

A REPORT OF RESEARCH ON RESIDENTIAL ORGANICS

Conducted for:

ALAMEDA COUNTY SOURCE REDUCTION AND
RECYCLING BOARD

Conducted by:

ROSENSTEIN RESEARCH

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INTRODUCTION & CONCLUSIONS

Introduction

This report presents the results of a survey of Alameda County residents conducted for the Alameda County Source Reduction and Recycling Board. The survey was part of an integrated, comprehensive research program undertaken by the Agency which also included two focus groups and executive interviews with TAC board members.

The focus groups were conducted among homeowners in Alameda County, with one group comprised of those who compost at home and one group of those who do not. The purpose of the focus groups was to get in-depth information that would help refine the survey questionnaire by exploring the issues in depth.

The interviews with TAC Board members were in-depth executive interviews that explored issues of recycling, garbage collection, home composting, and communications. The interviews were conducted using a structured questionnaire that allowed for considerable open-ended response to the questions. As with the results of the focus groups, the information obtained in the TAC interviews was used to add depth and texture to the survey questionnaire. The results from the focus groups and the TAC interviews are appended to this report.

For the survey, a countywide sample of 800 residents of homes with yards was interviewed by telephone using a random digit dialing technique. In order to generate a statistically significant number of home composters, a random sample of an additional 150 residents who had purchased a composting bin from the Agency was interviewed. The additional interviewed were only used to supplement the segment on behavior related to composting at home.

The purpose of the survey was to measure residents' attitudes and knowledge of home composting, use of home composting, knowledge of the relationship between yard waste and home composting, the effect of curbside yard waste collection on home composting behavior, and toward source reduction programs in general.

All data were tabulated in total and across a broad section of demographics. The margin of error for the county wide sample is plus or minus 3.5 percent at the 95% confidence level, and is plus or minus six percent for the composter sample. If a difference in response among demographic groups is not mentioned in the report text, it is because that difference is not statistically significant, not meaningful, or both.

Summary of Key Findings

- There is a significant environmental consciousness among Alameda County residents. Recycling is seen as a key to conserving natural resources and landfill space.
- There is a gap between residents' actions and attitudes about composting. An increase in education could increase home composting significantly. Lack of education and compost bins are the key addressable reasons people do not compost at home.
- Environmental arguments appear to be more effective than economic arguments in convincing residents to compost at home. Key arguments include: composting is good for the environment, saves landfill space, and is not unhealthy.
- Any education program should include as much personal contact as possible.
- Composters recycle more yard waste than kitchen waste. Slightly more than one-fifth have purchased a bin from the Authority and 95% are still using it.

Summary and Conclusions

- There is a significant environmental consciousness among Alameda County residents, although the environment is not an immediate issue. Eighty-five percent of the respondents indicated the environment is a "very" important problem when asked, but only one in ten mentioned environmental concerns on an unaided basis.
- Further evidence of the consensus for the environment in general, and recycling in particular, is that nearly everyone agreed that recycling is a good way to conserve natural resources and conserve landfill space. Also, 88% disagreed that recycling is too much trouble and 85% disagreed that we have gone too far in protecting the environment.
- There is a gap between residents' attitudes and actions, which could be used to promote home composting. Nearly three-fourths of the respondents said home composting is important, compared to one in three who composts at home. Home composting also increases as knowledge of it increases. There is no such gap between attitudes and behavior in recycling, where jurisdictions have made efforts to make recycling easier. Home composting could be increased with an integrated campaign of education and assistance.
- An increase in education about home composting could increase activity significantly. Only one-quarter of respondents know a "great deal" about composting, yet one-

quarter would be "very" likely and one-third would be "somewhat" likely to consider composting if they had more information.

- Based on their responses to statements, the key points that need to be made to residents are that composting is good for the soil and garden, saves landfill space, is easy to do, does not smell bad, and is not unhealthy.
- Lack of a compost bin and information are the key addressable reasons people do not compost. Equal numbers of residents cited lack of time or lack of information as the main reason for not composting.
- Gardening and environmental arguments appear to be more effective than economic arguments in convincing residents to compost at home. Considerations of saving money on garbage or energy were secondary to improving soil without chemical fertilizers and reducing waste to save landfill space.
- Any program of education and instruction would be more effective using people that are familiar, relatives, friends, and neighbors. The emphasis should be placed on community-based projects.
- Among those already composting, 39% started because of gardening interests, 18% because of unspecified environmental reasons, and 15% because of concern over landfill space.
- Composters recycle more yard waste than they do kitchen waste. Among the 77% who have curbside yard waste collection, 81% compost at the same level or have declined a little, while only 10% declined a great deal and 3% have stopped since curbside pick up was instituted.
- Slightly more than one-fifth the composters purchased a bin from the Authority and about half of them were composting before they obtained the bin. Of those who got a bin, 95% still use it. Only nine percent of composters have attended an Authority-sponsored workshop.

DETAILED FINDINGS

ATTITUDES OF ALL RESIDENTS

Importance of The Environment Protecting the environment is considered to be an important issue among Alameda County residents, but is not an issue that is in their immediate consciousness. When asked on an unaided basis to name the most important problem facing the area, three respondents in ten mentioned crime and another 11 percent cited growth and overcrowding.

However, environmental problems in general (4%), air pollution (4%), and water pollution (1%) combined to be a concern of nearly one resident in ten. (See table 1) Also, when asked directly how important it is to protect the environment, 85% of the respondents indicated it was "very" important, while another 13% rated it "somewhat" important. (See table 2)

Not surprisingly, home composters were slightly more likely than non-composters to cite the environment as a problem on an unaided basis, but non-composters were slightly more likely to rate the environment as a "very" important problem.

Table 1
Most Important Issue Facing Area

	<u>Total</u> (801)	<u>Composters</u> (262)	<u>Non-composters</u> (539)
Crime/personal safety	29%	24%	32%
Growth/overcrowding	11	12	10
Schools/education	7	8	6
Drugs	4	5	4
Environmental problems	4	6	3
Air pollution	4	3	4
Unemployment/jobs	3	1	4
High taxes	2	2	1
Water pollution	1	1	1
Other	21	25	20
Don't know/no answer	14	14	14

Table 2
Importance of Protecting The Environment

	<u>Total</u> (801)	<u>Composters</u> (262)	<u>Non-composters</u> (539)
Very important	85%	84%	86%
Somewhat important	13	15	12
Not too important	-	1	-

Not at all important	-	-	-
Don't know/no answer	1	1	1

Actions To Protect The Environment There are opportunities to increase participation in home composting, given the gap between those who indicated home composting is important and those who actually compost at home. Nearly three quarters of the Alameda County residents indicated home composting is a "very" or "somewhat" important activity in protecting the environment, while fewer than one in three actually composts at home. (See tables 3 and 4).

This gap between attitude and action presents an area in which participation can be increased. Education is one of the keys, as composting increases with knowledge of the process. Among those who have a "great deal" of information about composting, 57% said they compost "almost all" or "some" of the time, while only 29% with "some" information compost frequently, and 12% with "little" or no information compost frequently. Blacks, people with some college education, south county residents and women tended to be least likely to compost. These groups could particularly benefit from a targeted educational effort, especially since they tended to rate the importance of composting highly. However, a countywide education program would have benefits among all demographic groups.

The gap between intentions and deeds is acute among all of the actions tested, except for recycling cans, bottles, paper, and yard waste. The county has made significant strides to assist residents in their recycling efforts, with noticeable results. Curbside recycling is promoted frequently and provides free bins along with other economic incentives. Based upon the empirical results from curbside recycling, home composting could increase with more education along with economic and convenience incentives.

Table 3
Importance of Actions To Protect The Environment

	<u>Very</u> <u>important</u>	<u>Somewhat</u> <u>important</u>	<u>Not too/Not at all</u> <u>important</u>	<u>Mean*</u>
Recycling motor oil	83%	11%	3%	3.81
Recycling cans, bottles, and paper	79	18	3	3.76
Putting yard waste such as grass clippings and leaves at the curb for recycling pick up	62	26	10	3.50
Car pooling or using public transportation	58	32	8	3.46
Buying products made from recycled materials	57	37	5	3.50
Using organic gardening methods	48	33	14	3.30
Composting at home	32	40	23	2.99
Using your own cloth bags for shopping	26	44	28	2.88

* Mean scores are based on a four point scale where 4 is "very" important, 3 is "somewhat" important, 2 is "not too" important, and 1 is "not at all" important. The higher the mean, the more important the activity is perceived to be. The highest possible score is 4.00 and 1.00 is the lowest.

