

Assessing Public Opinion on Waste Management Services in Ann Arbor, MI

Performed on behalf of: City of Ann
Arbor, Michigan

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Methodology

- Lake Research Partners designed and administered this survey, which was conducted by phone using professional interviewers. The survey secured responses from a total of 400 adult residents in Ann Arbor, Michigan who are involved with household bills and/or in charge of dealing with recycling/ garbage disposal in their household. By definition, the population of respondents that fit this screening criteria skews slightly older than the overall adult population of Ann Arbor and more towards homeowners than renters. The cooperation rate for this survey (i.e. completed interviews as a percentage of total potential respondents reached) is 2.57%.
- The survey was conducted March 24-31, 2019. Data were weighted by gender, age, race, region, and residence status.
- The margin of error for the full sample is +/-4.9%. In interpreting survey results, all sample surveys are subject to possible sampling error; that is, the results of a survey may differ from those that would be obtained if the entire population were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a particular question. For example, if 50% of respondents in the total sample answered “yes” to a particular question, we can be 95% confident that the true percentage will fall within +/- 4 percentage points of this percentage or between 45.1% and 54.9%.

Demographics



GENDER/AGE



| | | |
|----------------|---|------------|
| Men under 40 | — | 29% |
| Women under 40 | — | 27% |
| Men 40 + | — | 21% |
| Women 40+ | — | 23% |

RACE

| | |
|-----------------|------------|
| White | 70% |
| People of Color | 30% |

PARENTAL STATUS



| | |
|-----------------------------------|------------|
| Households with children under 18 | 22% |
| Non-children under 18 | 78% |

HOMEOWNERS/RENTERS



| | |
|------------|------------|
| Homeowners | 55% |
| Renters | 39% |
| Other | 5% |

REGION



| | |
|--------|------------|
| Ward 1 | 19% |
| Ward 2 | 19% |
| Ward 3 | 20% |
| Ward 4 | 20% |
| Ward 5 | 22% |

Key Findings

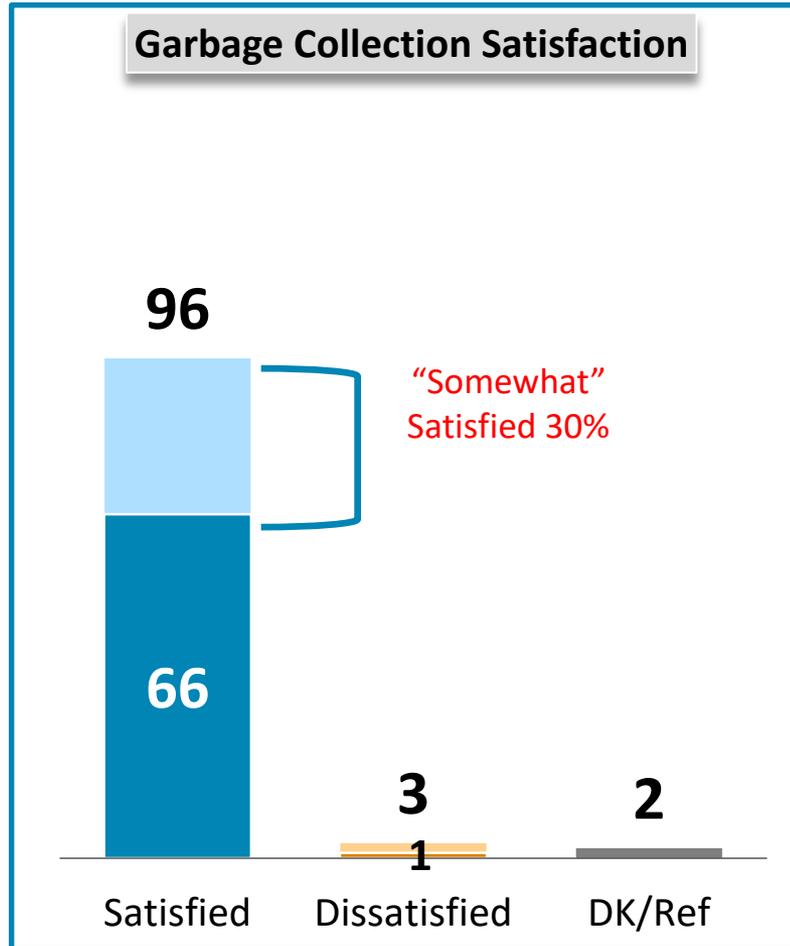
- Majorities of Ann Arbor residents express high levels of satisfaction with the City's current garbage, recycling, and, to a lesser degree, compost collection services.
 - With respect to compost collection, residents are not especially dissatisfied with the service, just somewhat less informed about or experienced with, particularly among renters.
- Residents support the current system of tying fees for waste collection services to property taxes, with the cost per residence varying depending on each home's property value.
- Taking into account differences across households—whether in terms of property values or the level of waste collection services needed by each—is important to residents when considering how to pay for those services.
 - Indeed, majorities solidly oppose moving away from the current system toward a fixed monthly service fee, regardless of the value of their home, but at the same time support monthly fee proposals that would operate on a sliding scale, dependent on the size of each household's garbage cart.

Key Findings (continued)

- If costs were to increase in order to expand services, residents report the greatest interest in year-round compost collection and bulky waste collection. Residents report a need for bulky item pick-up at least two to three times per year, and a willingness to pay \$25 per pickup (though not \$50).
 - There is a strong inclination among residents to countenance paying on a monthly basis for new or expanded service, with robust majorities in favor of a \$1-\$5 per month increase, though notable drop-off in support for increases that exceed \$5.
- Ann Arbor residents stand out for their progressive views on recycling and environmental responsibility as well as their (self-reported) propensity for donation of household items. Solid majorities say they usually donate a range of items to not-for-profit donation centers, rather than throw them away; this is particular true for clean clothing and sheets, working electronics, usable dishware and cooking ware, furniture, and children's toys.
- There is plenty of room—and appetite—for additional information from the City on waste disposal options. Residents are especially interested in learning more about their options for electronic waste, bulky item waste, and hazardous wastes.
 - They see mailing this information directly and placing it on garbage and recycling carts as the most effective ways to inform residents.

Overall Attitudes and Behaviors on Waste Collection, Disposal, and Donation

Ann Arbor residents are nearly unanimous in expressing high levels of satisfaction with the city’s household garbage collection service, including more than two-thirds who are “very” satisfied. Voters over the age of 40, residents of Ward 5, and homeowners tend to be the most pleased with the quality of service.



Those who are disproportionately ‘Very Satisfied’ with collection services

| |
|------------------------|
| Total (66%) |
| 50-64 (75%) |
| Ward 5 40 & over (74%) |
| Ward 5 (73%) |
| Homeowners (72%) |
| 40 & over (71%) |
| Women 40+ (71%) |
| White 40+ (71%) |

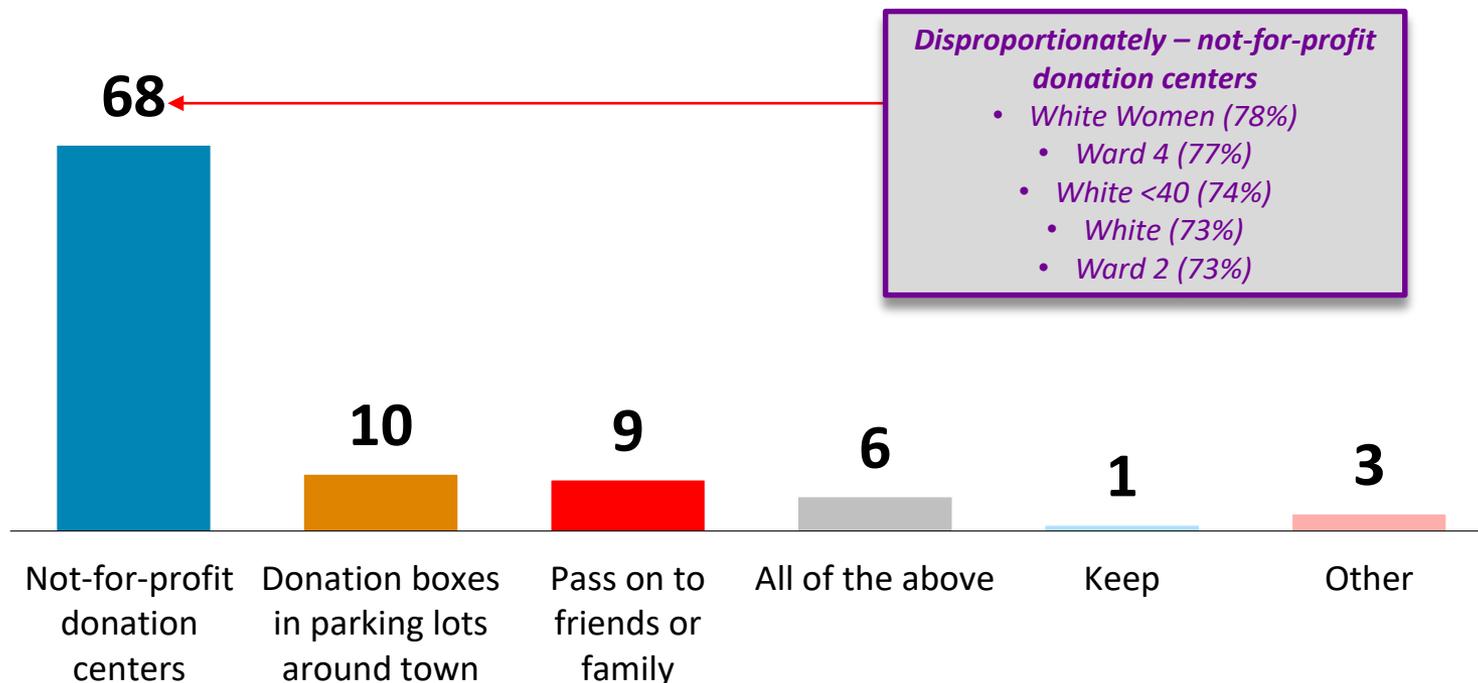
Those who are disproportionately ‘Somewhat Satisfied’ with collection services

| |
|--|
| Total (30%) |
| Women <40 (40%) |
| Ward 4 (38%) |
| Apartment/Condo with 5 units or more (37%) |
| Renters (35%) |

Q4. How satisfied are you with Ann Arbor’s current garbage collection service overall? Are you VERY satisfied, SOMEWHAT satisfied, SOMEWHAT dissatisfied, or VERY dissatisfied?

Residents report robust levels of donation of household items at not-for-profit donation centers like the Salvation Army and Goodwill—the preference of nearly seven in ten residents—as well as donation boxes in parking lots around town or passing on items to family and friends. The residents most likely to donate at non-for-profit centers tend to be white women (mostly under 40) and residents of Wards 2 and 4.

Where do you donate items most often?



Q20. Where do you donate items most often?

Solid majorities of residents say they regularly donate a wide range of items to not-for-profit donation centers, rather than throw them away; this is particular true for clean clothing and sheets, working electronics, usable dishware and cooking ware, furniture, and children’s toys.

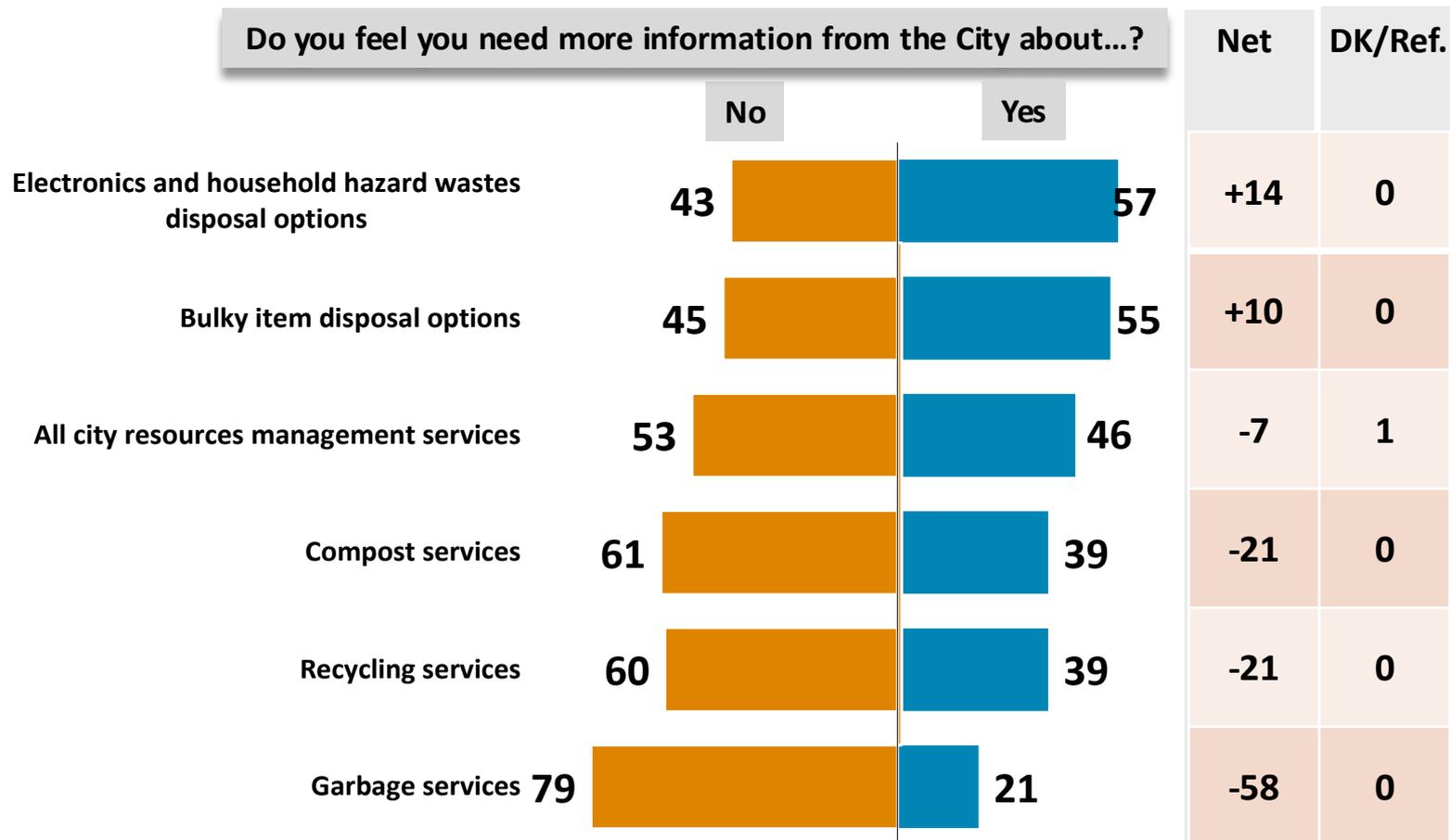
Those most likely to donate include women over 40, parents of children under 18, homeowners, and residents of Ward 2.

Ward 4 residents report more moderate levels of donation, whereas younger men and residents of Ward 5 tend to be the least likely to donate the items in question.

| Demos | Yes to all 5 | Yes to 2-4 | Yes to 1 or less |
|------------------|--------------|------------|------------------|
| Total | 50% | 20% | 30% |
| Men < 40 | 36% | 28% | 37% |
| Women < 40 | 55% | 18% | 28% |
| Men 40+ | 51% | 16% | 33% |
| Women 40+ | 61% | 17% | 22% |
| White | 52% | 19% | 29% |
| People of color | 45% | 21% | 34% |
| Children < 18 | 59% | 10% | 31% |
| No children < 18 | 47% | 23% | 30% |
| Homeowners | 57% | 13% | 30% |
| Renters | 41% | 26% | 33% |
| Ward 1 | 53% | 16% | 31% |
| Ward 2 | 57% | 21% | 23% |
| Ward 3 | 54% | 19% | 27% |
| Ward 4 | 41% | 29% | 30% |
| Ward 5 | 46% | 15% | 39% |

Q19. Which of the following items do you usually donate, instead of throwing away in the garbage: Clean, undamaged clothing, sheets, towels, and rugs; Working electronics; Usable small household items like dishware, cooking ware, and décor; Furniture; Children’s toys or other recreational items?

Residents express an appetite for more information from the City about their disposal options, with majorities reporting they would like to know more when it comes to disposal of electronics, household hazardous wastes, and bulky items. Residents are somewhat less interested in learning about resource management services in general, as well as compost, recycling, and garbage services; however, in each of these cases, significant minorities do indicate a desire to know more.



