



City of San Jose's Construction & Demolition Diversion Deposit Program

2004 Customer Survey

Summary Report

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Fairbank, Maslin, Maullin & Associates
Opinion Research & Public Policy Analysis

Santa Monica, CA - Oakland, CA - Madison, WI - Mexico City

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I. METHODOLOGY

In order to assess customer satisfaction with the Construction and Demolition Diversion Deposit (CDDD) program, from May 24th through June 15th, 2004, Fairbank, Maslin, Maullin & Associates conducted telephone interviews with a random sample of individuals and businesses who had acquired at least one building permit from the City of San Jose since July 1, 2001. Lists of potential respondents were provided by the City of San Jose. The margin of sampling error for the full sample is plus or minus 4.9 percent; margins of error for subgroups within the sample will be larger.

II. OVERVIEW

The survey results show that the Construction and Demolition Diversion Deposit Program (CDDD) is well-known and well-perceived, both among those who have and have not collected refunds of their deposits through the program. To the limited extent that the program has detractors, they are concentrated among larger businesses that pull a large number of building permits and/or pay the most sizable deposits.

The following are some of the key results of the survey:

- **Awareness of the CDDD program is widespread.** Eighty-four percent (84%) of respondents said they had heard about San Jose's program of collecting a deposit from those who apply or take out building permits, to be fully refunded if they recycle or reuse their construction or demolition waste. In fact, nearly half (46%) have heard a "great deal" about the program.
- **The strong general awareness may be an outgrowth of the successful dissemination of promotional materials.** Sixty percent (60%) of respondents had received or seen a brochure published by the City of San Jose describing the program. Evaluations of the brochure were generally very positive. Respondents were asked to rate statements about the brochure on a seven-point scale where a "7" indicated "describes very well" and "1" indicated "does not describe at all". The brochure received an average score 5.0 for "gets your attention," a 5.4 rating for "clear and easy to understand" and a 5.5 for "includes all the necessary information."

Clearly the brochure has been effective, but there is room for improvement – particularly in the dimension in which respondents gave the brochure its lowest ratings: its ability to attract attention. Re-designing the brochure with a clear, attention-getting phrase on the front – perhaps something along the lines of "Want some of your money back? Look inside..." – could make it more noteworthy.

- **In addition to information received through the brochure, one-third of respondents have contacted the City regarding the CDDD program, and most are satisfied with the service they received.** Ratings from those who have contacted the City are positive. On a 7-point scale (where "7" indicated "very satisfied" and "1" indicated "very dissatisfied"),

respondents who have contacted the City gave their highest rating to “courtesy shown you”, with a 5.7 average. Respondents offered an average 5.0 rating for the “timeliness of response” and a 5.1 rating for the “competence in handling your concern”.

- **Survey respondents overwhelmingly support the concept behind the CDDD program.** After hearing a brief description of the CDDD program, two-thirds of respondents (67 percent) indicated that they supported the program. In addition, an even larger proportion – 77 percent – believe it will be effective in encouraging people to recycle or reuse their building materials.
- **Concern about the environment dominated reasons volunteered for supporting the CDDD program.** Half of those who support the program said they do so because they are concerned about the environmental impact of the construction and demolition waste. Another 37 percent believe we need to recycle to reduce waste and minimize landfills and 25 percent said generally that it is good to reuse materials. However, for 17 percent of those polled, the financial reward of getting your money back stood behind their support for the CDDD program.
- **Those opposed to the program commented most on what they perceived to be its bureaucracy.** A total of 27 percent of opponents said there is too much paperwork involved, 21 percent said the process takes too long, and 13 percent called it a hassle. Another 18 percent feel the cost of the deposit is too much and 16 percent complained that the program didn’t honor their refund.
- **Two out of five respondents who have taken a permit out in the past three years have collected a refund of their deposit under the terms of the CDDD program.** Forty-three percent said they had collected a refund, while 52 percent had not.
- **The reasons mentioned most for not taking part in the program had little to do with qualitative aspects of the program.** Most reasons given for not participating related to a lack of awareness of the program or the status of the construction project underway. Two out of ten (19%) respondents said they did not take part in the program because they were unaware of it, while an additional seven percent said they did not know the process for collecting a refund. Eighteen percent (18%) said they had not finished their project and were, therefore, not due a refund, and 11 percent said they had not had time.
- **Among those who had collected a refund, seven out of ten were satisfied with the overall operation of the program.** Fully 69 percent of those who had collected a refund were satisfied with the program, while less than half that many – 30 percent – of respondents were dissatisfied.
- **In addition, by nearly a two to one ratio, those who had taken part in the program consider the amounts of the deposit to be reasonable.** 63 percent of those polled who have collected a refund consider the deposit amounts to be reasonable, while only 32 percent consider them unreasonable.

- **Seven out of ten respondents who have collected a refund under the terms of the program consider the process for doing so to be easy.** Just 27 percent labeled the process difficult.
- **Roofers appear to have somewhat higher levels of unhappiness with the program than do other types of businesses.** The survey data show that roofers tend to pull far more building permits than do people who work on other types of projects, although the amounts of deposits they make to the CDDD program are generally smaller on average. And while a majority of those who have worked on roofing projects are satisfied with the CDDD program, support it, and believe it will be effective, there is definitely more of an undercurrent of ambivalence among roofers than among other program participants. While among all respondents those who are “very satisfied” with CDDD outnumber those who are “very dissatisfied” by two-to-one, among roofers the proportions are essentially equal. And roofers are notably more likely than others to see the amount of the deposits CDDD collects as unreasonable.
- **When asked how the City could encourage recycling and reuse of building materials, respondents generally called for publicizing more information about the CDDD program or streamlining the process for participation.** Nearly two out of ten (18%) respondents volunteered generally that the City should provide more information, while another ten percent said specifically that the City should provide more information when people purchase a permit. Others said that the process should be made easier (nine percent, with an additional four percent saying the paperwork should be streamlined), that there should be a requirement for compliance, that more recycling sites are needed, that the monetary incentive should be increased, and that the cost of the deposit should be decreased.
- **Sizable majorities of respondents said that people would be more likely to recycle if the City provided more information about the types of materials that could be recycled and the places where materials could be recycled, or sent follow-up letters to those who did not collect refunds.** In each case, at least four out of five participants thought that these strategies would be effective in making people more likely to participate. On the other hand, less than two in five (39 percent) thought that increasing the amount of the deposit would make people more likely to recycle or reuse their building materials.

III. DETAILED FINDINGS

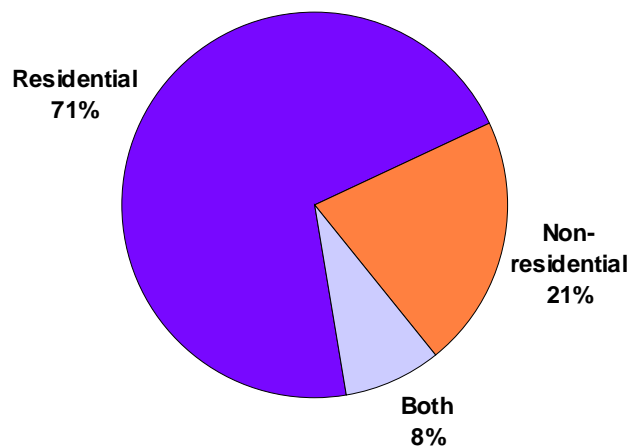
A. CHARACTERISTICS OF SURVEY RESPONDENTS

The following section provides a brief profile of the key characteristics of the individuals and businesses who were included in the survey sample.

1. Types of Permits Acquired

Just over seven in ten respondents (71 percent) said that they or their company acquired building permits in San Jose for a residential project since July of 2001. Another 21 percent sought a non-residential permit, while eight percent said they had acquired both.

**FIGURE 1:
Types of Permits Acquired**



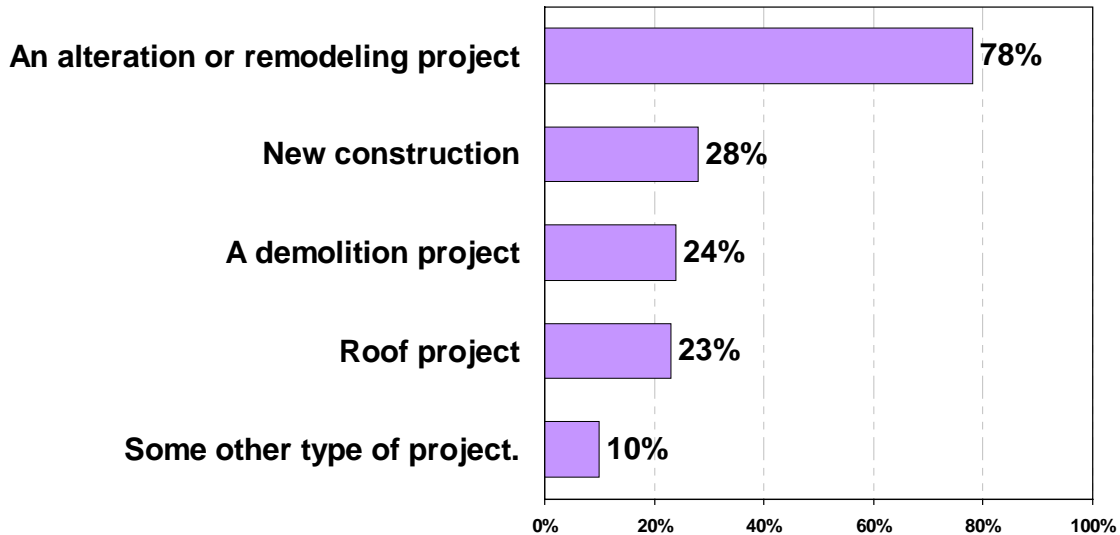
More than nine out of ten (94 percent) of those who do not work for a business with multiple employees took out a permit for a residential purpose. The proportion who took out a permit for a residential project decreased as the size of the business increased, with 76 percent of those with three or less employees saying they have pulled a permit for residential project, compared to just 31 percent of those with more than ten employees. Half (52 percent) of those in a business with more than ten employees took out a non-residential permit during this time, with 15 percent pulling both residential and non-residential permits. Fifty-four percent (54 percent) of those who took out a residential permit worked alone, compared to just ten percent of those who took out a non-residential permit.

