RMWD 2023 Customer Survey

Agenda Item F.2.

December 12, 2023

Purpose

- Determine customers' communications preferences
- Develop a baseline of customer sentiment
- Allow customers to provide feedback on specific District departments and operations, so that as the District makes changes, the District does not inadvertently change a service that customers like
- Provide an opportunity for customers to give anonymous feedback on District performance

Survey Outreach

- Flyers – District website, front desk, Community Center
- Sentinel ads
- Notice on water bill
- Facebook/Instagram Posts
- Instagram Live with the Chamber of Commerce

Ramona Municipal Water District
September 21 ·

To help get the word out about our Customer Service Survey, yesterday the Ramona Chamber of Commerce kindly came to the Ramona Outdoor Community Center (Pavilion) and interviewed RMWD General Manager Erica Wolski about the survey and the reasons for it, along with displaying the many prizes to be had by the lucky survey takers. Tim Connelly was also on hand to promote the upcoming Community Coffee at the Ramona Jr Fairgrounds this Saturday 9/23 from 10am to 1130am. Sounds like a great time will be had by all. We hope to see you there!!

Ramona Chamber of Commerce
September 20 ·

Did you watch today's IG live with the Ramona Municipal Water District? 💧💦

Facebook Live Lunch with the Chamber on October 18th

Ramona Municipal Water District
October 28 ·

Congratulations Lynn and Tim and to all the lucky winners of the RMWD Customer Survey Raffle. Thank you to everyone for participating in our survey - your feedback is invaluable to improving our customer service to you! 💧 #ramonacalifornia #waterconservation #ramonamunicipalwaterdistrict

Winners of the RMWD Customer Survey Drawing
Congratulations!!

Rain Barrel:
Lynn Fout
Tim Warner

Greywater Green Landscape Book:
Debbie Snavely
Eric
Sandra Wren
Susan Thygesen

Stainless Steel Drought Bucket:
Megan Haas
Ellen Pratt
Silvia Mohr

Soil Tester:
Victoria Schenk
Robert Allen
Carrie Bear

Vacuum Breakers (set of 2):
Megan Sims
Renee Martin
Dale Finch

Thank you for helping RMWD improve our services to you!

Winners will be contacted next week by phone or email.

Garden Goodie Bag:

Anne Lee
Anthony Jankola
Carrie Bryant
Elizabeth Santisteban
Gary Boyd
H Almanza
Heather Koermer
Holly Burke
James Ogara
Jeff Keairnes
Jennifer Zizumbo
Johnna Duty
Jon Quisenberry
Joy MacDonald
Julie McIntyre
Ken Grandlund
Lareina Perkins
Linda Ecclesine
Mark Cerecedes
Megan Blucher
Megan Israels
Melinda Rose
Nancy Keithley
Paul Forney
Richard Nornes
Ruben Colmenarez
Sue Baker
Thomas Carmody
Tom O'Neill
William Graham

