



Austin Resource Recovery

FY20 Customer Satisfaction Survey

Data Analytics & Business Intelligence



FY21Q2

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Data Analytics and Business Intelligence (DABI)

Working with DABI at Austin Energy



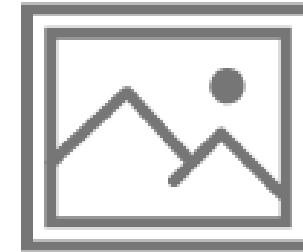
Unbiased,
Trusted
Advisor

+



Experienced
Analytics Team

=



Big Picture
Insights

Data Analytics and Business Intelligence (DABI)

OUR COA PARTNERS

Austin 311
Austin Energy
Austin Resource Recovery
Austin Water
COA Budget Office
Neighborhood Housing
Ofc. Performance Mgmt.
Parks and Recreation
Public Health
Transportation

Team with nearly
40
years of customer
insight research
experience

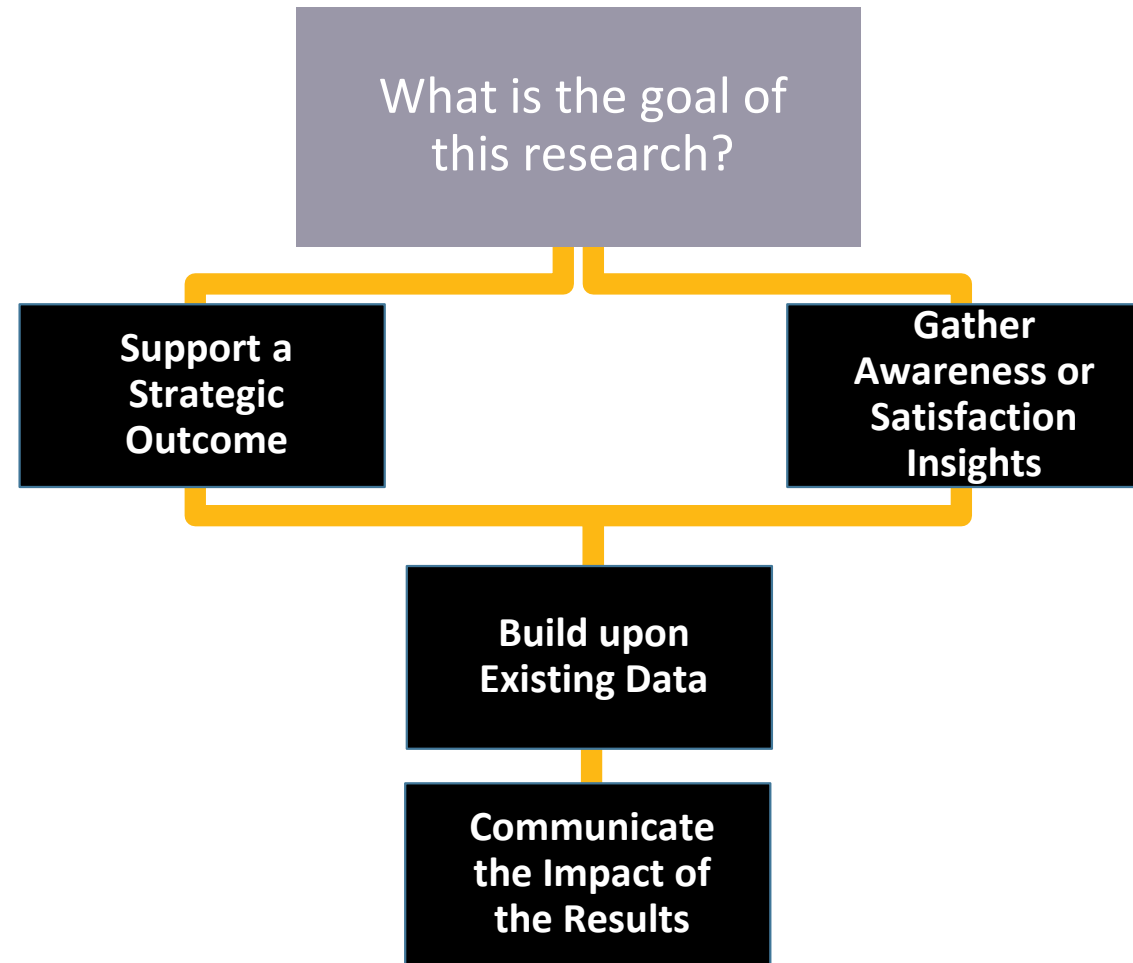
OUR RESOURCES

ArcGIS
Census
Economic Data
ESRI Data
Qualtrics
Salesforce.com
SAS
SPSS
Tableau
TCAD








Data Analytics and Business Intelligence (DABI)

Data Collection Process



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

Methodology Summary

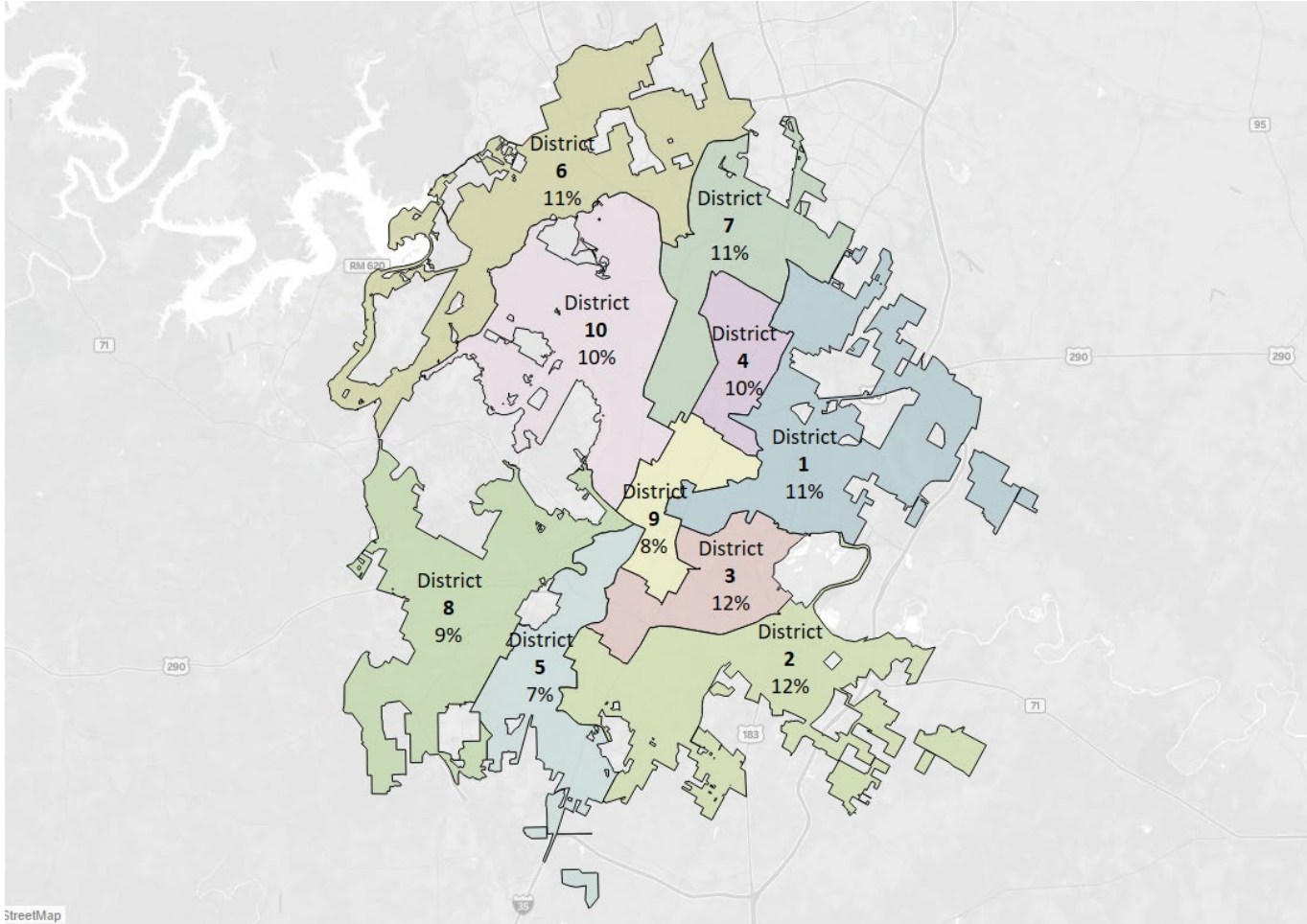
YEAR	FY16	FY17	FY18	FY19	FY20
METHODOLOGY	 online survey, email invite	 online survey, email invite	 online survey, email invite	 online survey, email invite	 phone & online survey, call & email invite
ENGAGEMENT (began survey)	857	1,159	835	1,073	993
COMPLETION (completed survey)	780	1,112	800	1,028	922
SPANISH (completed survey in Spanish)	4	3	3	2	55



