



Presentation and  
Discussion Item 7

# MESA WATER DISTRICT CUSTOMER SURVEY

September 25, 2024

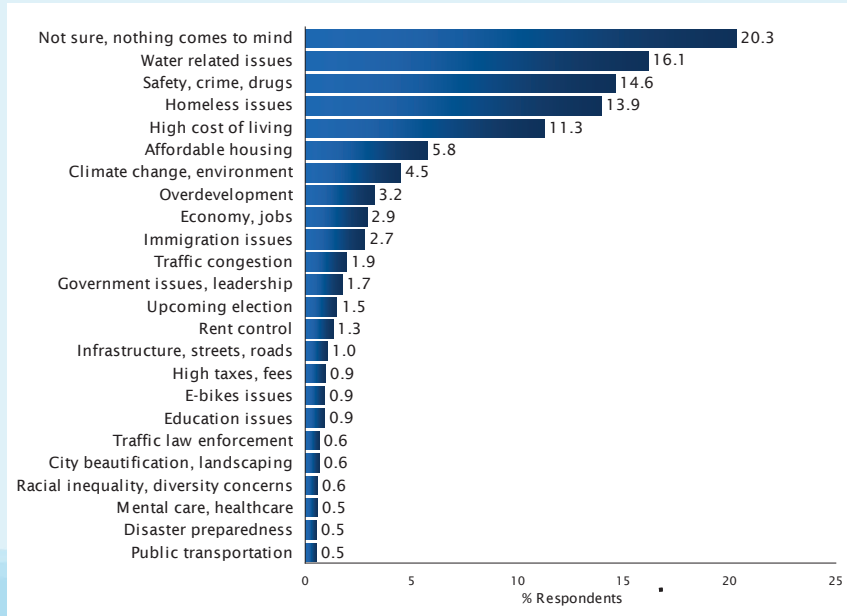


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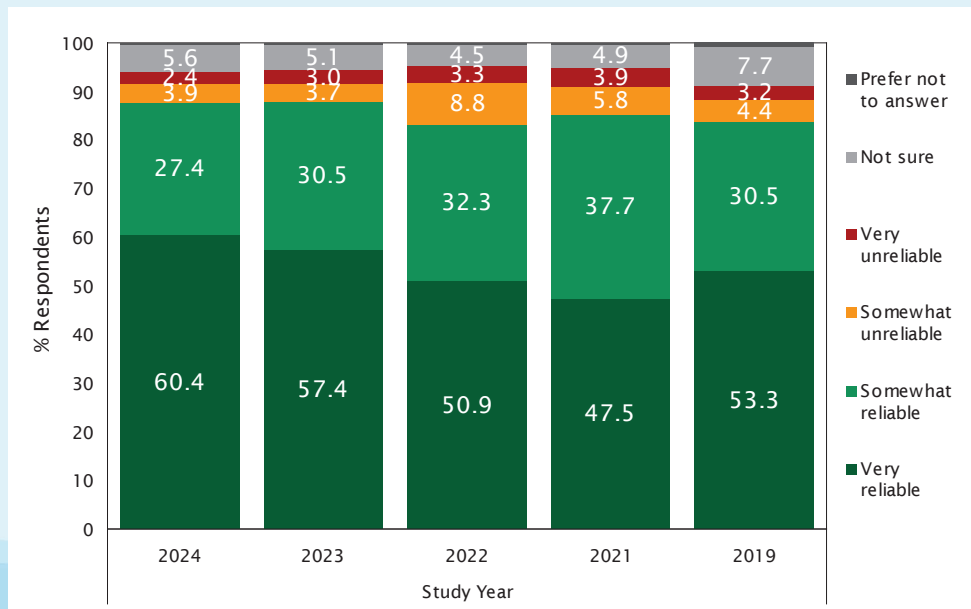
## Methodology of Study

- Conducted August 29 to September 9, 2024
- 837 residential customers in the District's service area
- Oversample for single-family homeowners, balanced evenly across five divisions
- Mixed-Method approach
  - Recruited via email, text, and phone
  - Data collection via phone and online
  - 16-minute average interview length
  - English & Spanish
- Overall margin of error is  $\pm 3.4\%$  at 95% confidence level

