



**ENVIRONMENTAL SERVICES DEPARTMENT (ESD)
AWARENESS, USAGE, CUSTOMER SATISFACTION
AND PREFERENCES STUDY**

(Conducted March, 2011)

Prepared for:

ENVIRONMENTAL SERVICES DEPARTMENT (ESD)
City of Tucson
Tucson, Arizona

Prepared by:

FMR ASSOCIATES, INC.

Tucson, Arizona

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Digest of the Contents

<u>Introduction and Goals</u>	I-1
<u>Executive Summary</u>	I-3
<u>Details of the Findings</u>	1
I. <u>Overall ESD Evaluations</u>	1
<u>Table 1.</u> Overall Rating of Tucson’s Environmental Services Department	
<u>Table 2.</u> Rating of Various ESD Services and Programs	
II. <u>Brush & Bulky Program Evaluations</u>	4
<u>Table 3.</u> Brush & Bulky Scheduled Service Usage	
<u>Table 3a.</u> Number of Times Per Year Brush & Bulky Service Used (Among Those Who Have Used the Service)	
<u>Table 3b.</u> Rating of the Brush & Bulky Service (Among Those Who Have Used the Service)	
<u>Table 3c.</u> Location of Brush & Bulky Pick-Up (Among Those Who Have Used the Service)	
<u>Table 3d.</u> Preference for Curb Pick-Up (Among Those Who Have Alley Brush & Bulky Pick-Up)	
<u>Table 3e.</u> Reasons for Not Preferring Brush & Bulky Curb Pick-Up (Among Those Who Would Not Prefer Curb Pick-Up)	
<u>Table 4.</u> Reasons for Not Using Brush & Bulky Pick-Up Service (Among Those Who Do Not Use the Service)	
<u>Table 5.</u> Awareness of Fee-Based Special Brush & Bulky Pick-Up	
<u>Table 5a.</u> Usage of Fee-Based Special Brush & Bulky Pick-Up (Among Those Familiar With the Service)	
<u>Table 5b.</u> Overall Rating of Fee-Based Special Brush & Bulky Pick-Up Service (Among Those Who Have Used the Service)	
<u>Table 5c.</u> Good Value for the Cost of Fee-Based Special Brush & Bulky Pick-Up (Among Those Who Have Used the Service)	
<u>Table 6.</u> Possible Future Use of Fee-Based Special Brush & Bulky Pick-Up (Among Those Who Are Unaware of the Service)	
<u>Table 6a.</u> Use of Another Service Like the Fee-Based Special Brush & Bulky Pick-Up (Among Those Who Are Unaware of the Service)	
<u>Table 6b.</u> Other Pick-Up Service Used (Among Those Who Have Used a Service Similar to the Fee-Based Special Brush & Bulky Pick-Up)	

**ENVIRONMENTAL SERVICES DEPARTMENT (ESD) AWARENESS, USAGE,
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(March, 2011)

Digest of the Contents (Cont'd)

	<u>Table 7.</u>	Willingness to Pay Various Amounts for a One-Time Special Brush & Bulky Pick-Up (Among Those Aware of the Special Service or Those Unaware Who Indicate Potential Usage)	
	<u>Table 8.</u>	Willingness to Separate Brush & Bulky Pick-Up Service Trash Materials Into Separate Piles (Among Those Aware of the Service or Those Unaware Who Indicate Potential Usage)	
	<u>Table 9.</u>	Consideration of Elimination of Regular Brush & Bulky Service and Fees and Having As-Needed Fee-Based Pick-Up Only (Among Past-Users or Those Unfamiliar With the Brush & Bulky Service)	
	<u>Table 10.</u>	Sufficiency of Door Hanger Notification of Brush & Bulky Service	
	<u>Table 10a.</u>	Suggested Notification Methods in Place Of or In Addition to Door Hangers (Among Those Who Think Door Hangers Are Insufficient)	
	<u>Table 11.</u>	Consideration of Separate Barrel for Landscape or Yard Waste Collection for Additional Monthly Fee	
	<u>Table 11a.</u>	Willingness to Pay Various Amounts Per Month for Separate Landscape/Yard Waste Barrel Collection (Among Those Willing to Consider a Separate Barrel)	
III.		<u>Household Hazardous Waste Program Evaluations.....</u>	25
	<u>Table 12.</u>	Awareness of Household Hazardous Waste Program	
	<u>Table 12a.</u>	Locations Used to Drop Off Household Hazardous Waste (Among Those Aware of the Program)	
	<u>Table 13.</u>	Willingness to Pay Various Amounts for a Scheduled Pick-Up of Household Hazardous Waste	
IV.		<u>ESD Communication and Website Evaluations.....</u>	28
	<u>Table 14.</u>	Communication Resources Used for Information About Environmental Services	
	<u>Table 15.</u>	Best Way to Provide Information About Environmental Services	
	<u>Table 16.</u>	Use of Environmental Services Website	
	<u>Table 16a.</u>	Reasons for Using Environmental Services Website (Among Those Who Have Used the Website)	
	<u>Table 17.</u>	Potential Sign-Up for Environmental Services Informational E-Mails	
V.		<u>Temporary Service Stop Evaluations.....</u>	34
	<u>Table 18.</u>	Potential Use of Temporary Service Stop Program	
	<u>Table 18a.</u>	Willingness to Use Temporary Service Stop Program at Various Fee Levels (Among Those Willing to Consider the Service)	
VI.		<u>Suggestions for ESD.....</u>	36
	<u>Table 19.</u>	Additional Suggestions, Recommendation or Comments for ESD	

**ENVIRONMENTAL SERVICES DEPARTMENT (ESD) AWARENESS, USAGE,
CUSTOMER SATISFACTION AND PREFERENCES STUDY**
(March, 2011)

Digest of the Contents (Cont'd)

Appendix

<u>Survey Methodology and Sample Selection</u>	A-1
<u>Respondent Characteristics</u>	A-2
<u>Table A-1.</u> Length of Residence at Current Address	
<u>Table A-2.</u> Ownership/Rental of Current Home	
<u>Table A-3.</u> Type of Home	
<u>Table A-4.</u> Household Income of Respondents	
<u>Table A-5.</u> Gender of Respondents	
<u>Table A-6.</u> Age of Respondents	
<u>Table A-7.</u> Language of Survey	
<u>Statistical Reliability</u>	A-5
<i>Confidence Intervals for a Given %</i>	
<i>Significance of Difference Between %</i>	
<u>Display A-1: Final Disposition of Dials</u>	A-7
<u>Copy of Survey Instrument</u>	

**ENVIRONMENTAL SERVICES DEPARTMENT (ESD)
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(March, 2011)**

Introduction and Goals

This Awareness, Usage, Customer Satisfaction and Preferences Study, conducted for the City of Tucson's Environmental Services Department (ESD), was designed to assess residential customer awareness, usage and satisfaction with ESD services. Kaneen Advertising & Public Relations, Inc. assisted in the planning and preparation of the survey. Where possible and relevant, comparisons are made between this study and the Residential Customer Survey conducted for ESD by Marketing Intelligence in October 2008.

Areas of Investigation – The following areas of investigation were considered the central points for this Awareness, Usage, Customer Satisfaction and Preferences Study:

1. **Overall ESD Evaluations** – What is the overall rating of ESD, as well as key programs and services? What suggestions or comments do residential customers offer concerning ESD?
2. **Brush & Bulky Program Evaluations** – What is the awareness, usage and rating of regular and fee-based special Brush & Bulky pick-up services? Do fee-based special Brush & Bulky program users think the service is a good value? How much are residential customers willing to pay for one-time fee-based special program services? Are Brush & Bulky program users willing to separate pick-up materials into piles? Are users willing to consider dropping regular Brush & Bulky services/fees and go to as-needed pick-up only? Would residential customers consider a separate barrel for landscape or yard waste collection? If so, how much are they willing to pay each month? Are door hangers sufficient to notify residential customers of regular Brush & Bulky pick-up service? If not, what is suggested to enhance or replace them?
3. **Household Hazardous Waste Program Evaluations** – What is the awareness of the Household Hazardous Waste Program? Among users, which drop-off sites have been utilized? What is the willingness to pay for scheduled pick-up of household hazardous waste?
4. **ESD Customer Communication Evaluations** – What communication sources do residential customers use to get information about ESD services? What do customers say is the best way to communicate with them? Do residential customers use the ESD website? If so, what do they use the website for? Are residential customers willing to sign up for information e-mails from ESD?

5. **Temporary Service Stop Program Evaluations** – Are residential ESD customers interested in a temporary service stop program while they are away from home for an extended period of time? If so, how much are they willing to pay for such a service?

Methodology Overview – To accomplish the goals of this study, a random sampling of ESD residential customers (heads of household age 18 or older) was interviewed by telephone during early March 2011. All customers were contacted from an ESD-supplied database. Surveys were conducted in English or Spanish, as preferred by the respondent. The specific procedures used to select the sample, as well as the descriptions of the demographic composition of the survey respondents, are explained in detail in the Appendix of this report.

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(March, 2011)

Executive Summary

The Survey Sample – This statistically-projectable survey includes 408 telephone interviews conducted among a random sampling of City of Tucson Environmental Services Department (ESD) residential service customers (heads of household age 18 or older) contacted from a client-supplied database. Surveys were equally distributed among the City’s six Wards. A Spanish-language version of the final survey instrument was prepared and made available to respondents who requested it.

Survey Tracking – Where possible and relevant, comparisons are made between this report and the Residential Customer Survey conducted for ESD by Marketing Intelligence in October 2008. The screening criteria, Ward distribution and sample size for the 2008 survey are similar to the 2011 study. However, in terms of survey length, the 2011 survey (at 12 minutes) was much shorter than the 2008 project (19 minutes).

Customer Profile – The vast majority of customers surveyed in 2011 own their home (88% versus 12% who rent) and live in a single-family residence (91%). The majority (53%) have lived in their current residence for 11+ years, with the balance nearly equally divided between 0-to-3 (22%) and 4-to-10 (24%) year residents.

The final in-tab screened sample drawn from the client-supplied database skews female (60%), with the following age distributions: 15%, 18 to 34; 12%, 35 to 44; 22%, 45 to 54; 21%, 55 to 64; and 29%, 65 or older. Annual household income distributions are as follows: 16%, under \$25,000; 15%, \$25,000 to \$34,999; 17%, \$35,000 to \$49,999; 19%, \$50,000 to \$74,999; 11%, \$75,000 to \$99,999; and 22%, \$100,000 or more. Overall, 11% refused to divulge their household income category. Median annual household income (excluding refusals) is \$52,673.

How does this profile compare to the 2008 survey? Both survey samples skew female, with slightly more 45 to 54 year-olds in the current study (22% versus 18% in 2008). The 2011 sample has a higher percentage of long-term (11+ year) residents at current address (53% versus 42% in 2008). Annual household income is also somewhat greater (\$52,673 compared to \$44,270 in 2008).

Overall Rating of ESD – More than eight of ten residential customers (83%) think that the ESD does an “excellent” (43%) or “good” (40%) job overall. Most of the rest indicate a “fair” rating (12%), while just 5% are negative to any degree – yielding a 4.2 average score on the “1-to-5” scale.

How do these results compare to the 2008 survey? While the 2008 sampling frame included only those familiar with the ESD (versus all customers in the current survey), there has been marked improvement. Specifically, the percentage of “excellent job” evaluations has doubled from 22% to 43%, while “good job” ratings have increased from 30% to 40% and negative evaluations have declined from 13% to just 5% now. As a result, the average rating on the “1-to-5” scale has increased from 3.6 in 2008 to 4.2 now.

Rating of Individual ESD Services and Programs – One-half or more indicate “excellent” evaluations of these ESD services/programs:

- **Recyclables collection in the blue barrel** (55% “excellent job,” 30% “good” [85% positive evaluation overall] versus 4% negative to any degree [4.3 average score on the “1-to-5” scale – consistent with the 4.4 evaluation in 2008].)
- **Trash collection** (52% “excellent job,” 34% “good” [86% positive evaluation overall] versus 3% negative to any degree [4.3 average score – unchanged since the 2008 study].)
- **Brush & Bulky collection** (49% “excellent job,” 29% “good” [78% positive evaluation overall] versus 6% negative to any degree [4.2 average score – very consistent with the 4.3 evaluation in 2008]. Even two-thirds of non-users or those unfamiliar with the Brush & Bulky collection offer a positive evaluation of the program [3.9 compared to a 4.2 among current users].)

Among the 55% with an opinion, seven of ten customers indicate a positive evaluation of **providing customer service on the telephone** – including 42% who think that ESD does an “excellent job.” This compares to 12% who offer a “poor” rating (3.9 average score).

Most have no opinion with respect to the **Household Hazardous Waste Program** (57%). Among those who do, six of ten indicate a positive evaluation – including 35% who say that ESD does an “excellent job.” Meanwhile, 16% are negative (3.7 average score – down somewhat from 4.1 in 2008).

Brush & Bulky Program Evaluations – Three of four residential customers indicate that they use Brush & Bulky’s twice-a-year scheduled service (compared to 80% who indicated at least occasional usage in the 2008 survey).

Among the rest, 23% indicate that they are non-users of the regular Brush & Bulky pick-up service. These tend to be renters (33%) and customers who reside in something other than a single-family home (such as a duplex, townhome, etc.) (51%). Why not? Among current Brush & Bulky non-users, the largest share indicate they “haven’t needed it” or “don’t have anything to put out.” Some add that they “have a landscaper and he takes all of that stuff away” and/or say “we take our Brush & Bulky to the dump.” A few new

residents at their current address indicate they “just moved to Tucson” or “have not lived at residence for long.”

Among residential customers who utilize the program (74% of the total sample), three of four report that they use the Brush & Bulky service twice per year. Most of the rest use the service once each year (18%), more often renters and those who live in something other than a single-family residence.

Seven of ten service users indicate that their Brush & Bulky pick-up occurs at the curb (70%). This is particularly true among renters (82% versus 68% of homeowners) and users who live in something other than a single-family home (79% versus 69% single-family home residents). Another 28% report that their Brush & Bulky service pick-up takes place in the alley. These tend to be older (55+) users.

Among the 28% of Brush & Bulky service users who currently have pick-up service in the alley, only one of ten they would prefer curbside service (2%) or say it makes no difference (7%). Instead, fully nine of ten alley patrons wish to maintain their Brush & Bulky pick-up service in the alley. Why? Brush & Bulky customers with alley pick-up who do not prefer curbside pick-up service most often say they “don’t want the stuff in front of the house.” Others add that “on the curb it looks messier” and/or say that the alley is “out of sight” or “out of the way.” A few specifically say prefer alley service because “that’s the purpose of an alley.” Several also mention that it is “convenient” or “easier” for them to have alley pick-up – with “less hauling” and/or allowing for accumulation of Brush & Bulky materials.

Brush & Bulky Service Rating – Users of the Brush & Bulky program are very positive about their service. More than six of ten believe that Brush & Bulky does an “excellent job” (62%), and another one of four rate it as “good.” This compares to only 3% who are negative to any degree, resulting in a 4.4 average score on the “1-to-5” scale. “Excellent” evaluations are consistent regardless of home ownership, type of home and length of residence at current address.

