

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Solid Waste Collection Request for Proposals and Contract
DEPARTMENT: Public Works
PRESENTED BY: Mark Relph, Public Works Director; Jesus Sanchez, Operations Manager; Rika Cecil, Environmental Programs Coordinator

PROBLEM/ISSUE STATEMENT:

On February 28, 2008, the City's current contract for solid waste services expires. In order to find a service provider with the best package of services at the lowest price for residents and businesses, a Request for Proposals (RFP) and Contract were developed. The RFP is scheduled to be issued on June 20, in order to complete the RFP process, finalize a contract, and allow start-up time to implement the contract prior to March 1, 2008.

Staff is seeking Council concurrence and direction on the various new service level options, as well as the policy issue of instituting mandatory curbside collection service.

FINANCIAL IMPACT:

The cost to the City and to Shoreline residents and businesses will be determined by the cost of the services selected through the RFP evaluation and Council approval process.

RECOMMENDATION

Staff is recommending a variety of service level enhancements to include in the forthcoming solid waste Request for Proposals and is requesting Council discussion, concurrence and direction.

Approved By: City Manager  City Attorney _____

INTRODUCTION

On February 28, 2008, the City's current contract for solid waste services expires. In order to find a service provider with the best package of services at the lowest price for residents and businesses, a Request for Proposals (RFP) and Contract were developed. The RFP is scheduled to be issued on June 20, in order to complete the RFP process, finalize a contract, and allow start-up time to implement the contract prior to March 1, 2008. (See Attachment A for the RFP schedule)

BACKGROUND

In 2000, the City went out to bid for solid waste collection services. Council approved the selection of Waste Management Northwest as the service provider with a seven year contract.

DISCUSSION

Staff is seeking Council review and direction with respect to key elements in the RFP and Base Contract, noted in this Discussion section. The primary components for Council deliberation are 1) the basic levels of service, which are proposed in the new Contract; 2) the service level alternatives, which will provide specific, enhanced services at a separate individual cost; and 3) mandatory curbside collection.

1. Service Options

Since 2000, when the last solid waste contract was authorized, solid waste and recycling services in municipalities throughout King County have evolved to include:

- Creating to the extent possible, a more affordable and efficient service capacity for residents by creating a competitive marketplace through competitive bidding
- Supporting higher recycling goals in amounts and quantities of items
- Supporting sustainability and protecting the environment by using higher efficiency and lower emission vehicles
- Reducing collection worker injuries by automating services with universal carts
- Minimizing garbage through education, recycling and reuse, in anticipation of rate increases with waste export
- Providing the same level of recycling service to multi-family complexes, as to residential homes
- Requiring credible reporting and on-site verification of amounts recycled in recycling facilities
- Providing embedded¹ recycling to commercial businesses

In addition, King County codes now ban yard waste, fluorescent light bulbs, computers, televisions and cell phones from curbside garbage.

The new Base Contract includes a number of enhancements, including requiring new trucks and sustainable fuels, embedding multifamily recycling, adding plastics #3-7 to curbside recycling, adding food scrap collection to yard debris and other enhancements

¹ The cost is built into the haulers charge for garbage services for all commercial facilities. It provides 'free' recycling to all businesses and can greatly increase the commercial recycling rate.

shown on the chart in Attachment B, "Major Changes Between Current 2000 Solid Waste Contract & Proposed RFP 2008 Base Contract."

The RFP also requests contractor prices for seven alternatives, including increasing collection to a weekly schedule for yard debris and/or recycling, incorporating mandatory collection, embedding commercial recycling and other alternatives shown on the chart in Attachment C, "Service Level Options." Once price proposals are reviewed by staff, those alternatives will be presented to Council for decision.

To facilitate Council discussion of whether or not to mandate curbside garbage collection, Attachment D, "Mandatory Single Family Residential Garbage Collection," provides the advantages and disadvantages of various billing scenarios of this issue.

2. Community Input

In May 2007, a random telephone survey was conducted of 467 Shoreline residents, living in single family and multi-family units. A survey with 19 questions was asked of 400 residents who said that they currently have garbage and recycling services. This data is statistically reliable with an error range of +/- 4.9%. A shorter survey was given to the remaining 67 (14%) who identified themselves as self-haulers.

Significant findings for residents with curbside collection include the following:

- 69% pay for yard debris recycling
- Most of those who do not purchase yard debris service have little or no yard debris (38%), compost it on their property (21%), have it hauled away by a yard service (12%), or take it to the Transfer Station (12%)
- 42% participate in the City's recycling events
- Most people recycle, because it's good for the environment (48%), and because it's the right thing to do (35%)
- When asked how important an Annual Curbside Spring Cleanup would be (possible new service), 51% said that it was important to very important.
- When asked how important Weekly Yard Debris Collection and Weekly Recycling Collection would be, 20% said important to very important for each category (currently these services are offered twice a month between March and December)

Findings for residents who self-haul:

- When asked what, if anything, would encourage them to purchase curbside services, 61% said nothing would encourage them; 25% said they lived in an apartment; and a handful suggested financial incentives.

See Attachment E, "City of Shoreline: Garbage Collection Survey: Attitudes and Practices of Shoreline Households," for the Executive Summary and survey details.

RECOMMENDATION

Staff is recommending a variety of service level enhancements to include in the forthcoming solid waste Request for Proposals and is requesting Council discussion, concurrence and direction.

