



OTAYWATERDISTRICT



Prepared for

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Otay Water District Call Center Customer Service Satisfaction Survey

Executive Summary

The Otay Water District has elected to conduct a statistically reliable customer satisfaction telephone survey among those who have called for customer service during the past 6 months. The purpose of the survey is threefold – first, and foremost, to improve customer service, second, to provide information about the volume and purpose of customer calls, to determine the level of satisfaction regarding customer and field service, the bill payment process, and the communication efforts of the District (including the website and the Interactive Voice Response System); and third, to compare the results of this 2008 Call Center Customer Service Survey with the results of the 2006 Customer Services Satisfaction Survey and the more general 2005 Residential Customer Satisfaction and Awareness Survey where the data are comparable.

Specifically, the primary areas of interest are:

- Volume and purpose of customer calls
- Basic demographic statistics/sampling characteristics
- Overall customer satisfaction
- Satisfaction with services of telephone and field representatives
- Satisfaction with the resolution of issues
- Satisfaction with the bill payment process
- Satisfaction with communication efforts including the website and the Interactive Voice Response System

Rea & Parker Research was selected to conduct this study, as it was for the 2005, 2006, and 2008 Residential Customer Satisfaction and Awareness Surveys and the 2006 Customer Services Satisfaction Survey. The purpose of the research is to:

- Obtain scientifically reliable and sufficiently robust results to determine the level of satisfaction among those who seek customer service for important service delivery features.
- Determine customer service call patterns with regard to the purpose and volume of calls.
- Determine level of satisfaction with various issues, including:
 - Telephone and field representatives
 - Issue resolution
 - District communication efforts including the official website
 - Bill payment process
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public outreach programs.
- Compare the results of this survey with the results of the 2006 Customer Services Satisfaction Survey and the 2005 Residential Customer Satisfaction and Awareness Survey, where applicable.

Sample

The survey was conducted by a random telephone sample of 303 respondents, which equates to a margin of error of +/- 5.4 percent at the 95 percent confidence level.

Respondents are predominantly Hispanic/Latino (44 percent) and White (33 percent) and earn an annual median household income of \$66,300 (22 percent earning \$100,000 or more and 5 percent earning under \$25,000). They have a median age of 43 years and have been customers of the Otay Water District for a median of 5 years. Among these respondents, 46 percent possess a Bachelor's degree or more, with 20 percent having a high school education or less. Survey respondents are predominantly homeowners (69 percent) and have a mean household size of 3.77. The sample is comprised largely of residential customers (96 percent); the remaining 4 percent are business customers.

Survey Findings

This survey report has been divided into six informational components as follows:

- Demographic statistics/sampling characteristics
- Overall satisfaction with customer service
- Satisfaction with field service
- Purpose of customer calls
- Issues regarding the bill payment process
- Communication with the Otay Water District

Overall Satisfaction with Customer Service

- Customer service callers rate the overall quality of customer service as very high –82 percent rate it as excellent (56 percent) or good (26 percent). This is consistent with the high rating provided by customers in the 2006 Customer Services Satisfaction Survey and the 56 percent rating of excellent represents a 15 percent increase over the rating in the 2005 Residential Customer Satisfaction and Awareness Survey.
- Between 80 and 86 percent of customer service callers feel very satisfied or somewhat satisfied regarding the 4 service features presented in the survey: knowledge and expertise of the service representative, courtesy of the service representative, ability to reach service representative, and satisfaction in getting their problem solved. Similarly high levels of satisfaction were found in the 2006 Customer Services Satisfaction Survey and the more general 2005 survey.
- Customers make an average of 1.6 calls per issue to customer service, with 72 percent of all callers having their issue resolved in one call. Among the 28 percent who make more than one call, 75 percent of them had their problem ultimately resolved, leaving a total of only 7 percent of callers with unresolved issues. This represents an improvement over the findings of the 2006 survey where about 50 percent of those who made one call had their problem ultimately resolved and 13 percent of callers were left with unresolved issues.
- Resolution of problems that customers of the Otay Water District call about impacts satisfaction more than does the number of calls required to achieve resolution. Further, overall satisfaction parallels the lowest rated of service characteristics, thereby making each of these features critically important to overall satisfaction.

- Customers view the Otay Water District favorably compared to other utilities and services that bill monthly for their service, with 35 percent saying that it is the best among monthly service providers. These ratings are an improvement from the ratings in the 2006 Customer Services Satisfaction Survey, where slightly more than one fourth rated the District as the best.

Satisfaction with Field Service

- Less than one-fifth (18 percent) of customer service callers required a field visit to the customer's property – an 8 percent decrease from the findings of the 2006 Customer Services Satisfaction Survey.
- Over three-fourths of customer callers rate their overall experience with the service of field representatives as either excellent or good, with only 6 percent rating this service as poor. This represents a substantial improvement over the ratings in the 2006 survey where 13 percent rated overall field service as poor.
- There is much satisfaction (72 to 83 percent are either very satisfied or somewhat satisfied, depending upon the service feature) among those who required a field visit with the amount of time needed for service at the property, the time required to come to the property, and the outcome of the field service.
- Satisfaction with field service is more a function of the ultimate resolution of the problem than the number of calls required to achieve resolution.

Purpose of Customer Calls

- 10 percent of respondents placed calls to customer services at the Otay Water District within the past 6 months—a decline from 18 percent in 2006.
- The main purpose of customer calls relates to billing issues (51 percent); only 16 percent of calls are repair related, with the remaining 33 percent associated with starting and stopping service.
- Using the 2005 Residential Customer Satisfaction Survey as a baseline, calls about the billing process are decreasing (from 60 percent in 2005 to 51 percent in 2008); calls about starting and stopping service have increased from 20 percent to 33 percent over the same period of time.
- Of those customers who call about repairs, 43 percent call about suspected leaks, 24 percent call about pipeline breaks, and the other 33 percent are concerned about the supply of water to their home, including how to shut off their valve. Calls about pipeline breaks have declined steadily from 2005.
- Non-repair calls as well as additional calls beyond the most recent one made by customers are largely for purposes of bill clarification and secondarily for starting or stopping service, for expressing the feeling that they are being charged too much, and for wanting to pay their bill by telephone.

Issues Regarding the Bill Payment Process

- One-half of customer service callers pay their bill by sending a check in the mail and 19 percent pay on line. Others pay their bill by automatic bank deduction (10 percent) and by using a credit card over the telephone (7 percent).

- It is noteworthy that 44 percent would prefer to pay by sending a check in the mail (6 percent less than the 50 percent who actually do so) and 26 percent would prefer to pay on line (7 percent more than the 19 percent who actually do so).
- Of the 14 percent who pay in person, 43 percent do so to enjoy personal contact, 32 percent are interested in obtaining an immediate receipt, and 14 percent find it convenient because they can pay their bill close to home. Enjoyment of personal contact and the ability to obtain a receipt increased in importance from the 2006 Residential Customer Services Survey.
- The great majority of customer service callers are satisfied with the ease of understanding their water bill (82 percent either very satisfied or somewhat satisfied) and with the accuracy of their water bill (77 percent either very satisfied or somewhat satisfied). These results are consistent with the 2006 survey findings.
- Over three-fourths of customer service callers (76 percent) are confident in the accuracy of their meter reading. This is consistent with the 2006 survey.
- 40 percent of customer callers read the messages in the message box on their water bill – a decline of 12 percent from the 2006 survey.
- Callers feel that the monthly billing process could be improved if there were a better explanation of information on the bill (15 percent), if there were improvements that resulted in more accurate meter readings (15 percent), and if on-line payment options were improved (12 percent). A large proportion of callers took this opportunity to register their wish for lower bills (31 percent). This represents a change of priority from the sentiment expressed in the 2006 survey where only 18 percent of customers sought improvements in the billing process through lower rates and a larger proportion (23 percent) recommended that on line payment options would improve the billing process.

Communication with the Otay Water District

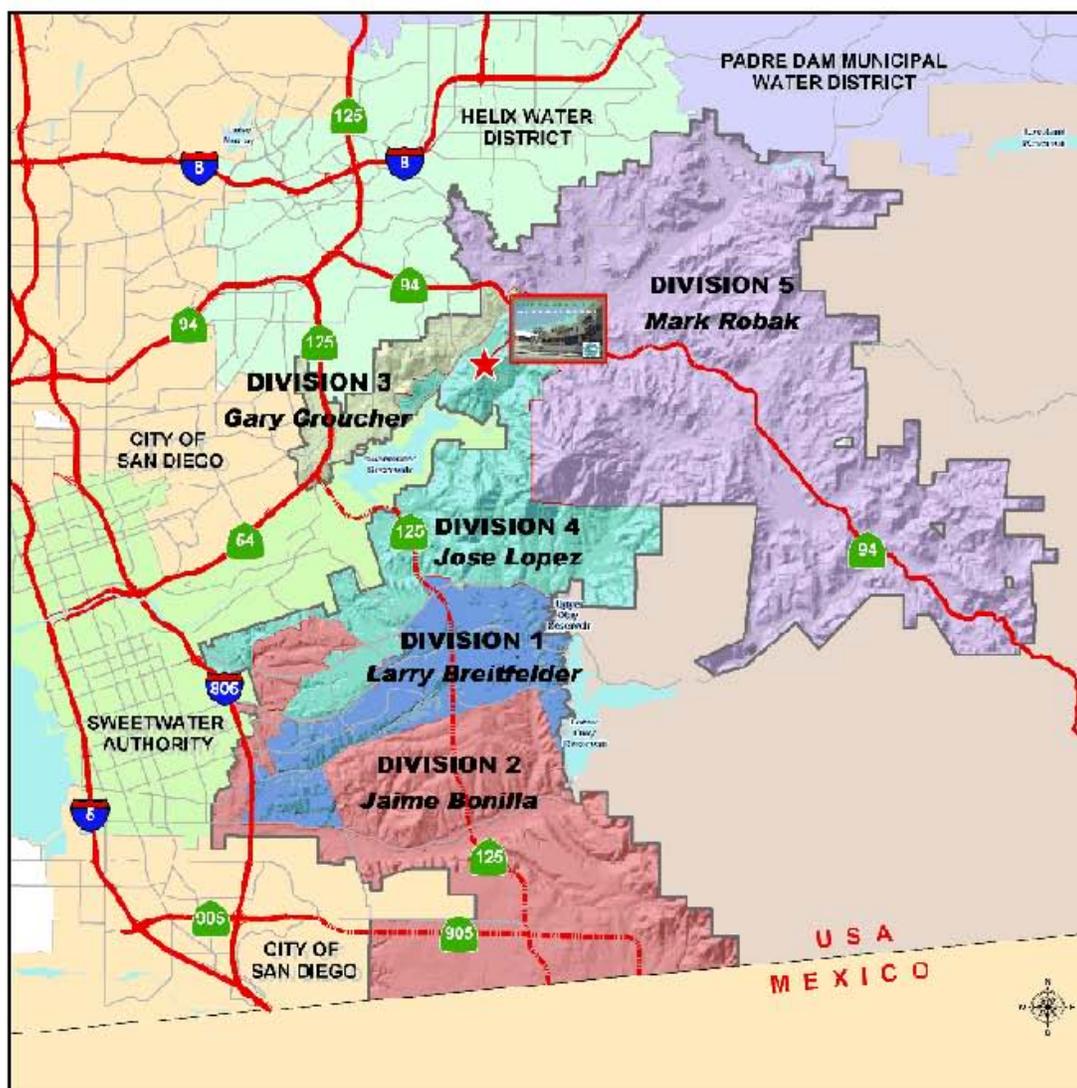
- It is found that 23 percent of customers have used the Otay Water District website to obtain information in the past 6 months (an increase of 3 percent from the 2006 survey) and 79 percent (a decline of 9 percent from the 2006 survey) of these users are either very satisfied or somewhat satisfied with the service provided through the website.
- 20 percent of customer callers have used the Interactive Voice Response features of the Otay Water District -- an increase of 4 percent over the 2006 survey. However, 82 percent of these users found it useful for resolving their problem. Of those who found the system to be useful, 58 percent were able to resolve their problem by using this automated system alone – an increase of 11 percent from the 2006 survey.
- Of those who use the automated system and find it to be useful, 13 percent have suggestions for improvement, including programming the system to accept payment over the telephone, facilitating access to a representative, and notifying customers when payments are delinquent

Conclusions

It is clear that customers of the Otay Water District, who have made customer service calls to the District and who have had the need for field service at their property, are largely satisfied with the customer service they received. It can be concluded, therefore, that there is considerable support for the efforts made by the Otay Water District to address customer issues in a timely fashion and to resolve problems to the customers' satisfaction. This high level of satisfaction is consistent with the findings of the 2006 Customer Services Satisfaction Survey.

Introduction and Methodology

In 1956, the Otay Water District was authorized by the State Legislature and gained its entitlement to imported water. Today, the District serves the needs of over 191,500 people by purchasing water from the Metropolitan Water District of Southern California. The Otay Water District takes delivery of the water through several connections to large pipelines owned and operated by the San Diego County Water Authority. Since its inception, the Otay Water District also has collected and reclaimed wastewater generated within the Jamacha drainage basin and pumped the reclaimed water south to the Salt Creek Basin where it is used for irrigation and other non-potable uses.



The Otay Water District has elected to conduct a statistically reliable customer opinion and satisfaction telephone survey among those who have called customer service during the past 6 months. The purpose of the survey is threefold – first, and foremost, to improve customer service, second, to provide information about the volume and purpose of customer calls, to determine the level of satisfaction regarding customer and field service, the bill payment process, and the communication efforts of the District (including the website and the Interactive Voice Response System); and third, to compare the results of this 2008 Call Center Customer Service Survey with the results of the 2006 Customer Services Satisfaction Survey and the more general 2005 Residential Customer Satisfaction and Awareness Survey where the data are comparable.

Specifically, the primary areas of interest are:

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- Obtain scientifically reliable and sufficiently robust results to determine the level of satisfaction among those who seek customer service for critical service delivery features
- Determine customer service call patterns with regard to the purpose and volume of calls. Determine level of satisfaction with various issues, including:
 - Telephone and field representatives
 - Issue/problem resolution
 - District communication efforts including the official website
 - The bill payment process
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public outreach programs.
- Compare the results of this survey, as relevant and appropriate, with the results of the 2006 Customer Services Satisfaction Survey and the 2005 Residential Customer Satisfaction and Awareness Survey Residential Customer Satisfaction Survey.

Sample

The survey was conducted by a random telephone sample of 303 respondents and secured a margin of error of +/-5.4 percent @ the 95 percent confidence level. This figure represents the widest interval that occurs when the survey question represents an approximate 50 percent-50 percent proportion of the sample. When it is not 50 percent-50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 50.0 percent of respondents pay their bill by sending a check in the mail. This means that there is a 95 percent chance that the true proportion of those who actually pay their bill by mail is between 44.6 percent and 55.4 percent (50.0 percent +/- 5.4 percent).

The survey sample of 303 was randomly drawn from 4,643 customers who have made at least one customer service call to the Otay Water District in the past 6 months. When respondents asked about who was sponsoring the survey, they were told “this project is sponsored by the Otay Water District, and it is about issues related to improving customer service.” This information was provided to 66 percent of the respondents.

The survey was conducted in both English and Spanish. Spanish language respondents comprised slightly more than 8 percent of the survey population. The distribution of respondents according to gender was 46 percent male and 54 percent female.

The survey was conducted from May 16, 2008 to May 20, 2008. The mean survey time was 10.0 minutes per respondent. The total survey response rate was 37.6 percent based upon completed interviews in comparison to all eligible (and estimated to be eligible) phone numbers, including busy signals, answering machines, call backs, and no answers. Cooperation among those eligible respondents who were actually contacted was 97.7 percent (**Table 1**).

This report is divided into six essential information components as follows:

- Demographic statistics/sampling characteristics
- Overall satisfaction with customer service
- Satisfaction with field service
- Purpose of customer calls
- Issues regarding the bill payment process
- Communication with the Otay Water District

Table 1 Otay Water District 2008 Call Center Survey Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	1076
Busy	87
Answering Machine	913
Call Back	525
Language Barrier	131
Total Unknown	2732
Ineligible	
NQ No Service Call	266
Disconnect	351
Fax/Wrong Number	408
Refusal	371
Total Ineligible	1396
Eligible	
Complete	303
Mid-term	7
Total Eligible	310
Cooperation Rate: Complete/Eligible	97.7%
Response Rate: Complete/(Eligible + ((Eligible/Eligible + Ineligible)(Unknown)))	37.6%
Percent in Spanish	8.3%

Each section of the report will begin with a very brief abstract, or summary of highlights within the ensuing section, in order to orient the reader to what is to follow. Charts have been prepared for each of these major components depicting the basic survey results. Subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, and ethnicity of residents of the service area are presented in succinct bulleted format when statistical significance and relevance warrants such treatment. Lists of open-ended responses to survey questions are contained in the Appendices.

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2 presents selected demographic and sampling characteristics of the survey respondents (customers who made calls to the customer services unit of the Otay Water District during the past 6 months). These characteristics are shown for both the respondents of the current 2008 Call Center Customer Service Survey and the 2006 Customer Services Satisfaction Survey.

In the current survey, respondents are predominantly Hispanic/Latino (44 percent) and White (33 percent) and earn an annual median household income of \$66,300 (22 percent earning \$100,000 or more and 5 percent earning under \$25,000). They have a median age of 43 years and have been customers of the Otay Water District for a median of 5 years. Among these respondents, 46 percent possess a Bachelor's degree or more, with 20 percent having a high school education or less. Survey respondents are predominantly homeowners (69 percent) with a mean household size of 3.77. The survey is comprised mostly of residential customers (96 percent); the remaining 4 percent are business customers.

Also in **Table 2**, the sampling characteristics of the customer caller respondents in the 2006 Customer Services Satisfaction Survey are presented for comparative purposes. The respondents of the 2006 survey are more White (49 percent – 16 percent higher than the White respondents of the 2008 Call Center Customer Service Survey) and less Hispanic/Latino (34 percent – 10 percent lower than the 2006 survey respondents).

The 2006 survey respondents have a higher annual income level than the 2008 survey respondents – a median of \$72,600 for the 2006 respondents or \$5,800 higher than the median income of the 2008 survey respondents. The respondents from both surveys are about the same age but the 2006 respondents have been customers of the Otay Water District for a longer period of time than have been the customers in the 2008 survey (a median of 8 years for the 2006 respondents – 3 years longer than the respondents of the 2008 survey). Customers in the 2006 survey are comprised of a greater proportion of homeowners (80 percent for the 2006 customers – 11 percent higher than for customers in the 2008 survey) and they have a slightly smaller household size (3.65 for the 2006 respondents).

