

ALBUQUERQUE BERNALILLO COUNTY

WATER UTILITY AUTHORITY

CUSTOMER OPINION SURVEY

APRIL 2014

Methodology

Research Objectives:

To measure:

- **Customer satisfaction with the services provided by Water Authority.**
- **Importance of various services and programs.**

Data Collection Method:

Telephone interviews

Total Sample Size:

n=501 Residential Customers

n=102 Commercial Customers

Field Dates:

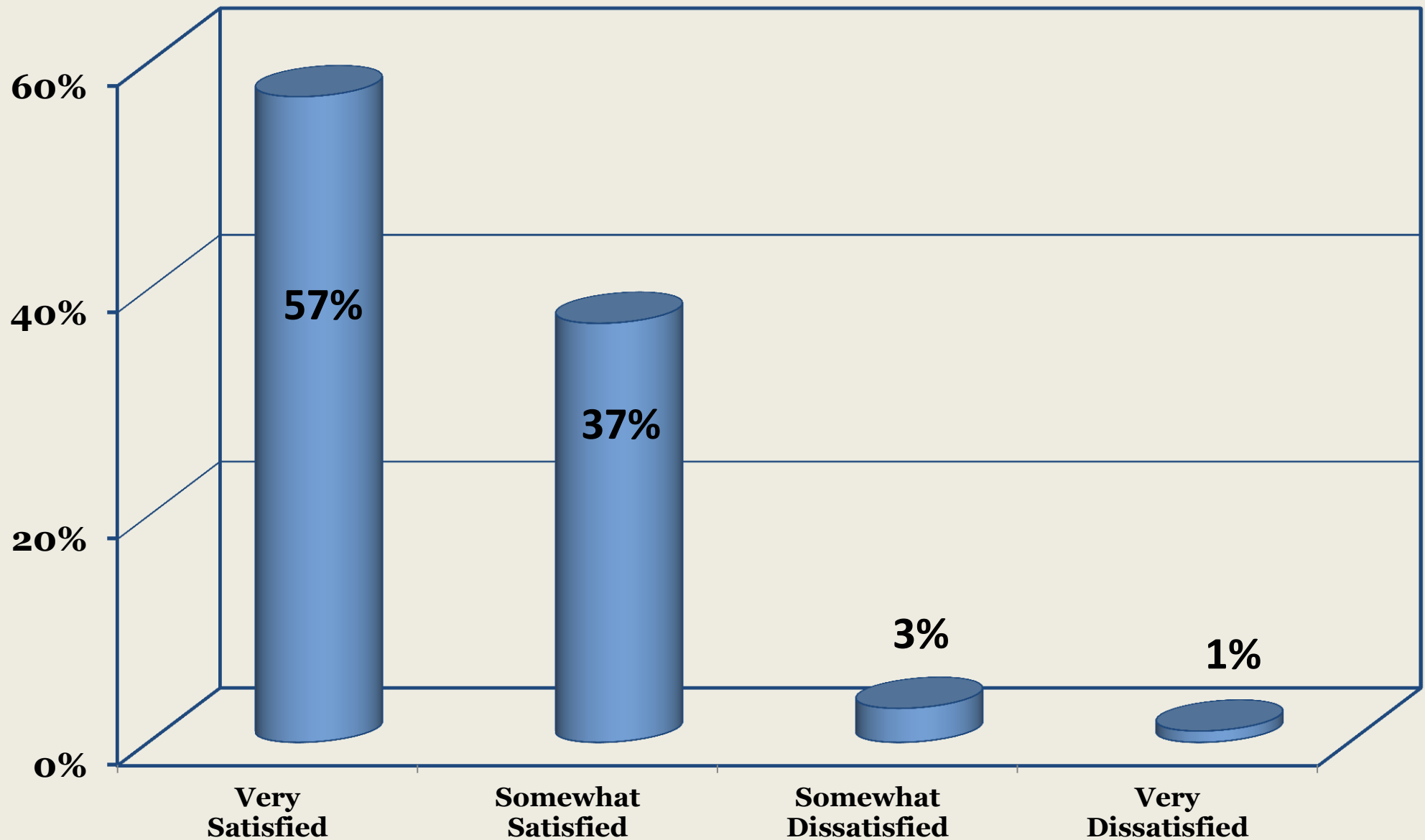
February 6, 2014 and February 17, 2014

Margin of Error:

$\pm 4.4\%$ at 95% confidence level (residential)

Overall Satisfaction with the Services Provided by the Water Authority

Total Sample (n=501)



