


Mesa Water
DISTRICT®

Mesa Water Customer Survey

Presented by
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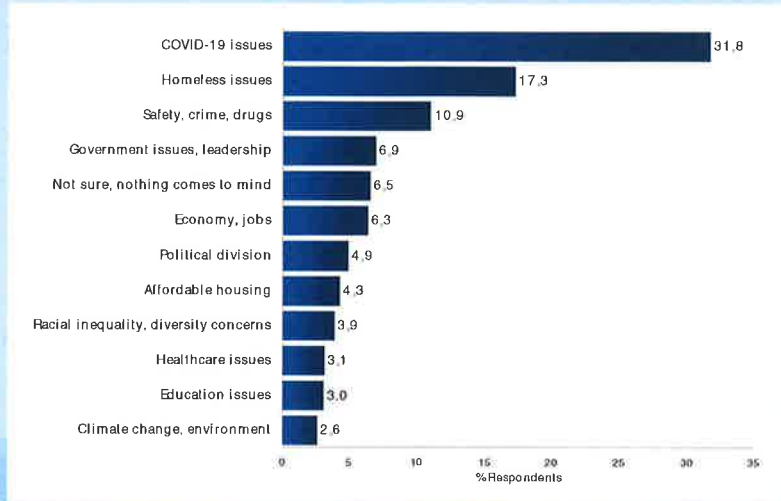
Methodology of Study

- Conducted August 22nd to September 7th, 2020
- 808 residential customers in the District's service area
- Oversample for single-family homeowners, balanced evenly across five Divisions
- Mixed-Method approach
 - Recruited via phone and email
 - Data collection via phone and online
 - 16-minute average interview length
 - English & Spanish
- Overall margin of error is $\pm 3.4\%$

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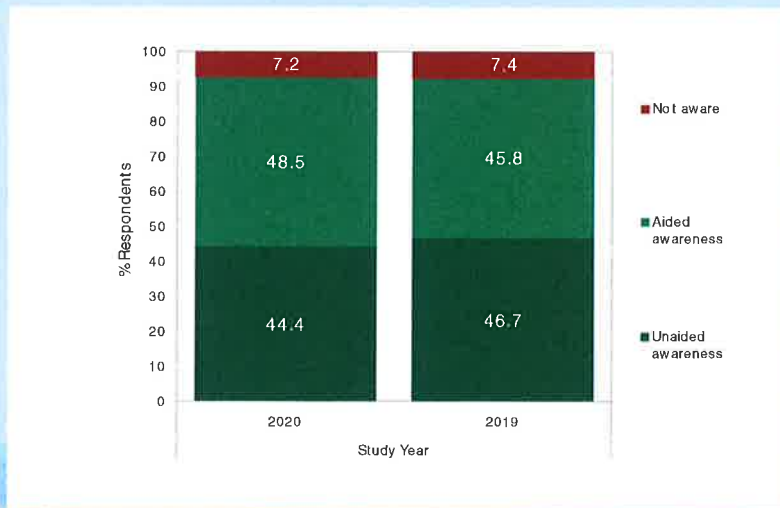
Most Important Issue Facing Community



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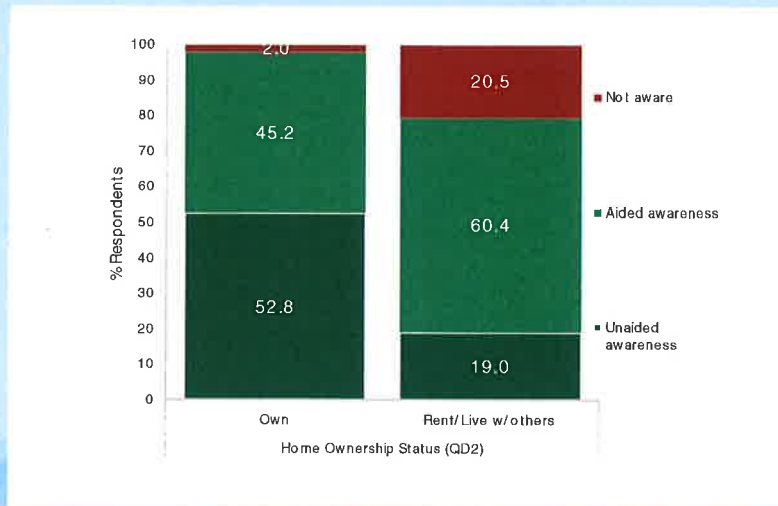
Aided & Unaided Awareness of Mesa Water



