



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Simpson, Brown, Helgeson, Manning and Mital  
FROM: Lance Robertson, Public Affairs Manager; Monica Shovlin, Marketing & Creative Services Supervisor  
DATE: September 25, 2014  
SUBJECT: 2014 Customer Satisfaction Survey Results  
OBJECTIVE: Information Only

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Attached is a report summary of our annual customer satisfaction benchmark survey, once again conducted by Riley Research Associates (RRA) of Portland, Oregon. The full results include: the report summary; cross tabulations; and verbatim responses to open-ended questions.

A total of 1,336 randomly-sampled residential EWEB customers completed or partially completed interviews (either online or by phone) for a response rate of about 14%, an increase of 4% from 2013. Customer respondent characteristics are detailed in the report.

There are a few important points to note when reviewing the 2014 survey results:

First, overall customer satisfaction with EWEB service remains very high: 7.7 on a 10-point scale. While satisfaction was rated at 8.0 last year, Riley Research notes that “The decline in overall satisfaction ratings from 2013 to 2014 is slight, and is not statistically significant or indicative of a trend of declining satisfaction among customers.”

By comparison, overall satisfaction ratings in previous surveys dating back to 2001 have fluctuated year-to-year from 8.4 in 2011 to 3.8 in 2001 (the ratings were changed from a five-point scale to a 10-point scale in 2006, so 3.8 in 2001 is equivalent to 7.6 out of 10 points).

About one-third of survey respondents had contacted EWEB in the past six months, the same rate as in 2013. Top reasons for contacting EWEB remained billing questions, start/stop/change service, and power outage; those contacting EWEB to report a power outage increase from 9% in 2013 to 17% in 2014, likely at least partially the result of the large February snowstorm.

Secondly, we made a few changes to the survey questionnaire. While the majority of questions remain the same to preserve the ability to benchmark customer satisfaction and better understand customer priorities, the 2014 questionnaire also was revised to reflect emerging and current issues, including: the value of public power, how customers define affordability and reliability, alternate water source planning, bill presentment, current usage of and likelihood to add natural gas services, and interest in potential AMI-enabled services and pricing plans. Also, the overall satisfaction question was changed very slightly, from satisfaction with EWEB’s overall “products and services” to one that just asked customers to rate their overall satisfaction with EWEB, period.

Here are just a few more high-level results:

- Reliability and our core business functions remain extremely high, both in customer satisfaction and perceived importance. Customer respondents had the highest satisfaction with drinking water quality and water and electric service reliability. The results are largely comparable to 2013, with slight increases in satisfaction with our efforts to control costs and responsiveness to customers' needs. There was a significant decrease in satisfaction for electric service delivery and outage restoration, though that difference could be somewhat attributed to the change in question language or residual effects of the February snowstorm.
- Jobs/unemployment continues to be the most important issue facing our community according to survey respondents, followed by education. While most issues stayed comparable to the issues mentioned in 2013, the proportion of those mentioning *affordable electric and water rates* decreased significantly.
- The value of public power: Nearly two-thirds of EWEB customers considered a public utility to be more valuable than a private utility (63%), including 42% who felt it was *much more valuable*.
- Affordability: Customers had many ways of defining "affordable," namely *cheaper than other locations, no or minimal rate increases, a certain percentage of monthly income, and cheaper than other providers*. Those who specified a dollar amount felt a mean of \$115 per month was "affordable," though responses ranged from just a few dollars to several hundred dollars.
- Reliability: Customers felt it was acceptable to wait about 11 hours for restoration of a localized power outage, and about 20 hours for restoration of a widespread power outage.
- Just over half of respondents were interested in EWEB offering new pricing structures.
- AMI Opt-in strategy: Nearly three-fifths of customers indicated familiarity with Smart Meters (57%), including 15% who indicated they were *very familiar*. Familiarity was comparable to levels in 2013. About half of customers had a favorable view of smart meters (53%), including 20% who had a *strongly favorable* view. The proportion of those with a favorable opinion of smart meters for those who opt-in increased 9% from 2013, and the proportion of those with an unfavorable opinion dropped significantly. However, some of that difference from 2013 to 2014 could be attributed to the change in question language regarding the opt-in nature of the offering. The majority of respondents found all potential AMI-enabled services (except the option to pre-pay the bill) either very or somewhat valuable, with *advanced water leak detection* and *advanced outage detection* as most valuable.

Once you've had a chance to review the report summary, please let us know if you have any questions or whether we can be of further assistance in your understanding of the results and implications for action. Cross tabulations and verbatim responses are available upon request (note: these are large electronic files). Please contact either of us with questions.

These results also will be posted by Friday on EWEB's internal network, and will be shared with employees via an article and link in The Daily News.



# ***CUSTOMER SURVEY***

## **REPORT SUMMARY**

**SEPTEMBER 2014**

Michael J Riley & Crystal Bolyard  
Riley Research Associates

**RESEARCH | INSIGHT | KNOWLEDGE**

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## KEY TAKEAWAYS

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### Importance of Products and Services

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Water quality and service tends to be slightly more important to customers than electric service. While costs and responsiveness to customers are important, customers prioritize the quality of EWEB's service over these factors.

Customers generally don't think of a dependable utility as being a significant concern to their community, but when asked directly, many recognize having a dependable utility as being equally important as other community and social issues.

Among product/service issues, the most important aspects continue to be:

- Drinking water quality (9.6)
- Water service reliability (9.5)
- Protection of drinking water sources (9.4)
- Electric service delivery and outage restoration (9.2)
- Efforts to control costs (9.0)
- Responsiveness to customers' needs and concerns (8.9)

The least important issue continues to be:

- Involvement in community events and activities (5.6)

About two-fifths of customers were aware of EWEB's plan to diversify water sources. However, four-fifths of customers felt it was important for EWEB to have a plan to diversify water sources (83%), with nearly all of the remaining customers *unsure*.

Nearly two-thirds of EWEB customers consider a public utility to be more valuable than a private utility. With 16% saying it made *no difference* and 14% *unsure*, just 7% felt a public utility was *less valuable* than a private one.

*Jobs / unemployment* continues to be the top-mentioned issue facing the community, followed by *education*. About half of customers said their top issue was more important than having a dependable utility, about one-third said it was about the same, and only about one-tenth felt their issue was less important than a dependable utility.



## KEY TAKEAWAYS (CONTINUED)

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### Satisfaction with Products and Services

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The most important factors to respondents (drinking water quality and water service reliability) were also the aspects with which customers had highest satisfaction, indicating EWEB is doing a good job of providing customers with the services that matter to them. The satisfaction ratings (ranging from 5.6 to 9.0) generally indicate customers are satisfied with EWEB. The lowest-rated aspects (efforts to control costs and efforts to keep customers informed) are aspects that tend to be lowest-rated in customer satisfaction surveys.

The overall satisfaction rating of a 7.7 indicates while customers might have some dissatisfaction with EWEB, it continues to perform strongly as a public utility. Customers appreciate some of the specific services and features of EWEB more than the utility itself, though their overall satisfaction with the utility is still moderately high. The decline in overall satisfaction ratings from 2013 to 2014 is slight, and is not statistically significant or indicative of a trend of declining satisfaction among customers.

Responsiveness to customers' needs and efforts to keep customers informed were among the lowest-rated aspects in regards to satisfaction, while responsiveness to customers' needs is among the highest-rated in terms of importance. EWEB should try to better understand what information customers feel could be lacking, and try to get ahead of any information requests that could be anticipated by customers.

Unsurprisingly, those who call EWEB with a problem or complaint are less satisfied with a resolution than those who call about various programs or to make a change to their service. With satisfaction very low among these customers, EWEB could focus on ways to increase satisfaction during these calls.

**%** Customers expressed the highest satisfaction with:

- Water service reliability (9.0)
- Drinking water quality (8.7)
- Electric service delivery and outage restoration (8.3)
- Protection of drinking water sources (8.0)

**%** Customers had lower satisfaction with:

- Efforts to control costs (5.6)
- Efforts to keep customers informed (7.1)

**%** Overall satisfaction with EWEB was moderately high (a mean of 7.7).

- Satisfaction ratings remained comparable to those in 2013, with only slight (and statistically insignificant) changes to most year-over-year ratings.

**%** Customers who contacted EWEB in the past six months rated their satisfaction with that contact moderately high (7.6). Those who contacted EWEB to start / stop / change service, about conservation programs, or with questions about billing had relatively high ratings (8.3 to 8.6). However, those calling to report a problem with their bill, water, or electric service were generally dissatisfied (2.7 to 4.9).



## KEY TAKEAWAYS (CONTINUED)

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### Smart Meters

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Many Smart Meter features were considered valuable to customers, particularly the advanced water leak detection and advanced outage detection. Water quality and reliability were important features to customers, so it follows that water leak detection or other features regarding water service would be potentially valuable. Advanced electric outage detection could potentially reduce the time that customers are aware of an outage, increasing their satisfaction in electric service reliability, and being in sync with the amount of time they feel it is acceptable to wait for electric service restoration during an outage. Customers tended to value more immediate detection-oriented features and cost-saving features over the broader features such as access to information or simpler processes.

In 2014, the addition of an opt-in feature was added to the question about Smart Meter favorability. Favorability increased significantly, but we are unable to attribute that change to an actual increased favorability or to increased favorability of the opt-in option. Regardless, favorability increased, while those with an unfavorable view decreased.

- Most customers (57%) were familiar with Smart Meters (about the same as 2013).
  - About half of customers would favor *EWEB's plan to install smart meters to customers who opt in* (53%), while about one-quarter would be opposed, and about one-quarter were unsure.
- Customers were read a series of potential benefits of Smart Meters, and the majority found all features (except the option to pre-pay the bill) either very or somewhat valuable.
  - The most valuable features included *advanced water leak detection* and *advanced outage detection*.

### Natural Gas

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Most customers who have natural gas have had it for more than a decade, indicating natural gas is not a newer trend among customers. Those who do not currently have natural gas are unlikely to make the switch away from electric heat.

- About two-thirds of customers have electric heat as their primary source, and one-quarter have natural gas (comparable to past years).
  - The vast majority of those with electric heat have no plans to switch to natural gas in the next two years (83%), while 13% were somewhat likely and 4% were very likely.
  - About half of those with natural gas heating have had it for more than ten years (56%), with a mean of 15 years.



## KEY TAKEAWAYS (CONTINUED)

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### Affordability & Reliability

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Interest in pricing options was high, especially given that the pricing options weren't elaborated on in the survey. This could indicate interest in pricing options could potentially be even higher if it is compatible with customers' needs. When asking about affordability, most customers seemed to understand they needed to pay some practical amount for their water and electric service. Affordability means different things to different customers, but many used comparisons to other providers or locations as a reference.

Customers also recognize restoring power can be a process, and most feel it is acceptable to wait hours for restoration. Many stated their appreciation for EWEB's quick response to power outages, and expressed understanding of the process of restoring power. However, some said they felt uninformed during the process.

- ❏ Customers had many ways of defining "affordable," namely *cheaper than other locations, no or minimal rate increases, a certain percentage of monthly income, and cheaper than other providers*. Some named a monthly amount they felt was affordable, with a mean of \$115.
- ❏ Just over half of customers indicated interest in EWEB offering new pricing options in addition to its current tiered pricing structure.
- ❏ Customers felt it was acceptable to wait about 11 hours for a localized power outage, and about 20 hours for a widespread power outage for power to be restored.

### Communication Methods and Preferences

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Customers tend to receive information from EWEB in a variety of ways, and find the communication from EWEB to be useful. However, looking at some of the lower satisfaction ratings for keeping customers informed and responsiveness to customers' needs, it appears while customers feel the information is useful, they might appreciate additional information beyond what is generally provided by EWEB, and might appreciate it in a timelier manner.

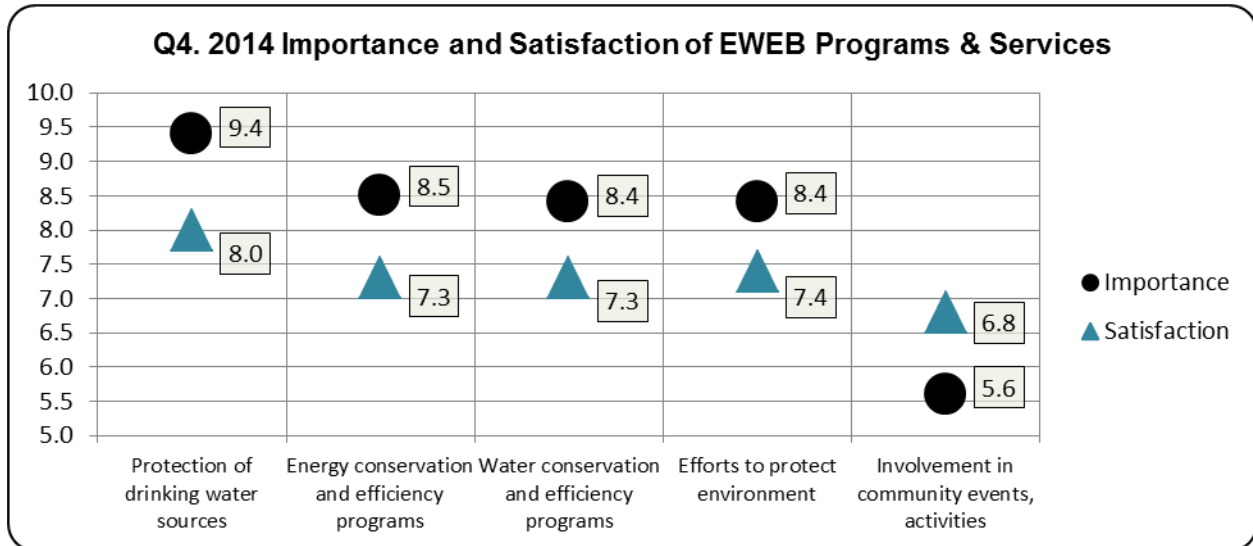
- ❏ Customers recall receiving information from EWEB through *messages printed directly on their bill (30%), brochures inserted into their billing (20%), links provided in the eBill email (20%), and newspaper stories (19%)*.
  - When asked their single most-preferred method of communication, *email/e-newsletters* were the top answer, comparable to 2013.
  - The vast majority of customers found the communication from EWEB to be useful (77%), while 12% felt it was not, and 11% were unsure.
  - A majority of customers look at their bill each month and found it easy to understand.



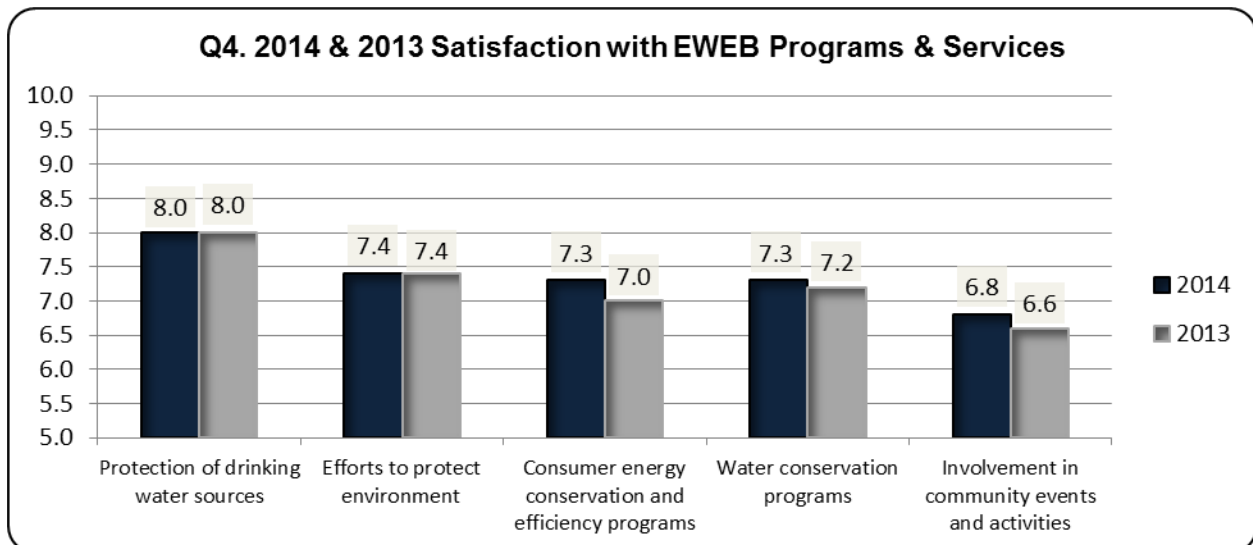


## EXECUTIVE OVERVIEW: GRAPHS

Protection of drinking water sources was of critical importance for customers, and was the highest-rated aspects among customers. Conservation and efforts to protect the environment were also important, though satisfaction was somewhat lower for those aspects. Involvement in community events was unimportant to customers, and was also the lowest rated in terms of satisfaction.



