

Meeting Date: 9/23/2014

Report Type: Staff/Discussion

Report ID: 2014-00667

Title: Recycling and Solid Waste Collection Customer Survey Results

Location: Citywide

Recommendation: Receive and file.

Contact: Steve Harriman, Integrated Waste General Manager, (916) 808-4949, Department of General Services

Presenter: Steve Harriman, Integrated Waste General Manager, (916) 808-4949, Department of General Services

Department: General Services

Division: Solid Waste Admin Services

Dept ID: 13001711

Attachments:

1-Description/Analysis

2-Customer Survey Results

City Attorney Review

Approved as to Form
Audreyell A. Anderson
9/12/2014 9:18:42 AM

Approvals/Acknowledgements

Department Director or Designee: Reina Schwartz - 9/3/2014 12:12:33 PM

Description/Analysis

Issue Detail: On March 25, 2014, the Recycling and Solid Waste Division provided a status report to City Council on the yard waste and recycling program changes that took effect on July 1, 2013. The City Council directed the City Manager to commission a customer survey to gauge opinions on the program changes, particularly whether or not the present every-other-week recycling service is adequate and the extent to which customers would be willing to pay an additional charge to return to weekly recycling collection. A professional research firm was contracted to conduct the survey and the results are included in Attachment 1.

Policy Considerations: Not applicable

Economic Impacts: None

Environmental Considerations:

California Environmental Quality Act (CEQA): No environmental review is necessary because this report involves general policy and procedure making and is not considered to be a project in accordance with Section 15378(b)(2) of the CEQA Guidelines.

Sustainability: Not applicable

Commission/Committee Action: None

Rationale for Recommendation: The purpose of this report is to provide City Council with the results of the requested customer survey on recycling and solid waste programs.

Financial Considerations: There are no financial considerations associated with this report.

Local Business Enterprise (LBE): No goods or services are being purchased as a result of this report.

CITY OF SACRAMENTO

SURVEY FOR THE RECYCLING AND SOLID WASTE DIVISION

FINAL DRAFT REPORT

JD FRANZ RESEARCH, INC.
Public Opinion and Marketing Research



QUESTIONS. ANSWERS. RESULTS.

Jennifer D. Franz, Ph.D.
President

August 2014

CONTENTS

I.	INTRODUCTION	1
II.	RESEARCH METHODS	4
III.	FINDINGS	8
IV.	CONCLUSIONS AND RECOMMENDATIONS.....	35

APPENDIX A: SURVEY INSTRUMENT

APPENDIX B: DETAILED DATA TABULATIONS

APPENDIX C: STATISTICALLY SIGNIFICANT CROSS-TABULATIONS

I. INTRODUCTION

The research findings presented in this report derive from a survey of Sacramento residents who pay the City of Sacramento for recycling and solid waste collection. This survey was commissioned by the City and conducted by JD Franz Research, Inc. Encompassing 640 completed interviews, it was implemented between July 15 and July 29, 2014.

The primary purposes of the survey were to determine whether those who pay for recycling and solid waste collection believe that the present every-other-week recycling service is adequate and the extent to which they would be willing to pay an additional charge to return to weekly recycling collection. Specific areas of inquiry were as follows:

- Awareness of City recycling and solid waste services
- Use of green waste and recycling services
- Expectations relative to using junk pick-up appointments
- Adequacy of the City's recycling service
- Reasons for feeling the service is adequate
- Reasons for feeling the service is inadequate
- Likelihood of finding the service adequate if the availability of an additional recycling can for a fee of \$1.76 were known
- Awareness of the availability of an additional can for a fee
- Willingness to pay an additional \$1.50 per month for weekly recycling pick-up

- Willingness to pay an additional \$1.50 per month for weekly recycling pick-up knowing that overall rates are likely to increase by approximately \$3.00 a month in 2015
- Extent to which extending the “leaf season” street green waste collection into October would be helpful
- Willingness to give up one annual junk pick-up appointment for street green waste collection in October
- Extent to which residents have had an issue with garbage or recycling collection
- How service issues were reported
- Satisfaction with the City’s services in terms of garbage, recycling, green or yard waste, and junk pick-up
- Reasons for dissatisfaction
- Ways in which residents get information about the City’s garbage and recycling services
- Frequency of reading inserts in the City’s utility bills
- Respondent characteristics, including gender, home ownership status, age, ethnicity, and City Council District of residence

Following this Introduction, the report is divided into three additional sections. **Section II** contains a detailed discussion of the **Research Methods** used in conducting the survey, while **Section III** presents and discusses **the Findings**. Finally, **Section IV** contains the research firm’s **Conclusions and Recommendations**.

For reference, there are also three appendices. **Appendix A** contains a copy of the **Survey Instrument** that was used in conducting the research, while **Appendix B** presents **Detailed Data Tabulations** for all of the survey questions. Finally, **Appendix C** includes **Statistically Significant Cross-Tabulations** of key survey questions by City Council District.

II. RESEARCH METHODS

Instrument Design

The survey instrument that was used in conducting this research was designed by the President of JD Franz Research in consultation with the Integrated Waste General Manager and the Community Outreach & Media Manager for the City's Recycling and Solid Waste Division. It went through several rounds of review and revision, including by the City Manager, before it was submitted to the call center for programming and pretesting.

The pretest was conducted among a random sample of fifteen respondents selected in the same manner as the survey sample would be selected. As the pretest yielded no need for substantive modifications, interviewing commenced immediately thereafter.

Sample Selection

The sample for the survey was designed to be a comprehensive list of residential recycling and solid waste ratepayers who live in the City of Sacramento and who receive services from the City. It was compiled from three sources: the Recycling and Solid Waste Division's Customer Information System or billing database; contact information from the City's 311 call center for property owners who had made inquiries about recycling and solid waste services in the preceding 12 months; and phone matching sourced from Survey Sampling International, one of the nation's leading survey sampling firms.

When the data from all three of these sources were combined, they yielded 124,138 records, of which 89,585 (72 percent) contained one or more phone numbers. Because this percentage of available phone numbers is fairly high, and as there were no additional sources of telephone number information

available, this database was deemed adequate as a sampling frame for the survey.

Interviewer Training

All of the interviewers who conducted the survey had undergone intensive training and briefing prior to conducting any actual interviews. Training included instruction in interviewing techniques, orientation to the mechanics of sample selection and recording, use of Computer Assisted Telephone Interviewing (CATI) software, and extensive practice with survey instruments as well as with a systematic approach to answering respondents' inquiries.

Survey Implementation

Interviewing for the survey was conducted from the centralized, CATI-equipped, and fully monitored facility at Pacific Market Research near Seattle, Washington under the ongoing oversight of full-time supervisors. Immediately upon completion of each interview, a supervisor checked it for accuracy, clarity, and completeness. In the event there were problems, respondents were called back for clarification or amplification.

In order to ensure that working people were adequately represented in the survey, calling took place only during the evening hours (5:00 to 9:00 p.m. Monday through Friday) and on weekends (10 a.m. to 6 p.m. on Saturdays and Sundays). Up to four attempts were made to reach each potential respondent.

A total of 640 interviews were completed: 80 in each City Council District. Given a sample of this size, the overall margin of error for the survey at the 95 percent confidence level is ± 3.9 percent. The margin of error for each City Council District is approximately ± 5 percent.

The cooperation rate for the survey was 91 percent. This rate suggests an extraordinarily high level either of willingness to provide assistance to the City, of interest in the survey itself, or both.

Data Coding, Tabulation, and Analysis

Coding of the survey's closed-ended questions was accomplished by the interviewers as they conducted the interviews. Coding of the survey's open-ended questions was then undertaken in three stages.

First, the research firm's Data Analysis Manager reviewed a ten percent random sample of the answers to each of the questions in order to develop a series of codebooks, which were approved by the President. The Manager then used these codebooks to code as many of the survey's open-ended responses as possible, setting aside any answers that failed to conform to the coding schemes for the possible addition of new codes.

Once all of the interviews that failed to conform to the previously established coding schemes had been identified, the Manager reviewed the uncoded answers and added new codes as appropriate, which were also approved by the President. This approach ensures that there are minimal percentages of "other" responses to the open-ended questions.

The resulting data were then exported into the data analytic software SPSS for Windows, and preliminary tabulations were reviewed manually to check for errors. Finally, clean data tabulations and data analyses were prepared using SPSS for Windows.

In order to determine whether opinions on key survey topics vary by City Council District, eight questions were cross-tabulated by District. These questions were as follows:

- Adequacy of the City's recycling service (Question 4)
- Likelihood of finding the service adequate if the availability of an additional recycling can were known (Question 7)
- Awareness of the availability of an additional can (Question 8)
- Willingness to pay an additional \$1.50 per month for weekly recycling pick-up (Question 9)
- Willingness to pay an additional \$1.50 per month for weekly recycling pick-up knowing that overall rates are likely to increase by approximately \$3.00 a month (Question 10)
- Extent to which extending the "leaf season" street pick-up into October would be helpful (Question 11)
- Extent to which residents have had an issue with garbage or recycling collection (Question 13)
- Satisfaction with the City's services in terms of garbage, recycling, green or yard waste, and junk pick-up (Question 15)

Findings from these analyses are discussed in conjunction with the applicable questions; statistically significant results ($p < .05$) are presented in Appendix C.

III. FINDINGS

Findings from the survey are presented here in the same order in which the questions were posed to respondents. Readers who are interested in the precise phrasing of the inquiries are invited to consult the copy of the survey instrument that can be found in Appendix A.

Awareness and Use of Recycling and Solid Waste Collection Services

As shown in **Figure 1**, majorities of residents are aware of all the various recycling and solid waste services provided by the City. Most likely to be recognized are the weekly collection of household garbage and the every-other-week collection of recycling. Least likely to be familiar are the two annual appointments to pick up household junk, extensive green or yard waste, and other large items from the curb.

AWARENESS OF CITY RECYCLING AND SOLID WASTE SERVICES

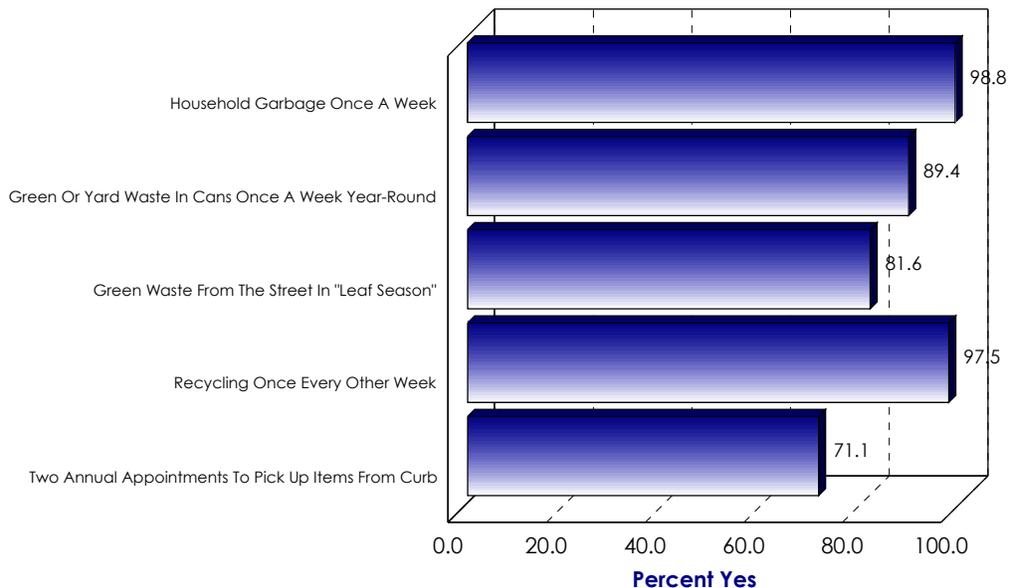


Figure 1

Figure 2 indicates that there is considerable variability in residents' use of the City's green waste and recycling services. People are most likely to put out their recycling for the City to collect on recycling days and least likely to put out green or yard waste in the street in November, December, and January.

