



Future of Solid Waste Management:
Telephone Survey of Onondaga County Residents

Conducted for OCRRA
November 2011

Research conducted by:
OpinionWorks
Annapolis, Maryland
www.OpinionWorks.com



Survey Objectives

Measure the direction the community would like to see OCRRA take with **future programming and operations**.

Help OCRRA **develop and communicate long-term solid waste reduction, recycling, disposal and revenue decisions**.

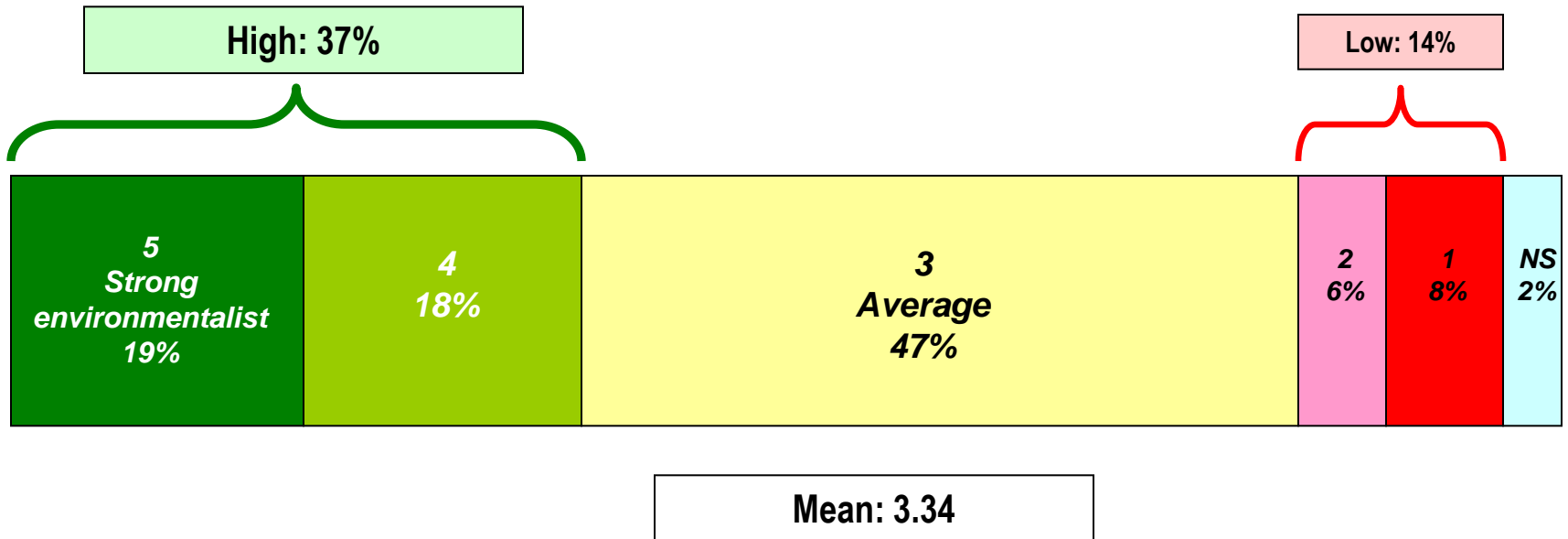
How This Survey Was Conducted

- ***501 telephone interviews***
- ***+/-4.4% maximum sampling error***
- ***Fielded Nov. 9 –15, 2011***
- ***Adults 18+ randomly sampled across the County***
- ***Results weighted to reflect Census numbers***
- ***Conducted by OpinionWorks, full-service market research firm specializing in measuring environmental stewardship***
- ***Questionnaire developed in consultation with OCRRA staff***
- ***11 minute interview on average***



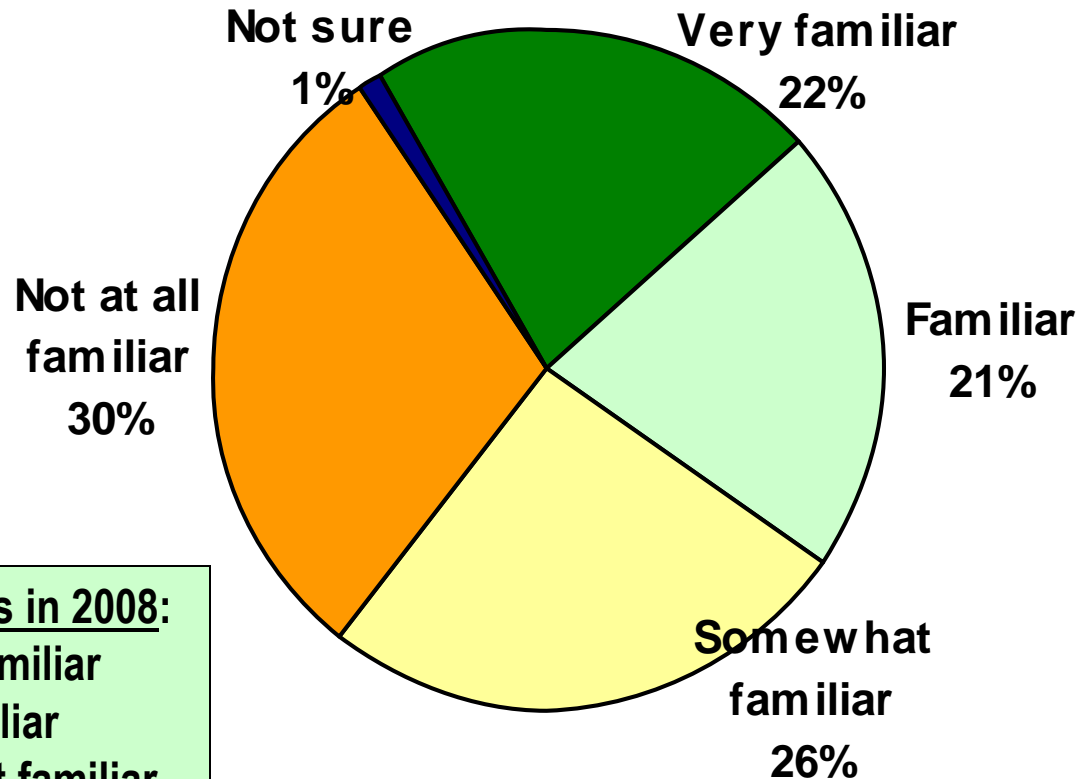
Survey Findings

Environmental Self-Assessment



“On a scale of 1 to 5 where 5 is a strong environmentalist, 3 is average, and 1 is not an environmentalist at all, where would you put yourself?”

