

CUSTOMER OPINION SURVEY
SUMMARY REPORT

PREPARED FOR
MONTE VISTA WATER DISTRICT



NOVEMBER 8, 2021



1592 N COAST HIGHWAY 101
ENCINITAS CA 92024
760.632.9900 WWW.TN-RESEARCH.COM

TABLE OF CONTENTS

Table of Contents	i
List of Tables	iii
List of Figures	iv
Introduction	1
Purpose of Study	1
Overview of Methodology.....	2
Statistical Significance	3
Organization of Report.....	3
Acknowledgements	3
Disclaimer	3
About True North.....	3
Just the Facts	4
General Performance	4
Customer Service	4
Communication	4
Strategic Priorities & Drought	5
Conclusions	6
General Performance	9
Overall Satisfaction.....	9
Question 1	9
Problems with Water Service.....	11
Question 2	11
Question 3	13
Specific Services.....	14
Question 4	14
Differentiators of Opinion	15
Customer Service	17
District Contact	17
Question 5	17
Reason for Contact and Outcome.....	19
Question 6	19
Question 7	20
Opinions of Staff	21
Question 8	21
Communication	22
Satisfaction with Communication	22
Question 9	22
Communication Preferences	24
Question 10	24
District Website	25
Question 11	25
Question 12	27
Satisfaction with Spanish-Language Communications.....	28
Question 13	28
Strategic Priorities & Drought	29
Performance.....	29
Question 14	29
Drought	30
Question 15	30
Have You Used Less Water?	32
Question 16	32
Background & Demographics	35

Methodology 36

 Questionnaire Development 36

 Programming, Pre-Test & Translation 36

 Sample, Recruiting & Data Collection 36

 Margin of Error Due to Sampling 37

 Data Processing 39

 Rounding 39

Questionnaire & Toplines 40

LIST OF TABLES

Table 1	Satisfaction With Services by Study Year	15
Table 2	Satisfaction With Services by Overall Satisfaction With District	16
Table 3	Top Reasons For Contacting District by Study Year	20
Table 4	Opinions of District by Study Year (Showing % Very + Somewhat)	21
Table 5	Effectiveness of Communication Methods (Showing % Very Effective) by Home Ownership Status & ZIP Code	24
Table 6	Effectiveness of Communication Methods (Showing % Very Effective) by Survey Language & Recent Bill Amount.	25
Table 7	Effectiveness of Communication Methods (Showing % Very Effective) by Age & Gender	25
Table 8	Demographics of Sample by Study Year	35

LIST OF FIGURES

Figure 1	Map of Monte Vista Water District & Surrounding Communities	2
Figure 2	Overall Satisfaction With District by Study Year	9
Figure 3	Overall Satisfaction With District by Recent Bill Amount, Home Ownership Status & Survey Language	10
Figure 4	Overall Satisfaction With District by ZIP Code, Gender & Account Setup Year	10
Figure 5	Overall Satisfaction With District by Age, Awareness of Drought & Ethnicity	11
Figure 6	Experienced Water Service Problems in Past 6 Months by Study Year	11
Figure 7	Experienced Water Service Problems in Past 6 Months by Recent Bill Amount, Satisfaction With MVWD & Survey Language	12
Figure 8	Experienced Water Service Problems in Past 6 Months by Home Ownership Status, Gender, ZIP Code & Account Setup Year	12
Figure 9	Experienced Water Service Problems in Past 6 Months by Age, Outdoor Irrigation System & Ethnicity	13
Figure 10	Problems With Water Service	13
Figure 11	Satisfaction With Services	14
Figure 12	Contacted District in Past 12 Months by Study Year	17
Figure 13	Contacted District in Past 12 Months by Recent Bill Amount, Home Ownership Status, Satisfaction With MVWD & Survey Language	18
Figure 14	Contacted District in Past 12 Months by ZIP Code, Gender & Account Setup Year	18
Figure 15	Contacted District in Past 12 Months by Age, Outdoor Irrigation System & Ethnicity	19
Figure 16	Reason For Contacting District	19
Figure 17	Reason For Contact Resolved to Satisfaction by Study Year	20
Figure 18	Opinions of District Staff	21
Figure 19	Satisfaction With District Communication Efforts by Study Year	22
Figure 20	Satisfaction With District Communication Efforts by Recent Bill Amount, Home Ownership Status & Survey Language	23
Figure 21	Satisfaction With District Communication Efforts by ZIP Code, Awareness of Drought & Account Setup Year	23
Figure 22	Satisfaction With District Communication Efforts by Age, Visited MVWD Website in Past 12 Months & Ethnicity	23
Figure 23	Effectiveness of Communication Methods	24
Figure 24	Visited District Website in Past 12 Months by Study Year	25
Figure 25	Visited District Website in Past 12 Months by Recent Bill Amount, Home Ownership Status, Satisfaction With MVWD & Survey Language	26
Figure 26	Visited District Website in Past 12 Months by ZIP Code, Awareness of Drought & Account Setup Year	26
Figure 27	Visited District Website in Past 12 Months by Age, Outdoor Irrigation System & Ethnicity	27
Figure 28	Satisfaction With District Website by Study Year	27
Figure 29	Satisfaction With District's Efforts to Make Information Available in Spanish	28
Figure 30	Performance Ratings in Priority Areas	29
Figure 31	Awareness of Current Drought	30
Figure 32	Awareness of Current Drought by Recent Bill Amount, Home Ownership Status & Survey Language	31
Figure 33	Awareness of Current Drought by ZIP Code, Visited MVWD Website in Past 12 Months & Account Setup Year	31
Figure 34	Awareness of Current Drought by Age, Outdoor Irrigation System & Ethnicity	32
Figure 35	Household Has Taken Action to Use Less Water in Response to Drought in Past 3 Months	32

Figure 36 Household Has Taken Action to Use Less Water in Response to Drought in Past 3 Months by Recent Bill Amount, Home Ownership Status & Survey Language 33

Figure 37 Household Has Taken Action to Use Less Water in Response to Drought in Past 3 Months by ZIP Code, Visited MVWD Website in Past 12 Months & Account Setup Year. 33

Figure 38 Household Has Taken Action to Use Less Water in Response to Drought in Past 3 Months by Age, Outdoor Irrigation System & Ethnicity 34

Figure 39 Map of Monte Vista Water District Retail Water Service Area & ZIP Codes 37

Figure 40 Maximum Margin of Error 38



INTRODUCTION

The Monte Vista Water District provides direct (retail) water service to more than 12,000 active residential, commercial, governmental/institutional, and agricultural metered connections within a 10 square mile area that includes the city of Montclair, portions of the city of Chino, and the unincorporated area lying between the cities of Pomona, Chino Hills, Chino and Ontario. The District also provides wholesale water service to the city of Chino Hills (see maps in Figure 1 on next page and Figure 39 on page 37). In addition to providing water production and distribution services, the District assists its customers with water conservation through educational materials and courses, as well as offering water-efficient product rebate programs.

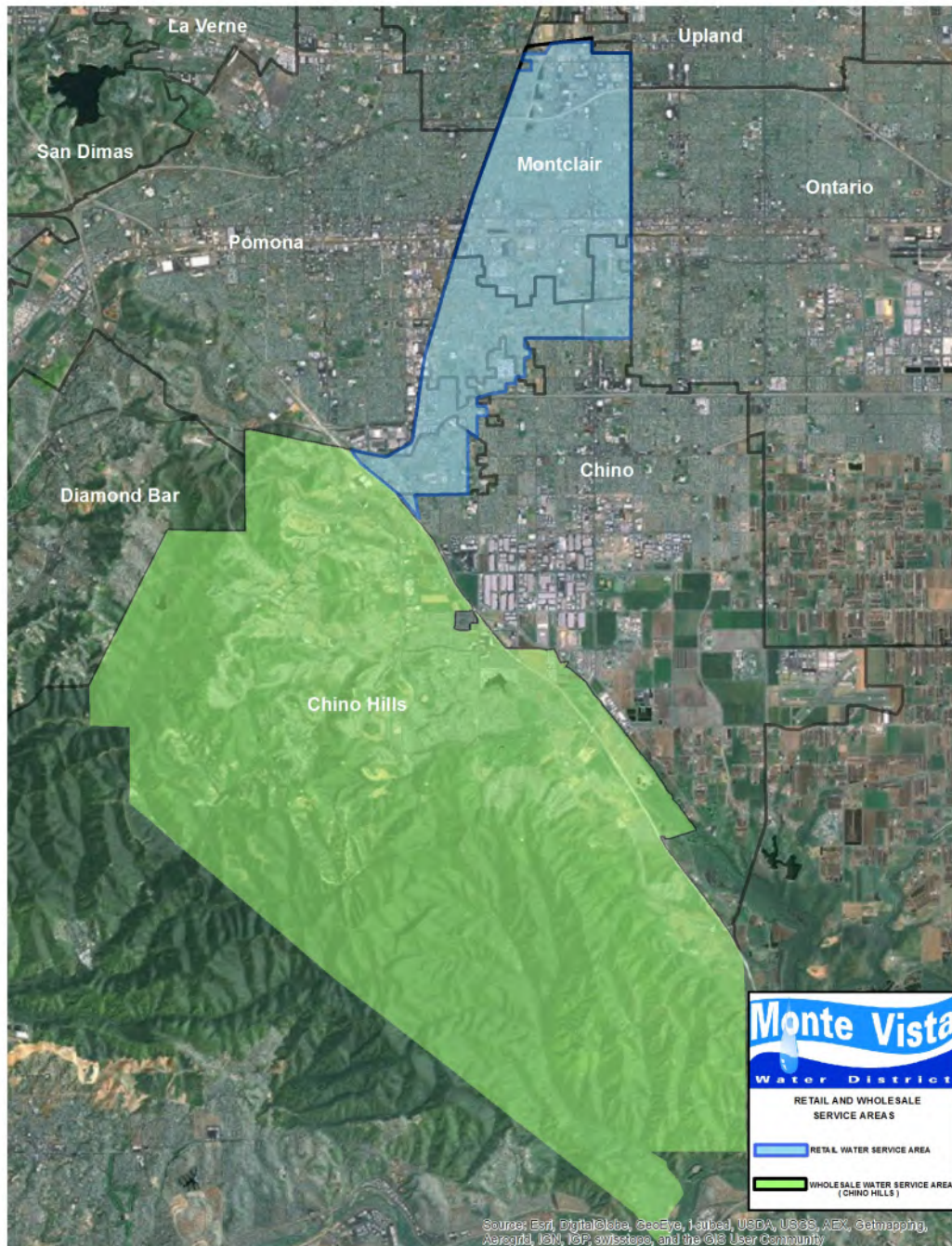
As part of its commitment to provide high quality water services that meet the varied needs of its customers, the District engages its customers on a daily basis and receives periodic feedback regarding its services and performance. Although these informal feedback mechanisms are a valuable source of information for the District in that they provide timely and accurate information about the opinions of *specific* customers, they do not necessarily provide an accurate picture of customers as a whole. Informal feedback mechanisms typically rely on the customer to initiate the feedback, which creates a self-selection bias. The District receives feedback only from those customers who are motivated enough to initiate the feedback process. Because these customers tend to be those who are either *very* pleased or displeased with the service they have received, their collective opinions are not necessarily representative of the District's customer base as a whole.

PURPOSE OF STUDY The purpose of this study was to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide the District with a statistically reliable understanding of its residential retail customers' awareness, opinions, expectations, satisfaction and concerns as they relate to the District, the services and facilities it provides, as well as relevant policy matters addressed in the District's Strategic Plan. Ultimately, the survey results provide the District with information that can be used to make sound, strategic decisions in a variety of areas—including service improvements and enhancements, program development and evaluation, planning, budgeting, and customer communications/outreach. In short, the research better enables the District to proactively identify and respond to customers' needs and expectations, which is a key to building customer satisfaction and loyalty.

To assist in this effort, the District selected True North Research to design the research plan and conduct the study. Broadly defined, the study was designed to:

- Measure customers' overall satisfaction with the District's efforts to provide water services, as well as their satisfaction with a variety of specific aspects of service.
- Profile customer contact with the District and perceptions of the customer service provided by District staff.
- Determine the effectiveness of the District's communication efforts.
- Gauge customer perceptions of the District's performance in areas identified as strategic priorities.
- Identify whether customers recognize that Southern California is experiencing a drought, and whether their household had taken actions recently to use less water.

FIGURE 1 MAP OF MONTE VISTA WATER DISTRICT & SURROUNDING COMMUNITIES



OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 36). In brief, the survey used a combination of email invitations, text invitations, and telephone calls to recruit participation in the survey from 428 residential retail customers selected at random from the District’s current customer database. Respondents were provided the option to participate in the survey by telephone or online, as well as in English or Spanish. Interviews were conducted between October 6 and October 18, 2021. Telephone interviews averaged 16 minutes in length.

STATISTICAL SIGNIFICANCE Several figures and tables in this report present the results of questions asked in 2021 alongside the results found in the prior 2016 survey for identical questions. In such cases, True North conducted the appropriate tests of statistical significance to identify changes that likely reflect actual changes in customer opinion during this period—as opposed to being due to chance associated with selecting two samples independently and at random. Differences between the two studies are identified as *statistically significant* if we can be 95% confident that the differences reflect an actual change in customer opinion between the two studies. Statistically significant differences within response categories over time are denoted by the † symbol which appears in the figure next to the appropriate response value for 2021.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 40) and a complete set of crosstabulations can be found in Appendix A.

ACKNOWLEDGEMENTS True North thanks the Monte Vista Water District for the opportunity to conduct the study, and for providing valuable input during the design stage of this study. District staff’s collective experience, local knowledge, and insights improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the Monte Vista Water District. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the opinions, perceptions, priorities and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, and developing effective public information campaigns. During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies, including more than 400 studies for California municipalities and special districts.

JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, to learn more about a particular finding, simply turn to the appropriate report section.

GENERAL PERFORMANCE

- The vast majority (91%) of residential retail customers indicated that they were satisfied with the District's efforts to provide water services, with 61% stating that they were *very* satisfied. A small portion of customers (5%) reported they were dissatisfied, whereas 4% were unsure or unwilling to state their opinion.
- Approximately 10% of residential retail customers in 2021 said they had experienced a problem with their water service during the six months preceding the interview.
- Among respondents who reported a problem with their water service, the most commonly mentioned problems were problems with water pressure (18%) or leaks (16%), billing issues (15%), water color (15%), and concerns about the cost of water/water rates (12%).
- When presented with a list of 15 specific services and asked to rate their satisfaction with each, customers were most satisfied with the District's efforts to provide reliable water service (96%), followed by provide good customer service (95%), provide convenient hours of operation (95%), and ensure an adequate water supply now and in the future (94%).
- Although customers were less satisfied with the District's efforts in offering good value for the cost of water services (76%), providing water that tastes good (78%), and providing rebate programs that encourage customers to purchase water-efficient appliances (78%), even these services received positive satisfaction ratings from more than three-quarters of residential retail customers.

CUSTOMER SERVICE

- Approximately one-quarter (27%) of residential customers indicated that they had contacted Monte Vista Water District in the 12 months prior to the survey.
- The most commonly reported reason for contacting the District was to ask a question about a bill or payment (45%), followed by make a payment (25%), report a problem with service (22%), inquire about ways to reduce their bill (8%), request to start or stop service (7%), and inquire about ways to reduce their water usage (7%).
- More than three-quarters of customers surveyed (77%) indicated that the reason they contacted the District was resolved to their satisfaction, whereas 16% were unsatisfied with the outcome and 7% were unsure.
- Nearly all survey respondents who had interacted with Monte Vista Water District staff in the past 12 months and provided an opinion felt staff was very or somewhat accessible (98%), knowledgeable (98%), professional (97%), and helpful (95%).

COMMUNICATION

- When asked about their satisfaction with the District's efforts to communicate with them through newsletters, the Internet, and other means, 86% of customers indicated that they were generally satisfied with the District's communication efforts, with more than half (53%) saying they were *very* satisfied.

- Among eight different methods of communication, respondents indicated newsletters mailed to their house (84% very or somewhat effective), email (81%), and information inserted into their water bill envelope (78%) would be the most effective methods for the District to communicate with them, followed by text messages (71%), electronic newsletters (71%), door-hanger notices (70%), and the District's website (69%).
- When compared to the other methods tested, social media was perceived to be the least effective way for the District to communicate with customers (41% very or somewhat effective).
- Just under half (45%) of customers surveyed said they had visited the District's website in the past 12 months.
- The vast majority (88%) of District website visitors indicated that they were satisfied with the content of the website. Only 5% of customers who visited the website said they were dissatisfied, and 7% were unsure.
- More than eight-in-ten customers (85%) who completed the survey in Spanish indicated they were generally satisfied with the District's efforts to make information available in Spanish, whereas 5% were dissatisfied and 11% were unsure or unwilling to share their opinion.

STRATEGIC PRIORITIES & DROUGHT

- When respondents were asked to rate the District's performance in key strategic areas, the District received the strongest ratings for encouraging customers to be efficient in their use of water through education, incentives, and rebates (70% excellent or good), upgrading technology to improve customers' experiences and access to information (60%), and being fiscally responsible (59%).
- The ratings were a bit softer for the District's performance in operating in an environmentally friendly way including relying more on renewable energy sources such as solar (52%), developing additional local water supplies and expanding the use of recycled water to enhance the reliability of water supplies (50%), and replacing aging pipes and infrastructure to reduce leaks and improve system performance (49%), although these were also the dimensions with a comparatively high percentage of respondents who were unsure.
- Three-quarters (75%) of Monte Vista Water District customers were aware that Southern California is currently experiencing a drought, whereas 5% did not think so and the remainder (21%) were either unsure or unwilling to share their opinion.
- Overall, 64% of customers recognized that California is facing a drought *and* took action in the past three months to use less water, whereas 7% recognized the drought but confided they took no action. The remaining respondents were either unaware/unsure regarding status of the drought in Southern California (26%), unsure of their household's water conservation activities (3%), or unwilling to answer the question.

CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the District with a statistically reliable understanding of its residential retail customers’ awareness, opinions, expectations, satisfaction and concerns as they relate to the District, the services and facilities it provides, as well as relevant policy matters addressed in the District’s Strategic Plan. As such, this study provides the District with information needed to proactively identify and respond to customers’ needs and expectations, which is a key to building customer satisfaction and loyalty. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer some of the key questions that motivated the research.

How well is Monte Vista Water District performing in meeting the needs of customers?

Residential customers remain quite satisfied with the Monte Vista Water District’s efforts to provide water services to their households. The vast majority (91%) were satisfied with District’s overall performance in providing water services in 2021, which is slightly higher (+2%) than that found in the 2016 survey of customers. The high levels of satisfaction exhibited by respondents as a whole were also echoed across all customer subgroups, with satisfaction ranging from a low of 81% to a high of 100%.

Residential customers’ satisfaction with Monte Vista Water District’s performance *in general* was also mirrored in their assessments of the District’s performance in more specific service areas. For every one of the 15 specific service areas tested, at least three-quarters of respondents were satisfied with District’s efforts—and for the majority of services, more than 90% were satisfied. Overall, respondents reported being *most* satisfied with Monte Vista Water District’s efforts to provide reliable water service, good customer service, convenient hours of operation, and ensure an adequate water supply now and in the future. Moreover, among the 27% of customers who had reason to contact the District in the 12 months preceding the survey, more than nine-in-ten with an opinion felt District staff were very or somewhat accessible (98%), knowledgeable (98%), professional (97%), and helpful (95%).

Where should the District focus its efforts in the future?

Perhaps the most important recommendation—one that is occasionally overlooked in customer satisfaction research—is for the District to recognize the many things that it does well and to focus on continuing to perform at a high level in these areas. As noted throughout this report, customers were generally pleased with the District’s efforts to provide water services and have a high opinion of the District’s performance in most areas. The top priority for the District should thus be to do what it takes to maintain the high quality of services that it currently provides.

Nevertheless, in the spirit of constant improvement, the results of the survey do suggest several opportunities to increase customer satisfaction further. Considering customers’ satisfaction levels across 15

specific service areas (see *Specific Services* on page 14), the services that have the largest satisfaction gaps (see *Differentiators of Opinion* on page 15), and perceptions of the District’s performance in key strategic areas (see *Strategic Priorities & Drought* on page 29), the top opportunities are: offering good value for the cost of water services, providing water that tastes good, providing rebate programs that encourage customers to purchase water-efficient appliances, replacing aging pipes and infrastructure to reduce leaks and improve system performance, developing additional local water supplies and expand use of recycled water to enhance water reliability, and operating in an environmentally friendly way, including relying more on renewable energy sources such as solar.

Having identified the above topics as areas of focus for customers and potential opportunities to further enhance customer satisfaction, it is also important to stress that the appropriate strategy is often a combination of communication and actual service improvements. It may be, for example, that many customers are simply unaware of the District’s efforts to date to replace aging pipes and infrastructure, or to expand its use of renewable energy sources. Choosing the appropriate balance of actual service improvements and efforts to raise customer awareness/understanding on these matters will be key to maintaining and improving customers’ overall satisfaction in the future.

How well is Monte Vista Water District communicating with customers?

Keeping up with the challenge of communicating with customers has been difficult for many public agencies in recent years. As the number of information sources and channels available to the public have dramatically increased, so too has the diversity in where residents regularly turn for their information. Not only have entirely new channels arisen to become mainstream and nearly ubiquitous (e.g., social media), within these channels there exists a proliferation of alternative services. To add to the challenge, public preferences for information sources are also dynamic—subject to change as new services are made available while others may fade in popularity—making thorough, effective communication a *moving* target for public agencies.

Against this backdrop of challenges, the 2021 survey reveals that the Monte Vista Water District has been doing an admirable job communicating with residential customers, with 86% of customers stating that they were satisfied with the District’s efforts to communicate with them through newsletters, the Internet, and other means. A similar percentage (85%) of those who completed the survey in Spanish also indicated they were satisfied with the District’s efforts to make information available in Spanish. Looking forward, customers were also clear about which methods would be the most effective for the District to communicate with them in the future, with mailed newsletters, email,

water bill inserts, and text messages widely perceived to be the most effective approaches.

GENERAL PERFORMANCE

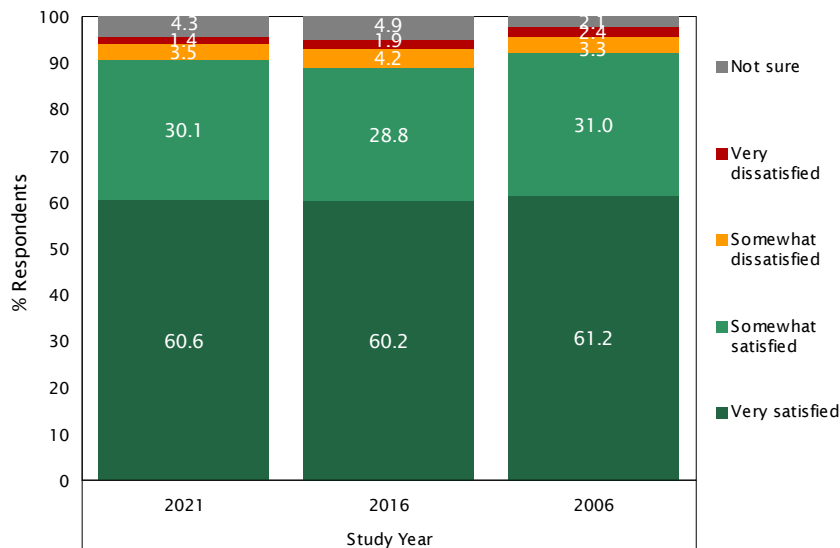
Among the top goals of this study was measuring customers' satisfaction with the District's performance in providing water services, as well as their satisfaction with a variety of specific aspects of service. The survey opened with a set of questions designed to address these topics.

OVERALL SATISFACTION The first question in this opening series asked residential retail customers to indicate if, overall, they were satisfied or dissatisfied with the job the Monte Vista Water District is doing to provide water services to their household. Because this question does not reference a specific aspect of the service and requested that the respondent consider the District's performance in general, the findings of this question may be regarded as an *overall performance rating* for the District.

As shown in Figure 2, the vast majority (91%) of residential retail customers indicated that they were satisfied with the District's efforts to provide water services, with 61% stating that they were *very* satisfied. A small portion of customers (5%) reported they were dissatisfied, whereas 4% were unsure or unwilling to state their opinion. Overall customer satisfaction in 2021 (91%) was slightly higher than that found in 2016 (88%), although the difference is not large enough to reach statistical significance.

Question 1 *Generally speaking, are you satisfied or dissatisfied with the job the Monte Vista Water District is doing to provide water services to your household?*

FIGURE 2 OVERALL SATISFACTION WITH DISTRICT BY STUDY YEAR



Figures 3-5 display how customers' opinions about the District's overall performance in providing water services varied by the amount of their recent bill, home ownership, survey language, ZIP code, gender, when their account was started, age, awareness of drought, and ethnicity. Although there was some variation in opinion (for example, those with lower recent bills were generally more likely than their counterparts to report being *very satisfied*), the dominant pattern in these figures is the *consistency* of positive opinions. Indeed, at least eight-in-ten respondents in *every* subgroup reported being satisfied with the District's performance.

FIGURE 3 OVERALL SATISFACTION WITH DISTRICT BY RECENT BILL AMOUNT, HOME OWNERSHIP STATUS & SURVEY LANGUAGE

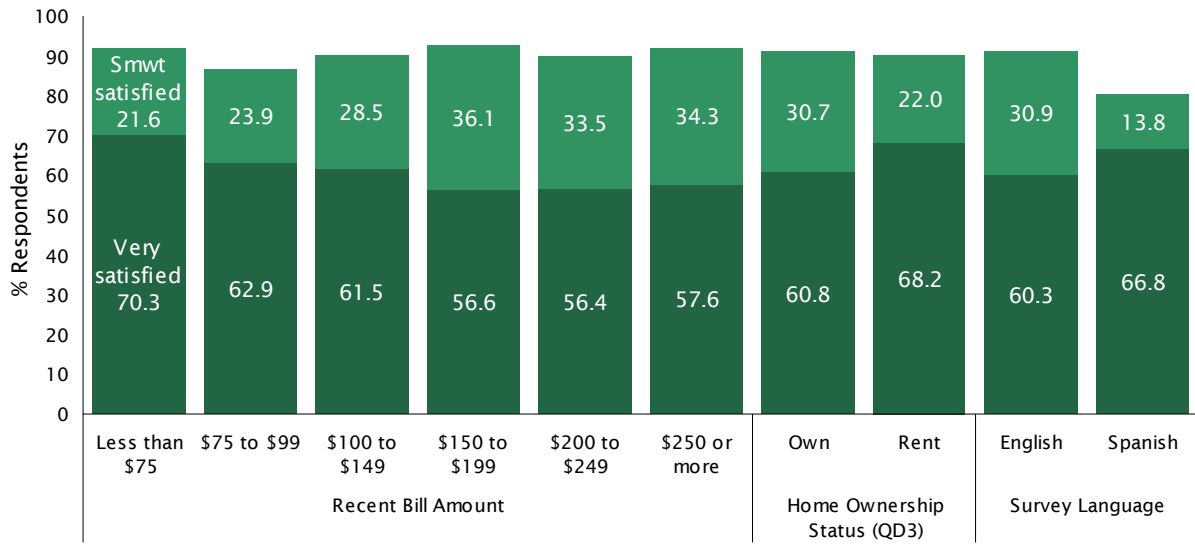


FIGURE 4 OVERALL SATISFACTION WITH DISTRICT BY ZIP CODE, GENDER & ACCOUNT SETUP YEAR

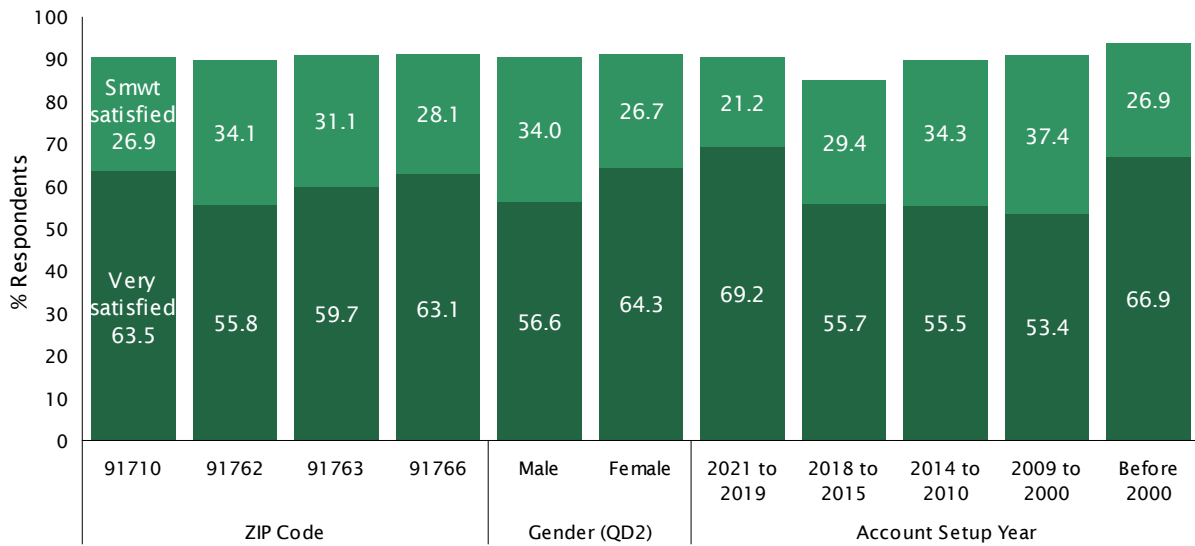
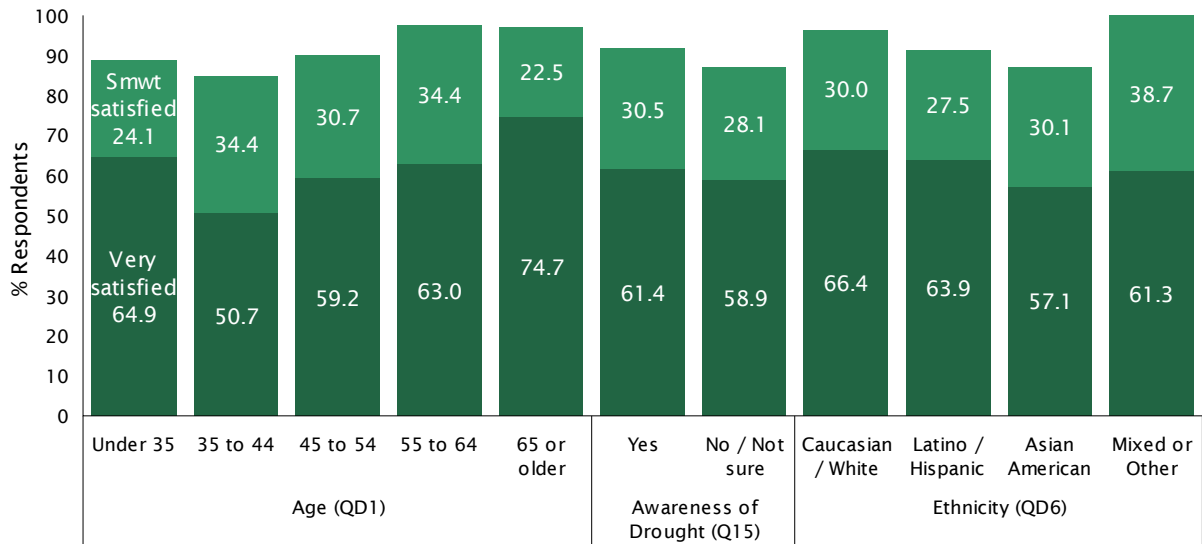


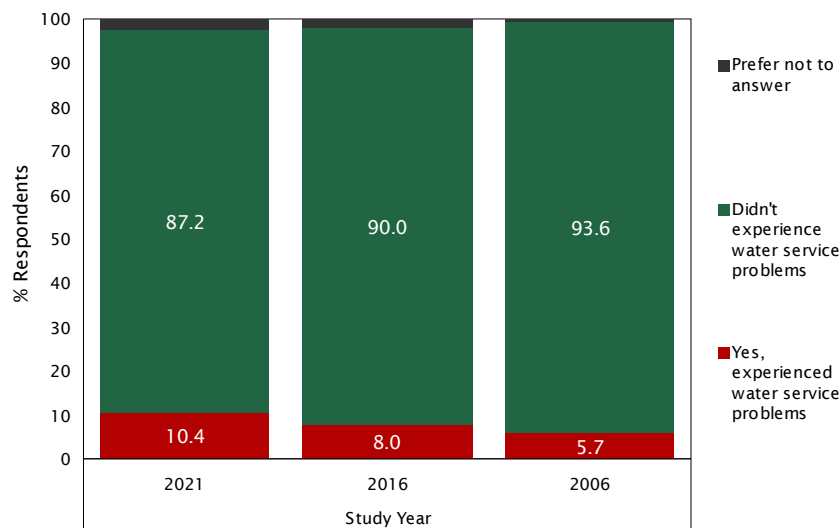
FIGURE 5 OVERALL SATISFACTION WITH DISTRICT BY AGE, AWARENESS OF DROUGHT & ETHNICITY



PROBLEMS WITH WATER SERVICE All respondents were next asked if they had experienced any problems with their water service in the past six months and, if yes, to briefly describe the problems. As shown in Figure 6, just 10% of residential retail customers in 2021 said they had experienced a problem, statistically similar to the 8% found in 2016.

Question 2 *In the past six months, have you experienced any issues with your water service?*

FIGURE 6 EXPERIENCED WATER SERVICE PROBLEMS IN PAST 6 MONTHS BY STUDY YEAR



Figures 7-9 on the next page show how the portion of customers who indicated that they experienced a problem with their water service in the six months prior to the interview varied across demographic variables. Nearly half (45%) of the small number of customers *dissatisfied* with the District overall reported experiencing problems with their water service in that time frame, suggesting that dissatisfaction with the District is related to a recent experience with service issues as often as it is the result of negative perceptions of the District and/or its services in general.

