



**WASATCH FRONT**

Waste & Recycling District

**2021 CUSTOMER EXPERIENCE &  
SATISFACTION SURVEY RESULTS**

# KEY FINDINGS

- **Overall customer satisfaction is high at 94%** with geographic area's satisfaction ranging from 92% - 100%. **95% are satisfied with garbage collection** and **93% are satisfied with the recycling collection.**
- **Drivers receive high marks (90%-96%)** as do **District staff members (82%-90%)**. The website has 93% overall satisfaction, with **45% saying they use the website to regularly pay their bill.**
- This year's **Area Cleanup program receives an 86% satisfaction rating** with individual aspects of container reservation and use being rated from 82% to 95%.
- **Only 11% have used a trailer rental service in the past year.** Those who use a trailer (whether green or bulk waste) rate it highly (89%-92%) and **85%-89% of renters say they are likely to recommend trailer rentals to a neighbor.**
- **Glass recycling is familiar to 44%** and is highly rated by those who use it (91%). However, just 5% of customers are current subscribers and only **14% of those not subscribed say they are likely to do so.**

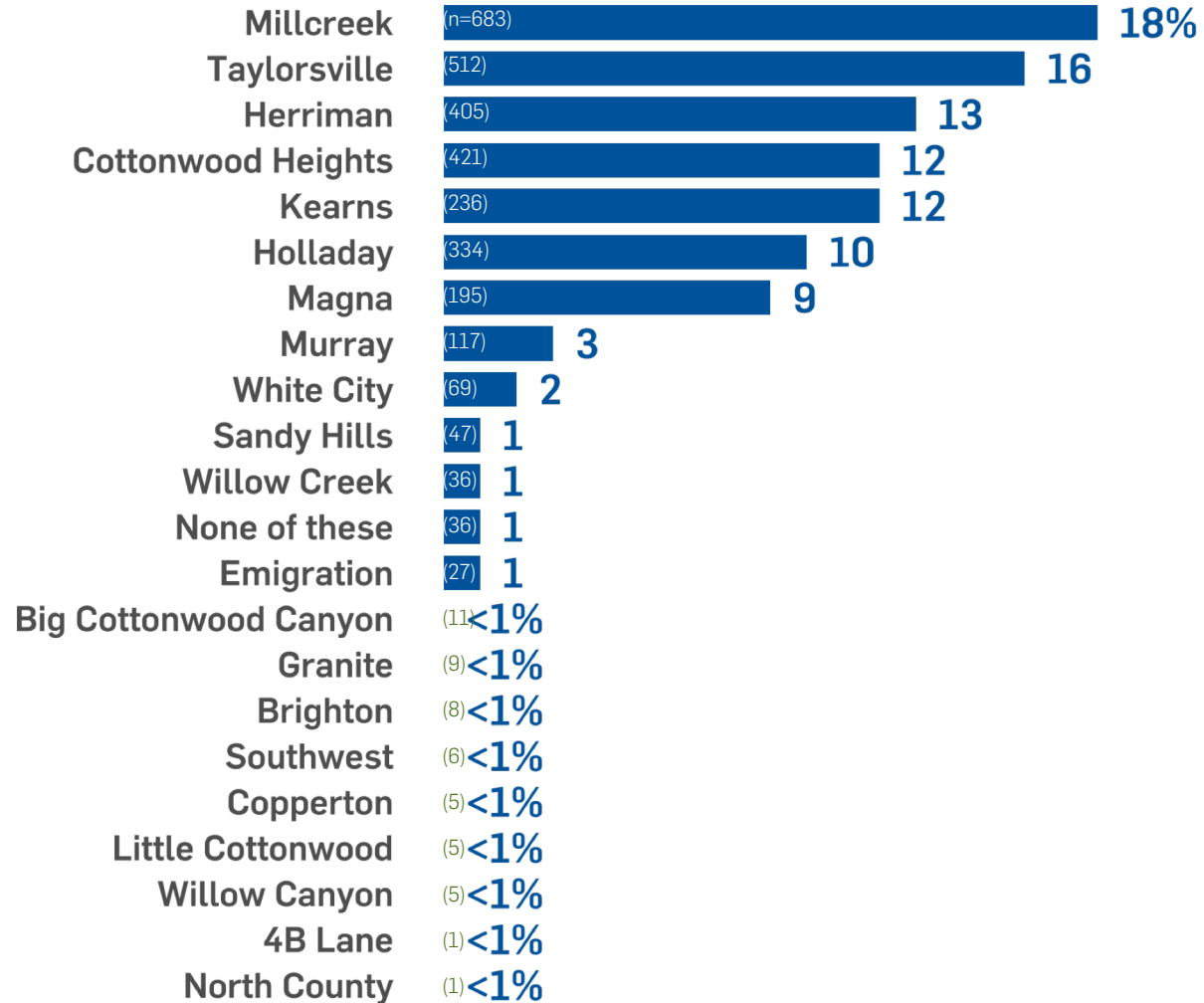
# METHODOLOGY

- Current WFWRD customers were invited via email, postcard, and/or social media & web advertising to complete online interviews about their experience with WFWRD services.
- Online interviews fielded November 16-December 4, 2021.
- Total N = 3,220
  - *1,183 were collected from among customers with email addresses associated with their accounts, while the remainder accessed the survey via the anonymous link or QR code provided in the postcard invitations and in WFWRD's web outreach.*
- Margin of error +/- 1.7

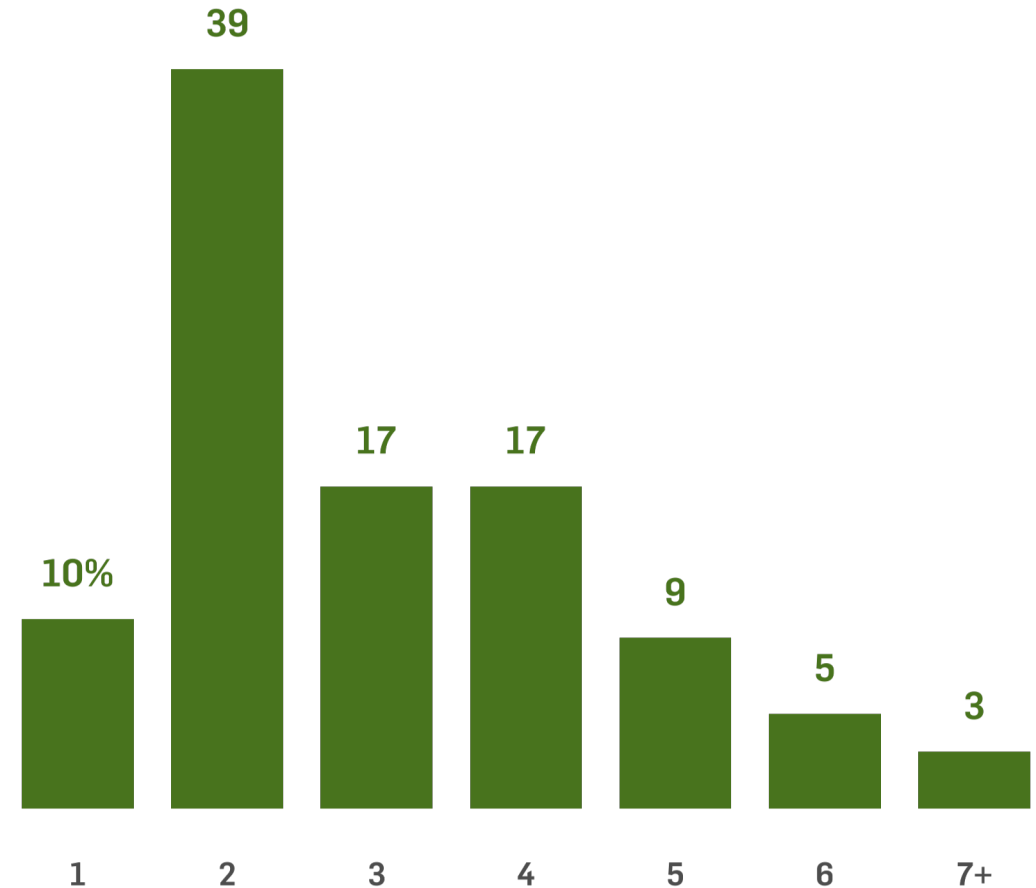
# CUSTOMER SAMPLE COMPOSITION

## Area

Unweighted sample size



## Number in household



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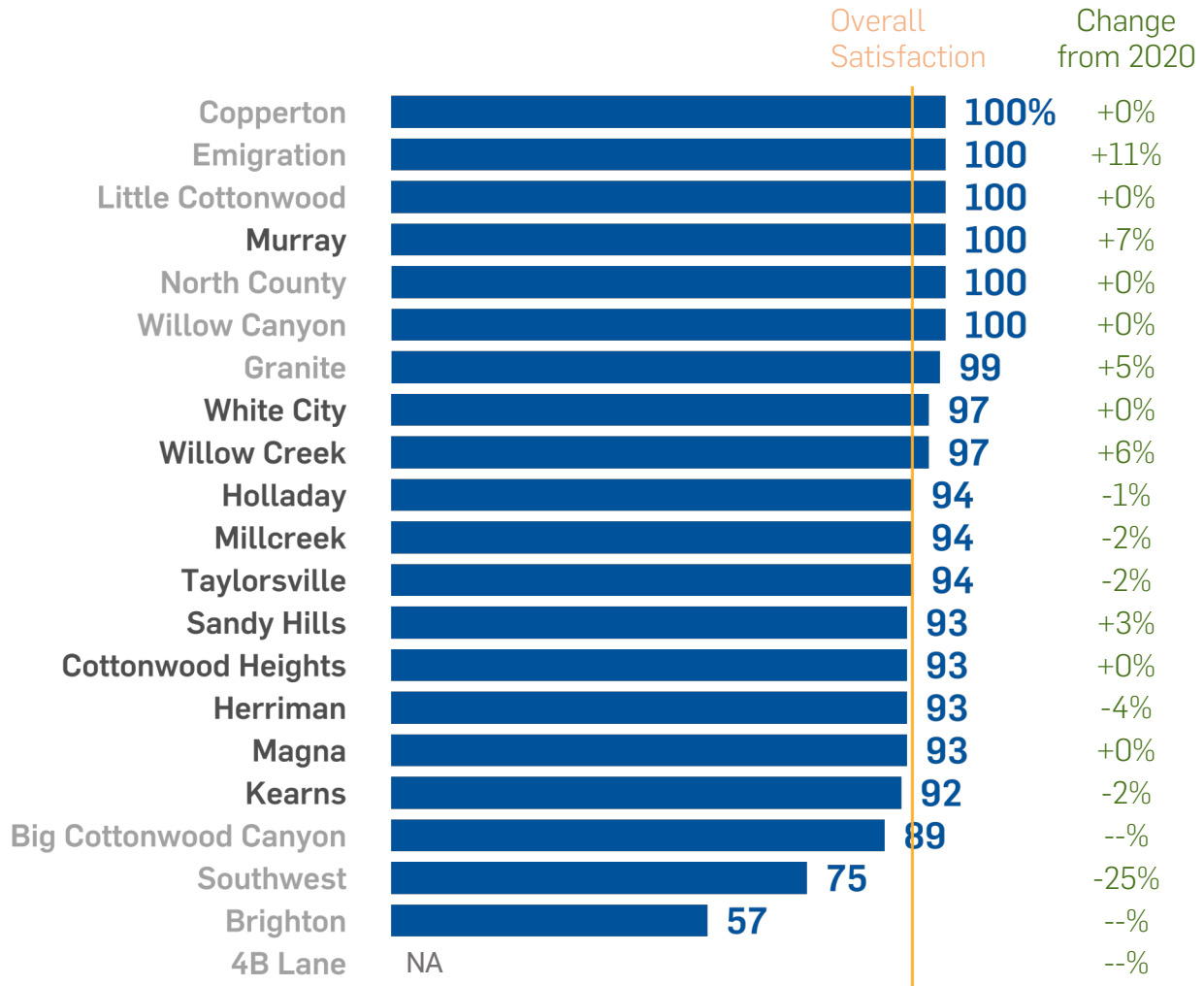
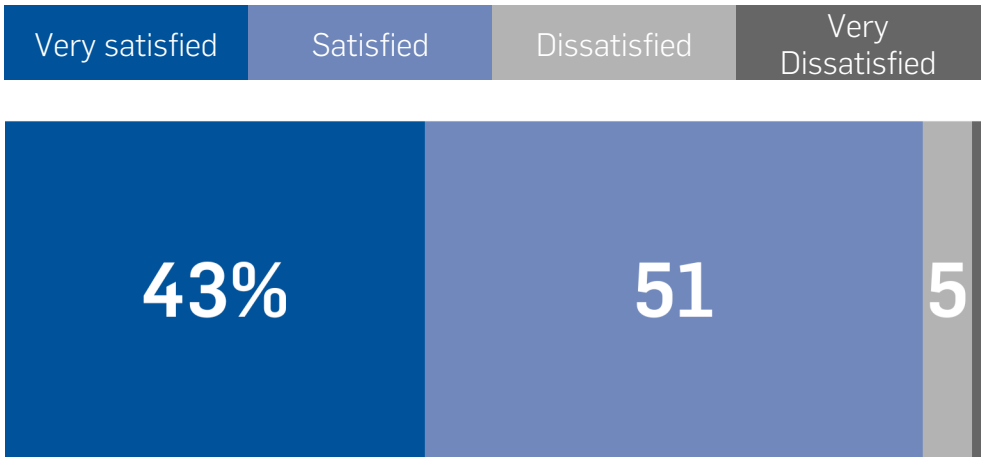
# **OVERALL CUSTOMER SATISFACTION**