Table 4
Activities Undertaken To Protect The Environment

	<u>Almost all the time</u>	<u>Some of the time</u>	<u>Not too often/ never</u>	<u>Mean*</u>
Recycling cans, bottles, and paper	90%	7%	4%	3.85
Putting yard waste such as grass clippings and leaves at the curb for recycling pick up	64	9	24	3.18
Recycling motor oil	60	4	26	3.13
Using organic gardening methods	31	23	42	2.53
Car pooling or using public transportation	24	26	49	2.41
Buying products made from recycled materials	23	61	13	3.06
Composting at home	19	11	67	1.84
Using your own cloth bags for shopping	11	18	70	1.79

* Mean scores are based on a four point scale where 4 is "almost all" the time, 3 is "some of" the time, 2 is "not too often" important, and 1 is "never." The higher the mean, the more frequently the activity is practiced. The highest possible score is 4.00 and 1.00 is the lowest.

Agreement With Statements About The Environment There is an overwhelming consensus among county residents in favor of environmentalism in general and recycling in particular. This consensus is evident among all demographic groups and in all areas of the county. There is nearly universal agreement that recycling is a good way to conserve natural resources (97% agree) and that we need to do more recycling because landfills are becoming full (96% agree). (See table 5)

Eighty-five percent would pay more for products if it would help the environment, recycling is not seen as too much trouble (88% disagree), and 85% disagree we have gone too far in protecting the environment. The only areas where there is any softness at all on these attitudes is in the Valley, where they are slightly more likely to agree that we have gone too far and that recycling is more trouble than it is worth.

This strong environmental consciousness throughout the county indicates a receptivity to the idea of home composting as a way to recycle and preserve the environment.

Table 5
Agreement With Statements About The Environment

	<u>Agree</u>	<u>Disagree</u>	<u>Mean*</u>
Recycling is a good way to conserve natural resources	97%	2%	3.80
We need to do more recycling because landfills for garbage are becoming full	96	3	3.75
I would pay more for some products I use if it would help protect the environment	87	12	3.29
Pesticides are necessary to control insects and diseases that destroy crops, trees, and gardens	56	36	2.61
We have gone too far in trying to protect the environment	14	85	1.46
Recycling is too much trouble for the benefits it produces	10	88	1.37

* Mean scores are based on a four point scale where 4 is "strongly" agree, 3 is "somewhat" agree, 2 is "somewhat" disagree, and 1 is "strongly" disagree. The higher the mean, the more agreement there is with the statement. A score is 4.00 means that all respondents "strongly" agree with the statement, and 1.00 means they all "strongly" disagree with it.

Effect of Information On Likelihood of Home Composting An increase in education about home composting could increase participation significantly. Only 28% of the respondents now said they know a "great deal" about composting, while another third said they have "some" knowledge about it. (See table 6) Not surprisingly, composters were significantly more likely to know about the process than non-composters. Knowledge also increased with education, while younger, less affluent residents had less information.

Eleven percent of those who do not compost at home, however, indicated they would be "very" likely to consider home composting if they knew more about it, while another one-third would be "somewhat" likely to consider it. (See table 7) Those groups with the least knowledge--younger, less affluent residents, would be most likely to consider composting if they had more information. These data reflect a clear opportunity to increase the participation in home composting if a coordinated, targeted education campaign could be implemented.

Table 6
Amount of Information Respondent Has About Home Composting

	<u>Total</u>	<u>Composters</u>	<u>Non-composters</u>
	(801)	(262)	(539)
Great deal	28%	52%	17%
Some	34	33	34
Very little	25	13	30
None	13	2	18
Don't know/no answer	-	-	-

Table 7
Effect of More Information on Likelihood of Home Composting

	<u>Total</u>	<u>Non-composters</u>
	(801)	(539)
Very likely	28%	11%
Somewhat likely	31	35
Not too likely	15	19
Not at all likely	22	32
Don't know/no answer	5	4

Agreement With Statements About Home Composting The respondents were read a number of statements about home composting and were asked whether they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed with the statement. From their responses, it appears that there is general support for home composting, but that a lack of knowledge about the procedure is evident among those who do not compost.

There is broad agreement that home composting improves the soil and keeps yards healthy (90% agree), that composting reduces waste that would otherwise go into landfills (82% agree), that composting reduces the need for chemical fertilizers (77% agree), and composting saves water (72% agree) and money (69% agree). (See table 8) Also, residents do not think that compost is unhealthful or that composting is not necessary because enough recycling is already done.

However, opinion is divided over whether compost smells bad (42% agree, 40% disagree) and whether composting at home is too much work (34% agree, 52% disagree). Composters, not surprisingly, are more likely to support composting than those who do not. However, the dichotomy is generally based on information--non-composters are less likely to form an opinion on composting, rather than having a negative opinion of it. Also, there tends to be more of a negative attitude toward composting among Blacks and Hispanics than among whites and Asians.

The key points of information that need to be made to residents, particularly non-composters who are less informed, is that home composting is good for the garden and environment, saves landfill space, is easy to do, does not smell bad, and is not unhealthy.

Table 8
Agreement With Statements About Home Composting

	<u>Agree</u>	<u>Disagree</u>	<u>Mean*</u>
Composting helps improve the soil keeping yards and gardens healthy	90%	1%	3.74
Home composting helps reduce waste that would otherwise be put in landfills	82	8	3.51
Composting is healthy because it reduces the need for chemical fertilizers and pesticides	77	7	3.46
Composting saves water by holding moisture in lawns and gardens	72	3	3.52
Home composting saves money	69	12	3.20
Compost smells bad	43	41	2.44
Composting at home is too much work	34	51	2.16
Compost is unhealthful; it spreads disease and attracts rodents	21	64	1.80
Composting is not necessary because we already recycle enough	13	78	1.60

* Mean scores are based on a four point scale where 4 is "strongly" agree, 3 is "somewhat" agree, 2 is "somewhat" disagree, and 1 is "strongly" disagree. The higher the mean, the more agreement there is with the statement. A score is 4.00 means that all respondents "strongly" agree with the statement, and 1.00 means they all "strongly" disagree with it.

Reasons For Not Composting Lack of a compost bin and information are the key addressable reasons people who are not now composting at home do not do so. Although equal numbers of noncomposters indicated that lack of time (20%) and lack of information (20%) were the most important reasons for not composting, information and the lack of a compost bin (12%) were the reasons that can be worked on. (See table 10) Lack of time and lack of interest (19%) are not perceptions that can easily overcome. However, continued efforts at providing low cost bins and information about composting's ease, and lack of smell or lack of rodents would be useful in promoting composting. (See table 9)

Table 9
Importance of Reasons For Not Home Composting Among Noncomposters

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too/Not at all important</u>	<u>Mean*</u>
I don't have a composting bin	44%	23%	29%	3.00
I don't have enough information about composting	39	24	35	2.82
Not enough time	28	30	35	2.72
I'm just not interested	31	20	41	2.62
Compost attracts bugs and rodents	21	21	34	2.57
Composting is too much work	19	26	38	2.54
Compost smells bad	20	23	38	2.50

* Mean scores are based on a four point scale where 4 is "very" important, 3 is "somewhat" important, 2 is "not too" important, and 1 is "not at all" important. The higher the mean, the more important the activity is perceived to be. The highest possible score is 4.00 and 1.00 is the lowest.

Table 10
Most Important Reason For Not Home Composting

	<u>Total</u> (801)	<u>Non-composters</u> (539)
Don't have enough information about composting	22%	22%
Not enough time	22	20
Just not interested	16	19
Don't have a composting bin	11	12
Attracts bugs and rodents	8	8
Too much work	5	5

Smells bad	5	4
Don't know/no answer	11	19

Reasons For Composting At Home The environmental arguments that composting saves landfill space and improves soil without using chemical fertilizers are the two key messages for an education campaign. More than one-third of the residents indicated they thought reducing waste for landfills was the most important reason for home composting, followed by the reduction in use of chemical fertilizers. (31%). (See tables 11 and 12) There was little differentiation in attitudes among between composters and noncomposters, indicating the effective arguments could be used in a county-wide general education campaign without detailed targeting.

