



Chittenden Solid Waste District

2024 Household Study

Conducted with Michael Moser

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Purpose

- Understand our community's knowledge and their actions and viewpoint related to waste diversion and what motivates our community to make less waste.

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- Know who are customers are, why they use our services and how we can we improve our services.

Methods

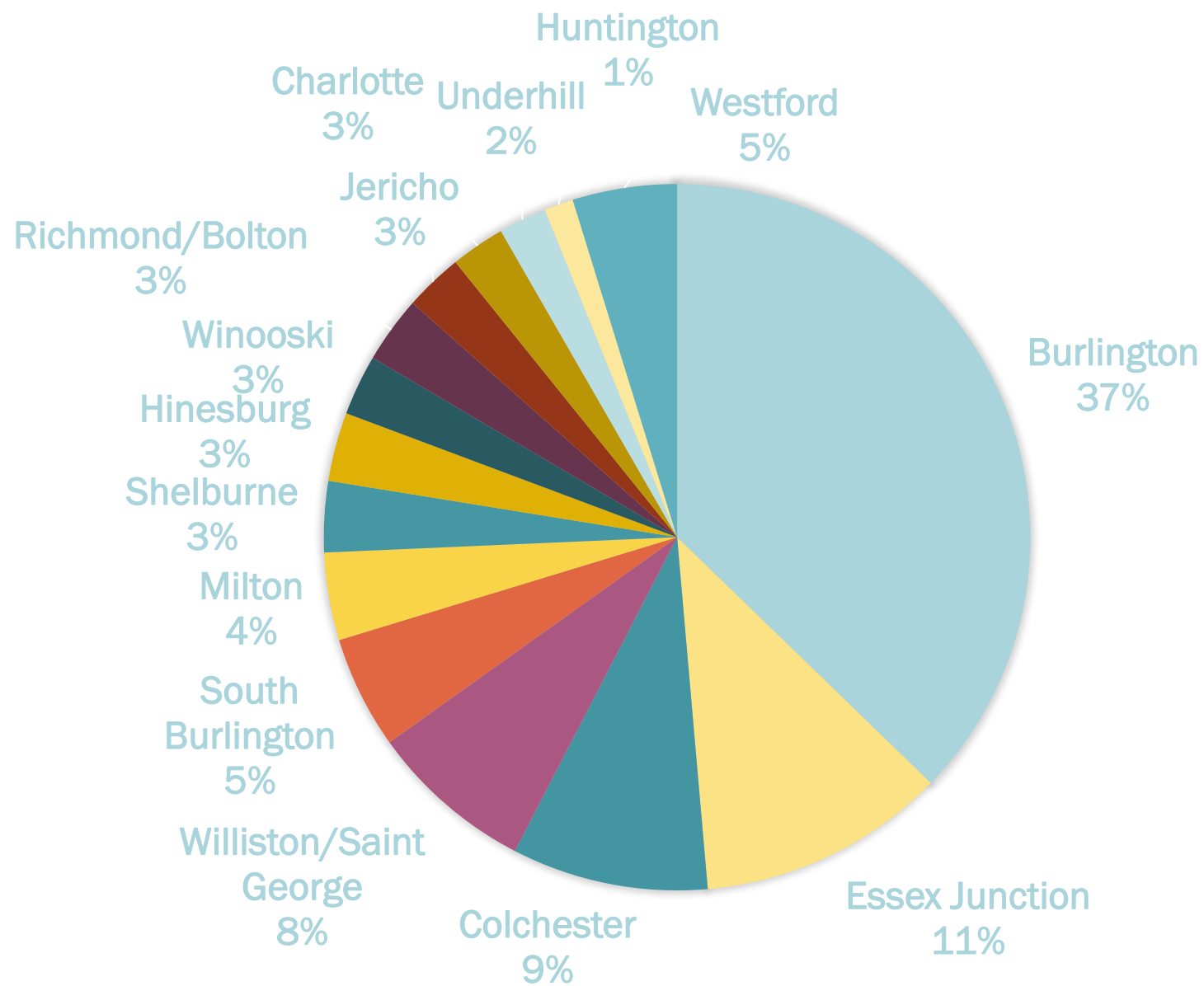
- Reviewed and Incorporated questions and themes from multiple past surveys and introduced new lines of questioning
- Refined an accessible and low-burden survey instrument-
 - Quantitative and Qualitative responses
- Survey fielded online in December 2024 using Chittenden County resident email addresses for outreach
- Over 1,800 respondents
- Survey Margin of Error at +/-2.3% overall