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# CUSTOMER SATISFACTION IS HIGH ACROSS THE BOARD

Satisfaction overall is very high (94%) among all customers and in all areas with sufficient responses to accurately measure satisfaction.

Satisfaction with district services



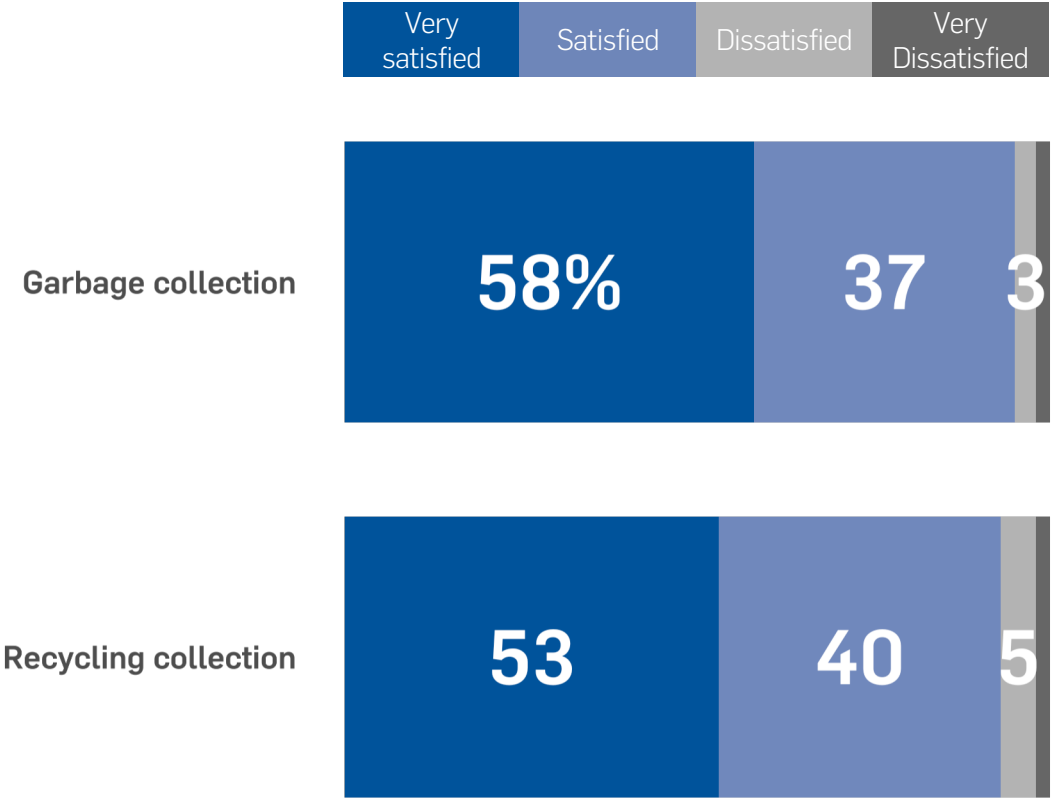
\*\*\* Grey areas have n < 30 resulting in statistically unreliable estimates

Q: Overall, how satisfied are you with the District services you receive? (n = 3019)

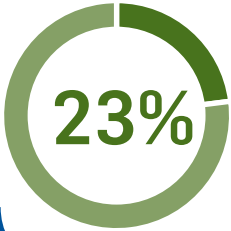
# SERVICES HIGHLY RATED, ESPECIALLY GREEN WASTE SERVICES

Garbage and recycling collection both have high overall satisfaction, 95% and 93% respectively. Of the 23% who subscribe to weekly curbside green waste collection, 94% are satisfied with the service and say they would recommend the service to their neighbors. That said, many customers left comments about the cost of green waste collection and would like to see this service included in regular fees.

Satisfaction with services

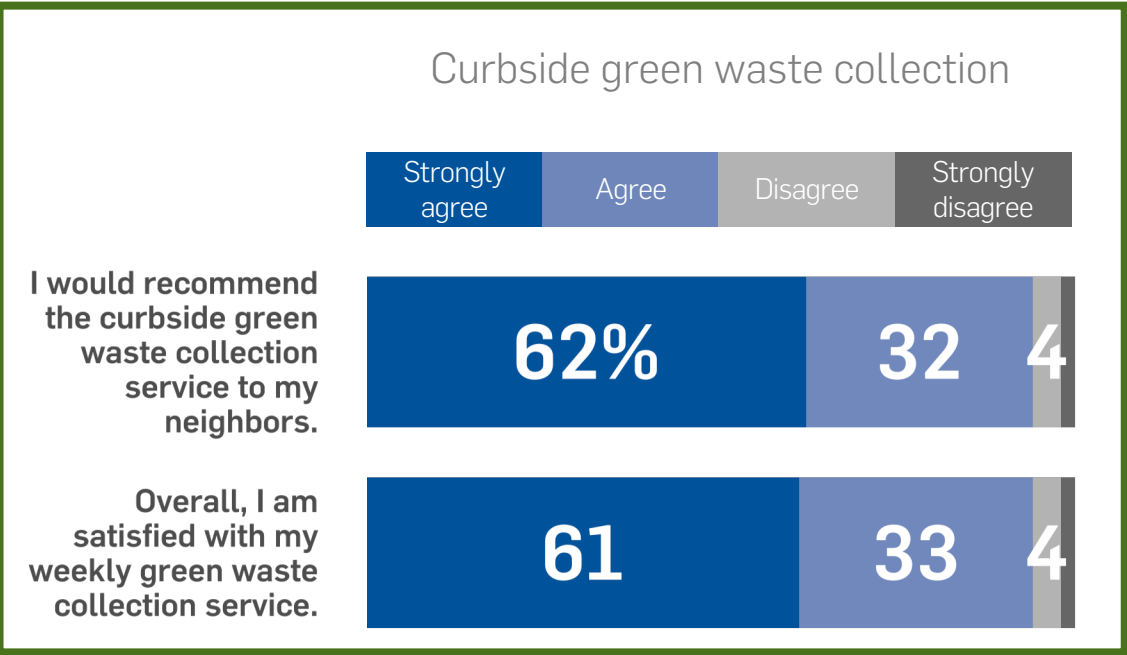


Q: How satisfied are you with the following WFWRD collection services? (n = 3072)  
 Q: Do you subscribe to weekly curbside green waste collection? (n = 3074)



Subscribe to weekly curbside green waste collection

Curbside green waste collection

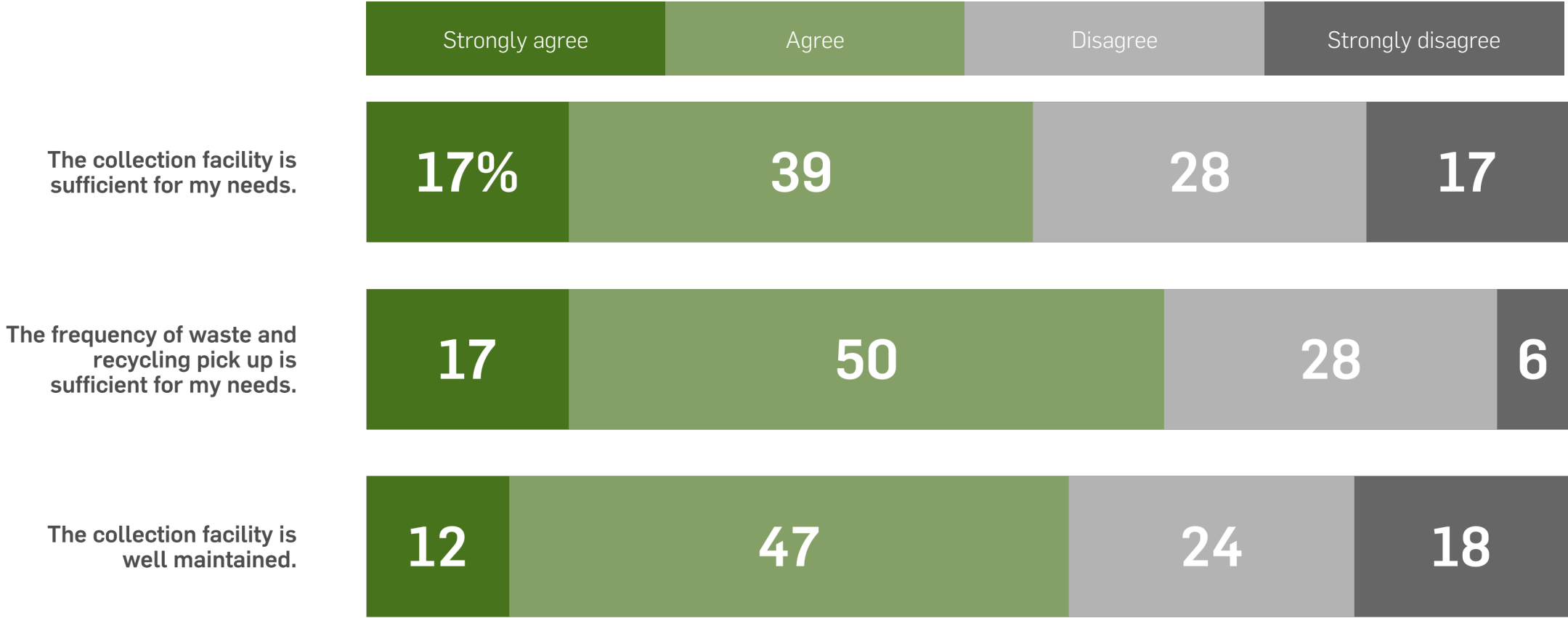


Q: How much do you agree with the following statements regarding weekly curbside green waste collection? (Separate fee) (n = 740)

# COLLECTION FACILITY IS OPPORTUNITY FOR IMPROVEMENT

The majority of respondents agree that the collection facility is sufficient for their needs (56%), that the frequency of pick up is sufficient (67%), and that it is well maintained (59%). The collection facility is the lowest rated service asked about with nearly half saying they disagree with the statements. Several customers indicated they would like the collection facility to include a receptacle for recycling and glass, and others indicated they would like to see the maintenance/cleanliness of the facility improved.

