



CUSTOMER SATISFACTION STUDY

DESIGNED AND CONDUCTED FOR THE  
MONTE VISTA WATER DISTRICT

SEPTEMBER 28, 2006

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**RESEARCH**

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## INTRODUCTION

The Monte Vista Water District provides retail and wholesale water supply services to more than 11,600 active residential, commercial, governmental/institutional, and agricultural metered connections within a 30 square mile area that includes the communities of Montclair, Chino Hills, portions of the City of Chino, and the unincorporated area lying between the cities of Pomona, Chino Hills, Chino and Ontario (see Figure 1). 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 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.

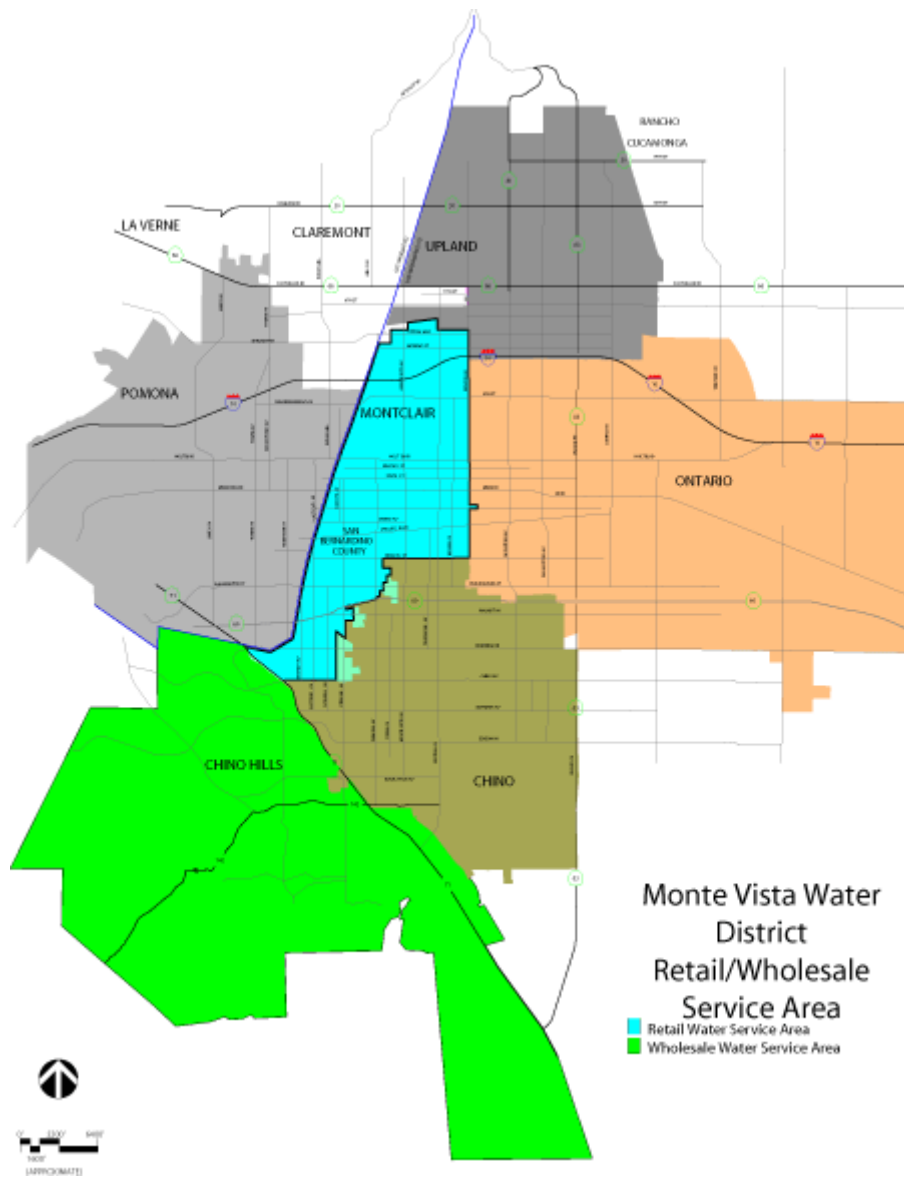
Although the District has invested in surveying opinion leaders in recent years regarding their views and opinions on water issues, the District has not conducted a statistically reliable survey of its retail customers in more than a decade.

**PURPOSE OF STUDY** The purpose of the 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 and the services and facilities it provides. 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, customer communications and outreach, community relations, marketing, measuring and tracking internal performance, budgeting, policy and planning. In short, the research better enables to the District to proactively identify and respond to customers' needs and expectations, which is a key to building customer satisfaction and loyalty.

To assist it 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:

- Identify customers' awareness and perceptions of the Monte Vista Water District.
- 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 the service.
- Profile customer contact with the District and perceptions of District staff.
- Determine the effectiveness of the District's communication efforts.

**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 34). In brief, a total of 420 randomly selected residential retail customers participated by telephone in the survey in either English or Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between August 4 and August 9, 2006. The telephone interviews averaged 12 minutes in length.

**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, a list of the verbatim responses to open-ended questions is provided in Appendix A, and a complete set of crosstabulations for the survey results is contained in Appendix B, which is bound separately.

**ACKNOWLEDGEMENTS** True North would like to thank Mary Ann Harvey-Melleby (Public Affairs Director) and Mark Kinsey (General Manager) of the Monte Vista Water District for contributing their valuable input during the design stage of this study. Their collective experience, insight and local knowledge 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 values, 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 400 survey research studies for public agencies -- including more than 250 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, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

### AWARENESS OF WATER DISTRICT

- Without aid, 82% of customers were able to correctly identify the Monte Vista Water District as the agency that provides water services to their household.
- An additional 13% of customers had heard of the Monte Vista Water District prior to taking the survey, but were not able to recall the District's name without assistance.
- Five percent (5%) of customers had not heard of the Monte Vista Water District prior to taking the survey.

### GENERAL PERFORMANCE

- The vast majority (92%) of residential retail customers indicated they were satisfied with the District's efforts to provide water services, with 61% indicating they were *very* satisfied. Approximately 6% of customers reported dissatisfaction with the District's performance, and 2% were unsure.
- Less than 6% of customers indicated that they had experienced problems with their water service in the six months prior to the interview.
- Among those who had experienced problems during this period, the most commonly reported were inadequate water pressure, water leaks, and poor tasting/smelling water.
- Respondents were asked to rate the importance of 15 specific services provided by the District. Overall, keeping the water system in good condition through timely repairs and maintenance was rated as the most important among the services tested, followed by protecting the water supply from contamination and pollutants, providing water that is free of color and odor, providing reliable water service, and providing water that is safe to drink.
- The survey also asked about satisfaction with the District's efforts to provide the same 15 services. Although customers were generally satisfied with every service tested, they were most satisfied with efforts to provide accurate billing statements, followed closely by efforts to ensure an adequate supply of water now and in the future, provide good customer service, and protect the water supply from contamination and pollutants.

### CUSTOMER SERVICE

- Twenty percent (20%) of respondents indicated that they had contacted Monte Vista Water District staff in the 12 months prior to the interview.
- The most common reasons for contacting the District were to make a payment (32%), report a problem with their water service (29%), and ask questions about a bill or payment (22%).

- Seventy-eight percent (78%) of customers reported that the issue that motivated them to contact the District was resolved to their satisfaction.
- Of those with an opinion, 92% of respondents said that District staff were accessible, 94% said they were helpful, 94% indicated that staff was professional, and 92% stated that staff was knowledgeable.

## VIEWS OF DISTRICT

- Customers generally held very positive opinions of the Monte Vista Water District. More than 90% of residential retail customers agreed that the District is trustworthy (96%), competent (95%), fiscally responsible (93%), responsive to customer's needs (94%), and benefits the local economy (92%). The vast majority of customers also perceived that the District is involved in the community (81%) and charges a fair price for the services that it provides (83%). Just 20% perceived that the District is wasteful.

## COMMUNICATION

- Overall, 84% of respondents indicated that they were satisfied with the District's efforts to communicate with customers through newsletters, the Internet, or other means, with more than half (51%) indicating they were *very* satisfied. The remaining respondents were either dissatisfied with the District's efforts in this respect (9%) or unsure of their opinion (6%).
- Seventy-three percent (73%) of customers recalled receiving the *Waterline* Newsletter.
- With respect to how frequently they read the newsletter, 57% of customers indicated that they read it at least occasionally, with 26% reporting that they always read the newsletter.
- Eight percent (8%) of customers had visited the District's website in the 12 months prior to the interview.
- Among those who had visited the District's website during this period, the vast majority (76%) indicated that they were satisfied with the resources available on the site, whereas 15% stated that they were dissatisfied and 9% were unsure.
- Forty-three percent (43%) of customers indicated that they would view their account online and/or pay their bills online if these services were offered on the District's website.

## CONSERVATION

- Seventy-one percent (71%) of respondents expressed an interest in receiving rebates on water-efficient appliances.
- Fifty-three percent (53%) of customers were interested in receiving free assistance with landscape design and irrigation methods.
- Thirty-six percent (36%) of respondents were interested in attending classes on water-efficient gardening.
- Approximately one-third (32%) of customers expressed an interest in attending classes on general topics about water.



## 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 and the services and facilities it provides. As such, the 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.

*Are customers aware of the District and how do they perceive the agency?*

Special districts often operate in relative obscurity from the public's perspective. Although virtually all residents can identify their City and -- to a lesser extent -- their local school district, special districts in California are often not on the average resident's radar. Considering the above, the level of public awareness of the Monte Vista Water District among residential retail customers is phenomenally high. Eighty-two percent (82%) of customers were able to recall the name of the District *without any assistance*, and an additional 13% recalled hearing the District's name prior to the interview.

The adage "familiarity breeds fondness" appears to apply in force to customers of the District -- as coupled with the high levels of awareness were very favorable assessments of the District as an agency. More than 90% of residential retail customers agreed that the District is trustworthy, competent, fiscally responsible, responsive to customer's needs, and benefits the local economy. The vast majority of customers also perceived that the District is involved in the community and charges a fair price for the services that it provides.

*How well is the District performing in meeting the needs of its residential customers?*

The District appears to be doing an outstanding job in meeting the needs of its residential retail customers. The overwhelming majority (92%) of residential retail customers indicated that they were satisfied with the District's overall performance in providing water services. The high level of satisfaction expressed with the District's performance in general was also echoed when customers were asked to comment on the District's efforts to provide 15 specific services. For every service tested, the District is meeting the needs of at least 85% of customers, and for most of the services the District is meeting the needs of more than 95% of customers. The District also appears to be doing a very good job communicating with customers, as 84% of respondents stated that they were satisfied with the District's efforts in this respect. To the extent that the survey results can be viewed as a report card on the District's performance, the District receives straight A's for all but a few service areas, which received B's.

*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 even further. Considering the detailed list of services and their respective priority status for future District attention provided in the body of this report (see *Performance Needs & Priorities* on page 16), as well as customers' interest in several new services, the top priorities are: improving the taste, color and odor of the water provided, expanding the rebate programs for water-efficient appliances, ensuring that all customers receive adequate water pressure, and providing online account viewing/billing paying services.<sup>1</sup> Considering the perceived importance of these service areas to customers, they are among the best candidates for the District's attention as they represent the best opportunities for increasing customers' overall satisfaction in the short and long-term.

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1. A spin-off benefit of providing online account viewing and billing paying is that it would likely encourage more customers to visit the District's website -- where they can be exposed to more information from and/or about the District. Currently, just 8% of customers reported that they had visited the District's website in the past 12 months.

## AWARENESS OF WATER DISTRICT

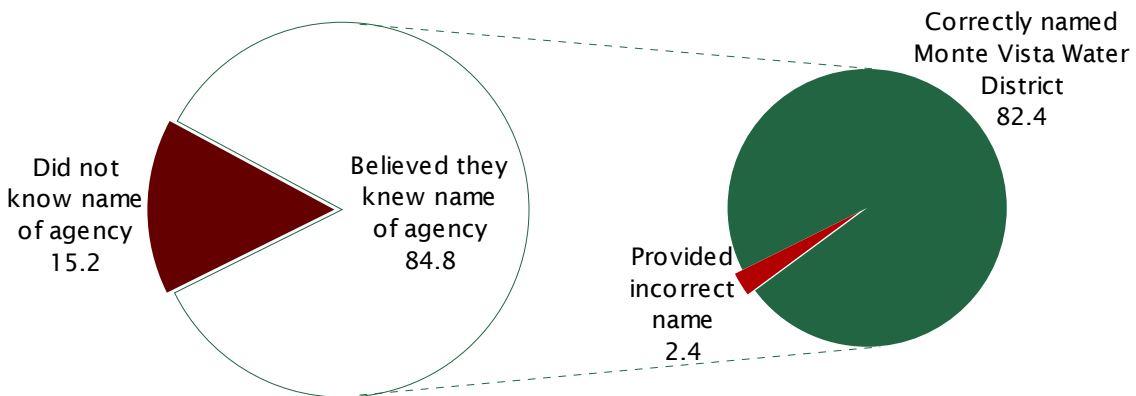
One of the goals of this study was to gauge public awareness of the Monte Vista Water District. Put simply, are customers able to recall the name of the agency that provides their water service, or at least recognize the name of the District? Accurately measuring awareness is a sensitive exercise, so the awareness questions were strategically placed at the beginning of the survey so as to preclude potential measurement error associated with a position bias. In other words, because many of the questions in the survey addressed topics that could either aid a respondent's recall and/or allow them to guess at describing the District, the awareness questions were purposely located early in the survey so as to avoid this potential source of bias.

Respondents were initially asked if they happened to know which agency is responsible for providing their water service. Those who indicated that they did know the name of the agency were asked to state the name the agency in a follow-up question. The responses to both Questions 1 and 2 are combined in Figure 2. Overall, 85% of customers initially indicated that they knew the name of the agency in response to Question 1. Of these, the vast majority (82%) were able to correctly identify the District's name in response to Question 2.

