

Public Information Committee Meeting Minutes
San Juan Water District
April 15, 2024
10:00 a.m.

Committee Members: Manuel Zamorano, Chair
Ted Costa, Member

District Staff: Paul Helliker, General Manager
Donna Silva, Director of Finance
Tony Barela, Director of Operations
Devon Barrett, Customer Service Manager
Greg Zlotnick, Water Resources Manager
Teri Grant, Board Secretary/Administrative Assistant

Members of the Public: Attendee
Lori Prosio, Prosio Communications
Lindsay Pangburn, Prosio Communications
Timothy McLearn, True North, Inc.

Topics: Customer Satisfaction Survey Information (R)
Other Public Information Matters
Public Comment

1. Customer Satisfaction Survey Information (R)

Mr. Devon Barrett reviewed the written staff report which will be attached to the meeting minutes. The committee discussed the survey questions and reviewed the proposed deletions from the 2018 survey. As requested by Director Costa, GM Helliker will research records for the pre-2018 survey for comparison to the questions in the proposed survey. The committee requested some questions to remain and others to be added. Mr. Timothy McLearn informed the committee that he expects to have the survey ready by the end of the month. Another committee meeting will be scheduled for May to review the final proposed survey questions.

2. Other Public Information Matters

GM Helliker informed the committee that a press release was prepared regarding the recent litigation against the District brought by petitioners Citrus Heights Water District and Fair Oaks Water District, and will be distributed today. The committee discussed the need for forming relationships with media outlets.

3. Public Comment

There were no public comments.

The meeting adjourned at 10:48 am.

STAFF REPORT

To: Public Information Committee
From: Devon Barrett, Customer Service Manager
Date: April 15, 2024
Subject: Customer Satisfaction Survey Discussion

RECOMMENDED ACTION

Review proposed questions to be included in the 2024 Customer Satisfaction Survey

BACKGROUND

Objective 6 of Goal C of the Strategic Plan calls for Staff to complete a "...customer satisfaction survey every 5 years achieving an 85% good or excellent customer satisfaction rating for customer service." The last survey was completed in 2018 so staff have begun the process of conducting the next survey.

Current Status

Prosio Communications will facilitate the survey and has brought on True North, Inc., to conduct the survey. So that we can understand trends in customer attitudes, as well as to address issues that continue to be of interest to San Juan Board members and management staff, we are proposing to use many of the questions from the 2018 survey. Based on the input from the survey experts, True North, staff have reviewed and removed a few questions that were deemed unnecessary or repetitive. This will reduce the length of the survey, which should enhance the likelihood of customer participation.

Financial Considerations

The cost based on the current survey length is a \$26,250 flat-fee. This cost is included in the Fiscal Year 2023-24 budget for Customer Service.



SAN JUAN WATER DISTRICT CUSTOMER SURVEY
320-787 WT
N=697
MARGIN OF SAMPLING ERROR ±3.7% (95% CONFIDENCE INTERVAL)
A/B SPLITS

Hello, I'm _____ from _____, a public opinion research company. I am not trying to sell you anything. We're conducting a survey about issues that concern residents in your area.

May I speak with the adult in your household who celebrated a birthday most recently? **(IF NOT AVAILABLE, ASK:)** May I speak to another adult member of your household who is 18 years old or older?

(RESUME ASKING ALL RESPONDENTS)

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others? **(IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely ----- 50%
- Yes, cell but cannot talk safely ----- **TERMINATE**
- No, not on cell, but own one ----- 44%
- No, not on cell and do not own one ----- 6%
- (DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. First who typically pays the utility bills in your household: you, someone else, or do you share that responsibility?

- Self ----- 77%
- Someone else ----- 7%
- Shared responsibility ----- 15%
- (DON'T KNOW/NA)-----0%**

NEXT, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT THE SAN JUAN WATER DISTRICT, THE AGENCY RESPONSIBLE FOR PROVIDING WATER SERVICE IN YOUR AREA.