Sufficiency of Door Hanger Notification – Fully 93% of residential customers indicate that the current door hanger notification of Brush & Bulky pick-up service is sufficient. Only 5% say that it is not. What do these customers recommend to replace or enhance the door hangers? Most suggest mail or an insert with a regular monthly bill. Others recommend notification by e-mail or the Internet.

Special Brush & Bulky Pick-Up Evaluations – More than one-third (36%) of residential customers indicate that they are aware that they can call ESD at any time to schedule a special Brush & Bulky pick-up for an additional fee. As might be expected, three of four current non-users of regular Brush & Bulky users are unaware of the special pick-up service (62% overall).

Among the 36% of residential customers aware of the special Brush & Bulky pick-up, 12% indicate that they have used the service. These are nearly exclusively homeowners who have lived at their current address for 11+ years. How do past-users rate the special Brush & Bulky pick-up service? Three of four past-users rate it as “excellent” and none indicate a negative evaluation, resulting in a 4.6 average score on the “1-to-5” scale. Consistent with these high service quality ratings, nearly all (16 of 17 or 94%) past-users also indicate that the service was a good value for the cost.

Possible Future Use of Special Brush & Bulky Pick-Up – Among residential customers unaware of the special Brush & Bulky pick-up service (64% of total customers), 43% indicate they might use it in the future. Future potential usage is higher among renters (64% versus 40% of homeowners) and progressively “newer” residents at their current address. Have residents unaware of the special Brush & Bulky pick-up used another service like it? Only 6% say “yes” – typically higher income households (\$75,000+) who have lived at their current address for 11+ years. Which service did they use? Few are able to identify a particular company or service. Instead, most simply say the services were provided by “a landscaper” or “private service.”

Special Brush & Bulky Pick-Up Fee Elasticity – How much are residential customers aware of the service (or those unaware who might use it in the future) willing to pay for one-time special Brush & Bulky pick-up service? Based on the detailed findings, it is apparent that the highest degree of willingness to pay is at the \$55 fee level. However, this is an acceptable fee for only 30% of the entire sample. In other words, 70% have no interest in the service or would not be willing to pay a one-time fee of \$55.

Willingness to Separate Brush & Bulky Trash Materials Into Separate Piles – Among residential customers aware of the special Brush & Bulky pick-up service (or unaware of the special service but willing to use it) (82% of the total sample), fully 85% are willing to sort trash materials into three separate landscape waste, tires and “other” piles. This is the case regardless of home ownership status or type of residents.

Consideration of Elimination of Regular Brush & Bulky Service and Replacing With As-Needed Fee-Based Pick-Up Only – Among past-users or those unfamiliar with the regular Brush & Bulky service (77% of the total sample), six of ten would *not* consider eliminating their twice-a-year pick-up Brush & Bulky service (and reducing their monthly Environmental Services fee by \$2) in lieu of only pick-up on an as-needed basis for a fee. Among the rest, 28% are willing to consider going to an as-needed, fee-based Brush & Bulky service. The balance, (14%) are not sure.

Consideration of Separate Barrel for Landscape/Yard Waste Collection – One of four residential customers would consider a separate barrel for landscape or yard waste collection for an additional monthly fee. Another 13% are unsure or say “it depends.” Those willing to consider a separate landscaping/yard waste barrel include renters and

progressively younger customers. Overall, six of ten are unwilling to consider a separate landscaping/yard waste barrel.

Separate Landscape/Yard Waste Barrel Collection Monthly Fee Elasticity – Among those willing to consider a separate landscape/yard waste barrel (or say it depends) (39% of the total sample), a majority (52%) would accept a \$10/month fee. And two-thirds of those who would consider a separate barrel would be willing to pay \$7.50 a month.

Household Hazardous Waste Program Awareness and Usage – Six of ten residential customers indicate that they are aware of the Household Hazardous Waste Program (61%). Users of the regular Brush & Bulky service are also more apt to be aware of the Household Hazardous Waste Program. Among those familiar with the program, one of four have dropped off items at a monthly collection event (26%), while two of ten have dropped off household hazardous waste at either the Sweetwater Facility (22%) or Los Reales Landfill (21%).

Household Hazardous Waste Scheduled Pick-Up Fee Elasticity of Support – Among residential customers, 51% are willing to pay a \$10 fee for a scheduled pick-up of household hazardous waste at their home by the ESD.

ESD Communication Recall and Preferences – Door hangers (82%) and water bill/utility statement inserts (67%) are the two most recalled ESD communication media among residential customers. In lesser numbers, some residential customers mention seeing ESD information in newspapers (33%), on television (25%) or in brochures or pamphlets (25%).

According to customers, what is the *best* way to provide information about ESD? Door hangers (38%) and inserts in the monthly water bill or utilities statement (34%) are preferred nearly equally. Fewer prefer websites (8%), newspapers (6%) or television (4%).

ESD Website Usage – Among the total sample, one of four indicate that they have used the Environmental Services website. Usage is higher among customers under the age of 55 and those with household incomes between \$50,000 and \$99,999.

Why do these users utilize the ESD website?

- ✓ Find dates for Brush & Bulky pick-up or trash collection (74%)
- ✓ Order containers (26%)
- ✓ Fill out service requests (22%)

Potential Sign-Up for ESD Informational E-Mails – Nearly four of ten residential customers (38%) indicate that they would sign up for a service if Environmental Services offered a way to receive information via e-mail.

Use of Temporary Service Stop Program – Residential customers were asked if they would consider using a program “offering existing customers a way to temporarily halt and then resume their service while away from home for a long period of time” with a restart fee to redeliver the barrels upon their return. Two of ten indicate they would consider such a service (21%). Another 12% say “it depends.”

Temporary Service Stop Program Fee Elasticity – The detailed findings suggest a fee of \$25 for a temporary service stop program among customers willing to consider the service (33% of the total sample).

Additional Suggestions/Recommendations or Comments for ESD – Six of ten residential customers offer no suggestions (51%) or indicate they are “very pleased with the service” they currently receive from ESD (9%). The remaining four of ten offer a variety of suggestions. Some want the ESD to “get people more informed about recycling” and “to increase recycling, be able to recycle more items.” Others “want to know more about hazardous waste.” A few also request more Brush & Bulky pick-ups or “would like them to take on the debris in the washes.”

In terms of specific complaints, some say that “when the drivers place the cans back, put the lids back on because they fall over and we have to go out and pick them up” or mention that “sometimes they leave trash on the ground and I have to pick it up.” Others think “they’re overcharging us for things we used to get and are supposedly being paid for by our taxes.”

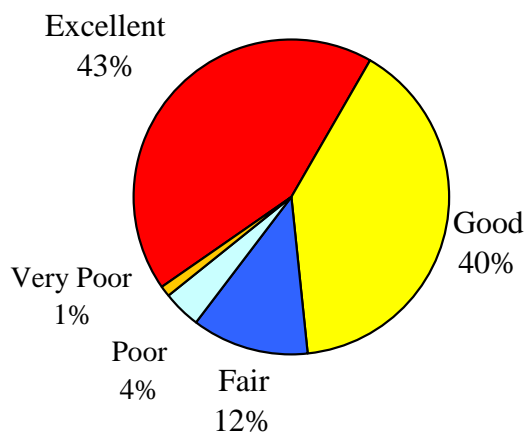
DETAILS OF THE FINDINGS

Overall ESD Evaluations

Overall Rating of Tucson’s Environmental Services Department – More than eight of ten residential customers (83%) think that the City’s Environmental Services Department (ESD) does an “excellent” (43%) or “good” (40%) job overall. Most of the rest indicate a “fair” rating (12%), while just 5% are negative to any degree – yielding a 4.2 average score on the “1-to-5” scale. Importantly, positive evaluations are consistent regardless of Brush & Bulky program usage or demographic sub-group. Women, those 55 or older and households with annual household incomes below \$50,000 are most apt to think that ESD does an “excellent job” overall (a “5” on the “1-to-5” scale). The few customers who indicate a “fair” or “poor” rating tend to be men and 35 to 44 year-olds (although the overwhelming majority are positive in their evaluations).

How do these results compare to the 2008 survey? While the sampling frame included only those familiar with the Environmental Services Department (versus all customers in the current survey), there has been marked improvement. Specifically, the percentage of “excellent job” evaluations has doubled from 22% to 43%, while “good job” ratings have increased from 30% to 40% and negative evaluations have declined from 13% to just 5% now. As a result, the average rating on the “1-to-5” scale has increased from 3.6 in 2008 to 4.2 now.

Table 1 **Overall Rating of Tucson’s Environmental Services Department**
(Avg=4.2)



Rating of Various ESD Services and Programs – When asked to rate individual services or programs offered by ESD, one-half or more indicate “excellent” evaluations of the following:

- **Recyclables collection in the blue barrel** (55% “excellent job,” 30% “good” [85% positive evaluation overall] versus 4% negative to any degree [4.3 average score on the “1-to-5” scale – consistent with the 4.4 evaluation in 2008]. Positive evaluations are consistent across-the-board, with the highest “excellent job” ratings among women and the oldest [65+] customers.)
- **Trash collection** (52% “excellent job,” 34% “good” [86% positive evaluation overall] versus 3% negative to any degree [4.3 average score – unchanged since the 2008 study]. The newest residents at their current address [for less than three years], women, 35 to 44 year-olds and those with incomes between \$75,000 and \$99,999 offer the most positive evaluations of ESD trash collection.)
- **Brush & Bulky collection** (49% “excellent job,” 29% “good” [78% positive evaluation overall] versus 6% negative to any degree [4.2 average score – very consistent with the 4.3 evaluation in 2008]. Even two-thirds of non-users or those unfamiliar with the Brush & Bulky collection offer a positive evaluation of the program [3.9 compared to a 4.2 among current users]. The few customers with a negative evaluation tend to be 35 to 54 year-olds.)

Among the 55% with an opinion, seven of ten customers indicate a positive evaluation of **providing customer service on the telephone** – including 42% who think that ESD does an “excellent job.” This compares to 12% who offer a “poor” rating (3.9 average score). Older customers (55+) and those in the \$75,000 to \$99,999 income category offer the most positive evaluations. Renters, 35 to 44 year-olds and the newest residents at their current address (for less than three years) are among those more likely to indicate a “poor” rating.

Most have no opinion with respect to the **Household Hazardous Waste Program** (57%). Among those who do, six of ten indicate a positive evaluation – including 35% who say that ESD does an “excellent job.” Meanwhile, 16% are negative (3.7 average score – down somewhat from 4.1 in 2008). The youngest customers (18 to 34), 4-to-10 year residents at their current address and households in the \$75,000 to \$99,999 income category offer the most positive evaluations. Customers 45 to 54 and those with incomes between \$25,000 and \$34,999 are more likely to indicate a “poor” opinion of this program.

Table 2 Rating of Various ESD Services and Programs

(N=408)	Excellent	Good	Fair	Poor	Very Poor	Average Score on 1-5 Scale
Recyclables collection in the blue barrel	55%	30%	12%	2%	2%	4.3
Trash collection	52%	34%	11%	2%	1%	4.3
Brush & Bulky collection	49%	29%	16%	4%	2%	4.2
Providing customer service on the telephone	42%	27%	18%	8%	5%	3.9
Household Hazardous Waste Program	35%	26%	23%	11%	5%	3.7

Brush & Bulky Program Evaluations

Brush & Bulky Scheduled Service Usage – Three of four residential customers indicate that they use Brush & Bulky’s twice-a-year scheduled service (compared to 80% who indicated at least occasional usage in the 2008 survey). This is particularly true among progressively more long-term residents of their current address – as well as 45 to 64 year-olds and customers in the \$25,000 to \$34,999 household income category.

Overall, 23% indicate that they are non-users of the regular Brush & Bulky pick-up service. These tend to be renters (33%), 18 to 34 year-olds (36%) and higher income households (earning \$100,000 or more) (33%) – as well as customers who reside in something other than a single-family home (such as a duplex, townhome, etc.) (51%).

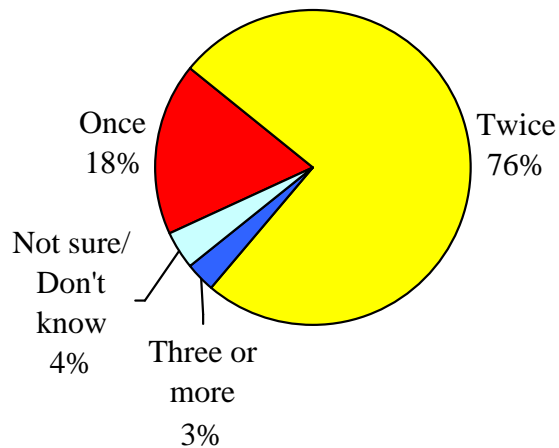
Only 3% indicate they are not sure or are unfamiliar with the Brush & Bulky scheduled service.

Table 3 Brush & Bulky Scheduled Service Usage



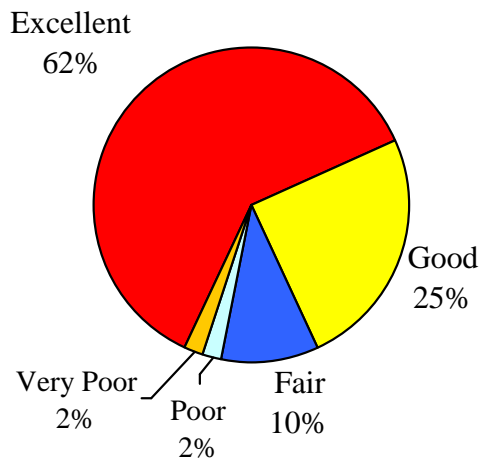
Number of Times Per Year Brush & Bulky Service Used – Among residential customers who utilize the program; three of four reports that they use the Brush & Bulky service twice per year. This includes a similar share of homeowners and single-family home residents. Most of the rest use the service once each year (18%), more often renters and the youngest customers (18 to 34) – as well as those who live in something other than a single-family residence. Few overall indicate they use the Brush & Bulky service three or more times per year (3%).

Table 3a Number of Times Per Year Brush & Bulky Service Used
(Among Those Who Have Used the Service)
(N=304)



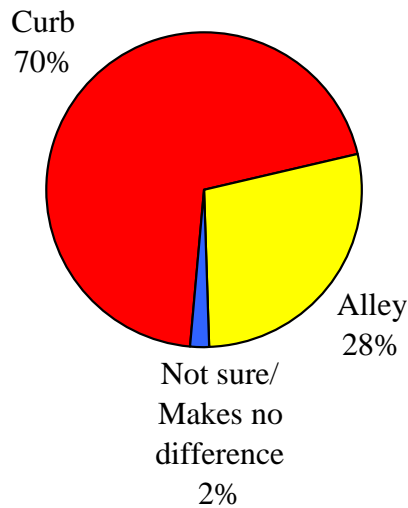
Rating of the Brush & Bulky Service – Users of the Brush & Bulky program are very positive about their service. More than six of ten believe that Brush & Bulky does an “excellent job” (62%), and another one of four rate it as “good.” This compares to only 3% who are negative to any degree, resulting in a 4.4 average score on the “1-to-5” scale. “Excellent” evaluations are consistent regardless of home ownership, type of home and length of residence at current address. Women, the oldest users (65+) and those in the \$25,000 to \$34,999 household income category indicate the most highly positive evaluations of the Brush & Bulky service.