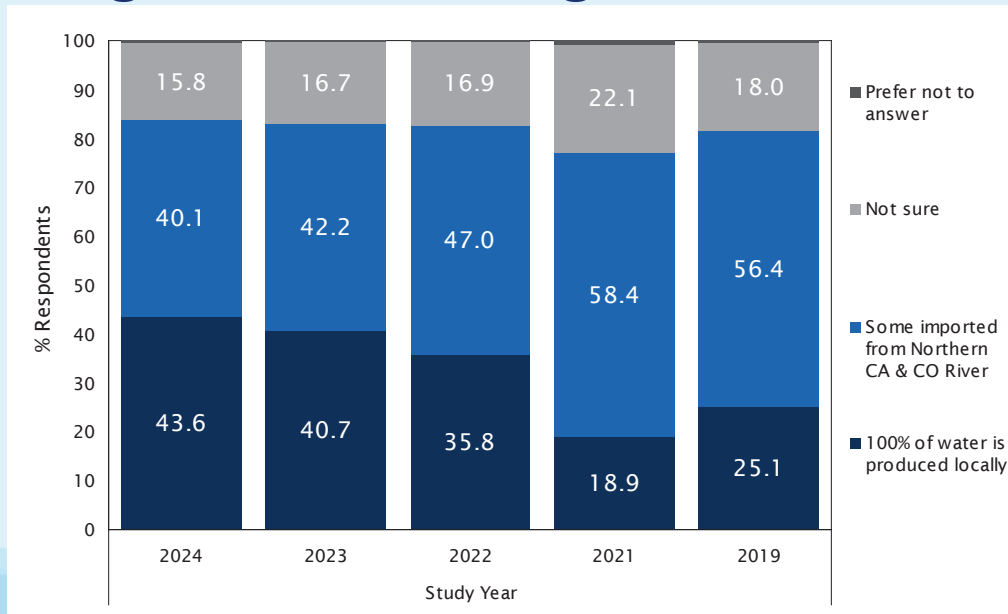
# Most Important Issue Facing Community



# Water Supply Reliability by Study Year



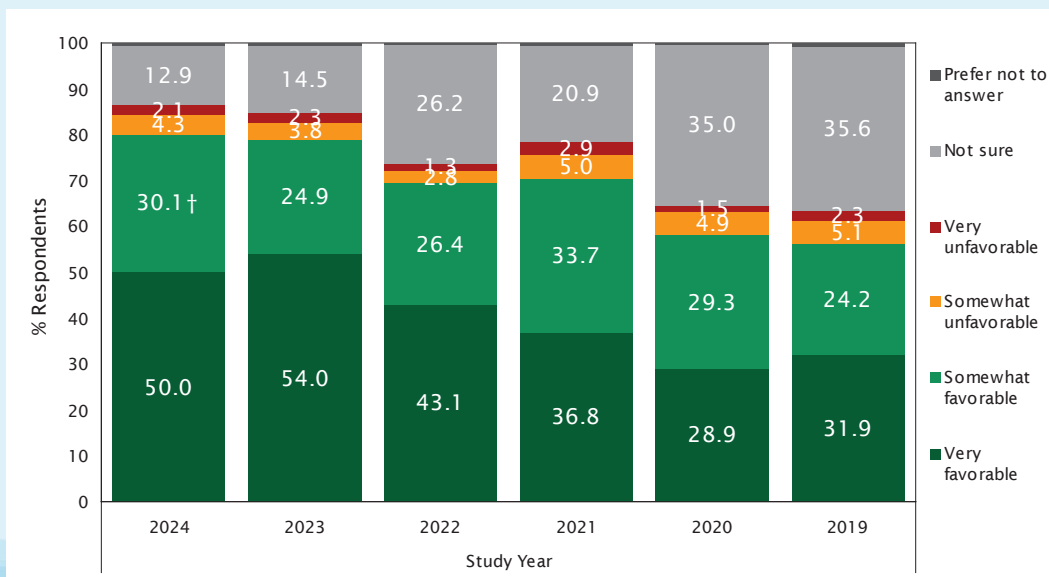
# Knowledge of Water Origin by Study Year