Table 2 Respondent Characteristics 2008 and 2006 Customer Service (Call Center) Satisfaction Surveys		
Characteristic	2008	2006
Ethnicity		
White	33%	49%
Hispanic/Latino	44%	34%
Asian/Pacific Islander	13%	9%
Black/African-American	9%	7%
Native American/Other	1%	1%
Annual Household Income		
Median	\$66,400	\$72,600
% over \$100,000	22%	14%
% under \$25,000	5%	4%
Age		
Median	43 years	44 years
Years Customer of Otay Water District		
Median	5 years	8 years
Education		
High School or Less	20%	22%
At Least One Year College, Trade, Vocational School	34%	24%
Bachelor's Degree	35%	35%
At Least One Year of Graduate Work	11%	18%
Own/Rent		
Homeowner	69%	80%
Renter	31%	20%
Persons per Household		
Mean	3.77	3.65

Table 3 presents and compares selected demographic and sampling characteristics of the survey respondents for two distinct surveys: 2008 Call Center Customer Service Survey and 2008 Residential Customer Satisfaction and Awareness Survey. The latter survey is more general than the Call Center Survey and represents the entire customer base of the Otay Water District.

Respondents of the Call Center survey are 19 percent less White than is the general survey population and correspondingly more Hispanic/Latino (14 percent). Call Center survey respondents have a lower annual income level than the general survey respondents (\$66,400 median for Call Center respondents--\$17,100 lower than for the general survey. Call Center survey respondents have been customers of the Otay Water

District for a shorter period of time than the general population (Median of 5 years for Call Center and 8 years for general). Renters play a significantly greater role in Call Center activity (31 percent) than they are represented in the total population (13 percent) and they have a somewhat higher mean household size.

**Table 3
Respondent Characteristics
2008 Call Center Satisfaction and 2008 General Customer Surveys**

Characteristic	2008 Call Center	2008 General Customer
Ethnicity		
White	33%	52%
Hispanic/Latino	44%	30%
Asian/Pacific Islander	13%	9%
Black/African-American	9%	6%
Middle Eastern	---	2%
Native American	1%	1%
Annual Household Income		
Median	\$66,400	\$83,500
% over \$100,000	22%	30%
% under \$25,000	5%	5%
Age		
Median	43 years	47 years
Years Customer of Otay Water District		
Median	5 years	8 years
Education		
High School or Less	20%	22%
At Least One Year College, Trade, Vocational School	34%	28%
Bachelor's Degree	35%	33%
At Least One Year of Graduate Work	11%	17%
Own/Rent		
Homeowner	69%	87%
Renter	31%	13%
Persons per Household		
Mean	3.77	3.47

Satisfaction with Customer Service

SUMMARY: *Customer service callers rate the overall quality of customer service as very high –82 percent rate it as excellent (56 percent) or good (26 percent). This is consistent with the high rating provided by customers in the 2006 Customer Services Satisfaction Survey and the 56 percent rating of excellent represents a 15 percent increase over the rating in the 2005 Residential Customer Satisfaction and Awareness Survey.*

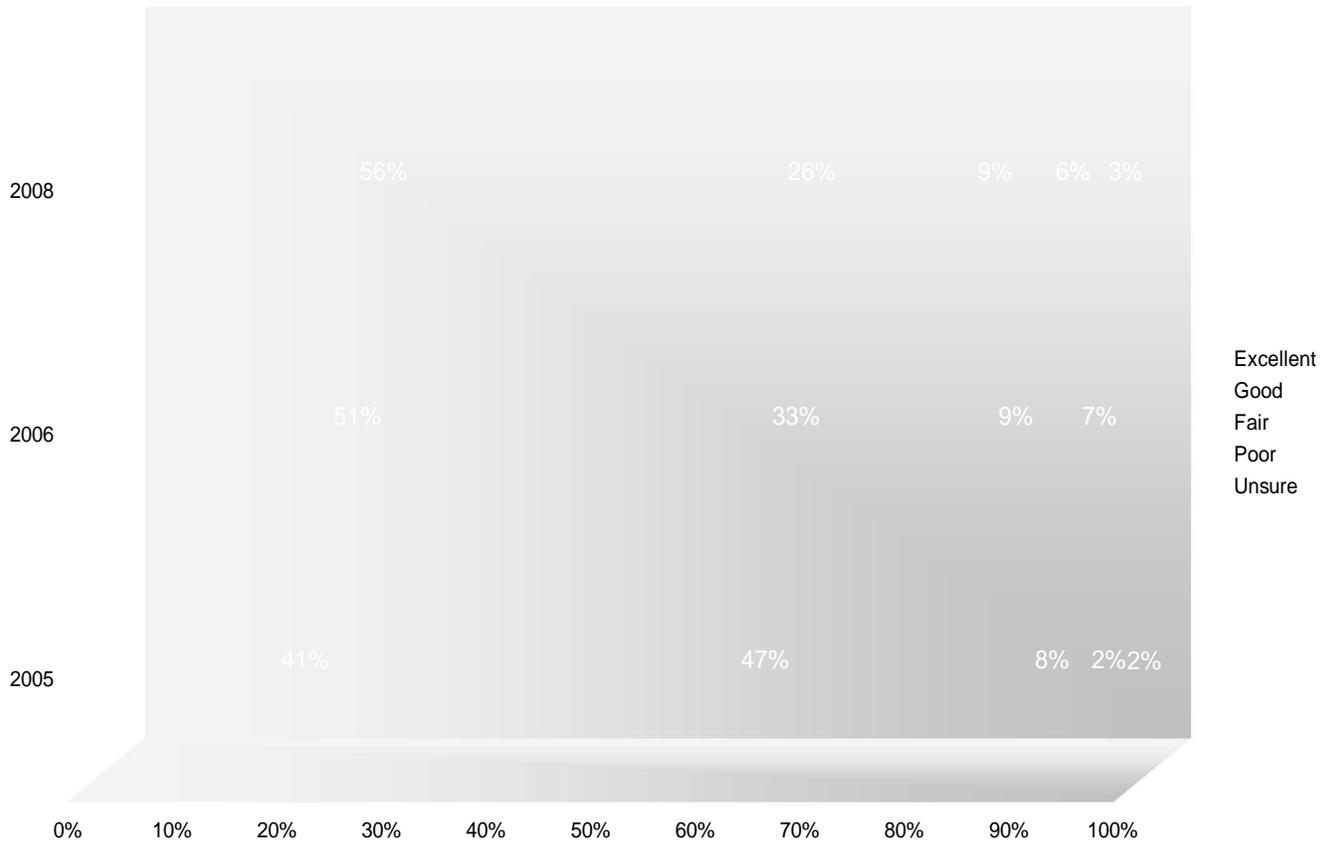
Between 80 and 86 percent of customer service callers feel very satisfied or somewhat satisfied regarding the 4 service features presented in the survey: knowledge and expertise of the service representative, courtesy of the service representative, ability to reach service representative, and satisfaction in getting their problem solved. Similarly high levels of satisfaction were found in the 2006 Customer Services Satisfaction Survey and the more general 2005 survey.

Customers make an average of 1.6 calls per issue to customer service (a decrease from the 1.8 calls per issue reported in the 2006 Customer Services Satisfaction Survey), with 72 percent of all callers having their issue resolved in one call. Among the 28 percent who make more than one call, 75 percent of them had their problem ultimately resolved, leaving only 7 percent of callers with unresolved issues. This represents an improvement over the findings of the 2006 survey where about 50 percent of those who made one call had their problem ultimately resolved and 13 percent of callers were left with unresolved issues. Resolution of problems that customers of the Otay Water District call about impacts satisfaction more than does the number of calls required to achieve resolution. Further, overall satisfaction parallels the lowest rated of service characteristics, thereby making each of these features critically important to overall satisfaction

Customer service callers to the Otay Water District compare the District very favorably to other authorities and utilities that bill monthly, with 35 percent of the customer callers saying that it is the best among monthly service providers. These ratings are an improvement from the rating in the 2006 Customer Services Satisfaction Survey, where a little more than one fourth rated the District as the best.

Chart 1 indicates that 82 percent of the customer service respondents rate the overall quality of customer service as excellent (56 percent) or good (26 percent). These ratings are consistent with the high levels of satisfaction expressed in the 2005 Residential Customer Satisfaction and Awareness Survey and the 2006 Customer Services Satisfaction Survey. It is noteworthy that the 56 percent rating of excellent represents a 15 percent increase over the 2005 rating. On a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied, the mean rating is 1.65, which is somewhat of an improvement upon the 1.72 mean in 2006.

Chart 1
Overall Satisfaction with Call Center



- Respondents who make one call to customer service are more satisfied with overall customer service than respondents who make two or more calls (one call – 92 percent are either very satisfied or somewhat satisfied; two or more calls – 64 percent are either very satisfied or somewhat satisfied).
- Customers with lower incomes tend to rate the overall quality of customer service higher than do customers with higher incomes (mean = 1.11 for those earning under \$25,000 and mean = 1.78 for those earning from \$75,000 to over \$100,000 based upon a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied).

Chart 2 shows that there is a high level of satisfaction for four particular customer service features. Specifically, at least 85 percent of those who made customer calls feel either very satisfied or somewhat satisfied with the following two features: ability to reach representative (86 percent) and courtesy of service representative (85 percent). Respondents also feel either very satisfied or somewhat satisfied regarding the knowledge and expertise of service representative (82 percent) and getting their problem solved (80 percent). It is also demonstrated that in the 2006 Customer Services Satisfaction Survey and

the 2005 Residential Customer Satisfaction and Awareness Survey, customers expressed similarly high levels of satisfaction regarding these four features of customer service.

- Recent customers of the Otay Water District are more satisfied with their ability to reach a service representative than are longer term customers (one year or less – mean = 1.27; 6-10 years – mean = 1.63, based upon a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied).

Chart 3 indicates that customer callers make an average of 1.6 calls per issue to customer service (a decrease from the 1.8 calls per issue reported in the 2006 Customer Services Satisfaction Survey) with 72 percent of all callers having their issue resolved in one call. Among the 28 percent who make more than one call, 75 percent of them had their problem ultimately resolved, leaving only 7 percent of callers with unresolved issues. These findings represent an improvement over the findings from the 2006 Customer Services Satisfaction Survey where about 50 percent of those who made more than one call had their problem ultimately resolved and 13 percent of callers were left with unresolved issues.

Although there is considerable satisfaction in both groups, customers who make only one call to customer service tend to be more satisfied on selected service features than those who make 2 or more calls. The following relationships are significant.

- Regarding courtesy of the service representative, 93 percent of those who make one call are either very satisfied or somewhat satisfied; by contrast, 83 percent of respondents who make 2 or more calls are either very satisfied or somewhat satisfied.
- Regarding getting the problem solved, 90 percent of those who make one call are either very satisfied or somewhat satisfied; 73 percent of customers who make 2 or more calls are either very satisfied or somewhat satisfied.

Chart 2
Satisfaction with Call Center Service Features

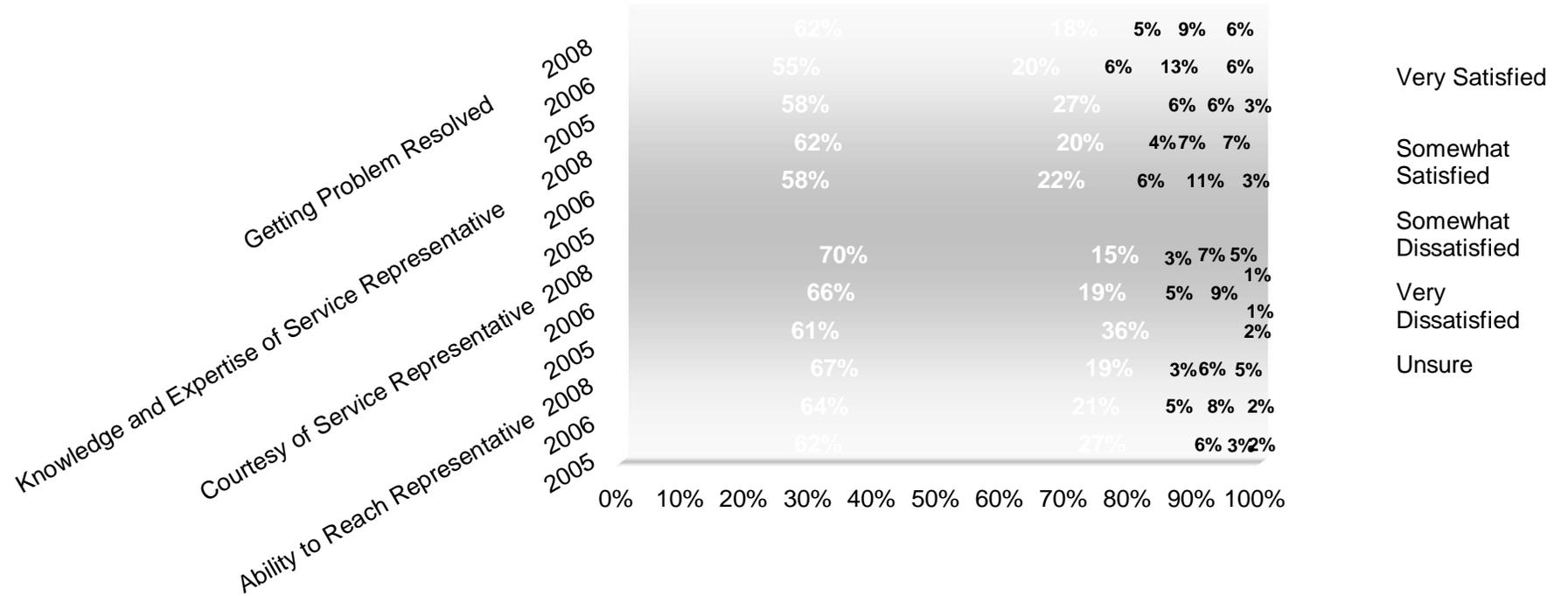


Chart 3
Number of Calls Required to Resolve Issue
 (Mean number of calls: 2008 = 1.6 2006 = 1.8)

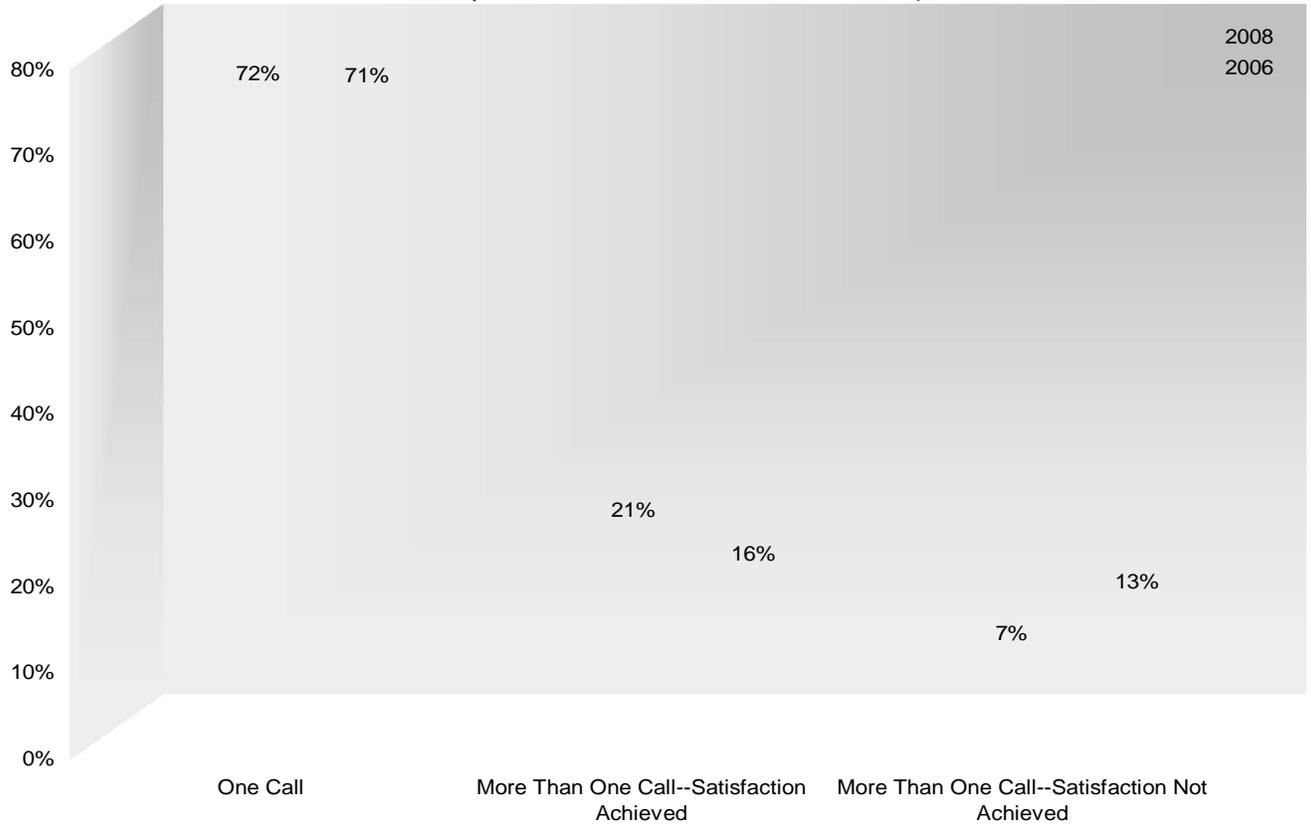
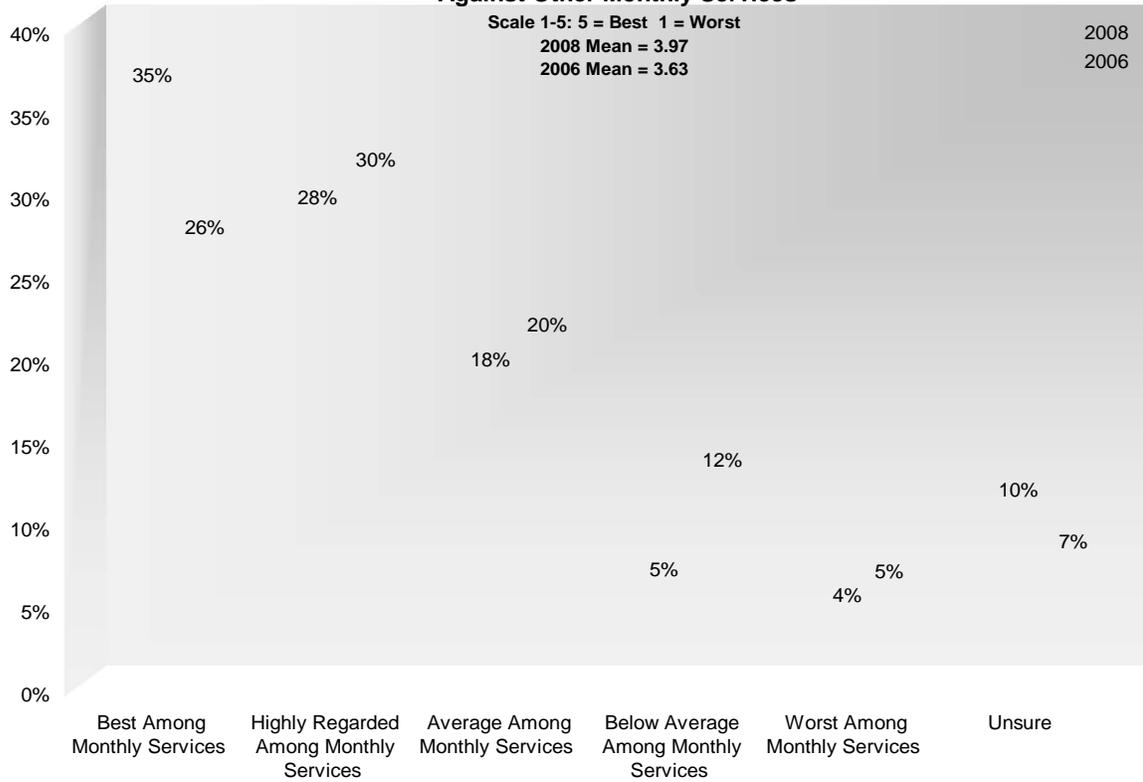


Table 4 shows that customer callers whose question/problem was resolved after one call or after two or more calls are more likely to be satisfied with the customer service features than are customer callers whose question/problem was not resolved. Most interesting within this finding is that it is resolution of the problem that ultimately impacts satisfaction more than number of calls. The decline in satisfaction between one call to resolution and two or more calls to resolution is considerable less than the drop-off when resolution is not achieved. Also interesting is how much the overall satisfaction is impacted by and parallels the lowest rated of the characteristics, with damage to rating particularly strong in overall quality of service. (The means reported below are based on a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied).

