

2. An Analysis of the Survey Results

The extent to which the survey is conclusive or accurate is debatable, at least from a statistical standpoint. The findings show a response rate of 35.6 % (out of 662 pilot project participants, only 236 people took the survey within the given timeframe) considering that this was such a focused interest group, being that they all care about the topic of food waste and emissions reduction. Furthermore, there is a bias present regarding the specific group of participants that were targeted as opposed to the general public.

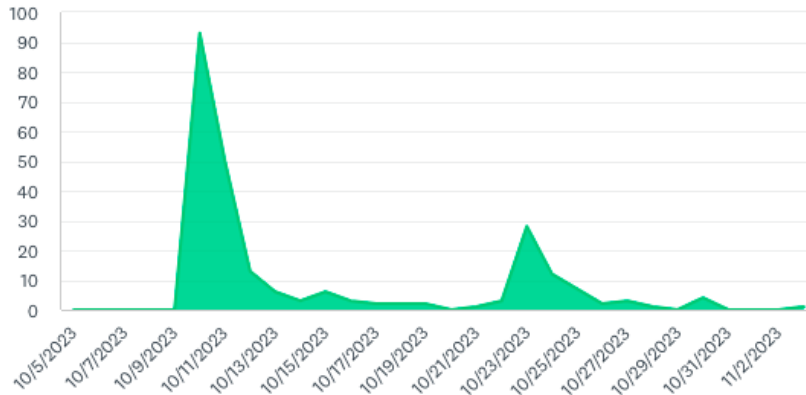


Figure 1.0: Chart Showing Responses by Date

As can be seen in this chart, the responsiveness was the highest on two days, October 10th and October 23rd. The engagement fell drastically within the first days of Shelly sending out the initial e-mail on (October 10) asking participants to fill out the survey. A follow-up e-mail was sent on October 23rd, reminding participants to take the survey. Limited actions were being taken in between these days. Thus, we should have made more attempts to contact those that had not responded. On Mail Chip, for example, you can target participants by sending the same link or e-mail to so-called “non-openers”. Maybe we could have sent out an SMS with the link to the survey contacting those who had not filled out the survey. This may have been a more convenient additional option.

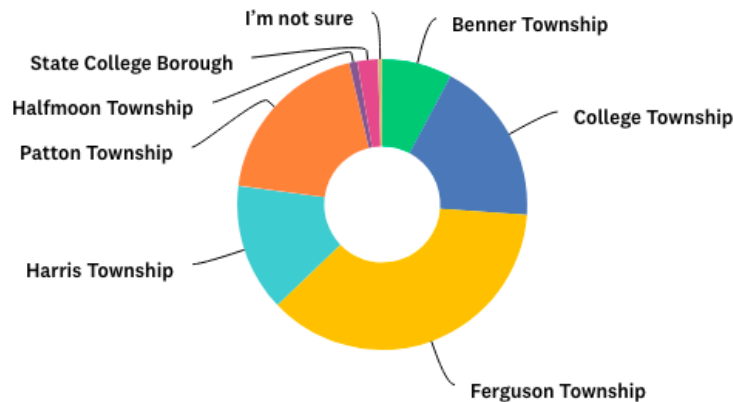


Figure 2.0: Question 1 “Where do you live?”

As for the people that did take the survey, 23 people did not provide an answer to question 1 on the survey “Where do you live”. I am unable to explain this large amount of people not wanting to answer this first question, especially as there was an “I am not sure” option. At almost 10% this is a statistically significant percentage, especially in comparison to the other questions (on most other questions 1 to 3 people skipped). 15 people also opted to skip question 12 “What might deter you from continuing to participate in the program?” and 33 people skipped question 17 “Now it is your turn, what is something you want to tell us?”. However, unlike question 1, these were text-based responses that needed to be filled out instead of checking off. This makes it less appealing for people, especially if they do not have much time or interest in providing their opinions.

Q7 On a scale of 1 to 5: How user-friendly do you find the whole process to be (1 being most difficult, 5 being very user-friendly)?

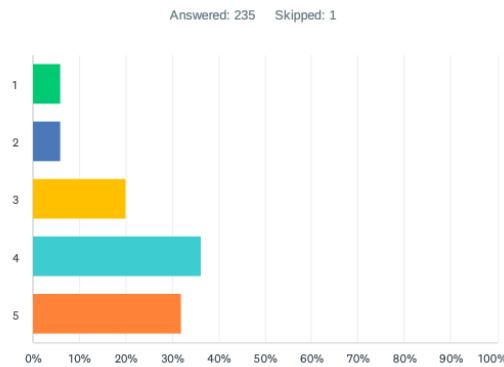


Figure 3.0: Question 7 “How user-friendly do you find the whole process to be?”

