



2015 Customer Satisfaction Survey Report

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Executive Summary

Wasatch Front Waste and Recycling District (WFWRD) currently provides services to 81,837 homes in the unincorporated areas of Salt Lake County and the cities of Taylorsville, Cottonwood Heights, Holladay, Herriman, and portions of Murray and Sandy.

During November and December of 2015, WFWRD conducted a Customer Satisfaction Survey that resulted in a 95.4% overall satisfaction rating.

The results are as follows:

- 95.3% were satisfied with their garbage collection
- 94.0% were satisfied with their recycling collection
- 93.8% were satisfied with their green waste collection
 - 83.6% did not use this service
 - 88.4% were not interested in signing up
- 86.5% were satisfied with the annual area clean-up services
- 92.9% were satisfied with the green waste trailer rental program
 - 82.2% did not use this service
- 92.9% were satisfied with the bulk waste trailer rental program
 - 80.4% did not use this service
- 90.1% reported if they spoke to a driver, they were courteous and professional
 - 77.0% did not speak to a driver
- 94.4% reported if they contacted the office, the staff member was courteous and professional
 - 70.4% did not contact the office
- 92.8% were satisfied with the 2015 billing process

517 comments were written:

- The most common comments were about billing/costs, glass recycling and annual cleanup
- 115 comments expressed appreciation and excellent service
- Comments can be found in the Appendix starting on Page 14.

The following is a detailed report and analysis of the 2015 Customer Satisfaction Survey.

Survey Administration

The 2015 survey was sent to 10,000 residences during late November. The addresses were randomly selected based on area and in proportion to the number of residences in that area. Residents were asked to complete and return the surveys by December 16, 2015. The following chart represents the number of responses from each area:

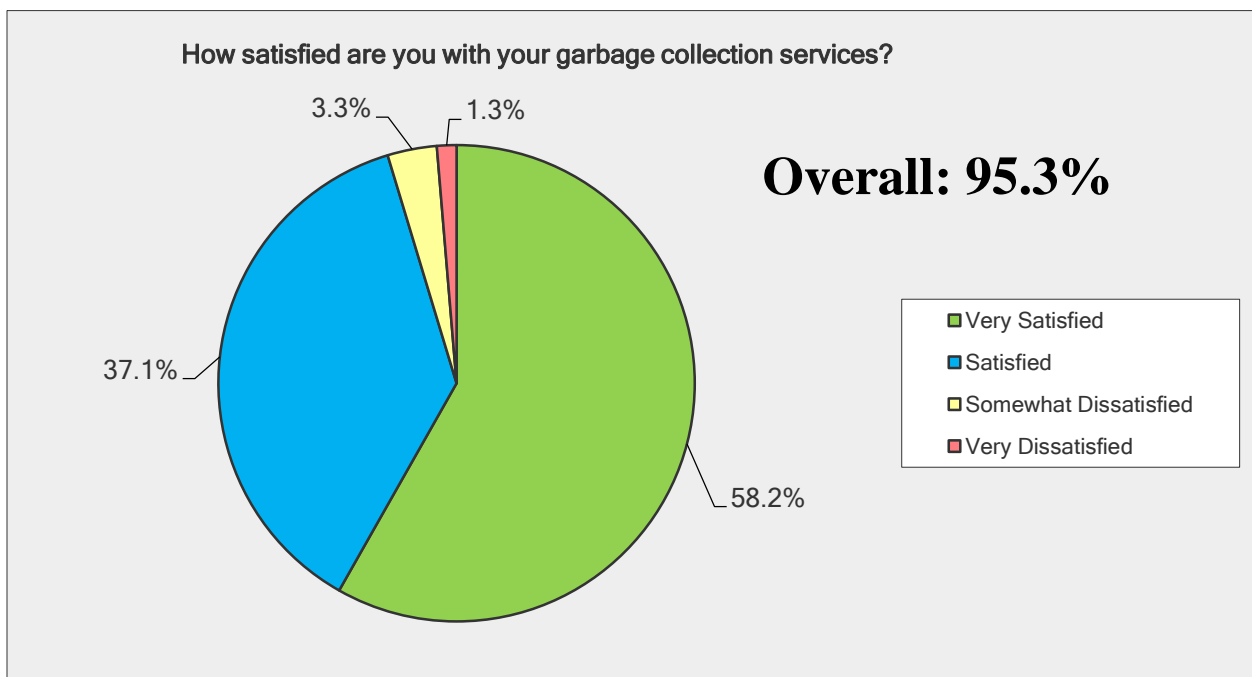
Area	# Sent	# Received	Percentage
4B Lane	1	0	0.0%
Big Cottonwood	79	18	22.8%
Canyon Rim	438	53	12.1%
Copperton	34	5	14.7%
Cottonwood Heights	1,214	218	18.0%
East Mill Creek	605	121	20.0%
Emigration Canyon	72	16	22.2%
Granite	100	14	14.0%
Herriman	864	90	10.4%
Holladay	925	198	21.4%
Kearns	1,248	128	10.3%
Magna	888	82	9.2%
Millcreek	658	176	26.7%
Mount Olympus	336	21	6.3%
Murray	342	76	22.2%
North County	5	0	0.0%
Sandy Hills	118	33	28.0%
Southwest	25	0	0.0%
Taylorsville	1,679	310	18.5%
White City	233	18	7.7%
Willow Canyon	31	2	6.5%
Willow Creek	105	5	4.8%
TOTAL:	10,000	1,584	15.8%