Satisfaction with Various Services Received from the Water Authority

Total Sample (n=501)
Ranked by Highest Percentage “Very Satisfied”

| | Very Satisfied | Somewhat Satisfied | Somewhat/Very Dissatisfied |
|---|-------------------|-----------------------|-------------------------------|
| Reliability and availability of water to home | 83% | 16% | 1% |
| Reliable drainage of wastewater from home to city sewer line | 73% | 21% | 2% |
| Quality of drinking water | 42% | 36% | 18% |
| Controls odors from sewer lines or treatment facilities | 40% | 34% | 8% |
| Education on water issues | 38% | 40% | 9% |
| Water conservation programs | 36% | 36% | 12% |
| Condition of the sewer lines throughout the city such as the number of overflows/backups you observe | 22% | 38% | 17% |
| Condition of the water lines throughout the city such as the number of leaks you observe | 18% | 39% | 29% |

Satisfaction with Various Services Received from the Water Authority

Tracking

Total Sample (n=501)
Ranked by Highest Percentage “Very Satisfied”

| | | Very Satisfied | Somewhat Satisfied | Somewhat/Very Dissatisfied |
|---|-------------|-------------------|-----------------------|-------------------------------|
| Quality of drinking water | 2014 | 42% | 36% | 18% |
| | 2012 | 48% | 31% | 18% |
| | 2010 | 50% | 31% | 17% |
| | | | | |
| Condition of the sewer lines throughout the city such as the number of overflows/backups you observe at the city sewer lines or manholes | 2014 | 22% | 38% | 17% |
| | 2012 | 26% | 35% | 16% |
| | 2010 | 30% | 38% | 10% |
| | | | | |
| Condition of the water lines throughout the city such as the number of leaks you observe | 2014 | 18% | 39% | 29% |
| | 2012 | 25% | 31% | 26% |
| | 2010 | 26% | 43% | 15% |
| | | | | |

Contact and Satisfaction with Customer Service on Selected Issues

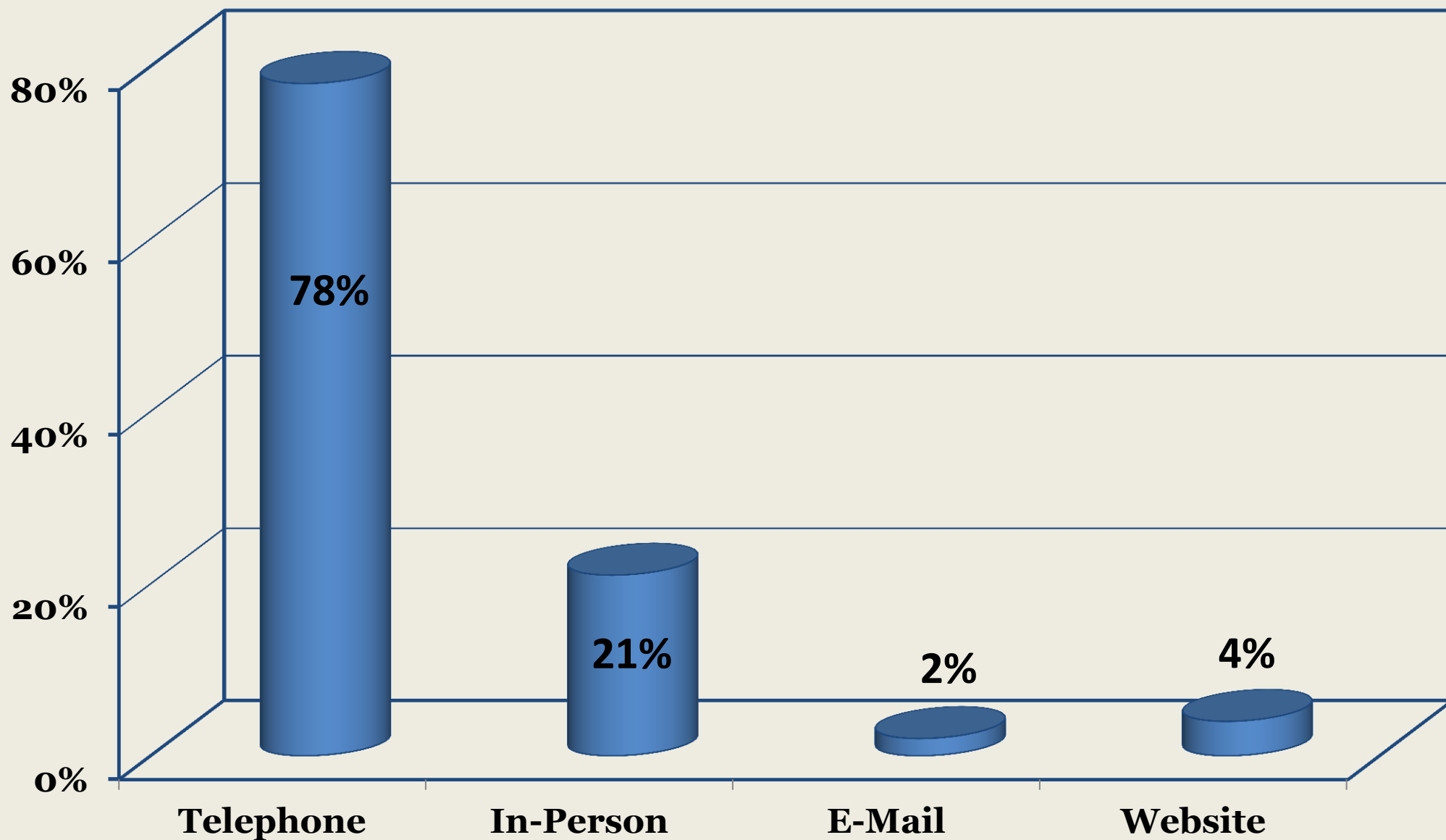
Total Sample (n=501)
Ranked by Highest Percentage “Have Contacted”

