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# RESIDENTIAL CUSTOMER SURVEY

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Report of Findings and Analysis

*PRESENTED TO*

*City of Tucson –  
Environmental Services  
Department*

October 2008



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## I. EXECUTIVE SUMMARY

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Marketing Intelligence (MI) is a Tucson, Arizona based marketing research and strategy consulting firm that conducted a telephone survey of 408 City of Tucson – Environmental Services Department residential customers from September 11<sup>th</sup> – September 21<sup>st</sup>, 2008 on behalf of the Environmental Services Department. The management objectives necessitating the survey are to develop a communications plan regarding Department services and aspects of its structure, decide whether to offer potential future services, and determine possible price points for future environmental services fees. Thus, the research objectives designed to provide data to inform these efforts are to:

- Assess residential customers' knowledge of ESD in terms of its service offerings and its Enterprise Fund status
- Measure customers' evaluation of and satisfaction with ESD's service quality
- Measure customers' recognition of economic value for services delivered by ESD, their price sensitivity for these services, and their willingness-to-pay incremental fees for new services
- Understand how customers learn about ESD and its initiatives

The following key findings are based on the analysis of the survey data:

### **Satisfaction with the Department is likely to increase with improved awareness**

The more knowledgeable residents are about ESD, the higher their overall satisfaction with the Department. Findings supporting this argument include:

1. Residents who associated all seven or at least six of the seven ESD services they were queried about have greater satisfaction with the Department than those who associated fewer services with the Department
2. Residents who are most likely to connect both garbage and recycling services with ESD on an unaided basis as well as have latent knowledge of other services give higher satisfaction scores for the Department than either those who think of ESD primarily as a provider of garbage service or those who have little overall knowledge of any services provided by the Department (even on a latent level)
3. Those who are aware that the Department is financed through an Enterprise Fund have greater satisfaction than residents who believe ESD is financed via the City's General Fund or who are unsure about how the Department is funded
4. Residents who feel that the Department is positively affecting their "quality of life" give higher satisfaction scores than those who only moderately (or less so) feel this way
5. Overall satisfaction for the Department as a whole increased as residents learned more about ESD throughout the survey

### **“Environmental Services” is still undefined to many**

Greater than 40% indicate that they are unaware of the “Environmental Services Department” and there is relatively little awareness of the specific services the Department provides. On an open ended, unaided basis only a relatively small proportion associate residential garbage pick-ups and recycling collection with ESD (58.6% and 28.7% respectively). In addition, services that are not the responsibility of the Department are mistakenly attributed to it (especially water – 26.2%). When considering unaided and aided knowledge combined, there does appear to be some latent awareness, with 90% recognizing residential garbage, 93% identifying recycling collection, and 89% mentioning brush and bulky, however on an overall basis water services are associated with ESD by 70% of residents as well.

### **Satisfaction with the individual services is high**

Ratings for each specific service are high (recycling – 4.42, trash – 4.33, brush and bulky – 4.31, household hazardous waste – 4.11, Los Reales Landfill – 4.02; all on five-point scales) and notably surpass the mean rating for the overall Department (3.56). Thus, improved satisfaction with ESD (as a whole) is more likely to result from making residents aware that the Department is providing these services more so than from trying to enhance the service levels of individual offerings.

### **Communication efforts need to be multi-modal**

Though residents are most likely to feel, in the aggregate, that the news media is the most useful information outlet for details on the Department’s services, certain segments of the population are more likely to prefer door hangers or to utilize ESD’s website.

Ratings also indicate that there is a perception that the Department is not disseminating information often enough. Residents only slightly agree that “ESD keeps residents well informed about waste management solutions” (3.28), and also give relatively low scores to the Department with regards to “keeping City residents informed about services” (3.26) and “educating City residents about waste management issues and solutions” (3.21).

### **There is little understanding of the financial aspects of the Department**

Residents are relatively unaware of what the environmental services fee pays for, with fewer than two-thirds mentioning garbage, 37.7% identifying recycling, and 31.6% naming brush and bulky, while one-fifth say they “don’t know” what the monthly \$14 fee is used for. In addition, less than half know about the Low Income Assistance Program and fewer than one-fifth are aware of the roll-in/roll-out service for the disabled.

Residents are also unfamiliar with the funding structure for ESD, with two-thirds believing the Department is supported by monies from the General Fund. In addition to educating residents regarding the services that are provided by ESD, it may be equally beneficial to provide some insight into the financial aspects of the Department’s operations.

### **Most feel the monthly fee is fair and expect a modest increase in the near future**

The majority of residents feel that the \$14 environmental services fee is fair based on the range and quality of services provided. Satisfaction with the Department is higher among those who feel the rate is acceptable/a good value as well, underscoring the need to educate residents

about what ESD does in order to mitigate resistance to possible rate increases. When asked about potential rate changes, residents said that they would expect about a \$2 increase in the next two years, with three-quarters feeling that a rise would be justifiable based on increased costs of providing the services.

The majority (71.7%) would prefer small annual increases rather than larger ones every three to five years. However, residents were evenly split on whether all should pay the same rate or charges should be based on the amount of garbage produced.

### **Residents are willing to pay for some added services**

Nearly two-thirds would be agreeable towards \$10 on-call brush and bulky service in place of the current semi-annual pre-scheduled pick-ups. However, there is relatively little awareness of (30%) and comparative interest in (16.8%) \$55 ad hoc brush and bulky collection. About 42% are willing to pay for residential household hazardous waste pick-ups and a similar proportion would pay \$5 to have extra garbage removed during high volume times. Just over three-fourths would also pay \$10 a month for an additional container dedicated to green waste. With regards to recycling, residents are less inclined to pay more for the ability to recycle additional materials.

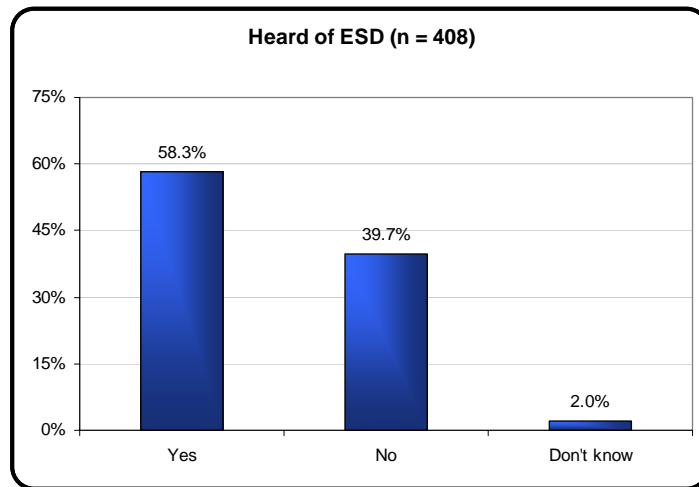
With at least some willingness by residents to pay for several of the potential service offerings or alternatives, the key will be for the Department to be viewed as providing more than just garbage collection. Customers need to be made aware of all that ESD offers, enabling them to select what best fits their needs.

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## II. SURVEY FINDINGS

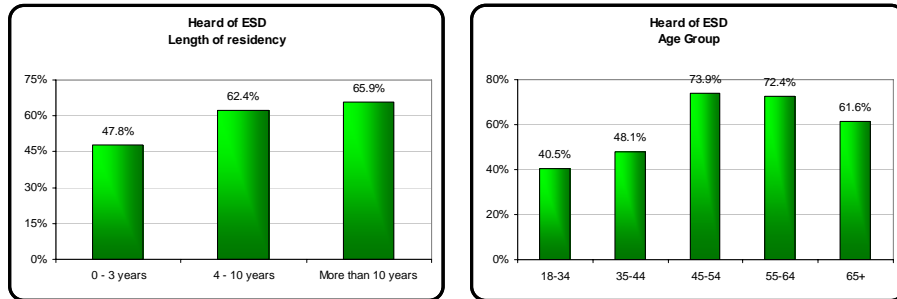
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### ESD Awareness



Greater than two-fifths of residential customers either have not heard of or are not sure whether they have heard of the Environmental Services Department (ESD).

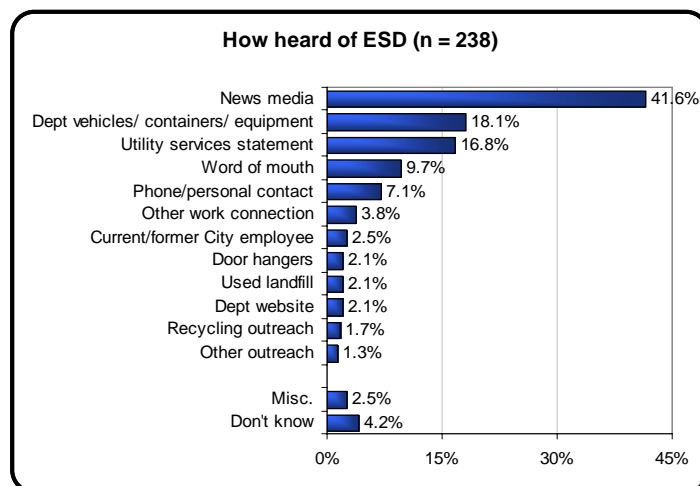
# ESD Awareness



Residents who have lived in their current homes longer are more likely to have heard of the Department, with over three-fifths of 4-10 year residents and about two-thirds of those in the “more than 10 years” segment reporting awareness.

Older residents are also more likely to have heard of ESD, however the 45 – 54 and 55 – 64 year olds have an increased likelihood vis-à-vis the 65+ group (73.9% and 72.4% versus 61.6% respectively).

# ESD Awareness



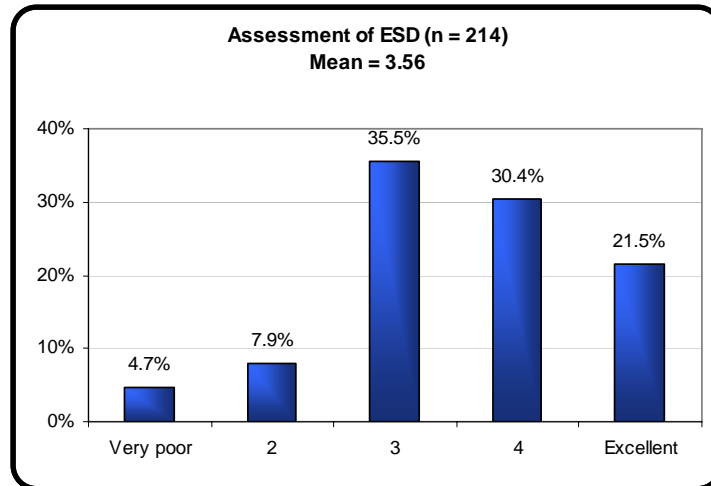
More than two-fifths have heard of the Environmental Services Department by way of the news media (e.g. television, newspaper, radio). Department equipment (18.1%) and the Utility Services Statement (16.8%) are also notable mechanisms through which residents have become aware of ESD.

Personal experiences and interactions (including word of mouth among friends, etc. – 9.7%; contact with ESD personnel – 7.1%; connections through one's job – 3.8%; and working for the City directly – 2.5%) also seem to contribute to awareness of the Department.

Although to a lesser extent, residents have heard of ESD through its communications (door hangers and website), outreach efforts (recycling and other), and the Landfill as well.



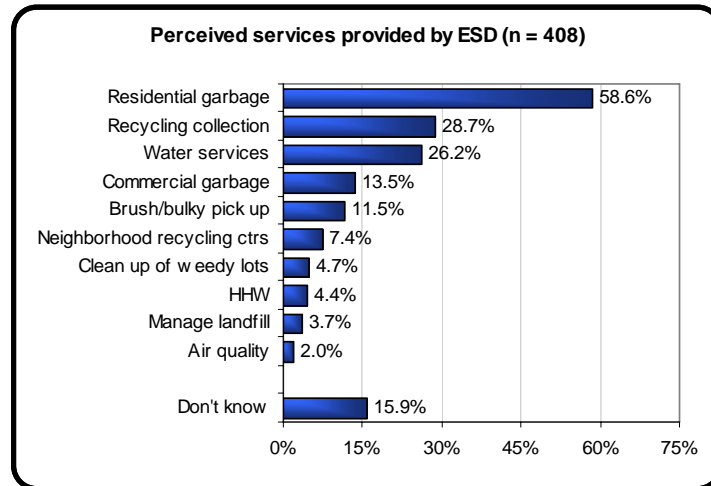
# ESD Awareness



The average rating among those who have heard of the Environmental Services Department is 3.56, with over one-third giving a score of “3” (the neutral point) on the 1 to 5 scale. More than half rated the Department as a “4” or “5”, with only a relatively small proportion (12.6%) giving a negative score.

When looking at the ratings from the various demographic groups, there are no significant differences in mean assessment among the different segments.

# ESD Awareness



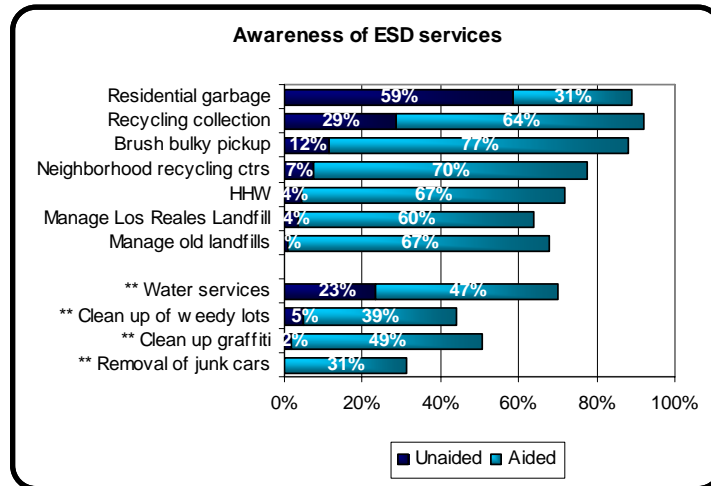
All respondents were asked (on an unaided basis) to name the specific services that they believe the Environmental Services Department provides. Less than three-fifths identify residential garbage pick-up as an ESD offering. Recycling is associated with the Department to an even lesser extent, with only 28.7% of residents mentioning recycling collection and 7.4% bringing up neighborhood recycling centers.

While commercial trash and brush and bulky pick-up services are somewhat recognized ESD offerings, the Department's involvement in the Household Hazardous Waste Program and its management of the Los Reales Landfill is much less known.

Several services (water, weedy lot clean up, and air quality control) are also incorrectly attributed to ESD. Most notably, over one-fourth associate water services with the Department.

The majority of those who did not know what services are provided by ESD also said they had not heard of the Department.

# ESD Awareness



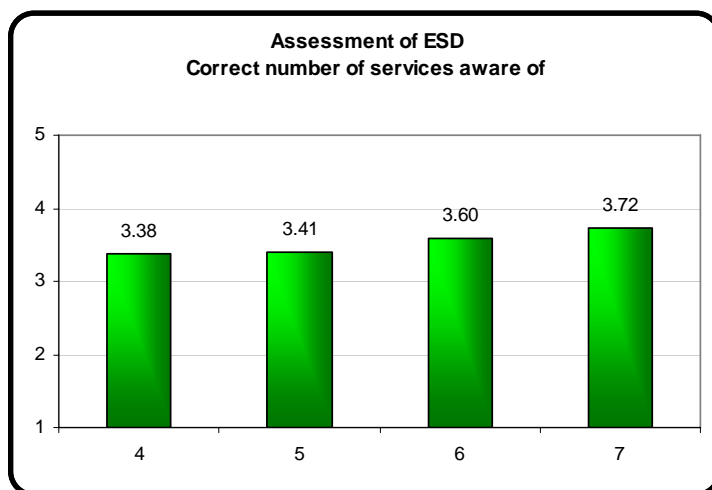
After ascertaining knowledge of ESD offerings in an open-ended format (unaided), residents were also asked whether they think each of a list of specific services is provided by the Department (aided). As shown above, awareness levels increase significantly when aided recognition is combined with unaided.

Overall, 90% believe that residential garbage is a service offered by ESD. For recycling related and brush and bulky services, although unaided awareness is relatively low, total awareness is very high (recycling collection – 93%; neighborhood recycling centers – 77%; brush & bulky pick-up – 89%), indicating that there is latent awareness for these offerings.

Knowledge of other ESD services (HHW, Los Reales, and management of old landfill sites) is almost entirely latent and overall awareness remains relatively low when compared to residential trash, recycling, and brush and bulky.

When asked on an aided basis, residents incorrectly identify several non-ESD services as being provided by the Department as well (demarcated above with “\*\*”s). Among these, water is the one most often mistakenly associated, with a significant proportion (70%) thinking it is administered by ESD. Interestingly, this percentage is similar to those that correctly identified HHW and landfill related services.

# ESD Awareness



The majority of residents are aware of at least four ESD services on an aided basis therefore ratings are shown for those who recognized at least this many offerings.

Residents who are able to correctly identify a greater number of ESD services are likely to have a higher overall assessment of the Department, with those who know of six or seven services having scores greater than the mean for the Department as a whole (3.56, as seen on page 4).

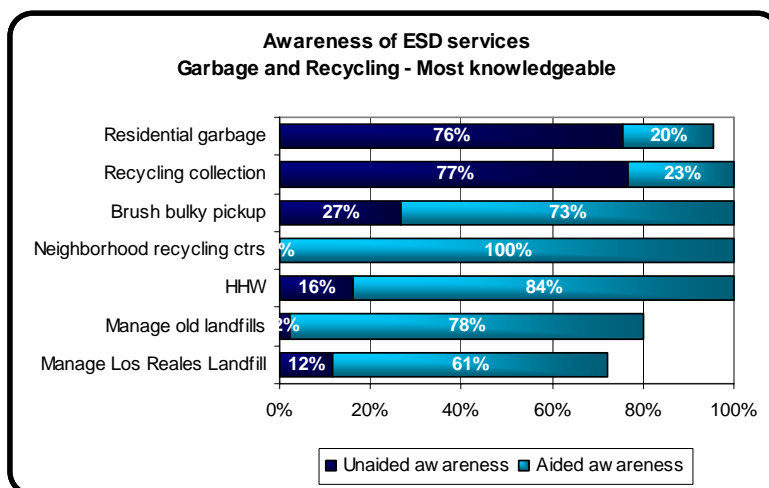
## ESD Awareness

- Cluster Analysis was done based on residents' knowledge of the services offered by ESD
- Five distinct Clusters were identified
  - 3 of the Clusters were similar for analysis purposes and were therefore collapsed into one



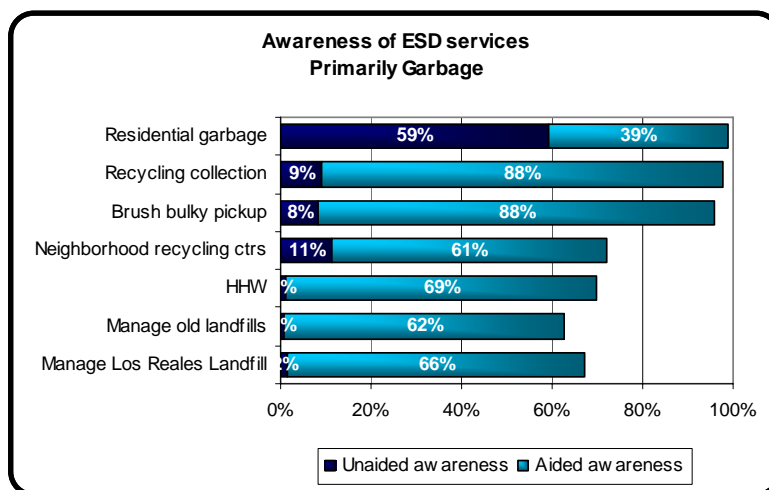
A cluster analysis was executed in order to identify distinct groups within which awareness of ESD services is similar. The resulting three clusters are described in the following pages.

# ESD Awareness



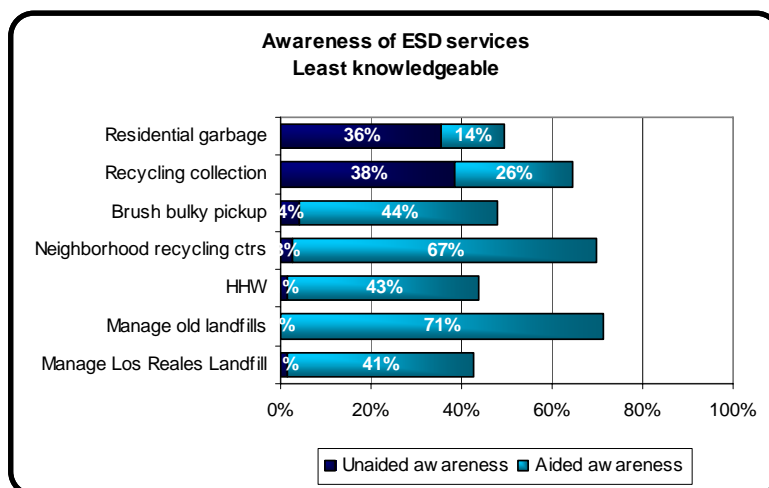
The first cluster consists of those who associate both garbage and recycling collection with ESD on an unaided basis (76% and 77% respectively) and are overall the most knowledgeable about the various services provided by the Department (unaided+aided awareness).

# ESD Awareness



The second cluster includes those who associate ESD primarily with garbage collection (59% unaided) and who have latent knowledge of other service offerings (i.e. a high level of aided awareness).