Overall operations of waste and recycling services  
*Among Brighton and Big Cottonwood area residents only*



Q: How much do you agree with the following statements regarding the overall operations of waste and recycling services provided to you by the District? Please note: The Canyon is entirely serviced with centrally located waste and recycling containers and the garbage compactor located on the Big Cottonwood Canyon loop. (n = 17)



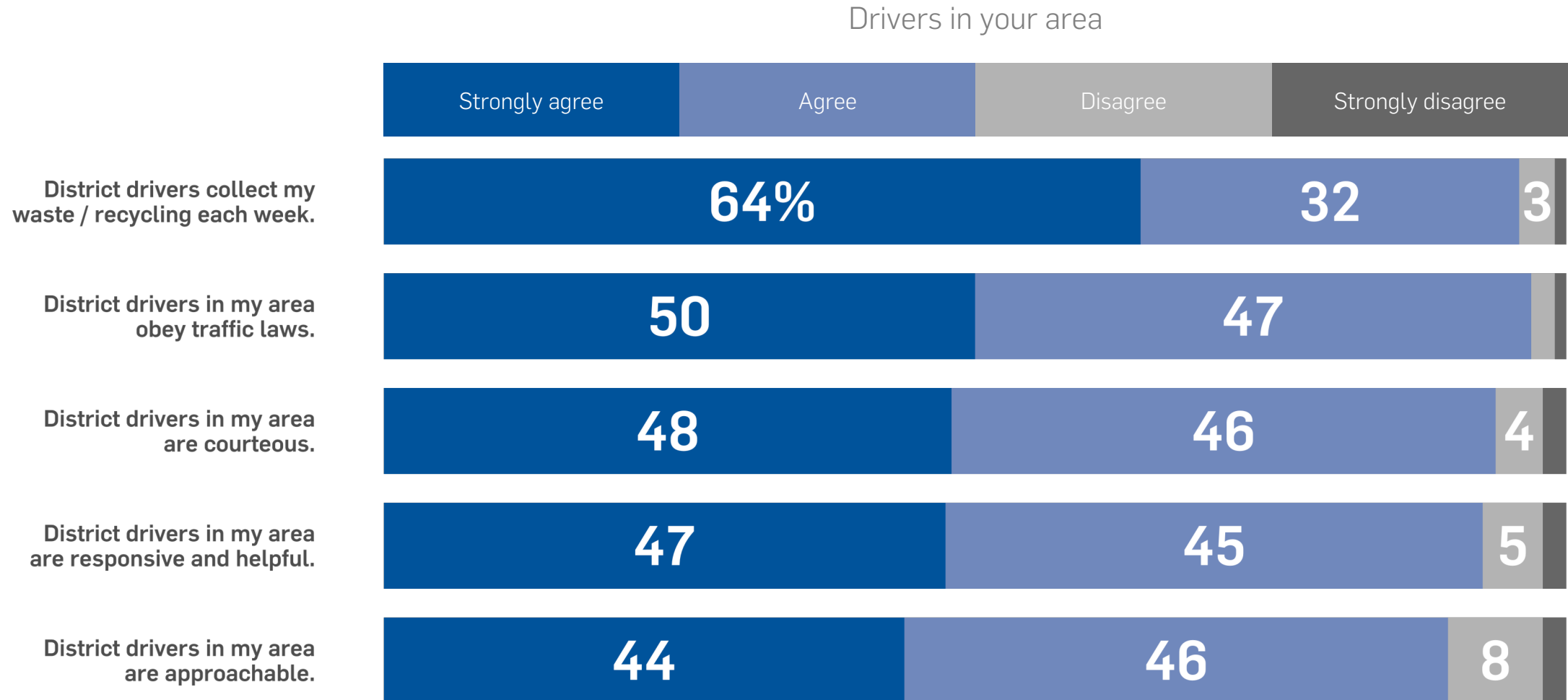
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# **STAFF REVIEW**

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# DRIVERS RECEIVE VERY HIGH RATINGS IN ALL ASPECTS

Drivers are rating extremely high in each category asked with 90%-96% agreeing with the statements. However, Herriman customers are consistently less satisfied than the other major areas tested (88%-94%).

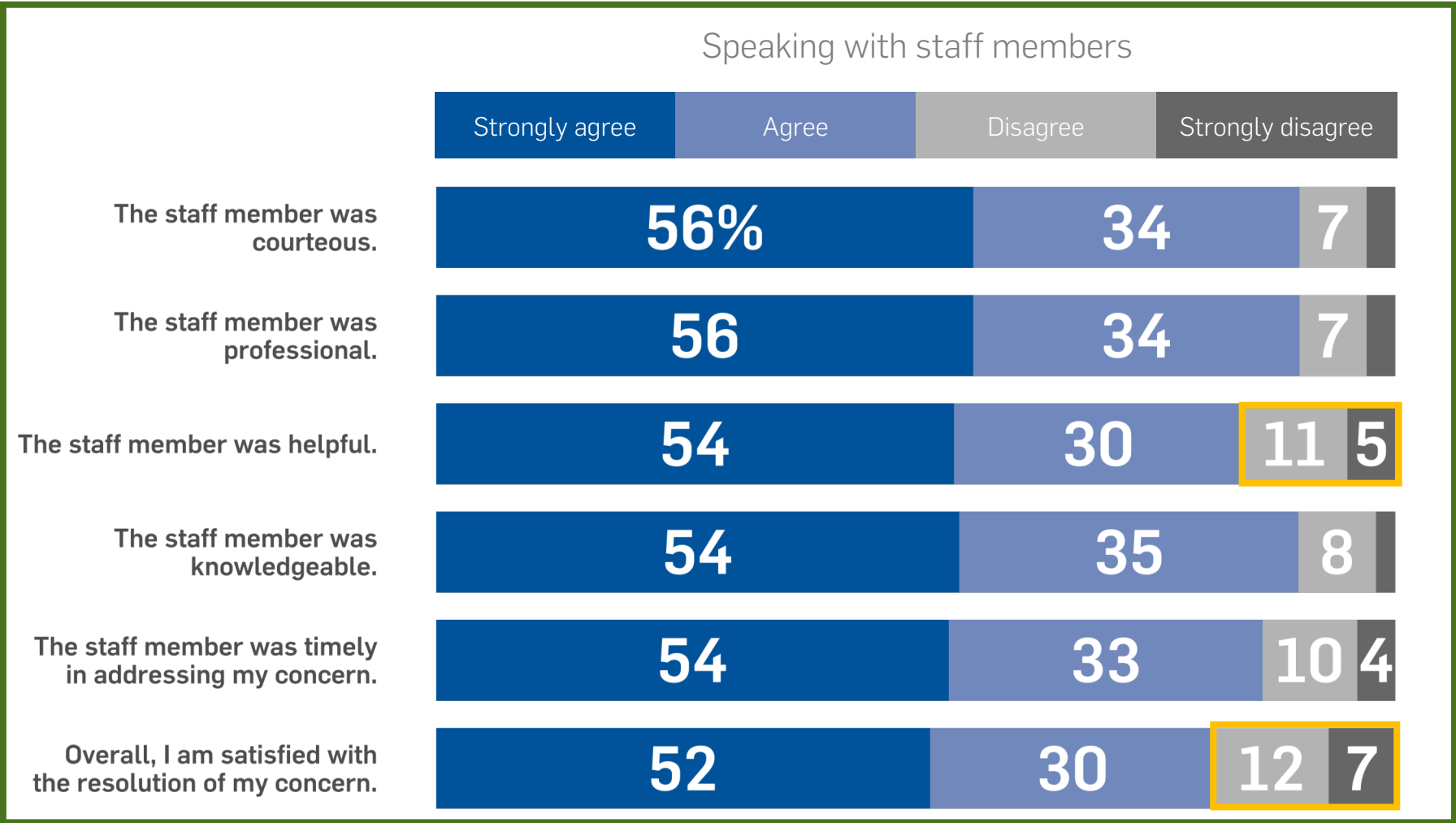
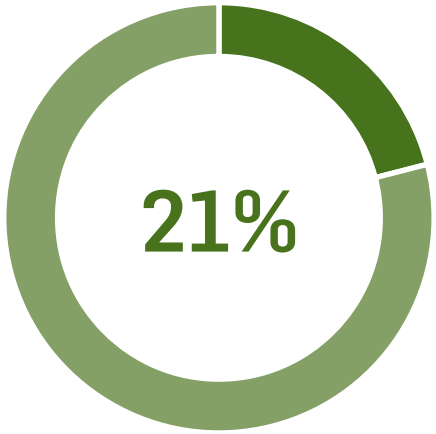


Q: How much do you agree with the following statements regarding District drivers in your area? (n = 3044)

# WFWRD STAFF INTERACTIONS ARE VERY POSITIVE

When customers speak with a district staff member, they rate their interactions very highly (82%-90%). There are about 19% of people who feel that they do not have a satisfactory resolution to their concerns and 16% who feel the staff member they spoke to was not helpful.

Spoke with a staff member in the last 12 months

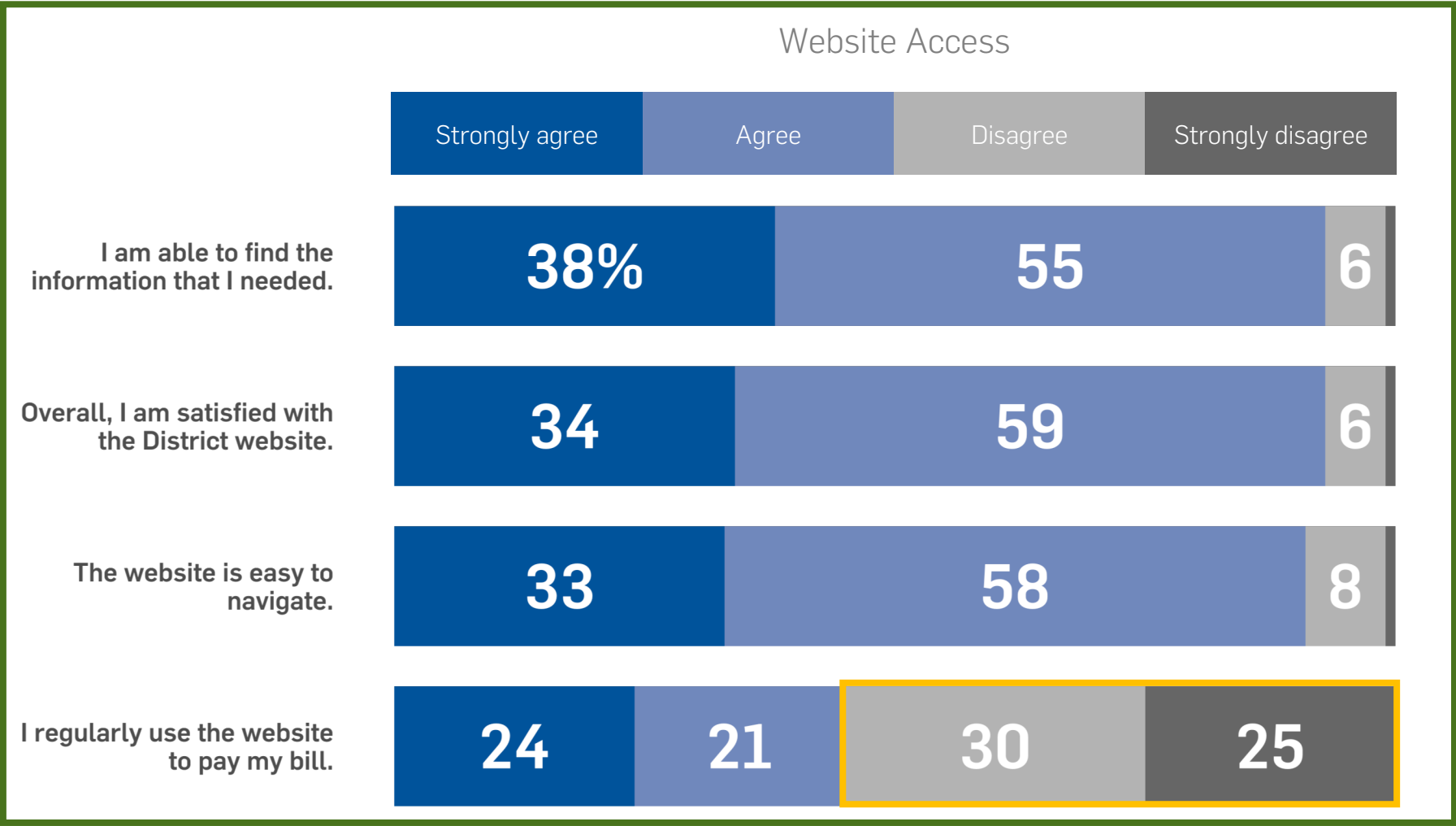
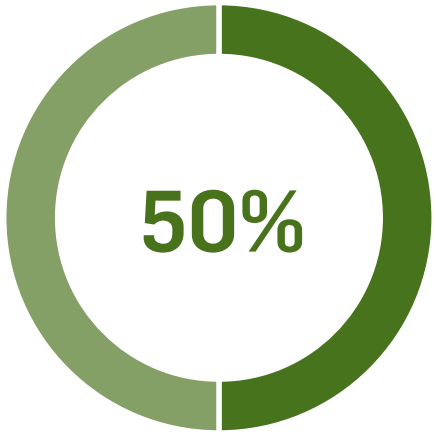


