

COMMUNITY SURVEY

FINAL REPORT

An important piece of the Sustain Mid-Maine 2009 Summer Intern Program was to ground the work of Sustain Mid-Maine more deeply into the local situation. One thousand surveys were distributed to area residences in Waterville, Winslow, Fairfield, and Oakland, Maine. The community survey aimed to accomplish the following goals:

- Evaluate community support for the goals, objectives, and aspirations expressed in the 2020 Strategic Plan, the final report from the Community Catalyst on Energy Conservation and Sustainability held in January 2009
- Gather information on which actions community members are already taking to reduce energy costs, support local economies, and otherwise improve sustainability
- Determine what information and programs the community is aware of and demands, specifically in regards to sustainable choices in K-12 public education, local food, energy, recycling, and transportation options
- Determine the community's willingness to pay for various goods and services such as local food options at restaurants and curbside municipal recycling
- Educate recipients of the survey on sustainability and green initiatives
- Educate the community on Sustain Mid-Maine and its work

The following report is a summary of the methodology used to conduct the survey; an executive summary of findings; and the results of the survey broken into seven sections:

1. Respondent Demographics
2. Curriculum Change
3. 2020 Strategic Plan Vision and Goals Assessment
4. Local Food
5. Energy
6. Transportation
7. Waste and Recycling

For more information, go to www.sustainmidmaine.org, email coordinator@sustainmidmaine.org, or call 207.680.4200



SUSTAIN MID-MAINE

What is Sustain Mid-Maine?

Sustain Mid-Maine is a 'grassroots' movement created to conserve our resources, sustain a healthy environment, and promote economic prosperity for the Mid-Maine region. The group is active in Waterville, Winslow, Fairfield, and Oakland, and is thankful for those town governments' financial and staff support. With the help of dozens of local volunteers, Sustain Mid-Maine has started projects in five areas: Energy Conservation and Renewable Energy; Transportation Efficiency and Choices; Waste Reduction and Recycling; Public Education and K-12 Curriculum Change; Community Gardens and Local Foods.

How did Sustain Mid-Maine start?

Over sixty citizens representing state and local government, businesses, non-profits, colleges, and citizen groups met for three full days in January 2009 to create a vision for what the Mid-Maine region would look like in the year 2020. The "2020 Vision for Energy Conservation and Sustainability" was written by consensus and signed by every event participant. After writing the "vision," a list of projects were brainstormed and divided into the five areas listed above. Teams were formed in the five areas, and have since brought other community members on board.

METHODOLOGY

The survey questions were based on the abovementioned goals and sections of the survey. Names of respondents interested in participating in one of the Sustain Mid-Maine committees were also collected and are being used to solicit increased committee participation.

A copy of the full community survey can be found starting on page twelve. Survey questions were checked for their style, structure, and wording by the Sustain Mid-Maine Executive Committee, Colby Professor Russ Cole, and Colby's Director of Institutional Research, Bill Wilson. Colby's Institutional Research Board approved the survey for distribution.

One thousand surveys were distributed to Waterville, Winslow, Fairfield, and Oakland residents. The number of

surveys sent to each town was proportional to the number of residents in each town. Names and addresses were selected at random using a random number generator in Microsoft Excel. A following chart shows the percentage of surveys distributed by town compared to the percentage of respondents that identified with a particular town. Respondents were not required to identify from which town they responded.

In order to encourage a high number of responses, donations were collected from area restaurants and offered as prizes to be distributed to randomly selected responses. \$150 in prizes were offered as an incentive for completing the survey, which took approximately 20 minutes to complete. Prizes were awarded at the time this report was published.

EXECUTIVE SUMMARY

This report presents the data with limited analysis and recommendations. The author feels that each individual committee in Sustain Mid-Maine can use the data to alter their outreach, research, and programs in the ways they see best fit. Some of the key findings of the report are as follows:

- Respondents comprised a large, diverse, representative, statistically significant sample size. Results in this report are adequately representative of opinions in the Mid-Maine area community
- Nine respondents out of ten would approve of changes in the public school curriculum to include lessons on the importance of local foods, energy conservation and efficiency, and recycling and waste reduction
- Respondents indicated strong support for the vision and goals expressed in the 2020 Strategic Plan. This gives Sustain Mid-Maine members and their programs renewed optimism that the views they use to guide their work are consistent with the larger Mid-Maine community
- Nine in ten respondents purchase Maine grown food
- Respondents had a high rate of knowledge, participation, and interest in home and community gardens
- A majority of respondents have performed "easy" energy efficiency fixes on their households. For example, eight in ten respondents have reduced their heating thermostat temperatures to save energy and money
- Less than one in ten respondents had performed an energy audit to identify possible home energy improvements, but eight in ten would have an audit performed on their house if it were free
- Respondents had a strong interest of and knowledge in recycling; most recycled non-electronic recyclable materials at a high rate
- Six in ten respondents are not willing to pay any money for curbside recycling; of those respondents, five in ten said they would not be willing to pay because they already drop off their own recyclables; one in ten said they thought it was a municipal responsibility; and one in ten said they needed to save money
- Many respondents already walk, bike, or carpool instead of using personal motor transportation
- Better bike path and public transport options would have the greatest impact on increasing respondent's use of alternative transportation

SURVEY RESULTS

DEMOGRAPHICS

Married : Single 64:36
Male : Female 62:38
Average Age 53 years old

Education

- 20% completed high school
- 50% completed a 2- or 4-year degree
- 30% completed masters degree or higher

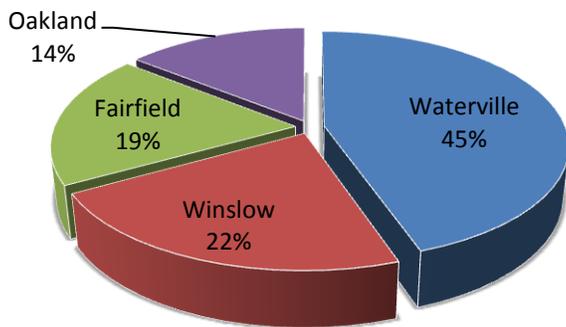
Household Occupancy Rate

The average household occupancy rate is 2.4 persons per household

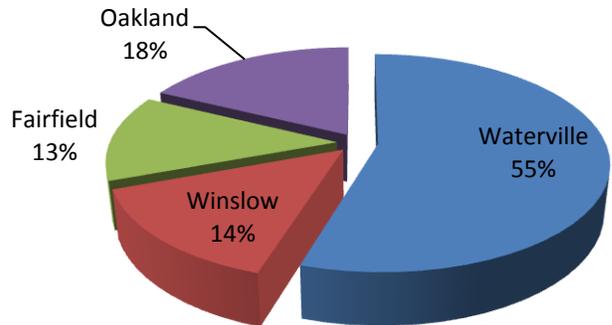
Town of Residence

Approximately 1000 surveys were distributed in a ratio equal to the relative population of each town. Return rates for the survey were slightly over 10%, with 107 surveys received.

Surveys Sent by Town



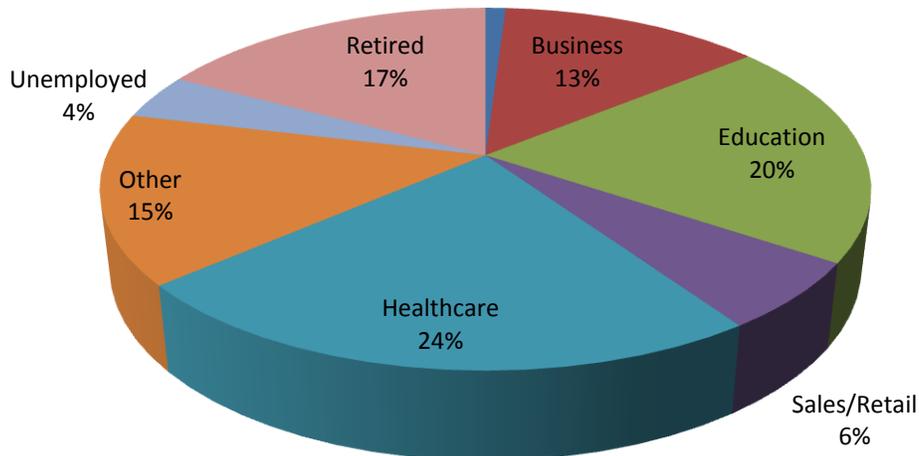
Surveys Received by Town



Occupation

The most frequently held occupations were healthcare (24%), education (20%), and retired (17%). The responses indicate a fairly diverse set of occupations in respondents.