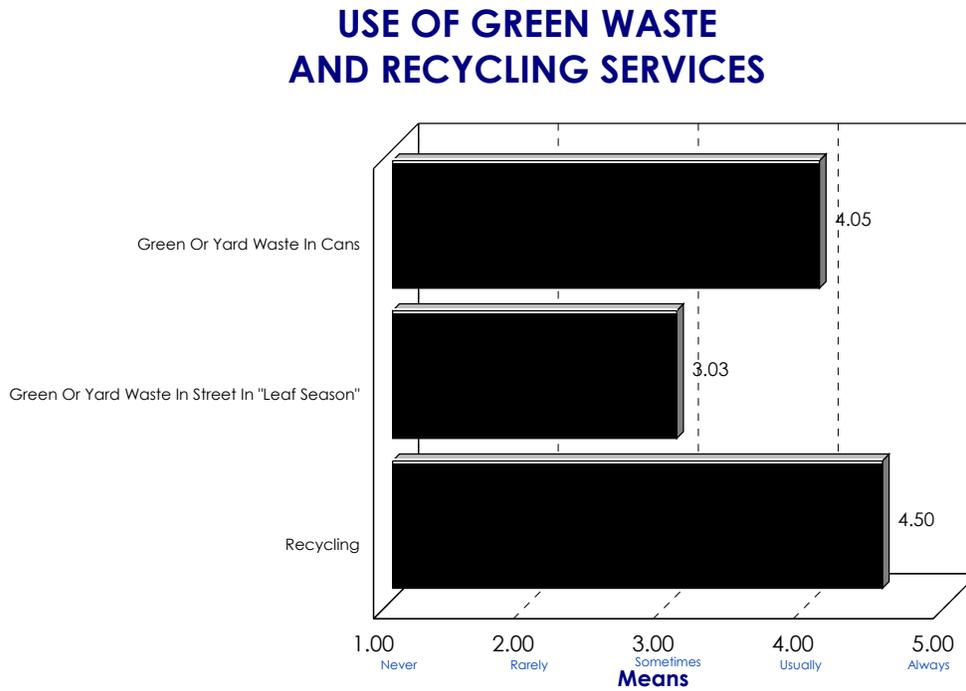


Figure 2

As **Figure 3** illustrates, the largest group of residents expect to use one of their annual appointments to pick up household junk, extensive green or yard waste, and other large items from the curb. The second largest group expect to use both of these appointments.

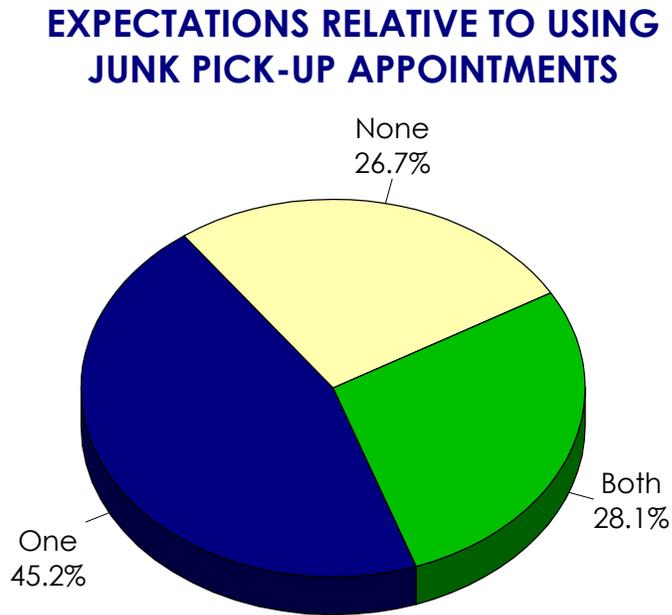


Figure 3

Adequacy of the Recycling Service

Figure 4 demonstrates that half of residents feel it is completely adequate to have recycling picked up every other week. In addition, about a quarter feel this is somewhat adequate. When these figures are summed, they total three-quarters (75 percent). There are no statistically significant differences on this measure across City Council Districts.

ADEQUACY OF THE CITY'S EVERY-OTHER-WEEK RECYCLING SERVICE

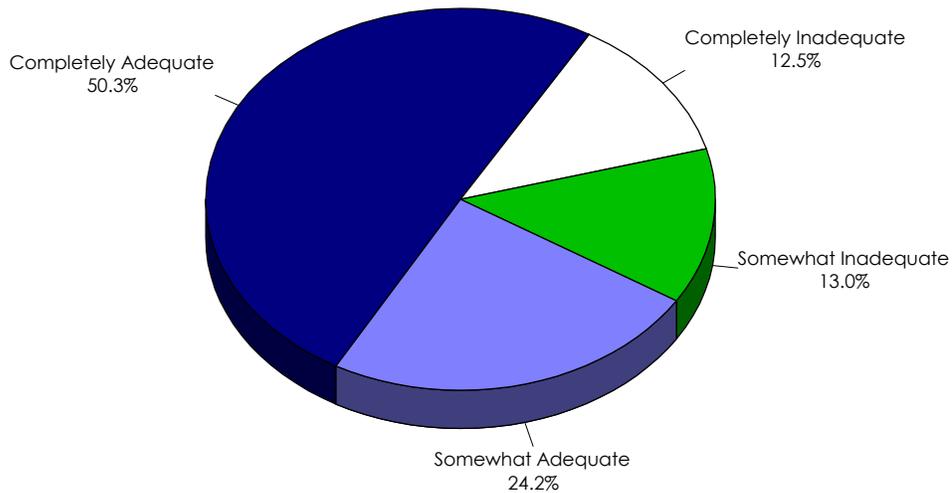


Figure 4

Reasons for feeling that the once-every-other-week recycling pick-up is completely or somewhat adequate are presented in **Table 1**. Chief among these are finding that every other week is sufficient, not even filling the can in two weeks, and having relatively little recycling.

Table 1		
REASONS FOR FEELING THE SERVICE IS ADEQUATE ¹		
	Frequency	Percent
Every Other Week Is Just Fine/Every Other Week Is Enough For My Household/Every Two Weeks Is Okay/The Frequency Is Fine/It's Perfect How It Is At The Moment At Every Other Week	85	17.8
I Don't Fill It Up Within Two Weeks Most Of The Time/I Don't Fill My Can Every Week, So I Don't Need Service Every Week/I Don't Think We Would Have Enough To Do It Every Week	82	17.2
I Have A Little Bit Of Recycling/I Don't Have Very Much To Recycle, Just Paper/I Don't Collect That Much	67	14.0
Sometimes It's Hard To Stuff All That In The Cans/ I Can't Put Everything In The Can, So I Have To Wait/ It's Full All The Time And It Gets Overfilled/It Piles Up/Sometimes I Have Too Much For Every Other Week	44	9.2
Most People Fill It Up Every Two Weeks/That's How Long It Takes To Fill Up The Bin/That Is When The Bin Is Filled Up/That's Just About How Often It Takes To Fill Up The Cans/It Takes Two Weeks To Fill The Cans	41	8.6
I Liked It When It Was Every Week/I Feel Like The Recycling Should Be Every Week/I Guess I Would Much Rather Bring Out Recycling Every Week	33	6.9
Based On Me Being An Individual It Is Completely Adequate/Every Other Week Is Adequate, I'm By Myself/It Fits My Needs, I Live By Myself	28	5.9
Certain Times Of The Year We Have More Recycling Than Others/Sometimes I Have More Recycling Than I Do Other Weeks	25	5.2
I Have A Large Receptacle/The Bins Are Really Large/The Can Is Big Enough/The Recycling Bin Is Plenty Big Enough/The Can Is Large Enough For What My House Uses	24	5.0

¹ Negative comments in this table are generally qualifications of positive remarks. For example, someone might say, "Every other week is just fine, although sometimes it's hard to stuff all that in the cans."

Table 1

REASONS FOR FEELING THE SERVICE IS ADEQUATE

	Frequency	Percent
I Have A Small Family/It's Only Two Of Us In The Family/It's A Small Household/There Are Only Three Of Us	20	4.2
I Can Do It Every Other Week Without Overflowing/I Never Seem To Have A Problem With It Being Overfilled/The Can Is Never Overflowing	15	3.1
I Only Put It Out Every Other Time And That's All I Need/I Only Put Mine Out Once A Month/Maybe Once A Month Would Do	14	2.9
I Don't Have Any Problems/Everything Seems To Be Going Okay/We Have No Complaints About The Service	10	2.1
There Is No Point For Them To Pick Up A Half Full Bin/It Only Fills Halfway Every Other Week	9	1.9
We Recycle Cans And Plastic At The Recycle Center Ourselves/We Recycle Our Own Cans And Waters/We Take It To A Recycle Center To Get Money For It	9	1.9
Sometimes Hard To Remember Which Week Is Ours/We Just Don't Remember What Week It Gets Picked Up	8	1.7
We Recycle More Than Our Actual Garbage/We Have More Recycling Than Garbage/Most Of The Things We Use Are Recyclables And Not Garbage	8	1.7
People Steal Stuff Out Of It/When We Put Out Recycle Bins, I Sometimes See People Go Through It/Many People Don't Put Out Much Recycling Because Scavengers Pick Through It/In Our Neighborhood They Have People Taking Things Out Of Our Recycle Bin	8	1.7
I Think That It Is A Waste That Both Trucks Come Every Week/We Don't Need Extra Trucks On The Road, We Already Pay Them Too Much Money/A Waste Of Time To Have The Service Come Every Week	7	1.5
I Put Out Everything That I Need Put Out/ Everything That's Going To Go, Goes/I Fill The Can Up When It's Time To Go Out	7	1.5
I Take It Out Every Six Weeks/I Only Put It Out About Once Every Six Weeks	5	1.0
I Don't Really Recycle/I Don't Recycle Anything	4	.8
Sometimes We Have To Put Some Of The Recycling In The Trash Because It Only Comes Every Other Week Now/Sometime I Throw Recyclables In The Garbage/Sometimes It Gets Filled Fast And We Can't Put Anymore In It, So We Trash It	4	.8

Table 1

REASONS FOR FEELING THE SERVICE IS ADEQUATE

	Frequency	Percent
I've Tried Having Recycling Every Week, But They Would Charge More/If They Were To Come By Every Week It Would Probably Be Too Expensive	4	.8
The Combination Is Completely Adequate, My Neighbors Never Fill Up Their Bins Entirely/In Our Neighborhood If Somebody Has Too Much, They Borrow Their Neighbor's	3	.6
Sometimes My Neighbor And I Have To Share When There's A Lot/I Am Using My Neighbor's Can To Recycle	3	.6
I Have A Lot Of Garbage To Be Picked Up/There Is More Garbage Than Recycling	3	.6
The Bins Aren't Big Enough/We Might Need A Bigger Bin/We Do A Lot Of Recycling And We Could Use A Bigger Barrel	3	.6
Other	92	19.3
Don't Know	2	.4
Refused	4	.8

Reasons for feeling that the once-every-other-week recycling pick-up is completely or somewhat inadequate are displayed in **Table 2**. By far the most prominent response is that residents' bins are filled every week. This is followed at some distance by having so much recycling that it goes into the garbage and producing more recycling than garbage.

