



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by [Signature]
General Manager

Date 7/10/09

DATE: July 10, 2009
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education, Recycling and Litter Activities

District Support Helps "Green" Waste Free PBCSD Picnic

Upon request, District staff provided recycling and compost containers to help make the Pebble Beach Community Services District annual picnic on June 20th a waste free event. The catering company eliminated almost all disposable packaging and utilized compostable products for all plates and cutlery. District staff played a key role in monitoring the recycling area to ensure that materials went in the proper bin, and provide information on the program to guests. Overall, attendees demonstrated a lot of interest and support for the waste free effort. The volume of solid waste generated at the event was reduced by approximately 95% and would have been even less if one of the vendors had not been distributing ice cream in disposable cups.



KION News Story features District Materials Recovery Facility

Environmental reporter P.J. Javaheri aired a news story on the District's Materials Recovery Facility (MRF) on June 17th. The story provided a comprehensive overview of how the District's MRF operates and the impressive recycling rates the program helps local cities achieve. Running almost 3 minutes long on the half hour evening news program, this "Down to Earth" segment by Mr. Javaheri gives viewers an inside look at how the District performs diversion at the MRF. The story can be seen on the District's Facebook page at the following link:

<http://www.facebook.com/ext/share.php?sid=121109525010&h=oHo3q&u=MfJZJ&ref=mf>

District Customer Satisfaction Survey Complete

During the months of April and May, a total of 212 District customers were surveyed on site to determine their level of satisfaction with services the District provides and to better understand the programs they utilize when visiting the site. The results yielded an extremely high rate of customer satisfaction (97%), and revealed that customers utilize multiple District programs (such as recycling drop-off, disposal, and Last Chance Mercantile) on each visit. When polled about their support for paying higher residential trash and recycling rates to support or expand District recycling programs, a majority responded positively. A summary of the complete survey results are attached.

Strategic Planning Impact

- 4a Survey customer base to understand their perception of "best" services and at what cost (recycling, HHW, customer service).
- 4b Program focus on public awareness, increased diversion of organics and commercial wastes, proper management of hazardous & prohibited materials, litter abatement, & sustainability.

[Signature]
Jeff Lindenthal

Attachment

O:\j\Jeff's MRWMD Files\Board Memos\Board Memos 2009\June 2009\6-10-09 Litter & Recycling Report.doc

Monterey Regional Waste Management District
Customer Survey Results
April – May 2009

Number of customers surveyed: 212.

Survey was conducted in English and Spanish.

Customers were surveyed at the following locations:

- Materials Recovery Facility (MRF) and Scale House.
- Household Hazardous Waste Facility.
- Last Chance Mercantile.
- Recycling Drop-off Station.

“How long have you been coming to MRWMD”?

- 73% have been coming to MRWMD for 4 or more years.
- 66% visit MRWMD more than 6 times per year.

MRWMD Services Utilized:

- Average customer uses 2.7 services per visit.
- Breakdown of use:
 - Last Chance Mercantile (73%).
 - Disposal: Landfill or MRF (69%).
 - Recycling Drop-off (54%).
 - Household Hazardous Waste (50%).

“Would you bring beverage containers to a MRWMD hosted buyback center”?

- 80% responded that they would bring beverage containers to MRWMD for CRV redemption.

Fees & Services

In a period of declining tonnage and revenue, customers were asked whether they would support an increase in residential trash collection fees to maintain MRWMD services, an increase in residential trash collection fees to expand services, or a reduction in MRWMD services to cut costs. Generally, a majority supported increasing residential collection fees rather than a reduction in MRWMD services:

- Increase residential fees by \$0.50 and maintain current programs and services:
 - 62% support
- Increase residential fees by \$1.00 and expand recycling programs:
 - 54% support
- Maintain current fees and operation hours and reduce recycling program to cut expenses:
 - 45% support

“What do you like best about MRWMD”?

- 82% response rate on this question, top 5 ranking:
 - Last Chance Mercantile.
 - Friendly Staff/Customer Service.
 - Ease/Convenience.
 - Low pricing.
 - Recycling drop-off.

“Are you satisfied with the services provided by MRWMD”?

- 97% responded they are satisfied with MRWMD services (206 of 212 respondents answered this question).

“What can the MRWMD improve”?

- 28% of survey respondents offered suggestions for improvement including:
 - Provide more employees to service customers.
 - Open on Sunday.
 - Build more facilities like this.

“What Zip Code did you come from”?

- 96% from Monterey County:
 - 69% - from MRWMD service area including: 15% Marina, 14% Seaside/Sand City, 12% Castroville, 11% Monterey/Del Rey Oaks.
 - 27% - from SVSWA service area.

CONCLUSION

1. Customers on site have a high level of satisfaction (97%) with the services and programs provided by the MRWMD.
2. Customers utilize multiple services/facilities per visit: averaging nearly 3 different services.
3. Customers surveyed have a high frequency of facility use and 66% visit the MRWMD more than 6 times each year.
4. 80% of customers responded that they would bring beverage containers to a buy-back center on site if available.
5. A majority of the customers surveyed support increasing residential trash collection rates to maintain or expand services offered by the MRWMD.