

Waste Management Residential Recycling Guide Usability Research

Research Conducted March 2015
By Hardwick Research



MARKET RESEARCH SERVICES



- ❖ Gather feedback from Waste Management customers from King and Snohomish Counties living in the Washington Transportation Utilities Commission (WUTC) area
- ❖ Objectives of the research were to understand:
 - Awareness of schedule and current annual recycling guide
 - Effectiveness of the current annual WM recycling guide
 - Behavior around and usage of the schedule and current guide
 - Preferences for revisions to potential recycling guide (graphics, content, format)
 - Where participants get their information regarding recycling
 - Use of relevant terminology and descriptors

- ❖ Hardwick Research conducted in-person in-depth usability interviews with 26 Waste Management WUTC customers

COUNTY	LOCATION	DATES	# INTERVIEWS
King	Fieldwork Seattle	March 18-19, 2015	14
Snohomish	The Inn at Port Gardner	March 30-31, 2015	12

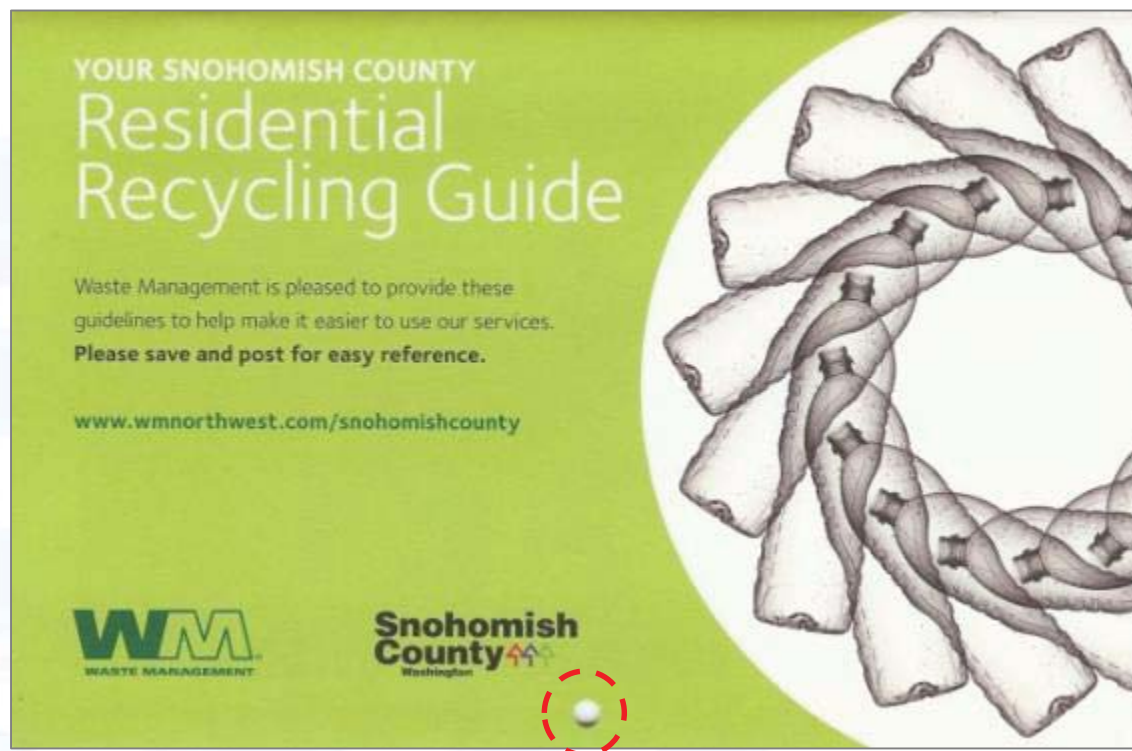
- ❖ Each one-on-one interview lasted approximately an hour
 - Participants received \$100 cash as a thank you for their feedback
 - All usability interviews were videotaped
 - Nancy Hardwick conducted the usability interviews