Table 2		
REASONS FOR FEELING THE SERVICE IS INADEQUATE		
	Frequency	Percent
My Bin Is Full Every Week/I Always Have More And I Could Use It Every Week/I Have A Lot Of Recycling/It Should Be Picked Up Every Week	109	66.9
Sometimes I Have To Put My Recycling Into The Garbage/I Try To Recycle As Much As I Can And Some Of It Has To Go To The Garbage/I Can Fill The Can Every Week So Some Of My Recycling Ends Up In The Garbage Can And It's Wasting A Lot Of Recycling Material	31	19.0
I Have More Recycling Stuff Week To Week Than I Have Garbage/I Produce More Recycling Than I Produce Garbage	20	12.3
I'm Sure The City Wants To And Should Encourage Recycling/I Think If The City Wants Us To Recycle, They Should Pick It Up Every Week/If The City Is Trying To Promote Recycling Why Are They Picking Up Every Other Week?/The Schedule Is Inadequate And It Doesn't Make People Recycle More/If You Want Us To Be Green You Should Pick It Up More Often	16	9.8
It's Hard To Recall What Week It Is/It's Too Complicated To Remember Which Week It Will Stop By/It's Too Easy To Make A Mistake And Miss It/It's So Confusing, I Don't Know What Days Are Recycling Or Not	7	4.3
I Am Still Paying The Same As I Was When They Picked It Up Every Week/I'm Being Charged The Same Price I Was When It Was Being Picked Up Every Week/I'm Paying For A Service And It Cost The Same When It Was Every Week And Now It Is Every Other Week/I Feeling Like I Am Paying And Not Getting Full Value	6	3.7

Table 2

REASONS FOR FEELING THE SERVICE IS INADEQUATE

	Frequency	Percent
We Ordered The Second Can/I Ordered Another Can So It Doesn't Overstuff/I'm Considering Getting A Third Can	5	3.1
We Can't Fit Everything In One Can, We Have Most Of Our Recycling In Our Garage/By The Time It's Our Time To Pick Up Recycling, I Have Another Can Full In The Garage	4	2.5
If You Leave Something Out It Invites More Thieves/The Homeless Steal All The Aluminum, And When The City Comes By It Is Not There/People Steal The Recycling Out Of The Can/If You Leave It On The Side Of The House For More Than A Week, People Steal Recycling And Steal From Our House At The Same Time	4	2.5
I Have A Big Family/For People That Live In Larger Households I'm Sure It Is Inadequate/I Have Six Kids And It Fills Up Very Fast	3	1.8
I Don't Have Room To Store A Second Recycling Can/I Don't Want To Get A Second Container Because Of The Space That It Would Take Up/Two Recycling Bins Is Not Convenient For My Property	3	1.8
We End Up Putting Our Recycling In Our Neighbor's Bin/Now I Have To Use Other People's Containers	3	1.8
I Don't Have That Much/I Don't Produce That Much Recycling To Fill Up The Recycle Bin Every Other Week/I Could Probably Really Get Away With It Once Every Other Month So Why Should I Be Forced To Pay For It	3	1.8
Sometimes You Might Not Be Able To Get It Out There And Now You're Stuck With Waiting Up To Three Weeks/We Travel A Lot And If We Miss One, It's A Month, And If You Miss Two, It's Six Weeks	2	1.2
We Would Like It Weekly, Especially Around Christmas/During Christmas We Have Extra Boxes To Recycle/During The Holidays, I Have To Put Some Of That Recycling In My Garage	2	1.2
The Recycling Cans Are Sometimes Overflowing In My Neighborhood/I Have Seen Some Cans That Will Stuff Up And It's Unsightly	2	1.2
I'd Rather Just Recycle On My Own And Make Money/I'd Rather Make Money Myself Than Put It In A Can And Let Someone Else Recycle It	2	1.2
Other	20	12.3

Impact and Awareness of the Availability of an Extra Can for a Fee

Among those who feel the once-every-other-week recycling service is completely or somewhat inadequate, as **Figure 5** shows, only about a quarter would be more inclined to find this level of service adequate if they knew that they could get an additional recycling can for \$1.76 per month. The majority would not be inclined to change their minds. Differences on this measure across City Council Districts are not statistically significant.

LIKELIHOOD OF FINDING THE SERVICE ADEQUATE IF THE AVAILABILITY OF AN ADDITIONAL RECYCLING CAN WERE KNOWN

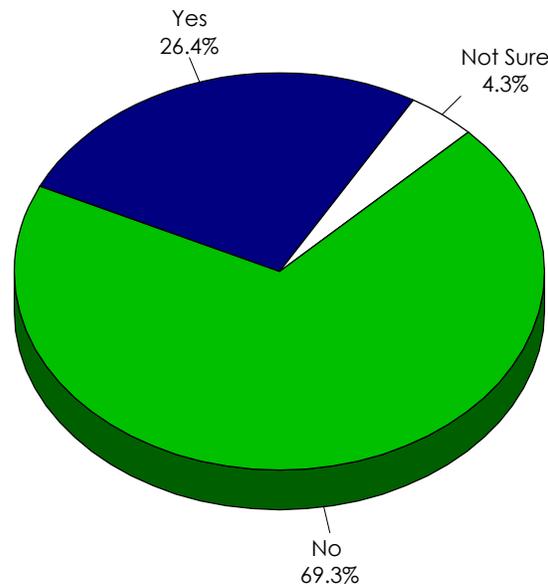


Figure 5

Figure 6 indicates that most of those who feel once-every-other-week recycling service is completely or somewhat inadequate are unaware that they can get an additional recycling can for a fee. There are no statistically significant differences on this measure across City Council Districts either.

AWARENESS OF THE AVAILABILITY OF AN ADDITIONAL CAN

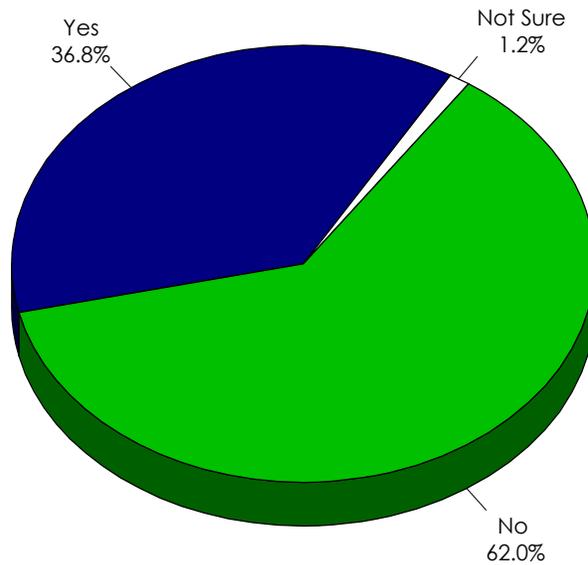


Figure 6

Willingness to Pay More for Weekly Recycling Service

As illustrated in **Figure 7**, two-thirds of residents would not be willing to pay an additional \$1.50 per month to have their recycling picked up once a week. About a third, however, would.

WILLINGNESS TO PAY AN ADDITIONAL \$1.50 PER MONTH FOR WEEKLY RECYCLING PICK-UP

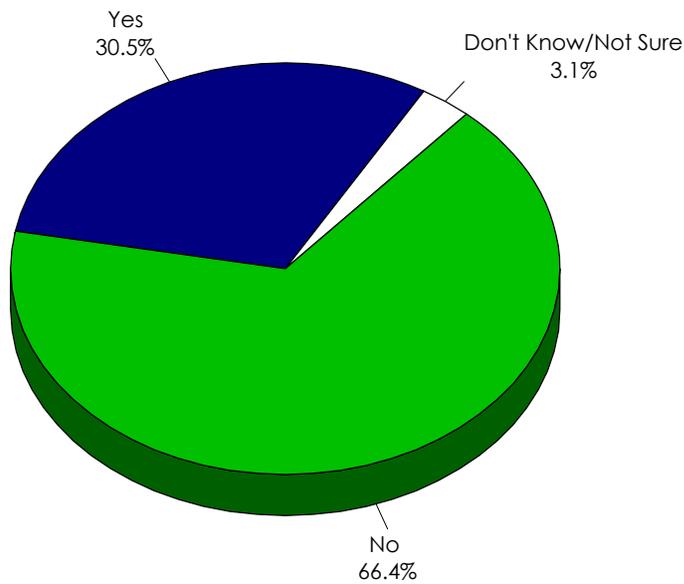


Figure 7

Among those who would be willing to pay the additional \$1.50, as portrayed in **Figure 8**, eight in ten would be still willing to do so knowing that overall solid waste rates are likely to increase by approximately \$3.00 a month 2015. This represents about a quarter of all residents (24 percent).

WILLINGNESS TO PAY AN ADDITIONAL \$1.50 PER MONTH FOR WEEKLY RECYCLING PICK-UP KNOWING THAT OVERALL RATES ARE LIKELY TO INCREASE BY APPROXIMATELY THREE DOLLARS A MONTH

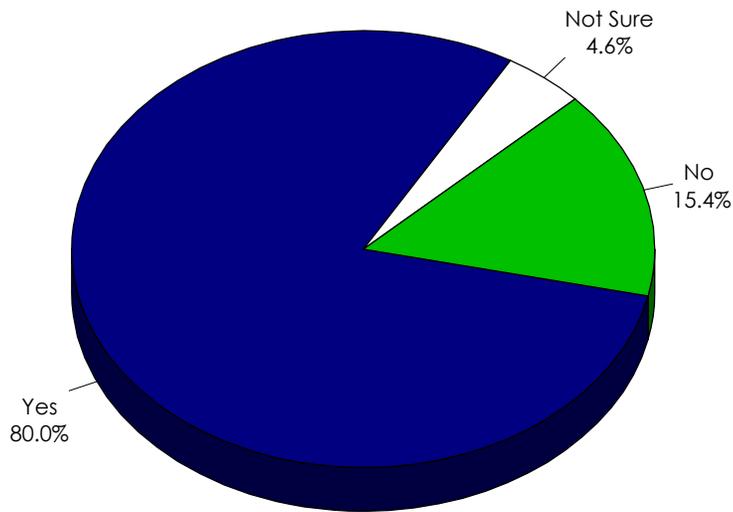


Figure 8

Differences among the City Council Districts on the first of these measures – the willingness to pay an additional \$1.50 per month for weekly recycling – are statistically significant. As depicted in **Table 3**, affirmative answers range from a low of 19 percent in District 7 to a high of 43 percent in District 1. In no District, however, are a majority of residents willing to pay an additional fee for once-a-week recycling service.

Table 3 WILLINGNESS TO PAY MORE FOR WEEKLY RECYCLING SERVICE BY CITY COUNCIL DISTRICT	
	Percent Yes
District 1	42.5
District 2	31.3
District 3	36.3
District 4	37.5
District 5	23.8
District 6	33.8
District 7	18.8
District 8	20.0

Helpfulness of an Expansion of “Leaf Season”

As demonstrated in **Figure 9**, the majority of residents would not find it helpful to have “leaf season” green waste street pick-up commence in October rather than November. Of the approximately two-fifths who would, however, as shown in **Figure 10**, about eight in ten would be willing to give up one of their annual junk pick-up appointments in order to do so. This represents a third (33 percent) of all residents.