**Question 1** *Do you happen to know which agency is responsible for providing water services to your home?*

**Question 2** *What is the name of the agency?*

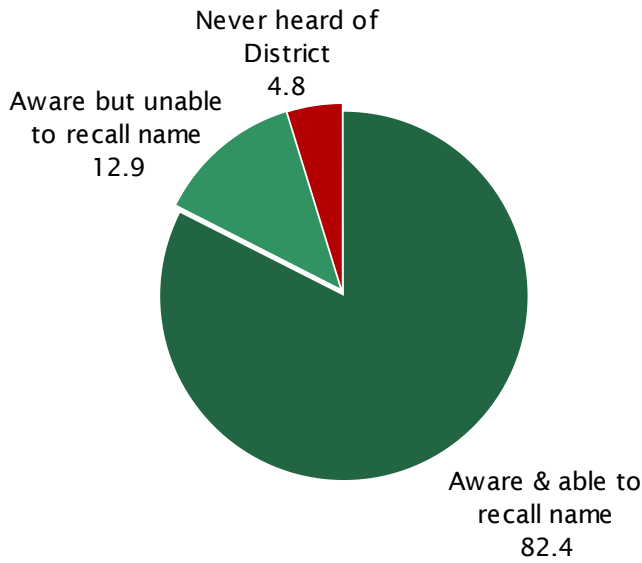
**FIGURE 2 AWARENESS OF DISTRICT & RECALL OF NAME**



All respondents who did *not* know the name of the agency or were misinformed and provided an incorrect name at Question 2 were asked in a follow-up question whether -- prior to taking the survey -- they had heard of the Monte Vista Water District. Figure 3 summarizes the results of Questions 1, 2 and 3 to profile overall awareness of the District among residential retail customers. Overall, 82% of customers were able to correctly identify the name of the Monte Vista Water District (unaided recall). An additional 13% recalled hearing the District's name prior to the survey, but could not recall the name without assistance (aided recall). Approximately 5% of customers stated that, prior to taking the survey, they had not heard of the Monte Vista Water District.

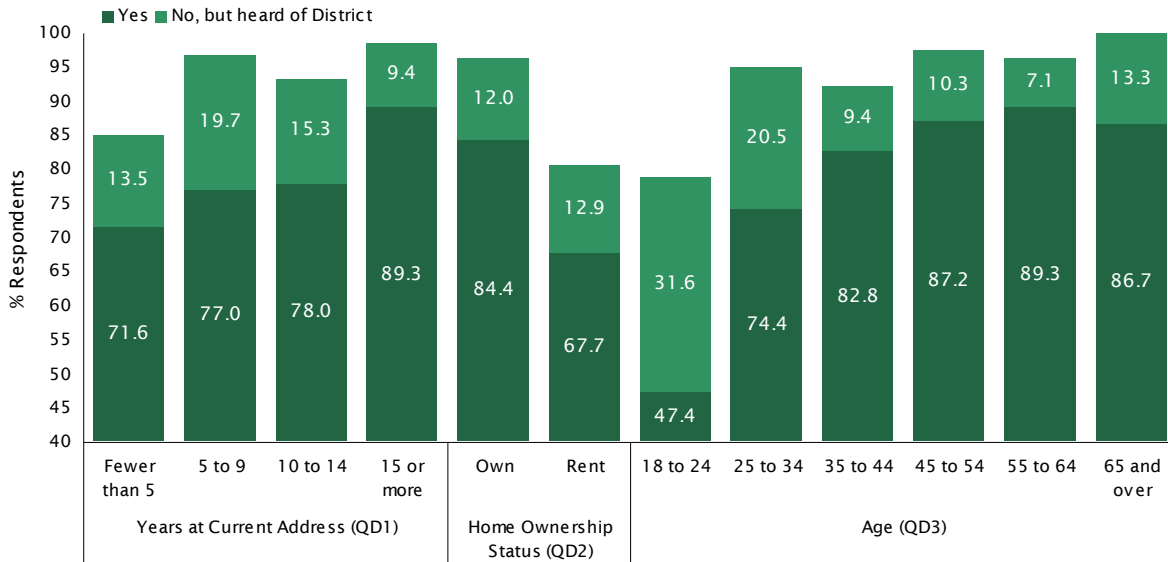
**Question 3** Prior to taking this survey, had you heard of the Monte Vista Water District?

**FIGURE 3 OVERALL AWARENESS & UNAIDED RECALL OF MONTE VISTA WATER DISTRICT**

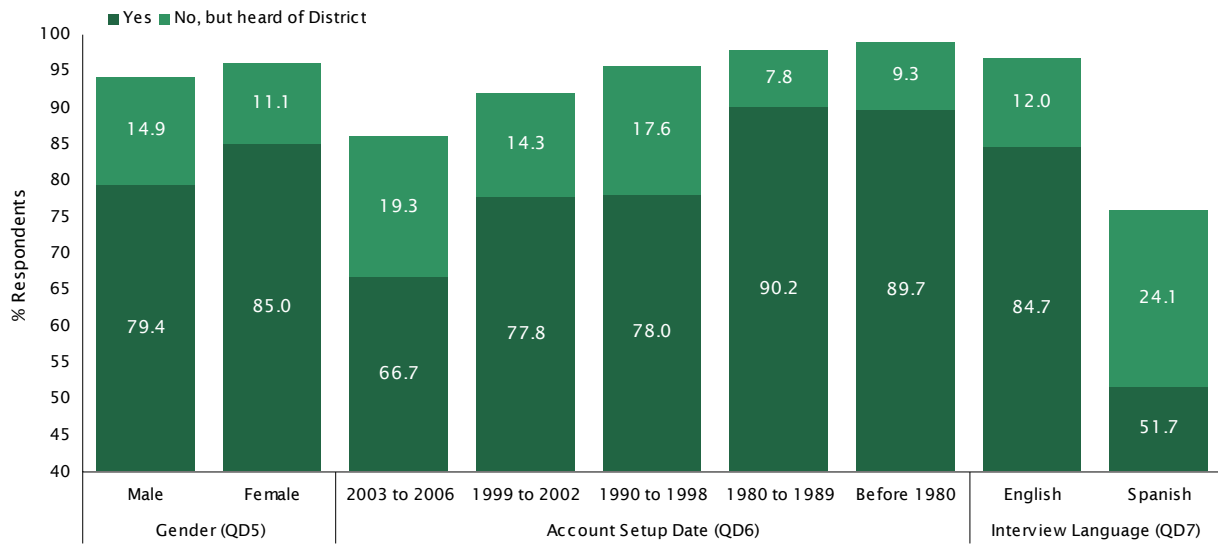


For the interested reader, Figures 4 and 5 display how unaided recall and aided awareness of the District varied by key customer characteristics. When compared to their respective counterparts, unaided recall (dark green bar) was greatest among long-time residents (15+ years), owners, respondents over the age of 45, females, customers whose accounts were established prior to 1990, and those who were administered the survey in English.

**FIGURE 4 UNAIDED RECALL OF MONTE VISTA WATER DISTRICT BY YEARS AT CURRENT ADDRESS, HOME OWNERSHIP STATUS & AGE**



**FIGURE 5 UNAIDED RECALL OF MONTE VISTA WATER DISTRICT BY GENDER, ACCOUNT SETUP DATE & INTERVIEW LANGUAGE**





## GENERAL PERFORMANCE

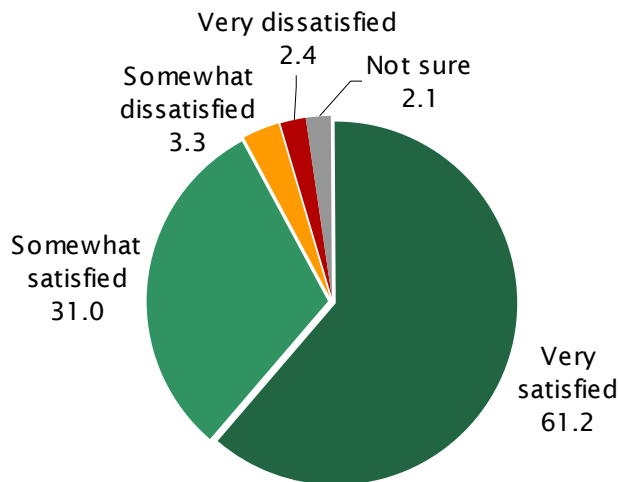
Having measured respondents' awareness of the District, the survey next turned to assessing their opinions about the District's performance in providing water services.

**OVERALL SATISFACTION** The first question in this series asked 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 6, the vast majority (92%) 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 (6%) reported that they were dissatisfied, whereas 2% were unsure or unwilling to state their opinion.

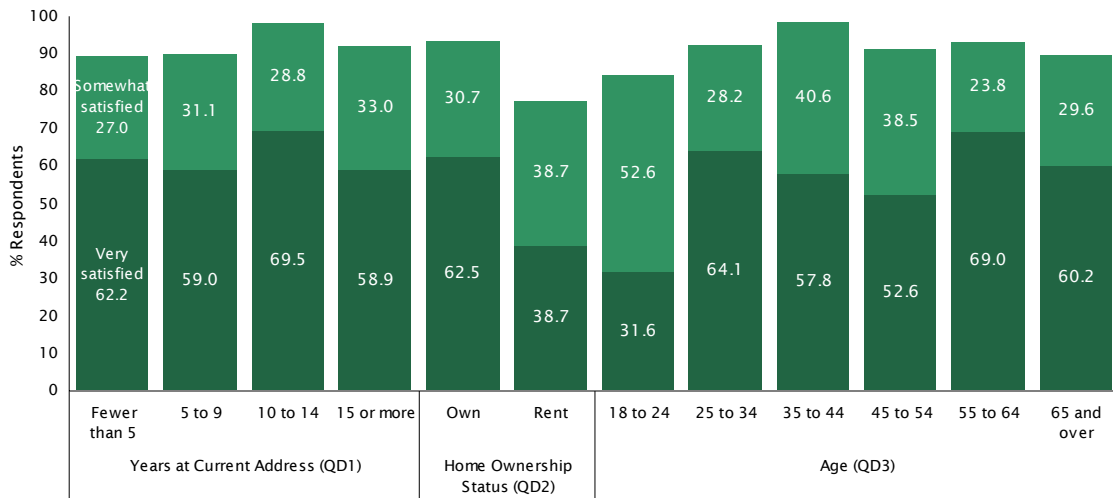
**Question 4** *The water services that you receive at your household are provided by the Monte Vista Water District. Generally speaking, are you satisfied or dissatisfied with the job the District is doing to provide water services to your household?*

FIGURE 6 OVERALL SATISFACTION

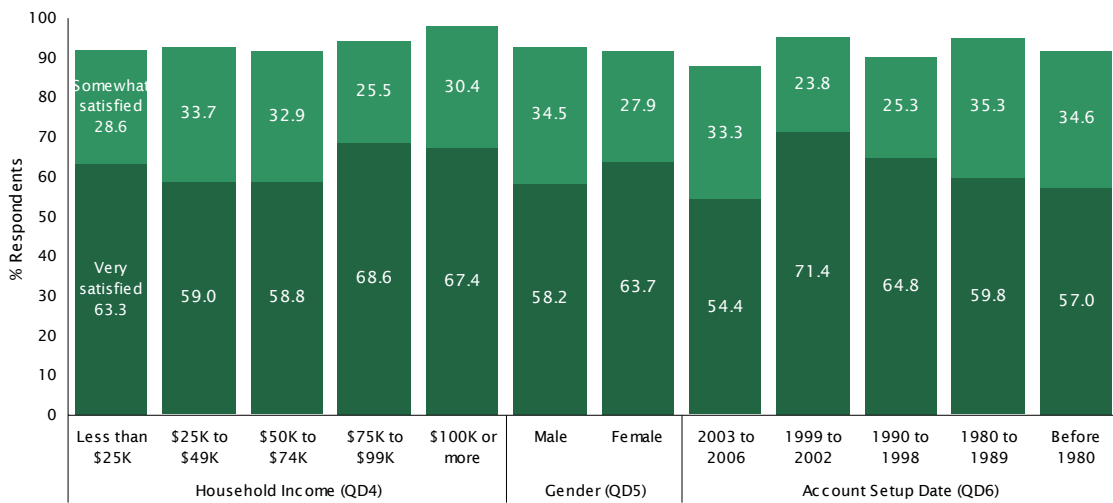


The next three figures display how customers' opinions about the District's overall performance in providing water services varied by length of residence, home ownership status, age, household income, gender, date of account establishment, language for the interview, ZIP code, and their initial awareness of the District. Although there was some variation in opinion -- e.g., property owners were more likely to be satisfied with the District's performance when compared to their renter counterparts -- the most striking pattern in these figures is the consistency of opinion. Regardless of customer category, respondents generally held a very positive assessment of the District's performance.