Residents were also given the option of completing the survey online through Survey Monkey. Only 170 residents completed the survey online. The remaining 1,414 were manually entered into Survey Monkey for easier analysis. Unfortunately, as of the date of this report, 17 surveys have been returned completed but were too late to be included in the results.

Question 1: How satisfied are you with your garbage collection services?

The total percentage of residents that answered Satisfied or Very Satisfied in regards to their garbage collection services is 95.3%, which is a 1.0% decrease in satisfaction from 2014.

Answer Choices	Responses	
Very Satisfied	58.2%	922
Satisfied	37.1%	588
Somewhat Dissatisfied	3.3%	53
Very Dissatisfied	1.3%	21
Total		1,584

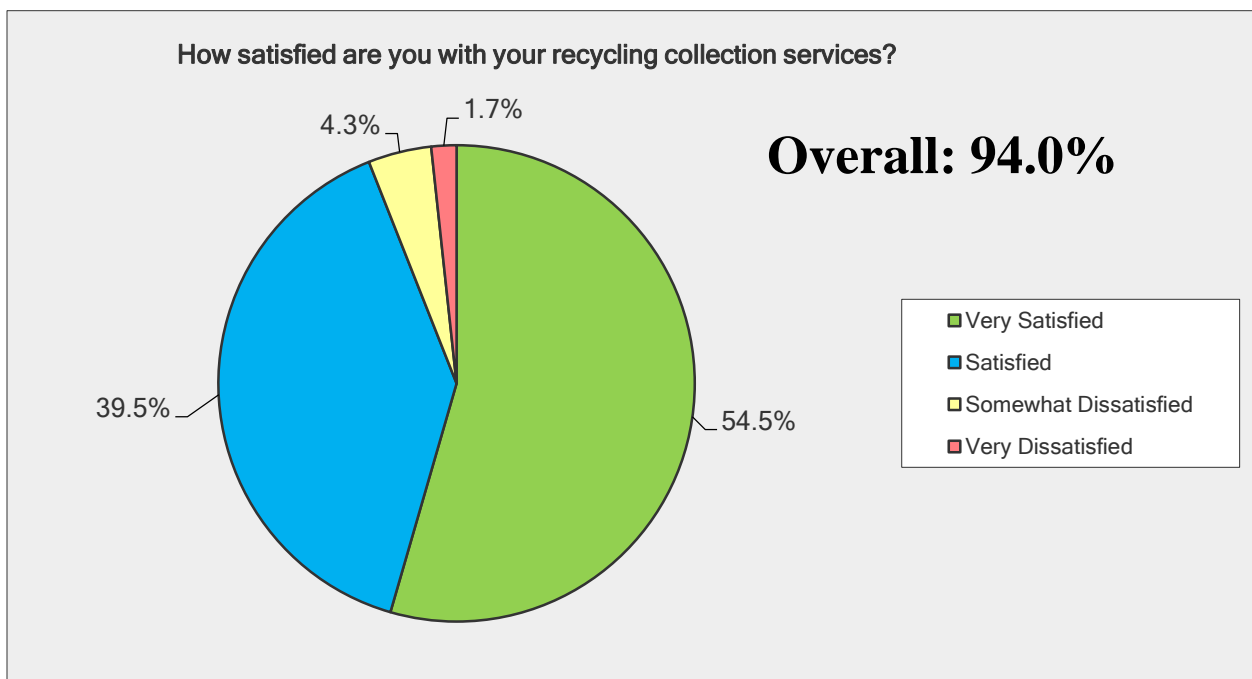


Some comments regarding dissatisfaction with garbage collection were pertaining to garbage left in the cans or garbage left on the street after missing the truck, missed pick up times and inconsistent pick up times, and residents that create less waste being charged the same amount.

Question 2: How satisfied are you with your recycling collection services?

The total percentage of residents that answered Satisfied or Very Satisfied in regards to their recycling collection services is 94.0%, which is a 1.2% decrease in satisfaction from 2014.