Note: Sample is from COA Utilities accounts with email addresses.

Customer Demographics

Responses by District



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

Due to rounding, numbers may not always add up to 100%.
Data based on sample size n= 922.



Customer Demographics



Home

85% Single family homes
12% Townhouse, duplex, triplex, or fourplex
2% Condo
1% Other



Income

18% 50k or less
23% 50k to under 100k
30% 100K or more
28% preferred not to respond or were unsure



Age

10% 34 years old and under
37% 35-54 years old,
47% 55 years old or older
6% Preferred not to respond



Education

10% Completed some or graduated high school
51% Completed some or graduated college
30% Postgraduate work
9% Other or preferred not to respond



Time in Austin

20% Less than 10 years
18% 11-20 years
57% More than 20 years
4% Preferred not to respond



Summary of Results

FY20 Results

Satisfaction w Employees

89%

Satisfaction w ARR

78%

Value of Services

76%

FY19 Results (%)

89

79

79

Recommendations

Recycling

Customers continue to request weekly pick-up, consider expanding service

Street Sweeping

Customers question the frequency and effectiveness of service, consider increasing awareness

Communication

Increase awareness of available services, accepted materials, service schedules and service interruptions to aid customer satisfaction



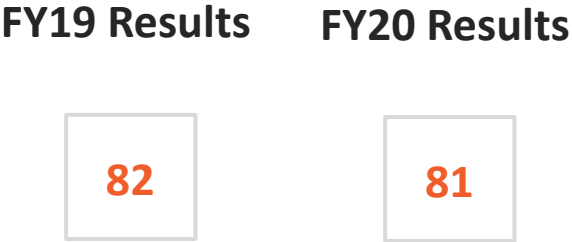
Presentation Notes: Surveys collected via phone and electronically. Very satisfied results are a combination of responses that selected 8, 9, 10 on a scale of 1 to 10. The ▲% or ▼% will denote a significant difference to the previous year at a 95% confidence interval. FY20 data based on sample size: n= 922. Sample size may vary by question. Due to rounding, numbers may not always add up to 100%. Q2.14 -Please rate your overall satisfaction with Austin Resource Recovery employees on a scale of 1 to 10; Q2.8 -Please rate your overall satisfaction with the service provided by Austin Resource Recovery using a scale of 1 to 10; Q2.18 -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?

Summary of Results

FY20 Results



Overall Satisfaction (%) *



Note: *Annual overall satisfaction is the average of 3 questions.
Q2.14 -Please rate your overall satisfaction with Austin Resource Recovery employees on a scale of 1 to 10; Q2.8 -Please rate your overall satisfaction with the service provided by Austin Resource Recovery using a scale of 1 to 10; Q2.18 -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?