ATTACHMENTS

- A. RFP Schedule
- B. Major Changes Between Current 2000 Solid Waste Contract & Proposed RFP 2008 Base Contract
- C. Service Level Options
- D. Mandatory Single Family Residential Garbage Collection
- E. City of Shoreline: Garbage Collection Survey: Attitudes and Practices of Shoreline Households

Attachment A

RFP Schedule

Event	Time Frame
Telephone Survey and policy issues report to Council	June 18, 2007
Publish Notice of Proposal Documents	June 20, 2007
Issue Proposal Documents	June 20, 2007
Deadline for Proponent Questions	5:00 PM July 11, 2007
Proposals Due and Opened	1:00 PM August 20, 2007
Proposal Evaluation	August-September, 2007
Staff Recommendation to Council	September 24, 2007
Notice of Finalist to Selected Proponent	late September, 2007
Finalization of Contract	late September - early October, 2007
Contract to Council for Approval	October 22, 2007
City Executes Contract	October, 2007
Notice to Proceed Given to Contractor	October, 2007
Contractor Delivers Transition/Implementation Plan	November, 2007
Container Delivery	February, 2008
Start of Collection Services	March 1, 2008

Attachment B
Major Changes Between Current 2000 Solid Waste Contract & Proposed RFP 2008 Base Contract

Item	Current Contract	Proposed 2008 Contract	Rationale
<i>General Changes</i>			
1) City Administrative Fee Paid by Contractor	\$50,000 annual City administrative fee is included in rates and paid to the City.	\$300,000 annual City administrative fee will be included in rates, along with a \$60,000 annual litter collection fee. Both fees will be included in rates.	With 2006-2007 program expansion in Environmental Services to include climate protection, green building, mini-grants & NEST, an administrative fee will continue to fund existing and/or new FTE to enforce solid waste contract provisions & expand recycling events. A litter fee will provide routine pick-up on principal arterials.
2) Trucks Emission Requirements	No truck emission requirements – mixed age fleet	Requires model year 2007 (new) trucks. Trucks manufactured after 2007 must meet EPA Tier III emissions, which provide dramatically lower emissions than previous years.	Supports Council Goal 6. Lower emissions protect the health of Shoreline's residents and the climate.
3) Use of Sustainable Fuels	No requirements	Require 20% use of sustainable fuel (biodiesel) at the City's option.	Supports Council Goal 6, and establishes the City as a leader in modeling standards for a sustainable community.
4) Rate Adjustments	Customer rates adjust at 100% of CPI	Customer rates will be adjusted in step with composite index specific to collection industry (fuel, labor, CPI).	This rate structure more accurately reflects contractor costs and will make it less likely that proponents will front-load their proposed rates to make up losses in later contract years.
5) Reporting Requirements	Current reporting is limited and makes it difficult to evaluate the effectiveness of some programs (e.g. multifamily recycling rate)	Will include more specific reporting requirements, including monthly quantities materials collected from each sector (single family, multifamily, commercial), quantities of each type of recyclables collected, contamination rates, a log of customer complaints and other	With more thorough reporting, program development can effectively target barriers to recycling and facilitate goal implementation.

Item	Current Contract	Proposed 2008 Contract	Rationale
		performance evaluation data.	
Residential Changes			
6) Residential Recycling	Current residential recyclables include mixed paper, polycoated cartons & boxes, cardboard, glass bottles/jars, plastic #1-2, aluminum & tin cans, and ferrous metal	Will include current recyclables plus plastic #3-7, scrap metal & small appliances meeting size requirements, and motor oil. Motor oil in separate gallon jugs placed next to recycling carts will be collected for recycling.	Residents continue to request more plastic recycling. Number of sites to recycle motor oil has decreased. Recycling the oil keeps it out of streams and supports sustainability through resource re-use.
7) Organic Material	Organic material: currently only yard debris is recycled, and customers may use any container for yard debris	Residents will be able to include foodscraps and soiled paper with their yard debris. All yard debris customers will be provided a 96-gallon cart are part of the service – no separate rental will be necessary. These changes affect only those choosing to subscribe for yard debris service.	Food is a resource that can be composted and used to benefit local soils. Organics (food, yard debris & compostable paper) presently comprise 39% of the garbage tons that are landfilled. By composting food & yard debris instead of landfilling it, residents will be able to minimize rate increases anticipated with waste export.
	Yard Debris collection is currently every-other-week March-November and monthly December-February.	Under the new contract, yard debris collection will be every-other-week, year around.	Residents continue to request a consistent, year-round schedule. In addition, every-other-week collection will allow the addition of food scraps.
8) Single Family Garbage Can Sizes	Single Family weekly garbage collection container sizes are currently 10-gallon, 20-gal (minican), 32-gal can (standard garbage can), 2, 3, or 4 32-gal cans per week, and 35, 64 and 96-gal wheeled carts. A monthly single 32-gallon	All of these sizes will be offered under the new contract, along with a 45-gallon which provides a midpoint between the two most popular levels of service (1 and 2 standard cans).	Offering a 45-gallon size provides residents with more options, as they recycle more and/or purchase less.

Item	Current Contract	Proposed 2008 Contract	Rationale
9) Single Family Garbage Rates	<p>can rate is also offered.</p> <p>Single Family rates are currently based on "cost-of-service" which calculates the stop cost and adds an increment for disposal of varying quantities of garbage. This results in a fairly "flat" rate structure with narrow differences between service levels, which provides only a modest incentive to reduce waste and recycle.</p>	<p>The rate structure under the new contract will be incentivized to provide a wider spread between rates.</p>	<p>Residents will have more incentive to produce less garbage and recycle more. In addition, since part of the cost of the smaller cans is subsidized by the larger cans, it is also an incentive to use a lower service level than is currently the case.</p>
10) Service Interruption	<p>When service is interrupted by snow or ice, collection of missed garbage & recycling will be made on the same day the following week that is not an inclement weather day.</p>	<p>Collection will be suspended until the next regular collection day (the following week or week after). If service is interrupted for two consecutive collection cycles, the contractor will collect as soon as possible on the following days.</p>	<p>This recommendation meets the Contractor's needs, if the interruption is for only 1 week. If it's longer than 1 week, it alleviates a resident's need to store waste for 3 or more weeks.</p>
Commercial Changes			
11) Commercial / Multi-family Garbage & Recycling	<p>Multi-family is defined as commercial, and multifamily sites must arrange for commercial recycling and pay for that service.</p>	<p>Multi-family is defined residential and will have recycling included in garbage rates, the same as single-family customers. This will increase the availability of recycling services to the residents of multifamily sites throughout the City.</p>	<p>The City has received complaints from multi-family residents who don't have the option to recycle. This will support community sustainability, build stewardship, and increase recycling.</p>

Attachment C

Service Level Options

RFP proposers will be required to provide prices for seven service alternatives, or variations from the base contract. Proposers may also provide their own alternative proposals in addition to responding to the base contract and City-specified alternatives listed below. Once proposals are received, the costs of the city-specified alternatives will be reviewed and staff recommendations provided for Council decision in September.