Familiarity with OCRRA



Similar numbers in 2008:

22% Very familiar

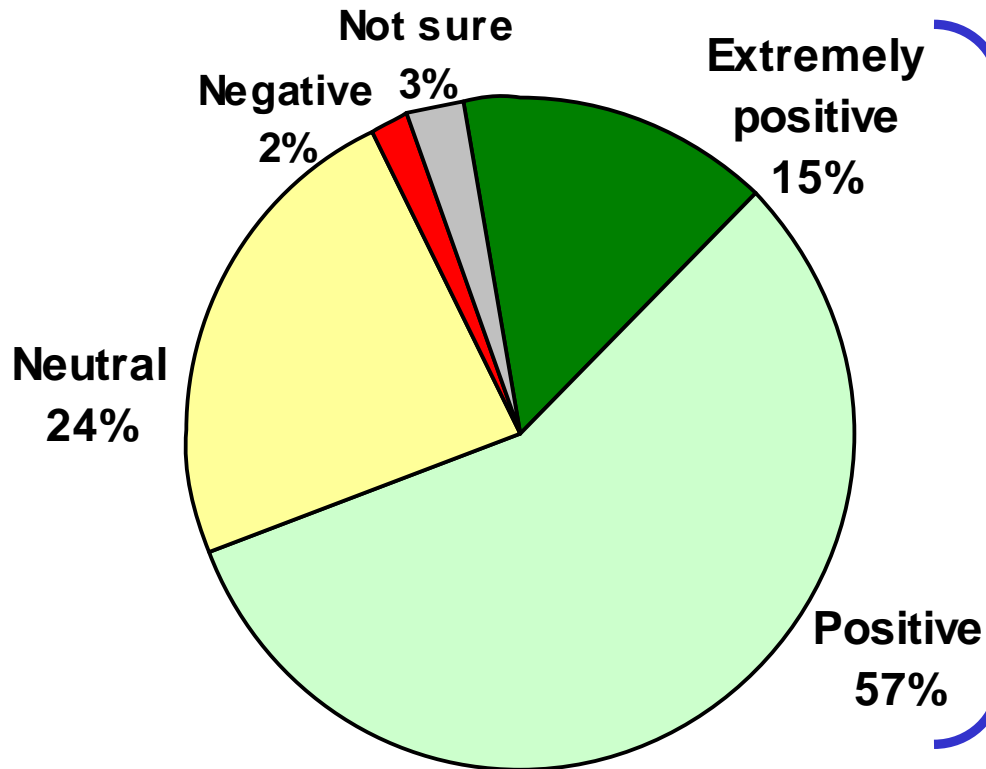
24% Familiar

29% Somewhat familiar

25% Not at all familiar

“How familiar are you with OCRRA, or the Onondaga County Resource Recovery Agency?”