2. Type of Project

The vast majority of respondents, 78 percent, said they have obtained a permit from the City of San Jose for “an alteration or remodeling project.” One-quarter (24 percent) sought a permit for

a demolition project, while 28 percent did so for new construction, 23 percent for a roof project, and ten percent said they got a permit for some other type of project.

**FIGURE 2:
Type of Project Performed**

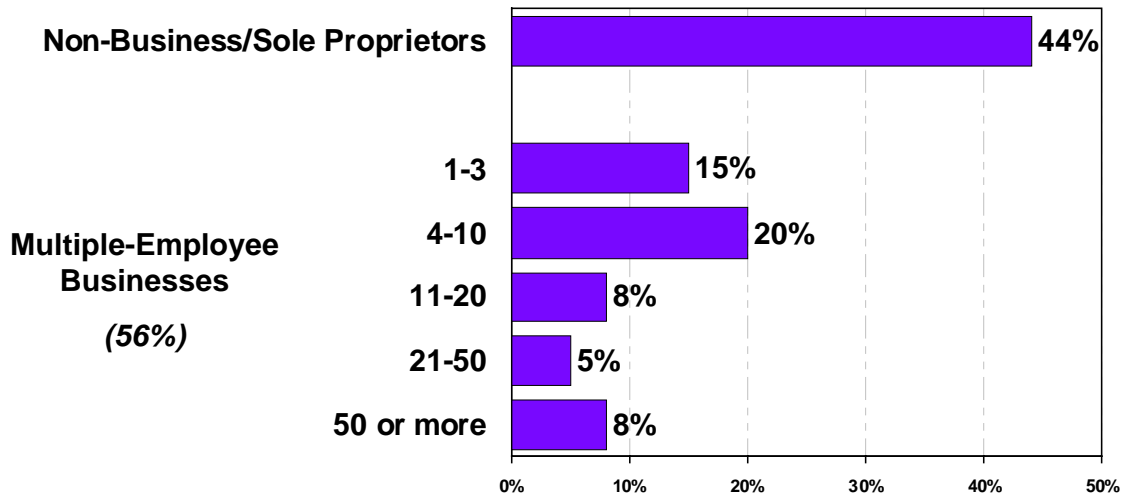


Those who pulled non-residential permits in the past year were somewhat more likely to say they have obtained permits in San Jose for a demolition project or a new construction project, while those who got residential permits were slightly more likely to have undertaken a roof project. The likelihood of having undertaken a demolition project or a new construction project was greater among larger businesses, while those working alone or with less than four employees were more likely to have obtained a permit for a remodeling project.

3. Size of Business

As illustrated in **Figure 3** on the following page, 44 percent of respondents are not a part of a business with multiple employees. Fifteen percent work for companies with one to three employees, while 20 percent are with companies with four to ten employees. Just 21 percent work for larger businesses: eight percent for businesses with 11 to 20 employees, five percent with 21 to 50 employees, and eight percent for large businesses with 50 or more employees.

**FIGURE 3:
Size of Business**

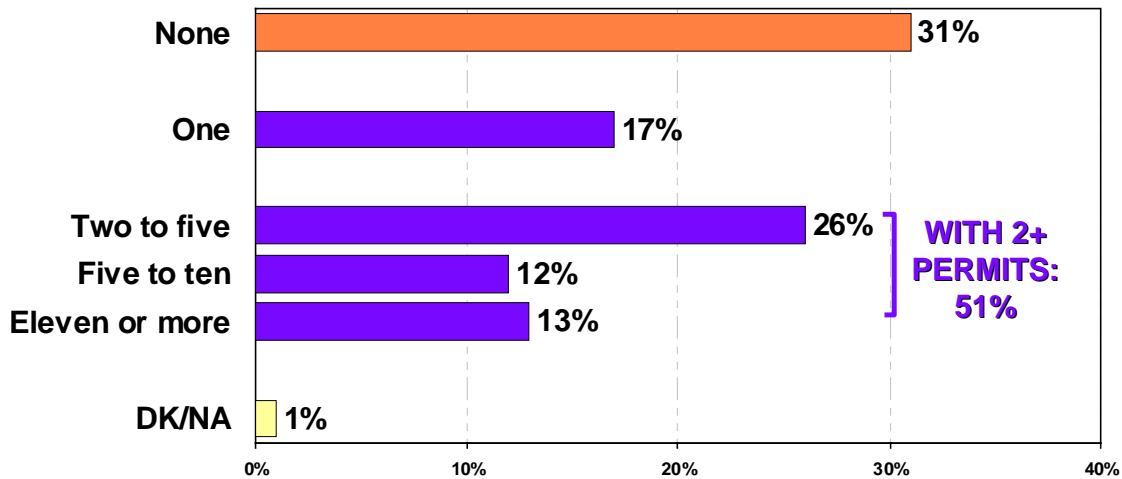


More than half (54%) of those who took out a residential permit work alone, as do half (49%) of those who took out a permit to do a remodel. Nine out of ten (89%) respondents who took out a non-residential permit work in a business with multiple employees and those doing demolition, new construction, roofing, and projects other than remodeling are more likely to work for a business with multiple employees as well. Lastly (and not surprisingly), respondents who pull multiple permits every year are more likely than those who pull fewer permits to work for a larger business.

4. Number of Permits Typically Acquired Per Year

Nearly one-third of respondents (31%) said they do not typically acquire building permits in a given year (as illustrated in **Figure 4** below). Another 17 percent said they usually take out one permit, while 26 percent said they take out two to five, 12 percent take out five to ten, and 13 percent said they take out 11 or more permits per year.

**FIGURE 4:
 Number of Building Permits Typically Acquired Each Year**



As one would expect, individuals in larger business are more likely to take out multiple permits per year, with 51 percent of those in businesses with 11 or more employees saying they pull more than five permits per year (35 percent take out more than ten), compared to 28 percent of those in companies with less than four employees and seven percent who work alone. Respondents who have pulled non-residential permits only – or both non-residential and residential permits – are also more likely to seek multiple permits each year than are those who have sought residential permits exclusively since July 1, 2001. Those who work on roofing projects tend to pull more permits than do other respondents: 44 percent of roofers pull more than five permits per year, compared to just one-quarter of all respondents.

Not surprisingly, respondents who said they pull out numerous building permits in a given year are also more aware of the CDDD program, and more likely to have collected a refund.

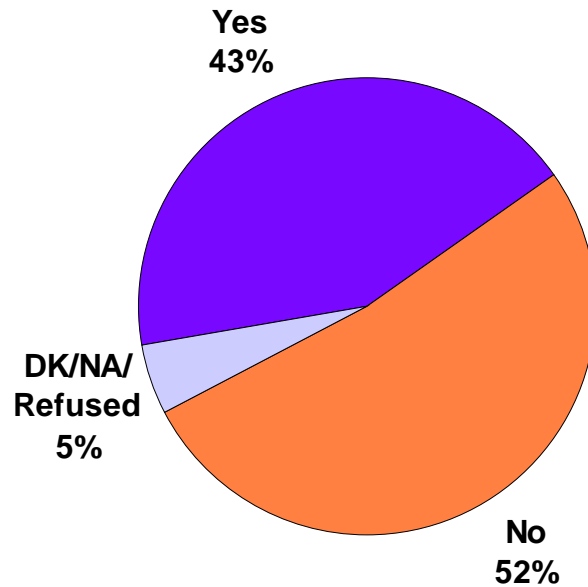
5. Participation in the CDDD Program

More than two out of five respondents (43 percent) said they or their company had recycled or reused construction or demolition waste and collected a refund of deposits they made with the City of San Jose under the CDDD program, as shown in **Figure 5** on the following page. Almost two-thirds collected a refund between July 1, 2001 and February 28, 2003, and 60 percent have done so since that time.

Respondents with multi-person businesses were more likely to have collected a refund (54 percent) than were those who took out permits individually (29 percent of whom had collected a refund). Additionally, those who generally take out more than five permits annually were more likely to have obtained a refund (71 percent) than were those who take out two to five permits per year (44 percent) or less than two (28 percent of whom had collected a refund). This suggests that the program is utilized most by larger – or busier – businesses. Interestingly, there

is not much difference in participation between those who support the CDDD program (or think it is effective) and those who do not.

FIGURE 5:
Proportion of Respondents Who Have Collected a Refund of a CDDD Deposit



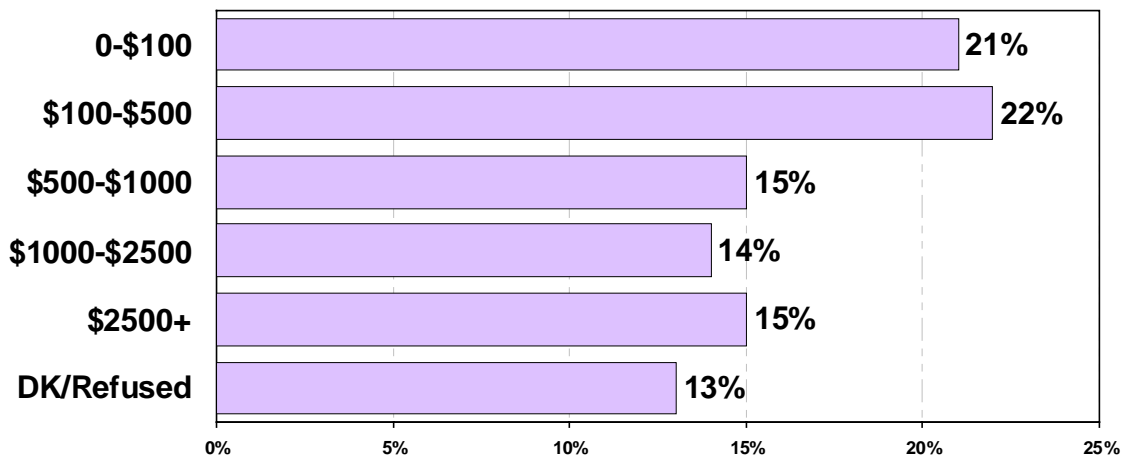
When respondents working with companies with at least one employee were asked to name the employee in their company responsible for collecting refunds or deposits under the CDDD program, 33 percent said the owner (27%) or president (six percent), while 18 percent said the office manager or administrator, 14 percent said project managers, and nine percent said the accounting department. Other frequent responses included the secretary, general contractor, superintendent, vice president, and controller. Respondents from larger businesses were more likely to say that an office manager or project manager would have this responsibility, while those in smaller businesses were more likely to say the owner would be in charge of collecting refunds of deposits under the CDDD program.

