

# City of Lakeland



## **EZ Can Alley Collection Survey Summary**

**June 2011**  
(revised 7/13/11)

**Presented by F & B Associates, Inc.**

## Introduction

In May, 2011, the Director of Communications for the City of Lakeland, Kevin Cook, and the Director of Public Works, Rick Lilyquist, initiated discussions regarding the need for a survey designed to gather citizen feedback regarding upcoming changes in the City's trash collection program. F & B Associates, Inc. entered into an agreement to provide a comprehensive and objective survey of the households in the designated neighborhoods designed to solicit critical input regarding the future options for alley trash collection. The first stage of the project called for discussions to clarify the survey objectives, methodology, and time table for completion. The results of these discussions were used to guide the development of the survey. The survey adhered to the Gabor-Granger model, presenting a series of defined price points and asking the respondent to choose whether or not they would pay at each point. To help ensure a high response rate and keep the focus on the problem statement, no open-ended response options were included in the questionnaire design. To further encourage participation in the survey, a \$100 gift card drawing was offered as part of the design with survey responses separated from the sweepstakes entry form so as to preserve the anonymity and confidentiality of the survey respondents.

A large-format, four-color postcard inviting the residents to participate in an online survey was mailed to all known addresses within the designated neighborhoods. Those residents without access to the internet could request a hardcopy version of the survey. Approximately 1600 postcards were mailed out. The total number of valid responses received was 285, including 42 hardcopy responses received by the cutoff date of June 30, 2011. As part of the plan to achieve a higher response rate, and to preserve the confidential nature of the responses, the survey responses were tabulated directly by F & B Associates, Inc.

This report is divided into the following sections:

**Executive Summary** – A summary of the key results and findings of the research.

**Survey results summarized by section** – Comprehensive summary of significant findings relating to each of the sections of the survey.

**Conclusions and Recommendations** – Results of the analysis of the survey data.

**Data Analysis Output** – Frequency tables and cross-tabulations for every question in the survey.

**Questionnaire** – A copy of the survey used to collect the data that is summarized and analyzed in this report.

*F & B Associates, Inc. thanks all of the City's residents who took the time and effort to respond to this important survey.*



## Executive Summary

The following are the key findings from the analysis of the survey results.

### External Validity/Generalizability to the Population of Interest:

Steps were taken during the problem statement, research design, and instrument development stages of this project to ensure the highest response rate possible within the constraints of the budget and characteristics of the population of interest. This survey project achieved an overall response rate of 17.6% which exceeds expectations (10 – 15%) for a survey of this type, administered via online media. (refer to the following link for comparison – <http://www.howto.gov/customer-service/collecting-feedback/online-surveys-fact-sheet#expect> ). More importantly, all of the affected neighborhoods responded with response rates ranging from 100% for small neighborhoods and approximately 20% for the largest neighborhoods. Although no attempt was made to estimate non-response bias, the user of this report can comfortably rely on the results as being representative of the population of interest within the context of the original problem statement.

### Willingness to Pay an Additional Monthly Fee:

The attitudes of the residents of the thirteen affected neighborhoods are mixed. One fourth of the residents indicated they are **very willing** to pay an additional fee to maintain the alley service on a once per week basis. However, nearly 4 out of 10 respondents indicated they **would not** pay extra for the continuation of alley service. When those who are reluctant to pay extra are included the proportion of respondents unwilling to pay extra jumps to more than half of the residents. Of those who are very willing or somewhat willing to pay extra, there is a statistically significant difference between neighborhoods with nearly three-fourths of those who are very willing to pay residing in only two neighborhoods.

### Price Value at Selected Price Points:

For those who are willing to pay an additional monthly fee, the weighted average price-point (based solely on the data collected) is calculated at \$9.27 per month. While approximately half of the respondents were willing to pay \$5.50 per month, the willingness to pay a higher monthly fee drops rapidly with one-third (92) willing to pay a fee of \$8 and approximately one in five (64) willing to pay \$11 per month.

### Conclusions and Recommendations:

Not surprisingly, there is a general reluctance (55.8%) to pay an additional fee for continuation of service that has been provided for the standard fee for decades. There is a moderately low perceived price/value relationship and decisions should reflect this fact. A modest percentage of the residents of two neighborhoods are the most willing to pay extra and this reflects a higher price/value relationship **only in those two neighborhoods**.