Table 4
Satisfaction with Service Characteristics Based upon Number of Calls
and Resolution of Problem
(1 = very satisfied and 4 = very dissatisfied)

Service Characteristic	Problem resolved after one call	Problem resolved after 2 or more calls	Problem not resolved
Ability reach representative	1.37	1.51	1.95
Courtesy service representative	1.31	1.47	2.42
Knowledge of service representative	1.38	1.64	2.47
Getting problem resolved	1.42	1.68	3.00
Overall quality of service	1.43	1.97	2.95

Chart 4
Comparative Ranking of Otay Water District Call Center Service
Against Other Monthly Services



Customer service callers also gave high ratings to the Otay Water District in comparison to other utilities (e.g. cable service, electricity) that bill monthly. **Chart 4** shows that over one-third (35 percent) of the customer callers rate the customer services of the Otay Water District as the best and another 28 percent think highly of the District's customer services relative to the service provided by similar companies. The customers rate the Otay Water District well above average with a mean of 3.97 on a scale of 1 to 5 where 1 = the worst and 5 = the best. These ratings represent an improvement over the ratings in the 2006 Customer Services Satisfaction Survey, where about one-fourth of the callers rated the District as the best and the overall mean rating was 3.63.

- Customers who only had to make one call to resolve their problem are more complimentary of the Otay Water District than those who had to make two or more calls (4.21 for one call versus 3.66 for resolution after two or more calls and 2.63 for no resolution).
- Hispanic/Latinos (mean of 4.19) rate the Otay Water District higher than do Whites (mean of 3.81).

Satisfaction with Field Service

SUMMARY: *Less than one-fifth (18 percent) of customer service callers required a field visit to their property – an 8 percent decrease from the findings of the 2006 Customer Services Satisfaction Survey. Over three-fourths of callers rate their overall experience with the service of field representatives as either excellent or good, with only 6 percent rating this service as poor. This represents a substantial improvement over the ratings in the 2006 survey where 13 percent rated overall field service as poor. From 72 to 83 percent of those who required a field visit are either very satisfied or somewhat satisfied with the amount of time needed for service at the property, the time required to come to the property, and the outcome of the field service. However, once again, lack of resolution of the problem impacts satisfaction significantly more than does the number of calls required to achieve resolution.*

Less than one-fifth (18 percent) of customer service callers required a field visit to their property – an 8 percent decrease from the findings of the 2006 Customer Services Satisfaction Survey (**Chart 5**). Among those who required a field visit, customers said that the field representative mostly fixed the problem/inspected the system (36 percent), connected service (31 percent), or checked the meter (11 percent). These most frequent field visit purposes are the same as in the 2006 Customer Services Satisfaction Survey, except with a substantial drop in meter-related field service calls (**Chart 6**).

Chart 7 demonstrates that over three fourths (77 percent) of customer callers rate their overall experience with the service of field representatives as either excellent (64 percent) or good (13 percent) with only 6 percent rating this service as poor. On a scale of 1-4, where 1 = excellent and 4 = poor, the mean satisfaction rating is 1.59. This represents a substantial improvement over the rating in the 2006 Customer Services Satisfaction Survey where only 28 percent of the customer callers rated their

experience with field representative as excellent and 13 percent rated their experience as poor (mean = 2.14).

Chart 5
Field Visit Required?

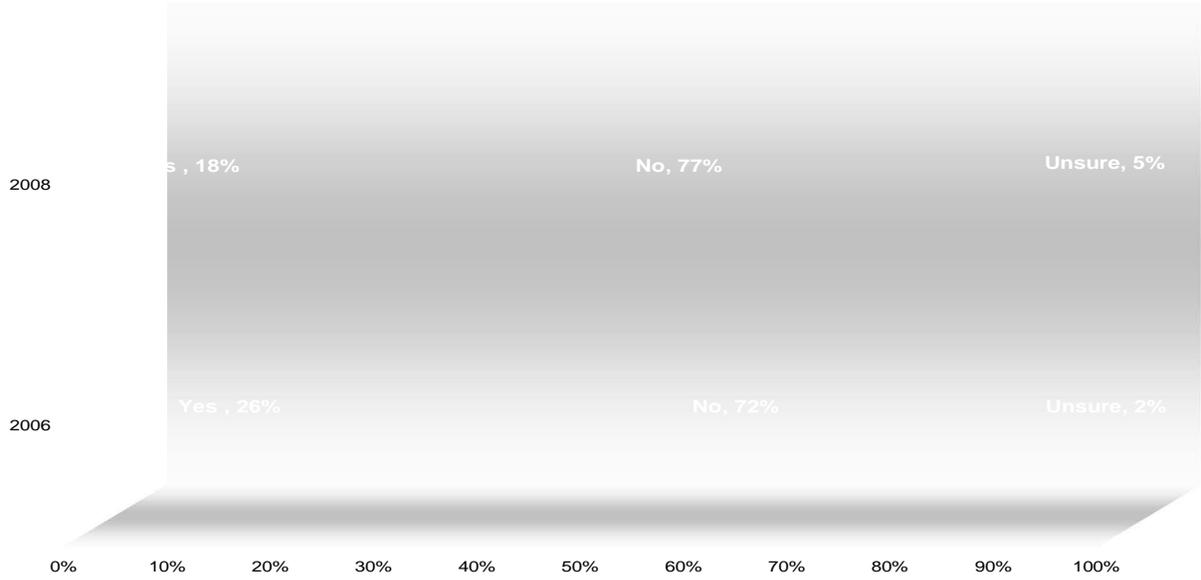
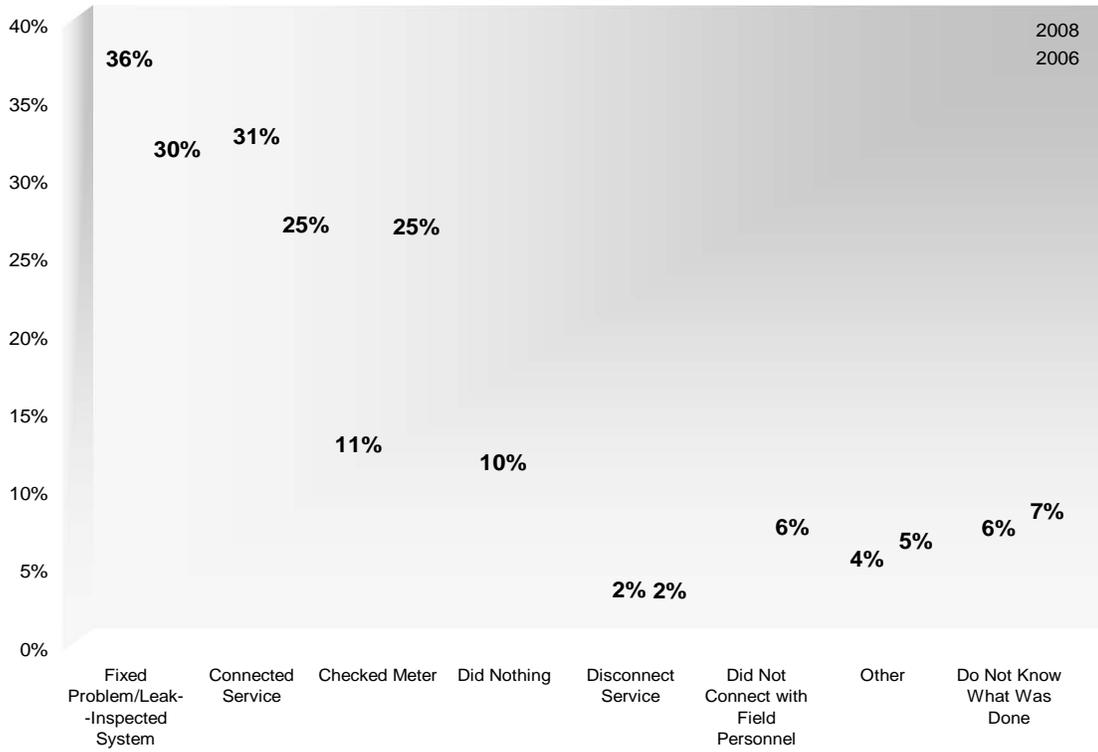
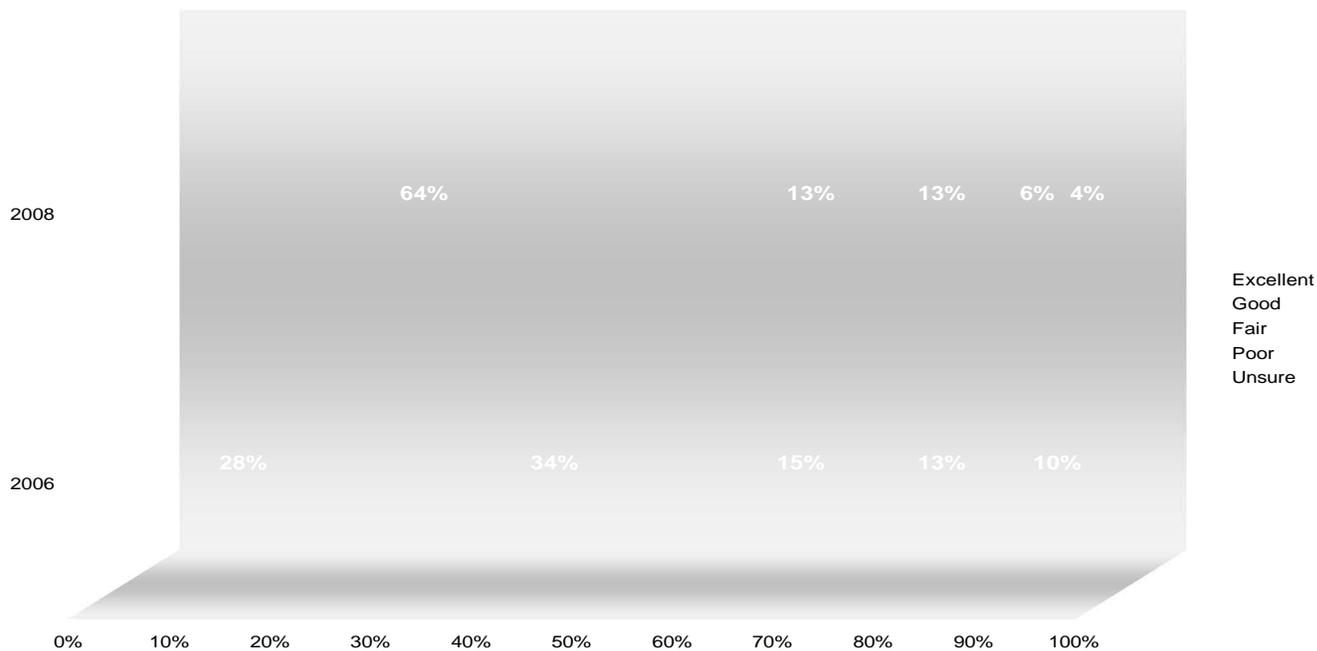


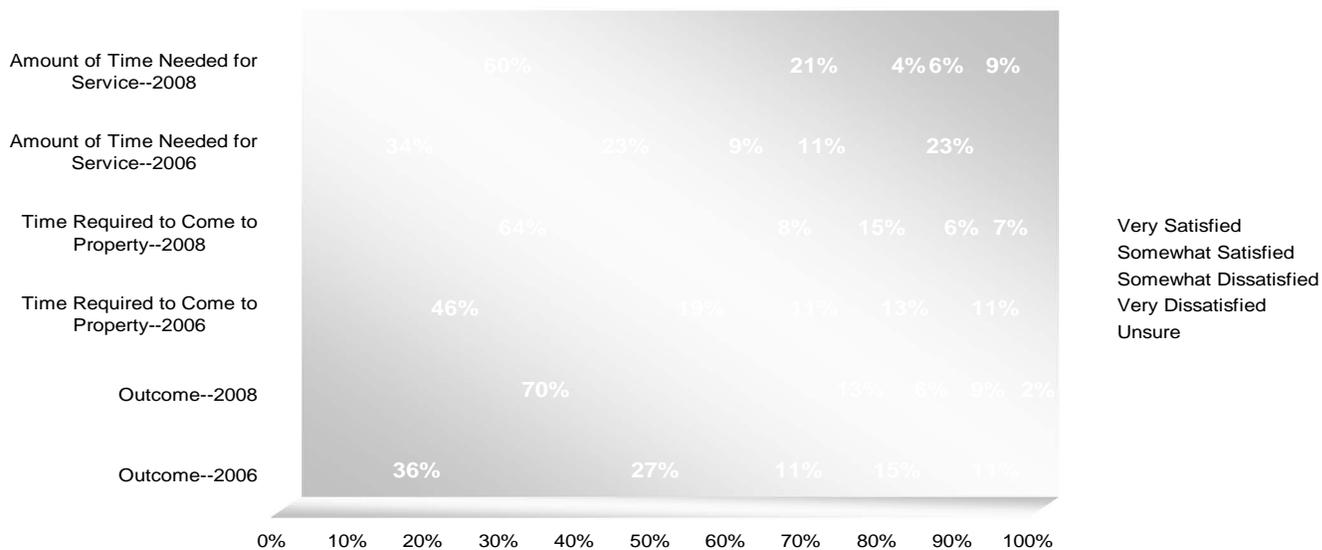
Chart 6
Service Performed by Field Rep



**Chart 7
Overall Satisfaction with Field Service**



**Chart 8
Satisfaction with Field Service Features**



A substantial majority of customer callers feel either very satisfied or somewhat satisfied with regard to the following features of field service: the outcome of the field service (83 percent), the amount of time needed for service (81 percent), and the time required to come to the property (72 percent). It is noted that these ratings demonstrate improvements over the ratings in the 2006 Customer Services Satisfaction Survey. Specifically, significantly higher proportions of customer callers provided the rating of “very satisfied” with regard to these three features of field service in the current survey as opposed to customer callers in the 2006 survey (**Chart 8**).

Table 5 demonstrates that customer callers who make one call to customer service before resolution are more likely to be satisfied with the various features of their field service experience than are callers who made 2 or more calls before resolution, and that callers who did not get their problem resolved are quite dissatisfied. Once again, resolution looms larger than number of calls. The means reported are based on a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied.

Service Characteristic	Problem resolved after one call	Problem resolved after 2 or more calls	Problem not resolved
Field Service Outcome	1.27	1.56	3.20
Time Required to Come to Property	1.21	1.93	2.80
Time Spent at Property	1.25	1.60	2.75
Overall quality of service	1.14	1.81	3.40

Purpose of Customer Calls

SUMMARY: Among all customers of the Otay Water District a concurrent survey of the general customer base indicates that 10 percent of customers have contacted customer services during the 6 months that immediately preceded the survey. This is substantially less than the 18 percent who had called in the 6 months prior to the 2006 survey.

The main purpose of customer calls relates to billing issues (51 percent) while one third of the calls are associated with starting or stopping service. The remaining 16 percent are repair related. Using the 2005 Residential Customer Satisfaction Survey as a baseline, calls about the billing process are decreasing (from 60 percent in 2005 to 51 percent in 2008); calls about starting and stopping service have increased from 20 percent to 33 percent over the same period of time.

Of those customers who call about repairs, 43 percent call about suspected leaks, 24 percent call about pipeline breaks, and the other 33 percent are concerned about the supply of water to their home, including how to shut off their valve. This represents a decline from the 2006 survey among customer callers who are largely calling about pipeline breaks.

Non-repair calls as well as additional calls beyond the most recent one made by customers are largely for purposes of bill clarification and secondarily for desiring to start or stop service, for expressing the feeling that they are being charged too much, and for wanting to pay their bill by telephone.

Chart 9 shows that 10 percent of the respondents of the concurrently administered 2008 Otay Water District General Customer Survey placed calls to customer service within the past 6 months. This is compared to the findings of the 2006 Residential Customer Satisfaction and Awareness Surveys where 18 percent made calls within the past 6 months, with 19 percent having made calls to seek customer service over a 12 month period in 2005.

