

# St. Paul Regional Water Services Board of Water Commissioners

Customer Survey Results

September 8, 2020



The Research Edge<sup>®</sup>  
Market Research Services LLC

# 2019 – 2021 Strategic Plan Goals



Assure Long-Term **Financial Stability** and Integrity



Further Develop an **Excellent Customer Experience**



Recruit, Develop, and Maintain a **High-Performing Workforce**



Increase **Stakeholder Understanding and Support**



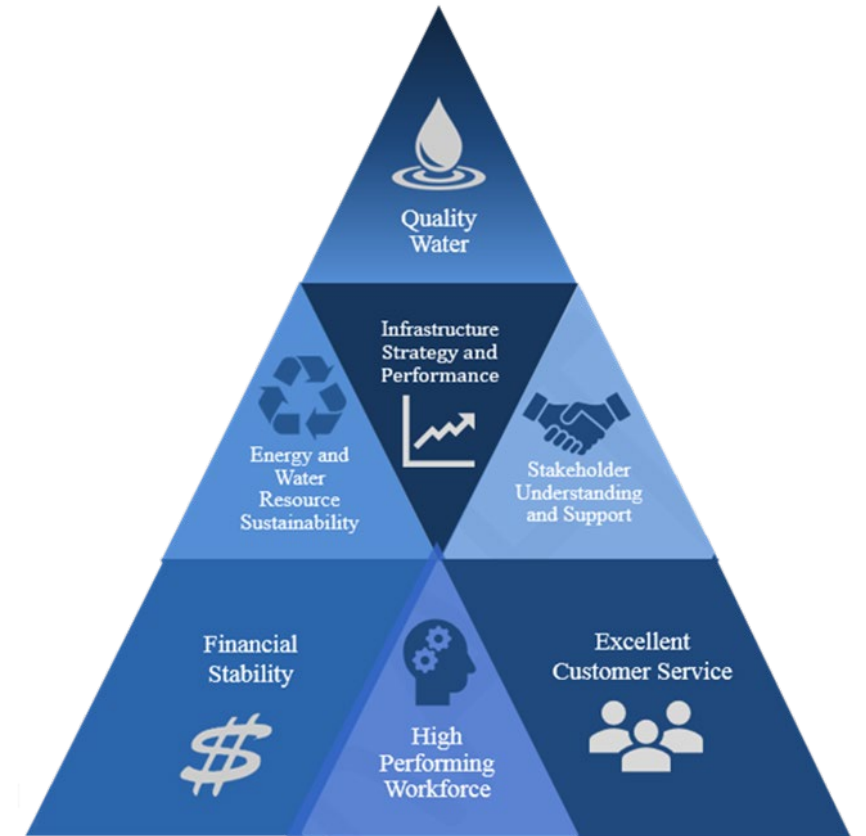
Focus on **Energy and Water Resource Sustainability**



Enhance **Infrastructure Strategy and Performance**



Ensure Delivery of **Quality Water** Now and into the Future



**SPRWS Pyramid of Success**

# Customer Survey Background and Goals

The purpose of the survey is to:

- Assess customer opinion regarding customer service, billing and payment options.
- Measure customer satisfaction with currently provided services.
- Determine customer source of drinking water.
- Demonstrate SPRWS values customer input.

Survey results will be used to:

- Measure changes in satisfaction and perceptions from prior surveys.
- Identify potential areas in need of enhancement or improvement.
- Provide input for communications with customers.
- Strengthen customer relationships.
- Create a baseline for future online surveys.



# Customer Survey Background and Goals

St Paul Regional Water Services has conducted a customer survey every 3 years, with the most recent prior survey completed in 2016.

All prior surveys were conducted by phone.

To establish a baseline to online survey data and provide comparative data to phone surveys, the 2020 survey was conducted both by phone and online.

- 250 surveys were completed by phone
- 274 surveys were completed online



# Key Findings

- St. Paul Regional Water Services are maintaining high levels of satisfaction.
  - Nearly 90% of residents rate overall satisfaction positively; 87% rate delivery on your mission positively.
- Water quality (85%), value (83%) and aspects of water quality ratings remain high.
  - Water taste (80%)
  - Smell (85%)
  - Color (91%)
  - Safety (79%)
- Nearly 70% of residents use tap water in 2020.
  - Use of both bottled and filtered tap water has increased.

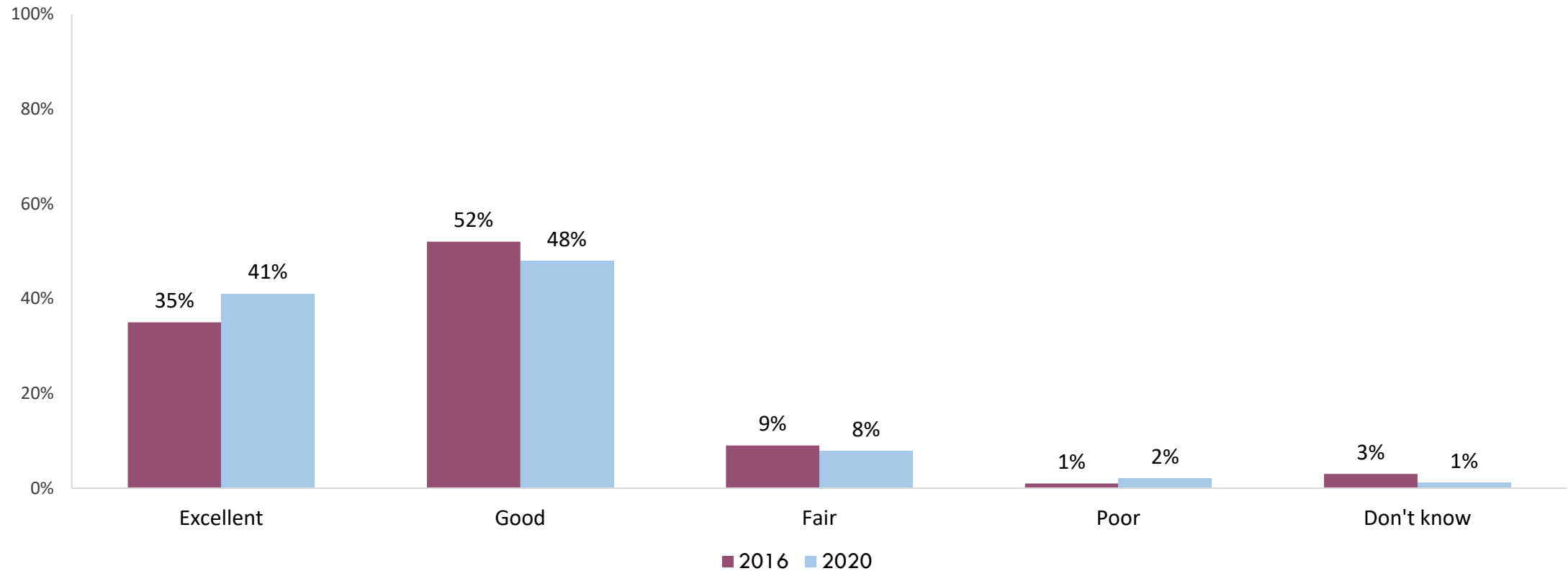


# Key Findings

- Two-thirds of residents are interested in lead level testing.
  - Interest in lead level testing has risen since 2016 from 57% to 68%.
- More than half of residents report water quality is the topic of most interest.
- Phone is residents' most preferred method to contact SPRWS.
- Interest and usage of all payment options has risen since 2016.
- Two thirds of residents rate customer service as excellent.



