

Gauging Customer Satisfaction and Perception



For presentation at the
2016 Annual Meeting of Members
Results of a survey taken in December 2015

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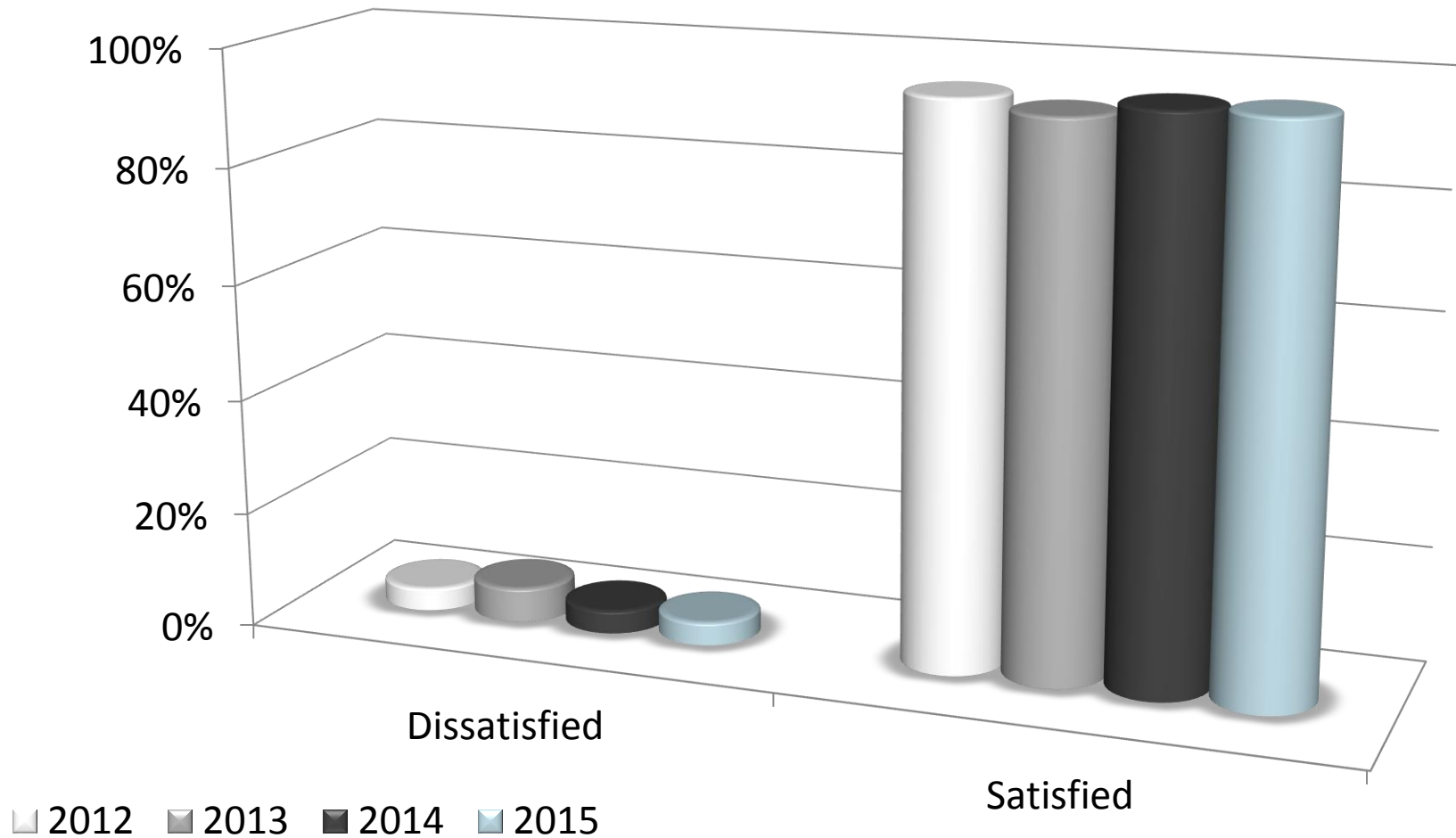
Customer-Driven

- Community Water Company has served our community since 1977
- Our mission is to reliably deliver drinking water to our customers and to maintain a sustainable water supply for our customers
- As of December 31, 2015 we were serving 12,551 residential units and 374 commercial accounts
- Our board members are volunteers from our community