Those who had performed a roofing project were also somewhat more likely than other respondents to have collected a refund. Fully 55 percent of roofers collected a refund, compared to 43 percent of all respondents.

6. Amount of Refund Collected

Survey respondents who said they had collected a refund of their CDDD deposit were asked the amount of the deposit on their most recent project. As shown in **Figure 6** below, respondents were roughly evenly divided between those who had collected refunds of less than \$500 (43 percent) and those who had collected refunds of \$500 or more (44 percent). Generally speaking, those who have undertaken both residential and non-residential projects, those who have done new construction, and those who pull multiple permits in a given year were most likely to have sizable deposits.

FIGURE 6:
Amount of Refund Collected on Most Recent Project
(Among 43% Who Have Collected a Refund)



The refunds collected by roofers were generally much smaller than those collected by those who had performed other types of project. A 54-percent majority of roofers who collected refunds said that the deposit for their most recent project was 100 dollars or less; in contrast, only one in five respondents overall collected a refund that small on their most recent project.

B. CURRENT RECYCLING PRACTICES

Survey respondents were asked how they generally discard of various waste materials – whether they currently recycle, reuse or dispose of them. Respondents were questioned about four different types of materials: concrete, scrap metal, wood, and plastic, as illustrated in **Figure 7** and discussed below. Overall, it was noteworthy how few respondents (less than one in ten for each type of material) said that they would not be willing to reuse or recycle those materials. Even if many respondents do not currently reuse or recycle building materials, there seems to be little active resistance to the idea.

**FIGURE 7:
 Current Practices and Attitudes Toward Recycling of Building Materials**

Type of Material	Currently Recycle/ Reuse	Dispose, Willing to Recycle	Dispose, <u>Not</u> Willing to Recycle	Does Not Apply
Wood	50%	30%	7%	13%
Scrap metal	38%	30%	6%	26%
Concrete	37%	30%	6%	27%
Plastic scrap	23%	26%	7%	45%

Concrete: Just over one-quarter of respondents said that they generally do not deal with concrete. However, among those who do, half (51 percent) recycle their waste and half (49 percent) do not. By a five-to-one ratio, those who use but currently do not recycle their concrete waste materials said they would be willing to do so on future projects (41 percent to eight percent).

Scrap metal: While 26 percent of respondents said they generally do not deal with scrap metal, among those who do, half (51 percent) currently recycle it and half (49 percent) do not. But again, by a five-to-one ratio, those who currently use and do not recycle this material said they would be willing to do so (41 percent to eight percent).

Wood: Just thirteen percent said they generally do not deal with wood in their projects. Among those who do use it, 58 percent currently recycle or reuse it and 42 percent currently do not. However, 34 percent of those who use wood said they would be willing to recycle it in the future, while merely eight percent of wood users said they would not.

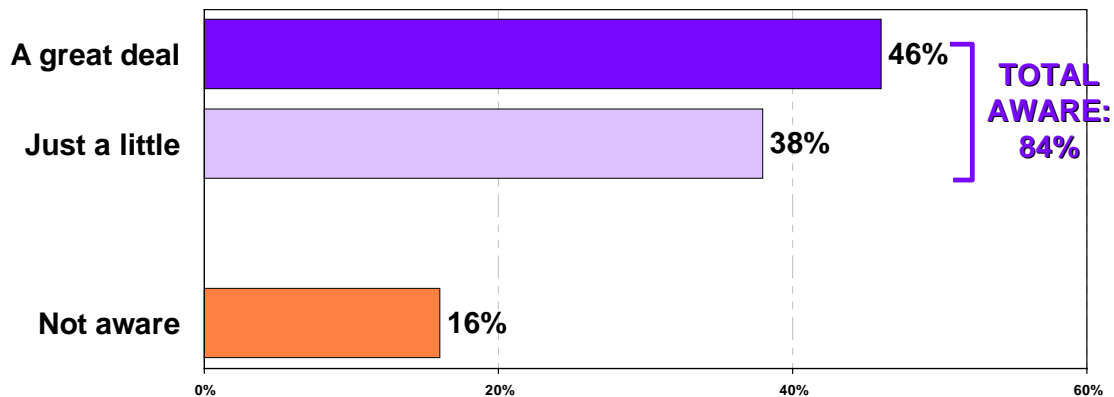
Plastic scrap: Nearly half (45 percent) of respondents do not have leftover plastic scrap materials or do not deal with the material. Among those who do deal with plastic scrap, 42 percent currently recycle it. By a ratio of nearly four-to-one, those who use but currently do not recycle scrap material said they would be willing to do so in the future.

C. AWARENESS OF AND SUPPORT FOR THE CDDD PROGRAM

I. Awareness of the CDDD Program

There is high general awareness of the existence of a program to encourage recycling or reuse of construction or demolition waste in San Jose. As shown in **Figure 8**, 84 percent of respondents are aware that the City collects a deposit, which is fully refundable to those who recycle or reuse their construction or demolition waste, from people who take out building permits for construction or demolition projects in San Jose. In fact, 46 percent of respondents said they know a great deal about this program, while 38 percent know just a little about it. Only 16 percent had not heard of it.

FIGURE 8:
Awareness of a Program to Encourage the Recycling of Building Materials



Awareness of the program was high among virtually all subgroups of survey respondents, regardless of the type of permits they had pulled recently, the size of their business, the number of permits pull in a typical year, and the types of materials generally used in their work. Awareness is slightly lower among those who are not part of a multi-person business (23 percent of whom were not aware of the program) and those who generally do not pull permits in a typical year (28 percent unaware). Respondents with these characteristics are also less likely to have heard “a great deal” about the program.

Those who had more than a \$1,500 deposit collected from them for their most recent project showed particularly strong awareness of the program, with 80 percent having heard “a great deal” about it. Not surprisingly, those who recalled receiving a brochure about the program have a greater rate of awareness (95 percent) than those who did not recall receiving a brochure (65 percent), suggesting that the brochures are having an impact.

2. Support for the CDDD Program After Explanation

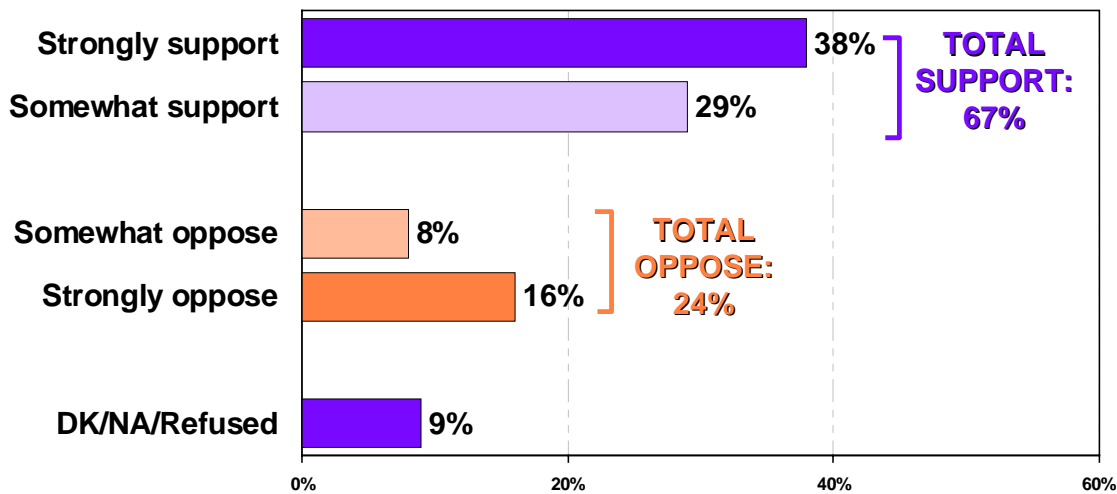
Survey respondents were offered the following description of the CDDD program:

“Let me tell you a little bit more about this program. Started in 2001, the Construction and Demolition Diversion Deposit Program collects a deposit from any individual or business who requests a building permit for a new construction, alteration, or demolition project in the city of San Jose. The amount of the deposit is based on the type of project being undertaken and its size in square feet.

When the project is complete, the permit holder is eligible for a full refund of the deposit if the demolition debris and excess building materials are taken to a city-certified recycling center, or are re-used or donated. To obtain a full refund of their deposit, the permit holder simply has to fill out an application within 180 days of project completion and provide evidence that they recycled, re-used or donated their debris and excess building materials.”

After hearing this description, the respondents were asked whether they supported or opposed it. As indicated in **Figure 9**, two-thirds of respondents (67 percent) said they supported it, with 38 percent “strongly” in support. Just one-quarter (24 percent) opposed the CDDD program, with nine percent uncertain.