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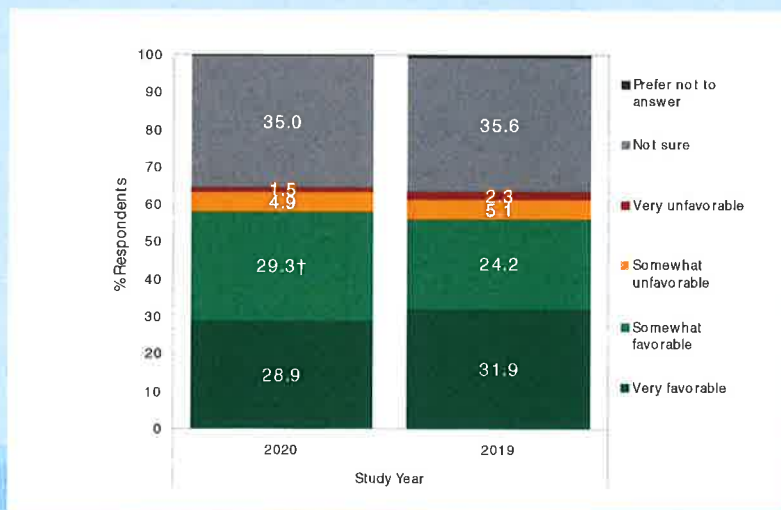
Awareness of Mesa Water by Own vs Rent



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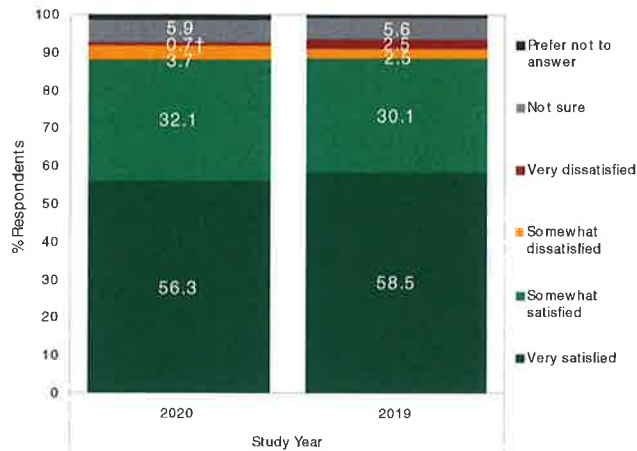
Opinion of Mesa Water District by Study Year



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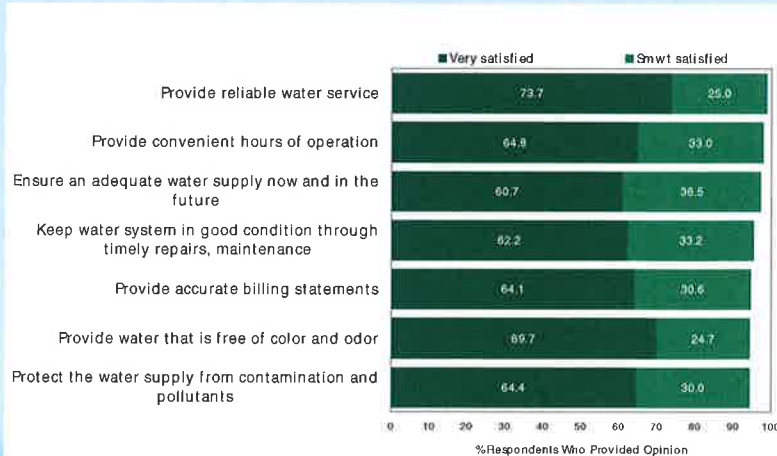
Overall Satisfaction With Service Provision by Study Year