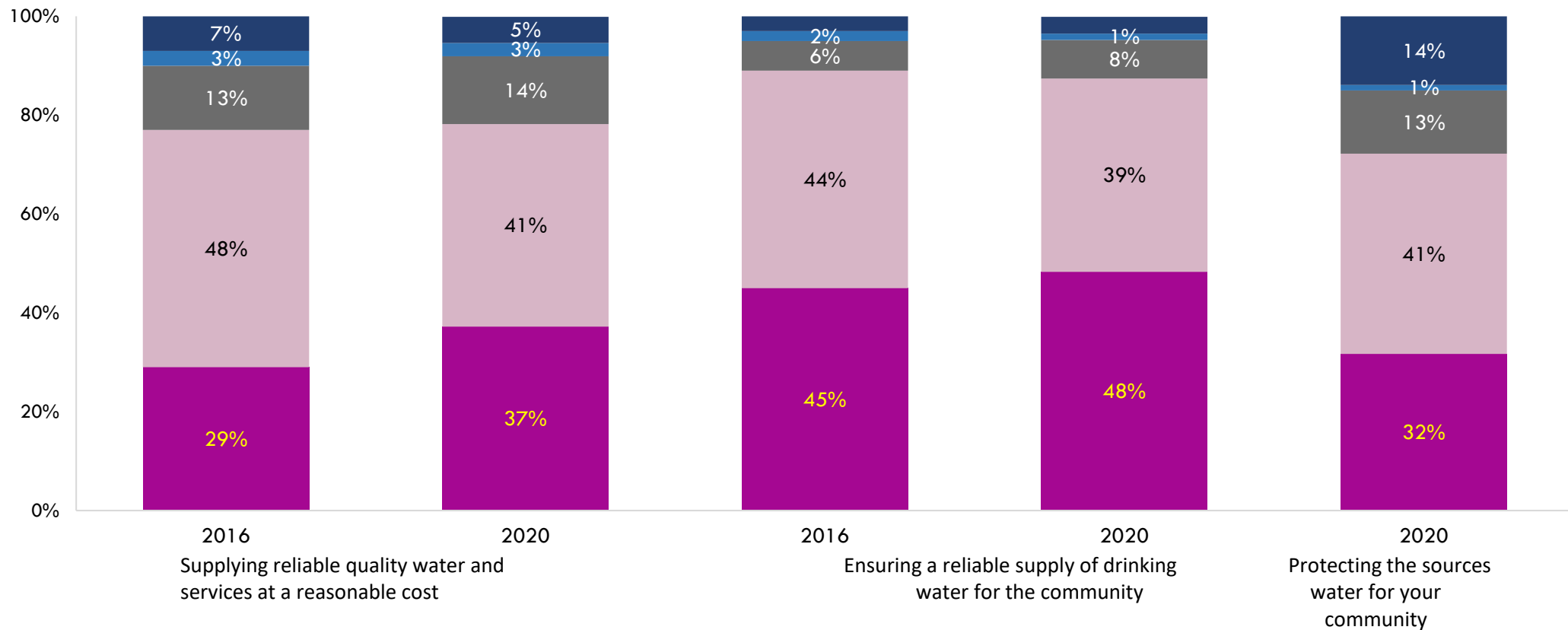
# SPRWS's overall job rating remains strong



2016 n=400, 2020 n=524

Using a scale of excellent, good, fair, or poor, please rate the job St. Paul Water is doing overall.

# A majority of residents rate SPRWS as excellent or good at reliably providing quality water to the community and protecting water sources



2016 n=400, 2020 n=524

■ Excellent ■ Good ■ Fair ■ Poor ■ Don't know

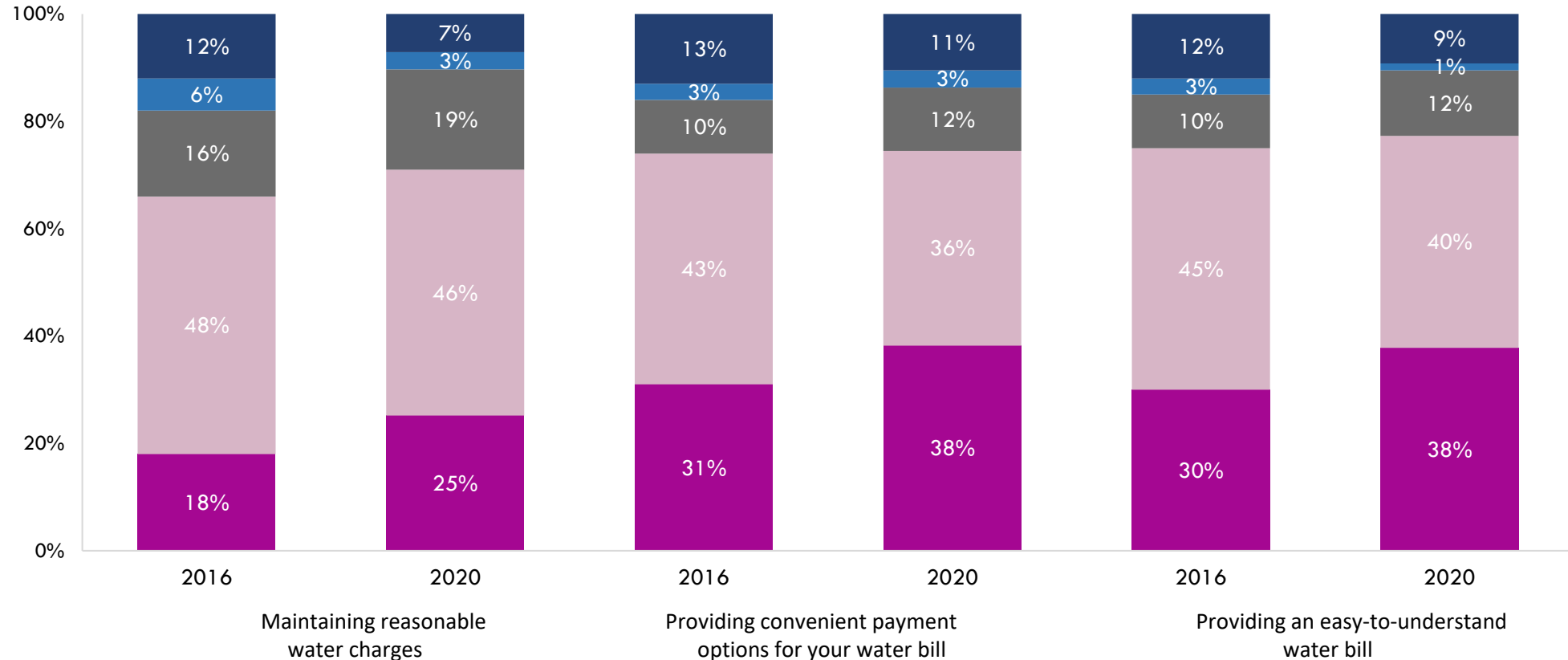
2016 n=400, 2020 n=524

Using a scale of excellent, good, fair, or poor, please rate the job St. Paul Water is doing on each of the following responsibilities:





# Residents rate SPRWS slightly better on billing, payment options and charges in 2020 compared to 2016



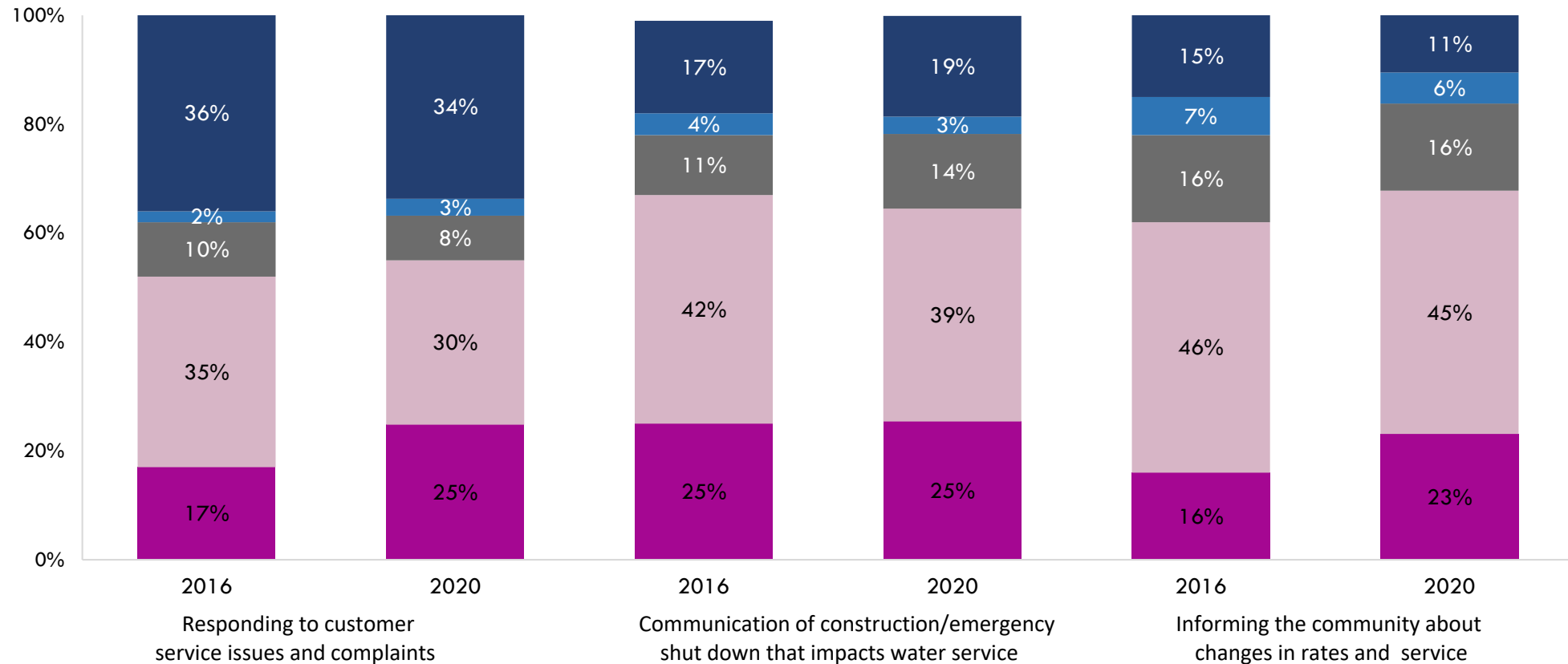
■ Excellent   
 ■ Good   
 ■ Fair   
 ■ Poor   
 ■ Don't know



2016 n=400, 2020 n=524

Using a scale of excellent, good, fair, or poor, please rate the job St. Paul Water is doing on each of the following responsibilities:

# A majority of residents continue to rate SPRWS positively on responding to issues and communication of shut downs and rate changes

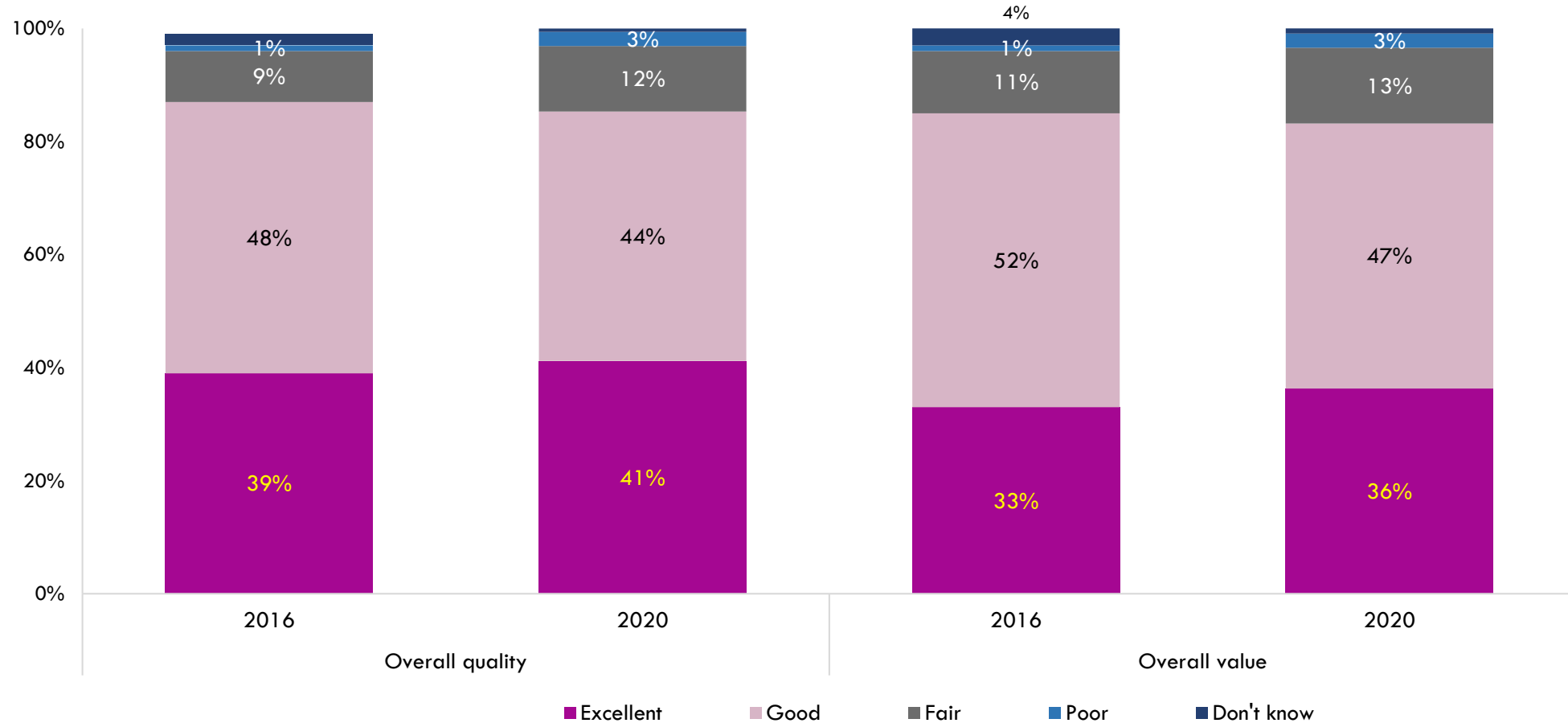


2016 n=400, 2020 n=524

Using a scale of excellent, good, fair, or poor, please rate the job St. Paul Water is doing on each of the following responsibilities:

■ Excellent    
 ■ Good    
 ■ Fair    
 ■ Poor    
 ■ Don't know

# Perceptions of water quality (85%) and value (83%) continue to have positive ratings



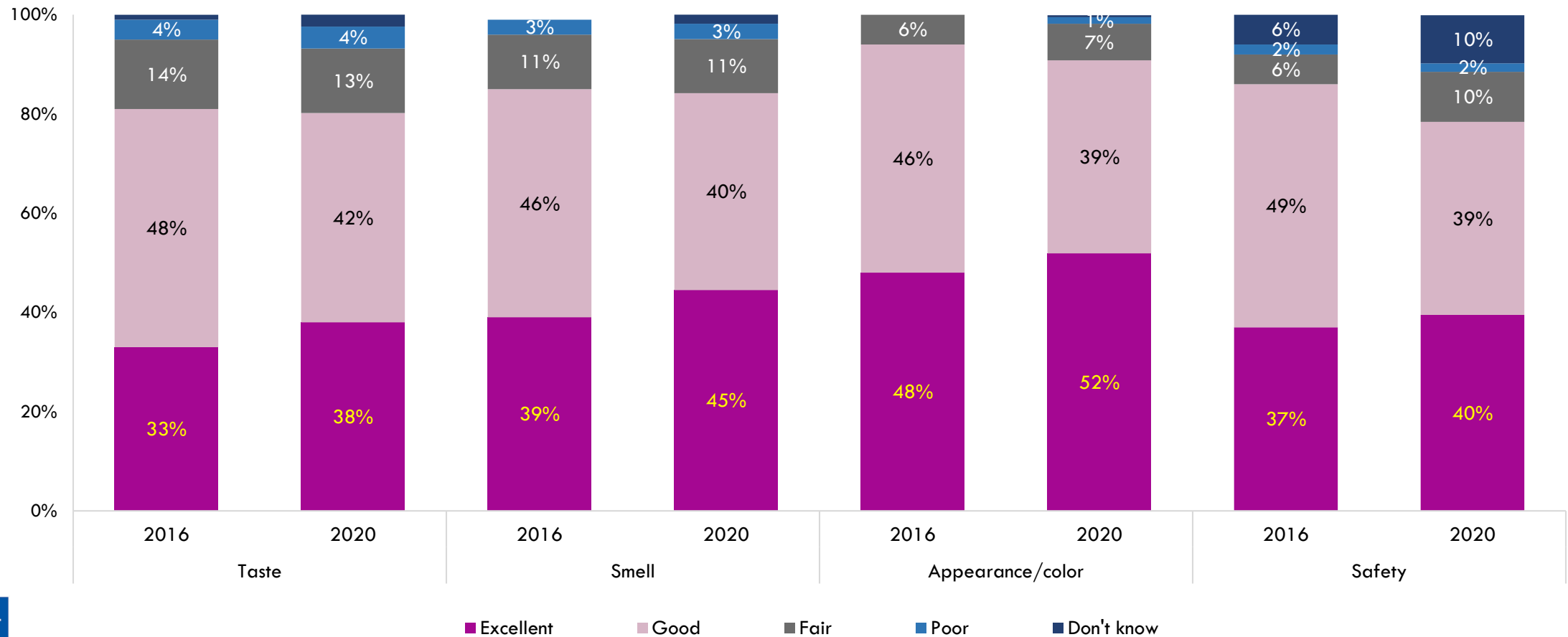
2016 n=400, 2020 n=524

Using a scale of excellent, good, fair, or poor, please rate the overall quality of the tap water you receive at your residence.

Using a scale of excellent, good, fair, or poor, please rate the overall value of the tap water you receive at your residence



# Positive ratings remain high for tap water's taste (80%), smell (85%), color (91%), and safety (79%)

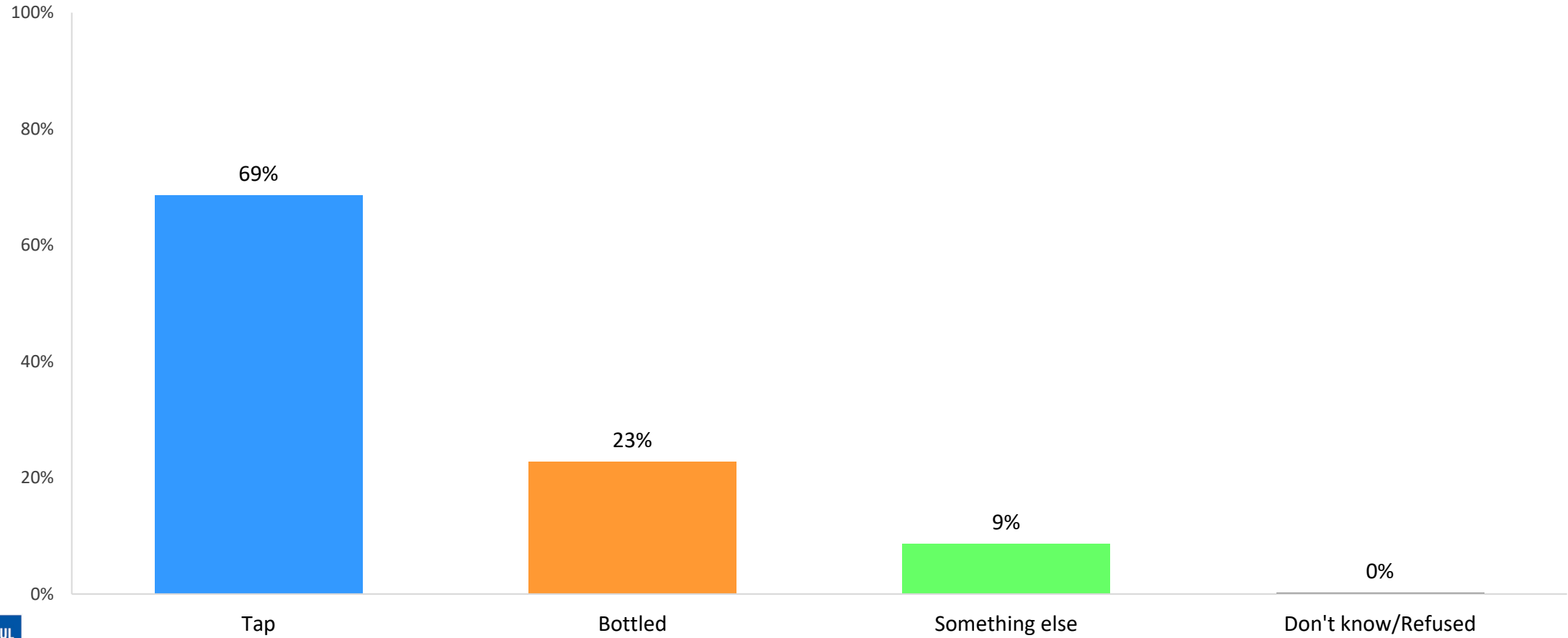


2016 n=400 2020 n=524

Using a scale of excellent, good, fair, or poor, please rate each of the following aspects of the tap water at your residence.



