

**General Manager's Report
June 8, 2015**

2015 Customer Satisfaction Survey

In March 2015—for the first time—the District sent electronic surveys to 4,000 randomly selected customers throughout the District with various services (2,000 water and 2,000 sewer) using Survey Monkey. This became a viable option for the District as staff has worked diligently to collect email addresses from our customers. To date approximately 64% of our accounts have an email address on file. By using the electronic survey, we were able to reduce costs by 70% and reduce staff time by 80% compared to the last survey mailed out in 2012.

The six questions previously used were once again asked and are consistent with the District's key performance indicators. The response rate was an outstanding 25% (1,003 responses)—slightly higher than the 2012 survey (989 responses). Consistent with past surveys, water quality and reliability were identified as the most important issues to our customers, followed by security of the water supply and quality, and cost of water. Overall, all questions saw an increase in satisfaction compared to the 2012 survey.

Summary of 2015 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.
- 2012 – **87%** an increase of 4%

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

- Response – **93%** of those surveyed were very satisfied, satisfied, or had no reason to even call.
- 2012 – **90%** an increase of 3%

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 – **95%** said that EID's response is excellent, very good, or average.
- 2012 – **92%** an increase of 4%

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

- Response – **65%** said EID's **water** rates are very reasonable or reasonable.
- 2012 – **54%** an increase of 11%

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

- Response – **47%** responded that the **sewer** rates are very reasonable or reasonable.
- 2012 – **39%** an increase of 8%

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

- Response – **864** customers ranked **water quality** as most important followed by **water reliability** with **780** customers ranking it as most important. **Security of water supply and quality** came in third with **679** responses; **571** said **cost of water** is most important, followed by **additional water supply** with **516** responses, **watershed protection** with **503** responses, **emergency response** with **484** responses, **wastewater treatment** with **440** responses, and **"other"** with **21** responses that were related to the question.

Question 7 – Please indicate your preferred method to receive information, 1 being most preferred. (As you enter your preference, the list will re-sort to reflect your entries)

- Response – The EID bi-monthly newsletter, *The Waterfront*, with 363 responses fell to second position behind email which with 536 responses was the preferred source of information concerning EID for this online survey. The District's website came in third with 77 responses, trailed by newspapers, other, and local cable stations with 13, 12, and 2 responses respectively.

Cost Comparison

Description	2012	2015
Labor Cost	\$1,954.40	\$383.90
Postage	\$1,440.00	\$0.00
Printing costs (paper and ink)	\$380.00	\$0.00
Survey Monkey Annual Subscription	\$0.00	\$780.00
Total Costs	\$3,774.40	\$1,163.90
Total hours	56	11

Email and Online Statistics

Currently 64% of all District accounts have an email address on file. The District uses these email addresses to communicate important messages regarding drought, *The Waterfront*, potential water outages, and other publications. Based on the survey results, our customers have indicated email is one of the top ways they prefer to receive District information and staff plans on utilizing email more in the future.

As of May 1, 2015, we have 15,487 accounts (39%) registered for online bill pay. Of these online accounts 4,662 have a recurring credit card payment set up and 9,979 receive their bills via email only.

2015 Customer Satisfaction Survey Results

Survey Process

- ▶ Surveys typically sent bi-annually
 - ▶ Past surveys sent via mail
 - ▶ In 2015 surveys sent via email
 - Survey Monkey used for the first time
 - ▶ Sent to 4,000 random customers
 - 2,000 water and 2,000 sewer
 - ▶ Saved money and staff time
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Customer Satisfaction Survey

Key Performance Indicator	Target	Results 2010	Results 2012	Results 2015
Overall experience	Greater than 90%	87%	87%	91%
Over the phone	Greater than 90%	95%	90%	93%
Field response	Greater than 90%	94%	92%	95%
Reasonableness of water rates	Greater than 80%	56%	54%	65%
Reasonableness of wastewater rates	Greater than 60%	33%	39%	47%

Email and Online Statistics

- ▶ 64% of all customers have provided email addresses
 - ▶ 39% using online bill pay
 - ▶ 12% recurring credit card
 - ▶ 25% paperless statements
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