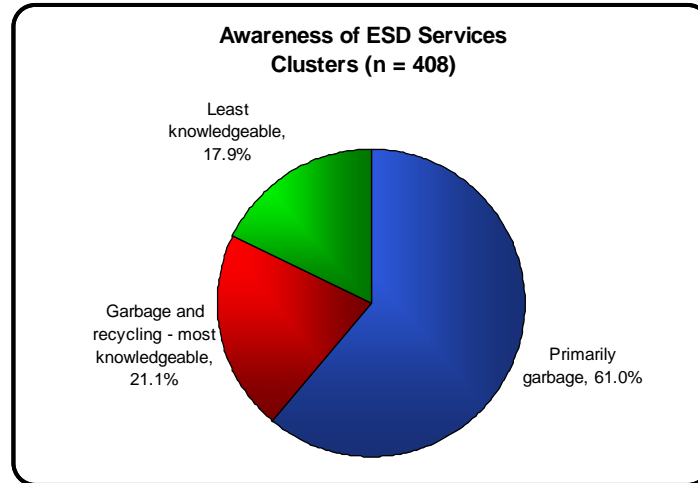
# ESD Awareness



The third cluster is the least knowledgeable about the services provided by ESD, with significantly low unaided awareness on each of the offerings and low overall awareness for garbage and recycling pick-ups (50% and 64% respectively).

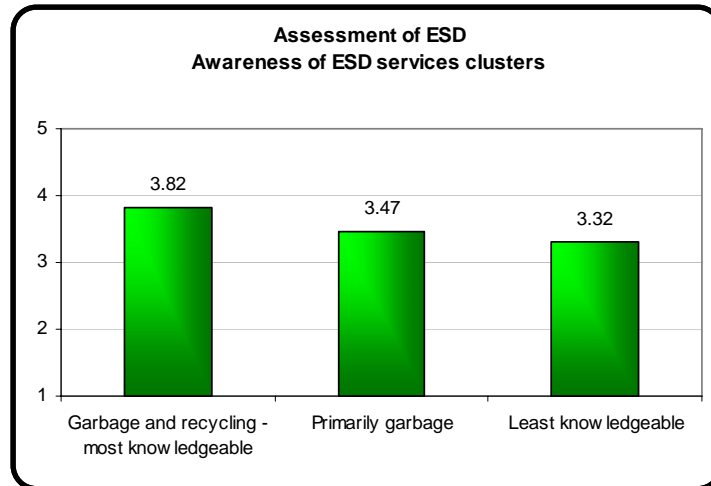


# ESD Awareness



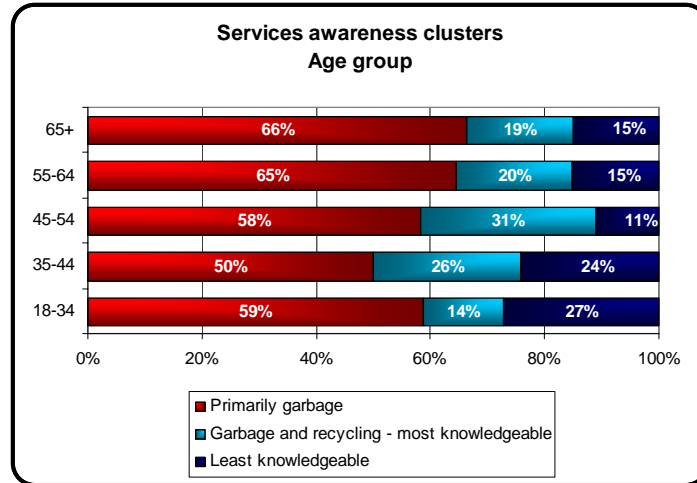
Three-fifths of residents are included in the “primarily garbage” cluster, with the remaining two-fifths split between (i) those with more knowledge and who also associate recycling with the Department and (ii) those who are least knowledgeable.

# ESD Awareness



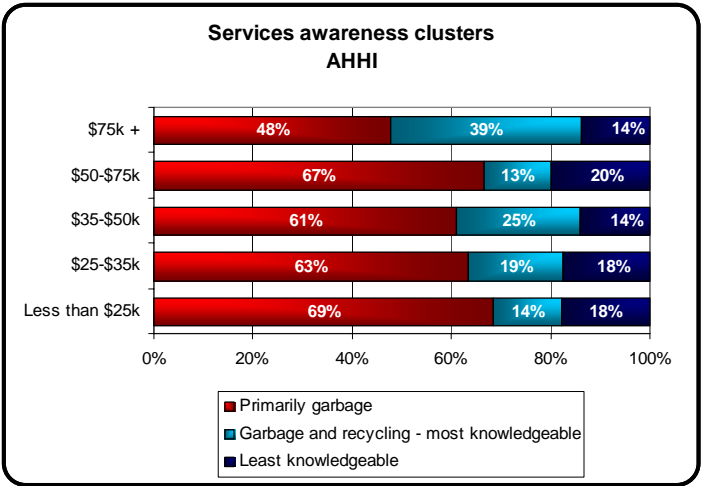
Similar to the previous findings (on page 7), those with more knowledge regarding the services offered by ESD, are likely to give higher overall assessment ratings to the Department. The score for the “most knowledgeable” cluster is higher than the overall mean for the Department (3.56) and significantly higher than the other two clusters, with a half a point separating the least and most knowledgeable groups.

# ESD Awareness



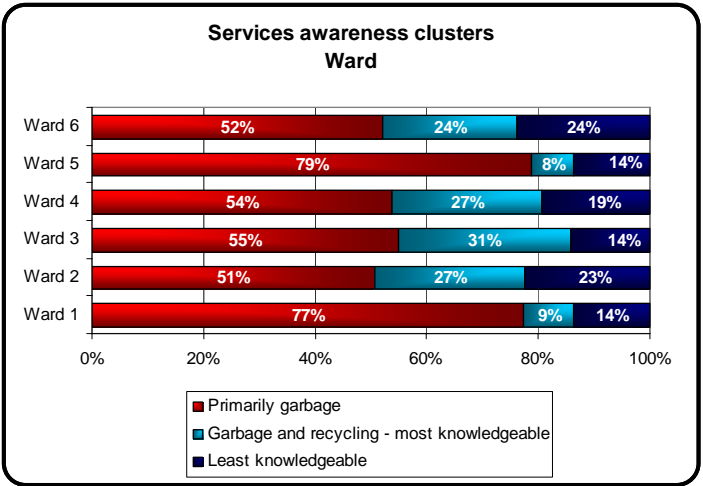
Residents in the middle age group have an increased likelihood of belonging to clusters with more awareness of ESD's services, with just under one-third of 45 – 54 year olds belonging to the “most knowledgeable” group.

# ESD Awareness



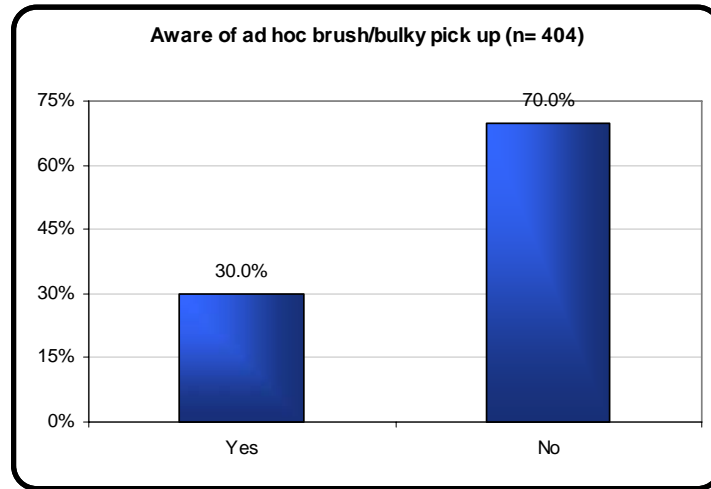
Overall, residents with the highest annual household incomes are more likely to belong to clusters with more knowledge about services provided by ESD.

# ESD Awareness



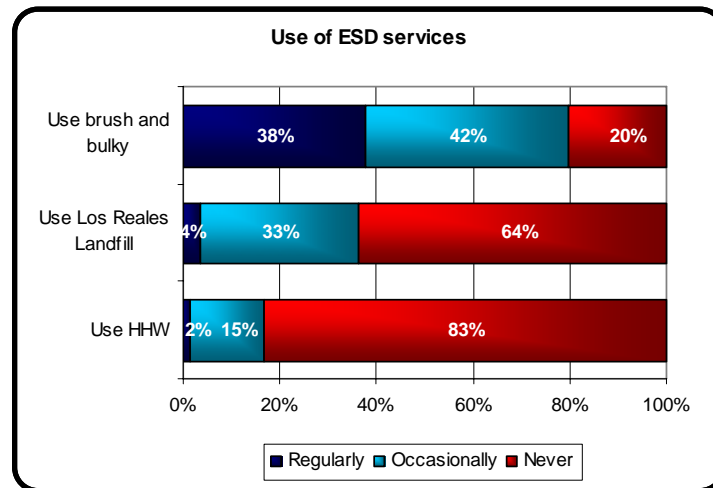
Residents in Ward 3 are the most likely to belong to the “most knowledgeable” cluster, while residents of Wards 1 and 5 are the least likely.

## ESD Awareness



The majority of residents (70%) are not aware of the availability of ad hoc brush and bulky pick-ups. However, residents who have lived in their current homes longer, older residents, those in smaller households, and those living in Wards 3 and 6 are more likely to have awareness.

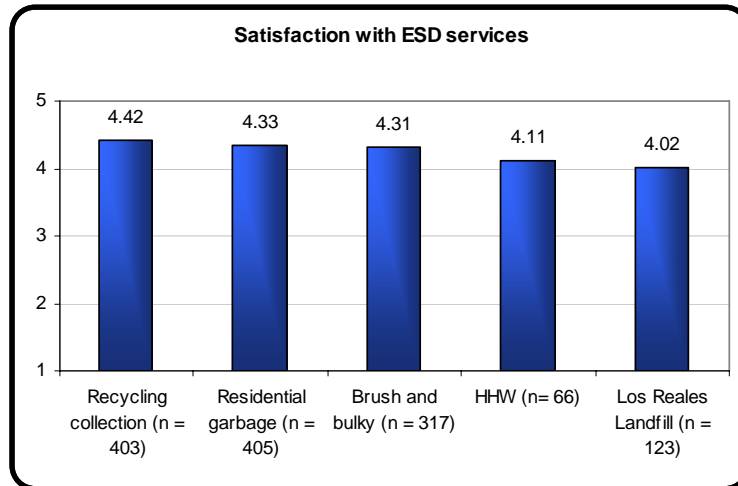
# ESD Utilization



The majority of residents (80%) are using brush and bulky services at least occasionally, while more than one-third use the Los Reales Landfill and fewer than one-fifth take advantage of the Household Hazardous Waste Program (at the Los Reales Landfill).

Only 37% of those who consider themselves “regular” brush and bulky users are aware of the ad hoc pick-up option.

# ESD Utilization



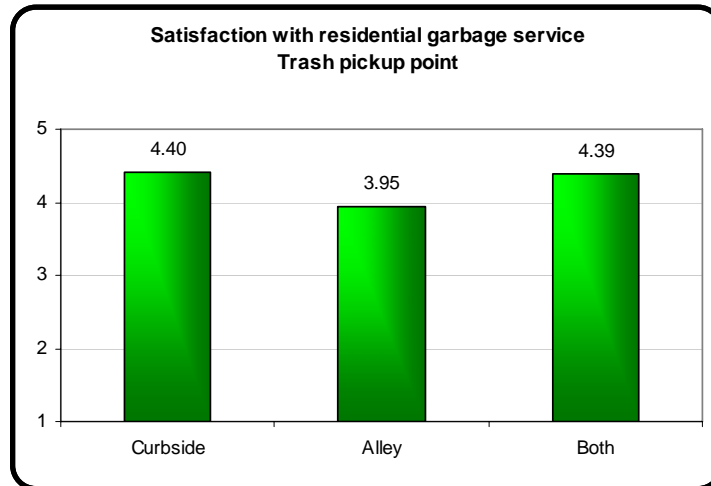
Each of the services was rated above a “4” on a 1 to 5 scale, with residents expressing greatest satisfaction with recycling collection and notably high favorability toward residential garbage and brush and bulky pick-ups.

Satisfaction with each of the individual services provided by ESD is significantly higher than the overall satisfaction with the Department (3.56), with the average rating for recycling collection nearly one point and for the Los Reales Landfill almost half a point higher than the overall score.

*Only those who use the services were asked to rate their satisfaction with each individual service.*

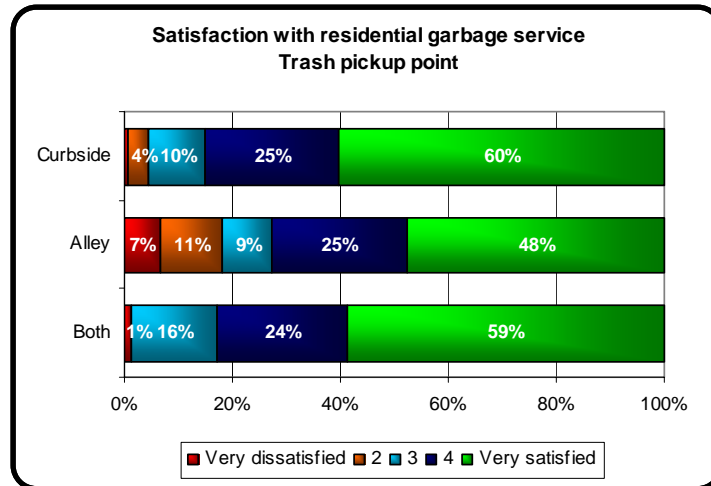


## ESD Utilization



Residents with curbside (including those with both curbside and alley) pick-ups are more likely to be satisfied with their garbage service than are those with alley only. While the mean satisfaction score is about 4.40 among those in the curbside and both groups, it is nearly half a point lower for the alley service segment.

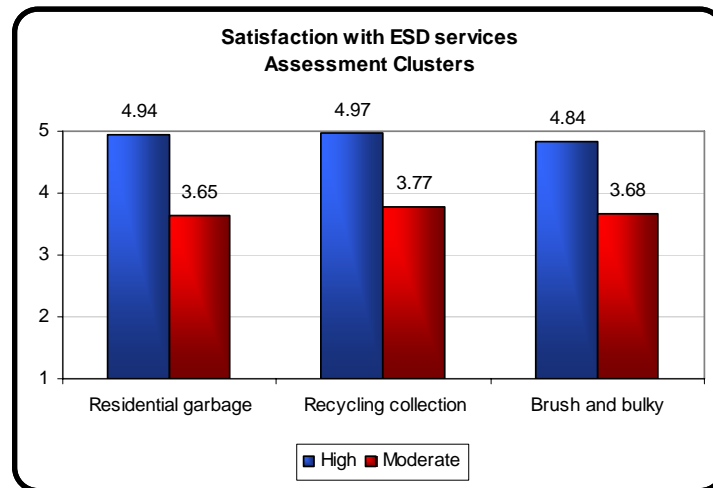
# ESD Utilization



About three-fifths each in the curbside and both groups rate their garbage service as a “5”, with another one-fourth giving a score of “4”. Only a very small proportion in either of these two segments gave ratings of dissatisfaction (1’s or 2’s).

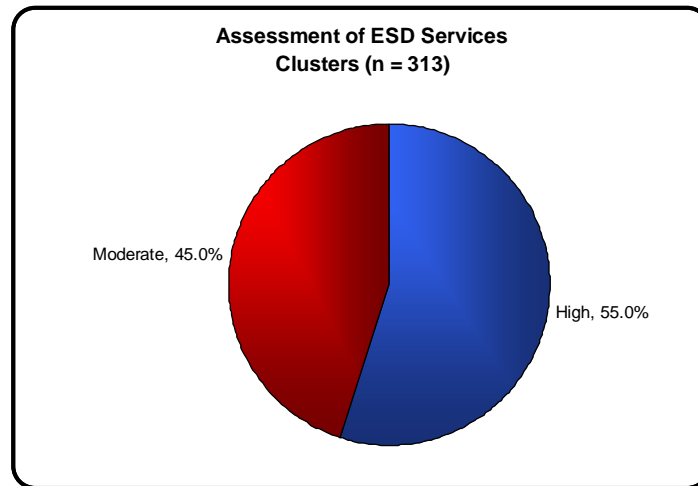
Alternately, while fewer than one-half of alley service residents gave “5” ratings with an additional one-fourth giving “4’s”, almost one-fifth have scores on the dissatisfied end of the scale.

# ESD Utilization



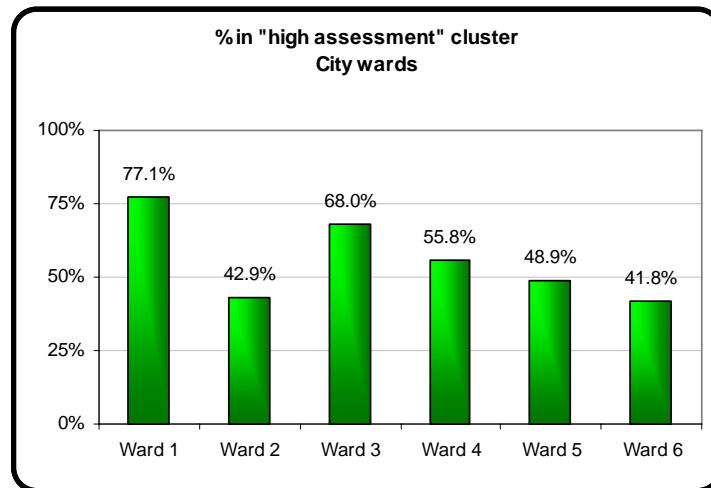
A cluster analysis based on the ratings for the three primary services that residents know about and use (residential garbage, recycling, and brush and bulky) produced two distinct groups. The first consists of those with high overall assessments (ratings ranging from 4.84 – 4.97 on a 5-point scale), while the second is comprised of residents with more moderate assessments (more than 1 point lower on each of the services).

# ESD Utilization



Just over half of all residents are in the high assessment group.

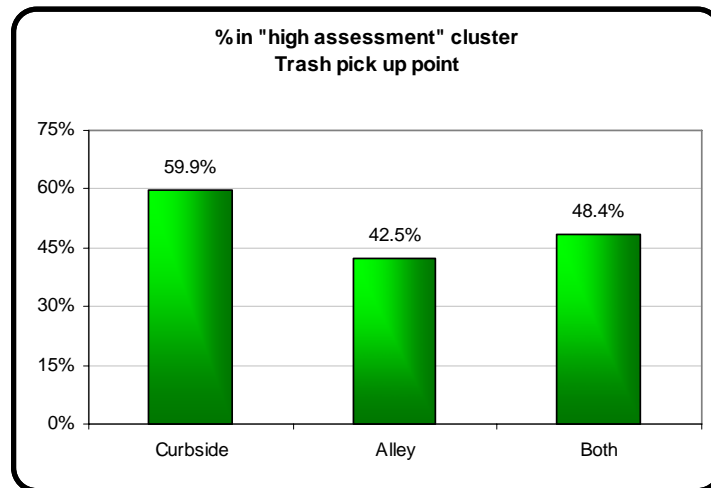
# ESD Utilization



Residents in Wards 1 and 3 are the most likely to be included in the “high” assessment group, with more than three-fourths of those in Ward 1 and more than two-thirds of those in Ward 3 belonging to this cluster.

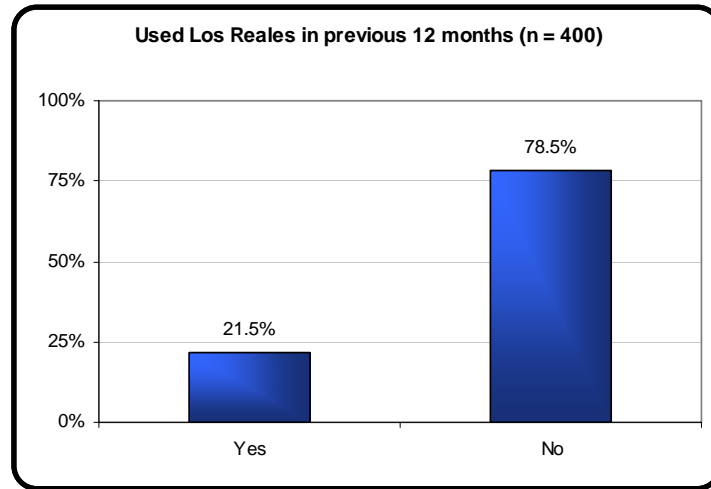
Conversely, Ward 2 and Ward 6 residents are most likely to be in the “moderate” assessment group, with less than half of those in each Ward belonging to the “high” segment.

