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City of Cupertino / HF&H Consultants: 2020 Solid Waste Community Survey

October 2020

Overview and Research Objectives

The City of Cupertino and HF&H Consultants commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Evaluate resident opinion on the quality of life in Cupertino and compare results to previous surveys conducted for the City on the same topic;
- Determine the type of housing in which residents live;
- Gauge the public's perceptions of the value and usage of garbage and recycling services in the City;
- Determine responsibility for payment of Recology bills in a household
- Assess willingness of residents that directly pay solid waste bills, to pay more for potential additional services, and;
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

Methodology Overview

- Data Collection Landline (18), text to online (600), and email to online (82) interviewing (based on respondent choice)
- Universe 44,668 Adults 18+ in the City of Cupertino (based on the 2018 American Community Survey)
- Fielding Dates September 8 through September 15, 2020
- Interview Length 15-minutes
- Sample Size 700 Registered voters (**exceeded goal of 400**) (weighted to Adults 18+ from 2018 American Community Survey data)
- Margin of Error $\pm 3.67\%$ at the 95% confidence level

Note: The data have been weighted by respondent gender, age, ethnicity and homeownership to reflect the actual population characteristics of the adult residents in the City of Cupertino (Based on 2018 ACS (American Community Survey)).



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Summary Conclusions

Summary Conclusions I

- More than 80% of residents are satisfied with the quality of life specifically in the City of Cupertino.
- More than 85% of residents are satisfied with the quality of solid waste and recycling collection services and more than 75% of residents are satisfied with the quality of customer service provided by Recology.
- Residents place high value on a variety of other services provided by Recology with “on-call and bulky item pick up services”, “curbside collection of household batteries and compact fluorescent bulbs” and “environmental days” being seen as the most valuable services for more than 80% of residents each.
- In terms of potential new services, “extra cardboard collection at residences” would be valued by more than 80% of Cupertino residents, while more than 60% of residents would prefer “one time per year washing of residential organics carts”.

Summary Conclusions II

- Slightly more than half of Cupertino residents indicated that they currently segregate food scraps and food soiled paper for collection separate from garbage. Residents identified a lack of awareness of the food scraps program as their biggest reason for non-participation in the program.
- More than three-quarters of Cupertino residents feel that the current average residential rate of \$29.60 per month with a 32-gallon container is a reasonable rate.
- Slightly more than one-half of Cupertino residents indicated that they would prefer to maintain current services with a yet to be defined rate increase.
- In terms of potential rate increases for continuation of services at the same level, almost 50% of Cupertino residents indicated a willingness to pay 20% more or approximately \$6 more per month; approximately 60% of residents indicated a willingness to pay 15% more or about \$5 more per month, and; more than 75% would be willing to pay 10% more or approximately \$3 more per month.

Summary Conclusions III

- There is strong support among Cupertino residents for at least a 10% (\$3 more per month) for the same level of service as well as more than a majority level of support for an increase of 15% (or less than \$5 more per month).
- Nearly 70% of Cupertino residents would be interested in paying a relatively lower (amount undefined) basic rate with the option to pay-per-use for additional services.
- Only about one-third of residents would prefer to minimize future rate increases if it would mean reducing the level of current service.
- Half of Cupertino residents indicated a willingness to pay an additional \$1.00 per month to subsidize a discounted garbage rate for ALL low-income residents.

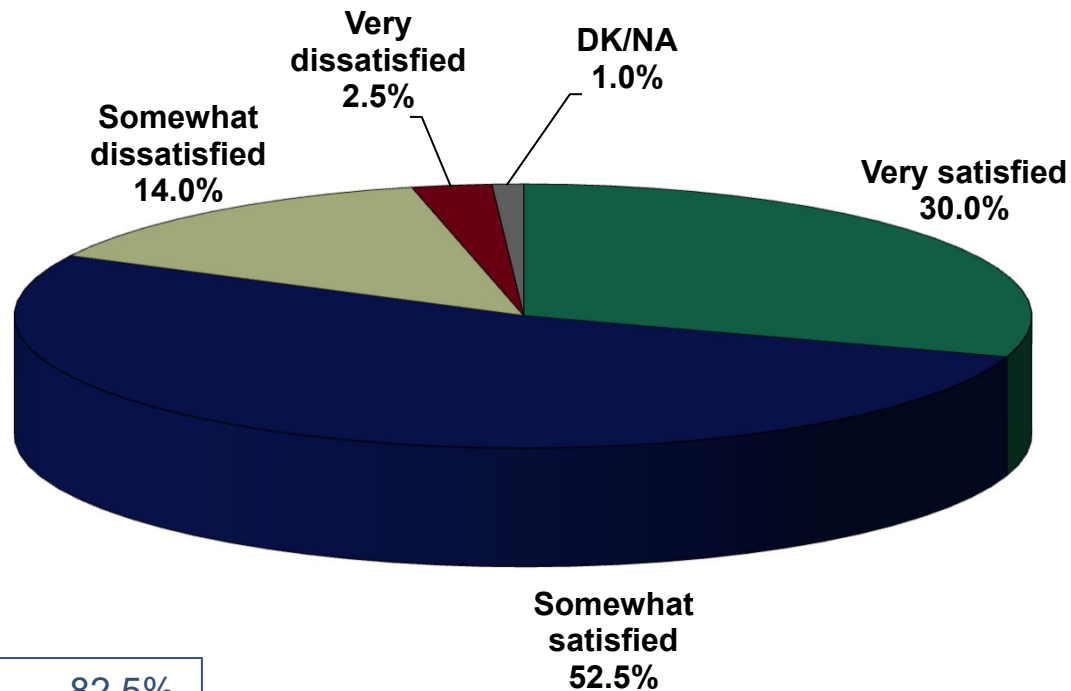


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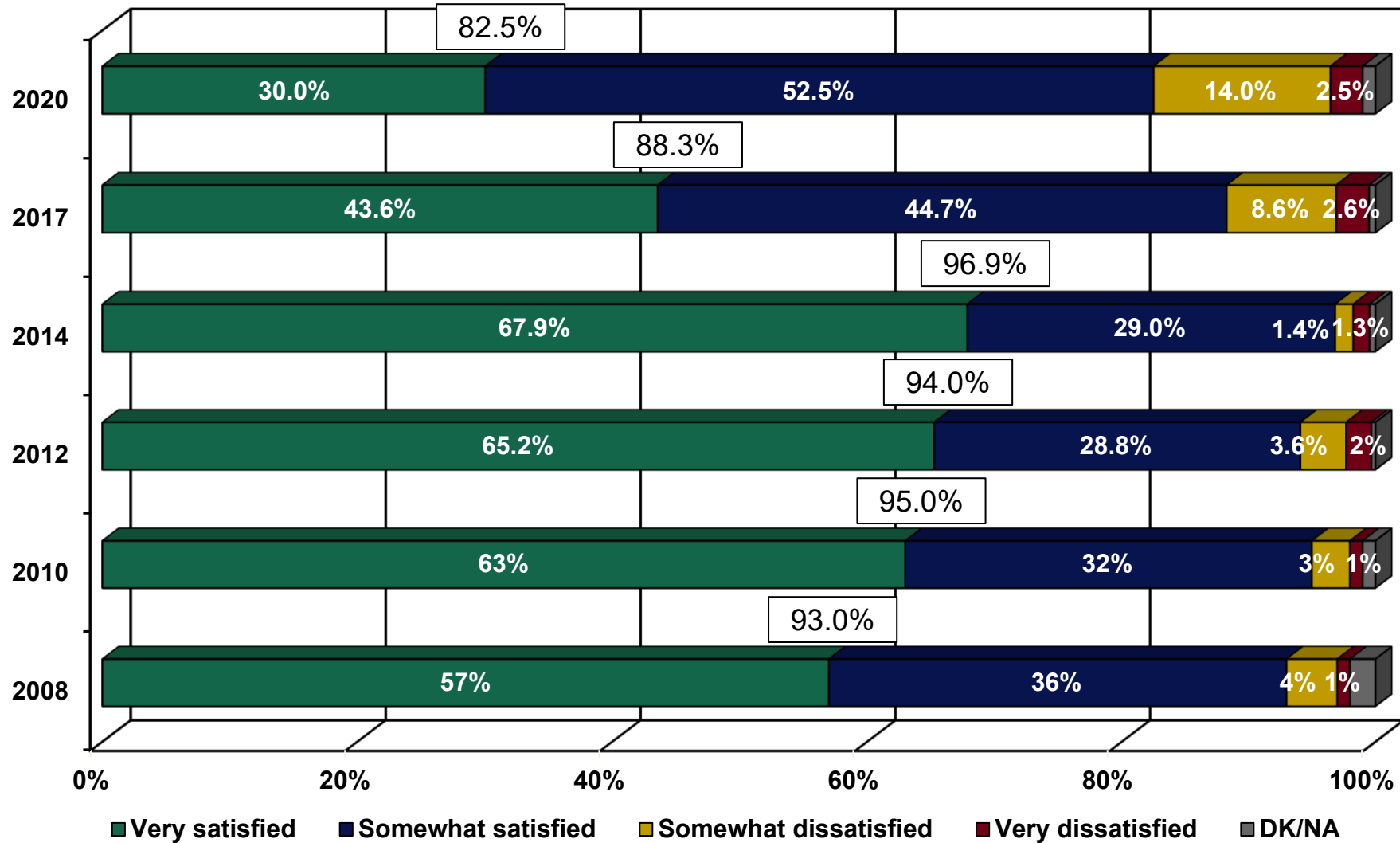
Key Findings

Q1. Satisfaction With Overall Quality of Life in Cupertino (n=700)