Customer Satisfaction

with the Service Provided by ARR and Employees *

FY16 Results	FY17 Results	FY18 Results	FY19 Results	FY20 Results
77%	80%	81%	84%	84%



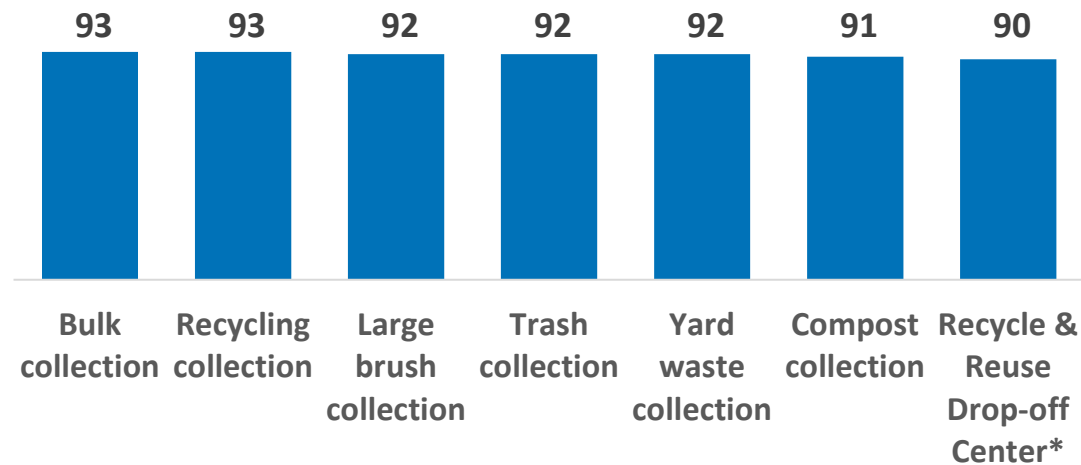
Note: *Annual results are an average of 2 questions.
Q2.14 -Please rate your overall satisfaction with Austin Resource Recovery employees on a scale of 1 to 10; Q2.8 -Please rate your overall satisfaction with the service provided by Austin Resource Recovery using a scale of 1 to 10.

Satisfaction with Employees

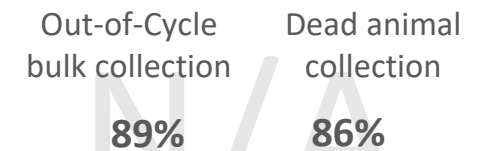
FY20 Results



Satisfaction w/ Employee Groups (%)



Respondents who did not rate On-Demand Services



Note: *Smaller sample size. N/A numbers represent the percentage of respondents from our sample size that did not answer the satisfaction with employee(s) question.
Q2.12/Q2.13 -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. If you have not interacted with an employee performing a service, please select "N/A."

Satisfaction with Employees

FY20 Results



Year Over Year Satisfaction (%)

Employee Group	2019	2020	Change
Bulk collection	92	93	+ 1
Recycling collection	92	93	+ 1
Large brush collection	92	92	0
Trash Collection	89	92	+ 3
Yard waste collection	91	92	+ 1
Compost collection	90	91	+ 1
Recycle & Reuse Drop-off Center*	93	90	- 3
Dead animal collection*	77	85	+ 8
Out-of-Cycle bulk collection*	87	82	- 5
Street sweeping*	79	80	+ 1



Note: *Smaller sample size.

Q2.12/Q2.13 -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. If you have not interacted with an employee performing a service, please select "N/A."

Satisfaction with Employees

FY20 Results



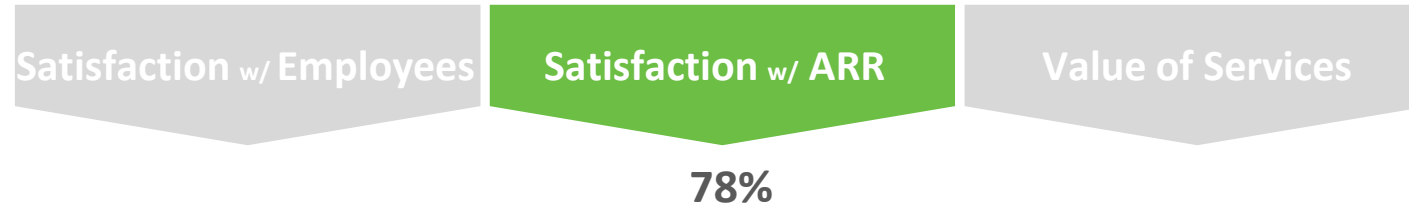
Customer Comments on High Satisfaction with Employees



Q2.14 -Please rate your overall satisfaction with Austin Resource Recovery employees on a scale of 1 to 10; Q2.16 -Please explain why you gave that response.