Table 3b **Rating of the Brush & Bulky Service**
(Among Those Who Have Used the Service)
(N=304)
(Avg=4.4)



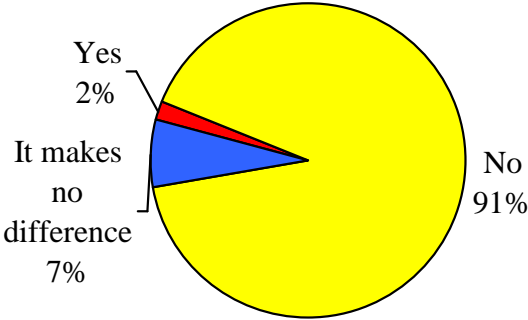
Location of Brush & Bulky Pick-Up – Seven of ten service users indicate that their Brush & Bulky pick-up occurs at the curb (70%). This is particularly true among renters (82% versus 68% of homeowners) and users who live in something other than a single-family home (79% versus 69% single-family home residents). The incidence of curbside pick-up is inversely related to the length of residence at current address. Another 28% report that their Brush & Bulky service pick-up takes place in the alley. These tend to be older (55+) users.

Table 3c **Location of Brush & Bulky Pick-Up**
(Among Those Who Have Used the Service)
(N=304)



Preference for Curb Pick-Up – Among the 28% of Brush & Bulky service users who currently have pick-up service in the alley, only one of ten they would prefer curbside service (2%) or say it makes no difference (7%). Instead, fully nine of ten alley patrons wish to maintain their Brush & Bulky pick-up service in the alley.

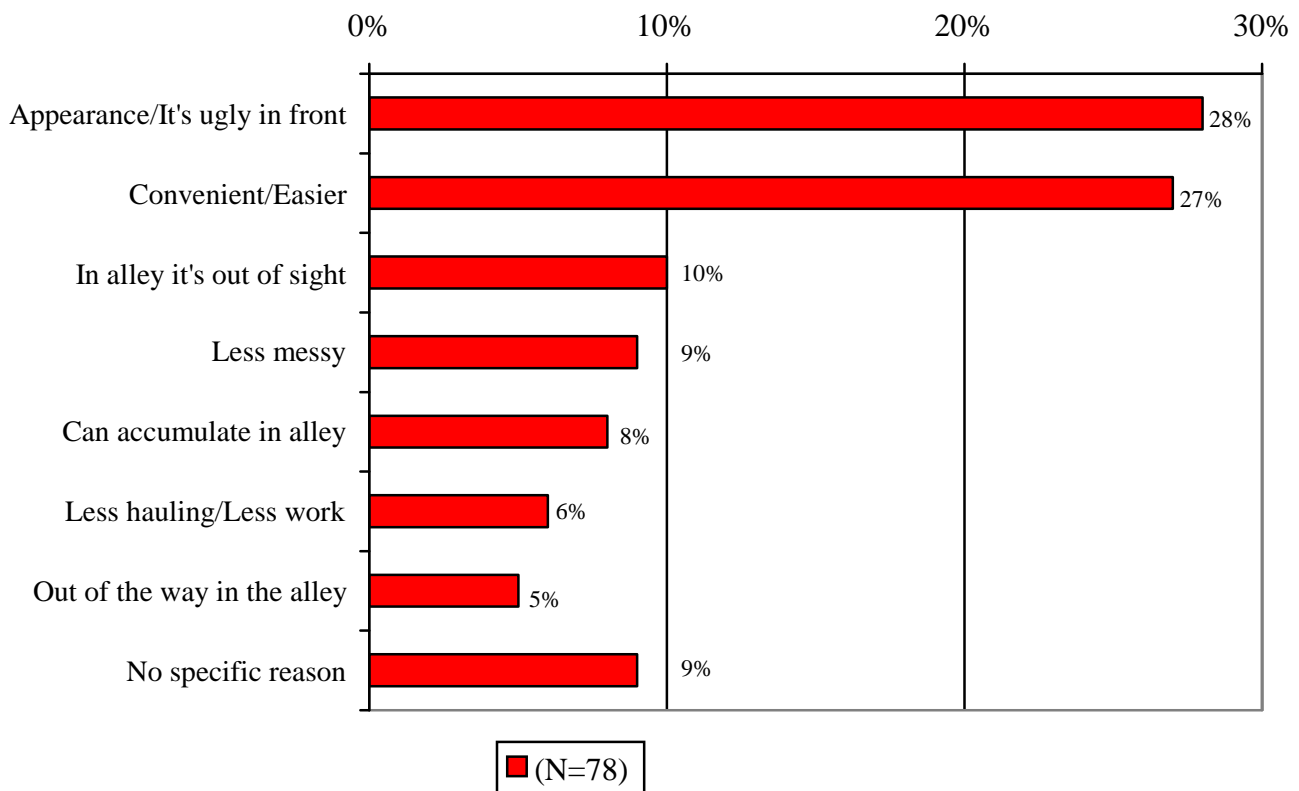
Table 3d **Preference for Curb Pick-Up**
(Among Those Who Have Alley Brush & Bulky Pick-Up)
(N=86)



Reasons for Not Preferring Brush & Bulky Curb Pick-Up – Brush & Bulky customers with alley pick-up who do not prefer curbside pick-up service most often say they “don’t want the stuff in front of the house” (“it looks trashy in the front,” “less of an eyesore,” “looks better in alley instead of front”). Others add that “on the curb it looks messier” and/or say that the alley is “out of sight” or “out of the way.” A few specifically say they prefer alley service because “that’s the purpose of an alley.” Several also mention that it is “convenient” or “easier” for them to have alley pick-up – with “less hauling” and/or allowing for accumulation of Brush & Bulky materials (“more convenient because it is usually from the backyard,” “easier to put in alley,” “we can pile it up over time,” “I can just gradually put stuff back there,” “the curb is like 500 feet away”).

Refer to pages V1-V3 in the Appendix for a complete listing of reasons for not preferring Brush & Bulk curb pick-up.

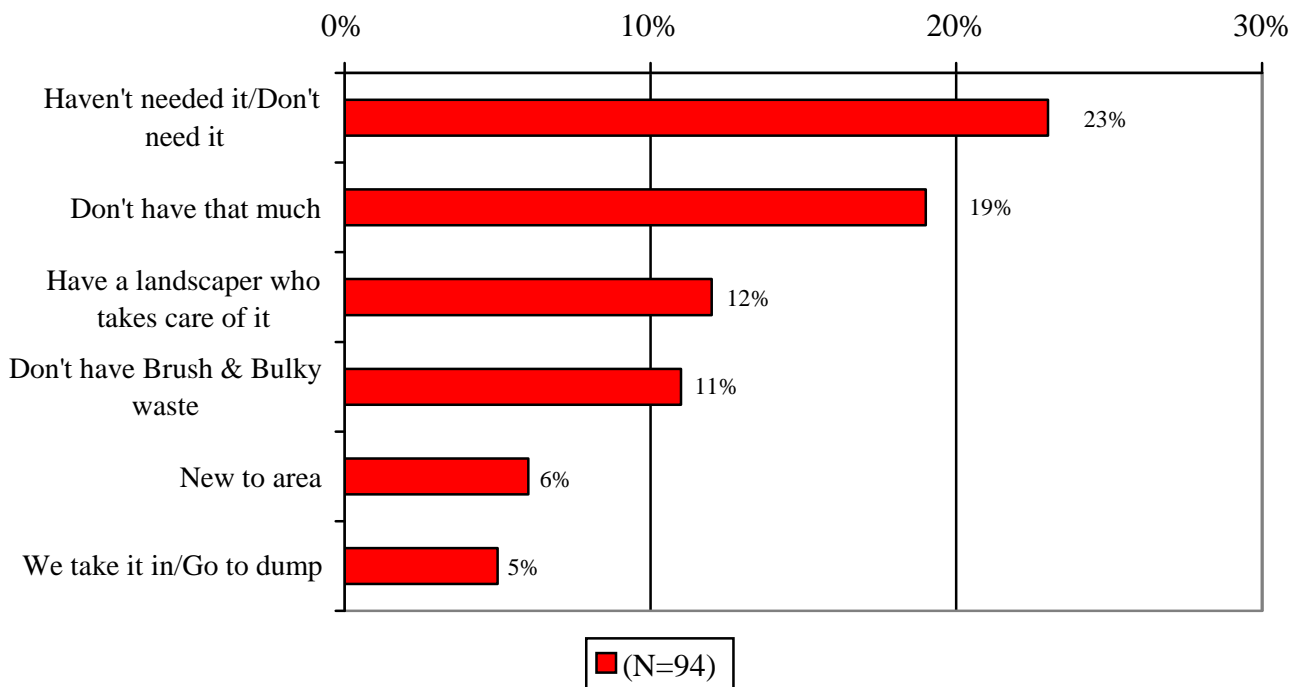
Table 3e **Reasons for Not Preferring Brush & Bulky Curb Pick-Up**
(Among Those With Alley Pick-Up Who Would Not Prefer Curb Pick-Up)



Reasons for Not Using Brush & Bulky Pick-Up Service – Among residential customers who do not use the Brush & Bulky service (23% of the total sample), the largest share indicate they “haven’t needed it” or “don’t have anything to put out” (“don’t have the need,” “don’t have enough of Brush & Bulky for them to pick up,” “nothing to put out there”). Some add that they “have a landscaper and he takes all of that stuff away” and/or say “we take our Brush & Bulky to the dump.” A few new residents at their current address indicate they “just moved to Tucson” or “have not lived at residence for long.” Just 4% of non-users report that they “did not know about” the Brush & Bulky service.

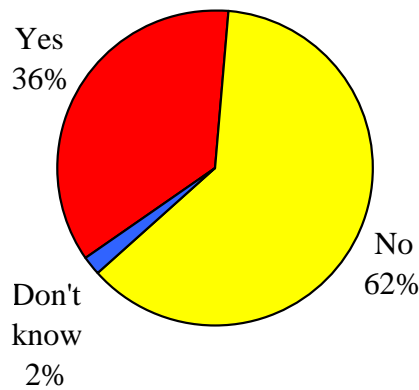
Turn to pages V4-V6 in the Appendix of this report for a listing of reasons for not using the Brush & Bulky pick-up service.

Table 4 Reasons for Not Using Brush & Bulky Pick-Up Service
(Among Those Who Do Not Use the Service)



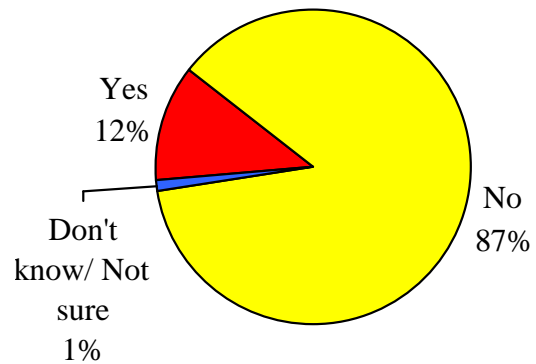
Awareness of Fee-Based Special Brush & Bulky Pick-Up – More than one-third (36%) of residential customers indicate that they are aware that they can call ESD at any time to schedule a special Brush & Bulky pick-up for an additional fee. Progressively older customers and more long-term residents at their current address are more likely to indicate awareness of this special service – with few differences based on home ownership status or type of residence. As might be expected, three of four current non-users of regular Brush & Bulky users are unaware of the special pick-up service (62% overall).

Table 5 Awareness of Fee-Based Special Brush & Bulky Pick-Up



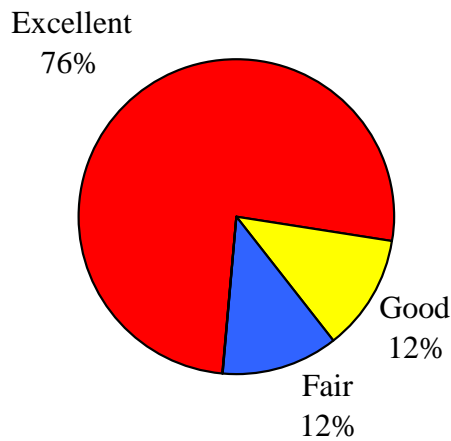
Usage of Fee-Based Special Brush & Bulky Pick-Up – Among the 36% of residential customers aware of the special Brush & Bulky pick-up, 12% indicate that they have used the service. These are nearly exclusively homeowners who have lived at their current address for 11+ years.

Table 5a Usage of Fee-Based Special Brush & Bulky Pick-Up
(Among Those Familiar With the Service)
(N=146)



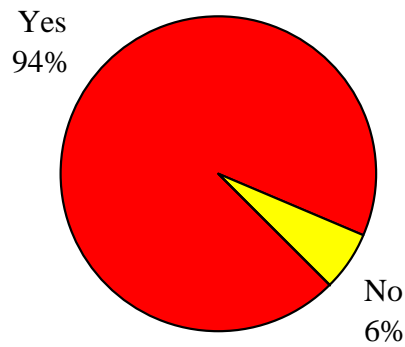
Overall Rating of Fee-Based Special Brush & Bulky Pick-Up Service – Three of four past-users of the special Brush & Bulky pick-up service rate it as “excellent” and none indicate a negative evaluation, resulting in a 4.6 average score on the “1-to-5” scale.

Table 5b **Overall Rating of Fee-Based Special
Brush & Bulky Pick-Up Service**
(Among Those Who Have Used the Service)
(Avg=4.6)
(N=17)



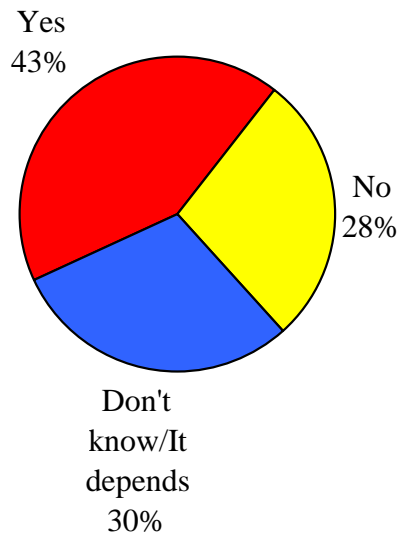
Good Value for the Cost of Fee-Based Special Brush & Bulk Pick-Up – Consistent with their high service quality ratings, nearly all (16 of 17 or 94%) past-users of the special Brush & Bulky pick-up service feel the service was a good value for the cost.

Table 5c **Good Value for the Cost of Fee-Based
Special Brush & Bulky Pick-Up**
(Among Those Who Have Used the Service)
(N=17)



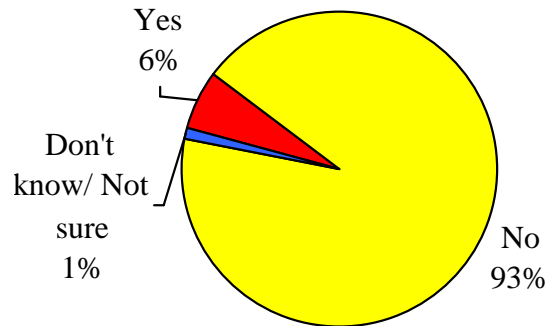
Possible Future Use of Fee-Based Special Brush & Bulky Pick-Up – Among residential customers unaware of the special Brush & Bulky pick-up service (64% of total customers), 43% indicate they might use it in the future. Future potential usage is higher among renters (64% versus 40% of homeowners), men, 18 to 54 year-olds and progressively “newer” residents at their current address.

