

Seattle Public Utilities 2010 Survey Summary Report
January 2011

1. Savingwater.org Survey

The purpose of the survey was to assess customers' use and opinions the of www.savingwater.org website to gather information to aide in the redesign of the site. A total of 769 people responded to the survey. Ninety-three percent of those said they use the Internet to find information on gardening, compared to 55% who use the Internet for information on water conservation. Ninety-eight percent identified themselves as gardeners. Of the 769 who completed the survey, less than one-third (32%) had visited savingwater.org. Ninety-one percent said they found the information they were looking for on savingwater.org, with 57% finding the information relatively or very easily.

Jason Argo 684-0367

2. City GIS Program Strategic Plan

SPU's City GIS Program invited 47 GIS professionals from a wide range of City departments to participate in a Web-based survey about the GIS services SPU delivers to departments. The intent was to help set priorities for program work plan development. Questions focused on importance and satisfaction ratings for 26 service activities, as well as overall satisfaction with the program. We received responses from 18 of the 47 invitees, for a 38% response rate, which was considered adequate. The survey identified one area of particularly high importance and low satisfaction (metadata content). A high-visibility project was added to the work program as a result. Other areas for improvement highlighted in the survey included training and infrastructure reliability; we stepped up efforts in these areas as well.

Charlie Spear 684-0628

3. Clear Alleys Program Evaluation

This survey solicited feedback from customers impacted by service and rate changes due to the implementation of the Clear Alleys Program in the central business district. In addition to a web-based survey, extensive interviews were conducted to solicit qualitative impressions from customers and stakeholder groups. The study found that customers perceived a net benefit from this new service.

George Sidles 233-7903

4. Adopt-a-Street

The Adopt-A-Street demographic survey was administered in February 2010 as part of the annual Adopt-A-Street mailing in which volunteers update their participation status and contact information with Seattle Public Utilities. The survey was added to the mailing to gather baseline volunteer demographic information to determine service gaps as part of the Race and Social

Justice Initiative and SPU's Inclusive Outreach and Public Engagement Service Equity Project. 310 volunteer coordinators were contacted via e-mail and 47 responded, a 15% response rate. There were four demographic questions related to ethnicity, language, household size, and income. The survey results indicate the majority of the respondents were White or Caucasian, have an income level above \$40,000, speak English, and have a household size between one and three. Survey results were as follows: 68% of the respondents are White or Caucasian; 15% Asian; 4% Hispanic or Latino; 2% African American; and 11% declined to identify their ethnicity; 87% speak English; 2% indicate that language was NA (not applicable); and 11% declined to identify their language; 23% of the respondents income level is between \$40,000 and \$80,000 annually; 17% is above \$80,000; 17% is below \$40,000, 40% declined to identify their income; and 2% responded NA (not applicable); 23% report a household size of 2; 21% report a household size of 1; 19% of the respondents have a household size of 4 or more; 11% was 3, and 21% declined to respond to the income question.

Gretchen Muller 684-0570

5. Home Organics Survey

This study is a continuation of research first conducted in 1995 and subsequently conducted in 2000, 2005 and 2010. The primary purpose is to evaluate Seattle residents' attitudes, awareness and behaviors towards the various City-sponsored organic waste management programs. The survey was designed to investigate the variety of organic waste management activities city residents practice, and identify ways to improve SPU services. The 2010 survey added questions that address behaviors with fats, oils and grease generated in the kitchen and perceptions about changing from weekly to bi-weekly garbage pick-up service. The results of the survey indicate about 19% of respondents would be *satisfied or extremely satisfied* with every other week garbage collection, 23% would be somewhat *satisfied* and 53% *would not be very satisfied or would not be at all satisfied*. Other results of the survey include the revelation that households who compost any yard waste at home has fallen from 40% in 2005 to 30% in 2010. Home food waste composting fell as well from 26% in 2005 to 21% in 2010. We also learned satisfaction with the City's food and yard waste collection service is high with 80% of the respondents selecting either the top two highest ratings on a seven point scale. This was a large in depth study and the full report can be found on SPU's external website at this address:

http://www.seattle.gov/util/About_SPU/Garbage_System/Reports/Food_Waste_&_Organics_Reports/index.asp

