

OTAY WATER DISTRICT
FINANCE, ADMINISTRATION AND COMMUNICATIONS
COMMITTEE MEETING
and
SPECIAL MEETING OF THE BOARD OF DIRECTORS

2554 SWEETWATER SPRINGS BOULEVARD
SPRING VALLEY, CALIFORNIA
BOARDROOM

THURSDAY
June 21, 2012
12:00 P.M.

This is a District Committee meeting. This meeting is being posted as a special meeting in order to comply with the Brown Act (Government Code Section §54954.2) in the event that a quorum of the Board is present. Items will be deliberated, however, no formal board actions will be taken at this meeting. The committee makes recommendations to the full board for its consideration and formal action.

AGENDA

1. ROLL CALL
2. PUBLIC PARTICIPATION – OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO SPEAK TO THE BOARD ON ANY SUBJECT MATTER WITHIN THE BOARD'S JURISDICTION BUT NOT AN ITEM ON TODAY'S AGENDA

DISCUSSION ITEMS

3. REVIEW THE FINDINGS OF THE 2012 CUSTOMER AWARENESS AND OPINION SURVEY (BUELNA) [30 minutes]
4. REVIEW THE FINDINGS OF THE 2012 CALL CENTER CUSTOMER SATISFACTION SURVEY (BUELNA) [30 minutes]
5. INFORMATIONAL FOLLOW-UP REPORT TO FISCAL YEAR 2013 BUDGET WORKSHOP (BEACHEM/BELL) [10 minutes]
6. ADOPT RESOLUTION NO. 4200 TO CONTINUE WATER AND SEWER AVAILABILITY CHARGES FOR DISTRICT CUSTOMERS FOR FISCAL YEAR 2012-2013 TO BE COLLECTED THROUGH PROPERTY TAX BILLS (MENDEZ-SCHOMER) [5 minutes]
7. ADOPT RESOLUTION NO. 4202 TO ESTABLISH THE TAX RATE FOR IMPROVEMENT DISTRICT NO. 27 FOR FISCAL YEAR 2012-2013 (BELL) [5 minutes]

8. APPROVE AGREEMENTS WITH THE FOLLOWING: (STEVENS) [10 minutes]
 - a. ABLEFORCE, INC., IN THE AMOUNT OF \$170,000 FOR PROGRAMMING SERVICES FOR FINANCIAL AND REPORTING SYSTEMS ENHANCEMENTS
 - b. ONE YEAR O&M SERVICE AGREEMENTS FOR FY 2013 WITH:
 - i. GTC SYSTEMS, INC., IN THE AMOUNT OF \$78,000 FOR NETWORK MANAGEMENT AND MONITORING SERVICES
 - ii. AT&T IN THE AMOUNT OF \$99,000 FOR LOCAL AND LONG DISTANCE TELEPHONE AND INTERNET SERVICE
 - iii. VERIZON WIRELESS IN THE AMOUNT OF \$81,000 FOR CELL PHONE DEVICE CONVERSION AND WIRELESS SERVICES
 - iv. SOFT CHOICE IN THE AMOUNT OF \$83,546 FOR SOFTWARE LICENSES UNDER THE MICROSOFT ENTERPRISE AGREEMENT
 - v. TYLER TECHNOLOGIES IN THE AMOUNT OF \$139,710 TO COVER THE COSTS OF A SOFTWARE MAINTENANCE AGREEMENT, ANNUAL SUPPORT, AND CONSULTING SERVICES (O&M \$119,710/CIP P2470 \$20,000)
9. CAST VOTES TO ELECT REPRESENTATIVES TO THE CALIFORNIA SPECIAL DISTRICTS ASSOCIATION BOARD OF DIRECTORS, REGION 6, SEATS A AND C (WATTON) [5 minutes]
10. ADJOURNMENT

BOARD MEMBERS ATTENDING:

Jose Lopez, Chair
Mitch Thompson

All items appearing on this agenda, whether or not expressly listed for action, may be deliberated and may be subject to action by the Board.

The Agenda, and any attachments containing written information, are available at the District's website at www.otaywater.gov. Written changes to any items to be considered at the open meeting, or to any attachments, will be posted on the District's website. Copies of the Agenda and all attachments are also available through the District Secretary by contacting her at (619) 670-2280.

If you have any disability which would require accommodation in order to enable you to participate in this meeting, please call the District Secretary at 670-2280 at least 24 hours prior to the meeting.

Certification of Posting

I certify that on June 15, 2012 I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Otay Water District, said time being at least 24 hours in advance of the meeting of the Board of Directors (Government Code Section §54954.2).

Executed at Spring Valley, California on June 15, 2012.

/s/ Susan Cruz, District Secretary

AGENDA ITEM 3



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
SUBMITTED BY:	Armando Buelna Communications Officer	PROJECT:	DIV. NO. ALL
APPROVED BY:	<input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	2012 Customer Awareness and Opinion Survey Report		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors receive the findings of the 2012 Customer Awareness and Opinion Survey conducted by Rea and Parker Research Inc.

COMMITTEE ACTION:

Please see Attachment A.

PURPOSE:

To present the Board of Directors with the findings of the 2012 Residential Customer Awareness and Opinion Survey.

ANALYSIS:

The Otay Water District's Strategic Plan calls for conducting a standardized potable and recycled water customer survey. The purpose of the survey is to obtain information from customers about their overall perception of District's programs, activities, and services. The goal of the survey is to improve customer service.

The draft questionnaire for the 2012 customer survey was presented to the Board of Directors at the March 7th meeting. The Board directed that a survey with a margin of error of plus or minus 4.5 percent at the 95% confidence level be conducted of customers residing within the District's service area.

Rea and Parker Research Inc. conducted the survey, which took place between March 14th and March 23rd, 2012. The survey was a random telephone survey with a sample size of 480 customers. The respondents were screened to exclude residents who have not lived in San Diego County for at least one year, and the survey was available to be conducted in English or Spanish (upon request). Highlights of the 2012 survey are as follows:

- The 2012 Customer Awareness and Opinion Survey have found high levels of satisfaction from customers with the District as their water service provider. Ratings, which were slightly lower in the 2009 and 2010 surveys, have returned to high levels.
- In this survey, 64 percent of customers rated the District as either excellent (29 percent) or very good (35 percent). This is a slight improvement over the 2011 survey, which is notable due to the smaller margin of error of this survey, and significantly higher than sentiments expressed in the 2009 (56 percent) and 2010 (54 percent) surveys.
- Customers are also expressing greater confidence in the ability of local water agencies to provide enough water. For instance, the percentage of customers who are "very confident" has increased from 32 percent in 2008 to 49 percent in 2012.
- Twenty-nine percent of Otay Water District customers rate water service as the utility with the best value for the money paid, higher than trash collection, gas and electric, cable, telephone and Internet access.
- Fifty-five percent of the respondents perceived an upward trend in water rates, a 15 percent decrease from the 2011 survey. Of those customers, 79 percent have been motivated to conserve water as a result of the higher cost of water (a 9 percent increase from 2011).
- The survey also reflects the willingness of customers to receive their bills by email and increased acceptance that bill paying will likely be paperless in one to two years.

The complete survey findings are included as Attachment C.

In conclusion, the 2012 Customer Awareness and Opinion Survey Report states that among customers, "there are strong indications of support for the work of the Otay Water District", and customers continue to "demonstrate a high level of satisfaction with the District as their provider of water service".

FISCAL IMPACT: Joe Beachem, Chief Financial Officer

None.

STRATEGIC GOAL:

I. CUSTOMER - Measure customer satisfaction.

LEGAL IMPACT:

None.

Attachments: Attachment A - Committee Action
 Attachment B -2012 Customer Awareness and Opinion
 Survey Report PowerPoint Presentation
 Attachment C - 2012 Customer Awareness and Opinion
 Survey Report



ATTACHMENT A

SUBJECT/PROJECT:	2012 Customer Awareness and Opinion Survey Report
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COMMITTEE ACTION:

NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.

Customer Satisfaction and Awareness Survey

Otay Water District-----July, 2012



OTAYWATERDISTRICT



REA &
PARKER
RESEARCH



*Survey/Market Research
Economic Consultants*

**Principal Researchers:
Richard A. Parker, Ph.D.
Louis M. Rea, Ph.D.**

**Rea & Parker Research
Professors, School of Public Affairs, SDSU**

Otay Water District General Survey Respondent Characteristics (n = 480-----+/- 4.5% @ 95% confidence)

Characteristic	2012	2011	2010	2009	2008	2006	2005
Ethnicity							
White	55%	56%	44%	55%	52%	55%	54%
Hispanic/Latino	26%	26%	29%	28%	30%	29%	24%
Asian/Pacific Islander	10%	14%	15%	8%	8%	9%	15%
Black/African-American	5%	2%	8%	6%	6%	6%	5%
Native American/ Middle Eastern/Other	4%	2%	4%	3%	4%	1%	2%
Annual Household Income							
Median	\$79,900	\$80,400	\$85,600	\$75,700	\$83,500	\$77,500	\$85,000
% over \$100,000	28%	32%	36%	26%	30%	33%	34%
% under \$25,000	6%	6%	10%	8%	5%	6%	2%
Age							
Median	53 years	53 years	53 years	53 years	47 years	49 years	47 years
Years Customer of District							
Median	12 years	15 years	9 years	12 years	8 years	10 years	---
Education							
High School or Less	17%	16%	12%	17%	22%	22%	14%
At Least One Year College, Trade, Vocational School	32%	24%	30%	32%	28%	24%	33%
Bachelor's Degree	34%	34%	41%	39%	33%	35%	25%
At Least One Year of Graduate Work	17%	24%	17%	12%	17%	19%	28%
Own/Rent							
Home Owner	91%	97%	85%	91%	88%	90%	92%
Renter	9%	3%	15%	9%	12%	10%	8%
Mean Persons per Household	3.12	2.83	3.67	3.28	2.88	3.27	3.43

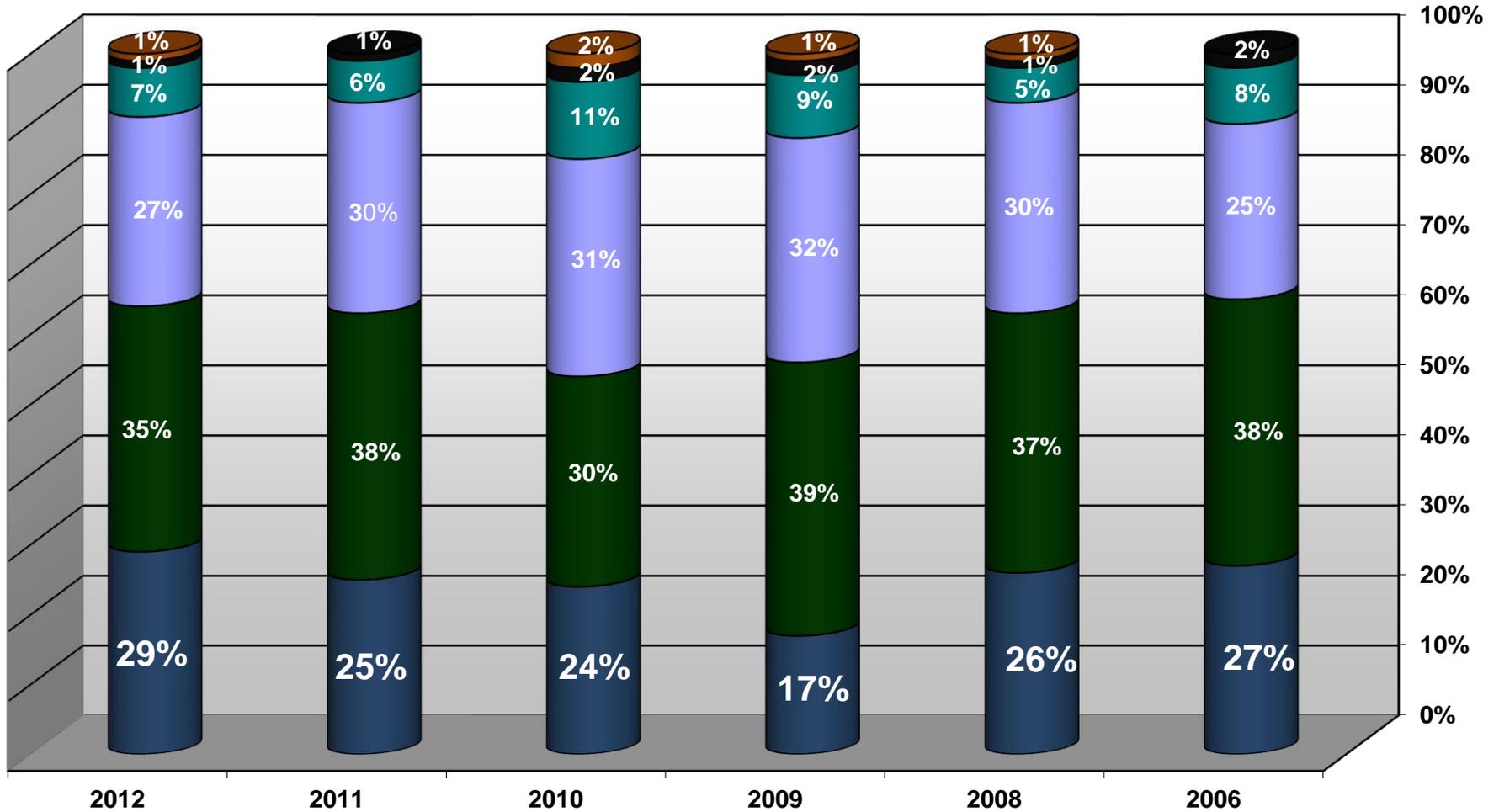
Customer Satisfaction

- Customers demonstrate a high level of overall satisfaction with the Otay Water District
 - Historically very high and even better in 2012
- Substantial level of confidence in the District's ability to provide enough water for its customers
 - 92 percent very confident or somewhat confident – holding steady at 2005-2006 levels
 - Trust in clean, safe water down in 2012
 - Trust in obtaining water at a reasonable price is stable
- Minority concern (25 percent) during 2011 power outage regarding water supply or quality
- Water is rated as highest value among utilities

Overall Satisfaction with Otay Water District as Water Service Provider

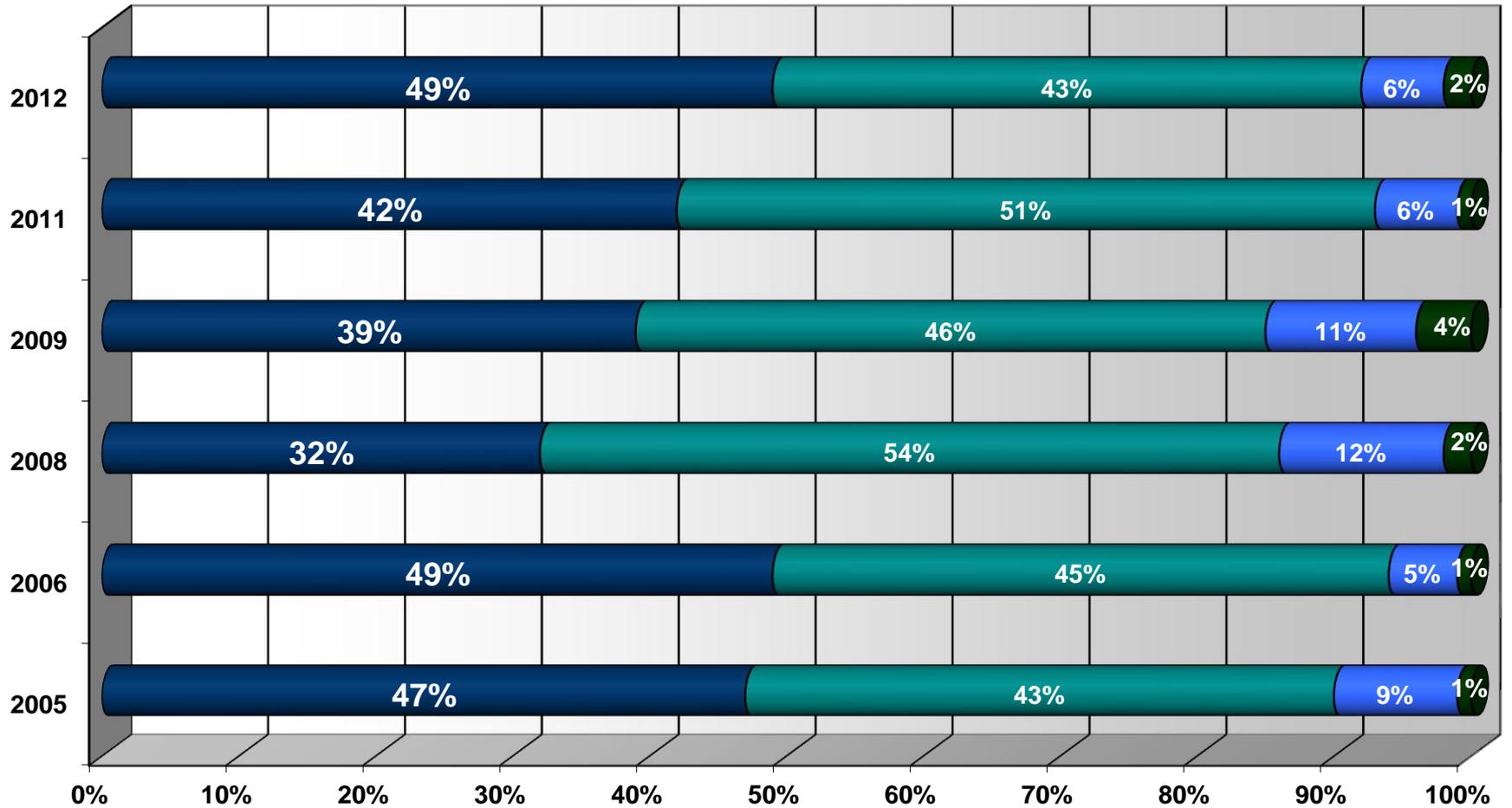
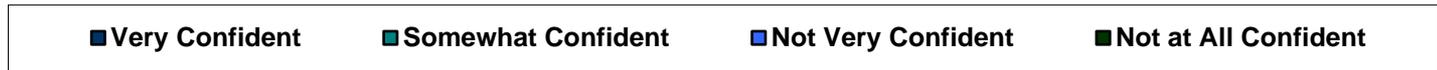
(2.19 = mean on 1-6 scale where 1 = Excellent)

■ Excellent ■ Very Good ■ Good ■ Fair ■ Poor ■ Very Poor



Confidence in Local Water Agencies to Provide Enough Water

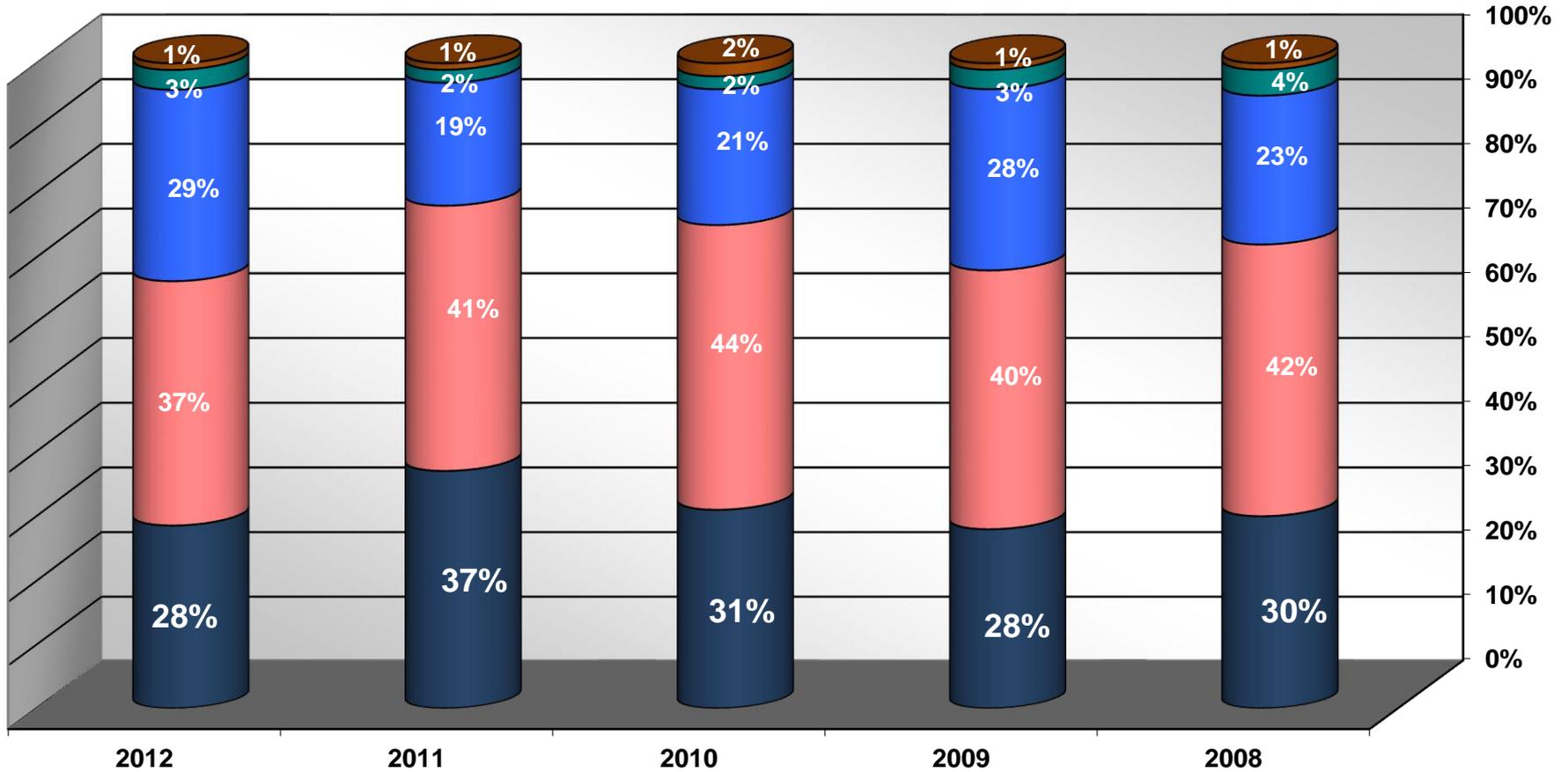
(1.61 = mean confidence on 1-4 scale, where 1 = very confident)



Trust Otay Water District to Provide Clean, Safe Water

(2.06 = mean on 1-5 scale where 1 = Great Deal of Trust)

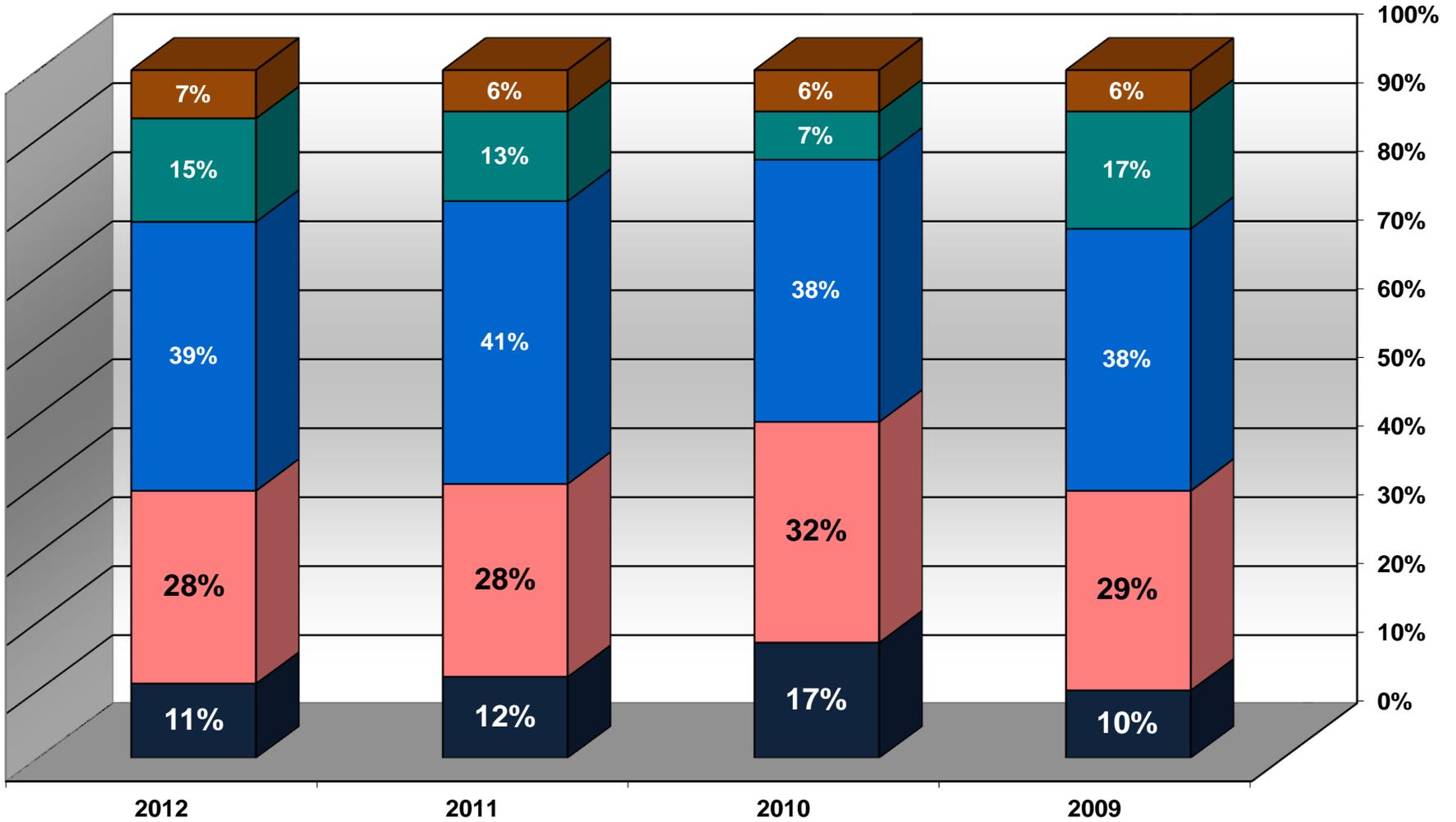
■ Great Deal of Trust ■ Good Amount of Trust ■ Some Trust ■ Not Much Trust ■ No Trust at All



Trust Otay Water District to Obtain Water at a Reasonable Price

(2.79 = mean on 1-5 scale where 1 = Great Deal of Trust)

■ No Trust at All ■ Not Much Trust ■ Some Trust ■ Good Amount of Trust ■ Great Deal of Trust



Concerns During 2011 Power Outage

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Water Quality

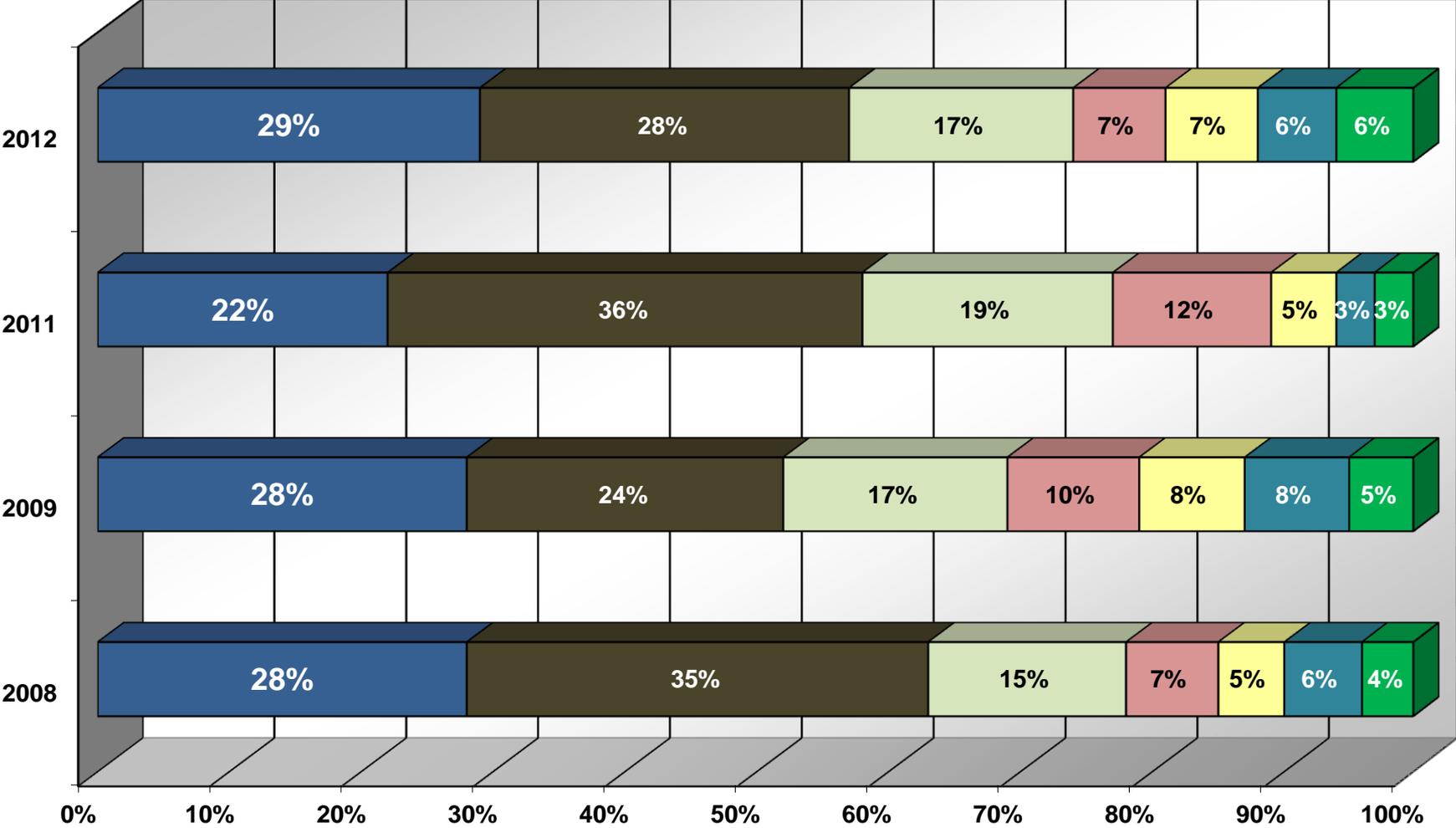


Possible Service Disruption



Best Value Among Utilities

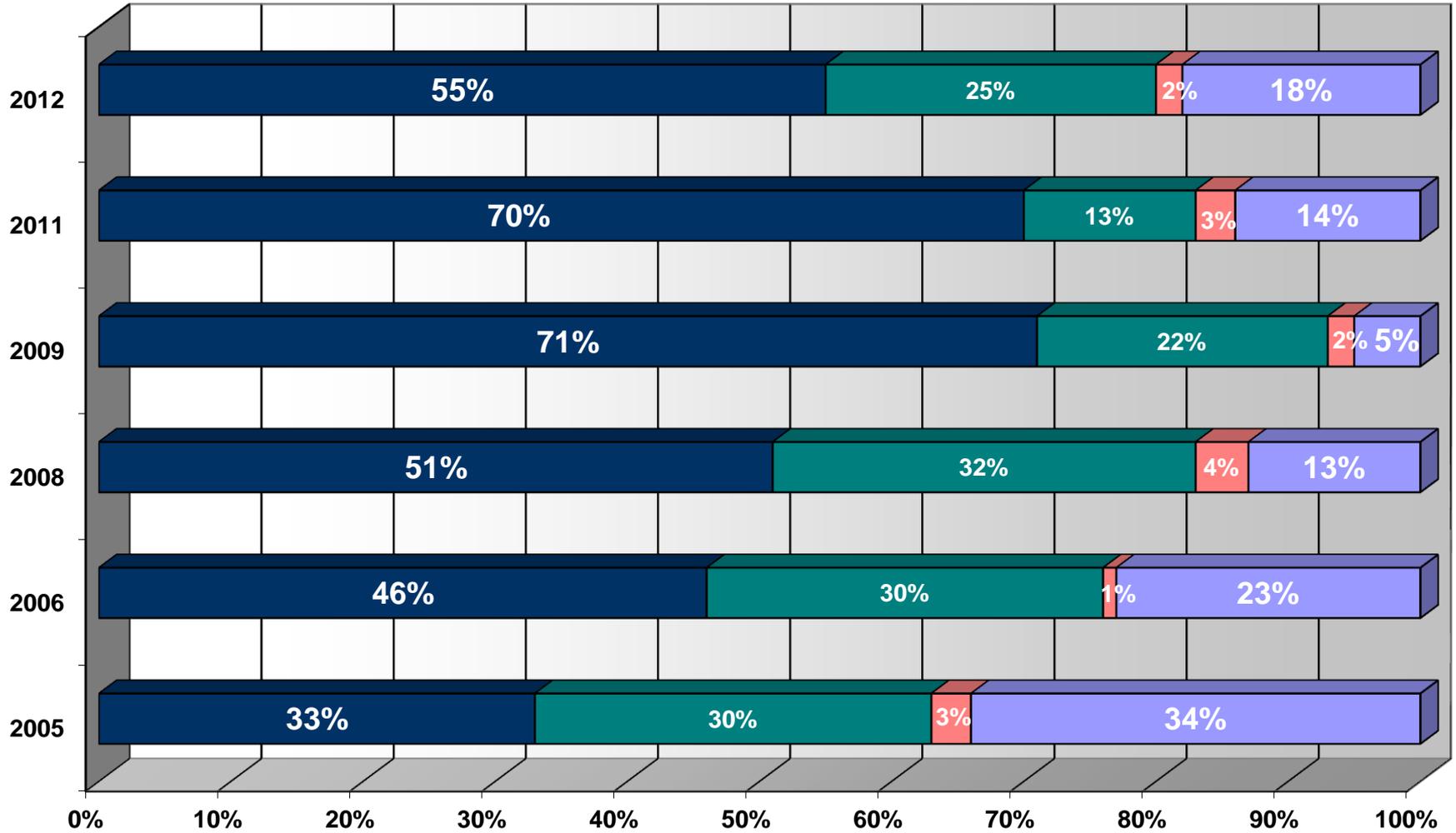
- Water
- Trash Collection
- Gas & Electric
- Telephone
- Cable/Satellite TV
- Internet Access
- Sewer



Water Rates

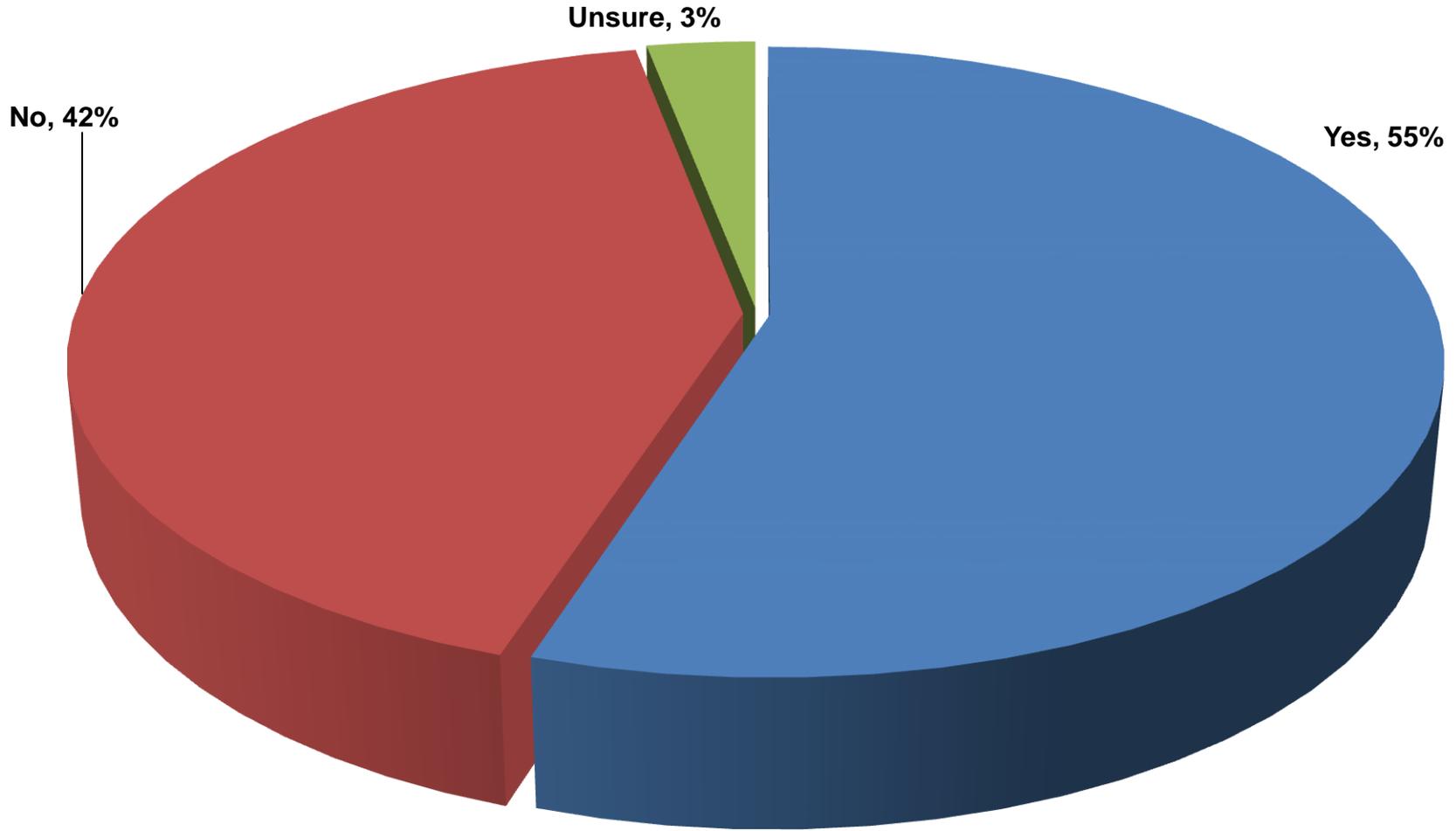
- Reduced perception that rates have increased
 - Some effect on satisfaction
- Less rain and District management costs seen as drivers of rate increases
 - Considerable blame to government vs. climate or growth
- Rates causing increasing numbers of customers to conserve

Trend in Water Rates--Past Year



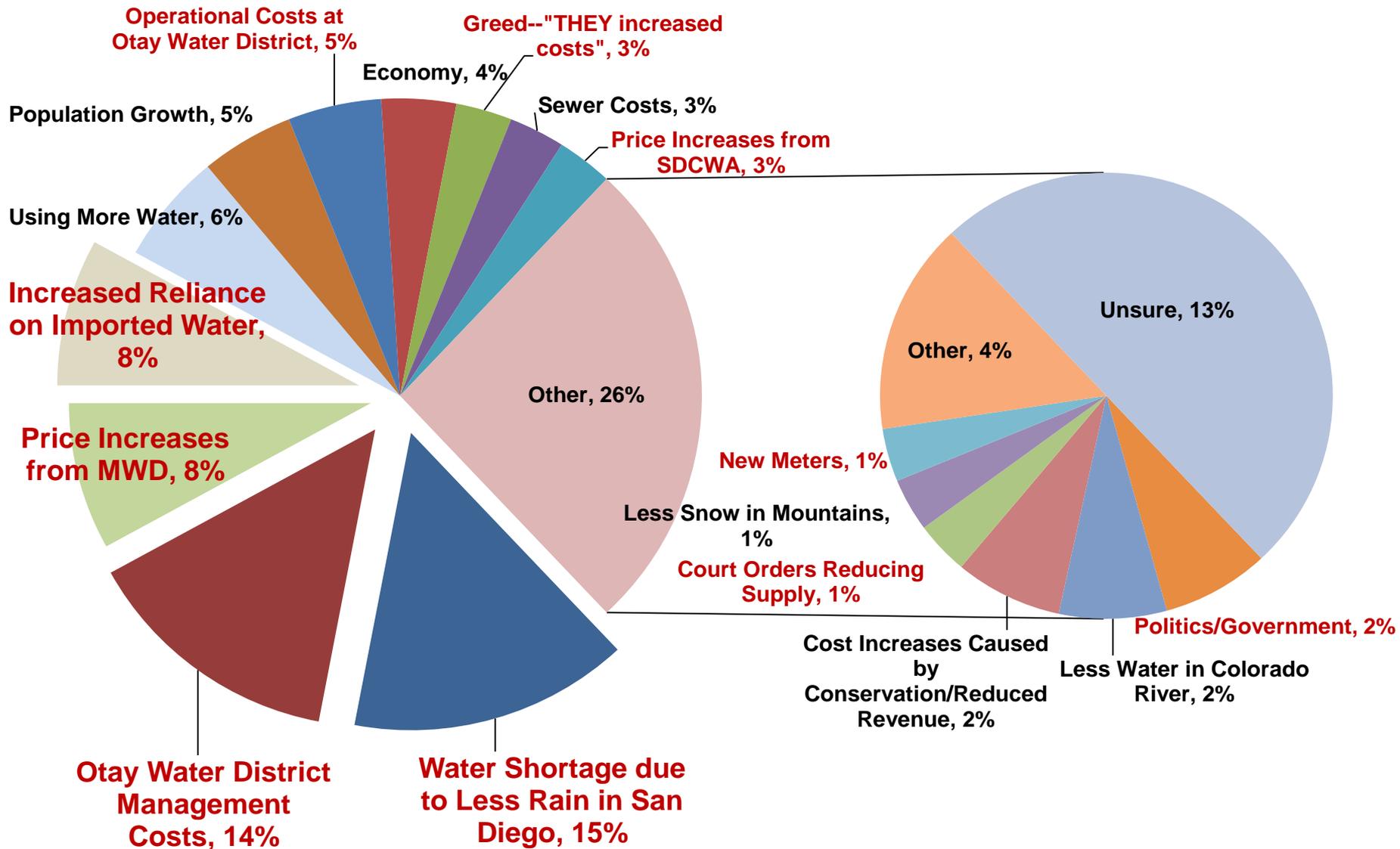
Rate Increases Have Affected Satisfaction with Otay Water District

(among 55% who indicated that rates had increased)



Reasons that Otay Water District Customers Cite for Increased Rates

(among 55% who indicated that rates had increased)



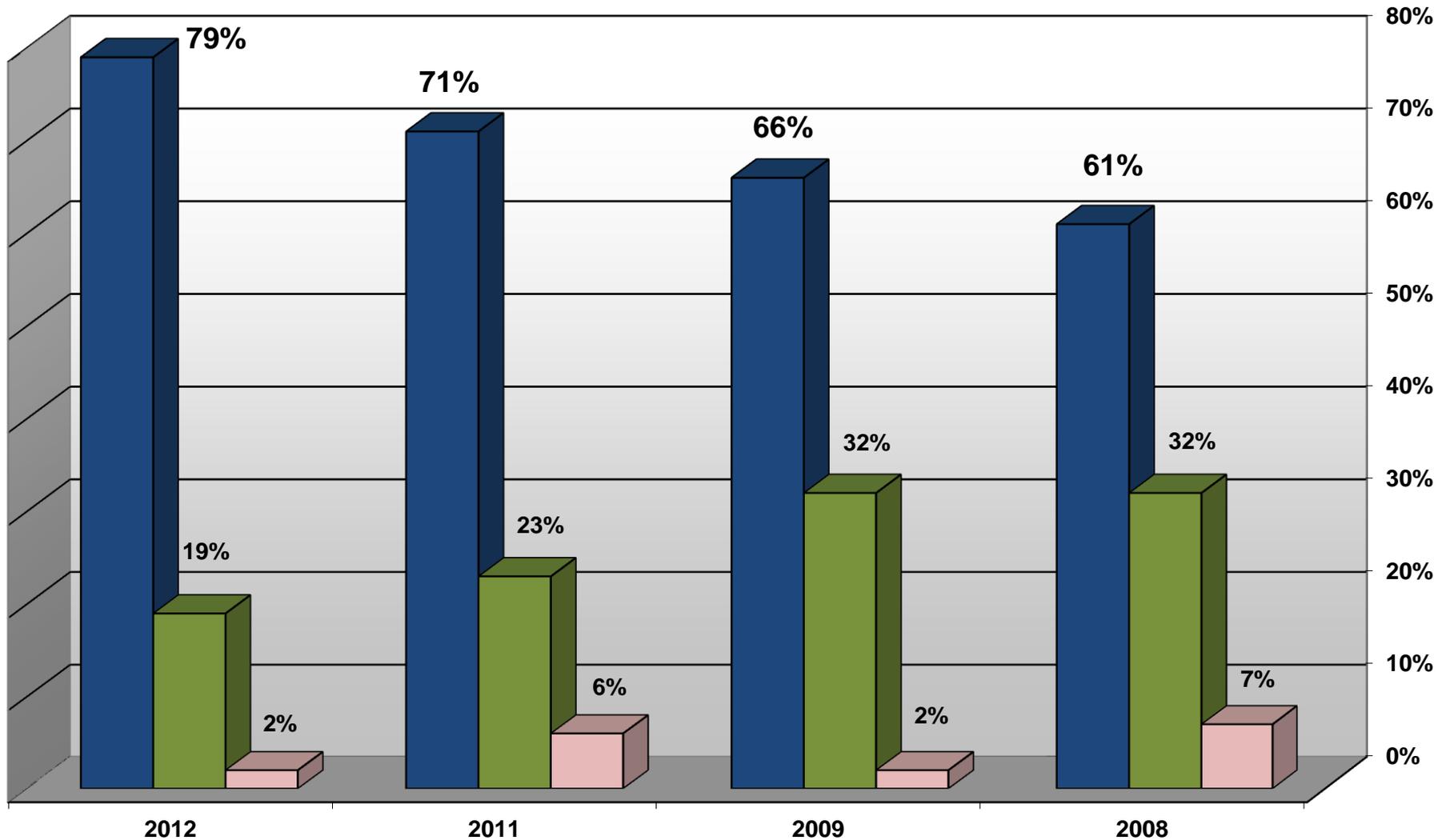
Conservation Motivated by Higher Rates

(among 55 percent who think that rates have increased)

Not Sure

No

Yes

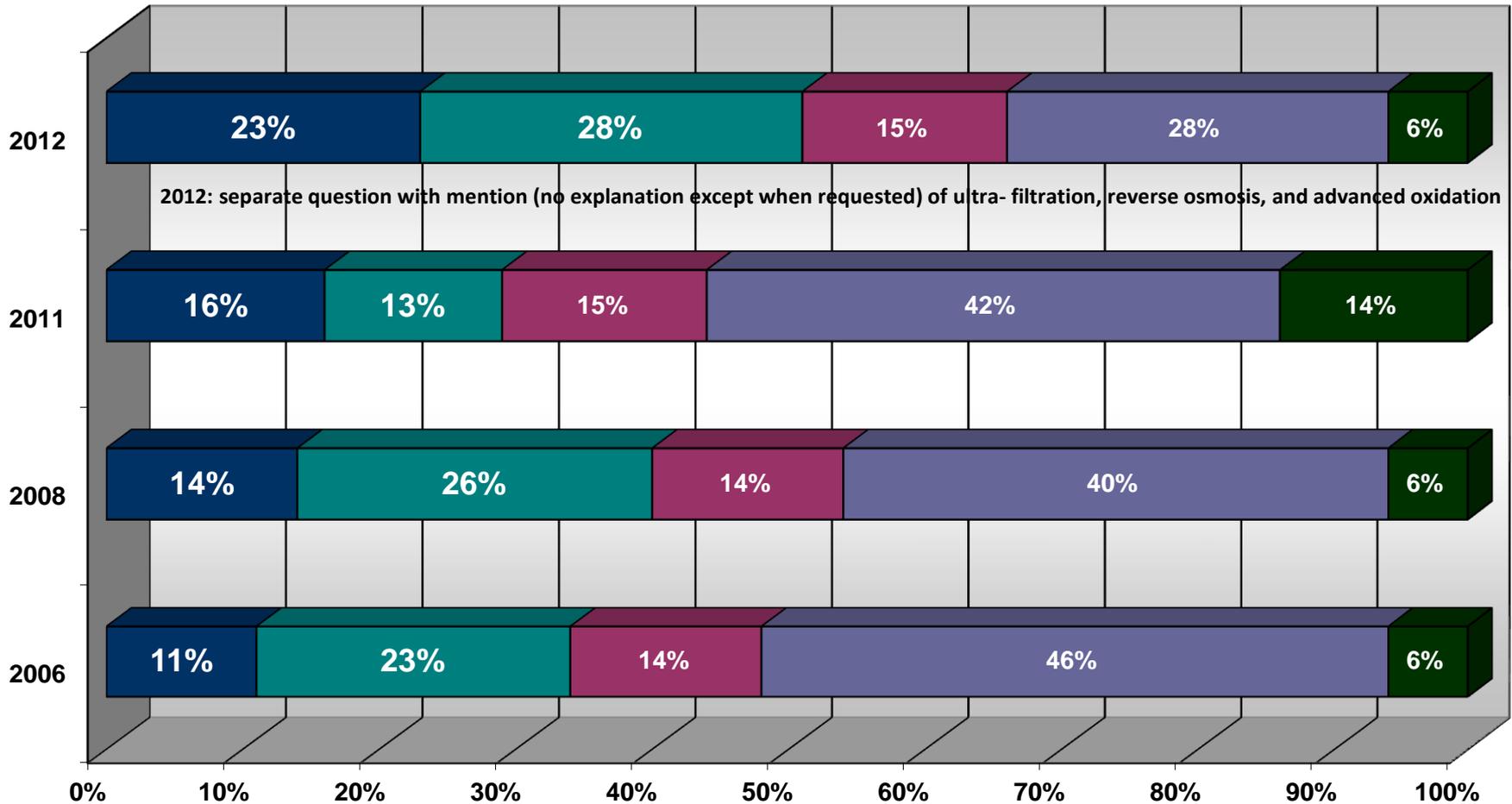


Potable Recycled Water & Ocean Water Desalination

- Strong growth in support for using recycled water to supplement drinking water supplies
- Some growth but still strong support for ocean water desalination's potential importance to water supply
- Increasing support for desalination project at Rosarito Beach
 - Opposition rooted in lack of trust for Mexican government and water supply from Mexico.
 - Declining opposition because of preference for U.S.-based plant and jobs

Favor/Oppose Recycled Water to Supplement Drinking Water Supply

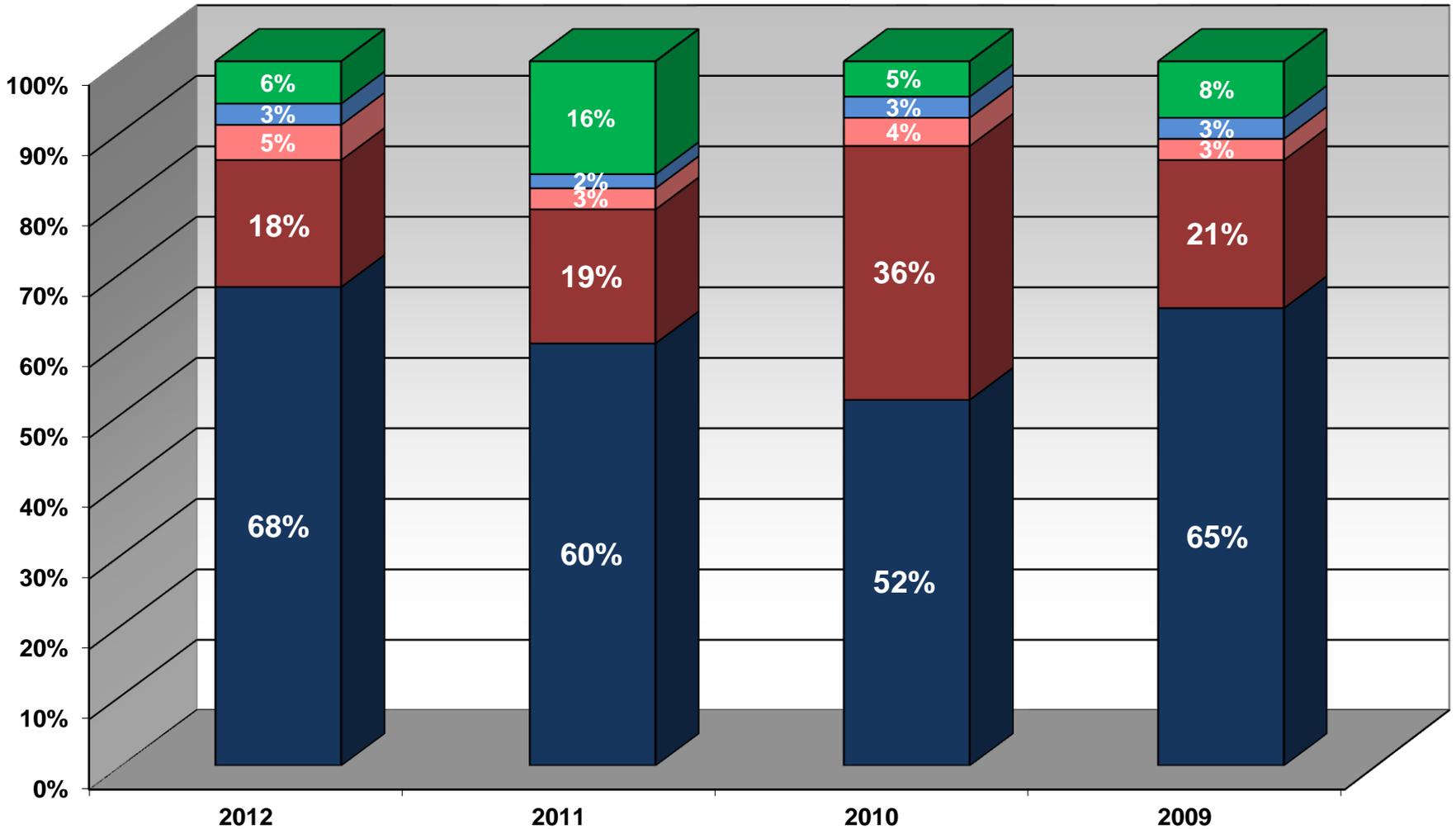
(2.51 = mean on 1-4 scale where 1 = Strongly Favor)



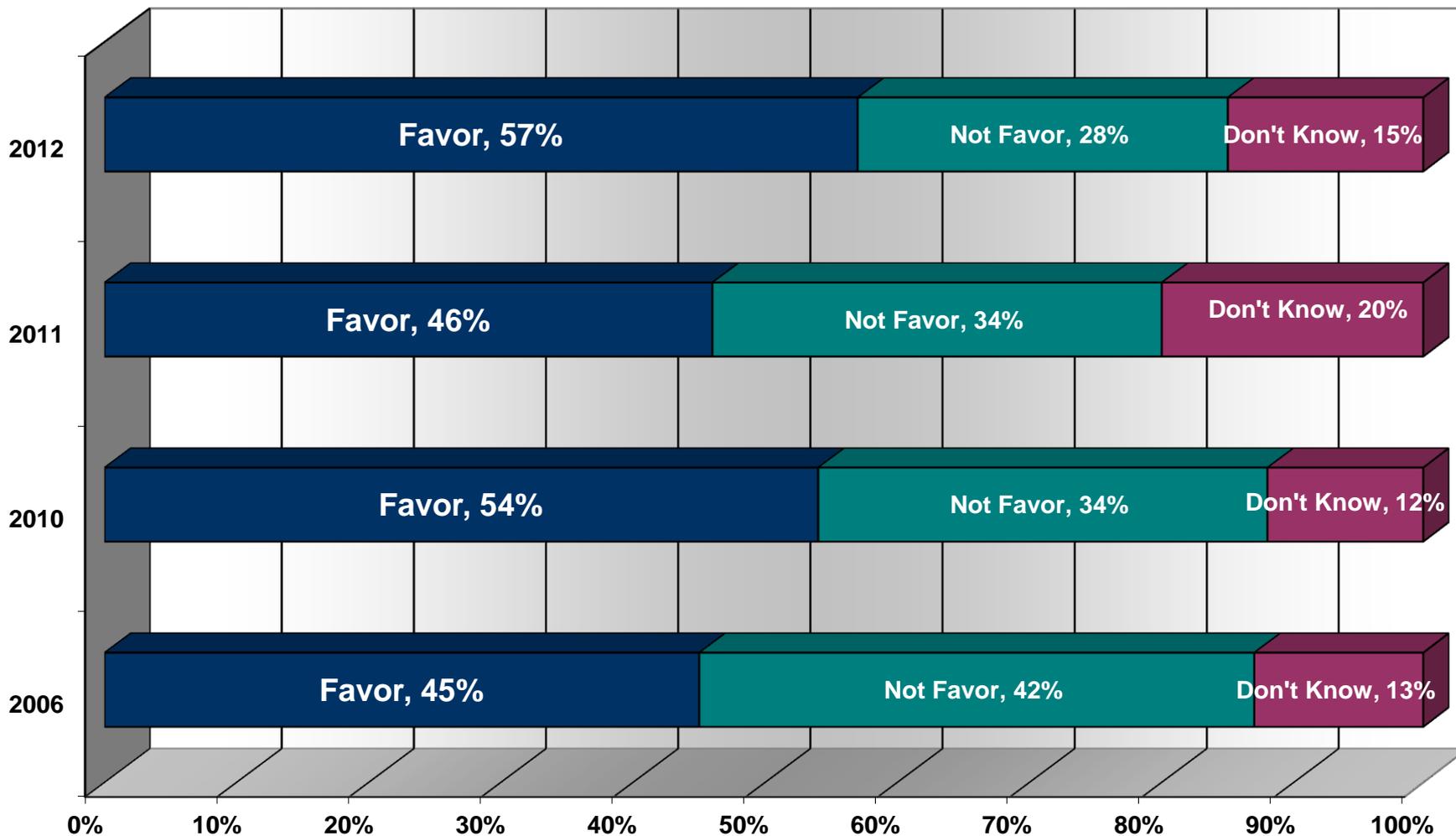
Importance of Ocean Water Desalination to Water Supply

(1.39 = mean on 1-4 scale where 1 = Very Important)

■ Don't Know ■ Not at All Important ■ Not Very Important ■ Somewhat Important ■ Very Important

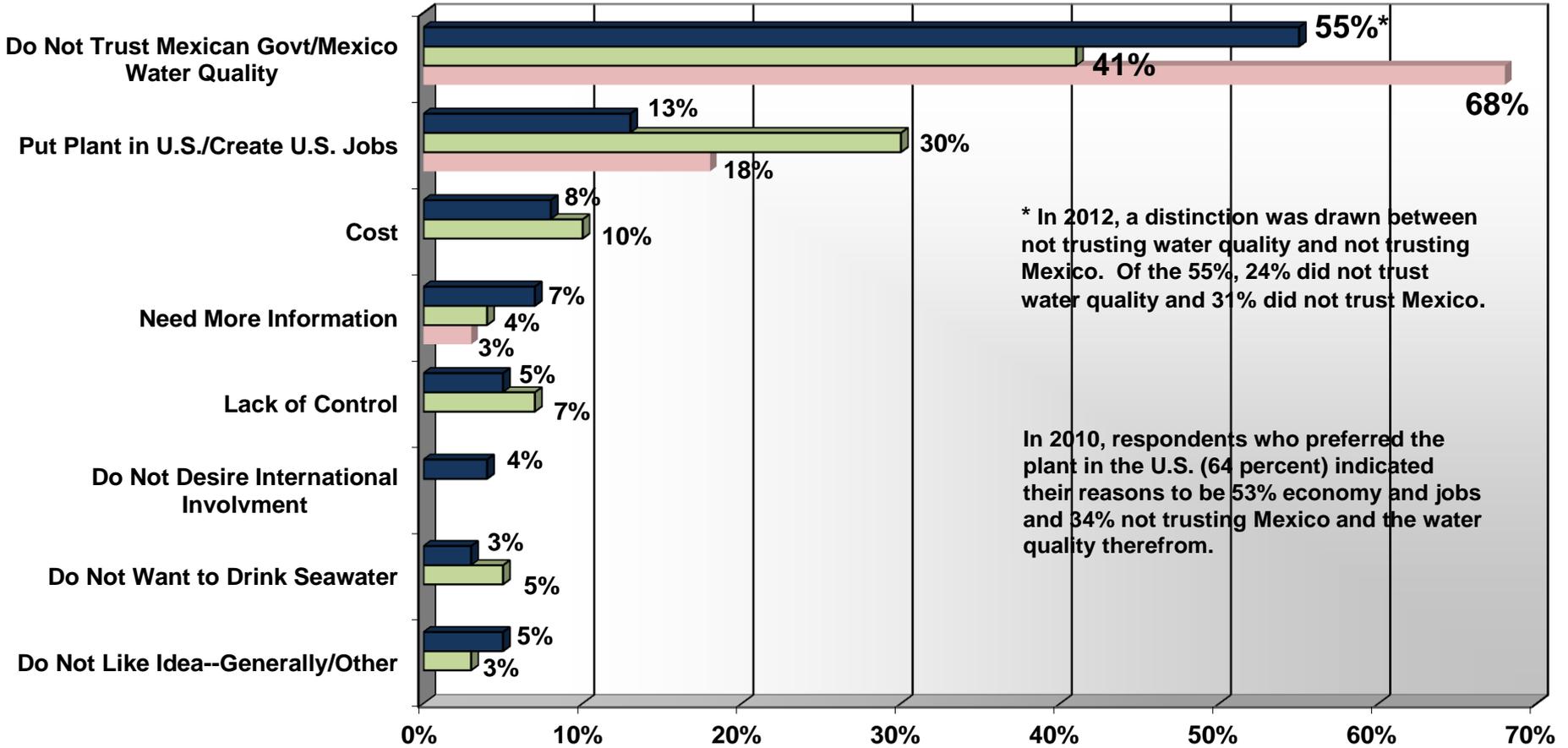


Favor International Agreement to Purchase Desalinated Water from Rosarito Beach



Why Not in Favor of Desalinated Water from Mexico

(asked of 28 percent who indicated opposition)



* In 2012, a distinction was drawn between not trusting water quality and not trusting Mexico. Of the 55%, 24% did not trust water quality and 31% did not trust Mexico.

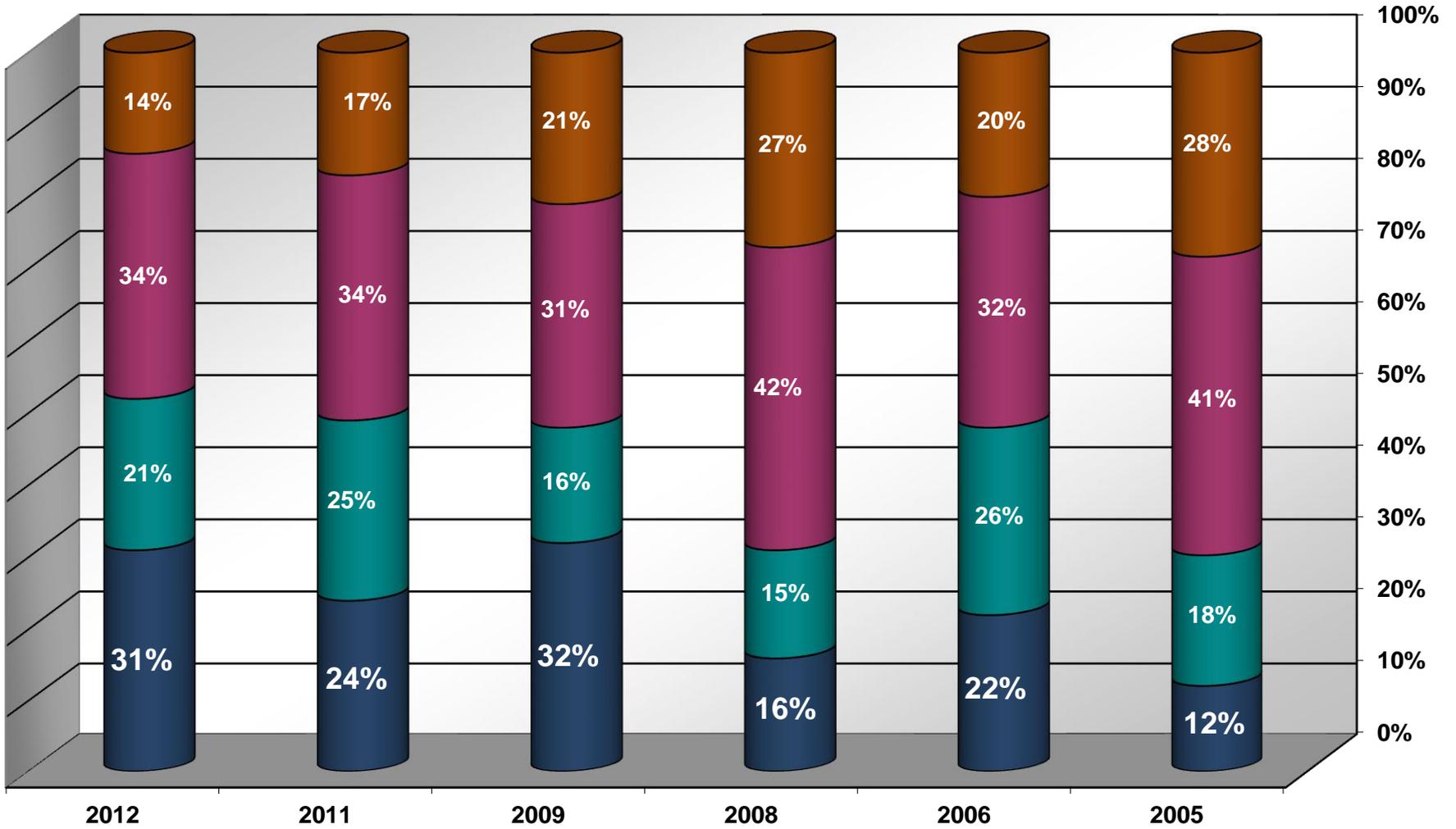
In 2010, respondents who preferred the plant in the U.S. (64 percent) indicated their reasons to be 53% economy and jobs and 34% not trusting Mexico and the water quality therefrom.

Communications

- Increasing frequency of customers reading newsletter regularly
- Increasing use of Otay Water District website and improved rating of website quality
- Social media used by more than ½ of customers
 - Facebook dominates
 - Usefulness of social media by District recognized by increasing number of customers

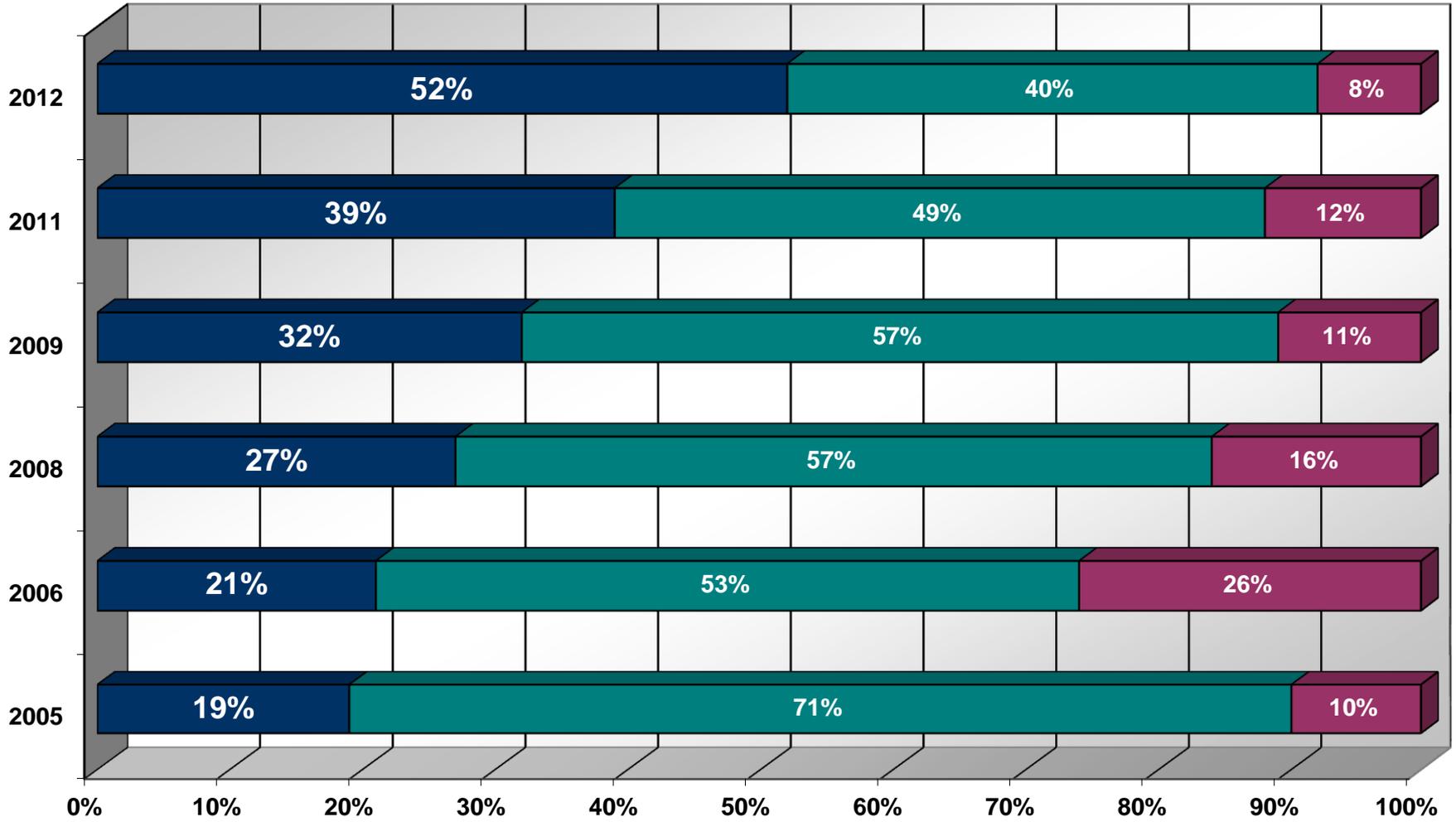
Read Newsletter

■ Every Time ■ Most Times ■ Sometimes ■ Never



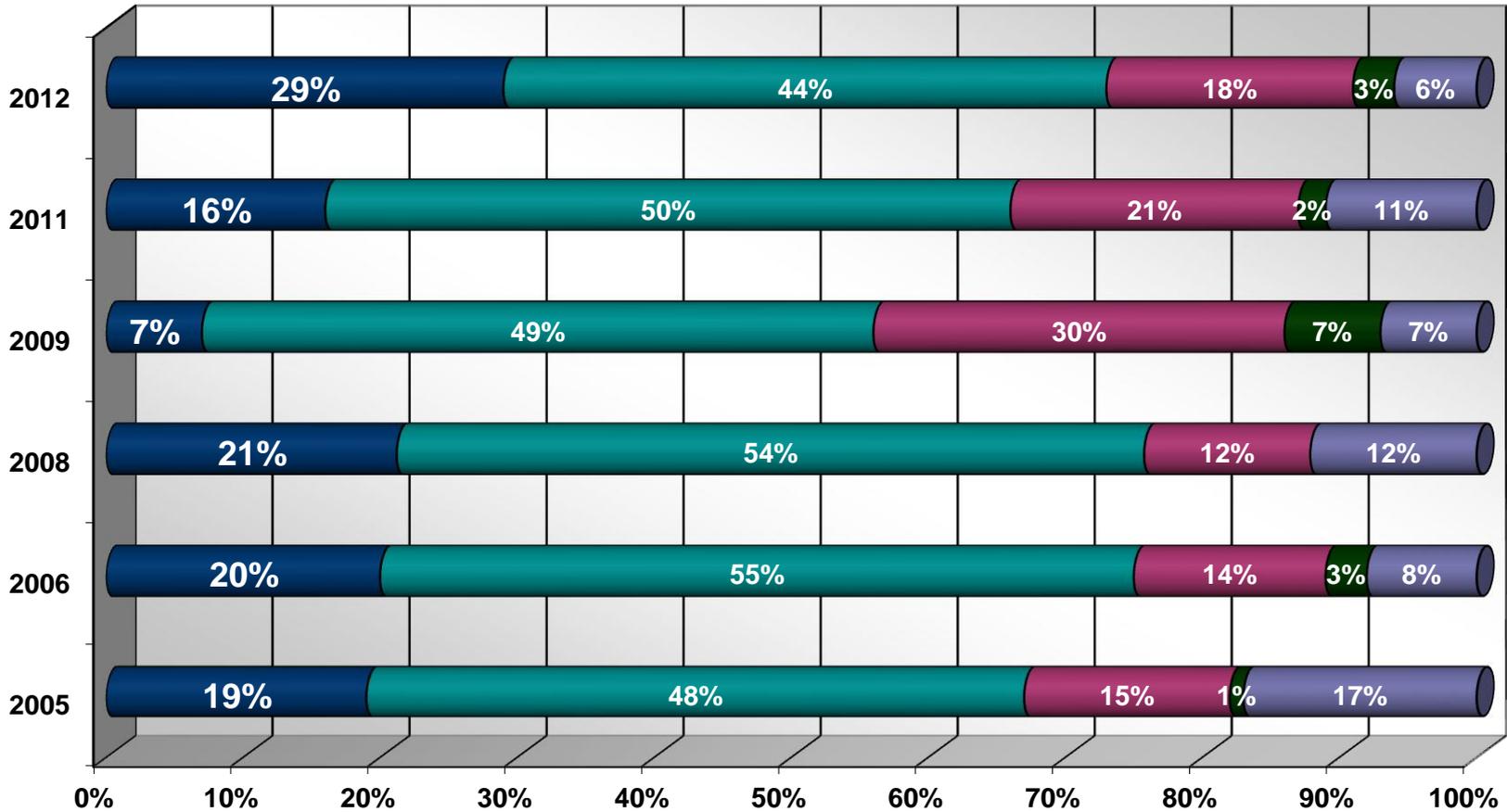
Visit Otay Water District Website

■ Have Visited Website ■ Have Internet Access But Have Not Visited Website ■ Do Not Have Access to the Internet



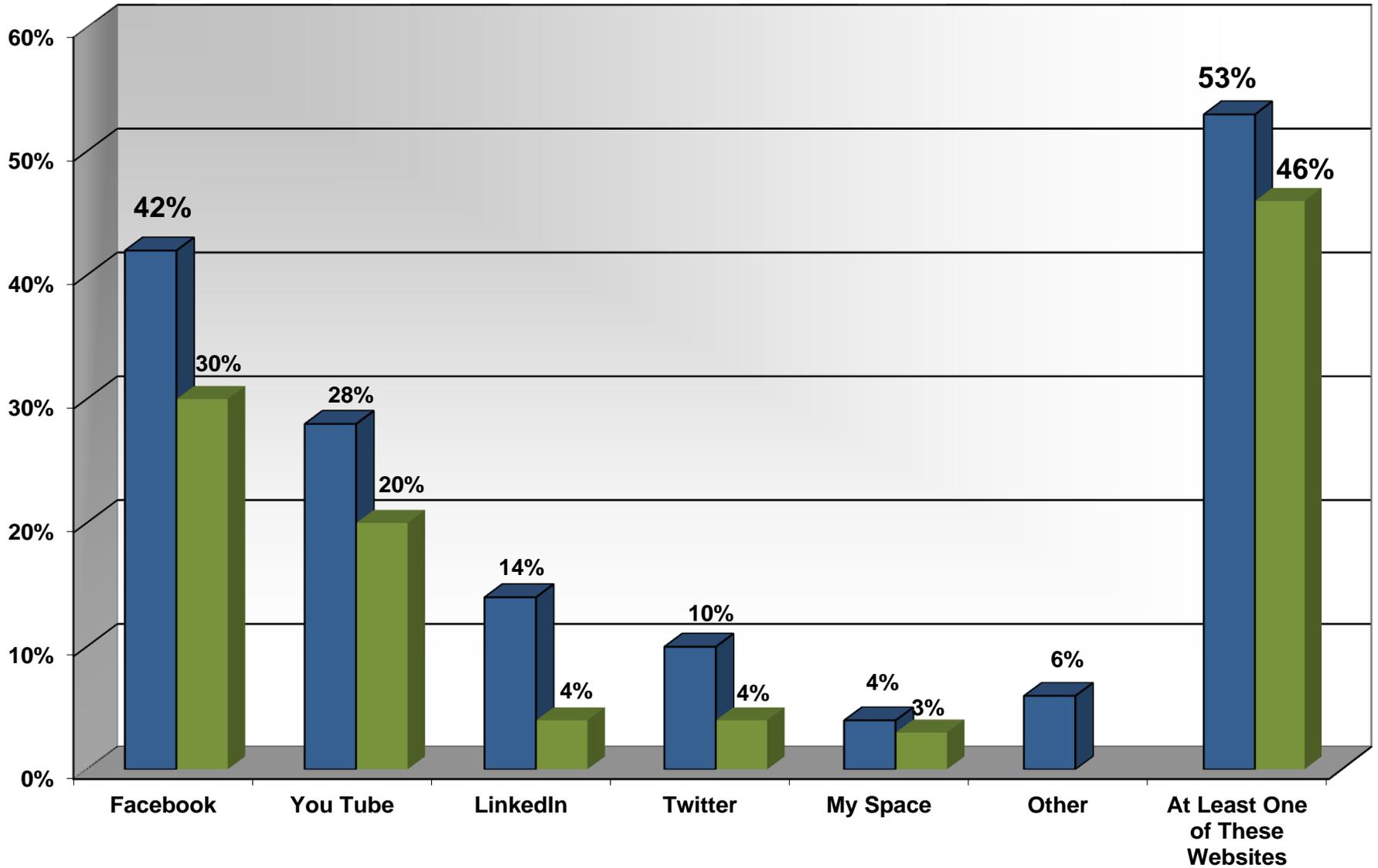
Rating of Website

(1.95 = mean rating on 1-4 scale, where 1 = Excellent)
(by 52 percent who have visited website)



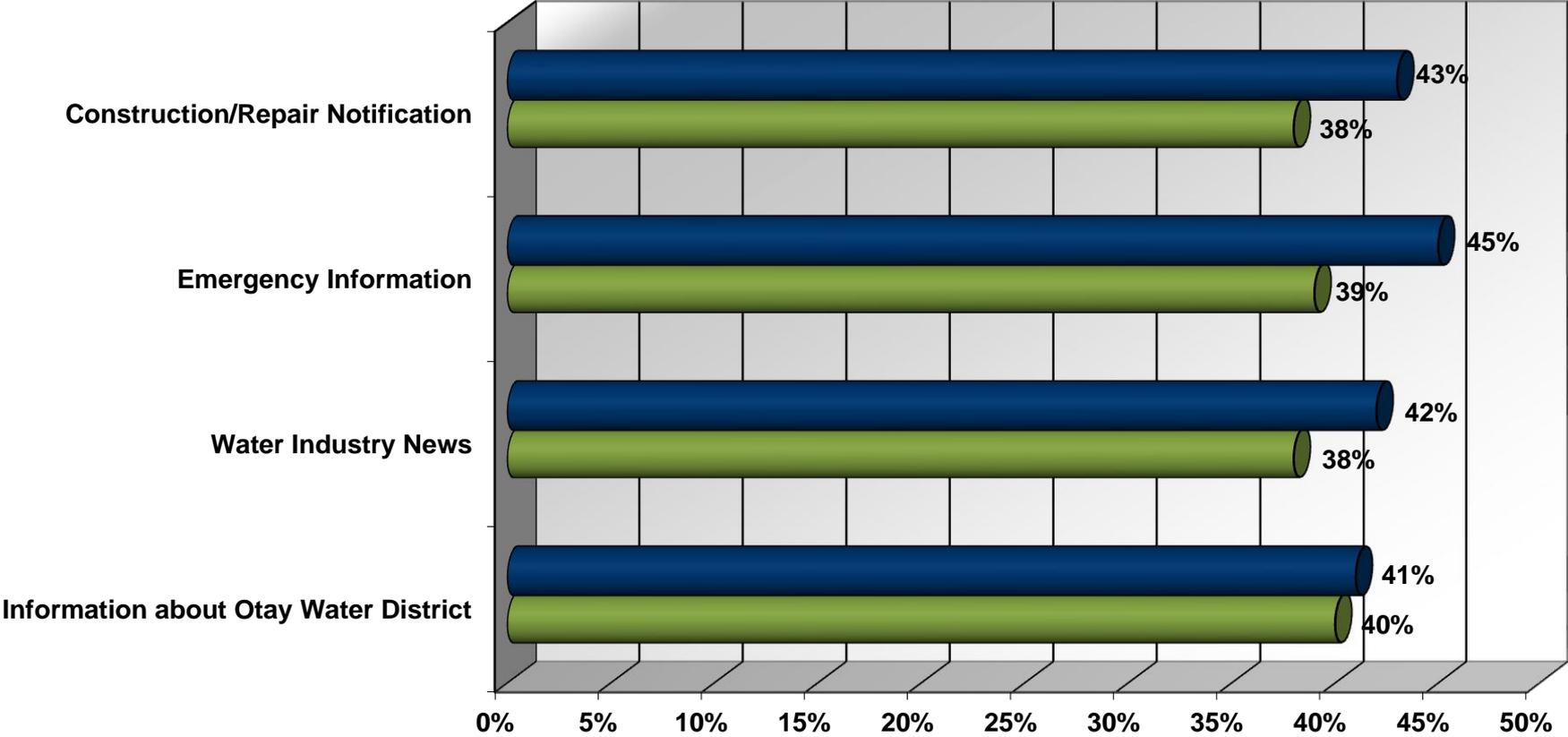
Use of Social Media/Networks

■ 2012 ■ 2011



Potential Uses for Social Media Websites

■ 2012 ■ 2011

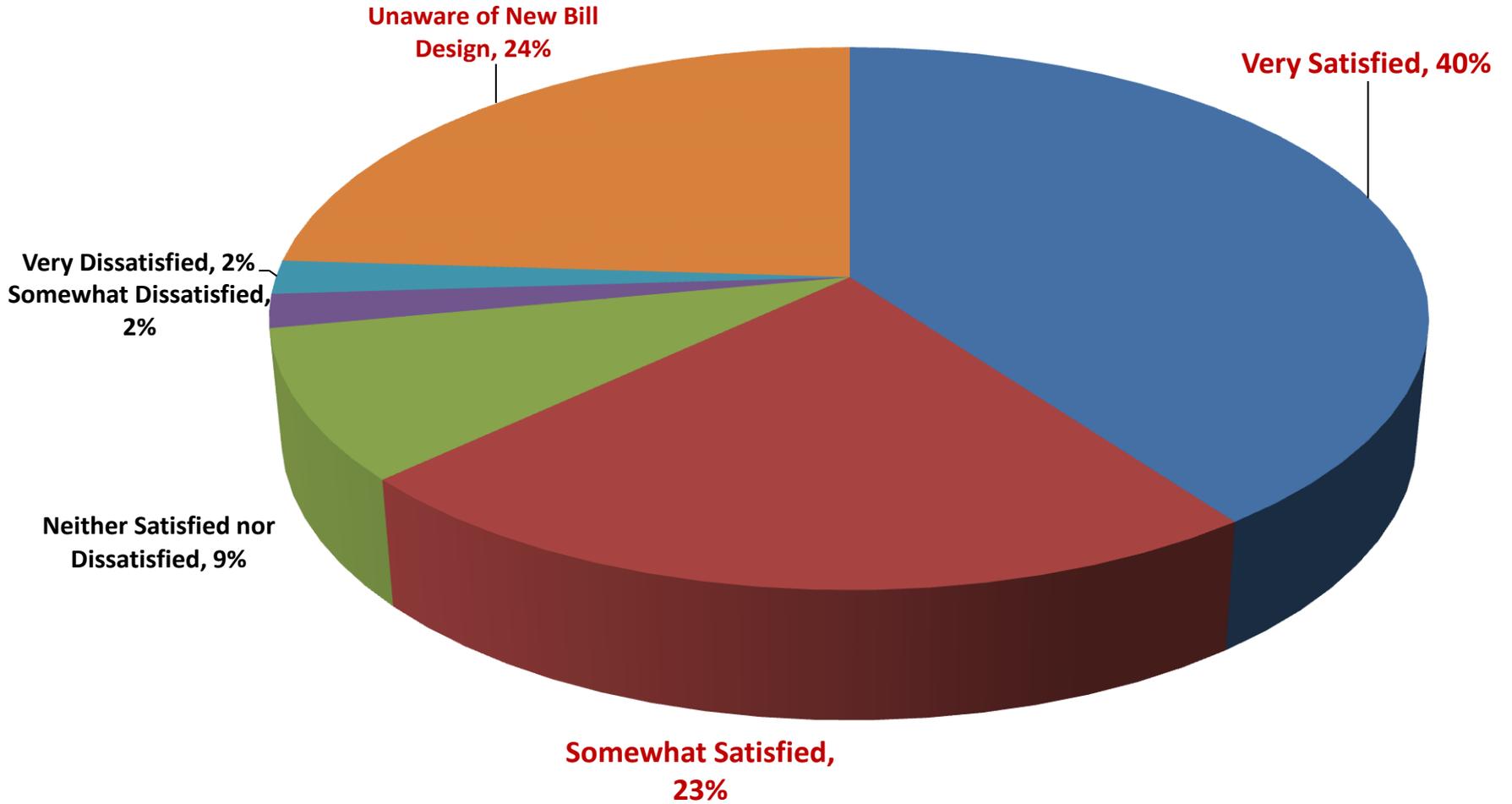


Bill Payment

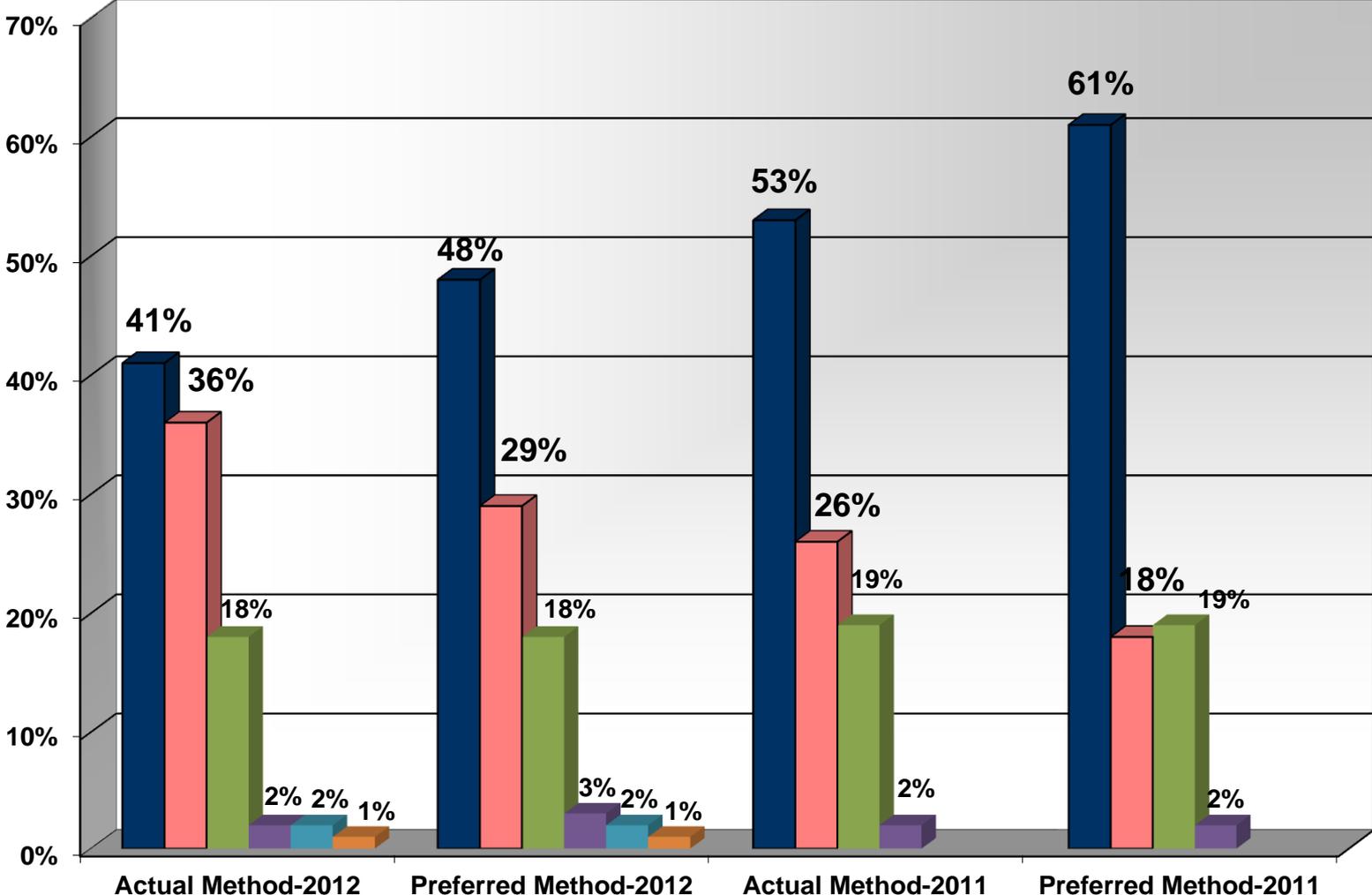
- **New bill design shows 2/3 satisfied but another 1/4 unaware of change**
- **Online bill payment preference shows decline from 2012**
 - Not much can be done to entice those who do not presently do so
- **Willingness to receive bill by e-mail has increased from 2008-2009**
- **Increased acceptance that bill paying will likely be paperless in 1-2 years**
 - Objections to paperless bill paying—desire for paper records, do not use computers, records are not secure

Satisfaction with New Bill Design

(mean satisfaction = 1.72 on 1-5 scale--1 = very satisfied)



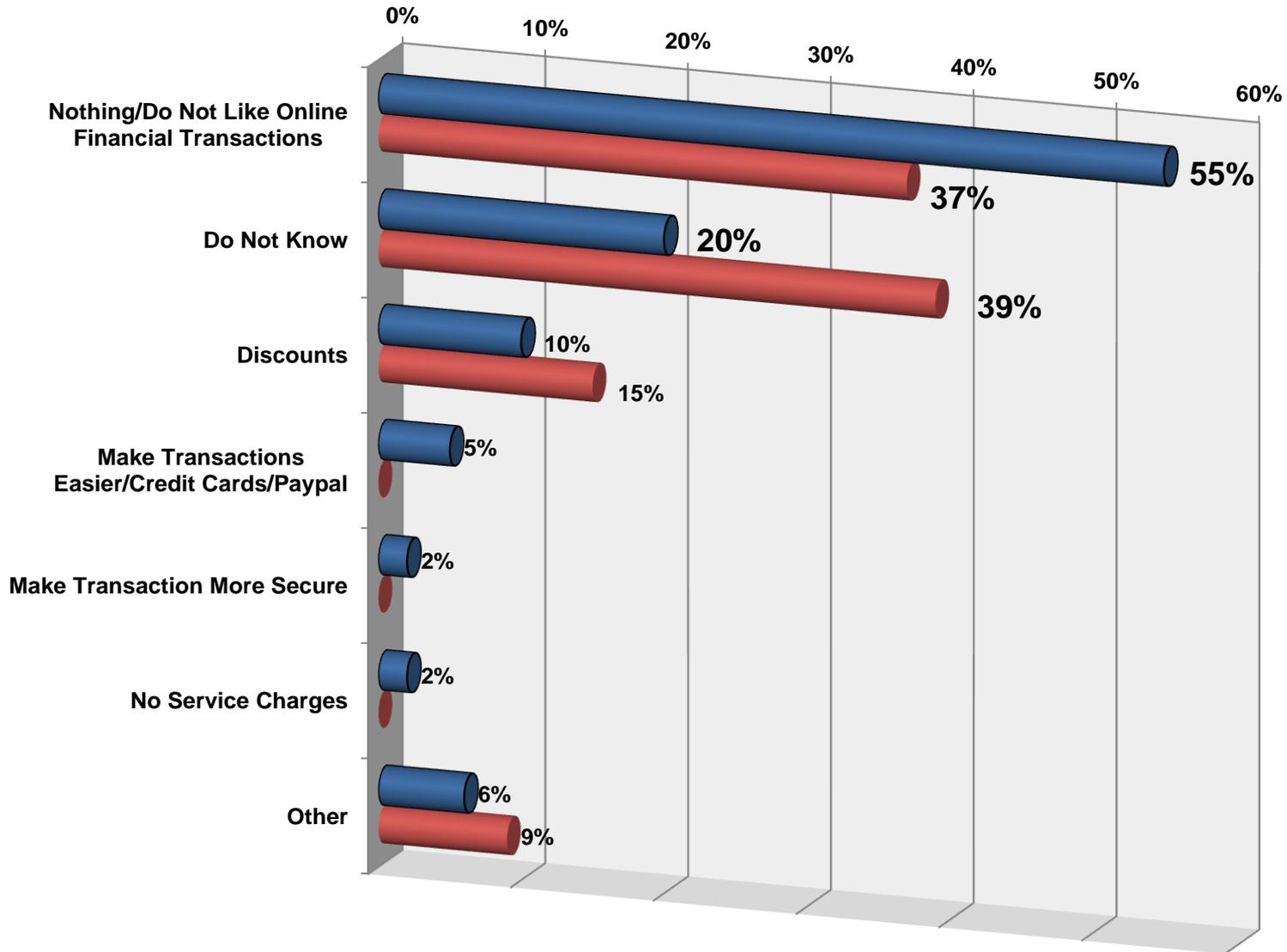
Method of Paying Water Bill: Actual and Preferred Methods



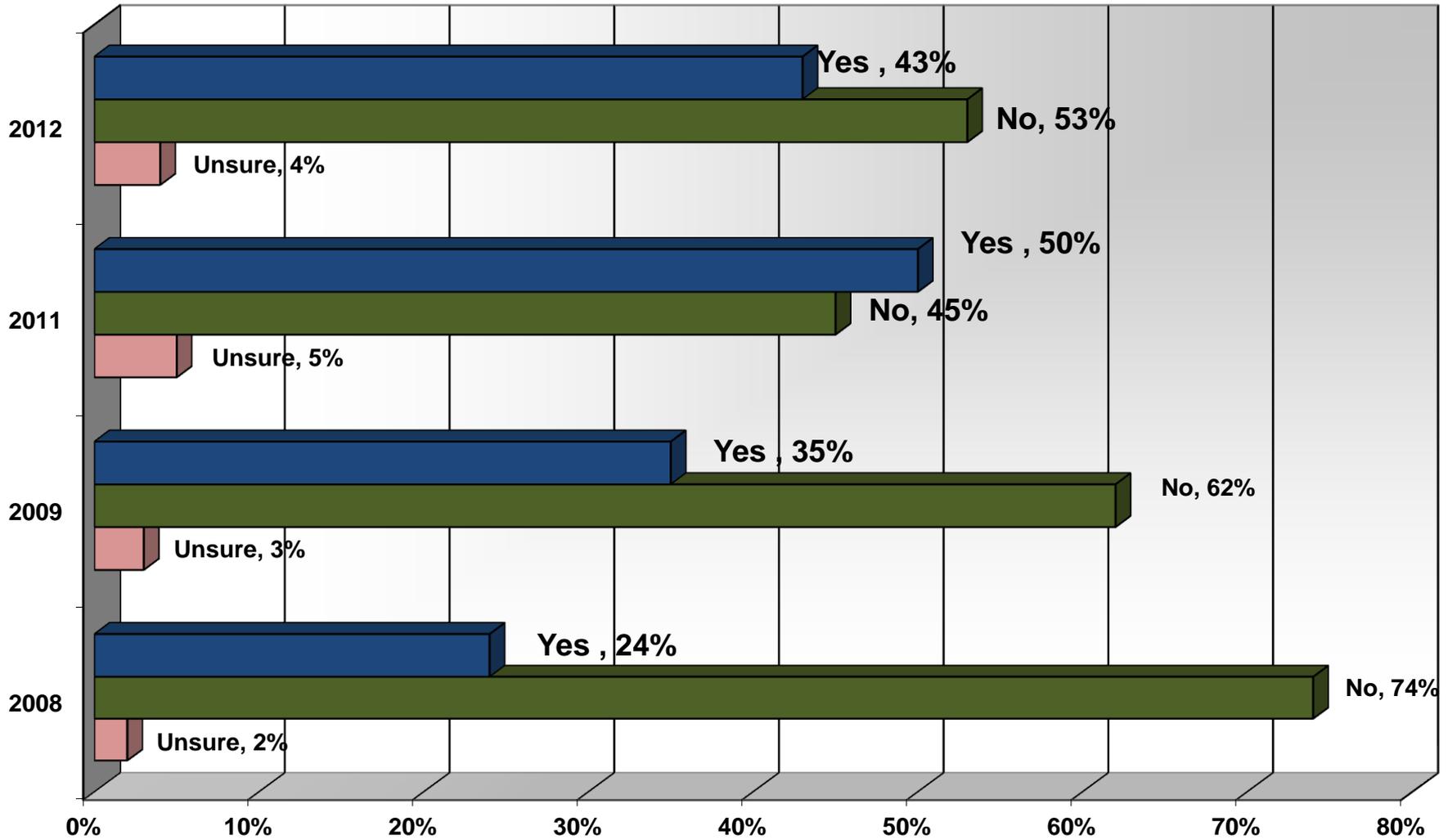
What Can the District Do to Make Paying Online a More Appealing Option?

