

Community Composting Survey Analysis

Overview/Goals

In June 2023, The Ken-Caryl Ranch Master Association conducted a community survey to gather resident feedback on bringing residential composting collection services to Ken-Caryl Ranch. The survey opened on June 5 at 9 a.m. and ran for two weeks, closing on June 16 at 5 p.m.

The goal of the survey was to gauge resident interest a community-wide composting service with Compost Colorado, an established Denver-area commercial composting facility and registered Public Benefit company. Compost Colorado was open to expanding its current boundaries to include Ken-Caryl and outsourcing our community's composting needs to a company with an industrial facility to make it easy for residents to start composting. From a handful of members in 2018, Compost Colorado has grown in five years to include over 2,000 residential members and 150 commercial partners.

If at least 200 residents were interested in participating in fee-based curbside composting, then it would be feasible for Compost Colorado to launch a pilot program for our neighborhood, based on board approval. The survey communicated that while our HOA would act as a marketing conduit, helping to facilitate the sign-up process, the service would be homeowner-paid, meaning community composters would pay for the service directly through Compost Colorado's website. Since pricing is based on a sliding scale, the monthly cost of curbside composting could range from \$12 to \$17 per month, depending on how many residents sign up.

Once registered, community composters would receive a 5-gallon bucket to fill with food scraps and yard waste throughout the week. Similar to our trash and recycle service, participants would leave their bucket on their curb by 7 a.m. on pick-up day. All participants would receive compost dividends in the spring.

Survey Method and Promotions

The community survey was designed and implemented using Survey Monkey and consisted of 5 questions, which included multiple choice and open-ended questions where resident respondents were able to submit written comments to provide additional feedback.

The survey ran for two weeks. The survey was promoted across Ken-Caryl's communications channels, including the June 5 and June 12, 2023, issues of the e-News, the June 7 edition of *Life at Ken-Caryl* and on Ken-Caryl's Facebook page on June 5 and June 15, 2023. The survey was also posted to the Community Announcements page of the Ken-Caryl Ranch website with a direct link to the survey.

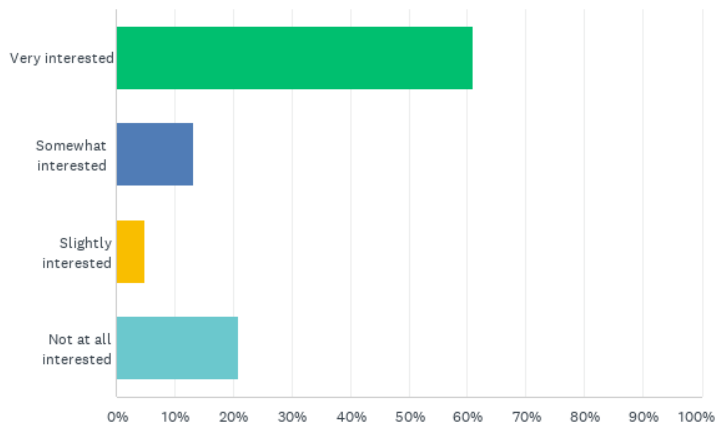
The Master Association tapped the expertise of community survey company Corona Insights, who provided review, logic and wording suggestions, which were incorporated into the survey, to garner the most engagement, response accuracy and a clear understanding of the survey.

Reception / Questions

Question 1: If an optional community-wide composting service was offered to Ken-Caryl Ranch residents, how interested would you be in participating?

A total of 310 residents participated in the survey, with most in favor of a community-wide composting program. Of the 310 respondents, 60.97% were generally “Very Interested” in a community composting service, which accounts for 189 of survey participants. See chart below.

Q1 If an optional community-wide composting service was offered to Ken-Caryl Ranch residents, how interested would you be in participating?



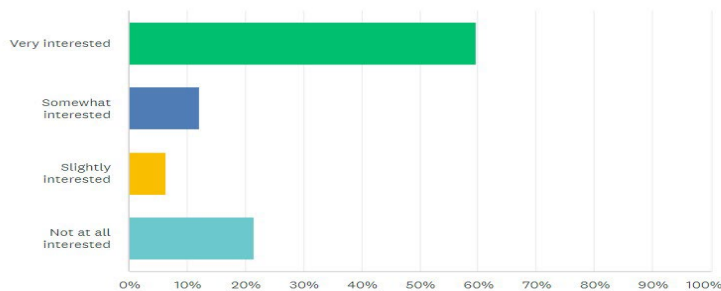
Very Interested: 60.97% (189 respondents surveyed)
Somewhat Interested: 13.23% (41 respondents surveyed)
Slightly Interested: 4.84% (15 respondents surveyed)
Not interested: 20.97% (65 respondents surveyed)

Question 2: How interested would you be in participating in a compost program that offered weekly residential curbside pick-up in a provided container? (One 5-gal. bucket)

In addition, when asked if a curbside collection service would be of interest, 59.68% of respondents reported that they would be “Very Interested” in this type of service. See chart below:

How interested would you be in participating in a compost program that offered weekly residential curbside pickup in a provided container (one 5 gal. bucket)?

Answered: 310 Skipped: 0



Very Interested: 59.68% (185 respondents surveyed)
Somewhat Interested: 12.26% (38 respondents surveyed)
Slightly Interested: 6.45% (20 respondents surveyed)
Not interested: 21.61% (67 respondents surveyed)

Questions 3 and 4 addressed payment for a curbside composting service.

- **Question 3: We currently estimate that the cost for this service would be \$17 per month. Would you be willing to pay that amount for this service?**
- **Question 4: What monthly amount would you be willing to pay for curbside compost pickup once per week?**

A total of 55.99% of respondents reported that they would be willing to pay \$17/month for a curbside collection service, which accounts for 173 respondents. A total of 44.01% said no, which accounts for 136 respondents. Of the 310 respondents, one respondent did not answer this question. Therefore, 309 answers were recorded.

Question 4 followed-up with asking residents how much they would be willing to pay. The mean of all 229 respondent answers to this question is that residents are willing to pay an average of \$12.41 for curbside composting. Amounts varied. Totals ranged from \$0 to \$100 for this service.

Question 5 allowed for open-ended responses to provide additional comments/feedback for the community composting program.

- **Question 5: Please feel free to share any additional thoughts on a compost collection program for Ken-Caryl Ranch residents.**

A total of 149 residents responded to this question, out of the 310 participants, or 48%. Comments were generally favorable in support of the program. The three main and recurring themes/concerns, based on analysis of all 149 responses included:

- 1.) Concern over bears, birds, rodents, wildlife, etc., getting into the bins and making a mess.*
- 2.) Size of bins. Comments varied, with almost a split on their feelings regarding the proposed size of the buckets. Some residents felt a 5-gallon bucket was too small, others too big.*
- 3.) More information is needed and/or questions regarding the specified dividends that will be available to residents participating in this program.*

******Please see addendum to read all comments.***

Analysis / Variants

Of the 310 respondents, 189 indicated interest in a community-wide composting service. The survey only ran for two weeks. Additional feedback indicated that residents wished to have more than two weeks to participate in the survey. If the survey had perhaps run longer, it is possible that more than 200 residents would have been interested in the program. The idea of the pilot program was generally well received, which is evident across both the multiple choice and open-ended questions.