Methodology & Response

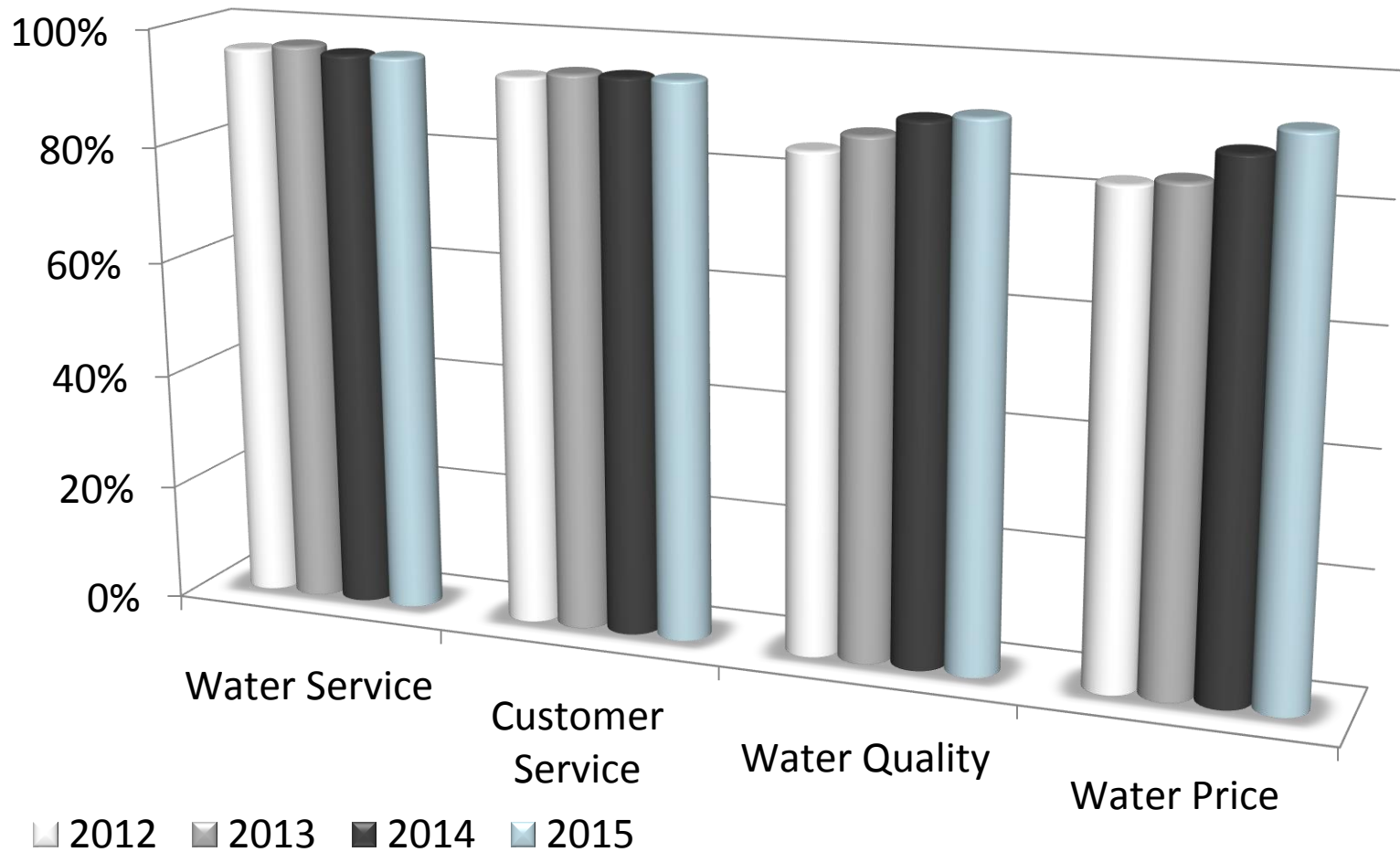
- Evaluated and updated prior customer surveys
- Randomly selected and asked for feedback from 360 residential customers throughout the system
- Timeline
 - December - surveys distributed & received
 - January-March - results summarized
 - April – formal presentation at member’s annual meeting
- We received 181 responses (>50%) from our survey
- We continue to build on what we are learning from our surveys

