



Telephone Survey of Salinas Valley Solid Waste Authority Service Area Residents

November 2017

Methodology

- ▶ Telephone survey of Salinas Valley Solid Waste Authority Service Area residents age 18 and up
- ▶ Interviews conducted November 6 – 15, 2017
- ▶ 503 total interviews; margin of error ± 4.4 percentage points
- ▶ Interviews conducted in English and Spanish by trained, professional interviewers
 - 65 Spanish language interviews
- ▶ Survey respondents were reached on both landlines and mobile phones

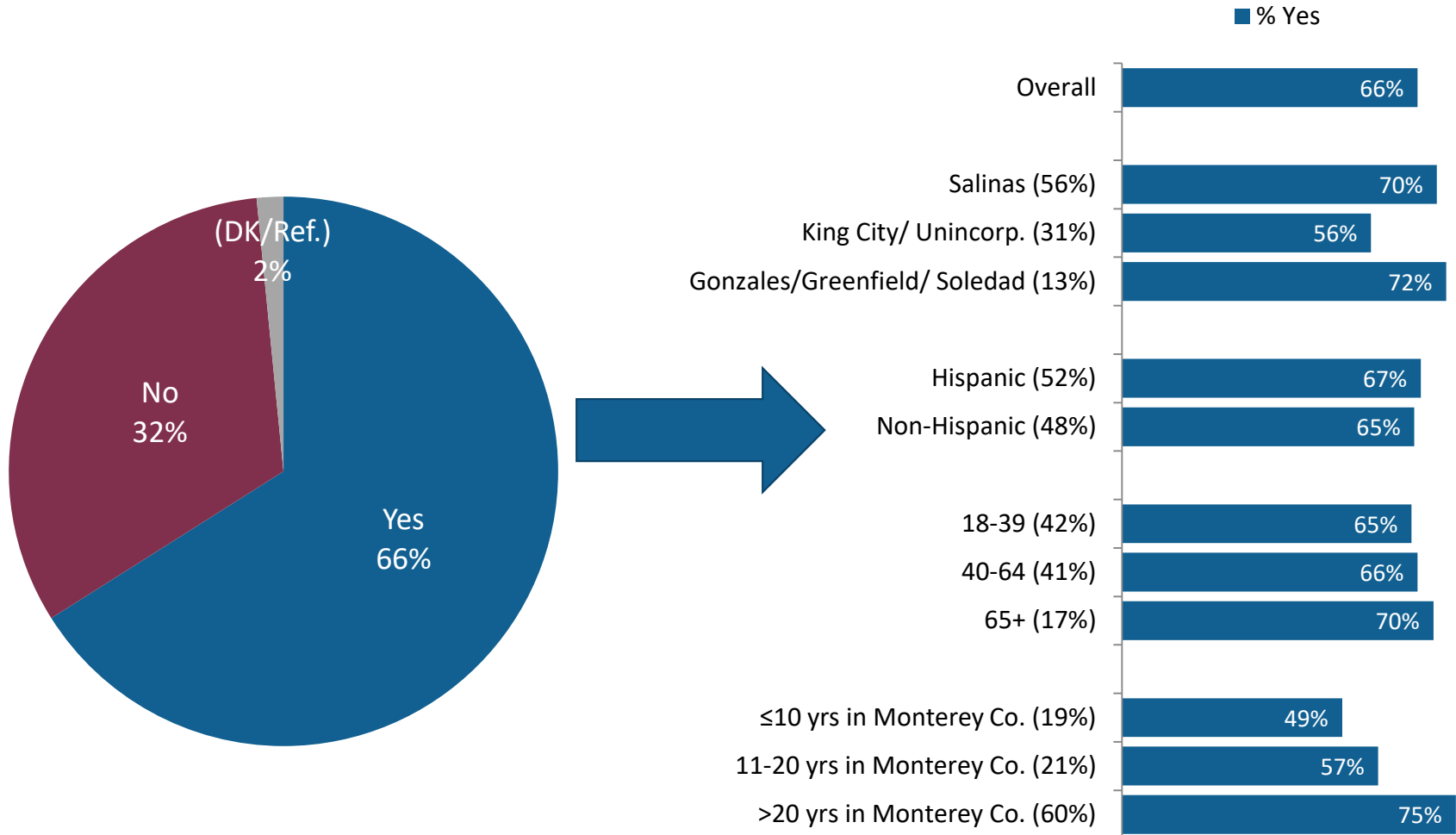
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ The Authority's brands are healthy, and the job rating of the Authority in providing its services to residents is strong.
 - There is more familiarity with the SVR brand than the SVSWA brand, but both are viewed favorably and known to a majority of residents.
- ▶ Confidence is high among residents when it comes to their ability to correctly sort their waste and recyclables, and most feel it is important to do correctly.
- ▶ Two-in-three residents have brought waste or recycling to an SVR facility, and there is some awareness of where waste goes after it is picked up by the local hauler.
- ▶ There is significant support for the Sun Street Station remaining open, and being upgraded to a permanent facility.

Use of SVR Facilities

Two-thirds of service area residents have taken household or business waste to a SVR facility.



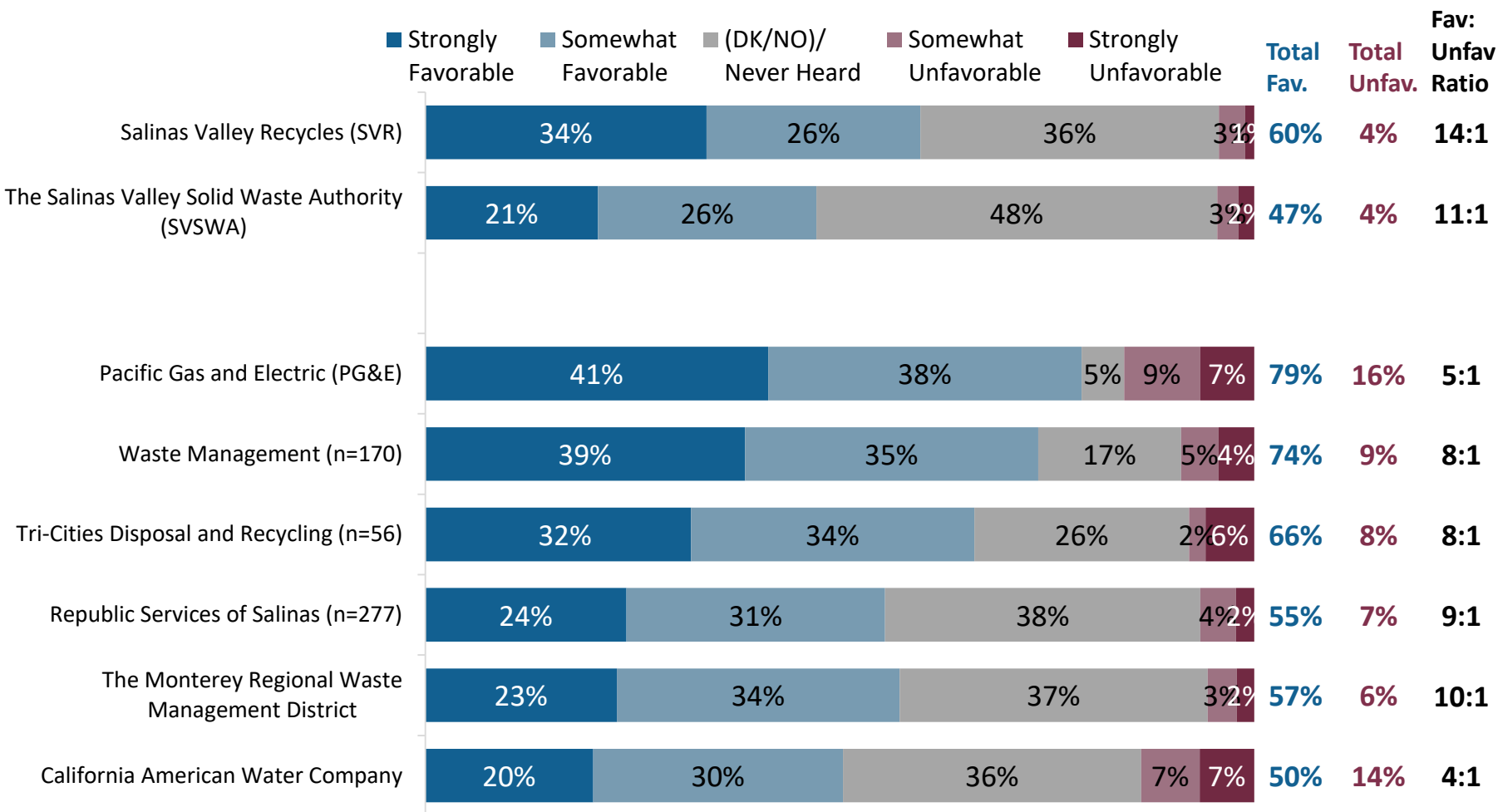
50. And have you ever taken waste from your household or business to a facility operated by Salinas Valley Recycles for disposal?



Organization Ratings

Brand Ratings

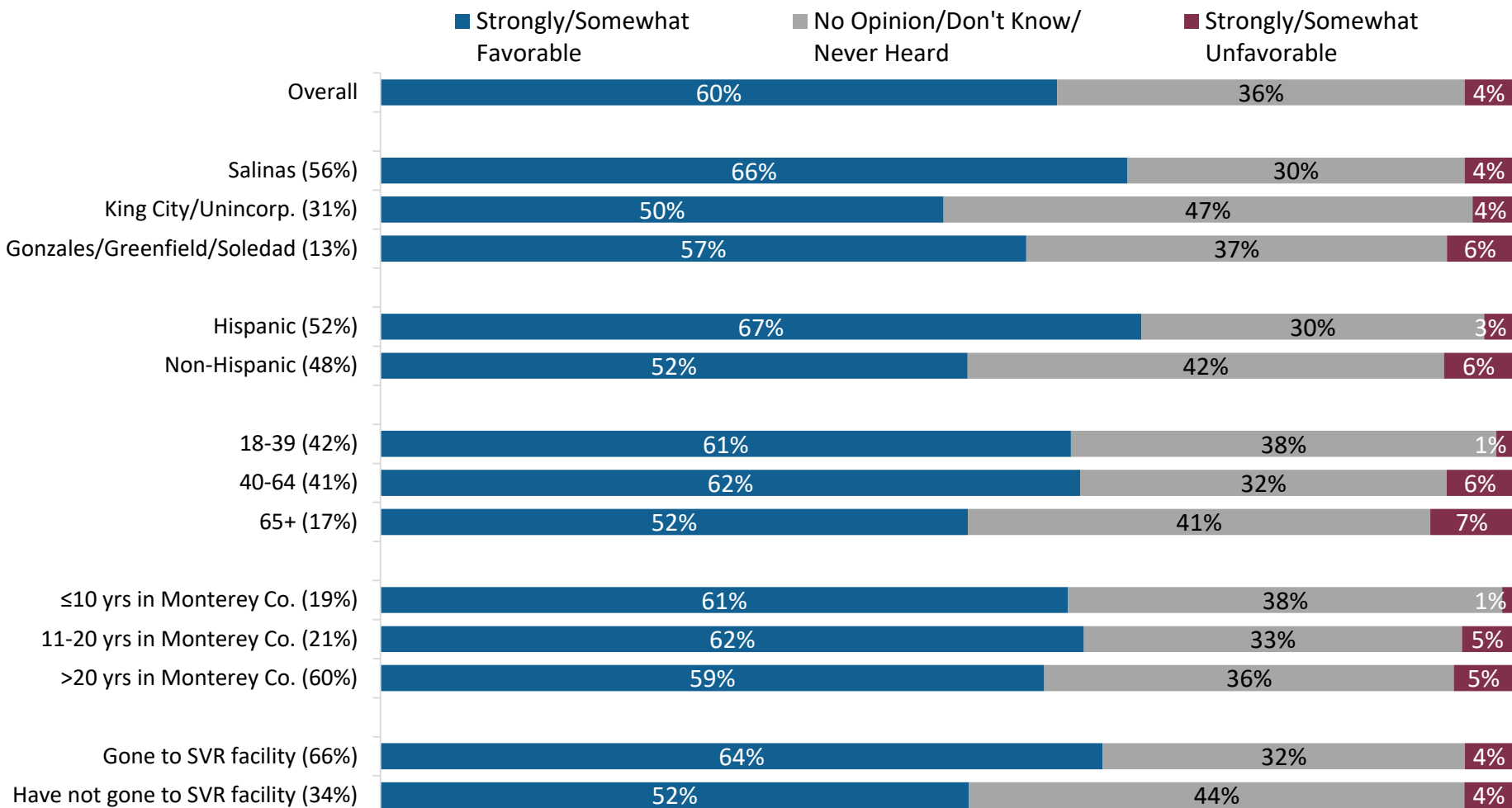
A majority of residents have a favorable opinion of SVR, and the organization name is more highly recognized than SVSWA. Almost half are not familiar enough with SVSWA to rate it.



