

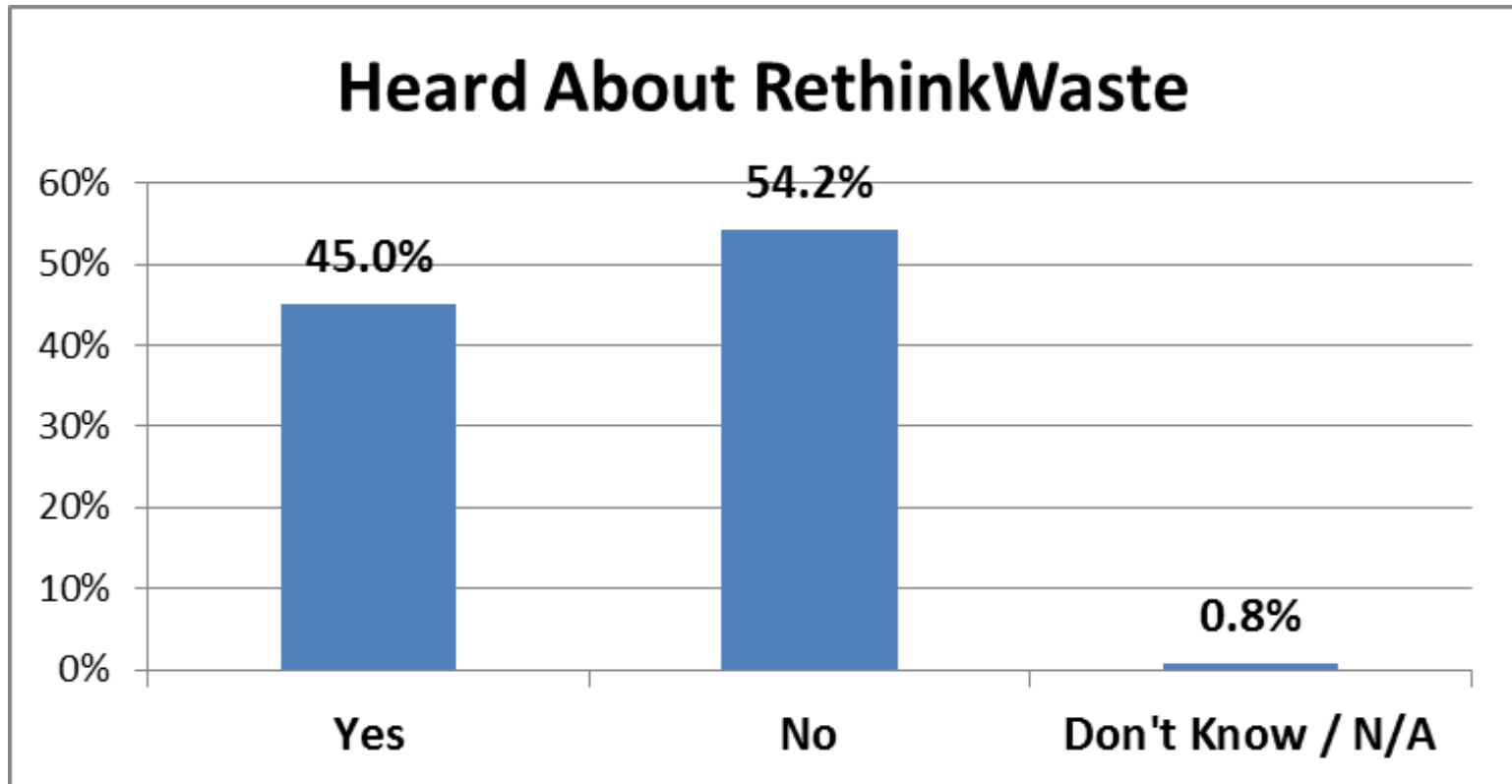
RESULTS OF PUBLIC EDUCATION SURVEY OF RESIDENTS



Overview and Research Objectives

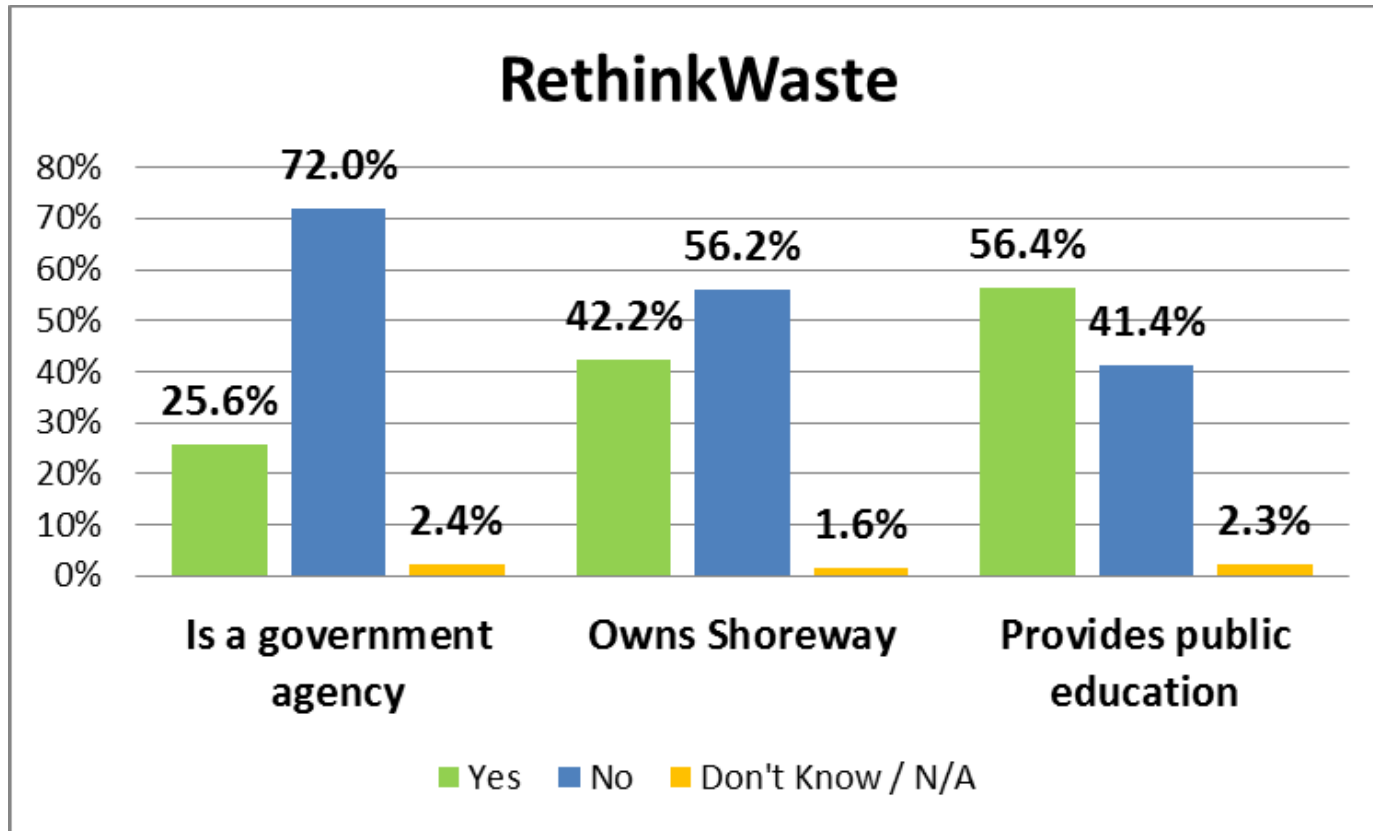
- Godbe Research commissioned to conduct a residential survey to gather feedback on how residents prefer to receive information on CartSMART and related services
- Findings also to be used in developing the FY1415 public education and outreach budget
- 1,230 phone interviews conducted April 10-21, 2014
- Margin of error of $\pm 2.5\%$