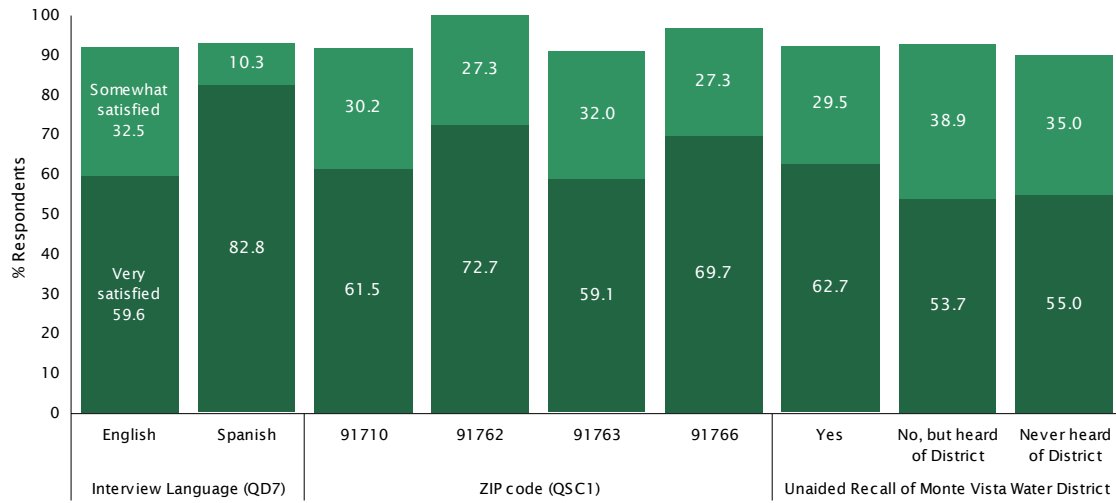
**FIGURE 7 OVERALL SATISFACTION BY YEARS AT CURRENT ADDRESS, HOME OWNERSHIP STATUS & AGE**



**FIGURE 8 OVERALL SATISFACTION BY HOUSEHOLD INCOME, GENDER & ACCOUNT SETUP DATE**



**FIGURE 9 OVERALL SATISFACTION BY INTERVIEW LANGUAGE, ZIP CODE & UNAIDED RECALL OF MONTE VISTA WATER DISTRICT**



**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. Overall, just 6% of residential retail customers indicated that they had experienced a problem with their water service. Among these respondents, the most commonly mentioned problems were inadequate water pressure, water leaks, and poor tasting/smelling water (see *Appendix A* for a complete list of verbatim responses to Question 6).

**Question 5** *In the past six months, have you experienced any problems with your water service?*

**Question 6** *Please briefly describe the problems that you have had with your water service.*

**FIGURE 10 PROBLEMS WITH WATER SERVICE IN PAST SIX MONTHS**

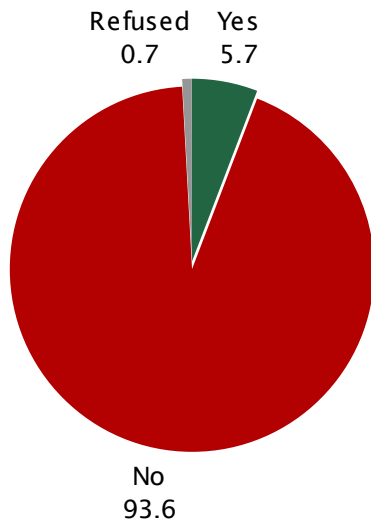
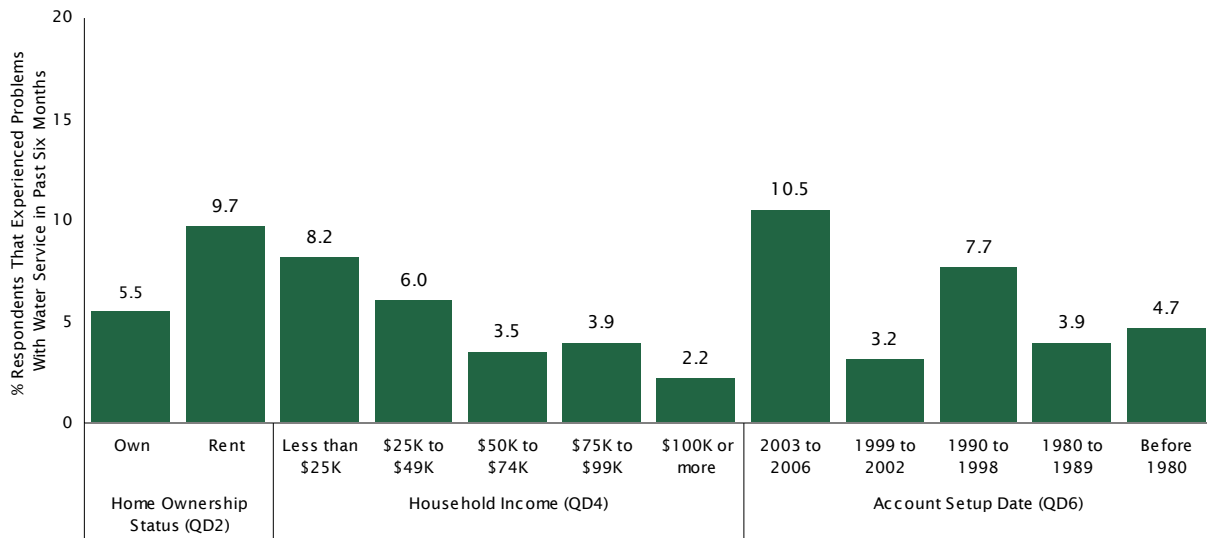


Figure 11 shows how the proportion of customers who experienced problems with their water service in the six months prior to the interview varied by home ownership status, household income, and the date their account was established. When compared to their respective counterparts, renters, lower-income households and accounts that were established in the past three years were the most likely to report experiencing problems with their water service.

**FIGURE 11 PROBLEMS WITH WATER SERVICE IN PAST SIX MONTHS BY HOME OWNERSHIP STATUS, HOUSEHOLD INCOME & ACCOUNT SETUP DATE**



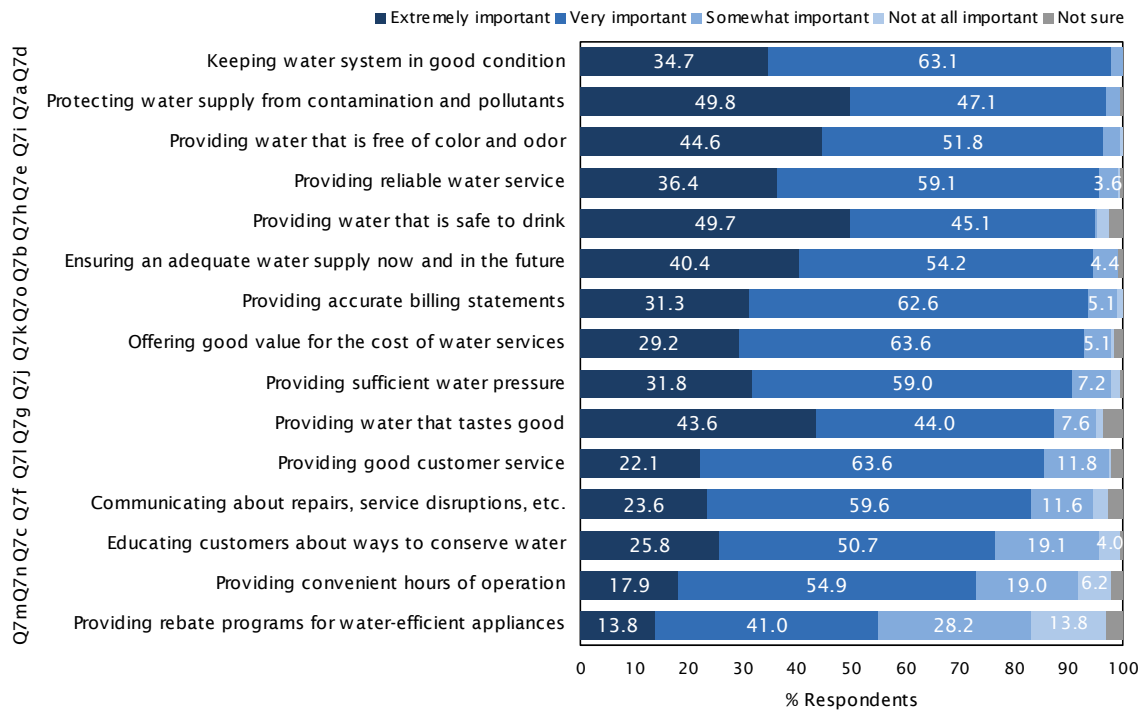
**SPECIFIC SERVICES** Whereas Question 4 addressed the District’s *overall* performance, the next series of questions asked respondents to rate the importance of *specific* services offered by the District, as well as their level of satisfaction with the District’s efforts to provide these services. For each service, respondents were first asked whether they thought a service was extremely important, very important, somewhat important or not at all important. Respondents were then asked about their level of satisfaction with the provision of these same services. The order of the items was randomized for each respondent to avoid a systematic position bias.

Figure 12 presents the services in rank order of importance according to the proportion of customers who rated a service as *at least* very important. Overall, District customers rated keeping the water system in good condition through timely repairs and maintenance as the most important among the services tested (98% extremely or very important), followed by protecting the water supply from contamination and pollutants (97%), providing water that is free of color and odor (96%), providing reliable water service (96%), and providing water that is safe to drink (95%).

At the other end of the spectrum, providing rebate programs that encourage customers to purchase water-efficient appliances (55%), providing convenient hours of operation (73%), and educating customers about ways to conserve water (77%) were viewed as comparatively less important.

**Question 7** Next, I'm going to read a list of services provided by the Water District. For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.

**FIGURE 12 IMPORTANCE OF SERVICES**



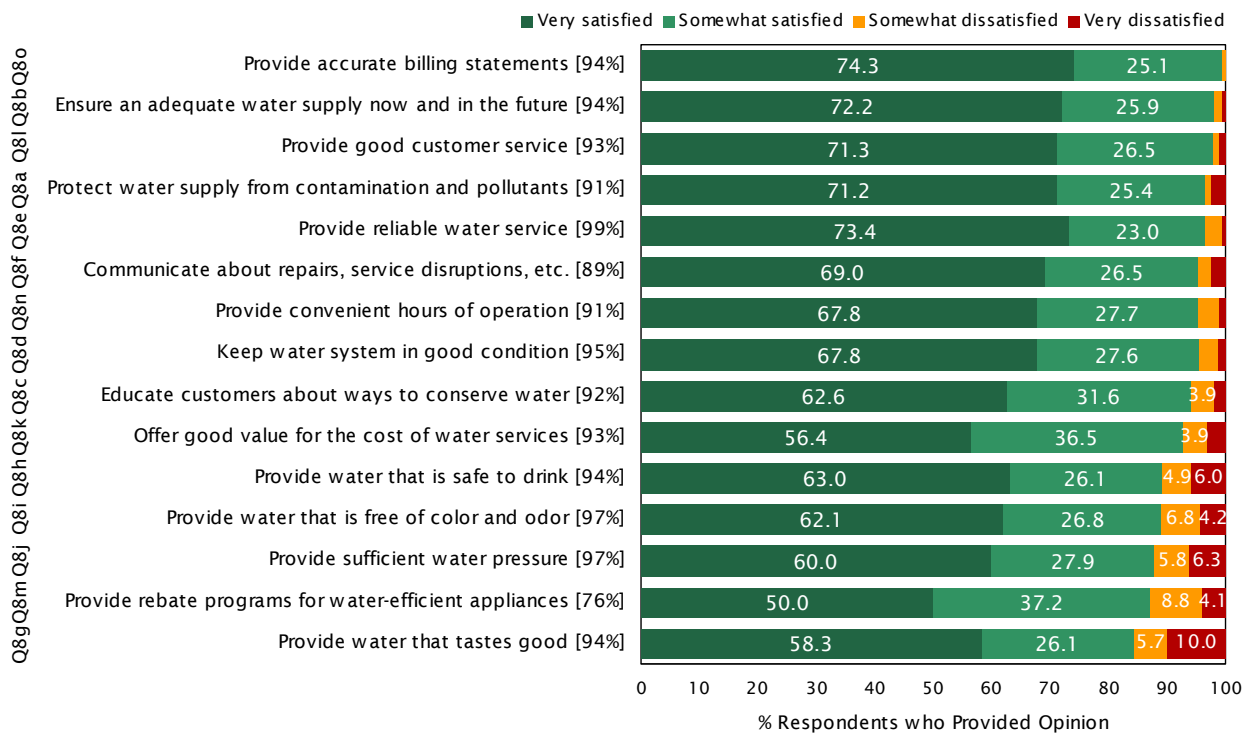
Turning to the satisfaction component, Figure 13 sorts the same list of services according to the proportion of respondents who indicated that they were either very or somewhat satisfied with the District’s efforts to provide the service. To allow for an apples-to-apples comparison of the satisfaction ratings, only respondents who held an opinion (either satisfied or dissatisfied) were included in Figure 13. Those who did not have an opinion were removed from this analysis. The percentage who held an opinion for each service is shown to the right of the service label in parentheses. Thus, for example, among the 94% of respondents who expressed an opinion about the District’s efforts to provide accurate billing statements, 74% were very satisfied and 25% were somewhat satisfied.

Overall, respondents were most satisfied with the District’s efforts to provide accurate billing statements (99%), followed closely by its efforts to ensure an adequate supply of water now and in the future (98%), provide good customer service (98%), and protect the water supply from contamination and pollutants (97%).

Although customers were comparatively less satisfied with the District’s efforts to provide water that tastes good (84%), provide rebate programs for water-efficient appliances (87%), and provide sufficient water pressure (88%), even these services received positive satisfaction ratings from at least 84% of respondents.

**Question 8** For the same list of services I just read I'd like you to tell me how satisfied you are with the job the District is doing to provide the service. Are you satisfied or dissatisfied with the District's efforts to: \_\_\_\_\_, or do you not have an opinion?

**FIGURE 13 SATISFACTION WITH SERVICES**



**PERFORMANCE NEEDS & PRIORITIES**

With a measure of the importance of a service to customers as well as a measure of customers' satisfaction with the District's efforts to provide the service, True North is able to examine the relationship between these two dimensions and identify service areas where the District has the greatest opportunities to improve overall customer satisfaction -- as well as identify for which services the District is meeting, and even exceeding, the vast majority of customers' needs.

