



WESTMINSTER

## RECYCLING FOCUS GROUP

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Summary Report

February 2012

Prepared by:



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## Study Background and Methods

One of the City of Westminster's Strategic Plan Goals is a "Beautiful and Environmentally Sensitive City." This was established, in part, in response to the 2008 Citizen Survey results regarding recycling as well as continual concerns from the community at large about recycling. One of the objectives of this goal is to offer "a convenient recycling program for residents and businesses with a high level of participation."

To reach this objective, over the last year, the City has conducted a multi-phase trash and recycling service needs assessment. Part of this assessment included a focus group with residents who were invested in helping the City figure out the best way to accomplish this objective.

The City contracted with National Research Center, Inc. (NRC) to conduct the focus group with concerned residents. The purpose of the discussion group was to explore options identified by the Environmental Advisory Board's community recycling study subcommittee and how the group felt about those options.

## Script and Survey Design

In conjunction with Westminster staff, NRC developed a focus group script with questions that enabled a deeper understanding of residents' opinions about recycling and the role the City. The script also focused on participants' current perspectives about commercial recycling, drop-off centers, organic waste collection, education and potential funding options.

Additional, City staff and NRC prepared a post-discussion survey for participants. The script and survey can be found in *Appendix B: Focus Group Script and Survey*.

## Participant Recruitment

The focus group was comprised of residents who had volunteered to participate in a focus group. In total, 16 residents were invited to participate and 11 attended.

## Data Collection

The focus group was held at a City facility for which no fee was required. The discussion was guided by Thomas Miller, Ph.D., president of NRC, and was digitally audio-recorded by the City and transcribed for analysis purposes by NRC.

The focus group was held for approximately 90 minutes on January 12, 2012.

## Data Analysis

Comments from the focus group participants were analyzed qualitatively. The NRC analyst first listened to and read through all responses to identify key statements and general themes and organized excerpts of each discussion so that recurrent themes could be coded and further analyzed.

## Study Limitations

As with all focus groups, the small sample size and purposeful selection of participants limit the generalization of these results. They do, however, suggest what other residents might say, despite not being intended to be broadly representative. These focus groups lend insight into the opinions of the residents with whom we spoke about their vision for recycling in Westminster.

## Using the Summary Report

Themes from the focus groups are summarized in the following pages. Direct quotes from focus group participants are included to highlight perspectives. These quotes are indented and italicized. Any of the facilitator's comments and questions are capitalized. Words added to enhance reader understanding appear in square brackets.

Each quote under a given topic is from a specific individual, unless otherwise specified. Sometimes larger portions of the conversation are excerpted to give the full flavor of the discussion, in which case each participant is numbered to suggest the sequence of comments in the conversation.

# Study Findings

## An Overview

Broadly, group participants supported the City's recycling goal: "A convenient recycling program for residents and businesses with a high level of participation." Participants voiced concerns about costs and offered several creative ways of helping to craft a program that furthered the City's goal.

## Pros and Cons of Commercial Recycling

The focus group discussion explored the idea of requiring licensed trash haulers to offer recycling to homeowner associations (HOAs), multi-family housing units and businesses. This fundamental policy choice elicited a number of pros and cons from the highly engaged group of residents. Some participants worried that the requirement to offer recycling would mean more trucks and, with more trucks, more pollution. Without coordination among haulers or a requirement to offer single stream recycling there would be too much traffic.

*I think one of the cons is requiring the recycling for areas that - I don't know - to go city wide and really blanket the city is the pollution that is caused by the trucks. ... There would be twice as many.*

But others offered a solution to that problem or consideration of balance in off-setting the downside of added traffic.

*Participant 1: So I think it would work if maybe they coordinated for each neighborhood or for each area. Like zoning. Where Monday it was one zone and Tuesday was another. Maybe that would reduce the amount of pollution from the trucks.*

*Participant 2: I think you have to weigh [the options] ...I mean yes, there is more traffic and there is wear and tear on the street. But is that worse than the benefit of encouraging recycling?*

Participants suspected that only one or two haulers now have the capacity to offer recycling which would mean, on the one hand, less of a complicated array of hauler traffic but on the other, a reduction in competition that would not be good for the community.