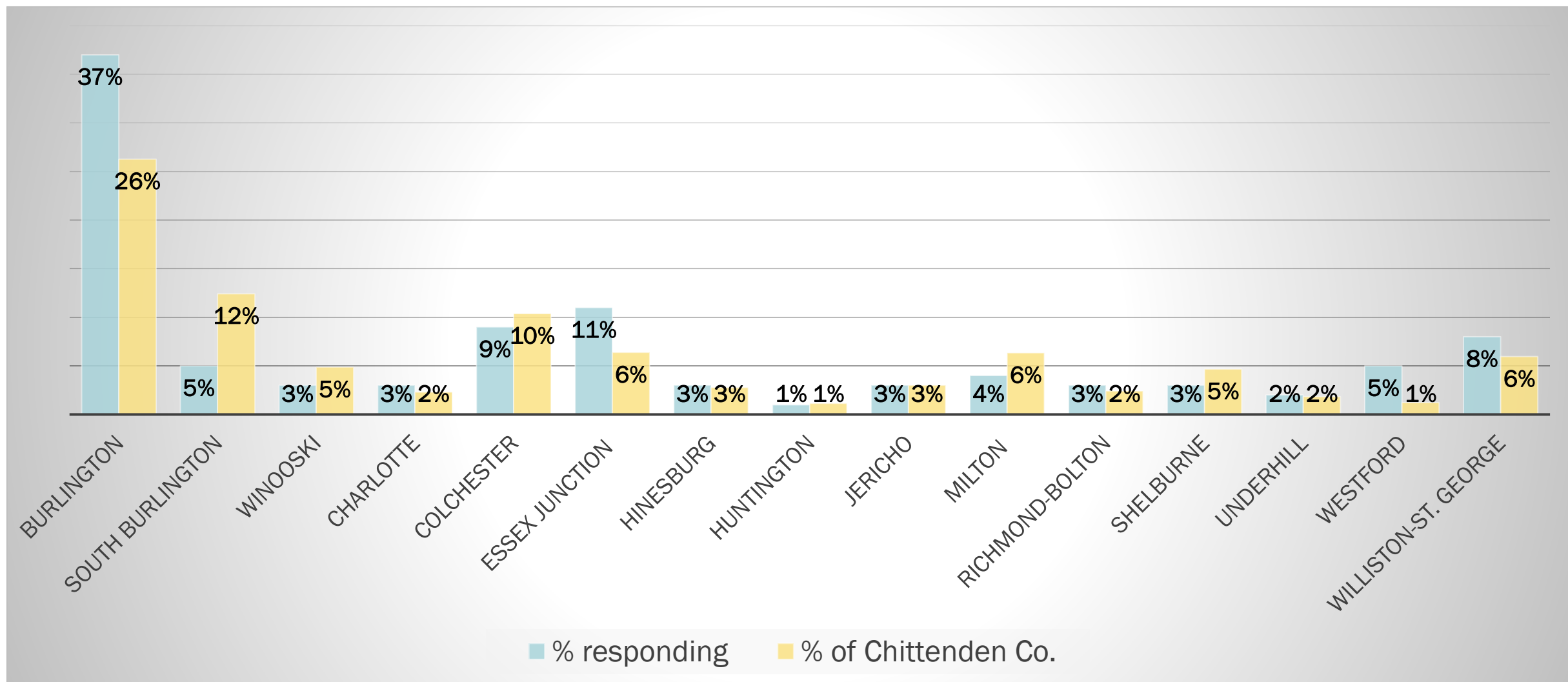
Demographic Results

- 90% have lived in Chittenden County for 5 years or more
- Good distribution across age, income & gender categories
- 86% Homeowners & 14% Renters (66% homeowners in Chittenden Co.- Census)
 - 23% have trash costs included in rent or condo fees
- 85% College Degree or Equivalent (64% in Chittenden Co.- Census)