Satisfaction with ARR Services

FY20 Results



Satisfaction w/Communication Tools (%) *

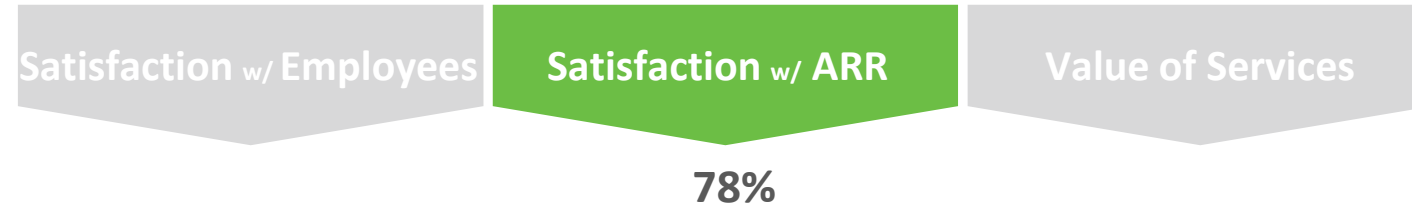
Tool	Satisfaction	Engagement
My Schedule tool (online)	82	39
Austin Recycles mobile app	78	16
Mailers	75	64
ARR's website	73	46
Newsletters	66	36
Cart tags	61	29
Nextdoor	59	32
Austin Recycles (ARR) Facebook page	58	11
Community events	53	19
Zero Waste Block Leader program	38	11



Note: *FY20 survey added the satisfaction with communication tool(s) question. Engagement numbers represent the percentage of respondents from our sample size that answered the satisfaction with communication tool(s) question. Q2.4 -On a scale of 1 to 10, how satisfied are you with the following communication tools regarding ARR services? If you have not used the tool, please select "N/A."

Satisfaction with ARR Services

FY20 Results



Services w/ Low Usage (%)

Service	Satisfaction	Engagement
ARR Austin Reblend	73	18
Dead animal collection	72	20
Austin Reuse Directory*	69	13
Home composting classes	61	10
Curbside clothing and housewares collection*	54	21
Home composting rebate	54	12
Out-of-Cycle bulk collection	52	15
Fix-It-Clinic or online Fix-It-Class*	51	6
Chicken keeping rebate	49	5
Chicken keeping classes	42	6



Note: *FY20 survey added Austin Reuse Directory, curbside clothing and housewares collection to the satisfaction with service(s) question and edited Fix-It-Clinic to include online Fix-It-Class. Engagement numbers represent the percentage of respondents from our sample size that answered the satisfaction with service(s) question.
Q2.7 -On a scale of 1 to 10, how satisfied are you with the following ARR services? If you have not used the service, please select "N/A."

Satisfaction with ARR Services

FY20 Results

Satisfaction w/ Employees

Satisfaction w/ ARR

Value of Services

78%

Satisfaction w/ Highly Used Services (%)



TRASH



CURBSIDE
COMPOSTING + 2



RECYCLING
+ 3



YARD WASTE
- 1



LARGE BRUSH
COLLECTION
- 3



BULK
COLLECTION
- 4



Q2.5 -On a scale of 1 to 10, how satisfied are you with the following ARR services? If you have not used the service, please select "N/A."