- ❖ In order to qualify to be interviewed, a resident must:
 - Live in a single family detached home in the WUTC areas of King and Snohomish counties
 - Know that Waste Management collects their garbage and recycling
 - Be 18 to 69 years old

- ❖ Research participants were:
 - Balanced on gender (14 women, 12 men) with at least 2 from each age group of 18-34; 35-54; and 55-69
 - Effort was made to recruit foreign language speakers but ultimately, only three attended the interviews: a Japanese speaker, a Spanish speaker and a German/Russian/French speaker
 - Average age of participants was 53



Recycling Guide and Calendar



- + Prefer paper over electronic format; easier to quickly look things up (won't stop when disposing an item to check computer)
- + Like the heavier paper
- + Clear from cover text that this is an important guide to keep as a reference tool
- + Like the hole to hang guide; means you should save it
- + Not considered junk mail

- Of the 26: 15 said did not receive, 7 kept the guide, 4 flipped through then recycled
- A few negative comments regarding the bottles image
- Most were overwhelmed by the amount of content in the guide
- If arrived electronically, not as likely to flip through as would with paper

COLLECTION GUIDELINES



Place containers at curb by 6AM

- Two (2) feet apart with lids opening toward street
- At least three (3) feet from cars, trees and mailboxes, fences and utility boxes
- Please remove containers as soon as possible after collection.

Waste Management

Monday-Friday 7 a.m. – 5 p.m., Saturday 8 a.m. – 12 p.m.

Our Customer Service Center is here to help:

- Missed collection
- Missing/damaged containers
- Sign up or change collection services
- Rates, billing and service information
- Bulky item pick-up service
- Construction/demolition containers
- Disabled service
- Información en Español

Weather Delay?

If weather conditions prevent safe collection, up to twice as much material will be collected at no extra charge on your next regular collection day for each container which was not emptied. No credits are issued for collection delays due to weather.

Visit wmnorthwest.com/weatherboard for information on weather-related service delays.

- Some expected complete contact information for WM (customer service telephone number/email address) in this section, in addition to the bottom of the page

STEPS TO RECYCLING SUCCESS

Recycling is an easy way to keep valuable natural resources out of the landfill, but recycling only works with your help.



To keep the recycling system healthy, follow these simple steps:

1. Is it recyclable?? Check your King County Recycling Guide.

Yes! It's on the list!

Proceed to Step #2



Don't see it?

email recyclenw@wm.com
call 1-800-592-9995

2. Prepare your recyclables for a new life:

- Rinse or empty recyclables of all food and liquids
- Separate newspaper from plastic delivery bag
Reuse bags, discard in the garbage or bring back to a grocery store for recycling
- Remove plastic wrap and any packaging foam from cardboard
Place plastic wrap and foam packaging in garbage. Visit the Community Recycling Resources pages for foam reuse and recycling options.
- Flatten boxes

3. Do not put bagged recyclables into cart — empty out recyclables into cart loose

Empty paper bags okay in recycling cart; empty plastic bags go in the garbage or back to a grocery store for recycling

Thank you for doing your part to recycle right!

- Entire bottom half often skipped
- Not needed because the information is already understood

WHY CAN'T I RECYCLE EVERYTHING?

Recycling starts when you put the **right** stuff in your recycling cart.

Just because you put something in a recycling bin, it does not mean it can be turned into something new. When the wrong stuff goes in the bin, staff at the recycling center have to remove these items by hand, and throw them in the garbage.

When in doubt,
check out your
Recycling Guide!



For a recyclable item to be made into a new product,
all of these things must be true:

- ✓ **Preparation:** Each recyclable item must be clean and empty of all debris, food or liquids.
- ✓ **Separation:** A recycling facility must be able to separate the item into its own material group so each type of item — cardboard, aluminum, tin, steel, paper, glass, plastic containers — can be properly distributed to the correct manufacturers.
- ✓ **Markets:** A manufacturer must be willing to buy this material.
- ✓ **Manufacturing:** A manufacturer must be able to make a new product out of the recycled item.

RECYCLING MYTH BUSTERS

MYTH: All plastics can be recycled.