Q: Have you spoken with a District staff member in the last 12 months? (n = 3047)  
 Q: How much do you agree with the following statements regarding the District staff member you spoke to? (n = 646)

# JUST UNDER HALF USE THE WEBSITE TO PAY THEIR BILL

Only 45% of respondents say that they regularly use the website to pay their bills. The ratings of the website, while almost all positive, are not as strongly positive as staff and driver ratings.

Accessed the WFWRD website in the last 12 months



Q: Have you accessed the District website (<https://wasatchfrontwaste.org>) in the last 12 months? (n = 3033)

Q: How much do you agree with the following statements regarding website access? (n = 1512)

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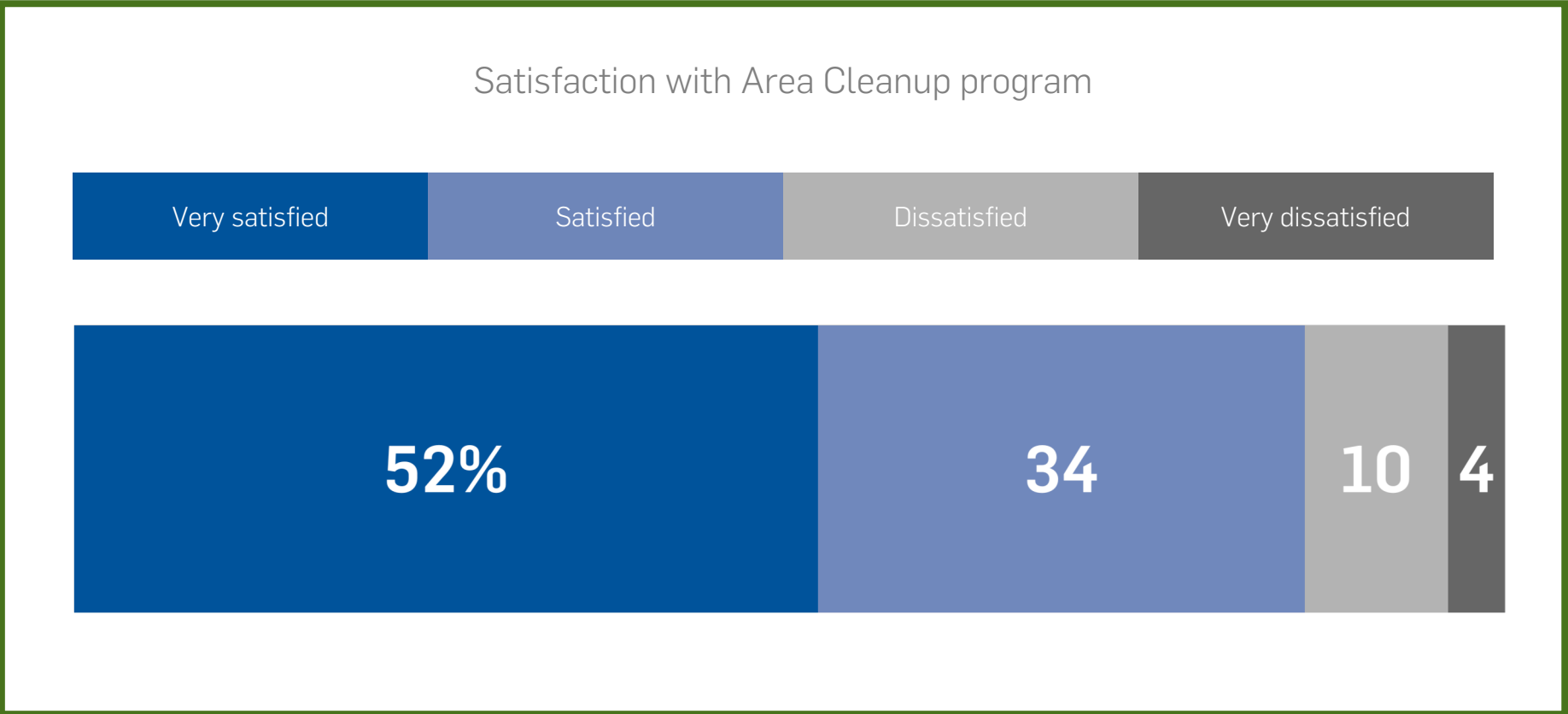
# **AREA CLEANUP PROGRAM**

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# THOSE WHO RESERVED A CONTAINER HAVE HIGH SATISFACTION

20% said they participated in the Area Cleanup program by reserving a container online this year. Overall satisfaction among Area Cleanup program participants is high with 86% saying they are satisfied with the Area Cleanup program this year. Many customers who did not reserve a container, however specified in the end of survey comments that they would like to see the Area Cleanup program return to the way it was administered pre-pandemic. Additionally, both participating and non-participating customers express a great deal of interest in containers once again being placed on the street rather than in driveways.

Reserved an Area Cleanup container this year

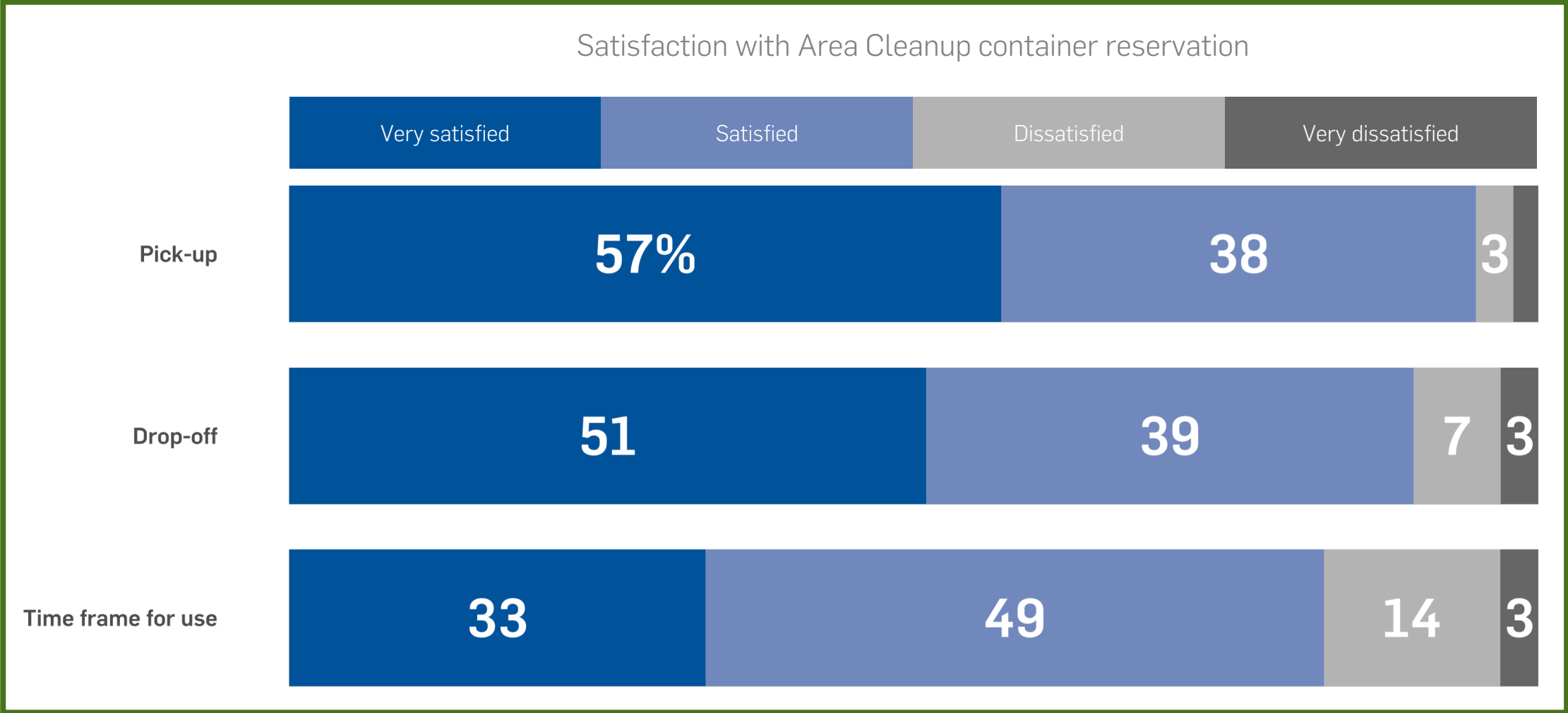


Q: This year's Area Cleanup Program was conducted through online container reservation. Did you reserve a container this year? (n = 3031)

Q: Overall, how satisfied were you with the Area Cleanup program this year? (n = 607)

# PICK-UP AND DROP-OFF HAVE STRONG SATISFACTION RATING

All aspects measured container reservation and use are highly rated, but time frame for use clearly lags behind in strength of satisfaction. Pick-up and drop off have a 57% and 51% strongly satisfied rating compared to just 33% for time frame for use.