6. Construction Management Division Customer Survey

The Construction Management Division (CMD) set up and administered a survey of its internal clients which include to a large extent SPU Project Management, and to a smaller extent SDOT, City Light and the Parks Department. The purpose was to get anonymous feedback about the services CMD provides and to find any areas for improvement. The results were shared at a division meeting during an open dialogue. The results of the survey were generally positive with high marks in dependability, cooperativeness, communications and attitude. There were also a few specific areas where we can potentially improve including cost and scheduling and the amount of time it takes to assemble a contract for a project.

Jeff Fowler 233-2540

7. Project Team Evaluation and Lessons Learned

Results from the Madison Valley Phase I project team show that team members believe the new planning and monitoring processes are an overall benefit to the successful delivery of the project. The new processes were part of a new project management methodology. The results also showed that the project team had a greater understanding of the project scope, risks, schedule, and costs and that there was greater management support and team collaboration than on typical past project which had not utilized this new project management methodology.

Keith Ward 615-0734

8. Drinking Water Quality Report Survey 2009

The purpose of the survey was to obtain feedback on the drinking water quality report which is mailed to all SPU water customers. We wanted to know whether readers found the information interesting and helpful. The survey was completed by 185 people. Eighty-three percent of respondents had read or skimmed the report, with only 4% saying their opinion of the report was negative or very negative, 84% saying their opinion was positive or very positive and 12% neutral. Seventy-four percent said they felt more informed about the safety and cleanliness of Seattle's water after reading the report. Forty-three percent said they had a better understanding of how to cut down on water consumption after reading the report, with 52% saying their understanding was the same.

Jason Argo 684-0367

9. Small Restaurants Food Container Cost Survey

The survey determined that four of five small ethnic restaurant operators were aware of the Styrofoam ban but even those using approved food service ware still needed help with appropriate collection systems for compostable and recyclable discards, both for customers and staff. Because of variations among restaurant types and sales volume, the survey did not show a clear picture of the cost impact of the new regulations, though about half the operators expressed an interest in a purchasing co-op that would reduce costs.

Dick Lilly 615-0706

10. Solid Waste Practices in Immigrant and Refugee Businesses

Seattle Public Utilities contracted with two community organizations in 2010 to conduct solid waste outreach to Somali and Hispanic businesses. 100 businesses provided survey data as part of the outreach project: 45 Hispanic-owned, 41 Somali-owned, 8 Ethiopian-owned, and 6 owned by other ethnicities. Somali and Ethiopian results indicate that businesses are doing well on recycling and are using recyclable and compostable food packaging. However, some additional outreach may be needed to increase composting at food markets and to ensure that restaurants provide a compost container in the customer eating area. Hispanic results indicate that most restaurants are using recyclable and compostable food packaging. However, additional outreach is needed to increase recycling and composting. About a quarter of the Hispanic restaurants surveyed are still not recycling, and almost three-quarters are not composting food waste. Site visits, word of mouth and community organizations were identified as the best methods for informing most Somali and East African businesses about City services. Site visits, events, radio and mail were identified as the best methods for Hispanic business outreach.