FIGURE 7 EXPERIENCED WATER SERVICE PROBLEMS IN PAST 6 MONTHS BY RECENT BILL AMOUNT, SATISFACTION WITH MVWD & SURVEY LANGUAGE

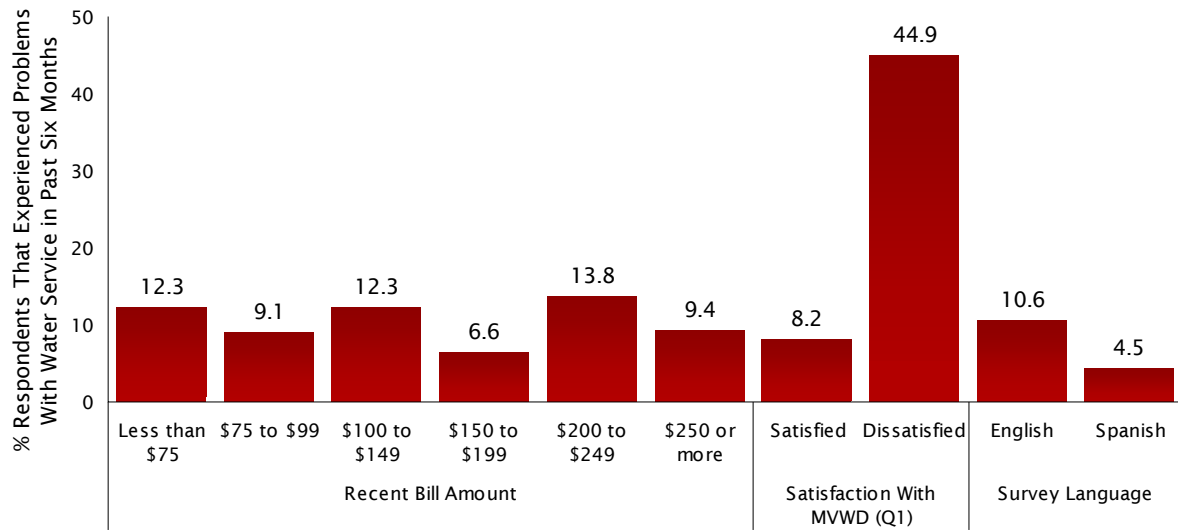


FIGURE 8 EXPERIENCED WATER SERVICE PROBLEMS IN PAST 6 MONTHS BY HOME OWNERSHIP STATUS, GENDER, ZIP CODE & ACCOUNT SETUP YEAR

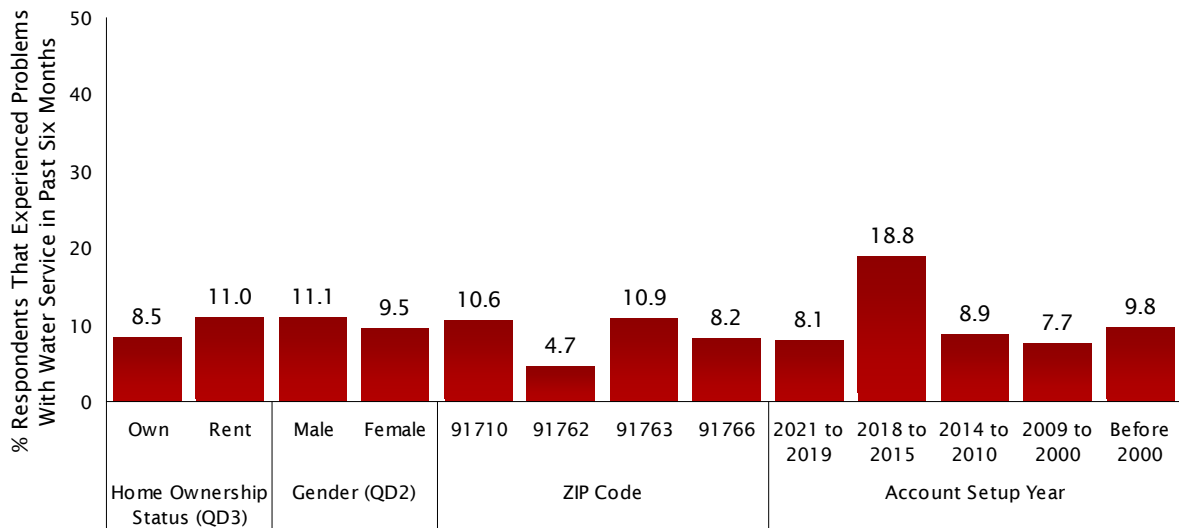
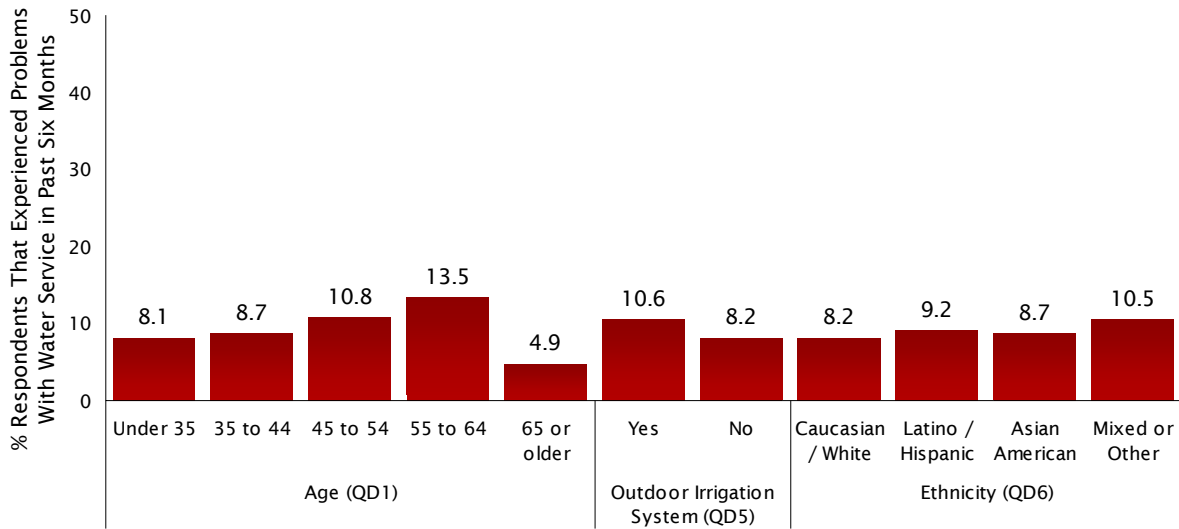


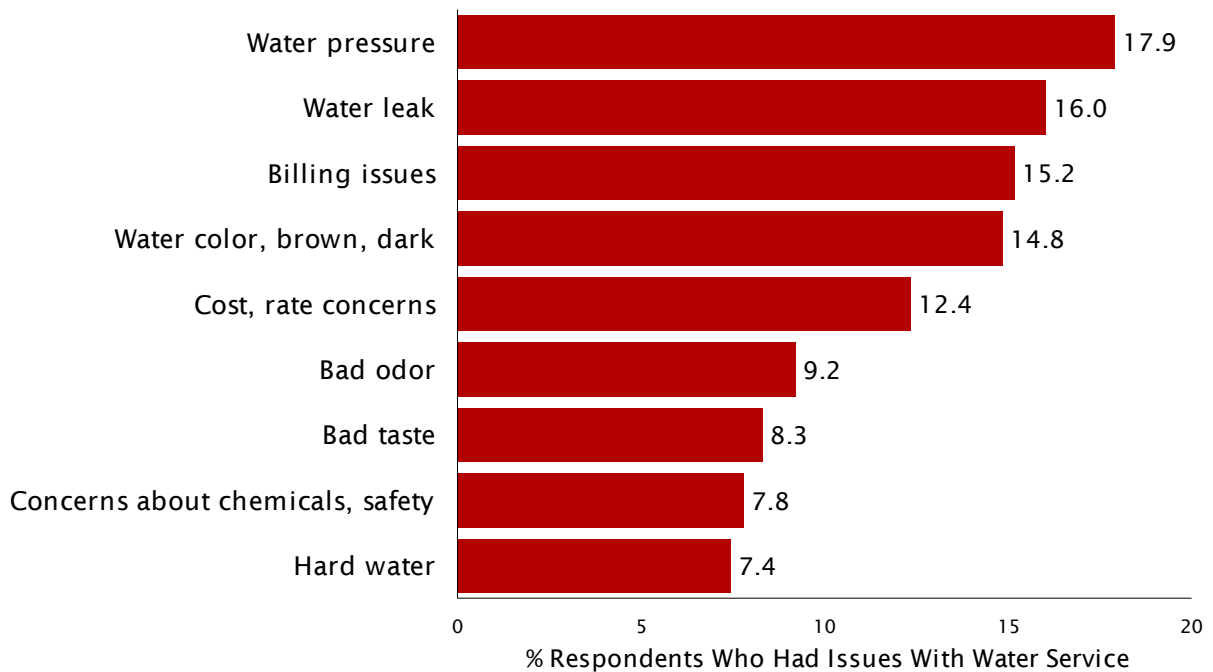
FIGURE 9 EXPERIENCED WATER SERVICE PROBLEMS IN PAST 6 MONTHS BY AGE, OUTDOOR IRRIGATION SYSTEM & ETHNICITY



Among respondents who reported a problem with their water service (Figure 10), the most commonly mentioned problems were problems with water pressure (18%) or leaks (16%), billing issues (15%), water color (15%), and concerns about the cost of water/water rates (12%).

Question 3 *Please briefly describe the issues that you have had with your water service.*

FIGURE 10 PROBLEMS WITH WATER SERVICE



SPECIFIC SERVICES Whereas Question 1 addressed the District’s *overall* performance, the next question series in the survey asked respondents to rate their level of satisfaction with the District’s efforts to provide *15 specific* services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 11 sorts the 15 services according to the percentage of respondents who said they were either very or somewhat satisfied with the District’s efforts to provide the service. To allow for a direct comparison of the satisfaction ratings, only respondents who held an opinion (either satisfied or dissatisfied) are included in the figure. Those who did not have an opinion were removed from this analysis, and the percentage who held an opinion for each service is shown to the right of the service label in brackets. Thus, for example, among the 96% of respondents who expressed an opinion about the District’s efforts to provide reliable water service, 69% were very satisfied and 27% were somewhat satisfied.

Overall, customers were most satisfied with the District’s efforts in providing reliable water service (96%), followed by providing good customer service (95%), providing convenient hours of operation (95%), and ensuring an adequate water supply now and in the future (94%). Although customers were less satisfied with the District’s efforts in offering good value for the cost of water services (76%), providing water that tastes good (78%), and providing rebate programs that encourage customers to purchase water-efficient appliances (78%), even these services received positive satisfaction ratings from more than three-quarters of residential retail customers.

Question 4 *Next, I'm going to read a list of specific services provided by the Water District. For each of the services I read, please tell me whether you are satisfied or dissatisfied with the District's efforts to provide the service. Are you satisfied or dissatisfied with the District's efforts to: -----, or do you not have an opinion?*

FIGURE 11 SATISFACTION WITH SERVICES

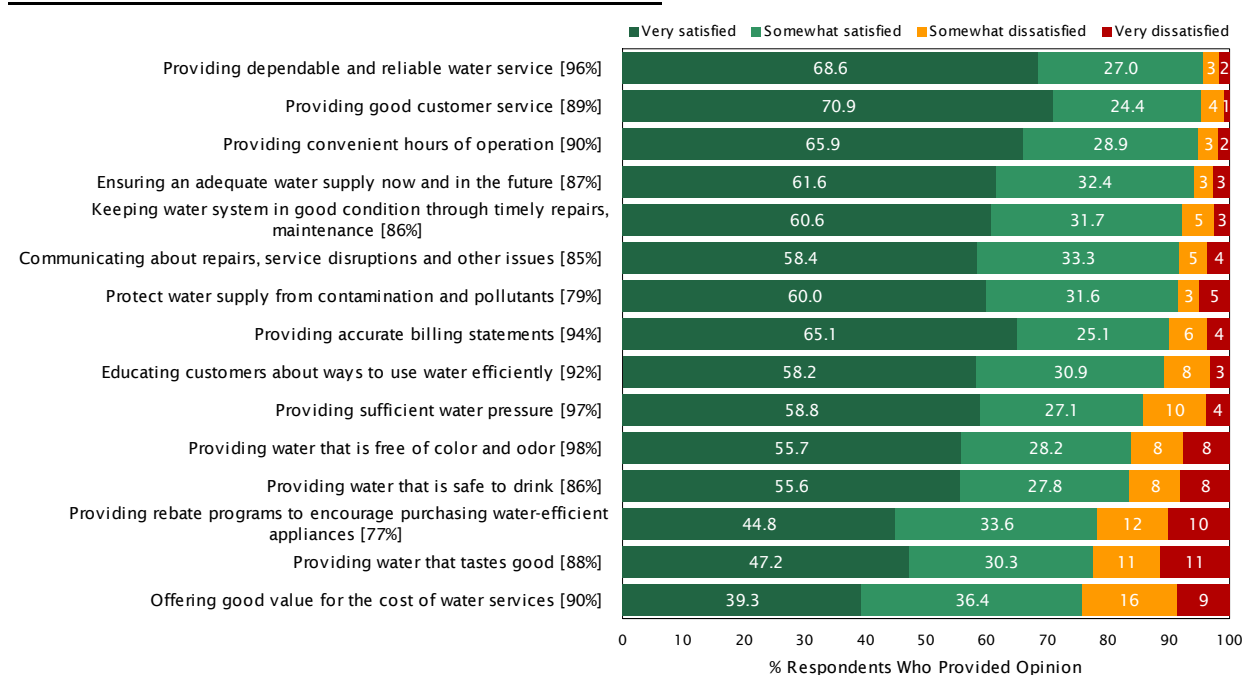


Table 1 displays the percentage of customers who were satisfied with each service in 2021, 2016, and 2006, as well as the difference between the two most recent studies in the far right column. Comparing the current survey with 2016, there were statistically significant decreases in satisfaction for 2 of the 15 services tested: providing water that is safe to drink (-6%) and educating customers about ways to use water efficiently (-5%). All other differences were comparatively small and did not achieve statistical significance.

TABLE 1 SATISFACTION WITH SERVICES BY STUDY YEAR

	Study Year			Change in Satisfaction 2016 to 2021
	2021	2016	2006	
Communicating about repairs, service disruptions and other issues	91.7	90.2	95.5	+1.5
Providing good customer service	95.4	93.9	97.8	+1.5
Providing convenient hours of operation	94.8	93.6	95.5	+1.2
Keeping water system in good condition through repairs and maintenance	92.3	92.0	95.3	+0.3
Ensuring an adequate water supply now and in the future	94.1	94.8	98.1	-0.7
Providing sufficient water pressure	85.8	86.7	87.9	-0.8
Providing dependable and reliable water service	95.6	96.5	96.4	-0.9
Providing water that tastes good	77.6	78.6	84.4	-1.1
Protecting water supply from contamination and pollutants	91.6	93.0	96.6	-1.4
Providing rebate programs to encourage purchasing water-efficient appliances	78.4	80.0	87.2	-1.7
Offering good value for the cost of water services	75.8	77.5	92.8	-1.8
Providing accurate billing statements	90.1	92.9	99.5	-2.7
Providing water that is free of color and odor	83.9	87.0	88.9	-3.1
Educating customers about ways to use water efficiently	89.2	93.9	94.2	-4.7†
Providing water that is safe to drink	83.4	89.6	89.1	-6.2†

† Statistically significant change (p < 0.05) between the 2016 and 2021 studies.

DIFFERENTIATORS OF OPINION For the interested reader, Table 2 on the next page displays how the level of satisfaction with each specific service tested in Question 4 varied according to customers’ *overall* performance ratings for the District (see *Overall Satisfaction* on page 9). The table divides customers who were satisfied with the District’s *overall performance* into one group and those dissatisfied into a second group based on their responses to Question 1 of the survey. The percentage who indicated they were satisfied with the District’s efforts to provide each specific service tested in Question 4 is shown in the table, and the difference in satisfaction between the two groups is captured in the far right column. Thus, for example, among those who were satisfied with the District’s overall performance, 88% indicated they were also satisfied with the District’s efforts to offer good value for the cost of water services. The corresponding figure among those who were dissatisfied with the District’s overall performance was just 7% satisfied, which results in net difference in satisfaction of 74% for that item. For convenience, the services are sorted by the *difference* in satisfaction with an item between the two groups, with the greatest differentiators of opinion near the top of the table.

When compared with their counterparts, those satisfied with the District’s *overall* performance in providing water services were also more likely to express satisfaction with the District’s efforts to provide each of the specific services tested in Question 4. With that said, the greatest specific differentiators of opinion between satisfied and dissatisfied customers were found with respect to the District’s efforts to offer good value for the cost of water services, protect the water supply from contamination and pollutants, provide water that is safe to drink, provide dependable and reliable water service, and provide rebate programs to encourage the purchase of water-efficient appliances.

