

Online Customer Survey Results

2010

Methodology

- Online Survey was available for 9 weeks
- Customers notified of online survey
 - through message on bill
 - through automated calling system
 - (approx 17,000 calls)
- Additional responses received from customers who requested hardcopy

Formal vs. Online

Formal Survey

- Randomly selected 1,500 households
- 476 Responses
- Sample size = higher precision:
 - +/-4.5% at the 95% level of confidence
- Consistent with other demographic information

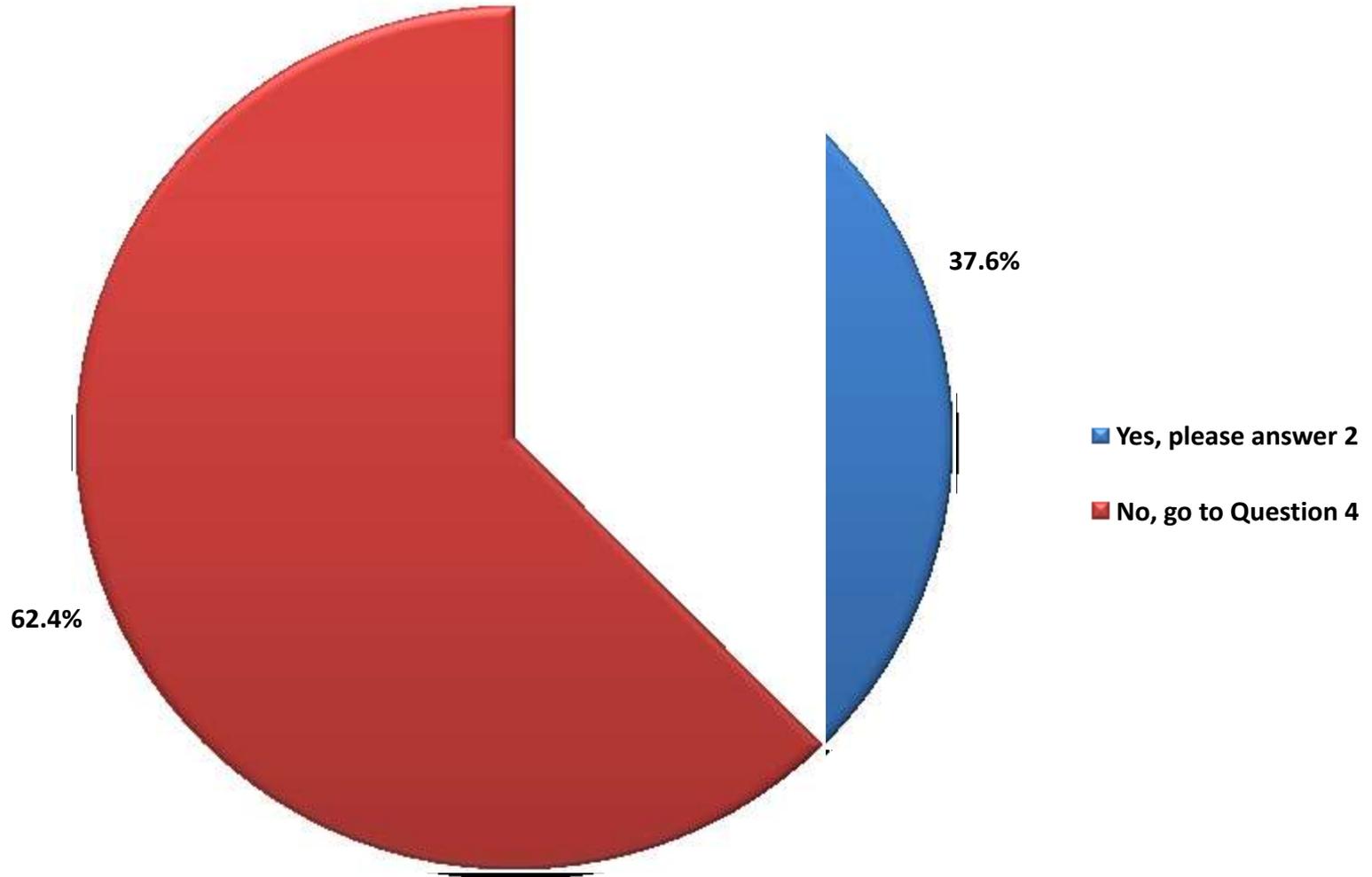
Online Survey

- All customers provided opportunity
- 185 Responses
- Low response rate = low level of (precision)
 - Not statistically confident level of results
- Lacks consistency with demographics

Summary Findings

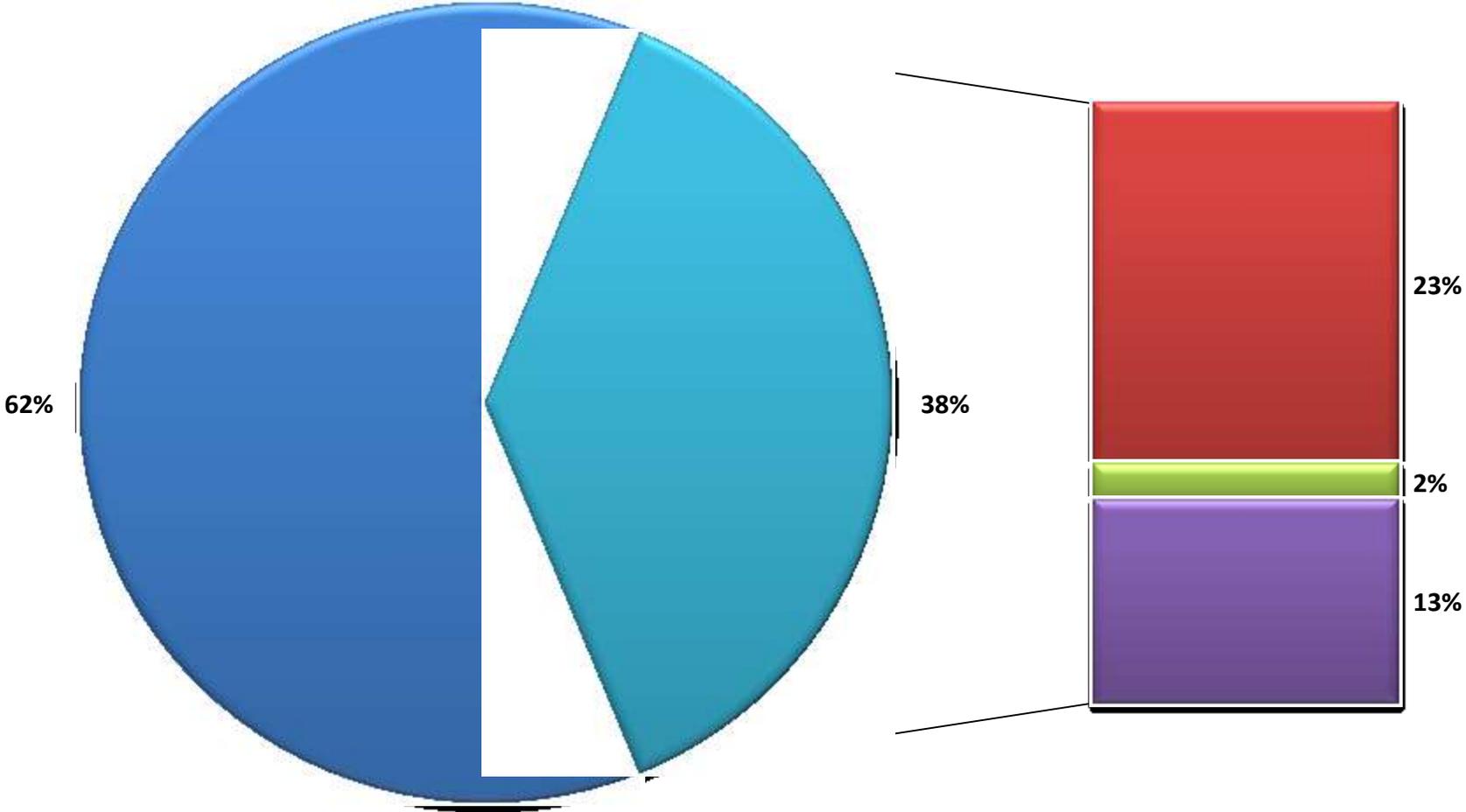
- Overall Customer Satisfaction at 87%
- Highest dissatisfaction level observed
 - Sewer Rates Charged 35%
 - Water Rates Charged 23%
- Customer support for
 - Assistance with sewer lateral repair 76%
 - Assistance with sewer backup cleanup 72%
 - Assistance with financial hardships 71%

Have you had ANY contact with the Water Utilities Department staff within the last two years?