Table 6 **Possible Future Use of Fee-Based
Special Brush & Bulky Pick-Up**
(Among Those Who Are Unaware of the Service)
(N=262)



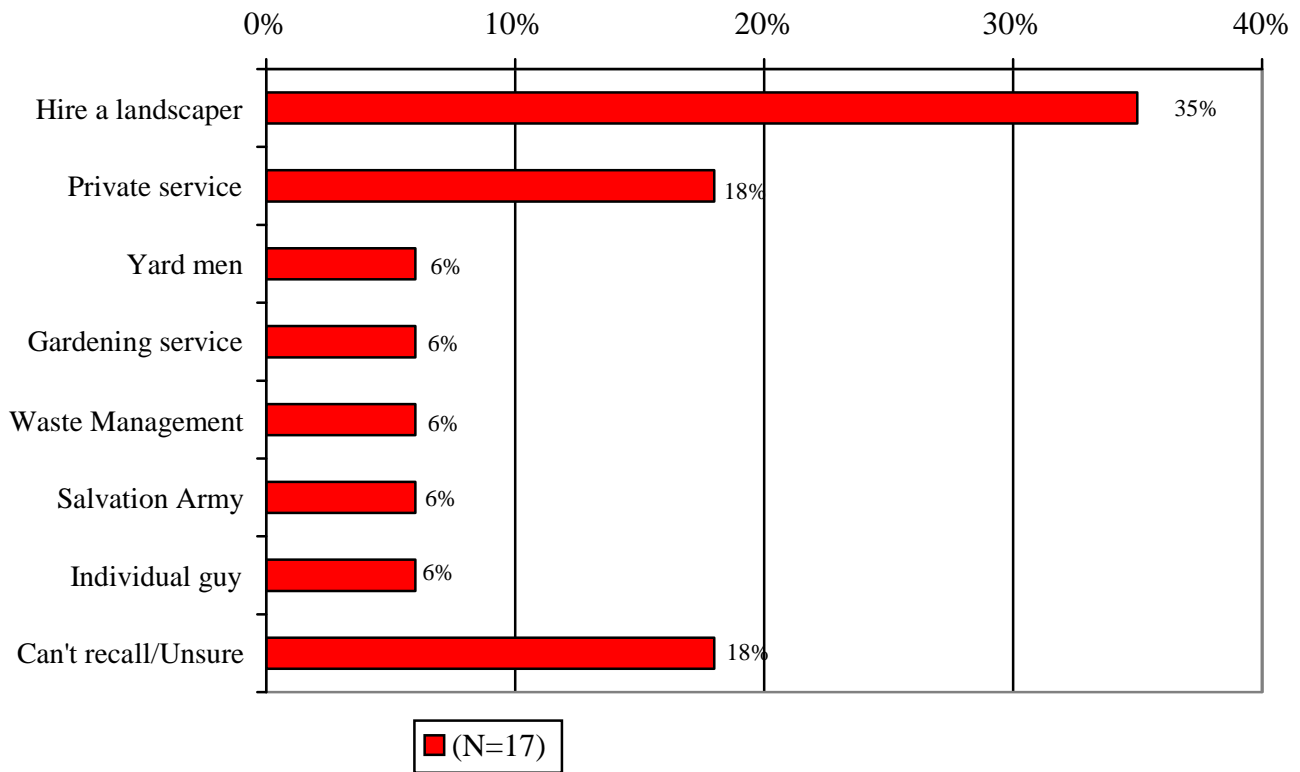
Use of Another Service Like the Fee-Based Special Brush & Bulky Pick-Up – Residential customers unaware of the special Brush & Bulky pick-up service (64% of the total sample) were also asked if they have ever used another service like it. As summarized in Table 6a, 6% say “yes” – typically higher income households (\$75,000+) who have lived at their current address for 11+ years.

Table 6a **Use of Another Service Like the Fee-Based Special Brush & Bulky Pick-Up**
(Among Those Who Are Unaware of the Service)
(N=262)



Other Pick-Up Service Used – When asked to specify the name of the pick-up service utilized that is similar to the special Brush & Bulky service, few identify a particular company or service. Instead, most simply say the services were provided by “a landscaper” or “private service.” A few others don’t recall the name of the service utilized. Only “Waste Management” and “the Salvation Army” are specifically identified by name among the 17 customers who recall using a Brush & Bulky-like pick-up service.

Table 6b **Other Pick-Up Service Used**
 (Among Those Who Have Used a Service Similar to the
 Fee-Based Special Brush & Bulky Pick-Up)



One-Time Special Brush & Bulky Pick-Up Fee Elasticity of Support – The willingness to pay for one-time special Brush & Bulky pick-up service (among residential customers aware of the service or those unaware who might use it in the future) increases with progressively lower fee levels. At the \$100 per service fee level, 9% indicate potential usage. Overall support levels only increase to 14% when the fee is reduced to \$75. At \$55, support levels more than doubles to 36% – including a similar share of regular Brush & Bulky service users (36%) and non-users (33%). With respect to length of residency at current address, it is clear that the most long-term residents (11+ years) are *least* willing to pay a \$55 fee (30% versus 36% overall).

Based on these findings, it is apparent that the highest degree of willingness to pay for a one-time special Brush & Bulky pick-up service is at the \$55 fee level. However, this is an acceptable fee for only 30% of the entire sample. In other words, 70% have no interest in the service or would not be willing to pay a one-time fee of \$55.

Table 7 **Willingness to Pay Various Amounts for a One-Time Special Brush & Bulky Pick-Up**
(Among Those Aware of the Special Service or Those Unaware Who Indicate Potential Usage)

Fee Level	Sub-Sample (N=336)		Regular Brush & Bulky Service User (N=267)		Regular Brush & Bulky Service Non-User/ Unfamiliar (N=69)	
	Yes, Would Pay		Yes, Would Pay		Yes, Would Pay	
	%	Cumulative	%	Cumulative	%	Cumulative
\$100	9%	9%	9%	9%	7%	7%
\$75	5%	14%	6%	15%	1%	8%
\$55	22%	36%	21%	36%	25%	33%

Fee Level	0-3 Year Residents at Current Address (N=74)		4-10 Year Residents at Current Address (N=81)		11+ Year Residents at Current Address (N=181)	
	Yes, Would Pay		Yes, Would Pay		Yes, Would Pay	
	%	Cumulative	%	Cumulative	%	Cumulative
\$100	8%	8%	9%	9%	9%	9%
\$75	1%	9%	9%	18%	4%	13%
\$55	30%	39%	25%	43%	17%	30%

Willingness to Separate Brush & Bulky Pick-Up Service Trash Materials Into Separate Piles – Among residential customers aware of the special Brush & Bulky pick-up service (or unaware of the special service but willing to use it) (82% of the total sample), fully 85% are willing to sort trash materials into three separate landscape waste, tires and “other” piles. This is the case regardless of home ownership status or type of residents – particularly among progressively newer residents at their current address. One of ten is unwilling to separate their Brush & Bulky items into piles, more often those 55 or older.

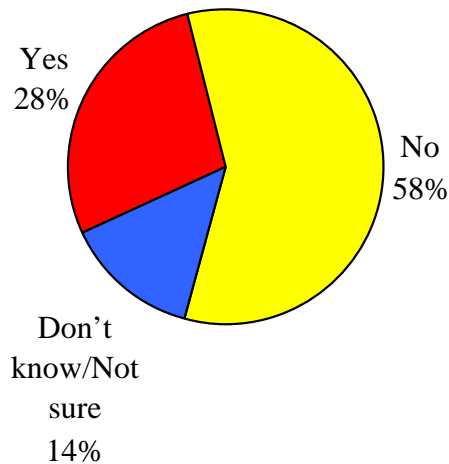
Table 8 **Willingness to Separate Brush & Bulky Pick-Up Service Trash Materials Into Separate Piles**
(Among Those Aware of the Special Service or Those Unaware Who Indicate Potential Usage)
(N=336)



Consideration of Elimination of Regular Brush & Bulky Service and Fees and Having As-Needed Fee-Based Pick-Up Only – Among past-users or those unfamiliar with the regular Brush & Bulky service (77% of the total sample), six of ten would *not* consider eliminating their twice-a-year pick-up Brush & Bulky service (and reducing their monthly Environmental Services fee by \$2) in lieu of only pick-up on an as-needed basis for a fee. This is the case among both renters and homeowners, and regardless of length of residency at current address.

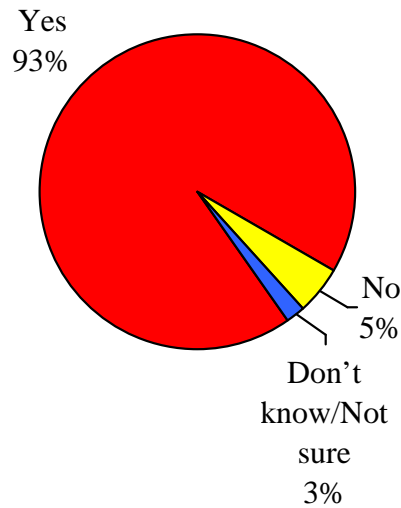
Among the rest, 28% are willing to consider going to an as-needed, fee-based Brush & Bulky service – more often renters, younger customers (18 to 34) and lower income households (under \$25,000). The balance (14%) are not sure.

Table 9 **Consideration of Elimination of Regular
Brush & Bulky Service and Fees and
Having As-Needed Fee-Based Pick-Up Only**
(Among Past-Users or Those Unfamiliar With the Brush & Bulky Service)
(N=314)



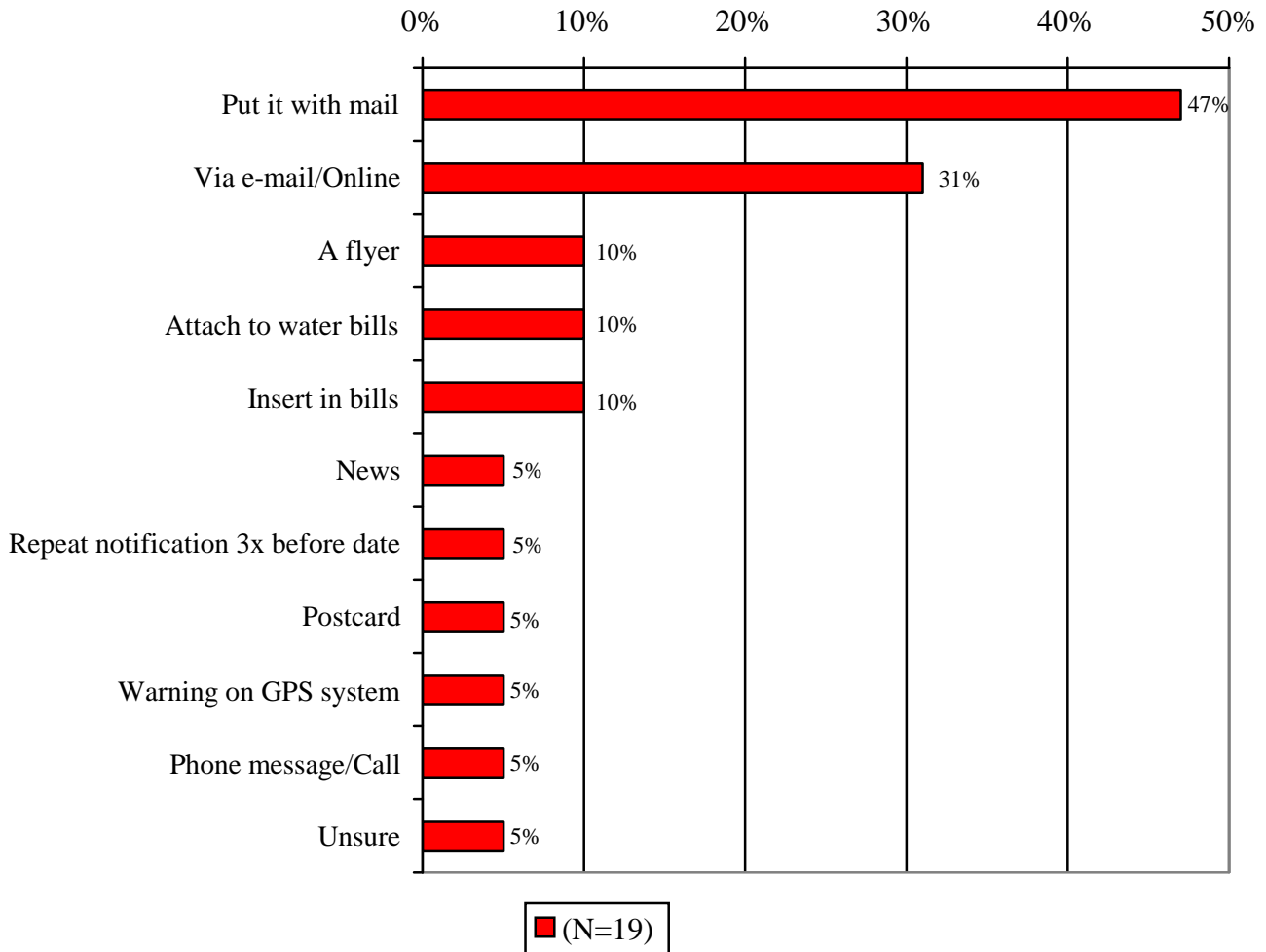
Sufficiency of Door Hanger Notification of Brush & Bulky Pick-Up Service – Fully
93% of residential customers indicate that the current door hanger notification of Brush & Bulky pick-up service is sufficient. Only 5% say that it is not.

Table 10 **Sufficiency of Door Hanger Notification
of Brush & Bulky Service**



Suggested Notification Methods in Place of or Addition to Door Hangers – Among the few residential customers who think that a door hanger is not sufficient notification of Brush & Bulky pick-up (5% of the total sample), most suggest mail or an insert with a regular monthly bill (“post card,” “better if it was in the mail,” “insert in bills,” “attach to some kind of bill, like the water bill”). Others recommend notification by e-mail or the Internet (“send a note via e-mail,” “post it on the website”). Turn to page V7 in the Appendix for a listing of suggested notification methods.

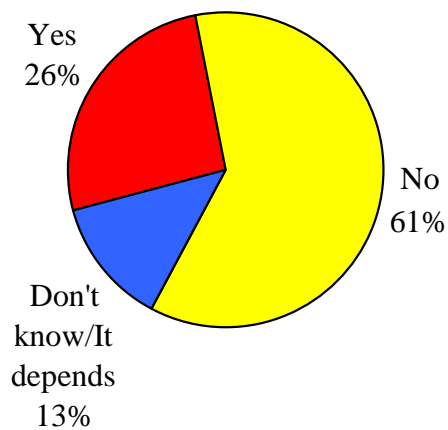
Table 10a Suggested Notification Methods in Place Of or Addition to Door Hangers
(Among Those Who Think Door Hangers Are Insufficient)



Consideration of Separate Barrel for Landscape or Yard Waste Collection for Additional Monthly Fee – One of four residential customers would consider a separate barrel for landscape or yard waste collection for an additional monthly fee. Another 13% are unsure or say “it depends.” Those willing to consider a separate landscaping/yard waste barrel include renters, progressively younger customers and 10 or fewer year residents at their current address.

