



2023 Lee's Summit Water Utility Customer Survey

PRESENTED BY  ETC
INSTITUTE

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

- 402 completed surveys

Margin of Error

- +/- 4.9% at the 95% level of confidence

Bottom Line Up Front

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

- 84% of residents gave a positive response compared to only 2% who gave a dissatisfied response – *an increase of 2 percentage points from 2022 in total satisfaction ratings*

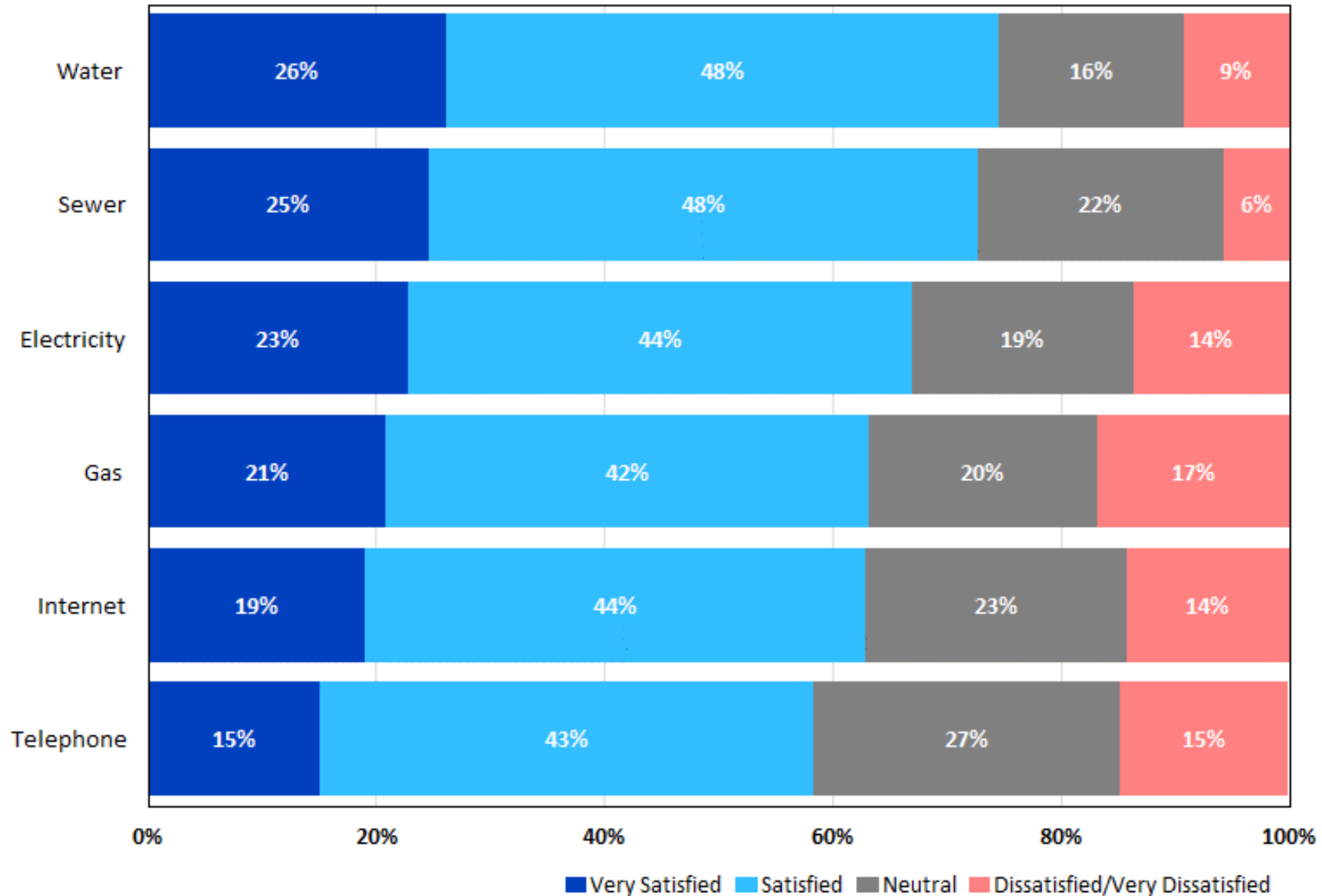
LSWU continues to outperform the US and regional (KS/MO) averages for all comparable items – *for the 3rd consecutive survey*