(asked of 59% who do not pay online)

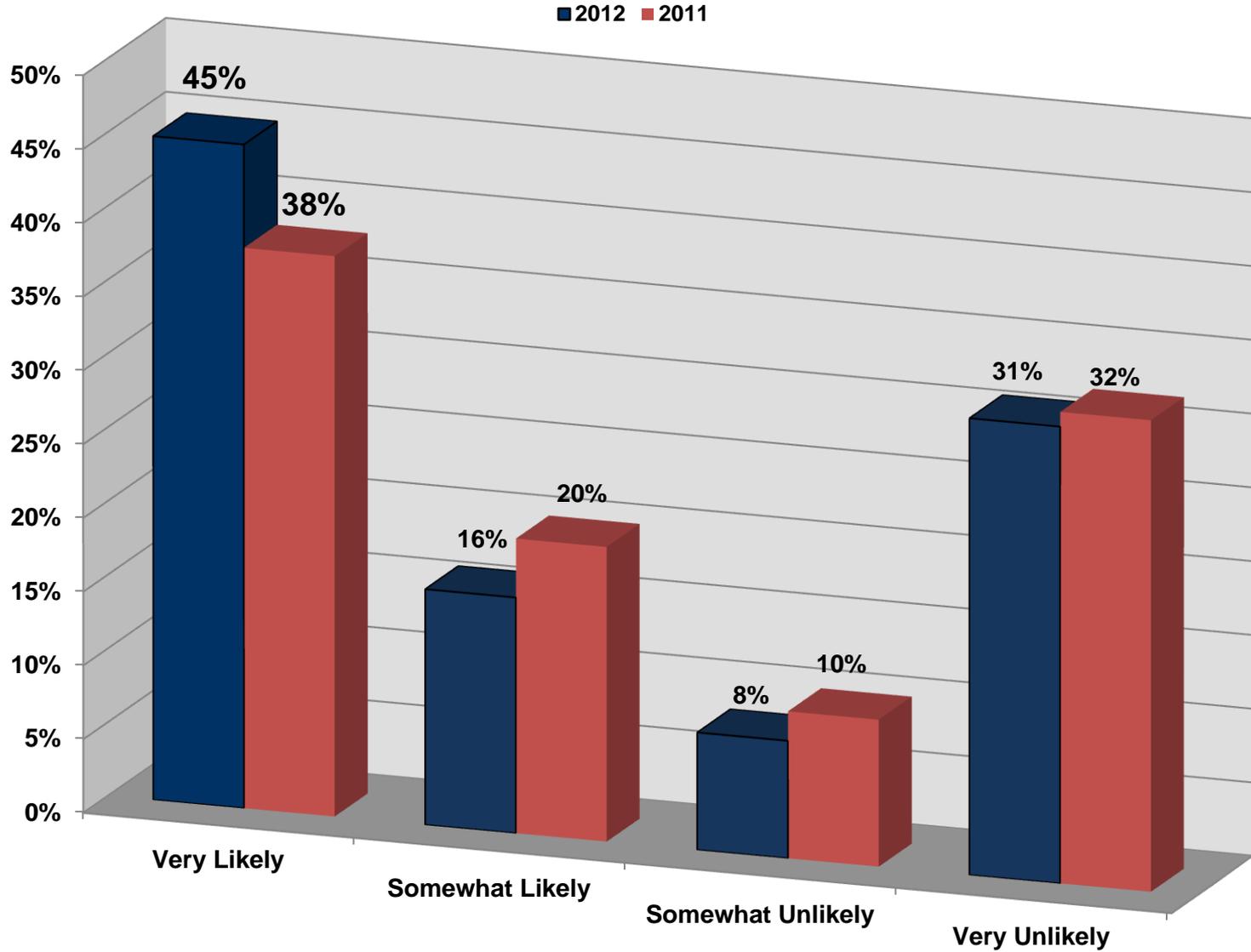
■ 2012 ■ 2011



Receive Monthly Bill by E-mail?



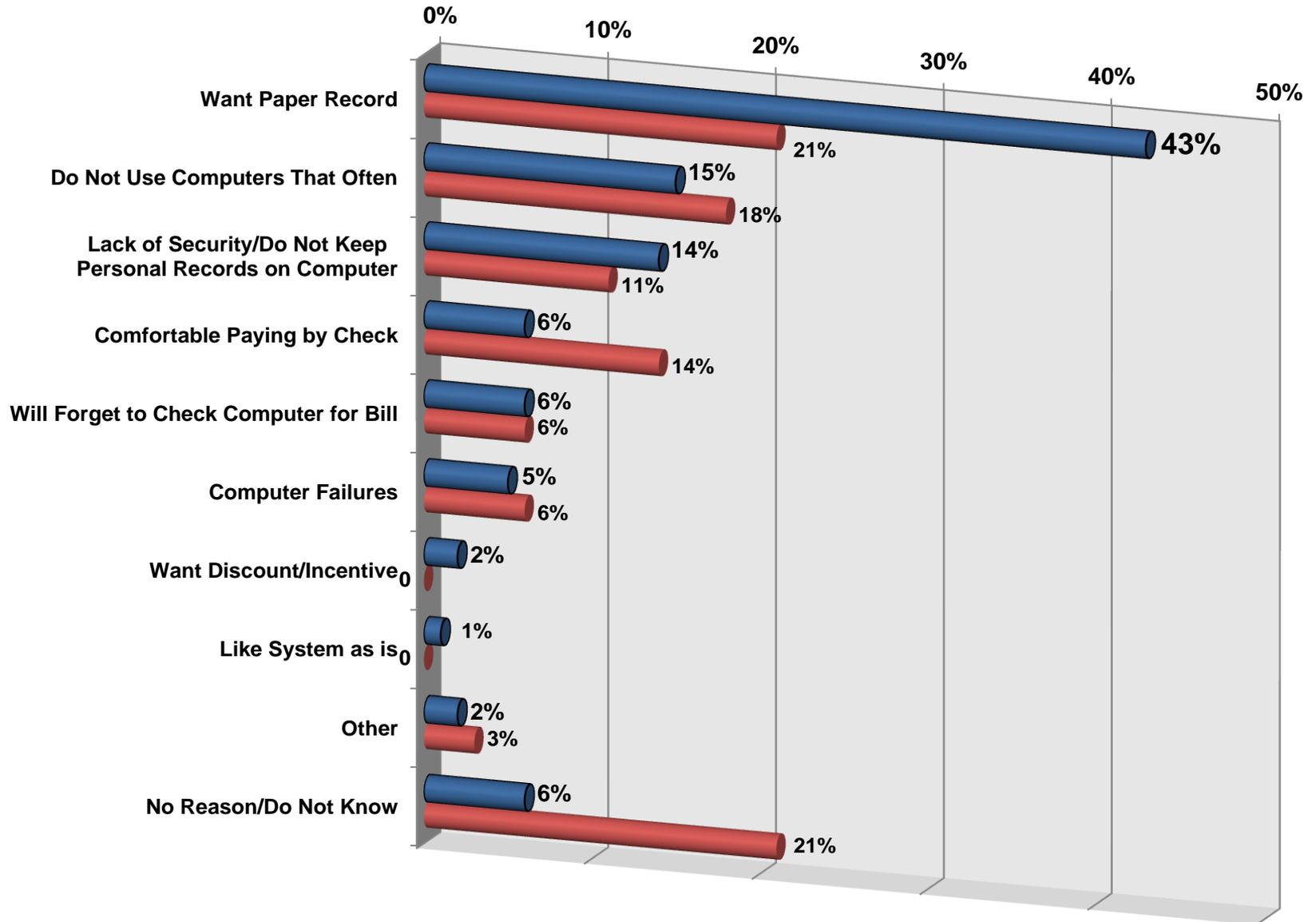
Likelihood of Paperless Bill Paying Within Next 1-2 Years



Objection to Paperless Bill Paying

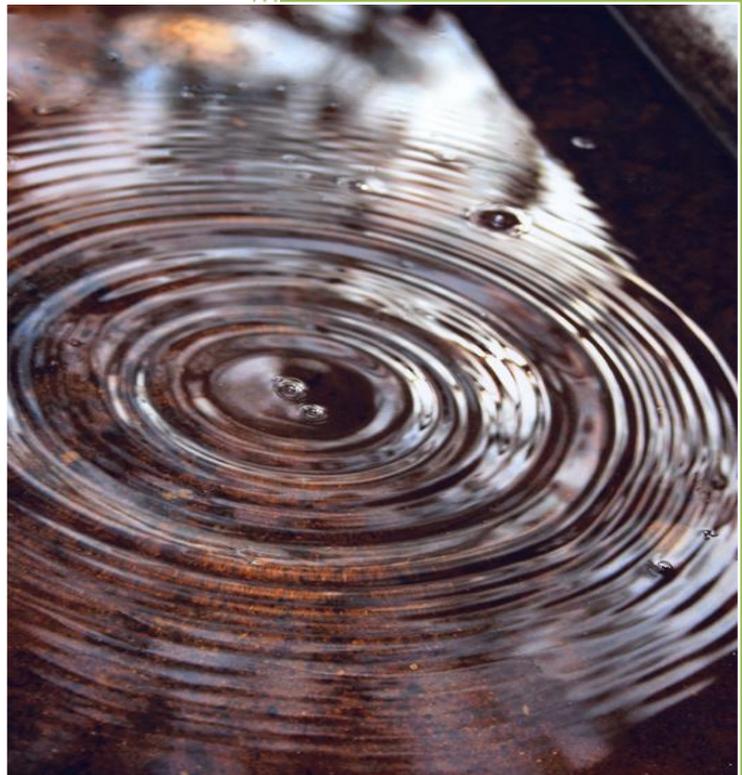
(asked of 39% who indicated that they were unlikely to utilize a paperless system)

■ 2012 ■ 2011



2012

**Otay Water District
Customer Awareness and Opinion
Survey Report**



**Rea & Parker Research
May, 2012**

Table of Contents

	Page
Executive Summary	ii
Introduction and Methodology	1
Sample	2
Survey Findings	4
Demographic Statistics/Respondent Characteristics	4
Customer Satisfaction and Confidence and Trust in Water Reliability	5
Comparative Rating of Utilities	10
Water Conservation	13
Water Rates and Conservation	14
Lawn/Landscaping	19
Cuyamaca College Water Conservation Garden	19
Bill Payment	22
Communication	30
E-mail and Newsletter	30
Website	32
Social Media	34
Alternative Water Supplies: Recycling and Desalination	38
Recycling	39
Desalination	43
Issues Associated with 2011 Power Outage	46
Conclusions	49
Appendix	50
Questionnaire	51
Frequencies	64
Open-Ended Responses	106

Otay Water District 2012 Residential Customer Opinion and Awareness Survey

Executive Summary

The Otay Water District has elected to conduct a statistically reliable customer opinion and customer awareness telephone survey among residential customers. The purpose of the survey is twofold – first, to provide information concerning customer satisfaction and customer awareness of water issues and secondly to compare the results of this 2012 study with the results of the 2005, 2006, 2008, 2009, and 2011 Residential Customer Opinion and Awareness Surveys as well as the 2010 Ocean Water Desalination Opinion Survey where data are comparable for a limited number of questions only.

Sample

The survey was conducted by a random telephone sample of 480 respondents, which equates to a margin of error of +/- 4.5% at the 95% confidence level.

Respondents are predominantly White (55 percent) and Hispanic/Latino (26 percent) and earn an annual median household income of \$79,900 (28 percent earning \$100,000 or more and 6 percent earning under \$25,000). They have a median age of 53 years and have been customers of the Otay Water District for a median of 12 years. Among these respondents, 51 percent possess a Bachelor's degree or more, with 17 percent having a high school education or less. Survey respondents are largely homeowners (91 percent) with a mean household size of 3.12.

Survey Findings

This survey report has been divided into nine essential information components as follows:

- Demographic Statistics/Respondent Characteristics
- Customer Satisfaction and Confidence and Trust in Water Reliability
- Comparative Rating of Utilities
- Water Conservation
- Bill Payment
- Communication
- Social Media
- Alternative Water Supplies: Recycling and Desalination
- Issues Associated with the 2011 Power Outage

Customer Satisfaction and Confidence and Trust in Water Reliability

- Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service with almost two-thirds (64 percent) rating the District as excellent (29 percent) or very good (35 percent). These ratings are consistent with those recorded in the 2011 survey where 63 percent of respondents also rated their level of satisfaction as either excellent or very good.

- Customers express a great deal of confidence in the ability of local water agencies to provide enough water for their customers (92 percent very confident or somewhat confident and 8 percent expressing a lack of confidence). These ratings are similar to the ratings in the 2011 survey where 93 percent were either very confident or somewhat confident in the ability of local water agencies to provide enough water and 7 percent indicated a lack of such confidence. These ratings are somewhat higher than the level of confidence portrayed in the 2008 and 2009 General Surveys and represent a sustained return to the confidence level expressed in the 2005 and 2006 General Surveys.
- Nearly two-thirds of respondents (65 percent) have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (28 percent a great deal of trust and 37 percent a good amount of trust). Only 4 percent expressed a lack of trust. These ratings represent a decline in the amount of trust respondents have in the ability of the District to provide clean, safe, water reversing the ratings portrayed in 2010 and 2011, where 78 percent and 75 percent respectively indicated either a great deal of trust or a good amount of trust.
- Nearly two-fifths (39 percent) of customers have either a great deal of trust (11 percent) or a good amount of trust (28 percent) in the ability of the Otay Water District to obtain water at reasonable prices. This level of trust is quite consistent with the trust ratings in the 2011 Survey as well as with the findings of the 2009 General Survey. In 2012, 9 percent of customers have called the Otay Water District for service or help in the past 6 months. This call rate is somewhat lower than the call rate in the 2009 and 2011 surveys – both at 17 percent. Among the 9 percent who called for service in 2012, 80 percent indicated that their service was either excellent (39 percent), very good (23 percent), or good (18 percent).

Comparative Rating of Utilities

- The critical finding is that 23 percent of Otay Water District customers rate water as the utility with the best value for the money paid. Trash collection (21 percent) and gas and electric (17 percent) follow water in perceived value. This represents a reversal from the 2011 ratings where trash collection was rated as the utility with the best value followed by water.

Water Conservation

- Respondents (55%) believe that water rates have increased over the past year and 25 percent think that rates have stayed the same. This represents a considerable decline over the previous two survey periods in terms of those who believe water rates have increased.
- Among those who believe water rates have increased in the previous year, the water shortage is thought to be due to less rain in San Diego (15 percent) or increased management costs of the Otay Water District (14 percent).
- Among those who feel that water rates have gone up during the previous year, well over one-half (55 percent) have indicated that these higher water rates have caused their overall satisfaction with the Otay Water District to decline, although this is not reflected in the consistently high satisfaction ratings that the District has received over the years.
- Among those who think that water rates have increased, 79 percent indicate that these higher rates have motivated them to conserve water. This is indicative of a steady increase in the percentage of those who are motivated to conserve water from previous surveys in 2008, 2009, and 2011.

- Among District customers, 80 percent have automatic adjustable controllers and they have adjusted these controllers an average of 4.0 times during the past year.
- Nearly one-half of the respondents (48 percent) have visited the Cuyamaca College Water Conservation Garden. This represents an increase of 11 percent in visitation from the 2011 survey where 16 percent of respondents visited the Garden.
- Nearly three-fifths (59 percent) of those who visited the Water Conservation Garden made changes to their landscaping that resulted from that visit.

Bill Payment

- Over three-fifths (63 percent) of customers are either very satisfied (40 percent) or somewhat satisfied (23 percent) with the new design of the water bill. Over two fifths (41 percent) of customers pay their bill on-line and over one-third (36 percent) pay by sending a check in the mail. It is noteworthy that 48 percent of customers would prefer to pay on-line (7 percent more than actually do so) and 29 percent would prefer to use postal mail (6 percent less than actually do so).
- Over two fifths (43 percent) of customers of the Otay Water District would prefer to receive their bill by e-mail instead of through the Postal Service. This preference has declined to some extent from the results of the 2011 survey where one half of the customers indicated a preference to receive their bill by e-mail. However, the preference for e-mail expressed in both the 2011 and 2012 surveys represent an increase since 2008 and 2009.
- Regardless of their current interest in receiving bills by e-mail, there is a greater degree acceptance that future bill paying will likely be paperless. Customers were asked if they were likely to receive their bill from the District by e-mail and then proceed to make their payment by one of various paperless methods other than by check or cash within the next 1-2 years. Over three-fifths of customers (61 percent) indicated that this was likely – 45 percent very likely and 16 percent somewhat likely. This response is consistent with the response in 2011 where 58 percent were predisposed to receive their bill by e-mail and then pay the bill through a method other than the Internet.

Communication

- Nearly three-fifths (59 percent) of the respondents think that using their home e-mail is a good way to receive information from the Otay Water District.
- More than 3 in 10 customers (31 percent) always read the newsletter or bill inserts that come in the mail with the monthly water bill, 21 percent read these materials most months, and another 34 percent read them sometimes, leaving 14 percent who never read the newsletter or bill inserts. These results show a consistent increase in readership patterns since 2008.
- Over one-half of customers (52 percent) have visited the Otay Water District website. This represents a substantial increase over the 2011 survey results where 39 percent indicated they visited the website. Further, there has been a steady increase of customers who have visited the Otay Water District website since 2005.
- Visitors give the Otay Water District website high ratings – 73 percent excellent or good, 18 percent fair, and 3 percent poor. These ratings represent an increase over the 2011 survey ratings where 66 percent rated the website as either excellent or good.

Social Media

- Over one-half (53 percent) of customers use at least one form of social media. This represents an increase of 7 percent over the 2011 survey where 46 percent indicated that they used at least one social media website.
- Customers continue to be somewhat positive about the potential for the Otay Water District to use social media sites to better serve their needs. Approximately two-fifths of customers (range of 41 percent to 45 percent) provide an affirmative response to 4 specific potential uses of social media (distribute information; emergency information; notify about construction; and provide water industry news).
- Over two-fifths (45 percent) feel that a social media presence is either very important (22 percent) or somewhat important (23 percent). Based on a scale of 1 to 5, where 1 = very important and 5 = very unimportant, customers rated the importance of the Otay Water District having a presence using social media at 2.99. These responses represent a decline in the importance accorded by customers to the potential use of social media by the Otay Water District since 2011. It is clear that while customers can appreciate the potential use of social media by the District to serve their interests, they do not regard such endeavors as having great importance.

Alternative Water Supplies: Recycling and Desalination

- Respondents continue to support the use of recycled water for watering landscape along freeways, open space, parks, and golf courses. In the current survey, 95 percent either strongly favor (76 percent) or somewhat favor (19 percent) the use of recycled water for landscape and golf courses. This finding is consistent with all previous surveys since 2005.
- Respondents also support the use of recycled water for watering residential front lawns – 90 percent either strongly favor (66 percent) or somewhat favor (24 percent) such use of recycled water. This positive sentiment was also reflected in the 2008 and 2009 surveys where 96 percent and 90 percent respectively supported the use of recycled water for watering front yards. The level of support for the use of recycled water to replenish recreational lakes (50 percent strongly in favor) is consistent with the 2011 survey where 47 percent of respondents strongly favored the use of recycled water for this purpose. Current levels of support (2011 and 2012 survey periods) are still well above 2005 and 2006 levels of support (30 percent in 2006 and 34 percent in 2005).
- Over one-half (51 percent) of respondents either strongly favor (23 percent) or somewhat favor (28 percent) the use of recycled water to supplement the drinking water supply. This represents a substantial increase over previous survey periods – favorability in 2011: 29 percent; favorability in 2008: 40 percent; and favorability in 2006: 34 percent.
- A considerable proportion of District customers (86 percent) feel that ocean water desalination can be substantially important in maintaining a reliable supply of water in San Diego County (68 percent – very important and 18 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by District customers in the 2011, 2010, and 2009 Surveys.
- Among the 28 percent who oppose the international agreement with Mexico to construct a desalination facility at Rosarito Beach, one half indicates that they do not trust the quality of water in Mexico and/or they do not trust the Mexican government. Another 13 percent feel that the plant should be located in the United States in order to create jobs domestically. In the 2009, 2010, and 2011 surveys, customers expressed the same

reasons for opposing the international agreement with Mexico as they did in the current 2012 survey.

Issues Associated with the 2011 Power Outage

- Just over one-fourth (26 percent) of residents of the Otay Water District indicated that they were concerned about the quality of their water during and after the massive power outage of September 8, 2011.
- One-quarter (25 percent) of customers further indicated that they were concerned that during the power outage, there would be a disruption in the delivery of their water by the Otay Water District.
- Customers obtained information during the power outage largely through battery-operated radios or car radios (54 percent of all responses) and they would largely use this same method to obtain information if another mishap should occur.

Conclusions

There are strong indications of support for the work of the Otay Water District. The results of the 2012 survey continue to show this strength. For example, Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service. Customers also have a great deal of confidence in the ability of the District to provide an adequate supply of water at a reasonable price.

Water is rated as the best value for the money paid by customers while trash collection is given the next highest value. Water and trash collection have been the top two utilities in the District's surveys since 2008.

Customers are aware that water rates have increased, and this knowledge has prompted a greater motivation to conserve water. Customers continue to support alternative sources of water including the use of recycled water for watering golf courses, open space and along freeways. They also support recycled water for use on lawns and public landscape and in replenishing recreational lakes. Use of recycled water for drinking purposes has achieved majority favorability for the first time in these Otay Water District surveys. Customers also strongly support ocean water desalination and are in favor of an international agreement with Mexico to promote or facilitate desalination.

Visitation of the District website is also rising and the rating of the website has increased as well. Customers of the District support the potential use of social media websites by the District to disseminate information and to otherwise communicate with customers.

The results of this survey should be viewed as ratification by the public of the importance and quality of the work done by the District and as an expression of the high value to the public of the work in which the Otay Water District is engaged.

Introduction and Methodology

In 1956, the Otay Water District was authorized by the State Legislature and gained its entitlement to imported water. Today, the District serves the needs of approximately 208,000 people within 125.5 squares miles in southern San Diego County by purchasing water from the Metropolitan Water District of Southern California through the San Diego County Water Authority and Helix Water District. Sewer services are also provided to portions of the customer base. Since its inception, the Otay Water District also has collected and reclaimed wastewater generated within the Jamacha Drainage Basin and pumped the reclaimed water south to the Salt Creek Basin where it is used for irrigation and other non-potable uses.

The Otay Water District has elected to conduct a statistically reliable customer opinion and customer awareness telephone survey among its residential customers. The purpose of the survey is twofold – first, to provide information concerning customer satisfaction and customer awareness of water issues and secondly to compare the results of this 2012 study with the results of the 2005, 2006, 2008, 2009, and 2011 Residential Customer Opinion and Awareness Surveys (referred to throughout this report as General Surveys) as well as the 2010 Ocean Water Desalination Opinion Survey where data are comparable for a limited number of questions only.

Rea & Parker Research was selected to conduct the 2012 study, as it was for the 2005, 2006, 2008, 2009 and 2011 studies. The purpose of the research is to:

- Determine overall satisfaction with the services of the Otay Water District including the level of trust in the District to provide enough water at reasonable rates;
- Determine opinions and perceptions of various issues, including:
 - Water rates
 - Awareness and interest in water conservation
 - Methods of and attitudes toward water conservation
 - Attitudes toward recycling and desalination
 - Formal district communication efforts including the official website
 - Potential use of social media websites to distribute information
 - Customer service
 - Issues associated with the 2011 power outage and possible future outages
 - Relative value of water service in comparison to other utilities
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public awareness programs.

- Compare the results of this survey with the results of the 2005, 2006, and 2008, 2009, 2010, and 2011 surveys of District customers.

Sample

The survey was conducted by a random telephone sample of 480 respondents in order to secure a margin of error not to exceed +/-4.5 percent @ 95 percent confidence¹. This figure represents the widest interval that occurs when the survey question represents an approximate 50 percent-50 percent proportion of the sample. When it is not 50 percent-50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 52.0 percent of respondent households do not recall having seen or heard messages about the Cuyamaca College Water Conservation Garden. This means that there is a 95 percent chance that the true proportion of the total population of the District's service area that has not seen or heard these messages is between 56.5 percent and 47.5 percent (52.0 percent +/- 4.5 percent).

Survey respondents were screened to exclude those customers who have not lived in San Diego County for at least one year. When respondents asked about who was sponsoring the survey, they were told "this project is sponsored by the Otay Water District, and it's about issues related to your household water supply."

The survey was conducted in both English and Spanish. Spanish language respondents comprised 2 percent of the survey population. The distribution of respondents according to gender was 55 percent male and 45 percent female.

The survey was conducted from March 14, 2012 to March 23, 2012. The total survey cooperation rate was 51.3 percent, as indicated in Table 1. This survey report has been divided into nine essential information components as follows:

- Demographic Statistics/Respondent Characteristics
- Customer Satisfaction and Confidence and Trust in Water Reliability
- Comparative Rating of Utilities
- Water Conservation
- Bill Payment
- Communication
- Social Media
- Alternative Water Supplies: Recycling and Desalination
- Issues Associated with the 2011 Power Outage

¹ Past years' general surveys have been conducted with 300 respondents and a +/- 5.7 percent margin of error at 95 percent confidence.

Each section of the report begins with a very brief abstract or summary of highlights within the ensuing section, in order to orient the reader to what is to follow.

Table 1 Otay Water District 2012 Customer Survey Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	2099
Busy	65
Answering Machine	1181
Not Home—Call Back	492
Language Barrier	69
Refusal	457
Total Unknown	4313
Ineligible	
Disconnect	484
Fax/Wrong Number	145
Total Ineligible	629
Not Qualified—less than one year	20
Eligible	
Complete	481
Total Attempts	5,892
Cooperation Rate (Complete/(Complete + Refusal))	51.3%

Charts have been prepared for each of these major components depicting the basic survey results. Subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, and ethnicity of residents of the service area will be presented in succinct bulleted format when statistical significance and relevance warrants such treatment.

Lists of open-ended responses to survey questions as well as the survey instrument are contained in the Appendix.

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2							
Otay Water District General Survey Respondent Characteristics							
Characteristic	2012	2011	2010	2009	2008	2006	2005
Ethnicity							
<i>White</i>	55%	56%	44%	55%	52%	55%	54%
<i>Hispanic/Latino</i>	26%	26%	29%	28%	30%	29%	24%
<i>Asian/Pacific Islander</i>	10%	14%	15%	8%	8%	9%	15%
<i>Black/African-American</i>	5%	2%	8%	6%	6%	6%	5%
<i>Native American/Middle Eastern/Other</i>	4%	2%	4%	3%	4%	1%	2%
Annual Household Income							
<i>Median</i>	\$79,900	\$80,400	\$85,600	\$75,700	\$83,500	\$77,500	\$85,000
<i>% over \$100,000</i>	28%	32%	36%	26%	30%	33%	34%
<i>% under \$25,000</i>	6%	6%	10%	8%	5%	6%	2%
Age							
<i>Median</i>	53 years	53 years	53 years	53 years	47 years	49 years	47 years
Years Customer of Otay Water District							
<i>Median</i>	12 years	15 years	9 years	12 years	8 years	10 years	---
Education							
<i>High School or Less</i>	17%	16%	12%	17%	22%	22%	14%
<i>At Least One Year College, Trade, Vocational School</i>	32%	24%	30%	32%	28%	24%	33%
<i>Bachelor's Degree</i>	34%	34%	41%	39%	33%	35%	25%
<i>At Least One Year of Graduate Work</i>	17%	24%	17%	12%	17%	19%	28%
Own/Rent							
<i>Home Owner</i>	91%	97%	85%	91%	88%	90%	92%
<i>Renter</i>	9%	3%	15%	9%	12%	10%	8%
Persons Per Household							
<i>Mean</i>	3.12	2.83	3.67	3.28	2.88	3.27	3.43

Table 2 presents selected demographic characteristics of the survey respondents. Respondents are predominantly White (55 percent) and Hispanic/Latino (26 percent) and earn an annual median household income of \$79,900 (28 percent earning \$100,000 or more and 6 percent earning under \$25,000). They

have a median age of 53 years and have been customers of the Otay Water District for a median of 12 years. Among these respondents, 51 percent possess a Bachelor's degree or more, with 17 percent having a high school education or less. Survey respondents are largely homeowners (91 percent) with a mean household size of 3.12.

Respondent characteristics for the general customer sample survey conducted in 2011 differ from the 2012 respondent characteristics in the following ways:

- The percentage of households earning an annual income over \$100,000 is 28 percent in 2012 and was 32 percent in 2011.
- Over one-half (51 percent) of respondents in 2012 have a bachelor's degree or more while in 2011, 58 percent had a bachelor's degree or more.
- The average household size in 2012 (3.12) is higher than the average household size in 2011 (2.83) but is very much in the range of 2006 and 2009.
- The median number of years respondents were customers of the Otay Water District is 12 years in 2012 and was more (15 years) in 2011.
- In 2012, home ownership is 91 percent while in 2011, it was 97 percent.

Customer Satisfaction and Confidence and Trust in Water Reliability

SUMMARY: *Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service with almost two-thirds (64 percent) rating the District as excellent (29 percent) or very good (35 percent). These ratings are consistent with those recorded in the 2011 survey and are substantially higher than those expressed in the 2009 and 2010 Surveys.*

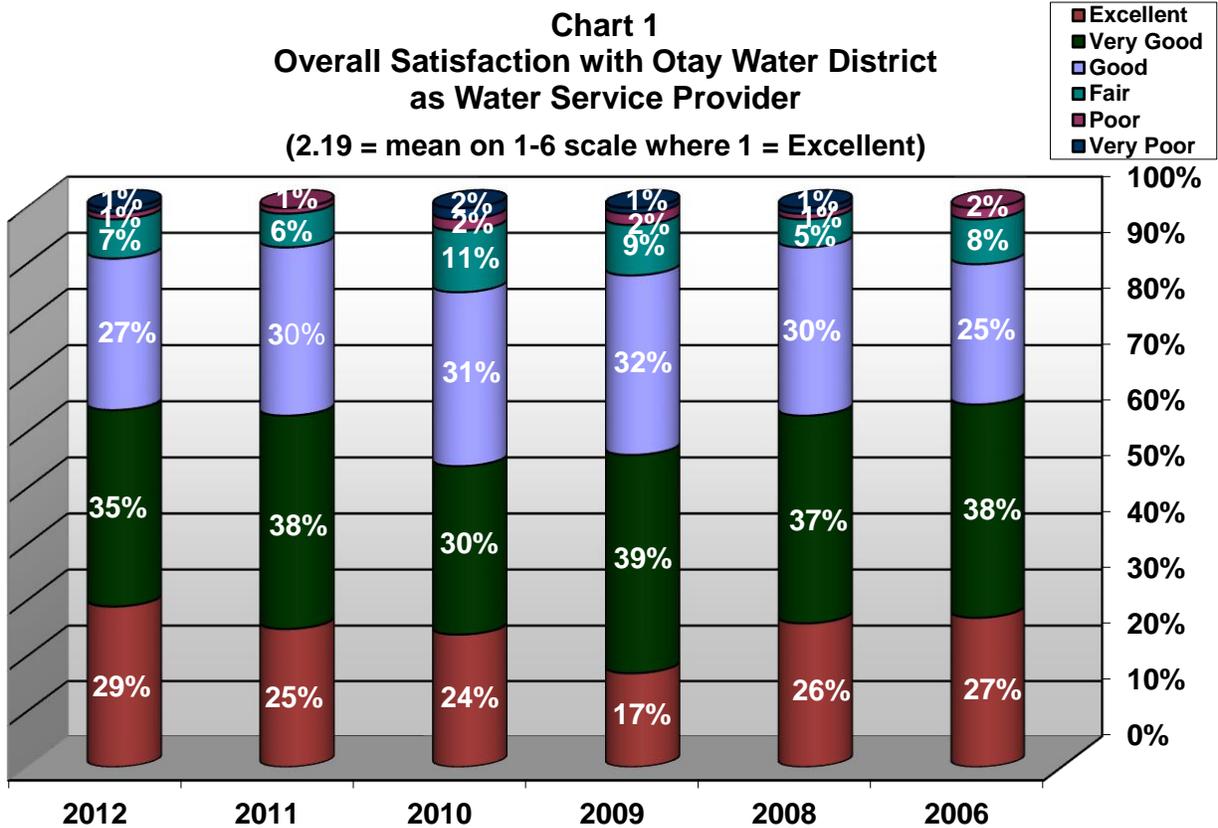
Customers express a great deal of confidence in the ability of local water agencies to provide enough water for their customers (92 percent very confident or somewhat confident and 8 percent expressing a lack of confidence). These ratings are similar to the ratings in the 2011 survey where 93 percent were either very confident or somewhat confident in the ability of local water agencies to provide enough water.

Nearly two-thirds of respondents (65 percent) have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (28 percent: a great deal of trust and 37 percent: a good amount of trust). Only 4 percent expressed a lack of trust. These ratings represent a decline in the amount of trust respondents have in the ability of the District to provide clean, safe, water, reversing the ratings portrayed in 2010 and 2011, where 78 percent and 75 percent respectively indicated either a great deal of trust or a good amount of trust.

Nearly two-fifths (39 percent) of customers have either a great deal of trust (11 percent) or a good amount of trust (28 percent) in the ability of the Otay Water District to obtain water at reasonable prices. This level of trust is quite consistent with the trust ratings in the 2011 Survey as well as with the findings of the 2009 General Survey.

In 2012, 9 percent of customers have called the Otay Water District for service or help in the past 6 months. This call rate is lower than the call rate in the 2009 and 2011 surveys – both at 17 percent. Among the 9 percent who called for service in 2012, 80 percent indicated that their service was either excellent (39 percent), very good (23 percent), or good (18 percent). This percentage represents a small improvement in satisfaction levels over the 2011 survey where 77 percent of respondents rated their call service as either excellent, very good, or good.

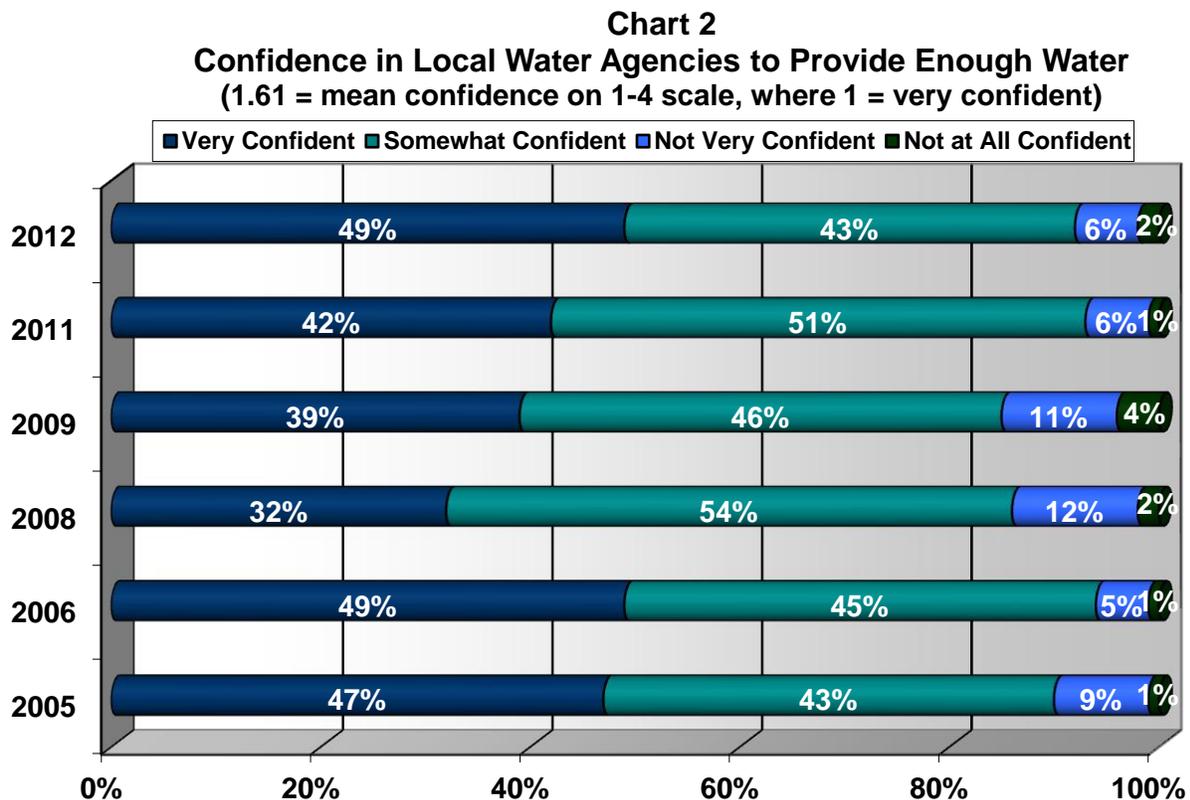
Chart 1 shows that customers of the Otay Water District demonstrate a high level of satisfaction with the District as their provider of water service. In fact, 64 percent rate the Otay Water District as either excellent (29 percent) or very good (35 percent). These ratings are consistent with those recorded in the 2011 survey where 63 percent of respondents also rated their level of satisfaction as either excellent or very good. These ratings in 2011 and 2012 are substantially higher than those expressed in the 2009 and 2010 Surveys. For example, in 2009, 56 percent of customers rated the Otay Water District as either excellent or very good, and, in 2010, 54 percent indicated either a very good or excellent rating. The high satisfaction ratings in the latest two surveys represent a return to the ratings in 2006 (65 percent either very good or excellent) and 2008 (63 percent either very good or excellent).



The high level of satisfaction accorded to the Otay Water District by its customers is further affirmed by the mean satisfaction rating of 2.19. This mean rating is based on a scale of 1 to 6, where 1 = excellent, 2 = very good, 3 = good, 4 = fair, 5 = poor, and 6 = very poor. This mean rating is virtually identical to the mean rating of 2.21 that was recorded for the 2011 survey.

- Younger residents are more satisfied than older residents with the Otay Water District as their provider of water service (18 – 34 – mean of 1.86 versus 35-64 – mean of 2.23)

Chart 2 indicates that there is a great deal of confidence in the ability of local water agencies to provide enough water for their customers (92 percent very confident or somewhat confident and 8 percent expressing a lack of confidence). These ratings are similar to the ratings in the 2011 survey where 93 percent were either very confident or somewhat confident in the ability of local water agencies to provide enough water and 7 percent indicated a lack of such confidence. These ratings are also higher than the level of confidence portrayed in the 2008 and 2009 General Surveys where 86 percent and 85 percent of respondents respectively expressed confidence in the ability of local water agencies to provide enough water. The current 2012 survey and the 2011 survey represent a sustained return to the confidence level expressed in the 2006 and 2008 General Surveys, when, for example, in the 2006 survey, 94 percent expressed confidence and only 6 percent indicated a lack of confidence in the ability of local water agencies to provide enough water.

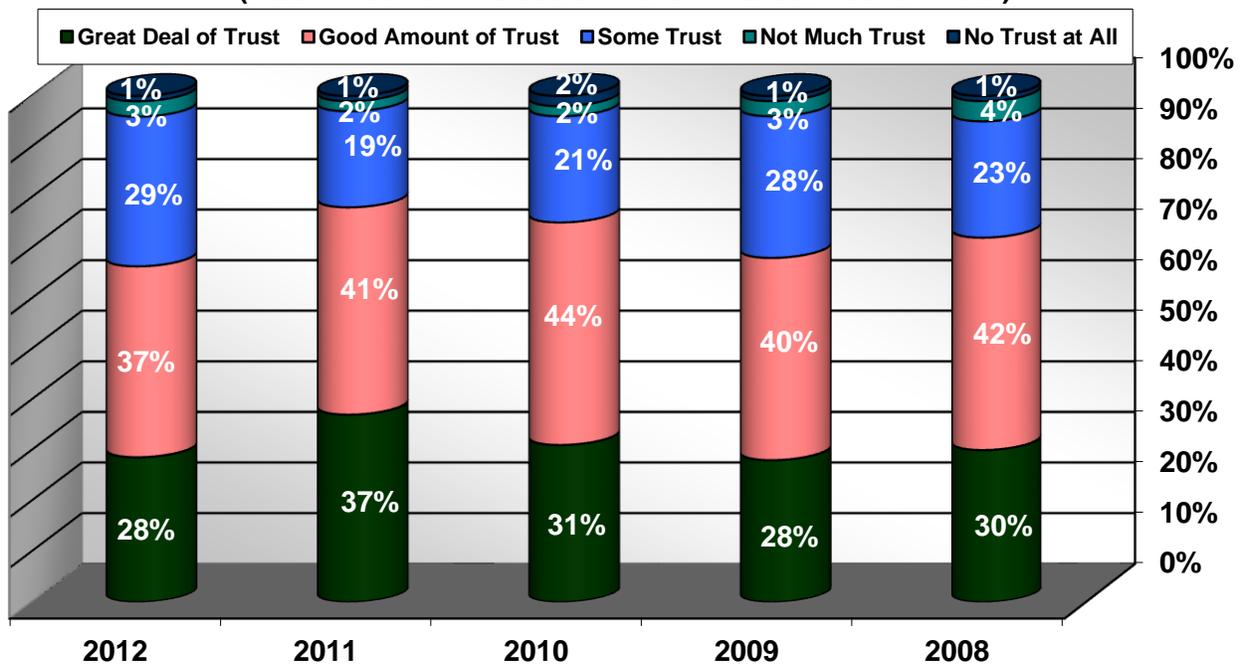


Customers who are confident in the ability of local water agencies to provide enough water are characterized as follows (scale: 1 = very confident, 2 = somewhat confident, 3 = not very confident, and 4 = not at all confident):

- Middle-aged residents (35 – 44 – mean of 1.47) are more satisfied than older residents (65 and over – mean of 1.79)
- Newer residents of the Otay Water District (3 years residence or less—mean of 1.56) versus long-term residents (35 years or more—mean of 1.82).

Chart 3 shows that two-thirds of respondents (65 percent) have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (28 percent demonstrate a great deal of trust and 37 percent a good amount of trust). Only 4 percent expressed a lack of trust. These ratings represent a decline in the amount of trust respondents have in the ability of the District to provide clean, safe, water reversing the ratings portrayed in the 2010 and 2011 surveys where 78 percent and 75 percent respectively indicated either a great deal of trust or a good amount of trust. Customer trust in this area has reverted to the level found in the 2008 survey where 68 percent of respondents indicated either a great deal of trust or a good amount of trust in the ability of the District to provide clear, safe, water for its customers.

Chart 3
Trust Otay Water District to Provide Clean, Safe Water
 (2.06 = mean on 1-5 scale where 1 = Great Deal of Trust)



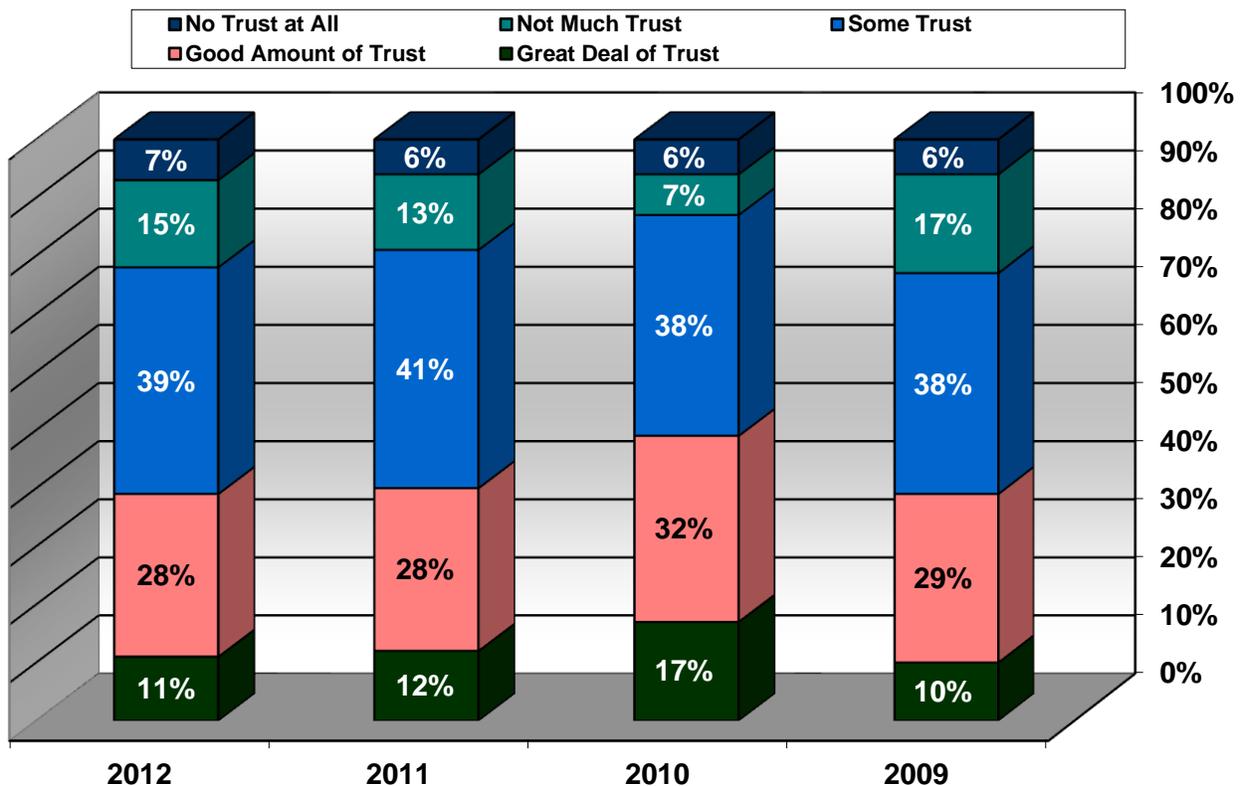
In 2006 and 2005, respondents were asked about their confidence in Otay Water District to prevent contamination of water supply. In 2006, 29% had "not much" or "no" confidence. In 2005, that percentage was 22%. It should also be noted that there was only one clearly positive option in those surveys, skipping from "great deal of confidence" to "some confidence."

Sub-groups of customers who have more trust in the ability of the Otay Water District to provide clean, safe water to the District are characterized as follows (scale: 1 = a great deal of trust, 2 = a good amount of trust, 3 = some trust, 4 = not much trust, and 5 = no trust at all):

- Males (mean of 2.04) versus females (mean of 2.20).
- Younger residents (18-34 – mean of 1.88) versus older residents (65 and older – mean of 2.21).

Chart 4 shows that nearly two-fifths (39 percent) of customers have either a great deal of trust (11 percent) or a good amount of trust (28 percent) in the ability of the Otay Water District to obtain water at reasonable prices. Over one-fifth (22 percent) lack trust in the District’s ability to provide water at reasonable prices – not much trust (15 percent) and no trust at all (7 percent). This level of trust is quite consistent with the trust ratings in the 2011 Survey as well as with the findings of the 2009 General Survey where two-fifths of the District’s customers either exhibited a great deal of trust or a good amount of trust in the ability of the Otay Water District to obtain water at a reasonable price.

Chart 4
Trust Otay Water District to Obtain Water at a Reasonable Price
 (2.79 = mean on 1-5 scale where 1 = Great Deal of Trust)



In 2010, there was an aberration in the trust rating in that nearly one-half of respondents (49 percent) expressed a great deal of trust or a good amount of trust. It should be well noted that certain statistics and

opinions that have emerged from the 2010 Ocean Water Desalination Opinion Survey differ somewhat on occasion with the results of the Customer Opinion and Awareness Surveys (General Surveys). The Desalination Survey had a specific focus and questions were presented to respondents in a different sequence and within a framework and context that was not as was used in the General Surveys. This specific framework may well have oriented respondents to respond differently than they did in the more general surveys where the questions were varied over an assortment of water-related topics.

- Younger residents have more trust in the ability of the Otay Water District to obtain water at a reasonable price than do older residents (18-34 – mean of 2.28 versus 45 and older – mean of 2.88) scale: 1 = a great deal of trust, 2 = a good amount of trust, 3 = some trust, 4 = not much trust, 5 = no trust at all.

Chart 5 indicates that 9 percent of customers have called the Otay Water District for service or help in the past 6 months. This call rate is lower than the call rate in the 2009 and 2011 surveys – both at 17 percent. This can be taken as a possible indication of the high satisfaction level demonstrated by Otay Water District customers. Among the 9 percent who called for service in the current 2012 survey, 80 percent indicated that their service was either excellent (39 percent), very good (23 percent), or good (18 percent) (**Chart 6**). This percentage represents a small improvement in satisfaction levels over the 2011, 2009 and 2008 surveys where 77 percent, 82 percent, and 82 percent of respondents, respectively, rated their call service as either excellent, very good, or good.

- African-Americans (25 percent) are more likely to call the Otay Water District for service or help than are Whites (6 percent), Asians (11 percent), and Latinos (12 percent).
- Larger households are more likely than are smaller households to call the Otay Water District for service or help (5 or more persons per household -- 19 percent versus 1 – 4 persons per household -- 7 percent).

Comparative Rating of Utilities

SUMMARY: *The critical finding is that 23 percent of Otay Water District customers rate water as the utility with the best value for the money paid. Trash collection (21 percent) and gas and electric (17 percent) follow water in perceived value. This represents a reversal from the 2011 ratings where trash collection was rated as the utility with the best value followed by water.*

Using a composite ranking that takes first, second, and third rankings for each utility into account, trash collection becomes the utility with the best value followed by water and gas and electric service.

Chart 5
Called Otay Water District for Service in Past 6 Months*

* 2005: past 12 months

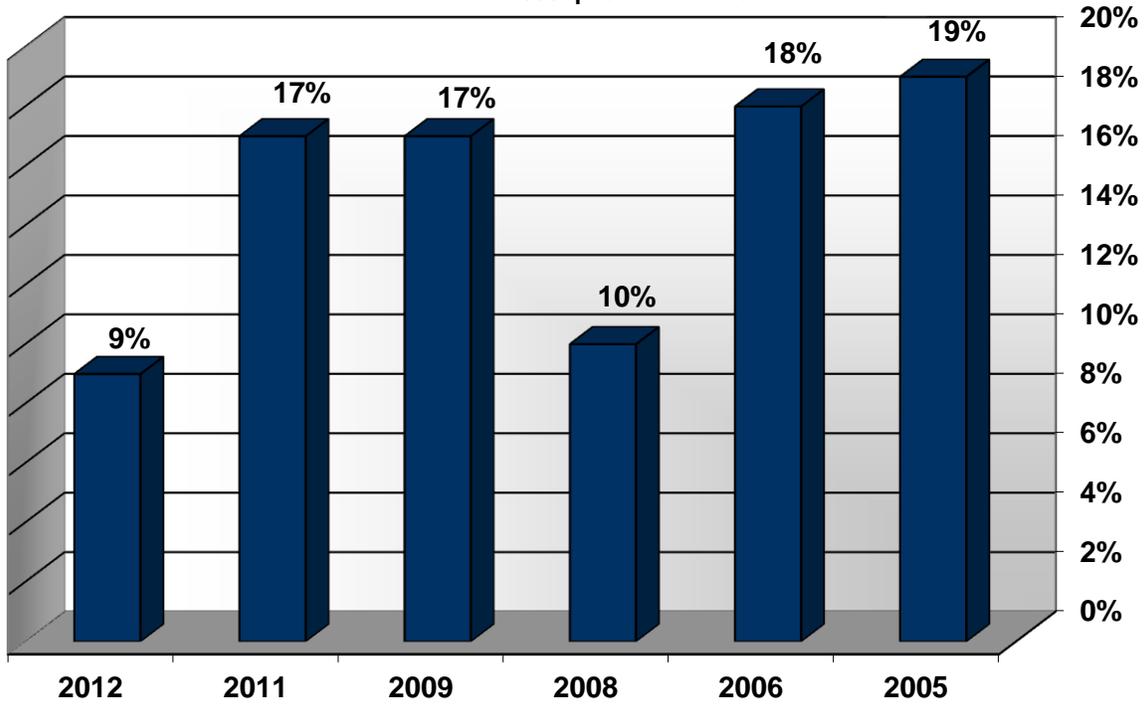


Chart 6
Satisfaction with Customer Service
 (among the 9% who had called)
 (2.60 = mean on 1-5 scale where 1 = Excellent)

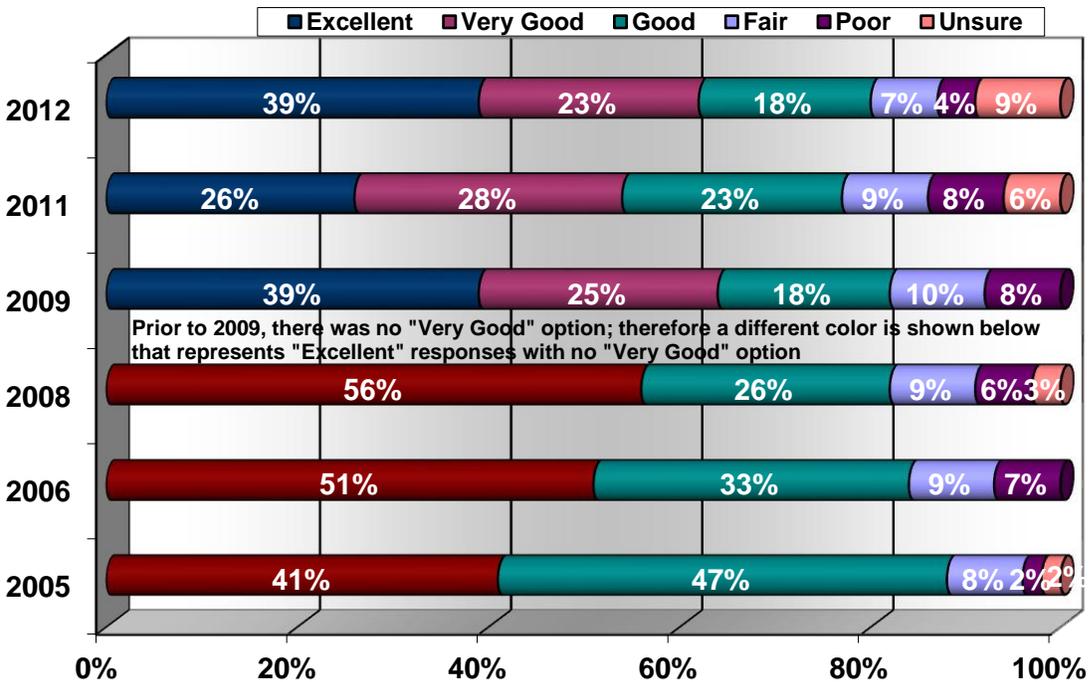


Chart 7 indicates that 29 percent of Otay Water District customers rate water as the utility with the best value for the money paid. Trash collection (28 percent) and gas and electric (17 percent) follow water in perceived value. This represents a reversal from the 2011 ratings where trash collection was rated as the utility with the best value followed by water; moreover, the current 2012 ratings represent a return to 2009 where water was rated as the best value and trash collection was rated second.

- Customers who prefer to communicate in English rate trash collection as the best value (English: 37 percent versus Spanish: 17 percent).
- Customers who prefer Spanish rate water as the best value (Spanish: 58 percent versus English: 20 percent).

Chart 8 further analyzes the customers’ ratings regarding the utility with the best value by accounting for second and third rankings. Using a composite ranking that takes first, second, and third rankings for each utility into account, trash collection becomes the utility with the best value followed by water and gas and electric. Other utilities are far behind by comparison. In 2011, trash collection also emerged as the best value when composite, weighted rankings were used. Similarly, water and gas and electric followed in second and third place.

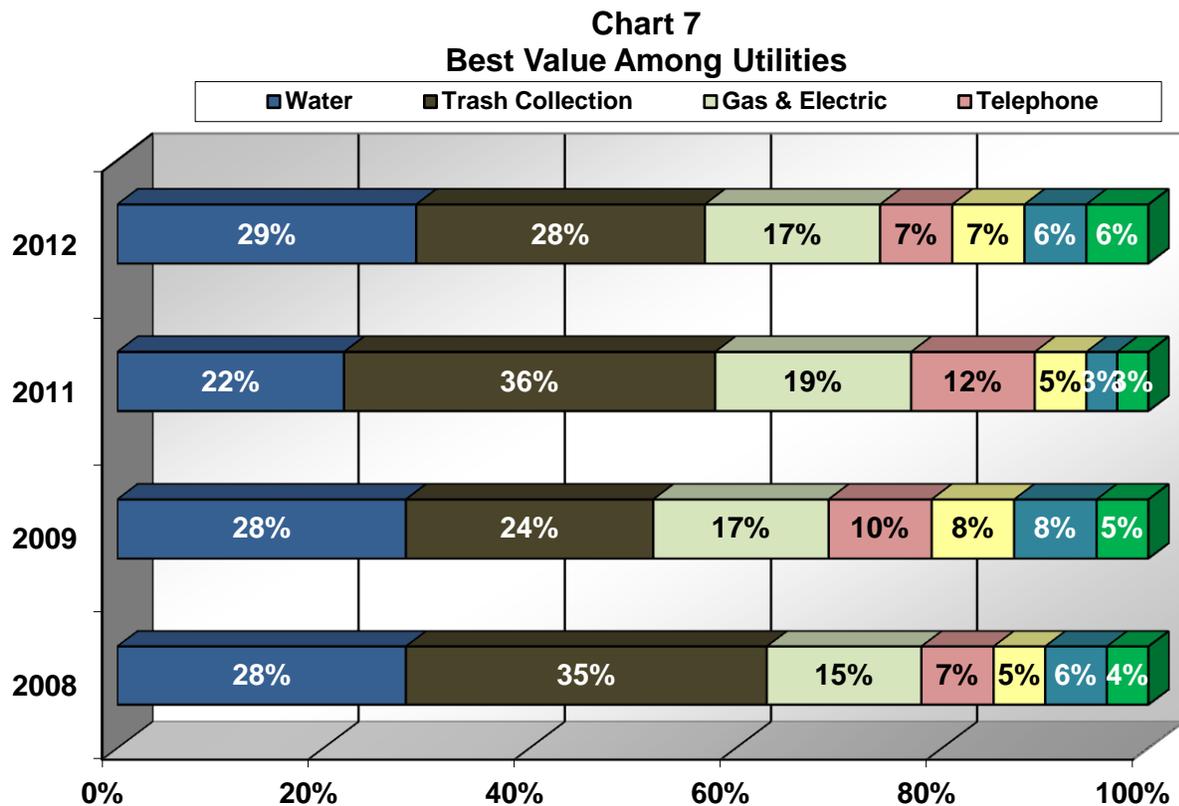
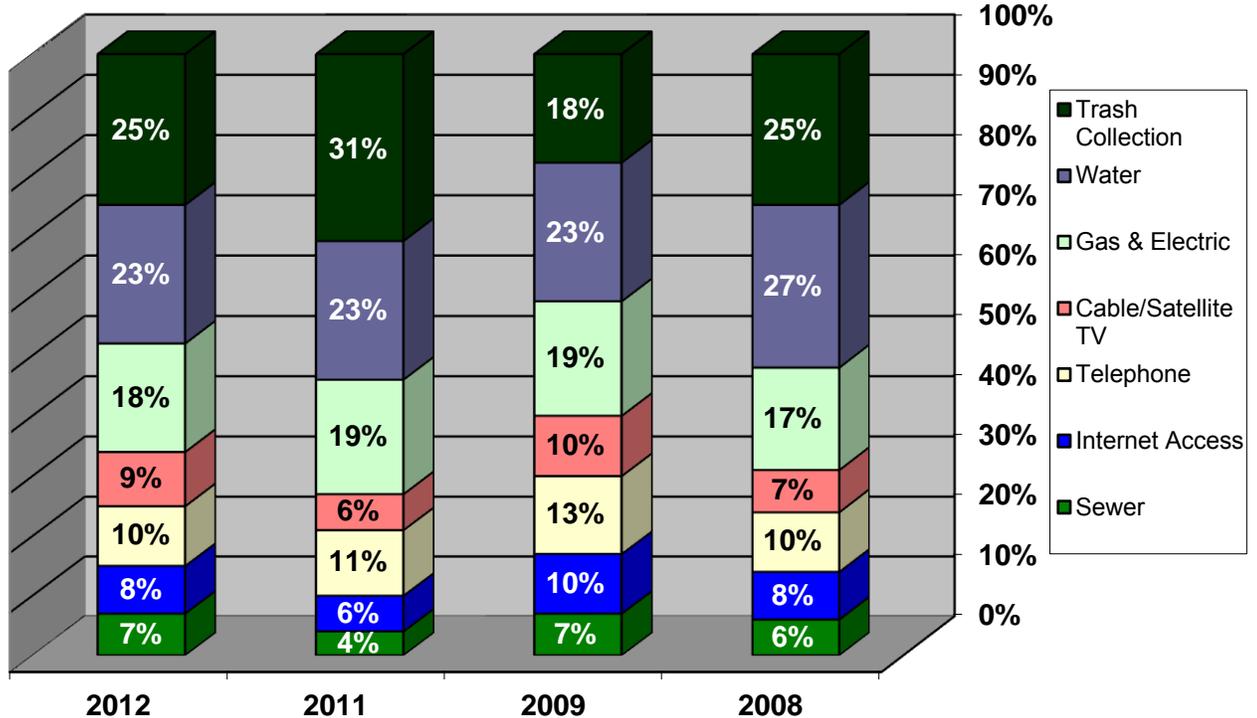


Chart 8
Best Value Among Utilities--Weighted
 (Utilities ranked 1-2-3 and tallied 3 points for first, 2 points for second, and 1 point for third)



Water Conservation

SUMMARY: Well over half (55 percent) of respondents believe that water rates have increased over the past year and 25 percent think that rates have stayed the same. This represents a considerable decline over the previous two survey periods in terms of those who believe water rates have increased. For example, in the 2009 and 2011 surveys, about 7 in 10 customers believed that water rates had gone up over the previous year – approximately 15 percent more than in the current 2012 survey.

Among those who believe water rates have increased in the previous year, less rain in San Diego received the highest percentage of the blame (15 percent). Increased management costs of the Otay Water District received the second highest percentage of responses (14 percent).

Among those who feel that water rates have gone up during the previous year, well over one-half (55 percent) have indicated that these higher water rates have caused their overall satisfaction with the Otay Water District to decline.

Among those who think that water rates have increased, 79 percent indicate that these higher rates have motivated them to conserve water. This is indicative of a steady increase in the percentage of those who are motivated to conserve water from previous surveys in 2008, 2009, and 2011. Among the customers who indicate that higher water rates have motivated them to

conserve water and have taken specific steps to conserve water, during the past 6 months, nearly one fifth (17 percent) spend less time watering outdoors and 11 percent take shorter showers.

More than 7 in 10 customers have some landscaping area for which their household is responsible. This is reasonably consistent with the findings of the 2011 survey where 75 percent had responsibility for some landscaping. More than three-fifths of respondents (61 percent) have landscaping area that includes a lawn – somewhat less than the 66 percent of respondents who were responsible for a lawn in 2011.

Eight out of ten customers (80 percent) of customers have automatic adjustable controllers. These customers have adjusted their controllers an average of 4.0 times during the past year. This mean adjustment is somewhat less than the average adjustment reported by customers in 2011 -- 4.7 times per year. The current mean adjustment is closer to the 2009 figure (4.1 times per year) and 2008 (4.4 times per year).

Respondents were asked if they had ever seen or heard about the Cuyamaca College Water Conservation Garden and nearly one-half of the respondents (48 percent) responded in the affirmative; 27 percent of all respondents have, in fact, visited the Cuyamaca College Water Conservation Garden. This represents an increase of 11 percent in visitation from the 2011 survey where 16 percent of respondents visited the Garden. The visitation pattern in the current survey is consistent with the patterns found in the 2008 survey (22 percent) and the 2009 survey (28 percent). Nearly three-fifths (59 percent) of those who visited the Water Conservation Garden made changes to their landscaping that resulted from that visit. This represents an increase among visitors who made changes to their watering and landscaping practices from 2011 where 48 percent made such changes.

Water Rates and Conservation: Chart 9 indicates that 55 percent of respondents believe that water rates have increased over the past year and 25 percent think that rates have stayed the same. This represents a considerable decline over the previous two survey periods in terms of those who believe water rates have increased. For example, in the 2009 and 2011 surveys, about 7 in 10 customers believed that water rates had gone up over the previous year – approximately 15 percent more than in the current 2012 survey. A substantially smaller percentage of customers in the 2005, 2006, and 2008 surveys thought that water rates increased than did the customers in the current survey and in the 2009 and 2011 surveys. For example, in 2005, 33 percent thought water rates increased; in 2006, 46 percent thought rates increased – 9 percent less than the comparable percentage in the current survey.

- The longer term customers of the District tend to believe that water rates have gone up in the past year more so than do more recent customers (10 years or more – 62 percent versus 9 years or fewer – 43 percent).

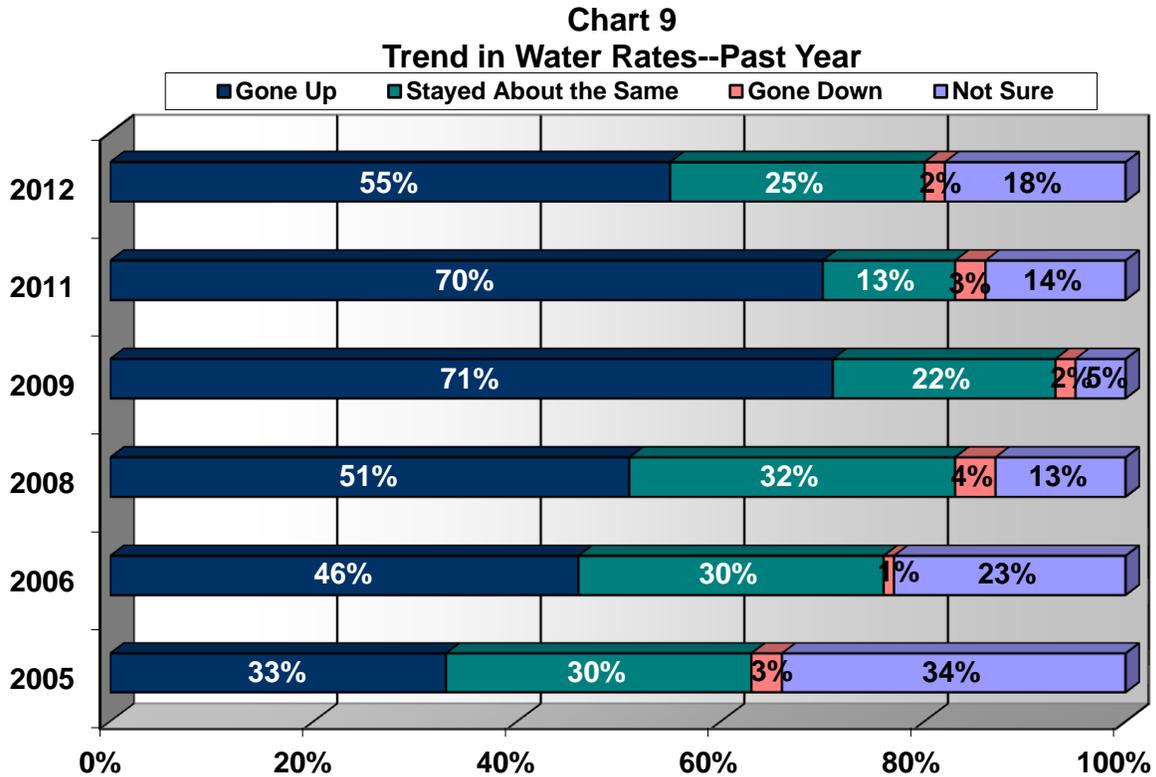


Chart 10 indicates that, among those who believe water rates have increased in the previous year, less rain in San Diego received the highest percentage of responses as being the cause of these increased rates (15 percent). Increased management costs of the Otay Water District received the second highest percentage of responses (14 percent). Price increases from the Metropolitan Water District (MWD) and increased reliance on imported water each received 8 percent of the responses.

Chart 11 shows that, among those who feel that water rates have gone up during the previous year, well over one-half (55 percent) have indicated that these higher water rates have caused their overall satisfaction with the Otay Water District to decline. It is noteworthy that this finding has apparently not significantly affected the consistently high overall customer satisfaction with the Otay Water District.

Among those who think that water rates have increased, 79 percent indicate that these higher rates have motivated them to conserve water. This is indicative of a steady increase in the percentage of those who are motivated to conserve water from previous surveys in 2008, 2009, and 2011 where 61 percent, 66 percent, and 71 percent, respectively, were motivated by higher rates to conserve water (**Chart 12**).

Chart 10
Reasons that Otay Water District Customers Cite for Increased Rates
 (among 55% who indicated that rates had increased)

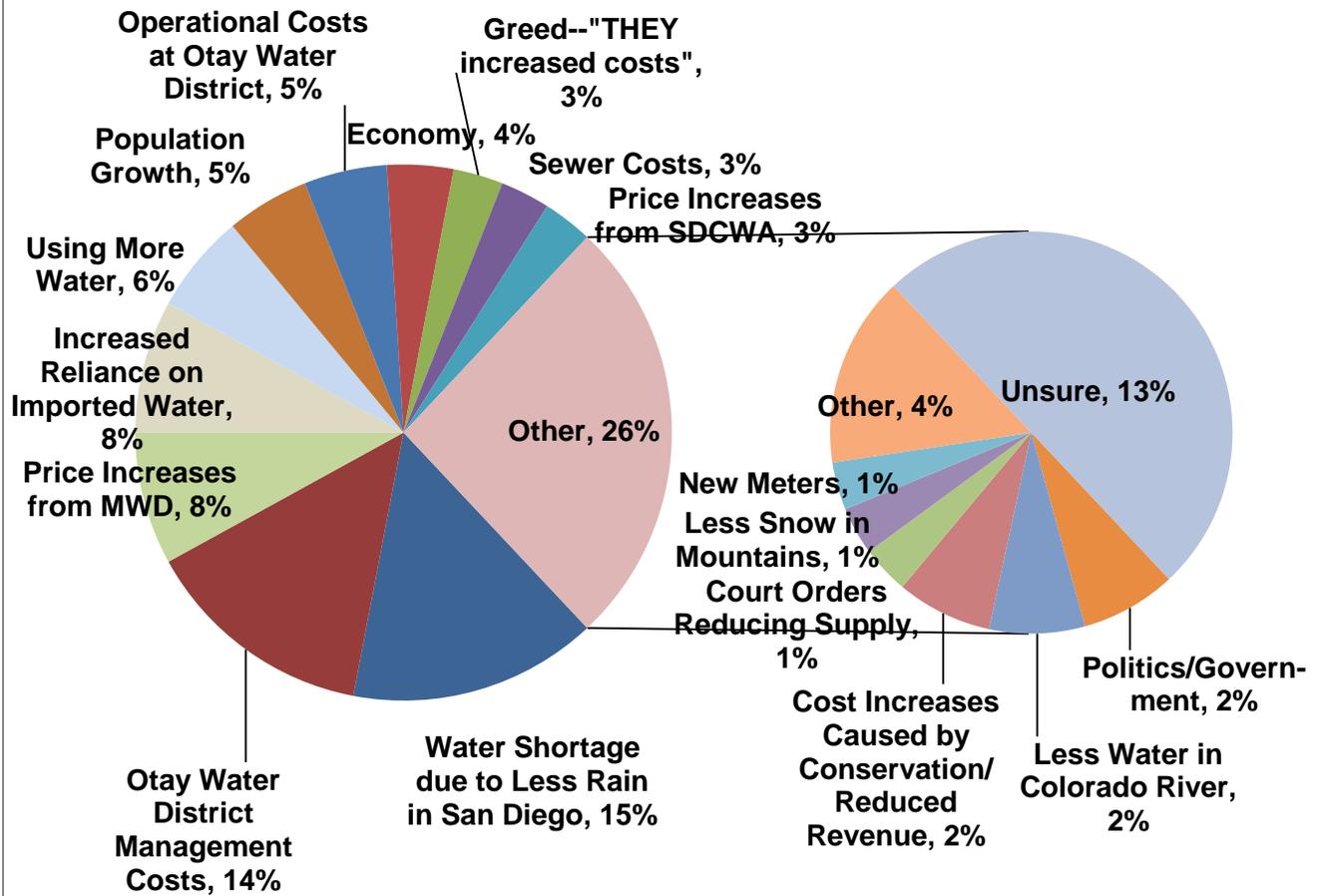


Chart 11
Rate Increases Have Affected Satisfaction with Otay Water District

(among 55% who indicated that rates had increased)

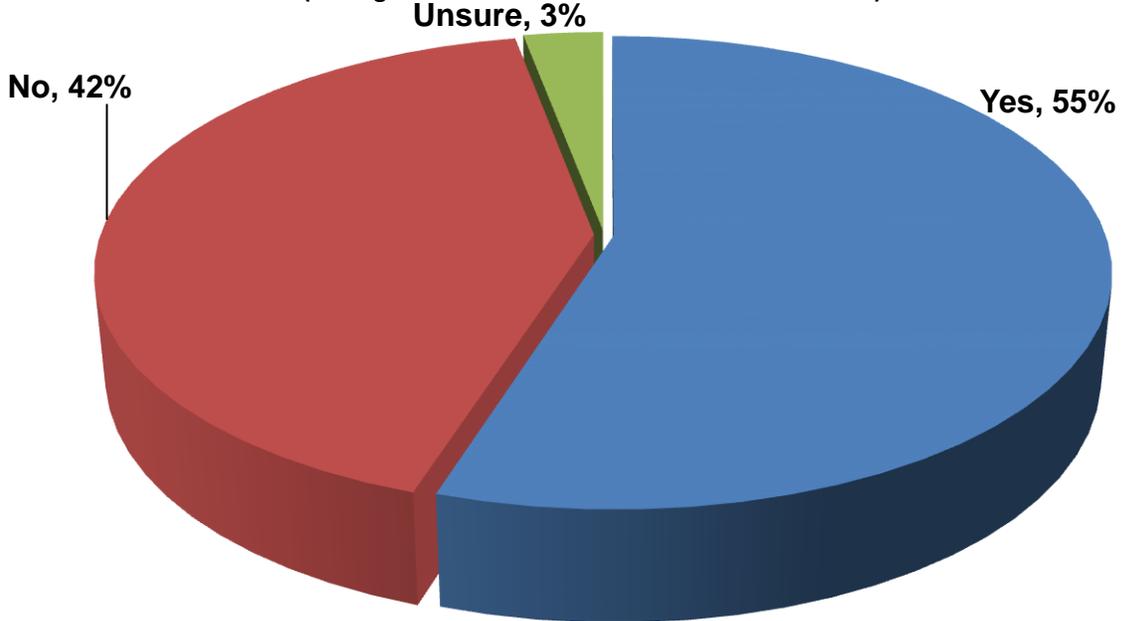


Chart 12

Conservation Motivated by Higher Rates
 (among 55 percent who think that rates have increased)

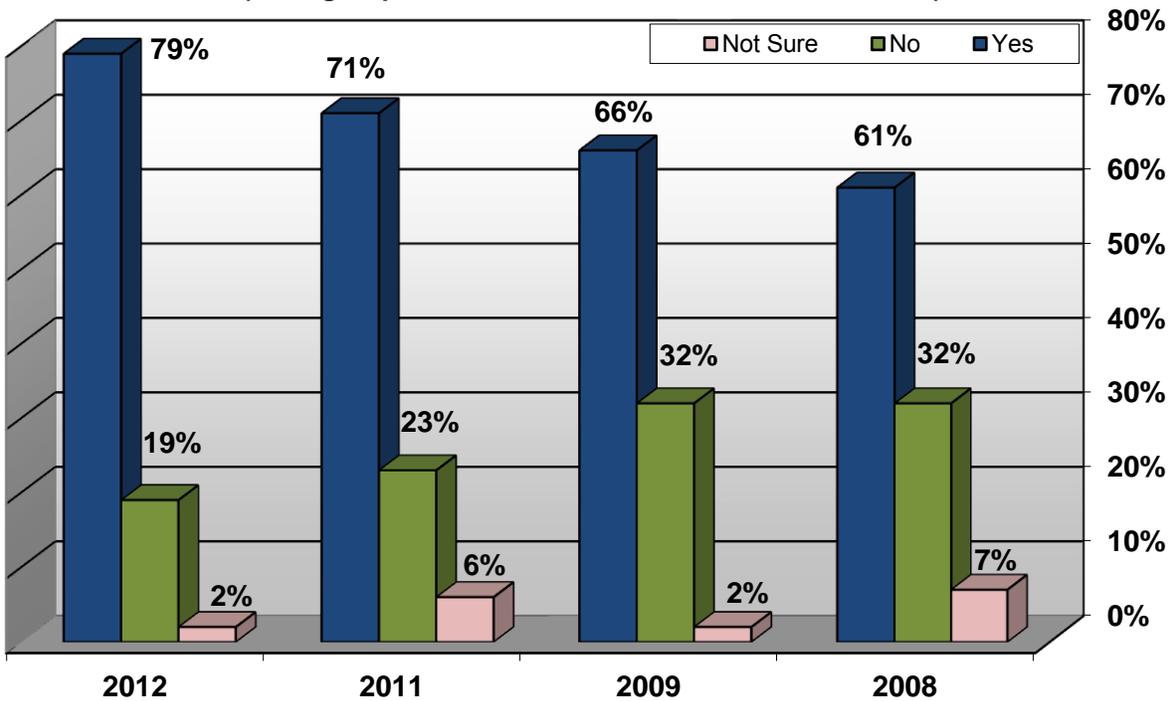
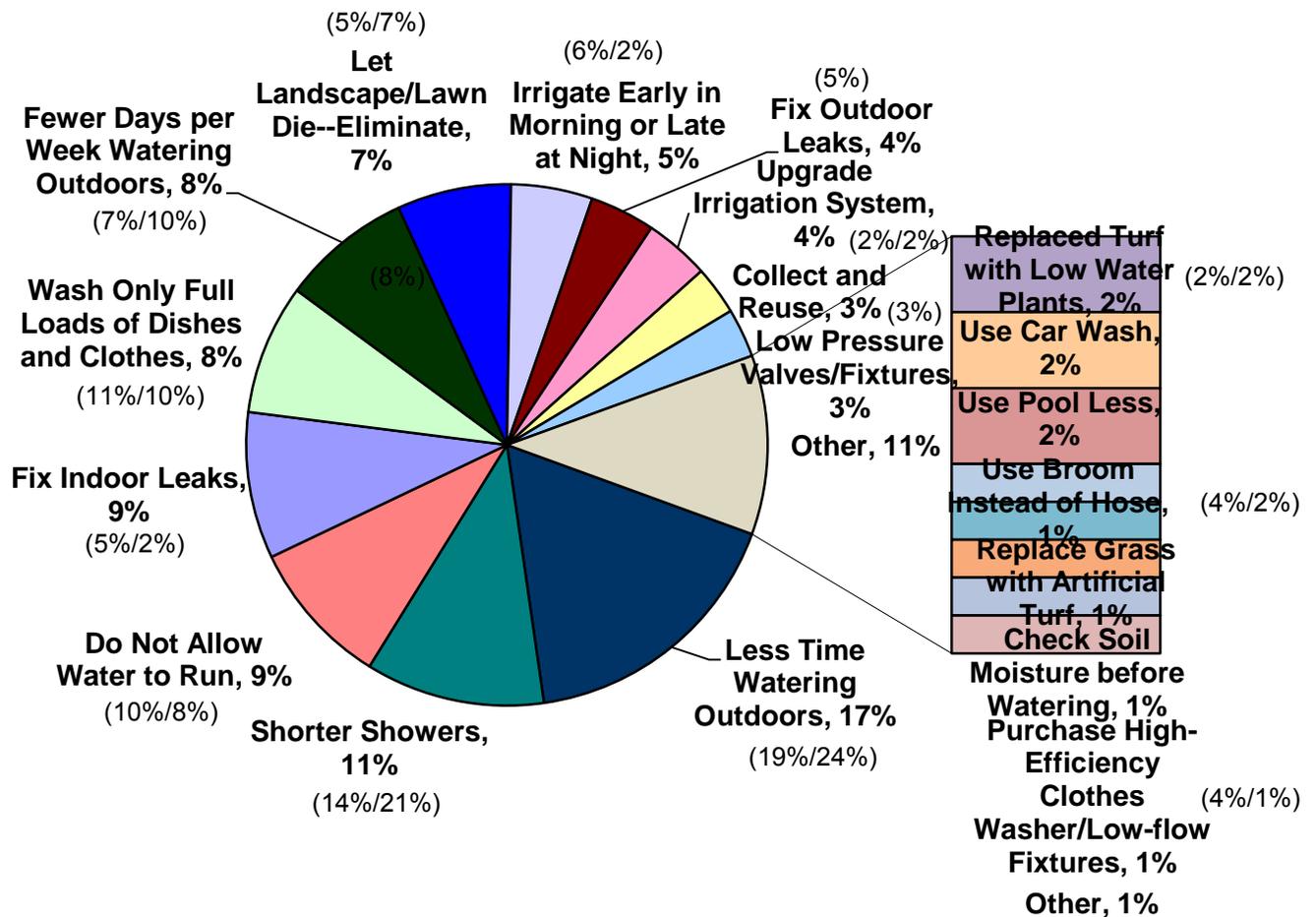


Chart 13 shows that among customers who indicate that water rates have increased and have taken specific steps to conserve water, during the past 6 months, nearly one-fifth (17 percent) spend less time watering outdoors and 11 percent take shorter showers. Some customers do not allow water to run and they fixed indoor leaks (each 9 percent). Other customers watered outdoors fewer days per week and washed only full loads of clothes (each 8 percent). Similar to the current survey, customers in the 2011 survey also indicated that the dominant methods they used to conserve water were through spending less time watering outdoors (19 percent) and taking shorter showers (14 percent).

Chart 13
Conservation Steps Undertaken in Past Year
 (by 50 percent who think that rates have increased and have taken conservation steps in response--numbers in parentheses are 2011/2009 responses)



Lawn/Landscaping: **Chart 14** indicates that 72 percent of customers have some landscaping area for which their household is responsible. This is consistent with the findings of the 2011 survey where 75 percent had responsibility for some landscaping. The responsibility for some landscaping area is considerably lower than in 2005 and 2008 where 84 percent of respondents were responsible for landscaping. More than three fifths of respondents (61 percent) have landscaping area that includes a lawn – somewhat less than the 66 percent of respondents who were responsible for a lawn in 2011.

- Whites (75 percent), African-Americans (75 percent), and Asians (74 percent) tend to have outdoor landscaping that someone in their household is directly for maintaining more so than do Latinos (60 percent).
- Younger and middle-aged residents tend to be responsible for a lawn more so than are older residents (54 and younger – 92 percent versus 55 and older – 79 percent).

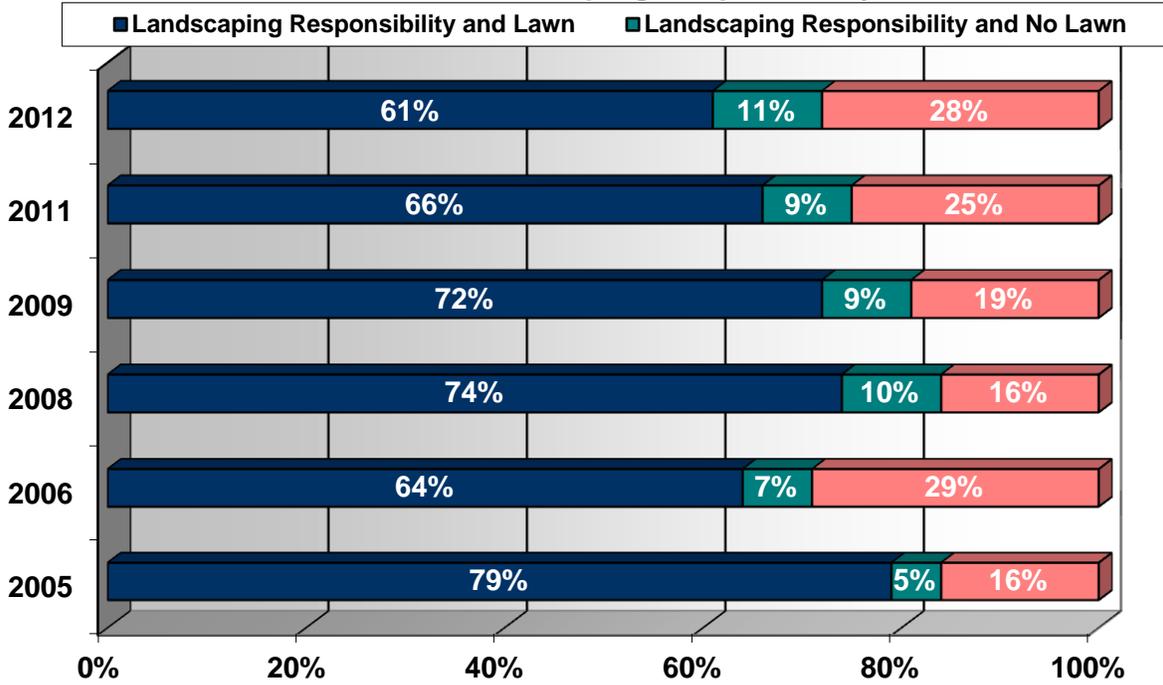
Chart 15 indicates that 80 percent of customers have automatic adjustable controllers. . These customers have adjusted their controllers an average of 4.0 times during the past year. This mean adjustment is somewhat less than the average adjustment reported by customers in 2011 -- 4.7 times per year. The current mean adjustment is closer to the 2009 figure (4.1 times per year) and 2008 (4.4 times per year).

