



2025 Customer Survey

604 West 6960 South
Midvale, UT 84047

p. (385)468-6325
f. (385)468-6330

info@wfwrdutah.gov
www.wasatchfrontwaste.org

Executive Summary

The Wasatch Front Waste and Recycling District (WFWRD) serves approximately 86,256 households across multiple jurisdictions, including the cities of Cottonwood Heights, Herriman, Holladay, Millcreek, Taylorsville, Kearns, Magna, White City and Emigration Canyon; annexed portions of Murray and Sandy; the Town of Brighton and Copperton, along with unincorporated Salt Lake County.

In March 2025, WFWRD conducted a Customer Satisfaction Survey to assess public perception of services, staff interactions, awareness of funding sources, and satisfaction with programs such as recycling, trailer rentals, billing preferences, and the Seasonal Container Reservation Program (SCRP). A total of 2,676 residents responded.

The feedback offers valuable insight into overall satisfaction, customer priorities, and areas where services and communication can be improved. These findings will help guide WFWRD's future planning, operational decisions, and community outreach efforts.

Key Findings:

- 85% of respondents are either “Very Satisfied” or “Satisfied” with the waste and recycling services they receive. Breakouts of each service in appendix.
- 35% of respondents interacted with WFWRD customer service in the past year; of these, 81% rated their experience as Excellent or Good.
- 29% of respondents interacted with WFWRD drivers; 84% rated their experience as Excellent or Good.
- 11% of respondents interacted with another WFWRD staff member; 77% rated their experience Excellent or Good.
- Only 43% of respondents are aware that WFWRD operates solely on customer fees and not taxes, highlighting a key area for public education.
- Out of all the services WFWRD provides (beyond weekly garbage collection), respondents ranked them in the following order of importance:
 1. Weekly Recycling Collection
 2. Seasonal Container Reservation Program (SCRP)
 3. Free Landfill Voucher
 4. Container Repair/Replacement
 5. Central Fall Leaf Bag Collection
 6. Centralized Glass Recycling Drop-Off Sites
 7. Curbside Christmas Tree Pickup
 8. Availability of Green and Bulk Waste Trailer Rentals (extra fee)
 9. Moving Box Collections
- 60% of respondents do not support eliminating the SCRП program to reduce fees.
- 52.5% of respondents do not support moving to bi-weekly recycling pickup to save costs.

- While 75% of respondents were either neutral or more in support of moving from quarterly to monthly billing, only 30% supported this transition when the cost increase to the District of \$0.64 per home per month to make the change was included in a follow-up question. We believe that some respondents may have misinterpreted this as a fee increase.
- Over 840 open comments were received, with themes including (more specifics in Appendix pages at end):
 - Appreciation for service
 - Concerns about SCRP availability
 - Billing cycle opinions
 - Recycling education needs (confusion about recycling)

Seasonal Container Reservation Program (SCRP) Insights:

- 18% of respondents reserved a SCRP container in 2024.
- 80% of those that reserved a container found the reservation process easy (neutral and above).
- 74% shared the container with neighbors or family members.
- 10% reported unauthorized use of their reserved container.
- 90% of those receiving a container were satisfied with the 2024 services they received (neutral and above).

Big Cottonwood Canyon Specific Insights:

Container Site Usage:

- The most used sites were Silver Fork (51%) and the Brighton Loop Compactor (42%).
- Most respondents (80%) perceived the sites as clean to some degree, with 19% rating them as clean and 61% indicating a neutral or "somewhat clean" experience.
- However, 18% found the sites unclean with significant debris, and 2% reported they were not using the sites.

Satisfaction with Trailer Reservation/Rental Programs (Q22):

- Among the respondents who rated satisfaction with trailer services the Free Once-a-Year Trailer Reservation had the highest satisfaction rate out of the 3 trailer programs available (other two were the non-free programs)
- The Green Waste and Bulk Waste Trailer Rentals (separate fee) also received generally positive feedback, though fewer participants rated them due to lower usage.
- Many respondents selected "N/A – I did not use this service," indicating limited awareness or participation in these programs.