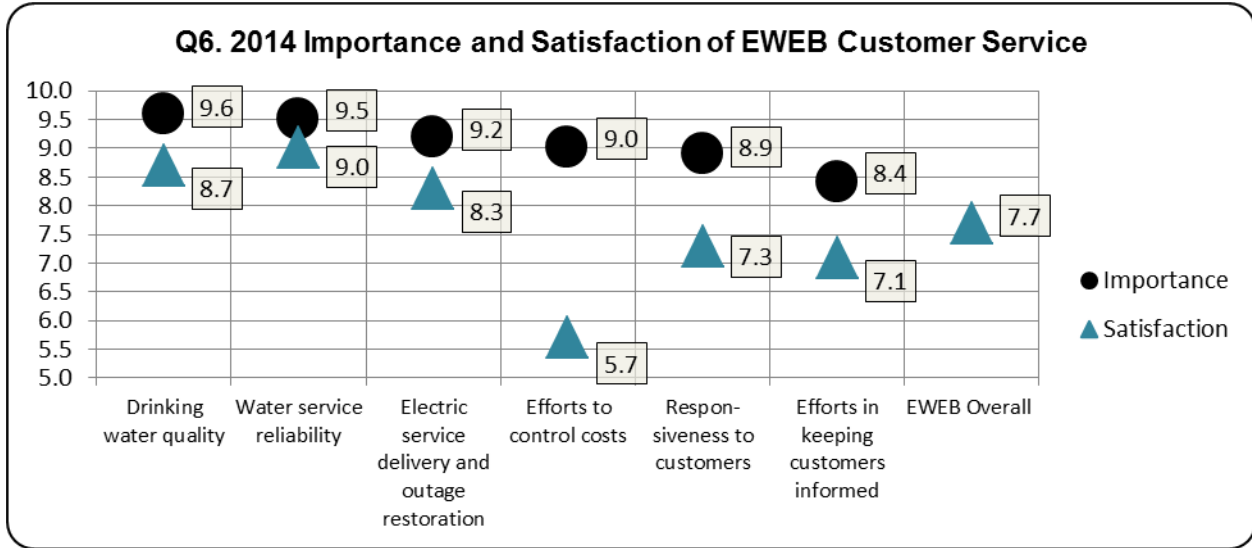
Satisfaction levels were comparable in 2014 and 2013, with slight (not statistically significant) increases in energy conservation.



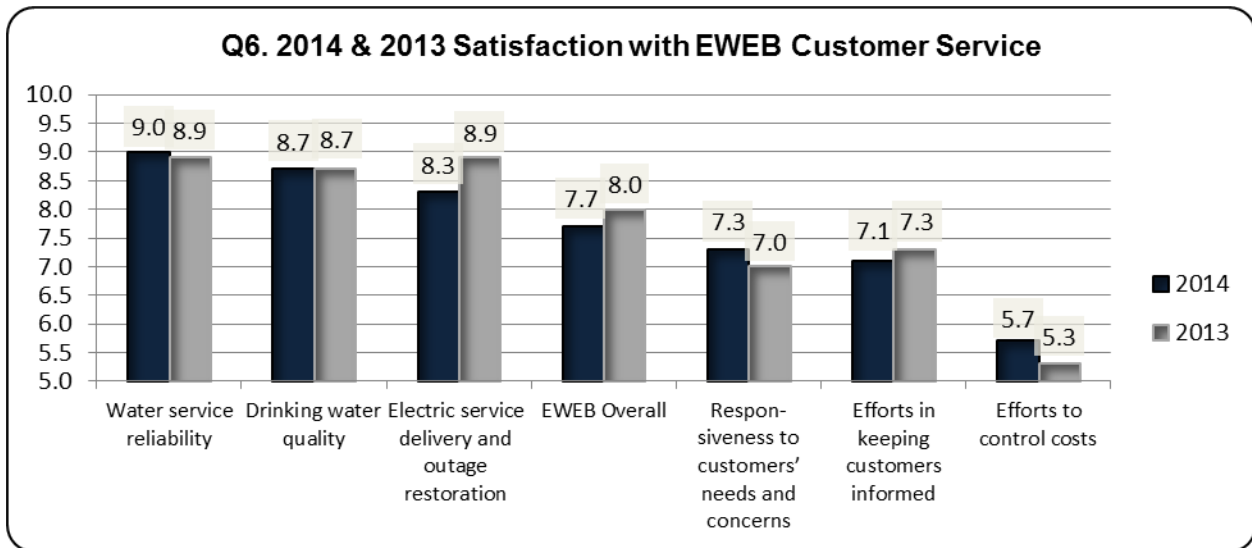


## EXECUTIVE OVERVIEW: GRAPHS (CONTINUED)

Drinking water quality and water service reliability were of high importance to customers, and were also the highest-rated in terms of satisfaction. Other customer service aspects were considered of high to moderate importance, while satisfaction ranged from very low (efforts to control costs) to moderately low.



Satisfaction with each aspect remained generally comparable to 2013, with a significant decrease in satisfaction for electric service delivery and outage restoration<sup>1</sup>, and a notable increase for efforts to control costs. Overall satisfaction decreased slightly, from 8.0 to 7.7.

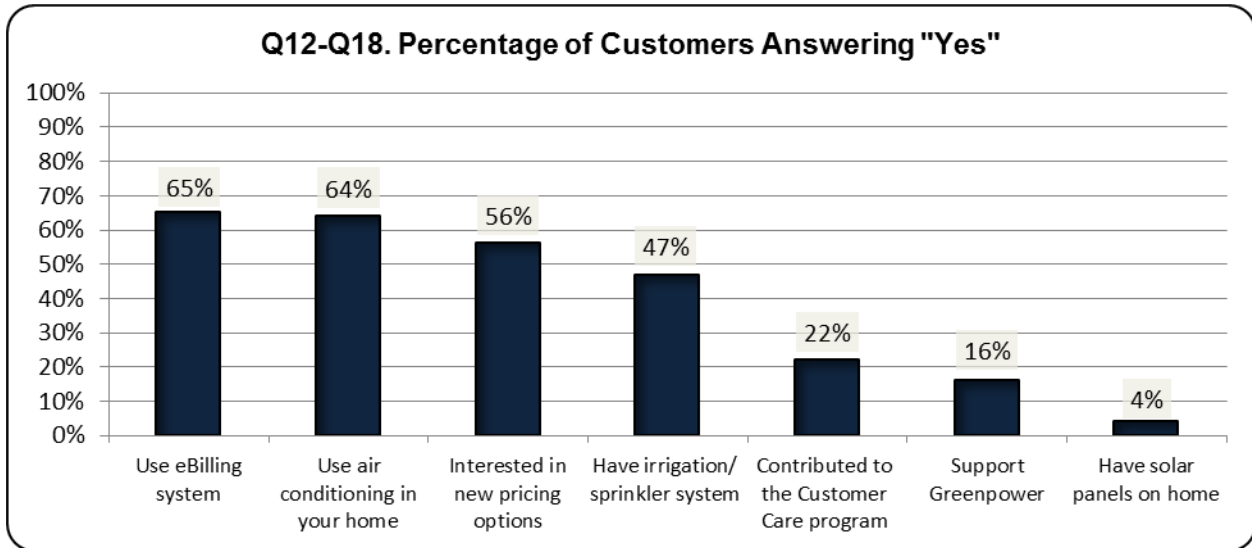


<sup>1</sup> Question language was updated in 2014 (from In 2013 question worded as “Electric service reliability”); the difference in results could be attributed to that change.

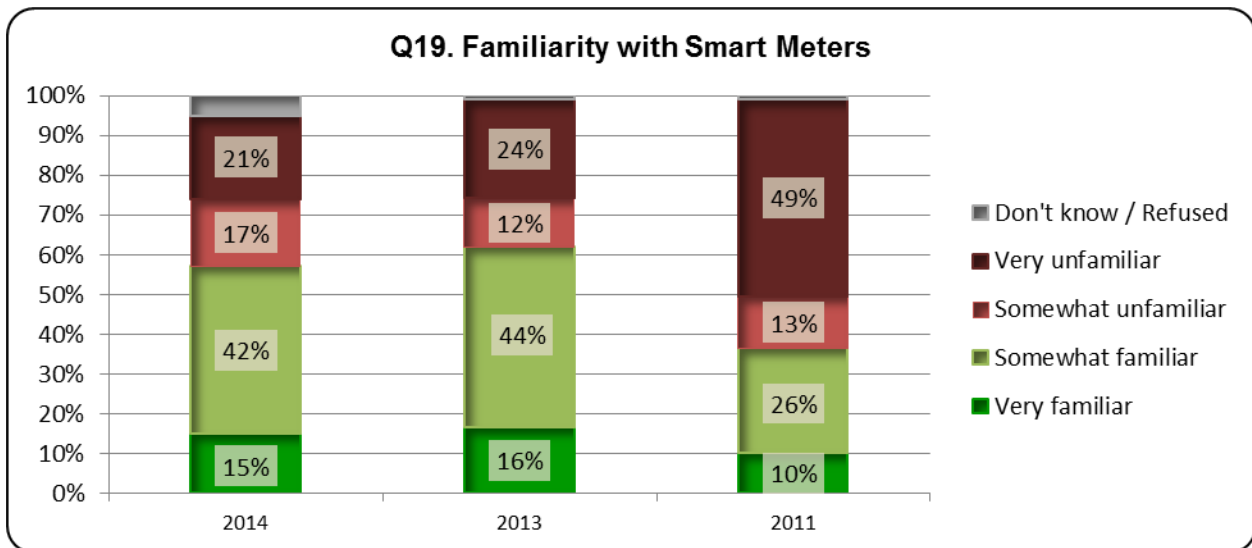


## EXECUTIVE OVERVIEW: GRAPHS (CONTINUED)

Customers were asked about their interest or involvement in a number of aspects. Most use eBilling, have an air conditioning unit in their home, and are interested in new pricing options in addition to EWEB's current structure.



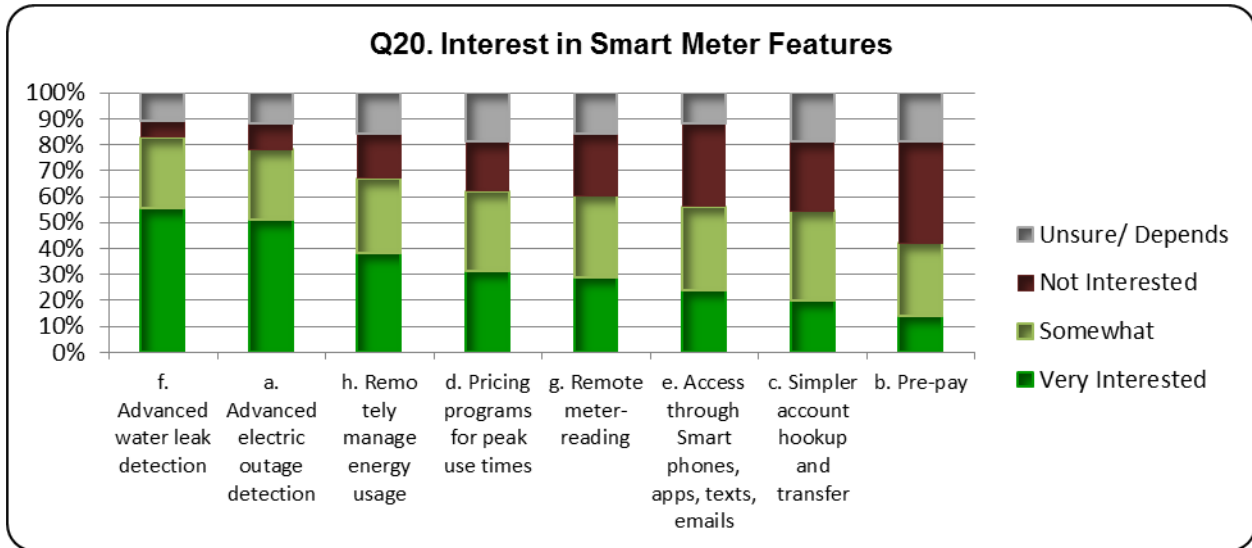
A majority of customers remains familiar with smart meters (57%), comparable to 2013.



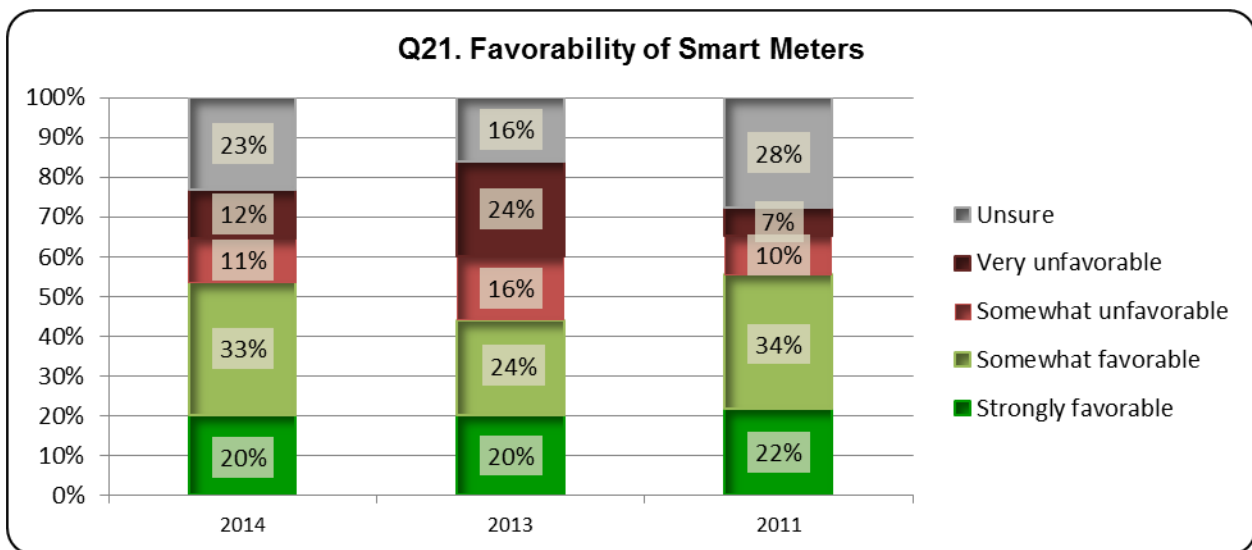


## EXECUTIVE OVERVIEW: GRAPHS (CONTINUED)

Interest was high for many smart meter features, particularly advanced water leak and electric outage detection. At least half of customers had some level of interest in the remaining features, with the exception of being able to pre-pay their account.



