CUSTOMER OPINION SURVEY

SANTA CLARITA VALLEY WATER

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METHODOLOGY OF STUDY

• How did we select customers to survey?

- Stratified Random Sampling by geographic subareas & billed usage groupings
- o Ensured balanced, representative sample

• How did we recruit participation?

- o Personalized email, text and telephone calls
- o PINs to restrict access and ensure one complete per respondent

• How were customers able to share their opinions?

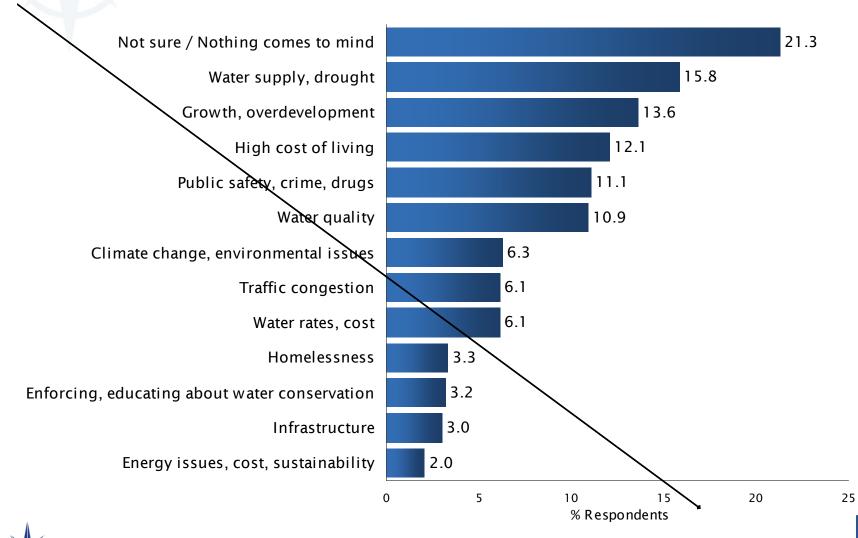
- o Secure, PIN-protected website
- o Telephone (land line or mobile)
- o English & Spanish

o What was the final sample size?

- o 780 completed interviews
- Overall margin of error of ± 3.5% @ 95% level of confidence

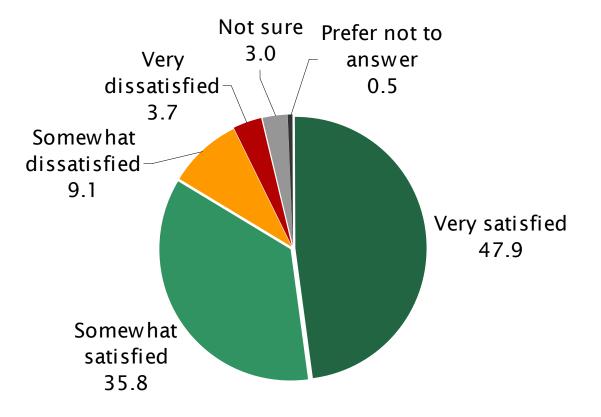


MOST IMPORTANT ISSUE



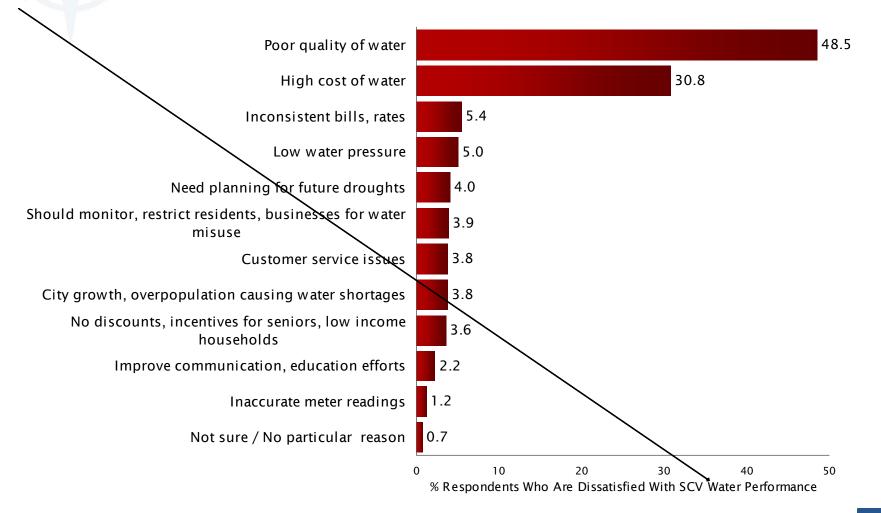
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OVERALL SATISFACTION WITH WATER SERVICES





