

CUSTOMER SATISFACTION SURVEY

Overview of 2016 Customer Satisfaction Survey Results

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PURPOSE

Provide NCSD Board Members with a summary of the 2016 Customer Satisfaction Survey results.

SURVEY BASICS

Survey Ran from
September 28th –
December 15th

87 total
responses

Responses
collected via
online, social
media, hard copy

SURVEY CATEGORIES

Awareness and
Understanding of
the District's Water
Supply

Perception of
District Rates and
Value Received

Perception of
District Water
Quality

Individual Attitudes
and Behaviors
Related to Water
Conservation

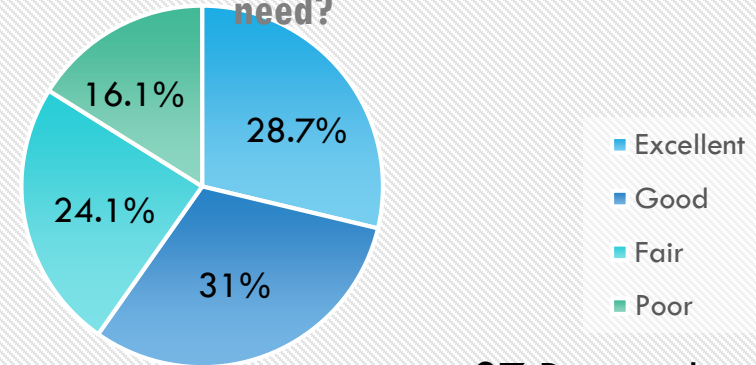
Source of
Information

Emergency
Preparedness

AWARENESS AND UNDERSTANDING OF DISTRICT'S WATER SUPPLY

84% are satisfied with the District's effort to make sure Nipomo has the water it needs.

How would you rate the District's efforts in making sure we have the water supply we need?



87 Respondents

The majority (71%) are concerned with having water for present and future needs and (51%) feel that the service area will likely face a severe water shortage in the next 10 years.

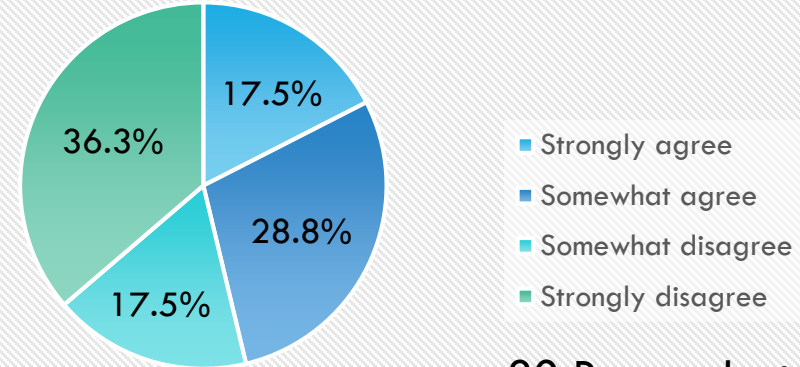
The majority (67%) have heard a great deal about where the community's water is pumped from and believe the District is working effectively to provide a reliable, long-term water supply to the community.

PERCEPTION OF DISTRICT RATES AND VALUE

54% feel the District does not do a good job setting fair water rates.

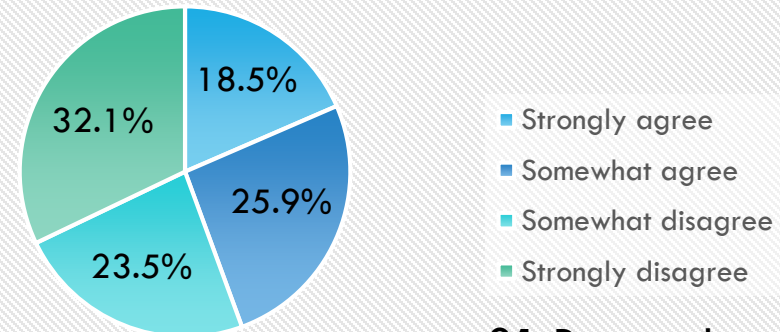
56% feel their water services are not provided at a reasonable cost.

NCS D does a good job setting fair water rates.



