Customer Satisfaction Survey

Distributed at the 2012 Annual Meeting of Members
April 26, 2012
Our mission is to reliably deliver drinking water that meets all regulated standards and to maintain a sustainable water supply.

12,807 units served (March 31, 2012)

We listen and respond to customers by providing service that meets or exceeds their expectations.
Feedback’s Role in a Customer-Driven Entity

* Establishes benchmarks and targets
* Becomes a part of the decision making process
* Supports and drives changes to processes and services
Customer Longevity

• 25% of our active customers have been served at their current address for 2 years or less

• 50% of our active customers have been served at their current address for 6 years or less

• 75% of our active customers have been served at their current address for 11 years or less
The number of new meter installations by year installed (1997-2011).
Gathering Feedback

* Customer Satisfaction Survey
* Face-to-Face
  * Public Forums – Green Valley Council, Chamber of Commerce, Public meetings
  * Country Fair & Business Expo
* Targeted Surveys
  * Survey from Customer Work Orders
Reviewed forms, results and methodology of various water organizations

Sampled 330 addressees, selected randomly from 9,360 unique Green Valley/Sahuarita residential addresses

Included survey, introductory letter & return postage paid envelope

Survey distributed in March and results tabulated in April
152 customers responded to the survey

Respondents: 54% were men, 96% retired, 83% live in Green Valley/Sahuarita year around

Response Rate 46%
## Satisfaction

<table>
<thead>
<tr>
<th>Service</th>
<th>Average Score</th>
<th>Satisfied % of Respondents</th>
<th>Middle % of Respondents</th>
<th>Dissatisfied % of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWC</td>
<td>87%</td>
<td>90%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Water Service</td>
<td>85%</td>
<td>90%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>85%</td>
<td>92%</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Water Quality</td>
<td>76%</td>
<td>74%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Water Price</td>
<td>75%</td>
<td>76%</td>
<td>9%</td>
<td>15%</td>
</tr>
</tbody>
</table>
Satisfaction With Other Utilities

- Community Water
- Cable
- Electricity
- Phone
Water Rate Comparisons

Avra Valley
Sahuarita Water Co.
Quail Creek
Metro Water DWID
Town of Marana
Green Valley DWID
Las Quintas Serenas
COMMUNITY WATER
City of Tucson
Farmers Water

Cost of 6,000 gallons residential service rate for a 5/8 inch meter, excluding taxes.
Important Attributes
Customer Service

97% feel customer service is important
92% are satisfied with Community Water’s customer service

- 5% Disagree – Lets customers know in advance when water is shutoff
- 3% Disagree – Bills are accurate
- 3% Disagree – Responds quickly to emergencies
- 1% Disagree – Workers show up on time for appointments
92% feel watershed protection is important
88% feel water conservation and “green initiatives” are important
65% agree that CWC cares about the environment, 3% disagree
## Water Use In The Home

<table>
<thead>
<tr>
<th>Activity</th>
<th>CWC (%)</th>
<th>National* (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drink tap water</td>
<td>52%</td>
<td>82%</td>
</tr>
<tr>
<td>Cook with tap water</td>
<td>84%</td>
<td>-</td>
</tr>
<tr>
<td>Filter or distill water before they drink tap water *</td>
<td>62%</td>
<td>37%</td>
</tr>
<tr>
<td>Drink bottled water at home *</td>
<td>37%</td>
<td>-</td>
</tr>
</tbody>
</table>

- Why do they filter, distill or use bottled water at home? 29% taste, smell & odor, 12% convenience, 13% habit

*National: 2003 Gallup/EPA
General Reputation

- Serves the public well
- Keeps the public informed
- Gives good value for the money
- Is trusted to do the right thing
- Is experienced and knowledgeable
- Is a well-run organization

(Chart showing responses with bars for Agrees, No Opinion, and Disagrees)
Community Water is a non-profit Arizona corporation with members’ subject to regulation by the ACC as a public service corporation.
* 72% agree CWC keeps them informed, 3% disagree

* 75% have internet access, 3% of respondents do not have internet access, 22% of respondents do not intend to get any internet access

* 17% have visited our web site
Communication Preferences

* 73% want monthly bills by mail, 21% by email
* The majority prefer mail for accounting and general information, and phone calls for any service interruptions

* 70% would NOT use paperless billing if it were offered - Why? 71% prefer paper as a reminder
* 74% are aware that we have on-line bill pay, 76% would NOT likely use the service
Summary

- Satisfaction is high
- Some responders noted a taste or aftertaste in the water, and some use filtered water
- Current interest in on-line services and email billing is not high
Next Steps

