



2022 Lee's Summit Water Utility Customer Survey

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1,000 Cities
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been to help municipal governments
gather and use survey data to enhance
organizational performance.*



Purpose



To objectively assess customer satisfaction with the delivery of water/sewer services



To measure trends from previous surveys



To determine priorities for LSWU based on the survey results



To provide customers an opportunity to provide open-ended feedback on services

Customer Survey Methodology

Survey Description

- Five-page survey

Method of Administration

- By mail and online to random sample of households who receive LSWU water/sewer services
- Each survey took approximately 10-15 minutes to complete

Sample Size

- 629 completed surveys (Goal was 400 completed surveys)

Margin of Error

- +/- 3.9% at the 95% level of confidence

Bottom Line Up Front

Overall satisfaction with the delivery of services by LSWU is very high

- 82% of residents gave a positive response compared to only 3% who gave a dissatisfied response

LSWU continues to outperform the US and regional (KS/MO) averages for all comparable items

Top priorities for 2022 remain unchanged:

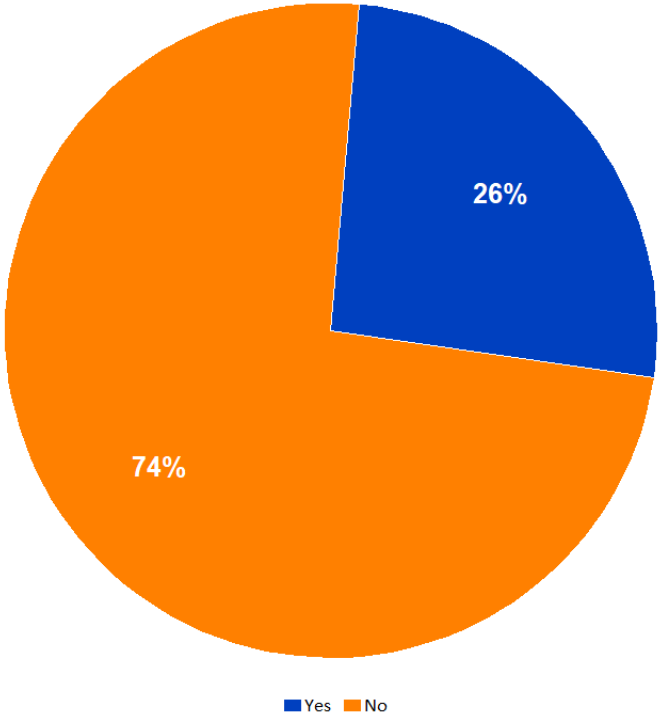
- Water service charges
- Safety of drinking water
- Sanitary sewer service charges
- How well WU plans for the future water and sanitary sewer needs of the City

Interactions with WU Staff

Interactions with WU Staff in Past Year

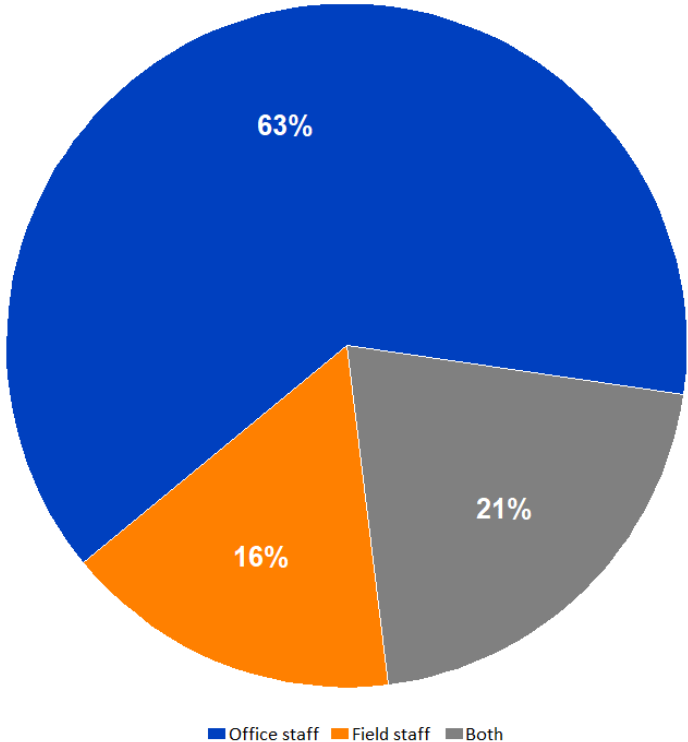
Q1. Have you had any interaction with Water Utility Department staff within the last two years?

by percentage of respondents



Q1a. Who was the contact with?

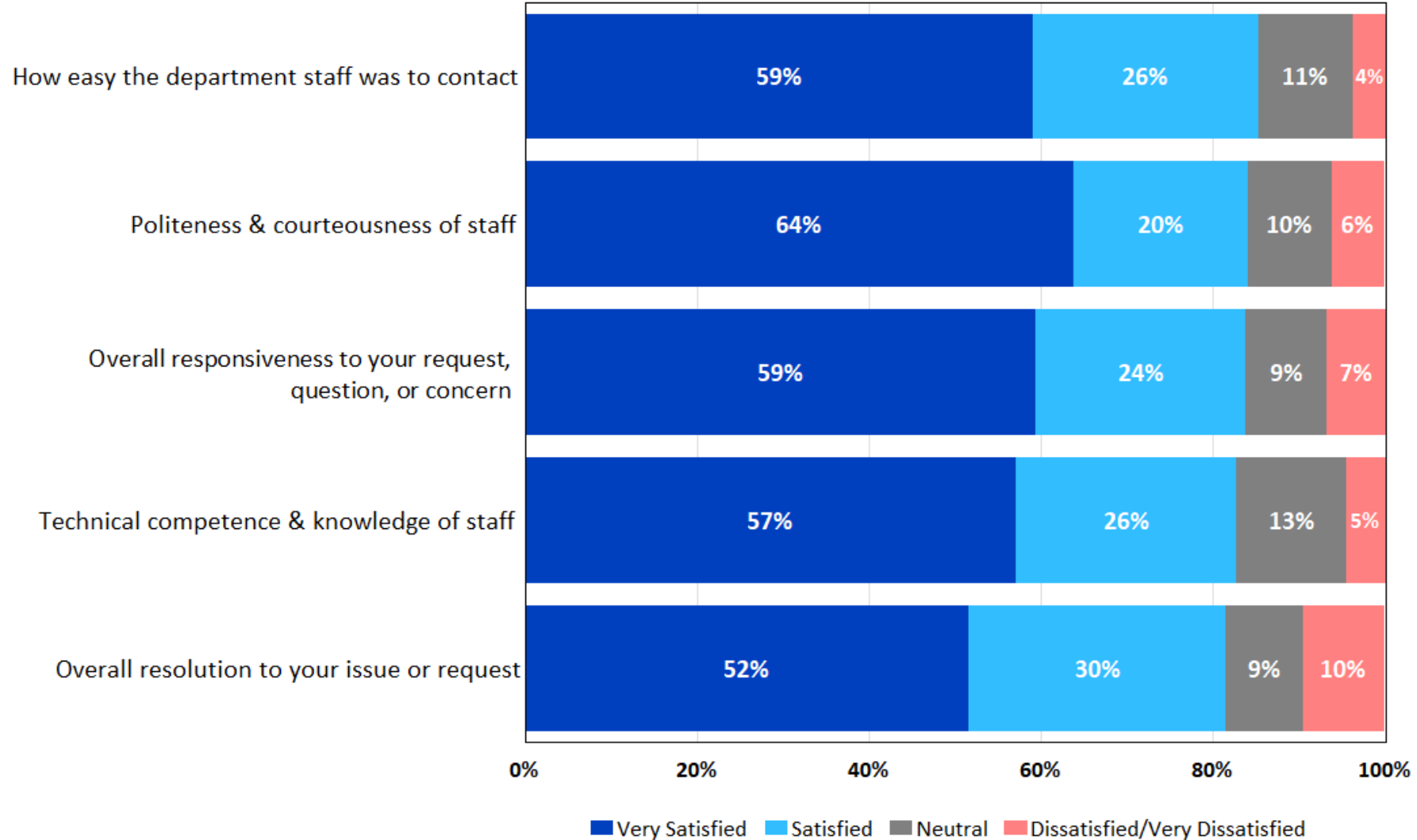
Percentage of respondents who had an interaction with Water Utility Department staff within the last two years



60% contacted LSWU by Phone, 21% had in-person contact with field staff, and 14% had in-person contact at WU office

