Mesa Water Customer Survey

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Methodology of Study

- Conducted August 22\textsuperscript{nd} to September 7\textsuperscript{th}, 2020
- 808 residential customers in the District’s service area
- Oversample for single-family homeowners, balanced evenly across five Divisions
- Mixed-Method approach
  - Recruited via phone and email
  - Data collection via phone and online
  - 16-minute average interview length
  - English & Spanish
- Overall margin of error is $\pm$ 3.4%

2 | November 19, 2020
Most Important Issue Facing Community

Aided & Unaided Awareness of Mesa Water
Awareness of Mesa Water by Own vs Rent

Opinion of Mesa Water District by Study Year
Overall Satisfaction With Service Provision by Study Year

- **2020**
  - Prefer not to answer: 8.9%
  - Not sure: 3.7%
  - Very dissatisfied: 32.1%
  - Somewhat dissatisfied: 56.3%

- **2019**
  - Prefer not to answer: 6.8%
  - Not sure: 2.9%
  - Very dissatisfied: 30.1%
  - Somewhat dissatisfied: 58.6%

Satisfaction With Services Tier 1

- **Provide reliable water service**
  - Very satisfied: 73.7%
  - Slight satisfied: 26.3%

- **Provide convenient hours of operation**
  - Very satisfied: 64.8%
  - Slight satisfied: 35.2%

- **Ensure an adequate water supply now and in the future**
  - Very satisfied: 60.7%
  - Slight satisfied: 39.3%

- **Keep water system in good condition through timely repairs, maintenance**
  - Very satisfied: 62.2%
  - Slight satisfied: 37.8%

- **Provide accurate billing statements**
  - Very satisfied: 64.1%
  - Slight satisfied: 35.9%

- **Provide water that is free of color and odor**
  - Very satisfied: 99.7%
  - Slight satisfied: 0.3%

- **Protect the water supply from contamination and pollutants**
  - Very satisfied: 84.4%
  - Slight satisfied: 15.6%
Satisfaction With Services Tier 2

- Provide sufficient water pressure: 46.3% (Very satisfied), 28.8% (Satisfied)
- Provide water that is safe to drink: 47.2% (Very satisfied), 25.5% (Satisfied)
- Provide good customer service: 56.9% (Very satisfied), 34.0% (Satisfied)
- Communicate with customers about scheduled repairs, service disruptions, other water-related issues: 57.8% (Very satisfied), 32.3% (Satisfied)
- Provide water that tastes good: 50.0% (Very satisfied), 36.4% (Satisfied)
- Educate customers about ways to conserve water: 52.2% (Very satisfied), 26.2% (Satisfied)
- Offer good value for the cost of water services: 39.2% (Very satisfied), 41.6% (Satisfied)
- Provide rebate programs that encourage customers to purchase water-efficient appliances: 37.9% (Very satisfied), 38.1% (Satisfied)

Changes in Satisfaction 2019 to 2020

<table>
<thead>
<tr>
<th>Service</th>
<th>Study Year 2020</th>
<th>Study Year 2019</th>
<th>Change in Satisfaction 2019 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide water that tasted good</td>
<td>96.0</td>
<td>93.9</td>
<td>+2.1</td>
</tr>
<tr>
<td>Provide rebate programs that encourage customers to purchase water-efficient appliances</td>
<td>76.0</td>
<td>71.7</td>
<td>+4.3</td>
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<tr>
<td>Ensure an adequate water supply now and in the future</td>
<td>97.2</td>
<td>94.1</td>
<td>+3.1</td>
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<tr>
<td>Provide accurate billing statements</td>
<td>94.6</td>
<td>91.5</td>
<td>+3.1</td>
</tr>
<tr>
<td>Communicate with customers about scheduled repairs, service disruptions, other water-related issues</td>
<td>90.1</td>
<td>87.2</td>
<td>+2.9</td>
</tr>
<tr>
<td>Provide sufficient water pressure</td>
<td>94.1</td>
<td>92.0</td>
<td>+2.1</td>
</tr>
<tr>
<td>Provide convenient hours of operation</td>
<td>97.8</td>
<td>95.9</td>
<td>+1.9</td>
</tr>
<tr>
<td>Provide water that is safe to drink</td>
<td>93.3</td>
<td>91.8</td>
<td>+1.5</td>
</tr>
<tr>
<td>Provide reliable water service</td>
<td>98.7</td>
<td>97.3</td>
<td>+1.4</td>
</tr>
<tr>
<td>Provide water that is free of color and odor</td>
<td>94.4</td>
<td>93.1</td>
<td>+1.3</td>
</tr>
<tr>
<td>Protect the water supply from contamination and pollutants</td>
<td>94.4</td>
<td>93.3</td>
<td>+1.1</td>
</tr>
<tr>
<td>Educate customers about ways to conserve water</td>
<td>85.8</td>
<td>84.9</td>
<td>+0.9</td>
</tr>
<tr>
<td>Keep water system in good condition through timely repairs and maintenance</td>
<td>95.4</td>
<td>95.0</td>
<td>+0.4</td>
</tr>
<tr>
<td>Provide good customer service</td>
<td>92.9</td>
<td>93.6</td>
<td>+0.7</td>
</tr>
<tr>
<td>Offer good value for the cost of water services</td>
<td>89.3</td>
<td>63.9</td>
<td>+3.6</td>
</tr>
</tbody>
</table>
Satisfaction With Communication Efforts by Study Year

Key Findings

**High level of customer satisfaction**
- Approximately 9-in-10 customers are satisfied with their water service
- Satisfaction with specific aspects of service was very high, especially providing reliable service, convenient hours, and ensuring an adequate water supply
- All statistically significant changes in past year were positive

**Solid Levels of Awareness of District & Favorable Opinions**
- 93% of customers were aware of Mesa Water prior to taking the survey
- Among those with an opinion, favorable opinions of Mesa Water outnumber unfavorable opinions 9-to-1 (up from 8-to-1 in 2019)
- Mesa Water is widely perceived to be efficient, trustworthy, and beneficial to the local economy
Key Findings

Opportunity Areas

• Stay the course
• Expand rebate programs for water-efficient appliances
• Educate customers about ways to conserve water
• Offer good value for the cost of water services
• Improve customer understanding of water origins
• Improve water taste