

EL DORADO IRRIGATION DISTRICT

SUBJECT: 2023 Customer Satisfaction Survey results.

PREVIOUS BOARD ACTION

August 9, 2021 – Staff presented the 2021 Customer Survey results.

The District has administered a customer satisfaction survey every two years for the last 14 years. Since 2015, the surveys have been sent to 4,000 randomly selected customers via email.

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 to evaluate customer satisfaction and monitor associated key performance indicators.

BACKGROUND/DISCUSSION

In March 2023, 4,000 surveys were sent randomly via email to selected customers. The survey included the same eight questions as in the District's previous surveys. The total response rate for 2023 is 17% (639 responses), a 2% decrease from 2021.

Summary of 2023 results

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

2023 Response: 91% Very satisfied or satisfied; No change

2021 Response: 91% Very satisfied or satisfied

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

2023 Response: 98% Very satisfied, satisfied or had no reason to call; 1% increase

2021 Response: 97% Very satisfied, satisfied or had no reason to call

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

2023 Response: 98% Excellent, very good, average or did not need a response; 2% increase

2021 Response: 96% Excellent, very good, average or did not need a response

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

2023 Response: 70% Very reasonable or reasonable; 9% increase

2021 Response: 61% Very reasonable or reasonable

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

2023 Response: 61% Very reasonable or reasonable; 10% increase

2021 Response: 51% Very reasonable or reasonable

Question 6 – Please rank your belief about the importance of the following.

The number of customer responses determined category rankings. The top three responses remained the same compared to 2021 and 2019.

2023 Response	2021 Response
Water quality (530 responses)	Water quality (628 responses)
Water reliability (483 responses)	Water reliability (570 responses)
Security of water supply and quality (443 responses)	Security of water supply and quality (506 responses)
Watershed protection (331 responses)	Cost of water (396 responses)
Cost of water (328 responses)	24-hour emergency response (318 responses)
24-hour emergency response (316 responses)	Watershed protection (362 responses)
Wastewater treatment (293 responses)	Wastewater treatment (342 responses)
Additional water supply (275 responses)	Additional water supply (325 responses)

Question 7 – Please indicate your preferred method to receive information?

The number of customer responses determined category rankings. The top three responses remained the same compared to 2021.

2023 Response	2021 Response
Email (339 responses)	Email (392 responses)
<i>The Waterfront</i> (212 responses)	<i>The Waterfront</i> (267 responses)
EID Website (47 responses)	EID Website (58 responses)
Other (16 responses)	Other (20 responses)
Social Media (13 responses)	Newspapers (8 responses)
Newspapers (8 responses)	Local Cable Stations (7 responses)
Local Cable Stations (4 responses)	Social Media (0 responses; not a specific option in 2021)

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

Staff uses this information to maximize effectiveness of future customer communications.

Most common topics	
2023 Response	2021 Response
151 responses from the 639 respondents	198 responses from the 752 respondents
Rates	Rates
Reliability	Reliability
Communication	Communication

Customer Satisfaction Survey Comparison							
Key Performance Indicator	Target	Results 2012	Results 2015	Results 2017	Results 2019	Results 2021	Results 2023
Overall experience	Greater than 90%	87%	91%	89%	90%	91%	91%
Over the phone	Greater than 90%	90%	93%	95%	96%	97%	98%
Field response	Greater than 90%	92%	95%	96%	96%	96%	98%
Reasonableness of water rates	Greater than 80%	54%	65%	61%	61%	61%	70%
Reasonableness of wastewater rates	Greater than 60%	33%	39%	45%	51%	51%	61%

Email and Online Statistics

The District uses email to communicate important messages regarding drought, potential water outages and other communications. 86% of District customers have opted in for email communication.

As of April 1, 2023, 32,020 accounts (74%) are registered for online bill pay. Of these online accounts, 13,584 (31%) have recurring credit card payments and 21,521 (50%) receive paperless statements.

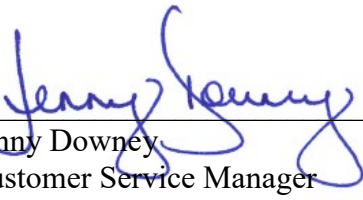
<p>BOARD OPTIONS None – Information only.</p>
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RECOMMENDATION

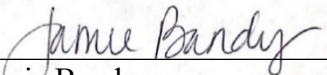
None – Information only.