Answer Choices	Responses	
Very Satisfied	54.5%	863
Satisfied	39.5%	626
Somewhat Dissatisfied	4.3%	68
Very Dissatisfied	1.7%	27
Total		1,584

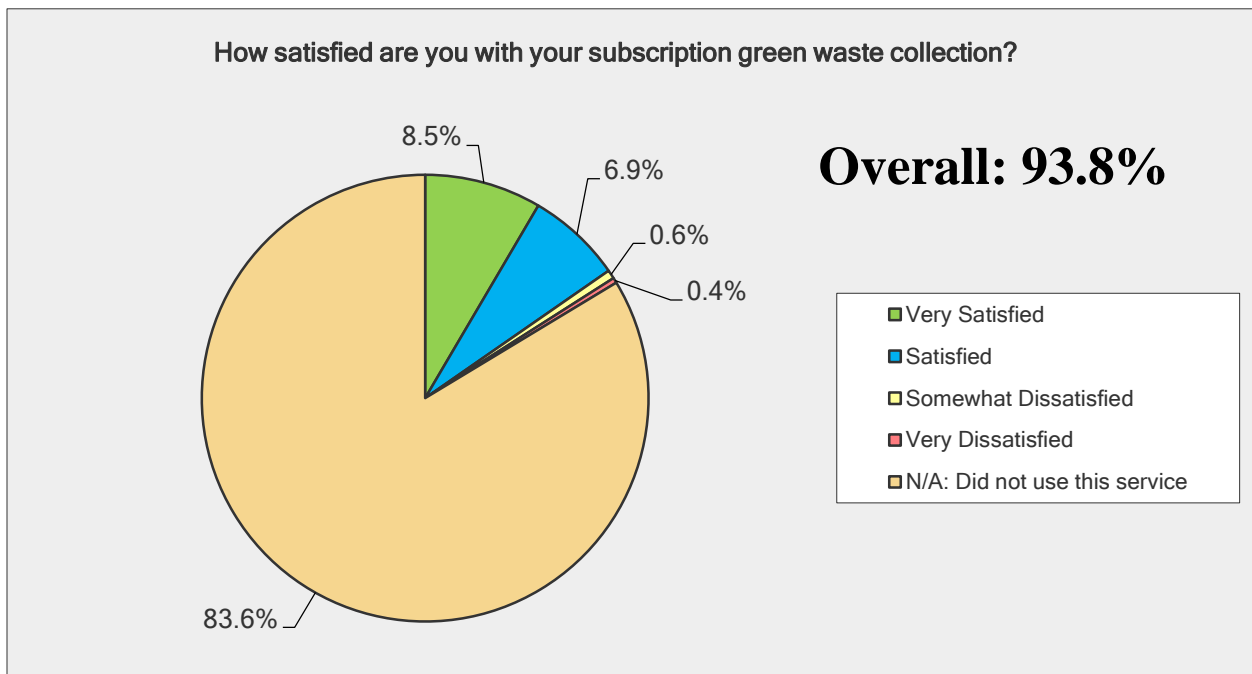


Comments about dissatisfaction with recycling services were not having the ability to recycle glass curbside, not knowing what was acceptable recyclable materials, more missed pickups or inconsistent times, and being forced to have a service that the resident doesn't utilize.

Question 3: How satisfied are you with your subscription green waste collection?

Out of 1,584 responses, only 259 residents claimed to participate in the subscription green waste collection. Out of those 259 residents, 93.8% answered Very Satisfied or Satisfied in regards to their green waste collection services, which is a 3.8% increase in satisfaction from 2014.

Answer Choices	Responses	
Very Satisfied	8.5%	134
Satisfied	6.9%	109
Somewhat Dissatisfied	0.6%	10
Very Dissatisfied	0.4%	6
N/A: Did not use this service	83.6%	1,325
Total		1,584



Question 3 also had a sub question. If the resident answered “N/A: Did not use this service,” they were asked, “Would you be interested in signing up for the green waste collection?”

