



# Austin Resource Recovery

## On-call Bulk Pick-up Pilot Survey Report

Data Analytics & Business Intelligence



FY19Q4

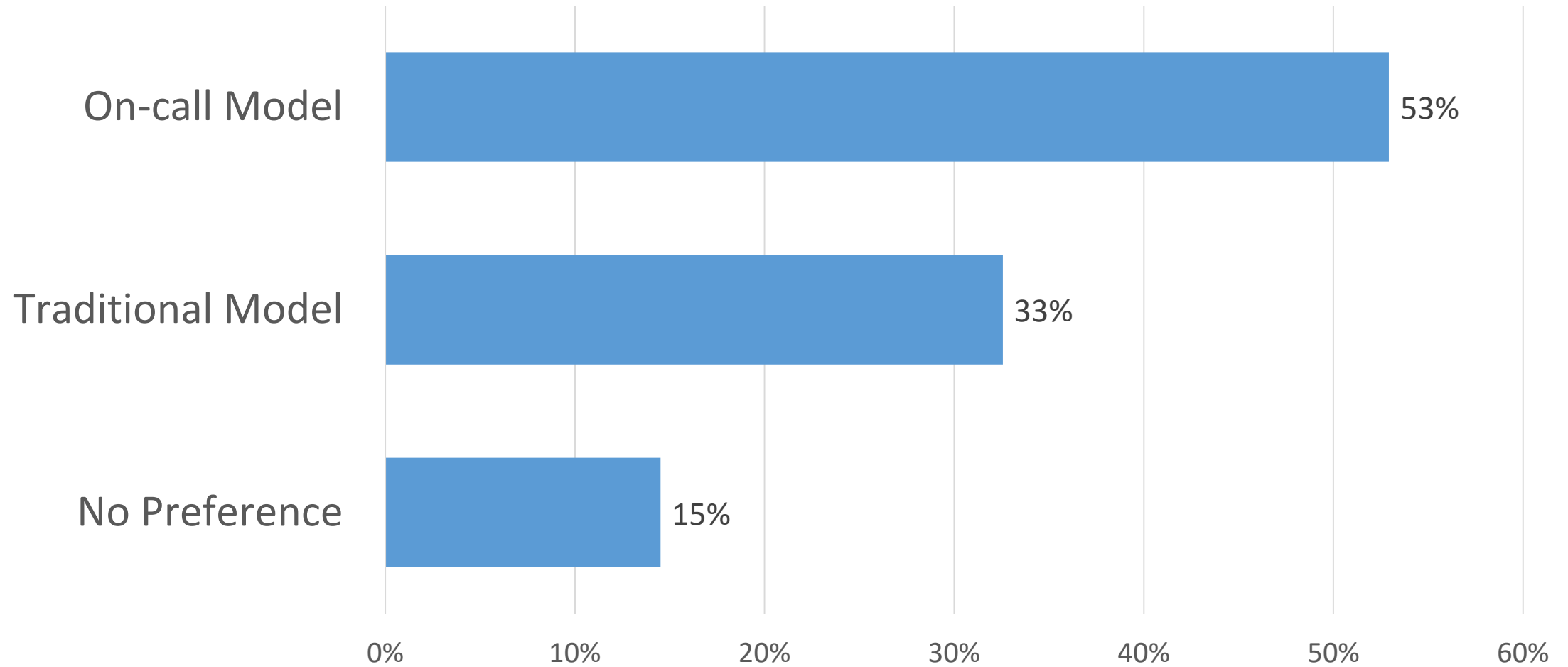
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# Overview