Chart 9
Percent of District Customers Who Called Customer Service in Past 6 Months
 Note: 2005 pertains to preceding 12 months
 Source: 2005, 2006, 2008 General Customer Surveys



Chart 10 shows that the main purpose of the most recent call among callers to customer service relates to billing issues (51 percent); about one third (33 percent) are associated with starting or stopping service, and the remaining 16 percent are repair related. **Chart 10** also provides comparative information from the 2005 Residential Customer Satisfaction Survey and the 2006 Residential Customer Satisfaction and Awareness Survey. It is noteworthy that the customer calls related to the starting and stopping of service have steadily increased by 13 percent over the two survey periods and that calls related to billing issues have experienced a decline from 66 percent in the 2005 survey to 51 percent in the current 2008 survey.

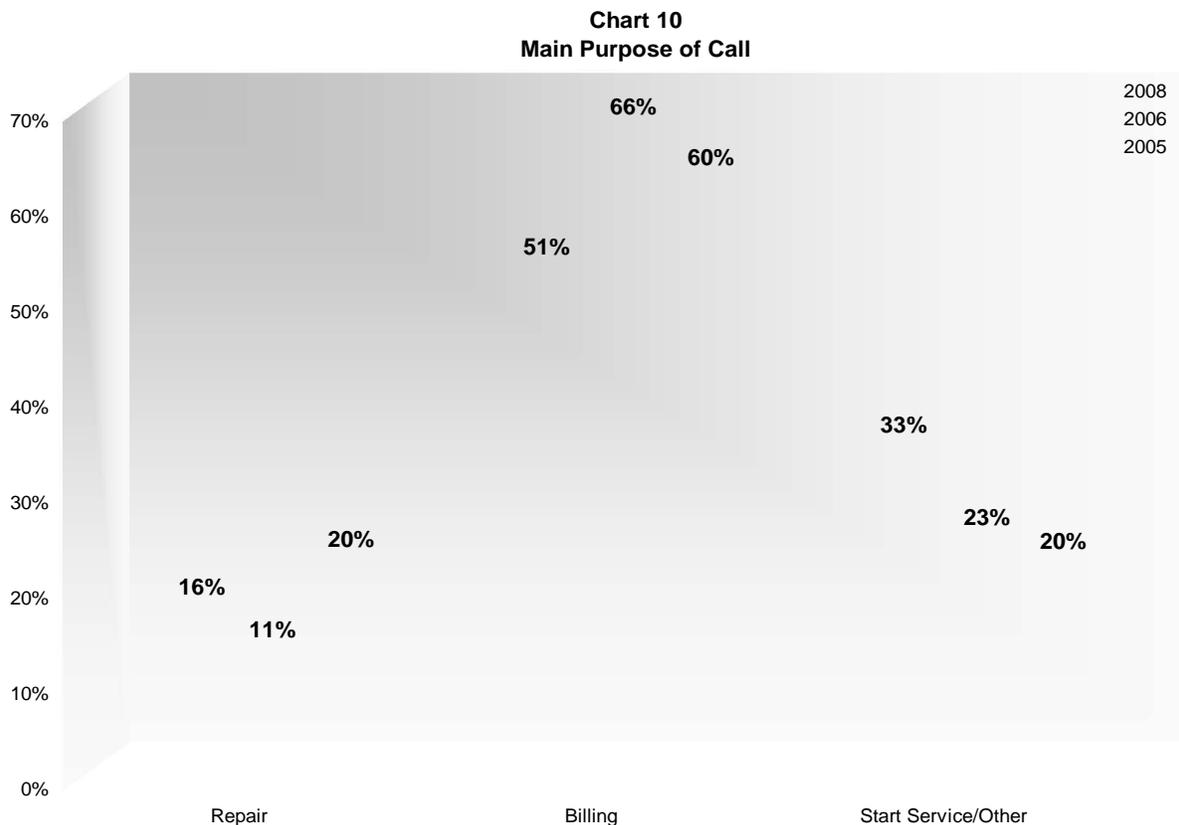


Chart 11 shows that of those customers who call about repairs, 43 percent call about suspected leaks, 24 percent call about pipeline breaks, and the other 33 percent are concerned about the supply of water to their home, including how to shut off their valve. There has been a decline among customer callers who are calling about pipeline breaks – using the 2006 survey as a baseline because 2005 posed a slightly different question, 15 percent less of the total calls concerned pipeline breaks in the current 2008 survey, with leaks and supply to the home taking up the difference.

Chart 11
Nature of Repair Call

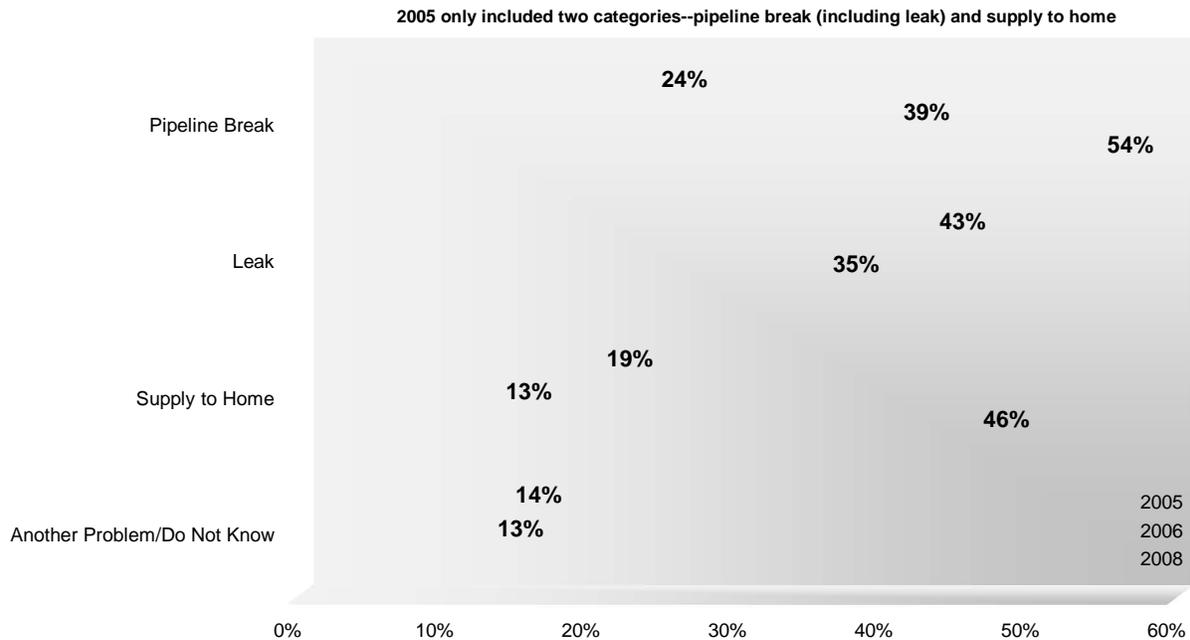


Chart 12 indicates that, among those customers who made repair calls to the Otay Water District and those who made non-repair calls, 23 percent made an additional non-repair related call. **Chart 13** shows that the purposes for these additional non-repair calls included clarification of the bill (22 percent), starting service (17 percent), interest in paying bill by phone (10 percent), and reconnecting service after shutoff and address/name change (8 percent each). These results are generally consistent with the 2006 survey with the exception that in the current 2008 survey, only 6 percent (a decrease of 9 percent over the 2006 survey) of callers indicated that the District charging too much was the purpose of their call.

Chart 12
Make Additional Non-Repair Call?

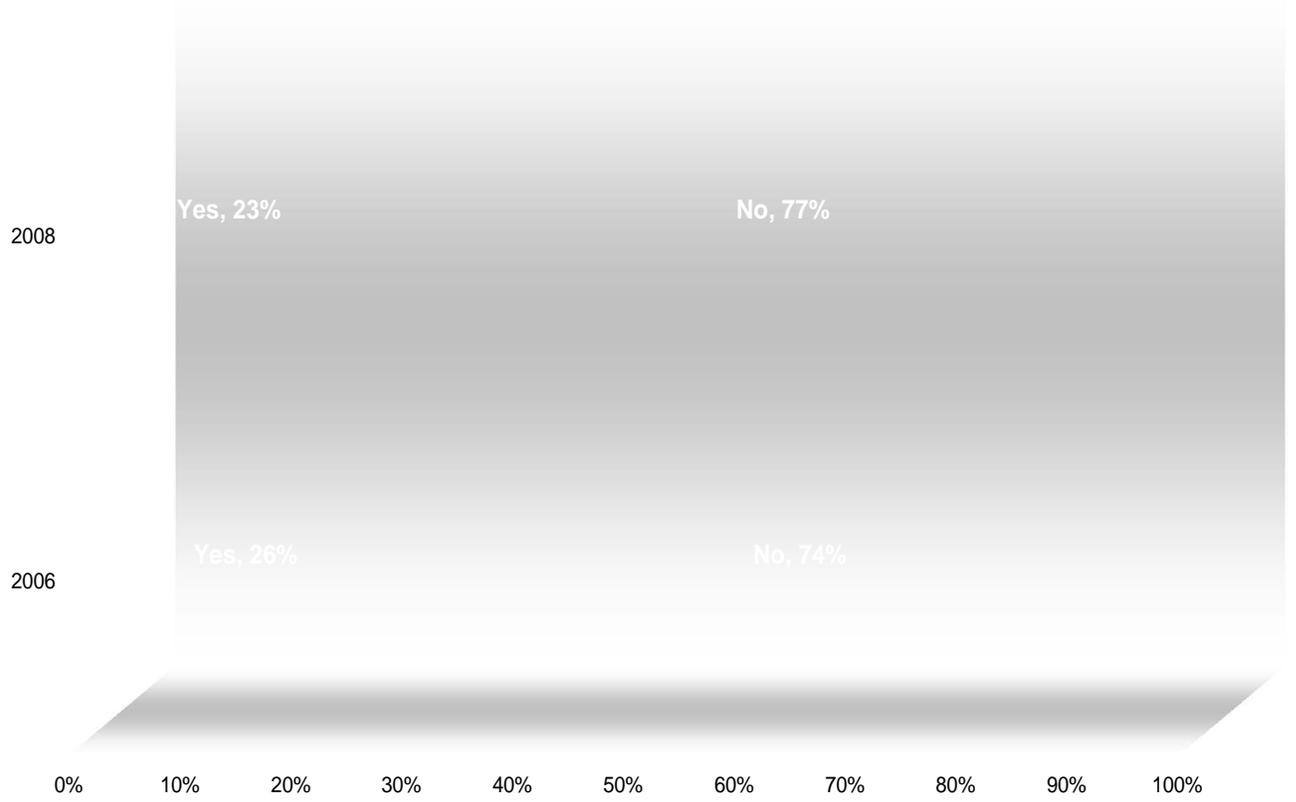


Chart 13
Purpose of Non-Repair Call
 (Among Callers Who Made Other Calls--88% in 2008 and 92% in 2006)

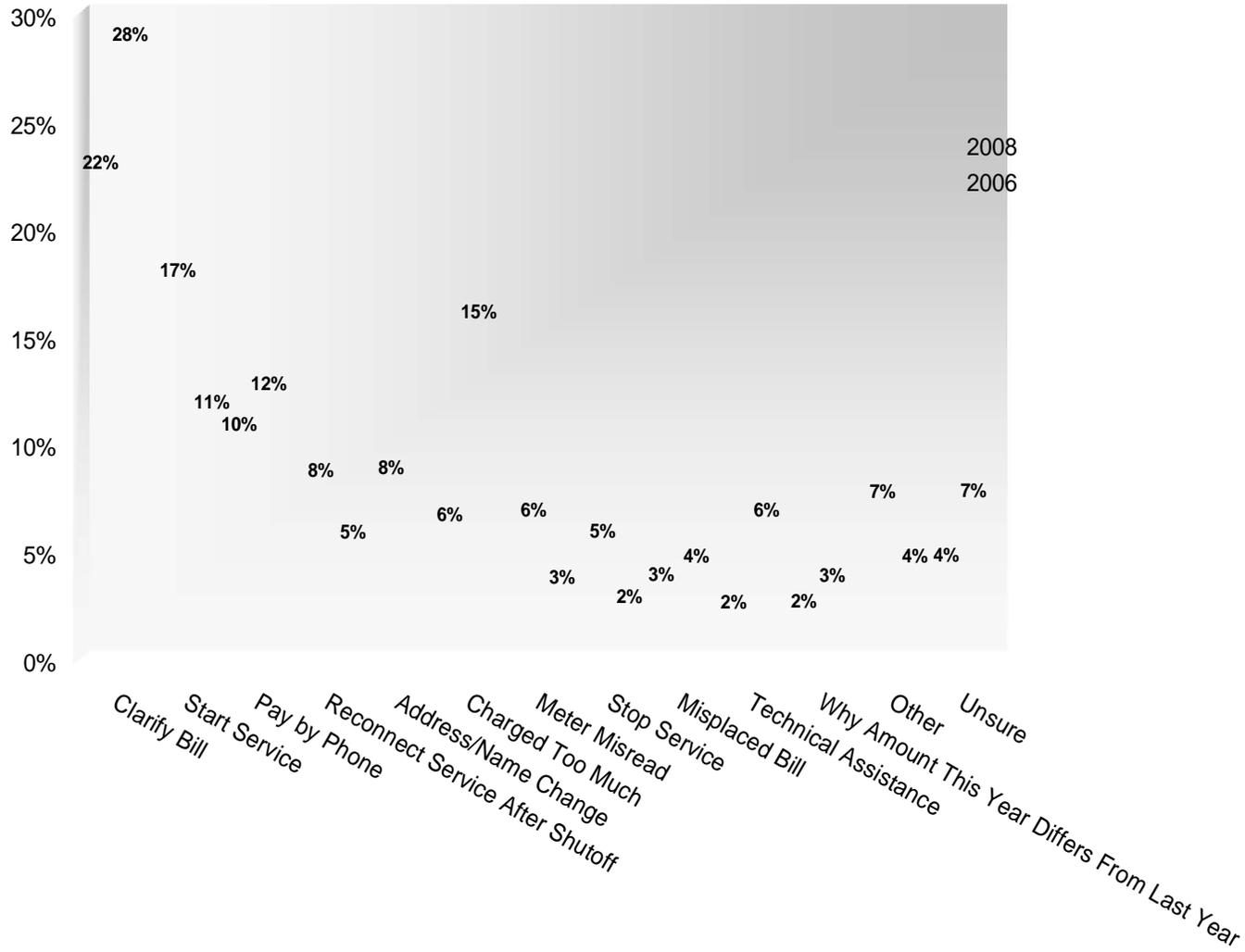
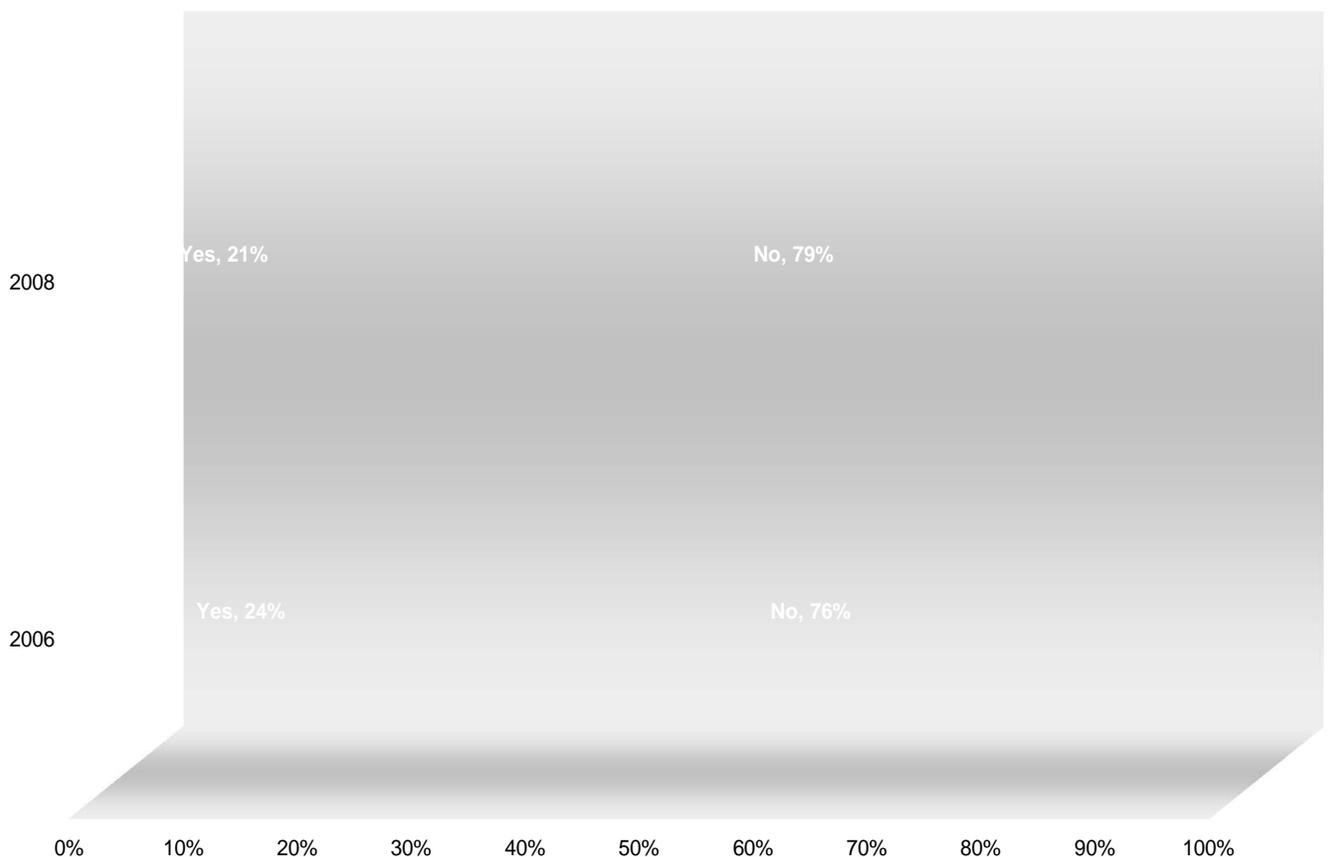


Chart 14 demonstrates that 21 percent of customer callers made yet another call (at least three calls if one was a repair call or two calls if non-repair) in the past 12 months and this is consistent with the 2006 survey. **Chart 15** indicates that 25 percent made these additional calls because they want clarification of their bill--a decline of 31 percent from the 2006 survey. Another 16 percent made additional calls to indicate that they thought that they were charged too much, and 22 percent called to either start or stop service.

- Spanish language survey respondents are more likely to have made an additional non-repair related call (60 percent) than are English language survey respondents (18 percent).

Chart 14
Additional Calls Made to Customer Service?