**Table 11
Importance of Reasons For Home Composting**

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too/Not at all important</u>	<u>Mean*</u>
Composting improves the soil without using chemical fertilizers	67%	23%	4%	3.65
Composting helps reduce waste and saves landfill space	63	24	8	3.55
Composting conserves water for lawns and gardens	53	25	14	3.49
Composting helps keep garbage costs down	49	26	16	3.27
Composting saves energy	43	29	14	3.25
Composting saves money	42	31	17	3.20

* Mean scores are based on a four point scale where 4 is "very" important, 3 is "somewhat" important, 2 is "not too" important, and 1 is "not at all" important. The higher the mean, the more important the activity is perceived to be. The highest possible score is 4.00 and 1.00 is the lowest.

**Table 12
Most Important Reason For Home Composting**

	<u>Total</u> (801)	<u>Composters</u> (262)	<u>Non-composters</u> (539)
Composting helps reduce waste and saves landfill space	36%	36%	36%
Composting improves the soil without using chemical fertilizers	31	37	28
Composting conserves water for lawns and gardens	7	8	7

Composting helps keep garbage costs down	7	8	6
Composting saves money	5	4	6
Composting saves energy	2	2	2
Don't know/no answer	10	3	14

Effectiveness Of Incentives Although the respondents indicated that reduced price composting bins would make them more likely to try composting, providing free bins would be the most effective method of getting first-time composters. Three-fifths of the sample indicated they would be very likely to try composting if given a free bin, while 39% said they would be very likely to try with a reduced cost bin. Lower garbage rates would also have a positive effect as would information and instruction. We saw earlier that there was little gap between intentions and actions with curbside recycling. This should lead to consideration of providing free bins, along with lower garbage rates and as much instruction and personal contact as possible..

It is interesting to note that people would be more likely to try composting when taught by friends and neighbors than they would if given free information or were provided with classes. The Waste Management Authority should consider ways to enhance a community atmosphere around composting and composting education such as the Master Composter Program. (See table 13)

Table 13
Likelihood Of Home Composting Given Incentives

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too/Not at all likely</u>	<u>Mean*</u>
Free home composting bins	60	17	22	3.24
Lower garbage rates if you compost at home	51	25	22	3.15
Instructions from someone you know who composts	40	31	28	2.93
Low cost compost bins	39	33	28	2.92
Free information about home composting	33	35	21	2.83
Free classes about home composting	23	27	49	2.44

* Mean scores are based on a four point scale where 4 is "very" likely, 3 is "somewhat" likely, 2 is "not too" likely, and 1 is "not at all" likely. The higher the mean, the more effective the incentive is perceived to be. The highest possible score is 4.00 and 1.00 is the lowest.

Methods of Communication Television would be the best way to reach non-composters about composting, but given its prohibitive cost and lack of availability in every city, garbage bill inserts might be the most cost effective manner. Thirty-seven percent of non-composters chose TV as the best communications tool, compared to 27% of non-composters. However, garbage bill inserts were rated next highest, and they clearly are cheaper. (See tables 14 and 15) Several members of the TAC board indicated that local cable access would be effective in their jurisdictions, which might be something to consider as a relatively inexpensive mass communication tool.

Table 14
Ratings Of Communications Methods For Composting

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Mean*</u>
Television	35	37	14	13	2.94
Newspapers	23	45	23	8	2.84
Inserts in garbage bills	31	35	16	16	2.83
Magazines	17	39	28	14	2.61
Radio	16	37	26	20	2.50
Brochures in the mail	19	34	22	23	2.49
Displays in stores	14	37	29	19	2.47
Videos about composting	17	33	21	28	2.40
Composting classes	17	28	25	27	2.37

* Mean scores are based on a four point scale where 4 is "excellent," 3 is "good," 2 is "fair," and 1 is "poor." The higher the mean, the more effective the communication is perceived to be. The highest possible score is 4.00 and 1.00 is the lowest.

Table 15
Most Effective Method Of Communicating About Composting

	<u>Total</u>	<u>Composters</u>	<u>Non-composters</u>
	(801)	(262)	(539)
Television	34%	27%	37%
Inserts in garbage bills	21	26	19
Brochures in the mail	9	11	9
Newspapers	9	7	10
Videos about composting	6	5	6
Magazines	5	8	4
Composting classes	5	5	5
Store displays	4	5	4
Radio	3	3	3
Other	1	2	1
DK/NA	2	1	3

ATTITUDES OF COMPOSTERS

Main Reason For Starting Composting At Home Two-fifths of the composters started because of gardening, while one-third started for environmental reasons, and 15% started to save landfill space. (See table 16) Gardening and environmental arguments could be effective in convincing more people to compost. These environmental reasons were particularly effective among those with post graduate educations among those already composting at home.

Table 16
Main Reason For Composting At Home

	<u>Total</u>
Base: compost at home	(388)
Gardening	39%
Environment (general)	18
Reduces garbage/saves landfill space	15
Someone else got me started	9
Free/reduced cost bin	4
Save money	4
Program/event/brochure	3
Other	5
DK/NA	2

Sources of Information About Home Composting Further evidence of the opportunity to increase home composting through education is available by examining where composters first obtained their information. Nearly half of the composters cited someone they knew as their first source of information, while 19% mentioned programs, events, or brochures. (See table 17) Yet, when asked what the most important source of information was, one-third cited programs, events, and brochures, while 29% mentioned an acquaintance. (See table 18)

The personal touch appears to be valuable, but not sufficient, to convince people to compost at home. While encouragement from friends, relatives, and neighbors might start the process, specific suggestions on how to proceed are vital. This is a role that can ably be filled by the Authority.

Table 17
Source Where First Learned About Composting At Home

	<u>Total</u>
Base: compost at home	(388)
Friend/relative neighbor	46%
Program/event/brochure	19
Magazines	9
Television	3
Insert in garbage bill	3
Newspapers	2
Other	12
DK/NA	6

Table 18
Source That Provided Most Information About Composting At Home

	<u>Total</u>
Base: compost at home	(388)
Program/event/brochure	32%
Friend/relative neighbor	29
Magazines	11
Television	3
Newspapers	3
Insert in garbage bill	2
Other	16
DK/NA	4

Materials Composted At Home Composters indicated they recycle more of their yard waste than they do of their kitchen waste. Three-fourths of the composters said they recycle at least half their yard waste, while 57% indicated they recycle at least half their kitchen waste.

Further, only six percent of the composters do not use any of their yard waste, while 22% do not use kitchen waste. This indicates that approximately 58% of yard waste is composted at home and 49% of kitchen waste is composted by home composters. (See tables 19 and 20)

Table 19
Amount of Yard Waste Composted At Home

	<u>Total</u>
Base: compost at home	(388)
All of it	24%
About three quarters	24
About one half	22
About one quarter	22
None	6
DK/NA	2

Table 20
Amount of Yard Kitchen Composted At Home

	<u>Total</u>
Base: compost at home	(388)
All of it	23%
About three quarters	22
About one half	12
About one quarter	19
None	22
DK/NA	3

Composting Bins Slightly more than one-fifth of the composters purchased a bin from the Alameda County Waste Recycling Board and about half of them were composting before they bought their bin. (See table 21 and 22)

Once a bin has been purchased, the composters seem to make a commitment, as 95% are still using their bin. Given that more than three-fifths of the bins were purchased before 1994, this figure shows a high level of commitment over time to home composting by those participating. (See table 23)

Table 21
Whether Home Composting Households That Purchased A Bin From Agency

	<u>Total</u>
Base: compost at home	(238)
Yes	21%
No	74
DK/NA	4

Table 22
Whether Households Home Composted Before Purchasing A Bin From Agency

	<u>Total</u>
Base: purchased bin	(201)
Yes	56%
No	44
DK/NA	-

Table 23
Whether Still Using Bin Purchased From Agency

	<u>Total</u>
Base: purchased bin	(201)
Yes	95%
No	5
DK/NA	-

General Information Only nine percent of those who purchased a bin have taken a workshop sponsored by the Authority, which indicates an area for growth in education and personal communications. (See table 24)

Three-fourths of the composters have curbside yard waste collection, which has affected their level of composting to various degrees. Overall, 81% of the composters stayed at the same level or declined a little since curbside yard waste pick up, while 10% said it declined a lot, and three percent stopped altogether. This indicates that the commitment level of composters does not decline significantly when yard waste is collected. (See tables 25 and 26)