6-13. I'm going to read you a list of local service providers and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Brand Rating: SVR

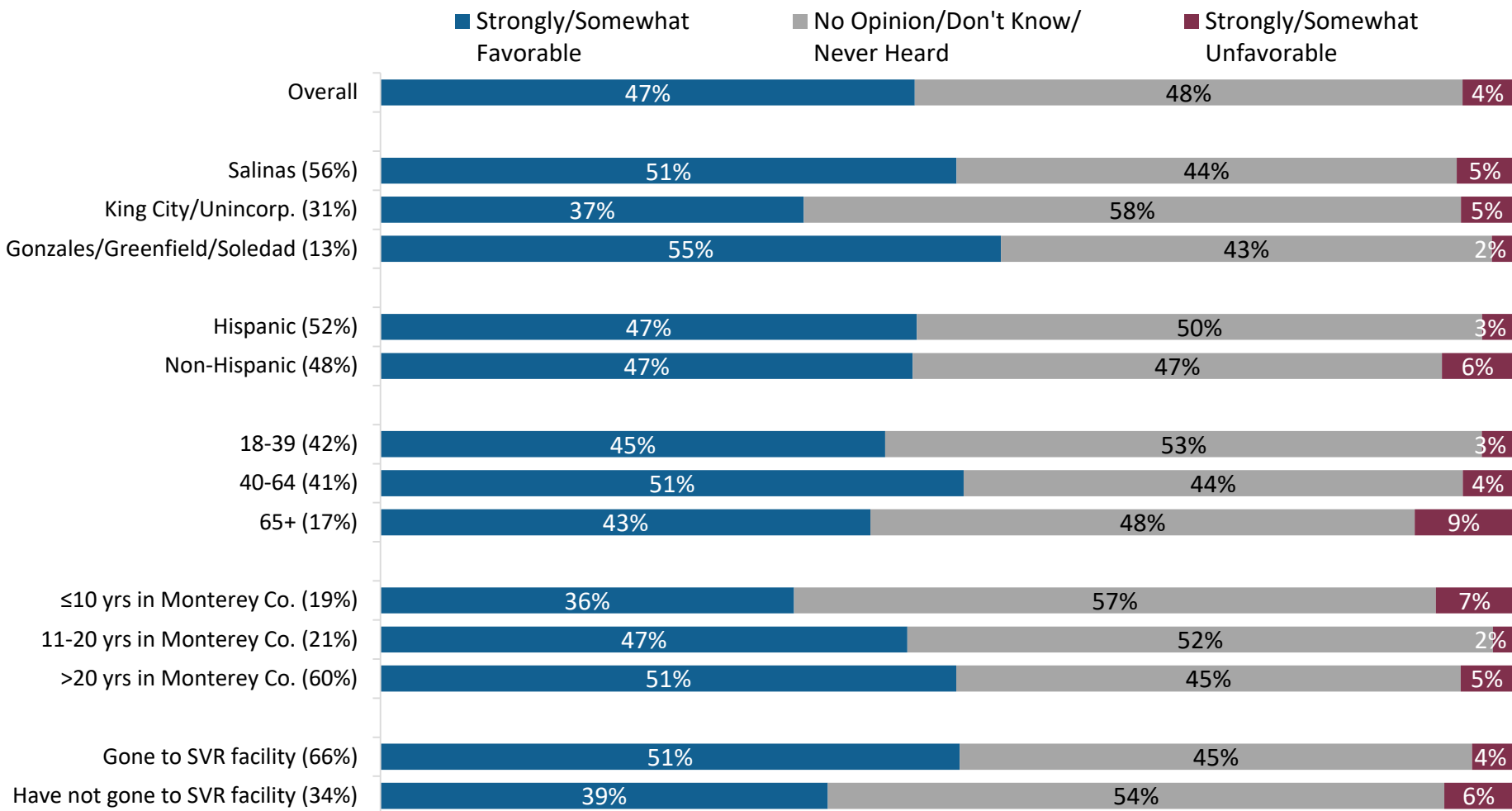
Hispanic residents and residents of Salinas view SVR particularly favorably.



7. I'm going to read you a list of local service providers and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Brand Rating: SVSWA

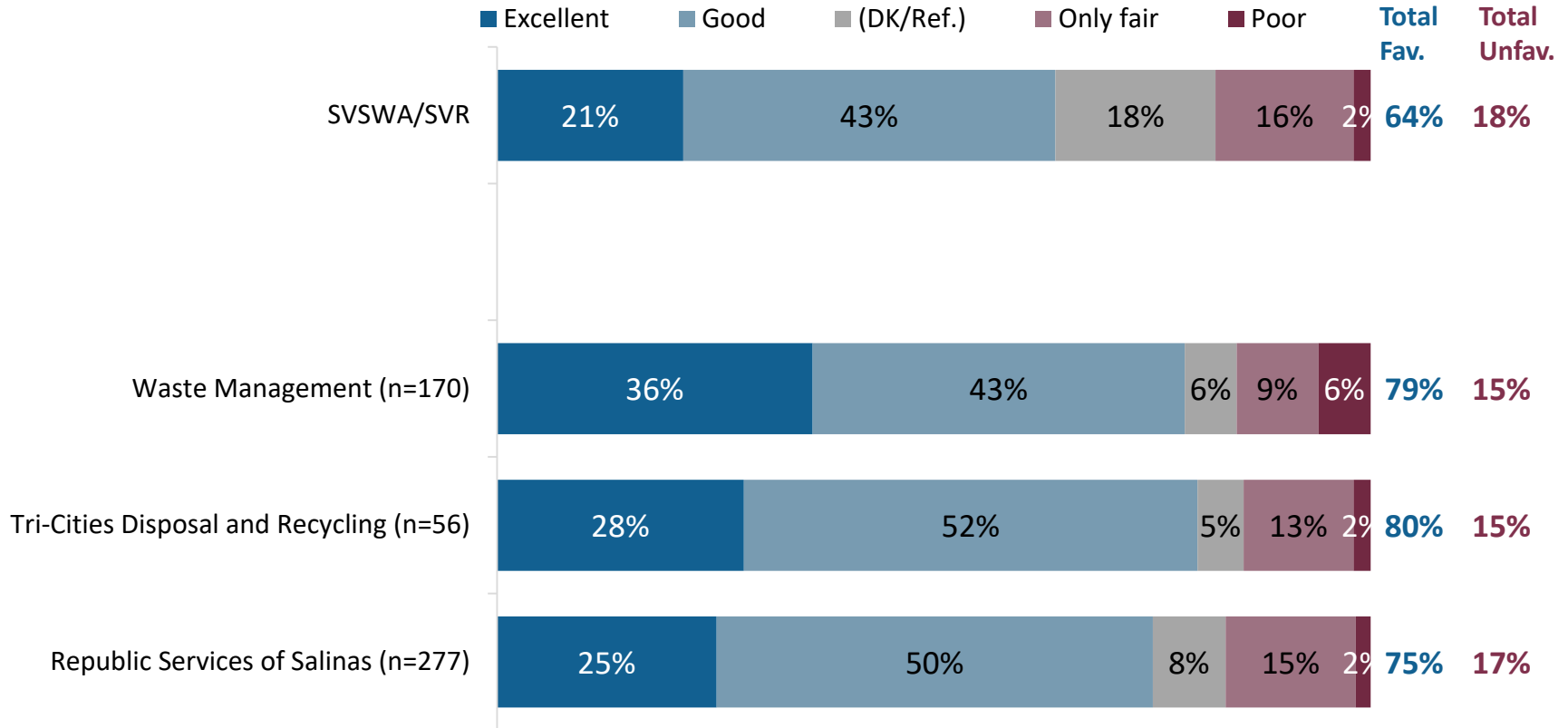
A majority of residents in the Salinas and Gonzales/Greenfield/Soledad regions have a favorable opinion of SVSWA. However, SVSWA is not well-known in the King City/Unincorp. region.



6. I'm going to read you a list of local service providers and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Job Ratings

Six-in-ten residents approve of the job SVSWA is doing. All three waste haulers have healthy job ratings as well.

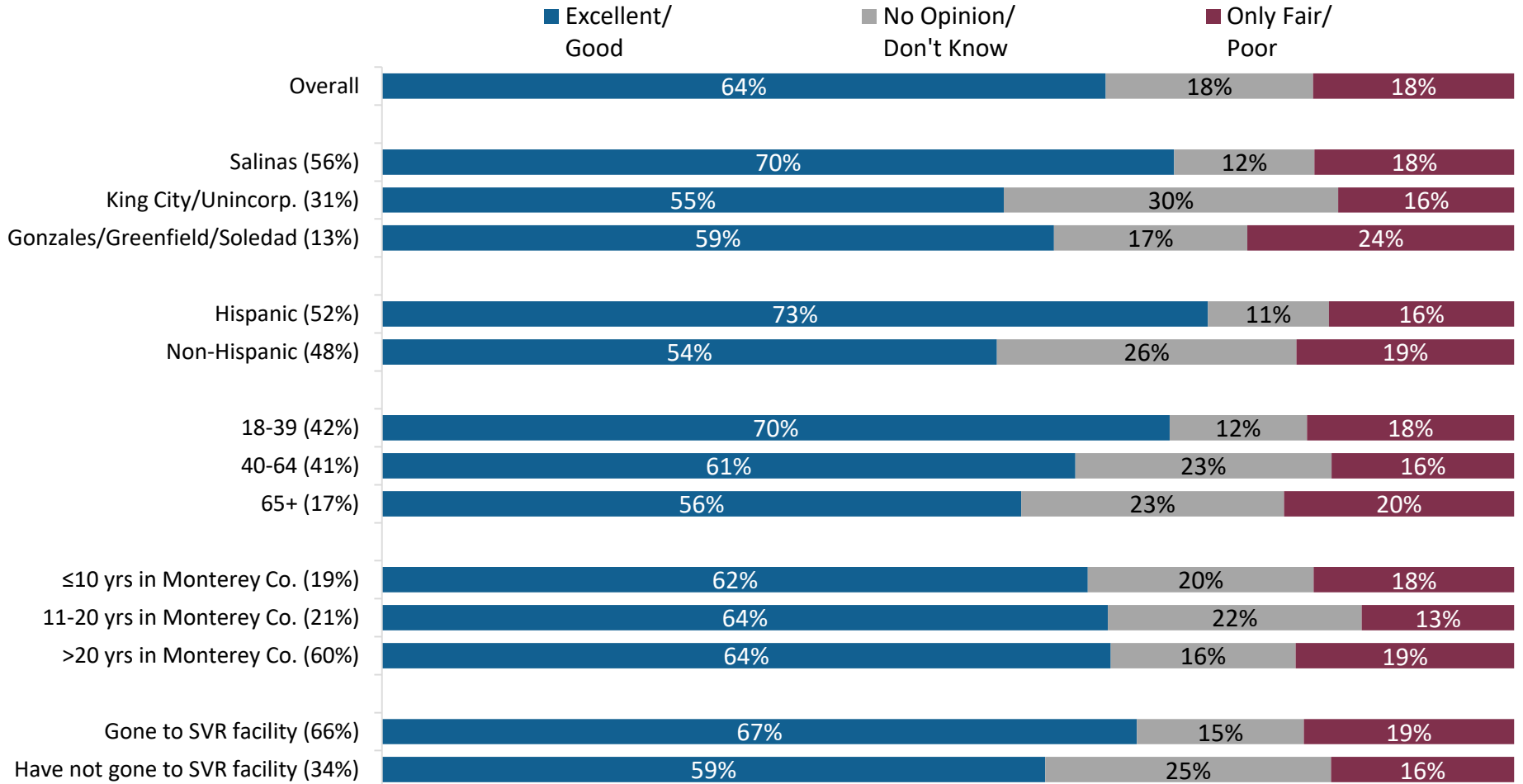


14. How would you rate the job the **Salinas Valley Solid Waste Authority – also known as Salinas Valley Recycles** – is doing at providing long term waste disposal and recycling services to residents and businesses in your area? Would you say they are doing an excellent, good, only fair, or poor job?