Demographic Results- Town Residence



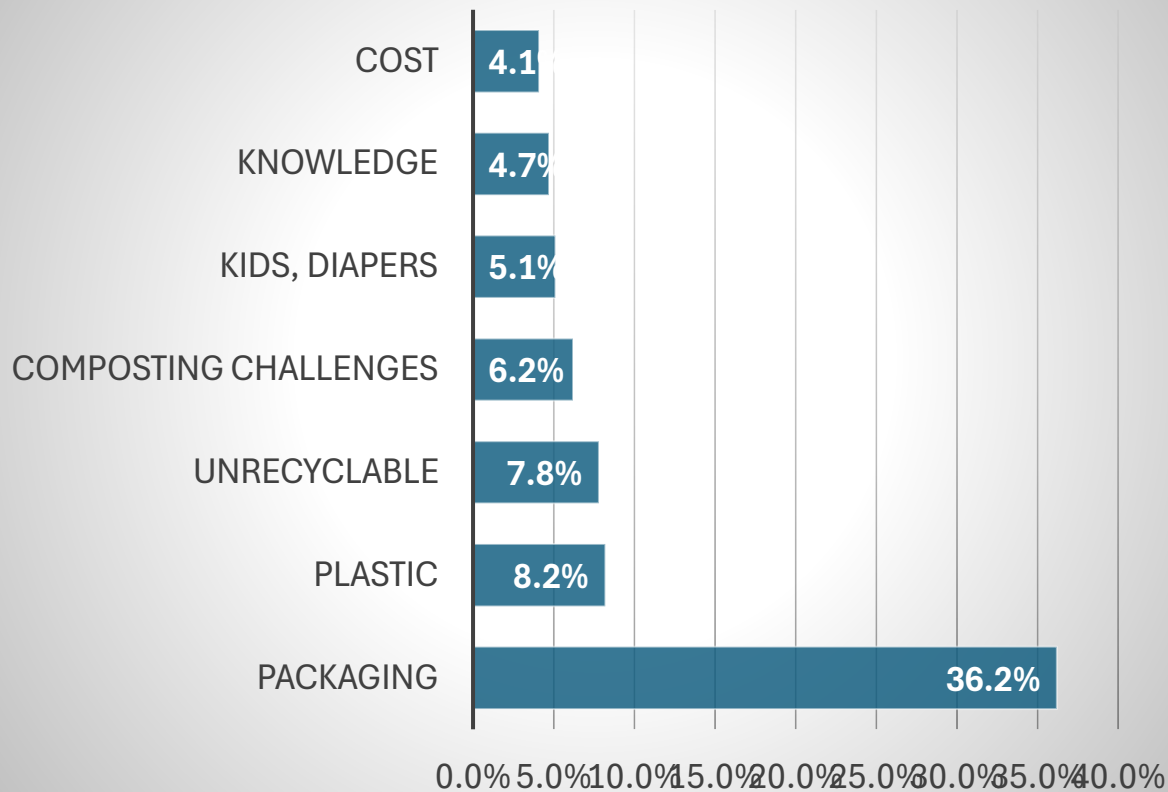
Demographic Results- Response Town and Town Population as Percents of Total



