



Alameda ACI Customer Views of Sanitation Services

*Key Findings from a Survey of Residential and Commercial Customers
Conducted July 7-14, 2020*



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Methodology

- § 505 interviews with residential customers and 53 interviews with commercial customers of ACI within Alameda (contact lists provided by ACI).
- § Conducted July 7-14, 2020, online and via landline and cell phones in English, Spanish and Chinese
- § Margin of sampling error of +/-4.6% at the 95% confidence level for the residential sample
- § Due to rounding, some percentages do not add up to 100%

About this Presentation

- § This presentation will cover select findings from the survey of residential customers.
- § More detailed findings from residential customers, as well as the results of the commercial customers, are included in an appendix.



Residential Customer Views of ACI

Residential customers had broadly favorable views of ACI, particularly compared to private utilities like PG&E and Comcast.

I would like to ask your impressions of some people and organizations in public life. Please tell me whether your impression of that person or organization is generally favorable or unfavorable.

■ Very Fav.
■ Smwt. Fav.
■ Heard of/Can't Rate
■ NHO/Don't Know
■ Smwt. Unfav.
■ Very Unfav.

Total Fav.
Total Unfav.



Alameda
Municipal Power



91%
4%



Alameda County
Industries (ACI)



83%
11%

Alameda City
Public Works



63%
6%



PG&E



50%
46%



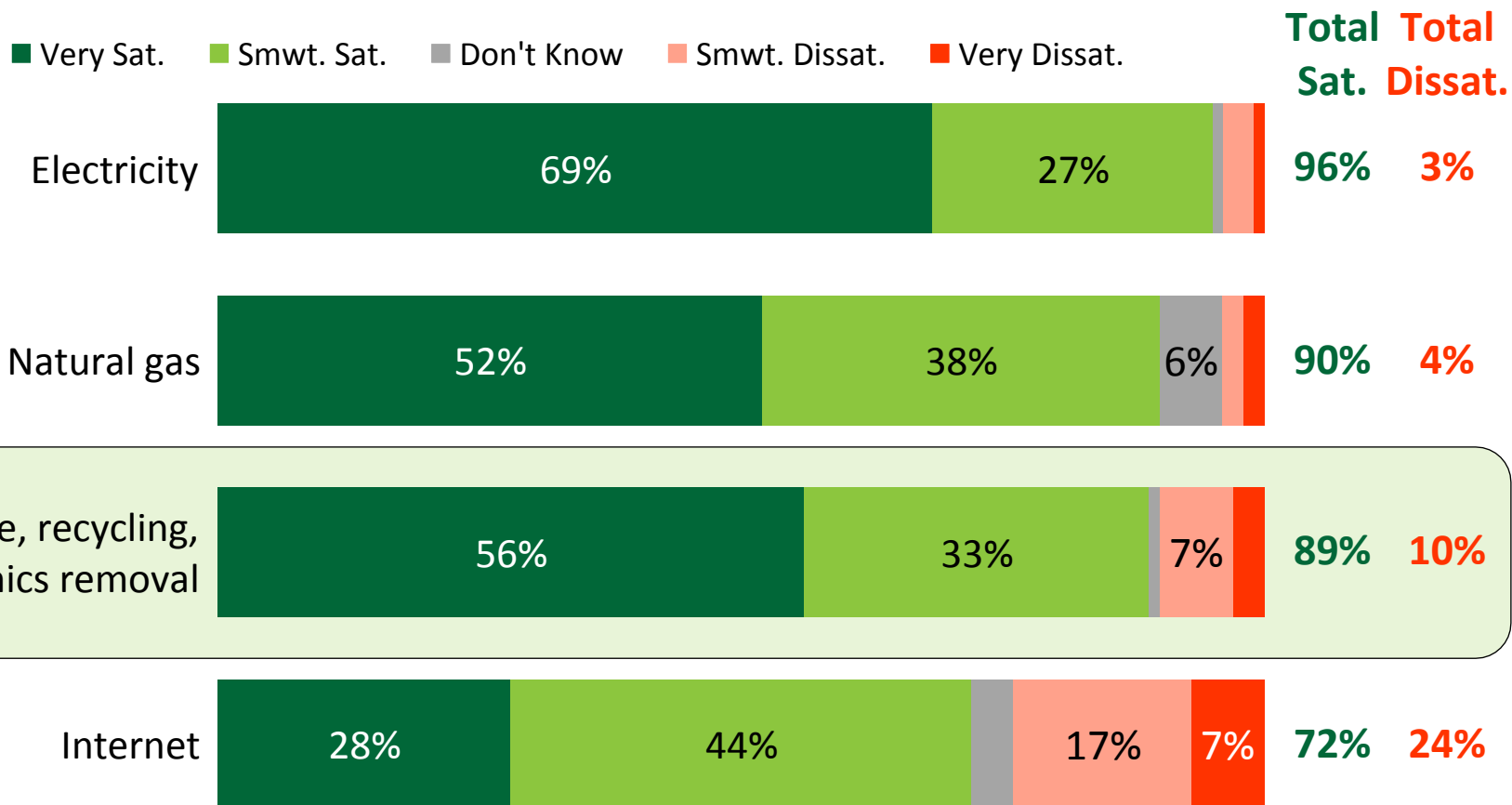
Comcast



35%
53%

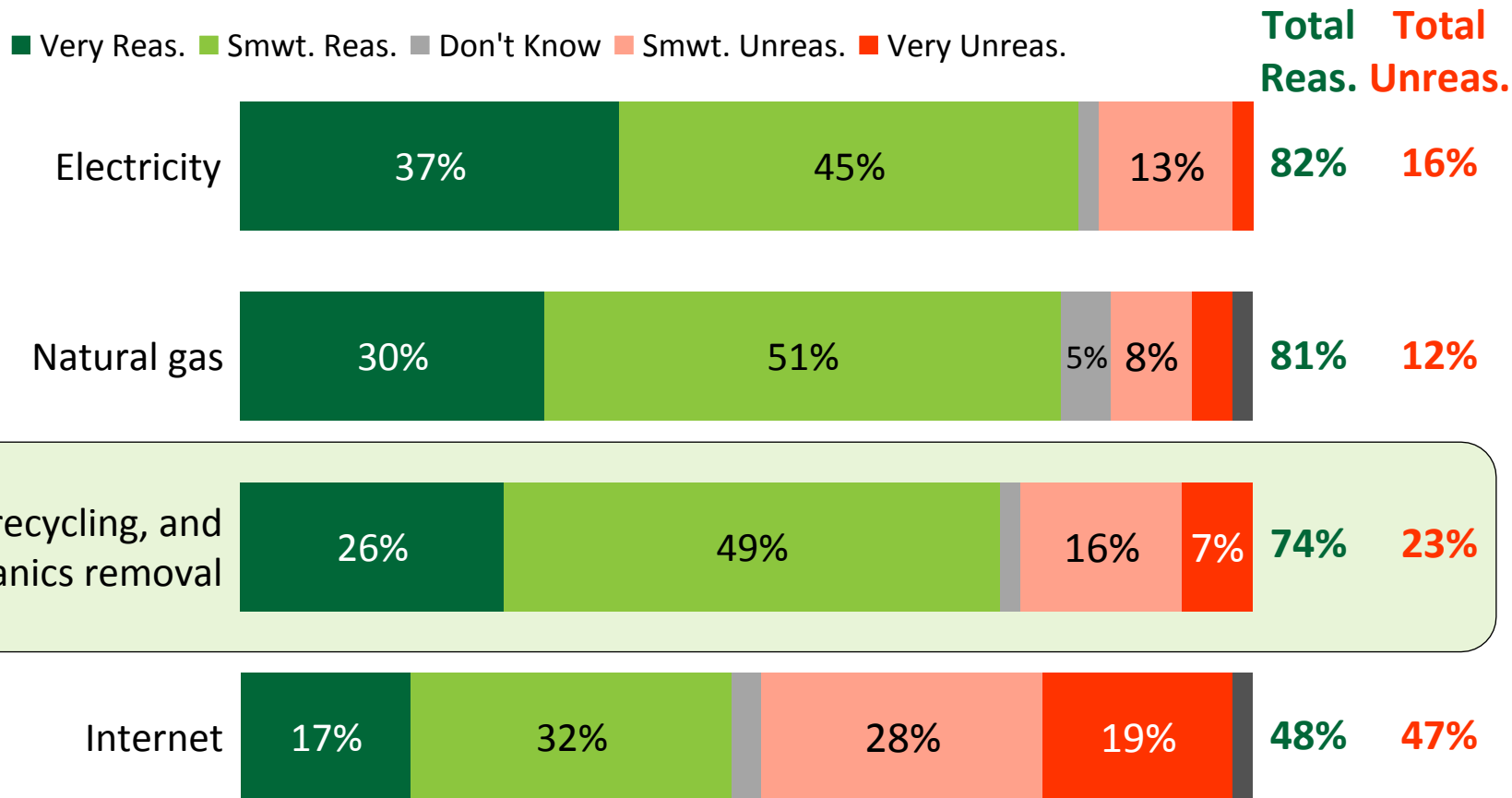
About nine in ten residential customers were satisfied with their garbage, recycling and organics removal.

Here is a list of utilities and services. Please indicate how satisfied you are with each service: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.



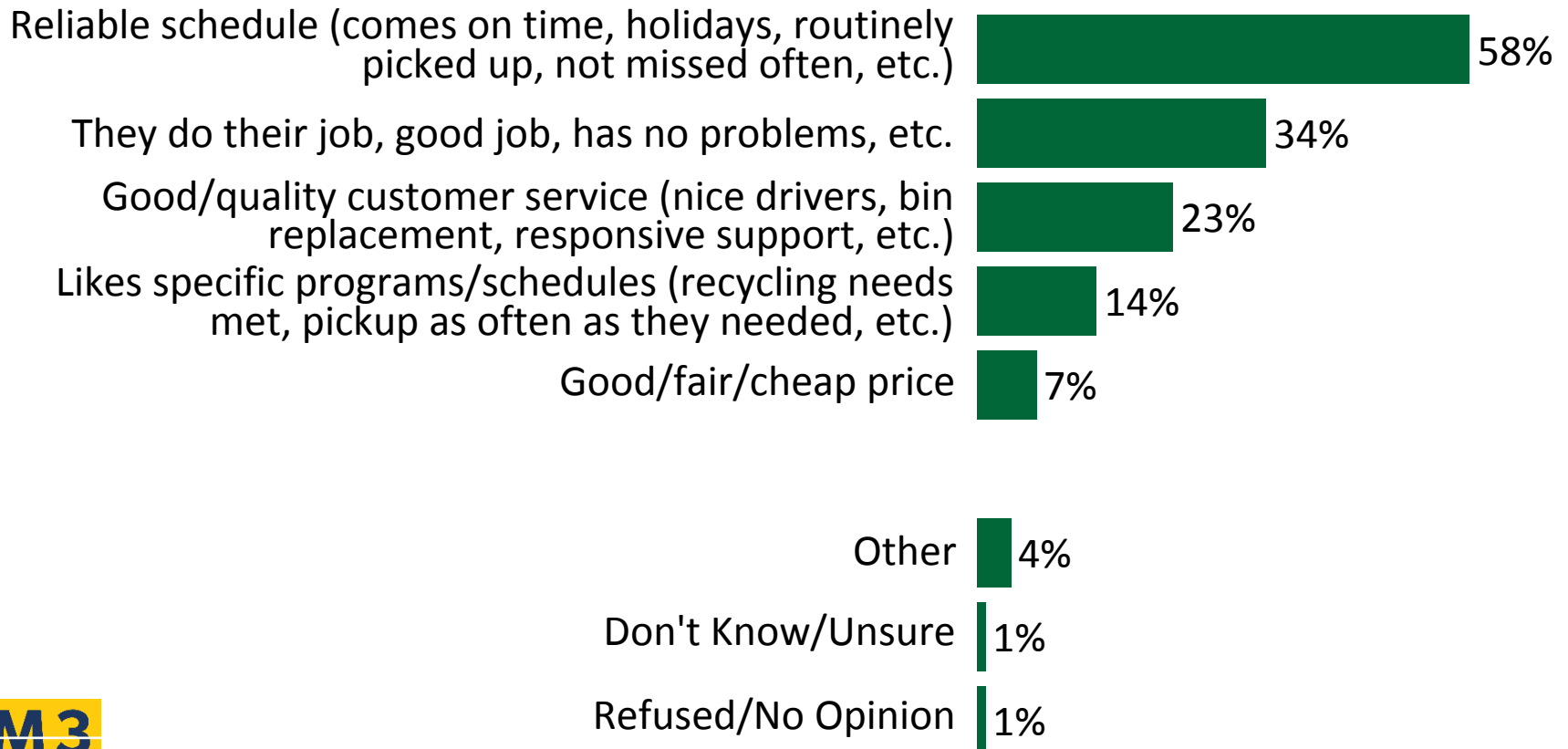
Three-quarters believe their garbage, recycling and organics removal services are reasonably priced.

I am going to read the same list of utilities and services. This time please tell me whether you think the price you pay for that service is reasonable or unreasonable, given the value you receive.