# ESD Utilization



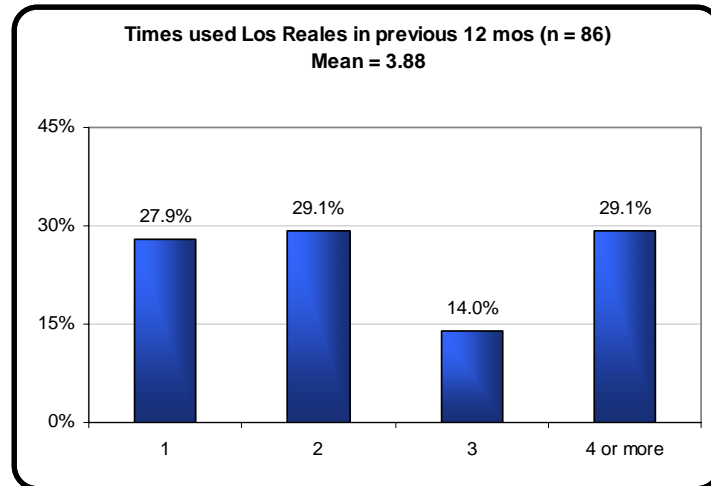
Those with curbside service are more likely to be in the “high” assessment group, with three-fifths of curbside residents belonging to this cluster. Meanwhile, those with alley pick-up are more likely to be in the “moderate” assessment group (57.5%).

## ESD Utilization



Just over one-fifth of residents have used the Los Reales Landfill within the past 12 months.

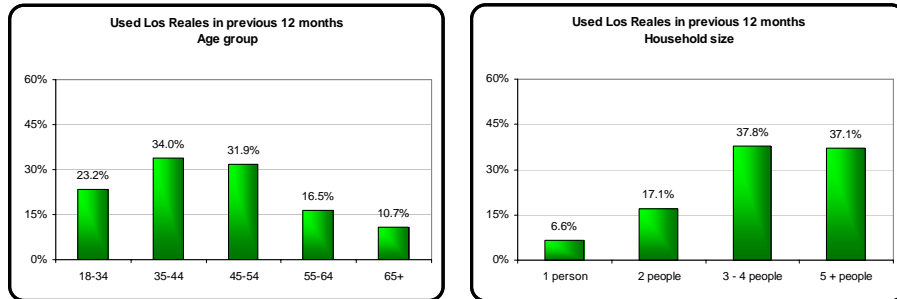
# ESD Utilization



For those who have been to the Los Reales Landfill in the past 12 months, on average they are going nearly four times per year (mean = 3.88).



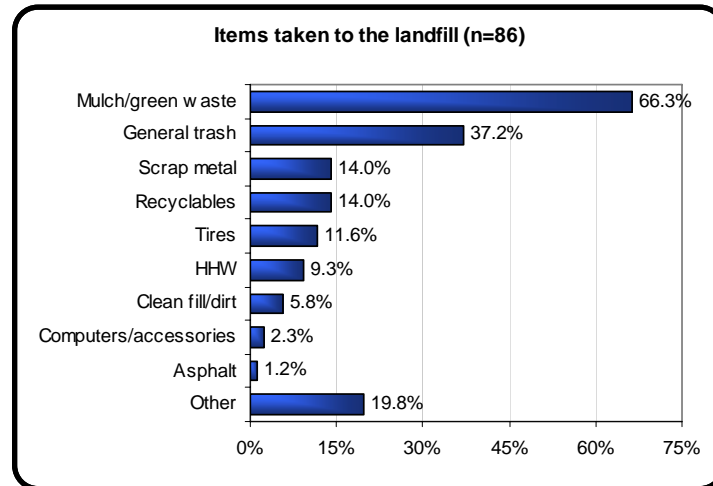
# ESD Utilization



Residents between the ages of 35 and 54 are more likely to have used the Los Reales Landfill in the past 12 months, with more than one-third of 35 – 44 year olds and just under one-third of 45 – 54 year olds reporting having visited.

Those from larger households also have an increased likelihood of using the Landfill (especially in the 3 – 4 and 5+ people groups), are also less likely to know about the availability of ad hoc brush and bulky pick-ups. The lack of knowledge may be a factor in behavior and presents a communication opportunity for ESD.

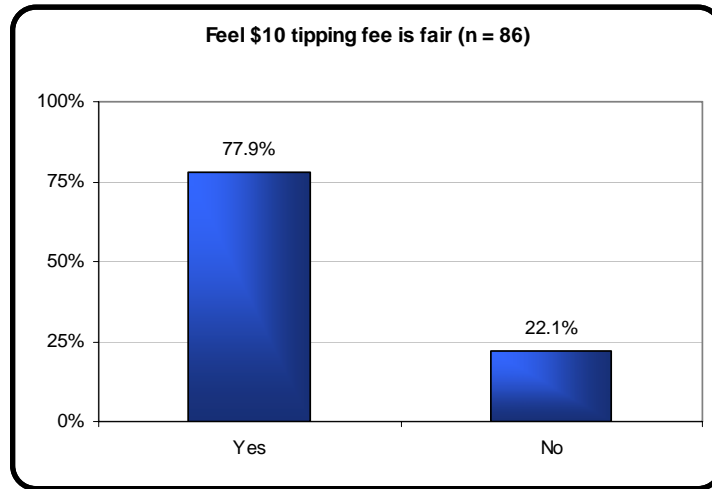
# ESD Utilization



Landscape related waste is the material disposed of by the highest proportion of residents, with two-thirds taking mulch or green waste and 5.8% taking clean fill to Los Reales. Just over one-third are taking general trash to the Landfill as well.

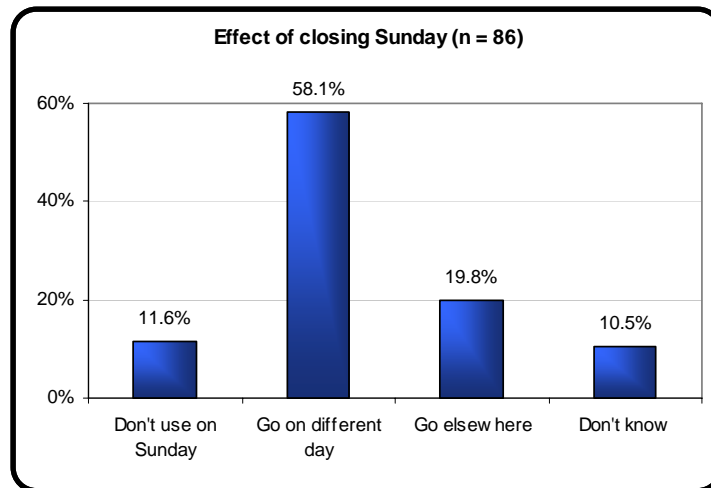
Only 14% haul their recyclables to Los Reales, with the same proportion (14%) taking in scrap metal and slightly less dropping off tires (11.6%). 11.6% also report bringing their household hazardous waste to the Landfill (general HHW – 9.3% and computer parts or accessories – 2.3%). Asphalt is infrequently mentioned (1.2%) and about one-fifth take in other types of materials.

## ESD Utilization



Of those that have used the Los Reales Landfill in the past 12 months, more than three-fourths feel that the \$10 tipping fee is a fair rate.

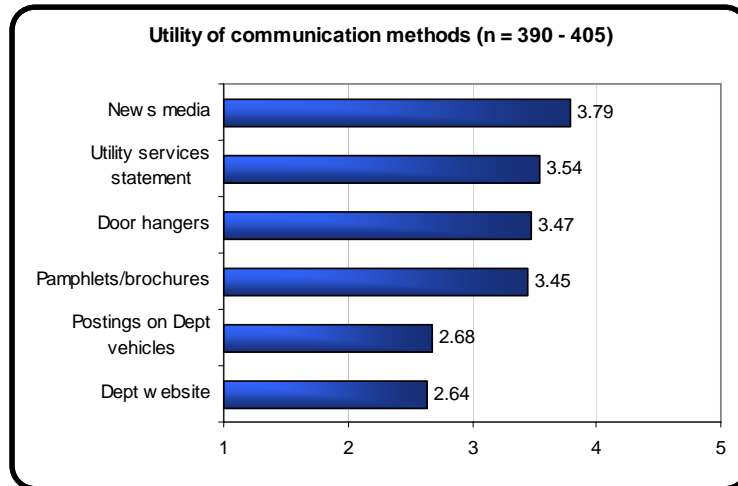
## ESD Utilization



If the Los Reales Landfill closed on Sundays, the majority (58.1%) would go on a different day. In addition, 11.6% would likely be unaffected since they say they do not use the Landfill on Sunday anyway.

One-fifth indicate that they the would go to another location if Sundays were not an option at Los Reales and 10.5% don't know what they would do.

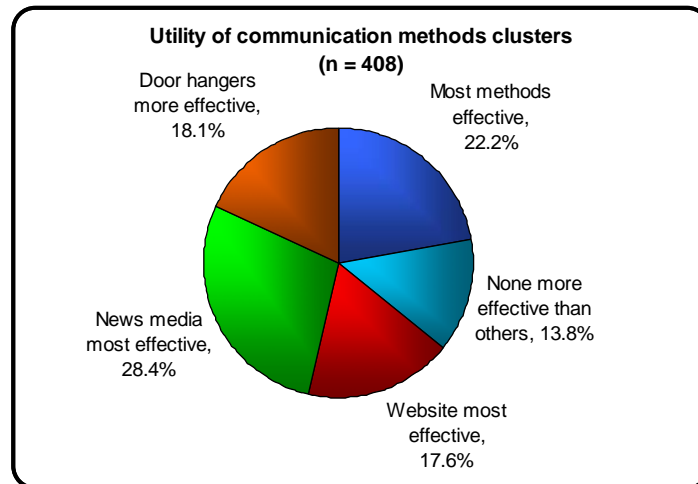
# Media Communications



Communication channels through which information is delivered to the customers are more useful than modes that require residents to seek out the information on their own (e.g. a website), indicating that services are not top of mind for them.

For details about ESD's offerings, residents specifically feel that the news media, inserts/announcements in the utility services statement, door hangers, and pamphlets are somewhat useful (scores in the mid-to-upper "3's"), however postings on Department vehicles and the ESD website are rated on the non-useful end of the 1 to 5 scale.

# Media Communications



Using a cluster analysis, residents can be segmented into five different media utilization groups – those in which (i) door hangers are more effective; (ii) the news media is most effective; (iii) the website is most effective; (iv) most methods are effective; and (v) no media is more effective than the others.

# Media Communications

**Website users are more likely to be:**

- 35 – 44 years old
- AHHI = \$25 - \$35k
- Ward 2 residents

**News media users are more likely to be:**

- 45 years old or older
- Single person households

**Door hanger users are more likely to be:**

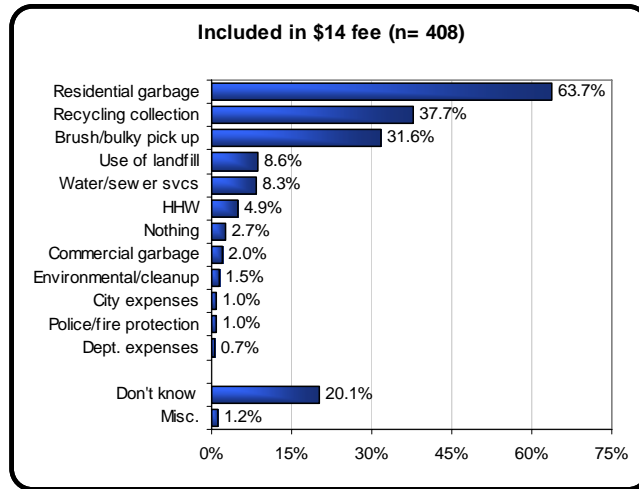
- 35 – 44 years old
- AHHI = \$50k or above
- Ward 6 residents



The demographic profiles for those groups with a specific media preference are shown above.

Specifically, those for whom the website is most effective are more likely to be in their mid-30's to mid-40's, have somewhat lower annual household incomes, and live in Ward 2. News media users are more likely to be older and single occupants in the home, while those who prefer door hangers tend to be 35 – 44, have somewhat high incomes, and reside in Ward 6.

# ESD Funding



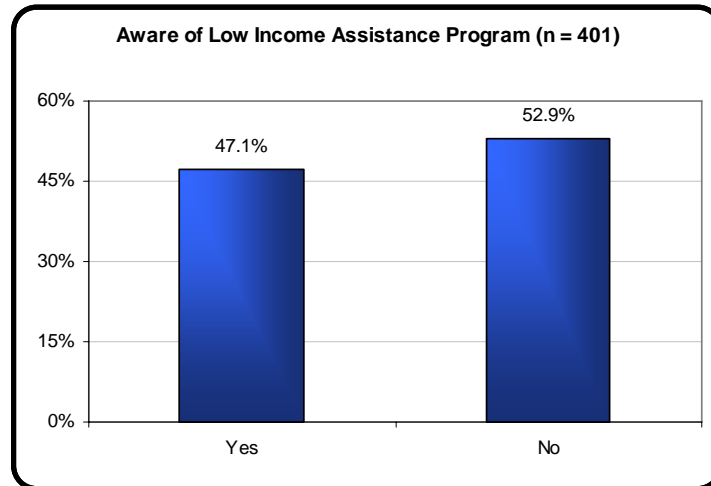
About two-thirds of residents associate garbage collection with the \$14 environmental services fee, which is similar to the proportion that believes residential trash service is provided by ESD (58.6% unaided – page 5). Substantially fewer think that recycling and brush and bulky are included in the \$14 monthly charge (37.7% and 31.6% respectively). Also, a very small number thinks that use of the landfill, the Household Hazardous Waste Program (at Los Reales), commercial trash collection, and general ESD costs are supported by the monthly fee.

Although more than one-fourth of residents believe that water services are provided by ESD, only 8.3% think that this service is included as part of the \$14 rate. A small percentage mentioned environmental and clean-up efforts as being included in the charge as well (1.5%). In addition, public safety (police/fire) and City expenses are infrequently associated with the monthly environmental services fee (only 1% each).

About one-fifth do not know what the \$14 fee is being used for, with 2.7% saying the fee does not pay for anything and 1.2% identifying various other services (traffic devices, unspecified offerings, etc.).

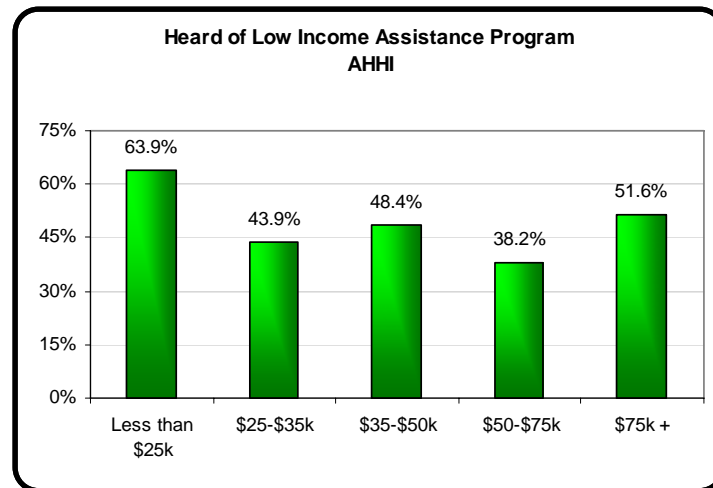


# ESD Funding



Less than half of all residents are aware of the Department's Low Income Assistance Program.

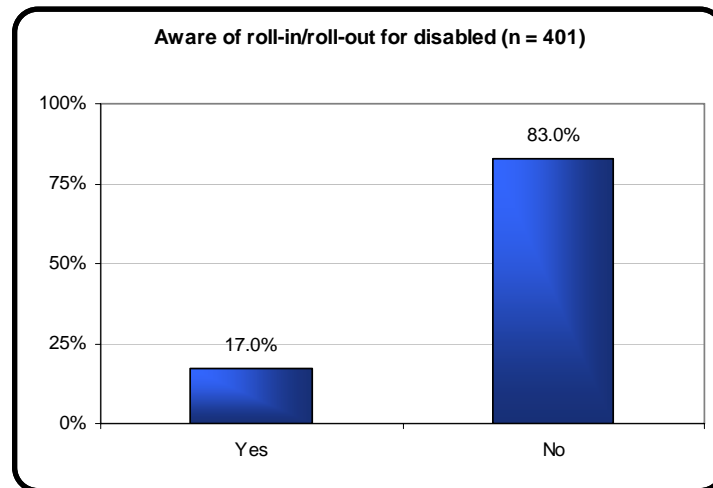
# ESD Funding



Those who are most likely to benefit from the Low Assistance program do not have extremely high awareness rates as might be. Fewer than two-thirds of residents with AHHI under \$25k and less than half of those in the \$25k - \$35k segment have heard of this reduced-fee program.

Females, older residents, those who have lived in their houses longer, and those from smaller households are also more likely to be aware.

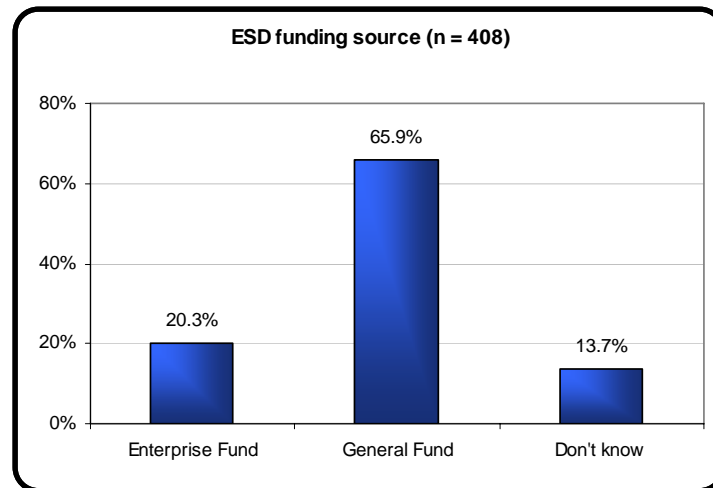
# ESD Funding



Few are aware of the roll-in and roll-out service for the disabled.

Those who have lived in their homes longer, are older, are from smaller households, and who live in Ward 3 are more likely to be aware of this offering.

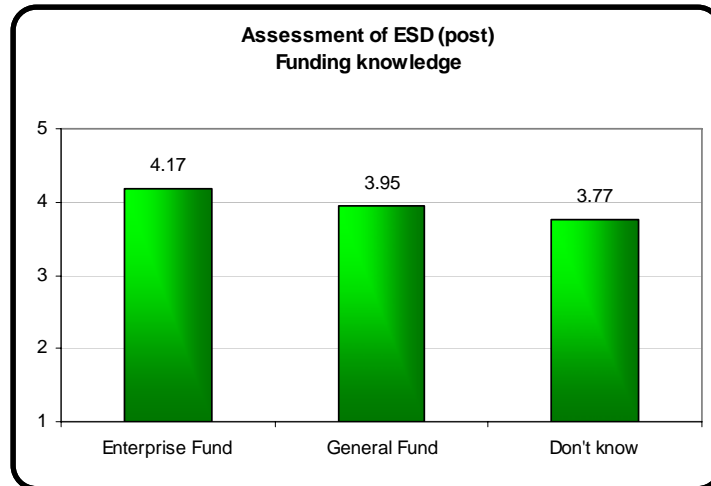
# ESD Funding



Nearly two-thirds think that funding for the Environmental Services Department comes from the City's General Fund, with another 14% unsure as to how the Department is supported.

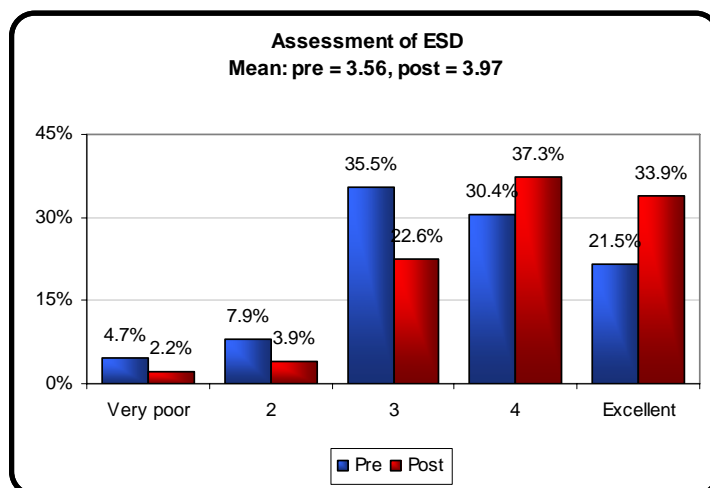
Only one-fifth correctly identified that "the Department must cover its own expenses through the environmental services fees and all other service fees it collects with no additional financial support from the City".

# ESD Funding



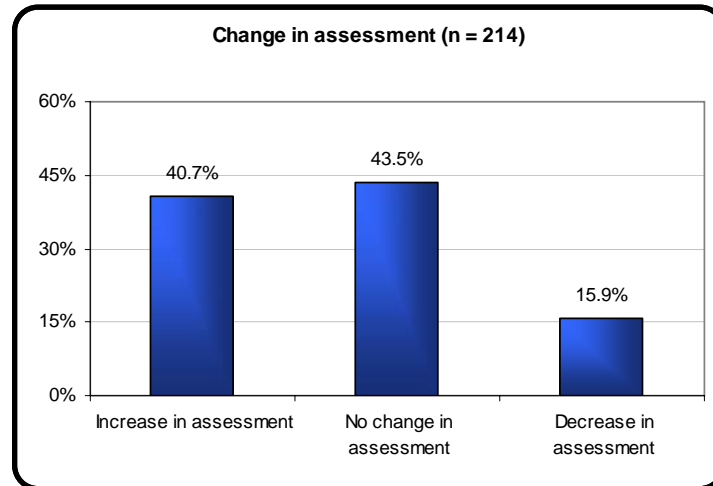
Those who are aware that the Department is funded through an Enterprise Fund are more likely to give ESD a higher assessment score (on the post-information satisfaction rating).

