2012 Environmental Utilities Residential Survey Results

Presented by
Dawn Morley
January, 2012

Objectives

Assess current services and programs

- overall quality of service
- awareness of specific programs and services
- value of the utility service (what you get for what you pay)
- awareness of and participation in current programs

Address communications issues

- current communication tools
- effective ways of communicating with residential customers

Evaluate the other areas:

- stormwater pollution
- water fluoridation
- customer service
- City's Utility Exploration Center

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Methodology

Design Issue	Specification
Methodology	Telephone survey using CATI software
Population	Residential customers
Sample type	RDD sample, representative by ZIP code
Sample size	400 completed interviews - 354 RDD-sample telephone surveys - 46 cell phone random sample
Sampling error	+/- 4.9% (95% confidence level)
Length of interview	15 minutes (average)
Screening criteria	Identify City of Roseville as service provider Adult (18+) most familiar with utility service and bill in the household Not be a City employee
Pretest date	October 18, 2012
Field dates	October 20 – November 5, 2012

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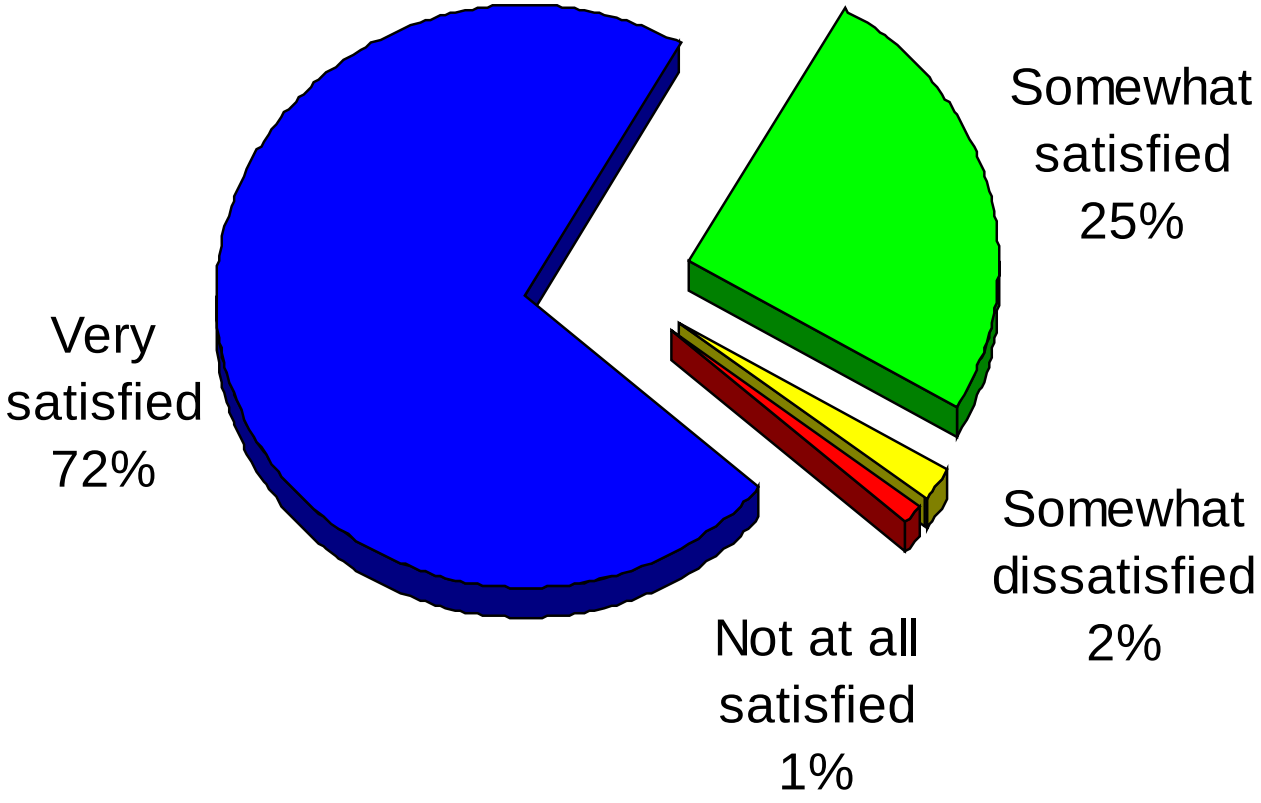
97% are satisfied with the overall service provided by Environmental Utilities

(excluding undecided responses)



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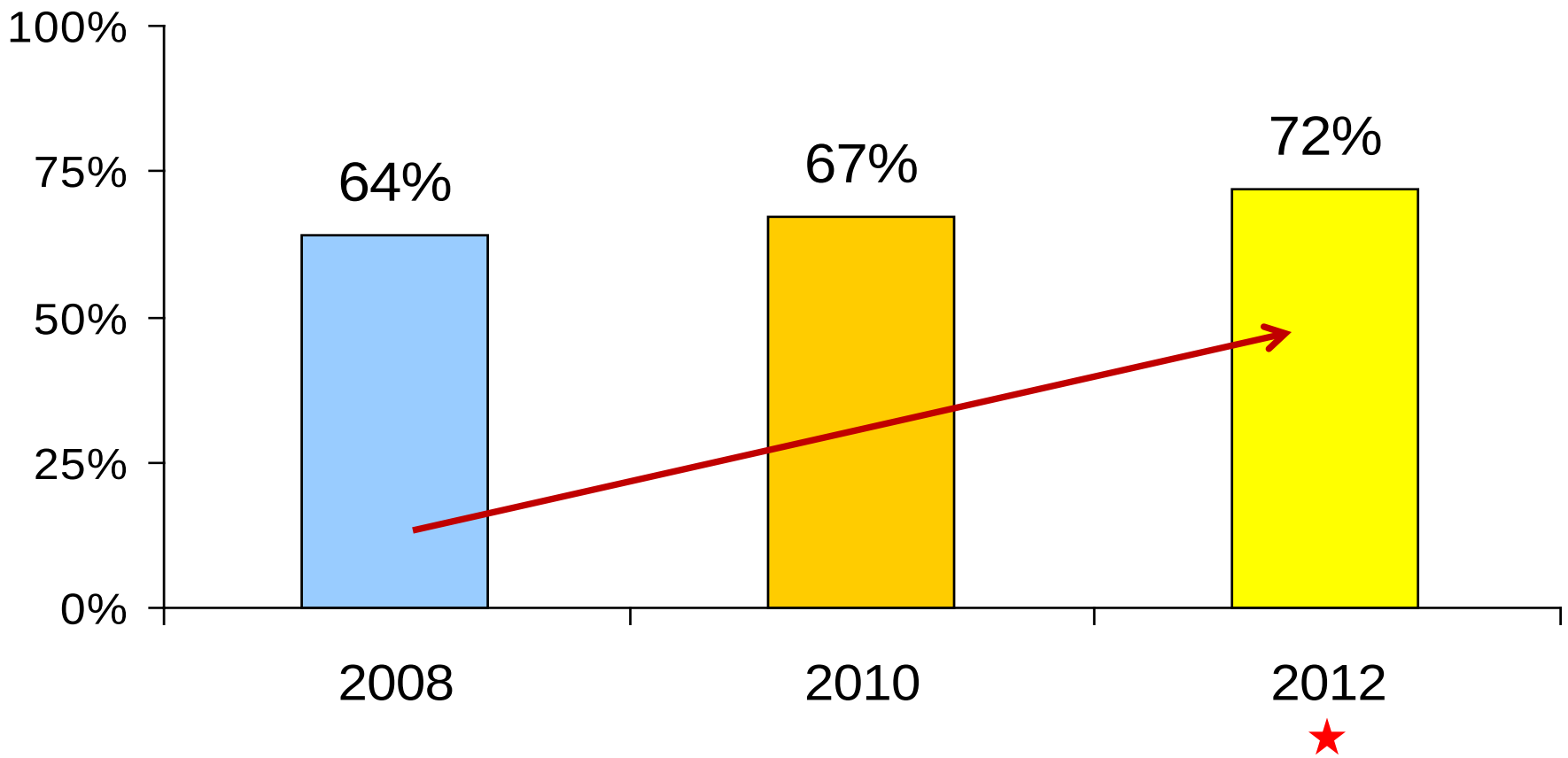
Excellent Overall Satisfaction Ratings by Survey Year



★ significant difference between survey years

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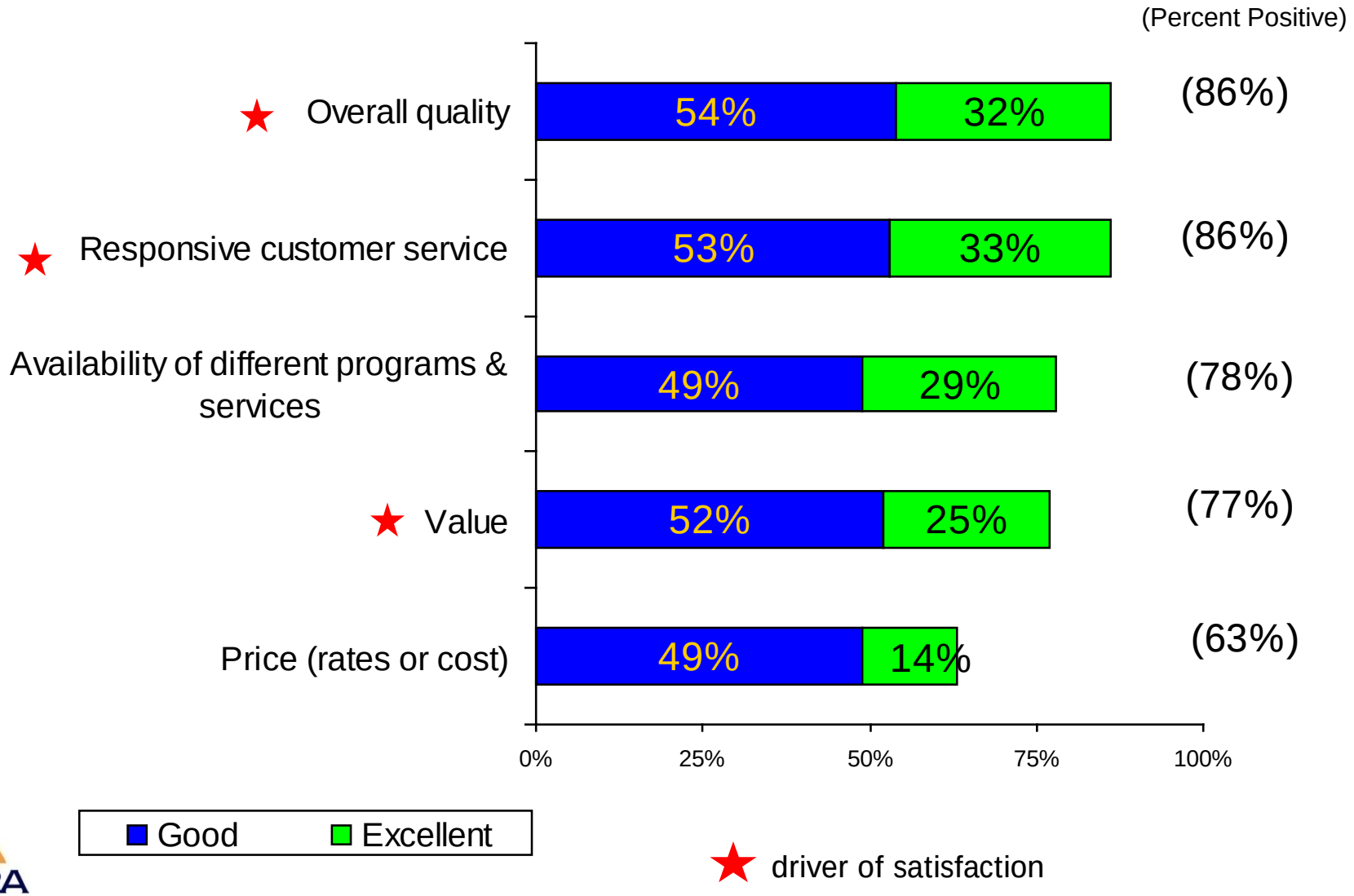
Positive Overall Ratings



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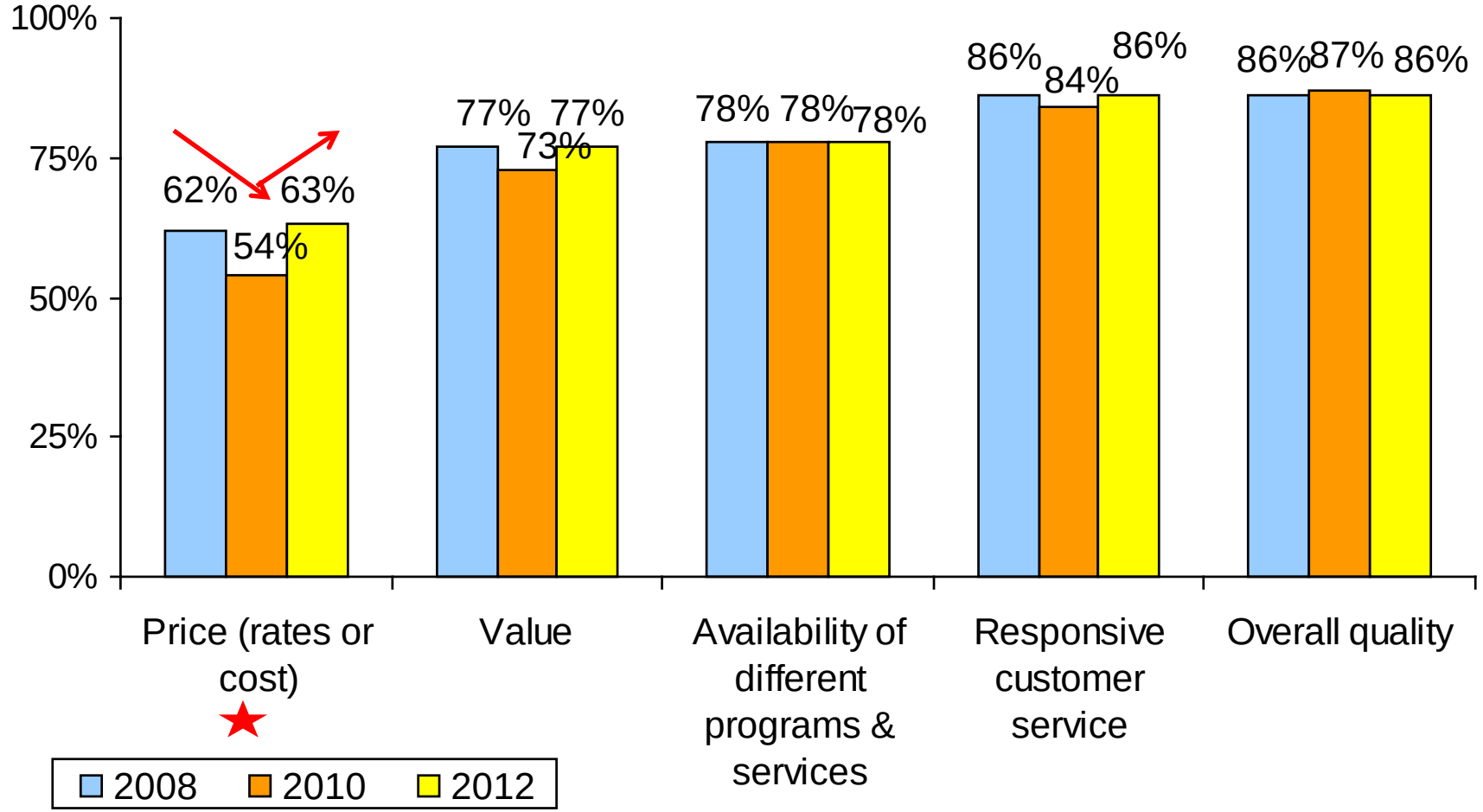
Positive Overall Ratings by Survey Year