There were some inconsistencies in the data. For example, one person did not submit an answer to question 7 (“On a scale of 1 to 5: How user-friendly do you find the whole process to be?”). However, in answers to a later question, it turned out that there were people who never used the drop-off site. Therefore, the feedback is not 100% accurate because some people answered who had never participated. Thus, they were incapable of correctly assessing the intuitiveness of the whole process. Furthermore, some people said that they found the process of collection to be overly complicated and messy, therefore they stopped participating altogether or only attempted drop-off a few times. Therefore, we should have specifically asked for clarification and only had the people who actually used the locations answer this question. Alternatively, we could have separated this question into a few different ones. For example, one addressing the user-friendliness of the scraps drop-off, another one regarding the collection of the materials, and a third concerning the process of physically going to the location. Lastly, four people explicitly asked to be removed from the email list because they found they were not participating in the program.

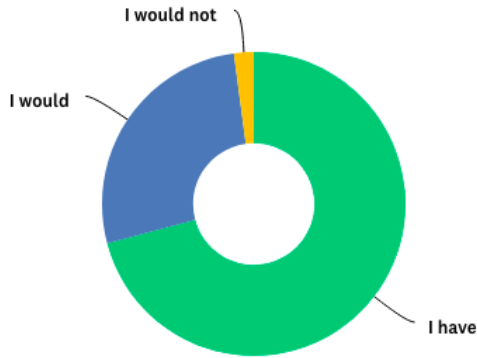


Figure 4.0: Question 10 “Have you or will recommend this project to others?”

Respondents of question 10 “Have you or will recommend this project to others?” who said “I would not” should have been required to provide reasoning. The same can also be said for question 11 “On a scale of 1 to 5: How likely would you be to continue participating if we established permanent sites (1 being not at all likely, 5 being very likely)?”.

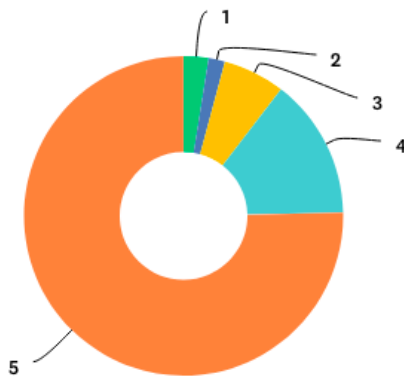


Figure 5.0: Question 11 “How likely would you be to continue participating if we established permanent sites?”

Other location-specific questions should have been asked to find out if certain sites were giving them more trouble than others (i.e., untidier than others and if participants encountered problems with dumpsters and locks). Depending on these answers, I would have been able to see if there was an outlier, making one of the locations less attractive to use. Thus, next time, there should be specific location-related questions, as well as general questions.

Additionally, instead of just using numbers (rating 1-5) maybe we should have added labels like 5 = extremely satisfied / extremely convenient. As stated above, some people responded to questions but did not even engage in the pilot program. Thus, adding a 0 for not applicable may have been helpful.

*More detailed information can be found in a later document titled “3. Report Containing the Results and Interpretation of the Pilot Project”

I have provided an example of one person's survey (number 166, which can be found in the appendix along with the complete survey results from Survey Monkey) clearly highlighting contradictions in the answers given.

Survey number 166: Question 3 "On a scale of 1 to 5: How convenient is this location for you" was answered with the very lowest rating of 1. Question 4 is answered with "We usually take our dog for a walk at the same time we drop off food scraps." The frequency of drop-off (question 6) was at the high end with 2-3 times per week. The user-friendliness of the whole process was rated quite highly with a 4. Question 11, regarding the likelihood of continued participation if there were to be permanent sites established, was skipped.

Lastly, question 12 ("What might deter you from continuing to participate in the program?") response was "Our family needs better ideas on what compost containers work best to use to collect scraps inside our home. We had an issue with fruit flies which made us stop collecting mid-way through the pilot program." Thus, many of the answers are misleading, especially if the respondent said that they drop off 2 to 3 times a week, this shows momentum, yet is deceptive. Furthermore, there was no explanation of why they gave the lowest rating to the third question regarding the convenience of the location, especially as they combined drop-off with a dog walk, going to the Ferguson Township Municipal building, and living in Ferguson Township.

*The complete survey can be found in the appendix.