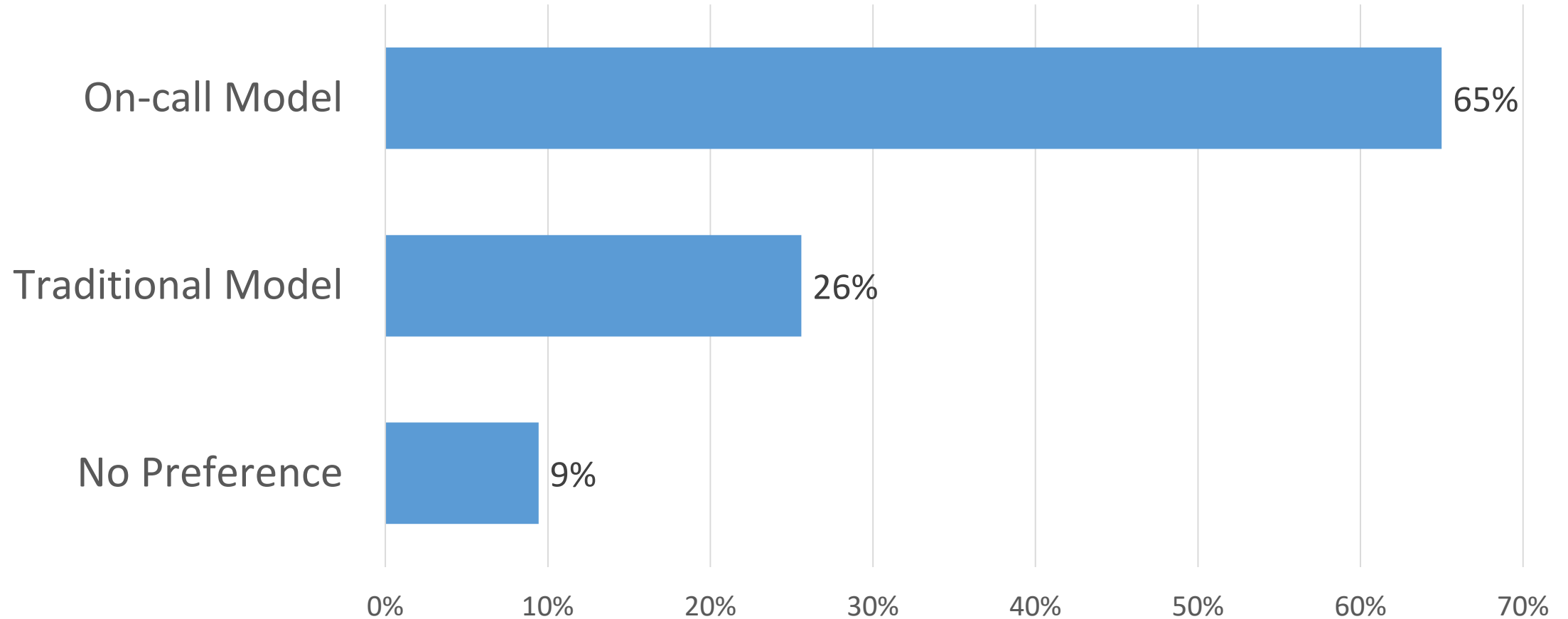
- Email invite with survey link sent to over 7,500 ARR customers in pilot program area (Routes 9 and 23)
- Slightly more than 20% (~1,600) response rate
  - Route 9- 318 responses
  - Route 23- 1,275 responses
  - Higher than average response rate
- On-call bulk pick-up was preferred model in both areas



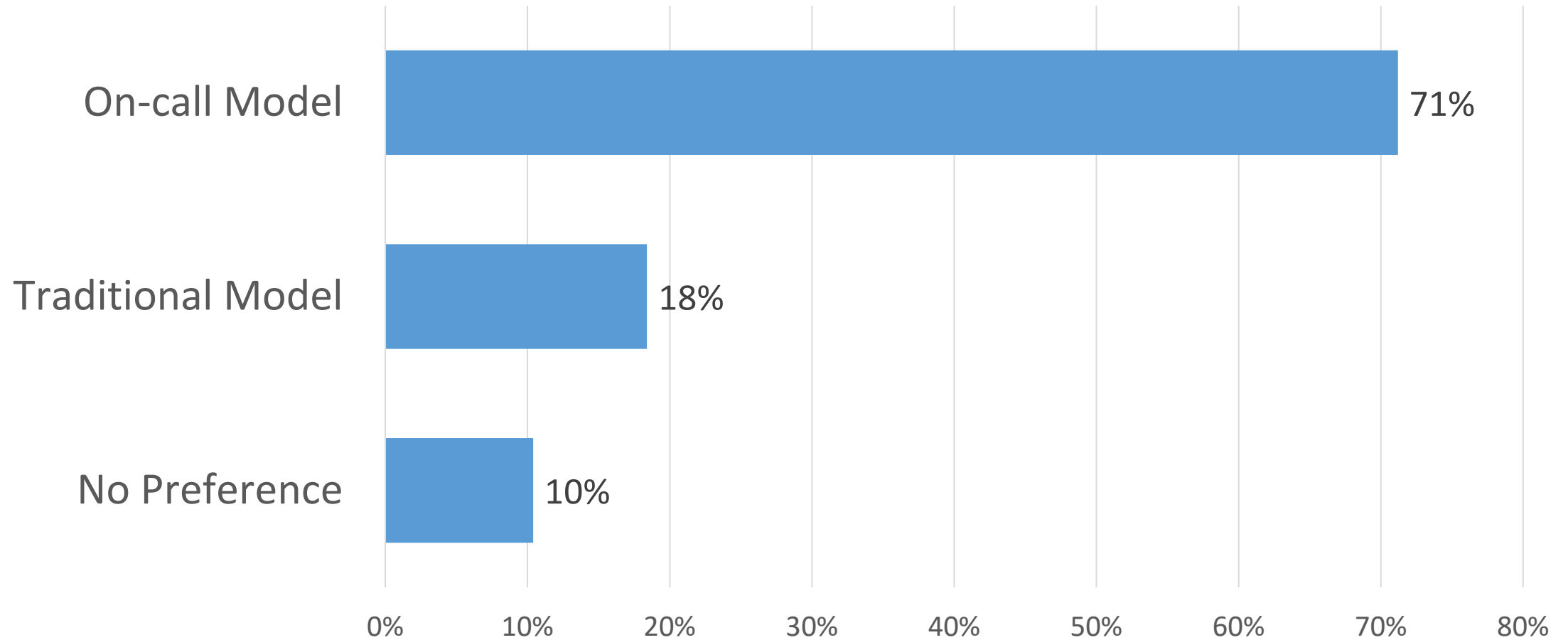
# Preference for Traditional vs. On-call Bulk Pick up- All