The following relationships related to having an automatically-controlled sprinkler system for landscaping are significant:

- Younger and middle-aged residents (54 and under – 87 percent) are more likely than are older residents (55 and older – 72 percent) to have an automatic sprinkler system.
- Customers who have resided in the District for a shorter period of time (24 years and under – 73 percent) are more likely to have automatic sprinkler systems than are longer term customers (25 years and over – 62 percent).
- Customers who earn \$75,000 or more (89 percent) tend to have automatic sprinklers more so than do customers who earn less than \$75,000 (76 percent).

Cuyamaca College Water Conservation Garden: A Water Conservation Garden is located at Cuyamaca College in El Cajon. The Garden demonstrates various drought resistant and water efficient plants in an attractive and educational environment. Respondents were asked if they had ever seen or heard about the Garden and nearly one-half of the respondents (48 percent) responded in the affirmative; 27 percent of all respondents have, in fact, visited the Cuyamaca College Water Conservation Garden. This represents an increase of 11 percent in visitation from the 2011 survey where 16 percent of respondents visited the Garden. The visitation pattern in the current survey is consistent with the patterns found in the 2008 survey (22 percent) and the 2009 survey (28 percent) (**Chart 16**).

**Chart 14
Lawn/Landscaping Responsibility**



**Chart 15
Adjustments to Sprinkler Settings**

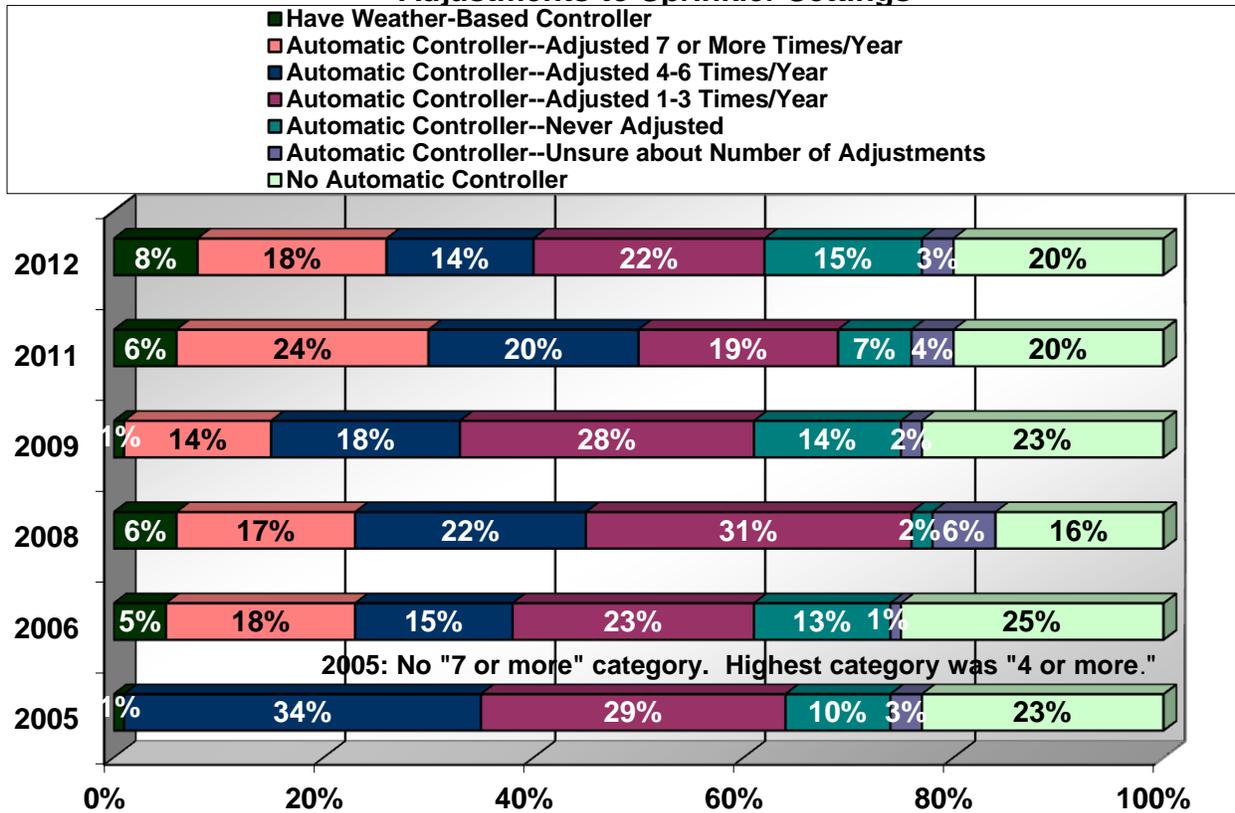
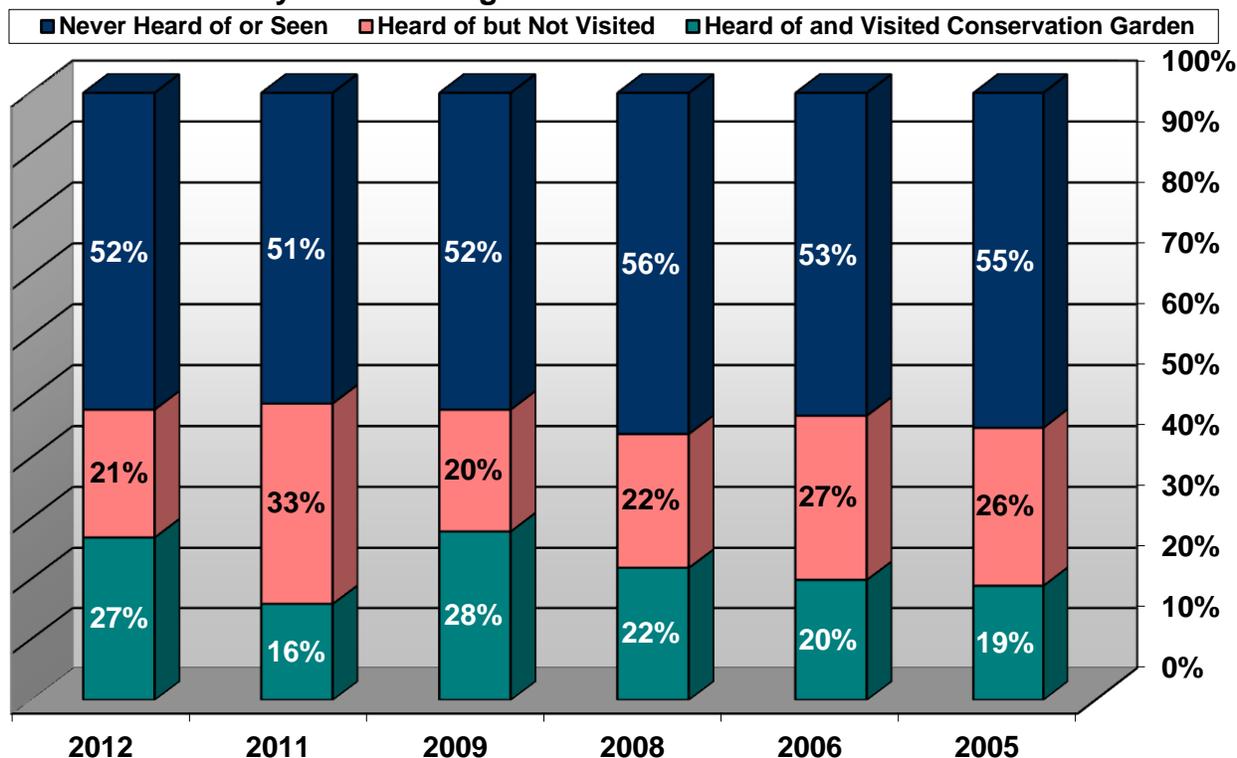


Chart 16
Have Seen/Heard of/Visited
Cuyamaca College Water Conservation Garden



The following subgroups are more likely to have heard or seen something about the Cuyamaca College Water Conservation Garden:

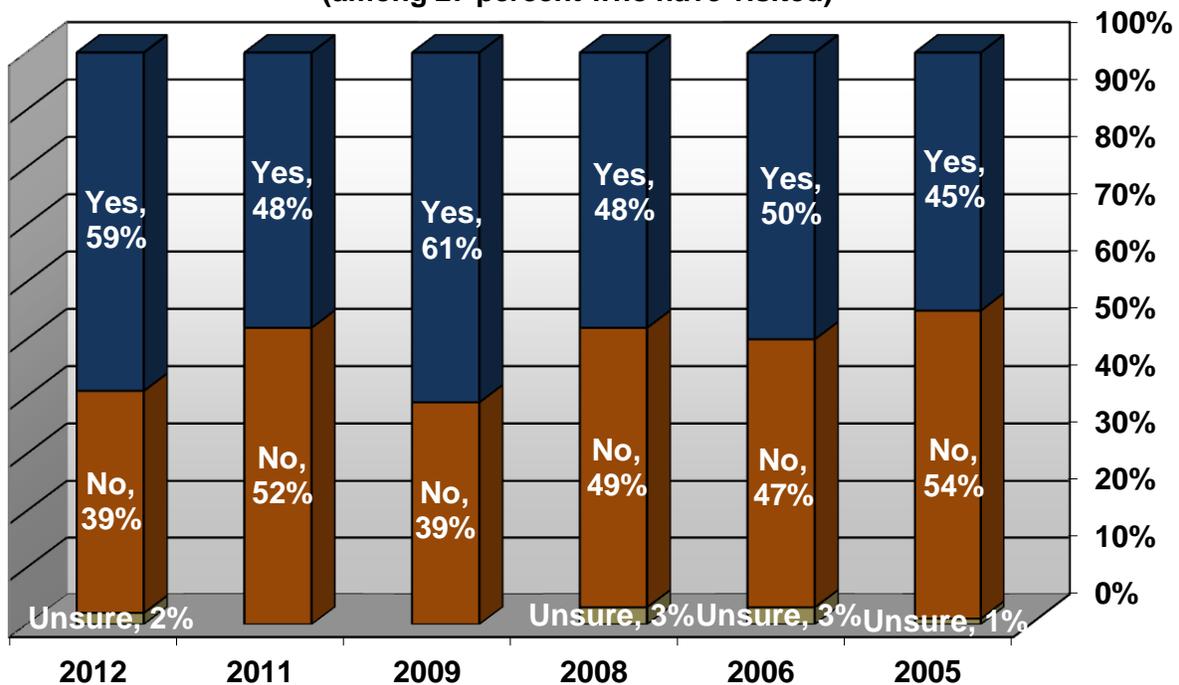
- Longer-term customers of the Otay Water District (10 or more years – 59 percent) versus shorter term customers (9 or fewer years – 30 percent).
- Homeowners (50 percent) versus renters (25 percent).
- Whites (56 percent) as opposed to Latinos (36 percent), Asians (32 percent), and African-Americans (25 percent).
- Smaller household sizes (1 – 4 persons per household – 51 percent) versus larger households of 5 persons or more (32 percent).
- Hearing or seeing information about the Water Conservation Garden increases with age (18 - 34 – 19 percent); 35 or more – 50 percent).

The following subgroups are more likely to have visited the Cuyamaca College Water Conservation Garden:

- Whites (66 percent) and African-Americans (60 percent) versus Asians (27 percent).
- Longer term residents of the Otay Water District (10 or more years --- 63 percent) as opposed to shorter term customers (9 or fewer years – 38 percent).

Chart 17 shows that nearly three-fifths (59 percent) of those who visited the Water Conservation Garden made changes to their landscaping that resulted from that visit. This represents an increase among visitors who made changes to their watering and landscaping practices from 2011 where 48 percent made such changes. The results of the current survey are more consistent with households in 2009 (61 percent) than they are with households in 2005 (45 percent), 2006 (50 percent), and 2008 (48 percent) in terms of those who made changes to their landscaping as a result of visiting the Garden.

Chart 17
Have Made Chages Due to Visit(s) to Water Conservation Garden
(among 27 percent who have visited)



Bill Payment

SUMMARY: Over three-fifths (63 percent) of customers are either very satisfied (40 percent) or somewhat satisfied (23 percent) with the new design of the water bill. Among those who are not satisfied with the new design, the suggested improvements focused on making the bill simpler, allowing comparison between current monthly charges and charges from the previous month, and providing explanations concerning how the bill was calculated.

Over two fifths (41 percent) of customers pay their bill on-line. Well over one-third (36 percent) pay by sending a check in the mail, nearly one-fifth (18 percent) pay their bill through automatic bank deductions, and others pay by credit card over the telephone and in

person at District offices (2 percent each). It is noteworthy that 48 percent of customers would prefer to pay on-line (7 percent more than actually do so) and 29 percent would prefer to use postal mail (6 percent less than actually do so). In comparison to the results of the 2011 survey, these current findings represent a decline in the percentage of customers who said that they pay their bill on line and an increase among customers who pay their bill through postal mail.

Among customers who do not pay on-line and have a reason for not doing so, well over one-half (55 percent) indicate that there is nothing the District can do to make paying on-line more appealing and one-fifth (20 percent) do not really know what the District can do in this regard. In 2012, customers who do not want to pay on-line are much firmer in their resolve that the District can do nothing to motivate them to do so— this percentage increased substantially from 37 percent in 2011 to 55 percent in the current survey.

Over two fifths (43 percent) of customers of the Otay Water District would prefer to receive their bill by e-mail instead of through the Postal Service. This preference has declined to some extent from the results of the 2011 survey where one half of the customers indicated a preference to receive their bill by e-mail. However, the preference for e-mail expressed in both the 2011 and 2012 surveys represent an increase since 2008 and 2009.

Regardless of their current interest in receiving bills by e-mail, there is a greater degree acceptance that future bill paying will likely be paperless. Customers were asked if they were likely to receive their bill from the District by e-mail and then proceed to make their payment by one of various paperless methods other than by check or cash within the next 1-2 years. Over three-fifths of customers (61 percent) indicated that this was likely – 45 percent very likely and 16 percent somewhat likely. This response is consistent with the response in 2011 where 58 percent were predisposed to receive their bill by e-mail and then pay the bill through a method other than the Internet. Among the 39 percent of customers who indicated that they are unlikely to utilize a paperless system, over four-fifths (43 percent) voiced the concern that the paperless option does not afford a paper record for bookkeeping and taxes and 15 percent indicate that they do not use computers very often.

Chart 18 shows that over three-fifths (63 percent) of customers are either very satisfied (40 percent) or somewhat satisfied (23 percent) with the new design of the water bill. Among those who are not satisfied with the new design, only a few respondents made suggestions to improve the design of the water bill: 9 customers feel that the bill design is too complicated and should be simpler and more user friendly; 3 customers desire comparisons between the current charge and the charge of the previous month; and, 2 others want an explanation of how the price was calculated.

Customers who are satisfied in their ability to understand the new water bill design are characterized as follows (scale: 1 = very satisfied, 2 = somewhat satisfied, 3 = neither satisfied nor dissatisfied, 4 = somewhat dissatisfied, and 5 = very dissatisfied):

- Older residents (35 and over – mean of 2.64) versus younger residents (18-34 – mean of 3.38).
- Longer term residents (4 to 34 years – mean of 2.53) as opposed to the most recent residents (3 years of less – mean of 3.25).

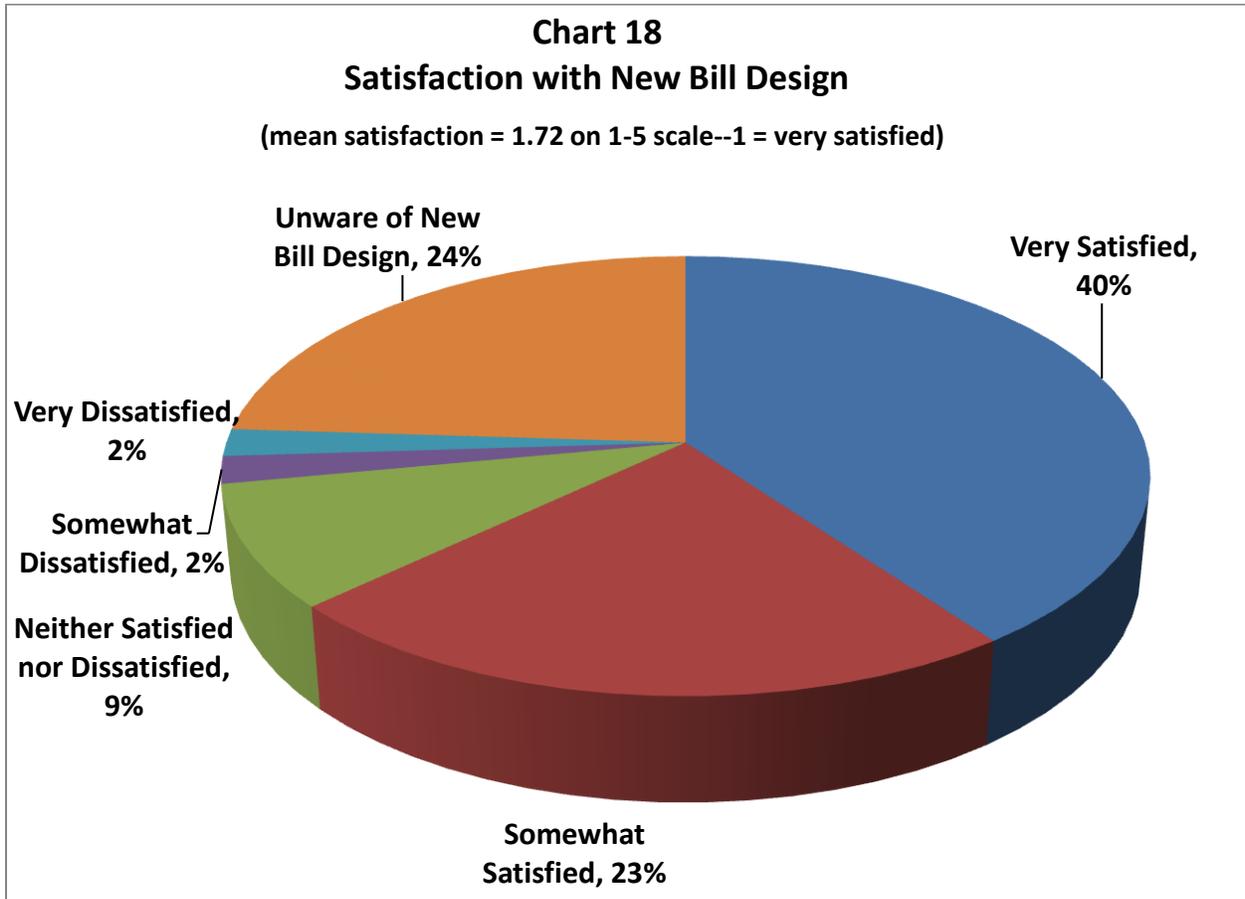
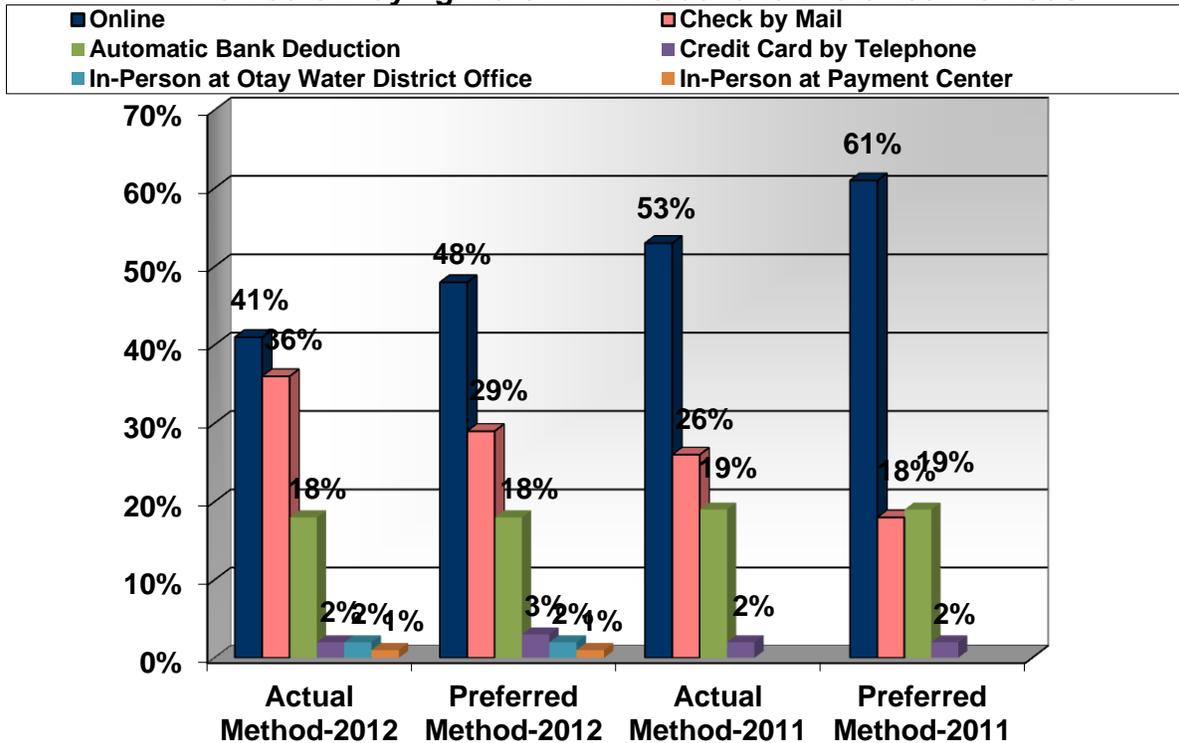


Chart 19 shows that over two fifths (41 percent) of customers pay their bill on line. Well over one-third (36 percent) pay by sending a check in the mail, nearly one-fifth (18 percent) pay their bill through automatic bank deductions, and others pay by credit card over the telephone and in person at District offices (2 percent each). It is noteworthy that 48 percent of customers would prefer to pay on-line (7 percent more than actually do so) and 29 percent would prefer to use postal mail (6 percent less than actually do so). In comparison to the results of the 2011 survey, these current findings represent a decline in the percentage of customers who indicate that they pay their bill on line and an increase among customers who pay their bill through postal mail. Specifically, in 2011, 53 percent reported that they pay their bill on-line and 26 percent sent a check by postal mail. There was an indication by the Otay Water District staff in 2011 that the 53 percent indication of on-line payment of the bill was higher than actual; therefore, the 41 percent in 2012 is much more likely to be reflective of the bill paying behavior of Otay Water District customers than was the 2011 data.

**Chart 19
Method of Paying Water Bill: Actual and Preferred Methods**



The results of the 2006 and 2008 Call Center surveys (separate opinion surveys about the quality of customer service among those who had called the Otay Water District for customer service) showed that fewer than 20 percent of customers paid their bill on-line. This compares to over 40 percent in the current 2012 survey and to over 50 percent in the 2011 survey; however, the 2011 and 2012 surveys are among all customers of the District whereas the Call Center surveys were only among those who had interacted with the Customer Service Call Center. As such, caution is urged in making direct comparisons.

The following subgroups are more likely to indicate paying their water bill on-line (Internet);

- Females (47 percent) versus males (36 percent).
- Shorter term customers (9 or fewer years – 51 percent) as opposed to longer term customers (10 or more years – 35 percent).
- Renters (49 percent) versus owners (41 percent).
- Customers with a greater level of education (more than high school – 44 percent) versus high school or less – 28 percent).
- African-Americans (55 percent) and Latinos (50 percent) versus Whites (36 percent).
- Customers with higher income levels (\$50,000 or more – 47 percent) versus those with lower income levels (under \$50,000 – 22 percent).

The following two subgroups tend to pay their water bill by sending a check in the mail;

- Homeowners (37 percent) versus renters (21 percent)

- Older customers (55 and older – 48 percent) as opposed to younger customers (54 and under – 25 percent).

The following subgroups indicated that they would prefer to pay their bill on-line no matter how they currently pay their bill;

- Renters (58 percent) versus homeowners (47 percent).
- Customers with a higher level of education (more than high school – 51 percent) versus those with less education (high school or less – 36 percent).
- African-Americans (65 percent), Latinos (57 percent), and Asians (57 percent) versus Whites (40 percent).
- Customers with higher income levels (\$50,000 and over – 55 percent) as opposed to those with lesser income levels (under \$50,000 – 26 percent).
- Larger household sizes of 3 or more persons (55 percent) versus smaller household sizes of 1 or 2 persons (39 percent).

The following two subgroups would prefer to pay their water bill by sending a check in the mail no matter how they currently pay their bill.

- Residents in the oldest age group (65 and older – 50 percent versus all other age groups -- 16 percent).
- Homeowners (30 percent) versus renters (12 percent).

Chart 20 shows that, among customers who do not pay on-line and indicate a reason for not doing so, well over one-half (55 percent) indicate that there is nothing the District can do to make paying on line more appealing and one-fifth (20 percent) do not really know what the District can do in this regard. A relatively small percentage (10 percent of the 59 percent who do not pay online = 6 percent of all customers) indicates that discounts on their bill would make paying on-line more appealing. In 2012, customers who do not wish to pay on-line are much firmer in their resolve that the District can do nothing to motivate them to do so– the percentage increased substantially from 37 percent to 55 percent. Consistent with this finding, the uncertainty about what the District can do to make on-line bill paying more appealing declined from 39 percent to 20 percent.

Chart 21 shows that over two fifths (43 percent) of customers of the Otay Water District would prefer to receive their bill by e-mail instead of through the Postal Service. This preference has declined to some extent from the results of the 2011 survey where one half of the customers indicated a preference to receive their bill by e-mail. However, the preference for e-mail expressed in both the 2011 and 2012 surveys represent an increase since 2008 (24 percent expressed interest in receiving their bill by e-mail) and 2009 (35 percent expressed preference for e-mail).

Chart 20
What Can the District Do to Make Paying Online
a More Appealing Option?
 (asked of 59% who do not pay online)

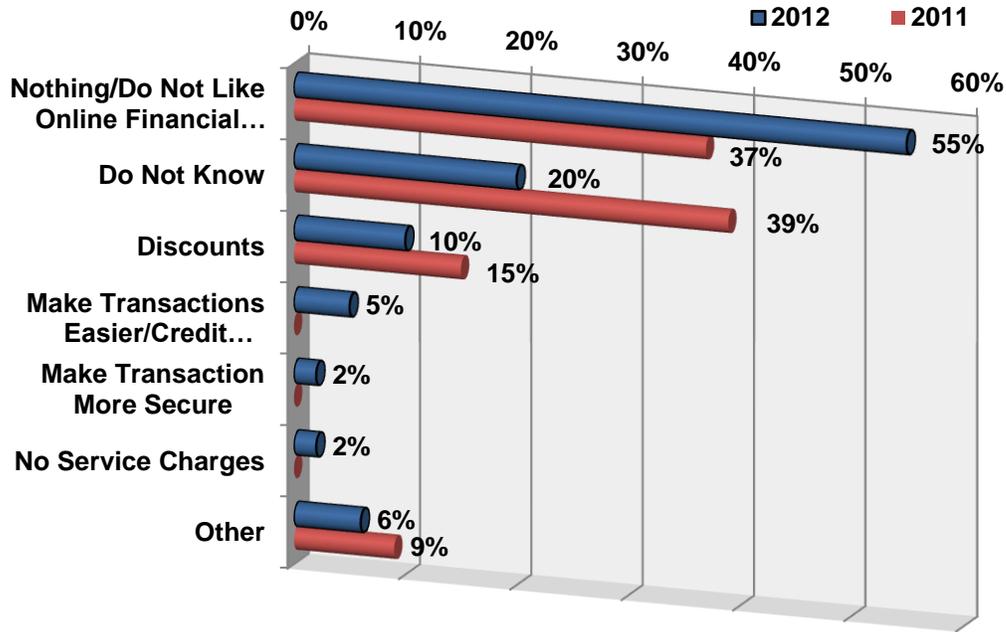
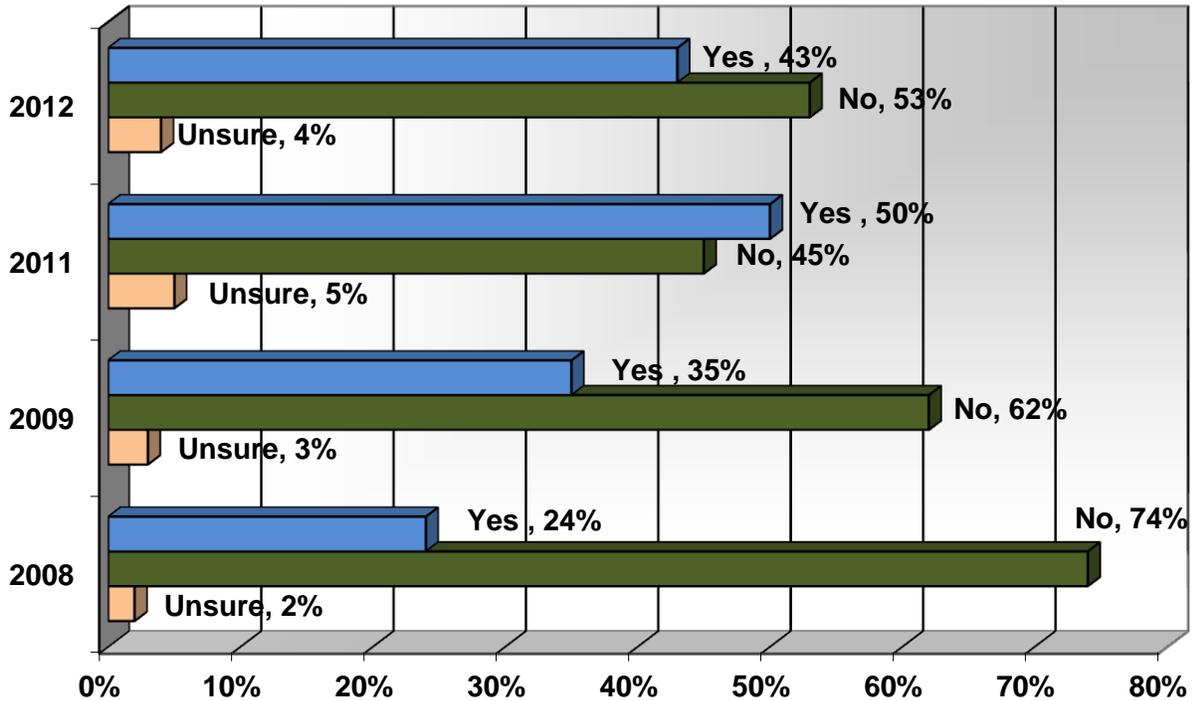


Chart 21
Receive Monthly Bill by E-mail?

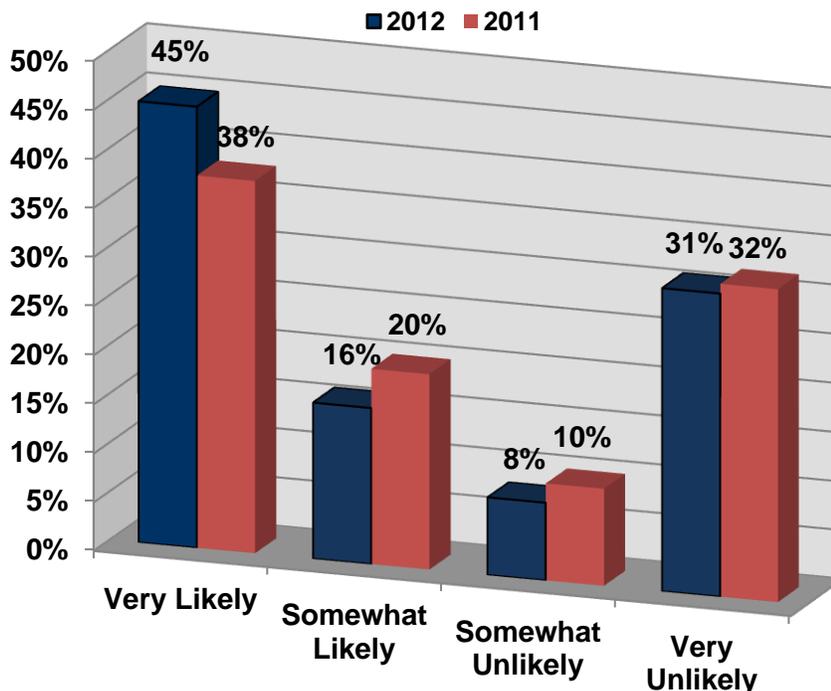


The following subgroups are more likely to be interested in receiving their monthly bill by e-mail instead of through the postal service:

- The most recent customers of the District (3 or fewer years – 62 percent) versus longer term residents (4 or more years – 40 percent).
- All age groups under 65 (58 percent) as opposed to customers who are 65 and older (20 percent).
- Customers with higher income levels (\$50,000 or more – 52 percent) versus customers at lower income levels (under \$50,000 – 26 percent).
- Larger households of 3 or more persons (51 percent) versus smaller households of 1 or 2 persons (35 percent).

Regardless of their current interest in receiving bills by e-mail, there is a greater degree acceptance that future bill paying will likely be paperless. Customers were asked if they were likely to receive their bill from the District by e-mail and then proceed to make their payment by one of various paperless methods other than by check or cash within the next 1-2 years. Over three-fifths of customers (61 percent) indicated that this was likely – 45 percent very likely and 16 percent somewhat likely (**Chart 22**). This response is consistent with the response in 2011 where 58 percent were predisposed to receive their bill by e-mail and then pay the bill through a method other than the Internet. It is encouraging that the current survey shows a 7 percent increase in the percentage of customers who feel that paperless bill paying is very likely (38 percent in 2011 and 45 percent in 2012).

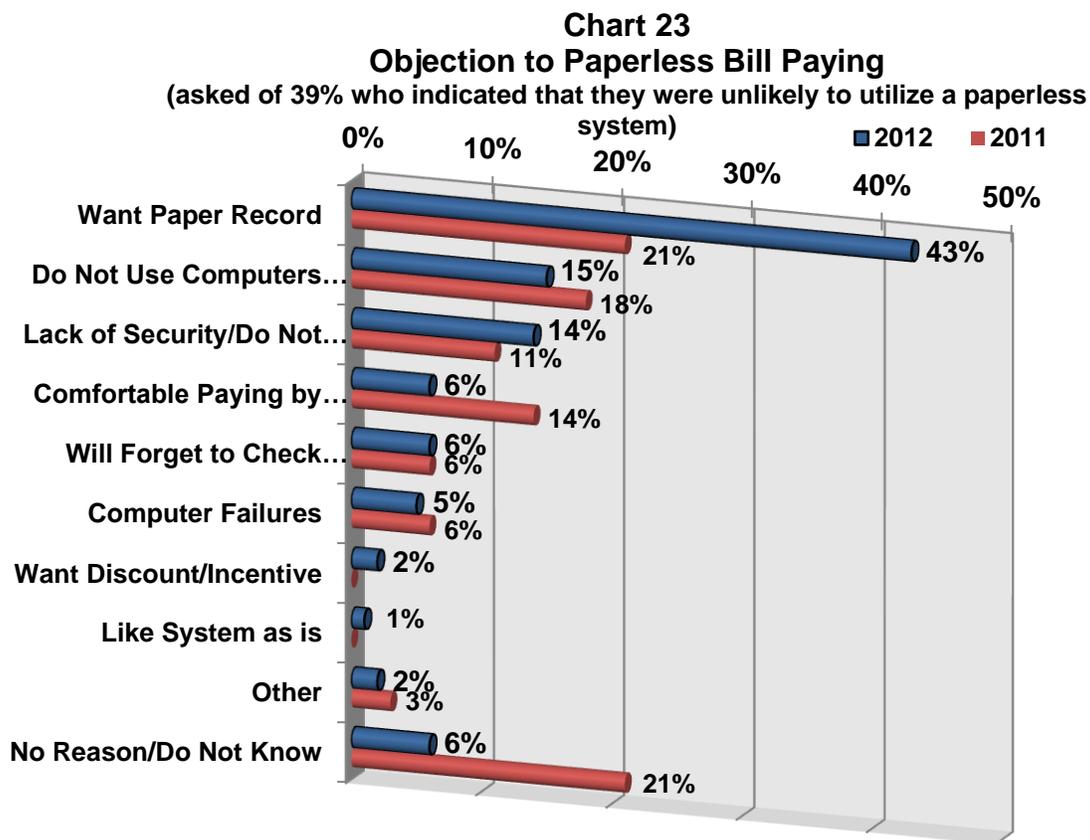
Chart 22
Likelihood of Paperless Bill Paying Within Next 1-2 Years



Customers who are more likely to move toward a paperless system of bill payment in the next year or two are characterized as follows (scale: 1 = very likely, 2 = somewhat likely, 4 = somewhat unlikely, and 5 = very unlikely):

- African-Americans (1.65) and Latinos (1.97) versus Whites (2.42).
- Younger residents (18-34 – mean of 1.73) versus older residents (65 and over – mean of 2.95).
- Customers with higher incomes (\$50,000 and over – mean of 2.04) as opposed to customers with lower incomes (\$25,000-\$50,000 – mean of 2.79).
- The most recent residents of the District (3 years or less – mean of 1.74) versus longer term residents (4 years or more – 2.38).
- Larger households of 3 to 5 persons (mean of 2.08) versus small households of 2 persons (mean of 2.54).

Chart 23 shows that, among the 39 percent of customers who indicated that they are unlikely to utilize a paperless system, over two-fifths (43 percent) voiced the concern that the paperless option does not afford a paper record for bookkeeping and taxes and 15 percent indicate that they do not use computers very often. The percentage of customers who are concerned that the paperless option does not afford a paper record more than doubled since the 2011 survey (21 percent in 2011 to 43 percent in 2012). Another 14 percent indicate that trust and security is a concern for them in the potential use of the computer for bill paying.



Communication

Summary: *Nearly three-fifths (59 percent) of the respondents think that using their home e-mail is a good way to receive information from the Otay Water District. More than 3 in 10 customers (31 percent) always read the newsletter or bill inserts that come in the mail with the monthly water bill, 21 percent read these materials most months, and another 34 percent read them sometimes, leaving 14 percent who never read the newsletter or bill inserts. These results show a consistent increase in readership patterns since 2008.*

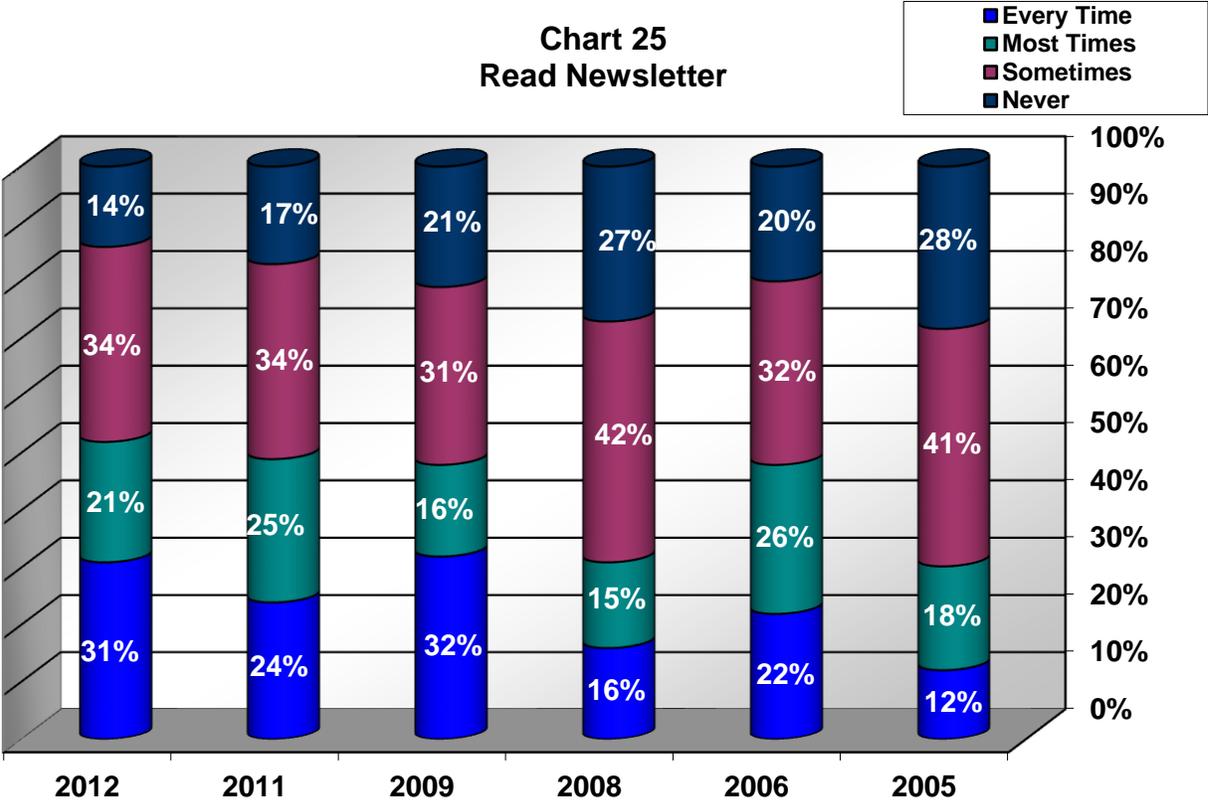
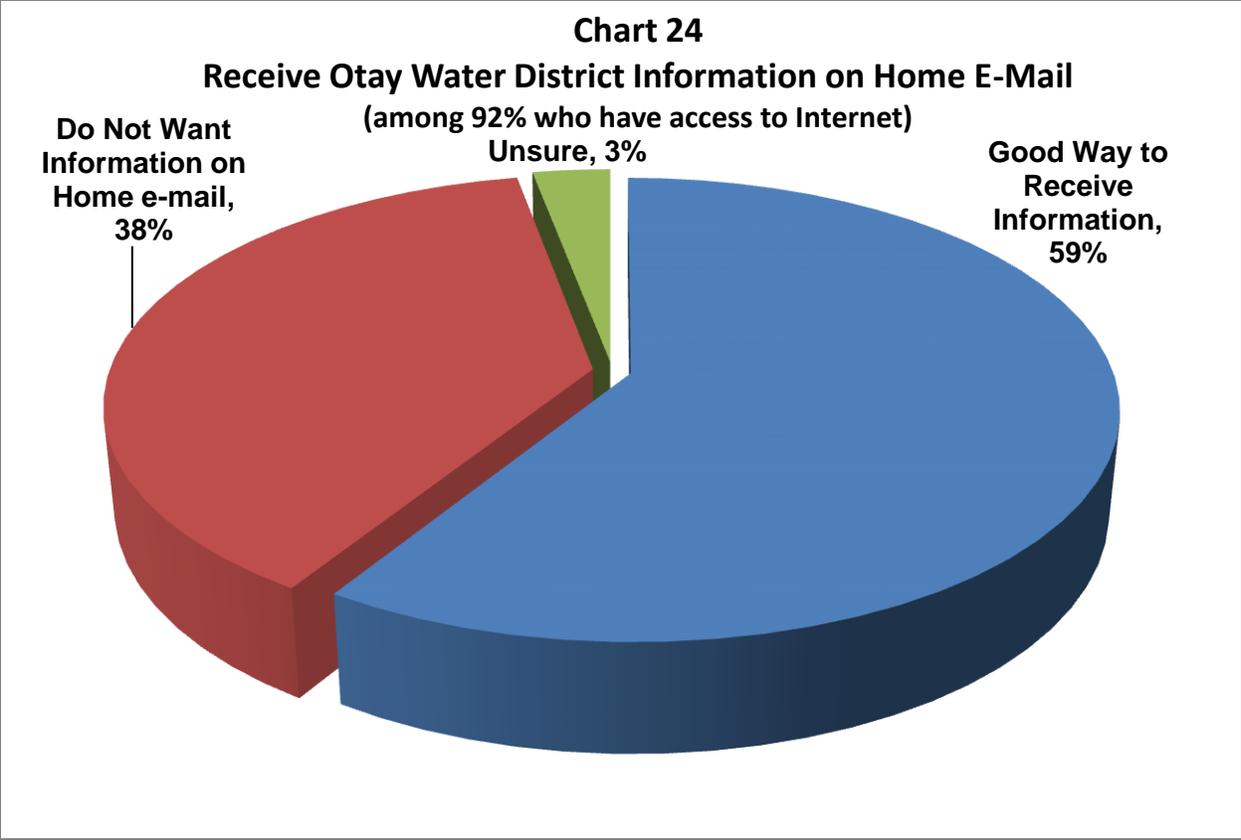
Over one-half (52 percent) of customers have visited the Otay Water District website. This represents a steady increase in visitation since 2005. Visitors give the Otay Water District website high ratings – 73 percent excellent or good, 18 percent fair, and 3 percent poor. These ratings represent an increase over the 2011 survey ratings where 66 percent rated the website as either excellent or good.

E-mail and Newsletter: **Chart 24** shows that nearly three-fifths (59 percent) of the respondents think that using their home e-mail is a good way to receive information from the Otay Water District. Almost two-fifths (38 percent) do not want to receive information from the District at their home e-mail address.

The following subgroups are more likely to be willing to receive information from the Otay Water District at their home e-mail address:

- Renters (81 percent) versus homeowners (59 percent).
- Larger households of 3 or more persons (70 percent) versus smaller households of 1 or 2 persons (47 percent).
- Younger and middle-aged customers (54 and under – 68 percent) versus older customers (55 and over – 52 percent).

Chart 25 shows that 31 percent of customers always read the newsletter or bill inserts that come in the mail with the monthly water bill, 21 percent read these materials most months, and another 34 percent read them sometimes, leaving 14 percent who never read the newsletter or bill inserts. These results show a consistent increase in readership patterns since 2008. For example, in the current 2012 survey, 58 percent of respondents read these materials every month or most months. In 2011 and 2009, 49 percent and 48 percent of customers respectively read the newsletter and bill inserts that frequently. It is noteworthy that the last three survey periods (2009, 2011, and 2012) show a higher readership pattern than does the 2008 survey (31 percent). Also, the percentage of customers who never read the newsletter or bill inserts decreased by 12 percent over the 2008 survey (27 percent in 2008 to 15 percent in 2012).



Website: **Chart 26** shows that over one-half of customers (52 percent) have visited the Otay Water District website. This represents a substantial increase over the 2011 survey results where 39 percent indicated that they had visited the website. Further, there has been a steady increase of customers who have visited the Otay Water District website since 2005. Specifically, in 2005, 19 percent visited the website, 21 percent visited the website in 2006, 27 percent visited the website in 2008, and in 2009, the visitation rate was 32 percent.

The following subgroups are more likely to have visited the Otay Water District website:

- Customers of 24 years or less – 56 percent versus longer term customers (25 years or more – 36 percent).
- Customers with a bachelor’s degree or more (61 percent) versus some college or less (42 percent). Younger and middle-aged customers (54 and under – 63 percent) versus older customers (55 and over – 38 percent).

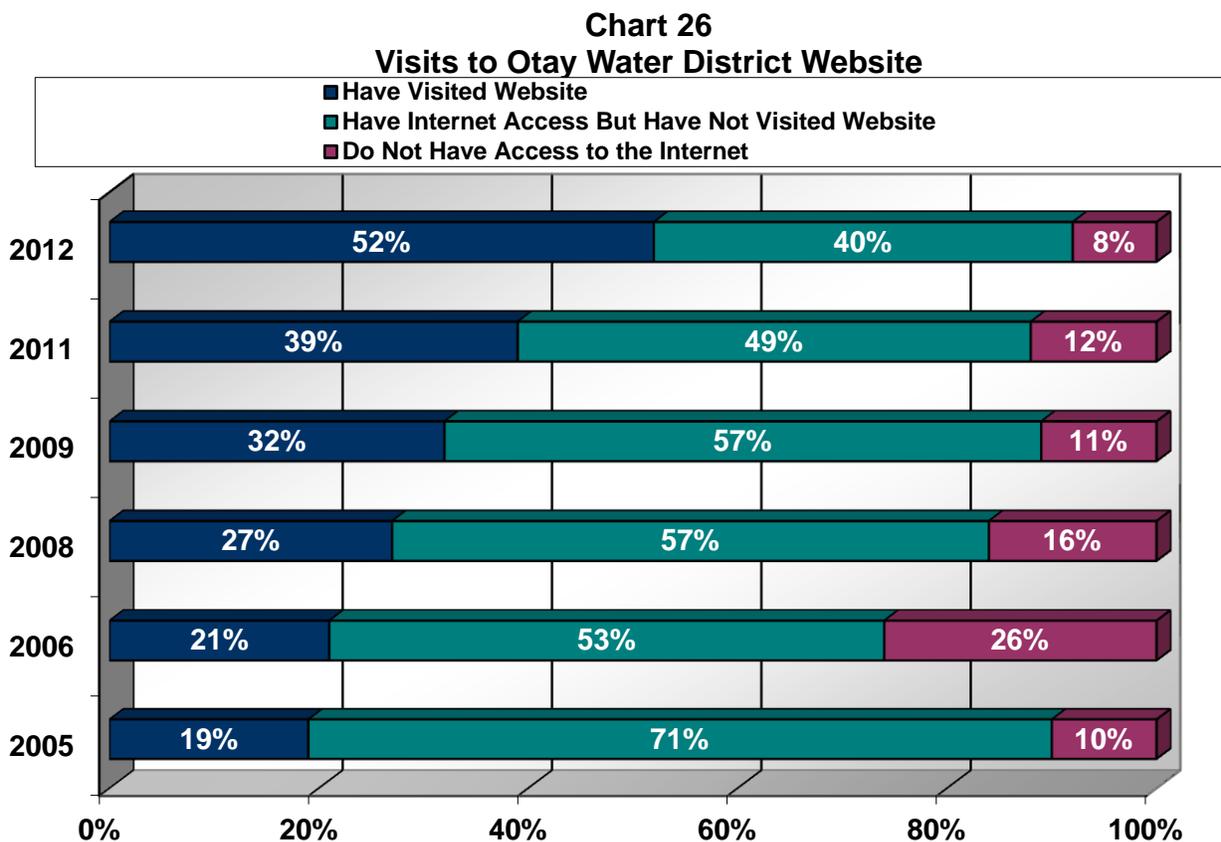


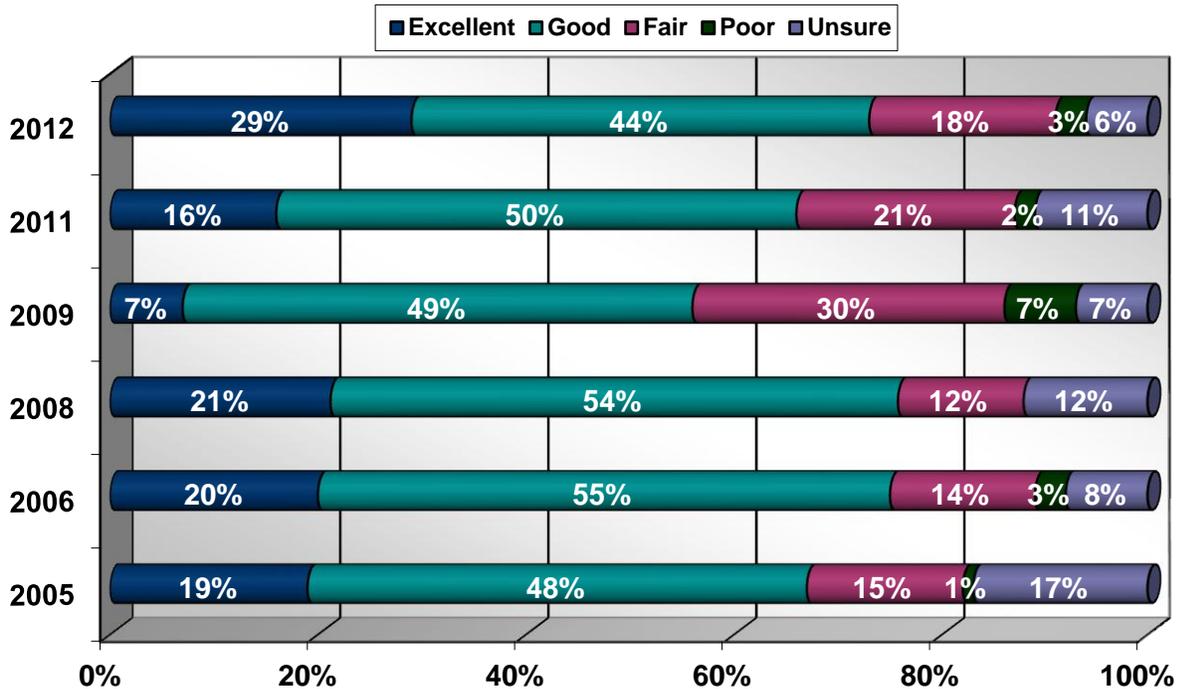
Chart 27 indicates that website visitors give the Otay Water District website above average ratings – 73 percent excellent or good, 18 percent fair, and 3 percent poor. These ratings represent an increase over the 2011 survey ratings where 66 percent rated the website as either excellent or good. The current 2012 ratings moved closer to the ratings in the 2006 and 2008 surveys where 75 percent of website visitors rated the website as excellent or good.

Customers rate the website with an overall mean of 1.83. This mean is based upon a scale of 1 to 4, where 1 = excellent, 2 = good, 3 = fair, and 4 = poor. This reaffirms the high rating indicated and explained above. The current mean rating is more positive than the 2.21 rating recorded in 2011.

Customers who are more likely to rate the Otay Water District website favorably are characterized as follows:

- Customers with a lower level of education (high school or less – mean of 1.60) versus those with higher levels of education (bachelor’s degree – 1.99 and at least one year of college -- 2.14).
- Households with one person (mean of 1.61) versus households of 2 or more persons (mean of 1.99).

Chart 27
Rating of Website
 (1.95 = mean rating on 1-4 scale, where 1 = Excellent)
 (by 52 percent who have visited website)



Social Media

SUMMARY: *Over one-half (53 percent) of customers use at least one form of social media. This represents an increase of 7 percent over the 2011 survey where 46 percent indicated that they used at least one social media website. Specifically, over two-fifths (42 percent) use Facebook compared to 30 percent who used Facebook in 2011. Over one-fourth (28 percent) use You Tube – an increase of 8 percent over those who used You Tube in 2011.*

Customers continue to be somewhat positive about the potential for the Otay Water District to use social media sites to better serve their needs. Approximately two-fifths of customers (range of 41 percent to 45 percent) provide an affirmative response to 4 specific potential uses of social media (distribute information; emergency information; notify about construction; and provide water industry news). Over two-fifths (45 percent) feel that a social media presence is either very important (22 percent) or somewhat important (23 percent). Based on a scale of 1 to 5, where 1 = very important and 5 = very unimportant, customers rated the importance of the Otay Water District having a presence using social media at 2.99. These responses represent a decline in the importance accorded by customers to the potential use of social media by the Otay Water District since 2011 where the mean rating was 2.53. It is clear that while customers can appreciate the potential use of social media by the District to serve their interests, they do not regard such endeavors as having great importance.

Chart 28 shows that the use of social media has increased since the 2011 survey. Over one-half (53 percent) of customers use at least one form of social media. This represents an increase of 7 percent over the 2011 survey where 46 percent indicated that they used at least one social media website. Specifically, over two-fifths (42 percent) use Facebook compared to 30 percent who used Facebook in 2011. Over one-fourth (28 percent) use You Tube – an increase of 8 percent over those who used You Tube in 2011.

The following subgroups are likely to have visited designated websites including Facebook, Twitter, and You Tube:

Facebook

- Asians (83 percent) tend to visit Facebook more so than do Whites (66 percent).
- Females (22 percent) are more likely to visit Facebook than are males (17 percent).
- Renters (33 percent) use the Facebook website to a greater extent than do homeowners (17 percent).

You Tube

- Males (40 percent) tend to use You Tube more so than do females (19 percent).
- Renters (48 percent) are more likely to use You Tube than are homeowners (28 percent).

Twitter

- Females (41 percent) make use of Twitter to a greater extent than do males (21 percent).

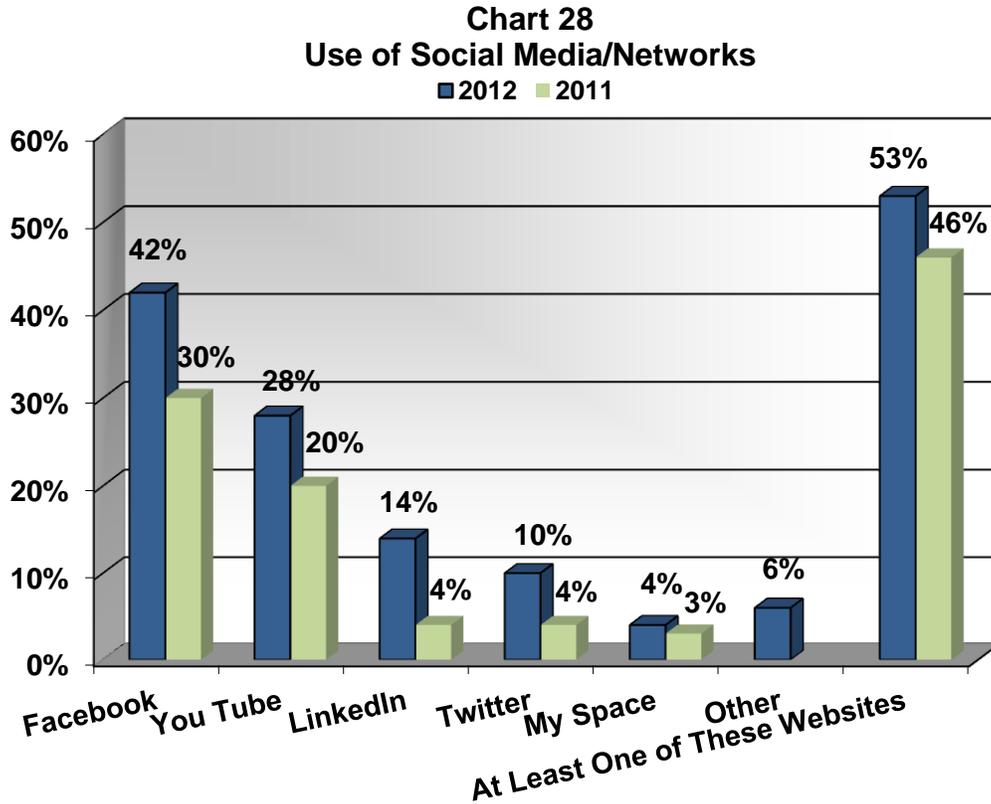
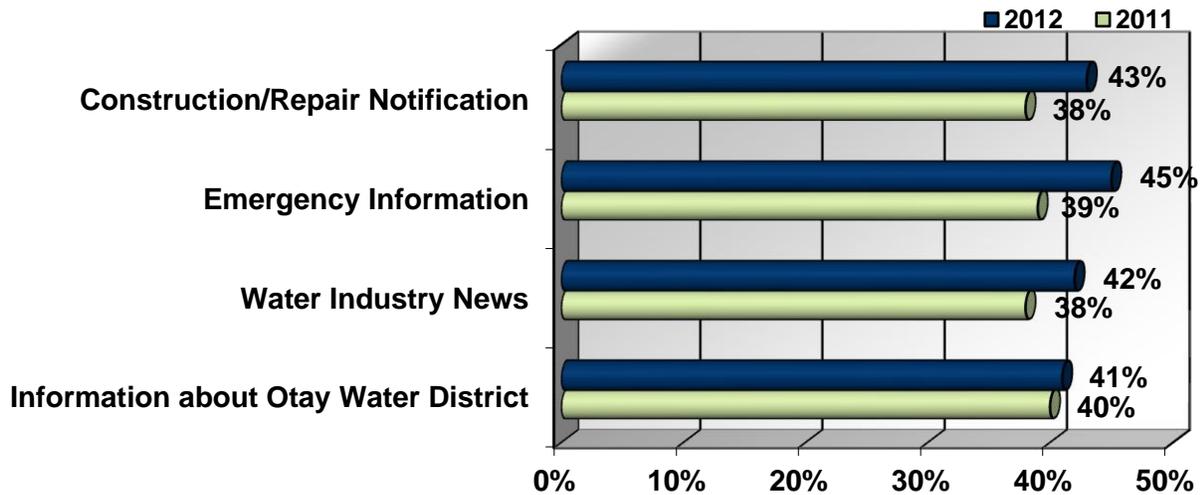


Chart 29 shows that customers continue to be somewhat positive about the potential for the Otay Water District to use social media sites to better serve their needs. Over two fifths of customers (range of 41 percent to 45 percent) provide an affirmative response to 4 specific potential uses of social media. For example, 45 percent feel that these sites could be used for distributing emergency information, 43 percent think that it would be useful to receive notification about scheduled construction and repairs, 42 percent indicate an interest in receiving news about the water industry and new developments, and 41 percent feel that the social media sites can be used to distribute information about the District. This overall response is slightly higher than the response in the 2011 survey where the range of affirmative responses to various potential uses of social media was 38 percent to 40 percent.

**Chart 29
Potential Uses for Social Media Websites**



The following subgroups (African-Americans, shorter term customers, renters, younger customers, and larger households) are particularly oriented to using social media for specific purposes.

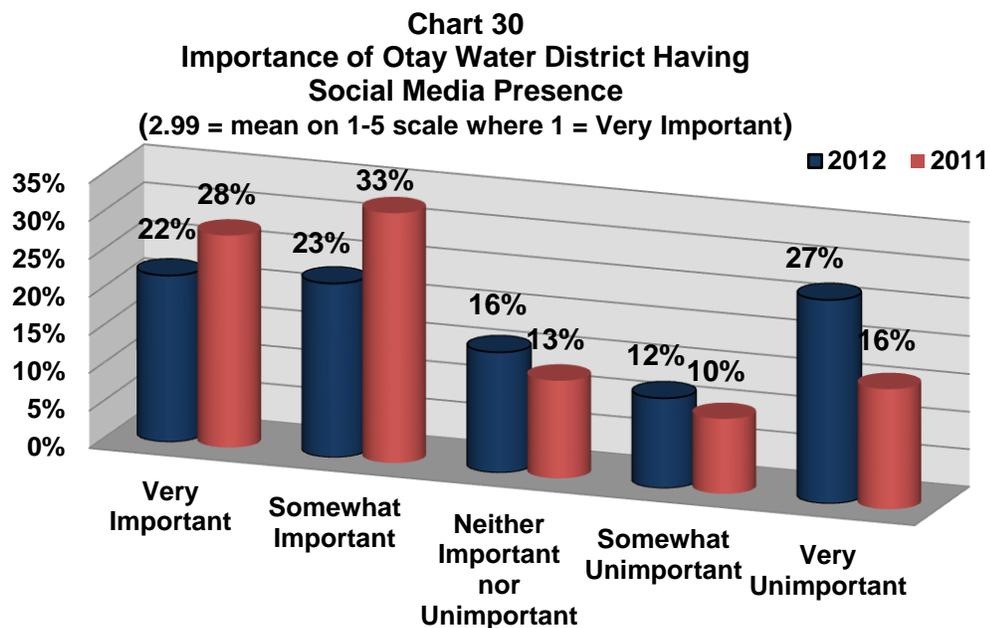
- Receive notification about scheduled construction and repair
 - Shorter term customers (14 or fewer years) versus longer term customers (15 or more years).
 - Renters (73 percent) versus homeowners (40 percent).
 - Larger households of 3 persons or more (49 percent) as opposed to smaller households of 1 or 2 persons (34 percent).
 - Younger and middle-aged customers (54 and less – 51 percent) versus older customers (55 and over).

- Distribute emergency information
 - Shorter term customers (14 or fewer years – 54 percent) versus longer term customers (15 or more years – 32 percent).
 - Renters (75 percent) versus homeowners (41 percent).
 - African-Americans (70 percent) as opposed to Whites (33 percent).
 - Larger household sizes of 4 or more persons (57 percent) versus smaller household sizes of 1 to 3 persons (36 percent).
 - Younger customers (44 and less – 61 percent) versus older customers (45 and older – 38 percent).

- Discuss water industry news and new developments
 - Shorter term customers (14 or fewer years – 50 percent) versus longer term customers (15 or more years – 32 percent).
 - Renters (73 percent) versus homeowners (39 percent).
 - African-Americans (55 percent) versus Whites (36 percent).

- Larger households of 3 or more persons (49 percent) as opposed to smaller households of 1 or 2 persons (32 percent).
 - Younger and middle-aged customers (54 and younger – 51 percent) versus older customers – 42 percent).
- Communicate about the District
 - Shorter term customers (14 or fewer years – 49 percent) versus longer term customers – 32 percent).
 - Renters (71 percent) versus homeowners (38 percent).
 - African-Americans (65 percent) versus Whites (36 percent).
 - Smaller household sizes of 1 to 3 persons (65 percent) as opposed to larger household sizes of 4 or more persons (51 percent).
 - Younger and middle-aged customers (54 and younger – 49 percent) versus older customers (55 and over – 34 percent).

Chart 30 shows that over two-fifths (45 percent) feel that a social media presence is either very important (22 percent) or somewhat important (23 percent). The mean rating regarding the importance of the Otay Water District having a presence using social media is 2.99. This rating is based on a scale of 1 to 5, where 1 = very important and 5 = very unimportant. These responses represent a decline in the importance accorded by customers to the potential use of social media by the Otay Water District since 2011. In the previous survey, over three-fifths (61 percent) felt that a social media presence is either very important or somewhat important and the mean rating was slightly more positive at 2.53. It is clear that while customers can appreciate the potential use of social media by the District to serve their interests, they do not regard such endeavors as having great importance.



Customers who feel that it is important for the Otay Water District to have a social media presence are characterized as follows (scale: 1 = very important, 2 = somewhat important, 3 = neither important nor unimportant, 4 = somewhat unimportant, and 5 = very unimportant):

- Asians (mean of 2.64) and Latinos (mean of 2.66) versus Whites (mean of 3.20).
- Customers with lower incomes (under \$25,000 – mean of 2.16) as opposed to customers with higher incomes (\$75,000 and over – mean of 3.10).
- Larger households (4 or 5 persons per household – mean of 2.66 versus smaller households of 1 or 2 persons – mean of 3.31).

Alternative Water Supplies: Recycling and Desalination

Customers continue to support the use of recycled water for watering landscape along freeways, open space, parks, and golf courses. In the current survey, 95 percent either strongly favor (76 percent) or somewhat favor (19 percent) the use of recycled water for landscape and golf courses. This finding is consistent with all previous surveys since 2005.

Respondents also support the use of recycled water for watering residential front lawns – 90 percent either strongly favor (66 percent) or somewhat favor (24 percent) such use of recycled water. This positive sentiment was also reflected in the 2008 and 2009 surveys where 96 percent and 90 percent respectively supported the use of recycled water for watering front yards. The respondents in the 2005 and 2006 surveys were less supportive.

The level of support for the use of recycled water to replenish recreational lakes (50 percent strongly in favor) is consistent with the 2011 survey where 47 percent of respondents strongly favored the use of recycled water for this purpose. Current levels of support (2011 and 2012 survey periods) are still well above 2005 and 2006 levels of support (30 percent in 2006 and 34 percent in 2005).

Over one-half (51 percent) of respondents either strongly favor (23 percent) or somewhat favor (28 percent) the use of recycled water to supplement the drinking water supply. This represents a substantial increase over previous survey periods – favorability in 2011: 29 percent; favorability in 2008: 40 percent; and favorability in 2006: 34 percent.

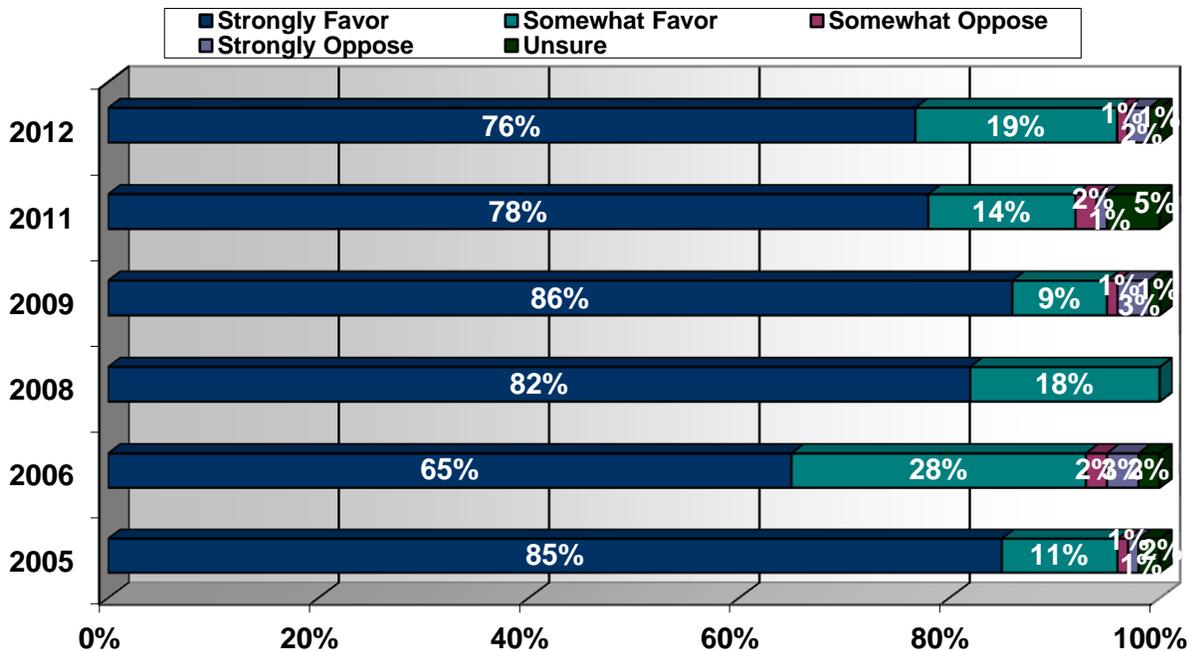
A considerable proportion of District customers (86 percent) feel that ocean water desalination can be important in maintaining a reliable supply of water in San Diego County (68 percent – very important and 18 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by District customers in the 2011, 2010, and 2009 surveys.

Among the 28 percent who oppose the international agreement with Mexico to construct a desalination facility at Rosarito Beach, one half indicates that they do not trust the quality of

water in Mexico and/or they do not trust the Mexican government. Another 13 percent feel that the plant should be located in the United States in order to create jobs domestically. In the 2009, 2010, and 2011 surveys, customers expressed the same reasons for opposing the international agreement with Mexico as they did in the current 2012 survey.

Recycling: Chart 31 indicates that respondents continue to support the use of recycled water for watering landscape along freeways, open space, parks, and golf courses. In the current survey, 95 percent either strongly favor (76 percent) or somewhat favor (19 percent) the use of recycled water for landscape and golf courses. This finding is consistent with all previous surveys since 2005. For example, in 2011, 92 percent either strongly favored (78 percent) or somewhat favored (14 percent) the use of recycled water to water freeway landscape and open space, in 2009 94 percent favored the use of recycled water for watering landscape and open space, and in 2008, 100 percent favored such use of recycled water. On a scale of 1 to 4, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose, the mean favorability rating is 1.25. In 2011, this rating was consistently high at 1.24.

Chart 31
Favor/Oppose Recycled Water for Watering
along Freeways, Open Space, Parks, Golf Courses
 (mean = 1.26 on 1-4 scale where 1 = Strongly Favor)



Customers who favor using recycled water for landscaping along freeways, open space, parks, and golf courses are characterized as follows:

- Males (mean of 1.25) versus females (mean of 1.38).

- Older and middle-aged customers (45 and over – (mean of 1.27) versus younger customers (18 – 34 (mean of 1.44).
- Customers with higher income levels (\$100,000 and above – mean of 1.15) as opposed to those with lower income levels (under \$25,000 – mean of 1.55).
- Residents with a higher level of education (at least one year of graduate work – mean of 1.11) versus residents with some college or less – mean of 1.38).

Respondents also support the use of recycled water for watering residential front lawns – 90 percent either strongly favor (66 percent) or somewhat favor (24 percent) such use of recycled water (**Chart 32**). This positive sentiment was also reflected in the 2008 and 2009 surveys where 96 percent and 90 percent respectively supported the use of recycled water for watering front yards. The respondents in the 2005 and 2006 surveys were less supportive.

The mean favorability rating on a scale of 1 – 4, where 1 = strongly favorable, 2 = somewhat favorable, 3 = somewhat oppose, and 4 = strongly oppose is 1.34 – a high rating consistent with the favorability mean in 2011 of 1.39.

- One person households (mean of 1.19) support the use of recycled water for watering residential front yards more so than do larger households of 3, 4, and 5 persons (mean of 1.47).

Chart 32
Favor/Oppose Recycled Water for Watering Residential Front Yards
 (1.45 = mean on 1-4 scale where 1 = Strongly Favor)

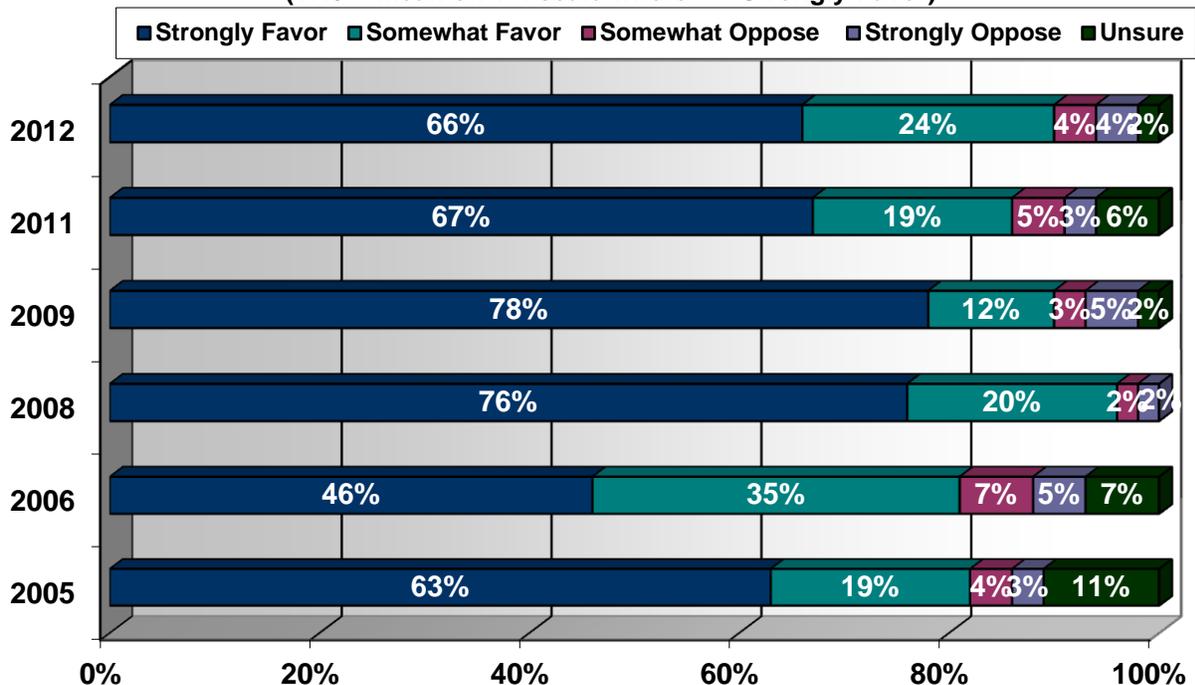


Chart 33 shows that the level of support for the use of recycled water to replenish recreational lakes (50 percent strongly in favor) is consistent with the 2011 survey where 47 percent of respondents strongly favored the use of recycled water for this purpose. Current levels of support are still well above 2005-2006 levels of support (30 percent in 2006 and 34 percent in 2005).

Customers who favor using recycled water for replenishing recreational lakes are characterized by a mean favorability rating of 1.56 (scale: 1 – 4, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose). This is somewhat more positive than the 1.78 favorability mean in 2011.

Customers who favor using recycled water for replenishing recreational lakes are characterized as follows:

- Males (mean of 1.61) versus females (mean of 1.84).
- Customers with higher income levels (\$100,000 or more – 1.53) versus customers with lower income levels (Under \$25,000 – mean of 2.00).

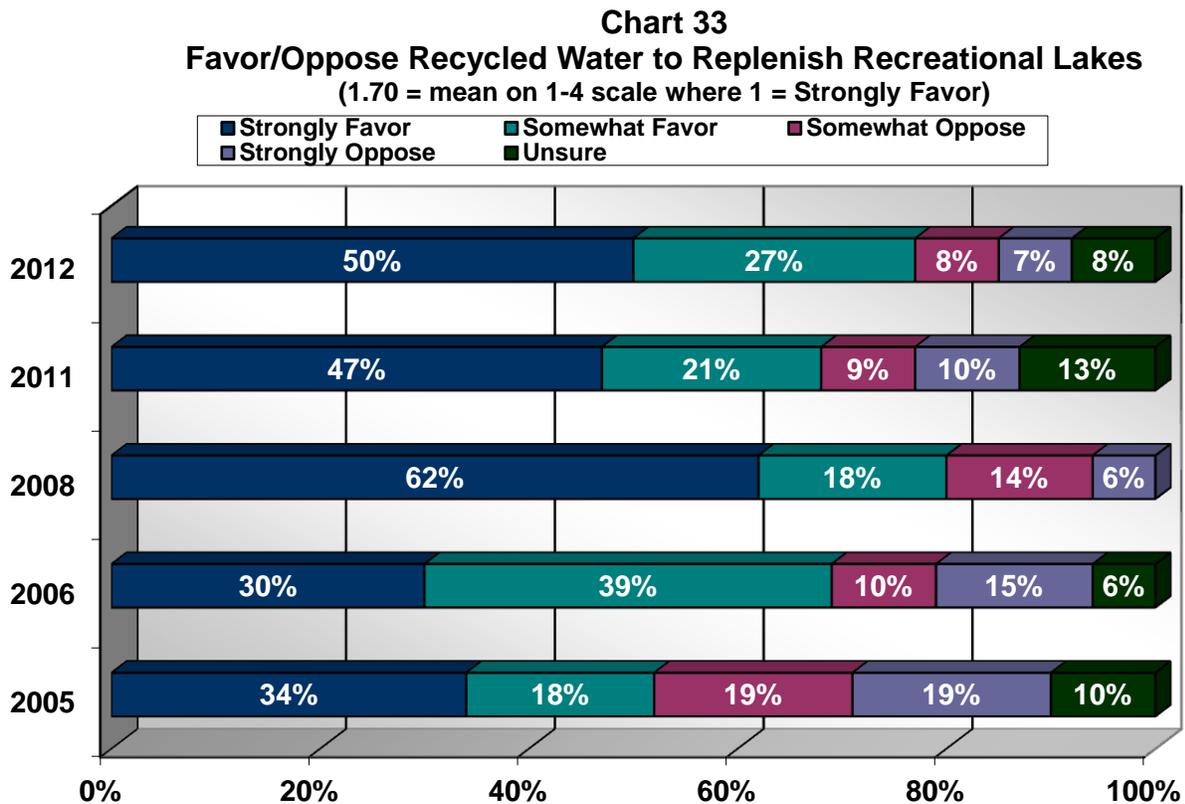
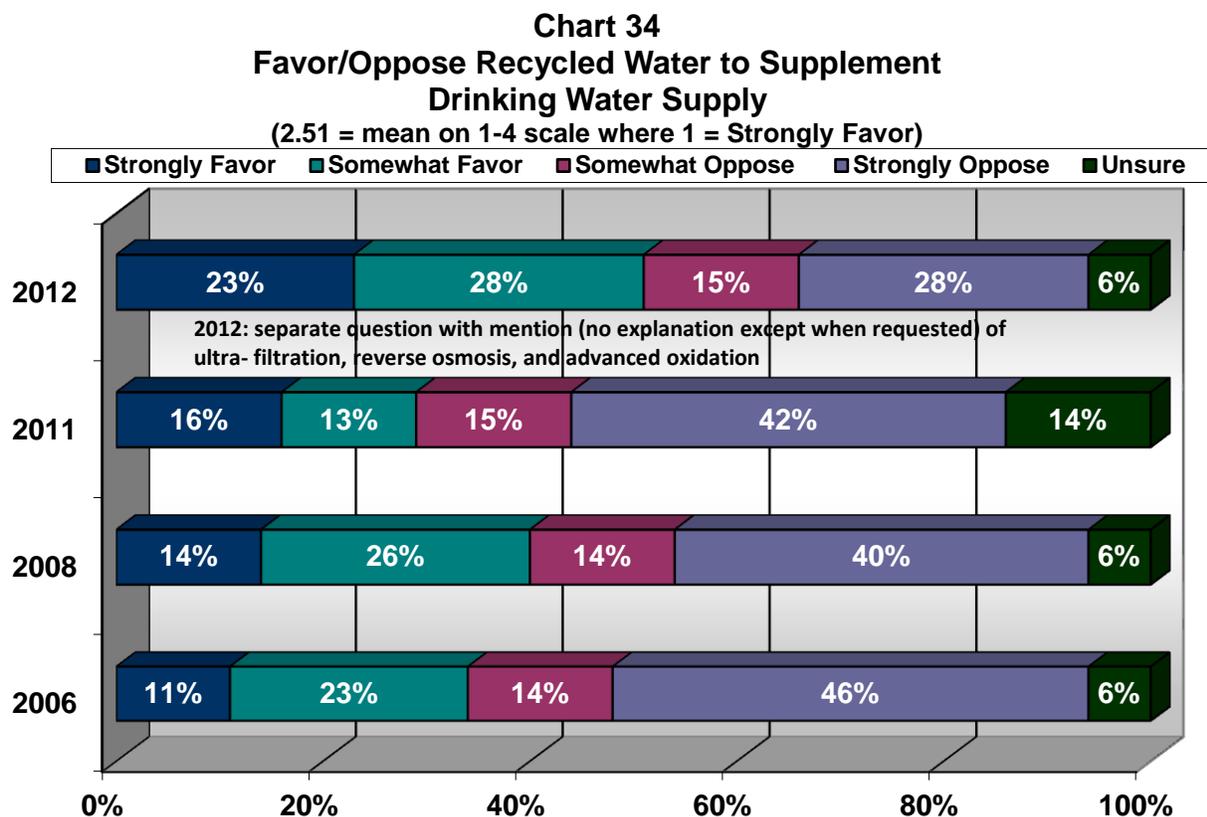


Chart 34 shows that over one-half (51 percent) of respondents either strongly favor (23 percent) or somewhat favor (28 percent) the use of recycled water to supplement the drinking water supply. This represents a substantial increase over previous survey periods. Favorability in 2011 was 29 percent; favorability in 2008 was 40 percent; and favorability in 2006 was 34 percent. It should be noted that in the current survey, respondents were told that the recycled water to be used for drinking would be treated with advanced processes such as ultra-filtration, reverse osmosis, and advanced oxidation. Further, if respondents asked, they were provided with a description of one of these advanced treatment processes. Only 4 respondents requested any descriptions.

Customers who favor using recycled water to supplement the drinking water supply registered a mean favorability rating of 2.36 (scale: 1 – 4, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose).

Customers who favor using recycled water to supplement the drinking supply are characterized as follows: Males (mean of 2.37) versus females (mean of 2.67).

- Customers with lower levels of income (under \$25,000 – mean of 1.95) as opposed to customers with higher income levels (\$75,000 - \$100,000 – mean of 2.56).



Desalination: Chart 35 shows that about two-thirds (68 percent) of the customers are familiar with the term “desalination.” This percentage represents a decrease from the results of the 2011 survey where 74 percent indicated that they were familiar with the term. It is noteworthy that the results of both the 2011 and 2012 surveys show an increase from the 2010 level where 60 percent indicated they were familiar with the term “desalination.”

The following subgroups are particularly familiar with the term “desalination”.

- Males (75 percent) versus females (55 percent).
- Longer-term customers of the District (4 years or more – 72 percent) versus more recent customers (3 years or less – 44 percent).
- Homeowners (68 percent) versus renters (43 percent).
- Customers with a higher level of education (at least one year of college or more – 70 percent versus high school or less – 45 percent).
- Whites (74 percent) versus African-Americans (60 percent), Latinos (57 percent), and Asians (53 percent).
- Customers with other than the lowest income level (\$25,000 or more – 68 percent versus those with lower income levels (\$25,000 and under – 49 percent).
- The largest household sizes (5 persons per household or more -- 70 percent) versus all smaller household sizes of 1 – 4 persons per household – 46 percent.
- Familiarity with the term “desalination” increases with age (35 and over = 69 percent versus 18 – 34 -- 33 percent)

**Chart 35
Familiar with Term "Desalination"**

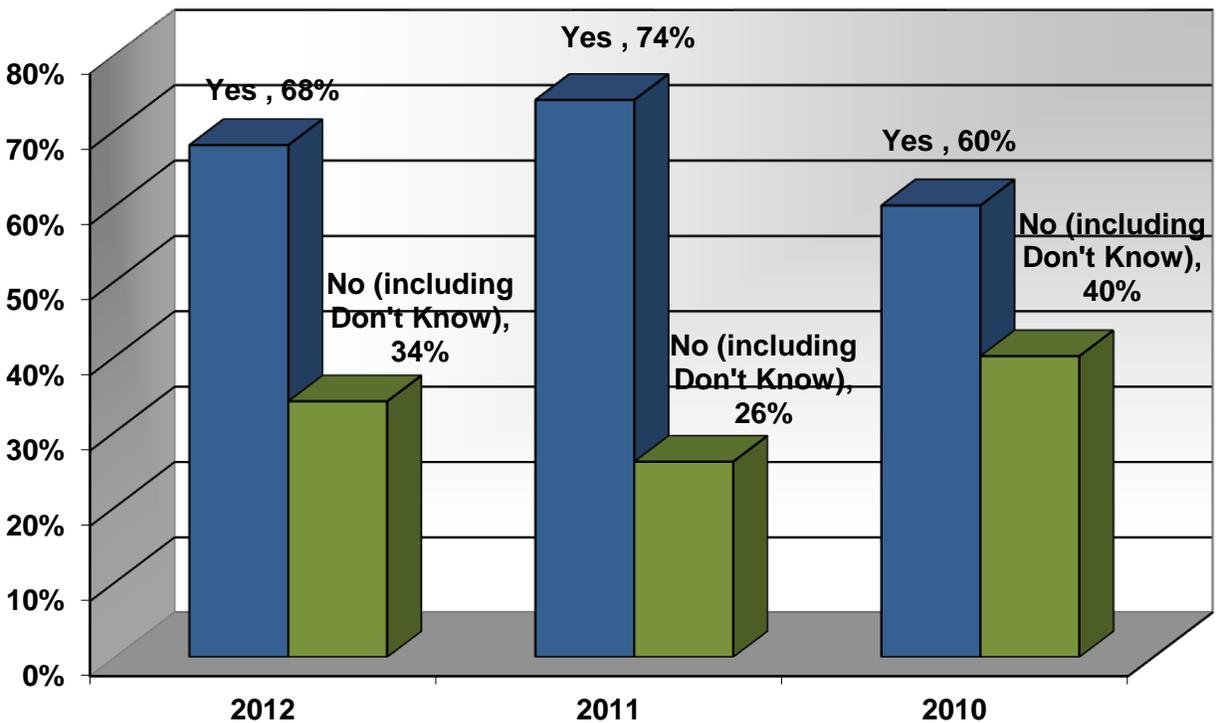


Chart 36 indicates that a considerable proportion of District customers (86 percent) feel that ocean water desalination can be important in maintaining a reliable supply of water in San Diego County (68 percent – very important and 18 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by District customers in the 2011 survey (79 percent), the 2010 Ocean Water Desalination Opinion Survey (88 percent), and the 2009 General Survey (86 percent).

- Males feel that desalination is important to maintaining a reliable water supply in San Diego more so than do females (males: mean of 1.31; females: mean of 1.48, based on a scale of 1 to 4, where 1 = very important, 2 = somewhat important, 3 = not very important, and 4 = not at all important).