Veronica Fincher 233-2534

11. Storm Water Pollution Audit, NPDES MS4 Permit

The City of Seattle has coverage under the 2007 NPDES Phase I Municipal Stormwater Permit from the Washington Department of Ecology. One aspect of the permit requires the City to conduct stormwater pollution prevention audits in addition to the existing source control inspections. During an audit the inspector conducts a walk-through of the business to identify which best management practices (BMPs) from the City's Stormwater Code apply to the site based upon the activities observed. The inspector provides education, technical assistance, and a form detailing recommended changes for the business based on the findings of the audit. A telephone survey of businesses that had received audits was undertaken to assess the effectiveness of the audit inspection, to obtain input from the on whether the interviewees remembered the audit and implemented the changes recommended during the audit businesses and to provide information on how to improve audits and improve compliance. The survey found measurably increased awareness of stormwater issues and adoption of Best Management Practices by businesses that received audit inspections. The survey helped SPU determine that the audit program appears to be an effective tool for educating low- and medium-risk businesses.

Kevin Buckley 733-9195

12. Supervisor Assessment 2010

Seattle Public Utilities conducted a SPU Supervisor needs Assessment Survey to help identify training gaps, desires of trainees and "hot topics" that may be recurring or present for Supervisors. 153 Supervisors (42% of total) responded to the survey. Topics of interest from the survey were: Communication, mentorship, coaching and counseling employees, listening skills, sound decision making (without bias), and performance management. We are addressing these topics as part of the Supervisor Academy HR Foundations and HR@ your Service trainings.

Anita Adams 733-9913

13. New Employee Orientation

The purpose of this survey is to gain insights into new employee reaction to employment process from recruitment through orientation. Reaction was favorable. This survey has not been conducted since SPU moved to the NEOGOV online employment system.

Anita Adams 733-9913

14. Doing Business with Seattle Public Utilities

This survey was developed to help assess the needs of small and HUB/WMBE firms for services from the Urban League and SPU. Results are expected to give us information on small business' interest in doing business with SPU and identify challenges and recommended strategies for increased participation by small businesses. The survey results were not available at the time this survey report summary was prepared.

Ticiang Diangson 684-7643

15. Fall is for Planting Campaign Survey

The purpose of the survey was to measure customer's awareness of our fall planting message and to determine the penetration of radio campaign. A total of 196 people completed the survey, 99% of whom had a yard. Fifty-one percent of respondents heard the campaign on the radio. Thirty-nine percent said they are most likely to add plants in the fall, compared to 6% in summer and 53% in spring, suggesting that we have some more work to do to educate customers on the benefits of fall planting.

Jason Argo 684-0367

16. North Recycle and Disposal Station Recycling Survey

Surveys were administered to transfer station customers who were dropping off recyclable items. The survey was administered on six separate days and a total of 435 respondents completed the survey (431 English; 4 Spanish). Many respondents stated that they had more recycling than normal and did not want to leave it out to clutter the neighborhood. Respondents also expressed concern that someone or something might get into their recycling and create a mess. Some respondents, who stated that they live in multi-family complexes, were not sure that others in their complex were recycling properly and wanted to ensure that their recycled items were handled properly. Of the materials that respondents were recycling, more than half recycled either metal or cardboard. And nearly 40% of respondents were recycling more than one type of material. Most respondents were aware that the city of Seattle prohibits putting recyclable items in the garbage, but nearly half were unaware of the regulation which allows them to put extra recycle out on their normal collection day for no extra charge.

Jeff Neuner 684-7693

17. Compost Days

Participants of a pilot compost promotion program were assessed to determine whether participation in the promotion led to increased awareness and behavior change relating to composting and curbside food waste collection. The results showed that more than 80% of free compost recipients used the compost; 25% had never used compost before this promotion; 95% of surveyed participate in curbside food waste collection; most are motivated to compost their food waste by environment/landfill reduction; 47% of those surveyed redeemed coupon for free compost; 84% would likely participate again.