REASONS FOR DISSATISFACTION





SATISFACTION WITH SERVICES

	■Very satisfied	at satisfied	Somewhat dissatisfied					Very dissatisfied				
ter service				37.				.1 3 :				
tatements		56.8			35					5	5.6 2	
erve water		44.1			45.8				7.6			
er service		50.0					39.7			6.6	3.7	
ons, other		47.4			41.3					4.7		
epairs and		50.6					37.9			8.3	3	
r pressure				34.5					8.1	4.7		
vironment		43.7				40.8			1	0.5	5.0	
and odor		48.7				34	.6		11	.0	5.7	
the future		43.2				37.8			- 11.1		7.9	
ergencies	36.3			43	3.9			13.5		6.3		
e to drink		45.7				32.4			10.8	11	.1	
ality water	36.		37.0					16.4		9.7		
r-efficient	32.1		41.8				18.0			8.1		
er services	31.4		41.5							9.1		
	0 10 2	0 30 % R	40 espondents	50 Who		60 led Opi	70 nion	8	0	90	100	

Provide reliable water service Provide accurate billing statements

Educate customers about ways to conserve wate

Provide good customer service

Communicate w/customers about scheduled repairs, service disruptions, other water-related issues Keep the water system in good condition through timely repairs and

maintenance

Provide sufficient water pressure

Use solar and other renewable energy sources to help protect the environmen

Provide water that is free of color and odo

Ensure an adequate water supply now and in the future

Prepare for natural disasters and other emergencies

Provide water that is safe to drink

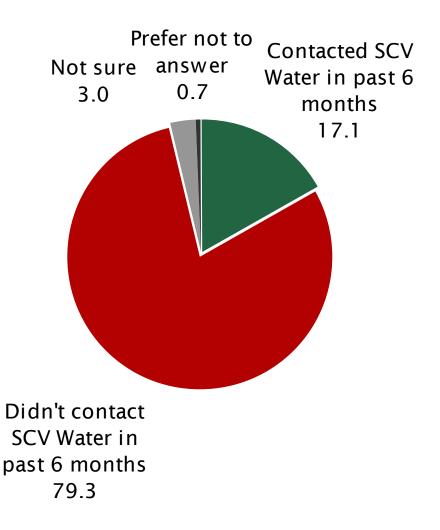
Provide high quality wate

Provide rebate programs that encourage customers to purchase water-efficien devices

