

WATER QUALITY CUSTOMER SURVEY

City of Longview

Beacon Hill Water and Sewer District

Final Survey Results

November 6, 2014



Riley Research Associates

METHODOLOGY

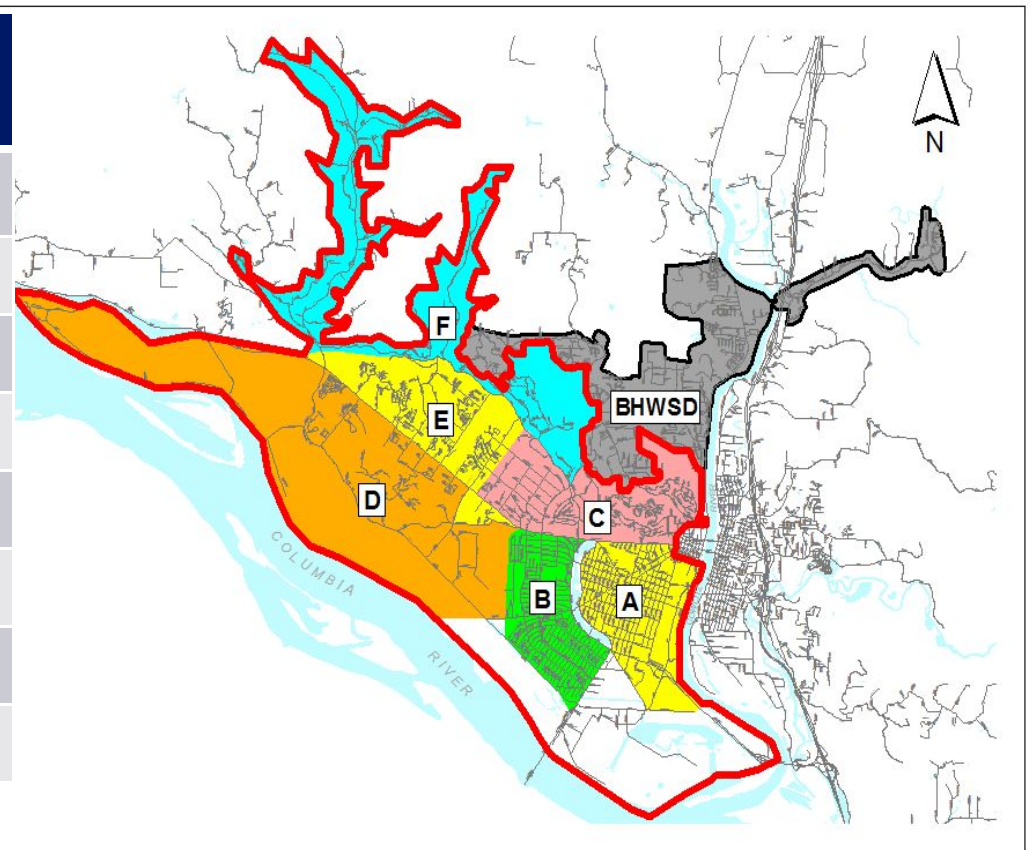
Scientific telephone survey of water customers

- Randomly-selected customers from lists provided by City of Longview (approx. 8,375 valid contacts) and BHWSD (approx. 3,900 valid contacts)
- Sample is representative of the contacts provided
- Total of 461 residential customers interviewed
 - 304 City of Longview customers
 - Margin of Error of +/-4.5%
 - 157 BHWSD customers
 - Margin of Error of +/-7.8%
- Exploratory survey of 44 “highly affected” Business customers

