

# *Executive Summary*





# Single Page Summary

The Vashon Island Solid Waste survey was conducted between January 19th 2022 and March 1st 2022. A variety of outreach methods were used to give all residents and businesses the opportunity to participate in the survey. The survey resulted in a total of 1106 responses from residents and 40 responses by businesses on the island. The survey covered several topics such as current waste management practices, overall attitudes toward waste management on the island, level of support for an on-island composting facility, willingness to pay for curbside compost pickup, and demand/price expectations for locally sourced compost and mulch.

## **Current Solid Waste Behaviors**

- Currently, 65% of residents on Vashon Island have curbside garbage collection and 44% have curbside recycling.
- 34% of Vashon residents have no curbside waste collection.
- Nearly all (95%) residents separate their yard waste.
- A large majority (84%) of residents separate their food waste.

## **Overall Concept Support**

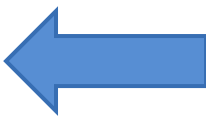
- Nearly all residents (96%) surveyed support the idea of an on-island organics waste composting facility -- 86% strongly support this idea.

## **Willingness to Pay for Curbside Organics Collection**

- Just over one third (34%) of residents reported they would definitely sign up for curbside organics collection at a reasonable price, the same percentage that currently reports having curbside recycling.
- Overall, the price that would create the maximum adoption of curbside compost is \$4. At this price, roughly half of respondents say they would sign up for this service.
- The same analysis provides an estimate for maximizing revenue. That is while adoption rates may drop slightly with increasing prices, revenue continues to increase until the price reaches \$6, at which point revenue would start to decline.
- Note, respondents were not given any context in terms of prices currently paid elsewhere in King County for curbside compost collection

## **Pricing Expectations for On-Island Compost/Mulch**

- Overall, when purchasing locally generated compost or mulch, residents expect to pay roughly the same, or a little less than the prices they currently pay for compost generated elsewhere and shipped onto the island.



# How to Use This Report

Use this report is easy! Simply click on the item and make your selection in the drop-down menus and/or in the option lists

**Option lists:** click on an item to make selection (i.e. compare by age)

Compare by...

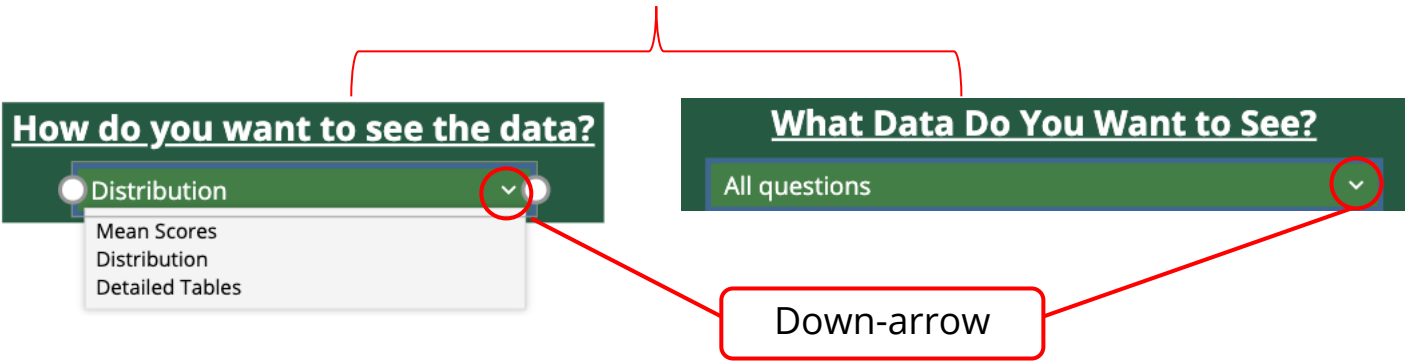
Age

Years on vashon

Resident or Business

Target Business

**Drop-down menus:** click the down-arrow, the drop-down list will appear, then click on an item to make the selection



In your result, the ↑/↓ arrow indicate a statistically significant difference between groups shown

# Survey Design and Methodology Overview

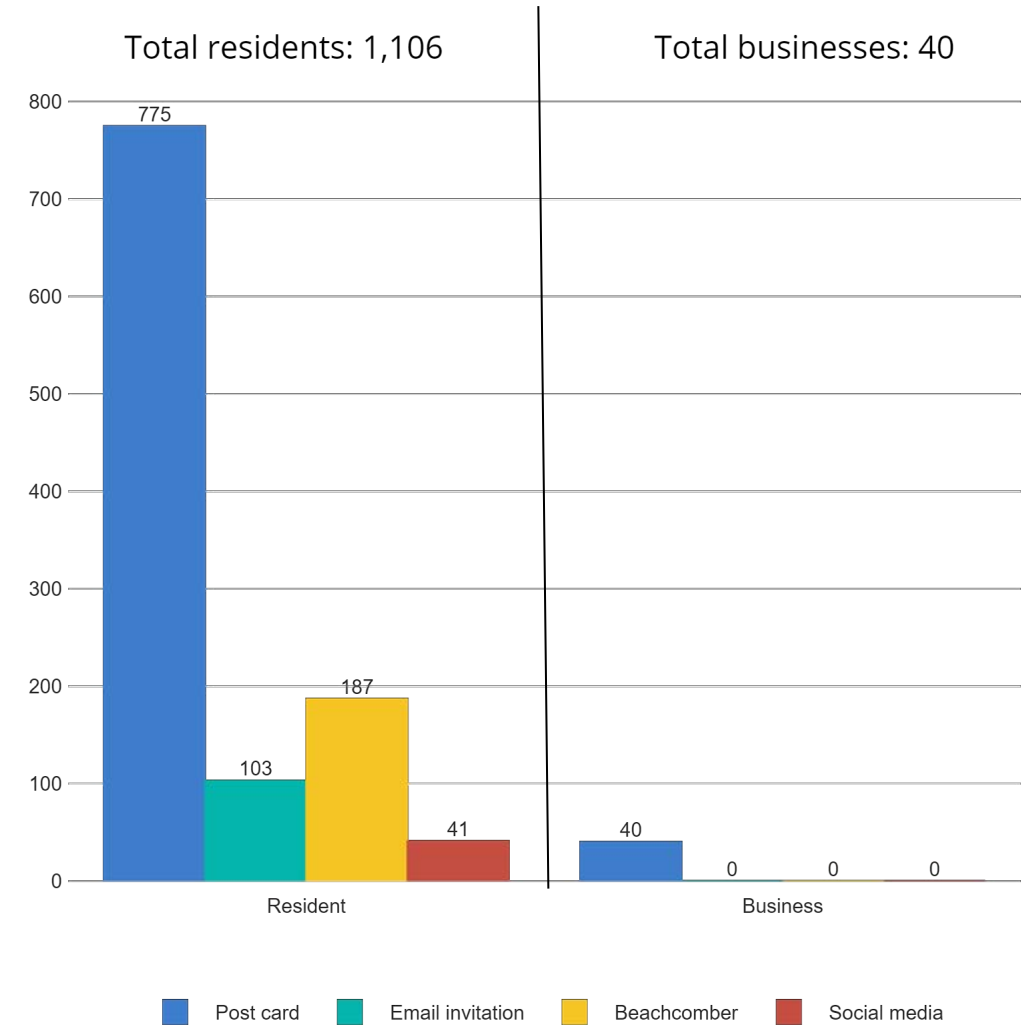
## Sample Methodology

The methodology used an address-based sample. ComEngage, LLC drew a list of all residential addresses on Vashon Island (including PO boxes) as well as a list of businesses located on the island. The list was run against a database to append phone numbers and/or email addresses. All residential addresses received a post-card inviting them to complete the survey. Residents were also emailed and called as needed. Finally, survey instructions were published in the Beachcomber and on social media.

## Questionnaire Design

The objectives of the survey were:

1. To gather information from residents of and businesses on Vashon Island regarding their current practices for solid waste disposal, in particular organic waste,
2. Understand the general awareness of and attitudes towards the County developing an on-Island organics composting facility,
3. Gather data regarding demand for curbside compost collection, and
4. Gather baseline data regarding demand for mulch and compost.