★ significant difference between survey years

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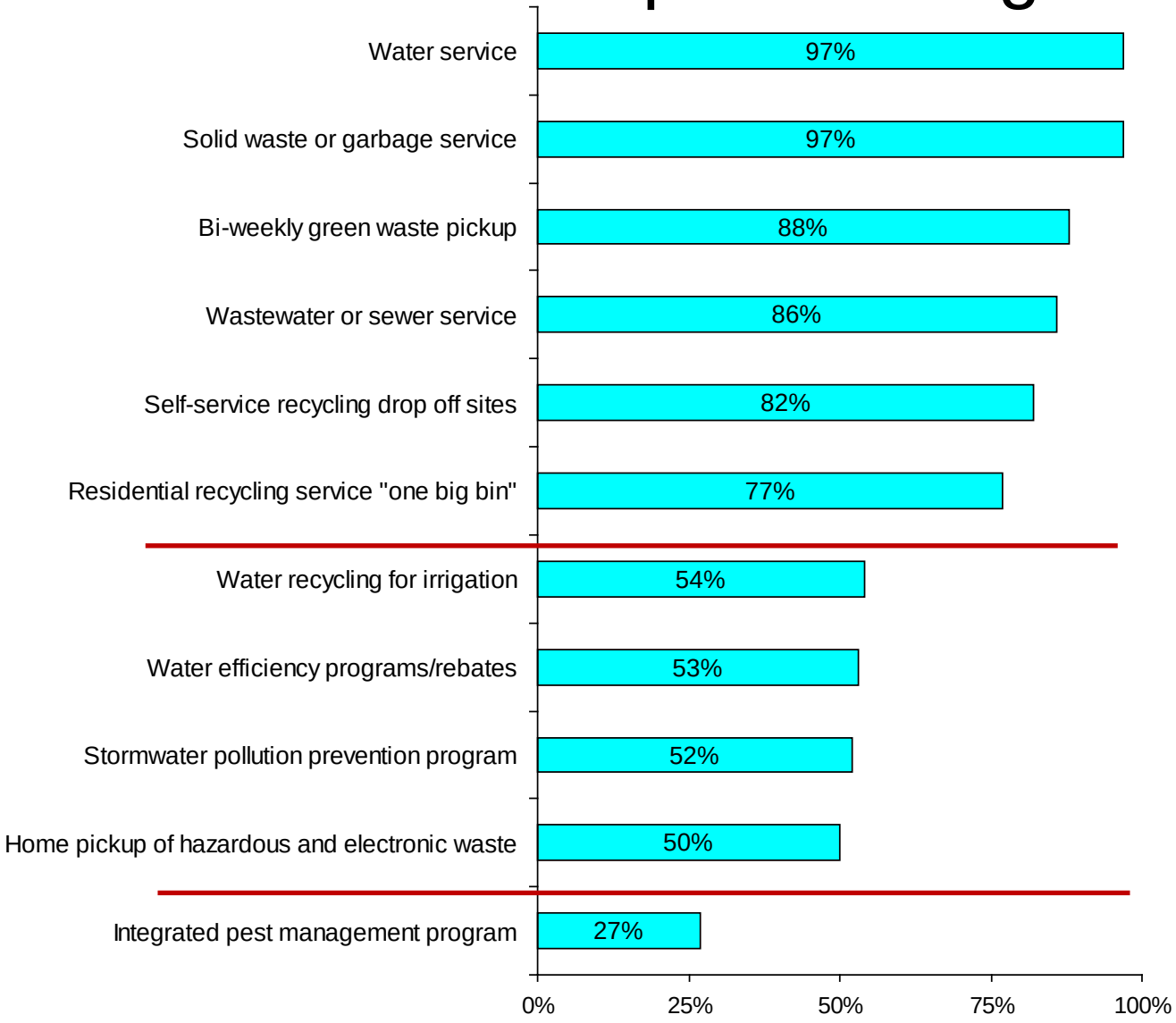
Awareness of Specific Programs



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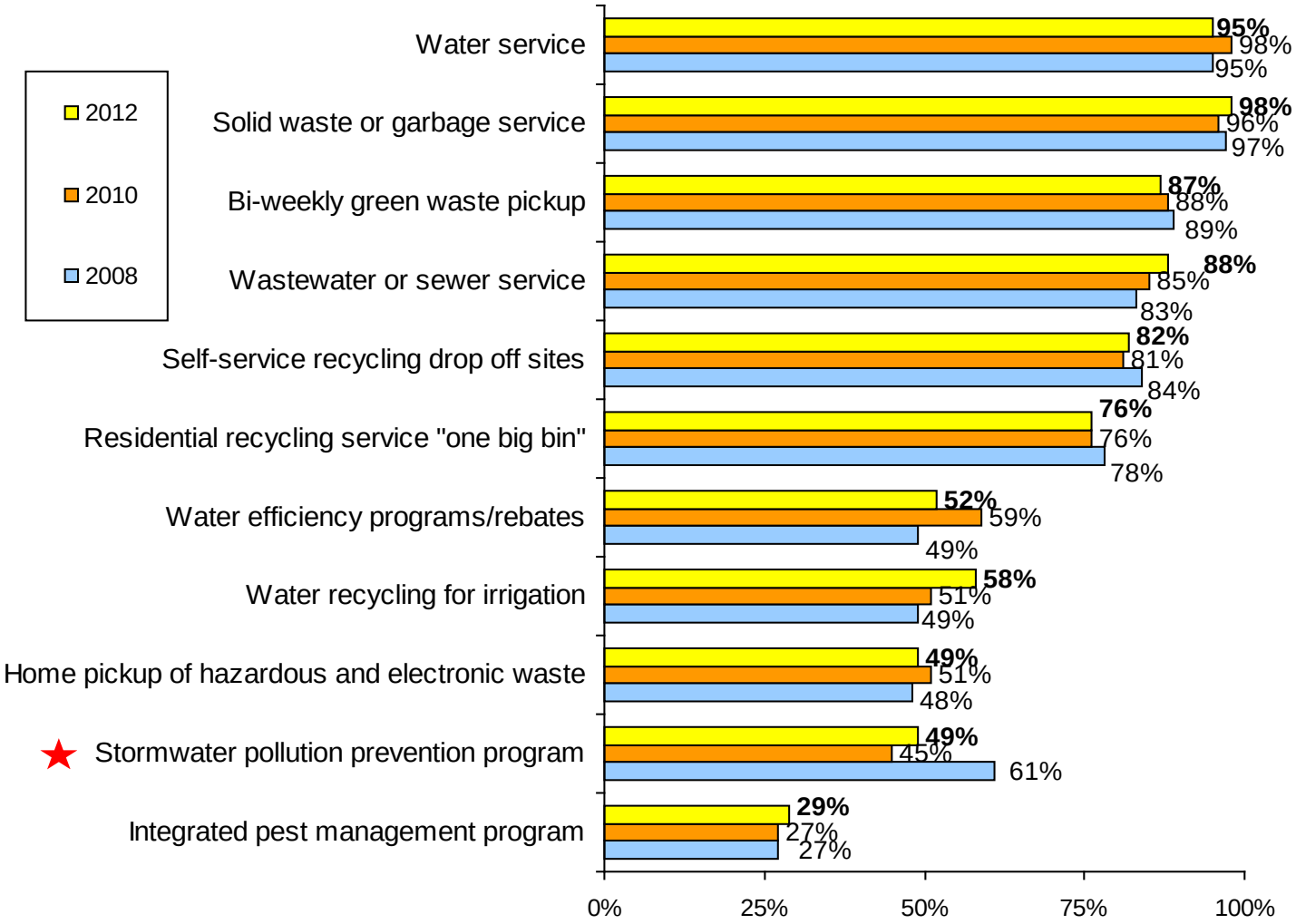
Awareness of Specific Programs by Survey Year



★ significant difference between survey years

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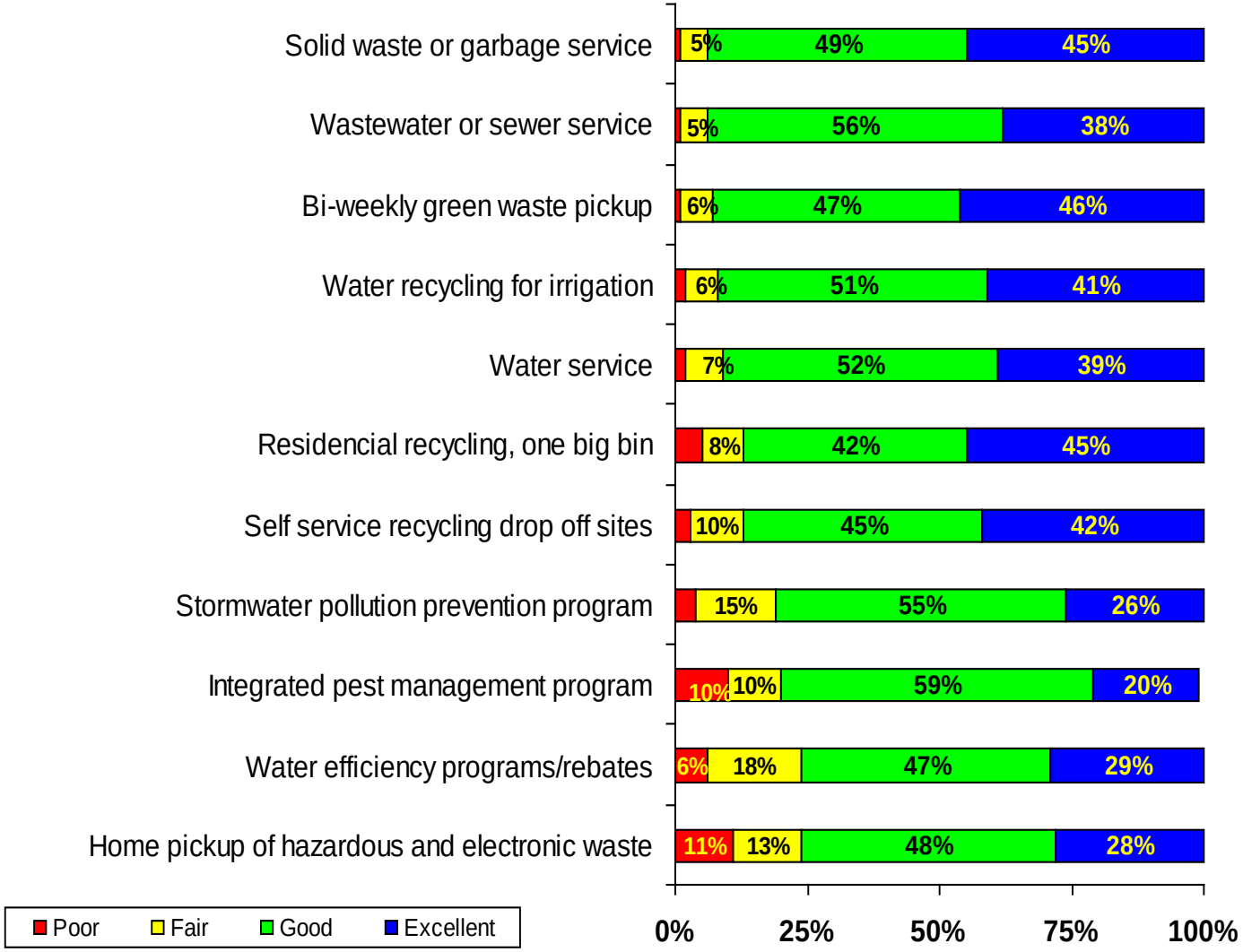
Ratings of General Programs & Services

(excluding undecided responses)



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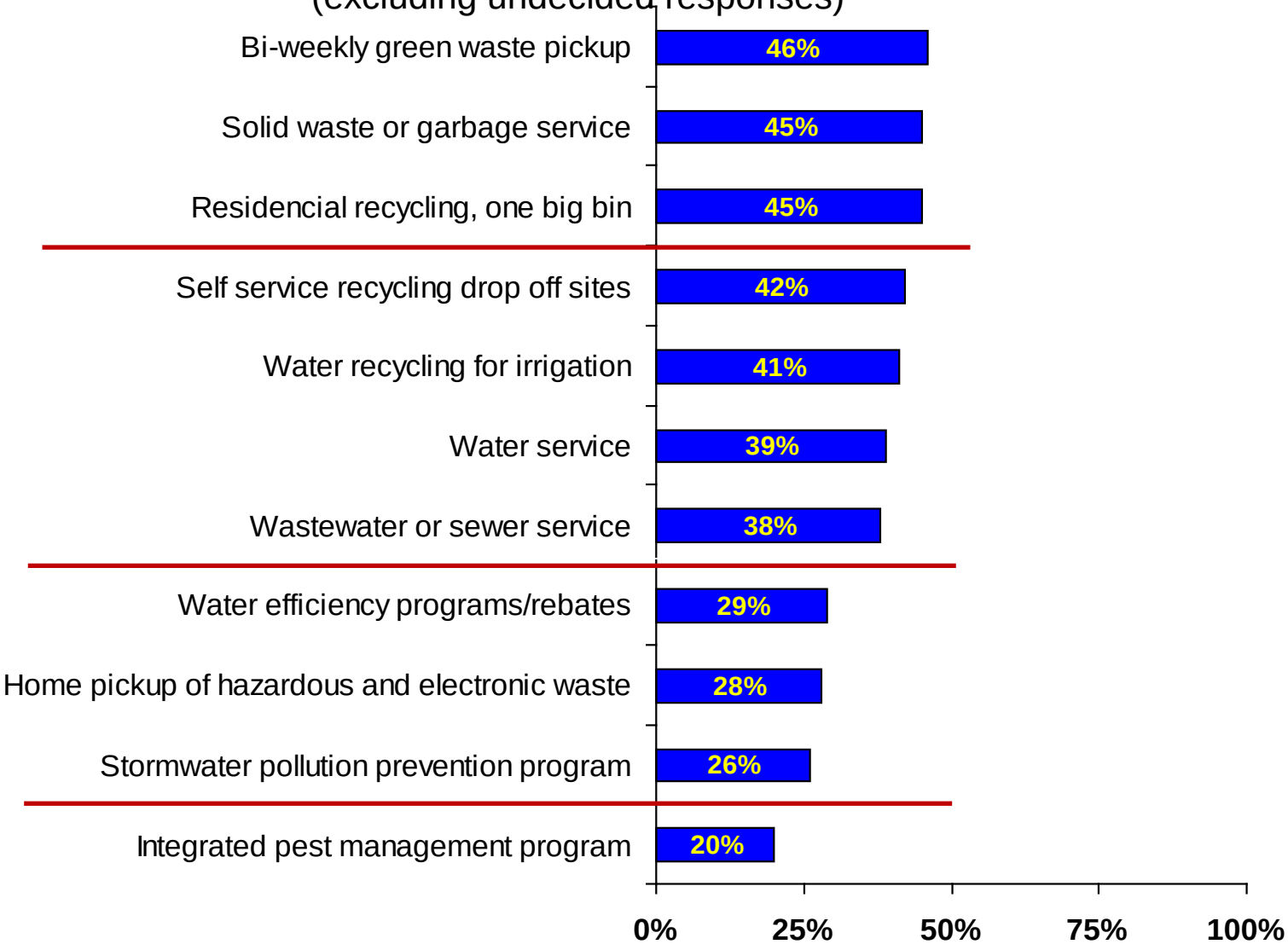
Excellent Ratings of General Programs & Services

(excluding undecided responses)



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Ratings of General Programs & Services