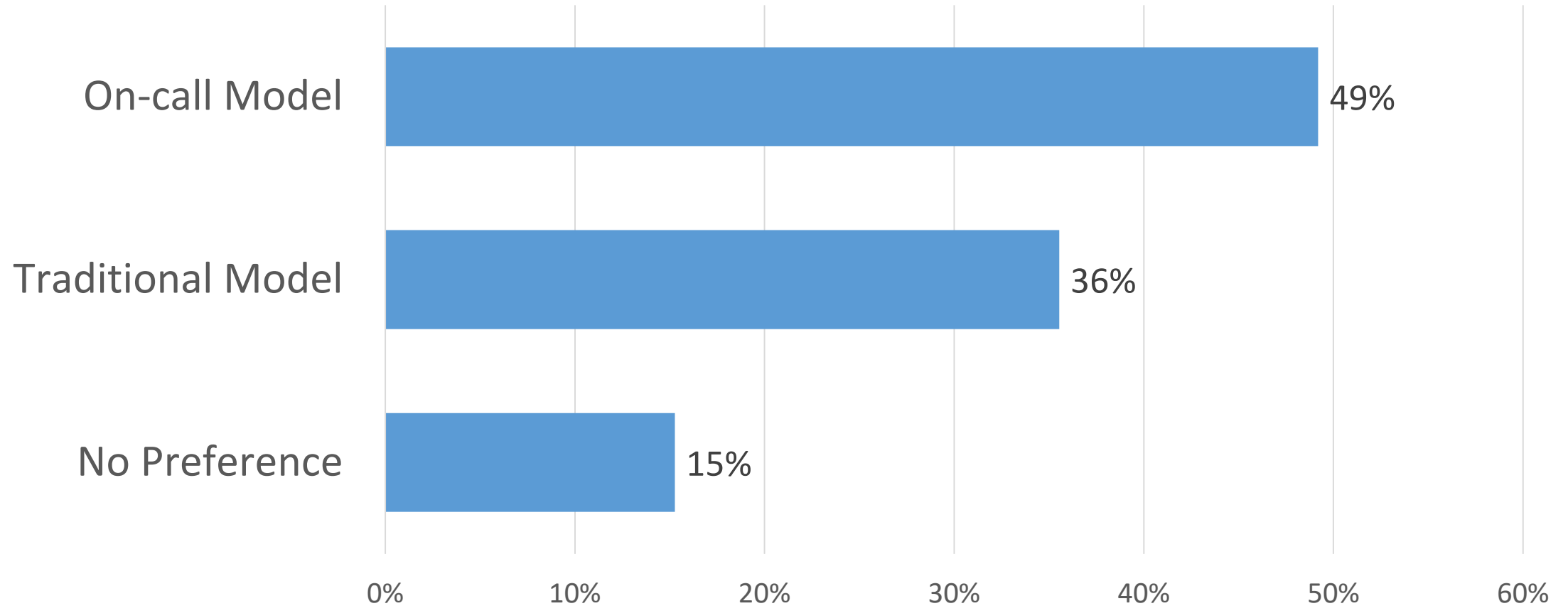
# Preference for Traditional vs. On-call Bulk Pick up- Used service before and during pilot