Respondent Occupation

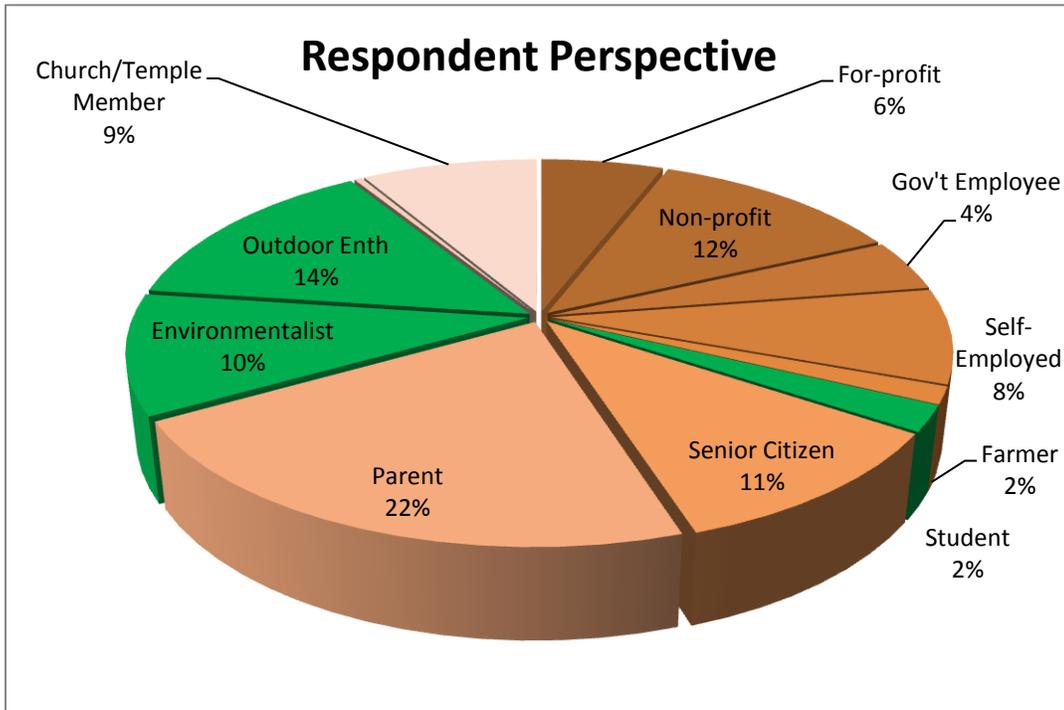


Personal Perspectives

Respondents were asked to identify the perspectives they used to complete the survey. This “check” helps confirm that respondents are representative of the community completing the survey. Specifically, responses to this question shows that there is low “sampling bias” in the results. Sampling bias occurs when people with an expressed interest in a survey topic comprise a relatively high percentage of total respondents.

This survey asked questions relating to environmental issues. Therefore, one would expect farmer, environmentalist, and outdoor enthusiast perspectives to represent the majority of perspectives if there was sampling bias.

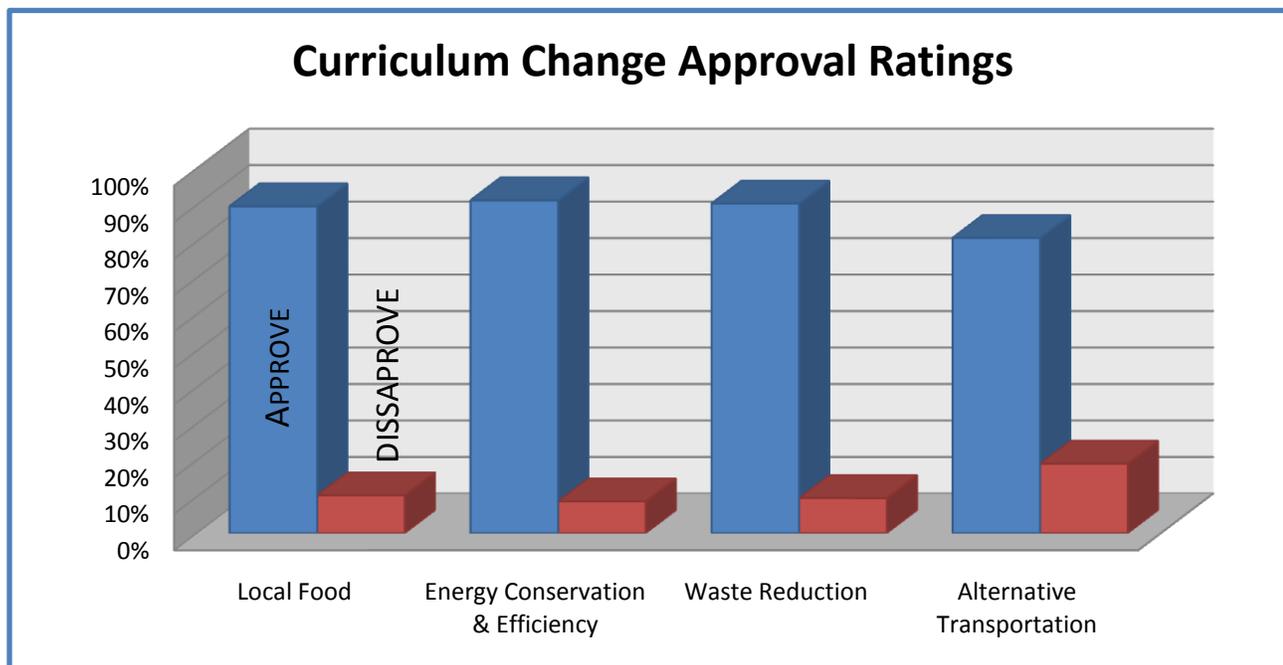
26% of perspectives identified fell into one of these three categories, suggesting that there was low sampling bias in the survey, and that the survey was not just completed by environmentally-minded people.



CURRICULUM CHANGE

The community survey asked respondents **Would you support a curriculum change in public schools to include lessons about the importance of: local foods; energy conservation and efficiency; recycling and waste reduction; and alternate forms of transportation?**