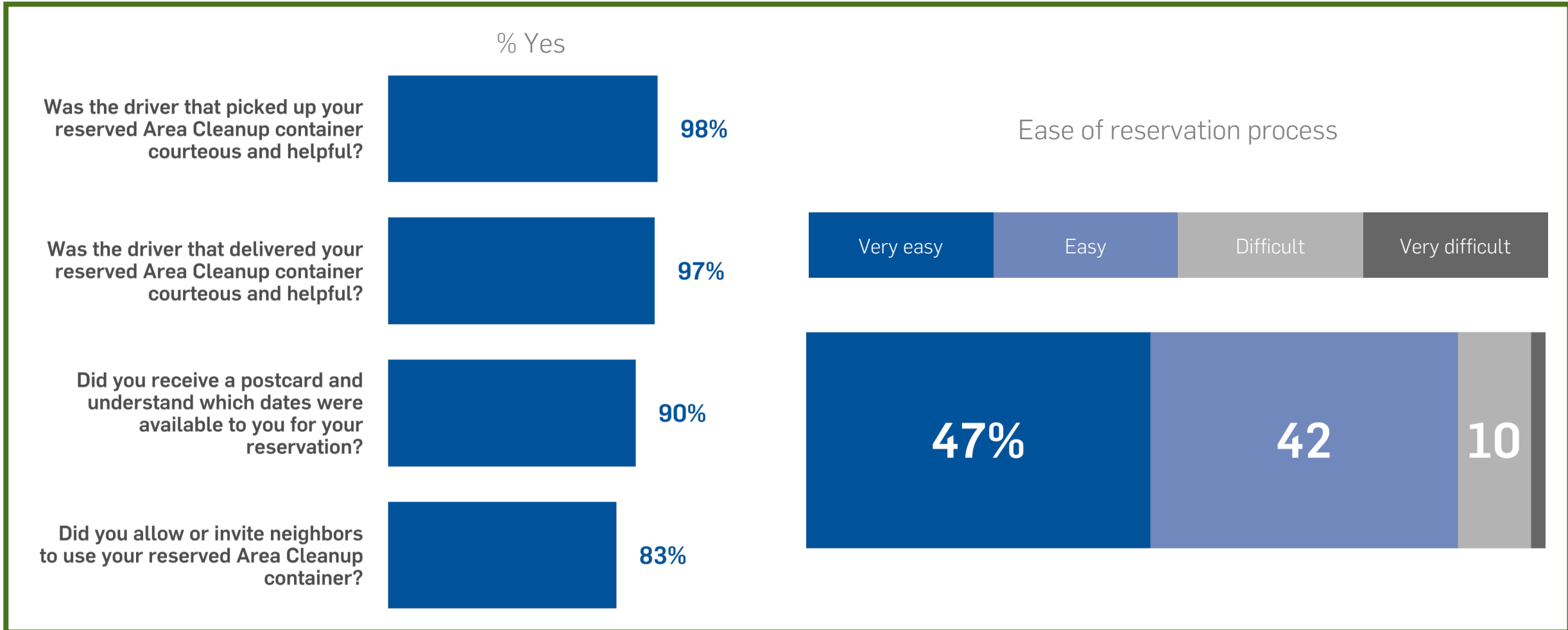
Q: How satisfied were you with the time frame for use of the reserved Area Cleanup container? (n = 605)

Q: How satisfied were you with the pick-up of the reserved Area Cleanup container? (n = 601)

Q: How satisfied were you with the drop-off of the reserved Area Cleanup container? (n = 600)

# RESERVATION PROCESS SEEN AS EASY BY PARTICIPANTS

Almost everyone says their pick-up and delivery drivers were courteous and helpful. 90% say that they received and understood a postcard with the available dates and 89% say the reservation process was easy.



Q: Did you allow or invite neighbors to use your reserved Area Cleanup container? (n = 605)  
Q: Did you receive a postcard and understand which dates were available to you for your reservation? (n = 604)  
Q: Was the driver that delivered your reserved Area Cleanup container courteous and helpful? (n = 604)

Q: Was the driver that picked up your reserved Area Cleanup container courteous and helpful? (n = 601)  
Q: How easy did you find the reservation process for the Area Cleanup Program? (n = 602)



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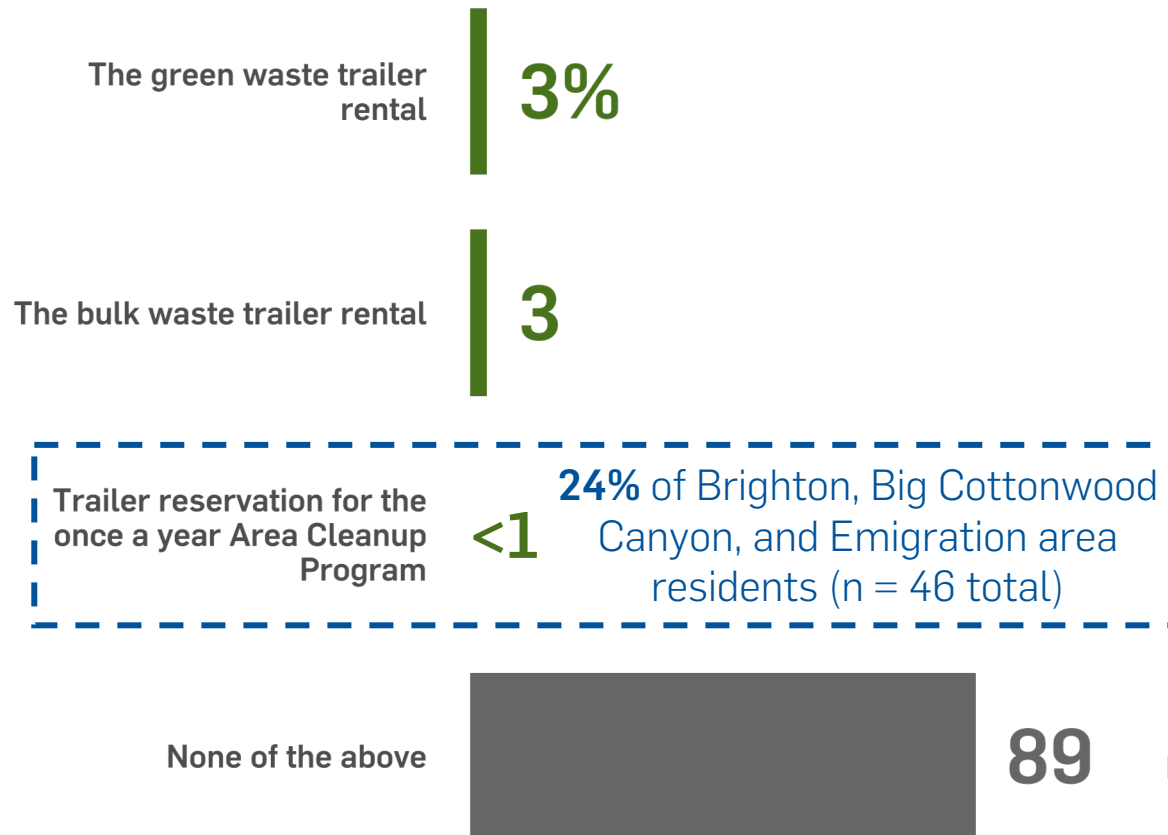
# **TRAILER SERVICES**

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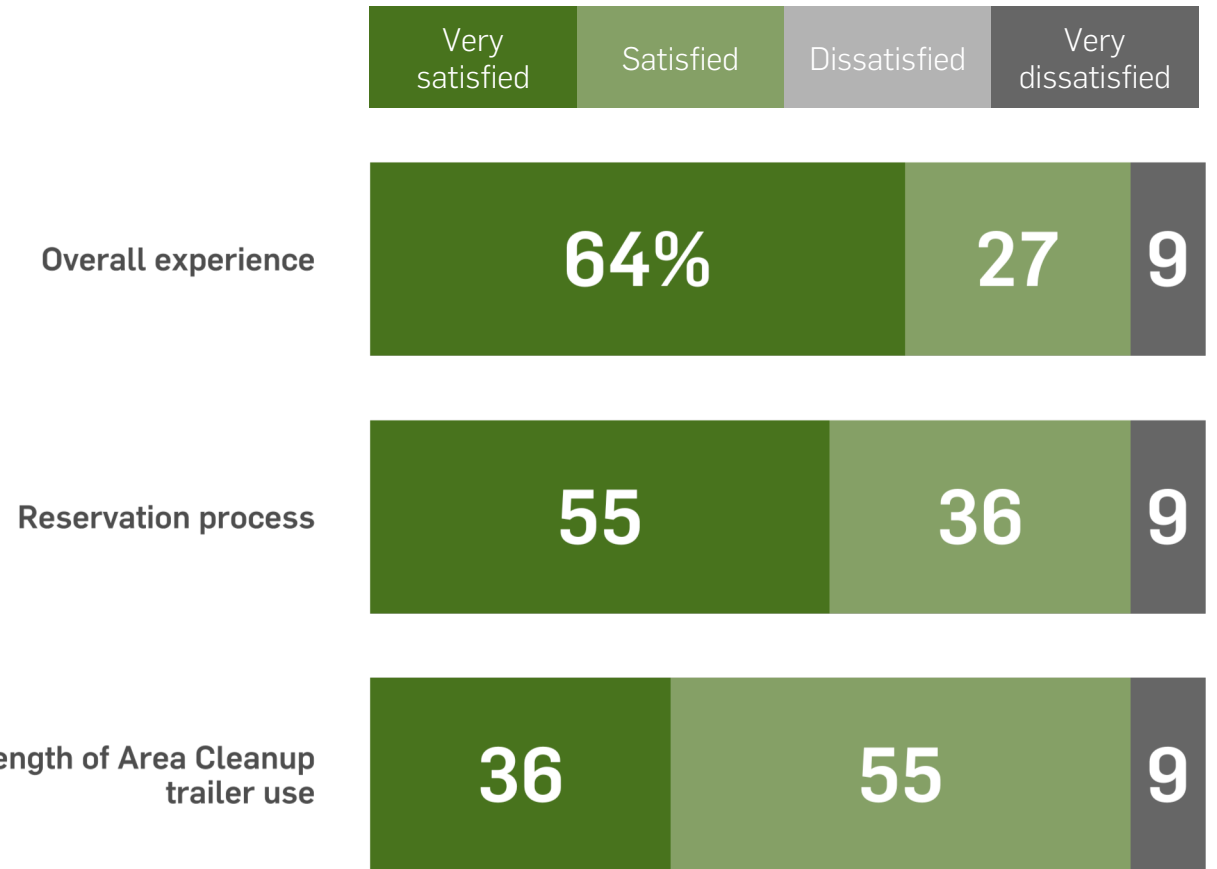
# A SMALL MINORITY USE THE TRAILER SERVICES AVAILABLE

89% say that they have not used a trailer service in the past year. Of those that reserved a trailer for the once-a-year Area Cleanup program, satisfaction was very high, with weaker satisfaction for length of trailer use.

Used in the last 12 months



Area Cleanup trailer satisfaction  
Among Brighton, Big Cottonwood, and Emigration Area Cleanup trailer users only



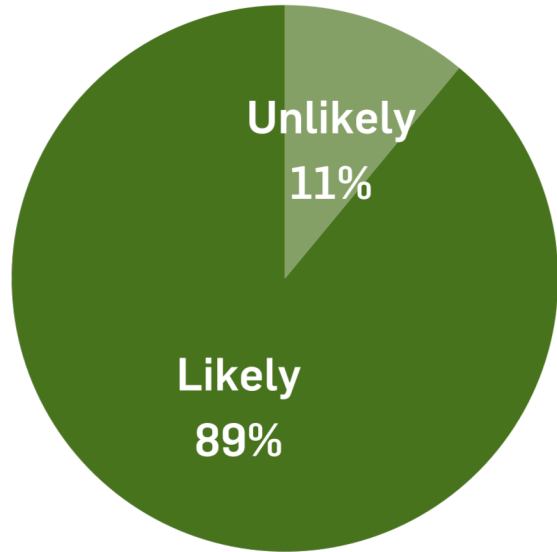
Q: Which of the following services have you used in the last 12 months? Please select all that apply (n = 3220)

Q: How satisfied are you with each of the following aspects of the trailer reservation for the once a year Area Cleanup services? (n = 11)