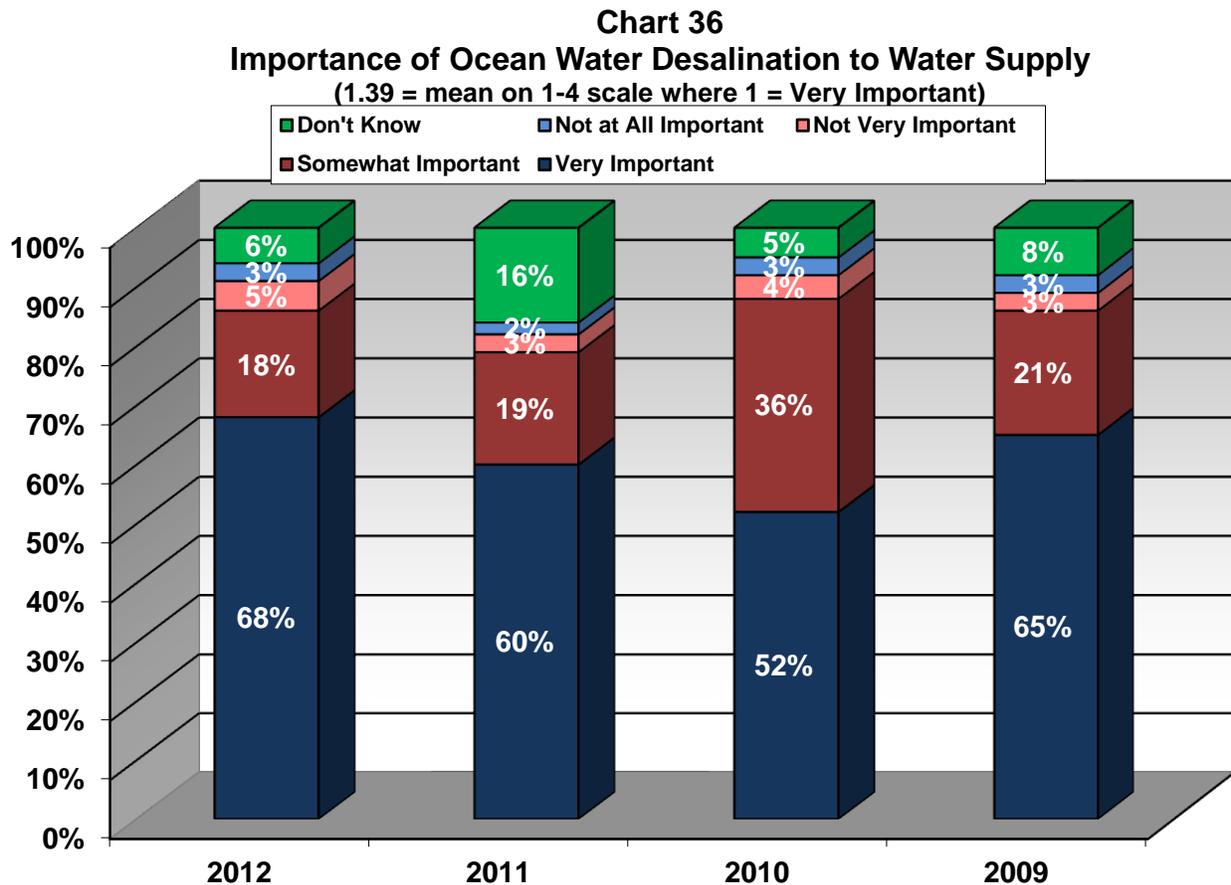
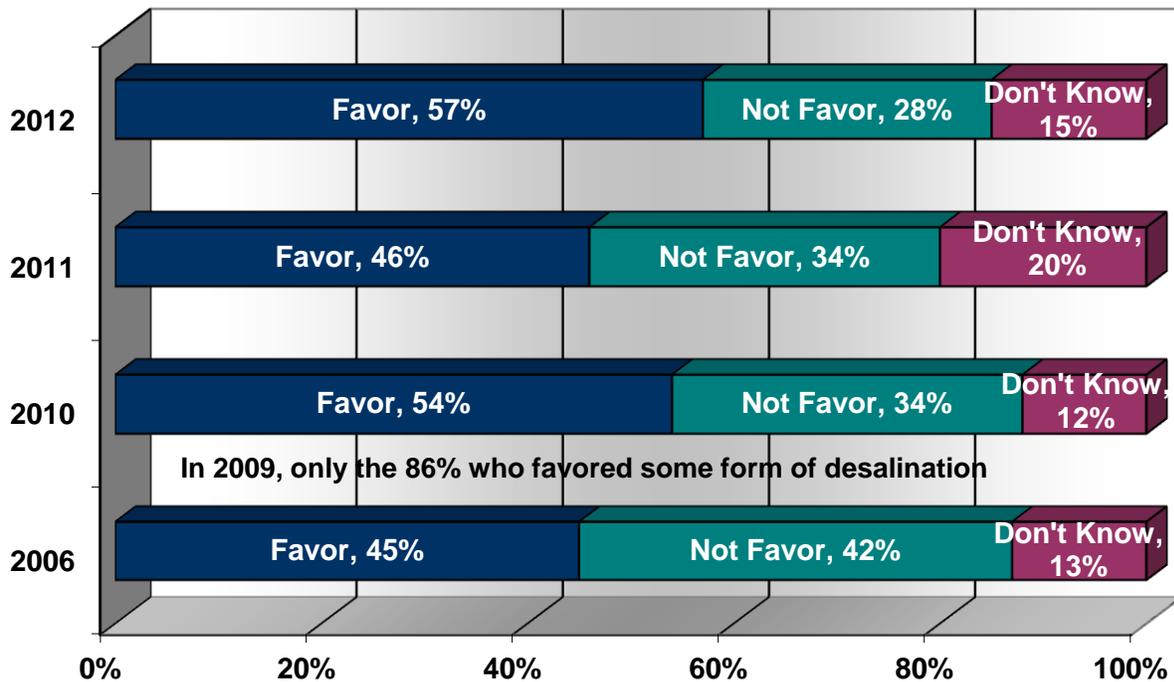


Chart 37 shows that 57 percent of District customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility in Mexico. This percentage represents an increase of 11 percentage points from the results of the 2011 survey where 46 percent favored such an agreement. This difference reflects both a decrease in customer uncertainty about this issue as well as a decrease in opposition to it. The favorability rating in the current survey is comparable to the one in 2010 where 54 percent of customers indicated that they favored an international agreement with Mexico. It is

important to recall that the 2010 survey was conducted specifically about desalination and a great deal of information was included in that survey in contrast to the few questions and limited information in the 2011 and 2012 general customer surveys. The evidence shows that customer support is building for an international agreement with Mexico to purchase desalinated ocean water from the proposed Rosarito Beach Facility.

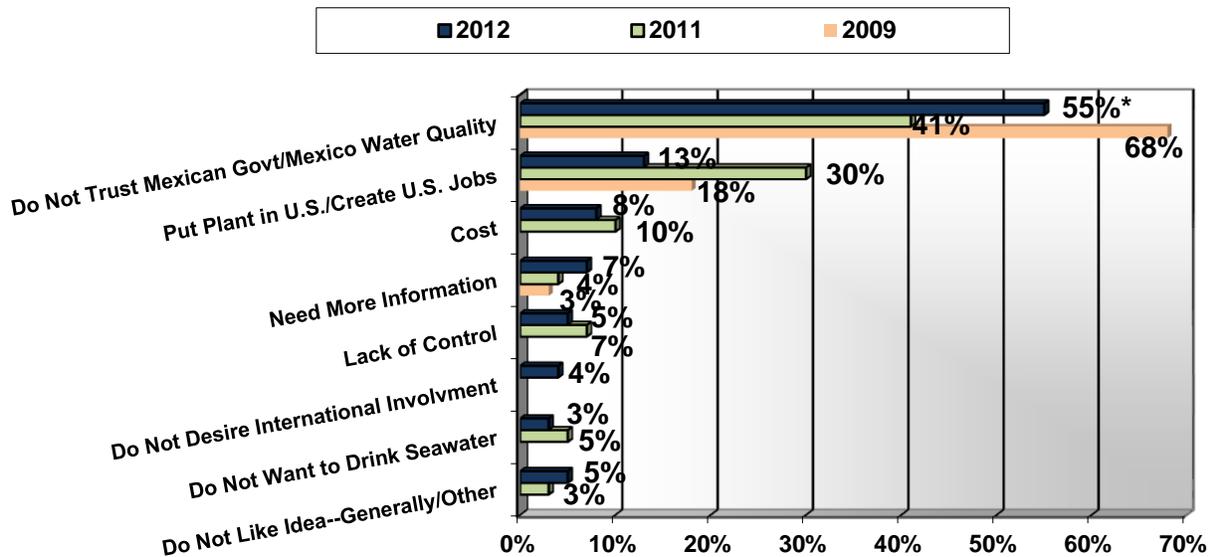
- Males (72 percent) tend to favor an international agreement with Mexico more so than do females (59 percent).

Chart 37
Favor International Agreement to Purchase Desalinated Water from Rosarito Beach



Among the 28 percent who oppose the international agreement with Mexico, one half indicates that they do not trust the quality of water in Mexico and/or they do not trust the Mexican government. Another 13 percent feel that the plant should be located in the United States in order to create jobs domestically. In the 2009, 2010, and 2011 surveys, customers expressed the same reasons for opposing the international agreement with Mexico as they did in the current 2012 survey (**Chart 38**).

Chart 38
Why Not in Favor of Desalinated Water from Mexico
 (asked of 28 percent who indicated opposition)



* In 2012, a distinction was drawn between not trusting water quality and not trusting Mexico. Of the 55%, 24% did not trust

In 2010, respondents who preferred the plant in the U.S. (64 percent) indicated their reasons to be 53%

Issues Associated with the 2011 Power Outage

SUMMARY: Just over one-fourth (26 percent) of residents of the Otay Water District indicated that they were concerned about the quality of their water during and after the massive power outage of September 8, 2011. One-quarter (25 percent) of customers further indicated that they were concerned that during the power outage, there would be a disruption in the delivery of their water by the Otay Water District.

Customers obtained information during the power outage largely through battery-operated radios or car radios (54 percent of all responses) and they would largely use this same method to obtain information if another mishap should occur.

Chart 39 shows that just over one-fourth (26 percent) of residents of the Otay Water District indicated that they were concerned about the quality of their water during and after the massive power outage of September 8, 2011. Similarly, Chart 39 further indicates that one-quarter (25 percent) of respondents were concerned that during the power outage, there would be a disruption in the delivery of their water by

the Otay Water District. It is noteworthy that 7 in 10 respondents were not concerned that the quality of their water would be compromised or that there would be a disruption in the delivery of their water.

- Asians (42 percent), African-Americans (37 percent), and Latinos (33 percent) were more likely to be concerned that the quality of water was compromised during and after the power outage than were Whites (21 percent).
- Younger and middle-aged customers (54 and under – 31 percent) were more concerned than older customers (55 and older – 19 percent) that the power outage would disrupt the delivery of their water by the Otay Water District.

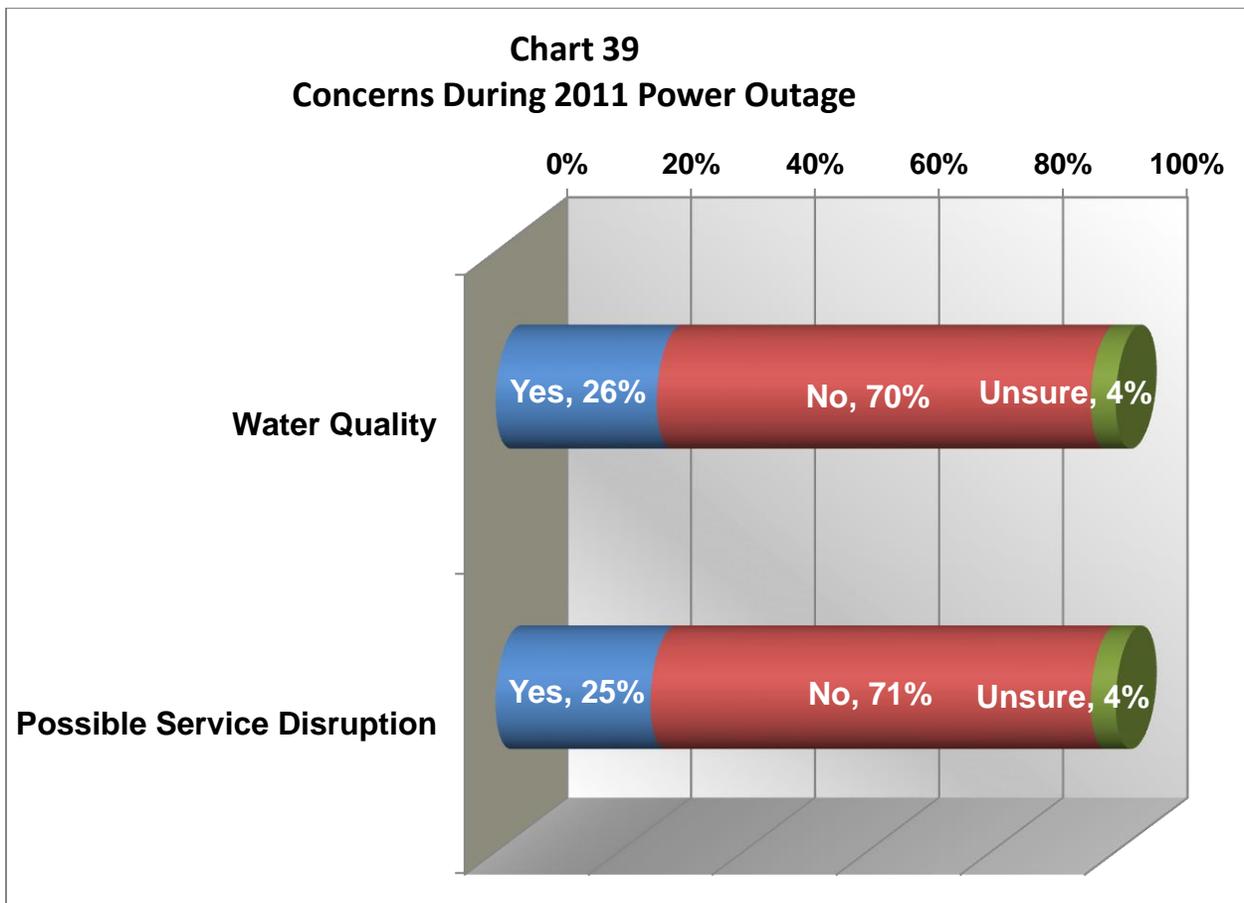
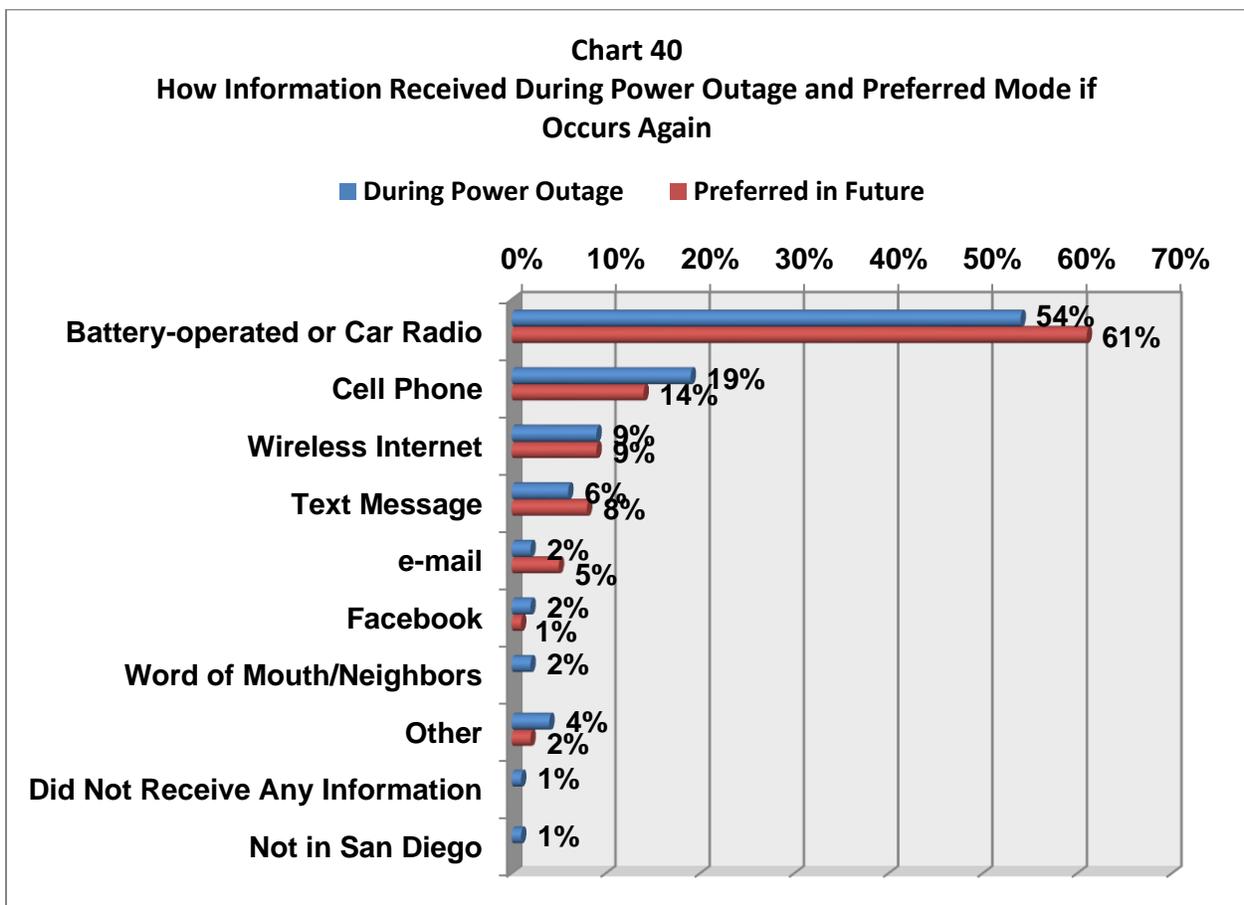


Chart 40 shows that respondents obtained information during the power outage largely through battery-operated radios or car radios (54 percent of all responses). The use of these radios was followed by the use of cell phones (19 percent of responses) and the wireless internet (9 percent of responses). Respondents expressed a similar pattern of response when they indicated how they would prefer to receive information if another power outage or similar mishap should occur. Over three-fifths (61 percent) prefer the battery-operated radio or car radio, 14 percent would use their cell phone, and another

9 percent plan to use Wireless Internet. The following subgroups were more likely to obtain information during the last major power outage through either battery operated radios or by conversing on cell phones.

- During the power outage, homeowners (64 percent) were more likely to obtain information from battery operated radios or car radios than were renters (53 percent). It is noteworthy that if a similar power outage should occur, homeowners (63 percent) again plan to obtain information through battery operated radios more so than do renters (46 percent).
- During the power outage, renters (28 percent) were more likely to obtain information by conversing on cell phones than were homeowners (16 percent); also, customers with higher educational levels (bachelor’s degree or more – 20 percent) were more likely to obtain information in this manner than were customers with less education (less than a bachelor’s degree – 13 percent).



Conclusions

There are strong indications of support for the work of the Otay Water District. The results of the 2012 survey continue to show this strength. For example, Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service. Customers also have a great deal of confidence in the ability of the District to provide an adequate supply of water at a reasonable price.

Water is rated as the best value for the money paid by customers while trash collection is given the next highest value. Water and trash collection have been the top two utilities in the District's surveys since 2008.

Customers are aware that water rates have increased, and this knowledge has prompted a greater motivation to conserve water. Customers continue to support alternative sources of water including the use of recycled water for watering golf courses, open space and along freeways. They also support recycled water for use on lawns and public landscape and in replenishing recreational lakes. Use of recycled water for drinking purposes has achieved majority favorability for the first time in these Otay Water District surveys. Customers also strongly support ocean water desalination and are in favor of an international agreement with Mexico to promote or facilitate desalination.

Visitation of the District website is also rising and the rating of the website has increased as well. Customers of the District support the potential use of social media websites by the District to disseminate information and to otherwise communicate with customers.

The results of this survey should be viewed as ratification by the public of the importance and quality of the work done by the District and as an expression of the high value to the public of the work in which the Otay Water District is engaged.

Appendix

Questionnaire

Frequencies

Open-Ended Responses

Otay Water District
General Survey 2012

INT. Hello, my name is _____. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B*

* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

[IF ASKED ABOUT MONITORING:] My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

CUST. How long have you been a customer of the Otay Water District? **[IF LESS THAN ONE YEAR, THANK AND CODE NQR-RES]**

_____ YEARS
0 -----> "**NQR-RES**"
99 - DK/REF, BUT AT LEAST ONE YEAR

SEX. **[RECORD GENDER OF RESPONDENT:]**

1 - MALE
2 - FEMALE

----- **QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED** -----

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

1 - English or
2 - Spanish?

SATISFACTION

Q1: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

- 1---Excellent
- 2---Very Good
- 3—Good
- 4---Fair
- 5—Poor
- 6---Very Poor
- 9 - DK/REF [DO NOT READ]**

Q1a. **[IF Q1 = 5 or 6]** Please explain why you feel this way?

Q2: Have you called the Otay Water District for service or other help during the past 6 months?

- 1 - YES
- 2 - NO – **[GO TO Q3]**
- 9 - DK/REF [DO NOT READ]– [GO TO Q3]**

Q2a—**[IF Q2 = 1]** How would you rate your overall level of satisfaction with the service you received when you called for service or help?

- 1---Excellent
- 2---Very Good
- 3—Good
- 4---Fair
- 5—Poor
- 6---Very Poor
- 9 - DK/REF [DO NOT READ]**

Q3. These next questions are related to the water supply in San Diego County. How confident are you in the ability of local water agencies to provide enough water to you? Would you say...* **[REVERSE]**

- 1 - very confident,
- 2 - somewhat confident,
- 3 - not very confident,
- 4 - not at all confident,
- 5 - or are you not sure? **[INCLUDES DK/REF]**

Q4. How much trust do you have in the ability of the Otay Water District to provide clean, safe water to the district? Would you say...* **[REVERSE]**

- 1 – a great deal of trust,
- 2 – a good amount of trust,
- 3 – some trust,

- 4 -- not much trust,
- 5 – no trust at all?
- 9 -- not sure [INCLUDES DK/REF]

Q4a. How much trust do you have in the Otay Water District to obtain this water for you at a reasonable price? Would you say...[REVERSE]

- 1 – a great deal of trust,
- 2 – a good amount of trust,
- 3 – some trust,
- 4 -- not much trust,
- 5 – no trust at all?
- 9 -- not sure [INCLUDES DK/REF]

WATER SHORTAGE-----WATER RATES

Q5a-c. I am going to mention six utilities that serve the needs of residents and businesses in the region. Considering only those utilities that you pay for, which would you say is the best value for the amount of money that you pay. Which ones are second and third? [ROTATE LIST]

	MOST (5a)	SECOND (5b)	THIRD (5c)
a. Trash collection	1	1	1
b. Water	2	2	2
c. Sewer	3	3	3
d. Telephone	4	4	4
e. Cable or Satellite TV	5	5	5
f. Internet access	6	6	6
g. Gas & Electric	7	7	7

Q6. In the past year, do you believe that your water rates have...

- 1 - gone up,
- 2 - gone down, -----> **GO TO Q7**
- 3 - stayed about the same, -----> **GO TO Q7**
- 4 - or are you not sure? -----> **GO TO Q7**
- 9 - DK/REF [DO NOT READ]-----> **GO TO Q7**

Q6a [IF Q6 = 1]. What do you think has been the two biggest causes of your rates increasing?

[DO NOT READ-----CODE USING FOLLOWING SCHEMA:]

- 1 – INCREASED RELIANCE ON IMPORTED WATER**
- 2 – WATER SHORTAGE DUE TO LESS RAIN IN SAN DIEGO THAN NORMAL**

- 3 - POPULATION GROWTH
- 4 - COURT ORDERS REDUCING LOCAL WATER SUPPLY
- 5 - PRICE INCREASES FROM THE METROPOLITAN WATER DISTRICT
- 6—PRICE INCREASES FROM THE SAN DIEGO COUNTY WATER AUTHORITY
- 7—INCREASING OPERATIONAL COSTS AT OTAY WATER DISTRICT
- 8—OTAY WATER DISTRICT MANAGEMENT COSTS
- 9—LESS SNOW IN MOUNTAINS
- 10—LESS WATER IN COLORADO RIVER
- 20- OTHER _____
- 99. DK/REF

Q6b. **[IF Q6 = 1]** Have higher water rates affected your level of satisfaction with the Otay Water District?

1 - Yes. Higher water rates have caused my overall satisfaction with the Otay Water District to decline.

2 - No. Higher water rates have not changed my overall satisfaction with the Otay Water District. Rising rates are not entirely within the District's control.

9 - DK/REF [DO NOT READ]

Q6c. **[IF Q6=1]** Have higher water rates motivated you to conserve more water?

1 - YES

2 - NO-----> **GO TO Q7**

9 - DK/REF [DO NOT READ]-----> GO TO Q7

Q6d. **[IF Q6c=1]** What specific major step **has your household taken in the past year** to reduce your water usage?

_____99-DK/REF

[DO NOT READ-----CODE USING FOLLOWING SCHEMA:]

- 1 - OUTDOOR WATER LESS TIME
- 2 - IRRIGATE EARLIER IN THE MORNING OR LATER AT NIGHT
- 3—LET MY LANDSCAPE/LAWN DIE
- 4 - OUTDOOR WATERING FEWER DAYS DAY PER WEEK
- 5 - CHECK THE SOIL'S MOISTURE LEVEL BEFORE WATERING
- 6 - REPLACE UNUSED TURF WITH LOW-WATER PLANTS
- 7 - UPGRADE IRRIGATION SYSTEM TO INCLUDE NEW, HIGH-EFFICIENCY EQUIPMENT
- 8 - PURCHASE A HIGH EFFICENCY CLOTHES WASHER
- 9 - WASH ONLY FULL LOADS OF CLOTHES OR DISHES
- 10 - TAKE SHORTER SHOWERS

- 11 – USE A BROOM INSTEAD OF A HOSE ON PAVED AREAS
 - 12 – FIX INDOOR LEAKS (TOILET, FAUCET, ETC.)
 - 13 – FIX OUTDOOR LEAKS (SPRINKLERS, SPAS, ETC.)
 - 14-- DO NOT LET WATER RUN
 - 15 – COLLECT AND REUSE
 - 16 – REPLACE GRASS WITH ARTIFICIAL/SYNTHETIC TURF
 - 20 – OTHER, SPECIFY____
-

OUTDOOR WATERING---ASK EVERYONE

Q7. These next few questions deal with using water outdoors. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

- 1 - YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q8**
- 9 - DK/REF—DO NOT READ -----> **GO TO Q8**

Q7a. Does your landscaping include a lawn?

- 1 - YES
- 2 - NO
- 9 - DK/REF [DO NOT READ]

Q7b. Do you have an automatically-controlled sprinkler system for your landscaping?

- 1 - YES
- 2 - NO -----> **GO TO Q8**
- 9 - DK/REF [DO NOT READ]-----> **GO TO Q8**

Q7c. **[IF Q7b = 1]** During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

- 1 - NOT AT ALL
- 2 - 1 TO 3 TIMES
- 3 - 4 to 6 TIMES
- 4 -7 OR MORE TIMES
- 5 - USE WEATHER-BASED CONTROLLER
- 9 - DK/REF [DO NOT READ]

DESALINATION

Q8. These next questions are about desalination. Are you familiar with the term “desalination.”

- 1. YES

2. NO [include DK/REF]

Q9. **[IF Q8a = 1, then start with “As you may already know,”]** Desalination is the process of making drinking water and water for other household and business uses from ocean water. Desalination is a process that forces water through a very fine filter that is designed to remove ocean salts and other impurities from the ocean water.

Do you believe that desalination is important to maintaining a reliable supply of water in San Diego County?

- 1- Yes, very important
- 2- Yes, somewhat important
- 3- No, not very important
- 4- No, not at all important
- 9. DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

Q10. **AN OCEAN WATER DESALINATION PLANT IS TENTATIVELY PLANNED FOR THE CITY OF ROSARITO BEACH IN MEXICO AND THE OTAY WATER DISTRICT HAS THE OPPORTUNITY TO PURCHASE SOME OF THAT WATER STARTING IN 2015 OR 2016. THIS PROJECT WOULD BE FINANCED AND OPERATED BY INTERNATIONAL COMPANIES WITH CONSIDERABLE EXPERIENCE IN OCEAN WATER DESALINATION, WITH TIJUANA, ROSARITO BEACH, AND THE OTAY WATER DISTRICT BEING THE PLANT’S CUSTOMERS.**

Would you be in favor of pursuing such an agreement with these international companies to develop additional supplies of water from seawater desalination?

- 1. Yes—GO TO Q11
- 2. No
- 9 - DK/REF [DO NOT READ]—GO TO Q11

Q10a. **[IF Q10 = 2]** Why are you not in favor of this desalination agreement?

[USE FOLLOWING CODING BUT DO NOT READ—ENTER OTHER ANSWERS VERBATIM—99 = DK/REF]

1. Questionable water quality
2. It should be done in U.S—US needs the jobs.
3. Do not trust/want to deal with Mexico
4. High cost
5. Do not know enough yet—Need more information
6. Do not want to drink sea water

7. Want local control

WATER RECYCLING

Q11a-c. The use of recycled water is another way to increase the water supply. Would you favor or oppose the use of recycled water for the following types of uses...

[CLARIFY:] Do you strongly or somewhat {favor/oppose} that?

Do you favor or oppose using recycled water...	strgly <u>favor</u>	smwt <u>favor</u>	smwt <u>oppose</u>	strgly <u>oppose</u>	DK/ <u>REF—not</u> <u>read</u>
a) for <u>watering</u> landscaping along freeways open space, parks and golf courses?	1	2	3	4	9
b) for watering residential front yards?	1	2	3	4	9
c) for replenishing recreational lakes?	1	2	3	4	9

Q12. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water, that is water treated with ultra- filtration, reverse osmosis, and advanced oxidation?

- 1. strongly favor
- 2. somewhat favor
- 3. somewhat oppose
- 4. strongly oppose
- 9. DK/REF [DO NOT VOLUNTEER]

[IF ASKED WHAT THESE PROCESSES ARE, ASK WHICH ONE THEY MOST WANT MOST TO HEAR ABOUT AND READ THAT ONE ONLY-HERE IS INFO THAT CAN BE PROVIDED]

Q12INFO: RECYCLE INFO. [RECORD REQUESTED PROCESS FOR INFORMATION]_____

- 1. Ultra-filtration: Like hollow straws with holes in the sides, this process filters out particles larger than one thousandth the diameter of a human hair. This is the process that is used to make baby food, purify medicines, and fruit juices.**
- 2. Reverse Osmosis: Water is directed under high pressure through thin membranes. This is the same technology that is used by bottled water companies and ocean water desalination facilities.**

3. **Advanced Oxidation: Ultraviolet light is similar to concentrated sunlight, UV light breaks apart remaining contaminants, and hydrogen peroxide oxidizes the remaining contaminants**

CONSERVATION GARDEN

Q13. Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

- 1 - YES
 2 - NO-----> **GO TO Q14**
 9 - DK/REF [DO NOT READ]-----> **GO TO Q14**

Q13a. **[IF Q13 = 1]** Have you or any member of your family ever visited the garden?

- 1 - YES
 2 - NO -----> **GO TO Q14**
 9 - DK/REF [DO NOT READ]-----> **GO TO Q14**

Q13b. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

- 1 – YES
 2 – NO
 9 - DK/REF [DO NOT READ]

SOCIAL MEDIA

Q14a-e. Which, if any, of the following social media websites do you use?

- | | YES (1) | NO (2) (incl. DK) |
|-------------|---------|-------------------|
| a. Facebook | | |
| b. Twitter | | |
| c. LinkedIn | | |
| d. My Space | | |
| e. You Tube | | |

14f-g. Are there any other Social Media websites that you use _____
[RECORD UP TO TWO RESPONSES]—ENTER 9 IF RESPONSE IS NO OR DK

Q15a-d. Do you think that the Otay Water District can use these sites for your benefit to

- YES NO **DK (do not read)**

- a. notify you about scheduled construction or system repairs
- b. distribute emergency information
- c. discuss water industry news and new developments
- d. communicate information about the District

Q16. On a scale of 1-5, with 1 being very important and 5 being very unimportant, how important is it to you that the Otay Water District have a presence using social media?

- 1. Very important
- 2. Somewhat important
- 3. Neither Important nor important
- 4. Somewhat unimportant
- 5. Very Unimportant
- 9 - DK/REF [DO NOT READ]**

COMMUNICATION

Q17. Have you ever visited the Otay Water District website?

- 1 - YES
- 2 – HAVE ACCESS TO INTERNET, BUT HAVE NOT VISITED WEBSITE -----
-----> **GO TO Q18**
- 3—DO NOT HAVE ACCESS TO THE INTERNET----->**GO TO Q19**
- 9 - DK/REF [DO NOT READ]-----> GO TO Q18**

Q17a. **[IF Q17 = 1]** How would you rate the website? Would you say...

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF [DO NOT READ]**

Q18. The Otay Water District sends information to its customers on a regular basis. How would feel about receiving information from the Otay Water District at your home e-mail address?

- 1 – I think that using my home e-mail is a good way for me to receive information from the Otay Water District.
- 2 – I do not want to receive information from the Otay Water District at my home e-mail.
- 9 - DK/REF [DO NOT READ]**

Q19. Do you read the newsletter or bill inserts that come in the mail with your monthly water bill...

- 1 - every time,
- 2 - most times,
- 3 - sometimes, or
- 4 - never?
- 9 - DK/REF [DO NOT READ]**

BILL PAYMENT

Q20. The Otay Water District has recently implemented a new bill design. It was first mailed to customers in September 2011. How satisfied are you with the ease of understanding this new water bill?

- 1 - very satisfied,--**GO TO Q21**
- 2 - somewhat satisfied, **GO TO Q21**
- 3—neither satisfied nor dissatisfied
- 4 - somewhat dissatisfied,
- 5 - very dissatisfied?
- 6 –OR are you not aware of the new bill design **GO TO Q21**
- 9 - DK/REF [DO NOT READ] GO TO Q21**

Q20a. How would you suggest improving the design of the water bill?

99 - DK/REF [DO NOT READ]

Q21. How do you pay your water bill most months?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet) [**GO TO Q22**]

Q21a. [**IF Q21 NOT = 6**] What can the District do to make paying on-line through the District's Website a more appealing option for you?

DK/REF = 99

[USE THE FOLLOWING CODES BUT DO NOT READ THEM. ENTER ALL OTHER ANSWERS VERBATIM]

- 1. THERE IS NOTHING THAT WOULD MAKE ME PAY ONLINE**
- 2. OFFER DISCOUNTS ON THE BILL**

Q22. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet)
- 9 - DK/REF [DO NOT READ]**

Q23 Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the Postal Service?

- 1 - YES
- 2 - NO
- 9 - DK/REF [DO NOT READ]**

Q24. How likely are you to choose to go paperless in your bill paying to the District and other regular monthly accounts within the next year or two? That is, you would receive your bill by e-mail and would make your payments in one of several ways (phone, online, automatic deduction) but not by check or cash.

- 1. Very likely—**GO TO Q25**
- 2. Somewhat likely—**GO TO Q25**
- 3. Somewhat unlikely
- 4. Very unlikely
- 9. **DK/REF [DO NOT VOLUNTEER] —GO TO Q25**

Q24a. **[IF Q24 =3 or 4]** What is your major objection to going paperless for bill paying?

**[USE FOLLOWING CODING BUT DO NOT READ—ENTER OTHER ANSWERS
VERBATIM—99 = DK/REF]**

1. Want paper record
2. Computers can fail
3. Trust/security
4. Do not use computers that often
5. I do not keep personal records on the computer
6. Used to paying by check
7. I will forget to check for the bill on the computer

POWER OUTAGE

Q25. On September 8, 2011, many households throughout Southern California experienced a massive power outage for several hours. During the power outage and for a couple of days afterward, were you concerned that the quality of your water was compromised and therefore was not usable without special treatment?

1 – Yes. I felt the quality of my water was possibly compromised.

2 - No. I was not concerned about the quality of my water.

9 - DK/REF [DO NOT READ]

Q26. During the power outage, were you concerned that there would be a disruption in the delivery of your water by the Otay Water District?

1 – Yes. I was concerned that a disruption might occur.

2 - No. I was not concerned that there would be a disruption in the delivery of my water.

9 - DK/REF [DO NOT READ]

Q27. How did you obtain information during the power outage? (select all that apply)

1 – battery operated or car radio

2 – wireless internet

3 – conversations by cell phone

4 – Twitter _____

5-- Facebook

6 – e-mail

7 – text messages

15– other (specify) _____

20 – DK/REF—DO NOT READ

Q28. If another power outage or similar mishap should occur, how would you most prefer to receive information about the situation? (select only one)

1 – battery operated or car radio

2 – wireless internet

3 – conversations by cell phone

4 – Twitter _____

5-- Facebook

6 – e-mail

7 – text messages

15– other (specify) _____

20 – DK/REF—DO NOT READ

ASK ALL:

In closing, these questions are for comparison purposes only.

PPH. How many persons, including yourself, live in your household?

99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF [DO NOT READ]

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF [DO NOT READ]

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF [DO NOT READ]

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American;
- 6 - Middle Eastern
- 15 - another ethnic group? [SPECIFY:] _____
- 20 - DK/REF [DO NOT READ]

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000,
- 5 - \$100,000 up to but not including \$150,000?
- 6 -- \$150,000 and over
- 9 - DK/REF [DO NOT READ]

LAN. [LANGUAGE OF INTERVIEW:] 1 - ENGLISH 2 - SPANISH

Frequency Tables

CUST. How long have you been a customer of the Otay Water District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	7.5	7.5	7.5
	2	37	7.7	7.7	15.2
	3	25	5.2	5.2	20.4
	4	25	5.2	5.2	25.6
	5	12	2.5	2.5	28.1
	6	15	3.1	3.1	31.3
	7	8	1.7	1.7	32.9
	8	13	2.7	2.7	35.6
	9	13	2.7	2.7	38.3
	10	25	5.2	5.2	43.5
	11	16	3.3	3.3	46.9
	12	16	3.3	3.3	50.2
	13	15	3.1	3.1	53.3
	14	13	2.7	2.7	56.0
	15	22	4.6	4.6	60.6
	16	4	.8	.8	61.5
	17	6	1.3	1.3	62.7
	18	12	2.5	2.5	65.2
	20	30	6.3	6.3	71.5
	21	4	.8	.8	72.3
	22	7	1.5	1.5	73.8
	23	3	.6	.6	74.4
	24	4	.8	.8	75.2
	25	17	3.5	3.5	78.8
	26	8	1.7	1.7	80.4
	27	5	1.0	1.0	81.5

28	3	.6	.6	82.1
29	3	.6	.6	82.7
30	20	4.2	4.2	86.9
31	1	.2	.2	87.1
32	3	.6	.6	87.7
33	2	.4	.4	88.1
34	3	.6	.6	88.8
35	7	1.5	1.5	90.2
36	5	1.0	1.0	91.3
37	3	.6	.6	91.9
38	2	.4	.4	92.3
40	13	2.7	2.7	95.0
42	3	.6	.6	95.6
44	1	.2	.2	95.8
45	5	1.0	1.0	96.9
47	3	.6	.6	97.5
48	1	.2	.2	97.7
49	1	.2	.2	97.9
50	6	1.3	1.3	99.2
51	1	.2	.2	99.4
60	2	.4	.4	99.8
63	1	.2	.2	100.0
Total	480	100.0	100.0	

GENDER. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	266	55.4	55.4	55.4
	Female	214	44.6	44.6	100.0
	Total	480	100.0	100.0	

LANPREF. Language Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	471	98.1	98.1	98.1
	Spanish	9	1.9	1.9	100.0
	Total	480	100.0	100.0	

Q1: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	139	29.0	29.3	29.3
	Very Good	165	34.4	34.7	64.0
	Good	126	26.3	26.5	90.5
	Fair	33	6.9	6.9	97.5
	Poor	7	1.5	1.5	98.9
	Very Poor	5	1.0	1.1	100.0
	Total	475	99.0	100.0	
Missing	DK/REF	5	1.0		
Total		480	100.0		

Q2: Have you called the Otay Water District for service or other help during the past 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	9.2	9.2	9.2
	No	433	90.2	90.8	100.0
	Total	477	99.4	100.0	
Missing	DK/REF	3	.6		
Total		480	100.0		

Q2a. How would you rate your overall level of satisfaction with the service you received when you called for service or help?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	17	3.5	38.6	38.6
	Very Good	10	2.1	22.7	61.4
	Good	8	1.7	18.2	79.5
	Fair	3	.6	6.8	86.4
	Poor	2	.4	4.5	90.9
	Very Poor	4	.8	9.1	100.0
	Total	44	9.2	100.0	
Missing	System	436	90.8		
Total		480	100.0		

Q3 - How confident are you in the ability of local water agencies to provide enough water to you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	226	47.1	48.6	48.6
	Somewhat confident	198	41.3	42.6	91.2
	Not very confident	30	6.3	6.5	97.6
	Not at all confident	11	2.3	2.4	100.0
	Total	465	96.9	100.0	
Missing	Not sure	15	3.1		
Total		480	100.0		

Q4. How much trust do you have in the ability of the Otay Water District to provide clean, safe water to the district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	132	27.5	28.0	28.0
	A good amount of trust	182	37.9	38.6	66.5
	Some trust	139	29.0	29.4	96.0
	Not much trust	12	2.5	2.5	98.5
	No trust at all	7	1.5	1.5	100.0
	Total	472	98.3	100.0	
Missing	Not sure	8	1.7		
Total		480	100.0		

Q4a. How much trust do you have in the Otay Water District to obtain this water for you at a reasonable price?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	53	11.0	11.5	11.5
	A good amount of trust	131	27.3	28.4	39.8
	Some trust	180	37.5	39.0	78.8
	Not much trust	67	14.0	14.5	93.3
	No trust at all	31	6.5	6.7	100.0
	Total	462	96.3	100.0	
Missing	Not sure	18	3.8		
Total		480	100.0		

Q5 - Utility--First Mention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	129	26.9	28.1	28.1
	Water	130	27.1	28.3	56.4
	Sewer	29	6.0	6.3	62.7
	Telephone	34	7.1	7.4	70.2
	Cable or Satellite TV	34	7.1	7.4	77.6
	Internet access	26	5.4	5.7	83.2
	Gas & Electric	77	16.0	16.8	100.0
	Total	459	95.6	100.0	
Missing	DK	21	4.4		
Total		480	100.0		

Q5 - Utility--Second Mention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	66	13.8	17.7	17.7
	Water	86	17.9	23.1	40.9
	Sewer	23	4.8	6.2	47.0
	Telephone	49	10.2	13.2	60.2
	Cable or Satellite TV	33	6.9	8.9	69.1
	Internet access	42	8.8	11.3	80.4
	Gas & Electric	73	15.2	19.6	100.0
	Total	372	77.5	100.0	
Missing	System	108	22.5		
Total		480	100.0		

Q5 - Utility--Third Mention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	48	10.0	15.3	15.3
	Water	48	10.0	15.3	30.7
	Sewer	39	8.1	12.5	43.1
	Telephone	49	10.2	15.7	58.8
	Cable or Satellite TV	47	9.8	15.0	73.8
	Internet access	33	6.9	10.5	84.3
	Gas & Electric	49	10.2	15.7	100.0
	Total	313	65.2	100.0	
Missing	System	167	34.8		
Total		480	100.0		

Q6. In the past year, do you believe that your water rates have...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gone up	262	54.6	54.7	54.7
	Gone down	8	1.7	1.7	56.4
	Stayed about the same	122	25.4	25.5	81.8
	Not sure	87	18.1	18.2	100.0
	Total	479	99.8	100.0	
Missing	DK/REF	1	.2		
Total		480	100.0		

Q6a What do you think have been the TWO biggest causes of your rates increasing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased reliance on imported water	21	4.4	8.0	8.0
	Water shortage due to less rain in san diego than normal	41	8.5	15.6	23.7

	Population growth	8	1.7	3.1	26.7
	Price increases from the metropolitan water district	18	3.8	6.9	33.6
	Price increases from the san diego county water authority	8	1.7	3.1	36.6
	Increasing operational costs at otay water district	12	2.5	4.6	41.2
	Otay water district management costs	30	6.3	11.5	52.7
	Less snow in mountains	1	.2	.4	53.1
	Less water in Colorado River	4	.8	1.5	54.6
	Other	5	1.0	1.9	56.5
	DK/REF	45	9.4	17.2	73.7
	Costs increase with conservation	6	1.3	2.3	76.0
	Using more water	20	4.2	7.6	83.6
	Greed--"THEY raised rates"	11	2.3	4.2	87.8
	sewer	11	2.3	4.2	92.0
	new meters	3	.6	1.1	93.1
	economy	14	2.9	5.3	98.5
	politics/government	4	.8	1.5	100.0
	Total	262	54.6	100.0	
Missing	System	218	45.4		
Total		480	100.0		

Q6a What do you think have been the TWO biggest causes of your rates increasing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased reliance on imported water	8	1.7	6.8	6.8
	Water shortage due to less rain in san diego than normal	17	3.5	14.4	21.2
	Population growth	11	2.3	9.3	30.5

	Court orders reducing local water supply	4	.8	3.4	33.9
	Price increases from the metropolitan water district	14	2.9	11.9	45.8
	Price increases from the san diego county water authority	2	.4	1.7	47.5
	Increasing operational costs at otay water district	6	1.3	5.1	52.5
	Otay water district management costs	23	4.8	19.5	72.0
	Less snow in mountains	1	.2	.8	72.9
	Less water in Colorado River	2	.4	1.7	74.6
	Other	9	1.9	7.6	82.2
	DK/REF	5	1.0	4.2	86.4
	Using more water	5	1.0	4.2	90.7
	Greed--"THEY raised rates"	2	.4	1.7	92.4
	sewer	1	.2	.8	93.2
	new meters	1	.2	.8	94.1
	economy	2	.4	1.7	95.8
	politics/government	3	.6	2.5	98.3
	infrastructure	2	.4	1.7	100.0
	Total	118	24.6	100.0	
Missing	System	362	75.4		
Total		480	100.0		

**Q6b. Have higher water rates affected your level of satisfaction with the Otay
Water District?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	145	30.2	57.1	57.1
	No	109	22.7	42.9	100.0
	Total	254	52.9	100.0	
Missing	DK/REF	8	1.7		
	System	218	45.4		
	Total	226	47.1		
Total		480	100.0		

Q6c. Have higher water rates motivated you to conserve more water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	208	43.3	80.9	80.9
	No	49	10.2	19.1	100.0
	Total	257	53.5	100.0	
Missing	DK/REF	5	1.0		
	System	218	45.4		
	Total	223	46.5		
Total		480	100.0		

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	56	11.7	27.3	27.3
	Irrigate earlier in the morning or later at night	8	1.7	3.9	31.2
	Let my landscape/lawn die	22	4.6	10.7	42.0
	Outdoor watering fewer days day per week	15	3.1	7.3	49.3
	Check the soil's moisture level before watering	2	.4	1.0	50.2
	Replace unused turf with low-water plants	3	.6	1.5	51.7
	Upgrade irrigation system to include new, high-efficiency eq	10	2.1	4.9	56.6
	Wash only full loads of clothes or dishes	12	2.5	5.9	62.4
	Take shorter showers	18	3.8	8.8	71.2
	Fix indoor leaks (toilet, faucet, etc.)	15	3.1	7.3	78.5
	Fix outdoor leaks (sprinklers, spas, etc.)	5	1.0	2.4	81.0
	Do not let water run	12	2.5	5.9	86.8
	Collect and reuse	5	1.0	2.4	89.3
	Replace grass with artificial/synthetic turf	4	.8	2.0	91.2
	Other	3	.6	1.5	92.7
	Go to Car Wash	4	.8	2.0	94.6
	Low pressure valves/fixtures	6	1.3	2.9	97.6
	use pool less	3	.6	1.5	99.0
bottled water	2	.4	1.0	100.0	
Total	205	42.7	100.0		
Missing	DK/Unsure	3	.6		
	System	272	56.7		
	Total	275	57.3		

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	56	11.7	27.3	27.3
	Irrigate earlier in the morning or later at night	8	1.7	3.9	31.2
	Let my landscape/lawn die	22	4.6	10.7	42.0
	Outdoor watering fewer days day per week	15	3.1	7.3	49.3
	Check the soil's moisture level before watering	2	.4	1.0	50.2
	Replace unused turf with low-water plants	3	.6	1.5	51.7
	Upgrade irrigation system to include new, high-efficiency eq	10	2.1	4.9	56.6
	Wash only full loads of clothes or dishes	12	2.5	5.9	62.4
	Take shorter showers	18	3.8	8.8	71.2
	Fix indoor leaks (toilet, faucet, etc.)	15	3.1	7.3	78.5
	Fix outdoor leaks (sprinklers, spas, etc.)	5	1.0	2.4	81.0
	Do not let water run	12	2.5	5.9	86.8
	Collect and reuse	5	1.0	2.4	89.3
	Replace grass with artificial/synthetic turf	4	.8	2.0	91.2
	Other	3	.6	1.5	92.7
	Go to Car Wash	4	.8	2.0	94.6
	Low pressure valves/fixtures	6	1.3	2.9	97.6
	use pool less	3	.6	1.5	99.0
bottled water	2	.4	1.0	100.0	
Total	205	42.7	100.0		
Missing	DK/Unsure	3	.6		
	System	272	56.7		
	Total	275	57.3		
Total	480	100.0			

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	12	2.5	8.8	8.8
	Irrigate earlier in the morning or later at night	11	2.3	8.0	16.8
	Let my landscape/lawn die	6	1.3	4.4	21.2
	Outdoor watering fewer days day per week	15	3.1	10.9	32.1
	Check the soil's moisture level before watering	2	.4	1.5	33.6
	Replace unused turf with low-water plants	3	.6	2.2	35.8
	Upgrade irrigation system to include new, high-efficiency eq	3	.6	2.2	38.0
	Purchase a high efficiency clothes washer	4	.8	2.9	40.9
	Wash only full loads of clothes or dishes	7	1.5	5.1	46.0
	Take shorter showers	21	4.4	15.3	61.3
	Use a broom instead of a hose on paved areas	2	.4	1.5	62.8
	Fix indoor leaks (toilet, faucet, etc.)	18	3.8	13.1	75.9
	Fix outdoor leaks (sprinklers, spas, etc.)	4	.8	2.9	78.8
	Do not let water run	15	3.1	10.9	89.8
	Collect and reuse	2	.4	1.5	91.2
	Other	1	.2	.7	92.0
	Go to Car Wash	4	.8	2.9	94.9
	Low pressure valves/fixtures	3	.6	2.2	97.1
	use pool less	3	.6	2.2	99.3
	bottled water	1	.2	.7	100.0

	Total	137	28.5	100.0
Missing	DK/Unsure	1	.2	
	System	342	71.3	
	Total	343	71.5	
Total		480	100.0	

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	2	.4	3.3	3.3
	Irrigate earlier in the morning or later at night	1	.2	1.6	4.9
	Let my landscape/lawn die	2	.4	3.3	8.2
	Outdoor watering fewer days day per week	4	.8	6.6	14.8
	Replace unused turf with low-water plants	1	.2	1.6	16.4
	Upgrade irrigation system to include new, high-efficiency eq	1	.2	1.6	18.0
	Purchase a high efficiency clothes washer	2	.4	3.3	21.3
	Wash only full loads of clothes or dishes	11	2.3	18.0	39.3
	Take shorter showers	7	1.5	11.5	50.8
	Use a broom instead of a hose on paved areas	1	.2	1.6	52.5
	Fix indoor leaks (toilet, faucet, etc.)	2	.4	3.3	55.7
	Fix outdoor leaks (sprinklers, spas, etc.)	6	1.3	9.8	65.6
	Do not let water run	10	2.1	16.4	82.0
	Collect and reuse	1	.2	1.6	83.6
	Replace grass with artificial/synthetic turf	2	.4	3.3	86.9

	Other	1	.2	1.6	88.5
	Go to Car Wash	2	.4	3.3	91.8
	Low pressure valves/fixtures	3	.6	4.9	96.7
	use pool less	2	.4	3.3	100.0
	Total	61	12.7	100.0	
Missing	System	419	87.3		
Total		480	100.0		

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	1	.2	6.7	6.7
	Irrigate earlier in the morning or later at night	1	.2	6.7	13.3
	Replace unused turf with low-water plants	1	.2	6.7	20.0
	Upgrade irrigation system to include new, high-efficiency eq	1	.2	6.7	26.7
	Purchase a high efficiency clothes washer	1	.2	6.7	33.3
	Wash only full loads of clothes or dishes	5	1.0	33.3	66.7
	Take shorter showers	1	.2	6.7	73.3
	Fix indoor leaks (toilet, faucet, etc.)	2	.4	13.3	86.7
	Do not let water run	1	.2	6.7	93.3
	Collect and reuse	1	.2	6.7	100.0
	Total	15	3.1	100.0	
Missing	System	465	96.9		
Total		480	100.0		

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Replace unused turf with low-water plants	1	.2	33.3	33.3
	Take shorter showers	1	.2	33.3	66.7
	Collect and reuse	1	.2	33.3	100.0
	Total	3	.6	100.0	
Missing	System	477	99.4		
Total		480	100.0		

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Collect and reuse	1	.2	100.0	100.0
Missing	System	479	99.8		
Total		480	100.0		

Q6d. What specific major step has your household taken in the past year to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Use a broom instead of a hose on paved areas	1	.2	100.0	100.0
Missing	System	479	99.8		
Total		480	100.0		

Q7. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	341	71.0	71.5	71.5
	No/Apt/Condo/No yard responsibilities	136	28.3	28.5	100.0
	Total	477	99.4	100.0	
Missing	DK/REF	3	.6		
Total		480	100.0		

Q7a. Does your landscaping include a lawn?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	291	60.6	85.3	85.3
	No	50	10.4	14.7	100.0
	Total	341	71.0	100.0	
Missing	System	139	29.0		
Total		480	100.0		

Q7b. Do you have an automatically-controlled sprinkler system for your landscaping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	269	56.0	79.8	79.8
	No	68	14.2	20.2	100.0
	Total	337	70.2	100.0	
Missing	DK/REF	4	.8		
	System	139	29.0		
	Total	143	29.8		
Total		480	100.0		

Q7c. During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	51	10.6	19.0	19.0
	1 to 3 Times	73	15.2	27.1	46.1
	4 to 6 Times	45	9.4	16.7	62.8
	7 or more times	62	12.9	23.0	85.9
	We use a weather-based controller	27	5.6	10.0	95.9
	Don't Know/Unsure	11	2.3	4.1	100.0
	Total	269	56.0	100.0	
Missing	System	211	44.0		
Total		480	100.0		

Q8. Are you familiar with the term "desalination?"

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	317	66.0	66.0	66.0
	No	163	34.0	34.0	100.0
Total		480	100.0	100.0	

Q9. Do you believe that desalination is important to maintaining a reliable supply of water in San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very important	328	68.3	72.6	72.6
	Yes, somewhat important	87	18.1	19.2	91.8
	No, not very important	24	5.0	5.3	97.1
	No, not at all important	13	2.7	2.9	100.0
	Total	452	94.2	100.0	
Missing	DK/REF	28	5.8		
Total		480	100.0		

Q10: Would you be in favor of pursuing such an agreement with these international companies to develop additional supplies of water from seawater desalination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	273	56.9	66.7	66.7
	No	136	28.3	33.3	100.0
	Total	409	85.2	100.0	
Missing	DK/REF	71	14.8		
Total		480	100.0		

Q10a. Why are you not in favor of this desalination agreement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Questionable water quality	25	5.2	18.7	18.7
	It should be done in U.S-US needs the jobs.	18	3.8	13.4	32.1
	Do not trust/want to deal with Mexico	46	9.6	34.3	66.4
	High cost	13	2.7	9.7	76.1
	Do not know enough yet- Need more information	11	2.3	8.2	84.3
	Do not want to drink sea water	4	.8	3.0	87.3
	Want local control	6	1.3	4.5	91.8
	Other	7	1.5	5.2	97.0
	Opposed to international agreement	4	.8	3.0	100.0
	Total	134	27.9	100.0	
Missing	System	346	72.1		
Total		480	100.0		

Q10a. Why are you not in favor of this desalination agreement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Questionable water quality	13	2.7	50.0	50.0
	It should be done in U.S-US needs the jobs.	3	.6	11.5	61.5
	Do not trust/want to deal with Mexico	4	.8	15.4	76.9
	High cost	1	.2	3.8	80.8
	Do not want to drink sea water	2	.4	7.7	88.5
	Want local control	2	.4	7.7	96.2
	Other	1	.2	3.8	100.0
	Total	26	5.4	100.0	
Missing	System	454	94.6		
Total		480	100.0		

Q10a. Why are you not in favor of this desalination agreement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Questionable water quality	3	.6	60.0	60.0
	Do not trust/want to deal with Mexico	1	.2	20.0	80.0
	Other	1	.2	20.0	100.0
	Total	5	1.0	100.0	
Missing	System	475	99.0		
Total		480	100.0		

Q10a. Why are you not in favor of this desalination agreement?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Want local control	1	.2	100.0	100.0
Missing	System	479	99.8		
Total		480	100.0		

Q11.1. Recycle--For watering landscaping along freeways open space, parks and golf courses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	364	75.8	76.8	76.8
	Somewhat Favor	90	18.8	19.0	95.8
	Somewhat Oppose	5	1.0	1.1	96.8
	Strongly Oppose	15	3.1	3.2	100.0
	Total	474	98.8	100.0	
Missing	DK/REF	6	1.3		
Total		480	100.0		

Q11.2. Recycle--For watering residential front yards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	318	66.3	67.8	67.8
	Somewhat Favor	116	24.2	24.7	92.5
	Somewhat Oppose	18	3.8	3.8	96.4
	Strongly Oppose	17	3.5	3.6	100.0
	Total	469	97.7	100.0	
Missing	DK/REF	11	2.3		
Total		480	100.0		

Q11.3. Recycle--For replenishing recreational lakes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	237	49.4	53.9	53.9
	Somewhat Favor	129	26.9	29.3	83.2
	Somewhat Oppose	39	8.1	8.9	92.0
	Strongly Oppose	35	7.3	8.0	100.0
	Total	440	91.7	100.0	
Missing	DK/REF	40	8.3		
Total		480	100.0		

Q12. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water, that is water treated with ultra- filtration, reverse osmosis, and advanced oxidation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	111	23.1	24.7	24.7
	Somewhat Favor	135	28.1	30.0	54.7
	Somewhat Oppose	72	15.0	16.0	70.7
	Strongly Oppose	132	27.5	29.3	100.0
	Total	450	93.8	100.0	
Missing	DK/REF	30	6.3		
Total		480	100.0		

Q12 Info provided

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ultra-filtration	2	.4	.4	.4
	Advanced Oxidation	2	.4	.4	.8
	Did not request any info	476	99.2	99.2	100.0
	Total	480	100.0	100.0	

Q13. Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	227	47.3	47.7	47.7
	No	249	51.9	52.3	100.0
	Total	476	99.2	100.0	
Missing	DK/REF	4	.8		
Total		480	100.0		

Q13a. Have you or any member of your family ever visited the garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	130	27.1	57.3	57.3
	No	97	20.2	42.7	100.0
	Total	227	47.3	100.0	
Missing	System	253	52.7		
Total		480	100.0		

Q13b. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	16.0	60.2	60.2
	No	51	10.6	39.8	100.0
	Total	128	26.7	100.0	
Missing	DK/REF	2	.4		
	System	350	72.9		
	Total	352	73.3		
Total		480	100.0		

Q14 Which, if any, of the following social media websites do you use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	175	36.5	69.4	69.4
	Twitter	7	1.5	2.8	72.2
	LinkedIn	15	3.1	6.0	78.2
	My Space	2	.4	.8	79.0
	YouTube	53	11.0	21.0	100.0
	Total	252	52.5	100.0	
Missing	System	228	47.5		
Total		480	100.0		

Q14 Which, if any, of the following social media websites do you use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	26	5.4	19.1	19.1
	Twitter	40	8.3	29.4	48.5
	LinkedIn	25	5.2	18.4	66.9
	My Space	3	.6	2.2	69.1
	YouTube	42	8.8	30.9	100.0
	Total	136	28.3	100.0	
Missing	System	344	71.7		
Total		480	100.0		

Q14 Which, if any, of the following social media websites do you use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	2	.4	3.8	3.8
	Twitter	1	.2	1.9	5.7
	LinkedIn	27	5.6	50.9	56.6
	My Space	1	.2	1.9	58.5
	YouTube	22	4.6	41.5	100.0
	Total	53	11.0	100.0	
Missing	System	427	89.0		
Total		480	100.0		

Q14 Which, if any, of the following social media websites do you use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twitter	1	.2	4.8	4.8
	My Space	11	2.3	52.4	57.1
	YouTube	9	1.9	42.9	100.0
	Total	21	4.4	100.0	
Missing	System	459	95.6		
Total		480	100.0		

Q14 Which, if any, of the following social media websites do you use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YouTube	10	2.1	100.0	100.0
Missing	System	470	97.9		
Total		480	100.0		

Q15-1: Notify you about scheduled construction or system repairs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	206	42.9	42.9	42.9
	No	274	57.1	57.1	100.0
	Total	480	100.0	100.0	

Q15-2: Distribute emergency information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	214	44.6	44.6	44.6
	No	266	55.4	55.4	100.0
	Total	480	100.0	100.0	

Q15-3: Discuss water industry news and new developments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	201	41.9	41.9	41.9
	No	279	58.1	58.1	100.0
	Total	480	100.0	100.0	

Q15-4: Communicate information about the District

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	198	41.3	41.3	41.3
	No	282	58.8	58.8	100.0
	Total	480	100.0	100.0	

Q16. How important is it to you that the Otay Water District have a presence using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	99	20.6	22.3	22.3
	Somewhat important	101	21.0	22.8	45.1
	Neither important nor unimportant	69	14.4	15.6	60.7
	Somewhat unimportant	56	11.7	12.6	73.4
	Very unimportant	118	24.6	26.6	100.0
	Total	443	92.3	100.0	
Missing	DK/NA	37	7.7		
Total		480	100.0		

Q17. Have you ever visited the Otay Water District website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	239	49.8	51.5	51.5
	I have access to the internet, but have not visited website	188	39.2	40.5	92.0
	I do not have access to the internet	37	7.7	8.0	100.0
	Total	464	96.7	100.0	
Missing	DK/REF	16	3.3		
Total		480	100.0		

Q17a. How would you rate the website? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	69	14.4	30.8	30.8
	Good	105	21.9	46.9	77.7
	Fair	43	9.0	19.2	96.9
	Poor	7	1.5	3.1	100.0
	Total	224	46.7	100.0	
Missing	DK/REF	15	3.1		
	System	241	50.2		
	Total	256	53.3		
Total		480	100.0		

Q18. How would feel about receiving information from the Otay Water District at your home e-mail address?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I think that using my home e-mail is a good way for me to re	262	54.6	61.1	61.1
	I do not want to receive information from the Otay Water Dis	167	34.8	38.9	100.0
	Total	429	89.4	100.0	
Missing	DK/REF	14	2.9		
	System	37	7.7		
	Total	51	10.6		
Total		480	100.0		

Q19. Do you read the newsletter or bill inserts that come in the mail with your monthly water bill...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every time	149	31.0	31.5	31.5
	Most times	98	20.4	20.7	52.2
	Sometimes	160	33.3	33.8	86.0
	Never	66	13.8	14.0	100.0
	Total	473	98.5	100.0	
Missing	DK/REF	7	1.5		
Total		480	100.0		

Q20. How satisfied are you with the ease of understanding this new water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	186	38.8	40.5	40.5
	Somewhat satisfied	107	22.3	23.3	63.8
	Neither satisfied nor dissatisfied	43	9.0	9.4	73.2
	Somewhat dissatisfied	7	1.5	1.5	74.7
	Very dissatisfied	7	1.5	1.5	76.3
	Not aware of the new bill design	109	22.7	23.7	100.0
	Total	459	95.6	100.0	
Missing	DK/REF	21	4.4		
Total		480	100.0		

Q20a. How would you suggest improving the design of the water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	User friendly-Less complicated	9	1.9	47.4	47.4
	Show comparison with prior month	3	.6	15.8	63.2
	Explain on bill how cost was determined	2	.4	10.5	73.7
	Other	5	1.0	26.3	100.0
	Total	19	4.0	100.0	
Missing	System	461	96.0		
Total		480	100.0		

Q21. How do you pay your water bill most months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	169	35.2	35.3	35.3
	Automatic bank deduction	86	17.9	18.0	53.2
	Credit card over the telephone	11	2.3	2.3	55.5
	In person at the Otay Water District Office	11	2.3	2.3	57.8
	In person at a payment center	6	1.3	1.3	59.1
	On-line (Internet)	196	40.8	40.9	100.0
	Total	479	99.8	100.0	
Missing	Refused	1	.2		
Total		480	100.0		

Q21a-1. What can the District do to make paying on-line through the District's Website a more appealing option for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	There is nothing that would make me pay online	157	32.7	55.3	55.3
	Offer discounts on the bill	27	5.6	9.5	64.8
	Other	14	2.9	4.9	69.7
	DK/Unsure	59	12.3	20.8	90.5
	make it easier/credit cards/paypal	14	2.9	4.9	95.4
	security issues	6	1.3	2.1	97.5
	send reminders	2	.4	.7	98.2
	no service charges from servicer	4	.8	1.4	99.6
	provide receipts	1	.2	.4	100.0
	Total	284	59.2	100.0	
Missing	System	196	40.8		
Total		480	100.0		

Q21a-2. What can the District do to make paying on-line through the District's Website a more appealing option for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	There is nothing that would make me pay online	1	.2	25.0	25.0
	Offer discounts on the bill	1	.2	25.0	50.0
	make it easier/credit cards/paypal	1	.2	25.0	75.0
	security issues	1	.2	25.0	100.0
	Total	4	.8	100.0	
Missing	System	476	99.2		
Total		480	100.0		

Q22. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	137	28.5	28.8	28.8
	Automatic bank deduction	84	17.5	17.6	46.4
	Credit card over the telephone	14	2.9	2.9	49.4
	In person at the Otay Water District office	9	1.9	1.9	51.3
	In person at a payment center	4	.8	.8	52.1
	On-line (Internet)	228	47.5	47.9	100.0
	Total	476	99.2	100.0	
Missing	DK/REF	4	.8		
Total		480	100.0		

Q23. Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the Postal Service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	204	42.5	44.4	44.4
	No	255	53.1	55.6	100.0
	Total	459	95.6	100.0	
Missing	DK/REF	21	4.4		
Total		480	100.0		

Q24. How likely are you to choose to go paperless in your bill paying to the District and other regular monthly accounts within the next year or two?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	205	42.7	45.2	45.2
	Somewhat likely	72	15.0	15.9	61.0
	Somewhat unlikely	36	7.5	7.9	68.9
	Very unlikely	141	29.4	31.1	100.0
	Total	454	94.6	100.0	
Missing	DK/REF	26	5.4		
Total		480	100.0		

Q24a. What is your major objection to going paperless for bill paying?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Want paper record	75	15.6	42.4	42.4
	Computers can fail	9	1.9	5.1	47.5
	Trust/security	19	4.0	10.7	58.2
	Do not use computers that often	27	5.6	15.3	73.4
	I do not keep personal records on the computer	6	1.3	3.4	76.8
	Used to paying by check	11	2.3	6.2	83.1
	I will forget to check for the bill on the computer	11	2.3	6.2	89.3
	Other	4	.8	2.3	91.5
	DK/Unsure	10	2.1	5.6	97.2
	I like it as is	2	.4	1.1	98.3
	Want incentive/discount	3	.6	1.7	100.0
	Total	177	36.9	100.0	
Missing	System	303	63.1		
Total		480	100.0		

Q25. During the power outage and for a couple of days afterword, were you concerned that the quality of your water was compromised

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	125	26.0	27.1	27.1
	No	337	70.2	72.9	100.0
	Total	462	96.3	100.0	
Missing	DK/REF	18	3.8		
Total		480	100.0		

Q26. During the power outage, were you concerned that there would be a disruption in the delivery of your water by the Otay Water District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	24.8	25.8	25.8
	No	343	71.5	74.2	100.0
	Total	462	96.3	100.0	
Missing	DK/REF	18	3.8		
Total		480	100.0		

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Battery operated or car radio	279	58.1	63.1	63.1
	Wireless internet	35	7.3	7.9	71.0
	Conversations by cell phone	73	15.2	16.5	87.6
	Twitter	1	.2	.2	87.8
	Facebook	3	.6	.7	88.5
	e-mail	2	.4	.5	88.9
	Text messages	8	1.7	1.8	90.7
	Other	4	.8	.9	91.6
	Not in San Diego at the time	6	1.3	1.4	93.0
	Word of mouth, neighbors	8	1.7	1.8	94.8
	Did not receive information	8	1.7	1.8	96.6
	Generator	7	1.5	1.6	98.2
	Land Line Telephone	4	.8	.9	99.1
	Television	4	.8	.9	100.0
	Total	442	92.1	100.0	
Missing	DK/REF	37	7.7		
	System	1	.2		
	Total	38	7.9		
Total	480	100.0			

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Battery operated or car radio	10	2.1	13.2	13.2
	Wireless internet	14	2.9	18.4	31.6
	Conversations by cell phone	28	5.8	36.8	68.4
	Facebook	3	.6	3.9	72.4
	e-mail	2	.4	2.6	75.0
	Text messages	15	3.1	19.7	94.7
	Word of mouth, neighbors	3	.6	3.9	98.7
	Land Line Telephone	1	.2	1.3	100.0
	Total	76	15.8	100.0	
	Missing	DK/REF	2	.4	
System		402	83.8		
Total		404	84.2		
Total		480	100.0		

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Battery operated or car radio	3	.6	15.8	15.8
	Wireless internet	2	.4	10.5	26.3
	Conversations by cell phone	5	1.0	26.3	52.6
	Twitter	1	.2	5.3	57.9
	Facebook	1	.2	5.3	63.2
	e-mail	2	.4	10.5	73.7
	Text messages	5	1.0	26.3	100.0
	Total	19	4.0	100.0	
Missing	System	461	96.0		
Total		480	100.0		

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twitter	1	.2	14.3	14.3
	Facebook	1	.2	14.3	28.6
	e-mail	2	.4	28.6	57.1
	Text messages	3	.6	42.9	100.0
	Total	7	1.5	100.0	
Missing	System	473	98.5		
Total		480	100.0		

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	1	.2	20.0	20.0
	Text messages	3	.6	60.0	80.0
	Word of mouth, neighbors	1	.2	20.0	100.0
	Total	5	1.0	100.0	
Missing	System	475	99.0		
Total		480	100.0		

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Conversations by cell phone	1	.2	33.3	33.3
	e-mail	2	.4	66.7	100.0
	Total	3	.6	100.0	
Missing	System	477	99.4		
Total		480	100.0		

Q27. How did you obtain information during the power outage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wireless internet	1	.2	50.0	50.0
	Text messages	1	.2	50.0	100.0
	Total	2	.4	100.0	
Missing	System	478	99.6		
Total		480	100.0		

Q28. If another power outage or similar mishap should occur, how would you most prefer to receive information about the situation?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Battery operated or car radio	276	57.5	61.1	61.1
	Wireless internet	39	8.1	8.6	69.7
	Conversations by cell phone	61	12.7	13.5	83.2
	Twitter	2	.4	.4	83.6
	Facebook	3	.6	.7	84.3
	e-mail	25	5.2	5.5	89.8
	Text messages	37	7.7	8.2	98.0
	Other	4	.8	.9	98.9
	Generator	2	.4	.4	99.3
	Land Line Telephone	2	.4	.4	99.8
	Television	1	.2	.2	100.0
	Total	452	94.2	100.0	
	Missing	DK/REF	24	5.0	
System		4	.8		
Total		28	5.8		
Total		480	100.0		

PPH. How many persons, including yourself, live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	56	11.7	11.7	11.7
	2	145	30.2	30.3	42.0
	3	86	17.9	18.0	59.9
	4	107	22.3	22.3	82.3
	5 or more	85	17.7	17.7	100.0
	Total	479	99.8	100.0	
Missing	System	1	.2		
Total		480	100.0		

TEN. Is your residence owned by someone in your household, or is it rented?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	432	90.0	90.8	90.8
	Rent/other status	44	9.2	9.2	100.0
	Total	476	99.2	100.0	
Missing	Refused	3	.6		
	System	1	.2		
	Total	4	.8		
Total		480	100.0		

EDU. What is the highest grade or year of school that you have completed and received credit for...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	78	16.3	16.6	16.6
	At least one year of college, trade or vocational school	151	31.5	32.1	48.6
	Graduated college with a bachelor's degree	162	33.8	34.4	83.0
	At least one year of graduate work beyond a bachelor's degree	80	16.7	17.0	100.0
	Total	471	98.1	100.0	

Missing	DK/REF	9	1.9	
Total		480	100.0	

AGE. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34	43	9.0	9.2	9.2
	35 to 44	99	20.6	21.2	30.3
	45 to 54	107	22.3	22.9	53.2
	55 to 64	96	20.0	20.5	73.7
	65 or over	123	25.6	26.3	100.0
	Total	468	97.5	100.0	
Missing	DK/Refused	12	2.5		
Total		480	100.0		

ETH. Which of the following best describes your ethnic or racial background...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	253	52.7	55.1	55.1
	Black, not of Hispanic origin	20	4.2	4.4	59.5
	Hispanic or Latino	119	24.8	25.9	85.4
	Asian or Pacific Islander	47	9.8	10.2	95.6
	Native American	6	1.3	1.3	96.9
	Middle Eastern	3	.6	.7	97.6
	Other	11	2.3	2.4	100.0
	Total	459	95.6	100.0	
Missing	Refused	21	4.4		
Total		480	100.0		

INC - Total Annual Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	23	4.8	5.8	5.8
	\$25,000 up to but not including \$50,000	63	13.1	15.9	21.7
	\$50,000 up to (but not including) \$75,000	92	19.2	23.2	44.8
	\$75,000 up to (but not including) \$100,000	107	22.3	27.0	71.8
	\$100,000 up to but not including \$150,000	76	15.8	19.1	90.9
	\$150,000 and over	36	7.5	9.1	100.0
	Total	397	82.7	100.0	
	Missing	Refused	83	17.3	
Total		480	100.0		

LAN. Language of Survey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	474	98.8	99.4	99.4
	Spanish	3	.6	.6	100.0
	Total	477	99.4	100.0	
Missing	System	3	.6		
Total		480	100.0		

OPEN-ENDED RESPONSES

Q1a. Please explain why you feel this way..

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	470	97.9	97.9	97.9
Because I live alone and yet the water bill is over \$60 a month.	1	.2	.2	98.1
Because of the quality of the water.	1	.2	.2	98.3
Because the water price's keep going up, and I don't feel as if I should have to pay an extensive amount when on my water bill the cost of water is only \$26-\$40 and there is so many other charges on the bill.	1	.2	.2	98.5
Because you have to buy water and because it tastes so bad. It tastes greasy.	1	.2	.2	98.8
I am very unhappy with the water rates, I can't even water my lawn anymore	1	.2	.2	99.0
The cost and rates are always going up also the cost of services and customer service is really bad.	1	.2	.2	99.2
The rates are fluctuating/ changing	1	.2	.2	99.4
The rates for the water use.	1	.2	.2	99.6
The water stinks in this area very, very badly. We have to filter everything.	1	.2	.2	99.8
They doubled the rate in the past year, not to better for the consumer.	1	.2	.2	100.0
Total	480	100.0	100.0	

Q6a-1: Other Cause of Rate Increase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	354	73.8	73.8	73.8
A lot of fixed charges.	1	.2	.2	74.0
A lot of problem board members	1	.2	.2	74.2
A lot of water usage in San Diego	1	.2	.2	74.4
An imposed rate increase	1	.2	.2	74.6
Availability of water	1	.2	.2	74.8
Availability.	1	.2	.2	75.0
Board members getting paid more than they should	1	.2	.2	75.2
Charge high amount for sewage.	1	.2	.2	75.4
Competition for water	1	.2	.2	75.6
Cost more to do business	1	.2	.2	75.8
Cost of buying.	1	.2	.2	76.0
Cost of getting the water to the homes	1	.2	.2	76.3
Cost of living	1	.2	.2	76.5
Cost of living and gas prices	1	.2	.2	76.7
Costs have gone up.	1	.2	.2	76.9
Decrease in supply	1	.2	.2	77.1
Decrease in the usage has increased the cost	1	.2	.2	77.3
Decreasing of the water supply	1	.2	.2	77.5
Demand and supply	1	.2	.2	77.7
District wanting more money	1	.2	.2	77.9
Drought	1	.2	.2	78.1
Due to water conservation.	1	.2	.2	78.3
Economy	3	.6	.6	79.0
Executives getting raises.	1	.2	.2	79.2
Expenses of the company.	1	.2	.2	79.4
Fees for sewer	1	.2	.2	79.6
Gas.	1	.2	.2	79.8

Government.	1	.2	.2	80.0
Greed	2	.4	.4	80.4
Greed, and pension plans	1	.2	.2	80.6
Greed, water in imported from another region	1	.2	.2	80.8
Greedy and high up	1	.2	.2	81.0
Healthcare insurance for employees for life. High pay to directors/bosses	1	.2	.2	81.3
Higher prices up north.	1	.2	.2	81.5
Household uses more water	1	.2	.2	81.7
I'm watering the yard more now	1	.2	.2	81.9
Increase in the water company salaries.	1	.2	.2	82.1
Increased use	1	.2	.2	82.3
Increased water usage.	1	.2	.2	82.5
Inflation	3	.6	.6	83.1
Inflation and government, the economy	1	.2	.2	83.3
Infrastructure	1	.2	.2	83.5
Kids are growing up	1	.2	.2	83.8
Lack of available water. Economic inflation.	1	.2	.2	84.0
Lack of supply	1	.2	.2	84.2
Local authority.	1	.2	.2	84.4
Mismanagement	2	.4	.4	84.8
More difficult to get the water	1	.2	.2	85.0
More people in household.	1	.2	.2	85.2
Not enough water	1	.2	.2	85.4
Otay was paying for the health insurance for their retiring people.	1	.2	.2	85.6
Otay water district union pay raises	1	.2	.2	85.8
Our swimming pool uses so much water	1	.2	.2	86.0

Pension funds are way too high and that's why were getting so many rate increases	1	.2	.2	86.3
Pension plan	1	.2	.2	86.5
Pension to their employees. What they pay to themselves.	1	.2	.2	86.7
People using less water	1	.2	.2	86.9
People want more money for the water	1	.2	.2	87.1
Personal costs	1	.2	.2	87.3
Politics	3	.6	.6	87.9
Politics.	1	.2	.2	88.1
Poor management	1	.2	.2	88.3
Rate increase.	1	.2	.2	88.5
Sewage	1	.2	.2	88.8
Sewage paying too much for add on	1	.2	.2	89.0
Sewer	1	.2	.2	89.2
Sewer bill continuing up	1	.2	.2	89.4
Sewer charge is the most.	1	.2	.2	89.6
Sewer charges.	1	.2	.2	89.8
Shortage of water	1	.2	.2	90.0
Shortage of water.	1	.2	.2	90.2
Show's that I am using double than what I am using last year in 3 month's	1	.2	.2	90.4
Since the new meter the prices have gone up	1	.2	.2	90.6
Somebody gets pay raises	1	.2	.2	90.8
Supply and demand.	1	.2	.2	91.0
The amount of money we pay for San Diego sewer treatment.	1	.2	.2	91.3
The cost of living has gone up.	1	.2	.2	91.5
The cost of sewage	1	.2	.2	91.7
The cost of water	1	.2	.2	91.9
The CWA increased the rates.	1	.2	.2	92.1

The dry season	1	.2	.2	92.3
The economy	1	.2	.2	92.5
The economy, my usage, supply; the amount of water that is available. More people	1	.2	.2	92.7
The economy, that's all	1	.2	.2	92.9
The employees' salaries are too high. Employee's pension too high.	1	.2	.2	93.1
The free prescription drugs for employees.	1	.2	.2	93.3
The landscaping.	1	.2	.2	93.5
The Otay district raising it up.	1	.2	.2	93.8
The pay of the employees in the department.	1	.2	.2	94.0
The people in charge on medical bills	1	.2	.2	94.2
The president raised it up	1	.2	.2	94.4
The sewer charge	1	.2	.2	94.6
The smart meter	1	.2	.2	94.8
The state of CA	1	.2	.2	95.0
The water use	1	.2	.2	95.2
The way that they billed. The change in people in your household.	1	.2	.2	95.4
Them asking for more money.	1	.2	.2	95.6
They are only water supplier and have control	1	.2	.2	95.8
They decided they needed more money	1	.2	.2	96.0
They don't check water meter. Only when I complain	1	.2	.2	96.3
They're increasing the price.	1	.2	.2	96.5
Too much to the metropolitan water board.	1	.2	.2	96.7

Too much water pressure coming into the house means we use too much	1	.2	.2	96.9
Treatments to the water	1	.2	.2	97.1
Usage	3	.6	.6	97.7
Using more water	1	.2	.2	97.9
Washing clothes a lot	1	.2	.2	98.1
Water availability and struggling businesses	1	.2	.2	98.3
Water commission	1	.2	.2	98.5
Water prices have gone up even with same quantity of water use	1	.2	.2	98.8
Water rationing caused a decrease in demand causing increase in rates to keep rev	1	.2	.2	99.0
Water shortage	1	.2	.2	99.2
We are using it a lot	1	.2	.2	99.4
We had a baby. More people in the home.	1	.2	.2	99.6
Were conserving water and the prices seem to go up and not down	1	.2	.2	99.8
When the lease is over and they purchase new water rights	1	.2	.2	100.0
Total	480	100.0	100.0	

Q6a-2: Other Cause of Rate Increase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	449	93.5	93.5	93.5
Additional fees. It adds to the balance of your water.	1	.2	.2	93.8
Administrators have gotten racist and there benefits are ridiculous	1	.2	.2	94.0
City.	1	.2	.2	94.2
Consumer waste	1	.2	.2	94.4

Cost of supply	1	.2	.2	94.6
Cutting water supply	1	.2	.2	94.8
Dirt causes a problem in the water meter area.	1	.2	.2	95.0
Economy.	1	.2	.2	95.2
Everything is going up	1	.2	.2	95.4
Food.	1	.2	.2	95.6
Funding the employees union benefit	1	.2	.2	95.8
General inflation.	1	.2	.2	96.0
Government.	1	.2	.2	96.3
Greed	1	.2	.2	96.5
Greed.	1	.2	.2	96.7
Inadequate planning and lack of understanding of conservation.	1	.2	.2	96.9
Miss management	1	.2	.2	97.1
More in demand	1	.2	.2	97.3
More time washing clothes & showers	1	.2	.2	97.5
New lines. Some of the others are pretty old. Maintenance.	1	.2	.2	97.7
Other expenses like energy.	1	.2	.2	97.9
Political	1	.2	.2	98.1
Prices going up	1	.2	.2	98.3
Showers	1	.2	.2	98.5
Supplying demand	1	.2	.2	98.8
Taxes	2	.4	.4	99.2
The cost of water is extremely high and I think it has more to do with Los Angele	1	.2	.2	99.4
They just want to keep our rates high.	1	.2	.2	99.6
Trash bill continuing up	1	.2	.2	99.8
We have replaced the water regulator twice since 2009 accident and we have too mu	1	.2	.2	100.0
Total	480	100.0	100.0	

Q6d-oth: Other conservation step

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	437	91.0	91.0	91.0
Avoid car wash.	1	.2	.2	91.3
Be more careful using quantity of water when brushing teeth	1	.2	.2	91.5
Buy water.	1	.2	.2	91.7
Changed shower head to energy saving one. Don't wash cars here.	1	.2	.2	91.9
Changed shower heads	1	.2	.2	92.1
Collect rain water	1	.2	.2	92.3
Collect rain water to water plants and to clean patio if needed	1	.2	.2	92.5
Collect rainwater, drip irrigation for plants.	1	.2	.2	92.7
Does not wash the car	1	.2	.2	92.9
Don't flush toilet	1	.2	.2	93.1
Don't let pool run as much.	1	.2	.2	93.3
Don't use tub Jacuzzi	1	.2	.2	93.5
Don't wash car.	1	.2	.2	93.8
Don't wash cars here anymore.	1	.2	.2	94.0
Don't wash the car at home	1	.2	.2	94.2
Go to a carwash.	1	.2	.2	94.4
Got rid of 2 kids	1	.2	.2	94.6
Hot water recirculation sensor.	1	.2	.2	94.8
Low flow shower heads.				
I buy my water.	1	.2	.2	95.0
I don't use the dishwasher. Low flush toilet and low flush shower heads	1	.2	.2	95.2
Improve pool system	1	.2	.2	95.4
Juts flush out the hot tub water	1	.2	.2	95.6
Less car washing	1	.2	.2	95.8

Let the water level drop to conserve in my pool	1	.2	.2	96.0
Low flush toilet. Low pressure shower head, took out sprinklers	1	.2	.2	96.3
My wife died. Low flow shower heads and low flush toilets.	1	.2	.2	96.5
New dishwasher	1	.2	.2	96.7
New sprinkler heads	1	.2	.2	96.9
New toilet.	1	.2	.2	97.1
New toilets. State-of-the-art plumbing fixtures.	1	.2	.2	97.3
Not using it. I don't live there.	1	.2	.2	97.5
Offer more incentives, water rates are so high	1	.2	.2	97.7
Purchase low flow water toilet.	1	.2	.2	97.9
Remove our swimming pool	1	.2	.2	98.1
Replace shower heads	1	.2	.2	98.3
Replaced shower head to a water conservation one.	1	.2	.2	98.5
Replaced with low pressure valves	1	.2	.2	98.8
Stop using my pool	1	.2	.2	99.0
Take the car to the carwash instead washing it at home	1	.2	.2	99.2
Turn the sprinklers off when it rains.	1	.2	.2	99.4
Use car wash	1	.2	.2	99.6
Wash car less often	1	.2	.2	99.8
We buy bottled water now	1	.2	.2	100.0
Total	480	100.0	100.0	

Q10-oth: Other why not Mexico deal

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	458	95.4	95.4	95.4

Because it would be with an international company.	1	.2	.2	95.6
Because it's international	1	.2	.2	95.8
Because it's international.	1	.2	.2	96.0
Because the water would all be the same as what we have now.	1	.2	.2	96.3
If it came from Ore				
Because this alters the habitat of the animals	1	.2	.2	96.5
Concern of water pollution from Mexico ocean waters	1	.2	.2	96.7
Don't know what it would cost	1	.2	.2	96.9
Don't want mess with nature	1	.2	.2	97.1
I don't have a lot a confidence in the government, the rate of return will not gr	1	.2	.2	97.3
I don't like purchasing anything from a foreign country.	1	.2	.2	97.5
I don't like the idea	1	.2	.2	97.7
I don't need my water bill to double and they are in cahoots with Mexico	1	.2	.2	97.9
I have experienced the water down there and it is not good	1	.2	.2	98.1
I want natural water, don't want chemicals	1	.2	.2	98.3
It has not been studied enough and impact on the environment	1	.2	.2	98.5
No credibility. Money is more important than purity in Mexico.	1	.2	.2	98.8
Partnership and land acquisition	1	.2	.2	99.0
Something wrong with current water service.	1	.2	.2	99.2
The Mexico govt doesn't care about the environment	1	.2	.2	99.4
They have not been very clear who is going to have to pay for it	1	.2	.2	99.6

We can do it our self so why do we need to go international?	1	.2	.2	99.8
We treat their trash and sewage here and they should have done this a long time a	1	.2	.2	100.0
Total	480	100.0	100.0	

Q14-oth: Other social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	450	93.8	93.8	93.8
Ann Facebook	1	.2	.2	94.0
Aol	1	.2	.2	94.2
Email	7	1.5	1.5	95.6
Email At Work.	1	.2	.2	95.8
Email.	2	.4	.4	96.3
Email. Google.	1	.2	.2	96.5
Friendster	1	.2	.2	96.7
Google	2	.4	.4	97.1
Google And Aol.	1	.2	.2	97.3
Google Plus	1	.2	.2	97.5
History Channel And Channel 8.	1	.2	.2	97.7
Fox Channel 37.				
Internet.	4	.8	.8	98.5
On Link	1	.2	.2	98.8
Pintrest	1	.2	.2	99.0
Pintrest,	1	.2	.2	99.2
Porkut	1	.2	.2	99.4
Skype.	1	.2	.2	99.6
Union Tribune	1	.2	.2	99.8
Yahoo	1	.2	.2	100.0
Total	480	100.0	100.0	

Q20a-open: Suggested other bill improvements

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	461	96.0	96.0	96.0
Everything is political and I don't understand any bill.	1	.2	.2	96.3
Explain how you got to the price.	1	.2	.2	96.5
Have the amount high-lighted so that it would stand out from the rest of the bill. And have the previous month amount on there to compare usage from month to month	1	.2	.2	96.7
I don't understand the bill about kilowatt. Explanation about how is billed.	1	.2	.2	96.9
I would like the former billing.	1	.2	.2	97.1
It should be clear and the information should be easily accessible. Easy to find.	1	.2	.2	97.3
It's too complicated. Make it simpler.	1	.2	.2	97.5
Just give me an amount that's all I care about and usage to show the month to month and year to last year to show if something is wrong in the house. If I have a water leak or something.	1	.2	.2	97.7
Make the reading simpler	1	.2	.2	97.9
More user friendly with the bases of the current bill and last year's usages.	1	.2	.2	98.1
More user friendly.	1	.2	.2	98.3
Not very accurate need to make it clearer.	1	.2	.2	98.5
Nothing I never seen it or look at it.	1	.2	.2	98.8
Read less clutter on the bill.	1	.2	.2	99.0

Reducing the bill and go paperless	1	.2	.2	99.2
Remove the last payment made next to the current payment due date, that is confusing.	1	.2	.2	99.4
Simplify it.	1	.2	.2	99.6
Simplify the bill and provide cheaper rates.	1	.2	.2	99.8
Stop spending money on new bill designs and reduce your water rates!	1	.2	.2	100.0
Total	480	100.0	100.0	

Q21a-oth: Other incentives to pay online

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	415	86.5	86.5	86.5
Actively make a payment on-line 24 hours	1	.2	.2	86.7
As long they do not charge	1	.2	.2	86.9
Be more secure.	1	.2	.2	87.1
Better interface, easier to understand	1	.2	.2	87.3
Confusing. Want it taken directly from bank account	1	.2	.2	87.5
Do not have a pc	1	.2	.2	87.7
Do not have computer.	1	.2	.2	87.9
Do not use internet	1	.2	.2	88.1
Does not want personal information online	1	.2	.2	88.3
Don't have a computer	1	.2	.2	88.5
Don't pay online	1	.2	.2	88.8
Don't trust it	1	.2	.2	89.0
Don't trust paying thru online	1	.2	.2	89.2
Good how it is. No change needed.	1	.2	.2	89.4

Guarantee the bank will never charge for it	1	.2	.2	89.6
Have payment options through website.	1	.2	.2	89.8
I already do it.	2	.4	.4	90.2
I applied with auto pay with my bank card	1	.2	.2	90.4
I don't have a computer so nothing	1	.2	.2	90.6
I don't like it. I don't trust it. Heard horrors	1	.2	.2	90.8
I don't pay online because I don't have a computer.	1	.2	.2	91.0
I just have to do it	1	.2	.2	91.3
I like paper	1	.2	.2	91.5
I like the idea	1	.2	.2	91.7
I never use the internet.	1	.2	.2	91.9
I pay it online anyway.	1	.2	.2	92.1
I think automatic payment is most handy.	1	.2	.2	92.3
I would never go online to see it. No interest.	1	.2	.2	92.5
I'm not very good on the internet	1	.2	.2	92.7
I'm satisfied with the current method I use.	1	.2	.2	92.9
Identify account number	1	.2	.2	93.1
If there were receipts	1	.2	.2	93.3
It is appealing already.	1	.2	.2	93.5
It wouldn't, rather have credit card charged	1	.2	.2	93.8
It's easier & convenient	1	.2	.2	94.0
Just get me to do it	1	.2	.2	94.2
Make it easier to set up.	1	.2	.2	94.4
Maybe in the future.	1	.2	.2	94.6
Never have considered it, I use my banks bill pay.	1	.2	.2	94.8
No computer	1	.2	.2	95.0

No computer again.	1	.2	.2	95.2
No computer. I mail my checks through the post of	1	.2	.2	95.4
No fees	1	.2	.2	95.6
No service charge	1	.2	.2	95.8
Offer 40% discount	1	.2	.2	96.0
Old fashion guy	1	.2	.2	96.3
Or maybe a PayPal	1	.2	.2	96.5
Pay an annual sum where you would pay a fixed mthly	1	.2	.2	96.7
Pay by credit card online.	1	.2	.2	96.9
Payment methods. Notification by email.	1	.2	.2	97.1
Personal preference. I just like control of it.	1	.2	.2	97.3
Prefer paying by check	1	.2	.2	97.5
Rather not to do that. Rather send check	1	.2	.2	97.7
Remind me that the bill is due	1	.2	.2	97.9
Satisfied with paying the way I do it now	1	.2	.2	98.1
Simplify it.	1	.2	.2	98.3
Since haven't seen it. Can't give honest answer.	1	.2	.2	98.5
Sometimes my daughter sometimes pays thru email	1	.2	.2	98.8
Still leery of new fangled stuff	1	.2	.2	99.0
The ease of doing it	1	.2	.2	99.2
They didn't have websites to pay.	1	.2	.2	99.4
Tried to already but we couldn't figure out how	1	.2	.2	99.6
Wife likes it the way it is	1	.2	.2	99.8
Yes if I have an online account	1	.2	.2	100.0
Total	480	100.0	100.0	

Q24-oth: Other objection to paperless

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	463	96.5	96.5	96.5
Because there is no incentive	1	.2	.2	96.7
Happy with the way it is	1	.2	.2	96.9
I don't have an objection.	1	.2	.2	97.1
I don't think the cost of savings would be passed on to us.	1	.2	.2	97.3
I don't trust the Otay Water District.	1	.2	.2	97.5
I like it the old way but if I get discount I will do on line	1	.2	.2	97.7
I like to control the out-flow of our money.	1	.2	.2	97.9
I only pay by mail. For me computers aren't easy. Wants control of bill	1	.2	.2	98.1
I want to know what I'm paying for.	1	.2	.2	98.3
I would rather deal person to person.	1	.2	.2	98.5
I'm not that organized	1	.2	.2	98.8
I'm too old	1	.2	.2	99.0
If that was something I had to do it would be alright	1	.2	.2	99.2
My husband works at the post office so I'm going to put out work	1	.2	.2	99.4
Too much change.	1	.2	.2	99.6
Unreliability from my cable	1	.2	.2	99.8
You don't know how much the bill and using. Too much junk on email.	1	.2	.2	100.0
Total	480	100.0	100.0	

Q27: Other info sources during power outage

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	451	94.0	94.0	94.0
Emergency crank radio.	2	.4	.4	94.4
Generator	1	.2	.2	94.6
Had a generator. Neighbors.	1	.2	.2	94.8
Hard Line Phone	1	.2	.2	95.0
Hearing it over the news, television.	1	.2	.2	95.2
Home phone	1	.2	.2	95.4
Husbands a fire fighter received most information from him	1	.2	.2	95.6
I didn't have a power outage. I was at work. Power worked when got home from work	1	.2	.2	95.8
I was at work and we had power	1	.2	.2	96.0
I wk for SDG&E	1	.2	.2	96.3
IPAD	1	.2	.2	96.5
Ipod	1	.2	.2	96.7
Land line phone	1	.2	.2	96.9
Land phone	1	.2	.2	97.1
Mail	1	.2	.2	97.3
Power generator	1	.2	.2	97.5
Satellite	1	.2	.2	97.7
Satellite TV because we had a generator running	1	.2	.2	97.9
SDG&E	1	.2	.2	98.1
Television	1	.2	.2	98.3
TV	2	.4	.4	98.8
TV, newspaper	1	.2	.2	99.0
Visual	1	.2	.2	99.2
Walk down to the neighbors	1	.2	.2	99.4
We had a motor-home	1	.2	.2	99.6
We have a regular house phone	1	.2	.2	99.8
Work at Cost-co and everything went down I was at work	1	.2	.2	100.0

Total	480	100.0	100.0
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Q28-other: Other preferences for power outage info

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	465	96.9	96.9	96.9
Back system for electric generator	1	.2	.2	97.1
Buying a generator	1	.2	.2	97.3
By mail. If that's possible.	1	.2	.2	97.5
Can't get info	1	.2	.2	97.7
Doesn't matter because I'm not that concerne	1	.2	.2	97.9
Home phone	1	.2	.2	98.1
I don't have any idea	1	.2	.2	98.3
I don't think I received any information.	1	.2	.2	98.5
Just happening	1	.2	.2	98.8
Land line	1	.2	.2	99.0
Newspaper	1	.2	.2	99.2
On line	1	.2	.2	99.4
Solar radio,	1	.2	.2	99.6
Television	1	.2	.2	99.8
Wind radio	1	.2	.2	100.0
Total	480	100.0	100.0	

ETH: other

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	469	97.7	97.7	97.7
Asian & Hispanic	1	.2	.2	97.9
Black & Mexican	1	.2	.2	98.1
Filipino	1	.2	.2	98.3
Hispanic and Caucasian	1	.2	.2	98.5

Jamaican	1	.2	.2	98.8
Mexican, French, German	1	.2	.2	99.0
White and Asian	1	.2	.2	99.2
White and Hispanic	1	.2	.2	99.4
White and Spanish.	1	.2	.2	99.6
White/ Asian	1	.2	.2	99.8
White/Black.	1	.2	.2	100.0
Total	480	100.0	100.0	

AGENDA ITEM 4



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
SUBMITTED BY:	Armando Buelna Communications Officer	PROJECT:	DIV. NO. ALL
APPROVED BY:	<input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	2012 Call Center Customer Satisfaction Survey Report		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors receive the findings of the 2012 Otay Call Center Customer Satisfaction Survey conducted by Rea and Parker Research Inc.

