

2017 Campus Recycling Departmental Customer Satisfaction Survey: Summary Results

Survey Administration

Survey type: Online

Survey dates: Two and a half weeks, October 27 – November 15, 2017

Number of responses: 256 (approximately a 5% increase in number of responses from the 2015 survey)

How the survey was marketed:

- Email to all customers who submitted requests using our online service request form within the past 6 months
- Email to all customers who currently participate in the department compost program
- Email to all customers who requested event recycling services in past 1 year
- Email to OSU Inform lists C06 (Classified staff), C07 (Professional Faculty) and C11 (Office Managers, Executive Assistants, Administrative Assistants)
- Listing in OSU Today email list
- Button on Campus Recycling website homepage

Respondent Demographics

Respondent roles

A majority of the respondents were OSU employees (94%), which is similar to the results of the 2015 survey. Less than 10% of respondents were building managers, which is a decrease from the 2015 survey in both percentages (8% and 15% respectively) and total number of responses (37 and 22 respectively). Note: This was a “check all that apply” question, so some respondents fall into both categories.

Answer	# of responses 2015	% of responses 2015	# responses 2017	% responses 2017
OSU employee*	230	96%	242	94%
OSU building manager	37	15%	22	8%

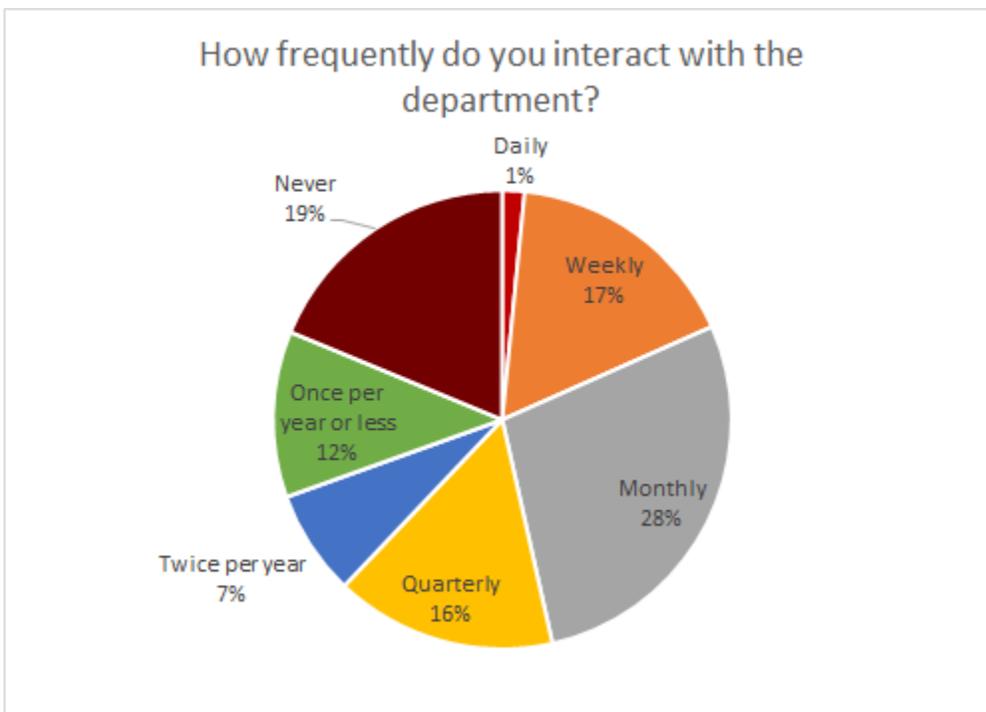
*Results from respondents who were not OSU employees were not included in the remaining results in this report.

How frequently respondents interact with Campus Recycling

Most respondents interact with the Campus Recycling department on a monthly basis (28%), which is similar to the 2015 survey. The second most frequent answer was “never” (19%) which was an increase in both percentage and number from the 2015 survey (28 and 11%, respectively). Many respondents also interact with Campus Recycling weekly (17%), twice per year (17%), or quarterly (16%), in this year’s survey.