*Participant 1: My understanding that recycling in Westminster, there is only one company that has the capacity to recycle?*

*Participant 2: And if you don't do something such as a single stream recycling, it is inconvenient for people to have to separate everything.*

*Participant 3: That's right. And that's where Republic, I think, wins out over all the companies. Because to my knowledge, they are the only trash company that offers single residential...they have a single stream system.*

*Participant 1: Unless it is mandated, I would guess they [the haulers] are not going to do it. I mean it does affect their bottom line.*

*Participant 2: And that means that the small trash haulers will very rapidly go out of business.*

*Participant 3: Exactly.*

*Participant 2: And we will go to a single hauler. And then there is no competition and your rates will go up.*

While most agreed that the City should encourage recycling for residences and businesses, at least two participants did not think so and questioned the value in City involvement.

*What is my cut here? I'm using a commodity. I am returning a commodity which has some value. The city is taking it. They are dumping it in China and I am paying them to do this? When I can just throw it away with my trash? I'm already paying for that. ... I mean it seems everybody has budget problems and stuff - it's like, 'why do you want to get involved with something else?' Is the City really chartered to do recycling? You know what I mean. ...sometimes regulations make it worse.*

*Participant 1: Why should the city even be involved? The market forces will simply take care of this.*

*Participant 2: I don't know the answer to that question, but it sounds like maybe there are some businesses that don't have the opportunity for recycling because...I don't know the reason why.*

*Participant 1: Well, are there any of the trash haulers in this city that offer recycling to businesses?*

*Participant 2: I don't know.*

But one participant seemed to speak for many others as he argued for the long-term value of the City leading the way to more recycling.

*If you throw it in your trash, you are increasing the use of the dump, which is...and we are being charged higher and higher when the dump gets full. Where is the next dump going to be? Ok? So once the dump is full, which is over by the airport, ok? There is no other place set up right now, so you might be paying triple what you are paying right now. So why not recycle and save in the long run?*

## Use of and Knowledge about Drop-off Centers

Focus group participants were asked a number of questions about the four recycling drop-off locations in Westminster. Many in the group were unaware of all of the drop-off locations, thought signage was inadequate or were not sure the centers were optimally placed. Several had opinions about how the centers operate and identified problems such as inadequate policing of the centers, bins that are full, too little publicity about the centers, inappropriate appearance and an insufficient numbers of centers.

*Participant 1: I don't know. I don't think they are well enough publicized.*

*Participant 2: I don't think so either.*

*Participant 3: I think if you wanted to know [where they are located] you could find out. But I don't think enough people care enough to find out.*

*Participant 1: [There] is no real signage. There is a big dumpster kind of units. They need a sign.*

*Participant 2: And you don't know if it is somebody else's dumpster.*

*Participant 1: There's no sign that says 'Turn here, Recycle Center.'*

*Participant 3: And they shouldn't just look like dumpsters. Instead of being dumpsters...instead of being brown, how about making it green. Paint the thing green.*

*And are they optimally placed for convenience for our population? Our City population? ...[and] if they are always full, how do we monitor and ensure that they can be adequately utilized as a service?*

*The one on 88th. I use that one. It is often full.*

*I still do see people throwing trash in there and stuff that shouldn't go.*

The locations of the centers were not always as convenient as they could be and part of keeping convenience high was the idea that the drop-off sites should not be fenced. There were several ideas about how to improve the number and location of the drop-off centers, and ideas about how to keep costs down.

