

June 2020

Newburyport, MA Composting Survey

Presentation by: Samuel Cooper



**ALLIANCE of CLIMATE
and ENVIRONMENTAL
STEWARDS**

About ACES

- This survey was initiated to gain insights into the composting attitudes, interests, and practices of the residents of Newburyport.
- It was conducted by the Alliance of Climate and Environmental Stewards (ACES) in support of the City's Waste Stream Task Force and the community's Toward Zero Waste Program. We are a network of organizations and individuals open to embracing stewardship and positively impacting our planet's climate and environmental health.



ACES

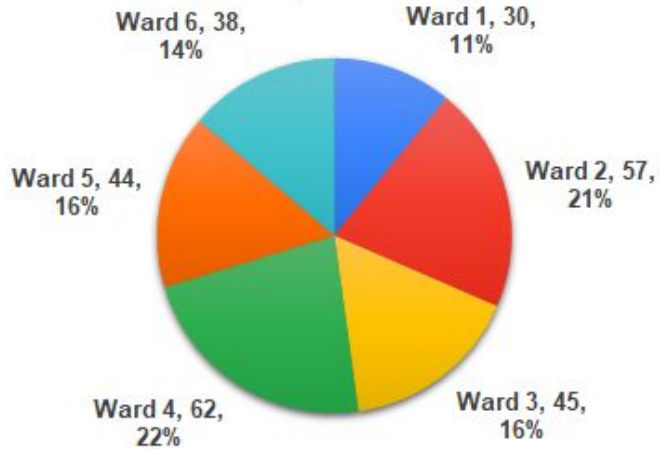
Survey Background

- Survey Open: May 10 - June 10, 2020
- Promoted through:
Facebook, *The Daily News of Newburyport*, and word of mouth
- Survey Conducted by: Alliance of Climate and Environmental Stewards
- Analysis Performed by: Samuel Cooper, NHS Senior
- 276 viable responses
 - Gross Responses: 292 Participants
 - Net Responses: 276 Participants (16 responses omitted due to spam, non-residents, and dishonorable answers)