EXTENT TO WHICH EXTENDING THE "LEAF SEASON" STREET PICK-UP INTO OCTOBER WOULD BE HELPFUL

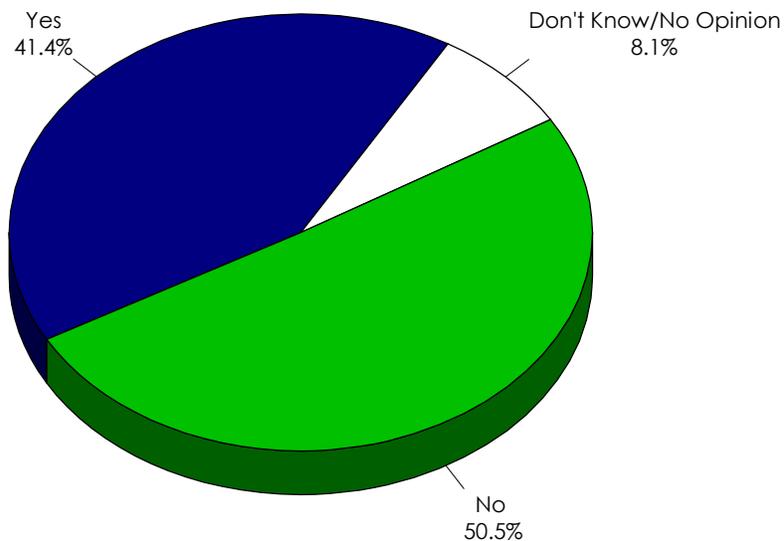


Figure 9

**WILLINGNESS TO GIVE UP ONE ANNUAL JUNK PICK-UP
APPOINTMENT FOR STREET GREEN WASTE PICK-UP
IN OCTOBER**

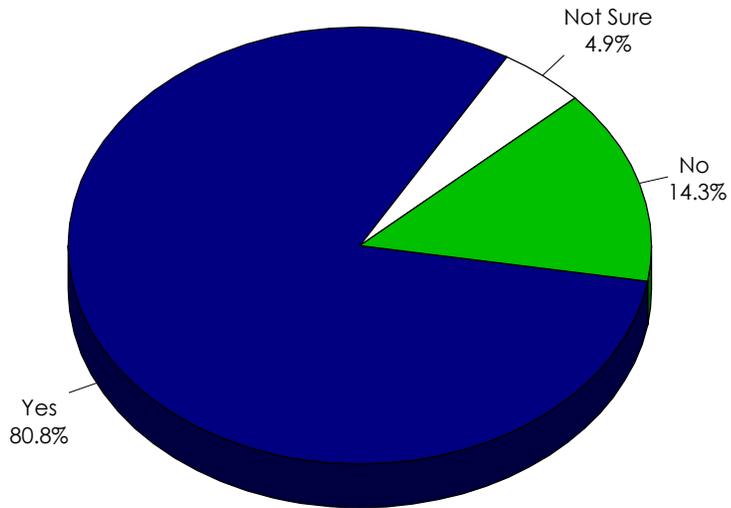


Figure 10

Differences across the City Council Districts on the first of these measures – the helpfulness of commencing “leaf season” in October – are statistically significant. Affirmative answers range from a low of 25 percent in District 1 to a high of 59 percent in District 4, as displayed in [Table 4](#).

Table 4	
HELPFULNESS OF COMMENCING “LEAF SEASON” IN OCTOBER BY CITY COUNCIL DISTRICT	
	Percent Yes
District 1	25.0
District 2	46.3
District 3	50.0
District 4	58.8
District 5	47.5
District 6	46.3
District 7	31.3
District 8	26.3

Issues With Garbage or Recycling Collection

Figure 11 indicates that about half of residents have had issues with their garbage or recycling collection, such as a missed pick-up or a broken can. There are no statistically significant differences across City Council Districts on this measure.

EXTENT TO WHICH RESIDENTS HAVE HAD AN ISSUE WITH GARBAGE OR RECYCLING COLLECTION

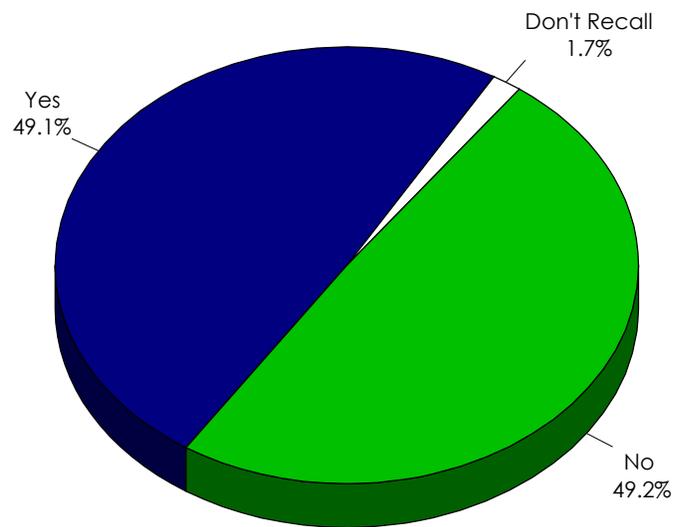


Figure 11

The manner in which these issues were reported is depicted in [Table 5](#). Most likely to be used is 311. This is followed by a variety of other approaches to calling. Relatively few of the responses reflect any type of online reporting.

Table 5		
HOW SERVICE ISSUES WERE REPORTED		
	Frequency	Percent
311/I Called 311	89	28.3
I Didn't Report It/I Never Reported It/I Haven't Reported It Yet	51	16.2
I Just Called The City Number/I Called The City/I Just Called The City Of Sacramento	42	13.4
I Called It In/I Just Called/I Called Them On The Telephone	27	8.6
I Called The Department Of Solid Waste/I Called The Department Of Waste Management/We Called The Waste Management Number/I Called The Solid Waste Division/City Garbage	23	7.3
I Just Called The Number On My Bill/I Called The City Number On The Bill	17	5.4
My Wife Called Them/My Husband Called, I Don't Know Who/I Didn't, One Of My Neighbors Did/My Neighbor Reports It For Me	15	4.8
I Went Online To The City Webpage/Reported It Online On The City Website/City.org/I Went To City Of Sacramento Website, The Solid Waste Page	8	2.5
I Called Customer Service/I Called The City's Customer Service Number For Garbage/I Called The City Helpline/The Service Number	6	1.9
I Just Called Up The Number On One Of The Things That Were Mailed To Me/I Keep The Information You Send Out And There Is Usually A Phone Number In It/I Called The Telephone Number On The Letter You Sent Me	5	1.6
I Went Online To Report The Issue/Online	5	1.6
I Called The Number That's In The Phone Book	4	1.3
I Called The Utility/I Called The City Of Sacramento Utilities	4	1.3
I Called The Number On The Website/I Went Online And Found A Phone Number	3	1.0
611/At That Time, It Was 611, Now It's 311/We Called The 611 Number For The County Recycling	3	1.0
311 App	3	1.0

Table 5

HOW SERVICE ISSUES WERE REPORTED

	Frequency	Percent
I Reported It To The Supervisor Of The Pickup/I Called The Company Directly	3	1.0
I Just Called The 211 Or City Number/I Just Called Them, 211, Or One Of Those Numbers	2	.6
I Called The Recycling Department/I Called The Recycling Number	2	.6
Other	20	6.4
Don't Know/Don't Recall	2	.6

Overall Satisfaction

The extent to which residents are satisfied with the services provided by the City in terms of garbage, recycling, green or yard waste, and junk pick-up when they are "... thinking about everything we have been discussing, as well as anything else that is important to you" is portrayed in **Figure 12**. As this graphic illustrates, the majority are very satisfied and close to a third are somewhat satisfied, for a total of more than nine in ten (91 percent). Differences among City Council Districts on this measure are not statistically significant.

SATISFACTION WITH THE CITY'S SERVICES IN TERMS OF GARBAGE, RECYCLING, GREEN OR YARD WASTE, AND JUNK PICK-UP

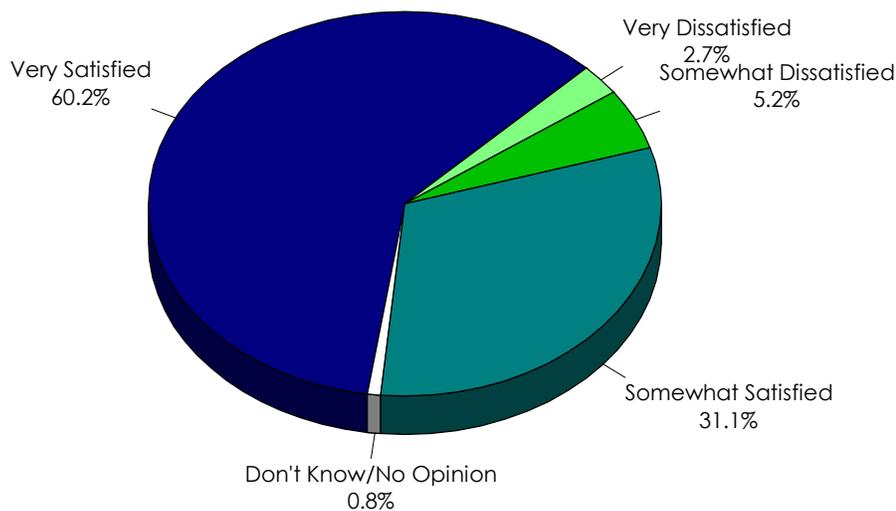


Figure 12

Reasons for being very or somewhat dissatisfied are presented in [Table 6](#). Themes include garbage being strewn or left on the ground, the desire for weekly recycling, and paying for recycling but not using it. It should also be noted in this regard, however, that the numbers involved in this display are quite small.

Table 6		
REASONS FOR DISSATISFACTION		
	Frequency	Percent
They Sometimes Knock Over Garbage Cans And Do Not Pick Up The Garbage, Resulting In A Big Mess/Sometimes The Waste Is On The Ground, They Are In A Hurry	10	20.0
I Would Like To Have Recycling Every Week/I Would The Recycling Every Week Instead Of Every Other Week	9	18.0
I Am Paying For A Service I Do Not Use, Which Is Recycling/ I Get Charged With Stuff That I Don't Get/They Are Over-Charging For A Service That They Are Not Providing	7	14.0
They Continue To Increase The Prices/The Prices Keep Going Up Each Year For The Last Ten Years/Continue To Charge Us More For The Services	6	12.0
Sometimes They Don't Pick Up Our Cans/Sometimes They Miss Picking Up Our Can	5	10.0
We Have Large Yards And Are Forced To Use Small Cans/The Cans Are Not Large Enough For The Amount Of Debris/I Can't Clean Up My Yard And Keep It Up With Just One Can	5	10.0
We Only Had To Put The Green Waste In Piles, It's More Labor To Have To Put It All In Cans/It's Much Better To Have The Green Waste Picked Up In The Street Rather Than A Can/I Liked That You Could Just Rake Your Leaves Out There In The Street So That They Could Pick It Up	5	10.0
They Do Not Do The Street Sweeping Like They Say They Do/I Am Paying For Street Sweeping And He Is Supposed To Come By And Is Not Sweeping The Curb By My House	4	8.0
They Often Leave Half Of The Trash In The Bins/Sometimes The Bin Can Get So Packed That When They Pick It Up, Half Of The Leaves Stay Inside	3	6.0
I Need A Weekly Green Waste Pick Up/The Green Waste Pick Up Should Be Weekly	3	6.0

Table 6

REASONS FOR DISSATISFACTION

	Frequency	Percent
I Don't Want To Pay Any More For What We've Had/We Were Charged A Certain Rate And It Included Weekly Recycle Service Then They Took It Away, Now They Want To Bring It Back For A Cost	2	4.0
The Times That They Pick Up Our Garbage Is Very Inconsistent/Sometimes They Take A Long Time To Pick It Up	2	4.0
Over The Past Year We Never Had A Problem With Where The Cans Were Left And Now Every Single Pick Up They Are In Front Of Our Driveway/I'm Tired Of Them Dropping My Cans In The Middle Of My Driveway	2	4.0
I Heard That Recycling Is Not Being Used Properly/They Don't Encourage People To Recycle The Way They Should	2	4.0
We Don't Have Green Cans In Our Gated Community/I Live Where There Is A Lot Of Apartments And They Don't Recycle At All, They Don't Seem To Pick Up Anything Green	2	4.0
Other	26	52.0

Information Sources

Figure 13 displays the extent to which residents get information about the City's garbage and recycling services from various sources. Most likely to be an information source is the Annual Service Guide, which more than seven in ten residents receive and over half of residents (80 percent of those who receive it) save for reference. This is followed by reading the City's inserts in utility bills and calling 311 for information. Least likely to be used are the 311 website and the 311 mobile app.