Issues Regarding the Bill Payment Process

SUMMARY: *One half of the customer service callers pay their bill by sending a check in the mail. Another 19 percent pay on-line. Others pay their bill through automatic bank deductions (10 percent) and 7 percent pay by credit card over the telephone. It is noteworthy that 44 percent would prefer to use postal mail (6 percent less than actually do so) and 26 percent would prefer to pay on line (7 percent more than actually do so.) Of the 14 percent who pay in person, 43 percent do so to enjoy personal contact, 32 percent are interested in obtaining an immediate receipt, and 14 percent find it convenient because they can pay their bill close to home. Enjoyment of personal contact and the ability to obtain a receipt increased in importance from the 2006 Residential Customer Services Survey. Also, the convenience of wanting to be close to home declined in preference from the 2006 survey.*

Customer service callers are satisfied with the following billing features: ease of understanding the water bill (82 percent very satisfied or somewhat satisfied) and accuracy of the water bill (77 percent either very satisfied or somewhat satisfied.) Over three-fourths of customer service callers are confident in the accuracy of their meter reading. These findings are consistent with the results of the 2006 Residential Customer Service Survey.

Two fifths of customer callers read the messages in the message box on their water bill (a decline of 12 percent from the 2006 survey). Callers feel that the monthly billing process could be improved if there was a better explanation of information on the bill (15 percent), if there were improvements that resulted in more accurate meter readings (15 percent), and if on-line payment options were improved (12 percent). A large proportion of callers took this opportunity to register their wish for lower bills (31 percent). This represents a change of priority from the sentiment expressed in the 2006 survey where only 18 percent of customers sought improvements in the billing process through lower rates (13 percent less than in 2008) and 23 percent recommended that on line payment options would improve the billing process (11 percent greater than in 2008).

Method of Bill Payment: **Chart 16** shows that one half of the customer service callers pay their bill by sending a check in the mail, 19 percent pay on line, 10 percent pay their bill through automatic bank deductions, 7 percent pay by credit card over the telephone, and 14 percent pay in person at the Otay Water District offices or payment center. It is noteworthy that 44 percent would prefer to use postal mail (6 percent less than actually do so) and 26 percent would prefer to pay on line (7 percent more than actually do so). This pattern is consistent with the 2006 Residential Customer Services Survey. Also, the trend toward using the Internet in the bill paying process has strengthened to some extent since the 2006 survey (an increase of 5 percent from 14 percent in 2006 to 19 percent who currently pay their bill on line and an increase of 4 percent who would prefer to pay their bill on line – from 22 percent in 2006 to 26 percent in the current survey).

Chart 15
Purpose of Additional Calls
 (21% made additional calls)

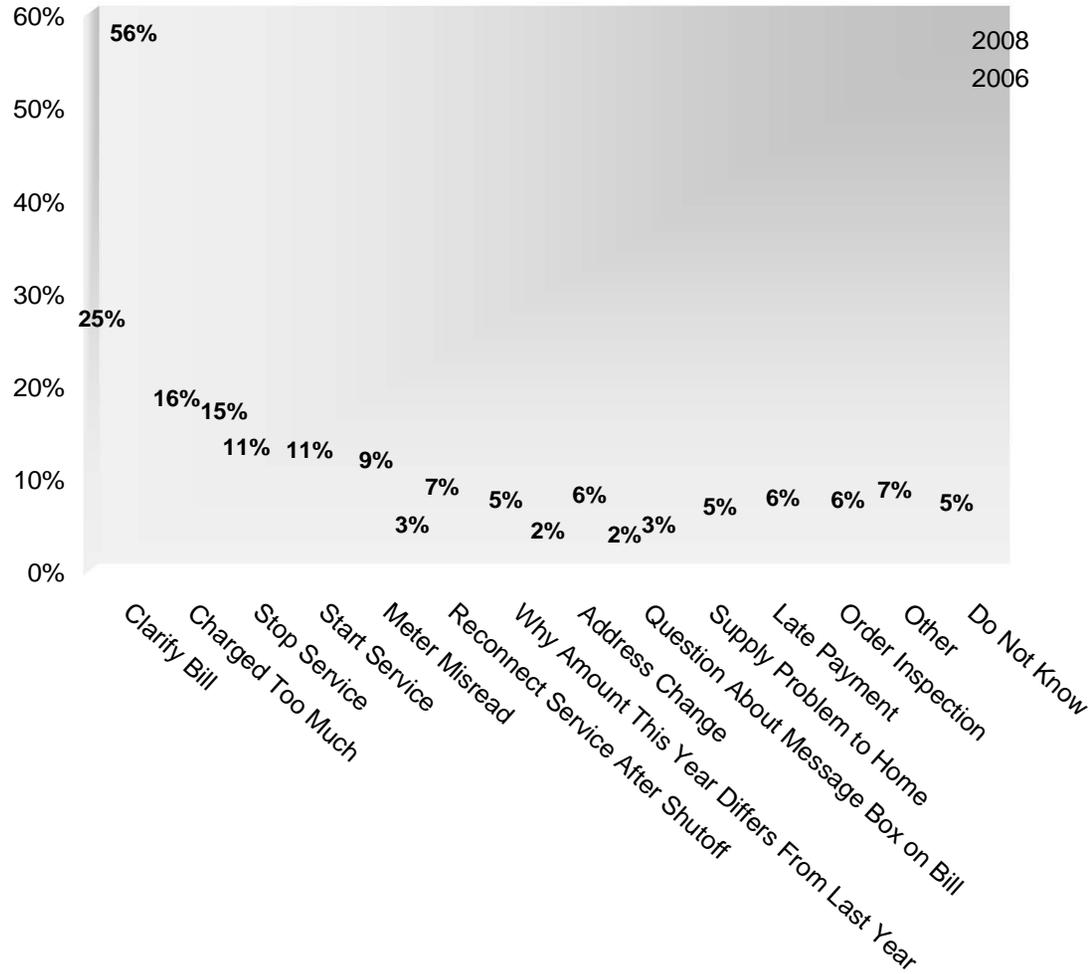


Chart 17 shows that of the 14 percent who pay in person, over two-fifths (43 percent) do so to enjoy personal contact, about one-third (32 percent) are interested in obtaining an immediate receipt, and 14 percent find it convenient because they can pay their bill close to home. The reasons for customer callers preferring to pay their bill in person have changed considerably from the reasons expressed in the 2006 survey. That is, the enjoyment of personal contact and the ability to obtain an immediate receipt each increased by 14 percent from 2006 to 2008. The convenience of wanting to be close to home declined as a reason from 2006 to 2008 by 9 percent.

Chart 16
Payment Method for Water Bill: Actual and Preferred

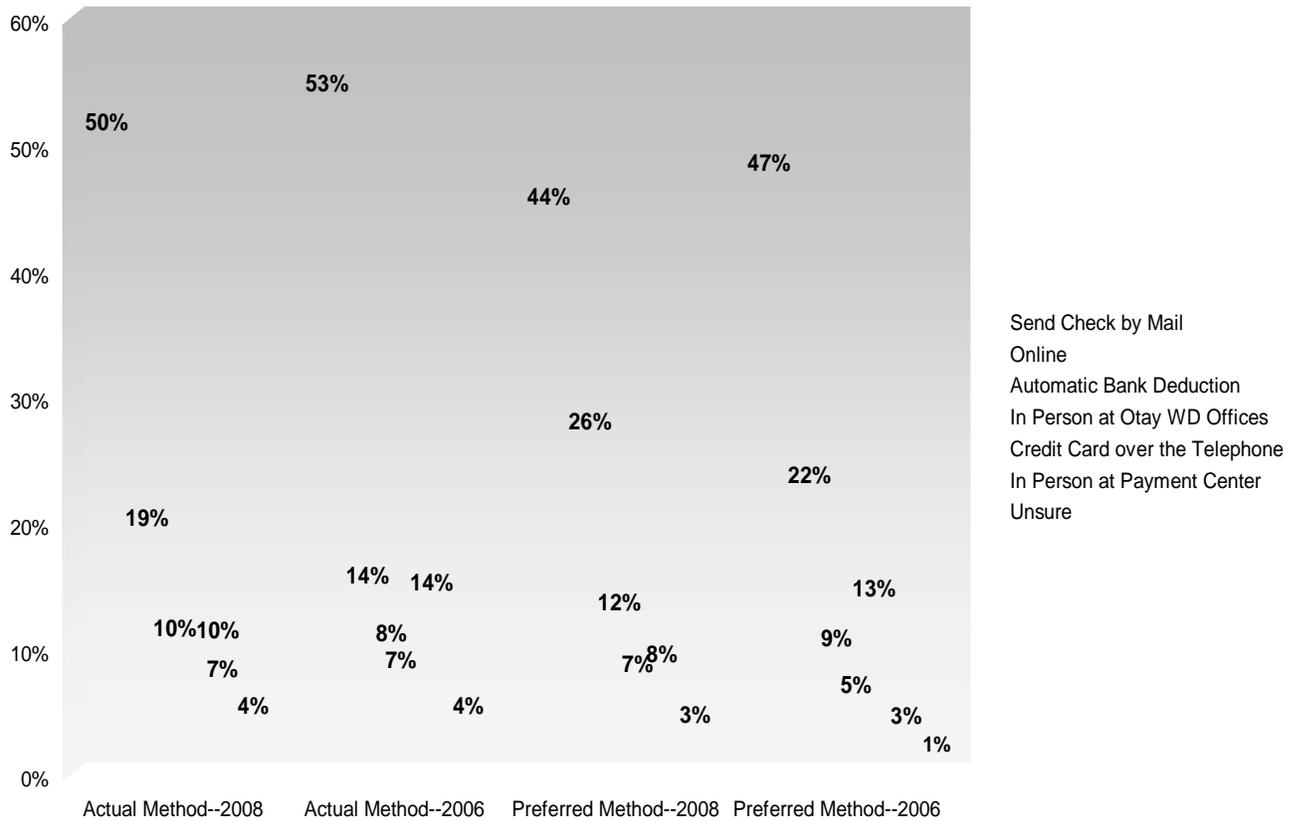
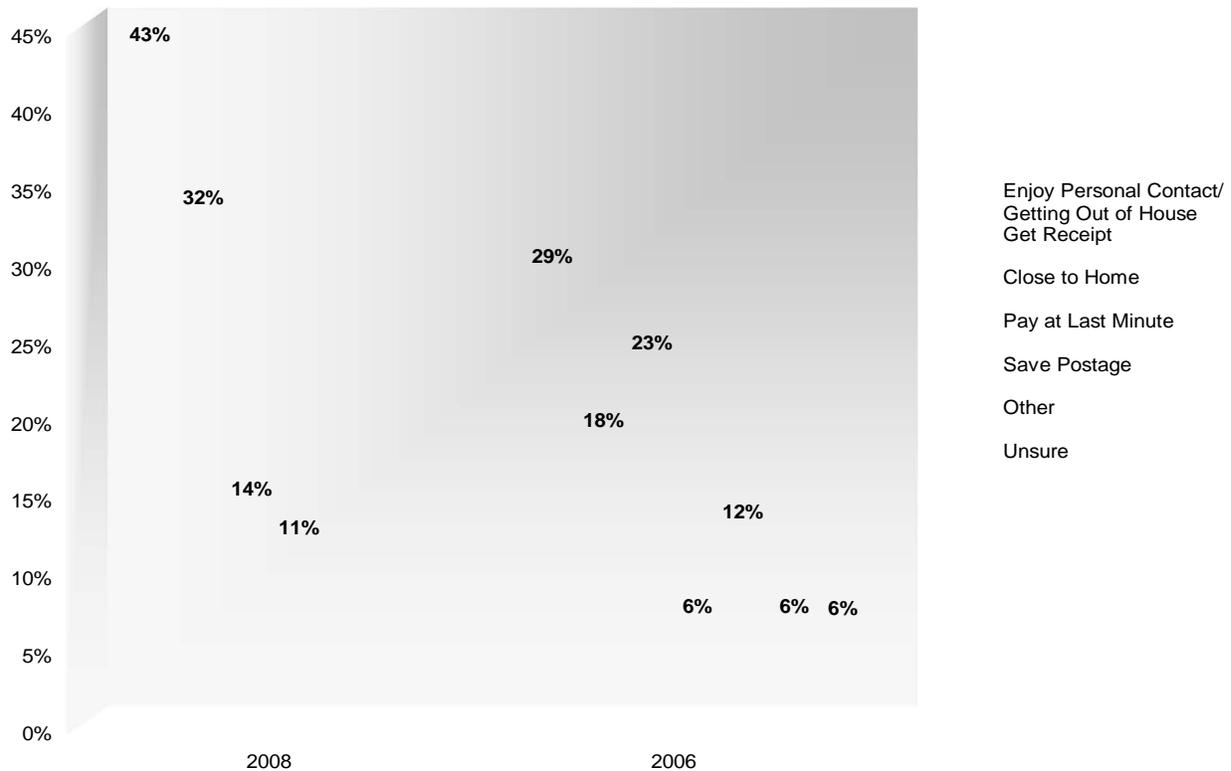


Chart 17
Reason for Paying Bill in Person



Homeowners tend to pay their bill on line more than do renters, who are more likely to pay in person.

- On line payment (homeowners – 23 percent versus renters – 13 percent).
- Pay in person at payment center (renters – 7 percent versus homeowners – 2 percent).
- Pay in person at Otay Water District (renters – 21 percent versus homeowners – 5 percent).

Customers who elected to complete the survey in Spanish tend to pay their bill in person at the Otay Water District, while those who elected to complete it in English tend to pay their bill by sending a check in the mail.

- Pay in person at Otay Water District (Spanish speakers – 33 percent versus English speakers – 7 percent).
- Check sent in mail (English speakers – 50 percent versus Spanish speakers – 44 percent).

Larger households tend to pay by a check sent in the mail more so than do smaller households (57 percent for households of 3 or more compared to 43 percent for households of 1 or 2). Customers with high

levels of education tend to pay their bill on line while customers with lower levels of education tend to pay in person.

- Pay in person (high school or less – 24 percent; some graduate school – 4 percent)
- Pay on line (high school or less – 20 percent; some graduate school 39 percent).

The method by which customers actually pay their bill is strongly related to the method they prefer to use. Moreover, when preferences deviate from actual behavior, the preference leans toward the use of the Internet to make on-line bill payments. The following examples illustrate this finding:

- 85 percent of those, who actually pay by sending a check by mail, prefer that method; however, 10 percent of those who send a check by mail would prefer to pay on line.
- 64 percent of those who pay in person at the payment center prefer that method of payment; however, 9 percent of those who pay in person at the payment center would prefer to pay on line.
- 87 percent of those who pay by automatic bank deduction prefer that method; however, 7 percent of those who pay through automatic bank deduction would prefer to pay on line.

Satisfaction with Billing Process/Suggested Improvements: **Chart 18** shows that customer service callers are highly satisfied with the following billing features: ease of understanding the water bill (82 percent – 58 percent very satisfied and 24 percent somewhat satisfied) and accuracy of the water bill (77 percent – 50 percent very satisfied and 27 percent somewhat satisfied). These results are highly consistent with the findings of the 2006 survey. **Chart 19** indicates that over three-fourths (76 percent) of customer service callers are either very confident or somewhat confident in the accuracy of their monthly meter reading. This overall high level of confidence is consistent with the confidence expressed in the 2006 survey. However, it is noteworthy that the percentage of callers who are “very confident” increased by 10 percent in the 2008 survey.

- Whites tend to be more satisfied with the ease of understanding their bill than are Blacks (not of Hispanic origin) – Whites (mean of 1.44); Blacks (mean of 1.87), on a scale of 1-4 where 1 = very satisfied and 4 = very dissatisfied.

Chart 18
Satisfaction with Water Billing Statement

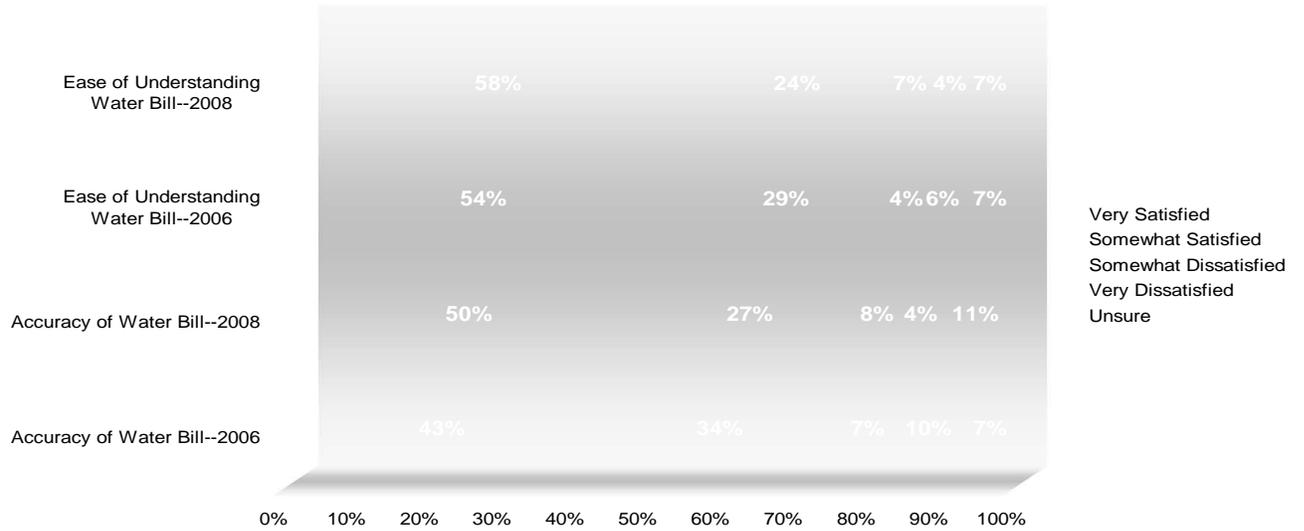


Chart 19
Confidence in Accuracy of Meter Reading

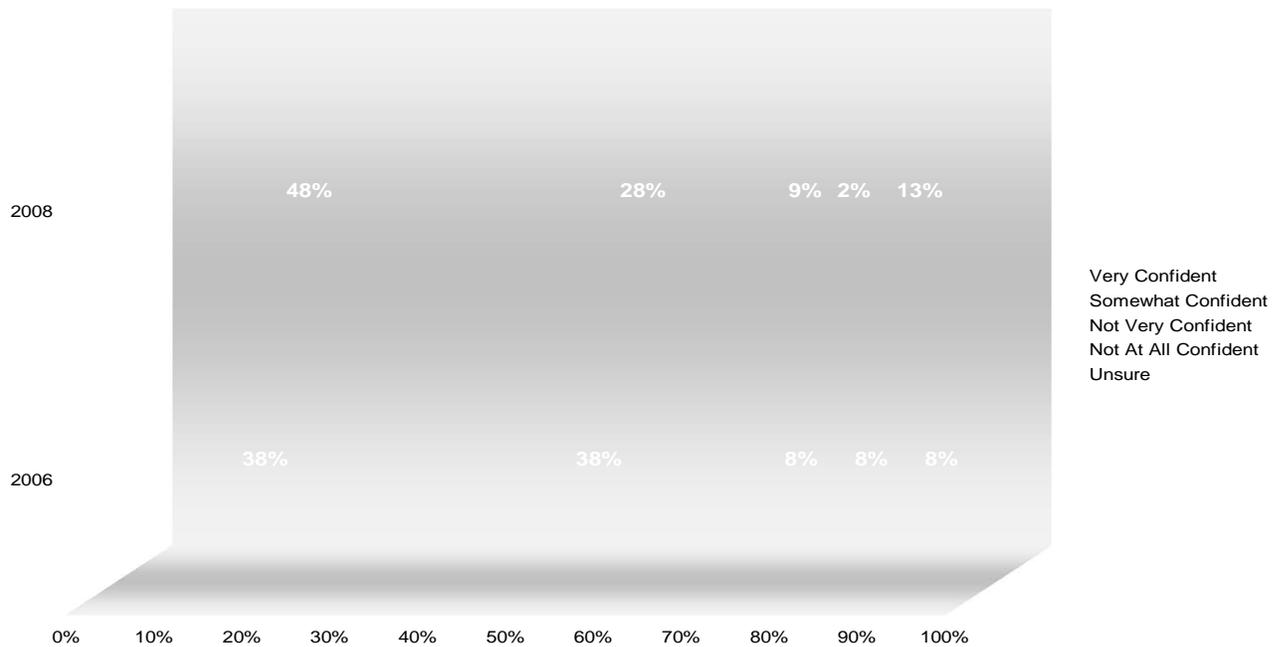


Chart 20 indicates that 40 percent of the customer callers read the messages in the message box on their water bill. This represents a decline of 12 percent from the finding in the 2006 survey.