Customer Survey Results

Megan Drummy
Hazen and Sawyer
Dec. 12, 2023

Hazen

Survey Participation

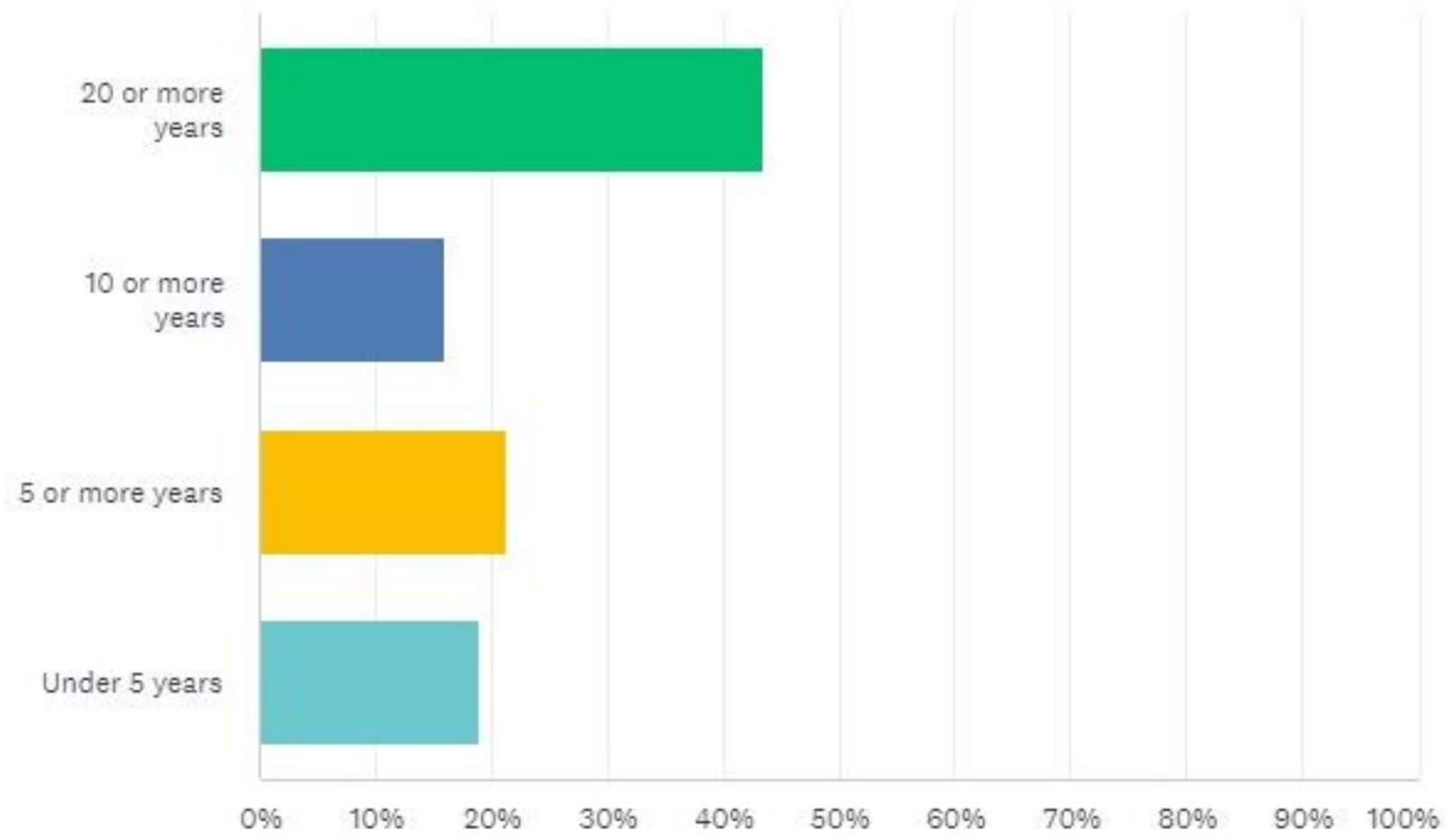
