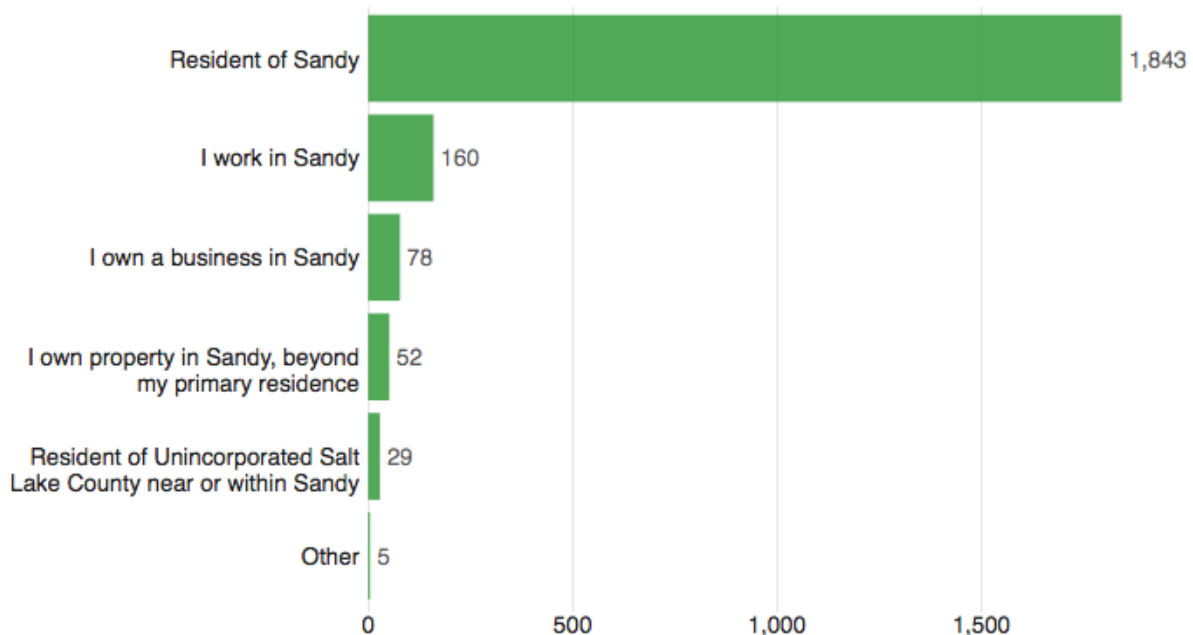
Report Date | July 9, 2018

Methodology

- Utilized the Qualtrics Research Core Platform to collect and analyze responses
- Survey participants were solicited via e-mail from the Citizen Connect Demographic Pool and through posting on social media, Nextdoor and City website.
- **42%** of responses came from the Citizen Connect Panel
- **58%** from social media, Nextdoor, website, etc
- Responses were collected from **June 14 - July 6, 2018**
- **1896 total responses**
- We did not perform any cross analyses based on demographic data, as all respondents were not from our Citizen Connect Demographic Pool.
- Respondants were not able to take the survey multiple times or “stuff the ballot box.”
- Text responses are copied and pasted verbatim as entered by respondents, so there may be spelling & grammatical errors in free text responses.

Response Breakdown

“How are you connected to Sandy City? (Select all that apply)”

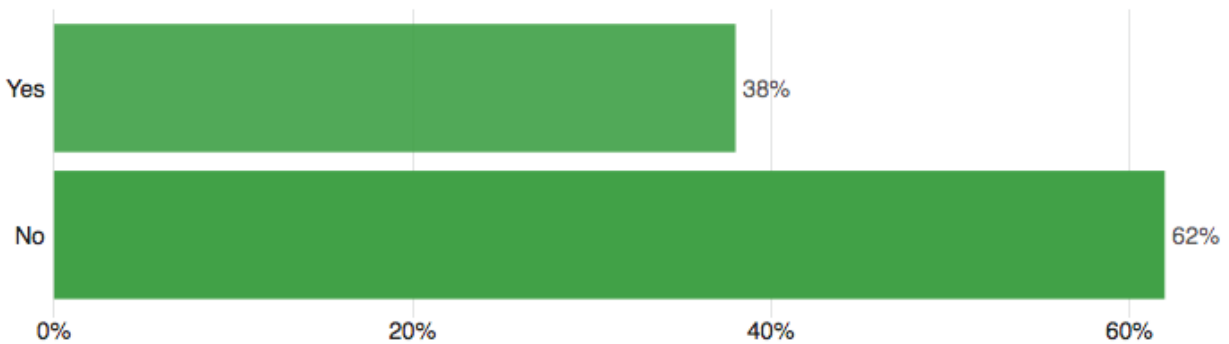


Answers indicating “Other”:

- My sisters and parents live in sandy
- Former resident with potential to move back
- I grew up in Sandy my parents live there and I visit frequently
- I was a resident in Sandy and will be moving back
- I live in Cottonwood Heights and I make purchases and recreate in Sandy

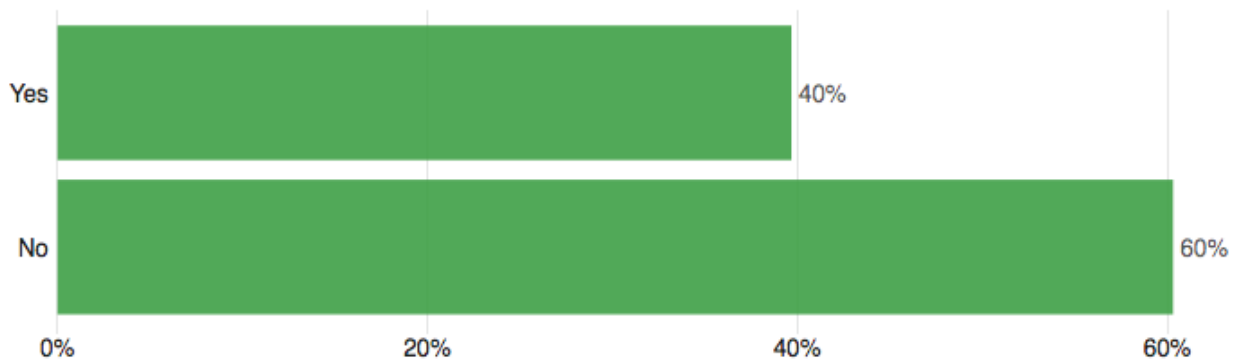
Current Recycling Behavior

“Do you currently recycle glass at one of the drop-off locations around Salt Lake County?”



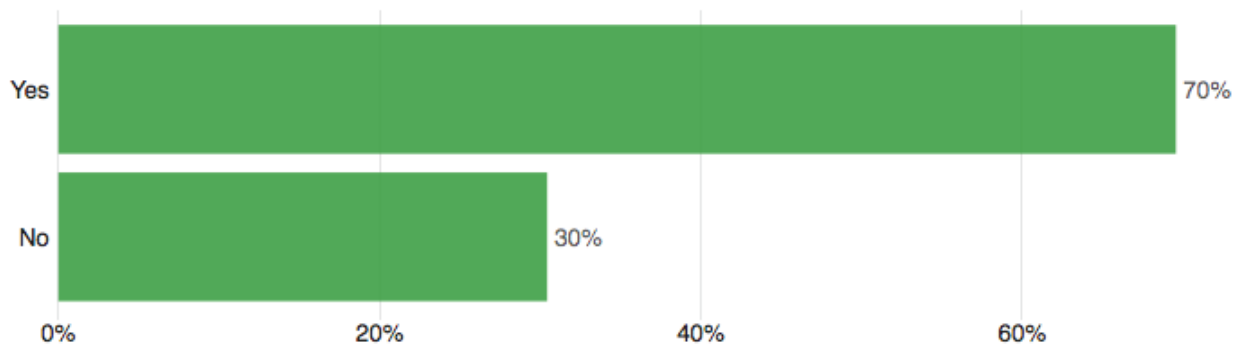
Breaking this out by panel vs. non-panel, both groups showed a similar pattern between yes and no. However, more of the non-panel group currently recycles, as they answered this question 43% to 57% yes/no (the panel group answered 31% to 69% yes/no).

