CITY OF MANHATTAN BEACH MEMORANDUM

TO:	Honorable Mayor Howorth and Members of the City Council
FROM:	Anna Luke-Jones, Public Works Senior Management Analyst
THROUGH:	Bruce Moe, Interim City Manager Stephanie Katsouleas, Director of Public Works
DATE:	December 19, 2017

SUBJECT: 2017 Solid Waste Services Survey Results: Residential and Commercial Users

In preparation of the City's next solid waste RFP process, City Staff created and promoted two solid waste surveys – 2017one for residential users and one for commercial users – through a variety of outlets from September 26 through October 27, 2017. Concurrently, staff solicited and received responses for waste hauler consultant services and selected HF&F to assist with the City's upcoming Waste Hauling RFP and selection process. HF&H is in the process of evaluating the city's currently level of services, other services the City may want to consider and general contract terms. A formal presentation about current and future service options is planned for the January 16, 2018 City Council meeting. In the interim, this memorandum summarizes staff's outreach efforts and the corresponding results of the 2017 Solid Waste Services Surveys in preparation for the upcoming January meeting.

SURVEY SUMMARY

Residential Users:

This Open City Hall topic received 259 total views and 190 completed survey responses (64 were registered with Open City Hall, 126 were unregistered "anonymous"). The responses equal 9.5 hours of public comment at three minutes per response.

Commercial Users:

This Open City Hall topic received 36 total views and 15 completed survey responses (3 were registered with Open City Hall, 12 were unregistered "anonymous"). The responses equal 45 minutes of public comment at three minutes per response.

SURVEY OUTREACH AVENUES

Multiple forms of outreach were utilized by City Staff to promote both the residential and commercial surveys to the Manhattan Beach community, which included:

- 1. Newspaper Print and Online Media (see Figures 1-2)
 - Five Beach Reporter Print Ads in or near the Manhattan Beach section of the weekly circulation were placed between September 28th and October 26th. The weekly circulation rate is 44,000 copies.

• **Beach Reporter Online "In-Story"** Ads promoting the survey between September 26th and October 27th. In-story ads appear between paragraphs or natural breaks in online articles in the center of the page. Our in-story ad had a total of 105,917 impressions and received a total of 817 clicks directing the user to the Open City Hall Solid Waste Survey page. The Click Through Rate (CTR) which indicates how successful the ad is was 0.82%. According to the Beach Reporter, the national average CRT is 0.06%, which makes this in-story ad very successful.

2. City Venues

- *City Hall Reception and Public Works Facilities:* Flyer displays (Figure 1) and hard copies of the surveys were provided from end of September through mid-October.
- *Hometown Fair*: 800 mini flyers promoting/inviting the community to take the survey and attend the community meeting were passed out at the Hometown Fair on October 7 8, 2017 (Figure 1).
- The City's Website Home Page and Calendar Section (Open City Hall community survey, Figures 3 4): The survey was posted on September 28, 2017 and also listed daily from October 2nd 31st.
- *eNotification* was sent to 471 subscribers in four categories (141 people opened the notification email).
- *Community Meetings:* The City's website calendar and eNotification process was used to advertise a community meeting regarding waste hauling services. The eNotification was sent on October 27, 2017 to 826 subscribers in six categories, and 225 people opened the eNotification email. A follow-up reminder was sent on November 2, 2017.
- *City Staff Outreach:* Staff emailed all citywide personnel a link to the survey to complete if they lived in town or work with the City's hauler/utilize services in their work functions.
- Public Works Director Stephanie Katsouleas promoted the survey during public comment at the City Council meetings on October 3rd and 17th.

3. Community Venues

- North Manhattan Business Improvement District (NBID): Attended a NBID meeting on Wednesday, October 4th to promote the commercial waste hauling survey. Staff also emailed the Chair of the NBID a link to the survey for further forwarding to his email contact list.
- **Downtown Business Association (DTBA)**: Attended a DTBA meeting on Thursday, October 12th to promote the commercial waste hauling survey. Staff also emailed the Executive Director of the DTBA a link to the survey for further forwarding to her email contact list.
- **Manhattan Beach Chamber of Commerce**: Staff provided Mark Lipps a link to the commercial waste hauling survey for further forwarding to his email contact list.



