

# MESA WATER DISTRICT ANNUAL CUSTOMER SURVEY

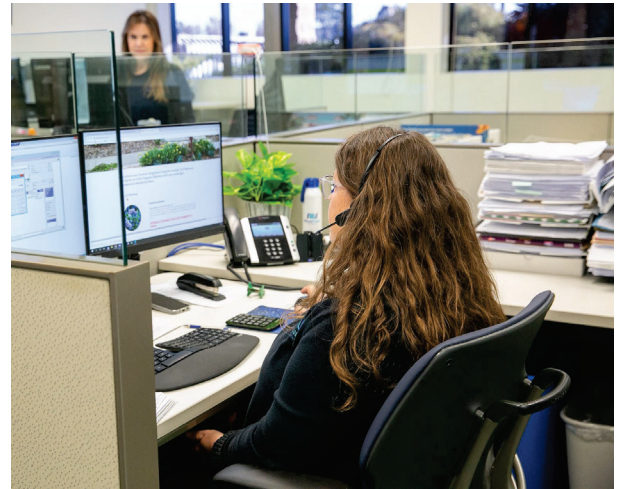
June 25, 2025

## Annual Customer Survey Background

Survey Purpose: To serve as a benchmark for measuring the effectiveness of Mesa Water communications and customer services efforts, and for planning future communications and customer services programs.

## Annual Customer Survey Background

- Completed first Customer Survey in FY 2015
- Contract with True North Research from FY 2020 – FY 2025 (6 Surveys)
  - Surveyed 800 customers annually, spread evenly across all Divisions
  - Blind survey to measure unaided awareness before introducing Mesa Water and testing aided awareness
- RFP open from February 14 – March 14, 2025



## Selected Vendor – FM3 Research

Selected by staff amongst **nine** proposals as top choice.

- California based – Los Angeles & San Francisco offices
- Team of 22 staff

### CLIENTS



## Proposed Timeline and Cost

- Conduct surveying in August 2025
- Opportunity to adjust survey questions – reduce survey time, optimize data collection
- Present findings to Board of Directors in October 2025
- Total cost, \$41,500/yearly



## Staff Recommendation

**Award a contract to FM3 Research for an amount not to exceed \$41,500 per year for three years, with two 1-year renewable options, to conduct the Mesa Water District Annual Customer Survey.**







**QUESTIONS?**



**THANK YOU.**