SAMPLING: RESIDENTIAL

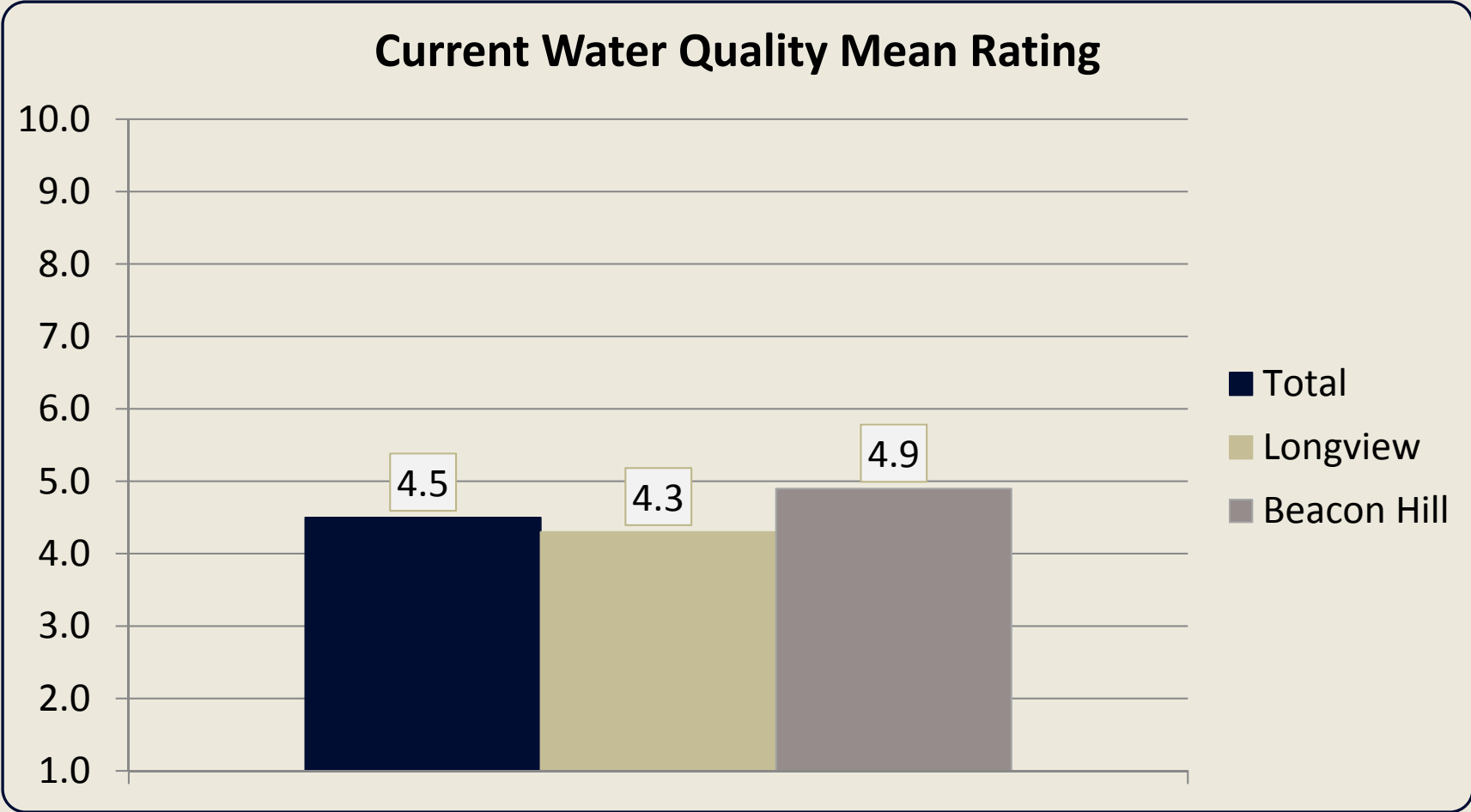
WATER CUSTOMER SURVEY RESPONDENT ZONES

Longview Survey Zones	Sample Provided	Surveyed
Total Longview	68%	66%
A	14%	14%
B	34	36
C	14	13
D	3	4
E	25	25
F	10	8
BHWS D	32	34