OCRRA's Reputation

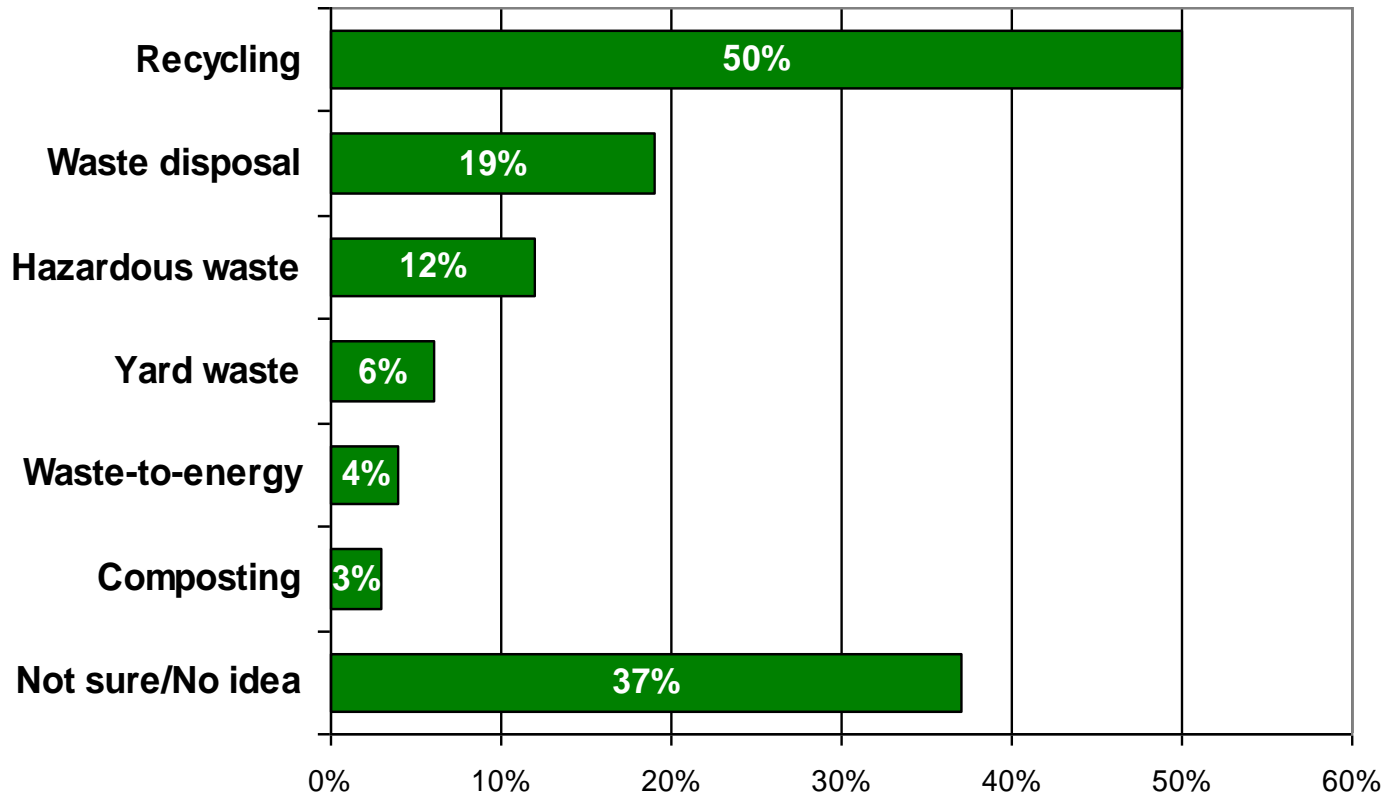


Nearly three-quarters feel positive about OCRRA.

No one gave the response "extremely negative."

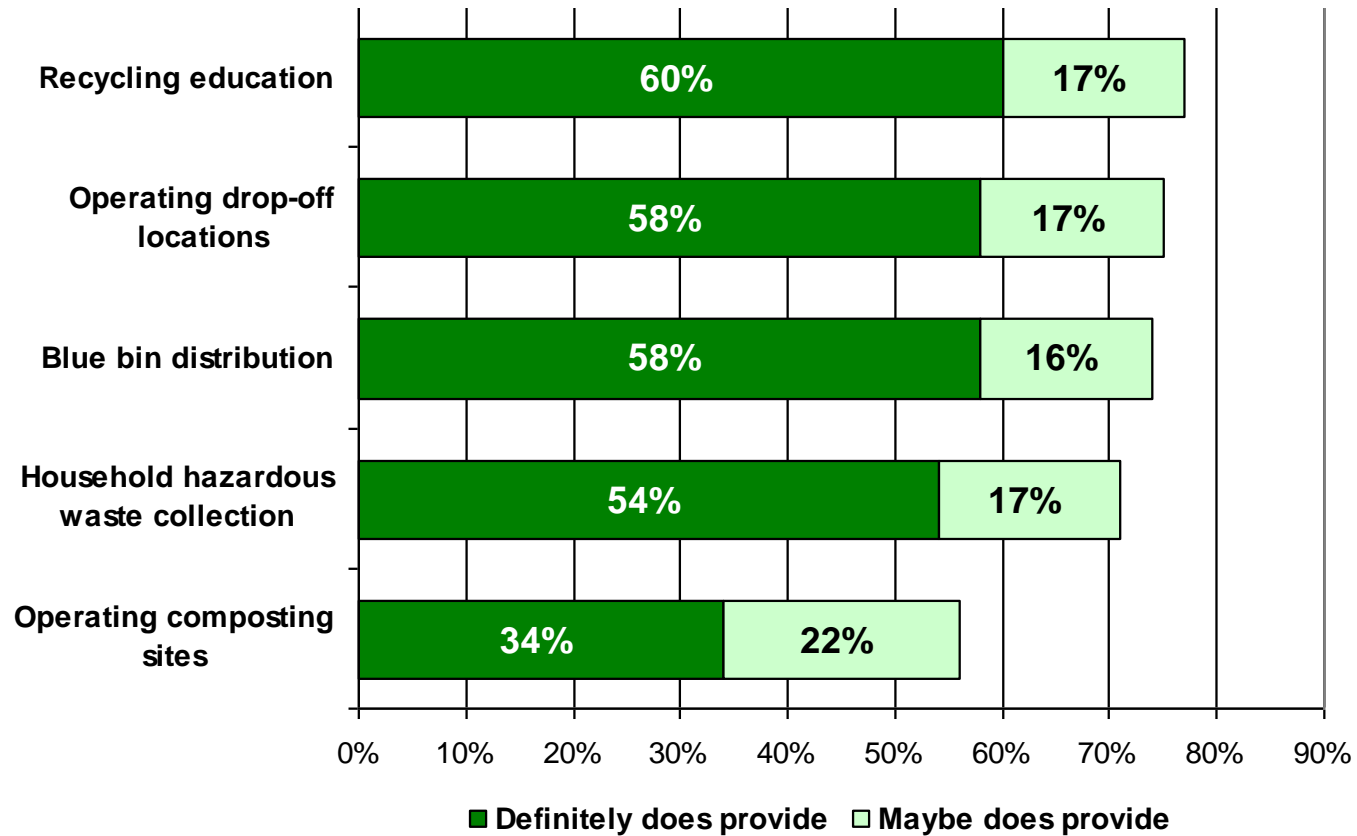
*(If at least somewhat familiar):
"What is your perception of OCRRA's overall reputation in the County? Is it...?"*

Awareness of OCRRA Services (Unaided)