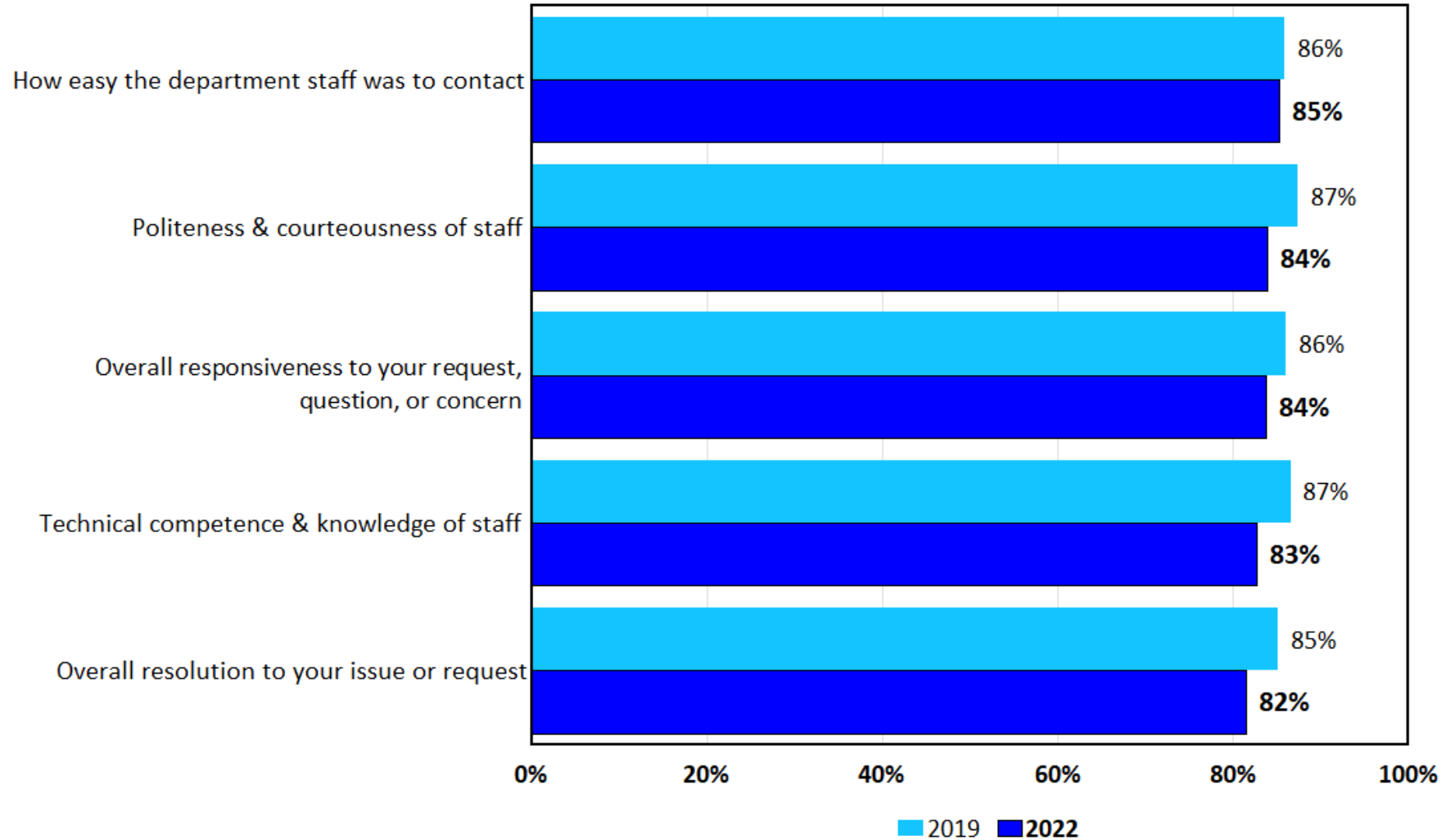
Q1d. Satisfaction with Customer Service Received from Water Utility Department Staff

by percentage of respondents who had an interaction with Water Utility Department staff within the last two years



TRENDS: Satisfaction with Customer Service Received from Water Utility Department Staff - 2019 vs. 2022

by percentage of respondents who had an interaction with Water Utility Department staff within the last two years and were “very satisfied” or “satisfied” with the item



2022 Water Utility Benchmarks

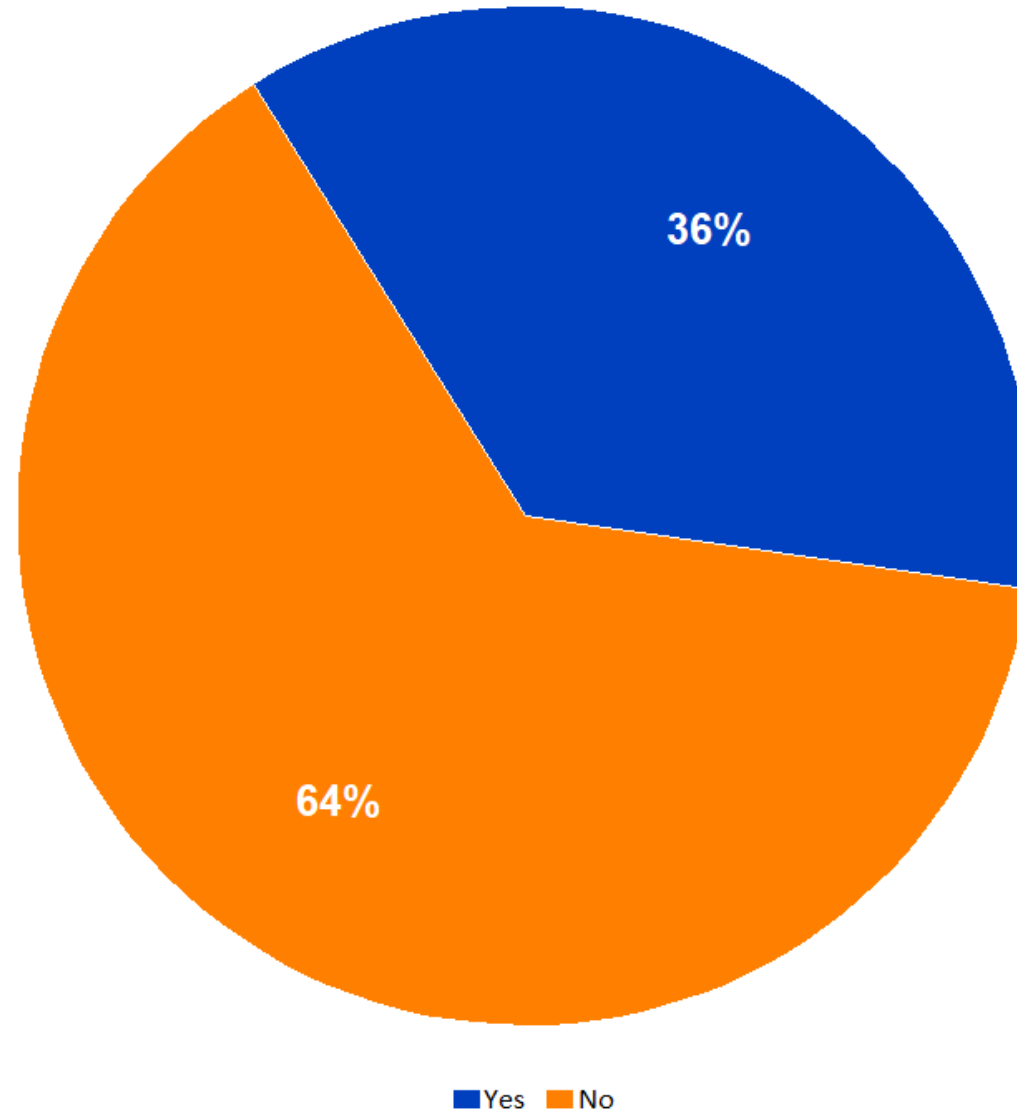
Percentages reflect the combined percentages for positive ratings of "very satisfied" and "satisfied"

Question	LSWU (Q1 2022)	US Average	KS/MO Average	WaterOne (Q1 2022)	KC Water (Q1 2022)	Mount Pleasant Waterworks (Q1 2022)
Clarity of drinking water	88% ↑	68%	77%	94%	80%	90%
Smell of drinking water	87% ↑	69%	75%	94%	84%	82%
Safety of drinking water	86% ↑	67%	79%	99%	-	80%
Taste of drinking water	83% ↑	64%	69%	92%	75%	79%
Water pressure	79% ↑	68%	78%	90%	83%	-
What you are charged for water	47% ↑	41%	46%	52%	40%	75%

Significantly Higher than US and KS/MO Average: ↑

Q2. Have you observed any Water Utility Department field staff within the last two years?

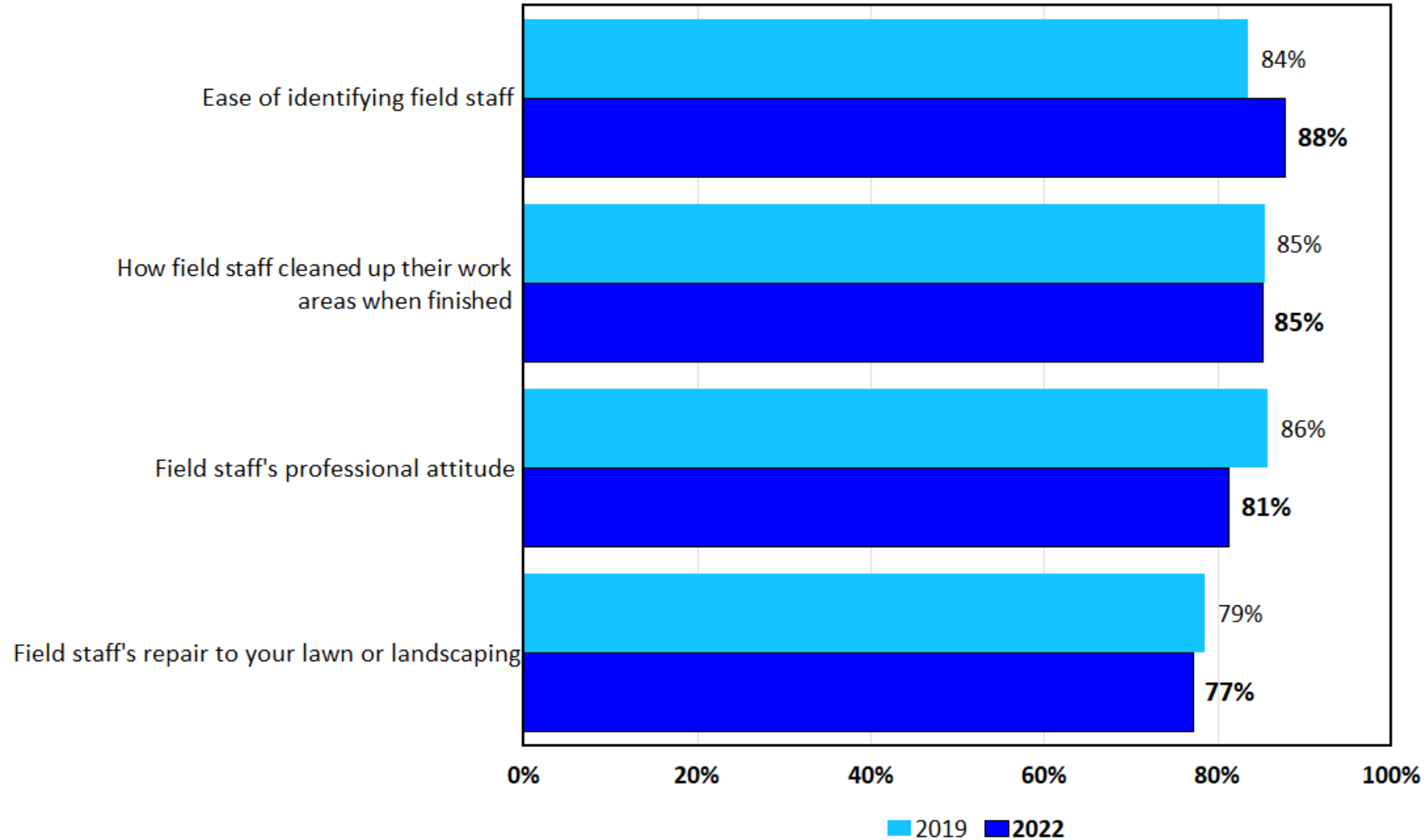
by percentage of respondents



JCPRD Ranked number 1 in satisfaction from a list of 25 services

TRENDS: Satisfaction with Recent Observations of Water Utility Department Field Staff - 2019 vs. 2022

by percentage of respondents who indicated they observed a Water Utility Department field staff member during the past two years and were “very satisfied” or “satisfied” with the item