# Department Assessment



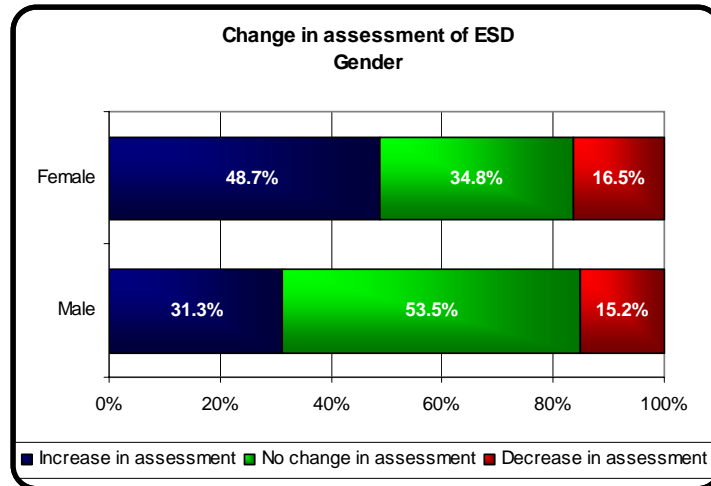
As the survey taking process progressed, respondents likely learned more about and/or were reminded of what ESD is responsible for. The mean assessment scores for the overall Department (which increased from 3.56 to 3.97) indicate that satisfaction is higher when residents are educated about services offerings and other information. Specifically, about half as many residents rated the Department as a “1” or “2” and one-third fewer gave “3’s”, while over 70% gave a “4” or “5” in the post-evaluation.

# Department Assessment



Two-fifths gave a higher assessment score for the Department when presented with some knowledge about or a cue for certain service offerings, while only a relatively small proportion decreased in their post-information ratings.

# Department Assessment

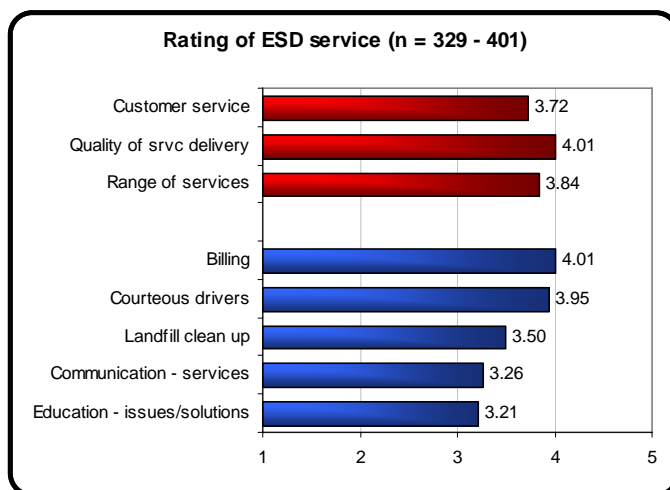


Females were more likely than Males to give a higher assessment after hearing about Department services (48.7% versus 31.3%).

The likelihood of decreasing their ratings is similar for both Males and Females, however Males are more likely to have no change post-information.



# Department Assessment

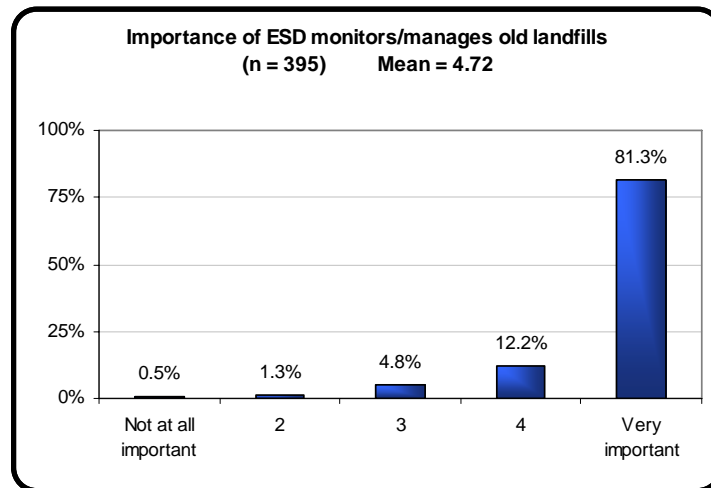


The ratings for several different aspects of ESD are all higher than the neutral point of “3” on the 1 to 5 scale, with several items approaching or exceeding “4”.

When assessing individual components of the Department, customer service, quality of service delivery, and the range of service offerings are the most likely to affect overall satisfaction with ESD (these are highlighted in red and shown in order of importance from top to bottom as resultant from a regression analysis with overall satisfaction as the dependent variable). Among these three factors, customer service receives only moderate ratings, especially when compared to quality and range of services.

For the remaining five aspects (which are not as likely to influence overall satisfaction), billing and courteousness of drivers is scored relatively high, with landfill clean up somewhat lower, and keeping residents informed about services and educating them on waste management issues just above the neutral point of “3”.

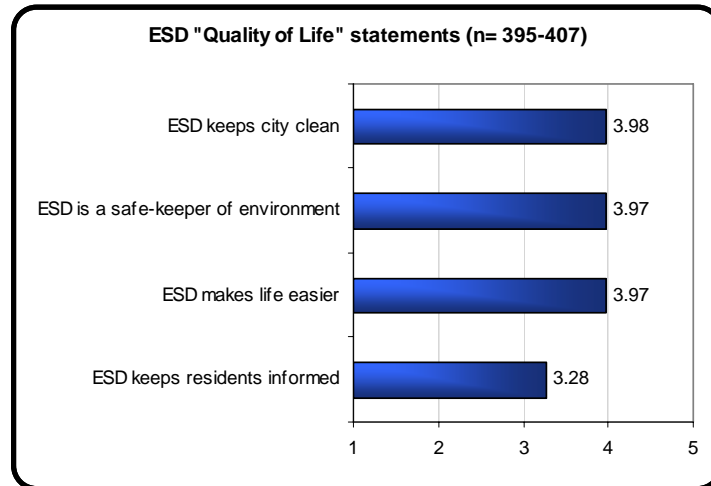
## Perceived Value of ESD



M<sup>i</sup>

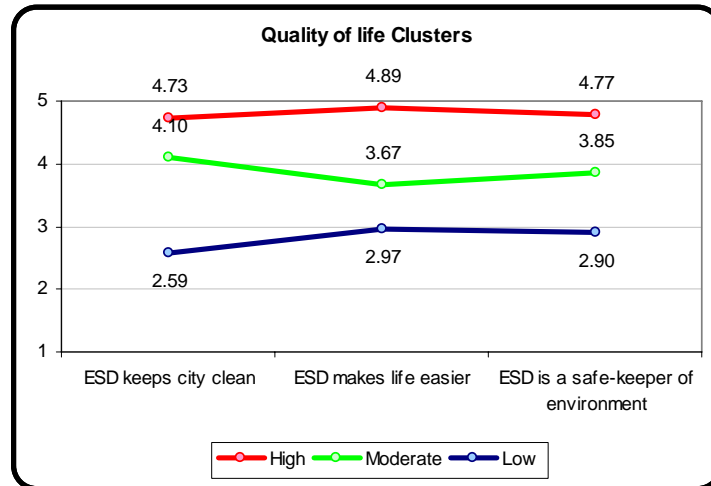
When asked about the importance of ESD monitoring and managing contamination at the City's old landfill sites, most say that it is very important for the Department to do this (81.3%), with an average score of 4.72 on a 5-point scale. However, many do not associate ESD with this role, even on a latent basis (as seen on page 6).

## Perceived Value of ESD



There is general agreement that ESD keeps the city clean, is a safe-keeper of the environment and makes life easier for residents, with scores on these items nearly reaching “4”. However, there is notably less agreement that residents are kept informed regarding waste management solutions.

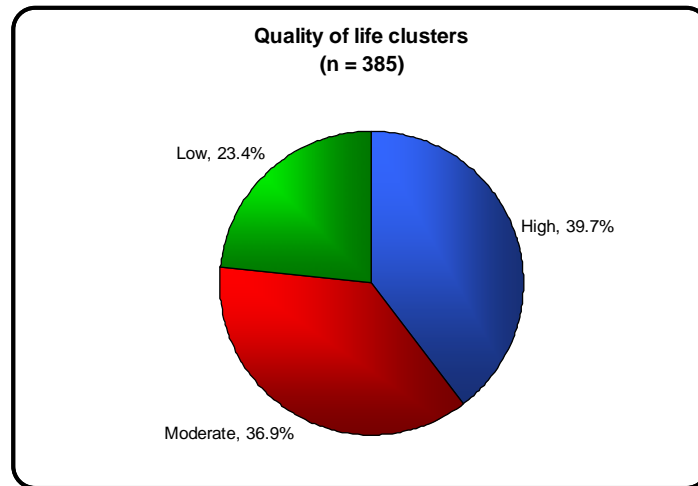
## Perceived Value of ESD



Residents can be segmented (through cluster analysis) based on their assessment of the quality of life factors. As seen above, three groups emerge – those who (i) give ESD high marks on the quality of life issues; (ii) give moderate assessments; and (ii) have a lower opinion.

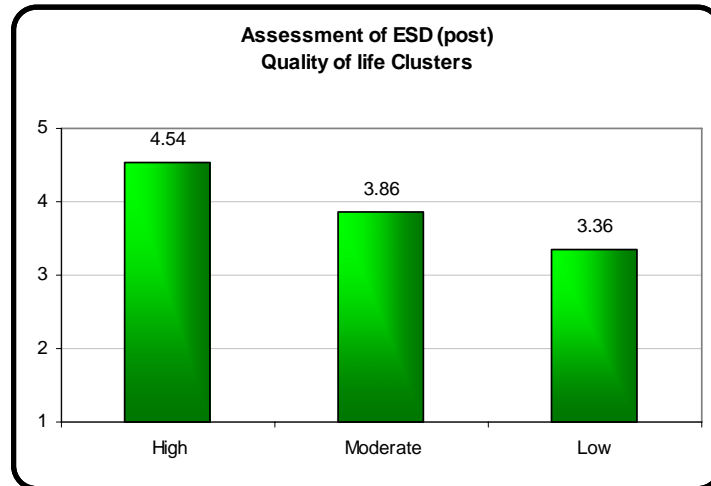
The scores for the high assessment group are very close to “5”, while the moderate group is in the “mid-3” to “low-4” range and the low segment gives ratings below the neutral point of “3”.

## Perceived Value of ESD



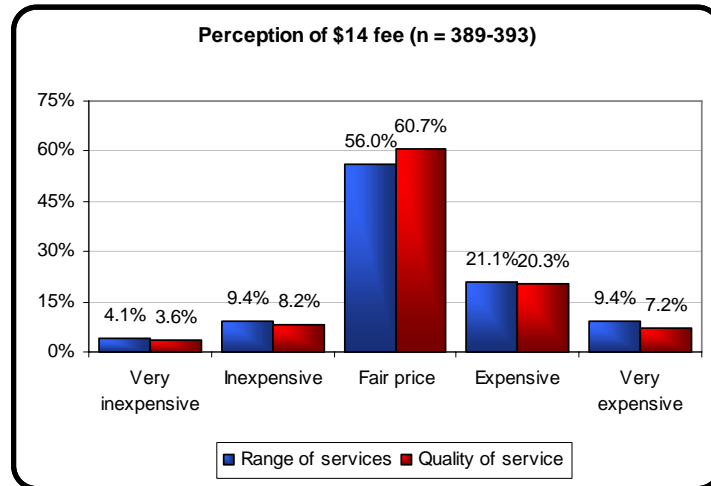
Two-fifths of residents give ESD higher ratings for quality of life issues, while just under one-fourth give “low” assessments.

## Perceived Value of ESD



Residents who believe ESD enhances their quality of life have higher overall satisfaction with the Department. Ratings increase dramatically between the low, moderate, and high segments, with the average score for the high assessment group well above “4”.

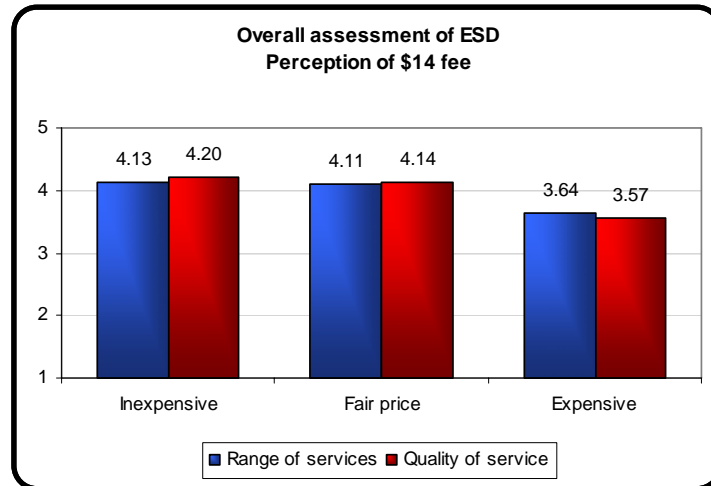
## Perceived Value of ESD



The majority of residents feel that the \$14 environmental services fee is a fair price based on both the quality (60.6%) and range (56.0%) of services ESD offers. A very high correlation indicates that most are not likely to distinguish between the two aspects (i.e. these two factors are assessed similarly by residents).

Less than one-third believe the monthly fee is expensive/very expensive for the services they receive (range – 30.5%, quality – 27.5%), with some considering the rate inexpensive/very inexpensive (range – 13.5%, quality – 11.8%).

## Perceived Value of ESD

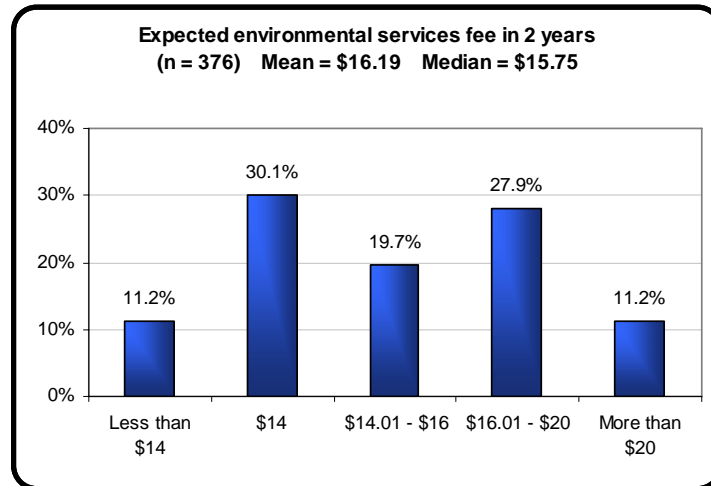


Those who feel that the \$14 fee is expensive are likely to have a lower overall assessment of ESD. Ratings for the “expensive” segment are in the middle “3’s”, which is notably lower than the “4+” scores for the other two groups.

In addition, those who feel that \$14 is “very expensive” are most likely to associate the Department primarily with only garbage collection (and not recycling or the other services offered by ESD).

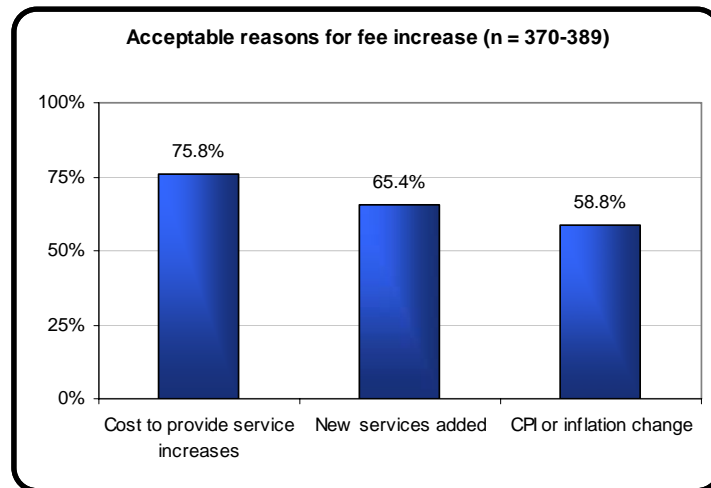


# Future Pricing



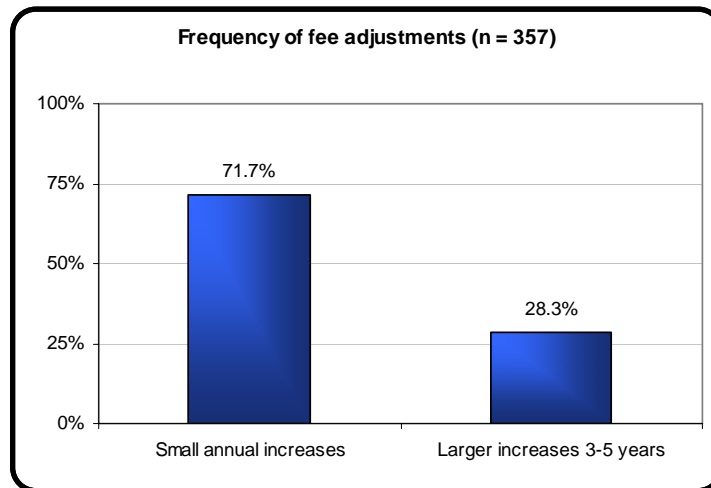
The majority (58.8%) expect the environmental services fee to increase at least somewhat within the next two years. On average, residents expect the fee to be around \$16.

# Future Pricing



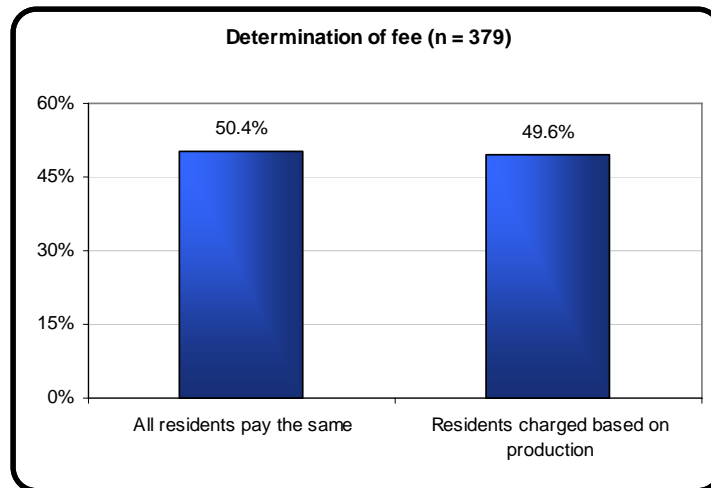
More than three-quarters feel that an increase in the cost of delivering services is an acceptable reason for the fee to increase, and nearly two-thirds feel it is fair to raise rates because new services are added.

# Future Pricing



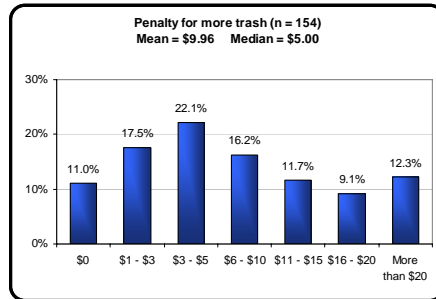
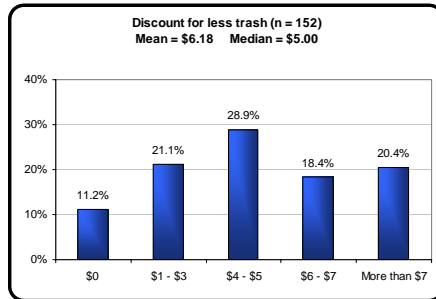
Most would prefer smaller increases on an annual basis rather than larger, less frequent increases.

# Future Pricing



When asked whether all should pay the same fee or the rate should be based on the volume of garbage generated, residents are evenly split on which would be the best way to charge residential customers.

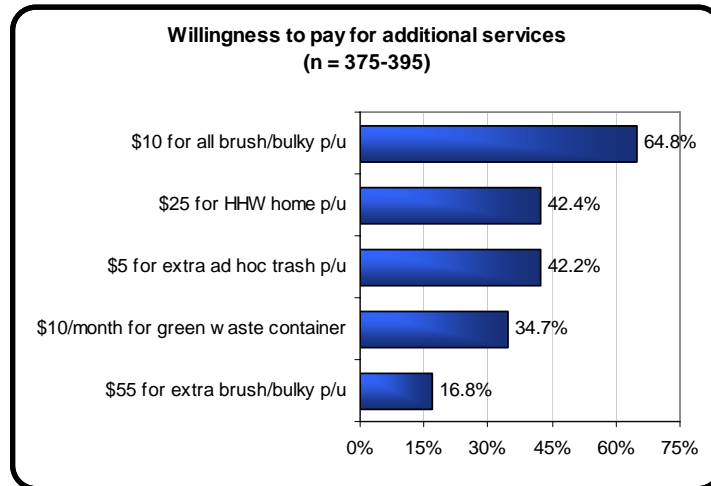
# Future Pricing



For those who feel that there should be a difference in the fees based on production of garbage, on average they would expect a discount of \$6 for those producing less and a surcharge of \$10 for those producing more. Such rates may not be under consideration by the Department, but overall, residents would expect the surcharge to be slightly higher than the discount.

In both instances, the median price difference suggested for those who produce less and more trash is \$5.