2. First, how familiar are you with the San Juan Water District and its work in your area? **(READ LIST)**

VERY/SMWT FAMILIAR -----	75%
Very familiar -----	26%
Somewhat familiar-----	49%
 LITTLE/NOT FAMILIAR-----	 24%
A little familiar-----	17%
Not familiar at all-----	7%
 (DON'T READ) DK/NA -----	 0%

3. Next, do you have a generally favorable or unfavorable opinion of the San Juan Water District? **(IF FAVORABLE/UNFAVORABLE, ASK: Is that very FAVORABLE/UNFAVORABLE or just somewhat?)**

TOTAL FAVORABLE -----	72%
Very favorable -----	26%
Somewhat favorable-----	46%
 TOTAL UNFAVORABLE -----	 19%
Somewhat unfavorable-----	13%
Very unfavorable -----	6%
 (DON'T READ) DK/NA -----	 9%

4. How satisfied would you say that you are with the overall services provided by the San Juan Water District: **(READ LIST)**

TOTAL SATISFIED -----	88%
Very satisfied -----	42%
Somewhat satisfied -----	45%
 TOTAL DISSATISFIED -----	 10%
Somewhat dissatisfied-----	7%
Very dissatisfied -----	2%
 (DON'T READ) DK/NA -----	 3%

~~(ASK Q5 ONLY IF CODES 1-4 IN Q4)~~

5. ~~In a few words of your own, why are you SATISFIED/DISSATISFIED with the District's services?
(OPEN END; RECORD VERBATIM RESPONSE BELOW)~~

~~a. Satisfied~~

Good service/customer service	35%
Good water quality	26%
Reliable	21%
No issues	16%
Promotes conservation/workshops	7%
Affordable/fair pricing	7%
Expensive	7%
Informative	6%
General support	4%
Mixed feelings	1%
Opposing statement	1%
Other	1%
Don't know	1%
Nothing	1%
Refused	0%

~~b. Dissatisfied~~

Rates too high/too expensive	69%
Mismanagement/poor leadership	21%
Bad customer service	9%
Poor quality	5%
Opposing statement	1%
Mixed feelings	1%
Poor transparency	1%
Other	1%

~~(RESUME ASKING ALL RESPONDENTS)~~

6. Next, I am going to read you a series of statements people may make about the San Juan Water District. For each one, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree. (RANDOMIZE)

	<u>STR</u> <u>AGREE</u>	<u>SMWT</u> <u>AGREE</u>	<u>SMWT</u> <u>DISAG</u>	<u>STR</u> <u>DISAG</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>AGREE</u>	<u>TOTAL</u> <u>DISAG</u>
[]a. (T) San Juan Water District does a good job of providing a reliable water supply.	71%	23%	3%	1%	2%	94%	4%
[]b. (T) The water we receive from San Juan Water District is safe to drink.	67%	23%	2%	1%	6%	90%	3%
[]c. (T) I would rather drink bottled water than San Juan water.	10%	13%	24%	48%	5%	23%	72%
[]d. (T) The amount I pay for my water service is reasonable.	14%	37%	25%	20%	3%	52%	45%
[]e. (T) San Juan Water District provides adequate payment options.	45%	30%	3%	2%	20%	75%	5%
[]f. (T*) San Juan Water District keeps us well-informed about capital improvement projects, including improvements to the water treatment plan, pipelines and other portions of the water system, and how these improvements benefit customers.	31%	44%	12%	5%	8%	75%	17%
[]g. (T) Capital improvement projects in San Juan Water District personally benefit me and my family.	18%	38%	9%	4%	30%	56%	13%
[]h. (T) The water pressure in my home is consistently strong.	62%	26%	8%	4%	1%	88%	11%

7. ~~Next, I'm going to read you some San Juan Water District responsibilities. For each item, please tell me how important you feel each is for the Water District to do, using a one to five scale where one means "not at all important" and five means "very important." Feel free to use any number from one to five to express your opinion. (RANDOMIZE AND RECORD SCORE) (REPEAT SCALE AS NECESSARY)~~