Q21. Do you feel you need more information from the city about? [RANDOMIZE LIST]

Residents who say they need more information on electronic and household hazardous waste disposal options tend to be younger white men under 40, parents with children under 18, and residents of Wards 3 and 4. Renters, residents of Ward 5, white men under 40, and residents ages 30-39 are the most likely groups to say they want more information on bulky items disposal options. Although a majority of residents overall say they do not need more information on all city resource management services, majorities of key groups such as seniors, men, renters, and residents of Wards 3 and 4 say they would like this information.

Do you need more information from the city about?

Disproportionately – Yes, More info on Electronic/Household Hazardous

Waste Disposal Options

- TOTAL (57%)
- 30-39 (68%)
- Men under 40 (67%)
- White under 40 (66%)
 - Ward 3 (65%)
 - 50-64 (65%)
 - Ward 4 (64%)
 - Parents (62%)
 - Men (62%)

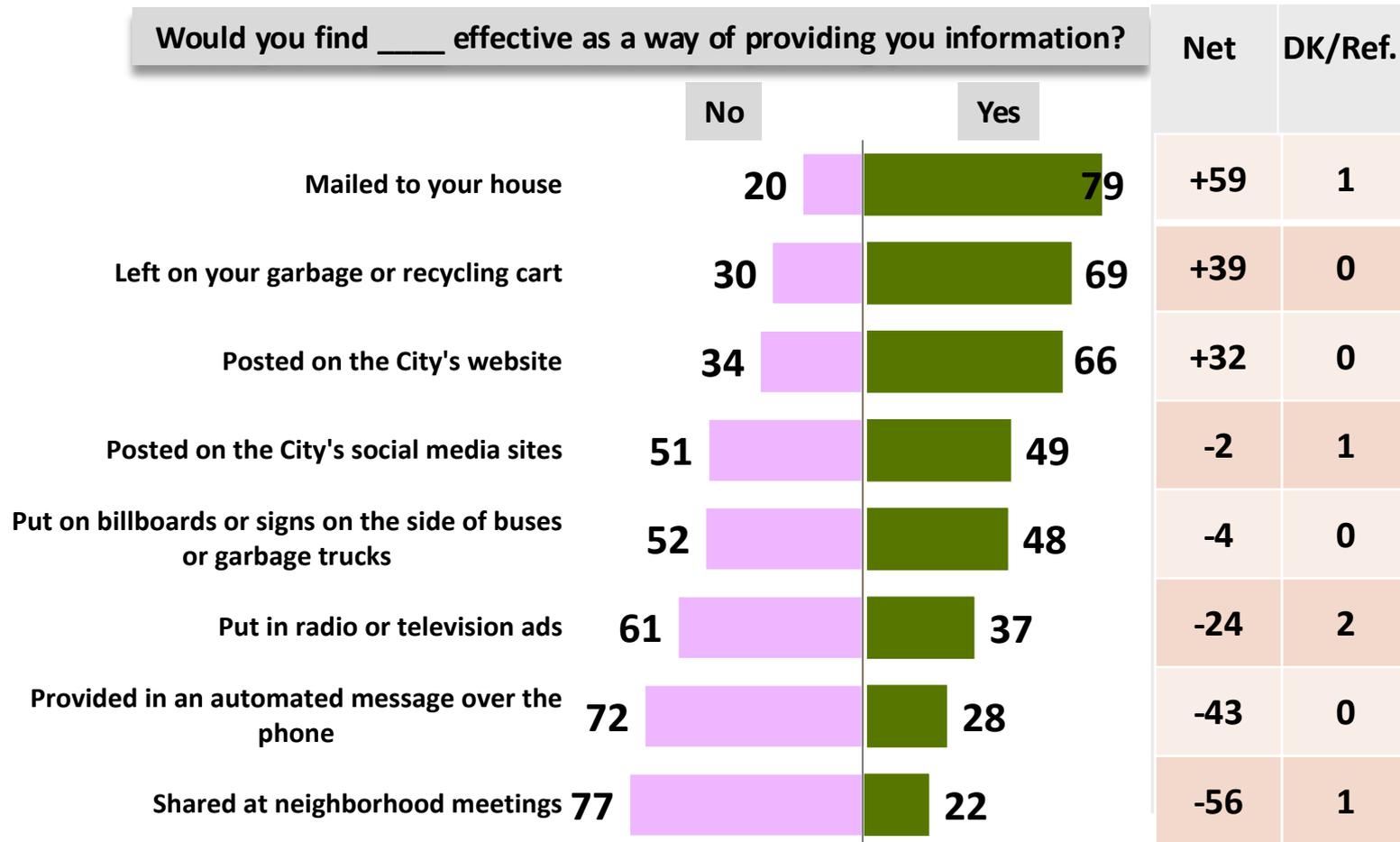
Disproportionately – Yes, more info on Bulky item disposal options

- TOTAL (55%)
- 30-39 (71%)
- White under 40 (62%)
 - Renters (62%)
 - Ward 5 (61%)
- Men under 40 (60%)

Disproportionately – Yes, more info on all city resource management services

- TOTAL (46%)
- Apartment/condo with 5+ units (62%)
 - Renters (58%)
 - Men under 40 (58%)
- People of color (55%)
 - Ward 4 (55%)
 - 65+ (54%)
 - Men (52%)
- No children under 18 (52%)
 - Women 40+ (52%)
 - 50-64 (51%)
 - Ward 3 (51%)

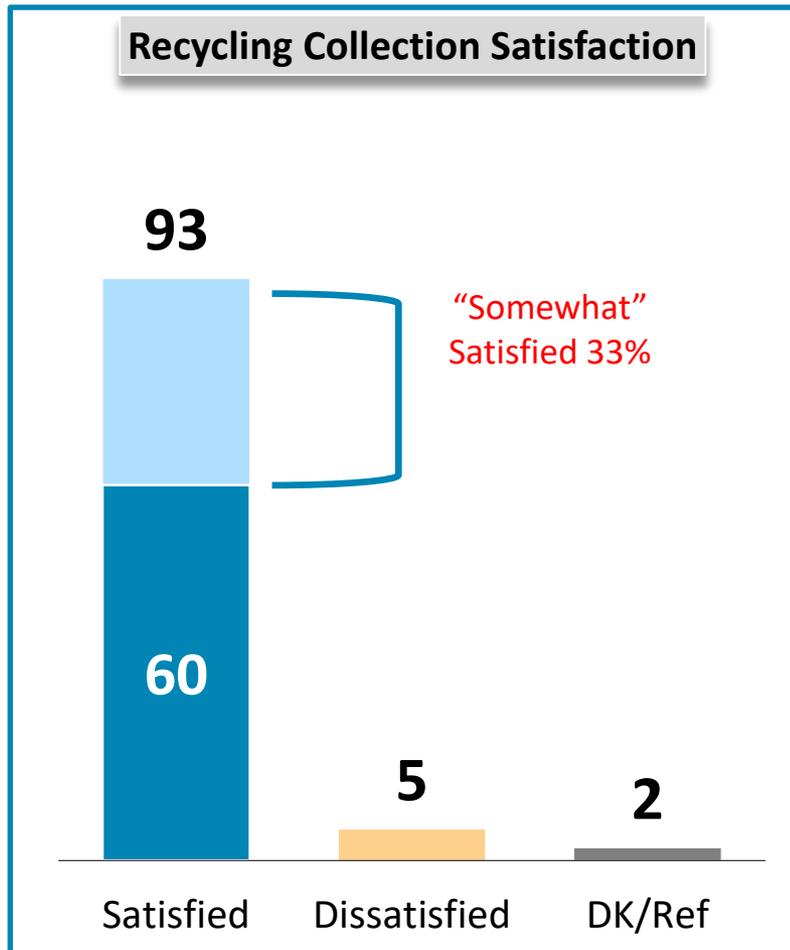
Residents believe the most effective ways for the City to provide more information about waste-related services is to mail it directly to households, leave it on garbage or recycling carts, and post it on the City's website. These are the top 3 methods of communication for all major subgroups in the city, regardless of gender, race, age, and rent/born status. Residents are more divided on the effectiveness of posting information on the City's social media sites and using billboard and/or signs on the sides of buses and garbage trucks. They are solidly opposed to radio or television ads on this subject, as well as automated phone messages and sharing such information at neighborhood meetings.



Q22. The following are some methods the City could use to provide you with information about garbage, recycling, composting, or other waste-related services. For each one, tell me Yes or No if you would you find it effective as a way of providing you information: [RANDOMIZE LIST]

Attitudes and Behaviors Regarding Recycling

Residents also express high levels of satisfaction with the City’s recycling collection services, with six-in-ten reporting they are “very” satisfied. The most satisfied residents tend to be residents under 40 (particularly men) and residents living in Ward 3.



Those who are disproportionately 'Very Satisfied' with collection services

| |
|-------------------------------------|
| Total (60%) |
| Men <40 (79%) |
| Ward 3 (73%) |
| No University Affiliation Men (72%) |
| Men (71%) |
| Under 30 (71%) |
| White Men (67%) |
| White <40 (65%) |

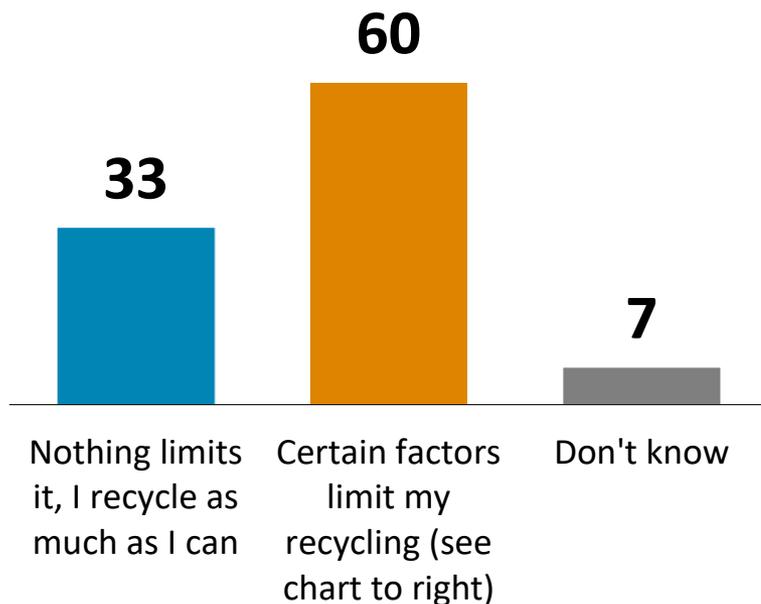
Those who are disproportionately 'Somewhat Satisfied' with collection services

| |
|---------------------------------------|
| Total (33%) |
| Women <40 (46%) |
| Women (40%) |
| 30-39 (40%) |
| People of Color (39%) |
| No University Affiliation Women (38%) |

SSA Q5. How satisfied are you with the City’s current recycling collection service overall? Are you VERY satisfied, SOMEWHAT satisfied, SOMEWHAT dissatisfied, or VERY dissatisfied?

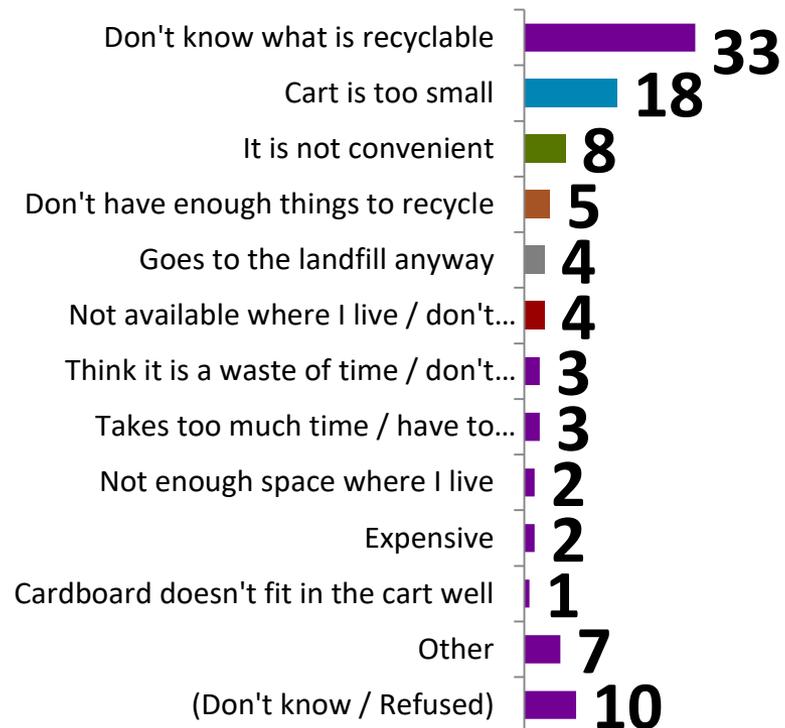
A majority of Ann Arbor residents reports limiting their recycling to some degree, citing a variety of reasons, including a lack of sufficient information of what items are recyclable and insufficient cart size. Still, one-third of residents say they recycle as much as they can and without any limitations.

Limit the Amount you Recycle?



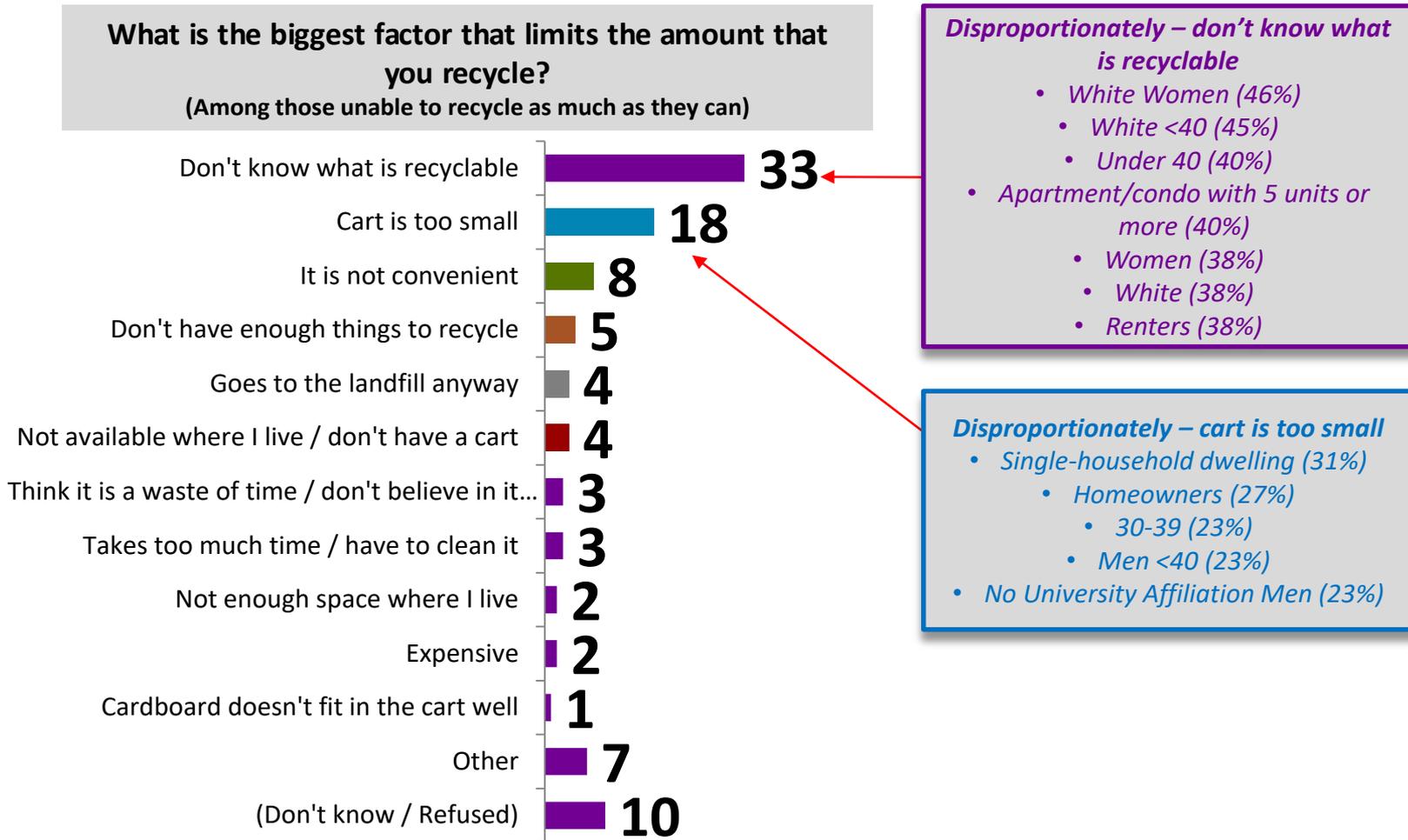
What is the biggest factor that limits the amount that you recycle?