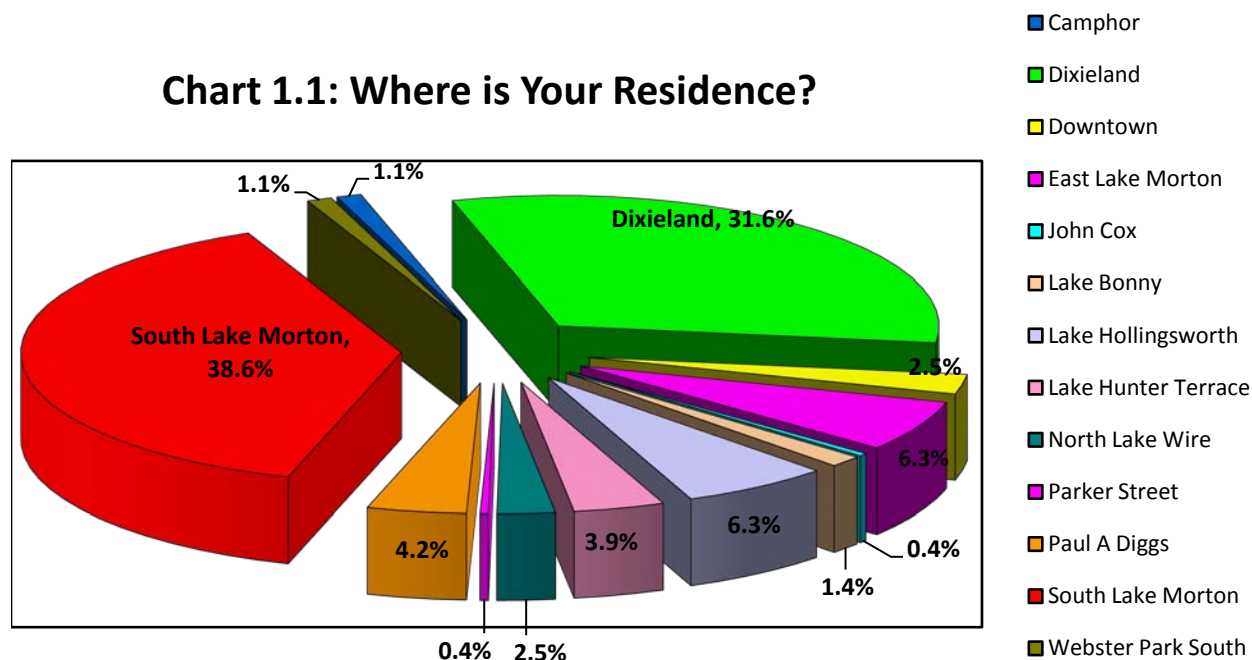


## Who Responded to the Survey?

A critical concern for every research project concerns the validity of the results. If the survey results are to be used for planning and decision-making by the City Commissioners and/or the City's management team, then there must be a very high level of confidence in the ability to generalize the findings. For the EZ Can project the responses are consistent with the population characteristics of the designated neighborhoods. The overall response rate was 13.1% ranging by neighborhood from a low of 3.8% (Parker Street) to a high of 100% (Camphor). The two largest neighborhoods had a 13.2% response rate (Dixieland) and a 17.6% response rate (South Lake Morton). For a complete tabulation of response rate by neighborhood refer to Table 2.1 in Appendix A.

**Question:** "Please refer to the post card that you received regarding this survey. On the front of the post card you will find the name of the neighborhood in which you live. Please check which neighborhood you live in."

**Chart 1.1: Where is Your Residence?**



For a complete set of Frequency Tables for all variables, please refer to Appendix B.

The two most populated neighborhoods (Dixieland and South Lake Morton) account for the majority of the responses to the survey (200 out of 285 = 70.2%) however, all neighborhoods are represented and responses were cross-tabulated to control for neighborhood variance – refer to the set of comprehensive cross-tabulations in Appendix C and Appendix D.