Alternative	Description	Rationale
1) Weekly Recycling Collection	The base contract continues the current every-other-week recycling program. This alternative requests the price change, per household, for shifting the service frequency to weekly.	Reduces potential schedule confusion, and may increase recycling.
2) Weekly Yard Debris Collection including Food scraps	The base contract includes a year-round every-other-week subscription-based yard debris collection program. This alternative requests the price change, per household, for shifting the service frequency to weekly.	There may be more willingness to recycle food scraps, if they are collected weekly.
3) Embedded ¹ Yard Debris Collection	The base contract has yard debris collection service as an optional fee-based subscription program. Residents pay an extra \$8.60 (most of the year) per month for the service. This alternative requests the rate if the service is provided as part of the basic garbage collection, similar to the way recycling is now handled.	There is an existing need to recycle yard debris. 69% of residents with curbside garbage service also subscribe to yard debris recycling. Of the 31% that don't subscribe, 24% of them either self-haul it to the Transfer Station or give it to a yard service. Embedded service would increase both yard debris recycling and food scrap recycling for all curbside residents, promoting sustainability.
4) Universal Garbage Carts	The base contract allows residents to provide their own garbage containers. This alternative determines whether there would be any rate benefit to the contractor	Solid waste collection contractors consistently say that the use of universal carts saves money for residents by improving the efficiency of collection

Alternative	Description	Rationale
	providing standardized carts (of varying capacities, as now). The expense of the carts would be offset by the contractor to provide more automated collection.	and reducing employee back injuries. In addition, it reduces time and noise in neighborhoods.
5) Curbside Spring Clean-up	This would be a new service, which would allow residents to place up to 5 garbage items not exceeding 60 pounds or 3.5 feet in any direction at their curb for collection at an appointed day each year. This would allow residents to dispose of a certain amount of waste each year without hauling to a city-event or transfer station.	In the recent telephone survey of residents, 51% said that this option was important or very important to them. Of those, 57% were willing to pay more for the additional service (\$1-2: 22%, \$3-5: 18%, \$6 or more: 17%).
6) Embedded ¹ Commercial Recycling	This would be a new service, where commercial recycling services would be provided to customers as part of basic garbage collection service with no additional charge, similar to the way single-family recycling service is currently provided.	This would increase recycling and simplify the ability for a business to recycle. Currently, businesses must call one of 10-12 vendors, evaluate their services and purchase it separately.
7) Mandatory Collection	Proponents will indicate the net rate effects of instituting mandatory collection. They will balance the benefit of additional customers with increased bad debt and enforcement costs and provide the net rate increase or decrease per single family customer.	This is not recommended by staff, based on Attachment D.

¹ Included in base price

Attachment D

Mandatory Single Family Residential Garbage Collection

<i>Option</i>	<i>Advantages</i>	<i>Disadvantages</i>	<i>Comments</i>
1) Contractor-billed Mandatory Collection	<ul style="list-style-type: none"> No City administration required other than sending reminder letters to non-payers. 	<ul style="list-style-type: none"> Cost of collecting bad debt from people who don't want the service. Debt needs to accumulate to a certain level (e.g. \$75-100) to make collection worthwhile. In the meantime, the Contractor needs to continue providing service, with the cost covered through rates paid by other residents. Requires collection for residents that may have other legitimate options (e.g. self-haul, disposal at their business, etc.) Time and effort required by the contractor and city to force payment from unwilling customers Potential legal challenges 	<ul style="list-style-type: none"> Rate impact is neutral to negative (e.g. no expected rate reduction, rates may go up to provide service to non-payers) Most common scenario is to place non-subscribers on the minimum level of service and start billing, even if they don't set-out.
2) Contractor-billed non-Mandatory Collection (status quo)	<ul style="list-style-type: none"> Only customers who want the service pay for it. Minimizes City and contractor efforts to force compliance 	<ul style="list-style-type: none"> Some customers may improperly dispose of regular household garbage by dumping in other containers or in right-of-ways. Some customers may accumulate excessive quantities of household waste 	<ul style="list-style-type: none"> Note that the "improper disposal" discussed here is household garbage, not sofas, mattresses, TVs and other large items. Mandatory collection would have no impact on the latter type of dumping.

<i>Option</i>	<i>Advantages</i>	<i>Disadvantages</i>	<i>Comments</i>
3) City-billed Mandatory Collection	<ul style="list-style-type: none"> • City billing has more “authority” than contractor billing • If City bills water/sewer, then City can apply all payments to garbage first, and terminate service if entire bill is not paid (i.e. if customers refused to pay the garbage portion of the bill, they could still have all utilities suspended if they didn’t pay the whole bill). 	<p>to make self-hauling worth it (given transfer station minimum fees).</p> <ul style="list-style-type: none"> • Requires collection for residents that may have other legitimate options (e.g. self-haul, disposal at their business) • Time and effort required by the city to force payment from unwilling customers • City would need to establish combined billing system for utilities – garbage billing is difficult due to customer service requirements and number of changes. • Potential for download difficulties between contractor and city databases. • Duplication of billing system – contractor needs to run shadow billing system, since their customer service/route systems are based on the same master database. • Potential legal challenges 	<ul style="list-style-type: none"> • No city in King County has recently gone from contractor to city billing due to the inherent difficulties.