COMMITTEE ACTION:

Please see Attachment A.

PURPOSE:

To present the Board of Directors with the findings of the 2012 Otay Call Center Customer Satisfaction Survey.

ANALYSIS:

The Otay Water District's Strategic Plan calls for conducting a standardized potable and recycled water customer survey. In a separate but related action to the General survey, a survey is performed of customer interaction with the District's Call Center. The purpose of this survey is to obtain more specific information regarding Call Center interaction with customers. As with the General Survey, the goal is to improve customer service.

The draft questionnaire for the 2012 Call Center survey was presented to the Board of Directors at the March 7th meeting. The margin of error of the Call Center survey is plus or minus 5.4 percent at the

95% confidence level. Participants in this survey were screened to include only those customers who have contacted the District's Call Center within the previous six months.

Rea and Parker Research Inc. conducted the survey, which took place between March 23rd and April 6th 2012. The survey's sample of 303 participants was randomly drawn from a list of 5,148 customers who have made at least one customer service call in the past six months. The survey was also available to be conducted in Spanish at the customer's request. Ninety-nine percent of customers contacted were residential water customers, with the remaining 1 percent being commercial customers. Highlights of the 2012 Call Center survey are as follows:

- Customer service callers rate the overall quality of customer service as very high -83 percent rate it as excellent (56 percent) or good (26 percent). This is consistent with the high rating provided by customers in the 2008 Call Center Survey, where 82 percent of the callers rated their satisfaction with customer satisfaction favorably. Based upon the 2012 General Survey, customers who made calls to the Call Center were also highly satisfied with customer service (80 percent in the favorable range).
- Between 81 and 87 percent of customer service callers feel very satisfied or somewhat satisfied regarding the 4 service features presented in the survey: knowledge and expertise of the service representative, courtesy of the service representative, ability to reach service representative, and satisfaction in getting their problem solved. Similarly high levels of satisfaction were found regarding these features in the 2005, 2006, and 2008 Call Center Surveys.
- Customer service callers to the Otay Water District compare the District very favorably to other authorities and utilities that bill monthly, with 41 percent of the customer callers saying that it is the best among monthly service providers. This rating is consistent with the 2008 Call Center Survey where 39 percent rated the District as the best.
- Nearly one-half of customer callers are interested in receiving their monthly bill by e-mail, and over three-fifths (64 percent) indicate that it is likely they will be paying their various bills through a paperless option within the next 2 years. Among those who say they are unlikely to use paperless bill paying options within the next two years, over one-quarter (27 percent) indicate they do not use the Internet and 17 percent want a paper record of their transactions.

The complete survey findings are included as Attachment B.

In conclusion, "It is clear that customers of the Otay Water District who have made customer service calls to the District are largely satisfied with the customer service they have received." In addition, "customers are generally more satisfied" and are "increasingly accepting of efforts to move toward more automated and paperless communications."

FISCAL IMPACT: Joe Beachem, Chief Financial Officer

None.

STRATEGIC GOAL:

I. CUSTOMER - Measure customer satisfaction.

LEGAL IMPACT:

None.

Attachments: Attachment A - Committee Action
 Attachment B - 2012 Call Center Customer Satisfaction
 Survey Report PowerPoint Presentation
 Attachment C - 2012 Call Center Customer Satisfaction
 Survey Report



ATTACHMENT A

SUBJECT/PROJECT:	2012 Call Center Customer Satisfaction Survey Report
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COMMITTEE ACTION:

NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.

Call Center Customer Satisfaction Survey Otay Water District-----July, 2012



Principal Researchers:
Richard A. Parker, Ph.D.
Louis M. Rea, Ph.D.

Rea & Parker Research
Professors, School of Public Affairs, SDSU

Respondent Characteristics
2012 Call Center and 2012 General Customer Surveys

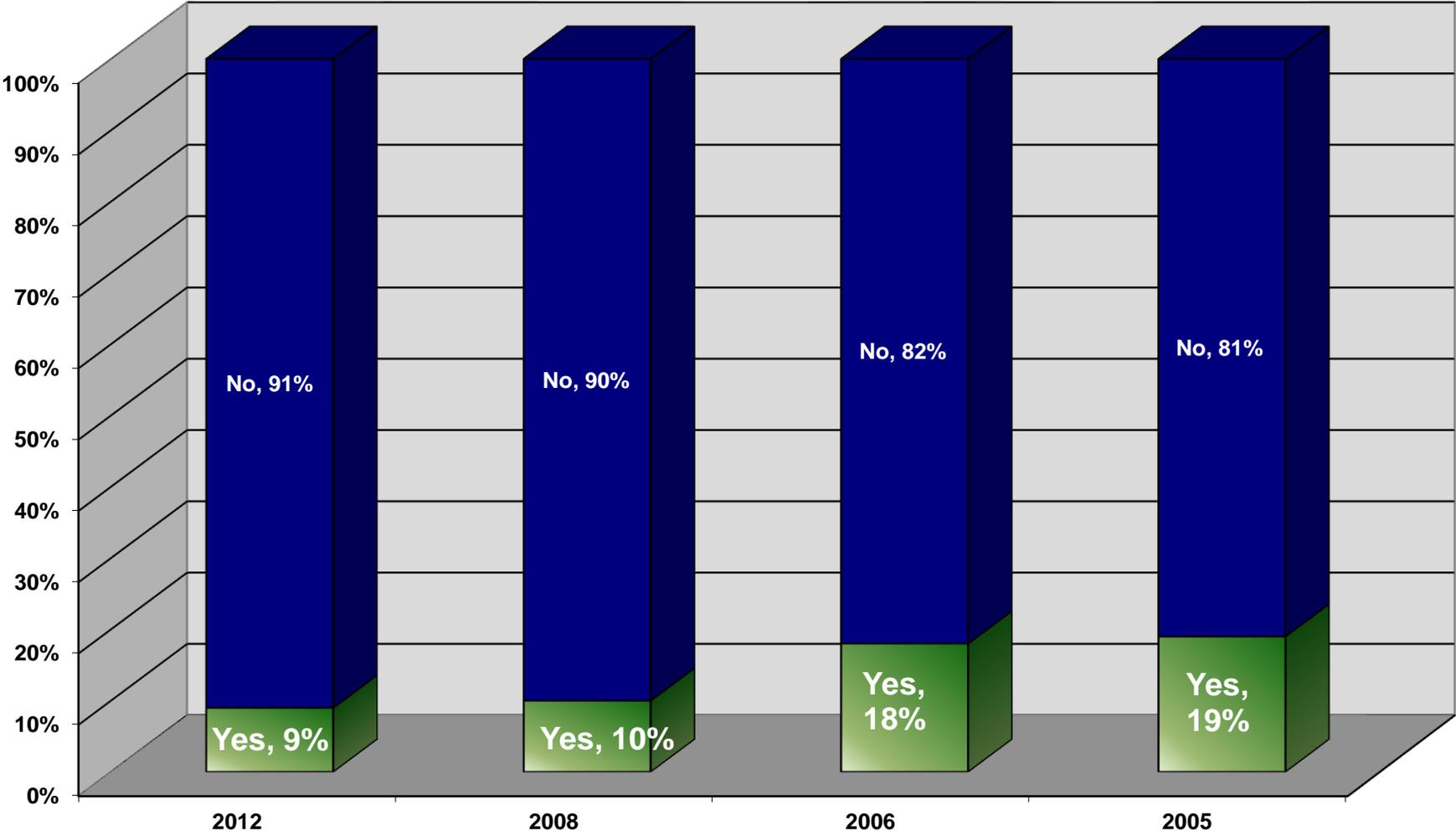
Characteristic	2012 Call Center	2012 General Customer
Ethnicity		
White	43%	55%
Hispanic/Latino	41%	26%
Asian/Pacific Islander	8%	10%
Black/African-American	6%	5%
Middle Eastern/Native American/Other	2%	4%
Annual Household Income		
Median	\$73,100	\$79,900
% over \$100,000	29%	28%
% under \$25,000	8%	6%
Age		
Median	47 years	53 years
Years Customer of Otay Water District		
Median	8 years	12 years
Education		
High School or Less	19%	17%
At Least One Year College, Trade, Vocational School	30%	32%
Bachelor's Degree	39%	34%
At Least One Year of Graduate Work	12%	17%
Own/Rent		
Homeowner	72%	91%
Renter	28%	9%
Mean Persons per Household	3.72	3.12

Calls to Call Center

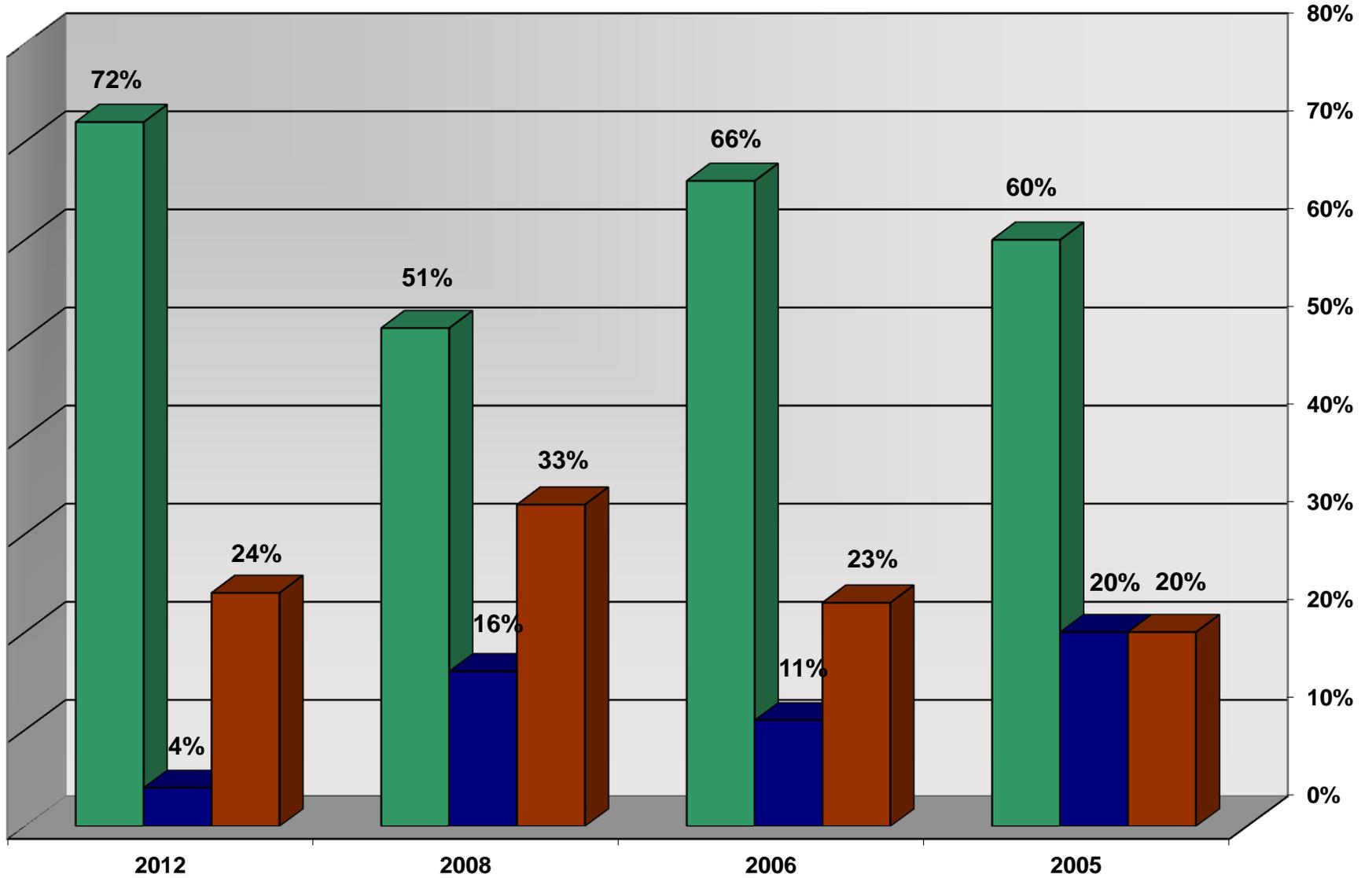
- Percentage of customers who place call to Call Center is declining.
- Main purpose and increasing number of these calls is billing issues
- Average number of calls customers must make to achieve resolution has been declining since 2006.

Percent of District Customers Who Called Customer Service in Past 6 Months

Note: 2005 pertains to preceding 12 months

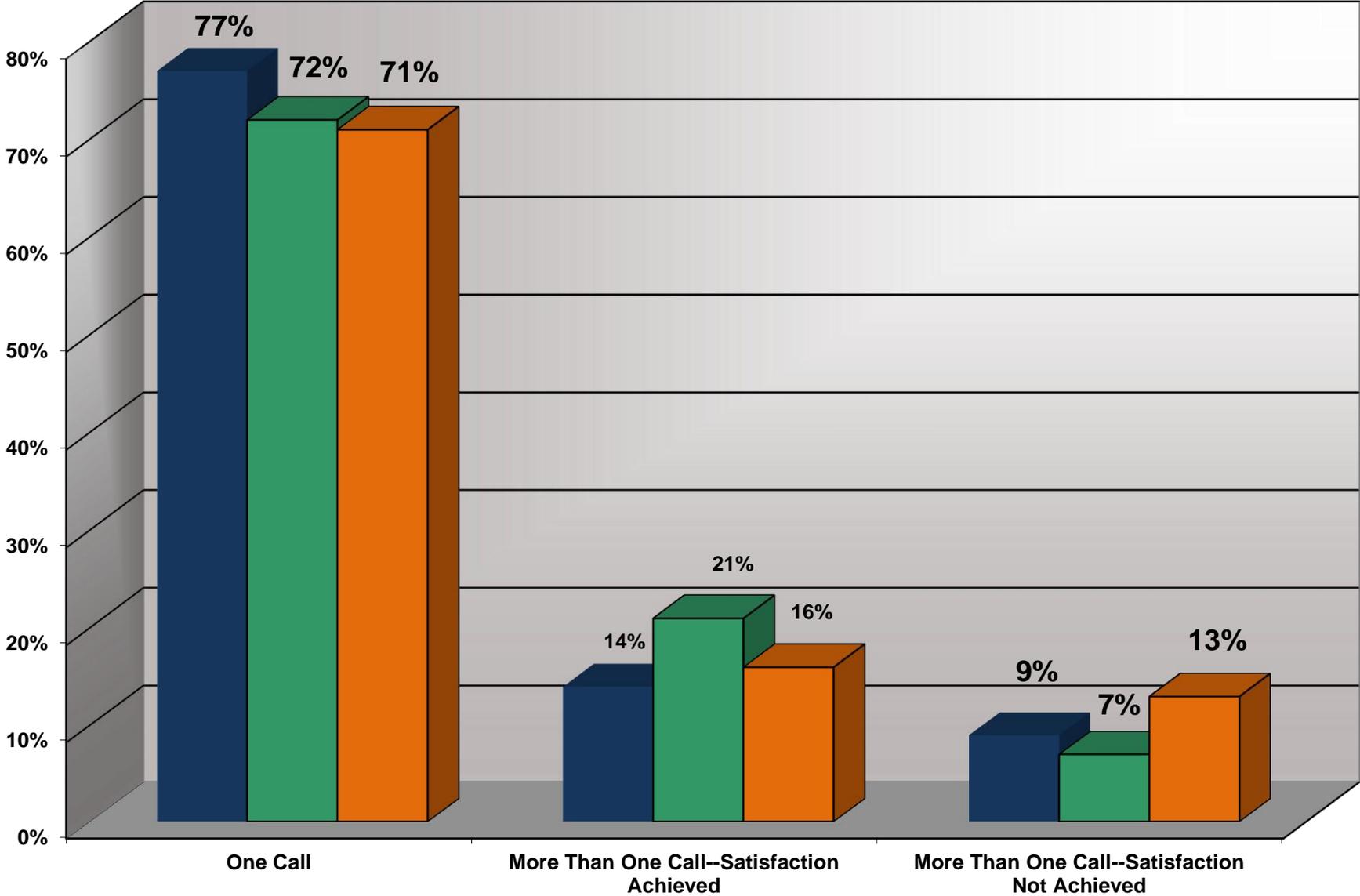


Main Purpose of Call



Number of Calls Required to Resolve Issue

(Mean number of calls: 2012 = 1.4 2008 = 1.6 2006 = 1.8)

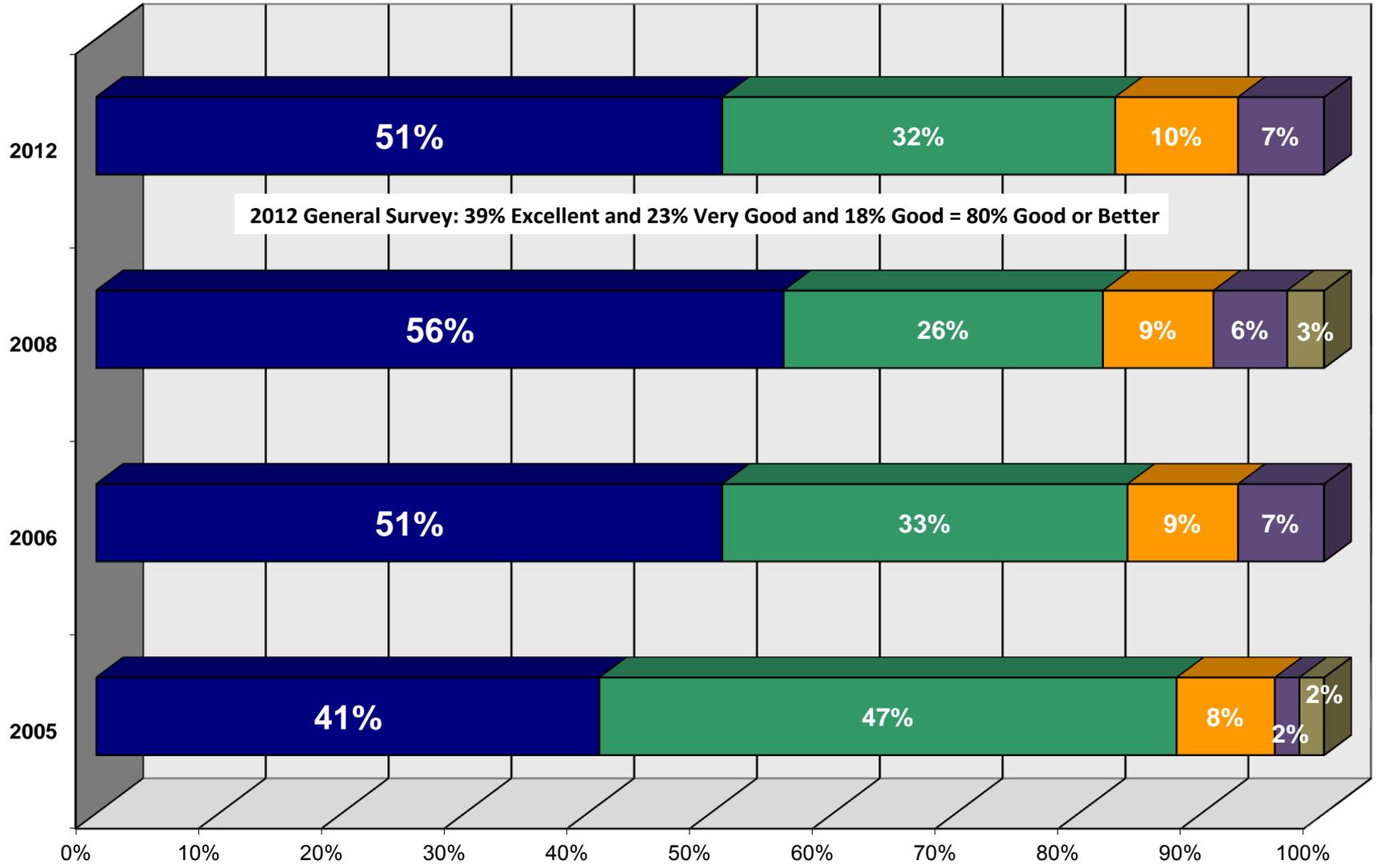


Satisfaction with Call Center

- **Overall satisfaction with call center holding steady at 4/5 good or excellent**
 - All individual aspects of call center experience at least 80 percent very or somewhat satisfied
- **Compared to other monthly services, call center receives 2/3 highly rated or best ranking**
 - Improved ranking each survey year
- **Satisfaction strongly correlated with number of calls to resolution**

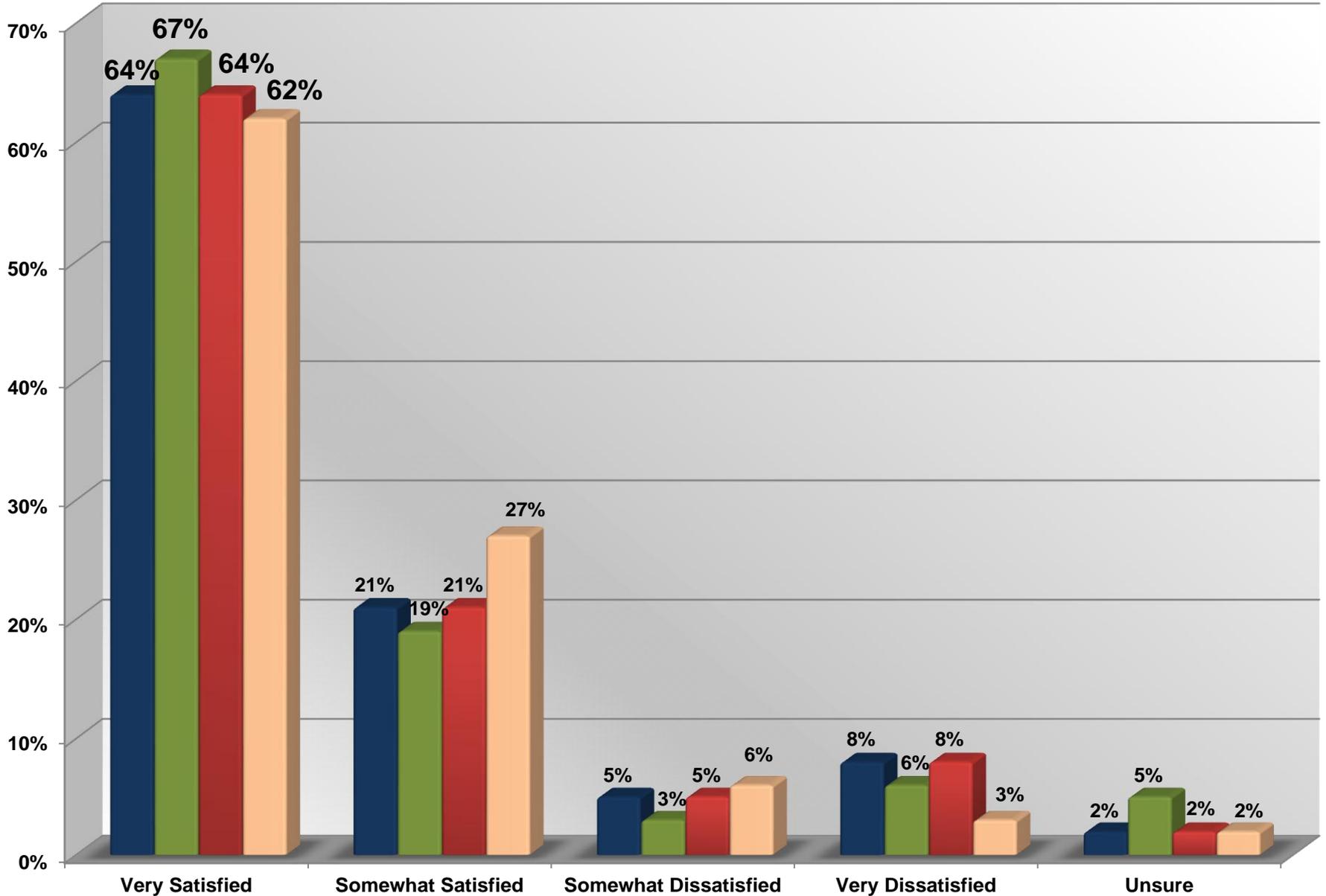
Overall Satisfaction with Call Center

■ Excellent ■ Good ■ Fair ■ Poor ■ Unsure



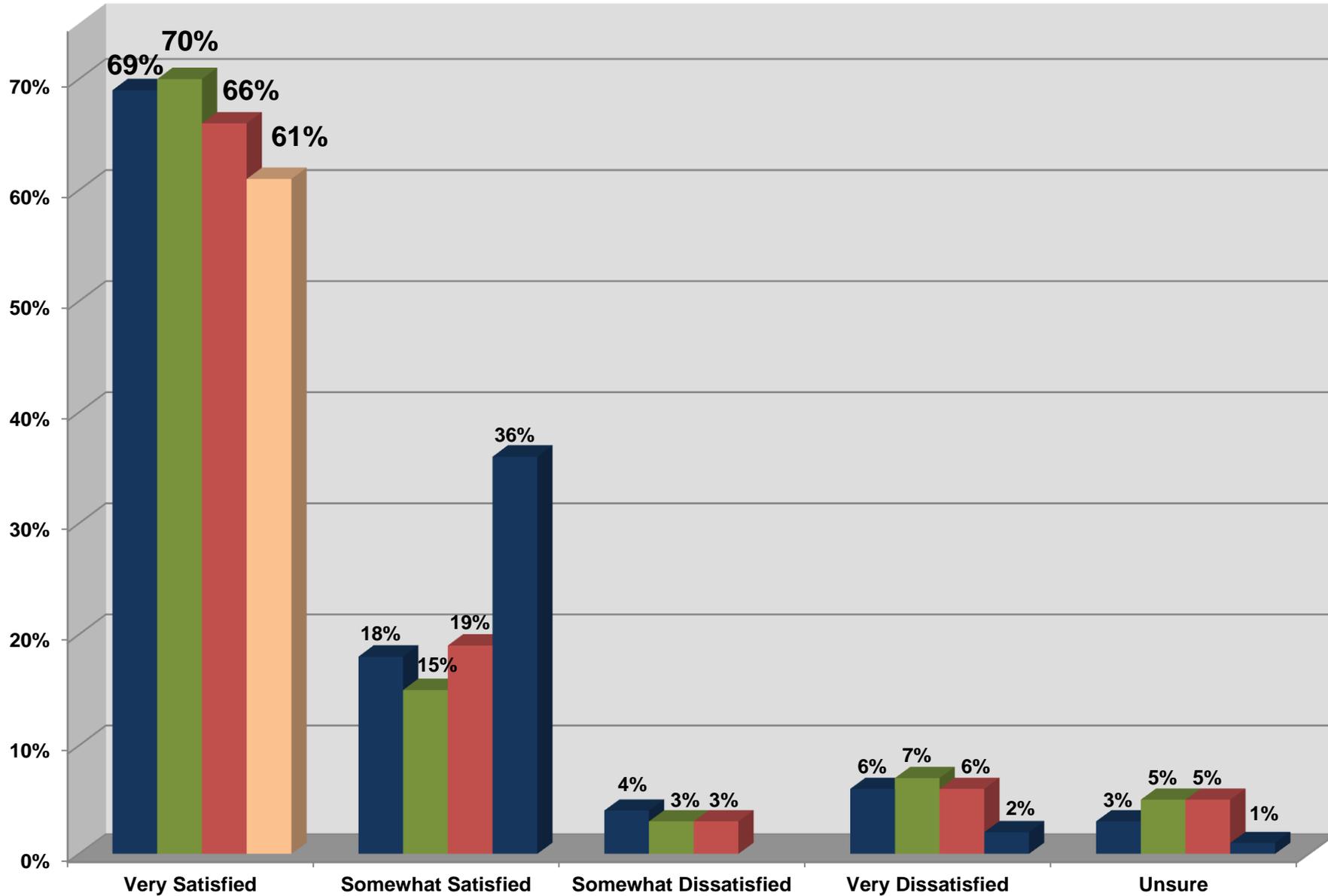
Satisfaction with Ability to Reach Service Representative

■ 2012 ■ 2008 ■ 2006 ■ 2005



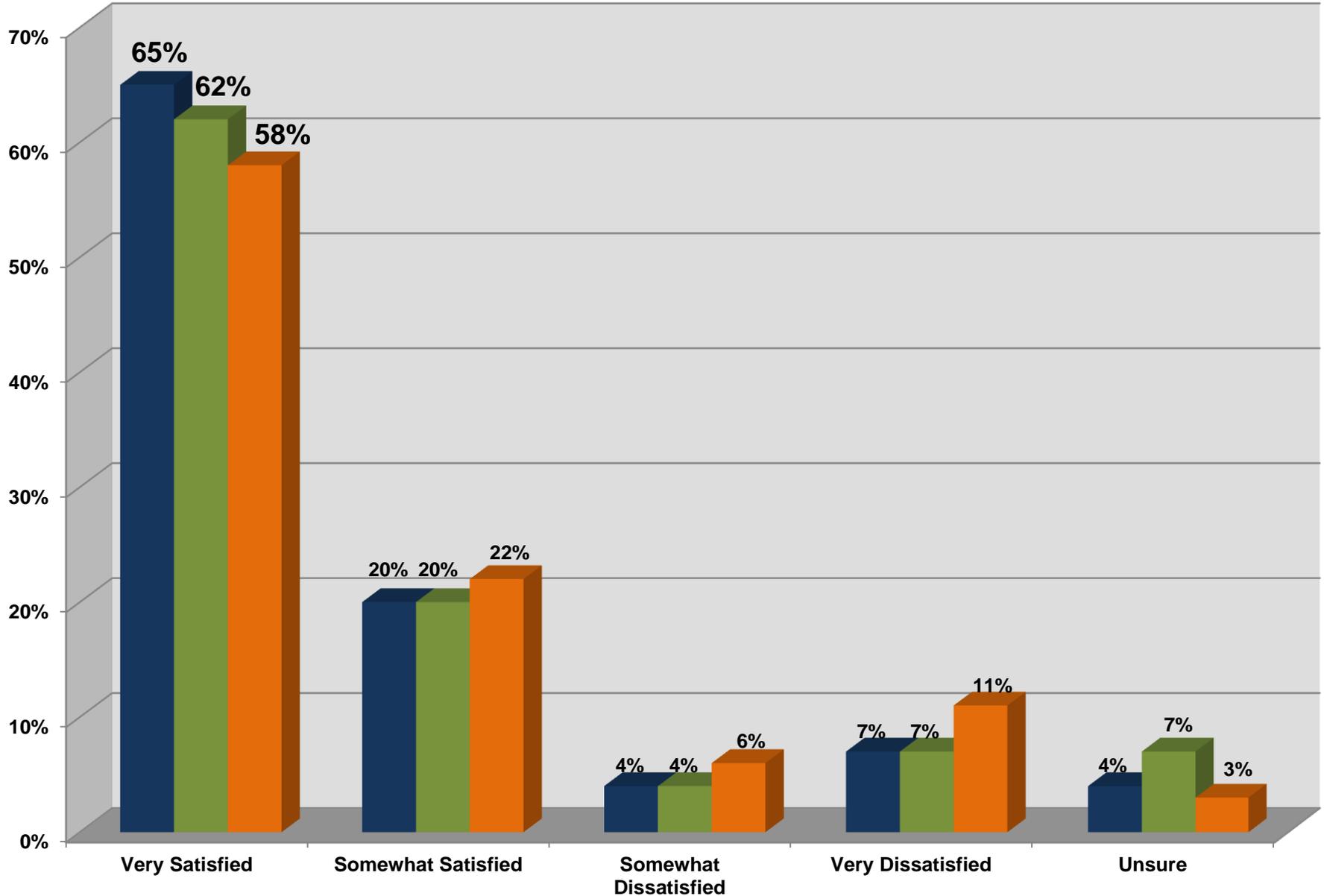
Satisfaction with Courtesy of Service Representative

■ 2012 ■ 2008 ■ 2006 ■ 2005



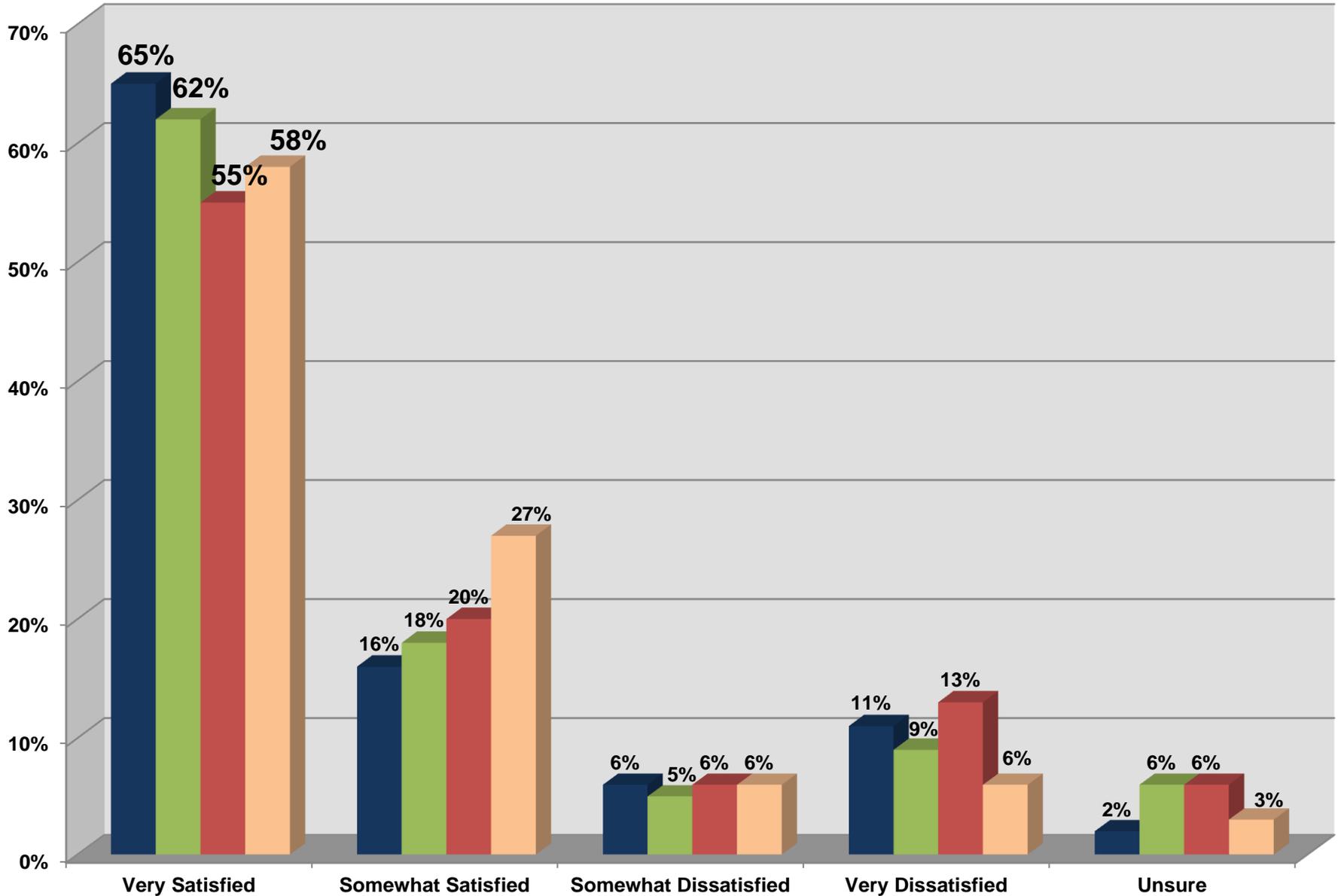
Satisfaction with Knowledge and Expertise of Service Representative

■ 2012 ■ 2008 ■ 2006



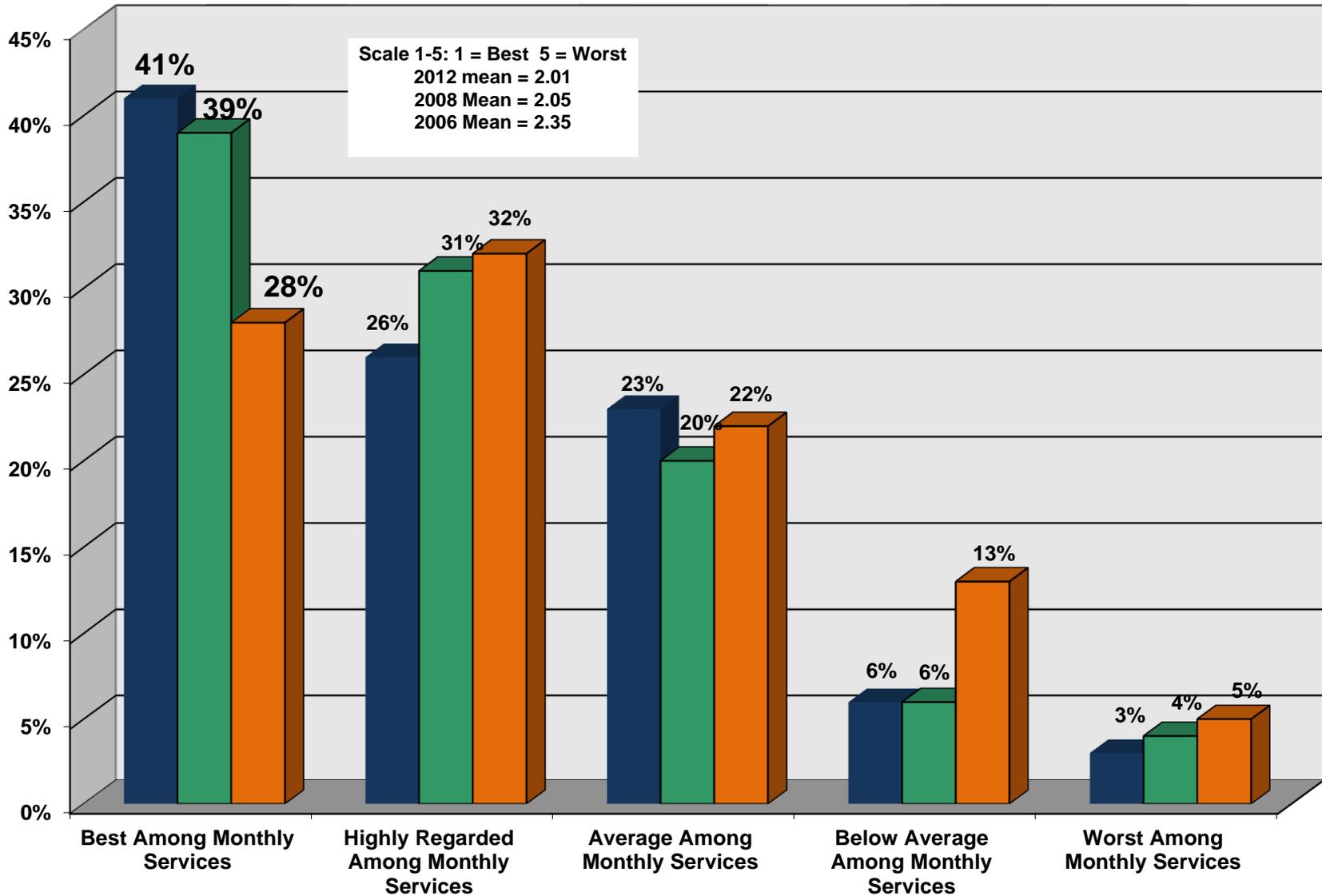
Satisfaction with Problem Resolution

■ 2012 ■ 2008 ■ 2006 ■ 2005



Comparative Ranking of Otay Water District Call Center Service Against Other Monthly Services

■ 2012 ■ 2008 ■ 2006



Satisfaction with Service Characteristics Based upon Number of Calls and Resolution of Problem

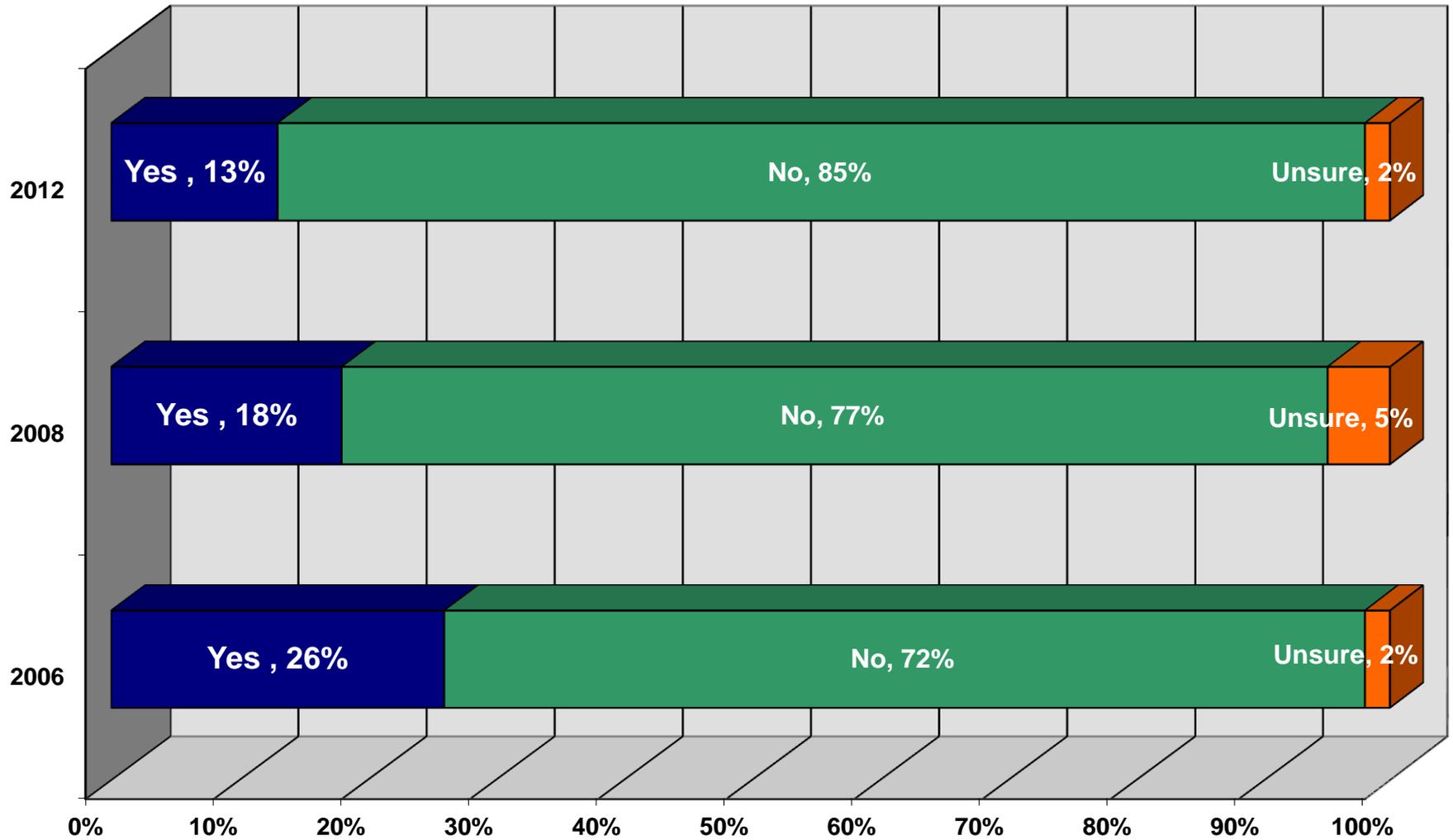
(1 = very satisfied and 4 = very dissatisfied)

Service Characteristic	Problem resolved after one call	Problem resolved after 2 or more calls	Problem not resolved
Ability reach representative	1.38	1.73	2.62
Courtesy service representative	1.32	1.56	2.52
Knowledge of service representative	1.35	1.51	2.90
Getting problem resolved	1.43	1.57	3.34
Overall quality of service	1.53	1.84	3.14

Field Service

- **Percentage of callers needing field visit has declined consistently and significantly since 2006**
- **Primary function performed during field visit is connecting service**
 - Formerly, primary function was fix problem/leak
- **Overall satisfaction—3/4 good or excellent**
 - Similar to 2008—much improved over 2006
- **As with overall satisfaction, field service satisfaction closely correlated with number of calls to resolution**

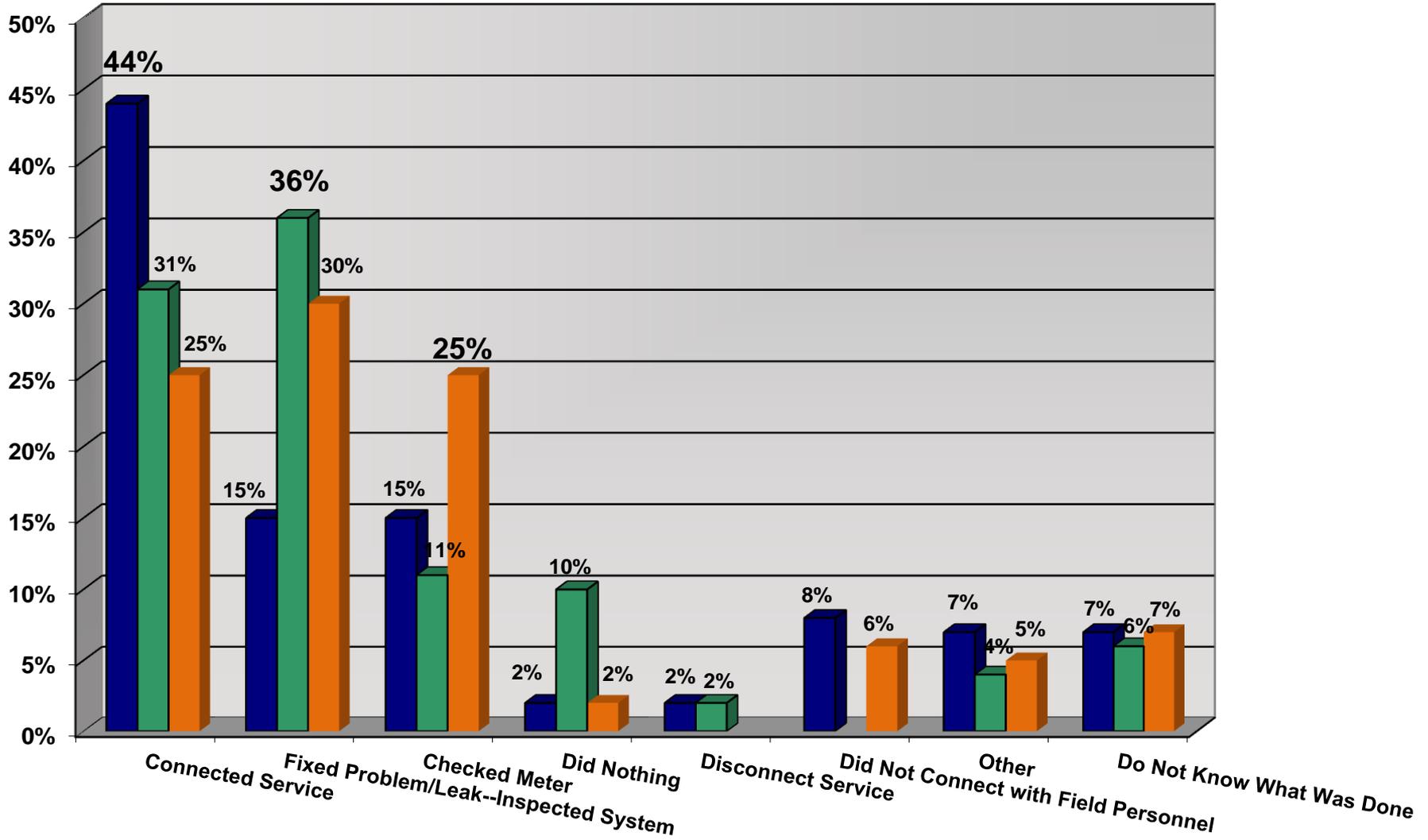
Field Visit Required?



Service Performed by Field Rep

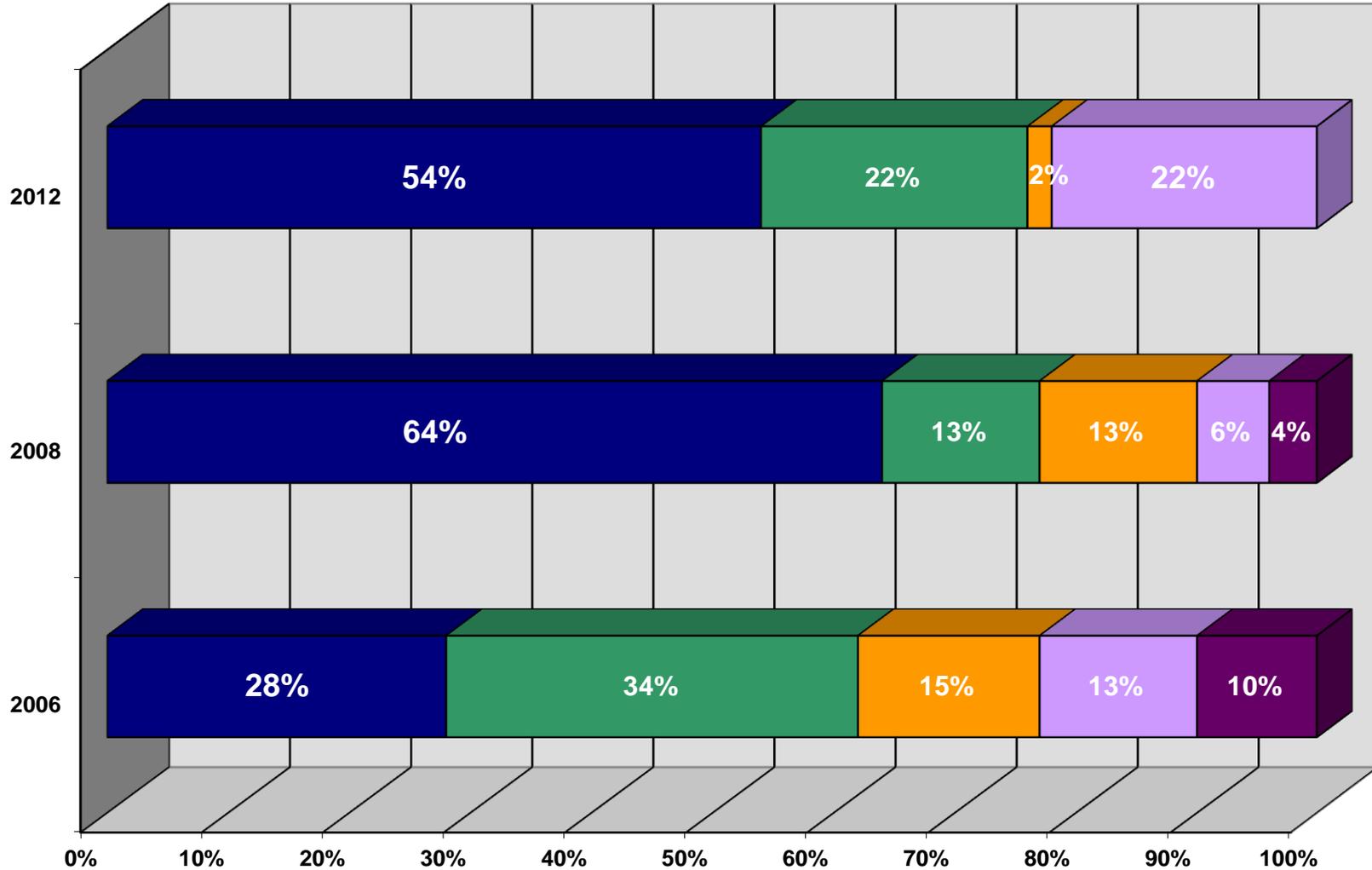
(among 13% that required field service)

■ 2012 ■ 2008 ■ 2006



Overall Satisfaction with Field Service

(among 13% that required field service--n = 41)



Satisfaction with Field Service Characteristics Based upon Number of Calls and Resolution of Problem

(1 = very satisfied and 4 = very dissatisfied)

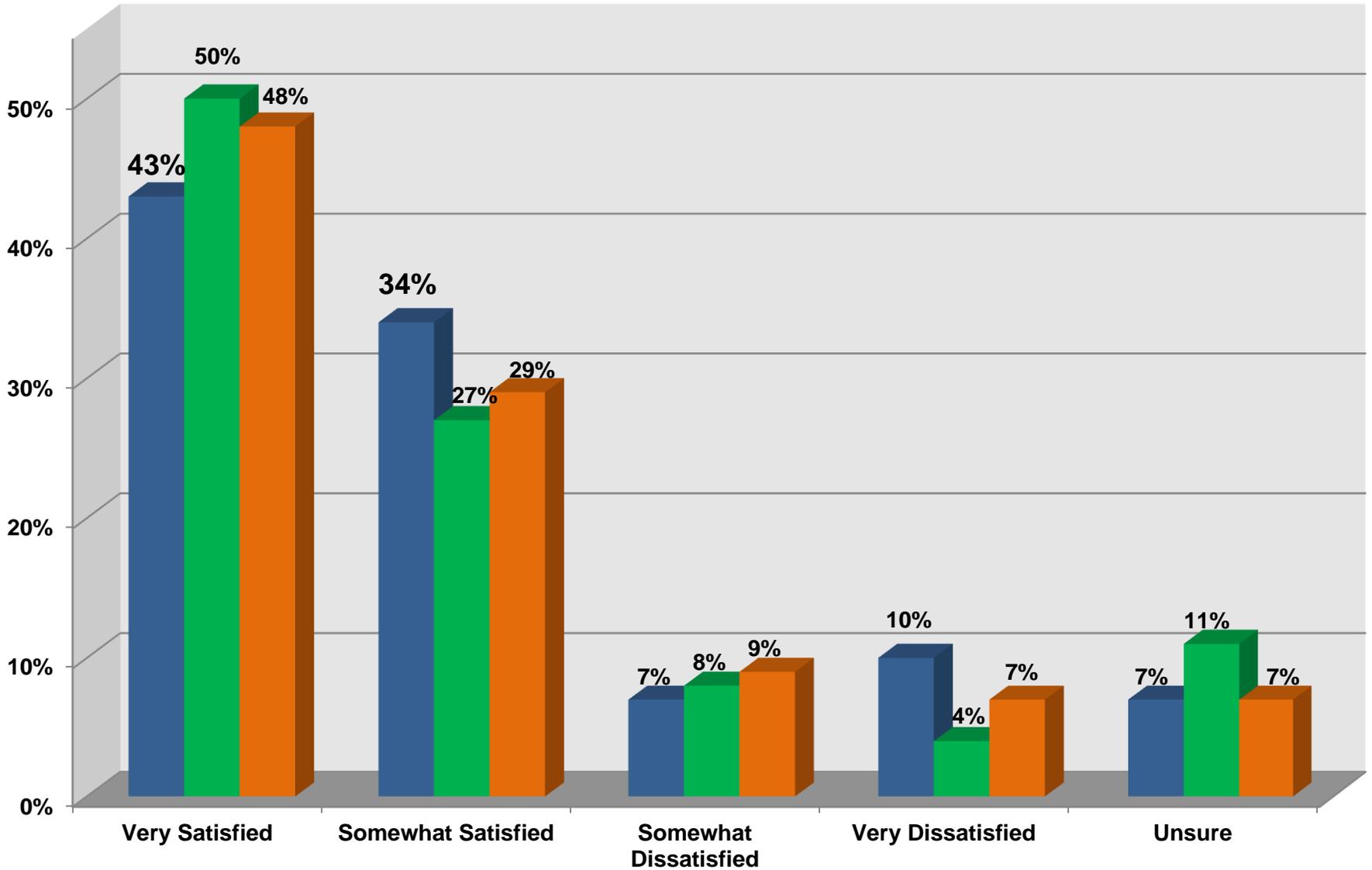
Service Characteristic	Problem resolved after one call	Problem resolved after 2 or more calls	Problem not resolved
Field Service Outcome	1.16	1.54	3.44
Time Required to Come to Property	1.32	1.62	3.28
Time Spent at Property	1.42	1.67	4.00
Overall quality of service	1.37	1.62	3.56

Billing—Web Service— Interactive Voice Response

- Satisfaction with accuracy of water bill and confidence in accuracy of meters both steady at $\frac{3}{4}$ very or somewhat satisfied/confident.
- New bill design—same as full customer survey— $\frac{2}{3}$ very or somewhat satisfied and $\frac{1}{4}$ unaware of change.
- Satisfaction with web service increasing and very high
- Increased usage and perceived usefulness of Interactive Voice Response

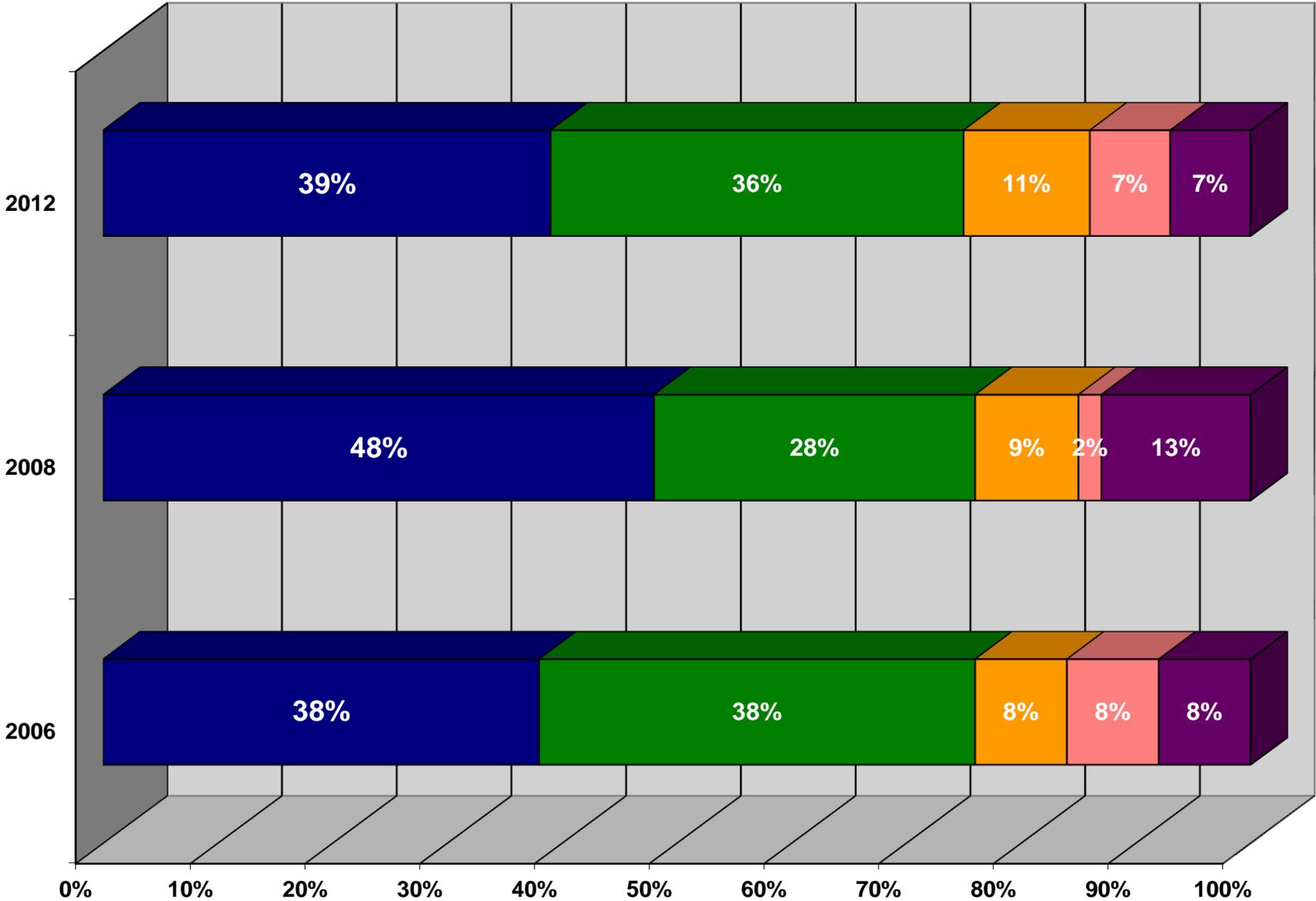
Satisfaction with Accuracy of Water Bill

■ 2006 ■ 2008 ■ 2012



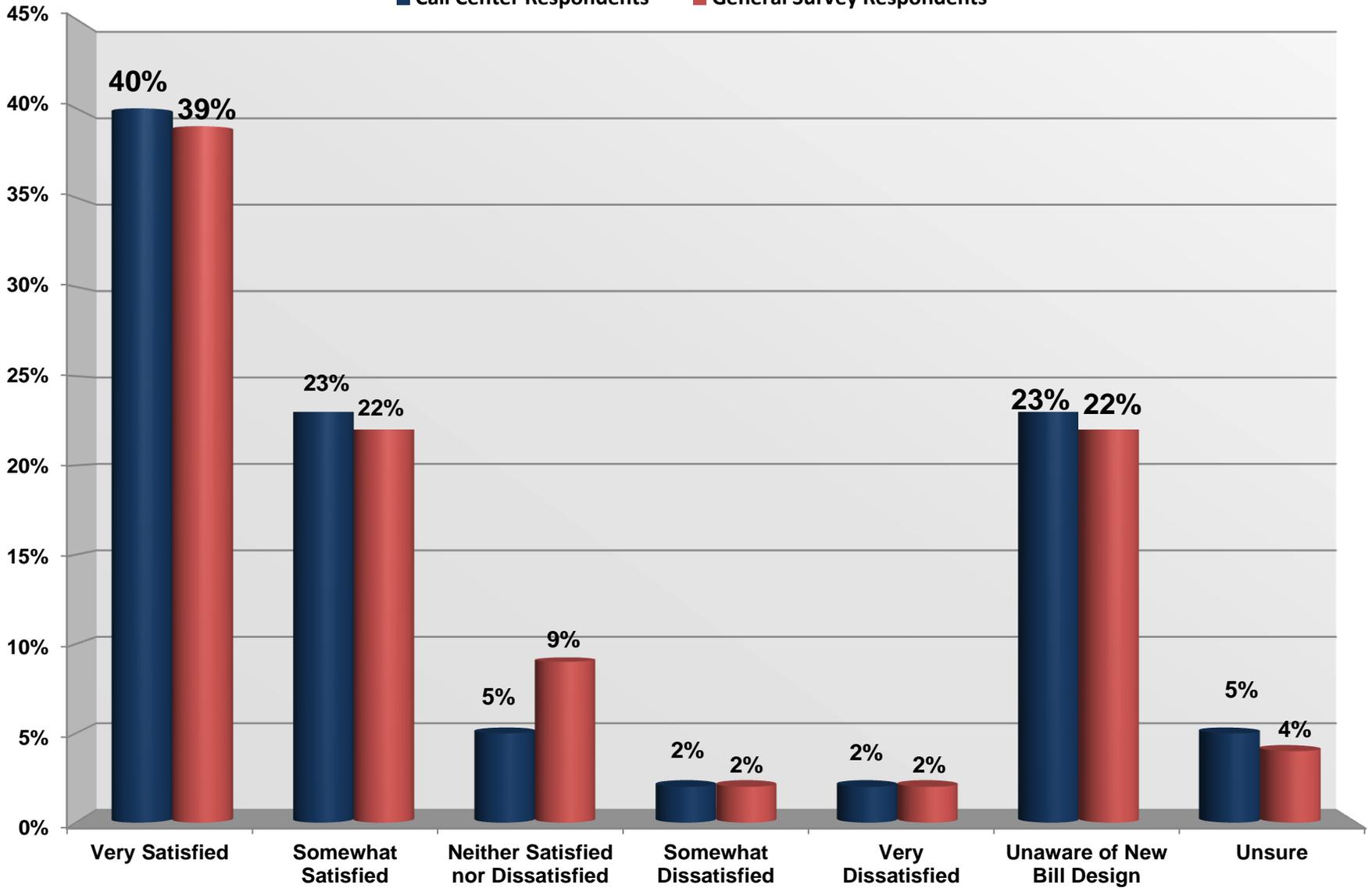
Confidence in Accuracy of Meter Reading

■ Very Confident ■ Somewhat Confident ■ Not Very Confident ■ Not At All Confident ■ Unsure



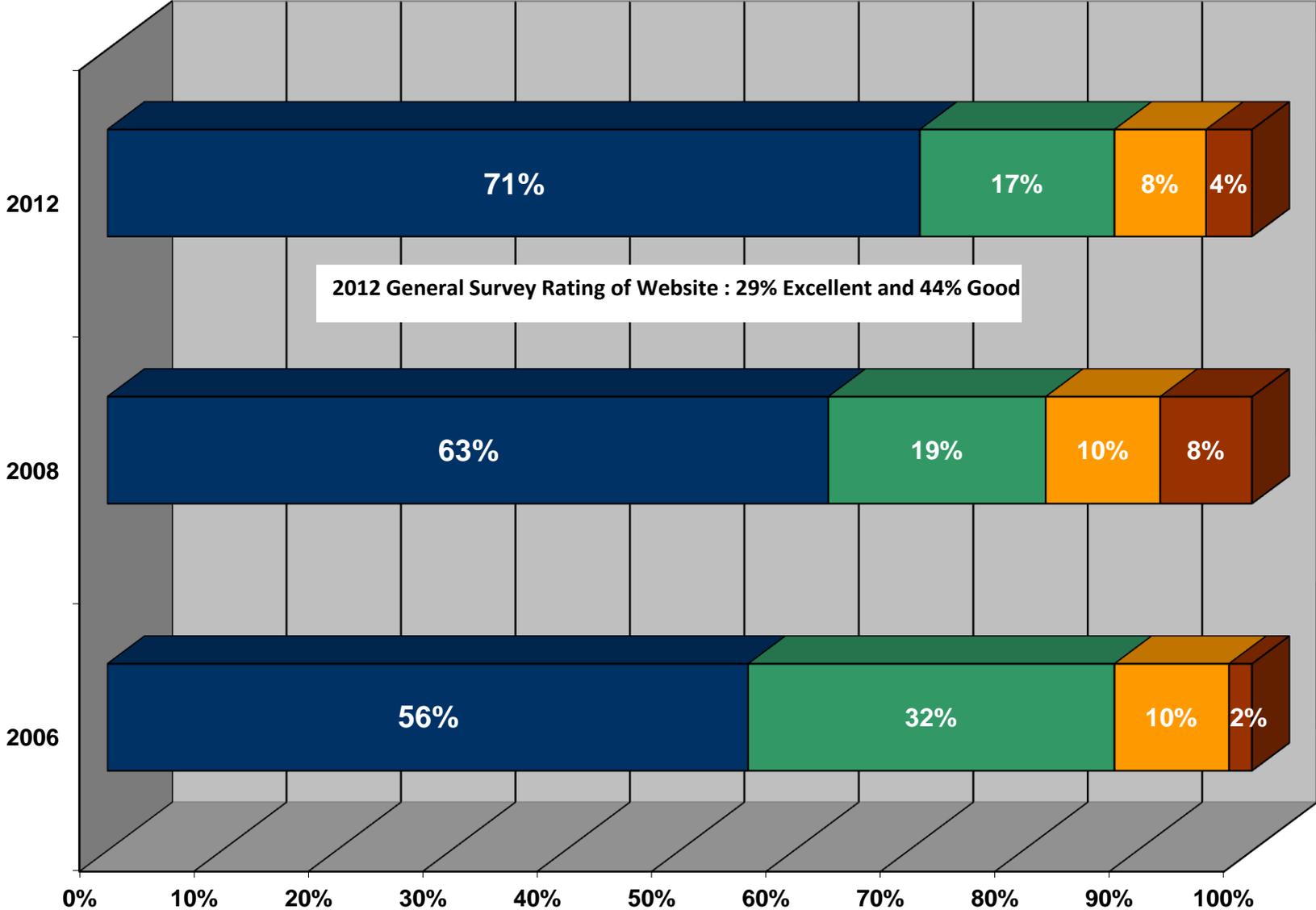
Satisfaction with New Bill Design

■ Call Center Respondents ■ General Survey Respondents

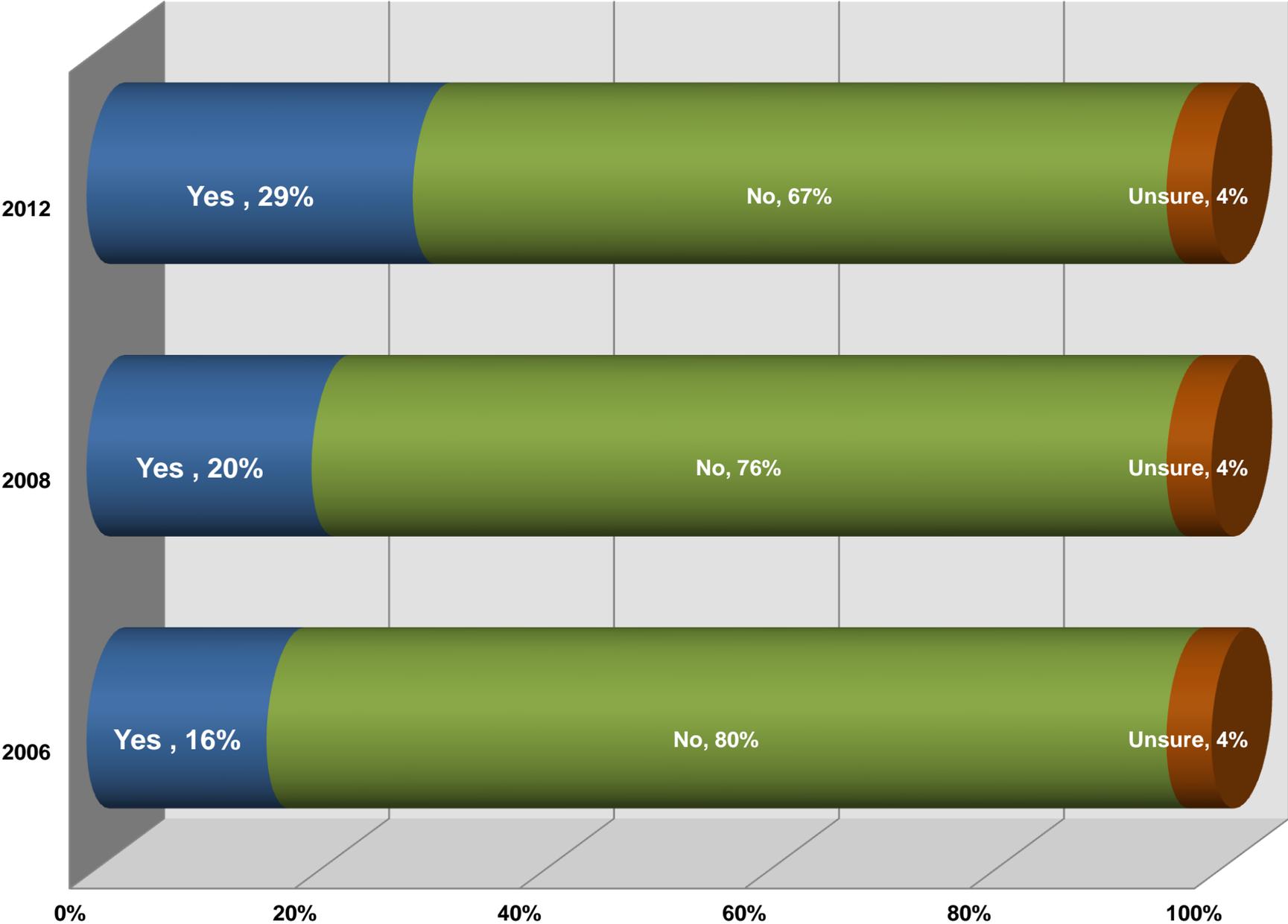


Satisfaction with Web Service

(among 30% who have use website)

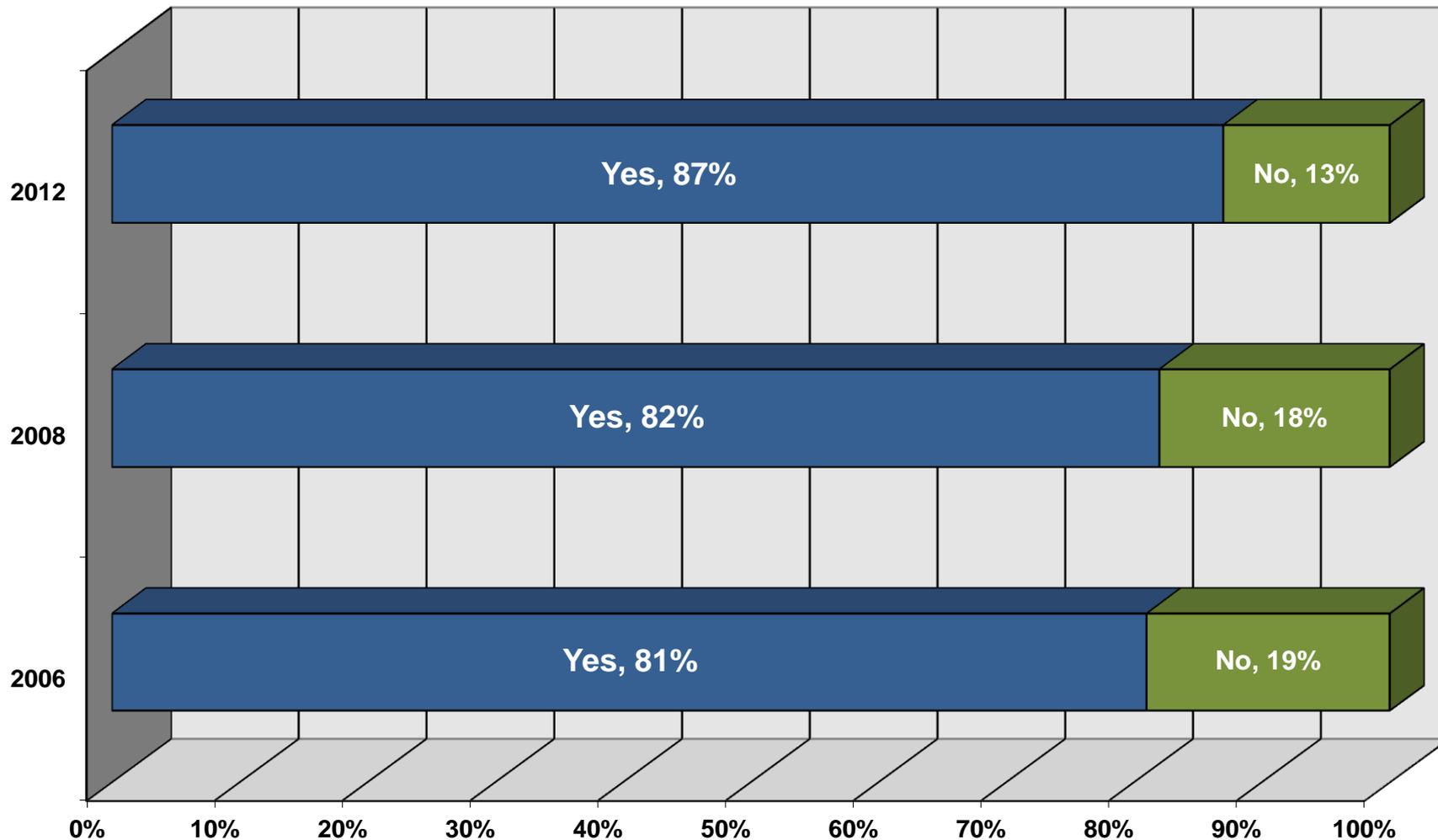


Used Interactive Voice Response Feature?



Usefulness of Interactive Voice Response

(among 29 percent who have used Interactive Voice Response)





Otay Water District Call Center Customer Satisfaction Survey Report

Rea & Parker Research

May, 2012

Table of Contents

	Page
Executive Summary	ii
Introduction and Methodology	1
Sample	2
Survey Findings	4
Demographic Statistics/Respondent Characteristics	4
Satisfaction with Customer Service	7
Satisfaction with Field Service	14
Purpose of Customer Calls	21
Issues Regarding Bill Payment Process	27
New Bill Design	28
Method of Bill Payment	30
Confidence in Accuracy of Bill/Meter	36
Communication with Otay Water District	39
New Telephone System	39
Interactive Voice Response	41
Website	44
Conclusions	46
Appendix	47
Survey Instrument	48
Frequencies	62
Open-Ended Responses	101

Otay Water District Call Center

Customer Service Satisfaction Survey

Executive Summary

The Otay Water District has elected to conduct a statistically reliable customer satisfaction telephone survey among those who have called for customer service during the past 6 months. The purpose of the survey is threefold – first, and foremost, to improve customer service, second, to provide information about the volume and purpose of customer calls, to determine the level of satisfaction regarding customer and field service, the bill payment process, and the communication efforts of the District (including the new telephone system, the website and the Interactive Voice Response Feature); and third, to compare the results of this 2012 Call Center Customer Service Survey with the results of previous Call Center Customer Service Satisfaction Surveys and the more general 2012 Residential Customer Satisfaction and Awareness Survey where the data are comparable.

Specifically, the primary areas of interest are:

- Volume and purpose of customer calls
- Basic demographic statistics/sampling characteristics
- Overall customer satisfaction
- Satisfaction with services of telephone and field representatives
- Satisfaction with the resolution of problems and issues
- Satisfaction with the bill payment process
- Satisfaction with communication efforts

Rea & Parker Research was selected to conduct this study, as it was for the 2005, 2006 and 2008 Call Center Customer Services Satisfaction Surveys. The purpose of the research is to:

- Obtain scientifically reliable and sufficiently robust results to determine the level of satisfaction among those who seek customer service for important service delivery features.
- Determine customer service call patterns with regard to the purpose and volume of calls.
- Determine level of satisfaction with various issues, including:
 - Telephone and field representatives
 - Problem resolution
 - District communication efforts including the official website, Interactive Voice Response Feature, and the new telephone system
 - Bill payment process
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public outreach programs.
- Compare the results of this survey with the results of the 2005, 2006 and 2008 Call Center Surveys and the 2012 General Customer Survey, where applicable.

Sample

The survey was conducted by a random telephone sample of 303 respondents, which equates to a margin of error of +/- 5.4 percent at the 95 percent confidence level.

In the current survey, respondents are predominantly White (43 percent) and Hispanic/Latino (41 percent) and earn an annual median household income of \$73,100 (29 percent earning \$100,000 or more and 8 percent earning under \$25,000). They have a median age of 47 years and have been customers of the Otay Water District for a median of 8 years. Among these respondents, 51 percent possess a Bachelor's degree or more, with 19 percent having a high school education or less. Survey respondents are predominantly homeowners (72 percent) with a mean household size of 3.72.

Survey Findings

This survey report has been divided into six informational components as follows:

- Demographic statistics/Respondent characteristics
- Overall satisfaction with customer service
- Satisfaction with field service
- Purpose of customer calls
- Issues regarding the bill payment process
- Communication with the Otay Water District

Overall Satisfaction with Customer Service

- According to the 2012 General Survey of all customers of the Otay Water District, a survey conducted immediately prior to the 2012 Call Center Survey, it is reported that 9 percent of customers have contacted customer services during the 6 months that immediately preceded the survey. This is consistent with the results of the 2008 Call Center Survey where 10 percent called Customer Service 6 months prior to the Survey, but less than the percentage of callers indicated in the 2009 and 2011 General surveys—17 percent each.
- Customer service callers rate the overall quality of customer service as very high—83 percent rate it as excellent (56 percent) or good (26 percent). This is consistent with the high rating provided by customers in the 2008 Call Center Survey, where 82 percent of the callers rated their satisfaction with customer satisfaction favorably. Based upon the 2012 General Survey, customers who made calls to the Call Center were also highly satisfied with customer service (80 percent in the favorable range).
- Between 81 and 87 percent of customer service callers feel very satisfied or somewhat satisfied regarding the 4 service features presented in the survey: knowledge and expertise of the service representative, courtesy of the service representative, ability to reach service representative, and satisfaction in getting their problem solved. Similarly high levels of satisfaction were found regarding these features in the 2005, 2006, and 2008 Call Center Surveys.

- Callers make an average of 1.4 calls per issue to customer service (a decrease from the 1.6 calls per issue reported in the 2008 Call Center Survey and 1.8 calls in 2006), with 77 percent of all callers having their issue resolved in one call. Among the 23 percent who make more than one call, 14 percent of them had their problem ultimately resolved, leaving only 9 percent of callers with unresolved issues. This represents an improvement over the findings of the 2008 survey where about 21 percent of those who made one call had their problem ultimately resolved and 13 percent of callers were left with unresolved issues
- Customer service callers to the Otay Water District compare the District very favorably to other authorities and utilities that bill monthly, with 41 percent of the customer callers saying that it is the best among monthly service providers. This rating is consistent with the 2008 Call Center Survey where 39 percent rated the District as the best.
- Resolution of problems that customers of the Otay Water District call about impacts satisfaction more than does the number of calls required to achieve resolution. Further, overall satisfaction parallels the lowest rated of service characteristics, thereby making each of these features critically important to overall satisfaction.

Satisfaction with Field Service

- Only 13 percent of customer service callers required a field visit to their property – a 5 percent decrease from the findings of the 2008 Call Center Survey. In fact, there has been a steady decline in the percentage of callers who required a field visit since 2006.
- Over three-fourths of callers (76 percent) rate their overall experience with the service of field representatives as either excellent or good. This is consistent with the rating in the 2008 Call Center Survey where 77 percent rated overall field service as favorable.
- Approximately three-fourths of those who required a field visit are either very satisfied or somewhat satisfied with the amount of time needed for service at the property (71 percent), the time required to come to the property (71 percent), and the outcome of the field service (78 percent).
- Satisfaction with field service is also more a function of the ultimate resolution of the problem than the number of calls required to achieve resolution.

Purpose of Customer Calls

- The main purpose of customer calls relates to billing issues (72 percent) while approximately one-quarter of the call are associated with starting or stopping service. The remaining 4 percent are repair related. Using the 2008 Call Center Survey as a baseline, calls about the billing process are increasing (from 51 percent in 2008 to 72 percent in 2012); calls about starting and stopping service have decreased from 33 percent to 24 percent over the same period of time. The percentage of customers who called about pipeline breaks in the current survey is considerably greater than what was reported in the 2008 survey where 24 percent called about pipeline breaks. There has been a decline, however, since 2008, among customer callers who are concerned about leaks and connecting the water supply to their home.

- Of those customers who call about repairs, 34 percent call about suspected leaks, 40 percent call about pipeline breaks, and the other 13 percent are concerned about the supply of water to their home, including how to shut off their valve.
- Non-repair calls as well as additional calls beyond the most recent one made by customers are largely for paying the water bill by phone, starting service, clarification of the bill, and customer concerns that too much was charged for the water used.

Issues Regarding the Bill Payment Process

- Over three fifths (63 percent) of customers are either very satisfied (40 percent) or somewhat satisfied (23 percent) with the new design of the water bill. This is highly consistent with the level of satisfaction found in the 2012 General Survey of Customers conducted immediately prior to this Call Center Survey. In the General Survey, 61 percent of all customers in the District are either very satisfied or somewhat satisfied with the new bill design.
- Nearly one-quarter of callers pay their bill by sending a check in the mail, 35 percent pay on-line, 17 percent pay their bill through automatic bank deductions, 16 percent pay by credit card over the telephone, and 4 percent pay in person at the Otay Water District offices or payment center. It is noteworthy that 22 percent would prefer to use postal mail (2 percent less than actually do so) and 37 percent would prefer to pay on line (2 percent more than actually do so).
- This pattern is substantially different from the findings of the 2008 Call Center Survey. In 2008, 19 percent of customer callers reported that they pay their bill on-line (16 percent less than in the current survey). Also, in 2008, 50 percent of the customer callers paid their bill by sending a check in the mail (15 percent more than in 2012). There is clearly a strong trend toward the use of the Internet to pay their water bill among the customers of the Otay Water District.
- The greatest opposition to paying on-line is among older customers, and, as they decrease in number, it can be expected that the preference for on-line will continue to grow.
- Nearly one-half of customer callers are interested in receiving their monthly bill by e-mail, and over three-fifths (64 percent) indicate that it is likely they will be paying their various bills through a paperless option within the next 2 years. Among those who say they are unlikely to use paperless bill paying options within the next two years, over one-quarter (27 percent) indicate they do not use the Internet and 17 percent want a paper record of their transactions.
- Customer service callers are satisfied with the accuracy of the water bill (77 percent are either very satisfied or somewhat satisfied) and are confident in the accuracy of their meter reading.

Communication with the Otay Water District

- Among callers, 86 percent are unaware of the new telephone system that was implemented by the Otay Water District within the last several months. Among those who are aware, 5 percent feel the new system is better and another 3 percent feel the previous system is better.
- Those who are aware of the new telephone system rated 4 features of that system quite highly. On a scale of 1 to 5, where 1 = very effective and 5 = not at all effective. Ratings were provided for quality of voice (1.87), clarity of the instructions (2.01), overall effectiveness of message (2.10), and menu of options (2.13).
- Well over one-quarter (29 percent) of callers have used the interactive features of the voice response system. Among these 29 percent, 87 percent found it to be useful. The trend is clear –

since the 2006 and 2008 Call Center Surveys, there is an increase in the percentage of customers who use the Interactive Response Feature and a greater percentage of those who use this feature find it useful.

- Of those customers in the current survey who found the system to be useful, 46 percent were able to resolve their problem by using this automated system alone. This represents a decline since the 2008 Call Center Survey where nearly three-fifths (58 percent) achieved resolution of their problem using the automated system alone.
- Nearly one-third (30 percent) of the customer callers have used the Otay Water District website to obtain information in the past 6 months. There has been a steady increase in the use of the website since 2006 – 20 percent in 2006 and 23 percent in 2008).
- Nearly 9 in 10 of these users (88 percent) are either very satisfied (71 percent) or somewhat satisfied (17 percent) with the service provided through the website. This represents an increase in the satisfaction level since 2008 where 82 percent were either very satisfied or somewhat satisfied.

Conclusions

It is clear that customers of the Otay Water District who have made customer service calls to the District are largely satisfied with the customer service they have received. Customers are generally more satisfied with the Call Center services than ever and are increasingly accepting of efforts to move toward more automated and paperless communications. There is considerable support for the efforts made by the Otay Water District to address customer issues in a timely fashion and to resolve problems to the customers' satisfaction.

Introduction and Methodology

In 1956, the Otay Water District was authorized by the State Legislature and gained its entitlement to imported water. Today, the District serves the needs of approximately 208,000 people within 125.5 squares miles in southern San Diego County by purchasing water from the Metropolitan Water District of Southern California through the San Diego County Water Authority and Helix Water District. Sewer services are also provided to portions of the customer base. Since its inception, the Otay Water District also has collected and reclaimed wastewater generated within the Jamacha Drainage Basin and pumped the reclaimed water south to the Salt Creek Basin where it is used for irrigation and other non-potable uses.