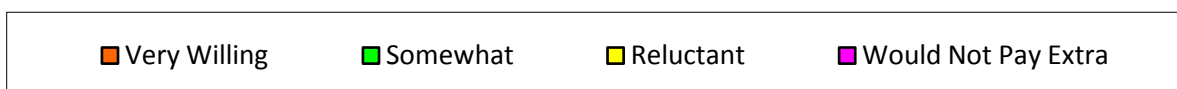
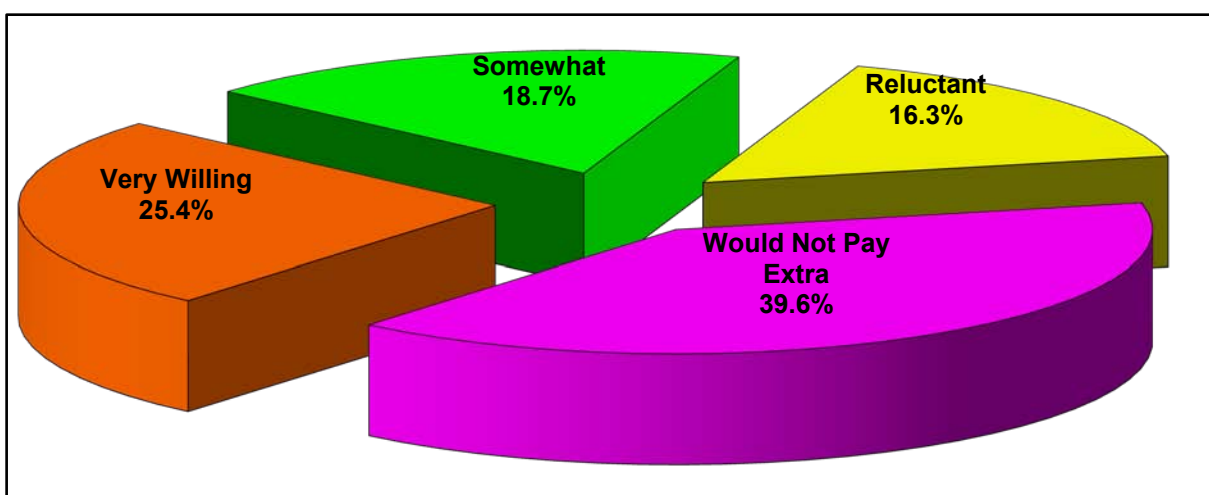
### **General Attitude Toward Paying Additional Monthly Fee**

**Question:** "Continuing to offer alley garbage collection (on a once per week basis) will require the purchase of new equipment and additional staffing requirements. How willing are you to pay an additional monthly fee to continue alley collection?"

**Table 1.1: Willingness to Pay Additional Fee**

City of Lakeland Trash Collection			
Response	# of Responses	Valid Percent	Cumulative Percent
Very Willing to Pay Extra	72	25.4	25.4%
Somewhat Willing to Pay	53	18.7	44.2%
Reluctant to Pay Extra	46	16.3	60.4%
Would Not Pay Extra	112	39.6	100.0%
Missing/No Response	2		
Total	285	100.0	

**Chart 1.2: Willingness to Pay**



The largest percentage of respondents (39.6%) would not be willing to pay an additional monthly fee for the proposed once per week collection service. Approximately one-fourth of the respondents indicated a strong willingness to pay and when combined with the 18.7% of respondents who indicated they were “somewhat” willing to pay there is an almost equal percentage of the residents who are willing to pay the additional fee. When the responses are cross-tabulated by neighborhood a statistically significant pattern emerges (see below.)

**Table 1.2: Cross-tabulation of Willingness to Pay by Neighborhood**

Neighborhood	Very Willing to Pay Extra	Somewhat Willing	Reluctant to Pay	Would Not Pay	Total Responses
<b>Camphor</b>	1	0	2	0	3
% of neighborhood	33.3%		66.7%		
<b>Dixieland</b>	21	18	14	37	90
% of neighborhood	23.3%	20.0%	15.6%	41.1%	
<b>Downtown</b>	0	2	0	5	7
% of neighborhood		28.6%		71.4%	
<b>East Lake Morton</b>	6	1	1	10	18
% of neighborhood	33.3%	5.6%	5.6%	55.6%	
<b>John Cox</b>	0	1	0	0	1
% of neighborhood		100%			
<b>Lake Bonny</b>	0	1	1	2	4
% of neighborhood		25%	25%	50%	
<b>Lake Hollingsworth</b>	4	0	2	10	16
% of neighborhood	25%		12.5%	62.5%	
<b>Lake Hunter Terrace</b>	2	0	2	7	11
% of neighborhood	18.2%		18.2%	63.6%	
<b>North Lake Wire</b>	1	2	2	2	7
% of neighborhood	14.3%	28.6%	28.6%	28.6%	
<b>Parker Street</b>	0	0	0	1	1
% of neighborhood				100%	
<b>Paul A Diggs</b>	1	4	0	7	12
% of neighborhood	8.3%	33.3%		58.3%	
<b>South Lake Morton</b>	35	24	22	29	110
% of neighborhood	31.8%	21.8%	20%	26.4%	
<b>Webster Park South</b>	1	0	0	2	3
% of neighborhood	33.3%			66.7%	
<b>TOTALS</b>	72	53	46	112	283
% of neighborhood	25.4%	18.7%	16.3%	39.6%	

One neighborhood, South Lake Morton, is more than 50% very willing or somewhat willing to pay the additional fee. Seven of the thirteen neighborhoods are more than 66.7% reluctant or unwilling to pay the additional fee.