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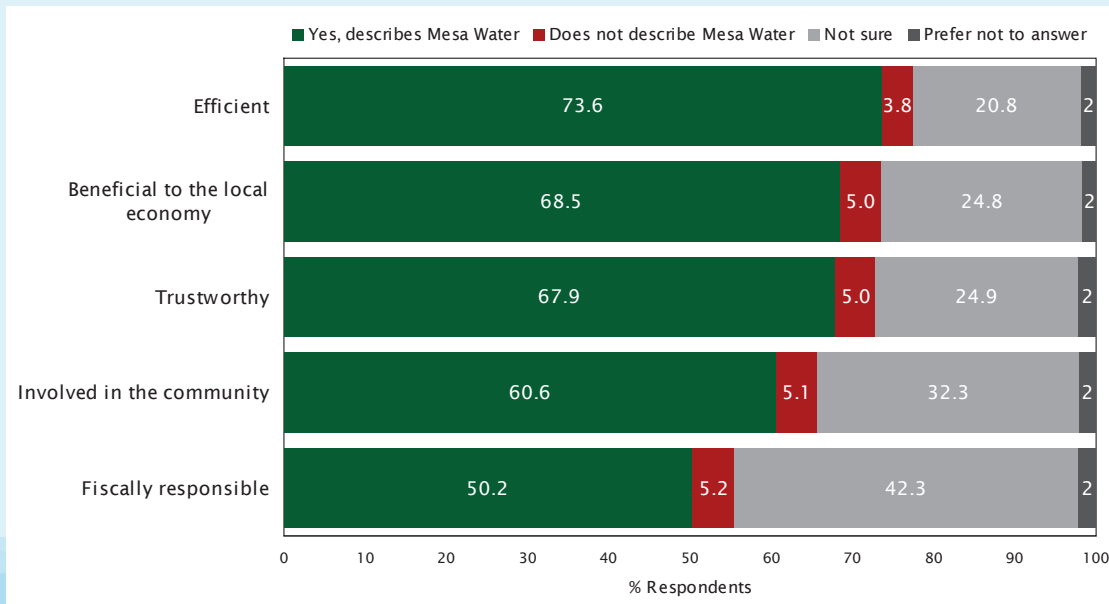
# Opinion of Mesa Water District by Study Year



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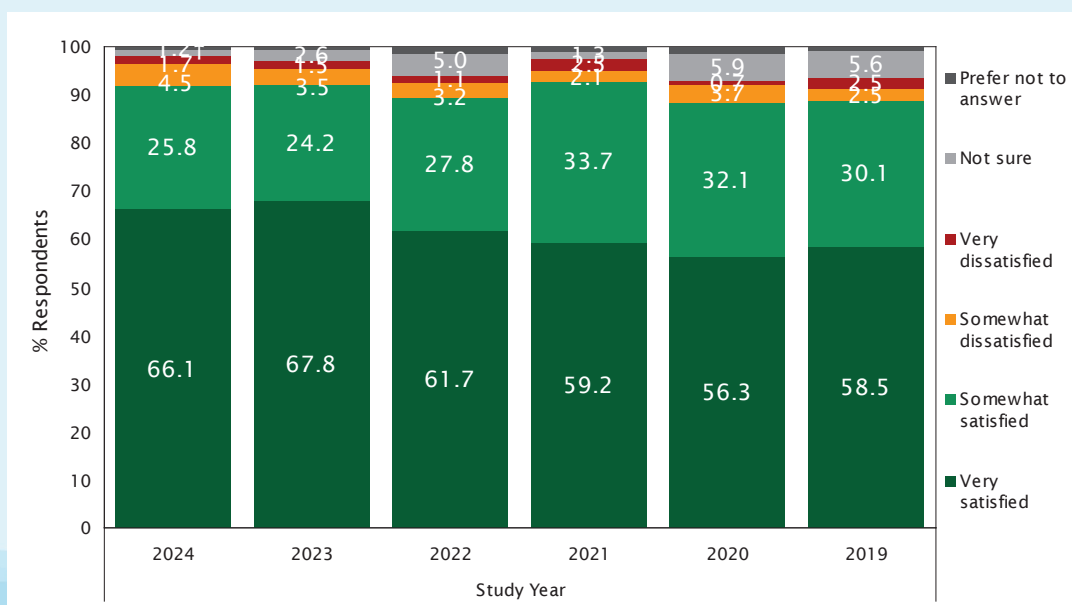
# Descriptors for Mesa Water