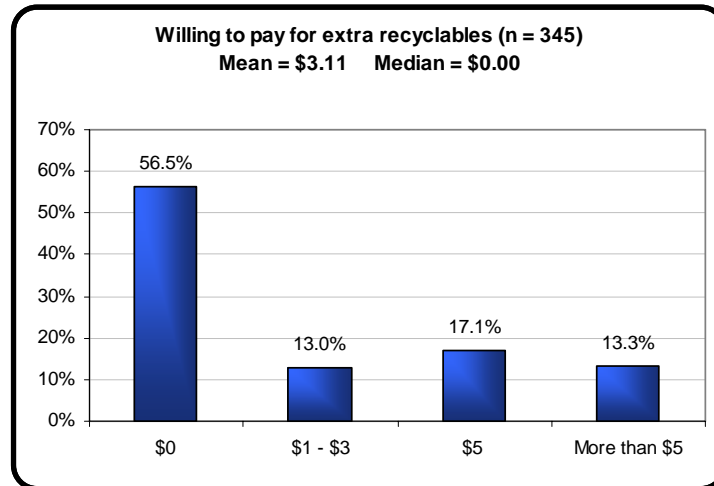
# Additional Services



The majority of residents would be willing to pay \$10 for on-call brush and bulky pick-ups if the current pre-scheduled service were eliminated. Many would also pay for hazardous waste collection at home and extra trash pick-ups during high volume times (about 42% for each), as well as for a dedicated third container for green waste (more than one-third).

Although \$10 per on-call brush and bulky pick-up is acceptable in lieu of pre-scheduled semi-annual service, \$55 for an extra collection in addition to the current two annual ones is not as appealing (64.8% versus 16.8%).

## Additional Services



The majority would not be agreeable to paying more for the ability to recycle additional materials, with more than half saying they would be willing to pay “\$0.”

## Additional Services

Other services that residents indicated they would be willing to pay for include:

- Additional recycling services
- Green waste collection
- Brush and bulky pick ups
- Hazardous materials pick ups
- Improved trash pick ups
- Landfill (free days)

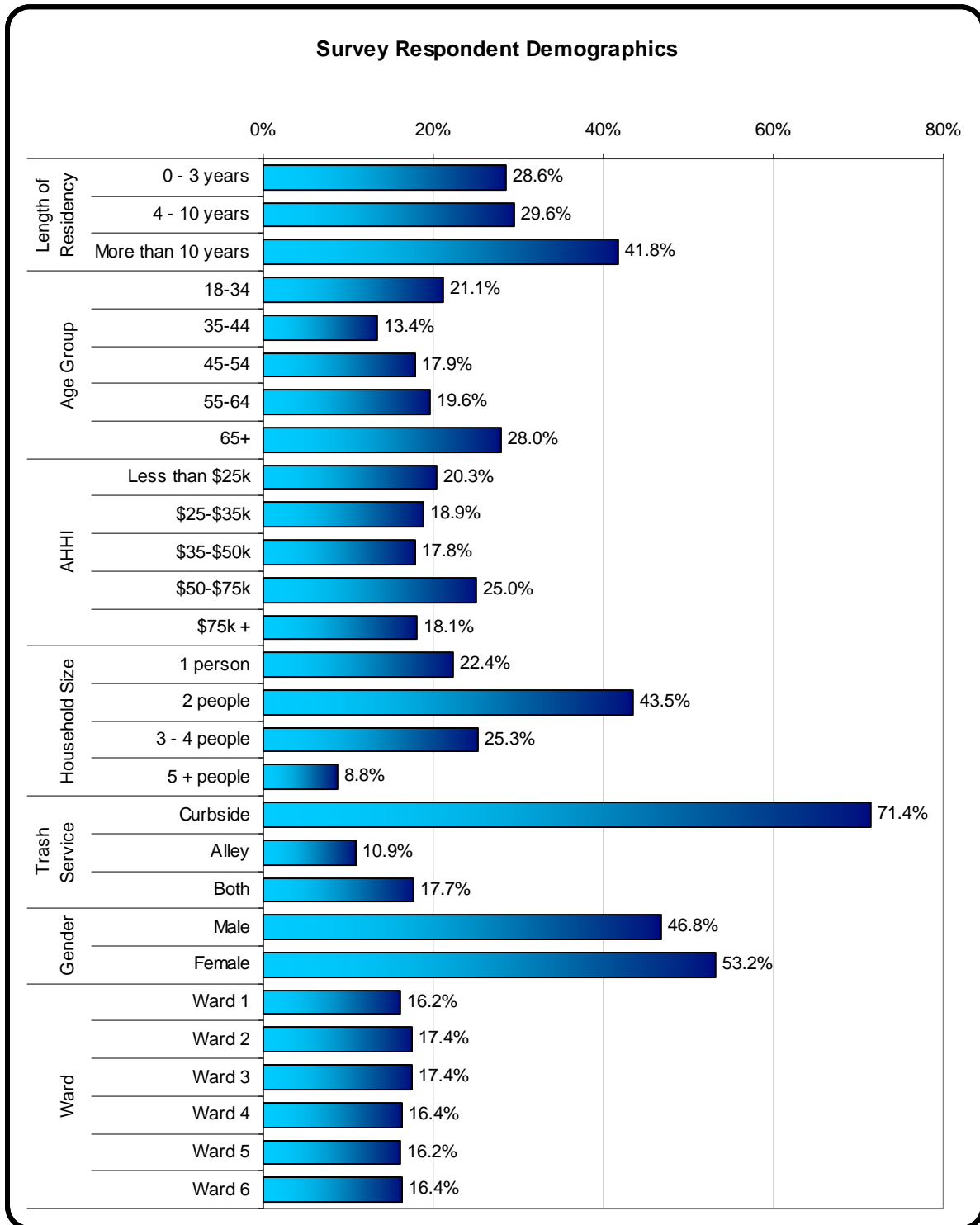


Residents were asked, in an open ended format, what additional service they might like ESD to offer and if they would be willing to pay for the service.

Most of the residents' suggestions related back to items which had already been discussed earlier in the survey: the ability to recycle a greater variety of materials, green waste pick-ups, enhanced brush and bulky service, and at home HHW collection. However, improved trash pick-ups (e.g. more frequent, bigger capacity, cleaner) and a "free" day at the Landfill were also mentioned as potential additions.



### III. SURVEY RESPONDENTS



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## **IV. STUDY DESIGN AND METHODOLOGY**

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### **SURVEY EXECUTION**

A telephone survey was executed from September 11<sup>th</sup> – 21<sup>st</sup>, 2008.

### **SAMPLING FRAME**

Individuals 18 years or older with a landline telephone number who are residential customers of the City of Tucson's Environmental Services Department.

### **SAMPLING METHOD**

A random sample of all residents in the above mentioned sample frame was utilized. Quotas were implemented based on jurisdiction to ensure an adequate sample for those living in each of the six City Wards.

### **SAMPLE SIZE**

The survey sample is 408, thus using a 95% confidence interval, the margin of error is calculated as +/- 4.9%.

### **RESPONSE RATE**

21,992 telephone calls were attempted (not including wrong numbers and disconnects), with 408 completes, 2,146 ineligible, 2,718 refusals and 16,720 un-reachable, for a response rate of 11.6% (based on the CASRO response rate formula).

The 408 completions consist of individuals who took the survey in its entirety – it does not include those who started but did not finish the questionnaire. The average time to complete the telephone survey was 18.74 minutes.

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## V. SURVEY INSTRUMENT

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*Hello, my name is \_\_\_\_\_, and I am calling on behalf of Marketing Intelligence, a local marketing research company. We are surveying local Tucson residents to better understand your perceptions regarding services provided by the City of Tucson. This is not a sales call, your identity will remain anonymous to our client and all of your responses will remain completely confidential. The survey will take approximately nine to twelve minutes depending on the length of your answers. Do you have time to answer some of my questions?*

### Qualification Questions

**A. Are you at least 18 years of age?**

1. Yes
2. No (Ask for another member of the household who is at least 18 years of age. If none are available, thank and terminate)

**B. What is the primary language spoken in your household?**

1. English
2. Spanish (ask if they prefer to take the survey in Spanish)
3. Other

### Section 1 – Knowledge and Usage of ESD Offerings

*I would like to start by asking you a few questions about the City of Tucson's Environmental Services Department.*

**Q1. Have you previously heard of the Environmental Services Department?**

1. Yes
2. No (SKIP TO Q4)
3. Don't know (do not read) (SKIP TO Q4)

**Q2. How did you hear of them?**

**(DO NOT READ LIST TO RESPONDENT, NOTE WHICH ONES ARE MENTIONED)**

1. Environmental Services Department trucks/vehicles/trash or recycling containers/equipment
2. Department's website
3. Used the landfill/Los Reales Landfill
4. Utility services statement/water bill
5. News media (television, newspaper, radio)
6. Door hangers from the Department
7. Word of mouth from friends, neighbors, or family members
8. Phone or personal contact with an ESD employee (driver, phone representative)
9. Other (please specify)

**Q3. In your opinion, how good a job is the City of Tucson's Environmental Services Department doing on a scale from 1 to 5, where 5 means an excellent job and 1 means a very poor job?**

1. 1 – 5 scale
2. 6 = Don't know

**Q4. Which specific services do you believe are provided by the City of Tucson's Environmental Services Department?  
(DO NOT READ LIST TO RESPONDENT, NOTE WHICH ONES ARE MENTIONED)**

1. Collection of residential garbage/trash/refuse
2. Collection of commercial garbage/trash/refuse
3. Wildlife management
4. Clean-up of weedy lots
5. Managing/operating the landfill/Los Reales Landfill
6. Brush and bulky pick up
7. Collection of recyclable materials
8. Testing/managing emissions
9. Household Hazardous Waste Program
10. Water services
11. Clean-up of graffiti
12. Monitoring/management of contamination at old landfill sites
13. Removal of junk vehicles
14. Neighborhood Recycling Centers
15. Other (please specify)

**I am now going to read you some specific services. For each service I mention, please tell me whether or not you think the City of Tucson's Environmental Services Department currently provides the service:**

**(DO NOT ASK THE QUESTION IF THE RESPONDENT MENTIONED THE SERVICE IN QUESTION 4)**

**(ROTATE QUESTIONS 5 – 15)**

- Q5. Collection of residential garbage, trash and/or refuse**
- Q6. Clean-up of weedy lots**
- Q7. Managing and/or operating the Los Reales Landfill**
- Q8. Brush and bulky pick up**
- Q9. Collection of recyclable materials**
- Q10. Household Hazardous Waste Program**
- Q11. Water services**
- Q12. Clean-up of graffiti**
- Q13. Monitoring and/or management of contamination at old landfill sites**
- Q14. Removal of junk vehicles**
- Q15. Neighborhood Recycling Centers**
  1. Yes
  2. No
  3. Don't know (do not read)

***I would now like to ask you about your usage and evaluation of specific services provided by the City of Tucson's Environmental Services Department.***

For each service I mention, please tell me whether you use the service regularly, occasionally, or never.

**Q16. The Los Reales Landfill**

**Q17. Brush and bulky pick ups**

**Q18. The Household Hazardous Waste Program at the Los Reales Landfill**

1. Regularly
2. Occasionally
3. Never
4. Don't know (do not read)

For each service I mention, please tell me how satisfied you are with the quality of service on a scale from 1 to 5 where 5 means very satisfied and 1 means very dissatisfied.

**Q19. Collection of residential garbage, trash and/or refuse**

**Q20. Collection of recyclable materials**

**(DO NOT ASK ABOUT THE FOLLOWING SERVICES IF THE RESPONDENT SAID "NEVER" OR "DON'T KNOW" FOR THAT SERVICE IN QUESTIONS 16 – 18)**

**Q21. The Los Reales Landfill**

**Q22. Brush and bulky pick ups**

**Q23. The Household Hazardous Waste Program at the Los Reales Landfill**

1. 1 – 5 scale
2. 6 = Don't know

If the Environmental Services Department wanted to provide you with information about its services, how useful would each of the following methods be from your point of view on a scale from 1 to 5 where 5 means very useful and 1 means not at all useful?

**(ROTATE QUESTIONS 24 – 29)**

**Q24. Postings on Department trucks and vehicles**

**Q25. The Department's Website**

**Q26. Inserts or announcements in your monthly utility services statement or water bill**

**Q27. The news media (television, newspaper, radio)**

**Q28. Door hangers**

**Q29. Pamphlets or brochures**

1. 1 – 5 scale
2. 6 = Don't know

***Now I would like to look more closely at some of the services offered by the Environmental Services Department. First, the Brush and Bulky pick up service...***

**Q30. Are you aware that in addition to your two scheduled annual pick ups, you are able to have brush and bulky pick ups on an on-call basis for a fee?**

1. Yes
2. No
3. Don't know (do not read)

***Looking next at the landfill...***

- Q31. Have you used the Los Reales Landfill within the previous 12 months?**  
**(DO NOT ASK THIS QUESTION TO RESPONDENTS WHO SAID “NEVER” OR “DON’T KNOW” TO QUESTION 16. FOR THOSE WHO SAID “NEVER” OR “DON’T KNOW” TO QUESTION 16, SKIP TO QUESTION 36)**
1. Yes
  2. No (SKIP TO Q36 )
  3. Don’t know (do not read) (SKIP TO Q36)
- Q32. How many times have you used the landfill within the previous 12 months?**
1. Open-ended numeric response
- Q33. What items do you generally take to the landfill?**  
**(DO NOT READ LIST TO RESPONDENT, NOTE WHICH ONES ARE MENTIONED)**
1. Mixed refuse (general trash)
  2. Old computers, computer parts/accessories
  3. Asphalt
  4. Recyclables (paper, cardboard, plastic bottles, aluminum cans)
  5. Mulch/green waste/landscape waste
  6. Scrap metal
  7. Animal remains
  8. Clean fill (dirt)
  9. Tires
  10. Household hazardous waste items (batteries, paint, pesticides, light bulbs, oil, solvents/chemicals, automotive fluids, cleaning products, medication)
  11. Other
- Q34. Do you feel that the \$10 tipping fee is a fair rate for use of the Los Reales Landfill services?**
1. Yes
  2. No
  3. Don’t know (do not read)
- Q35. If the landfill closed on Sundays, how would that change your usage?**
1. I don’t use the landfill on Sundays anyway
  2. I would go on a different day
  3. I would find somewhere else to dispose of my items
  4. Don’t know (do not read)

## **Section 2 – Knowledge of ESD Funding**

**Q36. Each month, there is a \$14 environmental services fee on the utility services statement, also commonly referred to as the water bill, for all City of Tucson residents. What do you think is provided to residents for this fee?**

**(DO NOT READ LIST TO RESPONDENT, NOTE WHICH ONES ARE MENTIONED)**

1. Collection of residential garbage/trash/refuse
2. Collection of recyclable materials
3. Brush and bulky pick up
4. Use of the landfill/Los Reales Landfill
5. Use of the Household Hazardous Waste Program
6. Police and fire services/public safety
7. Commercial trash collection
8. Other (please specify)

**Q37. Have you ever heard of the City of Tucson Environmental Services Department's Low Income Assistance Program, a reduced-fee program for low income residents?**

1. Yes
2. No
3. Don't know (do not read)

**Q38. Are you aware that the Department also offers a roll-in/roll-out service for disabled customers?**

1. Yes
2. No
3. Don't know (do not read)

**Q39. In your opinion, which of the following statements about the Environmental Services Department is accurate?**

**(ROTATE STATEMENTS 1 AND 2)**

1. The Department must cover its own expenses through the environmental services fees and all other service fees it collects with no additional financial support from the City
2. The Department is funded through the taxes collected by Tucson's City government
3. Don't know (do not read)

### **Section 3 – Overall Evaluations of ESD**

**Q40. Overall, how satisfied are you with the services provided by the City of Tucson's Environmental Services Department on a scale from 1 to 5, where 5 means you are very satisfied and 1 means you are very dissatisfied?**

1. 1 – 5 scale
2. 6 = Don't know

**How would you rate the Environmental Services Department overall in terms of the following, using a scale from 1 to 5 where 5 means excellent and 1 means very poor?**

**(ROTATE QUESTIONS 41 – 48)**

- Q41. Range of services offered**
  - Q42. Quality of service delivery**
  - Q43. Customer service and support**
  - Q44. Courteousness of drivers**
  - Q45. Billing services**
  - Q46. Clean-up and restoration of contaminated landfill sites**
  - Q47. Keeping City residents informed about services**
  - Q48. Educating City residents about waste management issues and solutions**
1. 1 – 5 scale
  2. 6 = Don't know

### **Section 4 – Perceived Value of ESD Services**

**Q49. How important is it to you that the Environmental Services Department monitors and manages contamination at old landfill sites in the City of Tucson, on a scale from 1 to 5 where 5 means very important and 1 means not at all important?**

1. 1 – 5 scale
2. 6 = Don't know

**Please indicate your agreement or disagreement with each of the following statements using a scale from 1 to 5 where 5 means completely agree and 1 means completely disagree.**

**(ROTATE QUESTIONS 50 – 53)**

- Q50. ESD services allow us to live in a more beautiful and healthier environment by keeping our City clean**
  - Q51. ESD makes my life easier by providing reliable and easy-to-use services**
  - Q52. ESD keeps residents well informed about waste management solutions**
  - Q53. ESD serves as one of the safe-keepers of our environment**
1. 1 – 5 scale
  2. 6 = Don't know

**The current environmental services fees are \$14 per month for residents as included in the monthly utility services statement, also commonly referred to as the water bill.**



**Q54. Based on the RANGE OF SERVICES offered by the Environmental Services Department, would you say this fee is very expensive, expensive, a fair price, inexpensive, or very inexpensive?**

1. Very inexpensive
2. Inexpensive
3. A fair price
4. Expensive
5. Very expensive
6. Don't know (do not read)

**Q55. Based on YOUR EXPERIENCE WITH THE QUALITY OF SERVICES delivered by the Environmental Services Department, would you say this fee is very expensive, expensive, a fair price, inexpensive, or very inexpensive?**

1. Very inexpensive
2. Inexpensive
3. A fair price
4. Expensive
5. Very expensive
6. Don't know (do not read)

**Q56. Assuming that the range of services offered does not change, what would you expect the monthly environmental services fee to be two years from now?**

1. Open-ended dollar value (\$xx.xx)

**Often times fees need to be adjusted. For each of the following, please tell me whether or not you feel a fee increase would be fair.**

**Q57. Fee increases because the cost to provide the services has increased**

**Q58. Fee increases because new services have been added**

**Q59. Fee increases based on an index such as the Consumer Price Index or inflation**

1. Yes
2. No
3. Don't know (do not read)

**Q60. How often do you feel service fees should be adjusted? Would you prefer...**

1. Smaller increase on an annual basis
2. Larger increases that take place every three to five years
3. Don't know (do not read)

**Q61. Which of the following do you feel is the best way to determine the environmental services fee?**

1. All residents should pay the same rate (SKIP TO Q64)
2. Residents should be charged based on how much trash they produce
3. Don't know (do not read) (SKIP TO Q64)

**If a household's monthly trash production was classified as a little, average, or a lot...**

- Q62. How much less per month should a household that produces a little trash have to pay than a household that produces an average amount of trash?**  
1. Open-ended dollar value (\$xx.xx)
- Q63. How much more per month should a household that produces a lot of trash have to pay than a household that produces an average amount of trash?**  
1. Open-ended dollar value (\$xx.xx)

### **Section 5 – Additional Services**

***I would now like to ask you a few questions about other services that are currently being offered or that may be offered in the future.***

**Please indicate whether or not you would be willing to pay:**

- Q64. \$55 for an extra pick up of brush and bulky items in addition to the two pre-scheduled pick-ups you get each year**
- Q65. \$10 for an on-call pick-up if all pre-scheduled brush and bulky pick-ups were replaced completely by on-call service**
- Q66. \$5 per extra garbage bag for pick up during your high volume times, such as holidays or parties**
- Q67. \$25 for home pick up of household hazardous waste**
- Q68. \$10 per month for a third container dedicated for green or landscape waste**  
1. Yes  
2. No  
i. **(IF NO) Why not?**  
(DO NOT READ LIST TO RESPONDENT, NOTE WHICH ONES ARE MENTIONED)  
1. Do not have any need for the additional service  
2. Do not want to pay the extra fee  
3. Other  
3. Don't know (do not read)
- Q69. How much more would you be willing to pay per month if you were able to recycle a greater variety of materials, such as Styrofoam and aluminum foil?**  
1. Open-ended dollar value (\$xx.xx)
- Q70. If you could pick ONE additional service to be offered by ESD, what would that be?**  
1. Open-ended response  
2. 99 = None, nothing, don't know (do not read) (SKIP TO 72)
- Q71. How much would you be willing to pay for this service?**  
1. Open-ended dollar value (\$xx.xx)

## **Section 6 – Demographics**

***Finally, we would like to get some additional information about you that will help us to better understand your opinions. This information will be used for classification purposes only, and as a reminder your identity will remain anonymous and all of your responses will remain completely confidential.***

**Q72. How long have you lived at your current address?**

1. Open ended numeric response in number of years

**Q73. Which of the following best describes your age group?**

1. 18 – 24
2. 25 – 34
3. 35 – 44
4. 45 – 54
5. 55 – 64
6. 65 or above
7. Refused (do not read)