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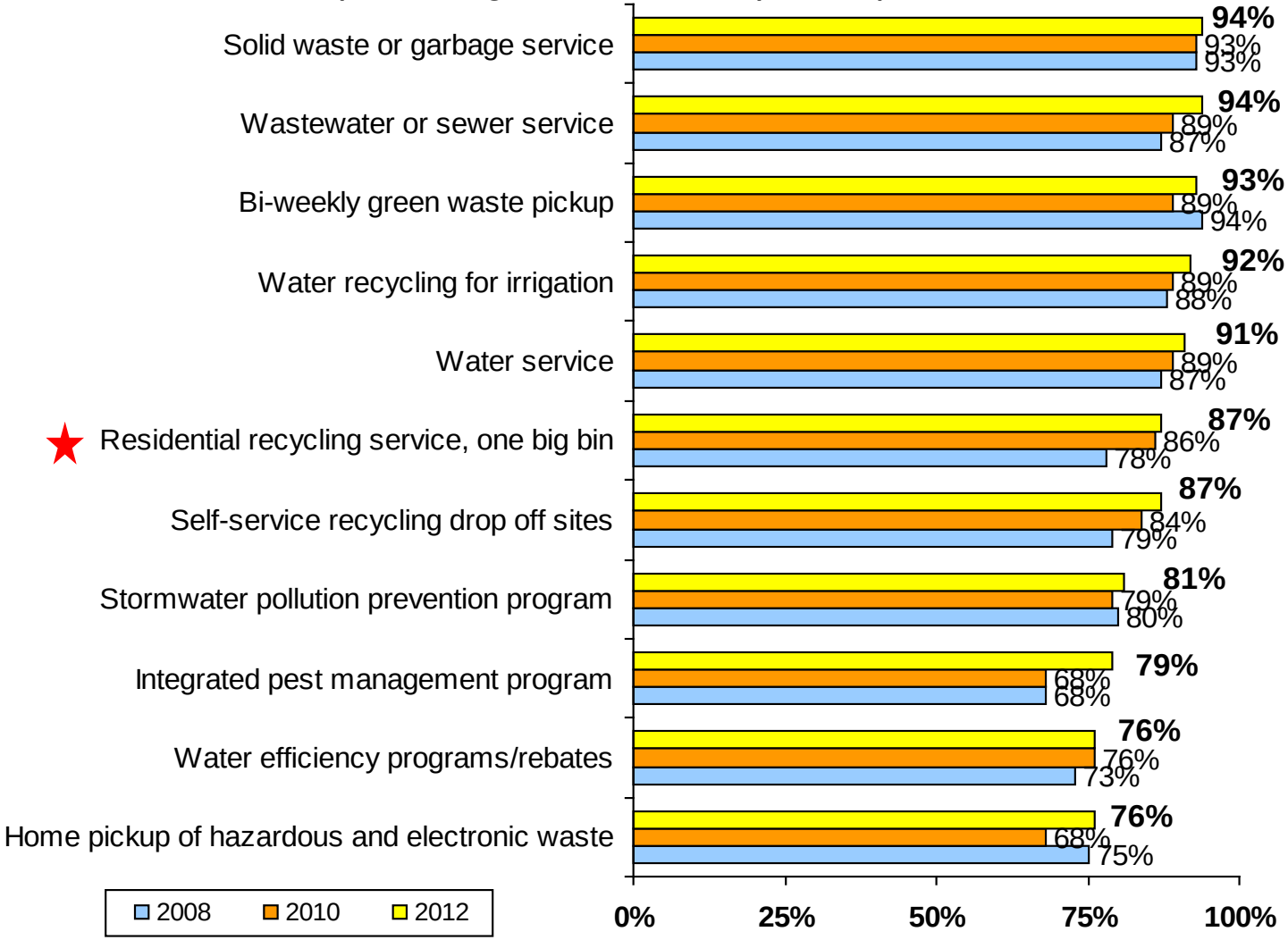

★ significant difference between survey years

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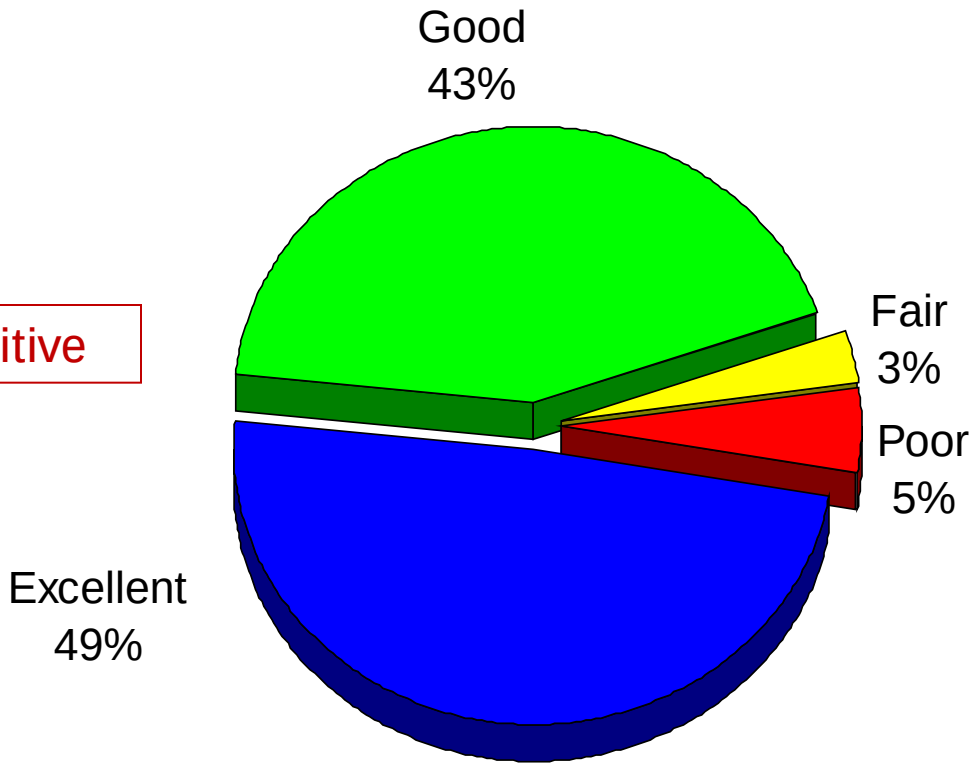
19% called EU about water, sewer or garbage service.

Ratings of Customer Service

(among those who called EU excluding undecided responses)

92% positive



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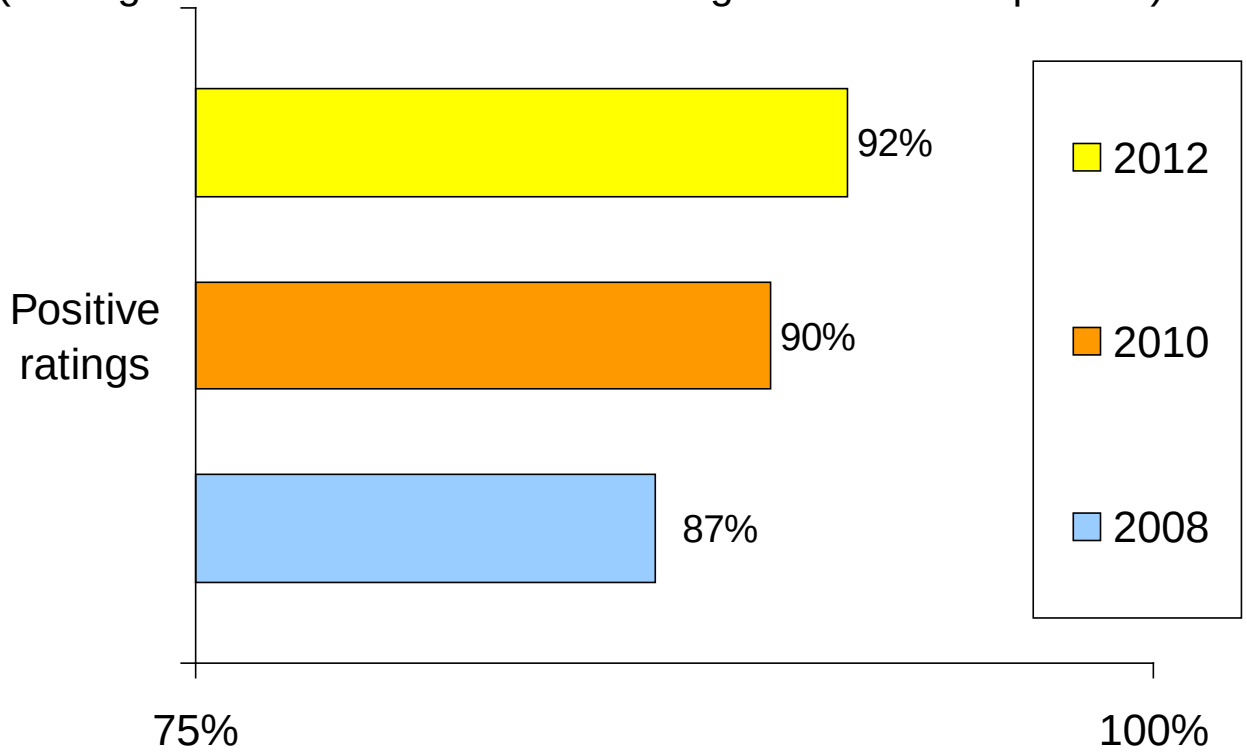
In 2012, 19% called EU about their service, compared with 21% in 2010 and 2008.

Overall Satisfaction with Customer Service by Survey Year

(among those who called EU excluding undecided responses)



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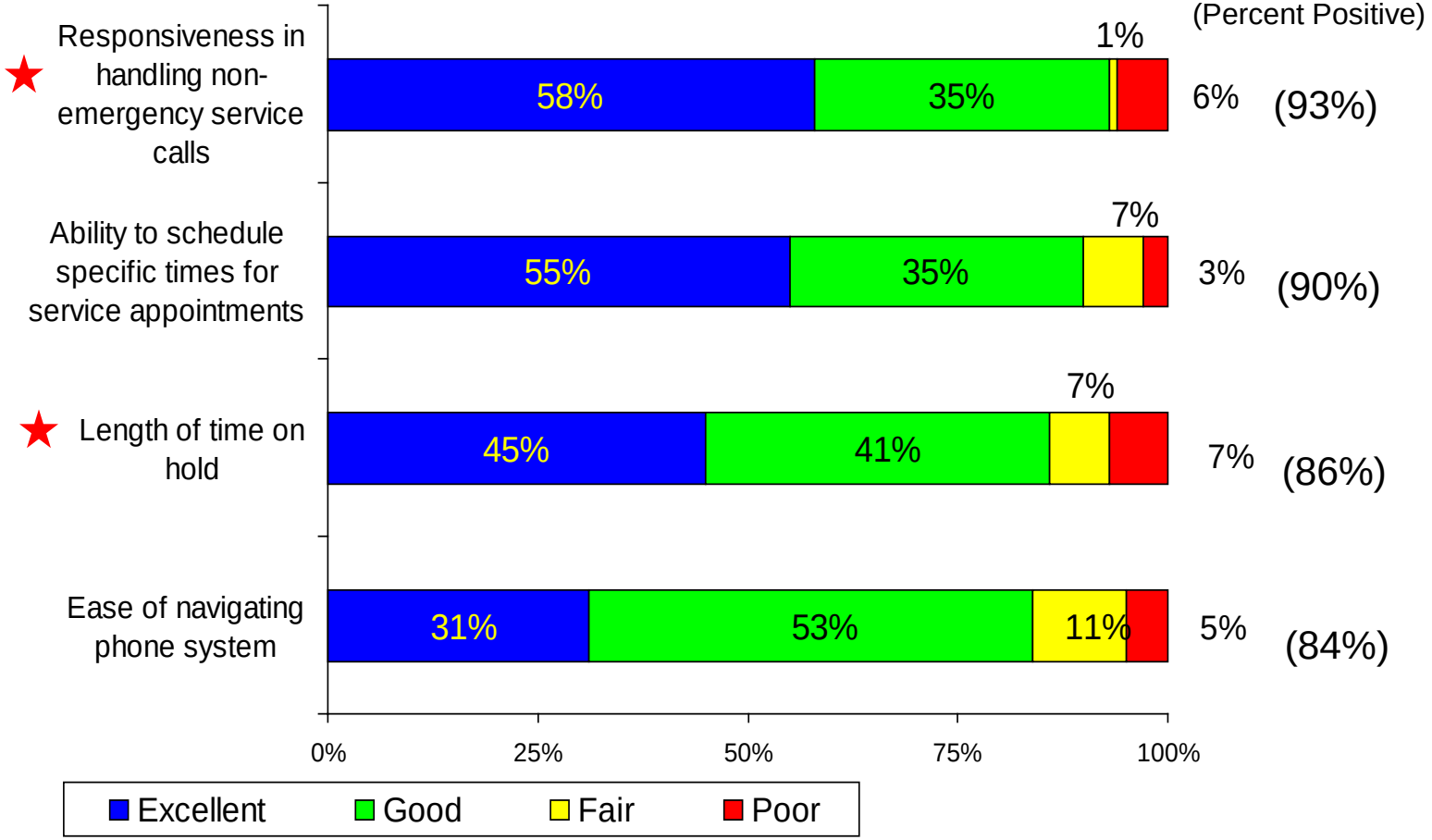
Customer Service Ratings

(among the 19% who called EU excluding undecided responses)

in terms of…



★ driver of satisfaction

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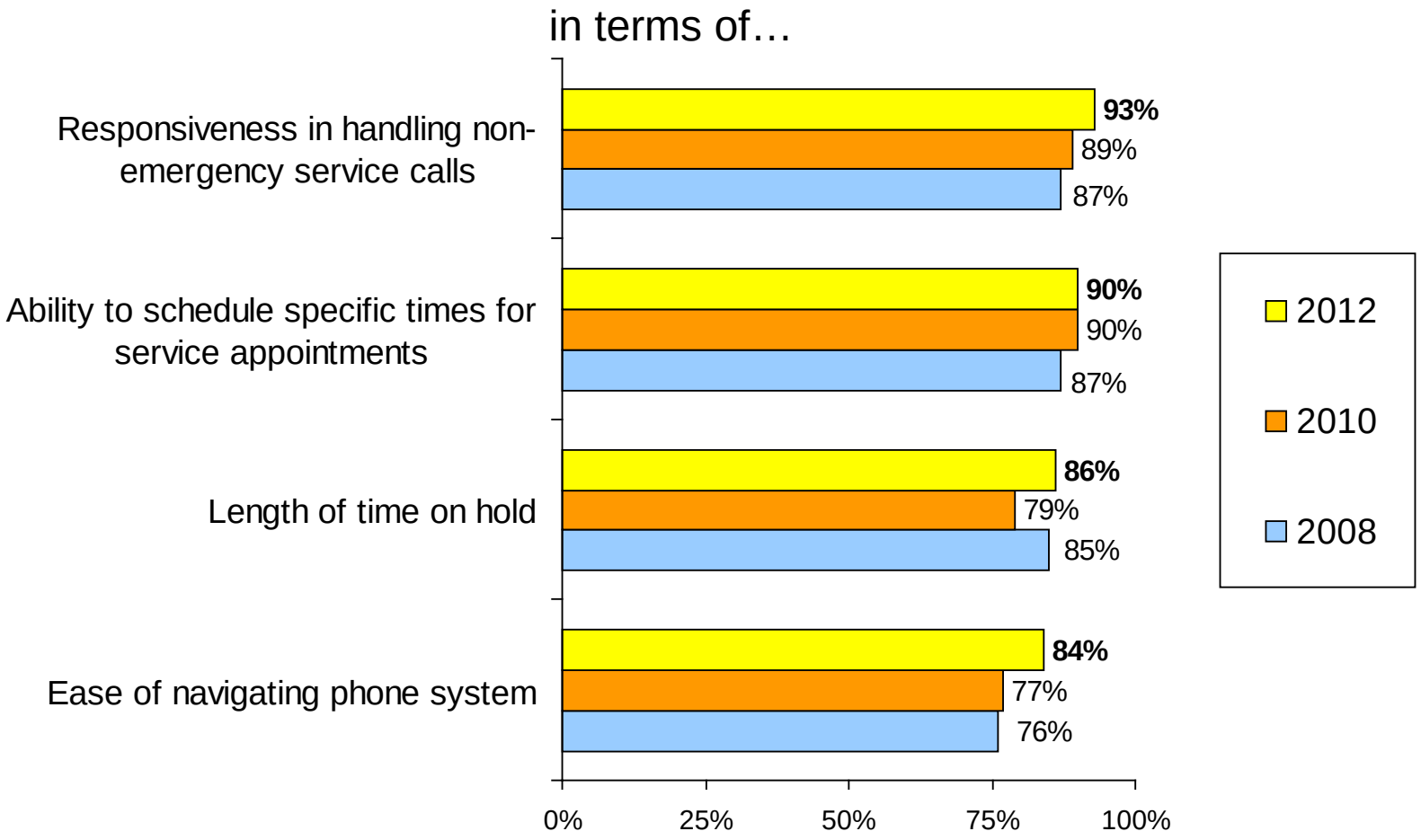
Positive Ratings by Survey Year: Customer Service

(among those who called EU excluding undecided responses)