### **What are the Residents Willing to Pay?**

The primary objective of conducting the survey was to determine the price which best reflects the willingness of the respondents to pay for the perceived added value of continuing alley collection on a reduced, once per week schedule. Of those 171 respondents (60.4%) who indicated some willingness to pay (from very willing to reluctant) the weighted average price point for the value-added service is **\$9.27** per month for once weekly alley collection. See Table 1.3 below for the calculations.

**Table 1.3: Weighted Average Additional Fee for Alley Collection**

City of Lakeland Trash Collection Of those willing, How Much?		
Additional Fee	# Responses	
\$ 5.50	142	\$ 781.00
\$ 8.00	92	\$ 736.00
\$ 11.00	64	\$ 704.00
\$ 15.50	38	\$ 589.00
\$ 22.00	24	\$ 528.00
	360	\$ 3,338.00
<b>Weighted Average Fee</b>		<b>\$ 9.27</b>

Further analysis of the responses to the question of how much the residents are willing to pay per month reveals another statistically significant trend. Of the 24 respondents (out of 283 valid cases – 8.5%) indicating a willingness to pay \$22 per month, nearly two-thirds reside in the South Lake Morton neighborhood (15/24 = 62.5%) with the remaining 9 responses coming from two other neighborhoods, Dixieland and East Lake Morton.

Of the 38 respondents indicating a willingness to pay an additional \$15.50 per month, 50% reside in South Lake Morton, 36.8% reside in Dixieland, and 10.5% reside in East Lake Morton. A similar pattern exists at the \$11 per month rate with 50% of the 64 respondents residing in South Lake Morton, 37.5% in Dixieland, and 7.8% in East Lake Morton. Lake Hollingsworth and Paul A Diggs residents make up the remaining 3 responses (4.7%).

Of the 192 (67.8%) respondents who indicated they were willing to pay \$5.50 in additional monthly fees, only three neighborhoods reported more than 50% of the



respondents were willing to pay \$5.50 (Camphor, John Cox and South Lake Morton.)

### **Conclusions and Recommendations**

The City of Lakeland is facing an important decision which potentially affects a narrowly targeted segment of the population. Dramatic increases in the costs associated with traditional trash collection combined with reduced tax revenues has led the City's management team to consider alternative ways to achieve higher efficiencies in all areas of operations. In particular, the City is moving toward a City-wide, one day per week, automated garbage collection service. A collection of older, in-town neighborhoods have traditionally been served with collection of trash in the alleys located at the back of their properties. These neighborhoods present a unique challenge in attempting to implement the automated service. In order to continue the alley collection service, special equipment will need to be purchased to accommodate the narrower confines of the alleys. Smaller collection vehicles and additional staff on the alley crews will be necessary.

Based on the analysis of the data collected for this study, the following conclusions can be drawn:

More than half (55.8%) of the respondents indicated they were, "reluctant to pay extra" or "would not pay extra" for the continuation of alley service. This result suggests that the overall attitude of the residents of the affected neighborhoods is not receptive to additional fees and the perceived price/value relationship does warrant continuation of the alley service if there are additional fees necessary to cover the cost of continuation.

A modest proportion (25.4%) of the neighborhood residents in the 13 affected neighborhoods is, "Very Willing to pay the additional monthly fees to continue alley collection on a once per week basis." However, fifty-six (78%) of those who responded as very willing to pay an additional fee are located in only 2 of the 13 neighborhoods. This suggests that a limited alley collection service could be offered in these 2 large neighborhoods (Dixieland and South Lake Morton) at an additional fee.

If the decision is made to continue alley service, the respondents to this survey indicated a willingness to pay a weighted average additional monthly fee of \$9.27. The weighted average monthly fee may only be acceptable to those residents who indicate a willingness to pay and will most likely be unacceptable to the remaining 56% of neighborhood residents.

The data collected during this project and contained herein should provide an objective basis for making the important decisions facing the team. Residents were supportive and honest in sharing their opinions and attitudes as shown in the compiled data.

Larry Ross, Ph.D.  
President, F & B Associates, Inc.





## **Appendix A**

**Table 2.1: Neighborhood Response Rates**

City of Lakeland Trash Collection Response rates			
Neighborhood	# of Responses	# of Households	Response Rate
Camphor	3	3	100%
Dixieland	90	504	17.6%
Downtown	7	20	35.0%
East Lake Morton	18	110	16.4%
John Cox	1	23	4.3%
Lake Bonny	4	14	28.6%
Lake Hollingsworth	18	68	26.5%
Lake Hunter Terrace	11	62	17.7%
North Lake Wire	7	123	5.7%
Parker Street	1	19	5.3%
Paul A Diggs	12	127	9.4%
South Lake Morton	110	522	21.1%
Webster Park South	3	32	9.4%
Total	285	1627	17.5%