Table 24
Whether Attended Workshop Sponsored By Authority

	<u>Total</u>
Base: purchased bin	(201)
Yes	9%
No	91
DK/NA	-

Table 25
Whether Have Curbside Yard Waste Collection

	<u>Total</u>
Base: compost at home	(388)
Yes	77%
No	22
DK/NA	2

Table 26
Effect Of Curbside Yard Waste Collection On Amount Composted

	<u>Total</u>
Base: collect at curb	(297)
Stayed at same level	59%
Declined a little	22
Declined a great deal	10
Stopped	3
DK/NA	6

APPENDIX

Characteristics Of The Sample

Sex		
Men		39%
Women		61
Age		
21-35		28
36-50		42
51-65		17
Over 65		12
Housing		
Own		69
Rent		30
Hire gardener or landscaper		
Yes		27
No		72
Number of household residents		
One		12
Two		33
Three		19
Four		21
Five or more		14
DK/NA		1
Type of residence		
Single family home		81
2 to 4 units		12
More than 4 units		6
DK/NA		1
Education		
Some high school or less		4
High school graduate		18
Some college		27
College graduate		30
Graduate school		20
DK/NA		1

Ethnicity		
White		68
Black		13
Asian		8
Hispanic		4
Other		4
DK/NA		6
Income		
Under \$20,000		11
\$20,000-\$49,999		27
\$50,000-\$74,999		24
\$75,000-\$99,999		12
\$100,000 or more		14
DK/NA		12
Area		
North		44
Central		22
South		19
Valley		15

ROSENSTEIN RESEARCH

July 1996

Male 39%

Time begun _____

Female 61

Time ended _____

ALAMEDA COUNTY SURVEY

Final

Hello, I am _____ from Rosenstein Research, an opinion research firm. We are conducting a survey of people in your area and we would like to get your opinions if we could. I want to emphasize that this is a survey and I am not selling anything.

A. Do you live in a home that has a yard?

Yes	100%
No	0 (TERMINATE)
DK/NA	0 (TERMINATE)

B. What is your age?

Under 21	- (TERMINATE)
21-35	28%
36-50	42
51-65	17
Over 64	12
DK/NA	- (TERMINATE)

1. What would you say is the most important problem facing this area today? (DO NOT READ LIST. ONE RESPONSE)

Crime/personal safety	29%
Schools/education	7
Unemployment/jobs	3
High taxes	2
Growth/overcrowding	11
Environmental problems	4
Water pollution	1
Air pollution	4
Health care	-

Drugs	4
Other	21
DK/NA (DON'T READ)	14

2. How important would you say it is to protect the overall environment? Is it very important, somewhat important, not too important, or not at all important?

Very important	85%
Somewhat important	13
Not too important	-
Not at all important	-
DK/NA (DON'T READ)	1

3. I am going to read you a list of some actions that could be taken to help protect the environment. For each activity, would you please tell me how important you think it is in helping protect the environment: very important, somewhat important, not too important, or not at all important.

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>DK/NA (DON'T READ)</u>
Recycling cans, bottles, and paper	79%	18%	2%	1%	-
Recycling motor oil	83	11	2	1	3
Using your own cloth bags for shopping	26	44	19	9	2
Car pooling or using public transportation	58	32	5	3	1
Buying products made from recycled materials	57	37	4	1	-
Using organic gardening methods	48	33	10	4	4
Putting yard waste such as grass clippings and leaves at the curb for recycling pick up	62	26	8	2	2
Composting at home	32	40	15	8	4

4. As I read you a list of actions you could take to help protect the environment, please tell me how often you or members of your household participate in these activities. Would you say you do them almost all the time, some of the time, not too often, or never?

	<u>Almost all the time</u>	<u>Some of the time</u>	<u>Not too often</u>	<u>Never</u>	<u>DK/NA (DON'T READ)</u>
Recycling cans, bottles, and paper	90%	7%	2%	2%	-
Recycling motor oil	60	4	3	23	9
Using your own cloth bags for shopping	11	18	9	61	-
Car pooling or using public transportation	24	26	16	33	1
Buying products made from recycled materials	23	61	10	3	3
Using organic gardening methods	31	23	8	34	4
Putting yard waste such as grass clippings and leaves at the curb for recycling pick up	64	9	2	22	2
Composting at home	19	11	2	65	2

5. I am going to read you some statements some people have made about the environment. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.

	Strongly <u>agree</u>	Somewhat <u>agree</u>	Somewhat <u>disagree</u>	Strongly <u>disagree</u>	DK/NA <u>(DON'T READ)</u>
We need to do more recycling because landfills for garbage are becoming full	79%	17%	2%	1%	1%
Recycling is too much trouble for the benefits it produces	3	7	14	74	2
Recycling is a good way to conserve natural resources	82	15	1	1	1
We have gone too far in trying to protect the environment	5	9	12	73	1
I would pay more for some products I use if it would help protect the environment	46	39	7	5	2
Pesticides are necessary to control insects and diseases that destroy crops, trees, and gardens	18	38	19	17	8

6. One method of recycling is home composting. How much information would you say you have heard about home composting: a great deal, some, very little, or nothing at all?

Great deal	28%
Some	34
Very little	25
None at all	13
DK/NA (DON'T READ)	-

7. Would you say you would be very likely, somewhat likely, not too likely, or not at all likely to consider home composting if you had more information about it:?

Very likely	28%
Somewhat likely	31
Not too likely	15
Not at all likely	22
DK/NA (DON'T READ)	5

8. I am going to read you some statements some people have made about home composting. As I read each one, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with it.

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>DK/NA (DON'T READ)</u>
Home composting helps reduce waste that would otherwise be put in landfills	57%	25%	6%	3%	9
Compost is unhealthful; it spreads disease and attracts rodents	5	16	21	43	16
Home composting saves	33	36	9	4	19
Compost smells bad	17	25	17	23	17
Composting helps improve the soil, keeping yards and gardens healthy	69	21	1	-	9
Composting is not necessary because we already recycle enough	3	10	25	53	8
Composting saves water by holding moisture in lawns and gardens	44	28	2	1	24
Composting at home is too much work	11	23	21	31	15

Composting is healthy because
it reduces the need for
chemical fertilizers and
pesticides

48 28 5 3 16

9a. I am going to read you a list of reasons for not composting at home. As I read each one, please tell me how important that reason is for you not to compost at home: is the reason very important, somewhat important, not too important, or not at all important? (READ LIST. RECORD UNDER 9a BELOW)

9b. Would you please tell me which one of these you consider to be the best reason for not composting at home. (READ LIST. ONE RESPONSE ONLY. RECORD UNDER 9b BELOW)

	<u>9a</u>					<u>9b</u>
	Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at <u>important</u>	DK/NA <u>(DON'T READ)</u>	Most <u>important</u>
Not enough time	24%	29%	16%	25%	5%	22%
I don't have a composting bin	35	22	14	26	3	11
I don't have enough information about composting	34	24	13	27	2	22
Composting is too much work	15	25	19	30	12	5
Compost smells bad	16	21	18	31	13	5
Compost attracts bugs and rodents	16	21	18	28	17	8
I'm just not interested	26	19	14	35	6	16
DK/NA (DON'T READ)						11

10a. I am going to read you a list of reasons for composting at home. As I read each one, please tell me how important that reason is for you to compost at home: is the reason very important, somewhat important, not too important, or not at all important?
(READ LIST. RECORD UNDER 10a BELOW)

10b. Would you please tell me which one of these you consider to be the best reason for composting at home. (READ LIST. ONE RESPONSE ONLY. RECORD UNDER 10b BELOW)

	<u>10a</u>		Very			<u>10b</u>	
	Very	Somewhat	Not too	Not at	DK/NA	Most	
	<u>important</u>	<u>important</u>	<u>important</u>	<u>important</u>	(DON'T READ)	<u>important</u>	
Composting helps reduce waste and saves landfill space	63%	24%	5%	3%	5%	36%	
Composting saves money	42	31	11	6	10	5	
Composting saves energy	43	29	8	6	14	2	
Composting improves the soil without using chemical fertilizers	67	23	2	2	6	31	
Composting conserves water for lawns and gardens	53	25	5	3	14	7	
Composting helps keep garbage costs down	49	26	8	8	9	7	
DK/NA (DON'T READ)						10	

11. I am going to read you a list of some incentives that might be given to encourage home composting. For each incentive, would you please tell me how likely it would be to influence you to compost at home: very likely, somewhat likely, not too likely, or not at all likely.