The District has elected to conduct a statistically reliable customer opinion and satisfaction telephone survey among those who have called customer service during the past 6 months. The purpose of the survey is threefold – first, and foremost, to improve customer service, second, to provide information about the volume and purpose of customer calls, to determine the level of satisfaction regarding customer and field service, the bill payment process, and the communication efforts of the District (including the website and the Interactive Voice Response System); and third, to compare the results of this 2012 Call Center Customer Service Survey with the results of the 2008, 2006, and 2005 Customer Services Satisfaction Surveys and the more general 2012 Residential Customer Satisfaction and Awareness Survey where the data are comparable.

Specifically, the primary areas of interest are:

- Volume and purpose of customer calls
- Basic demographic statistics/sampling characteristics
- Overall customer satisfaction
- Satisfaction with services of telephone and field representatives
- Satisfaction with the resolution of issues
- Satisfaction with the bill payment process
- Satisfaction with communication efforts including the new telephone system, the website and the Interactive Voice Response System

Rea & Parker Research was selected to conduct this study, as it was for the 2005, 2006 and 2008 Call Center Customer Services Satisfaction Surveys. The purpose of the research is to:

- Obtain scientifically reliable and sufficiently robust results to determine the level of satisfaction among those who seek customer service for critical service delivery features
- Determine customer service call patterns with regard to the purpose and volume of calls.
- Determine level of satisfaction with various issues, including:

- Telephone and field representatives
- Problem resolution
- District communication efforts
- Bill payment process
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public outreach programs.
- Compare the results of this survey, as relevant and appropriate, with the results of the 2008, 2006, and 2005 Call Center Customer Services Satisfaction Survey and the 2012 Residential Customer Satisfaction and Awareness Survey (General Survey), where comparable and applicable.

Sample

The survey was conducted by a random telephone sample of 303 respondents and secured a margin of error of +/-5.4 percent @ the 95 percent confidence level. This figure represents the widest interval that occurs when the survey question represents an approximate 50 percent-50 percent proportion of the sample. When it is not 50 percent-50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 49.2 percent of respondents would be interested in receiving their bill by e-mail. This means that there is a 95 percent chance that the true proportion of those who actually would be interested is between 43.8 percent and 54.6 percent (49.2 percent +/- 5.4 percent).

The survey sample of 303 was randomly drawn from 5,184 customers who have made at least one customer service call to the Otay Water District in the past 6 months. When respondents asked about who was sponsoring the survey, they were told “this project is sponsored by the Otay Water District, and it is about issues related to improving customer service.” This information was provided to 60 percent of the respondents.

The survey was conducted in both English and Spanish. Spanish language respondents comprised approximately 6 percent of the survey population. The distribution of respondents according to gender was 40 percent male and 60 percent female. Regarding the type of water customer, 99 percent are residential customers and 1 percent is business customers.

The survey was conducted from March 23, 2012 to April 6, 2012. Cooperation among those eligible respondents who were actually contacted was 54.2 percent (**Table 1**).

This report is divided into six essential information components as follows:

- Demographic statistics/respondent characteristics
- Overall satisfaction with customer service
- Satisfaction with field service
- Purpose of customer calls

- Issues regarding the bill payment process
- Communication with the Otay Water District

Table 1 Otay Water District 2012 Call Center Survey Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	1872
Busy	43
Answering Machine	940
Call Back	378
Language Barrier	38
Total Unknown	3271
Ineligible	
NQ No Service Call	275
Disconnect	122
Fax/Wrong Number	130
Refusal	256
Total Ineligible	783
Eligible	
Complete	303
Cooperation Rate: Complete/Complete + Refusal	
	54.2%
Percent in Spanish	
	2.3%

Each section of the report will begin with a very brief abstract, or summary of highlights within the ensuing section, in order to orient the reader to what is to follow. Charts have been prepared for each of these major components depicting the basic survey results. Subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, and residential tenure in the community, different income categories, and ethnicity of residents of the service area are presented in succinct bulleted format when statistical significance and relevance warrants such treatment. Lists of open-ended responses to survey questions are contained in the Appendices.

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2 presents selected demographic and sampling characteristics of the survey respondents (customers who made calls to the customer services unit of the Otay Water District during the past 6 months). These characteristics are compared for three distinct Call Center Surveys: the current 2012 Survey, the 2008 Survey, and the 2006 Survey.

In the current survey, respondents are predominantly White (43 percent) and Hispanic/Latino (41 percent) and earn an annual median household income of \$73,100 (29 percent earning \$100,000 or more and 8 percent earning under \$25,000). They have a median age of 47 years and have been customers of the

Table 2 Respondent Characteristics Call Center Surveys			
Characteristic	2012	2008	2006
Ethnicity			
White	43%	33%	49%
Hispanic/Latino	41%	44%	34%
Asian/Pacific Islander	8%	13%	9%
Black/African-American	6%	9%	7%
Middle Eastern/Native American/Other	2%	1%	1%
Annual Household Income			
Median	\$73,100	\$66,400	\$72,600
% over \$100,000	29%	22%	14%
under \$25,000	8%	5%	4%
Age			
Median	47 years	43 years	44 years
Years Customer of Otay Water District			
Median	8 years	5 years	8 years
Education			
High School or Less	19%	20%	22%
At Least One Year College, Trade, Vocational School	30%	34%	24%
Bachelor's Degree	39%	35%	35%
At Least One Year of Graduate Work	12%	11%	18%
Own/Rent			
Homeowner	72%	69%	80%
Renter	28%	31%	20%
Persons per Household			
Mean	3.72	3.77	3.65

Otay Water District for a median of 8 years. Among these respondents, 51 percent possess a Bachelor's degree or more, with 19 percent having a high school education or less. Survey respondents are predominantly homeowners (72 percent) with a mean household size of 3.72.

- The following comparisons among the current survey respondent characteristics and those in the 2008 and 2006 Call Center Surveys are relevant: The proportions of Whites and Latinos are quite similar in the current survey; in 2006 and 2008, there is considerable divergence within the White and Latino population proportions.
- The proportion of respondents who earn over \$100,000 and under \$25,000 has grown since 2006.
- The customer callers are becoming older and their tenure within the District has increased since 2008.
- The population proportions associated with a high school education or less and the proportion of the population with a bachelor's degree have stabilized over the last three survey periods.
- Homeownership and household size remain stable since 2008.

Table 3 presents and compares selected demographic and sampling characteristics of the survey respondents for two distinct 2012 Otay Water District surveys: the 2012 Call Center Survey and the 2012 General Customer Service Survey. The Call Center Survey is based upon customers who called the Otay Water District Customer Services Center within the last 6 months while the latter survey represents the entire customer base of the Otay Water District.

Respondents of the Call Center survey are 12 percent less White than is the general survey population and correspondingly more Hispanic/Latino (14 percent more). Call Center survey respondents have a lower annual income level than the general survey respondents (\$73,100 median for Call Center respondents--\$6,800 lower than for the general survey). Call Center survey respondents have been customers of the Otay Water District for a shorter period of time than the general population (median of 8 years for Call Center and 12 years for general). Renters play a significantly greater role in Call Center activity (28 percent) than they are represented in the total population (9 percent), and they have a higher mean household size of 3.72 versus 3.12 in the General Survey.

Table 3
Respondent Characteristics
2012 Call Center and 2012 General Customer Surveys

Characteristic	2012 Call Center	2012 General Customer
Ethnicity		
White	43%	55%
Hispanic/Latino	41%	26%
Asian/Pacific Islander	8%	10%
Black/African-American	6%	5%
Middle Eastern/Native American/Other	2%	4%
Annual Household Income		
Median	\$73,100	\$79,900
% over \$100,000	29%	28%
% under \$25,000	8%	6%
Age		
Median	47 years	53 years
Years Customer of Otay Water District		
Median	8 years	12 years
Education		
High School or Less	19%	17%
At Least One Year College, Trade, Vocational School	30%	32%
Bachelor's Degree	39%	34%
At Least One Year of Graduate Work	12%	17%
Own/Rent		
Homeowner	72%	91%
Renter	28%	9%
Persons per Household		
Mean	3.72	3.12

Satisfaction with Customer Service

SUMMARY: According to the 2012 General Survey of all customers of the Otay Water District, a survey conducted just prior to the 2012 Call Center Survey, it is reported that 9 percent of customers have contacted customer services during the 6 months that immediately preceded the survey. This is consistent with the results of the 2008 Call Center Survey where 10 percent called Customer Service 6 months prior to the Survey but less than the percentage of callers in the 2009 and 2011 General Surveys (17 percent each).

Customer service callers rate the overall quality of customer service as very high –83 percent rate it as excellent (56 percent) or good (26 percent). This is consistent with the high rating provided by customers in the 2008 Call Center Survey, where 82 percent of the callers rated their satisfaction with customer services favorably. Based upon the 2012 General Survey, customers who made calls to the Call Center were also highly satisfied with customer service (80 percent in that same favorable range).

Between 81 and 87 percent of customer service callers feel very satisfied or somewhat satisfied regarding the 4 service features presented in the survey: knowledge and expertise of the service representative, courtesy of the service representative, ability to reach service representative, and satisfaction in getting their problem solved. Similarly high levels of satisfaction were found regarding these features in the 2005, 2006, and 2008 Call Center Surveys.

Callers make an average of 1.4 calls per issue to customer service (a decrease from the 1.6 calls per issue reported in the 2008 Call Center Survey and 1.8 calls in 2006), with 77 percent of all callers having their issue resolved in one call. Among the 23 percent who make more than one call, 14 percent of them had their problem ultimately resolved, leaving 9 percent of callers with unresolved issues. This represents an improvement over the findings of the 2008 survey where about 21 percent of those who made one call had their problem ultimately resolved and 13 percent of callers were left with unresolved issues. Resolution of problems that customers of the Otay Water District call about impacts satisfaction more than does the number of calls required to achieve resolution. Further, overall satisfaction parallels the lowest rated of service characteristics, thereby making each of these features critically important to overall satisfaction

Customer service callers to the Otay Water District compare the District very favorably to other authorities and utilities that bill monthly, with 41 percent of the customer callers saying that the District is the best among monthly service providers. This rating is consistent with the 2008 Call Center Survey where 39 percent rated the District as the best.

Chart 1 shows that 9 percent of all customers in the Otay Water District called the Customer Service Call Center in the past 6 months. This information is derived from the 2012 General Survey and is consistent with the results in 2008 where 10 percent called customer service, but less than the General Surveys of 2009 and 2011 (years when no Call Center Survey was conducted—17 percent each). In these most recent two survey periods where both surveys were conducted (2008 and 2012), the percentage of customers who called customer service is about one-half the percentage of those who called in 2006 and 2005 –18 percent and 19 percent respectively.

Chart 1
Percent of District Customers Who Called Customer Service in Past 6 Months

Note: 2005 pertains to preceding 12 months
 Source: 2005, 2006, 2008, 2012 General Customer Surveys

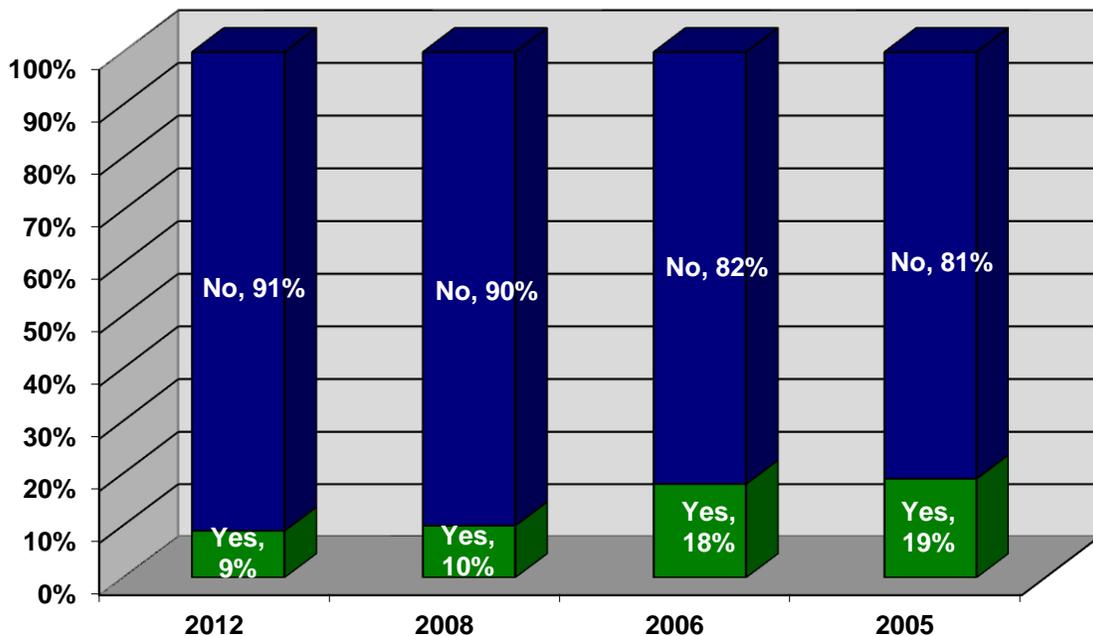
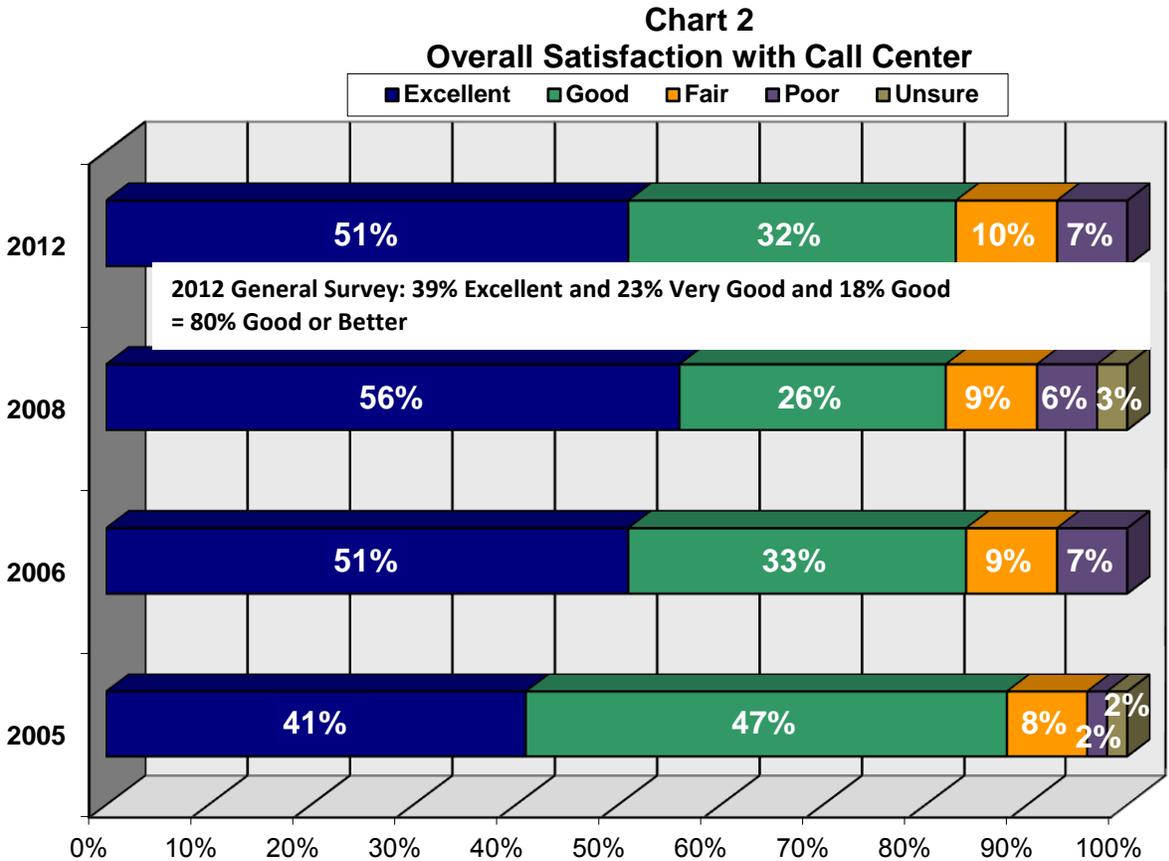


Chart 2 indicates that 83 percent of the customer service respondents rate the overall quality of customer service as excellent (51 percent) or good (32 percent). These ratings are consistent with the high levels of satisfaction expressed in the 2008 Call Center Survey, where 82 percent of the callers rated their satisfaction with customer service favorably, and 2006 Call Center Survey (84 percent). Those who made such calls among General Survey respondents were also highly satisfied with customer service with 80 percent in the positive range (39 percent excellent, 23 percent very good, and 28 percent good). On a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied, the mean rating is 1.73, which is slightly less favorable than, but not statistically different from, the mean of 1.65 reported in the 2008 Survey.

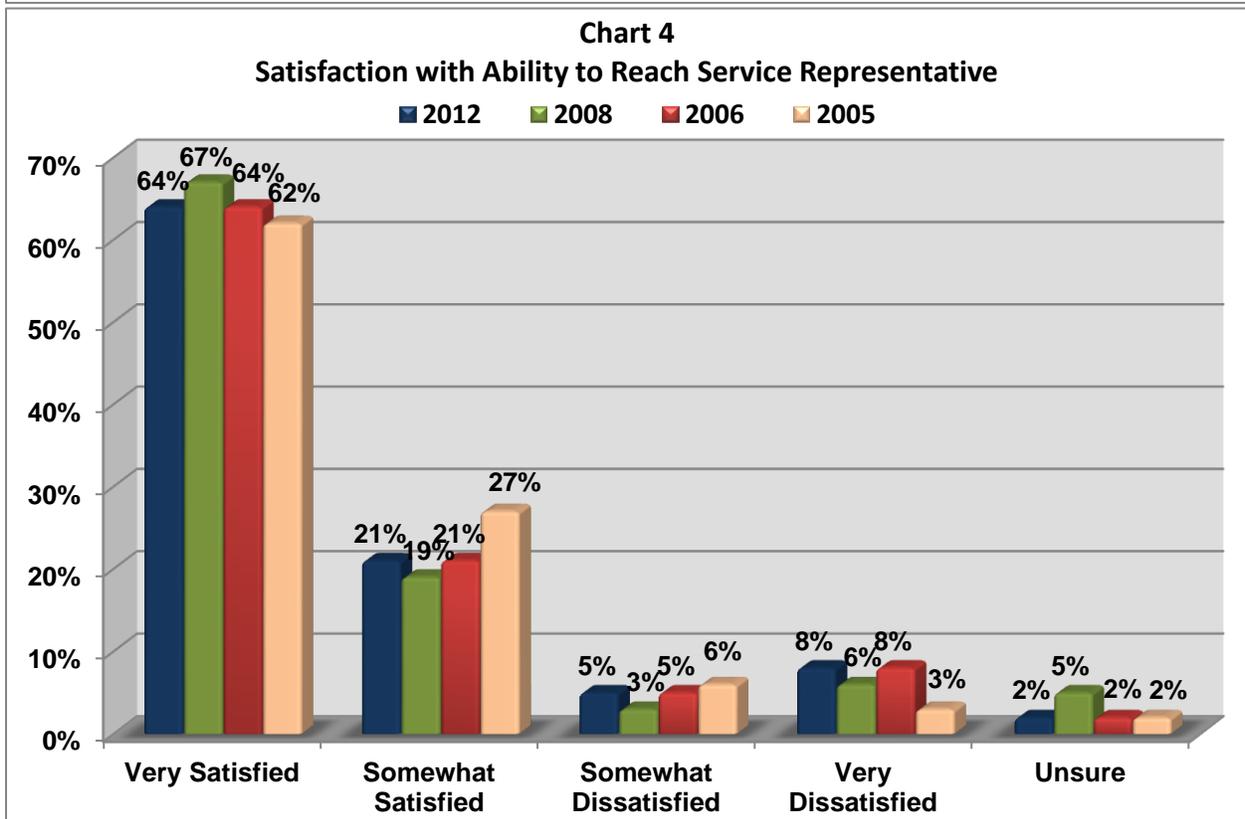
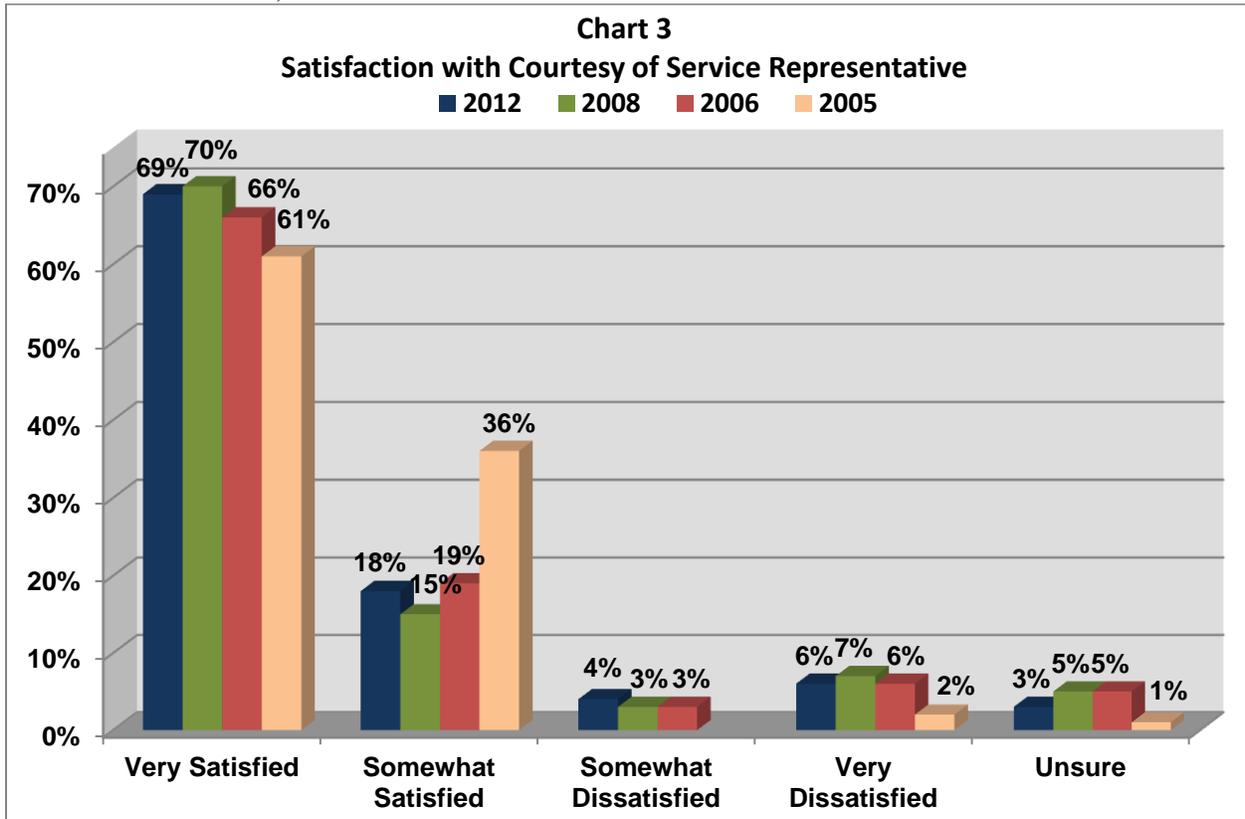


Charts 3 through 6 show that there is a high level of satisfaction regarding four particular customer service features. Specifically, at least 85 percent of those who made customer calls feel either very satisfied or somewhat satisfied with the following three features: courtesy of service representative (87 percent) (**Chart 3**), ability to reach representative (85 percent) (**Chart 4**), and the knowledge and expertise of service representative (85 percent) (**Chart 5**). Customer callers also indicate a high level of satisfaction with the issue of getting their problem resolved – 81 percent either very satisfied or somewhat satisfied (**Chart 6**). Similarly high satisfaction ratings were expressed regarding these features in the 2005, 2006, and 2008 Call Center Surveys.

The following subgroups are particularly satisfied with their ability to reach a service representative (scale of 1 to 4, where 1 = very satisfied and 4 = very dissatisfied).

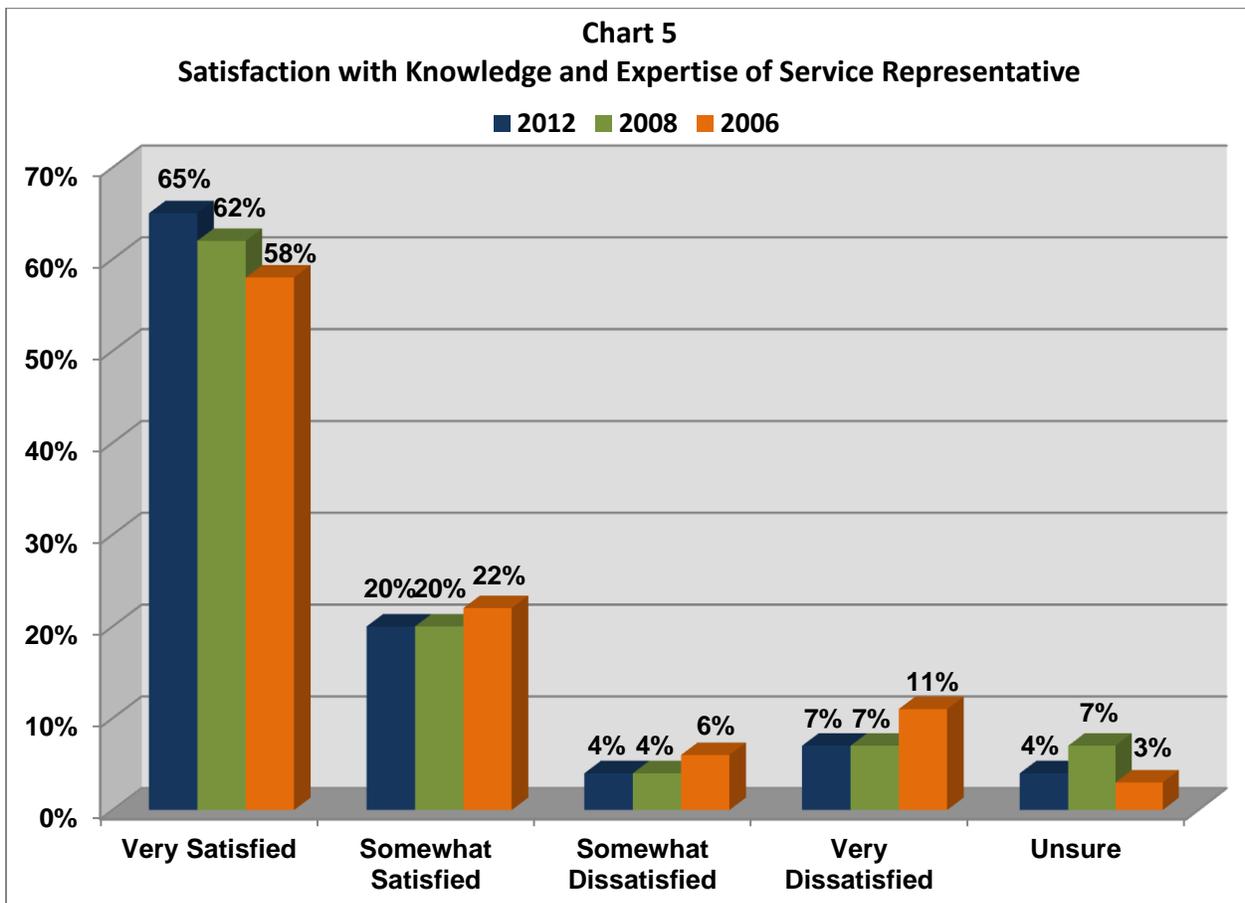
- Younger customers (18 – 34 – mean of 1.34) versus older customers (65 and over – mean of 1.81).
- Larger households of 4 or more persons (mean of 1.39) versus smaller households of 1 to 3 persons (mean of 1.72).
- Customers with higher income levels (\$50,000 or more – mean of 1.42) versus customers with lower income levels (under \$25,000 -- mean of 2.11).

- More recent customers (2 years or less – mean of 1.36) versus longer term customers (6-10 years – mean of 1.78).



The following subgroups are particularly satisfied with the knowledge and expertise of their service representative (scale: 1 to 4, where 1 = very satisfied and 4 = very dissatisfied).

- Customers with higher income levels (\$100,000 or more – mean of 1.30) versus customers with lower income levels (under \$25,000 – mean of 1.83).
- Younger customers (18 – 34 years of age – mean of 1.40) versus older customers (65 and over – mean of 1.81).
- Short term residents (2 years or less – mean of 1.32) versus longer term residents (6-15 years—mean of 1.70).



The following subgroups are particularly satisfied with getting their problem resolved through a Call Center representative (scale 1 to 4, where 1 = very satisfied and 4 = very dissatisfied):

- Larger households of 4 or 5 persons (mean of 1.49) versus smaller households of 1 or 2 persons (mean of 1.91).
- Customers with incomes of \$25,000 or more (mean of 1.48) as opposed to customers with incomes of under \$25,000 (mean of 3.17).
- Customers with a bachelor's degree or less (mean of 1.53) versus customers with at least one year of graduate work (mean of 2.10).

- Customers 64 years of age and younger (mean of 1.54) as opposed to customer who are 65 years of age and older (mean of 2.07).

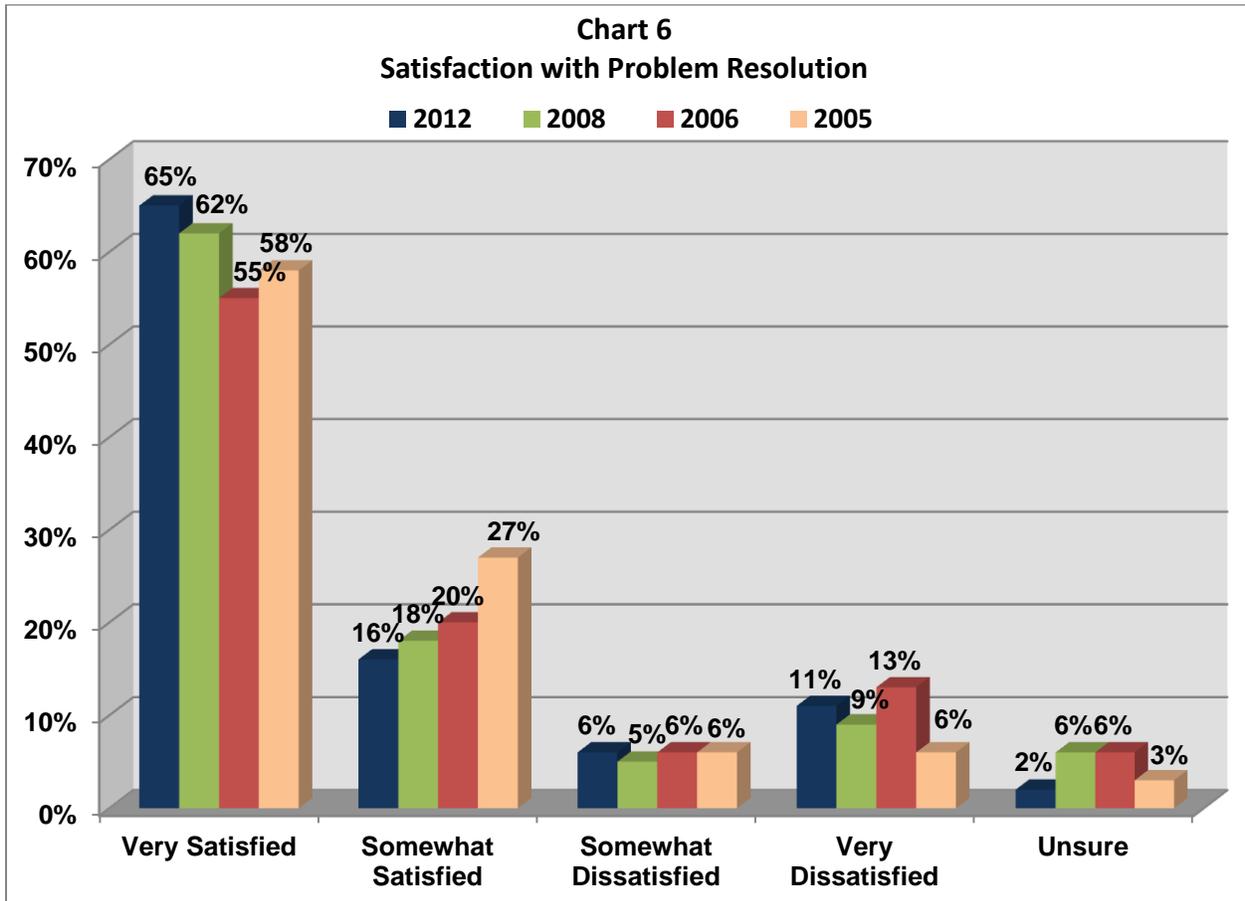


Chart 7 indicates that customer callers make an average of 1.4 calls per issue to customer service. This represents a steady decline in the mean number of calls reported in the 2006 and 2008 Call Center Surveys, where callers indicated they made 1.8 and 1.6 calls per issue, respectively. Over three-fourths (77 percent) of customer callers had their issue resolved in one call – an improvement over the results of the 2008 and 2006 Call Center Surveys where 72 percent and 71 percent respectively achieved resolution in one call. Among the 23 percent who make more than one call, 14 percent of them had their problem ultimately resolved, leaving only 9 percent of callers with unresolved issues. These findings represent an improvement over the findings from the 2006 Call Center Survey where about 21 percent of those who made more than one call had their problem ultimately resolved and 7 percent of callers were left with unresolved issues.

Chart 7
Number of Calls Required to Resolve Issue
 (Mean number of calls: 2012 = 1.4 2008 = 1.6 2006 = 1.8)

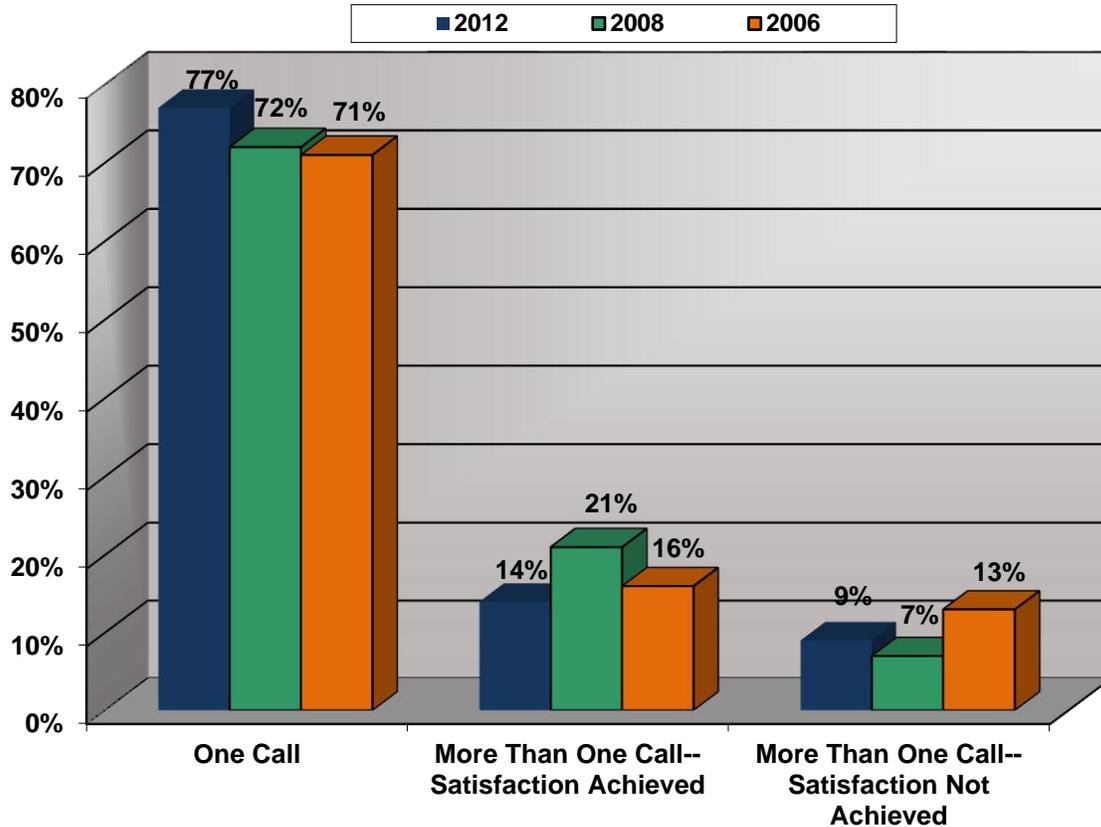


Table 4 shows that customer callers whose question/problem was resolved after one call or after two or more calls are more likely to be satisfied with the customer service features than are customer callers whose question/problem was not resolved. Most interesting within this finding is that it is resolution of the problem that ultimately impacts satisfaction more than number of calls. The decline in satisfaction between one call to resolution and two or more calls to resolution is considerably less than the drop-off when resolution is not achieved. Also interesting is how much the overall satisfaction is impacted by and parallels the lowest rated of the characteristics. (The means reported in **Table 4** are based on a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied). It is noteworthy that these findings are consistent with the results of the 2008 Call Center Survey.

Table 4 Satisfaction with Service Characteristics Based upon Number of Calls and Resolution of Problem (1 = very satisfied and 4 = very dissatisfied)			
Service Characteristic	Problem resolved after one call	Problem resolved after 2 or more calls	Problem not resolved
Ability reach representative	1.38	1.73	2.62
Courtesy service representative	1.32	1.56	2.52
Knowledge of service representative	1.35	1.51	2.90
Getting problem resolved	1.43	1.57	3.34
Overall quality of service	1.53	1.84	3.14

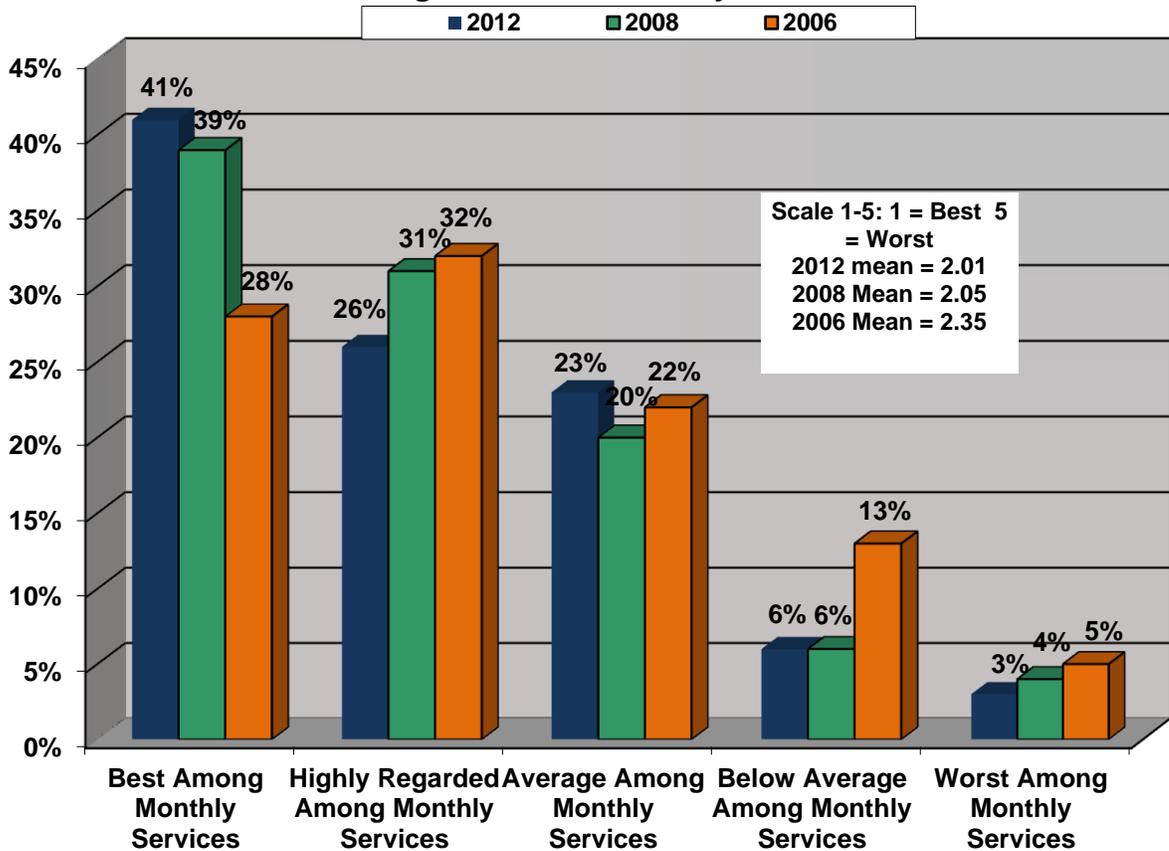
Customer service callers also gave high ratings to the Otay Water District in comparison to other utilities (e.g. cable service, electricity) that bill monthly. **Chart 8** shows that over two-fifths (41 percent) of the customer callers rate the customer services of the Otay Water District as the best. This rating is quite consistent with the rating in the 2008 Call Center Survey (39 percent). However, both the 2008 and 2012 ratings are considerably higher than the 2006 rating, where 28 percent rated the Otay Water District as the best. In the current survey, another 26 percent think highly of the District’s customer services relative to the service provided by similar companies. The customers rate the Otay Water District well above average with a mean of 2.01 on a scale of 1 to 5 where 1 = the best and 5 = the worst. These ratings represent an improvement over the ratings in the 2006 and 2008 Call Center Surveys, where the overall mean rating was 2.35 and 2.05 respectively.

Satisfaction with Field Service

SUMMARY: *Only 13 percent of customer service callers required a field visit to their property – a 5 percent decrease from the findings of the 2008 Call Center Survey. This 13 percent equates to only 41 field service visits reported by the survey participants. There has not only been a decline in this number since 2008 but also from 2006. Over three-fourths of these callers who required field service (76 percent) rate their overall experience with the service of field representatives as either excellent or good. This is consistent with the rating in the 2008*

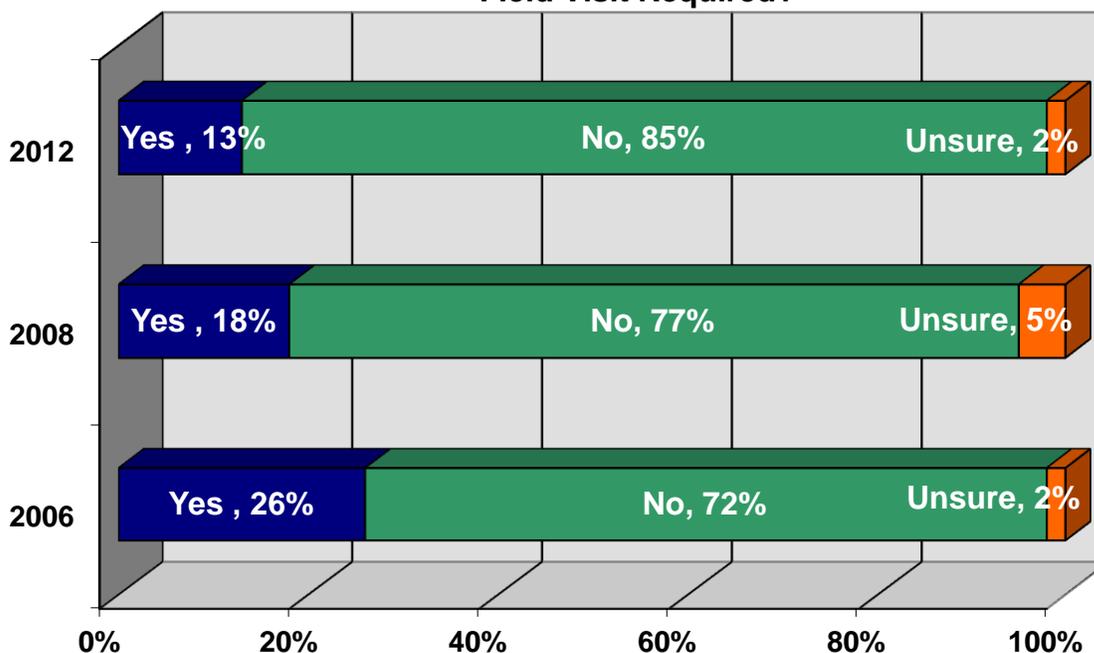
Call Center Survey where 77 percent rated overall field service as favorable. Approximately three-fourths of callers who required a field visit are either very satisfied or somewhat satisfied with the amount of time needed for service at the property (71 percent), the time required to come to the property (71 percent), and the outcome of the field service (78 percent). Once again, lack of resolution of the problem impacts satisfaction significantly more than does the number of calls required to achieve resolution.

**Chart 8
Comparative Ranking of Otay Water District Call Center Service
Against Other Monthly Services**



Only 13 percent of customer service callers (41 respondents) required a field visit to their property – a 5 percent decrease from the findings of the 2008 Call Center Survey (**Chart 9**). In fact, there has been a steady decline in the percentage of callers who require a field visit since 2006, when over one-fourth (26 percent) required a field visit. In 2012, there were more field visits pertaining to service connection and fewer for repairing leaks.

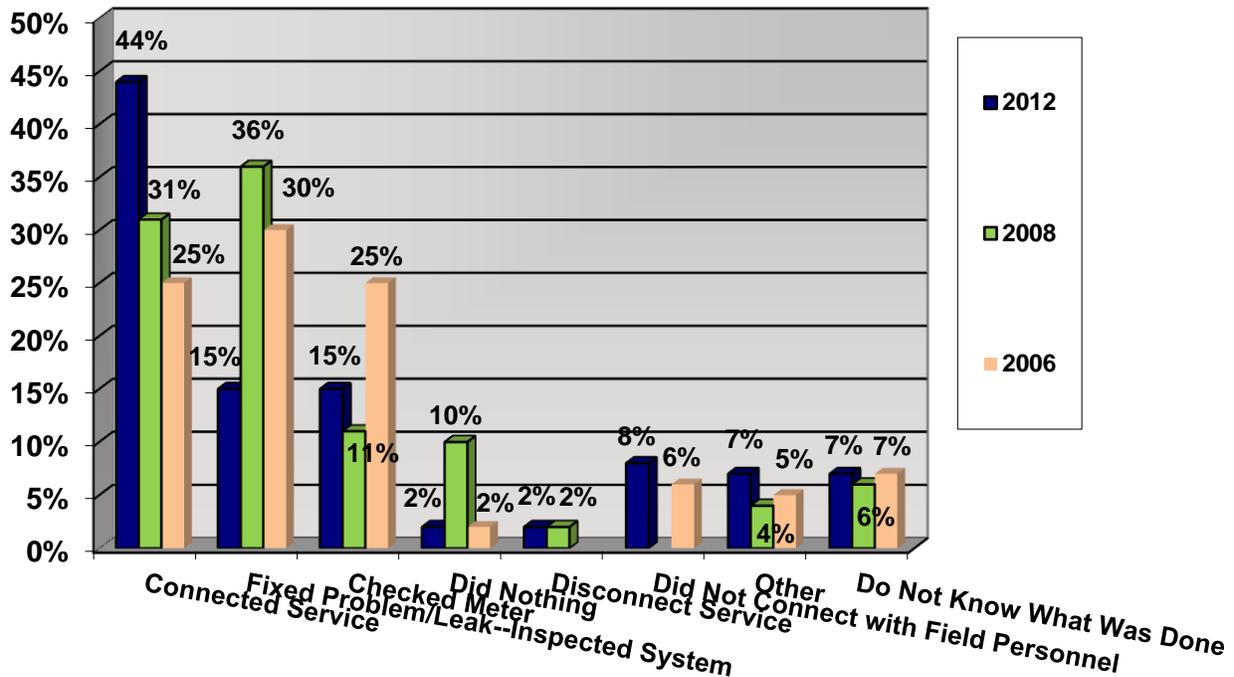
Chart 9
Field Visit Required?



Among those 41 respondents who required a field visit, customers said that the field representative mostly connected the service or turned on the water (44 percent) – a considerably higher percentage for this type of service call than in either the 2006 Survey (25 percent) or the 2008 Survey (31 percent) (**Chart 10**). Another 15 percent of callers called a field representative to fix a problem such as a leak or to inspect the system. This percentage is much lower than the associated findings in 2006 and 2008 Surveys, where 30 percent and 36 percent respectively called a field representative for this purpose. In the 2012 Call Center Survey, another 15 percent of those who called a field representative did so to have their meter checked – a percentage that is consistent with the 2008 Call Center finding (11 percent) but much lower than the 2006 result (25 percent).

Chart 11 demonstrates that over three fourths (76 percent) of the 41 callers who required field service rate their overall experience with the service of field representatives as either excellent (54 percent) or good (22 percent). This favorability rating is largely consistent with the results of the 2008 survey in that 77 percent rated their overall satisfaction as either excellent or good.

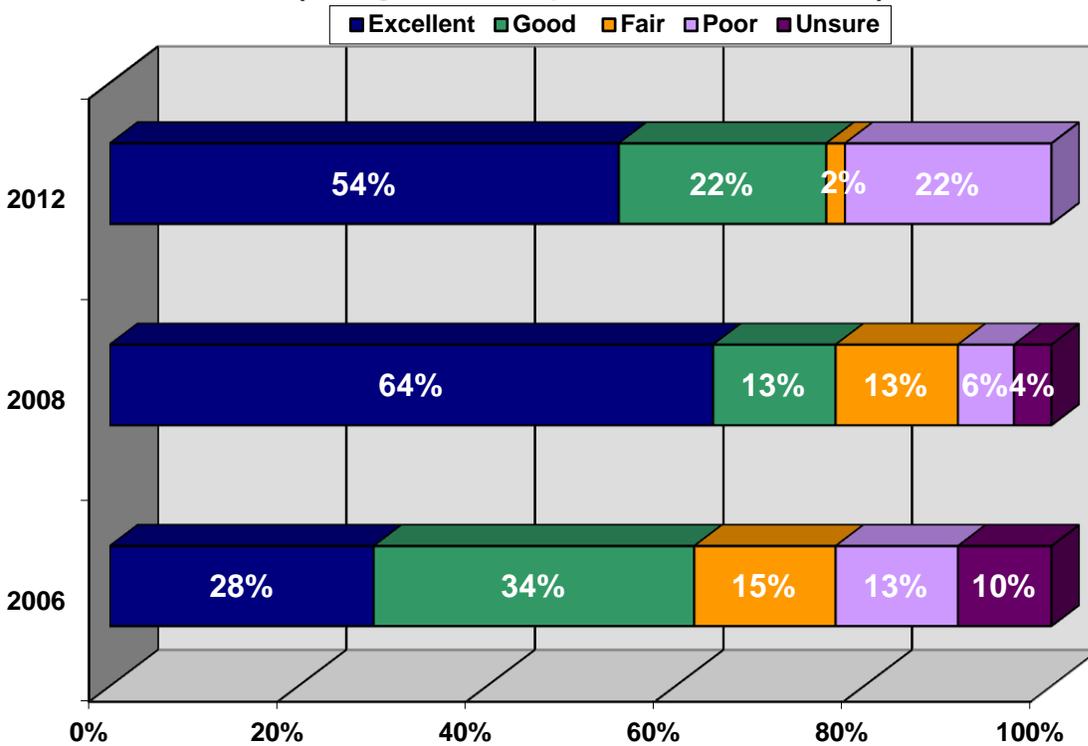
Chart 10
Service Performed by Field Rep
 (among 13% that required field service -- n = 41)



There are two considerations in **Chart 11** that merit some mention. First, there is a decrease of 10 percent since 2008 in the percentage who rated their field service experience as excellent and there is an increase since 2008 in the percentage who rated this experience as poor -- from 6 percent in 2008 to 22 percent in 2012. Again, however, it must be noted that there are only 9 respondents who constitute this 22 percent (9 out of 41) and caution is urged before using so small a sample to draw reliable conclusions. On a scale of 1-4, where 1 = excellent and 4 = poor, the mean satisfaction rating in the current 2012 Survey is 1.93. This represents a decline from the rating in the 2008 Call Center Survey where the mean satisfaction rating was 1.59. The current mean reverts to the satisfaction level of 2006 – mean of 2.14.

- Customers with higher income levels are more likely to be generally satisfied with their field service experience than are customers with lower income levels (\$100,000 - \$150,000 – mean of 1.00); (\$25,000 - \$50,000 – mean of 2.33) (scale: 1 to 4, where 1 = very satisfied, 2 = somewhat satisfied, 3 = somewhat dissatisfied, and 4 = very dissatisfied).

Chart 11
Overall Satisfaction with Field Service
 (among 13% that required field service--n = 41)

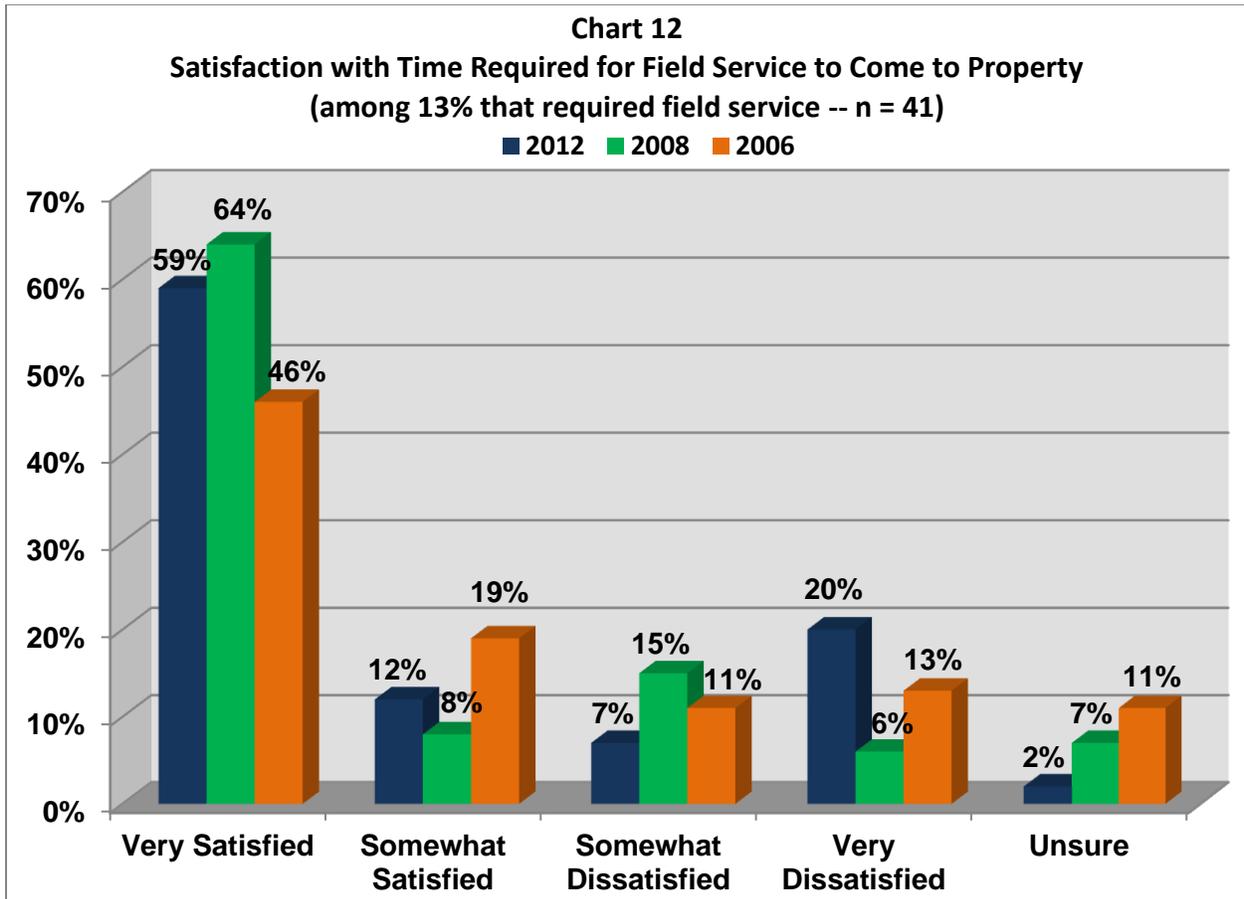


Charts 12 to 14 show the level of satisfaction with specific features of field service experienced by this limited number of customer callers that required field service. **Chart 12** indicates that more than 7 in 10 callers (71 percent) feel either very satisfied (59 percent) or somewhat satisfied (12 percent) with the time required to come to the property. This is consistent with the level of satisfaction found in the 2008 Call Center Survey regarding this issue. **Chart 13** shows that 71 percent of customer callers are also either very satisfied (59 percent) or somewhat satisfied (12 percent) with regard to the amount of time needed for service. This represents a decline in satisfaction since 2008, where over four-fifths (81 percent) of callers expressed satisfaction on this issue. According to **Chart 14**, nearly four-fifths (78 percent) of customer callers are either very satisfied (63 percent) or somewhat satisfied (15 percent) with the outcome of their field service experience. This current result is slightly lower than the satisfaction level reported in the 2008 Call Center Survey (83 percent). The satisfaction ratings in both the 2012 and 2008 Call Center Surveys regarding these specific features of field service are higher than the satisfaction ratings reported in the 2006 Call Center Surveys.

- Customers with higher income levels are more likely to be satisfied with the outcome of their field service than are customers with lower income levels (\$100,000 - \$150,000 – mean of 1.00);

(\$25,000 - \$50,000 – mean of 2.11) (scale: 1 to 4, where 1 = very satisfied, 2 = somewhat satisfied, 3 = somewhat dissatisfied, and 4 = very dissatisfied).

- Customers with higher income levels are more likely to be satisfied with the amount of time the field service representative is needed at their property than are lower income levels (\$100,000 to \$150,000 – mean of 1.00); (\$25,000 - \$50,000 – mean of 2.13).

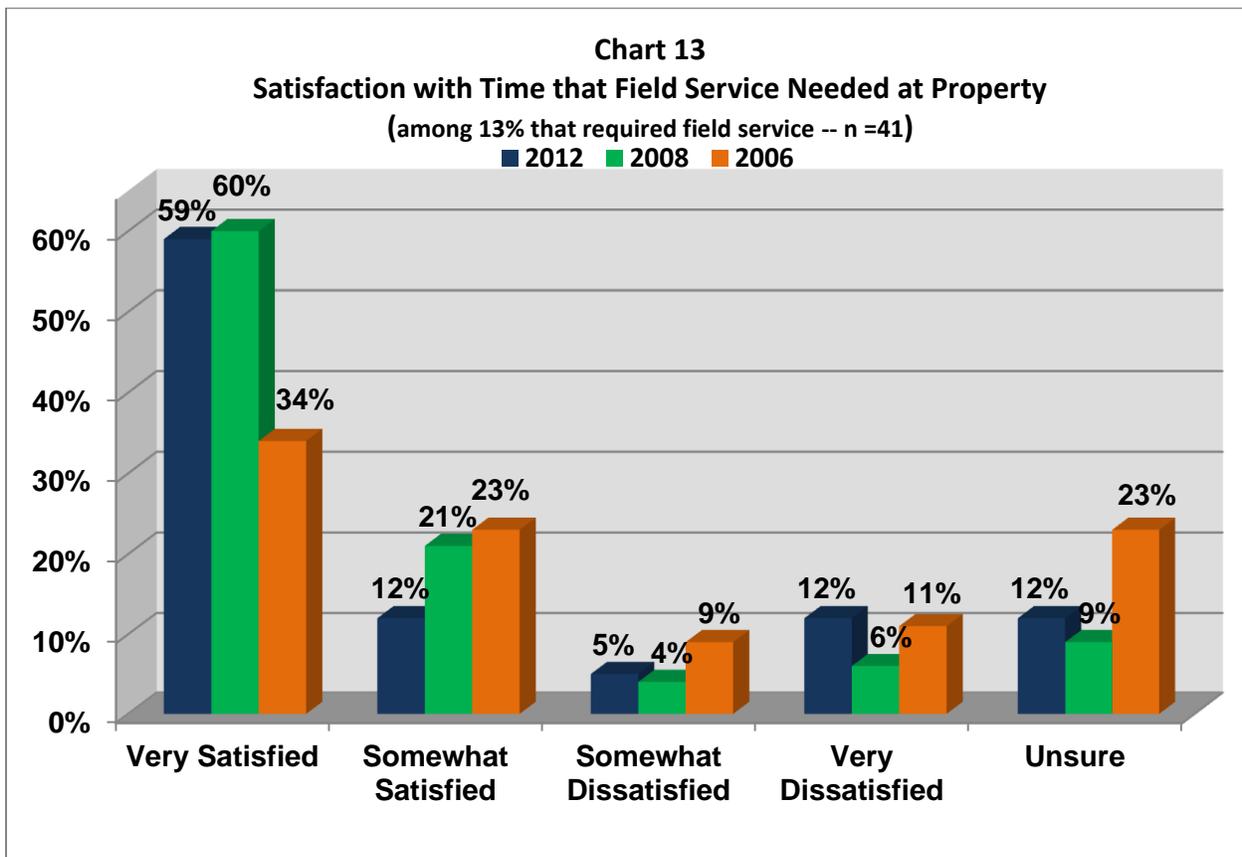


Charts 11-14, as has been discussed, do show higher degrees of dissatisfaction with field service than in the past, and, although the small sub-sample does reduce significantly the extent to which this information should be relied upon in policy decisions, it is worthwhile to further examine these respondents and their responses. What is important to note is that these 9 respondents will be blended into the much larger sample of 303 total respondents for questions that all respondents answer, but that they will be very evident in small sub-samples such as the 41 persons who required field service. It is interesting, therefore, that these 9 respondents do seem to be indiscriminant in their protestations. That is, they are dissatisfied with everything in the survey and may be registering an ill-will against the District that is more general. For example,

- 6 of the nine rate overall call center service as poor and the other 3 as fair;
- 8 out of 9 are very dissatisfied with their field service outcome—the other somewhat dissatisfied;

- 7 out of 8 are very dissatisfied with the time that it took for a representative to come to their property—the other somewhat dissatisfied;
- 4 out of 7 were very dissatisfied with the time that the representative spent at their property and one other was somewhat dissatisfied;
- 7 out of 9 were very dissatisfied with the accuracy of their bill
- 4 out of 9 were not at all confident in the accuracy of their meter and 3 others were “not too confident”;
- 5 of the 9 rated the Otay Water District as the worst of their monthly services, including gas and electric, cable television, telephone, garbage collection, and so forth;
- and not a single one of these 9 had noticed that the telephone system had changed.

It appears as if these responses, for whatever reason, are an attempt to deliver a broadside complaint without any real discrimination among the questions.



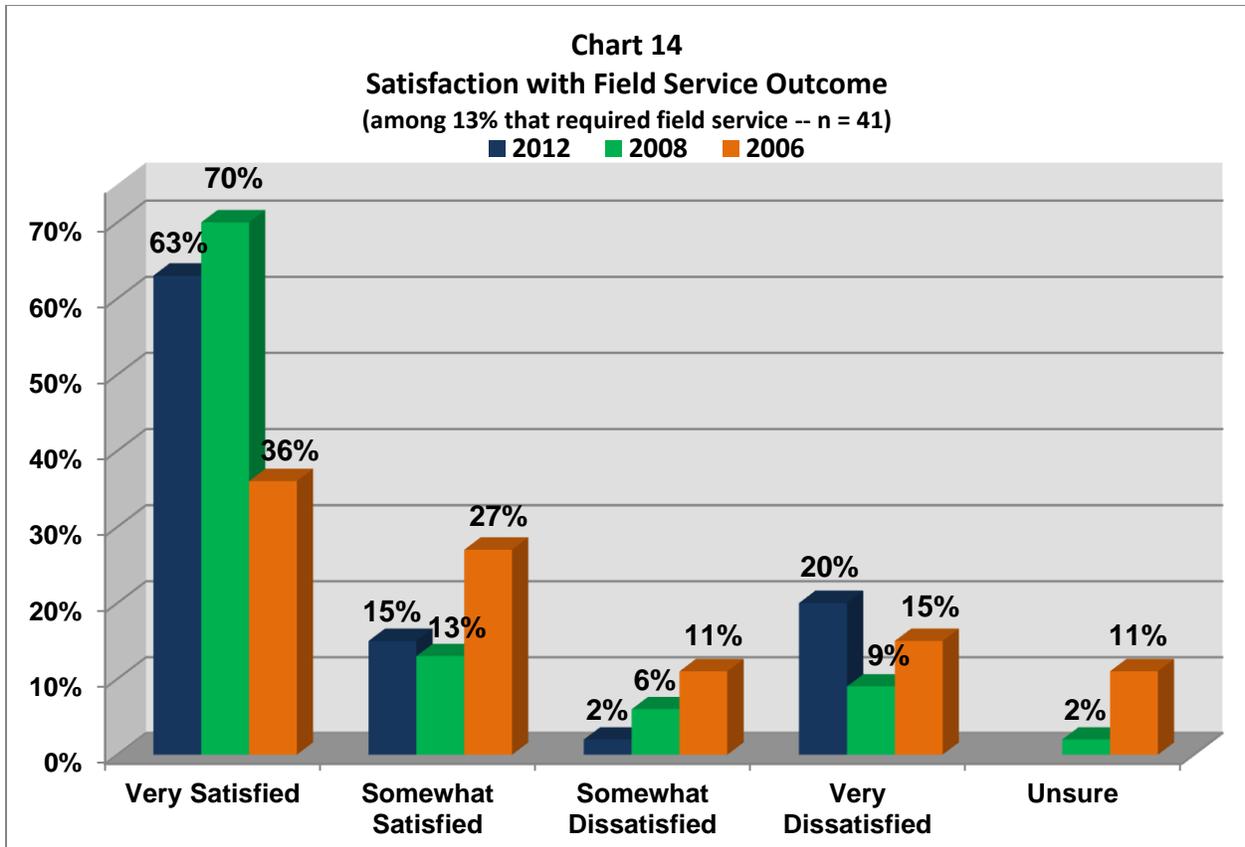


Table 5 demonstrates that customer callers who make one call to customer service before resolution are more likely to be satisfied with the various features of their field service experience than are callers who made 2 or more calls before resolution, and that callers who did not get their problem resolved are quite dissatisfied. Once

Service Characteristic	Problem resolved after one call	Problem resolved after 2 or more calls	Problem not resolved
Field Service Outcome	1.16	1.54	3.44
Time Required to Come to Property	1.32	1.62	3.28
Time Spent at Property	1.42	1.67	4.00
Overall quality of service	1.37	1.62	3.56

again, resolution looms larger than number of calls. The means reported are based on a scale of 1-4, where 1 = very satisfied and 4 = very dissatisfied. In 2008, a parallel result was found.

Purpose of Customer Calls

SUMMARY: *The main purpose of customer calls relates to billing issues (72 percent) while approximately one-quarter of the callers are associated with starting or stopping service. The remaining 4 percent are repair related. Using the 2008 Call Center Survey as a baseline, calls about the billing process are increasing (from 51 percent in 2008 to 72 percent in 2012); calls about starting and stopping service have decreased from 33 percent to 24 percent over the same period of time, as might be expected in a period of slow home sales. The percentage of customers who called about pipeline breaks in the current survey (54 percent) is considerably greater than what was reported in the 2008 survey where 24 percent called about pipeline breaks. There has been a decline, however, since 2008, among customer callers who are concerned about leaks and water supply problems to their homes.*

Of those customers who call about repairs, 34 percent call about suspected leaks, 40 percent call about pipeline breaks, and 13 percent are concerned about the supply of water to their home, including how to shut off their valve.

Non-repair calls as well as additional calls beyond the most recent one made by customers are largely for paying the water bill by phone, starting service, clarification of the bill, and customer concern that too much was charged for the water used.

Chart 15 shows that the main purpose of the most recent call relates to billing issues (72 percent); nearly one-fourth (24 percent) are associated with starting or stopping service, and the remaining 4 percent are repair related. **Chart 15** also provides comparative information from previous survey periods. Since the 2008 survey, calls related to billing issues have increased by 21 percent (from 51 percent in 2008 to 72 percent in 2012). Conversely, calls related to the starting and stopping of service as well as repair related calls have declined since 2008. The call patterns exhibited in the current survey are more closely associated with the call patterns in the 2005 and 2006 Call Center Surveys.

With regard to billing issues as the main purpose of the last call made to the Otay Water District, the following relationships are significant:

- Females (77 percent) call about billing issues more so than do males (64 percent).
- Customers whose income level is under \$100,000 call about billing issues more so than do those whose income level is \$100,000 and over.
- Longer term residents of the Otay Water District are more likely to call about billing issues than are the most recent residents (3 or more years – 82 percent versus 2 years or less – 56 percent).

**Chart 15
Main Purpose of Call**

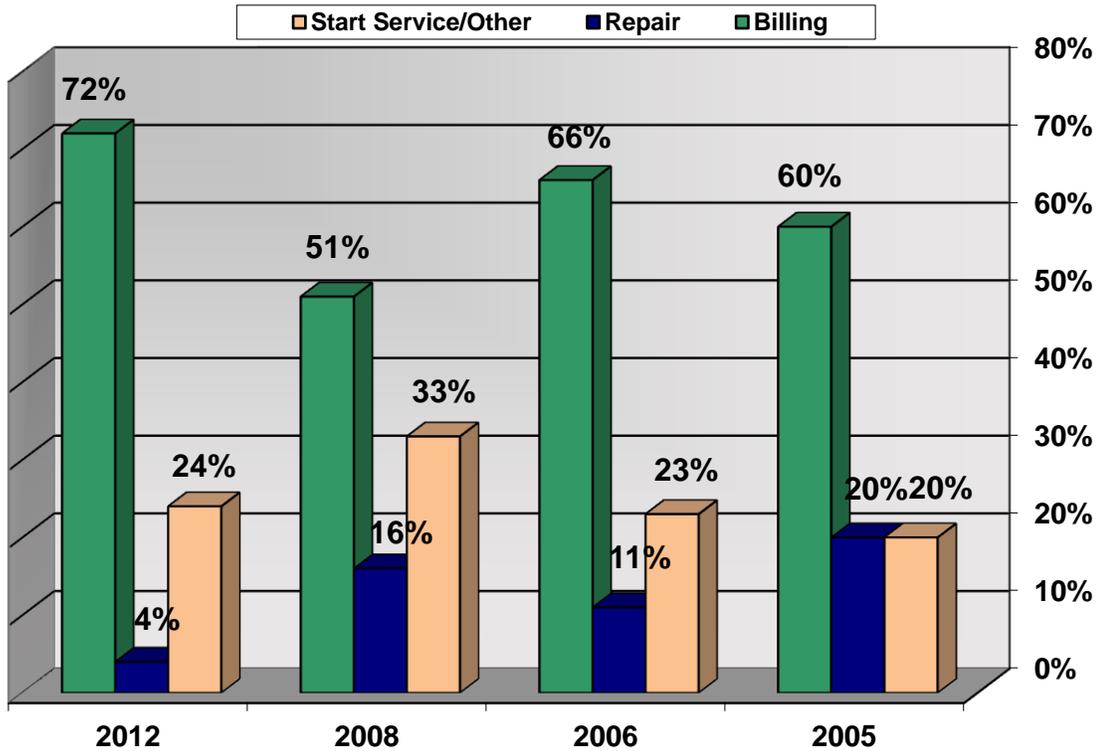


Chart 16 shows that among those customers who call about repairs, 40 percent call about pipeline breaks, 34 percent call about leaks, and another 13 percent are concerned about the supply of water to their home, including how to shut off their valve. The percentage of customers who called about pipeline breaks in the current survey is considerably greater than what was reported in the 2008 survey where 24 percent called about pipeline breaks. There has been a decline, however, since 2008, among customer callers who are concerned about leaks and connecting the water supply to their home.

Chart 17 indicates that, among those customers who made repair calls to the Otay Water District and those who made non-repair calls, more than one-half (53 percent) made an additional non-repair related call. This percentage has more than doubled since the 2006 and 2008 Call Center Surveys – 26 percent in 2006 and 23 percent in 2008.

Chart 16
Nature of Repair Call
 2005 only included two categories--pipeline break (including leak) and supply to home

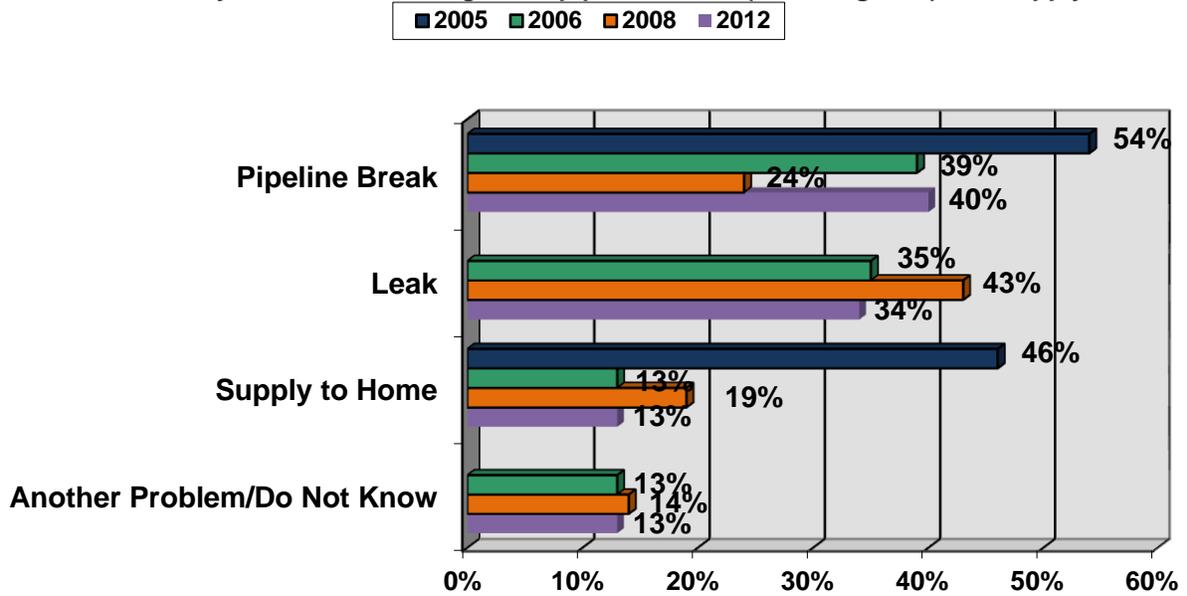


Chart 17
Make Non-Repair Call?
 (among 4% who made repair calls)

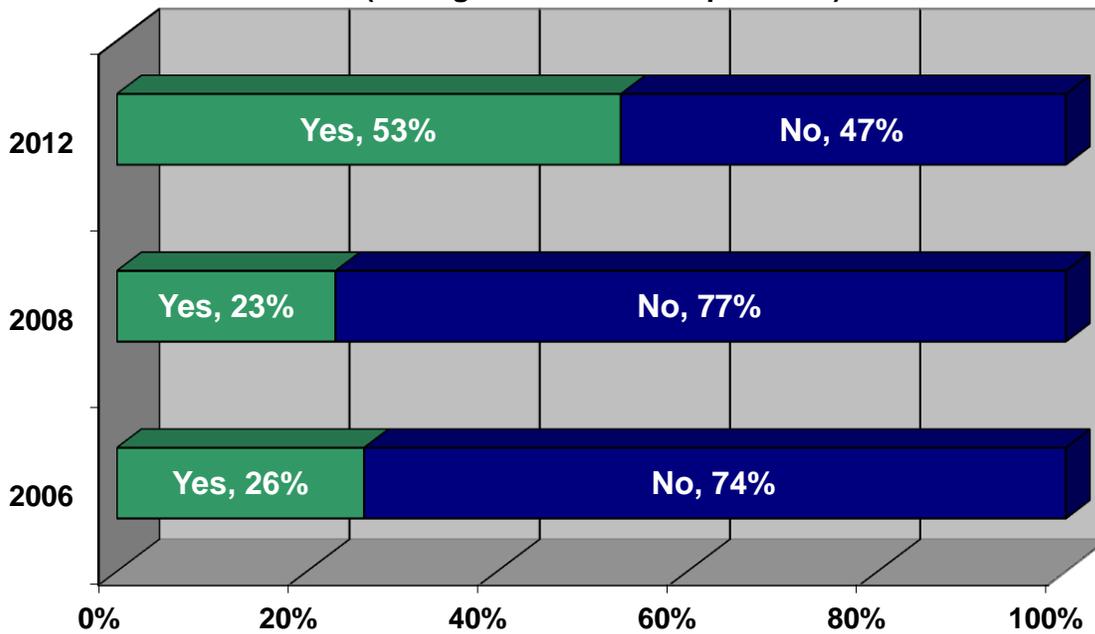


Chart 18 shows that the purposes for these additional non-repair calls included interest in paying the water bill by phone (22 percent), starting service (19 percent), clarification of the bill (16 percent), and customer concern that too much was charged for the water used (13 percent). In 2012, there is an increase over the 2008 percentage regarding callers who indicated that the purpose of their non-repair call was to pay their bill by telephone (22 percent in 2012 versus 13 percent in 2008). Conversely, there is a 7 percent decline since 2008 in calls made to clarify the bill (16 percent in 2012 versus 23 percent in 2008).

Chart 18
Purpose of Non-Repair Call
 (Among 93% of Callers Who Made Both Repair Calls and Non-Repair Calls or Only Non-Repair Calls)

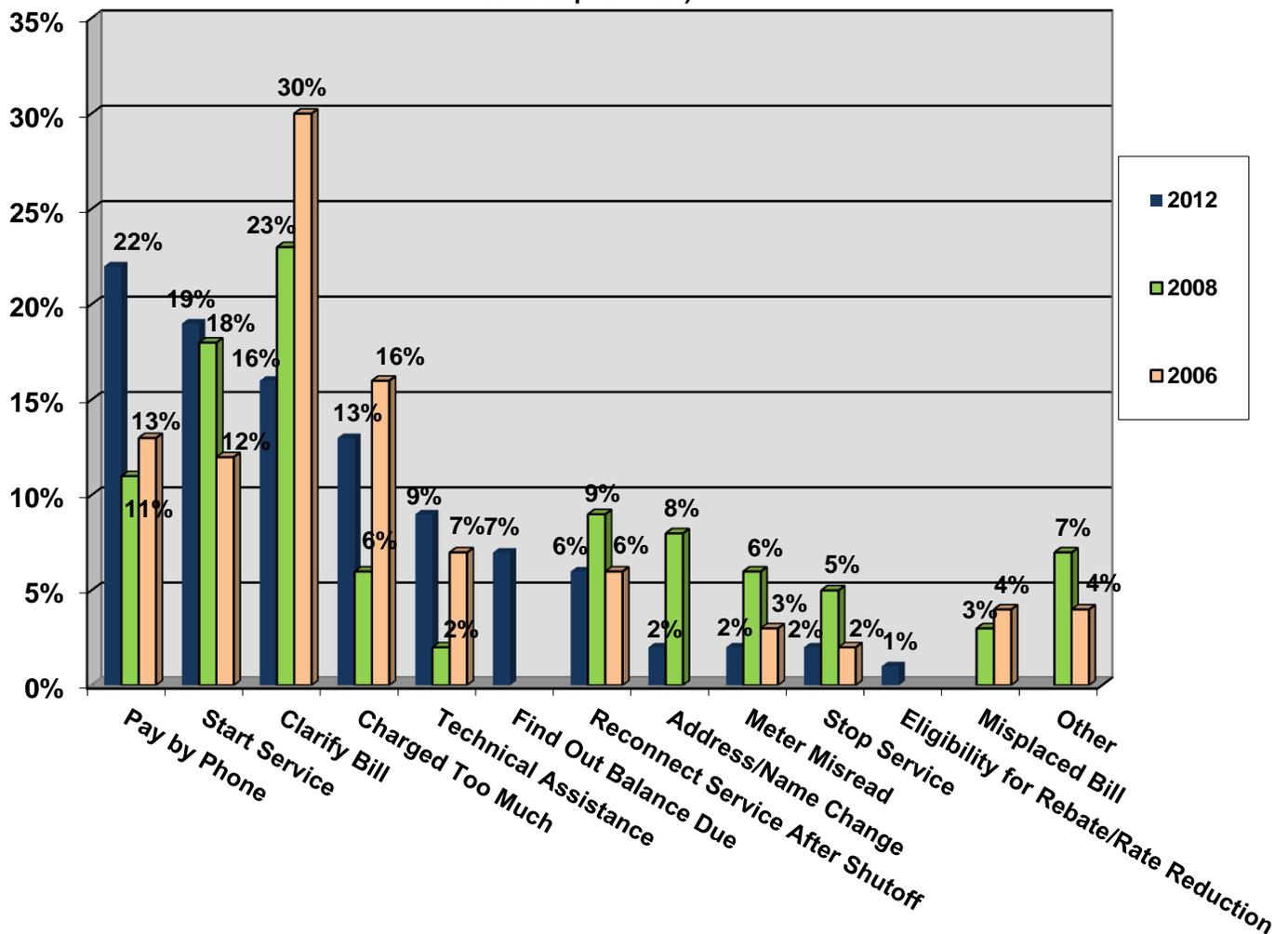


Chart 19 demonstrates that 16 percent of customer callers made yet another call (at least three calls if one was a repair call or two calls if non-repair) in the past 6 months. This call rate confirms a slight but steady decline in call rates for such additional calls made to the Call Center (from 24 percent in 2006 to 16 percent in 2012). Nearly one-third (32 percent) of these callers wish to make payments or to make payment arrangements. The relatively high percentage for this specific purpose (make payments) is unique to the current survey period – no one indicated this purpose in 2008 and only 6 percent responded as such in 2006. One-fourth (25 percent) of these callers wanted to clarify their bill and this is consistent with the 2008 Call Center Survey (26 percent). It is interesting that bill clarification in 2008 and 2012 represented less than one-half the call rate for this purpose reported in 2006 (56 percent). Others in the current survey made these additional calls to voice their concern over being charged too much and expressing the desire to start water service (11 percent each) (**Chart 20**).

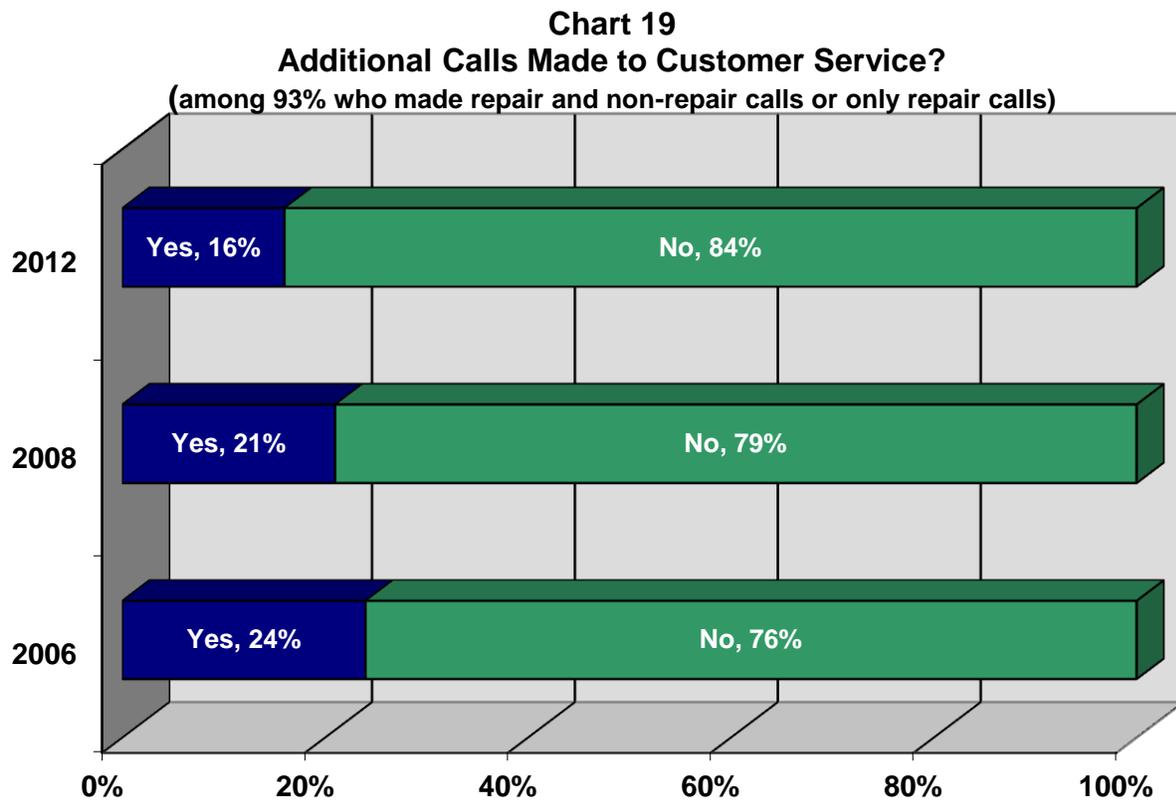
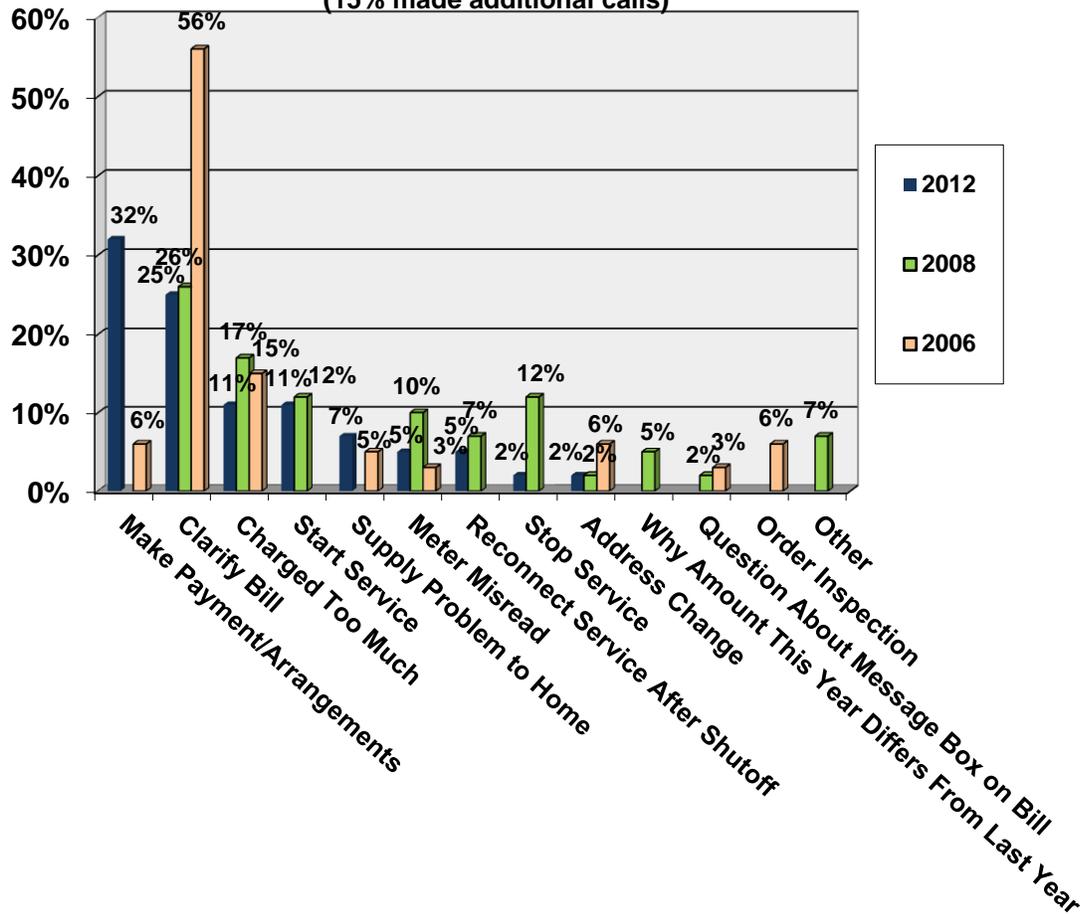


Chart 20
Purpose of Additional Calls
 (15% made additional calls)



Issues Regarding the Bill Payment Process

SUMMARY: Over three fifths (63 percent) of customers are either very satisfied (40 percent) or somewhat satisfied (23 percent) with the new design of the water bill. This is highly consistent with the level of satisfaction found in the 2012 General Survey of Customers conducted just prior to this Call Center Survey. In the General Survey, 61 percent of all customers in the District are either very satisfied or somewhat satisfied with the new bill design.

Nearly one-quarter of callers (24 percent) pay their bill by sending a check in the mail, 35 percent pay on-line, 17 percent pay their bill through automatic bank deductions, 16 percent pay by credit card over the telephone, and 4 percent pay in person at a the Otay Water District offices or payment center. It is noteworthy that 22 percent would prefer to use postal mail (2 percent less than actually do so) and 37 percent would prefer to pay on line (2 percent more than actually do so). This pattern is substantially different from the findings of the 2008 Call Center Survey. For example, in 2008, 19 percent of customer callers reported that they pay their bill on-line (16 percent less than in the current survey). Also, in 2008, 50 percent of the customer callers paid their bill by sending a check in the mail (15 percent more than in 2012). There is clearly a strong trend toward the use of the Internet to pay their water bill among the customers of the Otay Water District, especially as the older customers, who represent the strongest opposition, become fewer in number. Among those who do not pay on-line and provided a reason for not doing so, there is strong sentiment that there is nothing the District can do to make on-line billing more appealing to them.

Approximately one-half of customer callers are interested in receiving their monthly bill by e-mail. However, over three-fifths (64 percent) acknowledge that it is likely they will be paying their various bills through a paperless option within the next 2 years. Among those who say they are unlikely to be using paperless bill paying options within the next two years, over one-quarter (27 percent) indicate they do not use the Internet and 17 percent want a paper record of their transactions.

Customer service callers are satisfied with the following billing features: the accuracy of the water bill (77 percent are either very satisfied or somewhat satisfied), and three-fourths of customer service callers are confident in the accuracy of their meter reading.

New Bill Design: Chart 21 shows that over three-fifths (63 percent) of customers are either very satisfied (40 percent) or somewhat satisfied (23 percent) with the new design of the water bill. This is highly consistent with the level of satisfaction found in the 2012 General Survey of customers conducted just prior to this Call Center Survey. In the General Survey, 61 percent of all customers in the District are either very satisfied or somewhat satisfied with the new bill design. Among those who are aware of the new bill design, over one-third (34 percent) indicate that the previous bill design is easier to understand than the new design. Another 35 percent do not think the previous design is more understandable, and 31 percent are uncertain (**Chart 22**).

- Customers who earn \$25,000 or more (mean of 2.76) are more likely to be satisfied with the ease of understanding the new water bill than are customers who earn under \$25,000 (mean of 4.21) (scale of 1 to 5, where 1 = very satisfied, 2 = somewhat satisfied, 3 = neither satisfied nor dissatisfied, 4 = somewhat dissatisfied, and 5 = very dissatisfied).

