



Austin Resource Recovery

FY18 Customer Satisfaction Survey

Data Analytics & Business Intelligence



FY19Q2

© 2018 Austin Energy

Data Analytics and Business Intelligence (DABI)

Working with DABI at Austin Energy



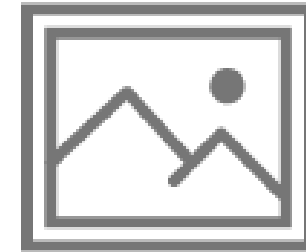
Unbiased,
Trusted
Advisor

+



Experienced
Analytics Team

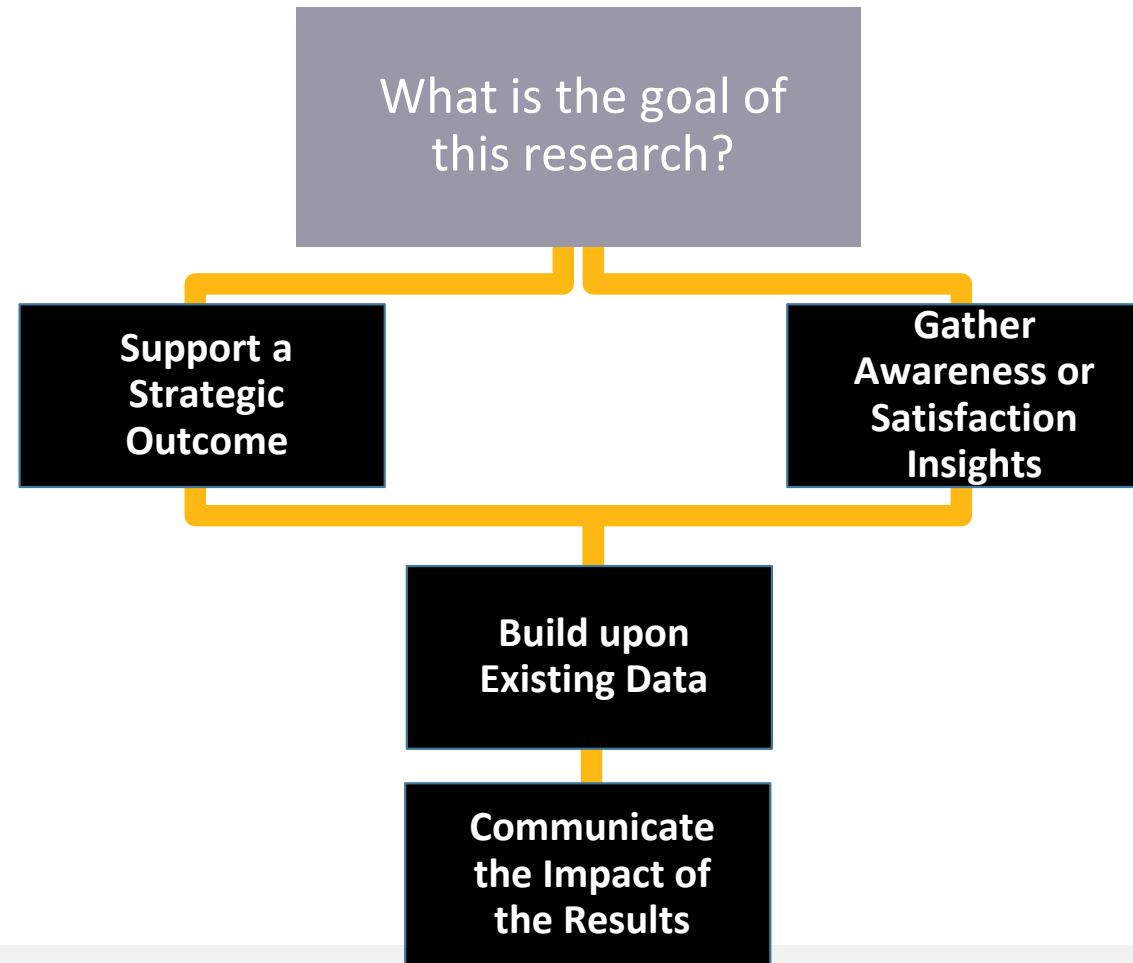
=



Big Picture
Insights





Data Analytics and Business Intelligence (DABI)