RethinkWaste Awareness



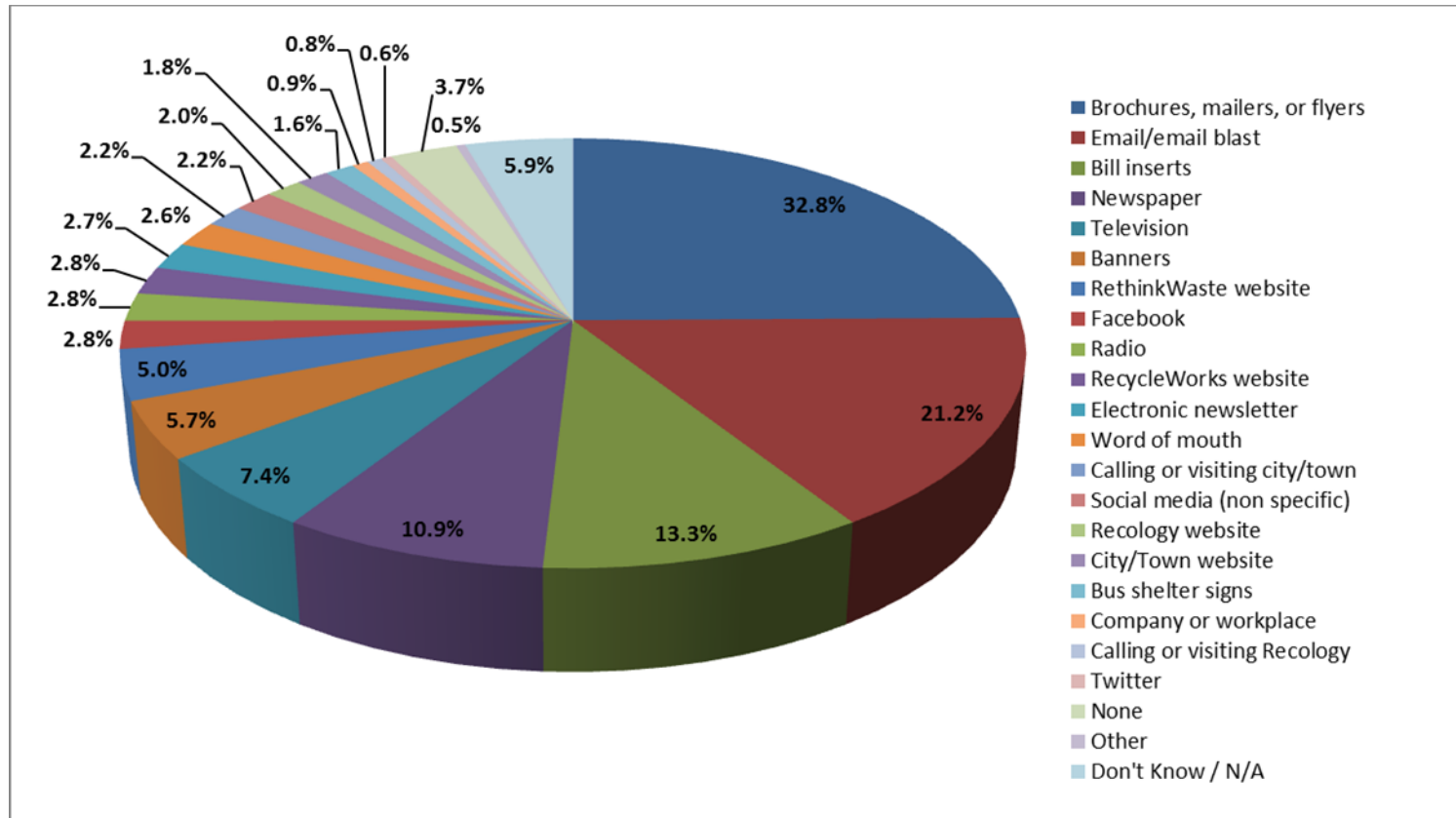
- High to low: Before today, have you seen, heard or read anything about RethinkWaste?
 - Yes: San Mateo County 57.2% to East Palo Alto 33.0%