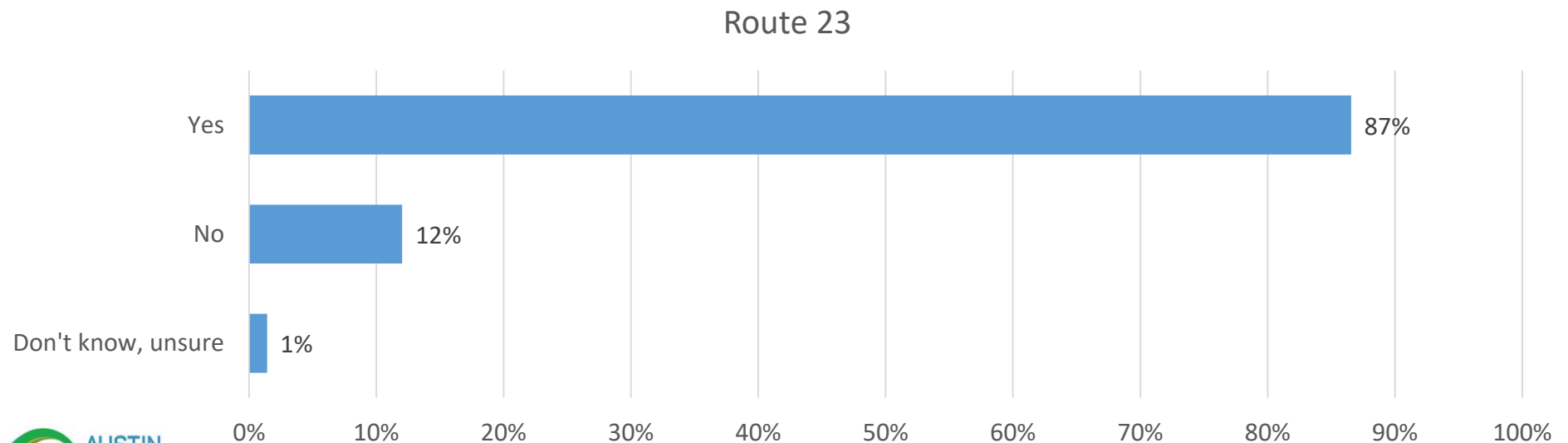
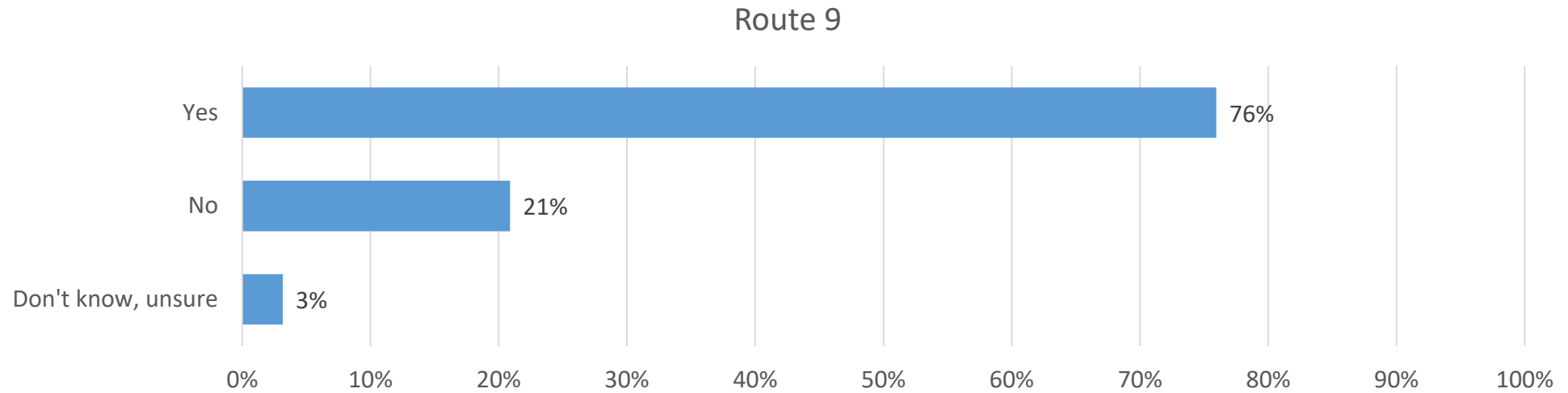
# Preference for Traditional vs. On-call Bulk Pick up- ARR Route 9 only



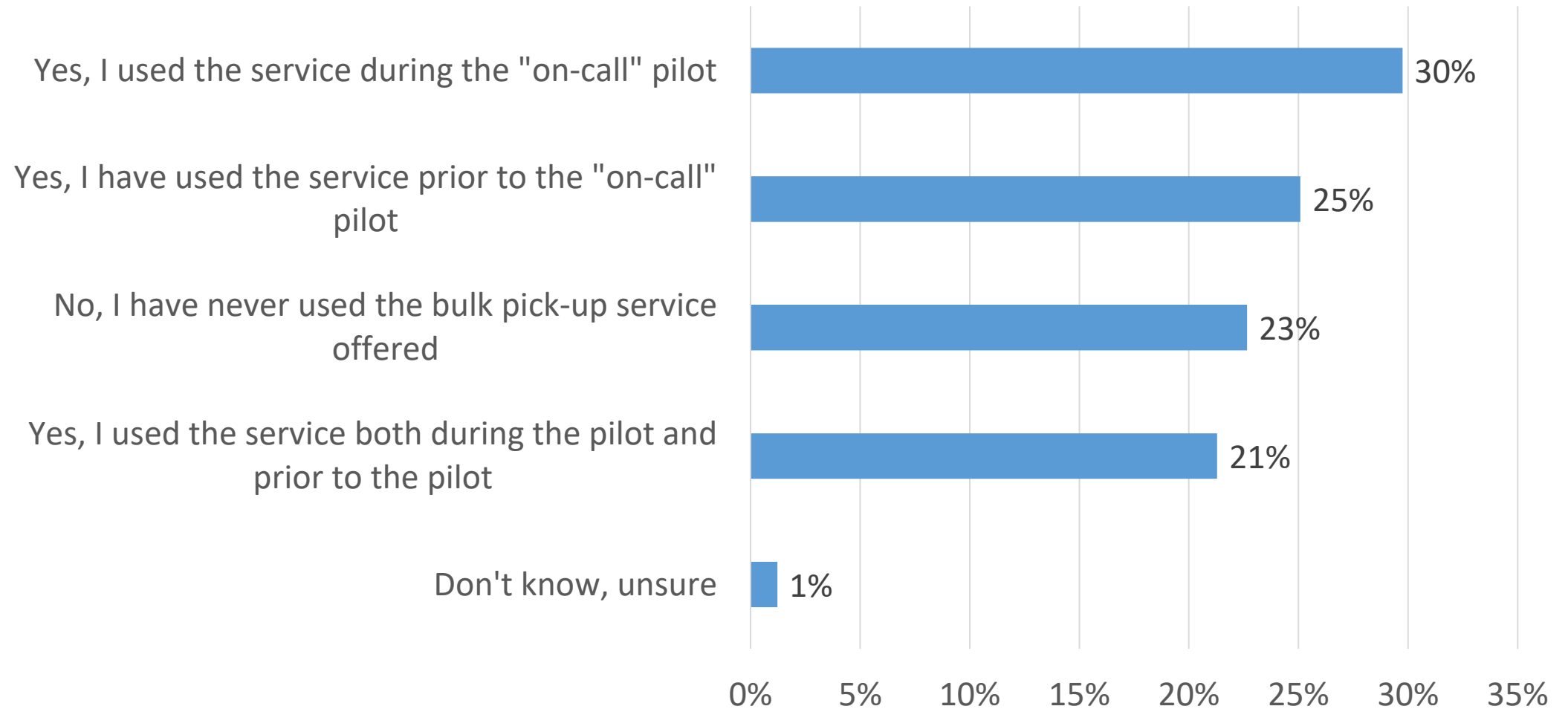
# Preference for Traditional vs. On-call Bulk Pick up- ARR Route 23 only