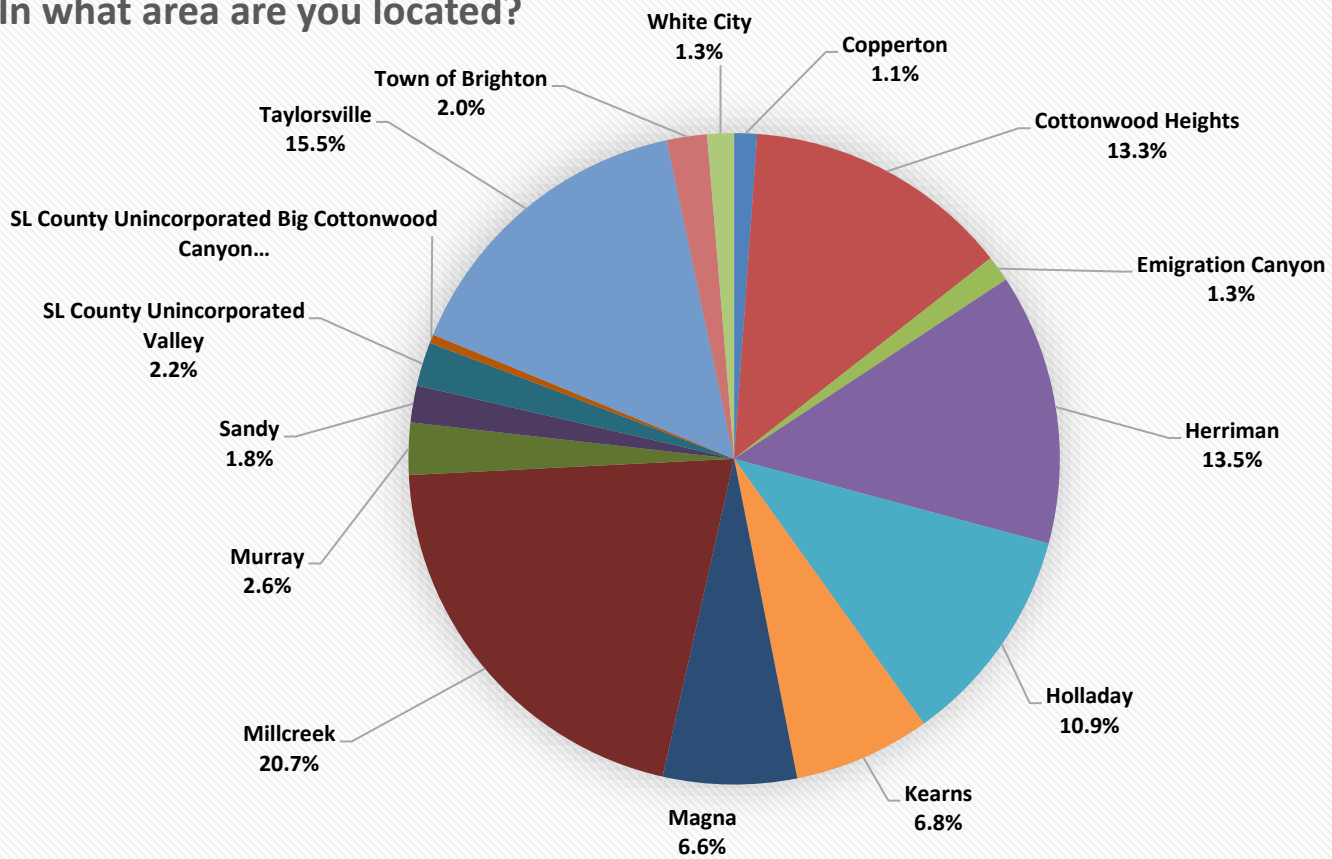
Survey Administration

The 2025 Customer Satisfaction Survey was available from March 4 through March 15, with an extension granted through March 22 following a community request. Residents with an email address on file received direct invitations to participate. Additional outreach was conducted through the WFWRD website, social media platforms, and communications shared by our Board of Trustees within their respective communities. Push notifications were also sent via the ReCollect app to ensure broad awareness and participation.