| | Yes, Have Contacted | Very/Somewhat Satisfied | Very/Somewhat Dissatisfied |
|--|---------------------------|----------------------------|-------------------------------|
| Problems or questions with a water/sewer bill | 11% | 64% | 34% |
| Questions about meter readings | 10% | 62% | 37% |
| Water service interruption or main line break | 7% | 75% | 24% |
| Advice on water conservation or leak prevention | 5% | 80% | 16% |

Means of Communication with Water Authority

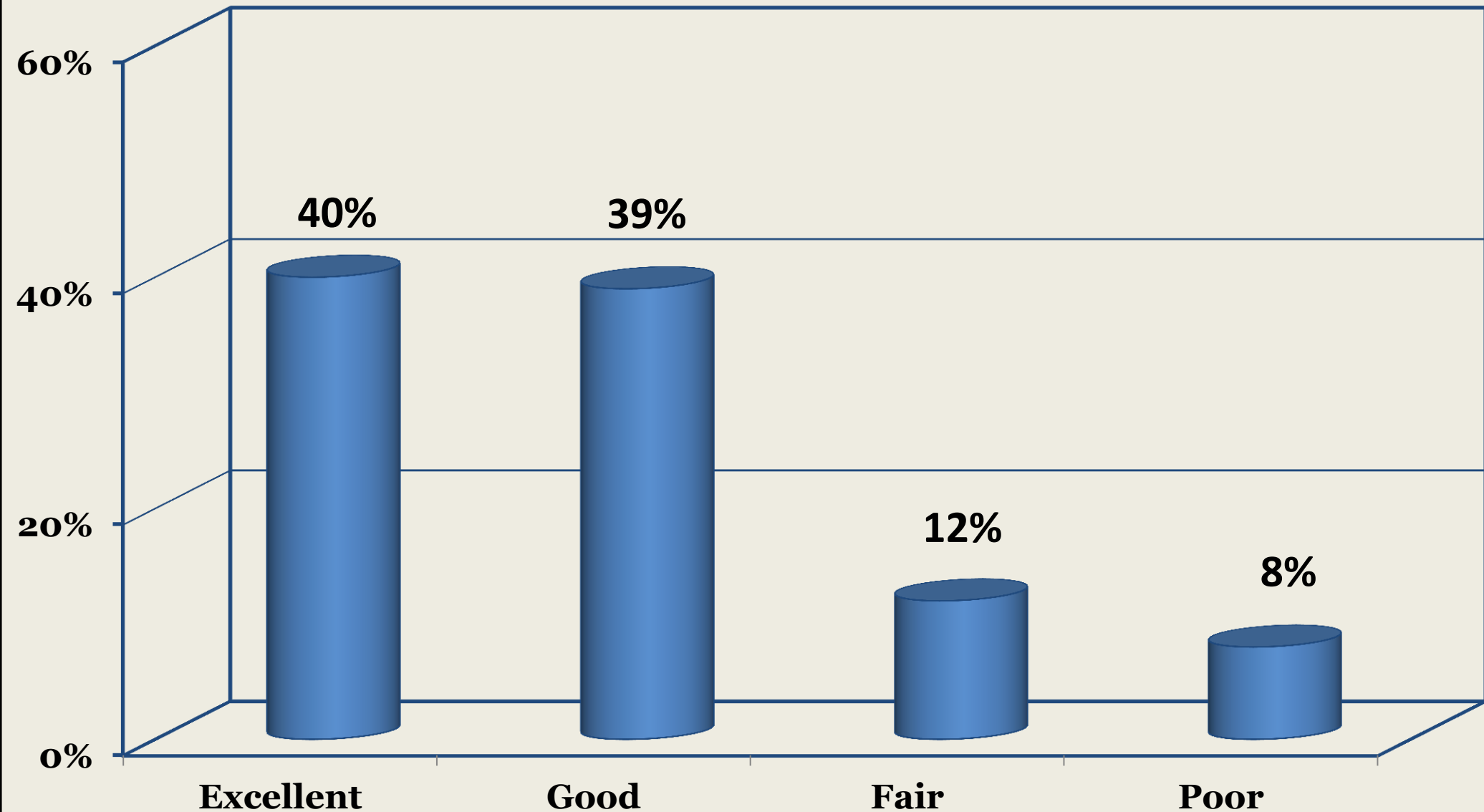
Among Those Who Contacted the Water Authority