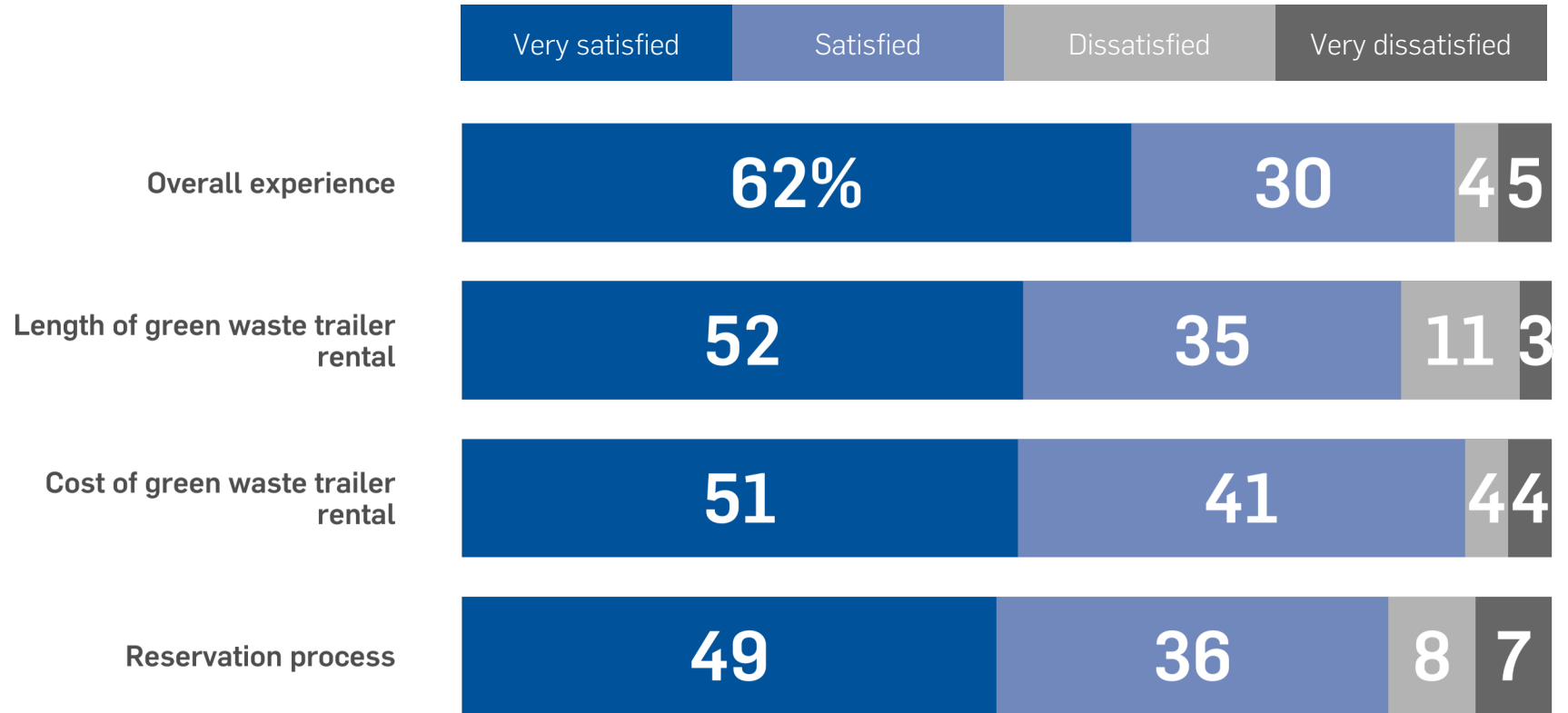
# GREEN WASTE TRAILERS ARE POPULAR AMONG USERS

Green waste trailer users say they are likely to recommend green waste trailers to their neighbors (89%). Their overall experience using the the green waste trailer is more strongly positive than any of the individual aspects of the experience.

Likelihood to recommend green waste trailer to neighbors



Green waste trailer satisfaction  
*Among green waste trailer users only*



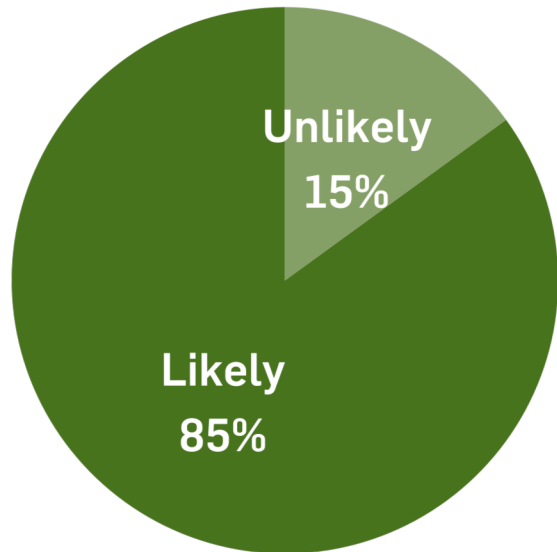
Q: How likely are you to recommend the green waste trailer rental program to your neighbors? (n = 105)

Q: How satisfied are you with each of the following aspects of the green waste trailer rental program? (n = 101)

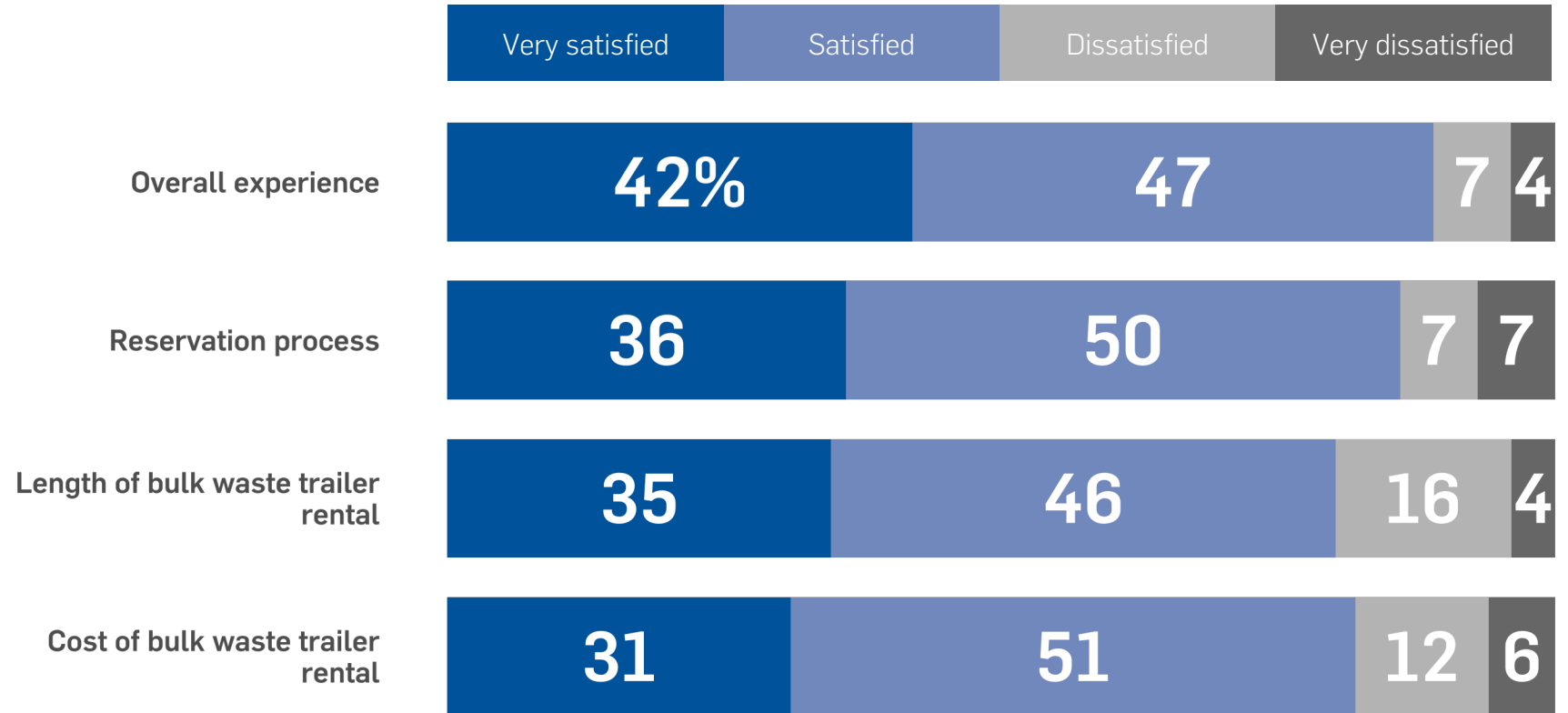
# BULK WASTE TRAILER USERS EXPRESS SATISFACTION

85% of bulk waste trailer users are likely to recommend the trailers to their neighbors. While customers are satisfied with the overall bulk trailer experience, they are significantly less likely to say they are very satisfied compared to those using green waste trailers.

Likelihood to recommend bulk waste trailer to neighbors



Bulk waste trailer satisfaction  
*Among bulk waste trailer users only*



Q: How likely are you to recommend the bulk waste trailer rental program to your neighbors? (n = 100)

Q: How satisfied are you with each of the following aspects of the bulk waste trailer rental program? (n = 100)

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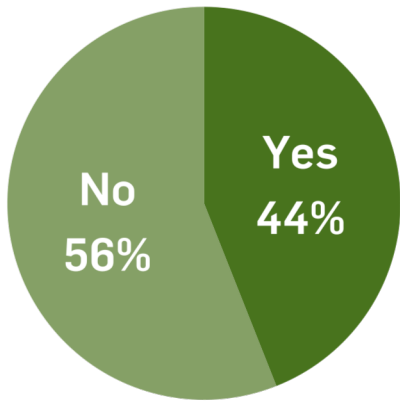
# **GLASS SERVICES**

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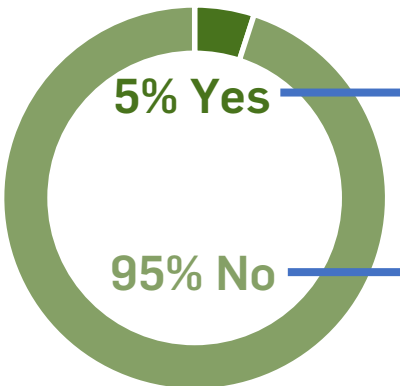
# GLASS COLLECTION RATED HIGHLY YET UNLIKELY TO GROW FAST

The majority of respondents are not familiar with the curbside glass collection service. Of those that subscribe to the glass recycling, 91% are satisfied. However, of those who are not subscribers only 14% say they are likely to subscribe.

Familiar with glass recycling drop-off locations



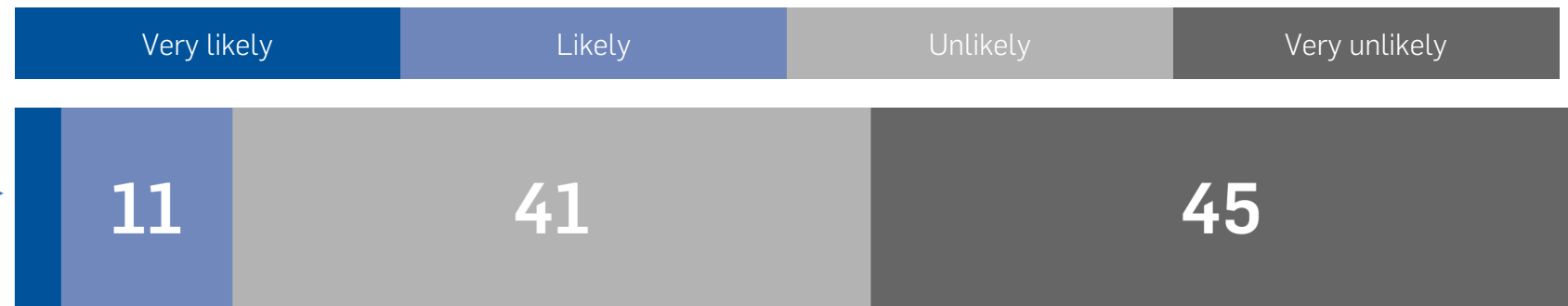
Subscribe to glass recycling



Curbside glass collection satisfaction



Likelihood to subscribe



Q: Are you familiar with the community glass recycling drop-off locations? (n = 3052)

Q: Do you subscribe to curbside glass recycling collection (separate fee)? (n = 3034)

Q: How satisfied are you with the curbside glass collection service? (n = 182)

Q: How likely are you to subscribe to the curbside glass collection service? (n = 2847)