	Very	Somewhat	Not too	Not at all	DK/NA
	<u>likely</u>	<u>likely</u>	<u>likely</u>	<u>likely</u>	(DON'T READ)
Free information about home composting	33%	35%	12%	19%	1
Free classes about home composting	23	27	18	30	1
Low cost compost bins	39	33	9	19	1
Free home composting bins	60	17	6	15	1
Lower garbage rates if you compost at home	51	25	8	14	1
Instructions from someone					

you know who composts 40 31 9 19 1

(ASK ONLY THOSE WHO SAID THEY COMPOST "ALMOST ALL THE TIME," "SOME OF THE TIME," OR "NOT TOO OFTEN" IN Q. 4. FOR THOSE WHO "NEVER" COMPOST IN Q4, SKIP TO Q 24))

12. What was the main reason you started composting at home? (DO NOT READ LIST. ONE RESPONSE ONLY)

Environment (general)	18%
Saves money in the long run	4
Gardening/for lawns and gardens	39
Reduces garbage/saves landfill space	15
Got free/reduced cost bin	4
Someone else got me started	9
Program/event/brochure	3
Other	5
DK/NA (DON'T READ)	2

13. Where did you first learn about conducting home composting? (DO NOT READ LIST. ONE RESPONSE ONLY)

Television	3%
Radio	-
Magazines	9
Newspapers	2
Insert in garbage bill	3
Friend/relative/neighbor	46
Program/event/brochure	19
Other	12
DK/NA (DON'T READ)	6

14. What source provided you with most information about conducting home composting? (DO NOT READ LIST. ONE RESPONSE ONLY)

Television	3%
Radio	-
Magazines	11
Newspapers	3
Insert in garbage bill	2

Friend/relative/neighbor	29
Program/event/brochure	32
Other	16
DK/NA (DON'T READ)	4

15. What materials do you compost at home? (DO NOT READ LIST)

Yard waste (general)	67%
Grass clippings	56
Leaves	45
Kitchen waste (general)	53
Meat	3
Dairy products	4
Fruit and vegetable trimmings	49
Pet waste	4
DK/NA (DON'T READ)	2

16. How much of your yard waste would you say you are now composting at home?
(READ LIST)

All of it	24%
About three quarters	24
About one half	22
About one quarter	22
None	6
DK/NA (DON'T READ)	2

17. How much of your kitchen waste would you say you are now composting at home?
(READ LIST)

All of it	23%
About three quarters	22
About one half	12
About one quarter	19
None	22
DK/NA (DON'T READ)	3

18. Did your household purchase a low cost compost bin from the Alameda County
Waste Management Authority?

Yes	52% (CONTINUE)
No	46 (SKIP TO Q 23)

DK/NA (DON'T READ) 3 (SKIP TO Q 23)

19. Were you composting prior to purchasing a bin from Alameda County Waste Management Authority?

Yes	56%
No	44
DK/NA (DON'T READ)	-

20. Are you still using the compost bin your household purchased from the Alameda County Waste Management Authority?

Yes	95%	(SKIP TO Q 22)
No	5	(CONTINUE)
DK/NA (DON'T READ)	-	(SKIP TO Q 22)

21. What was the main reason you stopped using your home composting bin? (DO NOT READ LIST. ONE RESPONSE ONLY)

Haven't gotten around to it	1%
Decided not to compost	-
Don't know how to compost	1
Gave/sold bin	1
Using other compost system	1
Stopped because of curbside yard waste pick up	-
Took too much time and effort	1
Smelled bad	-
Attracted bugs and/or rodents	-
Other	36
DK/NA (DON'T READ)	18

22. Did you attend a composting workshop sponsored by the Alameda County Waste Management Authority?

Yes	9%
No	91
DK/NA (DON'T READ)	-

23a. Does your garbage company collect yard waste in separate containers at the curb?

Yes	77%	(ASK TO Q 23b)
No	22	(SKIP TO Q 24)

DK/NA (DON'T READ) 2 (SKIP TO Q 24)

23b. Since your garbage company started collecting yard waste in separate containers at the curb has the amount you are composting at home...?(READ LIST)

Stayed at the same level	59%
Declined a little	22
Declined a great deal	10
Stopped	3
Don't have yard waste collection (DON'T READ) - DK/NA (DON'T READ)	6

ASK ALL RESPONDENTS

24. I am going to read you a list of some ways to communicate information about home composting. For each method, please tell me whether it would be an excellent source of information, a good source, just a fair source, or a poor source of information about home composting. (READ LIST)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>DK/NA (DON'T READ)</u>
Television	35%	37%	14%	13%	-
Radio	16	37	26	20	1
Newspapers	23	45	23	8	1
Magazines	17	39	28	14	1
Inserts in garbage bills	31	35	16	16	2
Composting classes	17	28	25	27	2
Videos about composting	17	33	21	28	1
Brochures in the mail	19	34	22	23	1
Displays in stores	14	37	29	19	1

25. Which one of these communications methods would be the best way for you to get information about composting? (READ LIST)

Television	34%
Radio	3
Newspapers	9
Magazines	5
Inserts in garbage bills	21
Composing classes	5
Videos about composting	6
Brochures in the mail	9

Displays in stores	4
Other (DON'T READ)	1
DK/NA (DON'T READ)	2

Now I would like to ask you a few background questions.

26. Do you own or rent the dwelling where you live?

Own	69%
Rent	30
DK/NA (DON'T READ)	1

27. Do you hire a gardener or landscaper to maintain your yard?

Yes	27%
No	72
DK/NA (DON'T READ)	-

28. How many people live in your household?

One	12%
Two	33
Three	19
Four	21
Five or more	14
DK/NA (DON'T READ)	1

29. Do you live in a single family home, a building with 2 to 4 units, or a building with more than 4 units?

Single family home	81%
2 to 4 units	12
More than 4 units	6
DK/NA (DON'T READ)	1

30. What was the last level of school you completed?

Some high school or less	4%
High school graduate	18
Some college	27
College graduate	30
Graduate school	20
DK/NA (DON'T READ)	1

31. What is your racial or ethnic background? Is it...?

White	68%
Latino or Hispanic	4
Black	13
Asian	8
Other	4
DK/NA (DON'T READ)	6

32. I am going to read you a list of income groupings. Would you please tell me which group comes closest to describing your total family income before taxes? Is it...
(READ LIST)

Under \$20,000	11%
\$20,000-\$49,999	27
\$50,000-\$74,999	24
\$75,000-\$99,999	12
\$100,000 or more	14
DK/NA (DON'T READ)	12

THANK YOU FOR YOU COOPERATION.

Record date respondent purchased composting bin _____

Name _____ Phone _____

Address _____ City _____

Zip Code _____ Date _____

Interviewer _____ Validated by _____

FOCUS GROUPS

Introduction

The following summary and verbatim excerpts are from two focus groups concerning home composting conducted among residents of Alameda County on June 6, 1996. One group was composed of a random selection of Alameda County homeowners who do not compost at home, and the other group was composed of homeowners who had purchased a low cost composting bin from the Authority.

The purpose of the groups was to gather in-depth views on environmental, recycling, and home composting issues in order to better shape the survey questionnaire and provide some texture for the process. Among the issues pursued in the groups were: environmental problems and who handles them best, what constitutes garbage, how garbage is dealt with, recycling, awareness of and participation in home composting, incentives to compost at home, and communications strategies that could be used.

Overview

Overall, most participants in both groups thought that composting was worthwhile. Non-composters had a variety of reasons ranging from apathy to health concerns for not composting. Composters, however, while stressing the environmental benefits of composting, were all gardeners who praised the effects compost had on their gardens.

Composters tended to be closer to the soil, and more interested in things natural and environmental. The composters were strongly disposed to composting--they either began on their own or started with little prompting. Clearly their main motivation was their gardens. Quite a few of the participants became aware of the reduced cost composting bins through bill inserts. Not surprisingly, they feel that bill inserts, classes, and outreach to the schools would be the best way to get people involved.

Non-composters tended to be less homogeneous in their attitudes toward composting. Some were adamantly opposed, some seemed to be persuadable, and others needed a gentle nudge. Among the reasons not to compost expressed by the hard core opposition were antipathy toward bugs, worms, smells, and--in one notable case--"feces." These people were not "of the soil" and the only incentive that would even make them consider composting was monetary.

