



**DES MOINES WATER WORKS (DMWW)
2014 VOICE OF THE CUSTOMER (VOC) RESEARCH
SUMMARY REPORT – REVISED FINAL**

JUNE 24, 2014

Project Overview

Essman/Research, an independent marketing research firm in Des Moines, Iowa, was retained by Des Moines Water Works in February 2014, to conduct the 2014 Voice of the Customer (VOC) Research.

The purpose of the 2014 Voice of the Customer (VOC) Research was to gather statistical data to assess the perceptions of Des Moines Water Works (DMWW), including the perceptions of tap water quality, water availability and the overall customer experiences with customer service.

The VOC research also establishes a benchmark for DMWW to compare previous results and future VOC research. Similar VOC research studies were conducted in 2006 and 2010, via direct mail surveys.

Research Objectives

- Identify the overall perceptions of Des Moines Water Works.
- Assess the awareness and perceptions of water quality in Des Moines.
- Assess the perceived value of tap water vs. bottled water.
- Identify experiences with Des Moines Water Works customer service (Contact Center and In-Home customer service)
 - Positive experiences
 - Negative experiences
- Assess payment options
 - Satisfaction with the monthly billing statement
- Evaluate DMWW communications
 - H2O Line Newsletter
 - Perceptions of the DMWW website
 - Ease and satisfaction with creating an Online Account.
- Assess current usage at DMWW Parks - Water Works Park and Maffitt Reservoir
 - Awareness of the planned redesign and renovation for Water Works Park
- Identify the “value” DMWW provides to customers
 - Determine if DMWW customers would support a \$1.00 surcharge to invest in watershed protection.

Targeted Audiences

- Des Moines Water Works residential customers (68,000 estimated households)
 - Mix of men and women



Research Methodology

- Essman/Research conducted a total of 400 random telephone surveys with DMWW residential customers.
 - Average length of the survey: 15-18 minutes.
 - DMWW was identified as the research sponsor.
 - Essman/Research developed and tested the telephone survey, conducted the 400 telephone surveys, analyzed the data and prepared the Summary Report.
- Note:** DMWW provided the lists of current customers.

Statistical Validity

- A total of 400 surveys were conducted April 21 – May 5, 2014.
 - The sample size required to produce statistically significant data is based on:
 - Margin of error
 - Level of confidence
 - On the total sample of 400 telephone surveys, at a 95% confidence level, the maximum margin of error is approximately +/- 5 %.

Respondent Demographics

	<u>Percentage/Total Respondents</u>
— Gender	
• Male	49% (196)
• Female	51 % (204)
— Age	
• Less than 18	1 % (2)
• 19 – 24	3% (10)
• 25 – 34	14 % (57)
• 35 – 44	15% (58)
• 45 – 54	15% (61)
• 55 – 64	18% (73)
• 65 and older	33% (131)
• Refused	2% (8)
— Account Groups	
• Des Moines/Inside City	79% (317)
• Polk County	.05% (20)
• Pleasant Hill	.05% (19)
• Southeast Polk	.04% (16)
• Windsor Heights	.03% (13)
• Des Moines/Outside County	.01% (5)
• Des Moines/Outside City	.01% (4)
• Others	6 single responses

See the Appendix for the DMWW Voice of the Customer survey.



Key Findings

- Essman/Research conducted 400 random telephone surveys with DMWW residential customers during the weeks of April 21 – May 5, 2014.
 - On the total sample of 400 telephone surveys, the margin of error is +/- 5%.
- DMWW customers are highly satisfied with DMWW.

	<u>2014</u>	<u>2010</u>	<u>2006</u>
— DMWW	89%	91%	88%
— Electricity	84%	78%	74%
— Des Moines Fire Services	83%	94%	92%
— Des Moines Trash Services	79%	85%	73%
— Des Moines Police Services	78%	84%	79%
— Primary telephone services	64%	57%	64%

- The quality of tap water and water safety are important to customers. However, the overall satisfaction with tap water has decreased slightly since the 2010 VOC Research.

Satisfaction with Tap Water	2014 Satisfaction (Mean)		2010 Satisfaction (Mean)	2006 Satisfaction (Mean)
Water Safety	4.2		4.39	4.17
Overall quality of your tap water	4.0		4.31	4.03
Water smell	3.9		4.32	4.05
Water taste	3.8		4.30	3.88
Water hardness	3.7		3.83	3.68

2014: Satisfaction with tap water (4 or 5 rating on the five-point scale):

- Water safety 75% (rounded)
- Overall quality 73%
- Water smell 66%
- Water taste 63%
- Water hardness 58% (rounded)

2014 Satisfaction with Tap Water	Water Safety	Overall quality of the tap water	Water Smell	Water Taste	Water Hardness
5 = Very Satisfied	45%	36%	38%	31%	25%
4	30%	37%	28%	32%	32%
3 = Neutral	12%	18%	17%	19%	22%
2	4%	6%	8%	7%	6%
1 = Very Dissatisfied	4%	3%	5%	7%	6%
Mean	4.2	4.0	3.9	3.8	3.7



- A higher percentage of customers say they are using a water treatment device in 2014 (25%) compared with the 2010 research results (17%).
- In 2014, a much higher percentage of DMWW customers (38%) are using bottled water regularly for drinking than back in 2010 (17%).
 - Among the customers that use bottled water regularly for drinking (38%/151 of 400)...
 - 47% believe bottled water is safer to drink.
 - 31% say bottled water is not safer to drink than tap water
 - 22% of the respondents “don’t know” if bottled water is safer to drink.
 - The survey respondents mentioned the “taste, smell or color” of their tap water as primary reasons for drinking bottled water regularly or using a water filtration device to filter their tap water.

	2014 Percentage/Respondents	2010 Percentage/Counts
• Taste of the tap water	34% (75)	38% (170) (Included taste smell and color)
• Smell of the tap water	14% (31)	
• Local water safety concerns/tap water is not safe to drink	13% (28)	17% (77)
• Convenience of bottled water	15% (32)	14% (65)
• Color of the tap water	1% (3)	
• Recommendation of health care provider	2% (5)	4% (19)
• Media coverage about water quality issues	<.05% (1)	7% (30)

- Overall, customers are satisfied with the water availability from DMWW.
 - The majority (84%) of the customers have experienced no water outage in the past 12 months.

Satisfaction with water availability	2014 (All 400 survey respondents)		2010 (Customers who had experienced an outage)	2006 (Customers who had experienced an outage)
1 = Very Dissatisfied	2 1%		NA	NA
2	4 1%		NA	NA
3 = Neutral	24 6%		NA	NA
4	80 20%		NA	NA
5 = Very Satisfied	290 73%		NA	NA
Mean	4.6		4.10	4.28



- Overall, 26% of the customers contacted the Customer Service Contact Center in the past 12 months and among those customers, the majority is satisfied to some degree with the service they received.

	Satisfaction 4 or 5 Rating
• Professionalism	82%
• Clarity of the information provided	82%
• Office hours	78%
• Ability to solve your problem	81%
• Response time	75%
• Overall satisfaction with the Contact Center	79%
• Wait time on the telephone	76%

- With regard to in-home customer services, 6% of the customers required in-home customer service in the past 12 months and were satisfied with the service they received.