80 Respondents

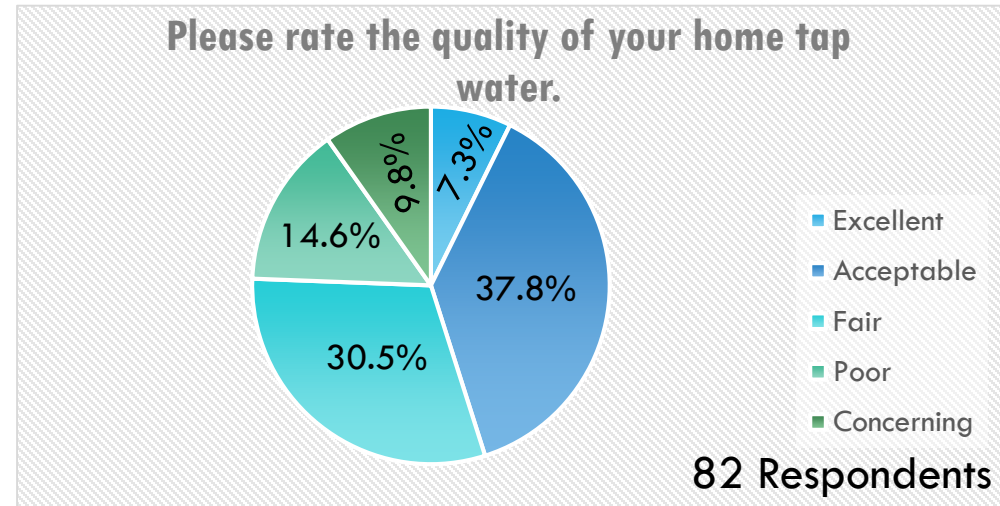
I believe that my water services are provided at a reasonable cost.



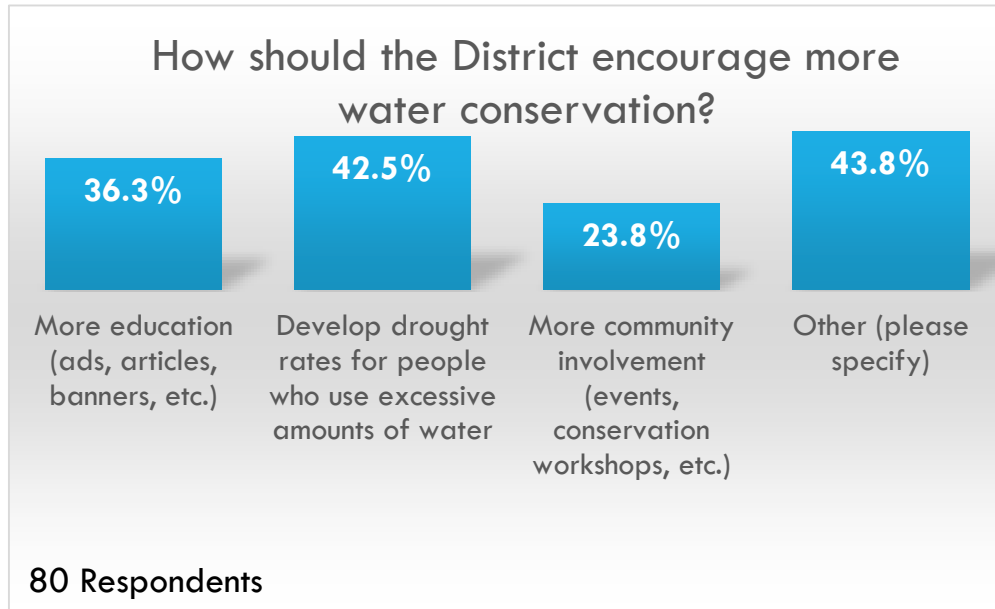
81 Respondents

PERCEPTION OF DISTRICT WATER QUALITY

The majority (68%) rate the quality of their home tap water as Acceptable or Fair.



INDIVIDUAL CONSERVATION ATTITUDES AND BEHAVIORS



The majority (43%) would like the District to develop drought rates for people who use excessive water.

34% of the "Other" selection pertained to stopping development.