Data Collection Process



Why this data is needed and who is going to use it

Methodology Summary

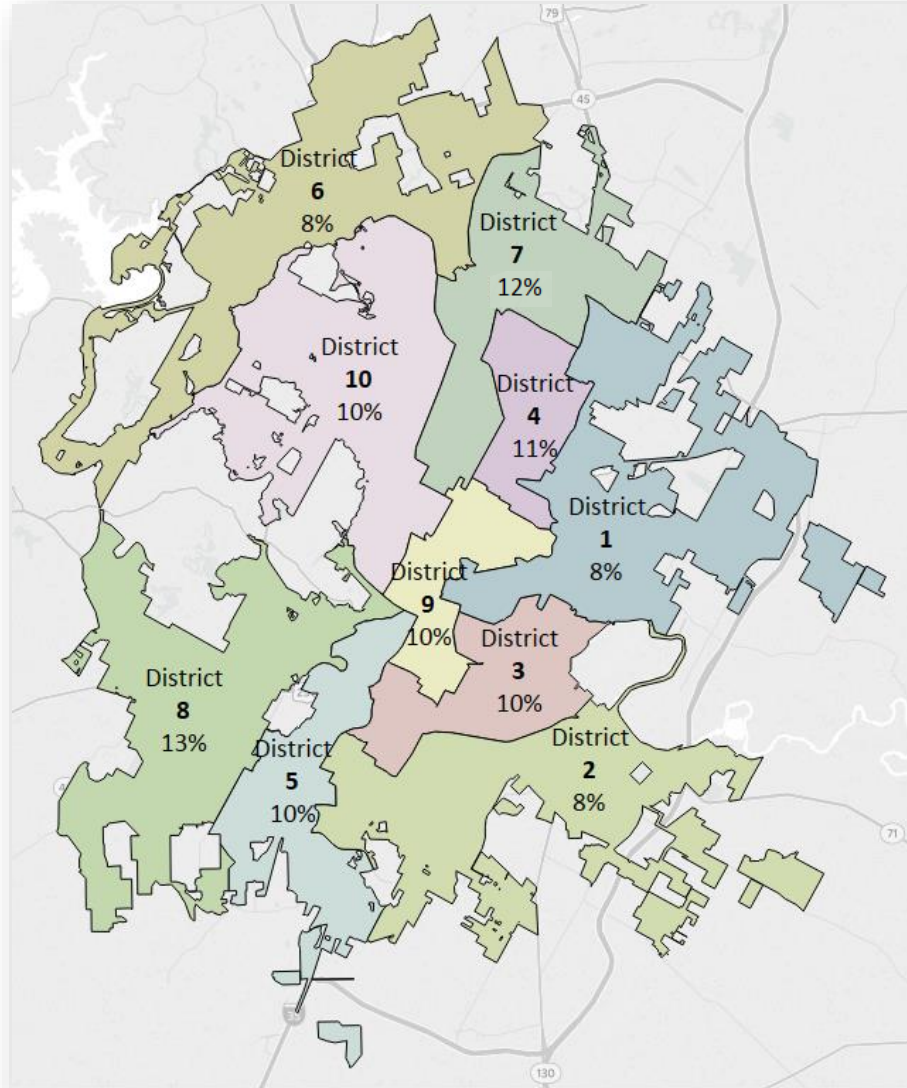
YEAR	FY15	FY16	FY17	FY18
METHODOLOGY	 phone survey	 online survey, email invite	 online survey, email invite	 online survey, email invite
ENGAGEMENT (began survey)		857	1159	835
COMPLETION (completed survey)	400	780	1112	800
SPANISH (completed survey in Spanish)		4	3	3



Note: Survey audience is a random sample taken from all ARR customer accounts with email addresses