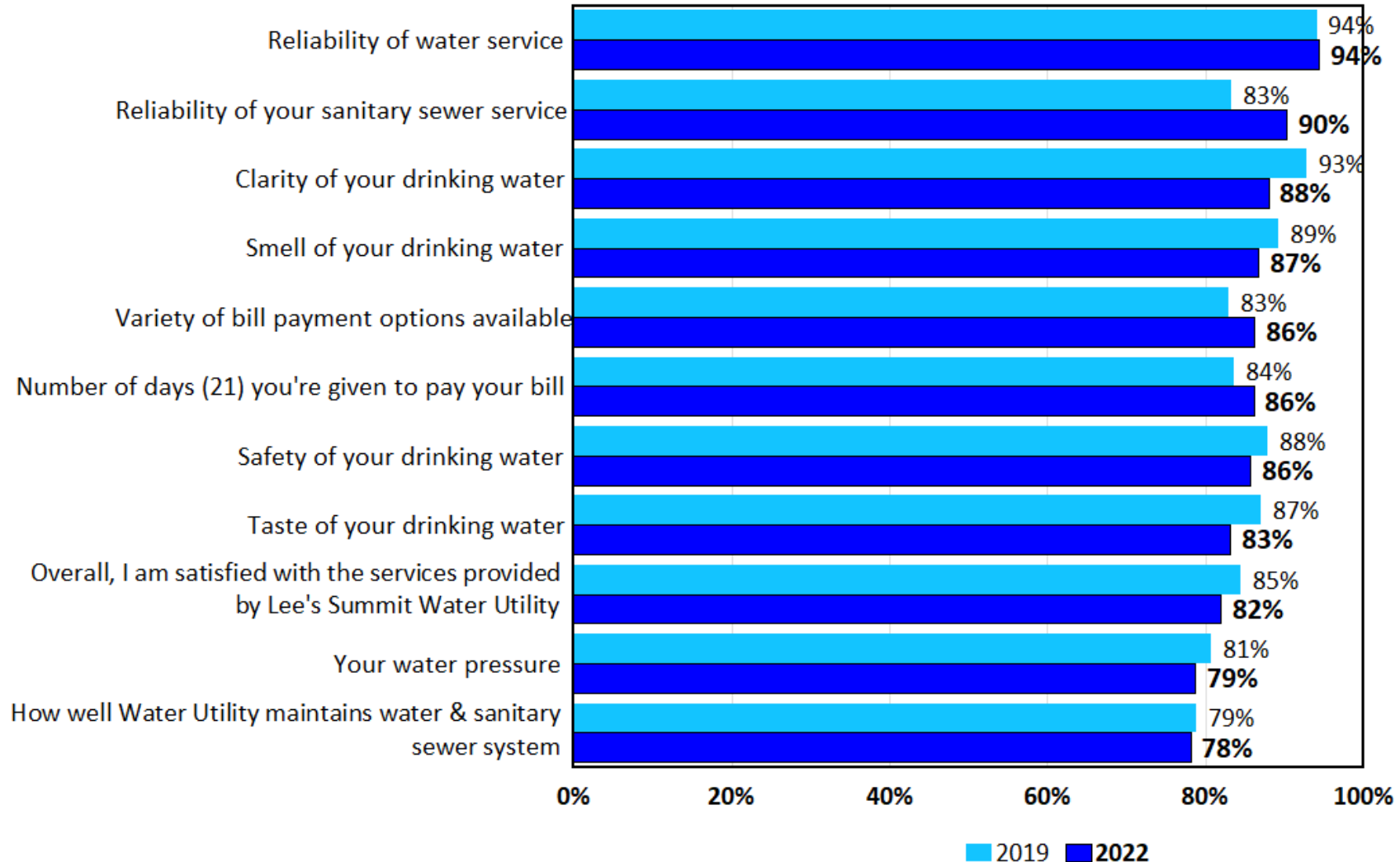


Perceptions

TRENDS: Satisfaction with Water Utility Department Services

2019 vs. 2022

by percentage of respondents who were "very satisfied" or "satisfied" with the item

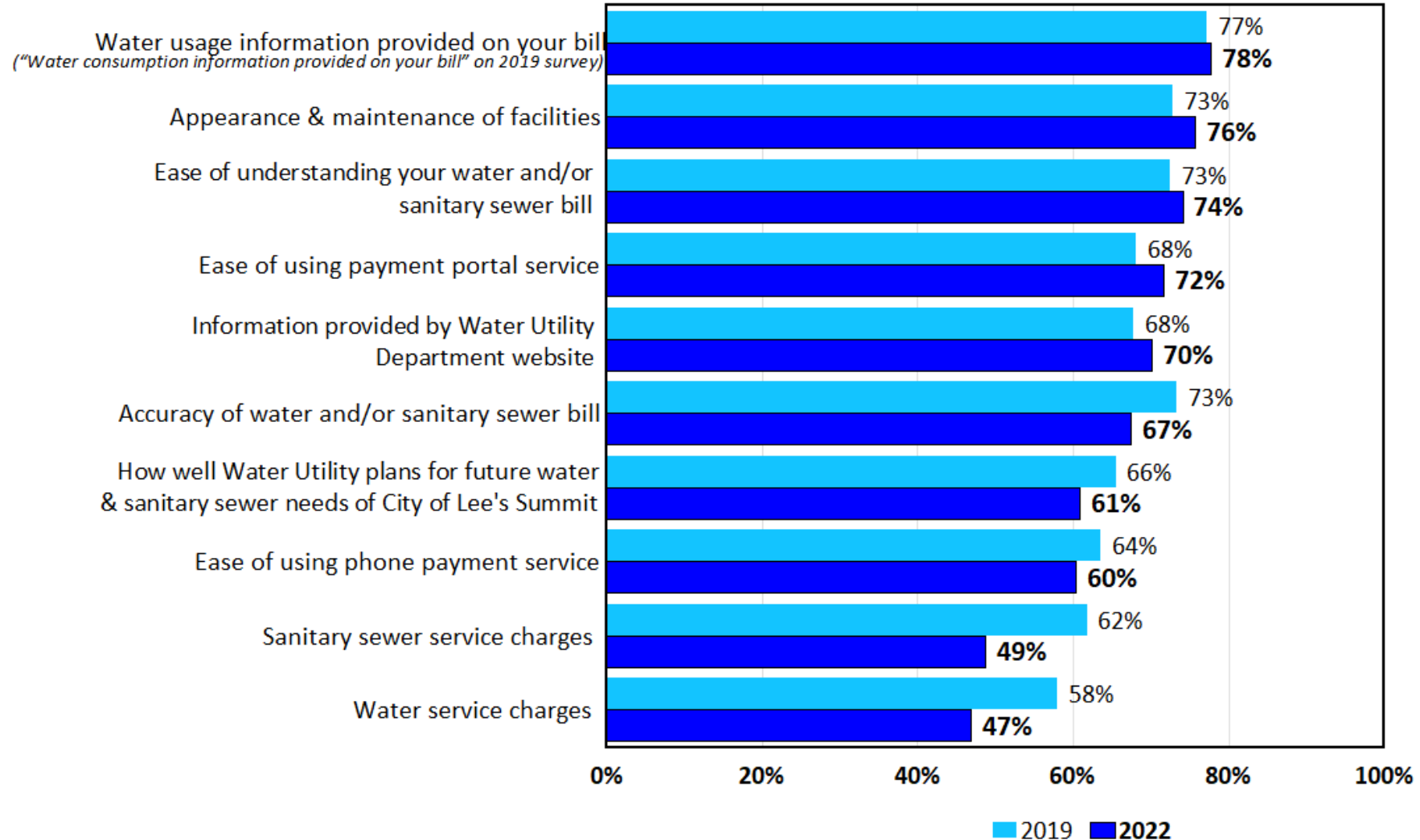


Overall ratings remained very high for all services rated

TRENDS: Satisfaction with Water Utility Department Services (Cont.)