WATER QUALITY RATING

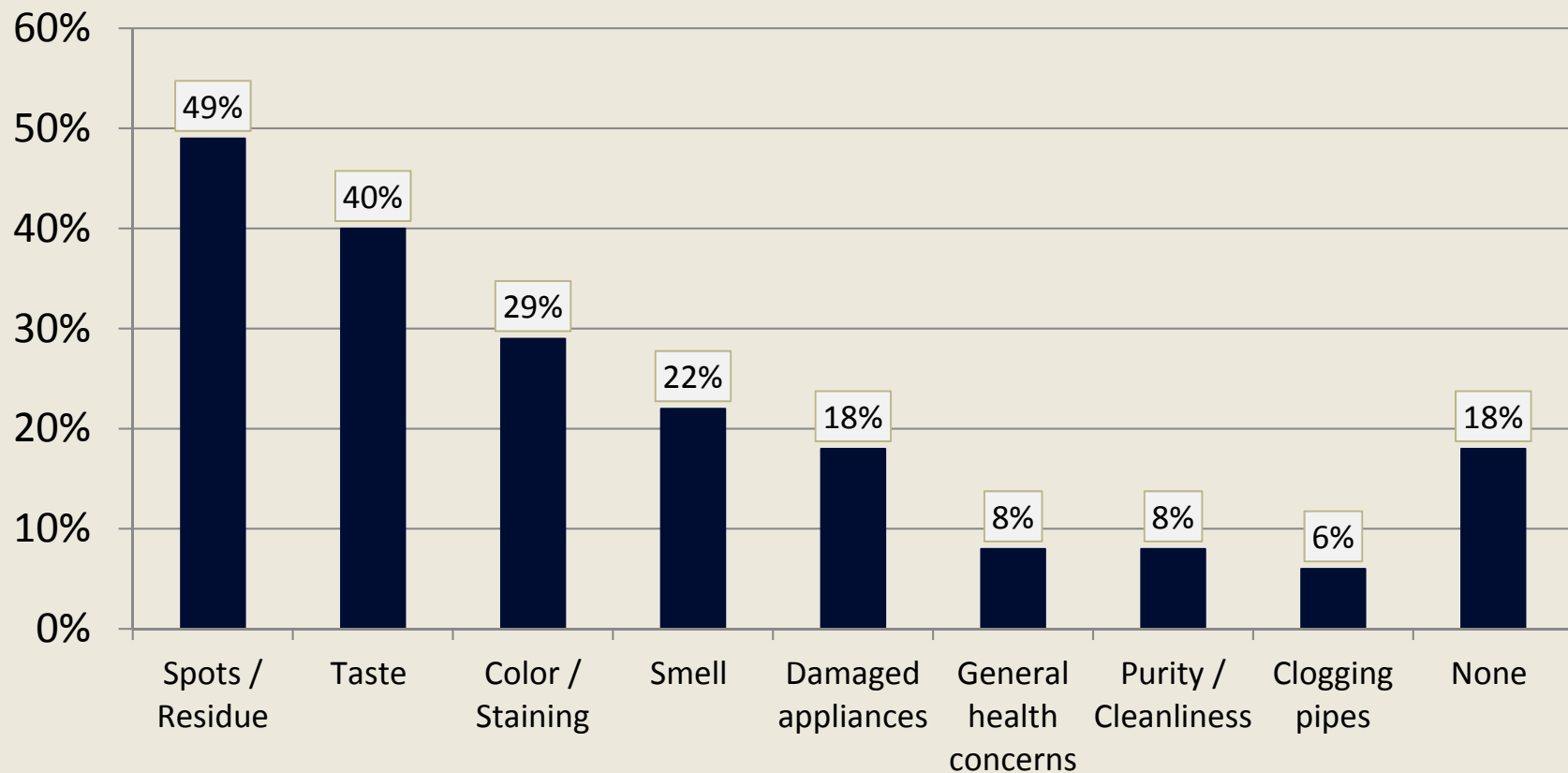
TEN-POINT SCALE WHERE "10" IS "VERY GOOD": RESIDENTIAL