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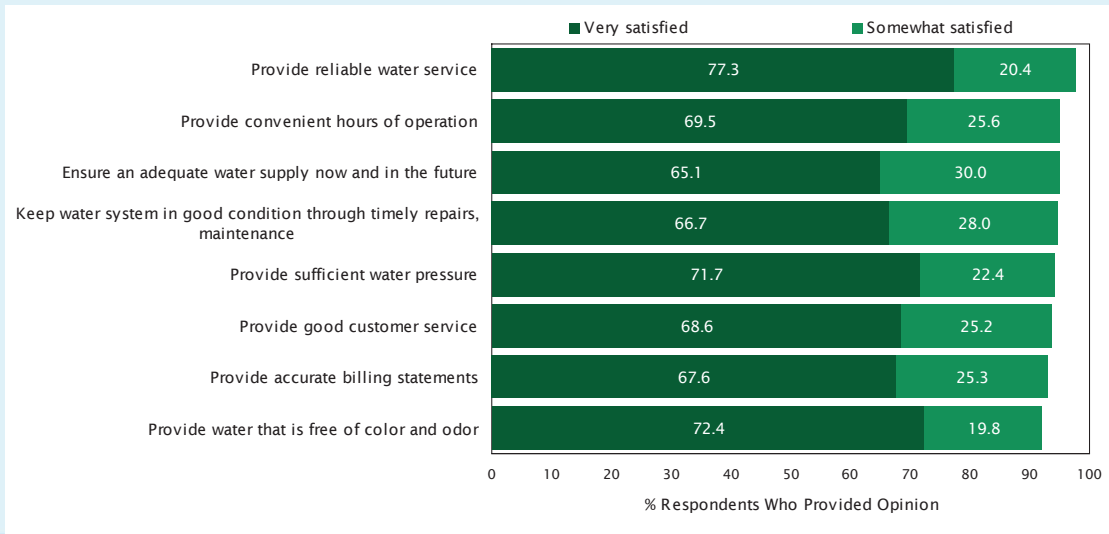
# Overall Satisfaction With Service Provision by Study Year