Offer good value for the cost of water service

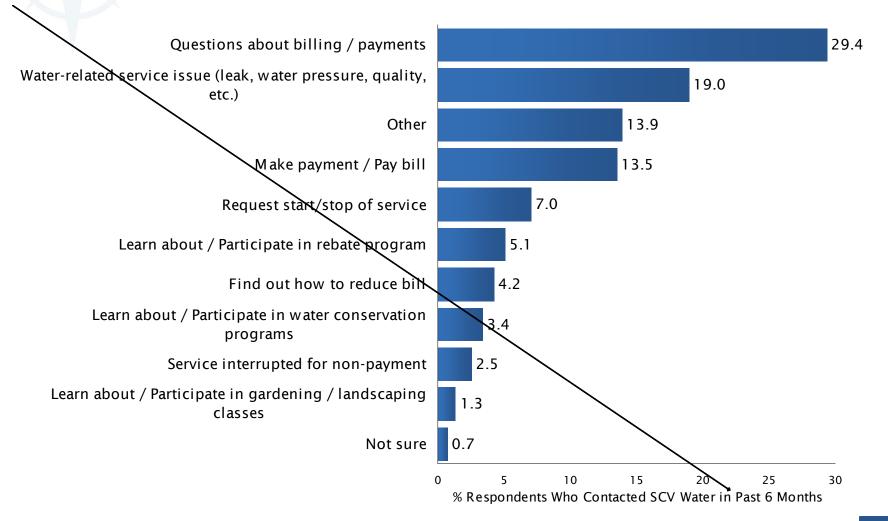


CONTACTED SCV WATER PAST 6 MONTHS



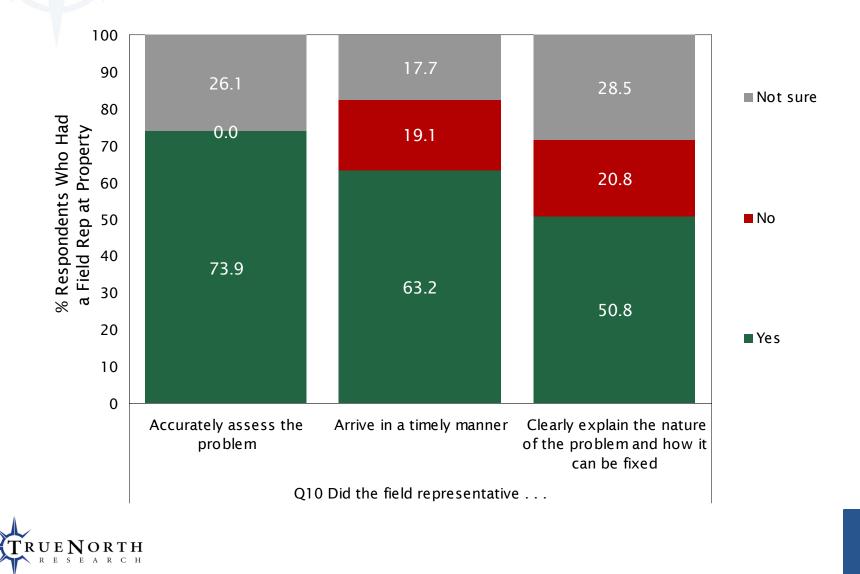


MAIN REASON FOR CONTACT

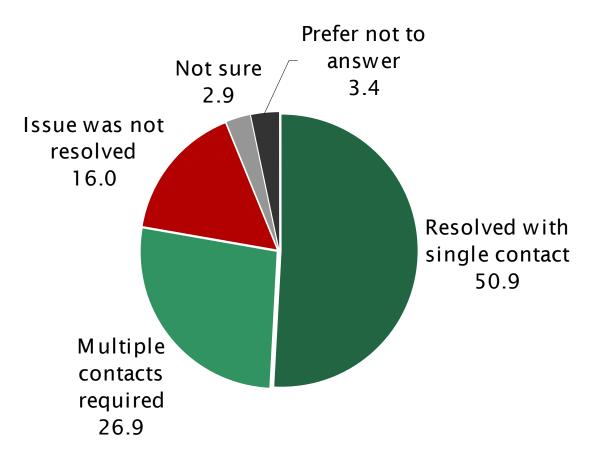




FIELD REPRESENTATIVE PERFORMANCE

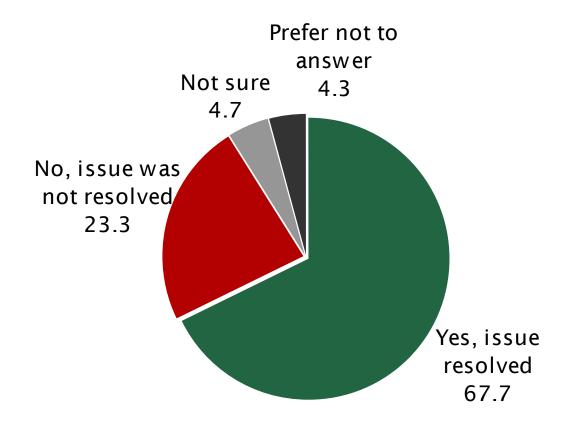