FIGURE 9:
Informed Support for the CDDD Program

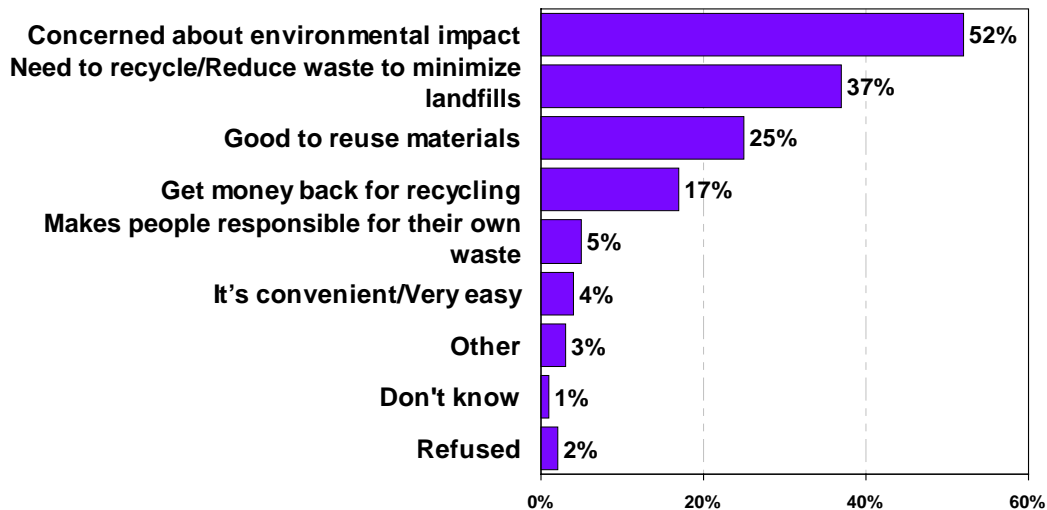


- Respondents who are familiar with the CDDD program show more support for it than those who are not. While 69 percent of those who are aware of the program said they support it, just 56 percent of those who are not aware do so. However, these respondents are also less opposed to the program than are other respondents, and are more likely to say they do not have an opinion about the CDDD program.

- Support for the CDDD program is higher for those in multi-person businesses (71 percent) than those working alone (62 percent). Those working alone are more uncertain about the program rather than more opposed, most likely reflecting their lower degree of familiarity with the program.
- Support is also higher with those who had taken out non-residential permits (78 percent) or both residential and non-residential permits (76 percent) than those who took out residential permits exclusively (63 percent) -- most likely an outgrowth of residential permit seekers being less likely to have multi-person businesses.
- Those who have collected a refund of their deposit are more supportive of the CDDD program (76 percent) than are those who have not collected a refund (60 percent), and show more intensity of support as well (52 percent “strongly support” to 28 percent, respectively). Those who collected refunds on their most recent project in excess of \$1,500 are less supportive than are those who collected a smaller refund, although even among the high-refund group support was still at 66 percent.
- Intensity of support is also higher among those who recalled receiving a brochure about the program (43 percent “strongly support”) than among those who did not (31 percent “strongly support”), although there was little difference in overall levels of support between the two groups.
- Roofers tend to offer the same overall level of support for the CDDD program as do other respondents, with 67 percent in favor and 25 percent oppose. However, there are some indications that they are more ambivalent about the program than are others. Their level of strong support (33 percent) is somewhat lower than that of all respondents (38 percent), and their level of “strong opposition” (20 percent) is somewhat higher (when compared to the overall average of 16 percent).

When asked to explain in their own words why they supported or opposed the CDDD program, 52 percent of those in support said they backed the program because they are concerned about the environmental impact of construction debris (as shown in **Figure 10** on the following page). Thirty-seven percent said they believe we should recycle to minimize landfills, 25 percent said they generally feel it is good to reuse materials and 17 percent said they support the program because you get money back for participating.

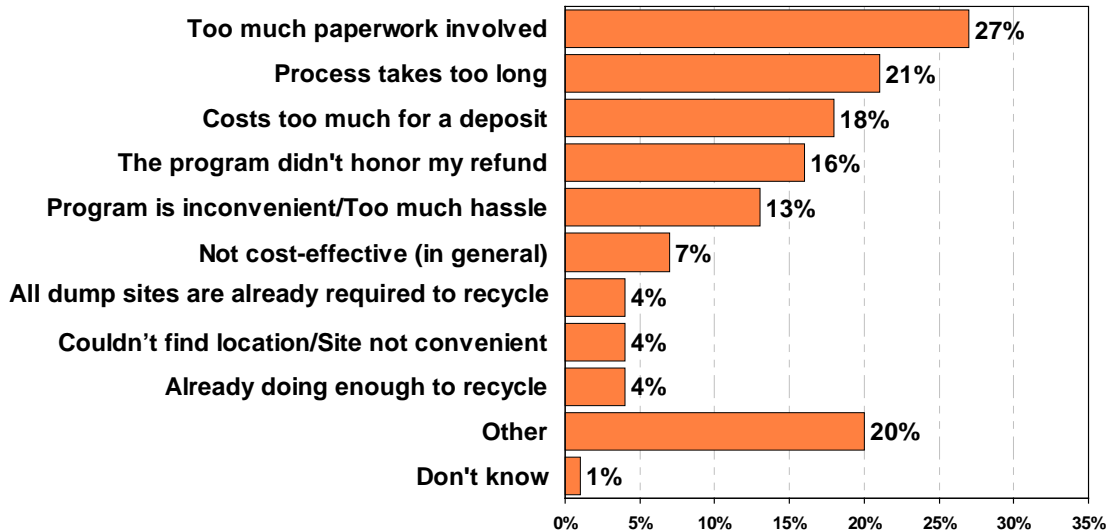
FIGURE 10:
Reasons for Supporting the CDDD Program
(Asked of Supporters Only, Open-End, Top Responses Shown)



Respondents who had little or no awareness of the CDDD program were more likely than those with a great deal of awareness to say they support the program because you can get your deposit money back. This finding suggests that those who are aware of the program and supportive of it are disproportionately motivated by the program's environmental benefits. Those who have yet to learn about the program, on the other hand, may be more likely to be spurred to action by the potential for gaining financial benefits that they do not currently receive.

Bureaucracy and paperwork appear to be the major sources of discontent for those who oppose the program. As illustrated in **Figure 11** on the following page, 27 percent of those who oppose the CDDD program do so because there is "too much paperwork" involved, while another 21 percent think the process takes too long. Other top reasons offered for opposing the program are that the deposit is too high (18%), that the program didn't honor a refund request (16%), and that the program is inconvenient and a hassle (13%).

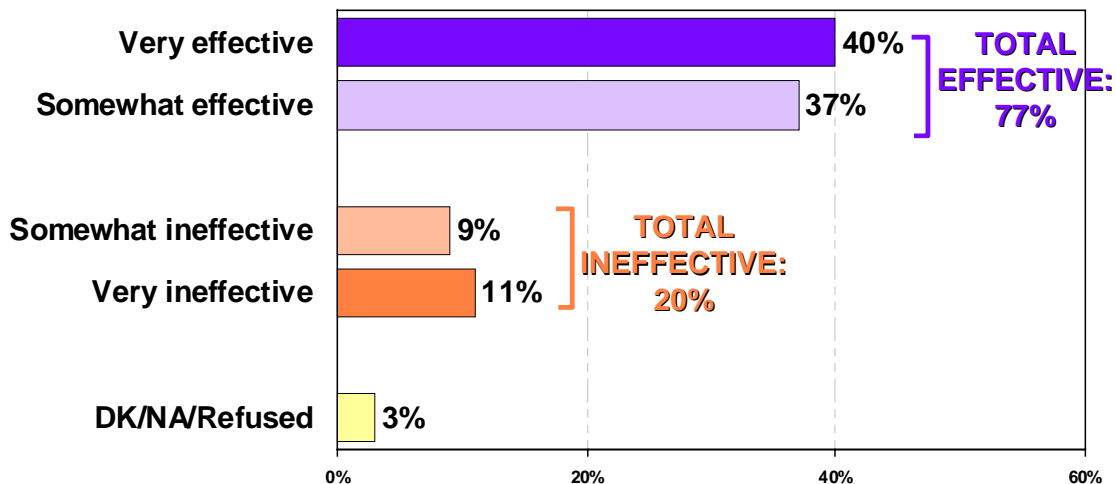
FIGURE 11:
Reasons for Opposing the CDDD Program
(Asked of Opponents Only, Open-End)



3. Perceived Effectiveness of the Program

As shown in **Figure 12** below, just over three in four respondents (77%) believe the program as explained will be effective in encouraging people and businesses to recycle construction and demolition waste in San Jose. In fact, four out of ten (40%) believe it will be *very* effective. A smaller proportion (20 percent) think the program will be ineffective, with 11 percent considering it *very* ineffective. Sizable majorities of every major subgroup of survey respondents indicated that they thought the CDDD program would be effective.

FIGURE 12:
Perceived Effectiveness of the CDDD Program in Encouraging Recycling



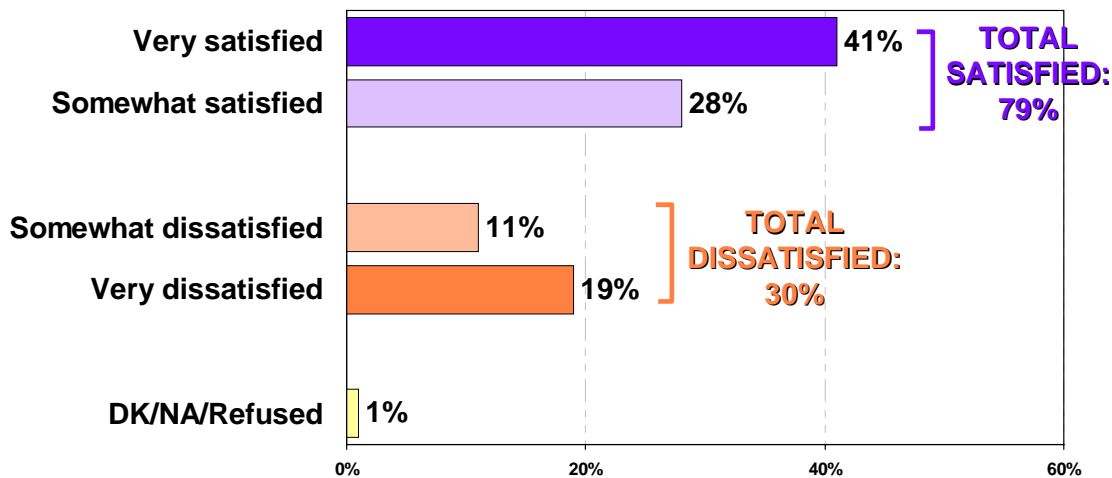
Not surprisingly, those most likely to believe that the CDDD program would *not* be effective included those who have participated in the program and were dissatisfied with its operation, those who found the process of collecting a refund difficult, and those who felt that the amount of the deposit was unreasonable. Seven out of ten (71%) respondents who said the program would be ineffective work in companies with multiple employees – a proportion far greater than the sample average of 55 percent who work for such large businesses.