WAYS IN WHICH RESIDENTS GET INFORMATION ABOUT THE CITY'S GARBAGE AND RECYCLING SERVICES

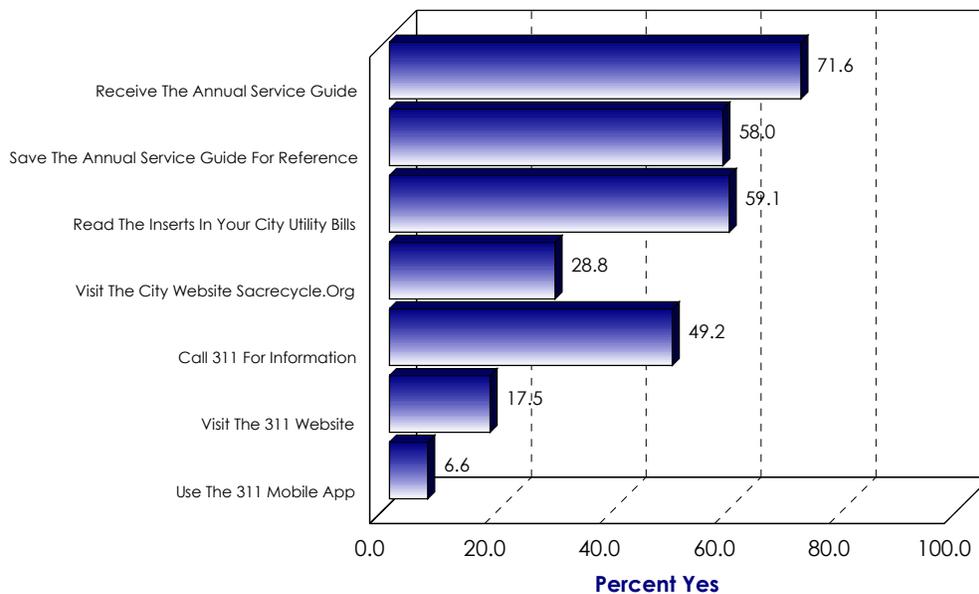


Figure 13

Figure 14 shows that the largest group of those who read the inserts in their City utility bills do so sometimes. Those who always or usually read these inserts total the majority of readers (52 percent).

FREQUENCY OF READING INSERTS IN UTILITY BILLS

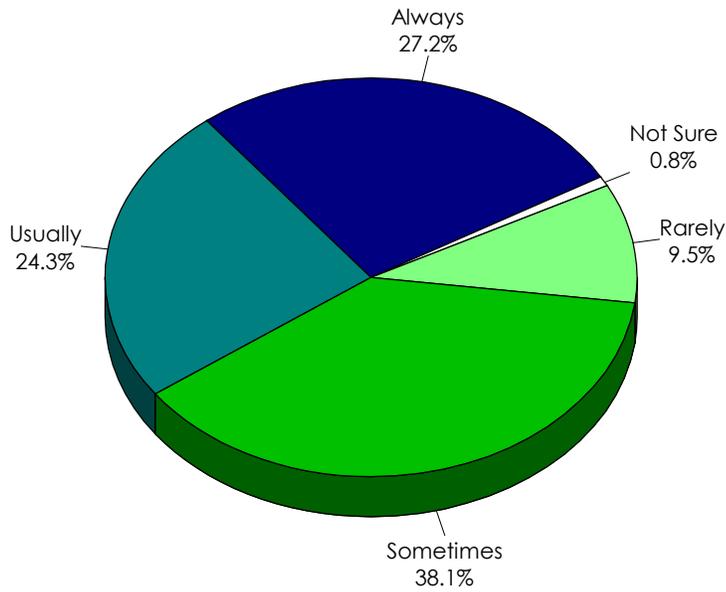


Figure 14

Respondent Characteristics

Figures 15 and **16** and **Tables 7** and **8** present the characteristics of the responding sample. These graphics indicate the following.

- A slight majority of respondents are female.

GENDER

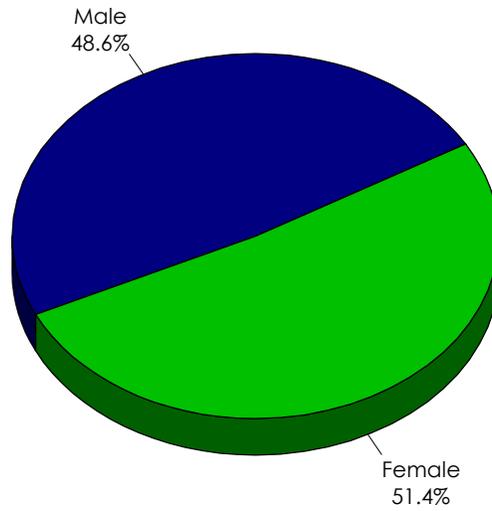


Figure 15

- Almost all respondents are homeowners.

HOME OWNERSHIP STATUS

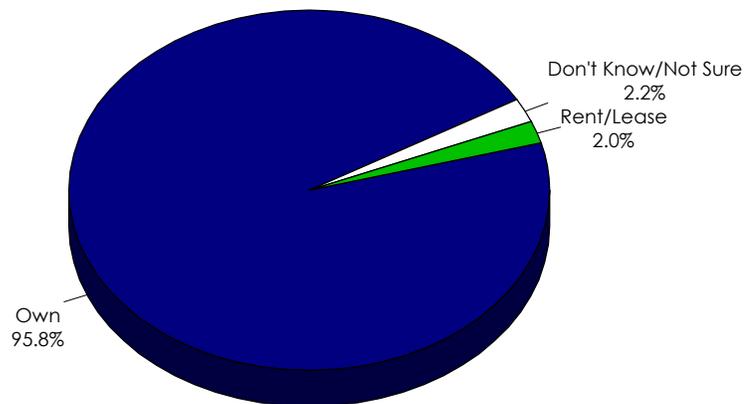


Figure 16

- About a third of respondents are aged 65 or older. Those aged 55 and older total the majority (55 percent).

Table 7		
AGE		
	Frequency	Percent
18 To 24	5	.8
25 To 34	60	9.4
35 To 44	65	10.2
45 To 54	107	16.7
55 To 64	139	21.7
65 Or Over	214	33.4
Refused	50	7.8

- The majority of respondents are Caucasian. Other sizeable groups include Asian-Americans or Asians and Latinos or Hispanics.

Table 8		
ETHNICITY		
	Frequency	Percent
Caucasian/White	350	54.7
African-American/Black/African	48	7.5
Asian-American/Asian	64	10.0
Latino/Hispanic	64	10.0
Other	48	7.5
Refused	66	10.3

IV. CONCLUSIONS AND RECOMMENDATIONS

What Is the Situation With Service Awareness and Use?

Majorities of residents appear to be aware of all of the services provided by the City's Recycling and Solid Waste Division. Awareness of the annual appointments to pick up household junk, extensive green or yard waste, and other large items from the curb at no additional cost, however, is relatively low. If the City believes this service is mutually beneficial, additional promotion might be in order.

Use of the City's recycling service is exceptionally high; the average value for this service is midway between "usually" and "always." Moreover, only seven percent of residents say they rarely or never put out recycling for the City to collect on collection days.

Is The Once-Every-Other-Week Recycling Service Adequate?

Three-quarters of residents are of the opinion that the collection of recycling once every other week is adequate. It therefore does not appear to be the case that a return to weekly collection is a particularly high community priority.

Supporting this contention is the fact that two-thirds of residents would not be willing to pay the estimated added cost of weekly recycling. Moreover, although the proportion varies across City Council Districts, in no District are a majority of residents supportive of the additional fee.

Finally, the availability of an additional recycling can does not seem to offer a solution to resident concerns relative to the frequency of collection. Only a relatively small minority of those who find the present service inadequate would

change their minds knowing that they could obtain an additional can for a what we believe is a fairly minimal fee.

All of this is particularly unfortunate because those who find the current frequency of collection inadequate appear to be quite adamant about their beliefs. Moreover, in addition to the substantial proportion of these residents who report that their recycling cans fill up within a week, a non-trivial proportion appear to be throwing recyclables into the garbage. As this is clearly contrary both to City goals and to the principles of good stewardship, it may be worth exploring other alternatives for those who do not find the present service sufficient.

Should “Leaf Season” Be Expanded?

Less than half of residents would find it helpful to have “leaf season” expanded into October. There are, however, City Council Districts in which the minorities who would find this helpful represent fairly substantial proportions of residents. In addition, in two Districts, these proportions rise to the majority.

Have Residents Experienced Collection Issues?

About half of residents have experienced issues with their garbage or recycling collection. Almost all of these reported the issues by phone; relatively few used the City’s website or mobile app. If the latter avenues offer reporting or response efficiencies, then additional public information about these resources may be warranted.

How Satisfied Are Residents With The City’s Services in This Arena?

The City’s overall satisfaction score for garbage, recycling, green or yard waste, and junk pick-up services is 91 percent. This is an excellent score, and it strongly

suggests that those working in these programs deserve commendation for their efforts and results.

How Do Residents Obtain Information About Garbage and Recycling Services?

Almost three out of four residents remember receiving the Annual Service Guide; over half save it. From our perspective, these are quite robust numbers.

In addition, the majority of residents report that they read the inserts in the City's utility bills; half of these (close to a third of all residents) always or usually read them. Experience with other utilities tells us that these numbers are perhaps not stellar, but certainly above average.

Finally, as we found in other areas, the City's electronic forms of communication are receiving less attention than other methods of outreach. If these electronic avenues are more efficient or informative, the City may wish to highlight them in their public information efforts.

APPENDIX A

Survey Instrument

CITY OF SACRAMENTO RECYCLING & SOLID WASTE DIVISION



ASK FOR RESPONDENT BY NAME.

Introduction

Mr./Ms. _____, this is YOUR FULL NAME calling on behalf of the City of Sacramento's Recycling and Solid Waste Division. This is the division that picks up your household's garbage, recycling, and green waste. We are doing a survey about these waste collection services and would like to include the opinions of your household. Are you familiar with the services I'm referring to?

YES – CONTINUE

NO – May I please speak with someone who is? REPEAT INTRODUCTION.

NOT SURE – Let's try a few questions and see.

Interview

1. First, are you aware that the City _____? How about that it _____? DO NOT ROTATE OR RANDOMIZE.

	YES	NO	NOT SURE
a. picks up household garbage once a week	1	2	3
b. picks up green or yard waste in cans once a week year-round	1	2	3
c. picks up green or yard waste from the street in November, December, and January	1	2	3
d. picks up recycling once every other week	1	2	3
e. offers two annual appointments per household to pick up household junk, extensive green or yard waste, and other large items from the curb at no additional cost	1	2	3

2. Now thinking about your own habits ... Do you or does someone in your household always, usually, sometimes, rarely, or never put out _____ for the City to collect on collection days? DO NOT ROTATE OR RANDOMIZE. How about _____?