- Long-term customers of 10 years or more tend to read the messages in the message box on their bill more so than do customers of fewer than 10 years (52 percent – 10 years or more; 37 percent fewer than 10 years).
- Older customers tend to read messages on their bill more so than do younger customers (64 percent – 55 years of age and older; 34 percent – under the age of 55).

Chart 20
Read Message Box?

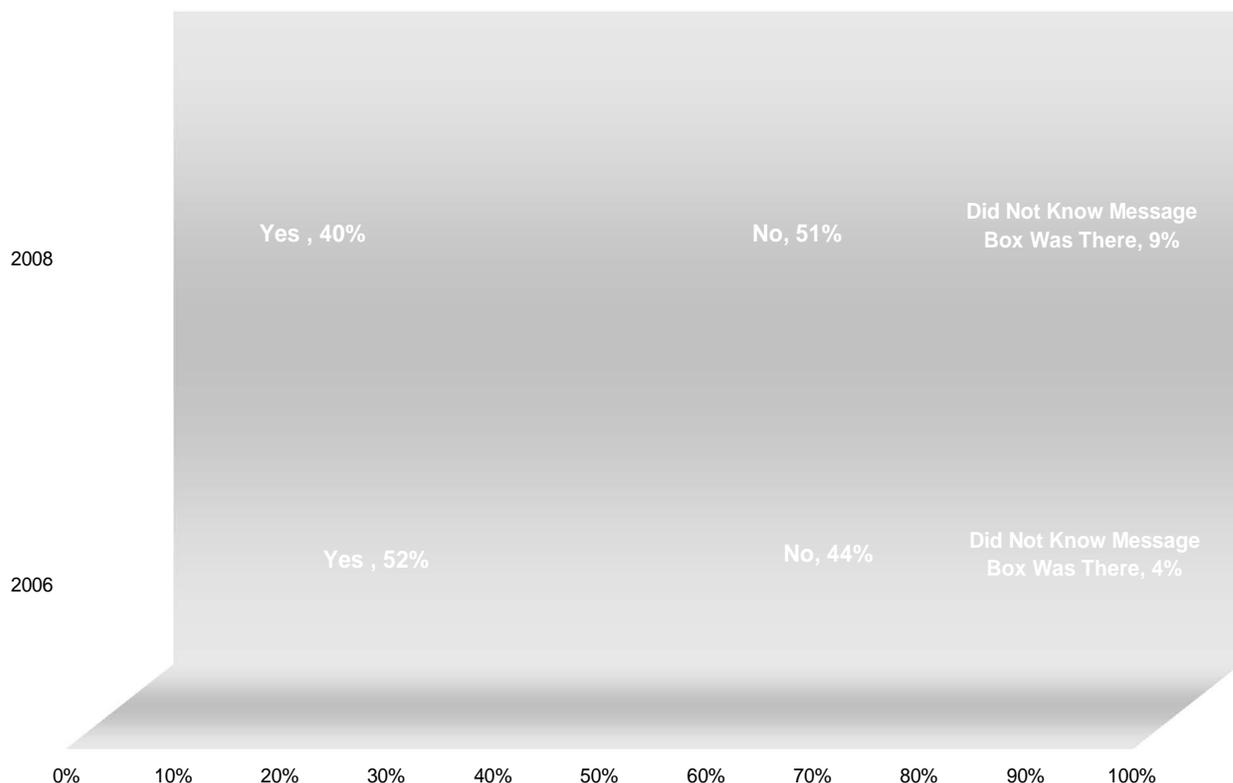
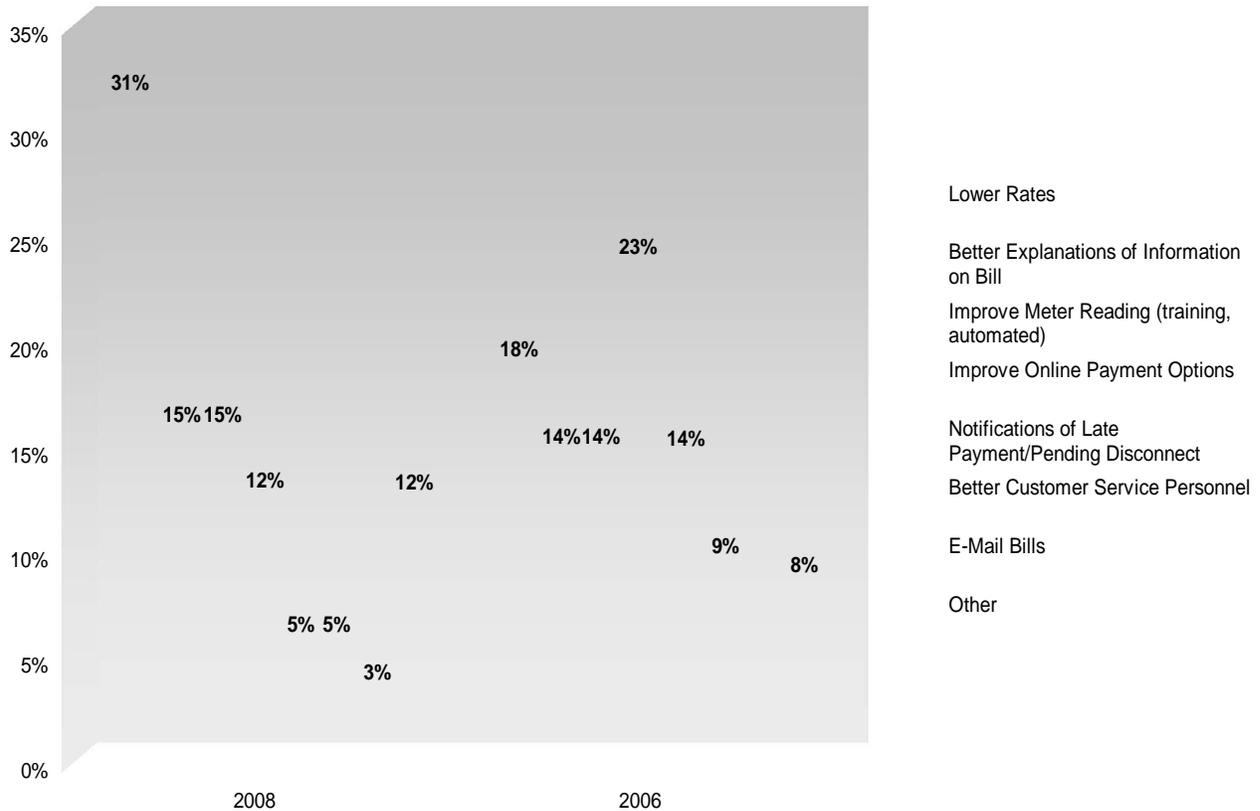


Chart 21 shows that convenience in the monthly billing process could be improved if there was a better explanation of information on the bill (15 percent), if there were improvements that resulted in more accurate meter readings (15 percent), and if callers had a greater ability to pay by telephone or on-line (12 percent). It is noteworthy that a large proportion of callers took this opportunity to register their wish for lower bills (31 percent). Customer callers in the 2006 Residential Customer Services Survey suggested improvements in a different priority. Specifically, only 18 percent sought improvements through lower rates (13 percent fewer than in 2008), 23 percent recommended online payment options (11 percent more

than in 2008), and 14 percent felt the billing process could be improved if the bill included notification of late payment pending disconnect (9 percent more than in 2008).

Chart 21
Suggested Changes in Monthly Billing Statement



Communication with the Otay Water District (including Website and Interactive Voice Response System)

SUMMARY: *It is found that 23 percent of customers have used the Otay Water District website to obtain information in the past 6 months (an increase of 3 percent from the 2006 survey) and 79 percent (a decline of 9 percent from the 2006 survey) of these users are either very satisfied or somewhat satisfied with the service provided through the website. Only 20 percent of customer callers have used the Interactive Voice Response features of the Otay Water District -- an increase of 4 percent over the 2006 survey. However, 82 percent of these users found it useful for resolving their problem. Of those who found the system to be useful, 58 percent were able to resolve their problem by using this automated system alone – an increase of 11 percent from the 2006 survey.*

Chart 22 indicates that 23 percent of the customer callers have used the Otay Water District website to obtain information in the past 6 months and **Chart 23** shows that 79 percent of these users are either very

satisfied (61 percent) or somewhat satisfied (18 percent) with the service provided through the website. It is also shown in **Chart 22** that website users have slightly increased since the 2006 Residential Customer Services Survey – 3 percent higher in 2008. However, the level of satisfaction (customers very satisfied and somewhat satisfied) has declined by 9 percent --from 88 percent in 2006 (**Chart 23**).

Chart 22
Use of Website and Interactive Voice Response



Younger customers and business customers are more avid users of the Otay Water District website.

- 18-34 years of age (37 percent); 65 years of age and older (7 percent).
- Business customers (55 percent); residential customers (22 percent).

Also in **Chart 22**, it is indicated that 20 percent of callers have used the Interactive Voice Response features of the Otay Water District. Among these 20 percent, 82 percent found it to be useful. Of those who found the system to be useful, 58 percent were able to resolve their problem by using this automated system alone (**Chart 24**). It is also indicated in **Chart 22** that customer callers who use the Interactive Voice System have increased by 4 percent – from 16 percent in the 2006 survey. There is little change from the 2006 to the 2008 survey regarding the percentage of users who find the automated system to be useful (just above 80 percent in both surveys). However, there is an 11 percent increase (from 47 percent

in 2006) among those who were able to resolve their problem by using the Interactive Voice System alone (Chart 24).

Chart 23
Satisfaction with Web Service

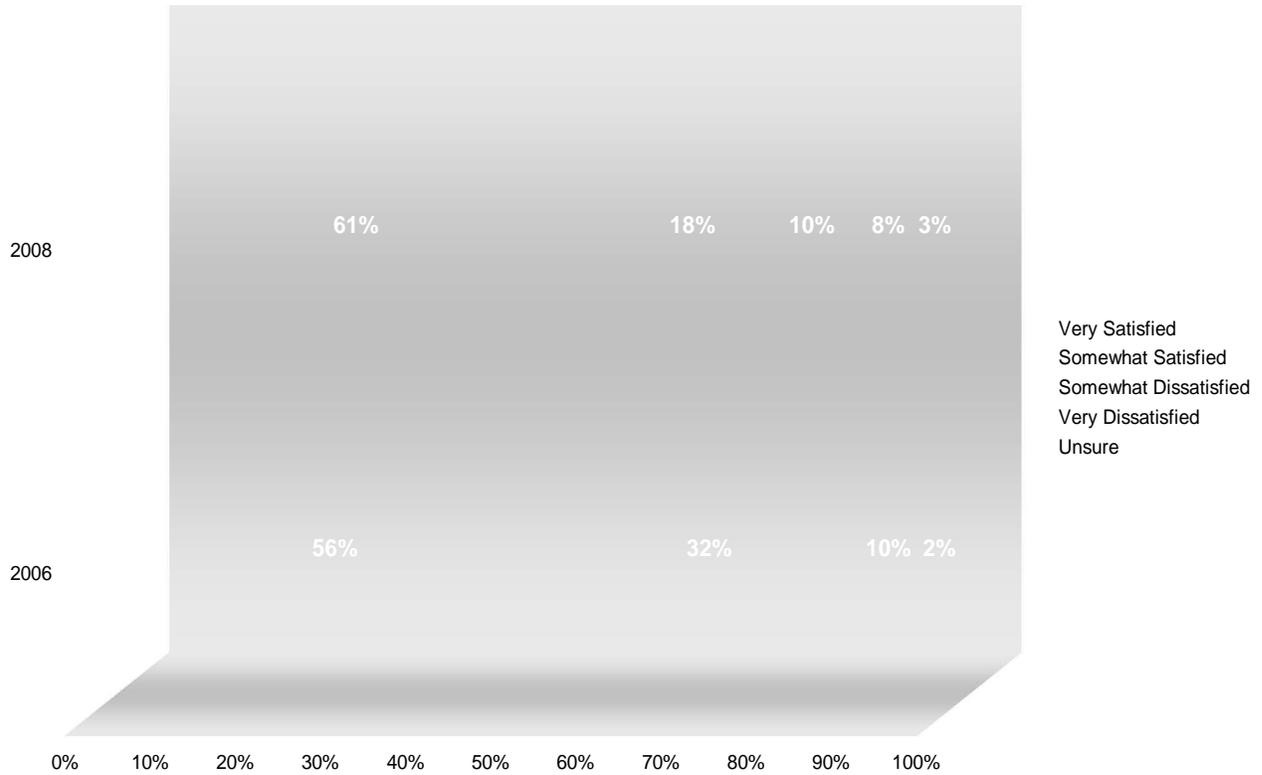


Chart 25 shows that 13 percent of those who use the system and find it to be useful have suggestions for improvements. Of these 13 percent, 5 percent would like the system to be programmed to accept payments, 5 percent would like the system to facilitate access to a representative, and 3 percent would like to be notified when the payments are delinquent.

Chart 24
Usefulness and Effectiveness of Interactive Voice Response

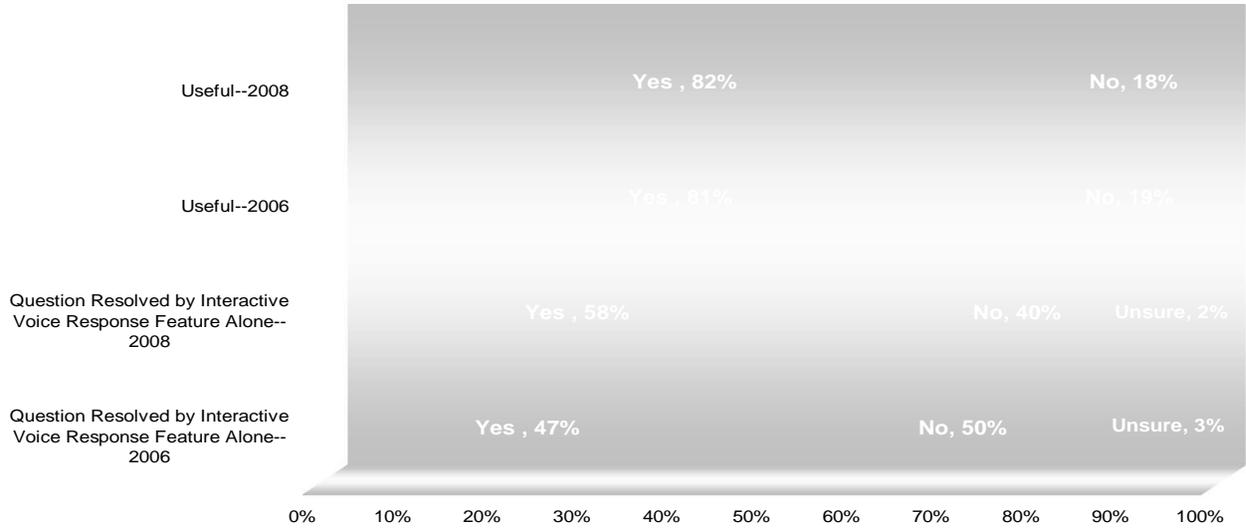
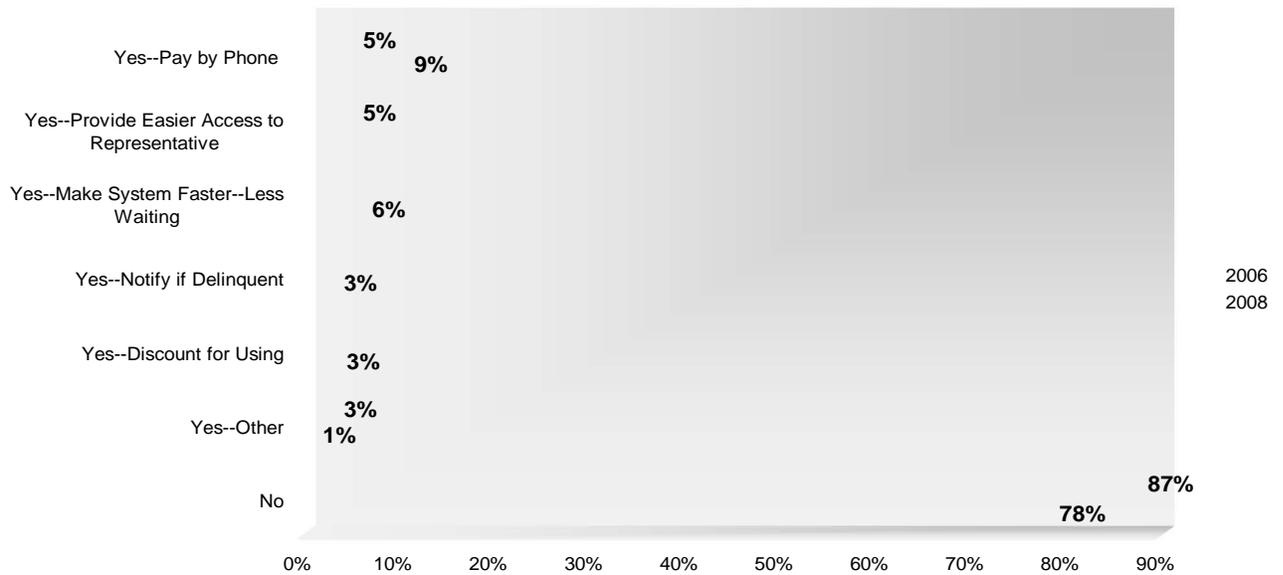


Chart 25
Suggest Improvements to Interactive Voice Response?