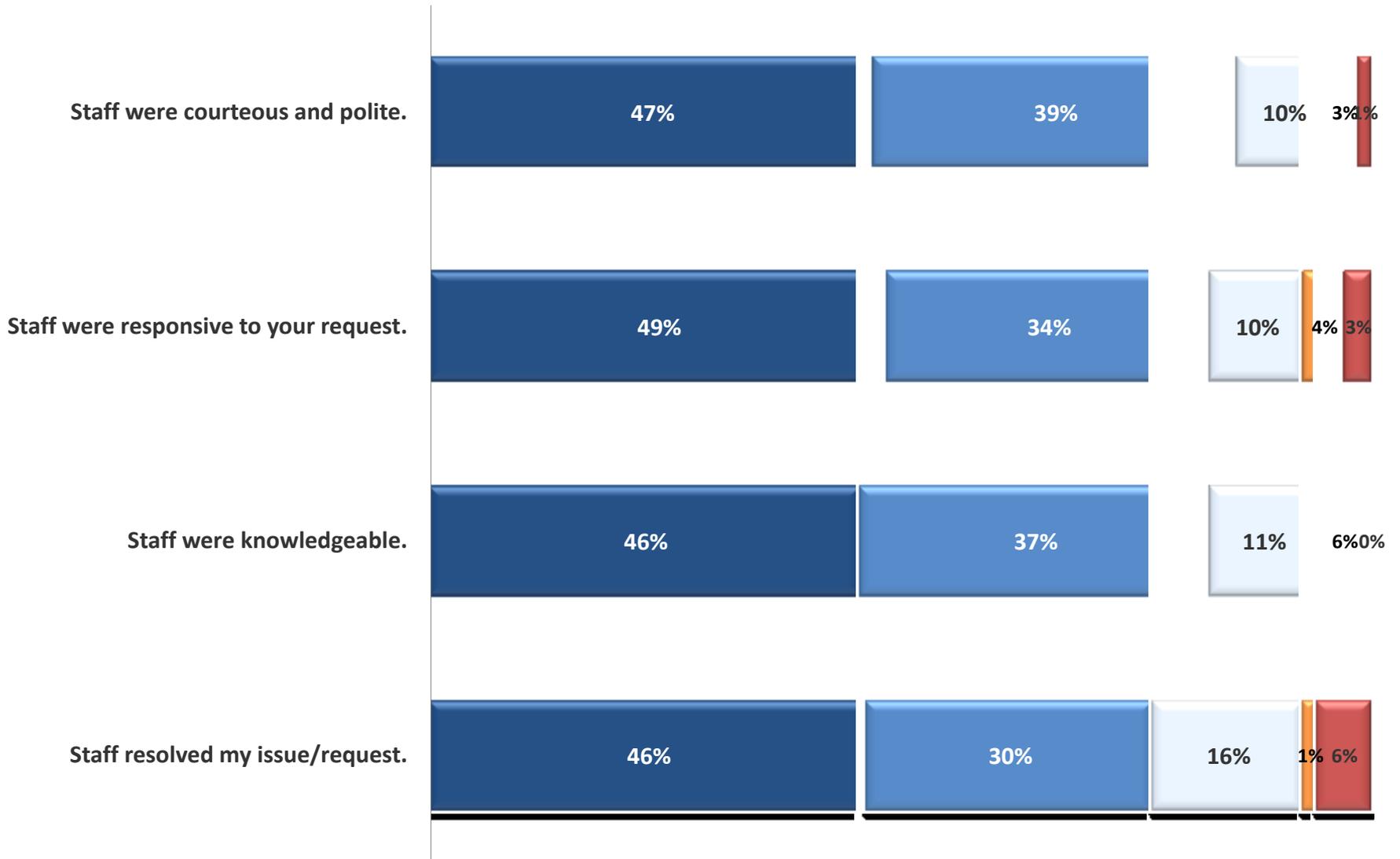
Have you had ANY contact with the Water Utilities Department staff within the last two years?

■ No ■ Yes, Office staff ■ Yes, Field staff ■ Yes, Both



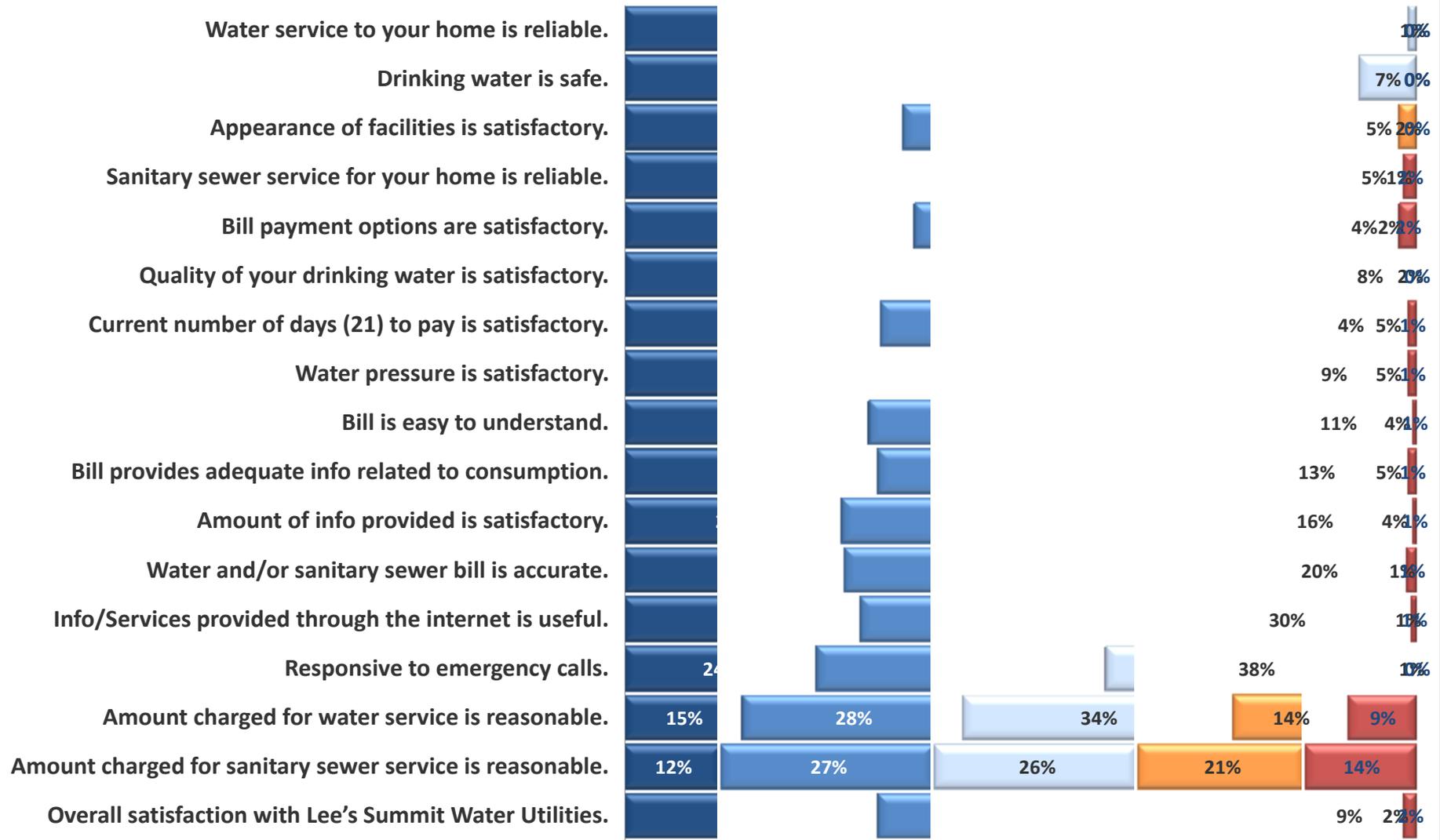
How would you rate your experience with the staff?