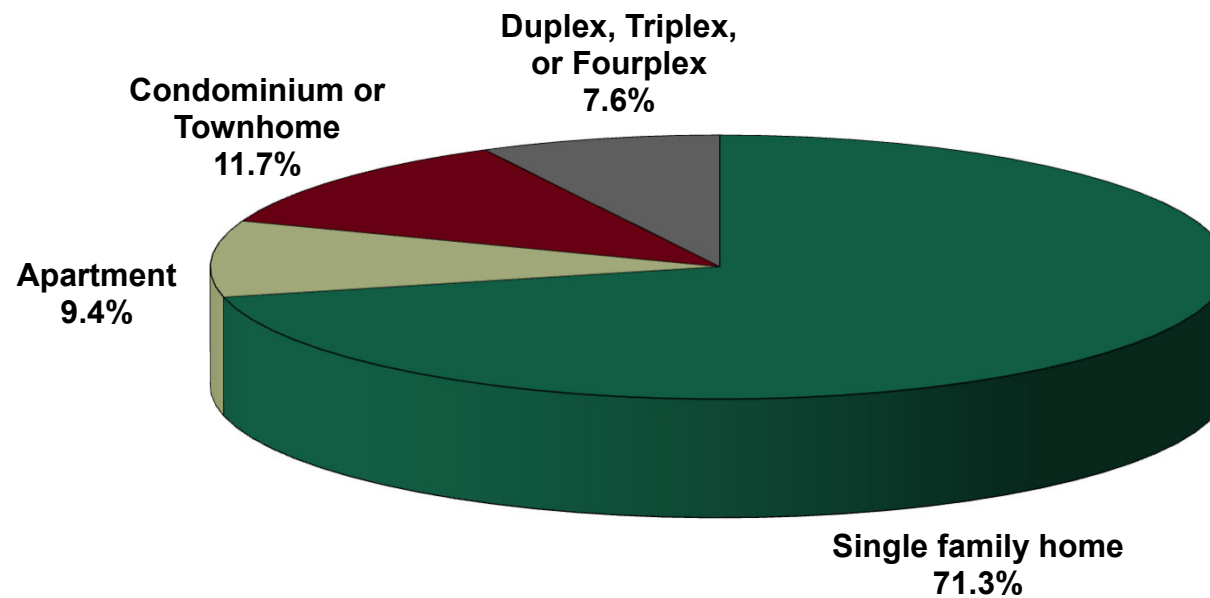
Total Satisfied	82.5%
Total Dissatisfied	16.5%
Ratio Sat to Dissat	5.0

Q1. Historical Comparisons with Satisfaction with Quality of Life in Cupertino



Note: Please refer to the Summary and Conclusions section for more detail.

Q2. Self Reported Housing Type (n=700)



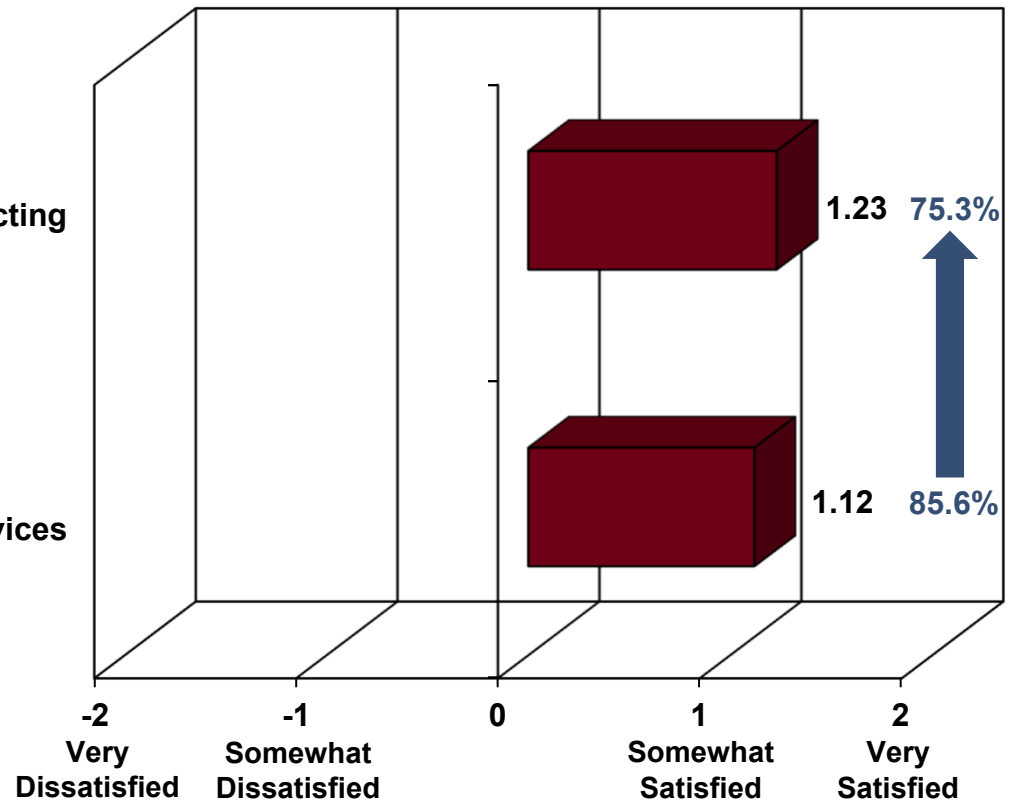
The following slides (Q3 to Q5) reflect rankings in terms of mean score or raw percentages (or both) and below is a guide to interpreting the results:

- In general, mean scores will reflect the intensity of results over raw percentages when grouping together like responses such as satisfaction (very satisfied and somewhat satisfied OR very important and somewhat important).
- While not always the case, it is possible that an item or element could have a higher mean score but lower overall percentage rating. What this means (in terms of satisfaction or importance) is that a higher percentage of survey respondents indicated very satisfied or very important (vs. somewhat satisfied or somewhat important) although the total percentage of satisfied or importance is slightly higher, thus the effect of intensity.
- Mean scores also take into account responses for “Don’t Know or No Answer” to a given question where raw percentages do not. Thus, mean scores are preferred for ranking items and/or events. Q3 is an example of this.
- Finally, using mean score formatting, the difference between Tiers represents an approximate difference of 0.2 in mean score formatting.

Q3. Satisfaction With Recology Garbage and Recycling Services (n=700)

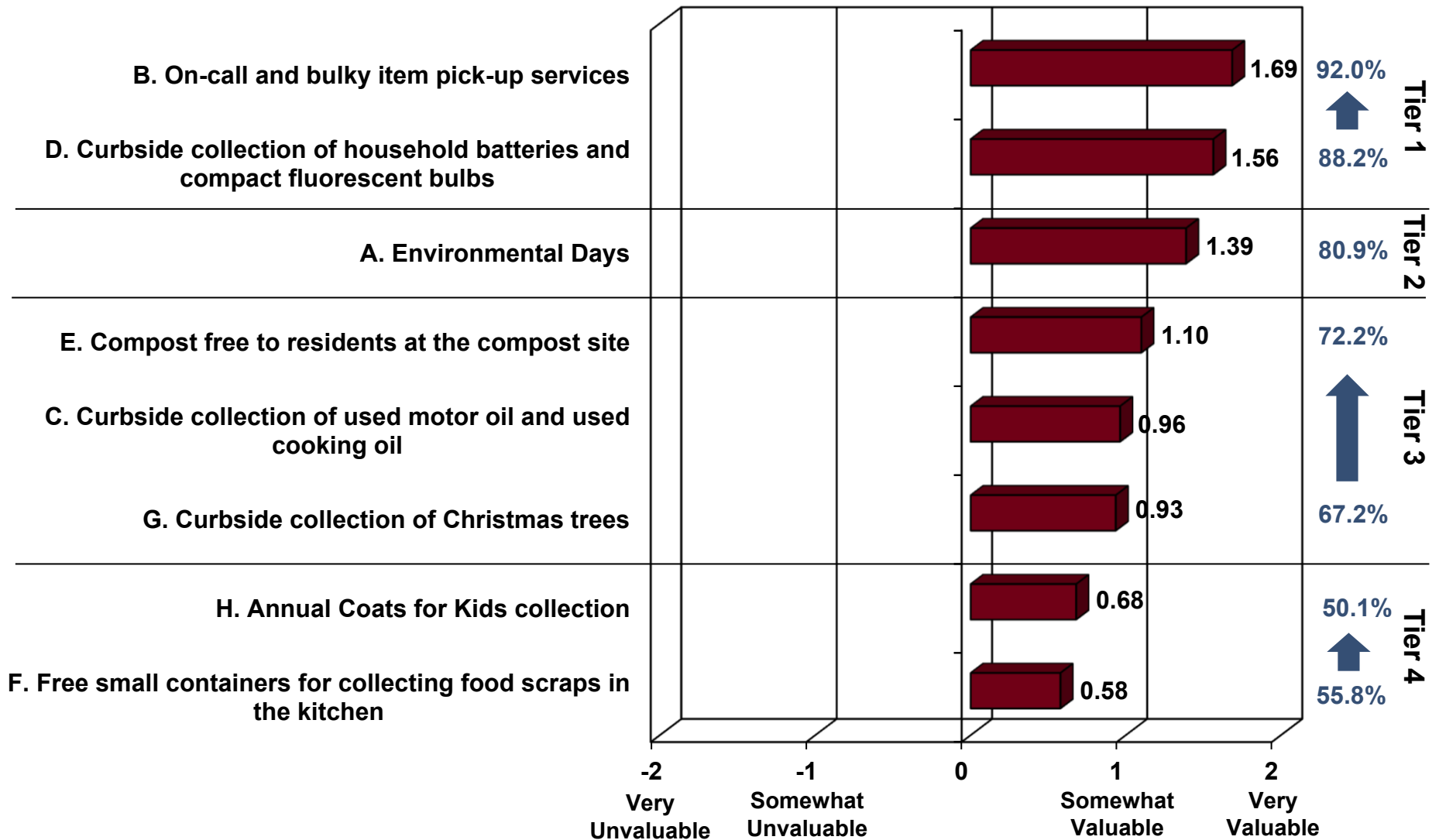
B. Quality of customer service when contacting Recology