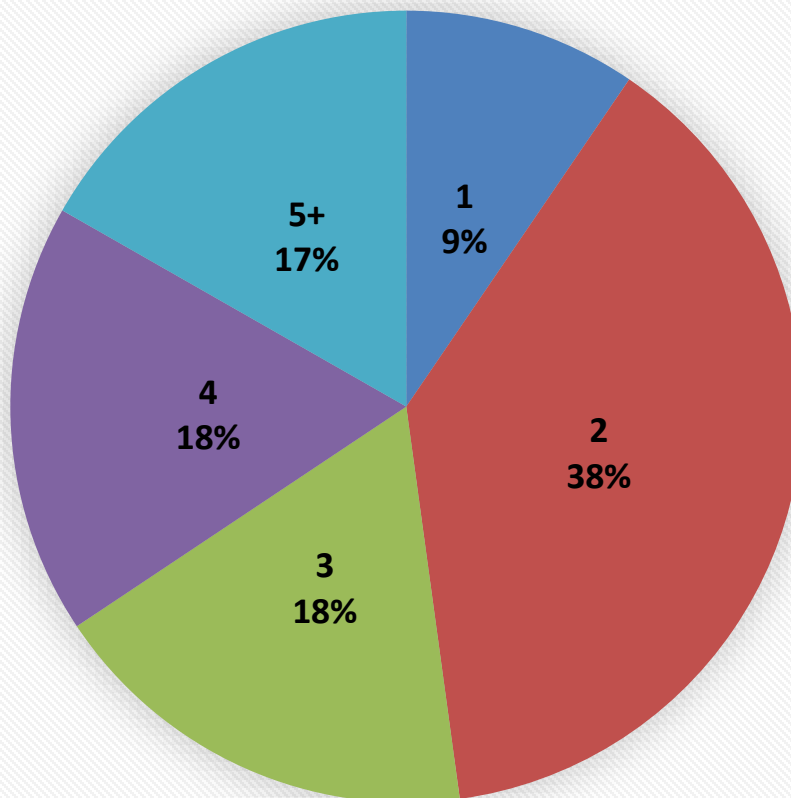
Participant Demographics

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In what area are you located?



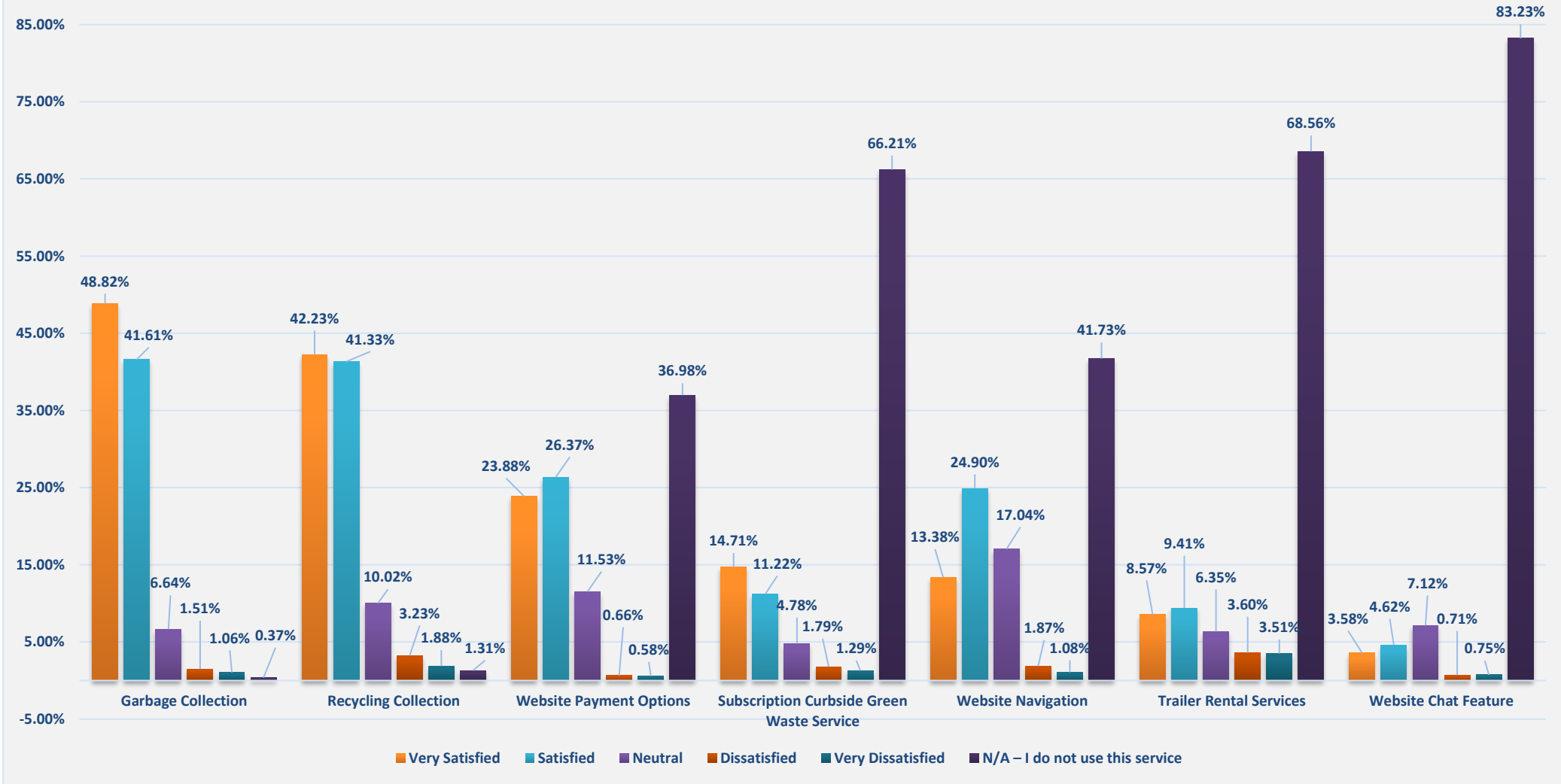
How many people live in your household?