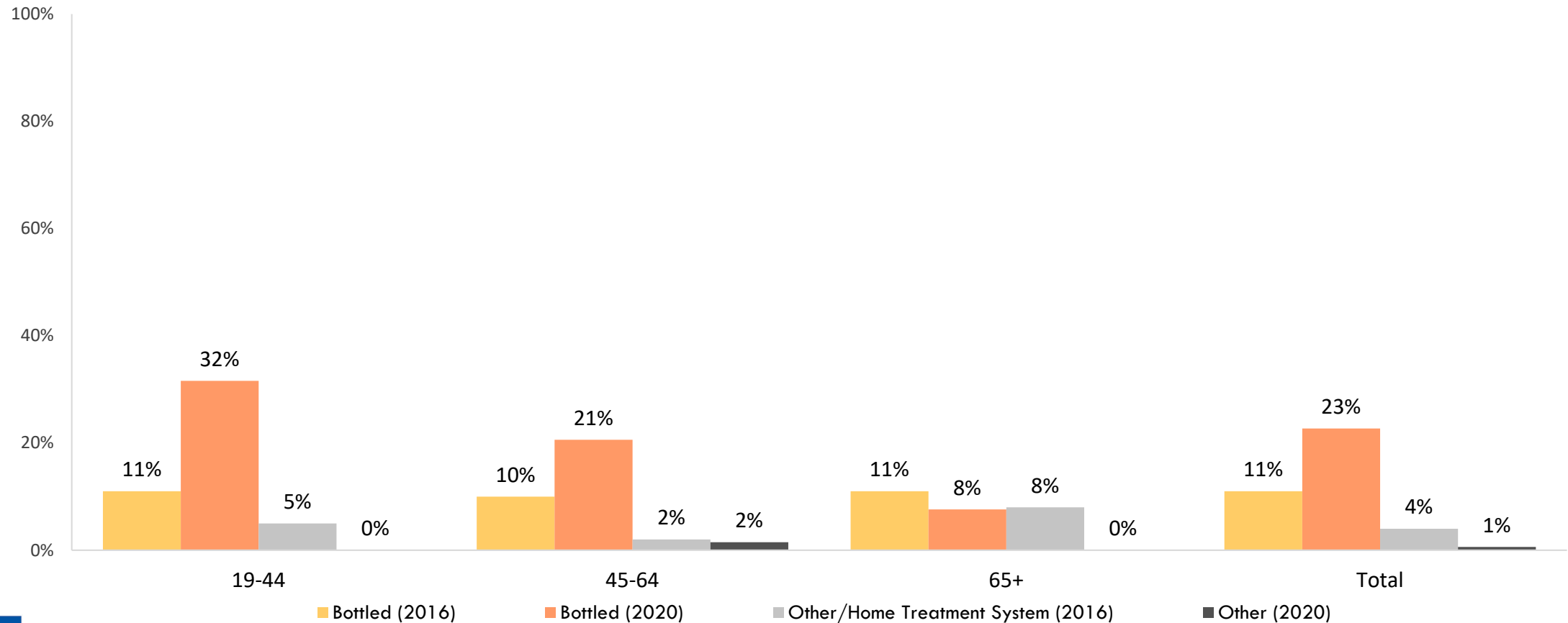
# Nearly 70% of residents drink tap water



n=524

For drinking water in your home do you mostly use water from the tap, bottled water or something else?

# The significant rise in bottled water usage is driven by significant increases among the age groups of 19-44 and 45-64 years

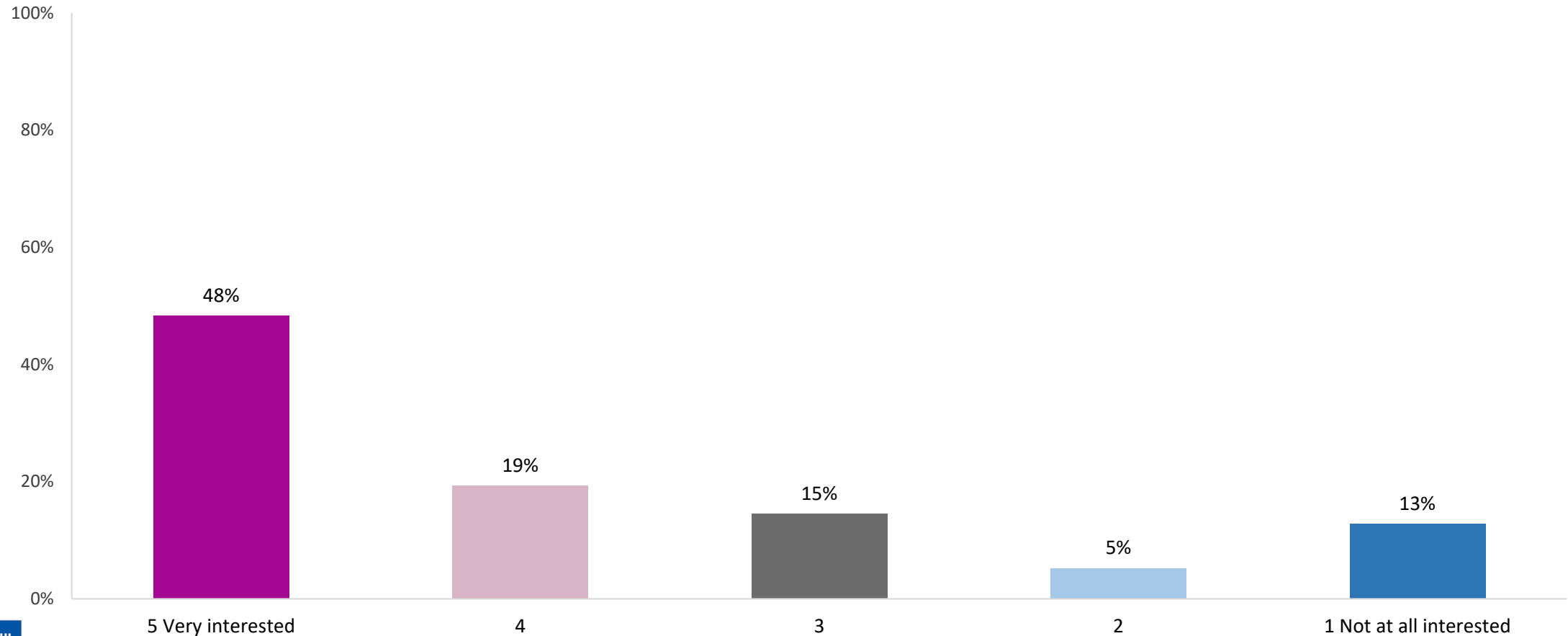


2016 n=400, 2020 n=524

For drinking water in your home do you mostly use water from the tap, bottled water or something else?



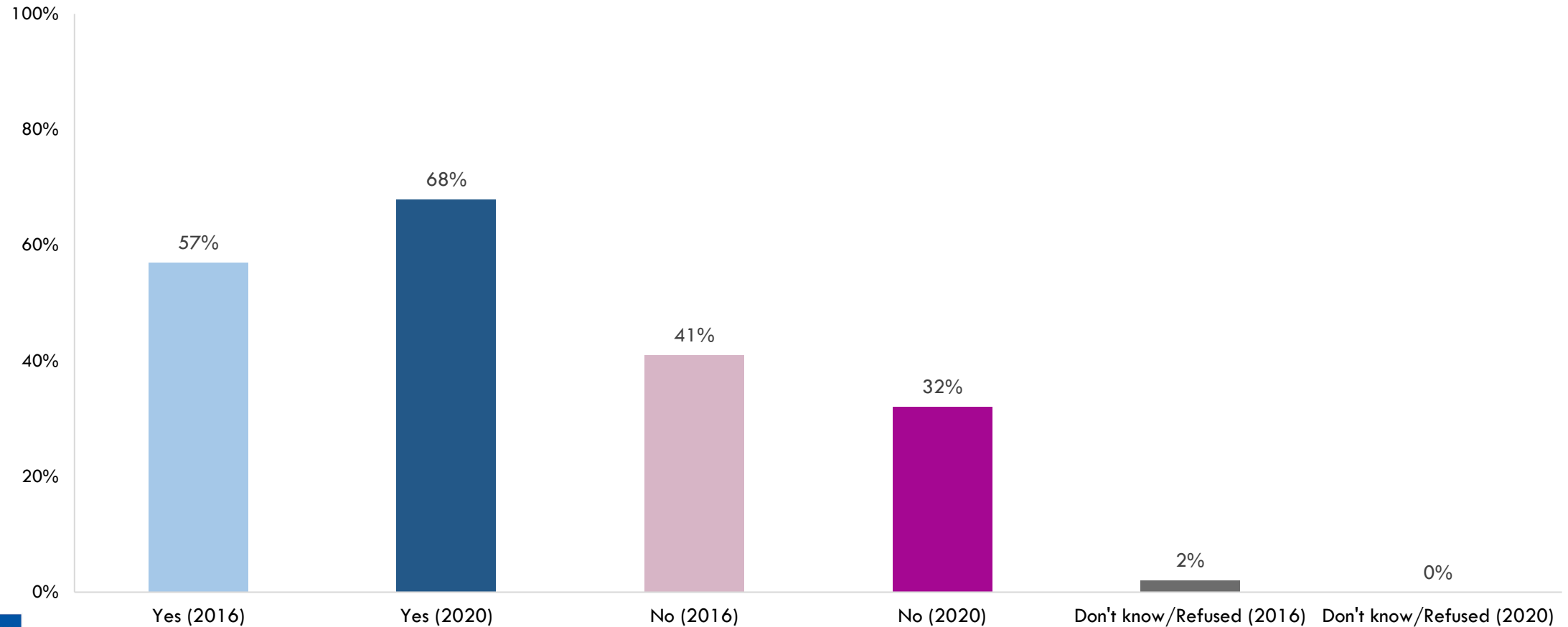
# A majority of residents are interested in having SPRWS test lead levels in their home drinking water