Attachment E



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**CITY OF SHORELINE: GARBAGE COLLECTION SURVEY
ATTITUDES AND PRACTICES OF
SHORELINE HOUSEHOLDS**

Conducted April 2007

Prepared for

**City of Shoreline
17544 Midvale Avenue North
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Prepared by

**Carolyn Browne Tamler, Principal
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City of Shoreline Garbage Collection Survey Conducted April 2007

INTRODUCTION AND METHODOLOGY

The City of Shoreline is in the process of evaluating curbside garbage collection and recycling services offered to city residents. Results of the survey will be used to help design future solid waste and recycling pickup services. As part of this process, a survey of residents was conducted to learn more about their current practices and their attitudes toward the services currently being offered and possible new services.

Carolyn Browne Associates, conducted the survey with 467 heads of households living within the city. Respondents were selected at random from lists obtained by the data collection firm.

GMA Research of Bellevue conducted the interviews from their Bellevue phone center. Data was tabulated by GMA. Carolyn Browne Tamler, principal of Carolyn Browne Associates, completed the questionnaire design, coordinated the data collection and coding, analyzed the data, and prepared this report.

A total of 467 interviews were completed. The goal was to interview 400 residents who were purchasing curbside collection services. Initially, respondents were asked if they have curbside collection services. Of those contacted, about 14% were not currently using these services. The tabulations in this report are based upon interviews with 400 heads of households who completed a full survey, including questions about their current practices. The additional 67 people, not purchasing these services, were given a short survey asking, "What would encourage you to purchase curbside services?" and some demographic information.

Many questions were asked in an open-end format with no suggested responses supplied by the interviewers. Thus, the responses for many of the questions accurately reflect what was on peoples' minds at the time they were surveyed. For some of the tables, a statement in parentheses - "Multiple, open-end responses; do not add to 100%" - indicates that people were allowed to answer the questions without any prompting or suggestions, and were permitted to have more than one answer to the question. Responses were coded based upon the patterns in the answers. The responses that did not fit into coding patterns (in other words, where few others had the same response) are listed for each question in the Appendix of this report.

The random sample of 400 heads of households using curbside collection services provides data that is projectable to the total population from which it is drawn, with an error range of +/- 4.9% with a 95% confidence. Where data is based upon 200, the error range is +/- 6.9% with the same confidence level. When base sizes are less than 200, care should be taken in drawing conclusions, as the error range increases sharply as the sample size drops below 200.

Definitions and Report Organization

Tables in this report include data for the 400 respondents who are using the garbage collection and recycling services; demographic data and responses to a question about what would make people participate, or participate more, were collected from all 467 residents called.

When cross-tabulations were examined, there were many statistically significant differences between those who have been residences of Shoreline for less than 16 years compared with those who have lived in the community for 16 years or more. These cross-tabulations are included in all of the tables in this report.

For purposes of clarity, the following terms are used in this report:

Total Sample/total respondents – The 467 male and female heads of households who were interviewed in the City of Shoreline.

Curbside Service Users/service users/participants – The 400 respondents who currently use Waste Management's garbage and recycling services.

Long-time/short-time or newer residents – Long-time residents of Shoreline are defined as heads of households who have been residents of the community for 16 or more years; short-time or newer residents have lived in the community for less than 16 years.

Additional cross-tabulations are available in the Detailed Tabulations on file at the City of Shoreline, including:

Service users/non-users

Very satisfied/less than very satisfied customers

Under 55/55 years and older

Recycling participants/non-participants

Single family/multi-family residents

Children under 18 in household/no children

ZIP Codes: 98133/98155/98177

The Detailed Survey Results include tables that document the information contained in each section. Individual responses to the open-end questions and a copy of the survey questionnaire are in the Appendix.

Detailed Survey Tabulations, which include the cross-tabulations identified above, are in a separate, bound volume at the City of Shoreline.

OVERVIEW OF SURVEY RESULTS

Eighty-six percent (86%) of Shoreline residents currently purchase curbside garbage and recycling services; 14% live in apartments or take care of disposing of the trash and recyclables on their own.

Shoreline residents are generally satisfied with the curbside and recycling services they currently receive. Most of those who use the service recycle, and have largely selfless reasons for doing so. Those who are not purchasing the yard waste service have no need for the service, compost it on their own property or arrange to have someone else haul it away.

A high proportion (42%) of curbside service users participate in the City's recycling events.

The annual spring cleanup curbside collection was seen as the most important alternative service by a majority (51%) of the respondents. A majority of those who rate a spring cleanup collection as important say they are willing to pay \$1 or more additional dollars per month to receive the service.

Those who have lived in the Shoreline community for a longer period (16 or more years compared to those who have lived in Shoreline for 15 years or less) are more likely to subscribe to curbside garbage and recycling services, participate in city recycling events and be satisfied with the service they are receiving. Short-time residents are more likely to need more help with information about the services, to live in a household with three or more people, and are more likely to live in a household where a language other than English is spoken.

MAJOR THEMES

Curbside service subscribers:

- Nearly all (96%) of those who use curbside services are satisfied with the service they receive, and 63% say they are "Very satisfied."
- Most service users (69%) purchase both garbage collection and yard waste pickup services. However, 30% use only garbage and 1% buy just yard waste pickup services.
- Most of those who do not purchase yard waste service have little or no yard waste to haul away (38%), compost it on their own property (21%), have it hauled away by a gardener or yard service (12%), or take it to a transfer site (12%).

