

# **Austin Resource Recovery Customer Satisfaction Survey**

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# Survey Background

- Initiated survey to gather baseline data on:
  - Departmental name change
  - Awareness levels of programs and services
  - Customer satisfaction
- Worked with Austin Energy's Data Analysis team to develop questions



# Survey Methodology

- Follow-up to the 2011 Residential Customer Survey
- 400 Austin Resource Recovery Residential Customers surveyed
- Respondents represent the ARR customer base



# Survey Methodology

- Survey measures compared expectations of services to customer satisfaction levels
- Meeting customer expectations equates to higher satisfaction levels



# Survey Demographics

- 64% - Age 25-54
- 85% - Some college or beyond
- 34% - Children living at home
- 85% - Homeowners
- 96%- Single family homes



# Garbage Collection

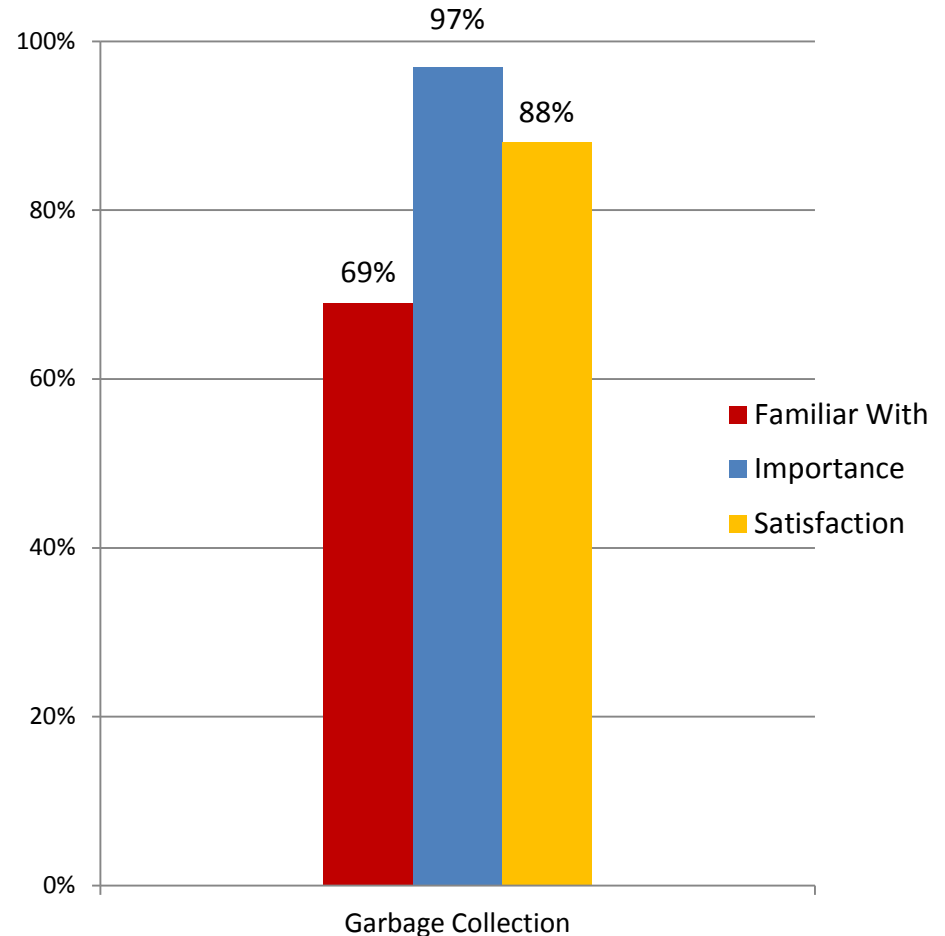
- 98% - One garbage cart only
  - 15% - 96-gallon cart customers
  - 34% - 64-gallon cart customers
  - 30% - 32-gallon cart customers
  - 21% - 21-gallon cart customers\*