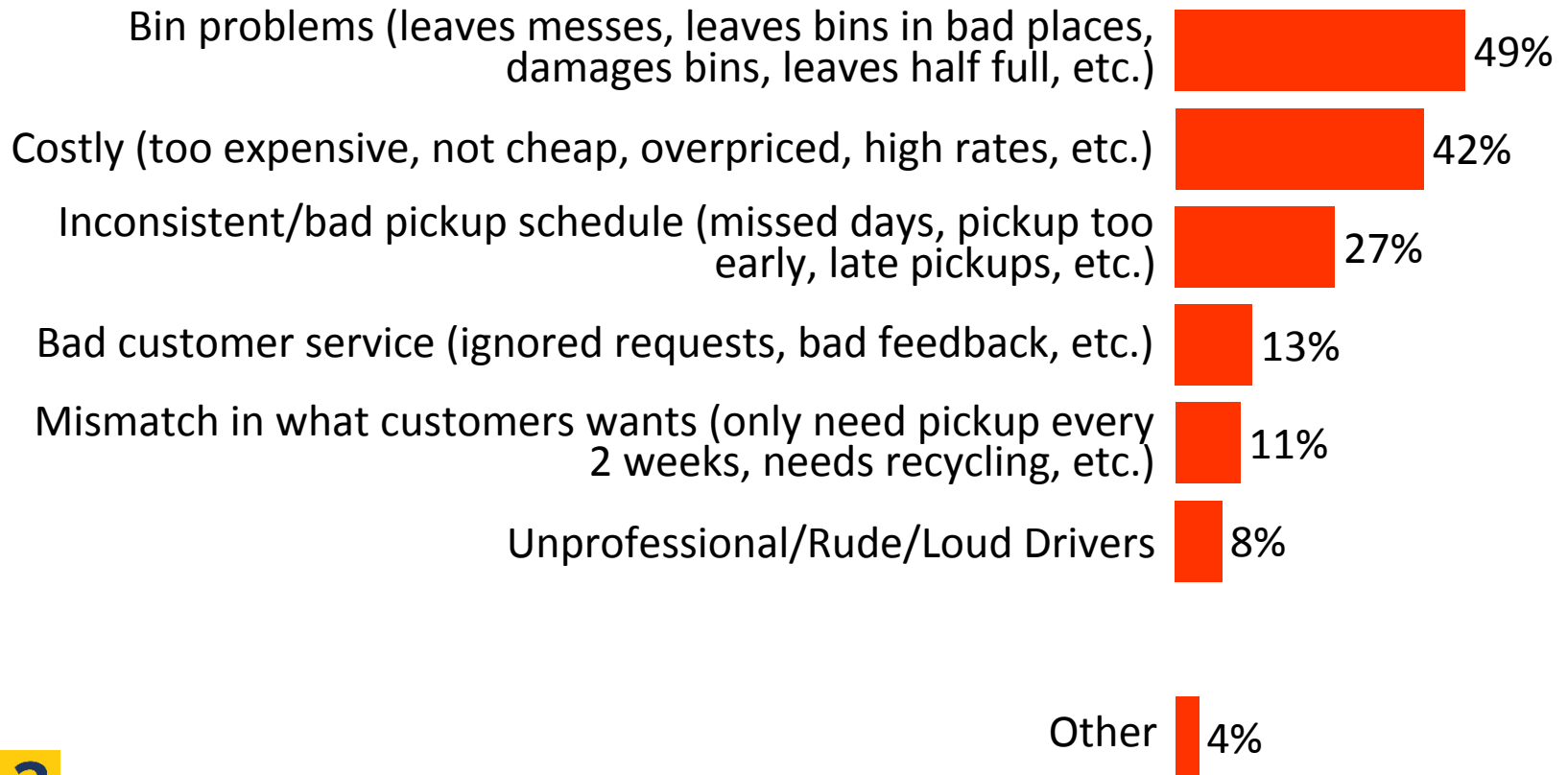
Those satisfied with service cited reliability and good customer services.

*Previously you indicated you were **SATISFIED** with your garbage, recycling, and organics removal service. In a few words of your own, can you tell me why are you **SATISFIED** with that service?
(Open-ended; Asked of Satisfied Residential Customers Only, N=451)*



Those dissatisfied reported issues with their bins or with cost.

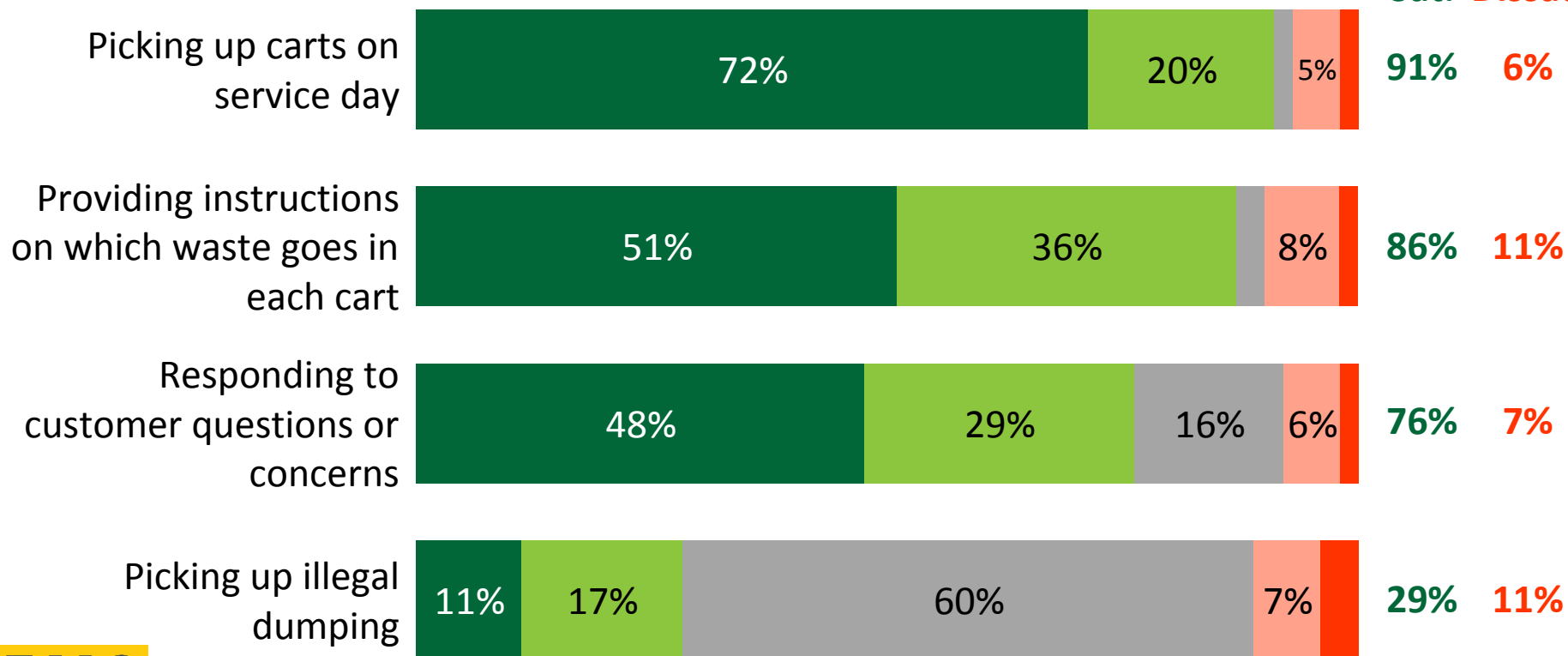
*Previously you indicated you were **DISSATISFIED** with your garbage, recycling, and organics removal service. In a few words of your own, can you tell me why are you **DISSATISFIED** with that service?
(Open-ended; Asked of Dissatisfied Residential Customers Only, N=50)*



Residents were broadly satisfied with pickup, instruction and customer service; most didn't know enough to rate illegal dumping pickup.