Figure 2. Beach Reporter On-line Ad.

Figure 1. Beach Reporter Print Ad

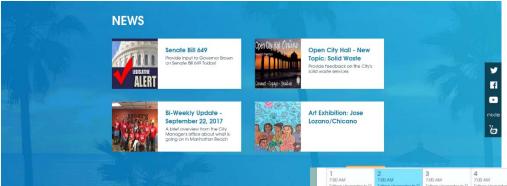


Figure 3. City Home Page and Figure 4 City Calendar (right)

1	2	3	4	5	6	7
7:00 AM Edison Upgrades in El Segundo and Manhattan Beach	7:00 AM Edition Upgrades in El Segundo and Manhattan Beach	7:00 AM Edison Upgrades in El Segundo and Manhattan Beach	7:00 AM Edition Upgrades in B Segundo and Manhattan Beach	7:00 AM Edition Upgrades in El Segundo and Manhattan Beach	7:00 AM Edition Upgrades in B Segundo and Manhattan Beach	7:00 AM Edison Upgrades in E Segundo and Manhattan Beach
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SURVEY RESULTS

Attachment 1 includes more detailed information from the Residential surveys and Attachment 2 from Commercial surveys, while the summary table below includes some notable highlights. Overall, the results suggest a high level of satisfaction with the current hauler and services provided and a strong commitment toward environmental protection.

Please note that complete raw data is available and can be emailed to you if you would like to review it. However, it is not included in this memo because it represents over 600 pages of printed information.

Survey Inquiry	Residents	Businesses
The Percentage of Respondents Who	(190 Respondents)	(15 Respondents)
Have lived in or operated a business in Manhattan Beach more than 11 years (which is longer than the full term of Waste Management's current contract)	84%	53%
That are "Happy" or "Extremely Happy" with the City's current waste hauler	78%	60%
Rated the quality of curbside collection services as the <i>Most Liked</i> by and the most important service to them	85%	60%
Who use phone calls to reach Waste Management for service assistance over other means, including using email, the City's app or a website link; 86% rate of residents and 67% of businesses rate that experience as "Good," "Very Good" or "Excellent"	75%	73%
Are residents who rated these services as "Extremely Important" Are businesses who rated these	86% - Curbside Trash Collection 85% - Curbside Recycling Coll.	80% - Curbside Trash Collection 87% - Curbside Recycling Coll.
services as "Important" or "Extremely Important"	60% - Green Waste Collection	Con. 60% - Certified Green Business Program
Rated Bulky Item Collection services as "Important" or "Extremely Important"	80%	26%

Survey Inquiry The Percentage of Respondents Who	Residents (190 Respondents)	Businesses (15 Respondents)
Said that these services are "Neutral", "Not Important at All" or "I Don't use This Service"	 56% - Door-side Household Hazard. Waste Collection 57% - Temporary Bin Rental 57% - Annual Shredding Event 68% - Backyard Composting Classes/Discount Bins 76% - Collection Drives (e.g., shoes, costumes) 77% - Refuse Facility Tours 81% - Contests 	 53% - Food Waste Program 53% - Commercial Audit 60% - Curbside Food Waste 60% - Temporary Bin Rental 73% - Green Waste Collection 76% - Collection Drives (e.g., shoes, costumes) 77% - Refuse Facility Tours 81% - Contests
Said they'd like to see a smaller, 20- gallon trash cart offered :	30%, with another 15% not sure	Not Applicable
Have used the dedicated webpage created by Waste Management just for Manhattan Beach to find out about bulky item collection, holiday collection schedules, and obtaining the call center phone number and other miscellaneous information	45%	13%
Indicated that the most popular avenues currently used to reach them about Waste Management services is through	35% - Bill inserts 33% - Newspaper/Magazine 25% -Newsletters	33% - Newspaper/Magazine 46% - Brochures 20% - Social Media 20% - Internet
Indicated that the top three outreach avenues preferred by residents (or businesses) to receive information about Waste Management services would be	58% - Via email 35% - The Beach Reporter 29% - Bill inserts	67% - Via email 33% - Internet 20% - Brochures
Said that they are the most motivated to reduce waste for different reasons, with the top three most popular	85% - Knowing it's the right thing to do for the environment	87% - Knowing it's the right thing to do for the environment
reasons being:	39% - Global warming/climate change 39% - It's easy and doesn't disrupt my routine	33% - Saves Money 33% - Continues Manhattan Beach's position as an environmental leader