■ Excellent ■ Good ■ Adequate ■ Poor ■ Unacceptable

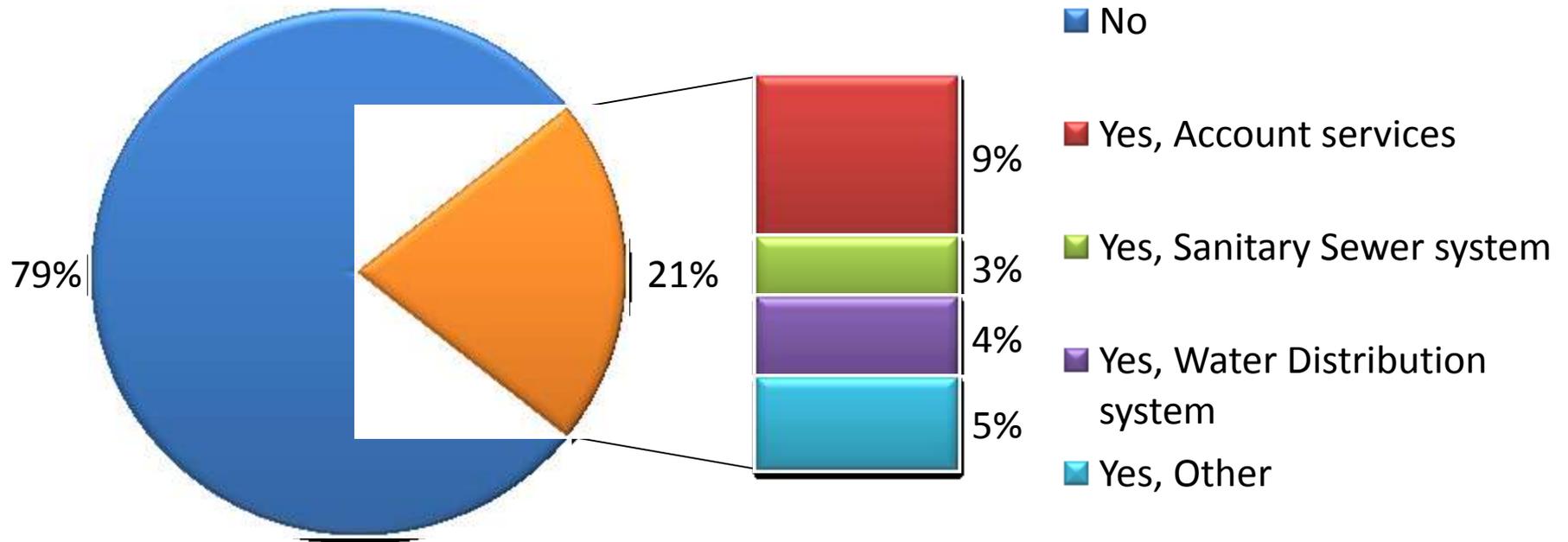


How satisfied are you with the following aspects of city water and sanitary sewer services?

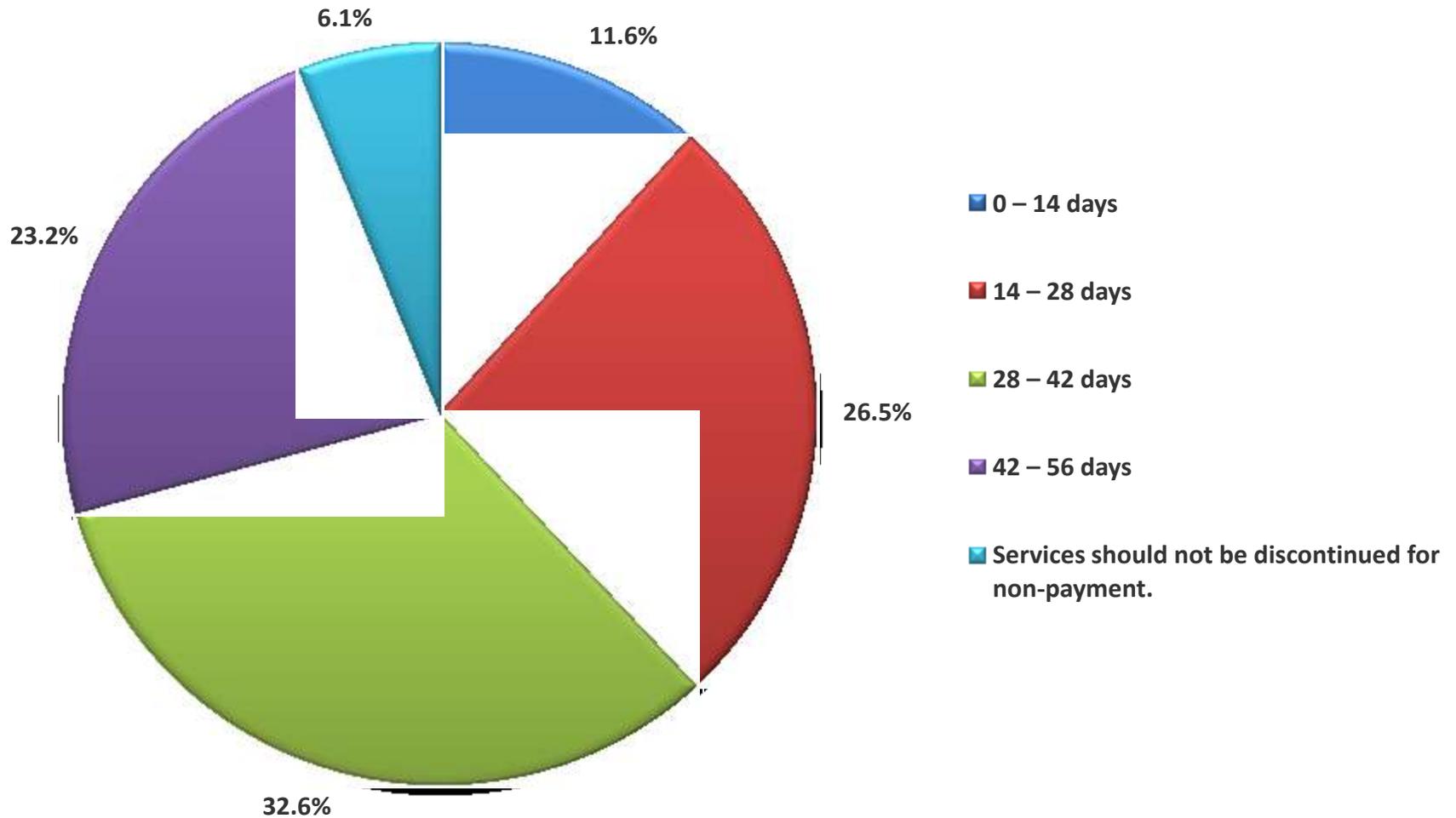
■ Strongly Agree
 ■ Agree
 ■ Neutral
 ■ Disagree
 ■ Strongly Disagree



Contacted Have you ever contacted the City with a complaint about your water or sanitary sewer services?

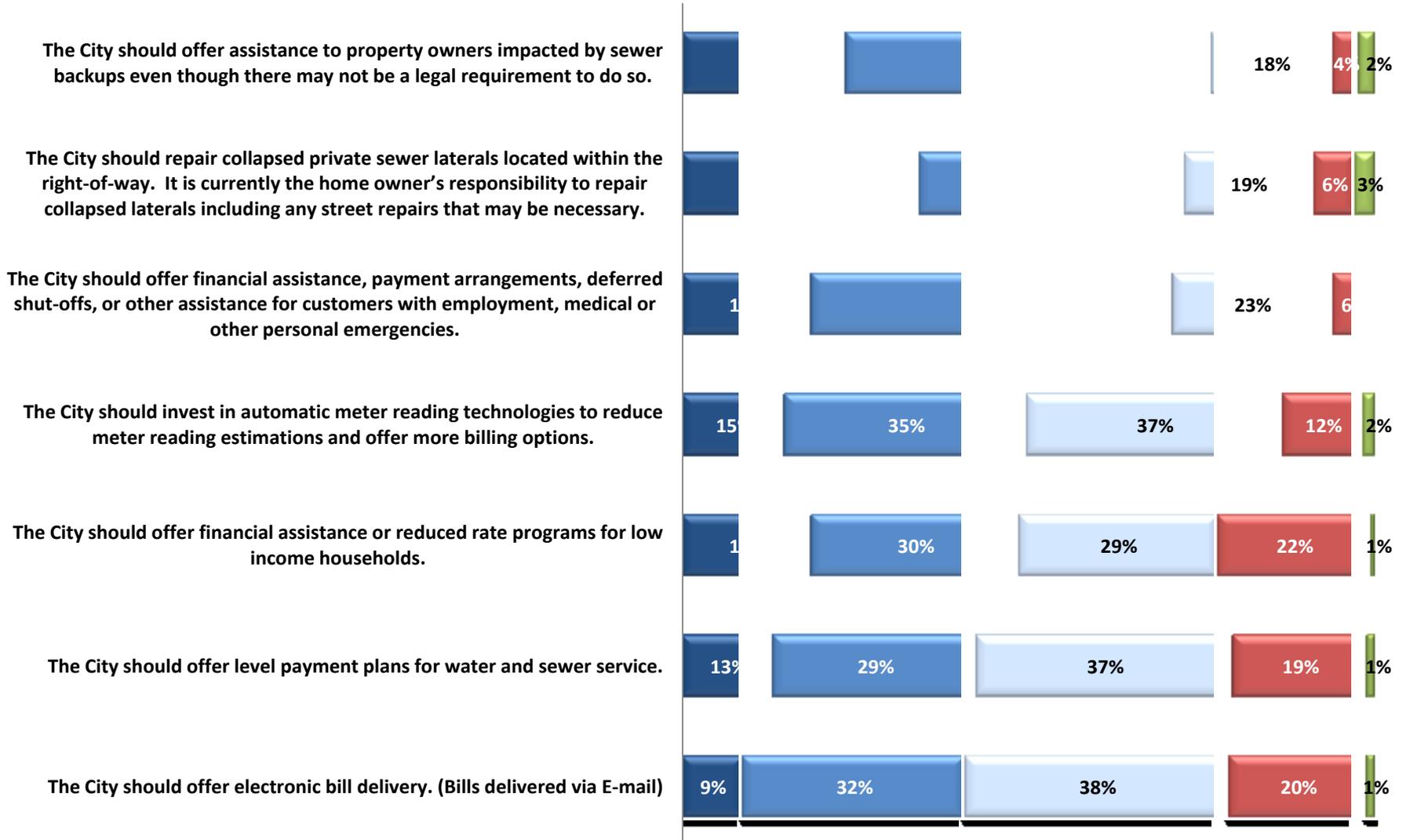


In order to minimize lost revenue, the City discontinues water services for non-payment. Beyond the bill due date, how much time do you believe is fair and reasonable to allow prior to discontinuing the service?