**Q74. Which of the following best describes your total combined annual household income?**

1. Less than \$25,000
2. Between \$25,000 and \$34,999
3. Between \$35,000 and \$49,999
4. Between \$50,000 and \$74,999
5. Between \$75,000 and \$99,999
6. \$100,000 or more
7. Refused (do not read)

**Q75. How many people currently live or stay in your home?**

1. Open ended numeric response

**Q76. Which of the following best describes the type of service you have for trash pick-up?**

1. Curbside only
2. Alley only
3. Both curbside and alley
4. Don't know (don't read)

**Q77. What is your zip code at your current residence?**

1. Open ended response

**Q78. Coded Gender**

1. Male
2. Female

**Q79. Coded City Ward**

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6

## VI. STATISTICAL TABLES

### ESD AWARENESS

		Column N %	Count
Heard of ESD	Yes	58.3%	238
	No	39.7%	162
	Don't know	2.0%	8

		Heard of ESD	
		Yes	No
		Row N %	Row N %
Length of residency at current address	0 - 3 years	47.8%	52.2%
	4 - 10 years	62.4%	37.6%
	More than 10 years	65.9%	34.1%
Age Group	18-34	40.5%	59.5%
	35-44	48.1%	51.9%
	45-54	73.9%	26.1%
	55-64	72.4%	27.6%
	65+	61.6%	38.4%
AHHI	Less than \$25k	52.1%	47.9%
	\$25-\$35k	53.0%	47.0%
	\$35-\$50k	66.7%	33.3%
	\$50-\$75k	59.6%	40.4%
	\$75k +	71.9%	28.1%
Household size	1 person	61.8%	38.2%
	2 people	62.6%	37.4%
	3 - 4 people	54.9%	45.1%
	5 + people	52.9%	47.1%
Gender	Male	60.8%	39.2%
	Female	58.4%	41.6%
Ward	Ward 1	46.9%	53.1%
	Ward 2	67.1%	32.9%
	Ward 3	57.1%	42.9%
	Ward 4	63.1%	36.9%
	Ward 5	54.7%	45.3%
	Ward 6	67.2%	32.8%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

		Column N %	Count
How heard of ESD	Don't know	4.2%	10
	Misc.	2.5%	6
	Other outreach	1.3%	3
	Recycling outreach	1.7%	4
	Dept website	2.1%	5
	Used landfill	2.1%	5
	Door hangers	2.1%	5
	Current/former City employee	2.5%	6
	Other work connection	3.8%	9
	Phone/personal contact	7.1%	17
	Word of mouth	9.7%	23
	Utility services statement	16.8%	40
	Dept vehicles/ containers/ equipment	18.1%	43
	News media	41.6%	99

		Column N %	Count
Assessment of ESD	Very poor	4.7%	10
	2	7.9%	17
	3	35.5%	76
	4	30.4%	65
	Excellent	21.5%	46

		Assessment of ESD
		Mean
Length of residency at current address	0 - 3 years	3.69
	4 - 10 years	3.60
	More than 10 years	3.46
Age Group	18-34	3.71
	35-44	3.74
	45-54	3.44
	55-64	3.40
	65+	3.65
AHHI	Less than \$25k	3.10
	\$25-\$35k	3.50
	\$35-\$50k	3.54
	\$50-\$75k	3.65
	\$75k +	3.74
Household size	1 person	3.56
	2 people	3.52
	3 - 4 people	3.56
	5 + people	3.81
Trash service	Curbside	3.62
	Alley	3.31
	Both	3.60
Gender	Male	3.66
	Female	3.48
Ward	Ward 1	3.62
	Ward 2	3.53
	Ward 3	3.59
	Ward 4	3.49
	Ward 5	3.73
	Ward 6	3.45

\*\*\* No statistically significant differences in mean scores \*\*\*

		Column N %	Count
Services provided by ESD	Misc	1.0%	4
	Removal of junk cars	0.2%	1
	Manage utilities	0.5%	2
	Other recycling	0.7%	3
	Wildlife management	1.0%	4
	Manage old landfills	1.0%	4
	Transportation/roads	1.5%	6
	Parks/trees	1.5%	6
	Other environmental	1.5%	6
	Graffiti clean up	1.7%	7
	Don't know	15.9%	65
	Air quality	2.0%	8
	Manage landfill	3.7%	15
	HHW	4.4%	18
	Clean up of weedy lots	4.7%	19
	Neighborhood recycling ctrs	7.4%	30
	Brush/bulky pick up	11.5%	47
	Commercial garbage	13.5%	55
	Water services	26.2%	107
	Recycling collection	28.7%	117
	Residential garbage	58.6%	239

		Services provided by ESD						
		Residential garbage	Commercial garbage	Brush/bulky pick up	Recycling collection	Water services	Air quality	Don't know
Length of residency at current address	0 - 3 years	52.2%	14.8%	7.0%	28.7%	27.8%	1.7%	15.7%
	4 - 10 years	61.3%	10.9%	11.8%	26.1%	30.3%	2.5%	11.8%
	More than 10 years	60.7%	14.9%	14.3%	30.4%	22.6%	1.8%	19.0%
Age Group	18-34	52.9%	9.4%	8.2%	27.1%	34.1%	0.0%	20.0%
	35-44	57.4%	20.4%	7.4%	35.2%	22.2%	0.0%	7.4%
	45-54	65.3%	18.1%	13.9%	33.3%	26.4%	4.2%	18.1%
	55-64	54.4%	5.1%	15.2%	25.3%	22.8%	5.1%	13.9%
	65+	61.1%	15.9%	12.4%	26.5%	23.9%	0.9%	17.7%
AHHI	Less than \$25k	53.4%	16.4%	5.5%	15.1%	23.3%	0.0%	27.4%
	\$25-\$35k	57.4%	8.8%	8.8%	32.4%	26.5%	2.9%	20.6%
	\$35-\$50k	57.8%	21.9%	15.6%	28.1%	21.9%	6.3%	14.1%
	\$50-\$75k	57.8%	14.4%	11.1%	28.9%	30.0%	2.2%	8.9%
	\$75k +	64.6%	9.2%	15.4%	41.5%	30.8%	0.0%	4.6%
Household size	1 person	53.8%	13.2%	11.0%	29.7%	24.2%	1.1%	18.7%
	2 people	61.0%	12.4%	13.6%	28.8%	27.7%	2.3%	12.4%
	3 - 4 people	58.3%	18.4%	10.7%	29.1%	26.2%	2.9%	15.5%
	5 + people	58.3%	5.6%	5.6%	25.0%	25.0%	0.0%	27.8%
Gender	Male	59.7%	12.6%	12.6%	29.8%	26.2%	1.0%	14.1%
	Female	57.6%	14.3%	10.6%	27.6%	26.3%	2.8%	17.5%
Ward	Ward 1	51.5%	12.1%	6.1%	18.2%	31.8%	4.5%	22.7%
	Ward 2	64.8%	15.5%	14.1%	33.8%	25.4%	4.2%	12.7%
	Ward 3	53.5%	5.6%	18.3%	31.0%	28.2%	1.4%	16.9%
	Ward 4	70.1%	19.4%	7.5%	37.3%	25.4%	0.0%	7.5%
	Ward 5	57.6%	16.7%	9.1%	15.2%	27.3%	1.5%	21.2%
	Ward 6	53.7%	11.9%	13.4%	35.8%	19.4%	0.0%	14.9%

\*\*\* No statistically significant differences \*\*\*

	Awareness of ESD services				
	Unaided	Aided	No/don't know	No	Don't know
** Removal of junk cars	0%	31%	69%	44%	25%
** Clean up graffiti	2%	49%	49%	32%	17%
** Clean up of weedy lots	5%	39%	56%	39%	17%
** Water services	23%	47%	30%	23%	7%
Manage old landfills	1%	67%	32%	10%	23%
Manage Los Reales Landfill	4%	60%	36%	15%	21%
HHW	4%	67%	28%	15%	13%
Neighborhood recycling ctrs	7%	70%	22%	14%	9%
Brush bulky pickup	12%	77%	12%	8%	4%
Recycling collection	29%	64%	8%	6%	2%
Residential garbage	59%	31%	11%	8%	3%

\*\* indicates services not provided by ESD \*\*

#### Correlations

		Assessment of ESD	Correct number of services aware of
Assessment of ESD	Pearson Correlation	1	.167*
	Sig. (2-tailed)		.014
	N	214	214
Correct number of services aware of	Pearson Correlation	.167*	1
	Sig. (2-tailed)	.014	
	N	214	408

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*\* Some correlation between the number of services a person is aware of and satisfaction with the Department \*\*\*

	Assessment of ESD	
		Mean
Correct number of services aware of	0	.
	1	.
	2	1.50
	3	3.60
	4	3.38
	5	3.41
	6	3.60
	7	3.72
	Total	3.56



### Correlations

		Assessment of ESD	Incorrect number of services aware of
Assessment of ESD	Pearson Correlation	1	-.012
	Sig. (2-tailed)		.861
	N	214	214
Incorrect number of services aware of	Pearson Correlation	-.012	1
	Sig. (2-tailed)	.861	
	N	214	408

\*\*\* No significant negative correlation for incorrect services provided and assessment \*\*\*

	Service Awareness Clusters														
	Cluster 1			Cluster 2			Cluster 3			Cluster 4			Cluster 5		
	Unaware	Aided awareness	Unaided awareness	Unaware	Aided awareness	Unaided awareness	Unaware	Aided awareness	Unaided awareness	Unaware	Aided awareness	Unaided awareness	Unaware	Aided awareness	Unaided awareness
Manage Los Reales Landfill	99%	0%	1%	28%	61%	12%	58%	41%	1%	0%	100%	0%	3%	93%	4%
Manage old landfills	63%	37%	0%	20%	78%	2%	29%	71%	0%	24%	75%	1%	27%	72%	2%
HHW	49%	49%	1%	0%	84%	16%	56%	43%	1%	18%	82%	0%	25%	72%	3%
Neighborhood recycling ctrs	31%	64%	5%	0%	100%	0%	30%	67%	3%	0%	100%	0%	65%	0%	35%
Brush bulky pickup	6%	83%	11%	0%	73%	27%	52%	44%	4%	3%	97%	0%	3%	79%	18%
Residential garbage	0%	49%	51%	5%	20%	76%	51%	14%	36%	0%	40%	60%	4%	27%	69%
Recycling collection	7%	91%	1%	0%	23%	77%	36%	26%	38%	0%	97%	3%	0%	72%	28%

	Service Awareness Clusters - Collapsed								
	Primarily garbage			Garbage and recycling - most knowledgeable			Least knowledgeable		
	Unaided awareness	Aided awareness	Unaware	Unaided awareness	Aided awareness	Unaware	Unaided awareness	Aided awareness	Unaware
Manage Los Reales Landfill	2%	66%	33%	12%	61%	28%	1%	41%	58%
Manage old landfills	1%	62%	37%	2%	78%	20%	0%	71%	29%
HHW	1%	69%	30%	16%	84%	0%	1%	43%	56%
Neighborhood recycling ctrs	11%	61%	28%	0%	100%	0%	3%	67%	30%
Brush bulky pickup	8%	88%	4%	27%	73%	0%	4%	44%	52%
Recycling collection	9%	88%	2%	77%	23%	0%	38%	26%	36%
Residential garbage	59%	39%	1%	76%	20%	5%	36%	14%	51%

		Column N %	Count	
Service Awareness Cluster	Primarily garbage	61.0%	249	Clusters 1, 4, 5
	Garbage and recycling - most knowledgeable	21.1%	86	Cluster 2
	Least knowledgeable	17.9%	73	Cluster 3
	Total	100%	408	

Service Awareness Cluster			
	Garbage and recycling - most knowledgeable	Primarily garbage	Least knowledgeable
Assessment of ESD	3.82	3.47	3.32

		Service Awareness Cluster		
		Garbage and recycling - most knowledgeable	Primarily garbage	Least knowledgeable
		Column N %	Column N %	Column N %
Length of residency at current address	0 - 3 years	21%	28%	39%
	4 - 10 years	33%	28%	31%
	More than 10 years	45%	44%	31%
Age Group	18-34	14%	20%	32%
	35-44	17%	11%	18%
	45-54	26%	17%	11%
	55-64	19%	21%	16%
	65+	25%	31%	23%
AHHI	Less than \$25k	13%	22%	21%
	\$25-\$35k	17%	19%	20%
	\$35-\$50k	21%	18%	15%
	\$50-\$75k	16%	27%	30%
	\$75k +	33%	14%	15%
Household size	1 person	20%	23%	23%
	2 people	48%	42%	44%
	3 - 4 people	29%	26%	18%
	5 + people	4%	9%	15%
Gender	Male	44%	47%	49%
	Female	56%	53%	51%
Ward	Ward 1	7%	21%	12%
	Ward 2	22%	15%	22%
	Ward 3	26%	16%	14%
	Ward 4	21%	15%	18%
	Ward 5	6%	21%	12%
	Ward 6	19%	14%	22%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

	Aware of ad hoc brush/bulky	
	Yes	No
	Row N %	Row N %
Total	30.0%	70.0%

	Aware of ad hoc brush/bulky	
	Yes	No
	Mean	Mean
Brush and bulky	4.45	4.25

\*\*\* Small increase in satisfaction (in regard to b/b pickup) for those who are aware of ad hoc pick up service, but not a statistically significant difference \*\*\*

		Aware of ad hoc brush/bulky	
		Yes	No
		Row N %	Row N %
Length of residency at current address	0 - 3 years	14.0%	86.0%
	4 - 10 years	31.0%	69.0%
	More than 10 years	38.7%	61.3%
Age Group	18-34	10.6%	89.4%
	35-44	17.3%	82.7%
	45-54	31.0%	69.0%
	55-64	29.5%	70.5%
	65+	48.7%	51.3%
AHHI	Less than \$25k	34.3%	65.7%
	\$25-\$35k	36.8%	63.2%
	\$35-\$50k	26.6%	73.4%
	\$50-\$75k	25.8%	74.2%
	\$75k +	26.2%	73.8%
Household size	1 person	35.6%	64.4%
	2 people	36.4%	63.6%
	3 - 4 people	17.6%	82.4%
	5 + people	17.1%	82.9%
Gender	Male	31.7%	68.3%
	Female	28.4%	71.6%
Ward	Ward 1	16.7%	83.3%
	Ward 2	31.0%	69.0%
	Ward 3	44.9%	55.1%
	Ward 4	20.9%	79.1%
	Ward 5	21.9%	78.1%
	Ward 6	43.3%	56.7%
Total		30.0%	70.0%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

## ESD UTILIZATION

	Regularly	Occasionally	Never
Use HHW	2%	15%	83%
Use Los Reales Landfill	4%	33%	64%
Use brush and bulky	38%	42%	20%

	Mean
Recycling collection (n = 403)	4.42
Residential garbage (n = 405)	4.33
Brush and bulky (n = 317)	4.31
HHW (n= 66)	4.11
Los Reales Landfill (n = 123)	4.02

		Residential garbage
		Mean
Trash service	Curbside	4.40
	Alley	3.95
	Both	4.39

\*\*\* Statistically significant difference for those with alley service \*\*\*

		Residential garbage				
		Very dissatisfied	2	3	4	Very satisfied
		Row N %	Row N %	Row N %	Row N %	Row N %
Trash service	Both	1.4%	0.0%	15.7%	24.3%	58.6%
	Alley	6.8%	11.4%	9.1%	25.0%	47.7%
	Curbside	0.7%	3.9%	10.2%	24.9%	60.4%

		Services Assessment Cluster	
		High	Moderate
Residential garbage		4.94	3.65
Recycling collection		4.97	3.77
Brush and bulky		4.84	3.68

		Column N %	Count
Services Assessment Cluster	High	55.0%	172
	Moderate	45.0%	141
	Total	100%	313

		Services Assessment Cluster	
		High	Moderate
Length of residency at current address	0 - 3 years	52.2%	47.8%
	4 - 10 years	55.3%	44.7%
	More than 10 years	57.2%	42.8%
Age Group	18-34	50.0%	50.0%
	35-44	59.0%	41.0%
	45-54	49.2%	50.8%
	55-64	52.9%	47.1%
	65+	62.9%	37.1%
AHHI	Less than \$25k	59.2%	40.8%
	\$25-\$35k	62.7%	37.3%
	\$35-\$50k	47.3%	52.7%
	\$50-\$75k	52.3%	47.7%
	\$75k +	57.1%	42.9%
Household size	1 person	49.2%	50.8%
	2 people	56.2%	43.8%
	3 - 4 people	55.3%	44.7%
	5 + people	63.0%	37.0%
Trash service	Curbside	59.9%	40.1%
	Alley	42.5%	57.5%
	Both	48.4%	51.6%
Gender	Male	51.7%	48.3%
	Female	57.6%	42.4%
Ward	Ward 1	77.1%	22.9%
	Ward 2	42.9%	57.1%
	Ward 3	68.0%	32.0%
	Ward 4	55.8%	44.2%
	Ward 5	48.9%	51.1%
	Ward 6	41.8%	58.2%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

		Column N %	Count
Used Los Reales in past 12 mos	Yes	21.5%	86
	No	78.5%	314

		Column N %	Count
Times used landfill	1	27.9%	24
	2	29.1%	25
	3	14.0%	12
	4 or more	29.1%	25
	Total	100%	86

	Times used landfill			
	1	2	3	4 or more
	Mean	Mean	Mean	Mean
Los Reales Landfill	4.14	3.91	4.25	4.04

\*\*\* No significant difference in how many times one uses the landfill vis-à-vis overall satisfaction \*\*\*

		Used Los Reales in past 12 mos (includes "never" and DK from Q 16)	
		Yes	No
		Row N %	Row N %
Length of residency at current address	0 - 3 years	15.9%	84.1%
	4 - 10 years	27.6%	72.4%
	More than 10 years	21.2%	78.8%
Age Group	18-34	23.2%	76.8%
	35-44	34.0%	66.0%
	45-54	31.9%	68.1%
	55-64	16.5%	83.5%
	65+	10.7%	89.3%
AHHI	Less than \$25k	15.3%	84.7%
	\$25-\$35k	19.4%	80.6%
	\$35-\$50k	21.9%	78.1%
	\$50-\$75k	26.1%	73.9%
	\$75k +	24.2%	75.8%
Household size	1 person	6.6%	93.4%
	2 people	17.1%	82.9%
	3 - 4 people	37.8%	62.2%
	5 + people	37.1%	62.9%
Gender	Male	22.8%	77.2%
	Female	20.4%	79.6%
Ward	Ward 1	26.6%	73.4%
	Ward 2	14.7%	85.3%
	Ward 3	13.2%	86.8%
	Ward 4	31.3%	68.7%
	Ward 5	22.7%	77.3%
	Ward 6	20.9%	79.1%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

		Column N %	Count
Items taken to landfill	Other	19.8%	17
	Asphalt	1.2%	1
	Computers/accessories	2.3%	2
	Clean fill/dirt	5.8%	5
	HHW	9.3%	8
	Tires	11.6%	10
	Recyclables	14.0%	12
	Scrap metal	14.0%	12
	General trash	37.2%	32
	Mulch/green waste	66.3%	57

		Column N %	Count
\$10 tipping fee is fair	Yes	77.9%	67
	No	22.1%	19
	Total	100%	86

		Column N %	Count
Effect of closing Sunday	Don't use on Sunday	11.6%	10
	Go on different day	58.1%	50
	Go elsewhere	19.8%	17
	Don't know	10.5%	9
	Total	100%	86

## MEDIA COMMUNICATIONS

	Mean
Dept website	2.64
Postings on Dept vehicles	2.68
Pamphlets/brochures	3.45
Door hangers	3.47
Utility services statement	3.54
News media	3.79

	Communications Method Clusters				
	Most methods effective	Website most effective	News media most effective	None more effective than others	Door hangers more effective
Postings on dept vehicles	4.30	2.42	2.13	2.43	1.90
Dept website	3.43	4.28	1.90	1.96	1.87
Utility services statement	4.46	3.42	3.26	3.08	3.25
News media	4.15	3.66	4.78	3.39	2.27
Door hangers	4.29	2.15	3.98	1.65	4.37
Pamphlets/brochures	4.26	3.75	3.61	1.43	3.55

		Column N %	Count
Communications Method Clusters	Most methods effective	22.2%	82
	None more effective than others	13.8%	51
	Website most effective	17.6%	65
	News media most effective	28.4%	105
	Door hangers more effective	18.1%	67
	Total	100%	370