\* New for 2012



# Garbage Collection

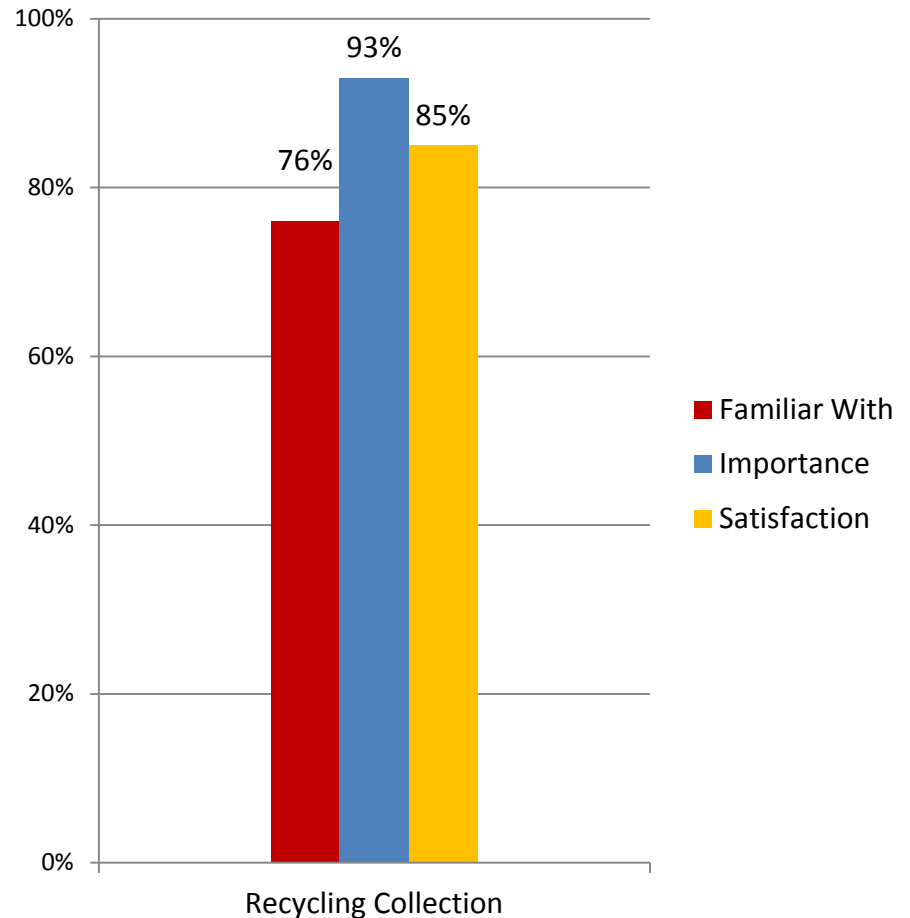
- Mixed awareness for Garbage Collection
- High importance and satisfaction levels





# Recycling Collection

- High satisfaction levels associated with Recycling Collection
- 97% of respondents recycle
- 90% set their recycle cart every two weeks



