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?

- Yes, please answer 2
- No, go to Question 4
Have you had ANY contact with the Water Utilities Department staff within the last two years?

- No: 62%
- Yes, Office staff: 23%
- Yes, Field staff: 2%
- Yes, Both: 13%
Staff were courteous and polite. 47% Excellent, 39% Good, 10% Adequate, 3% Poor, 3% Unacceptable

Staff were responsive to your request. 49% Excellent, 34% Good, 10% Adequate, 4% Poor, 3% Unacceptable

Staff were knowledgeable. 46% Excellent, 37% Good, 11% Adequate, 6% Poor, 0% Unacceptable

Staff resolved my issue/request. 46% Excellent, 30% Good, 16% Adequate, 1% Poor, 6% Unacceptable
Water service to your home is reliable. (10% Strongly Agree, 7% Agree, 0% Neutral, 0% Disagree, 0% Strongly Disagree)

Drinking water is safe. (5% Strongly Agree, 20% Agree, 0% Neutral, 13% Disagree, 20% Strongly Disagree)

Appearance of facilities is satisfactory. (8% Strongly Agree, 20% Agree, 20% Neutral, 11% Disagree, 20% Strongly Disagree)

Sanitary sewer service for your home is reliable. (4% Strongly Agree, 20% Agree, 55% Neutral, 13% Disagree, 11% Strongly Disagree)

Bill payment options are satisfactory. (4% Strongly Agree, 20% Agree, 4% Neutral, 4% Disagree, 76% Strongly Disagree)

Quality of your drinking water is satisfactory. (9% Strongly Agree, 13% Agree, 5% Neutral, 4% Disagree, 76% Strongly Disagree)

Current number of days (21) to pay is satisfactory. (4% Strongly Agree, 51% Agree, 1% Neutral, 4% Disagree, 4% Strongly Disagree)

Water pressure is satisfactory. (9% Strongly Agree, 5% Agree, 5% Neutral, 4% Disagree, 9% Strongly Disagree)

Bill is easy to understand. (11% Strongly Agree, 4% Agree, 4% Neutral, 4% Disagree, 8% Strongly Disagree)

Bill provides adequate info related to consumption. (13% Strongly Agree, 5% Agree, 5% Neutral, 4% Disagree, 9% Strongly Disagree)

Amount of info provided is satisfactory. (16% Strongly Agree, 4% Agree, 4% Neutral, 4% Disagree, 4% Strongly Disagree)

Water and/or sanitary sewer bill is accurate. (20% Strongly Agree, 13% Agree, 16% Neutral, 13% Disagree, 11% Strongly Disagree)

Info/Services provided through the internet is useful. (30% Strongly Agree, 13% Agree, 16% Neutral, 13% Disagree, 11% Strongly Disagree)

Responsive to emergency calls. (38% Strongly Agree, 13% Agree, 16% Neutral, 13% Disagree, 11% Strongly Disagree)

Amount charged for water service is reasonable. (15% Strongly Agree, 28% Agree, 34% Neutral, 14% Disagree, 9% Strongly Disagree)

Amount charged for sanitary sewer service is reasonable. (12% Strongly Agree, 27% Agree, 26% Neutral, 21% Disagree, 14% Strongly Disagree)

Overall satisfaction with Lee's Summit Water Utilities. (9% Strongly Agree, 22% Agree, 26% Neutral, 21% Disagree, 14% Strongly Disagree)
Contacted Have you ever contacted the City with a complaint about your water or sanitary sewer services?

- 79% No
- 21% Yes, Account services
  - 9% Yes, Sanitary Sewer system
  - 4% Yes, Water Distribution system
  - 5% Yes, Other
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?

- 0 – 14 days: 6.1%
- 14 – 28 days: 26.5%
- 28 – 42 days: 23.2%
- 42 – 56 days: 11.6%
- Services should not be discontinued for non-payment: 32.6%
Should the rates charged for services be adjusted to offset the costs of these potential service options.