15-17. And how would you rate the job (**Republic Services of Salinas/Waste Management/Tri-Cities Disposal and Recycling**) is doing providing garbage, recycling and yard waste collection services? Would you say they are doing an excellent, good, only fair, or poor job?

SVSWA Job Rating by Subgroups

SVSWA receives the most positive ratings from residents in Salinas, and Hispanic residents are more likely than others to rate the SVSWA positively. Two-thirds of those who have visited an SVR facility give SVSWA a positive rating, but still, a majority of those who have not rate it positively.



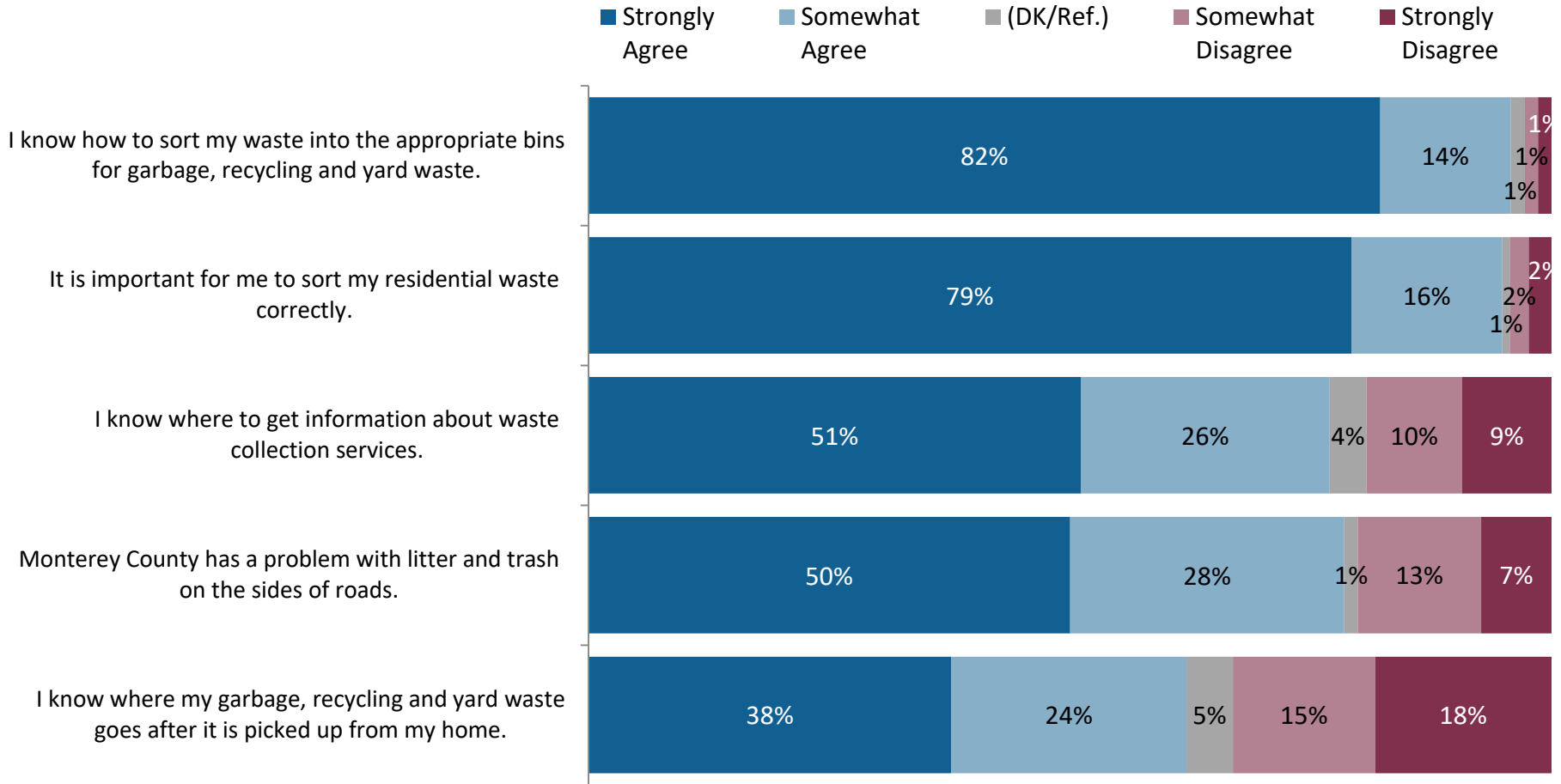
14. How would you rate the job the **Salinas Valley Solid Waste Authority – also known as Salinas Valley Recycles** – is doing at providing long term waste disposal and recycling services to residents and businesses in your area? Would you say they are doing an excellent, good, only fair, or poor job?



Waste Disposal and Recycling Attitudes

Waste Disposal Attitudes

*A majority of residents indicate that they know how to sort their waste, and feel sorting their waste correctly is important. While 51% **strongly agree** they know where to get info about services, many residents are less certain. One-in-three do not know where their waste goes after being picked up.*



18-22. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Waste Collection Knowledge

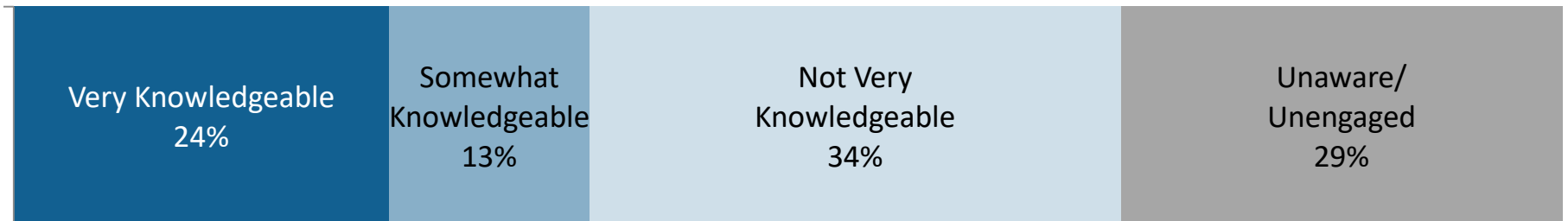
Very Knowledgeable: *Strongly Agree* with **all** of the following statements:

- “I know how to sort my waste into the appropriate bins for garbage, recycling and yard waste.”
- “I know where to get information about waste collection services.” and
- “I know where my garbage, recycling and yard waste goes after it is picked up from my home.”

Somewhat Knowledgeable: *Somewhat Agree* with at least two of the above statements.

Not Very Knowledgeable: *Somewhat Agree* with one of the above statements.

Unaware/Unengaged: All other residents.



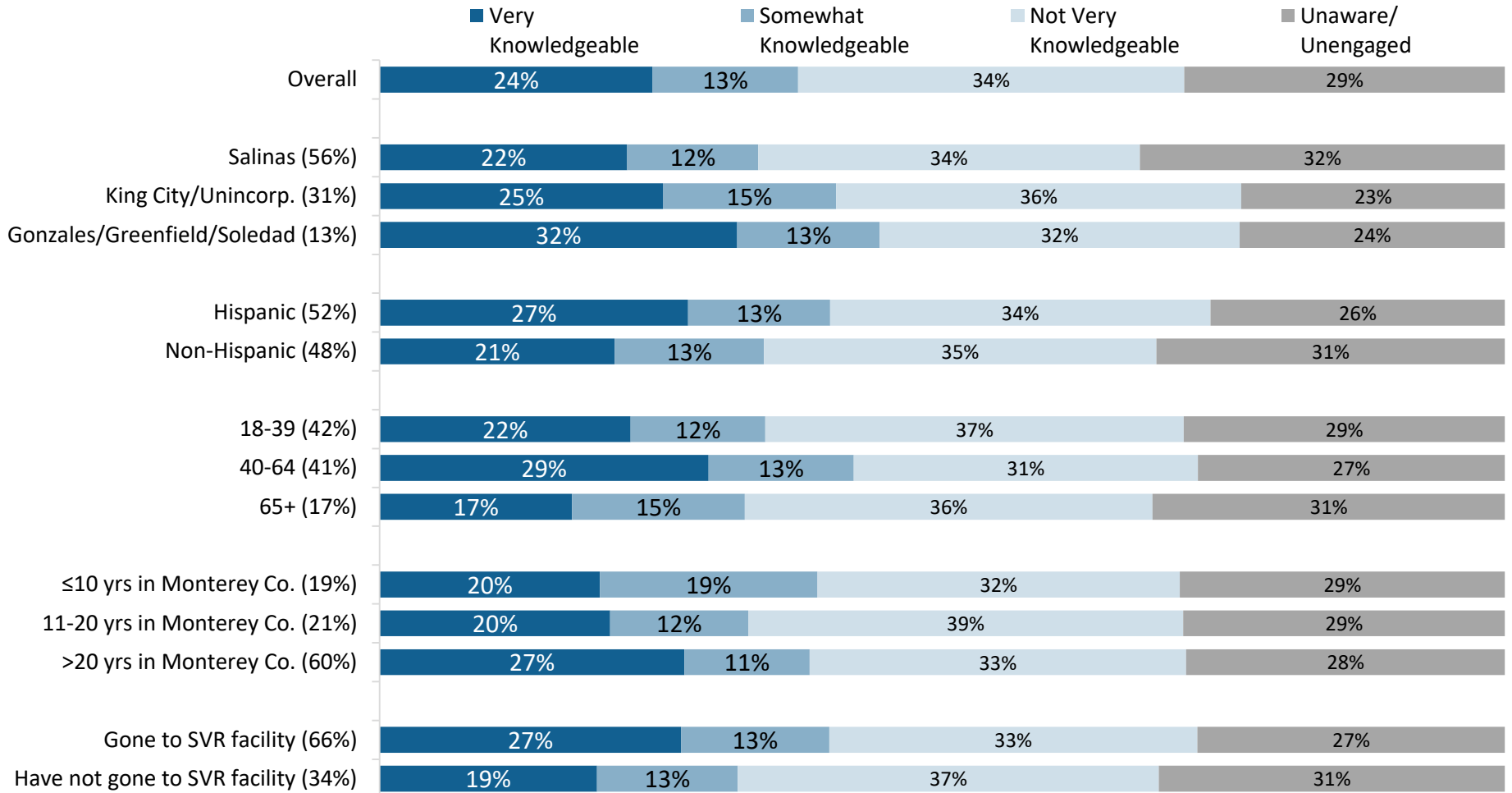
Waste Collection Knowledge Demographics

Those who are Very Knowledgeable are more likely to be Hispanic, have visited an SVR facility, and have lived in Monterey County for a long period of time.

	Overall	Very Knowledgeable	Somewhat Knowledgeable	Not Very Knowledgeable	Unaware/Unengaged
Overall	100%	24%	13%	34%	29%
Salinas	56%	51%	50%	55%	64%
King City/Unincorp.	31%	32%	37%	33%	25%
Gonzales/Greenfield/Soledad	13%	17%	13%	12%	11%
Hispanic	52%	58%	50%	51%	47%
Non-Hispanic	48%	42%	50%	49%	53%
18-39	42%	39%	39%	46%	42%
40-64	41%	49%	41%	37%	39%
65+	17%	12%	20%	18%	19%
≤10 yrs in Monterey Co.	19%	15%	29%	18%	19%
11-20 yrs in Monterey Co.	21%	18%	20%	24%	21%
>20 yrs in Monterey Co.	60%	67%	51%	58%	59%
Gone to SVR facility	66%	73%	67%	63%	63%
Have not gone to SVR facility	34%	27%	33%	37%	37%

