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DEPARTMENT OF
PUBLIC WORKS

OFFICE OF THE DIRECTOR

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May 24, 1988

Budget and Finance/
Transportation and Community Development Committee
Sacramento, California

Honorable Members in Session:

SUBJECT: STATUS REPORT - RESIDENTIAL REFUSE COLLECTION CUSTOMER SATISFACTION SURVEY

SUMMARY

In March 1988, the joint Budget and Finance/Transportation and Community Development Committees directed staff to include a customer satisfaction survey in its report regarding residential garbage collection. An informal request for proposal letter has been sent to eight (8) survey research firms, and responses were due back by May 13, 1988. The survey will begin immediately upon consultant selection. It is anticipated that the actual field survey can be completed prior to July 15, 1988 and a final report presented in August.

BACKGROUND

The joint committee has directed staff to report on various aspects of its Solid Waste service delivery. The report regarding residential garbage collection will consist of two (2) components: a productivity/incentive off survey of other jurisdictions and a customer satisfaction survey intended to measure quality of service. The productivity/incentive off report will be presented during the budget hearings later in May.

To insure a statistically valid sample and to guard against sample error, question bias and other potential problems, staff determined that a professional survey research firm should be retained for the customer satisfaction survey. The consultant selected will develop the survey instrument, administer the survey, tabulate the results and prepare and present a final report.

While wording of the actual survey questions will be developed with the assistance of the consultant, the survey is intended to assess City resident's opinions about their current service delivery. The survey will measure satisfaction with the

frequency, efficiency, convenience and quality of the collection service. It is anticipated that a contract can be awarded by the end of May and administration of the survey will take place during June and early July.

FINANCIAL

The cost of this customer survey is not expected to exceed \$20,000. Funding for the consultant agreement is included in the current Solid Waste Division operating budget (415-310-3147-4287).

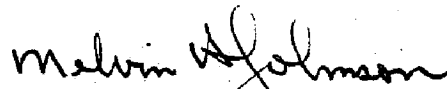
RECOMMENDATION

This report is presented for Committee information.

Respectfully submitted,

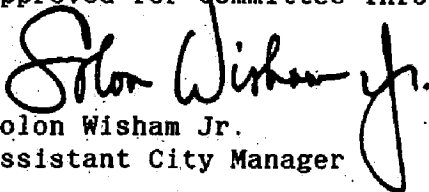

Regina A. Young
Deputy Director of Public Works

Approved:


Melvin H. Johnson
Director of Public Works

May 24, 1988
ALL DISTRICTS

Approved for Committee Information:


Solon Wisham Jr.
Assistant City Manager