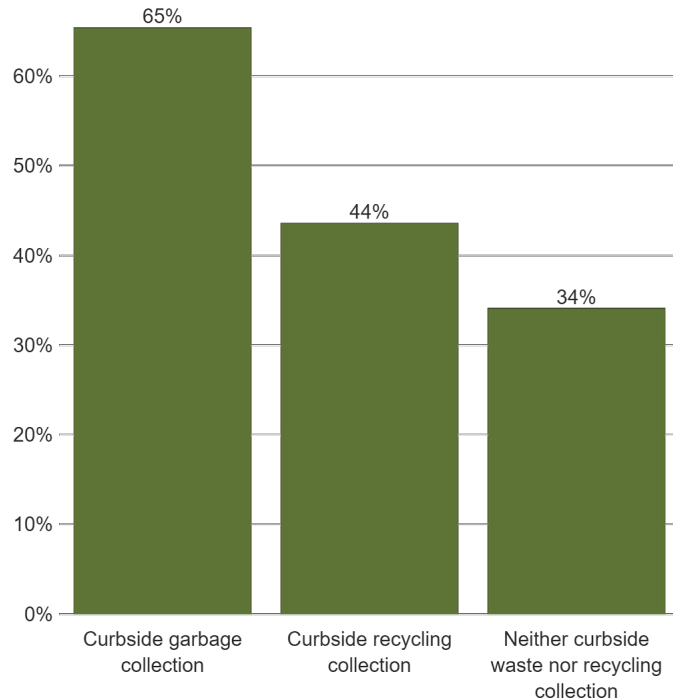
# Current Trash and Recycling Practices

## Current Curbside Service

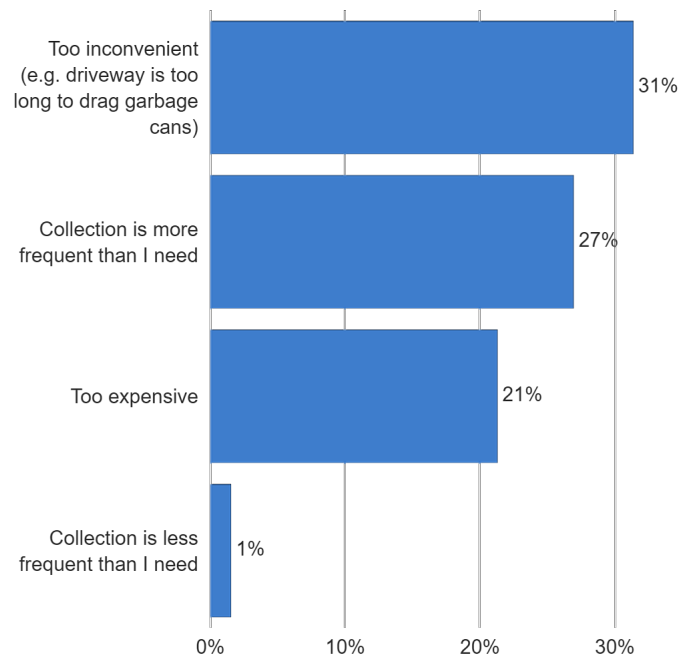
Currently, 65% of residents on Vashon Island have curbside garbage collection and 44% have curbside recycling. 34% of Vashon residents have no curbside waste collection.

The primary reasons for not having curbside service are Too inconvenient (e.g. driveway is too long to drag garbage cans) and Collection is more frequent than I need.

Current Curbside Waste Participation



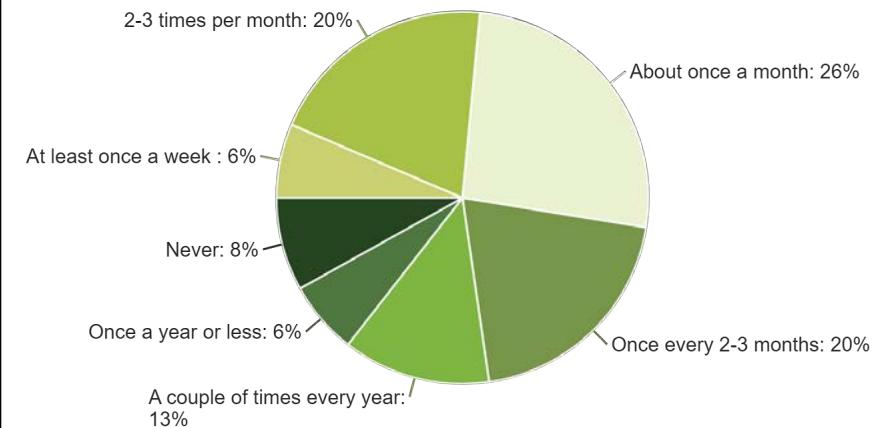
Primary Reason No Curbside Collection

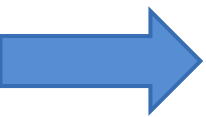
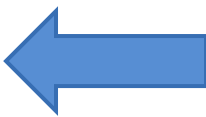


## Transfer Station use

Nearly all (92%) residents have visited a transfer station in the past year. The majority (53%) visit the transfer station at least once a month.

Frequency of Using Transfer Station





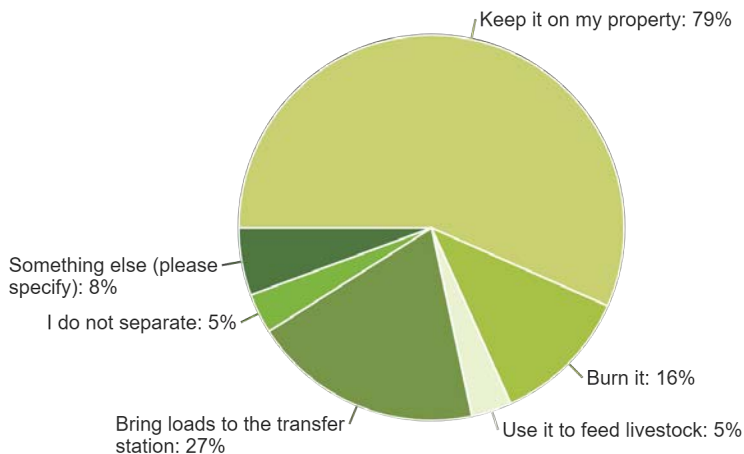
# Current Organics Waste Practices

## Yard Waste

Nearly all (95%) residents separate their yard waste.

The most common methods for managing yard waste are piling or processing on property (79%) and taking it to the transfer station (27%).

Current Practices with Yard Waste

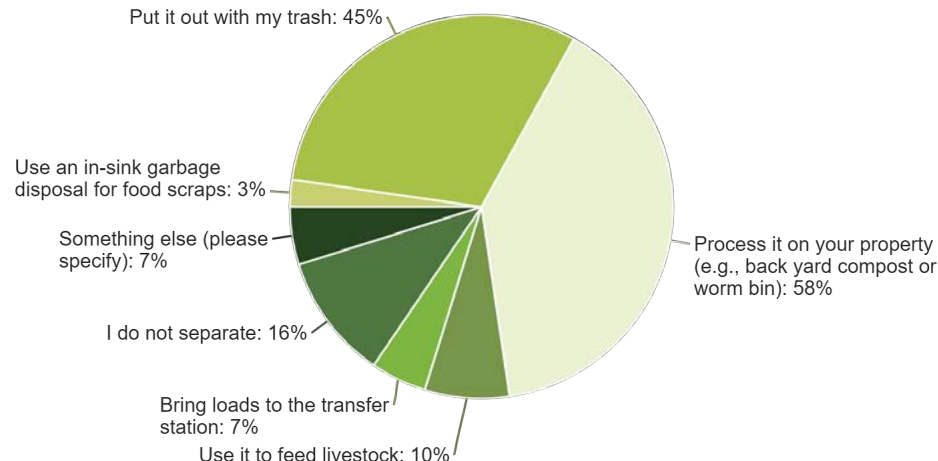


## Food Waste

A large majority (84%) of residents separate their food waste.

Among those that separate food waste, the most common methods for disposing of it are processing it on their own property (58%) and putting it out with trash to be collected by the waste management company (45%).

Current Practices with Food Waste

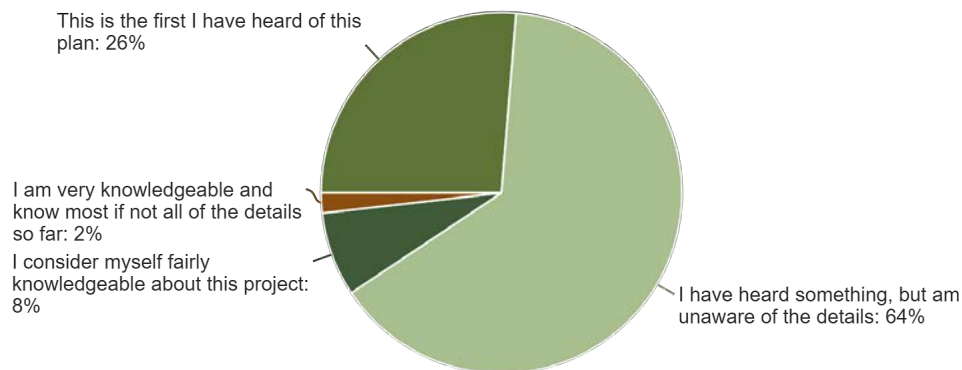


# Knowledge and Overall Support for an On-Island Organics Facility

## Awareness of Facility Plans

- Only 10% of surveyed respondents consider themselves knowledgeable about the project. Awareness is low, vague at best.
- Overall, 64 percent of surveyed residents state they have heard something about developing an on-island organics processing facility but are not aware of the details. However, a significant percent of residents (26%) stated that the survey was the first they have heard about the plan of creating an on-island organics processing facility.