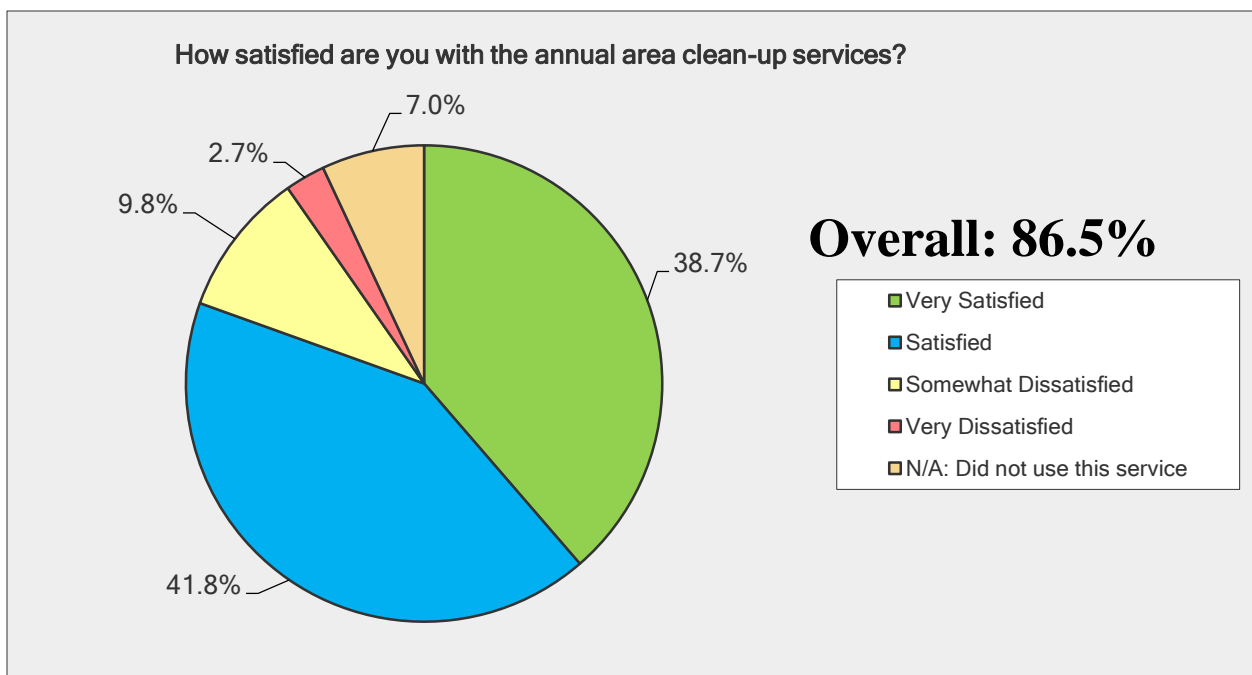
Answer Choices	Responses	
Yes (Please contact our office at 385-468-6325 or sign up online at wasatchfrontwaste.org)	11.6%	153
No	88.4%	1,171
Total		1,324

Several residents mentioned they would be willing to sign up for green waste if it were included in the price they already pay. Others complained it was too costly.

Question 4: How satisfied are you with the annual area clean-up services?

The overall satisfaction rating for residents who participated in the annual area clean-up service was 86.5% which is a 2.5% increase from 84.0% in 2014.

Answer Choices	Responses	
Very Satisfied	38.7%	610
Satisfied	41.8%	660
Somewhat Dissatisfied	9.8%	155
Very Dissatisfied	2.7%	43
N/A: Did not use this service	7.0%	110
Total		1,578