A. Quality of collection services



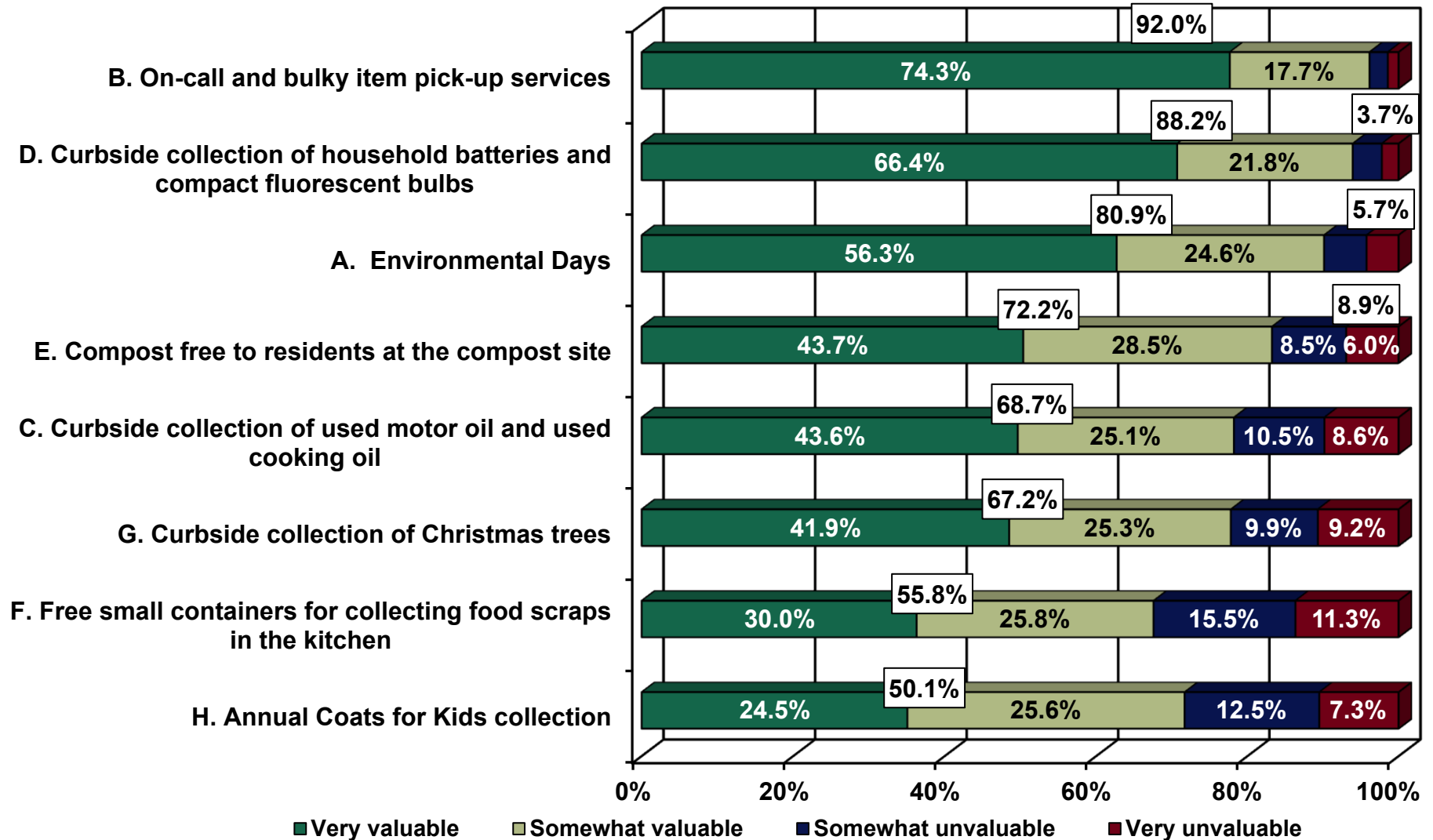
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Satisfied" = +2, "Somewhat Satisfied" = +1, "No Effect" = 0, "Somewhat Dissatisfied" = -1, and "Very Dissatisfied" = -2. Also, please refer to the Summary and Conclusions section for more detail.

Q4. Value of Solid Waste and Recycling Collection Services (n=700)



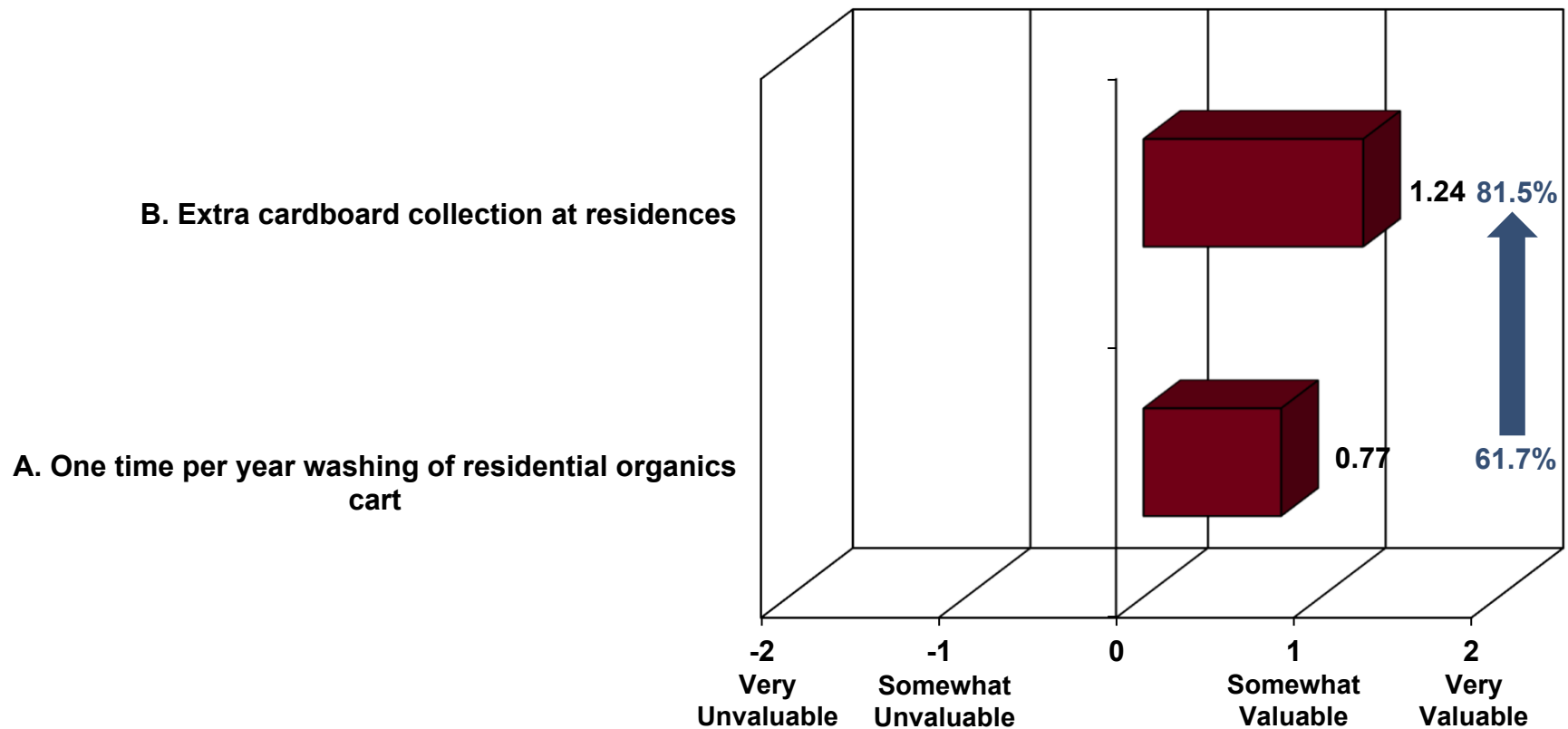
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Valuable" = +2, "Somewhat Valuable" = +1, "No Effect" = 0, "Somewhat Unvaluable" = -1, and "Very Unvaluable" = -2. Also, please refer to the Summary and Conclusions section for more detail.

Q4. Value of Solid Waste Collection Services (n=700)



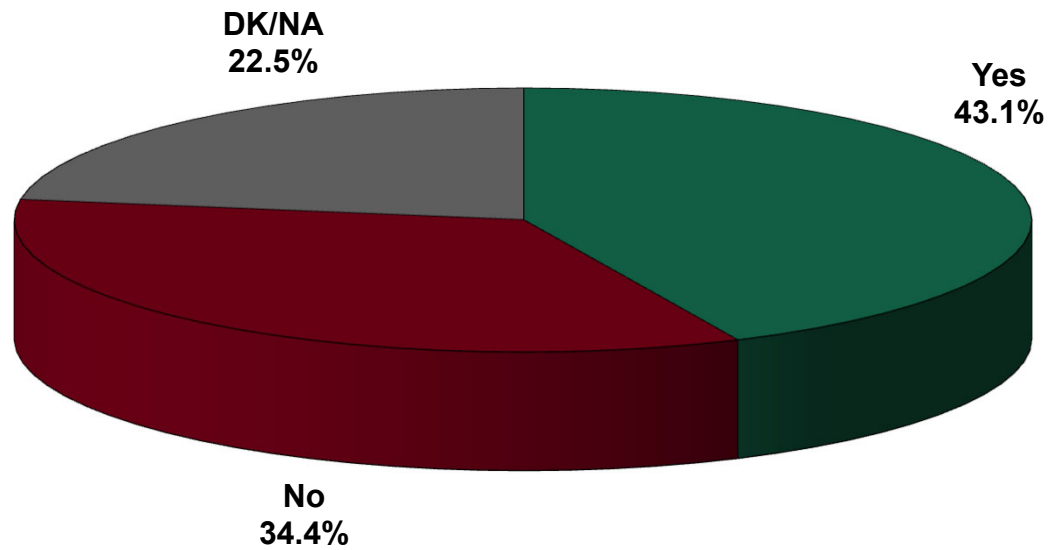
Note: Please refer to the Summary and Conclusions section for more detail.