Customer Demographics

Responses by District



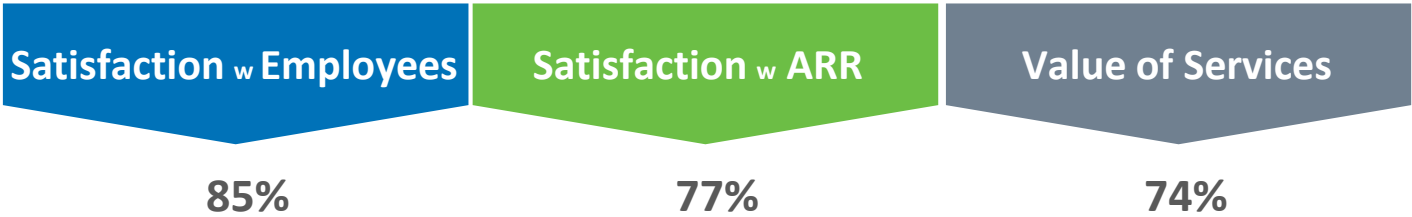
District	Responses
1	8%
2	8%
3	10%
4	11%
5	10%
6	8%
7	12%
8	13%
9	10%
10	10%

Data based on sample size n= 800



Summary of Results

FY18 Results



FY17 Results (%)



FY18 Recommendations

Curbside Composting	Recycling	Street Sweeping	Gap Analysis
Consider increasing pace of curbside composting release	Communicate recycling schedule and plans for collection frequency	Communicate street sweeping schedule and where to find it	Consider analysis that would help identify and prioritize gaps in customer needs and expectations vs what is delivered



Q2.9 - Please rate your overall satisfaction with Austin Resource Recovery employees on a scale of 1 to 10. Q2.6 - Please rate your overall satisfaction with the service provided by Austin Resource Recovery using a scale of 1 to 10. Q2.11 - On a scale of 1 to 10, for the money you pay, how would you rate the value of the programs and services you receive from Austin Resource Recovery? FY18 Data based on sample size: n= 800. Surveys collected electronically.

Presentation Notes: The ▲% or ▼% will denote significant difference to previous year at a 95% confidence interval. The ▲ symbol without the % occurs on one slide and denotes significant difference to another sample population at a 95% confidence interval. Due to rounding, numbers may not always add up to 100%. Sample sizes may vary by question.

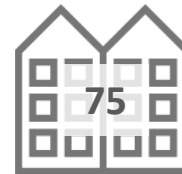
Average Customer Satisfaction with the Quality of All Curbside and HHW Services and Employees *

FY15 Results	FY16 Results	FY17 Results	FY18 Results
84%	77%	80%	81%

FY18 Satisfaction by Select Service (%)



RECYCLING



RECYCLE REUSE
DROP OFF
CENTER



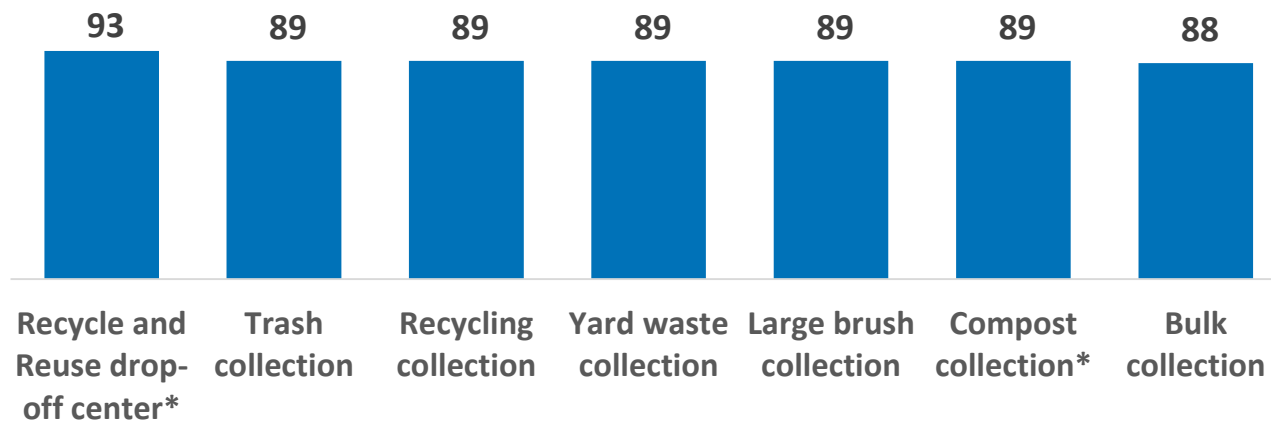
Note: Very satisfied results are a combination of response that selected 8, 9, 10 on a scale of 1 to 10. *Annual results are an average of 2 questions: Q2.6 Please rate your overall satisfaction with the service provided by Austin Resource Recovery using a 1-10 scale. Q2.9 Please rate your overall satisfaction with Austin Resource Recovery employees using a 1-10 scale . FY18 Data based on sample size: n= 800. Surveys collected electronically.

