



# News Release

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**FOR IMMEDIATE RELEASE**

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## ***Monte Vista Water District Receives High Ratings in Customer Satisfaction Survey***

**MONTCLAIR, CA . . . . .** Monte Vista Water District conducted a comprehensive customer opinion survey to evaluate all levels of District performance, and the results demonstrate that customers have a very high level of satisfaction with their water service. Survey findings also show that residents are conscientious water users, are actively engaged with the District, and want to continue investing in local infrastructure and drought-resilient water supplies.

“As our District’s mission states, we strive to provide the highest quality water service to our customers, and I think the results of the survey really reflect that,” said Board of Directors President Sandra Rose. “Our customers say they trust us as their community’s water provider, and we are committed to maintaining that trust.”

The vast majority of respondents (89%) said they were satisfied with the water service provided by the District, and staff received top marks for being accessible, helpful, professional, and knowledgeable. In addition, 88% of customers indicated they were satisfied with the District’s efforts to communicate with them, and 95% of customers said they had taken one or more actions to conserve water during the current drought.

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## ***Page 2 Customer Satisfaction Survey***

“We have a very dedicated staff and are happy to see that our local community recognizes their ongoing commitment to public service,” said General Manager Mark Kinsey.

Additional highlights from the survey include the following:

- Approximately two-thirds (66%) of customers said they had visited the District’s website, [www.mvwd.org](http://www.mvwd.org), in the past 12 months, and 89% of these customers indicated that they were satisfied with the content of the website.
- 84% of customers said they were satisfied with the District’s information and resources on the current drought and ways to conserve water, with 45% saying they were very satisfied.
- When asked to rate future strategic priorities, increasing replacement of aging pipes and infrastructure to reduce leaks and improve system performance was rated the highest (93% high or medium priority), followed by developing additional local water supplies and expanding use of recycled water to enhance reliability (88%), and offering additional incentives and rebates to encourage more customers to reduce their water use (81%).

True North Research, the consultant firm contracted by the District to survey its customers, conducted a similar survey for the District in 2006. Staff worked with True North to formulate questions that both track customers’ ongoing satisfaction with the District’s core functions as well as elicit views on near-term issues such as the drought, budget-based tiered rates, and strategic planning initiatives. In their summary report, True North recommends that the District focus on maintaining a high level of customer service, while using the survey to identify opportunities for improvement.

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### ***Page 3 Customer Satisfaction Survey***

A total of 402 residential customers were interviewed for the survey between January 7 and January 17. Customers were randomly selected, contacted by phone or email, and invited to participate in the survey either by phone or online and either in English or in Spanish. The District provides retail and wholesale water service to a population of more than 130,000, but the survey represents the views of its 55,000 retail service area residents.

To read the survey summary report, please visit [www.mvwd.org](http://www.mvwd.org) and click on "Customer Service."