2019 vs. 2022

by percentage of respondents who were "very satisfied" or "satisfied" with the item



The only two ratings that saw significant decreases are directly related to the fees charged for services

2022 Water Utility Benchmarks

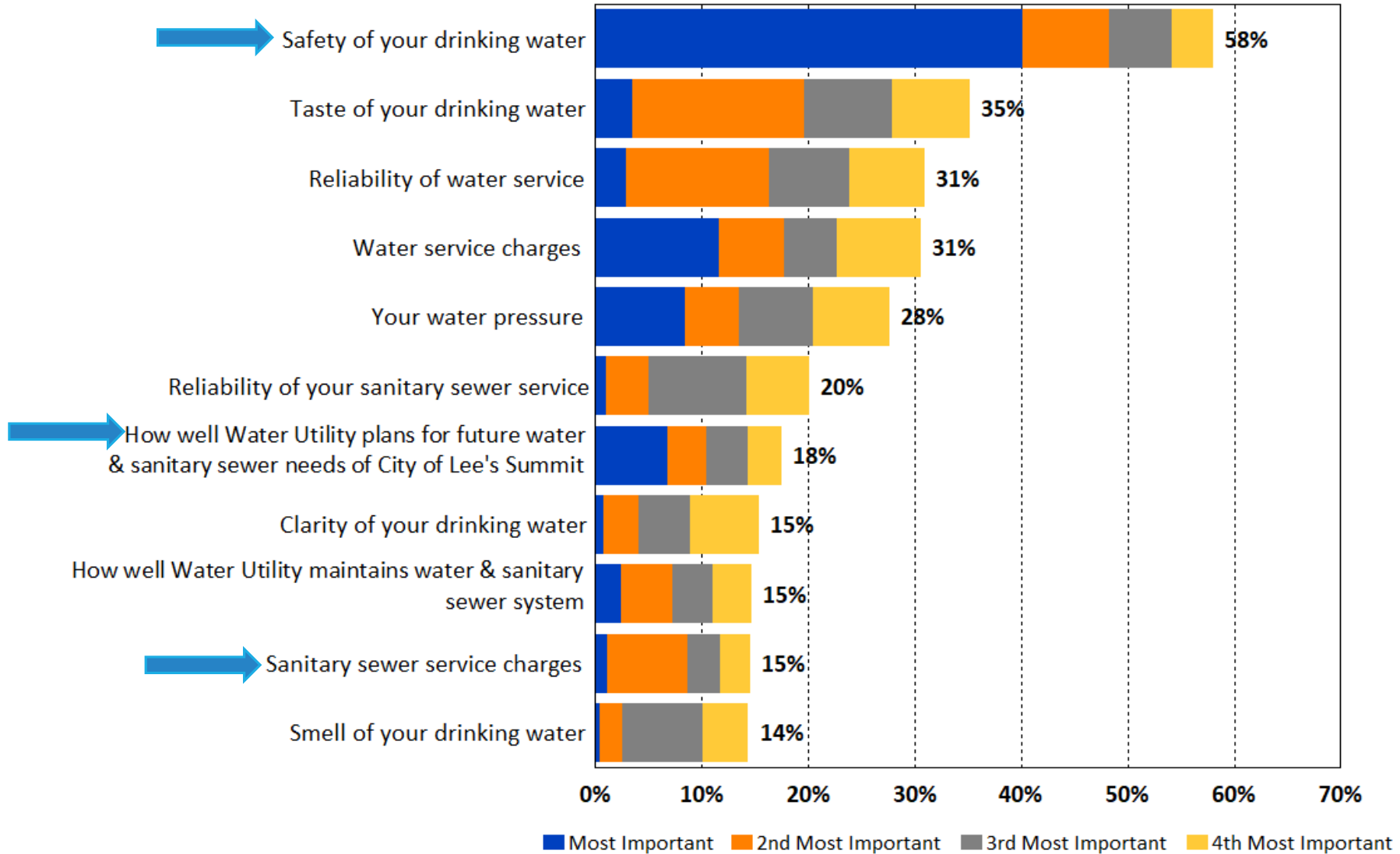
Percentages reflect the combined percentages for positive ratings of "very satisfied" and "satisfied"

Question	LSWU (Q1 2022)	US Average	KS/MO Average	WaterOne (Q1 2022)	KC Water (Q1 2022)	Mount Pleasant Waterworks (Q1 2022)
Overall satisfaction	82% ↑	54%	74%	95%	80%	88%
Water pressure	79% ↑	68%	78%	90%	83%	-
Safety of drinking water	86% ↑	67%	79%	99%	-	80%
Taste of drinking water	83% ↑	64%	69%	92%	75%	79%
Smell of drinking water	87% ↑	69%	75%	94%	84%	82%
Clarity of drinking water	88% ↑	68%	77%	94%	80%	90%
What you are charged for water	47% ↑	41%	46%	52%	40%	75%

Significantly Higher than US and KS/MO Average: ↑

Q8. Service Items Respondents Think Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the items as one of their top four choices



JCPRD Ranked number 1 in satisfaction from a list of 25 services

Importance-Satisfaction Rating

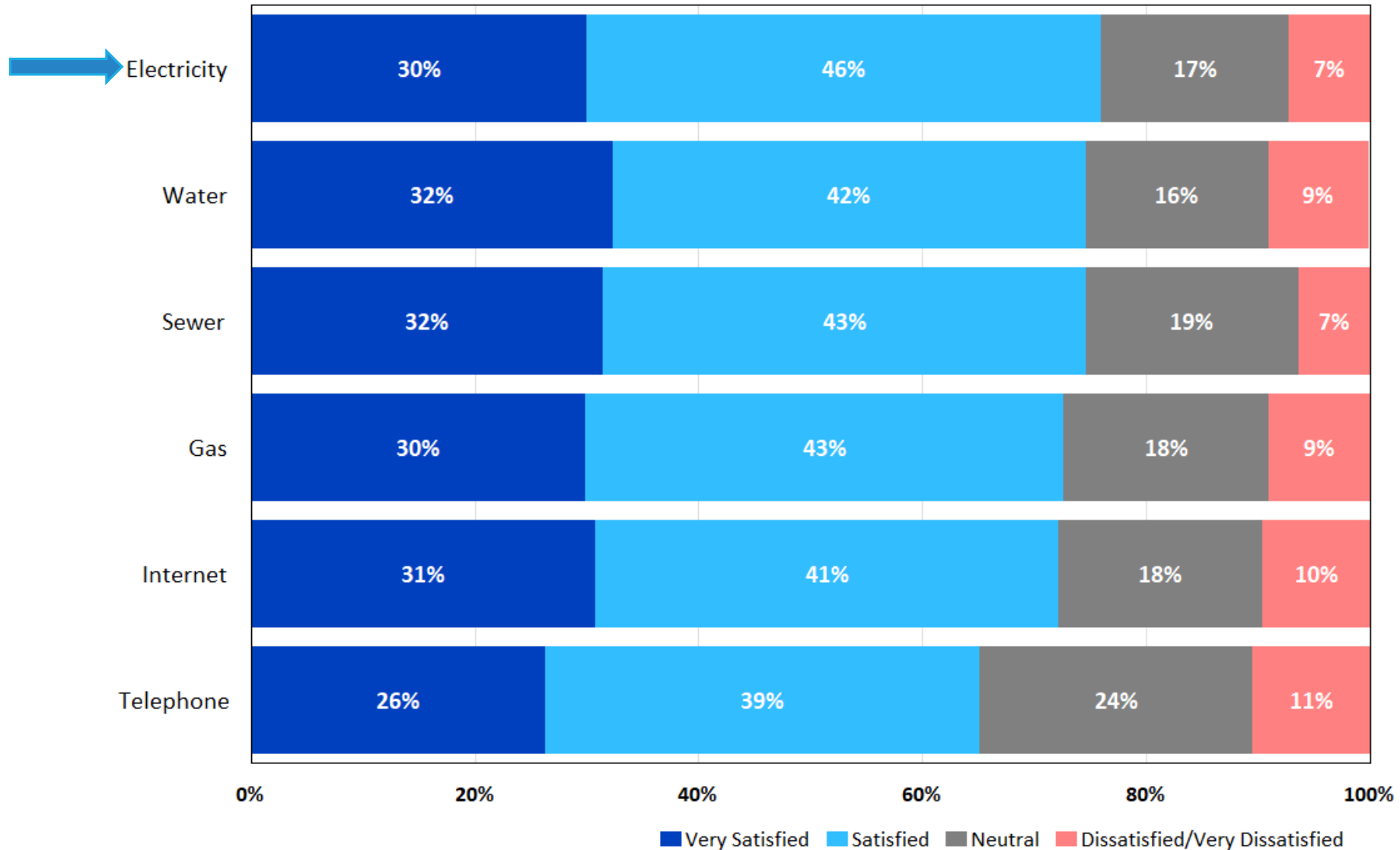
Lee's Summit Water Utility Survey

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 -.20)						
Water service charges	31%	4	47%	22	0.1625	1
Medium Priority (IS <.10)						
Safety of your drinking water	58%	1	86%	7	0.0829	2
Sanitary sewer service charges	15%	10	49%	21	0.0748	3
How well Water Utility plans for future water & sanitary sewer needs of City of Lee's Summit	18%	7	61%	19	0.0684	4
Taste of your drinking water	35%	2	83%	8	0.0595	5
Your water pressure	28%	5	79%	10	0.0590	6
How well Water Utility maintains water & sanitary sewer system	15%	9	78%	11	0.0322	7
Accuracy of water and/or sanitary sewer bill	7%	12	67%	18	0.0222	8
Reliability of your sanitary sewer service	20%	6	90%	2	0.0195	9
Smell of your drinking water	14%	11	87%	4	0.0192	10
Clarity of your drinking water	15%	8	88%	3	0.0185	11
Reliability of water service	31%	3	94%	1	0.0173	12
Overall, I am satisfied with the services provided by Lee's Summit Water Utility	7%	13	82%	9	0.0122	13
Ease of using payment portal service	4%	14	72%	16	0.0116	14
Information provided by Water Utility Department website	2%	19	70%	17	0.0066	15
Ease of understanding your water and/or sanitary sewer bill	3%	17	74%	15	0.0065	16
Water usage information provided on your bill	3%	16	78%	12	0.0060	17
Ease of using phone payment service	1%	22	60%	20	0.0055	18
Information provided about water/sewer services is easily accessible	2%	18	77%	13	0.0051	19
Variety of bill payment options available	4%	15	86%	5	0.0051	20
Appearance & maintenance of facilities	2%	21	76%	14	0.0039	21
Number of days (21) you're given to pay your bill	2%	20	86%	6	0.0026	22