CONTACTS NEED TO RESOLVE ISSUE



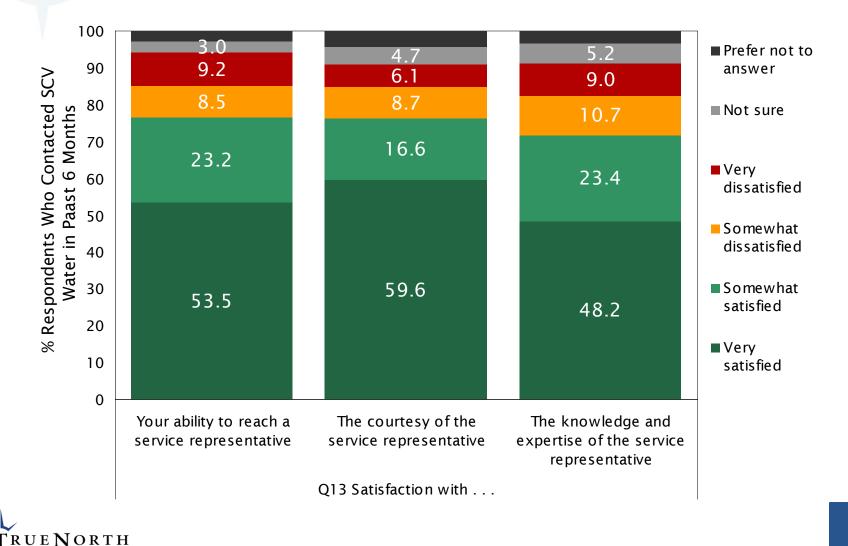


ISSUE RESOLVED TO SATISFACTION





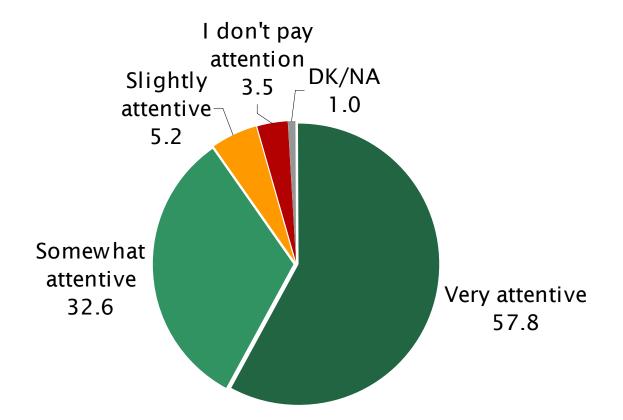
SERVICE REPRESENTATIVE PERFORMANCE



SEARCH

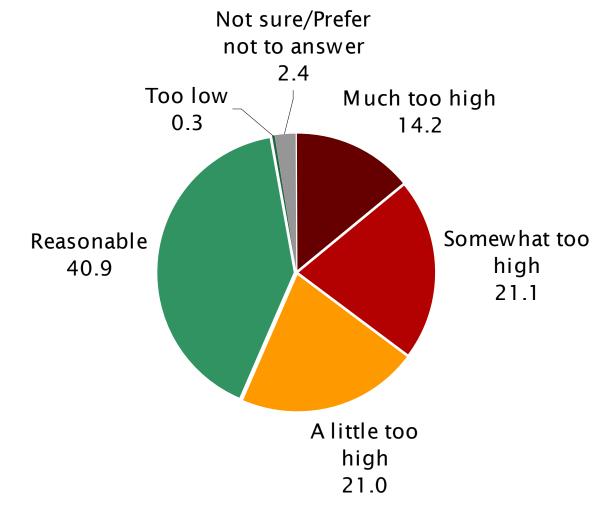
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ATTENTIVENESS TO WATER USAGE