Brett Stav 684-5251

18. Construction Waste Recycling Stakeholder Interviews

A series of phone and site qualitative interviews were held with eleven construction and demolition contractors (which varied from large companies working on LEED projects to smaller companies focused on mainly residential construction), five reuse and salvage companies and the managers and owners of four local C&D processing facilities by City and consultant staff. The

interviews focused on current recycling practices and proposed new recycling legislative initiatives to increase C&D recycling. These initiatives included 1) banning the disposal of asphalt paving, bricks and concrete, 2) establishing a certification process for C&D recycling facilities and 3) requiring that all DPD project applicants recycle a certain minimum amount of waste based on project type and submit a Waste Diversion Summary prior to obtaining a Certificate of Occupancy. The companies interviewed were supportive of the goal to increase C&D recycling but had criticisms of the proposed approaches. A certification program for C&D processing facilities was generally supported by all respondents but it was suggested by some that the City focus on measuring the level of recyclables in the residual from processing rather than setting facility recovery rates and also investigate third party, rather than City, certification programs. The ban on asphalt paving, bricks and concrete was not controversial but it was mentioned that the City exclude contaminated materials and small quantities from the ban. A ban on all non-sorted C&D from disposal was also mentioned as an option. The recycling requirement for all DPD applicants was generally opposed by all of the construction and demolition contractors interviewed. They objected to its being tied to the Certificate of Occupancy and they also did not think it was realistic to set a uniform recovery goal for projects by type (new construction, renovation, demolition). Several contractors were concerned that the City's definition of "recycling" did not include "alternative daily cover" which is allowed to be counted as recycling under the U.S. Green Building Council LEED. They also raised an issue with the City's interpretation of who can haul C&D for disposal and recycling based on the 90/10 rule (the load has to be 90% recyclable). There are three reports which summarize the results of these interviews (by interview group) and a fourth summary of discussion minutes from a January 6, 2011 meeting with all interested stakeholders interviewed.

Gabriella Uhlar-Heffner 386-9772

19. Car Wash Program Evaluation

The purpose of this survey was to contact community groups that received SPU's "Be a Part of the Solution" flyer about environmentally friendly alternatives to car wash fundraisers including issuing "wash tickets" or using a host site for their fundraising event. The objective of the survey was to assess receipt of the flyer, understanding of the message, future car wash fundraiser plans, awareness of alternatives, awareness of problems associated with car washes, and barriers and motivations to change. Out of 111 selected fundraising organizations, 73 organizations completed and two organizations partially completed the survey for a participation rate of 69%. 78% of the total respondents answered "True" to the question "Water from car washes is harmful to fish and other aquatic life". 7% answered false and 15% answered that they did not know. When asked about future fundraising events, 32% said they were likely to hold a car wash as a fundraiser. Of this 32%, 52% (or 17% of the total), responded that they hold a car wash at a location of the group's choice rather than at a site recommended by SPU or by using the Brown Bear/PSCWA ticket selling program. Reasons why organizations were reluctant to use ticket selling programs included: team-building and bonding among members is not encouraged or

required for tickets selling activities; and ticket selling methods are perceived as a less successful way to generate money. Only 16% of the total respondents received or remembered receiving the SPU Car Wash Program promotional flyer that was sent out in the late spring of 2010. The survey itself appears to have had more success in promoting the ticket selling programs offered by Brown Bear and PSCWA. 38% of the respondents were unaware of the Brown Bear/PSCWA program before taking the survey and yet 60% responded that they would consider using the ticket selling programs instead of hosting traditional car wash fundraisers.

Gretchen Muller 684-0570

20. Employee Recognition All Employee Survey Project Development Branch

The purpose of the PDB Employee recognition all employee survey was to solicit feedback from branch employees regarding their opinion of how important various types of recognition are, their satisfaction with the recognition they receive and what criteria for employee recognition is most important. Results of the survey indicate that respondents felt that informal recognition is more important than formal recognition. Respondents are more satisfied with informal recognition than with formal recognition. Respondents' level of satisfaction with informal recognition is rated lower than the level of importance. About 20% of respondents are not satisfied with recognition from directors. About 15% of respondents are not satisfied with recognition from supervisors. About 65 to 70% of respondents felt that recognition from supervisors is important. Respondents feel recognition from peers is equally important to recognition from supervisors and are more satisfied with recognition from peers than with recognition from supervisors. Respondents' level of satisfaction with team recognition is rated lower than the level of importance.