Q5. Perceived Value/Usefulness of Potential Extra Services (n=700)



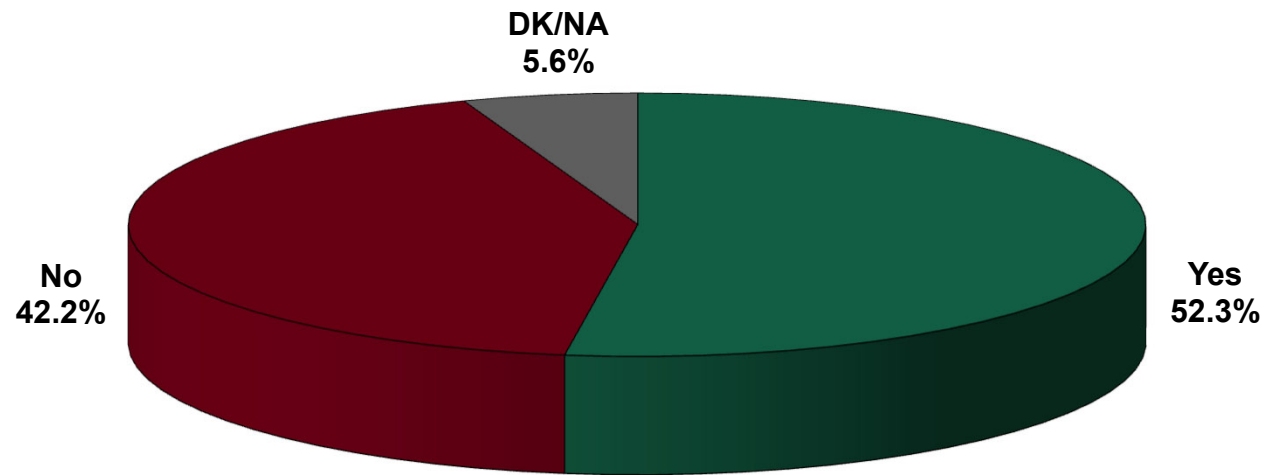
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Valuable" = +2, "Somewhat Valuable" = +1, "No Effect" = 0, "Somewhat Unvaluable" = -1, and "Very Unvaluable" = -2. Also, please refer to the Summary and Conclusions section for more detail.

Q6. Interest in 20-Gallon Size Garbage Cart with an Undefined Lower Rate (n=700)

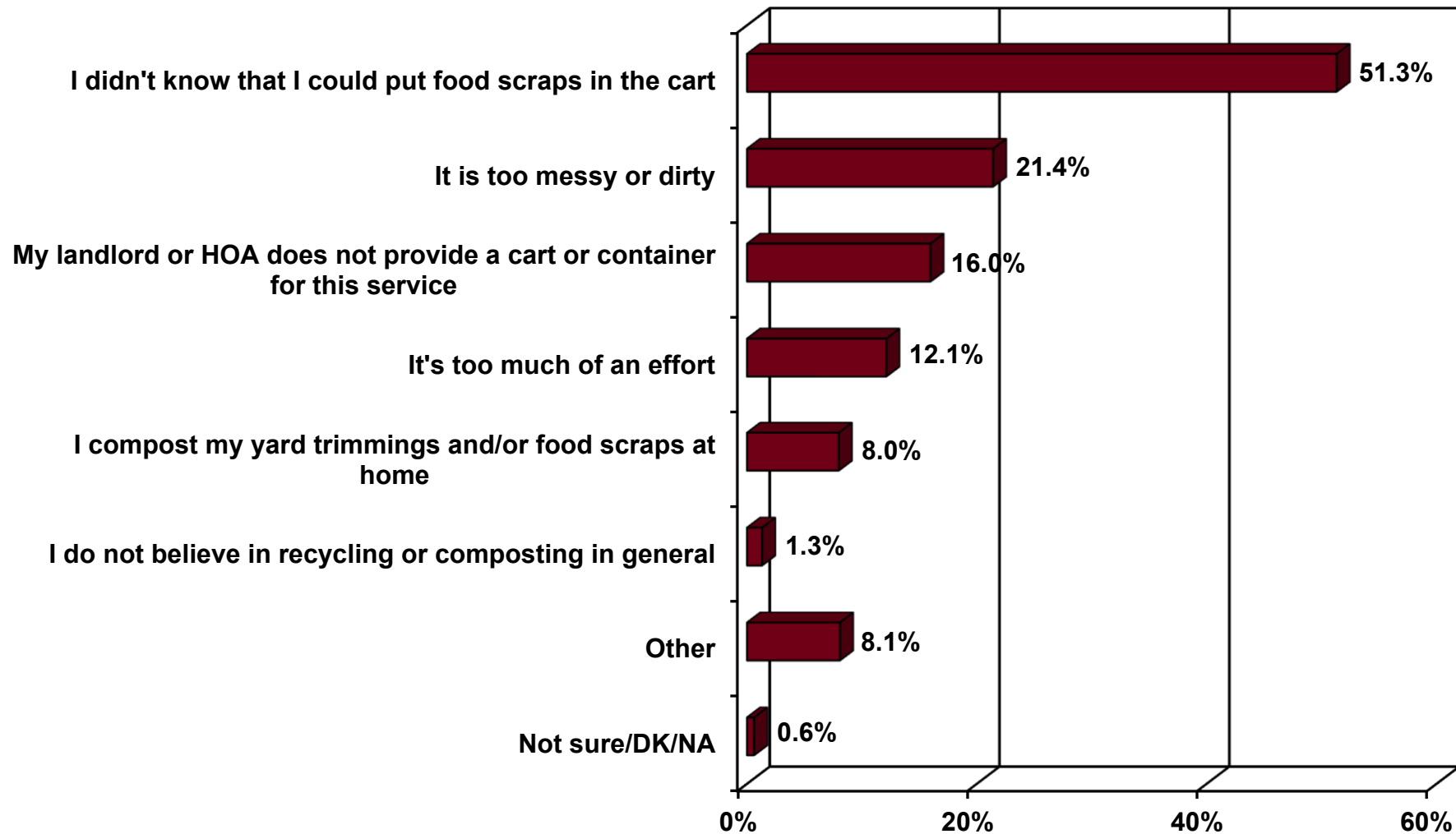


Note: Please refer to the Summary and Conclusions section for more detail.

Q7. Do you place Food Scraps and Food-Soiled Paper in Green or Brown Yard Trimmings Container? (n=700)

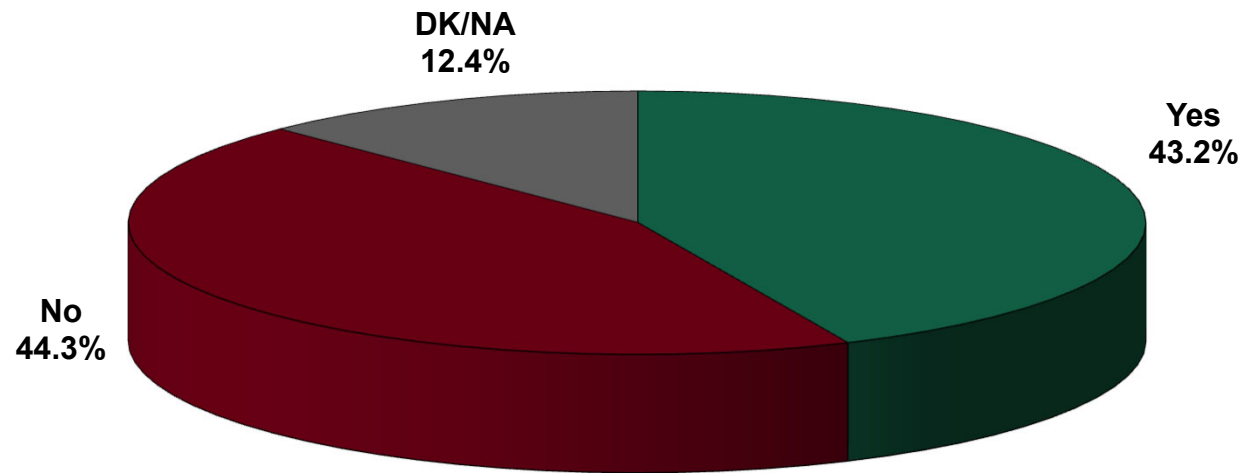


Q8. Reasons for Not Putting Food Scraps and Food-Soiled Paper in Green or Brown Cart (n=295)