RethinkWaste Awareness Continued



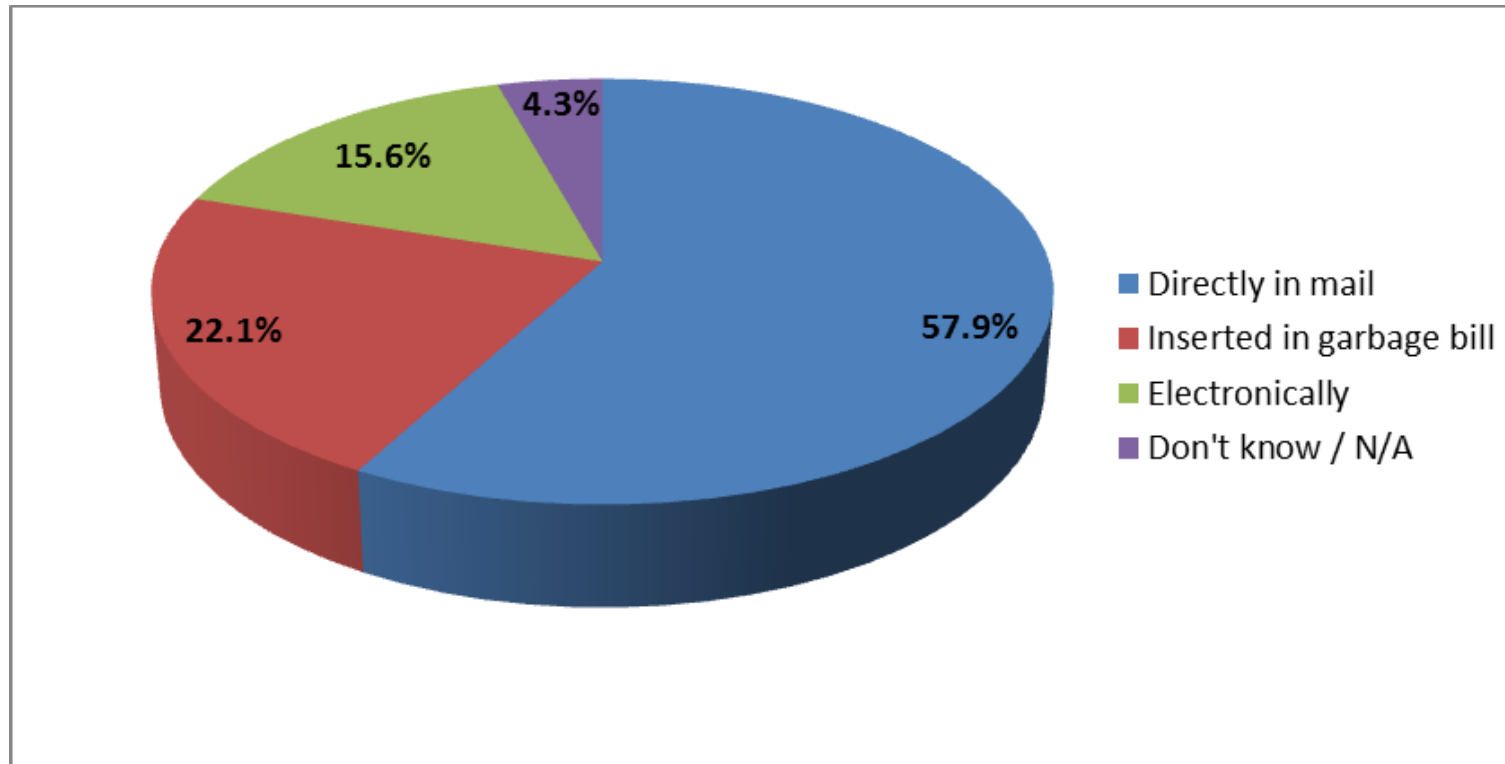
- High to low: Government agency?
 - Yes: Belmont 46.7% to Atherton 9.1%
- High to low: Owns Shoreway?
 - Yes: Foster City 54.9% to San Mateo 24.7%
- High to low: Provides public education?
 - Yes: West Bay Sanitary District 74.9% to San Mateo 39.3%