Knowledge of Plans for an On-Island Organics Waste Facility



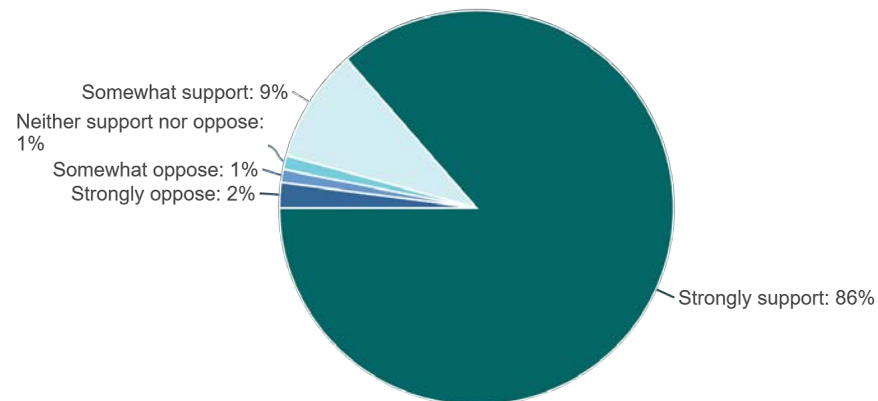
## Overall Support for an On-Island Facility

- Despite low awareness, support for the concept was strong enough to be considered a consensus.
- Nearly all residents (96%) surveyed support the idea of an on-island organics waste composting facility -- 86% strongly support this idea.

## Other Key Aspects of KCSWD's Zero Waste concept

- HUGE support for KCSWD's Zero Waste concept – 90%strongly support, 6% somewhat support, 100% of high organic waste businesses support.
- 94% of residents support the project concept because of its environmental benefits.
- 87% of residents support the project concept to encourage recovery of more organic waste.

Overall Support for an On-Island Organics Waste Facility





# Introduction: Willingness to Pay for Curbside Compost

Residents were asked a series of six (6) pricing questions, shown below. Van Westendorp pricing analysis was then conducted to determine two price points. First the price point that would maximize trial / adoption rates. Second the price point that would maximize revenue.

Now we would like to get an idea for pricing of curbside organics pickup.

As a reminder, if adopted, curbside organics collection would pick up organic waste once every two weeks. It would include a single 96-gallon container (same size as standard recycling bin) plus you could put out up to ten (10) bags of yard waste.

Price for curbside organics pickup

At what price would curbside organics pickup be too expensive for you to consider?

At what price would curbside organics pickup seem expensive, but you would still consider signing up for it?

At what price would curbside organics pickup be a bargain--a great buy for the money?

At what price would curbside organics pickup be so cheap that you would doubt the waste management company could not make any money and would not offer it?

0%  100%

\$2 / month  
\$5 / month  
\$7 / month  
\$10 / month  
\$12 / month  
\$15 / month  
\$17 / month  
\$20 / month  
\$23 / month  
\$25 / month  
\$30 / month  
\$35 / month

How likely would you be to sign up for curbside organics collection if it were offered at \$20 / month?

Expensive but consider price.

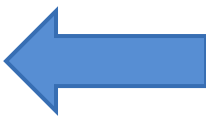
- ☐ Definitely would NOT sign up
- ☐ Probably would NOT sign up
- ☒ Might or might not sign up
- ☐ Probably would sign up
- ☐ Definitely would sign up

How likely would you be to sign up for curbside organics collection if it were offered at \$12 / month?

Bargain price.

- ☐ Definitely would NOT sign up
- ☐ Probably would NOT sign up
- ☒ Might or might not sign up
- ☐ Probably would sign up
- ☐ Definitely would sign up





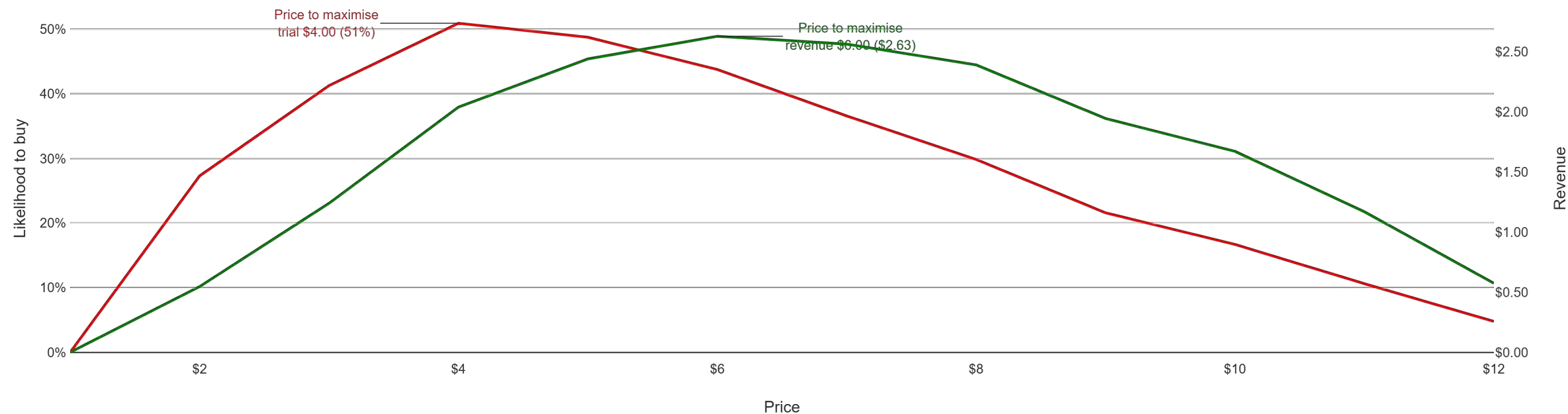
# Results: Willingness to Pay for Curbside Collection



Detailed analysis of the results indicated that residents currently without curbside garbage or recycling service were much more likely to place a very low value on curbside compost collection. Accordingly, the revised analysis, shown below, in the chart:

Overall, the price that would create the maximum adoption of curbside compost is \$4. At this price, roughly half of respondents say they would sign up for this service.

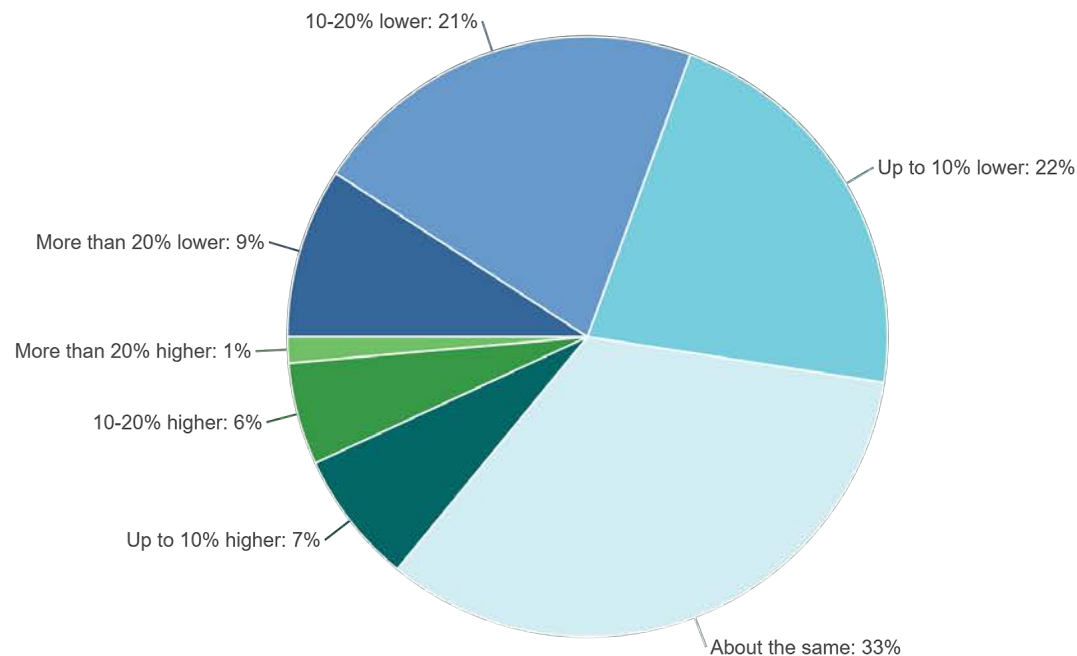
The same analysis provides an estimate for maximizing revenue. That is while adoption rates may drop slightly with increasing prices, revenue continues to increase until the price reaches \$6, at which point revenue would start to decline.



# Purchasing Locally Produced Compost and Mulch

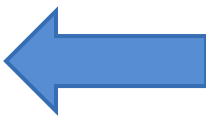
Overall, when purchasing locally generated compost or mulch, residents expect to pay roughly the same, or a little less than the prices they currently pay for compost generated elsewhere and shipped onto the island.

Knowledge of Plans for an On-Island Organics Waste Facility



# ***Survey Methodology and Development***





# How to Use This Report

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**Option lists:** click on an item to make selection (i.e. compare by age)

Compare by...