NUMBER OF RESPONSES: 170

COMPLETION RATE: 91%

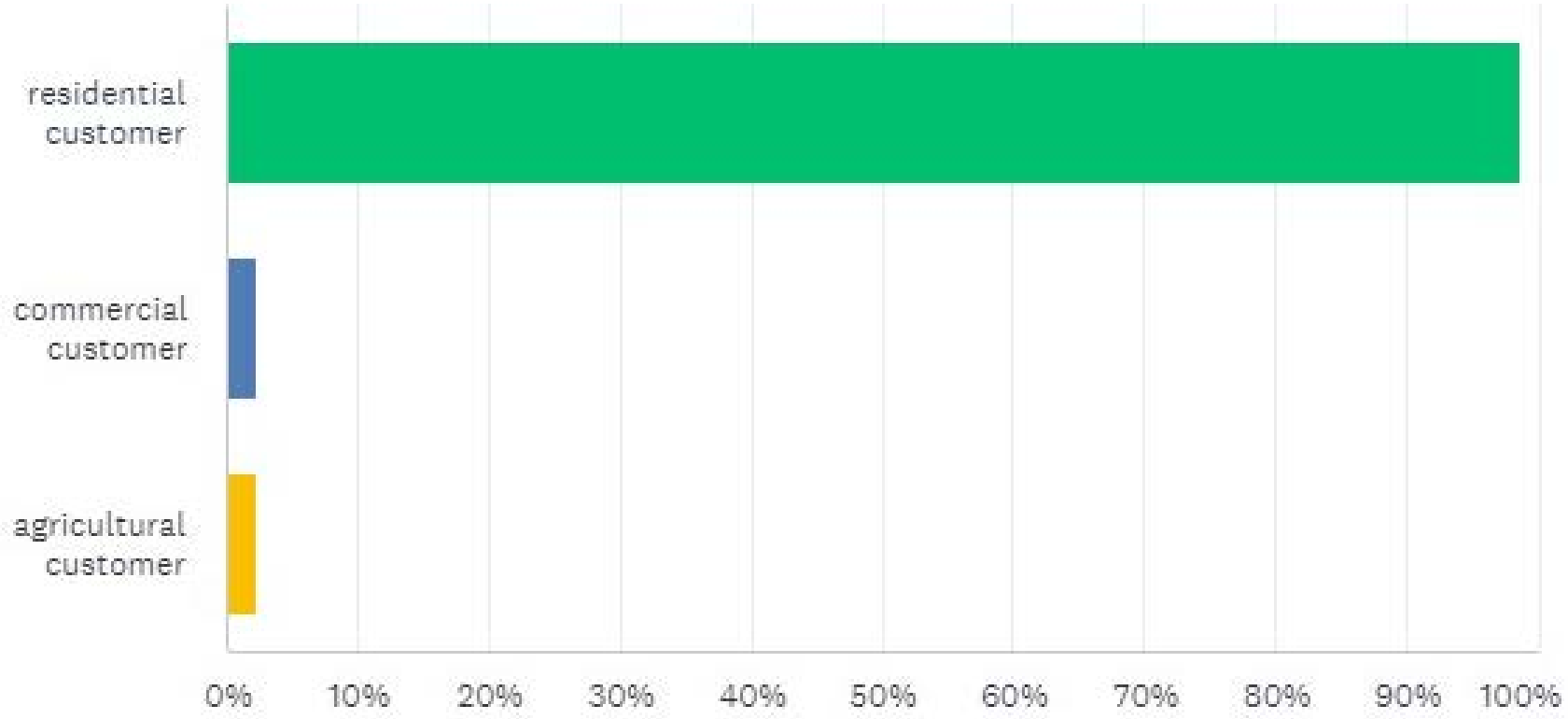