*Facilitator: Would it be a good idea to fence [drop-off centers] or not?*

*Participant 1: I don't see any benefit in fencing it, no.*

*Participant 2: I don't think so.*

*Participant 1: I think you want to make it as convenient and easy as possible for people to recycle. And if you fence things off or you enclose the bins at midnight or whatever, granted there are probably not a lot of people recycling at 3 in the morning, but there are people who get up at 5 in the morning and drop something off.*

*The City Park Rec. Center ... if there was a recycling center there, I think it would be convenient since many people go there anyway. Especially families.*

*I would think the city could approach a lot of different business...I go drop-off my recycling and I run into the grocery store.*

*Well, if you look at virtually any school, any day, the amount of cars that drop kids off - that drive up and drop them off. You know, if you had the recycle bins right there, like the old post office boxes. You drive in, you drop Betty out the right hand door and you throw your bag into the recycle bin off the left hand door.*

*Participant 1: But if we could expand it and put it at the actual businesses, the businesses might be willing to pay for it, cause it's good advertising.*

*Participant 2: Like the adopt a median program. You get a big sign. Denny's Restaurant in cooperation with the City sponsors this recycle bin.*

If curbside recycling were more readily available, many participants said they would not use the drop-off centers as often.

*Participant 1: It would encourage me to stop using them. I was always going to the drop-offs and since we got the curbside, I've never gone to the drop-off again.*

*Participant 2: To me, curb side is the key. It is the optimal solution for participation.*

*Participant 3: I'm glad for at the curb. Let them take it away from me. There is no stuff in my car. And it's all done, every two weeks.*

*Participant 4: I was going to say, so if you go back to trying to increase participation for recycling, somebody coming to the end of your driveway, fetching your recycling, is the optimal, right?*

## Organic Waste Collection

When asked what, if anything, they knew about tree limb and yard waste collection, participants said things like "I've seen the mountain of mulch," "It's out by Standley Lake" and "It's a tree limb drop off." A few knew nothing of this service available to residents.

Organic waste drop-offs were not considered to be ideal as they do not accept all kinds of organic material, have limited hours and somewhat complicated rules.

*Yeah. You can't go on the days you want, but also, you can't take leaves and other organic waste and pumpkins and stuff.*

*Facilitator: What does it need to do to improve? Any kinds of changes?*

*Participant 1: I would say a little more frequent each month.*

Some believed the value of composting could be expanded.

*I think of organic waste and yard waste as benefits cause you can also mix it in with compost and mulch. That could be something that could be sold to people who have really small yards and not enough waste to produce their own compost. Or...it could be something the city could use rather than buy.*

The discussion of organic waste pick-up stimulated thoughts about the large item pick-up in the spring that the City had once done but discontinued. Several participants saw value in that program or one like it.

*Participant 1: Something that I observed is that the night before [the pickup], all sorts of people would be going around. And you'd see this one pickup truck just filled with lawn mowers. He went around and picked up all the old lawn mowers because he was a lawn mower guy. And someone else went and got all the bicycles. And I think there is a natural entrepreneurship there.*

*Facilitator: Is that a good thing, you're saying?*

*Participant 1: I think that is a very good thing. People were going and picking up all of these things.*

*Participant 2: The city could announce they are doing it, even if they are not.*

*Participant 3: I think it should be a large item flea market day*

*Participant 4: in which people could put out items and maybe later on you have to deal with a hauler.*

*The idea of reusing before recycling is always optimum. I'm not saying it is something the city could or would want to get involved in, but it's an idea.*

## Recycling Education

Since survey research showed that many Westminster citizens do not recycle from their residence, educating the public about the opportunities and benefits of recycling was widely supported by the participants. Most felt that residents do not know enough about recycling and several ideas were offered for getting the word out.