	ALWAYS	USUALLY	SOMETIMES	RARELY	NEVER	NOT SURE
a. green or yard waste in cans	5	4	3	2	1	9
b. green or yard waste in the street in November, December, and January	5	4	3	2	1	9
c. recycling	5	4	3	2	1	9

3. And do you expect that your household will use none, one, or both of your annual appointments to pick up household junk, extensive green or yard waste, and other large items from the curb?

- 1 NONE
- 2 ONE
- 3 BOTH

4. Now thinking specifically about recycling ... Do you feel it is completely adequate, somewhat adequate, somewhat inadequate, or completely inadequate to have recycling picked up once every other week?

- 1 COMPLETELY ADEQUATE (CONTINUE)
- 2 SOMEWHAT ADEQUATE (CONTINUE)
- 3 SOMEWHAT INADEQUATE (SKIP TO Q6)
- 4 COMPLETELY INADEQUATE (SKIP TO Q6)

IF COMPLETELY OR SOMEWHAT ADEQUATE, ASK:

5. And why do you feel it is (completely)(somewhat) adequate? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER REASONS: Why else? RECORD VERBATIM.

SKIP TO Q9.

☛ **IF COMPLETELY OR SOMEWHAT INADEQUATE, ASK:**

6. And why do you feel it is (completely)(somewhat) inadequate? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER REASONS: Why else? RECORD VERBATIM.

7. Would you be more inclined to find the once-every-other-week recycling service somewhat or completely adequate if you knew that you could get an additional recycling can for \$1.76 ("a dollar seventy-six") per month?

- 1 YES
- 2 NO
- 3 NOT SURE

8. Before I mentioned it, were you aware that you can get an additional recycling can for a fee?

- 1 YES
- 2 NO
- 3 NOT SURE

CONTINUE HERE WITH ALL RESPONDENTS.

9. Now one of the things the City is considering doing is returning to weekly recycling pick-up. However, there is a cost to do so. Would you be willing to pay an additional \$1.50 ("dollar fifty") per month to have your recycling picked up once a week?

- 1 YES (CONTINUE)
- 2 NO (SKIP TO Q11)
- 3 DON'T KNOW/NOT SURE (SKIP TO Q11)

INTERVIEWER NOTE: IF RESPONDENT SUGGESTS THAT GARBAGE PICK-UP BE SHIFTED TO ONCE EVERY OTHER WEEK, SAY: State law requires that household garbage be picked up every week, so that is not an option.

☛ **IF YES, ASK:**

10. As it happens, **overall** recycling and solid waste rates are likely to increase by approximately three dollars a month in 2015 to maintain current levels of service. Under these circumstances, would you still be willing to pay an additional \$1.50 ("dollar fifty") per month for weekly recycling pick-up?

- 1 YES
- 2 NO
- 3 NOT SURE

11. Now turning to the collection of green or yard waste ... As we discussed, the City currently collects green or yard waste from the street in what is referred to as the "leaf season," or November through January. Does your household have so much green waste in **October** that it would be helpful to you if the City started the collection of green waste from the street in that month (October), or not?

- 1 YES (CONTINUE)
- 2 NO (SKIP TO Q13)
- 3 DON'T KNOW/NO OPINION (SKIP TO Q13)

☛ **IF YES, ASK:**

12. Would you be willing to give up one of your annual junk pick-up appointments in order to have your green waste picked up from the street in October?

- 1 YES
- 2 NO
- 3 NOT SURE

13. Have you ever had an issue with your garbage or recycling collection, such as a missed pick-up or a broken can?

- 1 YES (CONTINUE)
- 2 NO (SKIP TO Q15)
- 3 DON'T RECALL (SKIP TO Q15)

IF YES, ASK:

14. And how did you report that service issue? PROBE FOR CLARITY AND SPECIFICS. RECORD VERBATIM.

15. Now thinking about everything we have been discussing, as well as anything else that is important to you, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the services provided by the City in terms of garbage, recycling, green or yard waste, and junk pick-up?

- 1 VERY SATISFIED (SKIP TO Q17)
- 2 SOMEWHAT SATISFIED (SKIP TO Q17)
- 3 SOMEWHAT DISSATISFIED (CONTINUE)
- 4 VERY DISSATISFIED (CONTINUE)
- 5 DON'T KNOW/NO OPINION (SKIP TO Q17)

IF VERY OR SOMEWHAT DISSATISFIED, ASK:

16. And why would you say you are (very) (somewhat) dissatisfied? PROBE FOR CLARITY AND SPECIFICS. PROBE FOR OTHER REASONS: Why else? RECORD VERBATIM.

17. Now thinking about the ways you get information about the City's garbage and recycling services ... Do you _____? How about _____? DO NOT ROTATE OR RANDOMIZE ITEMS

	YES	NO	NOT SURE
a. Receive the Annual Service Guide	1	2 (SKIP TO Q17C)	3 (SKIP TO Q17C)
b. Save the Annual Service Guide for reference	1	2	3
c. Read the inserts in your City utility bills	1	2	3
d. Visit the City website sacrecycle.org	1	2	3
e. Call 311 for information	1	2	3
f. Visit the 311 website	1	2	3
g. Use the 311 mobile app	1	2	3

☛ **IF YES TO Q17C:**

18. Now you said that you read the inserts in your City utility bills. Would you say that you always, usually, sometimes, or rarely do so?

- 1 ALWAYS
- 2 USUALLY
- 3 SOMETIMES
- 4 RARELY
- 5 NOT SURE

19. RECORD GENDER

- 1 MALE
- 2 FEMALE

20. Now in order to classify your responses along with others, I need to ask a few questions about you. First, do you own your home, or do you rent or lease?

- 1 OWN
- 2 RENT/LEASE
- 3 DON'T KNOW/NOT SURE

21. And what is your age, please?

120 REFUSED

22. We would also like to know your racial or ethnic background. Do you consider yourself Caucasian, African-American, Asian-American, Latino or Hispanic, or some other ethnicity? (And what would that be?)

1 CAUCASIAN/WHITE

2 AFRICAN-AMERICAN/BLACK/AFRICAN

3 ASIAN-AMERICAN/ASIAN

4 LATINO/HISPANIC

5 OTHER:_____

6 REFUSED

23. IMPORT CITY COUNCIL DISTRICT FROM SAMPLE:

1 DISTRICT 1

2 DISTRICT 2

3 DISTRICT 3

4 DISTRICT 4

5 DISTRICT 5

6 DISTRICT 6

7 DISTRICT 7

8 DISTRICT 8

THANK RESPONDENT!

APPENDIX B

Detailed Data Tabulations

q1a Are you aware that the City picks up household garbage once a week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	632	98.8	98.8	98.8
	2 No	8	1.3	1.3	100.0
	Total	640	100.0	100.0	

q1b Are you aware that the City picks up green or yard waste in cans once a week year-round?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	572	89.4	89.4	89.4
	2 No	56	8.8	8.8	98.1
	3 Not sure	12	1.9	1.9	100.0
	Total	640	100.0	100.0	

q1c Are you aware that the City picks up green or yard waste from the street in November, December, and January?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	522	81.6	81.6	81.6
	2 No	99	15.5	15.5	97.0
	3 Not sure	19	3.0	3.0	100.0
	Total	640	100.0	100.0	

q1d Are you aware that the City picks up recycling once every other week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	624	97.5	97.5	97.5
	2 No	15	2.3	2.3	99.8
	3 Not sure	1	.2	.2	100.0
	Total	640	100.0	100.0	

q1e Are you aware that the City offers two annual appointments per household to pick up household junk, extensive green or yard waste, and other large items from the curb at no additional cost?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	455	71.1	71.1	71.1
	2 No	171	26.7	26.7	97.8
	3 Not sure	14	2.2	2.2	100.0
	Total	640	100.0	100.0	

q2a Do you or does someone in your household always, usually, sometimes, rarely, or never put out green or yard waste in cans for the City to collect on collection days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	50	7.8	7.8	7.8
	2 Rarely	36	5.6	5.6	13.4
	3 Sometimes	91	14.2	14.2	27.7
	4 Usually	103	16.1	16.1	43.8
	5 Always	347	54.2	54.2	98.0
	9 Not sure	13	2.0	2.0	100.0
	Total	640	100.0	100.0	

q2b Do you or does someone in your household always, usually, sometimes, rarely, or never put out green or yard waste in the street in November, December, and January for the City to collect on collection days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	156	24.4	24.4	24.4
	2 Rarely	89	13.9	13.9	38.3
	3 Sometimes	131	20.5	20.5	58.8
	4 Usually	78	12.2	12.2	70.9
	5 Always	171	26.7	26.7	97.7
	9 Not sure	15	2.3	2.3	100.0
	Total	640	100.0	100.0	

q2c Do you or does someone in your household always, usually, sometimes, rarely, or never put out recycling for the City to collect on collection days?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Never	24	3.8	3.8	3.8
	2 Rarely	19	3.0	3.0	6.7
	3 Sometimes	47	7.3	7.3	14.1
	4 Usually	74	11.6	11.6	25.6
	5 Always	472	73.8	73.8	99.4
	9 Not sure	4	.6	.6	100.0
	Total	640	100.0	100.0	

q3 And do you expect that your household will use none, one, or both of your annual appointments to pick up household junk, extensive green or yard waste, and other large items from the curb?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 None	171	26.7	26.7	26.7
	2 One	289	45.2	45.2	71.9
	3 Both	180	28.1	28.1	100.0
	Total	640	100.0	100.0	

q4 Do you feel it is completely adequate, somewhat adequate, somewhat inadequate, or completely inadequate to have recycling picked up once every other week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Completely adequate	322	50.3	50.3	50.3
	2 Somewhat adequate	155	24.2	24.2	74.5
	3 Somewhat inadequate	83	13.0	13.0	87.5
	4 Completely inadequate	80	12.5	12.5	100.0
	Total	640	100.0	100.0	

\$Q5 And why do you feel it is (completely)(somewhat) adequate?