TABLE 2 SATISFACTION WITH SERVICES BY OVERALL SATISFACTION WITH DISTRICT

		District's Overall Performance (Q1)		Difference Between Groups For Each Service
		Very or somewhat satisfied	Very or somewhat dissatisfied	
% Respondents Satisfied With Each Service	Offering good value for the cost of water services	81.0	6.6	74.4
	Protect water supply from contamination and pollutants	95.1	23.9	71.2
	Providing water that is safe to drink	87.5	26.4	61.2
	Providing dependable and reliable water service	98.5	39.5	59.0
	Providing rebate programs to encourage purchasing water-efficient appliances	82.6	25.3	57.3
	Educating customers about ways to use water efficiently	92.8	35.7	57.1
	Providing accurate billing statements	92.4	40.1	52.3
	Providing water that is free of color and odor	87.2	35.3	51.9
	Ensuring an adequate water supply now and in the future	96.2	50.3	45.9
	Providing water that tastes good	81.1	35.6	45.5
	Communicating about repairs, service disruptions and other issues	94.3	49.7	44.6
	Providing good customer service	97.2	54.1	43.1
	Providing sufficient water pressure	88.2	56.0	32.2
	Keeping water system in good condition through timely repairs, maintenance	94.5	65.2	29.3
	Providing convenient hours of operation	96.2	70.1	26.1

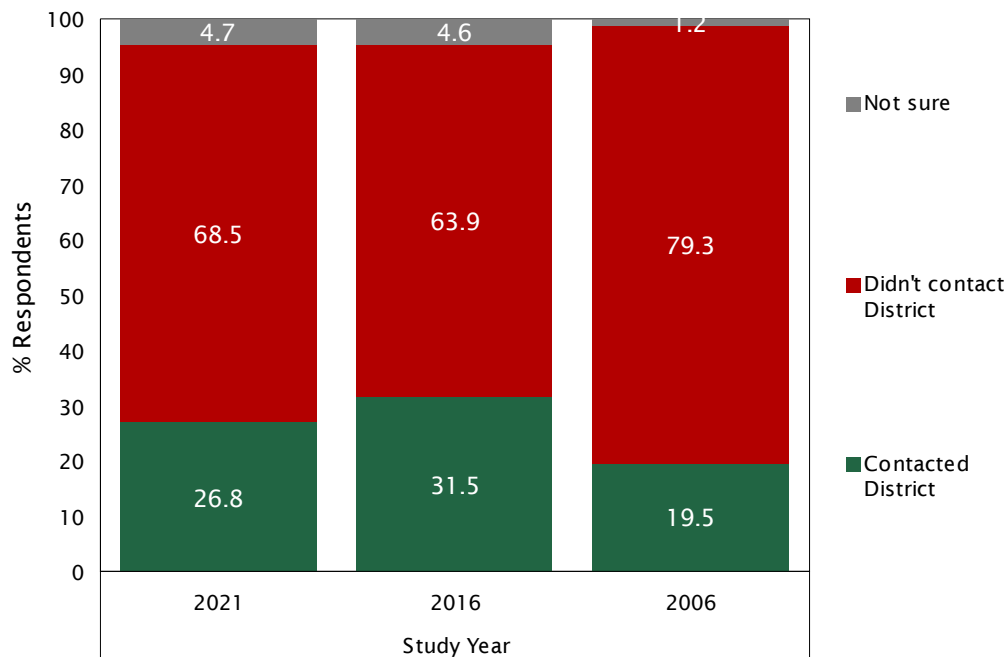
CUSTOMER SERVICE

The next series of questions in the survey focused on profiling residential retail customers' interactions with the District, including their perceptions of and experiences with District staff.

DISTRICT CONTACT The first question in this series simply asked respondents whether, in the 12 months prior to the interview, they had contacted the Monte Vista Water District. As shown in Figure 12, approximately one-quarter (27%) of residential customers indicated that they had contacted the District in the 12 months prior to the survey, which represents a small decrease from the 2016 survey.

Question 5 *In the past 12 months, have you contacted the Monte Vista Water District?*

FIGURE 12 CONTACTED DISTRICT IN PAST 12 MONTHS BY STUDY YEAR



When compared with their respective counterparts, contact with the District in the 12 months preceding the interview was most commonly reported by renters, individuals who completed the survey in Spanish, those who set up their account between 2019 and 2021, younger customers (under 35), those with an outdoor irrigation system, and those who identified as Latino/Hispanic (see figures 13-15).

FIGURE 13 CONTACTED DISTRICT IN PAST 12 MONTHS BY RECENT BILL AMOUNT, HOME OWNERSHIP STATUS, SATISFACTION WITH MVWD & SURVEY LANGUAGE

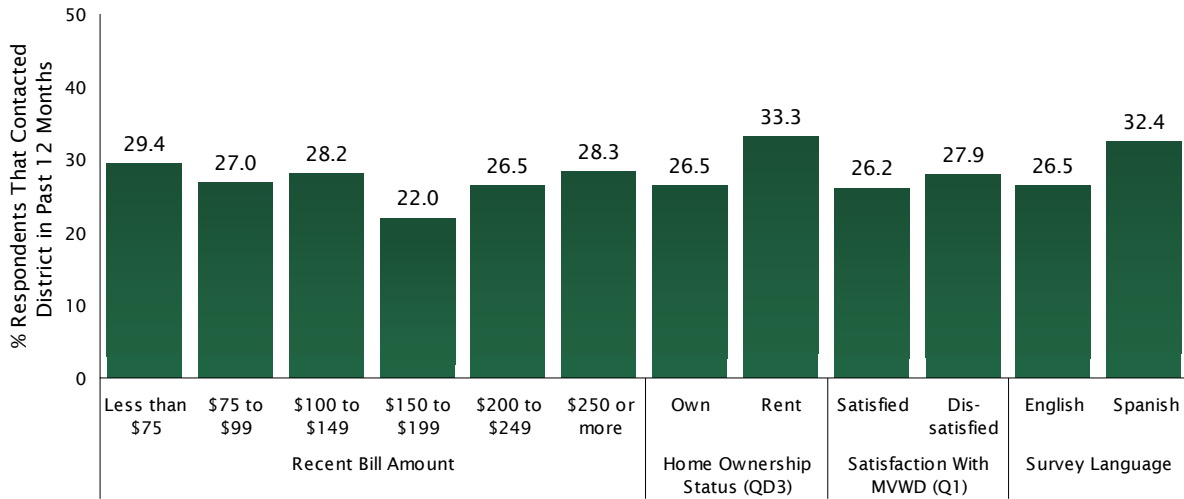


FIGURE 14 CONTACTED DISTRICT IN PAST 12 MONTHS BY ZIP CODE, GENDER & ACCOUNT SETUP YEAR

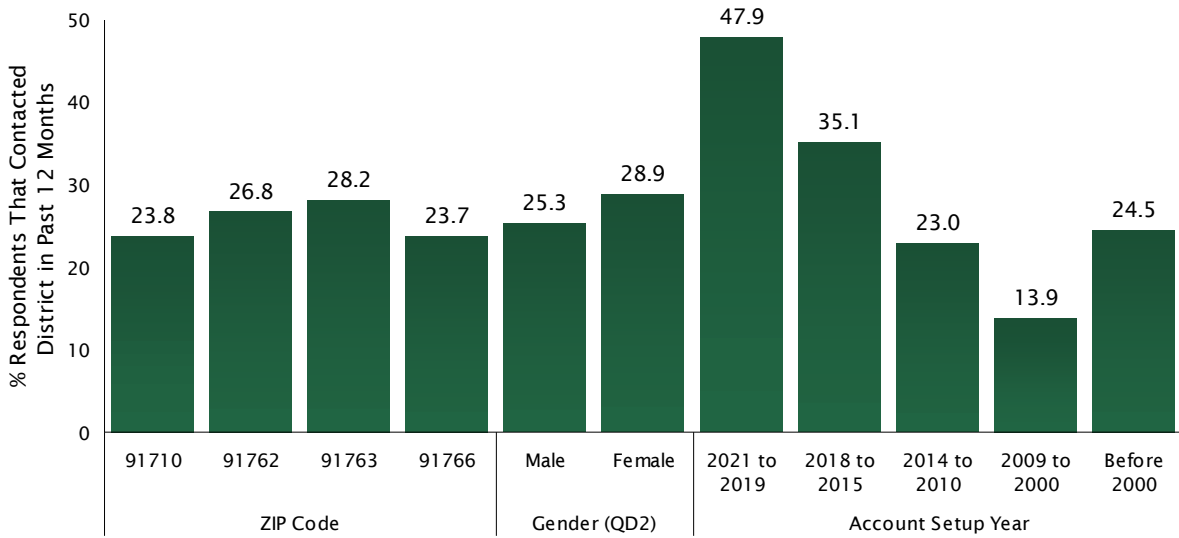
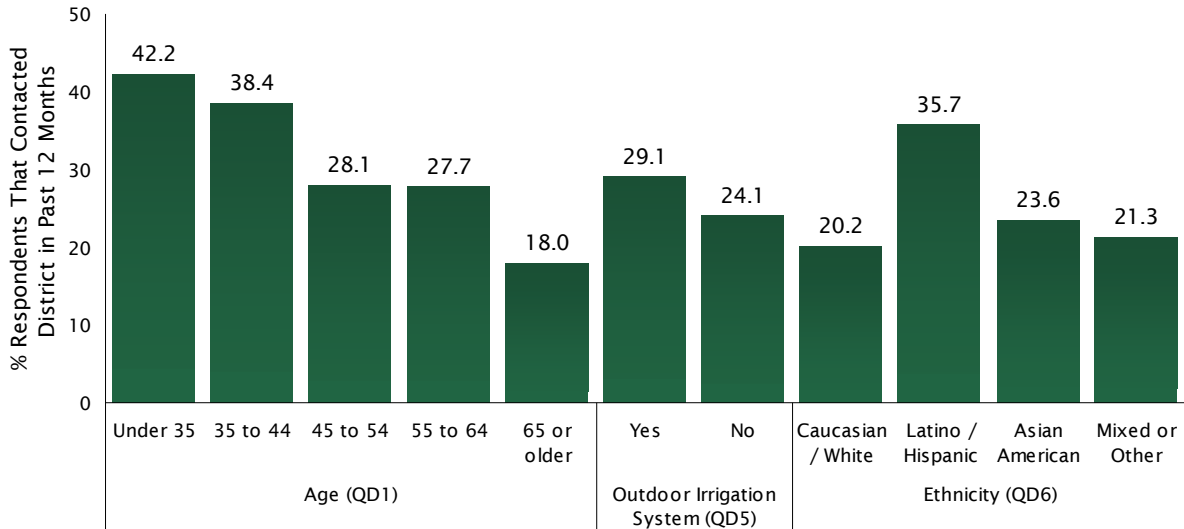


FIGURE 15 CONTACTED DISTRICT IN PAST 12 MONTHS BY AGE, OUTDOOR IRRIGATION SYSTEM & ETHNICITY



REASON FOR CONTACT AND OUTCOME Customers who had contacted the District in the prior 12 months were asked several follow-up questions about their experience. The first of these questions asked the customer to describe the reason they contacted the District. Because a customer could have contacted the District multiple times and/or for multiple reasons, multiple responses were allowed for this question. Accordingly, the percentages show in Figure 16 reflect the percentage of customers administered this question who provided each reason.

The most commonly reported reason for contacting the District was to ask a question about a bill or payment (45%), followed by make a payment (25%), report a problem with service (22%), inquire about ways to reduce their bill (8%), request to start or stop service (7%), and inquire about ways to reduce their water usage (7%).

Question 6 *For what reason did you contact the District?*

FIGURE 16 REASON FOR CONTACTING DISTRICT

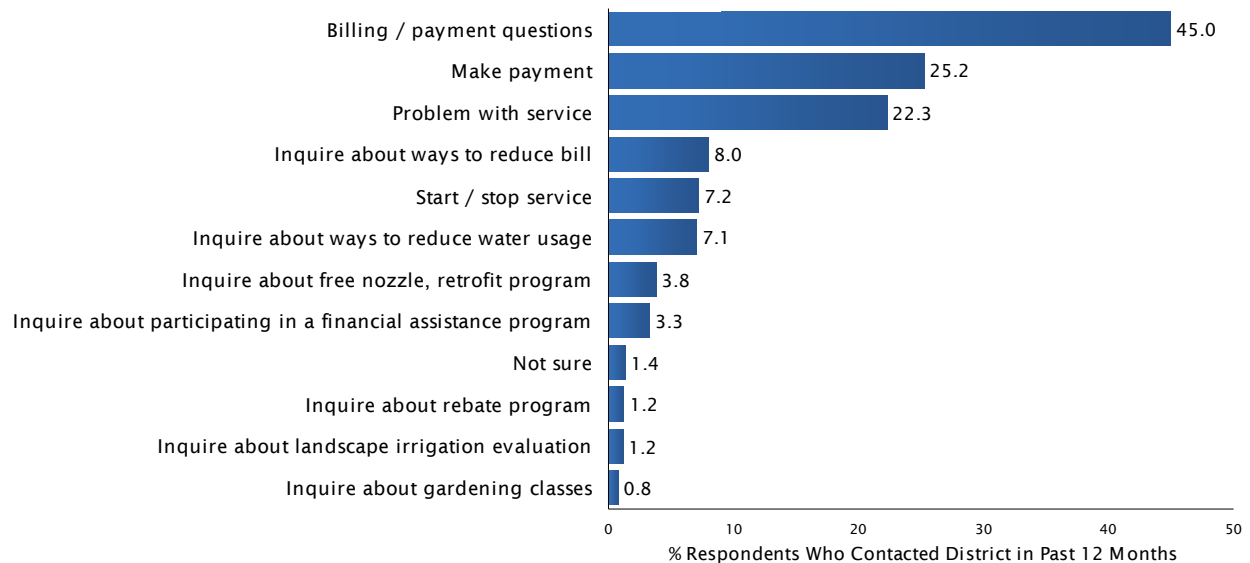


Table 3 below shows the top five reasons for contacting the District from the 2021, 2016 and 2006 studies. The qualitative nature of recording, categorizing, and coding verbatim responses limits the ability to perform statistical significance analyses of the findings between surveys, but it's worth noting that the top three responses were the same in all three surveys.

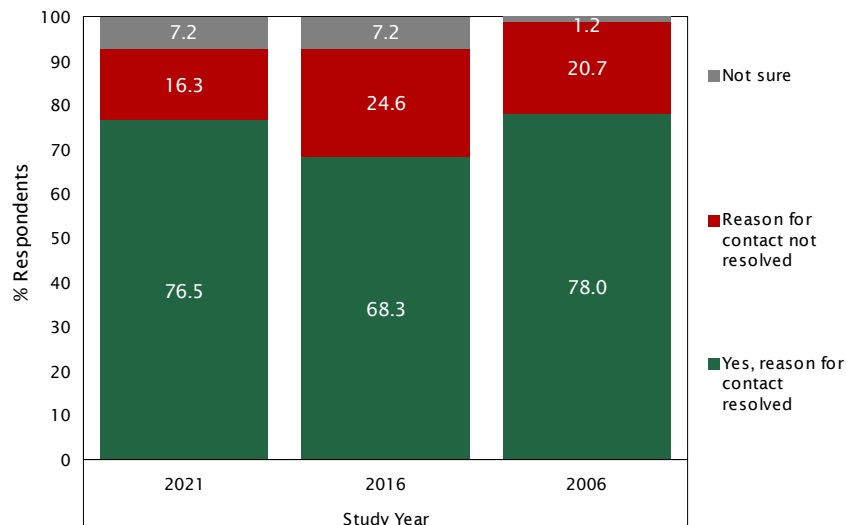
TABLE 3 TOP REASONS FOR CONTACTING DISTRICT BY STUDY YEAR

Study Year		
2021	2016	2006
Billing / payment questions	Billing / payment questions	Make payment
Make payment	Make payment	Problem with service
Problem with service	Problem with service	Billing / payment questions
Inquire about ways to reduce bill	Inquire about rebate program	Water conservation program
Start / stop service	Inquire about ways to reduce bill	Start / stop service

Having identified the reasons customers contacted the District, the survey next inquired as to whether a respondent's issue was resolved to their satisfaction. The results of this question are presented in Figure 17 below. More than three-quarters of customers (77%) surveyed in 2021 indicated that the reason they contacted the District was resolved to their satisfaction, whereas 16% were unsatisfied with the outcome and 7% were unsure. Given the limited number of customers who received this question, the changes found between the 2016 and 2021 studies for this question are not statistically significant. That said, it is encouraging that the percentage who indicated that the issue was resolved to their satisfaction increased during this period.

Question 7 *Was the reason you contacted them resolved to your satisfaction?*

FIGURE 17 REASON FOR CONTACT RESOLVED TO SATISFACTION BY STUDY YEAR



OPINIONS OF STAFF The final question in this series asked all customers who had contact with the District in the 12 months prior to the interview to rate District staff on four dimensions: accessibility, helpfulness, professionalism, and knowledge. As shown in Figure 18, staff received very high marks on all four performance dimensions tested. Nearly all survey respondents who had interacted with staff in the past 12 months and provided an opinion felt staff was very or somewhat accessible (98%), knowledgeable (98%), professional (97%), and helpful (95%). Table 4 provides the responses to this question for the current study compared with 2016 and 2006, and shows there were no statistically significant differences in the responses between the two most recent surveys.