Top priorities for 2023 remain unchanged over the past 3 surveys:

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

Q7. Satisfaction with the Value Received From Each Utility Service

by percentage of respondents

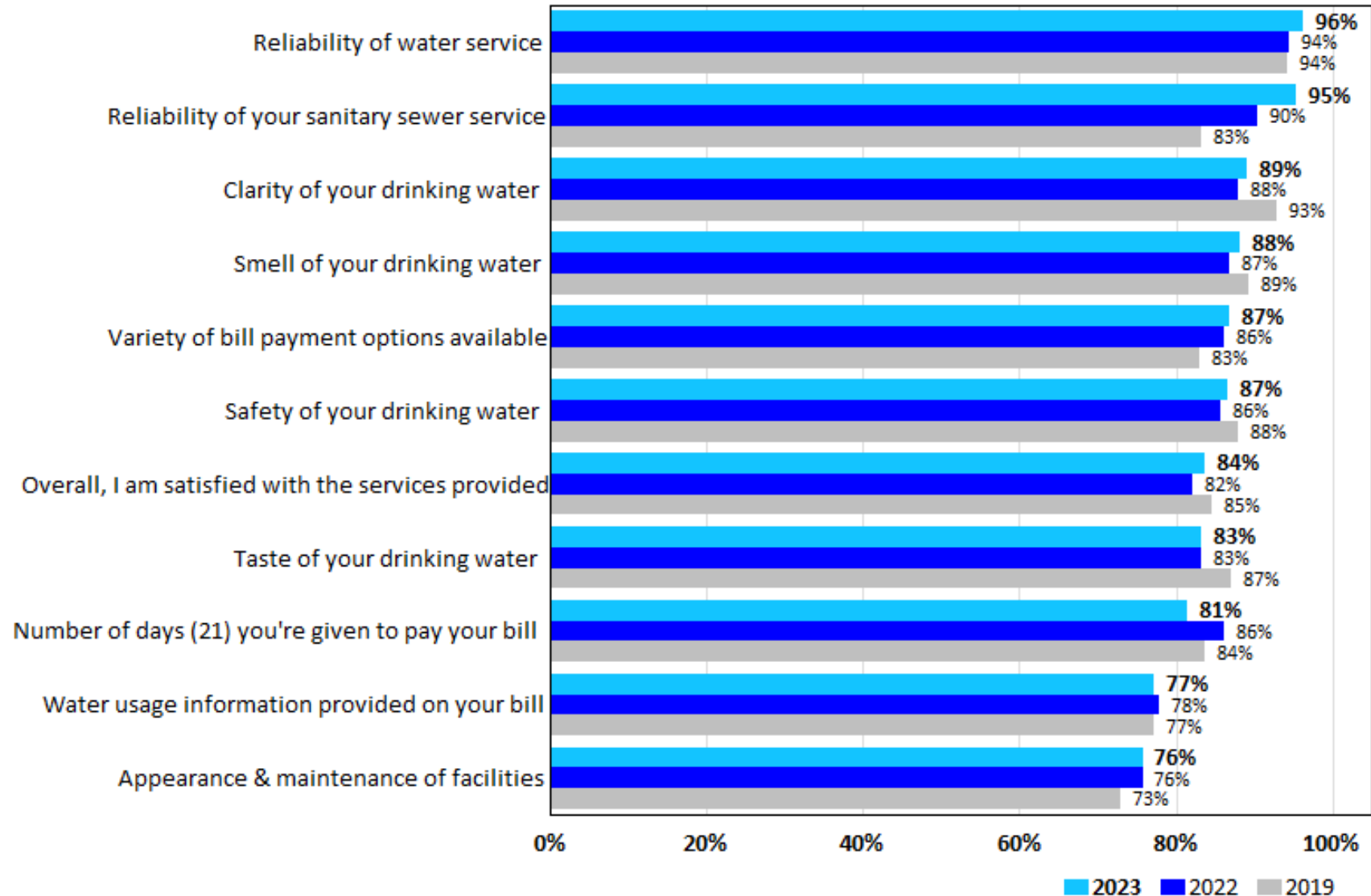


In 2022, ETC Institute suggested energy would not be the top item if survey was conducted in warmer weather

