

Survey Draft

Volume:

- 17000+ coop members
- Target: Minimum of 400 responses - it would be a win to get double that or more!
- Note: The equity committee presented at GM yesterday and they got over 4,000 responses(!) - their survey was live for 3 months.

Platform:

- Google forms

Ideas for dissemination

- Launch it via short Gazette article aiming to motivate people to fill out the survey ? Lois, would you be willing to draft this? :)
- Can we post it to the PSFC instagram?
 - Possibility of our committee having its own instagram page? Could post, for example:
 - Zero-plastic product recommendations from the coop
 - Links to some of the amazing research articles committee members are sharing
- Hang QR code on board at coop? (could ask Britt other ways to get QR code out via coop channels/space, e.g., via the big chalk board above the registers?)
- Consider having the survey “open” mid-January to mid-March?

Survey title: PSFC Plastic Reduction Committee - Inaugural Survey

Intro: Dear Coop members: As a new committee, we are excited to think creatively about how to reduce plastic use at the Coop. This short survey, which should take less than five minutes to complete, will help guide our priorities and next steps. Thank you so much for your input!

Questions (Make all questions optional [aiming to have 10 questions or less])

1. Overall, how concerned are you about plastic use at the coop?
 - Not at all
 - Slightly
 - Moderately
 - Very
 - Extremely
2. How often do you shop at the coop (on average)?
 - Daily

- 2+ times per week
 - Weekly
 - 2+ times per month
 - Monthly
 - Less than once per month
3. How much does the amount of plastic packaging influence what you choose to buy at the coop?
- Not at all
 - Slightly
 - Moderately
 - Very
 - Extremely
4. What should be the top 1-3 priorities of the Plastic Reduction Committee this year?
- Developing plastic-related informational **tip sheets** to educate coop members
 - Increasing self-serve **bulk food** options at the PSFC (e.g., grains, nuts)
 - Transitioning to **non-plastic bins** for bulk food storage
 - Working with coop staff to pilot an **endcap** with recommended plastic-free products
 - Piloting product-specific **signs** to attract attention to favorite zero-plastic products
 - Providing more alternatives to **plastic bags** for packaging produce and bulk items
 - Exploring options with the food processing committee for reduced reliance on plastic for **pre-packaged bulk items** (e.g., cheeses, spices, olives, dried fruit/nuts)
 - Working with coop staff to explore moving away from **plastic clamshells** (e.g., for berries and tomatoes)
 - Researching mask-related options and approaches that optimize safety while reducing plastic waste
 - Researching **other coops' plastic reduction efforts**
5. Which of these informational tip sheets would be most helpful to you? (Please select your top 1-3 priorities)
- **Plastic-Free Produce:** Tips on how to purchase and store produce without using plastic
 - **Member-tested Recs:** A list of the top member-tested, plastic-free products at the coop
 - **Packaging Pros & Cons:** The health and environmental pros and cons of different types of product packaging
 - **Microplastics 101:** A fact sheet on how microplastics enter the food chain and simple kitchen habits to reduce ingestion
 - **Plastic-Free Lunches:** A list of recommended, durable coop products for transporting work/school lunches.

6. Are there specific low-plastic or plastic-free products currently sold at the coop that you love and want your fellow member-owners to know about? (open-ended)
7. Are there specific low-plastic or plastic-free products that you wish the coop sold? (Please keep in mind the coop has limitations based on volume and its distribution networks.) (open-ended)
8. Are there specific plastic-reducing practices you have heard about or seen at other grocery stores that you think the Coop could replicate? Please describe.
9. Do you have any other feedback or recommendations you would like to share at this time?