D. PARTICIPATION AND OPINIONS OF PARTICIPANTS IN THE CDDD PROGRAM

1. Satisfaction with Participation

Among the 43 percent of survey respondents who had collected a refund through the CDDD program, 69 percent said they were satisfied with the operation of the program, with 41 percent very satisfied and 28 percent somewhat satisfied (as shown below in **Figure 13**). Three in ten (30%) were dissatisfied, with 19 percent very dissatisfied.

FIGURE 13:
Satisfaction with the Operation of the CDDD Program
(Among the 43% Who Collected a Refund)



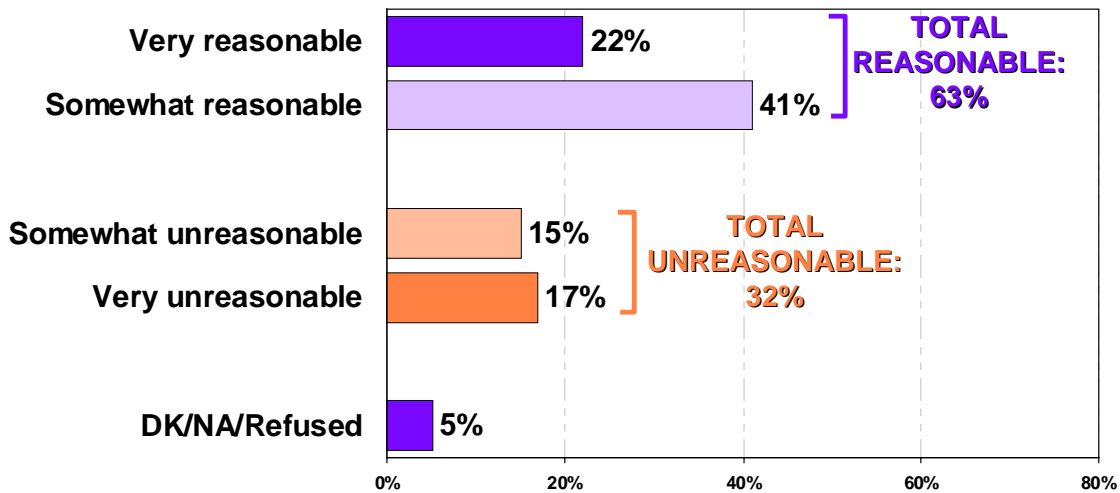
Satisfaction was higher among those who do not typically pull building permits in a given year (89%) or do so generally about once a year (79%) than it was among those who do so two to five times a year (62%) or more (63%). In fact, 36 percent of those who typically pull permits two or more times a year said they were dissatisfied, compared to 11 percent of those who typically do not pull permits and 21 percent of those who do so typically just once a year. In a similar finding, those who do not work in a multi-person business (73% satisfied) or work in a business with less than four employees (83% satisfied) were more satisfied with the operation of the CDDD program than were those in companies with more employees (64%).

Roofers appear to have somewhat lower levels of satisfaction with the CDDD program than other respondents. While 60 percent were satisfied and 38 percent dissatisfied, the proportions who pronounced themselves “very satisfied” (30 percent) and “very dissatisfied” (28 percent) were almost equal. In contrast, among the full set of survey respondents, those who are “very satisfied” outnumber those who are “very dissatisfied” by more than two to one.

2. Perceived Fairness of Deposits Collected

Overall, 63 percent of respondents who had collected a refund said that the amounts of the deposits are reasonable, although just 22 percent consider the amount *very* reasonable. Another 32 percent believe the amounts of deposits are unreasonable, as shown below in **Figure 14**. However, the overwhelming perception among the vast majority of program participants interviewed is that the deposits collected are reasonable. With only a few exceptions (like those noted below) majorities of all major subgroups of respondents of those who had collected refunds said that the amount of their deposit was reasonable.

FIGURE 14:
Perceived Reasonableness of Deposit Amounts
(Among the 43% Who Collected a Refund)



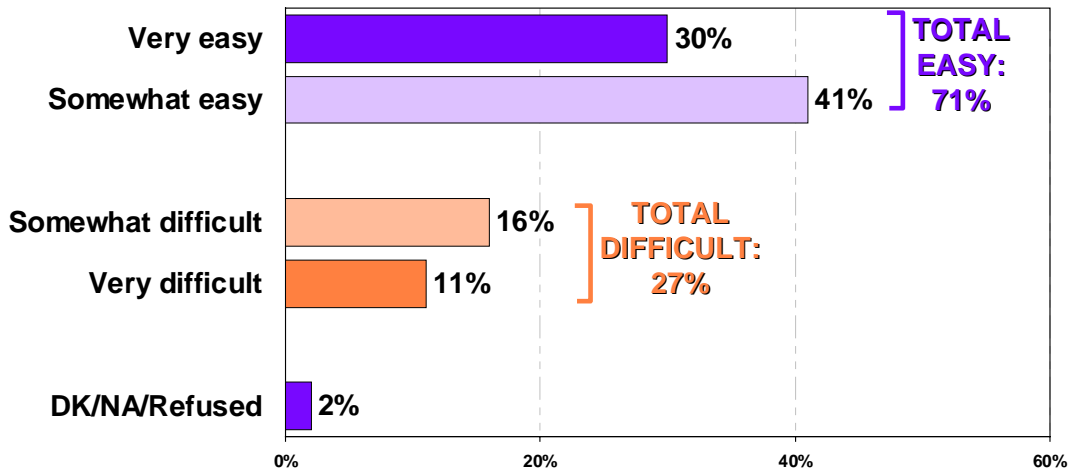
Those who typically pull more than five permits per year are more likely to believe the amount of deposits is unreasonable (37%) than are those who do so less often (approximately 24%). Those who gave a deposit over \$1,500 for their most recent project (44% unreasonable) and those who feel it is difficult to get a refund (64% unreasonable) were also more likely to call the CDDD deposit amounts unreasonable. Seventy-eight percent (78%) of those who oppose the CDDD program said the amount of deposit required is unreasonable. Roofers are also somewhat more likely than others to see the deposit amount as unreasonable (40 percent), and are less likely to see it as reasonable (56 percent).

3. Ease of Collecting Refunds

Among those who have participated in the program, 70 percent said the process for collecting a refund on their deposit with the CDDD program was very (30%) or somewhat (41%) easy (as depicted on the following page in **Figure 15**). Just 11 percent found it very difficult, and an additional 16 percent somewhat difficult. Those with the largest businesses were among the

most likely to consider the process for collecting a refund challenging, but even among that group only slightly more than one-third (35 percent) indicated that the process was difficult.

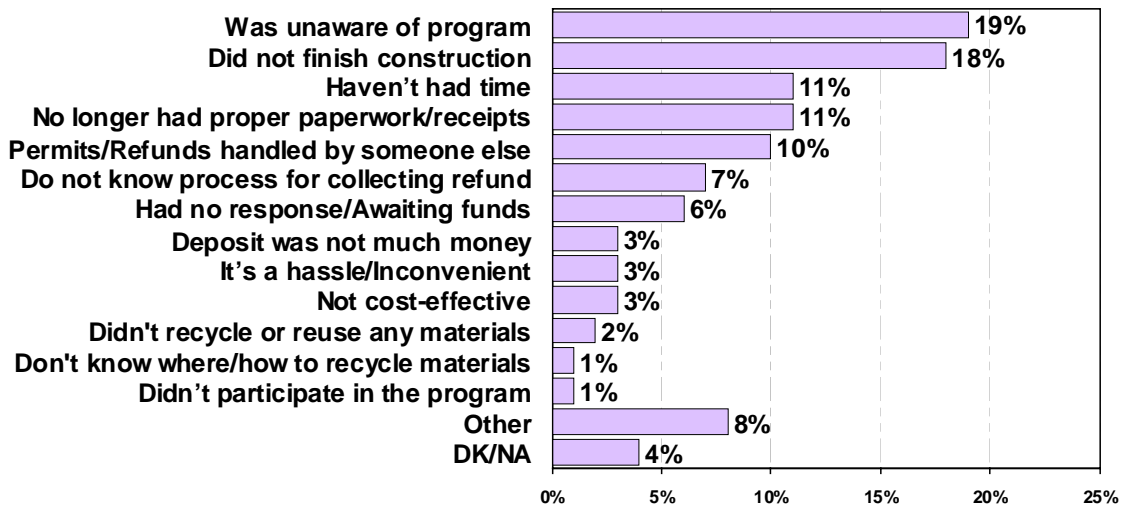
FIGURE 15:
Perceived Ease of Refund Collection
(Among the 43% Who Collected a Refund)



4. Reasons for Non-Participation

When those respondents who said they have not collected a refund of their deposit were asked why they had not done so, the most frequent responses (shown in **Figure 16**) were that they were unaware of the program (19%), did not finish their construction project (18%), have not had time (11%), did not have the proper paperwork or receipts to get their refund (11%), or that the permits/refunds were handled by someone else (10%). Other responses included that they did not know the process for collecting a refund or are still awaiting a response on their refund.