96% of our Customers responded as satisfied with Community Water Company

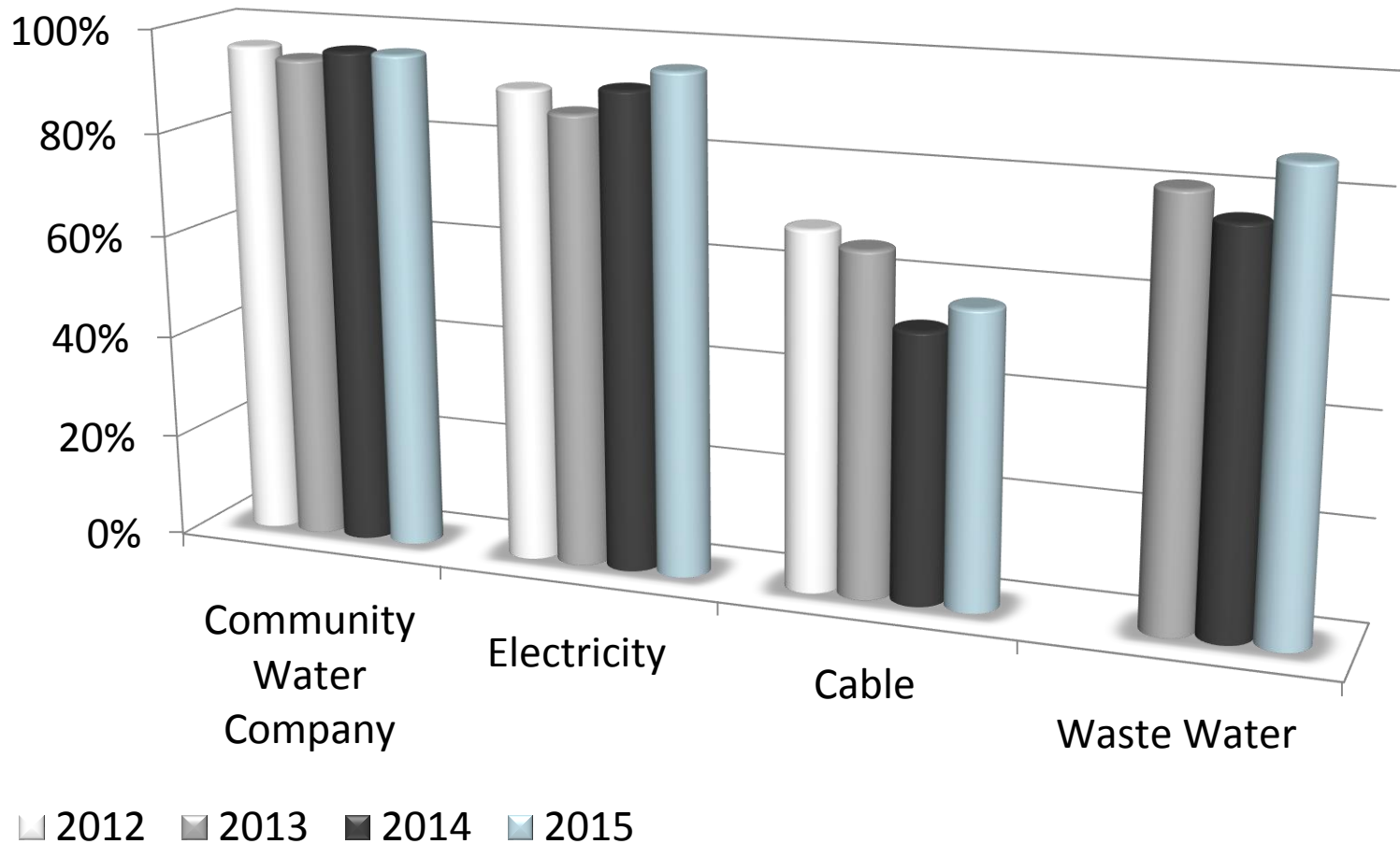


