

City of Friendswood Trash and Recycling Collection Survey

Diana Lopez – GIS Manager



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CITY OF FRIENDSWOOD
FOUNDED 1895

OVERVIEW

- Trash Services Contract Expiration
- Vocal Minority vs General Consensus
- GIS Survey123 & Dashboard Solution
- Final Outcome

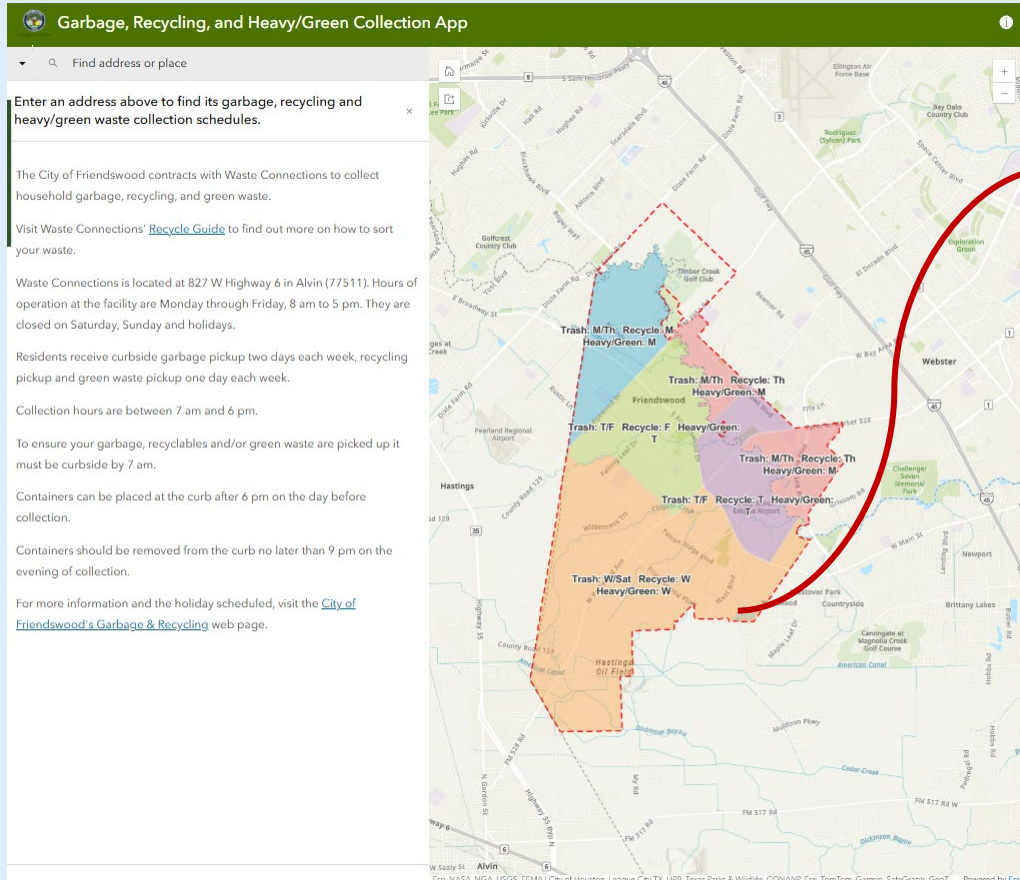
Waste Connections

City of Friendswood has contracted Waste Connections as the solid waste service company for years.

Since Feb-March of 2025, staff and council have received complaints related to inconsistency in quality and timing of service.



WASTE CONNECTIONS, INC.



Most complaints from Wed & Sat schedule.

Almost half of the city

Area with most recent subdivision developments since 2019.



WASTE CONNECTIONS, INC.

CITY MANAGEMENT APPROACH

With the Waste Connections contract nearing expiration, city staff were given the opportunity to consider alternatives and address key questions -