(Among those unable to recycle as much as they can)



SSA: Q7. What is the biggest factor that limits the amount that you recycle? (Among those unable to recycle as much as they can): N=133 cases

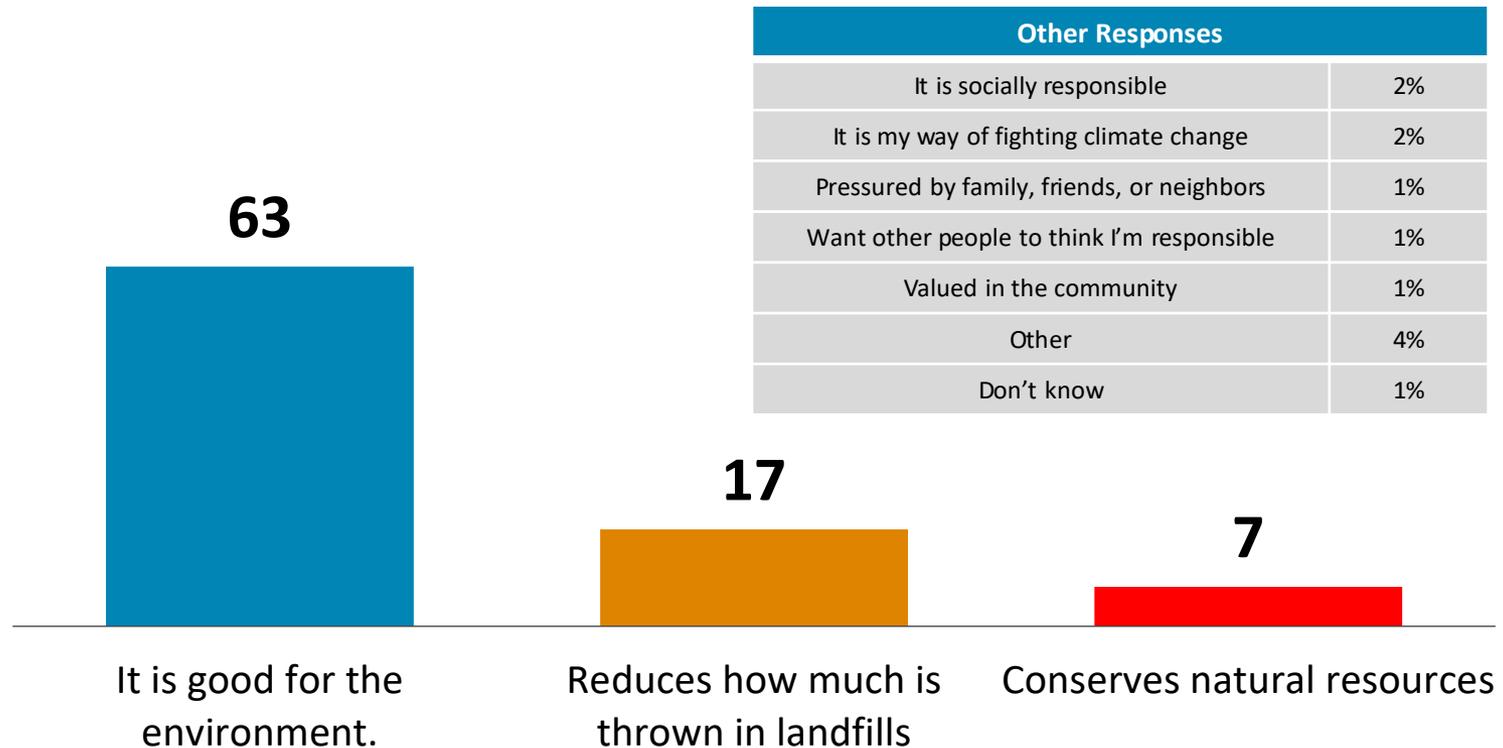
Those residents who are unaware what items are recyclable tend to be women under 40, renters, and residents living in apartments and/or condos with five or more units. Just under one-in-five residents cite their cart being too small. These residents also tend to be under 40, and homeowners.



SSA: Q7. What is the biggest factor that limits the amount that you recycle? (Among those unable to recycle as much as they can): N=133 cases

When residents are asked to list their own reasons for why recycling is important to them personally, the vast majority cites its positive impact on the environment, its role in reducing the amount of waste that is thrown away, making landfills last longer, and its capacity to help conserve natural resources.

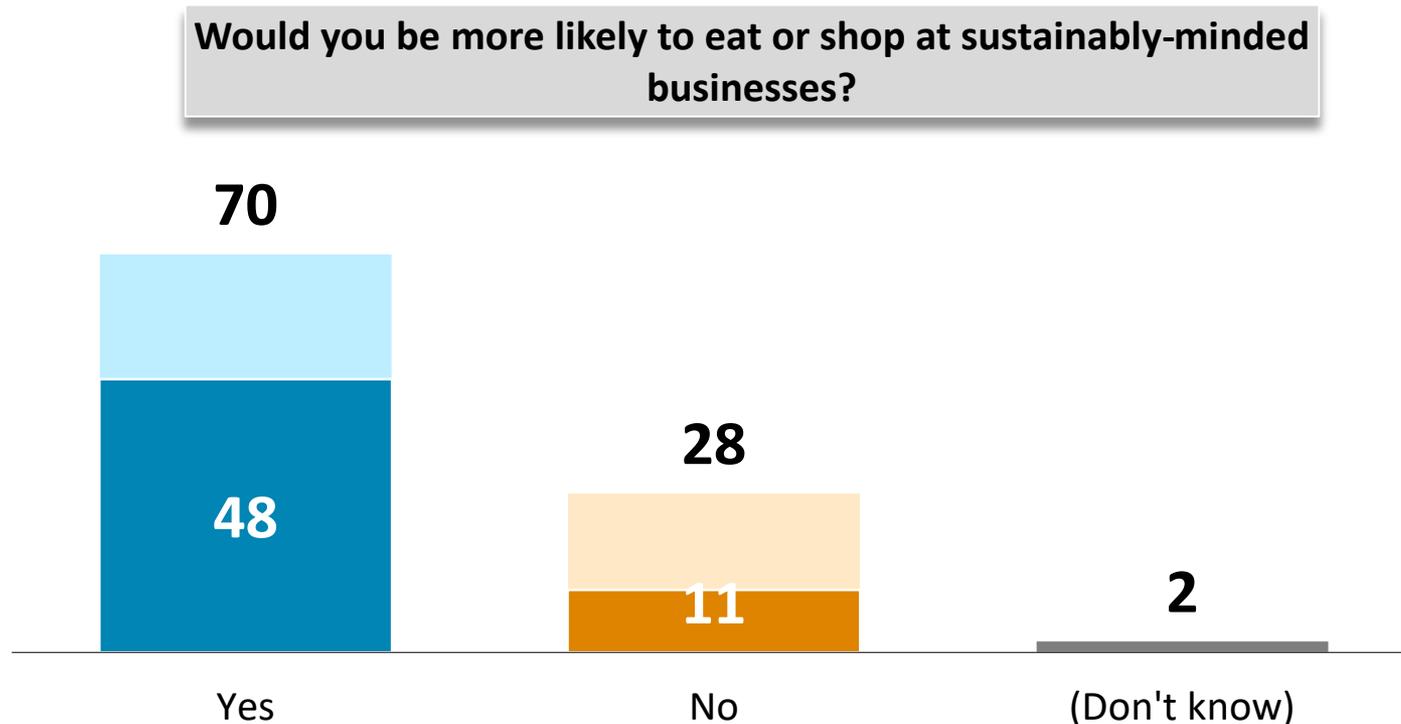
What is the most important reason for you personally to recycle?



SSB: Q8. What would you say is the most important reason for you personally to recycle?

*N=200

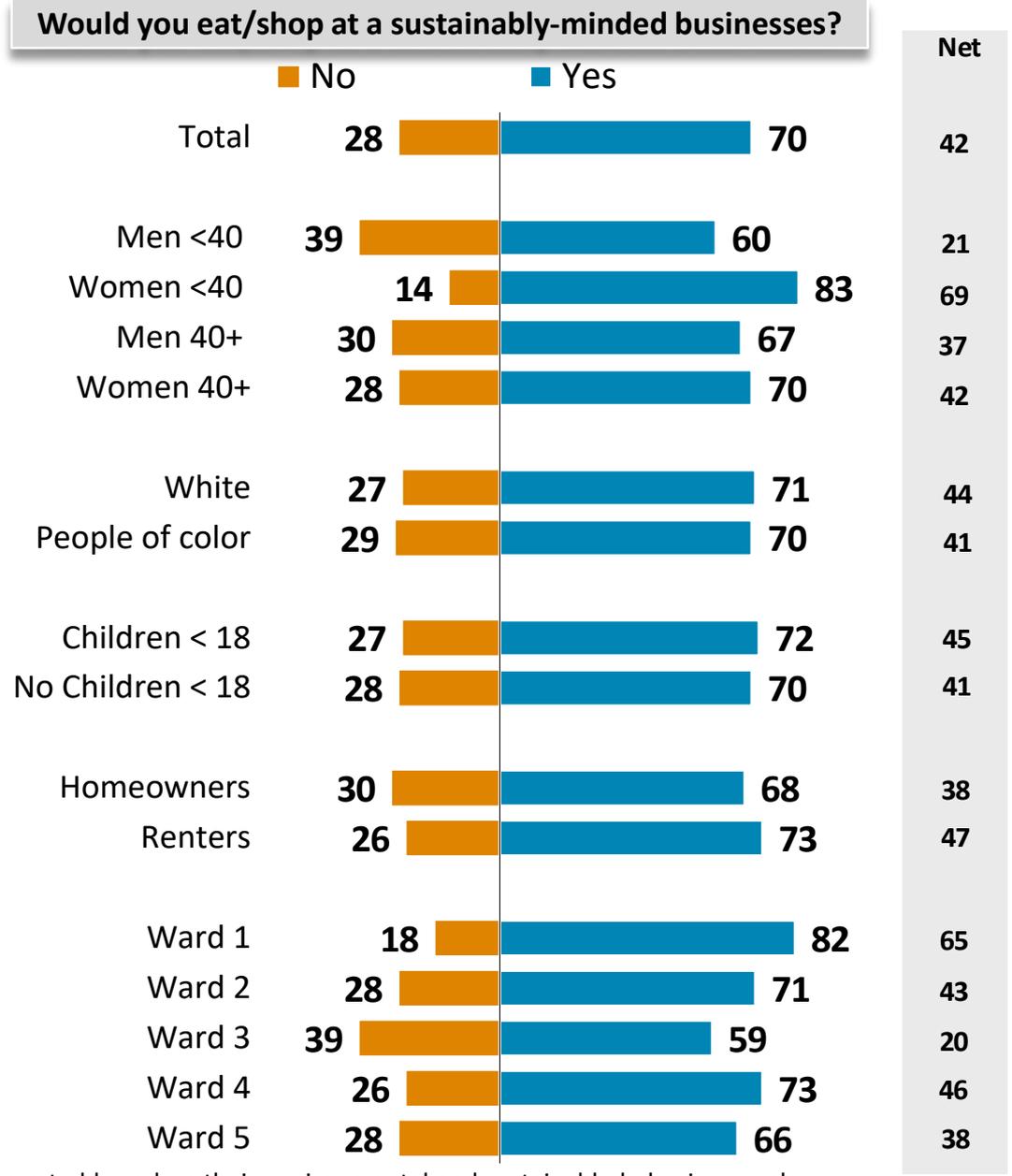
Fully 7 in 10 Ann Arbor residents say they would consider a rating of a restaurant's or store's environmental and sustainable behavior before deciding whether to eat or shop there, including nearly half who feel that way strongly.



Q23. If restaurants or stores in Ann Arbor were rated based on their environmental and sustainable behaviors, such as recycling participation or waste reduction, and sustainably-minded businesses were recognized on their storefront with a badge or sticker, would it make you more likely to eat or shop at those locations? [Yes or No?]

[IF YES/NO:] And do you feel that way STRONGLY or NOT SO STRONGLY?

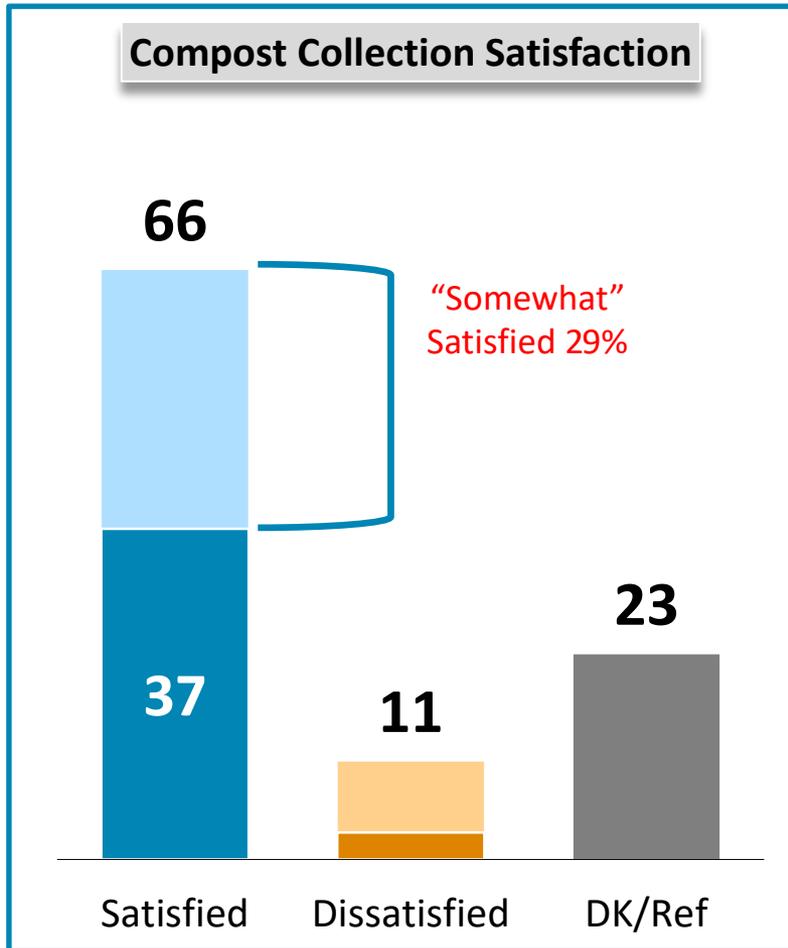
Solid majorities of every demographic, regional, and household status subgroups say they would consider a restaurant's or store's environmental and sustainable behavior rating before shopping or eating there. Residents who are most interested in such evaluations include those under the age of 40 (particularly women), parents of children under the age of 18, renters, and residents living in Ward 1. Support for this rating is more measured among men under 40 and residents of Ward 3, though majorities of both subgroups still say they would consider the information before offering their patronage.



Q23. If restaurants or stores in Ann Arbor were rated based on their environmental and sustainable behaviors, such as recycling participation or waste reduction, and sustainably-minded businesses were recognized on their storefront with a badge or sticker, would it make you more likely to eat or shop at those locations? [Yes or No?] [IF YES/NO:] And do you feel that way STRONGLY or NOT SO STRONGLY?

Attitudes and Behaviors Regarding Compost Collection

Unlike garbage and recycling services, residents are less aware of the City’s compost collection services. Still, even accounting for the relative lack of familiarity, two-thirds of residents report satisfaction with the City’s handling of this service, including over one-third who are “very” satisfied. The most satisfied residents tend to be people of color, residents over the age of 40 (particularly women) and homeowners.