Satisfaction with ARR

FY20 Results

Satisfaction w/ Employees

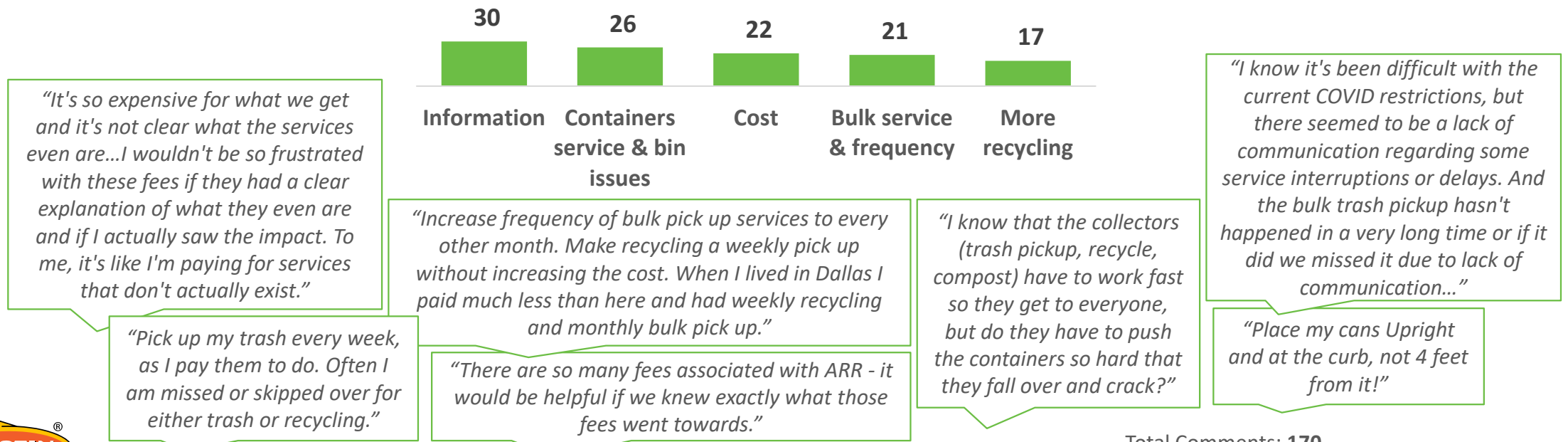
Satisfaction w/ ARR

Value of Services

78%

Customer Dissatisfaction Comments

Top 5 Categories (%)



Total Comments: 170



Note: Customer comments may have multiple associated topics. Category percentages are calculated using comment totals.
Q2.9 -What could Austin Resource Recovery do to increase your level of satisfaction? Please be specific.

Satisfaction with ARR Services

Recycling

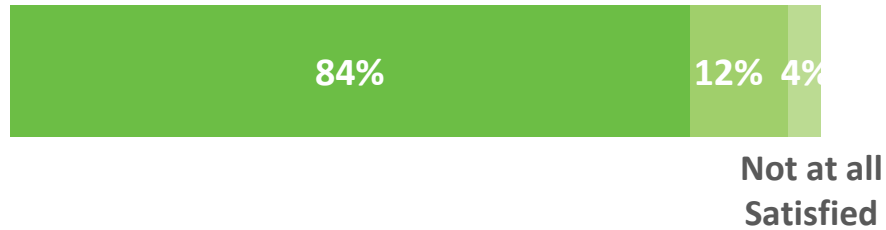
FY20 Results



RECYCLING

Very
Satisfied

Somewhat
Satisfied



Customer Comments

"Recycling needs to be more frequent. We never have enough room in the can."

"I wish Recycling was every week. Every other week discourages those using it. We run out of space and items end up in the trash. Especially with the higher volume of shipping boxes during Covid."

"Would love to have recycling picked up weekly. Our bin is always full by the second week."

"Recycling pick-up should be every week. This is crucial and we are always stressed about not having enough room in the bin."

"My only suggested change would be to have recycling pick up every week... by the time two weeks have passed, by recycling bin is overflowing a lot of the time, and I have to divert some of it to trash."

"I wish recycling pick up was every week and there was clear guidance on what's allowed and what's not."

"Everything is great except that we almost always have more recycling that can fit in the provided container. recycling pick up every other week isn't frequent enough."