Question 8 *In your opinion, is the staff at the District very _____, somewhat _____, or not at all _____.*

FIGURE 18 OPINIONS OF DISTRICT STAFF

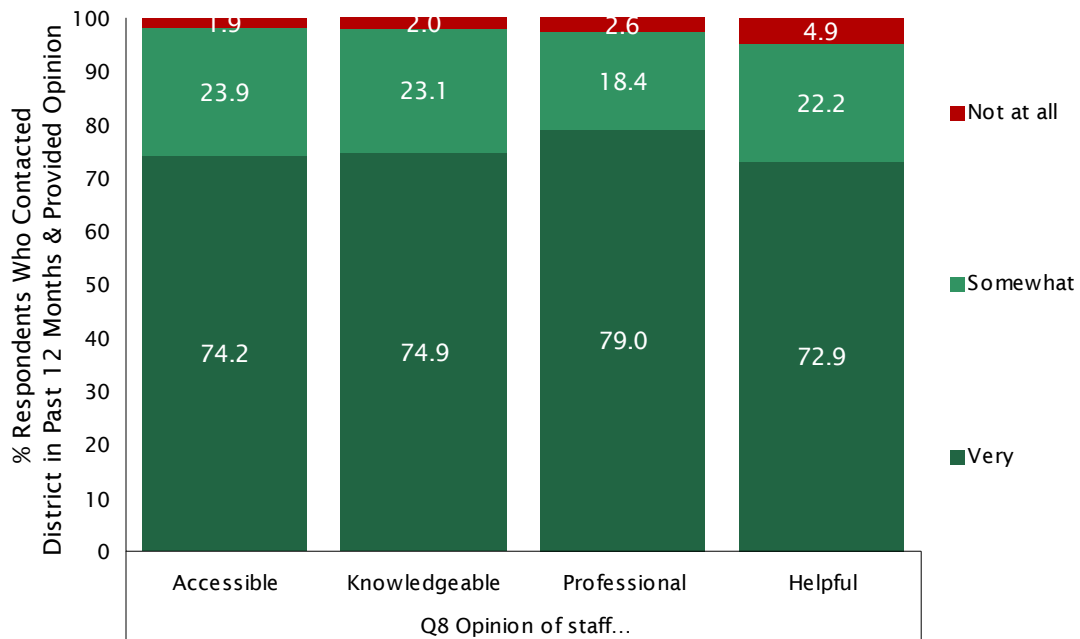


TABLE 4 OPINIONS OF DISTRICT BY STUDY YEAR (SHOWING % VERY + SOMEWHAT)

	Study Year			Change in Very + Smwt 2016 to 2021
	2021	2016	2006	
Knowledgeable	98.0	97.1	96.2	+0.9
Helpful	95.1	95.4	95.1	-0.2
Accessible	98.1	98.4	93.7	-0.3
Professional	97.4	100.0	93.9	-2.6

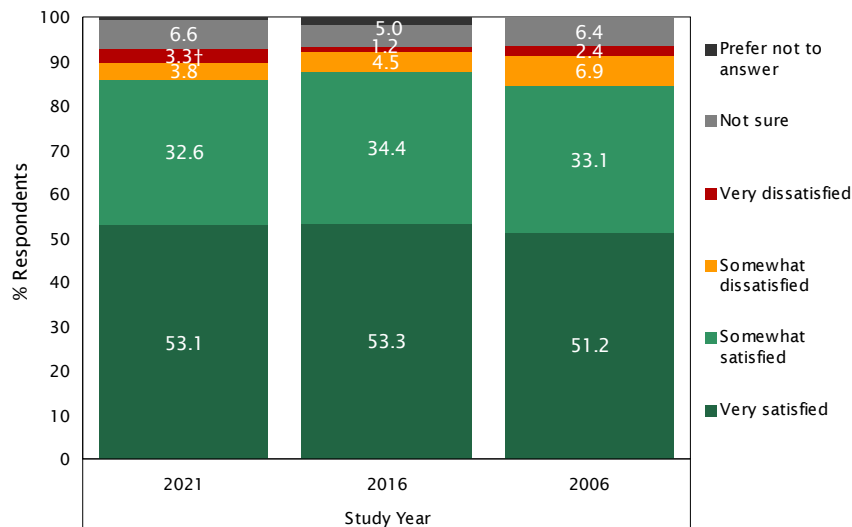
COMMUNICATION

The Monte Vista Water District communicates with customers on a regular basis in an effort to answer their questions, resolve issues, and inform them about matters that may be of importance to their households. In addition to personalized communications in-person, over the phone, and through mail and email, the District regularly distributes general notices and the *Waterline* Newsletter to customers. To help gauge the effectiveness of these communication efforts, as well as help refine them to better meet customers' needs, the survey asked customers a number of questions regarding the District's communication efforts.

SATISFACTION WITH COMMUNICATION The first question in this series asked customers if they were satisfied or dissatisfied with the District's efforts to communicate with them through newsletters, the Internet, and other means. As shown in Figure 19, 86% of customers indicated that they were generally satisfied with the District's communication efforts, with more than half (53%) saying they were *very* satisfied. Approximately 7% of customers indicated that they were dissatisfied with the District's performance in this respect, and 7% were unsure or unwilling to share their opinion on this matter.

Question 9 *In general, are you satisfied or dissatisfied with the District's efforts to communicate with customers through newsletters, the Internet, and other means?*

FIGURE 19 SATISFACTION WITH DISTRICT COMMUNICATION EFFORTS BY STUDY YEAR



Figures 20-23 display how overall satisfaction with the District's efforts to communicate with customers varied by the amount of their recent bill, home ownership, survey language, ZIP code, awareness of the drought, when their account was started, age, whether they had visited the District's website in the past 12 months, and ethnicity. Although overall satisfaction did vary somewhat across customer subgroups, at least seven-in-ten respondents in *every* identified subgroup indicated that they were generally satisfied with the District's communication efforts.

FIGURE 20 SATISFACTION WITH DISTRICT COMMUNICATION EFFORTS BY RECENT BILL AMOUNT, HOME OWNERSHIP STATUS & SURVEY LANGUAGE

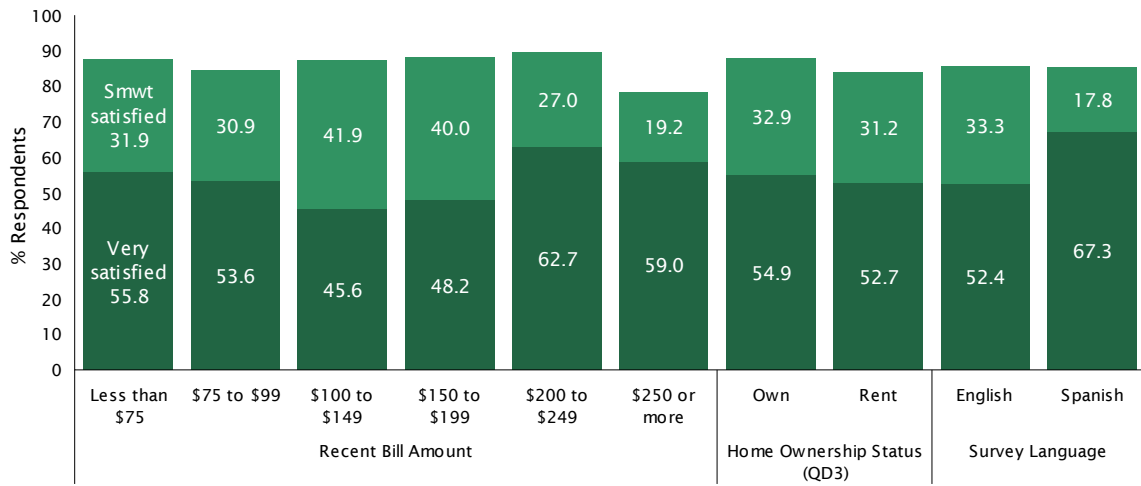


FIGURE 21 SATISFACTION WITH DISTRICT COMMUNICATION EFFORTS BY ZIP CODE, AWARENESS OF DROUGHT & ACCOUNT SETUP YEAR

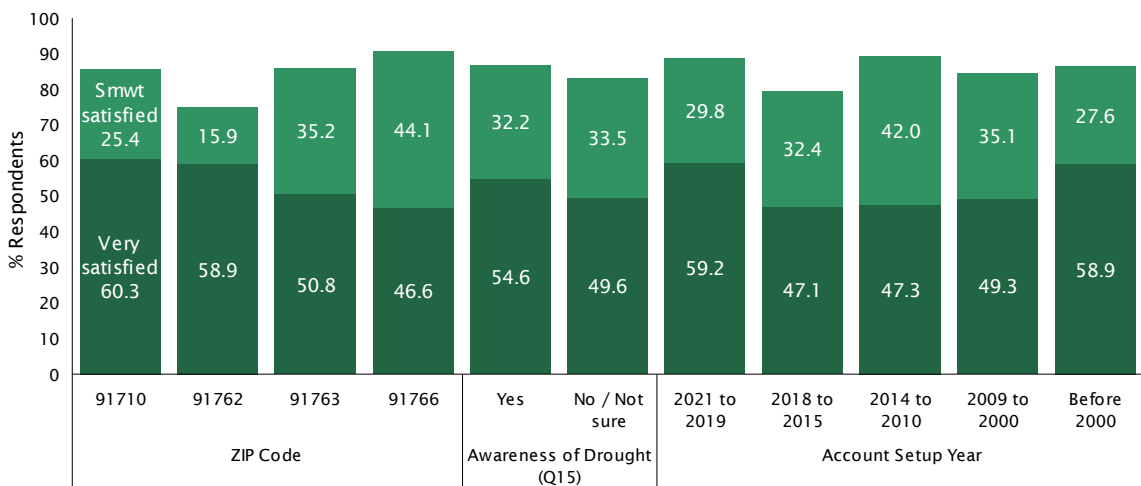
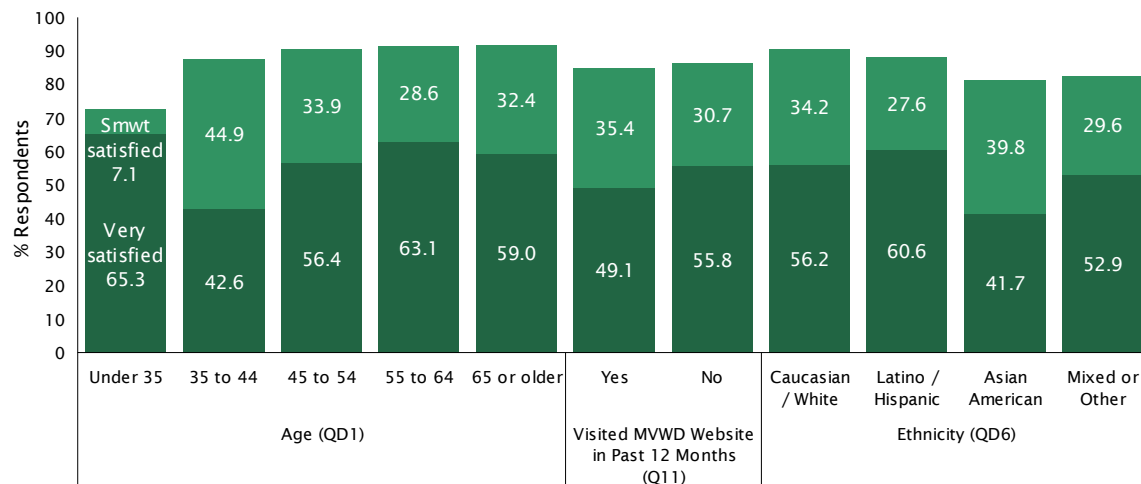


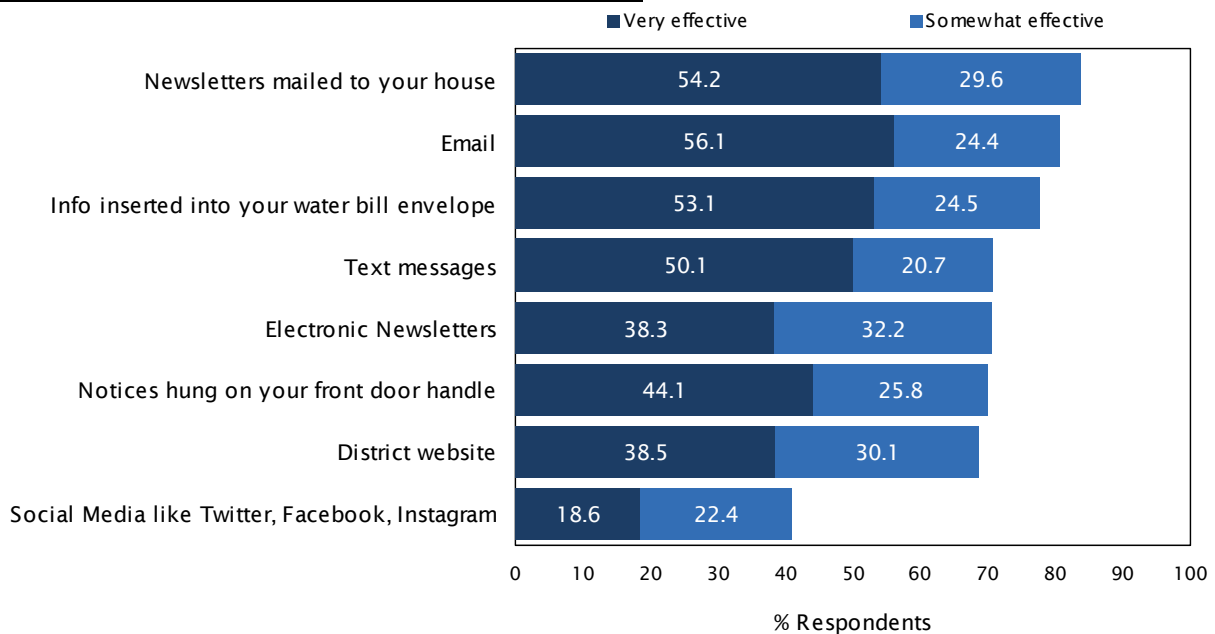
FIGURE 22 SATISFACTION WITH DISTRICT COMMUNICATION EFFORTS BY AGE, VISITED MVWD WEBSITE IN PAST 12 MONTHS & ETHNICITY



COMMUNICATION PREFERENCES Customers were next presented with each of the methods shown on the left of Figure 23 and asked if each would be an effective way for Monte Vista Water District to communicate with them. Overall, respondents indicated newsletters mailed to their house (84% very or somewhat effective), email (81%), and information inserted into their water bill envelope (78%) would be the most effective methods, followed by text messages (71%), electronic newsletters (71%), door-hanger notices (70%), and the District’s website (69%). When compared to the other methods tested, social media was perceived to be the least effective way for the District to communicate with customers (41%).

Question 10 *As I read the following ways that the Water District can communicate with customers, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the District to communicate with you.*

FIGURE 23 EFFECTIVENESS OF COMMUNICATION METHODS



For the interested reader, tables 5-7 display the percentage of respondents who rated each communication method as *very effective* within a variety of specific subgroups of customers. To ease comparisons, the three most effective methods in each group are highlighted green.

TABLE 5 EFFECTIVENESS OF COMMUNICATION METHODS (SHOWING % VERY EFFECTIVE) BY HOME OWNERSHIP STATUS & ZIP CODE

	Home Ownership Status (QD3)		ZIP Code			
	Own	Rent	91710	91762	91763	91766
Email	56.2	53.2	56.4	47.9	56.5	57.5
Newsletters mailed to your house	53.5	60.3	49.4	51.4	55.0	65.5
Information inserted into your water bill envelope	52.9	63.2	55.8	64.4	51.2	53.9
Text messages	52.1	42.6	45.7	53.5	52.4	41.0
Notices hung on your front door handle	45.1	46.8	42.9	42.6	44.2	47.3
District website	38.4	44.2	34.6	48.7	38.4	44.3
Electronic Newsletters	38.3	41.3	36.1	43.3	38.4	41.3
Social Media like Twitter, Facebook, Instagram	19.2	19.5	22.2	11.7	17.3	23.8

TABLE 6 EFFECTIVENESS OF COMMUNICATION METHODS (SHOWING % VERY EFFECTIVE) BY SURVEY LANGUAGE & RECENT BILL AMOUNT

	Survey Language		Recent Bill Amount					
	English	Spanish	Less than \$75	\$75 to \$99	\$100 to \$149	\$150 to \$199	\$200 to \$249	\$250 or more
Email	55.2	73.6	50.3	69.9	58.9	52.9	65.3	44.8
Newsletters mailed to your house	52.9	79.7	60.8	49.3	48.7	54.5	58.0	57.0
Information inserted into your water bill envelope	51.4	88.7	57.1	55.2	45.0	50.1	56.4	59.5
Text messages	49.4	66.0	50.6	45.5	52.7	50.9	53.5	47.5
Notices hung on your front door handle	42.6	74.0	52.3	41.9	38.5	43.5	43.3	47.3
District website	37.2	63.4	45.6	34.9	38.0	29.9	47.0	40.3
Electronic Newsletters	37.1	62.5	45.7	41.1	41.6	30.3	55.3	25.0
Social Media like Twitter, Facebook, Instagram	17.0	50.9	27.3	17.7	20.3	11.6	17.4	18.9

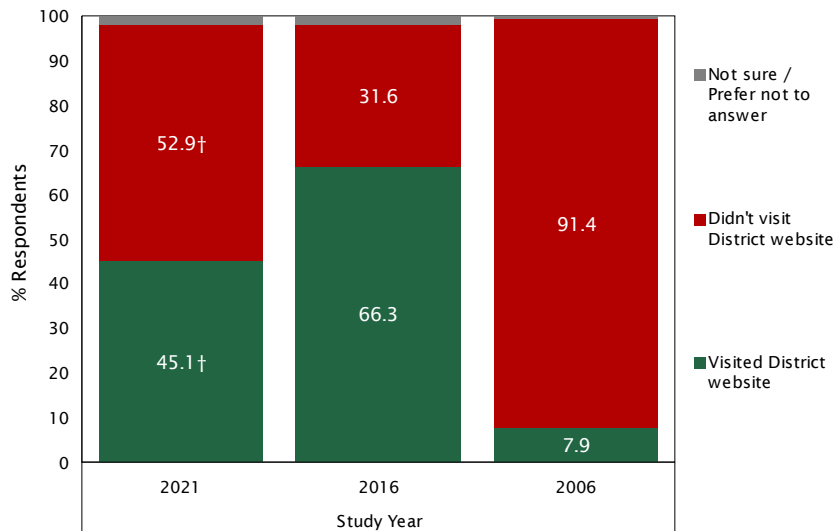
TABLE 7 EFFECTIVENESS OF COMMUNICATION METHODS (SHOWING % VERY EFFECTIVE) BY AGE & GENDER

	Age (QD1)					Gender (QD2)	
	Under 35	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
Email	72.5	59.3	61.4	49.9	51.6	50.7	60.4
Newsletters mailed to your house	66.7	40.6	59.5	51.6	61.6	53.0	55.2
Information inserted into your water bill envelope	77.1	38.4	58.9	56.0	60.3	53.7	53.2
Text messages	69.5	54.8	60.7	46.4	42.2	42.7	57.7
Notices hung on your front door handle	71.1	42.2	52.4	41.4	42.6	40.1	49.5
District website	56.1	29.9	59.4	42.2	30.2	36.3	40.7
Electronic Newsletters	55.2	38.3	45.4	34.5	31.5	38.3	37.6
Social Media like Twitter, Facebook, Instagram	22.8	17.4	28.3	17.4	14.7	18.9	18.4

DISTRICT WEBSITE All respondents were next asked two questions about the District’s website. The first question in this series (Question 11) asked if, in the 12 months prior to the interview, the respondent had visited the website. As shown in Figure 24, just under half (45%) of customers said they had visited the District’s website during this period, which represents a statistically significant decrease from the 66% recorded in 2016, but remains much higher than the 8% reported in 2006. Figures 25-27 display the percentage of customers who visited the District’s website in the past 12 months across a variety of demographic variables.