Those who are disproportionately ‘Very Satisfied’ with collection services

| |
|---------------------------------------|
| Total (37%) |
| People of Color (56%) |
| Women 40+ (51%) |
| Single-household dwelling (47%) |
| 40 & over (46%) |
| No University Affiliation Women (45%) |
| Homeowners (44%) |
| Women (42%) |
| Parents (42%) |

Those who are disproportionately ‘Somewhat Satisfied’ with collection services

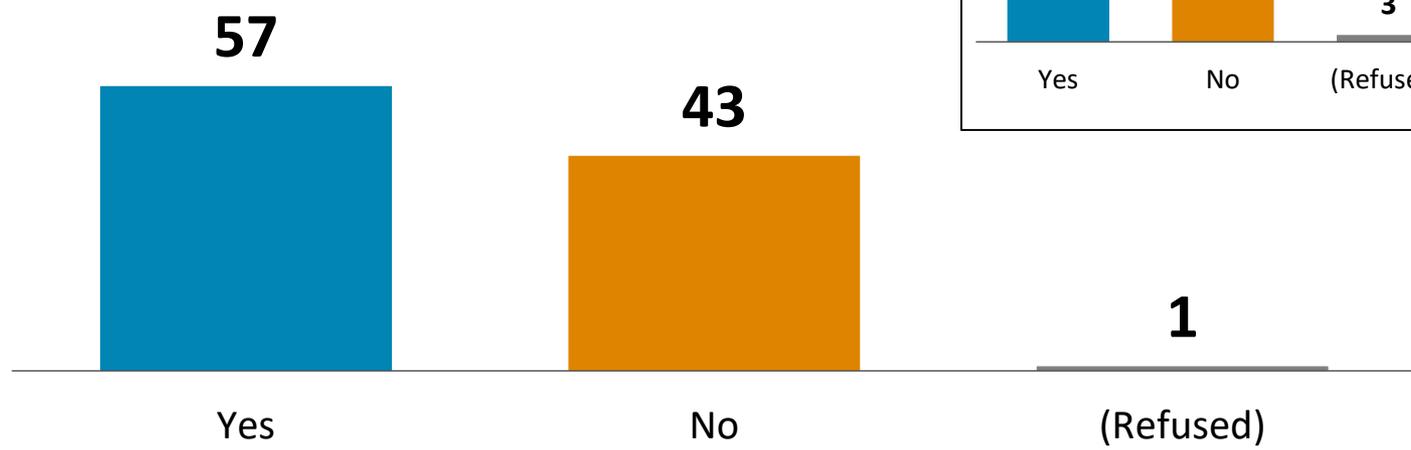
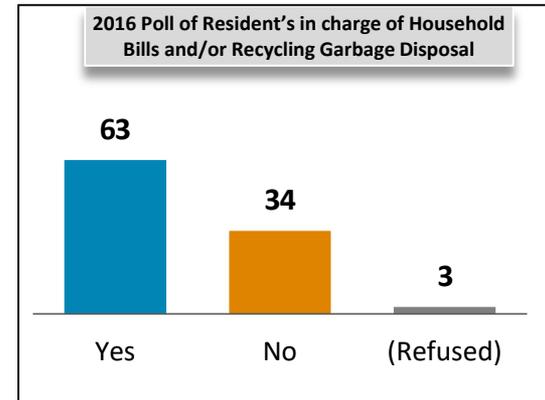
| |
|--------------------|
| Total (29%) |
| White Women (39%) |
| Ward 5 (36%) |
| White (34%) |
| White 40+ (34%) |

SSB Q6. How satisfied are you with the City’s current compost collection service overall? Are you VERY satisfied, SOMEWHAT satisfied, SOMEWHAT dissatisfied, or VERY dissatisfied?

Overall, just 57% of Ann Arbor residents report being aware that food waste such as meat, bones, fruits and vegetables can be placed directly in a City compost cart. With over four-in-ten residents currently saying they are unaware, there is significant room for further education on this subject. Notably, in our 2016 survey of residents in charge of household bills and/or recycling and garbage collection, awareness was almost exactly the same as it is in this data among homeowners.

Are you aware that if you have a compost cart you can put food waste including meat, bones, fruits and vegetables in it?

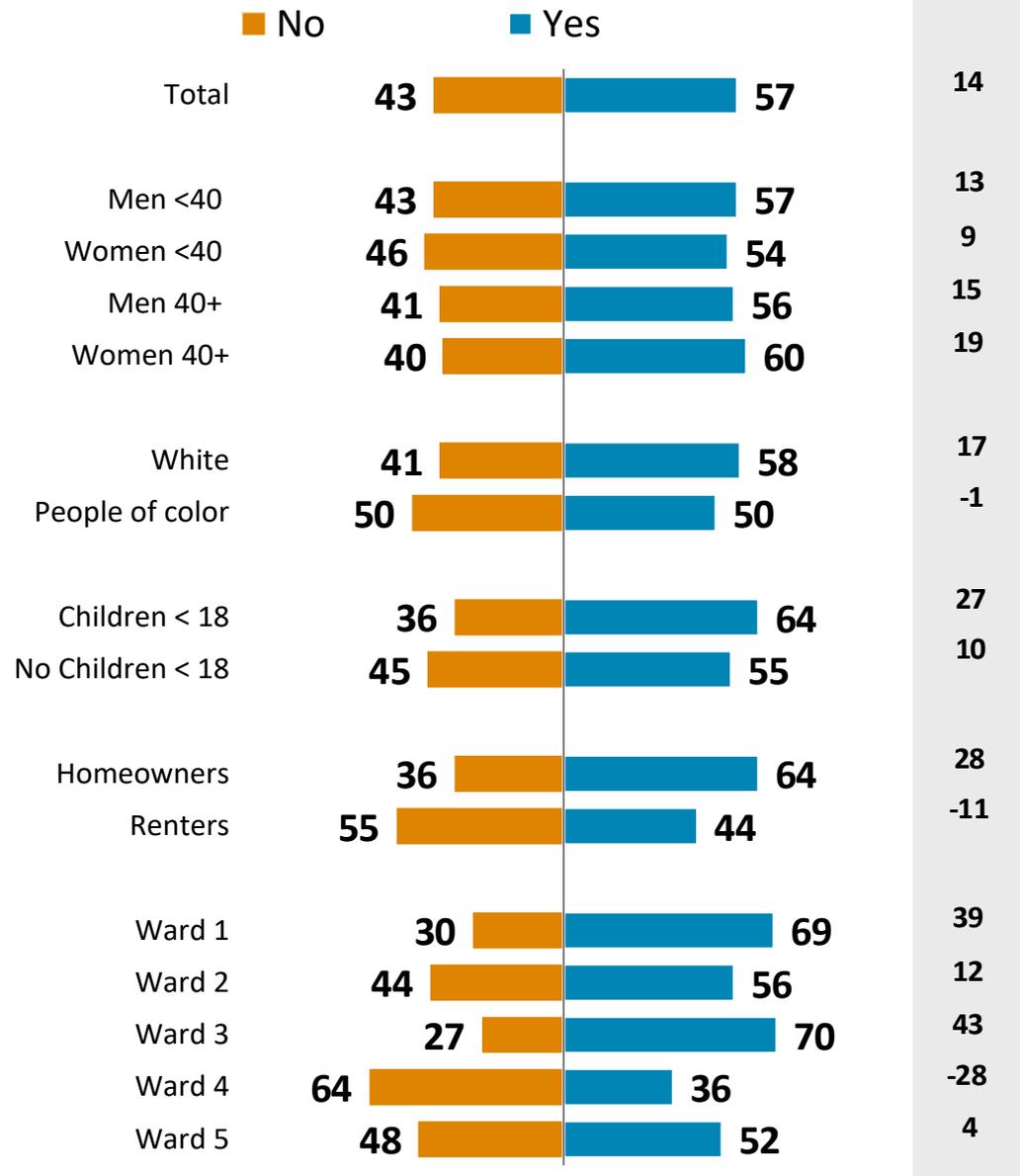
| | Own | Rent |
|-----|-----|------|
| Yes | 64% | 55% |
| No | 36% | 45% |



Q9. Are you aware that if you have a compost cart you can put food waste including meat, bones, fruits and vegetables in it?

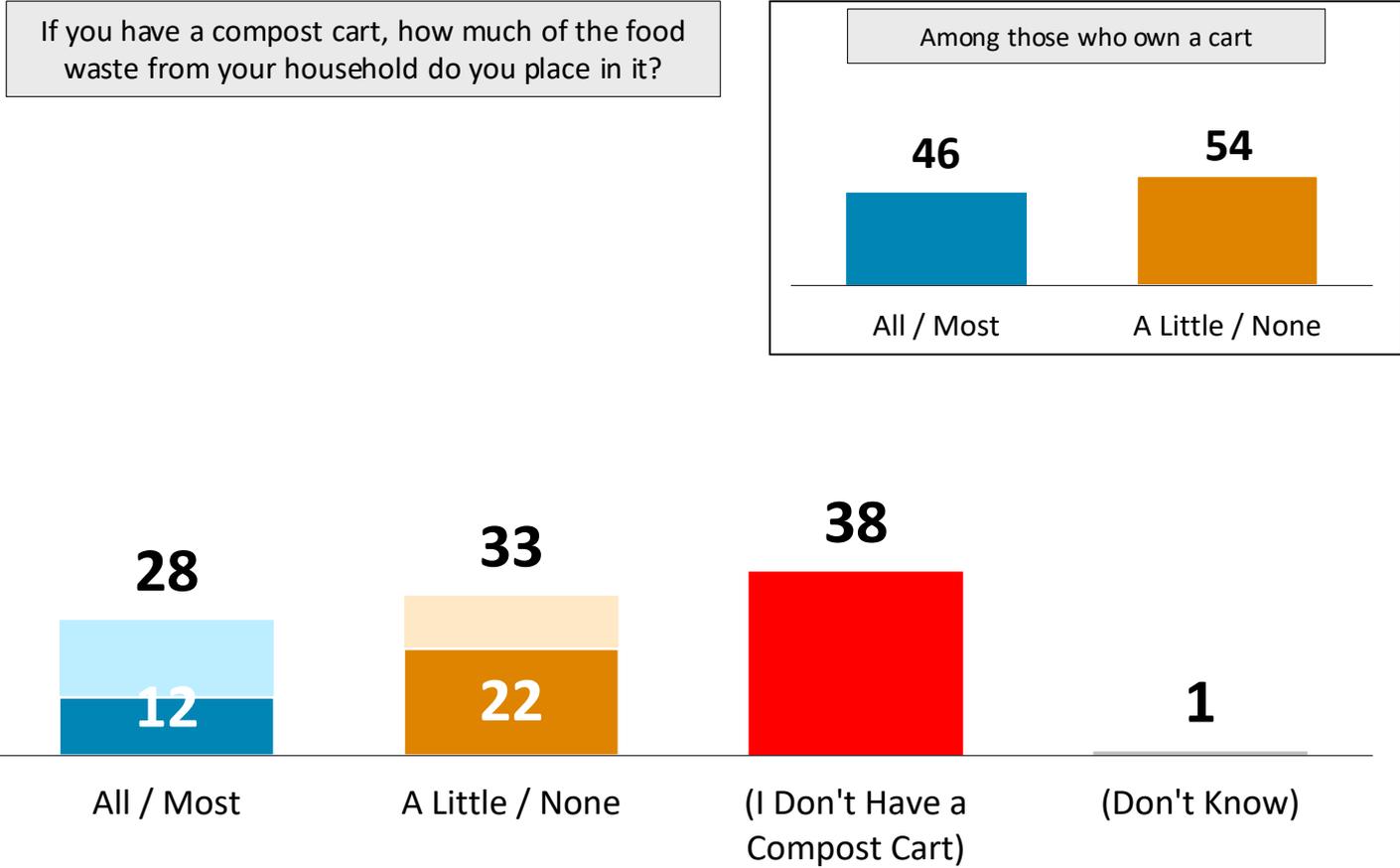
Aware of what can be placed in compost cart?

Men and women over the age of 40, parents with children under the age of 18, homeowners, and residents living in Wards 1 and 3 are among the most informed residents when it comes to knowing what wastes can be placed in the City compost carts. The least informed residents tend to be renters, residents of color, and residents living in Ward 4. Voters under the age of 40 also represent a potential education target.



Q9. Are you aware that if you have a compost cart you can put food waste including meat, bones, fruits and vegetables in it?

Nearly four-in-ten residents currently report not having a compost cart, tracking closely with the data from our last survey (38% now vs. 37% in 2016 poll). Among those who both have a compost cart and are aware of the rules governing what can and cannot be placed into the cart, nearly half say they place all or most of their food waste in it.



Q10. If you have a compost cart, how much of the food waste from your household do you place in it? All of it. Most of it. A little of it. Or none of it?

Of those residents who say they throw little to none of their waste into their compost cart, one-quarter cite a lack of awareness that food waste could be thrown into the cart, while 14% say it is inconvenient or that they prefer to use the garbage or in-sink disposal. One-in-ten residents say they choose not to do so to avoid creating a mess and producing foul odors while 15% say they prefer to compost such waste at home.

What is the biggest reason you don't put more food waste in the compost cart?

*(Among Respondents who throw a little/none of their waste in the cart)

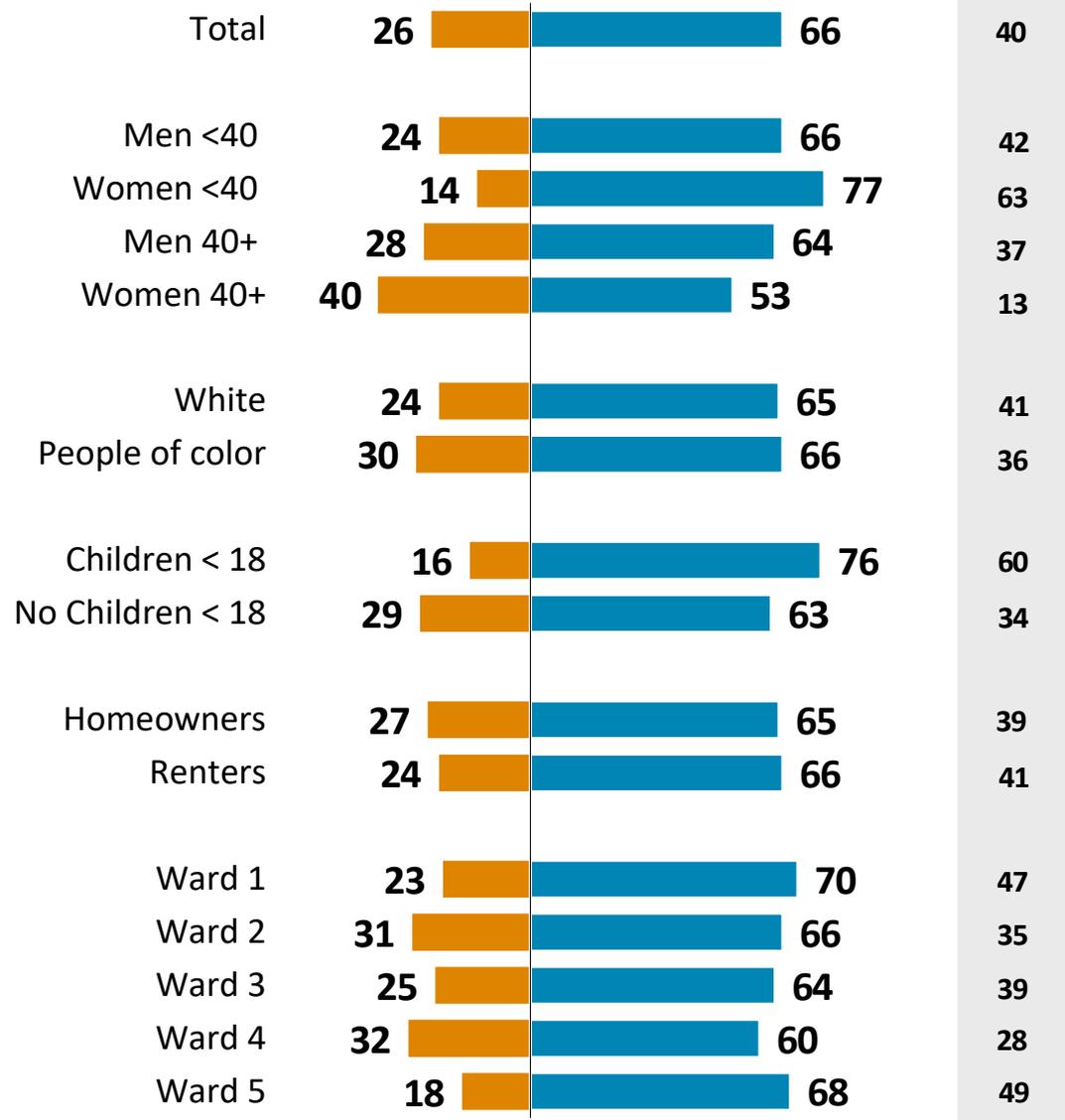


Q11. What is the biggest reason you don't put more food waste in the compost cart?

* n=132 cases

Would You Use Year-Round Compost Collection?