“Are you aware of the the two glass recycling locations in Sandy? (Public Works Building: 8775 South 700 West, Sandy Amphitheater: 9310 South 1300 East)”



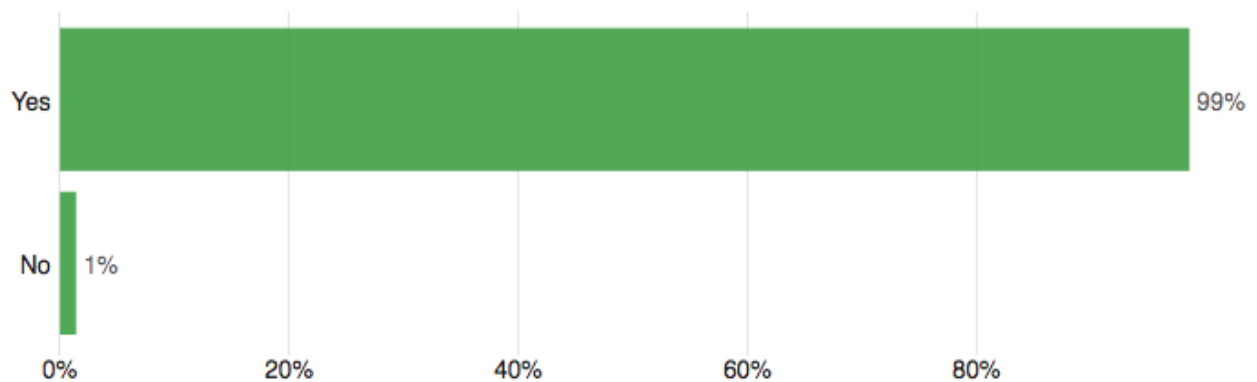
Much like the previous question, both groups showed a similar pattern between yes and no, but the non-panel group was slightly more aware of the locations with a 45% to 55% split and the panel group much less aware of the locations at 33% to 67%.

For those who are aware of the Sandy recycling locations: “Do you currently use either of the glass recycling locations in Sandy?”



Of the 40% who answered “yes” to the previous awareness question, 70% use the Sandy glass collection locations. Again, both groups showed a similar pattern between yes and no, but the non-panel group indicated slightly more use of the Sandy locations with a 72% to 28% split and the panel group slightly less use of the locations at 65% to 35%.

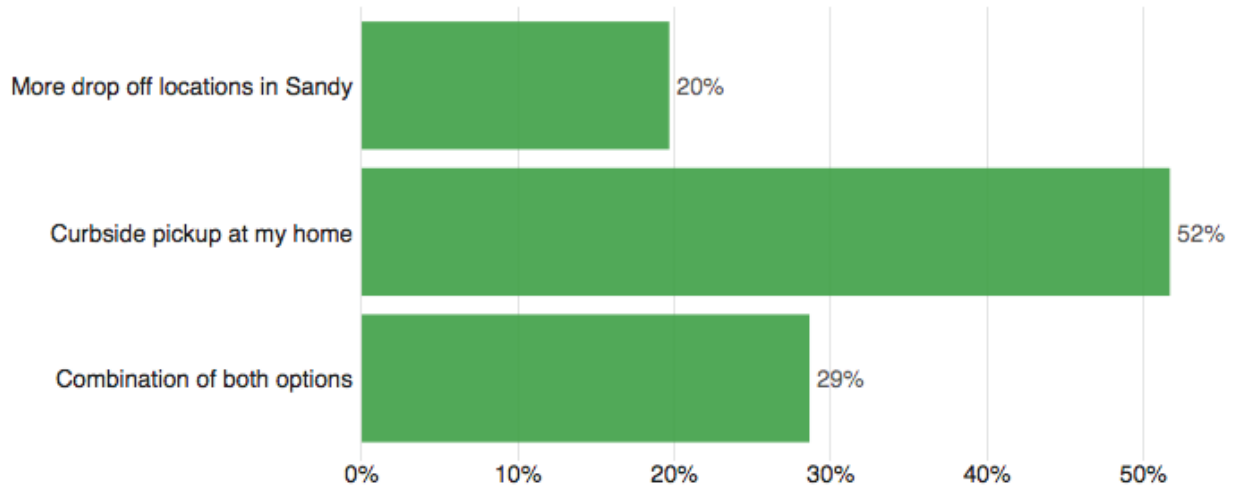
“Do you regularly recycle other materials at your home (paper, plastic, etc)?”