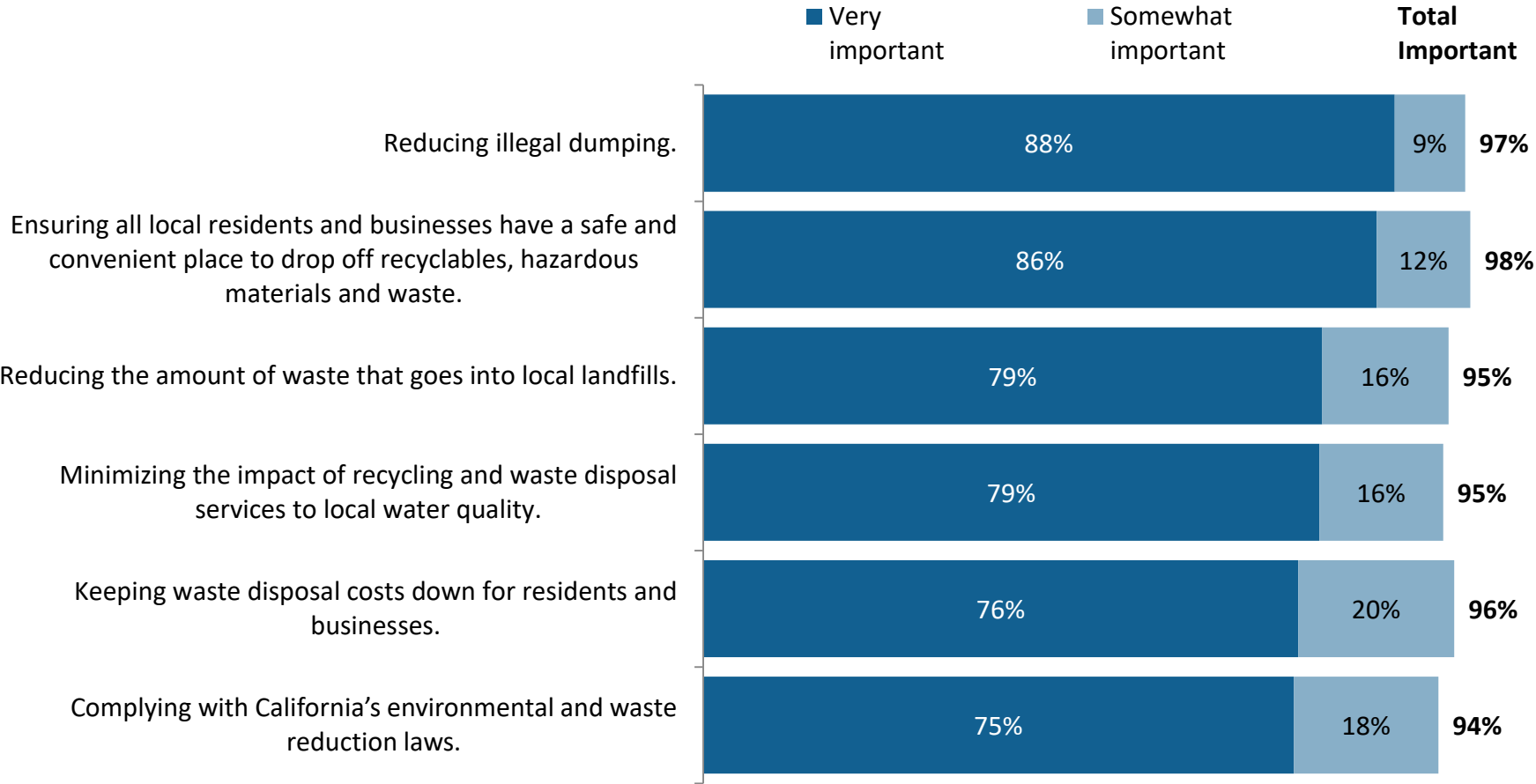
Waste Collection Knowledge by Subgroups

About one-third of residents in the Gonzales/Greenfield/Soledad region are Very Knowledgeable about waste collection issues, but awareness of these issues exists across the service area. Residents under 65 are more likely than older residents to be Very Knowledgeable about waste collection.



SVR Priorities

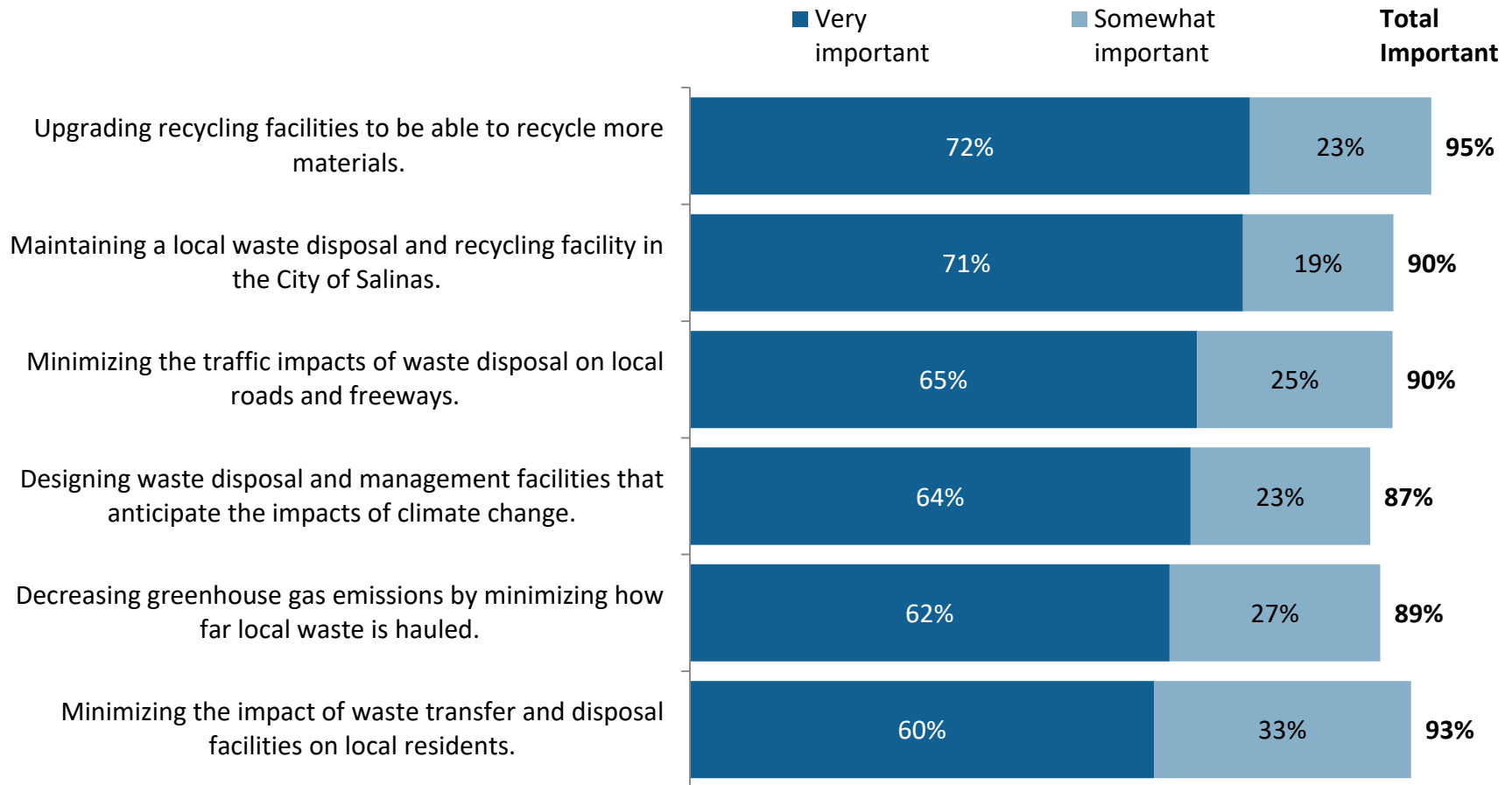
Reducing illegal dumping is the top priority for residents, followed closely by ensuring all residents and business have a safe and convenient place to drop off waste, but each of these priorities for SVR is considered to be important by the residents of the service area.



23-34. I'm going to read you a list of priorities that Salinas Valley Recycles considers when providing services to the community. After each one, please tell me if it is very important, somewhat important, not too important, or not at all important to you.

SVR Priorities, cont'd.

*Least important to residents, but still rated **very important** by a majority are issues related to anticipating the impact of climate change, greenhouse gas emissions, and the impact on residents who are local to waste transfer and disposal facilities.*



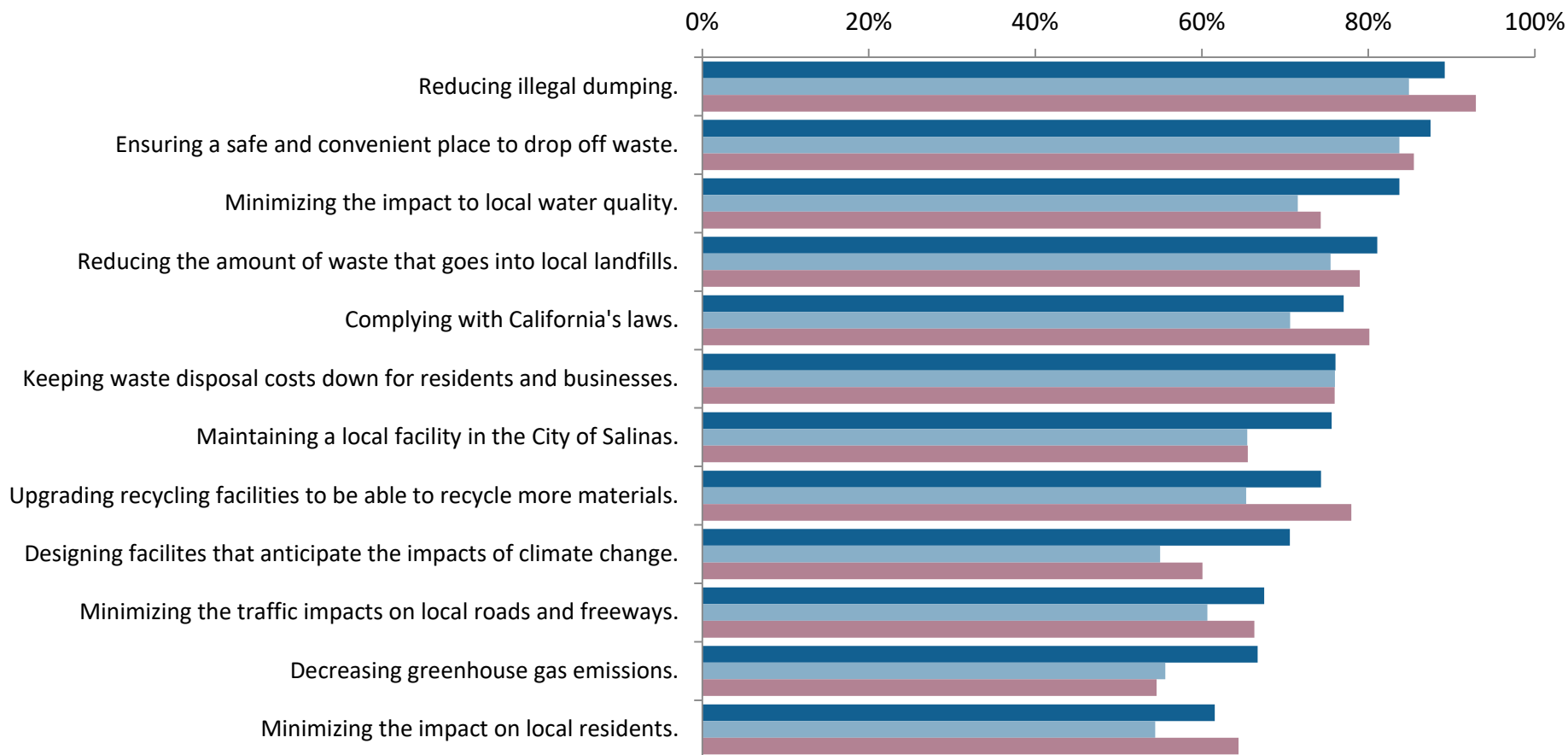
23-34. I'm going to read you a list of priorities that Salinas Valley Recycles considers when providing services to the community. After each one, please tell me if it is very important, somewhat important, not too important, or not at all important to you.

Very Important SVR Priorities by Region

Residents of Salinas are more likely than other service area residents to value maintaining a local waste facility in the city, and they are more in-tune with issues related to waste collection and climate change, greenhouse gas emissions, and the impact to local water quality.