Sources of information:

- Waste Management is the primary source for learning about curbside services. Nearly half (46%) of those surveyed say that they contact the company or receive information or a calendar that gives them information. A much smaller proportion of users get information from the City newsletter, the City website, or by calling the City.

Recycling:

- Nearly all (92%) of those who purchase curbside services say they placed some recyclables out for pickup in the month prior to the survey.
- A high proportion (42%) participates in City of Shoreline recycling events.
- People recycle because:
 - It's good for the environment (48%);

- It's the right thing to do (35%);
 - There is less garbage and waste to throw away (25%);
 - There is less garbage going to a landfill (12%);
 - It's easy and convenient to do (7%).
- Nearly half (47%) of the users believe they are doing all the recycling they can right now. The few who offered ideas to encourage more recycling suggested:
 - Being able to recycle more types of materials;
 - Having some monetary incentive to recycle;
 - Receiving more information about how and what to recycle.

Additional services wanted:

- Of three suggestions for service improvements, only one – annual curbside spring cleanup collection – was rated as important (receiving a 5 or 4 rating on a 5-point scale) by a slim majority (51%) of the respondents; the other two suggestions – weekly yard waste and debris collection and weekly recycling collection - were each given high importance ratings by just 20%.
- Of those who gave a high rating to the annual curbside spring cleanup collection, 57% were willing to paying at least \$1 or more per month for this service; 35% were willing to pay \$3 or more per month for the additional service.

Long-time (16 years or more) vs. short-time (15 years or less) Shoreline residents:

Compared with short-time residents, long-time Shoreline residents are:

- More likely to subscribe to curbside services (90% vs. 80%);
- Less likely to contact Waste Management for information (43% vs. 52%);
- More likely to be "Very satisfied" with yard waste collection (62% vs. 52%);
- More likely to have participated in the City's recycling events (45% vs. 38%);
- Less likely to suggest they recycle because it is good for the environment (43% vs. 53%), but more likely to say it is the right thing to do (40% vs. 31%);
- More likely to live in a single-family residence (94% vs. 79%);
- More likely to own their home (92% vs. 72%);
- More likely to be 55 and over (69% vs. 35%);
- Less likely to live in a household with three or more people (37% vs. 56%);
- Less likely to have children in the household (24% vs. 47%);
- More likely to live in a household where English is the only language (83% vs. 70%).

**DETAILED
SURVEY RESULTS
AND
SUPPORTING TABLES**

CURRENT CURBSIDE COLLECTION SERVICE USERS (TABLE 1)

Current users

Most Shoreline residents are currently purchasing curbside garbage collection services. Of the 467 randomly selected households in the survey, 400, or 86%, currently say they are using the garbage collection and recycling services provided by Waste Management Services for the City of Shoreline.

A significantly higher proportion of the older residents of the city - those who have lived in Shoreline for 16 years or more - are subscribers, compared to those who have lived in Shoreline for less than 16 years (90% vs. 80%).

Satisfaction with curbside services

The great majority (63%) of garbage collection users are "Very satisfied" with the services they are receiving, and an additional 33% are "Somewhat satisfied;" only 4% say they are "Somewhat" or "Very dissatisfied."

While over two-thirds (68%) of the long-time residents say they are "Very satisfied" with curbside services, a smaller proportion of the newer residents (56%) have this opinion.

Sources of information for garbage services

The most frequently mentioned source for information about garbage services is Waste Management. Nearly half (46%) of the respondents say that they hear about what is happening from Waste Management, either through mailings or from the Waste Management Calendar, or they simply call the company. A much smaller proportion of citizens learn about garbage services from the City newsletter (8%), the City website (4%), or by calling the City (3%). Over a third (35%) have no recollection of where they get their information about curbside services.

Waste Management is a greater source of information for the newer, compared with, the long-time residents (52% vs. 43%).

Table 1: Current Curbside Collection Service Users			
Question/ Response	Total Sample	Years in Shoreline	
		Under 16	16 or More
	(Base=467)	(Base=224)	(Base=242)
Q2. Do you currently have curbside garbage collection services?			
Yes	86%	81%	90%
No	14	19	10
Q3. Overall, how satisfied are you with the current garbage and recycling services you are receiving? (Of those receiving services)	(Base=400)	(Base=182)	(Base=217)
Very satisfied	63%	56%	68%
Somewhat satisfied	33	37	29
Somewhat/very dissatisfied	4	7	3
Q6. How do you learn about your garbage services? (Multiple, open-end responses; do not add to 100%) (Of those receiving services)	(Base=400)	(Base=182)	(Base=217)
Waste Management	46%	52%	43%
City newsletter	8	7	10
City website	4	5	2
Call the City	3	4	1
Can't recall	35	28	41
Other responses; see Appendix			

CURBSIDE COLLECTION SERVICE PATTERNS (TABLE 2)

Services purchased

While over two-thirds (69%) of those purchasing curbside services are using both garbage and yard waste pickup, 30% purchase only garbage pickup, while just 1% have yard waste service only.

Yard waste services

The primary reasons given by those who do not use the yard waste collection service are: they have little or no yard waste and no use for the service (38%); they compost on their property (21%); a yard service/gardener hauls it away (12%); or they self-haul it to a transfer site (12%).

The great majority (87%) of those who purchase yard waste pickup service are satisfied, and most users of this service (57%) say they are "Very satisfied." A small proportion (8%) is "Somewhat dissatisfied," and only 3% are "Very dissatisfied" with the yard waste service; and 2% have no opinion.