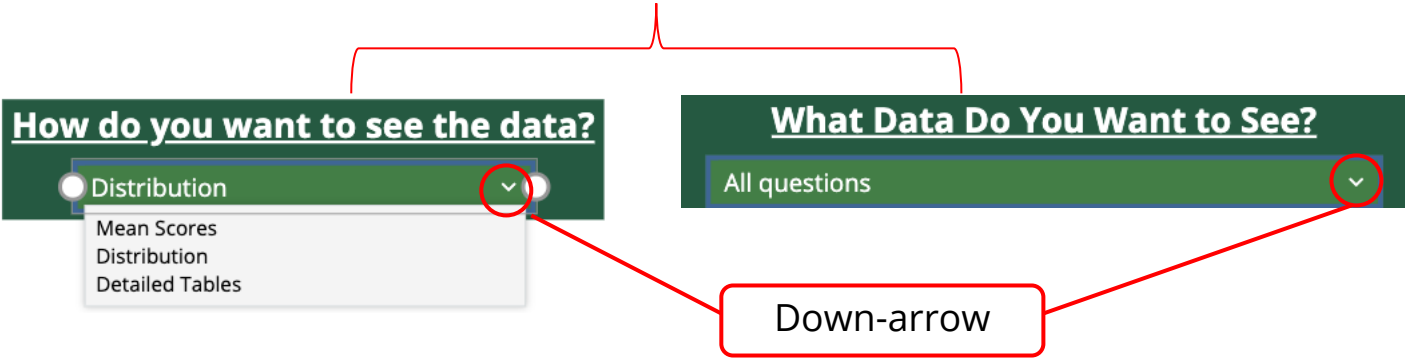
Age

Years on vashon

Resident or Business

Target Business

**Drop-down menus:** click the down-arrow, the drop-down list will appear, then click on an item to make the selection



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# Questionnaire Design

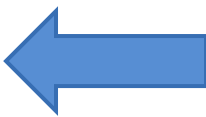


The questionnaire for the 2022 Vashon Island local compost facility survey was developed in partnership between ComEngage, LLC, King County Department of Solid Waste, and Zero Waste Vashon. The objectives of the survey were:

1. To gather information from residents of and businesses on Vashon Island regarding their current practices for solid waste disposal, in particular organic waste,
2. Understand the general awareness of and attitudes towards the County developing an on-Island organics composting facility,
3. Gather data regarding demand for curbside compost collection, and
4. Gather baseline data regarding demand for mulch and compost.

The survey was organized into the following parts:

- Screeners and Home/Business Characteristics
- General Waste Stream Attitudes
- Current Garbage and Recycling Practices
- Current Practices with Organic Waste
- Local Organics Facility
- Curbside Compost Demand
- Curbside Compost Pricing
- Demand for Mulch and Compost
- Demographics



# Survey Methodology



The methodology used an address-based sample.

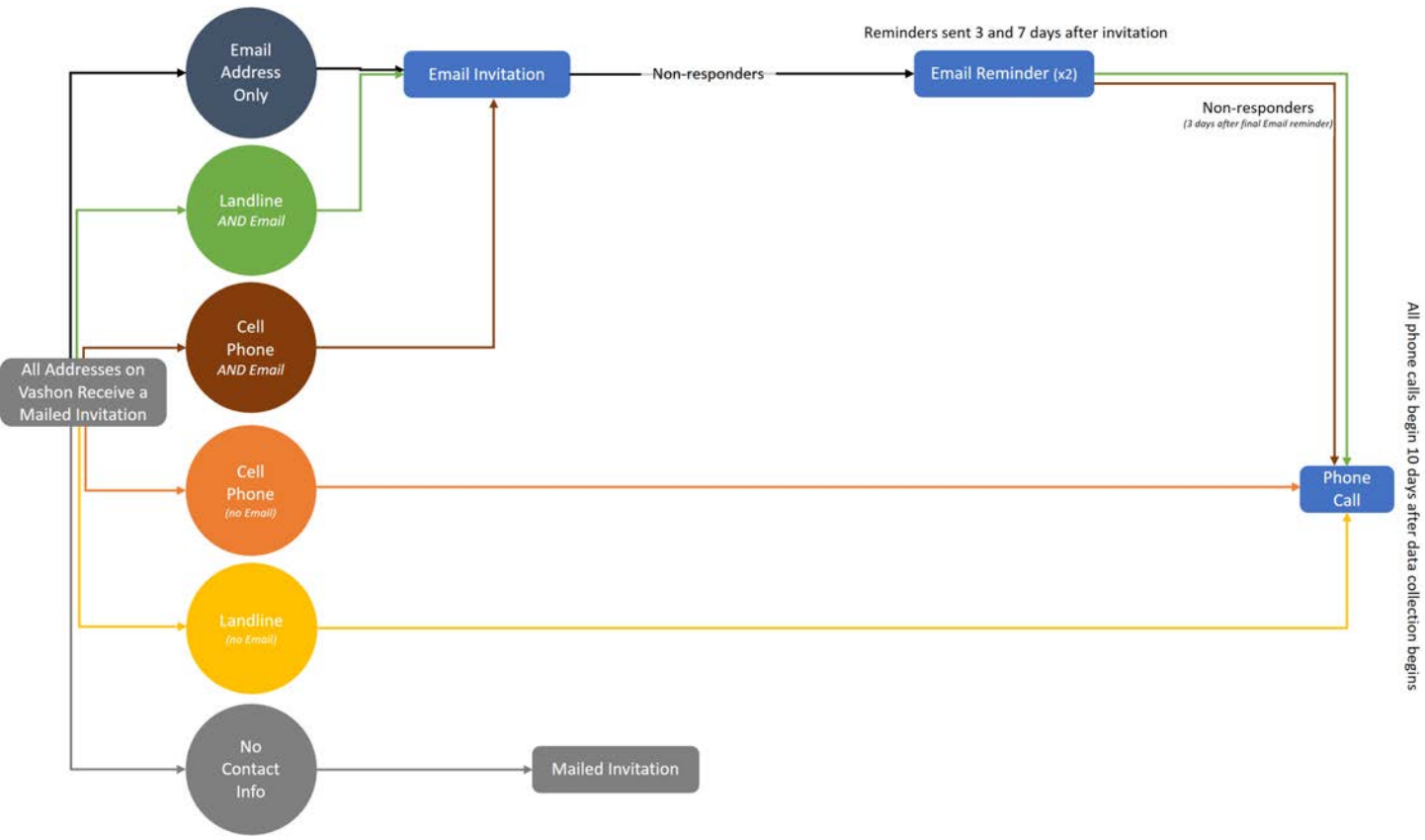
ComEngage, LLC drew a list of all residential addresses on Vashon Island (including PO boxes) as well as a list of businesses located on the island.

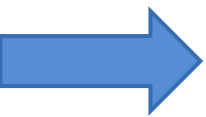
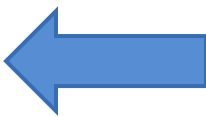
This list was then matched against a comprehensive database to determine if the household had a matching landline or cell phone number. Additionally, email addresses were appended where possible.

All addresses and businesses on the lists were sent a post-card inviting them to participate in the survey. The invitation had a Survey ID unique for each household. Additionally, residents with email addresses and/or phone numbers were also contacted in a variety of ways as shown in the flowchart to the right depending on the contact information available.

Finally, public links were published in the Beachcomber as well as online.

Data collection began on 19 January 2022 and data are current as of 01 Mar 2022.





# Completed Surveys

The methodology used an address-based sample.

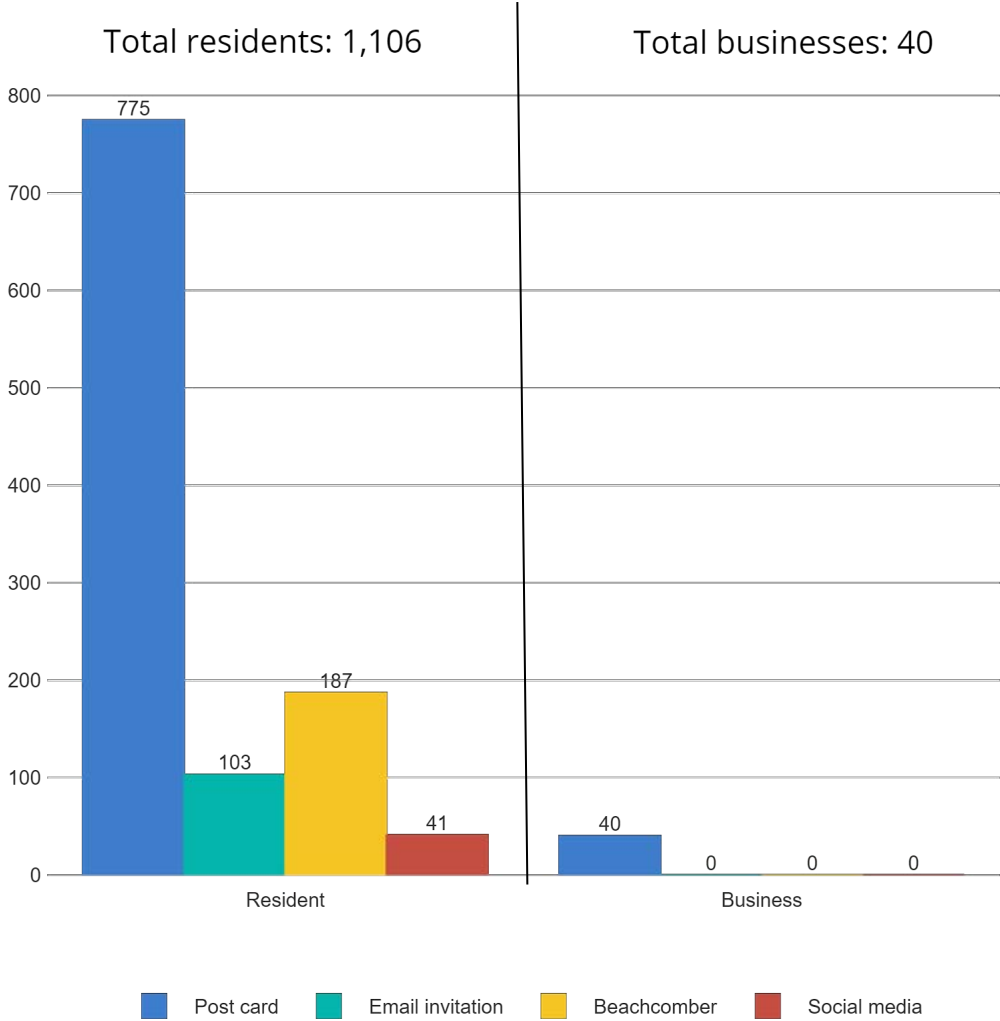
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Finally, public links were published in the Beachcomber as well as online.