Attachments: 1. Residential Solid Waste Survey Results 2. Commercial Solid Waste Survey Results

Attachment 1 Residential Solid Waste Survey Results

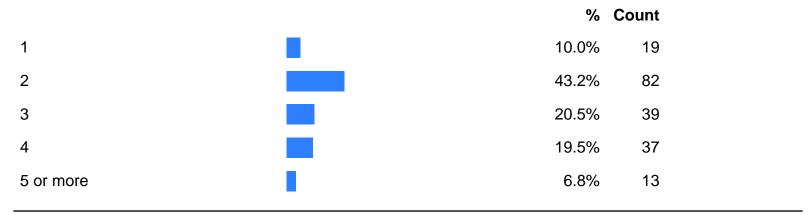
Review the City's current solid waste service and share your thoughts on future services.

Responses

How long have you lived in the City of Manhattan Beach?

		%	Count
0 to 5 years	I	5.3%	10
6 to 10 years		10.5%	20
11 to 20 years		20.0%	38
20+ years		64.2%	122

How many people reside in your home?



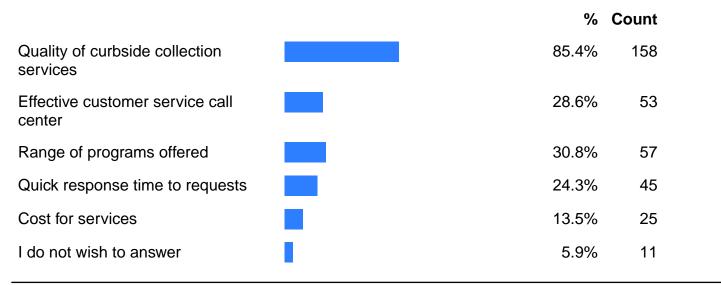
How happy are you with the City's current solid waste service provider, Waste Management? (1=Very unhappy, 5=Extremely happy

Waste Management



Review the City's current solid waste service and share your thoughts on future services.

What do you LIKE MOST about our current service provider, Waste Management? (Check all that apply)



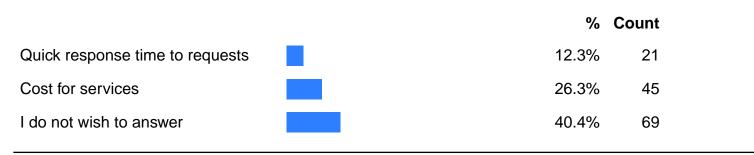
What ONE area of solid waste services is most important to you? (Choose one)

		%	Count
Quality of curbside collection services		68.4%	130
Effective customer service call center	1	3.7%	7
Range of programs offered		14.7%	28
Quick response time to requests	1	3.2%	6
Cost for services		10.0%	19

What area(s) needs the most improvement? (Check all that apply)

	%	Count
Quality of curbside collection services	14.6%	25
Effective customer service call center	11.7%	20
Range of programs offered	11.7%	20

Review the City's current solid waste service and share your thoughts on future services.



How do you typically request services or assistance with refuse needs?