n=524

Using a scale from 1 to 5 where 1 is not at all interested and 5 is very interested, how interested would you be in having St. Paul Water test your water for free to determine lead levels in your home drinking water?

# Interest in information on lead in drinking water has increased since 2016.

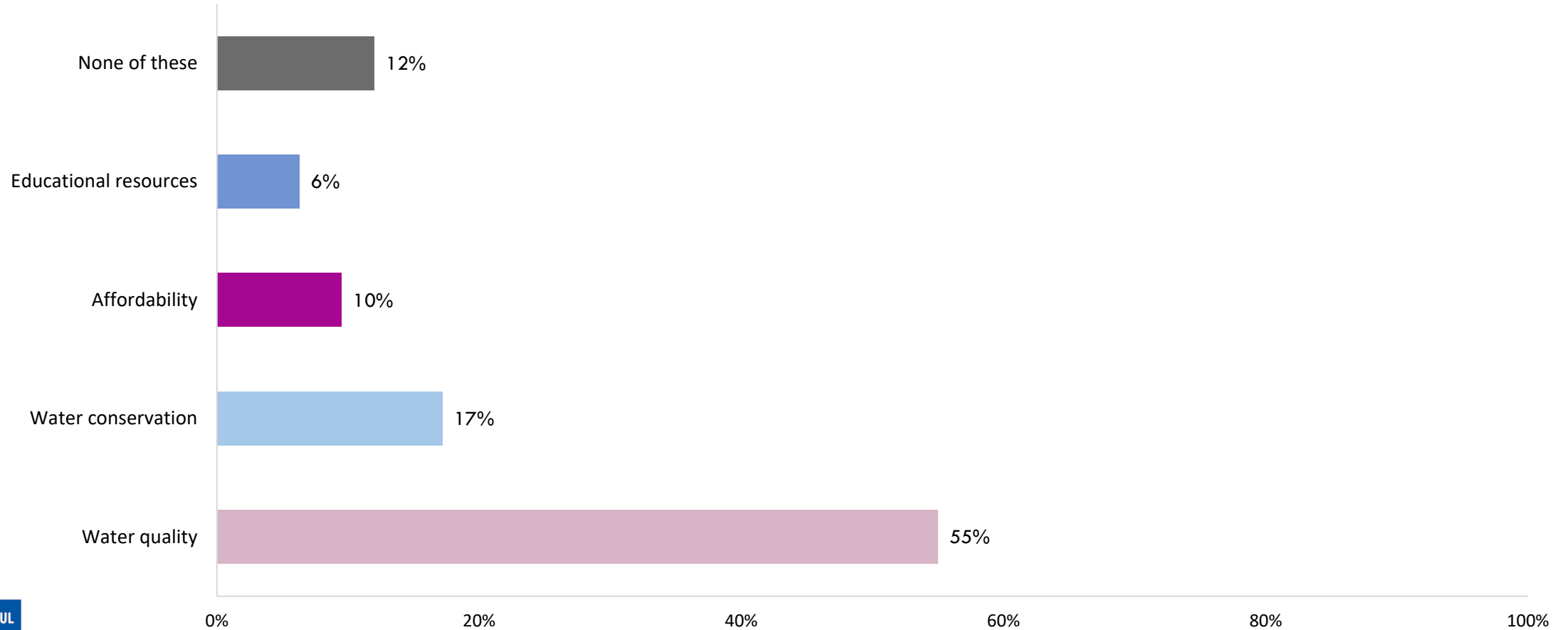


n=400 (2016); 524 (2020)

Would you be interested in having more information on lead in drinking water provided to you by St. Paul Water?



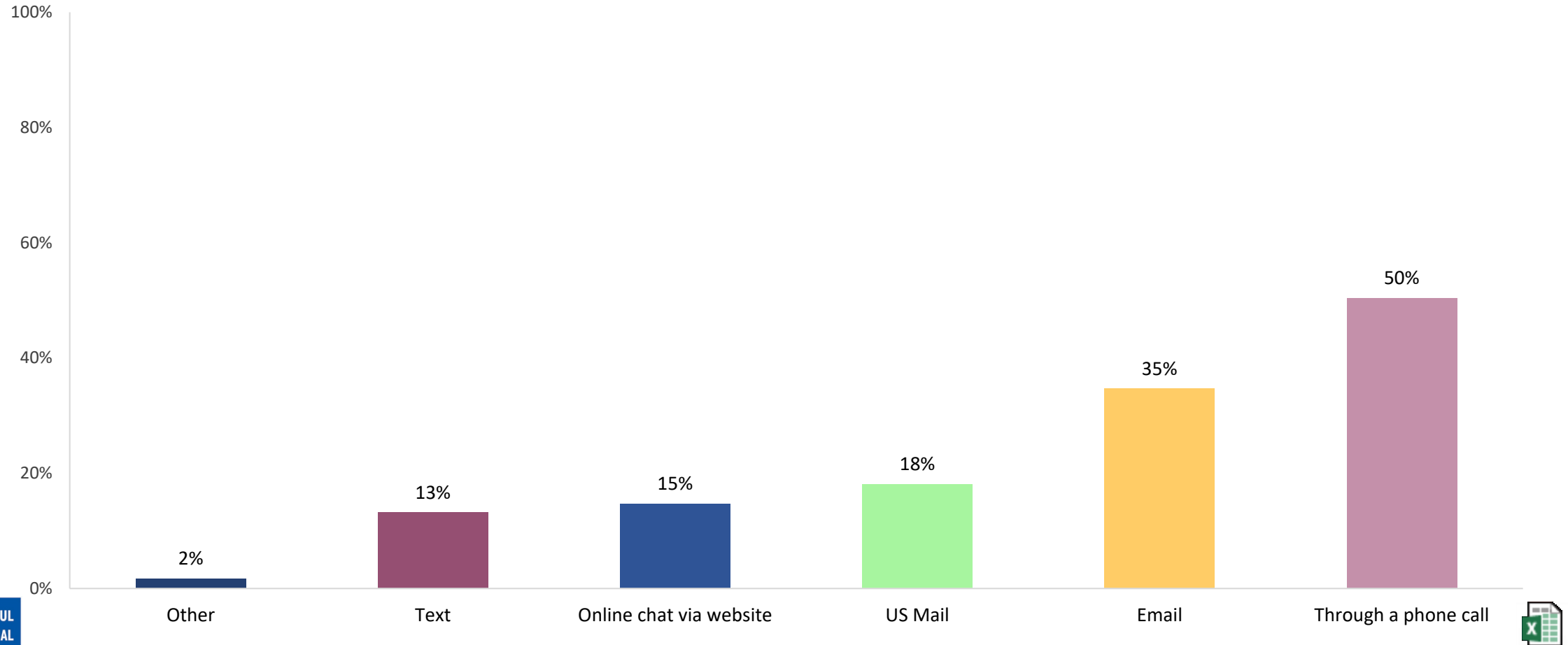
# More than half of residents report water quality is the topic of most interest



n=524

On which of these water-related topics are you most interested in getting more information?