# Prior to this survey, were you aware of the pilot?



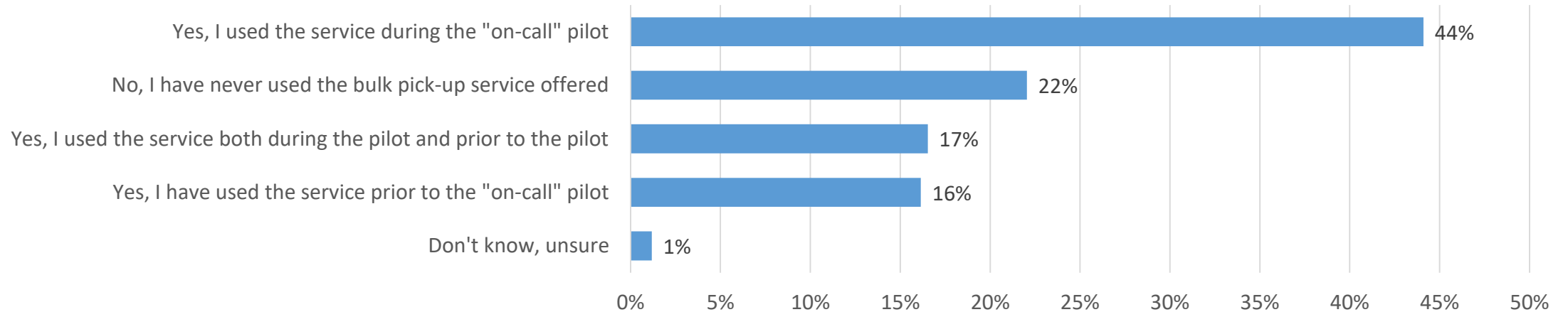
# Have you ever used bulk pick up service from ARR?