Rather than rely on sample *averages* to conduct this analysis, True North has developed and refined an *individualized* approach to identifying priorities that is built on the recognition that opinions will vary from customer to customer, and that understanding this variation is required for assessing how well the District is meeting the needs of its customers.<sup>2</sup> Table 1 presents a two-dimensional space, or grid, based on the importance and satisfaction scales. The horizontal axis corresponds to the four *importance* response options, whereas the vertical scale corre-

2. Any tool that relies solely on the opinions of the average respondent will provide a limited and occasionally somewhat distorted picture of how well an agency is performing. The simple fact is that a District is not comprised of *average* customers -- it is comprised of unique individuals who will vary substantially in their opinions of the District's performance in different service areas. Thus, although the arithmetic average of these individuals' opinions is a useful statistic, it does not capture the variation in opinions that occurs among customers -- and it is this variation that is critical for truly assessing how well the District is meeting the needs of its customers. This is why True North conducts the priority analysis at the individual respondent level, rather than at an aggregated level using the *average* of respondent's opinions.

sponds to the four *satisfaction* response options. The 16 cells within the grid are grouped into one of six categories based on how well the District is meeting, or not meeting, a customer’s needs for a particular service. The six groups are as follows:

- Exceeding Needs*                      The District is exceeding a respondent’s needs if a respondent is satisfied and the level of expressed satisfaction is higher than the importance that the respondent assigned to the service.
  
- Meeting Needs, Moderately*                      The District is moderately meeting a respondent’s needs if the respondent is satisfied and the level of satisfaction is commensurate with the level of importance assigned to the service.
  
- Meeting Needs, Marginally*                      The District is marginally meeting a respondent’s needs if the respondent is satisfied with the district’s efforts to provide the service, but their level of satisfaction is lower than the level of importance assigned to the service.
  
- Not Meeting Needs, Marginally*                      The District is marginally *not* meeting a respondent’s needs if the respondent is somewhat dissatisfied, but the service is also viewed as just somewhat or not at all important.
  
- Not Meeting Needs, Moderately*                      The District is moderately *not* meeting a respondent’s needs if A) a respondent is very dissatisfied with the district’s efforts to provide the service, but the service is viewed just somewhat or not at all important, or B) a respondent is somewhat dissatisfied and the service is viewed as very important.
  
- Not Meeting Needs, Severely*                      The District is severely *not* meeting a respondent’s needs if A) a respondent is dissatisfied and the service is viewed as extremely important, or B) a respondent is very dissatisfied and the service is viewed as very important.

**TABLE 1 NEEDS & PRIORITY MATRIX**

		Importance			
		Not at all important	Somewhat important	Very important	Extremely important
Satisfaction	Very satisfied	Exceeding needs	Exceeding needs	Meeting needs, moderately	Meeting needs, moderately
	Somewhat satisfied	Exceeding needs	Meeting needs, moderately	Meeting needs, marginally	Meeting needs, marginally
	Somewhat dissatisfied	Not meeting needs, marginally	Not meeting needs, marginally	Not meeting needs, moderately	Not meeting needs, severely
	Very dissatisfied	Not meeting needs, moderately	Not meeting needs, moderately	Not meeting needs, severely	Not meeting needs, severely

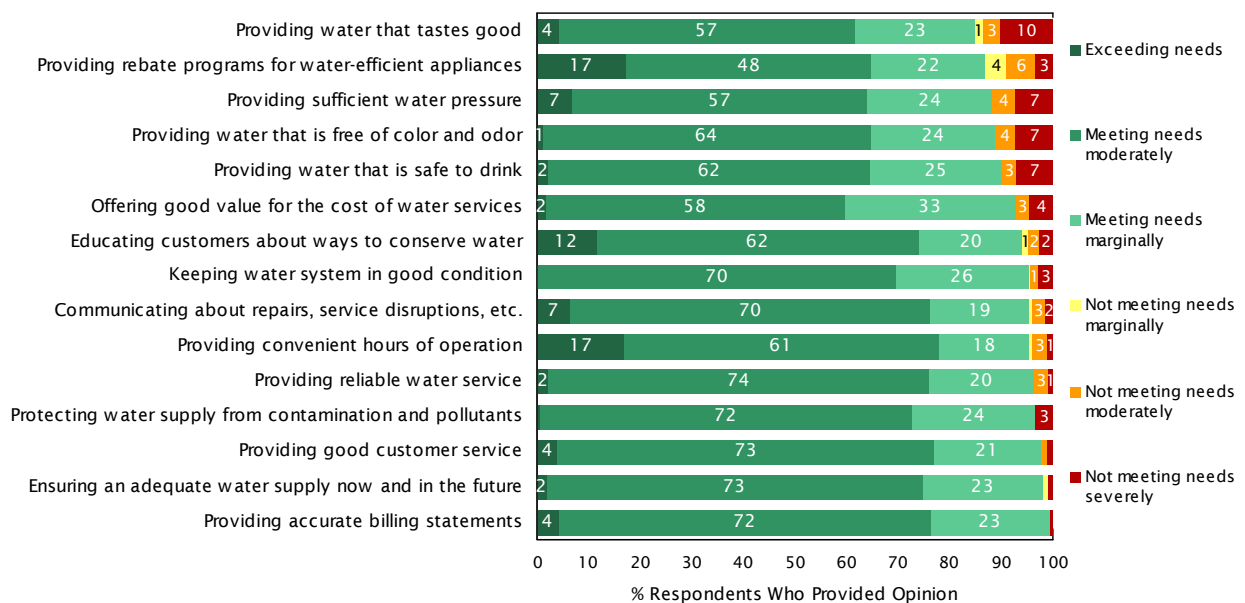
Using this framework, True North categorized each respondent individually for each of the 15 services tested in the study. Thus, for example, a customer who indicated that keeping the water system in good condition was somewhat important and they were very satisfied with the District's efforts in this service area would be categorized in the *exceeding needs* group for this service. The same respondent may be grouped in the *marginally not meeting needs* group for another service -- e.g., providing sufficient water pressure -- if they were somewhat dissatisfied with the District's efforts to provide the service, but the service was viewed as only somewhat important.

Figure 14 presents each of the 15 services tested, along with the percentage of respondents who were grouped into each of the six possible categories. For ease of interpretation, the color-coding in Figure 14 is consistent with that presented in Table 1. Thus, for example, in the service area of providing water that tastes good, the District is exceeding the needs of 4% of respondents, moderately meeting the needs of 57% of respondents, marginally meeting the needs of 23% of respondents, marginally not meeting the needs of 1% of respondents, moderately not meeting the needs of 3% of respondents, and severely not meeting the needs of 10% of respondents.

Perhaps the most important pattern that is shown in Figure 14 is that -- for every service tested -- the District is meeting the needs of at least 85% of customers. Moreover, for most of the services tested, the District is meeting the needs of more than 95% of customers.

Operating from the management philosophy that -- all other things being equal -- the District should focus on improving those services that have the highest percentage of customers for which the District is currently *not* meeting their needs, the services have been sorted in rank order of priority. Thus, providing water that tastes good is the top priority, followed by providing rebate programs for water-efficient appliances.

**FIGURE 14 CUSTOMER SERVICE NEEDS**



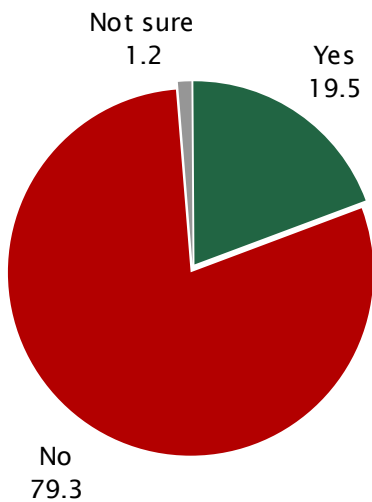


## CUSTOMER SERVICE

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

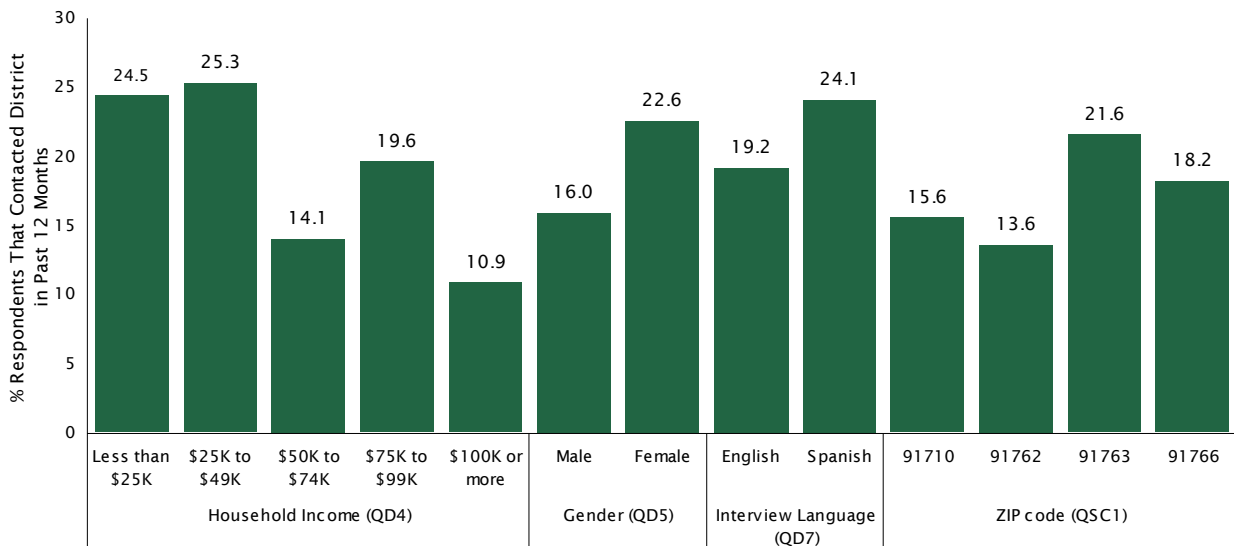
### Question 9 *In the past 12 months, have you contacted the Monte Vista Water District?*

FIGURE 15 CONTACTED MONTE VISTA WATER DISTRICT IN PAST 12 MONTHS



As shown in Figure 15, approximately one in five (20%) residential retail customers indicated that they had contacted the District in the 12 months prior to the survey. When compared to their respective counterparts, contact with the District during this period was most commonly reported by households with annual incomes under \$50,000, females, those who were administered the survey in Spanish, and respondents in the 91763 ZIP code (see Figure 16).

FIGURE 16 CONTACTED MONTE VISTA WATER DISTRICT IN PAST 12 MONTHS BY HOUSEHOLD INCOME, GENDER, INTERVIEW LANGUAGE & ZIP CODE

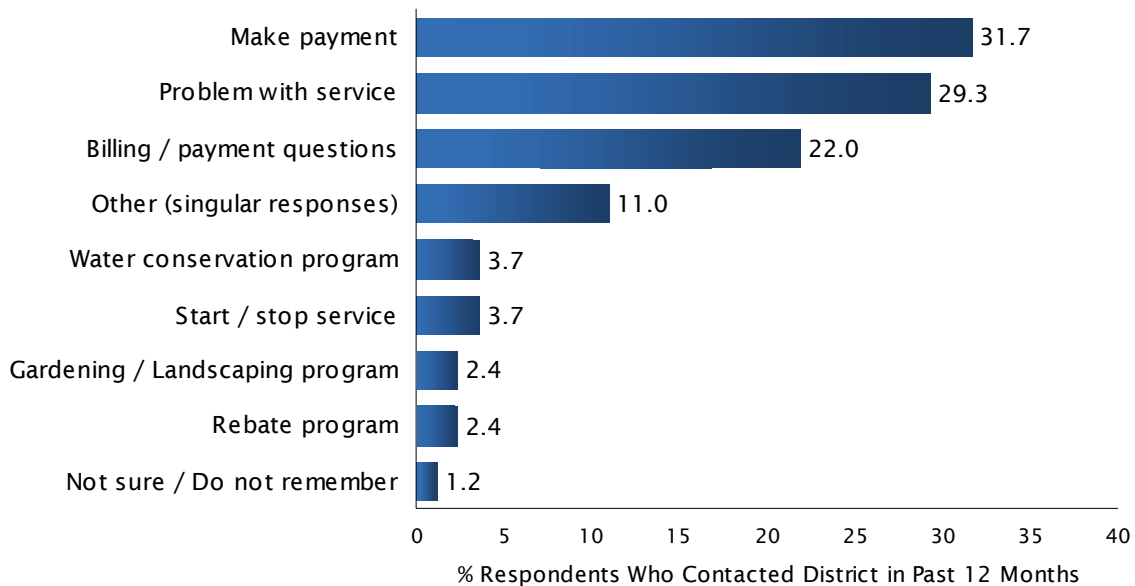


**REASON FOR CONTACT AND OUTCOME** Customers who indicated that they had contacted the District in the 12 months prior to the interview were asked several follow-up questions about their experience. The first of these questions simply asked the customer to describe the reason that they contacted the 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 17 reflect the percentage of customers administered this question who provided each reason.

Overall, the most commonly reported reason for contacting the District was to make a payment (32%), followed by to report a problem with their service (29%) and to ask a question about a bill or payment (22%). No other single specific reason was provided by at least 5% of customers who were administered Question 10.

**Question 10** *For what reason did you contact the District?*

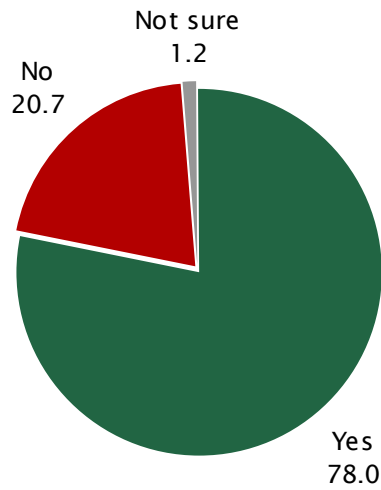
**FIGURE 17 REASONS FOR CONTACTING DISTRICT**



Having identified the reasons that they contacted the District, the survey next inquired as to whether a respondent's issue was resolved to their satisfaction. The results to this question are presented in Figure 18 on the next page. Overall, more than three-quarters (78%) of customers indicated that the reason they contacted the District was resolved to their satisfaction, whereas 21% were disappointed with the outcome and 1% were unsure.