For each one, please tell me how satisfied you are with each aspect of service provided by ACI at your home: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

■ Very Sat. ■ Smwt. Sat. ■ Don't Know ■ Smwt. Dissat. ■ Very Dissat. **Total Sat. Total Dissat.**



Key Takeaways

- ❑ Residential customers hold broadly favorable impressions of ACI - alongside other publicly provided city services.
- ❑ Satisfaction levels are very high for residential garbage service (89%), with 56% “very satisfied.” And 74% feel what they pay for it is “reasonable.”
- ❑ Those few who expressed any dissatisfaction cited issues related to costs and post-pickup messes and bin placement.
- ❑ Few realize ACI plays a role in addressing illegal dumping.
- ❑ There was also broad support for keeping an office in Alameda and hiring someone to help educate customers, stipulating that it may cost a few dollars on their bill.
- ❑ A variety of recent and potential recycling and waste reduction policies were supported by two-thirds or more residential customers, including supplying recycling and organics containers in public areas and providing renters in multifamily buildings one free, annual bulky pickup
- ❑ Commercial customers expressed broadly similar and positive impressions of ACI and the waste reduction policies, except for holding more evenly divided opinions on a proposal to charge a fee to residents and businesses who do not properly sort compostable or recyclable material.

For more information, contact:



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Appendix A

Select Verbatim Responses from Satisfied & Dissatisfied Residential Customers

Verbatim Responses from Satisfied Residential Customers

No problems with any of it. They get the job done. Seems a little expensive but everything's expense these days.

Because they offer recycling opportunities and the free annual bulky clean up.

On time, accommodating, and consistent

The drivers are nice and efficient yet take time to wave back when your kiddo waves and yells to them.

Workers are friendly, timely, and don't leave a mess with the garbage, compost, and recycling.

I like that ACI allows a lot of things to be recycled and composted. In comparison, the City of Berkeley recycling is very limited in what they take.

Affordable and rarely experience any issues. I would like access to 2 of the dumpsters a year - once they went down to those plastic bags, two should be allowed.

No problems, always efficient and responsive.

Customer service is excellent, directly involved, and easy to work with. Weekly pick up is timely and very clean

Trash pick-up is consistent, have always been able to get ahold of someone when calling customer service

Verbatim Responses from Dissatisfied Residential Customers

Every ACI customer service rep, be it on the phone or in person at the Blanding street office has been rude and unhelpful. I dread having to call them or go into that office.

It is too expensive, and the collectors frequently leave messes behind or damage receptacles.

I am forced to pay for services that I do not use. I do not need a large recycling nor organics bin and yet I need to pay for those bins which remain entirely empty every week.

Sloppy service, always leaves a mess, vastly overpriced.

The driver leaves debris in my driveway and the cans all scattered on the street. The wheels have been broken off all my carts by the drivers and they made no acknowledgment.

It seems very expensive and the service levels are mediocre. I generally need to call ACI about once a month due to a service problem.

Service is irregular, they're not always picking up what was paid for.

They always leave a mess, break containers, and do less than Waste Management but cost more.

Loud early pickups and messes left on the street.