*There is a lot of older couples in our community and it just kills me when I watch them put out their trash and it is just water bottles and glass and everything is going to the trash. And I just fret...I don't think they do know or perhaps they would pursue recycling.*

*Maybe put it in the policy that if you are a trash company that does recycling, you need to put a flyer in with your bill every 3 months or something. ... And I guess what I'm saying is require them to do the advertising. I mean it is no big deal, they can stick it on their bill.*

*I think we need to be hit by multiple media and multiple sources. ... I think you have to be hit three or four times before it sinks in.*

*Participant 1: And like we just said with the pickup centers. There is signage...just tell people what they are. You drive by and don't even know what it is.*

*Participant 2: I think education would certainly increase participation and advertising the fact that it's out there, I think would help a lot.*

*And from my point of view, you can't get increased participation to meet the City's goal, without education. Without continuing to promote education. Whether it is the city releasing the communication or facilitating some kind of education. Or marketing or advertising.*

*People talking about recycling programs and so forth at the City Fair or the grocery stores. Everybody hits the grocery store.*

Participants mentioned that the information providers could be City staff or volunteers. Partnerships with the schools, HOAs or other governments seemed useful, as did the idea of seeking best practices through researching what other communities are doing.

*Cause they are already semi-organized. So to reach a good group...go through an already established community...*

*Participant 1: What are other communities like ours, whether in our region here - so other cities within the Denver Metro or Denver/Boulder Metro or C Springs, Ft. Collins, whatever, or nationwide- I think this sub-committee should understand what the best practices are. Or what the leading practices are that have earned high degrees of participation in recycling programs in other communities.*

*Participant 2: There is already a wheel out there somewhere.*

## Potential Funding

When the question of funding drop-off locations, yard waste composting and expanded education was addressed, most participants were clear that taxes and fees could undermine participation and would be rejected.

*Facilitator: I haven't heard anybody say I'd pay a fee, or there could be a tax raised. Or there could be some...*

*Participant 1: You are never going to raise a tax.*

*Participant 2: No.*

*Participant 3: No, let's not.*

*Participant 4: No. Not higher.*

However, when asked specifically about non-curbside recycling, participants concluded that if fees were embedded in the monthly hauling bill, a low fee could be tolerated.

*Participant 1: It depends on how much the fee was, I think.*

*Facilitator: How much of a fee?*

*Participant 2: For non-curb side?*

*Facilitator: How about 25 cents a month?*

*Participant 1: I think that's reasonable. Absolutely.*

*Participant 2: A month?*

*Facilitator: Yeah. 50 cents. We'll have an auction.*

*Participant 1: I think that's reasonable. It has to be competitive with the current rates.*

It was felt that people who were required to do community service could be a plentiful source for staffing enhanced services – especially at drop-off centers.

*Participant 1: Community service.*

*Participant 2: I was just thinking the same thing.*

*Participant 3: Yeah. I had the same thought.*

*Participant 1: They need supervision, of course, however, it is a resource for people.*

*Participant 4: They need supervision for any type of community service. So what's the difference?*

*Participant 1: You can go down to the Salvation Army and there are guys running around doing community service and they are doing about the same thing.*

*Participant 4: It is non-profit. Not government.*

*But the community service guys, they are sitting around doing nothing. We are already paying to feed them, house them, clothe them.*

Several ideas were given to increase recycling at low cost like selling recyclables for a profit, finding partners to participate like schools and neighboring communities and educating residents.

*I'm saying metals produce a profit. I know that. All the aluminum, everything metal, you can get profit for that. So the City can use that to fund the recycling program. If they are going to do increased drop-off, or however they feel is appropriate. And then also, recyclables can produce energy. I know in Montreal they use that to actually produce energy for their city.*

*Like the school districts and the educational institutions in our city, to support education. Work with HOAs.*

*Contact all the school principles and say here is what we'd like to do.*

*I think education is the best avenue for low cost...fiscally responsible, increases in participation.*

Some participants even suggested that there could be a system whereby recyclers were paid for the materials picked up at the curb as incentive to reward participation.

*Participant 1: There is also a recycle bank. I don't know - I'm not sure I have all of the details, but you put out materials to be recycled, they determine the amount of material and you get a credit for the material that is being hauled away. That credit is useable in businesses within your city. Within the recycle bank program.*

*Participant 2: They have a little meter on the container. When the truck picks it up, it registers your address just like the water meter code. And it registers that much weight. They dump it in and you get credit for the weight.*

In order to recycle more, it was agreed that there would be a trade off whereby lower costs would mean more recycling and more convenience would result in more recycling.