- DMWW customers are satisfied with their monthly billing statement.

	Satisfaction 4 or 5 Rating
• Easy to understand	91%
• Amount of information provided	89%
• Overall satisfaction with billing the statement	89%

- With regard to communications...

- Overall, 64% of customers are familiar with the H2O Line Newsletter and often read the newsletter (every month or most of the time).
- The majority (74%) of customers have not visited the DMWW website in the past six months.
 - Among the visitors to the website (26%/104 of 400), 61% were making a payment.
- Among all customers surveyed, 30% have created an Online Account on the DMWW website and say they had little to no difficulty with the process to create their account online.

- Des Moines Water Works Parks...

- The majority of customers have visited Water Works Park or Maffitt Reservoir.
- 62% (246 of 400) of the customers are aware of the redesign and renovation plans for Water Works Park.
 - Among the customers who are aware of the redesign plans, 70% are supportive of the plans.

- Surcharge to invest in watershed protection...

- More than half (53%) of the DMWW customers surveyed say they would support a \$1.00 surcharge added to their monthly water bill to invest in watershed protection.
 - Customers 35-54 years of age are more supportive of the \$1.00 surcharge than the younger or older residents.

— 18-34 years of age	41%
— 35-54 years of age	61%
— 55+ years of age	53%



**DES MOINES WATER WORKS (DMWW)
2014 VOICE OF THE CUSTOMER (VOC) RESEARCH
DETAILED FINDINGS – REVISED FINAL**

JUNE 9, 2014

The following report is a summarization of the research findings for the Des Moines Water Works 2014 Voice of the Customer Research.

A total of 400 DMWW customers participated in the 2014 VOC Research.

Perceptions of Des Moines Water Works

Q4. Other than a water provider, what are your overall perceptions of Des Moines Water Works?

What comes to mind when you think of Des Moines Water Works?

(Multiple responses accepted.)

(Base: 400)

The DMWW customers surveyed have diverse perceptions of Des Moines Water Works. When asked specifically *what comes to mind when you think of Des Moines Water Works*, 17% of the customers mentioned “water.”

Responses mentioned frequently:

	<u>Percentage/Total Respondents</u>
• Water	17% (66)
• All positive/good and great	16% (64)
• Provides quality water (clean and fresh)	13% (53)
• Water supplier	11% (44)
• Water Works Park	9% (37)
• Provides good/excellent service	7% (28)
• All positive/okay service	7% (26)
• Expensive/high priced	6% (25)
• Have had no problems with DMWW	6% (24)
• Trash/garbage service	6% (22)
• Reliable/dependable	5% (21)
• Sewers	4% (16)
• Do not like the taste of the water	4% (16)
• Lots of chemicals are added to the water	3% (13)
• Poor quality water(not good/could be cleaner)	3% (13)
• Nice parks	3% (12)
• Water treatment/purification	3% (12)
• The water bill	3% (11)
• Bill Stowe (good image/runs things well)	2% (9)
• Recycling	2% (8)
• Flood of '93/flood of '93 shut them down	2% (8)
• Helpful/they take care of us/fix problems	2% (8)
• Don't know	2% (7)



**Q5. What do you like about Des Moines Water Works?
What does Des Moines Water Works do well?**

(Multiple responses accepted.)

(Base: 400)

Overall, the DMWW customers are pleased with Des Moines Water Works. With regard to what DMWW does well, 21 % of the customers mentioned that DMWW provides “good/clean/safe water.”

Responses mentioned frequently:

	<u>Percentage/Total Respondents</u>
• Provides good/clean/safe water	21 % (82)
• Provide my water	13 % (50)
• Keep the water flowing/always available	12 % (48)
• Good service/good customer service	11 % (44)
• Never had a problem/no complaints	8 % (31)
• Keep people informed/send out information	7 % (28)
• They are prompt/quick to fix problems	7 % (26)
• Overall they do a good job (non-specified)	5 % (19)
• Reasonable/low cost	4 % (16)
• Take care of the water (monitor/test/purify)	4 % (16)
• Like the billing	4 % (14)
• Polite and helpful employees	3 % (12)
• Maintain nice parks	3 % (10)
• Reliable/dependable water service	2 % (9)
• Good water pressure	2 % (6)
• Online payments	2 % (6)
• Pick up the trash/garbage	2 % (6)
• Offer insurance for the water lines	2 % (6)
• Don't know	7 % (26)

**Q6. What do you dislike about Des Moines Water Works?
What could be changed or improved?**

(Multiple responses accepted.)

(Base: 400)

Although 14% of the customers suggested “lowering the price they pay for water,” overall, more than 50% of the customers offered no changes or improvements or said they “don’t know” what could be changed.

Responses mentioned frequently:

	<u>Percentage/Total Respondents</u>
• None/no changes	31 % (123)
• Don't know	21 % (84)
• Lower the price/it's expensive	14 % (57)
• The water <u>tastes bad</u> (like chlorine)	7 % (28)
• The water has <u>too many chemicals</u> chlorine/bleach	4 % (17)
• Quality of the water could be better	2 % (9)
• The water <u>smells bad</u> /like chlorine	2 % (7)
• Customer service should be friendlier/more helpful	2 % (7)
• More timely notifications	2 % (7)



Tap Water Usage/Tap Water Quality

Q7. How satisfied are you with your tap water?

(Scale: Five-point scale where "1" is very dissatisfied; "5" is very satisfied.)

(Base: 400)

Water safety and water quality are important to customers.

Overall, satisfaction with tap water in 2014 – safety, smell, taste, hardness and overall quality – decreased slightly since 2010.

Satisfaction with Tap Water	2014 Satisfaction (Mean)		2010 Satisfaction (Mean)	2006 Satisfaction (Mean)
Water safety	4.2		4.39	4.17
Overall quality of your tap water	4.0		4.31	4.03
Water smell	3.9		4.32	4.05
Water taste	3.8		4.30	3.88
Water hardness	3.7		3.83	3.68

Satisfaction with tap water (4 or 5 on the five-point scale):

	<u>2014</u>	<u>2010</u>
• Water safety	75%	86%
• Overall quality	73%	85%
• Water smell	66%	84%
• Water taste	63%	83%
• Water hardness	58% (rounded)	66%

Satisfaction with Tap Water	Water Safety		Overall quality of the tap water		Water Smell		Water Taste		Water Hardness	
	2014	2010	2014	2010	2014	2010	2014	2010	2014	2010
5 = Very Satisfied	45%	58%	36%	51%	38%	54%	31%	55%	25%	32%
4	30%	27%	37%	33%	28%	29%	32%	28%	32%	34%
3 = Neutral	12%	10%	18%	12%	17%	12%	19%	12%	22%	24%
2	4%	3%	6%	3%	8%	3%	7%	4%	6%	6%
1 = Very Dissatisfied	4%	1%	3%	1%	5%	2%	7%	2%	6%	4%
Mean	4.2	4.39	4.0	4.31	3.9	4.32	3.8	4.30	3.7	3.83



Q8. I'm going to read a list of statements, please tell me if the statement applies to your household.