**Question 11** Was the reason you contacted them resolved to your satisfaction?

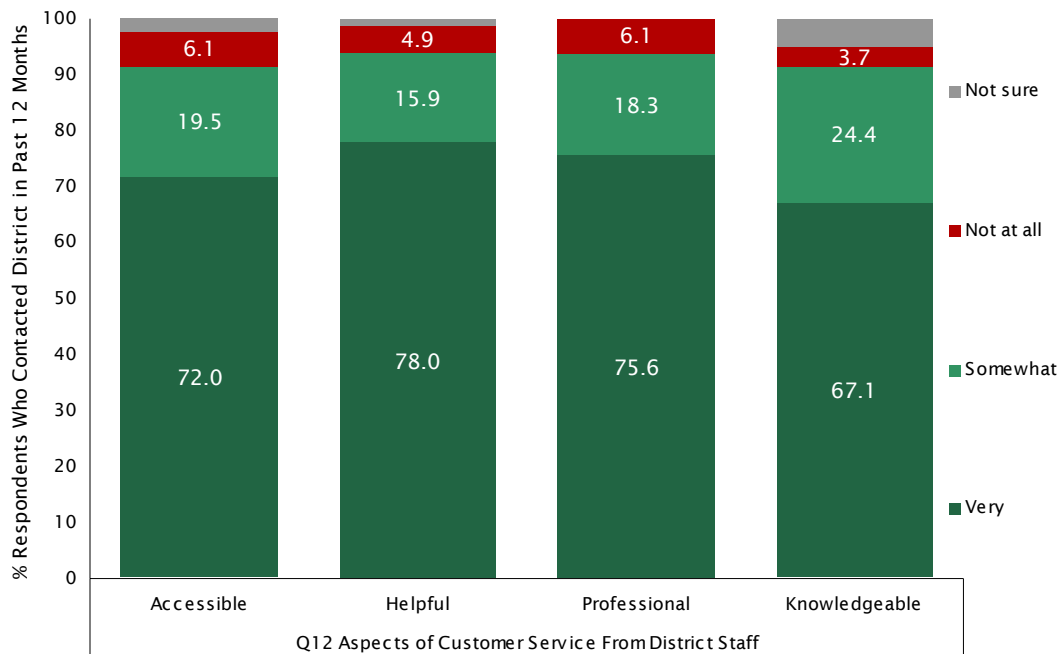
**FIGURE 18 REASON FOR CONTACT RESOLVED**



**VIEWS OF STAFF** The final question in this series asked all residents 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 19, staff received very high marks on every performance dimension tested.

**Question 12** In your opinion, is the staff at the District very \_\_\_\_\_, somewhat \_\_\_\_\_, or not at all \_\_\_\_\_?

**FIGURE 19 OPINION OF STAFF**



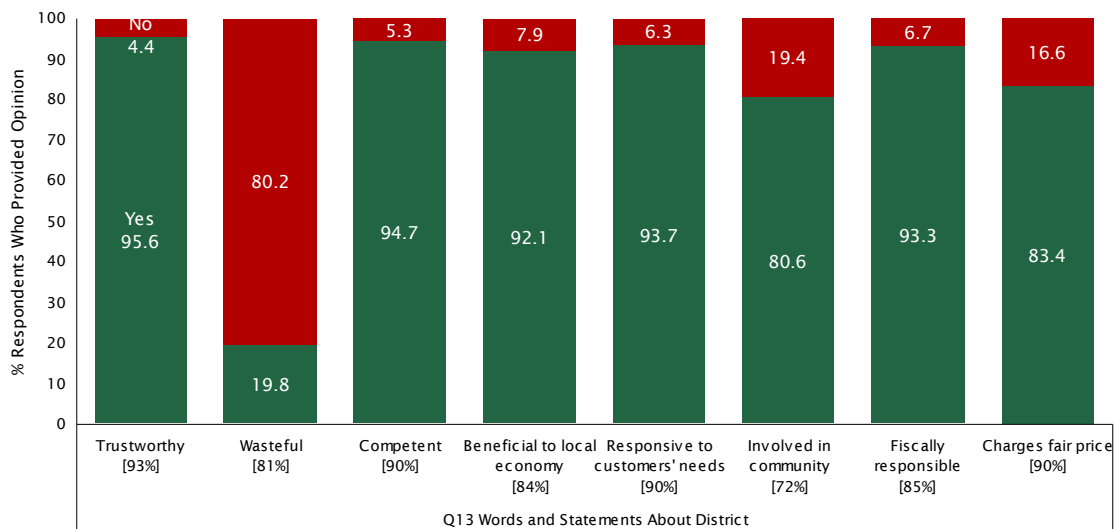
## VIEWS OF DISTRICT

Although much of the survey focused on customers' satisfaction with the District's efforts to provide water services, the Monte Vista Water District also recognizes that there is much more to meeting customers' needs and expectations than simply providing satisfactory water services. Do customers perceive that the District is involved in the community and beneficial to the local economy? Do residents feel that the District is fiscally responsible and trustworthy? Does the District do a good job communicating with customers? Answers to questions like these are just as important as service-related questions in measuring the District's performance in meeting customers' expectations and in building customer loyalty. Accordingly, they were the focus of the latter part of the interview. Perceptions of the District are discussed in this section of the report, whereas communication-related questions are presented in the next section.

**PERCEPTIONS OF DISTRICT** Question 13 was designed to profile customers' perceptions of the District on a variety of dimensions, including trustworthiness, competency and involvement in the community. For each of the phrases shown at the bottom of Figure 20, respondents were simply asked whether they think the word or phrase accurately describes the Monte Vista Water District as an agency. The percentages shown in the figure are among those who held an opinion.<sup>3</sup>

**Question 13** *Next, I'm going to read a series of words or phrases. For each I read, I'd like you to tell me whether - in your opinion - it accurately describes the Monte Vista Water District. 'Yes' means you think the phrase does accurately describe the District. No means it does not.*

**FIGURE 20 AGREEMENT WITH PHRASES ABOUT MONTE VISTA WATER DISTRICT**



3. The percentage who held an opinion for each statement is shown underneath the label in parentheses. The percentages shown in the bars are among those with an opinion, which allows for a more direct and meaningful comparison of responses across the eight statements tested.

As shown in the figure, customers generally held very positive opinions of the Monte Vista Water District. More than 90% of residential retail customers agreed that the District is trustworthy (96%), competent (95%), fiscally responsible (93%), responsive to customer's needs (94%), and benefits the local economy (92%). The vast majority of customers also perceived that the District is involved in the community (81%) and charges a fair price for the services that it provides (83%). Just 20% perceived that the District is wasteful.

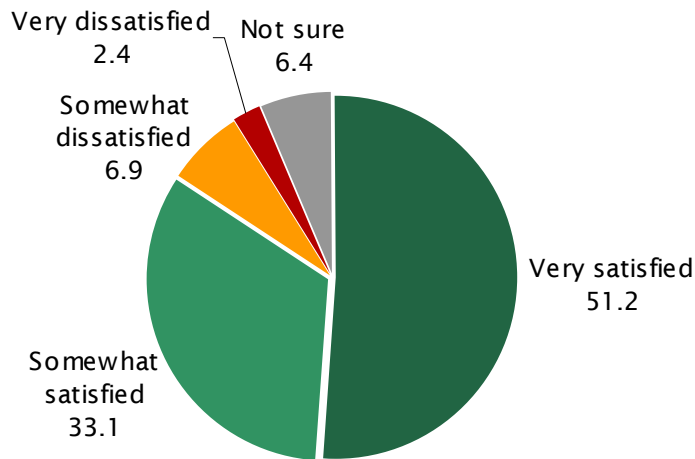
## COMMUNICATION

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 E-mail, 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 members' needs, the survey asked members a number of questions regarding the District's communication efforts.

**SATISFACTION WITH COMMUNICATION EFFORTS** The first question in this series asked customers whether 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 21, 84% of customers indicated that they were generally satisfied with the District's communication efforts, with more than half (51%) indicating that they were *very* satisfied. Approximately 9% of customers indicated that they were dissatisfied with the District's performance in this respect, whereas 6% were unsure or unwilling to share their opinion on this matter.

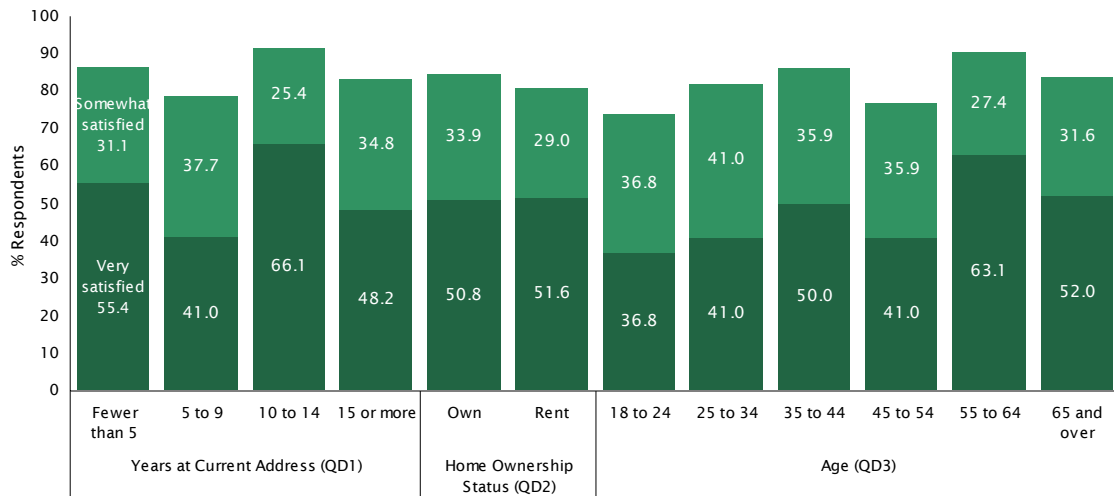
**Question 14** *In general, are you satisfied or dissatisfied with the District's efforts to communicate with customers through newsletters, the Internet, and other means?*

FIGURE 21 SATISFACTION WITH COMMUNICATION

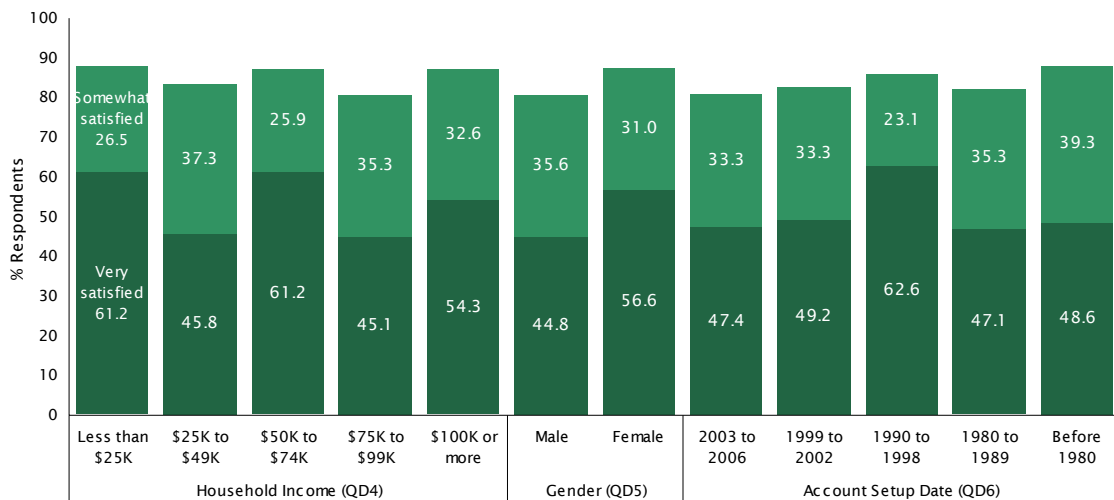


The following figures display how overall satisfaction with the District's efforts to communicate with customers varied by length of residence, home ownership status, age, household income, gender, date of account establishment, language for the interview, ZIP code, and their initial awareness of the District. Although overall satisfaction did vary somewhat across customer subgroups, it met or exceeded 70% in every identified subgroup (see Figures 22 - 24).