Maria Brusher 233-1086

21. Food and Yard Waste Customer Survey

The objective of the survey was to gather input from organics customers who subscribe to 32 or 96 gallon yard waste service about their behavior and attitudes towards service. In general, SPU food and yard waste customers are very satisfied with their food and yard waste service, frequently participating in food waste collection; and participating because it's good for the environment or they want to cut down on what they send to the landfill. Those customers who don't participate feel they lack kitchen storage, don't think they generate enough food waste, or are afraid of attracting pests.

Brett Stav (206) 684-5251

22. Project Support Division

In 2010 the Project Support division in SPU sent out over 50 surveys to our clients in SPU, SCL, SDOT, Fleets, and Real Estate to get feedback on how we are doing with execution and closeout of our projects. We received 35 surveys for 2010, most were very positive, and some gave us very constructive criticism that will help us better serve our client needs.

Brian Patton 684-760

Surveys Planned for 2011

1. CSO Reduction Program Survey

Pre-survey of Seattle residents to assess knowledge/awareness of combined sewer overflows, concerns about water quality, and intent/motivators to manage stormwater runoff on private property.

Susan Stoltzfus 733-9148

2. NPDES MS4 Permit, Stormwater Pollution Inspection Survey

SPU gained valuable insight into the effectiveness of the stormwater pollution audit inspections as a result of the survey described above. As mentioned, SPU uses a second type of inspection for businesses considered to have a high risk of pollution potential. This inspection is called a stormwater inspection. In most cases, SPU conducts some type of compliance or enforcement follow up with businesses that receive stormwater inspections. SPU proposes to initiate a similar survey with a focus on business that have received the full stormwater inspection to determine if this type of inspection, that includes enforcement is effective in educating businesses about the source control requirements contained in the Stormwater Code (SMC Chapters 22.800 -22.808).

Kevin Buckley 733-9195

3. 2010 Drinking Water Quality Report

This survey would solicit feedback on helpfulness and readability of water quality report, feedback on content and technical information and any general topics to be included in next year's report. (The water quality report is a federally mandated annual report mailed to all drinking water customers).

Jason Argo 684-0367

4. Residential Customer Survey

Periodic survey which assesses customer satisfaction with SPU services with additional questions covering current issues for SPU.

Laurel Andrews 684-3734

5. Business Customer Survey

Periodic survey which assesses business customer satisfaction with SPU services with additional questions covering current issues for SPU.

Laurel Andrews 684-3734

6. Environmental Behavioral Index Survey

King County undertakes an Environmental Behavior Survey approximately every other year. They have set up their survey process to allow local jurisdictions to use their survey questionnaire to obtain a jurisdiction specific statistically significant sample. The survey covers a range of behaviors on the part of county residents including behaviors in the areas of water quality, solid waste and waste disposal. Seattle is planning participating in the survey in order to get enough observations from the city to have valid data.

Jenny Bagby 684-7808

7. Project Team Evaluation and Lessons Learned

Continuation of an ongoing survey that is used to evaluate various phases of CIP project planning and execution. It is expected that the survey will be used for numerous projects throughout the year and also from year to year.

Keith Ward (206) 615-0734

8. Project Delivery and Engineering Division (PMED) Employee Satisfaction Survey

PMED employees will be surveyed Quarter 1 of 2011. The objective is to gather employee input so that the PMED Leadership Team can assess how the division is doing in regards to employee satisfaction and morale. The information will be used to identify problem areas that require focused attention, help make better informed day-to-day business decisions, as well as actively represent the division's issues and concerns when working with the PDB leadership team and other Branches with SPU. This will be an annual survey repeated January 2012.