*Participant 1: Well, I think with everybody, it has to be inexpensive and it has to be easy. It has to be convenient.*

*Participant 2: Yes.*

*Participant 3: Curbside, single stream and free is the optimum.*

*Participant 1: Exactly.*

*Participant 4: Yeah.*

*Participant 1: Curbside, single stream, free and you have a 96 gallon bin. You fill it up and just roll it down and somebody comes picks it up.*

## Appendix A: Post Focus Group Survey Results

The following tables show the number and percent of respondents for each question on the survey, including “don’t know” responses.

Question 1		
How well do the current recycling programs in Westminster meet your recycling needs?	Count	Percent
Very well	4	36%
Well	4	36%
Poorly	1	9%
Very poorly	2	18%
Don't know	0	0%
Total	11	100%

Question 2		
Do you participate in a residential recycling program?	Count	Percent
Yes	7	64%
No	4	36%
Total	11	100%

Question 3		
Paying haulers \$3 a month for recycling services is...	Count	Percent
Too much	4	36%
About right	6	55%
Too little	0	0%
Don't know	1	9%
Total	11	100%

Question 4		
Which of the following options would you prefer?	Count	Percent
Transport recycling to a drop-off location	1	9%
Curbside pickup at your residence	10	91%
Total	11	100%

Question 5		
How important is recycling to you?	Count	Percent
Essential	5	45%
Very important	2	18%
Somewhat important	4	36%
Not at all important	0	0%
Total	11	100%

**Question 6**

To what extent do you agree or disagree that the City should have a recycling goal?	Count	Percent
Strongly agree	7	64%
Agree	1	9%
Disagree	0	0%
Strongly disagree	3	27%
Total	11	100%

**Question 7**

If you agree that the City should have a recycling goal, what do you think that goal should be? (Please select only one response.)	Count	Percent
Divert a certain percentage of waste from reaching the landfill	6	86%
A commitment to recycle is enough	0	0%
Other (please specify)	1	14%
Total	7	100%

*Asked only of those who strongly agreed or agreed with question 6*

## Verbatim Responses to Open-ended Survey Questions

The following are verbatim responses to open-ended questions on the survey. Because these responses were written by survey participants, they are presented here in verbatim form, including any typographical, grammar or other mistakes. Within each question the responses are in alphabetical order.

***Question 7: If you agree that the City should have a recycling goal, what do you think that goal should be? Responses to “Other (please specify)”.***

- Private business (ie trash companies) should be involved.
- Plus 100% participation, expand options to more drop-off locations, expanded business use, city programs for composting, tree recycle
- Participation %
- Maximize recyclable waste, balance cost.

***Question 8: Do you have any additional comments?***

- Education- very important!
- Please put recycling bins in Westminster parks and rec centers.
- Citys role should be to promote and educate only should not be in the trash business.
- Drop-off centers should be advertised more.
- Additional drop-off locations would be ideal. IDEAL: If every citizen could walk 15 minutes or less with recycling within their neighborhood.
- This month I went to curbside recycle for more convenience. I pay \$5/mo., who is doing it for \$3.

## **Appendix B: Focus Group Script and Survey**

The following pages contain the script used for the focus group as well as the survey participants completed after the focus group.

# Moderator Discussion Guide

## Welcome and Ground Rules (5 minutes – this can be paraphrased)

Hello. Thank you all for coming and participating in this discussion. My name is \_\_\_\_\_ and I work for an independent research group called National Research Center.

**You were invited to join this discussion** because you expressed an interest in being a part of the Community Recycling Study input process. The City’s Environmental Advisory Board’s (EAB) Community Recycling Study Subcommittee wants to know what you think of their DRAFT recommendations.

**How many of you have participated in a focus group before?** In case you have not been in a focus group before, a focus group is a structured discussion where we’ll ask you a series of questions to encourage sharing of ideas and opinions. We really want you to express yourself openly and honestly. There are no right or wrong answers. We just want to know what you think.