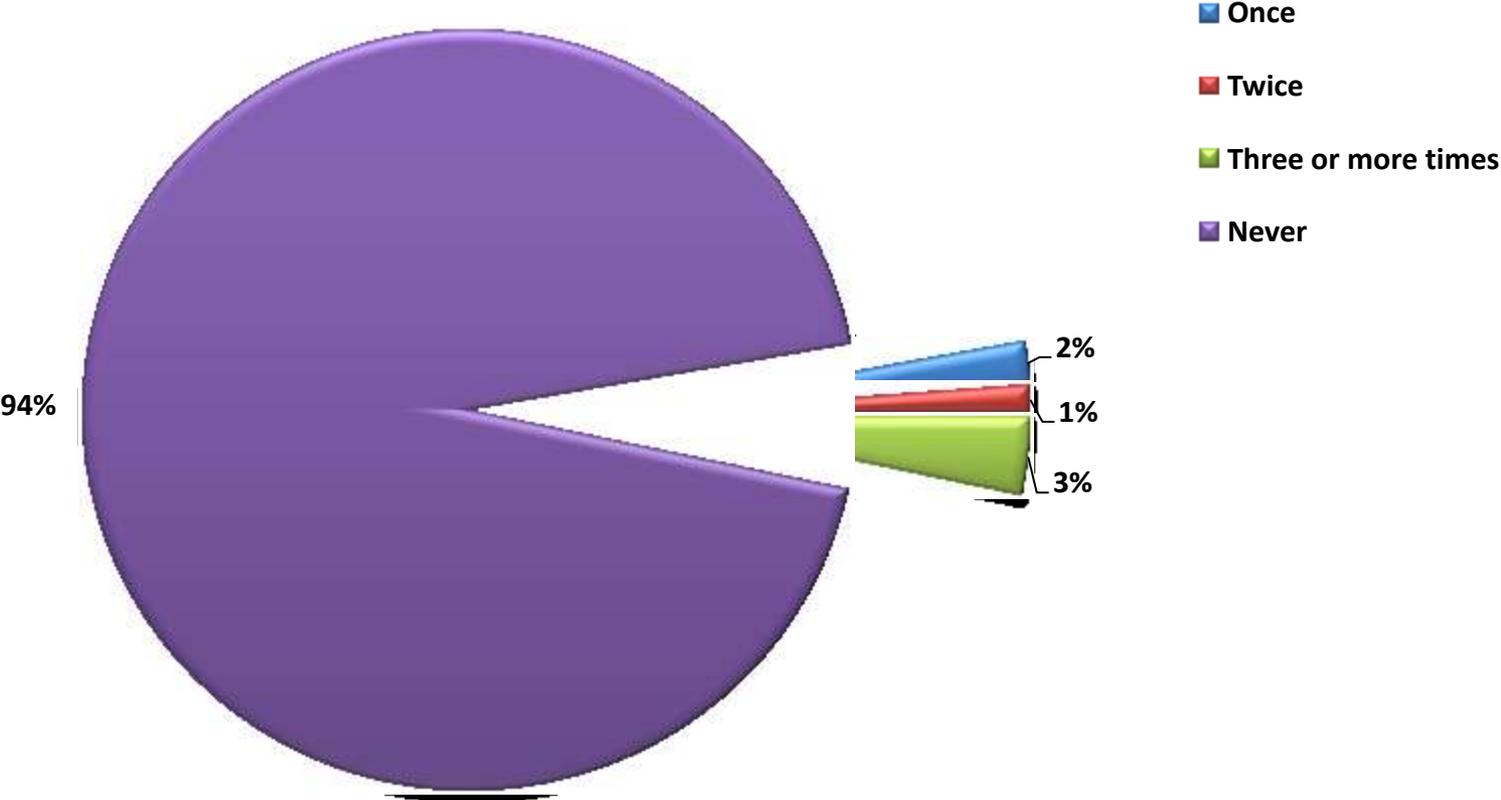


Should the rates charged for services be adjusted to offset the costs of these potential service options.

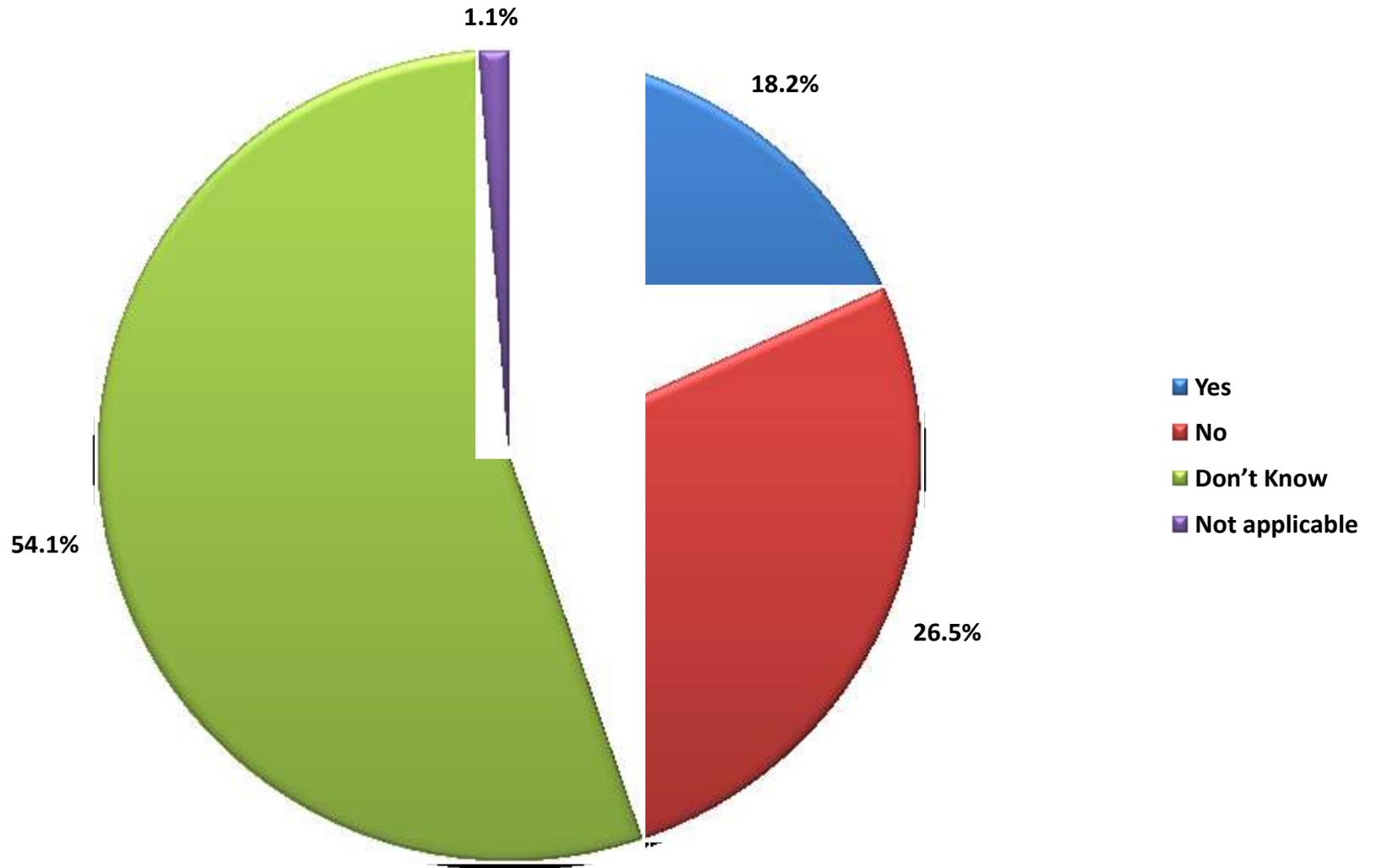
■ Very Important
 ■ Important
 ■ Neutral
 ■ Not Important
 ■ Don't Know



How many times during the past 10 years have you had a problem with sewage from the public sewer system entering your home through floor drains or other plumbing fixtures?