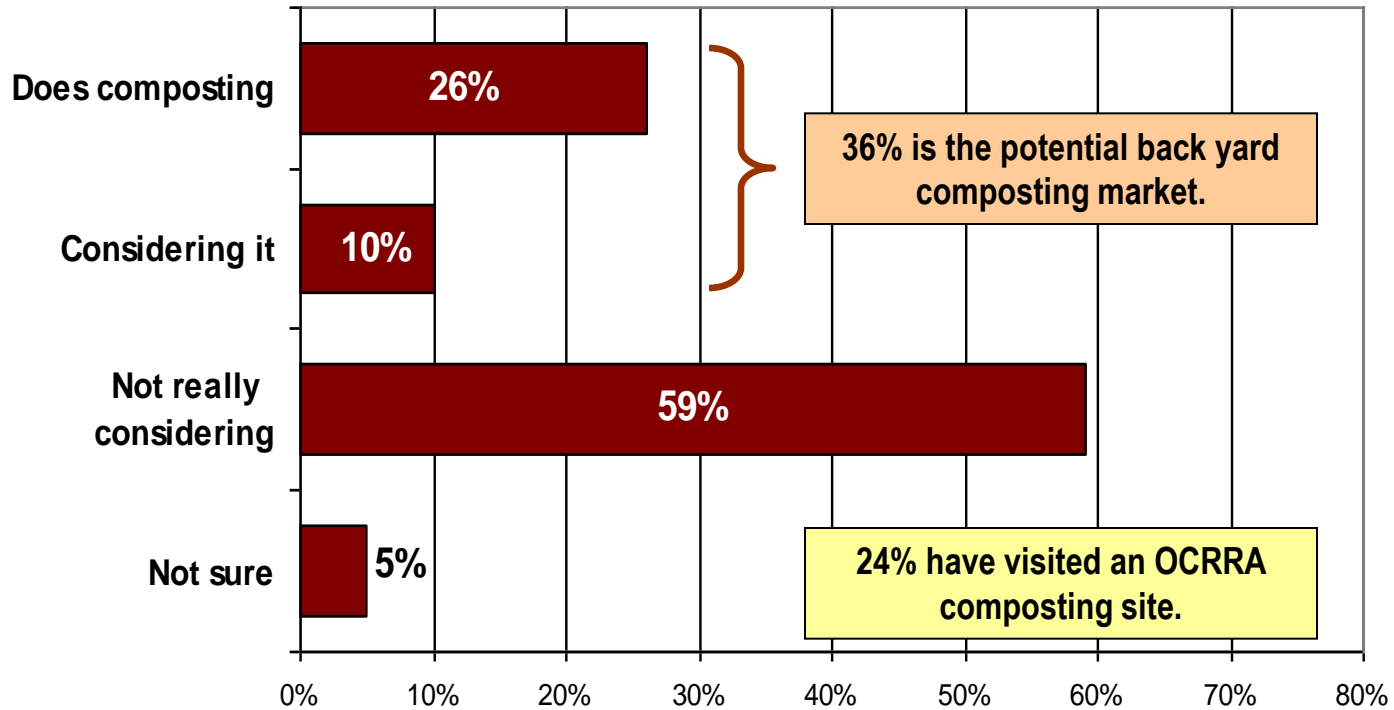
“As far as you know, what services does OCRRA provide to the County’s residents?”
(Open-ended)

Awareness of OCRRA Services (Aided)



“I would like to mention several other services that OCRRA might provide. For each one, please tell me if OCRRA definitely does, maybe does, or definitely does not provide that service, as far as you know.”

Back Yard Composting

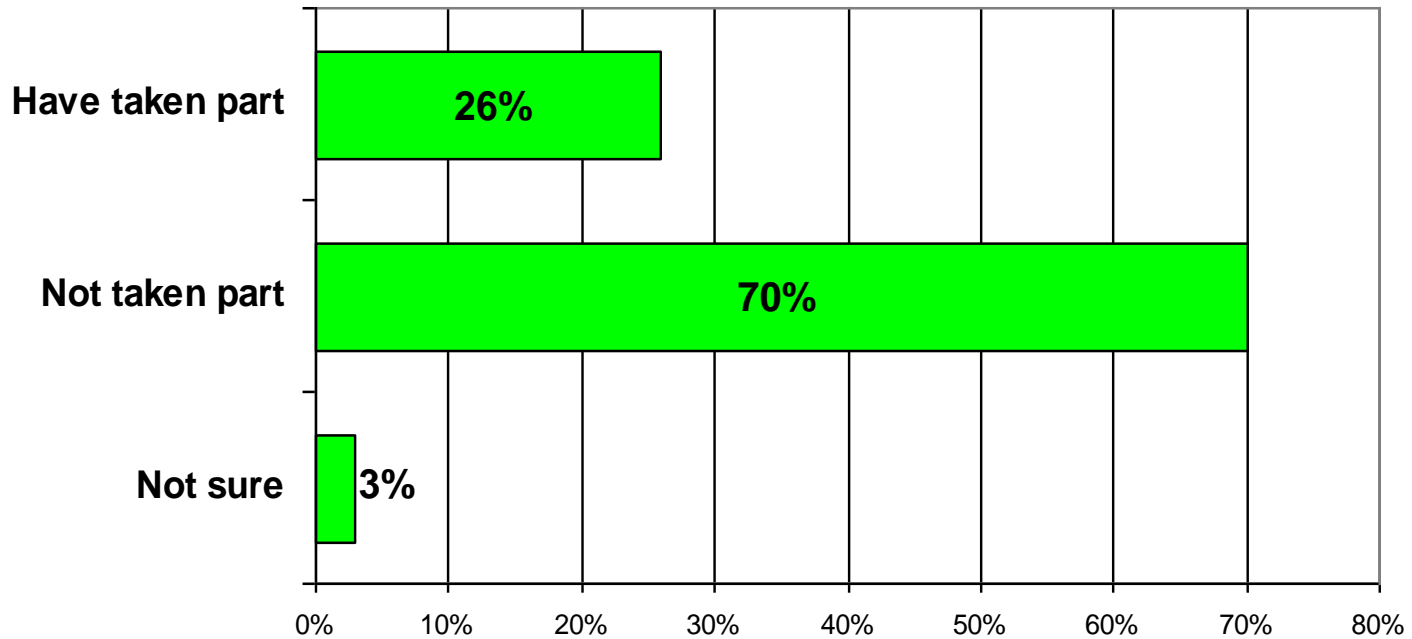


“Does your household do back yard composting?”

(If no or not sure): “Is back yard composting something you are considering doing, or not really?”