Favorability in Smart Meters increased from 2013.<sup>2</sup>



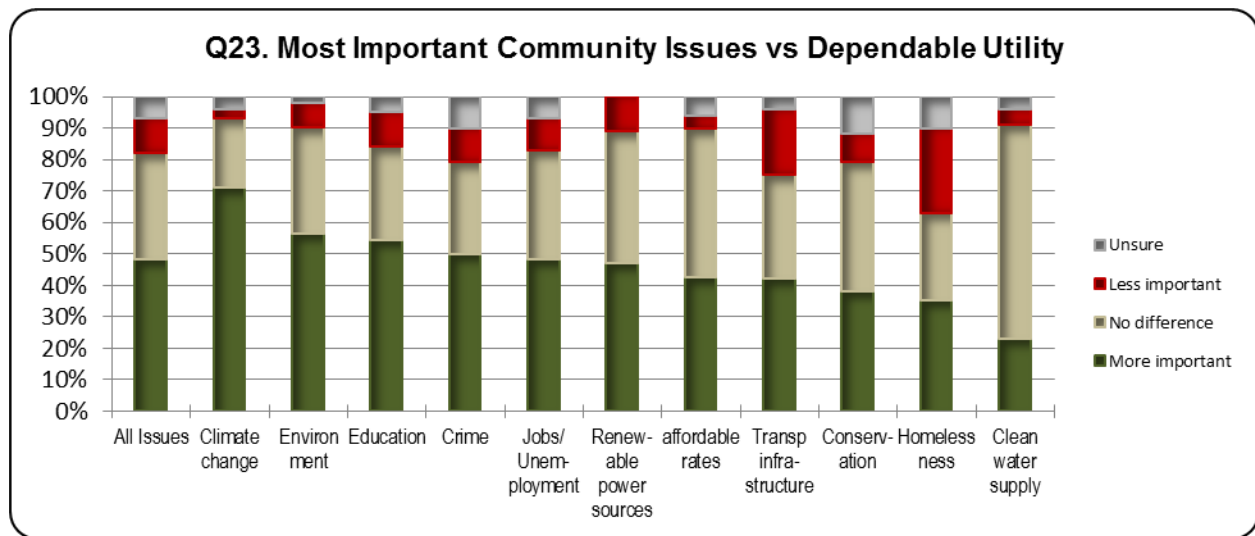
<sup>2</sup> Question language was updated in 2014 (from “(If familiar) Do you have a favorable or unfavorable opinion of EWEB’s plan to install Advanced Metering Infrastructure, including “smart” digital meters?”); the difference in results could be attributed to that change.



## EXECUTIVE OVERVIEW: GRAPHS (CONTINUED)

Customers were asked what they felt the most important issue facing their community was, and then asked if that issue was more important, less important, or the same as having a dependable utility. Customers named a variety of issues, namely jobs/unemployment and education.

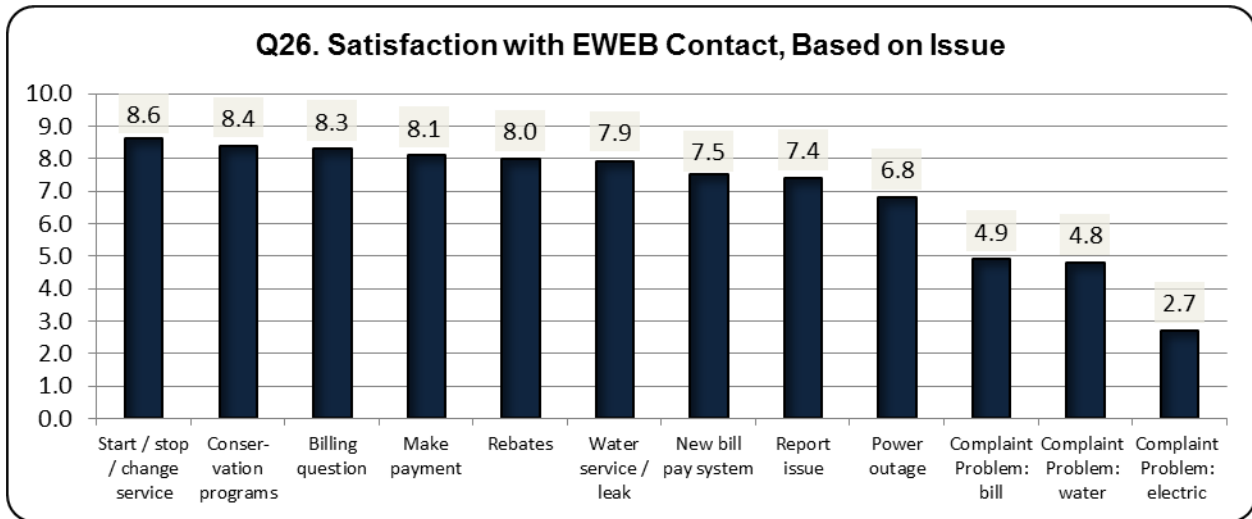
Looking at all issues combined, about half felt those issues were more important than a dependable utility. The majority of those who named climate change, the environment, and education felt those issues were more important than a dependable utility. Many felt the other issues they cited were the same level of importance as having a dependable utility, and few felt they were less important.



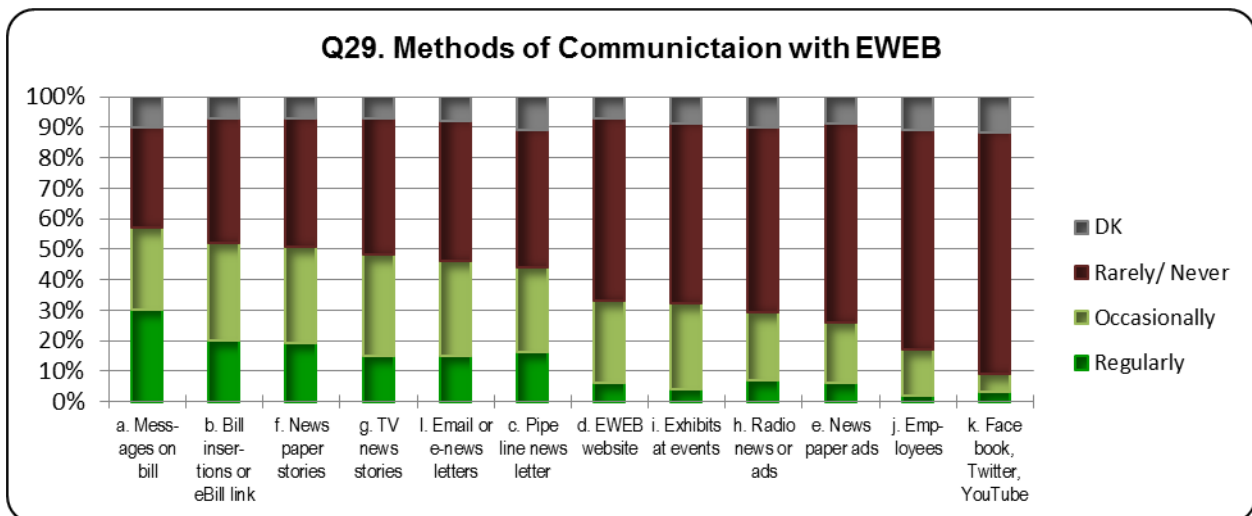


## EXECUTIVE OVERVIEW: GRAPHS (CONTINUED)

Customers who had contacted EWEB in the past six months were asked the nature of their contact, and to rate their satisfaction. Those who contacted EWEB to start/stop/change service, about conservation programs, with a billing question, to make a payment, or about rebates, reported moderately high satisfaction, while satisfaction decreased for other issues. Satisfaction was very low when contacting EWEB about an issue with their bill, water, or electric service.



Customers indicated the frequency with which they use each of the following methods to communicate with EWEB. Messages printed directly on the bill were the most regularly used method, along with brochures inserted into the billing or links provided in the eBill email, newspaper stories, email / e-newsletters, and the Pipeline Newsletter.





## INTRODUCTION

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The Eugene Water & Electric Board (EWEB) was interested in updating their annual customer satisfaction survey. Primarily, the goals were to gauge customer satisfaction, levels of importance and interest for programs and services, and communications preferences. In order to hear from a comprehensive sample of customers, Riley Research Associates continued with 2013's customer survey methodology and conducted a customer survey by telephone and online.

In 2013, in order to modernize the survey approach and serve as a more comprehensive baseline, Riley Research Associates (RRA) implemented the survey both online and by telephone. This approach was continued in 2014.



## METHODOLOGY

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### **Approach**

EWEB provided RRA with a list of customers that had both phone numbers, and when available, email addresses. RRA sent an email invitation to those with available and valid email addresses. The remainder of the customer contact list was used for the telephone portion. Virtually the same questionnaire was used for both the phone and online survey. Minor changes were made to the question language to make the administration of the questions easier and more applicable to the online format. Additionally, some questions that were unaided for the telephone execution (possible answer choices were not read for respondents) were aided for the online survey (possible answer choices were shown, and respondents were also invited to add their own).

The telephone survey took place from August 18<sup>th</sup> through 28<sup>th</sup>, 2014. The online survey took place from August 20<sup>th</sup> through September 8<sup>th</sup>, 2014. This timing was comparable to 2013.

### **Sample**

For the online survey, RRA sent approximately 9,680 customers an email in which they were invited to click on the embedded link to the survey. Customers were also sent a reminder email.

A total of 1,511 customers engaged with the survey, and approximately 70% completed the entire survey. Approximately 175 respondents who did not respond to more than the first question were removed, for a total of 1,336 completed or partially completed interviews. This produced a response rate of about 14%, an increase of 4% from 2013.

Based on the same set of questions, RRA conducted another 266 interviews with customers by telephone. The sample of 266 produces an estimated margin of error of +/-6% at a 95% level of confidence. The combined sample of 1,602 could be considered accurate to +/-2.3 at a 95% level of confidence.

Because the online sample is substantially larger (1,366 vs. 266), the overall results skew towards the online sample. Page 17 shows the high-level results of the separated online and telephone samples.

### **Benchmarking**

Data from previous annual customer surveys have been added for benchmark comparison, where applicable. The benchmark results include responses from a comparable 2013 Customer Satisfaction Survey (also conducted by RRA), the June 2012 Budget Survey, and the October 2011 Benchmark Survey.

The 2011 and 2012 surveys utilized a “likely voter list,” rather than a customer list. This change in methodology could account for some of the differences in customer characteristics and responses in 2013 and 2014, compared to previous years. (Please see page 14 for further information on the sample)





## REPORT STATISTICS

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### Report Tables

The following tables include data on the percentage of respondents that selected each response. The percentages are indicated by '%' for the first line in the table only. Not all responses add to 100%, due to rounding and/or accepting multiple responses.

Gaps were calculated by finding the mean difference between two ratings categories. For example, if satisfaction was given a mean rating of 8.0, and importance was given a mean rating of 8.5, the gap would be -0.5 ( $8.0 - 8.5 = -0.5$ ). A negative gap indicates satisfaction is lower than importance, representing an opportunity for improvement.

### Cross tabulations

The first column represents the total sample, which is the best representation of customers as a whole. The other columns represent responses from groups of people (variables such as gender, age, ward, or other characteristics). The numbers under each heading represent the values of that variable (i.e. male and female), which provides contrast among subgroups.

Along with other types of analysis, we have included a Chi Square statistic in the cross tabulation report. The Chi Square statistic is a basic tool that compares two or more subgroups of variables (i.e. male / female) and evaluates the probability that apparent differences between subgroups could be due to sampling error. In the cross tabulation report, each mutually exclusive variable has a Chi Square statistic which includes a p-value (or probability value).

Example of a Chi Square figure:	37.46
P-Value:	.045

The smaller the p-value, the smaller the chance any apparent difference between subgroups resulted from sampling error. Traditionally, a p-value of  $\leq 0.05$  is a strong indicator of statistical significance. For example, a p-value of 0.05 means there would be just a 5% chance that apparent differences between the values (i.e. males versus females) could be due to sampling error. The Chi Square statistic has limited applications, as larger samples tend to produce lower p-values.

That said, not every statistically significant finding is important or useful. For example, if we ran a table for the "length of service" and cross tabulated those numbers with the "age" of the customer, we would naturally expect the findings to be highly correlated. So despite a small p-value, the analysis would not add much insight.



## SAMPLE NOTES: RESPONDENT DEMOGRAPHICS

There are distinct differences between the online and telephone samples. Because the online sample is substantially larger (1,336 vs. 266), the overall results skew towards the online sample. The differences in 2014 totals compared to previous telephone-only results (prior to 2013) may be seen, due to the change in sampling methods.

There was also a different approach used in the sampling in 2013 and 2014, compared to 2011 and 2012. Surveys in 2011 and 2012 utilized a “likely voter list,” rather than a customer list. This change in methodology could account for some of the differences in customer characteristics and responses between the 2013/2014 results and the 2011/2012 results.

<b>Q1. Service provided by EWEB</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Total</b>
Total Participants	1602	1336	266	1260	989	271	412
Electricity and water	86%	86%	85%	90%	91%	83%	86
Electric service only	14	14	15	10	9	16	12
Water service only	0	0	1	0	-	1	1

<b>Q33. Years as EWEB customer</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1351	1085	266	1038	799	239	412	406
Up to 5 years	27%	28%	23%	16%	16%	19%	26%	28%
6-10	15	16	9	14	16	10	17	17
11-15	9	10	5	9	11	5	10	12
16 or more years	47	46	53	57	58	55	44	43
Refused	2	-	11	3	-	12	3	0
Mean	19	18	24	22	22	25	N/A	N/A

<b>Q34b. Primary source of heating</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1354	1088	266	1040	801	239	412	406
Electric	67%	67%	68%	65%	66%	62%	69%	68%
Natural gas	25	27	16	27	29	19	21	21
Miscellaneous	4	4	4	5	4	6	7	9
Refused	4	2	12	4	1	3	2	2

<b>Q35. Own or rent home</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1351	1085	266	1040	801	239	412	406
Own	71%	74%	60%	81%	86%	64%	67%	66%
Rent	25	24	30	15	13	23	31	33
Refused	3	2	11	4	1	13	2	1



## SAMPLE NOTES: RESPONDENT DEMOGRAPHICS (CONTINUED)

<b>Q36. People in household</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1351	1085	266	1040	801	239	412	406
1	26%	25%	32%	26%	23%	36%	19%	24%
2	45	48	32	46	49	35	37	41
3	12	12	12	13	14	10	16	12
4	8	9	5	7	8	5	18	16
5 or more	4	4	7	4	4	3	8	7
Refused	4	2	12	4	2	11	2	0

<b>Q37. Highest level of education</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1351	1085	266	1040	801	239	412	406
Some high school	0%	-	2%	0%	-	1%	0%	10%
High school / GED	7	5	15	7	4	16	15	27
Some college	18	17	23	20	18	28	31	6
Trade / Vocational / Technical	4	4	3	4	5	3	2	32
College degree	32	34	26	33	36	22	28	22
Graduate degree or higher	33	37	16	29	33	18	21	2
Refused	6	3	15	6	4	13	3	1

<b>Q38. Annual household income</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1351	1085	266	1040	801	239	412	406
Less than \$30,000	19%	16%	28%	15%	11%	28%	25%	28%
\$30-\$50,000	17	16	18	19	18	20	18	17
\$50-\$75,000	17	18	11	19	21	15	18	17
\$75-\$100,000	12	13	8	13	15	6	8	12
\$100,000 or more	14	15	8	13	15	5	13	10
Don't know / Refused	22	21	27	21	20	20	18	16



**SAMPLE NOTES: RESPONDENT DEMOGRAPHICS (CONTINUED)**

<b>Q39. Age</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1351	1085	266	1040	801	239	412	406
18-34	16%	17%	12%	8%	8%	8%	34%	32%
35-44				-	-	-	23	-
35-49	15	16	10	15	17	10	-	24
45-54				-	-	-	16	-
50-64	31	32	26	34	36	26	-	25
55-64				-	-	-	10	-
65 or older	31	29	41	36	34	43	19	19
Refused	7	5	12	7	5	13	-	-

<b>Ward</b>	<b>2014 Total</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Total</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012 Phone</b>	<b>2011 Phone</b>
Total Participants	1602	1336	266	1287	1016	271	412	406
E1	14%	14%	13%	11%	10%	12%	11%	11%
E2	13	14	11	11	11	11	11	10
E3	9	10	7	5	5	4	12	11
E4	13	13	13	11	11	8	9	10
E5	14	13	17	12	13	9	10	11
E6	13	13	16	10	9	14	10	11
E7	13	12	14	11	12	7	10	10
E8	11	12	9	11	11	13	10	10
Not listed	0	-	2	18	19	21	16	16



## ONLINE VS. TELEPHONE RESPONDENTS

There were many differences between the responses of the online sample and the phone sample, shown below. In many cases, the results of the phone sample were closer to the results of the 2012 and 2011 benchmark results, than the results of the online sample were.