Satisfaction with Employees

FY18 Results



Satisfaction w/ Employee Groups (%)



Note: *Smaller sample size. Q2.8 - Austin Resource Recovery is also interested in your level of satisfaction with its employees and the service they provide. Considering just the employee(s) with whom you interacted or observed performing their job, please rate your level of satisfaction on a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied. If you have not interacted with an employee performing one of the services, please select "N/A." Data based on sample size: n= 800. Surveys collected electronically.

Satisfaction with Employees

FY18 Results

Satisfaction w/ Employees

Satisfaction w/ ARR

Value of Services

85%

new

Customer Comments on High Satisfaction with Employees

"Staff are always competent, professional and pleasant. They keep are neighborhood clean and safe... They're great workers and work hard and deserve our respect and thanks!"

"I haven't had any problems with employees, and I appreciate their work very much. Trash and recycling collection is not an easy job."

"When I visited the R&R drop-off the employees were GREAT. Very friendly and helpful."

"We've always encountered courteous and friendly employees."

"They perform a tough, but valuable service, and they have always been friendly in my interactions with them."

"I love it when they wave back at my little boy!"

"They are doing a great job!"

"They work hard."

"I often have a chat with your employees - they are courteous and friendly and seem to enjoy their jobs, which is great."

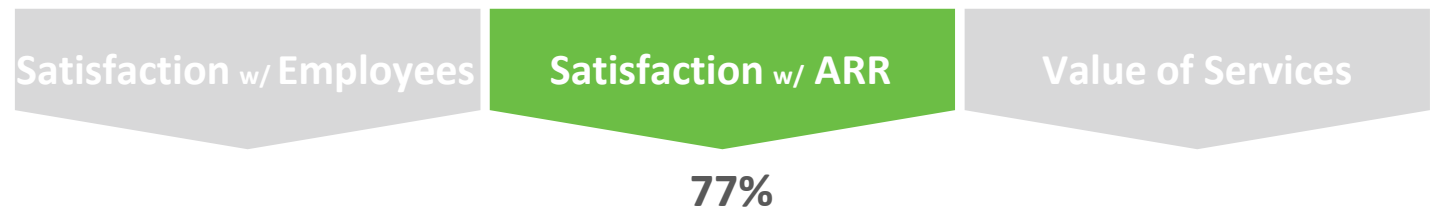
"Everyone I've dealt with has been courteous and hard-working."