FACT: Not all plastics can be successfully recycled. At this time only some plastics can be made into new things. **Recycle plastics by shape - bottles, jugs, dairy tubs and cups.**



MYTH: A recycling symbol stamped on plastic means it is recyclable.

FACT:

- There are **thousands** of plastic products and packaging, and each one has its own unique chemical recipe.
- The number only tells us what the primary ingredient is in the plastic recipe. Many plastics cannot be made into new products at this time.

MYTH: It doesn't matter if something belongs in the recycling — the recycling center will sort everything anyway.

FACT:

- There is a lot of garbage sent to the recycling center, and each non-recyclable item is removed by hand by trained staff.
- Garbage placed in the recycling increases the cost of the recycling process and will increase the cost of garbage and recycling service.

Garbage and Other Things We Find in the Recycling

- loose plastic bags
- hoses
- light bulbs
- needles
- toys
- hangers
- straws
- snack wrappers
- cleaning wipes
- food-soiled containers and paper
- non-recyclable plastic

We're here to help!

When in doubt, check your Recycling Guide, call the Waste Management Customer Service Center or email recycling experts at recyclenw@wm.com.

+ Title caught the reader's attention

- Information on triangles was confusing to some

- Not clear whether to ignore numbers altogether

Waste Prevention is Even Better Than Recycling

- Buy locally produced items to reduce the amount of natural resources needed for shipping, packaging and transportation.
- Choose reusable items such as water bottles, cloth cleaning rags, shopping bags and rechargeable batteries.
- Use durable dishes, cutlery and napkins, instead of disposable paper or plastic.
- Carry your own travel mug, water bottle and cloth napkin.
- Reuse containers for storage.
- Buy bulk foods and other supplies to use less packaging.
- Shop at, and donate items to secondhand stores.
- Repair furniture and tools, rather than replacing.
- Rent, borrow or share infrequently used items such as trailers, power tools, ladders and lawn equipment.



See www.wm.com/thinkgreen for more ideas.

- Most skipped this page
- Many knew information already
- Know everything is not recyclable

- Some thought the image was confusing

RECYCLING

Empty and clean all recyclables. Please do not place in bags - empty loose out of bags and boxes into your blue recycling cart.

Ignore the numbers, recycle plastics by shape!



Clean paper

Newspaper, inserts
Mail, envelopes
Cereal and dry food boxes
Remove liners
Paperback books
Magazines, catalogs, phone books
Non-foil wrapping paper
Frozen food boxes
Paper cups
Juice boxes, milk, soy milk and broth containers
Ice cream cartons



Plastic bottles, jugs, tubs and cups

Milk, juice and soda bottles
Yogurt, dairy and margarine tubs
No lids
Shampoo and conditioner bottles
Window, bathroom and kitchen cleaner bottles
Detergent and fabric softener bottles
Pill bottles
No prescription vials
NEW! Plastic plant pots and 5-gallon buckets
No soil



Cardboard

Flatten all boxes
Do not tie up



Glass jars and bottles

Empty of all food or liquid
Labels OK



Aluminum and tin cans

Beverage cans
Metal food cans
Labels OK
Lids in can, crimp shut
Empty aerosol cans



Aerosol cans that are not empty should be taken to a hazardous waste drop-off site. Visit hwmp.org or call 206-296-4692 for details.

Scrap metal and clean foil

Small non-working metal appliances, pots, tools
Limit 2 ft. x 2 ft. x 2 ft., 35 lbs.
No sharp or greasy metal
Ball clean foil together



Recycling Tips

- Empty and rinse out all food residue. Labels do not need to be removed.
- Empty recyclables out of bags and boxes into the cart so they can be easily sorted at the recycling center.
- **Extra recyclables?** At no extra charge, place extra recyclables in a bin or cardboard box at the curb next to your recycling cart.