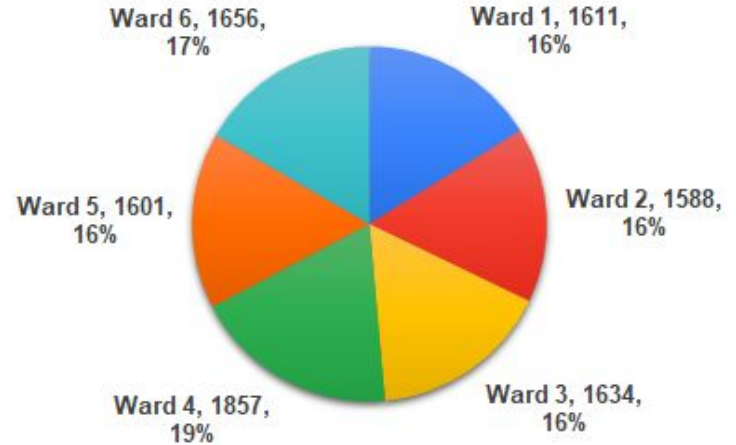


Ward Representation

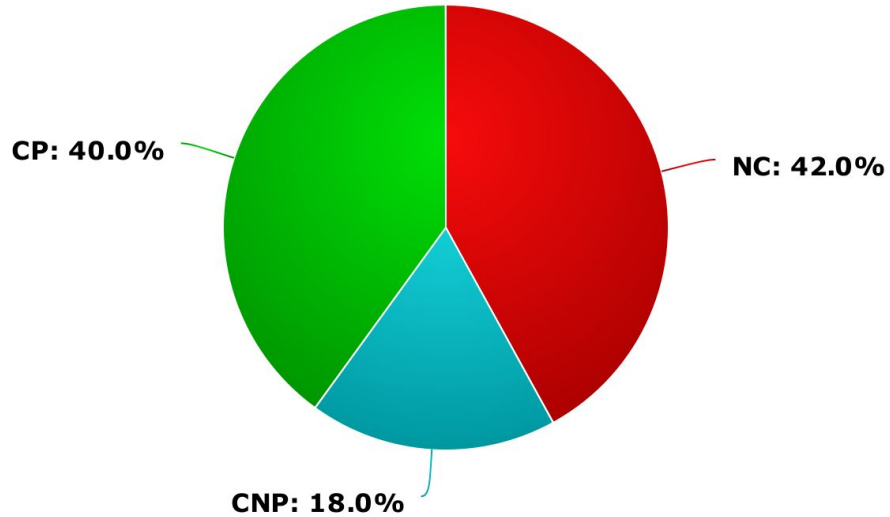
Survey Responses by Ward



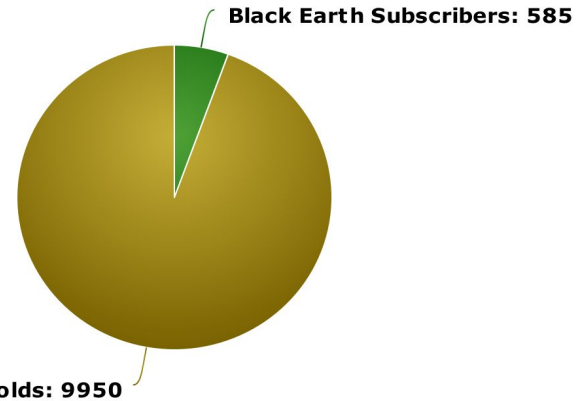
Total Households by Ward



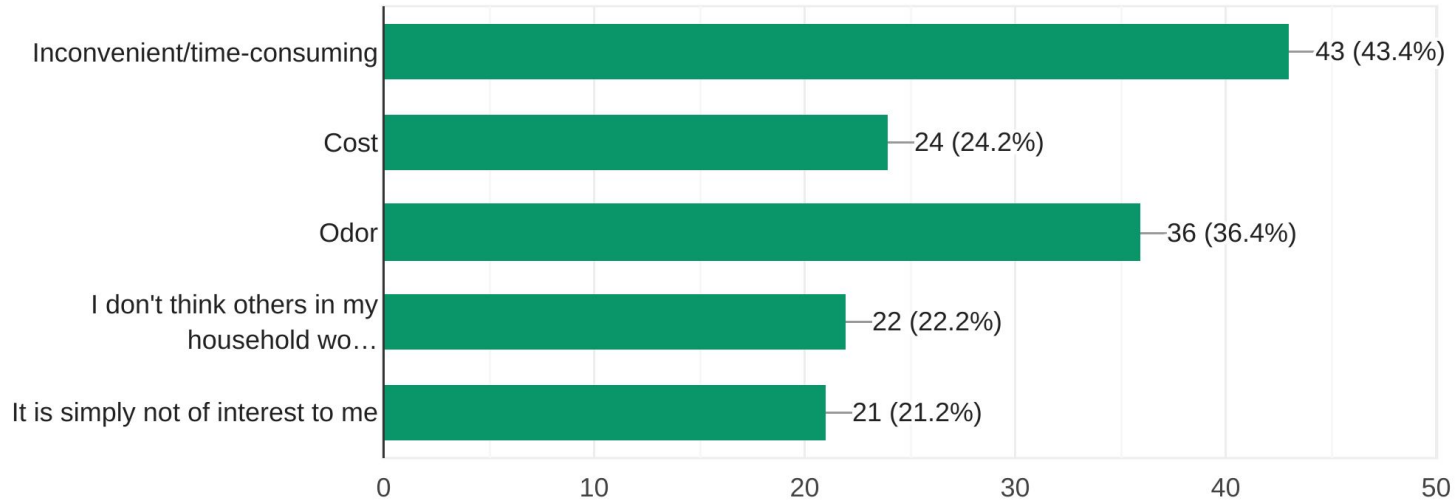
Response Breakdown



- **Composting paid (CP):** Customers of Black Earth; disproportionate representation (6% of NBPT HH's are Black Earth customers)
- **Composting not paid (CNP):** Those who compost through free methods (backyard, drop off)
- **Not composting (NC)**



Why Not Composting?

