

STAFF REPORT

To: Coastside County Water District Board of Directors
From: David Dickson, General Manager
Agenda: September 13, 2011

Report

Date: September 9, 2011

Subject: Customer Survey Results

Recommendation:

None. Information only.

Background:

The District's Customer Survey, mentioned in the General Manager's Report at the August Board meeting, closed on August 13. As the attached summary shows, 520 people responded to the survey. We felt that this was an excellent response rate and that the answers should be representative of our customer base.

Overall, the survey results provide some positive feedback, as well as identifying some opportunities to improve communication with our customers:

- 65% of the District's customers rated service as good or excellent.
- 18% - a significant percentage of customers - have attended a Board meeting or watched on television or Coastsidewater.org.
- 82% of our customers do not have a clear understanding of how the District spends their money.
- 50% of customers perceive overall District management as good or excellent.
- A high percentage - 43% of customers - have visited our website.
- Over half of our customers would prefer to receive District information by email.
- Our customers place a high priority on reliability and quality of water service.

With the assistance of our communications consultant, staff has been using the survey results in developing a plan to improve communications with our customers. We will present the plan to the Board at the October 11 meeting.

How would you rate customer service of the Coastside County Water District?		
Answer Options	Response Percent	Response Count
Poor	1.7%	9
Fair	2.5%	13
Average	15.8%	82
Good	37.1%	193
Excellent	27.7%	144
Don't Know	15.2%	79
<i>answered question</i>		520
<i>skipped question</i>		7

Have you ever attended a Board meeting or watched one on television or on www.coastsidewater.org?		
Answer Options	Response Percent	Response Count
Yes	18.0%	93
No	82.0%	425
<i>answered question</i>		518
<i>skipped question</i>		9

Do you have a clear understanding of how the District spends your money?		
Answer Options	Response Percent	Response Count
Yes	17.5%	91
No	82.5%	428
<i>answered question</i>		519
<i>skipped question</i>		8

Which of the following do you believe is the most important contributor to the District's rate increases?		
Answer Options	Response Percent	Response Count
Salary and benefit increases for District employees	9.5%	48
Increasing cost of San Francisco water	22.0%	111
Increasing operation and maintenance costs	28.1%	142
Costs for replacing aging District infrastructure	28.1%	142
Other (please specify)	12.3%	62
<i>answered question</i>		505
<i>skipped question</i>		22

Have you ever requested a service call from the District?		
Answer Options	Response Percent	Response Count
Yes	27.7%	144
No	72.3%	375
<i>answered question</i>		519
<i>skipped question</i>		8

If you answered yes, how would you describe your overall satisfaction with the level of service provided?

Answer Options	Response Percent	Response Count
Poor	5.1%	11
Fair	4.2%	9
Average	8.4%	18
Good	22.9%	49
Excellent	34.6%	74
Don't Know	24.8%	53
<i>answered question</i>		214
<i>skipped question</i>		313

In your opinion how would you describe the overall management of the District?

Answer Options	Response Percent	Response Count
Poor	2.3%	12
Fair	8.1%	42
Average	17.7%	92
Good	24.5%	127
Excellent	15.6%	81
Don't Know	31.8%	165
<i>answered question</i>		519
<i>skipped question</i>		8

Have you ever visited the District's website?

Answer Options	Response Percent	Response Count
Yes	42.8%	222
No	57.2%	297
<i>answered question</i>		519
<i>skipped question</i>		8

If you answered yes, how would you describe the site?

Answer Options	Response Percent	Response Count
Has all the information I need	30.8%	69
Has most of the information I need	45.5%	102
Has some of the information I need	21.9%	49
Has none of the information I need	1.8%	4
<i>answered question</i>		224
<i>skipped question</i>		303

Which of these, if any, do you remember seeing? (Check all that apply).

Answer Options	Response Percent	Response Count
News article about CCWD	52.4%	188
Advertisement	7.2%	26
Banner	7.0%	25
Flyers about CCWD	19.8%	71
Bill insert	51.8%	186
Newsletter about CCWD	51.0%	183
<i>answered question</i>		359
<i>skipped question</i>		168

Do you read materials included in your bill?		
Answer Options	Response Percent	Response Count
Yes	70.8%	361
No	29.2%	149
<i>answered question</i>		510
<i>skipped question</i>		17

How do you prefer to get information about the District?		
Answer Options	Response Percent	Response Count
Bill inserts	33.3%	172
Email from District	50.6%	261
Letter	7.4%	38
Brochure	3.9%	20
Other (please specify)	4.8%	25
<i>answered question</i>		516
<i>skipped question</i>		11

What information would you like to receive from the District? (Check all that apply.)		
Answer Options	Response Percent	Response Count
Billing and Water Rates	79.8%	396
Water Quality	74.0%	367
Available Rebates	66.7%	331
Water Conservation	50.0%	248
Water Smart Gardening	38.1%	189
Water Supply Projects	36.3%	180
Other (please specify)	5.8%	29
<i>answered question</i>		496
<i>skipped question</i>		31

Which of these is MORE important to you?		
Answer Options	Response Percent	Response Count
Reliability and quality of water service	80.9%	415
Cost of water service	19.1%	98
<i>answered question</i>		513
<i>skipped question</i>		14

Approximately what percentage of its water does the District purchase from San		
Answer Options	Response Percent	Response Count
100%	18.8%	80
80%	45.5%	194
50%	25.1%	107
20%	10.6%	45
<i>answered question</i>		426
<i>skipped question</i>		101

How long have you lived on the Coastside?		
Answer Options	Response Percent	Response Count
0-1 Year	4.6%	24
1-5 Years	15.4%	80
6-10 years	18.1%	94
11-20 years	21.7%	113
21+ years	40.2%	209
<i>answered question</i>		520
<i>skipped question</i>		7

What is your age?		
Answer Options	Response Percent	Response Count
18-25	0.8%	4
26-35	5.3%	27
36-54	34.3%	173
55-74	54.9%	277
75+	4.8%	24
<i>answered question</i>		505
<i>skipped question</i>		22

Without looking it up - how much is your bimonthly water bill?		
Answer Options	Response Percent	Response Count
Over \$150	10.2%	53
\$100-\$150	26.8%	139
\$50-\$99	46.9%	243
Under \$50	13.5%	70
Can't remember	2.5%	13
<i>answered question</i>		518
<i>skipped question</i>		9

I would like to receive emails from the District regarding services and information about operations.		
Answer Options	Response Percent	Response Count
No	55.8%	274
Yes (add email address)	44.2%	217
<i>answered question</i>		491
<i>skipped question</i>		36