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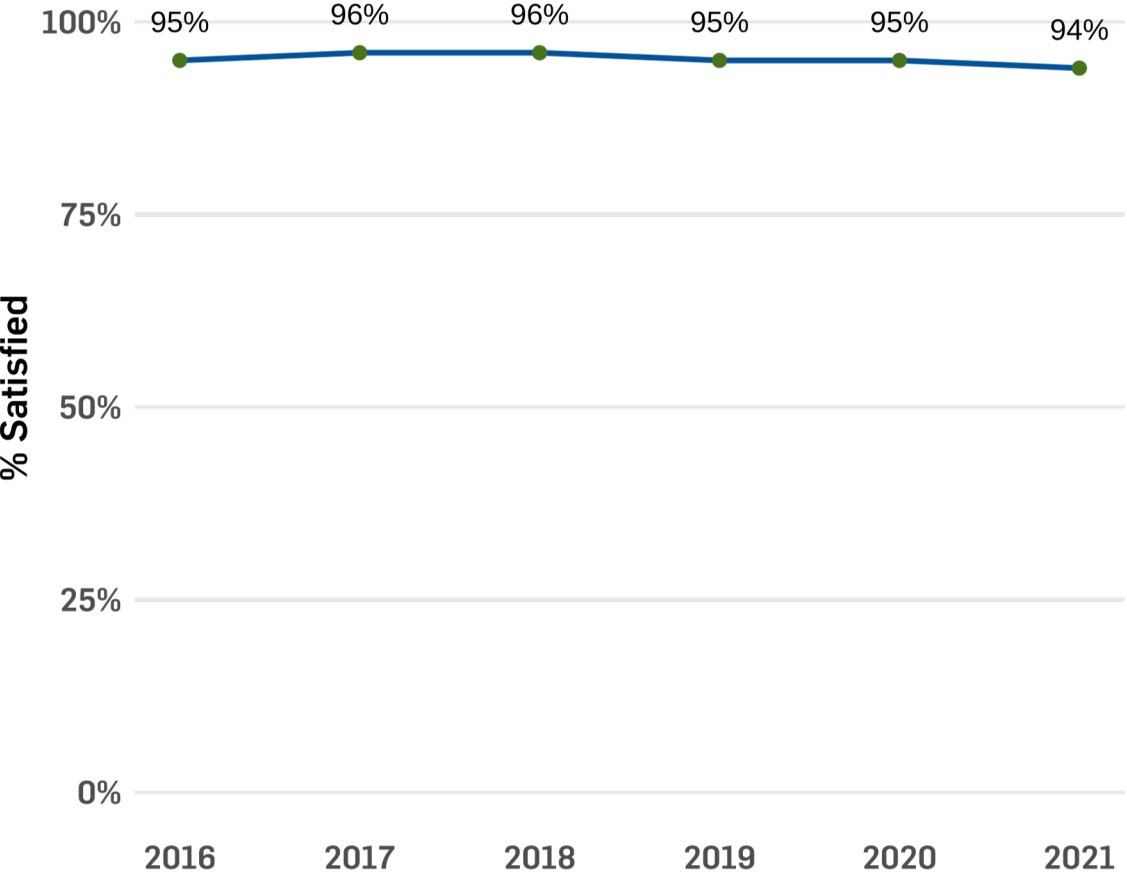
# KEY TRENDS

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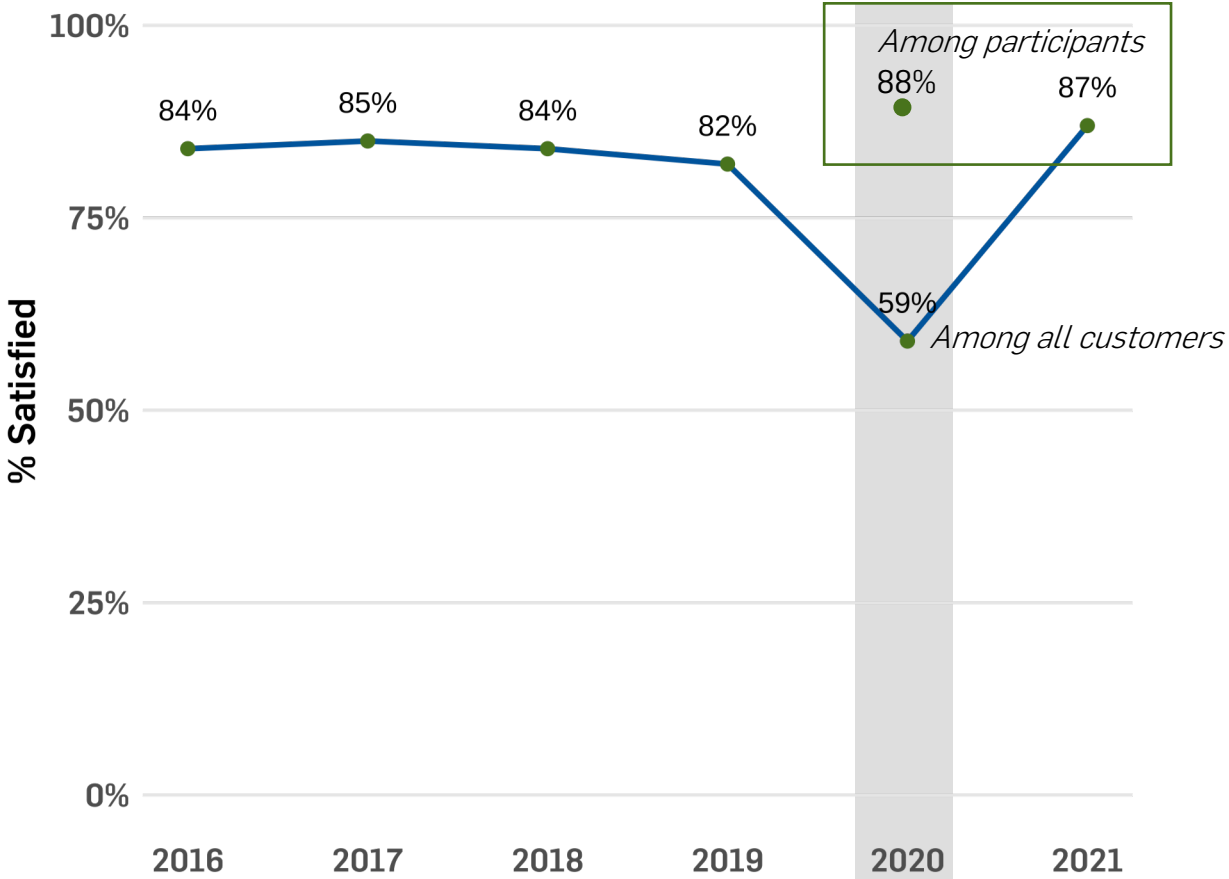
# OVERALL SATISFACTION CONSISTENTLY HIGH

Overall satisfaction is stable in the mid 90's. The Area Cleanup program this year achieved its highest rating, 5 percentage-points higher than the score just before the COVID-19 pandemic, though among a comparable audience in 2020 the Area Cleanup Program received an 88% satisfaction rate.

Overall customer satisfaction



Area Cleanup Program

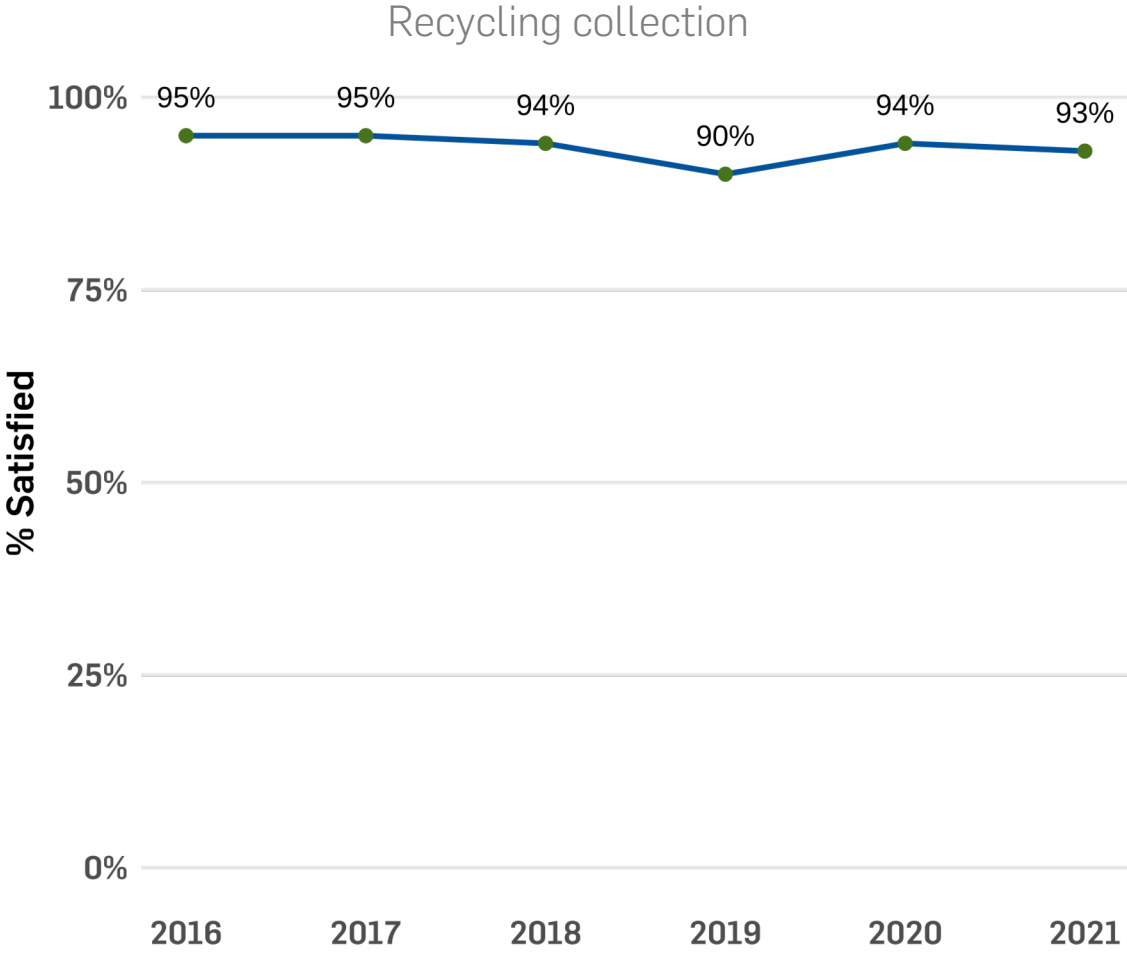
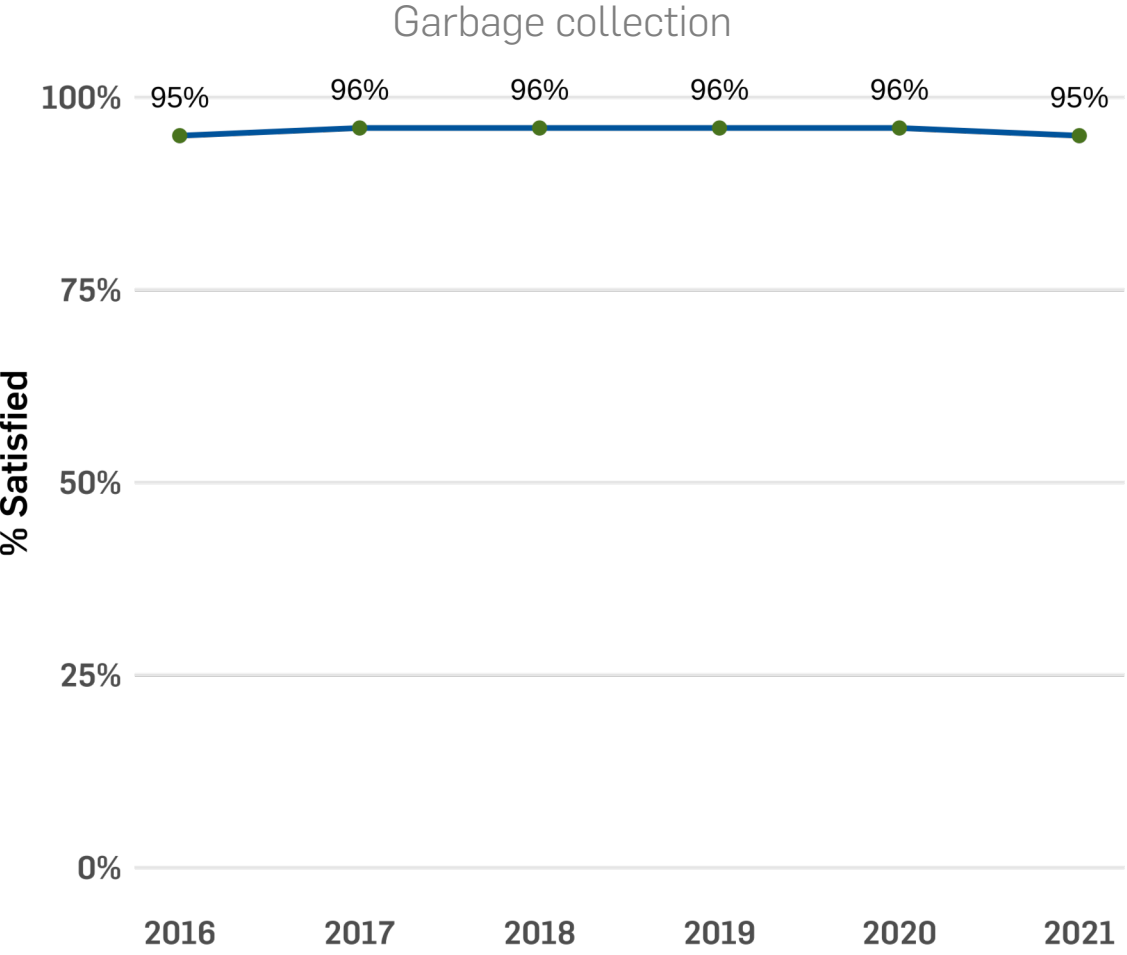