The persuadable group tended to be put off either by lack of time, lack of information, or both. Several participants indicated they thought composting was a good thing, but that it was way down their list of priorities. Others said they thought that composting would

take too much time or be too much work, while some indicated they did not have enough information on programs and methods of composting.

A few participants seemed very eager to compost, but did not have the time to get a bin or did not have sufficient information. These people also tended to be gardeners and were just waiting for a slight nudge to start.

Bill inserts, television advertising, mobile demonstrations, and composting projects in the schools were all suggested as possible methods of getting the word out. Monetary incentives seemed to be effective with the persuadables. However, a coordinated approach of information, outreach, and incentives seems to be the best way of approaching that group.

Verbatims

Composters:

"We consume a lot and have to get rid of what we consume."

"Private industry has always done a better job when working hand in hand with government to solve problems."

"Private industry does a better job, but they are only motivated by money."

"You need buy-in at all three levels."

"I dumped (garbage) in the corner of my garden. That was the most brilliant area of my garden."

"It (composting) is just a natural thing for me. It feels good."

"Composting is like cooking. There are recipes."

"I could not imagine that two people could generate as much trash as my husband and I do."

"The first couple of days you start cooking it (compost), it doesn't smell so good. But then it smells great."

"The net amount of time I spend composting is less than it was messing around filling up plastic bags."

"Exposure and education has a lot to do with composting."

"If you get little kids buying in, you've got the parents."

Non-composters:

"We have a bureaucracy in this state that is built on recycling."

"I never recycle a can, or a bottle, or anything unless I get paid for it."

"I keep trying to visualize where it (the composting bin) is going to be in my back yard."

"Where do you put it (the bin) after you compost."

"I just have so many things I want to spend my time on."

"Bugs and worms get in it, too."

"In the 21st century I have no desire to return to the soil."

"Composting to me is a waste of time and I don't like bugs and worms."

"I just couldn't deal with the garbage that goes into it."

"The less stuff you take to the dump, the kinder it is to your pocketbook."

"I would not take from 10 to 12 on a Saturday to go study about worms."

"The people who are promoting this are promoting sickness and disease."

TAC MEMBER INTERVIEWS

Introduction

Individual jurisdictions within the county have different rates of participation in home composting. In order to get a better idea of the position of each jurisdiction, individual executive interviews were conducted with each of the TAC members. A questionnaire was developed in conjunction between Rosenstein Research and Agency staff. Although the questionnaire was structured, a great deal leeway was provided for open ended responses. The verbatim responses for each TAC interview follow.

TAC INTERVIEWS

Responses

Name: Barbara Frierson

Jurisdiction: Alameda

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

I think it's great. It is easily available countywide to any resident at a reasonable cost. There is a big support system. It's easy to use. No negatives.

2. What kind of feedback about the program has there been from residents of your city?

People wanted more than one bin.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

No. We're deep in contract negotiations. Hope we can start in February.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

NA

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

NA

6. How important is home composting compared to other recycling programs?

Pretty important. It's something they can do at home that gets them in a constructive mind frame. Good educational tool.

7. Is home composting compatible with curbside collection of yard waste? Why?

I think so. People have items that can't fit into home composting. Tree limbs, or they have too much with the one bin limit.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Only in the sense that we advertise the county program. We put brochures out. We have a quarterly newsletter in the garbage bill and have something about it.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

One option we are considering is exempting them from curbside yard waste pick up. No zero waste program. Have mini can option.

10. Your city is now at 8.55 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

Space. People here don't have large yards and don't feel they have enough room. Elderly people want their gardeners to do it. We have lots of renters, which is an inhibiting factor.

11. What methods would be most effective in reaching 20% participation?

Try dropping price of the bin. Advertising in local paper. TV a good place to advertise. Might get a surge of interest from that.

12. What other opportunities are there to promote home composting in your area?

It's a hassle to get worms for worm composting. Might want to consider subsidizing worm bins with gift certificates for a pound of worms. More broadcast media. More classes from master composters. We have a street fair in July.

TAC INTERVIEWS

Responses

Name: David Huerta

Jurisdiction: Fremont

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

They have done a good job of reaching its limited audience. There are not that many gardeners. Demonstration gardens were well received. Classes were well received. The gardening community eats it up.

2. What kind of feedback about the program has there been from residents of your city?

They think it's a good idea. Even if they don't compost, they appreciate the option.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

It's working well. There has been little contamination. The people have gotten behind it. 60% have put a cart out.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Weekly. 64 or 96 gallon can. Quarterly.

6. How important is home composting compared to other recycling programs?

It's extremely important because it addresses one of the most important components of the waste stream. If it can divert yard waste, it's good. It is cheaper than curbside collection.

7. Is home composting compatible with curbside collection of yard waste? Why?

- Definitely. It gives the home gardener the option of processing his own compost.*
8. Are you promoting home composting to your residents? If so, how? If not, why not?

Not actively. We talk about all the alternatives at public information events. One of many options for programs. We sent out applications for bins.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

We exempted composters from yard waste collection. Zero generator program: of 1100 people, only 400 are composters. The people who have been buying the bins have not necessarily exempted themselves. We have a 20 gallon can and a minimum generator program.

10. Your city is now at 5 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

Sociological reasons. This is a bedroom community where people spend lots of time commuting. We tried a commitment to gardening, but we're convinced it wouldn't work.

11. What methods would be most effective in reaching 20% participation?

Only those interested in gardening. It's hard to expand past that. Why would a person want to compost?

12. What other opportunities are there to promote home composting in your area?

Worm composting, schools. Could start a campaign--get it to be a rage.

TAC INTERVIEWS

Responses

Name: Cynthia Battenberg

Jurisdiction: Castro Valley

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

It's one of the best programs the Authority provides. It provides a usable program. Can get to classes, gardeners. The negatives are an inability to measure the effect of the program. How much is actually diverted?

2. What kind of feedback about the program has there been from residents of your city?

No feedback. We want to see who continues with the program and if it stays effective.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

It diverts 25% of the residential waste stream. It's very good. 60-65% participation.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Bi-weekly collection. Mandatory payment. 64 gallon can, 96 if they pay more. They can get a 32 gallon can for a reduced rate. Pay quarterly.

6. How important is home composting compared to other recycling programs?

The biggest bang for the buck is curbside yard waste collection. There are a limited number of people composting will appeal to.

7. Is home composting compatible with curbside collection of yard waste? Why?

Yes, more of an augmentation. We have to give incentives.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

No. We will do some in the near future. We publicized workshops in the newsletter.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

Low waste generator reward.

10. Your city is now at 6 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

I can't tell you. I don't have enough of a feel yet.

11. What methods would be most effective in reaching 20% participation?

Schools and getting kids excited. Partnerships with garden centers. Work with landscapers.

12. What other opportunities are there to promote home composting in your area?

Newsletter.

TAC INTERVIEWS

Responses

Name: Cheryl Mitchell-Wade

Jurisdiction: Hayward

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

We don't have a program.

2. What kind of feedback about the program has there been from residents of your city?

NA

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Not now, but we are negotiating for one. Possibly in January.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

NA

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

NA

6. How important is home composting compared to other recycling programs?

Not very. What is most important is commercial recycling. We have a large commercial/industrial base and apartments. That is most of our waste stream.

7. Is home composting compatible with curbside collection of yard waste? Why?

No, it defeats the purpose. If you are doing home composting you do not need yard waste collection and vice versa.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

It's too new.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

Mini can option.

10. Your city is now at 7 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

No, once we distribute yard waste cans people can't compost.

11. What methods would be most effective in reaching 20% participation?

The city is putting emphasis on curbside yard waste collection, not composting.

12. What other opportunities are there to promote home composting in your area?

Workshops. Cable cast government show.

TAC INTERVIEWS

Responses

Name: Judy Lieberman

Jurisdiction: San Leandro

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

It's a really good program. In San Leandro it needs oomph and promotion. We need to do more with a cleverly designed theme to it. All of the pieces are there. Workshops, bins, mascot. I'm very pleased with the monitoring and follow up. There is nothing bad to say. They need more promotion and workshops. I am more to blame for lack of promotion.