Customer Satisfaction

Community Water Company rates have not changed since 2009

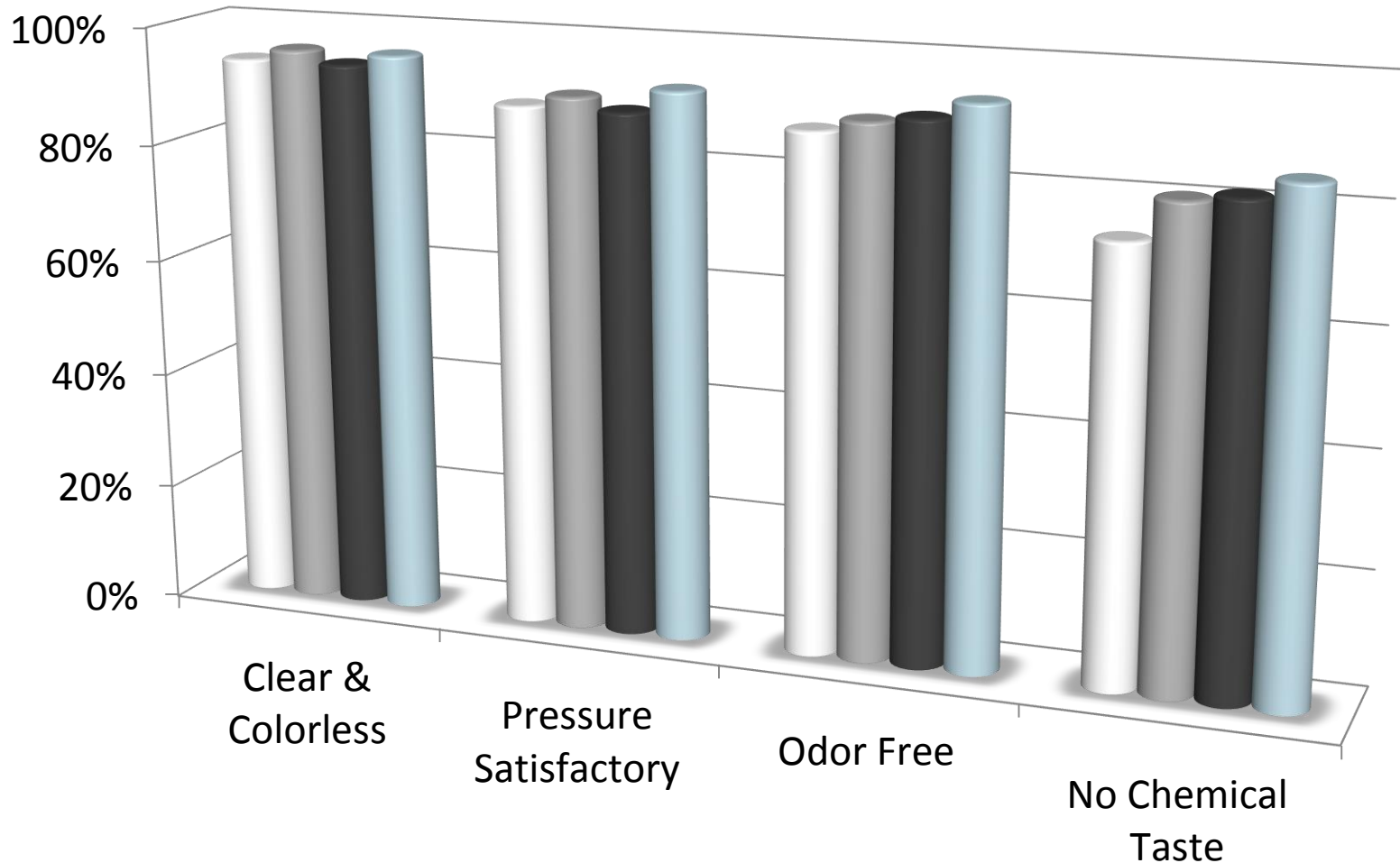