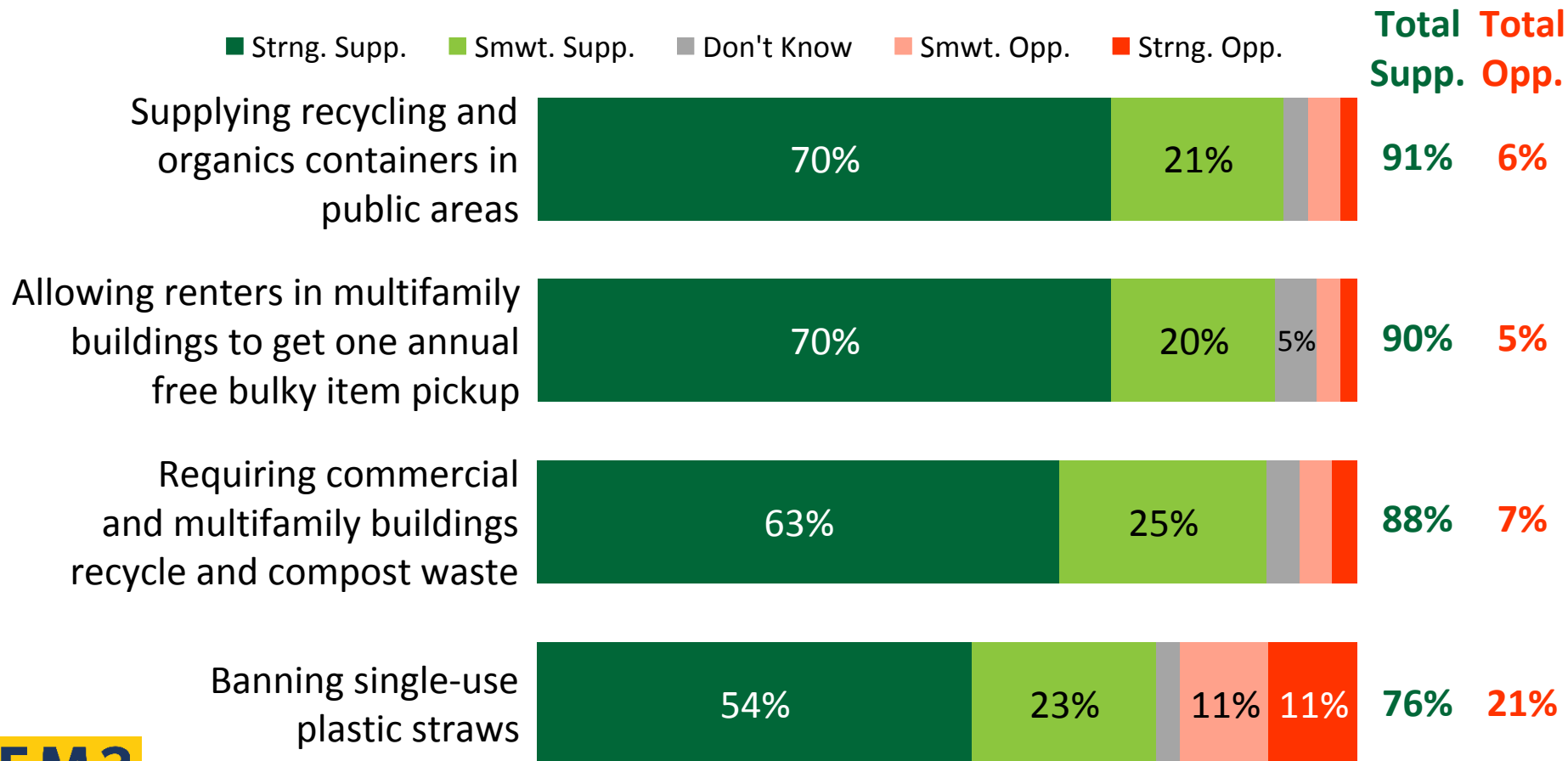


Appendix B

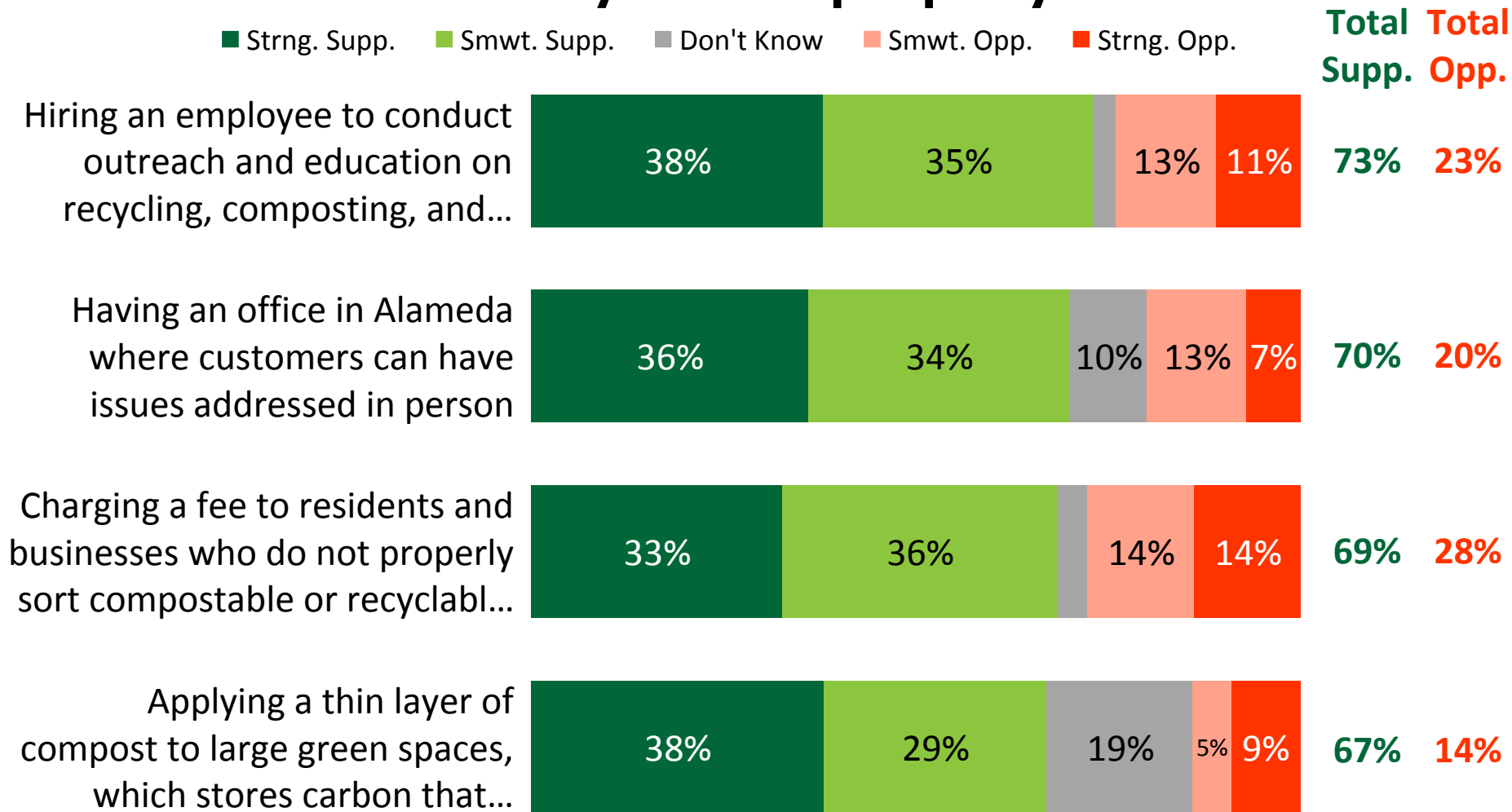
Residential Customers' Reactions to Program & Policy Proposals

Residential customers supported a variety of programs that may cost a few dollars.

I am going to read you a list of programs and policies having to do with waste in Alameda that have already been adopted or have been proposed to be adopted. Each one may cost a few extra dollars per month on your home garbage bill. Please tell me whether you support or oppose that program or policy.



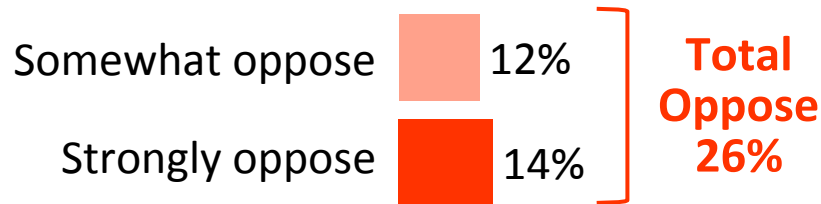
They also supported an office in Alameda and charging fees to those who don't sort compostables or recyclables properly.



Support for diverting 89% of waste from landfills was broader than the per-pound figure.

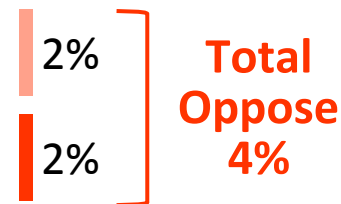
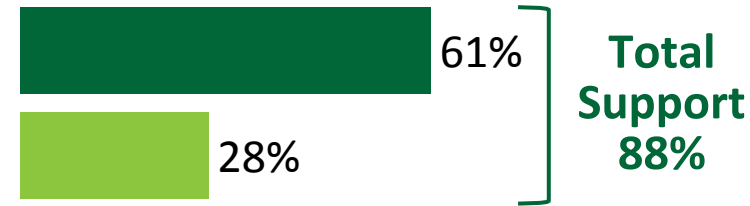
Setting a goal of _____ as soon as possible