Total Responses (n=106)



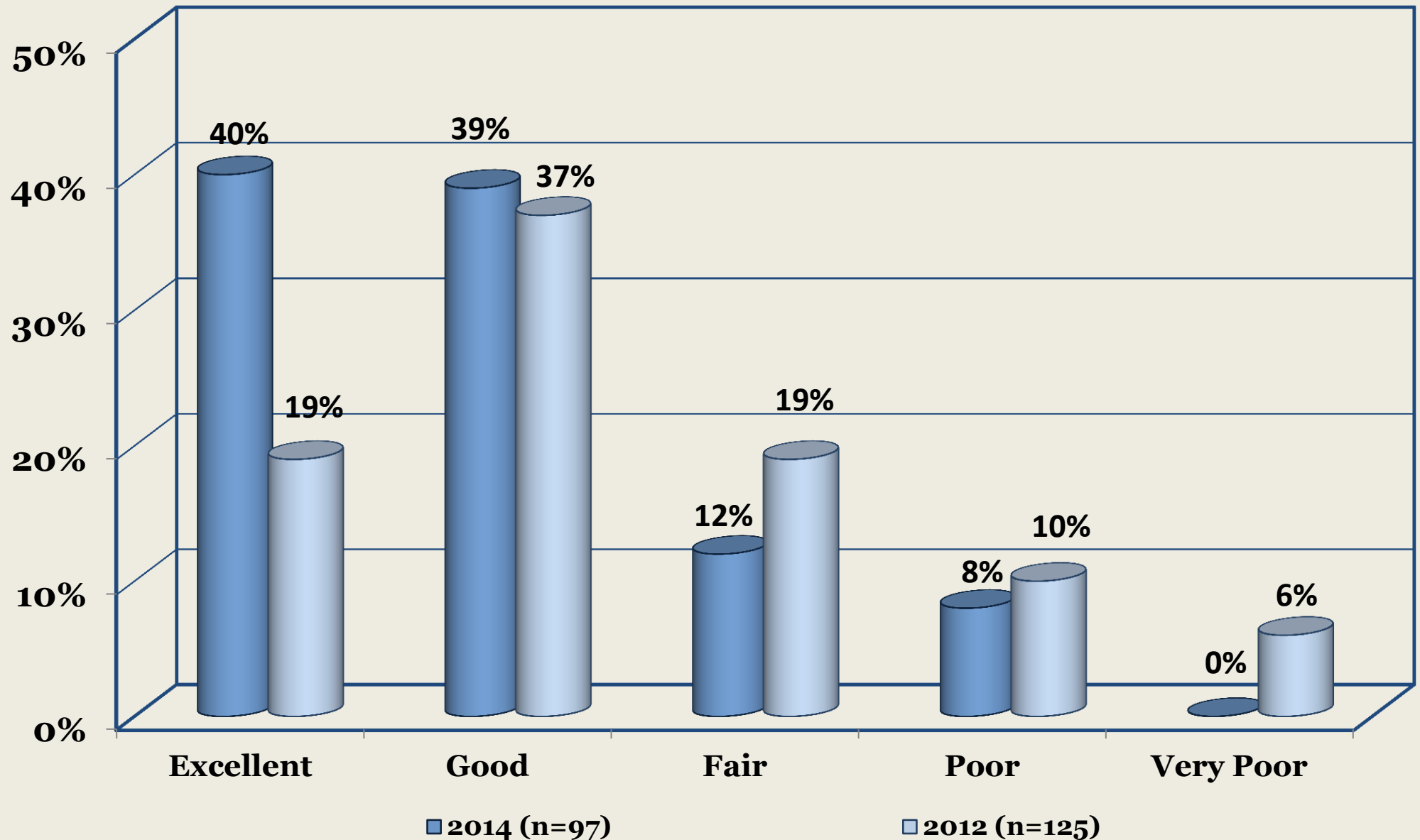
Overall Rating of the Customer Service Representative When Contacting the Water Authority