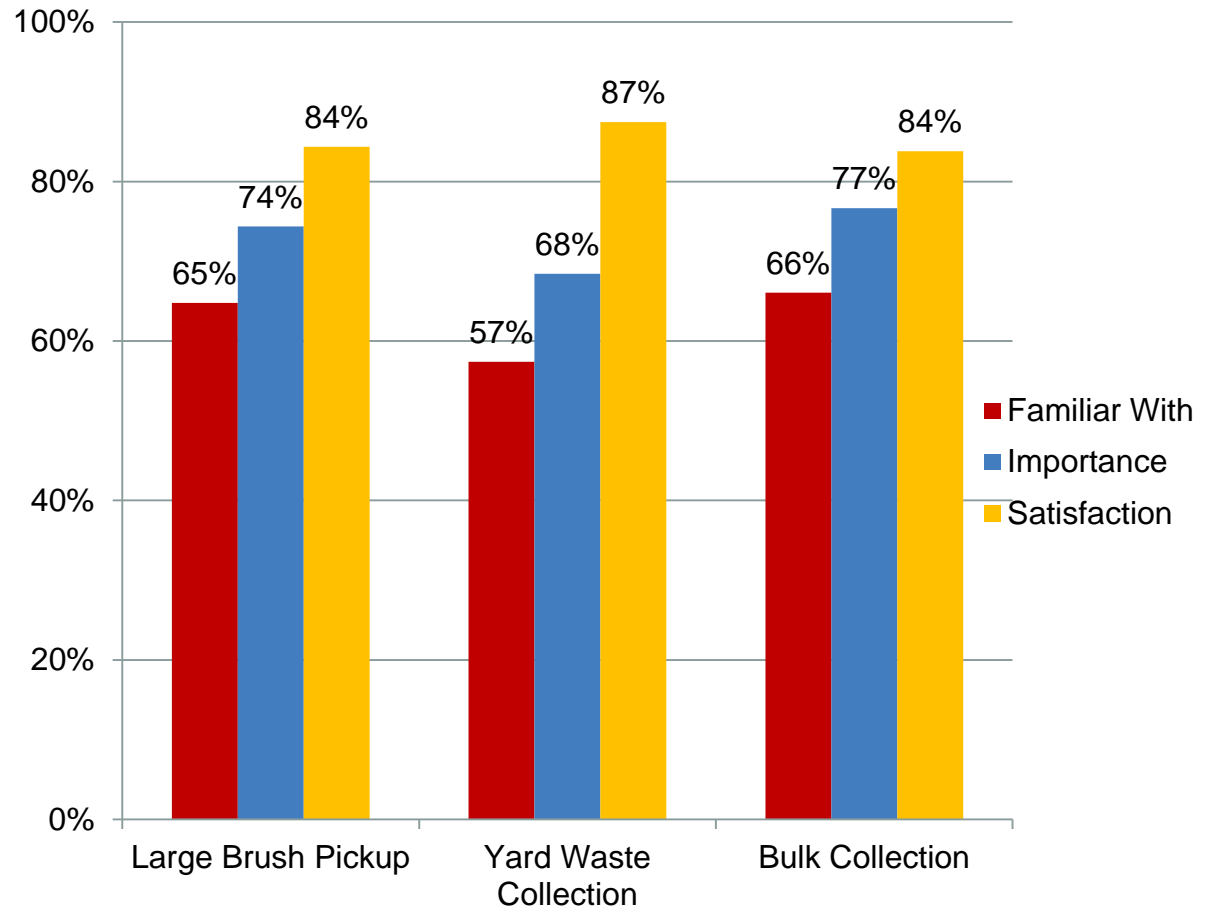




# Litter Abatement

Mixed familiarity  
with core  
programs but  
high satisfaction  
levels

Education  
opportunity to  
increase  
awareness

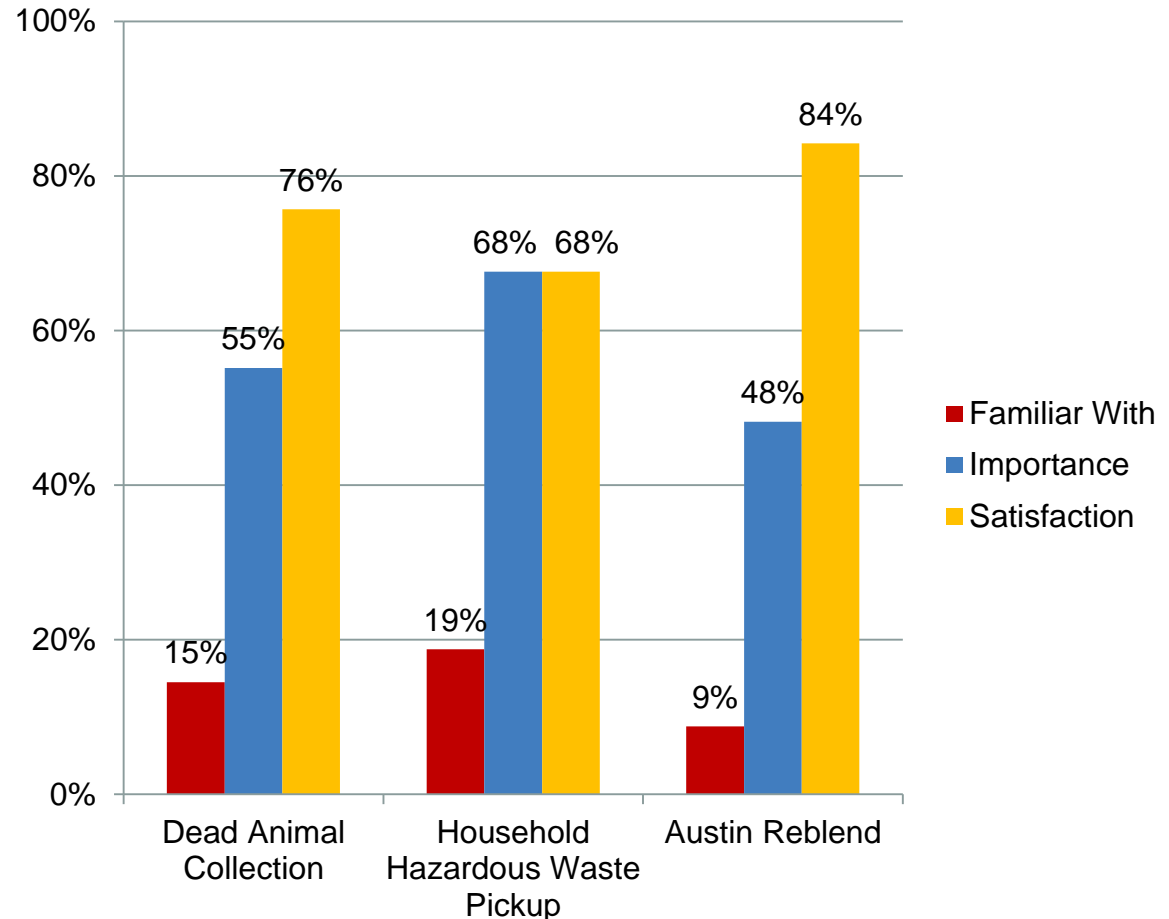




# ARR Services

Awareness levels low for some ARR services

North facility will likely increase all Household Hazardous Waste figures





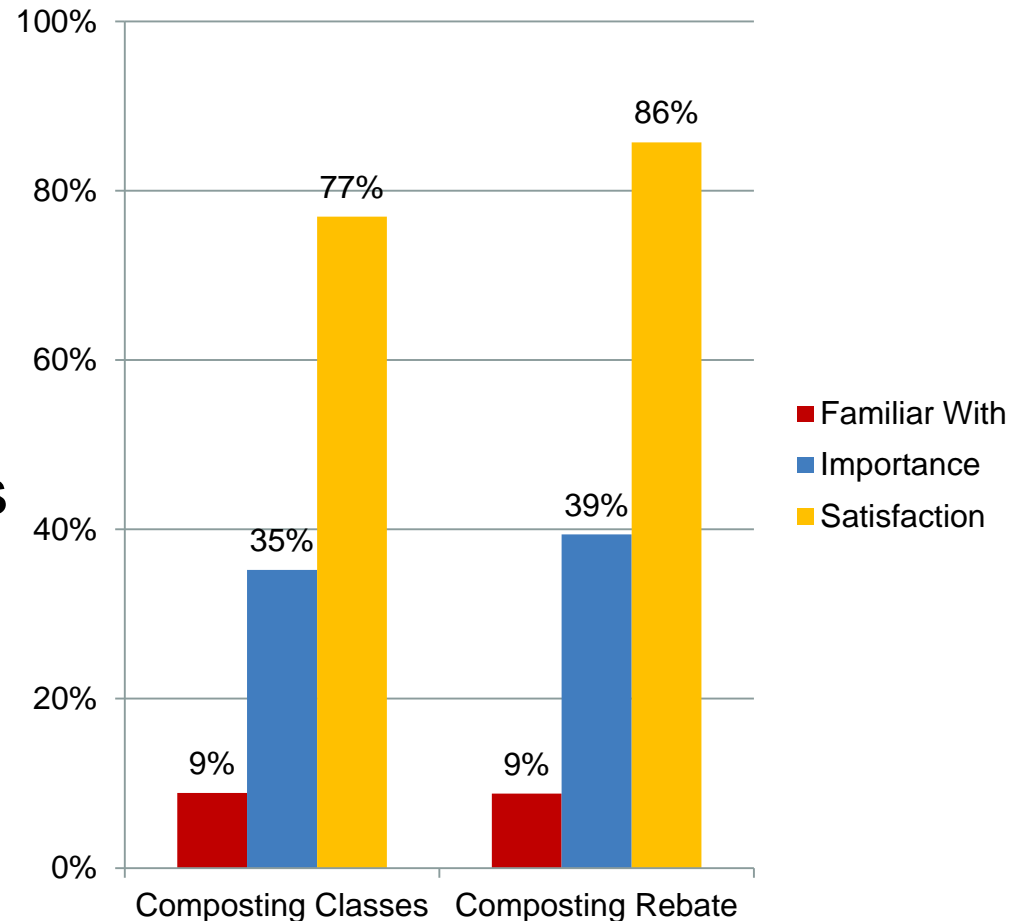