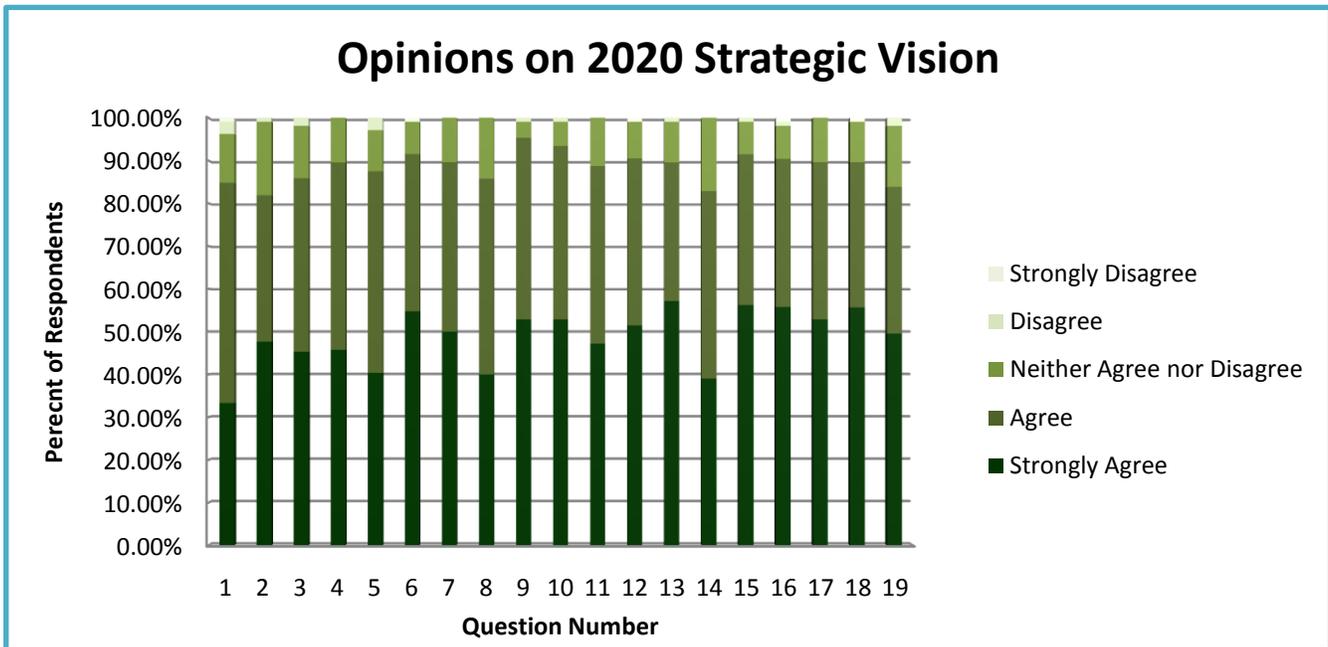
Nine in ten respondents supported changes to public school curriculum to include lessons about the importance of local foods, energy conservation and efficiency, and recycling and waste reduction. Eight in ten respondents supported changes to public school curriculum to include lessons about the importance of alternate forms of transportation. This data strongly suggests public schools should consider modifying curriculum to accommodate these important educational experiences.



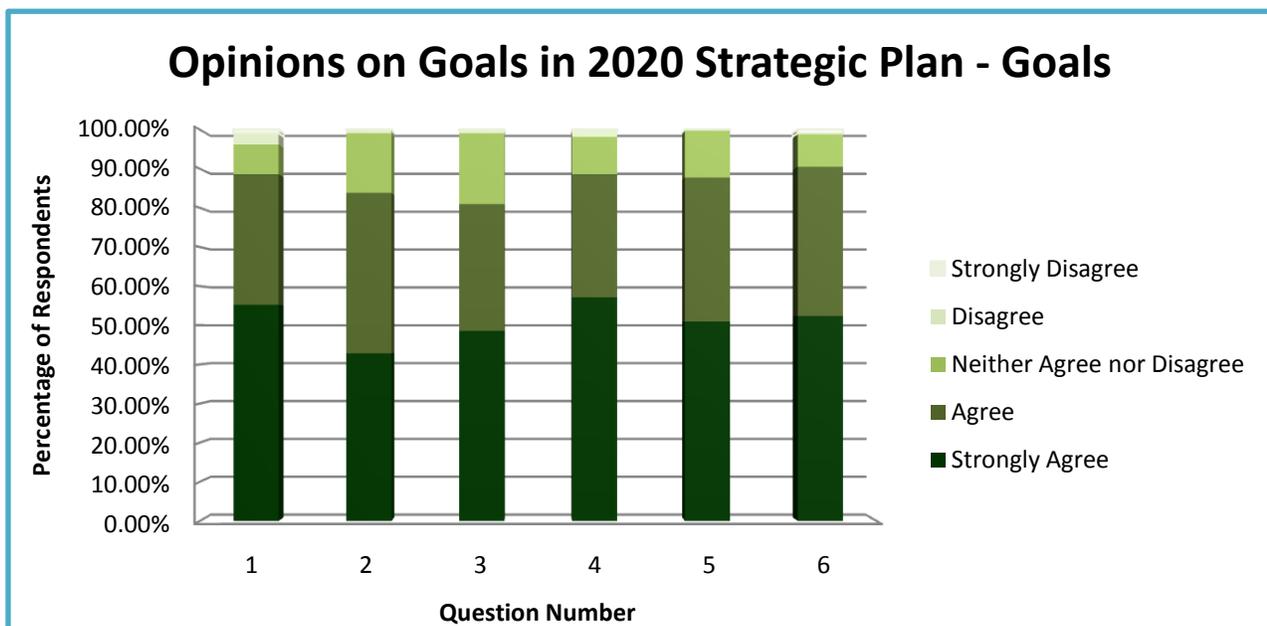
One of the goals of the survey was to verify the goals and aspirations expressed in the [2020 Strategic Plan Vision](#), which was signed by all original 2020 Catalyst for Energy Conservation and Sustainability participants. Respondents were asked to rank their opinions on the 19 statements contained in the survey, such as “[We] give priority to all local, renewable resources, including energy” and “[We] educate the community on the benefits of recycling.” Respondents could rank their agreement as follows:

5 = Strongly Agree 4 = Agree 3 = Neither Agree nor Disagree 2 = Disagree 1 = Strongly Disagree

Responses indicated widespread support for all major statements contained in the 2020 Strategic Plan Vision. This is likely due to the fact that the statements in the vision were agreed upon by consensus. The process of arriving at the precise, consensus-based wording in the statement took about five hours to achieve. The following results suggest this was time well-spent. For each of the 19 statements, more than eight in ten respondents either “agreed” or “strongly agreed” with the opinions expressed in the strategic plan. This means the values expressed in the vision are widely embraced by the community.



Respondents were also asked to rank their agreement with goals contained in the [2020 Strategic Plan](#). As compared to questions about the Vision, goals were more concrete and numbers-based. Respondents evaluated their agreement with goals such as “increase our rate of recycling to 50% of total volume” and “ensure every resident had access to local, affordable produce every day.” Over eight in ten respondents either “agreed” or “strongly agreed” with the goals, signifying community support for not only the vision but also the goals expressed in the 2020 Strategic Plan.



LOCAL FOODS

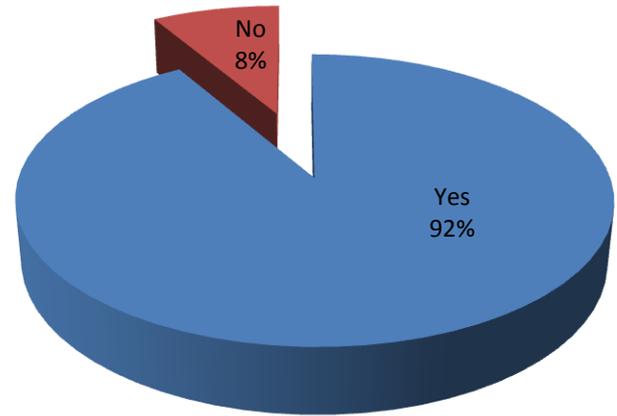
Do you purchase Maine grown food? If yes, please list from where and how often:

Over nine in ten respondents indicated they purchased local foods. Farmers markets and farm stands were the most common locations where people bought locally grown foods, followed by Hannafords and Uncle Deans.

If it costs the same, would you eat at a restaurant that uses Maine grown foods over imported foods?