FIGURE 16:
Reasons for Not Having Collected a Refund
(Among the 52% Who Had Not Collected a Refund; Open End)



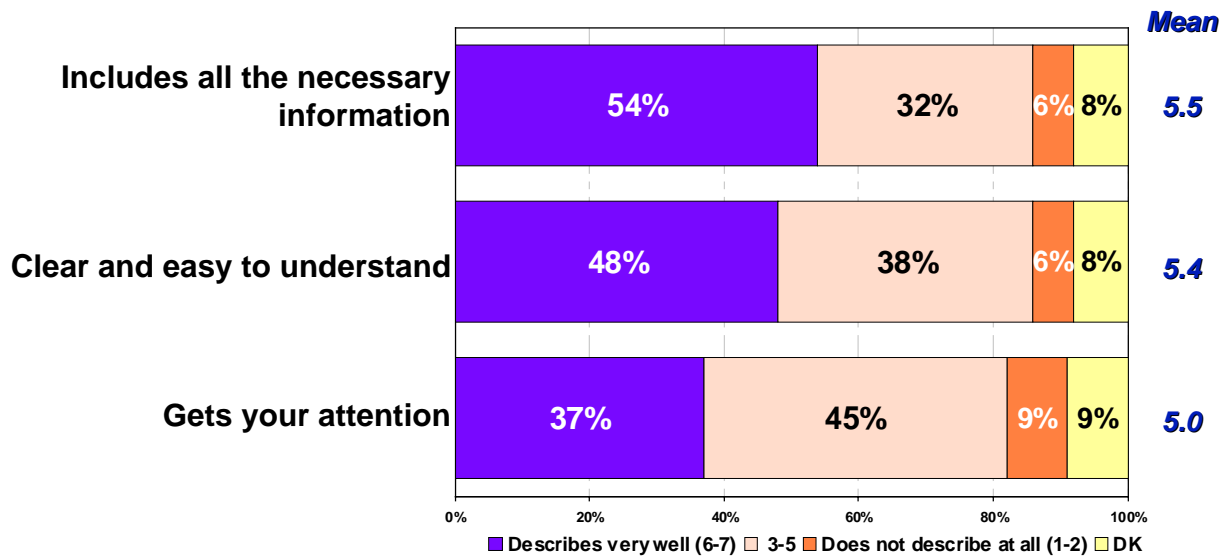
E. RECEIPT OF INFORMATION REGARDING THE CDDD PROGRAM

1. Familiarity with Brochures for the CDDD Program

Six in ten respondents (60%) have received or seen a brochure published by the City of San Jose describing the CDDD program. Fully 63 percent of those who pulled a permit only before March 2003 remember seeing the brochure, as do 58 percent of those who have pulled permits since that date. Respondents who do *not* work in multi-person businesses (50%) and those who do *not* pull building permits with the City in a typical year (46%) were less likely to have received or seen a brochure about the CDDD program than were other respondents.

Those who had seen the brochures were asked to rate statements about it on a scale of one to seven, where a one meant the statement did not describe the brochure at all and a seven meant it described it very well. The results are shown in **Figure 17** below. The brochure got generally positive reviews, receiving a mean score of 5.0 for “gets your attention”, 5.4 for “clear and easy to understand,” and 5.5 for “includes all the necessary information.” Fewer than one respondent in ten rated the brochure a one or two on any of these dimensions, indicating that the phrase did not describe the brochure well.

FIGURE 17:
Evaluations of the CDDD Brochure
(Among the 60% Who Have Seen the Brochure; On a Scale Where 1 = “Does Not Describe the Brochure at All” and 7 = “Describes the Brochure Very Well”)



Generally speaking, evaluations of the brochure did not change greatly after the re-design of the materials in March of 2003. As shown in **Figure 18** on the following page, evaluations of the brochure were fairly similar among those who have pulled permits before and after that date. None of the differences shown in the table are statistically significant.

FIGURE 18:
Evaluations of Brochure by Date Permits Pulled
(Among the 60% Who Have Seen the Brochure; Scores of 6 or 7)

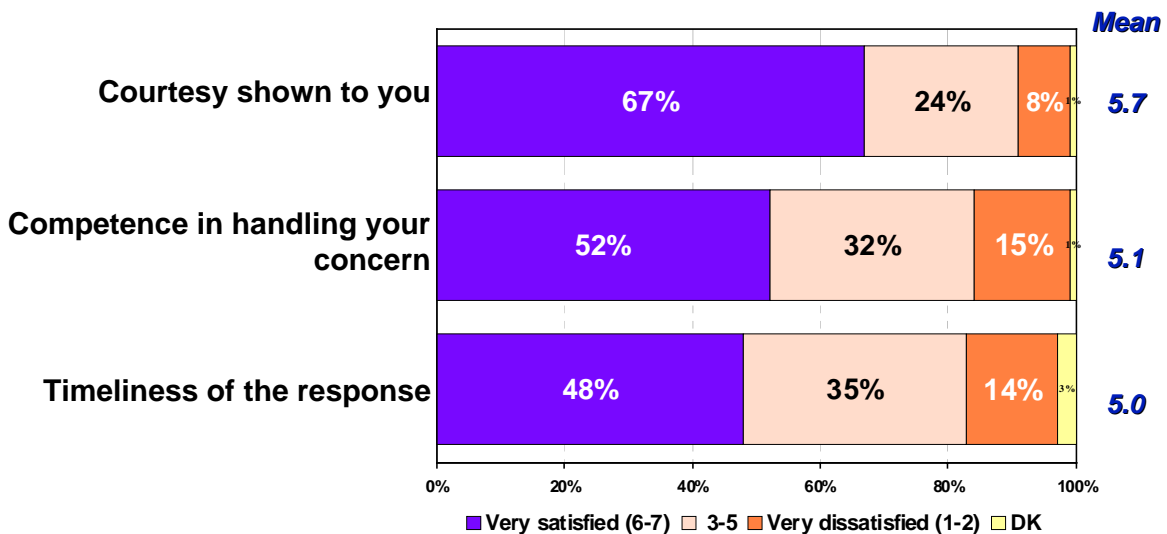
Trait	Pulled Permit Before 3/03 Only	Pulled Permit After 3/03
Includes all the necessary information	55%	53%
Clear and easy to understand	55%	45%
Gets your attention	40%	35%

2. Contact with the City About the CDDD Program

Approximately three in ten (32%) respondents have contacted the City of San Jose to ask questions about the CDDD program, while 67 percent have not (the remaining two percent were uncertain whether they had had such contact). Those with larger businesses, or who pull a larger number of permits each year, were more likely to have contacted the City about the CDDD program. Those who gave deposits greater than \$1,500 were also more likely to have had contact with the City regarding the program.

Respondents who contacted the City were asked to rate their contact on a scale of one to seven, where a one meant “very dissatisfied” and a seven meant “very satisfied.” As shown in **Figure 19**, the City received strongly positive mean scores of 5.0 for “timeliness of the response,” 5.1 for “competence in handling your concerns,” a 5.7 for “courtesy”.

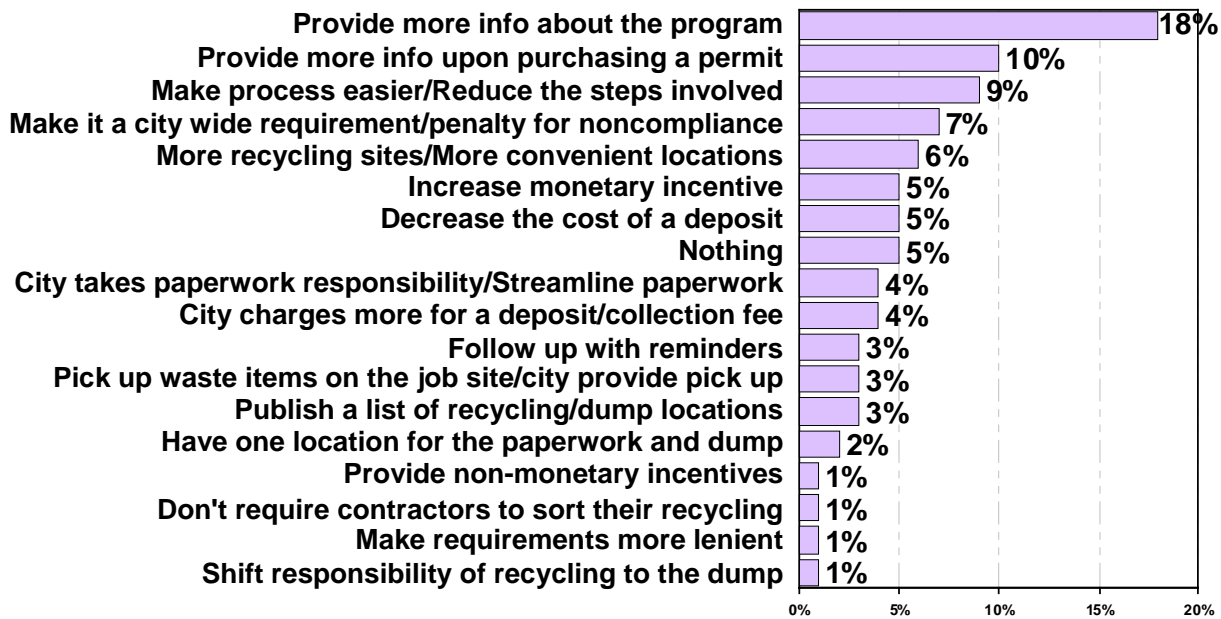
FIGURE 19:
Satisfaction with Aspects of Service Received From City Staff
*(Among the 32% Who Have Had Contact with the City;
 On a Scale Where 1 = “Very Dissatisfied” and 7 = “Very Satisfied”)*



F. STEPS TO ENCOURAGE PARTICIPATION IN CDDD PROGRAM

Survey respondents were asked, in an open-ended question where no response options were provided, what they think the City could do to encourage greater participation in the CDDD program through recycling and reuse of building materials. Their responses are grouped and shown in **Figure 20** below.

FIGURE 20:
Recommendations for Encouraging Recycling and Collection of CDDD Deposits
(Open End, Top Responses Shown)



Overall, the greatest number of responses tended to focus on a desire for additional information about the program. A plurality of respondents, 18 percent, said the City simply needs to provide more information about the program, and another ten percent believe that the City should provide more information when people purchase a permit. While a substantial amount of information is currently available in the brochure that all permittees receive, it may not be received by all of those who are eligible to participate in the program.