1.2 pounds of garbage
per person per day in Alameda



Don't know 20%

diverting 89% of
waste from landfills



8%

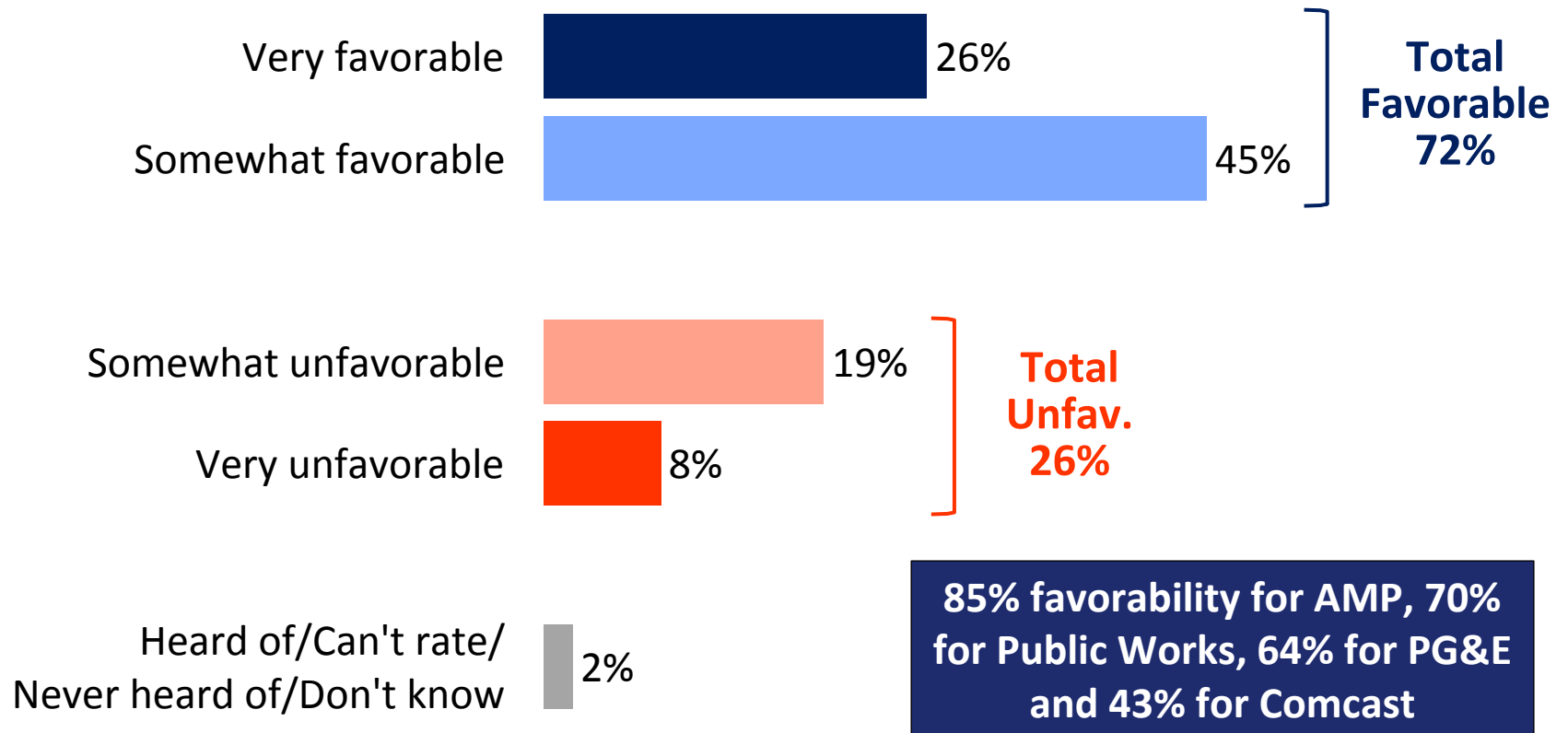


Appendix C

Commercial Customer Results

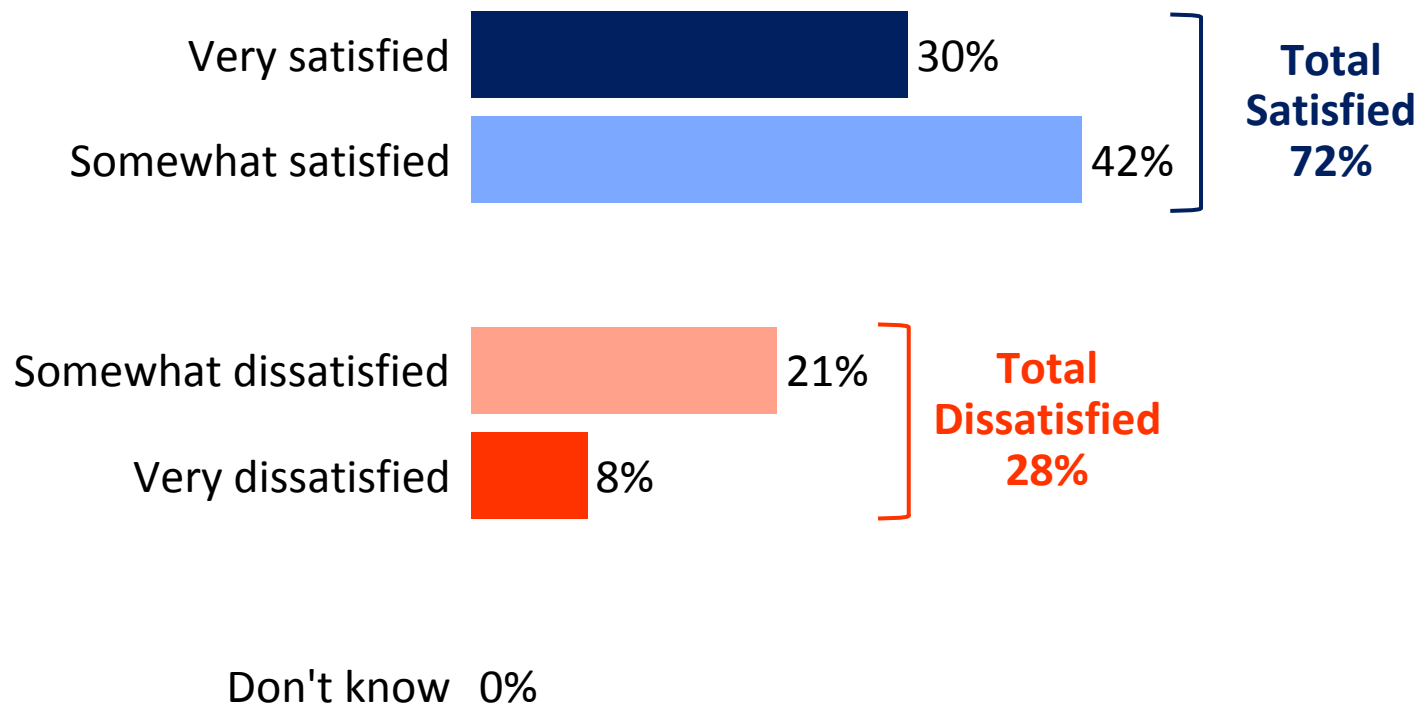
Commercial customers gave ACI broadly favorable ratings.

Alameda County Industries (ACI) Favorability Rating



Seven in ten commercial customers were satisfied with their garbage, recycling and organics removal services.