Conclusion

Customers of the Otay Water District who have made customer service calls to the District and who have had the need for field service at their property are largely satisfied with the customer service they received. It is clear, therefore, that there is considerable support for the efforts made by the Otay Water District to address customer issues in a timely fashion and to resolve problems to the customers' satisfaction. This high level of satisfaction is a continuation, and in most cases, an improvement upon the already highly favorable findings of the 2006 Customer Services Satisfaction Survey.

Otay Water District Survey
Call Center Customer Service 2008

INT. Hello, my name is _____. I'm calling on behalf of the Otay Water District. We are conducting a study about some issues having to do with the service you have received from the District. We are interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B*

* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

[IF ASKED ABOUT MONITORING:] My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to improving customer service. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

SEX. **[RECORD GENDER OF RESPONDENT:]**

- 1 - MALE
- 2 - FEMALE

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

- 1 - English or
- 2 - Spanish?

Q1. Have you or anyone in your household or business called the Otay Water District for service or other help during the past 6 months?

- 1 - YES
- 2 - NO **-THANK AND TERMINATE INTERVIEW**
- 9 - DK/REF **-THANK AND TERMINATE INTERVIEW**

Q1a—Please indicate the type of customer you are

- 1—Residential
- 2—Business
- 3—Irrigation
- 4—Other, SPECIFY _____

Q1b. **[IF YES:]** Was the main purpose of your last call...

- 1 - a repair issue,
- 2 - a billing issue, or -----> **GO TO Q2**
- 3 - another issue? ---> **GO TO Q2**
- 9 - DK/REF -----> **GO TO Q3**

Q1c. **[IF REPAIR ISSUE:]** What type of repair did you call about? Was it...

- 1 - a pipeline break,
- 2 - a problem with supply to your home,
- 3—a suspected leak
- 4 - another problem? [SPECIFY:] _____
- 9 - DK/REF

Q1d. Did you make any other calls to customer service in the past 12 months that were not repair related?

- 1—YES
- 2—NO—**GO TO Q3**
- 3--DK —**GO TO Q3**

Q2. What was the reason for that customer service call? **[DO NOT VOLUNTEER]**

- 1—Did not understand bill—**[IF Q1b = 1--GO TO Q3—IF Q1b=2 or 3, GO TO Q2a]**
- 2—Thought I was charged too much for the amount of water I used—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 3—Thought I used less water than bill indicated/Meter misread—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 4---Why different amount from same month last year—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 5—Question about message box on bill—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 6—Address change—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 7---Start service—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 8---Stop Service—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 9—Reconnect Service after shutoff—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**

15—Other? SPECIFY _____ —[IF Q1b = 1--GO TO Q3—
IF Q1b=2 or 3, GO TO Q2a]

20—DK/REF [Go to Q3]

Q2a. [IF Q2 = 1-15] Did you make any other calls to customer service in the past 12 months?

1—YES

2—NO—GO TO Q3

3--DK —GO TO Q3

Q2b. What was the reason for that customer service call? [DO NOT VOLUNTEER]

1—Did not understand bill

2—Thought I was charged too much for the amount of water I used

3—Thought I used less water than bill indicated/Meter misread

4---Why different amount from same month last year

5—Question about message box on bill

6—Address change

7---Start service

8---Stop Service

9—Reconnect Service after shutoff

10-- a pipeline break,

11 - a problem with supply to your home

15—Other? SPECIFY _____

20—DK/REF

Q3. How satisfied or dissatisfied were you with the service you received as far as....

a. your ability to reach a service representative? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

b. the courtesy of the service representative? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

c. the knowledge and expertise of your service representative? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

d. getting your problem resolved? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q4. Overall, how would you rate the quality of service that you received? Would you say

- 1 - excellent,
- 2 - good,
- 3 - fair
- 4 - poor
- 9 - DK/REF

Q5. With regard to the problem or question you called about, how many calls did it take to get your issue resolved?

Q5a. **[IF Q5 >1—OTHERWISE, GO TO Q6]** Was your question or problem ultimately resolved to your satisfaction?

- 1-YES
- 2-NO

3-DK/REF

Q6. Did your call require a field visit to your property?

- 1-YES
- 2-NO -----[GO TO Q12]
- 3-DK/REF-----[GO TO Q12]

Q7. [IF Q6 = 1] What did the field representative do?

Q8. How satisfied were you with the field service outcome? Were you*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q9. How satisfied were you with the time required to come to your property to provide the field service? Were you*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q10. How satisfied were you with the amount of time the field service representative needed at your property? Were you*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q11. Please rate your overall satisfaction with the field service you received.

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF

Q12. How do you pay your water bill most months?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center

6—On-line (Internet)

Q13. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

- 1—Send check by mail-----GO TO Q14
- 2—Automatic bank deduction-----GO TO Q14
- 3—Credit card over the telephone-----GO TO Q14
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet) -----GO TO Q14

Q13a. **[IF Q13 = 4 or 5]** Why do you prefer to pay in person? **DO NOT VOLUNTEER**

- 1—save postage
- 2—get receipt
- 3—I usually pay at the last minute
- 4—I enjoy the personal contact/getting out of the house
- 9—Other—SPECIFY _____

Q14. In the past 6 months, have you used the Otay Water District website to obtain information or other service from the Otay Water District?

- 1—YES
- 2—NO-----GO TO Q15
- 3—DK/REF-----GO TO Q15

Q14a. **[IF Q14=1]** How satisfied were you with the web service you received? Were you*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q15. The Otay Water District has an Interactive Voice Response feature in their telephone system. This new feature provides the customer with account information, total amount due, and last payment received. Have you used this feature?

- 1—YES
- 2—NO-----GO TO Q16
- 3—DK/REF-----GO TO Q16

Q15a. **[IF Q15 = 1]** Did you find this feature to be useful?

- 1—YES
- 2—NO
- 3—DK/REF

Q15b. When you last called the Otay Water District for customer service, were you able to resolve your question or problem using the automated system only?

- 1—YES

- 2—NO
- 3—DK/REF

Q15c. Are there any other features that you would like to have offered by the Interactive Voice Response system?

- 1—Yes
- 2—No ---[GO TO Q16]
- 3—DK/REF ---[GO TO Q16]

Q15d. **[IF Q15c = 1]** What feature or features would you like the Automated Voice Response system to offer? **[RECORD UP TO 2]**

Q16. Regarding your monthly billing, How satisfied are you with the accuracy of your water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q17. How satisfied are you with the ease of understanding your water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q18. How confident are you in the accuracy of your monthly meter reading?

- 1 - very confident,
- 2 - somewhat confident,
- 3 - not very confident, or
- 4 - not at all confident?
- 9 - NOT SURE/REF

Q19. Do you read the messages in the message box on your monthly bill?

1—YES

2—NO

3---DID NOT EVEN KNOW MESSAGES WERE THERE [VOLUNTEERED]

Q20. What changes, if any, would you suggest to the Otay Water District that you think could improve the convenience of your monthly bill?

0=No changes

Q21. In comparison to other companies that bill you monthly, such as electricity, cable TV, or others, how would you rate your overall customer experience with us on a scale of 1-5, where 5 means that the Otay Water District is the best of these companies and 1 means that the Otay Water District is the worst.

In closing, these next questions are for comparison purposes only.

CUST. How long have you been a customer of the Otay Water District?

_____ YEARS

PPH. How many persons, including yourself, live in your household?

99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

1 - OWN

2 - RENT/OTHER STATUS

9 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

1 - high school or less,

2 - at least one year of college, trade or vocational school,

3 - graduated college with a bachelor's degree, or

4 - at least one year of graduate work beyond a bachelor's degree?

9 - DK/REF

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] _____
- 9 - DK/REF

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 or more?
- 9 - DK/REF

LAN. **[LANGUAGE OF INTERVIEW:]** 1 - ENGLISH 2 - SPANISH

Frequency Tables

Q1 - Have you or anyone in your household or business called the Otay Water District for service or other help during the past 6 months?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	303	100.0	100.0	100.0

Q1a - Please tell me what type of customer you are. Are you...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Residential	291	96.0	96.4	96.4
	Business	11	3.6	3.6	100.0
	Total	302	99.7	100.0	
Missing	Refused	1	.3		
Total		303	100.0		

Q1b - Was the main purpose of your last service call....					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A repair issue	44	14.5	16.2	16.2
	A billing issue	137	45.2	50.6	66.8
	Another issue	90	29.7	33.2	100.0
	Total	271	89.4	100.0	
Missing	DK/Refused	32	10.6		
Total		303	100.0		

Q1c - What type of repair did you call about? Was it...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A pipeline break	10	3.3	22.7	22.7
	A problem with supply to your home	4	1.3	9.1	31.8
	A suspected leak	17	5.6	38.6	70.5
	Another problem	9	3.0	20.5	90.9
	DK/REF	4	1.3	9.1	100.0
	Total		44	14.5	100.0
Missing	System	259	85.5		
Total		303	100.0		

q1coth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		294	97.0	97.0	97.0
	Contract	1	.3	.3	97.4
	Cover leak in front of our yard	1	.3	.3	97.7
	Needed to check source	1	.3	.3	98.0
	Reconnect.	1	.3	.3	98.3
	Stolen backflow valves	1	.3	.3	98.7
	They put in a new main and blew up our stuff	1	.3	.3	99.0
	To move the water meter.	1	.3	.3	99.3
	Water pressure	2	.7	.7	100.0
	Total	303	100.0	100.0	

Q1d - Did you make any other calls to customer service in the past 12 months that were not repair related?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	3.3	22.7	22.7
	No	34	11.2	77.3	100.0
	Total	44	14.5	100.0	
Missing	System	259	85.5		
Total		303	100.0		

Q2 - What was the reason for that customer service call?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not understand the bill	51	16.8	22.8	22.8
	Thought I was charged too much for the amount of water I use	14	4.6	6.3	29.0
	Thought I used less water than bill indicated/meter misread	12	4.0	5.4	34.4
	Why different amount from same month last year	4	1.3	1.8	36.2
	Question about message box on bill	8	2.6	3.6	39.7
	Address change	14	4.6	6.3	46.0
	Start service	40	13.2	17.9	63.8
	Stop service	10	3.3	4.5	68.3
	Reconnect service after shutoff	17	5.6	7.6	75.9

	Pay bill, make payment arrangements	20	6.6	8.9	84.8
	Change name on account	5	1.7	2.2	87.1
	Bill not received	5	1.7	2.2	89.3
	Other	24	7.9	10.7	100.0
	Total	224	73.9	100.0	
Missing	DK/REF	13	4.3		
	System	66	21.8		
	Total	79	26.1		
Total		303	100.0		

Q2a - Did you make any other calls to customer service in the past 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	14.5	20.3	20.3
	No	169	55.8	77.9	98.2
	DK/NA	4	1.3	1.8	100.0
	Total	217	71.6	100.0	
Missing	System	86	28.4		
Total		303	100.0		

Q2b - What was the reason for that customer service call?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not understand the bill	11	3.6	25.0	25.0
	Thought I was charged too much for the amount of water I use	7	2.3	15.9	40.9
	Thought I used less water than bill indicated/meter misread	4	1.3	9.1	50.0
	Why different amount from same month last year	2	.7	4.5	54.5
	Question about message box on bill	1	.3	2.3	56.8
	Address change	1	.3	2.3	59.1
	Start service	5	1.7	11.4	70.5
	Stop service	5	1.7	11.4	81.8
	Reconnect service after shutoff	3	1.0	6.8	88.6
	Other	3	1.0	6.8	95.5
	DK/REF	2	.7	4.5	100.0
	Total		44	14.5	100.0
Missing	System	259	85.5		
Total		303	100.0		

q2oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
		273	90.1	90.1	90.1
	Adding address to billing	1	.3	.3	90.4
	Artificial grass, saw the commercial on the news	1	.3	.3	90.8
	Billing not credited to my account.	1	.3	.3	91.1
	Called to ask what kind of dish soap I should use	1	.3	.3	91.4
	Change bank info	1	.3	.3	91.7
	Close account	1	.3	.3	92.1
	Disconnection of the water	1	.3	.3	92.4
	Discount for financial issues situation	1	.3	.3	92.7
	Electronic billing	1	.3	.3	93.1
	Informed Otay he is moving, needed new service. Informed \$75 dep.	1	.3	.3	93.4
	Inquired to see if property was part of Otay District.	1	.3	.3	93.7
	Leak	1	.3	.3	94.1
	Loan	1	.3	.3	94.4
	Misapplied payment on my part	1	.3	.3	94.7
	Put in water lines on there lots	1	.3	.3	95.0
Valid	Report accident on water main	1	.3	.3	95.4
	Sewer component of that bill	1	.3	.3	95.7
	The quality of the water	1	.3	.3	96.0
	To ask why there are building water tanks being built on my property and call for information	1	.3	.3	96.4
	To cancel contract because I moved	1	.3	.3	96.7
	To confirm correctness of my bill	1	.3	.3	97.0
	To find balance	1	.3	.3	97.4
	Usually get bill by email or telephone wasn't notified that bill was due	1	.3	.3	97.7
	Wanted to know if there was some kind of rebate for installing \$13,000 worth of artificial grass	1	.3	.3	98.0
	Was called from the district	1	.3	.3	98.3
	Wasn't getting any water	1	.3	.3	98.7
	Water pressure issue	1	.3	.3	99.0
	Why are they charging at empty property?	1	.3	.3	99.3
	Wondering when they would receive bill	1	.3	.3	99.7
	Wrong bill	1	.3	.3	100.0
	Total	303	100.0	100.0	

Your ability to reach a service representative					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	203	67.0	67.0	67.0
	Somewhat satisfied	58	19.1	19.1	86.1
	Somewhat dissatisfied	8	2.6	2.6	88.8
	Very dissatisfied	18	5.9	5.9	94.7
	DK/Refused	16	5.3	5.3	100.0
	Total	303	100.0	100.0	

The courtesy of the service representative					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	211	69.6	69.6	69.6
	Somewhat satisfied	47	15.5	15.5	85.1
	Somewhat dissatisfied	9	3.0	3.0	88.1
	Very dissatisfied	21	6.9	6.9	95.0
	DK/Refused	15	5.0	5.0	100.0
	Total	303	100.0	100.0	

The knowledge and expertise of your service representative					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	188	62.0	62.0	62.0
	Somewhat satisfied	61	20.1	20.1	82.2
	Somewhat dissatisfied	12	4.0	4.0	86.1
	Very dissatisfied	22	7.3	7.3	93.4
	DK/Refused	20	6.6	6.6	100.0
	Total	303	100.0	100.0	

Getting your problem resolved					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	188	62.0	62.0	62.0
	Somewhat satisfied	54	17.8	17.8	79.9
	Somewhat dissatisfied	14	4.6	4.6	84.5
	Very dissatisfied	29	9.6	9.6	94.1
	DK/Refused	18	5.9	5.9	100.0
	Total	303	100.0	100.0	

Q4 - Overall, how would you rate the quality of service that you received?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	168	55.4	55.4	55.4
	Good	78	25.7	25.7	81.2
	Fair	28	9.2	9.2	90.4
	Poor	19	6.3	6.3	96.7
	DK/REF	10	3.3	3.3	100.0
	Total	303	100.0	100.0	

Q5 - With regard to the problem or question you called about, how many calls did it take to get your issue resolved?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	208	68.6	72.2	72.2
	2	38	12.5	13.2	85.4
	3	25	8.3	8.7	94.1
	4	8	2.6	2.8	96.9
	5	3	1.0	1.0	97.9
	6	2	.7	.7	98.6
	10	1	.3	.3	99.0
	11	1	.3	.3	99.3
	12	2	.7	.7	100.0
	Total	288	95.0	100.0	
Missing	Refused	15	5.0		
Total		303	100.0		

Q5a - Was your question or problem ultimately resolved to your satisfaction?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	21.5	68.4	68.4
	No	22	7.3	23.2	91.6
	DK/NA	8	2.6	8.4	100.0
	Total	95	31.4	100.0	
Missing	System	208	68.6		
Total		303	100.0		

Q6 - Did your call require a field visit to your property?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	17.5	17.5	17.5
	No	234	77.2	77.2	94.7
	DK/NA	16	5.3	5.3	100.0
	Total	303	100.0	100.0	

Q7- What did field rep do?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Checked meter	6	2.0	11.5	11.5
	Check/Fix leak	12	4.0	23.1	34.6
	Reconnect/turn water on	16	5.3	30.8	65.4
	other	15	5.0	28.8	94.2
	do not know	3	1.0	5.8	100.0
	Total	52	17.2	100.0	
Missing	System	251	82.8		
Total		303	100.0		

q7txt					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		251	82.8	82.8	82.8
	Came and checked the leak, but came back the next day to fix it	1	.3	.3	83.2
	Check the pipelines	1	.3	.3	83.5
	Check water	1	.3	.3	83.8
	Checked for a leak but found nothing wrong. I thought my bill was to high.	1	.3	.3	84.2
	Checked meter and repaired leak.	1	.3	.3	84.5
	Checking the water meter	1	.3	.3	84.8
	Connect my service.	1	.3	.3	85.1
	Disconnected my water service.	1	.3	.3	85.5
	Do not know	2	.7	.7	86.1
	Field representative turned the water back on. Field representative did not leave a note.	1	.3	.3	86.5
	Fix a leak	1	.3	.3	86.8
	Fix leaking pipes	1	.3	.3	87.1

