

Summary of Results

2010 Customer Survey

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 the previous years of surveys. Top priorities of customers were water quality and cost, followed by water reliability and water security.

2010

In November, 2010, a survey was again sent to 4,000 randomly selected customers and asked the same six questions as in 2009. The return 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.

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 – **95%** 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 – **94%** 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 – **56%** said our **water** rates were very reasonable or reasonable. **33%** 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 – **Water quality** ranked number one with 646 customers marking it as most important to them. **Cost** came in second with 438 customers ranking it as most important. **Water reliability** was the third with 430 customers and fourth was **water security** with 354 customers ranking it as their number one concern.

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

- Response – For the second year in a row, the EID bi-monthly newsletter, *The Waterfront*, was the preferred source of information concerning EID. The EID website and the newspaper were also popular sources of information.



El Dorado Irrigation District

Jenkinson Lake—EID's primary drinking water source



Replacing the Mother Lode sewer line



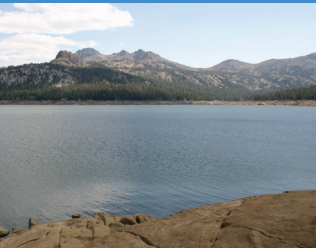
Rebuilding the water conveyance system



Recycled water for landscape irrigation



Caples Lake—water for customers and energy



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

October 21, 2010

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 November 5.

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

This is the second year in a row we are conducting the survey. Like last year, we will publish the results in the District's newsletter, *The Waterfront*, that will be mailed with your bill in January and February. And we will include the results in a special feature posted to our website and sent to local and regional community organizations and the media.

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

Sincerely,


Jim Abercrombie
General Manager



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 NOVEMBER 5, 2010

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 _____
Protection of the watershed _____ 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 _____