Q1. Public vs. Private Utility	2014 Online	2014 Phone
Public is more valuable	66%	50%
Public is less valuable	7	6
No different	13	29
Unsure	13	15

Q4. Programs and Services	Importance						Satisfaction					
	2014 Online	2014 Phone	2013 Online	2013 Phone	2012 Phone	2011 Phone	2014 Online	2014 Phone	2013 Online	2013 Phone	2012 Phone	2011 Phone
Consumer energy conservation and efficiency programs	8.5	8.0	8.4	8.0	7.7 <sup>3</sup>	8.4 <sup>4</sup>	7.3	7.5	6.9	7.5	7.6	8.2
Involvement in community events, activities	5.4	6.3	5.3	6.5	5.5 <sup>5</sup>	6.8	6.8	6.8	6.5	6.7	6.7	8.0
Protection of drinking water sources	9.4	9.7	9.3	9.3	-	9.4 <sup>6</sup>	7.9	8.6	7.8	8.7	-	-
Water conservation and efficiency programs	8.5	8.2	8.2	8.2	-	8.2	7.3	7.6	7.1	7.8	-	8.0
Efforts to protect environment	8.4	8.4	-	-	-	-	7.4	7.7	-	-	-	-

Q6. Customer Service Aspects	Importance					Satisfaction				
	2014 Online	2014 Phone	2013 Online	2013 Phone	2012 Phone	2014 Online	2014 Phone	2013 Online	2013 Phone	2012 Phone
Drinking water quality	9.5	9.6	9.6	9.3	9.5 <sup>7</sup>	8.7	8.8	8.7	8.7	9.2
Water service reliability	9.5	9.5	9.5	9.3	-	7.6	8.1	8.9	8.9	-
Electric service delivery and outage restoration <sup>8</sup>	9.2	9.4	9.4	9.4	9.6	8.1	8.9	8.8	9.2	9.1
Efforts in keeping customers informed	8.4	8.5	8.3	8.4	-	7.1	7.2	7.2	7.7	-
Responsiveness to customers' needs and concerns	8.9	8.9	8.7	8.8	-	7.2	7.9	6.8	8.0	-
Efforts to control cost	9.1	8.8	-	-	-	5.6	6.0	-	-	-
How satisfied are you with EWEB overall?	-	-	-	-	-	8.9	9.2	-	-	-

<sup>3</sup> In 2012 question worded as "Offer energy conservation programs and rebates."

<sup>4</sup> In 2011 question worded as "EWEB's consumer energy conservation programs."

<sup>5</sup> In 2012 question worded as "Participating in, and sponsoring, community events."

<sup>6</sup> In 2011 question worded as "Protection of water sources."

<sup>7</sup> In 2012 question worded as "Provide reliable and clean water," whereas in 2013 it was separated as "Drinking water quality" and "Water service reliability."

<sup>8</sup> In 2013 question worded as "Electric service reliability."



## ONLINE VS. TELEPHONE RESPONDENTS (CONTINUED)

<b>Q5a. Aware of Plan to Diversify Water Sources</b>	<b>2014 Online</b>	<b>2014 Phone</b>
Very aware	11%	10%
Somewhat aware	31	24
Not aware	55	64
Unsure	3	2

<b>Q5b. Importance of Diversifying Water Sources</b>	<b>2014 Online</b>	<b>2014 Phone</b>
Very important	48%	56%
Somewhat important	35	35
Not important	3	5
Unsure	14	11

<b>Q12-Q18. Percentage answering “Yes”</b>		<b>2014 Online</b>	<b>2014 Phone</b>
Q12.	Use the eBilling paperless online billing system?	76%	18%
Q13.	Support Greenpower with a voluntary contribution on your monthly bill?	16	15
Q14.	Have solar panels on your home?	4	3
Q15.	Have an irrigation/sprinkler system for your landscaping?	49	39
Q16.	Use air conditioning in your home?	66	59
Q17.	Are you interested in EWEB offering some new pricing options or plans in addition to its current tiered pricing structure?	56	54
Q18.	Have you ever contributed to the Customer Care program to help others who are struggling to pay their utility bills?	22	25

<b>Q19. Familiarity with “Smart Meters”<sup>9</sup></b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2011 Phone</b>
Familiar	58%	50%	62%	52%	36%
Unfamiliar	42	37	34	44	63
Unsure / No response	8	5	-	4	1

<sup>9</sup> In 2013 “smart meters” were referred to “AMI” or “Advanced Metering Infrastructure.”



## ONLINE VS. TELEPHONE RESPONDENTS (CONTINUED)

<b>Q20. Value of Smart Meter Features (Percentage answering "Very Valuable")</b>	<b>2014 Online</b>	<b>2014 Phone</b>
a. Advanced electric outage detection, which automatically reports an outage	51%	54%
b. Pre-pay to help you track and manage your monthly bills	13	17
c. Simpler account hookup and account transfer	19	22
d. Pricing programs for peak times of use	32	26
e. Access to your account information and outages through Smartphones, Apps, text messages, or emails	24	22
f. Advanced water leak detection	56	52
g. Remote meter-reading so employees no longer have to come to your home	30	23
h. Potential cost savings by being able to remotely manage your energy usage and avoid times or peak demand	39	33

<b>Q21a. Opinion on "Smart Meters"</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2011 Phone</b>
Favorable	55%	45%	43%	45%	55%
Unfavorable	23	25	41	39	17
Unsure / No response	22	29	15	16	28

<b>Q26. Satisfaction with recent contact</b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2011 Phone</b>
Mean	7.6	7.7	7.5	8.1	8.8

<b>Q30a . Typically, how do you get information about EWEB?<sup>10</sup></b>	<b>2014 Online</b>	<b>2014 Phone</b>	<b>2013 Online</b>	<b>2013 Phone</b>	<b>2012<sup>11</sup> Phone</b>	<b>2011 Phone</b>
a. Messages printed directly on your bill	57%	56%	57%	61%	64%	66%
l. Email or e-newsletters	53	19	59	22	25	24
f. Newspaper stories	51	45	55	60	55	52
b. Brochures inserted into your billing or links provided in your eBill email	50	59	41	76	65	70
g. TV news stories	48	49	51	63	42	41
c. Pipeline newsletter	46	37	26	38	49	53
d. EWEB's web site	38	14	46	17	34	34
h. Radio news or ads	34	27	26	46	28	18
i. Exhibits at community events	34	28	24	33	25	28
e. Newspaper ads	25	30	23	48	38	-
j. EWEB Employees	17	19	24	33	22	19
k. Facebook, Twitter, or YouTube	9	8	4	10	5	1

<sup>10</sup> Percentages indicate "Regularly or occasionally" utilizes that form of communication.

<sup>11</sup> Percentage answering they regularly or occasionally use that method of communication



## RESULTS: EWEB PROGRAMS AND SERVICES

### Q2. What comes to mind in terms of the type or quality of service EWEB provides? What else? (Categorized open-ended question)

Customers were asked an open-ended question about how they would describe EWEB. “Dependable / reliable / consistent” were the top descriptors, along with generally positive comments, and that EWEB is “expensive.”

	2014 Total
Total Participants	1461
Dependable / Reliable / Consistent	16%
Positive (general)	16
Expensive	16
Good / Great	13
No complaints / Issues / Problems / Satisfactory	9
Negative (general)	7
Fine / OK	6
Excellent	5
Good / Great service	4
Adequate / Average / Basic	3
Water and electric utility	2
Monopoly	1
Efficient	1
Clean water	1
Necessary	1
Quality / High quality service	4
Miscellaneous	10



**Q3. As you may know, EWEB is a publicly owned electric and water utility. As a public utility, EWEB does not operate to earn a profit or to serve the investment needs of stockholders. Instead, EWEB is chartered by the City of Eugene to serve the interests of citizens.**

**Knowing this, would you consider having a public utility to be more valuable or less valuable than a private, investor-owned utility, or does it make no difference?**

Nearly two-thirds of EWEB customers considered a public utility to be more valuable than a private utility (63%), including 42% who felt it was *much more valuable*. With 16% saying it made *no difference*, just 7% felt it was *less valuable*, and 14% were *unsure*.

Customers more likely to think a public utility is more valuable included:

- Those with only electric service through EWEB
- Customer of five or fewer years
- Renters
- Those with only one person in the home
- Those with a college degree
- Females
- Online respondents

	2014 Total
Total Participants	1598
<b><u>More Valuable</u></b>	<b>63%</b>
Much more valuable	42
Somewhat more valuable	21
<b>No different</b>	<b>16%</b>
<b><u>Less Valuable</u></b>	<b>7%</b>
Somewhat less valuable	3
Much less valuable	4
<b>Unsure</b>	<b>14%</b>

**Q4. For this next set of questions, I'm going to read a program or service that EWEB provides, and ask you first how important that program is, then how satisfied you are with the program. We'll start with a scale of "0" to "10", where "0" is not at all important and "10" is very important. (Aided, Rotated)**

Protection of drinking water sources was critical to customers, with an importance rating of 9.4 on a ten-point scale (where "10" is "very important"). Energy and water conservation programs and efforts to protect the environment were all highly important (mean ratings of 8.4 to 8.5), while involvement in community events was not important to customers (5.6)

Satisfaction with these aspects was moderate, with the highest ratings for the most important feature: protection of drinking water sources (8.0). Satisfaction with the remaining important aspects was lower, ranging from 7.3 to 7.4, while satisfaction with the least important feature (involvement in community events) was lowest at 6.8.

Satisfaction and importance ratings remained consistent with ratings from 2013, with a slight increase in satisfaction for consumer energy conservation and efficiency programs.

Programs and Services	Importance	Satisfaction	Gap <sup>12</sup>
Protection of drinking water sources	9.4	8.0	-1.4
Consumer energy conservation and efficiency programs	8.5	7.3	-1.2
Water conservation and efficiency programs	8.4	7.3	-1.1
Efforts to protect environment	8.4	7.4	-1.0
Involvement in community events, activities	5.6	6.8	1.2

Programs and Services	Importance				Satisfaction			
	2014	2013	2012	2011	2014	2013	2012	2011
Protection of drinking water sources	9.4	9.3	-	9.4 <sup>13</sup>	8.0	8.0	-	-
Consumer energy conservation and efficiency programs	8.5	8.3	7.7 <sup>14</sup>	8.4 <sup>15</sup>	7.3	7.0	7.6	8.2
Water conservation programs	8.4	8.2	-	8.2	7.3	7.2	-	8.0
Efforts to protect environment	8.4	8.3	-	-	7.4	7.4	-	-
Involvement in community events and activities	5.6	5.5	5.5 <sup>16</sup>	6.8	6.8	6.6	6.7	8.0

<sup>12</sup> The Gap Analysis is calculated by subtracting the importance rating from the satisfaction rating. If the gap is negative this indicates importance is higher than satisfaction; this applies to all gap analysis calculations throughout the report.

<sup>13</sup> In 2011 question worded as "Protection of water sources."

<sup>14</sup> In 2012 question worded as "Offer energy conservation programs and rebates."

<sup>15</sup> In 2011 question worded as "EWEB's consumer energy conservation programs."

<sup>16</sup> In 2012 question worded as "Participating in, and sponsoring, community events."

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**Q5. In order to ensure safe and reliable water supplies, EWEB is looking at additional sources. Would you say you were currently very aware, somewhat aware, or not aware that EWEB is planning to diversify and add alternate water sources?**

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About two-fifths of customers were aware of EWEB’s plan to diversify water sources, including just 11% who said they were *very aware*. About three-fifths were unaware of EWEB’s plan.

Customers more likely to consider themselves very aware included:

- Those with both electric and water service
- Those who have been a customer for 16 or more years
- Those with natural gas as their primary heating source
- Homeowners
- Males
- Older respondents (proportion answering “very aware” increases with age)
- Higher income respondents (proportion answering “very aware” increases with income)

	2014 Total
Total Participants	1564
Very aware	11%
Somewhat aware	30
Not aware	57
Unsure/Refused	2

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**Q5b. How important is it that EWEB has a plan to diversify and add alternate water sources? Would you say very important, somewhat important, or not important?**

---

The vast majority felt it was important for EWEB to have a plan to diversify water sources (83%), including about half of customers who felt it was *very important*. Most of the remaining customers were *unsure* (14%), as just 3% felt diversification was *not important*.

The proportion of customers answering “very important” increased with age.

	2014 Total
Total Participants	1564
Very important	49%
Somewhat important	34
Not important	3
Unsure	14

**Q6a. Again using those same scales of “0” to “10”, I’d like to ask how important some aspects of EWEB’s customer service are to you, and then your satisfaction with those same aspects. (Aided, Rotated)**

The importance of drinking water quality and water service reliability were critical to customers, with electric service delivery and outage restoration, efforts to control costs, and responsiveness to customers’ needs and concerns of high importance also; efforts in keeping customers informed was of moderate importance.

Customers had very high satisfaction with water service reliability (9.0) and drinking water quality (8.7), the two most-important features. Satisfaction was lower for the remaining aspects, with efforts in controlling costs rating the lowest (5.7), and overall satisfaction with EWEB at a 7.7.

Those giving EWEB the highest overall satisfaction rating included:

- Those with only electric service through EWEB
- Those with only one person in the home
- Customers ages 65 and over
- Phone respondents

<b>Customer Service</b>	<b>Importance</b>	<b>Satisfaction</b>	<b>Gap<sup>17</sup></b>
Drinking water quality	9.6	8.7	-0.9
Water service reliability	9.5	9.0	-0.5
Electric service delivery and outage restoration <sup>18</sup>	9.2	8.3	-0.9
Efforts to control costs	9.0	5.7	-3.3
Responsiveness to customers’ needs and concerns	8.9	7.3	-1.6
Efforts in keeping customers informed	8.4	7.1	-1.3
EWEB Overall <sup>19</sup>	-	7.7	N/A

<sup>17</sup> The Gap Analysis is calculated by subtracting the importance rating from the satisfaction rating. If the gap is negative this indicates importance is higher than satisfaction; this applies to all gap analysis calculations throughout the report.

<sup>18</sup> In 2013 question worded as “Electric service reliability.”

<sup>19</sup> In 2013, “EWEB overall” was added to the survey in an effort to capture satisfaction with all of EWEB’s features. “Satisfaction with products and services from EWEB” was removed in 2013 for being redundant.

Q6a. Again using those same scales of “0” to “10”, I’d like to ask how important some aspects of EWEB’s customer service are to you, and then your satisfaction with those same aspects. (Aided, Rotated) (Continued)

The importance ratings for each aspect remained comparable to past years. Satisfaction also remained largely comparable to 2013, with slight increases in satisfaction for efforts to control costs, responsiveness to customers’ needs. There was a significant decrease in satisfaction for electric service delivery and outage restoration, though that difference could be somewhat attributed to the change in question language.