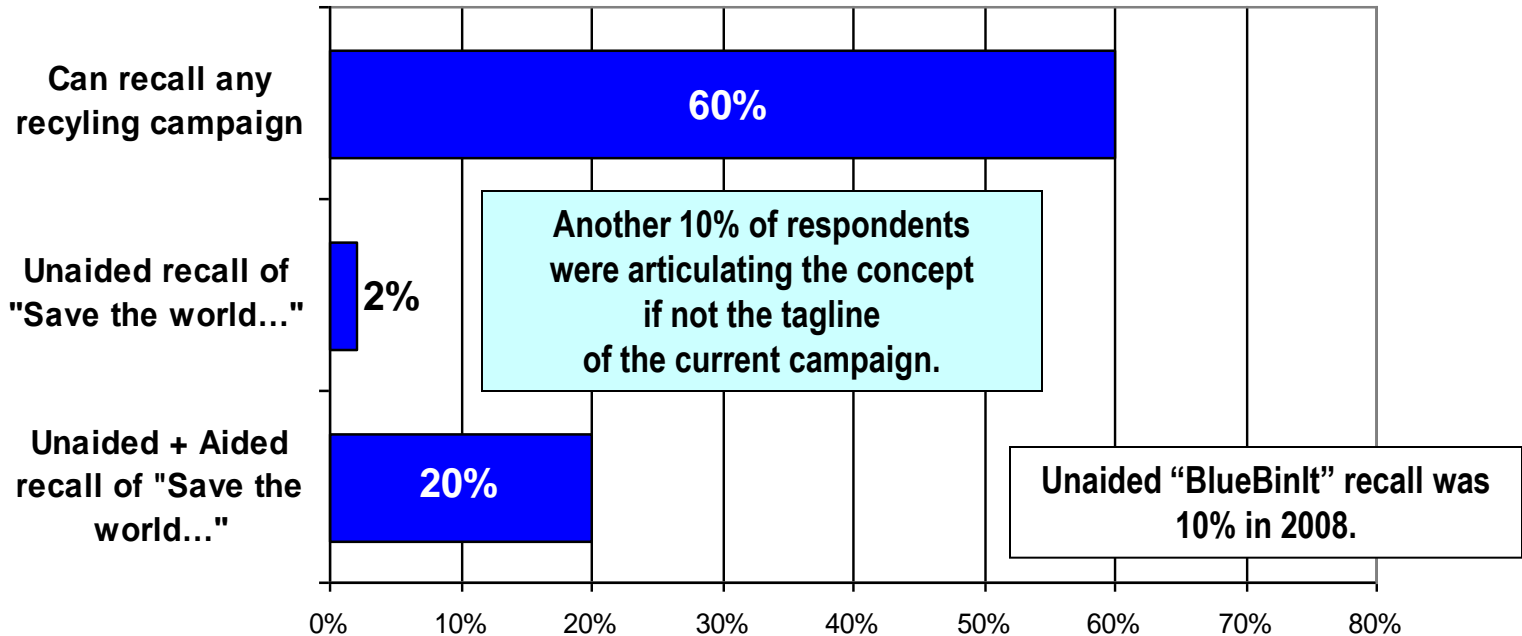
“Have you visited one of the two OCRRA composting sites in Amboy or Jamesville?”

Household Hazardous Waste



“Have you ever taken part in a household hazardous waste drop-off sponsored by OCRRA?”

Advertising Recall



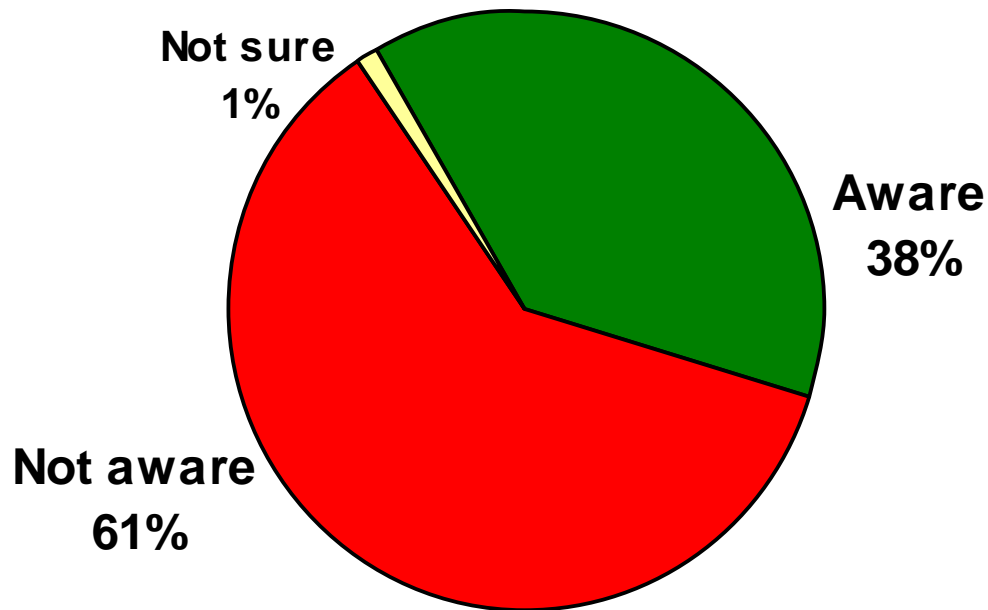
“Have you seen, read or heard any advertising in the last year about recycling in Onondaga County?”

“Can you describe what it was saying?” (*Open-ended*)

“Do you recall any advertising with the tagline “Save the world a little each day?””