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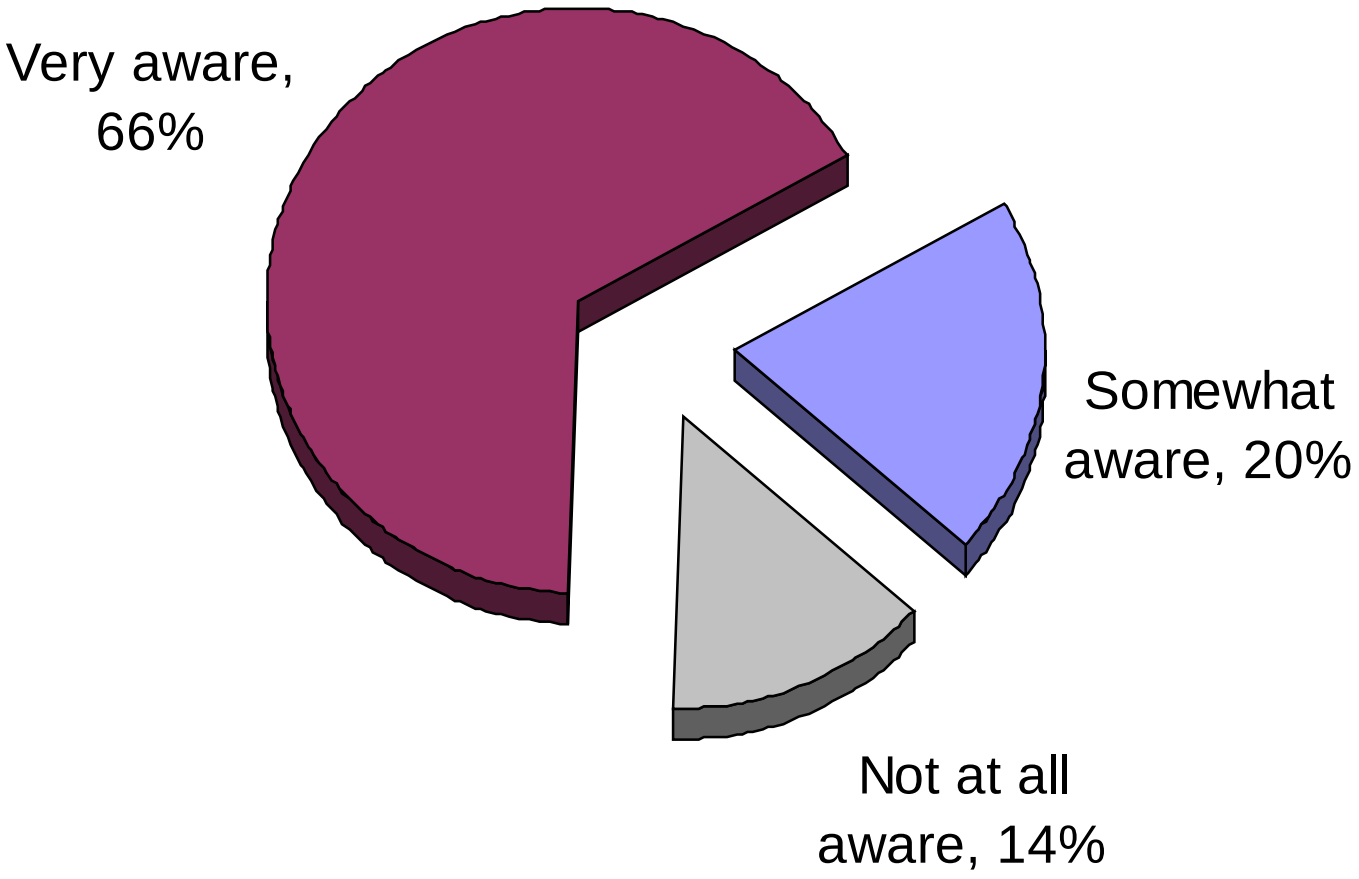
86% Aware of Trash Sorting & Recycling

(excluding undecided responses)



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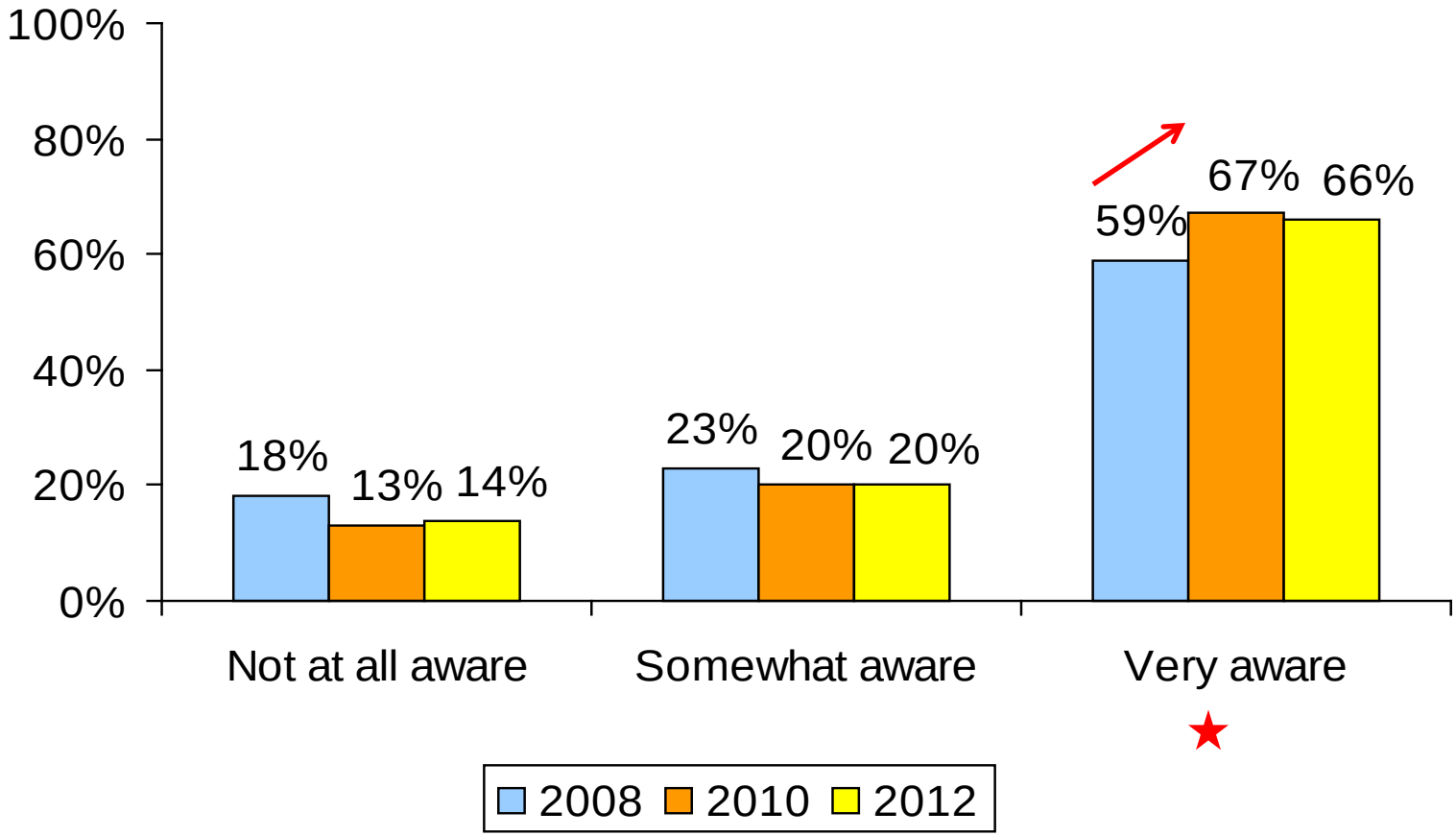
Awareness by Survey Year: Trash Sorting & Recycling

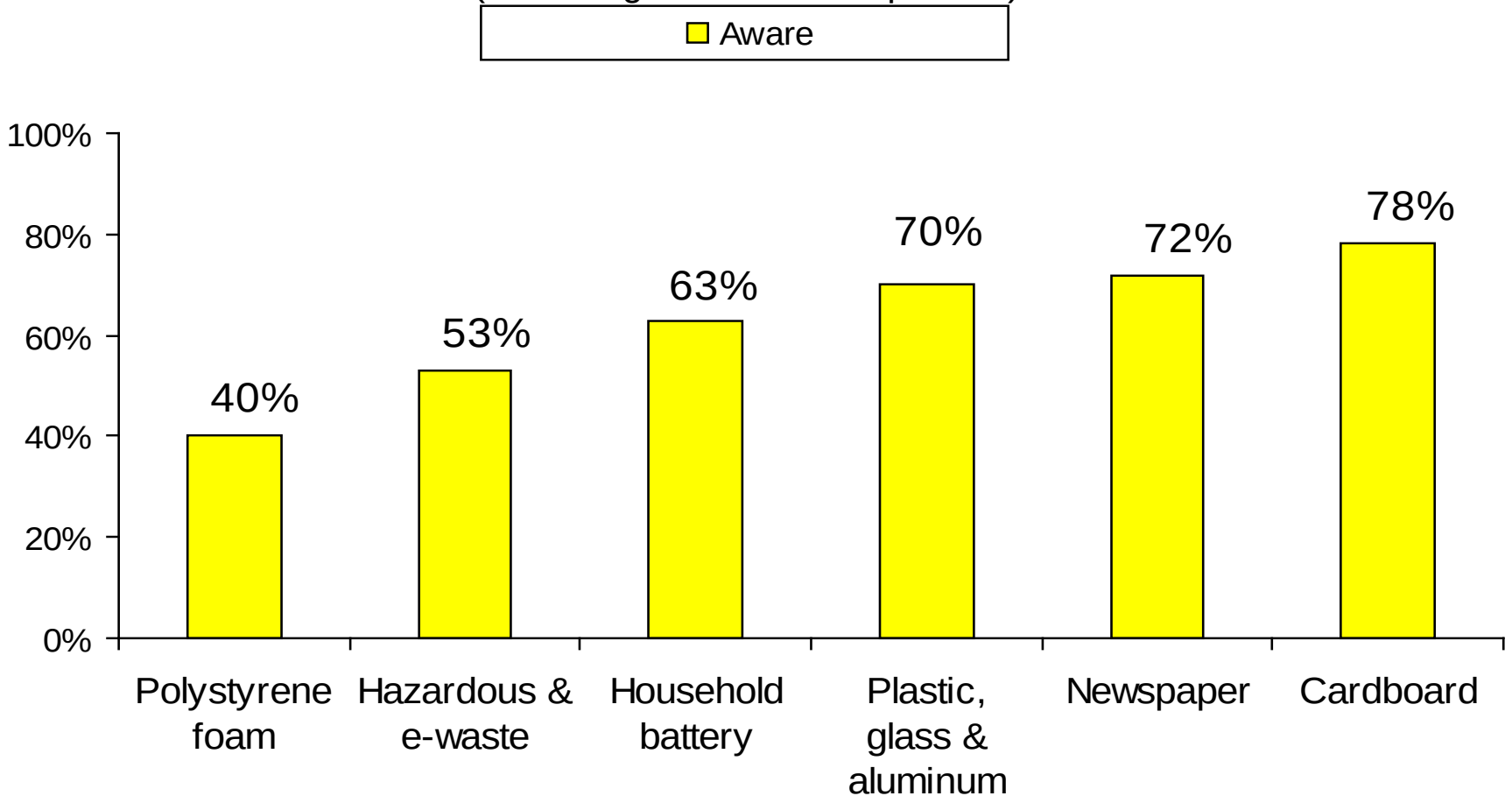
(excluding undecided responses)



★ significant difference between survey years

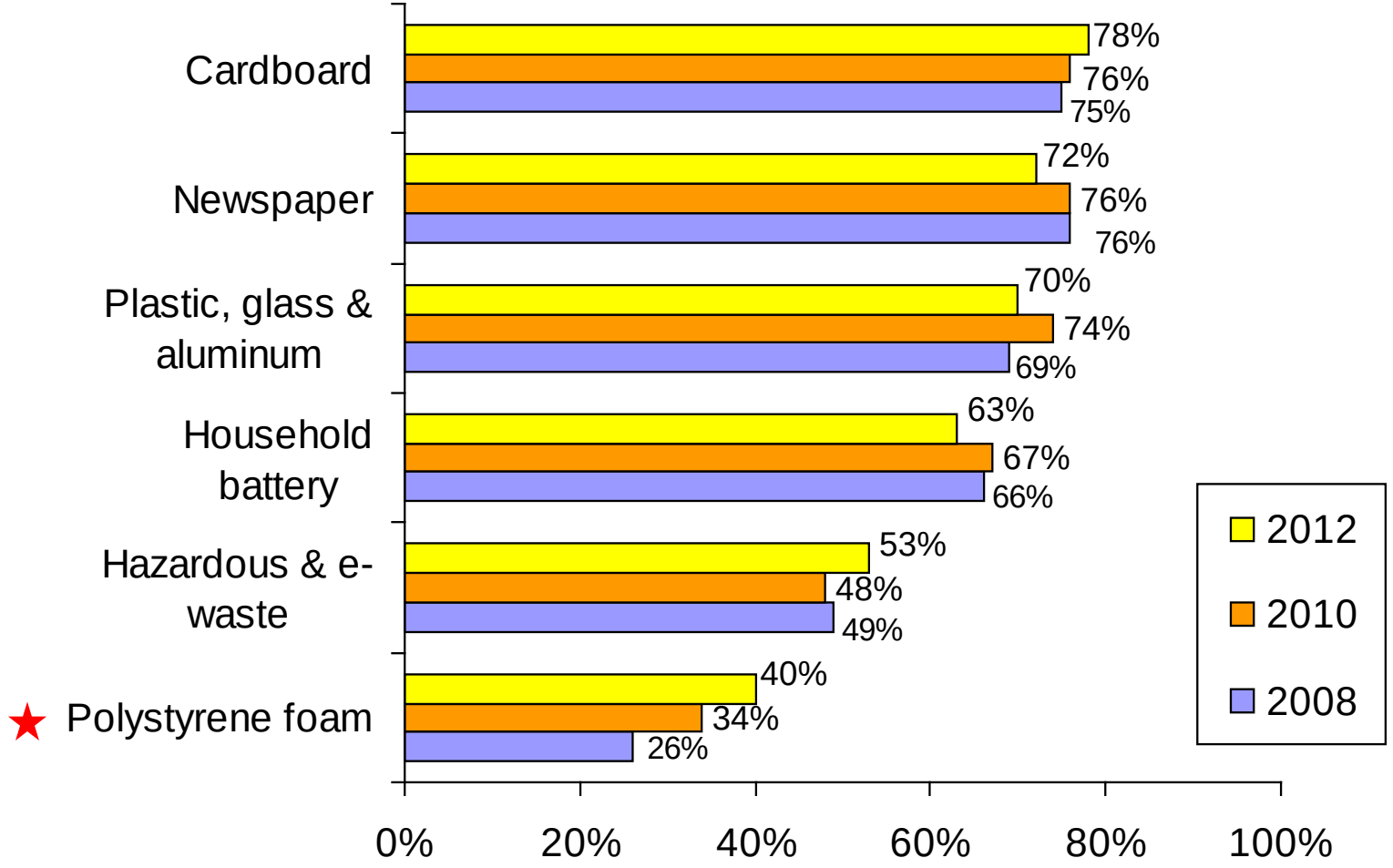
Awareness of EU's Recycling Programs

(excluding undecided responses)