(Base: 400)

	2014 Percentage/Respondents	2010 Percentage/Counts
• Tap water is used for drinking (<i>No filtration device is used.</i>)	67% (268)	61% (626)
• A water treatment device (home filtration) is used before drinking tap water.	25% (98)	17% (174)
• Bottled water is used <u>regularly</u> for drinking.	38% (151)	17% (171)
• A water softener is used in the home.	12% (49)	5% (54)
✓ In 2014, a higher percentage of customers are using a water treatment device (25%) than in 2010 (17%).		
✓ In 2014, a much higher percentage of DMWW customers (38%) are using bottled water <u>regularly for drinking</u> than in 2010 (17%).		

Q9. Why do you drink bottled water regularly and/or use a water filtration device to filter your tap water?

(Base: 219 total respondents)

Overall, 49% of the survey respondents mentioned the “taste, smell or color” of the tap water as primary reasons for drinking bottled water regularly or using a water filtration device to filter their tap water.

	2014 Percentage/Respondents	2010 Percentage/Counts
• Taste of the tap water	34% (75)	38% (170) (Included taste smell and color)
• Smell of the tap water	14% (31)	
• Local water safety concerns/tap water is not safe to drink	13% (28)	17% (77)
• Convenience of bottled water	15% (32)	14% (65)
• Color of the tap water	1% (3)	
• Recommendation of health care provider	2% (5)	4% (19)
• Media coverage about water quality issues	<.05% (1)	7% (30)
• Other specified responses (See the Appendix)	42% (91)	20% (92)

**Q10. Is bottled water safer to drink than your tap water?**

(Base: 400)

Among the customers surveyed, 56% believe that bottled water is **not safer to drink** than their tap water.

- 25% say that bottled water is safer to drink.
- 20% of the survey respondents said they “don’t know” if bottled water is safer to drink than their tap water.

Of the customers that use bottled water regularly for drinking...

- 47% believe bottled water is safer
- 31% say bottled water is **not safer** to drink than tap water
- 22% of the respondents “don’t know” if bottled water is safer to drink.

Is bottled water safer to drink than tap water?	Total 400 100%	Age *			Bottled water used regularly for drinking	
		18-34 69 100%	35-54 119 100%	55 + 204 100%	Yes 151 100%	No 249 100%
Yes	98 25%	23 33%	35 29%	38 19%	71 47%	27 11%
No	222 56%	35 51%	58 49%	124 61%	47 31%	175 70%
Don't know/ Not sure	80 20%	11 16%	26 22%	42 21%	33 22%	47 19%

* Note: Eight respondents refused to provide their age.

Why is bottled water safer to drink?

(Base: 98)

See the Appendix for the verbatim responses.



Water Availability/Uninterrupted Service

Q11. Overall, how satisfied are you with water availability from Des Moines Water Works?
(Scale: Five-point scale where "1" is very dissatisfied and "5" is very satisfied.)

(Base: 400)

Overall, 93% of the customers surveyed are satisfied (somewhat or very satisfied) with water availability from Des Moines Water Works.

	2014 Total 400 100%
Satisfaction with water availability	
1 = Very Dissatisfied	2 1%
2	4 1%
3 = Neutral	24 6%
4	80 20%
5 = Very Satisfied	290 73%
Mean	4.6

Q12a. Approximately how many water outages have you experienced in the past 12 months?

(Base: 400)

Although the majority (84%) of respondents have experienced no water outages in the past 12 months, 16% (65) of the customers experienced a water outage in the past 12 months.

2014 Water Outages/ Past 12 months	Total 400 100%	Account Group					
		DSM City 317 100%	Pleasant Hill City 19 100%	Polk County 20 100%	SE Polk 16 100%	Windsor Heights 13 100%	All others 15 100%
Zero/no water outages	335 84%	266 84%	18 95%	14 70%	15 94%	10 77%	12 80%
One outage	44 11%	34 11%	1 5%	3 15%	0	3 23%	3 20%
Two outages	12 3%	9 3%	0	3 15%	0	0	0
Three outages	6 2%	5 2%	0	0	1 6%	0	0
Four or more outages	1 <.05%	1 .05%	0	0	0	0	0
Other response -Don't recall -15+	2 1%	2 1%	0	0	0	0	0

How many water outages did you experience?

	2014 (65 respondents)	2010 (66 respondents)
• One outage	68% (44 of 65)	62% (41 of 66)
• Two outages	18% (12 of 65)	30% (20 of 66)
• Three outages	9% (6 of 65)	6% (4 of 66)
• Four or more outages	3% (2 of 65)	2% (1 of 66)
• Don't recall	1% (1 of 65)	



Q12b. How satisfied are you with the handling of the water outage(s)?

(Scale: Five-point scale where "1" is very dissatisfied and "5" is very satisfied.)

(Base: 65)

Among the 65 customers experiencing a water outage in the past 12 months, the majority of respondents were satisfied to some degree with the how the water outages were handled.

Note: customers were not as satisfied with the water quality when service was restored or the communication and notification of the water outage.

	Satisfaction 4 or 5 Rating	Dissatisfaction 1 or 2 Rating
• Length of time to restore your water service	77%	8%
• Water quality when service was restored	69%	13%
• Communication and notification of the water outage	62%	20%

Satisfaction with the handling of the water outage.	Mean	5 = Very Satisfied	4	3 = Neutral	2	1 = Very Dissatisfied
Length of time to restore your water service	4.1	28 43%	22 34%	8 12%	1 2%	4 6%
Water quality when service was restored	4.0	27 42%	18 28%	10 15%	7 11%	1 2%
Communication and notification of the water outage	3.7	26 40%	14 22%	11 17%	4 6%	9 14%

Satisfaction with the handling of the water outage.	Satisfaction Mean (65)	Account Group					
		DSM City (51)	Pleasant Hill City (1)	Polk County (6)	SE Polk (1)	Windsor Heights (3)	All others (3)
Length of time to restore your water service	4.1	4.2	4.0	3.8	1.0	4.3	4.0
Water quality when service was restored	4.0	4.1	4.0	3.5	2.0	4.3	3.3
Communication and notification of the water outage	3.7	3.7	5.0	3.5	1.0	3.7	4.0

Overall satisfaction ratings for the handling of water outages were higher in 2014 than in 2010 or 2006.

	<u>2014</u>	<u>2010</u>	<u>2006</u>
• Length of time to restore service	4.1	3.70	3.82
• Water quality when service was restored	4.0	3.72	3.87
• Communication and/or notification	3.7	3.09	3.45
• Overall satisfaction	4.6*	4.10*	4.28*

*** Note:**

- ✓ In 2014, all 400 customers surveyed responded to the overall satisfaction with "water availability" from DMWW."
- ✓ In 2006 and 2010, only customers who had experienced a water outage responded to the overall satisfaction with "DMWW's water availability/uninterrupted service."



Customer Service Contact Center

Q13. In the past 12 months, have you contacted the Customer Service Contact Center?