Q: Overall, how satisfied are you with the District services you receive? (n = 3019)  
Q: Overall, how satisfied were you with the Area Cleanup program this year? (n = 607)



# GARBAGE AND RECYCLING HAVE HIGH STABLE TRENDS

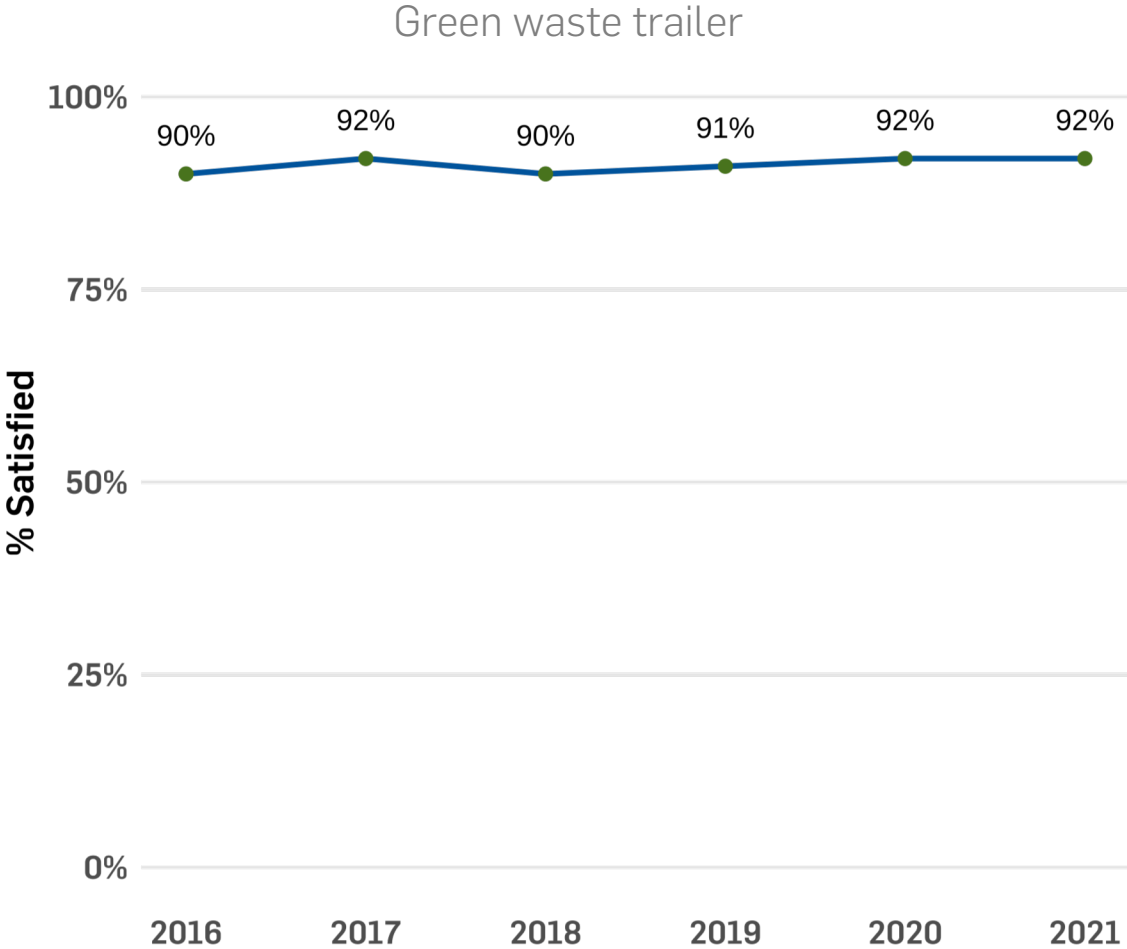
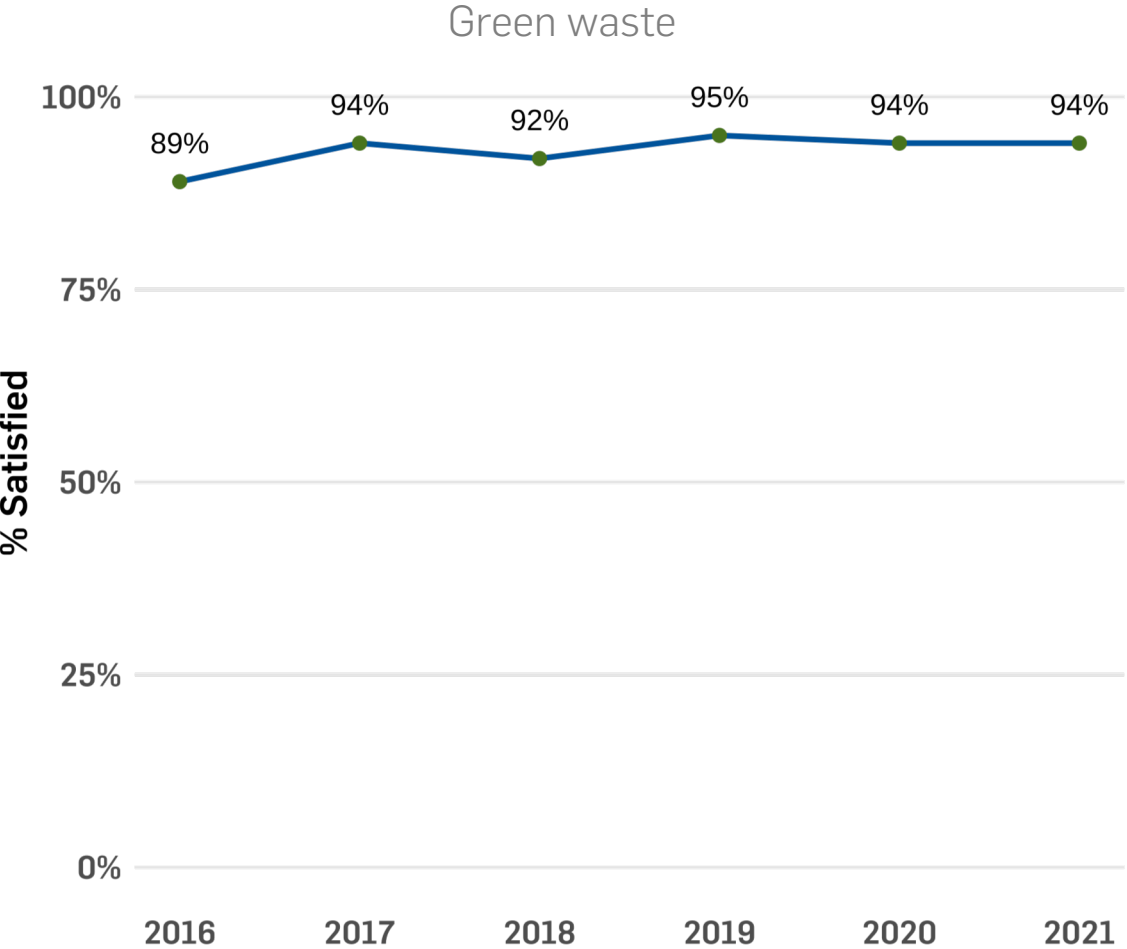
Garbage collection has an unchanged satisfaction since 2016. Recycling collection has a slightly more volatile satisfaction rating and might be experiencing a small dip in satisfaction over time.



Q: How satisfied are you with the following WFWRD collection services? (wave 6 n = 3072)

# GREEN WASTE SERVICE SATISFACTION HIGH AND CLIMBING

Green waste services are relatively stable but show some indication of small increases in satisfaction over time. Green waste trailers show a similar stable satisfaction and possible small increase.



Q: How much do you agree with the following statements regarding weekly curbside green waste collection? (Separate fee) - Overall, I am satisfied with my weekly green waste collection service. (wave 6 n = 740)

Q: How satisfied are you with each of the following aspects of the green waste trailer rental program? (Separate fee) - Overall experience (wave 6 n = 104)



# OPEN-ENDED COMMENT THEMES

- **ACUP procedure:** lots of interest in returning to the way this was administered pre-pandemic (curbside containers for communal use, no reservation required); several comments about concerns with placing containers in driveways (mostly related to impacts on driveways, e.g., cracks in concrete, stains, etc., but some related to parking & logistical concerns); many comments about the timing of container reservation and a lack of availability for convenient dates or reservation periods
- **WFWRD notification processes:** significant interest in text and/or email notifications about holiday or weather impacts on pick up schedules, Area Cleanup, paperless billing, etc.
- **Recycling:** many comments regarding confusion about what types of materials should be recycled, what should not; interest in a flyer or magnet, potential recycling FAQs on website that clearly state what goes in the bin; interest in glass recycling is largely cost dependent
- **Green waste:** 171 total comments mentioning green waste disposal, many focused on the cost of curbside green waste pickup—overwhelming sentiment is that the extra fee is expensive; great deal of interest in extending the months during which green waste is picked up (especially to accommodate leaves in the fall), and including green waste bins in the existing service fees

# OPEN-ENDED COMMENT THEMES

- **Trash and recycling bins:** several comments regarding the replacement of damaged bins—some positive (replacement was quick and efficient) and some negative (customer was told replacement would take multiple weeks, bin was requested some time ago and still has not been replaced, etc.); some interest in smaller bins or less frequent pickup at lower rates for households that aren't producing as much waste or recycling
- **General negative comments:** some minor frustrations with pickup schedule changes and unpredictable/fluctuating pickup times, bin placement on the street or curbside after pickup, trash or recycling floating loose, bins being missed on scheduled pickup days/routes
- **General positive comments:** lots of 'thank you's for great service, friendly & courteous drivers