Six of ten are unwilling to consider a separate landscaping/yard waste barrel. This includes two-thirds of customers who have lived at their current address for 11+ years.

Table 11 Consideration of Separate Barrel for Landscape or Yard Waste Collection for Additional Monthly Fee



Separate Landscape/Yard Waste Barrel Collection Monthly Fee Elasticity of Support – Among those willing to consider a separate landscape/yard waste barrel (or say it depends) (39% of the total sample), three of ten indicate they would be willing to pay a \$15 monthly fee. Overall support increases by 68% to 52% (especially among progressively newer residents at their current address) when the monthly fee is reduced to \$10. An additional reduction to \$7.50 per month only increases support by 27% (to 66% overall) – more often regular Brush & Bulky service users (67%) and residents for 10 years or less at their current address.

Based on this analysis, among those willing to consider a separate landscape yard waste barrel, a majority would accept a \$10/month fee. And two-thirds of those who would consider a separate barrel would be willing to pay \$7.50 a month.

Table 11a Willingness to Pay Various Amounts Per Month for Separate Landscape/Yard Waste Barrel Collection (Among Those Willing to Consider a Separate Barrel)

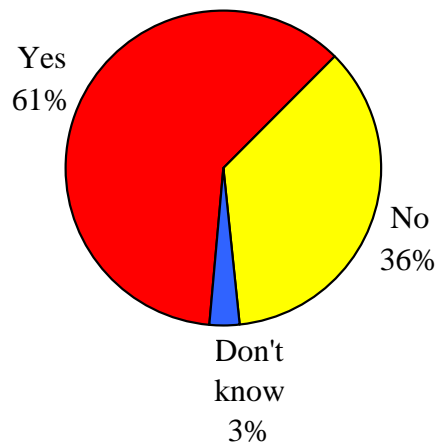
Fee Level	Sub-Sample (N=160)		Regular Brush & Bulky Service User (N=123)		Regular Brush & Bulky Service Non-User/Unfamiliar (N=37)	
	Yes, Would Pay		Yes, Would Pay		Yes, Would Pay	
	%	Cumulative	%	Cumulative	%	Cumulative
\$15	31%	31%	32%	32%	27%	27%
\$10	21%	52%	20%	52%	27%	54%
\$7.50	14%	66%	15%	67%	8%	62%

Fee Level	0-3 Year Residents at Current Address (N=44)		4-10 Year Residents at Current Address (N=48)		11+ Year Residents at Current Address (N=68)	
	Yes, Would Pay		Yes, Would Pay		Yes, Would Pay	
	%	Cumulative	%	Cumulative	%	Cumulative
\$15	39%	39%	23%	23%	31%	31%
\$10	18%	57%	29%	52%	18%	49%
\$7.50	16%	73%	21%	73%	7%	56%

Household Hazardous Waste Program Evaluations

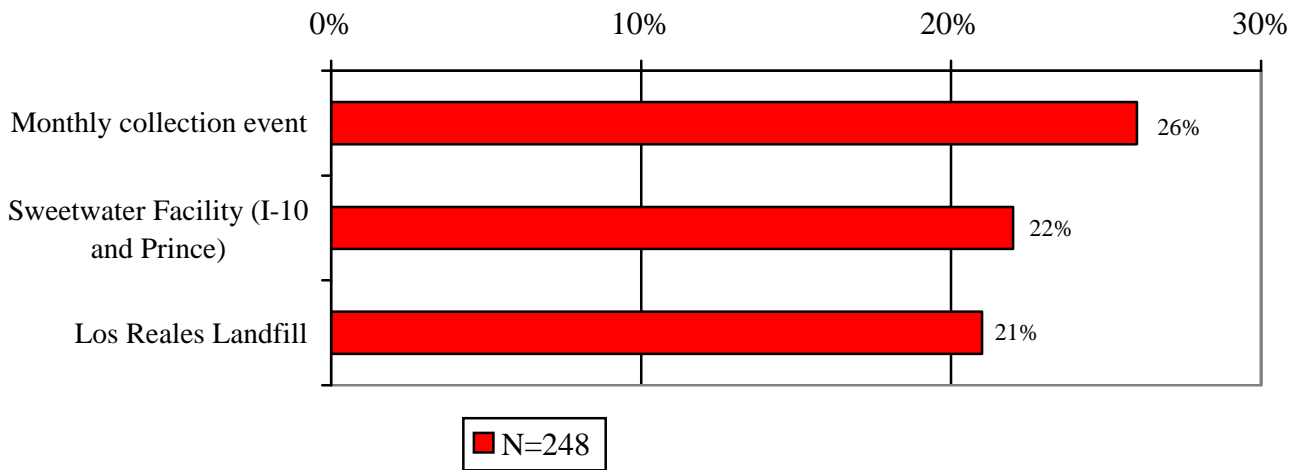
Awareness of Household Hazardous Waste Program – Six of ten residential customers indicate that they are aware of the Household Hazardous Waste Program (61%) – regardless of overall ESD rating. Users of the regular Brush & Bulky service are more apt to be aware of the Household Hazardous Waste Program, as are those who own their home, who reside in single-family residences and who have lived in their current residence for 4 or more years.

Table 12 Awareness of Household Hazardous Waste Program



Locations Used to Drop Off Household Hazardous Waste – Among those familiar with the Household Hazardous Waste Program (61% of the total sample), one of four have dropped off items at a monthly collection event (26%), while two of ten have dropped off household hazardous waste at either the Sweetwater Facility (22%) or Los Reales Landfill (21%). Brush & Bulky service users, residents of single-family homes and those who have lived at their current address for 4+ years are more apt to have dropped off household hazardous waste at any of these three locations. Renters are more apt to have dropped off household hazardous waste at a monthly collection event rather than at one of the facilities.

Table 12a Locations Used to Drop Off Household Hazardous Waste
(Among Those Aware of the Program)



Household Hazardous Waste Scheduled Pick-Up Fee Elasticity of Support – Among residential customers, 28% are willing to pay a \$25 fee for a scheduled pick-up of household hazardous waste at their home by the ESD. If the pick-up fee is reduced to \$15, the willingness to pay increases to 40% – including one-half of residents at their current address for ten or fewer years (versus just 32% of 11+ year residents). Willingness to pay increases by 28% to 51% overall if the fee is reduced to \$10. This includes the majority of 4-to-10 (55%) and 0-to-3 year (64%) residents (compared to only 42% of 11+ year residents).

These findings suggest a recommended fee level of \$10 for scheduled at-home pick-up of household hazardous waste.

Table 13 Willingness to Pay Various Amounts for a Scheduled Pick-Up of Household Hazardous Waste

Fee Level	Total Sample (N=408)		0-3 Year Residents at Current Address (N=90)		4-10 Year Residents at Current Address (N=100)		11+ Year Residents at Current Address (N=218)	
	Yes, Would Pay		Yes, Would Pay		Yes, Would Pay		Yes, Would Pay	
	%	Cumulative	%	Cumulative	%	Cumulative	%	Cumulative
\$25	28%	28%	38%	38%	33%	33%	22%	22%
\$15	12%	40%	12%	50%	15%	48%	10%	32%
\$10	11%	51%	14%	64%	7%	55%	10%	42%

ESD Communication and Website Evaluations

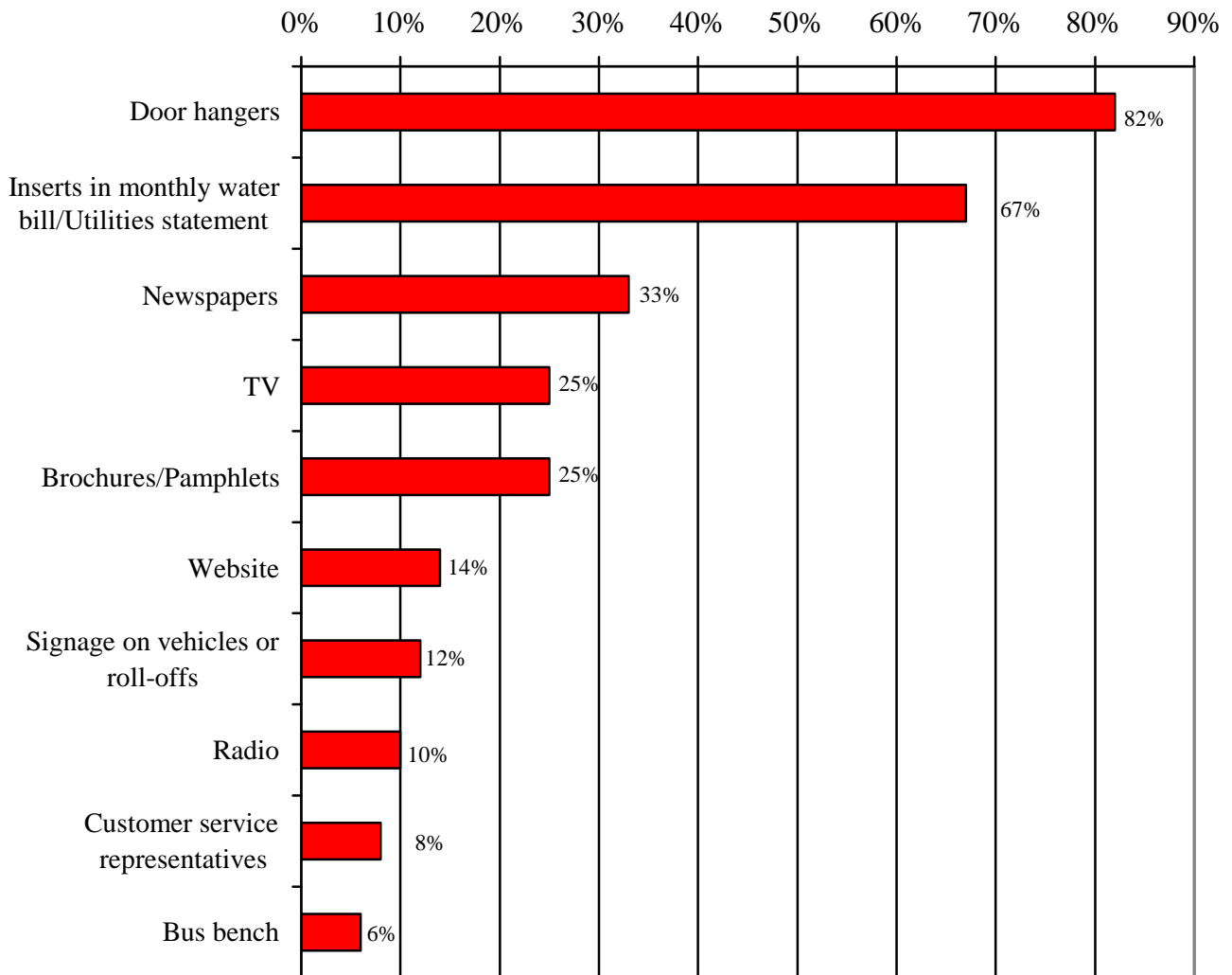
Communication Resources Used for Information About Environmental Services –

All residential customers were asked by which means they receive information about Environmental Services. As reflected in Table 14, more than eight of ten have encountered ESD door hangers (82%), while two-thirds have received inserts in their monthly water bill or utilities statement (67%). Brush & Bulky service users, homeowners, customers in single-family residences and those who have lived at their current address for 4+ years are more apt to recall a door hanger, while water/utilities bill inserts are more apt to be recalled by renters, residents of non-single-family homes and those at their current address for 3 years or less.

In lesser numbers, some residential customers mention seeing ESD information in newspapers (33%), on television (25%) or in brochures or pamphlets (25%). Brush & Bulky service users are more apt to recall each of these three communication sources. Homeowners tend to have higher recall of newspaper information, while brochures/pamphlets have higher recall among renters.

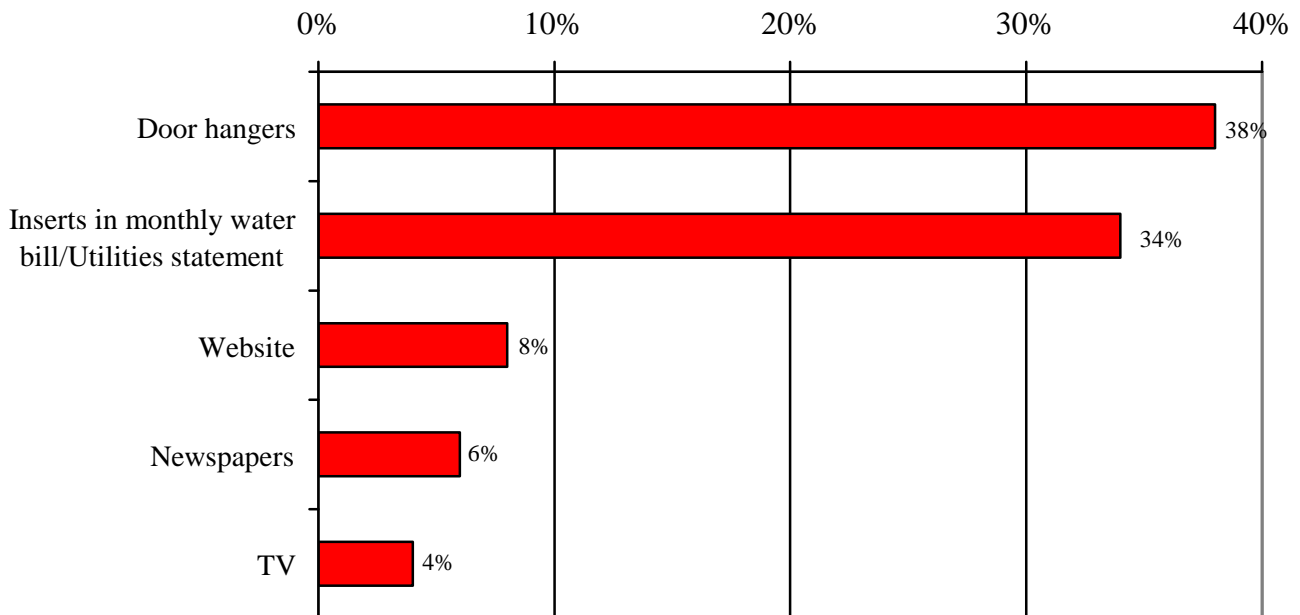
Table 14

**Communication Resources Used for
Information About Environmental Services**



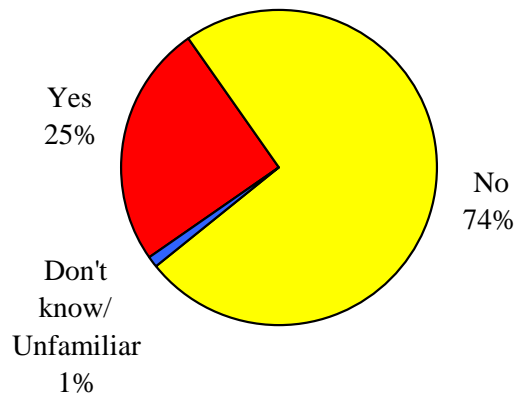
Best Way to Provide Information About Environmental Services – When asked which of these information sources was the *best* way to provide ESD information, door hangers (38%) and inserts in the monthly water bill or utilities statement (34%) are preferred nearly equally. Fewer prefer websites (8%), newspapers (6%) or television (4%). Brush & Bulky service users, homeowners; those in single-family residences and customers who have lived at their current address for progressively more years are more apt to favor door hangers as the best means of communication. Monthly water bill/utilities statement inserts are the top choice of renters, those at their current residence for 3 or fewer years, non-single-family home residents and current non-users of the regular Brush & Bulky service.