Maria Brusher 233-1086

9. Project Delivery and Engineering Division (PMED) Processes

PMED employees will be surveyed Quarter 2 of 2011. The objective is to gather user feedback on processes and systems developed by the Process and Systems Section (PASS). This measure will inform PASS of improvements necessary to ensure the processes and systems developed and used in the division are clearly documented and efficiently designed.

Maria Brusher 233-1086

10. Project Delivery and Engineering Division (PMED) Communication Strategies

PMED employees will be surveyed Quarter 3 of 2011. The objective is to gather employee input regarding communication strategies utilized in PMED. The information will help inform PMED leadership on methods for best engaging PMED employees.

Maria Brusher 233-1086

11. Solid Waste Practices in Immigrant & Refugee Businesses

SPU is contracting with one or two community-based organizations to conduct solid waste outreach in immigrant and refugee business communities in 2011, potentially focusing on Vietnamese and

Chinese business owners. While conducting outreach through one-on-one site visits, the consultants will also collect information about awareness of solid waste requirements and services, current solid waste practices, challenges to participation, motivations, and preferred communication methods.
Veronica Fincher 233-2534

12. Every Other Week Garbage Collection Pilot Survey

SPU will survey the pilot study participants to gauge effectiveness of SPU communications, thoughts and beliefs regarding every other week garbage collection.
Brett Stav 684-5251

13. Adopt A Street 2011 Demographic Survey

The Adopt A Street demographic survey will be administered in February 2011 as part of the annual Adopt A Street mailing in which volunteers update their participation status and contact information with Seattle Public Utilities (SPU). The survey will continue to gather additional baseline volunteer demographic information to determine service gaps as part of the Race and Social Justice Initiative and SPU's Inclusive Outreach and Public Engagement Service Equity Project.
Gretchen Muller 684-0570

14. Demographic Survey for SPU Senior Assist Program

SPU provides garbage disposal assistance to Senior, Physically Disabled, and Low Income citizens through its Senior Assistance Program. As part of this program, qualifying applicants receive a transfer station coupon or the collection of up to 2 bulky items annually. In 2011, SPU, in partnership with the Parks Conservation Corps, will conduct a demographic survey of the citizens that benefit from this program as part of the Race and Social Justice Initiative and SPU's Service Equity Guide. The survey will provide baseline demographic data that SPU will be able to utilize to determine service gaps in an effort to provide equitable services to all of the City of Seattle ratepayers.
Anthony Matlock 386-9746

15. New Employee Orientation Survey

This is an ongoing survey to gain information to the employment process from recruitment through orientation.
Anita Adams 733-9913

16. Project Support Division Client Satisfaction Survey

This is an on-going survey used to determine client satisfaction for our internal and external customers that we provide Land Survey services, drafting services, and data acquisition and archival. This feedback focuses on the businesses process beginning with intake of customer request, negotiation of cost and schedule, execution of work, and close out. The survey is sent following the completion of any service agreement. Brian Patton (206) 684-7607

17. SPU Customer Programs Division Participant Demographic Survey

As part of SPU's Inclusive Outreach and Public Engagement initiative, we intend to collect demographic data from willing participants in a variety of rebate, volunteer, and education programs. This will become fairly standardized across all of the division's customer programs, and consists of a series of demographic questions we will ask participating customers to respond and send back to us anonymously. The information will allow us to gain greater knowledge of customers in order to identify and address service inequities.

Rich Gustav 684-7591

18. Resource Venture Service Satisfaction

The Resource Venture will be sending out a questionnaire throughout the year. For every business contacted in person, they will provide a hard copy of a survey form, and a postage paid envelope to return the completed questionnaire. There will also be an online option also depending on what kind of service they provided and what kind of contact. They will report the results on a monthly basis. Cascadia Consulting who is providing the Resource Venture services has been doing this style of survey questionnaire for Seattle City Light and their Powerful Neighborhoods program for the last year and a half.

Philip E. Paschke 684-5883