■ No ■ Yes



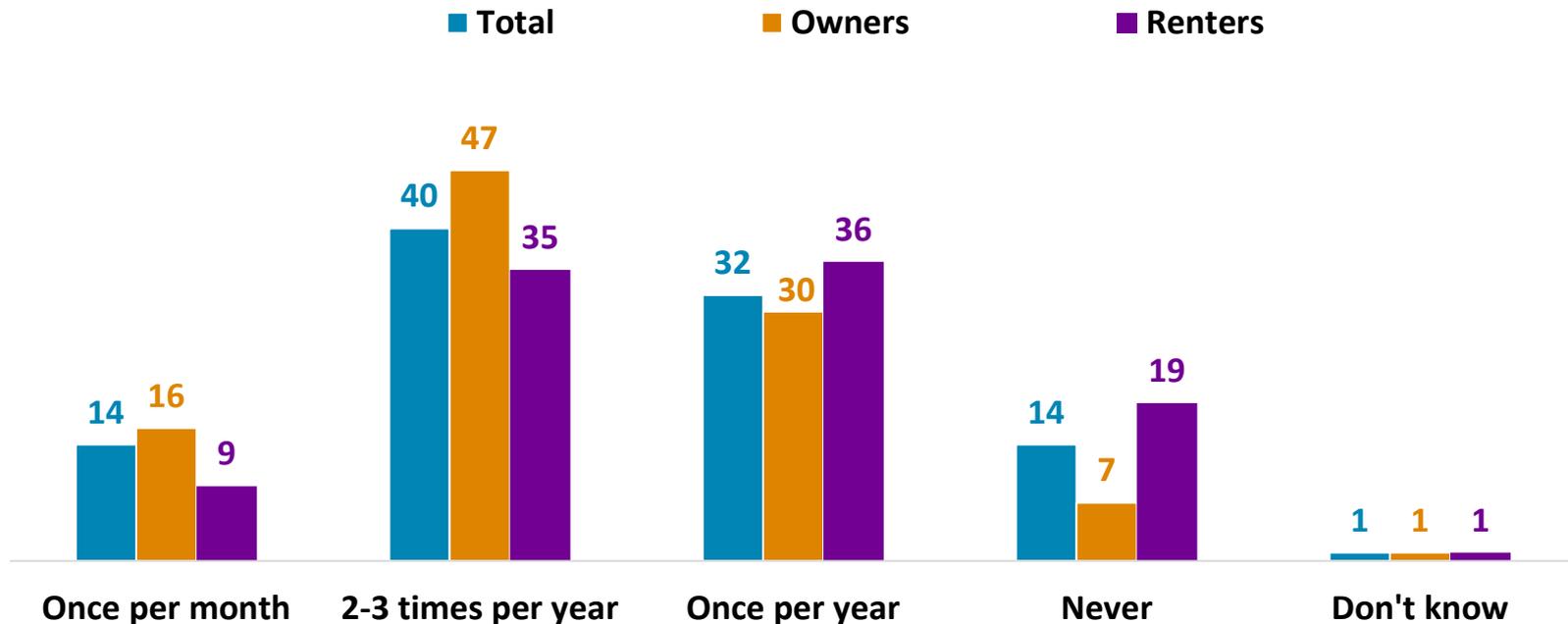
Two-thirds of residents say they would be likely to use year-round compost collection services if the City were to expand those services through the winter months. Residents under 40, particularly women, parents of children under the age of 18, and residents of Ward 1 are among the groups expressing the most interest, currently. Notably, homeowners and renters express nearly identical levels of interest in this service.

Q12. The City currently provides compost collection between April and November and is thinking about expanding collection to a year-round service. The added service during winter months of December through March may be every other week or once per month. Do you think you would use this service?

Attitudes and Behaviors Regarding Bulky Item Collection

A 54% majority of residents say they have bulky items that need to be picked up from their homes at least two to three times per year, with that number nearly 10 points higher among homeowners. Another third of all residents say they need bulky items picked up only once a year, while just 1 in 7 say they never need this type of service.

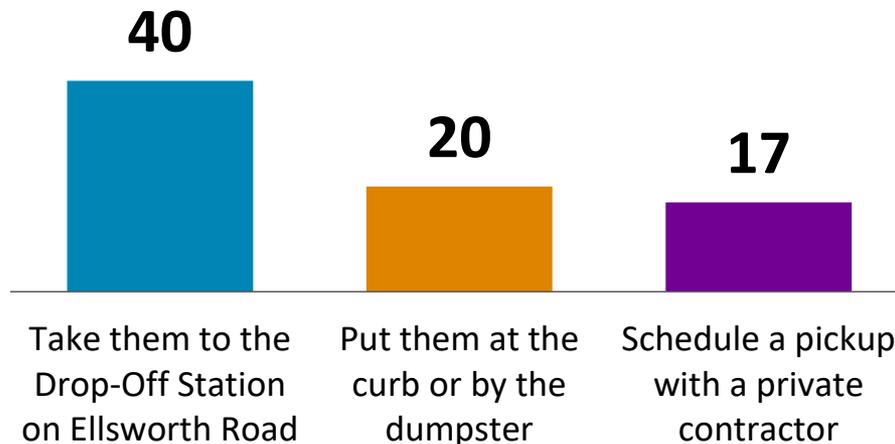
How often do you have bulky or extra items to get rid of?



Q13. Shifting topics, bulky items that don't fit in your garbage cart, such as furniture, mattresses, carpet, appliances, large amounts of debris, or cleanout items, are not picked up by the City as part of its garbage collection service. The City is thinking about starting a pickup service for collection of these larger items. How often do you have bulky or extra items to get rid of?

When asked how they currently dispose of bulky items, four-in-ten residents report taking them to the drop-off station on Ellsworth Road, while one-in-five say they schedule pickups with private contractors. A similar number of residents also say they place these items at the curb or by the dumpster while around one-in-ten say they either donate these items or just keep them.

How do you dispose of bulky items now?



| Other Responses | |
|--------------------------------------|----|
| Donate them | 6% |
| Keep them/Sit in the house | 4% |
| Place in garbage | 3% |
| My residence disposes of them for me | 1% |
| All of the above | 1% |
| Other | 4% |
| Never have these items | 4% |

Q14. How do you dispose of bulky items now? Do you...

Residents who typically dispose of their bulky items at the drop-off station tend to be men over 40, parents with children under the age of 18, and homeowners. Residents who place bulky items at the curb or by the dumpster tend to be residents under 40, those who rent their homes, and residents living in Wards 1 and 4. Residents who hire private contractors tend to be seniors, people of color, and Ward 4 residents.

How do you dispose of bulky items now?

Disproportionately – take them to the Drop-Off Station on Ellsworth Road

- TOTAL (40%)
- Ward 5 men (58%)
- Parents (56%)
- Owners (53%)
- Men 40+ (52%)
- Ward 5 (52%)
- 40-49 (50%)
- Single house dwelling (50%)
 - White men (49%)
 - White 40+ (46%)
 - 40+ (45%)

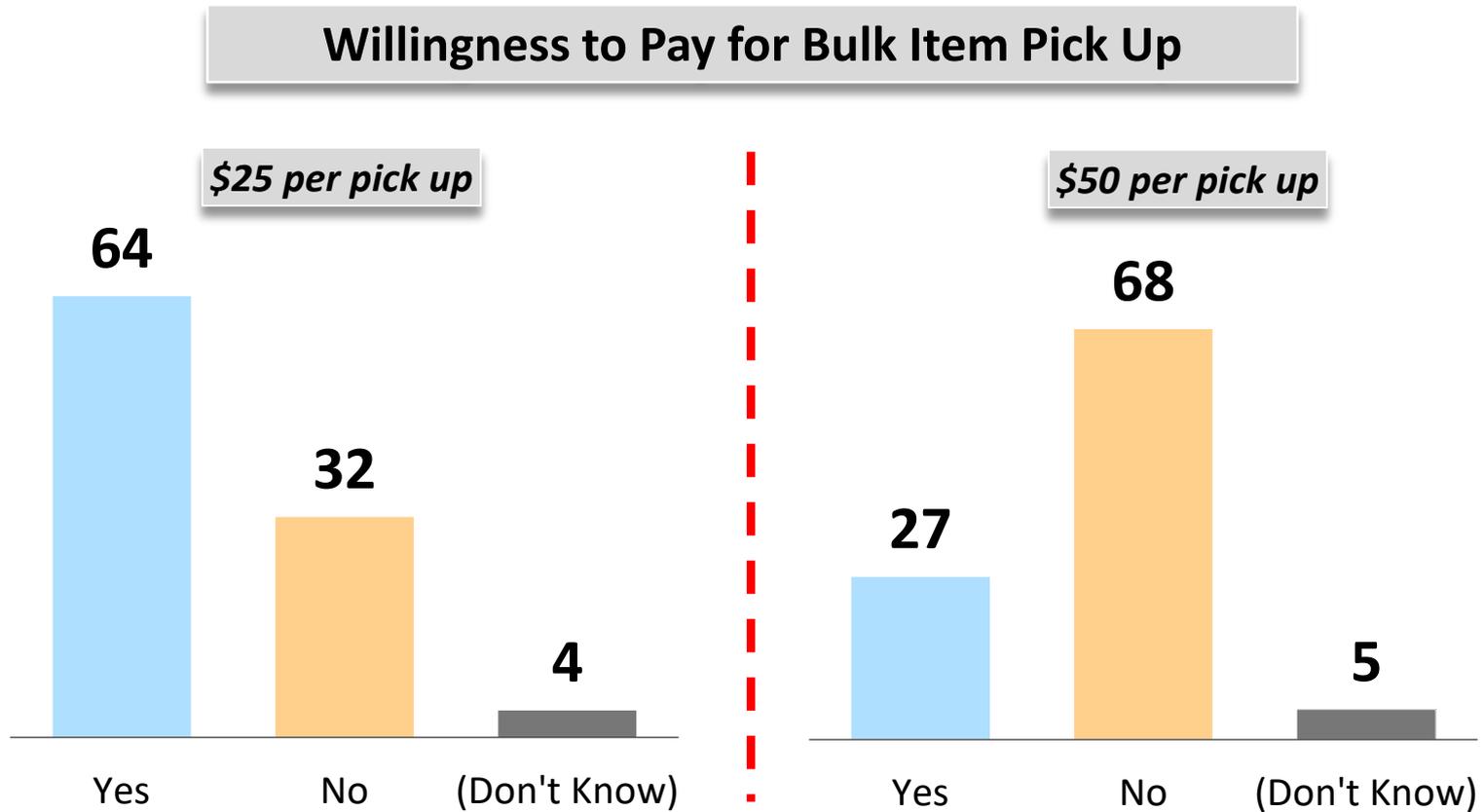
Disproportionately – put them at the curb or by the dumpster

- TOTAL (20%)
- Renters (37%)
- Under 30 (31%)
- Apartment/Condo with 5+ Units (29%)
 - Men under 40 (28%)
 - Ward 1 (28%)
 - Under 40 (27%)
- White under 40 (27%)
 - Ward 4 (26%)
- Women under 40 (25%)

Disproportionately – schedule a pickup with a private contractor

- TOTAL (17%)
- Apartment/Condo with 5+ Units (29%)
 - Ward 4 (24%)
- People of color (23%)
 - 65+ (22%)

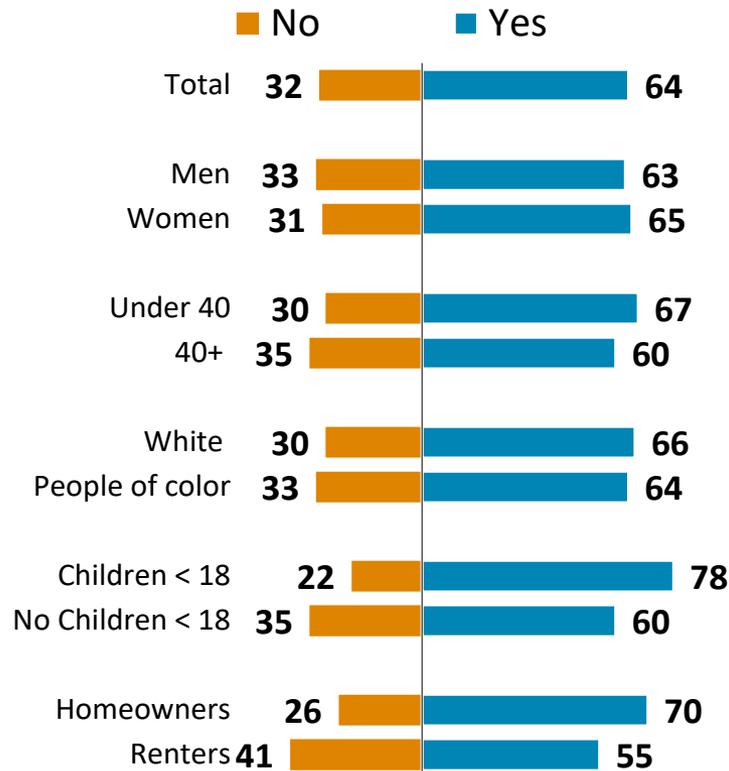
A solid majority of Ann Arbor residents expresses a willingness to pay \$25 for every time they need bulky items picked up from their residence. That said, more than two-thirds would *not* be willing to pay \$50 per pick up.



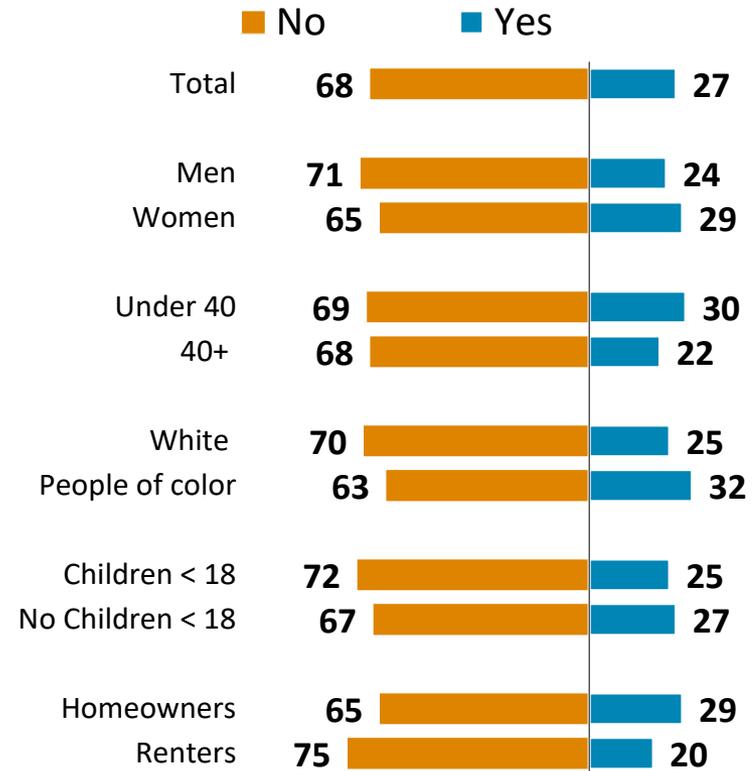
Q15. Now I am going to read you some dollar amounts that the City could charge to come pick up bulky items from your residence. Would you be willing to pay? [RANDOMIZE]

Solid majorities of every major subgroup of residents expresses a willingness to pay \$25 per pickup of bulky items. Even greater majorities of the same major subgroups, however, are firm in their rejection of a proposal to pay \$50 for the same service.

Willingness to Pay \$25 Per Pick Up



Willingness to Pay \$50 Per Pick Up

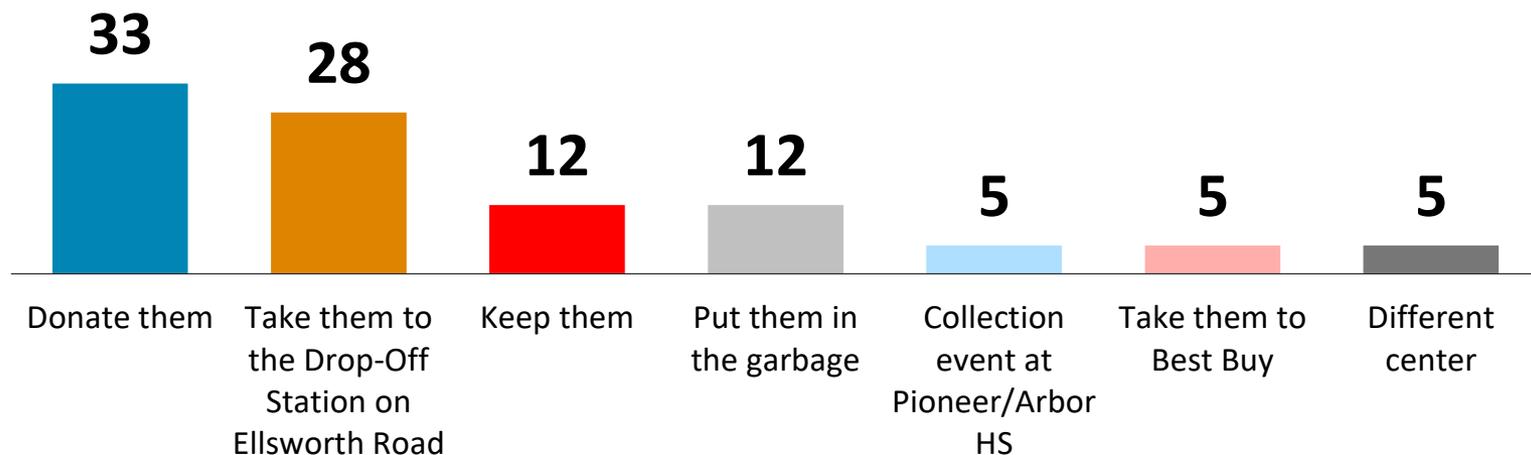


Q15. Now I am going to read you some dollar amounts that the City could charge to come pick up bulky items from your residence. Would you be willing to pay? [RANDOMIZE]

Electronic and Household Hazardous Waste Disposal

When residents are asked specifically about their disposal habits of electronic waste, one-third say they generally donate these items while a little more than a quarter say they take them to the drop-off station on Ellsworth Road. About a quarter of residents also say they either keep these items or throw them away in the garbage.