	Responses		Percent of Cases (477)
	N	Percent	
\$Q5(a) Refused	4	.6%	.8%
) Every Other Week Is Just Fine - Every Other Week Is Enough For My Household - Every Two Weeks Is Okay - The Frequency Is	85	12.7%	17.8%
I Don't Have Any Problems - Everything Seems To Be Going Okay - We Have No Complaints About The Service	10	1.5%	2.1%
Based On Me Being An Individual It Is Completely Adequate - Every Other Week Is Adequate, I'm By Myself - It Fits My Nee	28	4.2%	5.9%
I Have A Little Bit Of Recycling - I Don't Have Very Much To Recycle, Just Paper - I Don't Collect That Much	67	10.0%	14.0%
I Don't Fill It Up Within Two Weeks Most Of The Time - I Don't Fill My Can Every Week, So I Don't Need Service Every Wee	82	12.2%	17.2%
I Can Do It Every Other Week Without Overflowing - I Never Seem To Have A Problem With It Being Overfilled - The Can Is	15	2.2%	3.1%
I Take It Out Every Six Weeks - I Only Put It Out About Once Every Six Weeks	5	.7%	1.0%
I Only Put It Out Every Other Time And That's All I Need - I Only Put Mine Out Once A Month - Maybe Once A Month Would D	14	2.1%	2.9%
I Don't Really Recycle - I Don't Recycle Anything	4	.6%	.8%
I Liked It When It Was Every Week - I Feel Like The Recycling Should Be Every Week - I Guess I Would Much Rather Bring O	33	4.9%	6.9%
Certain Times Of The Year We Have More Recycling Than Others - Sometimes I Have More Recycling Than I Do Other Weeks	25	3.7%	5.2%
Sometimes Hard To Remember Which Week Is Ours - We Just Don't Remember What Week It Gets Picked Up	8	1.2%	1.7%
Sometimes We Have To Put Some Of The Recycling In The Trash Because It Only Comes Every Other Week Now - Sometime I Thro	4	.6%	.8%
The Combination Is Completely Adequate, My Neighbors Never Fill Up Their Bins Entirely - In Our Neighborhood If Somebody	3	.4%	.6%
Sometimes My Neighbor And I Have To Share When There's A Lot - I Am Using My Neighbor's Can To Recycle	3	.4%	.6%
I Have A Large Receptacle - The Bins Are Really Large - The Can Is Big Enough - The Recycling Bin Is Plenty Big Enough -	24	3.6%	5.0%

Most People Fill It Up Every Two Weeks - That's How Long It Takes To Fill Up The Bin - That Is When The Bin Is Filled Up	41	6.1%	8.6%
There Is No Point For Them To Pick Up A Half Full Bin - It Only Fills Halfway Every Other Week	9	1.3%	1.9%
I Have A Lot Of Garbage To Be Picked Up - There Is More Garbage Than Recycling	3	.4%	.6%
I Have A Small Family - It's Only Two Of Us In The Family - It's A Small Household - There Are Only Three Of Us	20	3.0%	4.2%
We Recycle More Than Our Actual Garbage - We Have More Recycling Than Garbage - Most Of The Things We Use Are Recyclable	8	1.2%	1.7%
The Bins Aren't Big Enough - We Might Need A Bigger Bin - We Do A Lot Of Recycling And We Could Use A Bigger Barrel	3	.4%	.6%
People Steal Stuff Out Of It - When We Put Out Recycle Bins, I Sometimes See People Go Through It - Many People Don't Pu	8	1.2%	1.7%
I Think That It Is A Waste That Both Trucks Come Every Week - We Don't Need Extra Trucks On The Road, We Already Pay The	7	1.0%	1.5%
I've Tried Having Recycling Every Week, But They Would Charge More - If They Were To Come By Every Week It Would Probabl	4	.6%	.8%
I Put Out Everything That I Need Put Out - Everything That's Going To Go, Goes - I Fill The Can Up When It's Time To Go	7	1.0%	1.5%
Sometimes It's Hard To Stuff All That In The Cans - I Can't Put Everything In The Can, So I Have To Wait - It's Full A	44	6.6%	9.2%
We Recycle Cans And Plastic At The Recycle Center Ourselves - We Recycle Our Own Cans And Waters - We Take It To A Recyc	9	1.3%	1.9%
Other	92	13.7%	19.3%
Don't Know	2	.3%	.4%
Total	671	100.0%	140.7%

a Group

\$Q6 And why do you feel it is (completely)(somewhat) inadequate?

	Responses		Percent of Cases (163)
	N	Percent	
\$Q6(a)) My Bin Is Full Every Week - I Always Have More And I Could Use It Every Week - I Have A Lot Of Recycling - It Should Be	109	45.0%	66.9%
Sometimes I Have To Put My Recycling Into The Garbage - I Try To Recycle As Much As I Can And Some Of It Has To Go To Th	31	12.8%	19.0%
I Have A Big Family/For People That Live In Larger Households I'm Sure It Is Inadequate/I Have Six Kids And It Fills Up Very Fast	3	1.2%	1.8%
I Have More Recycling Stuff Week To Week Than I Have Garbage - I Produce More Recycling Than I Produce Garbage	20	8.3%	12.3%
I Don't Have Room To Store A Second Recycling Can - I Don't Want To Get A Second Container Because Of The Space That It	3	1.2%	1.8%
We Can't Fit Everything In One Can, We Have Most Of Our Recycling In Our Garage - By The Time It's Our Time To Pick Up R	4	1.7%	2.5%
I'm Sure The City Wants To And Should Encourage Recycling - I Think If The City Wants Us To Recycle, They Should Pick It	16	6.6%	9.8%
I Am Still Paying The Same As I Was When They Picked It Up Every Week - I'm Being Charged The Same Price I Was When It W	6	2.5%	3.7%
It's Hard To Recall What Week It Is - It's Too Complicated To Remember Which Week It Will Stop By - It's Too Easy To Mak	7	2.9%	4.3%
Sometimes You Might Not Be Able To Get It Out There And Now You're Stuck With Waiting Up To Three Weeks - We Travel A Lo	2	.8%	1.2%
If You Leave Something Out It Invites More Thieves - The Homeless Steal All The Aluminum, And When The City Comes By It	4	1.7%	2.5%
We Would Like It Weekly, Especially Around Christmas - During Christmas We Have Extra Boxes To Recycle - During The Holi	2	.8%	1.2%
We End Up Putting Our Recycling In Our Neighbor's Bin - Now I Have To Use Other People's Containers	3	1.2%	1.8%
We Ordered The Second Can - I Ordered Another Can So It Doesn't Overstuff - I'm Considering Getting A Third Can	5	2.1%	3.1%
The Recycling Cans Are Sometimes Overflowing In My Neighborhood - I Have Seen Some Cans That Will Stuff Up And It's Unsi	2	.8%	1.2%
I'd Rather Just Recycle On My Own And Make Money - I'd Rather Make Money Myself Than Put It In A Can And Let Someone Els	2	.8%	1.2%
I Don't Have That Much - I Don't Produce That Much Recycling To Fill Up The Recycle Bin Every Other Week - I Could Proba	3	1.2%	1.8%
Other	20	8.3%	12.3%
Total	242	100.0%	148.5%

a Group

q7 Would you be more inclined to find the once-every-other-week recycling service somewhat or completely adequate if you knew that you could get an additional recycling can for \$1.76 per month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	43	6.7	26.4	26.4
	2 No	113	17.7	69.3	95.7
	3 Not sure	7	1.1	4.3	100.0
	Total	163	25.5	100.0	
Missing	System	477	74.5		
Total		640	100.0		

q8 Before I mentioned it, were you aware that you can get an additional recycling can for a fee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	60	9.4	36.8	36.8
	2 No	101	15.8	62.0	98.8
	3 Not sure	2	.3	1.2	100.0
	Total	163	25.5	100.0	
Missing	System	477	74.5		
Total		640	100.0		

q9 Would you be willing to pay an additional \$1.50 per month to have your recycling picked up once a week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	195	30.5	30.5	30.5
	2 No	425	66.4	66.4	96.9
	3 Don't know/not sure	20	3.1	3.1	100.0
	Total	640	100.0	100.0	

q10 As it happens, overall recycling and solid waste rates are likely to increase by approximately three dollars a month in 2015 to maintain current levels of service. Would you still be willing to pay an additional \$1.50 per month for weekly pick-up?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	156	24.4	80.0	80.0
	2 No	30	4.7	15.4	95.4
	3 Not sure	9	1.4	4.6	100.0
	Total	195	30.5	100.0	
Missing	System	445	69.5		
Total		640	100.0		

q11 Does your household have so much green waste in October that it would be helpful to you if the City started the collection of green waste from the street in that month (October), or not?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	265	41.4	41.4	41.4
	2 No	323	50.5	50.5	91.9
	3 Don't know/no opinion	52	8.1	8.1	100.0
	Total	640	100.0	100.0	

q12 Would you be willing to give up one of your annual junk pick-up appointments in order to have your green waste picked up from the street in October?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	214	33.4	80.8	80.8
	2 No	38	5.9	14.3	95.1
	3 Not sure	13	2.0	4.9	100.0
	Total	265	41.4	100.0	
Missing	System	375	58.6		
Total		640	100.0		

q13 Have you ever had an issue with your garbage or recycling collection, such as a missed pick-up or a broken can?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Yes	314	49.1	49.1	49.1
	2 No	315	49.2	49.2	98.3
	3 Don't recall	11	1.7	1.7	100.0
	Total	640	100.0	100.0	

\$Q14 And how did you report that service issue?

	Responses		Percent of Cases (314)
	N	Percent	
\$Q14(311 - I Called 311	89	26.6%	28.3%
a) I Called It In - I Just Called - I Called Them On The Telephone	27	8.1%	8.6%
I Just Called The City Number - I Called The City - I Just Called The City Of Sacramento	42	12.6%	13.4%
I Just Called The Number On My Bill - I Called The City Number On The Bill	17	5.1%	5.4%
I Called The Number On The Website - I Went Online And Found A Phone Number	3	.9%	1.0%
I Called The Number That's In The Phone Book	4	1.2%	1.3%
I Called The Department Of Solid Waste - I Called The Department Of Waste Management - We Called The Waste Management Nu	23	6.9%	7.3%
I Called The Recycling Department - I Called The Recycling Number	2	.6%	.6%
I Called Customer Service - I Called The City's Customer Service Number For Garbage - I Called The City Helpline - The S	6	1.8%	1.9%
I Called The Utility - I Called The City Of Sacramento Utilities	4	1.2%	1.3%
I Just Called Up The Number On One Of The Things That Were Mailed To Me - I Keep The Information You Send Out And There	5	1.5%	1.6%
I Just Called The 211 Or City Number - I Just Called Them, 211, Or One Of Those Numbers	2	.6%	.6%
611 - At That Time, It Was 611, Now It's 311 - We Called The 611 Number For The County Recycling	3	.9%	1.0%
My Wife Called Them - My Husband Called, I Don't Know Who - I Didn't, One Of My Neighbors Did - My Neighbor Reports It F	15	4.5%	4.8%
311 App	3	.9%	1.0%
I Went Online To The City Webpage - Reported It Online On The City Website - City.org - I Went To City Of Sacramento Web	8	2.4%	2.5%
I Went Online To Report The Issue - Online	5	1.5%	1.6%
I Reported It To The Supervisor Of The Pickup - I Called The Company Directly	3	.9%	1.0%
I Didn't Report It - I Never Reported It - I Haven't Reported It Yet	51	15.3%	16.2%
Other	20	6.0%	6.4%
Don't Know	2	.6%	.6%
Total	334	100.0%	106.4%

a Group

q15 Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the services provided by the City in terms of garbage, recycling, green or yard waste, and junk pick-up?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Very satisfied	386	60.3	60.3	60.3
	2 Somewhat satisfied	199	31.1	31.1	91.4
	3 Somewhat dissatisfied	33	5.2	5.2	96.6
	4 Very dissatisfied	17	2.7	2.7	99.2
	5 Don't know/no opinion	5	.8	.8	100.0
	Total	640	100.0	100.0	

\$Q16 And why would you say you are (very) (somewhat) dissatisfied?