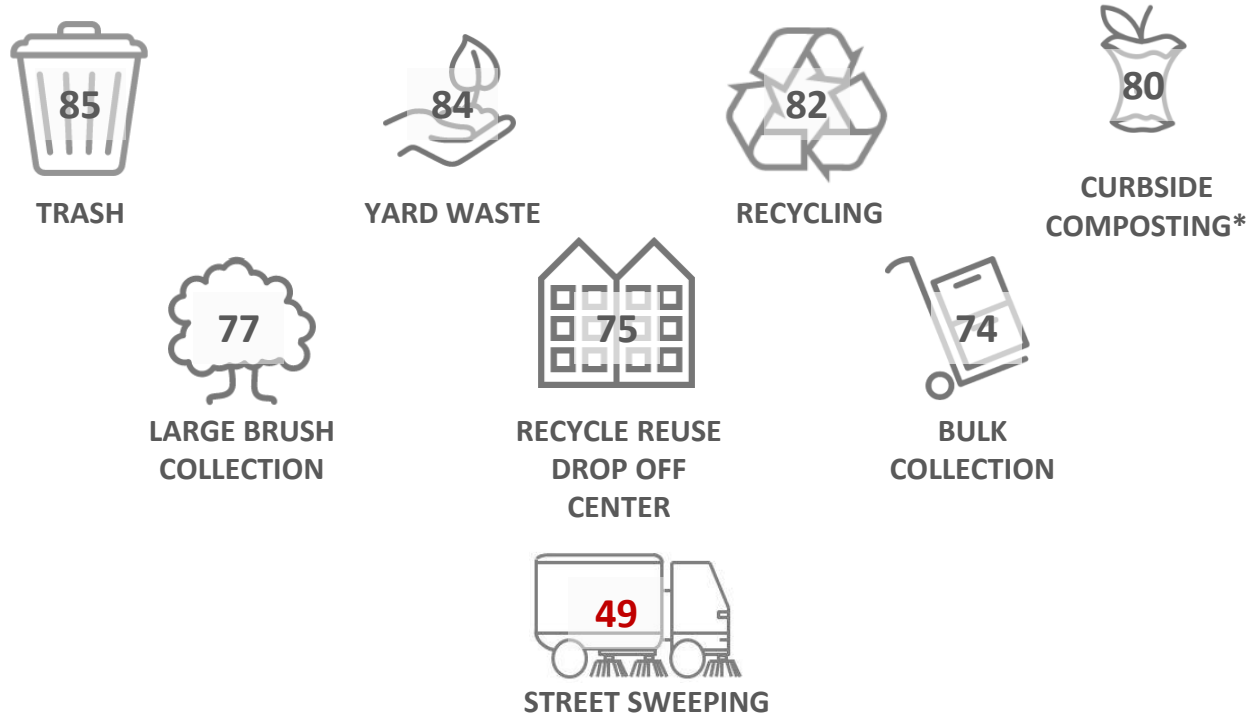
Q2.8 - Austin Resource Recovery is also interested in your level of satisfaction with its employees and the service they provide. Considering just the employee(s) with whom you interacted or observed performing their job, please rate your level of satisfaction on a scale of 1 to 10 where 1 is not at all satisfied and 10 is very satisfied. If you have not interacted with an employee performing one of the services, please select "N/A." Q2.10.1 - Please explain why you gave that response. Data based on sample size: n= 800. Surveys collected electronically.

Satisfaction with ARR Services

FY18 Results



Satisfaction by Highly Used Service (%)



NOTE" *80% total is among customers who answered yes they currently receive curbside composting services in Q2.17. Q2.4 /2.5 How satisfied are you with the following Austin Resource Recovery services? If you have not used the service, please select "N/A." ? Q2.6 - Please rate your overall satisfaction with the service provided by Austin Resource Recovery using a scale of 1 to 10. Data based on sample size: n= 800. Surveys collected electronically.

Satisfaction with ARR

FY18 Results

Satisfaction w/ Employees

Satisfaction w/ ARR

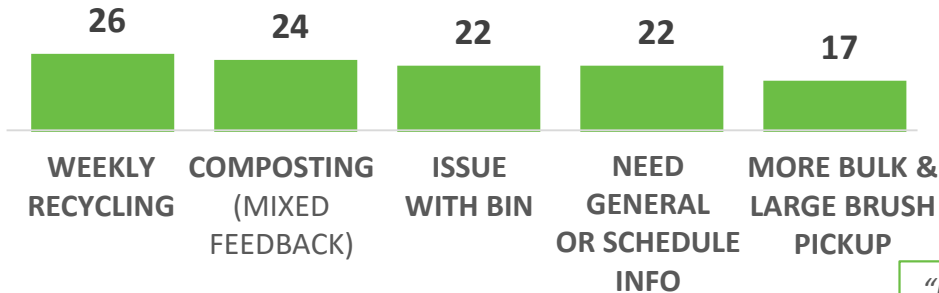
Value of Services

77%

Customer Comments on Increasing Satisfaction

Top 5 Categories (%)

"Why do you pick up recycling every two weeks and garbage every week? Our big blue bin gets full and we end up throwing away recyclables due to a lack of space..."