* Management will incorporate findings into decision making processes
* Communicate results to employees
* Communicate results to the public
* Update our survey questions for next year
* No problem with the water co. Keep up the good work
* I have been a customer for approx. 12 years and you have always been polite and helpful. I really have no complaints about your services the only criticism I would have is sometimes the water has an odor and a bitter or iron taste but usually goes away after a short time.
* Very pleased with water excellent taste and good purity. In the 25 years I have lived here we have always had excellent service from the Water Co.
* All seems well
* Have absolutely zero complaints
* One time my meter read high for usage. Community Water Called me and informed me. I fixed drip system. Very Helpful. Wish water didn't have taste.
* I think you do a good job - I am impressed and appreciate it, I trust your efforts
* Good service - Thank you!
* Keep up the good work
* Very satisfied with my water Co. I know they do the best they can. Very courteous in Office
* Overall, I'm very pleased with the Community Water Co.'s service.
* Thank you for your concern!
* We are generally satisfied with the GV Water Co.
* You people do a good job.
* I have never had any problems with Community Water Co., so I am unfamiliar with some of the things asked about!
* Your serviceman personally notified me of a possible leak. He was correct. My irrigation system had a break in it which was discovered by an increase in my monthly water usage.
* I'm BF Certified and test all ____ facilities and work on pumps and filters for the pools. I would like to work for you guys, Thank you
* We do not take water on the desert for granted
* Self-addressed envelope not supplied, tell Arturo he owes me a coffee. Thank you for the opportunity to participate in the survey
* Treat your employees better. I've heard that the supervisor is a ___________
* I don't trust email to get my bill and I keep the paper bills to be sure I get it paid.
* Billing emphasizes Jan/Feb water usage (I think) & sewer bill is affected accordingly. Unfortunately, for us this is our highest consumption period, because of guests!
* I believe every member should have a one-time adjustment to our water bill if we have a serious water leak such as broken water line from the street.
* Should have some fee adjustment for loss of water due to freeze - up if billing shows water usage far beyond norm for month
* Going paperless would save money!
* Appreciate service when needed - price is reasonable - would save money to just do quarterly billing
* Save money by not sending after out in every bill every month - make a special deal for people with pools because the sewer charges for water usage not evaporation
Recently we read in the local paper that the average home in Green Valley uses 20-22 dollars’ worth of water monthly. Our home uses 33 dollars per month on average. We don't appear to have any leaks. We use our drip system for 1 hour every other day. ????
* But you are a bit expensive
* Lived here 4 1/2 years H2O bill has over doubled in that time! Sewer has almost tripled within this time! No help w/ customer service!
* Almost tripled in last 4 1/2 years customer service cannot explain why sewer prices are so high - oh well bad customer service
* I wish sewer costs were a part of GV CW and not Tucson! Any chance of that happening?
* I'm dubious about the proposed merger
* We do not want to merge as the other utility already has much higher rates and overhead.
* Copper Mines should use CAP water only, let the people use aquifer water.
* I am not too happy about any deals you make with Rosemont Mine, I hope it never opens.
* Water is more important than copper. Don't let copper companies use it.
* Community Water has provided us with very good service for the past 30 years. We are against the Freeport? Mine in the Santa Rita’s.
* Community Water needs to be fighting Rosemont's water stealing plan, not helping them do it.
* Your service as a "Water Company" is fine. I strenuously object to your involvement with Rosemont Mine. There is also a movement to block a merger with GV Water for the same reason. Don't jam this down our throat, we have no other place to get water!
* I am very concerned about water availability in Green Valley because of the mining industry, particularly Rosemont Mine.
* Water has high volumes of calcium and taste of chlorine. No dirt or other contaminates no complaints.
* Hard water - cannot drink has taste
* Do something about soft water to drink from tap instead of having to pay out all the time for a convenience we should already be "getting"
* The one problem experienced with Comm Water is having to replace controllers for irrigation system after a meter changes - pricey & time consuming
* I wish there was some way to stop the building of a ring in toilets! Other than that, no complaints!
* Build up of sediment on shower head, commode faucets. Severe spotting on shower walls, bath & shower fixtures.
* Not too happy with water pressure
* When clothes washer is using water pressure in rest of house drops to a trickle?
* Periodic bad odor in sinks - has not been resolved by Community Water or us!
* Again would like to know why sewer bill is higher than water bill - would like explanation for bad odors in sinks - house is only 5 years old.
* If the water softener had not been installed in our home when we bought it, we would probably not have one, as the hardness in the water is not much problem.
* I just bought another house and they don't have a water filter system and never have said they don't need one. I am going to just use a Brita.