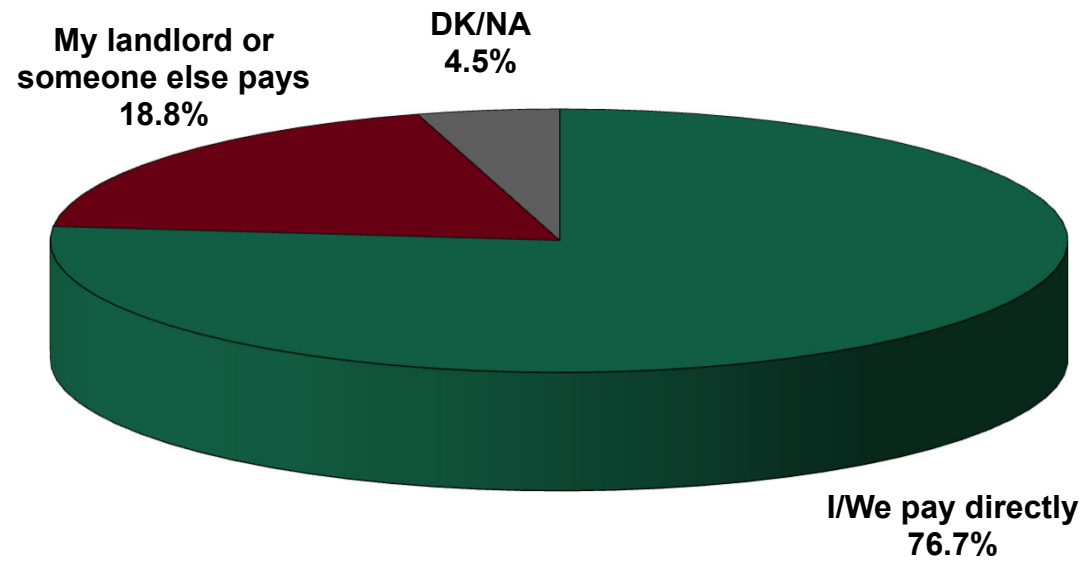


Notes: 1) Issues that were mentioned by less than 2 percent of the residents have been added to the "Other mentions" category for charting purposes. 2) Respondents were free to choose more than one response, thus total responses are greater than 100%. Also, please refer to the Summary and Conclusions section for more detail.

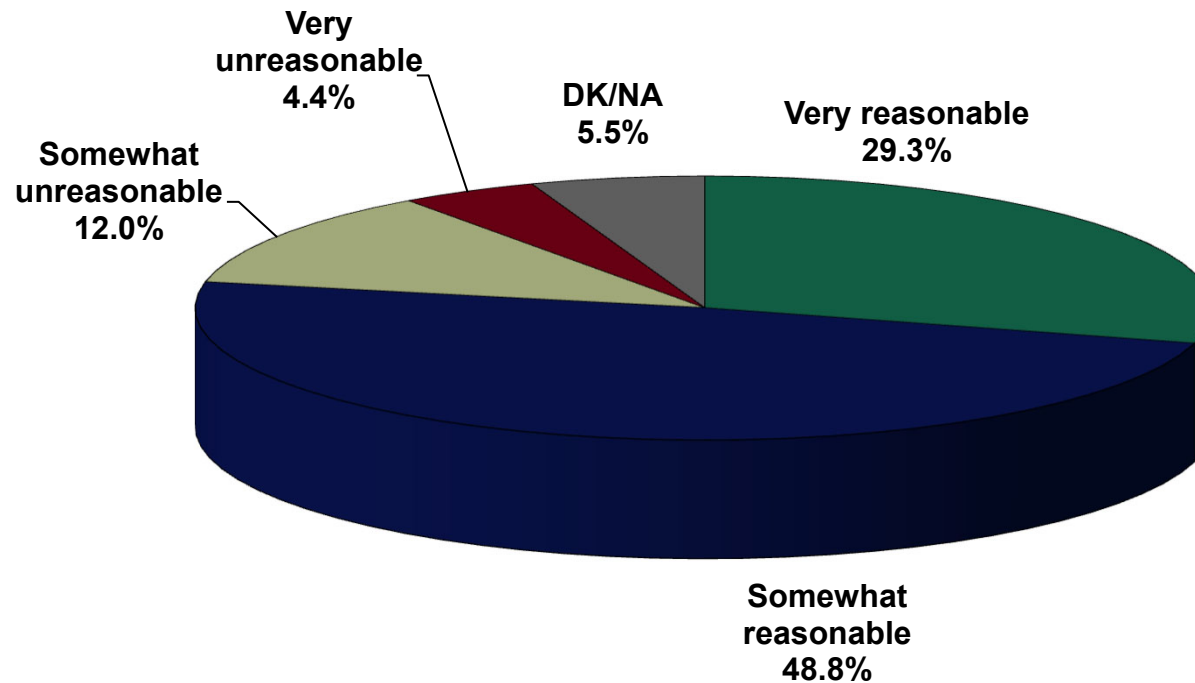
Q9. Willingness to Pay More for Materials From Gray Carts to be Sorted (n=700)



Q10. Who Pays for Garbage and Recycling Services (n=700)



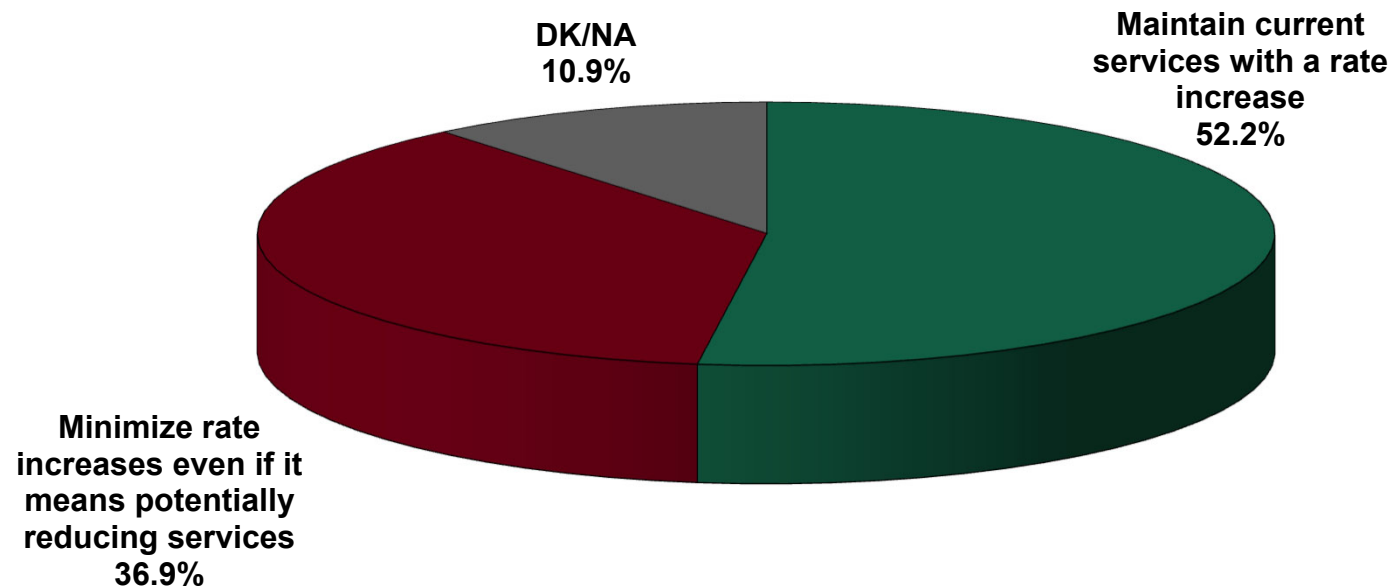
Q11. Opinion on Whether the Currently Monthly Rate for Residential Service of \$29.60 is Reasonable (n=536)



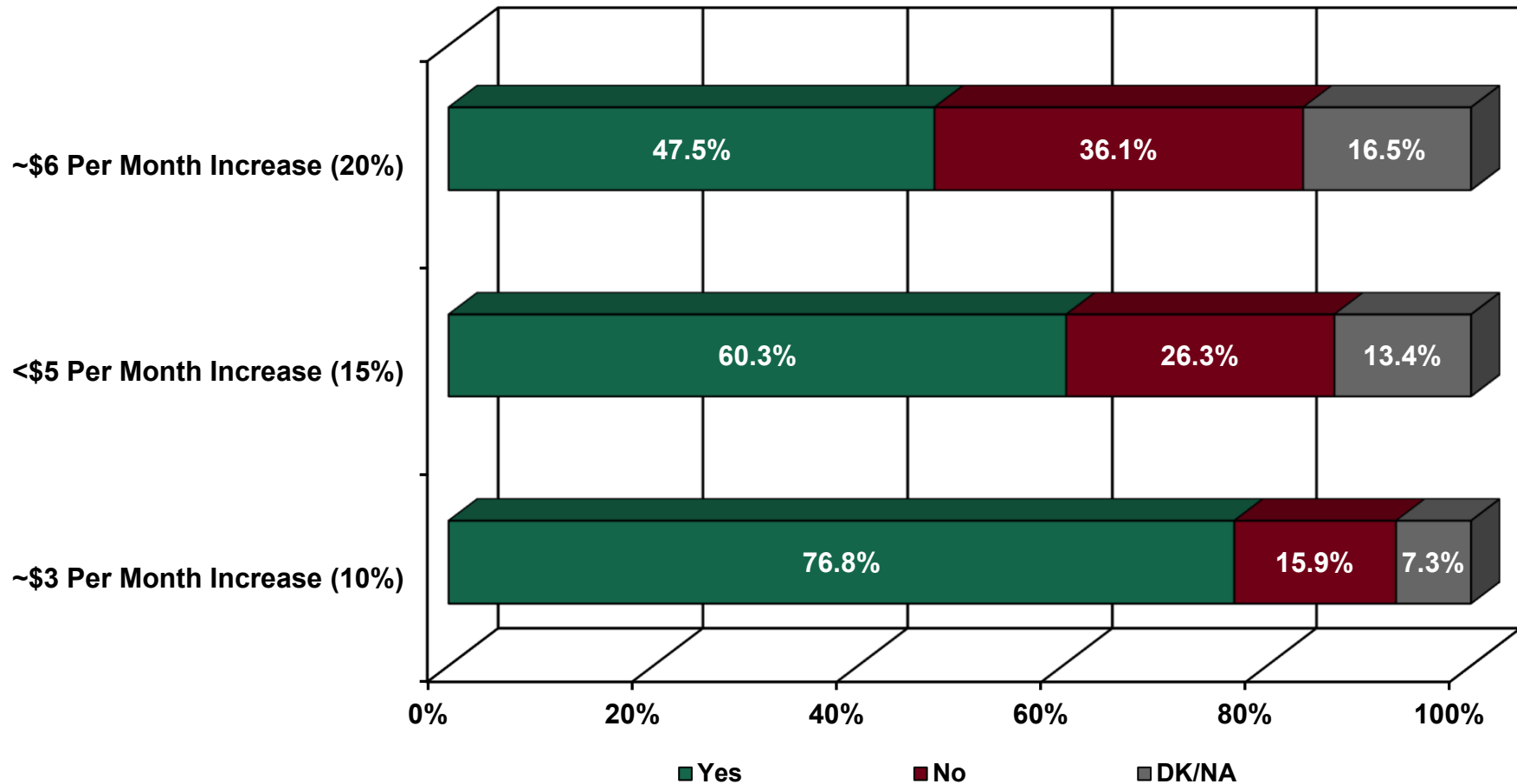
Total Reasonable	78.1%
Total Unreasonable	16.4%
Ratio Reas to Unreas	4.8