"Provide more frequent bulk collection and bulk yard collection. Semi annual is not frequent enough, suggest quarterly pickups."

"I got a composting barrel many years ago (20?) when Austin briefly made them available at a low cost and have been doing my own composting ever since. Now Austin wants to charge me for a service I'm already doing for myself. I'm not happy."

"ARR is great! They are all pretty easy programs to follow (trash, recycling, bulk collection, etc) and I'm happy we have them all. My only wish is that we had compost collection in our area! :)"

"They just toss the bins and it seems like they don't care. Sometimes don't get all trash out of bins and leave trash on ground."

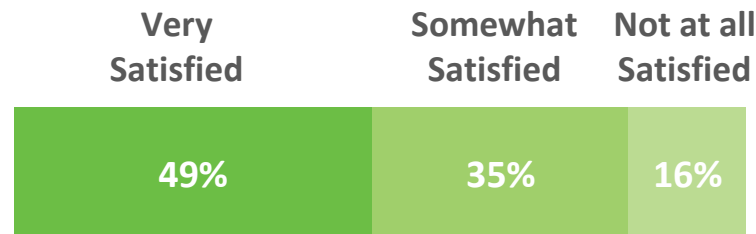
"I've been a homeowner in Austin for over 20 years. I'm unaware of 75% of the programs in this survey. Good information is not concisely offered. Put a video on YouTube, distinctly differentiate what goes in the blue bin and the green bin and the trash bin. Increase large brush pickup and bulky trash pickup to 3 times per year."



Satisfaction with ARR Services

A Review of Street Sweeping, FY16-18

Combined FY16-18 Results*



Total Responses:
2002

Summary of Customer Comments Related to Street Sweeping

- 29% Unaware of schedule, Cars in the way
- 23% No street sweeping
- 22% Sweep streets more often
- 20% Better clean-up (yards, bike lanes, etc.)
- 8% Charged monthly but sweeping not consistent

Customer Comments Related to Street Sweeping

"Never seen street sweeping services in my neighborhood.."

"...Street sweeper rarely comes by and even when it does, needs more than one quick pass."

"I haven't seen a street cleaner in my neighborhood in years! Nor have I seen any signs that the streets have been cleaned."

"Overall, I'm very satisfied with ARR services. I dropped one point for less-than-stellar street sweeping. I'd like to see more thorough sweeping, especially in the bike lanes. Thanks for the chance to give feedback."

"Street sweeping used to occur, but the high density means they cannot do it any longer. I sweep my own street now, but I the city did not remove that charge from my bill despite their inability to do the job due to the cars parked everywhere."

"They bill for sweeping the streets every month but, they never do it."

Total Street Sweeping Comments:
93

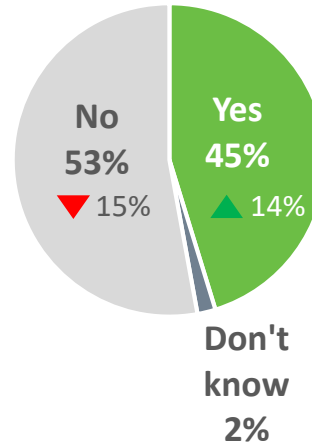


*NOTE: Satisfaction results have been stable for 3 years. Q2.4 /2.5 How satisfied are you with the following Austin Resource Recovery services? If you have not used the service, please select "N/A. Q2.7 - What could Austin Resource Recovery do to increase your level of satisfaction? Q2.7.1 - Please explain why you gave that response. Q2.10 - What could Austin Resource Recovery employees do to increase your level of satisfaction? Q2.13 - What could Austin Resource Recovery do to increase the value of its services to you? Data based on sample size: n= 800. Surveys collected electronically.