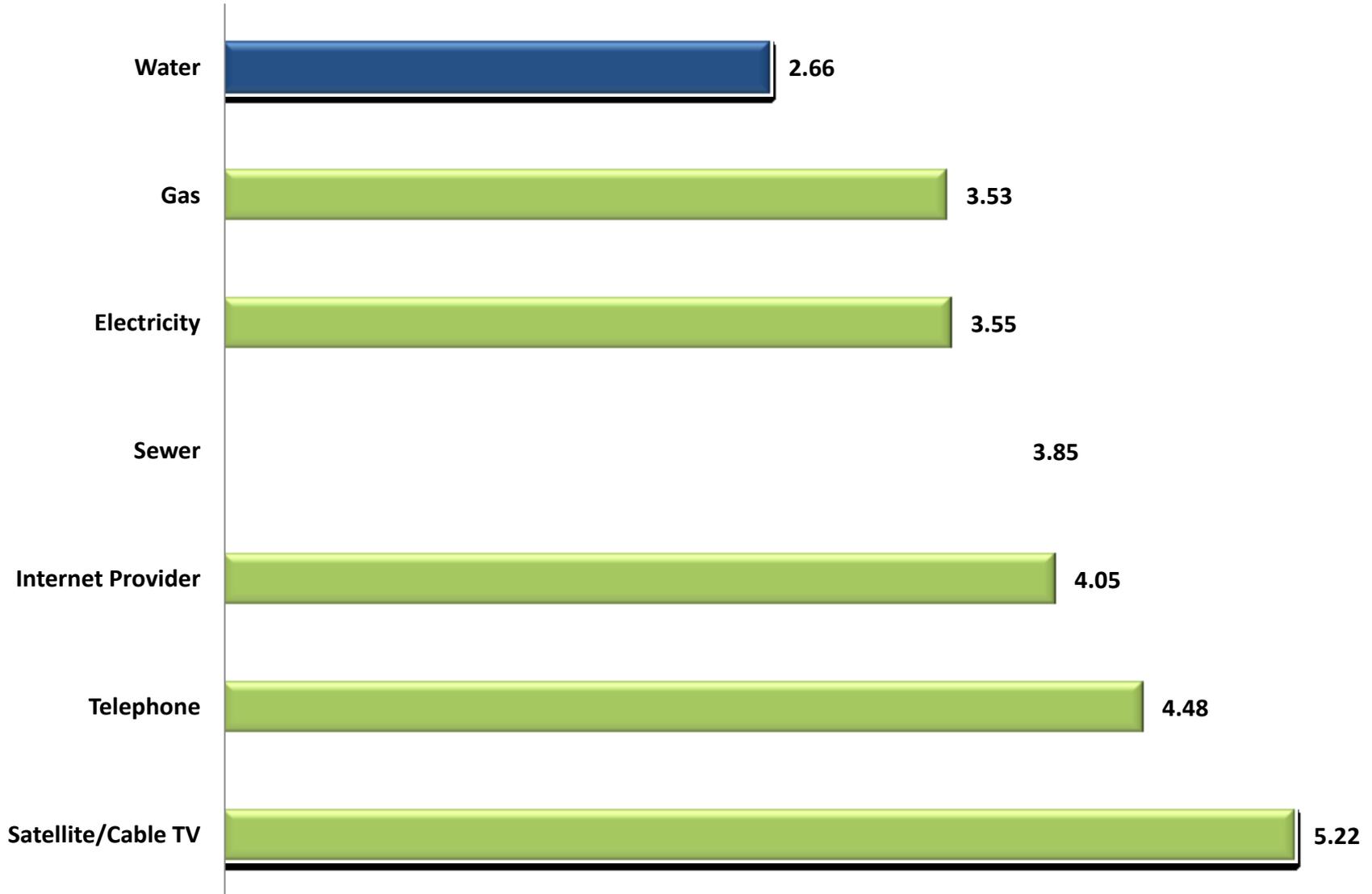


Do you have a rider on your insurance policy for protection against sanitary sewer backups?

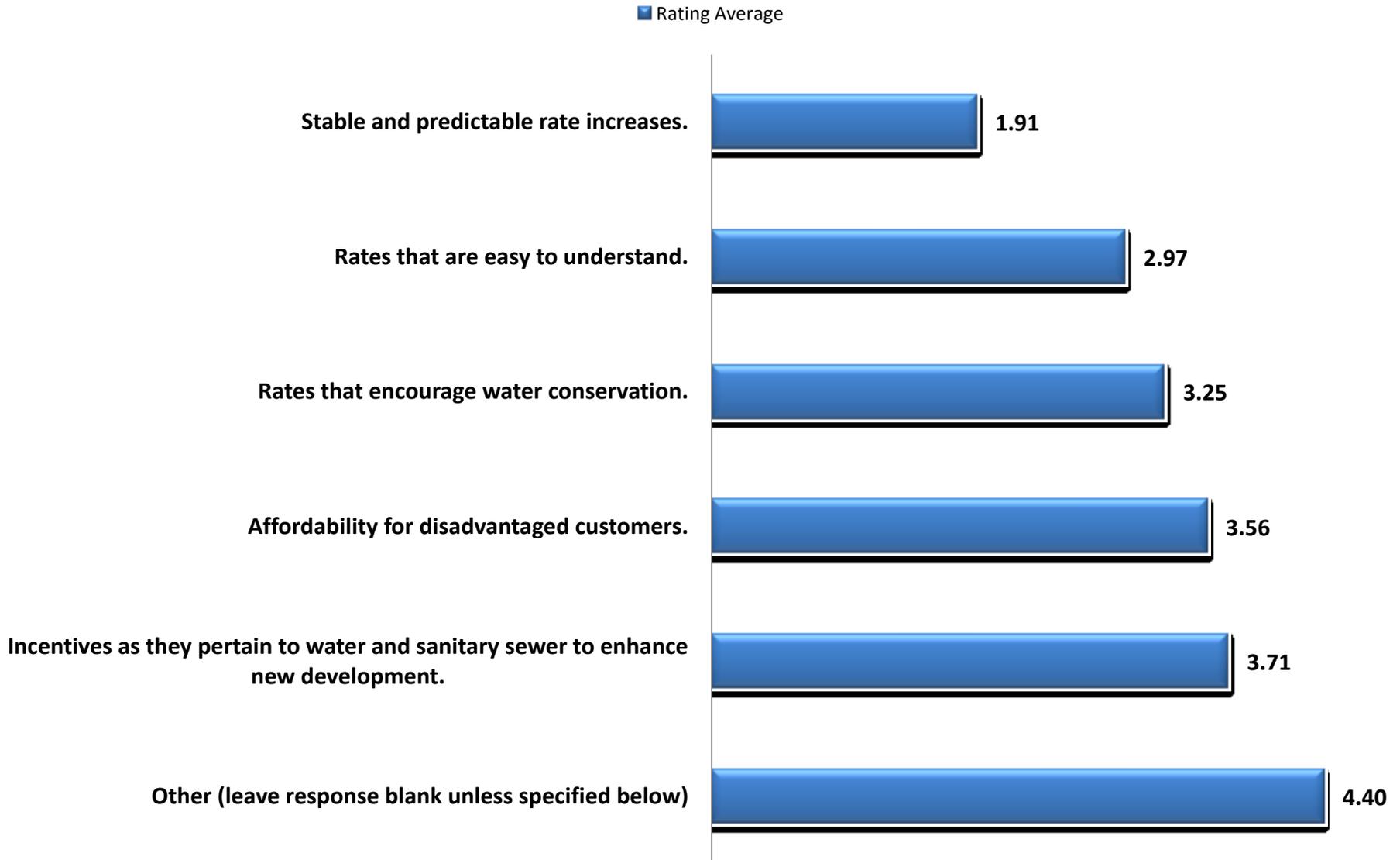


Please rank the following utilities/companies in the order that you feel provides the best value.