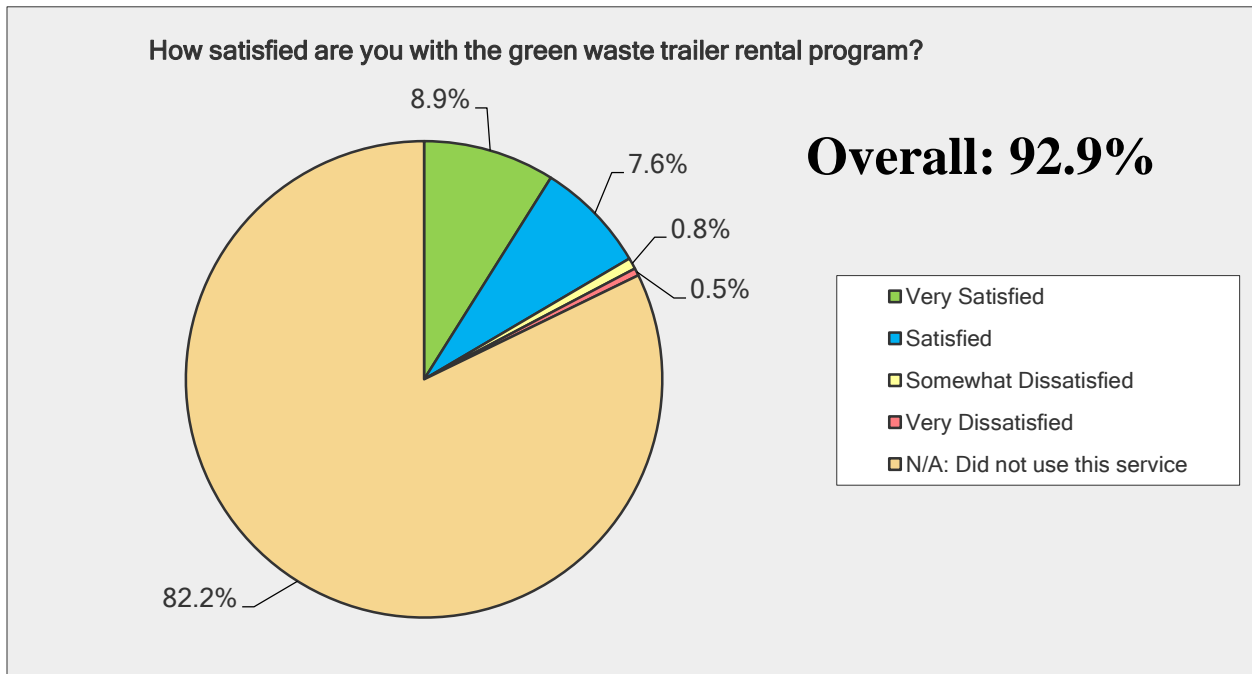


The annual area clean-up service was one of the two most popular themes in comments from dissatisfied residents. There were also a large number of suggestions from satisfied residents in regards to the annual clean-up service as well. The most common comments were better notice of schedule, more time to utilize service, illegal dumping from those outside the neighborhood, more bins or larger bins, and suggesting it occurred twice a year preferably in spring and fall.

Question 5: How satisfied are you with the green waste trailer rental program?

The overall satisfaction rating for residents who participated in the green waste trailer rental program was 92.9% which is a 1.0% decrease from 94.0% in 2014.

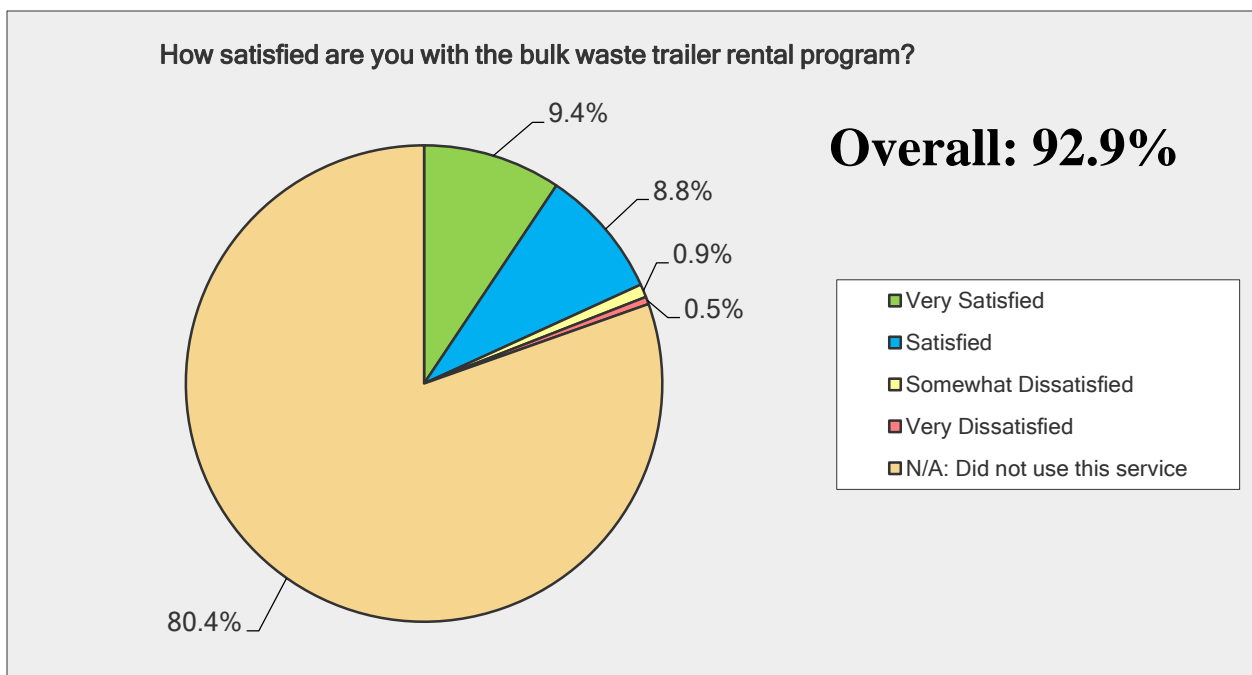
Answer Choices	Responses	
Very Satisfied	8.9%	141
Satisfied	7.6%	120
Somewhat Dissatisfied	0.8%	12
Very Dissatisfied	0.5%	8
N/A: Did not use this service	82.2%	1,297
Total		1,578



Question 6: How satisfied are you with the bulk waste trailer rental program?

The overall satisfaction rating for residents who participated in the bulk waste trailer rental program was 92.9% which is a 0.9% increase from 92.0% in 2014.