Data collection began on 19 January 2022 and ended on 14 March 2022.





# Demographics and Weighting

The survey effort resulted in a very high response rate compared to most push-to-web resident studies. Nealy one in four households participated. Even with a high response rate data are not perfectly representative thus the data were weighted for age within gender. The tables to the right provide the unweighted and weighted proportions compared to the population data (2019 ACS).

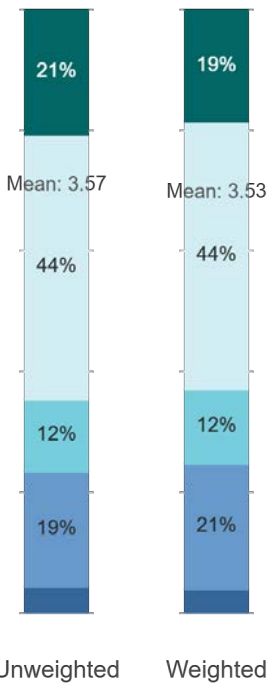
## Select Survey Source

All residents

		Population	Unweighted data	Weighted data
Gender	Male	46%	36%	46%
	Female	54%	63%	54%
	Other	0%	1%	0%

		Population	Unweighted data	Weighted data
Age	18 to < 25	4%	0%	4%
	25 to < 35	11%	3%	11%
	35 to < 45	11%	12%	11%
	45 to < 55	17%	15%	17%
	55 to < 65	24%	23%	24%
	65+	34%	47%	33%

		Population	Unweighted data	Weighted data
Income	Less than \$35,000	23%	7%	7%
	\$35,000 to less than \$50,000	11%	12%	10%
	\$50,000 to less than \$100,000	23%	29%	33%
	\$100,000 to less than \$150,000	18%	25%	22%
	More than \$150,000	25%	26%	29%



The chart to the left shows the impact weighting has on the results. While some numbers change by a slight amount (usually within 1-2 percentage points) the narrative is not impacted by weighting and the results shown are valid.

\*Only residential data were weighted. Businesses remain unweighted.

# Survey Respondents Demographics



# Demographics: Resident

## What Data Do You Want to See?

Age

	Farm or orchard	Heavily wooded	Yard	Something else	All Respondents
Average	50	56	55	58	55
18 to < 25	0%	0%	6%	0%	4%
25 to < 35	23%↑	11%	10%	15%	11%
35 to < 45	20%↑	10%	11%	3%↓	11%
45 to < 55	17%	20%	16%	21%	17%
55 to < 65	18%	27%	24%	22%	24%
65+	22%↓	32%	34%	39%	33%
Count	(n= 53)	(n= 294)	(n= 679)	(n= 57)	(n=1,083)

## Compare by...

Age  
Years on Vashon  
Property Type  
Survey Source



**King County**  
Department of  
Natural Resources and Parks  
**Solid Waste Division**

Waste  
Prevention

Resource  
Recovery

Waste  
Disposal

# Demographics: Business

## What Data Do You Want to See?

Business Type

	<5	5 to <10	10 to <20	20+	All Respondents
Restaurant, brewery, winery, or food processing	20%	33%	8%	6%	10%
Food retailer or distributor	0%	0%	0%	0%	0%
Landscaping	0%	0%	8%	11%	8%
Nursery or garden store	0%	0%	8%	0%	3%
Farming or agricultural	20%	0%	23%	17%	18%
A business or institution provides food services to people	0%	0%	0%	0%	0%
Some other type of business (please tell us)	60%	67%	69%	67%	67%
I prefer not to say	0%	0%	0%	0%	0%
Count	(n= 5)	(n= 3)	(n=13)	(n=17)	(n=38)

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source



**King County**  
Department of  
Natural Resources and Parks  
**Solid Waste Division**

Waste  
Prevention

Resource  
Recovery

Waste  
Disposal

# General Waste Stream Attitudes



# Solid Waste Attitudes: Resident

## What Data Do You Want to See?

Overall, how satisfied are you with the solid waste...

## How do you want to see the data?

Detailed Tables

## Compare by...

Age  
Years on Vashon  
Property Type  
Survey Source

	Farm or orchard	Heavily wooded	Yard	Something else	All Respondents
Average	3.54	3.66	3.51	2.99↓	3.53
Very dissatisfied	9%↑	3%	3%	10%↑	4%
Somewhat dissatisfied	8%↓	18%	22%	33%↑	21%
Neither satisfied nor unsatisfied	20%	12%	12%	12%	12%
Somewhat satisfied	47%	44%	45%	35%	44%
Very satisfied	16%	23%↑	17%	10%↓	19%
Count	(n= 52)	(n= 290)	(n= 664)	(n= 56)	(n=1,062)

# Opinions of Current Services: Resident

## What Data Do You Want to See?

To what level to do you support or oppose the recov...

## How do you want to see the data?

Detailed Tables

## Compare by...

Age  
Years on Vashon  
Property Type  
Survey Source

	Farm or orchard	Heavily wooded	Yard	Something else	All Respondents
Average	4.88	4.81	4.85	4.78	4.83
Strongly oppose	1%	1%	1%	2%	1%
Somewhat oppose	0%	2%	1%	0%	1%
Neither support nor oppose	0%	1%	1%	2%	1%
Somewhat support	7%	8%	5%↓	10%	6%
Strongly support	92%	88%	91%	87%	90%
Count	(n= 53)	(n= 291)	(n= 671)	(n= 56)	(n=1,071)





# Solid Waste Attitudes: Business

## What Data Do You Want to See?

Overall, how satisfied are you with the solid waste...

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

	<5	5 to <10	10 to <20	20+	All Respondents
Average	3.4	3.33	3.08	3.61	3.38
Very dissatisfied	20%↑	0%	0%	6%	5%
Somewhat dissatisfied	0%	0%	23%	17%	15%
Neither satisfied nor unsatisfied	0%	67%↑	46%↑	11%↓	26%
Somewhat satisfied	80%↑	33%	31%	44%	44%
Very satisfied	0%	0%	0%	22%↑	10%
Count	(n= 5)	(n= 3)	(n=13)	(n=18)	(n=39)

# Opinions of Current Services: Business

## What Data Do You Want to See?

To what level to do you support or oppose the recov...

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	<5	5 to <10	10 to <20	20+	All Respondents
Average	5	5	5	4.83	4.92
Strongly oppose	0%	0%	0%	0%	0%
Somewhat oppose	0%	0%	0%	0%	0%
Neither support nor oppose	0%	0%	0%	0%	0%
Somewhat support	0%	0%	0%	17%↑	8%
Strongly support	100%	100%	100%	83%↓	92%
Count	(n= 5)	(n= 3)	(n= 13)	(n= 18)	(n= 39)



# Current Garbage and Recycling Practices



# Current Garbage and Recycling Practices: Resident

## What Data Do You Want to See?

All curbside collection services

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Curbside garbage collection	100%	65%	71%	71%	63%	59%↓	65%
Curbside recycling collection	100%	52%	57%↑	49%	39%	30%↓	44%
Neither curbside waste nor recycling collection	0%	35%	27%↓	29%	37%	41%↑	34%
Count	(n= 1)	(n= 28)	(n= 129)	(n= 163)	(n= 254)	(n= 508)	(n=1,083)



# Current Garbage and Recycling Practices: Business

## What Data Do You Want to See?

How often does your business bring garbage and/or...