Answer	# of responses 2015	% of responses 2015	# of responses 2017	% of responses 2017
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Daily	2	1%	4	2%
Weekly	38	16%	43	17%
Monthly	78	32%	72	28%
Quarterly	55	23%	40	16%
Twice per year	22	9%	19	17%
Once per year or less	21	11%	30	12%
Never	28	11%	48	19%

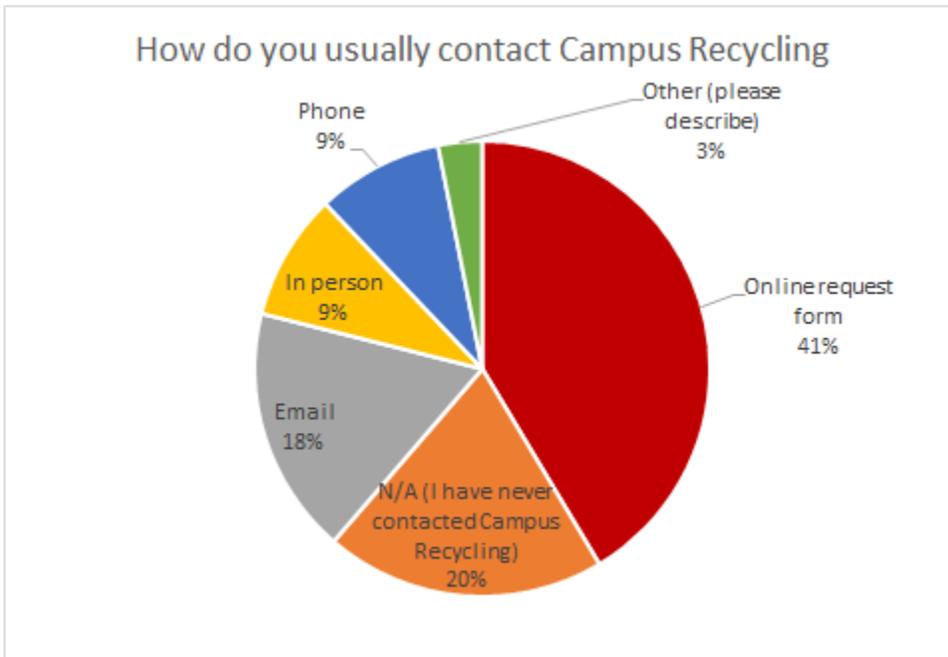


How respondents usually contact Campus Recycling

The largest portion of respondents contact Campus Recycling through the online recycling services request form (41%). The next most common answers were “not applicable” (20%) and through email (18%). In the 2015 results, the second most common way respondents contacted Campus Recycling was through in-person interactions (17%). Most respondents that answered “Other” described indirect experiences (e.g. student workers coming into office) or described multiple means of contacting Campus Recycling.

Answer	# of responses	% of responses
Online request form	106	41%
Not applicable (I have never contacted Campus Recycling)	51	20%

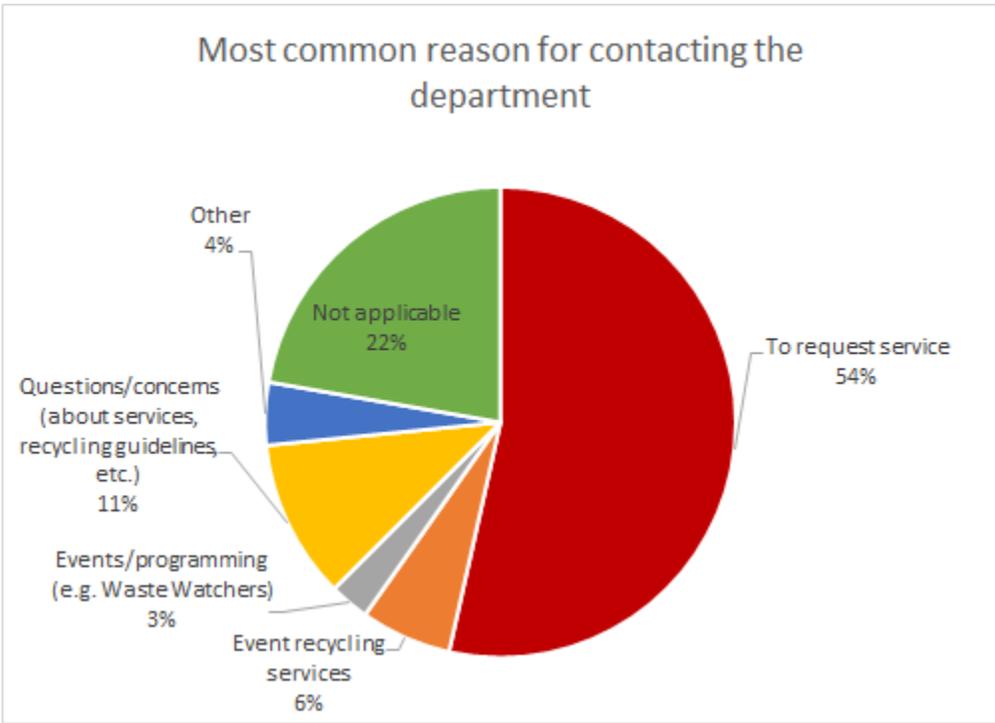
Email	45	18%
In person	23	9%
Phone	23	9%
Other (please describe)	8	3%



Most common reason for contacting Campus Recycling

More than half of the respondents commonly contact Campus Recycling to request a recycling service (54%). The second most frequent response was “Not applicable (I have not contacted Campus Recycling)” (22%). Most respondents that described “Other” means responded with impromptu interactions with our student crew servicing their building. Note: This question was not asked in the 2015 survey.