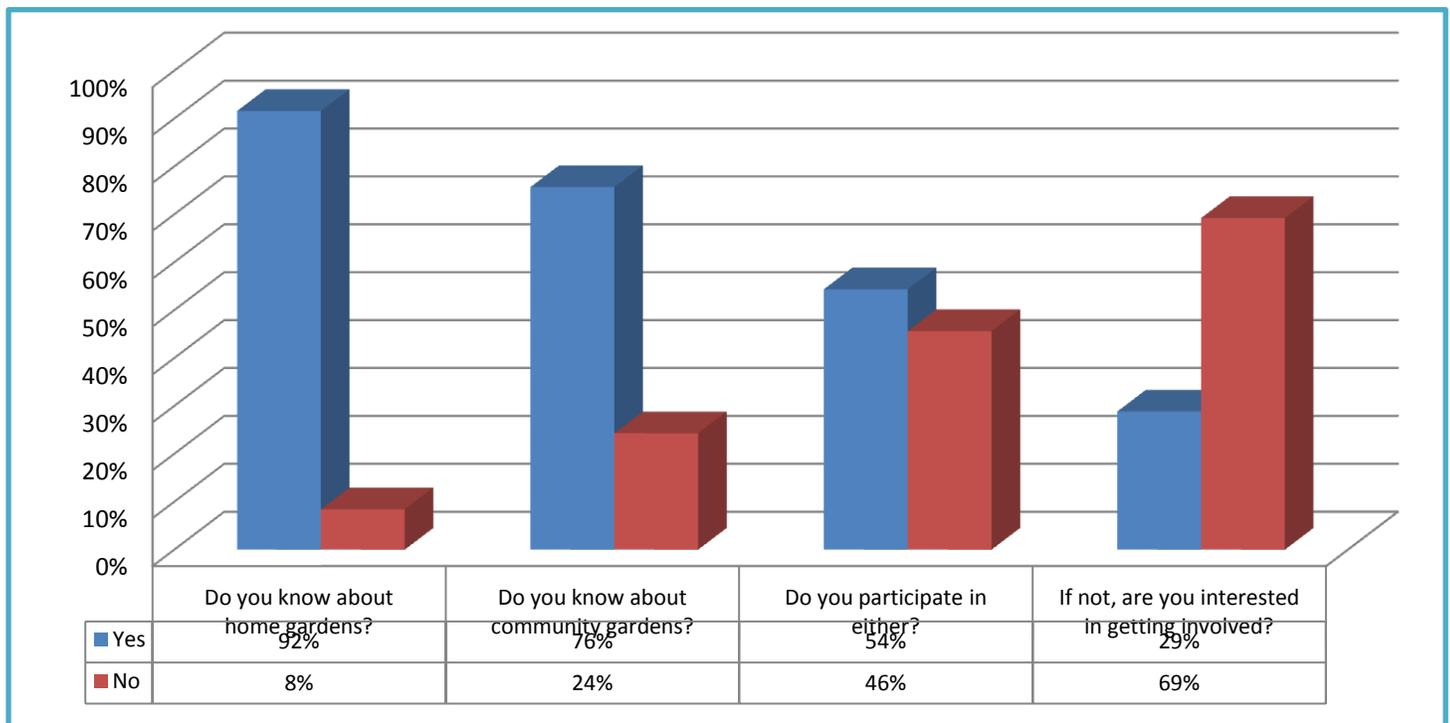
Only one respondent suggested they would not prefer to eat at a restaurant that uses Maine grown foods versus local foods. This indicates that restaurants should use and market their use of local produce whenever possible.

Do you buy Maine grown food?



The third question asked about **knowledge of home/community gardens, participation in either, and interest (for those not currently participating) in getting involved.**

Home and Community Gardens Knowledge, Participation, and Interest



Nine in ten people knew about home gardens compared to eight in ten who knew about community gardens. This difference in respondents knowledge is not surprising. The first community garden in the Mid-Maine area started in Waterville in May 2009, meaning people likely have less time to become familiar with the idea.

About half of respondents grew some sort of food at home or in a community garden. About three in ten of those who were not interested in getting involved noted that they did not have enough time or energy in a day to garden. This segment of the population will not quickly convert to gardening and should not be targeted as a priority in short-term efforts.

For the half of respondents who did not grow food in a home or community garden, about three in ten were interested in getting involved. This is a good estimate of the greater area population who have not yet begun gardening but who would be interested in doing so.

This group of people who could be easily “converted” to gardening was then asked what might encourage them to participate. Two in ten indicated classes on how to garden; two in ten said availability of community garden plots; and one in ten indicated reduced costs for seeds or garden plots would encourage them to participate. Therefore, increasing educational classes and availability of garden plots are effective ways to encourage higher participation in gardening.

ENERGY

On a scale of 1 (nothing) to 7 (a lot), how much do you know about energy conservation? On a scale of 1 to 7, how much do you know about renewable energy?

Respondents indicated that, on a scale of 1-7, their knowledge of energy conservation and renewable energy was higher than average (4.7/7). The high rate of knowledge is likely due to some combination of homeowners taking initiative to learn how to save on their electricity bills; outreach and advertising by non-profits, government agencies, and for-profit companies; and increased attention to energy issues in the media. Respondents indicated their average knowledge of energy conservation was slightly higher than of renewable energy (4.3/7).

Have you installed any renewable energy equipment?

One in ten respondents indicated they had installed renewable energy equipment, mostly a wood or pellet stove. Respondents also indicated they had installed solar hot water heaters or solar lights.

Based on the size of your house, how would you rate the overall energy use: *Less energy than the average house; About the same amount of energy; More energy than the average house?*

Five in ten respondents indicated they believed their house used about the same amount of energy as the average house. Three in ten believed their house was less efficient than the average house, and two in ten believed their house was more efficient than the average house. This indicates there are a large number of households operating at very low efficiency. Houses in the “average” and “low” categories will provide the best energy and monetary returns for energy efficiency retrofits and energy conservation practices.

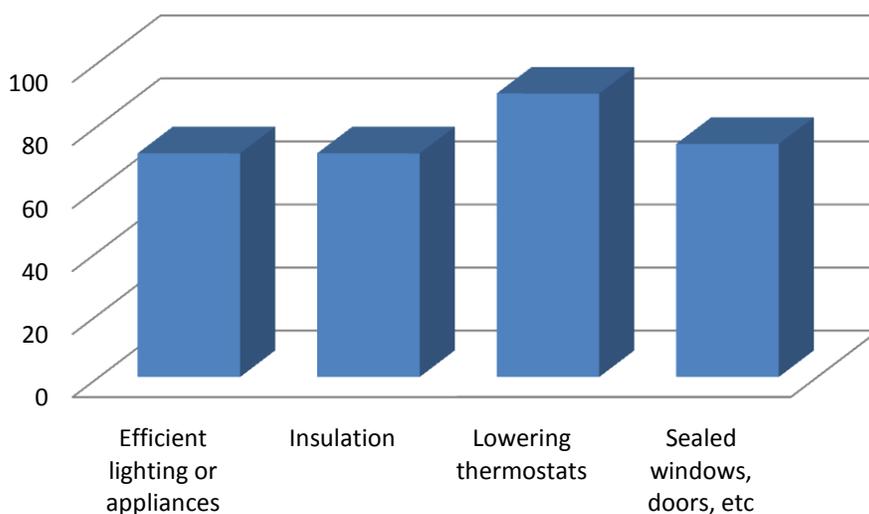
Have you performed energy improvements in on your home?

Six in ten respondents had installed energy efficient lighting or appliances, insulation, or sealing of air cracks in their homes. Eight in ten had lowered thermostats to reduce energy use. This suggests that area residents are actively addressing energy use issues and energy costs.

Would you be interested in learning more about how to improve the efficiency of your home to conserve energy and money?

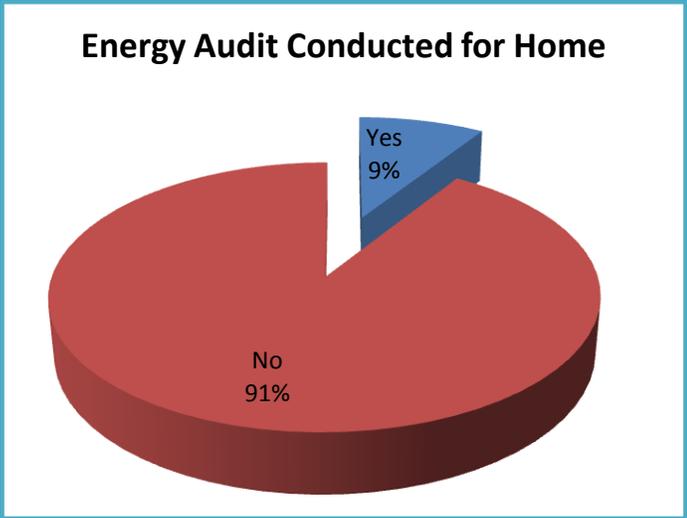
Eight in ten respondents indicated interest in learning more about energy efficiency to conserve energy and money. There seems to be a high demand for information related to energy conservation in the community.

Have you performed the following energy improvements on your home?