AVERAGE TIME SPENT: 8 MINUTES

Customer Classifications

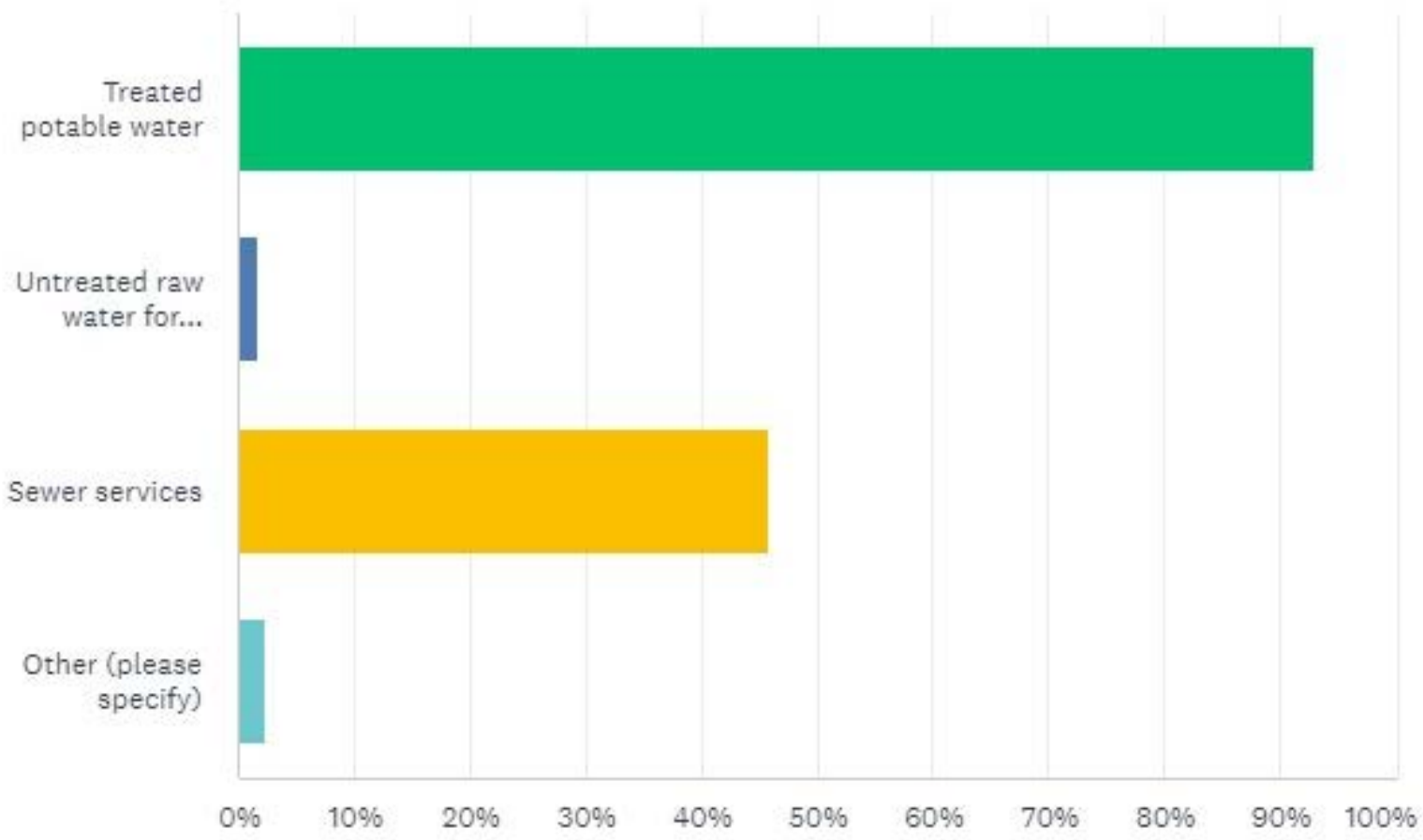
Length of Time as A Customer