What do you do with your electronic items that you're getting rid of?



Q16. What do you do with your electronics items that you are getting rid of? Do you [\[READ ALL RESPONSES\]](#)

The groups of residents that typically donate their electronic items most tend to be residents under 40, renters, and residents living in Wards 4 and 5. Those most likely to take these items to the drop-off station tend to be homeowners over 40 (mostly women) and residents of Wards 2 and 3. Those most likely to throw these items in the garbage tend to be residents living in condos and apartments and residents of Ward 3 who are over 40.

What do you do with the electronic items you're getting rid of?

Disproportionately – donate

- TOTAL (33%)
- 30-39 (45%)
- Ward 5 men (44%)
- Men under 40 (43%)
 - Under 40 (42%)
- White under 40 (42%)
- Women under 40 (40%)
 - Ward 4 (40%)
 - Renters (40%)
- Under 30 (39%)
- Ward 5 (38%)

Disproportionately – take them to the Drop-Off Station on Ellsworth Road

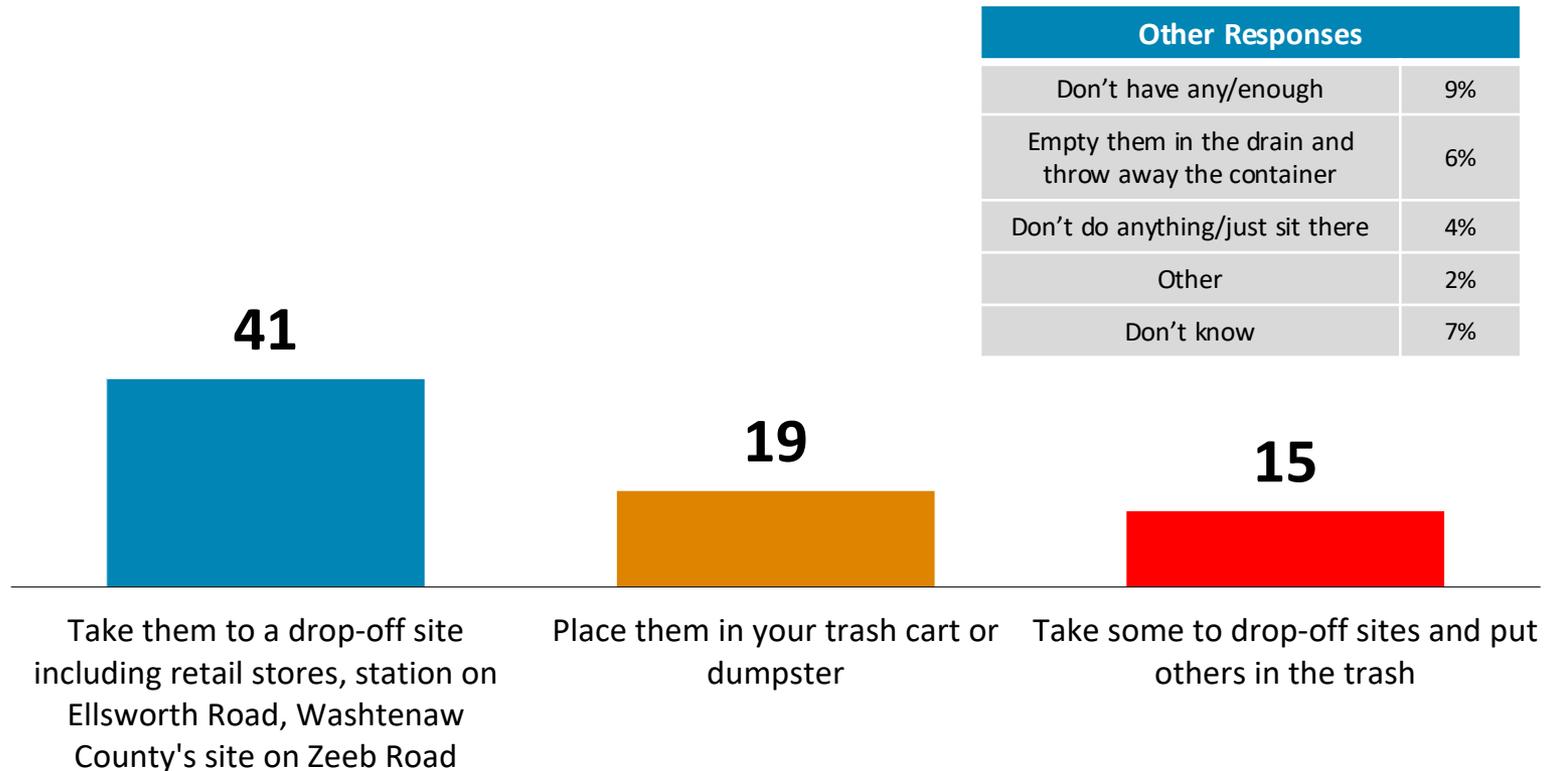
- TOTAL (28%)
- White 40+ (38%)
 - 65+ (37%)
- White women (37%)
 - Ward 3 (37%)
 - 40-49 (36%)
- Women 40+ (36%)
 - 40+ (35%)
 - Ward 2 (35%)
- Ward 5 women (34%)
 - Owners (34%)
- Men 40+ (33%)
 - White (33%)

Disproportionately – Throw in Garbage

- TOTAL (12%)
- Ward 3 40+ (21%)
- Apartment/Condo with 5+ Units (19%)
 - Ward 1 (18%)
 - Ward 5 men (17%)

Just over four-in-ten Ann Arbor residents say they dispose of their households' hazardous waste by taking it to drop-off sites like retail stores or stations on Ellsworth Road and Zeeb Road. Another 1 in 5 say they place such waste in their trash cart and/or dumpster, while most of the remaining number report some combination of the two.

How do you get rid of household hazardous wastes?



Q17. How do you get rid of household hazardous wastes? Do you [READ ALL RESPONSES]

Residents most likely to take their hazardous wastes to drop-off stations tend to be over the age of 40 (especially 40-49 and 65+), women, parents with children under the age of 18, and homeowners. Residents most likely to place them in the trash cart or dumpster tend to be men under 40, renters, people of color, and residents of Wards 1 and 4.

How do you get rid of household hazardous wastes?

Disproportionately – take them to a drop-off site

- TOTAL (41%)
- 40-49 (59%)
- Men 40+ (56%)
- White 40+ (53%)
- Ward 5 (53%)
 - 65+ (52%)
 - 40+ (52%)
- Owners (50%)
- Parents (49%)
- Single household dwelling (49%)
 - Women 40+ (48%)
 - 50-64 (47%)

Disproportionately – place them in your trash cart or dumpster

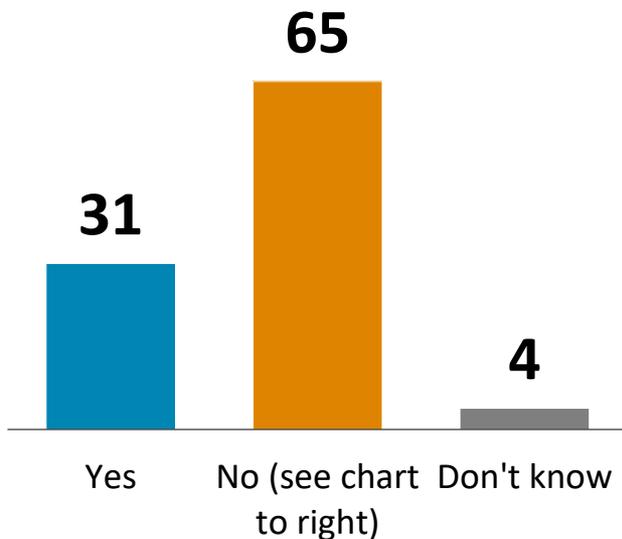
- TOTAL (19%)
- Renters (34%)
- Apartment/Condo with 5+ Units (30%)
- Men under 40 (29%)
 - Ward 4 (27%)
 - 30-39 (25%)
- White men (25%)
 - Men (24%)
- People of color (24%)
- White under 40 (24%)
 - Ward 1 (24%)

Disproportionately – take some to drop-off sites and put others in the trash

- TOTAL (15%)
- Ward 5 Women (27%)
 - Ward 5 (23%)
 - Ward 2 (22%)
- Parents (22%)
- White under 40 (21%)

While just under one-third of Ann Arbor residents say they try to take all of their household hazardous waste to a drop-off center, six-in-ten identify a factor that limits their ability to do so, most prominently a lack of enough such waste to make going to a drop-off center necessary and that the sites are inconvenient.

Take Household Hazardous Wastes to Drop-off?

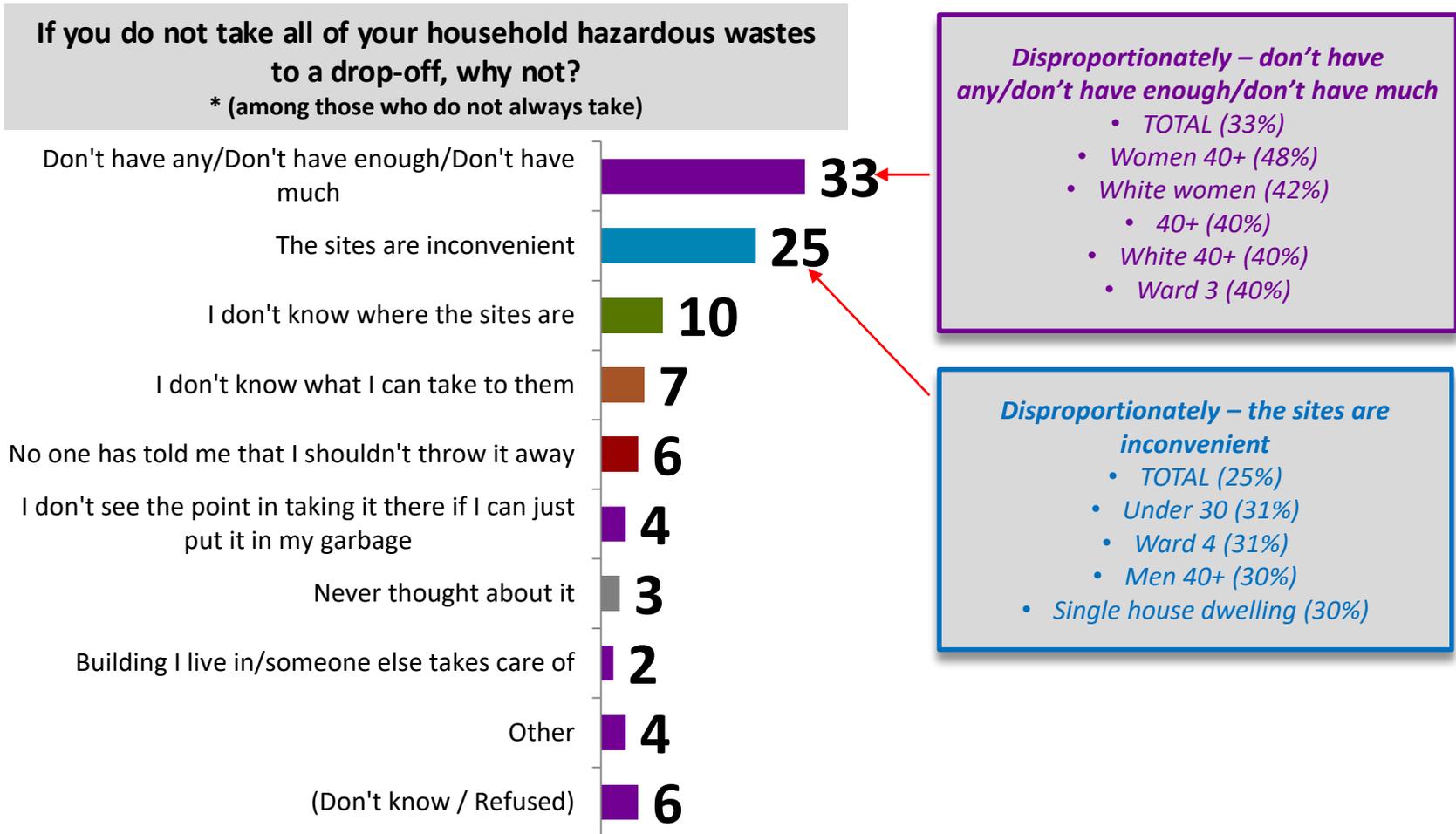


**If you do not take all of your household hazardous wastes to a drop-off, why not?
* (among those who do not always take)**



Q18. If you do not take all of your household hazardous wastes to a drop-off, why not? (Among those who do not always take hazardous waste to approved sites)

Women over 40, especially white women and residents of Ward 3 are the most likely residents to say they generally do not have enough hazardous waste to make going to a drop-off center necessary. Residents under 30 and men over 40 are the most likely groups to say they choose not to go to the centers because doing so is inconvenient.



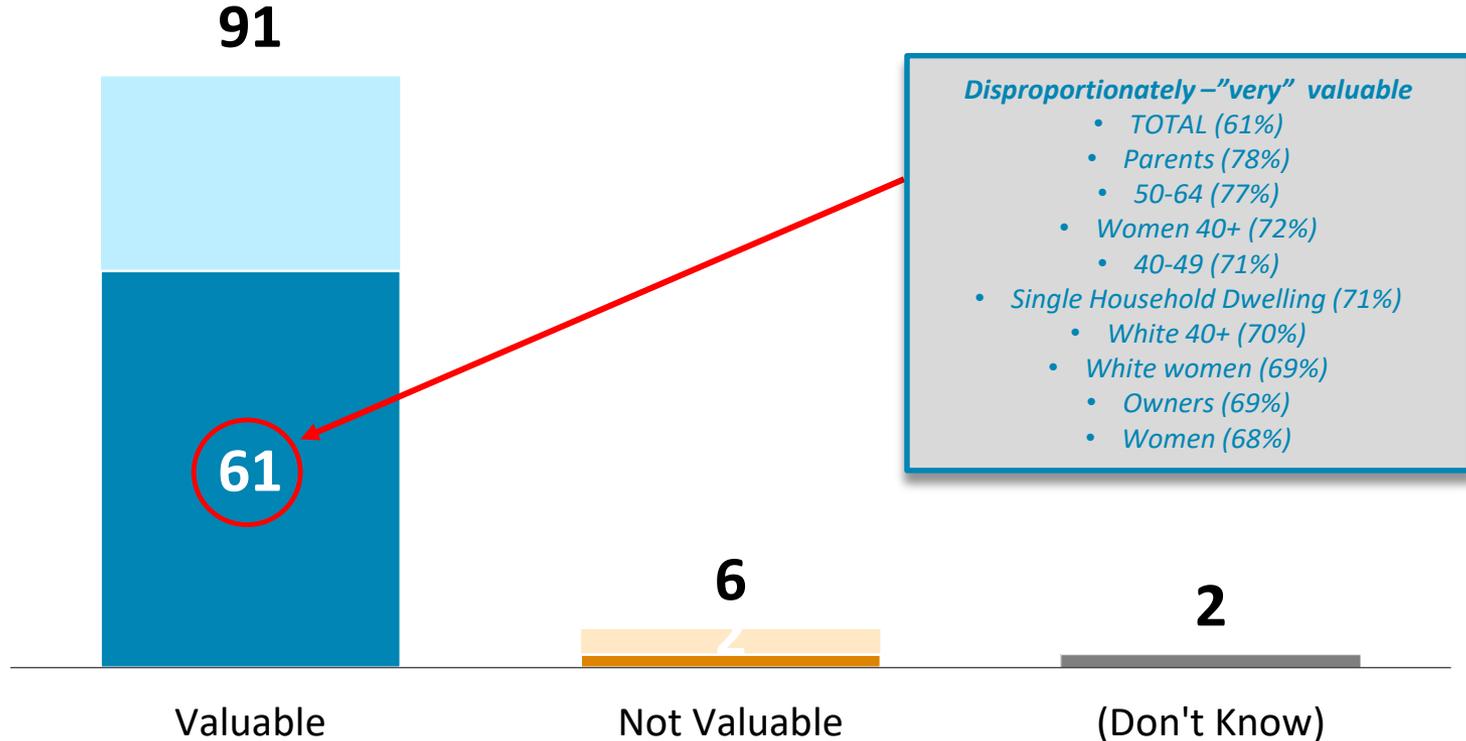
Q18. If you do not take all of your household hazardous wastes to a drop-off, why not? (Among those who do not always take hazardous waste to approved sites)

