Cedar Hills Regional Landfill
Near Neighbor Survey
Survey Focus

- The survey focused on these key areas:
  - How do people want to be kept informed, and to communicate with us?
  - How does living near the landfill affect them, and what would make it better?
  - How can we improve communication and build trust with neighbors?
Methodology

• Online survey targeted to 3,695 households
• Households received mailers with URL and unique online code
• Survey ran from Feb. 7-23, 2020
• 700 responses, resulting in a 19% response rate
• 95% confidence rate
Key Findings – Communication

• Over 90% of people want regular information on the landfill.

• They’re most interested in:
  – Future plans for operation and post-closure (36%)
  – Capacity (16%)
  – Environmental protection (14%)
Key Findings – Communication

- Communication frequency
  - Quarterly (50%)
  - Twice-yearly (26%)
  - Monthly (16%)
  - Annually (8%)
Key Findings – Communication

- Respondents prefer to receive information via
  - Email (27%)
  - Mail (26%)
  - Public meetings/website (10% each)
  - Social media, blogs, drop-in sessions, phone calls all (<8%)
Key Findings – Two-Way Communication

• Nearly half (48%) want to communicate with the division via
  – Email (33%)
  – Public Meetings (17%)
  – Website comment section (16%)
  – US Mail (14%)
  – Social media (8%)
Key Findings – Public Meetings

• About one-fifth of respondents (19%) have attended a public meeting.
• Over one-third (32%) said meetings “don’t meet their needs at all”, 36% said “only slightly”
• Still, 64% want continued meetings, and 50% want twice-yearly meetings.
• 28% are open to online meetings
Key Findings – Public Trust

• 51% trust SWD “somewhat”
• 22% have trust (18% say “a lot” and 4% say “completely”)
• 27% “do not trust SWD at all”
Key Findings - Impacts

• Most commonly cited impacts are:
  – Odor (38%)
  – Traffic (25%)
  – Equipment noise/vibration (15%)
  – Litter (10%)
Key Findings – How Can We Make Things Better?

• What would improve operations?
  – Better odor control (40%)
  – Less food waste, more recycling (14%)
  – Better pest management (11%)
  – Litter control (10%)
Demographics

- Two-thirds (67%) have lived near the landfill for 10 or more years.
- While some (13%) live less than a half mile from the landfill, a quarter (25%) live a half mile to a mile away. The remainder (63%) live more than a mile away.
- Ages of respondents tended to be older with nineteen percent 44 years of age or younger, and almost three-quarters (72%) between 45 and 74 years of age.
- Gender leaned more toward males (57%), 42% being females, and 2% identifying with a gender(s) not listed.
- Three percent were of Hispanic, Latino, or Latinx origin.
- Most (88%) identified as White, with 4% identifying as Asian or Asian American, and another 7% identifying as mixed race.
Questions?

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