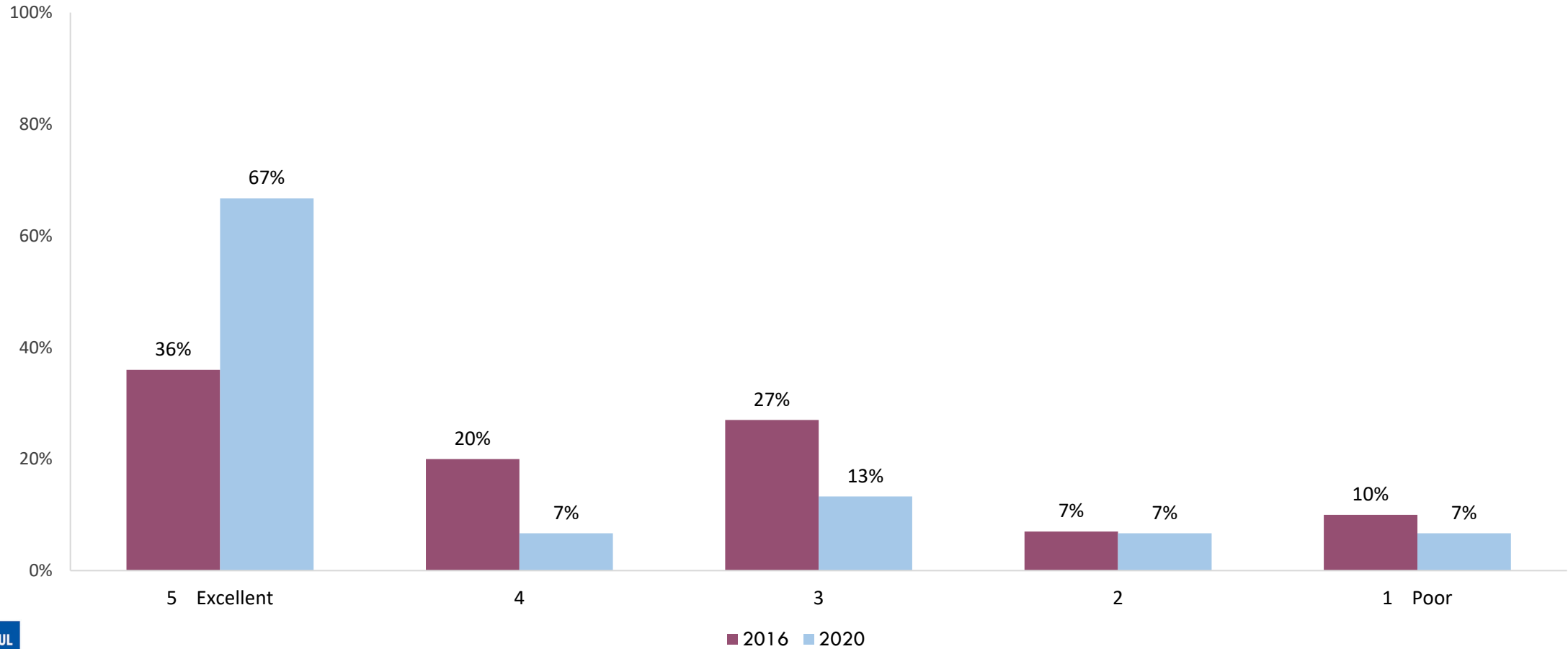
# Half of residents prefer communicating with SPRWS through a phone call



n=524 – Multiple response  
How do you prefer communicating with St. Paul Water?



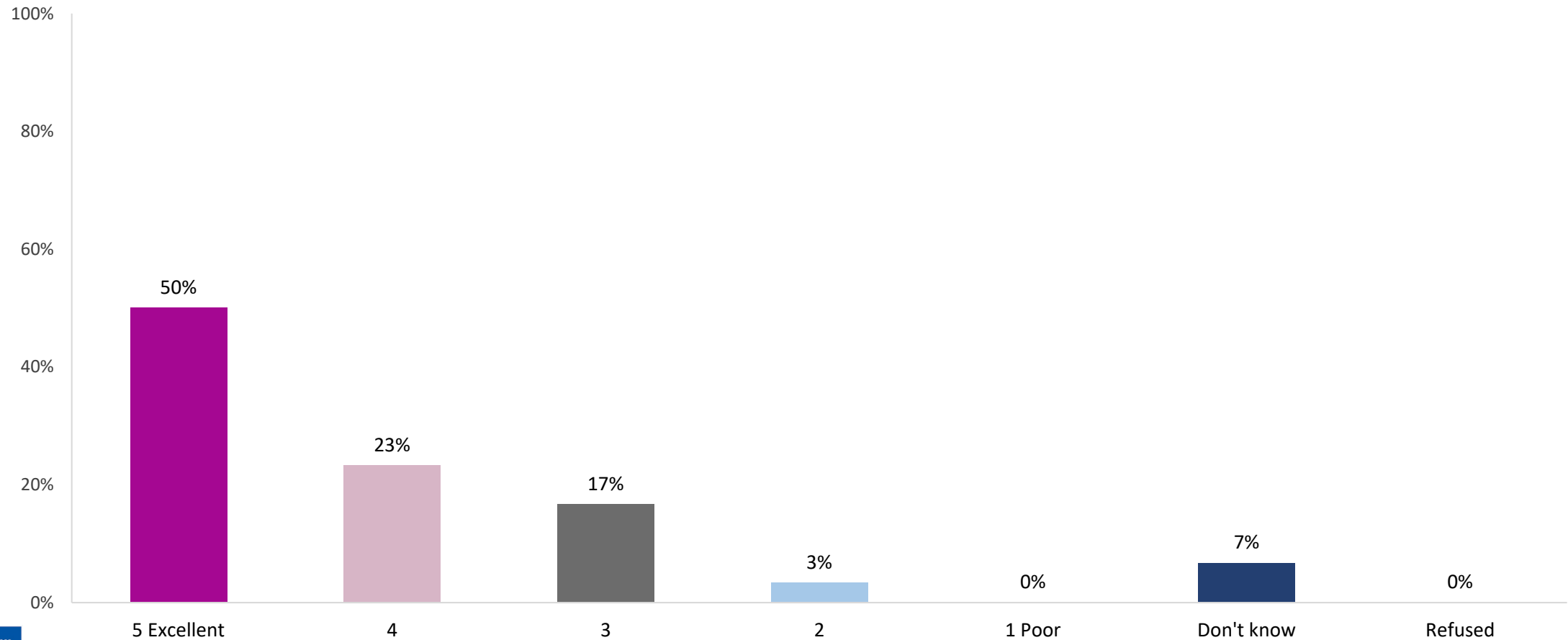
# Perception of excellent service has increased to 67%



n=39 (2016); 30 (2020)

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the quality of the service you received when you contacted St. Paul Water?