Other common responses to this question highlighted a desire to streamline the process for receiving refunds, and reduce paperwork. Generally speaking, respondents who pull fewer permits each year are more likely to call for additional information, while those who pull more permits are more likely to ask for the process to be made more efficient.

Respondents were also asked to give their opinion about four proposed methods of increasing participation in the CDDD program, as shown in **Figure 21**. The greatest proportion reacted positively to the idea of “providing more information to people who take out building permits about the *places* they can go to recycle building materials.” Eighty-four percent said they thought this would make people more likely to take part in the program, with 56 percent saying

they thought it would be much more likely to make people participate. A near equal proportion said people would be more likely to take part in the program if the City sent follow-up letters to those who have not collected a refund, or provided more information to people who take out building permits about the *types* of building materials that can be recycled.

**FIGURE 21:
 Respondents' Estimation of the Impact of Proposed City Actions on Rates
 Of Recycling and CDDD Refund Collection**

Proposal	Total More Likely	Much More likely	Somewhat More Likely	Less Likely	No Difference/ DK/NA
Providing more information to people who take out building permits about the <u>places</u> they can go to recycle building materials	84%	56%	28%	1%	16%
Sending follow-up letters to people who have not collected a refund	82%	47%	35%	6%	12%
Providing more information to people who take out building permits about the <u>types</u> of building materials that can be recycled	80%	48%	32%	3%	18%
Increasing the amount of the deposit collected	39%	21%	18%	36%	25%

The respondents reacted with far less enthusiasm to the concept of increasing the amount of the deposit collected. Just under four in ten (39%) said this would make people more likely to participate, with a near equal 36 percent volunteering that it would make people less likely to do so.

APPENDIX A: TOPLINE SURVEY RESULTS

**SAN JOSE CONSTRUCTION AND DEMOLITION DIVERSION DEPOSIT PROGRAM
2004 SATISFACTION SURVEY**

320-179

N=400

(IF INDIVIDUAL LISTED, ASK:) May I please speak to _____? **(ASK FOR NAME OF INDIVIDUAL)**

(IF BUSINESS LISTED, ASK:) May I please speak to the person at your business responsible for acquiring permits from the City of San Jose for construction or demolition projects?

Hello, I'm _____ calling from FMA, an opinion research company. This is not a sales call and I am not asking for money. We are conducting a brief telephone survey on behalf of the City of San Jose among people and businesses who have undertaken construction or demolition projects in the City in the past several years. The results of this survey will help the City improve its programs for encouraging the recycling of construction and demolition waste, and will ensure that people get the refunds they are entitled to. Your responses will be kept strictly confidential.

1. Have you or your company acquired a building permit from the City of San Jose for at least one project since July 1, 2001?

Yes----- 100%
No/DK/NA ----- **(TERMINATE AND TALLY)**

2. Please tell me whether you or your company acquired a building permit from the City of San Jose during either of the following time periods: **(ACCEPT MULTIPLE RESPONSES)**

Between July 1, 2001 and February 28, 2003 -----79%
Since March 1, 2003 -----71%
DK/NA----- **(TERMINATE AND TALLY)**

3. During that time, have you or your company acquired building permits in San Jose for a residential project, a non-residential project, or both?

Residential-----71%
Non-residential -----21%
Both ----- 7%
DK/NA ----- 0%

4. For which of the following types of projects have you or your company obtained a building permit in San Jose: **(READ LIST, ACCEPT MULTIPLE RESPONSES)**

- An alteration or remodeling project, ---78%
- A demolition project, -----24%
- New construction,-----28%
- Roof project, or -----23%
- Some other type of project. -----10%
- (DK/NA)** ----- 0%

5. Are you a part of a business with multiple employees? **(IF NO, ENTER “0.” IF YES, ASK:)** How many employees do you have working at this location?
(Record Number and Code Afterwards) _____

- 0-----44%
- 1-3 -----15%
- 4-10-----20%
- 11-20 -----8%
- 21-50 -----5%
- 50 or more -----8%
- (DK/REFUSED)**----- 1%

6. In the course of a typical year, how many building permits do you or your company typically acquire in the City of San Jose? **(READ LIST)**

- None-----31%
- One -----17%
- Two to five-----26%
- Five to ten-----12%
- Eleven or more -----13%
- (DK/NA)** ----- 2%

7. Next, I am going to read you a list of waste materials that may be left at the end of a construction or demolition project. Please tell me whether you or your company generally recycle and reuse these materials, or whether you generally dispose of them. If you do not generally deal with a specific type of material, please tell me that too. **(IF DISPOSE, ASK: On future projects, would you be willing to recycle or reuse this material instead of disposing of it?) (ROTATE)**

	<u>RECYCLE/ REUSE</u>	<u>DISPOSE, WILLING TO RECYCLE</u>	<u>DISPOSE, NOT WILLING TO RECYCLE</u>	<u>DOES NOT APPLY/ DK/NA</u>
[]a. Concrete-----	37%	30%	6%	27%
[]b. Wood -----	50%	30%	7%	13%
[]c. Plastic scrap -----	23%	26%	7%	45%
[]d. Scrap metal -----	38%	30%	6%	26%

8. Now I would like to ask you about a specific program that the City of San Jose operates for people who take out building permits for construction or demolition projects in the City. The City collects a deposit from permittees and applicants, which is fully refundable to permittees who recycle or reuse their construction or demolition waste. Are you aware of this program? (IF AWARE, ASK: How much do you know about the program – a great deal, or just a little?)

A great deal -----	46 %
Just a little -----	38 %
Not aware -----	17 %
(DK/NA/REFUSED) -----	0 %

LET ME TELL YOU A LITTLE BIT MORE ABOUT THIS PROGRAM. STARTED IN 2001, THE CONSTRUCTION AND DEMOLITION DIVERSION DEPOSIT PROGRAM COLLECTS A DEPOSIT FROM ANY INDIVIDUAL OR BUSINESS WHO REQUESTS A BUILDING PERMIT FOR A NEW CONSTRUCTION, ALTERATION, OR DEMOLITION PROJECT IN THE CITY OF SAN JOSE. THE AMOUNT OF THE DEPOSIT IS BASED ON THE TYPE OF PROJECT BEING UNDERTAKEN AND ITS SIZE IN SQUARE FEET.

WHEN THE PROJECT IS COMPLETE, THE PERMIT HOLDER IS ELIGIBLE FOR A FULL REFUND OF THE DEPOSIT IF THE DEMOLITION DEBRIS AND EXCESS BUILDING MATERIALS ARE TAKEN TO A CITY-CERTIFIED RECYCLING CENTER, OR ARE RE-USED OR DONATED. TO OBTAIN A FULL REFUND OF THEIR DEPOSIT, THE PERMIT HOLDER SIMPLY HAS TO FILL OUT AN APPLICATION WITHIN 180 DAYS OF PROJECT COMPLETION AND PROVIDE EVIDENCE THAT THEY RECYCLED, RE-USED OR DONATED THEIR DEBRIS AND EXCESS BUILDING MATERIALS.

9. Having heard this description, would you say that you support or oppose the Construction and Demolition Diversion Deposit Program, often referred to as CDDD (PRONOUNCED “SEED”)? (IF SUPPORT/OPPOSE, ASK: Is that strongly SUPPORT/OPPOSE or just somewhat?)

Strongly support -----	(ASK Q10)--38 %
Somewhat support -----	(ASK Q10)--29 %
Somewhat oppose -----	(ASK Q10)--8 %
Strongly oppose -----	(ASK Q10)--16 %
(DON’T READ) DK/NA/Refused-	(SKIP TO Q11)--10 %

(ASK Q10 ONLY IF SUPPORT/OPPOSE IN Q9)

10. In a few words of your own, why do you **SUPPORT/OPPOSE** this program? **(OPEN END; RECORD VERBATIM RESPONSE BELOW)**

a. Support

CONCERNED ABOUT ENVIRONMENTAL IMPACT-----	52%
NEED TO RECYCLE/REDUCE WASTE TO MINIMIZE LANDFILLS-----	37%
GOOD TO REUSE MATERIALS -----	25%
GET MONEY BACK FOR RECYCLING -----	17%
MAKES PEOPLE RESPONSIBLE FOR THEIR OWN WASTE-----	5%
IT'S CONVENIENT/VERY EASY -----	4%
OTHER-----	3%
NEED MORE INFO-----	0%
DON'T KNOW -----	1%
REFUSED -----	2%

b. Oppose

TOO MUCH PAPERWORK INVOLVED-----	27%
PROCESS TAKES TOO LONG -----	21%
COSTS TOO MUCH FOR A DEPOSIT-----	18%
THE PROGRAM DIDN'T HONOR MY REFUND -----	16%
PROGRAM IS INCONVENIENT/TOO MUCH HASSLE -----	13%
NOT COST-EFFECTIVE (IN GENERAL) -----	7%
ALL DUMP SITES ARE ALREADY REQUIRED TO RECYCLE -----	4%
COULDN'T FIND LOCATION/SITE NOT CONVENIENT -----	4%
ALREADY DOING ENOUGH TO RECYCLE-----	4%
OTHER-----	20%
DON'T KNOW -----	1%

(RESUME ASKING ALL RESPONDENTS)

11. Overall, how effective do you think this program will be in encouraging people and businesses to recycle construction and demolition waste in San Jose: **(READ RESPONSES)**

Very effective-----40%
 Somewhat effective-----37%
 Somewhat ineffective-----9%
 Very ineffective-----11%
(DON'T READ) DK/NA/Refused-----5%

12. Have you or your company ever recycled or reused construction or demolition waste and collected a refund of deposits you have made with the City of San Jose under the terms of this program?