% Very Important

■ Salinas (56%) ■ King City/Unincorp. (31%) ■ Gonzales/Soledad/Greenfield (13%)

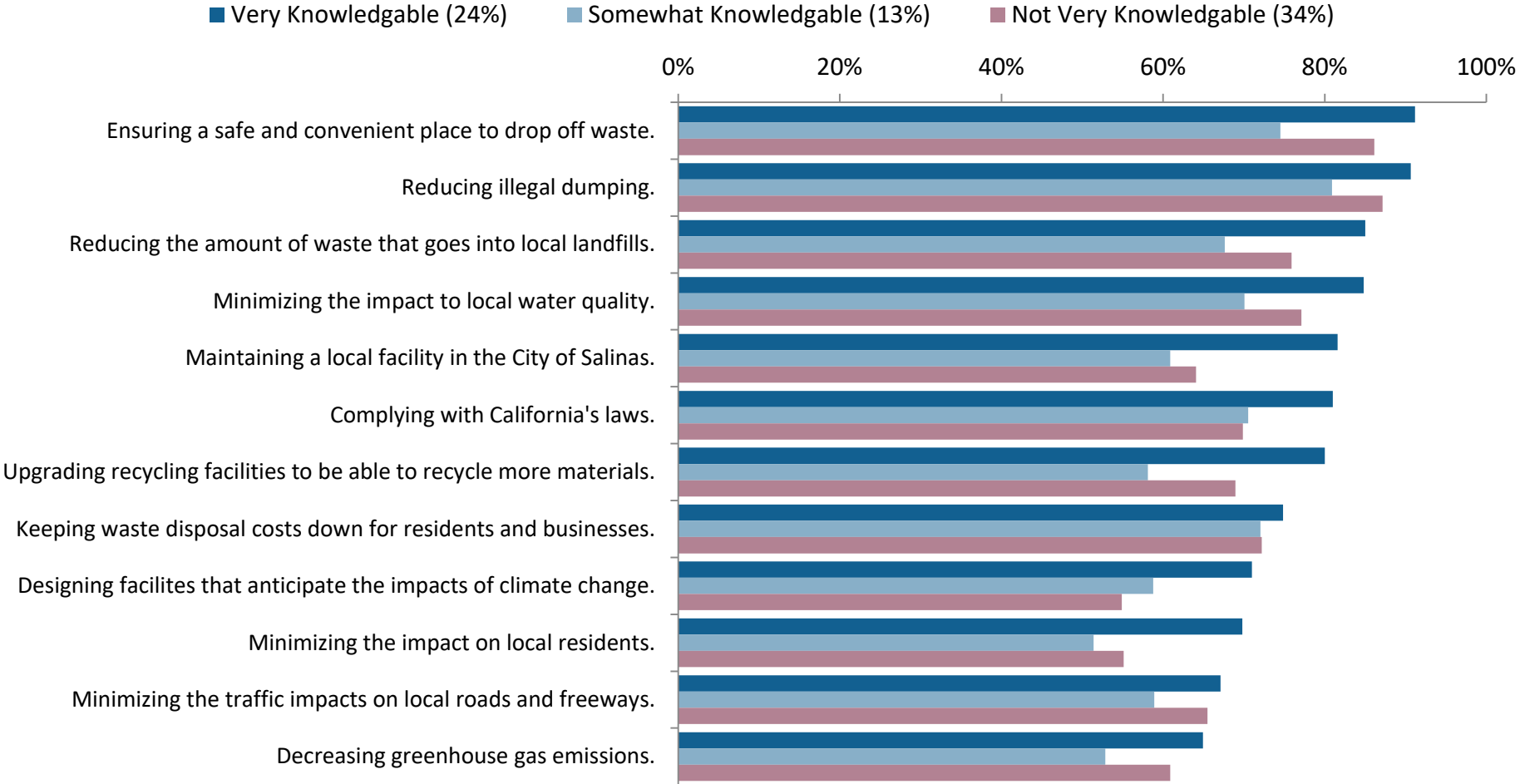


23-34. I'm going to read you a list of priorities that Salinas Valley Recycles considers when providing services to the community. After each one, please tell me if it is very important, somewhat important, not too important, or not at all important to you.

Very Important SVR Priorities by Waste Collection Knowledge

Those who are the most knowledgeable about waste disposal and collection give all items a higher priority.

% Very Important



23-34. I'm going to read you a list of priorities that Salinas Valley Recycles considers when providing services to the community. After each one, please tell me if it is very important, somewhat important, not too important, or not at all important to you.





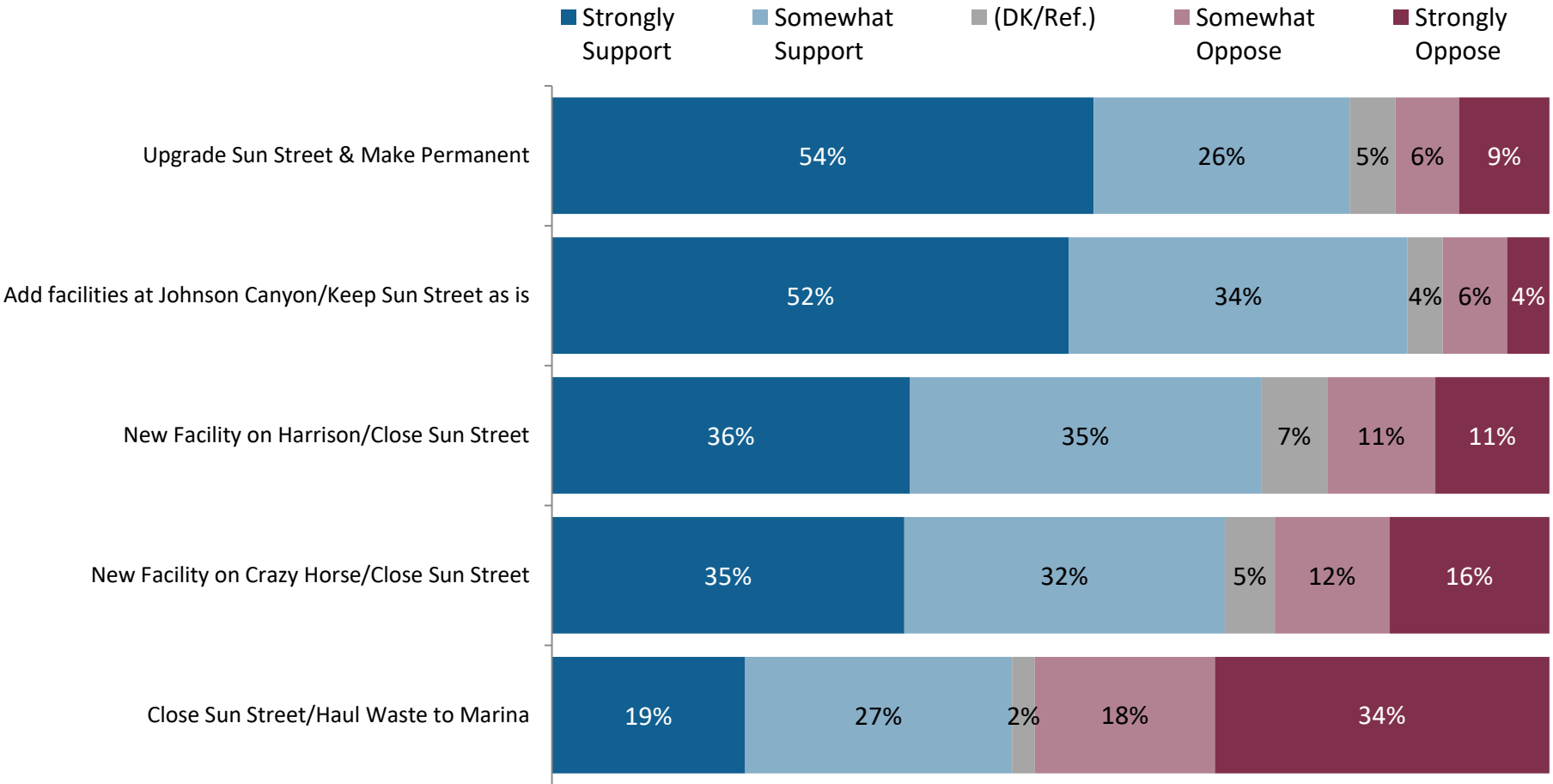
SVR Facility Usage and Proposal Support

Facility Proposals

- ▶ **[Upgrade Sun Street & Make Permanent]** Upgrading the Sun Street Transfer Station in Salinas to make it a permanent facility that is able to handle all of the waste and recycling needs for the Salinas Valley.
- ▶ **[Add Facilities at Johnson Canyon/Keep Sun Street as is]** Building new facilities at the Johnson Canyon Landfill in Gonzales that allow for on-site processing of waste materials to reduce trash volume and extend the life of the landfill. This plan would also include keeping the temporary Sun Street Transfer Station open.
- ▶ **[New Facility at Harrison/Close Sun Street]** Closing the temporary Sun Street Transfer Station in Salinas and building a new facility along Harrison Road between Salinas and Prunedale that allows for on-site processing of waste materials to reduce trash volume and extend the life of the landfill.
- ▶ **[New Facility at Crazy Horse/Close Sun Street]** Building a new facility at the Crazy Horse landfill in Prunedale that will be able to handle all of the waste and recycling needs for the Salinas Valley, and closing the temporary Sun Street Transfer Station in Salinas.
- ▶ **[Close Sun Street/Haul Waste to Marina]** Closing the temporary Sun Street Transfer Station in Salinas and having Salinas area waste hauled directly to a landfill facility in Marina. This would require anyone wanting to dispose of items not picked up by a waste hauler to drive to the Marina facility.

Facility Proposals Support

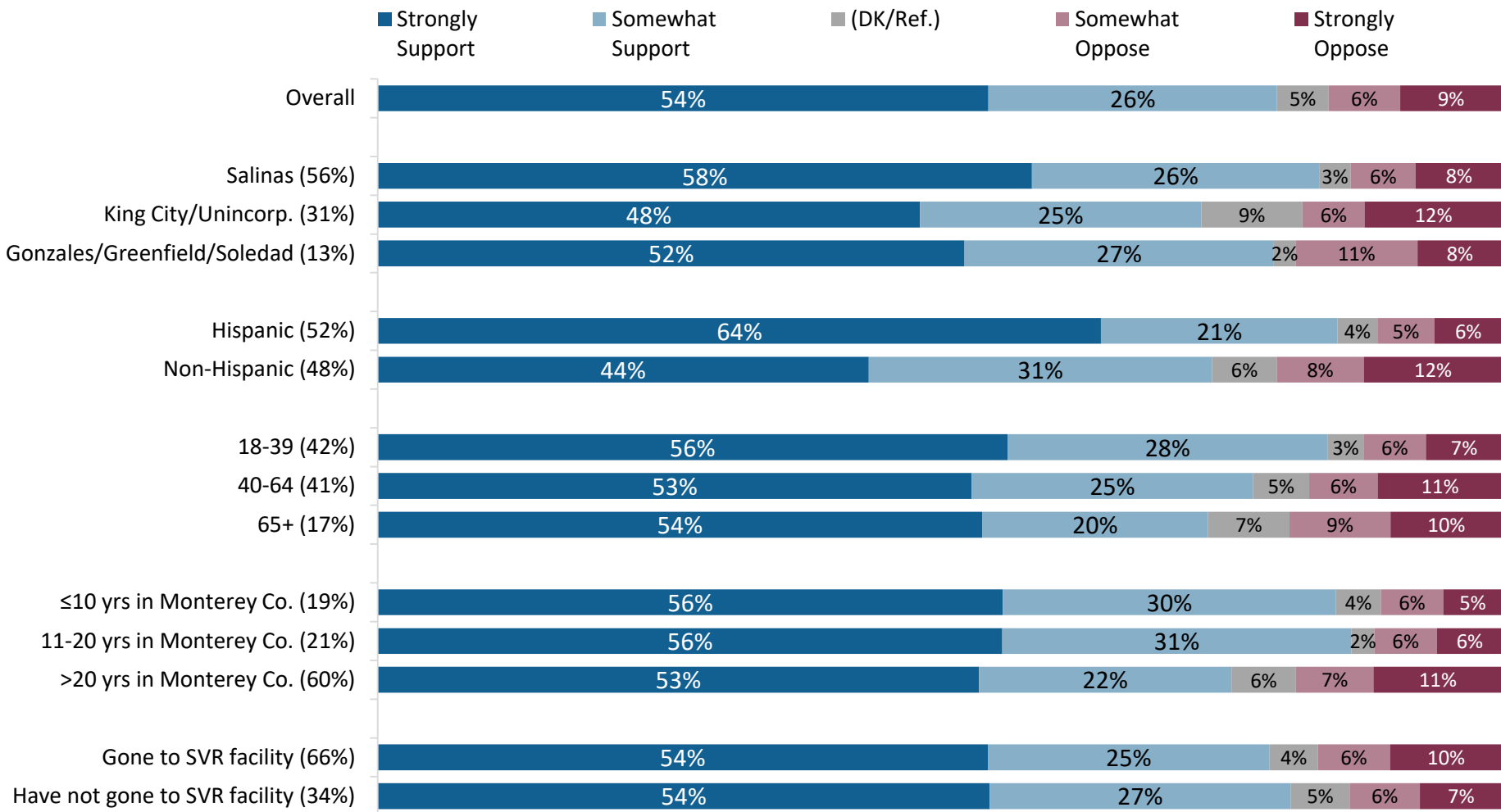
*Support is highest for the two proposals that keep the Sun Street Transfer Station open. A majority **strongly support** upgrading and making the Sun Street facility permanent.*



35-39. I am going to read you some proposals that are being discussed for waste management and disposal in the Salinas Valley in the future. For each one, please tell me if you strongly support, somewhat support, somewhat oppose or strongly oppose that proposal.