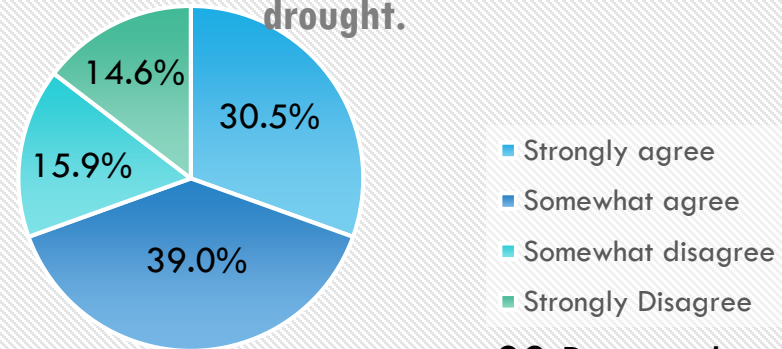
The majority (63%) cut their water use more this year than previous years.

SOURCES OF INFORMATION

70% feel the District keeps them well-informed about water and sewer issues and the drought.

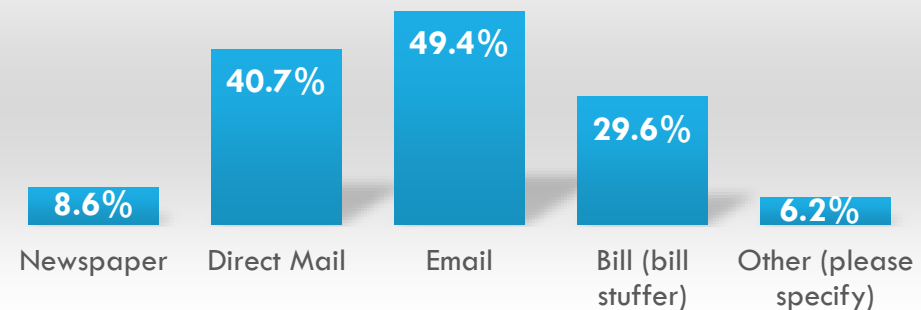
The majority (90%) prefer to receive communications via email or direct mail with email being the preferred method.

NCS D keeps me well-informed about water and wastewater (sewer) issues and the drought.



82 Respondents

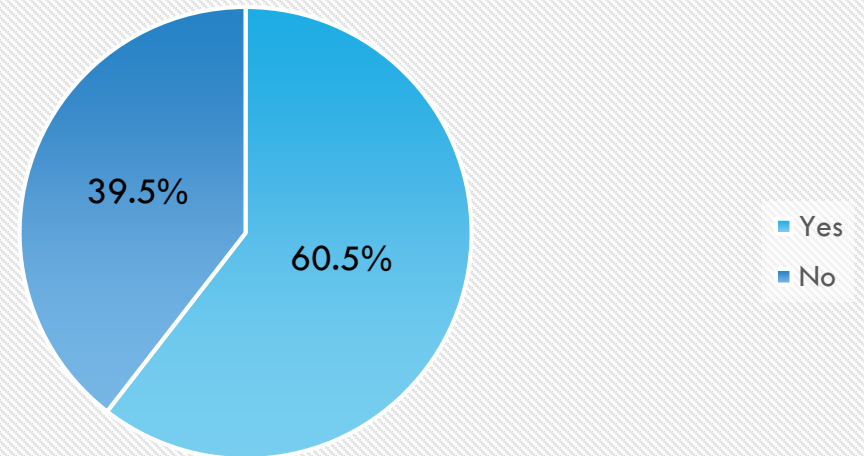
What is your preferred method for receiving District communications?



EMERGENCY PREPAREDNESS

The majority (61%) are confident in the District's ability to provide utility services after an emergency.

Are you confident in the District's ability to provide utility services after an emergency?