Customer Type

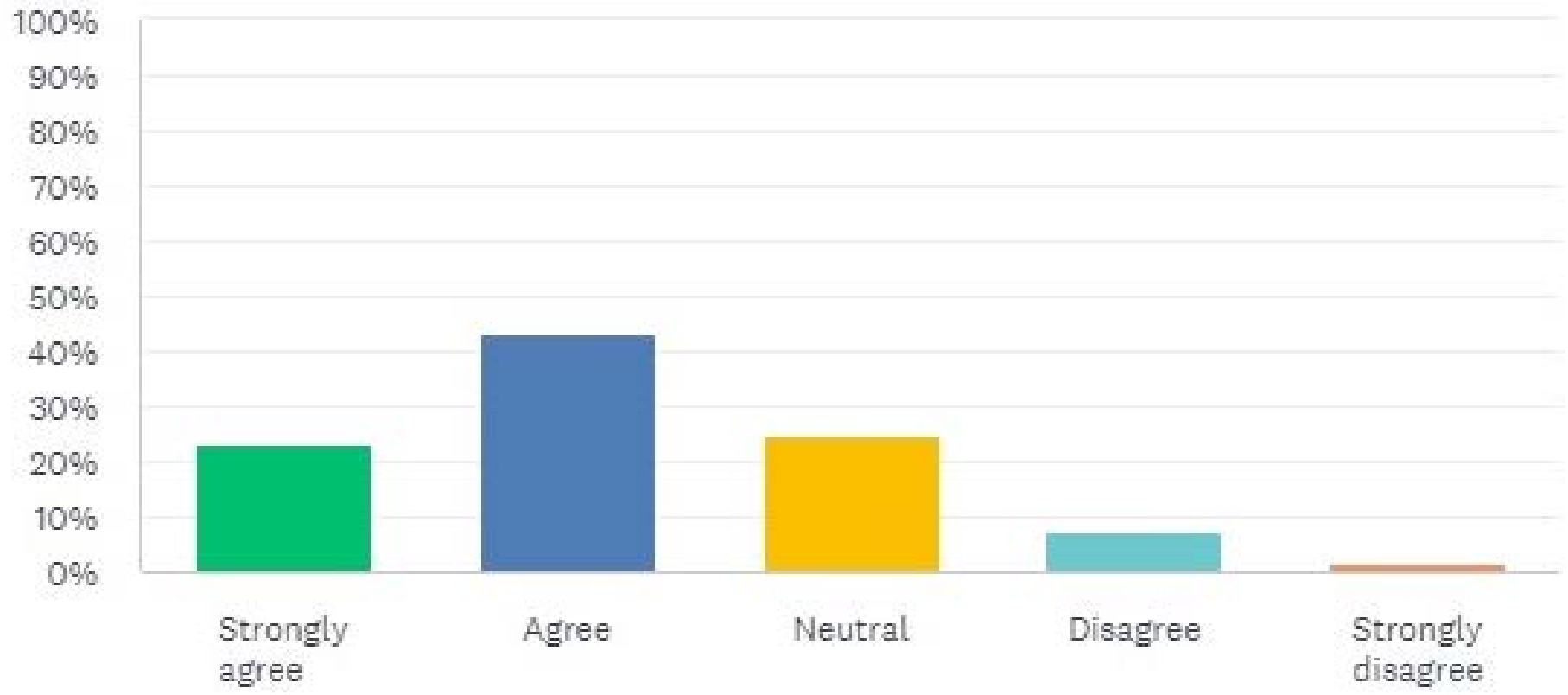


Type of Services Received

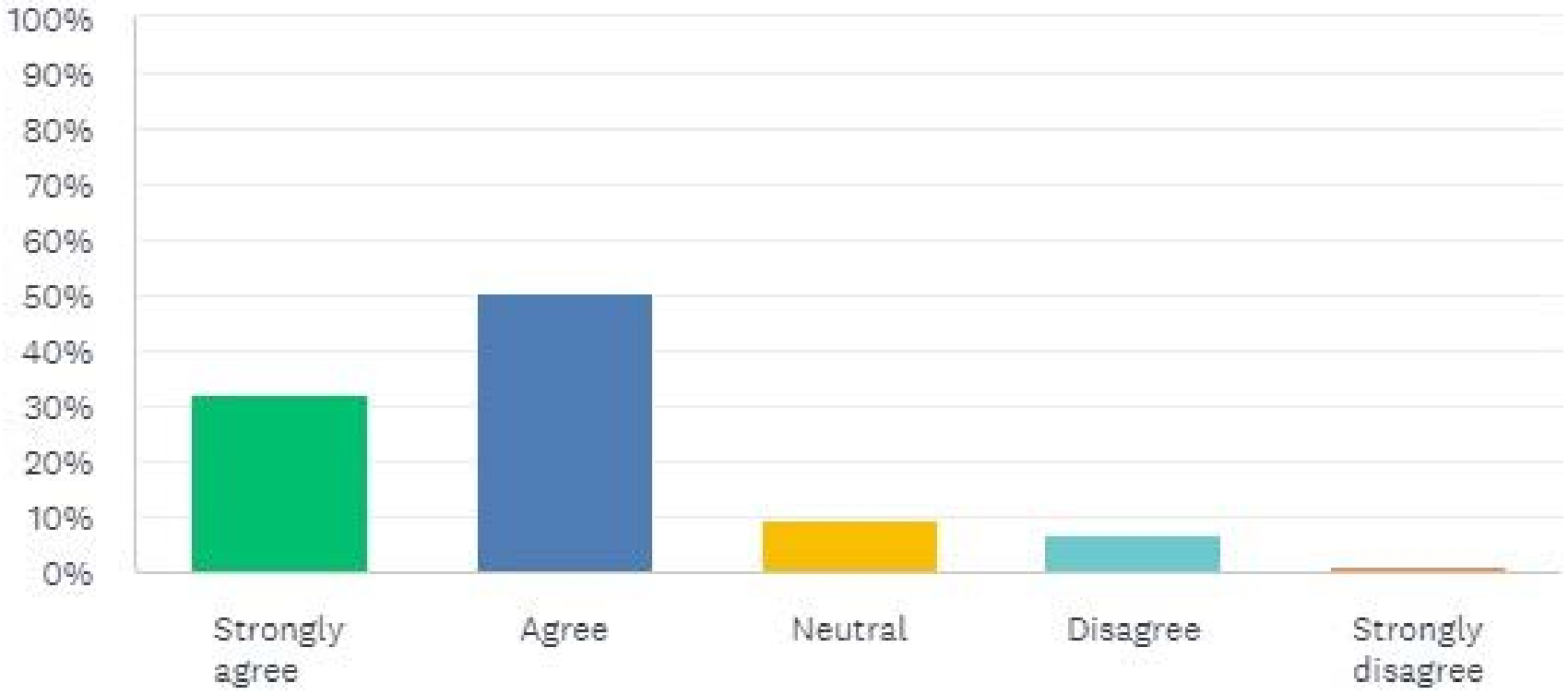