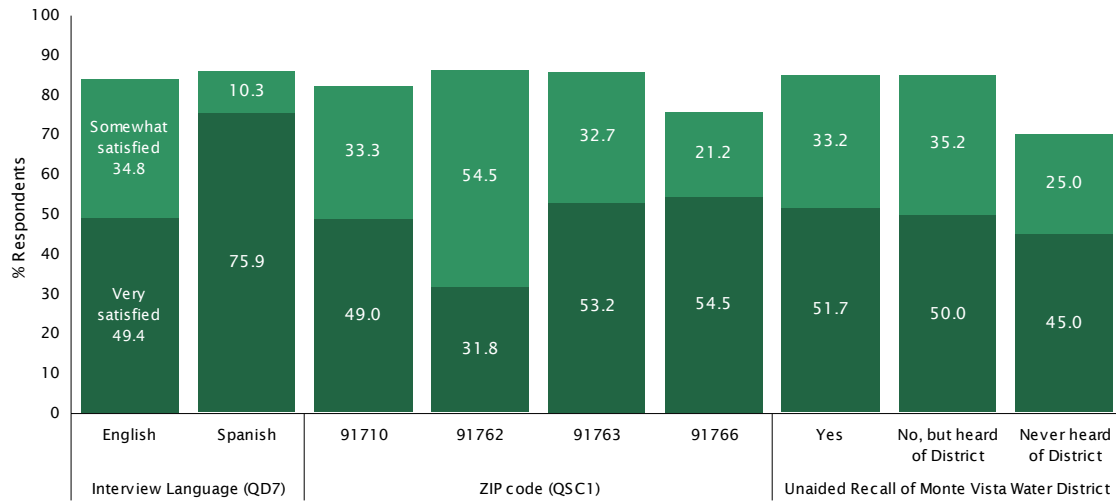
**FIGURE 22 SATISFACTION WITH COMMUNICATION BY YEARS AT CURRENT ADDRESS, HOME OWNERSHIP STATUS & AGE**



**FIGURE 23 SATISFACTION WITH COMMUNICATION BY HOUSEHOLD INCOME, GENDER & ACCOUNT SETUP DATE**



**FIGURE 24 SATISFACTION WITH COMMUNICATION BY INTERVIEW LANGUAGE, ZIP CODE & UNAIDED RECALL OF MONTE VISTA WATER DISTRICT**

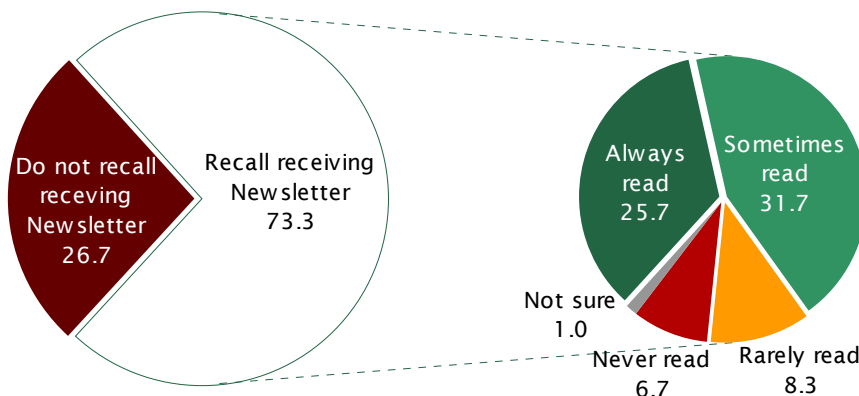


**WATERLINE NEWSLETTER** Customers were next asked whether they recalled receiving the *Waterline* Newsletter and, if yes, how often they read the newsletter. The answers to both questions are combined in Figure 25. Overall, 73% of residential retail customers recalled receiving the *Waterline* Newsletter. With respect to how frequently they read the newsletter, 57% of customers indicated that they read it at least occasionally, with 26% reporting that they always read the newsletter. When compared to their respective counterparts, readership was notably higher among lower income households, females, those administered the survey in English, and those who were able to correctly identify the District’s name at the outset of the interview (see Figures 26 - 28).

**Question 15** *Do you recall receiving the Waterline Newsletter, which occasionally comes with your water bill?*

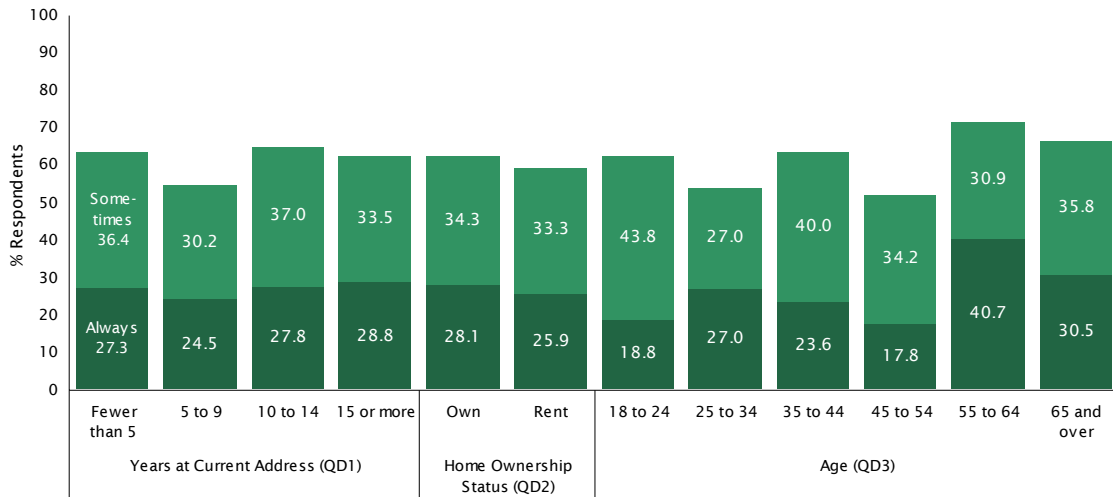
**Question 16** *How often would you say that you read the Waterline Newsletter? Would you say that you always read it, sometimes read it, rarely read it, or never read it?*

**FIGURE 25 READERSHIP OF WATERLINE NEWSLETTER**

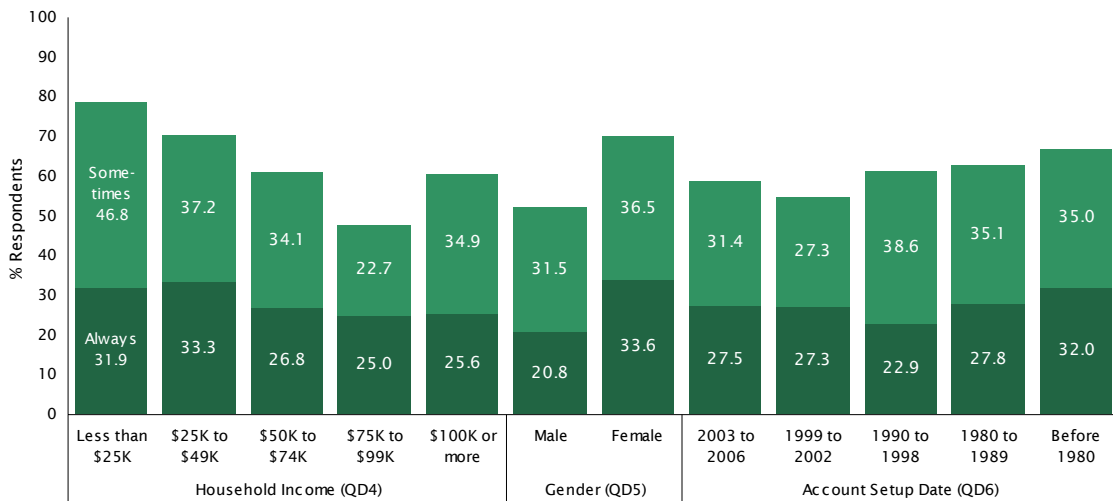




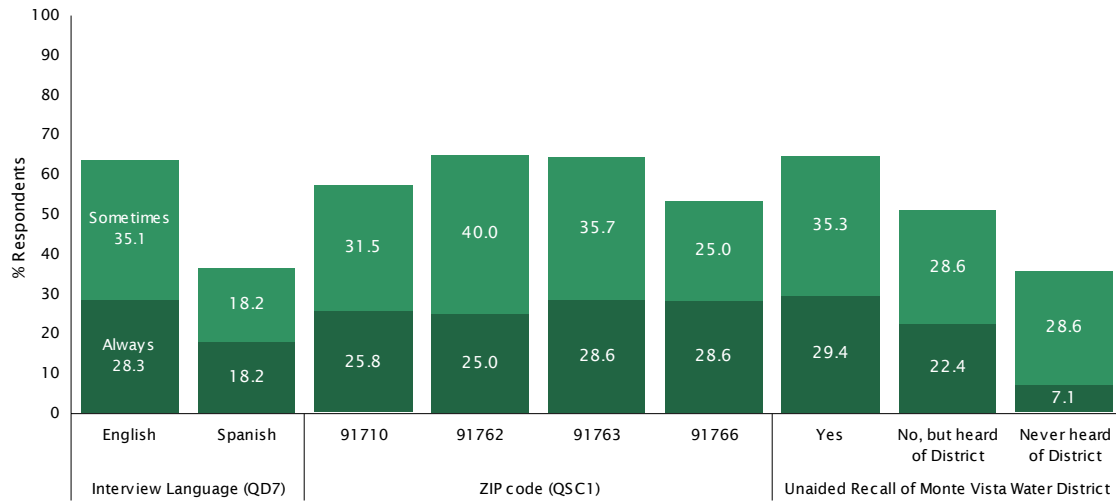
**FIGURE 26 READERSHIP OF WATERLINE NEWSLETTER BY YEARS AT CURRENT ADDRESS, HOME OWNERSHIP STATUS & AGE**



**FIGURE 27 READERSHIP OF WATERLINE NEWSLETTER BY HOUSEHOLD INCOME, GENDER & ACCOUNT SETUP DATE**



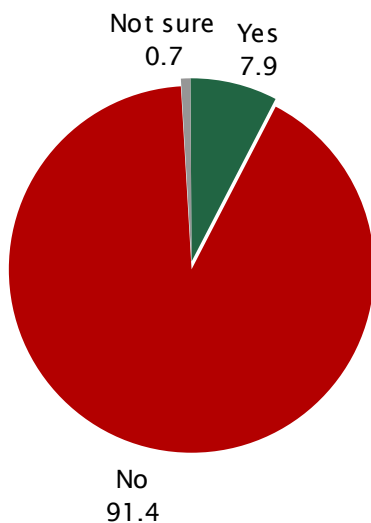
**FIGURE 28 READERSHIP OF WATERLINE NEWSLETTER BY INTERVIEW LANGUAGE, ZIP CODE & UNAIDED RECALL OF MONTE VISTA WATER DISTRICT**



**ONLINE SERVICES** All respondents were next asked three questions that relate to the District’s website and future services that may be made available online. The first question in this series (Question 17) asked whether, in the 12 months prior to the interview, the respondent had visited the District’s website. As shown in Figure 29, eight percent of customers indicated that they had visited the District’s website during this period, whereas the remaining respondents either had not visited the site (91%) or were unsure (1%).

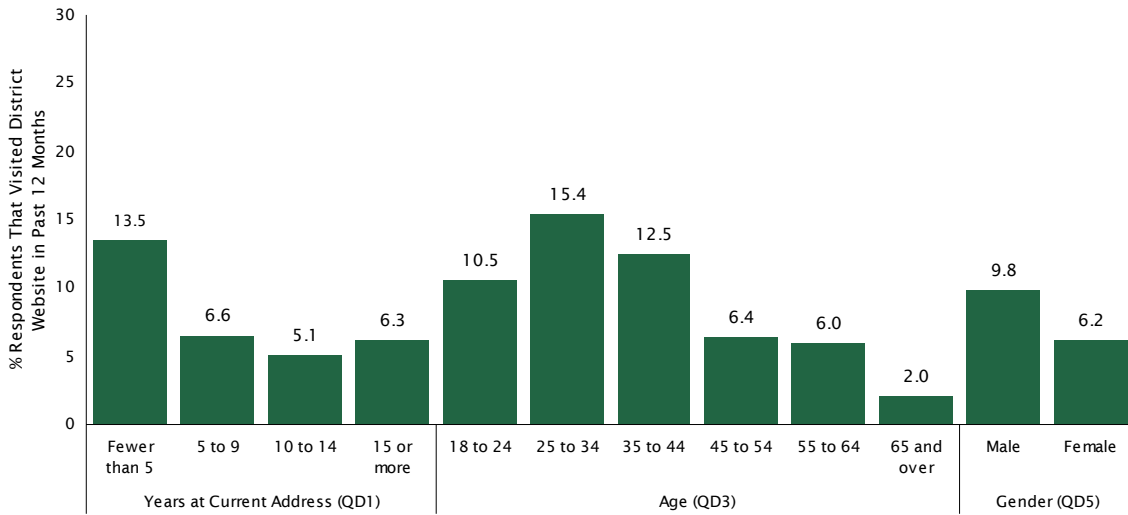
**Question 17** *In the past 12 months, have you visited the Monte Vista Water District's website?*

**FIGURE 29 VISITED MONTE VISTA WEBSITE IN PAST 12 MONTHS**

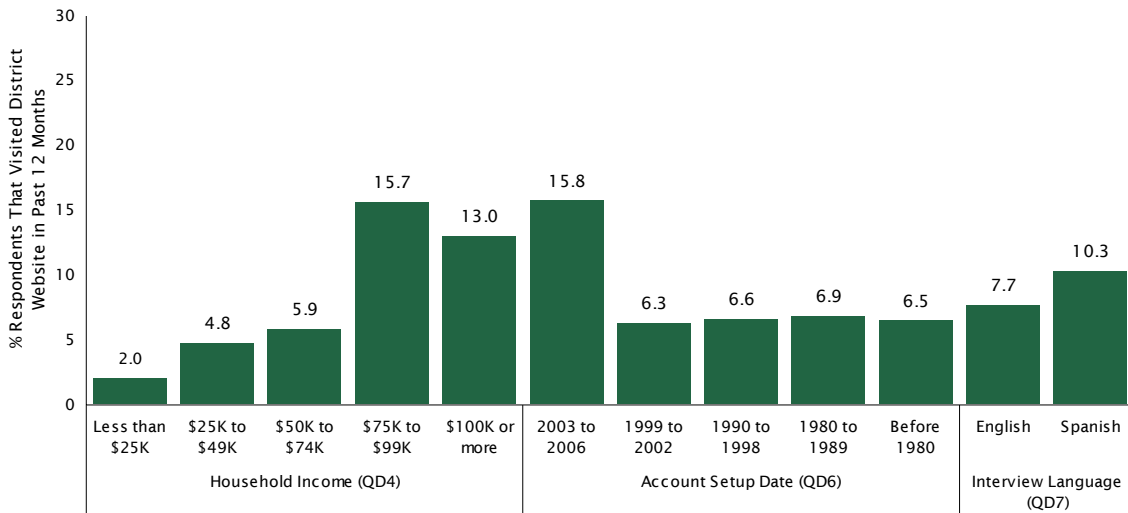


Figures 30 and 31 profile website visitation by several key customer characteristics, including length of residence, age, gender, household income, date of account establishment, and interview language. As shown in the figures, the proportion of customers who had visited the District’s website in the past 12 months varied considerably across some of these variables. Overall, visitation was most common among newer residents (fewer than five years), those under the age of 45, males, higher income households, newly established accounts, and those who were administered the interview in Spanish.