- **The City should offer electronic bill delivery. (Bills delivered via E-mail)**
  - Very Important: 9%
  - Important: 32%
  - Neutral: 38%
  - Not Important: 20%
  - Don't Know: 1%

- **The City should offer level payment plans for water and sewer service.**
  - Very Important: 13%
  - Important: 29%
  - Neutral: 37%
  - Not Important: 19%
  - Don't Know: 1%

- **The City should offer financial assistance or reduced rate programs for low income households.**
  - Very Important: 1%
  - Important: 30%
  - Neutral: 29%
  - Not Important: 22%
  - Don't Know: 1%

- **The City should invest in automatic meter reading technologies to reduce meter reading estimations and offer more billing options.**
  - Very Important: 15%
  - Important: 35%
  - Neutral: 37%
  - Not Important: 12%
  - Don't Know: 2%

- **The City should repair collapsed private sewer laterals located within the right-of-way. It is currently the homeowner’s responsibility to repair collapsed laterals including any street repairs that may be necessary.**
  - Very Important: 19%
  - Important: 6%
  - Neutral: 3%

- **The City should offer assistance to property owners impacted by sewer backups even though there may not be a legal requirement to do so.**
  - Very Important: 18%
  - Important: 4%
  - Neutral: 2%
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?

- Yes: 54.1%
- No: 26.5%
- Don’t Know: 18.2%
- Not applicable: 1.1%
Please rank the following utilities/companies in the order that you feel provides the best value.

Rating 1 to 7

<table>
<thead>
<tr>
<th>Utility/Company</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>2.66</td>
</tr>
<tr>
<td>Gas</td>
<td>3.53</td>
</tr>
<tr>
<td>Electricity</td>
<td>3.55</td>
</tr>
<tr>
<td>Sewer</td>
<td>3.85</td>
</tr>
<tr>
<td>Internet Provider</td>
<td>4.05</td>
</tr>
<tr>
<td>Telephone</td>
<td>4.48</td>
</tr>
<tr>
<td>Satellite/Cable TV</td>
<td>5.22</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stable and predictable rate increases.</td>
<td>1.91</td>
</tr>
<tr>
<td>Rates that are easy to understand.</td>
<td>2.97</td>
</tr>
<tr>
<td>Rates that encourage water conservation.</td>
<td>3.25</td>
</tr>
<tr>
<td>Affordability for disadvantaged customers.</td>
<td>3.56</td>
</tr>
<tr>
<td>Incentives as they pertain to water and sanitary sewer to enhance new development.</td>
<td>3.71</td>
</tr>
<tr>
<td>Other (leave response blank unless specified below)</td>
<td>4.40</td>
</tr>
</tbody>
</table>
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?

Yes: 70.7%
No: 29.3%
How would you prefer to receive information concerning Lee’s Summit Water Utilities?

- Water/sewer bill insert/message: 59.7%
- e-mail: 46.4%
- Internet/website: 33.7%
- City publications (i.e., City Scope): 26.0%
- Local government/cable access: 8.3%
- Other (please specify): 0.6%
Demographics

ONLINE CUSTOMER SURVEY RESULTS
What is your age?

- Under 25: 25.7%
- 25 to 34: 22.9%
- 35 to 44: 21.8%
- 45 to 54: 20.1%
- 55 to 64: 9.5%
- 65+: 0.0%
Your gender?

- Male: 52.0%
- Female: 48.0%
Which of the following best describes your home?

- Multifamily/Apartment building
- Duplex/Triplex/Quadplex
- Single Family
- Rural Residential

94.4% Multifamily/Apartment building
0.6% Duplex/Triplex/Quadplex
4.5% Single Family
0.6% Rural Residential
How many people reside in your household?

- 1 person: 13.4%
- 2 people: 41.3%
- 3 people: 22.3%
- 4 people: 18.4%
- 5 people: 3.4%
- more than 5 people: 1.1%
Approximately how many years have you lived at this location?

- 0-5 years: 10.6%
- 6-10 years: 14.5%
- 11-15 years: 26.8%
- 16-20 years: 30.7%
- 21+ years: 17.3%
Do you own or rent?

- **Own**: 98.3%
- **Rent**: 1.7%