		%	Count	
Call hauler, Waste Management		75.4%	135	
Email hauler, Waste Management	1	6.1%	11	
Call the City of Manhattan Beach	•	7.8%	14	
Place a Work Order on the City's website (www.citymb.info)	1	2.2%	4	
Use the City's mobile app, Reach Manhattan Beach, to request service		1.1%	2	
Other	1.	7.3%	13	

How would you rate your experience with Waste Management Customer Service Department Call Center (310-830-7100 or 866-909-4458)? (1=Poor, 5=Excellent)

WM Customer Service Call Center



Review the City's current solid waste service and share your thoughts on future services.

Please describe your experience with Waste Management Customer Service.

Answered 105 Skipped 85 all **always** back bin **call Called** courteous **customer** day do drivers friendly good had helpful item large like never one only out pick pickup problem professional request Service t them they time times trash Up very **Was waste** were wm

How important are each of these services to you? Please note that all of these services are currently available to residents through the City's contract with Waste Management.

Curbside Trash Collection (gray cart - landfill)

		%	Count
2 - Somewhat important	1	1.6%	3
3 - Neutral		0.5%	1
4 - Important		11.1%	21
5 - Extremely important		85.8%	163
I don't use this service		1.1%	2

Curbside Recycling Collection (blue cart - glass, paper, metal, plastic):



Review the City's current solid waste service and share your thoughts on future services.

Curbside Organics Collection (green cart - yard and food waste):

	%	Count
1 - Not important at all	3.7%	7
2 - Somewhat important	3.2%	6
3 - Neutral	4.7%	9
4 - Important	16.8%	32
5 - Extremely important	59.5%	113
I don't use this service	11.6%	22

Bulky-Item Pick-Up (ie: curbside pick-up of large items like mattresses, furniture, appliances):



At Your Door Household Hazardous Waste Collection:

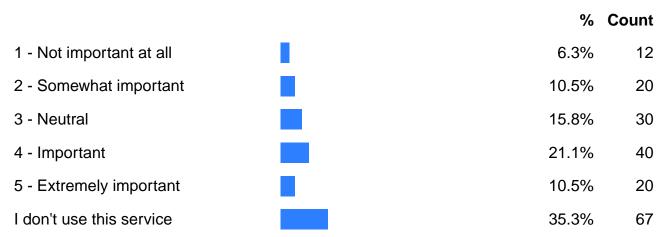
	%	Count
1 - Not important at all	9.5%	18
2 - Somewhat important	4.2%	8
3 - Neutral	16.8%	32
4 - Important	21.6%	41
5 - Extremely important	17.4%	33
I don't use this service	30.0%	57

Review the City's current solid waste service and share your thoughts on future services.

Backyard Composting Classes & Discount Bin Program:

		%	Count
1 - Not important at all		16.8%	32
2 - Somewhat important	•	9.5%	18
3 - Neutral		13.7%	26
4 - Important		13.7%	26
5 - Extremely important	1	7.4%	14
I don't use this service		37.9%	72

Temporary Bin Rental (for large clean-outs like a garage, moving, decluttering, etc.):



Annual Paper Shredding Event (typically held in April every year):

	%	Count
1 - Not important at all	13.7%	26
2 - Somewhat important	9.5%	18
3 - Neutral	13.7%	26
4 - Important	16.3%	31
5 - Extremely important	16.3%	31
I don't use this service	29.5%	56

Review the City's current solid waste service and share your thoughts on future services.

Refuse Hauler Facility Tours:

	%	Count
1 - Not important at all	25.8%	49
2 - Somewhat important	7.4%	14
3 - Neutral	13.2%	25
4 - Important	8.9%	17
5 - Extremely important	3.2%	6
I don't use this service	38.4%	73

Collection Drives (ie: Annual Halloween Costume & Shoe Drives):

		%	Count	
1 - Not important at all		20.5%	39	
2 - Somewhat important		10.0%	19	
3 - Neutral		21.1%	40	
4 - Important		7.4%	14	
5 - Extremely important	1.	5.3%	10	
I don't use this service		34.2%	65	

Contests (ie: Clean Cart Challenge):

		%	Count
1 - Not important at all		28.9%	55
2 - Somewhat important	•	9.5%	18
3 - Neutral		13.7%	26
4 - Important	1	3.7%	7
5 - Extremely important	1 Contraction of the second seco	3.2%	6
I don't use this service		38.9%	74

Review the City's current solid waste service and share your thoughts on future services.