Billing

Q5. Satisfaction with the Value Received From Each Utility Service

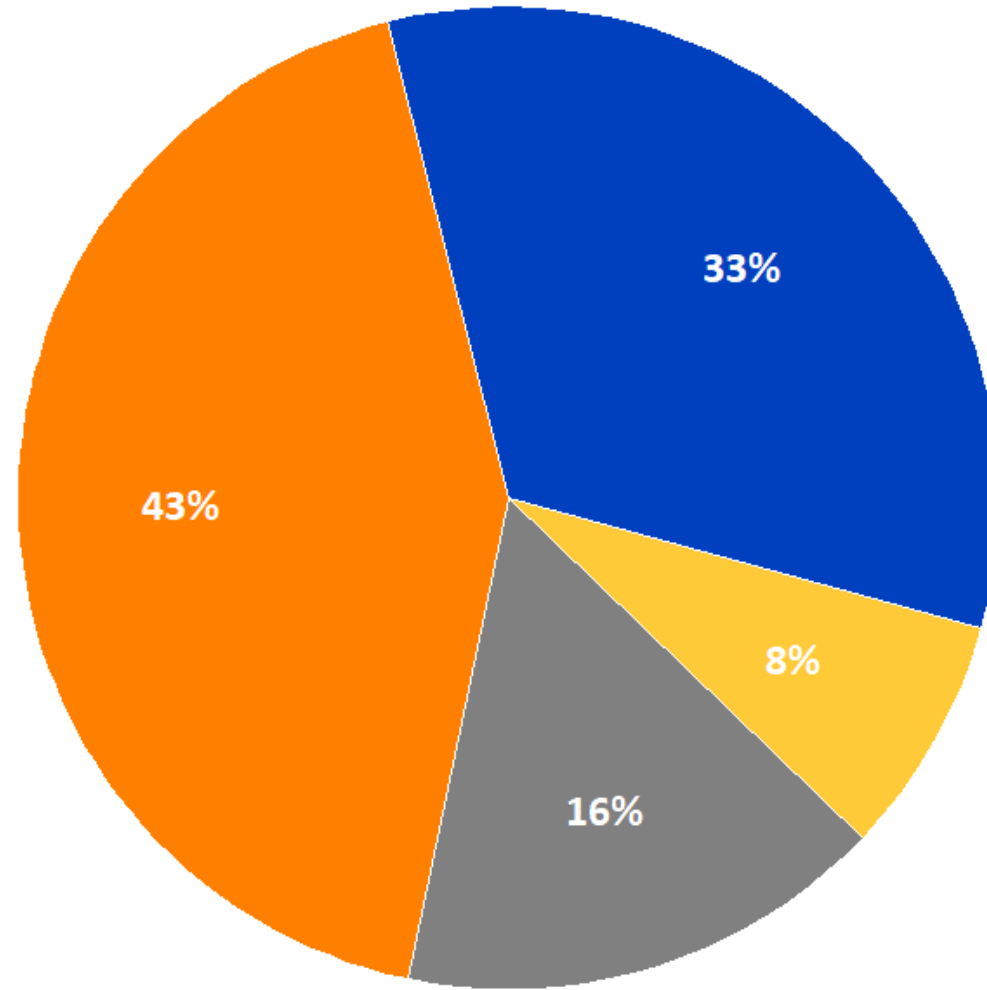
by percentage of respondents



Electricity would likely rate lower if the survey was conducted in July/August

Q11. Are you aware that Water Utilities offers electronic billing?

by percentage of respondents



■ Yes, I receive my bill electronically

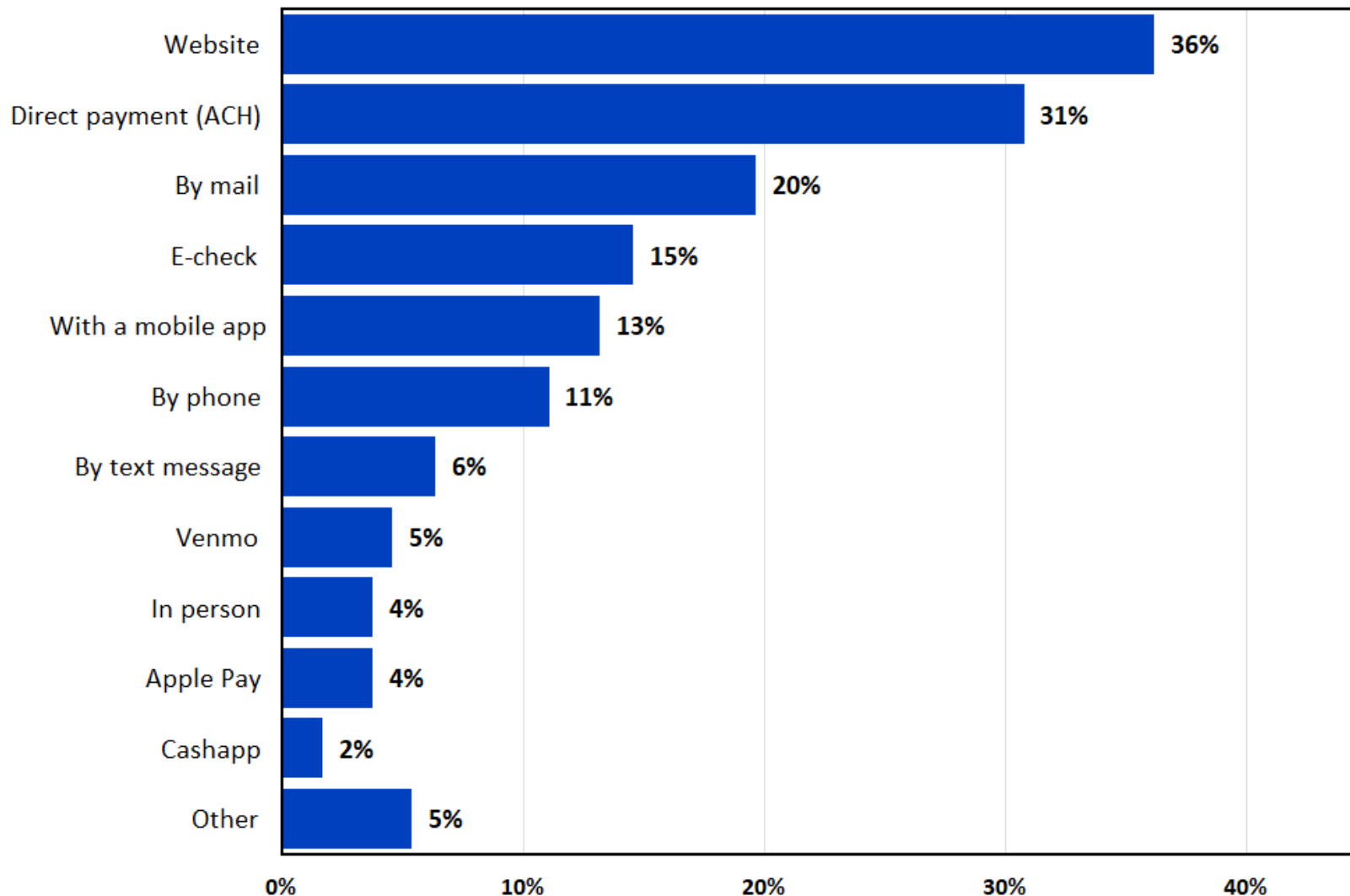
■ Yes, but I choose not to get an electronic bill

■ No, and I don't want to receive an electronic bill

■ No, but I would like to receive an electronic bill

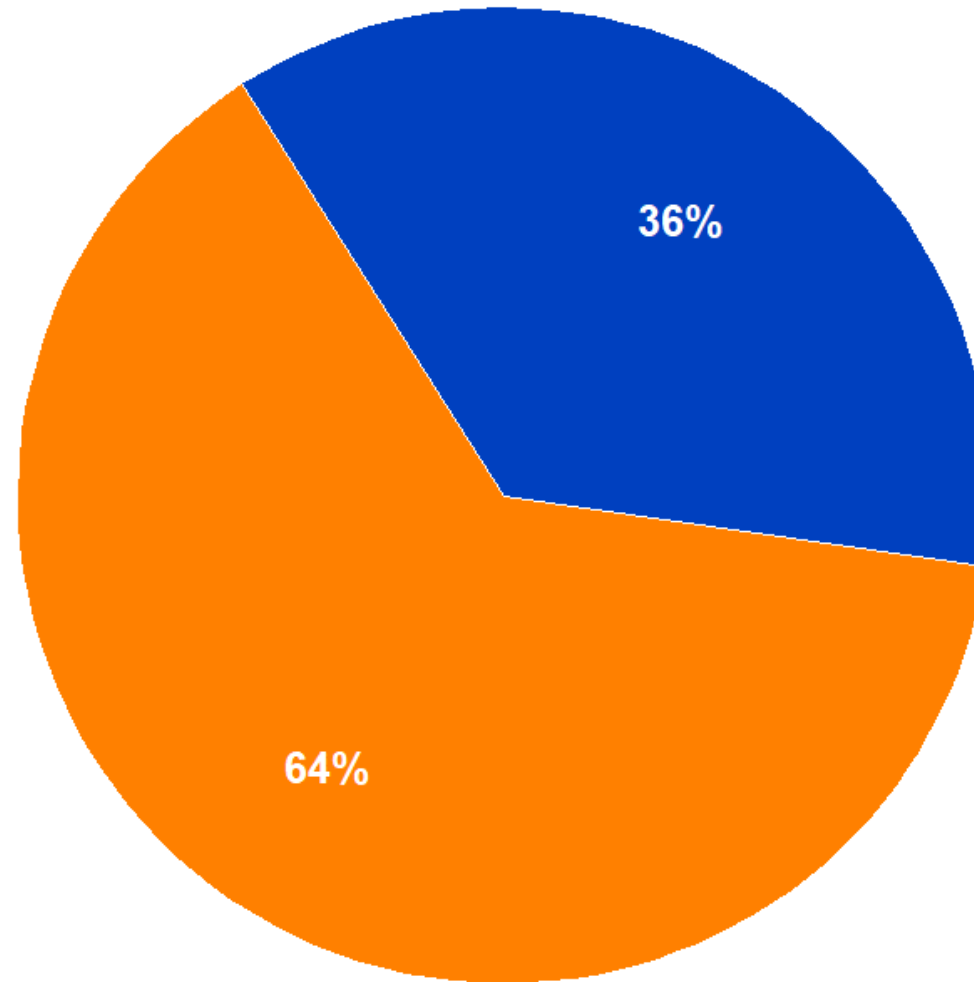
Q10. How would you prefer to pay your Water Utilities Department bill?

by percentage of respondents (multiple selections could be made)



Q12. Are you aware of private, third-party warranty programs available to customers?