ATTACHMENTS

None


Jenny Downey
Customer Service Manager


Karen Cross for Jesse Saich
Communications and Media Relations Manager

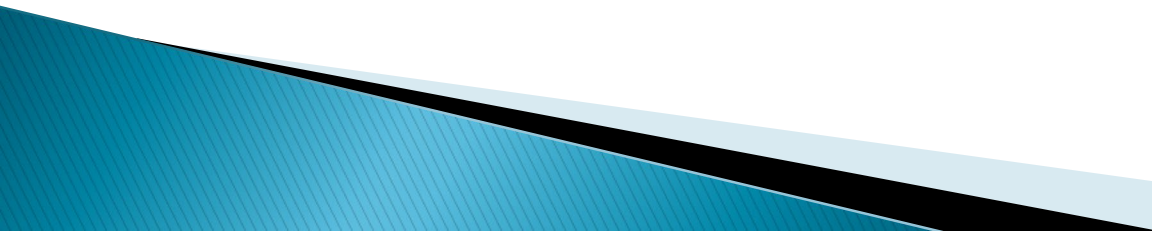

Jamie Bandy
Finance Director


Dan M. for
Jim Abercrombie
General Manager


2023 Customer Satisfaction Survey Results




Survey Information

- ▶ Surveys are conducted every two years
 - ▶ Emailed to 4,000 randomly selected customers
 - ▶ Same eight questions as previous surveys
 - ▶ 17% response rate
 - ▶ Satisfaction has increased for *Reasonableness of water rates* and *Reasonableness of wastewater rates*
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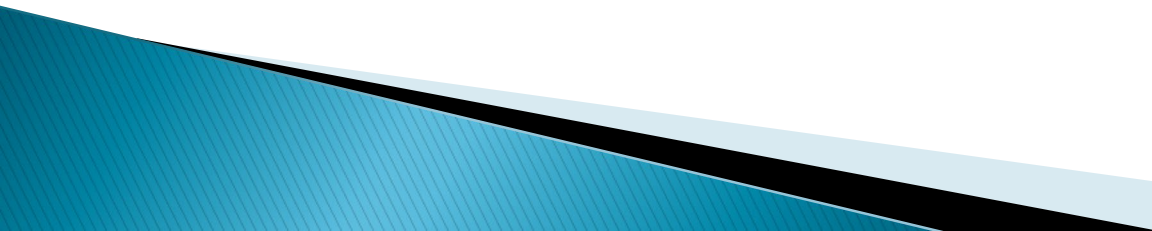
Survey Results

- ▶ Question 1 – Based on your experience, how satisfied are you with the services provided to you?
 - ▶ 2023 Response: 91% Very satisfied or satisfied; No change
 - ▶ 2021 Response: 91% Very satisfied or satisfied
- 


Survey Results

- ▶ Question 2 – If you have telephoned the District, are phone calls answered promptly and professionally?
 - ▶ 2023 Response: 98% Very satisfied, satisfied or had no reason to call; 1% increase
 - ▶ 2021 Response: 97% Very satisfied, satisfied or had no reason to call
- 


Survey Results

- ▶ Question 3 – Compared to other utilities’ field responses (electric, gas, phone, etc.), is the District’s response level excellent, very good, average, poor or had no need to request service?
 - ▶ 2023 Response: 98% Excellent, very good, average or did not need a response; 2% increase
 - ▶ 2021 Response: 96% Excellent, very good, average or did not need a response
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Survey Results

- ▶ Question 4 – Compared to other utility companies (electric, gas, phone, etc.), the District’s water rates are very reasonable, reasonable or unreasonable?
 - ▶ 2023 Response: 70% Very reasonable or reasonable; 9% increase
 - ▶ 2021 Response: 61% Very reasonable or reasonable
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Survey Results

- ▶ Question 5 – Compared to other utility companies (electric, gas, phone, etc.), the District’s sewer rates are very reasonable, reasonable or unreasonable?
 - ▶ 2023 Response: 61% Very reasonable or reasonable; 10% increase
 - ▶ 2021 Response: 51% Very reasonable or reasonable
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Survey Results

- ▶ Question 6 – Please rank your belief about the importance of the following.

2023 Response	2021 Response
1. Water quality	1. Water quality
2. Water reliability	2. Water reliability
3. Security of water supply and quality	3. Security of water supply and quality
4. Watershed protection	4. Cost of water
5. Cost of water	5. 24-hour emergency response
6. 24-hour emergency response	6. Watershed protection
7. Wastewater treatment	7. Wastewater treatment
8. Additional water supply	8. Additional water supply

Survey Results

- ▶ Question 7 – Please indicate your preferred method to receive information.

2023 Response	2021 Response
1. Email	1. Email
2. <i>The Waterfront</i>	2. <i>The Waterfront</i>
3. EID Website	3. EID Website
4. Other	4. Other
5. Social Media	5. Newspapers
6. Newspapers	6. Local Cable Stations
7. Local Cable Stations	

Survey Results


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

2023 Response	2021 Response
Most common topics	
1. Rates	1. Rates
2. Reliability	2. Reliability
3. Communication	3. Communication

Customer Satisfaction Survey

Key Performance Indicator	Target	Results 2019	Results 2021	Results 2023
Overall experience	Greater than 90%	90%	91%	91%
Over the phone	Greater than 90%	96%	97%	98%
Field response	Greater than 90%	96%	96%	98%
Reasonableness of water rates	Greater than 80%	61%	61%	70%
Reasonableness of wastewater rates	Greater than 60%	51%	51%	61%

Email and Online Statistics

- ▶ 86% of customers have opted in for email communication
 - ▶ 74% registered for online bill pay
 - 31% recurring credit card payments
 - 50% paperless statements
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Questions?