A resident's refuse bill is determined by the size and quantity of the gray trash cart(s). The City currently offers three trash cart sizes: 35, 65, and 95 gallons, and the cost increases with each size. Would you be interested in the option for an even smaller, 20 gallon trash cart?

	%	Count	
Yes	29.6%	56	
No	55.6%	105	
Not sure	14.8%	28	

Is there a service you wish to receive that is not currently offered? Please explain:

Answered	55
Skipped	135
1 bins blue carts clea	an COLLECTION day door fOOD from green
hazardous know	like listed living make material more
multifamily only out	paper pick pick-up plastic property put
recycle recycling se	ee service services so t them trash up was
waste	

Have you ever visited Waste Management's website that was created just for the City of Manhattan Beach: https://manhattanbeach.wm.com?

	%	Count
Yes	45.3%	86
No	45.8%	87
Not sure	8.9%	17

If yes, was it helpful?

For Residents: Solid Waste ServicesReview the City's current solid waste service and share your thoughts on future services.%CountYes69.3%79No5.3%6Not sure25.4%29

Please explain why visiting https://manhattanbeach.wm.com was helpful, or why it was not helpful:

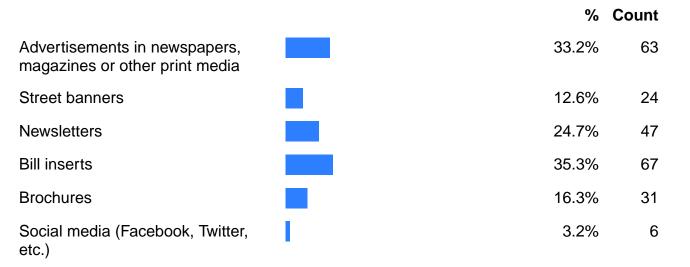
44

Answered

Skipped 146

- answered available bulk bulky contact could easily easy find found get good helpful holiday how info item know large learned more number numbers page phone pick pickup questions recyclable s Schedule services site t trash Up was website what

What types of solid waste promotional media have you seen or received? (Check all that apply)



Review the City's current solid waste service and share your thoughts on future services.

	%	Count
Internet (other than social media) such as www.citymb.info, www.wm.com or https://manhattanbeach.wm.com	20.5%	39
Other media	5.8%	11
None	27.4%	52

Which ONE outreach/promotional media is your most frequent source of information about solid waste services? (Choose one)

		%	Count
The Beach Reporter newspaper		27.4%	52
The Easy Reader newspaper	1	2.6%	5
The Daily Breeze newspaper	The second se	3.7%	7
Street banners	1	2.6%	5
Newsletters	•	8.4%	16
Bill inserts		22.1%	42
Brochures	The second se	3.7%	7
Social media (Facebook, Twitter, NextDoor, etc.)		5.3%	10
Internet (other than social media) such as www.citymb.info, www.wm.com or https://manhattanbeach.wm.com		18.9%	36
Other media	1	5.3%	10

How would you MOST prefer to receive information about solid waste services in Manhattan Beach? (Choose up to 3)

Review the City's current solid waste service and share your thoughts on future services.