	MEAN	IMP	1	2	3	4	5	(DK/NA)
	SCORE	AT ALL	NEUT			VERY		
(SPLIT SAMPLE A ONLY)								
[]a. Educating residents on how to use water efficiently	3.9	4%	4%	25%	30%	37%	0%	
[]b. Providing sufficient water supplies during droughts	4.5	1%	1%	8%	26%	64%	1%	
[]c. Ensuring our water is safe to drink	4.8	1%	1%	3%	10%	84%	1%	
[]d. Responding to service disruptions, including leaks and water main breaks	4.6	1%	1%	6%	21%	67%	4%	
[]e. Repairing or replacing old pipelines	4.2	1%	2%	17%	31%	45%	4%	
[]f. Upgrading the water treatment plant to ensure reliable, high quality water supply	4.3	1%	3%	12%	32%	47%	5%	
[]g. Meeting increased regulatory compliance standards	3.8	5%	6%	21%	26%	34%	8%	

(SPLIT SAMPLE B ONLY)								
[]h. Maintaining and improving financial stability	4.2	2%	3%	17%	28%	43%	7%	
[]i. Providing good customer service	4.5	2%	1%	8%	21%	67%	1%	
[]j. Providing a good value for what we pay	4.4	2%	1%	11%	18%	65%	1%	
[]k. Providing adequate justification for rate increases	4.4	2%	3%	11%	13%	67%	3%	
[]l. (T) Providing strong water pressure	4.4	1%	2%	10%	30%	56%	1%	
[]m. (T) Maintaining the open and rural atmosphere around your home	4.2	5%	3%	13%	21%	48%	9%	
[]n. (T) Providing multiple options for making payments	3.4	12%	8%	28%	19%	24%	8%	

~~(RESUME ASKING ALL RESPONDENTS)~~

~~8. Now, I'm going to read you the same list of San Juan Water District responsibilities. For each item, please tell me how satisfied you are with the job the Water District is doing, using a one to five scale where one means you are "not at all satisfied" and five means you are "very satisfied." Feel free to use any number from one to five to express your opinion. (RANDOMIZE AND RECORD SCORE) (REPEAT SCALE AS NECESSARY)~~

	MEAN SCORE	SAT 1	2	NEUT 3	4	SAT 5	(DK/NA)
(SPLIT SAMPLE A ONLY)							
[]a. Educating residents on how to use water efficiently	3.9	3%	6%	24%	32%	29%	6%
[]b. Providing sufficient water supplies during droughts	4.2	1%	3%	16%	29%	45%	7%
[]c. Ensuring our water is safe to drink	4.5	1%	1%	8%	19%	61%	9%
[]d. Responding to service disruptions, including leaks and water main breaks	4.3	1%	2%	10%	22%	40%	25%
[]e. Repairing or replacing old pipelines	3.9	1%	1%	23%	24%	21%	29%
[]f. Upgrading the water treatment plant to ensure reliable, high quality water supply	4.0	1%	1%	22%	22%	25%	28%
[]g. Meeting increased regulatory compliance standards	3.8	2%	3%	27%	18%	21%	30%

~~(SPLIT SAMPLE B ONLY)~~

[]h. Maintaining and improving financial stability	3.5	5%	6%	31%	22%	19%	17%
[]i. Providing good customer service	4.2	4%	3%	15%	28%	47%	3%
[]j. Providing a good value for what we pay	3.4	8%	13%	25%	29%	22%	2%
[]k. Providing adequate justification for rate increases	3.1	15%	15%	26%	21%	19%	4%
[]l. Providing strong water pressure	4.2	3%	3%	14%	30%	49%	1%
[]m. Maintaining the open and rural atmosphere around your home	3.8	6%	2%	21%	26%	29%	16%
[]n. Providing multiple options for making payments	3.6	7%	5%	28%	19%	26%	14%

~~(RESUME ASKING ALL RESPONDENTS)~~

9. ~~Now I am going to read you a pair of statements about how water supplies in your area might be managed. Please choose the statement that comes closest to your opinion. (ROTATE)~~

~~[] The highest priority should be to require people to conserve water, reducing their water use as much as possible ----- 20%~~

OR

~~[] The highest priority should be to require people to use water efficiently, ensuring that they get the most out of their water use without wasting any ----- 42%~~

~~(DON'T READ)~~

~~(ALL) ----- 25%~~

~~(NONE) ----- 11%~~

~~(DON'T KNOW/NA) ----- 2%~~

NEXT, I'D LIKE TO ASK YOU A FEW QUESTIONS ABOUT WATER IN YOUR HOME.

