

EL DORADO IRRIGATION DISTRICT

SUBJECT: Customer Satisfaction Survey results.

PREVIOUS BOARD ACTION

Over the last 12 years, EID staff has undertaken customer satisfaction surveys every two years. Since 2015, the District's surveys have been sent electronically to 4,000 randomly selected customers representing EID's water-only and water-wastewater services.

BOARD POLICIES (BP), ADMINISTRATIVE REGULATIONS (AR) AND BOARD AUTHORITY

BP 9010 Customer Service
District's Guiding Principles

SUMMARY OF ISSUE

The District is committed to surveying its customers regularly in order to access customer concerns and sentiments and monitor key performance indicators.

BACKGROUND/DISCUSSION

In April 2021, the District sent electronic surveys to 4,000 randomly selected customers for the fourth survey in a row. The eight questions previously used were once again asked. The response rate was the same this year, coming in just under 19% (752 responses). Consistent with past surveys and identical to the 2019 survey, water quality and reliability were identified as most important. Those were followed by security of water supply, cost of water, and 24-hour emergency response.

Summary of 2021 results

Question 1 – Based on your experience, how satisfied are you with the water service provided to you?

Response –91% said they are very satisfied or satisfied with EID's water service.
2019- 90% an increase of 1%.

Question 2 – If you have telephoned the District, are phone calls answered promptly and professionally?

Response – 97% of those surveyed were very satisfied, satisfied, or had no reason to even call.
2019- 96% an increase of 1%.

Question 3 – Compared to other utilities' field responses (electric, gas, phone, etc.), is the District's response level excellent, very good, average or poor?

Response – 96% said that EID's response is excellent, very good, average, or had no need of a response.
2019- 96% no change.

Question 4 – Compared to other utility companies (electric, gas, phone, etc.), the District’s water rates are very reasonable, reasonable, or unreasonable?

Response – 61% said EID’s water rates are very reasonable or reasonable.
2019- 61% no change.

Question 5 – Compared to other utility companies (electric, gas, phone, etc.), the District’s sewer rates are very reasonable, reasonable, or unreasonable?

Response – 51% responded that the sewer rates are very reasonable or reasonable.
2019 – 51% no change

Question 6 – Please rank your belief about the importance of the following, 5 being most important.

Response – 628 customers ranked water quality as most important followed by water reliability with 570 customers ranking it as most important. Security of water supply and quality came in third with 506 responses; 396 said cost of water is most important, followed by emergency response with 383 responses, watershed protection with 362 responses, wastewater treatment with 342 responses, and additional water supply with 325 responses.

Question 7 – Please indicate your preferred method to receive information, 1 being most preferred.

Response – Email was once again the preferred source of information concerning EID for this online survey with 392 responses. The EID bi-monthly newsletter, The Waterfront, with 267 responses remained in second position followed by the District’s website in third with 58 responses. The final three were other with 20 responses, trailed by newspapers with 8 responses and local cable stations with 7 responses.

Question 8 – Please provide any additional comments or clarifications to the questions above.

Response – This question garnered 198 responses from the 752 respondents.

Customer Satisfaction Survey Comparison							
Key Performance Indicator	Target	Results 2010	Results 2012	Results 2015	Results 2017	Results 2019	Results 2021
Overall experience	Greater than 90%	87%	87%	91%	89%	90%	91%
Over the phone	Greater than 90%	95%	90%	93%	95%	96%	97%
Field response	Greater than 90%	94%	92%	95%	96%	96%	96%
Reasonableness of water rates	Greater than 80%	56%	54%	65%	61%	61%	61%
Reasonableness of wastewater rates	Greater than 60%	33%	39%	47%	45%	51%	51%

Email and Online Statistics

Currently 89% of all District accounts have an email address on file or have opted out. The District uses the email addresses to communicate important messages regarding drought, The Waterfront, potential water outages, and other communications. Based on the survey results, our customers have indicated again that email is their top choice for receiving District information.

As of July 1, 2021, the District has 27,532 accounts (65%) registered for online bill pay. Of these online accounts 11,007 (26%) have a recurring credit card payment set up and 18,917 (44%) receive their bills via email only.

BOARD OPTIONS

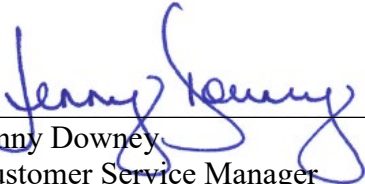
None – Information only.

RECOMMENDATION


None – Information only.

ATTACHMENTS

None



Jenny Downey
Customer Service Manager




Mark Price
Finance Director

Jim Abercrombie
General Manager


2021 Customer Satisfaction Survey Results




Survey Information

- ▶ Survey's are conducted every two years
 - ▶ Electronically sent to 4,000 randomly selected customers
 - ▶ Same questions were asked as in past years
 - ▶ 19% response rate
 - ▶ Results were static with slight increase in Overall Experience and Over the Phone Response
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Survey Question Results

- ▶ Question 1 – Based on your experience, how satisfied are you with the water service provided to you?
 - ▶ Response –91% said they are very satisfied or satisfied with EID’s water service.
 - ▶ 2019– 90% an increase of 1%.
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Survey Question Results

- ▶ Question 2 – If you have telephoned the District, are phone calls answered promptly and professionally?
 - ▶ Response – 97% of those surveyed were very satisfied, satisfied, or had no reason to even call.
 - ▶ 2019– 96% an increase of 1%.
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Survey Question Results

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Survey Question Results

- ▶ Question 4 – Compared to other utility companies (electric, gas, phone, etc.), the District's water rates are very reasonable, reasonable, or unreasonable?
 - ▶ Response – 61% said EID's water rates are very reasonable or reasonable.
 - ▶ 2019– 61% no change.
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Survey Question Results

- ▶ Question 5 – Compared to other utility companies (electric, gas, phone, etc.), the District’s sewer rates are very reasonable, reasonable, or unreasonable?
 - ▶ Response – 51% responded that the sewer rates are very reasonable or reasonable.
 - ▶ 2019 – 51% no change
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Survey Question Results

- ▶ Question 6 – Please rank your belief about the importance of the following, 5 being most important.

Response:

#1 – Water Quality

#2 – Water Reliability

#3 – Security of Water Supply and Quality

#4 – Cost of Water

#5 – Emergency Response

#6 – Watershed Protection

#7 – Wastewater Treatment

#8 – Additional Water Supply

Survey Question Results

- ▶ Question 7 – Please indicate your preferred method to receive information, 1 being most preferred.

Response :

#1 – Email

#2 – Bi-Monthly Newsletter, The Waterfront

#3 – District's website

#4 – Other, Social Media

#5 – Newspapers

#6 – Local cable stations

Customer Satisfaction Survey

Key Performance Indicator	Target	Results 2017	Results 2019	Results 2021
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Field response	Greater than 90%	96%	96%	96%
Reasonableness of water rates	Greater than 80%	61%	61%	61%
Reasonableness of wastewater rates	Greater than 60%	45%	51%	51%

Email and Online Statistics

- ▶ 89% of all customers have provided email addresses or opted out
 - ▶ 65% registered for online bill pay
 - ▶ 26% recurring credit card
 - ▶ 44% paperless statements
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