Yes-----**(ASK Q13-Q17)**--43%
 No-----**(SKIP TO Q18)**--52%
(DON'T READ) DK/NA/Refused-----5%**(SKIP TO Q19)**

(ASK Q13-Q17 IF “YES” IN Q12)

13. Please tell me whether you or your company collected a refund from the City of San Jose under the terms of this program during either of the following time periods: **(ACCEPT MULTIPLE RESPONSES)**

Between July 1, 2001 and February 28, 2003 -----64%
 Since March 1, 2003 -----60%
 DK/NA-----4%

14. Overall, how satisfied were you with the operation of the Construction and Demolition Diversion Deposit Program: **(READ RESPONSES)**

Very satisfied-----41%
 Somewhat satisfied-----28%
 Somewhat dissatisfied-----11%
 Very dissatisfied with the program-----19%
(DON'T READ) DK/NA/Refused-----1%

15. In your most recent project, about how much was collected from you as a deposit for the CDDD **(PRONOUNCED “SEED”)** program? **(RECORD VERBATIM RESPONSE AS AN AMOUNT IN DOLLARS)**

0-\$100-----21%
 \$100-\$500-----22%
 \$500-\$1000-----15%
 \$1000-\$1500-----5%
 \$1500-\$2000-----6%
 \$2000-\$2500-----3%
 \$2500-\$3000-----6%
 Over \$3000-----9%
(DK/REFUSED)-----15%

16. Which of the following do you think best describes the amounts of the deposits collected for the Construction and Demolition Diversion Deposit Program: **(READ RESPONSES)**

- Very reasonable -----22%
- Somewhat reasonable-----41%
- Somewhat unreasonable-----15%
- Very unreasonable -----17%
- (DON'T READ) DK/NA/Refused ----- 5%**

17. In general, would you say the process for collecting a refund on your deposit with the Construction and Demolition Diversion Deposit Program was easy or difficult? **(IF EASY/DIFFICULT, ASK: Was it very EASY/DIFFICULT or just somewhat?)**

- Very easy ----- **(SKIP TO Q19)**--30%
- Somewhat easy ----- **(SKIP TO Q19)**--41%
- Somewhat difficult ----- **(SKIP TO Q19)**--16%
- Very difficult----- **(SKIP TO Q19)**--11%
- (DON'T READ) DK/NA/Refused---(SKIP TO Q19)--2%**

(ASK Q18 ONLY IF “NO” IN Q12)

18. Why haven't you collected a refund of your deposit with the Construction and Demolition Diversion Deposit Program? **(OPEN END; RECORD VERBATIM RESPONSE BELOW; DO NOT READ CODES)**

- Was unaware of program -----19%
- Did not finish construction -----18%
- Haven't had time -----11%
- No longer had proper paperwork/receipts -----11%
- Permits/refunds handled by someone else -----10%
- Do not know process for collecting refund ----- 7%
- Had no response/awaiting funds-----6%
- Deposit was not much money ----- 3%
- It's a hassle/inconvenient ----- 3%
- Not cost-effective-----3%
- Did not recycle or reuse any materials -----2%
- Do not know where/how to recycle materials----- 1%
- Didn't participate in the program----- 1%
- Other ----- 8%
- DK/NA-----4%

(RESUME ASKING ALL RESPONDENTS)

19. Have you ever received or seen a brochure published by the City of San Jose describing the Construction and Demolition Diversion Deposit program?

- Yes----- **(ASK Q20)**--60%
- No----- **(SKIP TO Q21)**--36%
- (DON'T READ) DK/NA/Refused---(SKIP TO Q21)--4%**

(ASK Q20 IF “YES” IN Q19)

20. Next, I am going to read you a list of words and phrases. After I read each one, please tell me how well you think it describes the brochure for the Construction and Demolition Diversion Deposit program. Use a scale from 1 to 7, where 1 means **DOES NOT DESCRIBE AT ALL** and 7 means **DESCRIBES VERY WELL**. You can use any number between 1 and 7.

	DOES NOT DESCRIBE AT ALL			DESCRIBES VERY WELL				DK	
(ROTATE)	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>Mean</u>
[]a. Gets your attention -----	6%	3%	8%	12%	25%	13%	24%	8%	5.0
[]b. Clear and easy to understand -----	3%	3%	7%	9%	22%	19%	29%	8%	5.4
[]c. Includes all the necessary information -----	2%	4%	6%	11%	15%	22%	32%	8%	5.5

(RESUME ASKING ALL RESPONDENTS)

21. Have you ever contacted the City of San Jose to ask questions about the Construction and Demolition Diversion Deposit program?

Yes----- **(ASK Q22)**--32%
 No----- **(SKIP TO Q23)**--67%
(DON'T READ) DK/NA/Refused---**(SKIP TO Q23)**--2%

(ASK Q22 IF “YES” IN Q21)

22. Next, I am going to read you a list of aspects of the service you received when you contacted the City with questions about the Construction and Demolition Diversion Deposit program. After I read each one, please tell me how satisfied you were with that aspect of the service you received. Use a scale from 1 to 7, where 1 means **VERY DISSATISFIED** and 7 means **VERY SATISFIED**. You can use any number between 1 and 7. **(ROTATE)**

	VERY DISSATISFIED				VERY SATISFIED			DK	
(ROTATE)	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>Mean</u>
[]a. Timeliness of the response -----	8%	6%	7%	7%	21%	23%	25%	2%	5.0
[]b. Courtesy shown to you -----	6%	2%	4%	4%	16%	27%	40%	2%	5.7
[]c. Competence in handling your concern-----	10%	5%	5%	6%	21%	24%	28%	2%	5.1

(ASK Q23 ONLY IF RESPONDENT IS REPRESENTING A BUSINESS – NOT “0” IN Q5)

23. In general, who in your company currently is or would be responsible for collecting refunds of deposits under the terms of this program? **(OPEN END; RECORD VERBATIM RESPONSE BELOW; PROBE FOR JOB TITLE OR DESCRIPTION, NOT NAME OF AN INDIVIDUAL)**

OWNER-----	27%
OFFICE MANAGER/ADMINISTRATOR-----	18%
PROJECT MANAGERS-----	14%
ACCOUNTING DEPARTMENT-----	9%
PRESIDENT-----	6%
SECRETARY-----	4%
GENERAL CONTRACTOR-----	4%
SUPERINTENDENT-----	3%
VICE PRESIDENT-----	3%
CONTROLLER-----	3%
HOMEOWNER-----	2%
DESIGNER-----	0%
OTHER-----	5%
DON'T KNOW-----	1%
REFUSED-----	1%

(RESUME ASKING ALL RESPONDENTS)

24. In a few words of your own, what steps do you think the City could take to encourage more businesses and individuals to participate in this program by recycling or reusing their demolition debris or excess building materials? **(PROBE FOR SPECIFIC RECOMMENDATIONS -- RECORD VERBATIM RESPONSE BELOW AND CODE LATER)**

PROVIDE MORE INFO ABOUT THE PROGRAM-----	18%
PROVIDE MORE INFO UPON PURCHASING A PERMIT-----	10%
MAKE PROCESS EASIER /REDUCE THE STEPS INVOLVED-----	9%
MAKE IT A CITY WIDE REQUIREMENT/PENALTY FOR NONCOMPLIANCE -----	7%
MORE RECYCLING SITES/MORE CONVENIENT LOCATIONS-----	6%
INCREASE MONETARY INCENTIVE -----	5%
DECREASE THE COST OF A DEPOSIT-----	5%
NOTHING-----	5%
CITY TAKES PAPERWORK RESPONSIBILITY/ STREAMLINE PAPERWORK -----	4%
CITY CHARGES MORE FOR A DEPOSIT/COLLECTION FEE-----	4%
FOLLOW UP WITH REMINDERS-----	3%
PICK UP WASTE ITEMS ON THE JOB SITE/CITY PROVIDE PICK UP-----	3%
PUBLISH A LIST OF RECYCLING/DUMP LOCATIONS -----	3%
HAVE ONE LOCATION FOR THE PAPERWORK AND DUMP-----	2%
PROVIDE NON-MONETARY INCENTIVES-----	1%
DON'T REQUIRE CONTRACTORS TO SORT THEIR RECYCLING-----	1%
MAKE REQUIREMENTS MORE LENIENT-----	1%
SHIFT RESPONSIBILITY OF RECYLCING TO THE DUMP-----	1%
OTHER-----	10%
NEED MORE INFO-----	1%
REFUSED -----	6%
DON'T KNOW-----	12%

25. Next, I am going to read you a list of things that the City of San Jose currently does, or could do in the future, to encourage more businesses and individuals to recycle their demolition debris or excess building materials and collect a refund of their deposit with the City. After I read each one, please tell me whether you think it will make people more likely to recycle their materials and collect a refund of their deposit. **(IF MORE LIKELY, ASK: Do you think this would make people much more likely to recycle materials and collect their refunds, or just somewhat?) (ROTATE)**

	<u>MUCH MORE LIKELY</u>	<u>S.W. MORE LIKELY</u>	<u>(LESS LIKELY)</u>	<u>(MAKE NO DIFF.)</u>	<u>(DK/NA)</u>
[]a. Increasing the amount of the deposit collected -----	21%	18%	36%	24%	1%
[]b. Sending follow-up letters to people who have not collected a refund -----	47%	35%	6%	10%	2%
[]c. Providing more information to people who take out building permits about the <u>types</u> of building materials that can be recycled-----	48%	32%	3%	17%	1%
[]d. Providing more information to people who take out building permits about the <u>places</u> they can go to recycle building materials-----	56%	28%	1%	15%	1%

THANK YOU VERY MUCH FOR YOUR TIME AND OPINIONS.

INTERVIEWER: FILL IN THE REMAINING INFORMATION FROM THE CALL SHEET.

SAMPLE ONE:

Name of individual/business _____

Phone number _____

Address _____

City _____

ZIP Code _____

Date paid ____ / ____ / ____

SAMPLE TWO:

Refund Company _____

Refund Contact Name _____

Contractor Phone Number _____

Refund Address _____

Refund City _____

Refund ZIP Code _____

APN # _____

Deposit Required \$ _____

Refund Amount \$ _____

Deposit Date ____ / ____ / ____

Refund Date ____ / ____ / ____

SAMPLE THREE:

Name of payee _____

Phone number _____

Address _____

City _____

ZIP Code _____

Required Deposit \$ _____

Refund Amount \$ _____

Received Date ____ / ____ / ____

Refund Date ____ / ____ / ____