Information Source Preference



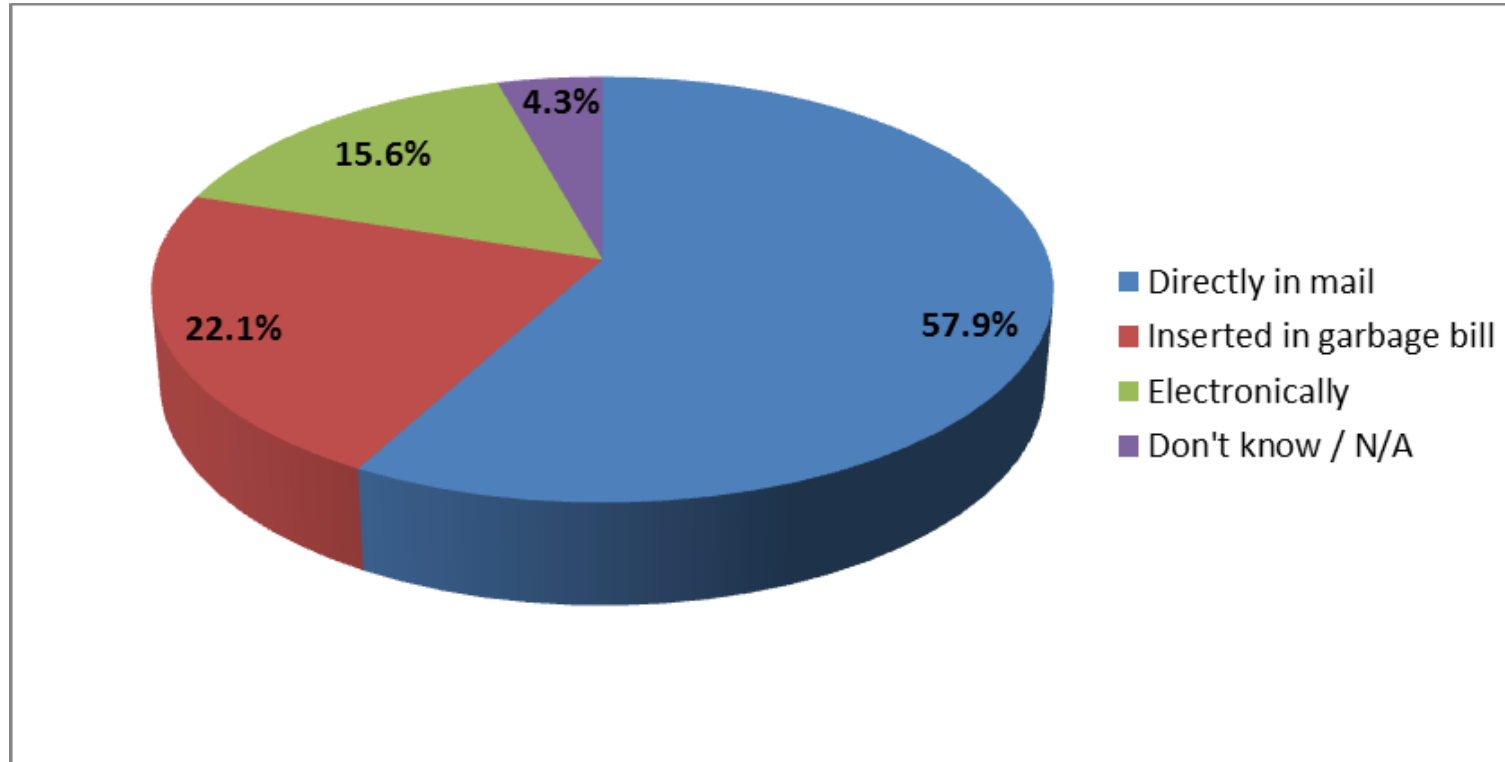
- Top four preferences:
 - Brochures, mailers or flyers – 32.8%
 - Email/email blast – 21.2%
 - Bill inserts – 13.3%
 - Newspaper – 10.9%