Question 11 *In the past 12 months, have you visited the Monte Vista Water District's website?*

FIGURE 24 VISITED DISTRICT WEBSITE IN PAST 12 MONTHS BY STUDY YEAR



† Statistically significant change (p < 0.05) between the 2016 and 2021 studies.

FIGURE 25 VISITED DISTRICT WEBSITE IN PAST 12 MONTHS BY RECENT BILL AMOUNT, HOME OWNERSHIP STATUS, SATISFACTION WITH MVWD & SURVEY LANGUAGE

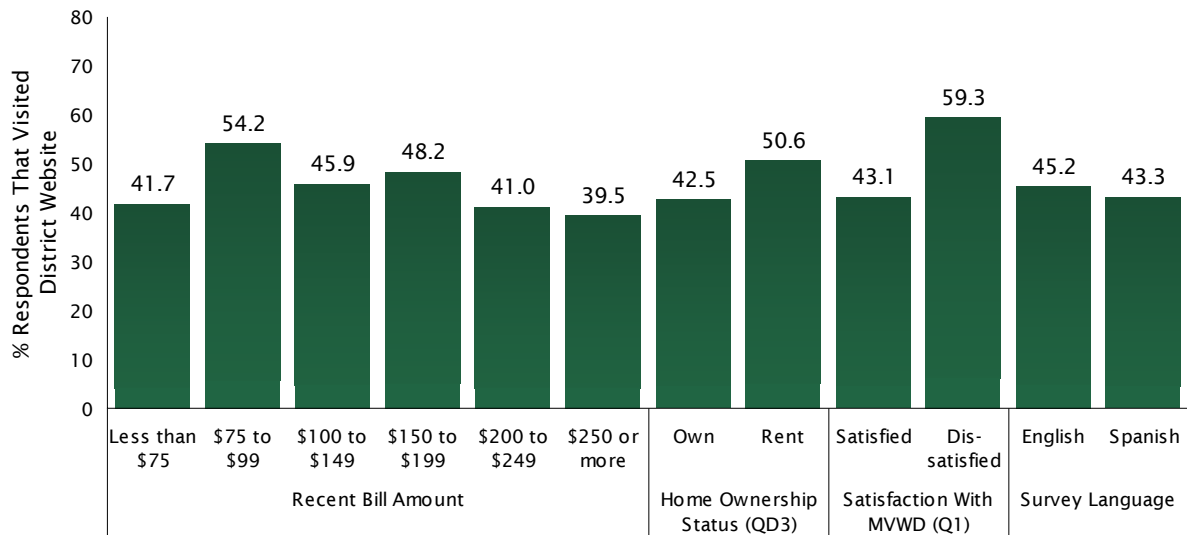


FIGURE 26 VISITED DISTRICT WEBSITE IN PAST 12 MONTHS BY ZIP CODE, AWARENESS OF DROUGHT & ACCOUNT SETUP YEAR

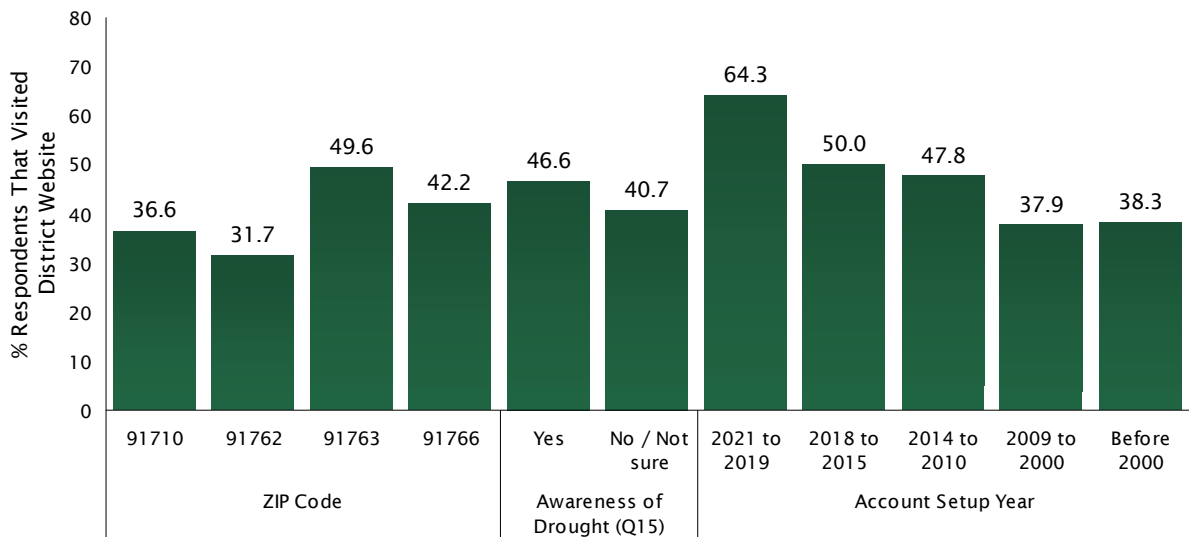
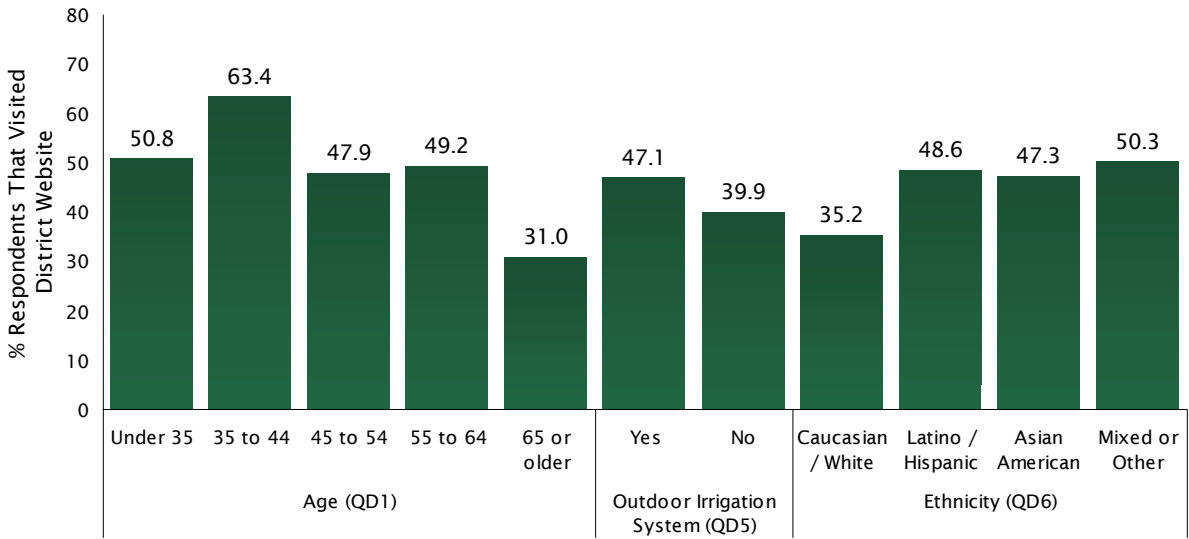


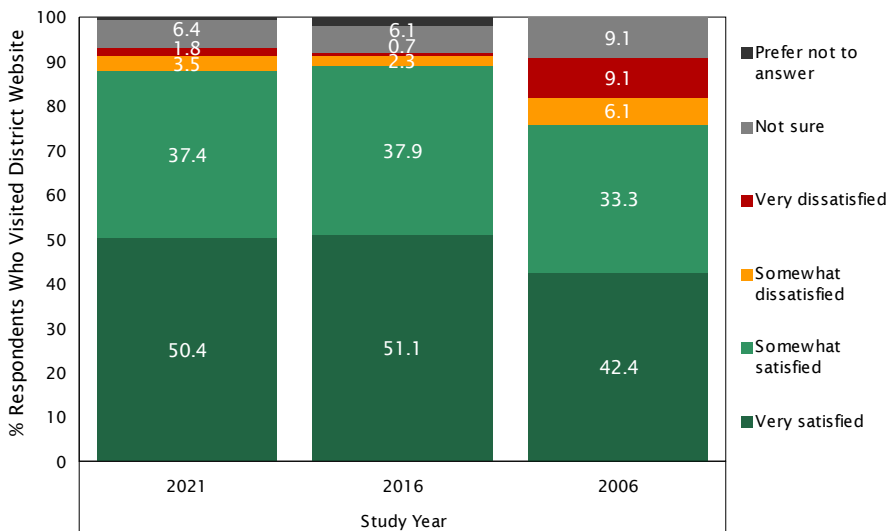
FIGURE 27 VISITED DISTRICT WEBSITE IN PAST 12 MONTHS BY AGE, OUTDOOR IRRIGATION SYSTEM & ETHNICITY



Customers who had visited the District’s website in the past 12 months were asked whether they were satisfied or dissatisfied with the resources that are available on the site. The vast majority (88%) of website visitors indicated that they were satisfied with the content of the website in 2021, which is similar to the levels found in 2016, but substantially higher than levels found in the 2006 study. Just 5% of customers surveyed in 2021 who visited the District’s website said they were dissatisfied with the resources available on the site, and 7% were unsure or unwilling to share their opinion (Figure 28).

Question 12 *Are you satisfied or dissatisfied with the resources available on the District's website?*

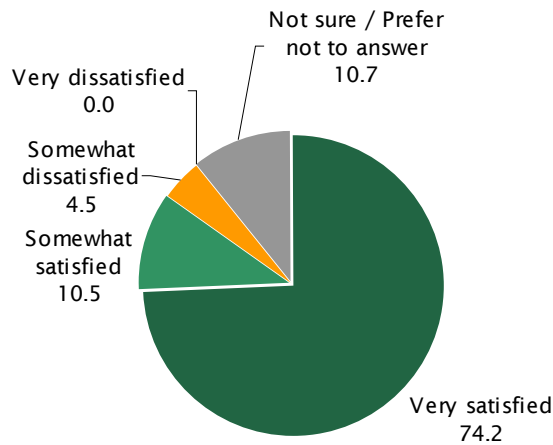
FIGURE 28 SATISFACTION WITH DISTRICT WEBSITE BY STUDY YEAR



SATISFACTION WITH SPANISH-LANGUAGE COMMUNICATIONS Respondents who chose to take the survey in Spanish were also asked to indicate their level of satisfaction with the District’s efforts to make information available in Spanish. As shown in Figure 29, more than eight-in-ten customers in this group (85%) indicated they were satisfied with the District’s efforts to make information available in Spanish, whereas 5% were dissatisfied and 11% were unsure or unwilling to share their opinion.

Question 13 *Are you satisfied or dissatisfied with the District's efforts to make information available in Spanish?*

FIGURE 29 SATISFACTION WITH DISTRICT'S EFFORTS TO MAKE INFORMATION AVAILABLE IN SPANISH



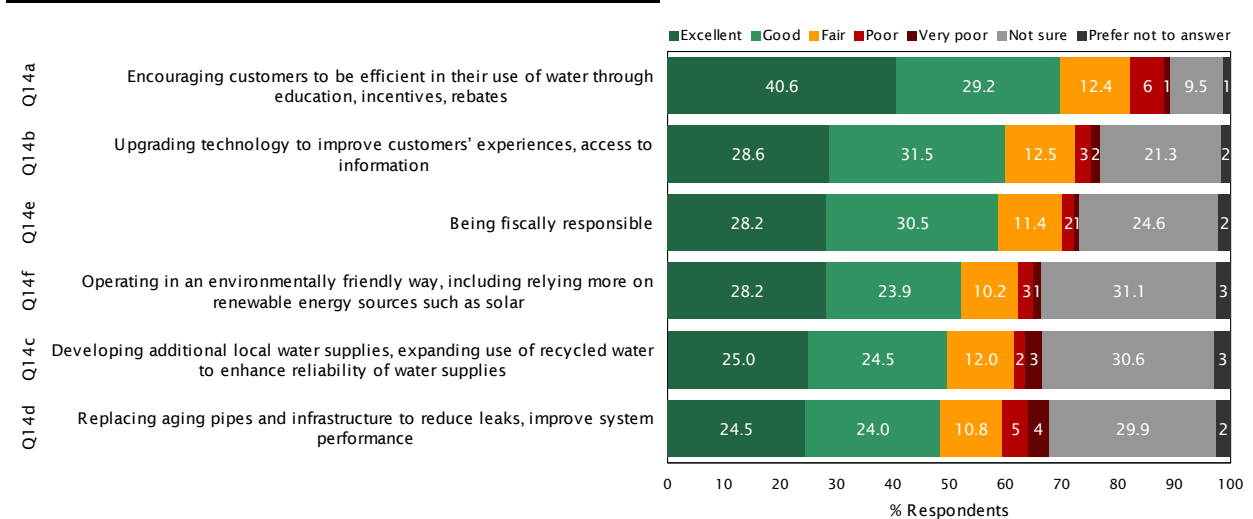
STRATEGIC PRIORITIES & DROUGHT

In its *2025 Strategic Plan*, the Monte Vista Water District established a series of strategic goals and initiatives to enable the District to achieve its mission of providing high quality water services while ensuring fiscal responsibility, ethical conduct, and environmental stewardship. To help the District measure its progress in meeting these goals, the 2021 survey included questions that establish *baseline* measures of customers’ opinions of the District’s performance in key strategic areas.

PERFORMANCE On each of the dimensions shown on the left of Figure 30, respondents were asked to rate the District’s performance using the now familiar scale of excellent, good, fair, poor, or very poor. For most of the dimensions tested, at least one quarter of respondents indicated they were unsure or unwilling to rate the District’s performance. Among those with an opinion, however, the District generally received positive ratings. Overall, the District received the strongest ratings for encouraging customers to be efficient in their use of water through education, incentives, and rebates (70% excellent or good), upgrading technology to improve customers’ experiences and access to information (60%), and being fiscally responsible (59%). The ratings were a bit softer for the District’s performance in operating in an environmentally friendly way including relying more on renewable energy sources such as solar (52%), developing additional local water supplies and expanding the use of recycled water to enhance the reliability of water supplies (50%), and replacing aging pipes and infrastructure to reduce leaks and improve system performance (49%), although these were also the dimensions with a comparatively high percentage of respondents who were unsure.

Question 14 *Next, I'd like to know how well you feel the Water District is performing in certain areas.*

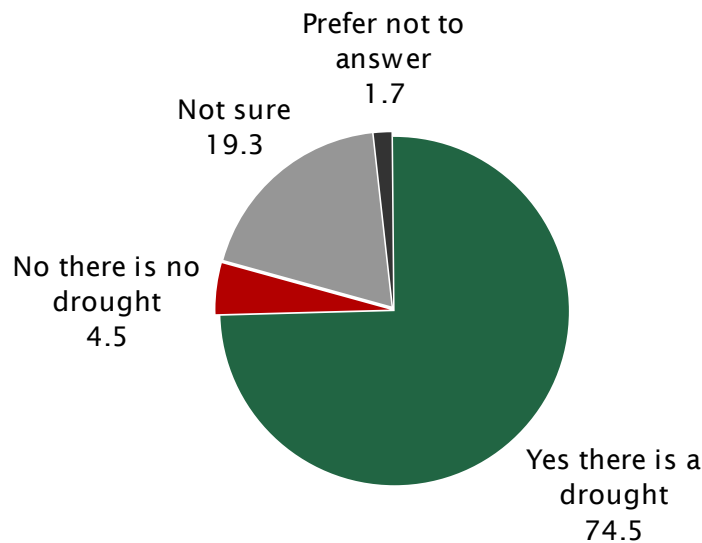
FIGURE 30 PERFORMANCE RATINGS IN PRIORITY AREAS



DROUGHT After several years of average and above-average rainfall, more than 90% of areas in California are once again in a severe drought, and 83% are classified as *extreme* drought by the National Drought Mitigation Center in coordination with the United States Department of Agriculture (USDA) and National Oceanic and Atmospheric Administration (NOAA).¹ Understanding that public recognition of the drought is a key step to taking actions to use water more efficiently, Question 15 simply asked customers whether or not they think Southern California is experiencing a drought. Overall, three-quarters (75%) of Monte Vista Water District customers were aware that Southern California is currently experiencing a drought, whereas 5% did not think so and the remainder (21%) were either unsure or unwilling to share their opinion (Figure 31).

Question 15 *Is Southern California currently experiencing a drought - or are you not sure?*

FIGURE 31 AWARENESS OF CURRENT DROUGHT



Figures 32-34 show how awareness of the drought gripping Southern California varied across customer subgroups. Although most groups expressed a high level of drought awareness, it is worth noting that those who completed the survey in Spanish, customers residing in ZIP codes 91762 and 91766, and those who established their accounts recently (2019-2021) were far less likely than their respective counterparts to realize Southern California is facing a drought.