Among Those Who Contacted the Water Authority on the Telephone or In-Person
Total Responses (n=97)



Overall Rating of the Customer Service Representative When Contacting the Water Authority

Among Those Who Contacted the Water Authority on the Telephone or In-Person
Tracking



Satisfaction with the Customer Service Representatives on Key Attributes

Tracking

Among Those Who Had Experience with the Customer Service Representatives

Total Responses (n=96)

Ranked by Highest Percentage “Very Satisfied”

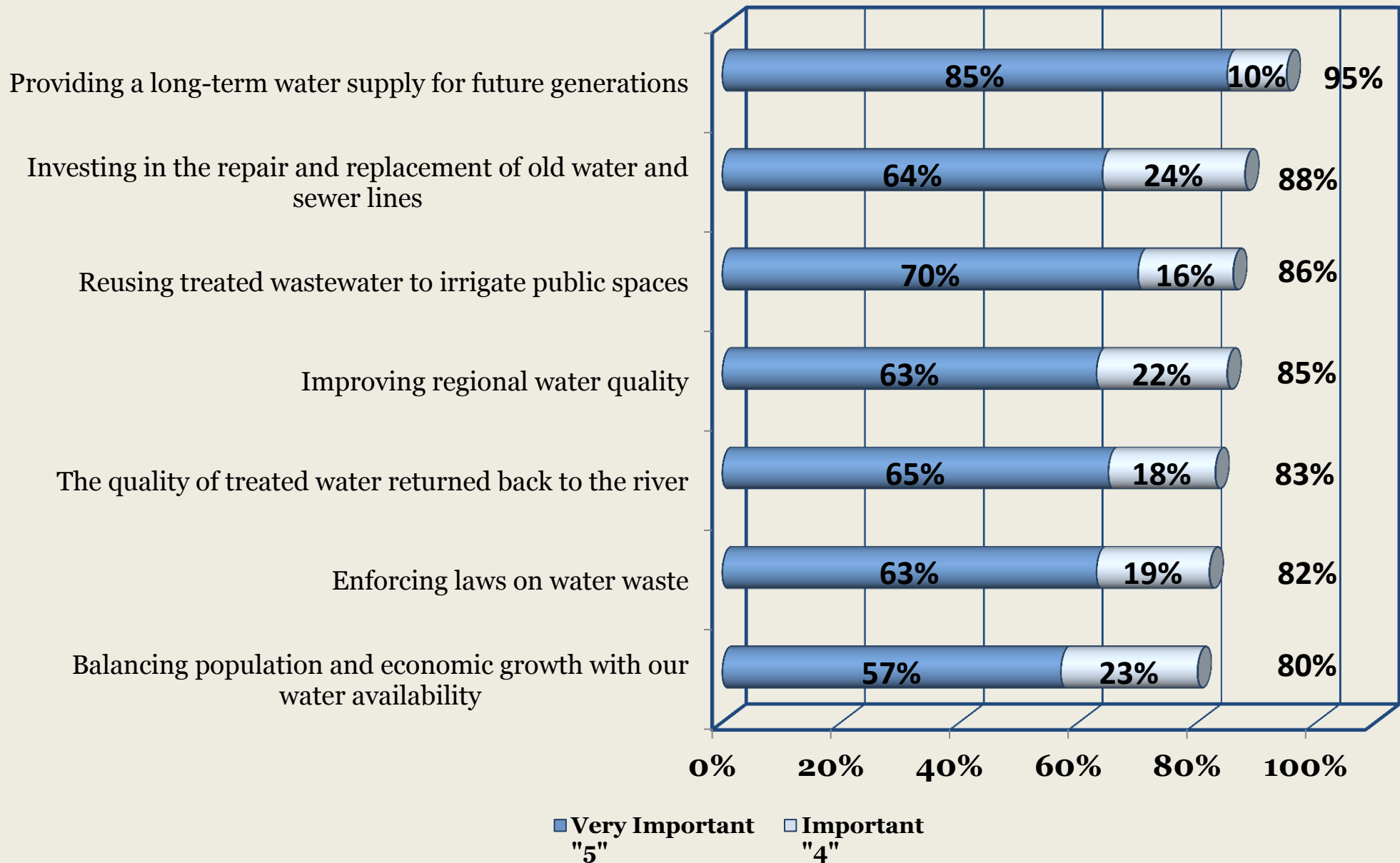
| | | Very Satisfied | Somewhat Satisfied | Somewhat/Very Dissatisfied |
|--|-------------|-------------------|-----------------------|-------------------------------|
| Courtesy of the Customer Service Representative | | | | |
| | 2014 | 67% | 27% | 6% |
| | 2012 | 54% | 27% | 8% |
| | 2010 | 63% | 26% | 5% |
| Knowledge and ability to answer your questions or resolve your issues | | | | |
| | 2014 | 53% | 27% | 19% |
| | 2012 | 47% | 19% | 25% |
| | 2010 | 61% | 25% | 13% |
| Length of wait to speak with a customer service representative | | | | |
| | 2014 | 42% | 39% | 12% |
| | 2012 | 31% | 37% | 13% |
| | 2010 | 36% | 40% | 12% |