- + Contains the content readers expected to see
- + Has the right amount of information
- Many thought this page should come sooner in the guide

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- + Some liked the light blue box
- + Highlights message in the box

COMPOST | FOOD SCRAPS AND YARD DEBRIS

These items go in your compost cart

No plastic, glass, metal, liquids, cooking oil or pet waste

Plants, flowers and yard debris

Houseplants

No pots

Grass clippings, weeds
Remove plastic twine, gardening tape or twist ties

Twigs, branches, roots from pruning

Leaves, tree branches
Under 4 feet long, 4 inches in diameter

Holiday trees
Cut trees into 4 foot sections

Jack-o'-lanterns
Remove candles



Uncoated paper

Greasy paper or pizza boxes

Food-soiled paper towels

Napkins

Shredded paper

Soiled paper containers



Sign up for compost service by phone or online at wmnorthwest.com/kingcounty • 1-800-592-9995
Monday-Friday 7 a.m. – 5 p.m., Saturday 8 a.m. – 12 p.m.

Food scraps and leftovers

Fruit and vegetable scraps

Leftovers

Bread, pasta, grains and beans

Eggshells, nutshells

Coffee filters and grounds

Tea bags and tea leaves

Meat, fish, poultry, bones

Dairy products such as yogurt and cheese



Uncoated non-shiny paper plates

Waxed paper, waxed cardboard

Paper bags

Approved compostable packaging
See cedar-grove.com/docs/cg_food_compostables.pdf



Be a Foodcycler! It's easy to do!



A stylish compost pail.



A reusable kitchen container, such as an old pitcher.



A paper bag or an approved compostable bag.

Empty collected food scraps into your compost cart. Your compost cart will be picked up on your next collection day. Visit wmnorthwest.com/kingcounty for a list of approved compostable bags to use in your kitchen compost pail.

Extra Yard Waste: There is a charge for extra yard waste. Put extra yard waste in Kraft paper bags or 32-gallon containers with handles and lids (65 lb. limit); label "yard." Use Kraft bags to store extra yard debris only. Food scraps and uncoated paper must be placed in the compost cart.

Did you know?

Food scraps and yard debris are processed into compost, sold locally at home and garden stores and used by local farms.



- + Contains the content readers expected to see
- + Helpful information
- + Contains the right amount of information
- Many thought this page should come sooner in the guide
-
- Some glossed over this section
- Others wanted additional information on how to compost food scraps

GARBAGE

Bag all garbage and put in your garbage cart.

Non-recyclable plastic

Foam take-out containers
Foam packing peanuts
Caps and small lids
Empty motor oil and antifreeze containers
Plastic plates and utensils
Empty prescription vials
Garden hoses
Disposable diapers
Hangers
Straws
Shiny snack wrappers, condiment packets
Bows and ribbons
Zip-top bags



Other garbage

Cold ashes
Vacuum bags and dust
Broken office supplies
Pet waste, cat litter
Clothing, cleaning wipes
Toys
Blister packaging



Bag plastic bags and bring them back to the grocery store.



Non-recyclable glass

Mirrors, window glass
Ceramics, dishes
Incandescent and halogen light bulbs only
Fluorescent light bulbs and tubes need special disposal - see Hazardous Waste page



Non-recyclable paper

Disposable wipes
Hardcover books
TIP: Remove pages from the cover and recycle the paper
Foil wrapping paper
Dirty paper and plates
Facial tissue
Shredded paper
TIP: Can be placed loose in compost cart



Non-recyclable metal

Caps, lids
Less than 3 inches in diameter
Empty oil containers
Empty latex paint* cans
Remove lids; dried, hardened paint okay
Sharp or greasy metal
Clothes hangers
Small non-working plastic appliances
Microwaves, coffee makers, etc.



*Latex paint is no longer considered hazardous waste. It can be placed in your garbage if it is solidified first. Mix in cat litter, shredded paper, sawdust or paint hardener. Once paint no longer flows, leave the lid off the can, bag it and place it in your garbage container.

Garbage Guidelines

Please:

- Bag all garbage
- Double bag pet waste, pet litter, packing peanuts, vacuum dust, sawdust and cold ashes.

EXTRA GARBAGE

Garbage charges are based on cart size. There is a charge for extra garbage that doesn't fit in your cart with the lid closed. If your garbage cart lid is open more than 6 inches, there will be a charge for extra garbage.