TRENDS: Satisfaction with Water Utility Department Services

2019 vs. 2022 vs. 2023

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

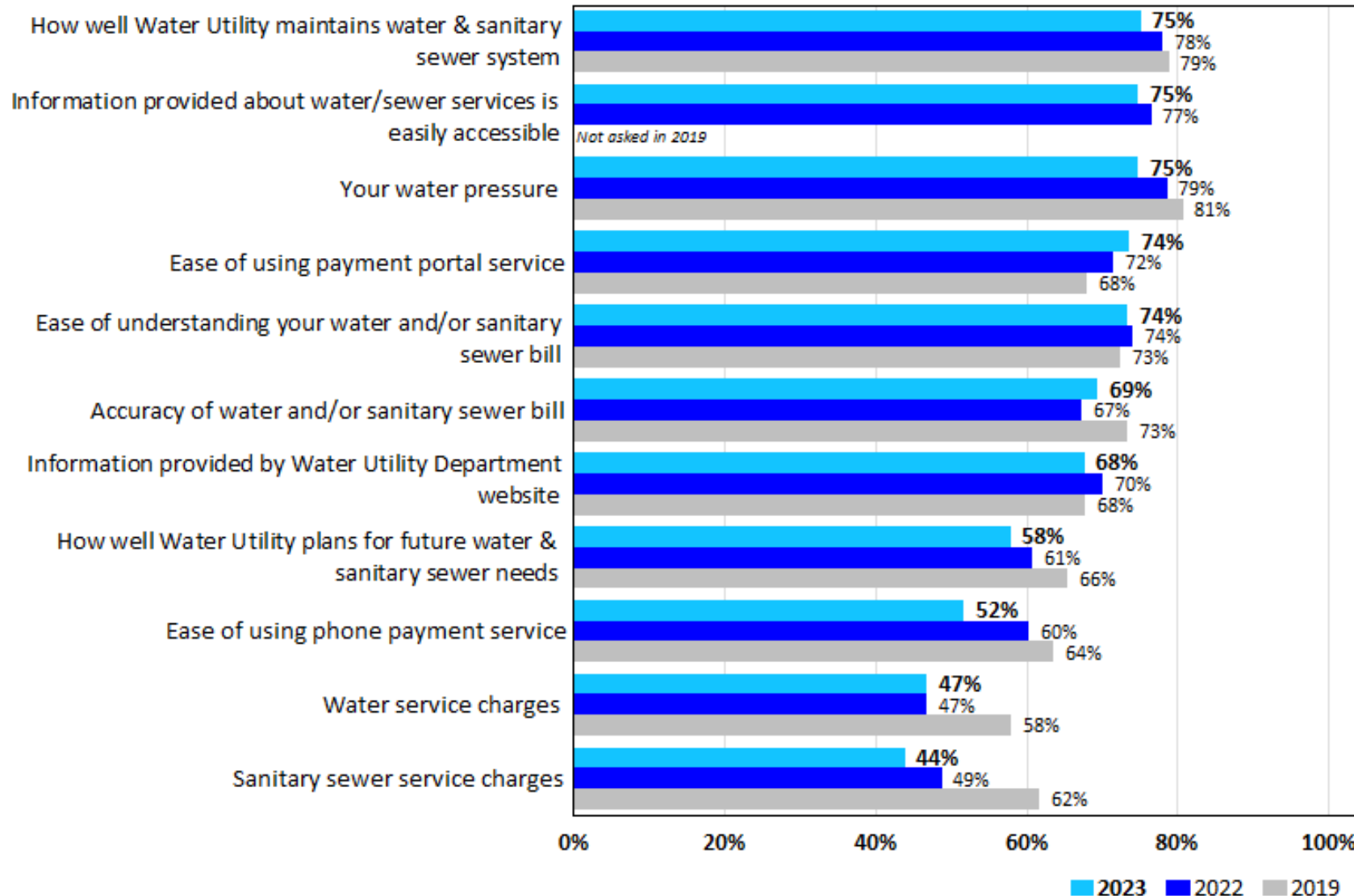


Overall ratings remained very high for all services rated

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

2019 vs. 2022 vs. 2023