		%	Count
The Beach Reporter newspaper		34.7%	66
The Easy Reader newspaper	1	5.8%	11
The Daily Breeze newspaper	1	6.8%	13
Email		58.4%	111
Phone hotline	I	3.7%	7
Street banners	1	7.9%	15
Newsletters		18.4%	35
Bill inserts		28.9%	55
Brochures	1	7.4%	14
Child's school	The second se	1.6%	3
Social media (Facebook, Twitter, NextDoor, etc.)		10.0%	19
Internet (other than social media) such as www.wm.com, https://manhattanbeach.wm.com, or www.citymb.info		21.1%	40
Other media	T is a second	2.1%	4

People reduce waste for different reasons. Please indicate which THREE reasons motivate you the most to reduce waste. (Choose up to 3)

	%	Count
Knowing it's the right thing to do for the environment	84.7%	160
It's easy and doesn't disrupt my routine	39.2%	74
Saves money	21.2%	40
Global warming / climate change	38.6%	73

For Residents: Solid Waste Services Review the City's current solid waste service and share your thoughts on future services. % Count 28.6% Health effects of pollution 54 Local, state or federal regulations 2.6% 5 Reducing my carbon footprint 33.9% 64 Continuing Manhattan Beach's 20.1% 38 position as an environmental leader Other 2.1% 4

Please provide any additional feedback about your experience with the City's solid waste services.

Answered 58

Skipped

132

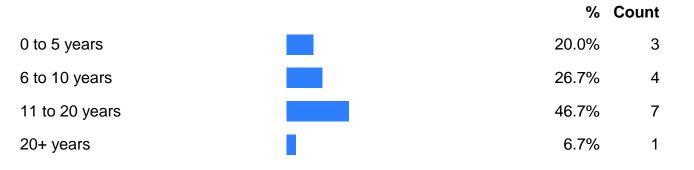
all **bin bins blue** day dO don drivers food from get good Green know like management more much OUt **pick** put **recycle** recycling **s service** so **street t** them **they** those too **trash** trucks UP very was Waste way what

Attachment 2 Commercial Solid Waste Survey Results

Review the City's current solid waste service to commercial users and share your thoughts on future services.

Responses

How long have you operated/managed a business in the City of Manhattan Beach?



How many employees do you have?



What type of business do you have?

	%	Count
Food waste establishment (ie: restaurant, grocery store, convenience store, etc.)	33.3%	5
Retail	40.0%	6
Office/Corporate	6.7%	1
Hotel/Hospitality	20.0%	3

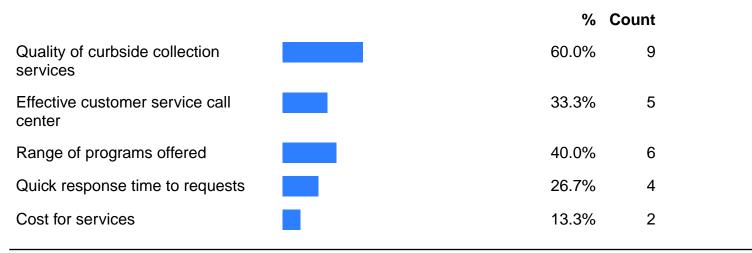
How happy are you with the City's current solid waste service provider, Waste Management? (1=Very unhappy, 5=Extremely happy)

Review the City's current solid waste service to commercial users and share your thoughts on future services.

Waste Management



What do you LIKE MOST about our current solid waste service provider, Waste Management? (Check all that apply)

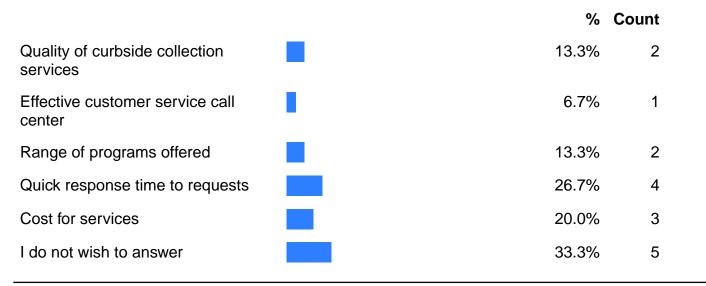


What ONE area of solid waste services is most important to you? (Choose one)

	%	Count
Quality of curbside collection services	60.0%	9
Range of programs offered	6.7%	1
Quick response time to requests	13.3%	2
Cost for services	20.0%	3

Review the City's current solid waste service to commercial users and share your thoughts on future services.