**FIGURE 30 VISITED MONTE VISTA WEBSITE IN PAST 12 MONTHS BY YEARS AT CURRENT ADDRESS, AGE & GENDER**



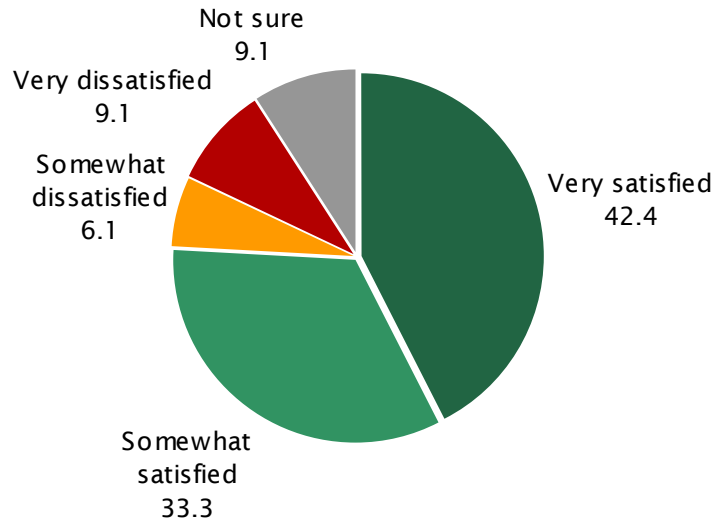
**FIGURE 31 VISITED MONTE VISTA WEBSITE IN PAST 12 MONTHS BY HOUSEHOLD INCOME, ACCOUNT SETUP DATE & INTERVIEW LANGUAGE**



Customers who had visited the District’s website in the past 12 months were next asked whether they were satisfied or dissatisfied with the resources that are available on the site. Overall, the vast majority (76%) of visitors indicated that they were satisfied with the content of the website, whereas 15% stated that they were dissatisfied and 9% were unsure (see Figure 32).

**Question 18** *Are you satisfied or dissatisfied with the resources available on the District's website?*

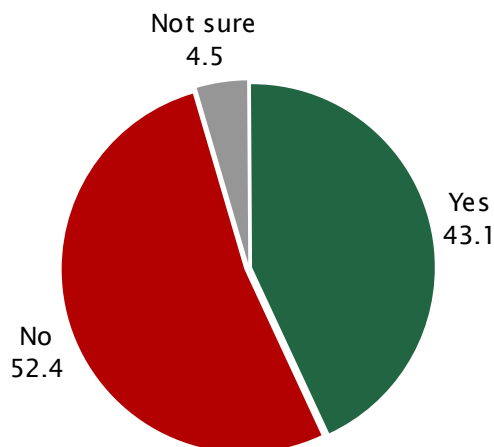
**FIGURE 32 SATISFACTION WITH WEBSITE**



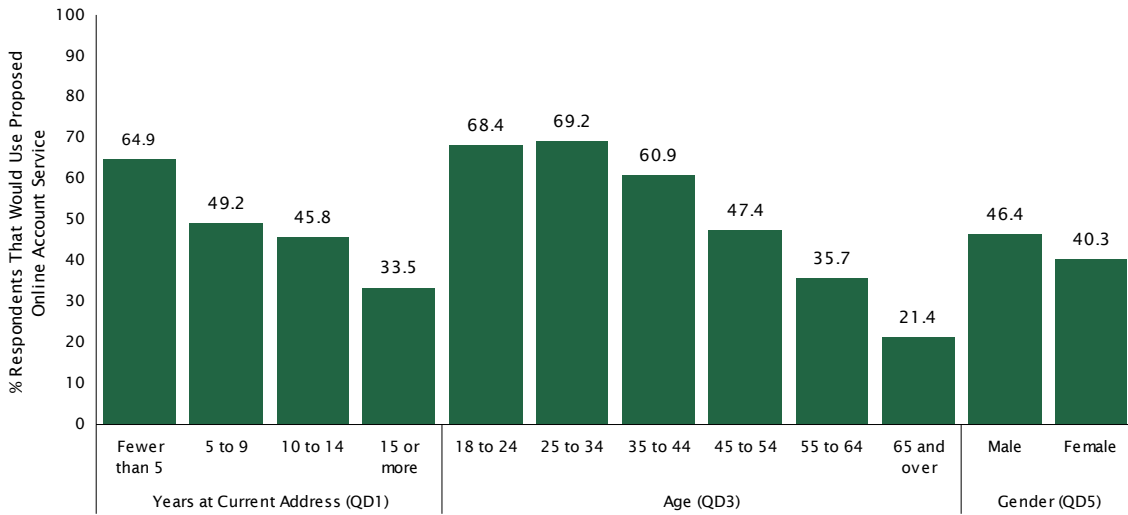
The final question in this series (Question 19) inquired as to whether customers would view their accounts and/or pay their water bills online if these services were made available on the District's website in the future. In general, respondents were reasonably enthusiastic about these additional services, with 43% indicating that they would view their account online and/or pay their bills online if the services were offered (Figure 33). Not surprisingly, interest in using the online services varied by customer segment, with anticipated use being highest among newer residents (less than five years), younger customers (under 35), males, higher income households (\$75,000 plus), newly established accounts, and those who were administered the interview in Spanish (see Figures 34 and 35).

**Question 19** *If provided with the ability to view your account and pay your water bills online, would you use this service?*

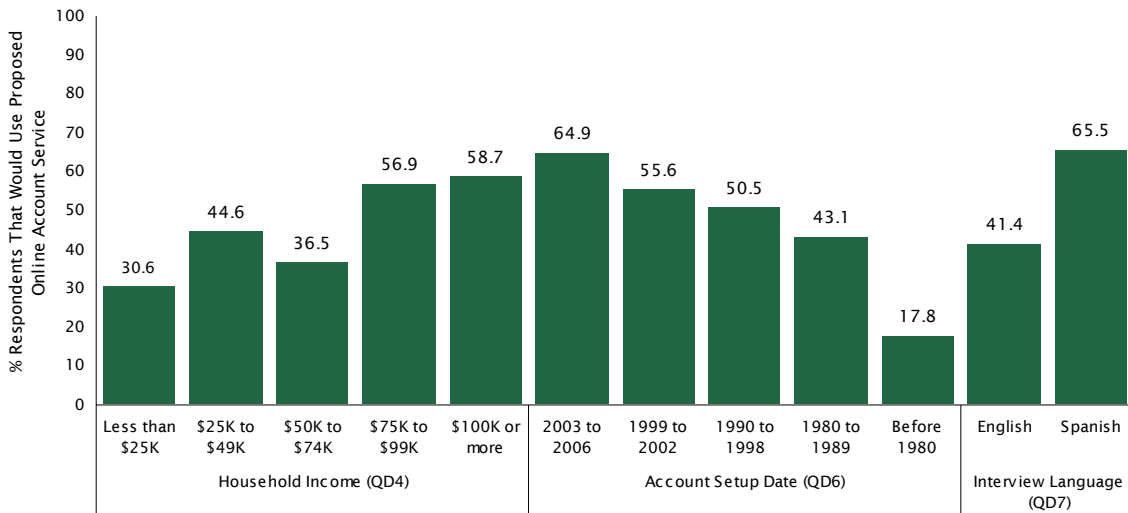
**FIGURE 33 WOULD USE PROPOSED ONLINE ACCOUNT SERVICE**



**FIGURE 34 WOULD USE PROPOSED ONLINE ACCOUNT SERVICE BY YEARS AT CURRENT ADDRESS, AGE & GENDER**



**FIGURE 35 WOULD USE PROPOSED ONLINE ACCOUNT SERVICE BY HOUSEHOLD INCOME, ACCOUNT SETUP DATE & INTERVIEW LANGUAGE**



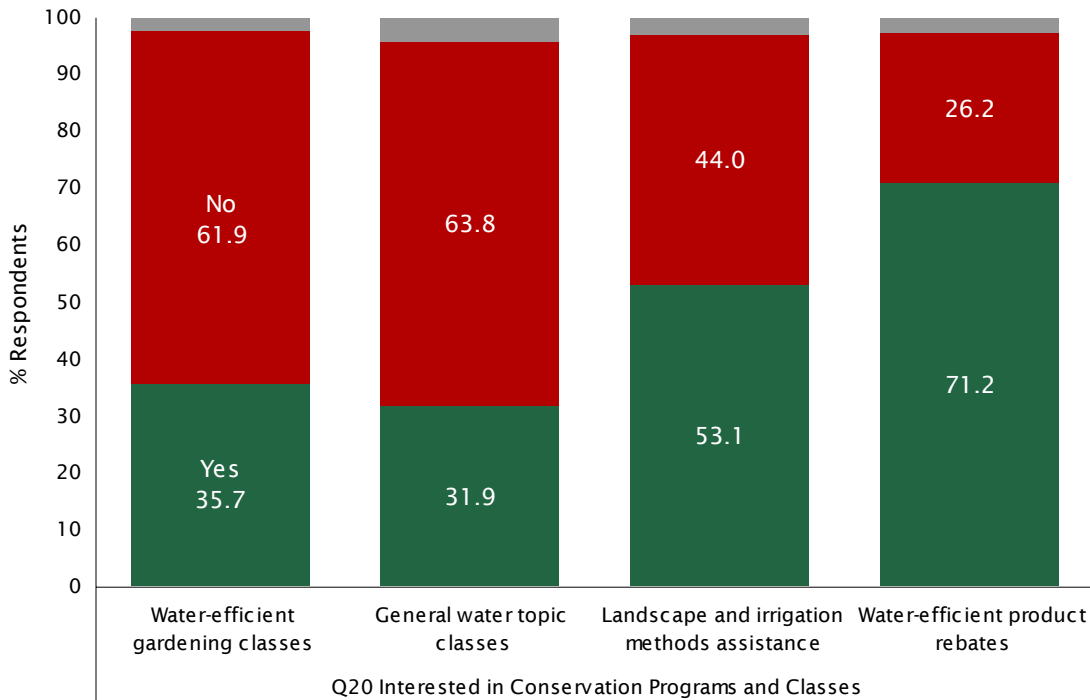
## CONSERVATION

The final substantive question in the survey asked respondents whether they would be interested in several different educational courses and product rebate programs that are periodically offered by the District. The courses and programs tested, as well as customers' levels of interest, are shown in Figure 36 below.

Overall, customers expressed the greatest level of interest in receiving rebates on water-efficient appliances (71%), followed by receiving free assistance with landscape design and irrigation methods (53%). Approximately one-third of respondents expressed interest in attending classes on water-efficient gardening (36%) and general topics about water (32%), respectively.

**Question 20** *Would you be interested in: \_\_\_\_\_?*

**FIGURE 36 INTEREST IN CONSERVATION PROGRAMS AND CLASSES**





# BACKGROUND & DEMOGRAPHICS

**TABLE 2 DEMOGRAPHICS OF SAMPLE**

<b>Total Respondents</b>	<b>420</b>
<b>QD1 Years at current address</b>	
Less than 1	3.8
1 to 4	13.8
5 to 9	14.5
10 to 14	14.0
15 or more	53.3
Refused	0.5
<b>QD2 Home ownership status</b>	
Own	91.4
Rent	7.4
Refused	1.2
<b>QD3 Age</b>	
18 to 24	4.5
25 to 34	9.3
35 to 44	15.2
45 to 54	18.6
55 to 64	20.0
65 and over	23.3
Refused	9.0
<b>QD4 Household income</b>	
Less than \$25K	11.7
\$25K to \$49K	19.8
\$50K to \$74K	20.2
\$75K to \$99K	12.1
\$100K to \$149K	8.3
\$150K to \$199K	1.2
\$200K or more	1.4
Not sure	10.5
Refused	14.8
<b>QD5 Gender</b>	
Male	46.2
Female	53.8
<b>QD6 Account setup date</b>	
2003 to 2006	13.6
1999 to 2002	15.0
1990 to 1998	21.7
1980 to 1989	24.3
Before 1980	25.5
<b>QD7 Interview language</b>	
English	93.1
Spanish	6.9
<b>QSC1 ZIP code</b>	
91710	22.9
91762	5.2
91763	64.0
91766	7.9

Table 2 presents the key demographic and background information that was 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. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix B for more details).



## 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 Mary Ann Harvey-Melleby (Public Affairs Director) and Mark Kinsey (General Manager) of 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 the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

The final questionnaire was professionally translated into Spanish, and interviews were conducted in English and Spanish, depending on the preference of the respondent.

**PROGRAMMING & PRE-TEST** Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the live 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 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.

**SAMPLE** The sample for this study was drawn from the Monte Vista Water District's residential customer database. Because many of the customer records did not include a phone number, True North used a reverse-directory matching procedure against several public sources to fill-in missing contact information.<sup>4</sup> In the end, 86% (8,547 of the original 9,925) of the residential records in the database contained or were paired with a telephone number. The database was then stratified and clustered by the ZIP code of the service location to accurately represent the geographic distribution of residential customers.

**STATISTICAL MARGIN OF ERROR** By using a stratified and clustered sample and monitoring the sample characteristics as data collection proceeded, True North ensured that the sample was representative of residential retail customers of the Monte Vista Water District. The results of the survey can thus be used to estimate the opinions of *all* residential retail customers in the District. Because not all residential customers 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 420 respondents for a particular question and what would have been found if all of the estimated 9,925 residential retail customers had been interviewed.

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4. The reverse-matching procedure was necessary to avoid a possible sampling bias. According to the District, customer records that contained telephone contact information were often either A) recently established accounts, or B) accounts that had previously contacted the District for some reason. By adding telephone contact information to those records that did not already have the information in the database, True North helped to ensure that the resulting sample was representative of all residential retail customers.