2. What kind of feedback about the program has there been from residents of your city?

None. I have never heard any pros or cons. The schools recently called and asked for a bin.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Good. The collection program is good. The program was initiated without containers. 35% participation. There is higher participation in high socio-economic areas. Providing containers will help. We need to promote more. We're still looking at ways to not combine it with yard waste.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Unlimited collection, bi-weekly. 96 gallon cart. Property taxes.

6. How important is home composting compared to other recycling programs?

It's on the low side which is probably why we have not spent much time and effort on it. Other programs, particularly commercial, are more important.

7. Is home composting compatible with curbside collection of yard waste? Why?

Yes, because the backyard program does not meet all of the needs, particularly for big items. On the other side, it's good to see people thinking about composting.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

We always include it in the newsletter. Brochures are out. We include it in all promotion. It would be good to see more workshops.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. Mini cans. Zero waste generator for garbage.

10. Your city is now at 4 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

Demographics. We have lots of seniors who are just not interested. They have gardeners. We have lots of people who are not English speaking. It needs to be addressed.

11. What methods would be most effective in reaching 20% participation?

It is up to us to do more workshops and promotion.

12. What other opportunities are there to promote home composting in your area?

I like the idea of going through garden societies.

TAC INTERVIEWS

Responses

Name: Tom Tynes

Jurisdiction: Union City

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

Minimal. We don't have lots of participants. We're running a city-wide solid waste program.

2. What kind of feedback about the program has there been from residents of your city?

None.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Very successful. It's been made available to every home. We bill everyone for it. The billing rate is 100% and the participation rate of single family homes is close to 100%.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Bi-weekly. 96 gallon can. Annually on property taxes.

6. How important is home composting compared to other recycling programs?

It's not. We don't have a need for it.

7. Is home composting compatible with curbside collection of yard waste? Why?

So I've been told. I don't think it's compatible.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

We have in the past, but stopped for lack of interest.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

None.

10. Your city is now at 3 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

There is no possibility because of the green waste program.

11. What methods would be most effective in reaching 20% participation?

NA

12. What other opportunities are there to promote home composting in your area?

No.

TAC INTERVIEWS

Responses

Name: Chris Sherwood

Jurisdiction: Pleasanton

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

Positive I guess. I don't have a whole lot of involvement. I recommend it. Outreach is pretty good. If they kept at it a little harder we would promote it more. People have said they want a different kind of bin. They might look at providing alternatives.

2. What kind of feedback about the program has there been from residents of your city?

A few. They seem to think it's fine. They're glad to have the opportunity.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

We have a pilot program. It will expand city wide in October.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

It's been very successful. People like it and want to participate. I cannot tell exactly what the participation rate is.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Bi-weekly. 64 gallon can. Billed quarterly.

6. How important is home composting compared to other recycling programs?

Moderately important. Commercial recycling is our number one priority now. There is a lot of office paper. The focus in the next couple of years is on commercial.

7. Is home composting compatible with curbside collection of yard waste? Why?

Sure. Because people will have a green waste program, but we can encourage home composting for small generators. They don't get a price break if they don't participate in the green waste program.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

It's mentioned in the community newsletter. There is a bin at the library where people can sign up.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. We will be adding an option for a 35 gallon can. Price differences will be small at first, but will widen.

10. Your city is now at 7 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

I suppose it's possible. We have to get the word out. The price of the container, even though it is heavily subsidized, it would be better if it were zero or less than \$35. Home composting is sort of a marginal decision. Lots of effort, and cost is an inhibiting factor.

11. What methods would be most effective in reaching 20% participation?

More outreach.

12. What other opportunities are there to promote home composting in your area?

More sample containers in public places and let the people see them. Library display generates interest.

TAC INTERVIEWS

Responses

Name: Lori Salamack

Jurisdiction: Piedmont

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

The classes taught are excellent. We did not participate originally because the city council did not want to subsidize the bins. We have sold 400 of them at \$57. We're satisfied with that level. We have lots of gardens.

2. What kind of feedback about the program has there been from residents of your city?

It's been a while since we had a workshop in Piedmont. Residents liked the instructors.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

No. We have backyard yard waste collection.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

We have the best program because we have cans that are picked up in the backyard. It's a voluntary program with 66% participation.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Weekly or bi-weekly: \$10 for weekly, \$5 for bi-weekly. You can have multiple cans. 32 gallons, billed quarterly on the garbage bill.

6. How important is home composting compared to other recycling programs?

In Piedmont, our yard waste program is a better fit for the community. There is lots of wood waste, so people would need chippers. People who do home composting are really into gardening. It's cheaper for them to use the backyard yard waste program.

7. Is home composting compatible with curbside collection of yard waste? Why?

Yes it is. We have people who compost and use the backyard yard waste program. We have a variety of needs and want as many options as possible.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Promotion has fallen off since the yard waste program was initiated. We're not interested in promoting home composting, because backyard collections of yard waste might fall below 2,200, which is what makes it economically viable.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. We have a minicam option with an incentive.

10. Your city is now at 15 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

No real barriers except the backyard program.

11. What methods would be most effective in reaching 20% participation?

We try to meet economic goals. We try to make it easiest for them to eliminate waste.

12. What other opportunities are there to promote home composting in your area?

Workshops in town. Education is something our residents respond very well to.

TAC INTERVIEWS

Responses

Name: Marta Boerger

Jurisdiction: Ora Loma

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

It's positive for those who have taken advantage of it. It's been encouraging and supportive. The only negative comments I have gotten have been about the one bin limit. There needs to be more classes closer to San Lorenzo and more publicity.

2. What kind of feedback about the program has there been from residents of your city?

No feedback from those not in the program.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Excellent. A welcome addition to the overall recycling program. We conducted a field study in 1993 and 44% of the residents had green waste. We average 90% participation.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Collected bi-weekly. Option of 32, 64, or 96 gallon can for the same flat fee. One home bought their own container and negotiated a flat fee with Waste Management. Billed annually through property taxes.

6. How important is home composting compared to other recycling programs?

Very important to us because there is less to process down the sewer. On the green waste side, we educate customers to reduce. This frees space in the green waste cart for larger items not as easily composted.

7. Is home composting compatible with curbside collection of yard waste? Why?

Absolutely, because Ora Loma is 44% seniors who like to do their own composting.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Yes an article in the newsletter mailed directly to customers. It offered a coupon to mail in for a Smith and Hawken bin. We had some calls about it.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. Barriers are administrative. I am a one person bureau and don't have the time to do it.

10. Your city is now at 1.84 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

20% is possible with proper education and promotion. It has to be convenient and target seniors.

11. What methods would be most effective in reaching 20% participation?

Newsletter. Target seniors. Form a partnership with the parks department. Have classes. Maybe have a compost bin in the public parks. Seniors could meet; composting would be social.

12. What other opportunities are there to promote home composting in your area?

Schools. Local nurseries. Classes at Home Depot or OHS.

TAC INTERVIEWS

Responses

Name: Liz McElligott

Jurisdiction: Unincorporated Alameda County

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

Positive. We have been handicapped because of our unique jurisdiction. We do not franchise with waste management. Land use planning is our main effort. Recycling is not as organized or efficient as it might be. ACWMA could be very helpful in organizing that. Recycling is not feasible on county roads. Composting is a good fit with our land use. ACWMA has done a good job of getting information out.

2. What kind of feedback about the program has there been from residents of your city?

No feedback.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

No, we haven't gotten that far in the recycling program. It's just starting in our pockets. Yard waste is kind of a luxury at this time.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Not enough information to rate it.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

NA

6. How important is home composting compared to other recycling programs?

Very important in this jurisdiction because of logistical difficulties in pick up. Very good alternative.

7. Is home composting compatible with curbside collection of yard waste? Why?

Yes, it gives people an alternative. It's useful to have both.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Nothing beyond what the authority is doing.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

NA

10. Your city is now at X percent participation. What do you see as the barriers to 20% participation in home composting in your city?

NA

11. What methods would be most effective in reaching 20% participation?

Maybe calling the residents to motivate them.

12. What other opportunities are there to promote home composting in your area?

Maybe higher garbage fees to help reduce yard waste.

TAC INTERVIEWS

Responses

Name: Diamera Bach

Jurisdiction: Albany

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

The bin distribution has been very effective. The kiosk program and the workshops have been good. There have been no negative comments.

2. What kind of feedback about the program has there been from residents of your city?

They like that they can buy bins at a reduced price.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

We're launching that in two weeks.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

NA

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Every two weeks. You can choose your own up to 64 gallons in any collection combination. There is a flat fee for which Waste Management bills monthly.