An energy audit is a detailed study of how much energy your house uses, and costs about \$400. Have you had an energy audit conducted for your home?

Less than one in ten respondents indicated they had an energy audit conducted on their household. This indicates that the vast majority of homes in the greater Waterville area have not had an audit completed. The audit is the first step in choosing cost effective options to reduce home energy use.

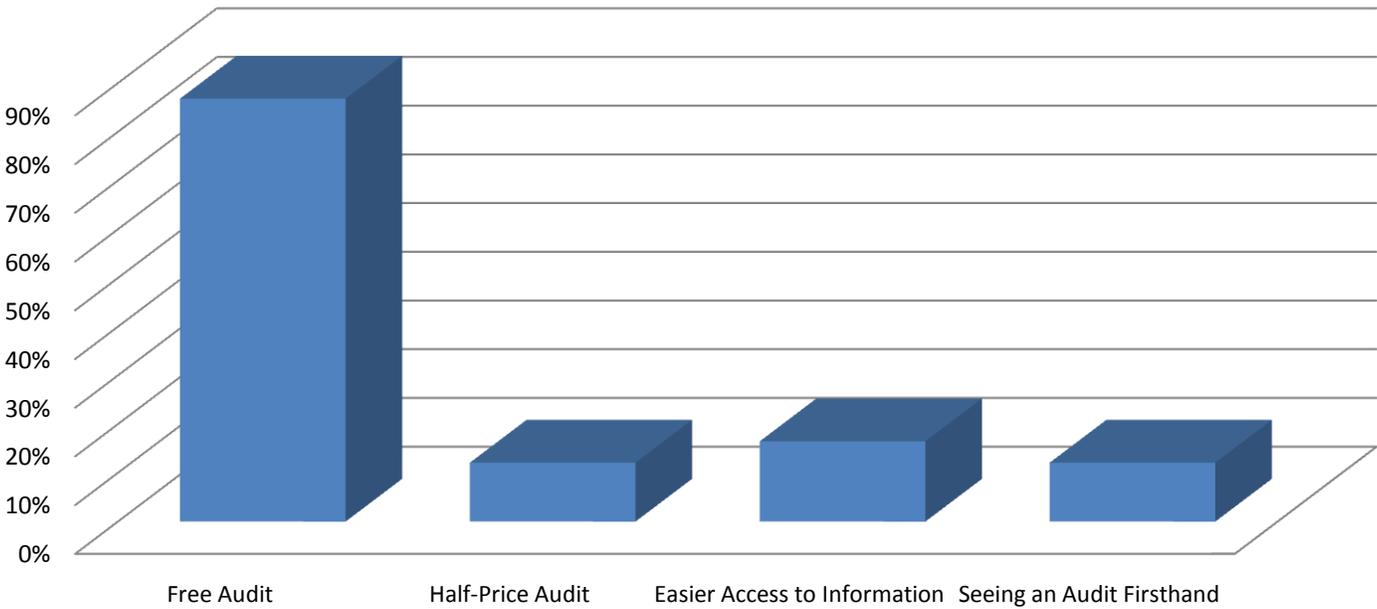


Those who had not had an audit done were asked what would convince them to have an audit. Low cost options would be to distribute information (or otherwise make it more accessible) and to provide model audits that the community could attend. Stimulating audits through monetary incentives would seem to be much more effective by providing full rebates for audits.

A follow up question asked those who had not previously had an energy audit for their home **What would convince you to have an audit conducted: a free audit; a half-price audit; easier access to information; or seeing an audit done firsthand?**

Eight in ten residents would have an energy audit performed on their home if they could receive one for free. About one in ten residents would be convinced to have an audit conducted if it was half-price, if there was easier access to information, or if they could first see an audit performed on a house. While each strategy has an important role to play in increasing homeowner energy efficiency and savings, subsidizing the audit seems to be the most effective way to jumpstart these energy and cost savings.

What would convince you to have an energy audit conducted?



WASTE AND RECYCLING

On a scale of 1 (nothing) to 7 (a lot), how much do you know about recycling and the disposal of solid and hazardous waste? Respondents indicated an above average (4.3/7) knowledge of recycling and the disposal of solid and hazardous waste. This indicates that, like energy, people have been educated on recycling and waste. Any outreach campaign might be able to assume a baseline understanding of the facts by a majority of the area population.

Can you easily find information on where to take your recyclables (including batteries, electronics, hazardous materials, etc.)?

Six in ten respondents suggested they could easily find information on where to take recyclables, while four in ten said they could not. Outreach needs to be taken to make more easily accessible information on where to take various kinds of recyclables in order to lower the number of people who cannot find this information.

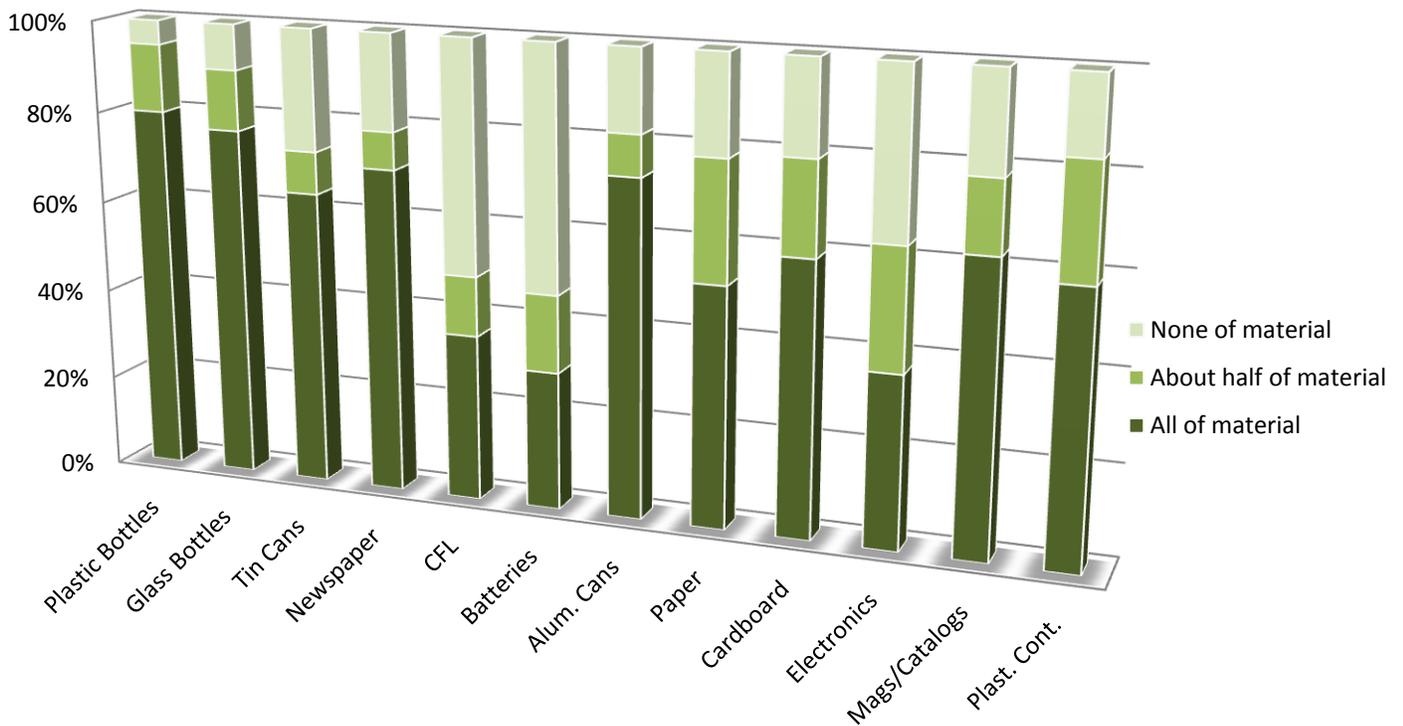
On a scale of 1 (not important) to 7 (very important), how important do you think recycling is?

Respondents replied that recycling was important (5.7/7). The fact that recycling is an important issue for local residents was also evident from lengthy open-ended responses in this section.