Customer Satisfaction with Other Utilities

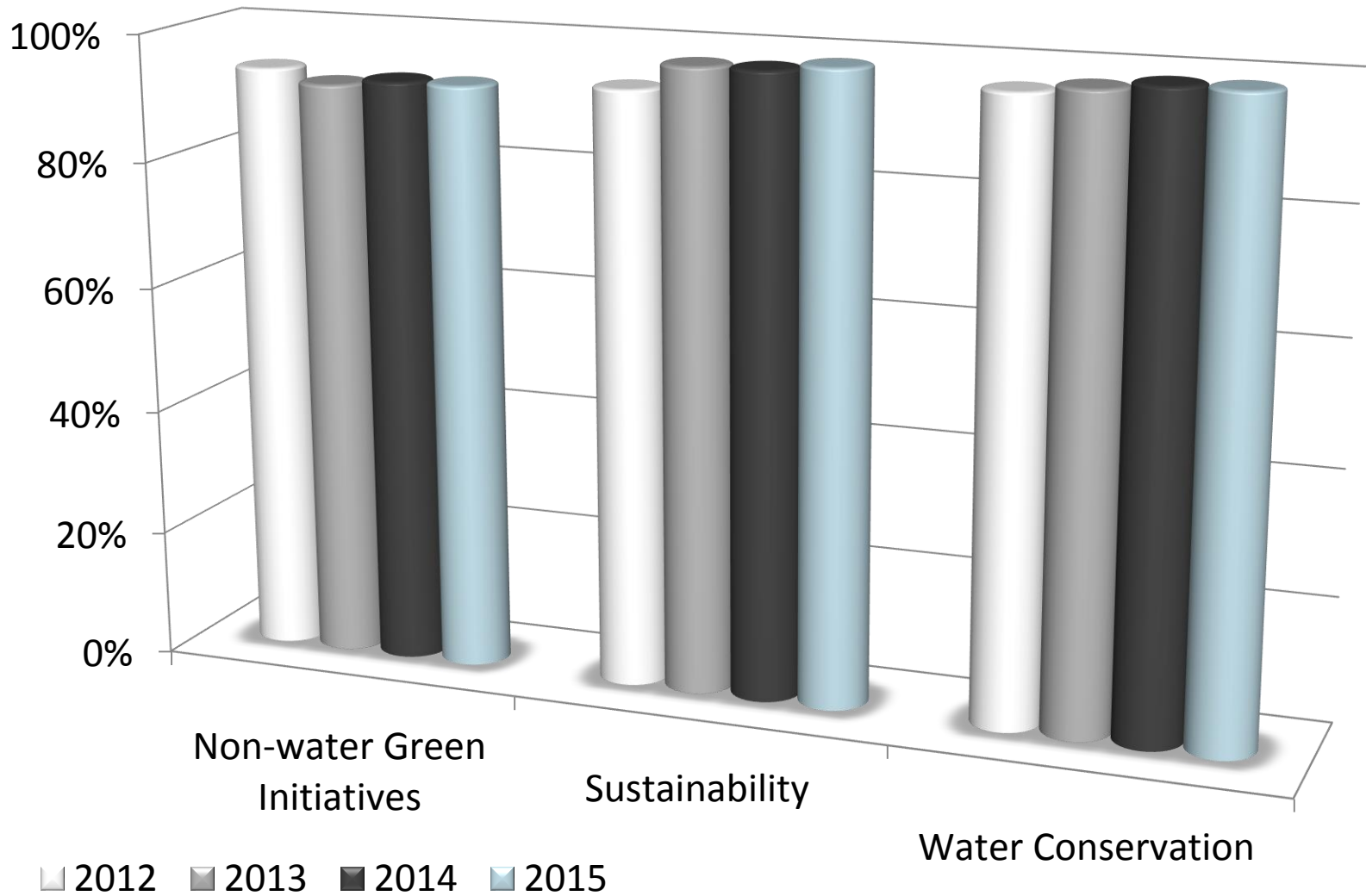


Water Quality Trends