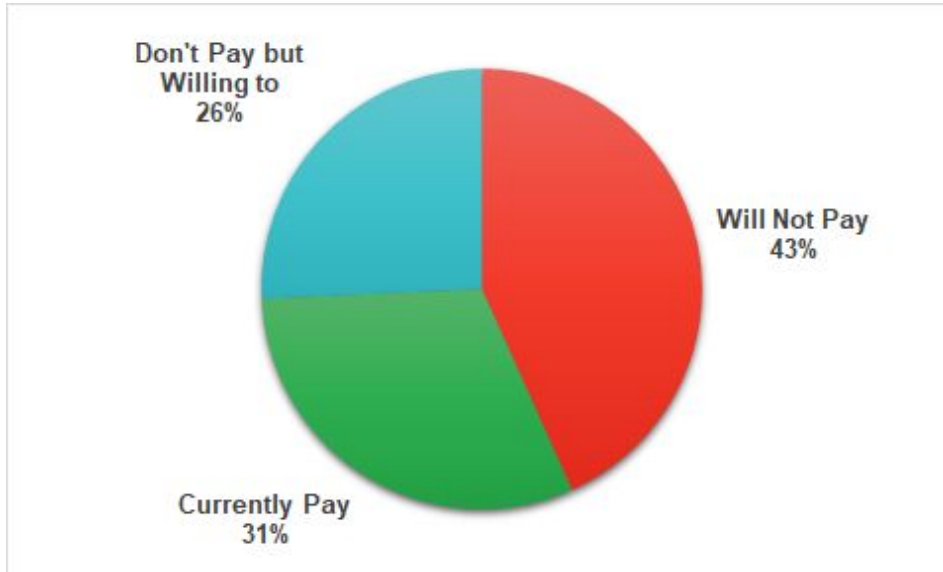


- There is a spread of objections, rather than a single overwhelming issue.
- Responses > 100% because respondents could select more than one reason



Willingness to Pay

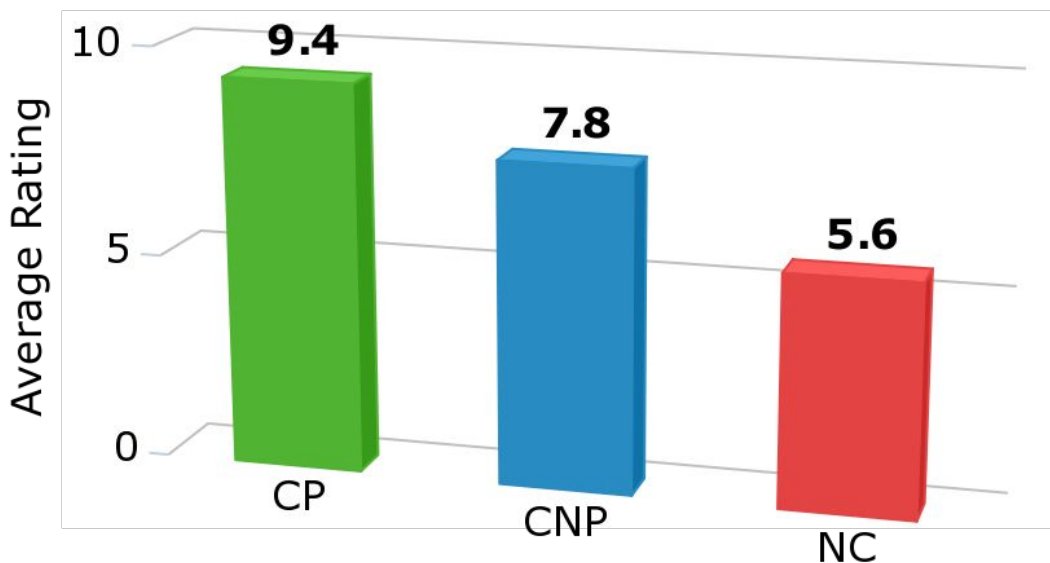
"Would you be willing to pay for curbside composting service?"



- Of the 56.7% willing to pay, approximately 26% currently do not pay for composting, but are willing to.



"In my opinion, the cost of curbside composting is reasonable."



- Average rating is as expected
- There is a risk respondents selected 5 to indicate no opinion rather than agreement, which may skew the results.