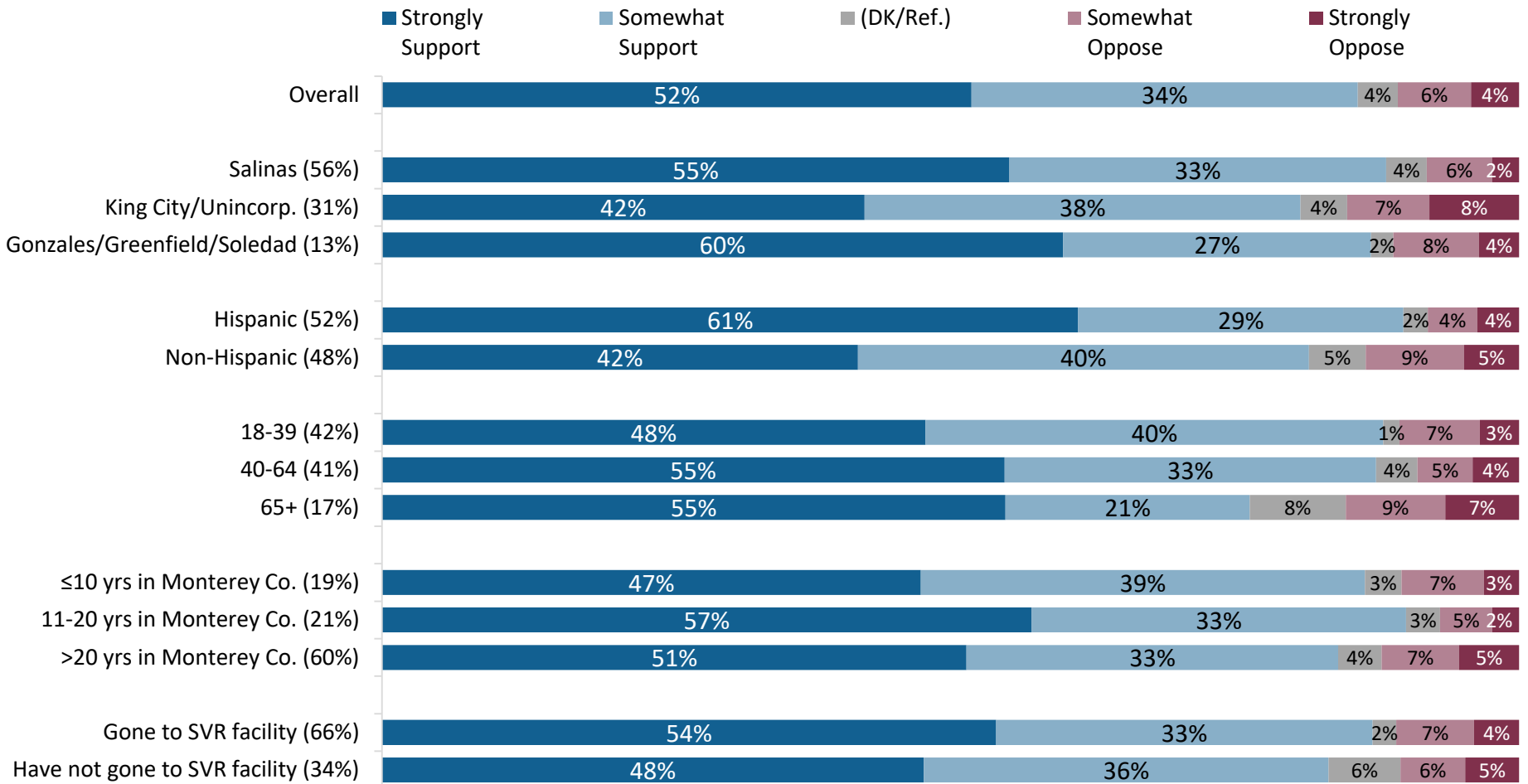
“Upgrade Sun Street & Make Permanent” Support by Subgroups

A majority of Salinas residents want to see Sun Street upgraded and made permanent, but there is support for this option in all areas. Support is higher among Hispanic residents.



“Add Facilities at Johnson Canyon/Keep Sun Street as is” Support by Subgroups

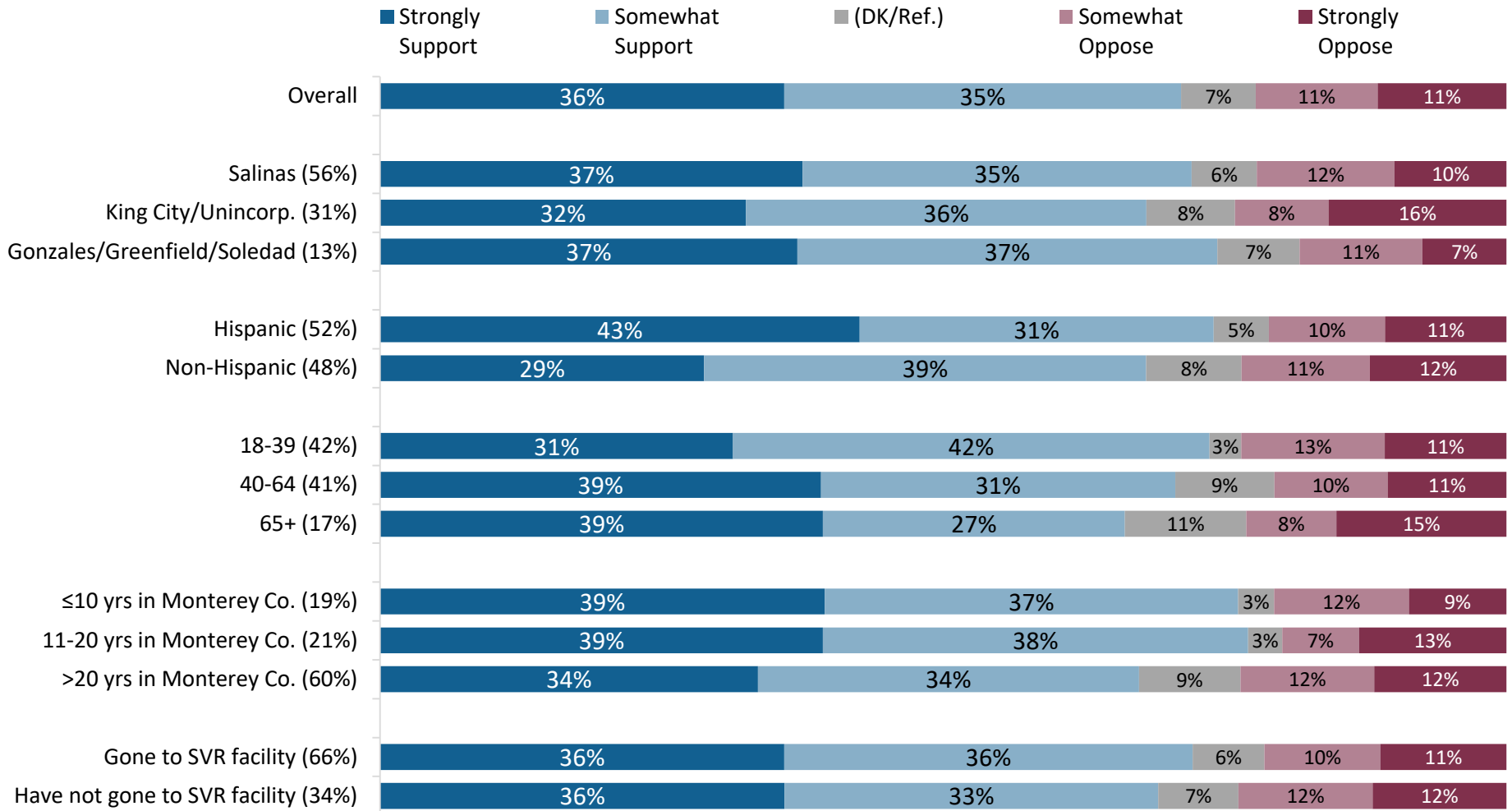
Adding facilities at Johnson Canyon, coupled with keeping Sun Street open, is also strongly supported by residents in all areas.



38. Building new facilities at the Johnson Canyon Landfill in Gonzales that allow for on-site processing of waste materials to reduce trash volume and extend the life of the landfill. This plan would also include keeping the temporary Sun Street Transfer Station open.

“New Facility at Harrison/Close Sun Street” Support by Subgroups

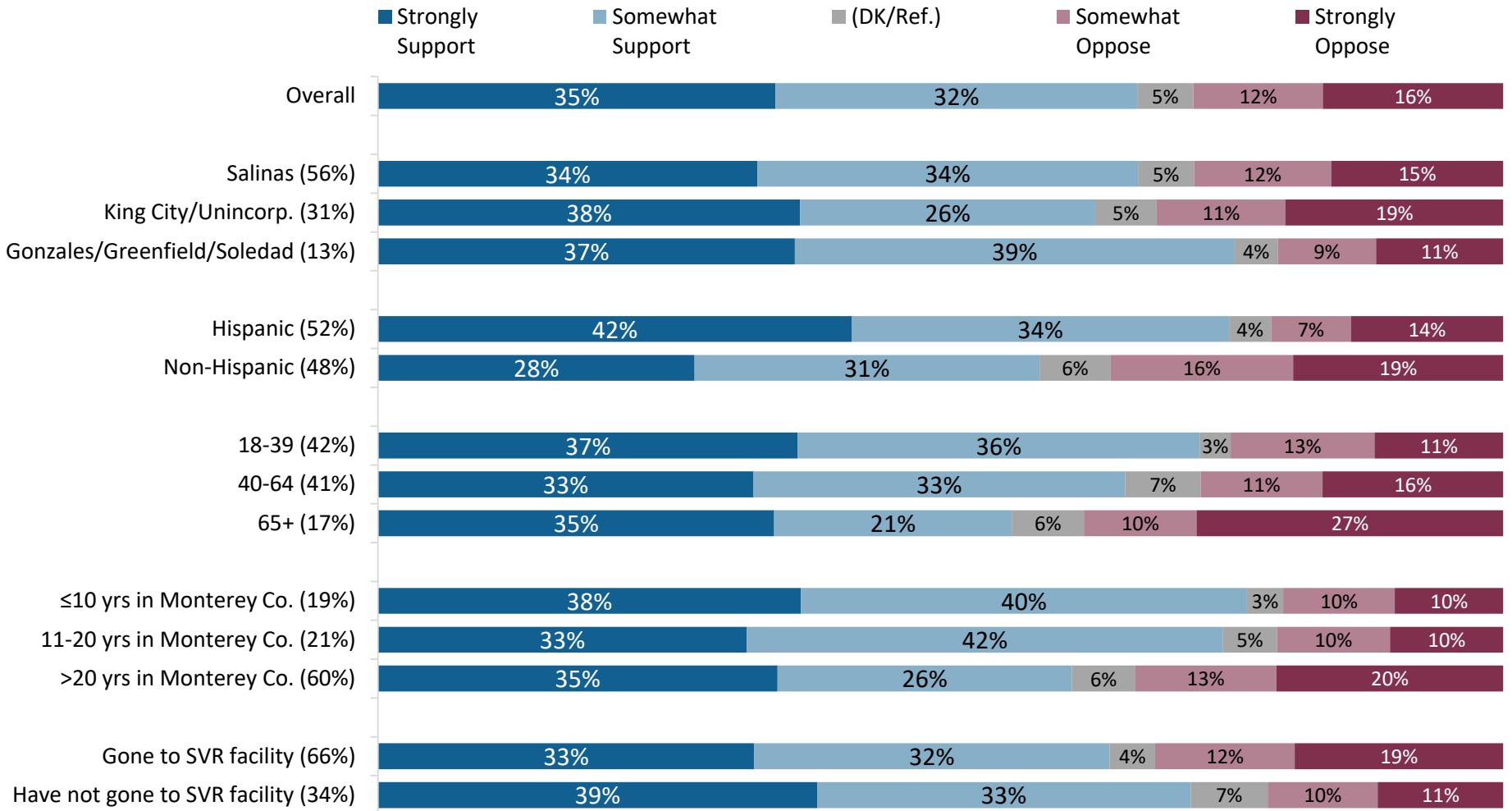
Support for a plan that would create a new facility along Harrison Road while closing the Sun Street Transfer Station is lower than other proposals that include keeping Sun Street open.