Aware of EU's Recycling Programs

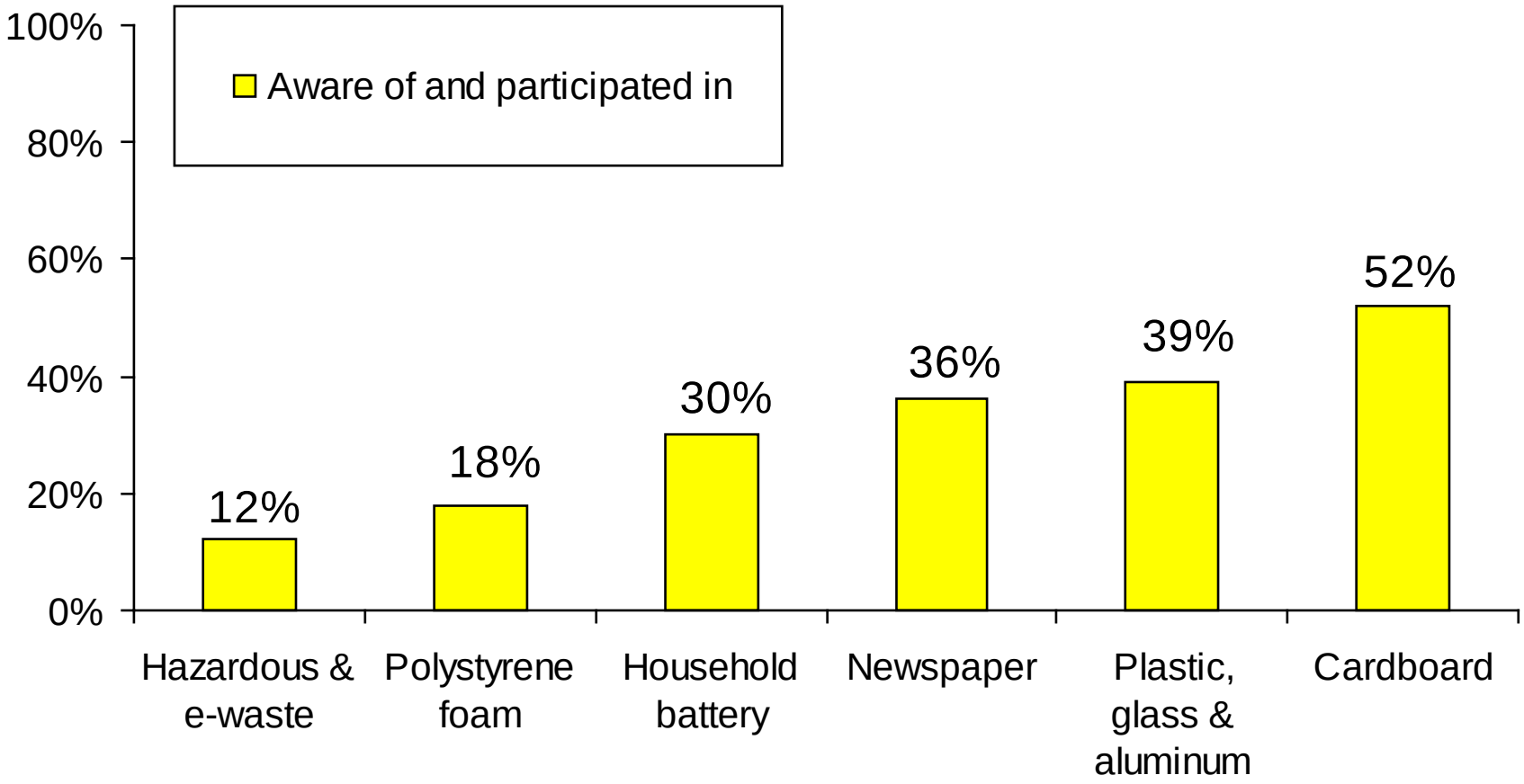
(excluding undecided responses)



★ significant difference between survey years

Participation in EU's Recycling Programs

(excluding undecided responses)



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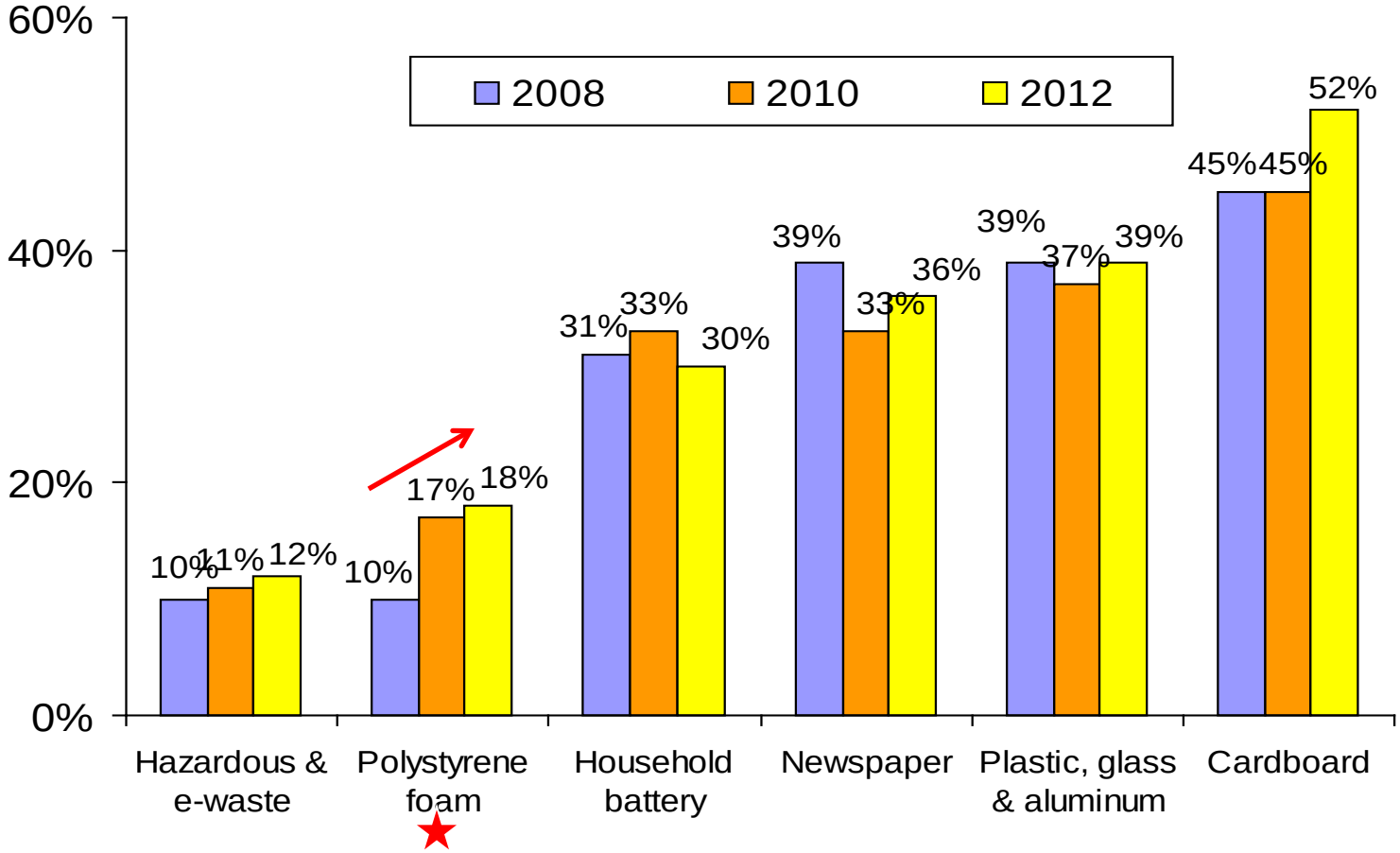
Usage of Recycling Drop-Off Sites by Survey Year

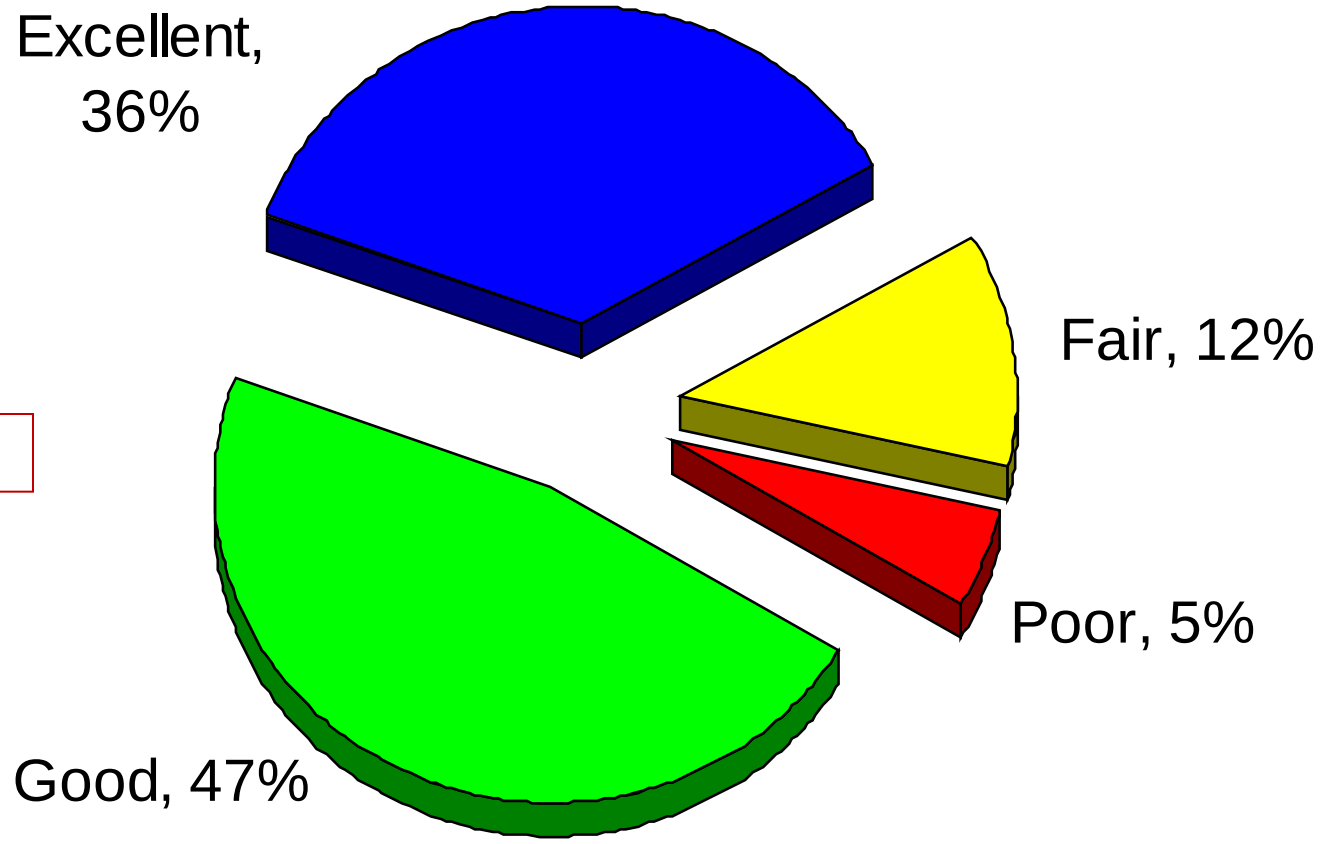
(excluding undecided responses)



★ significant difference between survey years

Overall Quality of Water Supplied to the home

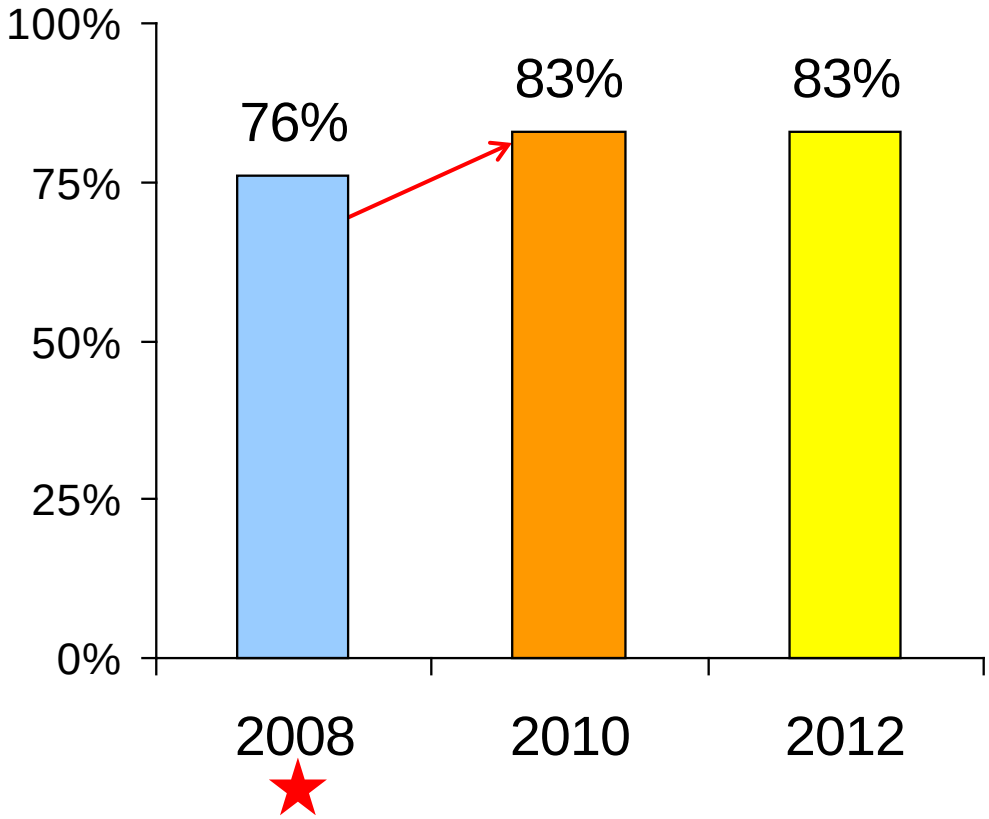
(excluding undecided responses)



83% positive

Positive Ratings of Overall Quality of Water by Survey Year

(excluding undecided responses)



★ significant difference between survey years

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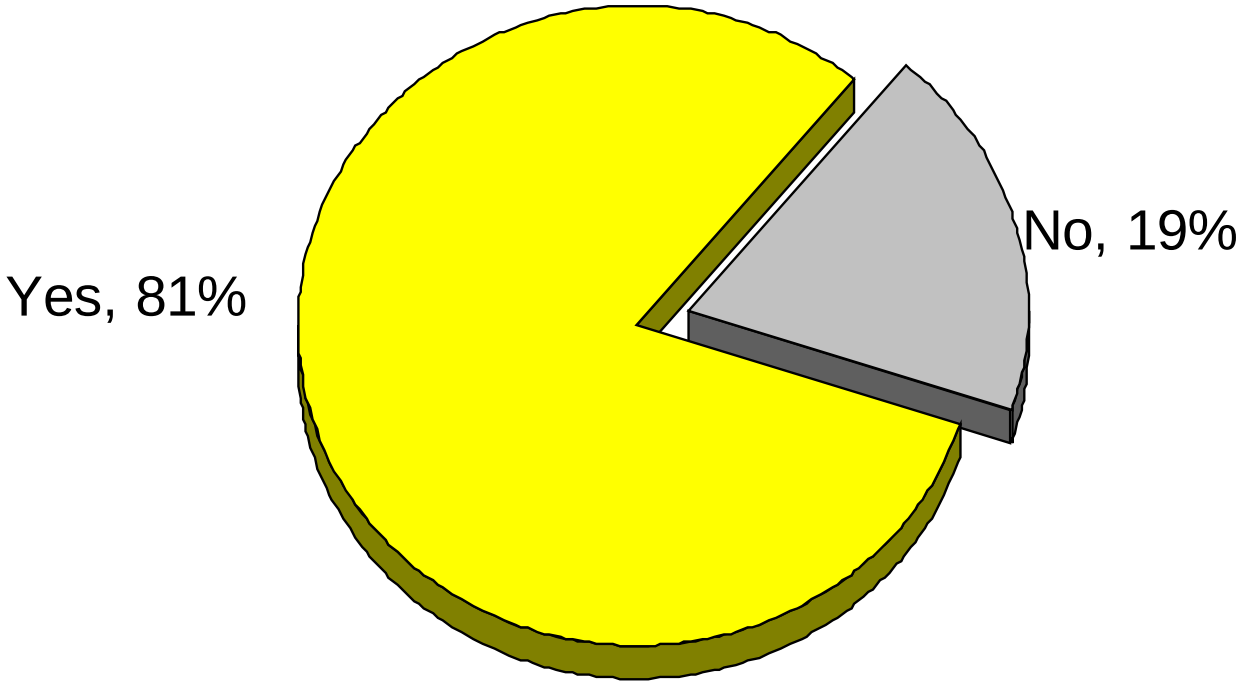
Did you know that the water provided to your home by the City of Roseville is fluoridated?