Price Willing to Pay

Responses of those Not Composting (NC) & Composting Not Paying (CNP)

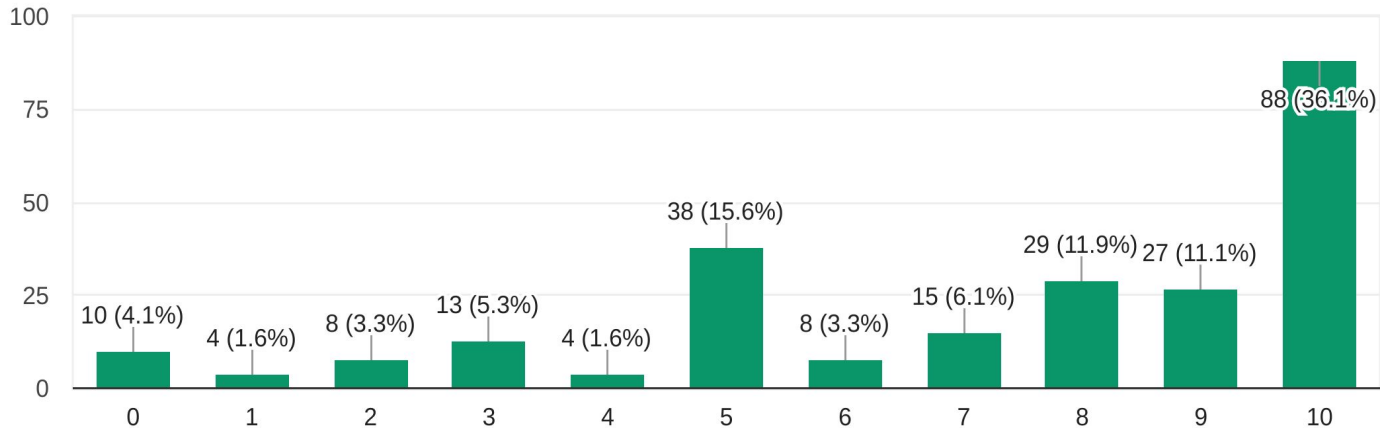
- Current Black Earth Price: \$1.92 per/week
- Range: Prices range from \$0.5 - 5 per/week
- **Mean: \$2.31**
- **Median: \$2.00**
- **Mode: \$2.00**
- Standard Deviation: \$1.01



Odor Perception

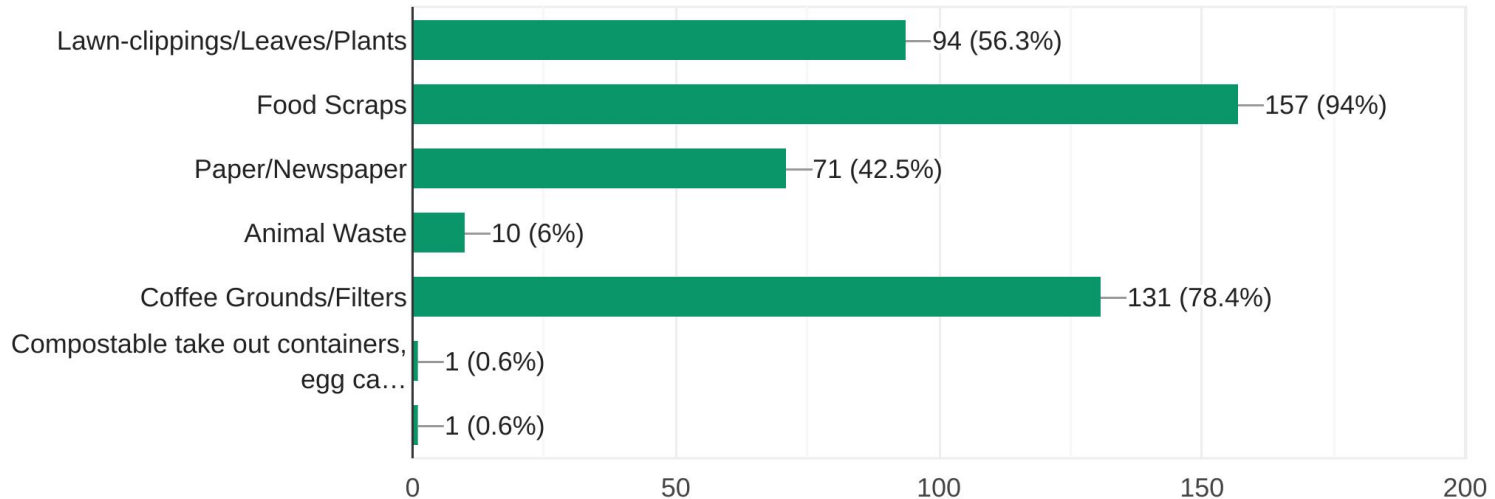
*"While some people speak about odor,
I have not noticed any near compost bins."*