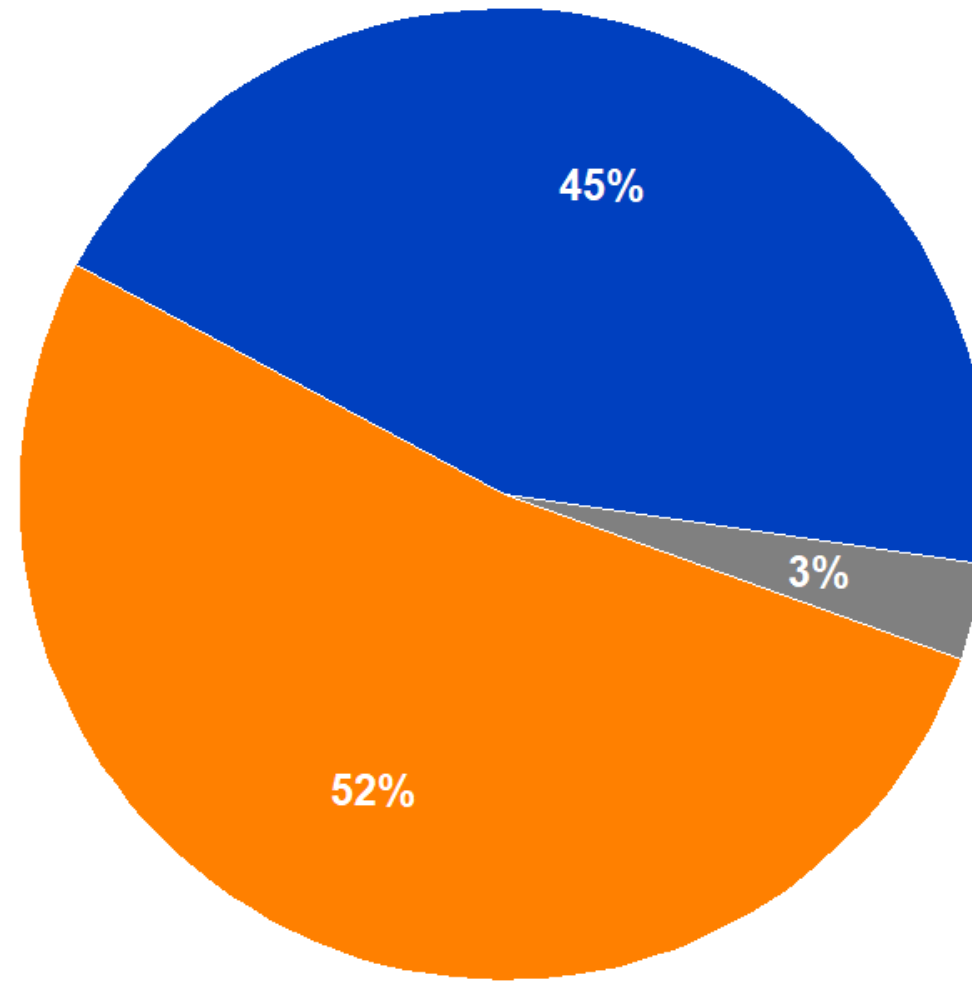
by percentage of respondents



■ Yes ■ No

Q4. Are you aware that insurance coverage for sanitary sewer backups is often available on your homeowners insurance policy?

by percentage of respondents

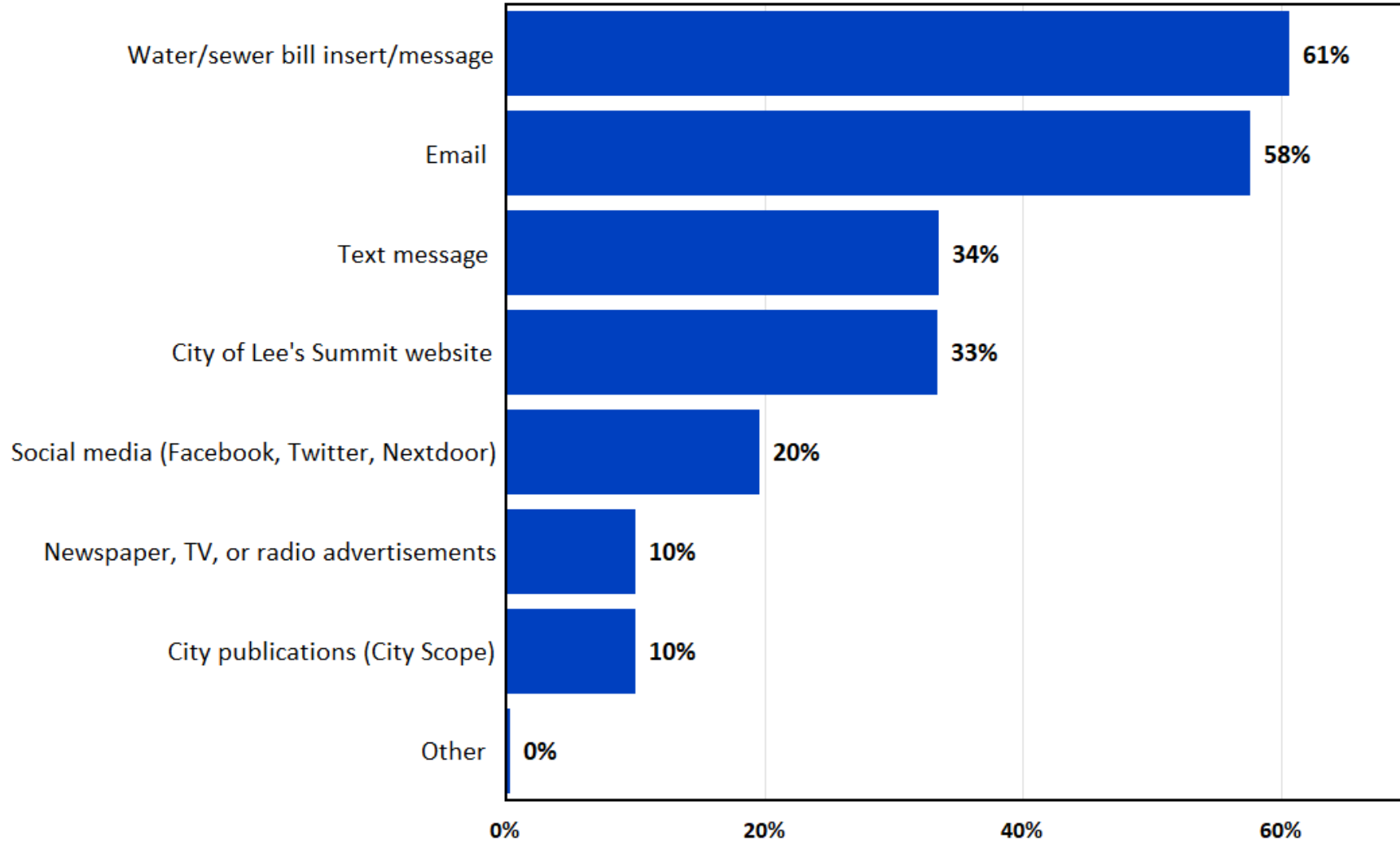


■ Yes ■ No ■ Not applicable

Communication

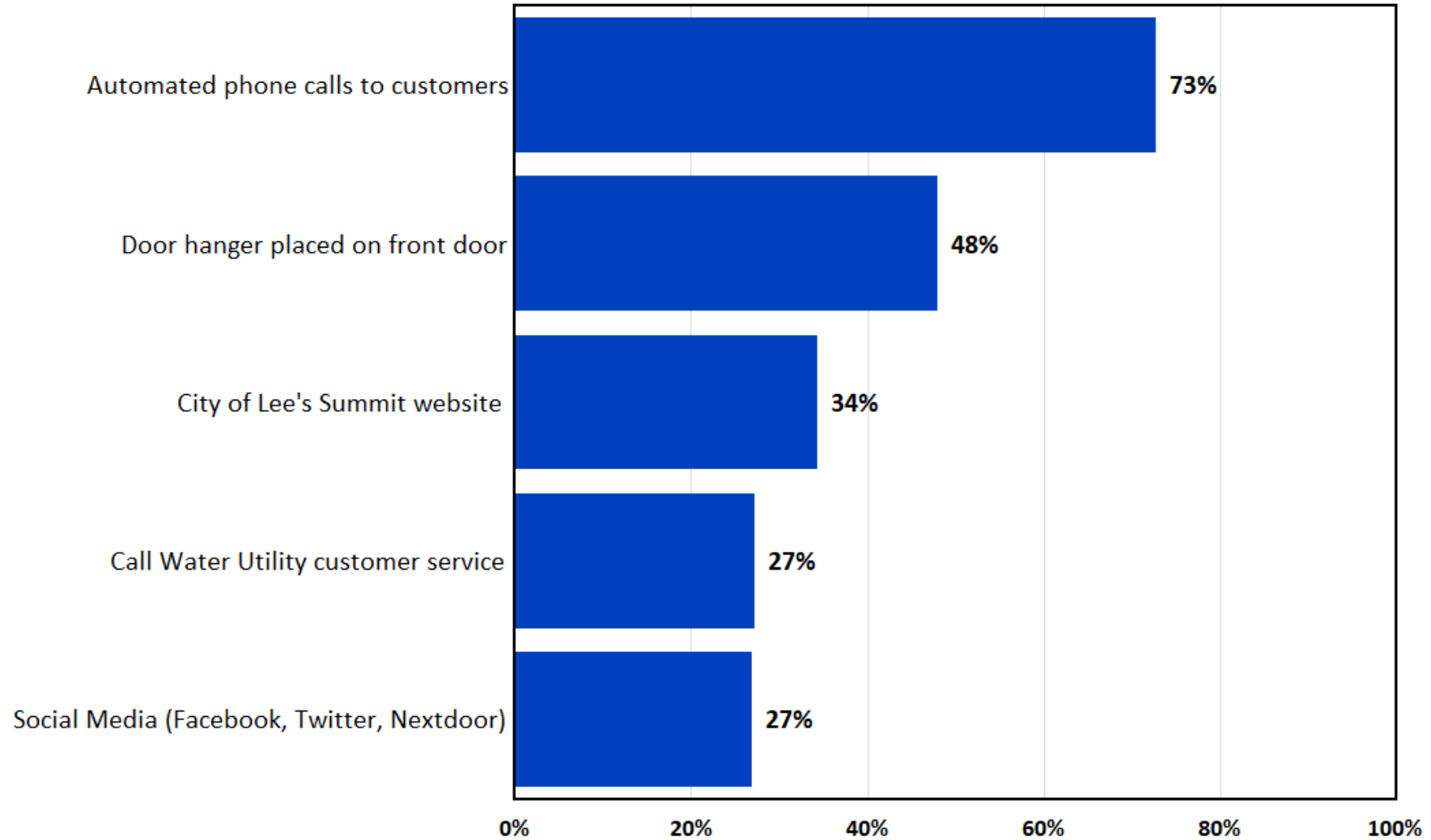
Q14. Preferred Communication Methods for Non-Emergency Information Regarding Lee's Summit Water Utilities