Because we are taping, I may need to remind you occasionally to speak up or talk one at a time so that we can hear you clearly when we review the session’s audio tapes **we are going to tape record this session** to ensure our report accurately reflects your comments. **However, because this is a public organization, we cannot shield this information if it were to be requested. In our report your name will not be linked with specific responses. However, all of the audio will be placed on the City’s website for review by the public like all of the research work completed by the EAB’s Subcommittee.**

**I am your guide, but I want the conversation to be among all of you.** Each time I ask a question, we don’t need to go around the table to let everyone respond in turn. But every so often I may check in and make sure that we get a chance to hear from different people because it is important that we understand different perspectives. There are only \_\_\_\_\_ of you, so each one of your perspectives is important to hear. If you would like to add to an idea, or if you have an idea that is different from other people’s ideas, that’s the time to jump into the conversation. Bear in mind, we’re not looking for consensus here; we’re looking to hear a variety of opinions and experiences.

Eat as you wish, please know that you may leave the room to use a restroom, but we will not bring you up to speed upon your return].

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## Introductions (5 minutes)

1. Let’s begin by pronouncing your name for the group, stating how long you have lived in Westminster and whether or not you currently recycle at home?

### **Commercial Recycling (15 minutes)**

As some of you may know, the City of Westminster currently requires all licensed trash haulers to offer recycling services to residential customers. Residents have the choice of whether to participate in these programs or not, and those who do recycle are charged about \$3 a month or \$0.10 per day, on average.

The 14 City-licensed haulers, however, are currently not required to offer recycling services to business customers, which includes both commercial businesses and Home Owners Associations (HOAs). Since the majority of Westminster residents live in HOAs, they may not have the choice to participate in curbside recycling programs.

2. If the City were to require haulers to offer recycling to HOAs, multi-family housing units and businesses, what are some of the pros and cons?
  - a. Probe about monetary cost (~\$3/month--\$0.10 per day), costs and benefits to environment, costs and benefits to businesses.

### **Drop-Off Centers (15 minutes)**

The City of Westminster currently manages four recycling drop-off locations. At these locations, residents can drop off materials for recycling without separating them. Examples of waste that can be recycled at these centers include: paper products, aluminum, steel and tin cans, certain plastics (labeled 1-7), and glass bottles. However, plastic bags and trash cannot be recycled at the drop-offs.

3. Who has used one or more of these recycling locations? (Show of hands)
4. Even if you have not used these locations, what, if anything do you know about them?
  - a. Probe for:
    - i. Location
    - ii. Hours
    - iii. Capacity to accept recyclables
    - iv. Charges for recycling
    - v. How well the city runs the drop-off centers
    - vi. How well the city publicizes the services offered at the drop-off centers
5. Even if you have not used these locations, what changes or improvements do you think should occur at these facilities?
  - a. Probe for:
    - i. Should these locations be staffed?

- ii. Knowing that there is no funding, how should these be staffed?
  - iii. Should there be hours of operation for these locations?
  - iv. Should these locations be fenced?
  - v. Should there be changes to the locations like:
    - o Doubling the number of locations from 4 to 8
    - o Consolidating them from 4 to 2
    - o Closing the locations altogether
    - o Expanding materials accepted e.g. yard waste and tree limbs
  - vi. Improved signage at the locations about what items can be recycled
  - vii. The drop-off location on 88<sup>th</sup> is frequently utilized by residents living in other communities. Should cost sharing with neighboring communities be investigated?
  - viii. Should these locations be privatized – run by a trash collector?
  - ix. Do you think that improved recycling services at your curb, like more diversity in things collected or increased frequency, would impact your use of the community drop-off locations
6. If the drop-off locations were fenced and closed off during non-operating hours, do you think illegal dumping would be increased in the City?

### **Organic Waste Collection (15 minutes)**

The City of Westminster currently provides limb chipping services to residents at a single location. Residents can recycle their tree limbs on the last Saturday of the month, March through October, from 8 a.m. to noon. Limbs can be any length, but must be less than 8 inches in diameter. Shrubs are allowed if the root ball has been removed. In addition, free mulch is available on the last Saturday of the month while the supply lasts.