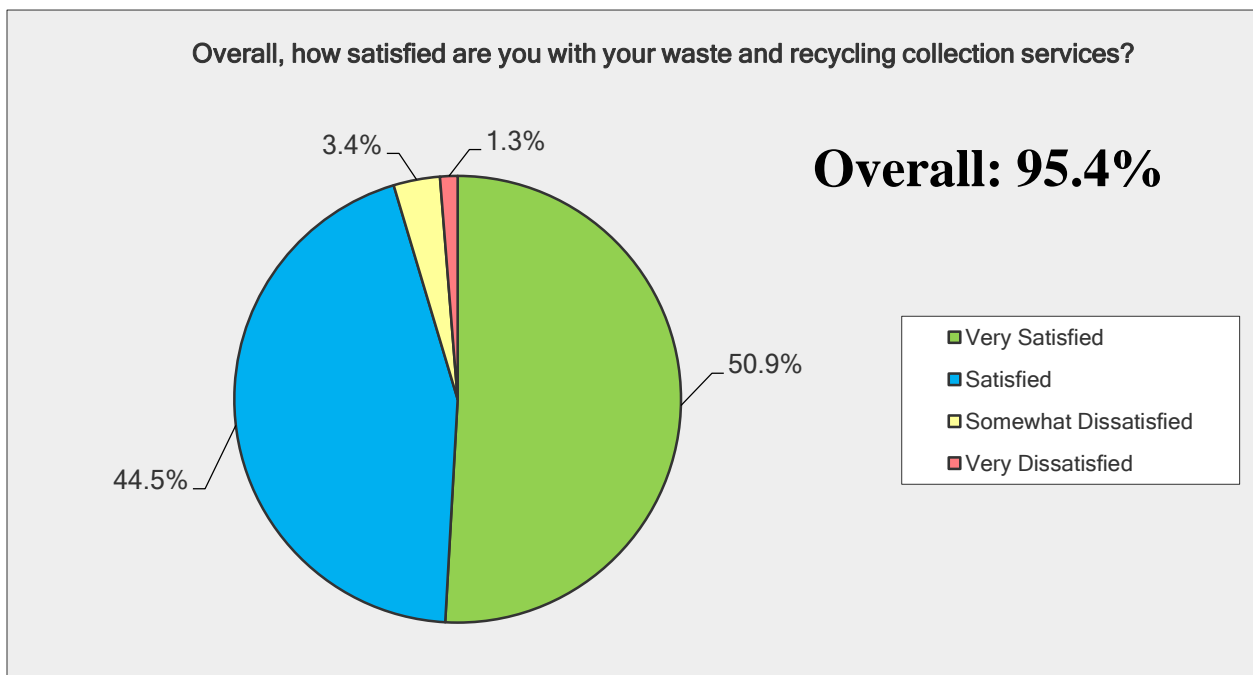
Answer Choices	Responses	
Very Satisfied	9.4%	148
Satisfied	8.8%	139
Somewhat Dissatisfied	0.9%	14
Very Dissatisfied	0.5%	8
N/A: Did not use this service	80.4%	1,269
Total		1,578



Question 7: Overall, how satisfied are you with your waste and recycling collection services?

The 2015 overall satisfaction rating for residents' waste and recycling services was 95.4% which was the same in 2014.

Answer Choices	Responses	
Very Satisfied	50.9%	803
Satisfied	44.5%	702
Somewhat Dissatisfied	3.4%	53
Very Dissatisfied	1.3%	20
Total		1,578



The breakdown of overall customer satisfaction, per city/community, is shown on the following chart.