Table 2. Garbage Collection Service Patterns			
Question/ Response	Service Users	Years in Shoreline	
	(Base=400)	Under 16 (Base=182)	16 or More (Base=217)
Q4a. Are you subscribing to curbside collection, yard waste collection, or both services?			
Both services	69%	68%	70%
Curbside only	30	30	29
Yard waste only	1	1	1
Not sure	*	1	--
Q4b. (Asked of those not subscribing to yard waste collection) Why are you not subscribing to yard waste collection services? (Multiple, open-end responses; do not add to 100%)	(Base=121)	(Base=57))	(Base=63)
No use for it/little or no yard waste	38%	35%	41%
Compost on property	21	25	19
Yard service/gardener hauls away	12	12	13
Self-haul to transfer site	12	11	13
Don't know	7	11	3
Other mentions: See Appendix			
Q4c.. (Asked of those subscribing to yard waste collection) Overall, how satisfied are you with the yard waste collection service you are receiving? (Multiple, open-end responses; do not add to 100%)	(Base=279)	(Base=125)	(Base=154)
Very satisfied	57%	52%	62%
Somewhat satisfied	30	33	28
Somewhat dissatisfied	8	10	6
Very dissatisfied	3	2	4
Not sure	2	3	*

*Less than 1%.

PARTICIPATION IN, AND ATTITUDES TOWARD, RECYCLING (TABLE 3)

Participation in recycling

Nearly all (92%, plus 1% who usually do) of the respondents in the survey said they had placed recyclables out for pickup in the month prior to the survey.

In addition, a sizeable portion (42%) has participated in City recycling events.

A slightly higher proportion of long-time, compared with newer, residents went to City recycling events (45% vs. 38%). A few said they tried to participate, but were put off by long lines.

Perceived benefits to recycling

Those who recycle do so for a variety of reasons, but the primary motivators appear to be selfless. Nearly half (48%) say they recycled because, "It's good for the environment;" 35% simply stated, "It's the right thing to do." Other reasons given included: less garbage and waste to throw away (25%); less garbage going to a landfill (12%); and it's easy and convenient to recycle (7%). A few (3%) responded that they believe it is a law or a requirement to recycle.

Only 2% of those surveyed could not think of any response to the question about recycling benefits.

Newer residents appeared to be somewhat more motivated by environmental reasons (53% vs. 43%), while a higher proportion of long-time residents said, "It's the right thing to do" (40% vs. 31% of the newer residents).

Encouraging people to recycle more

When asked what would encourage them to recycle more, nearly half (47%) of the respondents said they were recycling all they could now. Suggestions to encourage more recycling included: being able to recycle more types of materials (9%); receiving some type of monetary incentive to do so (6%); and providing more information about how and what to recycle (5%).

Table 3. Participation in/Attitudes toward Recycling			
Question/ Response	Service Users	Years in Shoreline	
	(Base=400)	Under 16 (Base=182)	16 or More (Base=217)
Q5a. Have you placed recyclables out for pickup in the last month?			
Yes	92%	94%	91%
No	7	4	8
No, but usually do	1	2	*
Q7. Have you participated in any of the City's recycling events?			
Yes	42%	38%	45%
No	57	61	53
I tried but the line was too long	1	1	2
Q5b. (Asked of those who placed recycling out in the past month) What are the major reasons you currently recycle? (Multiple, open-end responses; do not add to 100%)	(Base=373)	(Base=173)	(Base=199)
Good for the environment	48%	53%	43%
It's the right thing to do	35	31	40
Less garbage/waste to throw out	25	26	24
Less garbage going to landfills	12	9	14
Easy/convenient to do	7	6	8
Believe it is a requirement to do so	3	5	3
Will lower rates over time	2	3	1
Can't think of any reasons	2	3	2
Additional mentions: See Appendix			
Q8. What, if anything, would encourage you to recycle more? (Multiple, open-end responses; do not add to 100%)	(Base=400)	(Base=182)	(Base=217)
Nothing; already doing all I can	47%	45%	49%
Ability to recycle more things	9	8	10
If City provides monetary incentive	6	7	4
More information about recycling	5	4	6
Putting kitchen waste with yard waste	2	**	**
Can't think of anything	24	23	24
Other suggestions: See Appendix			

* Less than 1%.

** Numbers too small for significance.

RESPONSES TO SUGGESTIONS FOR IMPROVING CURBSIDE SERVICES (TABLES 4 AND 5)

Additional services wanted

Those surveyed were asked to rate the importance of three possible garbage and recycling improvements. Only one – “Annual curbside spring cleanup of large, bulky garden items” – was seen as important by more than half (51%) of the respondents.

Percentage of Respondents Giving 5 or 4 Importance Rating **(Where 5 is “Very Important” and 1 is “Not at all Important”)**

- 51% - Annual curbside spring cleanup collection of large, bulky garbage items
- 20% - Weekly yard waste and debris collection, instead of every other week
- 20% - Weekly recycling collection instead of every other week

Willingness to pay for additional services

Those who gave these top importance ratings were then asked how much they would be willing to pay per month for the additional service. Over half (57%) of those who gave the 5 or 4 rating to the annual spring cleanup said they would be willing to pay at least \$1 more per month, and many (35%) were willing to pay \$3 or more per month for this service.

Although the actual number of people who said that a weekly yard waste pickup is important is small (83), most said they would be willing to pay something for the service.

The small number of people who said weekly recycling collection is important, would not be generally inclined to pay for this service.

Table 4. Responses to Alternatives Suggested for Improving Services

Question: "The City of Shoreline is exploring alternatives to improve the current garbage and recycling services for residents. For some of these improvements, curbside collection costs might increase by about 10%. Please tell me how important it is to you to have any of the following additional services, on a 5-point scale, where 5 is "Very important" and 1 is "Not at all important." (List was rotated to eliminate bias.)

Alternative Suggested for Improving Curbside and Recycling Services (Arranged in order of most important)	Importance of Suggestion Very important----Not at all important					Don't Know	Don't Want to Pay More
Annual curbside Spring cleanup collection of large, bulky garbage items	34%	17%	12%	8%	23%	2%	4%
Weekly yard waste and debris collection instead of every other week	12	8	12	9	52	3	4
Weekly recycling collection instead of every other week	14	6	13	13	51	*	3

Table 5. Extra Amount Willing to Pay for Service

Question: "I notice you rated _____ as important to you. About how much more per month would you be willing to pay for this additional service?"