APPENDIX-MORE SPECIFICS

Satisfaction with Specific WFWRD Services

Specifically, how satisfied are you with the following WFWRD services?



WFWRD Staff Interaction Key Themes from Open-Ended Customer Comments:

Positive Interactions with Drivers

- Many customers appreciate drivers who wave, smile, or wait for them to bring bins out.
- Noted for kindness, professionalism, and friendliness.
- Examples: Drivers helped with missed pickups, extra effort to pick up spilled trash, careful placement of cans.

Missed or Incomplete Pickups

- Several reports of bins being partially emptied or skipped entirely.
- Customers expressed frustration when they had to wait a full week for the next pickup.
- Some drivers were described as rushing or leaving cans tipped over or blocking driveways.

Customer Service Experiences

- Many praised helpful, prompt, and friendly support.
- Others criticized the lack of follow-through, difficulty reaching staff, and unhelpful or rude representatives.
- Some noted improvement over the years in tone and professionalism.

Name	Mention/Compliment
Justin Tuft	Helpful in handling customer concerns.
Pam Roberts	Multiple compliments with patience and education.
James Kelsey	Delivered an excellent presentation; praised as a great PR asset.
Renee Plant	Recognized as a great PR asset.
Jose Hernandez	Praised for courteous service.
Jenny Moser	Very professional, kind, and understanding.
Lindsey Pennington	Frequently praised for quick, effective, and friendly service.
Jr. Vigil	Known for waving and smiling, appreciated by community.
Rick / Rick Larrabee	Friendly, efficient dumpster delivery and careful placement.
Jazzlynn Chaves	Praised for being kind, helpful, and informative.
Jason Gates	Mentioned with Jazzlynn.
Yael Johnson	Responded quickly to email with helpful solutions.
Michele Henn	Beloved by her customers for going above and beyond.
Deanna (Diana) Khachiyants	Courteous payment assistance.
Brooke Pirtle (Special Services)	Helpful support, especially around trailer services.
Gena Sosa	Great assistance with payment; praised for professionalism.
Sione Tuione	Mentioned alongside Pam Roberts.

Key Themes from Open-Ended “Additional Comments or Suggestions”:

SCRIP (Seasonal Container Program)

- Too hard to reserve – fills up instantly.
- Driveway-only placement excludes many residents.
- It feels unfair – most can't access it, but many feel like everyone pays for the service.
- Lost community benefit – used to be shared when containers were dropped on the street.

Suggested SCRP Fixes: *(Perhaps we should provide more education about the program and how it works to remove assumptions?)*

- Bring back street drop-offs for neighborhoods.
- Offer more containers or rotate by area.
- Consider a hybrid or opt-in model to improve access.

Green Waste Pickup

- Customers want year-round or extended pickup, especially in warm winters.
- Many find the service too costly for limited months.
- Some ask for their green can to be usable as regular trash off-season so they get what they pay for.

Missed or Inconsistent Service

- Reports of missed pickups, especially recycling and green cans.
- Drivers often leave cans tipped over or blocking driveways.
- Requests for more consistent pickup times and care.

Recycling Concerns

- Skepticism about whether recycling is happening.
- Requests to expand accepted materials (e.g., plastic bags, glass, Styrofoam).
- Desire for better education and transparency on what is truly recycled.

Billing Preferences

- Most customers prefer quarterly or annual billing.
- Opposition to monthly billing, especially if it adds cost.
- Some support paperless billing or auto-pay to reduce expenses.

Communication & Awareness

- Many were unaware of services like landfill vouchers, moving box pickup, or tree recycling.
- Requests for better promotion via email, website, app, or mailers.
- Desire for clear holiday pickup changes and reminders.

Fairness & Pricing

- Calls for pricing models based on usage, household size, or pickup frequency.
- Some feel it's unfair to pay the same as larger families when they generate less waste.
- Requests for discounts or opt-out options for services they don't use (e.g., recycling).