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



Sanitary sewer service charges is the only area that saw a significant decrease in satisfaction ratings

2022 Water Utility Benchmarks

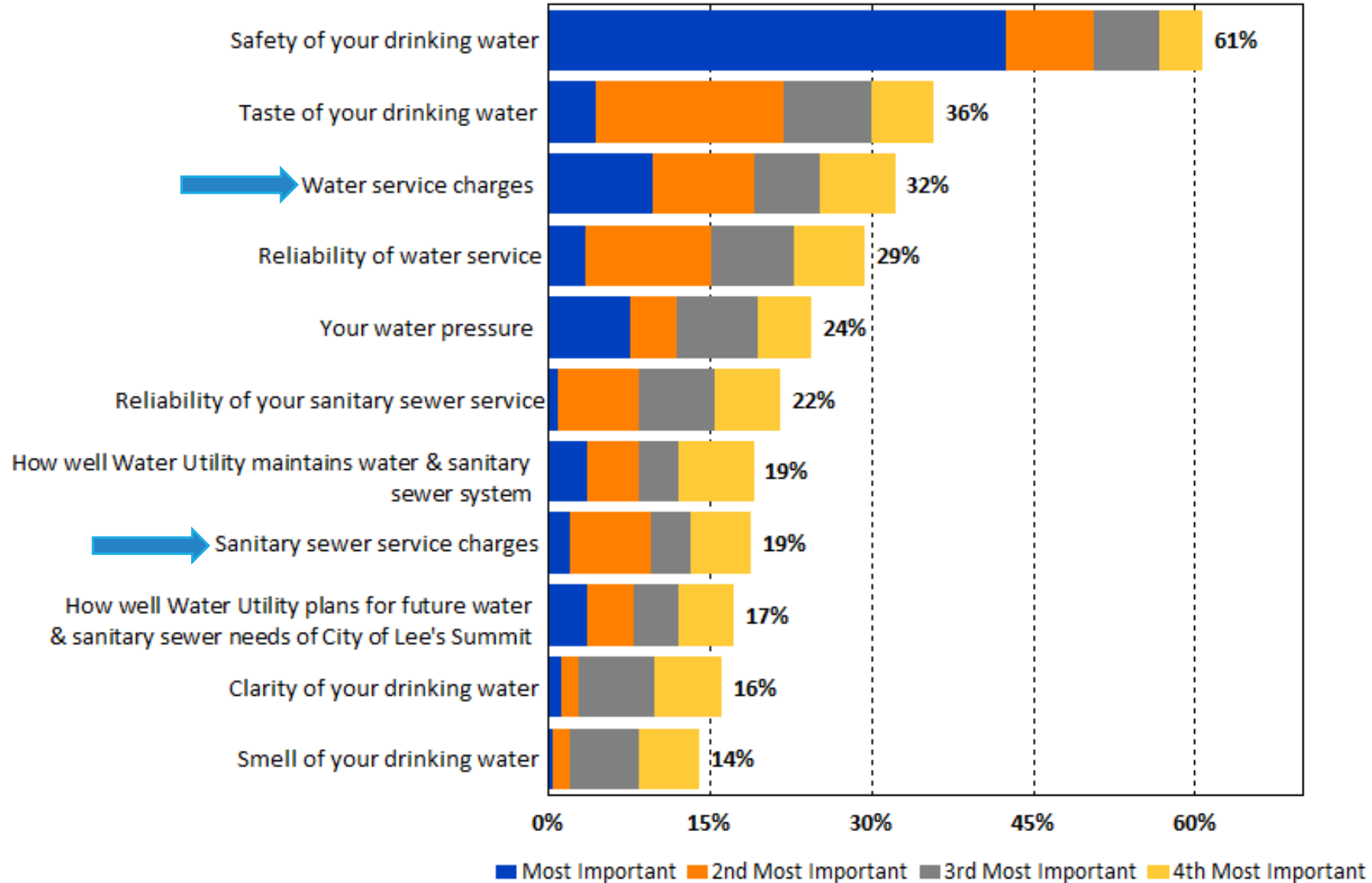
Percentages reflect the combined percentages for positive ratings of "very satisfied" and "satisfied"