Waste-to-Energy

Awareness of Waste-to-Energy

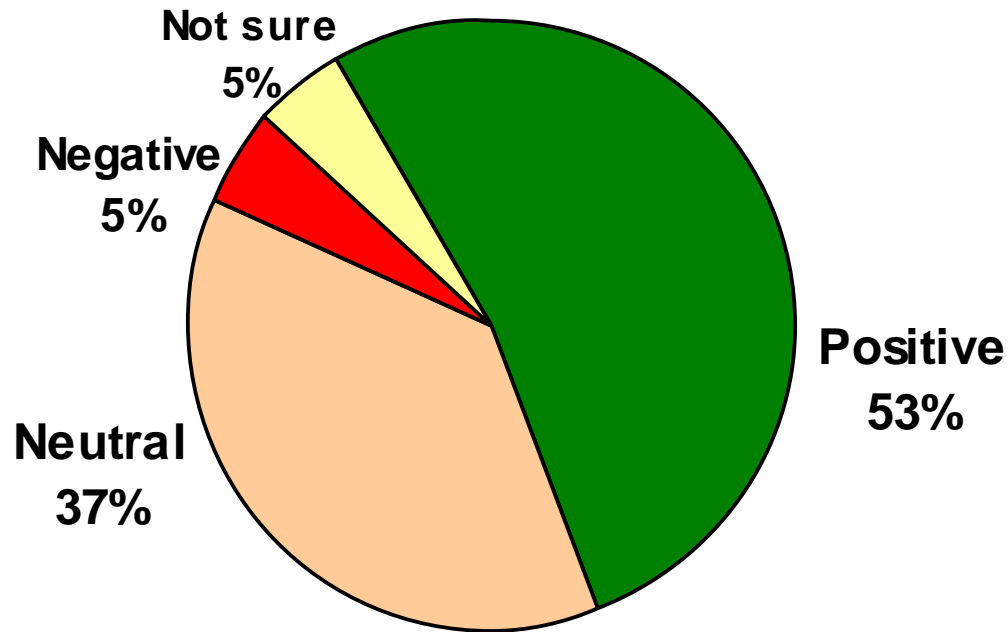


33% of residents are aware that OCRRA “has a role with the waste-to-energy facility.”

“Non-recyclable trash in Onondaga County is burned to produce electricity through a process called waste-to-energy. Were you aware of that before I mentioned it?”

“As far as you know, does OCRRA have a role with the waste-to-energy facility?”

View of Waste-to-Energy

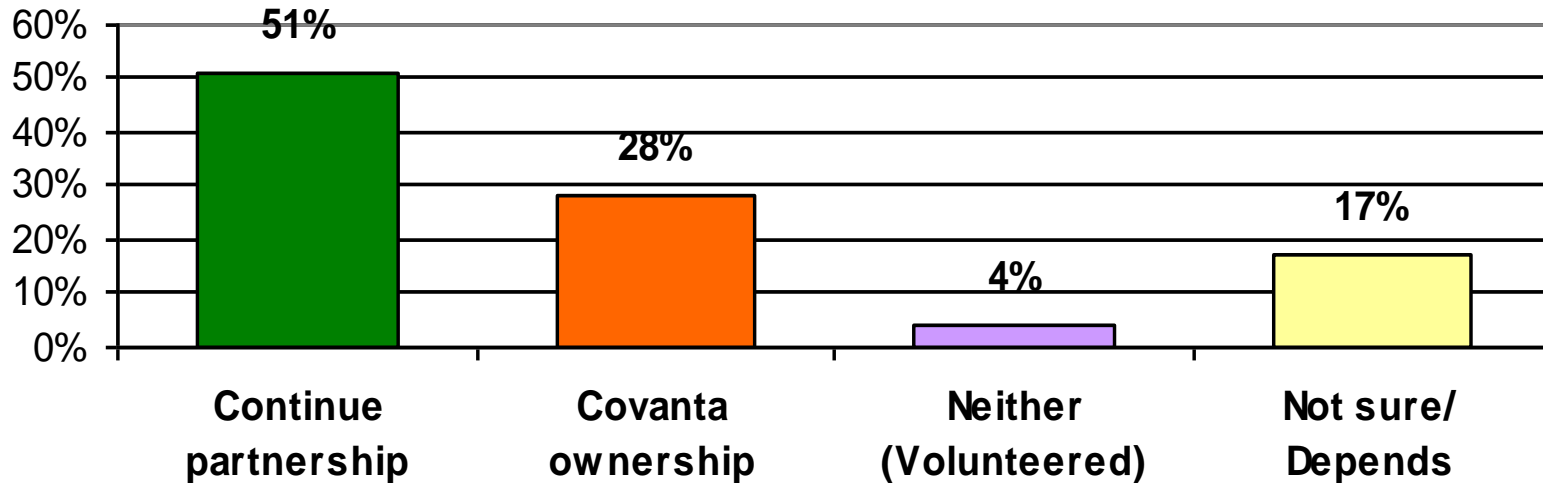


10-to-1 positive view of WTE.

(Asked of all, regardless of awareness): **“From what you know, what view do you have of waste-to-energy as a way to deal with the county’s trash...?”**

(Read and randomize): **“Positive, negative, or neutral?”**

Options for Waste-to-Energy in 2015

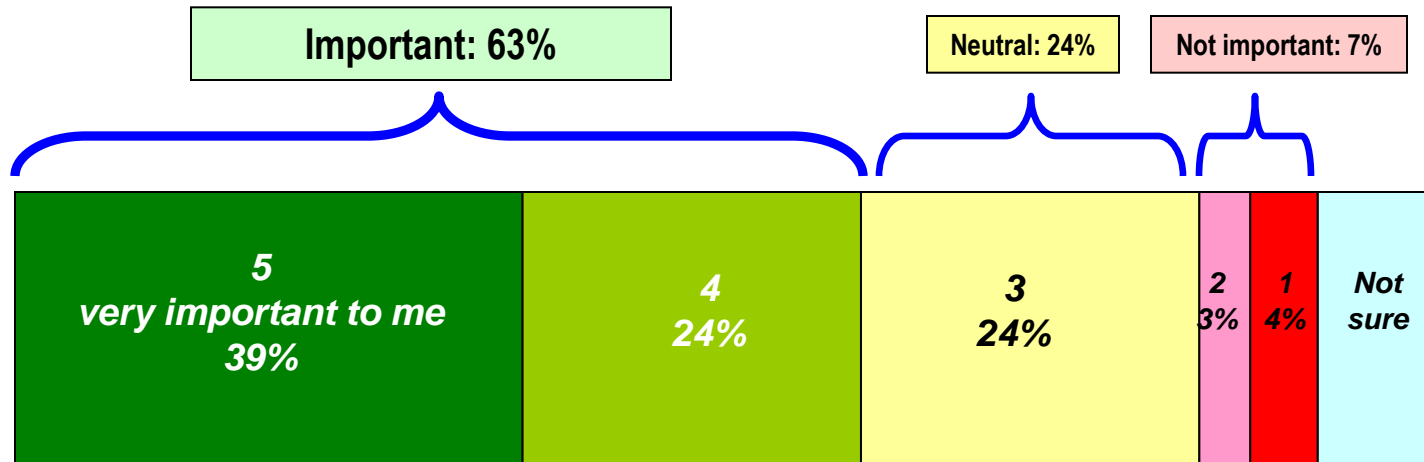


*“Currently, the waste-to-energy facility is run by Covanta, a private contractor. OCRRA provides oversight including publishing air quality monitoring data, facility inspections, and approval of the handling of any special waste that comes in to the facility. Under the current contract, in 2015 OCRRA’s relationship with the facility will change. What do you think should be done at that time between these two alternatives?”
(Rotate.)*

“The current public/private partnership model is continued, with OCRRA in an oversight role and maintaining the current waste disposal fee.”

