



Item No: 5

Meeting Date: January 4, 2016
Type of Business: Work Session

City of Mounds View Staff Report

To: Honorable Mayor and City Council
From: James Ericson, City Administrator
Item Title/Subject: Review Results of the Organized Collection Telephone Survey

Introduction:

The City Council has agreed to work with the Morris Leatherman Company to prepare and conduct a telephone survey of 400 Mounds View residents in an effort to ascertain resident opinion on the issue of organized collection. A flyer was sent to utility account holders and an article printed in the Mounds View Matters to inform the residents of the impending survey, which was planned for the first week of December. The survey has been completed and a summary has been prepared by the company for the City's consideration.

Discussion:

The survey results, which are attached for the Council to review, indicate that 35% of respondents would support organized collection while 53% are opposed to it, with 13% unsure or unresponsive to the question. In addition to the telephone survey, staff collected survey results from residents who chose to proactively take the survey, either online or by picking up a survey document at City Hall. The results of the proactive survey, which may not be statistically valid, reflect a similar breakdown of sentiment regarding organized collection.

Finally, staff collected responses from residents via email who wrote in to share their opinions. The breakdown of opinion via email correspondence represents the same as the telephone survey and the online / paper copy survey results. 52 residents wrote in, three of which were not verified with an address, leaving 49 opinions to draw from. Of those indicating definitely one way or the other, 40% supported Organized Collection while 60% were opposed. Many residents expressed concern about their rates increasing, or services changing, or their current hauler not being chosen. A few who expressed opposition or no opinion admitted they could be supportive if the negotiated rates were substantially better than existing rates. Some simply responded that their support would depend on other factors, such as senior pricing, smaller cans, pricing guarantees, level of service, etc. Naturally, we cannot predict what the rates could be without going through the process.

Recommendation:

Review and discuss the survey results and provide direction to staff.

Respectfully submitted,

James Ericson
City Administrator

THE MORRIS LEATHERMAN COMPANY
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CITY OF MOUNDS VIEW
GARBAGE STUDY
FINAL DECEMBER 2015

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We've been retained by the City of Mounds View to speak with a random sample of residents about the garbage services. The survey is being taken because your city representatives and staff are interested in your opinions. I want to assure you that all individual responses are held strictly confidential; only summaries of the entire sample will be reported. (DO NOT PAUSE)

- A. Does your household individually retain a garbage hauler? YES.....CONTINUE
NO...THANK AND TERMINATE

1. Are there any problems related to garbage hauling services which regularly occur in your neighborhood? (WAIT FOR RESPONSE) What are they?

NO, 81%; LEAVES A MESS/SPILLED GARBAGE, 5%; INCONSISTENT PICK-UP TIMES, 6%; TOO MUCH TRUCK TRAFFIC, 3%; NOISY, 3%; CARELESS DRIVING, 2%; SCATTERED, 1%.

Thinking specifically about garbage hauling....

2. How many years have you used your current garbage hauler? LESS THAN TWO YEARS....12%
THREE TO FIVE YEARS....20%
SIX TO TEN YEARS.....28%
11 TO 20 YEARS.....21%
OVER 20 YEARS.....19%
DON'T KNOW/REFUSED.....0%

Currently, residents are allowed to choose a garbage hauling company licensed by the city.

3. How would you rate the service provided by your garbage hauling company -- excellent, good, only fair, or poor? EXCELLENT.....57%
GOOD.....39%
ONLY FAIR.....4%
POOR.....1%
DON'T KNOW/REFUSED.....0%

4. What do you like most about the service provided by your garbage hauling company?

UNSURE, 3%; NOTHING, 4%; FRIENDLY DRIVERS, 9%; REASONABLE PRICES, 20%; TAKES EXTRA GARBAGE, 6%; KEEPS AREA CLEAN, 11%; GOOD CUSTOMER SERVICE, 9%; GOOD COMMUNICATION, 5%; RELIABLE SERVICE, 23%; CONVENIENT PICK-UP TIMES, 6%; RETRIEVES BIN IF NOT OUT, 2%; SCATTERED, 3%.