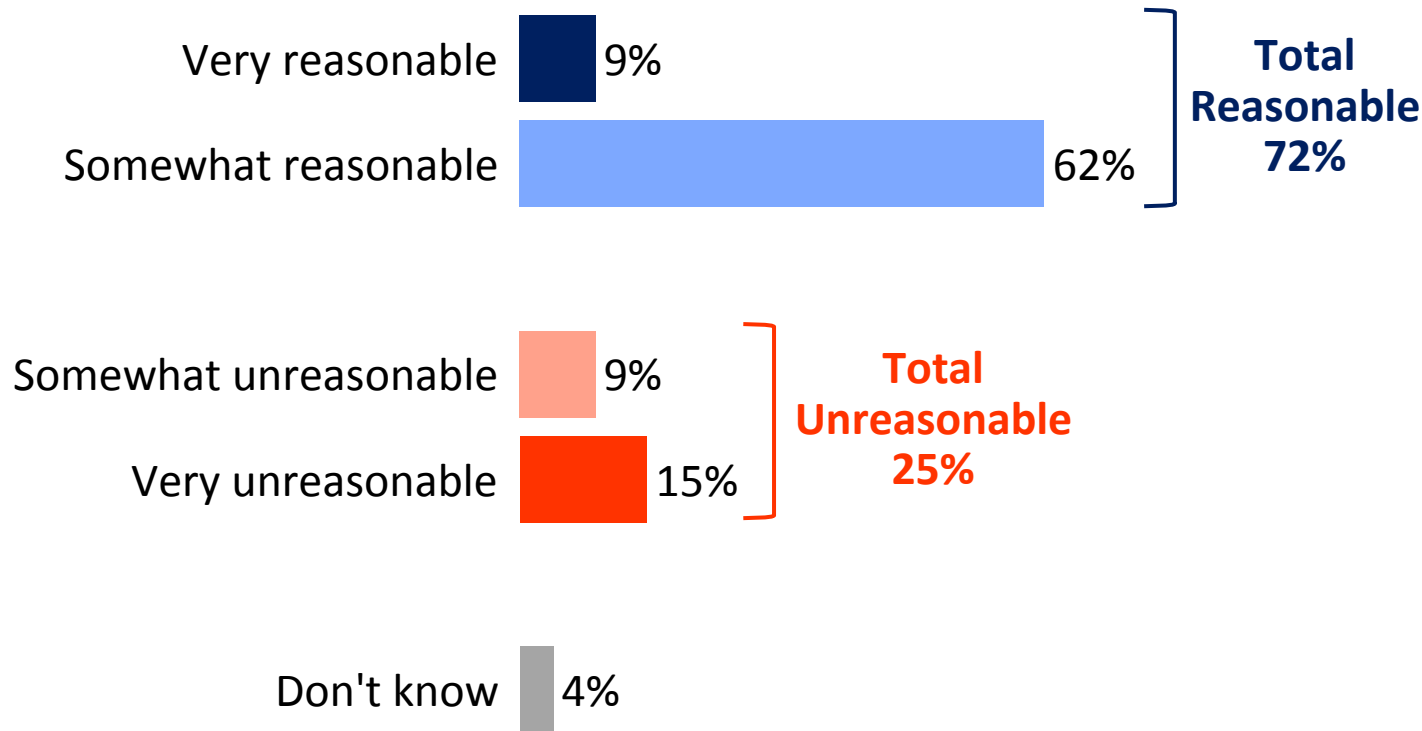
Garbage, recycling, and organics removal



94%
satisfaction
with
electricity,
77% with
internet, and
74% with
natural gas

Seven in ten also felt the rates were reasonable – though most said they were “somewhat reasonable.”

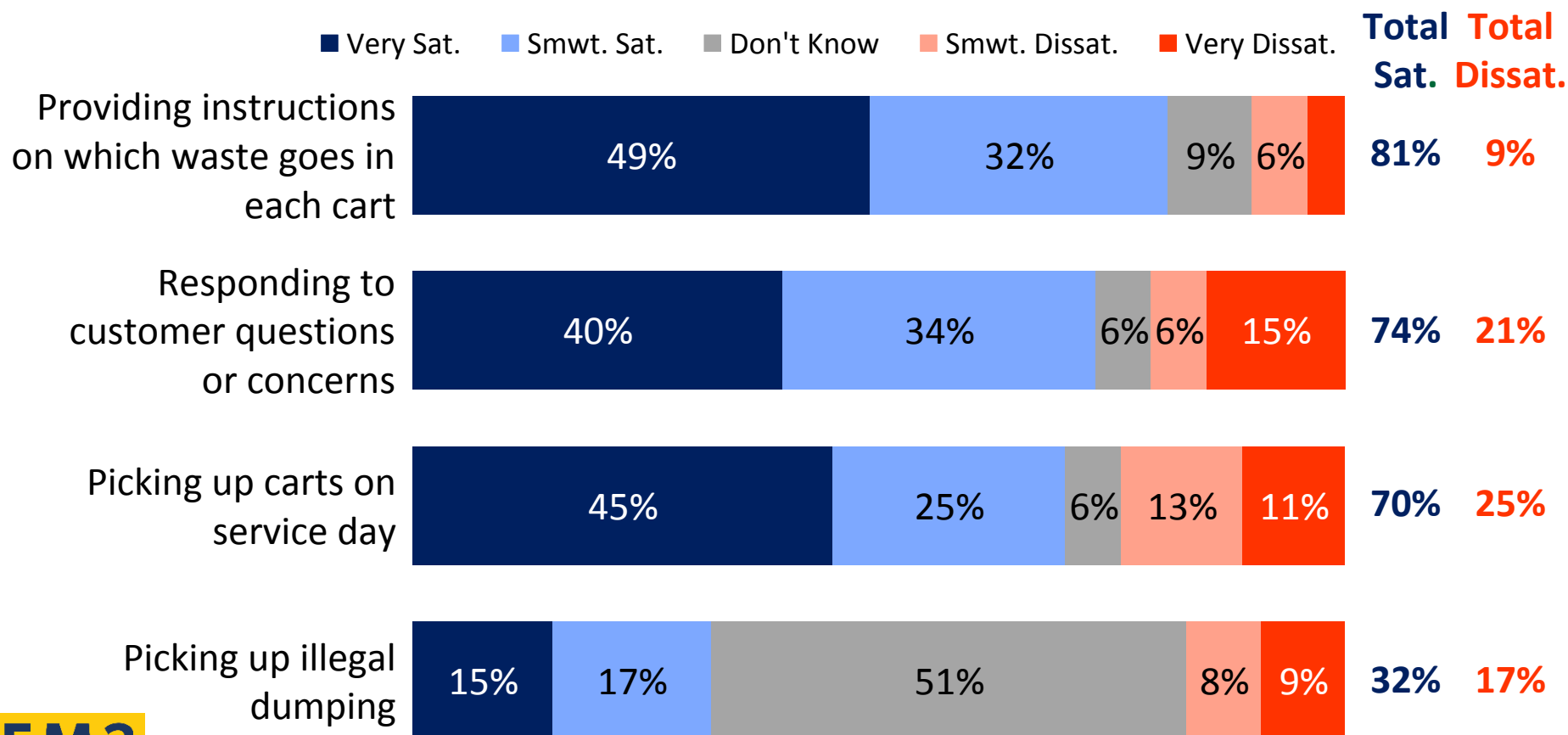
Garbage, recycling, and organics removal



83% say electricity rates are reasonable, 68% for natural gas and 51% for internet