(excluding undecided responses)



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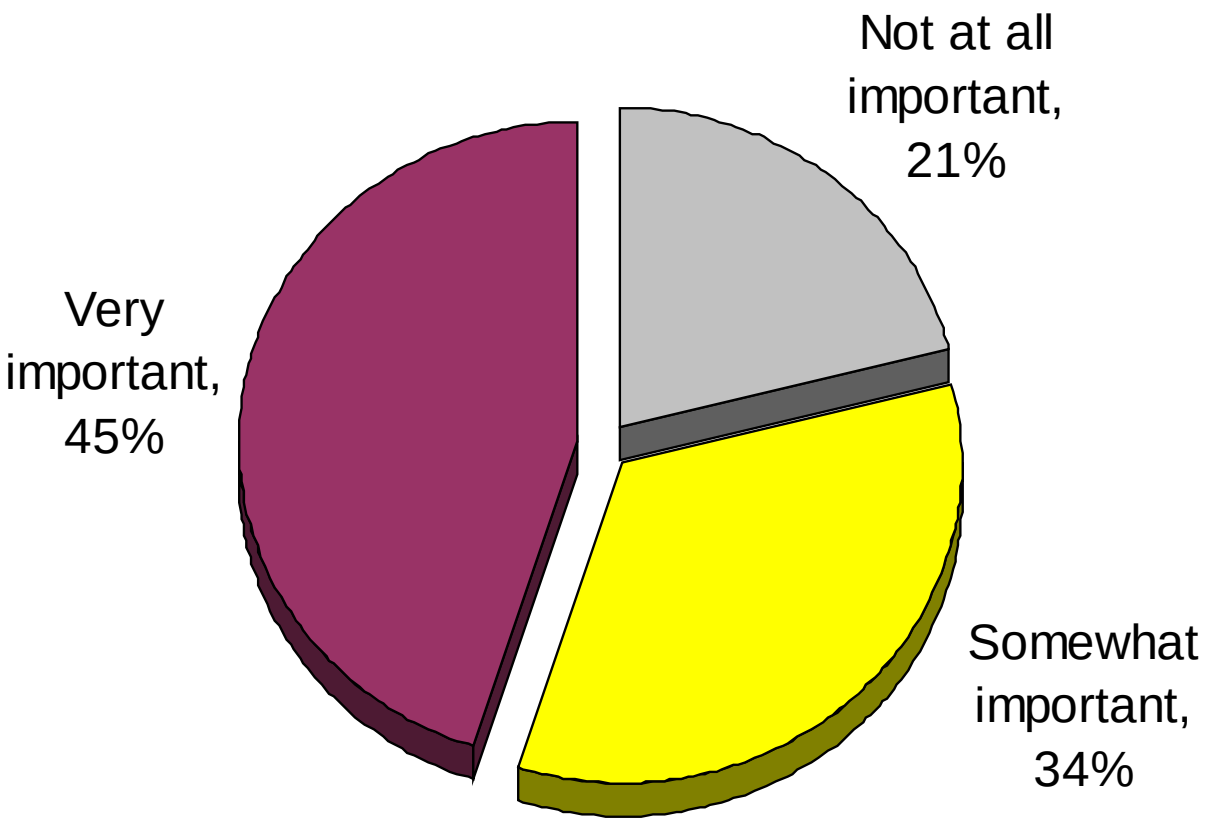
Importance of Fluoridated Water

(excluding undecided responses)



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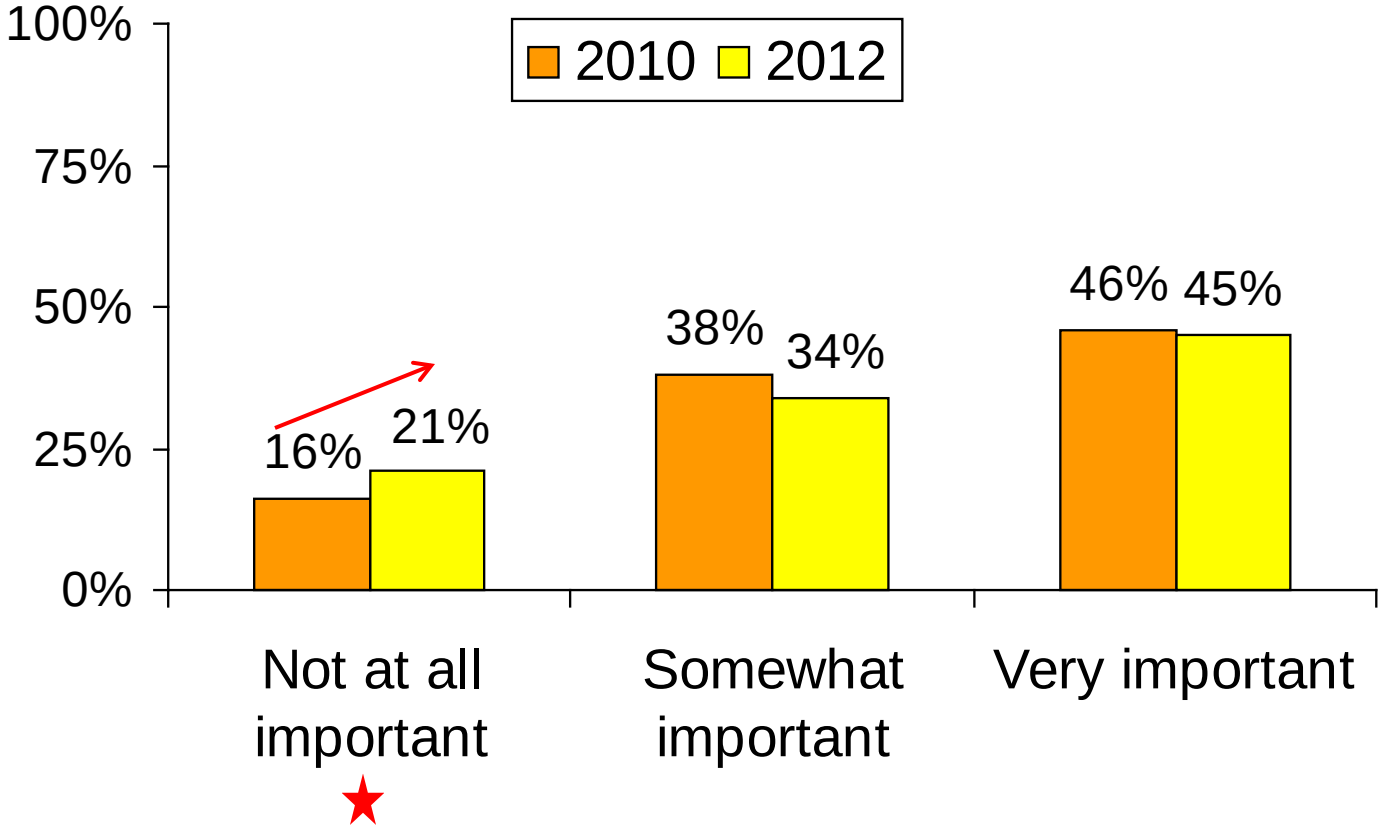
Importance Ratings of Water Fluoridation by Survey Year

(excluding undecided responses)



★ significant difference between survey years

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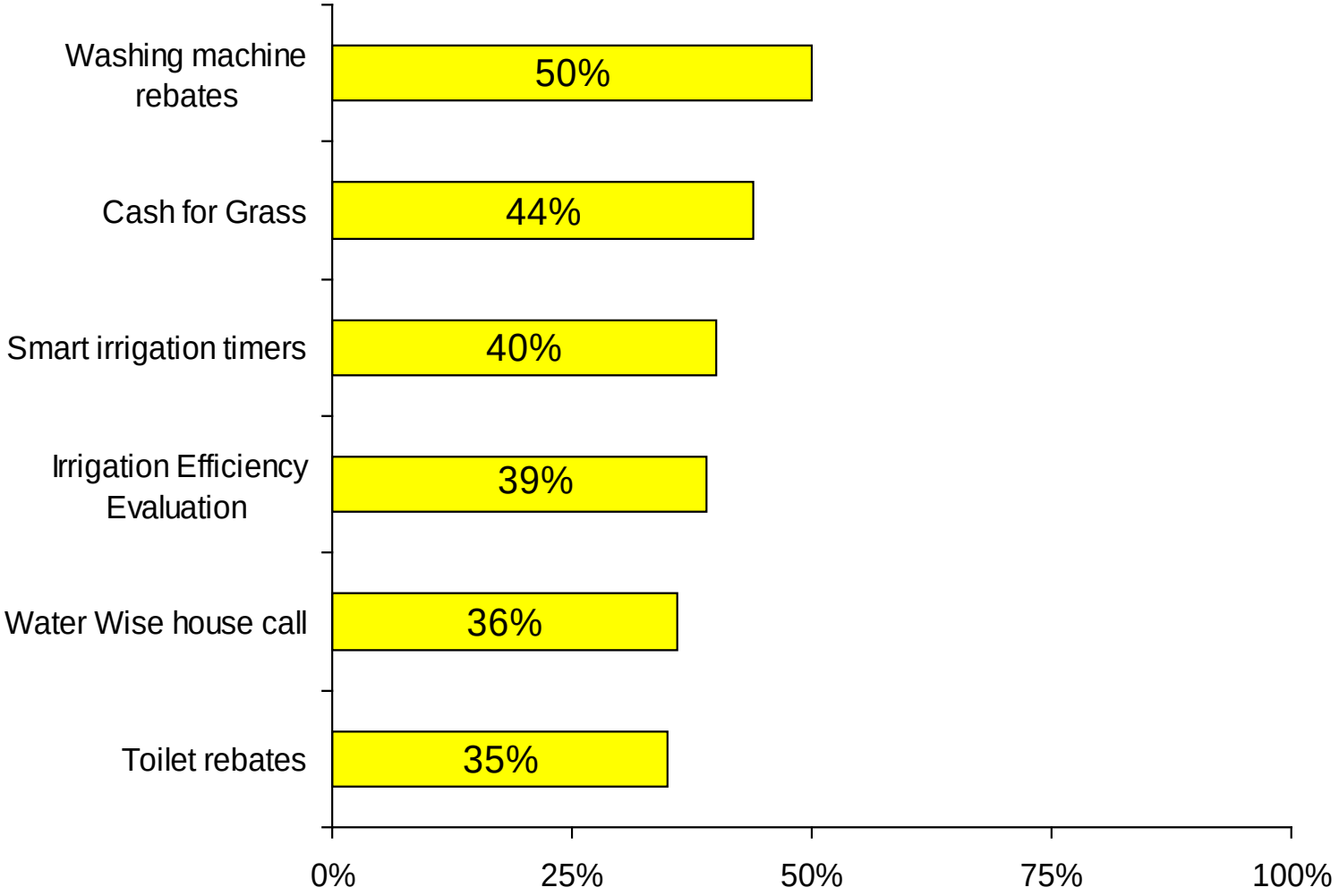
Awareness of EU's Water Efficiency Programs

(excluding undecided responses)



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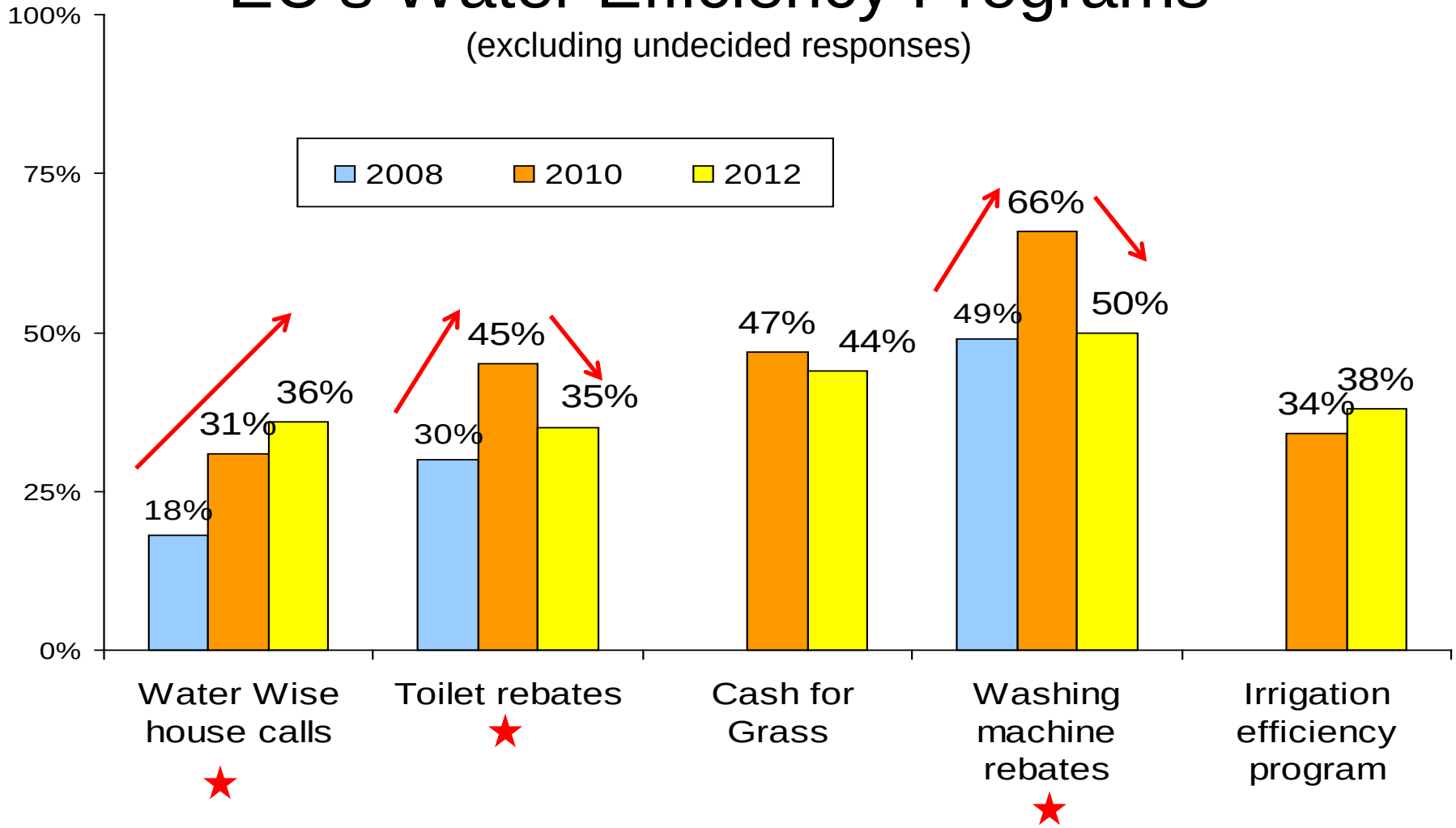
Awareness by Survey Year: EU's Water Efficiency Programs

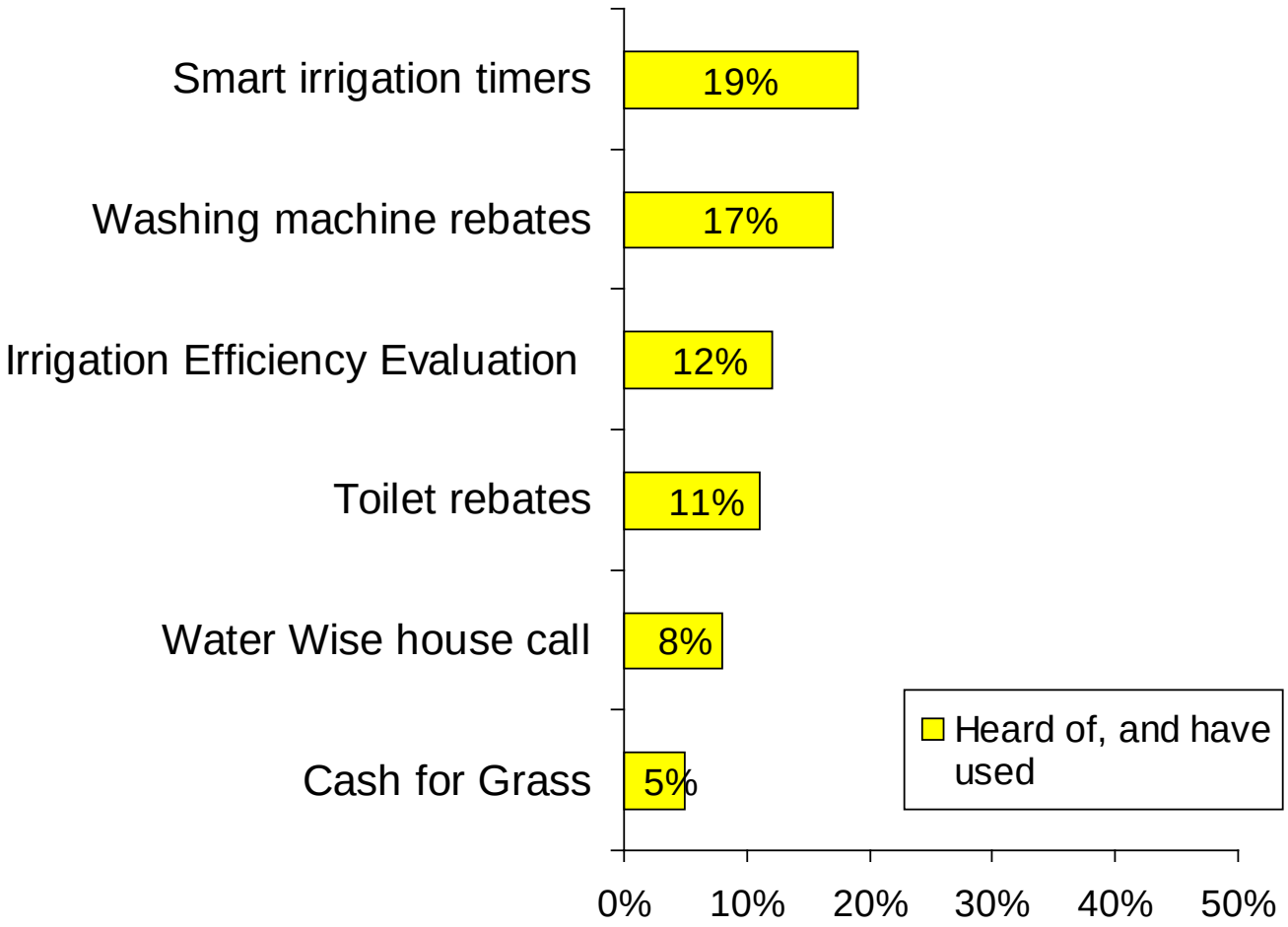
(excluding undecided responses)