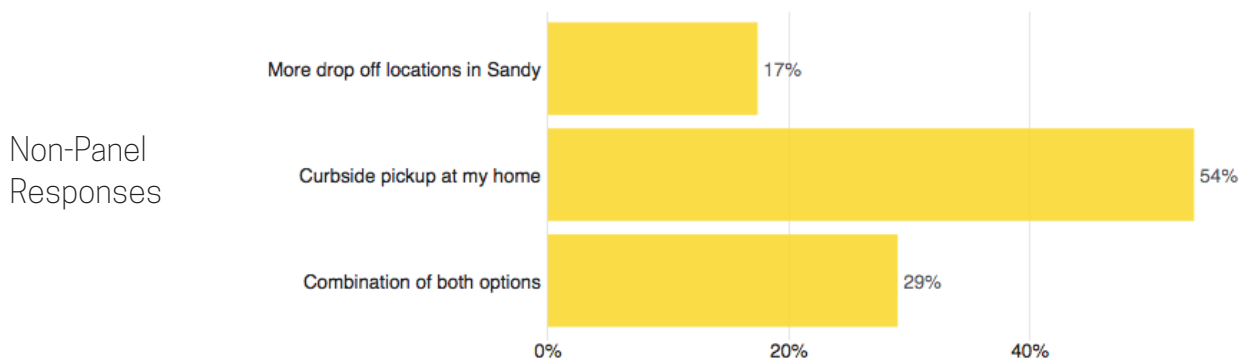
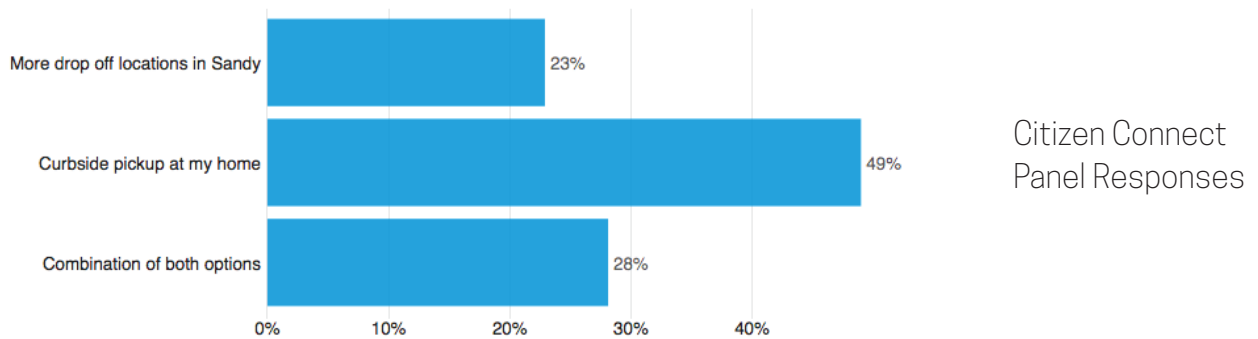
Across all respondents, 99% regularly recycle other materials at home. There was no significant difference in this spread between panel and non-panel groups.

Glass Recycling Preferences

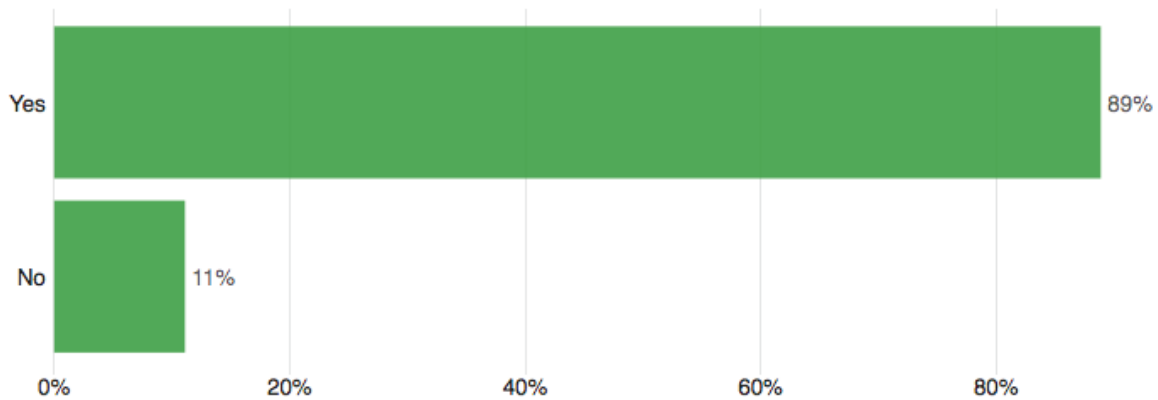
“How would you prefer to recycle glass?”



Panel vs. non-panel, both groups showed a similar pattern. However, slightly more of the non-panel group would prefer Curbside Pick-up or Combination of Both Options than the panel group. See the breakout below - the panel and non-panel groups are blue and yellow, respectively.