10. What kind of water do you drink at home? **(READ LIST, ROTATE)**

Unfiltered tap water ----- 41%
 Filtered tap water ----- 49%
 Bottled water ----- 10%
(DON'T KNOW/NA) ----- 1%

11. ~~Next I am going to read you a list of specific aspects of the water itself in your home. For each one, please tell me if you think that aspect of your water is excellent, good, only fair, or poor. (RANDOMIZE)~~

	<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>(DK/NA)</u>	<u>EXC./GOOD</u>
[]a. The overall quality of the water -----	50%	42%	6%	1%	2%	92%

~~(RANDOMIZE)~~

[]b. Taste and smell -----	48%	40%	8%	3%	2%	88%
[]c. Appearance and clarity -----	58%	36%	4%	1%	1%	94%
[]d. Safety -----	46%	34%	4%	1%	14%	81%
[]e. Water pressure -----	48%	39%	9%	4%	1%	87%
[]f. Mineral content, also called hardness -----	30%	39%	11%	2%	18%	69%

NOW I AM GOING TO ASK YOU SOME MORE QUESTIONS ABOUT YOUR WATER RATES.

12. San Juan Water District customers receive a water bill every two months. How much do you pay per bill?

\$0-\$100 -----	25 %
\$101-\$125 -----	20 %
\$126-\$150 -----	11 %
\$151-\$200 -----	9 %
\$201+ -----	5 %
DK/NA -----	32 %

NOW I AM GOING TO ASK YOU SOME QUESTIONS ABOUT THE INFORMATION YOU MAY RECEIVE FROM THE WATER DISTRICT.

13. Overall, would you prefer to have more information about your water district, less information, or is the amount you receive about right? **(IF MORE/LESS, ASK: Would you say you would like much MORE/LESS or just somewhat MORE/LESS?)**

TOTAL MORE INFORMATION---- 33%	
Much more information -----	9 %
Somewhat more information-----	24 %
About right-----	62 %
TOTAL LESS INFORMATION-----3%	
Somewhat less information -----	2 %
Much less information -----	1 %
(DON'T READ) DK/Refused -----	2 %

14. What types of information would you like to receive more of from your water district? (OPEN END, RECORD VERBATIM RESPONSE)

Reduction rate/information on rates -----	25%
Upcoming upgrades/future projects-----	14%
More about the water/quality /where it comes from. -----	14%
Conservation/programs/rebates-----	14%
Nothing/no suggestions -----	12%
More about the company staff -----	5%
Conversation programs/boards -----	5%
Everything pertinent -----	4%
Testing of minerals/chemicals -----	4%
Transparency-----	2%
Usage-----	2%
Irrigation services-----	1%
Enforcing policies-----	1%
Hidden taxes/money expenditure-----	1%
Other -----	3%
Don't know-----	3%
Nothing -----	10%
Refused -----	2%

15. Next, I am going to mention some different types of information on services your water district may provide you. For each one, please tell me whether you are very interested, somewhat interested, or not interested in receiving information on this service. (RANDOMIZE)

	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DK/NA)</u>	<u>VERY/</u>
	<u>INT</u>	<u>INT</u>	<u>INT</u>		<u>SMWT</u>
[] a. Discounts for low-income customers -----	17%	18%	56%	9%	36%
[] b. Water efficiency resources such as workshops, kits, rebates, and free irrigation audits -----	39%	40%	20%	1%	78%
[] c. Community education events such as tours or open houses at water district facilities-----	15%	40%	43%	2%	55%
[] d. Free landscaping and irrigation reviews for homeowners upon request -----	44%	36%	19%	1%	80%
[] e. Notifications when there are spikes in water usage in your household -----	60%	28%	11%	1%	89%