	Responses	Percent of Cases (50)		
		N	Percent	
\$Q16(a)	Sometimes They Don't Pick Up Our Cans - Sometimes They Miss Picking Up Our Can	5	5.4%	10.0%
	They Continue To Increase The Prices - The Prices Keep Going Up Each Year For The Last Ten Years - Continue To Charge Us	6	6.5%	12.0%
	We Have Large Yards And Are Forced To Use Small Cans - The Cans Are Not Large Enough For The Amount Of Debris - I Can't	5	5.4%	10.0%
	They Do Not Do The Street Sweeping Like They Say They Do - I Am Paying For Street Sweeping And He Is Supposed To Come By	4	4.3%	8.0%
	They Sometimes Knock Over Garbage Cans And Do Not Pick Up The Garbage, Resulting In A Big Mess - Sometimes The Waste Is	10	10.8%	20.0%
	I Don't Want To Pay Any More For What We've Had - We Were Charged A Certain Rate And It Included Weekly Recycle Service	2	2.2%	4.0%
	I Would Like To Have Recycling Every Week - I Would The Recycling Every Week Instead Of Every Other Week	9	9.7%	18.0%
	I Am Paying For A Service I Do Not Use, Which Is Recycling - I Get Charged With Stuff That I Don't Get - They Are Over	7	7.5%	14.0%
	The Times That They Pick Up Our Garbage Is Very Inconsistent - Sometimes They Take A Long Time To Pick It Up	2	2.2%	4.0%
	Over The Past Year We Never Had A Problem With Where The Cans Were Left And Now Every Single Pick Up They Are In Front Of	2	2.2%	4.0%
	They Often Leave Half Of The Trash In The Bins - Sometimes The Bin Can Get So Packed That When They Pick It Up, Half Of	3	3.2%	6.0%
	I Need A Weekly Green Waste Pick Up - The Green Waste Pick Up Should Be Weekly	3	3.2%	6.0%
	We Only Had To Put The Green Waste In Piles, It's More Labor To Have To Put It All In Cans - It's Much Better To Have Th	5	5.4%	10.0%
	I Heard That Recycling Is Not Being Used Properly - They Don't Encourage People To Recycle The Way They Should	2	2.2%	4.0%
	We Don't Have Green Cans In Our Gated Community - I Live Where There Is A Lot Of Apartments And They Don't Recycle At Al	2	2.2%	4.0%
Other	26	28.0%	52.0%	
Total	93	100.0%	186.0%	

q17a Do you Receive the Annual Service Guide?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	458	71.6	71.6	71.6
2 No	82	12.8	12.8	84.4
3 Not sure	100	15.6	15.6	100.0
Total	640	100.0	100.0	

q17b Do you Save the Annual Service Guide for reference?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	371	58.0	81.0	81.0
2 No	69	10.8	15.1	96.1
3 Not sure	18	2.8	3.9	100.0
Total	458	71.6	100.0	
Missing System	182	28.4		
Total	640	100.0		

q17c Do you Read the inserts in your City utility bills?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	378	59.1	59.1	59.1
2 No	249	38.9	38.9	98.0
3 Not sure	13	2.0	2.0	100.0
Total	640	100.0	100.0	

q17d Do you Visit the City website sacrecycle.org?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	184	28.8	28.8	28.8
2 No	451	70.5	70.5	99.2
3 Not sure	5	.8	.8	100.0
Total	640	100.0	100.0	

q17e Do you Call 311 for information?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	315	49.2	49.2	49.2
2 No	320	50.0	50.0	99.2
3 Not sure	5	.8	.8	100.0
Total	640	100.0	100.0	

q17f Do you Visit the 311 website?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	112	17.5	17.5	17.5
2 No	521	81.4	81.4	98.9
3 Not sure	7	1.1	1.1	100.0
Total	640	100.0	100.0	

q17g Do you Use the 311 mobile app?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Yes	42	6.6	6.6	6.6
2 No	594	92.8	92.8	99.4
3 Not sure	4	.6	.6	100.0
Total	640	100.0	100.0	

q18 Would you say that you always, usually, sometimes, or rarely do so?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Always	103	16.1	27.2	27.2
2 Usually	92	14.4	24.3	51.6
3 Sometimes	144	22.5	38.1	89.7
4 Rarely	36	5.6	9.5	99.2
5 Not sure	3	.5	.8	100.0
Total	378	59.1	100.0	
Missing System	262	40.9		
Total	640	100.0		

q19 GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Male	311	48.6	48.6	48.6
2 Female	329	51.4	51.4	100.0
Total	640	100.0	100.0	

q20 Do you own your home, or do you rent or lease?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Own	613	95.8	95.8	95.8
2 Rent/lease	13	2.0	2.0	97.8
3 Don't know/not sure	14	2.2	2.2	100.0
Total	640	100.0	100.0	

q21 And what is your age, please?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18	1	.2	.2	.2
21	2	.3	.3	.5
22	1	.2	.2	.6
24	1	.2	.2	.8
25	2	.3	.3	1.1
26	4	.6	.6	1.7
27	3	.5	.5	2.2
28	2	.3	.3	2.5
29	13	2.0	2.0	4.5
30	12	1.9	1.9	6.4
31	7	1.1	1.1	7.5
32	5	.8	.8	8.3
33	8	1.3	1.3	9.5
34	4	.6	.6	10.2
35	5	.8	.8	10.9
36	3	.5	.5	11.4
37	4	.6	.6	12.0
38	7	1.1	1.1	13.1
39	6	.9	.9	14.1
40	8	1.3	1.3	15.3
41	5	.8	.8	16.1
42	9	1.4	1.4	17.5
43	12	1.9	1.9	19.4
44	6	.9	.9	20.3
45	8	1.3	1.3	21.6
46	5	.8	.8	22.3
47	14	2.2	2.2	24.5
48	8	1.3	1.3	25.8
49	7	1.1	1.1	26.9
50	24	3.8	3.8	30.6
51	10	1.6	1.6	32.2
52	16	2.5	2.5	34.7
53	6	.9	.9	35.6
54	9	1.4	1.4	37.0

55	16	2.5	2.5	39.5
56	5	.8	.8	40.3
57	15	2.3	2.3	42.7
58	23	3.6	3.6	46.3
59	10	1.6	1.6	47.8
60	20	3.1	3.1	50.9
61	12	1.9	1.9	52.8
62	10	1.6	1.6	54.4
63	11	1.7	1.7	56.1
64	17	2.7	2.7	58.8
65	27	4.2	4.2	63.0
66	8	1.3	1.3	64.2
67	12	1.9	1.9	66.1
68	13	2.0	2.0	68.1
69	10	1.6	1.6	69.7
70	15	2.3	2.3	72.0
71	11	1.7	1.7	73.8
72	13	2.0	2.0	75.8
73	8	1.3	1.3	77.0
74	6	.9	.9	78.0
75	12	1.9	1.9	79.8
76	7	1.1	1.1	80.9
77	3	.5	.5	81.4
78	11	1.7	1.7	83.1
79	3	.5	.5	83.6
80	9	1.4	1.4	85.0
81	5	.8	.8	85.8
82	3	.5	.5	86.3
83	3	.5	.5	86.7
84	8	1.3	1.3	88.0
85	7	1.1	1.1	89.1
86	8	1.3	1.3	90.3
87	2	.3	.3	90.6
88	4	.6	.6	91.3
89	2	.3	.3	91.6
90	1	.2	.2	91.7
92	1	.2	.2	91.9
93	1	.2	.2	92.0
94	1	.2	.2	92.2
120 Refused	50	7.8	7.8	100.0
Total	640	100.0	100.0	

q22 Do you consider yourself Caucasian, African-American, Asian-American, Latino or Hispanic, or some other ethnicity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Caucasian/White	350	54.7	54.7	54.7
	2 African-American/Black/African	48	7.5	7.5	62.2
	3 Asian-American/Asian	64	10.0	10.0	72.2
	4 Latino/Hispanic	64	10.0	10.0	82.2
	5 Other	48	7.5	7.5	89.7
	6 Refused	66	10.3	10.3	100.0
	Total	640	100.0	100.0	

q22oth SPECIFY OTHER

	Frequency	Percent
Valid	592	92.5
A LITTLE OF EVERYTHING	1	.2
A WHOLE BUNCH OF DIFFERENT THINGS	1	.2
AMERICAN	6	.9
CAJUN	1	.2
CAUCASIAN AND ASIAN	1	.2
CHEROKEE INDIAN	1	.2
EAST INDIAN	2	.3
ESKIMO	1	.2
EUROPEAN	1	.2
EUROPEAN AMERICAN	6	.9
FROM FUJI ISLAND	1	.2
GERMAN AND SWISS	1	.2
HALF CAUCASIAN AND HALF MEXICAN	1	.2
HISPANIC AND WHITE	1	.2
HUMAN	1	.2
I'M OTHER	1	.2
INDIAN	3	.5
INDIAN AND FILIPINO	1	.2
INDIAN, GERMAN, AND ENGLISH	1	.2
IRISH AMERICAN	1	.2
ITALIAN	1	.2
MEXICAN-AMERICAN	1	.2
MIDDLE EASTERN	1	.2
MIXED	1	.2
MIXED RACE	1	.2
MIXTURE OF EVERYTHING	1	.2
MULTIETHNIC	1	.2
NATIVE AMERICAN	1	.2
NATIVE AMERICAN AND CAUCASIAN	1	.2

NATIVE INDIAN	1	.2
PACIFIC ISLANDER	4	.6
SPANISH	1	.2
Total	640	100.0

Date of Interview

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20140715	93	14.5	14.5	14.5
20140716	81	12.7	12.7	27.2
20140717	105	16.4	16.4	43.6
20140718	34	5.3	5.3	48.9
20140719	52	8.1	8.1	57.0
20140720	31	4.8	4.8	61.9
20140721	42	6.6	6.6	68.4
20140722	34	5.3	5.3	73.8
20140723	35	5.5	5.5	79.2
20140724	30	4.7	4.7	83.9
20140725	27	4.2	4.2	88.1
20140726	28	4.4	4.4	92.5
20140727	16	2.5	2.5	95.0
20140728	11	1.7	1.7	96.7
20140729	21	3.3	3.3	100.0
Total	640	100.0	100.0	

APPENDIX C

Statistically Significant Crosstabulations

Q9 Would you be willing to pay an additional \$1.50 per month to have your recycling picked up once a week? * District

Crosstab

			District								
			DIST1	DIST2	DIST 3	DIST 4	DIST 5	DIST 6	DIST 7	DIST 8	Total
q9 Would you be willing to pay an additional \$1.50 per month to have your recycling picked up once a week?	1 Yes	Count	34	25	29	30	19	27	15	16	195
		% within District	42.5%	31.3%	36.3%	37.5%	23.8%	33.8%	18.8%	20.0%	30.5%
	2 No	Count	43	53	49	49	59	51	64	57	425
		% within District	53.8%	66.3%	61.3%	61.3%	73.8%	63.8%	80.0%	71.3%	66.4%
	3 Don't know/not sure	Count	3	2	2	1	2	2	1	7	20
		% within District	3.8%	2.5%	2.5%	1.3%	2.5%	2.5%	1.3%	8.8%	3.1%
Total	Count	80	80	80	80	80	80	80	80	80	640
	% within District	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.158(a)	14	.007
Likelihood Ratio	28.526	14	.012
Linear-by-Linear Association	13.394	1	.000
N of Valid Cases	640		

a 8 cells (33.3%) have expected count less than 5. The minimum expected count is 2.50.

Q11 Does your household have so much green waste in October that it would be helpful to you if the City started the collection of green waste from the street in that month (October), or not? * District

Crosstab

			District								Total
			DIST1	DIST2	DIST 3	DIST 4	DIST 5	DIST 6	DIST 7	DIST 8	
q11 Does your household have so much green waste in October that it would be helpful to you if the City started the collection of green waste from the street in that month (October), or not?	1 Yes	Count	20	37	40	47	38	37	25	21	265
		% within District	25.0%	46.3%	50.0%	58.8%	47.5%	46.3%	31.3%	26.3%	41.4%
	2 No	Count	56	34	32	30	37	40	50	44	323
		% within District	70.0%	42.5%	40.0%	37.5%	46.3%	50.0%	62.5%	55.0%	50.5%
	3 Don't know/no opinion	Count	4	9	8	3	5	3	5	15	52
		% within District	5.0%	11.3%	10.0%	3.8%	6.3%	3.8%	6.3%	18.8%	8.1%
Total	Count	80	80	80	80	80	80	80	80	80	640
	% within District	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.703(a)	14	.000
Likelihood Ratio	51.240	14	.000
Linear-by-Linear Association	2.555	1	.110
N of Valid Cases	640		

a 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.50.