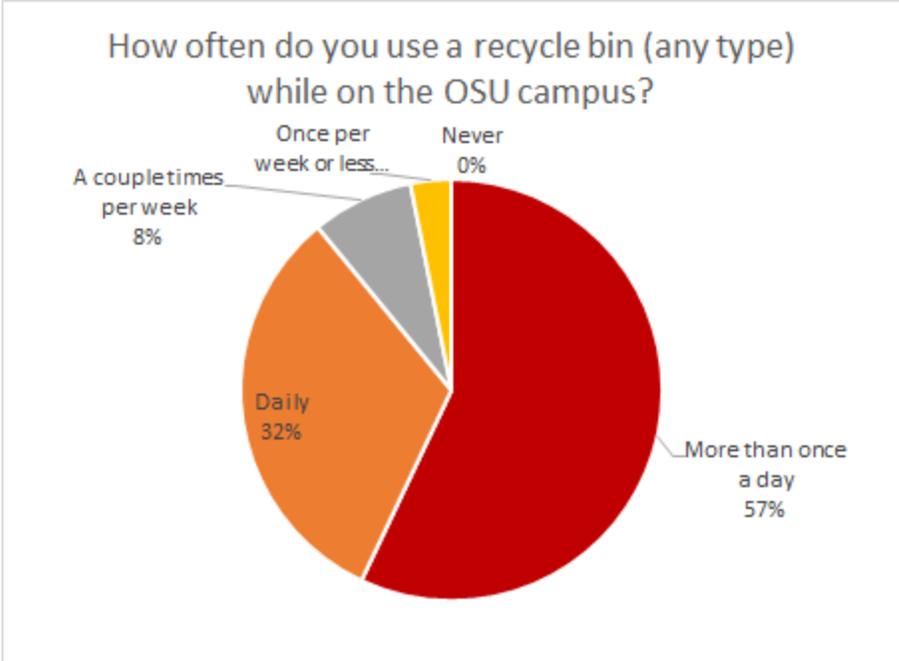
Answer	# of responses	% of responses
To request service	137	54%
Not applicable (I have not contacted Campus Recycling)	57	22%
Questions or concerns (about services, recycling guidelines, etc.)	28	11%
Regarding event recycling services specifically	16	6%
Other (please describe)	11	4%
Regarding Campus Recycling events/programming (e.g. Waste Watchers, Repair Fairs, RecycleMania, Beyond Earth Day, etc.)	7	3%



How often respondents use a recycle bin (any type) while on OSU campus

Approximately 90% of the respondents use a recycle bin at least daily. More than half of the respondents use a recycle bin multiple times per day (57%). These results are similar to the 2015 survey.

Answer	# of respondents	% of respondents
More than once a day	146	57%
Daily	82	33%
A couple times per week	20	8%
Once per week or less	8	3%
Never	0	0%



Program Familiarity

A majority of the respondents report being familiar with where and what type of recycle bins are located in their office/building (97% for both) and what materials are and are not accepted in OSU recycle bins (91%). Many respondents are also familiar with the confidential records shredding program (85%) and the online recycling service request form (72%). These results are similar to the 2015 survey.

Approximately half of the respondents are familiar with but have not participated in Campus Recycling community events (e.g. Repair Fairs, RecycleMania, Beyond Earth Day, etc.) (49%). However, there was a slight increase in respondents who have participated in community events from the 2015 survey (24% this year compared to 17% in 2015).

Approximately a third (36%) and a quarter (26%) of the respondents are familiar with but have not participated in the event recycling services or the department compost program respectively. These results are similar to the 2015 survey. There was a slight increase in familiarity of respondents in what special materials can be recycled if they are collected separately from the 2015 survey (69% this year compared to 60% in 2015).

More than half of the respondents are not familiar with the styrofoam policy and the All in the Hall recycling program (61% and 54% respectively). Almost half are not familiar with event recycling services and the department compost program (45% for both). These results are similar to the 2015 survey.

Note: The following topics were not included in the 2015 survey: the styrofoam policy, the All in the Hall recycling program, and what recycling bins are located in their office/building (the 2015 survey only addressed where recycle bins are located).