		Communications Method Clusters				
		Most methods effective	Website most effective	News media most effective	None more effective than others	Door hangers more effective
		Row N %	Row N %	Row N %	Row N %	Row N %
Length of residency at current address	0 - 3 years	20.7%	22.5%	24.3%	18.0%	14.4%
	4 - 10 years	21.5%	15.9%	29.0%	15.0%	18.7%
	More than 10 years	24.5%	15.0%	32.0%	8.8%	19.7%
Age Group	18-34	25.9%	19.8%	18.5%	18.5%	17.3%
	35-44	19.2%	26.9%	21.2%	5.8%	26.9%
	45-54	22.7%	18.2%	34.8%	10.6%	13.6%
	55-64	17.6%	18.9%	32.4%	12.2%	18.9%
	65+	24.7%	8.6%	34.4%	17.2%	15.1%
AHHI	Less than \$25k	32.3%	11.3%	25.8%	21.0%	9.7%
	\$25-\$35k	25.9%	25.9%	31.0%	8.6%	8.6%
	\$35-\$50k	24.6%	19.7%	26.2%	9.8%	19.7%
	\$50-\$75k	20.9%	16.3%	31.4%	7.0%	24.4%
	\$75k +	12.7%	19.0%	28.6%	12.7%	27.0%
Household size	1 person	18.8%	8.8%	41.3%	17.5%	13.8%
	2 people	21.1%	19.3%	29.2%	11.8%	18.6%
	3 - 4 people	16.7%	21.9%	20.8%	18.8%	21.9%
	5 + people	53.1%	18.8%	15.6%	0.0%	12.5%
Gender	Male	18.8%	18.8%	26.1%	14.8%	21.6%
	Female	25.3%	16.5%	30.4%	12.9%	14.9%
Ward	Ward 1	37.3%	11.9%	23.7%	15.3%	11.9%
	Ward 2	10.4%	26.9%	29.9%	13.4%	19.4%
	Ward 3	13.1%	11.5%	32.8%	19.7%	23.0%
	Ward 4	22.6%	21.0%	30.6%	12.9%	12.9%
	Ward 5	29.3%	19.0%	31.0%	8.6%	12.1%
	Ward 6	22.2%	14.3%	22.2%	12.7%	28.6%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

## ESD FUNDING

		Column N %	Count
Provided for \$14 fee	Misc.	1.2%	5
	Don't know	20.1%	82
	Dept. expenses	0.7%	3
	Police/fire protection	1.0%	4
	City expenses	1.0%	4
	Environmental/cleanup	1.5%	6
	Commercial garbage	2.0%	8
	Nothing	2.7%	11
	HHW	4.9%	20
	Water/sewer svcs	8.3%	34
	Use of landfill	8.6%	35
	Brush/bulky pick up	31.6%	129
	Recycling collection	37.7%	154
	Residential garbage	63.7%	260

		Column N %	Count
Heard of Low Income Asst Program	Yes	47.1%	189
	No	52.9%	212
	Total	100%	401

		Heard of Low Income Asst Program	
		Yes	No
		Row N %	Row N %
Length of residency at current address	0 - 3 years	34.5%	65.5%
	4 - 10 years	49.1%	50.9%
	More than 10 years	54.8%	45.2%
Age Group	18-34	37.6%	62.4%
	35-44	32.1%	67.9%
	45-54	51.4%	48.6%
	55-64	59.7%	40.3%
	65+	50.5%	49.5%
AHHI	Less than \$25k	63.9%	36.1%
	\$25-\$35k	43.9%	56.1%
	\$35-\$50k	48.4%	51.6%
	\$50-\$75k	38.2%	61.8%
	\$75k +	51.6%	48.4%
Household size	1 person	52.9%	47.1%
	2 people	52.8%	47.2%
	3 - 4 people	35.3%	64.7%
	5 + people	40.0%	60.0%
Gender	Male	40.3%	59.7%
	Female	53.0%	47.0%
Ward	Ward 1	42.4%	57.6%
	Ward 2	47.8%	52.2%
	Ward 3	58.0%	42.0%
	Ward 4	39.4%	60.6%
	Ward 5	44.6%	55.4%
	Ward 6	50.0%	50.0%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

		Column N %	Count
Aware of RI/RO for disabled	Yes	17.0%	68
	No	83.0%	333
	Total	100%	401

		Aware of RI/RO for disabled	
		Yes	No
		Row N %	Row N %
Length of residency at current address	0 - 3 years	11.4%	88.6%
	4 - 10 years	12.3%	87.7%
	More than 10 years	24.0%	76.0%
Age Group	18-34	8.2%	91.8%
	35-44	7.5%	92.5%
	45-54	18.3%	81.7%
	55-64	22.1%	77.9%
	65+	24.5%	75.5%
AHHI	Less than \$25k	18.3%	81.7%
	\$25-\$35k	22.4%	77.6%
	\$35-\$50k	15.9%	84.1%
	\$50-\$75k	12.4%	87.6%
	\$75k +	15.6%	84.4%
Household size	1 person	27.0%	73.0%
	2 people	15.4%	84.6%
	3 - 4 people	14.9%	85.1%
	5 + people	5.7%	94.3%
Gender	Male	16.7%	83.3%
	Female	17.2%	82.8%
Ward	Ward 1	10.8%	89.2%
	Ward 2	17.4%	82.6%
	Ward 3	29.4%	70.6%
	Ward 4	10.4%	89.6%
	Ward 5	12.1%	87.9%
	Ward 6	21.2%	78.8%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

		Column N %	Count
Department funding source	Enterprise Fund	20.3%	83
	General Fund	65.9%	269
	Don't know	13.7%	56
	Total	100%	408

\*\*\* No statistically significant difference for service satisfaction \*\*\*

		Department funding source	
		Enterprise Fund	General Fund
		Row N %	Row N %
Length of residency at current address	0 - 3 years	29.3%	70.7%
	4 - 10 years	24.1%	75.9%
	More than 10 years	17.1%	82.9%
Age Group	18-34	26.3%	73.7%
	35-44	24.4%	75.6%
	45-54	26.9%	73.1%
	55-64	25.7%	74.3%
	65+	14.4%	85.6%
AHHI	Less than \$25k	21.8%	78.2%
	\$25-\$35k	25.4%	74.6%
	\$35-\$50k	27.6%	72.4%
	\$50-\$75k	19.5%	80.5%
	\$75k +	25.0%	75.0%
Household size	1 person	22.2%	77.8%
	2 people	22.3%	77.7%
	3 - 4 people	24.2%	75.8%
	5 + people	29.0%	71.0%
Gender	Male	24.7%	75.3%
	Female	22.6%	77.4%
Ward	Ward 1	27.1%	72.9%
	Ward 2	23.3%	76.7%
	Ward 3	33.3%	66.7%
	Ward 4	23.7%	76.3%
	Ward 5	14.5%	85.5%
	Ward 6	18.6%	81.4%

\*\*\* No statistically significant differences when looking at enterprise fund versus general fund \*\*\*

		Department funding source		
		Enterprise Fund	General Fund	Don't know
Assessment of Dept - Post		4.17	3.95	3.77

## DEPARTMENT ASSESSMENT

		Column N %	Count
Assessment of Dept - Post	Very poor	2.2%	9
	2	3.9%	16
	3	22.6%	92
	4	37.3%	152
	Excellent	33.9%	138
	Total	100%	407

		Pre	Post
Assessment of Dept - Post	Very poor	4.7%	2.2%
	2	7.9%	3.9%
	3	35.5%	22.6%
	4	30.4%	37.3%
	Excellent	21.5%	33.9%

		Column N %	Count
Change in assessment	Increase in assessment	40.7%	87
	No change in assessment	43.5%	93
	Decrease in assessment	15.9%	34
			214

		Change in assessment		
		Increase in assessment	No change in assessment	Decrease in assessment
Length of residency at current address	0 - 3 years	38.5%	40.4%	21.2%
	4 - 10 years	33.8%	56.9%	9.2%
	More than 10 years	47.4%	34.7%	17.9%
Age Group	18-34	35.5%	41.9%	22.6%
	35-44	26.1%	60.9%	13.0%
	45-54	44.2%	37.2%	18.6%
	55-64	46.2%	38.5%	15.4%
	65+	41.3%	46.0%	12.7%
AHHI	Less than \$25k	54.8%	35.5%	9.7%
	\$25-\$35k	40.6%	50.0%	9.4%
	\$35-\$50k	41.5%	48.8%	9.8%
	\$50-\$75k	28.3%	43.5%	28.3%
	\$75k +	54.8%	31.0%	14.3%
Household size	1 person	47.9%	31.3%	20.8%
	2 people	39.2%	48.0%	12.7%
	3 - 4 people	43.8%	39.6%	16.7%
	5 + people	18.8%	62.5%	18.8%
Gender	Male	31.3%	53.5%	15.2%
	Female	48.7%	34.8%	16.5%
Ward	Ward 1	44.8%	41.4%	13.8%
	Ward 2	30.0%	55.0%	15.0%
	Ward 3	51.4%	35.1%	13.5%
	Ward 4	37.8%	43.2%	18.9%
	Ward 5	42.4%	36.4%	21.2%
	Ward 6	39.5%	47.4%	13.2%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

	Mean
Education - issues/solutions	3.21
Communication - services	3.26
Landfill clean up	3.50
Courteous drivers	3.95
Billing	4.01
Range of services	3.84
Quality of srvc delivery	4.01
Customer service	3.72

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.068	.221		9.361	.000
	Customer service	.521	.057	.561	9.144	.000
2	(Constant)	1.348	.262		5.136	.000
	Customer service	.345	.066	.372	5.199	.000
	Quality of srvc delivery	.345	.076	.327	4.566	.000
3	(Constant)	1.163	.262		4.432	.000
	Customer service	.254	.071	.274	3.600	.000
	Quality of srvc delivery	.274	.077	.260	3.564	.000
	Range of services	.217	.068	.234	3.204	.002

a. Dependent Variable: Assessment of Dept - Post

## PERCEIVED VALUE OF ESD

		Column N %	Count
Manages contamination at old landfills	Not at all important	0.5%	2
	2	1.3%	5
	3	4.8%	19
	4	12.2%	48
	Very important	81.3%	321
	Total	100%	395

		Manages contamination at old landfills
		Mean
Length of residency at current address	0 - 3 years	4.75
	4 - 10 years	4.72
	More than 10 years	4.73
Age Group	18-34	4.67
	35-44	4.75
	45-54	4.77
	55-64	4.79
	65+	4.67
AHHI	Less than \$25k	4.83
	\$25-\$35k	4.75
	\$35-\$50k	4.63
	\$50-\$75k	4.76
	\$75k +	4.77
Household size	1 person	4.74
	2 people	4.67
	3 - 4 people	4.76
	5 + people	4.82
Gender	Male	4.65
	Female	4.79
Ward	Ward 1	4.84
	Ward 2	4.74
	Ward 3	4.66
	Ward 4	4.75
	Ward 5	4.67
	Ward 6	4.69

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

	Mean
ESD keeps residents informed	3.28
ESD makes life easier	3.97
ESD is a safe-keeper of environment	3.97
ESD keeps city clean	3.98



	Quality of Life Cluster		
	High	Moderate	Low
ESD keeps city clean	4.73	4.10	2.59
ESD makes life easier	4.89	3.67	2.97
ESD is a safe-keeper of environment	4.77	3.85	2.90

		Column N %
Quality of Life Cluster	High	39.7%
	Moderate	36.9%
	Low	23.4%

	Quality of Life Cluster		
	High	Moderate	Low
Assessment of Dept - Post	4.54	3.86	3.36

		Quality of Life Cluster		
		High	Moderate	Low
		Row N %	Row N %	Row N %
Length of residency at current address	0 - 3 years	35.8%	44.0%	20.2%
	4 - 10 years	35.7%	38.3%	26.1%
	More than 10 years	45.5%	31.4%	23.1%
Age Group	18-34	29.6%	46.9%	23.5%
	35-44	40.8%	34.7%	24.5%
	45-54	44.3%	37.1%	18.6%
	55-64	39.2%	32.9%	27.8%
	65+	45.1%	32.4%	22.5%
AHHI	Less than \$25k	39.4%	36.4%	24.2%
	\$25-\$35k	51.5%	28.8%	19.7%
	\$35-\$50k	28.6%	50.8%	20.6%
	\$50-\$75k	36.9%	40.5%	22.6%
	\$75k +	46.0%	28.6%	25.4%
Household size	1 person	43.7%	33.3%	23.0%
	2 people	31.9%	41.6%	26.5%
	3 - 4 people	51.6%	27.4%	21.1%
	5 + people	36.1%	50.0%	13.9%
Gender	Male	36.8%	39.0%	24.2%
	Female	42.4%	35.0%	22.7%
Ward	Ward 1	45.2%	33.9%	21.0%
	Ward 2	39.1%	39.1%	21.7%
	Ward 3	44.6%	30.8%	24.6%
	Ward 4	45.5%	30.3%	24.2%
	Ward 5	32.8%	44.3%	23.0%
	Ward 6	30.6%	43.5%	25.8%

\*\*\* Statistically significant differences highlighted in yellow \*\*\*

	Very inexpensive	Inexpensive	Fair price	Expensive	Very expensive
Range of services	4.1%	9.4%	56.0%	21.1%	9.4%
Quality of service	3.6%	8.2%	60.7%	20.3%	7.2%

	N	Minimum	Maximum	Mean	Std. Deviation
Assessment of \$14 fee - range of service	393	1	5	3.22	0.893
Assessment of \$14 fee - quality of service	389	1	5	3.19	0.826
Valid N (listwise)	383				

#### Correlations

		Assessment of \$14 fee - range of service	Assessment of \$14 fee - quality of service
Assessment of \$14 fee - range of service	Pearson Correlation	1	.793**
	Sig. (2-tailed)		.000
	N	393	383
Assessment of \$14 fee - quality of service	Pearson Correlation	.793**	1
	Sig. (2-tailed)	.000	
	N	383	389

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\*\*\* *The two variables are very highly correlated* \*\*\*

		Range of services	Quality of service
Assessment of Dept - Post	Inexpensive	4.13	4.20
	Fair price	4.11	4.14
	Expensive	3.64	3.57

		Range of services	Quality of service
		Mean	Mean
Length of residency at current address	0 - 3 years	3.01	3.02
	4 - 10 years	3.17	3.11
	More than 10 years	3.40	3.36
Age Group	18-34	3.11	3.12
	35-44	3.02	3.13
	45-54	3.43	3.29
	55-64	3.16	2.99
	65+	3.32	3.35
AHHI	Less than \$25k	3.14	3.15
	\$25-\$35k	3.18	3.19
	\$35-\$50k	3.28	3.16
	\$50-\$75k	3.35	3.32
	\$75k +	2.98	2.92
Household size	1 person	3.24	3.10
	2 people	3.26	3.25
	3 - 4 people	3.11	3.12
	5 + people	3.35	3.35
Gender	Male	3.19	3.20
	Female	3.25	3.19
Ward	Ward 1	3.22	3.16
	Ward 2	3.41	3.30
	Ward 3	3.21	3.33
	Ward 4	3.11	3.06
	Ward 5	3.13	3.11
	Ward 6	3.25	3.17

\*\*\* No statistically significant differences \*\*\*

## FUTURE PRICING

		Column N %	Count
Expect fee to be in two years	Less than \$14	11.2%	42
	\$14	30.1%	113
	\$14.01 - \$16	19.7%	74
	\$16.01 - \$20	27.9%	105
	More than \$20	11.2%	42
	Total	100%	376

		Expect fee to be in two years Mean
Length of residency at current address	0 - 3 years	\$ 16.58
	4 - 10 years	\$ 16.71
	More than 10 years	\$ 15.65
Age Group	18-34	\$ 17.46
	35-44	\$ 16.78
	45-54	\$ 15.23
	55-64	\$ 17.13
	65+	\$ 14.94
AHHI	Less than \$25k	\$ 16.26
	\$25-\$35k	\$ 16.81
	\$35-\$50k	\$ 17.03
	\$50-\$75k	\$ 15.65
	\$75k +	\$ 16.50
Household size	1 person	\$ 15.95
	2 people	\$ 16.02
	3 - 4 people	\$ 16.89
	5 + people	\$ 15.56
Gender	Male	\$ 15.60
	Female	\$ 16.69
Ward	Ward 1	\$ 16.04
	Ward 2	\$ 16.06
	Ward 3	\$ 18.09
	Ward 4	\$ 15.98
	Ward 5	\$ 16.22
	Ward 6	\$ 14.61

\*\*\* No statistically significant differences \*\*\*

	Yes		No		Total	
	Count	Row N %	Count	Row N %	Count	Row N %
Cost to provide service increases	295	75.8%	94	24.2%	389	100%
New services added	242	65.4%	128	34.6%	370	100%
CPI or inflation change	221	58.8%	155	41.2%	376	100%

	Fee preference clusters			
	Yes to all		Distinguished between choices	
	Yes	No	Yes	No
Cost to provide service increases	100%	0%	56%	44%
New services added	100%	0%	37%	63%
CPI or inflation change	100%	0%	26%	74%

		Column N %	Count
	Yes to all	44.9%	155
	Distinguished between choices	55.1%	190
Total		100.0%	345

		Fee preference clusters	
		Yes to all	Distinguished between choices
		Row N %	Row N %
Length of residency at current address	0 - 3 years	51.0%	49.0%
	4 - 10 years	41.9%	58.1%
	More than 10 years	43.8%	56.2%
Age Group	18-34	48.6%	51.4%
	35-44	53.2%	46.8%
	45-54	41.8%	58.2%
	55-64	39.7%	60.3%
	65+	44.3%	55.7%
AHHI	Less than \$25k	44.6%	55.4%
	\$25-\$35k	47.4%	52.6%
	\$35-\$50k	61.1%	38.9%
	\$50-\$75k	39.5%	60.5%
	\$75k +	49.2%	50.8%
Household size	1 person	48.0%	52.0%
	2 people	37.7%	62.3%
	3 - 4 people	57.1%	42.9%
	5 + people	37.5%	62.5%
Gender	Male	45.9%	54.1%
	Female	44.1%	55.9%
Ward	Ward 1	53.8%	46.2%
	Ward 2	33.3%	66.7%
	Ward 3	48.4%	51.6%
	Ward 4	43.4%	56.6%
	Ward 5	44.6%	55.4%
	Ward 6	47.4%	52.6%

\*\*\* Statistically significant difference (highlighted in yellow) but no consistent pattern \*\*\*

		Column N %	Count
	Small annual increases	71.7%	256
	Larger increases 3-5 years	28.3%	101
Total		100%	357

		Adjustment of fees	
		Small annual increases	Larger increases 3-5 years
		Row N %	Row N %
Length of residency at current address	0 - 3 years	69.2%	30.8%
	4 - 10 years	74.1%	25.9%
	More than 10 years	71.9%	28.1%
Age Group	18-34	65.1%	34.9%
	35-44	84.8%	15.2%
	45-54	69.7%	30.3%
	55-64	74.3%	25.7%
	65+	70.0%	30.0%
AHHI	Less than \$25k	72.1%	27.9%
	\$25-\$35k	70.0%	30.0%
	\$35-\$50k	71.9%	28.1%
	\$50-\$75k	71.8%	28.2%
	\$75k +	69.4%	30.6%
Household size	1 person	66.7%	33.3%
	2 people	68.8%	31.2%
	3 - 4 people	78.7%	21.3%
	5 + people	76.7%	23.3%
Gender	Male	73.2%	26.8%
	Female	70.5%	29.5%
Ward	Ward 1	65.0%	35.0%
	Ward 2	70.9%	29.1%
	Ward 3	75.8%	24.2%
	Ward 4	76.3%	23.7%
	Ward 5	73.8%	26.2%
	Ward 6	68.3%	31.7%

\*\*\* No statistically significant differences \*\*\*

		Column N %	Count
Determining fee	All residents pay the same	50.4%	191
	Residents charged based on production	49.6%	188
	Total	100.0%	379

		Determining fee	
		All residents pay the same	Residents charged based on
Length of residency at current address	0 - 3 years	51%	49%
	4 - 10 years	48%	52%
	More than 10 years	52%	48%
Age Group	18-34	46%	54%
	35-44	54%	46%
	45-54	40%	60%
	55-64	54%	46%
	65+	56%	44%
AHHI	Less than \$25k	45%	55%
	\$25-\$35k	53%	47%
	\$35-\$50k	26%	74%
	\$50-\$75k	63%	37%
	\$75k +	52%	48%
Household size	1 person	43%	58%
	2 people	59%	42%
	3 - 4 people	42%	58%
	5 + people	59%	41%
Gender	Male	56%	44%
	Female	46%	54%
Ward	Ward 1	63%	37%
	Ward 2	52%	49%
	Ward 3	43%	57%
	Ward 4	48%	53%
	Ward 5	47%	53%
	Ward 6	52%	48%

\*\*\* Statistically significant difference (highlighted in yellow) but no consistent pattern \*\*\*

		Column N %	Count
Discount for less trash	\$0	11.2%	17
	\$1 - \$3	21.1%	32
	\$4 - \$5	28.9%	44
	\$6 - \$7	18.4%	28
	More than \$7	20.4%	31
	Total	100.0%	152
Penalty for more trash	\$0	11.0%	17
	\$1 - \$3	17.5%	27
	\$3 - \$5	22.1%	34
	\$6 - \$10	16.2%	25
	\$11 - \$15	11.7%	18
	\$16 - \$20	9.1%	14
	More than \$20	12.3%	19
	Total	100.0%	154

## ADDITIONAL SERVICES

	Yes		No		Total	
	Row N %	Count	Row N %	Count	Row N %	Count
\$55 for extra brush/bulky p/u	16.8%	66	83.2%	328	100%	394
\$10/month for green waste container	34.7%	134	65.3%	252	100%	386
\$5 for extra ad hoc trash p/u	42.2%	163	57.8%	223	100%	386
\$25 for HHW home p/u	42.4%	159	57.6%	216	100%	375
\$10 for all brush/bulky p/u	64.8%	256	35.2%	139	100%	395

		\$55 for extra brush/bulky p/u	\$10 for all brush/bulky p/u	\$5 for extra ad hoc trash p/u	\$25 for HHW home p/u	\$10/month for green waste
		Yes	Yes	Yes	Yes	Yes
Length of residency at current address	0 - 3 years	16.8%	74.3%	47.2%	43.2%	42.9%
	4 - 10 years	17.9%	67.0%	45.1%	50.5%	34.8%
	More than 10 years	15.7%	58.0%	36.9%	36.2%	28.1%
Age Group	18-34	16.7%	79.5%	53.1%	48.8%	51.8%
	35-44	17.0%	72.2%	24.0%	54.7%	36.5%
	45-54	26.1%	64.8%	55.1%	41.9%	22.2%
	55-64	13.2%	56.0%	43.4%	43.1%	36.5%
	65+	13.0%	56.5%	32.7%	30.1%	24.8%
AHHI	Less than \$25k	11.3%	58.3%	39.7%	37.3%	36.8%
	\$25-\$35k	19.4%	64.6%	46.9%	33.3%	43.1%
	\$35-\$50k	15.6%	78.7%	39.3%	48.3%	38.1%
	\$50-\$75k	20.2%	67.0%	42.4%	45.1%	27.5%
	\$75k +	19.0%	60.0%	44.4%	54.8%	33.3%
Household size	1 person	11.5%	51.1%	39.1%	36.5%	28.2%
	2 people	18.2%	66.9%	43.1%	43.1%	33.1%
	3 - 4 people	17.8%	68.0%	38.4%	44.8%	39.0%
	5 + people	17.1%	79.4%	57.6%	45.5%	44.1%
Gender	Male	18.4%	66.5%	42.0%	45.4%	33.3%
	Female	15.3%	63.4%	42.4%	39.8%	35.9%
Ward	Ward 1	13.8%	70.3%	54.8%	50.0%	32.8%
	Ward 2	13.4%	63.2%	35.8%	44.4%	31.4%
	Ward 3	19.1%	61.2%	40.6%	44.8%	40.9%
	Ward 4	12.3%	68.2%	40.3%	40.3%	31.7%
	Ward 5	16.7%	61.5%	40.3%	40.6%	34.4%
	Ward 6	25.4%	64.6%	42.2%	34.4%	37.1%

		Column N %	Count
Pay for expanded recyclables	\$0	56.5%	195
	\$1 - \$3	13.0%	45
	\$5	17.1%	59
	More than \$5	13.3%	46
	Total	100.0%	345



		Pay for expanded recyclables
		Mean
Length of residency at current address	0 - 3 years	3.62
	4 - 10 years	3.13
	More than 10 years	2.83
Age Group	18-34	3.42
	35-44	4.37
	45-54	1.94
	55-64	3.82
	65+	2.66
AHHI	Less than \$25k	2.44
	\$25-\$35k	3.09
	\$35-\$50k	1.74
	\$50-\$75k	4.27
	\$75k +	3.57
Household size	1 person	2.35
	2 people	3.48
	3 - 4 people	3.62
	5 + people	1.90
Gender	Male	3.30
	Female	2.95
Ward	Ward 1	4.87
	Ward 2	2.49
	Ward 3	3.30
	Ward 4	3.16
	Ward 5	2.75
	Ward 6	2.29

\*\*\* No statistically significant differences \*\*\*

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## VII. OPEN-ENDED RESPONSES

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<b>Q2. How did you hear of them? (Other – please specify)</b>
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***Utility services statement***

- Advertisements in different bills.