36. Closing the temporary Sun Street Transfer Station in Salinas and building a new facility along Harrison Road between Salinas and Prunedale that allows for on-site processing of waste materials to reduce trash volume and extend the life of the landfill.

“New Facility at Crazy Horse/Close Sun Street” Support by Subgroups

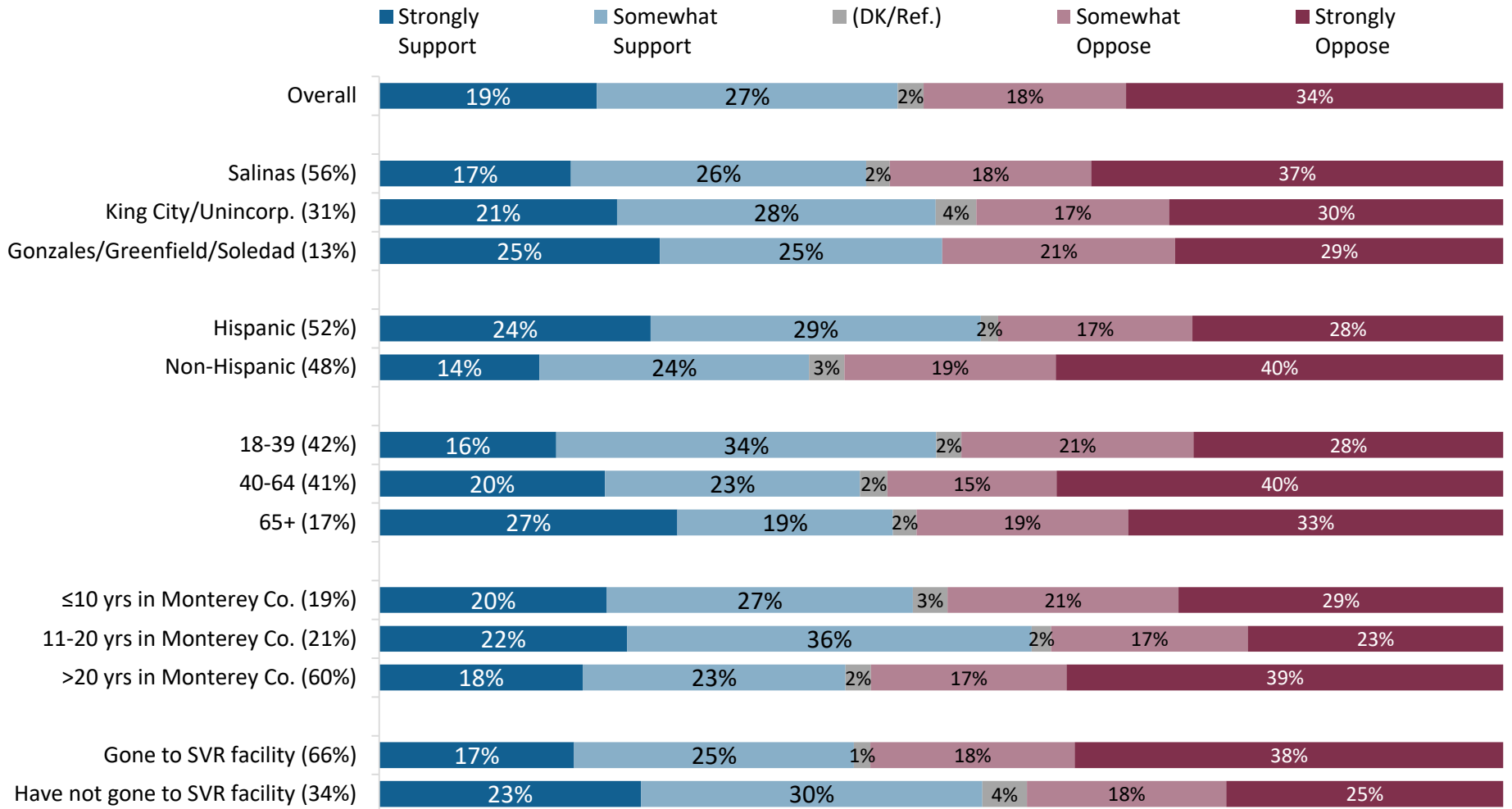
A new facility at Crazy Horse is strongly supported by 1-in-3 residents. However, there is notable opposition among those 65+.



37. Building a new facility at the Crazy Horse landfill in Prunedale that will be able to handle all of the waste and recycling needs for the Salinas Valley, and closing the temporary Sun Street Transfer Station in Salinas.

“Close Sun Street/Haul Waste to Marina” Support by Subgroups

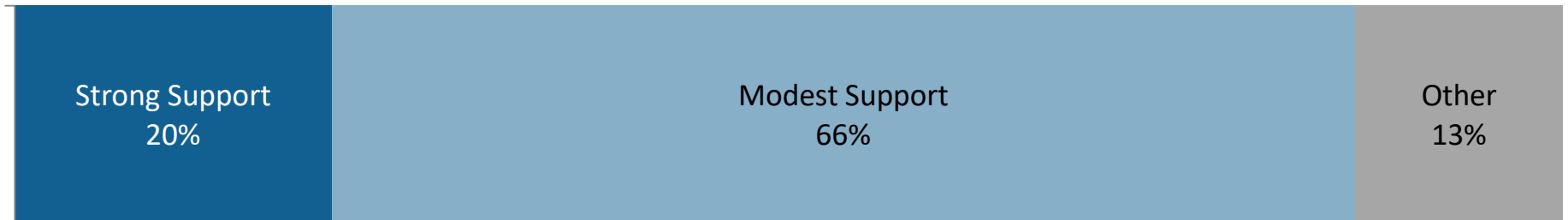
Closing Sun Street and hauling waste to Marina is a divisive proposal. A majority of Salinas residents oppose it, and non-Hispanic residents are particularly strong in their opposition.



35. Closing the temporary Sun Street Transfer Station in Salinas and having Salinas area waste hauled directly to a landfill facility in Marina. This would require anyone wanting to dispose of items not picked up by a waste hauler to drive to the Marina facility.

Sun Street Supporters

*Based on the responses to six questions in the survey related to continuing services at the Sun Street Transfer Station or not, 1-in-5 service area residents are **strong supporters** of maintaining a facility at that location. A further 66% are modest supporters, and 13% do not show signs of support.*



Sun Street Support Scale created by combining proposal support and importance of maintaining local waste disposal and recycling facility in the City of Salinas.

Sun Street Supporter Demographics

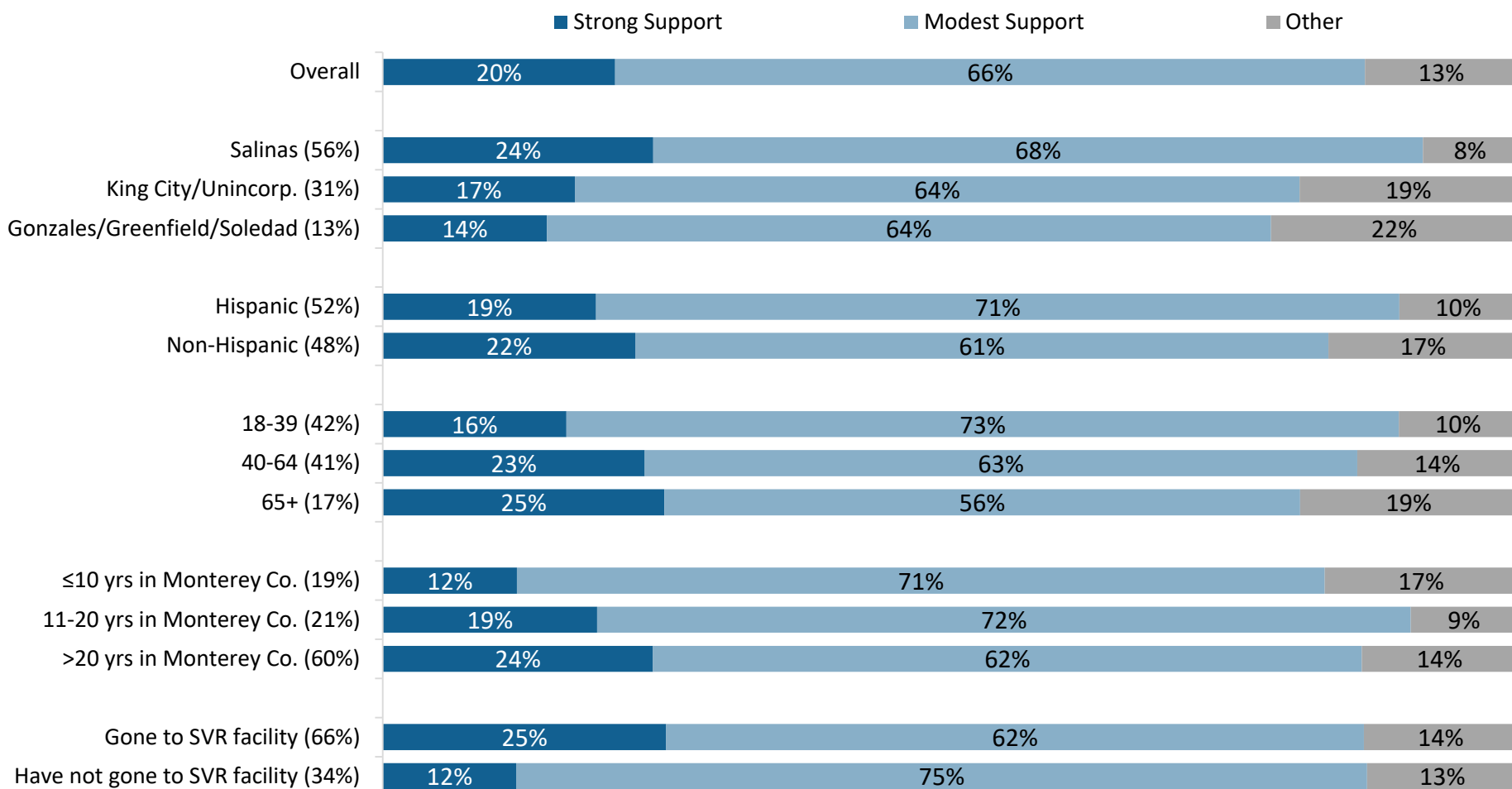
Strong supporters are more likely to be Salinas residents, those who have visited an SVR facility, and those who have lived in Monterey County for more than 20 years.

	Overall	Strong Support	Modest Support	Other
Overall	100%	20%	66%	13%
Salinas	56%	65%	57%	35%
King City/Unincorp.	31%	26%	30%	44%
Gonzales/Greenfield/Soledad	13%	9%	13%	21%
Hispanic	52%	47%	55%	40%
Non-Hispanic	48%	53%	45%	60%
18-39	42%	33%	47%	33%
40-64	41%	46%	39%	43%
65+	17%	21%	14%	24%
≤10 yrs in Monterey Co.	19%	11%	21%	24%
11-20 yrs in Monterey Co.	21%	19%	23%	15%
>20 yrs in Monterey Co.	60%	70%	57%	61%
Gone to SVR facility	66%	81%	61%	66%
Have not gone to SVR facility	34%	19%	39%	34%

Sun Street Support Scale created by combining proposal support and importance of maintaining local waste disposal and recycling facility in the City of Salinas.

Sun Street Supporters by Subgroups

Support for Sun Street is greatest among Salinas residents, and among those who have used an SVR facility in the past, but support exists broadly across the service area for the Sun Street Transfer Station to continue to operate, and be improved.