How often are different materials recycled?

Respondents were asked to identify how much of a list of materials they recycled – “all”, “about half”, or “none” of the material. The bottom, dark green bar represents those who recycle “all” material; the middle bar represents those who recycle “about half” of material; and the top, light green bar represents those who recycle “none” of material. Plastic bottles, glass bottles, aluminum cans, and newspaper are the most frequently recycled, with over seven in ten respondents recycling “all” of these materials. Compact fluorescent light (CFL) bulbs, electronics, and batteries had some of the lowest recycling rates, with more than half of respondents recycling “none” of these materials. This suggests efforts should focus on education about existing options and expansion of “e-recycling” options.

Frequency of Amount of Materials Recycled per Household



Would you be more willing to support local businesses if they used recycled products?

Nine in ten respondents indicated they would be more willing to support businesses if they used recycled products. This suggests that businesses should use and market their use of recycled products wherever possible.

Do you compost food waste, yard trimmings, or other organic materials? Would you be interested in learning more about household composting?

Four in ten respondents composted some form of organic materials. Four in ten respondents were interested in learning more about household composting; about half of those respondents interested were already composting in some way. This suggests composting programs should be oriented to not only those who have never compost but also those who have some composting experience.

On a scale of 1 (never) to 7 (often), how often do you use reusable shopping bags?

More often than not (4.7/7) respondents use reusable shopping bags instead of disposable plastic bags. This indicates that there is a high use of reusable bags already in the community.

About how much would you pay to have recyclables picked up from your house: \$0, \$10, \$20, or \$30 or more? Please explain why you would pay this amount?

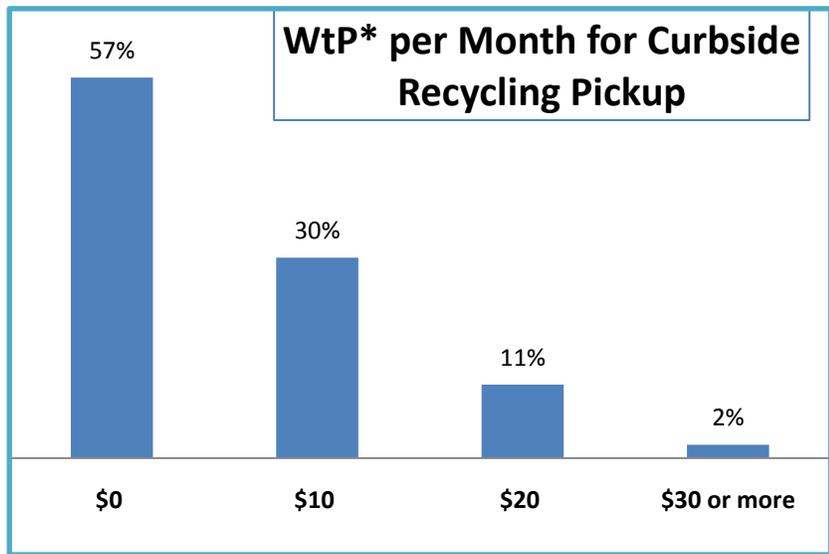
Six in ten respondents were not willing to pay any money to have recyclables picked up at their curbside. Of this number:

- 56% said they drop off recyclables already;
- 25% did not comment on why they picked this number;
- 14% said that it is a municipal responsibility;
- 11% said they needed to save money;
- 4% made another comment

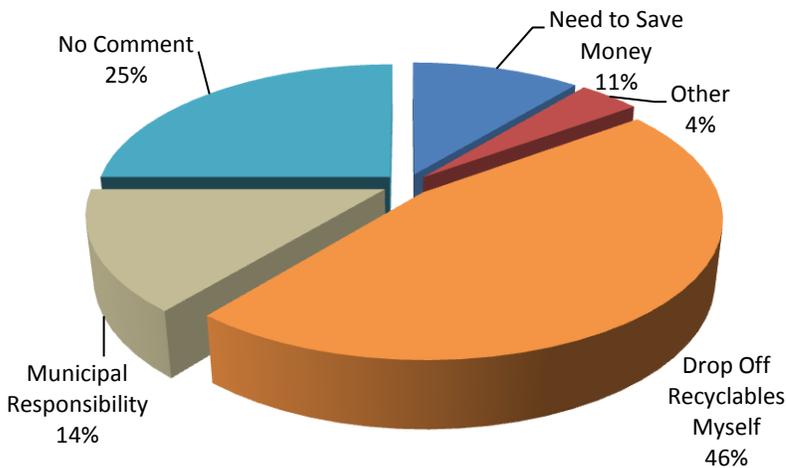
Three in ten respondents would pay \$10 per month to have recyclables picked up at their curbside. Of this number:

- 35% did not comment on why they picked this number;
- 18% said they limited their willingness to pay to \$10 per month because they needed to save money;
- 18% said they were willing to pay this amount because it was a needed service or a good cause
- 18% said they were willing to pay this amount for the convenience or efficiency of curbside pickup
- 11% made another comment

One in ten respondents would pay \$20 per month to have recyclables picked up at the curbside; a total of two respondents were willing to pay \$30 or more per month to have their recyclables picked up. These respondents expressed similar reasons to the \$10 per month group in explaining why they were willing to pay this amount; notably because of efficiency/convenience or because it was a needed service/good cause.

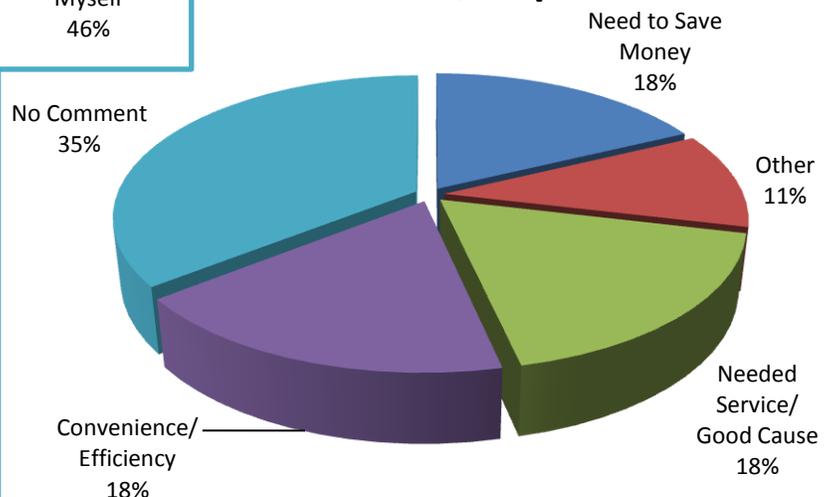


WtP* of \$0 per Month



This data has important impacts for the region. Clearly respondents believe recycling is important. The most effective way to minimize residential solid waste landfill disposal volume and costs is with a curbside recycling program. Towns and cities from around Maine have switched to "single-stream recycling," where all recyclables are thrown in one bin and mechanically sorted by Maine municipally-owned facilities in South Portland, Maine. Towns and cities across the state are saving money on disposal costs by instituting recycling programs. The above data could be used to determine if a municipal curbside pickup program is cost-effective for homeowners and municipalities.

WtP* of \$10 per Month



***WTP = WILLINGNESS TO PAY**

On a scale of 1 (not important) to 7 (very important) do you consider the use of alternate form of transportation?