**Appendix B: Frequency Tables****Where do you live?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Camphor	3	1.1	1.1	1.1
	Dixieland	90	31.6	31.6	32.6
	Downtown	7	2.5	2.5	35.1
	East Lake Morton	18	6.3	6.3	41.4
	John Cox	1	.4	.4	41.8
	Lake Bonny	4	1.4	1.4	43.2
	Lake Hollingsworth	18	6.3	6.3	49.5
	Lake Hunter Terrace	11	3.9	3.9	53.3
	North Lake Wire	7	2.5	2.5	55.8
	Parker Street	1	.4	.4	56.1
	Paul A Diggs	12	4.2	4.2	60.4
	South Lake Morton	110	38.6	38.6	98.9
	Webster Park South	3	1.1	1.1	100.0
	Total	285	100.0	100.0	

**Willing to Pay Extra?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Willing	72	25.3	25.4	25.4
	Somewhat Willing	53	18.6	18.7	44.2
	Reluctant	46	16.1	16.3	60.4
	Would Not Pay Extra	112	39.3	39.6	100.0
	Total	283	99.3	100.0	
Missing	0	1	.4		
	System	1	.4		
	Total	2	.7		
Total		285	100.0		

**Pay \$5.50 extra?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, willing to pay \$5.50	142	49.8	74.0	74.0
	No, not willing to pay \$5.50	50	17.5	26.0	100.0
	Total	192	67.4	100.0	
Missing	0	86	30.2		
	System	7	2.5		
	Total	93	32.6		
Total		285	100.0		

**Pay \$8.00 extra?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, willing to pay \$8.00	92	32.3	56.4	56.4
	No, not willing to pay \$8.00	71	24.9	43.6	100.0
	Total	163	57.2	100.0	
Missing	0	111	38.9		
	System	11	3.9		
	Total	122	42.8		
Total		285	100.0		

**Pay \$11.00 extra?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, willing to pay \$11.00	64	22.5	50.8	50.8
	No, not willing to pay \$11.00	62	21.8	49.2	100.0
	Total	126	44.2	100.0	
Missing	0	146	51.2		
	System	13	4.6		
	Total	159	55.8		
Total		285	100.0		

**Pay \$15.50 extra?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, willing to pay \$15.50	38	13.3	36.9	36.9
	No, not willing to pay \$15.50	65	22.8	63.1	100.0
	Total	103	36.1	100.0	
Missing	0	169	59.3		
	System	13	4.6		
	Total	182	63.9		
Total		285	100.0		

**Pay \$22.00 extra?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, willing to pay \$22.00	24	8.4	30.8	30.8
	No, not willing to pay \$22.00	54	18.9	69.2	100.0
	Total	78	27.4	100.0	
Missing	0	191	67.0		
	System	16	5.6		
	Total	207	72.6		
Total		285	100.0		

**Appendix C: Crosstab Willingness to Pay****Where do you live? \* Willing to Pay Extra? Cross-tabulation**

		Willing to Pay Extra?				Total
		Very Willing	Somewhat Willing	Reluctant	Would Not Pay Extra	
Camphor	Count	1	0	2	0	3
	% within Where do you live?	33.3%	.0%	66.7%	.0%	100.0%
Dixieland	Count	21	18	14	37	90
	% within Where do you live?	23.3%	20.0%	15.6%	41.1%	100.0%
Downtown	Count	0	2	0	5	7
	% within Where do you live?	.0%	28.6%	.0%	71.4%	100.0%
East Lake Morton	Count	6	1	1	10	18
	% within Where do you live?	33.3%	5.6%	5.6%	55.6%	100.0%
John Cox	Count	0	1	0	0	1
	% within Where do you live?	.0%	100.0%	.0%	.0%	100.0%
Lake Bonny	Count	0	1	1	2	4
	% within Where do you live?	.0%	25.0%	25.0%	50.0%	100.0%
Lake Hollingsworth	Count	4	0	2	10	16
	% within Where do you live?	25.0%	.0%	12.5%	62.5%	100.0%
Lake Hunter Terrace	Count	2	0	2	7	11
	% within Where do you live?	18.2%	.0%	18.2%	63.6%	100.0%
North Lake Wire	Count	1	2	2	2	7
	% within Where do you live?	14.3%	28.6%	28.6%	28.6%	100.0%
Parker Street	Count	0	0	0	1	1
	% within Where do you live?	.0%	.0%	.0%	100.0%	100.0%

Paul A Diggs	Count	1	4	0	7	12
	% within Where do you live?	8.3%	33.3%	.0%	58.3%	100.0%
South Lake Morton	Count	35	24	22	29	110
	% within Where do you live?	31.8%	21.8%	20.0%	26.4%	100.0%
Webster Park South	Count	1	0	0	2	3
	% within Where do you live?	33.3%	.0%	.0%	66.7%	100.0%
Total	Count	72	53	46	112	283
	% within Where do you live?	25.4%	18.7%	16.3%	39.6%	100.0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	50.027 <sup>a</sup>	36	.060
Likelihood Ratio	61.301	36	.005
Linear-by-Linear Association	3.244	1	.072
N of Valid Cases	283		

a. 42 cells (80.8%) have expected count less than 5. The minimum expected count is .16.