Table 15 **Best Way to Provide Information About Environmental Services**



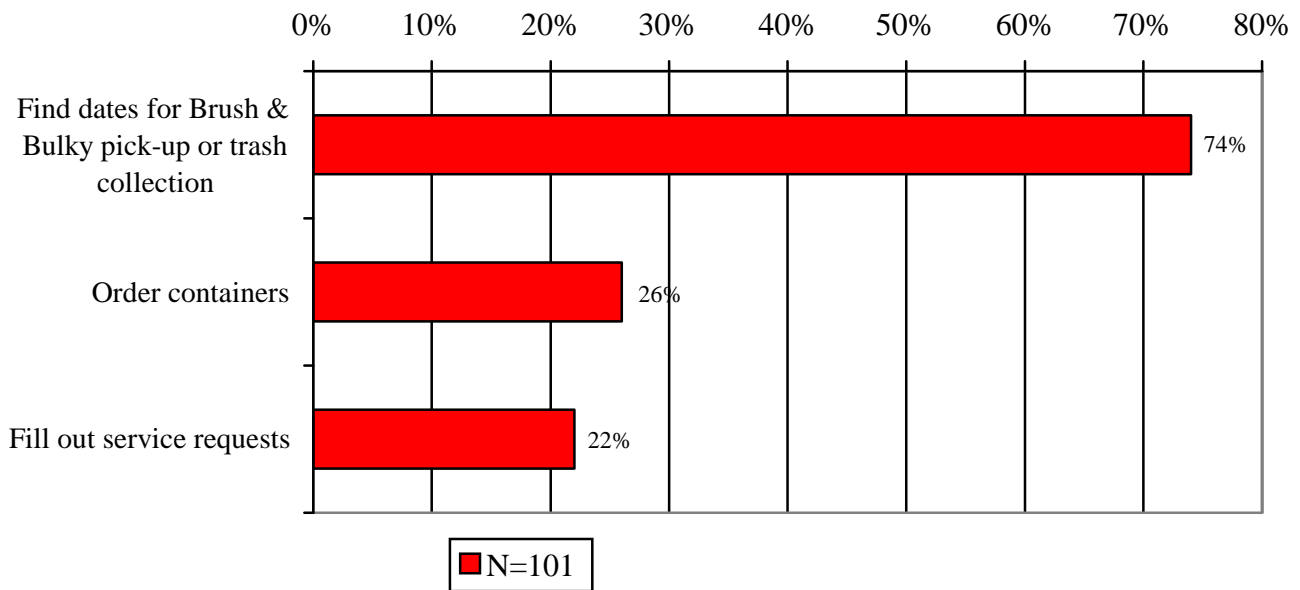
Use of Environmental Services Website – Among the total sample, one of four indicate that they have used the Environmental Services website (25%), with little difference based on home ownership. Customers living in single family residences and who have lived at their current address for 4 to 10 years are more apt to have used the website, as are those with household incomes between \$50,000 and \$99,999 and residential customers under 55 years of age (especially those 35 to 44).

Table 16 Use of Environmental Services Website



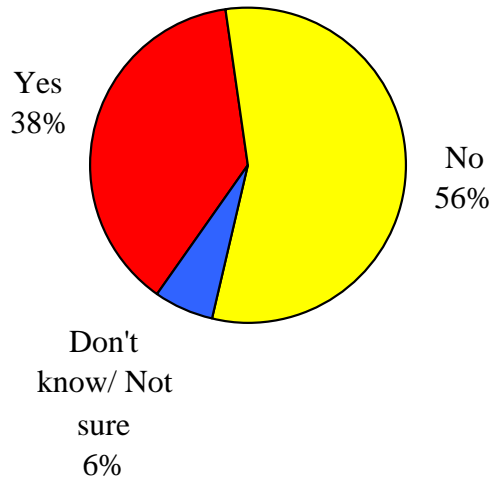
Reasons for Using Environmental Services Website – Among ESD website users (25% of the total sample), three of four have utilized the site to find dates for Brush & Bulky pick-up or trash collection (74%). These tend to be regular Brush & Bulky service users, those with progressively higher ratings of ESD, homeowners and those in single family residences, as well as progressively longer-term residents at the same address. One of four say they used the website to order containers (26%), while 22% indicate they have filled out service requests on the website. Container orders are more common among those who have lived at their current address for 10 years or less, while the newest residents of their current address (less than three years) are more apt to have filled out online service requests.

Table 16a Reasons for Using Environmental Services Website
(Among Those Who Have Used the Website)



Potential Sign-Up for Environmental Services Informational E-Mails – When asked if they would sign up for a service if Environmental Services offered a way to receive information via e-mail, nearly four of ten residential customers indicated that they would (38%). This includes an even greater share of renters (47%) and residents at their current address for 3 years or less (51%), as well as residential customers under 55 years of age (48%-55%).

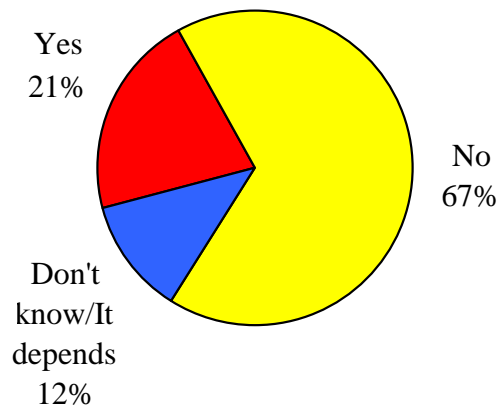
Table 17 Potential Sign-Up for Environmental Services Informational E-Mails



Temporary Service Stop Evaluations

Potential Use of Temporary Service Stop Program – Residential customers were asked if they would consider using a program “offering existing customers a way to temporarily halt and then resume their service while away from home for a long period of time” with a restart fee to redeliver the barrels upon their return. As reflected in Table 18, two of ten indicate they would consider such a service (21%). Another 12% say “it depends.” Renters, progressively newer residents at their current address and the youngest customers (18 to 34) are most likely to consider such a service.

Table 18 Potential Use of Temporary Service Stop Program



Temporary Service Stop Program Fee Elasticity of Support – Among those willing to consider the service or who say it depends (33% of the total sample), 16% are willing to pay a \$50 fee for a temporary service stop program. If the fee is reduced to \$35, the willingness to pay doubles to 34%. At the \$25 fee level, support increases to 63%. It is clear that progressively newer residents at their current address are more willing to support a temporary service stop program – regardless of the fee charged.

Based on these findings, a fee of \$25 is suggested, for the widest degree of support among those interested in the service.

Table 18a Willingness to Use Temporary Service Stop Program at Various Fee Levels
(Among Those Willing to Consider the Service)

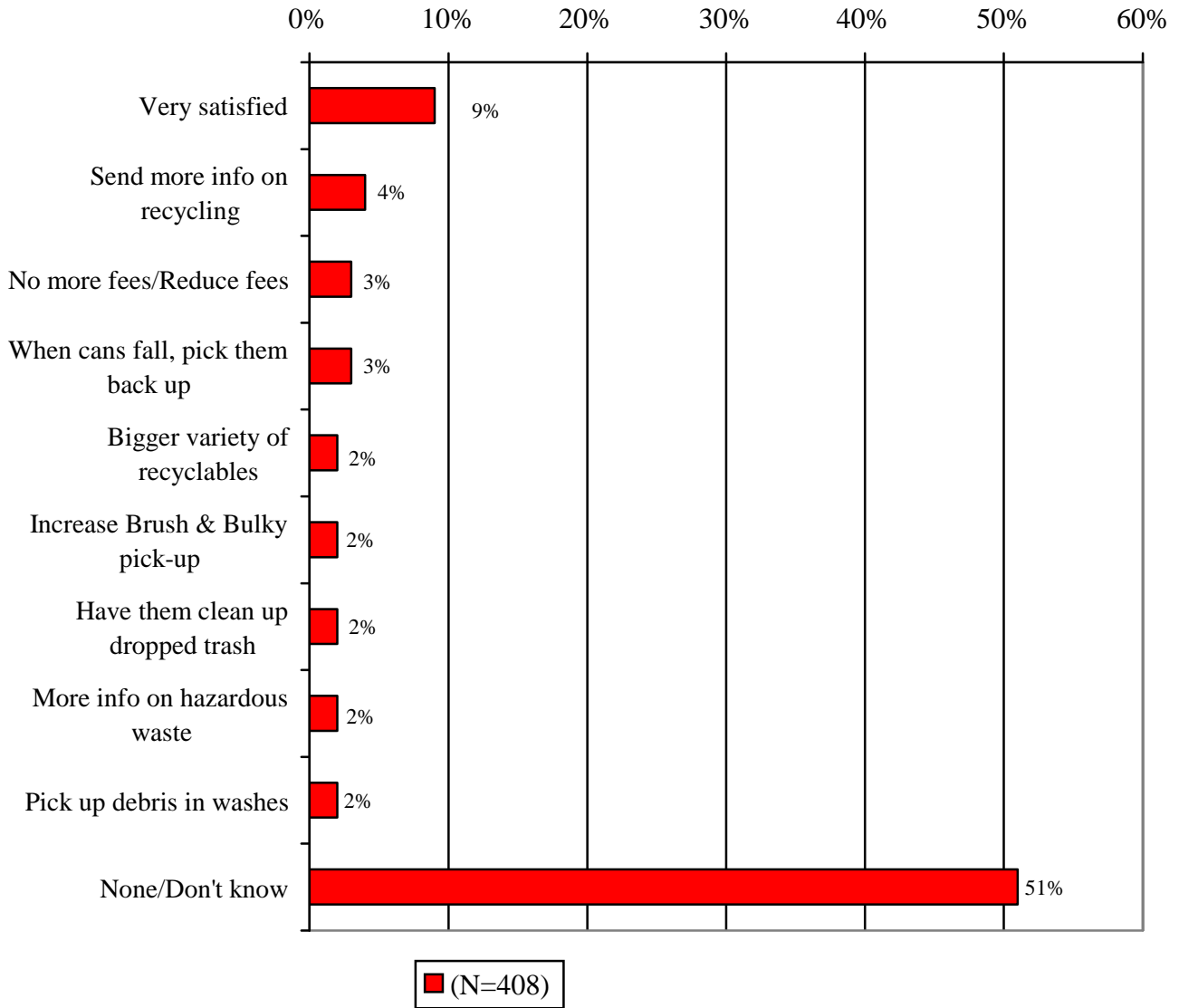
Fee Level	Sub-Sample (N=133)		0-3 Year Residents at Current Address (N=42)		4-10 Year Residents at Current Address (N=36)		11+ Year Residents at Current Address (N=55)	
	Yes, Would Pay		Yes, Would Pay		Yes, Would Pay		Yes, Would Pay	
	%	Cumulative	%	Cumulative	%	Cumulative	%	Cumulative
\$50	16%	16%	26%	26%	22%	22%	5%	5%
\$35	18%	34%	26%	52%	14%	36%	14%	19%
\$25	29%	63%	21%	73%	28%	64%	34%	53%

Suggestions for ESD

Additional Suggestions, Recommendations or Comments for ESD – As summarized in Table 19 (and on pages V8-V16 in the Appendix), six of ten residential customers offer no suggestions or comments (51%) or indicate they are “very pleased with the service” they currently receive from ESD (9%). The remaining four of ten offer a variety of suggestions. Some want the ESD to “get people more informed about recycling” (“somehow to reach people that recycling is a vital part of our trash pick-up,” “tell everyone what is recyclable and where”) and “to increase recycling, be able to recycle more items.” Others “want to know more about hazardous waste” (“Hazardous Waste Program, they should be more serious about,” “Household Hazardous Waste Program is excellent...really want to see this program more advertised”). A few also request more Brush & Bulky pick-ups (“increase Brush & Bulky pick-up to three times per year,” “think the Brush & Bulky service should be done at least every four months”) or “would like them to take on the debris in the washes.”

In terms of specific complaints, some say that “when the drivers place the cans back, put the lids back on because they fall over and we have to go out and pick them up” (“they just plot the container down and it sometimes falls over...the guy should get out and put it back up instead of sending someone else later to do it”) or mention that “sometimes they leave trash on the ground and I have to pick it up” (“please pick up the garbage cans when they fall over,” “I notice stuff in the street because it misses the truck”). Others think “they’re overcharging us for things we used to get and are supposedly being paid for by our taxes” (“stop raising prices,” “lower the rates,” “don’t think they should charge fees”).

Table 19 Additional Suggestions, Recommendations or Comments for ESD



**ENVIRONMENTAL SERVICES DEPARTMENT (ESD)
AWARENESS, USAGE, CUSTOMER SATISFACTION
AND PREFERENCES STUDY**

(March, 2011)

Appendix

Survey Methodology and Sample Selection

This study consists of a 408-person, randomly-selected and statistically-projectable sample of residential customers of the City of Tucson's Environmental Services Department (ESD). All respondents were adult (age 18 or older) heads of household. Surveys were equally distributed among the City's six Wards.

All interviews were conducted by telephone during early March 2011. The fielding was conducted using a computer-assisted predictive dialing system with a client-supplied database of base sample residential ESD customers. Respondents included in this survey were selected through a random sampling procedure that allows equal probability of selection from the database. At least three attempts were made to reach each randomly selected household before replacing it with another randomly selected household. There was only one interview per household. Surveys were conducted in English or Spanish, as preferred by the respondent. A total of 11 surveys were conducted in Spanish by a bilingual FMR interviewer. The telephone interviews lasted 12 minutes on average. Neither the interviewer nor the interviewee had any knowledge of the study sponsor. All interviews were conducted and validated by the FMR field staff.

Respondent Characteristics

The following tables reflect the characteristics of the final completed sample of residential Environmental Services Department customers.

