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James Lee, President

TO: London Grove Township Board of Supervisors
C/O SECCRA Board of Directors

FROM: Jim Lee, President

RE: **London Grove Township Poll Overview**

DATE: Monday, July 10, 2006

Susquehanna Polling and Research was recently commissioned to conduct a scientific, random sample telephone poll of registered voters in London Grove Township (on behalf of the Southeast Chester County Refuse Authority) testing voters' overall attitudes and opinions about SECCRA and its plans to expand landfill capacity in the future. The poll was conducted May 1-3 with 250 registered voters and has a margin of error of +/-6.1% at the 95% confidence level. The survey results can be summarized into the following three conclusions.

Conclusion #1: SECCRA Has a Positive Image in the Township

SECCRA not only has a good public image in the township and is generally regarded as a good neighbor, but is also viewed as doing an above average job running the landfill based on a number of different factors. Consider the following:

- Among all voters who are aware of SECCRA, 41% have a favorable opinion of SECCRA compared to only 8% who view the landfill as unfavorable (a near 5:1 ratio). Plus, the verbatim responses from voters who have a favorable impression specifically refer to many different reasons why they are favorable towards SECCRA including being a well-managed company, offering reasonably-priced waste disposal services and doing an overall good job of controlling odors emitted from the site and being sensitive to environmental issues.
- A combined 59% believe SECCRA is doing an excellent or good job of disposing of residents' trash both safely and responsibly, while only 1% believe it's doing a poor job.
- A combined 50% believe SECCRA is doing an excellent or good job controlling the odors and smells emitted from the landfill, while only 9% believe it's doing a poor job.
- A combined 43% believe SECCRA is doing an excellent or good job protecting the environment, while only 4% believe it's doing a poor job.

Conclusion #2: Township Residents Support Expanding the Landfill

- By a 55/26 margin, township residents support expanding the landfill so it can continue to accept trash from both London Grove and its neighboring municipalities beyond 2009. This includes either a strong plurality or majority of males, females, Republicans, Democrats, both senior citizens and younger voters as well as residents in both the “Chatham” and “South” sections of the township. This more than 2:1 ratio of support is significant because it’s an objective snapshot of public opinion BEFORE respondents are presented with key arguments about why the landfill expansion is necessary and in the best interests of township residents.

Conclusion #3: Township Residents Support the Arguments in Favor of Expansion, While Most Reject the Primary Criticisms

Most township residents are even “more likely” to support an expansion of the landfill when they are presented with the key arguments, such as:

- 70% are “more likely” to support expansion when told the landfill only accepts waste from London Grove and its 23 other member communities and no trash is accepted from out of the region or out-of-state.
- 73% are “more likely” to support expansion when told the landfill has never been cited for environmental violations.
- 68% are “more likely” to support expansion when told the township would lose host contribution fees and the impact this could have on real estate taxes in subsequent years.
- 70% are “more likely” to support expansion when told the landfill runs successful recycling programs that are both convenient and readily accessible to residents.
- 64% are “more likely” to support expansion when told the rate the landfill charges is less than the statewide average resulting in savings for taxpayers.
- 80% agree that if the landfill is unable to expand residents will have to pay more for waste disposal due to the need to transport waste longer distances.
- 64% agree that illegal dumping will increase if the landfill is unable to expand.

In addition, the poll also shows that most residents disagree with the primary criticisms against an expansion of the landfill:

- 58% **disagree** that expanding the landfill will increase growth, development and traffic congestion in the township.
- 56% **disagree** that expanding the landfill will lessen the quality of life for residents.

After hearing both the pros and cons about the impact of an expansion, support for an expansion of the landfill increases 9 points to 64%, while opposition drops 8 points to 18%, further evidence that voters are positively influenced by the primary arguments.

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