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

Base: All businesses

	<5	5 to <10	10 to <20	20+	All Respondents
At least once a week	0%	0%	8%	0%	3%
2-3 times per month	40%	33%	23%	22%	26%
About once a month	0%	33%	15%	33%	23%
Once every 2-3 months	0%	0%	23%	39%↑	26%
A couple of times every year	40%↑	0%	23%	6%↓	15%
Once a year or less	20%	33%↑	8%	0%↓	8%
Never	0%	0%	0%	0%	0%
Count	(n= 5)	(n= 3)	(n=13)	(n=18)	(n=39)



# Current Practices – Organics



# Challenges to Separating Organics: Resident

## What Data Do You Want to See?

All challenges

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Average number of challenges faced	0	2.13	1.88	2	1.79	1.68	1.76
It's confusing/don't always know what is compostable	0%	8%	9%↓	15%	17%↑	14%	13%
There is no curbside collection of yard/food waste	0%	45%	51%↑	42%↑	33%	31%↓	36%
I have nowhere to compost on my property	0%	32%↑	20%	13%	13%	13%	15%
I don't have the right containers	0%	15%	8%↓	19%↑	11%	12%	12%
It is too inconvenient	0%	8%	8%	5%	5%	6%	6%
I'm concerned about odors	0%	15%	7%	16%↑	10%	9%	11%
The minimum fee at the Transfer Station is too high	0%	27%↑	19%	13%	14%	13%	15%
It takes too much time	0%	0%	4%	6%↑	3%	2%	3%
I'm concerned about vermin	0%	29%	28%	34%↑	25%	22%↓	25%
I don't understand why I would do this	0%	0%	0%	0%	2%↑	1%	1%
It's just not that important to me	0%	0%	1%	0%	0%	1%	0%
Something else (please specify)	0%	34%	33%	36%	44%↑	45%↑	39%
Count	(n= 1)	(n= 28)	(n= 129)	(n= 163)	(n= 254)	(n= 508)	(n=1,083)



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# Challenges to Separating Organics: Business

## What Data Do You Want to See?

All challenges

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon

Property Type

Type of Business

Survey Source

	<5	5 to <10	10 to <20	20+	All Respondents
Average number of challenges faced	1.4	2.67	1.69	1.56	1.67
It's confusing/don't always know what is compostable	20%	0%	31%	17%	21%
There is no curbside collection of yard/food waste	0%↓	100%↑	31%	22%	28%
I have nowhere to compost on my property	20%	0%	8%	11%	10%
I don't have the right containers	40%↑	0%	8%	6%	10%
It is too inconvenient	0%	67%↑	8%	0%↓	8%
I'm concerned about odors	0%	0%	8%	11%	8%
The minimum fee at the Transfer Station is too high	20%	0%	23%	6%	13%
It takes too much time	0%	33%↑	8%	0%	5%
I'm concerned about vermin	20%	67%	31%	28%	31%
I don't understand why I would do this	0%	0%	0%	0%	0%
It's just not that important to me	0%	0%	0%	0%	0%
Something else (please specify)	20%	0%	15%↓	56%↑	33%
Count	(n= 5)	(n= 3)	(n= 13)	(n= 18)	(n= 39)

# Current Practices with Separated Organics: Resident

## What Data Do You Want to See?

What do you currently do with the yard waste you...

Base: All respondents

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Keep it on my property	100%	81%	84%	80%	77%	74%↓	79%
Burn it	0%	13%	27%↑	22%↑	15%	13%↓	16%
Use it to feed livestock	0%	6%	9%↑	8%↑	4%	2%↓	5%
Bring loads to the transfer station	0%	18%	29%	25%	27%	33%↑	27%
I do not separate	0%	11%↑	5%	6%	5%	2%↓	5%
Something else (please specify)	0%	5%	5%	7%	9%	10%↑	8%
Count	(n= 1)	(n= 28)	(n= 129)	(n= 163)	(n= 254)	(n= 508)	(n=1,083)

## Compare by...

Age

Years on Vashon

Property Type

Survey Source



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# Organics Transfer Station: Resident

## What Data Do You Want to See?

Why do you choose not to bring food waste to the...

## How do you want to see the data?

Detailed Tables

Base: Residents that do not bring food waste to the transfer station

	Farm or orchard	Heavily wooded	Yard	Something else	All Respondents
The minimum fee is too high	21%	26%	23%	27%	24%
Odor while storing it before bringing it to the transfer station	14%	24%	21%	9%↓	21%
The location is not convenient	1%↓	9%	9%	7%	8%
I do not have a way to transport the waste	9%	7%	11%	10%	9%
I do not have a container to transport the waste without making a mess in my vehicle	9%↓	19%	24%↑	16%	21%
I did not know the transfer station accepted food waste	24%↓	45%	39%	41%	40%
I have seen/heard that the transfer station employees just throw it in the garbage	9%	6%	4%	4%	5%
Something else (please specify)	60%↑	39%	34%	33%	37%
Count	(n= 51)	(n=277)	(n=600)	(n= 50)	(n=978)

## Compare by...

Age

Years on Vashon

Property Type

Survey Source



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# Current Practices with Separated Organics: Business

## What Data Do You Want to See?

What does your business currently do with the food...

Base: All respondents

	<5	5 to <10	10 to <20	20+	All Respondents
Use an in-sink garbage disposal for food scraps	0%	0%	0%	0%	0%
Put it out with my trash	100%	67%	25%	43%	42%
Process it on your property (e.g., back yard compost or worm bin)	40%	33%	46%	61%	51%
Use it to feed livestock	0%	33%	15%	6%	10%
Bring loads to the transfer station	0%	0%	0%	6%	3%
I do not separate	20%	100%↑	31%	17%	28%
Something else (please specify)	40%	0%	15%	22%	21%
Count	(n= 5)	(n= 3)	(n= 13)	(n= 18)	(n= 39)

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

# Organics Transfer Station: Business

## What Data Do You Want to See?

Why does your business choose not to bring food wa...

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

Base: Businesses that do not bring food waste to the transfer station

	<5	5 to <10	10 to <20	20+	All Respondents
The minimum fee is too high	40%	33%	31%	12%↓	24%
Odor while storing it before bringing it to the transfer station	20%	0%	23%	18%	18%
The location is not convenient	20%↑	0%	0%	0%	3%
I do not have a way to transport the waste	0%	0%	8%	29%↑	16%
I do not have a container to transport the waste without making a mess in my vehicle	20%	33%	15%	24%	21%
I did not know the transfer station accepted food waste	20%	33%	46%	35%	37%
I have seen/heard that the transfer station employees just throw it in the garbage	20%	33%↑	8%	0%↓	8%
Something else (please specify)	40%	33%	31%	53%	42%
Count	(n= 5)	(n= 3)	(n=13)	(n=17)	(n=38)

# Local Organic Facility



# Knowledge of Local Organics Facility: Resident

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
This is the first I have heard of this plan	0%	31%	26%	34%↑	28%	23%↓	26%
I have heard something, but am unaware of the details	100%	66%	64%	56%↓	61%	67%	64%
I consider myself fairly knowledgeable about this project	0%	3%	9%	8%	8%	8%	8%
I am very knowledgeable and know most if not all of the details so far	0%	0%	1%	2%	3%	2%	2%
Count	(n= 1)	(n= 28)	(n= 128)	(n= 163)	(n= 254)	(n= 508)	(n=1,082)



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# Support for Local Organics Facility: Resident

## How do you want to see the data?

Detailed Tables

## Compare by...

Age  
Years on Vashon  
Property Type  
Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Average	5	4.87	4.84↑	4.7	4.75	4.74	4.77
Strongly oppose	0%	0%	2%↓	3%	2%	2%	2%
Somewhat oppose	0%	0%	0%↑	2%	1%	1%	1%
Neither support nor oppose	0%	0%	3%	1%	1%	1%	1%
Somewhat support	0%	13%	1%	10%	11%	11%	9%
Strongly support	100%	87%	94%	84%	85%	84%	86%
Count	(n= 1)	(n= 28)	(n= 127)	(n= 161)	(n= 250)	(n= 504)	(n=1,071)



# Reasons for supporting or opposing local organics facility: Resident

## What Data Do You Want to See?

Why do you support the idea of having an on-island...

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

Base: Residents that are neutral or support the facility (agreement was >= 3)

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Environmental benefits – e.g., closed loop, circular economy, reduced carbon footprint	100%	100%↑	94%	95%	92%	92%↓	94%
Support local businesses	100%	58%	55%	49%	48%	41%↓	50%
Higher quality compost	100%	50%	49%	39%↓	48%	40%↓	46%
Less expensive compost	100%	65%↑	56%	47%	51%	37%↓	50%
Encourage residents and businesses to recover more organic waste	100%	94%	88%	89%	87%	83%↓	87%
Other (please specify)	100%	3%	7%	6%	7%	4%↓	10%
Count	(n= 1)	(n= 28)	(n= 122)	(n= 153)	(n= 241)	(n= 483)	(n=1,028)



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# Knowledge of Local Organics Facility: Business

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

	<5	5 to <10	10 to <20	20+	All Respondents
This is the first I have heard of this plan	20%	0%	38%↑	17%	23%
I have heard something, but am unaware of the details	60%	67%	54%	83%↑	69%
I consider myself fairly knowledgeable about this project	20%	33%↑	8%	0%↓	8%
I am very knowledgeable and know most if not all of the details so far	0%	0%	0%	0%	0%
Count	(n= 5)	(n= 3)	(n=13)	(n=18)	(n=39)

# Support for Local Organics Facility: Business

## How do you want to see the data?

Detailed Tables

	Not a high waste generating business	High organic waste generating business	All Respondents
Average	4.81	4.77	4.8
Strongly oppose	0%	0%	0%
Somewhat oppose	0%	0%	0%
Neither support nor oppose	4%	0%	2%
Somewhat support	11%	23%	15%
Strongly support	85%	77%	82%
Count	(n=27)	(n=13)	(n=40)

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source



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# Reasons for supporting or opposing local organics facility: Business

## What Data Do You Want to See?

Why do you support the idea of having an on-island...