Most Discussed Topic

31% More Recycling – requests for weekly service, larger or additional bins

Total Recycling Comments: **225**



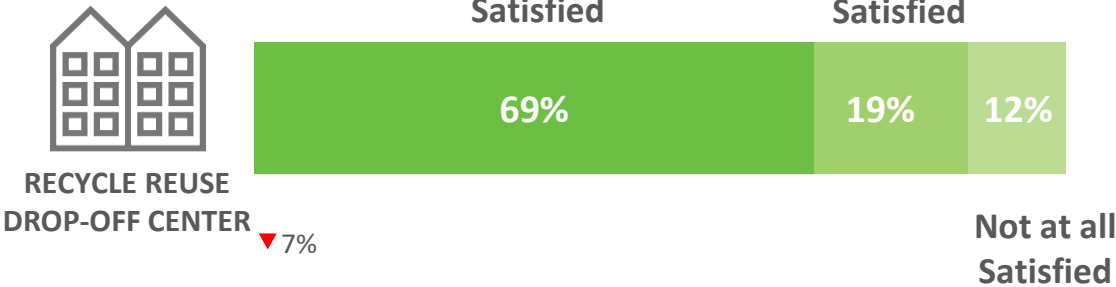
Note: Customer comments may have multiple associated topics. Topic percentages are calculated using comment totals.

Q2.5 -On a scale of 1 to 10, how satisfied are you with the following ARR services? If you have not used the service, please select "N/A"; Q2.9 -What could Austin Resource Recovery do to increase your level of satisfaction? Please be specific; Q2.10 -Please explain why you gave that response.

Satisfaction with ARR Services

Recycle & Reuse Drop-Off Center

FY 20 Results



Summary of Comments

- 65%** Access – closure, scheduling, and hours of operation
- 23%** Location – inconvenience, request additional sites
- 19%** Positive and general commentary

Customer Comments

“Service is always there and the Resource Recovery Center was great!”

“The Austin Recycling Center was a place I went frequently before the shutdown due to the virus. I wish it would reopen for customers again. I can never reach anyone by phone to schedule a pickup.”

“The household recycling center is too far south with not enough weekend hours. It'd be nice to have one up north too.”

“I really like the Drop-Off Center (when open) especially the free mulch which is the best mulch available.”

“Open the facility on Business Center Drive. It has been closed for way too long, and is not a covid danger.”

“My only suggestion is for you to provide a way to dispose of hazardous chemicals and paint in all parts of town. Even just a temporary pop-up location in various parts of town a few times a year would be helpful.”

“The reuse center is too far away to feasibly use.”

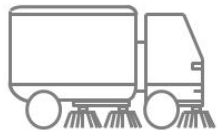
Total Recycle & Reuse Drop-off Center Comments: **57**



Satisfaction with ARR Services

Street Sweeping

FY 20 Results*



STREET SWEEPING

Very
Satisfied

48%

Somewhat
Satisfied

31%

Not at all
Satisfied

21%

Customer Comments

Summary of Comments

- 46% Frequency
- 28% General commentary
- 24% Awareness
- 20% Cost

"Street sweepers are my bike lane heroes (although a few more of them would be awesome)!"

"Street cleaning is virtually non-existent and not worth how much EVERYONE is billed."

"Street sweeping is not effect, so therefore the automatic charge for it is not justified."

"It is very clean on the street."

"Street Sweepers - we don't know when they're coming, so people have their cars in the streets and the streets don't get fully swept - is there a schedule or something??"

"Street sweeping used to be on a regular schedule but hasn't been coming regularly since COVID started. The streets are filthy now."

"As far as street sweeping, we pay for some sort of street service in our bill and yet in the past 1.5 years there has never been a sweeper come through that I know of."

Total Street Sweeping Comments: 46



Note: *Satisfaction results have been stable for the last 5 years. Customer comments may have multiple associated topics. Topic percentages are calculated using comment totals.
Q2.6 -On a scale of 1 to 10, how satisfied are you with the following ARR services? If you have not used the service, please select "N/A"; Q2.9 -What could Austin Resource Recovery do to increase your level of satisfaction? Please be specific; Q2.10 -Please explain why you gave that response.