Perceived Importance of Water Conservation and Environmental Issues

Total Sample (n=501)

Ranked by Highest Percentage "Important"

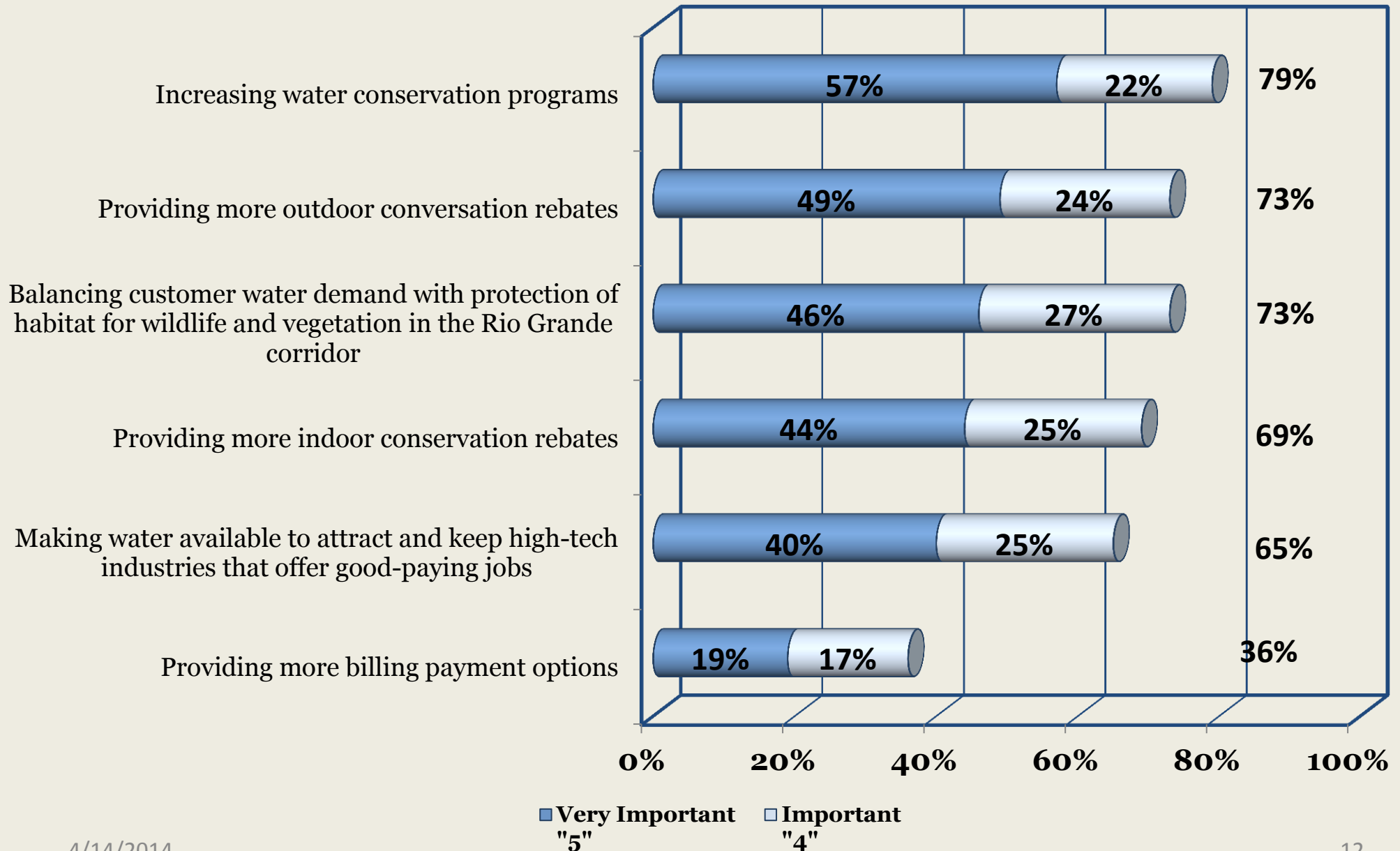
1 to 5-Point Importance Scale



Perceived Importance of Water Conservation and Environmental Issues (continued)