1. Source: <https://www.drought.gov/states/california>.

FIGURE 32 AWARENESS OF CURRENT DROUGHT BY RECENT BILL AMOUNT, HOME OWNERSHIP STATUS & SURVEY LANGUAGE

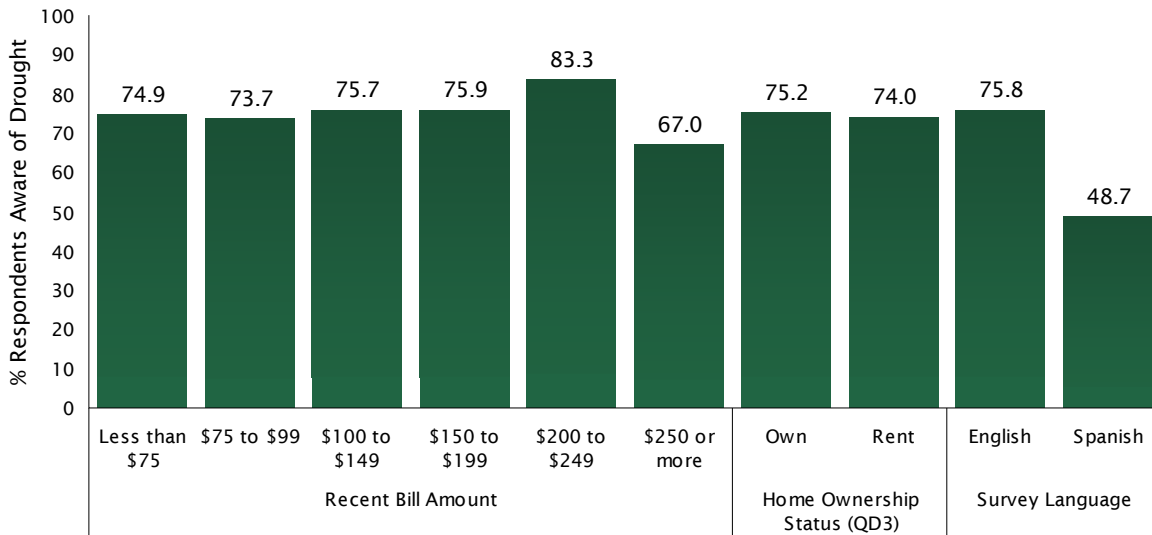


FIGURE 33 AWARENESS OF CURRENT DROUGHT BY ZIP CODE, VISITED MVWD WEBSITE IN PAST 12 MONTHS & ACCOUNT SETUP YEAR

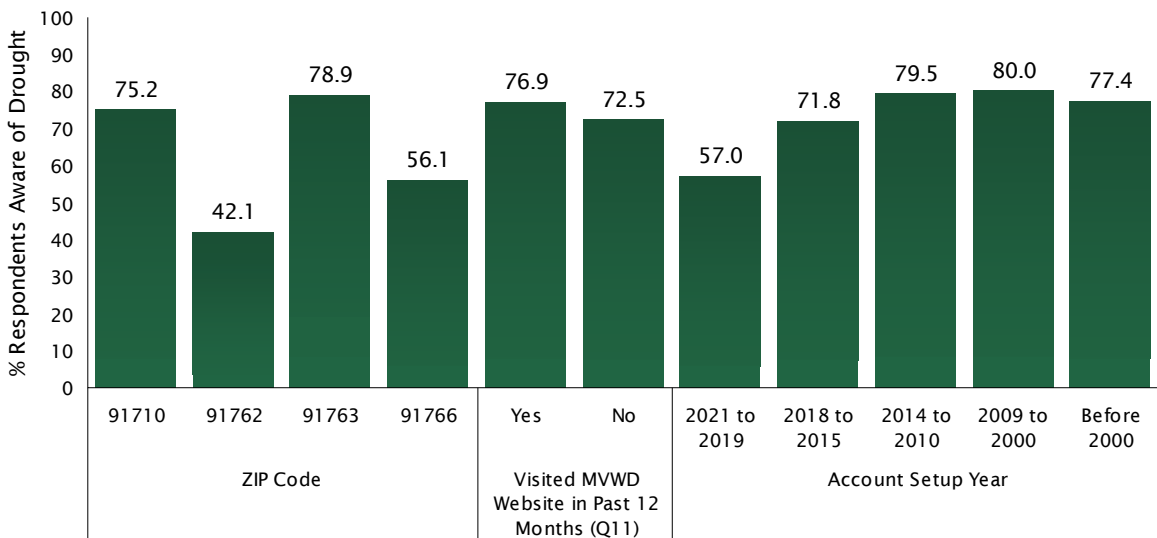
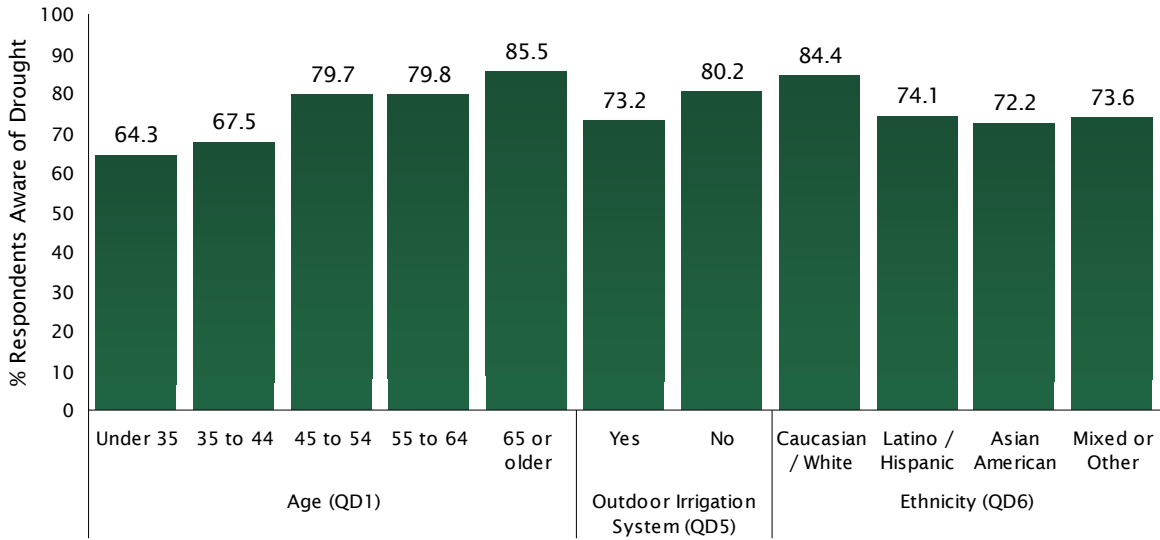


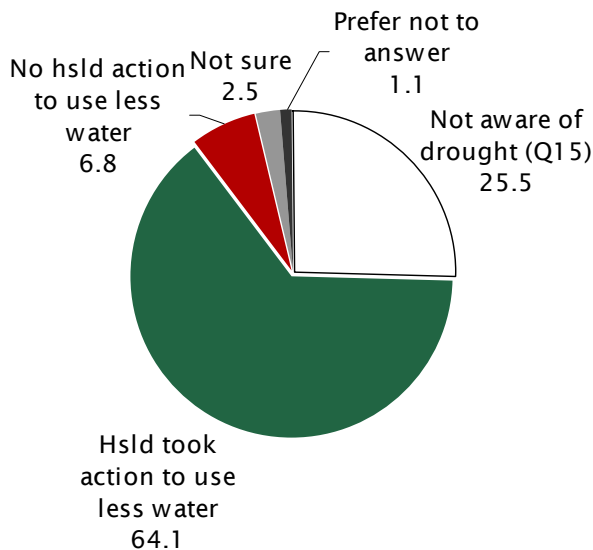
FIGURE 34 AWARENESS OF CURRENT DROUGHT BY AGE, OUTDOOR IRRIGATION SYSTEM & ETHNICITY



HAVE YOU USED LESS WATER? The final question in this series asked customers who recognized that Southern California is in drought whether, in the past *three* months, they had taken any actions to reduce their household’s use of water. Figure 35 presents the results of Question 16 in the context of *all* customers. Overall, 64% of customers recognized that California is facing a drought and took action in the past three months to use less water, whereas 7% recognized the drought but confided they took no action. The remaining respondents were either unaware/unsure regarding status of the drought in Southern California (26%), unsure of their household’s water conservation activities (3%), or unwilling to answer the question (1%).

Question 16 *During the past three months, has your household taken any actions to use less water in response to the current drought?*

FIGURE 35 HOUSEHOLD HAS TAKEN ACTION TO USE LESS WATER IN RESPONSE TO DROUGHT IN PAST 3 MONTHS



For the interested reader, figures 36-38 display the percentage of respondents in each subgroup whose household took action in the three months preceding the interview to use less water in response to the drought. At the subgroup level, customers varied considerably in their water conservation efforts during this period, from a low of 42% taking action to a high of 77%.

FIGURE 36 HOUSEHOLD HAS TAKEN ACTION TO USE LESS WATER IN RESPONSE TO DROUGHT IN PAST 3 MONTHS BY RECENT BILL AMOUNT, HOME OWNERSHIP STATUS & SURVEY LANGUAGE

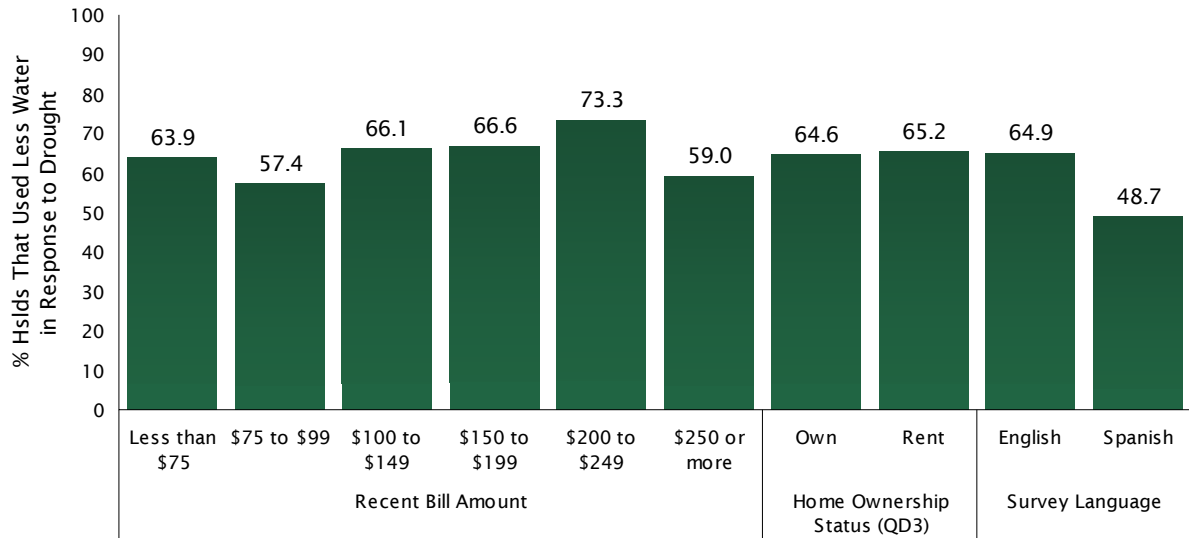


FIGURE 37 HOUSEHOLD HAS TAKEN ACTION TO USE LESS WATER IN RESPONSE TO DROUGHT IN PAST 3 MONTHS BY ZIP CODE, VISITED MVWD WEBSITE IN PAST 12 MONTHS & ACCOUNT SETUP YEAR

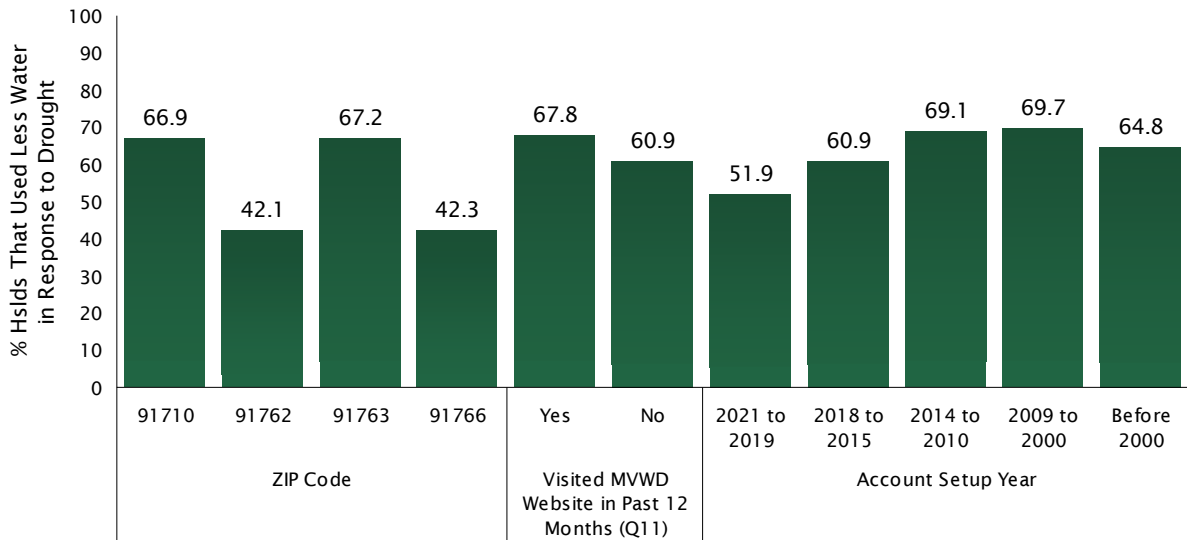
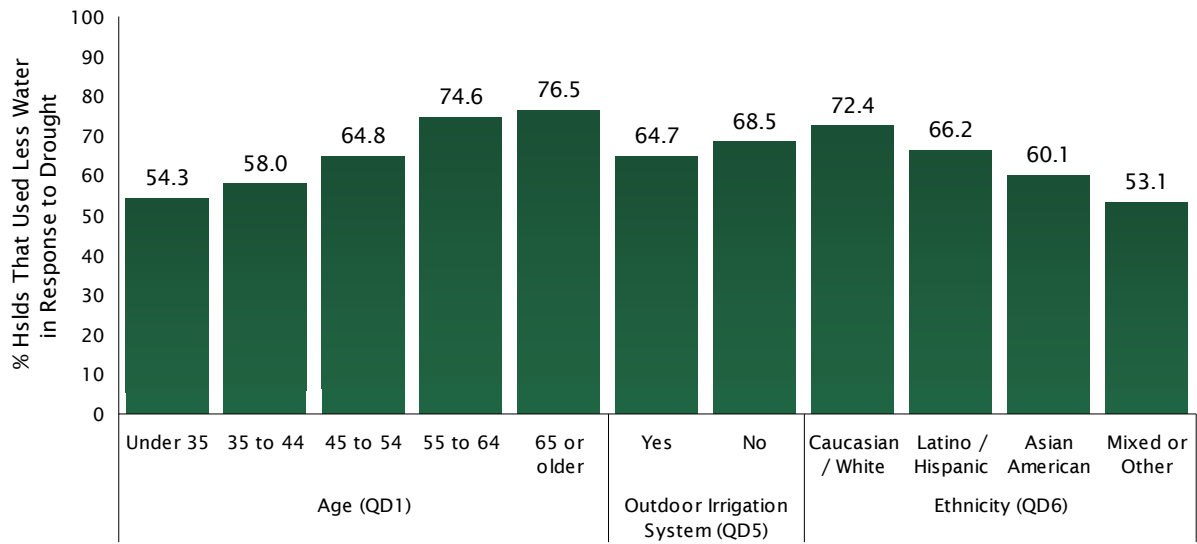


FIGURE 38 HOUSEHOLD HAS TAKEN ACTION TO USE LESS WATER IN RESPONSE TO DROUGHT IN PAST 3 MONTHS BY AGE, OUTDOOR IRRIGATION SYSTEM & ETHNICITY



BACKGROUND & DEMOGRAPHICS

TABLE 8 DEMOGRAPHICS OF SAMPLE BY STUDY YEAR

	Study Year		
	2021	2016	2006
<i>Total Respondents</i>	428	402	420
Home Ownership Status (QD1)			
Own	78.6	85.1	91.4
Rent	12.7	13.6	7.4
Prefer not to answer	8.8	1.3	1.2
Gender			
Male	48.2	43.5	46.2
Female	49.5	51.2	53.8
Prefer not to answer	2.2	5.3	0.0
ZIP Code			
91710	23.1	20.9	22.9
91762	5.2	5.5	5.2
91763	64.8	64.7	64.0
91766	6.9	8.9	7.9
Survey Language			
English	95.3	94.4	93.1
Spanish	4.7	5.6	6.9

Table 8 presents demographic and background information collected during the survey. Some of the information was gathered during the interview, whereas other information was available from the District's customer database from which the sample was drawn. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of the District's residential retail customers.



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the Monte Vista Water District to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias, the items were asked in random order for each respondent.