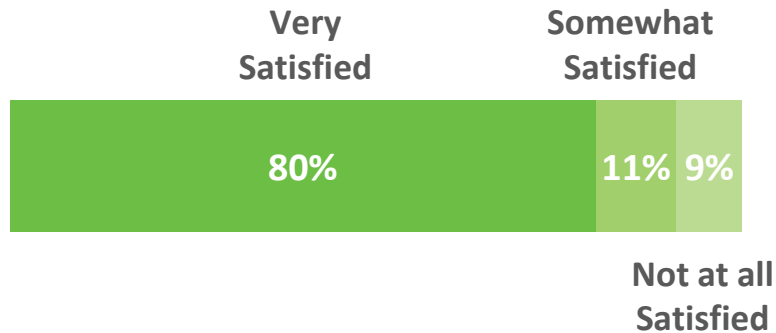
Satisfaction with ARR Services

A Review of Curbside Composting, FY18 only

Currently Receive Curbside Composting



Satisfaction with Curbside Composting



Total Have Curbside Composting:
362

What is Placed in Composting Cart

Yard trimmings	86%
Fruit and/or vegetable scraps	76%
Food-soiled paper	68%
Eggshells and/or cooked eggs	67%
Leftovers and/or spoiled food	64%
Compostable bags	57%
Meat, poultry and/or seafood	50%
Fats, oils & grease	17% ▼ 10%
Plastic products labeled "biodegradable"	15%
Liquids	6%
Other, please specify	5%
Pet waste	4%
I do not use my composting cart*	7%

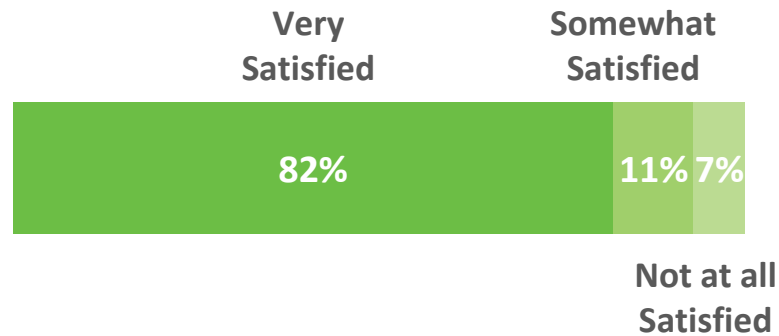


Note: *New response in FY18. Q2.14 - Do you currently have a City of Austin green composting cart and receive Curbside Composting (formerly known as organics) collection service from Austin Resource Recovery?
Q2.4 /2.5 How satisfied are you with the following Austin Resource Recovery services? If you have not used the service, please select "N/A." Q2.15 - Which of the following items do you place into your composting cart?
Please select all that apply. (asked of those who said yes to 2.14) Surveys collected electronically.

Satisfaction with ARR Services

A Review of Curbside Composting, FY17-18

Combined FY17-18 Results*



Customer Suggestions for Curbside Composting

"Include non-store bought composters in the rebate program. I built multiple bins but didn't qualify for the rebate."

"...As for composting, the cans smell awful, so I don't compost. Wish there was a better way."

"Organic - composting collection process is filthy! no bags or bin liners provided, and holding in house is not practical."

"Allow customers to receive back bags of compost. We provided the materials so we should get a benefit"

"...Also some type of container to use inside for food scraps for the composting bin."

"Provide or advise on biodegradable bags that food waste for composting could be put into. Putting food directly in the composting cart can leave residue, get stuck to the cart, and leave smells."