Fixed a leak	1	.3	.3	87.5
Fixed the leak	1	.3	.3	87.8
Fixed water pipe	1	.3	.3	88.1
Found leak	1	.3	.3	88.4
Found problem	1	.3	.3	88.8
Had to come out to restore the water	1	.3	.3	89.1
He removed the lock he put on	1	.3	.3	89.4
He went to see about the problem	1	.3	.3	89.8
Help with my misunderstanding	1	.3	.3	90.1
I don't know because I wasn't here	1	.3	.3	90.4
I don't know, I was in the office. But they fixed the leak.	1	.3	.3	90.8
Just fixed leak	1	.3	.3	91.1
Just turn the water on	1	.3	.3	91.4
Looked at meter, showed me where it is read every month	1	.3	.3	91.7
Looked at the meter and unlocked the meter and turned the water back on	1	.3	.3	92.1
Looked at the property	1	.3	.3	92.4
Nothing	2	.7	.7	93.1
Reading the meter	1	.3	.3	93.4
Reconnected my water.	1	.3	.3	93.7
Reconnected water	1	.3	.3	94.1
Repaired leak	1	.3	.3	94.4
They came out and said it was our problem and that what they had done is not their fault	1	.3	.3	94.7
They checked to water connection and water pressure.	1	.3	.3	95.0
They inspected the area.	1	.3	.3	95.4
They reconnect the water.	1	.3	.3	95.7
They relocated my water meter.	1	.3	.3	96.0
They resolved the problem, something was broken. I'm not sure.	1	.3	.3	96.4
They turned it on.	1	.3	.3	96.7
They would have if they hadn't said that I was ineligible for the rebate. I installed the arti grass one month before Jan 08. I think I was lied to.	1	.3	.3	97.0
To check for a leak; bill was different from the last month.	1	.3	.3	97.4
To turn water back on	1	.3	.3	97.7
Turn on water	1	.3	.3	98.0
Turn water back on	1	.3	.3	98.3
Turned on the water	2	.7	.7	99.0

	Turned on water	1	.3	.3	99.3
	Turned the water back on	1	.3	.3	99.7
	When he came out he made the comment saying that it wasn't that big of an issue because it wasn't something that needed to be done immediately	1	.3	.3	100.0
	Total	303	100.0	100.0	

Q8 - How satisfied were you with the field service outcome?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	37	12.2	69.8	69.8
	Somewhat satisfied	7	2.3	13.2	83.0
	Somewhat dissatisfied	3	1.0	5.7	88.7
	Very dissatisfied	5	1.7	9.4	98.1
	DK/Refused	1	.3	1.9	100.0
	Total	53	17.5	100.0	
Missing	System	250	82.5		
Total		303	100.0		

Q9 - How satisfied were you with the time required to come to your property to provide the field service?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	34	11.2	64.2	64.2
	Somewhat satisfied	4	1.3	7.5	71.7
	Somewhat dissatisfied	8	2.6	15.1	86.8
	Very dissatisfied	3	1.0	5.7	92.5
	DK/Refused	4	1.3	7.5	100.0
	Total	53	17.5	100.0	
Missing	System	250	82.5		
Total		303	100.0		

Q10 - How satisfied were you with the amount of time the field service representative needed at your property?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	32	10.6	60.4	60.4
	Somewhat satisfied	11	3.6	20.8	81.1
	Somewhat dissatisfied	2	.7	3.8	84.9
	Very dissatisfied	3	1.0	5.7	90.6
	DK/Refused	5	1.7	9.4	100.0
	Total	53	17.5	100.0	
Missing	System	250	82.5		
Total		303	100.0		

Q11 - Please rate your overall satisfaction with the field service you received.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	34	11.2	64.2	64.2
	Good	7	2.3	13.2	77.4
	Fair	7	2.3	13.2	90.6
	Poor	3	1.0	5.7	96.2
	DK/REF	2	.7	3.8	100.0
	Total	53	17.5	100.0	
Missing	System	250	82.5		
Total		303	100.0		

Q12 - How do you pay your water bill most months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	144	47.5	49.5	49.5
	Automatic bank deduction	30	9.9	10.3	59.8
	Credit card over the telephone	21	6.9	7.2	67.0
	In person at the Otay Water District office	28	9.2	9.6	76.6
	In person at payment center	11	3.6	3.8	80.4
	On-line	56	18.5	19.2	99.7
	Other	1	.3	.3	100.0
	Total	291	96.0	100.0	
Missing	Refused	12	4.0		
Total		303	100.0		

q12oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
		302	99.7	99.7	99.7
Valid	It is included in my rent	1	.3	.3	100.0
	Total	303	100.0	100.0	

Q13 - No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	132	43.6	44.6	44.6
	Automatic bank deduction	35	11.6	11.8	56.4
	Credit card over the telephone	23	7.6	7.8	64.2
	In person at the Otay Water District office	22	7.3	7.4	71.6
	In person at payment center	8	2.6	2.7	74.3
	On-line	76	25.1	25.7	100.0
	Total		296	97.7	100.0
Missing	DK/Refused	7	2.3		
Total		303	100.0		

Q13a - Why do you prefer to pay in person?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Get receipt	7	2.3	25.0	25.0
	I usually pay at the last minute	3	1.0	10.7	35.7
	I enjoy the personal contact/getting out of the house	12	4.0	42.9	78.6
	Other	6	2.0	21.4	100.0
	Total		28	9.2	100.0
Missing	DK/REF	2	.7		
	System	273	90.1		
	Total	275	90.8		
Total		303	100.0		

q13oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
		297	98.0	98.0	98.0
Valid	Have a family member that works right by the District office	1	.3	.3	98.3
	I'm just in the area a lot	1	.3	.3	98.7
	I like to pay in cash so that I know its paid	1	.3	.3	99.0
	It is easier	2	.7	.7	99.7
	To make sure it gets done	1	.3	.3	100.0
	Total		303	100.0	100.0

Q14 - In the past 6 months, have you used the Otay Water District website to obtain information or other service from the Otay Water District?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	67	22.1	22.7	22.7
	No	228	75.2	77.3	100.0
	Total	295	97.4	100.0	
Missing	DK/NA	8	2.6		
Total		303	100.0		

Q14a - How satisfied were you with the web service you received?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	41	13.5	61.2	61.2
	Somewhat satisfied	12	4.0	17.9	79.1
	Somewhat dissatisfied	7	2.3	10.4	89.6
	Very dissatisfied	5	1.7	7.5	97.0
	DK/Refused	2	.7	3.0	100.0
	Total		67	22.1	100.0
Missing	System	236	77.9		
Total		303	100.0		

Q15 - The Otay Water District has an Interactive Voice Response feature in their telephone system. This new feature provides the customer with account information, total amount due, and last payment received. Have you used this feature?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	20.5	20.5	20.5
	No	229	75.6	75.6	96.0
	DK/NA	12	4.0	4.0	100.0
	Total	303	100.0	100.0	

Q15a - Did you find this feature to be useful?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	16.8	82.3	82.3
	No	11	3.6	17.7	100.0
	Total	62	20.5	100.0	
Missing	System	241	79.5		
Total		303	100.0		

Q15b - When you last called the Otay Water District for customer service, were you able to resolve your question or problem using the automated system only?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	11.9	58.1	58.1
	No	25	8.3	40.3	98.4
	DK/NA	1	.3	1.6	100.0
	Total	62	20.5	100.0	
Missing	System	241	79.5		
Total		303	100.0		

Q15c - Are there any other features that you would like to have offered by the Interactive Voice Response system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	2.6	12.9	12.9
	No	54	17.8	87.1	100.0
	Total	62	20.5	100.0	
Missing	System	241	79.5		
Total		303	100.0		

Q15d-Features for AVR system to offer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	easier to speak with a representative	3	1.0	37.5	37.5
	pay bill by phone	3	1.0	37.5	75.0
	other	2	.7	25.0	100.0
	Total	8	2.6	100.0	
Missing	System	295	97.4		
Total		303	100.0		

Q16 - Regarding your monthly billing, how satisfied are you with the accuracy of your water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	153	50.5	50.5	50.5
	Somewhat satisfied	81	26.7	26.7	77.2
	Somewhat dissatisfied	24	7.9	7.9	85.1
	Very dissatisfied	11	3.6	3.6	88.8
	DK/Refused	34	11.2	11.2	100.0
	Total	303	100.0	100.0	

Q17 - How satisfied are you with the ease of understanding your water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	176	58.1	58.1	58.1
	Somewhat satisfied	72	23.8	23.8	81.8
	Somewhat dissatisfied	21	6.9	6.9	88.8
	Very dissatisfied	13	4.3	4.3	93.1
	DK/Refused	21	6.9	6.9	100.0
	Total	303	100.0	100.0	

Q18 - How confident are you in the accuracy of your monthly meter reading?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	144	47.5	47.5	47.5
	Somewhat confident	84	27.7	27.7	75.2
	Not very confident	28	9.2	9.2	84.5
	Not at all confident	6	2.0	2.0	86.5
	Not sure/Ref	41	13.5	13.5	100.0
	Total	303	100.0	100.0	

Q20 - What changes, if any, would you suggest to the Otay Water District that you think could improve the convenience of your monthly bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better meter accuracy	9	3.0	15.3	15.3
	Improve online payments for debit cards, credit cards, checks	7	2.3	11.9	27.1
	Lower water/sewer bills	16	5.3	27.1	54.2
	additional information on/with bill to help understanding	9	3.0	15.3	69.5
	bill by e-mail	2	.7	3.4	72.9
	advance warning of shutoff	3	1.0	5.1	78.0
	fees lowered for lower income customers	2	.7	3.4	81.4
	other	11	3.6	18.6	100.0
	Total	59	19.5	100.0	
Missing	System	244	80.5		
Total		303	100.0		

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		244	80.5	80.5	80.5
	Accuracy	2	.7	.7	81.2
	Allow us to use credit card for auto pay	1	.3	.3	81.5
	Better proof of meter	1	.3	.3	81.8
	Better service	1	.3	.3	82.2
	Better service to call customers back	1	.3	.3	82.5
	Change online bill pay to allow checks	1	.3	.3	82.8
	Cheaper bill	1	.3	.3	83.2
	Check everybody's meter right because they're are only two people in the house and my bill is high.	1	.3	.3	83.5
	Don't charge for the water	1	.3	.3	83.8
	Don't shut off water so fast	1	.3	.3	84.2
	Email	1	.3	.3	84.5
	Explain bill in detail so I would better understand	1	.3	.3	84.8
	Free water	1	.3	.3	85.1
	Give advance notice if service is going to be interrupted.	1	.3	.3	85.5
	Give us free tickets to fish	1	.3	.3	85.8

Have the city lower my sewer fees	1	.3	.3	86.1
I Never got through to a person on the phone, I just ended up hanging up and not resolving anything, It was a question about bill, I needed a receipt.	1	.3	.3	86.5
It would be nice to know how many gallons in a unit	1	.3	.3	86.8
Just fix the automated system so it understands what I say, the people are nice on the phone	1	.3	.3	87.1
Keep him updated on whatever is new	1	.3	.3	87.5
Let us know, maybe a comment, about how much our water usage has decreased or increased.	1	.3	.3	87.8
Lower it	1	.3	.3	88.1
Lower my bill	1	.3	.3	88.4
Lower prices on water or rebate	1	.3	.3	88.8
Lower rates	2	.7	.7	89.4
Lower the water bill	1	.3	.3	89.8
Lower your prices	1	.3	.3	90.1
Lower your rates	1	.3	.3	90.4
Lowering the rates,	1	.3	.3	90.8
Make easy to set up a payment plan on line; it's to much of a hassle.	1	.3	.3	91.1
Make it more clearer	1	.3	.3	91.4
Make sure that the meter is being read correctly.	1	.3	.3	91.7
Make the bill itself easier to understand reading it	1	.3	.3	92.1
Make the bill lower	1	.3	.3	92.4
More accuracy	1	.3	.3	92.7
More clarifications on bills	1	.3	.3	93.1
Need to be assured that the meters are all being read	1	.3	.3	93.4
Not to change the prices like the gas bill	1	.3	.3	93.7
Pay over the phone without a fee and lower HRO payment and better breakdown	1	.3	.3	94.1
Payment by debit cards	1	.3	.3	94.4
Prices are to high	1	.3	.3	94.7
Provide more detail in better view.	1	.3	.3	95.0
Read the electric meters.	1	.3	.3	95.4
Reading the meter each month instead of averaging it.	1	.3	.3	95.7
SDGE has a service of RTO (Return to Owner),I'd like to see that happen to Otay Water District	1	.3	.3	96.0
See if I could get my bill on-line.	1	.3	.3	96.4
Send it via-mail	1	.3	.3	96.7
Sending reminder bills	1	.3	.3	97.0

Sewage charging too much.	1	.3	.3	97.4
Should give seniors a break; its too much for a fixed income	1	.3	.3	97.7
Switch to gallon, rather than per unit	1	.3	.3	98.0
The form should be completely an on-line form; we should not have to print out the form and send it in.	1	.3	.3	98.3
The sewage price went up twice the amount and I do not know why	1	.3	.3	98.7
They should have a sliding scale for lower income.	1	.3	.3	99.0
To drop the agreement for sewer fees for Chula vista, I want it in my semi-annual tax bill.	1	.3	.3	99.3
To save water	1	.3	.3	99.7
Warning before cutting it off	1	.3	.3	100.0
Total	303	100.0	100.0	

Q21 - In comparison to other companies that bill you monthly, such as electricity, cable TV or others, how would you rate your overall customer experience with us?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Otay Water District is the WORST	11	3.6	3.6	3.6
	2	14	4.6	4.6	8.3
	3	55	18.2	18.2	26.4
	4	86	28.4	28.4	54.8
	Otay Water District is the BEST	107	35.3	35.3	90.1
	DK/REF	30	9.9	9.9	100.0
	Total	303	100.0	100.0	

AGE: Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	20	6.6	7.2	7.2
	25 to 34	43	14.2	15.4	22.6
	35 to 44	100	33.0	35.8	58.4
	45 to 54	63	20.8	22.6	81.0
	55 to 64	25	8.3	9.0	90.0
	65 or over	28	9.2	10.0	100.0
	Total	279	92.1	100.0	
Missing	DK/Refused	24	7.9		
Total		303	100.0		

Cust: How long have you been a customer of the Otay Water District?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	= One year or less	89	29.4	29.4	29.4
	2	21	6.9	6.9	36.3
	3	20	6.6	6.6	42.9
	4	15	5.0	5.0	47.9
	5	21	6.9	6.9	54.8
	6	14	4.6	4.6	59.4
	7	18	5.9	5.9	65.3
	8	10	3.3	3.3	68.6
	9	3	1.0	1.0	69.6
	10	15	5.0	5.0	74.6
	11	2	.7	.7	75.2
	12	3	1.0	1.0	76.2
	13	2	.7	.7	76.9
	14	3	1.0	1.0	77.9
	15	10	3.3	3.3	81.2
	16	3	1.0	1.0	82.2
	18	1	.3	.3	82.5
	19	3	1.0	1.0	83.5
	20	7	2.3	2.3	85.8
	21	1	.3	.3	86.1
	22	1	.3	.3	86.5
	24	2	.7	.7	87.1
	25	6	2.0	2.0	89.1
	29	2	.7	.7	89.8
	30	8	2.6	2.6	92.4
	32	1	.3	.3	92.7
	33	1	.3	.3	93.1
	35	1	.3	.3	93.4
	37	1	.3	.3	93.7
	40	1	.3	.3	94.1
	41	2	.7	.7	94.7
	42	1	.3	.3	95.0
	45	1	.3	.3	95.4
	48	1	.3	.3	95.7
	DK/Refused	13	4.3	4.3	100.0

	Total	303	100.0	100.0
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EDU: What is the highest grade or year of school that you have completed and received credit for?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	55	18.2	19.9	19.9
	At least one year of college, trade or vocational school	94	31.0	34.1	54.0
	Graduated college with a bachelor's degree	97	32.0	35.1	89.1
	At least one year of graduate work beyond a bachelor's degree	30	9.9	10.9	100.0
	Total	276	91.1	100.0	
Missing	DK/Refused	27	8.9		
Total		303	100.0		

ETH: Which of the following best describes your ethnic or racial background....					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	85	28.1	31.7	31.7
	Black, not of Hispanic origin	25	8.3	9.3	41.0
	Hispanic or Latino	118	38.9	44.0	85.1
	Asian or Pacific Islander	35	11.6	13.1	98.1
	Native American	1	.3	.4	98.5
	Another ethnic group	4	1.3	1.5	100.0
	Total	268	88.4	100.0	
Missing	DK/Refused	35	11.6		
Total		303	100.0		

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		299	98.7	98.7	98.7
	Chaldian	1	.3	.3	99.0
	India	1	.3	.3	99.3
	Multi-racial	1	.3	.3	99.7
	Yugoslavian Mexican	1	.3	.3	100.0
	Total	303	100.0	100.0	

TEN: Is your residence owned by someone in your household, or is it rented?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	197	65.0	69.4	69.4
	Rent/Other Status	87	28.7	30.6	100.0
	Total	284	93.7	100.0	
Missing	DK/Refused	19	6.3		
Total		303	100.0		

INC: Annual Household Income Before Taxes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	10	3.3	4.6	4.6
	\$25,000 up to but not including \$50,000	47	15.5	21.6	26.1
	\$50,000 up to but not including \$75,000	80	26.4	36.7	62.8
	\$75,000 up to but not including \$100,000	33	10.9	15.1	78.0
	\$100,000 or more	48	15.8	22.0	100.0
	Total		218	71.9	100.0
Missing	DK/Refused	85	28.1		
Total		303	100.0		

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	139	45.9	45.9	45.9
	Female	164	54.1	54.1	100.0
	Total	303	100.0	100.0	

Language					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	275	90.8	91.1	91.1
	Spanish	27	8.9	8.9	100.0
	Total	302	99.7	100.0	
Missing	System	1	.3		
Total		303	100.0		

LP - Would you prefer that we speak in...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	278	91.7	91.7	91.7
	Spanish	25	8.3	8.3	100.0
	Total	303	100.0	100.0	

PPH: How many persons, including yourself, live in your household?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One	26	8.6	9.2	9.2
	2	51	16.8	18.0	27.2
	3	39	12.9	13.8	41.0
	4	87	28.7	30.7	71.7
	5	35	11.6	12.4	84.1
	6	27	8.9	9.5	93.6
	7	10	3.3	3.5	97.2
	8	5	1.7	1.8	98.9
	9	2	.7	.7	99.6
	10	1	.3	.4	100.0
	Total		283	93.4	100.0
Missing	DK/Refused	20	6.6		
Total		303	100.0		