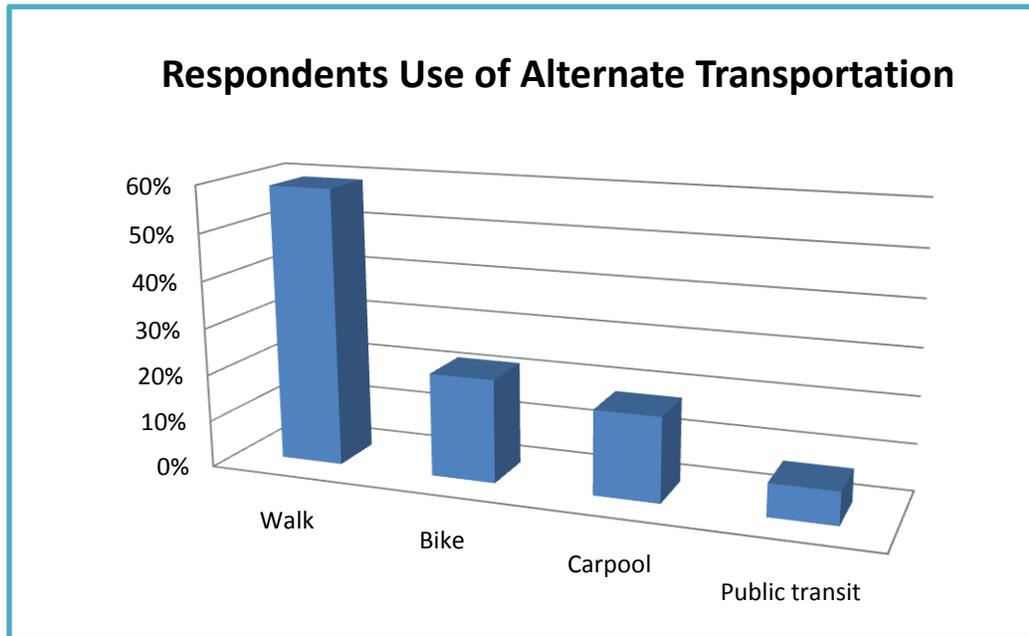
Respondents considered the use of alternate transportation somewhat important (4.9/7). Respondents were first shown examples of alternate transportation (walking, biking, carpooling, and public transit).

Does your employer provide incentives for using alternate modes of transportation in your community?

Less than one in ten respondents indicated that their employers provided incentives for using alternate modes of transportation. An outreach program targeted at employers could increase this rate, especially if incentives were provided in collaboration with municipalities.

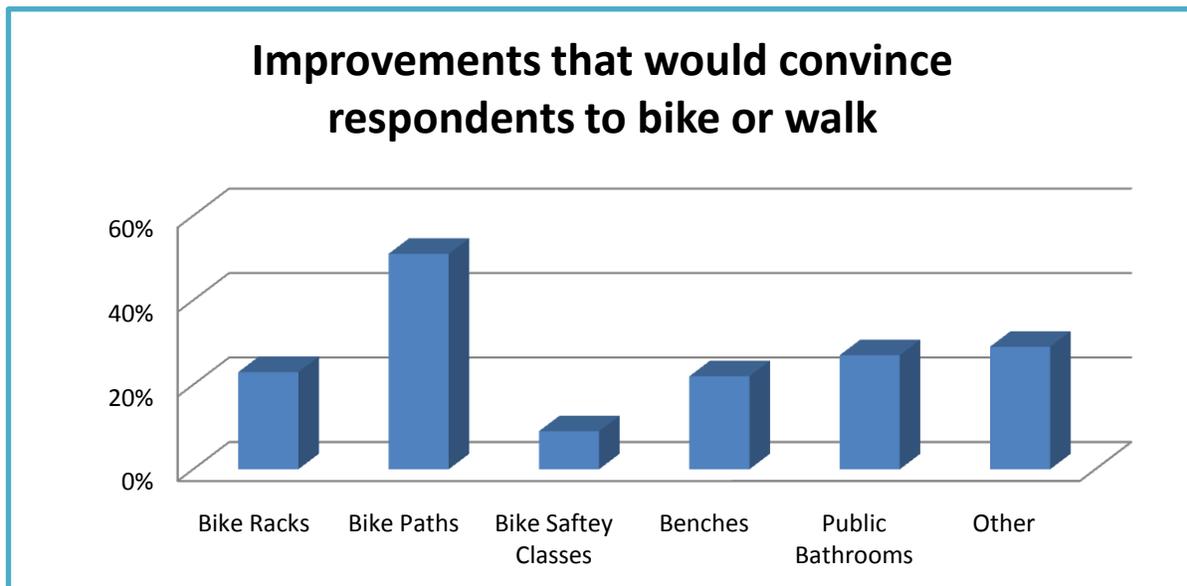
Respondents were asked In place of using your personal car, truck, or motorcycle, do you use the following alternate forms of transportation: walk, bike, carpool, or public transportation?

The responses show that over half of people sometimes walk instead of using a personal form of motor transportation. Two in ten people bike, and two in ten people carpool occasionally instead of using personal motor transportation. One in ten use public transit. The largest potential for increasing rates of alternative transportation in Maine is likely in carpooling and public transit, since many services are far distances apart and since cold and winter weather makes bike transit difficult for a large portion of the year.



Respondents were then asked What improvements to your community would convince you to bike/walk: bike racks, bike paths, bike safety classes, benches, public bathrooms, or "other"?

Five in ten respondents indicated that the presence of bike paths would convince them to use bicycling as an alternate mode of transportation. Efforts of the transportation committee might want to focus on this initiative, perhaps by supporting the established Kennebec Messalonskee Trails and Waterville Area Bicycle and Pedestrian Planning groups. Two in ten respondents responded that bike racks, benches, or public bathrooms would convince them to bike or walk as an alternate mode of transportation.



Please send in this survey using the included postage-paid business reply envelope *postmarked by Monday, August 10th* for your chance to WIN UP TO \$150 in gift certificates, generously donated by:

George's Restaurant ♦ *Butcher's Choice Steakhouse* ♦ *Hannaford's Supermarket*
Jorgensen's Café ♦ *Mainely Brews Tavern* ♦ *Shaw's Supermarket*

What is Sustain Mid-Maine?

Sustain Mid-Maine is a 'grassroots' movement created to conserve our resources, sustain a healthy environment, and promote economic prosperity for the Mid-Maine region. The group is active in Waterville, Winslow, Fairfield, and Oakland, and is thankful for those town governments' financial and staff support. With the help of dozens of local volunteers, Sustain Mid-Maine has started projects in five areas: Energy Conservation and Renewable Energy; Transportation Efficiency and Choices; Waste Reduction and Recycling; Public Education and K-12 Curriculum Change; Community Gardens and Local Foods.

How did Sustain Mid-Maine start?

Over 60 citizens representing state and local government, businesses, non-profits, colleges, and citizen groups met for three full days in January 2009 to create a vision for what the Mid-Maine region would look like in the year 2020. The "2020 Vision for Energy Conservation and Sustainability" was written by consensus and signed by every event participant. After writing the "vision," a list of projects were brainstormed and divided into the five areas listed above. Teams were formed in the five areas, and have since brought other community members on board.

What are the beliefs of Sustain Mid-Maine?

Sustain Mid-Maine believes that energy, food, transportation, and waste costs will continue to rise. They believe that a "green energy" economy will create quality Maine jobs. They believe our dependence on foreign oil leaves us vulnerable. Most importantly, Sustain Mid-Maine believes that the community can be strengthened—and more people's voices can be heard—by organizing citizens around grassroots projects to increase the quality of life for Mainers.

What are the goals of Sustain Mid-Maine?

1. To reflect the collective values, priorities, and aspirations of Mid-Maine residents by involving as many residents as possible in decisions that affect us all
2. To establish a mechanism to implement change in the collective values, priorities, and aspirations of Mid-Maine residents
3. To guide the decisions of our policymakers, communities, and individuals to create a sustainable, healthy, and prosperous Maine

How can I participate?

First, consider attending any of our events, like the upcoming Green Living Expo during the August 5th Taste of Waterville. Volunteer your time with Sustain Mid-Maine by attending any of our public meetings or offering to help with a project or event. You can also make a tax-deductible donation to the

Mid-Maine Sustainability Fund to support our projects aimed at improving our community. Visit www.sustainmidmaine.org for a list of ways to contribute. You can also contact the coordinator by phone at 859-5718 or by email at coordinator@sustainmidmaine.org.

Why this survey?

A diverse set of people gathered during the January meeting to create the "vision" that reflects the collective values of Mid-Maine residents. This survey will enable us to collect the opinions of an even broader and more diverse range of area residents to make sure we have set the right priorities. Thank you for your time and support!