Note: Please refer to the Summary and Conclusions section for more detail.

Q12. Preference for Maintaining Current Services at Higher Rates vs. Minimized Rate With Reduced Services (n=536)

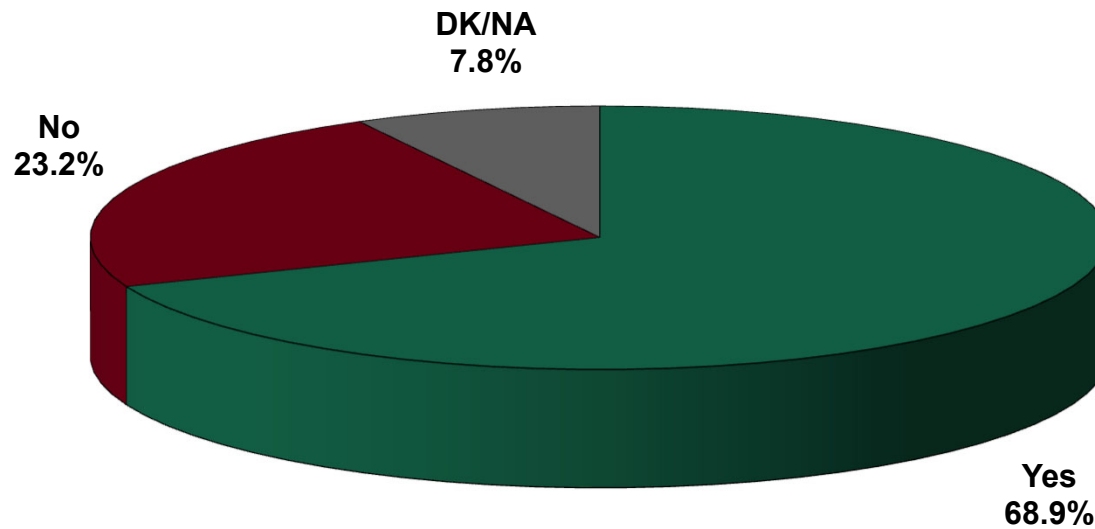


Q13, 14 & 15. Willingness to Pay a Potential Rate Increase per Month (n=536)

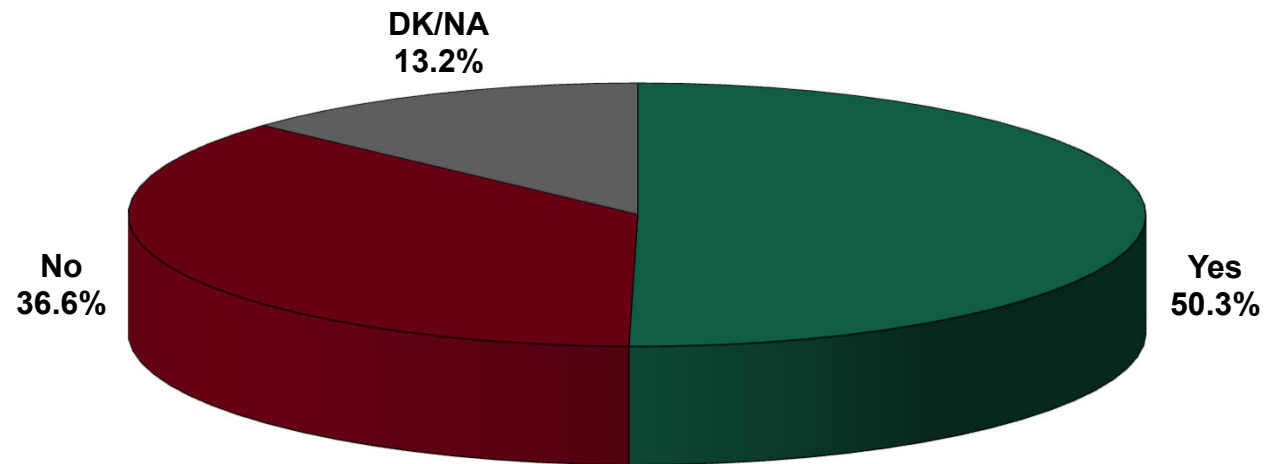


Note: Please refer to the Summary and Conclusions section for more detail.

Q16. Interest in Lower Basic Rate With Option to Pay Per Use for Extra Services (n=536)



Q17. Willingness to Pay \$1/Month to Subsidize Discounted Rate for All Low-Income Residents (n=536)