(Base: 400)

Although the majority of customers surveyed (73%) did not contact the Customer Service Contact Center in the past 12 months, 26% (105 of 400) of the customers had reason to contact Customer Service.

Contact with the Customer Service Contact Center/ Past 12 months	Total 400 100%	Account Group					
		DSM City 317 100%	Pleasant Hill City 19 100%	Polk County 20 100%	SE Polk 16 100%	Windsor Heights 13 100%	All others 15 100%
Yes	105 26%	85 27%	6 32%	3 15%	6 38%	3 23%	2 13%
No	290 73%	228 72%	13 68%	17 85%	10 63%	9 69%	13 87%
Don't know/not sure	5 1%	4 1%	0	0	0	1 8%	0

Contacted the Customer Service Contact Center (past 12 months)?

	<u>2014</u>	<u>2010</u>	<u>2006</u>
• Yes	26%	21%	29%
• No	73%	79%	71%

Q14a. How satisfied are you with the Customer Service Contact Center?

(Scale: *Five-point scale where "1" is very dissatisfied and "5" is very satisfied.*)

(Base: 105)

Among the customers who had contacted DMWW Customer Service, the majority of those customers overall were satisfied with the service they had received from the Customer Service Contact Center.

	Satisfaction 4 or 5 Rating
• Professionalism	82%
• Clarity of the information provided	82%
• Office hours	78%
• Ability to solve your problem	81%
• Response time	75%
• Overall satisfaction with the Contact Center	79%
• Wait time on the telephone	76%



Satisfaction with the Customer Service Contact Center	Mean (105)	5 = Very Satisfied	4	3 = Neutral	2	1 = Very Dissatisfied
Professionalism	4.3	64 61%	22 21%	10 10%	5 5%	4 4%
Clarity of the information provided	4.3	64 61%	22 21%	9 9%	7 7%	3 3%
Office hours	4.3	60 57%	22 21%	12 11%	5 5%	3 3%
Ability to solve your problem	4.3	66 63%	19 18%	5 5%	5 5%	7 7%
Response time	4.2	57 54%	22 21%	13 12%	4 4%	6 6%
Overall satisfaction with the Contact Center	4.2	56 53%	27 26%	11 10%	4 4%	7 7%
Wait time on the telephone	4.0	44 42%	36 34%	9 9%	6 6%	6 6%

Satisfaction with the Customer Service Contact Center.

*Note: The question was revised in 2014.

	<u>2014</u>	<u>2010</u>	<u>2006</u>
• Professionalism	4.3		
• Clarity of the information provided	4.3		
• Office hours	4.3		
• Ability to solve problems	4.3		
• Response time	4.2		
• Wait time on the phone	4.0		
• Overall satisfaction	4.2	4.01	4.17

2006 and 2010 – Satisfaction with the Customer Service Contact Center.

• Communications (professionalism, clarify of information, helpfulness, etc.)	4.08	4.11
• Methods and business practices (response time, number of steps, easy to understand, time spent, overall, convenience of office hours, etc.)	3.99	3.99

**Q14b. Why are you not as satisfied with the...***[If a "1" or "2" rating for any attribute at Q14a, customers were asked the follow-up questions.]***(Unaided. Multiple responses accepted.)**

- **Professionalism** **9% / 9 respondents**
 - Because I think they're dishonest.
 - They didn't care there was no gratitude for the call in that we were having problem. There was no graciousness in their voice, was like they were saying whatever was in their heads. They didn't care when there was a water main break and it was freezing. They didn't bother to contact the 30 houses in the neighborhood that there was a break and it would not be fixed until the next day.
 - I don't know.
 - Because they push back and forth, one time I tried to setup my garbage collection and got different answers. No one knew what they were doing.
 - They didn't even come to check on the problem they told me to figure it out.
 - They do what they want to do. If I say something, they say I'll put you on hold then hang up on you.
 - The lady was very rude to me and very short.
 - They are short because they have a monopoly. They are not courteous and not ashamed to have the attitude, "You have to live it." They are not professional. Five years ago they were. The last three or four times I have called they have not been professional.
 - Because they didn't get back to me. Their attitude is basically "deal with it."
- **Clarity of the information provided** **10% / 10 respondents**
 - I don't know how truthful it was.
 - Because some people try to talk in big terms, they think they are explaining, but they are not really explaining.
 - They don't do anything. There is nothing that the Contact Center can do. There is no "We'll fix it", they just listen to you then hang up. That's all they do, they don't do anything.
 - You pay for the water.
 - Because they push back and forth, one time I tried to setup my garbage collection and got different answers. No one knew what they were doing.
 - There was no information provided, they told me to figure it out.
 - Because they don't give you any information.
 - She really had no answers for me just seemed like she wanted to get me off the phone.
 - The last two or three times I called about something, they could not answer my question. The representative could not answer my question. I really shouldn't have given a low score on this one, now that I think about it, any time I call when I have a question or concern, for the most part they have been able to answer my question. The last few times I've called they could not answer my question.
 - Because they talk down to the customers.
- **Response time** **10% / 10 respondents**
 - It takes forever to get a response
 - Because they couldn't acknowledge that they shut off the wrong place. Someone looked at the address numbers not the streets.
 - I don't know.



- I called on a Friday and they had to call me back and didn't get an answer till Monday.
 - There was no response.
 - When you call you have to wait to listen to a recorded message. If you're going to do what they have prerecorded, then you can't leave a message you won't get anything done.
 - Absolutely horrible I was on the phone for five hours on hold and then the phone hung up on me, and then called for another three hours and then finally got somebody.
 - Usually when you have to turn your stuff back on, it takes like nine hours.
 - They never responded back to me.
 - I'm on hold a lot of time.
- **Office hours** **8% / 8 respondents**
 - Because it always seems that when problems happen the office is always closed. Sometimes they are available to talk to and sometimes not. I called one day 5 minutes before closing I sat on hold for a long time for 10 minutes before someone picked up the phone and disconnected the call. I called back and got the message they were closed. It really sucks they are closed on weekends.
 - For one, most people work an 8 to 5 hour job and when you have a debit or credit card you can't pay it.
 - Just because they don't respond.
 - You can only call between certain hours, and the time you call to pay your bill when their system is down and they want to use your debit card to pay over the phone.
 - Because I need to get a hold of them in the evenings, you can't do that. You are out of luck.
 - I work 7-5:30 and when I call I only have very specific times to call. And once I get off work I can't call they're closed.
 - I have a lot of doctor appointments with my daughter, that it is hard to squeeze their office hours in with my time.
- **Ability to solve your problem** **11% / 12 respondents**
 - I had to solve the problem myself, they didn't solve it.
 - Because they just don't care they are making their money one way or the other.
 - The Secretary has no power to fix anything.
 - The other water utilities will work with me and water works will not.
 - They aren't flexible.
 - I don't know. I have a problem I call Water works.
 - My garbage never got fixed and had to wait till next week.
 - Because they still charge by pay phone.
 - They didn't solve the problem.
 - I really don't know what they are doing.
 - They basically didn't do anything. My neighbor found out my problem.
 - I don't know now.
- **Wait time on the telephone** **11% / 12 respondents**
 - Well, I have my cell phone and any time you have to wait it is not satisfying.
 - Because it takes forever.
 - I'm just impatient.
 - It was a long, long hold.
 - I don't know.