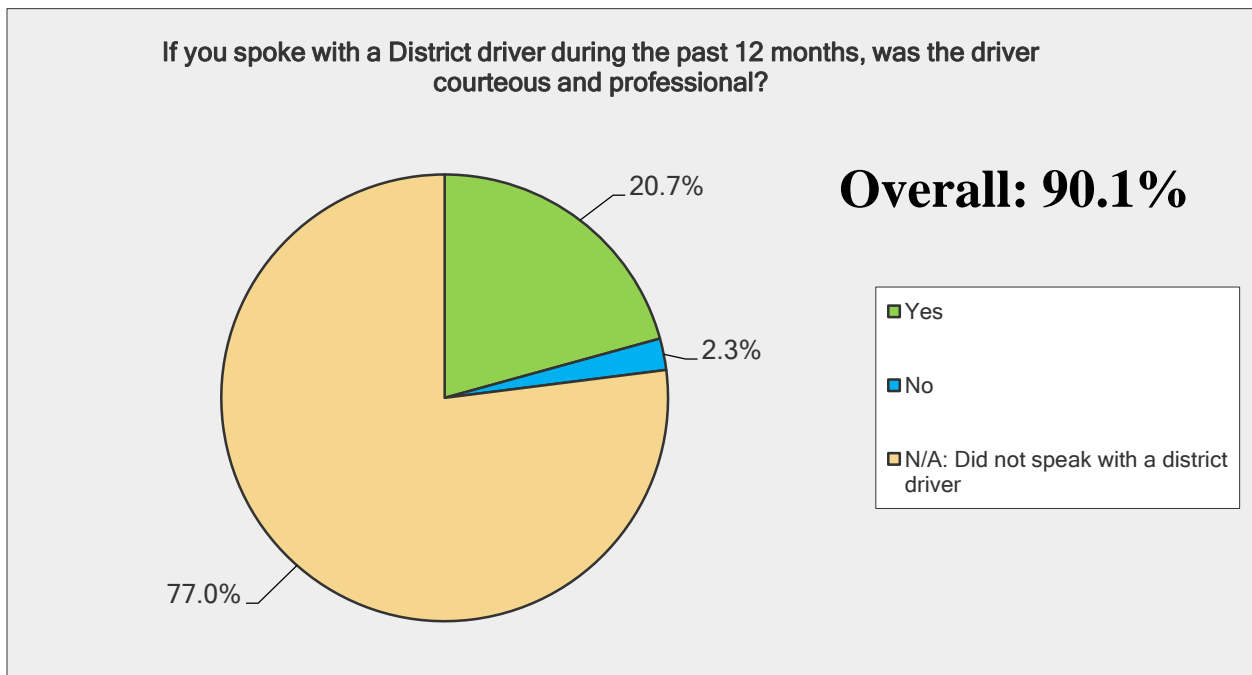
Area	Overall Satisfaction
Big Cottonwood	37.6%
Canyon Rim	94.4%
Copperton	100.0%
Cottonwood Heights	95.1%
East Mill Creek	98.3%
Emigration Canyon	93.8%
Granite	92.8%
Herriman	91.1%
Holladay	95.4%
Kearns	93.8%
Magna	93.9%
Millcreek	98.3%
Mount Olympus	95.2%
Murray	96.0%
Sandy Hills	94.0%
Taylorsville	97.7%
White City	100.0%
Willow Canyon	100.0%
Willow Creek	100.0%

Due to differences in percentage point fractions at the individual community level, the average of these statistics may not match the overall satisfaction rating.

Question 8: If you spoke with a District driver during the past 12 months, was the driver courteous and professional?

For residents who spoke with a District driver, the percentage that stated the staff member was courteous and professional was 90.1% which is a 1.9% decrease from 92.0% in 2014.

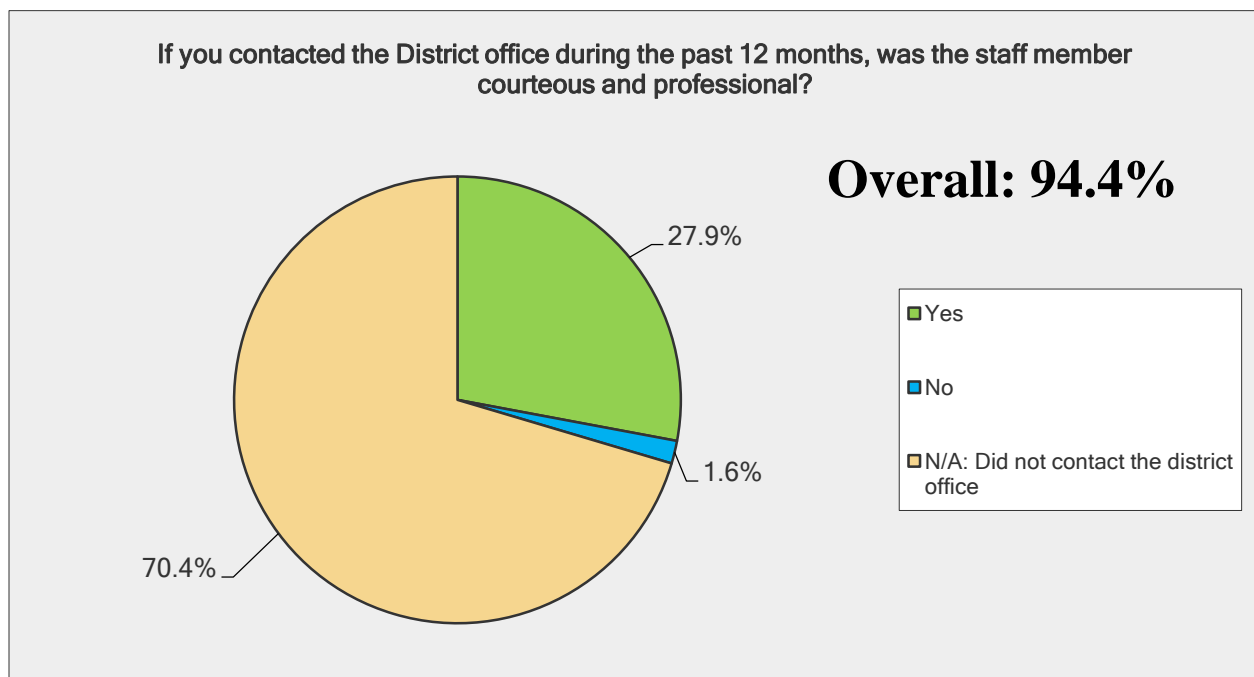
Answer Choices	Responses	
Yes	20.7%	327
No	2.3%	36
N/A: Did not speak with a District driver	77.0%	1,215
Total		1,578