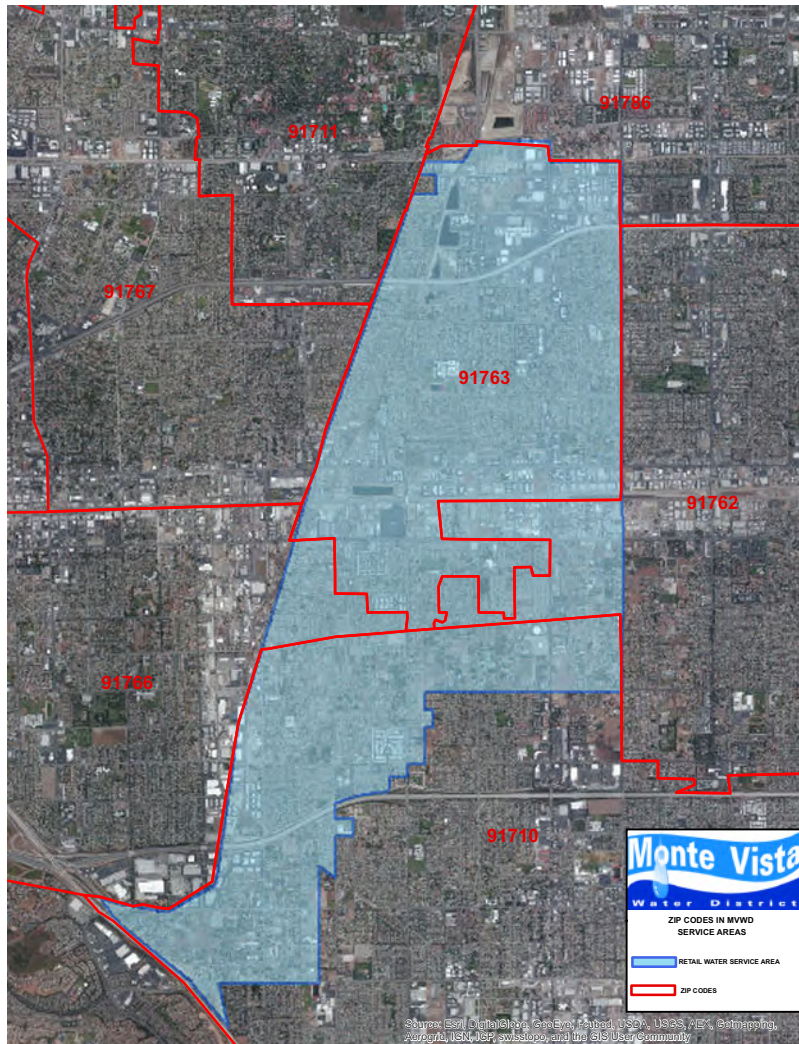
Some of the questions asked in this study were presented only to a subset of respondents. For example, only customers who indicated they had experienced a problem with their water service during the prior six-month period (Question 2) were asked to describe the specific nature of the problem (Question 3). The questionnaire included with this report (see *Questionnaire & Toplines* on page 40) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled customers. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the District prior to formally beginning the survey. Once finalized, the survey was professionally translated into Spanish to give respondents the option of participating in English or Spanish.

SAMPLE, RECRUITING & DATA COLLECTION A random selection of residential retail customers within the Monte Vista Water District was initially selected for this study using a comprehensive database of residential customer households, listed by physical address with ZIP code (see Figure 39 on the next page for map) and stratified sampling methods. This approach ensured that all residential customers had an equal probability of being selected for the survey, not just those that have land lines or email addresses appended to their customer record.

Sampled customers were recruited to participate in the survey using multiple recruiting methods. In the initial phase of recruiting, customers with email addresses and/or mobile phone numbers were sent an email and/or text inviting them to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each customer was assigned a unique passcode to ensure that only customers of the Monte Vista Water District who received an invitation could access the online survey site, and that each customer could complete the survey only one time. Following several days of online data collection, True North began placing telephone calls to customers that had yet to participate in the online survey, as well as those who did not have an email address or mobile phone associated with their customer record, in order to solicit their participation and conduct the interview by telephone.

FIGURE 39 MAP OF MONTE VISTA WATER DISTRICT RETAIL WATER SERVICE AREA & ZIP CODES



Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 428 English and Spanish surveys were gathered online and by telephone between October 6 and October 18, 2021.

MARGIN OF ERROR DUE TO SAMPLING By using a stratified sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of the District’s residential customer base. The results of the sample can thus be used to estimate the opinions of *all* residential customers. Because not every residential customer participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 428 customers for a particular question and what would have been found if all of the estimated 10,630 residential customers served by the District had been interviewed.

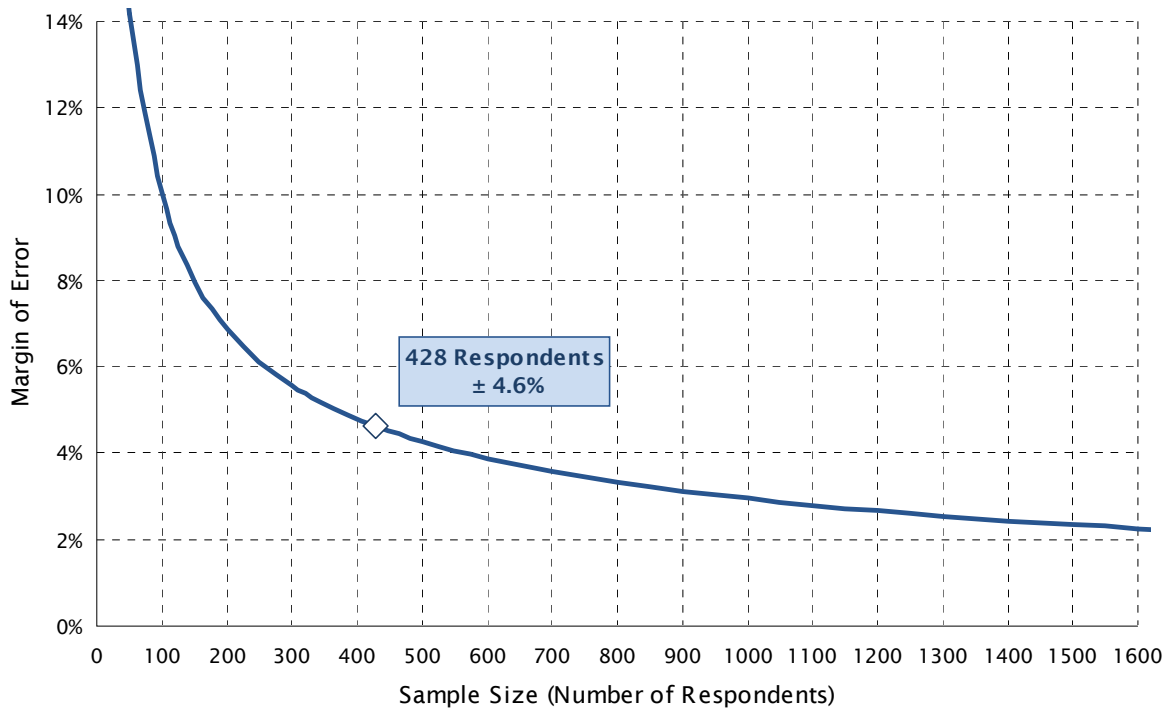
For example, in estimating the percentage of customers who are *very satisfied* with the District's efforts to provide water services (Question 1), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below:

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

where \hat{p} is the proportion of survey respondents who were very satisfied with the District's efforts to provide water services (0.61 for 61% in this example), N is the population size of all customers (10,630), n is the sample size that received the question (428), and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of $\pm 4.5\%$. This means that with 61% of survey respondents indicating they are very satisfied with the District's efforts to provide water services, we can be 95% confident that the actual percentage of all residential customers who are satisfied is between 56% and 66%.

Figure 40 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For this survey, the maximum margin of error is $\pm 4.6\%$ for questions answered by all 428 respondents.

FIGURE 40 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by customer subgroups. Figure 40 is thus useful for understanding how the maximum margin of

error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. Where appropriate, tests of statistical significance were conducted to evaluate changes in responses between the 2021 and 2016 studies. The final survey data were weighted to match the distribution of customers by property type, account set-up year, and most recent bill amount.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRE & TOPLINES



Monte Vista Water District
Residential Customer Survey
Final Toplines (n=428)
October 2021

Section 1: Introduction to Study

Hi, my name is _____ and I'm calling on behalf of the Monte Vista (MON-tuh VISS-tuh) Water District, your local water provider. We're conducting a survey about important issues and we would like to get your opinions.

If needed: This is a survey about important issues - I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Landline Screener for Inclusion in the Study

SC1	For statistical reasons, I would like to speak to a head of the household. Are you a head of your household?		
	1	Yes, head of household	Continue
	2	No, not head of household	Schedule callback
	99	Prefer not to answer	Terminate

Section 3: General Performance

Q1	Generally speaking, are you satisfied or dissatisfied with the job the Monte Vista Water District is doing to provide water services to your household? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?		
	1	Very satisfied	61%
	2	Somewhat satisfied	30%
	3	Somewhat dissatisfied	4%
	4	Very dissatisfied	1%
	98	Not sure	4%
	99	Prefer not to answer	1%
Q2	In the past six months, have you experienced any issues with your water service?		
	1	Yes	10% Ask Q3
	2	No	87% Skip to Q4
	99	Prefer not to answer	2% Skip to Q4

Q3	Please briefly describe the issues that you have had with your water service. Verbatim responses recorded and later grouped into categories shown below.						
	Water pressure						18%
	Water leak						16%
	Water color, brown, dark						15%
	Billing issues						15%
	Cost, rate concerns						12%
	Bad odor						9%
	Bad taste						8%
	Concerns about chemicals, safety						8%
	Hard water						7%
Q4	Next, I'm going to read a list of specific services provided by the Water District. For each of the services I read, please tell me whether you are satisfied or dissatisfied with the District's efforts to provide the service. Are you satisfied or dissatisfied with the District's efforts to: _____, or do you not have an opinion? (Get answer. If 'satisfied' or 'dissatisfied', then ask): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?						
	<i>Randomize</i>	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	Not sure	Prefer not to Answer
A	Protect the water supply from contamination and pollutants	47%	25%	3%	4%	20%	1%
B	Ensure an adequate water supply now and in the future	54%	28%	3%	2%	12%	1%
C	Educate customers about ways to use water efficiently	54%	28%	7%	3%	7%	1%
D	Keep the water system in good condition through timely repairs and maintenance	52%	27%	4%	2%	13%	1%
E	Provide dependable and reliable water service	66%	26%	3%	2%	3%	1%
F	Communicate with customers about scheduled repairs, service disruptions and other water-related issues	49%	28%	4%	3%	14%	1%
G	Provide water that tastes good	42%	27%	10%	10%	12%	0%
H	Provide water that is safe to drink	48%	24%	7%	7%	13%	1%
I	Provide water that is free of color and odor	55%	28%	8%	8%	2%	0%
J	Provide sufficient water pressure	57%	26%	10%	4%	3%	0%
K	Offer good value for the cost of water services	36%	33%	14%	8%	10%	0%
L	Provide good customer service	63%	22%	3%	1%	10%	1%

M	Provide rebate programs that encourage customers to purchase water-efficient appliances	35%	26%	9%	8%	22%	1%
N	Provide convenient hours of operation	59%	26%	3%	2%	9%	1%
O	Provide accurate billing statements	61%	23%	6%	4%	6%	1%

Section 4: Customer Service			
Q5	In the past 12 months, have you contacted the Monte Vista Water District?		
	1	Yes	27%
	2	No	69%
	98	Not sure	4%
	99	Prefer not to answer	1%
Q6	For what reason did you contact the District? <i>Do Not Read List. Record up to first 3 responses.</i>		
	1	Problem with water service (leak, disruption of service, quality, etc.)	22%
	2	Request start/stop of service	7%
	3	Questions about billing/payments	45%
	4	Make payment/Pay bill	25%
	5	Find out how to save water/reduce bill	7%
	6	Learn about/Participate in a rebate program	8%
	7	Learn about/Participate in a water efficiency program	1%
	8	Learn about/Participate in a gardening class	1%
	9	Learn about/participate in a landscape irrigation evaluation	1%
	10	Learn about/participate in free nozzle/controller installation/retrofit program	4%
	11	Learn about/participate in a financial assistance program	3%
	12	Other reason	8%
	98	Not sure	1%
	99	Prefer not to answer	1%

Q7	Was the reason you contacted them resolved to your satisfaction?						
	1	Yes	77%				
	2	No	16%				
	98	Not sure	6%				
	99	Prefer not to answer	1%				
Q8	In your opinion, is the <u>staff</u> at the District very _____, somewhat _____, or not at all _____. (Read one item at a time, continue until all items are read).						
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Accessible		70%	23%	2%	3%	2%
B	Helpful		69%	21%	5%	4%	2%
C	Professional		75%	17%	2%	4%	2%
D	Knowledgeable		69%	21%	2%	7%	2%

Section 5: Communication						
Q9	In general, are you satisfied or dissatisfied with the District's efforts to communicate with customers through newsletters, the Internet, and other means? <i>Get answer, then ask:</i> Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?					
	1	Very satisfied	53%			
	2	Somewhat satisfied	33%			
	3	Somewhat dissatisfied	4%			
	4	Very dissatisfied	3%			
	98	Not Sure	7%			
	99	Prefer not to answer	1%			
Q10	As I read the following ways that the Water District can communicate with customers, I'd like to know if you think they would be a very effective, somewhat effective, or not at all effective way for the District to communicate with <u>you</u> . Here is the (first/next) one: _____. Would this be a very effective, somewhat effective, or not at all effective way for the District to communicate with you?					
	<i>Randomize</i>		Very	Somewhat	Not at all	Not sure / Prefer not to answer
A	Email		56%	24%	12%	8%
B	Electronic Newsletters		38%	32%	19%	10%
C	Text messages		50%	21%	15%	14%

D	Social Media like Twitter, Facebook and Instagram	19%	22%	38%	21%
E	District website	38%	30%	19%	12%
F	Newsletters mailed to your house	54%	30%	9%	7%
G	Information inserted into your water bill envelope	53%	24%	15%	7%
H	Notices hung on your front door handle	44%	26%	19%	11%
Q11	In the past 12 months, have you visited the Monte Vista Water District's website?				
	1	Yes	45%	Ask Q12	
	2	No	53%	Skip to Q13	
	98	Not sure	2%	Skip to Q13	
	99	Prefer not to answer	0%	Skip to Q13	
Q12	Are you satisfied or dissatisfied with the resources available on the District's website? Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?				
	1	Very satisfied	50%		
	2	Somewhat satisfied	37%		
	3	Somewhat dissatisfied	3%		
	4	Very dissatisfied	2%		
	98	Not sure	6%		
	99	Prefer not to answer	0%		
<i>Ask Q13 if Interview is in Spanish.</i>					
Q13	Are you satisfied or dissatisfied with the District's efforts to make information available in Spanish? Get answer, then ask: Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?				
	1	Very satisfied	74%		
	2	Somewhat satisfied	11%		
	3	Somewhat dissatisfied	5%		
	4	Very dissatisfied	0%		
	98	Not sure	0%		
	99	Prefer not to answer	10%		

Section 6: Performance on Strategic Priorities											
Q14 Next, I'd like to know how well you feel the Water District is performing in certain areas.											
Q14 Here is the (first/next) area: _____. Would you say the District is doing an excellent, good, fair, poor, or very poor job in this area?											
	<i>Randomize</i>				Excellent	Good	Fair	Poor	Very Poor	Not sure	Prefer not to answer
A	Encouraging customers to be efficient in their use of water through education, incentives, and rebates				41%	29%	12%	6%	1%	9%	1%
B	Upgrading technology to improve customers' experiences and access to information				29%	31%	13%	3%	2%	21%	2%
C	Developing additional local water supplies and expanding the use of recycled water to enhance the reliability of our water supplies				25%	25%	12%	2%	3%	31%	3%
D	Replacing aging pipes and infrastructure to reduce leaks and improve system performance				24%	24%	11%	5%	4%	30%	2%
E	Being fiscally responsible				28%	30%	11%	2%	1%	25%	2%
F	Operating in an environmentally friendly way, including relying more on renewable energy sources such as solar				28%	24%	10%	3%	1%	31%	3%
Q15 Is Southern California currently experiencing a drought - or are you not sure?											
	1	Yes, there is a drought			75%		Ask Q16				
	2	No			4%		Skip to D1				
	98	Not sure			19%		Skip to D1				
	99	Prefer not to answer			2%		Skip to D1				
Q16 During the past three months, has your household taken any actions to use less water in response to the current drought?											
	1	Yes			86%						
	2	No			9%						
	98	Not sure			3%						
	99	Prefer not to answer			1%						

Section 7: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In what year were you born? Year recoded into age groups shown below.			
	1	Under 35	6%	
	2	35 to 44	15%	
	3	45 to 54	18%	
	4	55 to 64	15%	
	5	65 or older	26%	
	99	Prefer not to answer	20%	
D2	What is your gender?			
	1	Male	48%	
	2	Female	50%	
	3	Other	0%	
	99	Prefer not to answer	2%	
D3	Do you own or rent your home?			
	1	Own	79%	
	2	Rent	13%	
	99	Prefer not to answer	9%	
D4	Which of the following best describes your current home?			
	1	Single family detached home	84%	Ask D5
	2	Apartment	2%	Skip to D6
	3	Condominium or townhome	7%	Ask D5
	4	Mobile home	2%	Skip to D6
	99	Prefer not to answer	5%	Skip to D6
D5	Do you have outdoor landscaping that you irrigate with a sprinkler system?			
	1	Yes	65%	
	2	No	31%	
	99	Prefer not to answer	4%	

D6	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Caucasian/White	27%
	2	Latino/Hispanic	40%
	3	African-American/Black	3%
	4	American Indian or Alaskan Native	<1%
	5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	11%
	6	Pacific Islander	<1%
	7	Middle Eastern	<1%
	8	Mixed Heritage	2%
	98	Other	1%
	99	Prefer not to answer	16%

Those are all of the questions that I have for you! Thanks so much for participating in this important survey! This survey was conducted for the Monte Vista Water District.

Post Interview Items

S1	ZIP Code	
	91710	23%
	91762	5%
	91763	65%
	91766	7%
S2	Recent Bill Amount	
	Less than \$75	14%
	\$75 to \$99	14%
	\$100 to \$149	23%
	\$150 to \$199	19%
	\$200 to \$249	11%
	\$250 or more	19%

S3	Account Setup Date	
	2021 to 2019	14%
	2018 to 2015	16%
	2014 to 2010	15%
	2009 to 2000	23%
	Before 2000	32%