- The first time I waited, I waited over an hour and then they were closed.
 - It seems like we wait forever to get a hold of someone and when they finally answer they hang up. It's a long wait time. It seems like there is not enough help to answer everyone's questions.
 - I'm just rating them low.
 - Because it's too long.
 - Like I said I was on the phone for hours, on hold.
 - It's just a long hold.
 - It's a long time to wait on home.
- **Overall satisfaction with the Contact Center 10% / 11 respondents**
 - 25 years ago, I was very satisfied with and it's gone downhill from there and I'm not satisfied today.
 - Their lack of courtesy and poor attitudes.
 - Because they talk like they don't have a smile on their face. They are short.
 - They could be friendlier.
 - They just said it wasn't their problem it was mine so I came home from vacation to no water.
 - Everything I just said previously.
 - I can't pay my bill by phone.
 - That was the issue for you call them. They tell you, "nothing we can do." Pay your bill or you are getting shut off. No help there what so ever, no call backs no nothing.
 - Because they only do what they want to do, when they want to, how they want to. They don't care what your problem is.
 - They're not courteous. Unprofessional.
 - Because I think they pass along the customers.

Q14c. Did the Customer Service Contact Center answer your question or resolve the problem on your first call?

(Base: 105)

Among the customers surveyed who had called the Customer Service Contact Center, the majority of the respondents (83%) indicated that their question or problem was resolved on the first call.

	2014	2010
	<u>Percentage/Respondents</u>	<u>Percentage/Counts</u>
• Yes	83% (87)	77% (123)
• No	16% (17)	23% (36)
• Don't know/don't recall	1% (1)	



In-Home Customer Service

Q15. In the past 12 months, have you required in-home customer service at your property or residence?

(Base: 400)

Nearly all (94%) of the customers surveyed did not require in-home customer service at their property or residence in the past 12 months.

Required In-Home Customer Service/ Past 12 months	Total 400 100%	Account Group					
		DSM City 317 100%	Pleasant Hill City 19 100%	Polk County 20 100%	SE Polk 16 100%	Windsor Heights 13 100%	All others 15 100%
Yes	23 6%	19 6%	0	2 10%	0	1 8%	1 7%
No	375 94%	297 94%	18 95%	18 90%	16 100%	12 92%	14 93%
Don't know/not sure	2 1%	1 <.05%	1 5%	0	0	0	0

Required in-home customer service (past 12 months)?

	2014	2010	2006
• Yes	6%	5%	7%
• No	94%	95%	93%

Q16a. How satisfied are you with the in-home customer service?

(Scale: *Five-point scale where "1" is very dissatisfied and "5" is very satisfied.*)

(Base: 23)

Among the 23 customers requiring in-home customer services, the majority were satisfied with DMWW in-home customer service.

	Satisfaction 4 or 5 Rating
• Professionalism	96%
• Clarity of the information provided	87%
• Service hours	87%
• Overall satisfaction with in-home customer service	78%
• Ability to solve the service issue	78%
• Response time	78%

Satisfaction with In-Home Customer Service	Mean (23)	5 = Very Satisfied	4	3 = Neutral	2	1 = Very Dissatisfied
Professionalism	4.7	19 83%	3 13%	0	0	1 4%
Clarity of the information provided	4.6	18 78%	2 9%	2 9%	0	1 4%
Overall satisfaction with in-home customer service	4.5	18 78%	0	4 17%	1 4%	0
Ability to solve the service issue	4.5	18 78%	0	2 9%	2 9%	0
Service hours	4.4	15 65%	5 22%	1 4%	1 4%	1 4%
Response time	4.3	16 70%	2 9%	2 9%	2 9%	1 4%



Satisfaction with the In-Home Customer Service.

*Note: The question was revised in 2014.

	<u>2014</u>	<u>2010</u>	<u>2006</u>
• Professionalism	4.7		
• Clarity of the information provided	4.6		
• Ability to solve the service issue	4.5		
• Service hours	4.4		
• Response time	4.3		
• Overall satisfaction	4.5	4.27	3.97

2006 and 2010 – Satisfaction with the In-Home Customer Service.

• Communications (professionalism, clarify of information, helpfulness, etc.)	4.32	4.03
• Methods and business practices (response time, number of steps, easy to understand, time spent, overall, convenience of hours, etc.)	4.15	4.16

Q16b. Why are you not as satisfied with the...

[If a “1” or “2” rating for any attribute at Q16a, customers were asked the follow-up questions.]
(Unaided. Multiple responses accepted.)

- **Professionalism** **4% / 1 respondent**
 - I don't know.
- **Clarity of the information provided** **4% / 1 respondent**
 - No response.
- **Response time** **13% / 3 respondents**
 - Because they couldn't find me on the GPS and I'm located one mile from where they are.
 - Took over a month to get problem resolved.
 - No response
- **Service hours** **9% / 2 respondents**
 - They are okay on the service hours.
 - They kept on putting people in front of me.



- **Ability to solve your service issue** **9% / 2 respondents**
 - He came out and he didn't know what was wrong and said he would call within twenty-four hours and never called back.
 - No response.
- **Overall satisfaction with in-home customer service** **4% / 1 respondent**
 - No response

Q16c. Did Des Moines Water Works take care of the service issue to your satisfaction on the first visit?

(Base: 23)

Among the customers surveyed who required in-home customer service, the majority (91 %) of the respondents indicated that their service issue was resolved to their satisfaction on the first visit.

	2014	2010
	<u>Percentage/Respondents</u>	<u>Percentage/Counts</u>
• Yes	91% (21)	73% (24)
• No *	4% (1)	27% (9)
<i>(*Two additional visits were required to resolve the service issue.)</i>		
• Don't know/don't recall	4% (1)	

DMWW Billing Statements/Payment Options

Q17a. Do you receive an electronic statement from DMWW?

(Base: 400)

Among the customers surveyed, 30% (118 of 400) of the respondents receive an electronic statement from DMWW.

	<u>Percentage/Respondents</u>
• Yes	30% (118)
• No	69% (276)
• Don't know	2% (6)

Receive an Electronic Statement/Age Segments:

• 18-34	35% (24)
• 35-54	29% (34)
• 55 +	28% (58)

Why don't you receive an electronic statement?
(Unaided. Multiple responses accepted.)

(Base: 276)

• I prefer to receive paper statements	34% (93 responses)
• I don't have access to a computer	13% (35 responses)
• I'm not comfortable using a computer/email	5% (15 responses)
• I didn't know DMWW offered electronic statements	3% (9 responses)
• Other responses (see the Appendix)	46% (128 responses)

**Q18. How satisfied are you with your monthly billing statement?***(Scale: Five-point scale where "1" is very dissatisfied and "5" is very satisfied.)*

(Base: 400)

The majority of customers are satisfied (somewhat or very satisfied) with their monthly billing statement from DMWW.