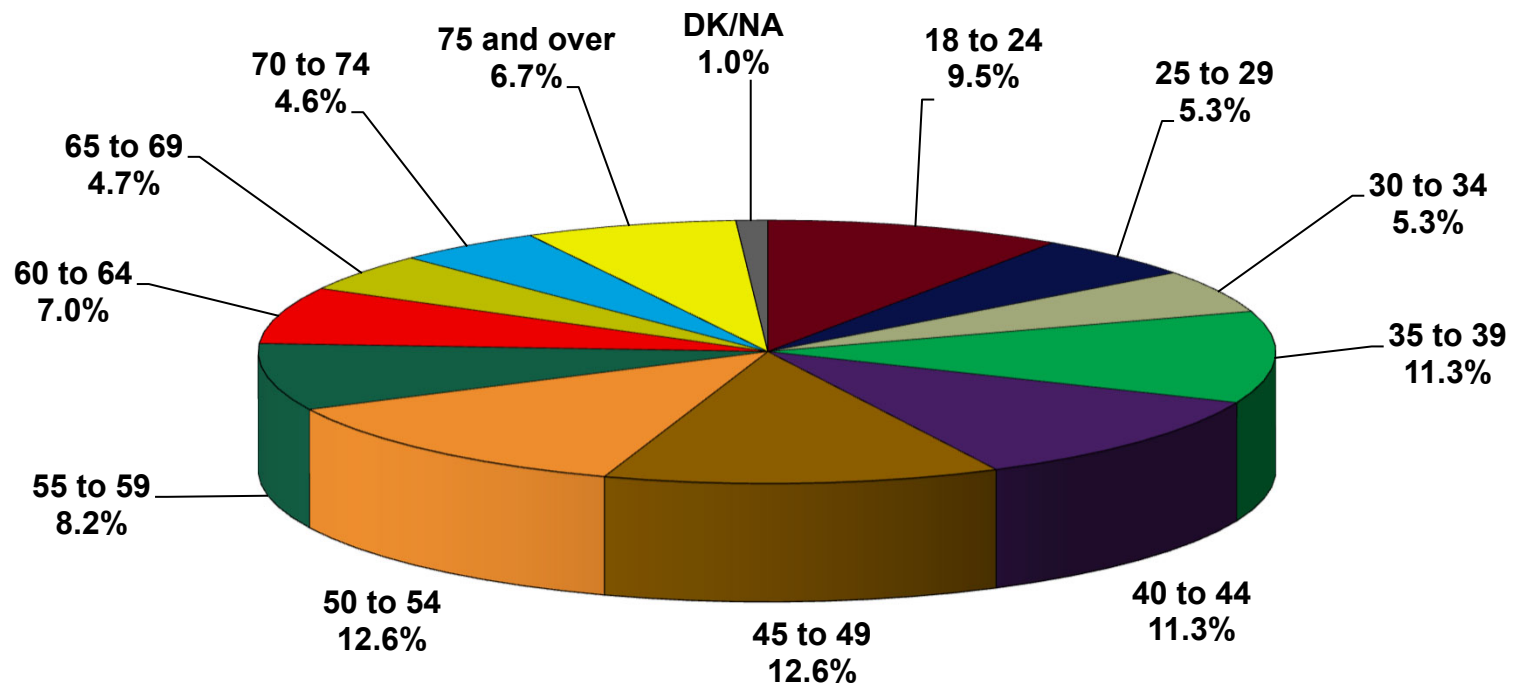




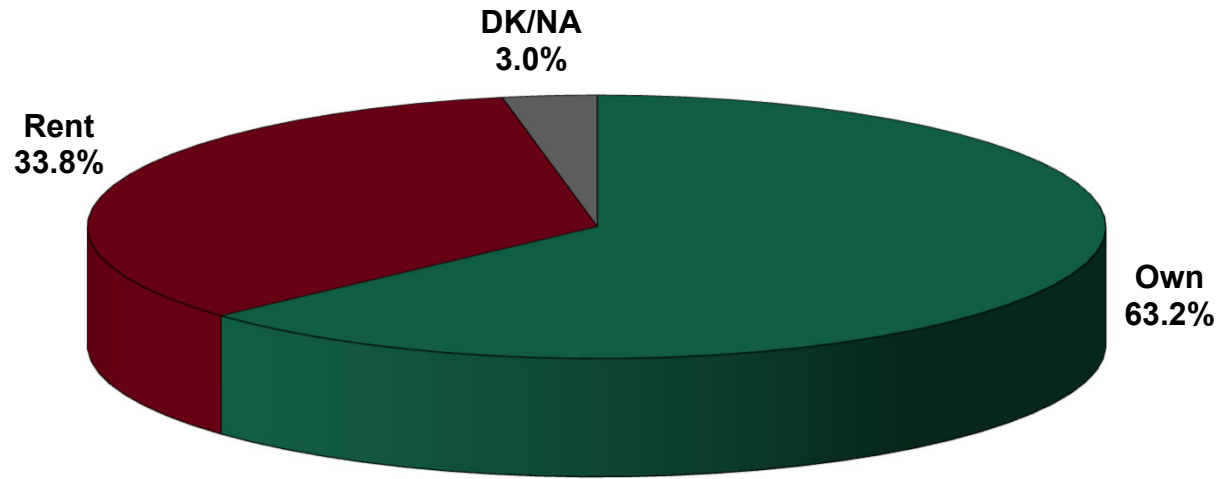
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Appendix A: Additional Demographic Information