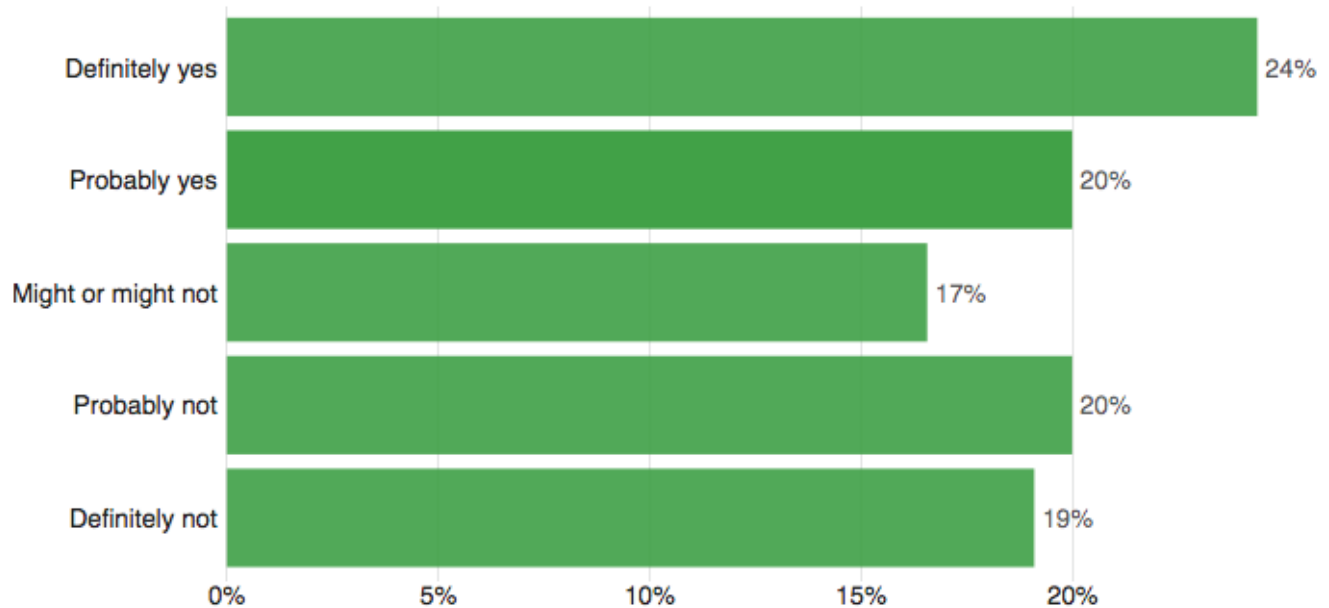
Of those who don't currently recycle glass: "If the city offered curbside pickup, would you start recycling glass?"



Of the 62% of participants who indicated in Question 2 that they currently do not recycle glass, 89% said they would start recycling if curbside pickup was offered. Please note, that this question was asked prior to any information about monthly cost, so participant sentiment may have changed after that information. Both panel and non-panel groups showed a similar pattern, with a slightly elevated preference from the non-panel group at 91% (89% of the panel group selected yes).

“With the community’s support, the monthly curbside glass collection service is estimated to be \$8/month per household. Would you pay that amount for curbside glass recycling collection?”

(Please note, this service would be on an opt-in basis. Only those who elect to have curbside glass pick-up would pay the estimated \$8/month)”