Question 9: If you contacted the District office during the past 12 months, was the staff member courteous and professional?

For residents who contacted the District office, the percentage that stated the staff member was courteous and professional was 94.4% which is an increase of 0.4% from 94.0% in 2014.

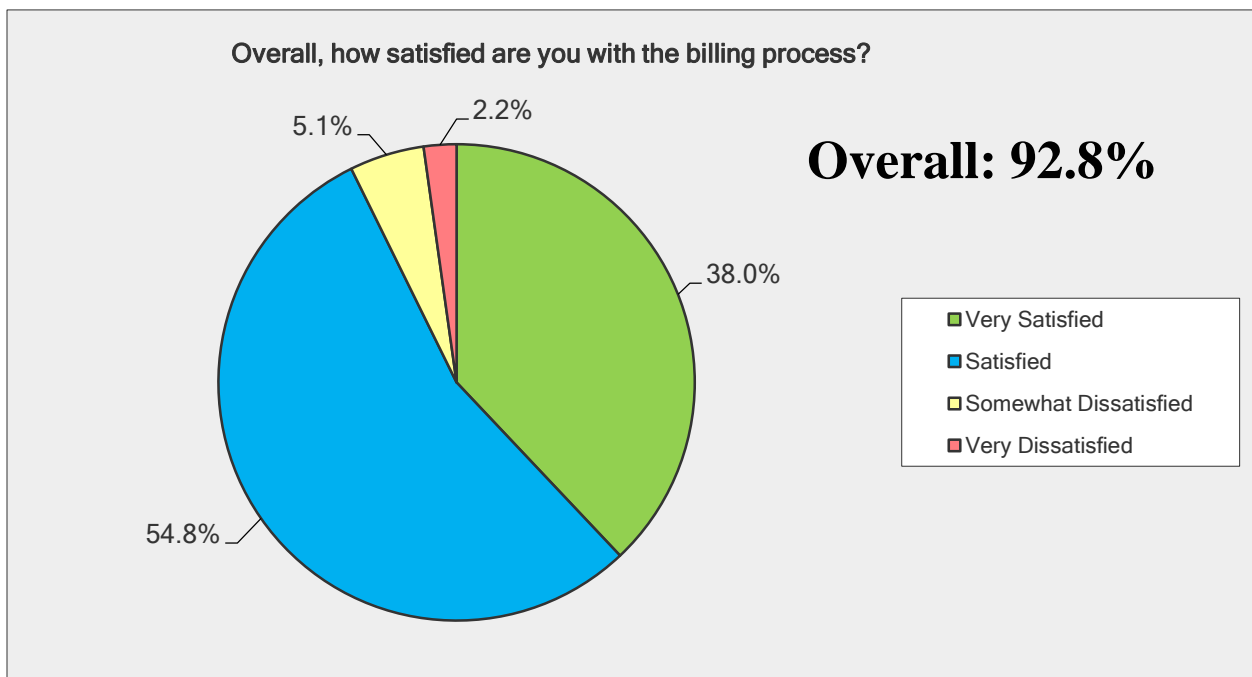
Answer Choices	Responses	
Yes	27.9%	441
No	1.6%	26
N/A: Did not contact the District office	70.4%	1,111
Total		1,578



Question 10: How satisfied are you with the 2015 billing process?

The total percentage of people who are very satisfied or satisfied with the billing process was 92.8% which is an increase of 4.5% from 88.3% in 2014.

Answer Choices	Responses	
Very Satisfied	38.0%	599
Satisfied	54.8%	864
Somewhat Dissatisfied	5.1%	80
Very Dissatisfied	2.2%	35
Total		1,578



The other most common theme for dissatisfied residents was billing/costs. There are still a lot of misconceptions out there about the new billing process. Some residents think it was just removed out of property taxes as a way to raise taxes. A few even think they're being charged twice for the service. Several residents think the fees are too high. There is also a lot of confusion about when bills are due or even how quarterly billing works, including compatibility with their bank's automatic payment features.