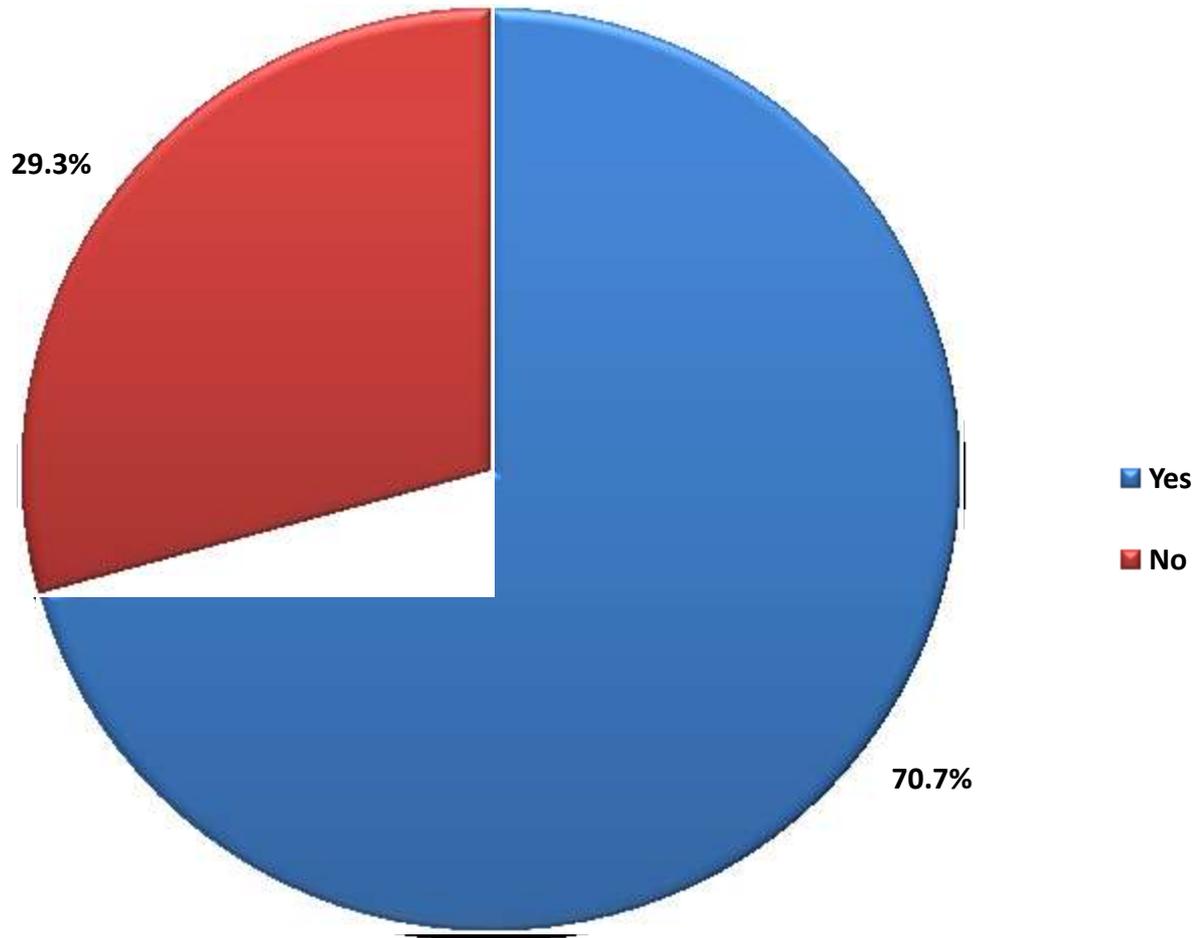
Rating 1 to 7



The rates that are charged for water and sanitary sewer services by the City are important to our customers. Other than costs, what other aspects of the rate design do you feel are most important?

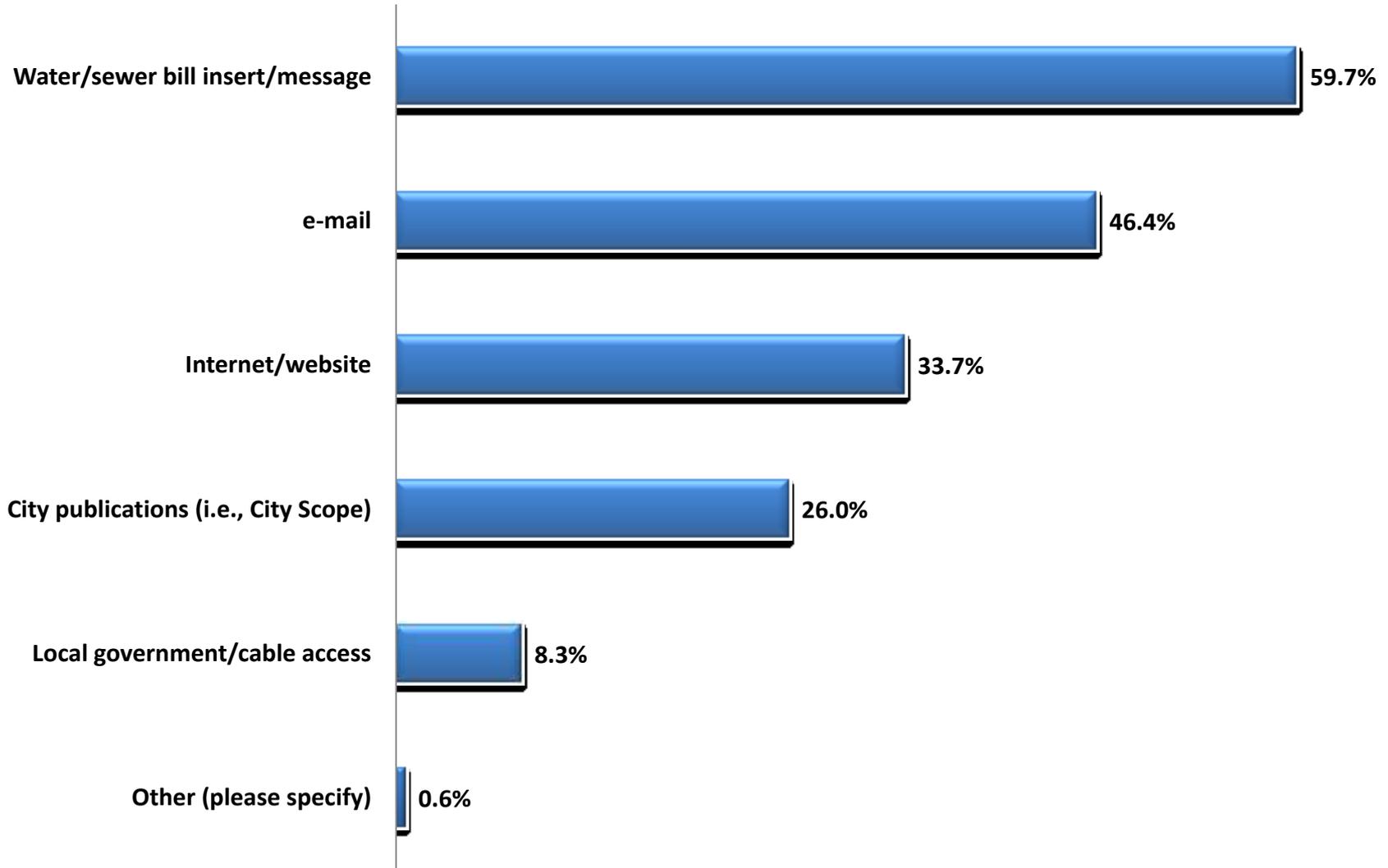


Annually, the City mails a “Consumer Confidence Report” to each household. Do you review this report in order to gain information about your water quality?



How would you prefer to receive information concerning Lee's Summit Water Utilities?