Bulky items such as mattresses, large appliances and building materials can be picked up by special arrangement for a fee.



- + Contains the content readers expected to see
- + Helpful information
- + Contains the right amount of information
- Many thought this page should come sooner in the guide
- + Some liked the highlighted blue speech bubble

HAZARDOUS WASTE

Free Hazardous Waste Disposal

Household Hazardous Waste are accepted at four fixed collection sites in Seattle and King County.

The Wastemobile travels to many communities in King County to provide residents with a place to take their household hazardous waste on a periodic basis.

Accepted items:

- Aerosol Cans (if not empty)
- Antifreeze
- Automobile Products (antifreeze, brake fluid, gasoline, oil filters; do not mix motor oil with other oil or automotive fluids)
- Automobile Batteries (Limit 5 car batteries)
- Furniture Stain
- Gasoline (30 gallon gasoline limit)
- Glue, Instant Glue, Rubber Cement
- Household Cleaners
- Hobby Chemicals

- Lawn, Garden, or House Plant Insect Killer
- Mercury-Containing Thermometers
- Thermostats, Fluorescent Lights (up to 10 tubes and bulbs)
- Motor Oil
- Oil-Based Paint
- Pesticides
- Propane Tanks
- Roadside Flares
- Spray Paint
- Swimming Pool & Spa Supplies
- Thinners & Other Solvents

Not accepted: latex paint, empty containers, TVs, computers, tires, electronics, explosives, medicine and garbage.

More information and quantity restrictions:
lhwwmp.org • 206-296-4692
hazwastehelp.org

TVs & Computers

TVs, monitors, computers, laptops and e-readers are banned from disposal and can be recycled for free. Visit ecyclewashington.org or call 1-800-RECYCLE for more recycling locations and details.



Electronics

Electronic equipment such as printers, cell phones, stereos, CD/DVD/VCR players and household electronics should be properly recycled. Visit takeitbacknetwork.org or call 206.296.4466 for more recycling locations and details.



Medication

Return unwanted or expired medication to keep your home and environment safer.



Visit takebackyourmeds.org for locations and details on the types of medication accepted.

Needles & Sharps

Used needles and sharps are dangerous in the garbage because they can injure sorters and spread disease.



Free drop-off programs are listed online: kingcounty.gov/whatdoidowith. Mail in programs are also available: thinkgreenfromhome.com/SyringesAndLancets.cfm

For your safety and that of others:

- Do not mix products
- Keep products in original containers
- Label products not in original containers
- Secure products so they won't leak

Fluorescent Tubes & Bulbs

Compact fluorescent lights and tubes can be recycled at a variety of locations.



Visit thinkgreenfromhome.com (1-800-592-9995), takeitbacknetwork.org (206-296-4466) or pse.com/cfrecycle for locations and details.

Also accepted at the Auburn Super Mall Wastemobile (limit 10).

Batteries & Cell Phones

Recycle rechargeable batteries and cell phones at a variety of electronic, office supply and building supply stores.



Visit kingcounty.gov/whatdoidowith, thinkgreenfromhome.com (1-800-592-9995) or call2recycle.org (1-877-723-1297) for locations and details.

Used Motor Oil

Auto Parts Stores: Most auto part stores will accept used motor oil for recycling. Call ahead for quantities and restrictions.



+ Interested in this page

+ They expected to see this information

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Caution. Warning. Danger. Poison.

Many items with these words on the label are considered hazardous. These items cannot be placed in the garbage, recycling, yard waste or poured down the drain. Empty containers can be placed in garbage. Please properly dispose of unwanted household hazardous waste.

COMMUNITY RECYCLING OPTIONS

Many items are recyclable, but don't belong in the curbside recycling cart. Here are some recycling options for a variety of materials. Please contact businesses for current rates, hours and restrictions.

Plastic Bags

Clean plastic bags, dry cleaning bags and other types of film plastic can be recycled at most grocery stores. Visit plasticbagrecycling.org for locations and information.



