

## CVWMA – Customer Service Survey Summary Results and Response November 2017

**Goal and Objective:**

Goal #2 of CVWMA’s adopted Strategic Plan is Customer Focus: to Engage with our member jurisdictions and the community to deliver timely, accurate, cost effective services. The objectives of this goal include:

- Provide easy access to accurate information
- Provide with timely response, resolution and follow-up
- Be proactive in operational planning
- Provide opportunities to customize services for our member jurisdictions within a regional framework
- Provide services and programs that create value now and for the future

To help us meet the objectives of the Customer Focus Goal, a Customer Service Survey was developed to assess service levels.

In collaboration with Curbside Education Advisory Committee, Education Work Group , made up of CVWMA Staff and representatives of member localities, the Customer Service Survey was developed. The survey went live on September 15, 2017 and culminated on November 15, 2017. The survey was distributed through a number of platforms including

- CVWMA homepage of the website – cvwma.com
- Various email lists of CVWMA (curbside email reminder, newsletter) – over 30,000 emails.
- Social Media (FB, Twitter, Instagram, etc.), repeatedly and often
- Locality links
- Print surveys at community outreach events

Herein is a summary of results and CVWMA’s response to the results and comments obtained in the survey. In addition, the complete results can be found in the attached presentation.

**Results:**

473 Responses: 453 Recycle; 20 Do Not Recycle

Survey Questions	Responses	CVWMA Response
<b>Don’t Recycle – 20 responses</b>	<i>11 responses from Powhatan</i> – majority responded its not convenient – no curbside pickup <i>Other responses</i> include too confusing (2); don’t want to pay (2); time consuming (1); doesn’t do any good (1); not interested (1)	<b><i>Working with Powhatan representatives on economical solutions for those that want curbside pick up or more convenient locations for recycling.</i></b>
<b><i>Recycle at the Curb (or Alley) – 379 (84%)</i></b>  <b><i>What do you recycle?</i></b>	Most recycle Cardboard, Plastic Bottles (#1&#2), Mixed Paper, Glass and Aluminum - 341 recycle other plastics (#1-#7)(90%), 323 Cartons 85%) and 284 Steel Cans (75%)	<b><i>CVWMA Response: Other Plastics and Cartons were added to the programs 7/1/16 – continue to educate residents to recycle these</i></b> <a href="http://cvwma.com/programs/curbside-recycling/what-to-recycle/">http://cvwma.com/programs/curbside-recycling/what-to-recycle/</a> <b><i>Steel cans have always been recyclable and will continue to educate as well as emphasize steel cans</i></b>

<p><b>Recycle at Drop Off Center or Event – 100 (22%)</b></p> <p><b>What do you recycle?</b></p>	<p>- 29 respondents (24 in Henrico) uses both curbside and drop off for traditional items</p> <p>- 40 respondents from Powhatan residents, of them very few (5-6) recycle the traditional items at the convenience center</p> <p>- what they recycle at drop off centers are similar percentages to what's recycled at the curb for traditional items</p> <p>-</p>	<p><b><i>Work with Henrico representatives on cost effective enhancements to curbside recycling program so residents do not need to use both.</i></b></p> <p><b><i>Work with Powhatan representatives on adding more convenient options/locations for recycling in various areas of the County</i></b></p>
<p><b>What would you Like to Recycle?</b></p>	<p>Plastic Bags – 63</p> <p>Styrofoam – 25</p> <p>Other - includes other plastics, batteries, organics, metals, electronics, lightbulbs, textiles, pizza boxes and other –</p> <p>Want Curbside Recycling – Powhatan Residents</p> <p>Want Large Recycling Carts – Henrico residents</p>	<p><b><i>Plastic Bags</i></b> cause equipment damage when comingled with other recyclables. Plastic bags are recyclable at local grocery stores – info on our website – <a href="http://www.cvwma.com">www.cvwma.com</a></p> <p><b><i>Styrofoam</i></b> there are no economically feasible markets to separate and recycle Styrofoam in our programs – <b><i>CVWMA to add explanation to our website</i></b></p> <p><b><i>Other</i></b> – Continue to educate on other recycling opportunities for batteries, metals, electronics, bulbs, and textiles. See <a href="http://www.cvwma.com">www.cvwma.com</a> for options.</p> <p><b><i>Work with Powhatan representatives on curbside collection.</i></b></p> <p><b><i>Work with Henrico representatives on cost effectively switching from bins to carts</i></b></p>
<p><b>Contacted CVWMA in past 6 months – 107 responses (24%)</b></p>	<p>By Phones – 79</p> <p>By Email – 12</p> <p>Website – 6</p> <p>Social Media - 5</p>	<p>CVWMA prides itself on being able to provide a plethora of opportunities to reach us for timely solutions. Our call center is available M-F 7:30-5:00pm to answer questions, log service issues and provide information. <b><i>We will continue to utilize our call center and various other platforms to provide timely solutions</i></b></p>
<p><b>Was Your Concern Resolved on First Contact? 33% NO</b></p>	<p>Operational/Contractor issues – 27 of 35 responses</p>	<p>CVWMA contracts all of our services out to the private sector. Through our contracts, we strive to hold our vendors accountable. Majority of responses indicated difficulty in getting recycling picked up at the curb on time or bins/carts not being placed back where they were found. <b><i>We will continue to hold our contractors accountable as well as remind and reiterate the terms of the contracts.</i></b></p>

<p><b>How Satisfied Were You With the Assistance Received from our Customer Service Team?</b></p>	<p>18% Dissatisfied  13% Neutral  - 5 responses (5%) indicated CVWMA not responsive or discourteous and disinterested</p>	<p>CVWMA strives to provide the utmost level of customer service through training, quality assurance measures and continual feedback and evaluation. <b><i>CVWMA will address each of the responses with the team and will work toward ensuring a positive and responsive contact.</i></b></p>
<p><b>Regularly Communicate or Receive Communications and How?</b></p>	<p>303 respondents regularly communicate (67%)  - Email 98%  - Social Media – 44%  - Website – 22%  - TV/Radio – 13%  - Community Events – 11%  - Phone – 10%  - Other – 10%</p>	<p>CVWMA communicates with over 30,000 residents every two weeks via a biweekly email reminder and we are very active on Social Media (FB, TW, IG, PI, etc).</p>
<p><b>How Would You Prefer to Receive Updates, Special Announcements and Any Information from CVWMA?</b></p>	<p>- Email 65%  - Social Media – 18%  - Website – 6%  - TV/Radio – 3%  - Community Events – 1%  - Phone – 3%  - Direct Mail – 2%  - Text Message – 2%</p>	<p><b><i>CVWMA will continue to utilize email and social media as well as the several other media platforms.</i></b>  <b><i>In the past, we have researched other ways to communicate such as text and through an APP, however CVWMA doesn't have sustainable funding at this time to implement. We will continue to research cost effective ways to communicate with the community.</i></b></p>