## How do you want to see the data?

Detailed Tables

Base: Businesses that are neutral or support the facility (agreement was  $\geq 3$ )

	<5	5 to <10	10 to <20	20+	All Respondents
Environmental benefits – e.g., closed loop, circular economy, reduced carbon footprint	100%	100%	85%	94%	92%
Support local businesses	80%	67%	46%	39%	49%
Higher quality compost	60%	33%	46%	61%	54%
Less expensive compost	20%	33%	38%	50%	41%
Encourage residents and businesses to recover more organic waste	100%	100%	69%	83%	82%
Other (please specify)	0%	0%	0%	6%	3%
Count	(n= 5)	(n= 3)	(n= 13)	(n= 18)	(n= 39)

## Compare by...

Years on Vashon

Property Type

Type of Business

Survey Source



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# Attitudes Regarding Local Compost Facility - Residents

## What Data Do You Want to See?

All questions

## How do you want to see the data?

Detailed Tables

When 'All questions' is selected, outputs are not compared across the 'Compare by' list on the right.

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	I have some concerns about where they might locate the facility.	This facility will encourage me to separate my organics from other waste	I like the idea of knowing that the compost comes from the island	It's hard to find enough compost here on Vashon Island	Compost is typically more expensive on Vashon Island than on the mainland	I would definitely choose local compost over something shipped in, as long as the price was not prohibitive
Average	2.86↓	4.14↑	4.49↑	2.98↓	4.11↑	4.59↑
Strongly disagree	14%↑	6%	3%↓	10%↑	1%↓	3%↓
Somewhat disagree	21%↑	2%↓	1%↓	14%↑	1%↓	1%↓
Neither agree nor disagree	30%↑	19%	9%↓	28%↑	14%↓	5%↓
Somewhat agree	16%	16%	19%	15%↓	22%↑	13%↓
Strongly agree	10%↓	55%↑	68%↑	8%↓	26%↓	75%↑
I do not know	8%↓	1%↓	1%↓	25%↑	35%↑	1%↓
Count	(n=1,083)	(n=1,075)	(n=1,081)	(n=1,081)	(n=1,081)	(n=1,080)



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# Curbside Demand and pricing



# Likelihood of Signing up for Curbside Compost Collection: Resident

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Average	3	4.02	3.97↑	3.79	3.45↓	3.46↓	3.61
Definitely would NOT sign up	0%	6%	8%	9%	12%	10%	9%
Probably would NOT sign up	0%	3%↓	8%	10%	18%↑	14%↑	12%
Might or might not sign up	100%	19%	16%	18%	15%↓	19%	21%
Probably would sign up	0%	24%	14%↓	21%	25%	32%↑	24%
Definitely would sign up	0%	47%↑	54%↑	43%↑	30%	24%↓	34%
Count	(n= 1)	(n= 28)	(n= 129)	(n= 163)	(n= 254)	(n= 508)	(n=1,083)



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# Introduction: Van Westendorp Price Sensitivity Analysis

Residents were asked a series of six (6) pricing questions, shown below. Van Westendorp pricing analysis was then conducted to determine two price points. First the price point that would maximize trial / adoption rates. Second the price point that would maximize revenue.

Now we would like to get an idea for pricing of curbside organics pickup.

As a reminder, if adopted, curbside organics collection would pick up organic waste once every two weeks. It would include a single 96-gallon container (same size as standard recycling bin) plus you could put out up to ten (10) bags of yard waste.

Price for curbside organics pickup

At what price would curbside organics pickup be too expensive for you to consider?

At what price would curbside organics pickup seem expensive, but you would still consider signing up for it?

At what price would curbside organics pickup be a bargain--a great buy for the money?

At what price would curbside organics pickup be so cheap that you would doubt the waste management company could not make any money and would not offer it?

0%  100%

- \$2 / month
- \$5 / month
- \$7 / month
- \$10 / month
- \$12 / month
- \$15 / month
- \$17 / month
- \$20 / month
- \$23 / month
- \$25 / month
- \$30 / month
- \$35 / month

How likely would you be to sign up for curbside organics collection if it were offered at \$20 / month?

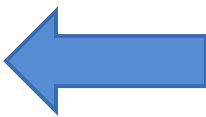
Expensive but consider price.

- ☐ Definitely would NOT sign up
- ☐ Probably would NOT sign up
- ☒ Might or might not sign up
- ☐ Probably would sign up
- ☐ Definitely would sign up

How likely would you be to sign up for curbside organics collection if it were offered at \$12 / month?

Bargain price.

- ☐ Definitely would NOT sign up
- ☐ Probably would NOT sign up
- ☒ Might or might not sign up
- ☐ Probably would sign up
- ☐ Definitely would sign up

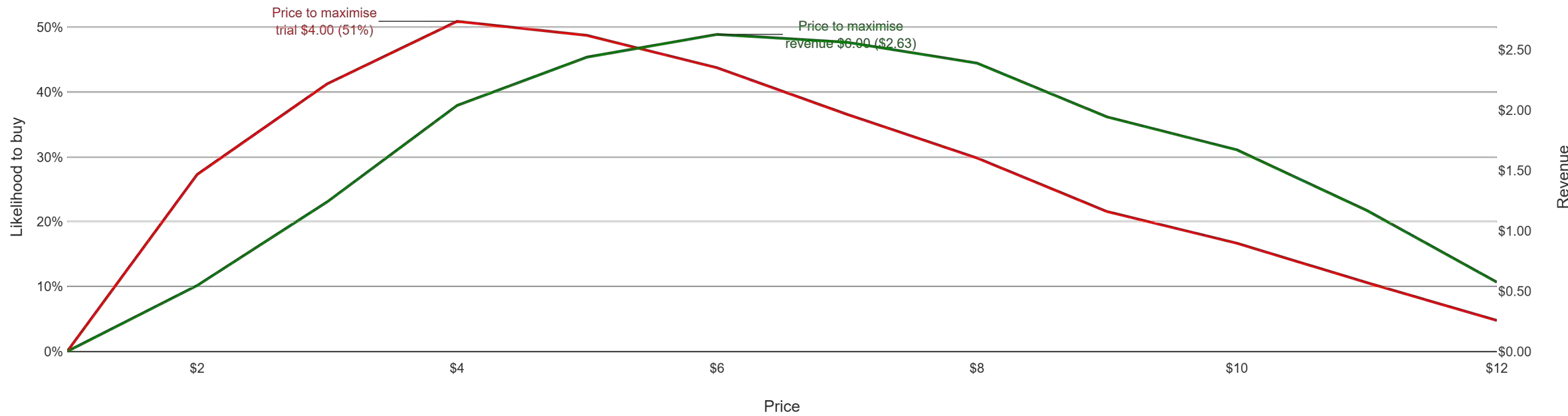


# Van Westendorp Price Sensitivity Analysis: Resident

Detailed analysis of the results indicated that residents currently without curbside garbage or recycling service were much more likely to place a very low value on curbside compost collection. Accordingly, the revised analysis, shown below, in the chart:

Overall, the price that would create the maximum adoption of curbside compost is \$4. At this price, roughly half of respondents say they would sign up for this service.

The same analysis provides an estimate for maximizing revenue. That is while adoption rates may drop slightly with increasing prices, revenue continues to increase until the price reaches \$6, at which point revenue would start to decline.



# General Interest: High Waste Producing Businesses

## What Data Do You Want to See?

How likely would your business be to sign up for...