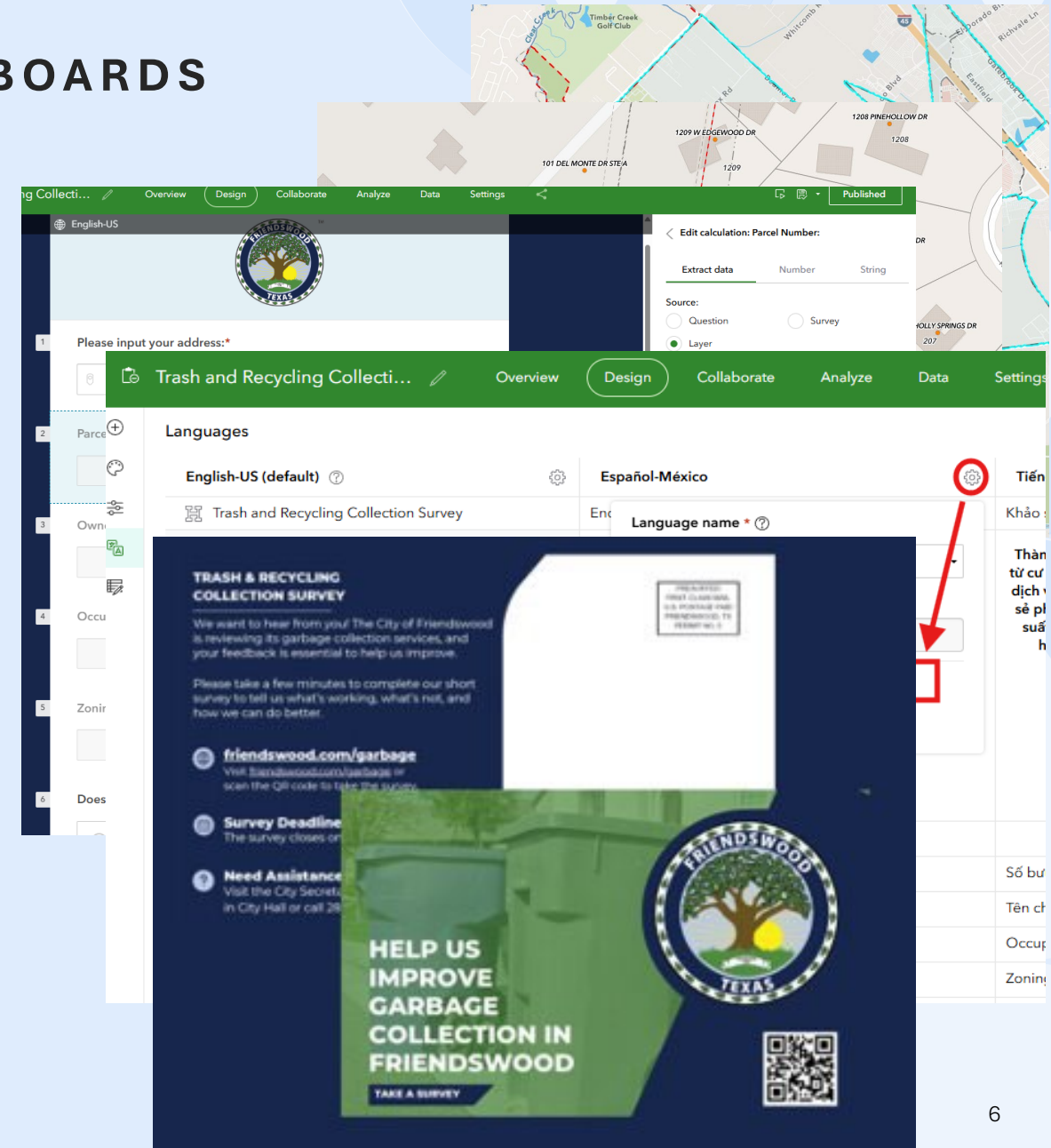
- Was a vocal minority influencing perceptions of the service?
- Were certain areas of the city receiving inconsistent service?
- Did service quality vary based on the pickup schedule?
- Were there clear preferences regarding pricing?
- How was the public reception of automated services?

GIS APPROACH – SURVEY123 & DASHBOARDS

Survey123

- Biggest Concerns
 - Ease of use
 - Friendswood addresses not in city
 - "Out of City" address that do receive services
 - Collecting 'background information'

Trash and Recycling Collection Survey



GIS APPROACH – SURVEY123 & DASHBOARDS

Five dashboards created based on question grouping:

- Overall Information and Comments
- How Satisfied are you?
- Recycling Questions
- I recycle because...
- Heavy Trash Questions

To further help with the digestion of data...



[Trash and Recycling Collection Survey Analysis](#)

LOOKING BACK

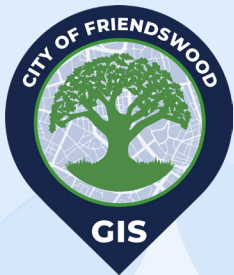
1. Ability to host a geocoder on AGOL
 - a. Enterprise is not visible out of network. Had to whitelist the geocoder.
2. Survey123 QR being dynamic
 - a. How many people interacted with the post card's QR code but did not complete
3. Question types in Dashboards
 - a. Best method to visualize?
4. Heat Maps for specific questions
 - a. Example, is there a specific neighborhood that prefers email over residential mail because of demographics
5. Cosmetics issues



FINAL OUTCOME

Council was able to leverage the dashboard to fully understand Waste Connection's are continuing to provide great services for the City of Friendswood and decided to renew their contract rather than risk receiving more expensive RFPs.

GIS Win! Able to leverage to show the need for more staff and resources to aid in city business.



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