16. Now, I am going to read you a list of ways the San Juan Water District may communicate with you. For each one I mention, please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information from the Water District if it were presented to you in that way. **(RANDOMIZE)**

	<u>DEF</u> <u>ATT</u>	<u>MAYBE</u> <u>ATT</u>	<u>DEF NOT</u> <u>ATT</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>ATT</u>
(SPLIT SAMPLE A ONLY)					
[] a. Direct mailings separate from your water bill -----	50 %	----36 %	---- 14 %	---- 1 %	86 %
[] b. Social media such as Facebook, Twitter, or YouTube -----	8 %	----22 %	---- 66 %	---- 4 %	30 %
[] c. Newspapers -----	8 %	----23 %	---- 65 %	---- 4 %	31 %
[] d. The District's website -----	15 %	----44 %	---- 37 %	---- 4 %	59 %

(SPLIT SAMPLE B ONLY)					
[] e. Email -----	52 %	----34 %	---- 13 %	---- 1 %	86 %
[] f. An insert in your water bill-----	43 %	----37 %	---- 18 %	---- 2 %	80 %
[] g. E-newsletter -----	37 %	----39 %	---- 22 %	---- 2 %	76 %
[] h. Nextdoor website-----	19 %	----36 %	---- 32 %	---- 13 %	55 %
[] i. Tele-town Hall where you can participate by phone-----	11 %	----22 %	---- 60 %	---- 7 %	33 %

(RESUME ASKING ALL RESPONDENTS)

17. Next, how would you prefer the San Juan Water District contact you in the case of an emergency that requires you to take immediate action? **(READ LIST IN RANDOM ORDER; ALLOW MULTIPLE RESPONSES)**

[] Facebook -----	2 %
[] Twitter -----	0 %
[] Email-----	33 %
[] Text message -----	54 %
[] Automated phone call -----	50 %
[] Nextdoor -----	4 %
(DON'T READ) Other (SPECIFY) ___	1 %
(DON'T READ) DK/Refused -----	0 %

18. Over the last two years, have you had contact with San Juan Water District customer service?

Yes -----	54 %
No -----	43 %
(DON'T READ) DK/NA -----	3 %

(ASK Q19-Q20 IF YES – CODE 1 – IN Q18)

19. Would you say that overall, you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with the service you received from San Juan Water District customer service?

TOTAL SATISFIED ----- 89%
 Very satisfied----- 69%
 Somewhat satisfied ----- 20%

TOTAL NOT SATISFIED ----- 10%
 Not too satisfied-----7%
 Not at all satisfied -----3%

(DON'T KNOW/NA) -----1%

20. Next, please tell me how you rate the following aspects of the service provided by the customer service you have dealt with. Would you rate their _____ as excellent, good, fair, poor, or very poor? **(RANDOMIZE)**

	<u>EXC</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>VERY</u> <u>POOR</u>	<u>(DK/NA)</u>	<u>EXC/</u> <u>GOOD</u>
[]a. Courtesy -----	72%	20%	4%	1%	1%	1%	92%
[]b. Professionalism-----	69%	22%	4%	2%	1%	2%	91%
[]c. Willingness to help-----	67%	22%	6%	3%	1%	1%	89%
[]d. Knowledge -----	61%	27%	7%	1%	1%	3%	87%
[]e. Timeliness -----	61%	28%	6%	2%	1%	2%	89%
[]f. Competence -----	61%	26%	7%	2%	0%	3%	86%

(RESUME ASKING ALL RESPONDENTS)

~~21. Next, here is a list of people and organizations that take positions on issues relating to water in your area. Please tell me if you would generally trust each person or organization's opinion, or if you would be suspicious of it. If you have never heard of the person or organization, or do not have an opinion, you can tell me that too. (IF "TRUST," ASK: Would you trust them a great deal or just somewhat?) (IF "SUSPICIOUS," ASK: Would you be very suspicious or just somewhat suspicious?) (RANDOMIZE)~~