* n=277

Assessments of Funding Options for Waste Management Services

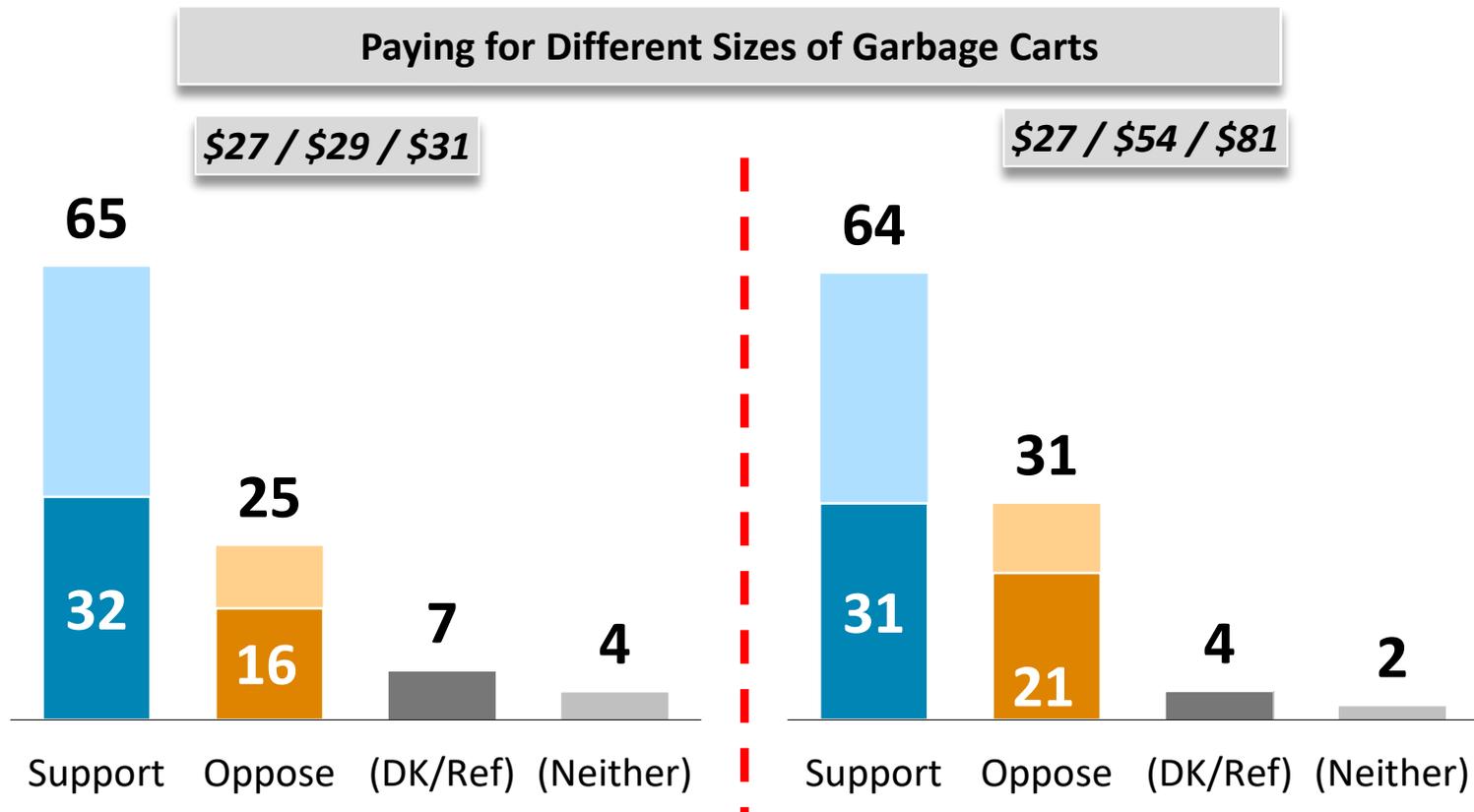
Over nine-in-ten residents consider the \$29 average per household cost for garbage, recycling, and compost services in the City to be a “very” or “somewhat” valuable service.

How valuable would you say your solid waste services are for the average monthly cost?



Q24. Garbage, recycling, and compost services currently cost an average of \$29 per month per household. Compared to your other monthly expenses such as electric, natural gas, water, internet, and cell phone, how valuable would you say your solid waste services are for this monthly cost?

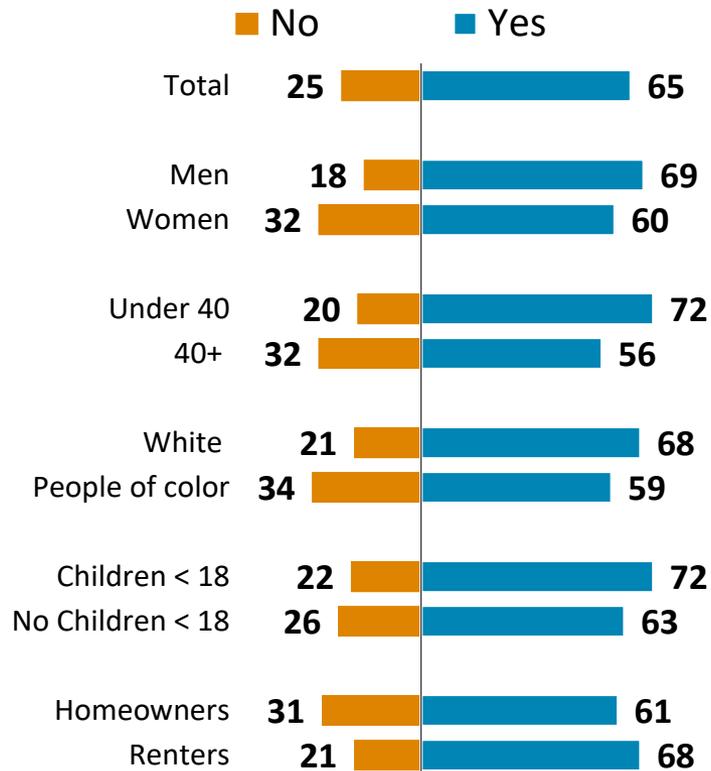
Nearly two-thirds of residents say they would support switching to a method of monthly payments for garbage collection, with \$27 the cost per month for a 32-gallon cart, \$29 for a 64-gallon garbage cart, and \$31 for a larger 96-gallon cart; just 25% of residents say they would oppose such a switch. The dynamics are similar for an alternate plan of charging \$27 for a 32-gallon cart, \$54 for a 64-gallon cart, and \$81 for a 96-gallon cart. Notably, in both cases, the intensity of support is split evenly between strong and soft



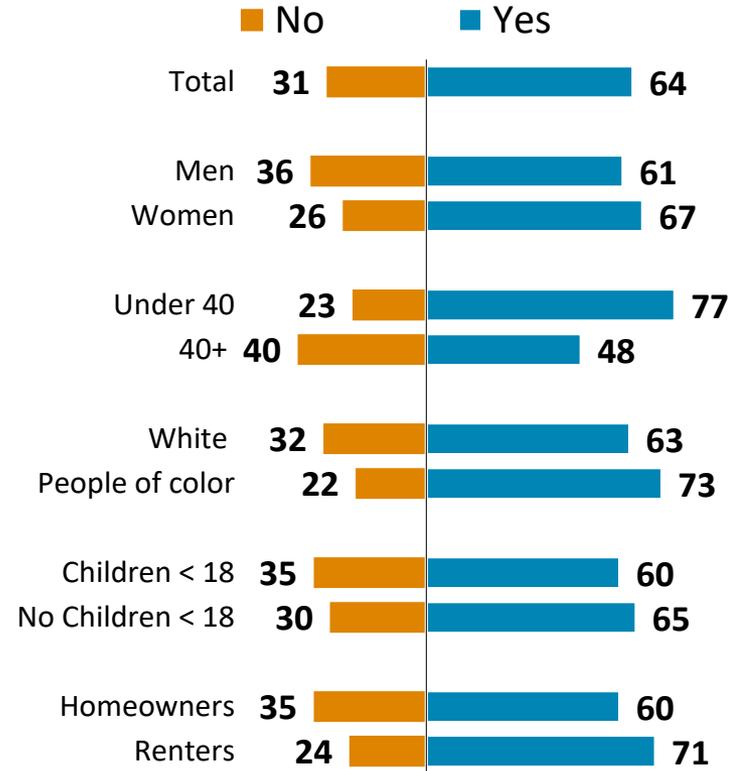
SSA: Q25.
SSB: Q26.

Support for the \$27 / \$29 / \$31 combination is strongest among residents under the age of 40 (particularly men), and parents with children under the age of 18. The former group also expresses the strongest level of support for the \$27 / \$54 / \$81 combination, just ahead of renters and people of color. In both cases, support is more measured among voters over the age of 40.

Support/Oppose for \$27 / \$29 / \$31

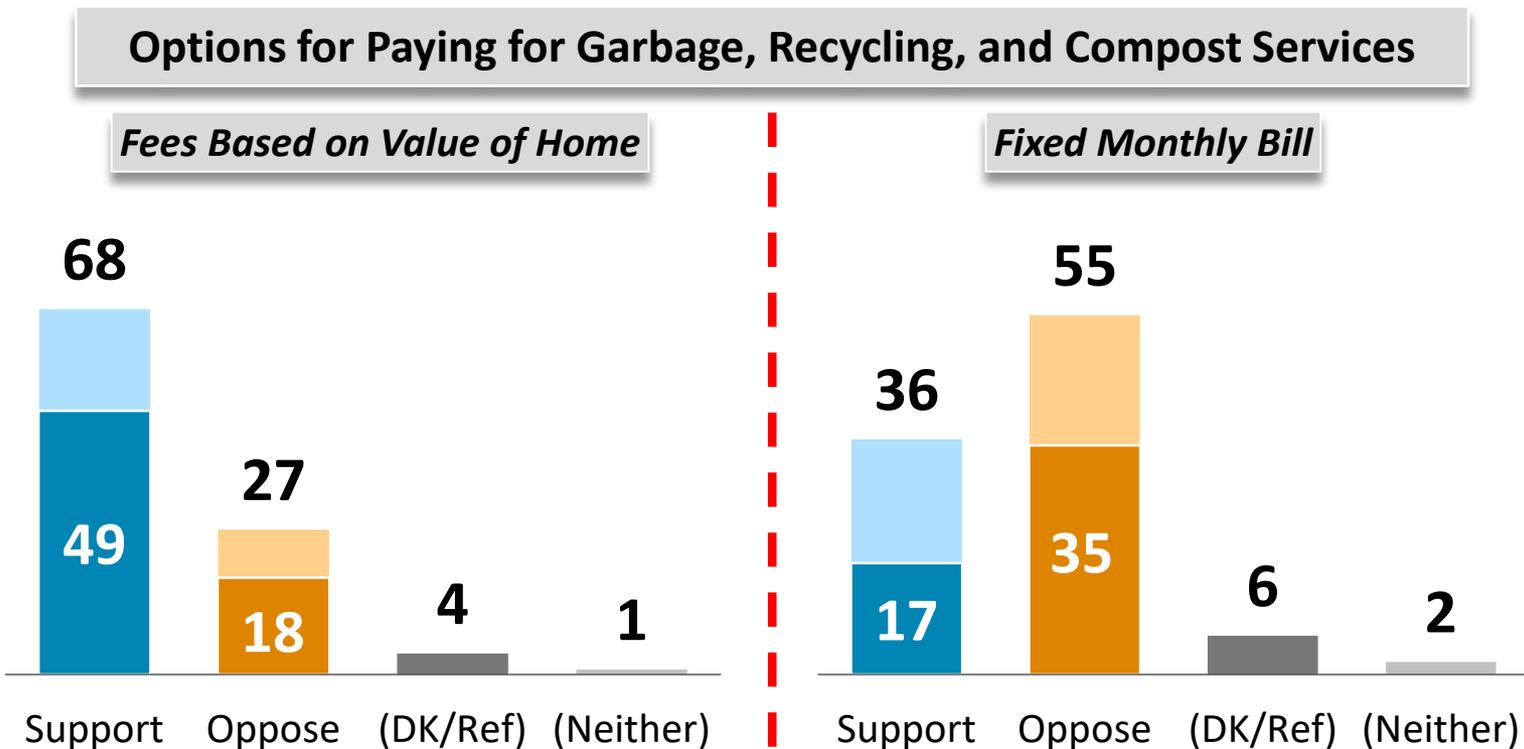


Support/Oppose for \$27 / \$54 / \$81



SSA: Q25.
SSB: Q26.

Close to seven-in-ten residents support the current system of tying the costs of services to the property value of homes, compared to less than one-in-three who oppose this system. Moreover, residents register firm opposition to switching to a system where all households are charged a fixed \$29 monthly rate for services rather than tying fees to property values, with only 36% of residents saying they would support such a shift.

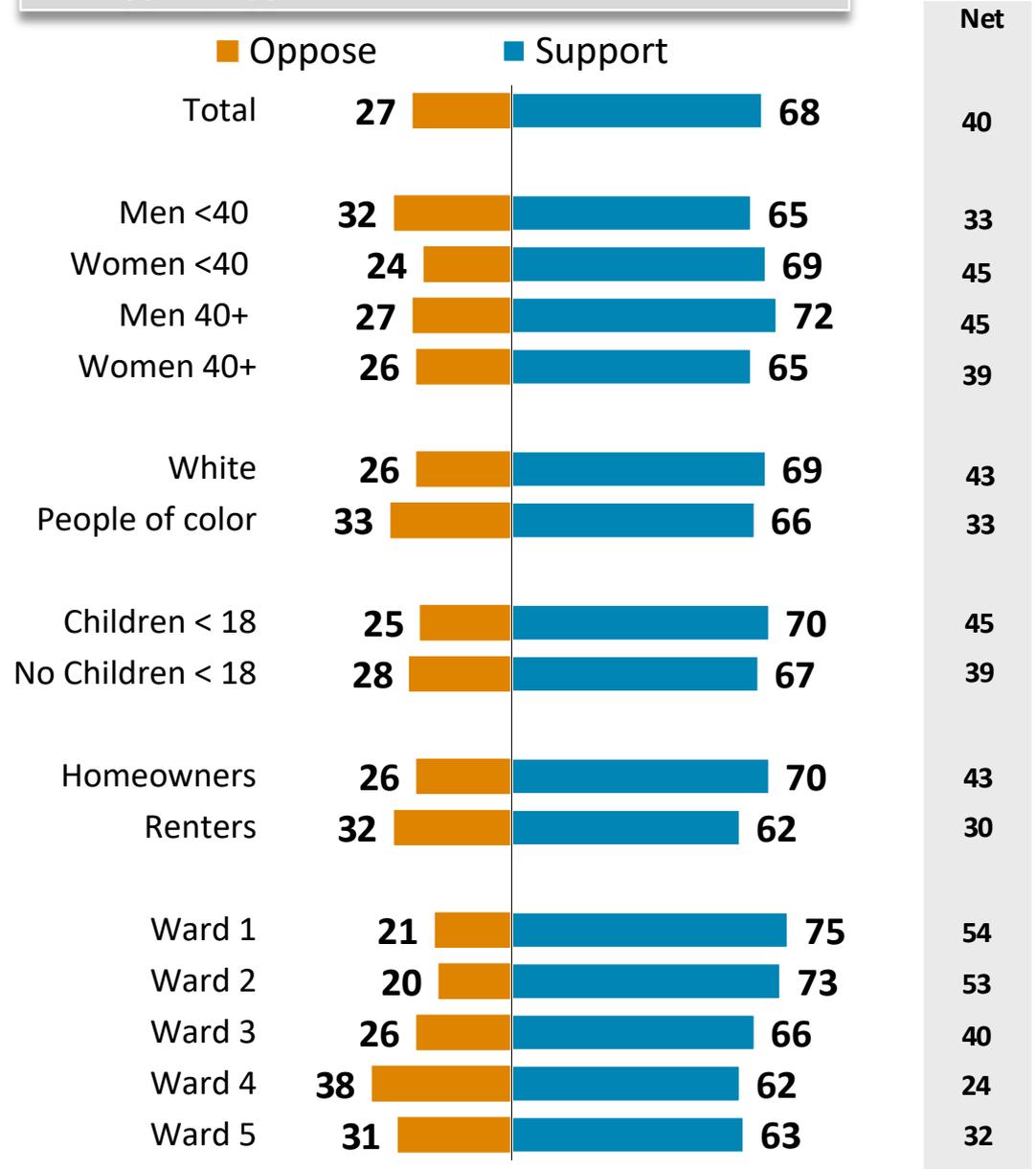


Q27. Garbage, recycling, and compost services in Ann Arbor are currently paid for through property taxes based on the value of your home, so higher value homes pay more, and lower value homes pay less for the same services. Do you [ROTATE] support or oppose paying for these services based on the value of your home?