Clothing & Household Goods

Second hand stores and clothing banks will accept clothing and household goods in reusable condition.



Used Cooking Oil

Used cooking oil can be recycled into biodiesel. Pour cold oil into containers with tight-fitting lids, and drop-off at cooking oil collection stations.



- **General Biodiesel**
6333 1st Ave. S,
Seattle, WA, 98108
206-932-1600

Online Materials Exchange

Reusable household items can be sold or given away. Try posting a free ad. You will be amazed at what people might want.

- The Freecycle Network: freecycle.org
- Craigslist: seattle.craigslist.org
- 2Good2Toss: 2good2toss.com
- Industrial Materials Exchange: lhmp.org

For additional drop-off locations visit
www.generalbiodiesel.com/

Foam Blocks and Packing Materials

Most mailing stores (such as UPS stores) accept clean packing peanuts for reuse.



Other Items

COMPREHENSIVE LOCAL RECYCLING DATABASE

- "What Do I Do With...?" Recycling Database
206-296-4466
kingcounty.gov/whatdoidowith
- Washington State Recycling Database
1-800-RECYCLE (732-9253)
1800recycle.wa.gov



MORE COMMUNITY RESOURCES

Looking for Reusable Products?

The South Seattle Household Hazardous Waste facility and Wastemobile will provide free products to the public. Household products are made available that other King County residents have turned in, including: oil-based stain and primer; oil-based paint; stain and primer; wood care products; cleaning products (e.g., bleach, toilet cleaner); automotive products (e.g., oil, antifreeze, car wax). Residents will need to fill out and sign a release prior to receiving any materials. For more information: Hazwastehelp.org

COMMUNITY RECYCLING OPTIONS

Bulky Materials

Bulky item collection service is available through Waste Management for a fee. Please call 1-800-592-9995 for rates for specific items and to schedule a pick-up.

Appliances

- your.kingcounty.gov/solidwaste/widw/
- **Pacheco Appliance Center**
33029 Pacific Hwy S
Federal Way
253-517-3162
- **A Plus Recycling**
116 Clay St NW #B1
Auburn
253-737-4441
- **Jaco Environmental**
Pick up only
800-114-3077
jacoenv.com



In general, King County does not accept major appliances for disposal because they can be recycled or reused.

Some appliances, such as refrigerators, freezers and air conditioners, also contain chlorofluorocarbons (CFCs), which are regulated under the federal Clean Air Act. These items cannot be disposed and should be recycled. Recycling these appliances helps ensure that CFCs and other refrigerants are safely removed for recycling or disposal and are not released into the atmosphere.

Porcelain, Concrete & Brick

Concrete, brick and asphalt can be recycled for a fee. Call ahead for fees and restrictions.

- **A Plus Recycling** (porcelain only)
116 Clay St NW #B1
Auburn
253-737-4441
aplusremovalandrecycling.com
- **Lloyd Enterprises** (no porcelain)
80 5th Ave
Milton
253-874-6692
lloydenterprisesinc.com
- **Renton Concrete Recyclers**
500 Monroe Rd SW
Renton
206-772-2278
rentonconcreterecyclers.com

- **Stoneway Concrete**
510 Monroe Rd SW
Renton
425-226-1000

Window Glass

- **CDL Recycle**
7201 Marginal Way S
Seattle
206-768-2002



Scrap Metal

- **Schnitzer Steel**
1902 Marine View Dr
Tacoma
253-872-6000
schnitzersteel.com
- **Valley Recycling / Rusty Rack Guys**
312 W Valley Hwy S
Pacific
253-633-5431
rustyrackguys.com



Check out King County's Eco-Cool Appliance Take-Back Program at ecocoolmodel.com.

King County 2014-15 Collection Schedule

PLEASE POST



Please place containers at the curb by 6 a.m.

- Two (2) feet apart with lids opening toward street
- At least three (3) feet from cars, trees, mailboxes
- Wheels as close to the curb as possible

Please remove containers as soon as possible after collection.



Recycling collected every other week.