	TRUST GREAT DEAL	TRUST SMWT	SMWT SUSP	VERY SUSP	NEVER HRD OF	DK/NO OPIN	TOTAL TRUST	TOTAL SUSP
[]a. San Juan Water District	30%	50%	10%	5%	0%	5%	79%	15%

(SPLIT SAMPLE A ONLY)

[]b. Governor Jerry Brown	12%	22%	12%	45%	1%	8%	34%	57%
[]c. A member of your local Municipal Advisory Council, City Council, or Board of Supervisors	7%	44%	24%	15%	0%	10%	51%	38%
[]d. The California Department of Water Resources	16%	37%	20%	18%	1%	7%	53%	39%
[]e. Scientists	32%	37%	19%	5%	1%	6%	70%	23%
[]f. Farmers	15%	45%	21%	8%	0%	11%	60%	29%
[]g. Environmental organizations	14%	31%	23%	24%	1%	7%	44%	48%

(SPLIT SAMPLE B ONLY)

[]h. Your local members of the State Legislature	2%	21%	26%	40%	2%	8%	23%	66%
[]i. A professor of water science at a UC college	18%	32%	18%	17%	4%	11%	50%	35%
[]j. California small business owners	8%	41%	26%	7%	2%	15%	50%	33%
[]k. Firefighters	33%	44%	6%	5%	1%	12%	77%	11%
[]l. The California Farm Bureau	11%	34%	20%	12%	6%	17%	45%	32%
[]m. The State Water Resources Control Board	8%	25%	27%	28%	3%	9%	34%	55%

(RESUME ASKING ALL RESPONDENTS)

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

22. Next, just to make sure we are interviewing a representative sample of residents, can you please tell me in what year you were born?

2000-1994 (18-24)-----0%
 1993-1989 (25-29)-----0%
 1988-1984 (30-34)-----1%
 1983-1979 (35-39)-----4%
 1978-1974 (40-44)-----4%
 1973-1969 (45-49)-----7%
 1968-1964 (50-54)-----9%
 1963-1959 (55-59)-----14%
 1958-1954 (60-64)-----14%
 1953-1944 (65-74)-----26%
 1943 or earlier (75+)-----17%
(REFUSED/NA) -----4%

23. Do you own or rent your primary place of residence?

Own-----98%
 Rent-----2%
(DON'T KNOW/NA)-----0%

24. Do you currently reside in a single-family home, condominium or town-home, apartment, or mobile home?

Single-family home-----97%
 Condominium or town-home-----1%
 Apartment-----1%
 Mobile home-----0%
(OTHER - SPECIFY) -----0%
(DK/NA)-----1%

25. With which racial or ethnic group do you identify yourself: Hispanic or Latino; African American or Black; Caucasian or White; Asian or Pacific Islander; or some other ethnic or racial background?

Latino/Hispanic-----2%
 African American/Black-----1%
 Caucasian/White-----75%
 Asian/Pacific Islander-----3%
(MIXED RACE) -----1%
(OTHER)-----1%
(DON'T READ) DK/NA/REFUSED- 16%

26. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2017?

\$30,000 and under-----	4%
\$30,001 - \$60,000-----	6%
\$60,001 - \$100,000 -----	15%
\$100,001 - \$150,000-----	15%
\$150,001 - \$200,000-----	13%
More than \$200,000-----	19%
(DON'T READ) Refused -----	28%

THANK AND TERMINATE

SEX (BY OBSERVATION):	Male-----	51%
	Female-----	46%
	Refused-----	3%

MODE:	Phone -----	32%
	Online-----	68%

<u>CITY</u>	
Folsom -----	18%
Granite Bay-----	62%
Orangevale -----	11%
Roseville -----	3%
Other -----	6%

<u>BILLING AMOUNT</u>	
Up to \$133-----	25%
\$134-\$169-----	25%
\$170-\$234-----	25%
\$235 + -----	25%