ISSUES, CONCERNS, AREAS OF DISSATISFACTION

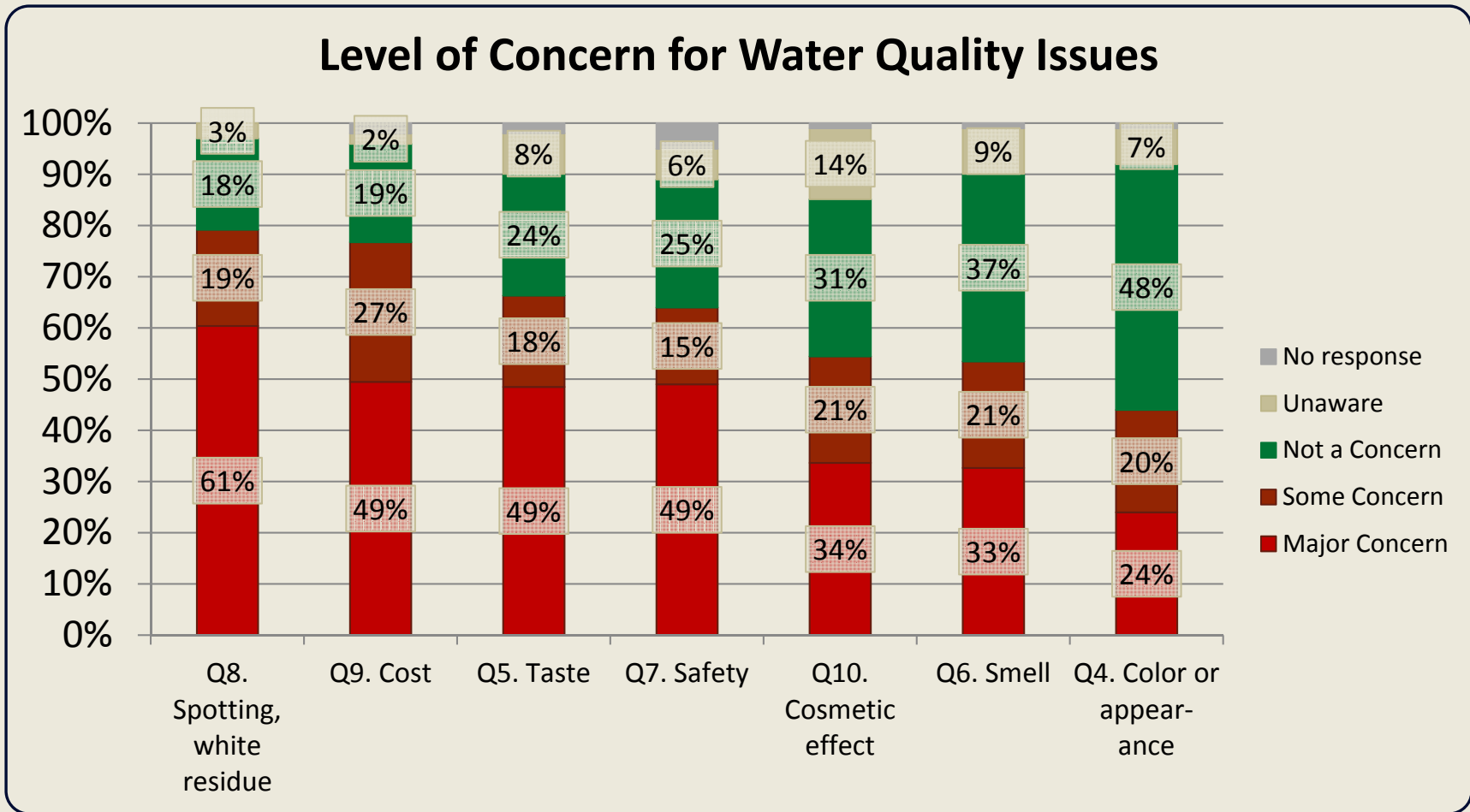
UN-PROMPTED; MULTIPLE RESPONSES ALLOWED: RESIDENTIAL

Top-Mentioned Unaided Issues or Concerns with Water Quality



LEVEL OF CONCERN FOR WATER QUALITY ISSUES

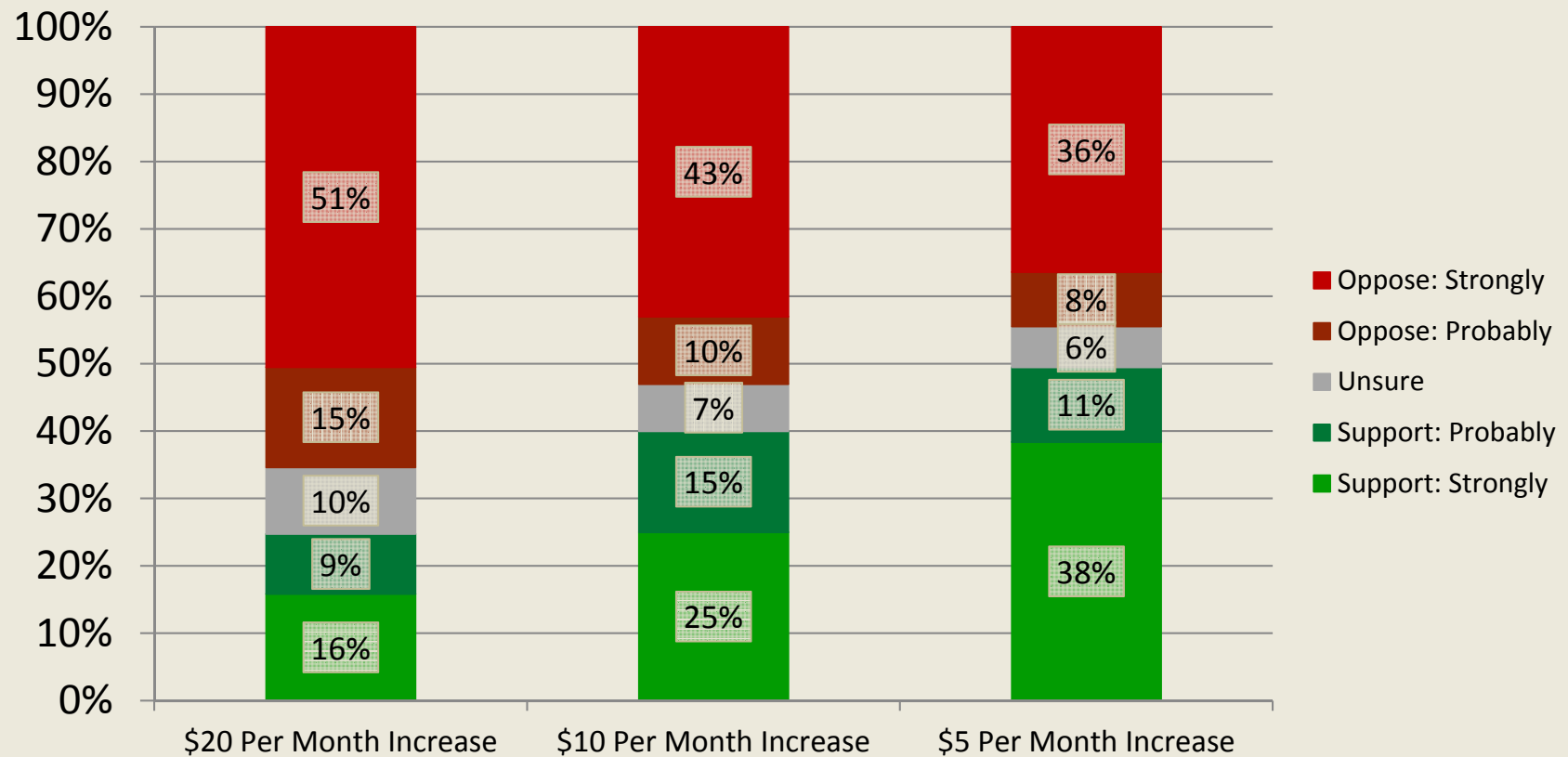
PROMPTED QUESTION: RESIDENTIAL



LEVEL OF SUPPORT FOR WATER RATE INCREASE

PROMPTED QUESTION: RESIDENTIAL

Level of Support for Possible Water Rate Increase



RESIDENTIAL CUSTOMER COMMENTS

Residential customers were invited to share any final thoughts regarding their water quality. Those comments were also coded into broad categories:

- Financial concerns/rates/cost (20%)
- Water needs to be fixed (16%)
- Damage caused by water (appliances, possessions, plants, etc.) (11%)
- Health concerns (10%)
- Concerns with City Council (9%)
- Safety concerns (5%)
- Miscellaneous (23%)
- No issues with water quality (6%)

RESIDENTIAL CUSTOMER QUOTES - UNFAVORABLE

RESIDENTIAL CUSTOMER QUOTES - FAVORABLE

BUSINESS CUSTOMER QUOTES - UNFAVORABLE

BUSINESS CUSTOMER QUOTES - FAVORABLE

TAKEAWAYS: RESIDENTIAL SURVEY

- Beacon Hill Water and Sewer District customers tended to have less issues and concerns than Longview customers regarding their water quality, and are less likely to support a rate increase
- Customers are disappointed in the process as well as the changes to the water system, and have concerns about the effectiveness of potential improvements

TAKEAWAYS: BUSINESS SURVEY

- Issues among business customers tend to be the same as residential customers, with a higher emphasis on costs and expenses to their business
- A majority of business customers would be likely to support a rate increase of 10% per month.
- Beacon Hill Water and Sewer District business customers tended to have less concern than Longview business customers regarding their water quality, but are more likely to support a rate increase

WATER QUALITY CUSTOMER SURVEY

QUESTIONS