**Appendix D: Crosstabs**

Notes		
Output Created		13-Jul-2011 09:47:22
Comments		
Input	Data	C:\Users\lross\Documents\Trashb.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	285
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=Neighborhood BY Extra\$5.50 /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT ROW /COUNT ROUND CELL.
Resources	Processor Time	00:00:00.016
	Elapsed Time	00:00:00.021
	Dimensions Requested	2
	Cells Available	174762

[DataSet1] C:\Users\lross\Documents\Trashb.sav

**Where do you live? \* Pay \$5.50 extra? Cross-tabulation**

			Pay \$5.50 extra?		Total
			Yes, willing to pay \$5.50	No, not willing to pay \$5.50	
Where do you live?	Camphor	Count	3	0	3
		% within Where do you live?	100.0%	.0%	100.0%
	Dixieland	Count	43	10	53
		% within Where do you live?	81.1%	18.9%	100.0%
	Downtown	Count	1	1	2
		% within Where do you live?	50.0%	50.0%	100.0%
	East Lake Morton	Count	8	0	8
		% within Where do you live?	100.0%	.0%	100.0%
	John Cox	Count	1	0	1
		% within Where do you live?	100.0%	.0%	100.0%
	Lake Bonny	Count	1	1	2
		% within Where do you live?	50.0%	50.0%	100.0%
	Lake Hollingsworth	Count	4	2	6
		% within Where do you live?	66.7%	33.3%	100.0%
	Lake Hunter Terrace	Count	2	2	4
		% within Where do you live?	50.0%	50.0%	100.0%
	North Lake Wire	Count	3	2	5
		% within Where do you live?	60.0%	40.0%	100.0%
	Paul A Diggs	Count	5	0	5
		% within Where do you live?	100.0%	.0%	100.0%
	South Lake Morton	Count	70	11	81
		% within Where do you live?	86.4%	13.6%	100.0%
	Webster Park South	Count	1	0	1
		% within Where do you live?	100.0%	.0%	100.0%
Total		Count	142	29	171
		% within Where do you live?	83.0%	17.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	13.699 <sup>a</sup>	11	.250
N of Valid Cases	171		

a. 19 cells (79.2%) have expected count less than 5. The minimum expected count is .17.



**Where do you live? \* Pay \$8.00 extra? Crosstabulation**

			Pay \$8.00 extra?		Total
			Yes, willing to pay \$8.00	No, not willing to pay \$8.00	
Where do you live?	Camphor	Count	0	3	3
		% within Where do you live?	.0%	100.0%	100.0%
	Dixieland	Count	31	11	42
		% within Where do you live?	73.8%	26.2%	100.0%
	Downtown	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	East Lake Morton	Count	7	1	8
		% within Where do you live?	87.5%	12.5%	100.0%
	John Cox	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	Lake Bonny	Count	1	0	1
		% within Where do you live?	100.0%	.0%	100.0%
	Lake Hollingsworth	Count	3	1	4
		% within Where do you live?	75.0%	25.0%	100.0%
	Lake Hunter Terrace	Count	1	1	2
		% within Where do you live?	50.0%	50.0%	100.0%
	North Lake Wire	Count	1	3	4
		% within Where do you live?	25.0%	75.0%	100.0%
	Paul A Diggs	Count	2	3	5
		% within Where do you live?	40.0%	60.0%	100.0%
	South Lake Morton	Count	46	25	71
		% within Where do you live?	64.8%	35.2%	100.0%
Total		Count	92	50	142
		% within Where do you live?	64.8%	35.2%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	17.548 <sup>a</sup>	10	.063
N of Valid Cases	142		

a. 17 cells (77.3%) have expected count less than 5. The minimum expected count is .35.