Special Thanks

Colby College and Sustain Mid-Maine have partnered since 2007 to help mitigate climate change and address sustainability issues in the community. For the past three years, the college has provided extensive administrative and financial support for this project. We thank them for their help.



Marital Status (single/married): _____ Gender: M F Age: _____
Highest Education Completed: _____ Number of Occupants in Household: _____

Occupation: Agriculture Business Education
Sales/Retail Unemployed Other: _____

The perspectives that you are using in completing this survey: (Please circle all that apply).

- I work for a for-profit organization
- I work for a non-profit organization
- Government employee
- Self-employed
- Farmer
- Student
- Senior citizen
- Parent
- Environmentalist
- Outdoor enthusiast
- Elected official
- Church or temple member
- Write in: _____

Tell us what you know about local foods:

1. Do you purchase Maine grown food? Yes No

If yes, please list from where and how often:

2. If it costs the same, would you eat at a restaurant that uses Maine grown foods over imported foods? Yes No

3. Do you know about home gardens? Yes No

Do you know about community gardens? Yes No

Do you participate in either? Yes No

If not, are you interested in getting involved? Yes No

If not, what would encourage you to participate? (Circle all that apply)

- a. Classes on how to garden
- b. Availability of community garden plots
- c. Reduced costs for seeds, soil, etc.
- d. Other: _____

4. Would you support a curriculum change in public schools to include lessons about the importance of local foods? Yes No

Tell us what you know about energy:

5. How much do you know about energy conservation? (Circle one)
(Nothing) 1 2 3 4 5 6 7 (A Lot)

6. How much do you know about renewable energy? (Circle one)
(Nothing) 1 2 3 4 5 6 7 (A Lot)

7. Have you purchased renewable energy, e.g. green electricity, carbon offsets, etc.? Yes No

Have you installed renewable energy equipment? Yes No

If yes, what kind and by what company?

8. In what year was your home built? _____

9. Based on the size of your house, how would you rate the overall energy use? (Circle one)

- a. Less energy than the average house
- b. About the same amount of energy
- c. More energy than the average house

10. An energy audit is a detailed study of how much energy your house uses, and costs about \$400.

Have you had an energy audit conducted for your home? Yes No

If no, what would convince you to have an audit conducted? (Circle all that apply)

- a. Free audit
- b. Half-price audit
- c. Easier access to information
- d. Seeing an audit done firsthand
- e. Other: _____

11. Have you performed any of the following energy improvements on your home? (Circle all that apply)

- a. High efficiency lighting or appliances
- b. Insulation
- c. Setting thermostats at lower temperature
- d. Sealed windows, doors, attics, or leaks
- e. Other: _____

12. Would you be interested in learning more about how to improve the efficiency of your home to conserve energy and money? Yes No

Please comment:

13. Would you support a curriculum change in public schools to include lessons about energy conservation and efficiency? Yes No

Tell us what you know about waste and recycling:

14. How important do you think recycling is?

(Not Important) 12 3 4 5 6 7 (Very Important)

15. About how much would you pay per month to have your recyclables picked up from your house?

\$0 \$10 \$20 \$30 or more

Please explain why you would pay this amount:

16. How much do you know about recycling and the disposal of solid and hazardous waste?
(Nothing) 1 2 3 4 5 6 7 (A Lot)
17. Can you easily find information on where to take your recyclables (including batteries, electronics, hazardous materials, etc.)? Yes No
18. Of the following items, about how much of each material in your household is recycled? (Please estimate and if unknown leave blank):
- 3—all
2—about half
1—none

Plastic bottles	_____	Aluminum Cans	_____
Glass bottles	_____	Paper	_____
Tin Cans	_____	Cardboard	_____
Newspaper	_____	Electronics	_____
Compact Fluorescent Bulbs	_____	Magazines/Catalogs	_____
Batteries	_____	Plastic containers	_____

19. Would you be more willing to support businesses if they use recycled products? Yes No
20. How often do you use reusable shopping bags?
(Never) 1 2 3 4 5 6 7 (Often)
21. Do you compost food waste, yard trimmings, or other organic material? Yes No
Would you be interested in learning more about household composting? Yes No
22. Would you support a curriculum change in public schools to include lessons about recycling and waste reduction? Yes No

Tell us what you know about transportation:

23. In place of using your personal car, truck or motorcycle, do you use the following alternate forms of transportation: (Circle all that apply)
- a. Walk
 - b. Bike
 - c. Carpool
 - d. Use public transportation
 - e. Other: _____

If you use public transportation, what form? _____

How many days a week do you use alternate forms of transportation? _____

24. How important do you consider the use of alternate forms of transportation?
(Not Important) 1 2 3 4 5 6 7 (Very Important)
25. What improvements to your community would convince you to bike/walk? (Circle all that apply)
- a. Bike racks
 - b. Bike paths
 - c. Bike safety classes
 - d. Benches
 - e. Public bathrooms
 - f. Other: _____

Please comment:

26. Does your employer provide incentives for using alternate modes of transportation for your commute? Yes
 No
If yes, what sort of incentives?

27. Would you support a curriculum change in public schools to include lessons about the importance of alternate forms of transportation? Yes No

Each of the following statements are taken directly from the “2020 Vision for Energy Conservation and Sustainability,” described on the previous page. Please mark whether you agree with, disagree with, or have no opinion on the following statements:

5 = Strongly Agree 4 = Agree 3 = Neither Agree nor Disagree 2 = Disagree 1 = Strongly Disagree

___ Define sustainability as meeting the needs of the present without compromising the needs of the future.

___ Understand that natural resources, human communities, and economic systems are interdependent.

___ Support sustainability in everything, including use of local foods, energy, and transportation.

___ Collaborate to make wise energy and environmental choices

___ Make decisions in terms of their environmental, social, and economic impacts, including quality of life and employment opportunities.

___ Engage the youth in the process of achieving sustainability.

___ Research and invest in the best available strategies and infrastructures for energy generation, distribution and use.

___ Give priority to all local, renewable resources, including energy sources.

___ Practice energy conservation, generation, and efficiency.

___ Design and construct energy efficient buildings with environmentally friendly products.

___ Move more efficiently through the use of diverse and energy-efficient transportation choices.

___ Have an abundance of locally grown food available throughout the community.

___ Revitalize area farms.

___ Establish a connection between rural and urban economies.

___ Eliminate waste through rethinking, reducing, reusing, and recycling.

___ Work to ensure people of modest means can afford to live in the region year round.

___ Educate the community about the benefits of recycling.

___ Make information on sustainability readily available to the entire community.

___ Work toward a green curriculum to increase enthusiasm for sustainability in future generations.

Each of the following statements includes goals for the year 2020, compared with year 2009 rates. Please mark whether you agree with, disagree with, or have no opinion on with the following statements:

5 = Strongly Agree 4 = Agree 3 = Neither Agree nor Disagree 2 = Disagree 1 = Strongly Disagree

- ___ Reduce our reliance on fossil fuels by 50%.
- ___ Expand local usable, renewable energy production by 100% annually.
- ___ Reduce our carbon footprint by 50%.
- ___ Increase our rate of recycling to 50% of total volume.
- ___ Ensure every local grower has mechanisms for getting products to market.
- ___ Ensure every resident has access to local, affordable produce every day.

In your opinion, please rank the following in order of importance from 1 to 5 (least to most important):

- ___ Energy Conservation and Renewable Energy
- ___ Transportation Efficiency and Choices
- ___ Waste Reduction and Recycling
- ___ Public Education and K-12 Curriculum Change
- ___ Community Gardens and Local Foods

ADDITIONAL INFORMATION:

In order to be included in the prize drawing, please include your name and one form of contact:

You have the option not to include your name or contact information if you prefer to submit this survey anonymously.

Name: _____

Phone: _____

Email: _____

Address: _____

Would you like to be contacted about any interest you expressed in this survey? Yes No

Would you volunteer to help the previously mentioned groups? Yes No

Which group would you most likely assist (circle all that apply)?

- a. Energy
- b. Transportation
- c. Local Foods
- d. Education
- e. Waste/Recycling

OPTIONAL: Other Comments (use back of page if necessary):