- 65% of respondents (159/244) rated 7+, i.e. do not notice smell
- 10 signifies strongly agree, 0 signifies strongly disagree



Composting Materials

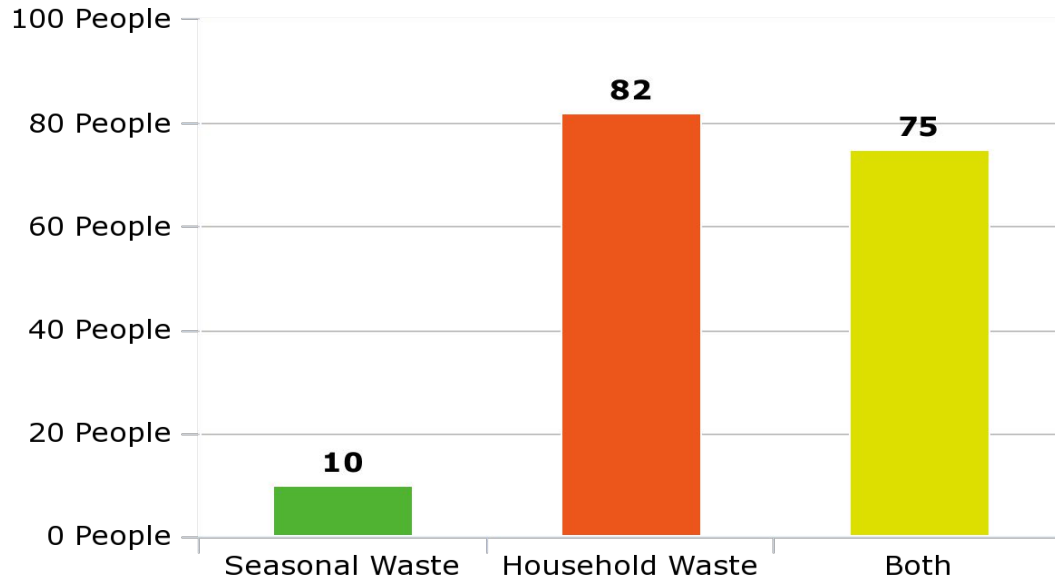
"If you compost, what materials do you use?"



- The vast majority compost food-related materials (94% food scraps, 78.4% coffee grounds/filters).
- Most people compost more than one material.



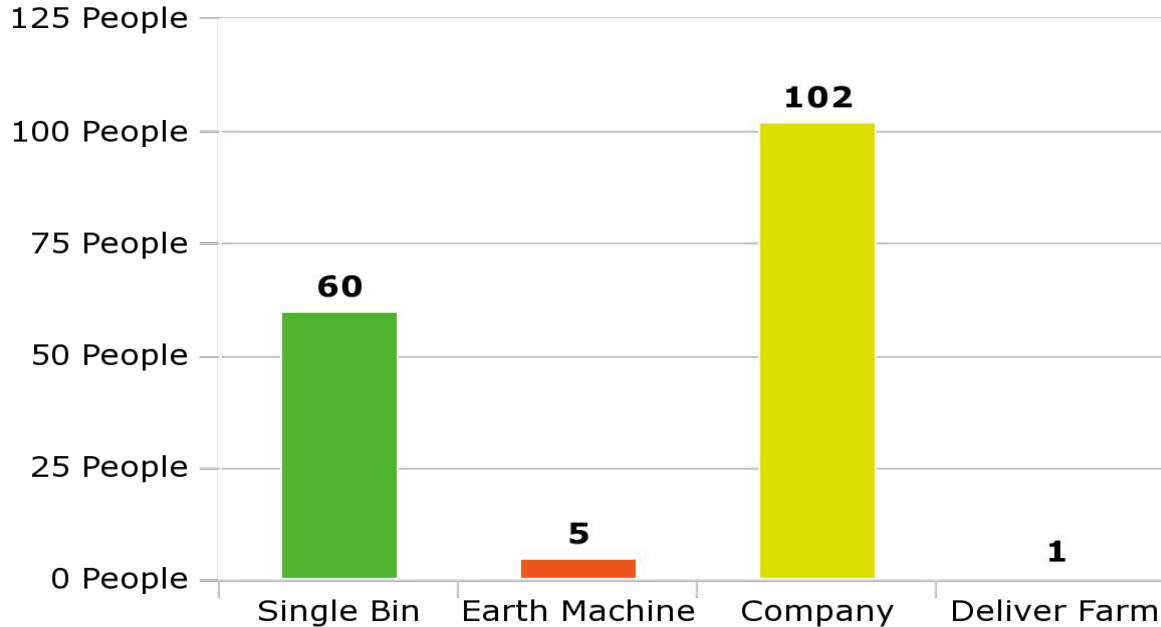
Of those who compost:



ACES

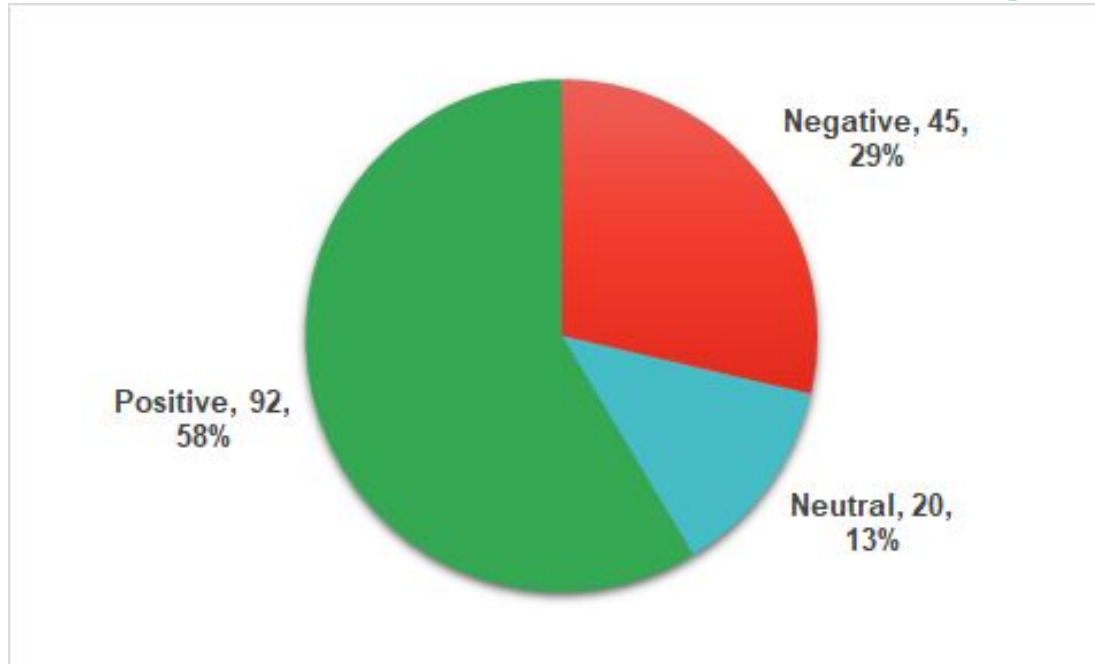
- Very few respondents compost only yard waste. (6%)
- Almost half respondents compost household waste. (49%)
- Just shy of half respondents compost both yard waste and household items. (45%)

How Do You Compost?



- Most compost via a company (61%) or with a single bin in their yard (36%).
- There is substantial overlap between respondents who both pay for composting and use a backyard bin.