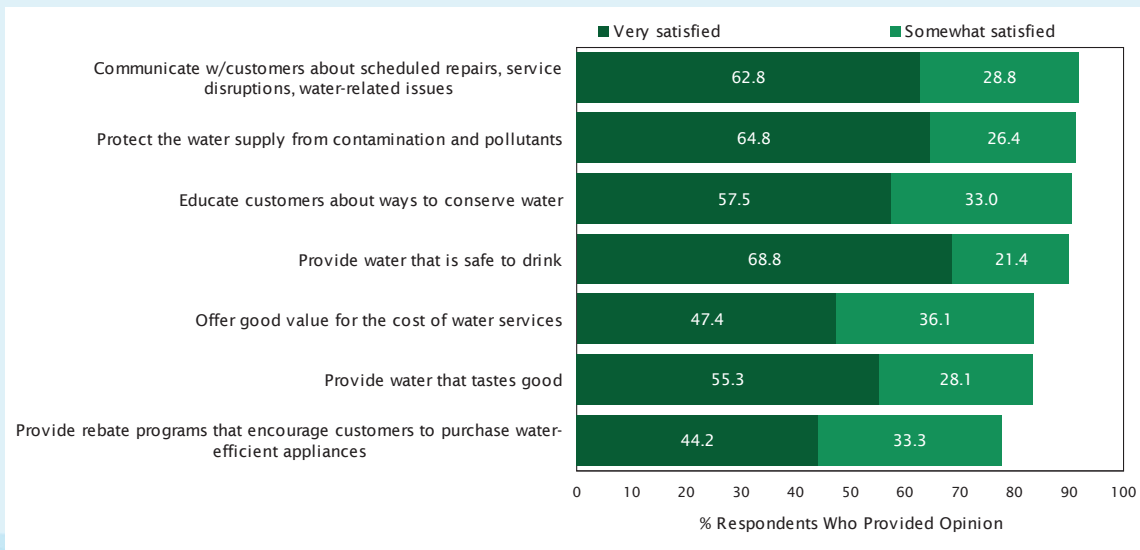
8 | September 25, 2024



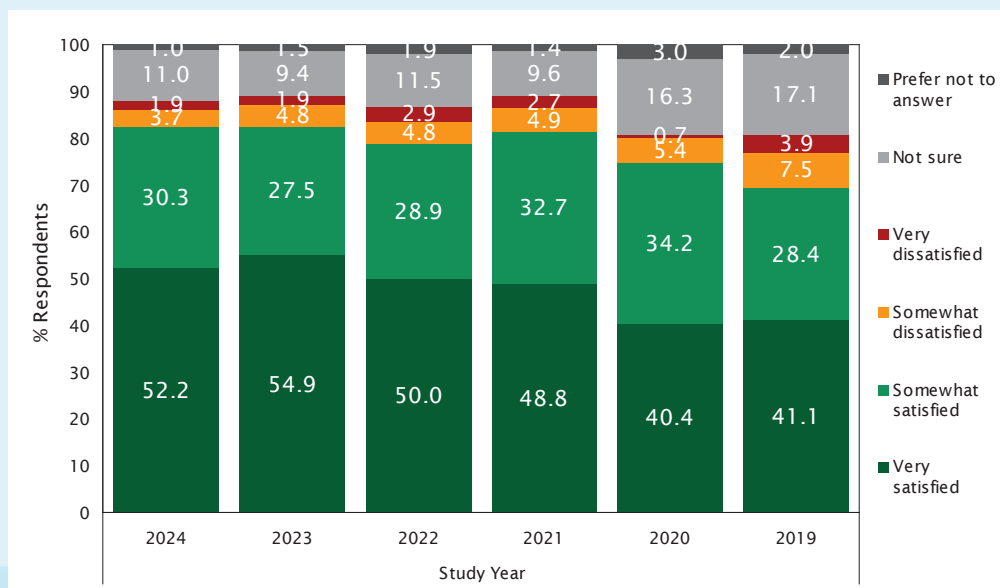
# Satisfaction With Services Tier 1



# Satisfaction With Services Tier 2



# Satisfaction With Communication Efforts by Study Year



## Key Findings

### Customer Satisfaction is High and has Increased Over Time

- 92% of customers are satisfied with their water service, with significant increase in *very* satisfied customers over past five years (+10%)
- Satisfaction with nearly all aspects of service remains very high (90%+), especially providing reliable service, convenient hours of operation, a reliable water supply, keeping system in good condition, providing sufficient water pressure, and providing good customer service
- Have sustained very high levels of satisfaction with District communications

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# Key Findings

## High Awareness of District & Favorable Opinions

- 96% of customers were aware of Mesa Water prior to taking the survey
- Percentage of customers who aren't familiar enough with Mesa Water to form an opinion of the District has shrunk from 36% to 13% in six years
- 80% of customers have a favorable opinion of Mesa Water, while just 6% have an unfavorable opinion
- Over the past four years, significant increases in percentage who view Mesa Water as efficient, beneficial to economy, involved in the community, trustworthy, and fiscally responsible
- Knowledge that all water is sourced locally increased 25% since 2021, and these customers are more likely to hold favorable opinions of Mesa Water

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# Key Findings

## Opportunity Areas

- Stay the course
- Continue to improve customer understanding of water origins
- Highlight rebate programs
- Offer good value for the cost of water services