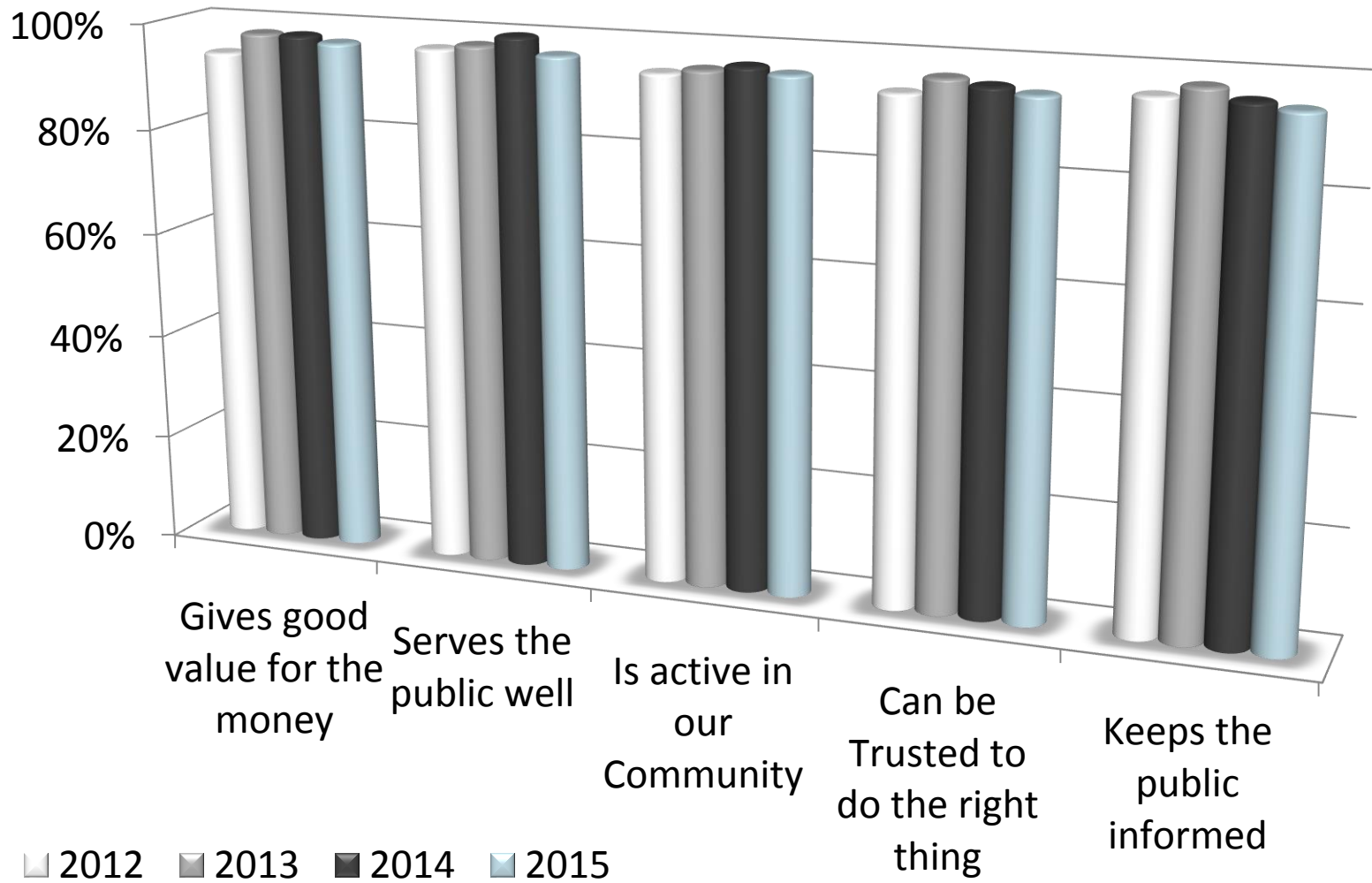
Water quality perceptions mostly unchanged.
Customers agree that water is ...