Attitudes on Composting

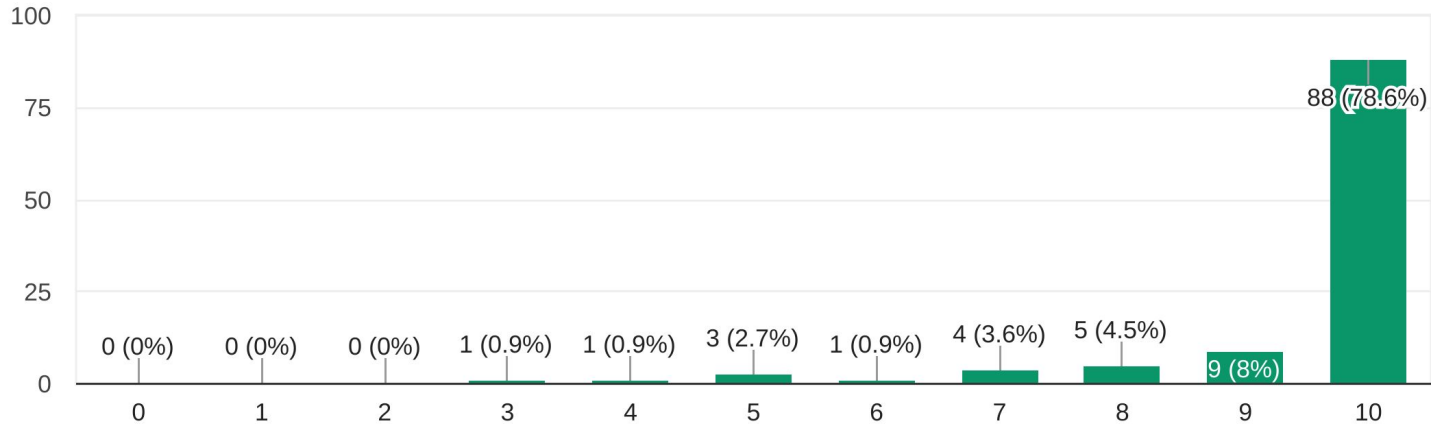


- A total of 157 written comments were received.
- These comments were subjectively classified based on attitudes expressed with regard to composting.



How Difficult is it to use Curbside Composting?

"If you use the Black Earth Compost system, please rate how easy or challenging your experience has been."

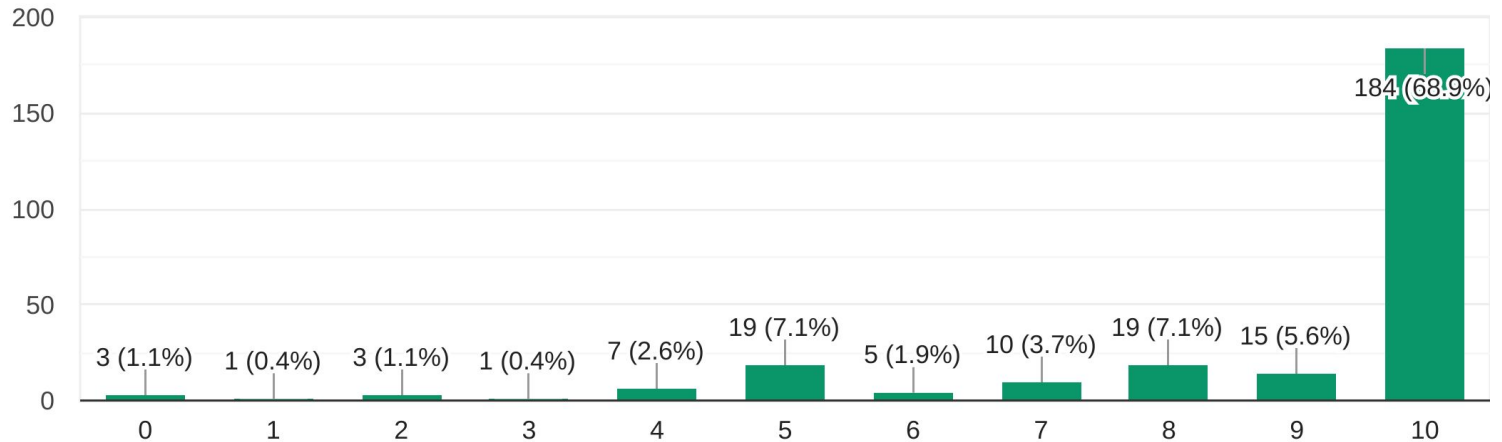


- 95% of people rated 7 or higher
- Mean: 9.46, Median: 10, Standard Deviation: 1.32
- 10 signifies easy, 0 signifies extremely difficult



Perceived Effect of Composting on Waste

"In my opinion, composting helps reduce waste from going to landfills or incinerators."