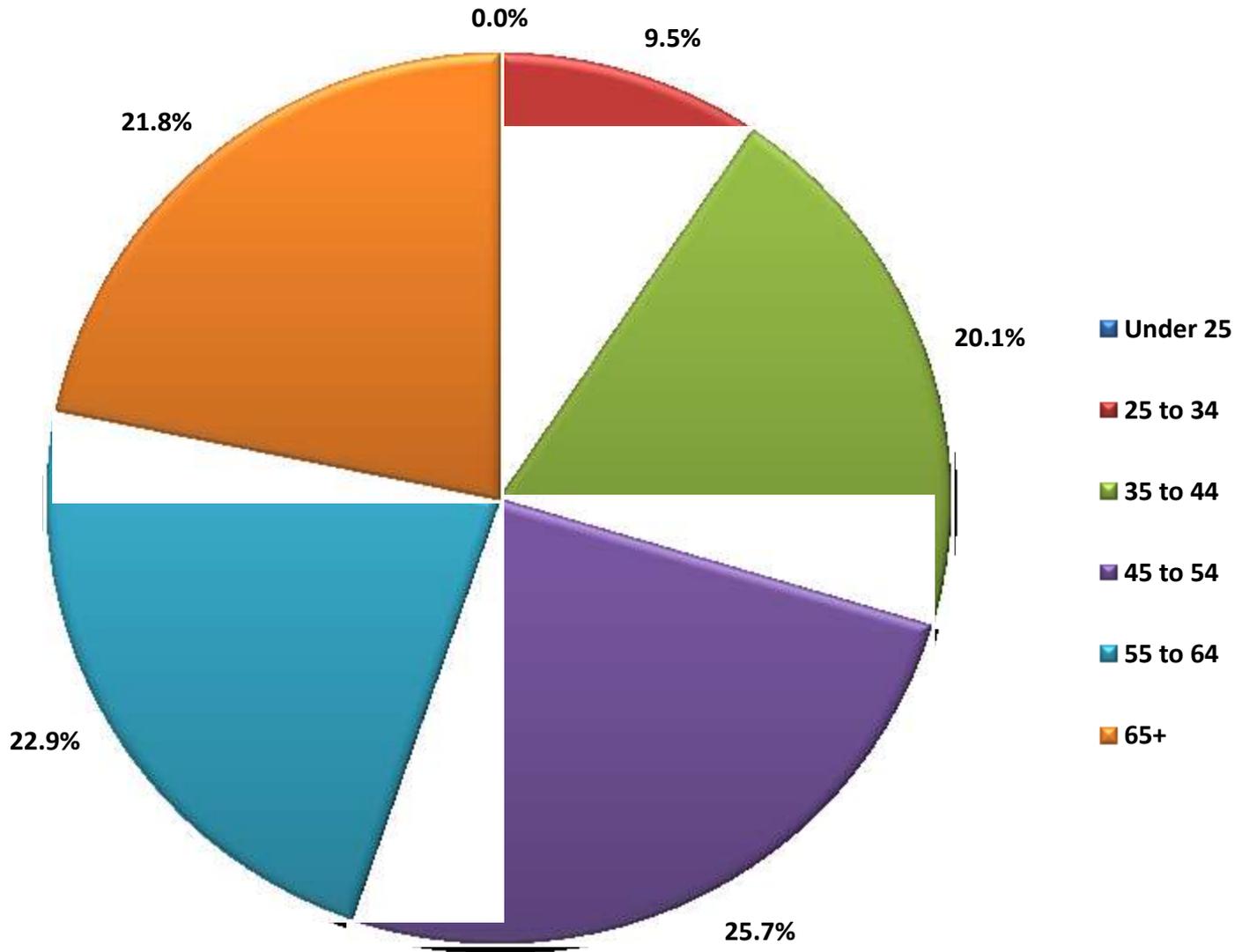
■ Response Percent



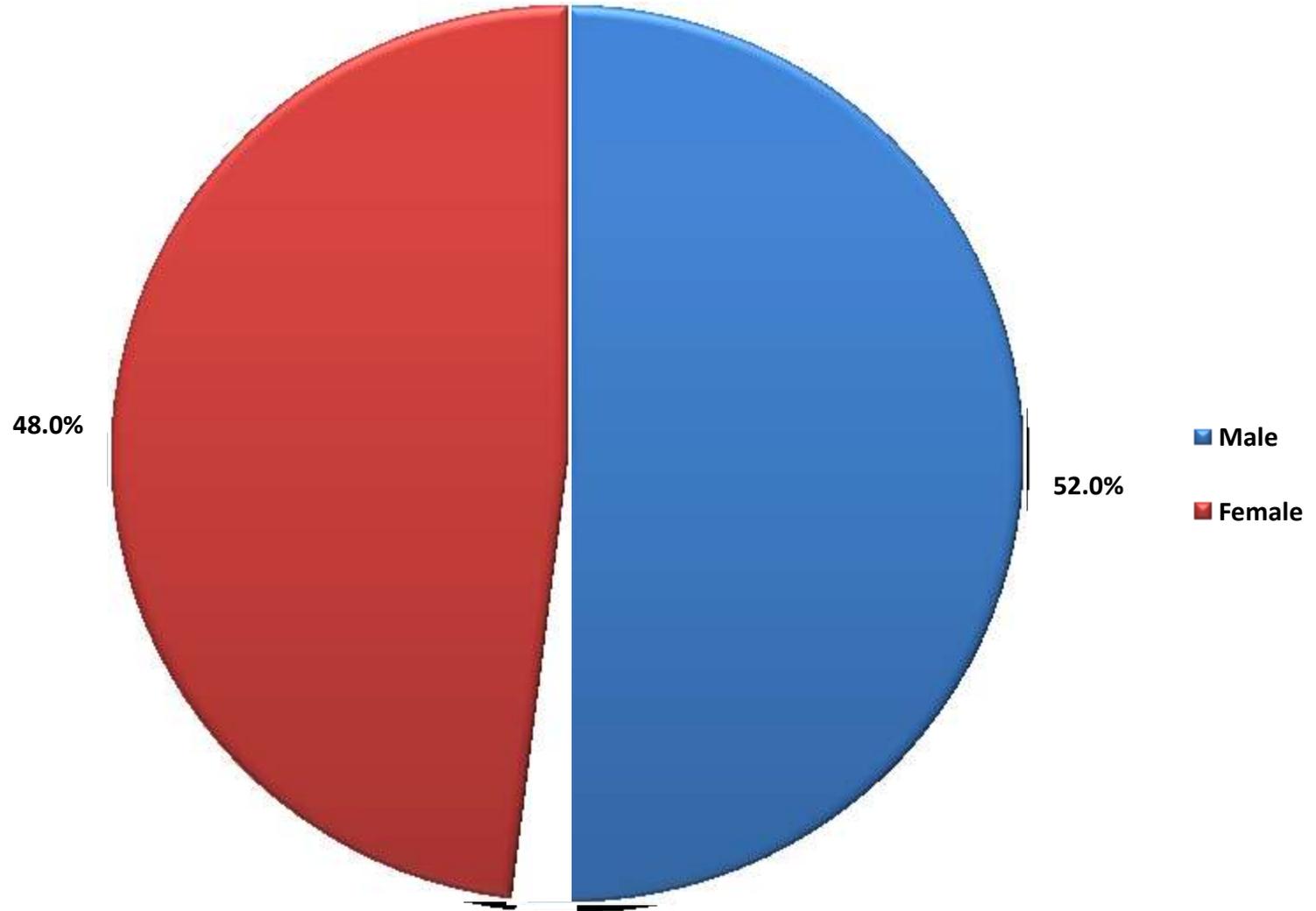
Demographics

ONLINE CUSTOMER SURVEY RESULTS

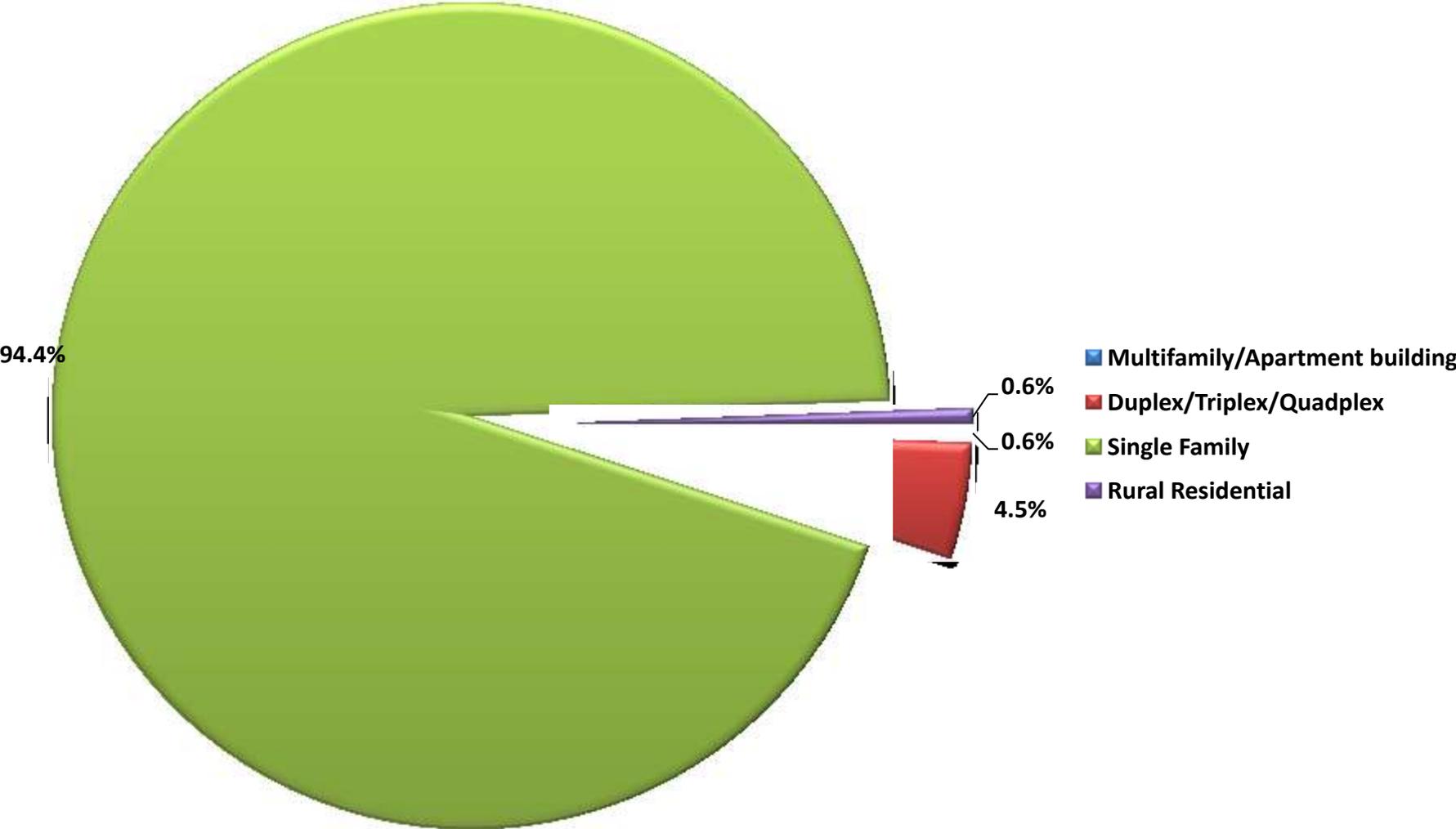
What is your age?