Table A-1 Length of Residence at Current Address

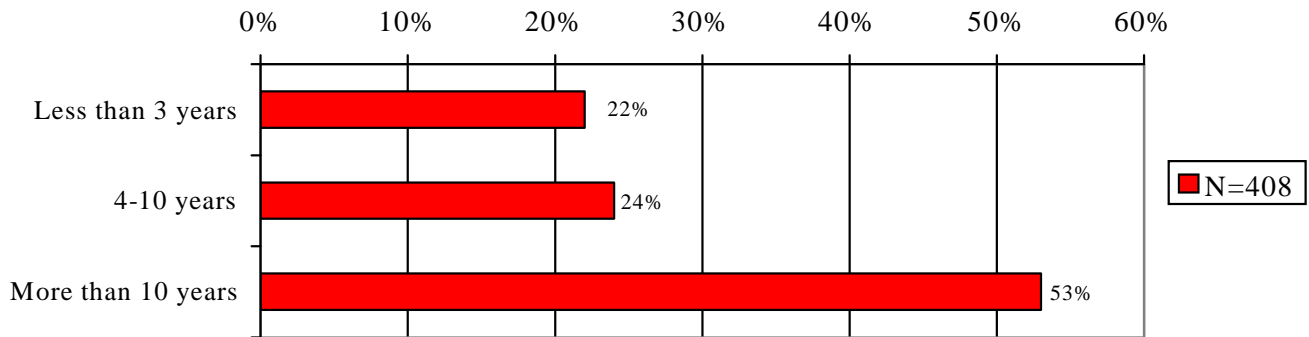


Table A-2 Ownership/Rental of Home

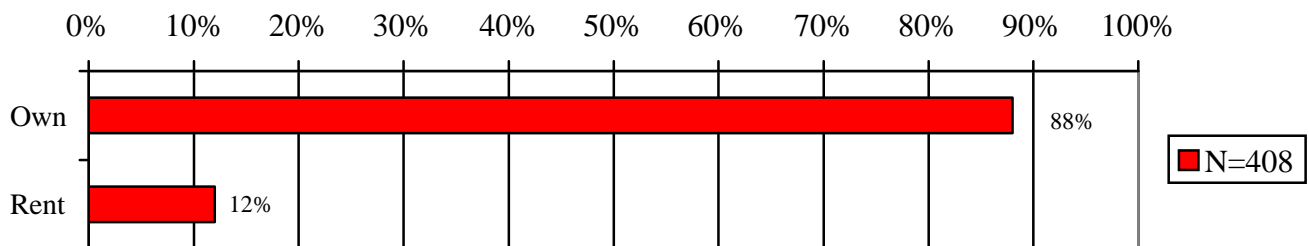


Table A-3 Type of Home

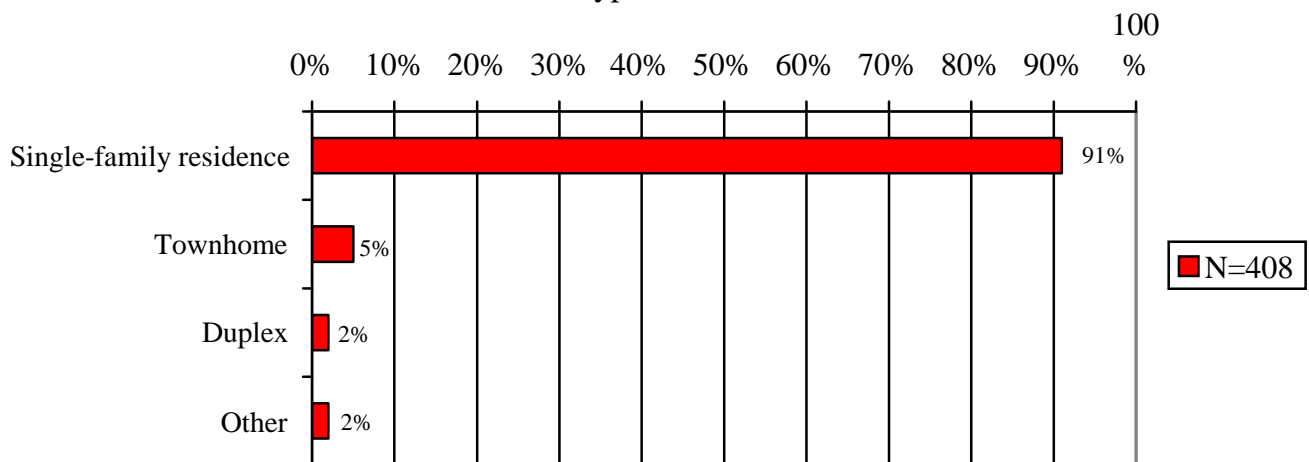


Table A-4

Household Income of Respondents

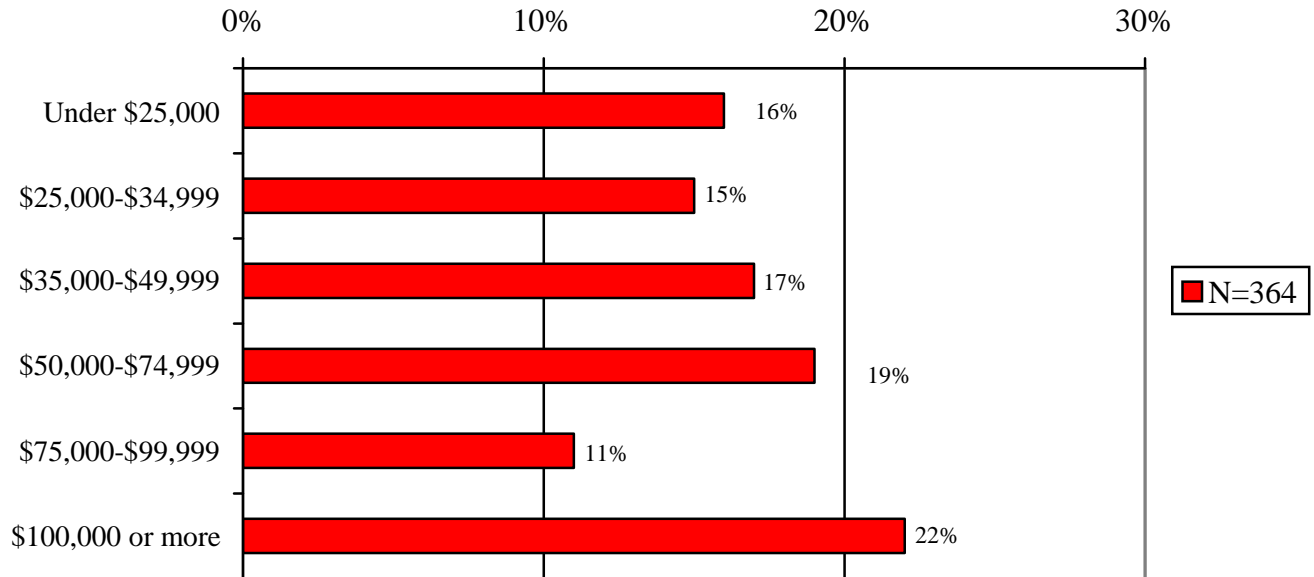


Table A-5

Gender of Respondents

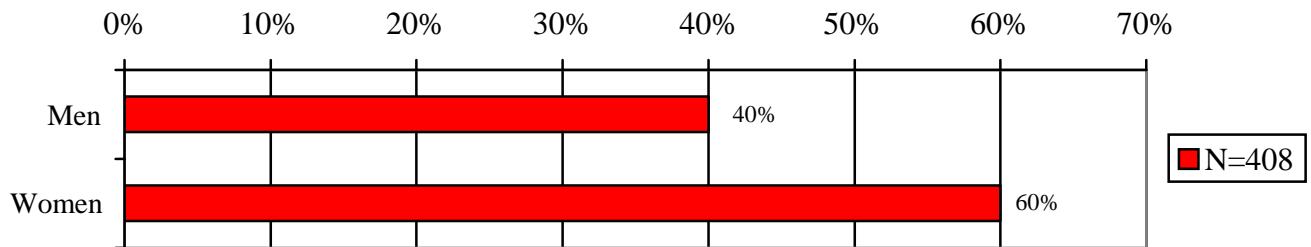


Table A-6

Age of Respondents

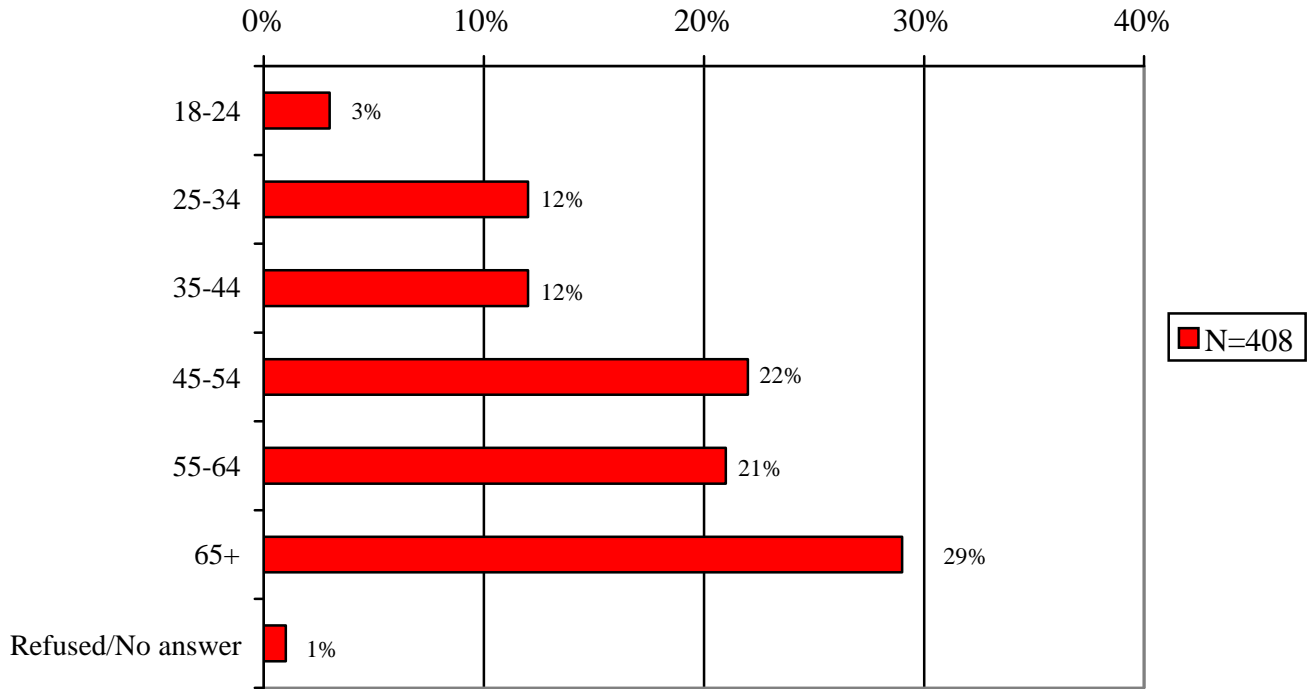
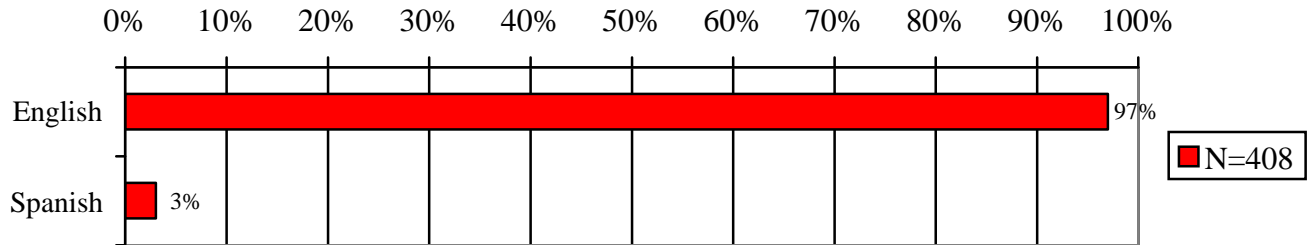


Table A-7

Language of Survey



Statistical Reliability

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, N=400 (rounded), the statistical variation is $\pm 4.9\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range from 45.1% to 54.9%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 2.9\%$).

Sub-samples, such as home ownership status or age groups, have a higher degree of statistical fluctuation due to the smaller number of respondents in those groupings.

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.3%	4.5%	5.1%	5.5%	5.7%
200	4.2%	5.5%	6.4%	6.8%	6.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%
25	11.8%	15.7%	18.0%	19.2%	19.6%

Example:

If the table shows that 20% of all respondents (when N=400) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 3.9 percentage points; that is, the range of response would be 16.1% to 23.9%.

Significance of Difference Between Percentages
(at the 95% confidence level)

Average of the Bases of Percentages Being Compared	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
250	5.2%	7.1%	8.1%	8.6%	8.8%
200	5.9%	7.8%	8.9%	9.6%	9.8%
150	6.8%	9.1%	10.3%	11.0%	11.3%
100	8.3%	11.0%	12.7%	13.6%	13.9%
50	11.7%	15.7%	18.0%	19.2%	19.7%
25	16.7%	22.2%	25.5%	27.2%	27.7%

Example:

If a table indicates that 35% of homeowners have a positive attitude toward a category of response, and that 26% of renters have the same attitude, the following procedure should be used to determine if this attitude is due to chance:

The average base is 200 (rounded) for the reported percentages $(359+49)/2=204$. The average of the percentages is 30.0% – $(35+26)/2=30.5\%$. The difference between the percentages is 9%. Since 9% is greater than 8.9% (the figure in the table for this base and this percentage), the chances are 95 out of 100 that the attitude is significantly different between survey respondents who own or rent their current residence.

Display A-1

Final Disposition of Dials

I. Non-Interview Attempts	8,540
(Including disconnected, blocked, no answer, busy, business)	3,328
Refusals	552
“Call back”/Answering Machine	4,660
II. Live Contacts (% of)	
Screening Terminates	
A. Language	69 (13.3%)
B. Midway Terminates	<u>41 (7.9%)</u>
Total Terminates	110
Completed Interviews	408 (78.8%)
Total Live Contacts	518
III. Other Rates	
A. Refusal Rate	54%
B. Contact Success Rate	9.2%
C. Interview Success Rate (as % of Live Contacts and Refusals)	38.1%
IV. Average Survey Length	12 minutes

**ENVIRONMENTAL SERVICES DEPARTMENT (ESD)
AWARENESS, USAGE, CUSTOMER SATISFACTION
AND PREFERENCES STUDY
(March, 2011)**

COPY OF SURVEY INSTRUMENT

FMR Associates, Inc.
6045 E. Grant Road
Tucson, Arizona 85712

Job No. 309169-112
Final Design
March, 2011
Project No. 9 6 _ _ _

ENVIRONMENTAL SERVICES DEPARTMENT USER SURVEY
- Screening Form -

TIME INTERVIEW STARTED: _____ ENDED: _____ DATE: _____

INTERVIEWER NAME: _____ QUESTIONNAIRE NO.: _____

TELEPHONE: _____

WARD: Ward 1.....1 (RECORD FROM
Ward 2.....2 DATABASE)
Ward 3.....3
Ward 4.....4
Ward 5.....5
Ward 6.....6 (15)

(1-4)

Hello, my name is _____. I am calling for FMR Research, a nationwide public opinion company. We are conducting a brief survey about the various services provided by City of Tucson Environmental Services Department. We are not selling or soliciting anything. All answers are completely confidential and will be used for research purposes only.

A. For this survey, we need to speak with the male or female head of household who is eighteen years old or older. Are you that person?

Yes(CONTINUE)
No.....(ASK TO SPEAK TO THE MALE OR FEMALE
HEAD OF HOUSEHOLD, RETURN
TO INTRODUCTION, THEN TO Q.B))

INTERVIEWER: IF YOU OR RESPONDENT HAS TROUBLE UNDERSTANDING EACH OTHER,
ASK: "Would you feel most comfortable if this interview is conducted in..."

Spanish.....1 (GO TO INSTRUCTIONS BELOW)
English2 (SKIP TO Q.1)
-OR- Does it make no difference3 (SKIP TO Q.1) (16)

INSTRUCTIONS: IF RESPONDENT PREFERS INTERVIEW TO BE CONDUCTED IN SPANISH,
EITHER GO TO FORM "B" (Spanish Language Survey), OR DETERMINE THE BEST TIME FOR
BILINGUAL INTERVIEWER TO RECALL.