Chart 21
Satisfaction with New Bill Design

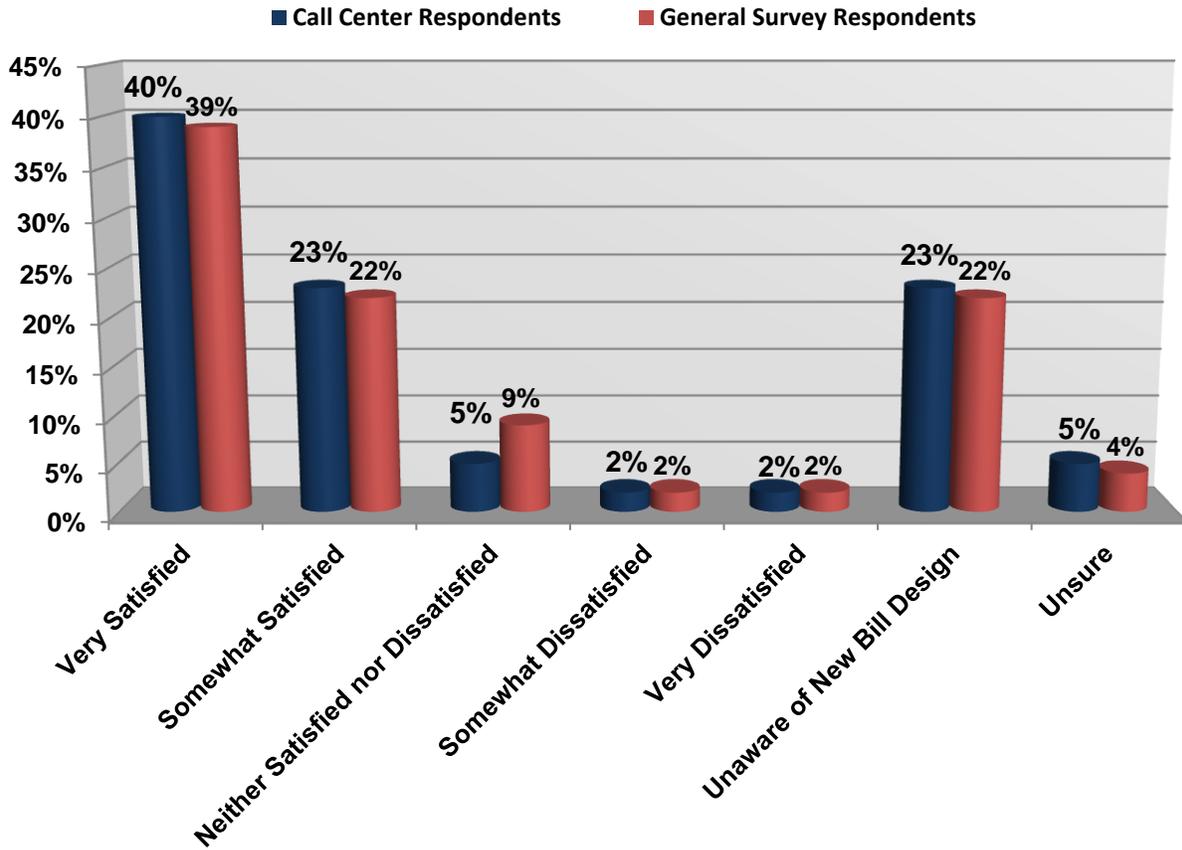
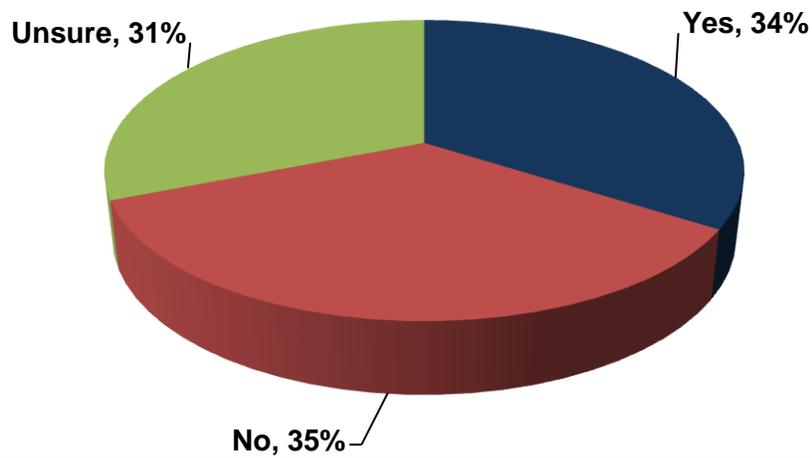


Chart 22
Is Previous Bill Easier to Understand?
 (among 72 percent who are aware of new bill)



Method of Bill Payment: Chart 23 shows that 24 percent of the customer service callers pay their bill by sending a check in the mail, 35 percent pay on-line, 17 percent pay their bill through automatic bank deductions, 16 percent pay by credit card over the telephone, and 4 percent pay in person at the Otay Water District offices or a payment center. It is noteworthy that 22 percent would prefer to use postal mail (2 percent less than actually do so) and 37 percent would prefer to pay on line (2 percent more than actually do so). This pattern is substantially different from the findings of the 2008 Call Center Survey. For example, in 2008, 19 percent of customer callers reported that they pay their bill on-line (16 percent less than in the current survey). Also, in 2008, 50 percent of the customer callers paid their bill by sending a check in the mail (15 percent more than in 2012). There is clearly a strong trend toward the use of the Internet to pay their water bill among the customers of the Otay Water District, which can be expected to grow as the older customers become fewer in number. There is also a trend toward less use of postal mail for bill payment. In sum, this pattern represents a continued and sustained pattern of Internet use since the 2006 Call Center Survey.

Consistent with the Call Center Survey findings, it is noteworthy that the 2012 General Survey of all District customers shows that 41 percent state that they pay their bill on line at present and almost half (48 percent) prefer the on-line option in the future.

The following subgroups pay their water bill by sending a check in postal mail:

- Homeowners (26 percent) versus renters (15 percent).
- Customers who are 55 years of age or older (38 percent) as opposed to those who are 54 years of age or younger (17 percent).
- Smaller households of 1 or 2 persons (40 percent) versus larger households of 3 or more persons (17 percent).

The following subgroups pay their bill on-line:

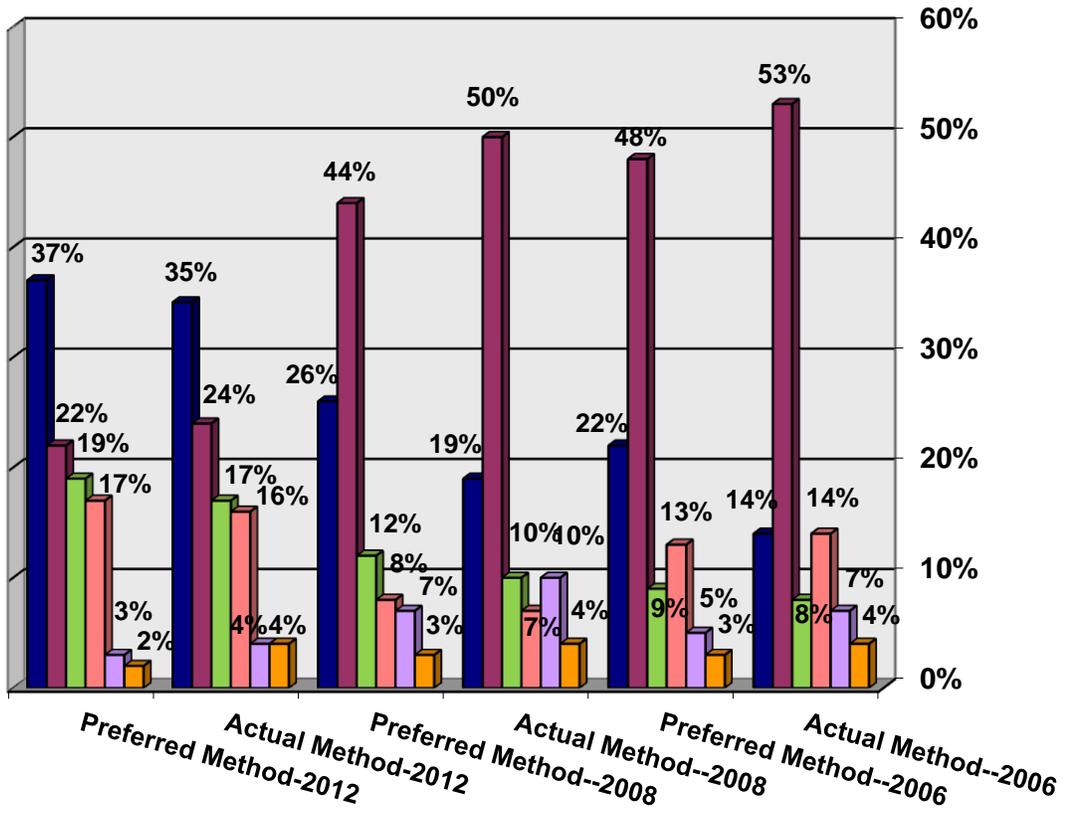
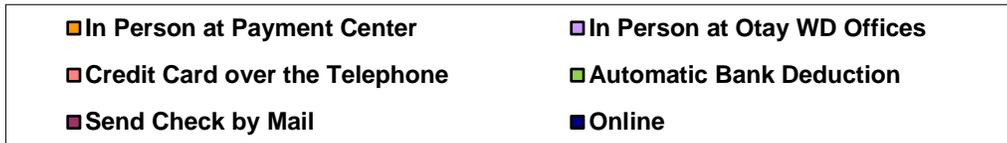
- Customers who are 54 years of age and younger (41 percent) versus those who are 55 years of age and older (28 percent).
- Asians (50 percent), Whites (40 percent), and Hispanics/Latinos (37 percent) as opposed to African-Americans/Blacks (24 percent).

The following subgroups would prefer to pay their bill by sending a check in the mail no matter how they presently pay their bill:

- Customers who are 55 years of age and older (36 percent) versus those who are 54 years of age and younger (15 percent).
- Smaller households of 1 or 2 persons (34 percent) versus larger households of 3 persons or more (17 percent).

Chart 23 Payment Method for Water Bill: Actual and Preferred

2012 General Survey:
41% pay online
48% prefer online in future



The following subgroup would prefer to pay on-line no matter how they presently pay their bill:

- Customers with income levels of \$75,000 and above (50 percent) as opposed to those with income levels under \$75,000 (33 percent).

The method by which customers actually pay their bill is strongly related to the method they prefer to use. Moreover, when preferences deviate from actual behavior, the preference leans toward the use of the Internet to make on-line bill payments. The following examples illustrate this finding:

- 85 percent of those who actually pay by sending a check by mail prefer that method, and only 6 percent of those who send a check by mail would prefer to pay on line.
- 80 percent of those who pay by credit card over the telephone prefer that method of payment, and only 12 percent of those who pay in person at the payment center would prefer to pay on-line.

Chart 24 shows that among the customers who do not pay on line and provide a reason for not doing so, well over one-half (54 percent) of callers indicate that there is nothing the District can do to make on-line bill paying more appealing to them. Furthermore, over one-quarter (26 percent) are uncertain about what the District can do in this regard. Another 7 percent feel that offering discounts on the bill could motivate them to move toward a paperless bill paying option. Comments about how the District can make paperless/on-line billing more appealing are consistent with similar findings in the 2012 General Customer Survey. That is, customers do not provide much encouragement that the District can do anything for them in this regard.

- Customers who feel that the Otay Water District can do nothing to make on-line bill paying a more appealing option tend to be homeowners (79 percent) versus renters (48 percent).

Chart 25 indicates how likely it is that any of the small number of suggested improvements made by the callers would cause them to move toward on-line bill payment. Over three-fifths, (64 percent) state that they would be either very likely (50 percent) or somewhat likely (14 percent) to pursue on-line bill payment if suggested improvements were made. It is important to note that these percentages are derived from only 49 respondents (16 percent of the sample).

Chart 24
What Can District Do to Make Bill Paying Online or Paperless a More Appealing Option
 (among 63% who do not prefer to pay online)

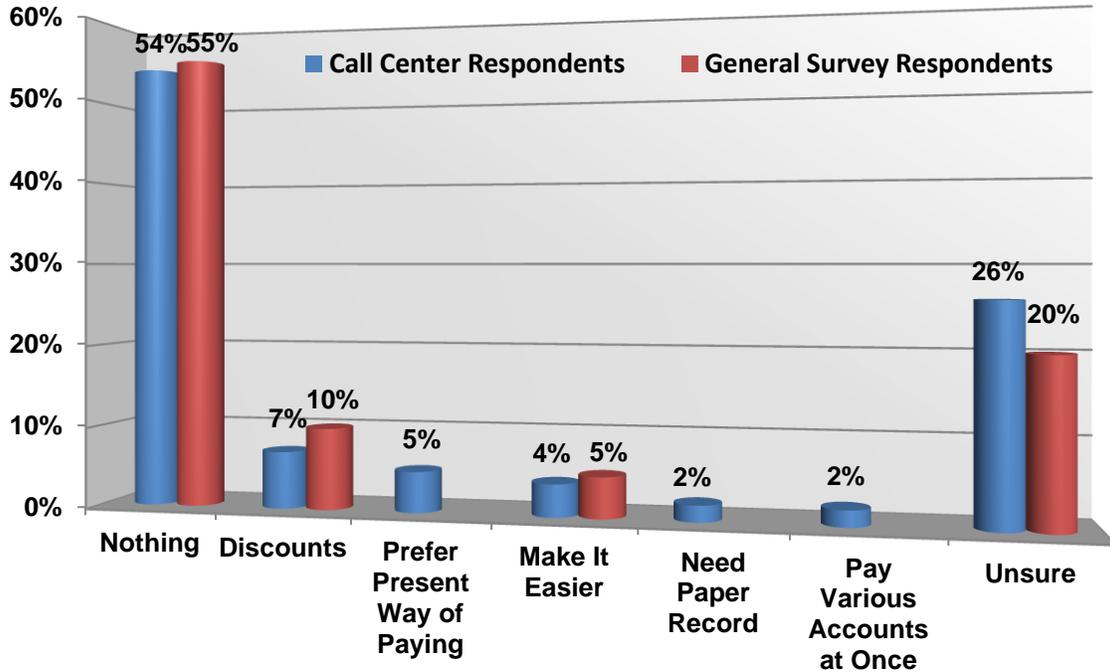


Chart 25
Likelihood of Paying Online if Suggested Improvements Implemented
 (among 12% who do not pay online and who offered suggestions)

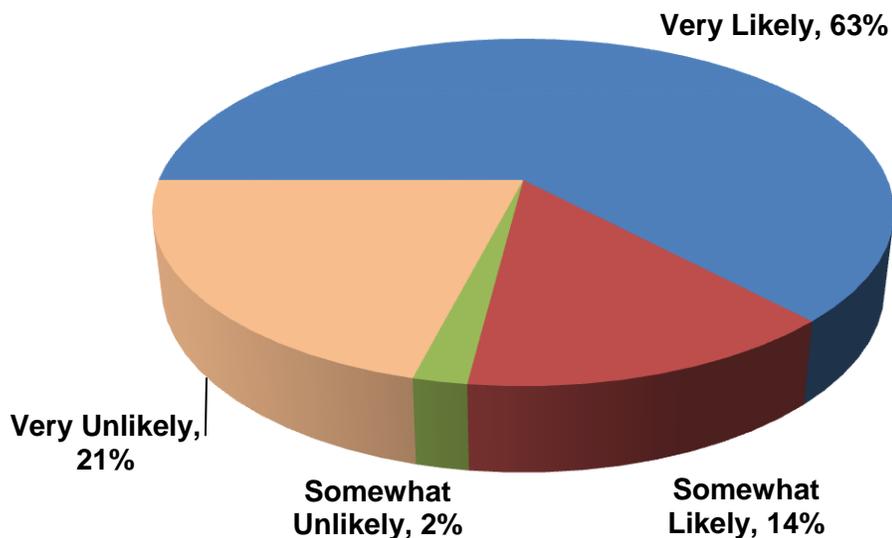
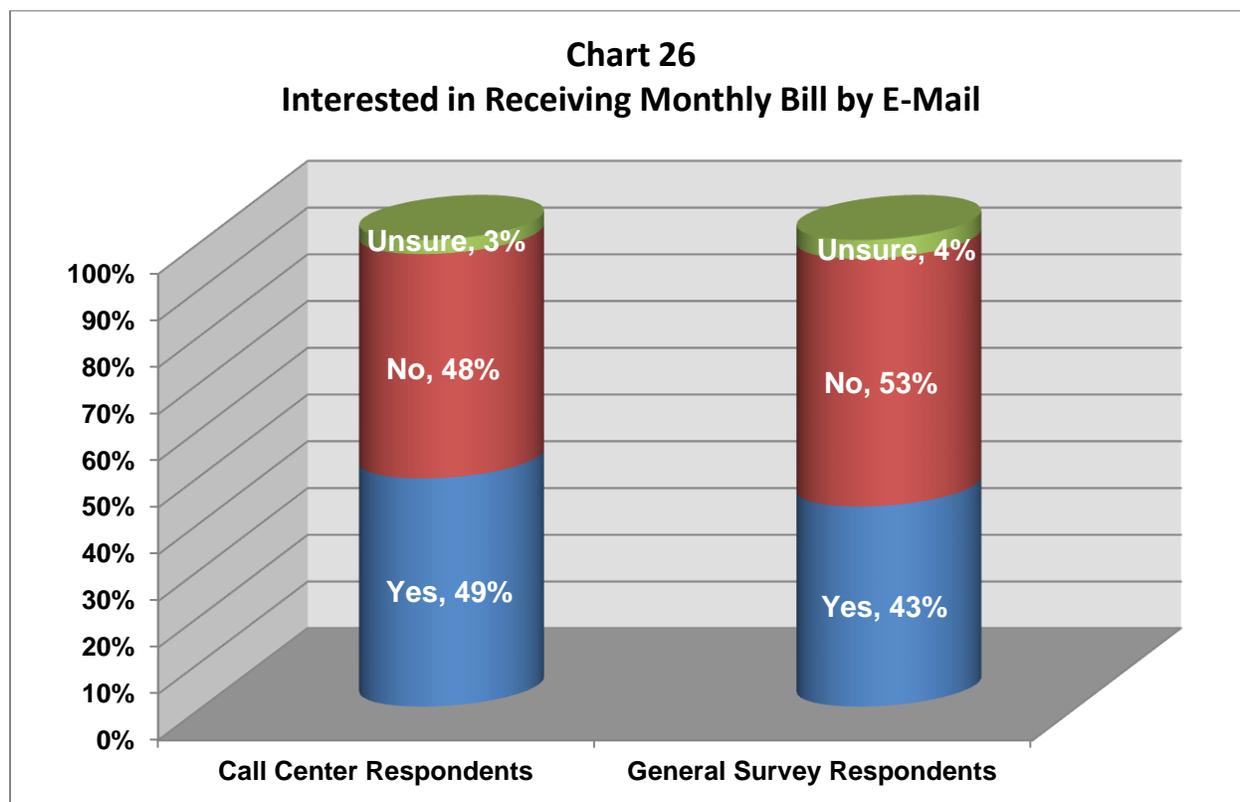


Chart 26 indicates that nearly one-half (49 percent) of callers are interested in receiving their monthly bill by e-mail. The 2012 General Survey reports that 43 percent are inclined to receive their bill by e-mail – 6 percent less than what is found in the Call Center Survey. In the current survey, over three-fifths (64 percent) indicate that they are either very likely (50 percent) or somewhat unlikely (14 percent) to pay their various accounts through a paperless option within the next year or two. Respondents in the General 2012 Survey similarly indicate that they are likely to pursue the paperless option within the next year or so (61 percent) (**Chart 27**).



- Customers under the age of 65 (57 percent) tend to be interested in receiving their monthly bill by e-mail instead of through the Postal Service more so than are those who are 65 years old and over (29 percent).

The following subgroups are more likely to go paperless in their bill paying to the District within the next year or two (scale: 1 to 4, where 1 = very likely, 2 = somewhat likely, 3 = somewhat unlikely, and 4 = very unlikely).

- Customers with a higher level of education (bachelor’s degree – mean of 1.85) versus (high school or less – mean of 2.53).

- Younger customers (18-34 – mean of 1.67) as opposed to older customers (65 and over – mean of 3.06).
- More recent customers of the Otay Water District (less than 2 years – mean of 1.80) versus longer term customers (11 years or more – mean of 2.32).

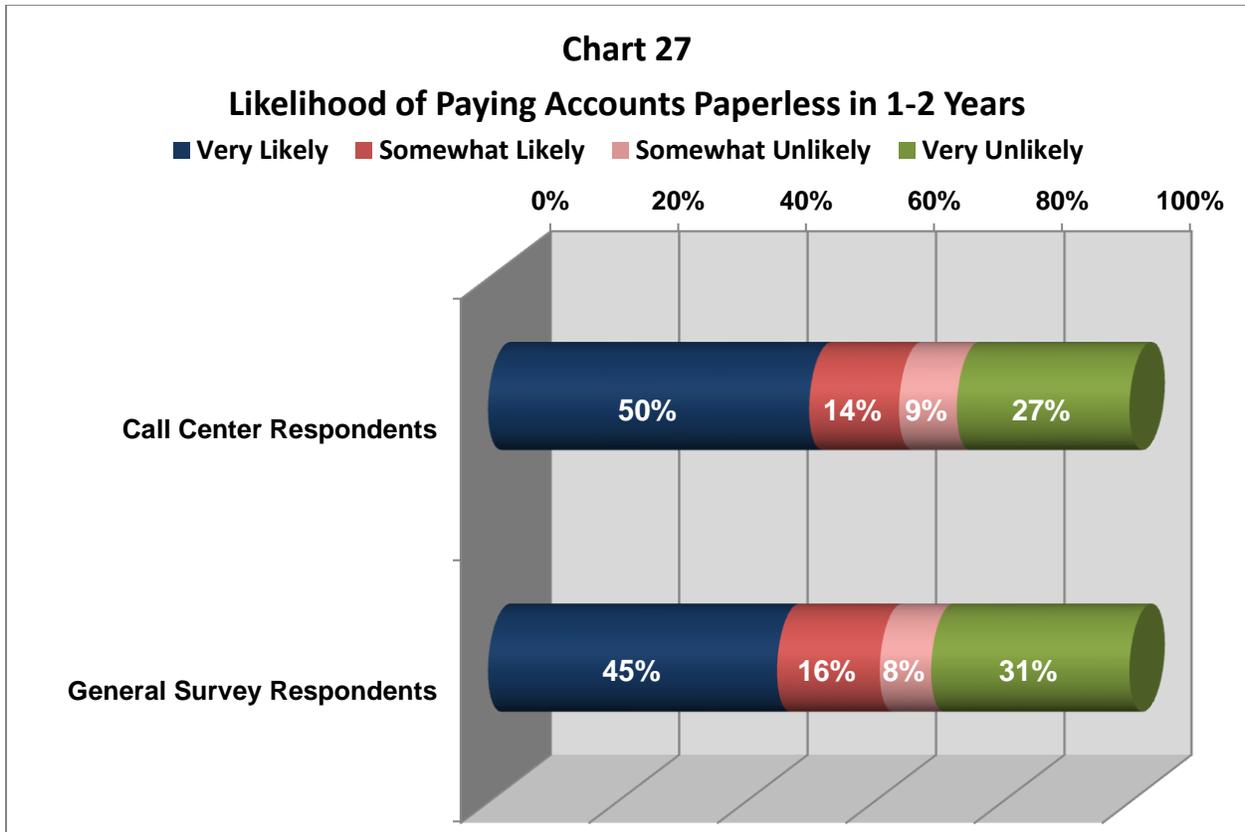


Chart 28 shows that among those who are unlikely to use paperless bill paying options within the next two years, over one-quarter (27 percent) say they do not use the Internet and 17 percent want a paper record of their transactions. Another 13 percent say they will forget to check on-line for a bill. Others feel they have more control when they write checks (12 percent) and they do not trust the security of on-line transactions (11 percent). There are considerable differences among customers in the 2012 General Survey. Customers in the General Survey object much less to the use of the Internet and the possibility that they will forget to check for a bill on-line and they are less likely to object because they feel they have more control when they write checks. They are more likely to object because they want a paper record of their transactions and they do not trust the security of on-line transactions.

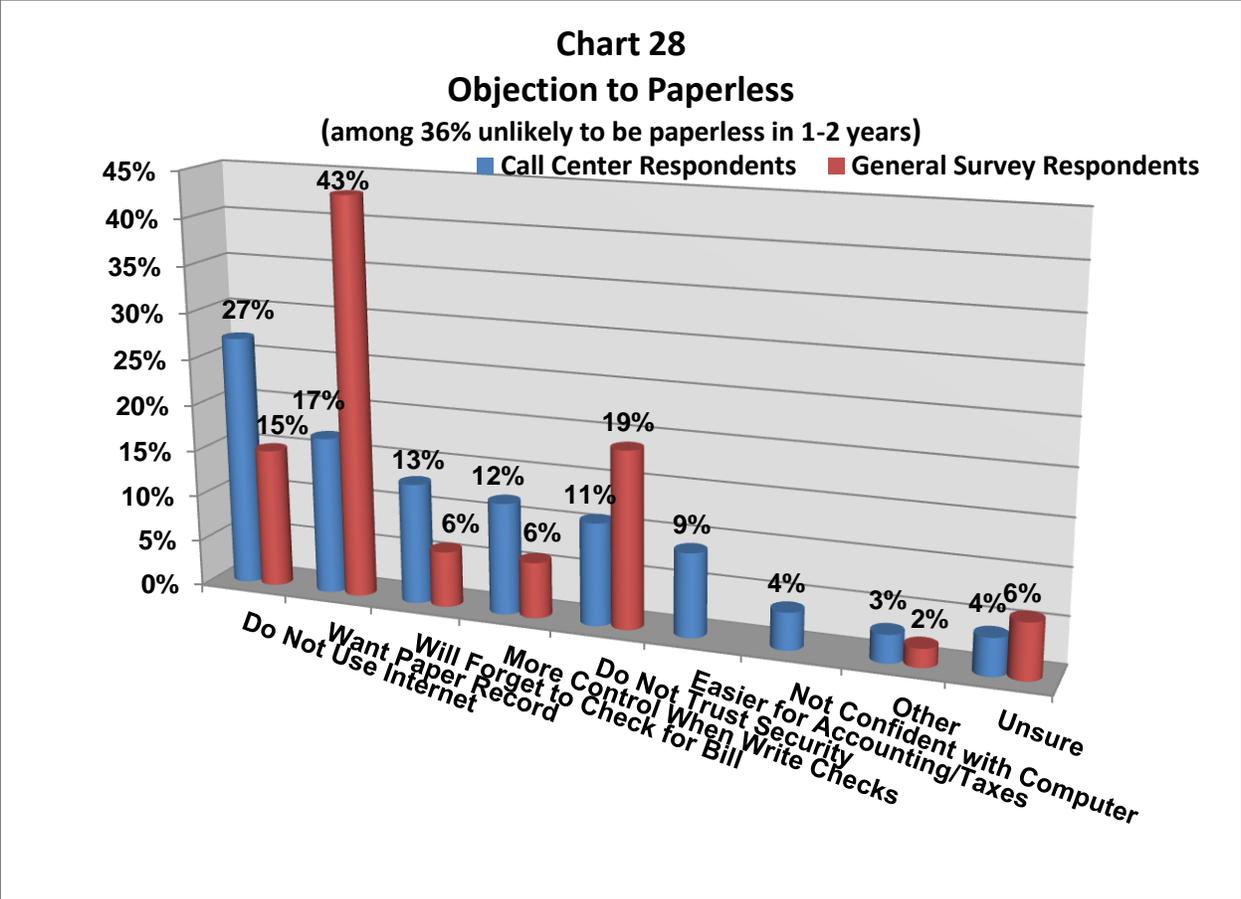


Chart 29 indicates that over two-fifths (42 percent) feel that the use of postcards are fine as a way to remind customers that their bill has not been paid (This is the current method). Over one-quarter (27 percent) prefer the use of e-mail and another 28 percent prefer either a telephone message (19 percent) or a text message (9 percent) for purposes of reminding customers about late payments.

Confidence in the Accuracy of the Bill: **Chart 30** indicates that three-fourths (75 percent) of customer service callers are either very confident (39 percent) or somewhat confident (36 percent) in the accuracy of their monthly meter reading. This overall high level of confidence is consistent with the confidence expressed in the 2006 survey. However, it is noteworthy that the percentage of callers who are “very confident” in 2008 is about 10 percent higher than in both 2012 and 2006.

Chart 29
How Prefer to be Contacted by District When Payment is Late

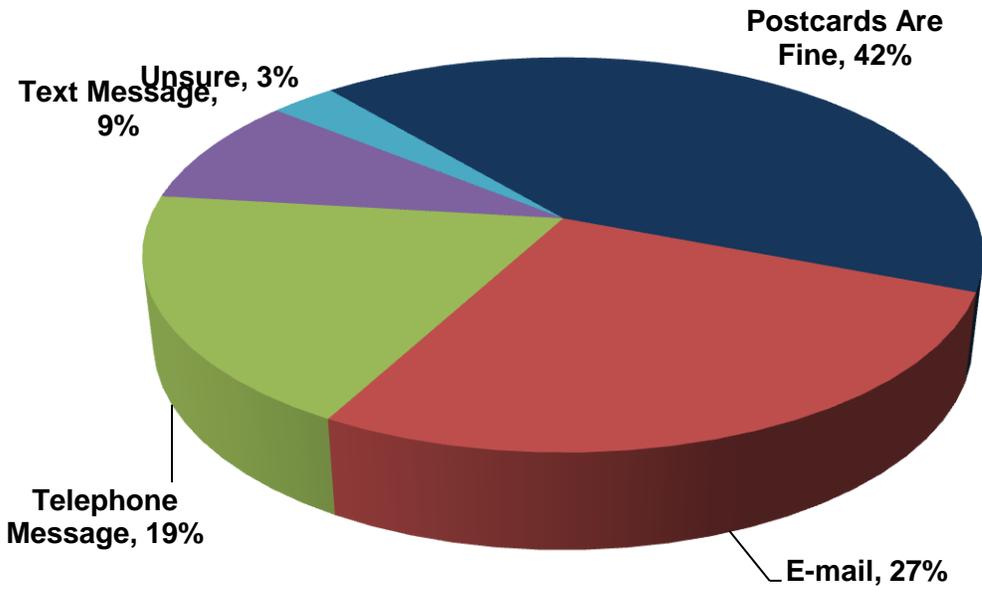
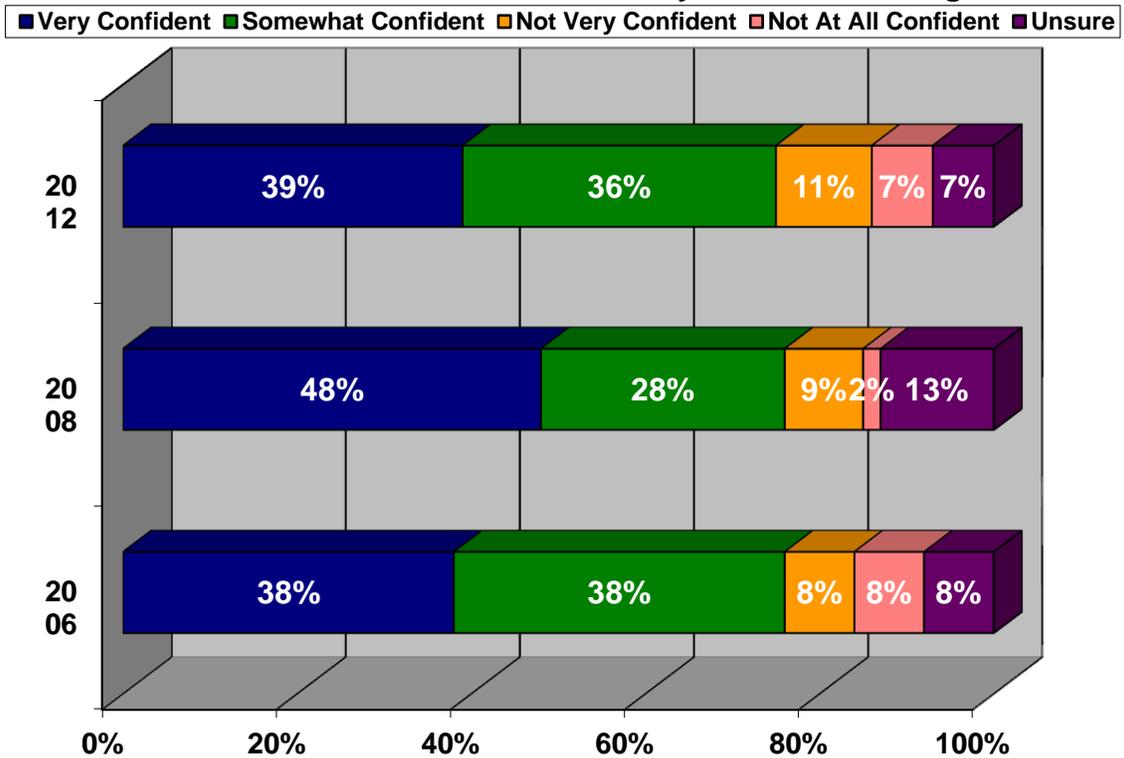


Chart 30
Confidence in Accuracy of Meter Reading



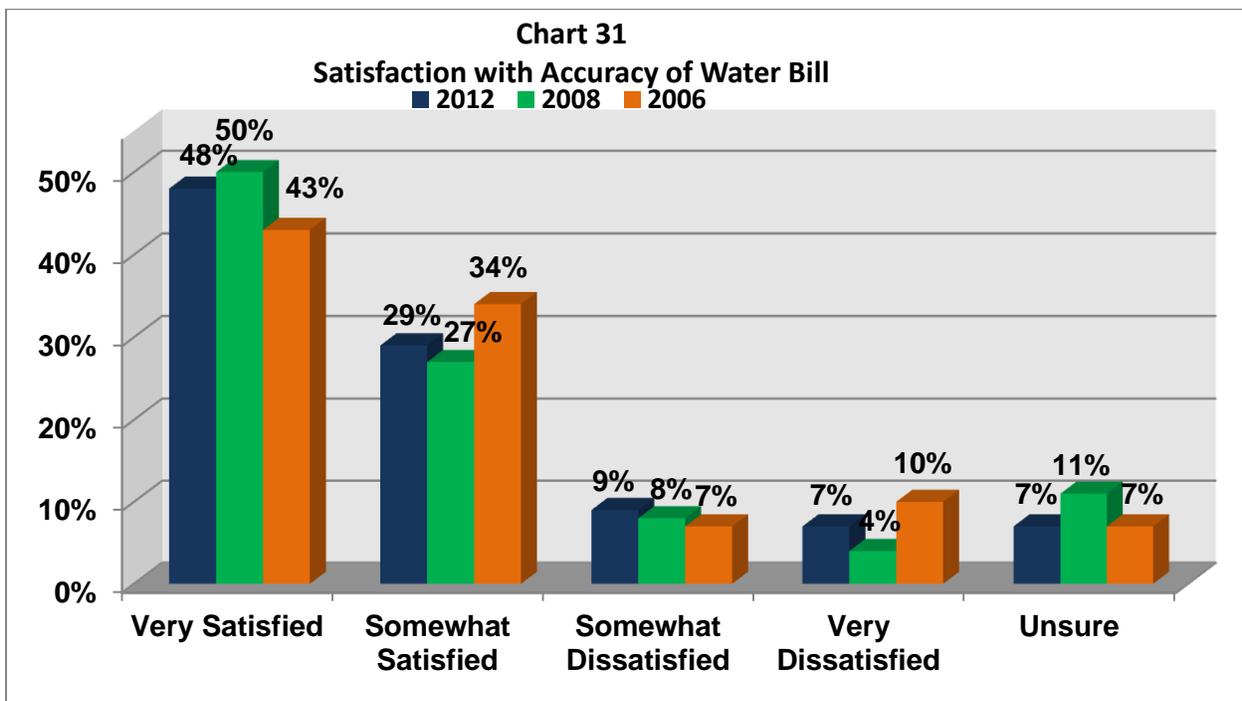
The following subgroups are particularly confident in the accuracy of their meter reading. The rating is based on a scale of 1 to 5, where 1 = very satisfied, 2 = somewhat satisfied, 3 = somewhat dissatisfied and 4 = very dissatisfied:

- Younger customers (18 – 34 -- mean of 1.65 versus older customers (65 and over – mean of 2.10).
- More recent customers of the Otay Water District (2 years or less – mean of 1.46 versus longer term residents (3 or more years --- 2.00).

Chart 31 shows approximately three-fourths (77 percent) are either very satisfied (48 percent) or somewhat satisfied (29 percent) in the accuracy of their water bill. This level of satisfaction is highly consistent with the Call Center Surveys in 2006 and 2008 where both surveys reported a satisfaction level also of 77 percent.

The following subgroups regard the monthly bill as particularly accurate. The rating is based on a scale of 1 to 5, where 1 = very satisfied, 2 = somewhat satisfied, 3 = somewhat dissatisfied and 4 = very dissatisfied:

- More recent residents of the Otay Water District (2 years or less – mean of 1.45) versus longer term customers (6 – 15 years – mean of 1.91).
- Customers with less education (educational levels of a bachelor’s degree or less – mean of 1.60 as opposed to at least one year of graduate work beyond a bachelor’s degree – mean of 2.14).



Communication with the Otay Water District (including New Telephone System, Interactive Voice Response System, and Website)

SUMMARY: Among customer callers, 86 percent are unaware of the new telephone system that was implemented by the Otay Water District within the last several months. Of those who are aware, 5 percent feel the new system is better and another 3 percent feel the previous system is better. Those who are aware of the new telephone system rated 4 features of that system quite highly. On a scale of 1 to 5, where 1 = very effective and 5 = not at all effective. Ratings were provided for quality of voice (1.87), clarity of the instructions (2.01), overall effectiveness of message (2.10), and menu of options (2.13).

Well over one-quarter (29 percent) of callers have used the interactive features of the voice response system. Among these 29 percent, 87 percent found it to be useful. The trend is clear – since the 2006 and 2008 Call Center Surveys, there is an increase in the percentage of customers who use the Interactive Response Feature and a greater percentage of those who use this feature find it useful. Of those customers in the current survey who found the system to be useful, 46 percent were able to resolve their problem by using this automated system alone. This represents a decline since the 2008 Call Center Survey where nearly three-fifths (58 percent) achieved resolution of their problem using the automated system alone.

Nearly one-third (30 percent) of the customer callers have used the Otay Water District website to obtain information in the past 6 months. There has been a steady increase in the use of the website since 2006 – 20 percent in 2006 and 23 percent in 2008. Nearly 9 in 10 of these users (88 percent) are either very satisfied (71 percent) or somewhat satisfied (17 percent) with the service provided through the website. This represents an increase in the satisfaction level since 2008 where 82 percent were either very satisfied or somewhat satisfied.

New Telephone System: The Otay Water District implemented a new telephone system in June 2011. Nearly 9 in 10 customer callers (86 percent) are unaware of the new system. **Chart 32** shows that among those who are aware, 5 percent feel that the new system is better than the previous one, 3 percent feel that the new system is worse, and 6 percent feel that the new system and the previous one are about the same.

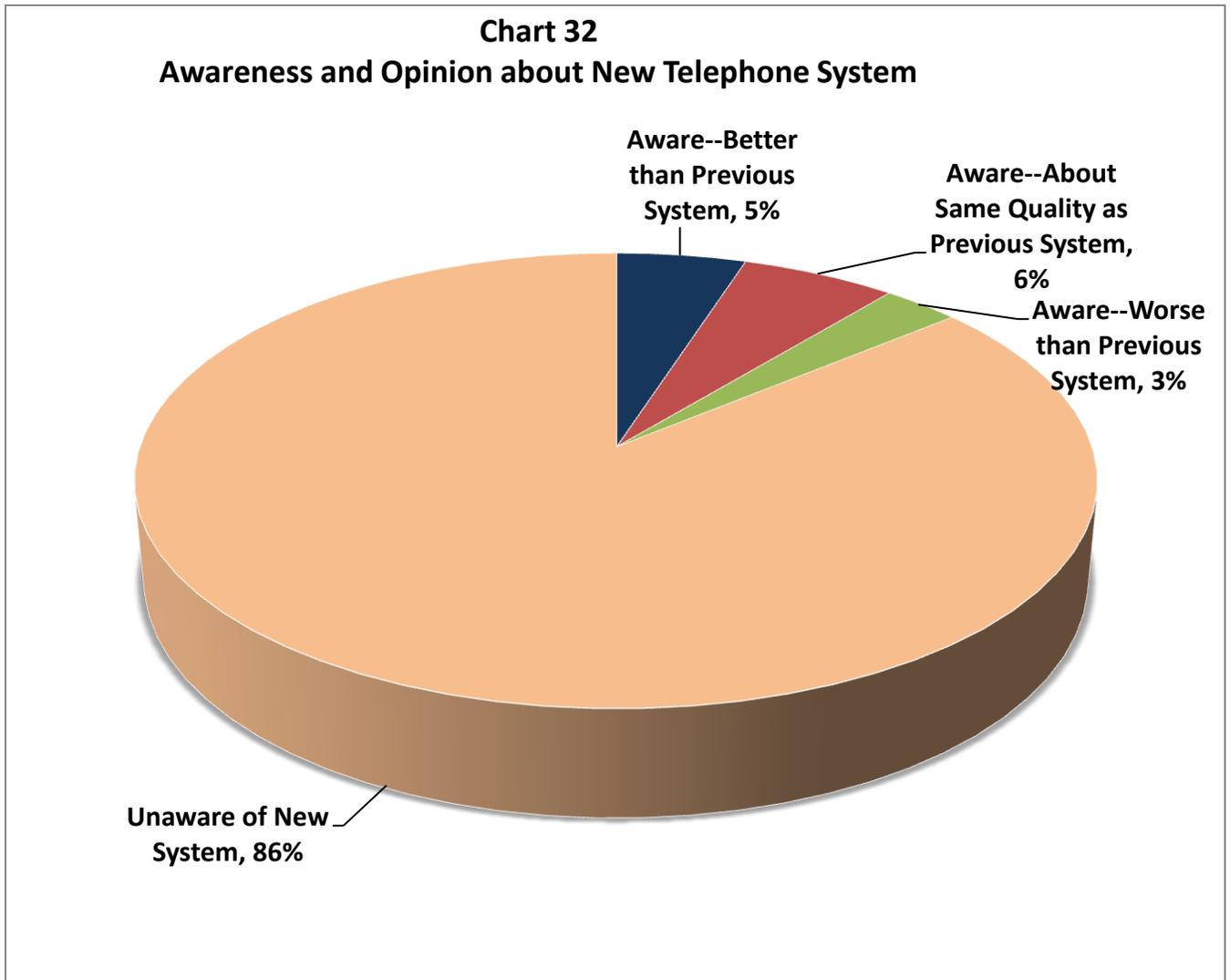
- Females (19 percent) are more aware of the new telephone system than are males (8 percent).
- Customers who are 55 years old and over (26 percent) are more aware of the new telephone system than are customers who are 54 and younger (11 percent).

Chart 33 shows the effectiveness ratings of various features of the new telephone system on a scale of 1 to 5, where 1 = very effective and 5 = not at all effective. The ratings are high on each feature ranging from 1.87 for quality of voice providing instructions, followed by clarity of instructions (2.01), overall effectiveness of message in guiding one to needed services (2.10), and menu of options (2.13).

- Latinos (mean of 1.58) are more likely to rate the effectiveness of the clarity of instructions higher than are African-Americans (mean of 4.50).
- Latinos (mean of 1.33) tend to rate the effectiveness of the quality of voice providing instructions higher than do African-Americans (mean of 3.50).

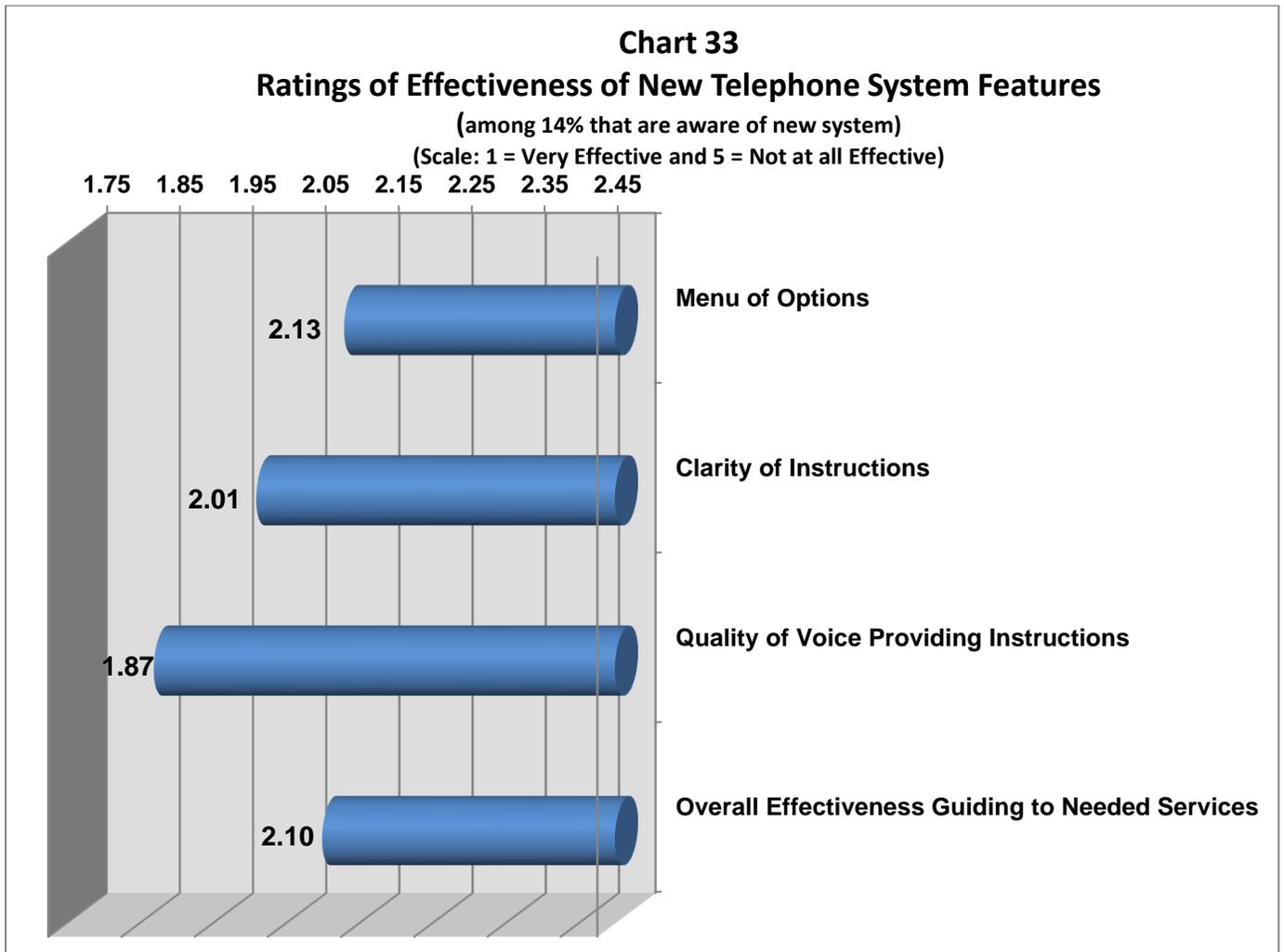
The following subgroups rate the new telephone system as particularly effective in guiding the caller to needed services (scale: 1 to 5, where 1 = very effective and 5 = not at all effective).

- Latinos (mean of 1.58) versus African-Americans (mean of 4.00).
- Middle age customers (35-54 – mean of 1.78) versus older customers (65 and over -- mean of 3.33).
- Longer term customers of the Otay Water District (3 – 10 years -- mean of 1.62) versus the most recent customers – (2 years or less -- mean of 3.40).



The following subgroups rate the menu of options as particularly effective:

- Younger customers (18 – 34 – mean of 1.50) as opposed to older customers (65 and older – mean of 4.00).
- Customers with higher income levels (\$50,000 or more – mean of 1.63) versus customers with lesser income levels (\$25,000 and under \$50,000 – mean of 3.17).



Interactive Voice Response Features: In **Chart 34**, it is indicated that well over one-quarter (29 percent) of callers have used the interactive features of the voice response system. Among these 29 percent, 87 percent found it to be useful (**Chart 35**). The trend is clear – since the 2006 and 2008 Call Center Surveys, there is an increase in the percentage of customers who use the Interactive Response Feature and a greater percentage of those who use this feature find it useful.

Chart 34
Used Interactive Voice Response Feature?

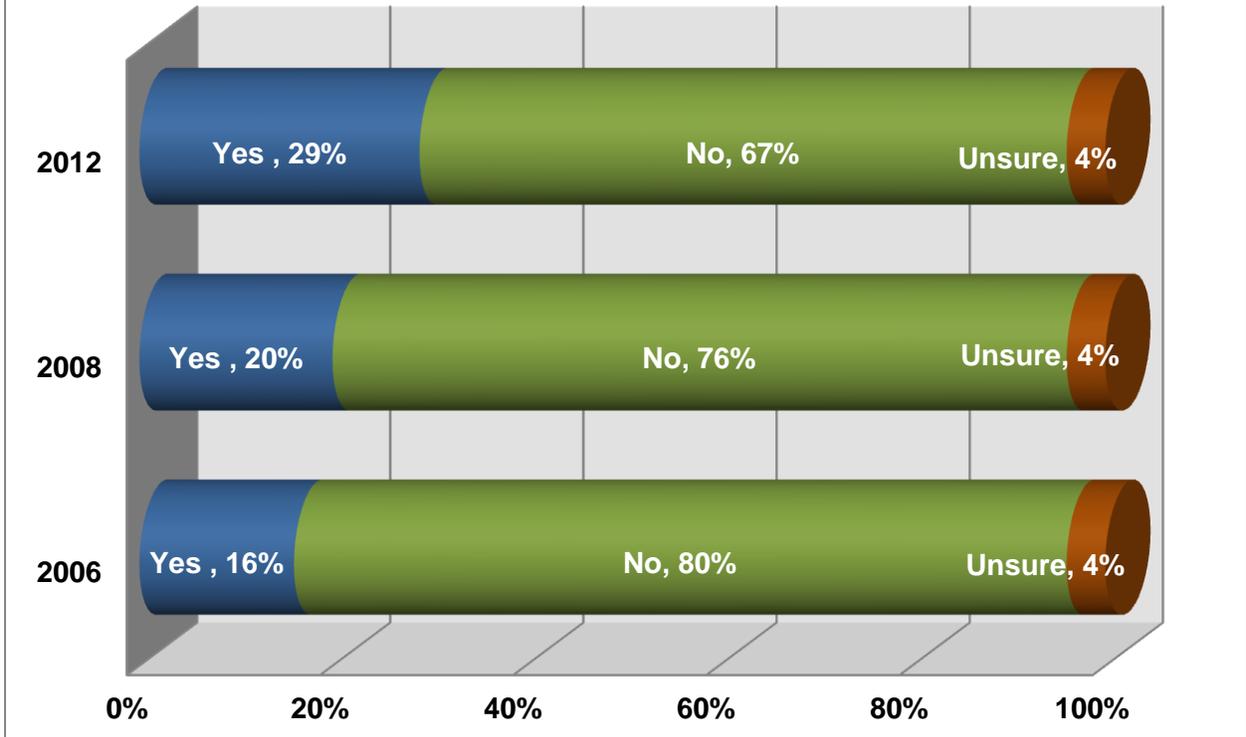
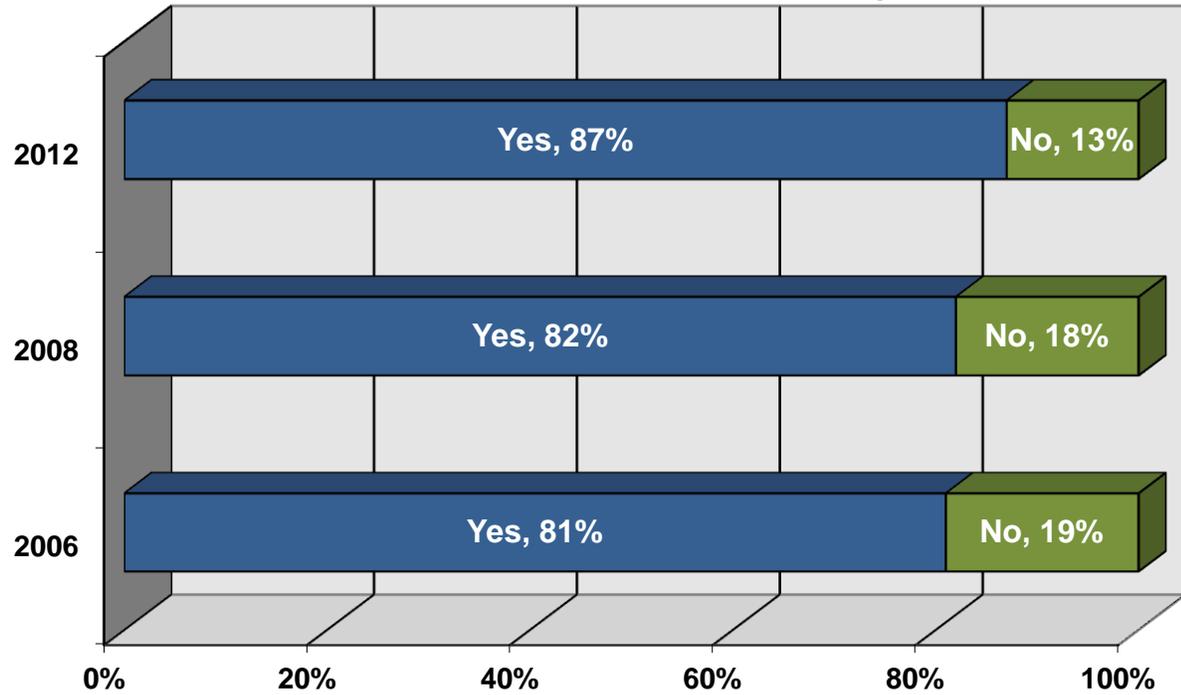
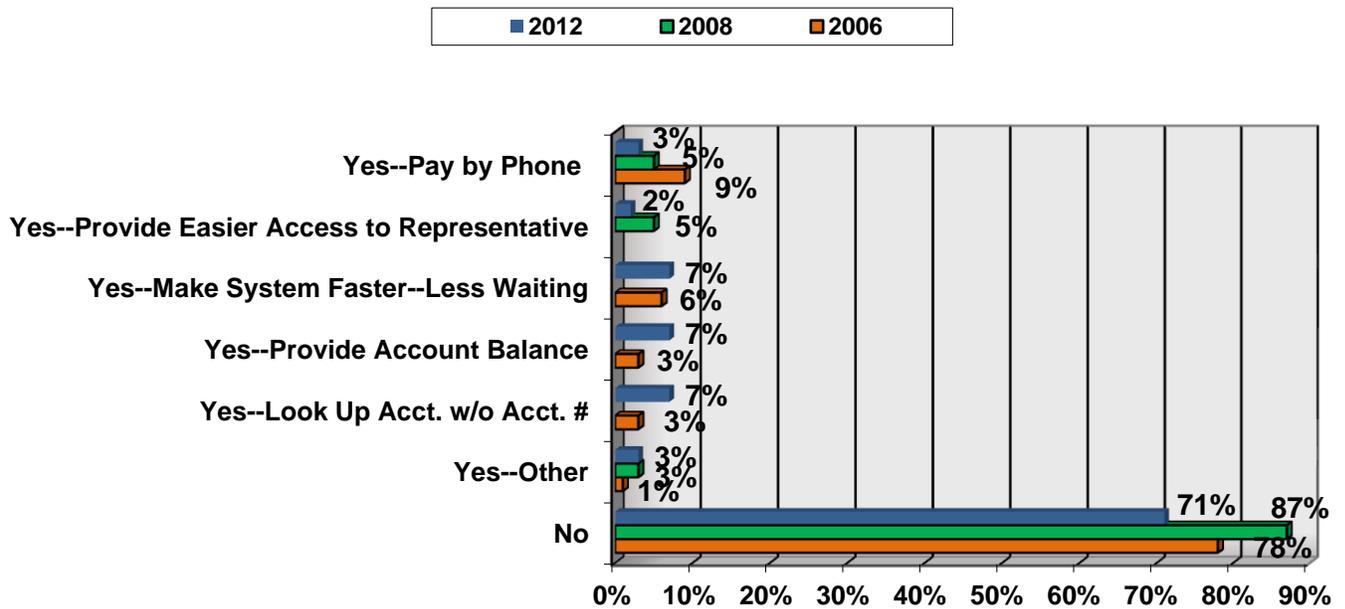


Chart 35
Usefulness Interactive Voice Response



Improvements in the automated system were suggested by a few customers who use the system and find it to be useful. These customers suggest making the system faster with less waiting, providing an account balance, and looking up an account without the account number – each 7 percent. Paying by phone through the automated system was suggested by a higher percentage of customers in 2008 than in the current survey (**Chart 36**). Of those customers in the current survey who found the system to be useful, 46 percent were able to resolve their problem by using this automated system alone (**Chart 37**). This represents a decline since the 2008 Call Center Survey where nearly three-fifths (58 percent) achieved resolution of their problem using the automated system alone.

Chart 36
Suggest Improvements to Interactive Voice Response System



The following relationships associated with the use of the Interactive Voice Response Feature are significant;

- Renters (39 percent) tend to use the Interactive Voice Response Feature more so than do homeowners (26 percent).
- Larger households of 3 persons or more (33 percent) are more likely to use the Interactive Voice Response Feature than are smaller households of 1 or 2 persons (15 percent).

With regard to the achievement of problem resolution by using the automated system alone, the following relationship is significant:

- Customers who prefer to speak Spanish (100 percent) tend to achieve problem resolution by using the automated system alone more so than do those who prefer to speak English (43 percent).



Website: **Chart 38** indicates that 30 percent of the customer callers have used the Otay Water District website to obtain information in the past 6 months. There has been a steady increase in the use of the website since 2006 – 20 percent in 2006 and 23 percent in 2008). **Chart 39** shows that 88 percent of these users are either very satisfied (71 percent) or somewhat satisfied (17 percent) with the service provided through the website. This represents an increase in the satisfaction level since 2008 where 82 percent were either very satisfied or somewhat satisfied. The satisfaction level in the 2012 Call Center Survey also represents a return to 2006 levels where the satisfaction rating was also 88 percent. It is noted that the rating of the Otay Water District website in the 2012 General Survey is 73 percent – 15 percent less than the rating in the 2012 Call Center Survey.

- Customers with a bachelor's degree or more education (40 percent) are more likely to use the Otay District website to obtain information than are those who have some college or less (26 percent).

Chart 38
Use of Website

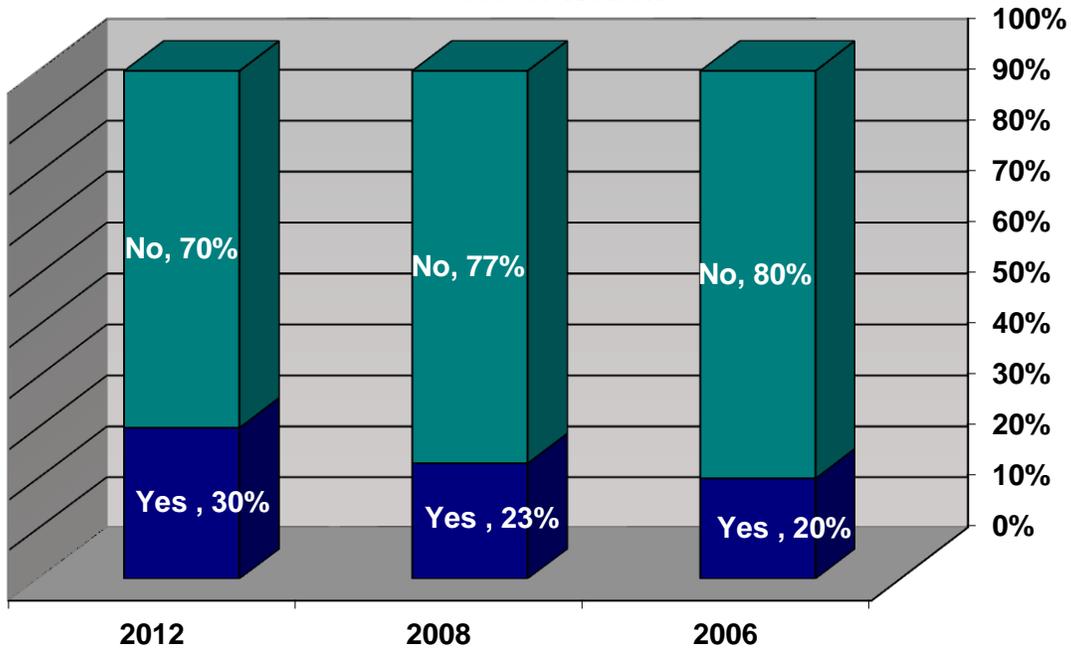
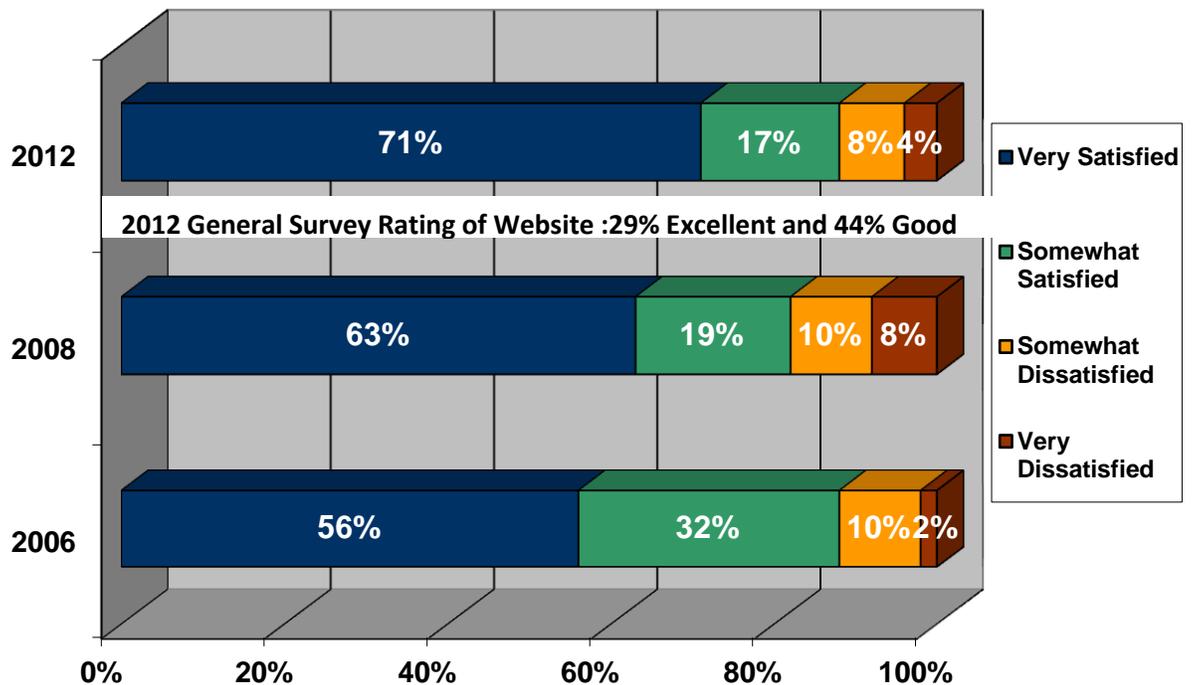


Chart 39
Satisfaction with Web Service
(among 30% who have used website)



Conclusions

It is clear that customers of the Otay Water District who have made customer service calls to the District are largely satisfied with the customer service they have received. Customers are generally more satisfied with the Call Center services than ever and are increasingly accepting of efforts to move toward more automated and paperless communications. There is considerable support for the efforts made by the Otay Water District to address customer issues in a timely fashion and to resolve problems to the customers' satisfaction.

APPENDIX

Questionnaire

Frequencies

Open-Ended Responses

Otay Water District Survey
Call Center Customer Service--2012

INT. Hello, my name is _____. I'm calling on behalf of the Otay Water District. We are conducting a study about some issues having to do with the service you have received from the District. We are interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B*

* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

[IF ASKED ABOUT MONITORING:] My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to improving customer service. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

SEX. **[RECORD GENDER OF RESPONDENT:]**

1 - MALE

2 - FEMALE

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

1 - English or

2 - Spanish?

Q1. Have you or anyone in your household or business called the Otay Water District for service or other help during the past 6 months **[EMPHASIZE 6 MONTHS]**?

1 - YES

2 - NO **-THANK AND TERMINATE INTERVIEW**

9 - DK/REF **-THANK AND TERMINATE INTERVIEW**

Q1a—Please indicate the type of customer you are

1—Residential

2—Business

3—Irrigation

4—Other, SPECIFY _____

Q1b. **[IF YES:]** Was the main purpose of your last call...

1 - a repair issue,

2 - a billing issue, or -----> **GO TO Q2**

3 - another issue? ---> **GO TO Q2**

9 - DK/REF—DO NOT READ -----> GO TO Q3

Q1c. **[IF REPAIR ISSUE:]** What type of repair did you call about? Was it...

1 - a pipeline break,

2 - a problem with supply to your home,

3—a suspected leak

4 - another problem? [SPECIFY:]_____

9 - DK/REF—DO NOT READ

Q1d. Did you make any other calls to customer service in the past 6 months that were not repair related?

1—YES

2—NO—**GO TO Q3**

9 - DK/REF—DO NOT READ –GO TO Q3

Q2. What was the reason for your last non-repair related customer service call?

1—Did not understand bill—[IF Q1b = 1--GO TO Q3—IF Q1b=2 or 3, GO TO Q2a]

2 – Need Assistance with online account ——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

3—Thought I was charged too much for the amount of water I used——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

4—Thought I used less water than bill indicated/Meter misread——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

5---Why different amount from same month last year——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

6—Question about message box on bill——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

7—Address change——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

8---Start service——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

9---Stop Service——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

10—Reconnect Service after shutoff——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

15—Other? SPECIFY _____ —[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

20—DK/REF—DO NOT READ [Go to Q3]

Q2a. [IF Q2 = 1-15] Beyond the customer service call you just mentioned, did you make any other calls to customer service in the past 6 months?

1—YES

2—NO—GO TO Q3

9 - DK/REF—DO NOT READ –GO TO Q3

Q2b. What was the reason for **this other customer service call? [DO NOT VOLUNTEER]**

1—Did not understand bill

2—Thought I was charged too much for the amount of water I used

3—Thought I used less water than bill indicated/Meter misread

4---Why different amount from same month last year

5—Question about message box on bill

- 6—Address change
- 7---Start service
- 8---Stop Service
- 9—Reconnect Service after shutoff
- 10-- a pipeline break,
- 11 - a problem with supply to your home
- 15—Other? SPECIFY _____

20—DK/REF—DO NOT READ

Q3. How satisfied or dissatisfied were you with the service you received as far as....

a. your ability to reach a service representative? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?

9 - DK/REF—DO NOT READ

b. the courtesy of the service representative? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?

9 - DK/REF—DO NOT READ

c. the knowledge and expertise of your service representative? Were you...*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?

9 - DK/REF—DO NOT READ

d. getting your problem resolved? Were you...*

- 1 - very satisfied,

- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?

9 - DK/REF—DO NOT READ

Q4. Overall, how would you rate the quality of service that you received? Would you say

- 1 - excellent,
- 2 - good,
- 3 - fair
- 4 -poor

9 - DK/REF—DO NOT READ

Q5. With regard to the problem or question you called about in the first call you mentioned, how many calls did it take to get your issue resolved?

Q5a. **[IF Q5 >1—OTHERWISE, GO TO Q6]** Was your question or problem ultimately resolved to your satisfaction?

- 1-YES
- 2-NO

9 - DK/REF—DO NOT READ

Q6. The Otay Water District implemented a new telephone system in June 2011. Have you noticed that the system has changed?

- 1 – Yes
- 2 - No **[GO TO Q7]**
- 9 - DK/REF—**DO NOT READ [GO TO Q7]**

Q6a. Would you say that this new system is ...? **[REVERSE]**

- 1. Better than the previous system?
- 2. About the same as the previous system?
- 3. Worse than the previous system?

Q6b. Please rate the following features of the new phone system on a scale of 1 to 5, where 1 = very effective and 5 = not at all effective.

1 2 3 4 5

Q6b-1. Menu of options

Q6b-2 Clarity of instructions

Q6b-3 Quality of voice providing instructions

Q6b-4 Overall effectiveness of the telephone message
in guiding you to the services that you needed

9 - DK/REF—DO NOT READ

Q7. The Otay Water District has an Interactive Voice Response feature in their telephone system. This feature provides the customer with account information, total amount due, and last payment received. Have you used this feature?

1—YES

2—NO-----GO TO Q8

9 - DK/REF—DO NOT READ-----GO TO Q8

Q7a. [IF Q7= 1] Did you find this feature to be useful?

1—YES

2—NO

9 - DK/REF—DO NOT READ

Q7b. When you last called the Otay Water District for customer service, were you able to resolve your question or problem using the automated system only?

1—YES

2—NO

9 - DK/REF—DO NOT READ

Q7c. Are there any other features that you would like to have offered by the Interactive Voice Response system?

1—Yes

2—No ---[GO TO Q7e]

9 - DK/REF—DO NOT READ---[GO TO Q7e]

Q7d. What is one such additional feature you would like to have offered by the automated system?

99= DK/REF

Q8. Did your call require a field visit to your property?

1-YES

2-NO -----[GO TO Q14]

9 - DK/REF—DO NOT READ -----[GO TO Q14]

Q9. [IF Q8 = 1] What did the field representative do?

[USE THE FOLLOWING CODES BUT DO NOT READ THEM. ENTER ALL OTHER ANSWERS ABOVE—DK/REF = 99]

1. Checked meter
2. Check/Fix leak
3. Reconnect/turn water on

Q10. How satisfied were you with the field service outcome? Were you*

1 - very satisfied,

2 - somewhat satisfied,

3 - somewhat dissatisfied, or

4 - very dissatisfied?

9 - DK/REF

Q11. How satisfied were you with the time required to come to your property to provide the field service? Were you*

1 - very satisfied,

2 - somewhat satisfied,

3 - somewhat dissatisfied, or

4 - very dissatisfied?

9 - DK/REF—DO NOT READ

Q12. How satisfied were you with the amount of time the field service representative needed at your property? Were you*

1 - very satisfied,

2 - somewhat satisfied,

3 - somewhat dissatisfied, or

4 - very dissatisfied?

9 - DK/REF—DO NOT READ

Q13. Please rate your overall satisfaction with the field service you received.

1 - excellent,

2 - good,

3 - fair, or

4 - poor?

9 - DK/REF—DO NOT READ

Q14. How do you pay your water bill most months?

1—Send check by mail

2—Automatic bank deduction

3—Credit card over the telephone

4—In person at the Otay Water District office

5—In person at payment center

6—On-line (Internet)

9 - DK/REF—DO NOT READ

Q15. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet) -----**GO TO Q16**

9 - DK/REF—DO NOT READ

Q15a. [IF Q15 NOT = 6] What can the District do to make paying online or make paperless billing a more appealing option for you?

DK/REF = 99

[USE THE FOLLOWING CODES BUT DO NOT READ THEM. ENTER ALL OTHER ANSWERS VERBATIM]

- 1. THERE IS NOTHING THAT WOULD MAKE ME PAY ONLINE**
- 2. OFFER DISCOUNTS ON THE BILL**

[IF Q15a = 99, GO TO Q16]

Q15b. **[IF any answer given to Q15a]** If the District were to do that, how much more likely would you be to pay on-line? Would you say..

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 9. DK/REF **[DO NOT VOLUNTEER]**

Q16. Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the Postal Service?

1 - YES

2 - NO

9 - DK/REF—DO NOT READ

Q17. How likely are you to choose to go paperless in your bill paying to the District and other regular monthly accounts within the next year or two? That is, you would receive your bill by e-mail and would make your payments in one of several ways (phone, online, automatic deduction) but not by check or cash.

1. Very likely—**GO TO Q18**

2. Somewhat likely—**GO TO Q18**

3. Somewhat unlikely

4. Very unlikely

5. **DK/REF [DO NOT VOLUNTEER]—GO TO Q18**

Q17a. [IF Q17 =3 or 4] What is your major objection to the District going paperless?

1. I do not trust that my banking data is secure

2. I do not use the Internet

3. I feel more in control of my money when I write the checks.

4. Easier for my own accounting/taxes

5. Other, _____

9. DK/REF [DO NOT VOLUNTEER]

Q18. Regarding your monthly billing, how satisfied are you with the accuracy of your water bill?

1 - very satisfied,

2 - somewhat satisfied,

3 - somewhat dissatisfied, or

4 - very dissatisfied?

9 - DK/REF—DO NOT READ

Q19. How confident are you in the accuracy of your monthly meter reading?

1 - very confident,

2 - somewhat confident,

- 3 – not too confident, or
- 4 – not at all confident?

9 - DK/REF—DO NOT READ

Q20. The Otay Water District has recently implemented a new bill design. It was first mailed to customers in September 2011. How satisfied are you with the ease of understanding this new water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3—Neither satisfied nor dissatisfied
- 4 - somewhat dissatisfied, or
- 5 - very dissatisfied?
- 6 – I am not aware of the new bill design **—GO TO Q21**

9 - DK/REF—DO NOT READ—GO TO Q21

Q20a. **[IF Q20 NOT = 6 or 9]** Do you think that the previous water bill design is easier to understand than the new bill design?

- 1 –Yes
- 2 --No

9 - DK/REF—DO NOT READ

Q21. The Otay Water District sends postcards to remind their customers that their water bill has not been paid. How would you prefer to be contacted by the Otay Water District under these circumstances? (select one)

- 1 – the postcards are fine
- 2- e-mail
- 3 - text message
- 4 – telephone message
- 8 – other (please specify) _____

9 –DK/REF—DO NOT READ

Q22. In comparison to other companies that bill you monthly (for example. gas and electric, cable TV, trash collection, among others), how would you rate your overall customer experience with the Otay Water District on a scale of 1-5, where 1 means that the Otay Water District provides the best customer experience in comparison to these other companies and 5 means that the Otay Water District provides the worst experience.

Q23. In the past 6 months, have you used the Otay Water District website to obtain information or other services from the Otay Water District?

1—YES

2—NO-----GO TO CUST

9 - DK/REF—DO NOT READ-----GO TO CUST

Q23a. **[IF Q23=1]** How satisfied were you with the web service you received? Were you*

1 - very satisfied,

2 - somewhat satisfied,

3 - somewhat dissatisfied, or

4 - very dissatisfied?

IN CLOSING, THESE NEXT QUESTIONS ARE FOR COMPARISON PURPOSES ONLY.

CUST. How long have you been a customer of the Otay Water District?

_____YEARS

PPH. How many persons, including yourself, live in your household?

99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

1 - OWN

2 - RENT/OTHER STATUS

9 - DK/REF—DO NOT READ

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?

9 - DK/REF—DO NOT READ

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?

9 - DK/REF—DO NOT READ

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American;
- 6 - Middle Eastern
- 15 - another ethnic group? [SPECIFY:] _____

20 - DK/REF—DO NOT READ

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000,
- 5 - \$100,000 up to (but not including) \$150,000
6. \$150,000 and over

9 - DK/REF—DO NOT READ

LAN. **[LANGUAGE OF INTERVIEW:]** 1 - ENGLISH 2 - SPANISH

Frequency Tables

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	120	39.6	39.6	39.6
	Female	183	60.4	60.4	100.0
	Total	303	100.0	100.0	

Q1 - Have you or anyone in your household or business called the Otay Water District for service or other help during the past 6 months [EMPHASIZE 6 MONTHS]?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	303	100.0	100.0	100.0

Q1a - Are you primarily a residential, business, irrigation, or another type water customer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Residential	301	99.3	99.3	99.3
	Business	2	.7	.7	100.0
	Total	303	100.0	100.0	

Q1b - Was the main purpose of your last call to Otay Water District...?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A repair issue	13	4.3	4.3	4.3
	A billing issue	215	71.0	71.7	76.0
	Another issue	72	23.8	24.0	100.0
	Total	300	99.0	100.0	
Missing	DK/REF	3	1.0		
Total		303	100.0		

Q1c - What type of repair did you call about? Was it...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A pipeline break	6	2.0	40.0	40.0
	A problem with supply to your house	2	.7	13.3	53.3
	A suspected leak	5	1.7	33.3	86.7
	Another problem	2	.7	13.3	100.0
	Total	15	5.0	100.0	
Missing	System	288	95.0		
Total		303	100.0		

Q1d - Did you make any other calls to customer service in the past 6 months that were not repair related?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	2.6	53.3	53.3
	No	7	2.3	46.7	100.0
	Total	15	5.0	100.0	
Missing	System	288	95.0		
Total		303	100.0		

Q2. What was the reason for your last non-repair related customer service call?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not understand bill	43	14.2	15.6	15.6
	Need Assistance with online account	26	8.6	9.4	25.0
	Thought I was charged too much for the amount of water I use	37	12.2	13.4	38.4
	Thought I used less water than bill indicated/Meter misread	5	1.7	1.8	40.2
	Why different amount from same month last year	2	.7	.7	40.9
	Question about message box on bill	1	.3	.4	41.3
	Address change	5	1.7	1.8	43.1

	Start service/transfer acct name	52	17.2	18.8	62.0
	Stop service	6	2.0	2.2	64.1
	Reconnect service after shutoff	16	5.3	5.8	69.9
	Other	1	.3	.4	70.3
	Make payment/arrangements	60	19.8	21.7	92.0
	Find out balance	18	5.9	6.5	98.6
	Get rate reduction	4	1.3	1.4	100.0
	Total	276	91.1	100.0	
Missing	DK/REF	5	1.7		
	System	22	7.3		
	Total	27	8.9		
Total		303	100.0		

Q2a - Beyond the customer service call you just mentioned, did you make any other calls to customer service in the past 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	14.9	16.2	16.2
	No	233	76.9	83.8	100.0
	Total	278	91.7	100.0	
Missing	DK/REF	2	.7		
	System	23	7.6		
	Total	25	8.3		
Total		303	100.0		

Q2b - What was the reason for this other customer service call?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not understand bill	11	3.6	25.0	25.0
	Thought I was charged too much for the amount of water I use	5	1.7	11.4	36.4
	Thought I used less water than bill indicated/Meter misread	2	.7	4.5	40.9
	Address change	1	.3	2.3	43.2
	Start service	5	1.7	11.4	54.5
	Stop service	1	.3	2.3	56.8
	Reconnect service after shutoff	2	.7	4.5	61.4
	Problem with supply to my home	3	1.0	6.8	68.2
	Make payment/arrangements	14	4.6	31.8	100.0
	Total	44	14.5	100.0	
Missing	System	259	85.5		
Total		303	100.0		

Q3a. your ability to reach a service representative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	195	64.4	65.9	65.9
	Somewhat satisfied	63	20.8	21.3	87.2
	Somewhat dissatisfied	15	5.0	5.1	92.2
	Very dissatisfied	23	7.6	7.8	100.0
	Total	296	97.7	100.0	
Missing	DK/Refused	7	2.3		
Total		303	100.0		

Q3b. the courtesy of the service representative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	209	69.0	71.1	71.1
	Somewhat satisfied	54	17.8	18.4	89.5
	Somewhat dissatisfied	12	4.0	4.1	93.5
	Very dissatisfied	19	6.3	6.5	100.0
	Total	294	97.0	100.0	
Missing	DK/Refused	9	3.0		
Total		303	100.0		

Q3c. the knowledge and expertise of your service representative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	198	65.3	67.8	67.8
	Somewhat satisfied	60	19.8	20.5	88.4
	Somewhat dissatisfied	12	4.0	4.1	92.5
	Very dissatisfied	22	7.3	7.5	100.0
	Total	292	96.4	100.0	
Missing	DK/Refused	11	3.6		
Total		303	100.0		

Q3d. getting your problem resolved

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	197	65.0	66.1	66.1
	Somewhat satisfied	48	15.8	16.1	82.2
	Somewhat dissatisfied	19	6.3	6.4	88.6
	Very dissatisfied	34	11.2	11.4	100.0
	Total	298	98.3	100.0	
Missing	DK/Refused	5	1.7		
Total		303	100.0		

Q4 - Overall, how would you rate the quality of service that you received?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	153	50.5	50.7	50.7
	Good	98	32.3	32.5	83.1
	Fair	31	10.2	10.3	93.4
	Poor	20	6.6	6.6	100.0
	Total	302	99.7	100.0	
Missing	DK/REF	1	.3		
Total		303	100.0		

Q5 - First call: how many calls did it take to get your issue resolved?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	230	75.9	77.2	77.2
	2	37	12.2	12.4	89.6
	3	19	6.3	6.4	96.0
	4	5	1.7	1.7	97.7
	5	7	2.3	2.3	100.0
	Total	298	98.3	100.0	
Missing	DK/REF	5	1.7		
Total		303	100.0		

Q5a - Was your question or problem ultimately resolved to your satisfaction?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	14.2	59.7	59.7
	No	29	9.6	40.3	100.0
	Total	72	23.8	100.0	
Missing	DK/REF	2	.7		
	System	229	75.6		
	Total	231	76.2		
Total		303	100.0		

Q6 - The Otay Water District implemented a new telephone system in June 2011. Have you noticed that the system has changed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	12.9	14.2	14.2
	No	235	77.6	85.8	100.0
	Total	274	90.4	100.0	
Missing	DK/REF	29	9.6		
Total		303	100.0		

Q6a. Would you say that this new system is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better than the previous system	15	5.0	38.5	38.5
	About the same as the previous system	17	5.6	43.6	82.1
	Worse than the previous system	7	2.3	17.9	100.0
	Total	39	12.9	100.0	
Missing	System	264	87.1		
Total		303	100.0		

Q7e1-Rate Menu of options

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	18	5.9	50.0	50.0
	2	5	1.7	13.9	63.9
	3	8	2.6	22.2	86.1
	4	2	.7	5.6	91.7
	Not at all effective	3	1.0	8.3	100.0
	Total	36	11.9	100.0	
Missing	DK/REF	3	1.0		
	System	264	87.1		
	Total	267	88.1		

Q6a. Would you say that this new system is...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better than the previous system	15	5.0	38.5	38.5
	About the same as the previous system	17	5.6	43.6	82.1
	Worse than the previous system	7	2.3	17.9	100.0
	Total	39	12.9	100.0	
Missing	System	264	87.1		
Total		303	100.0		

Q7e2-Rate Clarity of instructions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	21	6.9	55.3	55.3
	2	5	1.7	13.2	68.4
	3	6	2.0	15.8	84.2
	4	3	1.0	7.9	92.1
	Not at all effective	3	1.0	7.9	100.0
	Total	38	12.5	100.0	
Missing	DK/REF	1	.3		
	System	264	87.1		
	Total	265	87.5		

Q7e2-Rate Clarity of instructions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	21	6.9	55.3	55.3
	2	5	1.7	13.2	68.4
	3	6	2.0	15.8	84.2
	4	3	1.0	7.9	92.1
	Not at all effective	3	1.0	7.9	100.0
	Total	38	12.5	100.0	
Missing	DK/REF	1	.3		
	System	264	87.1		
	Total	265	87.5		
Total		303	100.0		

Q7e3-Rate Quality of voice providing instructions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	22	7.3	57.9	57.9
	2	8	2.6	21.1	78.9
	3	2	.7	5.3	84.2
	4	3	1.0	7.9	92.1
	Not at all effective	3	1.0	7.9	100.0
	Total	38	12.5	100.0	
Missing	DK/REF	1	.3		
	System	264	87.1		
	Total	265	87.5		
Total		303	100.0		

Q7e4-Rate Overall effectiveness of the telephone message in guiding you to the services that you needed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very effective	19	6.3	50.0	50.0
	2	6	2.0	15.8	65.8
	3	6	2.0	15.8	81.6
	4	4	1.3	10.5	92.1
	Not at all effective	3	1.0	7.9	100.0
	Total	38	12.5	100.0	
Missing	DK/REF	1	.3		
	System	264	87.1		
	Total	265	87.5		
Total		303	100.0		

Q7 - Interactive Voice Response feature: Have you used this feature?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	29.0	30.1	30.1
	No	204	67.3	69.9	100.0
	Total	292	96.4	100.0	
Missing	DK/REF	11	3.6		
Total		303	100.0		

Q7a - Did you find Interactive Voice Response to be useful?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	75	24.8	87.2	87.2
	No	11	3.6	12.8	100.0
	Total	86	28.4	100.0	
Missing	DK/REF	2	.7		
	System	215	71.0		
	Total	217	71.6		
Total		303	100.0		

Q7b - When you last called the Otay Water District for customer service, were you able to resolve your question or problem using the automated system only?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	12.9	45.9	45.9
	No	46	15.2	54.1	100.0
	Total	85	28.1	100.0	
Missing	DK/REF	3	1.0		
	System	215	71.0		
	Total	218	71.9		
Total		303	100.0		

Q7c - Are there any other features that you would like to have offered by the Interactive Voice Response system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	7.9	29.6	29.6
	No	57	18.8	70.4	100.0
	Total	81	26.7	100.0	
Missing	DK/REF	7	2.3		
	System	215	71.0		
	Total	222	73.3		
Total		303	100.0		

Q8. Did your call require a field visit to your property?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	13.5	13.8	13.8
	No	257	84.8	86.2	100.0
	Total	298	98.3	100.0	
Missing	DK/REF	5	1.7		
Total		303	100.0		

Q9 - What did the field representative do?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Checked meter	5	1.7	13.2	13.2
	Check/fix leak	6	2.0	15.8	28.9
	Reconnect/turn water on	18	5.9	47.4	76.3
	Other	9	3.0	23.7	100.0
	Total	38	12.5	100.0	
Missing	DK/REF	3	1.0		
	System	262	86.5		
	Total	265	87.5		
Total		303	100.0		

Q10. How satisfied were you with the field service outcome?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	26	8.6	63.4	63.4
	Somewhat satisfied	6	2.0	14.6	78.0
	Somewhat dissatisfied	1	.3	2.4	80.5
	Very dissatisfied	8	2.6	19.5	100.0
	Total	41	13.5	100.0	
Missing	System	262	86.5		
Total		303	100.0		

Q11. How satisfied were you with the time required to come to your property to provide the field service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	24	7.9	60.0	60.0
	Somewhat satisfied	5	1.7	12.5	72.5
	Somewhat dissatisfied	3	1.0	7.5	80.0
	Very dissatisfied	8	2.6	20.0	100.0
	Total	40	13.2	100.0	
Missing	DK/Refused	1	.3		
	System	262	86.5		
	Total	263	86.8		
Total		303	100.0		

Q12. How satisfied were you with the amount of time the field service representative needed at your property?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	24	7.9	66.7	66.7
	Somewhat satisfied	5	1.7	13.9	80.6
	Somewhat dissatisfied	2	.7	5.6	86.1
	Very dissatisfied	5	1.7	13.9	100.0
	Total	36	11.9	100.0	
Missing	DK/Refused	5	1.7		
	System	262	86.5		
	Total	267	88.1		
Total	303	100.0			

Q13 - Please rate your overall satisfaction with the field service you received:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	22	7.3	53.7	53.7
	Good	9	3.0	22.0	75.6
	Fair	1	.3	2.4	78.0
	Poor	9	3.0	22.0	100.0
	Total	41	13.5	100.0	
Missing	System	262	86.5		

Q13 - Please rate your overall satisfaction with the field service you received:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	22	7.3	53.7	53.7
	Good	9	3.0	22.0	75.6
	Fair	1	.3	2.4	78.0
	Poor	9	3.0	22.0	100.0
	Total	41	13.5	100.0	
Missing	System	262	86.5		
Total		303	100.0		

Q14 - How do you pay your water bill most months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	71	23.4	23.6	23.6
	Automatic bank deduction	52	17.2	17.3	40.9
	Credit card over the telephone	49	16.2	16.3	57.1
	In person at the Otay Water District office	12	4.0	4.0	61.1
	In person at payment center	13	4.3	4.3	65.4
	On-line (Internet)	104	34.3	34.6	100.0
	Total	301	99.3	100.0	
Missing	DK/REF	2	.7		

Q14 - How do you pay your water bill most months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	71	23.4	23.6	23.6
	Automatic bank deduction	52	17.2	17.3	40.9
	Credit card over the telephone	49	16.2	16.3	57.1
	In person at the Otay Water District office	12	4.0	4.0	61.1
	In person at payment center	13	4.3	4.3	65.4
	On-line (Internet)	104	34.3	34.6	100.0
	Total	301	99.3	100.0	
Missing	DK/REF	2	.7		
Total		303	100.0		

Q15. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	66	21.8	21.9	21.9
	Automatic bank deduction	56	18.5	18.5	40.4
	Credit card over the telephone	52	17.2	17.2	57.6
	In person at the Otay Water District office	8	2.6	2.6	60.3
	In person at payment center	7	2.3	2.3	62.6
	On-line (Internet)	113	37.3	37.4	100.0
	Total	302	99.7	100.0	
Missing	DK/REF	1	.3		
Total		303	100.0		

Q15a - What can the District do to make paying online or make paperless billing a more appealing option for you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	There is nothing that would make me pay online	94	31.0	72.3	72.3
	Offer discounts on the bill	13	4.3	10.0	82.3
	Other	1	.3	.8	83.1
	Like present way of paying	8	2.6	6.2	89.2
	Want paper record/not confident online	4	1.3	3.1	92.3
	Make it easier	7	2.3	5.4	97.7
	Various properties at once/Access multiple banks/mobile app	3	1.0	2.3	100.0
	Total	130	42.9	100.0	
Missing	DK/REF	45	14.9		
	System	128	42.2		
	Total	173	57.1		
Total		303	100.0		

Q15b - If the District were to do that, how much more likely would you be to pay on-line?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	31	10.2	63.3	63.3
	Somewhat likely	7	2.3	14.3	77.6
	Somewhat unlikely	1	.3	2.0	79.6
	Very unlikely	10	3.3	20.4	100.0
	Total	49	16.2	100.0	
Missing	DK/REF	2	.7		
	System	252	83.2		
	Total	254	83.8		
Total		303	100.0		

Q16 - Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the postal service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	149	49.2	50.7	50.7
	No	145	47.9	49.3	100.0
	Total	294	97.0	100.0	
Missing	DK/REF	9	3.0		
Total		303	100.0		

Q17. How likely are you to choose to go paperless in your bill paying to the District and other regular monthly accounts within the next year or two?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	149	49.2	49.7	49.7
	Somewhat likely	43	14.2	14.3	64.0
	Somewhat unlikely	28	9.2	9.3	73.3
	Very unlikely	80	26.4	26.7	100.0
	Total	300	99.0	100.0	
Missing	DK/REF	3	1.0		
Total		303	100.0		