**Where do you live? \* Pay \$11.00 extra? Crosstabulation**

			Pay \$11.00 extra?		Total
			Yes, willing to pay \$11.00	No, not willing to pay \$11.00	
Where do you live?	Camphor	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	Dixieland	Count	24	9	33
		% within Where do you live?	72.7%	27.3%	100.0%
	East Lake Morton	Count	5	3	8
		% within Where do you live?	62.5%	37.5%	100.0%
	John Cox	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	Lake Bonny	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	Lake Hollingsworth	Count	2	1	3
		% within Where do you live?	66.7%	33.3%	100.0%
	Lake Hunter Terrace	Count	0	2	2
		% within Where do you live?	.0%	100.0%	100.0%
	North Lake Wire	Count	0	3	3
		% within Where do you live?	.0%	100.0%	100.0%
	Paul A Diggs	Count	1	2	3
		% within Where do you live?	33.3%	66.7%	100.0%
	South Lake Morton	Count	32	18	50
		% within Where do you live?	64.0%	36.0%	100.0%
Total		Count	64	41	105
		% within Where do you live?	61.0%	39.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.616 <sup>a</sup>	9	.075
N of Valid Cases	105		

a. 16 cells (80.0%) have expected count less than 5. The minimum expected count is .39.

**Where do you live? \* Pay \$15.50 extra? Crosstabulation**

			Pay \$15.50 extra?		Total
			Yes, willing to pay \$15.50	No, not willing to pay \$15.50	
Where do you live?	Camphor	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	Dixieland	Count	14	13	27
		% within Where do you live?	51.9%	48.1%	100.0%
	East Lake Morton	Count	4	2	6
		% within Where do you live?	66.7%	33.3%	100.0%
	John Cox	Count	0	1	1
		% within Where do you live?	.0%	100.0%	100.0%
	Lake Hollingsworth	Count	1	2	3
		% within Where do you live?	33.3%	66.7%	100.0%
	Lake Hunter Terrace	Count	0	2	2
		% within Where do you live?	.0%	100.0%	100.0%
	North Lake Wire	Count	0	3	3
		% within Where do you live?	.0%	100.0%	100.0%
	Paul A Diggs	Count	0	2	2
		% within Where do you live?	.0%	100.0%	100.0%
	South Lake Morton	Count	19	18	37
		% within Where do you live?	51.4%	48.6%	100.0%
Total		Count	38	44	82
		% within Where do you live?	46.3%	53.7%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.677 <sup>a</sup>	8	.288
N of Valid Cases	82		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .46.

**Where do you live? \* Pay \$22.00 extra? Crosstabulation**

			Pay \$22.00 extra?		Total
			Yes, willing to pay \$22.00	No, not willing to pay \$22.00	
Where do you live?	Camphor	Count	0	1	1
		% within Where do you live?	.0%		100.0%
	Dixieland	Count	5	13	18
		% within Where do you live?	27.8%	72.2%	100.0%
	East Lake Morton	Count	4	1	5
		% within Where do you live?	80.0%	20.0%	100.0%
	John Cox	Count	0	1	1
		% within Where do you live?	.0%		100.0%
	Lake Hollingsworth	Count	0	2	2
		% within Where do you live?	.0%		100.0%
	Lake Hunter Terrace	Count	0	2	2
		% within Where do you live?	.0%		100.0%
	North Lake Wire	Count	0	3	3
		% within Where do you live?	.0%		100.0%
	Paul A Diggs	Count	0	1	1
		% within Where do you live?	.0%		100.0%
	South Lake Morton	Count	15	9	24
		% within Where do you live?	62.5%	37.5%	100.0%
Total		Count	24	33	57
		% within Where do you live?	42.1%	57.9%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.829 <sup>a</sup>	8	.045
N of Valid Cases	57		

a. 14 cells (77.8%) have expected count less than 5. The minimum expected count is .42.

## **Appendix E**

### **Unsolicited resident comments collected from surveys received via USPS.**

- I have not had alley trash collection for +/- 10 years, as the larger trucks of that period could not get around the corner behind my property. Since then the trash collection has been curbside, and it works well. I would NOT pay for alley collection.
- The present way is the best in old neighborhoods with narrow alleys, etc. Monday and Thursday works great – if it is not broke, don't fix it.
- As it is now, the trash collection is strewn down the alley, when picked-up. Better service should be of concern, instead of rate increases.
- My front yard slopes toward the street. I normally put out 1 trash bag only once a week. In the fall, I would have yard waste for Wednesday pickup, but probably not more than once or twice over 2 months. I have difficulty hauling things to the alley – let alone the curb at the front – Please continue alley pickup. I will be 88 in November and have leg problems.
- Most residents between Scott Ave and Florence Ave (alley) are rentals. The participation would probably be small. Completion of the survey (online & mail) may be small also.
- There's nothing wrong with the hard working people picking up here twice a week.
- No change in service needed here. Would like to keep same existing service of twice per week.
- We the people are already paying \$17.25 per month for garbage pickup. The price should not go up because you want to cut back to one day a week. Several people only put garbage out once a week anyway. I believe the city is just wanting to buy new equipment. That's just an excuse and very much unfair. The city will be saving money by dropping down to one day a week and it's not the people's fault we have to use the alley; the city doesn't want the garbage out front of (sic) street.
- This is the historical district. We like it like it's been for years. Why should we be penalized now? It was intended for alley pickup. New is not always better. I pay \$15.49 now for twice a week – why should I pay more for once a week? I've been here since 1949 and I'm satisfy (sic). You're taking away jobs at a time when they are needed. What's wrong with the trucks you are using?
- How are you saving – putting people out of work and cost of the new equipment? We are strapped now when will end?
- There is a driveway at 60 Lake Hunter Drive, which exits onto Lake Hunter Drive. A garbage rollout container could easily be rolled to the bottom of this driveway. The same is true of several other properties on Lake Hunter Drive. Some property owners (deed holders) would not need alley service, between Lincoln Avenue and Hunter Street.