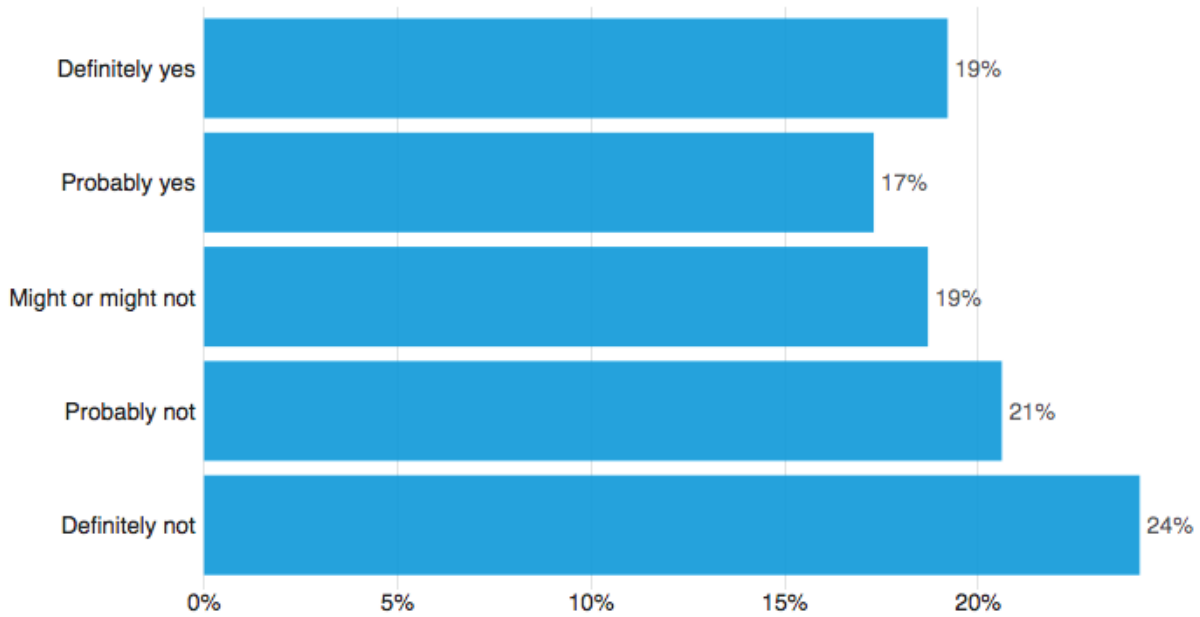
Across all responses, 24% indicated they would definitely opt-in to curbside glass collection at \$8/month, with 44% overall indicating a positive response. Of the remaining 66% of responses, 17% were neutral and 39% were a negative response.

This pattern of response does differ between groups, with the Citizen Connect panel indicating a much more negative response and the non-panel group with a higher positive response. See the breakout on the next page - the panel and non-panel groups are blue and yellow, respectively.

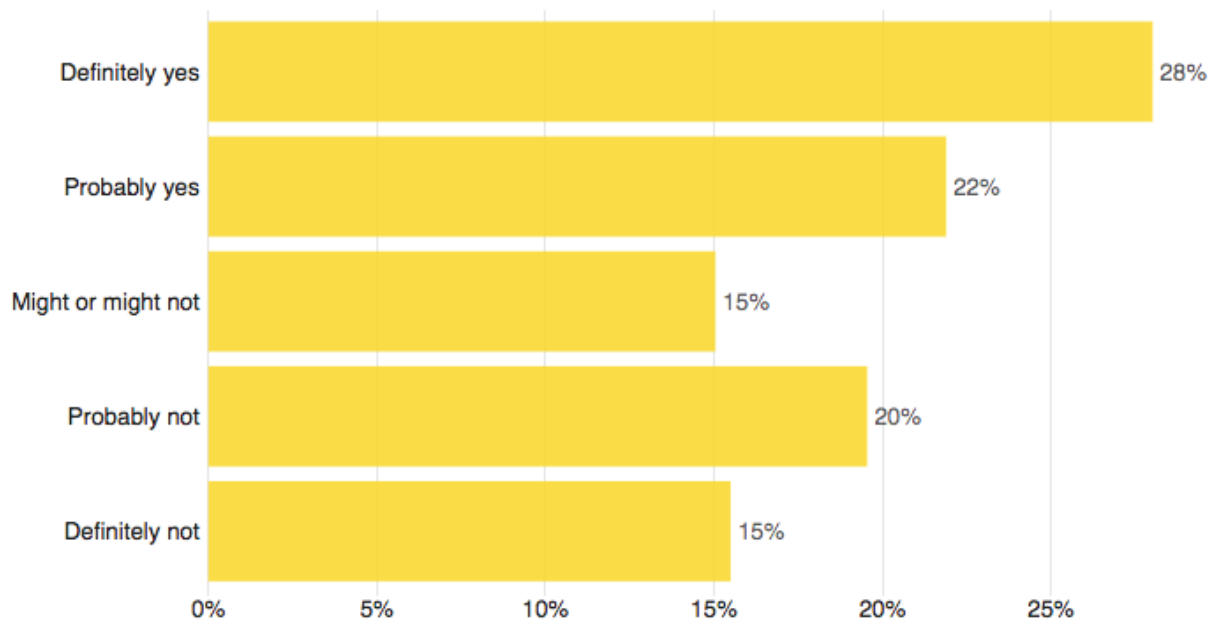
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Breakout By Group:

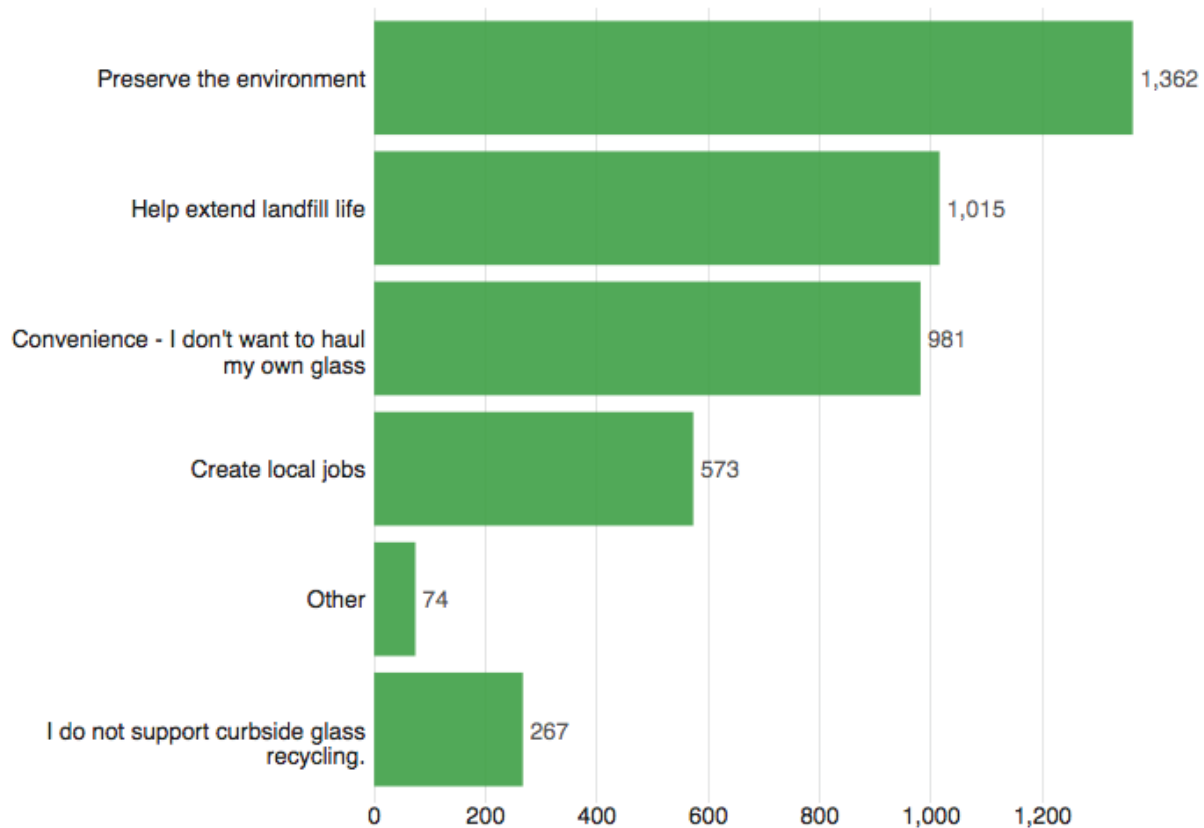
Citizen Connect Panel



Non-Panel Group



“Why would you support a curbside glass recycling program? (Select all that apply)”



Across both groups, answers followed the same pattern.

Answers indicating “Other”:

(Text responses are copied and pasted verbatim as entered by respondents, so there may be spelling & grammatical errors)

- Now that i am aware of dropoff I will do that!
- It will make easier for other people who don't recycle them because they dont want to go to those locations.
- I do not want to have an additional monthly fee to recycle glass. Does the value of the recycled glass not support the program?
- Too expensive
- I drop off my glass at the south jordan place. The windows at the senior center are closed and I could not figure out how to get the glass in there. It's easy to drop it off once every 2 months so I would not support curbside recycling.
- Want to do it but 8 per month is too much for us to afford
- But it's still cheaper to drive to the Sandy Ampitheater to recycle my glass once a month
- I support it...but for \$8/mo. I would rather drive and drop off. We don't have that much glass each month.