6. How important is home composting compared to other recycling programs?

Very successful. We have high participation because we have a high participation rate.

7. Is home composting compatible with curbside collection of yard waste? Why?

I don't know. We can't tell if we will be able to track that. They might be likely to put waste in the bin and not compost if they are going to be charged for green waste collection anyway.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Workshops are promoted through newspapers, flyers, and at stores. We have brochures at city hall in a rack

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. It would be difficult to administer and not financially effective. We have a mini-can.

10. Your city is now at 25 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

Green waste composting might be reduced by curbside collection.

11. What methods would be most effective in reaching 20% participation?

Could give rate reductions, but 25% is probably the best we can expect for now.

12. What other opportunities are there to promote home composting in your area?

More workshops and kiosks. A citywide mailing with Authority money.

TAC INTERVIEWS

Responses

Name: Paul Brown

Jurisdiction: Oakland

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

They do a very good job. They are leaders in the county with education and bin subsidy programs. The negative aspect is connected to the Authority which has become bureaucratic, which has in turn slowed their response. If the program could separate from the Authority and return funding, that would be good. We have 60% renters in Oakland. There is a high turnover, which inhibits the program. The waste program has great potential. There is a special assessment district in the hills, the program could work through them.

2. What kind of feedback about the program has there been from residents of your city?

No feedback, no negatives. There have been no negative images by bin users.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes, only to single family homes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Too early to tell. We only have four months of data. People are adjusting to the schedules. There has been a 60-65 percent set out rate according to Waste Management.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Bi-weekly. 64 gallon can. Paid quarterly through the garbage company.

6. How important is home composting compared to other recycling programs?

Less important. There is not as much tonnage. I love it because it is cost effective. It is a valuable program. It fits a niche.

7. Is home composting compatible with curbside collection of yard waste? Why?

Yes, they complement each other nicely. Active gardeners really get a kick out of turning compost.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

It is promoted along with other yard waste programs.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. We have mini cans. There are more than 6000 mini cans and it is growing by about 300 per month. We will grant super recycler exemptions for pick ups.

10. Your city is now at 8 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

It is unlikely because of the renter population. Demographics. We have a high Southeast Asian population. Language barriers are tough. Also poverty, they are more concerned about other things. There is a low education base. The environmental message doesn't sell. Gardening is not part of the culture.

11. What methods would be most effective in reaching 20% participation?

Blanket marketing doesn't work. It has to be done neighborhood by neighborhood. You have to speak to people, not use mail.

12. What other opportunities are there to promote home composting in your area?

We do bill inserts. You could get on public access cable TV. That was done three years ago. Could have a worm program. You could do a tape and distribute it to cities. Paid advertising on cable is cheap. Homeowners associations such as the Lakeshore Homeowners Association.

TAC INTERVIEWS

Responses

Name: Jackie Lucas

Jurisdiction: Emeryville

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

Countywide, it is excellent. In Emeryville it is poor. We haven't done outreach because we have so few single family houses. Countywide the program has been successful because of excellent staff work. The program seems to be reaching people, especially kids. They haven't converted those who are not interested. Maybe they should go into the schools. Do TV and radio.

2. What kind of feedback about the program has there been from residents of your city?

None

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

No--no yards.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

NA

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

NA

6. How important is home composting compared to other recycling programs?

It is not considered important by the powers that be because of so few single family homes.

7. Is home composting compatible with curbside collection of yard waste? Why?

Definitely. Because those who are interested in composting will be interested in gardening and will have debris for the yard waste program.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

No, just not enough homes.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

We have mini cans. \$5 per month.

10. Your city is now at 5 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

NA

11. What methods would be most effective in reaching 20% participation?

NA

12. What other opportunities are there to promote home composting in your area?

Nothing. There is a problem with the lids on the bins. They fall in the bins and get yucky.

TAC INTERVIEWS

Responses

Name: Debra Kaufman

Jurisdiction: Berkeley

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

Excellent. It is one of a few direct services. We should be involved in more direct services. Make our bins easier to use. Brochures are good. Targeted direct mail has been successful here.

2. What kind of feedback about the program has there been from residents of your city?

Not much feedback.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes, only mainly so home composting augments yard waste collection.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Mediocre only because we are short of money. Good service, but it doesn't meet the needs of the hills. Approximately 70% participation rate.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

96 and 64 gallon cans. No separate charge. It's billed on the property taxes.

6. How important is home composting compared to other recycling programs?

Quite important. Especially in Berkeley.

7. Is home composting compatible with curbside collection of yard waste? Why?

Absolutely. They complement each other. Collection is expensive and we prefer people compost. It saves the city money.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

We do our own promoting. Home page. Information with each bill on recycling.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

We can reduce garbage. Volume based fee and can size is reduced. Offer 12 gallon mini can. Charge \$5 per month.

10. Your city is now at 27 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

It could go up some. No barriers.

11. What methods would be most effective in reaching 20% participation?

Normal things. Best results are from direct mail.

12. What other opportunities are there to promote home composting in your area?

NA

TAC INTERVIEWS

Responses

Name: Steve Honse

Jurisdiction: Dublin

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

When we went to curbside yard waste collection, the waste is composted anyway. It removed the incentives to home compost. Composting is work and it will be easier if they just put it in the green cart. It needs to be publicized and have classes at the Shannon Center. We sent mailers with the trash bills. We produced a video for local access. We're limited by funds.

2. What kind of feedback about the program has there been from residents of your city?

"It's more work than I thought it would be" is heard over and over. It's not a passive activity. Stopped when we picked up curbside green waste. Stopped except for gardeners.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Been great. We have 64 gallon containers which the participants rate highly and wait until are full. Best bang for the buck. We have a 35-40% participation rate. It probably is much higher because residents wait to fill their carts.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Weekly. Through property taxes.

6. How important is home composting compared to other recycling programs?

Below average.

7. Is home composting compatible with curbside collection of yard waste? Why?

It has been superior here.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Mailers, videos, education classes at local recreation center. Make bins available.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No.

10. Your city is now at 9 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

Green waste collection has removed the incentive to compost.

11. What methods would be most effective in reaching 20% participation?

NA

12. What other opportunities are there to promote home composting in your area?

The future is worm composting there needs to be more promotion.

TAC INTERVIEWS

Responses

Name: Jim Reese

Jurisdiction: Newark

1. Overall, how would you evaluate the home composting program? What are the positive aspects of the program? What are the negative aspects? How could these be improved?

Quite successful. I don't know how many we have. I don't know exactly how much they contribute to waste reduction. There have been no complaints about odors. We like that they do not do food composting. We're worried about the potential for creating odors with food composting. I do not see any negatives to the program.

2. What kind of feedback about the program has there been from residents of your city?

Nothing in writing. People who use the bins like them.

3. Do you have a program of curbside yard waste collection in your city? If no, why not?

Yes.

4. How would you rate the green waste collection program overall? Why? What is your overall participation rate?

Highly successful. 70-80% participation. It picks up a great deal of waste.

5. How often is yard waste collected? What is the size of the cart? How is the program billed: monthly, quarterly, through property taxes?

Weekly. 64 gallon can but they can go to a second container. Quarterly billing.

6. How important is home composting compared to other recycling programs?

Nowhere near as significant as other programs.

7. Is home composting compatible with curbside collection of yard waste? Why?

Yes, I don't see why not. Tree and bush trimmings can go in green waste and they can compost grass clippings.

8. Are you promoting home composting to your residents? If so, how? If not, why not?

Originally we discouraged kitchen waste. We encourage yard waste composting. We have a newsletter. There is a display at the office. We have forms for the bins. We provide information at our annual festival.

9. Are there rewards for those who do home composting? What? How could they be improved? What barriers are there to providing rewards for home composting?

No. We have exemptions for recycling and garbage. They have to have less than 32 gallons per month or receipts for recycling. We have a 20 gallon can service.

10. Your city is now at 5 percent participation. What do you see as the barriers to 20% participation in home composting in your city?

Twenty percent is a little high for us. We have already tapped people who are really, truly interested. We think 5% is pretty good.

11. What methods would be most effective in reaching 20% participation?

I don't know. Maybe getting information out about the value of doing it.

12. What other opportunities are there to promote home composting in your area?

Coordinate with Newark Days, our annual festival in September. Have bins and more instruction. Maybe something with kids.