by percentage of respondents



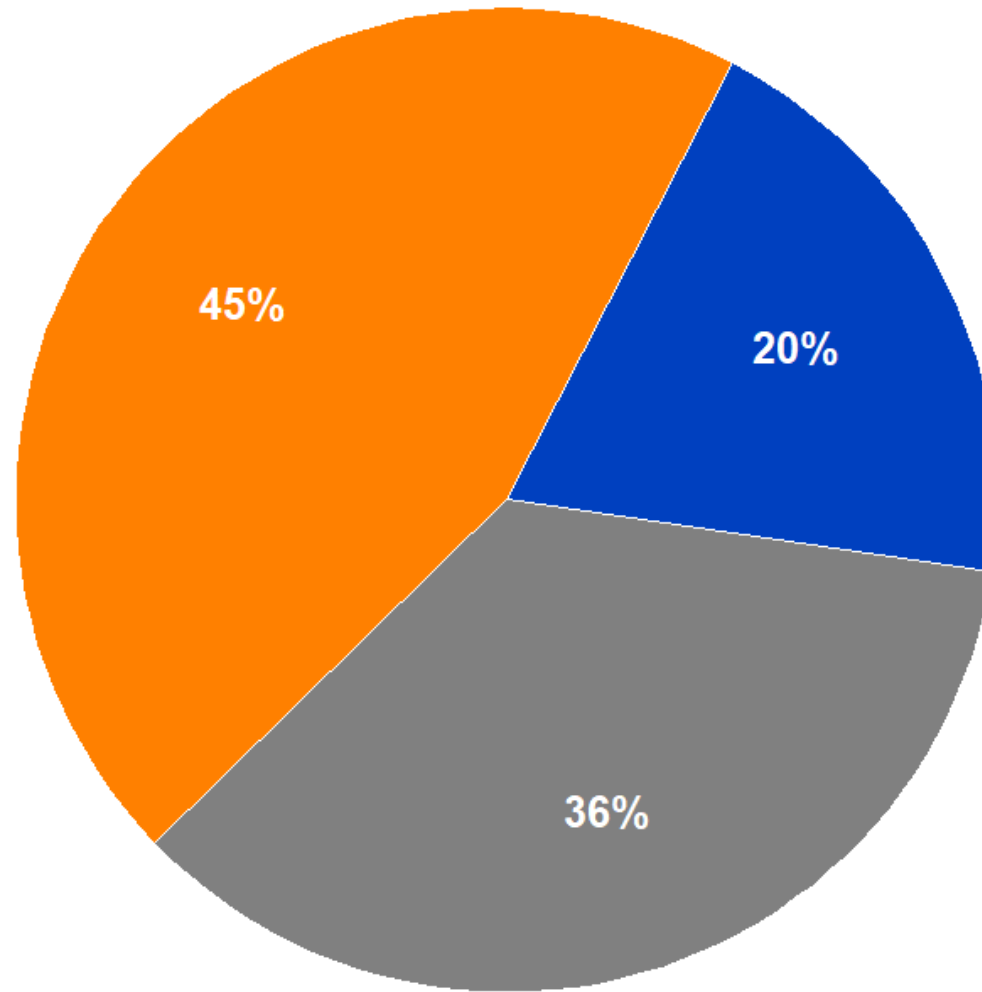
Q15. Preferred Communication Methods for Emergency Information Regarding Lee's Summit Water Utilities

by percentage of respondents



Q13. Have you ever reviewed the "Consumer Confidence Report" released by the Water Utility Department?

by percentage of respondents

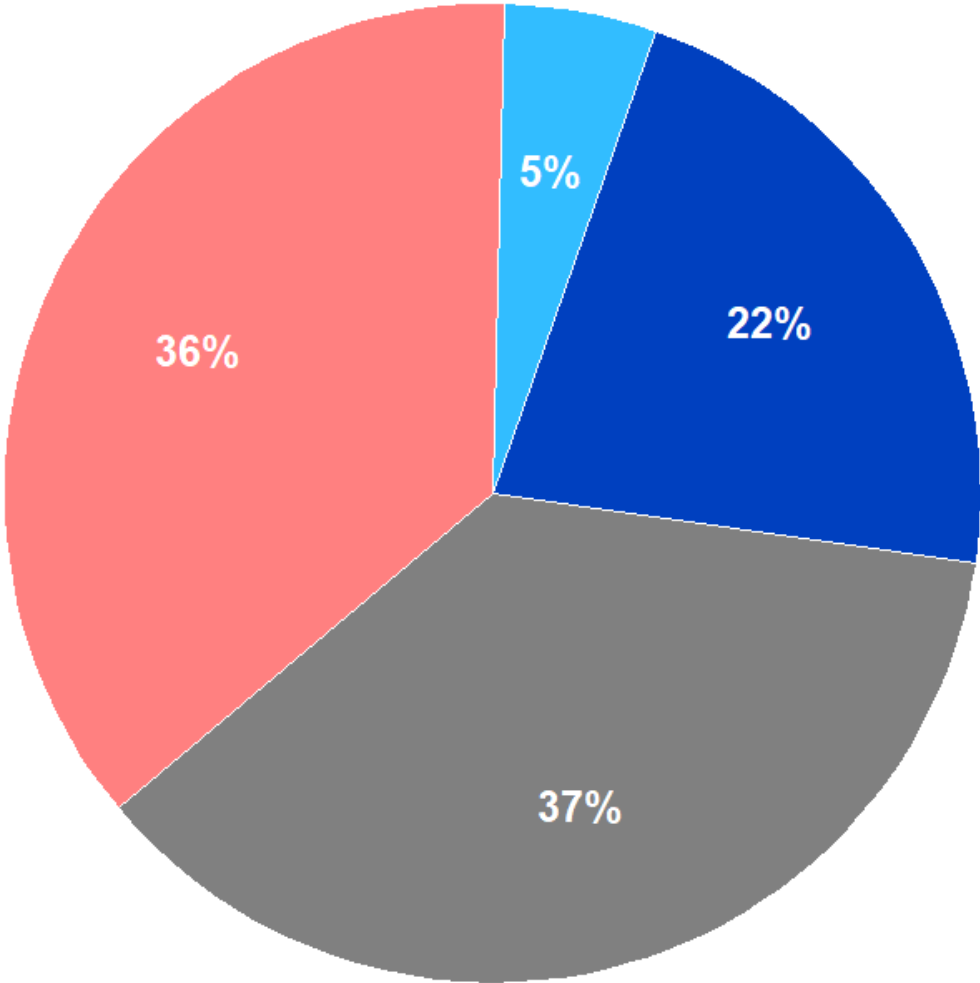


■ Yes ■ No ■ Not aware of the report

Additional Findings

Q6. Compared to other communities in the Kansas City metropolitan area, do you think Lee's Summit's water and wastewater charges are:

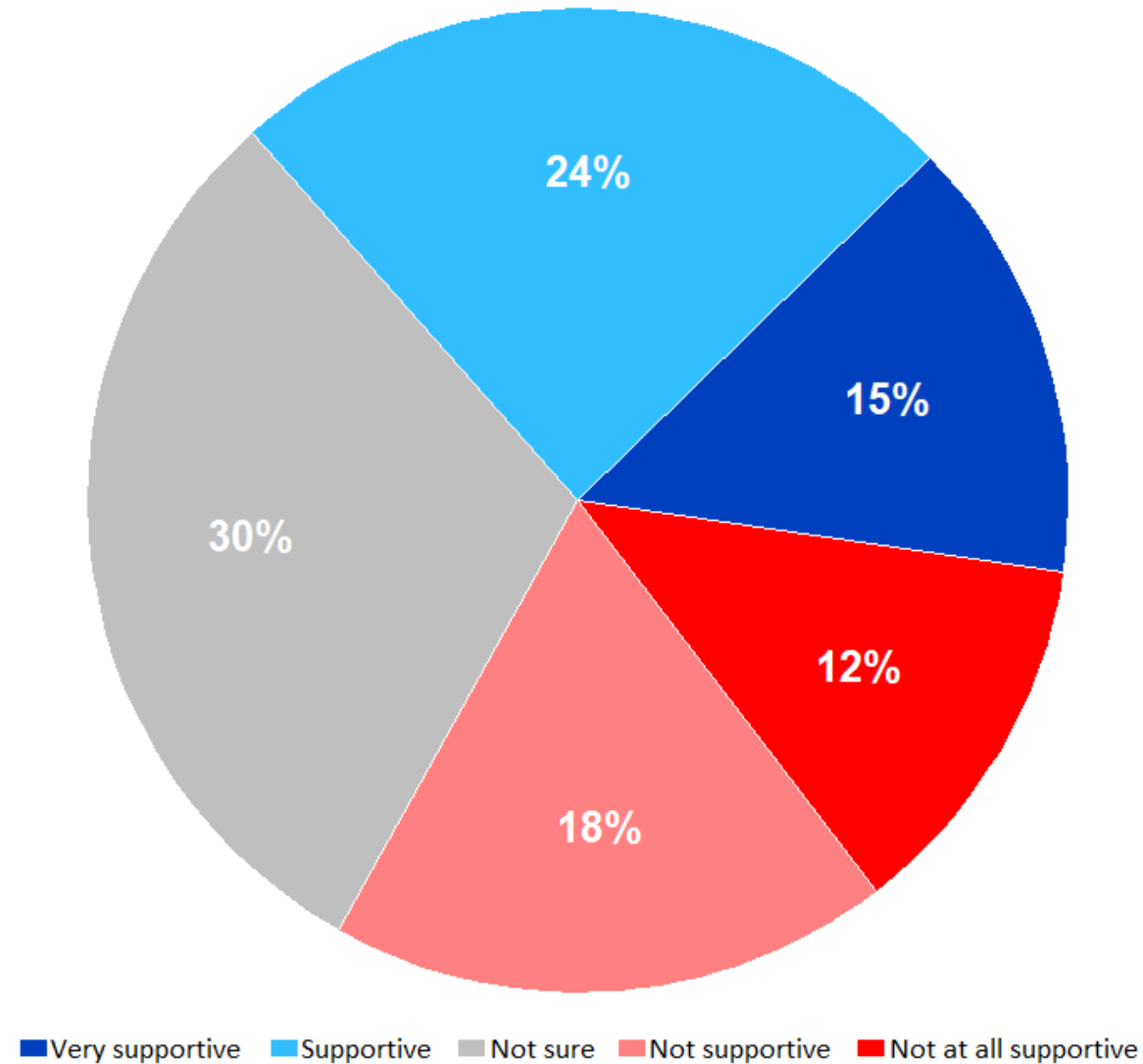
by percentage of respondents



■ About the same ■ Less expensive ■ More expensive ■ Don't know

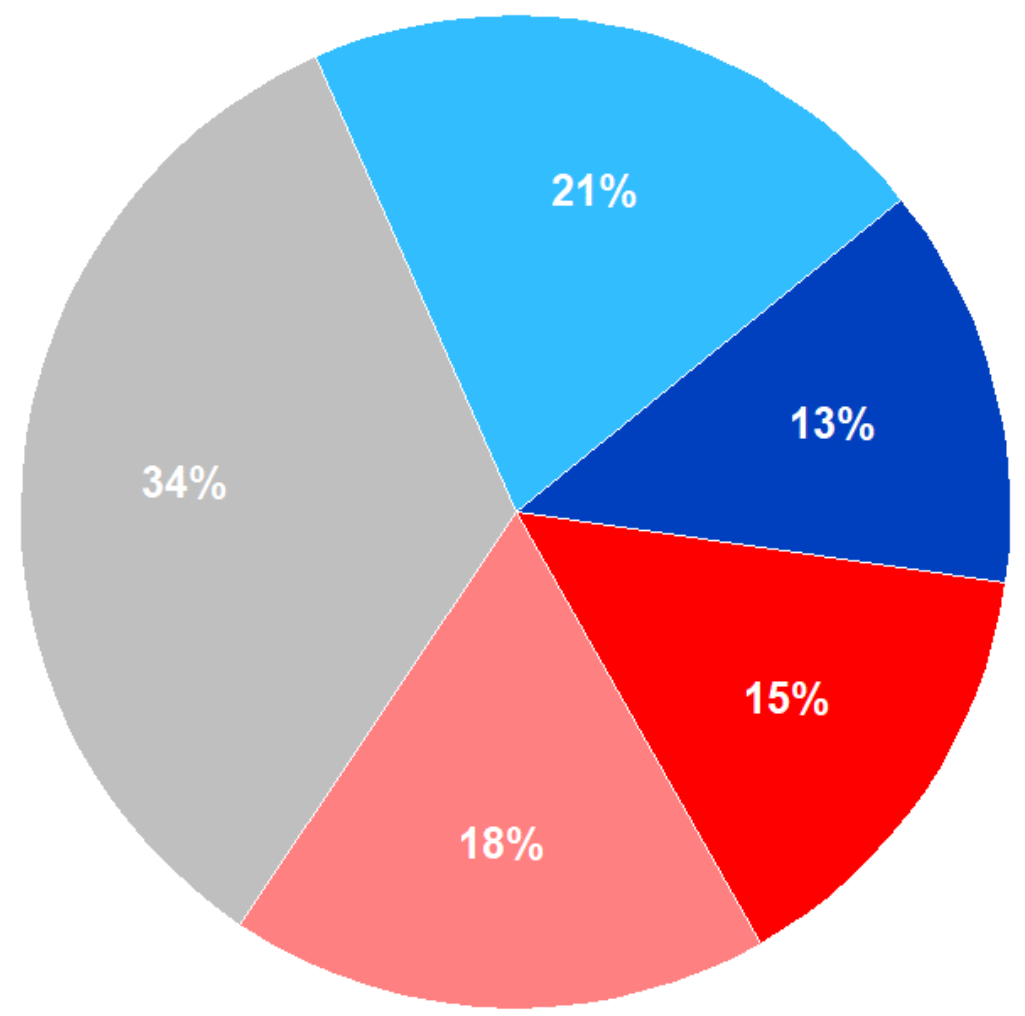
Q9. How supportive would you be of a “rounding up” program, with the additional amount being donated to a utility assistance fund?

by percentage of respondents



Q9a. How willing would you be to personally participate in a “rounding up” program?

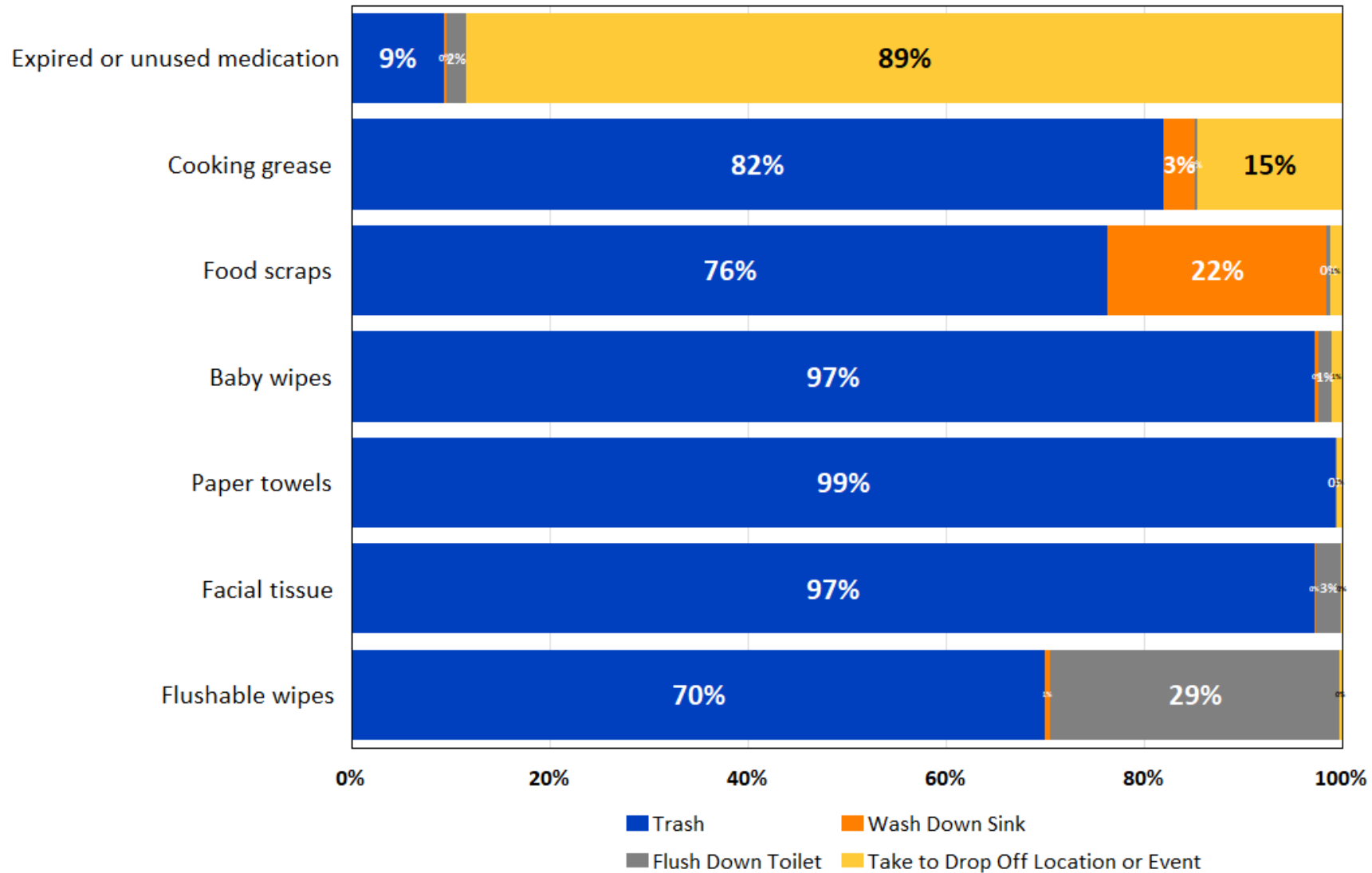
by percentage of respondents



Very willing Willing Not sure Not willing Not at all willing

Q16. What Respondents Believe are the Proper Methods for Disposing of the Following Materials

by percentage of respondents



Questions?

THANK YOU!