Yard/food waste collected weekly from subscribers.



If collection falls on or after Thanksgiving, Christmas (Dec 25), or New Year (Jan 1), collection is one day later that week only (including Saturday service for Friday customers).

S	M	T	W	T	F	S	S	M	T	W	T	F	S
Aug 14	1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30	31

wmnorthwest.com/kingco

1-800-592-9995

(M-F 7 a.m.-5 p.m., Sat 9 a.m.-1 p.m.)

Información en español

Translation service available



THINK GREEN.

Printed on 100% post-consumer recycled paper

#600#65_KINGCO_R0YW_NEW2014-1

- + Most received the calendar, about half still have it
- + Of those who have it, half store it on their refrigerator and others taped it to a kitchen cabinet/pantry
- + Most agreed size is perfect
- + Some do refer to it, but most have it just in case
- Those who do not have calendar considered it clutter



Potential Recycle Guide Formats

Key Watch Outs



— A basic piece is not enough information



— No big blocks of small text



— Should not look like a advertisement or grocery store flier



— Don't make it too small or it will be thrown away

+ Yes / No list was appealing to some

Physical Characteristics:

- + Roughly same dimensions as current WM guide
- + Fewer pages
- + Cardstock, with hole punch
- + Tear-out summary of categories (recycle, compost, garbage)
- + Color code the category groupings
- + More pictures, fewer words

Content:

- + A side-by-side layout of recyclables and garbage for comparison purposes
- + What can and cannot be recycled (yes/no list)
- + Indicate where customers regularly make mistakes so they can learn what to do

Language:

- + English preferred by these participants

Website:

- + Most would access using a PC from home
- + Want to learn how to dispose of a major item (mattress, paint, construction waste, needles/sharps) or a hazardous item
- Pick-up schedule was harder to find than expected



Terminology and Preparation

Cart or bin?



Coated vs. Uncoated Paper Plates



= Paper Plate

- Most do not know how to correctly dispose of paper plates
- + Explaining that food soiled items will contaminate the clean paper, helped clarify how to dispose of paper plates

Preparation of Yogurt Tubs



- + Most know to rinse the tub before recycling
- Believe they follow recycling rules 70-100% of the time, however after interviewing them it is obvious they are not following the guidelines as well as proclaimed



Conclusions and Recommendations

- ❖ Continue to provide the Residential Recycling Guide in a paper format
 - Half preferred paper
 - Most who received at least flipped through it
 - Those preferring electronic not more likely to review or save
 - Less likely to look something up if need to go to computer
 - Some interest in an app specifically to sync pick-up schedule with their online (Outlook) calendar
- ❖ Entice customers to read the guide by highlighting something new, even if it's not *really* “brand new”
 - Want to receive information on what's new
 - Most flipped through guide looking for what has changed
 - Majority felt were correctly disposing of items, but that is not really the case, so content items would be perceived as new even when they are not
 - Highlight areas with low compliance and high confusion as “new” 24 or “recently changed”

- ❖ Refer customers to the website for less frequently needed information
 - Customers already turning to WM website when need to learn how to dispose of oversized or hazardous items
 - Even though they saved the guide as a reference, still looking on the WM website for this information
 - Consider cutting the three pages of hazardous waste and community recycling options information down to one
 - Refer them to the WM website for additional information
- ❖ Better explain that customers need to ignore the recycling symbol stamped on plastic
 - Numbers are to be ignored and shapes are what matters
 - Current information is confusing to some customers

- ❖ Create a guide that incorporates the following features:
 - Eliminate pages with non-critical information
 - Present the pictorial guidelines in three separate color-coded, side-by-side sections
 - Continue to use lots of colorful images and place images next to the relevant text
 - Optimize the guide to be mid-sized
 - Limit the number of fold-outs
 - Consider using a “tips” section rather than a FAQ section



MARKET RESEARCH SERVICES

8720 SE 45th Street
Mercer Island, WA 98040

www.hardwickresearch.com

For more information
call 206-232-9400 or fax 206-232-9402
info@hardwickresearch.com