Question	LSWU (Q1 2022)	US Average	KS/MO Average	WaterOne (Q1 2022)	KC Water (Q1 2022)	ECUA (Q4 2023)
Overall Satisfaction	84% ↑	51%	73%	89%	64%	75%
Clarity of drinking water	89% ↑	61%	71%	91%	75%	78%
Smell of drinking water	88% ↑	54%	69%	89%	79%	67%
Safety of drinking water	86% ↑	62%	74%	91%	-	62%
Taste of drinking water	83% ↑	58%	63%	86%	66%	67%
Water pressure	75% ↑	67%	74%	86%	70%	86%
What you are charged for water	47% ↑	31%	40%	54%	32%	54%

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



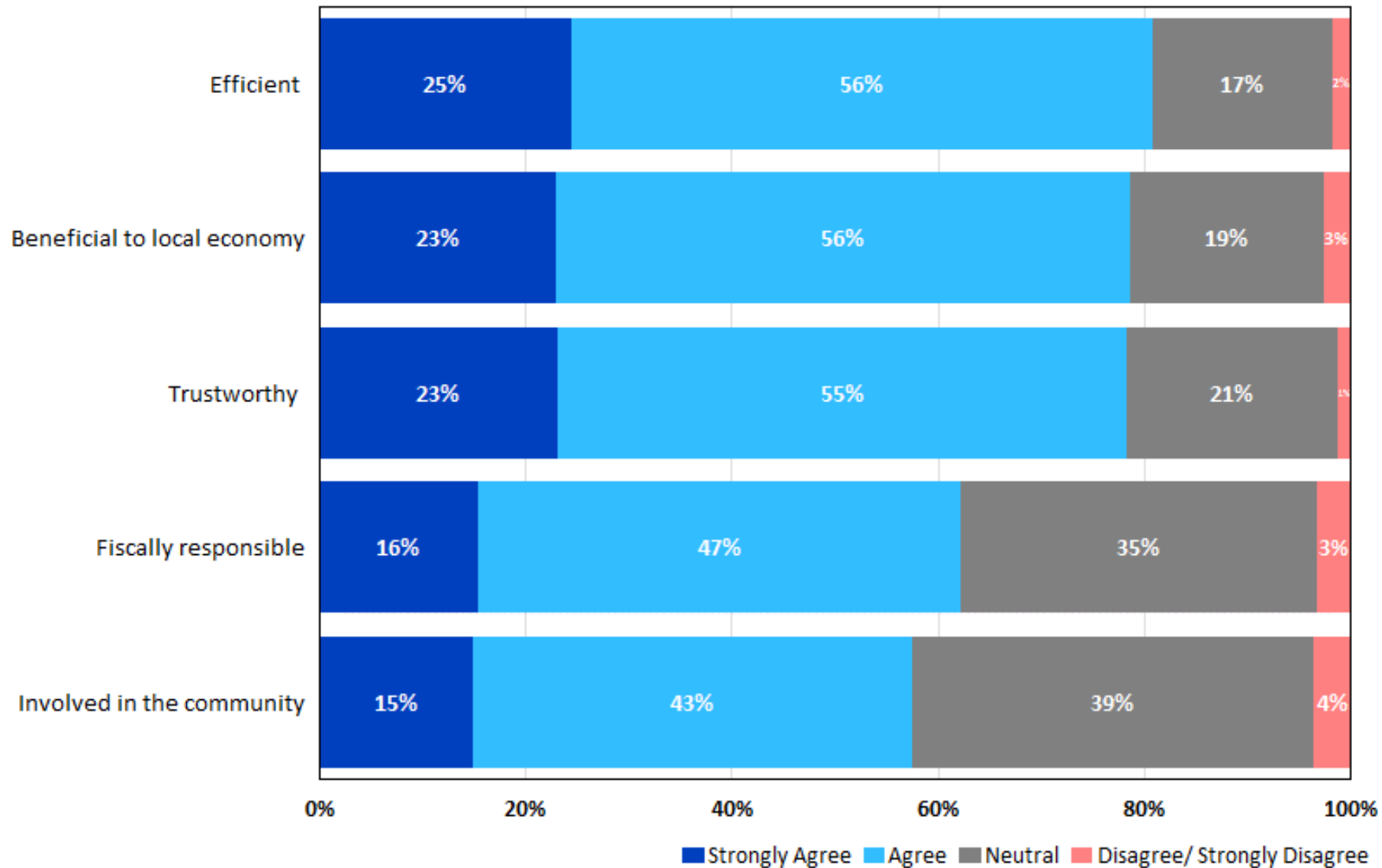
Importance-Satisfaction Rating

Lee's Summit Water Utility Survey

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Water service charges	32.20%	3	46.80%	20	0.1713	1
Sanitary sewer service charges	18.90%	8	43.90%	21	0.1060	2
Safety of your drinking water	60.70%	1	86.60%	6	0.0813	3
How well Water Utility plans for future water & sanitary sewer needs of City of Lee's Summit	17.30%	9	57.90%	18	0.0728	4
Your water pressure	24.40%	5	74.80%	13	0.0615	5
Taste of your drinking water	35.80%	2	83.10%	7	0.0605	6
How well Water Utility maintains water & sanitary sewer system	19.10%	7	75.20%	11	0.0474	7