What area(s) needs the most improvement? (Check all that apply)



How do you typically request services or assistance with refuse needs?

		%	Count
Call hauler, Waste Management		73.3%	11
Email hauler, Waste Management	1 - C	6.7%	1
Use the City's mobile app, Reach Manhattan Beach, to request service	•	6.7%	1
Other		13.3%	2

How would you rate your experience with Waste Management Customer Service Department Call Center (310-830-7100 or 866-909-4458)? (1=Poor, 5=Excellent)

WM Customer Service Call Center

	%	Count
3 - Good	33.3%	4
4 - Very good	41.7%	5
5 - Excellent	25.0%	3

For Commercial Users: Solid Waste Services Review the City's current solid waste service to commercial users and share your thoughts on future services. Please describe your experience with Waste Management Customer Service. Answered 11 Skipped 4 all area bins Call customer day do everyone get good had never new often out program recycling rep Service so t they time trash usually very

How important are each of these services you? Please note that all of these services are currently available to commercial businesses through the City's contract with Waste Management.

Curbside Trash Collection (gray cart - landfill):



Curbside Recycling Collection (blue cart - glass, paper, metal, plastic):

		%	Count
3 - Neutral	1 - C	6.7%	1
4 - Important		13.3%	2
5 - Extremely important		73.3%	11
I don't use this service		6.7%	1

Curbside Green/Yard Waste Collection (green cart with green lid - yard waste):

	%	Count
1 - Not important at all	6.7%	1
4 - Important	6.7%	1
5 - Extremely important	20.0%	3

Review the City's current solid waste service to commercial users and share your thoughts on future services.

	%	Count	
I don't use this service	66.7%	10	
Curbside Food Waste Collection (green cart with yellow lid):			
	%	Count	
1 - Not important at all	6.7%	1	
3 - Neutral	6.7%	1	
4 - Important	6.7%	1	
5 - Extremely important	33.3%	5	
I don't use this service	46.7%	7	

Food Waste Program Staff Training/Education Materials/Help with setting up containers in-house (ie: kitchen prep area, bussing station, office breakroom):

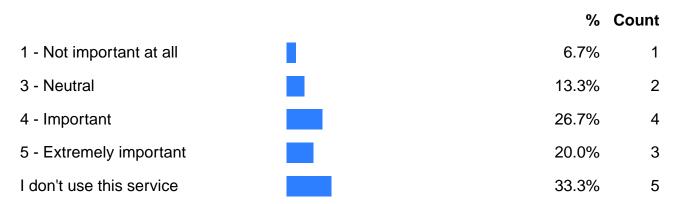
	C	%	Count
3 - Neutral	13.39	%	2
4 - Important	6.79	%	1
5 - Extremely important	40.09	%	6
I don't use this service	40.09	%	6

Certified "Green Business Program" (free certification program):

	%	Count
1 - Not important at all	6.7%	1
3 - Neutral	6.7%	1
4 - Important	26.7%	4
5 - Extremely important	33.3%	5
I don't use this service	26.7%	4

Commercial Audit (free assessment of solid waste needs):

Review the City's current solid waste service to commercial users and share your thoughts on future services.



Bulky-Item Pick-Up (ie: curbside pick-up of large items like furniture & appliances):



Temporary Bin Rental (for large clean-outs like a storage area, moving, decluttering, etc.):



Annual Paper Shredding Event (for businesses & residents):

	%	Count
2 - Somewhat important	6.7%	1
3 - Neutral	13.3%	2

Review the City's current solid waste service to commercial users and share your thoughts on future services.



Is there a service you wish to receive that is not currently offered? Please explain:

Answered	5
Skipped	10
more	

Have you ever visited Waste Management's website that was created just for the City of Manhattan Beach: https://manhattanbeach.wm.com?

	%	Count
Yes	13.3%	2
No	66.7%	10
Not sure	20.0%	3

If yes, was it helpful?