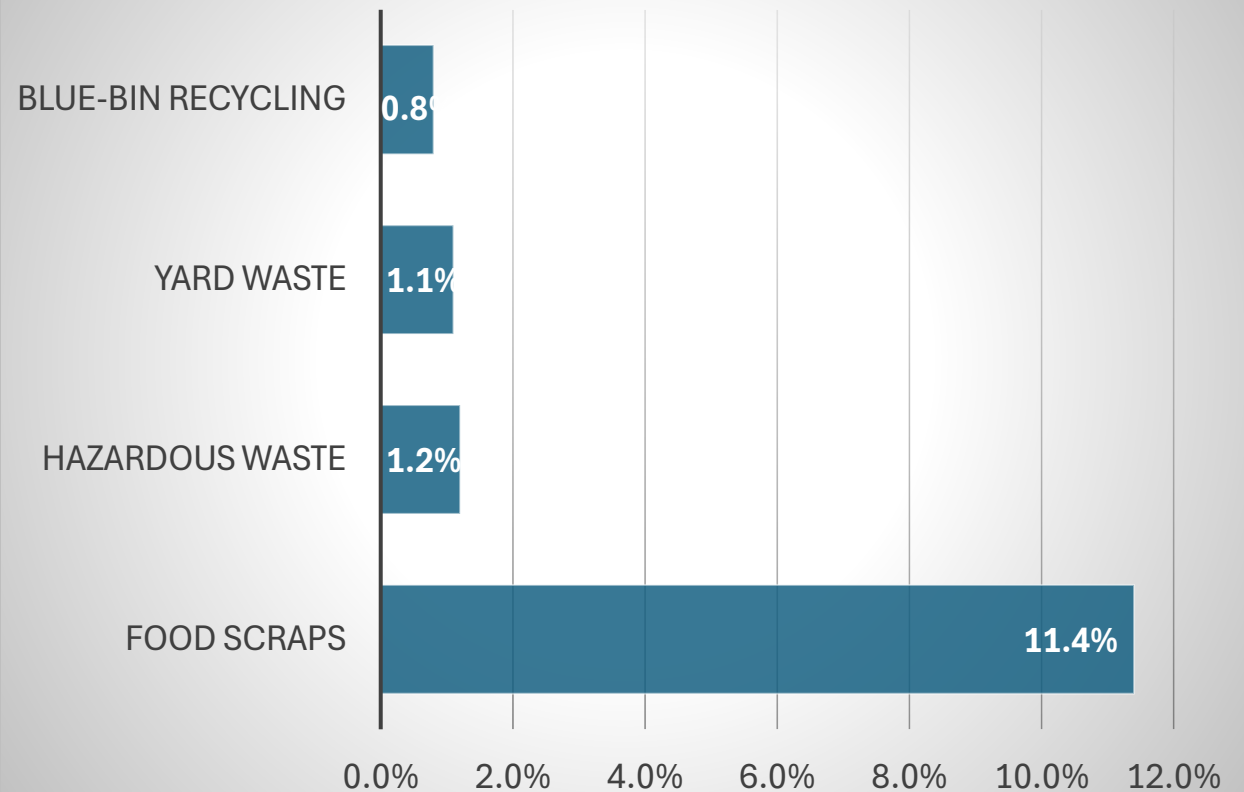
Overall Key Findings

- 97% of respondents feel it is somewhat or very important to reduce their waste.
- 91% say this is for environmental reasons