Accuracy of water and/or sanitary sewer bill	6.10%	12	69.40%	16	0.0187	8
Clarity of your drinking water	16.10%	10	89.10%	3	0.0175	9
Smell of your drinking water	14.00%	11	88.10%	4	0.0167	10
Reliability of water service	29.40%	4	96.20%	1	0.0112	11
Reliability of your sanitary sewer service	21.50%	6	95.40%	2	0.0099	12
Ease of using payment portal service	3.70%	13	73.60%	14	0.0098	13
Information provided by Water Utility Department website	2.10%	17	67.70%	17	0.0068	14
Water usage information provided on your bill	2.60%	15	77.20%	9	0.0059	15
Ease of using phone payment service	1.20%	21	51.80%	19	0.0058	16
Ease of understanding your water and/or sanitary sewer bill	1.90%	18	73.50%	15	0.0050	17
Information provided about water/sewer services is easily accessible	1.90%	19	74.90%	12	0.0048	18
Number of days (21) you're given to pay your bill	2.20%	16	81.40%	8	0.0041	19
Variety of bill payment options available	2.80%	14	86.80%	5	0.0037	20
Appearance & maintenance of facilities	1.40%	20	75.70%	10	0.0034	21

Q16. Level of Agreement with Descriptors of Lee's Summit Water Utilities Department

by percentage of respondents



Questions?

THANK YOU!