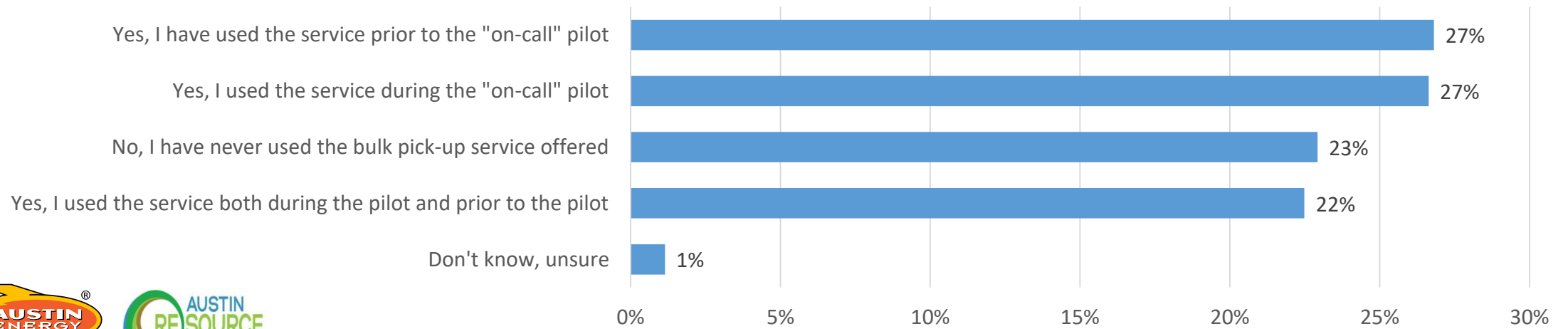


# Have you ever used bulk pick up service from ARR?

Route 9

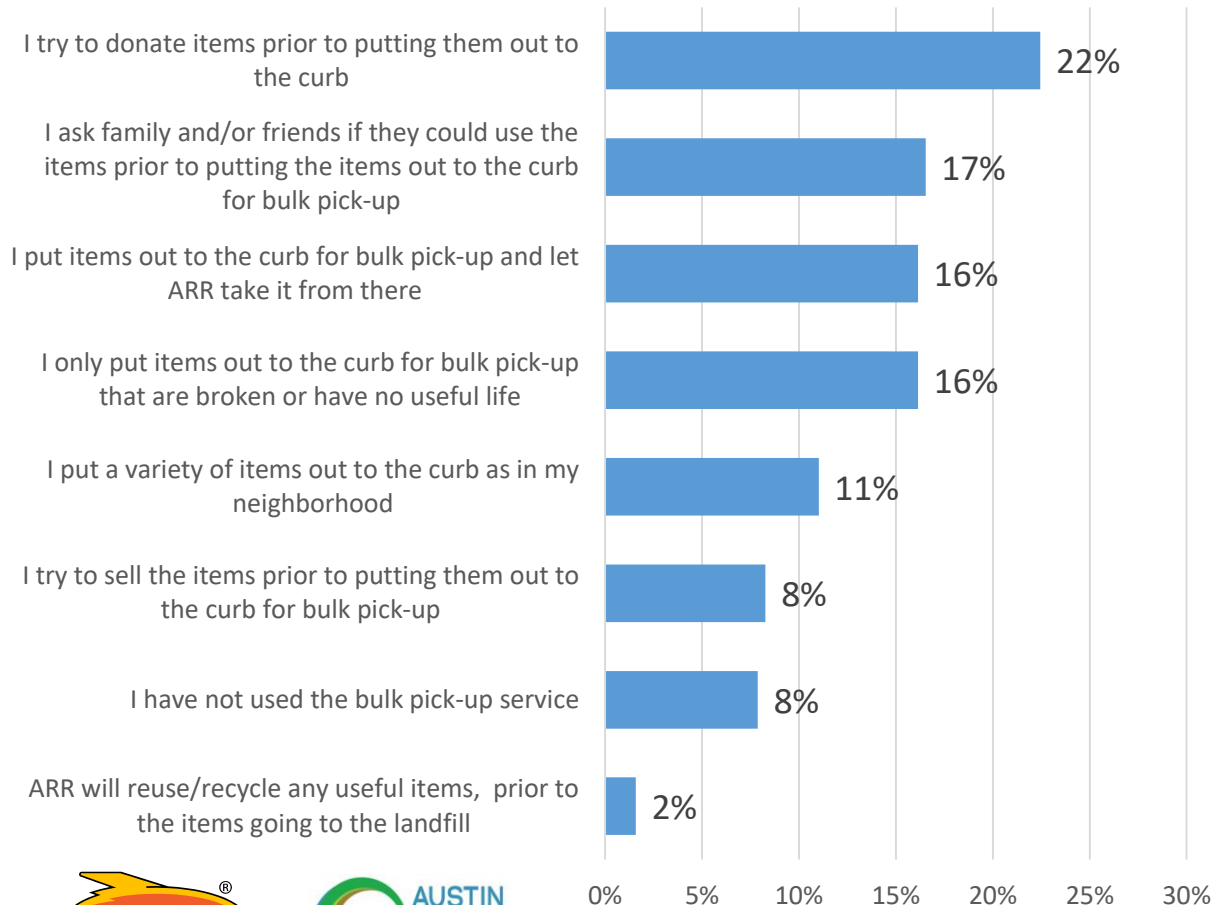


Route 23

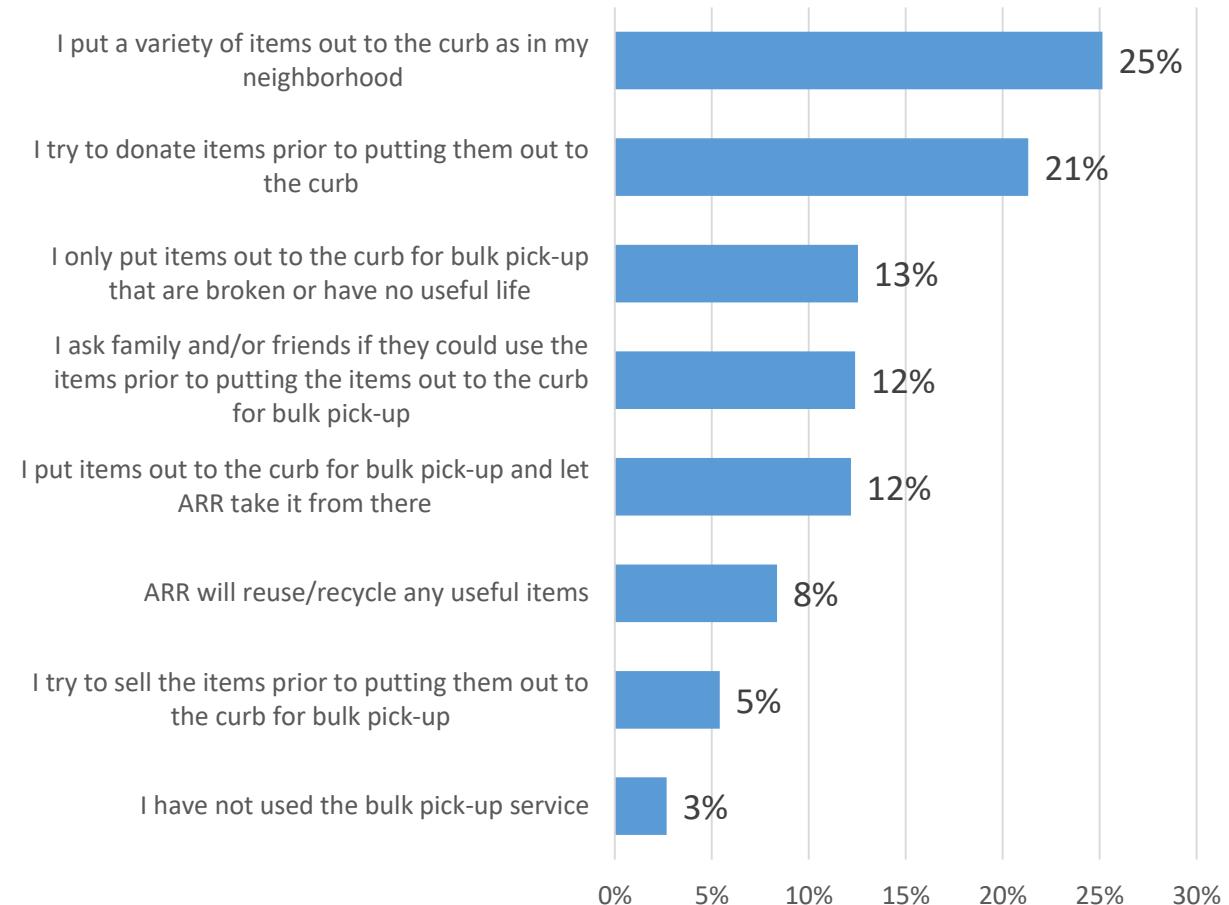


# When you have used bulk pickup, do you do any of these before putting items to the curb?

Route 9

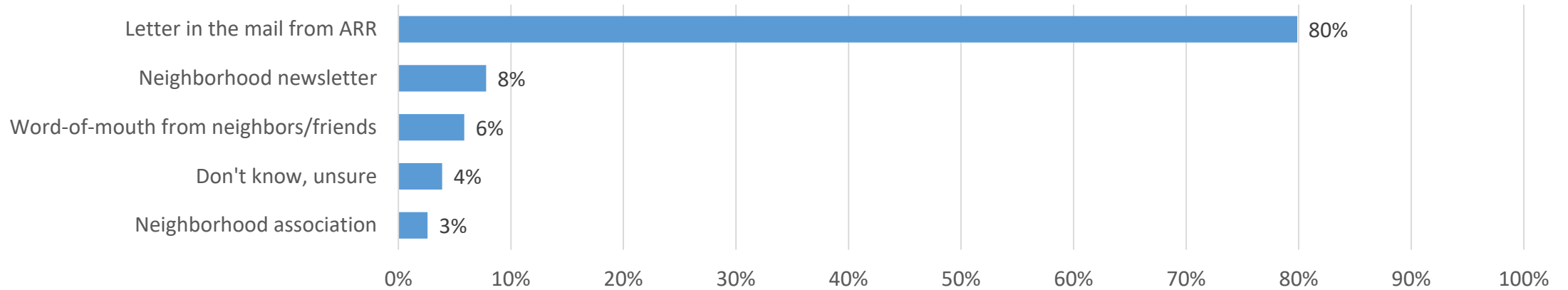


Route 23

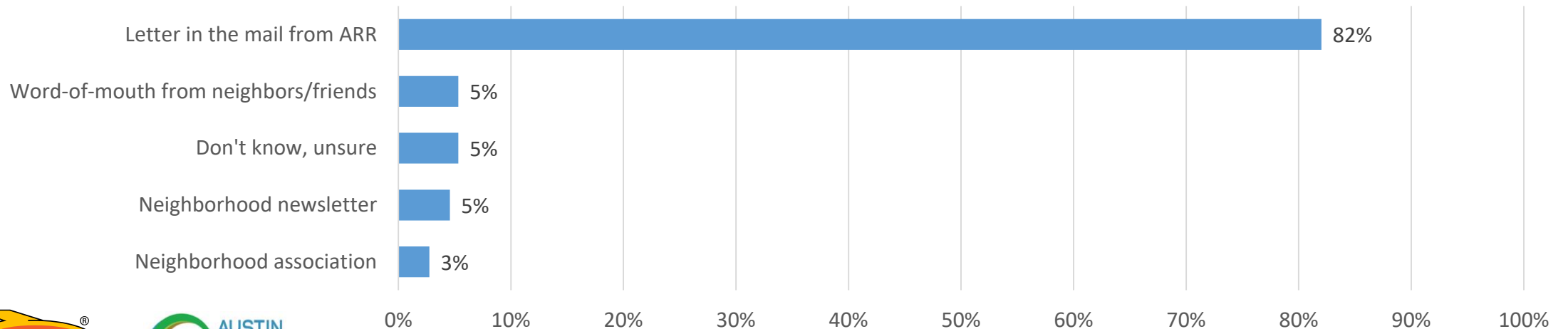


# How did you hear about the pilot?

Route 9

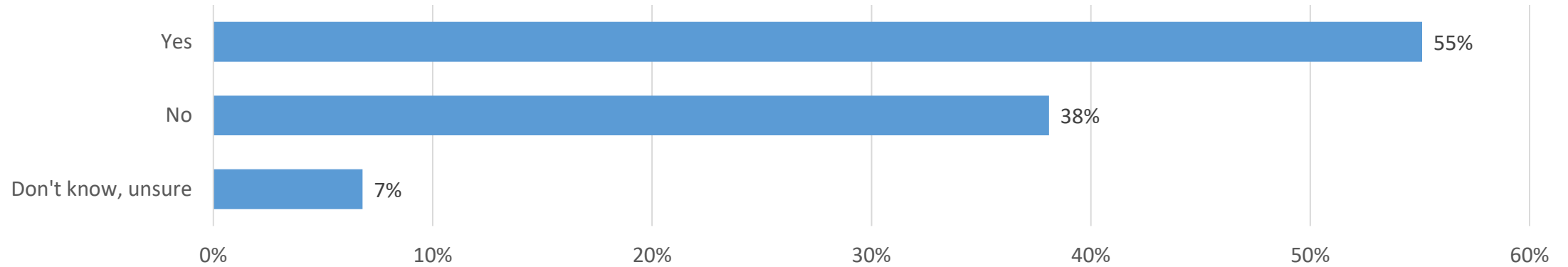


Route 23

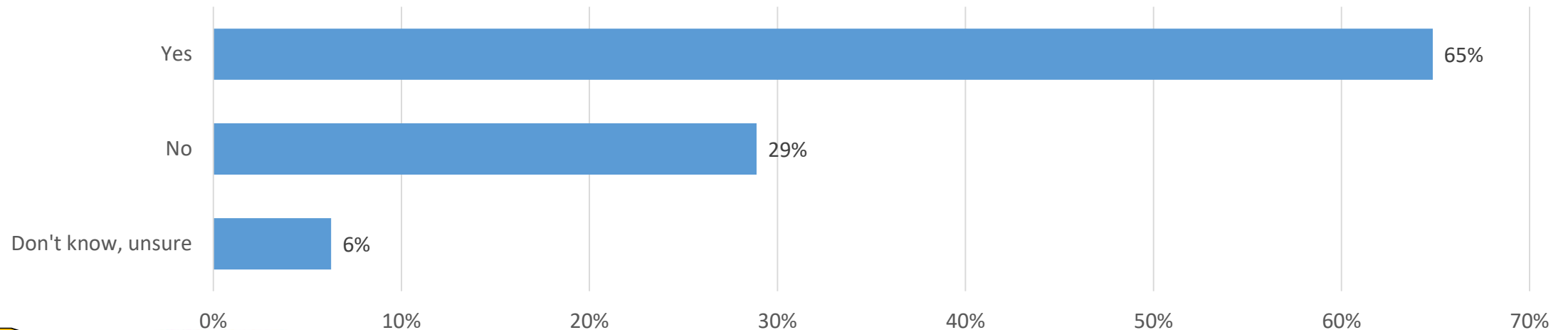


# Were you aware you can request more than 1 pickup during the pilot?

Route 9



Route 23



# Summary

- On-call bulk pick-up was preferred model in both routes
- Sentiment analysis performed on comments received:
  - 60%- specifically positive
  - 19%- specifically negative
  - 20%- generic comments (scheduling, pickup ideas, etc.)
- High level of customer satisfaction with call-in scheduling process
  - Average score 8.4 on a 1 to 10 scale



# Summary

- Specific attention should be paid to picking up of items on time
  - A common theme in the comments from those who preferred the traditional model was items not being picked up on schedule or at all
- Messaging to customers should address whether on-call model will lead to an increase in items going to the landfill
  - This concern was another common theme in comments from those who prefer traditional model
- Finally, there were many comments about how going to the on-call model will impact those in the community who collect/recycle/reuse items put out prior to ARR collection in the traditional model



Questions regarding survey:

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