	Satisfaction 4 or 5 Rating
• Easy to understand	91%
• Amount of information provided	89%
• Overall satisfaction with billing the statement	89%

Satisfaction with Monthly Billing Statement	Mean (400)	5 = Very Satisfied	4	3 = Neutral	2	1 = Very Dissatisfied
Easy to understand	4.6	268 67%	94 24%	32 8%	4 1%	2 1%
Amount of information provided	4.5	260 65%	97 24%	35 9%	5 1%	3 1%
Overall satisfaction with the billing statement	4.5	261 65%	95 24%	32 8%	5 1%	7 2%

Satisfaction with the monthly billing statement.

	2014	2010	2006
• Easy to understand/clarity	4.6	4.38	4.33
• Amount of information	4.5	4.35	4.30
• Overall satisfaction	4.5	4.28	4.13

Q19. Are there additional billing or payment options Des Moines Water Works could offer to improve our service to you?

(Base: 400)

When asked specifically about additional billing or payment options that DMWW could offer to improve service to customers, overall, 68% of the respondents said "none/no other types of billing or payment options."

Responses mentioned frequently include:

	Percentage/Respondents
• None/no additional billing or payment options are necessary	68% (270)
• Don't know	9% (37)
• It's just fine/satisfied with current options	5% (18)
• Remove the fee for paying with a credit/debit card	3% (10)
• Budget billing	2% (6)
• Automatic payment billing	2% (6)
• Make online billing easier (payments/sign-up/ updating information)	1% (4)
• Ability to pay with a credit card over the phone	1% (4)
• Other responses (See the Appendix)	10% (39)



Communications

Q20. Excluding notifications pertaining to water outages, how do you prefer to receive general information from Des Moines Water Works? (Multiple responses accepted.)

(Base: 400)

With regard to receiving general information from Des Moines Water Works, 33% of the customers would prefer mail (USPS); whereas 21 % would prefer an email message.

	<u>Percentage/Respondents</u>
• Mail	33% (132)
• Email	21% (85)
• Informational message included on the billing statement	15% (60)
• Phone	13% (53)
• Newsletter (H2O Line) included with the paper billing statement	12% (49)
• News media	3% (13)
• Text message	3% (10)
• DMWW website	2% (8)
• Newsletter (H2O Line) included with the electronic billing statement	2% (6)
• Notice/Door hanger	1% (4)
• Direct mail notice separate from the bill	1% (2)
• Don't know	2% (6)

Q21a. Are you familiar with the H2O Line Newsletter?

(Base: 400)

Overall, 64% of the customers surveyed are familiar with the H2O Line Newsletter.

	<u>Percentage/Respondents</u>
• Yes	64% (256)
• No	36% (144)

Familiarity with the H2O Line Newsletter/Age Segments:

• 18-34	43% (30)
• 35-54	70% (83)
• 55+	67% (137)



Q21b. How often do you read the Newsletter? Would you say....

(Base: 256)

Among the respondents who are familiar with the H2O Line Newsletter, 66% say they read the Newsletter every month (34%) or most of the time (32%) – an increase of 13% from 2010.

	2014	2010
	<u>Percentage/Respondents</u>	<u>Percentage/Counts</u>
• Every month	34% (88)	18% (133)
• Most of the time	32% (82)	35% (260)
• Once or twice a year	26% (66)	23% (171)
• Never	8% (20)	24% (175)

Q21c. Why don't you read the H2O Line Newsletter?

[If "never," in Q21b, customers were asked the follow-up question.]

(Base: 20)

"No time" (40%) and "no interest" (25%) were frequently mentioned as reasons for never reading the H2O Line Newsletter.

Q22a. Overall, how satisfied are you with the H2O Line Newsletter?

(Scale: Five-point scale where "1" is very dissatisfied and "5" is very satisfied.)

(Base: 236)

The majority (79%) of customers who read the H2O Line Newsletter are satisfied with the newsletter.

Satisfaction with the H2O Line Newsletter	Total 236 (100%)	Gender		Age		
		Male 108 (100%)	Female 128 (100%)	18-34 27 (100%)	35-54 75 (100%)	55 + 129 (100%)
5 = Very Satisfied	115 49%	57 53%	58 45%	13 48%	36 48%	64 50%
4	71 30%	25 23%	46 36%	9 33%	20 27%	39 30%
3 = Neutral	45 19%	23 21%	22 17%	5 19%	17 23%	23 18%
2	3 1%	1 1%	2 2%	0	2 3%	1 1%
1 = Very Dissatisfied	2 1%	2 2%	0	0	0	2 2%
Mean	4.2	4.2	4.3	4.3	4.2	4.3

Overall satisfaction with the H2O Line Newsletter.

2014
Percentage/Respondents
4.2 (236)

2010
Percentage/Counts
4.01 (520)



Q22b. What do you like about the Newsletter?
(Open-ended. Multiple responses accepted.)

(Base: 236)

Among the customers who read the H2O Line Newsletter, 36% say the newsletter is "informative and provides good information."

Responses mentioned most frequently:

	<u>Percentage/Respondents</u>
• Informative/good information	36% (84)
• Keeps me up-to-date/informed/lets me know what's going on	19% (45)
• Information is provided about the water and the water quality	11% (27)
• Information about Water Works/what they are doing	11% (25)
• Information is provided about the community/upcoming events	8% (18)
• Learn about things I was not aware of	6% (14)
• Provides useful tips/hints	5% (11)
• Easy to read/easy to understand	3% (8)
• Short/concise/to the point	3% (8)
• Provides interesting information	3% (6)
• Provides a variety of topics	3% (6)
• Provides helpful information	2% (5)
• Like the graphics/colors	2% (5)
• Easily accessible	2% (5)
• Provides information I wouldn't necessarily get elsewhere	2% (4)
• I like to read it	2% (4)
• Don't know	4% (10)

Q22c. What do you dislike, if anything, about the Newsletter?
(Open-ended. Multiple responses accepted.)

(Base: 236)

The majority (79%) of customers who read the H2O Line Newsletter have no dislikes about the newsletter.

Responses mentioned most frequently:

	<u>Percentage/Respondents</u>
• None/no dislikes	79% (187)
• Don't know	9% (21)
• Too lengthy/detailed/too wordy	1% (3)
• It isn't really necessary/I don't need it	1% (3)
• It's not necessary to send every month	1% (2)
• Prefer to get the newsletter by email	1% (2)
• Misinformation/facts are not always correct	1% (2)
• Doesn't include all the information it should (non-specified)	1% (2)



Q23. Have you visited the Des Moines Water Works website (www.dmww.com) in the past six months?

(Base: 400)

The majority (74%) of customers surveyed have not visited the DMWW website in the past six months.

Among the visitors to the DMWW website (26%):

- A higher percentage of women (30%) than men (21%) visited the DMWW website.
- A higher percentage of customers 18-34 years of age (54%) than 35+ (20%) visited the DMWW website in the past six months.

Visited the DMWW website in the past six months	Total 400 (100%)	Gender		Age		
		Male 196 (100%)	Female 204 (100%)	18-34 69 (100%)	35-54 119 (100%)	55+ 204 (100%)
Yes	104 26%	42 21%	62 30%	37 54%	38 32%	28 14%
No	295 74%	153 78%	142 70%	32 46%	81 68%	175 86%
Not sure/don't recall	1 <.05%	1 1%	0	0	0	1 <.05%

Visited the DMWW website (past six months).