Total Sample (n=501)

Ranked by Highest Percentage "Important"
1 to 5-Point Importance Scale



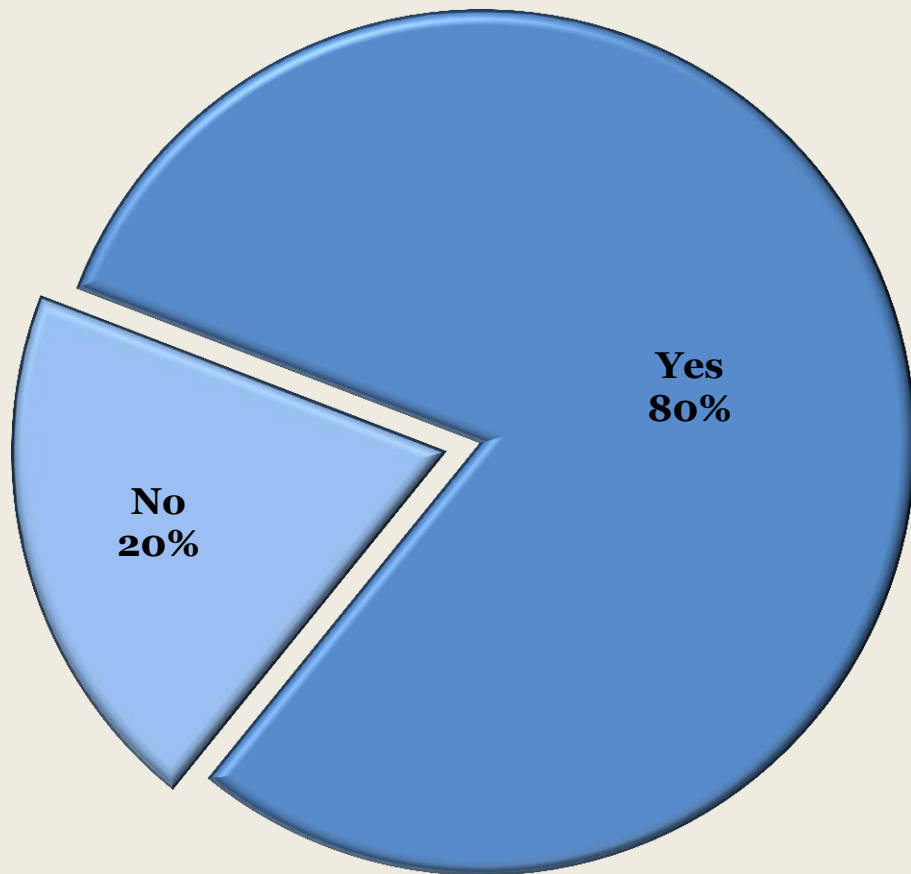
Customer Level of Agreement with Statements About Water Rates and Services

Total Sample (n=501)
Ranked by Highest Percentage “Strongly Agree”