Customer Service	Importance				Satisfaction			
	2014	2013	2012	2011	2014	2013	2012	2011
Drinking water quality	9.6	9.5	9.5 <sup>20</sup>	9.5	8.7	8.7	9.2	9.0
Water service reliability	9.5	9.4	-	9.6	9.0	8.9	-	-
Electric service delivery and outage restoration	9.2	9.4	9.6	9.4	8.3	8.9	9.1	9.2
Efforts to control costs	9.0	8.9	-	-	5.7	5.3	-	-
Responsiveness to customers’ needs and concerns	8.9	8.8	-	9.1 <sup>21</sup>	7.3	7.0	-	8.6
Efforts in keeping customers informed	8.4	8.4	-	8.3	7.1	7.3	-	8.1
EWEB Overall	-				7.7	8.0	-	-

<sup>20</sup> In 2012 question worded as “Provide reliable and clean water,” whereas in 2013 it was separated as “Drinking water quality” and “Water service reliability.”

<sup>21</sup> In 2011& 2009 question worded as “EWEB’s responsiveness to customers.”



## RESULTS: AFFORDABILITY AND RELIABILITY

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**Q8. We know that people have different ways to measure what they consider to be “affordable.” When talking about “affordable water and electric rates,” how would you define affordable? (Unaided, Multiple Responses)**

---

Customers had many ways of defining “affordable,” namely *cheaper than other locations, no or minimal rate increases, a certain percentage of monthly income, and cheaper than other providers.*

Those who specified a dollar amount felt a mean of \$115 per month was “affordable,” though responses ranged from just a few dollars to several hundred dollars.

	2014 Total
Total Participants	1459
Cheaper than other locations/cities	24%
No / Minimal rate increases	20
Certain percentage of monthly income	20
Cheaper than other sources/providers	19
Under a certain dollar amount	14
Cheaper than other types of bills	6
Miscellaneous	19
Unsure / Refused	15

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**Q10. If your electricity does happen to go out due to severe weather or unexpected conditions, what is the longest number of hours you feel is acceptable to wait until the power is restored:**

**a. For widespread outages affecting more than 200 customers?**

**b. For localized outages affecting individual customers or smaller neighborhoods?**

---

Customers felt it was acceptable to wait about 11 hours for a localized power outage, and about 20 hours for a widespread power outage for power to be restored.

	<b>Widespread Outages</b>	<b>Localized Outages</b>
Total Participants	1437	1437
Less than 5 hours	23%	48%
5-9 hours	23	22
10-14 hours	12	9
15-19 hours	1	1
20-24 hours	19	10
25 or more hours	19	7
Don't know / Refused	3	3
Mean	20 hours	11 hours



## RESULTS: REBATES / PROGRAMS

**Q11. Regarding the rebates and no- or low- interest loan programs that have been available to EWEB customers, which, If any, have you found particularly useful or beneficial? (Unaided, Multiple Responses)**

The *Weatherization program* continues to be the most-mentioned program in terms of its benefit to customers, followed by *heating and cooling system programs* (a decline of 13% from 2013), *Ductless heat pumps* (newly added in the 2014 survey), and the *limited income assistance program* (a decrease of 5% from 2013). About one-third continue to be unaware of any programs.

	2014 Total	2013 Total
Total Participants	1389	926
Weatherization program	30%	38%
Heating and cooling system programs	12	35
Ductless heat pumps	11	-
Limited income assistance program	10	15
High-efficiency toilet rebate	8	6
Ducted heat pumps	6	-
Heat pump water heaters	5	-
Sprinkler timer rebate	4	2
Rental property resources	3	-
New home construction programs	3	3
Rebates (other general appliance)	2	-
Solar problems	1	2
Water heater program	-	16
Lighting rebates	-	12
Window replacement	-	1
Appliance rebates / programs	-	1
Miscellaneous	5	3
Haven't used any / Didn't qualify	3	3
Unfamiliar - Don't know of any	33	31
None	8	17
Refused / Unsure	11	1



**Q12-18. For the following questions, I just need a yes or no:**

Nearly two-thirds of responding customers use the eBilling paperless online billing system. Those most likely to answer “yes” included: Those with only electric service through EWEB, renters, younger respondents (the proportion answering “yes” decreases with age), those with a college degree, those with \$30k annual income or more, and online respondents.

Nearly two-thirds have air conditioning in their home. Those more likely to answer “yes” included: Those with water and electric service through EWEB, those with natural gas heating, homeowners, those with two or more people in the home, older respondents, higher-income customers, and online respondents.

Just over half were interested in EWEB offering new pricing structures.

Nearly half have an irrigation/sprinkler system for their landscaping. Those more likely to answer “yes” included: Those with both water and electric service through EWEB, longer-term customers, those with natural gas heating, homeowners, those with two or more people in the home, older respondents, higher-income customers, and online respondents.

About one-fifth have contributed to the Customer Care program. Those more likely to answer “yes” included: Those with both water and electric service through EWEB, longer-term customers, those with natural gas heating, homeowners, females, older respondents, and higher-income customers.

Nearly one-fifth have supported GreenPower with a voluntary contribution.

Very few have solar panels on their home.

		Yes	No	Unsure
Q12.	Use the eBilling paperless online billing system?	65%	66%	2%
Q16.	Use air conditioning in your home?	64	34	1
Q17.	Are you interested in EWEB offering some new pricing options or plans in addition to its current tiered pricing structure?	56	18	26
Q15.	Have an irrigation/sprinkler system for your landscaping?	47	50	3
Q18.	Have you ever contributed to the Customer Care program to help others who are struggling to pay their utility bills?	22	71	7
Q13.	Support Greenpower with a voluntary contribution on your monthly bill?	16	74	10
Q14.	Have solar panels on your home?	4	94	2

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**Q16b.(If air conditioning) Is that central air conditioning or a window unit?**

---

The vast majority of those with air conditioning have a *central air conditioning system*, while about one-quarter have a *window unit*.

	Total
Total Participants	908
Central air conditioning	74%
Window unit(s)	24
Don't know / Refused	2



## RESULTS: SMART METERS

**Q19. Now I'd like to ask some questions about so-called "Smart Meters." Many utilities have started utilizing digital smart meters that are connected to the utility's information systems. These are intended to provide a more efficient system that helps improve service reliability and provides easier management of energy usage.<sup>22</sup>**

**Would you say you are very familiar, somewhat familiar, somewhat unfamiliar, or very unfamiliar with smart meters?**

Nearly three-fifths of customers indicated familiarity with Smart Meters (57%), including 15% who indicated they were *very familiar*. Familiarity was comparable to levels in 2013. With 38% *unfamiliar*, 5% were *unsure*.

Those more likely to indicate familiarity included:

- Those with both water and electric service through EWEB
- Longer-term customers (the proportion indicating familiarity increases with the length of service with EWEB)
- Those with natural gas heating
- Homeowners
- Those with two or more people in the home
- Males
- Older respondents
- College graduates
- Higher-income customers
- Online respondents

	2014 Total	2013 Total	2012 Total
Total Participants	1402	1059	406
<b>Familiar</b>	<b>57%</b>	<b>59%</b>	<b>36%</b>
Very familiar	15	16	10
Somewhat familiar	42	44	26
<b>Unfamiliar</b>	<b>38%</b>	<b>36%</b>	<b>63%</b>
Somewhat unfamiliar	17	12	13
Very unfamiliar	21	24	49
<b>Unsure / No response</b>	<b>5%</b>	<b>1%</b>	<b>1%</b>
Don't know / Refused	5	1	1

<sup>22</sup> In 2013 the questions was worded as "Now I'd like to ask a couple questions about Advanced metering Infrastructure – or AMI – including 'smart' digital meters connected to the utility's information systems. Would you say you are very familiar, somewhat familiar, somewhat unfamiliar, or very unfamiliar with smart meters?"

**Q20. I'd like to read a list of features available with smart meters. Please tell me if you find each feature very valuable, somewhat valuable, or not valuable. (Rotated order)**

About half of customers found the advanced water leak protection and advanced electric outage detection to be *very valuable*. Many also indicated high value in remotely managing their energy usage, peak use pricing programs, and remote meter-reading. The features receiving the highest proportion of those answering *not valuable* included pre-pay to help track monthly bills, access to their account information and outages through Smartphones, apps, texts, or email, and simpler account hookup and transfer.

	Very	Some	Not	Unsure/ Depends
f. Advanced water leak detection	55%	27%	6%	11%
a. Advanced electric outage detection, which automatically reports an outage	51	27	10	12
h. Potential cost savings by being able to remotely manage your energy usage and avoid times or peak demand	38	29	17	16
d. Pricing programs for peak times of use	31	31	19	19
g. Remote meter-reading so employees no longer have to come to your home	29	32	24	16
e. Access to your account information and outages through Smartphones, Apps, text messages, or emails	24	32	32	12
c. Simpler account hookup and account transfer	20	35	27	19
b. Pre-pay to help you track and manage your monthly bills	14	28	39	19

---

**Q21a. Based on those features, and anything else you might know about smart meters, do you have a favorable or unfavorable opinion of EWEB’s plan to install “smart” digital meters to customers who opt in?<sup>23</sup>**

---

About half of customers had a favorable view of smart meters (53%), including 20% who had a *strongly favorable* view. The proportion of those with a favorable opinion of smart meters for those who opt-in increased 9% from 2013, and the proportion of those with an unfavorable opinion dropped significantly. However, some of that difference from 2013 to 2014 could be attributed to the change in question language.

Those most likely to have a favorable opinion included:

- Those with only electric service through EWEB
- Newer customers
- Home renters
- Those with two or more people in the home
- Males
- Younger customers (the proportion indicating favorability decreases with age)
- Higher-income customers
- Online respondents

	2014 Total	2013 Total	2011 Total
Total Participants	1380	760	406
<b><u>Favorable</u></b>	<b>53%</b>	<b>44%</b>	<b>55%</b>
Strongly favorable	20	20	22
Somewhat favorable	33	24	34
<b><u>Unfavorable</u></b>	<b>23%</b>	<b>41%</b>	<b>17%</b>
Somewhat unfavorable	11	16	10
Very unfavorable	12	24	7
<b><u>Unsure / No response</u></b>	<b>23%</b>	<b>16%</b>	<b>28%</b>
Unsure / Refused	23	16	28

---

<sup>23</sup> In 2013 the questions was as follows, “(If familiar) Do you have a favorable or unfavorable opinion of EWEB’s plan to install Advanced Metering Infrastructure, including “smart” digital meters?”



## RESULTS: COMMUNICATIONS

### Q22a. What would you say is the most important issue facing you or your community? (Unaided for telephone survey; Aided for online survey, Single Response) Second?

*Jobs and unemployment* continue to be the top-mentioned issue that faces their community, as mentioned by customers, followed by *education*. While most issues stayed comparable to the issues mentioned in 2013, the proportion of those mentioning *affordable electric and water rates* decreased significantly.

	Most important issue		2 <sup>nd</sup> most important issue	
	2014	2013	2014	2013
Total Participants	1372	1092	1139	1032
Jobs / unemployment	23%	26%	16%	18%
Education	16	12	11	11
Crime	10	11	12	11
Homelessness	9	6	13	14
Affordable electric and water rates	8	15	9	12
Climate change	8	6	7	4
Clean water supply	6	5	5	4
The environment	5	5	7	6
Conservation: Energy/water	2	2	5	4
Transportation infrastructure	2	1	3	3
Renewable power sources	1	2	5	4
Cost of living / economy	1	1	1	-
Government / City Council	1	-	1	-
Taxes	1	-	0	-
All of the above	0	-	0	-
Miscellaneous	5	6	4	4
Refused / None	5	3	1	5

**Q23. And thinking about the issue you named as most important, how would you compare the importance of that issue to the importance of having a dependable utility service? Would you say the issue you named is more or less important than a dependable utility? Much or somewhat**

Looking at all issues, about half of customers said their top issues were more important than having a dependable utility, while about one-third said it was no different, and about one-tenth felt a dependable utility was less important.

	2014 Total	2013 Total
Total Participants	1308	1065
<b><u>More important</u></b>	<b>48%</b>	<b>44%</b>
Much more important	24	25
Somewhat	25	20
<b><u>No difference</u></b>	<b>34%</b>	<b>36%</b>
The same (no difference)	34	36
<b><u>Less important</u></b>	<b>11%</b>	<b>13%</b>
Somewhat less important	8	10
Much less important	3	4
<b><u>Refused / Unsure</u></b>	<b>7%</b>	<b>6%</b>

Looking at the issues, those who answered *climate change* were most likely to feel that issue was more important than a dependable utility, followed by those who answered the *environment* and *education*. Those who mentioned *homelessness* and *transportation infrastructure* were more likely than others to say that a dependable utility was more important than those issues.

	Climate change	Environment	Education	Crime	Jobs/ Unemplmnt	Renewable power sources	affordable electric and water rates	Transport infrastructure	Home- lessness	Conservation	Clean water supply
Total Participants	115 9%	65 5%	174 13%	133 10%	320 24%	19 1%	112 9%	24 2%	127 10%	34 3%	78 6%
<b><u>More important</u></b>	<b>71%</b>	<b>57%</b>	<b>55%</b>	<b>50%</b>	<b>48%</b>	<b>47%</b>	<b>42%</b>	<b>42%</b>	<b>35%</b>	<b>38%</b>	<b>23%</b>
Much more	46	28	24	24	21	16	23	13	16	6	12
Somewhat more	25	29	31	26	27	32	19	29	20	32	12
<b><u>No difference</u></b>	<b>22%</b>	<b>34%</b>	<b>30%</b>	<b>29%</b>	<b>35%</b>	<b>42%</b>	<b>47%</b>	<b>33%</b>	<b>28%</b>	<b>41%</b>	<b>68%</b>
<b><u>Less important</u></b>	<b>3%</b>	<b>8%</b>	<b>11%</b>	<b>11%</b>	<b>10%</b>	<b>11%</b>	<b>4%</b>	<b>21%</b>	<b>27%</b>	<b>9%</b>	<b>5%</b>
Somewhat less	2	5	10	8	8	11	4	21	15	9	4
Much less	1	3	1	3	3	-	-	-	12	-	1
<b><u>Unsure</u></b>	<b>4%</b>	<b>2%</b>	<b>5%</b>	<b>10%</b>	<b>7%</b>	<b>-</b>	<b>6%</b>	<b>4%</b>	<b>10%</b>	<b>12%</b>	<b>4%</b>

---

**Q24. Have you or someone in your household contacted EWEB in the last 6 months for any reason?**

---

About one-third of customers had contacted EWEB in the past six months, the same rate as in 2013.

	2014 Total	2013 Total
Total Participants	1380	1057
Yes	35%	35%
No	55	58
Don't recall / Unsure	10	7



---

**Q25. (If Yes) What was the reason for the last time you or someone in your household contacted EWEB? (Unaided, Multiple Responses)**

---

The top reason for contacting EWEB continued to be to *ask a question about billing*, though the proportion naming that reason decreased by 4% from 2013. Other top-mentioned reasons included to stop/start/change service, because of a power outage, each of which increased in terms of mentions from 2013.