“The operator Covanta takes full ownership, ending OCRRA’s oversight role and possibly lowering waste disposal fees by about \$15 per household per year.”

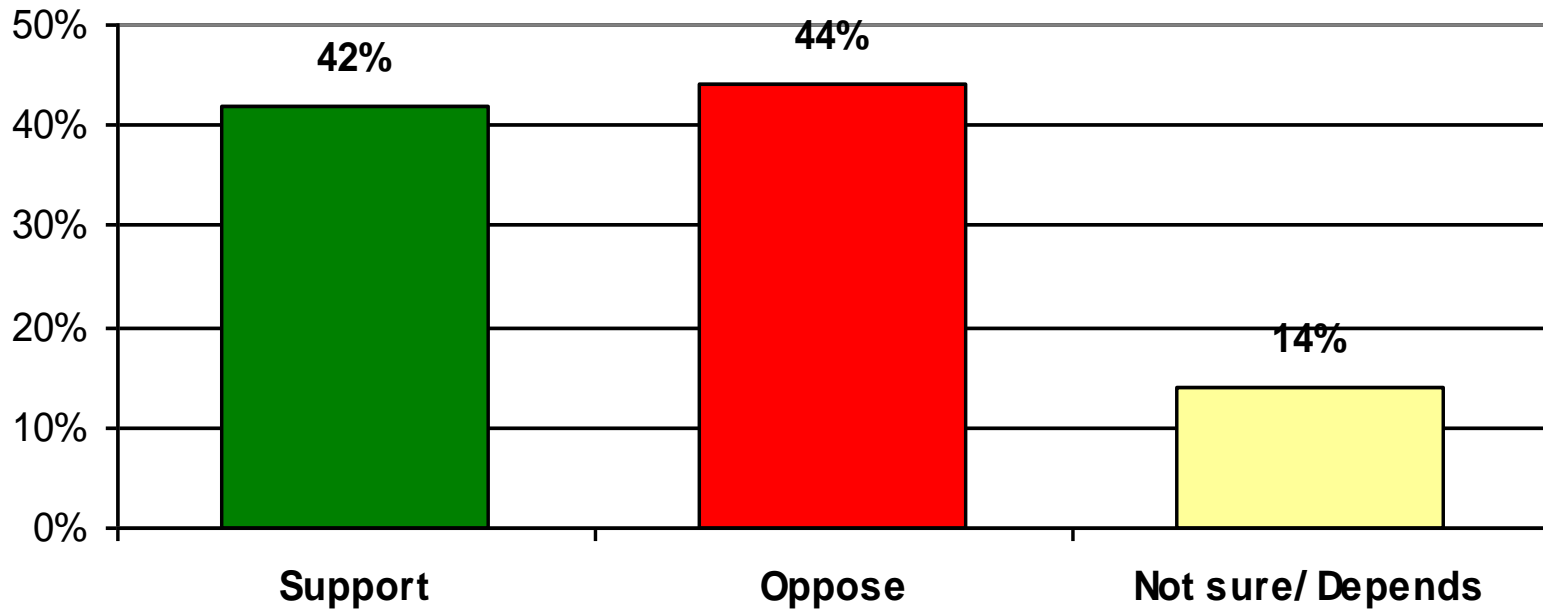
Importance of OCRRA Oversight



Those saying important are 9 times greater than those saying not important.

“How important is OCRRA’s oversight role when it comes to waste-to-energy, using a 1 to 5 scale where 1 is not at all important and 5 is extremely important? You can use any number from 1 to 5.”