Important Attributes

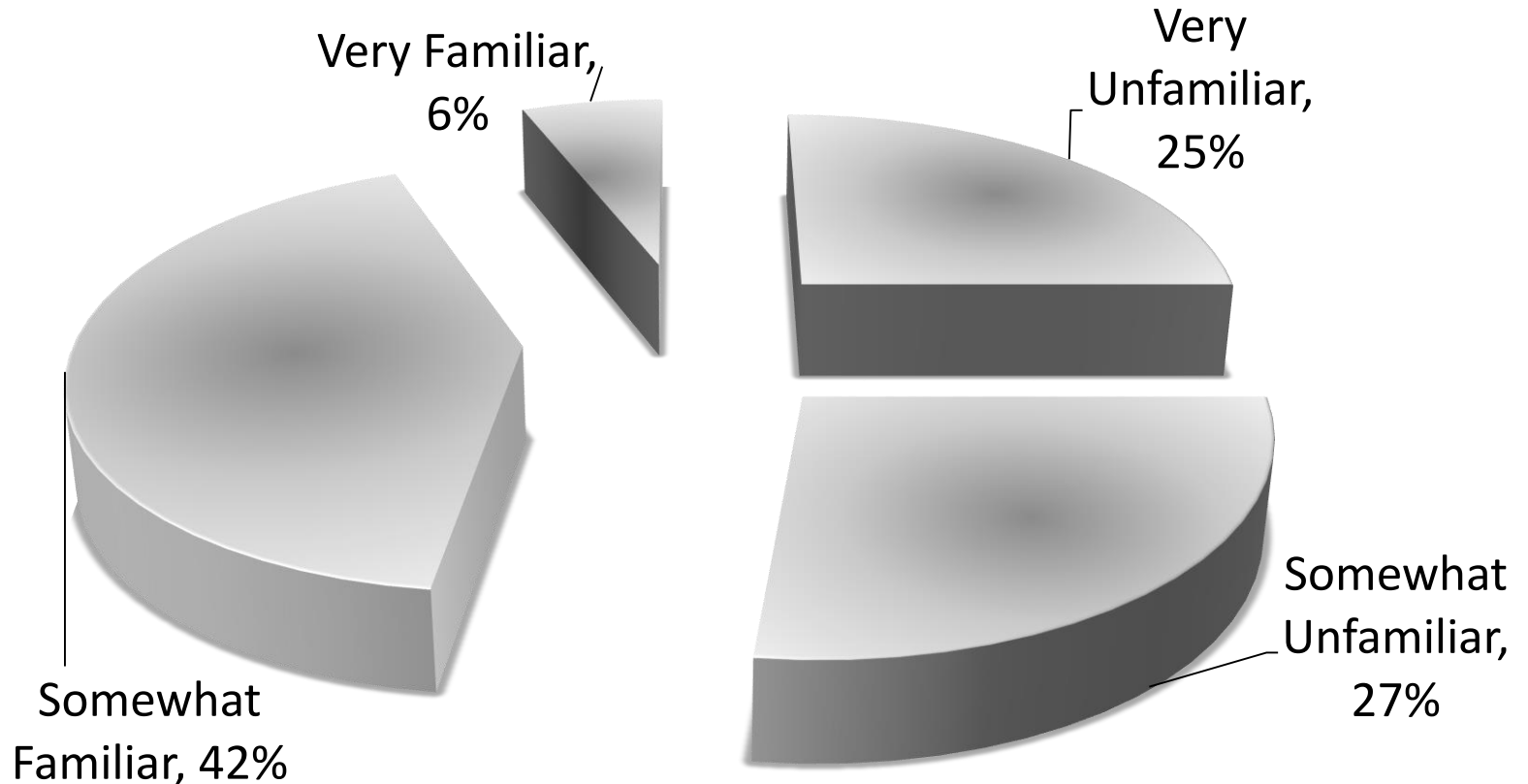


General Reputation



Familiar with Governance

Community Water Company is a not-for-profit corporation with members. We asked our members how familiar they were with our governance:



Summary



- Satisfaction remains high
- Customers value water quality as most important followed by quality customer service

Comments

- I am very new in GV and I am not very informed about how things work here - so far I have not had any problems with any service. It is a very appreciated to have my trash picked up and mail a few feet from my door. I lived in the country 77 years.
- All is well. No issue.
- I don't know enough to have an opinion
- Our water doesn't seem hard. The faucets don't corrode. When we lived in GV Estates our water wasn't the best but I think the well that serviced that has changed.
- Where I lived before we had lake water and city wells but still had restrictions on water usage. I can't believe I live in a desert and there are no restrictions. I'm old so I won't see it but the day will come where our water here will have to be rationed.
- I'm very pleased with the service at this time I can't complain.
- No complaints!
- For living in the desert we are pretty happy with the water
- The meter man is very concerned when he notices a high jump in water consumption he personally stops & tells us about it. To check for water leak etc... The man at the curb is your best customer service rep.
- Very happy with service one huge water bill over Thanksgiving water sprinkler stuck open & flooded yard while we were gone to CA for Thanksgiving still think I pay extra on storm water since that happened. Not your fault very satisfied with you.
- Have been a customer for almost 20 years and only had one problem concerning the meter reading at the time the meter was changed. The rep in the office readily made a correction to my bill when the error was pointed out. The office and field personnel all very nice.
- The service and cost have been more than fair. I have no complaint at all.
- I have been using Water Co for 5 years - and worked for 20 years in the community with no problems - you have always been found to be a great service to Green Valley
- Excellent water company!
- We were notified when we had a slow water leak. This was critical to get issue resolved before more water was wasted. Thank you
- Keep up the good work & providing good value!
- We have our own well back in Wisconsin so it is very hard to compare. I think you're doing a good job
- Your maintenance crews are the best. Had a main break and the crew was just outstanding, kept me informed of progress, cleaned up the street and my yard. Apologized to my wife for unexpectedly shutting off the water when they broke the line load to my box.
- We appreciate being notified if water co. suspects any leaks or unusually high volume! Very comforting!