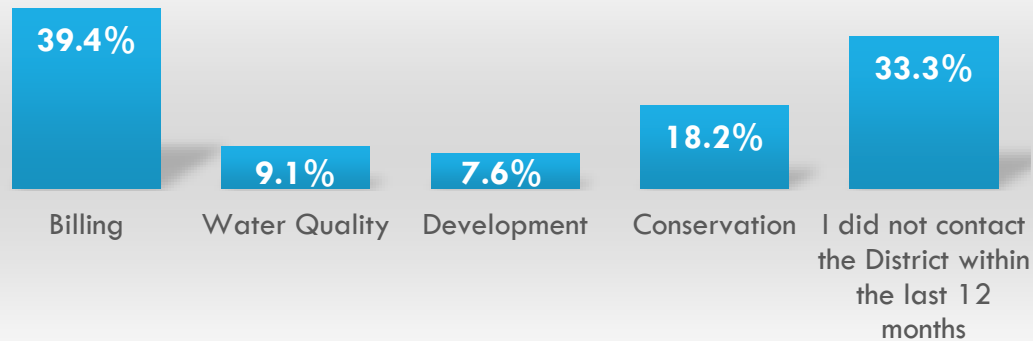


76 Respondents

SATISFACTION WITH DISTRICT INTERACTIONS

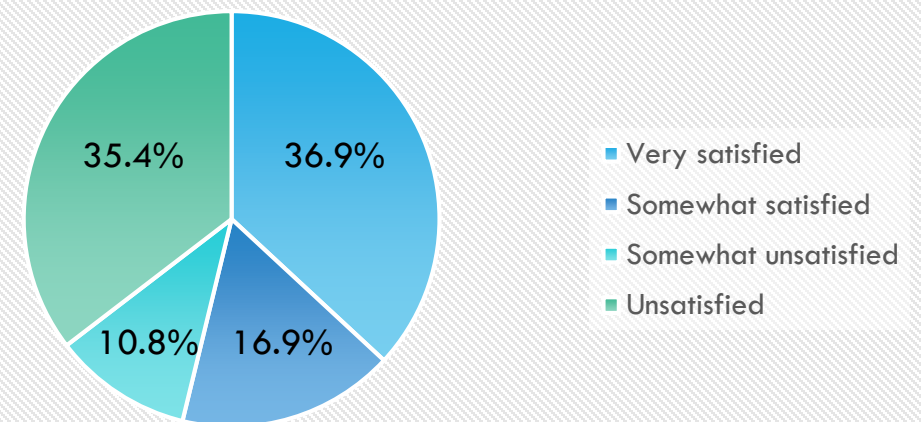
For those who interacted with the District satisfaction is almost split (54% Satisfied, 46% Unsatisfied)

If you contacted the District in the last 12 months, what was it about?



66 Respondents

Were you satisfied with the outcome?

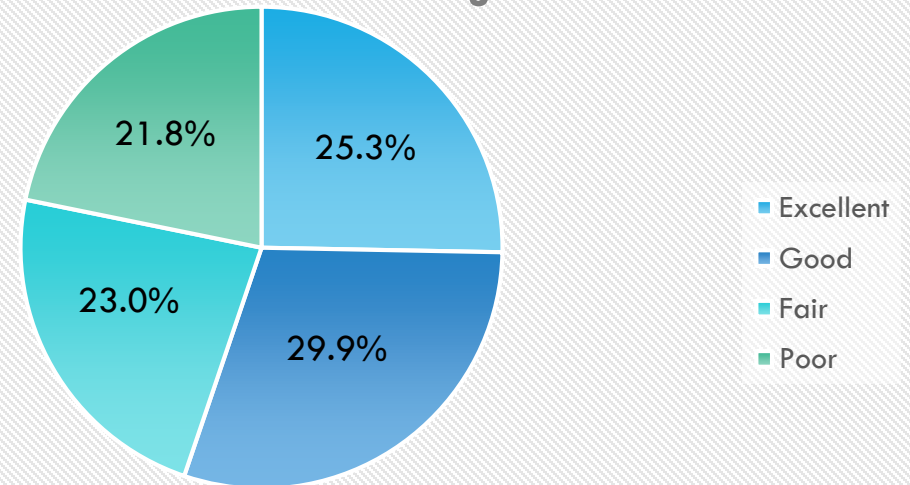


65 Respondents

OVERALL SATISFACTION

The majority
(78%) are
satisfied with the
District overall.

Please rate the overall job you think the
District is doing.



87 Respondents

RESPONDENT SNAPSHOT

Concerned with area water supply but are satisfied with District's efforts for securing a reliable source of water

Do not feel that the cost of service is reasonable and that the District sets rates fairly

Water quality at their home is acceptable

Conserved more water this year than in past years and would like to see an end to development and drought rates for high water users

Confident that the District can provide services following an emergency

Feel well-informed and prefer communications via email and direct mail

Satisfied with the District overall

GOING FORWARD

Analyze results
and individual
comments

Decide if any
actions are
necessary

Share results with
the public via
various
communications

Develop ongoing
customer
satisfaction
survey

QUESTIONS?