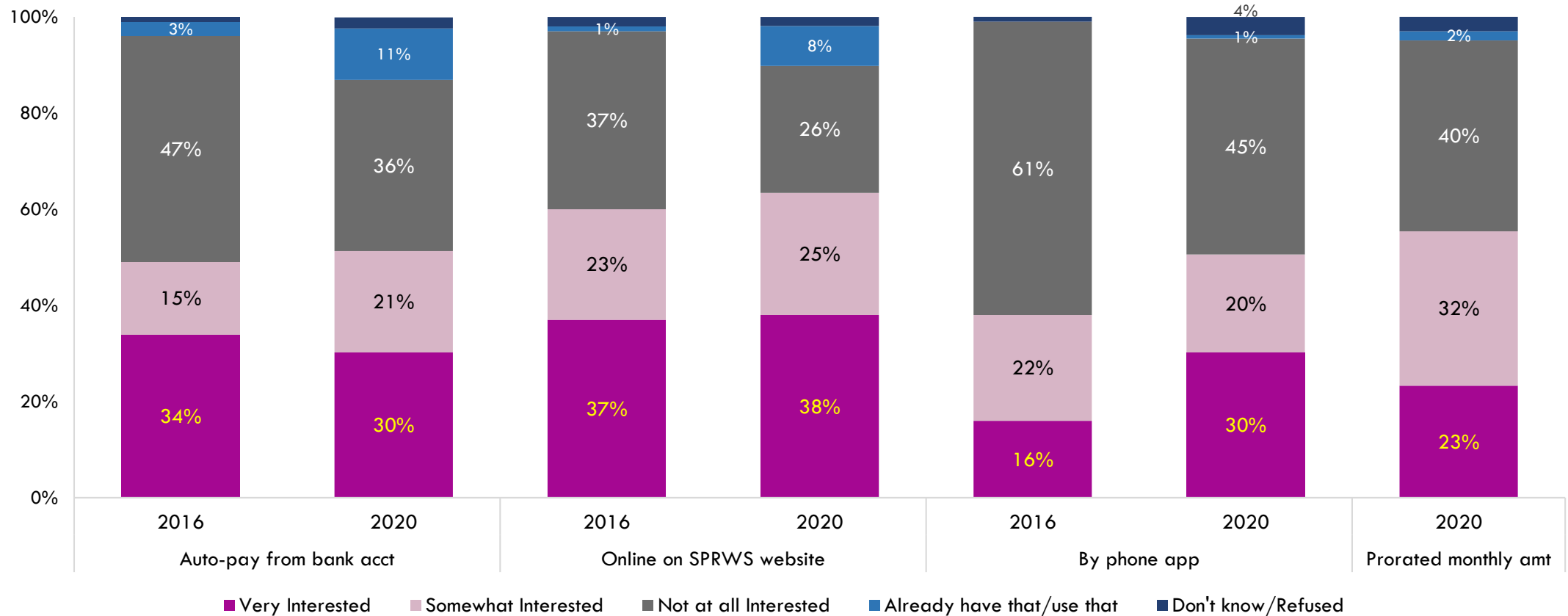
# Call time response is rated as excellent by 50% of residents who contacted SPRWS with a problem or complaint in the last year



n=30

On a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you rate the length of time before your call was answered?

# Interest in payment via a smart phone app has risen



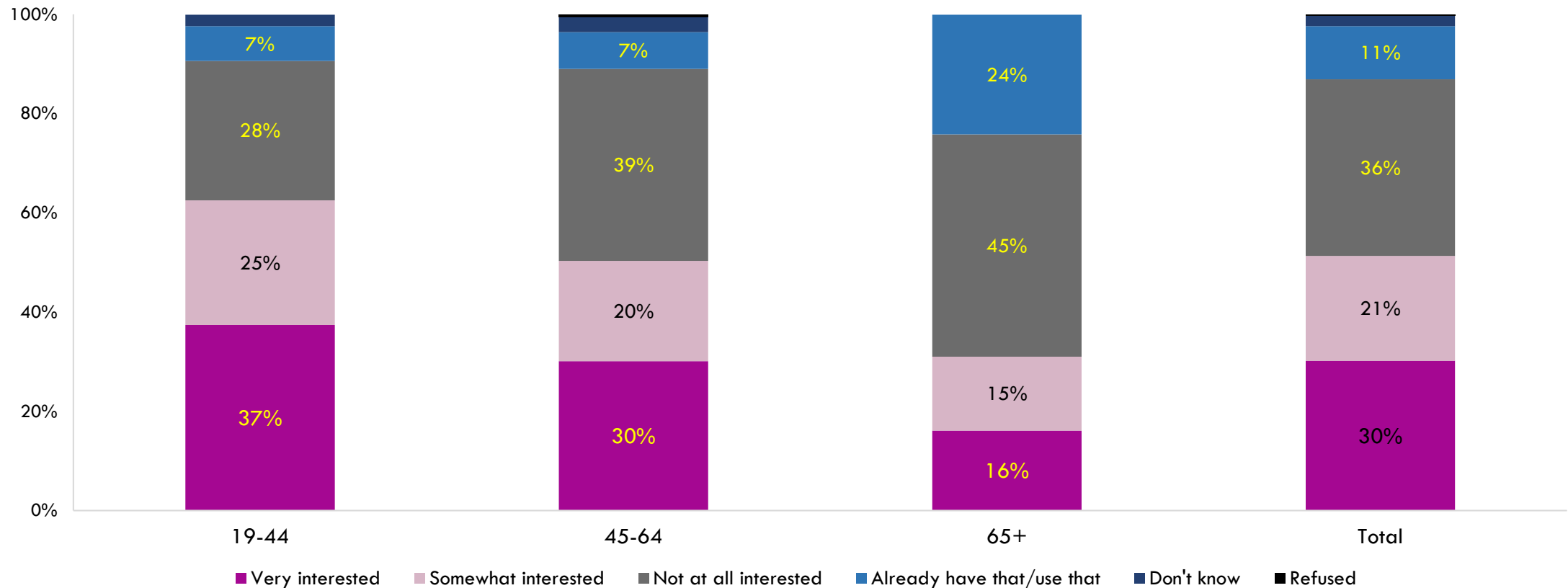
- In 2020 online payments through the SPRWS website garner significantly more very interested responses than any of the other payment methods.

2016 n=255, 2020 n=421

I'm going to read a list of potential payment methods for your water bill. Please tell me whether you are very interested, somewhat interested, or not at all interested in each method?



# Over half of payors are using or interested in paying via auto-pay from a checking or savings account



- Payors 65 years and older are significantly less likely to be very interested in the auto-pay method.
- Payors ages 19-44 are significantly less likely to be not at all interested in the auto-pay method.
- Payors 65 years and older are significantly more likely to report they already use an auto-pay method.



n=421

I'm going to read a list of potential payment methods for your water bill. Please tell me whether you are very interested, somewhat interested, or not at all interested in each method? Auto-pay from your checking or savings account.

# Key Findings Summary

- Overall customer satisfaction at nearly 90%.
- 68% are interested in receiving more information on lead in drinking water.
- Positive response related to water quality at 85% and value at 83%.
- Two thirds of residents who contacted customer service in the past year rate customer service as excellent.





# Questions