

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.