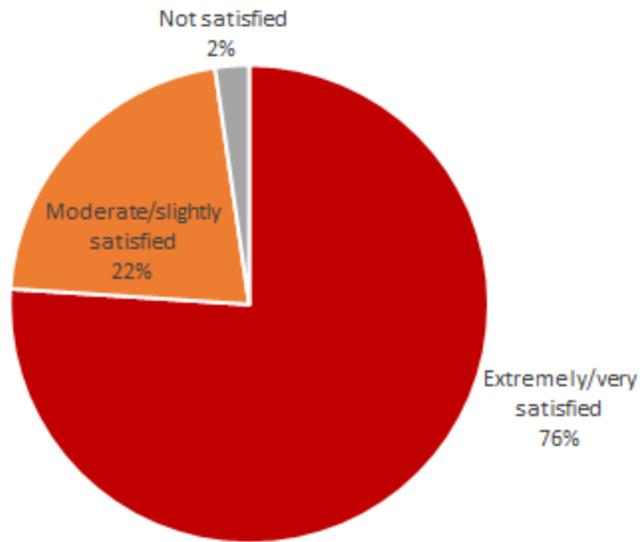
Topic	Have	Familiar but have not	Not familiar
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	used/participated	used/participated	
Materials accepted/not accepted in OSU recycle bins	83%	9%	8%
What recycle bins are located in your office/building	93%	4%	3%
Where recycle bins are located in your office/building	94%	3%	2%
What special materials can be recycled if they are collected separately	54%	15%	31%
Styrofoam (polystyrene) recycling collection service	21%	18%	61%
Online recycling service request form	59%	13%	28%
Confidential records shredding	65%	20%	16%
Event recycling services	20%	36%	45%
Department compost program	29%	26%	45%
All in the Hall recycling program (removal of classroom trash cans and addition of multi-bin units in hallways)	27%	19%	54%
Campus Recycling events (e.g. Repair Fairs, RecycleMania, Beyond Earth Day, etc.)	24%	49%	27%

Customer Satisfaction

Overall satisfaction with Campus Recycling is high - 76% of respondents are very or extremely satisfied and 98% are at least slightly satisfied overall. Campus Recycling received high marks (respondents are extremely or very satisfied) in the use of the online recycling service request form (85%) and professionalism and courteousness (81%). At least 95% of all respondents are at least slightly satisfied in all categories. The category that received the lowest marks (greatest percentage “not satisfied”) is timeliness in completing service requests (5%) and promptness of returning calls (5%). This is similar with the results from the 2015 survey.

Overall satisfaction with Campus Recycling



Topic	Extremely/very satisfied	Moderately/slightly satisfied	Not satisfied	Total*
Professionalism and courtesouness	81%	18%	0%	206
Helpfulness in resolving problems	76%	21%	3%	184
Collaboration in working with you	79%	17%	4%	180
Promptness of returning calls or emails	68%	27%	5%	177
Timeliness in completing service request	68%	27%	5%	198
Providing complete and accurate information	74%	23%	3%	176
Quality and quantity of information on the department's website	74%	23%	2%	167
Ease of navigation on the department's website	72%	25%	4%	169
Use of online recycling service request form	85%	13%	2%	161

Overall satisfaction with the department	76%	22%	2%	217
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*Note: Results for respondents that answered “Not applicable” on any of the categories were not included, to better compare results to the 2015 survey. “Not applicable” was not an available option for this question in the 2015 survey. It was included on this survey to accommodate those who answered they have never contacted or interacted with the Campus Recycling department in any of the previous questions.

Respondent Comments

General (39 comments mentioned - 24%)

A majority of the general comments were positive (90%). Of those that commented with criticism, it was general criticism about desiring either more recycling options or a more inclusive mixed recycling stream.

General services provided (35 comments mentioned - 22%)

A majority of the comments on the services provided by Campus Recycling include a desire for more bins in specific locations or are general desire for an expansion of certain types of recycled materials. Of these, nearly half (46%) include criticism surrounding the locations of the current recycling services across campus, 18% specifically commented on improvements to compost and Eco-2-Go container recycling, and 14% specifically mentioned a desire for increased cardboard recycling.

Staff customer service (32 comments mentioned - 20%)

A majority of the comments on customer service (both for the full-time staff and the student crew) are positive (78%). Of the negative/constructive comments, 25% of them were focused on the student crew and generally mentioned noise and cleanliness levels.

Educational/outreach opportunities and communication (31 comments mentioned - 19%)

A majority of these comments mentioned a desire for increased education on what recycling is available and what is accepted in recycling bins (42%) and nearly a quarter complained about staff responsiveness in terms of returning calls or emails (22%).

