



San Gabriel Valley
Council
of Governments



CPSC
California Product
Stewardship CouncilSM

**Follow-Up Questions for Retailers Participating in the
San Gabriel Valley Council of Governments
Household Battery Take-Back Pilot Program**

Surveyor: _____

Retailer: _____

Name/Title of Employee: _____

Date/Time: _____ **Quarterly Survey: May / August / November / February**

1. What cumulative benefits have been realized by participating in this battery recycling program? *(Circle all that apply.)*
 - a. Our staff learned about proper battery recycling
 - b. Our customers learned about proper battery recycling
 - c. Battery sales improved
 - d. Customer loyalty improved as store participated in the program
 - e. We had new customers coming to recycle their batteries
 - f. Employees were satisfied with being responsible for the battery recycling
 - g. Other: _____

2. Compared to your expectations when the program started, complete this sentence:
This battery take-back program has: *(Circle one.)*
 - a. Taken more staff time than we anticipated
 - b. Taken less staff time than we anticipated
 - c. Required about the level of effort we expected when we signed-up
 - d. Other: _____

3. What feedback have your customers given you regarding the program?



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4. Has the advertizing been helpful with increasing program awareness? Yes / No *(Circle one.)*

If "Yes," please indicate the marketing method(s) that have resulted in increased battery collections if known – Star the method you deem most successful at increasing collections:

(Circle all that apply.)

- Window Cling
- Press Releases
- Newspaper Ads
- SGVCOG Website
- TV Coverage
- Radio Coverage

Other: _____

5. Which of the following has been a significant problem at your retail location?

(Circle all that apply.)

- a. Received batteries that are too large to fit in the box
- b. Customers brought other waste that cannot be accepted
 - If "Yes," what materials:

 - If "Yes," did the customer(s) know where to take them for proper management?
- c. Customers left untaped/ unbagged batteries nearby when box was unattended
 - Have you received any feedback (positive or negative) about the bagging or taping requirement? What was the feedback?
- d. Confusion about where boxes are stored, how to mail back, etc.
- e. Confusion about procedures for taping or bagging batteries
- f. Employees were dissatisfied with being responsible for the battery recycling
- g. Experienced no significant problems.
- h. Other (i.e. complaints, mess, etc.):

6. How many of your staff has responsibility for the program? *(Circle one)*

1 2 3 4 5 MORE

7. How much time, monthly, would you estimate is spent managing the program? *(Circle one)*

1 hour 2 hours 3 hours Other: _____

8. What recommendations would you make to improve the program?
9. Would you consider continuing the program after the end of the pilot project if you had to pay for battery recycling? Yes / No *(Circle one.)*
- a. If "Yes," what is the threshold for your cost per box? *(Circle one.)*
 - Less than \$10
 - Up to \$20
 - Up to \$40
 - Up to \$60
 - No limit – the benefits to my business outweigh the cost.
 - b. If "Yes," what is the most important benefit to your business?
10. If you are a retailer that has **not** mailed in any battery boxes:
(Circle all that apply.)
- a. Our box is not yet full. How full is it? _____ % full
 - b. The staff person who knew about this program isn't here.
 - c. Our staff misplaced the mailing labels.
 - d. We haven't mailed back any battery boxes because _____.
11. On a 1-10 scale, overall, how effective is this program in collecting batteries?
(1 =Not effective at all; 10=Extremely effective)
12. On a 1-10 scale, overall, how would you rate the value to your business in participating in this program? *(1= not valuable at all; 10=Extremely valuable)*_____
13. Do you have any comments, questions or concerns about this program or anything we can do to better support your efforts?



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Thank you for your participation!