Alternative Rated Important (5 or 4)	Amount person is willing to pay per month for additional service				
	Nothing	\$1 to \$2	\$3 to \$5	\$6 or more	Don't know
Annual curbside Spring cleanup collection of large, bulky garbage items (Base = 202)	27%	22%	18%	17%	16%
Weekly yard waste and debris collection instead of every other week (Base = 83)	27	7	28	27	11
Weekly recycling collection instead of every other week (Base = 78)	42	4	21	17	17

DEMOGRAPHICS OF RESPONDENTS (TABLE 6)

Those living in Shoreline tend to be relatively younger households with children.

Type of residence/own or rent

Most Shoreline residents live in single-family homes (87%); 13% are in multi-family housing. Long-time, compared to short-time, residents are more likely to live in single-family homes (94% vs. 79%).

Eighty-three percent (83%) of those contacted own their homes, while 17% rent. Long-term residents are considerably more likely to be homeowners than those who have lived in Shoreline for 15 years or less (92% vs. 72%).

Age of Head of Household

Over half (52%) of the Shoreline heads of households interviewed are 55 or older; 9% are under 35; 16% are 35 to 44, 23% are 45 to 54; 37% are 55 to 64; and 15% are 65 and older.

Short-time, compared to long-time residents, are younger; 42% vs. 8% are under 45 years of age. Conversely, 69% of the long-time residents compared to just 35% of the short-time residents, are 55 and older.

Number in household

One in five (20%) of those surveyed live in single-person households; 35% have two in the households; 20% have three; and 25% have four or more. Short-time residents are more likely to live in households with two people (40% vs. 30% of the long-term residents), while 58% have three or more household members (compared to just 37% of the short-term residents).

Children in household

Just over a third (35%) of the Shoreline households have children under 18; 17% have one child; and 18% have two or more children. Short-term residents are considerably more likely to be in households with children (47% vs. 34% of the long-term households).

Years as a resident of Shoreline

Some 71% of the residents surveyed have been residents of Shoreline for more than five years; 29% have lived in the community for six to 15 years; 19% for 16 to 25 years; 22% for 26 to 45 years; and 11% for more than 45 years.

Languages spoken in the home

Nearly one-fourth (24%) of the Shoreline households surveyed speak a language, in addition to English, in their homes. Some of the languages spoken include Spanish (6%), German (3%), Chinese, Filipino, French (2% each), and many others.

Short-term, compared to long-term residents are considerably more likely to speak another language in their homes (30% vs. 17%).

ZIP Codes

Respondents were chosen randomly, but relatively proportional to population, within the three ZIP Codes: 98155 (40%); 98133 (36%); and 98177 (24%). A higher proportion of short-time residents live in the 98155 ZIP Code (44% vs. 37%); while there is a higher proportion of long-time residents in the 98177 ZIP Code (27% vs. 19%); about the same proportion live in the 98133 ZIP Code (37% vs. 36%).

Gender of respondent

Interviewers were instructed to obtain a sample with about an even proportion of men and women. Overall, 59% of the respondents were female and 41% were male.

Users vs. Non-users of curbside garbage and recycling collection services

Interviewers were instructed to call households at random until 400 surveys were completed with users of the curbside services. At the time the 400 full surveys had been finished, there were also 67 short-surveys that had been conducted with Shoreline residents who are not currently purchasing curbside services.

Those respondents completing the short survey were asked, "What, if anything, would encourage you to purchase curbside services?" The sample size of 67 is too small to draw statistically significant conclusions; still there were two primary answers to this question: 61% said nothing would encourage them to purchase the services; 25% said they lived in an apartment and there was no curbside service available; a handful suggested providing financial incentives.

Table 6. Demographics of Respondents

Question/ Response	Total Sample	Years in Shoreline		Use Collection Services	
		Under 16	16 +	Yes	No
	(Base=467)	(Base=224)	(Base=242)	(Base= 400)	(Base=67)*
Q12. Type of residence					
Single family	87%	79%	94%	95%	40%
Multi-family	13	21	6	5	60
Q13. Own or rent					
Own	83%	72%	92%	88%	51%
Rent	17	28	8	12	49
Q14. Age of respondent					
Under 35	9%	16%	2%	9%	10%
35 to 44	16	26	6	15	21
45 to 54	23	23	23	25	15
55 to 64	37	30	44	38	34
65 and over	15	5	25	14	19
Q15a. Number in household					
One	20%	17%	22%	16%	43%
Two	35	30	40	37	27
Three	20	19	20	20	18
Four or more	25	37	17	28	12
Q15b. Children under 18					
None	65%	53%	76%	64%	69%
One	17	21	14	17	22
Two or more	18	26	10	19	9
Q16. Years as resident of Shoreline					
5 years or less	19%	40%	--	17%	31%
6 to 15 years	29	60	--	28	31
16 to 25 years	19	--	36%	21	9
26 to 45 years	22	--	42	23	18
46 years or more	11	--	22	11	11
Q17. Languages spoken (Multiple responses)					
English only	76%	70%	83%	77%	73%
Spanish	6	8	5	**	**
German	3	**	**	**	**
Chinese, Filipino, French – 2% each	6	**	**	**	**
Other languages: See Appendix					
ZIP Code					
98155	40%	44%	37%	40%	44%
98133	36	37	36	35	44
98177	24	19	27	25	12
Sex of respondent					
Female	56%	70%	83%	55%	58%
Male	44	30	17	45	42

*Sample size is very low; error range is high; ** Numbers too small for significance.