Frequency and timeliness in pick-ups (10 comments mentioned - 6%)

A majority of these were requests for more frequent servicing of the recycling bins around campus due to overflow issues (80%).

Online request form and website (7 comments mentioned - 4%)

A majority of these comments were about specific improvements they’d like to see to the online request form (71%).

Cleanliness of recycling areas (5 comments mentioned - 3%)

All of these comments referred to issues regarding the cleanliness of the area around recycle bins after the student crew serviced them.

Strengths, Opportunities, and Next Steps

The following is a summary of Campus Recycling's strengths, opportunities for improvement, and next steps, based on the survey's satisfaction ratings, familiarities ratings, and comments.

Strengths

As mentioned above, overall satisfaction with Campus Recycling was high within the respondents, and Campus Recycling received good marks in use of the online recycling service request form and professionalism and courteousness. No more than 5% of all respondents are unsatisfied in any category.

Most respondents are familiar with what recycle bins are in their office/building, where they are located, and what materials are accepted/not accepted in OSU recycle bins. Approximately 90% of respondents use a recycle bin daily and approximately 60% use recycle bins multiple times a day.

From the 2015 survey, there were slight increases in the number of respondents that have participated in Campus Recycling community events (e.g. Repair Fairs, RecycleMania, Beyond Earth Day, etc.) and in familiarity of respondents with what special materials can be recycled if they are collected separately. Both of these areas were points of focus after the 2015 survey.

Most of the respondents had general comments about Campus Recycling overall and a majority of them were positive. Some highlights from survey comments are provided below:

"[Campus Recycling is] doing a good job of keeping recycling at the forefront of conversations and continually coming up with ways to make recycling easier and more transparent."

"I'm a sustainable living person and believe in the recycling program and its worthiness. It contributes to my job satisfaction. I appreciate everything you do."

"I'm impressed by what can be recycled and how clearly it is posted in my building."

"Everyone is very professional and helpful when they come to pick up the recycling. I am always impressed with their courtesy and good manners."

"I think OSU Campus Recycling is doing everything they can to be a top-notch campus recycling program."

"I love how ambitious OSU recycling is. Thank you very much for your efforts."

Opportunities and Next Steps

Timeliness in completing service requests

The category in which respondents were most unsatisfied was timeliness of completing service requests. In order to address this issue, Campus Recycling staff are in the process of increasing the frequency of recycling service so that nearly all buildings are serviced each week (formerly some buildings were serviced every-other-week). The department is also working with Surplus Property to alter the allocation of student workers and vehicles to meet the needs of both departments with more time efficiency. This includes creating more efficient route schedules for the student crew when they are out servicing buildings. The average response time to online service requests will be considered and information on the form and website updated if needed, to reflect this.

Student crew training

Campus Recycling is working on providing a more robust, standard training for the student crew that is projected to be implemented in early 2018. Based on survey results, emphasis will be put on servicing special recyclables while they are out on their regular recycling service routes and the importance of being professional and less disruptive while servicing recycling bins around campus.

Eco2Go container collection

Many respondents commented regarding a desire for increased efficiency in Eco2Go container collection (the reusable, orange, to go containers used on campus). Since this service is headed by University Housing and Dining Services, Campus Recycling will reach out to start a discussion regarding the efficiency of this service and if Campus Recycling should play a role in alleviating collection issues.

Cardboard recycling

Many comments mentioned a request for cardboard recycling to be located indoors. Campus Recycling understands this desire but unfortunately cannot accommodate these concerns at this time. Indoor cardboard recycling is not feasible due to space limitations, fire code, and pest prevention.

Increased education on available recycling resources and accepted materials

Many respondents expressed a desire for increased education on the different recycle options on campus and accepted materials in each. Campus Recycling will address this primarily through an effort to install standard recycle bin signage across campus. In the past year, the department has been implementing projects designed to better understand sign needs, which are detailed below. The department aims to utilize the information gathered to install standard signage on campus within the next couple of years.

- Best practice research conducted in summer 2017 regarding effective signage.
- A sign experiment run in spring 2017 to better understand the effectiveness of different types of recycling signage in different campus environments.
- A sign installation project run in fall 2017 to estimate the resources needed to install basic wall and on-bin signs in recycling stations across campus.
- Recycling audits to be run in 2018 to assess the efficiency of mixed recycling in various campus environments.

Campus Recycling is also considering the possibility of a “did you know” outreach effort that utilizes findings from the survey to formulate key educational tips that are shared with campus on a periodic basis.