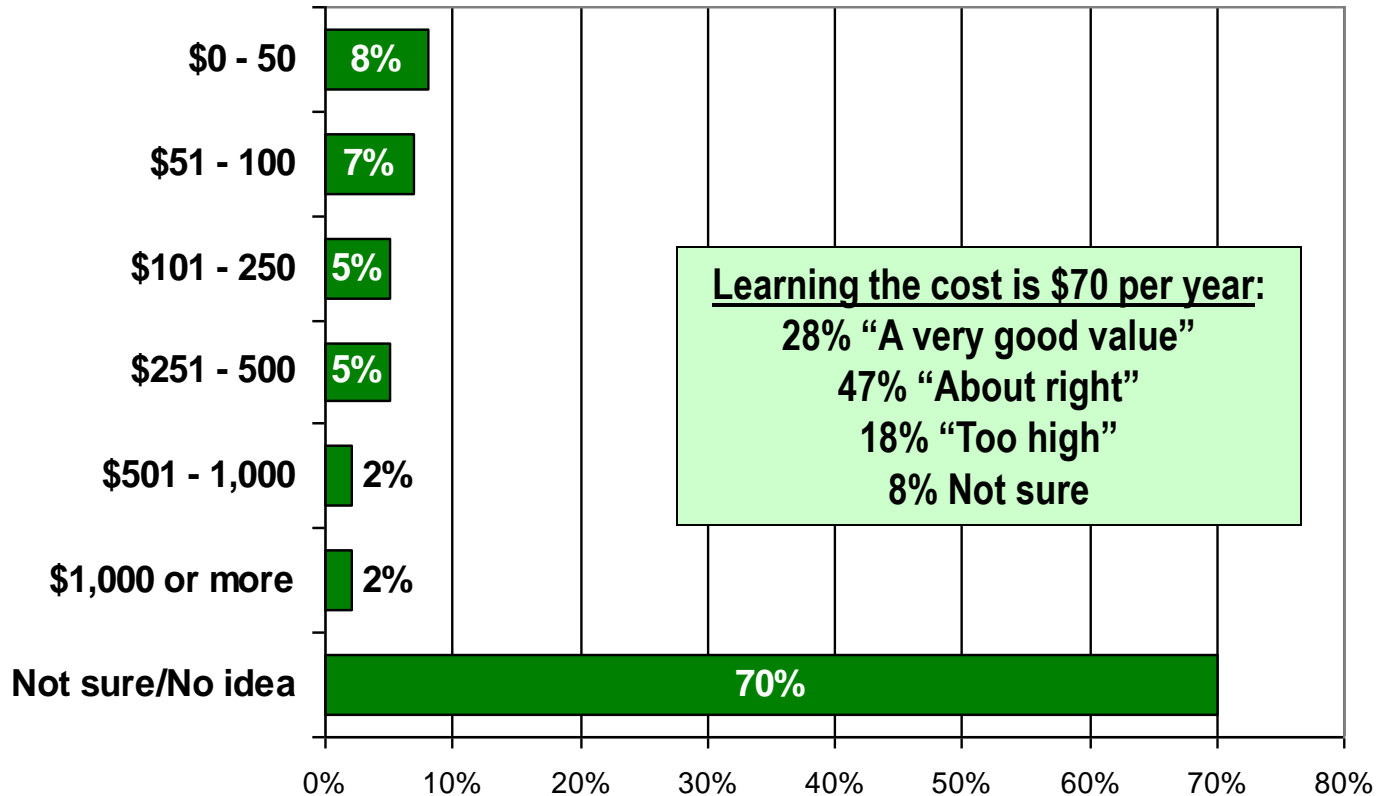
Out-of-County Waste



“If you knew that about 10 percent of the plant’s capacity is unused, would you support or oppose bringing in waste from out-of-county to fill that unused capacity?”

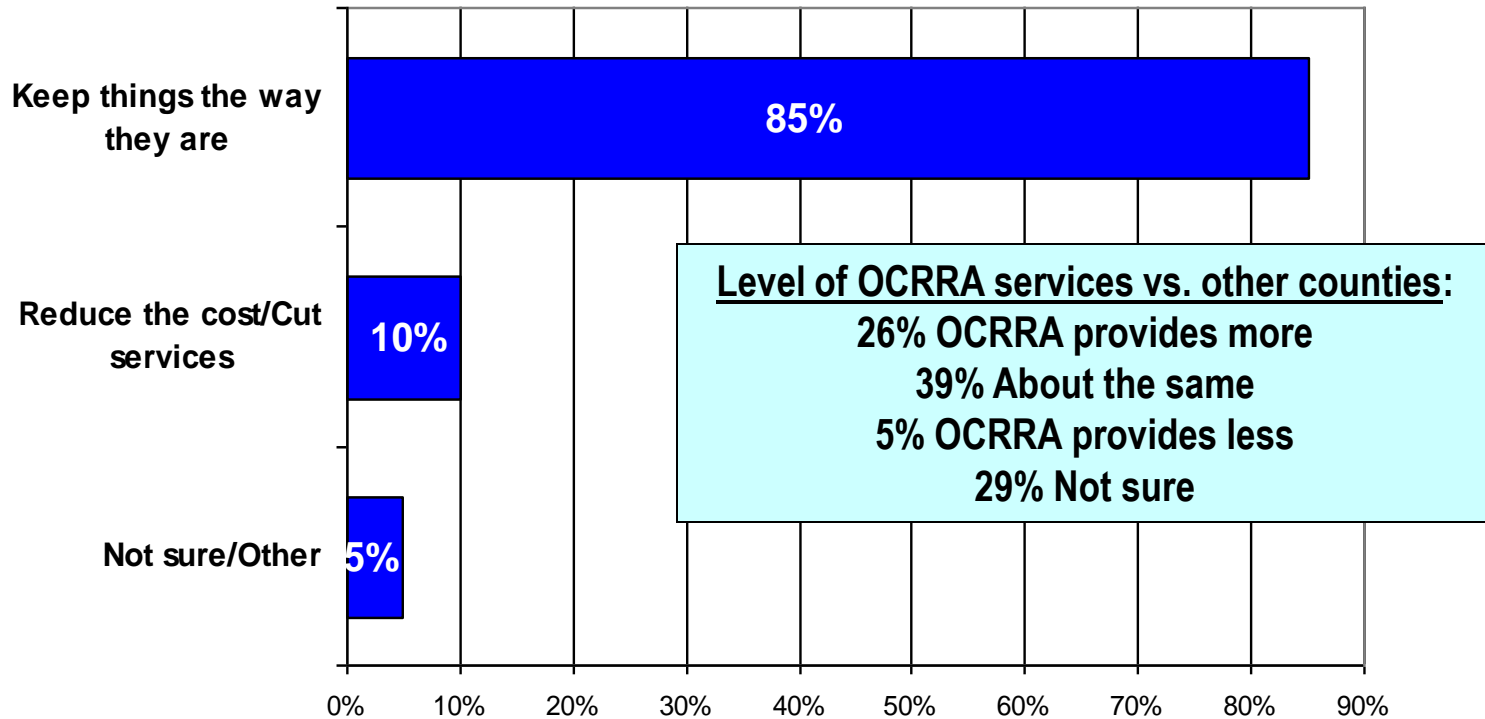
Value of OCRRA Services

Perceived Cost of OCRRA Services



"OCRRA does not collect waste from your home, but it does provide for the waste disposal, as well as recycling, composting, hazardous waste collection, public education, and other services. How much do you think the average household in the County pays for OCRRA's services per year?"

Value of OCRRA Services



“Would you rather see OCRRA reduce that cost to \$55 per year and discontinue some services like free blue bins, household hazardous waste and other special collections, and composting operations, or should they keep things the way they are?”