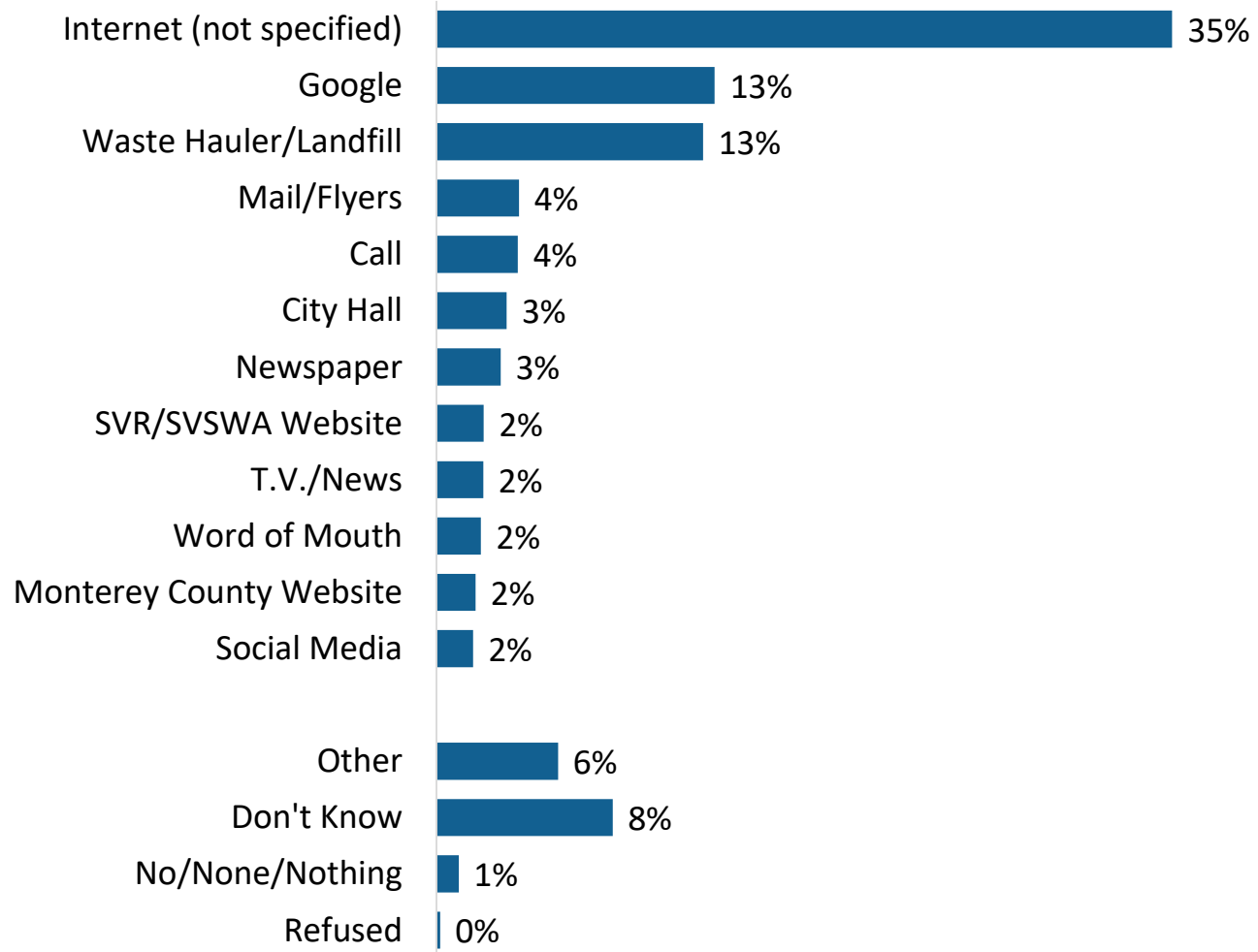




Sources of Information

Top-of-Mind Sources of Information

More than one-third of residents indicate they would turn to the internet to learn more about recycling and waste disposal, however, they are unable to name a specific website.

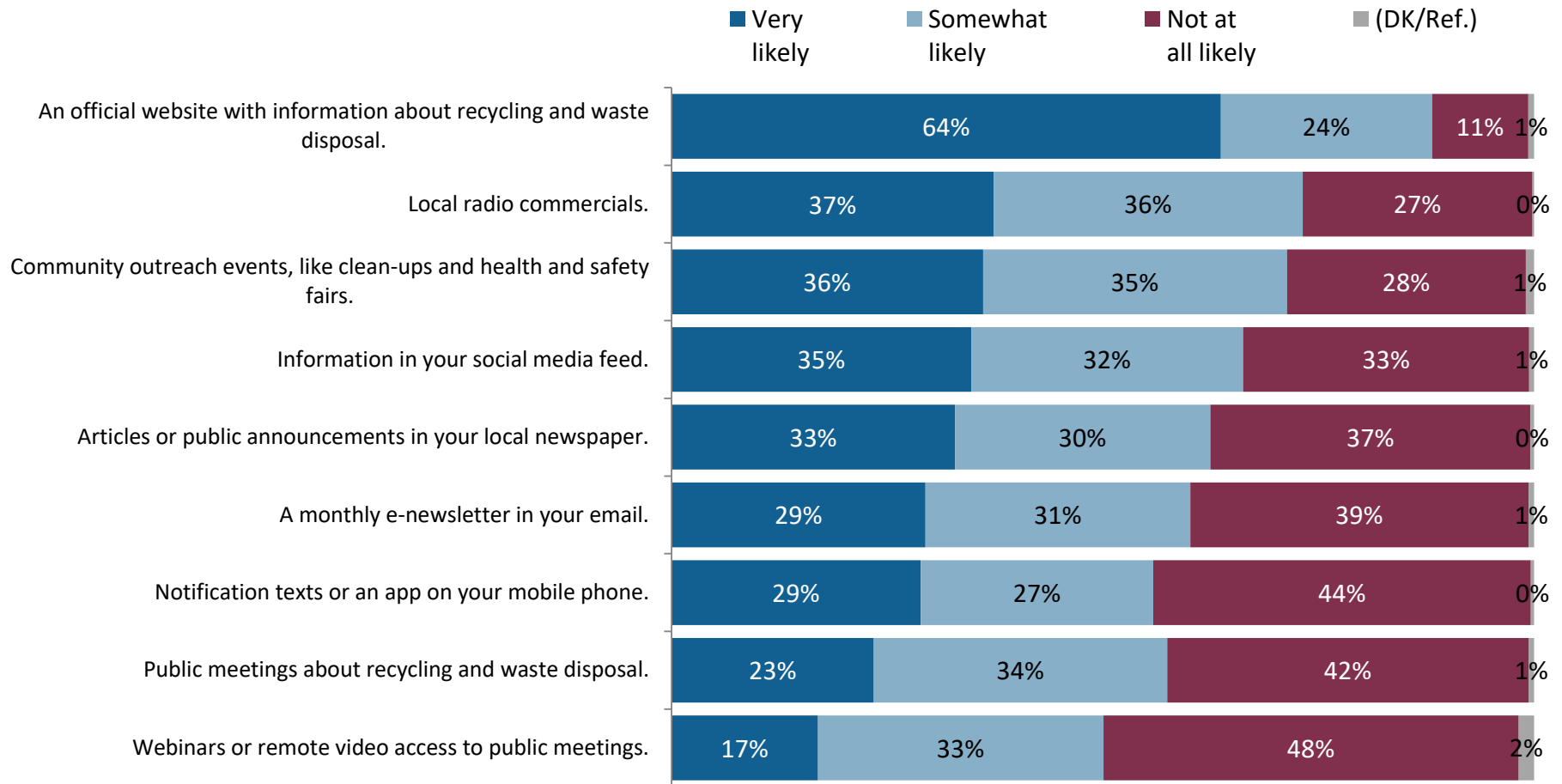


40. If you wanted to learn more about recycling and disposal in your area, what information sources would you turn to?

(OPEN END, RECORD VERBATIM RESPONSE, ACCEPT ONE RESPONSE ONLY)

Sources of Information

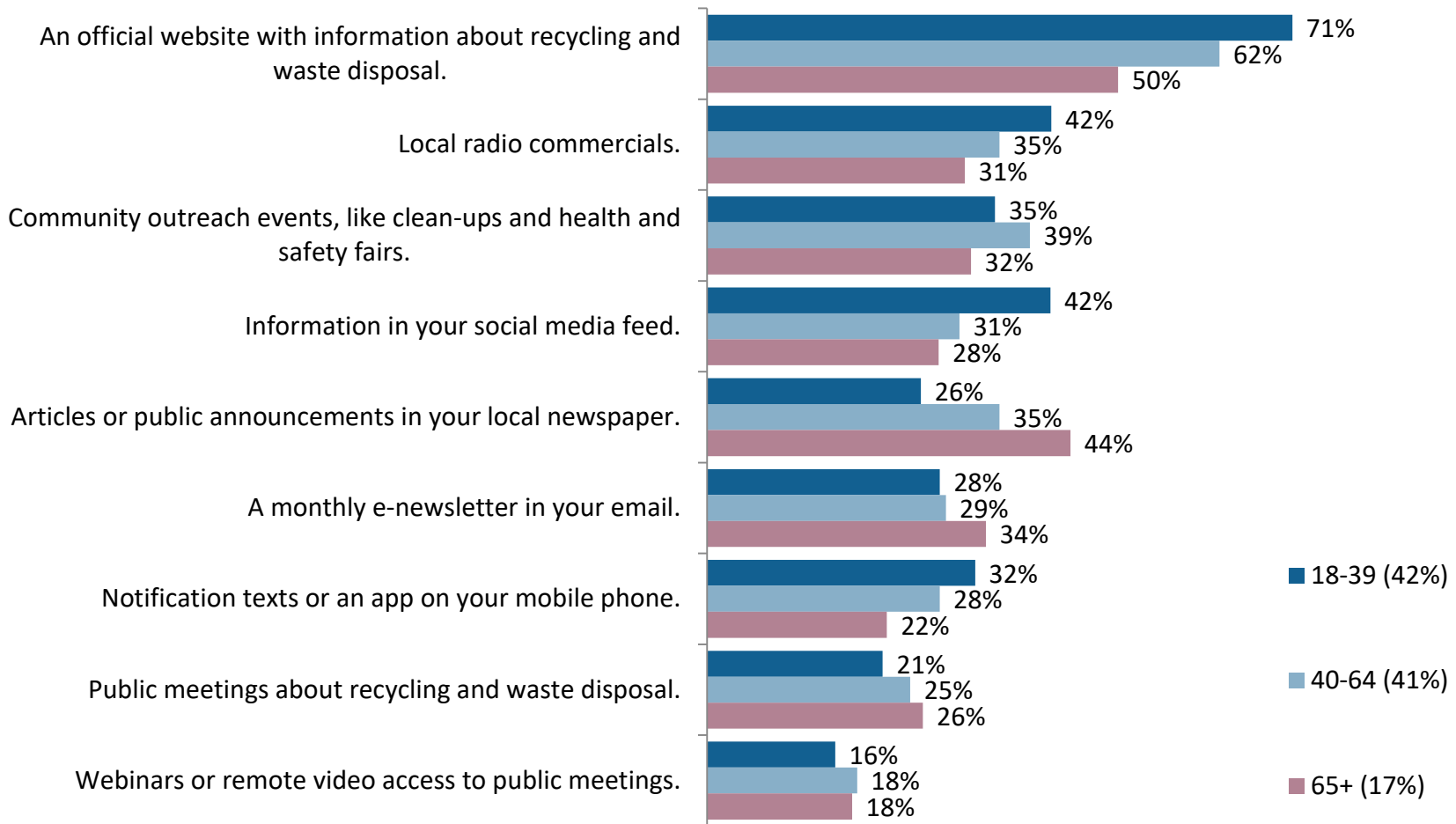
*Almost two-thirds of residents are **very likely** to use an official website to find information on recycling and waste disposal. Willingness to take part in public meetings and webinars are low, as are interruptions to daily life such as text messages and a monthly e-newsletter.*



41-49. I'm going to read you a list of resources where you might find information about recycling and waste disposal in your area. After I read each one, please tell me if you think you would be very likely, somewhat likely, or not at all likely to use that source of information.

Sources of Information by Age

Older residents over 65+ are more likely than younger residents to identify newspaper announcements as a source of information, while younger residents are more keen to receive information through social media, or through mobile phone notifications.



41-49. I'm going to read you a list of resources where you might find information about recycling and waste disposal in your area. After I read each one, please tell me if you think you would be very likely, somewhat likely, or not at all likely to use that source of information.

Conclusions

- ▶ Residents are strongly supportive of each of SVR's priorities in providing service.
 - Reducing illegal dumping is a top priority, as is ensuring local residents have a safe and convenient place to dispose of waste and harmful materials.
- ▶ Facility proposals that include maintaining a transfer station facility in Salinas are better supported than those that do not.
 - The proposal to haul waste out of the Salinas Valley, forcing residents to travel to Marina to personally dispose of materials meets with the strongest opposition.
- ▶ Online resources are clearly the preferred way residents wish to receive information, so having a strong and clear presence online will be key to increasing awareness of waste and recycling protocols, and communicating with residents about changes to facilities.

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