2014

Percentage/Respondents

- Yes 26% (104)
- **No 74% (295)**
- Don't know/don't recall <.05% (1)

2010

Percentage/Counts

- 18% (132)
- 82% (600)**

Q24. Why did you visit the website (www.dmww.com)?

(Multiple responses accepted.)

(Base: 104)

Responses mentioned most frequently:

	2014 Percentage/Respondents	2010 Percentage/Counts
• Make a payment	61% (63)	31% (70)
• Review prior/current statements	7% (7)	22% (48)
• Review information on water quality/ read the Water Quality Report	5% (5)	5% (10)
• Review information on water outages	3% (3)	
• Service request	2% (2)	1% (0.4%)
• Des Moines Water Works contact information	2% (2)	11% (25)
• Employment information	2% (2)	2% (5)
• Create my online account	2% (2)	
• Locate information on water education	1% (1)	
• Information on Water Works Park/Maffitt Reservoir	1% (1)	5% (12)
• Read DMWW current news (home page)		5% (11)
• Locate information on water education		2% (5)
• Locate customer service information		8% (18)
• Other specified responses:	20% (21)	8% (18)



2014 other specified responses:

- Check to see if there was an issue with water pressure and how to fix it.
- Landlord information.
- Confirm the water treatment.
- Transfer the service online.
- Looking for alerts. Water quality problems.
- Getting tax information.
- To turn the water alert off.
- Can't remember why.
- Curiosity
- Water smelled like chlorine.
- See what it looked like.
- Get information on my rental properties.
- To re-establish recurring billing.
- The list of recyclables.
- Out of courtesy.
- Look for a telephone number.
- Look at statement.
- I signed up for an automatic debit.
- To look at my bills for the year.

Q25. Have you created an Online Account on the Des Moines Water Works website?

(Base: 398)

Overall, 30% of the DMWW customers surveyed created an Online Account on the DMWW website.

- A higher percentage of women (32%) than men (27%) created an Online Account.
- A higher percentage of customers 18-34 years of age (61%) than customers 35+ (24%) have created an Online Account.

Created an Online Account on the DMWW website	Total 398 (100%)	Gender		Age		
		Male 196 (100%)	Female 202 (100%)	18-34 67 (100%)	35-54 119 (100%)	55+ 204 (100%)
Yes	118 30%	53 27%	65 32%	41 61%	44 37%	32 16%
No	264 66%	133 68%	131 65%	24 36%	70 59%	164 80%
Not sure/don't recall	16 4%	10 5%	6 3%	2 3%	5 4%	8 4%

Why have you not created an Online Account?

Responses mentioned most frequently:

	Percentage/Respondents
• I don't have or use a computer	22% (59)
• No reason to set up the Online Account	16% (42)
• Don't use the Internet	7% (19)
• Prefer mail/paper billing	6% (17)
• Not interested	6% (15)



- Not very good with computers/don't do much with computers 5% (14)
- Wasn't aware it was available 5% (12)
- Haven't had time/too busy 3% (9)
- I don't like to make payments online 3% (7)
- Do not want to provide my information online 3% (7)
- It isn't safe to pay bills online 2% (4)
- Prefer to pay by check 2% (4)
- I use automatic payments/they take it directly from my checking account 2% (4)
- I had problems setting up my account/logging in 1% (3)

Q26. Using a five-point scale where "1" is very difficult and "5" is very easy.

How would you describe the ...

- ***Overall process to create your online account***
- ***Ease of navigation***
- ***Overall satisfaction with using the online account***

(Base: 120)

Among the customers who have created an Online Account on the DMWW website, more than 85% had little to no difficulty with the process to create their account and the overall ease of the navigation.

- | | |
|--|-----------------------|
| | Ease
4 or 5 Rating |
| • Overall satisfaction with using the online account | 87% |
| • Overall process to create the online account | 87% |
| • Ease of navigation | 85% |

Process and Ease of creating the Online Account	Mean (120)	5 = Very Easy	4	3 = Neutral	2	1 = Very Difficult
Overall satisfaction with using the online account	4.5	68 57%	36 30%	10 8%	1 1%	0
Overall process to create the online account	4.5	69 58%	35 29%	11 9%	1 1%	0
Ease of navigation	4.5	64 53%	38 32%	11 9%	0	0



Des Moines Water Works Parks

Q27. Have you ever visited Des Moines Water Works Parks – Water Works Park or Maffitt Reservoir?

(Multiple responses accepted.)

(Base: 400)

	2014	2010
	<u>Percentage/Respondents</u>	<u>Percentage/Counts</u>
• Water Works Park	80% (320)	85% (631)
• Maffitt Reservoir	32% (126)	44% (264)
• Never visited DMWW Parks	17% (68)	

Q28. Are you aware of the recently announced redesign and renovation plans for Water Works Park?

(Base: 400)

- 62% of the customers surveyed are aware of the recently announced redesign and renovation plans for Water Works Park.

Age segments:

- 18 – 34: 36%
- 35 – 54: 60%
- 55+: 71%
- 39% of the customers are not aware of the renovation plans for Water Works Park.

Q29. Are you supportive of the renovation plans for Water Works Park, creating Water Works Park into an education and recreation destination?

(Base: 246)

Among the customers who are aware of the renovation plans for Water Works Park...

- 70% of the DMWW customers surveyed are supportive of the renovation plans.
- Age segments:
- 18 – 34: 88%
 - 35 – 54: 80%
 - 55+: 61%
 - 20% are not supportive of the plans for Water Works Park.
 - 11% of the customers “don’t know,” saying they don’t know enough about the redesign of the park.



DMWW Value

Q30. Overall, how satisfied are you with the services provided by the following governmental and business entities?

(Scale: Use a five-point scale where "1" is very dissatisfied and "5" is very satisfied.)

(Base: 400)

Among the six governmental and business entities evaluated, in 2014, the customers surveyed rated their overall satisfaction with the services provided by DMWW higher (89%/very or somewhat satisfied) than the other five entities.

Note: In 2006 and 2010, DMWW maintained its second-place position behind Des Moines Fire Service.