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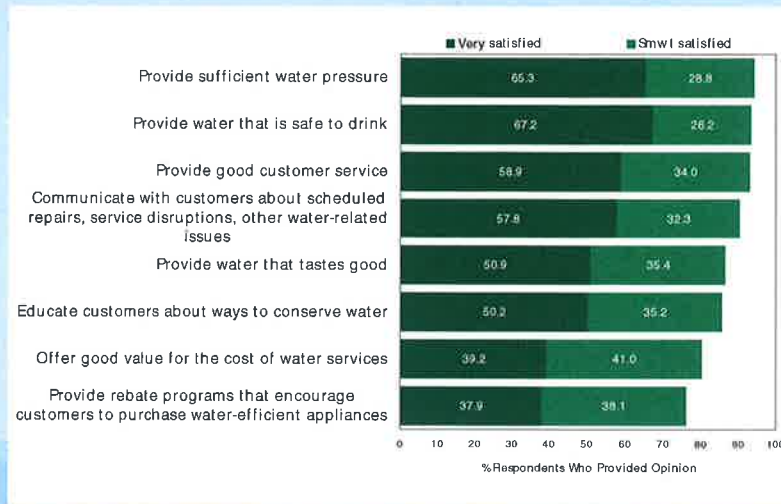
Satisfaction With Services Tier 1



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Satisfaction With Services Tier 2



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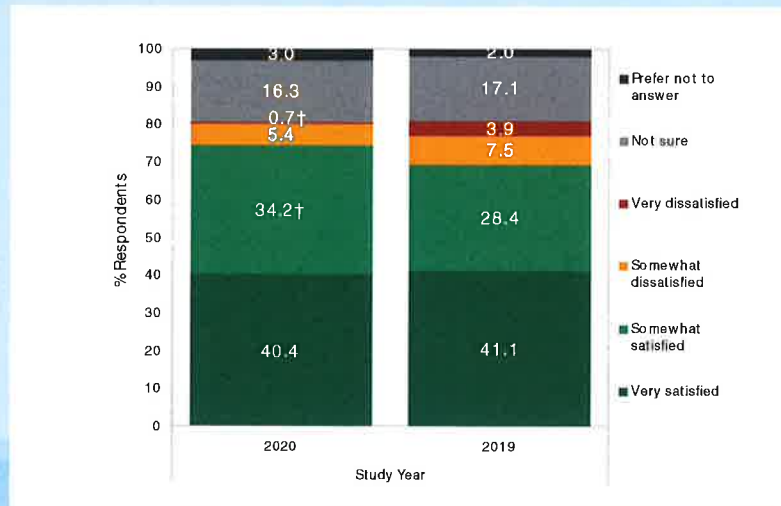
Changes in Satisfaction 2019 to 2020

	Study Year		Change in Satisfaction 2019 to 2020
	2020	2019	
Provide water that tastes good	86.3	81.8	+4.5↑
Provide rebate programs that encourage customers to purchase water-efficient appliances	76.0	71.7	+4.2↑
Ensure an adequate water supply now and in the future	97.2	94.1	+3.1↑
Provide accurate billing statements	94.6	91.5	+3.1↑
Communicate w/customers about scheduled repairs, service disruptions, other water-related issues	90.1	87.2	+2.9
Provide sufficient water pressure	94.1	92.0	+2.1
Provide convenient hours of operation	97.8	95.9	+1.9
Provide water that is safe to drink	93.3	91.8	+1.5
Provide reliable water service	98.7	97.3	+1.4
Provide water that is free of color and odor	94.4	93.1	+1.4
Protect the water supply from contamination and pollutants	94.4	93.3	+1.1
Educate customers about ways to conserve water	85.4	84.9	+0.6
Keep water system in good condition through timely repairs and maintenance	95.4	95.0	+0.5
Provide good customer service	92.9	93.6	-0.7
Offer good value for the cost of water services	80.3	83.9	-3.6

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Satisfaction With Communication Efforts by Study Year



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Key Findings

High level of customer satisfaction

- Approximately 9-in-10 customers are satisfied with their water service
- Satisfaction with specific aspects of service was very high, especially providing reliable service, convenient hours, and ensuring an adequate water supply
- All statistically significant changes in past year were positive

Solid Levels of Awareness of District & Favorable Opinions

- 93% of customers were aware of Mesa Water prior to taking the survey
- Among those with an opinion, favorable opinions of Mesa Water outnumber unfavorable opinions 9-to-1 (up from 8-to-1 in 2019)
- Mesa Water is widely perceived to be efficient, trustworthy, and beneficial to the local economy

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Key Findings

Opportunity Areas

- Stay the course
- Expand rebate programs for water-efficient appliances
- Educate customers about ways to conserve water
- Offer good value for the cost of water services
- Improve customer understanding of water origins
- Improve water taste

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