Best time to reschedule _____

Respondent's first name _____

ENVIRONMENTAL SERVICES DEPARTMENT USER SURVEY
 - Main Questionnaire -

1. I would like to start by asking you a few questions about the City of Tucson's Environmental Services Department, the City department that picks up your trash and recycling. In your opinion, please tell me how good of a job the City's Environmental Services Department is doing overall, using a scale of "1-to-5" where a "5" means an "excellent job" and a "1" means a "very poor job." You can give me any number between "1" and "5."

<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>	<u>No opinion/ Don't know</u>
5	4	3	2	1	0
(17)					

2. Now I would like you to rate the City's Environmental Services Department on individual services and programs. As I read each service or program, please rate how good of a job the Environmental Services Department is doing on each with the same "1-to-5" scale, where a "5" means an "excellent job" and a "1" means a "very poor job." You can give me any number between "1" and "5." (READ ITEMS IN RANDOM ORDER)

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>	<u>Unfamiliar/ Don't know</u>	
() Trash collection	5	4	3	2	1	0	(18)
() Recyclables collection in the blue barrel	5	4	3	2	1	0	(19)
() Brush & Bulky collection	5	4	3	2	1	0	(20)
() Household Hazardous Waste Program	5	4	3	2	1	0	(21)
() Providing customer service on the telephone	5	4	3	2	1	0	(22)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
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3. Now I'd like some information from you about specific services offered by the Environmental Services Department. First, I'd like to ask you about the Brush & Bulky pick-up service. Do you use Brush & Bulky's twice-a-year scheduled service? (DO NOT READ)

- Yes1 (ASK Q. 3a)
- No.....2 (SKIP TO Q.4)
- Don't know/Unfamiliar.....3 (SKIP TO Q.5) (23)

3a. How many times per year do you use the Brush & Bulky service? (DO NOT READ)

- Once1
- Twice.....2
- Three or more.....3
- Not sure/Don't know.....4 (24)

3b. Please rate the Brush & Bulky service on a scale from "1-to-5," where a "5" means an "excellent job" and a "1" means a "very poor job." You can give me any number between "1" and "5."

Excellent	Good	Fair	Poor	Very Poor	No opinion/ Don't know
5	4	3	2	1	0
(25)					

3c. Is your Brush & Bulky pick-up in the alley or at the curb? (DO NOT READ)

- Alley.....1 (ASK Q.3d)
- Curb.....2 (SKIP TO Q.5)
- Not sure/Makes no difference...3 (SKIP TO Q.5) (26)

3d. Would you prefer curb pick-up? (DO NOT READ)

- Yes1 (NOW SKIP TO Q.5)
- No.....2 (ASK Q.3e)
- It makes no difference.....3 (NOW SKIP TO Q.5) (27)

3e. Why not? Why do you prefer Brush & Bulky pick-up service in the alley instead of at the curb? (PROBE)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
<hr/>		

No special reason.....97

(NOW SKIP TO Q.5)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE TYPE OF VERBATIM

4. Why don't you use the Brush & Bulky pick-up service? (PROBE)

5. Are you aware that you can call the Environmental Services Department at any time to schedule a special Brush & Bulky pick-up for an additional fee? (DO NOT READ)

Yes 1 (ASK Q. 5a)
 No..... 2 (SKIP TO Q.6)
 Don't know 3 (SKIP TO Q.6) (28)

5a. Have you used the special Brush & Bulky pick-up for an additional fee? (DO NOT READ)

Yes 1 (ASK Q. 5b)
 No..... 2 (SKIP TO Q.7)
 Don't know/Not sure..... 3 (SKIP TO Q.7) (29)

5b. Please rate the special Brush & Bulky pick-up service on a scale from "1-to-5," where a "5" means an "excellent job" and a "1" means a "very poor job." You can give me any number between "1" and "5."

<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Very Poor</u>	<u>No opinion/ Don't know</u>
5	4	3	2	1	0
(30)					

5c. Do you feel the special Brush & Bulky pick-up service provided was a good value for the cost? (DO NOT READ)

Yes 1 (NOW SKIP TO Q.7)
 No..... 2 (NOW SKIP TO Q.7)
 Don't know/Not sure..... 3 (NOW SKIP TO Q.7) (31)

6. Now that you know about the special Brush & Bulky pick-up service, do you think you might use it in the future? (DO NOT READ)

Yes 1
 No..... 2
 Don't know/It depends..... 3 (32)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ TYPE
RENT OF
HOME RESIDENCE VERBATIM

6a. Have you used another pick-up service like this? (DO NOT READ)

- Yes1 (ASK Q.6b)
- No.....2 (SKIP TO Q.7 INSTRUCTIONS)
- Don't know/Not sure.....3 (SKIP TO Q.7 INSTRUCTIONS)

(33)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

**OWN/ TYPE
RENT OF
HOME RESIDENCE VERBATIM**

6b. What service did you use? (PROBE FOR SPECIFIC COMPANY NAME)

Can't recall/Not sure98 (34-35)

7. (IF YES [1] OR DON'T KNOW/IT DEPENDS [3] IN Q.6, ASK Q.7; IF NO [2] IN Q.6, SKIP TO INSTRUCTIONS BEFORE Q.9:) Considering what would be a reasonable fee for a one-time special scheduled Brush & Bulky pick-up by the Environmental Services Department, would it be worth \$100 to you? (DO NOT READ)

Yes1 (SKIP TO Q.8)
No.....2 (ASK Q.7a)
Don't know/Not sure.....3 (ASK Q.7a) (36)

7a. Would it be worth \$75 to you? (DO NOT READ)

Yes1 (SKIP TO Q.8)
No.....2 (ASK Q.7b)
Don't know/Not sure.....3 (ASK Q.7b) (37)

7b. Would it be worth \$55 to you? (DO NOT READ)

Yes1
No.....2
Don't know/Not sure.....3 (38)

8. Would you be willing to separate Brush & Bulky pick-up service trash materials into three different piles – landscape waste, tires and all other items? (IF ASKED: Separating allows more of the materials to be recycled and reused.) (DO NOT READ)

Yes1
No.....2
Don't know/Not sure.....3 (39)

9. (IF YES [1] OR DON'T KNOW/UNFAMILIAR [3] IN Q.3, ASK Q.9; IF NO [2] IN Q.3, SKIP TO Q.10:) If Environmental Services eliminated the current twice a year Brush & Bulky pick-up service and reduced your monthly Environmental Services fee by \$2 (or \$24 annually), and only offered Brush & Bulky pick-up on as-needed basis for a fee, would that be something you would consider? (DO NOT READ)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
		Yes1
		No.....2
		Don't know/Not sure.....3 (40)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE TYPE OF VERBATIM

10. Currently, the Environmental Services Department notifies you of your Brush & Bulky pick-up with a door hanger. Is this sufficient notification? (DO NOT READ)

Yes1 (SKIP TO Q.11)
No.....2 (ASK Q.10a)
Don't know/Not sure.....3 (SKIP TO Q.11) (41)

10a. What other way of notification would work better, or could supplement the door hanger? (PROBE)

None/No suggestion.....99

11. If Environmental Services were to offer a separate barrel for landscape or yard waste and collect it on a regular basis for an additional monthly fee, would that be something you would consider? (DO NOT READ)

Yes1 (ASK Q.11a)
No.....2 (SKIP TO Q.12)
Don't know/It depends.....3 (ASK Q.11a) (42)

11a. Considering what would be a reasonable fee for regular pick-up of landscape or yard waste at your home by the Environmental Services Department, would it be worth \$15 per month to you? (DO NOT READ)

Yes1 (SKIP TO Q.12)
No.....2 (ASK Q.11b)
Don't know/Not sure.....3 (ASK Q.11b) (43)

11b. Would it be worth \$10 per month to you? (DO NOT READ)

Yes1 (SKIP TO Q.12)
No.....2 (ASK Q.11c)
Don't know/Not sure.....3 (ASK Q.11c) (44)

11c. Would it be worth \$7.50 per month to you? (DO NOT READ)

Yes 1

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF	VERBATIM
		No.....2
		Don't know3 (45)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE TYPE OF VERBATIM

12. Now I'd like to ask you some questions about the Household Hazardous Waste Program. Are you aware of this program? (DO NOT READ)

Yes1 (ASK Q.12a)
No.....2 (SKIP TO PARAGRAPH BEFORE

Q.13)

Don't know3 (SKIP TO PARAGRAPH BEFORE

Q.13) (46)

12a. As I read the following locations, please tell me if you have ever dropped off household hazard waste there. (READ)

	<u>Yes</u>	<u>No</u>	
Sweetwater facility (I-10 and Prince)	1	2	(47)
Los Reales Landfill	1	2	(48)
At a monthly collection event	1	2	(49)

(NOW ASK Q.13 – DO NOT READ INTRO PARAGRAPH)

(IF NO [2] OR DON'T KNOW [3] IN Q.12, SAY:) Household Hazardous Waste Program is an Environmental Services Department service, where 90% of all household hazardous waste that it collects is recycled or reused. Items collected include paint, pesticides and household cleaners.

13. Considering what would be a reasonable fee for a scheduled pick up of household hazardous waste at your home by the Environmental Services Department, would it be worth \$25 to you? (DO NOT READ)

Yes1 (SKIP TO Q.14)
No.....2 (ASK Q.13a)
Don't know/Not sure.....3 (ASK Q.13a) (50)

13a. Would it be worth \$15 to you? (DO NOT READ)

Yes1 (SKIP TO Q.14)
No.....2 (ASK Q.13b)
Don't know/Not sure.....3 (ASK Q.13b) (51)

13b. Would it be worth \$10 to you? (DO NOT READ)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
		Yes 1
		No.....2
		Don't know3 (52)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
---	----------------------------------	-----------------

14. Now I have some questions about the various ways that Environmental Services communicates with City residents. To begin, I am going to read you a list of information sources. As I read each item, simply tell me if you get information about Environmental Services from.... (READ) (MULTIPLE MENTION)

- Inserts in your monthly water bill or utilities statement...01
- Door hangers.....02
- Brochures and pamphlets03
- A bus shelter04
- Signage on vehicles or roll-offs05
- A bus bench.....06
- Newspapers07
- TV08
- Radio.....09
- Customer service representatives.....10
- A website11
- Facebook.....12
- OR- Twitter.....13 (53-62)

15. Which of the information sources I just read, if any, is the best way to provide you with information about Environmental Services? (RE-READ ONLY IF NECESSARY)

- Inserts in your monthly water bill or utilities statement...01
- Door hangers.....02
- Brochures and pamphlets03
- A bus shelter04
- Signage on vehicles or roll-offs05
- A bus bench.....06
- Newspapers07
- TV08
- Radio.....09
- Customer service representatives.....10
- A website11
- Facebook.....12
- Twitter.....13
- Other (specify) _____ 98
- None of these/Not sure..... 99 (63-64)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
---	----------------------------------	-----------------

16. Do you use the Environmental Services website? (DO NOT READ)

Yes1 (ASK Q.16a)
 No.....2 (SKIP TO Q.17)
 Don't know/Unfamiliar.....3 (SKIP TO Q.17) (65)

16a. As I read the following items, tell me if it is something you use the Environmental Services website for. (READ IN RANDOM ORDER)

	<u>Yes</u>	<u>No</u>	
() Find out your dates for Brush & Bulky pick-up or trash collection	1	2	(66)
() Fill out service requests	1	2	(67)
() Order containers	1	2	(68)

17. If Environmental Services offered a way to receive information from them via e-mail, would you sign up for that service? (DO NOT READ)

Yes1
 No.....2
 Don't know/Not sure.....3 (69)

18. Environmental Services is considering offering existing customers a way to temporarily halt and then resume their service while away from home for a long period of time – such as an extended vacation or for part-time Tucson residents. Environmental Services would pick-up your trash and recycling barrels before you leave town; and deliver them to you when return. There would be no monthly Environmental Services fee while you are away; however, there would be a restart fee to deliver the barrels to your home upon your return. If Environmental Services offered such a program, would you consider using it? (DO NOT READ)

Yes1 (ASK Q.18a)
 No.....2 (SKIP TO Q.19)
 Don't know/It depends.....3 (ASK Q.18a) (70)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ TYPE
RENT OF
HOME RESIDENCE VERBATIM

18a. Considering what would be a reasonable fee for Environmental Services to deliver barrels to your home and restart your service when you return home, would it be worth \$50 to you? (DO NOT READ)

Yes1 (SKIP TO Q.19)
No.....2 (ASK Q.18b)
Don't know/Not sure.....3 (ASK Q.18b) (71)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

**OWN/ TYPE
RENT OF
HOME RESIDENCE VERBATIM**

18b. Would it be worth \$35 to you? (DO NOT READ)

Yes1 (SKIP TO Q.19)
No.....2 (ASK Q.18c)
Don't know/Not sure.....3 (ASK Q.18c) (72)

18c. Would it be worth \$25 to you? (DO NOT READ)

Yes 1
No.....2
Don't know3 (73)

19. Are there any other suggestions, recommendations or comments you have for the Environmental Services Department? (PROBE)

None/No suggestion99

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.

C-1. Gender (DO NOT ASK):

Male 1
Female 2 (74)

C-2. How long have you lived at your current address?

_____ years (75-77)
(FILL-IN)

C-3. Please stop me when I read the age category in which you belong. Are you...(READ)

18 to 24 1
25 to 34 2
35 to 44 3

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
	45 to 54	4
	55 to 64	5
	-OR- 65 or older	6
<u>(DO NOT READ)</u>	Refused/No answer ...	0 (78)

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE TYPE OF VERBATIM

C-4. Do you own or rent the place where you live? (DO NOT READ)

Own 1
Rent 2 (79)

C-5. What type of home do you rent or own? Is it a...(READ)

Single-family residence 1
Duplex 2
Tri-plex 3
Apartment 4
-OR- Townhome 5

(DO NOT READ) Other 6

(DO NOT READ) Refused/No answer 0 (80)

C-6. As I read the following categories, please tell me in which group your total annual household income falls. We are not interested in your exact income, just your income category. (READ CATEGORIES)

Under \$25,000 1
Between \$25,000 and \$34,999 2
Between \$35,000 and \$49,999 3
Between \$50,000 and \$74,999 4
Between \$75,000 and \$99,999 5
-OR- \$100,000 or more 6

(DO NOT READ) Refused/No answer 0 (81)

(END): THANK RESPONDENT FOR HIS/HER TIME AND SAY: "IN CASE THE OFFICE WANTS TO CHECK MY WORK, MAY I HAVE YOUR FIRST NAME AND ZIP CODE OF YOUR HOME ADDRESS?"

RESPONDENT'S NAME _____ Zip Code: _____ (82-86)

*** (REMEMBER TO VERIFY RESPONDENT'S PHONE NUMBER) ***

FOR OFFICE USE ONLY:

Environmental Services Department (ESD) Awareness,
Usage, Customer Satisfaction and Preferences Survey

Table 19: Additional Suggestions, Recommendations or Comments for ESD

OWN/ RENT HOME RESIDENCE	TYPE OF RESIDENCE	VERBATIM
<hr/>		
Validation Questions		
Q _____	_____	Q _____
Q _____	_____	Q _____