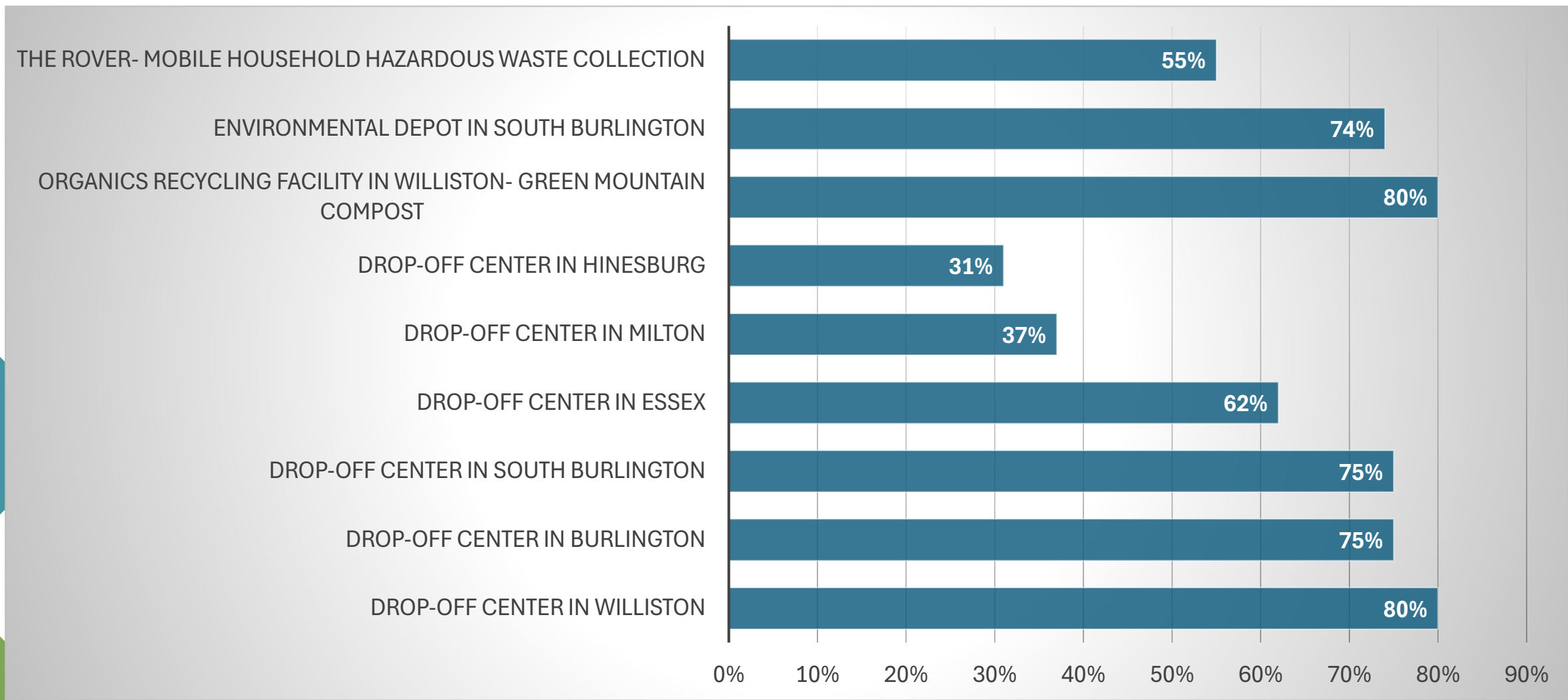
Top Reasons it is Difficult to Reduce Trash



Percent Who Throw These Items in the Trash



Awareness of CSWD Facilities



How Respondents Dispose of their Household Trash Most of the Time

- Hauler – 70%
- CSWD Drop-off Center – 27%
- Casella Drop-off Center Richmond – 2%
- Some other way – 1%
- Unsure – 0.3%



Amount Paid for Trash, Recycling & Food Scraps

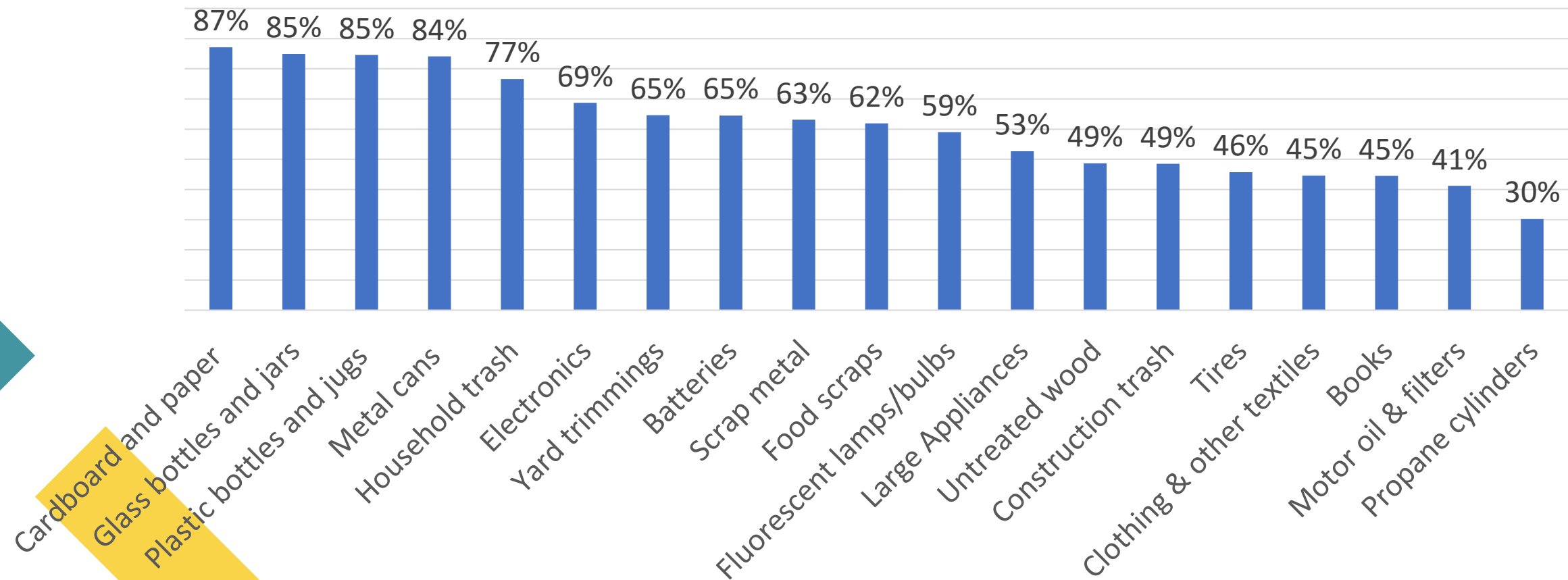
- Included in rent or condo fees - 23%
- Less than \$20 a month – 23%
- Between \$20 and \$30 a month – 11%
- Between \$30 and \$40 a month 8%
- Between \$40 and \$50 a month 12%
- More than \$50 a month – 24%