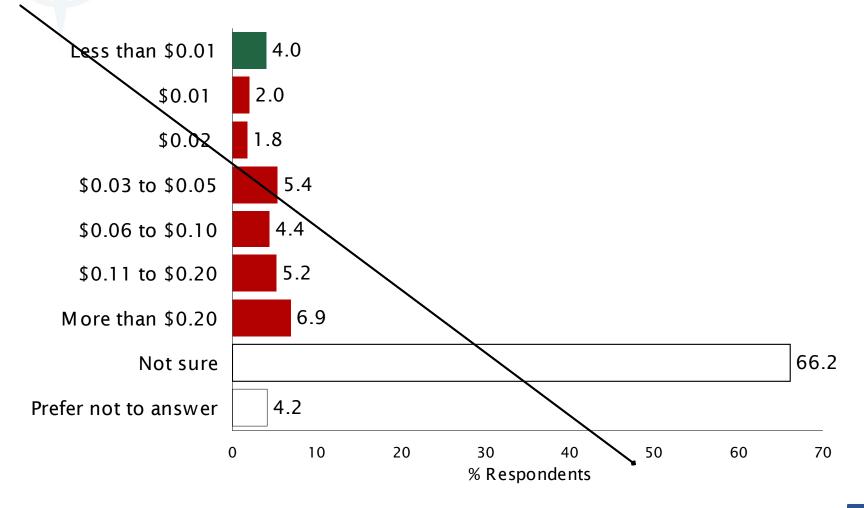


OPINION OF WATER BILLS



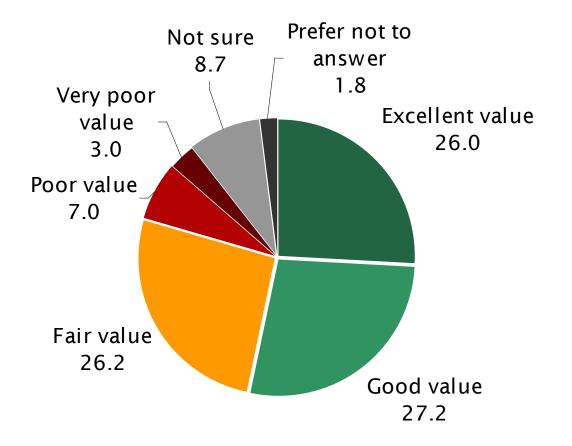


ESTIMATED COST OF WATER PER GALLON



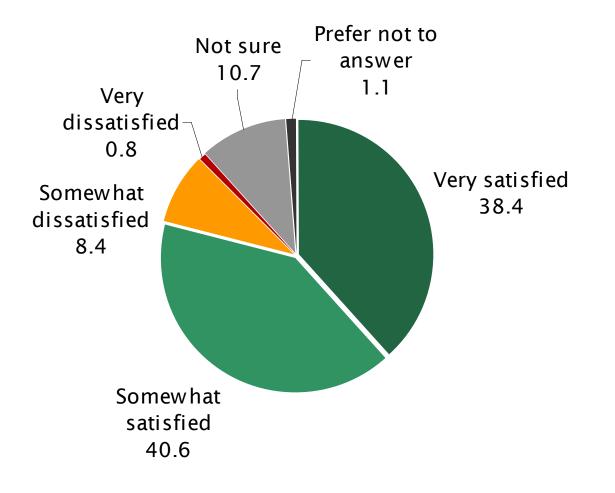


OPINION OF WATER VALUE @<1¢





SATISFACTION WITH COMMUNICATION





EFFECTIVENESS OF METHODS

■ Very e	ffective	Smwt effe	ctive 📕	Not at a	all effecti	ive 🔳 no	ot sure/l	Prefer no	t to ans	wer
Email	51.6					34.3			8.9 5.	
Email Newsletters (Water Currents)	36.5		39.2				15.2		9.1	
Postcards or information mailed to your house	34.3		39.9				18.9		6.9	
Information and messages inserted into your water bill	33.5 41.7 27.2		40.1				20.8		5.5	
Text messages				28.6			19.4	10	.3	
SCV Water's website			41.7				23.7	7	7.4	
Notices hung on your front door handle	32.9			33.1			25.4	8	.6	
Social Media like Facebook, Instagram, and Twitter	16.2 29.4		37.7			.7			16.6	
Digital advertisements on websites you visit	11.230.410.125.57.223.25.422.6		46.8 50.3 56.6 57.5					11.	.7	
Local TV								14.1 12.9 14.5		
Advertisements in local newspapers										
Local Radio										
	0 10) 20	30	40 % R	50 esponde	60 ents	70	80	90	1



KEY FINDINGS

Customer satisfaction is high

- o Overall service provision
- o Specific aspects of service
- o Customer service provided by field reps and service staff
- o SCV Water Communications

Opportunity areas

- Educate customers on the true cost of water it changes their opinion about value of service
- Educate customers on the availability of rebate programs for water efficient appliances
- Address perceptions of poor water quality among some customers
 Improve *explanation* of problem & fix when on field calls