Q28. In other communities, households receive a monthly bill for collection services instead of paying for these services through property taxes. In these communities, each household pays the same amount for the same services, regardless of the value of their home. In Ann Arbor, that monthly bill could be \$29 based on current services. Instead of the current method of paying for services through property taxes, would you [ROTATE] support or oppose paying a fixed monthly bill for these services?

Support/Oppose for Fee Based on Home Value

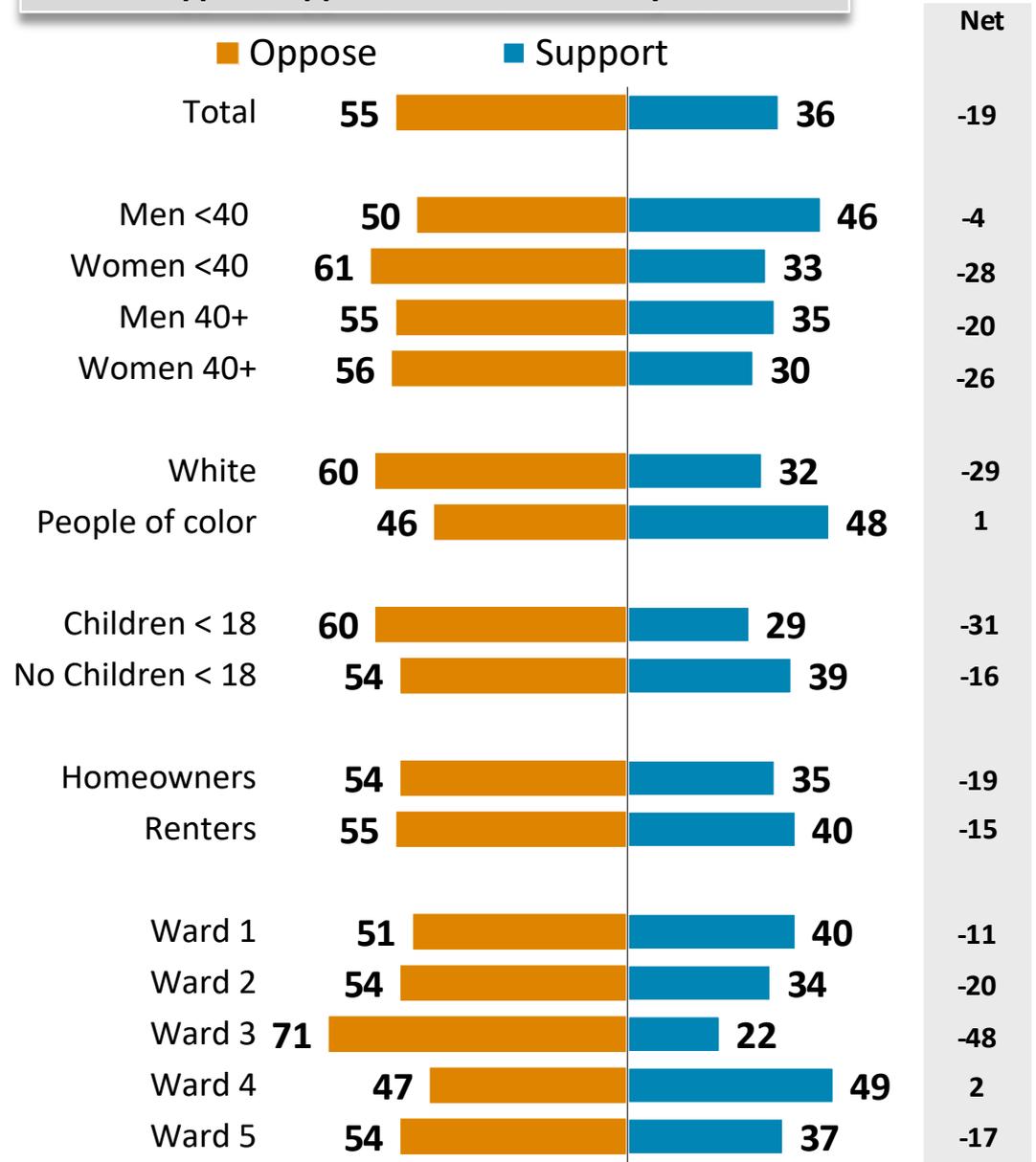
Solid majorities of every major subgroup of residents support the current system of tying solid waste collection services to the value of homes, with support especially strong among men over the age of 40, parents with children under the age of 18, homeowners, and residents of Wards 1 and 2. People of color, renters, and residents of Wards 4 and 5 are more measured in their support, but only in relative terms.



Q27. Garbage, recycling, and collection services in Ann Arbor are currently paid for through property taxes based on the value of your home, so higher value homes pay more, and lower value homes pay less for the same services. Do you [ROTATE] support or oppose paying for these services based on the value of your home?

Support/Oppose for Fixed Monthly Fee

With the exceptions of people of color and residents of Ward 4, a majority of every subgroup of residents opposes an alternative plan to charge all households a fixed \$29 monthly rate for solid waste collection services. Opposition is particularly strong among residents of Ward 3, parents with children under the age of 18, and (mostly white) women under 40.

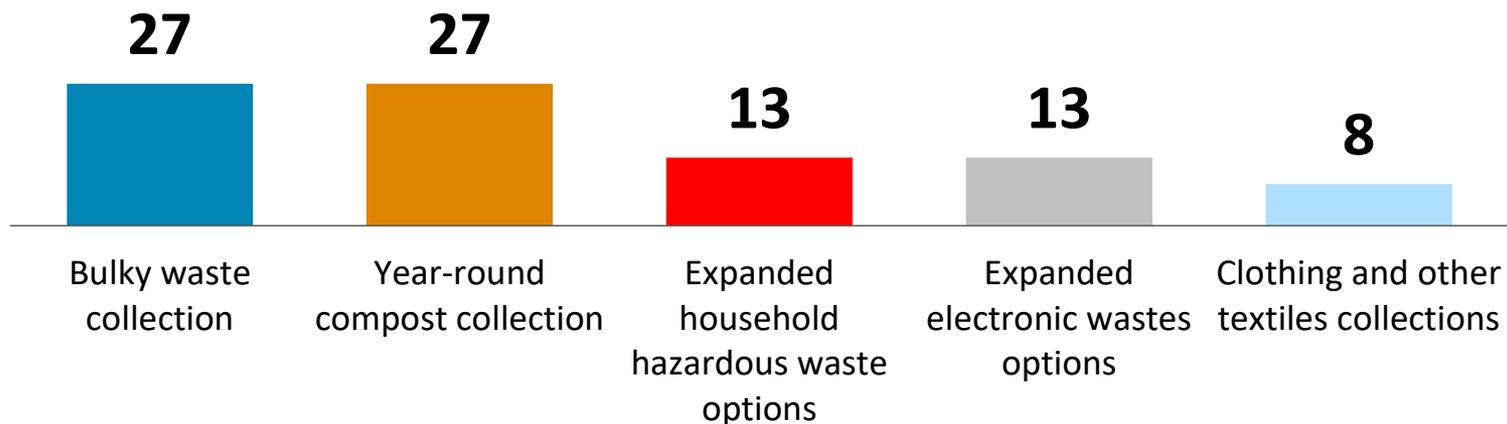


Q28. In other communities, households receive a monthly bill for collection services instead of paying for these services through property taxes. In these communities, each household pays the same amount for the same services, regardless of the value of their home. In Ann Arbor, that monthly bill could be \$29 based on current services. Instead of the current method of paying for services through property taxes, would you [ROTATE] support or oppose paying a fixed monthly bill for these services?

If costs were to increase in order to expand services, a similar number of residents say they would be most interested in year-round compost collection and bulky waste collection. Similar numbers of residents also express interest in the City expanding its current disposal options for hazardous and electronic wastes.

If costs increased but you were provided one new/expanded service, which would interest you most?

| Other Responses | |
|-------------------------------|----|
| Other | 1% |
| All of the above | 1% |
| None, don't want any increase | 7% |
| Don't know | 4% |



Q29. If costs increased but you were provided one new or expanded service, which would be of the most interest to you? **[READ AND RANDOMIZE:]**

Women over the age of 40, people of color, and residents of Wards 2 and 3 are the most likely to prefer increased costs go towards expanded bulky waste collection. Voters under 40 (especially women), renters, parents with children under the age of 18, and renters are the most likely to prefer they go towards year round compost collection. Men over the age of 40 and parents disproportionately prefer cost increases go towards expanded hazardous waste options while men under 40 and residents of Ward 4 prefer additional clothing and other textile collection.

If costs increased but you were provided one new/expanded service, which would interest you most?

Disproportionately – bulky waste collection

- TOTAL (27%)
- Ward 3 40+ (37%)
- White women (34%)
- Women 40+ (33%)
 - Ward 3 (33%)
- People of color (32%)
 - Ward 2 (32%)

Disproportionately – year-round compost collection

- TOTAL (27%)
- Women < 40 (39%)
- Under 30 (34%)
- White < 40 (34%)
- Ward 3 (34%)
- Renters (33%)
- Under 40 (32%)
- Parents (32%)

Disproportionately – expanded household hazardous waste options

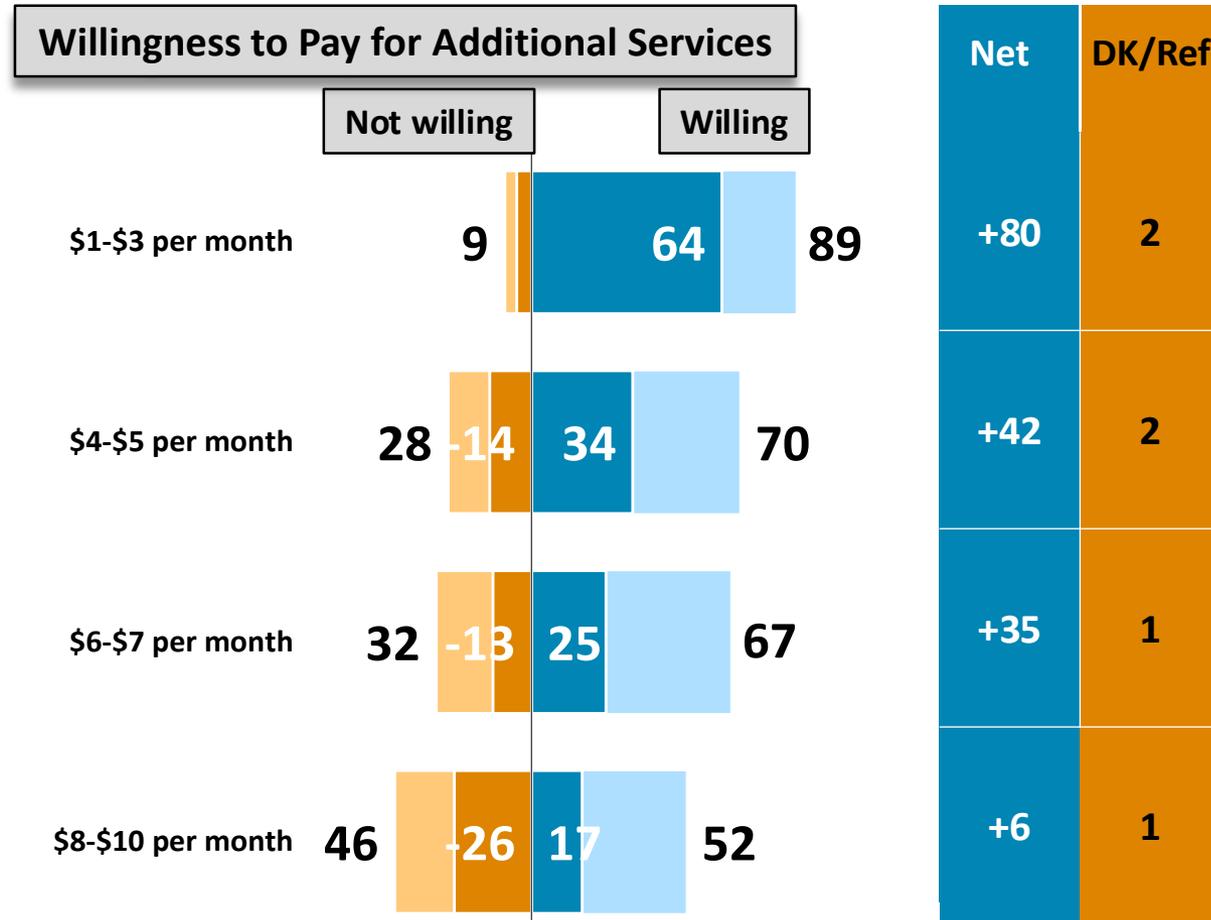
- TOTAL (13%)
- 40-49 (23%)
- Men 40+ (22%)
- White men (19%)
- White 40+ (18%)
- Parents (18%)

Disproportionately – clothing or other textile collection

- TOTAL (13%)
- Men < 40 (19%)
- 30-39 (18%)
- Ward 4 (18%)
- Ward 5 men (18%)

Q29. If costs increased but you were provided one new or expanded service, which would be of the most interest to you? **[READ AND RANDOMIZE:]**

Nearly nine-in-ten residents say they would be willing to pay \$1-\$3 per month for expanded services and 70% say the same for \$4-\$5 per month. While 67% of residents say they would be willing to pay \$6-\$7 per month, support is soft. And while a narrow majority of residents say they would be willing to pay \$8-\$10 per month, the intensity of the opposition outpaces the intensity of support.



Q30. Now I am going to read you some potential cost increases over the current average \$ 29 per month per household in order for the City to provide new or expanded service. Based on the service you identified in the last question, please tell me how willing you would be to pay that increase in cost in order to expand solid waste services: VERY willing. SOMEWHAT willing. NOT TOO willing, or NOT AT ALL willing. [RANDOMIZE]

Parents with children under the age of 18, renters, and residents under the age of 40 express the most willingness to pay \$1-\$5 dollars for expanded services while residents over 40 and homeowners tend to display the most apprehension. There is a noticeable drop-off in willingness among all groups when entering the \$6-\$10 range, with only renters and, to a lesser extent, people of color, displaying disproportionate levels of support for this range.

| % Very Willing | Total | Men | Women | Under 40 | 40+ | White | People of Color | Children <18 | No children | Owners | Renters |
|--------------------|-------|-----|-------|----------|-----|-------|-----------------|--------------|-------------|--------|---------|
| \$1-\$3 per month | 64 | 65 | 63 | 75 | 50 | 66 | 63 | 80 | 60 | 58 | 77 |
| \$4-\$5 per month | 34 | 34 | 35 | 37 | 31 | 35 | 36 | 39 | 33 | 31 | 36 |
| \$6-\$7 per month | 25 | 29 | 20 | 28 | 20 | 25 | 23 | 27 | 24 | 21 | 32 |
| \$8-\$10 per month | 17 | 19 | 16 | 20 | 14 | 15 | 25 | 15 | 18 | 16 | 18 |

Q30. Now I am going to read you some potential cost increases over the current average \$29 per month per household in order for the City to provide new or expanded service.

Based on the service you identified in the last question, please tell me how willing you would be to pay that increase in cost in order to expand solid waste services: VERY willing. SOMEWHAT willing. NOT TOO willing, or NOT AT ALL willing. **[RANDOMIZE]**

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