- With children and full time jobs I'm don't have the time to do additional trip to various locations. Grocery shopping is pick up now, which is such a convenient time saver to spend more time with my small family.
- not enough people recycle glass. It was available, maybe they would do so. \$8.00 is likely to keep many from recycling curb side.
- I support the program but I don't use enough glass to warrant \$8.00 per month. Drop off locations would be fine.
- Maybe more people would use glass over plastic if the recycling was more convenient.
- All of the above along with it's the right thing to do
- I would support it, but not enough to pay \$8 per month when I can drop it off for free. I and I doubt many others go through enough glass to make the cost worthwhile.
- I want to, but the price would be too high.
- I will use the drop off sites in sandy now that I know where they are. I don't use enough glass to justify an \$8/mo fee.
- I just got used to hauling the glass to the amphitear. Would like curbside but 8.00 is a lot. We hardly have 10 bottles a month. I changed my purchasing habits to avoid items in glass when we moved here.
- il would love curb side glass recycling however I think \$8.00 a month is a bit high when I can just drop off at one of the locations while doing my errands. I do not have a huge amount of glass recycling.
- Drop off, do not have significant amount of glass to be recycled. 99% plus of packaging is plastic
- I want to encourage others to recycle
- happy to do if it's helpful in someway
- I want to recycle, but not at \$8/mo
- Getting others recycling more like we do... hate how much I see going in regular trash because it takes effort to collect and drop off
- cost and low utilization by public
- I don't use a lot of glass
- Lived in Germany for an extended time. It became so involved and they developed so many rules that it became a time consuming bother: all colors had to be separated into separate bins, everything had to be washed before placing in the recycling bin, after research we determined that only 15% was actually usable for recycling, the other 85% was in a landfill after all the bother.
- Do not have a lot of glass to recycle. Until now i did not know about the Sandy locations. I have used the Draper dropoff site.
- It might encourage others to recycle glass.
- I typically don't purchased products that are glass
- It's a no brainer! Glass should be one of the easiest things to recycle.
- I always have glass and hate throwing it out.
- May encourage more people to recycle

- “Help extend landfill life” is a terrible way to look at it. How about “To keep things out of the landfill altogether”?
- Shut in and don’t drive
- Knowing glass is needed and used wisely.
- I use so little glass I don’t see the point
- Just keeping recyclables out of the landfill.
- We throw out a lot of glass we need this at my street.
- I don’t recycle enough glass to pay that amount but think its a great option for those who have a need.
- I live in Salt Lake City and a few of my neighbors have curbside pick up. I haul our glass recycling to a convenient drop off station- my gym.
- I support recycling of glass and anything recyclable, but don’t want to pay to have anything recyclable collected. I’ll take it to the curb; someone who will directly and immediately benefit from the recycling can pay for the collection at the curb and processing thereafter.
- I didn’t know we didn’t recycle glass. I’ve been putting it in the bin all year!
- I feel more people would recycle glass if it were more convenient.
- I think more people would recycle glass instead of throwing it away.
- We already do curbside, through Momentum Recycling.
- It should be included in the cost of what we already pay.
- I do NOT sponsor additional cost to do curbside pickup. Please adjust budget to include pickup of glass.
- encourage others to recycle glass who otherwise would not
- Revenue from recycling glass should pay for its collection and even be profitable rather than charging residents for it.
- i dont use very many glass bottles and \$8/mo wouldn’t be worth it
- Would love the convenience, but not at \$8/month
- It would help Sandy recycle glass - since most people likely don’t know about glass drop off locations. I’m very interested in glass recycling but didn’t know these were available in Sandy.
- I wouldn’t vote to pay to recycle glass but if it ends up being a curbside pickup then I would do it.
- If it were free or along with the current recycling, I would be supportive, but it should pay for itself or not be done.
- I don’t recycle and do not want to pay extra money.
- maybe it would get more people to actually do it
- I think more people would recycle their glass if there was curbside recycling, however, we are very close to Draper glass recycling and use that one
- I will use the drop-off location, now that I know about it.
- The amphitheater is a few miles from my home, and I visit it about once a month to drop off a small crate of glass bottles, etc. There’s no way I need a weekly glass recycling service. I used to drop my glass off further south at the Sandy Public Works center until it burned down. The key is getting out the info on where glass can be taken to be recycled. Having a bin at the Smiths at 9400 South and Highland would be great.

- More people would participate if they didn't have to drive to drop off
- I've had this service in other places where I've lived and it's great
- Hopefully it would help other people take notice and decide to recycle glass and think more about their consumption in general.
- I find it ridiculous that we don't recycle glass already...
- I wanna recycle but the recycling of the product and reduction in waste should pay for the recycling.
- We don't Use a Knouff glass to justify paying for the recycling.
- It is a valuable resource to recyclers. Pickup shouldn't cost us. The recyclers should pay the city for collecting it!