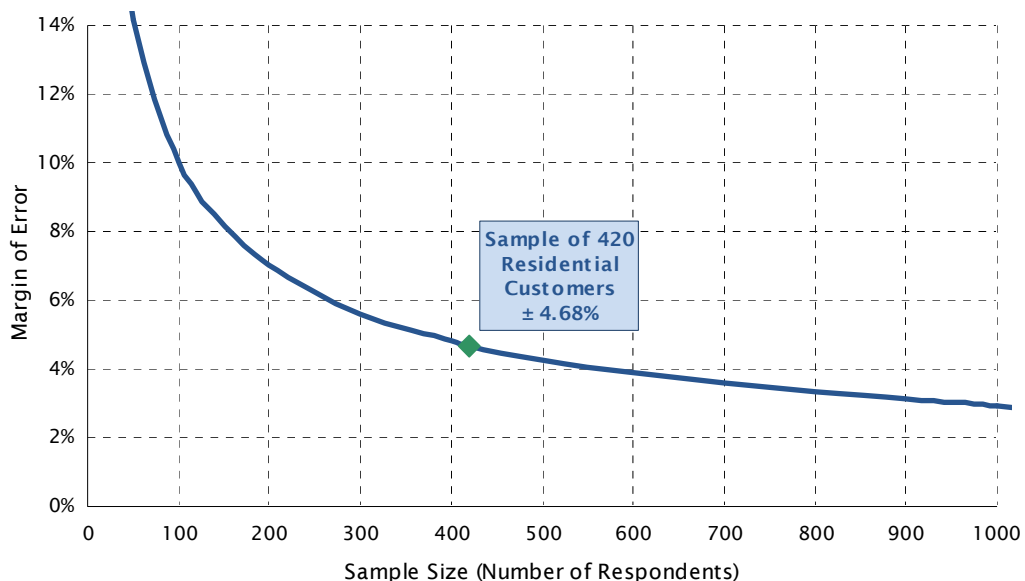
For example, in estimating the percentage of residential customers who have experienced problems with their water service in the past six months (Question 5), the margin of error can be calculated if one knows the size of the population, the size of the sample, a desired confidence level, and the distribution 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 residential customers who have experienced problems with their water service in the past six months (0.06 for 6%, for example),  $N$  is the population size of all residential customers (9,925),  $n$  is the sample size that received the question (420), 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 this equation using these values reveals a margin of error of  $\pm 2.23\%$ . This means that, with 6% of residential customers indicating they had experienced problems with their water service in the past six months, we can be 95% confident that the actual percentage of all residential retail customers who experienced problems with their service during this period is between 4% and 8%.

Figure 37 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  $\pm 4.68\%$  for questions answered by all 420 respondents.

**FIGURE 37 MAXIMUM MARGIN OF ERROR**



Within this report, figures and tables show how responses to certain questions varied by subgroups such as years at current address, age of respondent, and account set-up date. Figure 37 above 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 COLLECTION** The method of data collection for this study was telephone interviewing. Interviews were conducted in English and Spanish during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between August 4 and August 9, 2006. 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. Telephone interviews averaged 12 minutes in length.

**DATA PROCESSING & WEIGHTING** Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and cross-tabulations.

**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  
September 2006

### Section 1: Introduction to Study

Hi, my name is \_\_\_\_\_ and I'm calling on behalf of TNR, a public opinion research company. We're conducting a survey about issues in your community and we would like to get your opinions.

*If needed:* This is a survey about important issues in your community - I'm NOT trying to sell anything.

*If needed:* The survey should take no more than 10 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?

### Section 2: Screener for Inclusion in the Study

For statistical reasons, I would like to speak to a head of the household. Are you a head of the household?

*If yes, continue with interview. If no, ask:* Could I speak to a head of the household?

*If there is no head of household currently available, then ask for a callback time.*

SC1	What is the zip code at your residence?		
	91710		23%
	91762		5%
	91763		64%
	91766		8%

### Section 3: Awareness of Water District

Q1	Do you happen to know which agency is responsible for providing water services to your home?		
	1	Yes	85% Ask Q2
	2	No	15% Skip to Q3
	99	Refused	0% Skip to Q3
Q2	What is the name of the agency? (Do NOT read choices)		
	1	Monte Vista Water District	97% Skip to Q4
	2	Other	3% Ask Q3
	98	Not sure	0% Ask Q3
	99	Refused	0% Ask Q3
Q3	Prior to taking this survey, had you heard of the Monte Vista (Mon-ta Vis-ta) Water District?		
	1	Yes	73%
	2	No	27%
	99	Refused	0%

Section 4: General Performance								
Q4	The water services that you receive at your household are provided by the Monte Vista (Mon-ta Vis-ta) Water District.							
	Generally speaking, are you satisfied or dissatisfied with the job the 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						31%
	3	Somewhat dissatisfied						3%
	4	Very dissatisfied						2%
	98	Not sure						2%
99	Refused						0%	
Q5	In the past six months, have you experienced any problems with your water service?							
1	Yes	6%		Ask Q6				
2	No	94%		Skip to Q7				
99	Refused	1%		Skip to Q7				
Q6	Please briefly describe the problems that you have had with your water service.							
Verbatim responses recorded from 24 respondents. Data on file and will be included as Appendix A in final report.								
Split Sample for Q7 & Q8. Sample A Receives Items A-G. Sample B Receives Items H-O.								
Q7	Next, I'm going to read a list of services provided by the Water District. For each of the services I read, please tell me whether the service is extremely important to you, very important, somewhat important, or not at all important.							
Make sure respondent understands the 4 point scale.								
	Randomize	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused	
A	Protecting the water supply from contamination and pollutants	50%	47%	3%	0%	0%	0%	
B	Ensuring an adequate water supply now and in the future	40%	54%	4%	0%	1%	0%	
C	Educating customers about ways to conserve water	26%	51%	19%	4%	0%	0%	
D	Keeping the water system in good condition through timely repairs and maintenance	35%	63%	2%	0%	0%	0%	
E	Providing reliable water service	36%	59%	4%	0%	0%	0%	
F	Communicating with customers about scheduled repairs, service disruptions and other water-related issues	24%	60%	12%	3%	3%	0%	

G	Providing water that tastes good	44%	44%	8%	1%	4%	0%
H	Providing water that is safe to drink	50%	45%	1%	2%	3%	0%
I	Providing water that is free of color and odor	45%	52%	3%	1%	0%	0%
J	Providing sufficient water pressure	32%	59%	7%	2%	1%	0%
K	Offering good value for the cost of water services	29%	64%	5%	1%	2%	0%
L	Providing good customer service	22%	64%	12%	1%	2%	0%
M	Providing rebate programs that encourage customers to purchase water-efficient appliances	14%	41%	28%	14%	3%	0%
N	Providing convenient hours of operation	18%	55%	19%	6%	2%	0%
O	Providing accurate billing statements	31%	63%	5%	1%	0%	0%
Q8	For the same list of services I just read I'd like you to tell me how satisfied you are with the job the District is doing 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	Refused
A	Protect the water supply from contamination and pollutants	65%	23%	1%	2%	8%	0%
B	Ensure an adequate water supply now and in the future	68%	24%	1%	0%	5%	0%
C	Educate customers about ways to conserve water	57%	29%	4%	2%	8%	0%
D	Keep the water system in good condition through timely repairs and maintenance	64%	26%	3%	1%	4%	0%
E	Provide reliable water service	72%	23%	3%	0%	1%	0%
F	Communicate with customers about scheduled repairs, service disruptions and other water-related issues	61%	24%	2%	2%	11%	0%
G	Provide water that tastes good	55%	24%	5%	9%	6%	0%
H	Provide water that is safe to drink	59%	25%	5%	6%	6%	0%
I	Provide water that is free of color and odor	61%	26%	7%	4%	3%	0%
J	Provide sufficient water pressure	58%	27%	6%	6%	3%	0%
K	Offer good value for the cost of water services	52%	34%	4%	3%	7%	0%
L	Provide good customer service	66%	25%	1%	1%	7%	0%
M	Provide rebate programs that encourage customers to purchase water-efficient appliances	38%	28%	7%	3%	24%	0%
N	Provide convenient hours of operation	62%	25%	3%	1%	9%	0%
O	Provide accurate billing statements	70%	24%	1%	0%	6%	0%

Section 5: Customer Service								
Q9	In the past 12 months, have you contacted the Monte Vista (Mon-ta Vis-ta) Water District?							
	1	Yes		20%	Ask Q10			
	2	No		79%	Skip to Q13			
	98	Not sure		1%	Skip to Q13			
	99	Refused		0%	Skip to Q13			
Q10	For what reason did you contact the District? <i>Do Not Read List. Record up to first 3 responses.</i>							
	1	Problem with service		29%				
	2	Start / stop service		4%				
	3	Rebate program		2%				
	4	Free toilet program		0%				
	5	Water conservation program		4%				
	6	Gardening / Landscaping program		2%				
	7	Billing / payment questions		22%				
	8	Make payment		32%				
	9	Other		11%				
	98	Not sure		1%				
	99	Refused		0%				
Q11	Was the reason you contacted them resolved to your satisfaction?							
	1	Yes		78%				
	2	No		20%				
	98	Not sure		1%				
	99	Refused		0%				
Q12	In your opinion, is the <u>staff</u> at the District very _____, somewhat _____, or not at all _____? <i>(Read one item at a time, continue until all items are read)</i>							
	<i>Randomize</i>			Very	Somewhat	Not at all	Not sure	Refused
A	Accessible			72%	20%	6%	2%	0%
B	Helpful			78%	16%	5%	1%	0%
C	Professional			76%	18%	6%	0%	0%
D	Knowledgeable			67%	24%	4%	5%	0%

**Section 6: Views of District**

Q13 Next, I'm going to read a series of words or phrases. For each I read, I'd like you to tell me whether - in your opinion - it accurately describes the Monte Vista (Mon-ta Vis-ta) Water District. 'Yes' means you think the phrase does accurately describe the District. No means it does not.

Here is the (first/next) one: \_\_\_\_\_. Do you think this phrase accurately describes the Monte Vista (Mon-ta Vis-ta) Water District?

	Randomize	Yes	No	Not sure	Refused
A	Trustworthy	89%	4%	7%	0%
B	Wasteful	16%	65%	19%	0%
C	Competent	78%	7%	16%	0%
D	Beneficial to the local economy	78%	7%	16%	0%
E	Responsive to the needs of customers	84%	6%	10%	0%
F	Involved in the community	58%	14%	28%	0%
G	Fiscally responsible	79%	6%	15%	0%
H	Charges a fair price for the services that it provides	75%	15%	9%	0%

**Section 7: Communication**

Q14 In general, are you satisfied or dissatisfied with the District's efforts to communicate with customers through newsletters, the Internet, and other means? (*get answer, then ask*): Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

	1	Very satisfied	51%
	2	Somewhat satisfied	33%
	3	Somewhat dissatisfied	7%
	4	Very dissatisfied	2%
	98	Not sure	6%
	99	Refused	0%
Q15	Do you recall receiving the <i>Waterline</i> Newsletter, which occasionally comes with your water bill?		
	1	Yes	73% Ask Q16
	2	No	20% Skip to Q17
	98	Not sure	6% Skip to Q17
	99	Refused	0% Skip to Q17

Q16	How often would you say that you read the <i>Waterline</i> Newsletter? Would you say that you always read it, sometimes read it, rarely read it, or never read it?		
	1	Always	35%
	2	Sometimes	43%
	3	Rarely	11%
	4	Never	9%
	98	Not sure	1%
	99	Refused	0%
Q17	In the past 12 months, have you visited the Monte Vista (Mon-ta Vis-ta) Water District's website?		
	1	Yes	8% Ask Q18
	2	No	91% Skip to Q19
	98	Not sure	1% Skip to Q19
	99	Refused	0% Skip to Q19
Q18	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	42%
	2	Somewhat satisfied	33%
	3	Somewhat dissatisfied	6%
	4	Very dissatisfied	9%
	98	Not sure	9%
	99	Refused	0%
Q19	If provided with the ability to view your account and pay your water bills online, would you use this service?		
	1	Yes	43%
	2	No	52%
	98	Not sure	5%
	99	Refused	0%



Section 8: Conservation					
Q20	Would you be interested in: _____?				
	Randomize	Yes	No	Not sure	Refused
A	Attending classes on water-efficient gardening	36%	62%	2%	0%
B	Attending classes on general topics about water	32%	64%	4%	0%
C	Receiving free assistance with landscape design and irrigation methods	53%	44%	2%	0%
D	Receiving rebates on water-efficient appliances	71%	26%	2%	0%

Section 9: Background/Demographics		
Thank you so much for your participation. I have just a few background questions for statistical purposes.		
D1	How long have you lived at your current address?	
1	Less than 1 year	4%
2	1 to 4 years	14%
3	5 to 9 years	15%
4	10 to 14 years	14%
5	15 years or longer	53%
99	Refused	0%
D2	Do you own or rent your home?	
1	Own	91%
2	Rent	7%
99	Refused	1%
D3	In what year were you born? Recoded into age categories below.	
	18 to 24	5%
	25 to 34	9%
	35 to 44	15%
	45 to 54	19%
	55 to 64	20%
	65 and over	23%
	Refused	9%

D4	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.		
	1	Less than \$25,000	12%
	2	\$25,000 to \$49,999	20%
	3	\$50,000 to \$74,999	20%
	4	\$75,000 to \$99,999	12%
	5	\$100,000 to \$149,999	8%
	6	\$150,000 to \$199,999	1%
	7	\$200,000 or more	1%
	98	Not sure	10%
	99	Refused	15%
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.			

<i>Post-Interview Items</i>			
D5	Gender		
	1	Male	46%
	2	Female	54%
D6	Account setup date		
	2003 to 2006		14%
	1999 to 2002		15%
	1990 to 1998		22%
	1980 to 1989		24%
	Before 1980		25%
D7	Interview language		
	1	English	93%
	2	Spanish	7%
D8	ZIP code of residence		
	91710		23%
	91762		5%
	91763		64%
	91766		8%