Rethinker Newsletter Delivery Preference



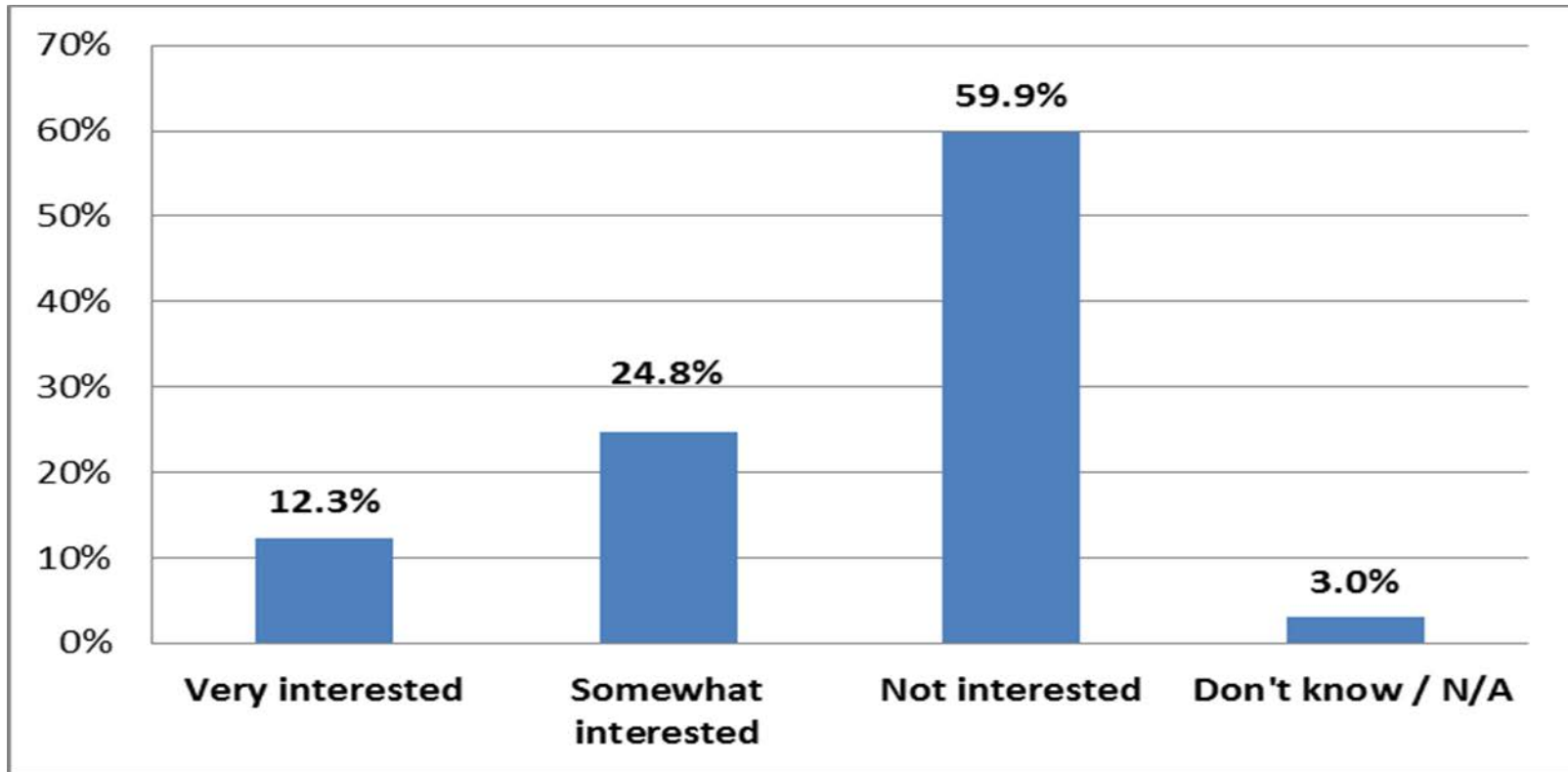
- High to low: Directly in mail?
 - Yes: Hillsborough 70.7% to Atherton 44.8%
- High to low: Inserted in garbage bill?
 - Yes: Atherton 29.1% to East Palo Alto 4.8%
- High to low: Electronically?
 - Yes: Foster City 29.2% to Hillsborough 8.5%