	2014 Total	2013 Total	2011 Total
Total Participants	487	375	406
Ask question about billing	25%	29%	-
Start / stop / change service	17	7	20
Power outage	17	9	9
Make a payment	10	14	-
Water service / leak	7	7	5
New bill pay system	6	22	-
Report an issue (trees <sup>24</sup> )	6	5	3
Complaint / Problem about bill	5	10	6
Conservation programs	5	7	6
Rebates	5	3	3
Complaint / Problem about water service	2	2	-
Complaint / Problem about electric service	2	2	-
Installations / info on new equipment	2	-	-
Water bottles	1	-	-
Need assistance	1	-	-
Backflow testing	1	-	-
Billing/Payment <sup>25</sup>	-	-	20
Miscellaneous	5	9	6
Refused	0	1	-

---

<sup>24</sup> In 2011 “Trees” was its own answer choice, whereas in 2013 it was coded under “Report an issue.”

<sup>25</sup> In 2011 Billing/Payment were combined, whereas in 2013 they were separated.

**Q26. (If Yes) Based on that last contact with EWEB, how would you rate the overall satisfaction with the service you received, on a scale of “0” to “10”, where “0” is not at all satisfied and “10” is very satisfied?**

Customers reported their satisfaction at a mean of 7.6 (on a ten-point scale where “10” is “very satisfied”), the same level as 2013.

	2014 Total	2013 Total	2011 Total
Total Participants	487	375	406
0 - Not at all satisfied	6%	6%	1%
1	2	1	1
2	4	3	0
3	2	3	1
4	3	3	0
5	4	4	4
6	3	5	1
7	7	10	6
8	11	11	16
9	18	15	14
10 - Very satisfied	38	38	48
Unsure / Unfamiliar / Refused	1	1	7
Mean	7.6	7.6	8.8

Those who called to start/stop/change their service, about conservation programs, to make a payment, or about rebates reported the highest satisfaction (mean of 8.0 to 8.6).

Those calling with a complaint or problem with their bill (4.9), about their water service (4.8), or about their electric service (2.7) reported the lowest satisfaction.

	Start / stop / change service	Conservation programs	Question about billing	Make a payment	Rebates	Water service / leak	New bill pay system	Report an issue	Power outage	Complaint / Problem about bill	Complaint / Problem: water	Complaint / Problem: electric
Total Participants	17%	5%	25%	10%	5%	7%	6%	6%	17%	5%	2%	2%
Mean	8.6	8.4	8.3	8.1	8.0	7.9	7.5	7.4	6.8	4.9	4.8	2.7

---

**Q27. Now I'd like to ask you about the bill you receive each month. Do you get your monthly EWEB bill in the postal mail or through EWEB's paperless "e-billing" service?**

---

About three-fifths of responding customers used the e-billing service while just over one-third received their bill by postal mail.

Some differences between customers receiving each bill type included:

- Customers newer to EWEB tend to receive their bill through the e-billing service, while longer-term customers tend to receive it by postal mail
- Older customers tend to receive their bill through postal mail, with the tendency to receive it by postal mail increasing with age
- The likelihood of receiving the bill by postal mail decreases with household income and education level
- The vast majority of online respondents receive their bill through the e-billing service.

	2014 Total
Total Participants	1380
E-billing service	59%
Postal mail	37
Unsure	4

---

**Q28. Would you say you generally: (Aided, Single Response)**

---

Nearly all customers look at their bill at least occasionally, with 63% reading their bill carefully each month, 18% looking at just the amount due, and 18% only occasionally looking at the bill.

Those most likely to carefully read the bill each month included:

- Those with both electric and water service through EWEB
- Longer-term customers of EWEB
- Homeowners
- Older respondents (the likelihood to read the bill carefully increases with age)
- Telephone respondents

	2014 Total
Total Participants	1366
Read the bill carefully each month	63%
Just look at the total amount due	18
Only occasionally look at the bill	18
Rarely or never look at the bill	1
Refused	0

---

**Q28b. (If at least occasionally) Do you find the bill: (Aided)**

---

About three-quarters of customers who at least occasionally look at their bill find it easy to understand, while 20% said it is sometimes confusing, and just 3% said it was difficult to understand.

	2014 Total
Total Participants	1304
Easy to understand	74%
Sometimes confusing	20
Difficult to understand	3
Unsure / Don't recall	3

**Q29. I'd like to read a list of ways that EWEB typically communicates with its customers. After each, please tell me if you regularly, occasionally, or rarely utilize that form of communication.**

Messages printed directly on their bill, brochures or links provided in billing, and newspaper stories were the top-mentioned regularly used forms of communication with EWEB.

<b>Q29. Communication Methods</b>	<b>Regularly</b>	<b>Occasionally</b>	<b>Rarely/ Never</b>	<b>DK</b>
a. Messages printed directly on your bill <sup>26</sup>	30%	27%	33%	10%
b. Brochures inserted into your billing or links provided in your eBill email <sup>27</sup>	20	32	41	7
f. Newspaper stories	19	31	42	7
c. Pipeline newsletter	16	28	45	11
g. TV news stories	15	33	45	7
l. Email or e-newsletters	15	31	46	8
h. Radio news or ads	7	22	61	10
d. EWEB's website	6	27	60	7
e. Newspapers ads	6	20	65	9
i. Exhibits at community events <sup>28</sup>	4	28	59	9
k. Facebook, Twitter, or YouTube	3	6	79	12
j. Employees	2	15	72	11

Looking at those who say they “regularly” or “occasionally” utilize each form of communication combined, messages on the bill and brochures or links provided in billing have remained comparable to 2013, and continue to be the top forms of communication. Nearly all other forms of communication showed slight declines, though there were increases for the Pipeline newsletter and exhibits at community events.

<b>Q29. Communication Methods: “Regularly” and “Occasionally”</b>	<b>2014 Total</b>	<b>2013 Total</b>	<b>2012<sup>29</sup> Total</b>	<b>2011 Total</b>
a. Messages printed directly on your bill	57%	58%	64%	66%
b. Brochures inserted into your billing or links provided in your eBill email	52	50	65	70
f. Newspaper stories	50	56	55	52
g. TV news stories	48	54	42	41
l. Email or e-newsletters	46	50	25	24
c. Pipeline newsletter	44	29	49	53
d. EWEB's web site	33	39	34	34
i. Exhibits at community events	32	25	25	28
h. Radio news or ads	29	30	28	18
e. Newspaper advertisement	26	28	38	-
j. Employees	17	26	22	19
k. Facebook or Twitter	9	6	5	1

<sup>26</sup> 2013 worded as “Bill messages”

<sup>27</sup> 2013 worded as “Bill inserts”

<sup>28</sup> 2013 worded as “Booths at events”

<sup>29</sup> Percentage answering they do use that method of communication

---

**Q30a. And what is your most preferred way to receive information or interact with EWEB? (Single Response)**

---

The highest proportion of customers continues to prefer to receive information from EWEB through email or e-newsletters, comparable to in 2013. The proportion of those mentioning messages printed directly on the bill remained comparable to 2013, while the proportion mentioning postal mail increased slightly, and proportion of those mentioning brochures or links provided in their bill decreased slightly.

	2014 Total	2013 Total
Total Participants	1354	1048
Email or e-newsletters	37%	39%
Messages printed directly on your bill <sup>30</sup>	17	16
Postal mail	10	3
Brochures inserted into your billing or links provided in your eBill email <sup>31</sup>	9	16
Phone call	5	3
Pipeline newsletter	4	2
EWEB's website	4	6
Newspaper stories	3	4
Facebook, Twitter, or YouTube	1	1
Newspapers ads	1	0
Exhibits at community events <sup>32</sup>	1	0
TV news stories	1	3
Employees	1	2
Radio news or ads	0	1
Miscellaneous	2	1
None	1	-
Don't know / Refused	4	1

---

<sup>30</sup> 2013 worded as "Bill messages"

<sup>31</sup> 2013 worded as "Bill inserts"

<sup>32</sup> 2013 worded as "Booths at events"

---

**Q31. When receiving information about things such as outages or service updates, through which of the following ways would you prefer to be notified? (Aided, Multiple Responses)**

---

Nearly half of respondents prefer to receive messages about outages or service updates through email, about one-third prefer text messages, about one-quarter prefer their landline telephone, and one-fifth would prefer their cell phone.

	2014 Total
Total Participants	1356
Email	47%
Text message	36
Telephone landline	24
Cell phone	20
Secure website	4
Refused	4

---

**Q32. Would you say the information you receive from EWEB is generally very useful, somewhat useful, not very useful, or not useful at all?**

---

About three-quarters of respondents feel the information they receive from EWEB is useful, including 18% who feel it is *very useful*. With 12% indicating the information is not generally useful, 11% were unsure. The proportion who feels EWEB's information is useful remained consistent with 2013, while those who felt the information was not useful decreased by 5%.

	2014	2013
	Total	Total
Total Participants	1356	1048
<b><u>Useful</u></b>	<b>77%</b>	<b>76%</b>
Very useful	18	19
Somewhat useful	59	57
<b><u>Not useful</u></b>	<b>12%</b>	<b>17%</b>
Not very useful	9	14
Not useful at all	3	3
<b><u>Don't know / No response</u></b>	<b>11%</b>	<b>7%</b>
Don't know / Refused	11	7





## RESULTS: CUSTOMER CHARACTERISTICS

### Q33. Do you have any gas-heated appliances in your home?

Two-fifths of customers indicated having some gas-heated appliance in their home.

	2014 Total
Total Participants	1266
Yes	40%
No	58
Don't know / Refused	3

### Q33b. (If Yes) Which appliances do you have? (Aided, Multiple Responses)

Of those with a gas-heated appliance, the majority had a gas range and oven, a gas water heater, or a gas furnace; nearly half had a gas fireplace.

	2014 Total
Total Participants	502
Gas Range & Oven	69%
Gas Water Heater (w/ tank or "instant")	60
Gas Furnace (forced air system)	54
Gas Fireplace	49
Heat Pump (w/ Gas Furnace Back Up)	17
Gas Clothes Dryer	15
Gas Grill (hard lined, not tank)	15
Gas Room Heaters	5
Gas Washing Machine	3
Other (lighting, hydronic heating, warming drawers)	2
Gas Swimming Pool/Hot tub Heater	2
Gas range only	1

---

**Q34. What is your primary source of heating for your home? (Aided)**

---

About two-thirds of customers have electric heat as their primary source, and one-quarter have natural gas, comparable to past years.

Those with natural gas heating are more likely to include:

- Longer-term customers
- Homeowners
- Those with two or more people in the home
- Older respondents
- Those with a college degree
- Higher-income customers
- Online respondents

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1354	1040	412	406
Electric	67%	65%	69%	68%
Natural gas	25	27	21	21
Miscellaneous	4	5	7	9
Refused	4	4	2	2

---

**Q34b. (If not Natural Gas) Would you say you are very likely, somewhat likely, or not at all likely to switch to natural gas heating for your home in the next two years?**

---

The vast majority of those with electric heat are not at all likely to switch to natural gas heating for their home in the next two years. Of the remaining customers, 13% were somewhat likely and 4% were very likely to make the switch.

	2014 Total
Total Participants	920
Very likely	4%
Somewhat likely	13
Not at all likely	83
Refused	0

---

**Q34c. (If Natural Gas) About how many years have you had natural gas heating for your home? (As necessary) Your best guess is fine.**

---

About half of those whose primary heating method is natural gas have had natural gas for more than ten years, with one-third having had natural gas heating for twenty years or more. About one-fifth of those with natural gas are newer users (within the past five years).

	2014 Total
Total Participants	336
1-2 years	12%
3-5 years	10
6-10 years	23
11-19 years	24
20 or more years	32
Mean	15 years

---

**Q35. About how many years have you been an EWEB customer?**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1351	1038	412	406
1-5	27%	16%	26%	28%
6-10	15	14	17	17
11-15	9	9	10	12
16 or more	47	57	44	43
Refused	2	3	3	0
Mean	19	22	N/A	N/A

---

**Q36. Do you own or rent your home?**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1351	1040	412	406
Own	71%	81%	67%	66%
Rent	25	15	31	33
Refused	3	4	2	1

---

**Q37. Including you, how many people live in your household?**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1351	1040	412	406
1	26%	26%	19%	24%
2	45	46	37	41
3	12	13	16	12
4	8	7	18	16
5 or more	4	4	8	7
Refused	4	4	2	0

---

**Q38. What is the highest level of education you've completed? (Aided)**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1351	1040	412	406
Some high school	0%	0%	0%	10%
High school / GED	7	7	15	27
Some college	18	20	31	6
Trade / Vocational / Technical	4	4	2	32
College degree	32	33	28	22
Graduate degree or higher	33	29	21	2
Refused	6	6	3	1

---

**Q39. What is your combined annual household income (before taxes)? (Aided)**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1351	1040	412	406
Less than \$30,000	19%	15%	25%	28%
\$30-\$50,000	17	19	18	17
\$50-\$75,000	17	19	18	17
\$75-\$100,000	12	13	8	12
\$100,000 or more	14	13	13	10
Don't know	-	-	3	3
Refused	22	21	15	13

---

**Q40. Which of the following categories includes your age? (Aided)**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1351	1040	412	406
18-34	16%	8%	34%	32%
35-44		-	23	-
35-49	15	15	-	24
45-54		-	16	-
50-64	31	34	-	25
55-64		-	10	-
65 or older	31	36	19	19
Refused	7	7	-	-

---

**Q41. Are you currently registered to vote in Oregon?**

---

	2014 Total	2013 Total
Total Participants	1351	1040
Yes	89%	91%
No	6	3
Refused	5	6

---

**Q42. And finally, are you or is anyone in your household an employee of EWEB? (Clarify which as necessary)**

---

	2014 Total
Total Participants	1318
No	98%
Yes - Self	1
Yes - Household member	0
Yes - Both self and household member	0

---

**Gender**

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1287	758	412	406
Male	47%	49%	50%	49%
Female	53	51	50	51

---

**Q1. Does EWEB provide you with:**

---

	2014 Total	2013 Total	2012 Total
Total Participants	1602	1260	412
Electricity and water	86%	90%	86%
Electric service only	14	10	12
Water service only	0	0	1

---

**Record Zip Code (first 5 digits)**

---

	2014 Total	2013 Total
Total Participants	1602	1287
97401	24%	18%
97402	27	24
97403	5	4
97404	9	21
97405	26	22
97408	6	7
97440	0	0
Miscellaneous	3	4
No response	0	0

---

## Record Ward

---

	2014 Total	2013 Total	2012 Total	2011 Total
Total Participants	1602	1287	412	406
E1	14%	11%	11%	11%
E2	13	11	11	10
E3	9	5	12	11
E4	13	11	9	10
E5	14	12	10	11
E6	13	10	10	11
E7	13	11	10	10
E8	11	11	10	10
Not listed	0	18	16	16

---

## Collection Method

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	2014 Total	2013 Total
Total Participants		1287
Phone	17%	21%
Online	83	79





## APPENDIX: QUESTIONNAIRE

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### EWEB Final Questionnaire

Hi, is [First name] available? I'm calling from Riley Research Associates on behalf of The Eugene Water & Electric Board, or EWEB, with a survey about your satisfaction with their services. Are you able to speak to the service you receive from EWEB? (If no: determine primary contact. If yes: continue survey)

(As necessary) we aren't trying to sell you anything or change your service. We're an independent research firm that has been asked to assess customer satisfaction with EWEB's services. No one will contact you based on your participation, and all responses are confidential.

**Q1. To start, does EWEB provide you with:** (Read list)

- |   |   |
|---|---|
| <input type="checkbox"/> <sub>1</sub> Electricity and water | <input type="checkbox"/> <sub>4</sub> Neither electricity nor water (Discontinue) |
| <input type="checkbox"/> <sub>2</sub> Electric service only | <input type="checkbox"/> <sub>9</sub> (Refused - Discontinue)                     |
| <input type="checkbox"/> <sub>3</sub> Water service only    |   |

**Q2. What comes to mind in terms of the type or quality of service EWEB provides? What else?** (Your overall impression) (Be as specific as possible)

**Q3. For this next set of questions, I'm going to read a program or service that EWEB provides, and ask you first how important that program is, then how satisfied you are with the program.**

We'll start with a scale of "0" to "10", where "0" is not at all important and "10" is very important.