- We are very pleased with your company. Your staff is very accommodating and friendly. The public needs to be more aware of water saving measures as water is our most precious resource.
- Growing up I lived on a farm for 20 years we had to have water for 10-40 milk cows. Water was very important to us, at times we ran out and had to haul in water this was not an easy or pleasant chore. We lived in Phoenix for 15 years and had good service we have lived here for 15 years and have had good service. I hope we have good service with the new program.
- Could the company go to "Paperless" billing & pass the savings on to customers?? My water bill is deducted from my bank acct, but I still get a paper bill.
- I have been missed on several of my billing statements in the last year!
- PLEASE provide a drop box for payments - I have asked for this repeatedly - Thank you
- Need more visibility in the community (i.e.) door to door ask basic question
- It would be nice if the utility (water) company would be prompt notification if possible suspected water leak or spike in usage: over normal average use!
- Administration treats customer like their enemy. They don't need to be so rude.
- 9 board members seem too many for size of company if they are paid members, reduce number and five seniors a better rate. This is only company not willing to respect the income folks! Every other utility shows this respect.
- Hopefully you won't be merging with any other company in the area
- I feel that your company should offer payment extensions. With the economy not so great yet, sometimes the extra time is needed to make the money stretch.
- Am concerned about copper mine runoff in drinking water
- CWC should be actively opposing additional copper mining and other non-residential uses of water in the areas from which they draw supplies. It should not be making deals with commercial users that lower the availability and quality of future water supplies for residents who depend on it.
- Canyon View of Green Valley does "NOT" allow collection of rain water to water yard planets. We could help water conservation if we could. Is there any way you could help a HOA that is living in the Stone Age??
- Water pressure varies at times during day
- My water pressure is very low. It used to be very good now my irrigation system for shrubs & fruit trees does NOT work well. Up till two years ago the pressure was good and my watering system work good. Can this be changed?
- I refuse to drink water treated with fluoride. I prefer not to bathe in that type of water also and use a filter to remove it

- The water is fine but tastes bad
- Water is still a bit hard, but better than a few years ago.
- Water is more chemically tasting than other waters but your records show it is not going to hurt us. I make coffee with bottled/filtered water but find the tap water is usable, just not preferred for use. Price for value - excellent.
- Would like to have fluoride removed from our water supply
- Water is too hard. Occasional foul taste.
- Always a "film" in water. Constant cleaning due to film/scum in water
- The tap water we drink is filtered by reverse osmosis the calcium content of the tap water is way too high
- The water seems to be unhealthy
- 1-Since our water is very hard we must all have water softeners or have water damage to our pipes and appliances. Could the water company centrally soften the water so we wouldn't have to have water softeners in our homes? 2- Since so many GV customers are only part-timers, could the water company provide the waste water company with usage for all 12 months rather than just the one or two months in the winter when we are in AZ? I know we can contact the waste water co ourselves to report this but not everyone knows this or forgets since it must be done each year. You should be able to report all 12 months' usage so that part timers are not unfairly over charged.
- We use / drink tap water with filters at primary sources.
- We use reverse osmosis. Thank you!
- I drink water out of the refrigerator door because it's filtered, otherwise bottled water.
- We drink the tap water after it is put thru our Brita Water Filter.
- We have reverse osmosis for drinking water
- We have a reverse osmosis system
- We usually drink tap water from refrigerator tap, cold & filtered again!! Future availability and cost depends on conservation. We are in the desert.....
- We prefer to drink tap water but feel we must filter it at this time.
- While water has a taste that is not great our RO filter takes care of it
- We filter any water we drink for the most part. Also we filter water for making tea or coffee - since heating the water without filtering brings out unpleasant taste. This is true anywhere we are - here or traveling or at our home in the Pacific Northwest.
- I prefer to drink tap water as long as I filter the bad taste.
- I drink filtered water or bottled flavored water as I am not a water drinker