★ significant difference between survey years

Participation in EU's Water Efficiency Programs

(excluding undecided responses)



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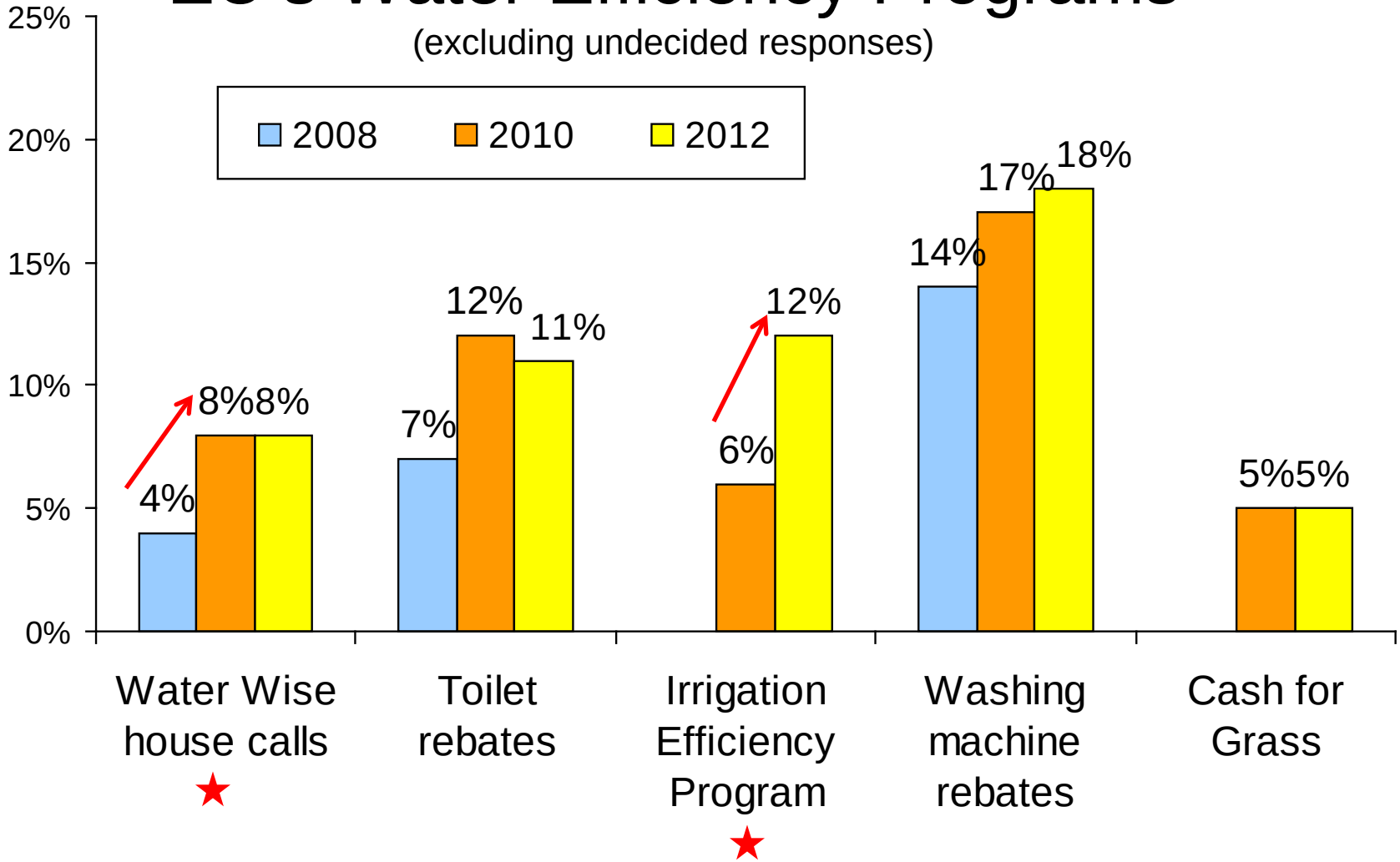
Participation by Survey Year: EU's Water Efficiency Programs

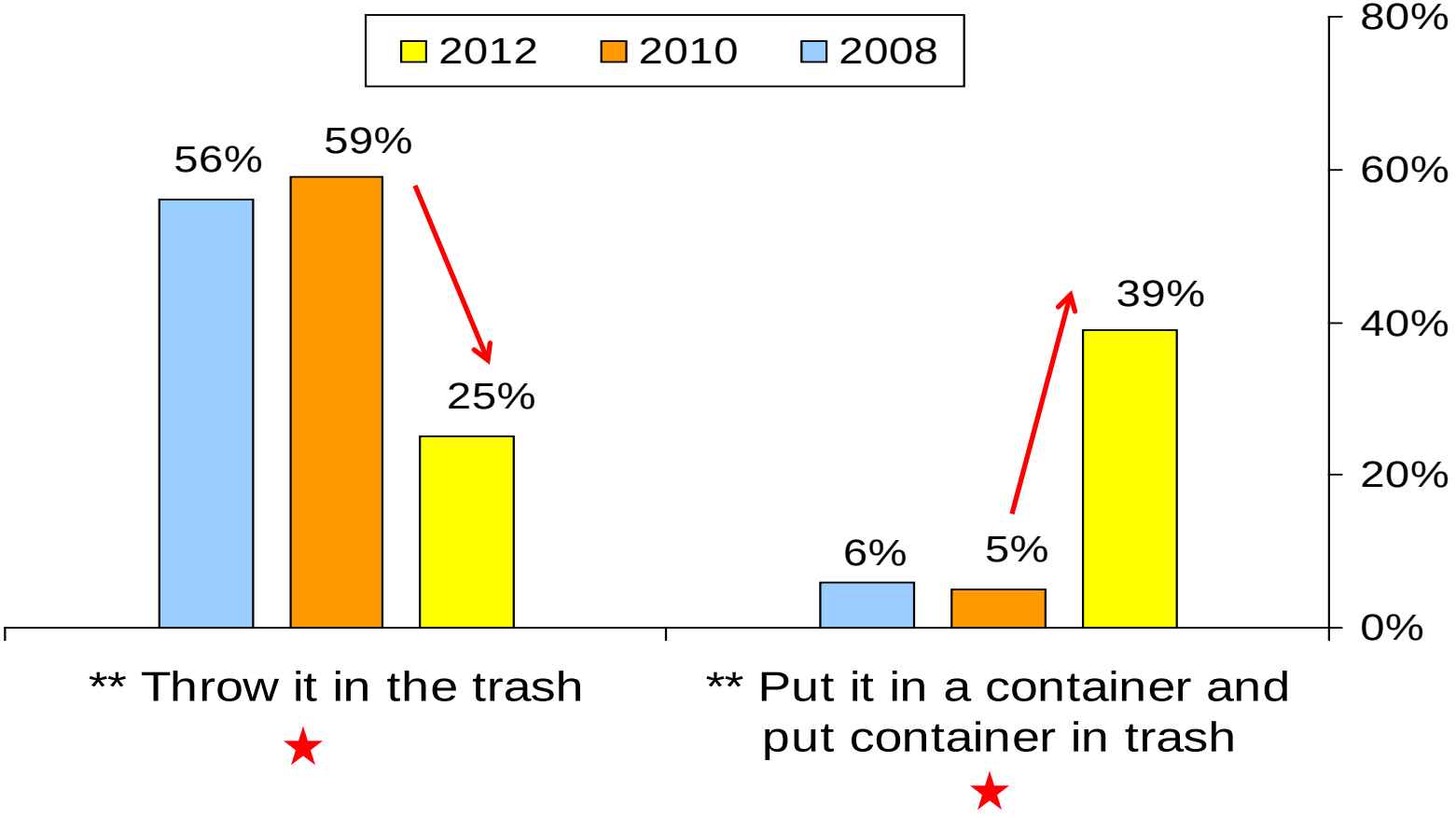
(excluding undecided responses)



★ significant difference between survey years

Typical FOG Disposal Method by Survey Year

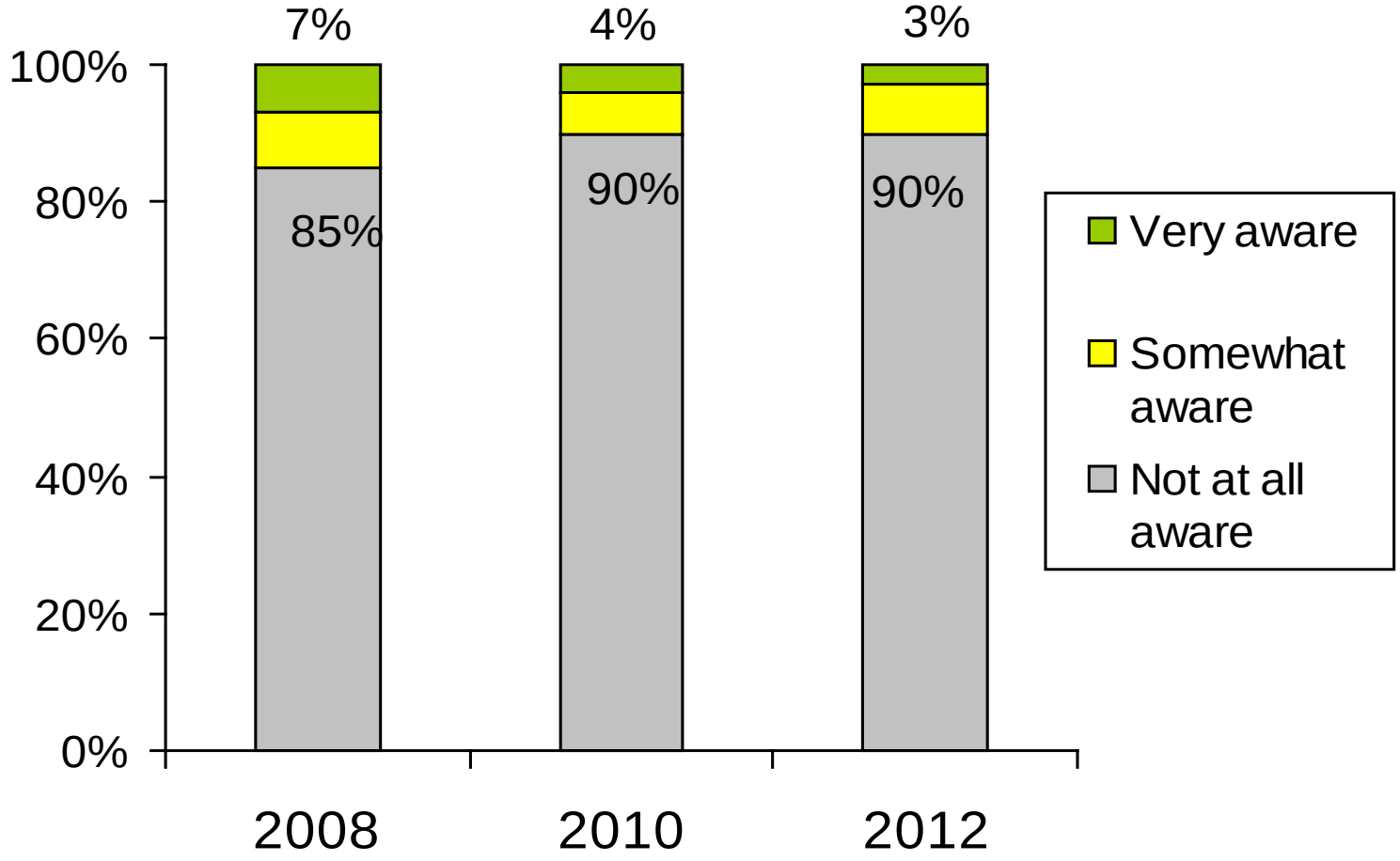
(excluding undecided responses)



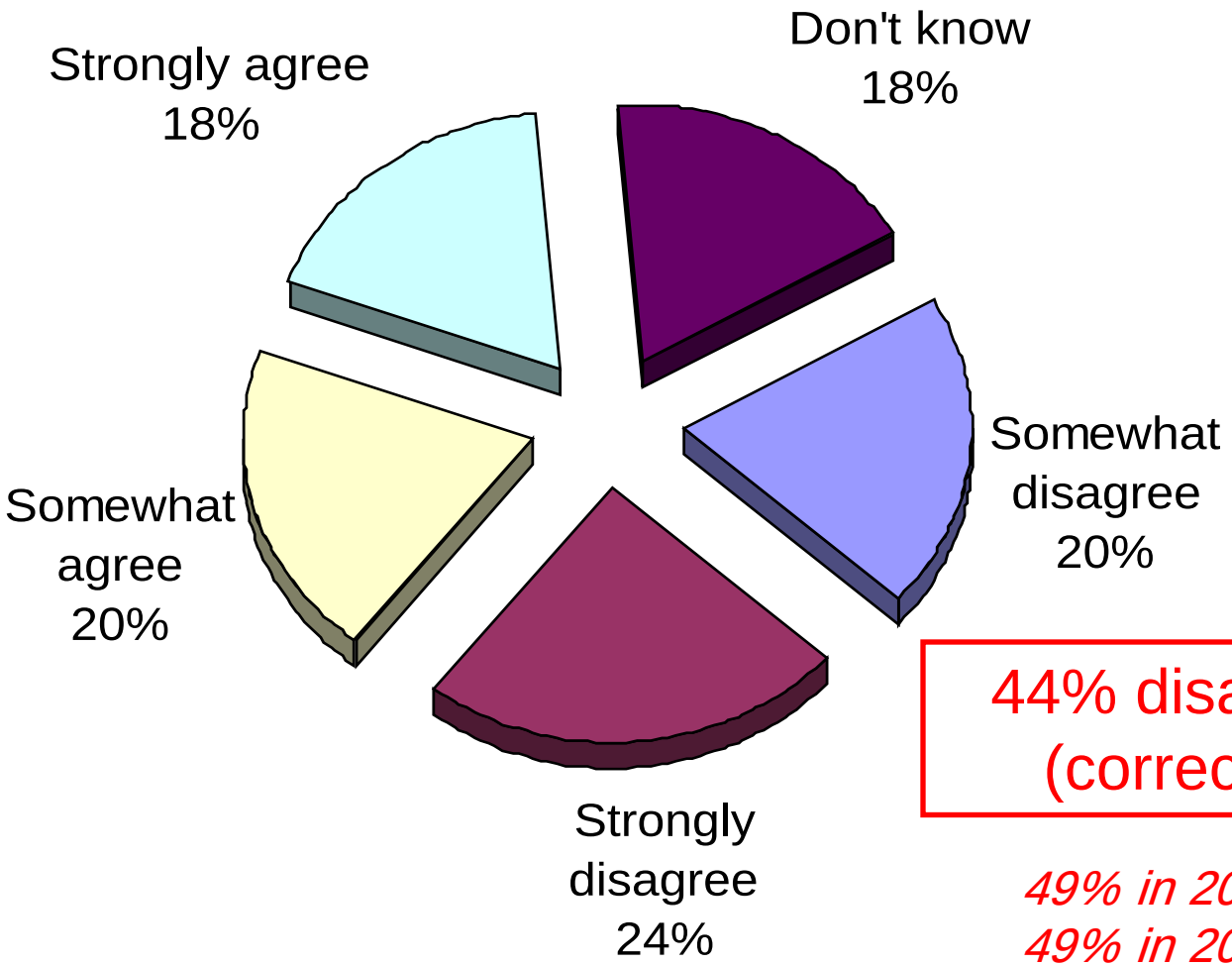
★ significant difference between survey years

By Survey Year: Awareness of FOG Program

(excluding undecided responses)



“Everything that enters storm drains is treated and filtered to remove pollution.”



