



MEMORANDUM

EUGENE WATER & ELECTRIC BOARD
PUBLIC AFFAIRS

Rely on us.

TO: Commissioners Brown, Cunningham, Cassidy, Ernst and Farmer
FROM: Lance Robertson, Public Affairs Manager
DATE: Feb. 8, 2010
SUBJECT: Annual survey

EWEB normally conducts an annual benchmark survey to gauge customer satisfaction with the utility and with specific programs. The survey usually is conducted at the end of January.

The survey will not be conducted in 2010 due to reductions in the Public Affairs Department's non-labor budget in both 2009 and 2010. We anticipate resuming the survey sometime in 2011, if the budget will allow it.

The current version of the survey was first conducted in 2001. EWEB had conducted customer surveys as far back at the mid-1980s, but not necessarily annually and with a different format of questions.

The real value of a benchmark survey is in examining trends or changes in customer satisfaction over time, rather than in a single one-year period. In the past four to five years, survey results have been fairly constant. Overall satisfaction has remained at or just below 80 percent (which is very high), while an extremely low percentage of customers have given us an unfavorable ranking (less than 2 percent). Performance measures, awareness and satisfaction with specific programs and attributes also have remained constant.

Suspension of the annual survey will allow Public Affairs to review the annual survey and possibly revise it to ensure that we are gathering useful information about customers' expectations and opinions.

Requested action

This is an information item only. If you have additional questions, please contact me at 541-685-7371 or via e-mail at lance.robertson@eweb.org.