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

	<5	5 to <10	10 to <20	20+	All Respondents
Average	1.67↓	4.5	3.25	3.15	3.12
Definitely would NOT sign up	67%↑	0%	0%	15%	15%
Probably would NOT sign up	0%	0%	25%	15%	15%
Might or might not sign up	33%	0%	38%	23%	27%
Probably would sign up	0%	50%	25%	31%	27%
Definitely would sign up	0%	50%	12%	15%	15%
Count	(n= 3)	(n= 2)	(n= 8)	(n=13)	(n=26)



# Compost Demand



# Compost / Mulch Purchase: Resident

## What Data Do You Want to See?

All Questions

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Has not used any in the past five years	0%	11%	11%	11%	15%	17%↑	14%
Our landscaper may have used some, but we did not purchase it directly.	0%	0%↓	2%	8%↑	6%	6%	5%
Has purchased it in bags	100%	63%	68%	62%	58%	59%	62%
Has purchased it in bulk, in a large pile	0%	53%	44%	50%	47%	42%	44%
Has purchased it in some other way (Please specify)	0%	0%↓	4%	8%	9%↑	5%	6%
Count	(n= 1)	(n= 28)	(n= 129)	(n= 163)	(n= 254)	(n= 508)	(n=1,083)

# Quantity (in bags) Compost or Mulch Purchased: Resident

## How do you want to see the data?

Detailed Tables

Base: Residents that have purchased compost/mulch in bags

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Average	3	2.85	3.04	3.15	3.01	2.98	3.01
0-1	0%	5%	4%	1%↓	4%	5%	4%
2-3	0%	36%↑	19%	21%	25%	21%	22%
4-9	100%	28%	48%	40%	36%↓	45%	44%
10 or more	0%	31%	30%	38%↑	35%	29%	30%
Count	(n= 1)	(n= 18)	(n= 84)	(n= 98)	(n=145)	(n=297)	(n=643)

## Compare by...

Age

Years on Vashon

Property Type

Survey Source



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# Bulk Purchase of Compost / Mulch: Resident

## What Data Do You Want to See?

When your household purchased compost or mulch in...

## How do you want to see the data?

Detailed Tables

## Compare by...

Age  
Years on Vashon  
Property Type  
Survey Source

Base: Residents that have purchased compost/mulch in bulk

	Farm or orchard	Heavily wooded	Yard	Something else	All Respondents
Less than 1 cubic yard	8%	6%	11%↑	4%	9%
1-3 cubic yards	27%↓	56%	57%	49%	54%
4 cubic yards or more	65%↑	37%	32%↓	47%	37%
Count	(n= 38)	(n=130)	(n=296)	(n= 19)	(n=483)



# Compost Grade: Resident

## How do you want to see the data?

Detailed Tables

Base: Residents that have purchased any compost or mulch

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Good – average grade, low price	0%	36%↑	16%	18%	14%	12%↓	16%
Better – not the best, but an upgrade	0%	45%	51%↑	38%	36%	39%	40%
Best – at or near the top of the line	0%	19%↓	33%↓	45%	50%↑	49%↑	44%
Count	(n= 0)	(n= 19)	(n= 99)	(n=128)	(n=194)	(n=375)	(n=815)

## Compare by...

Age

Years on Vashon

Property Type

Survey Source



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# Local Compost Premium - Residents

## How do you want to see the data?

Detailed Tables

Base: Residents that have purchased compost/mulch

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Average expected compost cost (calculated)	Up to 10% lower	Up to 10% lower	Up to 10% lower	Up to 10% lower	Up to 10% lower	Up to 10% lower	Up to 10% lower
More than 20% lower	0%	9%	8%	10%	10%	10%	9%
10-20% lower	0%	23%	18%	23%	26%	22%	21%
Up to 10% lower	100%	19%	20%	16%	16%	17%	22%
About the same	0%	37%	34%	32%	36%	37%	33%
Up to 10% higher	0%	12%	12%	9%	5%	6%	7%
10-20% higher	0%	0%	8%	7%	6%	7%	6%
More than 20% higher	0%	0%	1%	2%	2%	2%	1%
Count	(n=1)	(n=20)	(n=89)	(n=118)	(n=170)	(n=318)	(n=716)

## Compare by...

Age

Years on Vashon

Property Type

Survey Source



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# Compost / Mulch Purchase: Business

## What Data Do You Want to See?

All Questions

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon

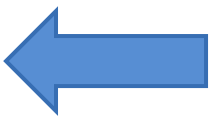
Property Type

Type of Business

Survey Source

	<5	5 to <10	10 to <20	20+	All Respondents
Has not used any in the past five years	20%	33%	23%	33%	28%
Our landscaper may have used some, but we did not purchase it directly.	0%	0%	8%	0%	3%
Has purchased it in bags	40%	0%	54%	33%	38%
Has purchased it in bulk, in a large pile	20%	67%	38%	50%	44%
Has purchased it in some other way (Please specify)	20%↑	0%	0%	0%	3%
Count	(n= 5)	(n= 3)	(n=13)	(n=18)	(n=39)





# Quantity (in bags) Compost or Mulch Purchased: Business



How do you want to see the data?

Detailed Tables

Base: Businesses that have purchased compost/mulch in bags

	Not a high waste generating business	High organic waste generating business	All Respondents
Average	3.22	3.4	3.29
0-1	0%	0%	0%
2-3	11%	20%	14%
4-9	56%	20%	43%
10 or more	33%	60%	43%
Count	(n= 9)	(n= 5)	(n=14)

## Compare by...

- Years on Vashon
- Property Type
- Type of Business
- Survey Source

 **King County**  
Department of  
Natural Resources and Parks  
**Solid Waste Division**

Waste Prevention

Resource Recovery

Waste Disposal

# Bulk Purchase of Compost / Mulch: Business

## What Data Do You Want to See?

When your household purchased compost or mulch in...

## How do you want to see the data?

Detailed Tables

Base: Businesses that have purchased compost/mulch in bulk

	<5	5 to <10	10 to <20	20+	All Respondents
Less than 1 cubic yard	0%	0%	0%	11%	6%
1-3 cubic yards	100%	100%↑	20%	44%	47%
4 cubic yards or more	0%	0%	80%↑	44%	47%
Count	(n= 1)	(n= 2)	(n= 5)	(n= 9)	(n= 17)

## Compare by...

Years on Vashon

Property Type

Type of Business

Survey Source



**King County**

Department of  
Natural Resources and Parks  
**Solid Waste Division**

Waste  
Prevention

Resource  
Recovery

Waste  
Disposal

# Compost Grade: Business

## How do you want to see the data?

Detailed Tables

Base: Businesses that have purchased any compost or mulch

	<5	5 to <10	10 to <20	20+	All Respondents
Good – average grade, low price	33%	50%↑	11%	0%↓	12%
Better – not the best, but an upgrade	67%	50%	11%↓	33%	31%
Best – at or near the top of the line	0%↓	0%↓	78%↑	67%	58%
Count	(n= 3)	(n= 2)	(n= 9)	(n=12)	(n=26)

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

# Attitudes Regarding Local Compost Facility - Business

## What Data Do You Want to See?

All questions

## How do you want to see the data?

Detailed Tables

## Compare by...

Years on Vashon

Property Type

Type of Business

Survey Source

When 'All questions' is selected, outputs are not compared across the 'Compare by' list on the right.

	I have some concerns about where they might locate the facility.	This facility will encourage me to separate my organics from other waste	I like the idea of knowing that the compost comes from the island	It's hard to find enough compost here on Vashon Island	Compost is typically more expensive on Vashon Island than on the mainland	I would definitely choose local compost over something shipped in, as long as the price was not prohibitive
Average	2.81↓	3.95	4.53↑	3.53↓	4.10	4.59↑
Strongly disagree	18%↑	5%	0%	2%	0%	2%
Somewhat disagree	15%↑	5%	2%	10%	0%↓	0%↓
Neither agree nor disagree	30%↑	22%	8%↓	32%↑	18%	5%↓
Somewhat agree	28%	25%	25%	20%	30%	20%
Strongly agree	2%↓	42%	65%↑	20%↓	25%↓	70%↑
I do not know	8%	0%↓	0%↓	15%	28%↑	2%
Count	(n=37)	(n=40)	(n=40)	(n=34)	(n=29)	(n=39)



**King County**

Department of  
Natural Resources and Parks  
**Solid Waste Division**

Waste  
Prevention

Resource  
Recovery

Waste  
Disposal

# Local Compost Premium - Business

## How do you want to see the data?

Detailed Tables

Base: Businesses that have purchased compost/mulch

	<5	5 to <10	10 to <20	20+	All Respondents
Average expected compost cost (calculated)	Between 10 and 20% lower	Between 10 and 20% lower	Between 10 and 20% lower	Between 10 and 20% lower	Between 10 and 20% lower
More than 20% lower	0%	0%	0%	12%	5%
10-20% lower	50%	0%	12%	12%	15%
Up to 10% lower	50%	0%	38%	50%	40%
About the same	0%	100%	38%	25%	35%
Up to 10% higher	0%	0%	12%	0%	5%
10-20% higher	0%	0%	0%	0%	0%
More than 20% higher	0%	0%	0%	0%	0%
Count	(n=2)	(n=2)	(n=8)	(n=8)	(n=20)

## Compare by...

Years on Vashon  
Property Type  
Type of Business  
Survey Source

# Future Research





# Future Research, Notifications, and Final Survey

## What Data Do You Want to See?

Would you be willing to help King County by agreeing...

## How do you want to see the data?

Detailed Tables

## Compare by...

Age

Years on Vashon

Property Type

Survey Source

	18 to < 25	25 to < 35	35 to < 45	45 to < 55	55 to < 65	65+	All Respondents
Yes	100%	84%	79%	82%	78%	75%↓	80%
No	0%	16%	21%	18%	22%	25%↑	20%
Count	(n= 1)	(n= 28)	(n= 129)	(n= 163)	(n= 254)	(n= 508)	(n=1,083)



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