44% disagree (correctly)

49% in 2010
49% in 2008

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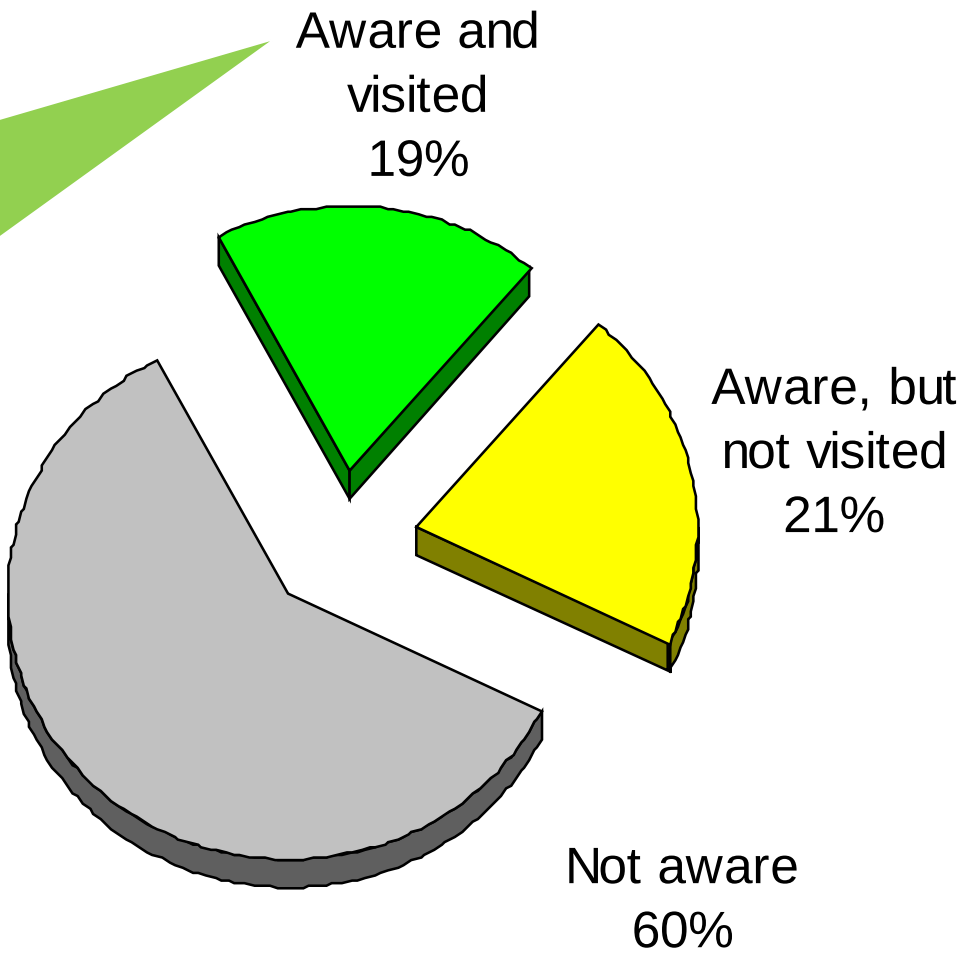
Awareness of City's Utility Exploration Center

(excluding undecided responses)

Main Reason for Visit:
- Curiosity (26%)
- Take children (24%)
- Next to library (20%)
- Field trip (8%)
- Class (5%)
- Green Day Fair (3%)
- Other (14%)



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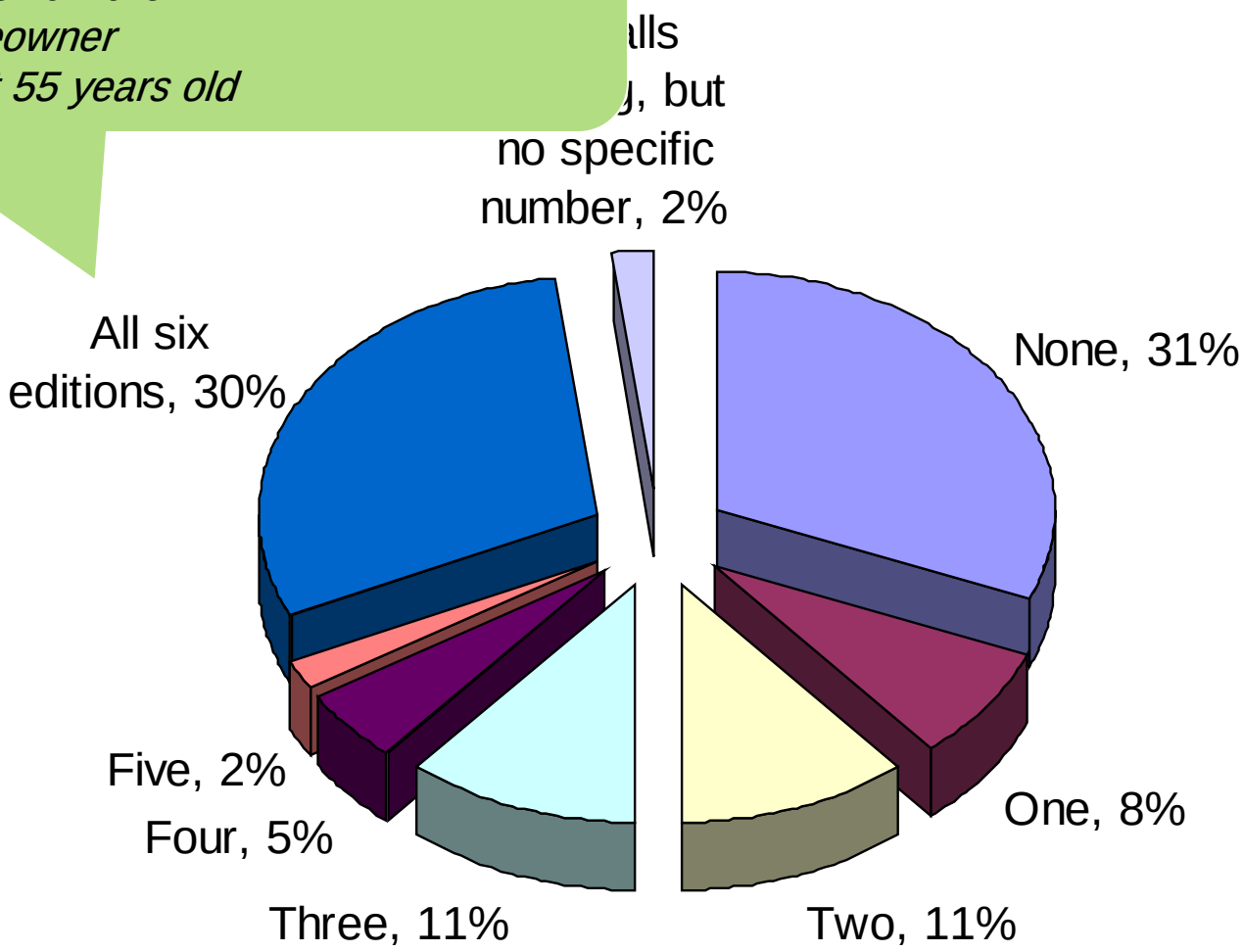
Frequency of Reading the EU Today

2 months

t recall receiving responses)

Loyal readers were more likely to:
- *live alone or with one other person*
- *not live with children*
- *be a homeowner*
- *be at least 55 years old*



Communication Ch

(excluding undecid

Those who **preferred email** were more likely to:
- *live with children*
- *live with at least two other people*
- *be younger than 65 years old*
- *have household earnings of $100,000+*

	In the M	***Other***
Mailed in utility bill	28%	
In an e-mail		32%
Regular mail separate from utility bill	24%	
In EU Today newsletter	8%	
Other		8%
TOTAL	**60%**	**40%**

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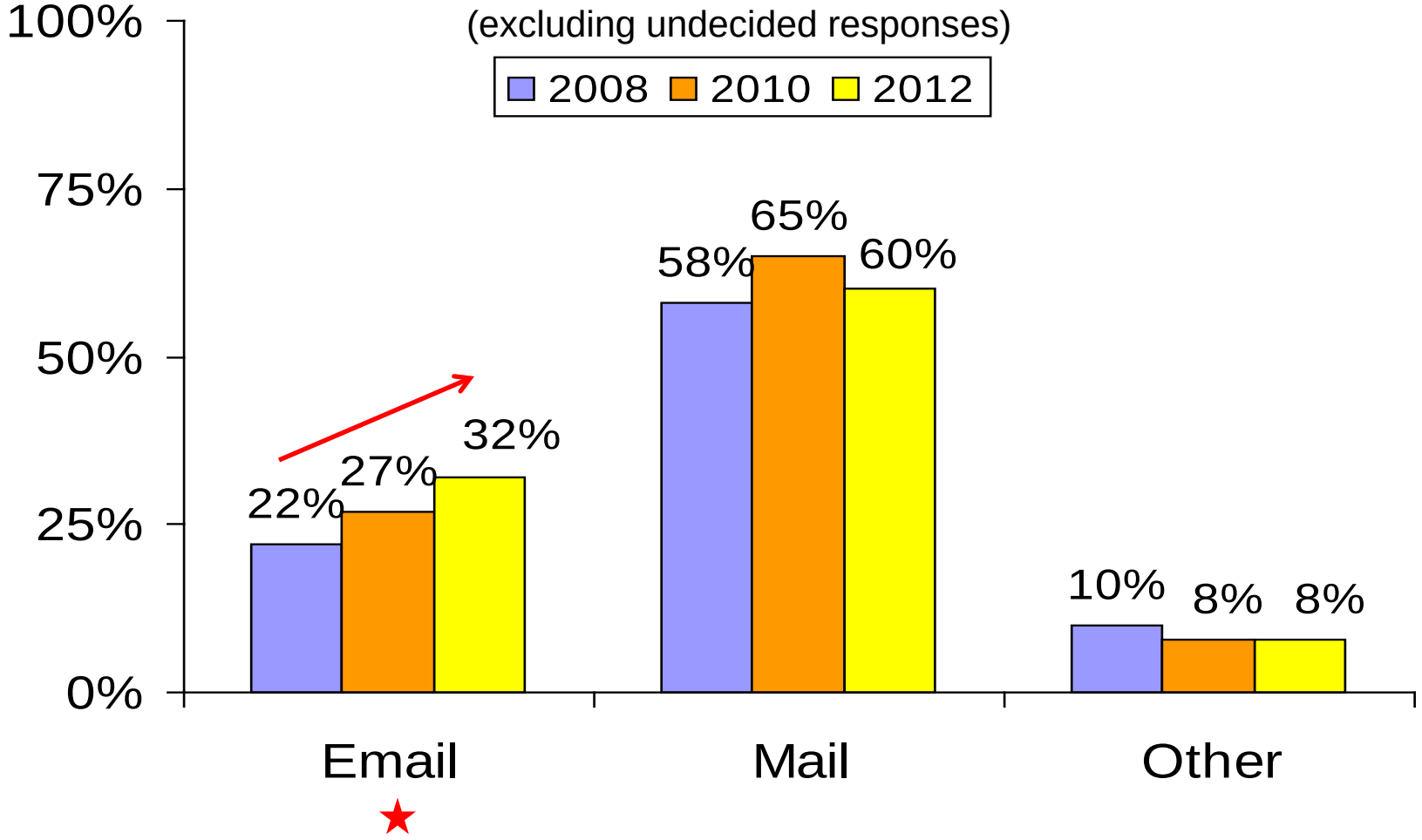
Communication Channel Preference by Survey Year

(excluding undecided responses)



★ significant difference between survey years

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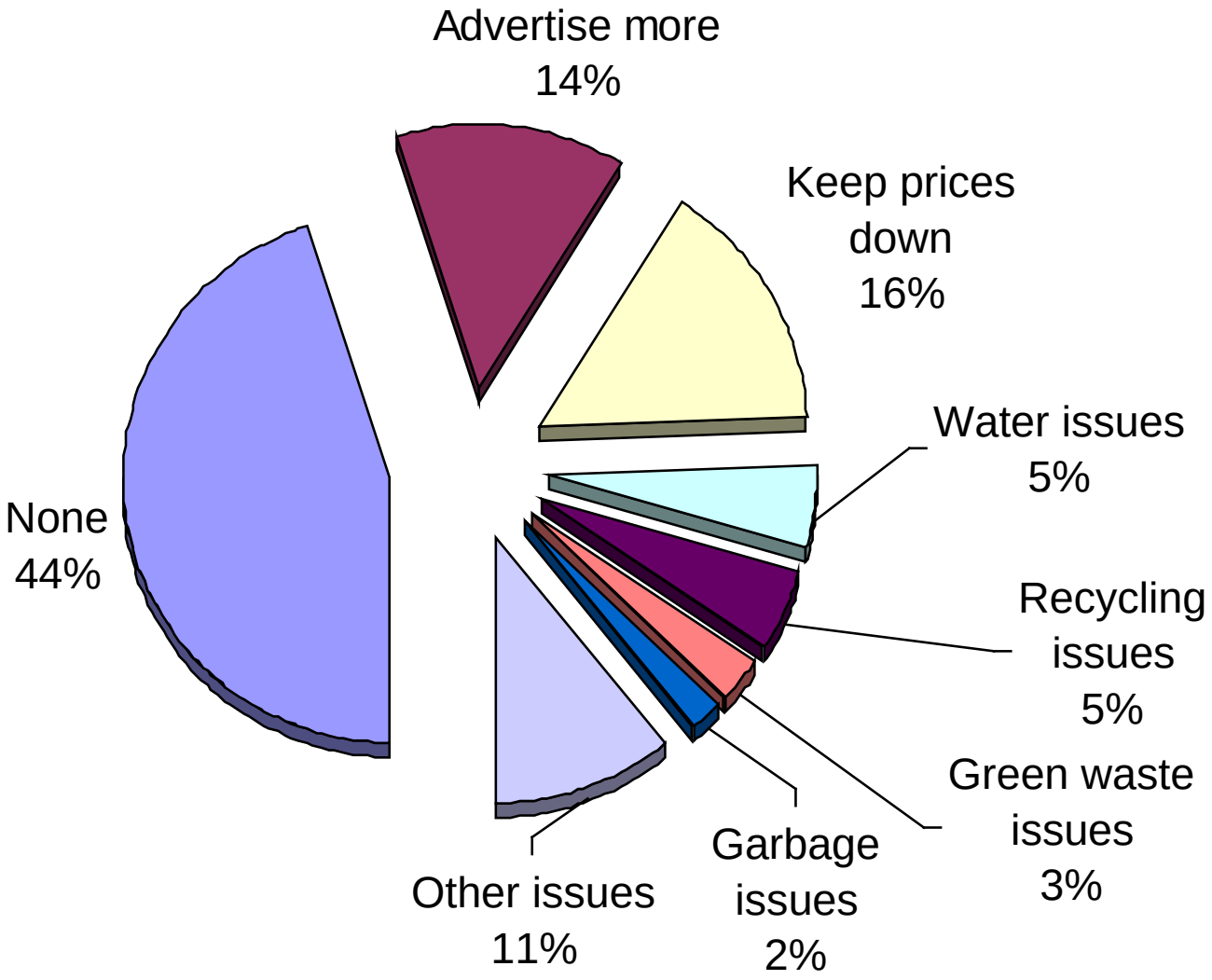
Suggestions for Improvement



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Recommendations:

- Continue to…
  - *satisfy its customer base by maintaining its overall high quality and offering responsive customer service*
  - *stress the value of what residential customers get for their money,*
  - *inform and educate its residential customers about EU's programs and services, particularly the Integrated Pest Management program, water conservation programs and rebates, and the FOG program*
  - *promote the reasons for using recycling drop-off sites and conserving water,*
  - *shorten the length of time customers are kept on hold when calling EU,*
  - *educate customers about stormwater pollution, and*
  - *use printed marketing materials and announcements (inserts, letters, door hangers, etc.), as well as e-mail communications.*
- Market the Exploration Center in a way that peaks curiosity.
- Keep rates down and offer money-saving tips.
- Communicate with residential customers in a multi-modal format in order to reach the largest group of customers.

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CITY OF ROSEVILLE CALIFORNIA

Thank You!

Presented by
Dawn Morley

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