- I would like to see garbage pickup and recycling done on the same day.
- When your (sic) living on Social Security trying to pay house mortgage and high gas, high food and a bunch of rich people raising electric costs and any other costs to homeowners the rich ones that get elected don't even know how hard it is to keep the mortgage paid – stop spending like us!
- I'll be forced to use curb-side collection. There are too many extra fees being charged already. What will happen to the currently used vehicles? Will there be fewer employees?
- I do not use the alley for trash collection.
- Not a very in depth survey. I hope particular areas such as mine are considered. Near the foot and ankle clinic it is a narrow alley with some multi-family dwellings that in actuality would need two waste cans. Thanks.

# Price Value for Alley Trash Collection Service

## Invitation to participate in an important survey

The City of Lakeland recently began an automated garbage collection program for residential customers. This automated collection program has been introduced in phases and by 2013 the program will be fully implemented. The new program reduces collection to one day per week. As the City moves toward city-wide automated garbage collection, there is concern for the approximate 2,300 residential customers who are currently serviced by alley garbage collection. There are issues with continuing to service alley collection such as reduced efficiency and additional costs. We are asking for your valuable input as we address these trash removal issues. This survey will take less than 5 minutes to complete. Your responses will be anonymous and no effort will be made to contact you following the survey period. In appreciation of your time, we are offering a chance to win a \$100 Publix grocery gift card. Please see the instructions on the last page of the survey for entering the drawing.

## Where is your residence?

Please refer to the post card that you received regarding this survey. On the front of the post card you will find the name of the neighborhood in which you live. Please check which neighborhood you live in. This information is for classification purposes only and will not be used to identify the respondent. Your answers are anonymous.

**\* Please select the neighborhood that corresponds with the neighborhood on the post card that you received. You must select one, but you can only check one.**

- ☐ Camphor
- ☐ Dixieland
- ☐ Downtown
- ☐ East Lake Morton
- ☐ John Cox
- ☐ Lake Bonny
- ☐ Lake Hollingsworth
- ☐ Lake Hunter Terrace
- ☐ North Lake Wire
- ☐ Parker Street
- ☐ Paul A Diggs
- ☐ South Lake Morton
- ☐ Webster Park South

## Pricing options

To address the issues associated with continuing to offer alley garbage collection on a once per week basis, there will be additional costs. We would like your input on a series of price/value points that reflect these additional costs of collection.

## Price Value for Alley Trash Collection Service

**Continuing to offer alley garbage collection (on a once per week basis) will require the purchase of new equipment and additional staffing requirements. How willing are you to pay an additional monthly fee to continue alley collection?**

- ☐ Very willing to pay extra for this valuable service
- ☐ Somewhat willing to pay extra for this valuable service
- ☐ Reluctant to pay extra for this service
- ☐ Would not pay extra for alley collection

**Would you be willing to pay \$5.50 extra each month to continue alley garbage collection?**

- ☐ Yes, willing to pay \$5.50 per month
- ☐ No, not willing to pay \$5.50

**Would you be willing to pay \$8.00 extra each month to continue alley garbage collection?**

- ☐ Yes, willing to pay \$8.00 per month
- ☐ No, not willing to pay \$8.00

**Would you be willing to pay \$11.00 extra per month to continue alley garbage collection?**

- ☐ Yes, willing to pay \$11.00 each month
- ☐ No, not willing to pay \$11.00

**Would you be willing to pay \$15.50 extra per month to continue alley garbage collection?**

- ☐ Yes, willing to pay \$15.50 per month
- ☐ No, not willing to pay \$15.50



## Price Value for Alley Trash Collection Service

**Would you be willing to pay \$22.00 extra per month to continue alley garbage collection?**

- ☐ Yes, willing to pay \$22.00 per month
- ☐ No, not willing to pay \$22.00

**Thank You for your time and for sharing your opinions with us.**

We appreciate your cooperation in this important survey. We value your time. Please go to the next page and click on the link to enter the drawing for the \$100 Publix grocery gift card.