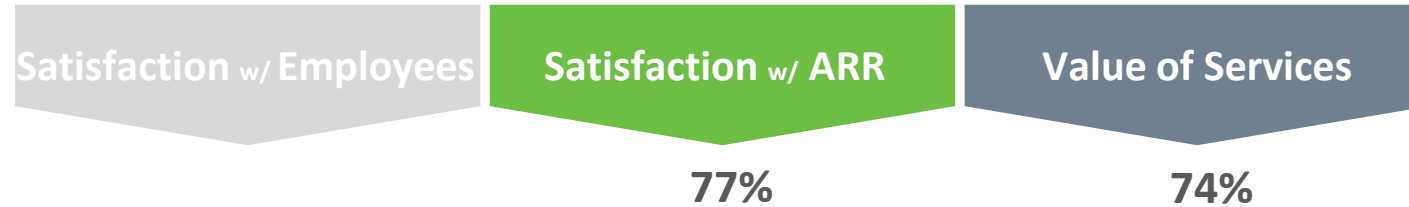
Total Have Curbside Composting:
658



*NOTE: Satisfaction results have been stable for 2 years. Q2.4 /2.5 How satisfied are you with the following Austin Resource Recovery services? If you have not used the service, please select "N/A." Q2.7 - What could Austin Resource Recovery do to increase your level of satisfaction? Please be specific. Surveys collected electronically.

Services with Low Usage

FY18 Results



Services with Low Usage

(% of customers who rated service)

4%	Chicken keeping classes*
4%	Chicken coop rebate*
9%	Home composting classes
10%	ARR's cart tags
12%	Home composting rebate
16%	ARR Austin Reblend
16%	My Schedule App*
22%	Dead animal pick-up
36%	ARR website

*Note: Services with Low Usage and High Impact

Among those who use each service, satisfaction with these programs contributes to high overall satisfaction and highly valuing ARR services.



Value of ARR Services

FY18 Results

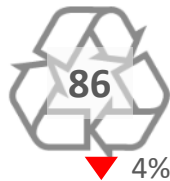
Satisfaction w/ Employees

Satisfaction w/ ARR

Value of Services

74%

Customer Engagement with ARR Services and Goals (%)



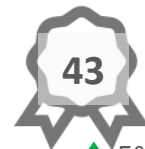
ALWAYS
RECYCLE*



DISPOSE HAZARDOUS
WASTE AT REUSE CENTER



HAVE CURBSIDE
COMPOSTING SERVICE



AWARE OF 2040
LANDFILL REDUCTION GOAL

Customer Comments from those who Scored Value High

"We appreciate the scheduled trash, recycling, bulk and brush pick-ups and have never had any issues. From this survey it looks like I need to go online and see even more information that is available. Thanks!"

"Pick up recycling every week please! Also, sometimes my yard clippings aren't picked up. Other than that ARR is awesome! :)"

"Overall I'm quite satisfied with the city's service. (I recycle a lot, I try to trash less, etc.. Thanks for the great service!) However, there are so many items I don't know how to deal with...Also, I wish the Recycle & drop-off Center was located closer. (It's too far away from where I live.)"

"Organics collection was added to part of my neighborhood, but not all, including my address. The neighbors had been using a private service that was great but that was discontinued once part of the neighborhood had City collection. I've added so much landfill waste now that I'm not offered organics service and the boundaries make no sense..."



NOTE:* Response was previously "...I currently recycle." This question was not asked in FY17. Significant difference was tested against FY16 responses. Q2.11 - On a scale of 1 to 10, for the money you pay, how would you rate the value of the programs and services you receive from Austin Resource Recovery? Q2.1 - People may not recycle all of the time, for different reasons. Do any of these statements describe you regarding recycling? Please select all that apply. Q2.3 - How do you typically dispose of household hazardous waste materials, such as paints, cleaners, oils, batteries, and pesticides? Q2.14 - Do you currently have a City of Austin green composting cart and receive Curbside Composting (formerly known as organics) collection service from Austin Resource Recovery? Q2.16 - On a scale of 1 to 10, how knowledgeable are you about the goal to reduce the amount of trash sent to landfill by 90% by 2040? Data based on sample size: n=800. Surveys collected electronically.

Summary of Results

Satisfaction with ARR and Employees

Overall customers remain very satisfied with ARR services and employees.

Value of Services

Value of services continues to increase since FY16 indicating customers consistently find value in ARR services.

Satisfaction with Services

Satisfaction across all services shows no significant change. However, customers tend to request information and access to more Recycling, Street Sweeping and Curbside Composting.

2040 Goal

Awareness of the 2040 landfill reduction goal continues to increase.

Information

When reviewing customer comments from all open-ended responses, a common theme is a desire for more information. This is for all services – new and frequently used and from customers with all levels of satisfaction and value.





**Customer Driven.
Community Focused.SM**