Des Moines Water Works

Satisfaction Rating	2014 Count	2014 %		2010 Count	2010 %		2006 Count	2006 %
5 = Very Satisfied	263	66%		431	59%		253	51%
4 = Somewhat Satisfied	93	23%		239	33%		182	37%
Total	356	89%		670	91%		435	88%

Electricity

Satisfaction Rating	2014 Count	2014 %		2010 Count	2010 %		2006 Count	2006 %
5 = Very Satisfied	224	56%		316	44%		190	39%
4 = Somewhat Satisfied	113	28%		247	34%		174	36%
Total	337	84%		563	78%		364	74%

Des Moines Fire Service

Satisfaction Rating	2014 Count	2014 %		2010 Count	2010 %		2006 Count	2006 %
5 = Very Satisfied	286	72%		405	62%		249	56%
4 = Somewhat Satisfied	46	12%		216	33%		164	37%
Total	332	83%		621	94%		413	92%

Des Moines Trash Service

Satisfaction Rating	2014 Count	2014 %		2010 Count	2010 %		2006 Count	2006 %
5 = Very Satisfied	234	59%		342	47%		189	38%
4 = Somewhat Satisfied	82	21%		270	37%		173	35%
Total	316	79%		612	85%		362	73%

Des Moines Police Service

Satisfaction Rating	2014 Count	2014 %		2010 Count	2010 %		2006 Count	2006 %
5 = Very Satisfied	236	59%		344	50%		205	43%
4 = Somewhat Satisfied	76	19%		239	35%		171	36%
Total	312	78%		583	84%		376	79%



Primary Telephone

Satisfaction Rating	2014 Count	2014 %		2010 Count	2010 %		2006 Count	2006 %
5 = Very Satisfied	170	43%		196	29%		147	31%
4 = Somewhat Satisfied	87	22%		193	28%		155	33%
Total	257	64%		389	57%		302	64%

Governmental and business entities services – Mean Ratings

Entity	2014 Mean		2010 Mean		2006 Mean
Des Moines Water Works	4.5		4.49		4.39
Electricity	4.3		4.15		4.06
Des Moines fire services	4.7		4.55		4.47
Des Moines trash services	4.4		4.29		4.05
Des Moines police service	4.5		4.29		4.17
Primary telephone service	4.0		3.68		3.79

Q31. Are the following services you receive worth what you pay for them?
 (Scale: Five-point scale where “1” is not worth what I pay and “5” is well worth what I pay.)
 (Base: 400)

Among the five services evaluated, customers consider the DMWW services to be a better value than the other services evaluated.

	2014	2010
	(Top 2 box on the 5-point scale.)	
• Des Moines water service	82%	81%
• Trash/recycling service	77%	NA
• Electricity service	66%	71%
• Telephone service	48%	42%
• Satellite or cable service	35%	NA

Service	RATING					Mean
	5 = Well worth what I pay	4	3 = Neutral	2	1 = Not worth what I pay	
Des Moines water service	212 53%	114 29%	53 13%	10 3%	9 2%	4.3
Trash/recycling service	189 47%	120 30%	66 17%	10 3%	9 2%	4.2
Electricity service	132 33%	132 33%	93 23%	27 7%	10 3%	3.9
Telephone service	107 27%	86 22%	104 26%	51 13%	24 6%	3.5
Satellite or cable service	67 17%	74 19%	89 22%	54 14%	42 11%	3.2



Service Value – Mean Ratings

Service – worth what you pay for them	2014 Mean		2010 Mean		2006 Mean
Des Moines water service	4.3		4.25		4.16
Trash/recycling service	4.2		NA		NA
Electricity service	3.9		4.02		3.75
Telephone service	3.5		3.28		3.39
Satellite or cable service	3.2		NA		NA

Q32. I'm going to read a list of brief statements, please tell me whether you agree or disagree with each statement.

(Scale: Five-point scale where "1" is strongly disagree and "5" is strongly agree.)

(Base: 400)

4 or 5 on 5-point scale
Level of Agreement

	2014	2010
• Des Moines Water Works is a respected well-run water utility	85%	91%
• Des Moines Water Works is deserving of my loyalty as a customer	80%	85%
• Des Moines Water Works has an overall positive presence in the community	83%	87%
• Des Moines Water Works has a positive influence on environmental issues	77%	80%
• Des Moines Water Works is a financially responsible business entity	76%	84%

Agree/Disagree with the Statements	Mean (400)	5 = Strongly Agree	4	3 = Neutral	2	1 = Strongly Disagree
Des Moines Water Works is a respected well-run water utility	4.4	227 57%	111 28%	45 11%	9 2%	6 2%
Des Moines Water Works is deserving of my loyalty as a customer	4.3	223 56%	97 24%	44 11%	17 4%	13 3%
Des Moines Water Works has an overall positive presence in the community	4.3	224 56%	106 27%	43 11%	15 4%	6 2%
Des Moines Water Works has a positive influence on environmental issues	4.2	192 48%	116 29%	54 14%	17 4%	8 2%
Des Moines Water Works is a financially responsible business entity	4.2	199 50%	104 26%	54 14%	12 3%	9 2%

Agreement/Disagreement with the following statements – Mean Ratings

Agree/Disagree with the Statements	2014 Mean (400)		2010 Mean (721)
Des Moines Water Works is a respected well-run water utility	4.4		4.45
Des Moines Water Works is deserving of my loyalty as a customer	4.3		4.32
Des Moines Water Works has an overall positive presence in the community	4.3		4.35
Des Moines Water Works has a positive influence on environmental issues	4.2		4.21
Des Moines Water Works is a financially responsible business entity	4.2		4.28



Q33. Lastly, would you support a \$1.00 surcharge added to your monthly water bill to invest in watershed protection (protecting source waters)?

(Base: 400)

More than half (53%) of the DMWW customers surveyed say they would support a \$1.00 surcharge added to their monthly water bill to invest in watershed protection.

- Customers 35-54 years of age are more supportive of the \$1.00 surcharge than the younger or older residents.
 - 18-34 years of age 41%
 - **35-54 years of age 61%**
 - 55+ years of age 53%

Support Surcharge	Total 400 100%	Age			Account Group					
		18-34 69 100%	35-54 119 100%	55+ 204 100%	DSM City 317 100%	Pleasant Hill 19 100%	Polk County 20 100%	SE Polk 16 100%	Windsor Heights 13 100%	All others 15 100%
Yes	211 53%	28 41%	72 61%	108 53%	170 54%	9 47%	8 40%	8 50%	7 54%	9 60%
No	170 43%	40 58%	36 30%	89 44%	133 42%	9 47%	11 55%	7 44%	5 38%	5 33%
Don't know	19 5%	1 1%	11 9%	7 3%	14 4%	1 5%	1 5%	1 6%	1 8%	1 7%

Support surcharge/increase to your monthly water bill to invest in watershed protection.

*Note: The question was revised in 2014.

- ✓ 2014: **\$1.00 surcharge** added to your monthly water bill.
- ✓ 2010: **\$0.10 increase** in your monthly water bill.

	2014	2010
	<u>Percentage/Respondents</u>	<u>Percentage/Counts</u>
• Yes	53% (211)	82% (592)
• No	43% (170)	18% (134)
• Don't know	5% (19)	

Why wouldn't you support the monthly \$1.00 surcharge?

(Base: 170)

(See the Appendix for the verbatim responses.)

**Conclusion**

Des Moines Water Works (DMWW) is committed to delivering exceptional service to its customers. As part of that commitment, DMWW wants to ensure that customers are receiving superior customer service and support.

The 2014 Voice of the Customer (VOC) Research was conducted to assess current perceptions of Des Moines Water Works, specifically the top-of-mind perceptions of tap water quality, water availability and the customer experiences with Customer Service, as well as benchmark to the 2006 and 2010 VOC Research.

The information gathered provides statistical data that can be generalized to the entire population of DMWW customers and used for future planning and marketing purposes.