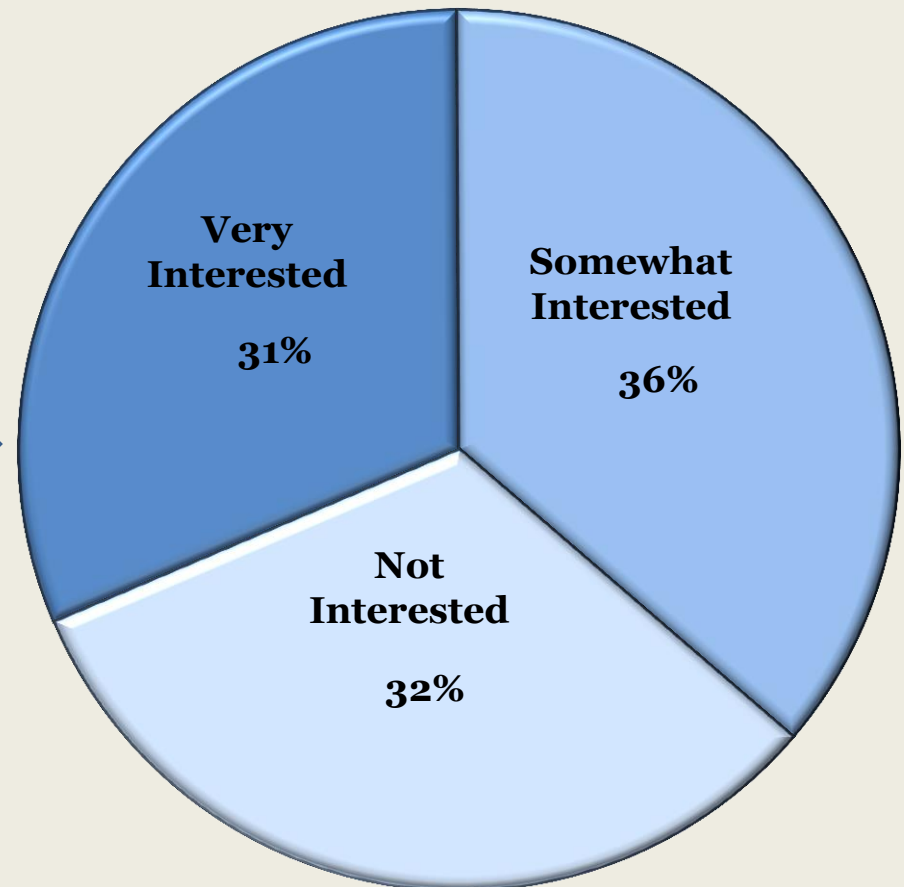
| | Strongly Agree | Somewhat Agree | Somewhat/ Strongly Disagree |
|--|----------------|----------------|-----------------------------|
| I follow the “Water by the Numbers” program when setting my irrigation schedule. | 60% | 17% | 9% |
| Households would conserve more water if they had an easier way to monitor their water use. | 50% | 32% | 15% |
| The cost of water is an important factor for me when deciding how much water to use. | 44% | 32% | 22% |
| Water and sewer services are a good value for the amount of money I pay. | 42% | 45% | 10% |
| There should be strong financial penalties for people who use too much water. | 42% | 32% | 24% |
| Because water is a scarce resource, water rates should be designed to reflect the value of water in our daily lives. | 30% | 44% | 20% |
| Water rates should be increased to cover the cost of providing a reliable water supply for future generations. | 25% | 42% | 31% |
| Water rates should be increased to cover the true costs to treat and deliver water to our homes and businesses. | 20% | 43% | 32% |
| Water rates should be increased to encourage water conservation. | 14% | 24% | 61% |

Internet Access

**Internet Access at Home, Work,
Smartphone or Library**
Total Sample (n=501)



**Overall Interest in Accessing Information
on Water Use on the Internet**
Among Those with Internet Access
Total Responses (n=401)



Key Findings

Reliability of water to the home and drainage of waste water from the home: Greatest Perceived Strength (99% and 94% satisfied respectively)

Overall satisfaction with services: High (94%)

Perceived **value** of services: High (87%)

Perceived **quality** of drinking **water**: Moderately High (78% satisfied vs. 18% dissatisfied)

Education efforts on water issues and conservation programs: Moderately High (78% and 72% satisfied respectively)

Cost:

- Is an important factor when deciding how much to use (76%)
- There should be strong financial penalties for those who use too much (74%)
- However, rates should not be increased *to encourage water conservation* (61% opposed)
- Rates *should be increased to cover the costs of providing a reliable water supply for future generations* (67% agree vs. 31% disagree)

Key Findings

Satisfaction with **condition of water lines**: Declining (57% satisfied vs. 29% dissatisfied)

Satisfaction with **condition of sewer lines**: Moderate and Declining (60% satisfied vs. 17% dissatisfied)

Satisfaction with **CSR's**: Improvement Since 2012

Priorities

- Investing in the repair or replacement of water/sewer lines (88%)
- Reusing treated wastewater to irrigate public spaces (86%)
- Improve regional water quality (85%)
- The quality of the treated water returned back to the river (83%)