Rethinker Newsletter Usefulness



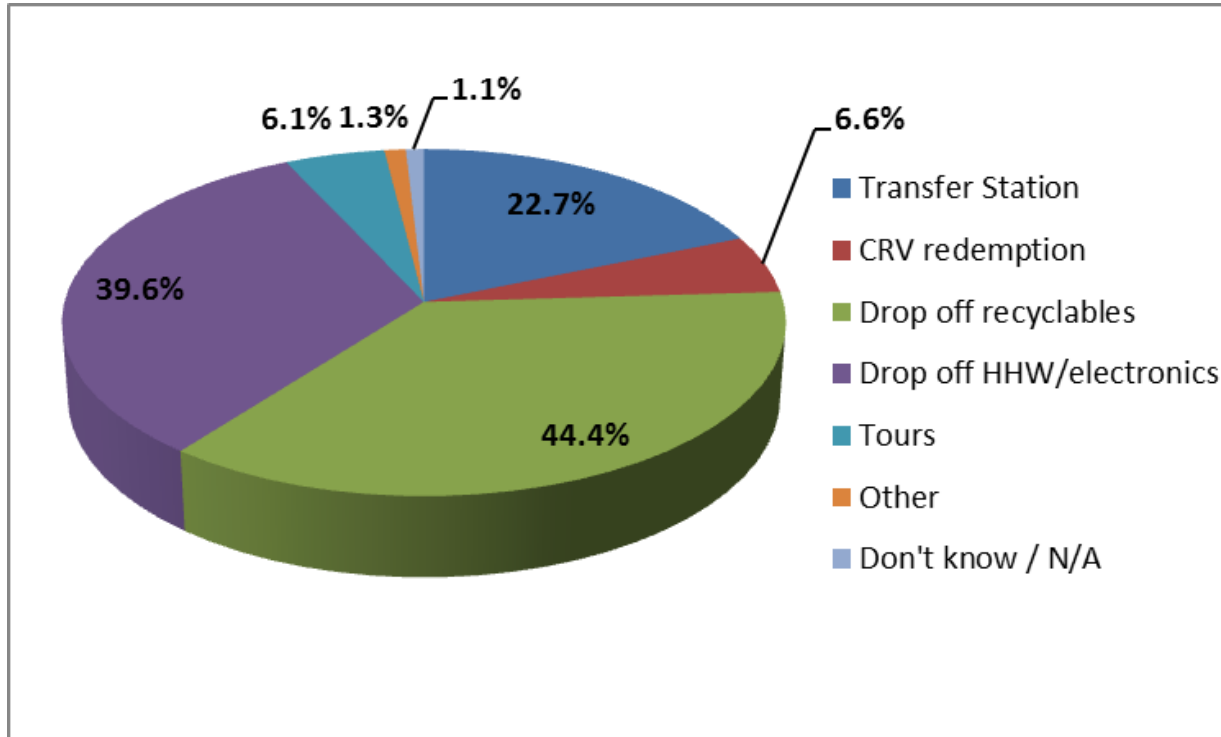
- Nearly 90% found it very to somewhat useful
- High to low: Very useful?
 - Yes: Burlingame 46.9% to San Mateo 26.5%
- High to low: Somewhat useful?
 - Yes: Atherton 69.1% to Belmont 48.0%

Residential Recognition Program



- Approximately 37% were very to somewhat interested
- High to low: Very interested?
 - Yes: San Mateo County 19.1% to Atherton 4.1%
- High to low: Somewhat interested?
 - Yes: Belmont 33.4% to Hillsborough 18.1%

Reason for Visiting Shoreway



- Of those surveyed, 37.3% said they had visited Shoreway
- Nearly 91% of visitors used Shoreway's Public Recycling Center
- While 61% said they had not visited Shoreway, 73.3% of those also stated they had not gone to another facility

Key Findings and Takeaways

- There is not one specific means of outreach and message delivery that is significantly preferred by residents for overall outreach – combination of direct mail, electronic media, bill inserts and others.
- The FY1415 public education and outreach budget includes using this multi-faceted and comprehensive approach to message and information delivery.
- The Shoreway Environmental Center, as a public facility, is a key community resource and opportunities exist to increase overall usage of the facility.

Questions