APPENDIX:

INDIVIDUAL RESPONSES TO OPEN-END QUESTIONS

SURVEY QUESTIONNAIRE

ADDITIONAL RESPONSES FROM OPEN-END QUESTIONS

(Number of responses, beyond one, shown in parenthesis)

Q.4b. Why are you not subscribing to yard waste collection?

Too expensive (5); don't know about service (2); planning on doing it; I wish I could dispose of the sharp containers for my used needles; I use the neighbor's; containers are too bulky; someone else pays for it; just haven't got it yet; haven't received it yet.

Q.5b. What are the major reasons you currently recycle?

Habit (4); I've always done it (2); to clean house; set a good example for the kids; energy; they closed the dump; not wasteful; I deliver newspapers and have a lot of extras; get rid of yard waste; my daughter came home from school and said we must and we have been doing it ever since.

Q6. How do you learn about your garbage services?

Automatic phone message (5); The Enterprise (3); TV.

Q8. What, if anything, would encourage you to recycle more?

More recycling events (5); knowing it helps protect the environment (4); more frequent pickups (4); if I knew I would make a difference (3); bigger recycling bin (3); a consistent schedule; getting my husband to clean the cans; more recycle bins in the Shoreline area; a recycle bin for indoors; manufacturers using more recyclable materials; more TV ads; if we had a truck; if they picked up the trash they spilled; if they would make sure they emptied the entire can; make it more convenient; charge by the pound; driveway is too long to haul materials down.

Q17. What other languages are spoken in the household?

Japanese (5); Norwegian (5); Italian (4); Korean (3); Vietnamese (2); Urdu (2); Greek (2); Tigrinya(2); Hebrew (2); ASL (2); Haitian; Swedish (2); Amharic (2); Indian; Persian; Dutch; Romanian; Pigniya; Portuguese; French; Tocalic; Arabic; Alba; Hungarian; Albanian; Triug; Polish, Russian; Tagalog; Fujian; Cambodian.

Carolyn Browne Associates
3420 Camano Vista St;
Greenbank, WA 98253
360-222-6820

INTERVIEWER _____
START _____
STOP _____
TOTAL _____
Person Called: _____

Phone: _____

City of Shoreline
Survey of Attitudes toward Curbside services
April 2007

1. Are you a resident of the City of Shoreline?
 - 1 Yes
 - 2 No – TERMINATE POLITELY
2. Do you currently have curbside garbage collection services?
 - 1 Yes
 - 2 Not sure – verify they are receiving curbside collection services
 - 3 No – **SKIP TO QUESTION 11**
3. Overall, how satisfied are you with the current garbage and recycling services you are receiving? Are you:
 - 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Somewhat dissatisfied
 - 4 Very dissatisfied
 - 5 Not sure/No opinion (DON'T READ)
- 4a. Are you subscribing to curbside collection, yard waste collection or both services?
 - 1 Curbside only
 - 2 Yard waste only)
 - 3 Both) **SKIP TO QUESTION 4c**
- 4b. Why are you NOT subscribing to yardwaste collection services?

- 4c. Overall, how satisfied are you with the yard waste collection service you are receiving? Are you:
 - 1 Very satisfied
 - 2 Somewhat satisfied
 - 3 Somewhat dissatisfied
 - 4 Very dissatisfied
 - 5 Not sure/No opinion (DON'T READ)
- 5a. Have you placed recyclables out for pickup in the last month?
 - 1 Yes
 - 2 No, but usually do (away on trip, etc.)
 - 3 No) **SKIP TO QUESTION 6**

4 Did not know I could/don't know how to do it)

5b. What are the major reasons you currently recycle?

6. How do you learn about your garbage services?

7. Have you participated in any of the City's Recycling Events?

1 Yes

2 No

3 I tried, but the line was too long

4 Wasn't aware this happened

8. What, if anything, would encourage you to recycle more? (DON'T READ; MARK ALL THAT APPLY, PROBE)

9. The City of Shoreline is exploring alternatives to improve the current garbage and recycling services for residents. For some of these improvements, curbside collection costs might increase by about 10%. Please tell me how important it is to you to have any of the following additional services, on a 5-point scale where 5 is "Very important" and 1 is "Not at all important." (ROTATE LIST) First, how about.....

Alternative	Very important---Not at all important					Don't Know	Don't Want to Pay More
A. Weekly recycling collection, instead of every other week?	5	4	3	2	1	6	7
B. Weekly yardwaste and debris collection, instead of every other week?	5	4	3	2	1	6	7
C. An annual curbside Spring Cleanup collection of large, bulky garbage items?	5	4	3	2	1	6	7

10. (ASK ONLY ABOUT ITEMS RATED 5 OR 4 IN Q.9) I notice you rated (ABOVE) as important to you. About how much more per month, would you be willing to pay for this additional service? (WRITE "0" LEGIBLY IF PERSON DOES NOT WANT TO PAY)

A. Weekly recycling collection: \$ _____

B. Weekly yard waste collection \$ _____

C. Annual Spring cleanup collection \$ _____

NOTE: SKIP QUESTION 11, IF PERSON IS PURCHASING CURBSIDE SERVICES (SEE Q2).

11. What, if anything, would encourage you to purchase curbside services?

Now I am going to ask a few demographic questions for classification purposes only. Your responses will not be identified with your name.

12. Do you currently reside in a single family home or in a multi-family building?

- 1 Single family
- 2 Multi-family

13. And, do you rent or own your home?

- 1 Rent
- 2 Own

14. What is your age? _____

15a. How many people, including yourself, are in your household? _____
(IF 1, SKIP TO QUESTION 16)

- 15b. How many children under 18 years of age are in your household? _____
16. How many years have you been a resident of Shoreline? _____
17. What languages, other than English, are spoken in your home?
1 None
Other: _____
18. Gender of respondent:
1 Male
2 Female

19. What is your home zip code?

Thank you very much for taking the time to help us with this survey.

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