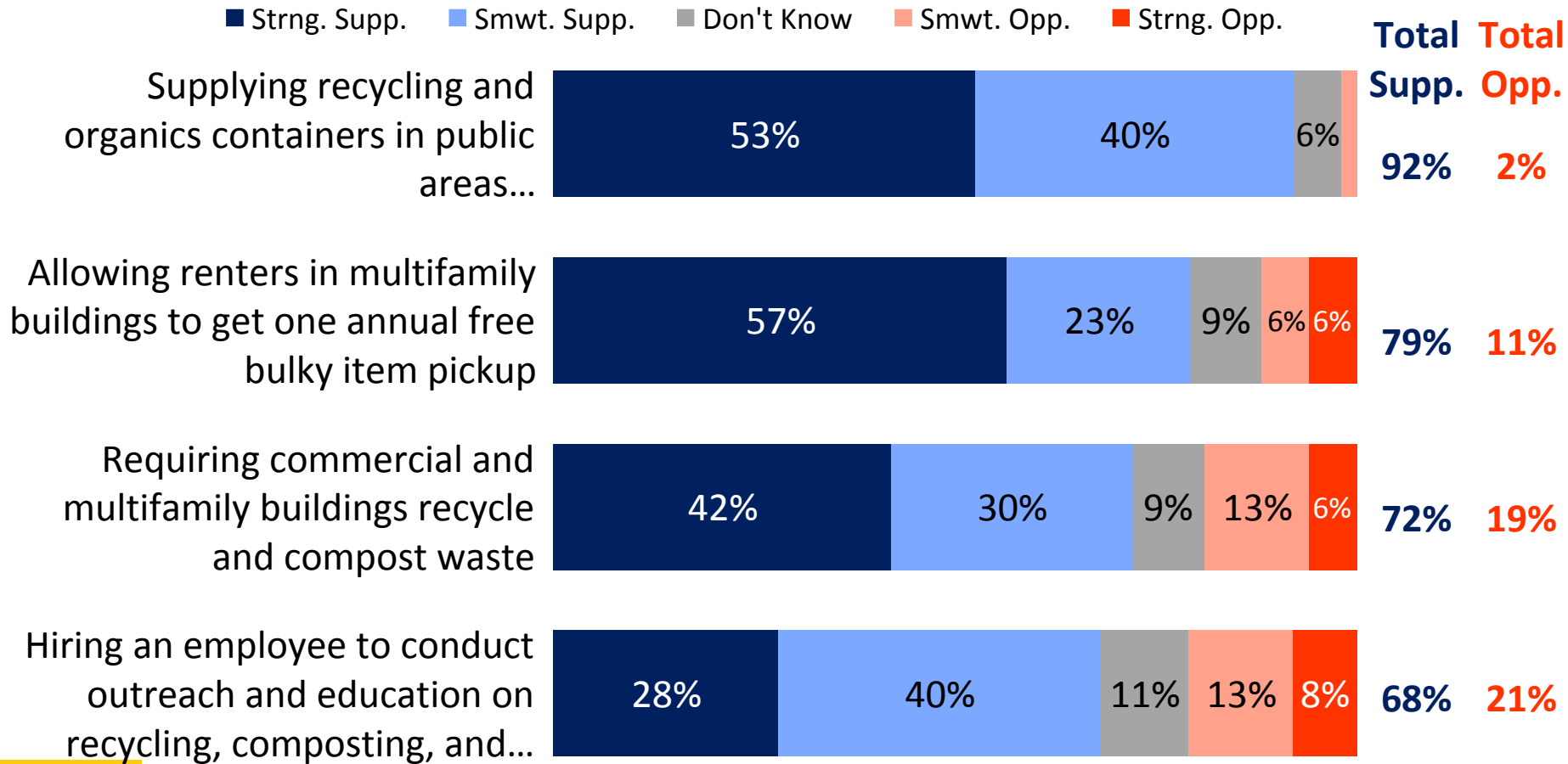
Commercial customers were broadly satisfied with instructions, customer service and pick-up; they were less aware of dumping.

Please tell me how satisfied you are with each aspect of service provided by ACI at your business: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied.

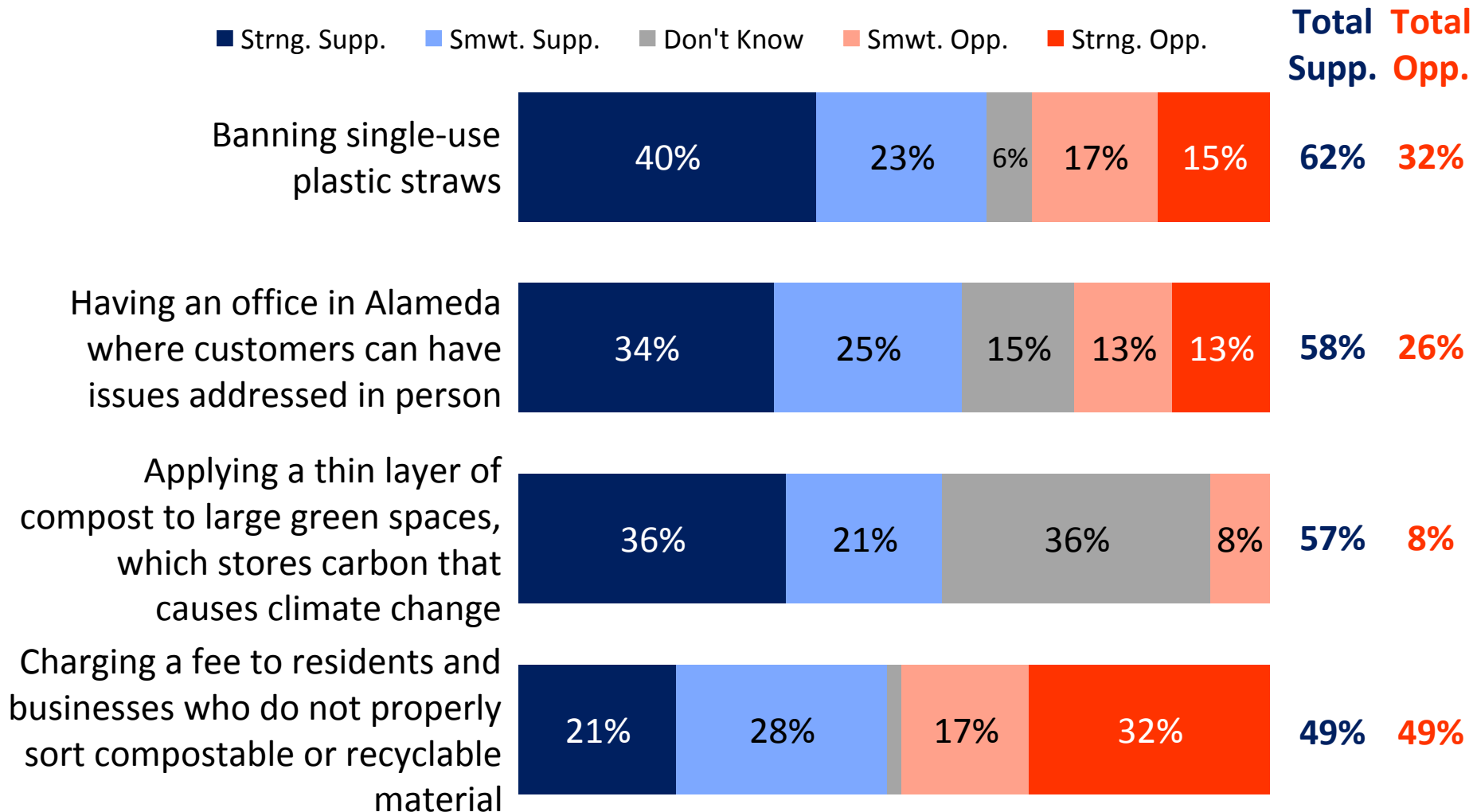


They supported a number of waste policies.

I am going to read you a list of programs and policies having to do with waste in Alameda that have already been adopted or have been proposed to be adopted. Each one may cost a few extra dollars per month on your business garbage bill. Please tell me whether you support or oppose that program or policy.



They were split on charging a fee to those who do not properly sort compost and recycling.



Commercial customers broadly favor diverting 89% of waste from landfills.

Setting a goal of _____ as soon as possible

1.2 pounds of garbage
per person per day in Alameda

diverting 89% of
waste from landfills