# ARR Services

- More respondents are aware of the City's Household Hazardous Waste facility:
  - 44% use the facility for disposal
    - 15% dispose of hazardous waste through garbage, recycling or bulk pickup
  - Awareness levels are higher for customers with smaller garbage carts



# Composting

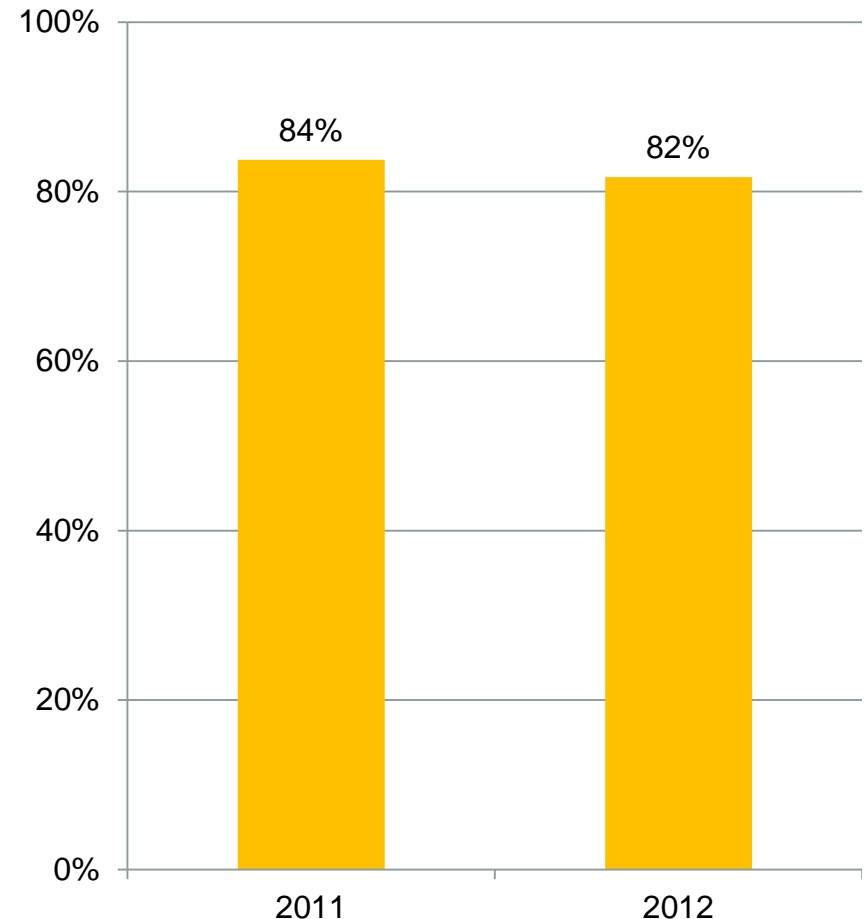
- Low awareness of classes and rebate program
- High satisfaction levels for both programs





# Overall Satisfaction

- Slight reduction from 2011
- Quality Assurance Division performing a root cause analysis
- Goal: to ensure satisfaction levels remain high





# ARR Survey Summary

- ARR customers are consistently satisfied with ARR, our services and our employees
- Full report available
- Questions?

Quality Assurance