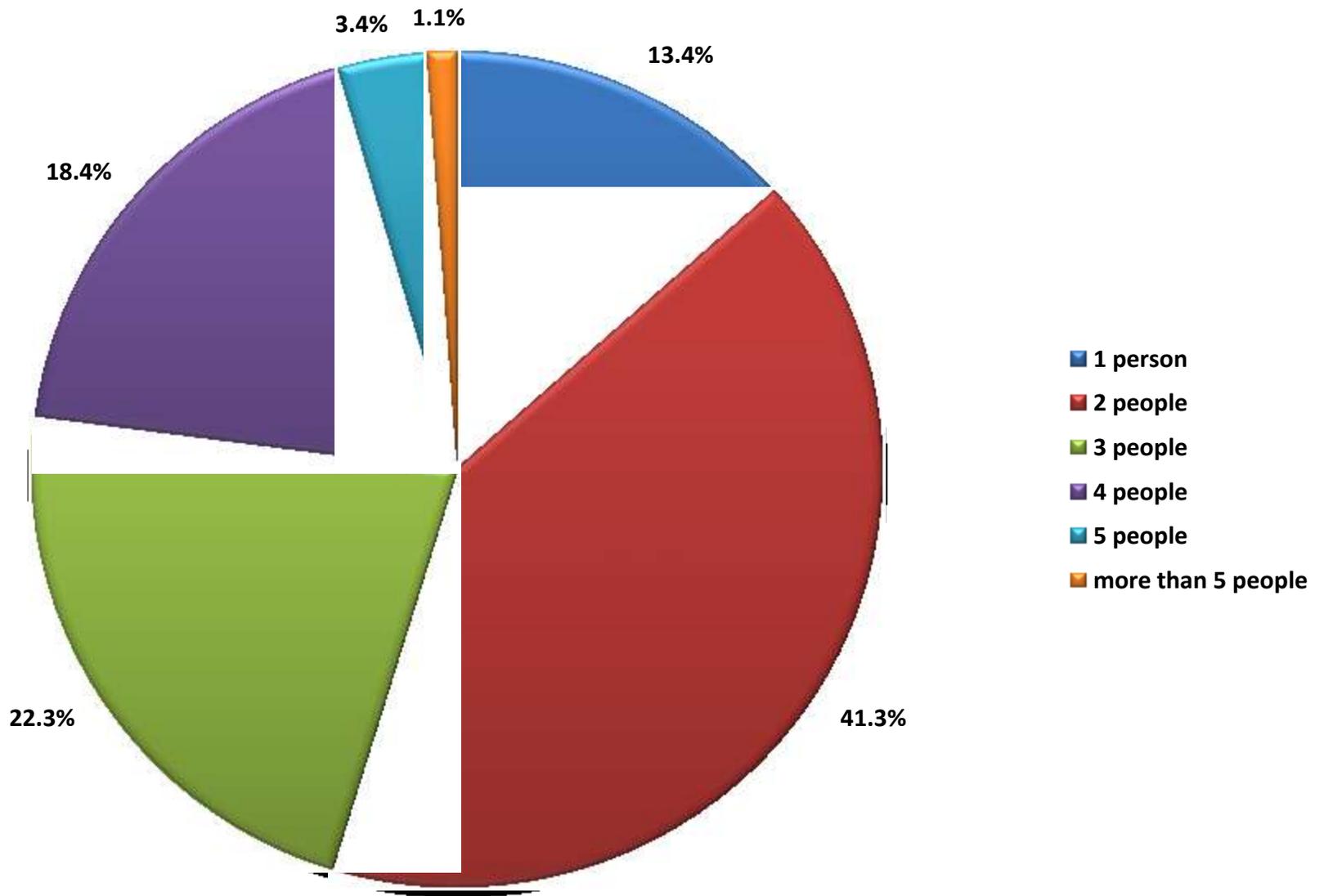
Your gender?



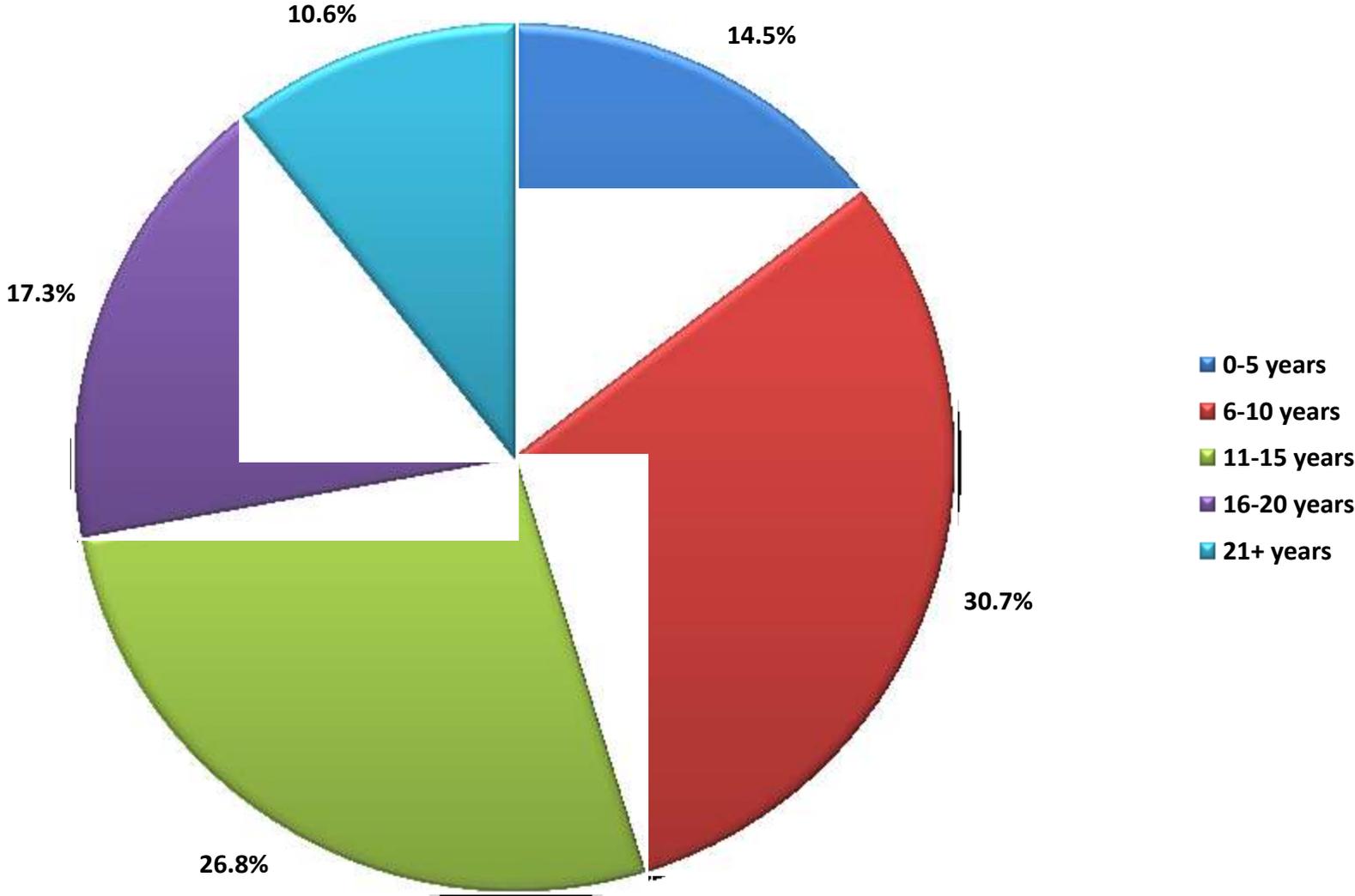
Which of the following best describes your home?



How many people reside in your household?



Approximately how many years have you lived at this location?



Do you own or rent?