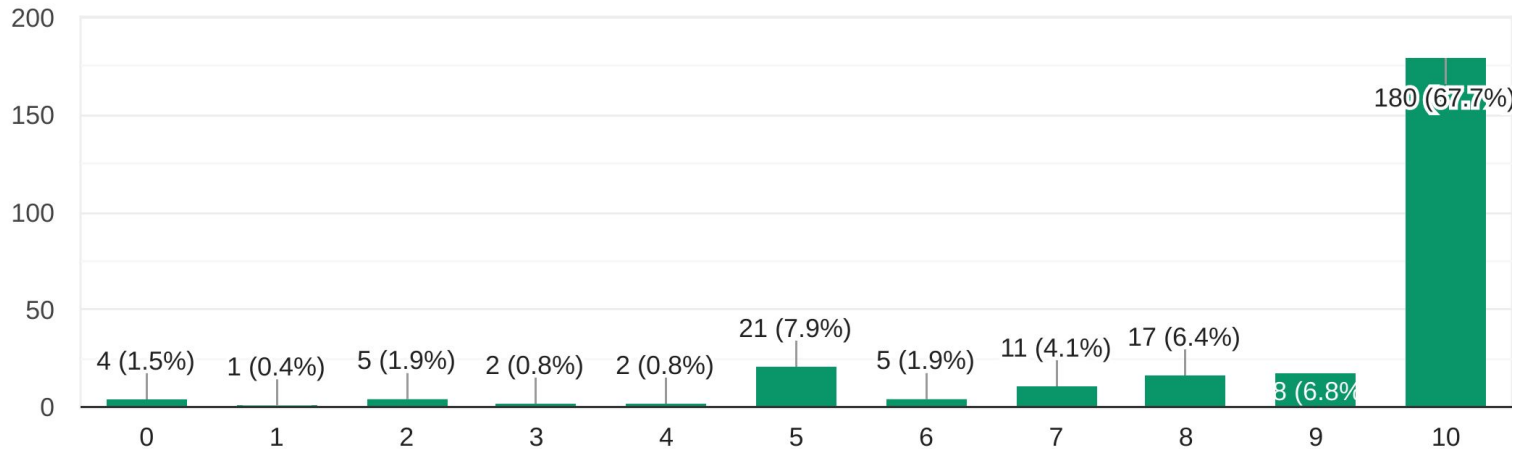


- 85% of respondents rated 7 or higher
- Mean: 8.87, Median: 10, Standard Deviation: 2.14
- 10 signifies strongly agree, 0 signifies strongly disagree.



Perceived Effects on Community

"In my opinion, composting is beneficial to the overall health of the community in managing waste."

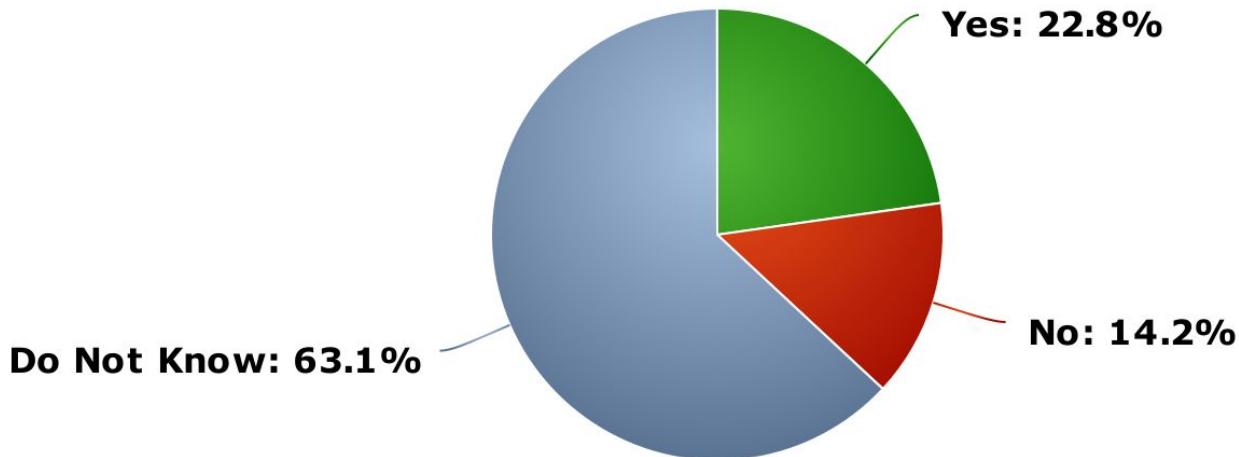


- The vast majority of respondents perceived a beneficial effect on community health (84% rating 7 or higher)
- Mean: 8.78, Median: 10, Standard Deviation: 2.24
- 10 signifies strongly agree, 0 signifies strongly disagree.



Perceived Community Participation

"My neighbors are enthusiastic about composting."



- Results indicate there is an opportunity to raise awareness about composting across the community.



Willingness to Help

"Are you interested in collaborating with ACES to foster environmental stewardship and a healthy community?"