Q17a - What is your major objection to the District going paperless?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I do not trust that my banking data is secure	12	4.0	11.8	11.8
	I do not use the Internet	28	9.2	27.5	39.2
	I feel more in control of my money when I write the checks	13	4.3	12.7	52.0
	Easier for my own accounting/taxes	10	3.3	9.8	61.8
	Other	1	.3	1.0	62.7
	Want paper confirmation of payment	18	5.9	17.6	80.4
	I will forget to check e-mail	14	4.6	13.7	94.1
	Not confident with computers/e-mail	4	1.3	3.9	98.0
	Renters pay	2	.7	2.0	100.0
	Total	102	33.7	100.0	
Missing	DK/REF	4	1.3		
	System	197	65.0		
	Total	201	66.3		
Total		303	100.0		

Q18. Regarding your monthly billing, how satisfied are you with the accuracy of your water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	147	48.5	51.9	51.9
	Somewhat satisfied	88	29.0	31.1	83.0
	Somewhat dissatisfied	28	9.2	9.9	92.9
	Very dissatisfied	20	6.6	7.1	100.0
	Total	283	93.4	100.0	
Missing	DK/Refused	20	6.6		
Total		303	100.0		

Q19. How confident are you in the accuracy of your monthly meter reading?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	117	38.6	41.5	41.5
	Somewhat confident	108	35.6	38.3	79.8
	Not too confident	34	11.2	12.1	91.8
	Not at all confident	23	7.6	8.2	100.0
	Total	282	93.1	100.0	
Missing	DK/REF	21	6.9		
Total		303	100.0		

Q20 - The Otay Water District has recently implemented a new bill design. It was first mailed to customers in September 2011. How satisfied are you with the ease of understanding this new water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	120	39.6	40.4	40.4
	Somewhat satisfied	69	22.8	23.2	63.6
	Neither satisfied nor dissatisfied	16	5.3	5.4	69.0
	Somewhat dissatisfied	7	2.3	2.4	71.4
	Not aware of the new bill design	71	23.4	23.9	95.3
	DK/REF	14	4.6	4.7	100.0
	Total	297	98.0	100.0	
Missing	Very dissatisfied	6	2.0		
Total		303	100.0		

Q20a - Do you think that the previous water bill design is easier to understand than the new bill design?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	24.4	49.0	49.0
	No	77	25.4	51.0	100.0
	Total	151	49.8	100.0	
Missing	DK/REF	67	22.1		
	System	85	28.1		
	Total	152	50.2		

Q21 -- How would you prefer to be contacted by the Otay Water District when bill has not been paid?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The postcards are fine	127	41.9	43.5	43.5
	E-mail	81	26.7	27.7	71.2
	Text message	27	8.9	9.2	80.5
	Telephone message	57	18.8	19.5	100.0
	Total	292	96.4	100.0	
Missing	DK/REF	9	3.0		
	System	2	.7		
	Total	11	3.6		
Total		303	100.0		

Q22 - In comparison to other companies that bill you monthly, how would you rate your overall customer experience with the Otay Water District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Best	123	40.6	41.0	41.0
	2	78	25.7	26.0	67.0
	3	69	22.8	23.0	90.0
	4	20	6.6	6.7	96.7
	Worst	10	3.3	3.3	100.0
	Total	300	99.0	100.0	
Missing	DK/REF	3	1.0		

Q22 - In comparison to other companies that bill you monthly, how would you rate your overall customer experience with the Otay Water District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Best	123	40.6	41.0	41.0
	2	78	25.7	26.0	67.0
	3	69	22.8	23.0	90.0
	4	20	6.6	6.7	96.7
	Worst	10	3.3	3.3	100.0
	Total	300	99.0	100.0	
Missing	DK/REF	3	1.0		
Total		303	100.0		

Q23 - In the past 6 months, have you used the Otay Water District website to obtain information or other services from the Otay Water District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	91	30.0	30.4	30.4
	No	208	68.6	69.6	100.0
	Total	299	98.7	100.0	
Missing	DK/REF	4	1.3		
Total		303	100.0		

Q23a - How satisfied were you with the web service you received? Were you...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	65	21.5	71.4	71.4
	Somewhat satisfied	15	5.0	16.5	87.9
	Somewhat dissatisfied	7	2.3	7.7	95.6
	Very dissatisfied	4	1.3	4.4	100.0
	Total	91	30.0	100.0	
Missing	System	212	70.0		
Total		303	100.0		

CUST. How long have you been a customer of the Otay Water District?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	48	15.8	15.9	15.9
	1	11	3.6	3.7	19.6
	2	16	5.3	5.3	24.9
	3	21	6.9	7.0	31.9
	4	8	2.6	2.7	34.6
	5	18	5.9	6.0	40.5
	6	14	4.6	4.7	45.2
	7	9	3.0	3.0	48.2
	8	19	6.3	6.3	54.5
	9	4	1.3	1.3	55.8
	10	24	7.9	8.0	63.8
	11	10	3.3	3.3	67.1
	12	13	4.3	4.3	71.4
	13	6	2.0	2.0	73.4
	14	2	.7	.7	74.1
	15	12	4.0	4.0	78.1
	16	6	2.0	2.0	80.1
	17	2	.7	.7	80.7
	18	1	.3	.3	81.1

19		2	.7	.7	81.7
20		19	6.3	6.3	88.0
21		3	1.0	1.0	89.0
22		1	.3	.3	89.4
23		1	.3	.3	89.7
25		5	1.7	1.7	91.4
26		2	.7	.7	92.0
30		3	1.0	1.0	93.0
31		2	.7	.7	93.7
32		3	1.0	1.0	94.7
33		1	.3	.3	95.0
36		2	.7	.7	95.7
37		2	.7	.7	96.3
40		6	2.0	2.0	98.3
42		1	.3	.3	98.7
43		1	.3	.3	99.0
44		1	.3	.3	99.3
45		1	.3	.3	99.7
53		1	.3	.3	100.0
Total		301	99.3	100.0	
Missing	DK/REF	2	.7		
Total		303	100.0		

PPH. How many persons, including yourself, live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	4.3	4.3	4.3
	2	65	21.5	21.7	26.1
	3	61	20.1	20.4	46.5
	4	80	26.4	26.8	73.2
	5	47	15.5	15.7	89.0
	6	12	4.0	4.0	93.0
	7	14	4.6	4.7	97.7
	8	6	2.0	2.0	99.7
	12	1	.3	.3	100.0
	Total	299	98.7	100.0	
Missing	DK/REF	4	1.3		
Total		303	100.0		

TEN. Is your residence owned by someone in your household, or is it rented?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owned	216	71.3	72.0	72.0
	Rented/Other status	84	27.7	28.0	100.0
	Total	300	99.0	100.0	
Missing	DK/REF	3	1.0		
Total		303	100.0		

EDU. What is the highest grade or year of school that you have completed and received credit for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	52	17.2	19.0	19.0
	At least one year of college, trade or vocational school	83	27.4	30.3	49.3
	Graduated college with a bachelor's degree	107	35.3	39.1	88.3
	At least one year of graduate work beyond a bachelor's degree	32	10.6	11.7	100.0
	Total	274	90.4	100.0	
Missing	DK/REF	29	9.6		
Total		303	100.0		

AGE. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34	45	14.9	16.2	16.2
	35 to 44	82	27.1	29.5	45.7
	45 to 54	77	25.4	27.7	73.4
	55 to 64	43	14.2	15.5	88.8
	65 or over	31	10.2	11.2	100.0
	Total	278	91.7	100.0	
Missing	DK/REF	25	8.3		

AGE. Please tell me when I mention the category that contains your age...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 34	45	14.9	16.2	16.2
	35 to 44	82	27.1	29.5	45.7
	45 to 54	77	25.4	27.7	73.4
	55 to 64	43	14.2	15.5	88.8
	65 or over	31	10.2	11.2	100.0
	Total	278	91.7	100.0	
Missing	DK/REF	25	8.3		
Total		303	100.0		

ETH. Which of the following best describes your ethnic or racial background..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	117	38.6	43.3	43.3
	Black, not of Hispanic origin	17	5.6	6.3	49.6
	Hispanic or Latino	110	36.3	40.7	90.4
	Asian or Pacific Islander	20	6.6	7.4	97.8
	Native American	1	.3	.4	98.1
	Middle Eastern	4	1.3	1.5	99.6
	Other	1	.3	.4	100.0
	Total	270	89.1	100.0	
Missing	DK/REF	33	10.9		

ETH. Which of the following best describes your ethnic or racial background..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	117	38.6	43.3	43.3
	Black, not of Hispanic origin	17	5.6	6.3	49.6
	Hispanic or Latino	110	36.3	40.7	90.4
	Asian or Pacific Islander	20	6.6	7.4	97.8
	Native American	1	.3	.4	98.1
	Middle Eastern	4	1.3	1.5	99.6
	Other	1	.3	.4	100.0
	Total	270	89.1	100.0	
Missing	DK/REF	33	10.9		
Total		303	100.0		

Total Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	19	6.3	7.7	7.7
	\$25,000 up to (but not including) \$50,000	57	18.8	23.1	30.8
	\$50,000 up to (but not including) \$75,000	52	17.2	21.1	51.8
	\$75,000 up to (but not including) \$100,000	47	15.5	19.0	70.9
	\$100,000 up to (but not including) \$150,000	47	15.5	19.0	89.9
	\$150,000 or more	25	8.3	10.1	100.0
	Total	247	81.5	100.0	
Missing	DK/REF	56	18.5		
Total		303	100.0		

Language of survey

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	296	97.7	97.7	97.7
	Spanish	7	2.3	2.3	100.0
	Total	303	100.0	100.0	

OPEN-ENDED RESPONSES

Q2--other reason for non-repair call

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	203	67.0	67.0	67.0
A payment arrangement	1	.3	.3	67.3
A water leak on outside. I didn't make my payment so I called to schedu	1	.3	.3	67.7
About my bill.	1	.3	.3	68.0
Acct balance	1	.3	.3	68.3
Ask about billing cycle	1	.3	.3	68.6
Automatic bill pay didn't transfer after move.	1	.3	.3	69.0
Automatic payment	1	.3	.3	69.3
Balance	2	.7	.7	70.0
Bill arrangement	1	.3	.3	70.3
Bill extension	1	.3	.3	70.6
Billing	1	.3	.3	71.0
Billing seems too high. I am the property manager for this building	1	.3	.3	71.3
Billing and verifying account	1	.3	.3	71.6
Billing arrangement	2	.7	.7	72.3
Billing arrangements.	1	.3	.3	72.6
Bought new washer and wanted a state refund	1	.3	.3	72.9
Call to see if here was a special reduce rate for seniors	1	.3	.3	73.3
Called to find out how much I owed.	1	.3	.3	73.6
Called to notify that I was going to be late with my payment	1	.3	.3	73.9
Change account name.	1	.3	.3	74.3

Change acct info	1	.3	.3	74.6
Check on my bill	1	.3	.3	74.9
Clarify amount due and when.	1	.3	.3	75.2
Credit issue	1	.3	.3	75.6
Current amt due	1	.3	.3	75.9
Discrepancy in the bill.	1	.3	.3	76.2
Moved residences.				
Find a location to pay your bill.	1	.3	.3	76.6
For extension	1	.3	.3	76.9
Forgot 2 pay the bill	1	.3	.3	77.2
Get the account to make a payment.	1	.3	.3	77.6
Got a notice, needed balance	1	.3	.3	77.9
Had to pay bill	1	.3	.3	78.2
Help with paying the bill	1	.3	.3	78.5
How someone could put the water bill in my name	1	.3	.3	78.9
I did not have a bill	1	.3	.3	79.2
I had paid in advance and was not aware it was due again	1	.3	.3	79.5
I had received a sort of collection letter.	1	.3	.3	79.9
I needed to pay the bill.	1	.3	.3	80.2
I wanted to see if they would accept my payment over the phone.	1	.3	.3	80.5
Just to pay bill	1	.3	.3	80.9
Late on bill	1	.3	.3	81.2
Late on my bill so I was making a payment arrangement.	1	.3	.3	81.5
Lifeline benefits	1	.3	.3	81.8
Low water pressure.	1	.3	.3	82.2

Made a payment.	1	.3	.3	82.5
Make a payment	1	.3	.3	82.8
Make a payment arrangement.	1	.3	.3	83.2
Make a payment.	1	.3	.3	83.5
Make payment arrangements	1	.3	.3	83.8
Make sure I was going to pay on time.	1	.3	.3	84.2
Making payment arrangement/extension	1	.3	.3	84.5
Meter is under water	1	.3	.3	84.8
Needed a copy of a bill	1	.3	.3	85.1
Needed a current statement	1	.3	.3	85.5
Needed account number to pay the bill	1	.3	.3	85.8
Needed both spouse names on bill for school	1	.3	.3	86.1
Notice of payment	1	.3	.3	86.5
Online billing	1	.3	.3	86.8
Over charged	1	.3	.3	87.1
Overdue bill.	1	.3	.3	87.5
Pay a bill	1	.3	.3	87.8
Pay bill.	1	.3	.3	88.1
Payment	3	1.0	1.0	89.1
Payment arrangement	1	.3	.3	89.4
Payment arrangements	3	1.0	1.0	90.4
Payment options	1	.3	.3	90.8
Question about service charges	1	.3	.3	91.1
Rental property	1	.3	.3	91.4
Scheduled payment	1	.3	.3	91.7
See when it was going to be disconnected	1	.3	.3	92.1
Sent a fax about a pipe break & invoice-received no call	1	.3	.3	92.4

Sent notice after I paid the bill	1	.3	.3	92.7
Sold property and needed the balance	1	.3	.3	93.1
They turned my water off I was not aware my bill had not been paid.	1	.3	.3	93.4
To arrange payments	1	.3	.3	93.7
To ask for an extension on payment.	1	.3	.3	94.1
To check my balance	1	.3	.3	94.4
To have the exact amount I owed.	1	.3	.3	94.7
To make a payment.	4	1.3	1.3	96.0
To make sure they didn't cut the water off.	1	.3	.3	96.4
To pay bill	1	.3	.3	96.7
To pay bill over the phone.	1	.3	.3	97.0
To pay bill.	1	.3	.3	97.4
To transfer service	1	.3	.3	97.7
To transfer the name of an account.	1	.3	.3	98.0
Wanted to check on balance.	1	.3	.3	98.3
Wanted to find out why I was billed for sewer. Why it has increased.	1	.3	.3	98.7
Wanted to get the total of my bill.	1	.3	.3	99.0
Wanted to know if they could reduce rates as I am now on disability	1	.3	.3	99.3
Wanted to make payment arrangements	1	.3	.3	99.7
Wanted to make sure we received the payment	1	.3	.3	100.0
Total	303	100.0	100.0	

Q2b--other reason for other call

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	274	90.4	90.4	90.4
Because of them shutting off the water, pump system was destroyed	1	.3	.3	90.8
Bill to high	1	.3	.3	91.1
Billing	3	1.0	1.0	92.1
Billing inquiry	1	.3	.3	92.4
Billing payment	1	.3	.3	92.7
Billing question- current amt	1	.3	.3	93.1
Broken pipe, adjusted water to baseline	1	.3	.3	93.4
Called to pay bill	1	.3	.3	93.7
Change billing name temporarily	1	.3	.3	94.1
Cut off water, to stop leaking into canyon	1	.3	.3	94.4
Had a leaky meter. I don't want the bubbler in my front yard	1	.3	.3	94.7
I needed an extension	1	.3	.3	95.0
I was behind on my water bill and I called to make payment on a date.	1	.3	.3	95.4
Keep putting a wrong \$25.00 lockout charge on my bill 3 times.	1	.3	.3	95.7
Late on my bill so I was making a payment arrangement.	1	.3	.3	96.0
Make a payment	1	.3	.3	96.4
Make payment options because the bill is too high	1	.3	.3	96.7

Pay bill	2	.7	.7	97.4
Pay them.	1	.3	.3	97.7
There was a leak	1	.3	.3	98.0
They accidentally shut off water	1	.3	.3	98.3
To lower my bill	1	.3	.3	98.7
To make my payment	1	.3	.3	99.0
To make sure they didn't cut the water off.	1	.3	.3	99.3
To pay the bill	1	.3	.3	99.7
To pay the bill.	1	.3	.3	100.0
Total	303	100.0	100.0	

Q7d - What is one such additional feature you would like to have offered by the automated system?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	286	94.4	94.4	94.4
A quicker operator prompt.	1	.3	.3	94.7
An alternative way to get into account if you don't have your account #.	1	.3	.3	95.0
An early prompt to transfer to customer service rep	1	.3	.3	95.4
An option to connect to customer service directly	1	.3	.3	95.7
I need to know the amount due for the last statement.	1	.3	.3	96.0
I want to be able to pay my water bill over the phone with something other than my account number like using the last 4 of my SSI or my phone number.	1	.3	.3	96.4
I would like access to annual report.	1	.3	.3	96.7
I would like the Interactive Voice Response to be available also on weekends, not only during week days.	1	.3	.3	97.0
Look up bill by name or address	1	.3	.3	97.4
Option which states what cycle, balance of previous bill and current balance.	1	.3	.3	97.7
Pay by card and not use your routing number.	1	.3	.3	98.0
Pay with a card.	1	.3	.3	98.3
They should talk to customer	1	.3	.3	98.7

Total bal due & what needs to be paid before disconnect	1	.3	.3	99.0
Use address, or phone#, ss#, pin #	1	.3	.3	99.3
Voice or touch tone option	1	.3	.3	99.7
Yes, pay by phone.	1	.3	.3	100.0
Total	303	100.0	100.0	

Q9-other function performed by field rep

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	294	97.0	97.0	97.0
Checked on property lines, was on house side	1	.3	.3	97.4
Checked to see if the water was off.	1	.3	.3	97.7
He checked the meter and installed a bubbler	1	.3	.3	98.0
He did a sewer mark out.	1	.3	.3	98.3
No one showed up, they refused to come out.	1	.3	.3	98.7
They cut off the water	1	.3	.3	99.0
They did not come out.	1	.3	.3	99.3
They said I had to get a plumber	1	.3	.3	99.7
They said they showed but never spoke to anyone	1	.3	.3	100.0
Total	303	100.0	100.0	

Q15a--other incentive to pay online

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	276	91.1	91.1	91.1
Can all my roommates pay their own portion of the bill by their own checking account?	1	.3	.3	91.4
Connect to his local banks 1 place	1	.3	.3	91.7
Difficulty finding the login.	1	.3	.3	92.1
Give me a senior discount	1	.3	.3	92.4
Hubby likes working w/ wife	1	.3	.3	92.7
I do like to get the paper statement	1	.3	.3	93.1
I want paper for a record	1	.3	.3	93.4
I'm not very good at the internet	1	.3	.3	93.7
It bothers me that I pay more for the water than the sewer	1	.3	.3	94.1
It's easier to make payment on the phone	1	.3	.3	94.4
Like automatic deduction	1	.3	.3	94.7
Lower the water rates and I would have the money on time	1	.3	.3	95.0
Make it cheaper.	1	.3	.3	95.4
Make it easier to navigate the system	1	.3	.3	95.7
More payment centers.	1	.3	.3	96.0
Need hard copies	1	.3	.3	96.4
Never charge to press a button	1	.3	.3	96.7
Never tried it but would like to do that. It would be easier.	1	.3	.3	97.0
Not confident in paperless	1	.3	.3	97.4

Not too friendly, two screens to go through. Make it simple	1	.3	.3	97.7
Rather pay on the phone	1	.3	.3	98.0
Satisfied the way it presently is.	1	.3	.3	98.3
Some kind of mobile app.	1	.3	.3	98.7
Telephone payment is better	1	.3	.3	99.0
Time wise sometimes is not good	1	.3	.3	99.3
We don't trust the internet that well.	1	.3	.3	99.7
Would like it to be broken down for each address.	1	.3	.3	100.0
Total	303	100.0	100.0	

Q17a-other objection to paperless

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	260	85.8	85.8	85.8
Because you can miss the bill on the email.	1	.3	.3	86.1
Don't get too much email.	1	.3	.3	86.5
Don't like using the pc	1	.3	.3	86.8
Filing	1	.3	.3	87.1
Forget when bill is due	1	.3	.3	87.5
Getting monthly bill is a reminder	1	.3	.3	87.8
Hard copy	1	.3	.3	88.1
I am used to getting paper bill.	1	.3	.3	88.4
I don't check my email enough to be compatible with my lifestyle.	1	.3	.3	88.8
I forget to pay otherwise.	1	.3	.3	89.1
I like having a record	1	.3	.3	89.4
I like the record on file	1	.3	.3	89.8
I like the written documents	1	.3	.3	90.1
I might forget to check on that.	1	.3	.3	90.4
I might forgot	1	.3	.3	90.8
I need a record. I like to see the paper	1	.3	.3	91.1
I pay cash	1	.3	.3	91.4
I prefer to have you bill on hand	1	.3	.3	91.7
I want paper bill for documentation	1	.3	.3	92.1
I want proof that I paid	1	.3	.3	92.4
I want to see my bill, not look it up on the internet.	1	.3	.3	92.7

I will forget to look at my email	1	.3	.3	93.1
I would like to keep a paper record	1	.3	.3	93.4
I'm totally against it I think mail is better.	1	.3	.3	93.7
Lack of responsibility	1	.3	.3	94.1
Like to get paper confirmation in mail. Don't like ads just basic bill	1	.3	.3	94.4
Need the paper record	1	.3	.3	94.7
Need the paper reminder	1	.3	.3	95.0
Not always paid from the same account	1	.3	.3	95.4
Not confident in paperless	1	.3	.3	95.7
Not too good on computer	1	.3	.3	96.0
Paper file record	1	.3	.3	96.4
Physical reminder.	1	.3	.3	96.7
Possibly forget if online.	1	.3	.3	97.0
Prefer having physical bill	1	.3	.3	97.4
Problems with other companies in the past.	1	.3	.3	97.7
Renters are now paying bill	1	.3	.3	98.0
Tangible in your hand reminder of the amount you owe and the date you o	1	.3	.3	98.3
The current tenants have been paying the bill	1	.3	.3	98.7
The paper bill is a good reminder	1	.3	.3	99.0
Two people do it, and we have a record	1	.3	.3	99.3
We have a house of five children we keep track of our expenses.	1	.3	.3	99.7

When you think about the email is just more advertising	1	.3	.3	100.0
Total	303	100.0	100.0	

Q21--other method to contact when bill not paid

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	301	99.3	99.3	99.3
Email or text before the bill is due	1	.3	.3	99.7
Regular mail	1	.3	.3	100.0
Total	303	100.0	100.0	

ETH-other: other ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	300	99.0	99.0	99.0
Italian and Swedish	1	.3	.3	99.3
Mixed	1	.3	.3	99.7
Spanish & Jewish	1	.3	.3	100.0
Total	303	100.0	100.0	



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
SUBMITTED BY:	Rita Bell, Finance Manager	PROJECT:	DIV. NO. All
APPROVED BY:	<input checked="" type="checkbox"/> Joseph R. Beachem, Chief Financial Officer <input checked="" type="checkbox"/> German Alvarez, Assistant General Manager <input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	Follow-up to Fiscal Year 2013 Budget Workshop		

GENERAL MANAGER'S RECOMMENDATION:

This is an informational item only.

COMMITTEE ACTION:

See Attachment A.

PURPOSE:

To provide responses to the Board's requests for additional information related to the Fiscal Year 2013 Budget Workshop held on May 15, 2012.

BACKGROUND:

The Budget Workshop was held on May 15, 2012 to request approval of the Fiscal Year 2013 Operating and Capital Budget. The Board approved the budget along with the rate increases and transfers. During the workshop, the following questions were asked:

1. How does the District fare in fixed versus variable water charges compared to other agencies?
2. How does the District compare to other agencies in regard to labor cost?

3. How does the District compare to other agencies in staffing full-time equivalent (FTE) employees per customer?
4. What is the payroll savings due to reductions in FTE's taking into account additional outsourcing costs and reductions in other employee related costs?
5. What is the District's Operating Ratio?
6. How do the anticipated OPEB savings at the time of implementation compare to the projected OPEB savings in FY 2013?

ANALYSIS:

Fixed vs. Variable Comparison

The District is in compliance with Best Management Practice (BMP) 1.4 which states that fixed revenues shall not exceed 30% of total revenues. This is one of the criteria the District follows in setting its water rates.

As noted on page 4 of Attachment B, the District is the 8th lowest (out of 23 agencies) for combined fixed and variable charges on a 14 unit water consumption basis. The chart on page 5 shows how the District compares looking at only the fixed charges. The District is the 17th of 23 agencies. Looking at page 6, the chart shows that the District is the 3rd lowest as it relates to the variable portion of revenues.

Balancing revenue stability with rate equity is a complicated process. The District periodically performs rate studies to ensure that rates are equitable to all classes of customers.

Labor Cost Comparison

Staff conducted a survey of special districts providing water and sewer services. Using the FY 2012 budget data of these agencies, the chart on page 7 of Attachment B shows the labor and benefits cost of each agency, divided by the number of customers served. This chart also shows that Otay Water District is the second lowest employee cost per customer at \$337 per customer. This reflects the efficiency of service provided at the District.

Staffing per Customer Comparison

Another way to evaluate efficiency is to compare the number of employees per customer at each agency. Using the same agencies as the labor cost comparison above, Otay is the 4th most efficient out of 10 agencies when comparing employee count to customer count.

Payroll Savings Due to FTE Reductions after Factoring in Outsourcing Costs and Reductions in Other Employee Related Costs

A chart depicting the net payroll savings due to reductions in FTEs is on page 9 of Attachment B. The workshop focused on the \$10,237,971 total budgeted salary and benefit savings created by the District's reduction of 26.75 FTEs, going from a high of 174.75 FTEs in FY 2007 to the current FY 2013 FTE count of 148. This chart, at the Board's request, also considers the outsourcing costs and related reductions in other employee equipment costs.

Total salary and benefit savings are \$10,237,971. Additional savings of \$137,550 were also realized in related staff equipment savings for items such as trucks, computer work stations, and cell phones. Significant savings were gained through business process reengineering and efficiency improvements focusing on core competency. Through our continuous business process review, the District identified opportunities to outsource non-core functions. As a result, the total savings is reduced by the outsourcing costs required to meet the District's operational goals. The outsourcing costs total \$3,630,680 during that same five-year period. The overall net savings from FY 2007 through FY 2013 is \$6,744,841.

Operating Ratio

Each year, the District calculates the debt coverage ratio to ensure compliance with the bond covenants of existing debt. The budget and rate model process also use this important financial measure in rate setting. Staff was asked to calculate the District's Operating Ratio, which is another way to measure financial strength.

The definition of an Operating Ratio is the cost of goods sold plus operating expenses to net sales. The significance is that it shows the productivity of the business. An operating ratio between 75% and 80% is considered standard for manufacturing concerns. The lower the operating ratio the higher the profits. Since the District is a non-profit organization, the higher ratios shown in the attached chart are expected. The difference between the 100% and the lesser value, generally funds reserve requirements (in accordance with the District's Reserve Policy) and coincides with the bond covenant requirements.

Other Post Employee Benefits (OPEB)

This informational item is to provide an update on the projected

FY 2013 net savings that is anticipated due to the Board's approval of the increased employee contribution to CalPERS and the enhanced Other Post Employment Benefits (OPEB).

The actuarial firm of Bartel Associates, LLC completed a study of the "June 30, 2011 GASB 45 Actuarial Valuation CalPERS Savings Versus OPEB ARC Increase" on September 30, 2011. In this study, the actuaries evaluated both the additional cost of the OPEB enhancement and the savings that is expected from the employees picking up additional percentages of the CalPERS pension cost. This study projected that the net savings to the District would be \$140,000 in Fiscal Year 2013.

The various employee groups and the unrepresented employees proposed that in place of taking the already agreed upon cost of living as take home pay, that they would redirect this increase into paying for an OPEB enhancement. This would be done by paying greater percentages of the CalPERS cost.

These results were presented to the Board at the October 5, 2011 Board Meeting. In this same report, a peer review of the Bartel Associates, LLC's 2011 actuarial study was presented. This peer review was performed by Milliman, Inc. who found that the valuation did conform to requirements. This review added additional credibility that, in fact, the Board's decision to accept the employee's proposal would result in net savings to the District.

Staff is projecting that the net savings will exceed the projection of the actuaries. The savings is projected to be \$158,000 (CalPERS savings of \$950,000 less OPEB costs of \$792,000). The original savings presented at the May 15th Budget Workshop was \$82,000. This has been updated as it did not take into account the CalPERS contribution paid for time while on vacation, sick leave, or holidays. The total savings amount, as noted in the budget book, will be updated to reflect the entire savings for the final print of the budget book.

Conclusion

This information has been provided in an effort to respond to the Board of Directors' questions from the FY 2013 Budget Workshop.



ATTACHMENT A

SUBJECT/PROJECT:	Follow-up to Fiscal Year 2013 Budget Workshop
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COMMITTEE ACTION:

This is an informational item only.

NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.

FY 2013 BUDGET WORKSHOP FOLLOW-UP

July 11, 2012

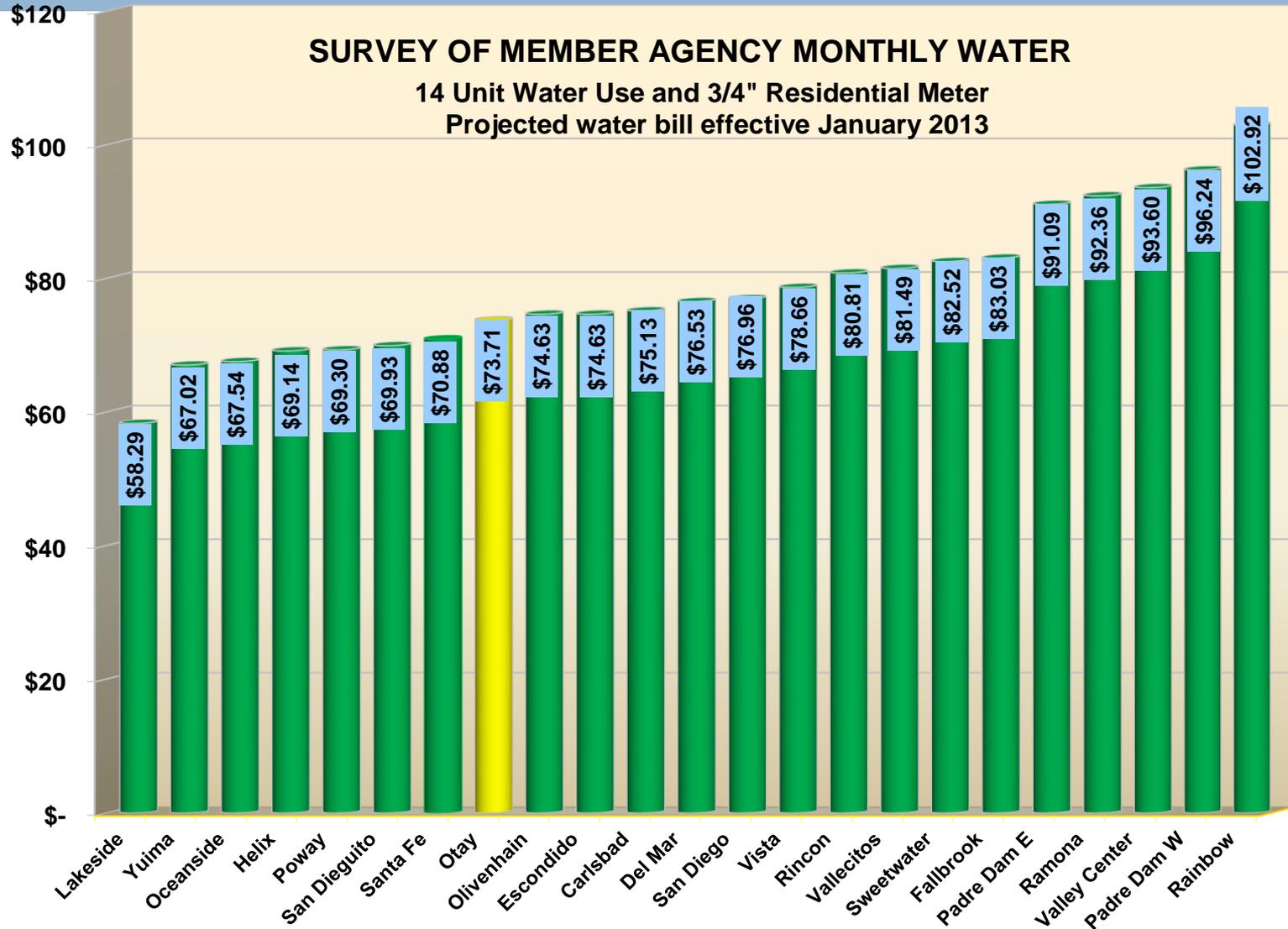
Budget Workshop

- The Budget Workshop was held on May 15, 2012 to request approval of the Fiscal Year 2013 Operating and Capital Budget.

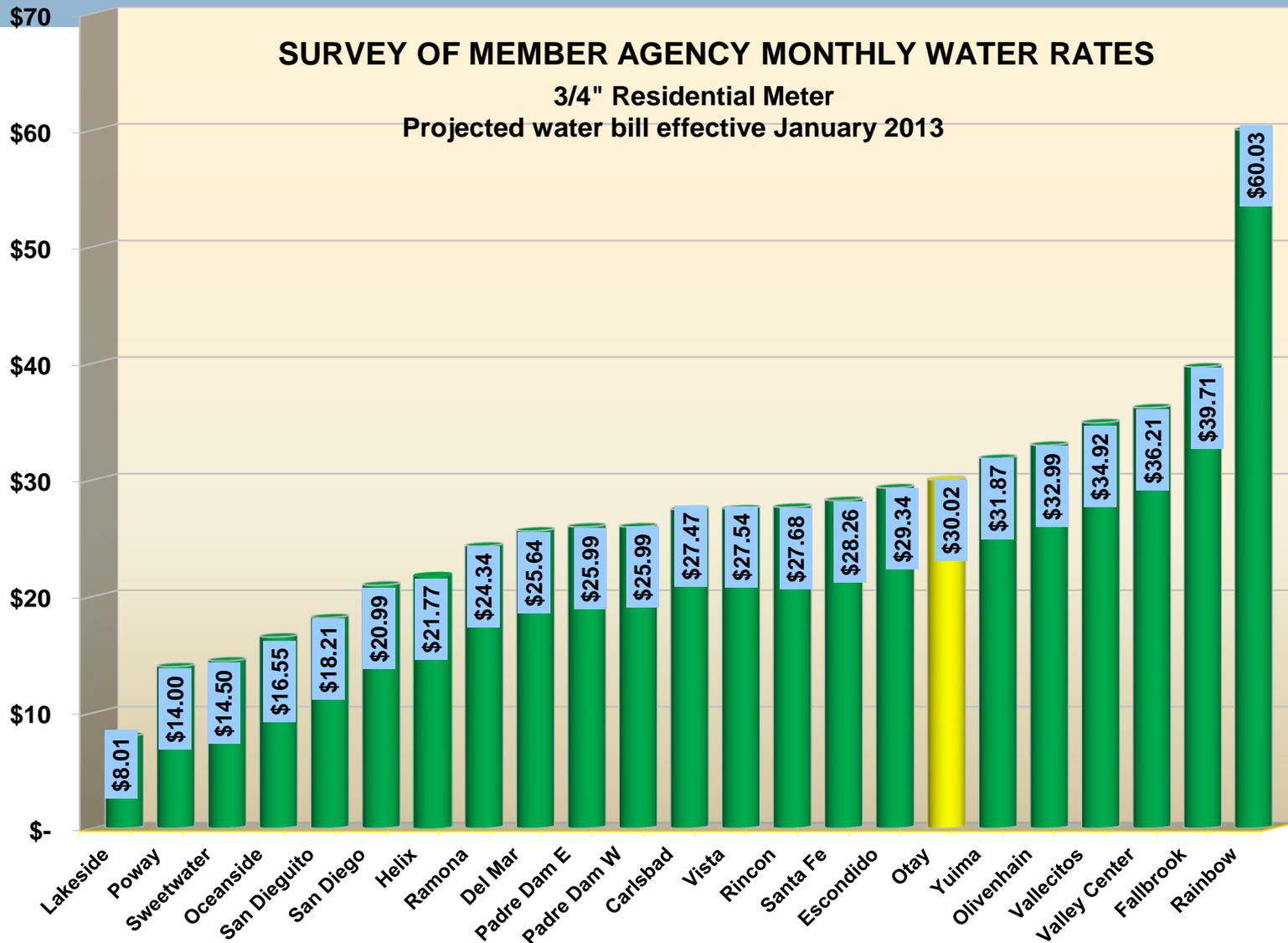
Follow-up Requests

- Fixed Charges vs. Variable Charges Comparison
- Labor Cost Comparison
- Full-Time Equivalent (FTE) per Customer Comparison
- Payroll Savings Due to FTE Reductions
 - ▣ Outsourcing Costs
 - ▣ Other Employee Related Costs
- Operating Ratio
- Projected OPEB Savings vs. FY 2013 Budgeted

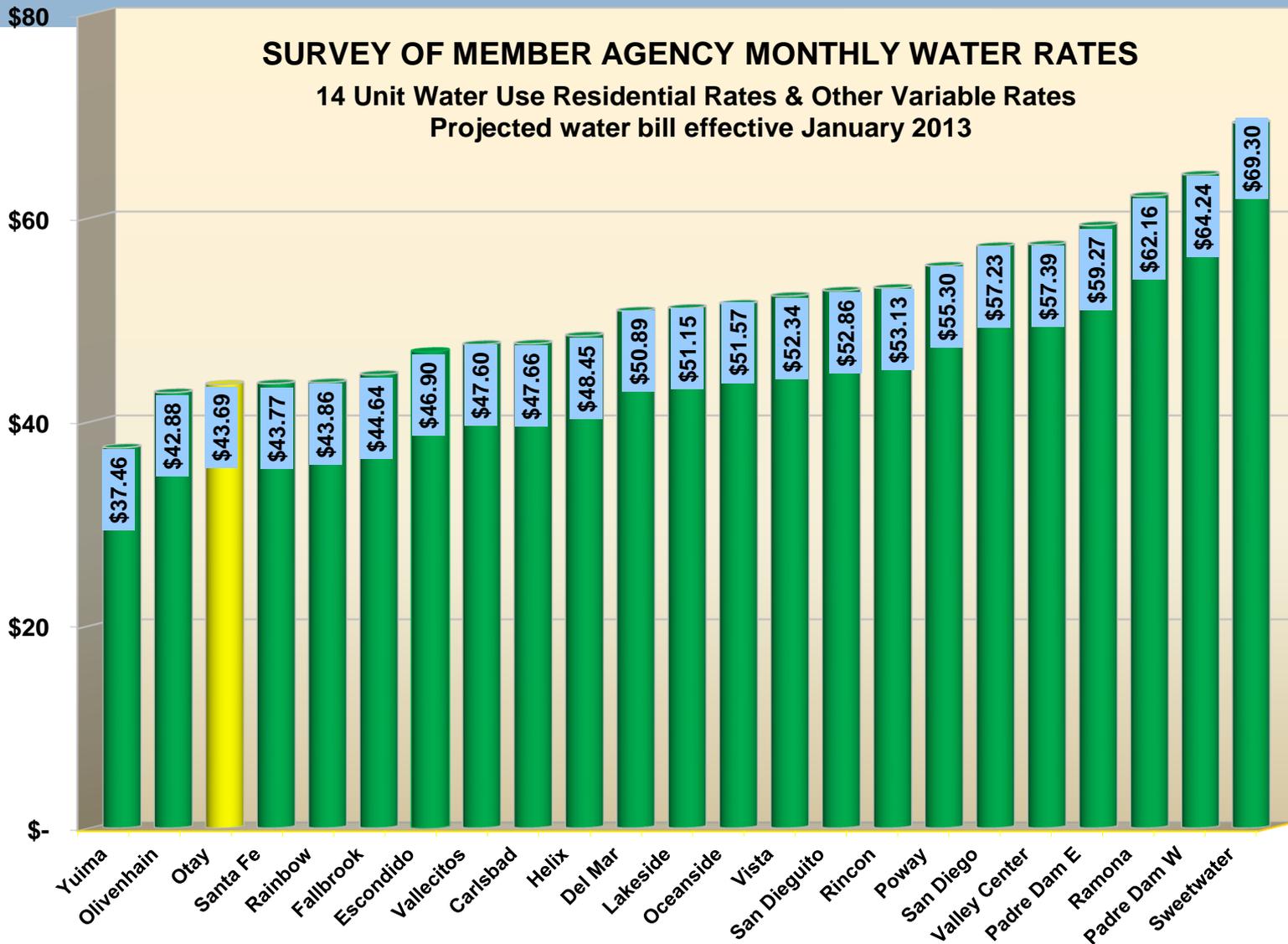
Total Fixed and Variable Charges



Fixed Charges



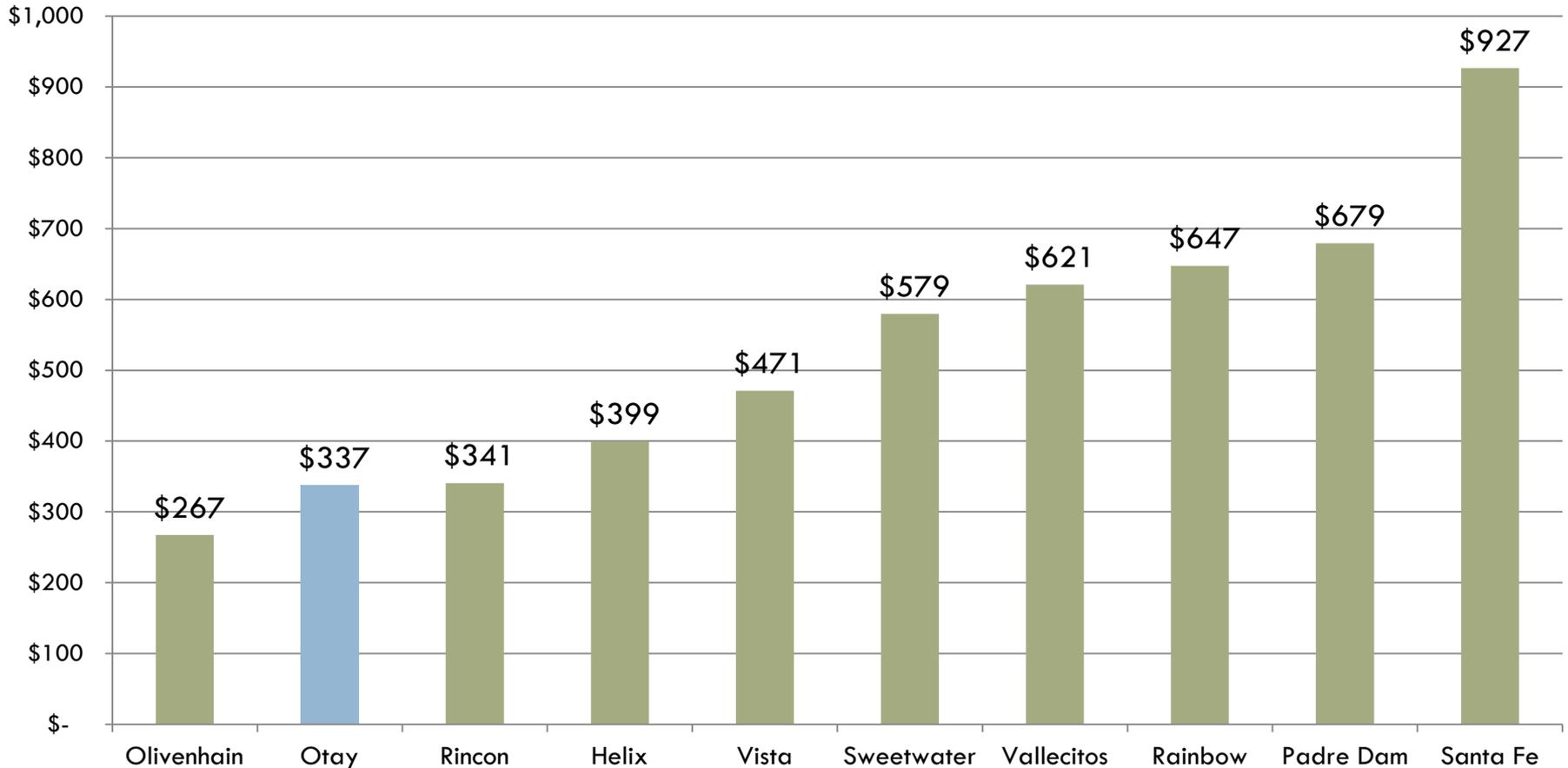
Variable Charges



Labor Cost Comparison

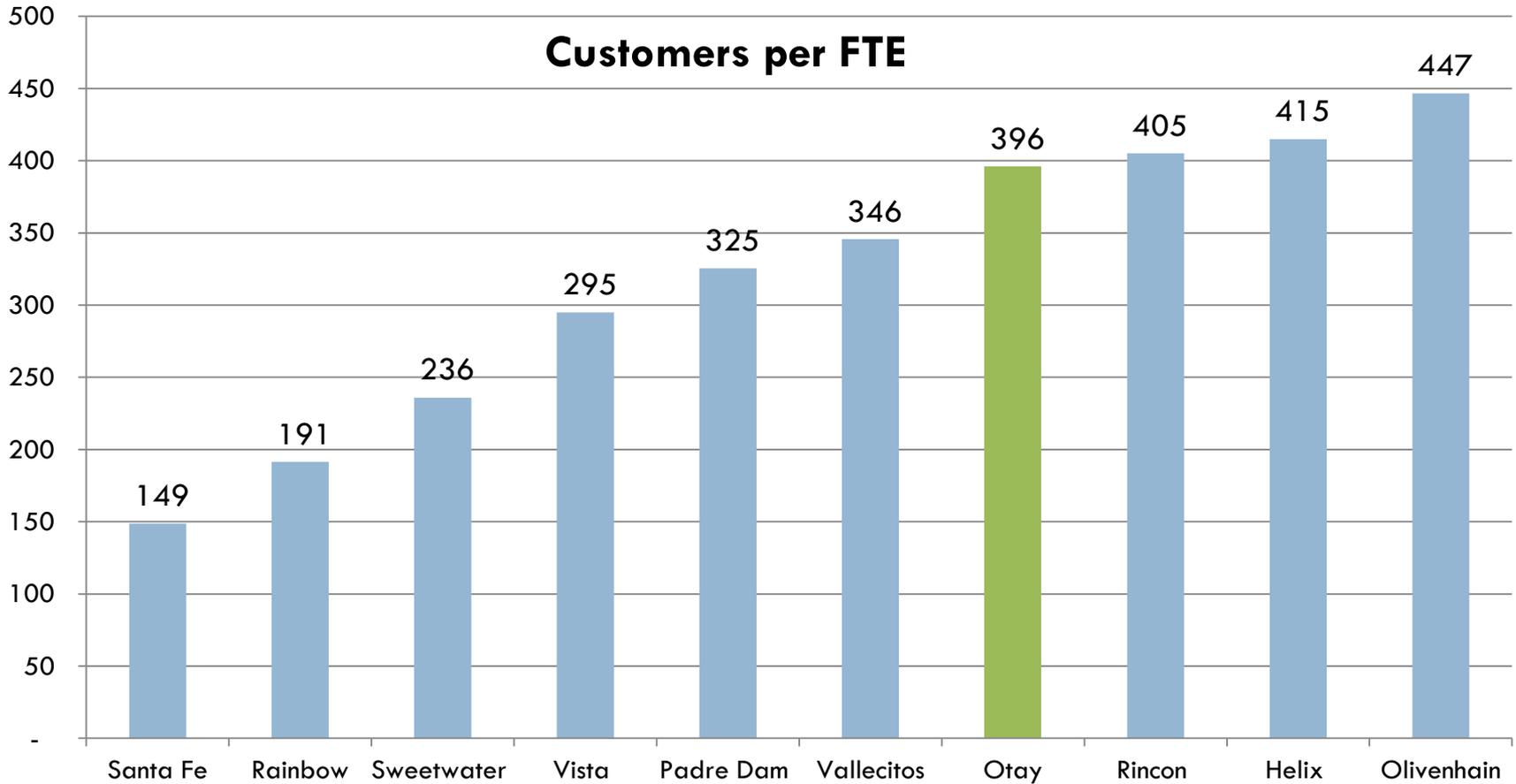
Annual Salaries & Benefits per Customer

for Special Districts Providing Water & Sewer Services



Note: Excludes municipalities because special districts do not receive support services from other funds. Gathering this data was a difficult process as each district's accounting and budgeting may vary. The comparison was also difficult because each district is unique in size, customer makeup, and terrain.

FTE per Customer Comparison



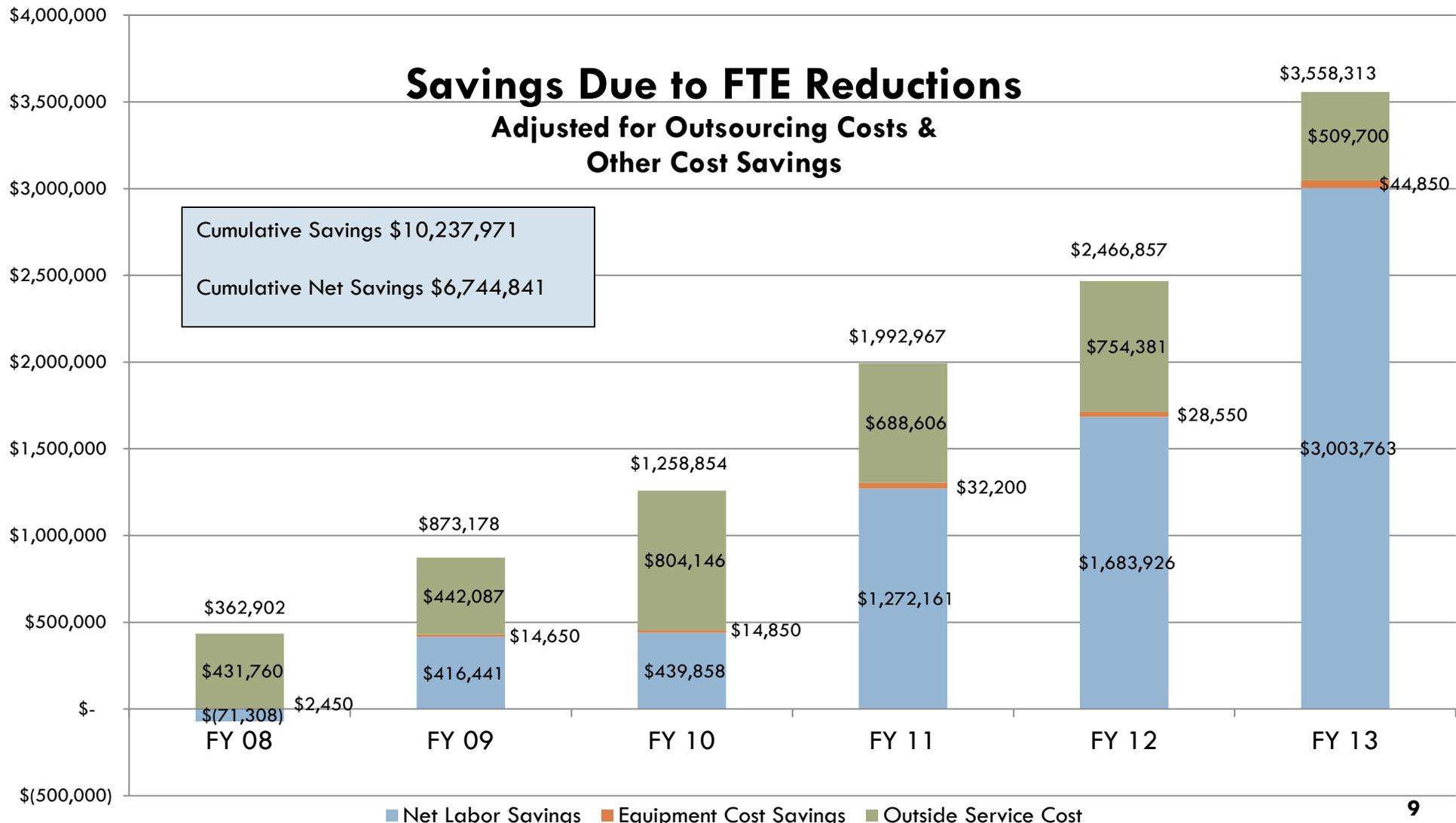
Note: Excludes Otay's growth related FTEs

Payroll Savings Due to FTE Reductions



Savings Due to FTE Reductions Adjusted for Outsourcing Costs & Other Cost Savings

Cumulative Savings \$10,237,971
Cumulative Net Savings \$6,744,841



Operating Ratio

- Definition: The ratio of cost of goods sold plus operating expenses to net sales.
- Significance: Shows the operational efficiency of the business. An operating ratio between 75% and 80% is considered standard for manufacturing concerns. A lower operating ratio shows higher profit.
- Application: Since the District is a non-profit organization, a higher ratio is to be expected.

Operating Ratio

	<u>Water</u>	<u>Sewer</u>	<u>Total</u>
Operating Expenses	<u>\$68.8</u>	<u>\$2.7</u>	<u>\$71.5</u>
Operating Revenues	\$71.3	\$2.7	\$74.0
Operating Revenues	96.5%	100%	96.6%

Note: The difference between the 100% and the lesser value generally funds reserve requirements (in accordance with the District's Reserve Policy) and coincides with the bond covenant requiring that revenues exceed expenses.

OPEB Savings - Projected vs. Budget

- Bartel & Associates, LLC performed actuarial study
 - ▣ Increase in OPEB benefits paid for with employee PERS contributions.
 - ▣ Projected net savings \$140,000 in FY 2013.
- FY 2013 Budget
 - ▣ Savings projected to be \$158,000.
 - CalPERS savings of \$950,000 less OPEB costs of \$792,000.
 - ▣ Original savings presented at Budget Workshop was \$82,000.
 - Did not take into account the CalPERS contribution paid for time while on vacation, sick leave, or holidays.
 - ▣ Total savings amount will be updated to reflect the entire savings for the final budget.

Questions?



AGENDA ITEM 6



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
	Alicia Mendez-Schomer, Customer Service Manager	PROJECT:	DIV. NO. ALL
SUBMITTED BY:			
APPROVED BY:	<input checked="" type="checkbox"/> Joseph R. Beachem, Chief Financial Officer <input checked="" type="checkbox"/> German Alvarez, Assistant General Manager <input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	Adopt Resolution No. 4200 to Continue Water and Sewer Availability Charges for District Customers for Fiscal Year 2012-2013 to be Collected through Property Tax Bills		

GENERAL MANAGER'S RECOMMENDATION:

That the Board adopt Resolution No. 4200 to continue water and sewer availability charges for District customers for Fiscal Year 2012-2013 to be collected through property tax bills.

COMMITTEE ACTION:

See Attachment A.

PURPOSE:

That the Board consider the adoption of Resolution No. 4200 to continue water and sewer availability charges for District customers for Fiscal Year 2011-2012 to be collected through property tax bills.

ANALYSIS:

State Water Code Section 71630-71637 authorizes the District to access such availability charges. The District levies availability charges each year on property in both developed and undeveloped

areas. In order to place these charges on the tax roll, the County of San Diego requires the District to provide a resolution authorizing the charges. Each year, the District provides a resolution along with the listing of charges by parcel. Current legislation provides that any amount up to \$10 per parcel (one acre or less) is for general use and any amount over \$10 per parcel (\$30 per acre for parcels over one acre) is restricted, to be expended in and for that Improvement District. The District uses amounts over \$10 per parcel to develop water and sewer systems within the Improvement Districts where the funds are collected. In accordance with legislation, the District places amounts up to \$10 per parcel in the General Fund.

FISCAL IMPACT: Joe Beachem, Chief Financial Officer

The availability charges, as budgeted will generate approximately \$1.2 million in revenue.

STRATEGIC GOAL:

This revenue source will help the District meet its fiscal responsibility to its ratepayers.

LEGAL IMPACT:

None.

Attachments: Attachment A - Committee Action Form
 Attachment B - Resolution No. 4200



ATTACHMENT A

SUBJECT/PROJECT:	Adopt Resolution No. 4200 to Continue Water and Sewer Availability Charges for District Customers for Fiscal Year 2012-2013 to be Collected through Property Tax Bills
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COMMITTEE ACTION:

That the Finance, Administration and Communications Committee recommend that the Board adopt Resolution No. 4200 to continue water and sewer availability charges for District customers for Fiscal Year 2012-2013 to be collected through property tax bills.

NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.

RESOLUTION NO. 4200

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE OTAY WATER DISTRICT CONTINUING PREVIOUSLY ESTABLISHED WATER AND SEWER AVAILABILITY CHARGES FOR FISCAL YEAR 2012-2013; REQUESTING THE COUNTY TO COLLECT SUCH AVAILABILITY CHARGES ON THE 2012-2013 SECURED TAX ROLL AND TAKING OTHER RELATED ACTIONS

WHEREAS, the Otay Water District (herein "District") is a member of the San Diego County Water Authority and the Metropolitan Water District of Southern California and, as a member, the District is entitled to purchase water for distribution within the District and water so purchased is available to property in the District that is also within the San Diego County Water Authority and the Metropolitan Water District of Southern California, without further need for annexation to any agency; and

WHEREAS, Improvement Districts No. 14 and 18 and Assessment District No. 4 (Hillside) have been formed within the Otay Water District (herein "District") and sanitary sewers have been constructed and sewer service is available to land within each of the said districts; and

WHEREAS, in consideration of the benefit that water availability confers upon property within the District, and in further consideration of the need for revenue to pay the cost of water storage and transmission facilities which directly and specially benefit property within the District, the District has previously determined that water availability charges be fixed and established under applicable provisions of law; and

WHEREAS, in consideration of the benefit which sewer availability confers upon property within Improvement Districts No. 14 and 18 and within Assessment District No. 4 (Hillsdale), and in further consideration of the need to pay the cost of sanitary sewers which directly and specifically benefit those properties, the District has previously determined that sewer availability charges be fixed and established for Improvement Districts No. 14 and 18 and Assessment District No. 4 (Hillsdale), all as provided under applicable provisions of law; and

WHEREAS, the District desires to continue the collection of such water and sewer availability charges without increases or revisions in methodology or application.

NOW, THEREFORE, the Board of Directors of the Otay Water District resolves, determines and orders as follows:

1. SCHEDULE OF WATER CHARGES

(A) The water availability charges previously fixed and established are hereby continued for Fiscal Year 2011-2012 at the existing rates, as follows:

- (1) In Improvement Districts No. 5 and La Presa No. 1 the charge shall be \$10.00 per acre of land and \$10.00 per parcel of land less than one acre.
- (2) In Improvement Districts No. 2, 3, 7, 9, 10, 19, 20, 22, 25 and 27 the charge shall be \$30.00 per acre of land and \$10.00 per parcel of land less than one acre.

- (3) For land located outside an improvement district and within one mile of a District water line, the charge shall be \$10.00 per acre of land and \$10.00 for each parcel less than one acre.
- (4) For land located outside an improvement district and greater than one mile from District facilities, the charge shall be \$3.00 per acre of land and \$3.00 for each parcel less than one acre.

(B) Modifications The charges provided for in subparagraphs (1) through (4) in (A) above shall be modified upon petition by the property owner where the property does not receive water from the District as follows:

- (1) where a parcel of land or a portion thereof is within an open space easement approved by San Diego County, the charge for such parcel or portion thereof shall be fifty percent (50%) of the charge determined pursuant to paragraph (A), provided the owner files with the District proof, satisfactory to the District, that said parcel of land or portion thereof is within such a designated permanent open space area;
- (2) where a parcel of land or portion thereof is in an agricultural reserve under a Land Conservation Contract with the County of San Diego, pursuant to the Land Conservation Act of 1965 as amended, the charge for such parcel shall be \$3.00 per acre, provided the owner files with the District proof,

satisfactory to the District, that said parcel of land or portion thereof is within such an agricultural preserve;

(3) where a parcel of land or a portion thereof is within an area designated as a floodplain by the County of San Diego, the charge for such a parcel or portion thereof shall be \$3.00 per acre, provided the owner files with the District proof, satisfactory to the District, that said parcel of land or portion thereof is within such designated floodplain; and

(4) where a parcel of land or portion thereof exceeds a 30% slope, and where such is not within a legal subdivision, lot-split or planned residential development, the charge for the slope portion shall be \$3.00 per acre, or if such a parcel is less than one acre and more than one-half of the area exceeds 30% slope, \$3.00 for the parcel, provided the owner files with the District proof, satisfactory to the District, that said parcel of land or portion thereof meets or exceeds the slope.

(C) Exceptions The charges provided for in (A) and (B) above shall not apply, upon petition by the property owner, to the following:

(1) land located within an area designated as a floodway by the County of San Diego;

- (2) land designated as a vernal pool area by a governmental agency authorized to make such a designation and which designation prohibits use of such area for any purpose;
- (3) land owned by non-profit, tax-exempt conservation organizations specializing in identifying and protecting the natural habitat of rare species; or
- (4) land that is located within the boundaries of the Otay Water District but not within the boundaries of the Metropolitan Water District of Southern California and the San Diego County Water Authority.

2. SCHEDULE OF SEWER CHARGES

(A) Sewer standby assessment or availability charges are hereby fixed and established for Fiscal Year 2012-2013 as follows:

- (1) In Improvement Districts No. 14, 18 and Assessment District No. 4 (Hillside), the charges shall be \$30.00 per acre of land and \$10.00 per parcel of land less than one acre. The preceding charges shall not apply, upon petition by the property owner, to the following:
 - (a) any portion of a parcel which is undeveloped and maintained in its natural state within an Open Space Area as a requirement under the San Diego County General Plan, provided the owner of such parcel files proof,

satisfactory to the District, of such
designed Open Space Area;

- (b) any portion of a parcel located within an area designated by the County of San Diego as a floodway or floodplain; or
- (c) any portion of a parcel of land which exceeds a slope of 30% and which is not within a legal subdivision, lot split or planned lot split or planned residential development.

3. DEFERRALS

(A) Deferral of Charge, Purpose Situations may arise when an owner of a parcel of land does not use and has no present intention of using water and/or sewer provided by the District on a parcel of land, as defined in Section 4. The purpose of this section is to permit an evaluation by the District, on a case-by-case basis, of the circumstances which pertain to such situations to determine whether a deferral of charges should be approved according to the terms and conditions herein provided.

Any owner of a parcel of land who believes that the amount of the water and/or sewer availability charges fixed against such parcel should be deferred may file an application with the District for deferral of the charge, as follows:

- (a) Application The application shall include a statement describing the circumstances and factual elements which support the request for deferral.
- (b) The General Manager shall consider the request within sixty (60) days after the filing of a

completed application. If the application for deferral meets the established criteria, the General Manager may decide whether to approve the request and order the charge deferred accordingly. If the request is denied, the applicant shall be notified in writing stating the reasons for the denial.

(B) Appeal to Board of Directors If the General Manager denies a request, the owner may file an appeal with the Board of Directors within sixty (60) days after such denial. No new application for deferral need be considered by the General Manager until expiration of twelve (12) months from the date of a denial, unless differently directed by the Board of Directors.

(C) Deferred Charges on Restricted Parcels, Criteria The levy of the charge may be deferred annually as to any parcel of land which meets each of the following criteria:

- (a) The owner of such parcel makes a timely application requesting deferral of the charge.
- (b) The parcel, which is the subject of the request, will become subject to enforceable restrictions which prohibits the connection to the District sewer system or use of water on the parcel, except by means of natural precipitation or runoff; provided, however, if considered appropriate by the General Manager, local water may be used for limited domestic stock watering and irrigation uses.

- (c) The owner executed a recordable agreement which includes provisions that:
- (1) set forth the enforceable restrictions pertinent to the subject parcel;
 - (2) the agreement may be terminated upon written request by the owner and payment of all deferred water and/or sewer availability charges, plus interest thereon, compounded annually, and accruing at the legal rate from the date such charges would have been otherwise due and payable;
 - (3) no water and/or sewer service from the District shall be provided to such parcel for a period of ten (10) years after the total amount due for the charges deferred, plus annually compounded interest, is paid in full to the District, unless a surcharge penalty as described below is paid to the District prior to connection of any water and/or sewer service;
 - (4) if the surcharge is not paid, during the ten (10) year period, while water and/or sewer service is not available to the subject land, the owner shall pay all annual water or availability charges as fixed; and
 - (5) contains such other provisions considered by the General Manager to be appropriate.

(D) Surcharge Upon termination of the deferral agreement, an owner may elect to receive water and/or sewer service prior to the expiration of the ten (10) year penalty period upon payment of a surcharge. The surcharge shall be equal to the amount of the annual water and/or sewer availability charges fixed for the parcel(s) of land in the year of election to receive water and/or sewer service multiplied by the number of years remaining of the ten (10) year penalty period. This surcharge shall also apply if a property owner develops a parcel that is subject to a deferral agreement without termination of said agreement.

(E) Enforcement Procedures In order to insure that terms and conditions of the recordable agreement are being met, the General Manager shall:

- (1) Maintain a record of all parcels approved for deferral of the water assessments or availability charges.
- (2) Report to the Board of Directors any instances where the terms of the agreement are being violated.
- (3) Take such other actions or procedures considered appropriate.

4. DEFINITION OF PARCEL The term "parcel" as used herein shall mean a parcel of land as shown on the assessment rolls of the County Assessor of San Diego County as of March, 2012.

5. NOTICE AND REQUEST TO THE BOARD OF SUPERVISORS AND AUDITOR
As provided in Sections 71634 to 71637, on or before the third

Monday in August, 2012, the Secretary of this District shall furnish, in writing to the Board of Supervisors of San Diego County and to the County Auditor, a description of the land within the District upon which availability charges are to be levied and collected for Fiscal Year 2012-2013 together with the amount of the assessments or charges. At the time and in the manner required by law for the levying of taxes for county purposes, the Board of Supervisors of San Diego County shall levy, in addition to taxes it levies, water and/or sewer availability charges in the amounts fixed by this Resolution for the respective parcels of land described in Section 1 of this Resolution. All County officers charged with the duty of collecting taxes shall collect the charges with the regular property tax payments in the same form and manner as County taxes are collected. Such availability charges are a lien on the property with respect to which they are fixed. Collection of the charges may be enforced by the same means as provided for the enforcement of liens for state and county taxes.

6. CERTIFICATION TO COUNTY BOARD OF SUPERVISORS The District certifies that this Resolution complies with the provisions of Article XIIIID of the California Constitution in that the availability charges are existing charges first set by the Board of Directors of the District prior to November 6, 1996. At the time the availability charges were initially established, the District followed the applicable provisions of law then in effect, and the District has continued to comply with such provisions, including any requirements for notices or hearings,

as from time to time in effect. Therefore, pursuant to Section 71632 and Section 71638 of the California Water Code, as currently in effect, the District may continue the availability charges in successive years at the same rate. The District further certifies that the charge is not increased hereby and the methodology for the rate is the same as in previous years. The charge is imposed exclusively to finance the capital costs, maintenance and operating expenses of the water or sewer system of the District, as applicable.

7. CERTIFIED COPIES The Secretary of this District shall deliver certified copies of this Resolution to the Board of Supervisors and to the Auditor of San Diego County with the list of charges described in Section 4 above.

8. CORRECTIONS; OTHER ACTIONS The General Manager of the District is hereby authorized to correct any clerical error made in any assessment or charge pursuant to this Resolution and to make an appropriate adjustment in any assessment or charge made in error. Furthermore, the General Manager and the Secretary of this District are hereby directed to take any further actions and deliver such documents and certificates as necessary to carry out the purpose of this Resolution.

PASSED, APPROVED AND ADOPTED by the Board of Directors of the Otay Water District at a regular meeting duly held this 11th day of July, 2012.

President

ATTEST:

Secretary

I HEREBY CERTIFY that the foregoing Resolution No. 4200 was duly adopted by the BOARD OF DIRECTORS of the OTAY WATER DISTRICT at a regular meeting thereof held on the 11th day of July, 2012 by the following vote:

Ayes:

Noes:

Abstain:

Absent:

District Secretary

AGENDA ITEM 7



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
		PROJECT:	DIV. NO. All
SUBMITTED BY:	Rita Bell, Finance Manager		
APPROVED BY:	<input checked="" type="checkbox"/> Joseph R. Beachem, Chief Financial Officer		
	<input checked="" type="checkbox"/> German Alvarez, Assistant General Manager		
	<input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	Adopt Resolution No. 4202 to Establish the Tax Rate for Improvement District No. 27 (ID 27) for Fiscal Year 2012-2013		

GENERAL MANAGER'S RECOMMENDATION:

That the Board adopt Resolution No. 4202 to establish the tax rate for Improvement District No. 27 (ID 27) at \$0.005 for Fiscal Year 2012-2013.

COMMITTEE ACTION:

See Attachment A.

PURPOSE:

Improvement District No. 27 has outstanding general obligation bonds and tax rates are calculated annually to ensure the amount of tax collections will meet the annual debt service. Currently, ID 27 is the only improvement district with outstanding general obligation debt service.

BACKGROUND:

In December 1992, the District sold \$11,500,000 of general obligation bonds in ID 27 for the construction of the 30mg reservoir. At the time of the formation of ID 27, the District intended to have a

maximum tax rate of \$0.10 per \$100 of assessed valuation. The tax rate has always remained well below the intended maximum rate.

With the refinancing of the bonds in 1998 and the rapid growth in past years, the tax rate for ID 27 had been reduced several times. In Fiscal Year 2010, the bonds were refinanced again, thus reducing the annual debt payment even further. The tax rate was kept at \$0.005 last fiscal year, despite a further reduction of 1.9% in the assessed values of properties in the region. The County Assessor anticipates that the assessed values will remain flat for the next fiscal year. Staff is proposing to keep the rate at \$0.005, drawing down the reserves rather than raising the rate. The rate and reserve balance will be reevaluated again next year. It is anticipated that the \$0.005 rate can be maintained for a number of years.

FISCAL IMPACT: Joseph R. Beachem, Chief Financial Officer

The tax proceeds are legally restricted for the sole purpose of the repayment of this debt. They will be collected until the debt obligation is fully paid, at which time the fund will have a zero balance. The \$0.005 tax rate will generate \$596,975 in revenue. The estimated revenue, given the recommended tax rate combined with the current fund balance, will meet the annual ID 27 debt service payment of \$756,263. This action brings the fund balance closer to the target level of six months of bond payments, while maintaining a positive cash balance for the foreseeable future.

STRATEGIC GOAL:

Through well-established financial policies and wise management of funds, the District will continue to guarantee fiscal responsibility to its ratepayers and the community at large.

LEGAL IMPACT:

None.

Attachments:

- A) Committee Action Form
- B) Resolution No. 4202
- C) ID 27 Tables



ATTACHMENT A

SUBJECT/PROJECT:	Adopt Resolution No. 4202 to Establish the Tax Rate for Improvement District No. 27 (ID 27) for Fiscal Year 2012-2013
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COMMITTEE ACTION:

That the Finance, Administration and Communications Committee recommend that the Board adopt Resolution No. 4202 to establish the tax rate for Improvement District No. 27 (ID 27) at \$0.005 for Fiscal Year 2012-2013.

NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.

RESOLUTION NO. 4202

A RESOLUTION OF THE BOARD OF DIRECTORS OF OTAY WATER DISTRICT FIXING TAX RATES FOR FISCAL YEAR 2012-2013 FOR PAYMENT OF PRINCIPAL AND INTEREST ON GENERAL OBLIGATION BONDS OF IMPROVEMENT DISTRICTS (GF 1600)

WHEREAS, California Water Code Section 72091 authorizes the Otay Water District, as a municipal water district, to levy an ad valorem property tax which is equal to the amount required to make annual payments for principal and interest on general obligation bonds approved by the voters prior to July 1, 1978.

NOW, THEREFORE, the Board of Directors of the Otay Water District resolves, determines and orders as follows:

1. Findings. It is necessary that this Board of Directors cause taxes to be levied in Fiscal Year 2012-2013 for Improvement District No. 27 of the Otay Water District to pay the amount of the principal and interest on the bonded debt of such improvement district.

2. Amounts to be Raised by Taxes. The amount required to be raised by taxation during Fiscal Year 2012-2013 for the principal and interest on the bonded debt of Improvement District No. 27 is as follows:

Improvement District No. 27	\$596,975
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3. Tax Rates. The tax rates per one hundred dollars (\$100) of the full value of all taxable property within said improvement district necessary to pay the aforesaid amounts of principal and

interest on the bonded debt of said improvement district for Fiscal Year 2012-2013 is hereby determined and fixed as follows:

Improvement District No. 27 \$0.005

4. Certification of Tax Rates. Pursuant to Water Code Section 72094, this Board of Directors hereby certifies to the Board of Supervisors and the County Auditor of the County of San Diego the tax rates hereinbefore fixed, and said County Auditor shall, pursuant to Section 72095 of said Code, compute and enter in the County assessment roll the respective sums to be paid as tax on the property in Improvement District No. 27, using the rate of levy hereinabove fixed for such improvement district and the full value as found on the assessment roll for the property therein, and the Secretary of this Board of Directors is hereby authorized and directed to transmit certified copies of this resolution, Attachment B, and made a part hereof, to said Board of Supervisors and said Auditor.

PASSED AND ADOPTED by the Board of Directors of the Otay Water District at a regular meeting held this 11th day of July, 2012.

Ayes:
Noes:
Abstain:
Absent:

President

ATTEST:

Secretary

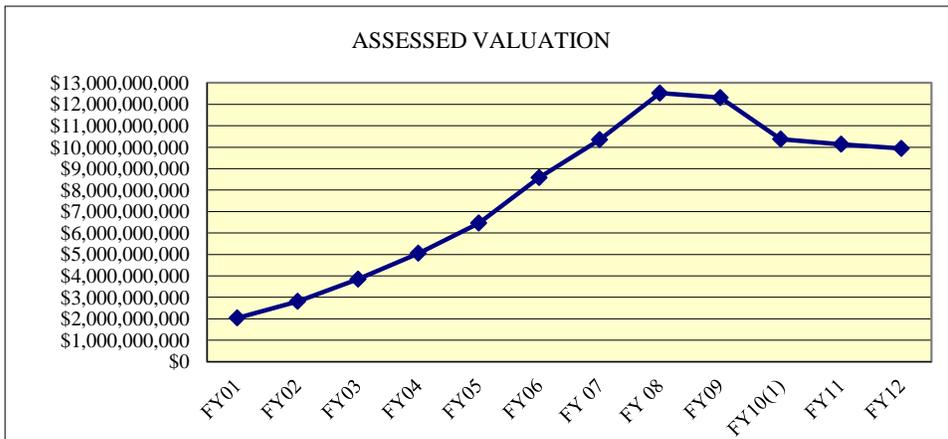
IMPROVEMENT DISTRICT 27

History

- 1989** Improvement District 27 was formed with \$100,000,000 bonding authorized.
- 1992** District issued \$11,500,000 in General Obligation Bonds primarily for the construction of a 30 million gallon storage reservoir.
- 1998** District refinanced outstanding debt of \$10,900,000.
- 2009** District refinanced again outstanding debt of \$7,780,000.

Historical Data						
	TAXES COLLECTED	DEBT SERVICE	NET	TAX RATE	ASSESSED VALUATION	INC%
FY01	\$1,628,500	\$841,500	\$787,000	\$0.06000	\$2,037,206,308	32%
FY02	\$570,300	\$842,000	(\$271,700)	\$0.02000	\$2,809,479,840	38%
FY03	\$725,085	\$848,600	(\$123,515)	\$0.01500	\$3,837,693,353	37%
FY04	\$829,036	\$848,700	(\$19,664)	\$0.01400	\$5,047,625,296	32%
FY05	\$997,082	\$840,800	\$156,282	\$0.01200	\$6,454,909,846	28%
FY06	\$1,081,991	\$840,385	\$241,606	\$0.01000	\$8,579,576,581	33%
FY 07	\$868,624	\$837,936	\$30,688	\$0.00700	\$10,348,663,242	21%
FY 08	\$917,168	\$835,017	\$82,151	\$0.00600	\$12,518,643,676	21%
FY09	\$764,971	\$830,823	(\$65,852)	\$0.00500	\$12,308,043,285	-2%
FY10⁽¹⁾	\$605,405	\$934,674	(\$329,269)	\$0.00500	\$10,378,404,507	-16%
FY11	\$600,685	\$781,144	(\$180,459)	\$0.00500	\$10,131,397,697	-2%
FY12	\$612,288	\$752,378	(\$140,090)	\$0.00500	\$9,941,622,812	-2%

Change in Fund Balance						
	TAXES COLLECTED	DEBT SERVICE	NET	TAX RATE	ASSESSED VALUATION	INC%
	Fund Balance 6/30/12		\$1,031,440			
FY13	\$596,975	\$756,263	(\$159,288)	\$0.00500	\$9,941,622,812	0.0%
	Interest		\$4,325			
	Est Fund Balance 6/30/13		\$876,477			



⁽¹⁾ Due to the debt refinancing in FY2009, there was a refunding cost of \$150,625 that was added to the debt service amount this year.

AGENDA ITEM 8



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
		PROJECT:	Various DIV. NO. ALL
SUBMITTED BY:	Geoff Stevens, Chief Information Officer		
APPROVED BY:	<input checked="" type="checkbox"/> German Alvarez, Assistant General Manager <input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	INFORMATION TECHNOLOGY RELATED OPERATIONS & MAINTENANCE AND CAPITAL CONTRACTS FOR FY 2013		

GENERAL MANAGER'S RECOMMENDATION:

That the Board authorize the General Manager to enter into the following agreements:

1. AbleForce, Inc., in the amount of \$170,000.00 for programming services for financial and reporting systems enhancements (P2460).
2. One year O&M service agreements for FY 2013 with:
 - a. GTC Systems, Inc., in the amount of \$78,000.00 for network management and monitoring services.
 - b. AT&T in the amount of \$99,000.00 for local and long distance telephone and internet service.
 - c. Verizon Wireless in the amount of \$81,000.00 for cell phone device conversion and wireless services.
 - d. Soft Choice in the amount of \$83,546.00 for software licenses under the Microsoft Enterprise Agreement.

- e. Tyler Technologies in the amount of \$139,710.00 to cover the costs of a software maintenance agreement, annual support, and consulting services (O&M \$119,710.00/CIP P2470 \$20,000.00).

COMMITTEE ACTION:

See "Attachment A".

PURPOSE:

To authorize the purchase of equipment and services necessary to support both IT's daily operations and enhance the District's systems to meet emerging business needs as identified in the District Strategic Plan.

ANALYSIS:

The IT department presents to the Board specific technology related expenses that require Board approval because they exceed the General Manager's authorized approval limit of \$50,000.00 for a specific contract. These contracts and purchases are required to either operate the District's technology environment or to make planned technology related infrastructure improvements. Each item requiring the District to issue a purchase order or contract for greater than \$50,000.00 is described in detail in the following section. All of the items in this staff report are specifically itemized in the FY 2013 budget as well. By presenting these items collectively, we want to provide to the Board a more detailed view of expenses related to the Districts' information systems.

All purchasing guidelines have been met for the specific items in this report. Where possible, items have been competitively bid. Certain items, such as software licenses and vendor support, are sole source contracts, because only one vendor can support the product. Certain items are also purchased utilizing state authorized competitive contracts, primarily CALNET and WSCA, state and regional wide agreements which guarantees competitive pricing. We have attempted, wherever possible, to synchronize our contract renewal dates with the District's fiscal year and budget approval process. The following are detailed descriptions of the specific requests:

Explanation of Costs

Software Development and Implementation

AbleForce \$170,000.00 - Staff purchases programming services through AbleForce Inc. These services allows staff to implement complex modifications and add important new functionality to our financial and reporting systems. A recent example is the addition of a capital budgeting and planning module which has allowed staff to eliminate significant consultant expenses and also improve process efficiencies. This item was competitively bid, and staff selected the lowest cost vendor. Funding comes from the IT Capital budget P2470.

Software and Support Agreements

GTC \$78,000.00 - This allows staff to purchase network management and monitoring service. This year staff expanded these services from passive monitoring to 24/7 outsourcing all patching, software upgrades, and troubleshooting. This item was competitively bid and selected the low cost vendor. Funds for these services are in the IT O&M budget.

AT&T \$99,000.00 - This item covers the purchase of telephone and internet services to support our call center. This item utilizes CALNET pricing which has been competitively bid by the State of California. Funds for these services are in the IT O&M budget.

Verizon Wireless \$81,000.00 - Verizon was the lowest bidder for wireless telephone services. The District currently purchases wireless voice and data services to support cell phones and field mobile devices. As part of the migration to outsourced services, staff is replacing the Blackberry cell phones with alternative devices - which will save the District \$9,600.00 in fees for email and phone related services from the off-site Exchange provider. Funds for these services are in the IT O&M budget.

Softchoice \$83,546 - This is a one (1) year renewal of the Enterprise Agreement with Microsoft for desktop and server software licensing. Under this agreement, the District will be eligible for upgrades to any Microsoft product versions through the Enterprise Agreement and Software Assurance. Competitive pricing, utilizing the WSCA (Western States Contracting Alliance) agreement, assured competitive pricing. Funding for this contract comes from the IT O&M budget.

Tyler Technologies \$139,710 - The software maintenance licenses for Utility Billing, Financial, Human Resources and Permitting systems are provided by the integrated Eden Systems product, which is entirely owned by Tyler Technologies. The core license and support

costs include both the license and enhanced support agreements. This item is a sole source contract as only the product vendor is authorized to provide maintenance support. Funding for the license (\$119,710.00) comes from the IT O&M budget. Funding for consulting (\$20,000.00) comes from CIP P2470 - Capital budget.

FISCAL IMPACT: Joe Beachem, Chief Financial Officer

This project will utilize funds from both the IT Operating Budget and FY 2013 CIPs (P2470).

The items referenced above request a total not-to-exceed \$651,256.00, plus applicable taxes. These items are also specifically included in the adopted FY 2013 Capital and O&M Budgets.

O&M totals:

O&M expenditures total \$461,256.00 and are funded by the general fund operations.

Capital Funding:

The total budget for CIP P2470 (Application Systems Development and Integration) is \$2,732,000.00. The approved FY 2013 budget for CIP P2470 is \$220,000.00. Expenditures LTD are \$1,447,000.00. As this is the first of the year, expenditures for FY 2013 are \$0. The remaining balance for FY 2013 is \$220,000; of which not more than \$190,000 will be used in these enhancements (\$20,000.00 Eden System - Consulting/\$170,000.00 AbleForce).

The Project Manager anticipates, based on financial analysis, that the budget will be sufficient to support this project.

Finance has determined that 40% of the funding for this project is available from the Expansion Fund and 60% is available from the Replacement Fund.

The Project Manager anticipates, based on financial analysis, that the budget will be sufficient to support this project.

Finance has determined that 100% of the funding for this project is available from the Replacement Fund.

STRATEGIC GOAL:

These items are in support of the District's Strategic Plan, specifically the strategy implementing asset management and business process improvement.

LEGAL IMPACT:

None.

Attachments: Attachment A - Committee Action



ATTACHMENT A

SUBJECT/PROJECT:	INFORMATION TECHNOLOGY RELATED OPERATIONS & MAINTENANCE AND CAPITAL CONTRACTS FOR FY 2013
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COMMITTEE ACTION:

The Finance and Administration Committee met on June 21, 2012 to review this item. The Committee supports presentation to the full Board for their consideration.

NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	July 11, 2012
SUBMITTED BY:	Mark Watton, General Manager	PROJECT:	Various DIV. NO. ALL
APPROVED BY:	<input checked="" type="checkbox"/> Mark Watton, General Manager		
SUBJECT:	California Special Districts Association (CSDA) Region 6 Board Election		

GENERAL MANAGER' S RECOMMENDATION:

That the Board consider casting votes to elect representatives to the California Special Districts Association (CSDA) Board of Directors, Region 6, Seats A and C.

PURPOSE:

To present for the board's consideration the ballot to elect representatives to Region 6, Seats A and C, on CSDA's Board of Directors.

COMMITTEE ACTION:

N/A

ANALYSIS:

CSDA is holding an election to fill Seats A and C of Region 6 on its Board of Directors. Ms. Jo MacKenzie of Vista Irrigation District, is the current incumbent of Seat A and is seeking re-election. Mr. Dewey Ausmus, North County Cemetery District, is retiring at the end of this year which will leave his seat vacant. There are two years remaining in his term which will expire December 31, 2014.

As there are two (2) seats to fill, the individual with the most votes during this election will fill Seat A; a full-term serving three (3) years. The individual with the second most votes will complete the remaining term of Seat C; two (2) years expiring December 31, 2014. Region 6 member districts are entitled to cast two (2) votes in the election. There are a total of six [6] regions with each region having three seats on the Board.

Attached is a copy of the mail-in ballot and the candidates' Statement of Qualifications. The ballot must be mailed and received by CSDA by 5:00 p.m. on Friday, August 3, 2012.

FISCAL IMPACT: Joe Beachem, Chief Financial Officer

None.

STRATEGIC GOAL:

Participating would support the strategic goal of maintaining effective communications with other cities, special districts, State and Federal governments, community organizations and Mexico.

LEGAL IMPACT:

None.

General Manager

Attachment A: Committee Action
Attachment B: Ballot
Attachment C: Candidates' Statements (3)

ATTACHMENT A

SUBJECT/PROJECT:	California Special Districts Association (CSDA) Region 6 Board Election
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COMMITTEE ACTION:

The Finance, Administration and Communications Committee is scheduled to reviewed this item at a meeting to be held on June 21, 2012. This attachment will be updated with notes summarizing the committee's discussion.



CSDA BOARD OF DIRECTORS ELECTION 2012

All Fields Must Be Completed for ballot to be counted.
(Please vote for two individuals.)

REGION SIX

●
Seat A - term
ends 2015

Seat C - term
ends 2014

- Jo Mackenzie***
Vista Irrigation District
- Cheryl Brothers**
Orange County Vector Control District
- Elaine Sullivan**
Leucadia Wastewater District

Please vote for two individuals as there are two open seats. Per the CSDA Bylaws, the candidate with the most votes will be elected to Seat A, and the candidate with the second most votes will be elected to Seat C.

* incumbent

Signature: _____ Date: _____

Member District: _____

Must be received by 5pm, August 3, 2012. CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814

JO MACKENZIE**PROVEN EXPERIENCE LEADING
SPECIAL DISTRICTS**

During my tenure on the CSDA Board, Special Districts have gained recognition as the third leg of local government. It is important CSDA continues to be the voice of all special districts. I am committed to building on the present foundation of educational programs and public outreach. My enthusiasm, commitment and comprehensive knowledge of special districts and LAFCO bring years of experience to the CSDA Board. It would be an honor to continue serving special districts in Region 6.

- ✓ **EXPERIENCED LEADER**
- ✓ **COMMITTED TO SPECIAL DISTRICTS**
- ✓ **FISCALLY RESPONSIBLE**
- ✓ **DEDICATED**

CSDA EXPERIENCE:

- ❖ Immediate Past President, 2012
- ❖ President, 2011
- ❖ Vice President, 2010
- ❖ Treasurer, 2008 and 2009
- ❖ CSDA Finance Corporation, 2007-2012, President 2012
- ❖ Fiscal Committee Chair, 2008 and 2009
- ❖ Audit Committee Chair, 2008
- ❖ Legislative Committee, 2004-2012; Chair, 2006-2010 and 2012

DISTRICT EXPERIENCE:

- ❖ Elected in 1992, Board of Directors, Vista Irrigation District (CSDA District of Distinction)
- ❖ Served on and chaired District Committees
- ❖ One of the principal negotiators for the San Luis Rey Water Rights Settlement Agreement between VID, five Indian Bands, the City of Escondido, and the Federal Government

OTHER LEADERSHIP POSITIONS:

- ❖ ACWA Region 10 Board, Vice Chair, Alternate Chair, Director, 1997-2010
- ❖ San Diego LAFCO Special District Advisory Committee, 1994-2008, Chair 2005-2008
- ❖ San Diego LAFCO, Alternate LAFCO Commissioner, 2008 to present
- ❖ CSDA San Diego Chapter, Board Member 1993 to present, President 1998-2000

COMMUNITY INVOLVEMENT:

- ❖ San Marcos Planning Commissioner, 1979-1986
- ❖ San Marcos Traffic Commission, 1999-2004
- ❖ San Marcos Budget Review Committee, 1980-1982 and 1995-2006, Chair 1996-2006
- ❖ San Marcos Chamber of Commerce, Lifetime Ambassador

RECOGNITIONS:

- ❖ Special District Official of the Year by PublicCeo, 2011
- ❖ CSDA Legislative Advocate of the Year, 2010
- ❖ Graduate CSDA Leadership Academy



CSDA Region 6 Candidate Statement

Elaine Sullivan

**Vice-President, Leucadia Wastewater District Board of Directors
Carlsbad, CA 92009**

I am seeking to represent Region 6 because I have a passion for special districts and I believe that I can use that passion to serve CSDA members and enroll non-member agencies. I believe I bring a unique and proven set of skills from my 24 years of experience as past President, current Vice-President and a member of various committees at Leucadia Wastewater District (LWD). During my tenure, LWD has been recognized as a District of Distinction and has received CWEA's Statewide Collection System of the Year award 7 times, including this past year. LWD is currently debt-free and maintains one of the lowest rates in San Diego County.

I have also been a 24 year member of Encina Wastewater Authority's (EWA) Board of Directors where I served multiple terms as Board President and as Chair of several committees. EWA has been recognized many times for its outstanding operations and global biosolids and energy management program.

Other public service experience includes: member of the California Water Reuse Finance Authority Board for 12 years, Ambassador Committee member for the Carlsbad Chamber of Commerce and a member of CSDA San Diego Chapter's Scholarship Committee for 15 years. I was instrumental in the formation of its Teacher Grant Program which provides grants to local area teachers for projects related to special districts.

I have held my current positions, with over 98% attendance for 24 years, while owning and operating my own business. I have wished to be more involved in CSDA over the years but I never undertake any endeavor that I cannot fully commit to. Since I am now retired, I am willing to commit my time with the goal of giving back to CSDA while representing ALL Special Districts in Region 6.

Thank you for your consideration.

**Cheryl Brothers
Orange County Vector Control District**

**Candidate Statement
Region 6**

I have had opportunities to be involved in regional and state positions since 1992. Since then, I have held leadership positions in several diverse arenas. Serving one year on the Orange County Grand Jury, I worked with committees who looked into the governance of special districts in the county making me familiar with many types of special district operations. I was appointed by my city to the Orange County Vector Control District in 2005 while I served on the city council from 2002-2010. In 2011, I was selected by the district's 35 member board of trustees to serve as President.

While working for a County Supervisor from 1996-2002, I gained first-hand knowledge of county issues and process. Working with the League of California Cities on their Administrative Services Policy Committee I covered state legislative issues; and served on their annual conference planning committee for one year. I chaired the O.C. Council of Governments for 2 years when we wrote our Regional Sustainable Community Development Strategy to comply with AB 32 and SB 375.

In 2010, while on the O.C. and CA. LAFCO board, I was instrumental in forming a Coalition of seven Southern California County LAFCOs and helped to develop their governance documents.

Since retiring from city council and other related positions, I have focused my attention to OCVCD and special districts. I have traveled to Washington D.C. on Vector legislative days to lobby our representatives on bills that affect all California Vector Districts.

I have the time and dedication to bring my legislative and governance experience to CSDA and will be your voice for Region 6 at the state level. I look forward to working with you in the future.