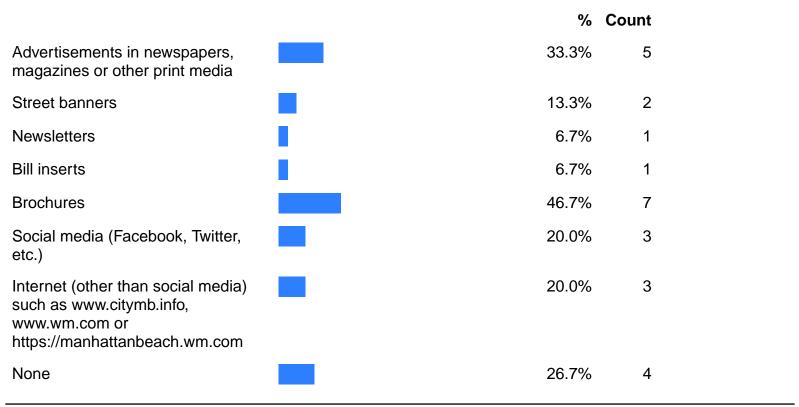
	%	Count
Yes	28.6%	2
Not sure	71.4%	5

Please explain why visiting https://manhattanbeach.wm.com was helpful, or why it was not helpful:

Answered	2
Skipped	13

Review the City's current solid waste service to commercial users and share your thoughts on future services.

What types of solid waste promotional media have you seen or received? (Check all that apply)



Which ONE outreach/promotional media is your most frequent source of information about solid waste services? (Choose one)

	%	Count
The Beach Reporter newspaper	13.3%	2
The Easy Reader newspaper	6.7%	1
Street banners	6.7%	1
Newsletters	13.3%	2
Bill inserts	6.7%	1
Brochures	13.3%	2
Social media (Facebook, Twitter, NextDoor, etc.)	6.7%	1

Review the City's current solid waste service to commercial users and share your thoughts on future services.

	% C	Count
Internet (other than social media) such as www.citymb.info, www.wm.com or https://manhattanbeach.wm.com	13.3%	2
Other media	20.0%	3

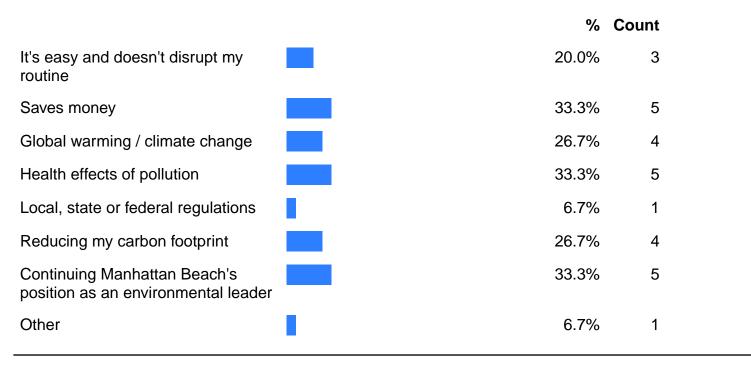
How would you MOST prefer to receive information about solid waste services in Manhattan Beach? (Choose up to 3)

		%	Count	
The Beach Reporter newspaper		13.3%	2	
The Easy Reader newspaper		6.7%	1	
The Daily Breeze newspaper		6.7%	1	
Email		66.7%	10	
Street banners		13.3%	2	
Brochures		20.0%	3	
Child's school		6.7%	1	
Social media (Facebook, Twitter, NextDoor, etc.)	•	6.7%	1	
Internet (other than social media) such as www.citymb.info, www.wm.com or https://manhattanbeach.wm.com		33.3%	5	

People reduce waste for different reasons. Please indicate which THREE reasons motivate you the most to reduce waste. (Choose up to 3)

	%	Count
Knowing it's the right thing to do for	86.7%	, 13
the environment		

Review the City's current solid waste service to commercial users and share your thoughts on future services.



Please provide any additional feedback about your experience with the City's solid waste services.

Answered	3
Skipped	12
get	