(Read and rotate list)

**Q3a-a. How important is: EWEB's involvement in community events and activities**

- |   |  |
|---|--|
| <input type="checkbox"/> <sub>01</sub> 0 - Not at all important | <input type="checkbox"/> <sub>07</sub> 6                               |
| <input type="checkbox"/> <sub>02</sub> 1                        | <input type="checkbox"/> <sub>08</sub> 7                               |
| <input type="checkbox"/> <sub>03</sub> 2                        | <input type="checkbox"/> <sub>09</sub> 8                               |
| <input type="checkbox"/> <sub>04</sub> 3                        | <input type="checkbox"/> <sub>10</sub> 9                               |
| <input type="checkbox"/> <sub>05</sub> 4                        | <input type="checkbox"/> <sub>11</sub> 10 - Very important             |
| <input type="checkbox"/> <sub>06</sub> 5                        | <input type="checkbox"/> <sub>99</sub> (Unsure / Unfamiliar / Refused) |

**Q3b-a. How satisfied are you with: EWEB's involvement in community events and activities**

- |   |  |
|---|--|
| <input type="checkbox"/> <sub>01</sub> 0 - Not at all satisfied | <input type="checkbox"/> <sub>07</sub> 6                               |
| <input type="checkbox"/> <sub>02</sub> 1                        | <input type="checkbox"/> <sub>08</sub> 7                               |
| <input type="checkbox"/> <sub>03</sub> 2                        | <input type="checkbox"/> <sub>09</sub> 8                               |
| <input type="checkbox"/> <sub>04</sub> 3                        | <input type="checkbox"/> <sub>10</sub> 9                               |
| <input type="checkbox"/> <sub>05</sub> 4                        | <input type="checkbox"/> <sub>11</sub> 10 - Very satisfied             |
| <input type="checkbox"/> <sub>06</sub> 5                        | <input type="checkbox"/> <sub>99</sub> (Unsure / Unfamiliar / Refused) |

**Q3a-b. How important is: EWEB's efforts to protect the environment**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q3b-b. How satisfied are you with: EWEB's efforts to protect the environment**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q3a-c. How important is: EWEB's consumer energy conservation and efficiency programs**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q3b-c. How satisfied are you with: EWEB's consumer energy conservation and efficiency programs**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q3a-d. How important is: EWEB's water conservation programs**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q3b-d. How satisfied are you with: EWEB's water conservation programs**

- 01 0 - Not at all satisfied
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very satisfied
- 99 (Unsure / Unfamiliar / Refused)

**Q3a-e. How important is: Protection of drinking water sources**

- 01 0 - Not at all important
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very important
- 99 (Unsure / Unfamiliar / Refused)

**Q3b-e. How satisfied are you with: Protection of drinking water sources**

- 01 0 - Not at all satisfied
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very satisfied
- 99 (Unsure / Unfamiliar / Refused)

**Q4a. And again using those same scales of "0" to "10", I'd like to ask how important some aspects of EWEB's customer service are to you, and then your satisfaction with those same aspects. (Read and rotate list)**

**Q4a-a. How important is: EWEB's efforts in keeping customers informed**

- 01 0 - Not at all important
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very important
- 99 (Unsure / Unfamiliar / Refused)

**Q4b-a. How satisfied are you with: EWEB's efforts in keeping customers informed**

- 01 0 - Not at all satisfied
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very satisfied
- 99 (Unsure / Unfamiliar / Refused)

**Q4a-b. How important is: EWEB's responsiveness to customers' needs and concerns**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q4b-b. How satisfied are you with: EWEB's responsiveness to customers' needs and concerns**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q4a-c. How important is: EWEB's efforts to control costs**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q4b-c. How satisfied are you with: EWEB's efforts to control costs**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q4a-d. How important is: EWEB's electric service reliability**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q4b-d. How satisfied are you with: EWEB's electric service reliability**

- 01 0 - Not at all satisfied
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very satisfied
- 99 (Unsure / Unfamiliar / Refused)

**Q4a-e. How important is: EWEB's drinking water quality**

- 01 0 - Not at all important
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very important
- 99 (Unsure / Unfamiliar / Refused)

**Q4b-e. How satisfied are you with: EWEB's drinking water quality**

- 01 0 - Not at all satisfied
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very satisfied
- 99 (Unsure / Unfamiliar / Refused)

**Q4a-f. How important is: EWEB's water service reliability**

- 01 0 - Not at all important
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very important
- 99 (Unsure / Unfamiliar / Refused)

**Q4b-f. How satisfied are you with: EWEB's water service reliability**

- 01 0 - Not at all satisfied
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very satisfied
- 99 (Unsure / Unfamiliar / Refused)

**Q4b-g. How satisfied are you with: EWEB's Overall service**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q5. On a scale of "0" to "10", where "0" is not at all satisfied and "10" is very satisfied, how satisfied are you with the products and services from EWEB?**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q6a. Thinking about the service you receive from EWEB, what do you think they do best in terms of either the type or quality of service they provide? (Be as specific as possible)**

**Q6b. And in what ways could EWEB improve? (Be as specific as possible)**

**Q7a. Now I'm going to read some of EWEB's business strategies, and I'd again like to know how important you think that strategy is, and then how well you think EWEB is doing with it.**

**We'll use that same scale of "0" to "10", where "0" means not at all important and "10" means very important. If you don't understand the strategy, just let me know. The first is to (read and rotate):**

**Q7a-a. How important is it to: STABILIZE AND IMPROVE EWEB'S FINANCIAL HEALTH by using more planning and measurement tools to manage future rate increases**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7b-a. And how well is EWEB doing: STABILIZE AND IMPROVE EWEB'S FINANCIAL HEALTH by using more planning and measurement tools to manage future rate increases**

- <sub>01</sub> 0 - Very Poor
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Excellent
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7a-b. How important is it to: KEEP THE “PUBLIC” IN PUBLIC UTILITY by continuing to engage customers, partner with other community agencies, and accommodate consumer choice**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7b-b. And how well is EWEB doing: KEEP THE “PUBLIC” IN PUBLIC UTILITY by continuing to engage customers, partner with other community agencies, and accommodate consumer choice**

- <sub>01</sub> 0 - Very Poor
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Excellent
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7a-c. How important is it to: RENEW THE INFRASTRUCTURE WHILE CONTROLLING COSTS**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7b-c. And how well is EWEB doing: RENEW THE INFRASTRUCTURE WHILE CONTROLLING COSTS**

- <sub>01</sub> 0 - Very Poor
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Excellent
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7a-d. How important is it to: SECURE OUR SUPPLY by developing a second source and emergency supply of water in the event of a disaster, and aligning energy conservation goals with forecasts for customer demand for energy**

- <sub>01</sub> 0 - Not at all important
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very important
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q7b-d. And how well is EWEB doing: SECURE OUR SUPPLY by developing a second source and emergency supply of water in the event of a disaster, and aligning energy conservation goals with forecasts for customer demand for energy**

- 01 0 - Very Poor
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Excellent
- 99 (Unsure / Unfamiliar / Refused)

**Q7a-e. How important is it to: ALIGN RATE STRUCTURES WITH GOALS, by pursuing pricing plans and technologies that give customers more timely information to help promote conservation and enhance customer control over bills**

- 01 0 - Not at all important
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very important
- 99 (Unsure / Unfamiliar / Refused)

**Q7b-e. And how well is EWEB doing: ALIGN RATE STRUCTURES WITH GOALS, by pursuing pricing plans and technologies that give customers more timely information to help promote conservation and enhance customer control over bills**

- 01 0 - Very Poor
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Excellent
- 99 (Unsure / Unfamiliar / Refused)

**Q7a-f. How important is it to: INCREASE ORGANIZATIONAL EFFICIENCY by enhancing information and operational systems and encouraging staff to be flexible and adapt to change.**

- 01 0 - Not at all important
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Very important
- 99 (Unsure / Unfamiliar / Refused)

**Q7b-f. And how well is EWEB doing: INCREASE ORGANIZATIONAL EFFICIENCY by enhancing information and operational systems and encouraging staff to be flexible and adapt to change.**

- 01 0 - Very Poor
- 02 1
- 03 2
- 04 3
- 05 4
- 06 5

- 07 6
- 08 7
- 09 8
- 10 9
- 11 10 - Excellent
- 99 (Unsure / Unfamiliar / Refused)



**Q7c. What strategies, if any, do you think that EWEB should focus on, that we might have missed here?** (Be as specific as possible)

**Q8a-1. What would you say is the most important issue facing you or your community?** (Unaided, Single response)

First most important issue

- |  |  |
|--|--|
| <input type="checkbox"/> <sub>01</sub> Crime                         | <input type="checkbox"/> <sub>08</sub> Renewable power sources             |
| <input type="checkbox"/> <sub>02</sub> Jobs / unemployment           | <input type="checkbox"/> <sub>09</sub> Affordable electric and water rates |
| <input type="checkbox"/> <sub>03</sub> Education                     | <input type="checkbox"/> <sub>10</sub> Conservation: Energy/water          |
| <input type="checkbox"/> <sub>04</sub> Homelessness                  | <input type="checkbox"/> <sub>11</sub> Climate change                      |
| <input type="checkbox"/> <sub>05</sub> Transportation infrastructure | <input type="checkbox"/> <sub>12</sub> Other (Specify)                     |
| <input type="checkbox"/> <sub>06</sub> The environment               | <input type="checkbox"/> <sub>99</sub> (Refused / None)                    |
| <input type="checkbox"/> <sub>07</sub> Clean water supply            |  |

**Q8a-1b. Other issue**

**Q8a-2. What would you say is the second most important issue facing you or your community?** (Unaided, Single response)

Second most important issue

- |  |  |
|--|--|
| <input type="checkbox"/> <sub>01</sub> Crime                         | <input type="checkbox"/> <sub>08</sub> Renewable power sources             |
| <input type="checkbox"/> <sub>02</sub> Jobs / unemployment           | <input type="checkbox"/> <sub>09</sub> Affordable electric and water rates |
| <input type="checkbox"/> <sub>03</sub> Education                     | <input type="checkbox"/> <sub>10</sub> Conservation: Energy/water          |
| <input type="checkbox"/> <sub>04</sub> Homelessness                  | <input type="checkbox"/> <sub>11</sub> Climate change                      |
| <input type="checkbox"/> <sub>05</sub> Transportation infrastructure | <input type="checkbox"/> <sub>12</sub> Other (Specify)                     |
| <input type="checkbox"/> <sub>06</sub> The environment               | <input type="checkbox"/> <sub>99</sub> (Refused / None)                    |
| <input type="checkbox"/> <sub>07</sub> Clean water supply            |  |

**Q8a-2b. Other issues**

**Q8b. And thinking about the issue you named as most important, how would you compare the importance of that issue to the importance of having a dependable utility service? Would you say the issue you named is more or less important than a dependable utility? Much or somewhat**

- |  |   |
|--|---|
| <input type="checkbox"/> <sub>1</sub> Much more important      | <input type="checkbox"/> <sub>4</sub> Somewhat less important |
| <input type="checkbox"/> <sub>2</sub> Somewhat                 | <input type="checkbox"/> <sub>5</sub> Much less important     |
| <input type="checkbox"/> <sub>3</sub> The same (no difference) | <input type="checkbox"/> <sub>9</sub> (Refused / Unsure)      |

**Q9. Regarding the rebates and no- or low- interest loan programs that have been available to EWEB customers, which, if any, have you found particularly useful or beneficial?** (Unaided, but clarify response as necessary. Multiple responses)

- |  |  |
|--|--|
| <input type="checkbox"/> <sub>01</sub> Heating and cooling system programs | <input type="checkbox"/> <sub>07</sub> High-efficiency toilet rebate     |
| <input type="checkbox"/> <sub>02</sub> Lighting rebates                    | <input type="checkbox"/> <sub>08</sub> Limited income assistance program |
| <input type="checkbox"/> <sub>03</sub> Weatherization program              | <input type="checkbox"/> <sub>96</sub> (Unfamiliar - Don't know of any)  |
| <input type="checkbox"/> <sub>04</sub> Water heater program                | <input type="checkbox"/> <sub>97</sub> (None)                            |
| <input type="checkbox"/> <sub>05</sub> New home construction programs      | <input type="checkbox"/> <sub>98</sub> Other (Specify)                   |
| <input type="checkbox"/> <sub>06</sub> Sprinkler timer rebate              | <input type="checkbox"/> <sub>99</sub> (Refused / Unsure)                |

**Q9b. Other programs**

**Q10a. I'm going to ask you about some aspects that EWEB might consider changing to save money and reduce its overall costs.**

**This first group is customer service related. Keep in mind that labor costs are a relatively small proportion of EWEB's budget.**

**After each item, please tell me if you would support or oppose that action. (After each: Strongly or somewhat?) (Read and rotate)**

**Q10a-a. Laying off employees, even if it might mean reducing customer services or the reliability of your electric or water service**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10a-b. Reducing bill payment assistance for low income customers**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10a-c. Reducing the hours when EWEB's main office is open**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10a-d. Reducing the number of customer service employees who answer phones or help customers in the EWEB office lobby**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10a-e. Not responding to most power outages on nights or on weekends**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10b. Now I'd like to ask you the same for another group of programs or services that EWEB might consider changing reduce its overall costs. Cutting one of these programs could potentially save hundreds of thousands of dollars. After each item, please tell me if you would support or oppose that action. (After each: Strongly or somewhat?)**

**Q10b-a. Scaling back investments in wind and other renewable energy**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10b-b. Reducing or eliminating conservation programs and rebates**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10b-c. Ending or reducing grants to local schools for energy and water education**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10b-d. Reducing the number of community events EWEB participates in or sponsors**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10c. And for this final group of programs and services, cutting one could potentially save millions of dollars. After each item, please tell me if you would support or oppose that action. (After each: Strongly or somewhat?)**

**Q10c-a. Cutting back on capital improvement projects aimed at maintaining or increasing reliability**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10c-b. Postponing certain technology upgrades intended to increase efficiency and enhance customer service**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10c-c. Delaying major initiatives such as finding a second water source or relicensing hydroelectric plants**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q10c-d. Doing less monitoring of water quality in our only source of drinking water, the McKenzie River**

- |   |  |
|---|--|
| <input type="checkbox"/> 1 Strongly support   | <input type="checkbox"/> 4 Somewhat oppose |
| <input type="checkbox"/> 2 Somewhat support   | <input type="checkbox"/> 5 Strongly oppose |
| <input type="checkbox"/> 3 (Unsure / Depends) | <input type="checkbox"/> 9 (Refused)       |

**Q11. Now I'd like to ask a couple questions about Advanced Metering Infrastructure – or AMI – including “smart” digital meters connected to the utility’s information systems. Would you say you are very familiar, somewhat familiar, somewhat unfamiliar, or very unfamiliar with smart meters?**

- |  |   |
|--|---|
| <input type="checkbox"/> 1 Very familiar       | <input type="checkbox"/> 4 Very unfamiliar        |
| <input type="checkbox"/> 2 Somewhat familiar   | <input type="checkbox"/> 9 (Don't know / Refused) |
| <input type="checkbox"/> 3 Somewhat unfamiliar |   |

**Q12. (If familiar) Do you have a favorable or unfavorable opinion of EWEB’s plan to install Advanced Metering Infrastructure, including “smart” digital meters? Strongly or somewhat?**

- |   |   |
|---|---|
| <input type="checkbox"/> 1 Strongly favorable   | <input type="checkbox"/> 4 Very unfavorable   |
| <input type="checkbox"/> 2 Somewhat favorable   | <input type="checkbox"/> 9 (Unsure / Refused) |
| <input type="checkbox"/> 3 Somewhat unfavorable |   |