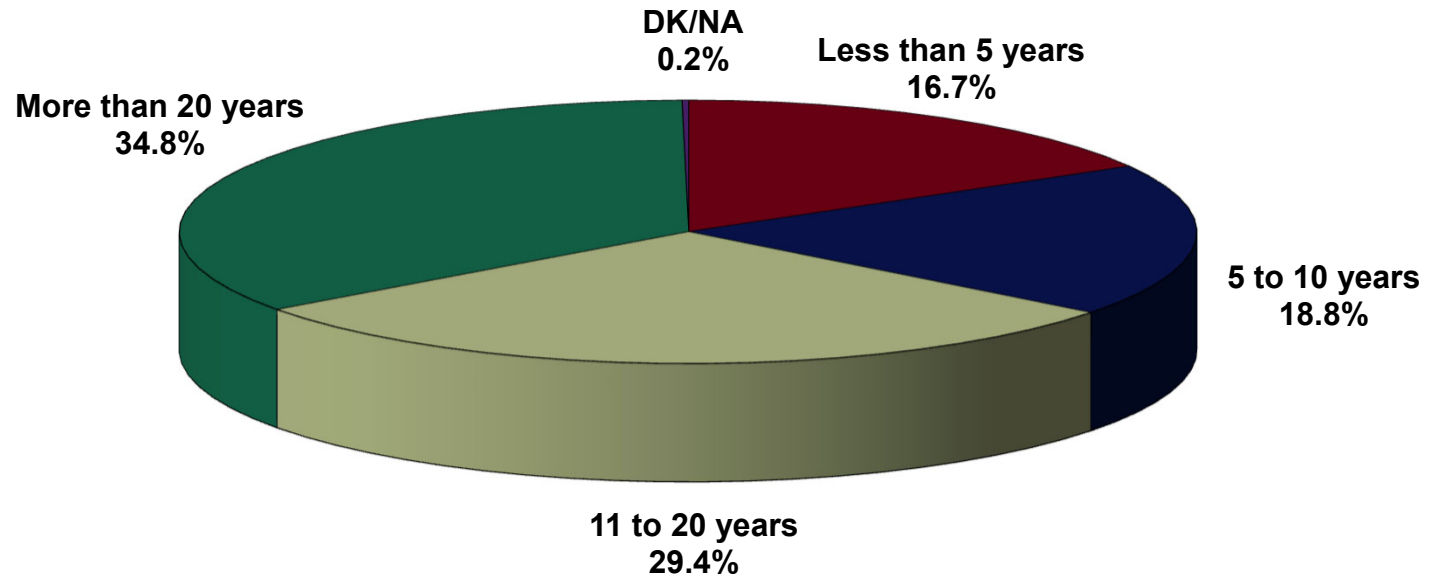
QA. Age



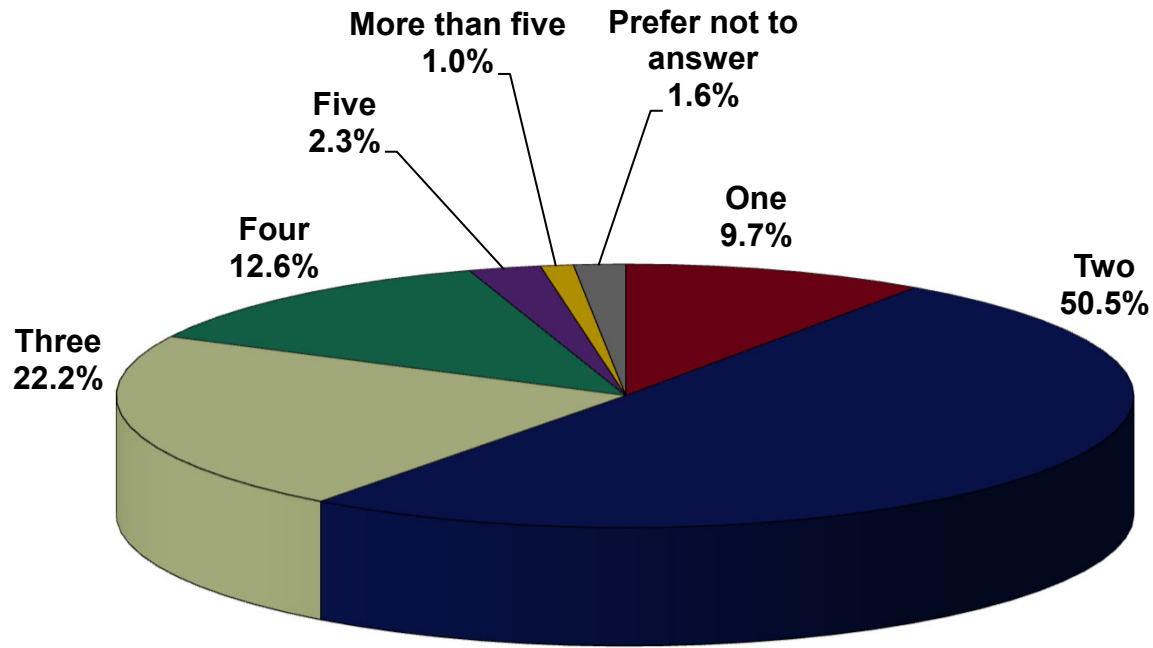
QB. Home Ownership



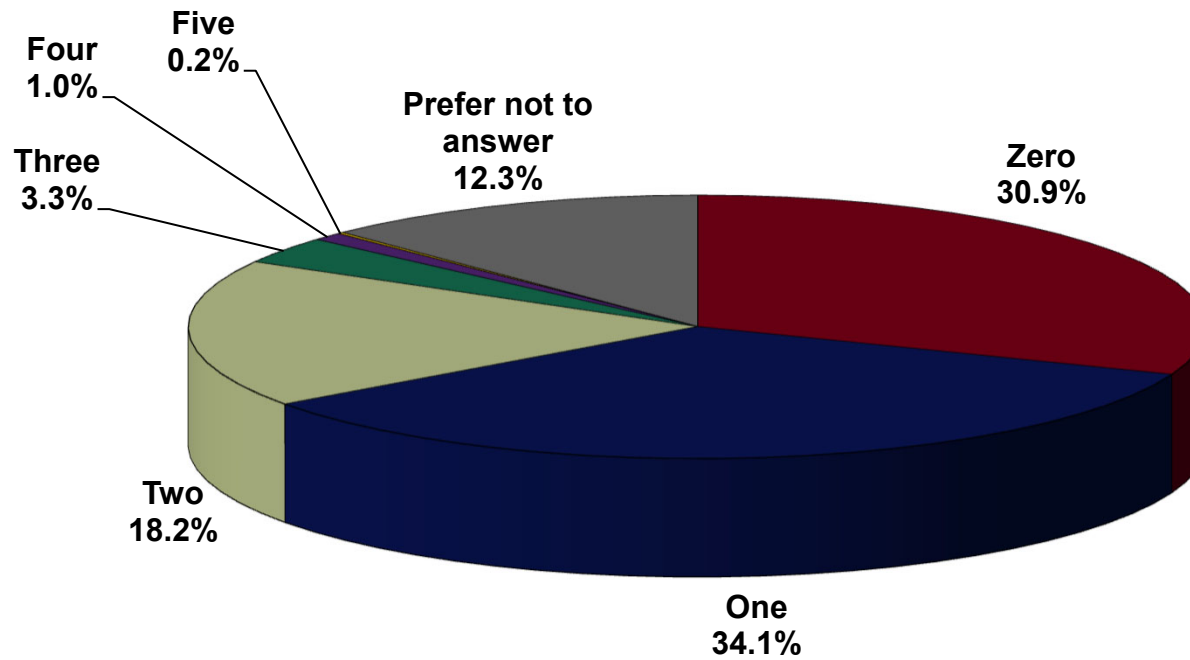
QC. Length of Residence in Cupertino



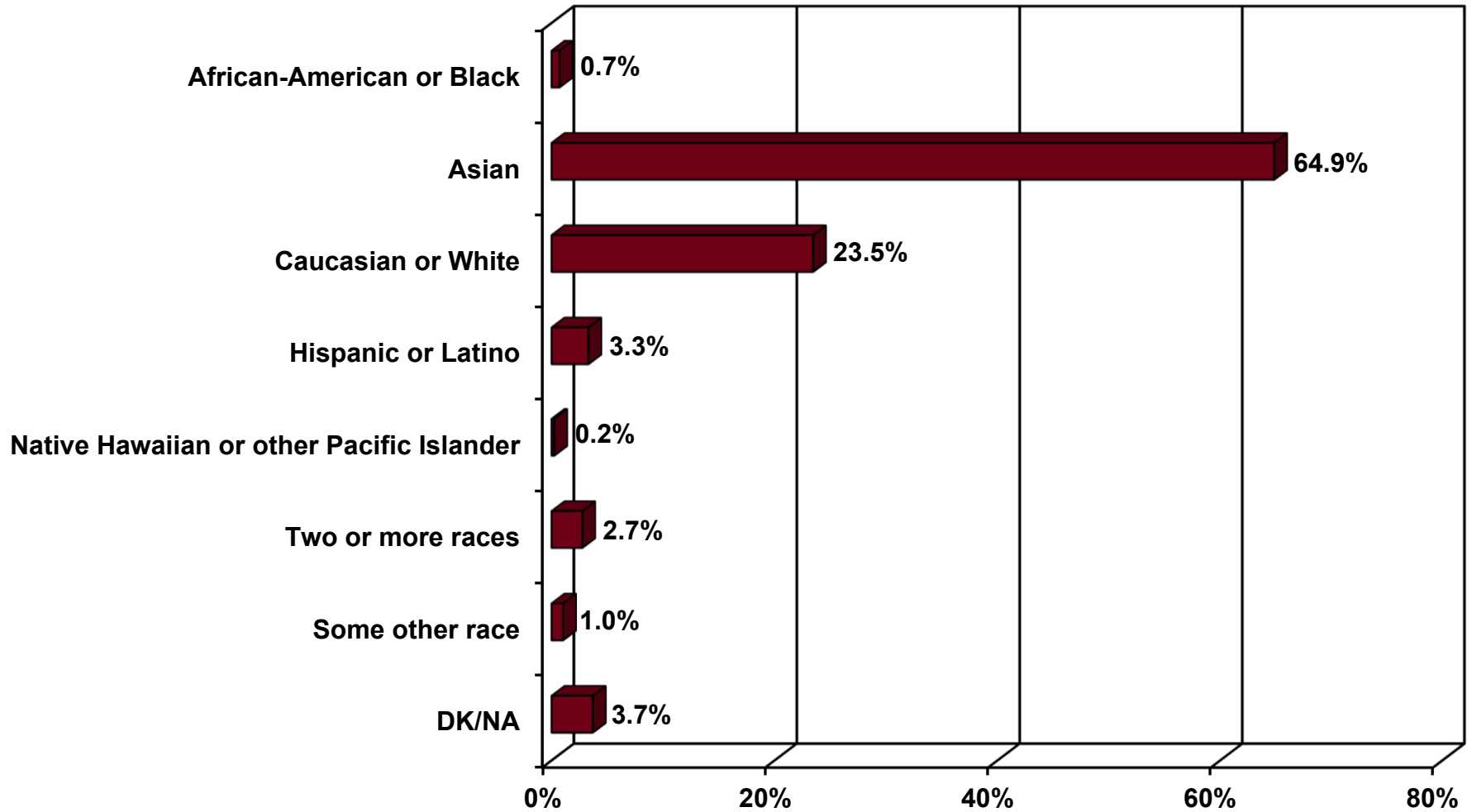
QD. Number of Adults 18+ in Household



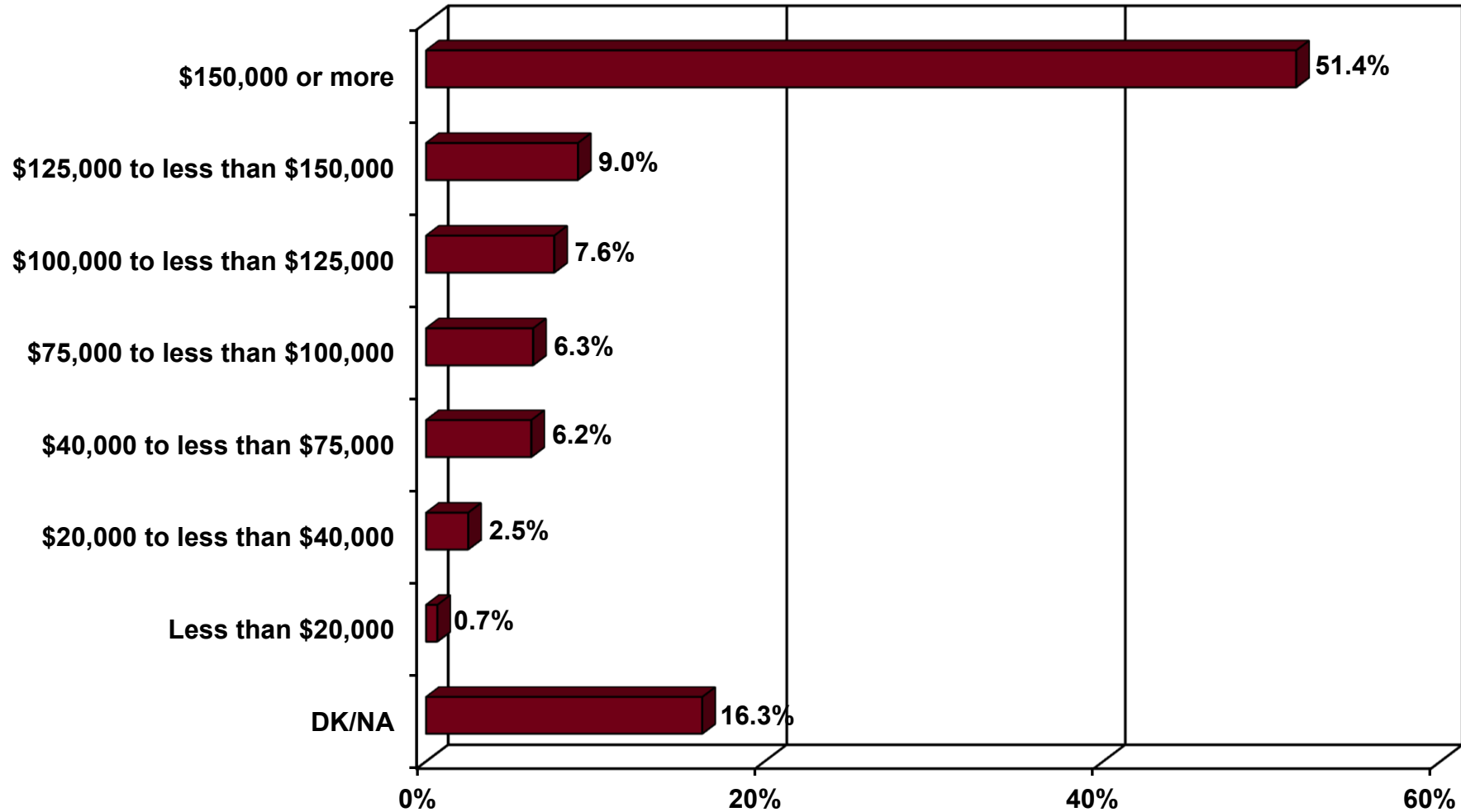
QE. Number of Children in Household

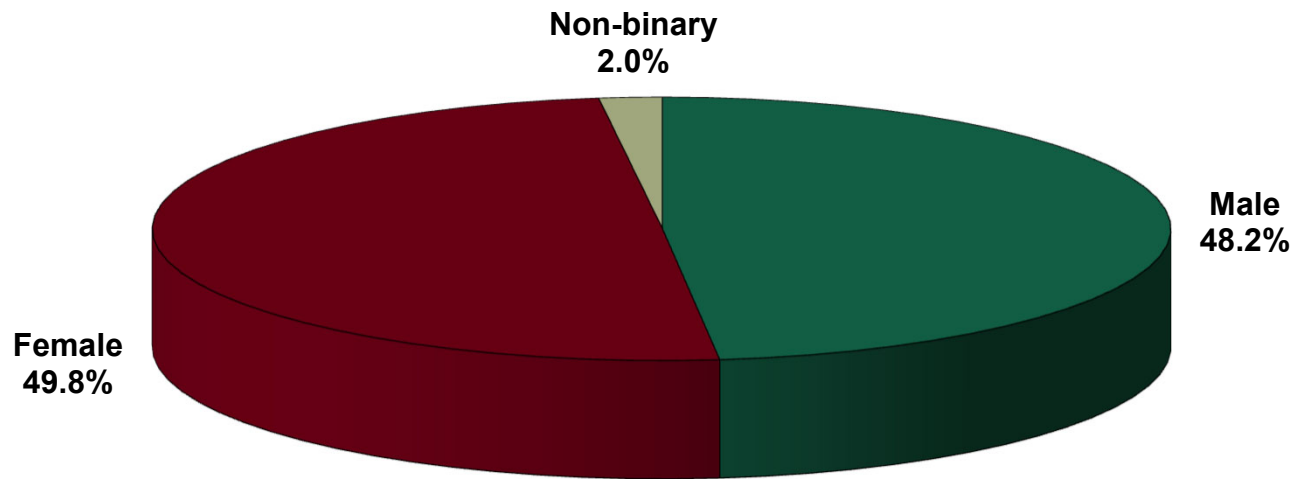


QF. Ethnicity



QG. Household Income







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