***Word of mouth***

- Conversation with friends or family.

***Phone/personal contact***

- Called to complain

***Other work connection***

- I am an environmental scientist.
- I sell real estate so I know about them.
- I used to work with the City of Tucson
- I work for TUSD so I heard about it there.
- I work on hazardous waste on the base
- I work on the garbage project for the University
- I worked at the University
- Through an internship I was doing
- Through work

***Current/former City employee***

- Husband is retired city worker
- I used to work for the City of Tucson.
- I worked for the city for 31 years
- Retired employee of the water dept
- Work for the city
- Works for the city

***Recycling outreach***

- Helped to get recycling program started
- Recycling
- Recycling program.
- They take care of my recycling

***Other outreach***

- A previous survey.
- Mailings
- Neighborhood meetings

***Miscellaneous***

- By being an individual that's educated.
- Chamber of commerce
- Government
- Lived here for a long time
- Rents property in town
- Use their services

***Don't know***

- Don't know (x8)
- I'm not sure
- No idea

<b>Q4. Which specific services do you believe are provided by the City of Tucson's Environmental Services Department? (Other – please specify)</b>
--

***Water services***

- Sewer (x4)
- Sanitation (x3)
- Waste Management (x2)
- Human waste
- Keeping the water sanitary
- Pollution, such as air quality.
- Sewage
- Sewer clean-up
- Sewer treatment
- Sewer, CAP water
- Storm drains.
- Tree trimming, sewer, water runoff.
- Waste management and planting the median
- Waste management and sewage
- Water pollution, drinking water, trash pickup, recycle
- Water, electrical and gas

***Air quality***

- Air
- Air control
- Air quality
- Air quality.
- Monitoring air quality.
- Surveys of air quality, ordinances about the environment.
- The air quality control.
- The air quality. Pollution from cars.

***Manage utilities***

- Water, electrical and gas
- All utilities; anything to maintain an ecologically sound environment, with the right plants in the city; studies how the population utilizes the environment.

***Transportation/roads***

- Keeping everything clean like the sides of the roads.
- Park clean-up and bus service
- Parks and medians, sidewalks, street cleaning
- Road clean and taking care of washes.
- Street Sweeping
- They deal with the roads and properties that nobody deals with. They deal with abandoned lots. Divided highways.

### ***Parks/trees***

- Park clean-up and bus service
- Parks and medians, sidewalks, street cleaning
- Tree trimming, sewer, water runoff.
- Landscaping
- Removing long trees in the roadway and dead animals. Prevent burning of hazardous or stinky woods.
- Trim trees that are too close to wires

### ***Other environmental***

- They deal with the roads and properties that nobody deals with. They deal with abandoned lots. Divided highways.
- All utilities; anything to maintain an ecologically sound environment, with the right plants in the city; studies how the population utilizes the environment.
- Surveys of air quality, ordinances about the environment.
- Buffle problem
- Preserve the environment
- Wildcat dumping, aquifer protection

### ***Other recycling***

- Christmas tree recycling
- Clean and Beautiful campaign, and recycling computers
- Recycle clothes

### ***Miscellaneous***

- Road clean and taking care of washes.
- Bicycle renting program downtown and the university area
- Drainage ditches
- Spend our money

### ***Don't know***

- Don't know (x44)
- I really don't know. (x3)
- Not sure (x2)
- Doesn't listen to TV or radio and doesn't read bill information
- Don't know any services
- Don't know for sure
- Honestly not sure
- I'm not really sure.
- I'm not sure
- I actually don't know
- I am not sure what is provided
- I definitely don't know

- I do not know what they do.
- I don't know I just moved here.
- I don't know what all they are.
- I honestly don't know.
- I really don't know the specific environment services.
- I would not have a clue.
- You know what? I really don't know.

**Q36. Each month, there is a \$14 environmental services fee on the utility services statement, also commonly referred to as the water bill, for all City of Tucson residents. What do you think is provided to residents for this fee? (Other – please specify)**

***Use of landfill***

- Managing water facilities, and monitoring for landfill contamination.

***Water/sewer services***

- Water (x5)
- Sewage (x3)
- Sewer (x2)
- Managing water facilities, and monitoring for landfill contamination.
- Checking the water.
- Cleaning water
- Just water services
- Keep water clean.
- Keeping the water clean.
- Maintaining the water quality. Also sewer lines and testing the water wells.
- Maintenance of water.
- Maintenance to make sure the water is safe.
- Our water and our bill.
- Outside use of water and showers
- Safe water and sewer
- Septic
- Sewer fee
- Sewers
- Sewers and water clean
- The guy to come and check my water meter.
- They check the water meter. They would replace it if there was a problem.
- Use of water and sewage.
- Use of water maybe.
- Water and sewer
- Water sewage
- Water treatment
- Water, stop signs, speeding signs

***Nothing***

- Nothing (x6)
- Didn't think anything was provided
- Nothing that 14 dollar a month fee people were informed that was temporary fee, environmental fees and bulky rate fees
- Nothing that we didn't have already before that fee.
- Nothing, I think it is just a little added extra fee
- Zero - it is just a fee

### ***Environmental/cleanup***

- Alley clean-up
- Clean-up on side of roads
- Cleaning trees out of the streets.
- Necessary clean ups
- Removal of debris on the side of the road.
- The whole environmental service, but not water and sewer

### ***City expenses***

- General fund, also that we don't lose our police and firemen.
- It is a fee that is a false fee. This has nothing to do with our garbage. They needed money and they have found a way to get it.
- Rio Nuevo. I don't think that the 14 dollars is going to the right place
- To balance the city budget.

### ***Police/fire protection***

- General fund, also that we don't lose our police and firemen.
- Public safety

### ***Department expenses***

- Employee wages
- Maintenance of the trucks.
- The cost of gas maybe.

### ***Miscellaneous***

- Water, stop signs, speeding signs
- Get a discount
- I am against that fee
- Improving neighborhoods like speed bumps
- It helps with extra services.

### ***Don't know***

- Don't know (x43)
- I have no idea (x9)
- Not sure (x7)
- No idea (x4)
- I really don't know (x2)
- Don't know what it covers
- I'm not sure we just moved in.
- I am not sure
- I am not sure what that fee goes for
- I did not know they had that



- I do not know. I live in an apartment complex.
- I don't know because I am low income and I don't have to pay that fee.
- I don't know because we have a private pick up in the H.O.A.
- I don't know I just pay it.
- I don't know what is provided
- I don't pay attention to it as long as it gets picked up.
- I don't remember
- I have no idea what is involved. Up until a few years ago it was free.
- I have no idea. I do not know where my tax dollars go.
- I have no idea. I just pay the bill
- I haven't a clue.
- None

**Q70. If you could pick ONE additional service to be offered by ESD, what would that be?**

### ***Recycling***

#### **Enhanced recycling**

- Recycling (x2)
- Better recycling service.
- Recycling program
- To provide all residents with recycle bins. Also greater encouragement to the residents to recycle.

#### **Ability to recycle more**

- More recycling (x3)
- A broader range of reusable materials.
- Being able to recycle Styrofoam and aluminum foil and other things.
- Cardboard boxes pick up/
- Composting. They should recycle grocery bags.
- Doing recycling by contents and by putting it all in the same bag
- Greater recycling
- I would very much like to see a better way of recycling our old computers and other type of electrical and machinery items.
- I would want a broader range of recycling.
- If it is not already offered I would like to have a specific drop place for phone books.
- Keep the recycle that doesn't go back into the environment. Would like to see incinerators come back
- More diverse recycling.
- More products recycled.
- More recyclables
- More recycled mat.
- More stuff recycled-I'm a recycle fanatic!
- More variety of recycling.
- One service would be better trash cans let you recycle more things such as cereal boxes more variety of paper items to recycle
- Option to recycle more
- Pick up more types of plastics and metals
- Plastic bags/recycle
- Recycle more products
- Recycle more. Recycle newspapers.
- Recycle plastic grocery bags
- Recycling more types of materials would be nice.
- Recycling of plastic bags
- Recycling of plastic grocery bags
- Recycling plastic bottle caps
- Recycling things that aren't currently recycled
- Styrofoam, foil, plastic bags
- The addition of more recyclable materials

- The expanded things to be recycled
- To be able to recycle everything or at least not be so limited.
- To be able to recycle more.
- To be recycle more things
- To offer recycling or Styrofoam and tin foil.
- We need to be able to recycle more plastic and light bulbs that have mercury inside them.

#### **Larger recycling container**

- I would like to have larger recyclables containers.

#### **Opportunity to recycle more places**

- Bins at businesses for paper plastic and other recyclables. And the city should pay for it. I remember we used to have something like this and should bring it back.
- I would like to see the recycling at parks and concerts. Also have them around town.
- More service sights such as recycling centers
- Recycling at apartment complexes.

#### **Green waste**

##### **Pick ups for green waste**

- Green pick up (x2)
- A green container with no additional cost.
- Christmas tree recycling
- Definitely picking up the yard waste for recycling
- Extra container landscape or green
- Green and landscape waste
- If they could come and pick up the green and yard waste.
- It would have to be green and landscape waste
- Landscape waste grass tree plant material
- Landscaping pick-up
- Regular green waste disposal
- Separate container for the green.
- Small brush pickup
- The green and landscape waste.
- The green pick up every two weeks.
- The green pickup.
- The third container for green waste.

##### **Composting**

- Composting. They should recycle grocery bags.
- Compost for like organic garbage
- Recycling leaves and gardening materials

## ***Brush and bulky***

### **Additional brush/bulky pick ups**

- Additional bulk pickup (x2)
- A extra bulky pick-up
- An extra bulky pick up per year.
- Another brush and bulky to have three in the year instead of two
- Another bulk pickup
- Bulky pick-up
- Extra brush and bulky pick ups biweekly.
- Extra brush and bulky pickup each year
- For my neighborhood I would like to have the bulky pick up.
- More annual brush and bulky pickups.
- More brush and bulky pick-up during the year
- More brush and bulky pick-ups
- More brush and bulky pick ups included
- More often bulky pickup
- One additional brush and bulky pick-up.
- One additional pickup of brush and bulky pickup
- One more brush/bulky pick up
- The additional brush/bulky pickup.
- The extra pick-up of brush and bulky items
- The extra pick up of brush and bulky items without a fee.
- To have bulky service more often
- Trash pick up more than once a week and heavy bulk for more than once a year.

### **Central locations for bulk drop off**

- A central roll-away trash bin that people could drop off bulky trash

### **On call brush and bulky**

- If they had the 10.00 brush pick-up that could be discontinued during slower times
- On demand brush and bulky pick ups.
- The on-call brush and bulky pick-up
- The on-call pick-ups

## ***Household Hazardous Waste***

### **Pick up of HHW**

- A hazardous waste pickup twice a year
- Batteries
- Collection of hazardous waste like batteries but twenty-five dollars is too much
- Has. Waste pick up
- Hazardous waste pick-up
- Hazardous waste pick ups
- Hazardous waste pickup at my business
- Household hazardous waste pick up
- Household hazardous waste pickup

- I would like to have pickup for hazard waste and be provided with container for items
- Ink cartridge pick up.
- It would definitely have to be home pick up of hazardous material.
- More involved household hazardous waste
- Pick-up hazardous waste on quarterly basis
- Pick up of hazardous stuff would be good
- Pick up of hazardous waste
- Picking up of oil pick-up
- Pickup cooking oil
- The extra pick-up Hazardous waste
- The hazardous waste for the neighborhood should be picked up at least once a year.
- The hazardous waste pick up.
- To add the pick-up service for household hazardous waste.
- To pick up hazardous waste.
- Used oil pick up

#### **Central locations for HHW drop off**

- A place where people can take their old medication.
- Community center where you can drop off items like batteries, motor oil, paint and things of that nature.

### ***Garbage collection***

#### **Improved trash pick ups**

- One service would be better trash cans let you recycle more things such as cereal boxes more variety of paper items to recycle
- For the drivers to clean up after themselves.
- I think that when they pick up trash, that my container be set back up right at my age it is hard for me to do it by myself.
- Just have the trash pickup
- More help for the disabled
- Trash pick up in front

#### **Extra pick ups/containers on special occasions**

- During higher volume times like major holidays, have one extra pick-up for trash and for recycling.
- I'd love it if they'd go back to twice a week trash pick-up, especially in the summer, if it was seasonal that would be perfect
- If occasionally there was an excess amount of garbage an extra container would be provided on request.

#### **Extra trash container/pick up**

- I'd love it if they'd go back to twice a week trash pick-up, especially in the summer, if it was seasonal that would be perfect
- Trash pick up more than once a week and heavy bulk for more than once a year.
- An extra pick-up during the summer, the stench gets to be horrendous.
- An extra pick up during the week

- Extra can for trash
- I would like to see the 2 days a week come back for trash pick up.
- Like an extra trash bin
- More trash pick up.
- Pick up trash twice a week like the used to.
- Pick up trash twice a week.
- Should have two garbage cans

## ***Landfill***

### **Taking care of landfill**

- Start thinking about building another landfill. Planning for the future.
- Taking care of the landfills.

### **Free dumping day at landfill**

- Remodel my bathroom....charge commercial dumpers. But allow others to dump on the weekends for free. This would do away with the wildcat dumping
- To give us at least one day of free dump day. It is a big thing in Douglas so it would be nice to have it here too.

## ***Other clean up***

### **Alley clean up**

- Alley clean-up
- Clean the alleys
- Clean the alleyways.
- Clean up the alleys
- I would consider having the alleys cleaned by the city, I keep mine clean, but I'd pay to have it done.
- Maybe uh maybe cutting some of the brush in the alley so I don't have to do that so the trucks can't get through
- Policing the alleys/for over grown brush, I got in trouble for mine but my neighbors didn't.

### **Yard clean up**

- Clean my yard they used to do it
- Clean up owned properties that are full of weeds and scrap making it look unsightly.
- Making sure the residents of Tucson keep their yards clean.
- Residential weed clean up.
- To help me clean up my yard and get rid of the trash
- Tree trimming this is what I really think is that they should take the money that taking riot Nuevo and use it for the different city functions and customer to be with less attitude they're very rude!
- Well maybe trimming the grass more often when it rains.

### **Clean up of animal waste**

- If they offered a poop pick up service.

**Abandoned lot clean up**

- Abandoned lots being cleaned up.

**Graffiti clean up**

- Graffiti

**Public trash containers kept tidy/litter control**

- Keep the trash containers by the bus stops cleaned up
- Maybe better control of the litter such as getting more people to clean up the streets.
- To work with neighborhoods to clean around their area and streets - like provide containers or baskets with a bag.

**Clean sewers and streets**

- Curb and sidewalk cleaning they don't even clean up the areas around in my neighborhood
- More better pest control at sewer main for roaches
- Picking up litter off the sides of the roads. Having kids who get caught graffitiing, and inmates, pick up the sides of the road.
- Sewer and water roach control
- They need to clean the gutters in the streets and curbs.
- They need to keep the streets cleaned and do the job they are already supposed to do. Clean the street medians regularly like they are supposed to.
- They should keep the sidewalks clear. People cannot take their property line out to the road. They have big and huge rocks at the curb and I have to walk on the road.
- To clean along the roads and the ditches, there is too much trash in the ditches.

***Water*****Improved water**

- Sewer and water roach control
- Better water filtration
- Better water taste (treatment); improve air quality
- Cleaner water
- More information on water main breaks better informed
- More project that capture the water like rain water and put it to use rather than flood our streets.

***Air*****Better air quality**

- Better water taste (treatment); improve air quality
- Check the quality of the air.
- Something to do with air quality.

## **Soil**

### **Control/monitor soil contamination**

- Contamination with oil, bio waste
- To check our dirt to see if it is contaminated.

## **Nothing**

- Nothing (x23)
- None (x12)
- No additional service (x2)
- I'm happy with what service I have
- I'm ok with it right now.
- I'm pretty satisfied with what they have now.
- I'm satisfied with it
- I do not need any additional services. I am happy with what they supply.
- I don't need an additional service
- I don't need any new services.
- I don't need anymore
- I don't really need one satisfied with the way it is
- I really don't have any.
- I was not thinking of that and I am satisfied with the service I get. I am retired and do not have a lot of trash.
- No matter what you do or add it will probably create more problems so I think the service is fine as it is.
- None, I'm happy with what I have
- None, I am pretty satisfied with everything already
- Nothing else
- Nothing right now
- Nothing right now.
- Nothing. I have no ideas.
- The services they currently provide are adequate.
- The two pick ups a year are fine with me.
- There's nothing else I need that they don't currently provide.
- There's nothing I particularly need

## **Miscellaneous**

- Tree trimming this is what I really think is that they should take the money that taking riot Nuevo and use it for the different city functions and customer to be with less attitude they're very rude!
- Cactus transplant
- Can't afford any additional services
- I think they should fire the city council and start anew
- Knowing more information about their pick-up schedule.
- More personal in field
- My own trash can
- Remove the \$14fee offer some competition from other companies do not buy new trucks so often let them use trucks longer



- Shoot the manager.
- The extra pick-up bin.
- Wants his own trash can
- Remove the \$14fee offer some competition from other companies do not buy new trucks so often let them use trucks longer
- Fee waiver.
- Free waste pick up
- I'd pick people that offend the system would be fined.
- I like the paying for how much trash you produce
- More reasonable prices for single family homes. And for homes that are not being occupied or use water during the winter months.
- Support themselves with the basic city budget. There should not be a separate tax for collection of garbage.
- Oh my god there is a whole world of possibilities....how about force businesses to put visible numbers on their buildings.
- Painting the lines on the roads. Such as speed bumps etc.
- Snow removal

### ***Don't know***

- Don't know (x71)
- No idea (x6)
- I can't think of anything (x5)
- I have no idea (x3)
- I don't have any idea. (x2)
- Can't answer the question
- Cant think of any
- Don't have anything at this point
- Don't have one
- I can't imagine what it would need
- I can't think of any other one.
- I can't think of anything else at this time.
- I can't think of anything right now.
- I cannot think of any.
- I cant think of any
- I cant think of any right now
- I cant think of anything right off hand
- I cant think of one I think it has been covered
- I don't believe I can think of anything right now.
- I don't know. Nothing at this time.
- I have no clue right now.
- I have no clue.
- I have the slightest idea, I don't know
- I really don't know.
- I really hadn't thought of anything
- I wouldn't have an idea at this time
- Never given it a thought
- No clue

- No clue, they do so much now.
- Nothing I can think of
- Unknown