**Q12b. And why is that? (Be as specific as possible)**

**And now some questions about the communication you receive from EWEB.**

**Q3a. Have you or someone in your household contacted EWEB in the last 6 months for any reason?**

- |                                |  |
|--------------------------------|--|
| <input type="checkbox"/> 1 Yes | <input type="checkbox"/> 9 (Don't recall / Unsure) |
| <input type="checkbox"/> 2 No  |  |

**Q13b. (If yes) What was the reason for the last time you or someone in your household contacted EWEB? (Unaided, multiple responses)**

- |  |  |
|--|--|
| <input type="checkbox"/> 01 Make a payment                             | <input type="checkbox"/> 08 Rebates              |
| <input type="checkbox"/> 02 Ask question about billing                 | <input type="checkbox"/> 09 Power outage         |
| <input type="checkbox"/> 03 Complaint / Problem about bill             | <input type="checkbox"/> 10 Water service / leak |
| <input type="checkbox"/> 04 Complaint / Problem about water service    | <input type="checkbox"/> 11 New bill pay system  |
| <input type="checkbox"/> 05 Complaint / Problem about electric service | <input type="checkbox"/> 98 Other (specify)      |
| <input type="checkbox"/> 06 Start / stop / change service              | <input type="checkbox"/> 99 (Refused)            |
| <input type="checkbox"/> 07 Conservation programs                      |  |

**Q13b-b. Other**

**Q13c. (If yes) Based on that last contact with EWEB, how would you rate the overall satisfaction with the service you received, on a scale of “0” to “10”, where “0” is not at all satisfied and “10” is very satisfied?**

- <sub>01</sub> 0 - Not at all satisfied
- <sub>02</sub> 1
- <sub>03</sub> 2
- <sub>04</sub> 3
- <sub>05</sub> 4
- <sub>06</sub> 5

- <sub>07</sub> 6
- <sub>08</sub> 7
- <sub>09</sub> 8
- <sub>10</sub> 9
- <sub>11</sub> 10 - Very satisfied
- <sub>99</sub> (Unsure / Unfamiliar / Refused)

**Q14. (All respondents) I'd like to read a list of ways that EWEB typically communicates with its customers. After each, please tell me if you regularly, occasionally, or rarely utilize that form of communication. The first is: (read and rotate)**

- <sub>1</sub> Regularly
- <sub>2</sub> Occasionally

- <sub>3</sub> Rarely/Never
- <sub>9</sub> (Don't know / Refused)

**Q14. a. Bill messages**

**Q14b. Bill inserts**

**Q14c. Pipeline**

**Q14d. EWEB's web site**

**Q14e. Newspapers ads**

**Q14f. Newspaper stories**

**Q14g. TV news stories**

**Q14h. Radio news or ads**

**Q14i. Booths at events**

**Q14j. Employees**

**Q14k. Facebook, Twitter, or YouTube**

**Q14l. Email or e-newsletters**

**Q15. And what is your most preferred way to receive information or interact with EWEB? (Single response, help as necessary)**

- <sub>01</sub> Bill messages
- <sub>02</sub> Bill inserts
- <sub>03</sub> Pipeline
- <sub>04</sub> EWEB's web site
- <sub>05</sub> Newspapers ads
- <sub>06</sub> Newspaper stories
- <sub>07</sub> TV news stories
- <sub>08</sub> Radio news or ads

- <sub>09</sub> Booths at events
- <sub>10</sub> Employees
- <sub>11</sub> Facebook, Twitter, or YouTube
- <sub>12</sub> Email or e-newsletters
- <sub>13</sub> Mail
- <sub>14</sub> Phone call
- <sub>98</sub> Other (specify)
- <sub>99</sub> (Don't know / Refused)

**Q15b. Other**

**Q16. Would you say the information you receive from EWEB is generally very useful, somewhat useful, not very useful, or not useful at all?**

- <sub>1</sub> Very useful
- <sub>2</sub> Somewhat useful
- <sub>3</sub> Not very useful

- <sub>4</sub> Not useful at all
- <sub>9</sub> (Don't know / Refused)

**Q16b.** (If less than very useful) **How could EWEB improve the usefulness of their information? What other information could they provide?** (Be as specific as possible)

I'd like to finish up with a few demographic questions.

**Q17.** About how many years have you been an EWEB customer? (Your best estimate is fine)

**Q18.** What is your primary source of heating for your home? (Read list as necessary)

- <sub>1</sub> Electric
- <sub>2</sub> Natural gas

- <sub>3</sub> Other
- <sub>9</sub> (Refused)

**Q19.** Do you own or rent your home?

- <sub>1</sub> Own
- <sub>2</sub> Rent

- <sub>8</sub> (Refused)

**Q20.** Including you, how many people live in your household?

- <sub>1</sub> 1
- <sub>2</sub> 2
- <sub>3</sub> 3

- <sub>4</sub> 4
- <sub>5</sub> 5 or more
- <sub>9</sub> (Refused)

**Q21.** What is the highest level of education you've completed? (Read list as necessary)

- <sub>1</sub> Some high school
- <sub>2</sub> High school / GED
- <sub>3</sub> Some college
- <sub>4</sub> Trade / Vocational / Technical

- <sub>5</sub> College degree
- <sub>6</sub> Graduate degree or higher
- <sub>9</sub> (Refused)

**Q22.** What is your combined annual household income (before taxes)? (Read list as necessary)

- <sub>1</sub> Less than \$30,000
- <sub>2</sub> \$30-\$50,000
- <sub>3</sub> \$50-\$75,000

- <sub>4</sub> \$75-\$100,000
- <sub>5</sub> \$100,000 or more
- <sub>9</sub> (Refused)

**Q23.** What of the following categories includes your age? (Read list)

- <sub>1</sub> 18-34
- <sub>2</sub> 35-49
- <sub>3</sub> 50-64

- <sub>4</sub> 65 or older
- <sub>9</sub> (Refused)

**Q24.** And finally, are you currently registered to vote in Oregon?

- <sub>1</sub> Yes
- <sub>2</sub> No

- <sub>9</sub> (Refused)

Those were all my questions. Thank you for your time and opinions!

**Record Zip Code (first 5 digits)**

**Record Ward**

- 1 E1
- 2 E2
- 3 E3
- 4 E4
- 5 E5

- 6 E6
- 7 E7
- 8 E8
- 9 Not listed

**Record Prem Code**

**Record phone number**

**Collection Method**

- 1 Phone

- 2 Online



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD

*Rely on us.*

TO: Commissioners Brown, Mital, Helgeson, Manning and Simpson  
FROM: Brad Taylor, Water Operations Manager  
CC: Key Account Managers: Steve Mangan and Tom Williams, Fiscal Services: Susan Fahey and Deborah Hart  
DATE: September 29, 2014  
SUBJECT: Water District Agreement Amendments  
OBJECTIVE: Information Only

---

## **Background**

Currently, River Road Water District and Santa Clara Water District have Agreements with EWEB that include language regarding rate changes, proposed rate change notification and annexation responsibility and timing. Due to EWEB process changes, minor amendments need to be made to the current contracts to clarify timing.

## **EWEB Process**

Rate changes previously were approved in April and would take effect in May. Now, typically rates are approved in December and take effect July 1.

EWEB provides notice to the Districts of proposed changes to the rates. Previously this was done in November. Now, EWEB will provide notice in October.

Annexed areas previously became the responsibility of EWEB upon the next regular billing date after District withdrawal became effective. EWEB will now take responsibility upon the effective date of the District withdrawal.

## **Discussion**

Staff believes that making these minor changes to the timing will better align with EWEB's current processes.

River Road Water District and Santa Clara Water District have both signed the amendments.

## **Recommendation and Requested Board Action**

This item is information only and accordingly there is no requested Board action.



**Amendment to Service Agreement  
Between**

**EUGENE WATER & ELECTRIC BOARD**

and

**SANTA CLARA WATER DISTRICT**

This Amendment to the Service Agreement ("Agreement") with an effective date of September 8, 2010 between Eugene Water & Electric Board (EWEB) and Santa Clara Water District (District) shall be effective on the date this Amendment is fully executed by both parties.

**The Agreement shall be amended as follows:**

Section 2.2 of the agreement shall be deleted and replaced by the following:

Delete existing article 2.2:

The rate charged per service will be determined on an annual basis as all rates are reviewed by the EWEB Board. Typically, the rates are approved in April of each year and take effect in May of each year. EWEB, through its Purchase of Firm Surplus Water Agreement Water Managers Committee will notify the District of its best estimate of proposed rate changes in the preceding November, and continue to update the District of changes in the rate as it approaches approval of the EWEB Board. EWEB will inform the District of adopted changes in the rate upon final approval by the EWEB Board.

Replace article 2.2 with:


The rate charged per service will be determined on an annual basis as all rates are reviewed by the EWEB Board. Typically, the rates are approved in December of each year and take effect July 1 of each year. EWEB, through its Purchase of Firm Surplus Water Agreement Water Managers Committee will notify the District of its best estimate of proposed rate changes in the preceding October, and continue to update the District of changes in the rate as it approaches approval of the EWEB Board. EWEB will inform the District of adopted changes in the rate upon final approval by the EWEB Board.

Except as specifically provided herein, the terms and conditions of the Agreement are hereby ratified and affirmed.

SANTA CLARA WATER DISTRICT

EUGENE WATER & ELECTRIC BOARD

By: 

By: 

Title: Board President  
Santa Clara Water District

Title: WATER OPERATIONS MANAGER

Date: 8/5/14

Date: 9/9/2014

**Amendment to Purchase of Firm Surplus Water Agreement  
Between**

**EUGENE WATER & ELECTRIC BOARD**

and

**SANTA CLARA WATER DISTRICT**

This Amendment to the Purchase of Firm Surplus Water Agreement ("Agreement") with an effective date of September 8, 2010 between Eugene Water & Electric Board (EWEB) and Santa Clara Water District (District) shall be effective on the date this Amendment is fully executed by both parties.

**The Agreement shall be amended as follows:**

Section 11.2.4 of the agreement shall be deleted and replaced by the following:

Delete existing article 11.2.4:

Water rates, Changes, and Rate Design. EWEB will provide timely notification of District of proposed changes in rates, charges, and rate design. EWEB will provide District with an opportunity to evaluate and provide input on such proposals. EWEB shall consider information from the District as part of its good faith effort to provide rate and charges that are consistent with ratemaking practices of other firm surplus agreements. By November of each year, EWEB will advise the District of its best estimate of the final budget for submission to its governing body and will consult with the District. The District will be provided at least 30 days review of the rate prior to adoption by the EWEB board. The District will be advised of any significant change after submission to the governing body.

Replace article 11.2.4 with:

Water rates, Changes, and Rate Design. EWEB will provide timely notification of District of proposed changes in rates, charges, and rate design. EWEB will provide District with an opportunity to evaluate and provide input on such proposals. EWEB shall consider information from the District as part of its good faith effort to provide rate and charges that are consistent with ratemaking practices of other firm surplus agreements. By October of each year, EWEB will advise the District of its best estimate of the final budget for submission to its governing body and will consult with the District. The District will be provided at least 30 days review of the rate prior to adoption by the EWEB board. The District will be advised of any significant change after submission to the governing body

Except as specifically provided herein, the terms and conditions of the Agreement are hereby ratified and affirmed.

SANTA CLARA WATER DISTRICT

EUGENE WATER & ELECTRIC BOARD

By:

Jeffrey Roberts

By:

[Signature]

Title:

Board President  
Santa Clara Water District

Title:

Water Operations Manager

Date:

8/5/14

Date:

9/9/2014

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**and**

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**The Agreement shall be amended as follows:**

Section 12.5.1 of the agreement shall be deleted and replaced by the following:

Delete existing article 12.5.1:

Water service and maintenance to the annexed area will become the responsibility of EWEB upon the next regular billing date after the District withdrawal becomes effective.

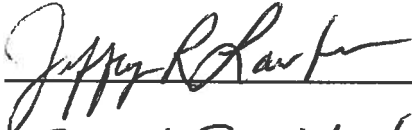
Replace article 12.5.1 with:

Water service and maintenance to the annexed area will become the responsibility of EWEB upon the effective date of the District withdrawal.

Except as specifically provided herein, the terms and conditions of the Agreement are hereby ratified and affirmed.

SANTA CLARA WATER DISTRICT

EUGENE WATER & ELECTRIC BOARD

By: 

By: 

Title: Board President  
Santa Clara Water District

Title: WATER OPERATIONS MANAGER

Date: 8/5/14

Date: 9/9/2014

**Amendment to Service Agreement  
Between**

**EUGENE WATER & ELECTRIC BOARD**

and

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Replace article 2.2 with:

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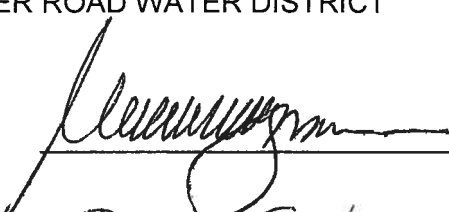
Except as specifically provided herein, the terms and conditions of the Agreement are hereby ratified and affirmed.

RIVER ROAD WATER DISTRICT

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



BOARD CHAIR

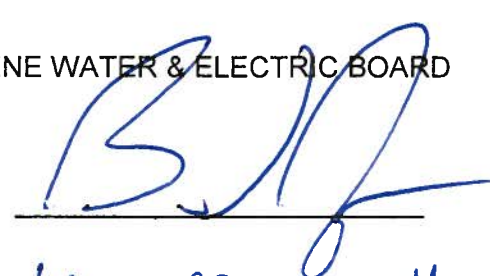
9/9/2014

EUGENE WATER & ELECTRIC BOARD

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



WATER OPERATIONS MANAGER

9/9/2014

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Except as specifically provided herein, the terms and conditions of the Agreement are hereby ratified and affirmed.

RIVER ROAD WATER DISTRICT

By: \_\_\_\_\_

Title: \_\_\_\_\_

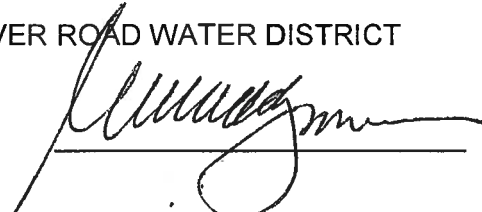
Date: \_\_\_\_\_


EUGENE WATER & ELECTRIC BOARD

By: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

  
\_\_\_\_\_  
Chair Board  
9/9/14

  
\_\_\_\_\_  
Water Operations Manager  
9/9/2014

**Amendment to Purchase of Firm Surplus Water Agreement  
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Delete existing article 12.5.1:

Water service and maintenance to the annexed area will become the responsibility of EWEB upon the next regular billing date after the District withdrawal becomes effective.

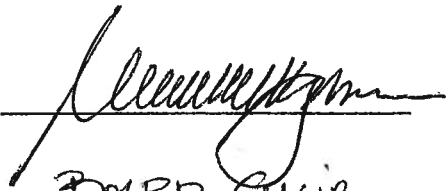
Replace article 12.5.1 with:

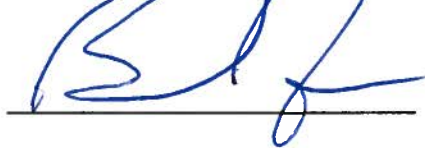
Water service and maintenance to the annexed area will become the responsibility of EWEB upon the effective date of the District withdrawal.

Except as specifically provided herein, the terms and conditions of the Agreement are hereby ratified and affirmed.

RIVER ROAD WATER DISTRICT

EUGENE WATER & ELECTRIC BOARD

By: 

By: 

Title: DAVID CLARK

Title: WATER OPERATIONS MANAGER

Date: 9/9/2014

Date: 9/9/2014