7. With regard to tree limb and yard waste collection, what, if anything do you know about that kind of collection?
- a. Probe for:
    - i. Where and when collection can occur
    - ii. Cost
    - iii. Type of material collected

8. With regard to tree limb and yard waste collection, what changes would you like to see, and what would be convenient for you?
  - a. Probe for:
    - i. Increase the # of days or times the tree limb location is open
    - ii. Offer yard waste (grass, leaves, brush) recycling drop-off locations or require haulers to offer it curbside?
    - iii. Offer organic waste composting drop-off locations or require haulers to offer it curbside?

### **Education (15 minutes)**

According to a 2008 survey of Westminster residents, 72% of respondents reported not using curbside recycling--32% because their hauler did not provide it, 29% because of cost and 24% because they did not know they could recycle at the curb. Currently, the City of Westminster does little to educate the public about recycling choices because curbside recycling is a contracted, not a city, service.

9. Should residents be educated about the recycling services? How effective do you think education would be at increasing recycling? Who do you think would be most effective in educating about recycling -- the city, private trash haulers, others?
  - a. Probe for:
    - i. Should a joint effort be put together with neighboring communities to educate residents on recycling?
    - ii. Where or to whom should the education be focused?
  - a. OPTIONAL IF TIME ALLOWS: What do you think about the City developing partnerships with organizations such as HOA's and schools to help educate residents about what materials are recyclable, how to recycle and recycling services?

### **Funding/Payment: (15 minutes)**

10. We have discussed the drop-off locations, yard waste composting, and expanded education. To provide these services, would you be willing to pay a monthly fee?
  - a. Probe for:
    - i. What would make you willing to pay for non-curbside recycling?

- ii. What amount would you be willing to pay for non-curbside recycling services per month? (nothing, \$0.25, \$0.50, \$1, \$2, \$3? PER MONTH)
- iii. Do you think neighboring cities should be contacted to share cost of the drop-off locations? For example, the site on 88<sup>th</sup> Avenue is frequently utilized by residents of neighboring communities.
- iv. Do you think the program should be privatized?

11. What other funding methods should the City investigate in order to pay for expanded recycling services like those we have discussed tonight?

**Conclusion (5 minutes)**

12. What would make you recycle more?

That concludes our discussion. I've enjoyed talking with all of you. Thank you again for your time. The City of Westminster will be using the results of this and other focus groups to help craft the Environmental Advisory Board's recommendation to City Council on how to improve recycling in the community.

**Before you leave, please take a moment in the next room to answer a few additional questions about your recycling preferences and opinions about recycling. I will collect them when you're finished.**

# Westminster Community Recycling Study

Please select the response that most closely represents your opinions. Please do NOT include your name on the survey. Your responses are completely anonymous and will be reported in group form only.

1. How well do the current recycling programs in Westminster meet your recycling needs?

- Very well
- Well
- Poorly
- Very poorly
- Don't know

2. Do you participate in a residential recycling program?

- Yes
- No

3. Paying haulers \$3 a month for recycling services is ...

- Too much
- About right
- Too little
- Don't know

4. Which of the following options would you prefer?

- Transport recycling to a drop-off location
- Curbside pickup at your residence

5. How important is recycling to you?

- Essential
- Very important
- Somewhat important
- Not at all important

6. To what extent do you agree or disagree that the City should have a recycling goal?

- Strongly agree (go to Question 7)
- Agree (go to Question 7)
- Disagree (go to Question 8)
- Strongly disagree (go to Question 8)

7. If you agree that the City should have a recycling goal, what do you think should that goal be? (Please select one response.)

- Divert a certain percentage of waste from reaching the landfill
- A commitment to recycle is enough
- Other (please specify):

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8. Do you have any additional comments?

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**THANK YOU FOR YOUR PARTICIPATION!**