Drop-Off Centers Key Findings

- 85% of respondents have used a Drop-off Center
- 95% feel DOCs are either very easy or somewhat easy to use
- Top reasons DOCs were listed as not easy to use included:
 - limited hours, too far, no car or transportation and lines/crowded



Awareness of Drop-off Centers' Accepted Materials



Hazardous Waste Key Findings



- 74% of respondents know about the Environmental Depot
 - 73% found it either easy or somewhat easy to use
 - 9% found it not at all easy to use with the top reason being the appointment system
- 18% of respondents have never used the Environmental Depot
- 55% of respondents know about the Rover
 - 38% found the Rover easy or somewhat easy to use
 - 6% found it not all easy to use with the top reason being the infrequent schedule
- 57% of respondents have never used the Rover

Organics Key Findings

- 80% of respondents know about the Organics Recycling Facility (ORF)
 - 44% found it either easy or somewhat easy to use
 - 4% found it not at all easy to use with the top reason being distance/location
 - 53% have never used the ORF
 - When asked how they manage food scraps:
 - 34% of respondents compost at home
 - 23% have haulers
 - 16% use DOCs
 - 5% use ORF
 - 5% use a garbage disposal
 - 11.4% put food scraps in the trash
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Other Materials Key Findings

- **59%** of respondents redeem deposit containers and **13%** of those who do not redeem, donate instead
- **32%** of respondents drop off plastic film at retail collection sites, **18%** are aware of retail collection for film but don't use it, **49%** are not aware of the opportunity
- **63%** of respondents shred paper and **19%** of those that shred put it loose in their blue bin, **22%** put it in a clear bag in the blue bin and **13%** put it in a clear bag and bring it to a DOC.

Marketing Key Findings

How would you prefer to receive information about CSWD?	
E-mail	43%
CSWD web site/internet	34%
Front Porch Forum	31%
Flyer/brochure in the mail/Direct mail	24%
CSWD email newsletter (The Digest)	21%
At the drop-off center	11%
From a company that picks up my trash or recycling	10%
Receive text messages from CSWD on my phone	7%
Facebook	5%
Newspaper	5%
Radio	5%
Friends/Family/Neighbors	4%
Television	4%
Call CSWD	3%
Unsure	3%
Some other way?	3%
From your kids' school	2%
X, formerly Twitter	1%



Open-ended Comments Key Findings

Over 290 open ended comments were received

- Over 100 of those comments were positive feedback and general support for CSWD, staff and facilities.
- Other comments included:
 - Support for City-wide collection or consolidation of haulers
 - Desire to have more hours or days open at DOCs
 - Complaints about the Depot appointment system
 - Want CSWD to collect film plastics
 - Want more information on how to recycle
 - Skepticism that recycling works
 - Complaints that DOCs are not consistent with acceptable materials
 - Desire to recycle more types of materials
 - Trash disposal at DOCs is expensive AND affordable
 - Cost of trash at curbside is expensive.



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Questions or Comments?