Satisfaction with ARR Services

FY20 Results

Satisfaction w/ Employees

Satisfaction w/ ARR

Value of Services

76%

Customer Engagement w/ ARR Services and Goals



Always
recycle



Dispose hazardous waste
at Reuse Center



Aware of 2040
Landfill reduction Goal ▼ 7%



Importance of 2040
Landfill reduction Goal

Customer Comments for Low Service Value Satisfaction

"Bulk collection. I want it back. I also do my own composting, and I do not see why am I billed for compost pick-up without a way to opt out."

"The fees are a bit high when you consider some people don't 'pay' yet receive the service."

"I would like to have large brush and bulk pick up discounts on my bill for those services that I have not received in over a year."

"We get a lot, but we pay a lot."

"When I get that bill on the ARR part it seems like they add a bunch of things I'm not familiar with. All those little taxes and fees add up. I don't have a voice on these incidental charges."

"It seems there are more categories and fees being collected for. Every bill has a new charge and I don't know what each charge even represents."

"I gave it 1 for last question about value for the money I pay for your services because i have no idea about 98% of your services hence I haven't used them."



Q2.1 -People may not recycle all of the time, for different reasons. Do any of these statements describe you regarding recycling in your home? Please select all that apply; Q2.21 -How do you typically dispose of household hazardous waste materials, such as paints, cleaners, oils, batteries, and pesticides; Q2.22 -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; Q2.23 -On a scale of 1 to 10, how important is ARR's goal to reduce the amount of trash sent to landfill by 90% by 2040; Q2.19 -What could Austin Resource Recovery do to increase the value of its services to you? Please be specific.

Summary of Results

Satisfaction with Employees

Customers continue to hold a favorable view of ARR employees. Their service and hard work is appreciated.

Satisfaction with Services

Satisfaction increased for composting and recycling while decreasing for bulk and brush. Dissatisfaction is attributed to service interruptions, delays, and low service frequency.

Value of Services

Satisfaction decreased for service value. In open text comments customers attribute cost as a factor in their dissatisfaction.

Awareness and Importance of 2040 Goal

Knowledge of the 2040 goal varies by customer population; however, view of the importance of the goal remains consistent across populations.

Communication and Information

Customers continue to ask for more information of available programs, request service updates, and want more communication from ARR to educate and inform the public.

Effect of the Pandemic

Engagement declined for the disposal of hazardous and difficult to dispose materials, service interruptions impacted satisfaction levels, and service costs were mentioned more frequently by customers.



Year over Year Summary

	FY12	FY13	FY15	FY16*	FY17	FY18	FY19	FY20*
Satisfaction with Employees	78%	75%	83%	82%	84%	85%	89%	89%
Value of Services	73%	70%	74%	62%	70%	74%	79%	76%
Satisfaction with ARR service	82%	82%	84%	71%	75%	77%	79%	78%
Large brush collection satisfaction	82%	77%	72%	78%	79%	77%	80%	77%
Yard waste collection satisfaction	83%	76%	76%	81%	82%	84%	85%	84%
Trash collection satisfaction	87%	86%	87%	84%	82%	85%	87%	87%
Recycling satisfaction	85%	83%	85%	81%	80%	82%	81%	84%
Bulk collection satisfaction	82%	72%	78%	76%	76%	74%	75%	71%
Curbside composting satisfaction	-	-	-	-	83%	80%	82%	84%
Street sweeping satisfaction	-	62%	74%	49%	50%	49%	48%	48%
Recycle & Reuse Drop-off Center Satisfaction	-	-	-	70%	72%	75%	76%	69%
Knowledgeable of 2040 landfill reduction goal	14%	16%	16%	39%	38%	43%	42%	35%
Take Hazardous waste to City facility	44%	36%	40%	53%	54%	56%	54%	51%



Note: *FY16 methodology transitioned from phone to online/email survey. FY20 incorporated a phone survey to target harder to reach populations.
Data based on sample size: FY16 n= 781, FY17 n= 1,112, FY18 n= 800, FY19 n= 1,028, FY20 n= 922

Questions regarding survey:

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Community Focused.SM**

