

2012 Customer Survey – Results Summary

Background

2009

In 2009, surveys were sent to 4,000 randomly selected customers with a 17.3% response rate. The survey asked six questions, with question five asking customers to rank issues that are important to them. The questions asked were consistent with those asked in previous years. Top priorities of customers were water quality and cost, followed by water reliability and water security.

2010

In November, 2010, surveys were sent to 4,000 randomly selected customers and asked the same six questions as in 2009. The response rate was an outstanding 24% (946 responses) – 7 % higher than 2009. Consistent with the 2009 survey, water quality and cost ranked as customer’s highest priorities, followed by water reliability and water security.

2012

In September, 2012, surveys were sent to 4,000 randomly selected customers and the same six questions were asked. The response rate was once again considered outstanding at 25% (989 responses) – even higher than the 2010 survey. Consistent with past surveys, water quality and reliability were identified as most important followed by cost and security of water supply and quality.

Summary of results

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

- Response – **87%** said they are very satisfied or satisfied with our water service.

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

- Response – **90%** of those surveyed were very satisfied, satisfied, or had no reason to even 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?

- Response – **92%** said that our response is excellent, very good, or average.

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

- Response – **54%** said our **water** rates were very reasonable or reasonable. **39%** of our customers feel that the **wastewater** rates are very reasonable or reasonable.

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

- Response – **717** customers ranked **water quality** as most important followed by **water reliability** with **491** customers ranking it as most important. **Cost** came in third with **473** responses; **418** said **security of water supply and quality** is most important, followed by **wastewater treatment** with **257** responses, followed by **watershed protection** with **251** responses, **emergency response** with **238** responses, **additional water supply** with **190** responses, and **“other”** with **25** responses.

Question 6 – Please indicate your preferred method to receive information, 5 being most preferred.

- Response – For the third survey in a row, the EID bi-monthly newsletter, *The Waterfront*, was the preferred source of information concerning EID, with **782** responses. The District’s **website** came in second with **112** responses.



El Dorado Irrigation District

Serving people, agriculture, businesses, and the environment in El Dorado County since 1925

September 5, 2012

Dear Customer,


As part of the EID's commitment to delivering the best services possible, we are asking you to complete the survey on the other side of this page and return it to the District in the enclosed stamped envelope by October 3, 2012.

This is an anonymous survey of randomly selected EID water and wastewater customers. We hope you will take the time to complete and return it. We intend to use the results of the survey in our ongoing strategic planning processes.

This is the third year we have conducted this survey. Like past surveys, we will publish the results in the District's newsletter, *The Waterfront*, that will be mailed with your bill in January and February 2013. And, we will post the results to our website in a special feature which will be sent to local and regional community organizations, including the media.

Your opinion matters to us, and we look forward to receiving your response.

Sincerely,


Jim Abercrombie
General Manager



Jenkinson Lake—EID's primary drinking water source



Enhanced technology and customer resources



El Dorado Hills Water Treatment Plant



Pleasant Oak Main pump—increased water reliability



Flume 13 /Spillway 10—water for customers and energy



EID crews are on the job—24/7, all year long—to ensure reliable service and protect public health.

Customer survey on other side >>

Customer Survey

PLEASE RETURN BY OCTOBER 3, 2012

1. Based on your experience, how satisfied are you with the water service we provide?

Very satisfied _____ Satisfied _____ Dissatisfied _____

Comment _____

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

Very satisfied _____ Satisfied _____ Dissatisfied _____ Have not called _____

Comment _____

3. Compared to other utilities' field responses (electric, gas, phone, etc.), is the District's response level:

Excellent _____ Very good _____ Average _____ Poor _____ NA _____

Comment _____

4. Compared to other utility companies (electric, gas, phone, etc.), the District's rates are:

WATER → Very reasonable _____ Reasonable _____ Unreasonable _____

WASTEWATER → Very reasonable _____ Reasonable _____ Unreasonable _____

Comment _____

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

Water quality _____	Water reliability _____	Cost of water _____
Wastewater treatment _____	Security of water supply and quality _____	
Additional water supply _____	24-hour emergency response _____	
Watershed protection _____	Other _____	

6. Please indicate your preferred method to receive information; 5 being most preferred.

EID newsletter (sent with your bill) _____ Newspapers _____ EID website _____
Local cable stations _____ Other _____