5. Are there any changes or improvements you would like to see your garbage hauling company make? (IF "YES," ASK:) What would that be?

UNSURE, 2%; NOTHING, 73%; EARLIER PICK-UP TIME, 2%; LOWER COST, 6%; PICK UP SPILLED GARBAGE, 6%; MORE CONSISTENT PICK-UP TIME, 2%; BIGGER BINS, 2%; BETTER COMMUNICATION, 2%; SCATTERED, 5%.

6. How important is it to you to be able to choose your garbage hauling company, is it very important, somewhat important, not too important or not at all important?	VERY IMPORTANT.....42%
	SOMEWHAT IMPORTANT.....33%
	NOT TOO IMPORTANT.....17%
	NOT AT ALL IMPORTANT....8%
	DON'T KNOW/REFUSED.....1%

Most communities have one of two systems for garbage collection. In a multiple "open" collection system, like the City of Mounds View, residents choose their hauler from several different companies licensed to serve the community. Some other cities use an organized collection system, where the City contracts with a group of haulers or one hauler for the entire or segments of the city.

7. Would you favor or oppose the City of Mounds View changing from the current system, in which residents may choose from several different haulers, to a system where the city, after thorough negotiations, chooses the hauler for your area? (WAIT FOR RESPONSE) Do you feel strongly that way? (n=349)	STRONGLY FAVOR.....11%
	FAVOR.....24%
	OPPOSE.....28%
	STRONGLY OPPOSE.....25%
	DON'T KNOW/REFUSED.....13%

IF A RESPONSE IS GIVEN, ASK: (n=349)

8. Could you tell me one or two reasons for your decision?

UNSURE, 1%; WANT CHOICE, 30%; CURRENT SYSTEM/LOWER COST, 16%; LIKE CURRENT HAULER, 12%; LESS TRUCK TRAFFIC, 23%; WOULD SUPPORT ONLY IF COST IS LESS, 8%; CURRENT SYSTEM/BETTER SERVICE, 3%; LESS NOISE, 2%; CITY SHOULDN'T BE INVOLVED, 2%; TRUST THE CITY TO CHOOSE, 3%; SCATTERED, 1%.

The City included a flyer in the most recent utility bill and an article in the most recent city newsletter "Mounds View Matters" about organized collection.

9. Did you receive and read either of these information pieces? YES.....82%
NO.....18%
DON'T KNOW/REFUSED.....1%

IF "YES," ASK: (n=327)

10. Did you find the information very useful, somewhat useful or not too useful? VERY USEFUL.....28%
SOMEWHAT USEFUL.....57%
NOT TOO USEFUL.....14%
DON'T KNOW/REFUSED.....0%

Now, just a few more questions for demographic purposes....

11. Approximately how many years have you lived in the City of Mounds View? LESS THAN TWO YEARS.....2%
TWO TO FIVE YEARS.....8%
SIX TO TEN YEARS.....15%
11 TO 20 YEARS.....30%
21 TO 30 YEARS.....21%
OVER THIRTY YEARS.....25%
DON'T KNOW/REFUSED.....0%

Could you please tell me how many people in each of the following age groups live in your household? Let's start with the oldest. Be sure to include yourself.

12. First, persons 65 or over? NONE.....73%
ONE.....12%
TWO OR MORE.....15%

13. Adults under 65? NONE.....19%
ONE.....16%
TWO.....58%
THREE OR MORE.....8%

14.	School-aged or pre-school children?	NONE.....69%
		ONE.....13%
		TWO.....14%
		THREE OR MORE.....4%
15.	Gender	MALE.....50%
		FEMALE.....50%
16.	Area of the City	PRECINCT 1.....30%
		PRECINCT 2.....21%
		PRECINCT 3.....32%
		PRECINCT 4.....18%