General Feedback on RMWD

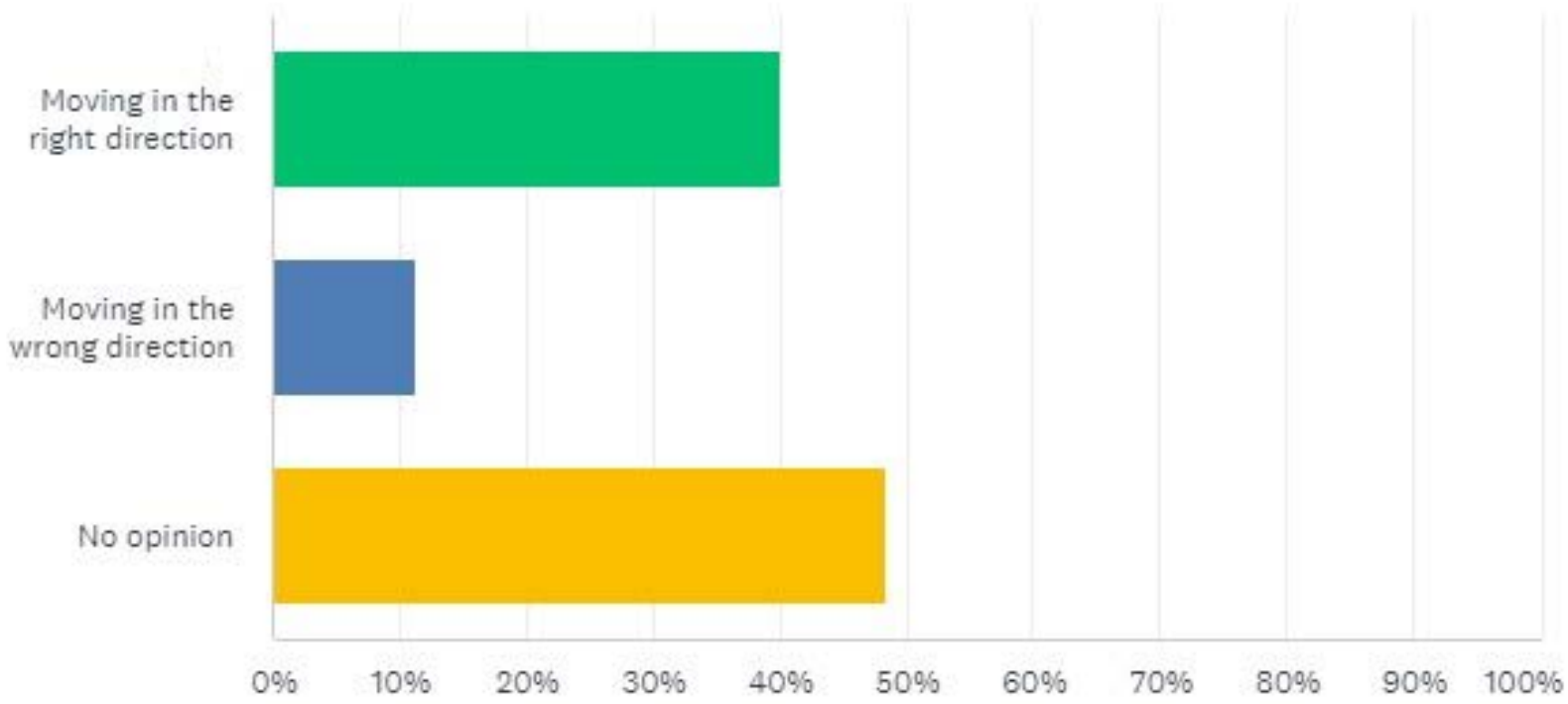
RMWD is Doing a Great Job Overall.



The Services Offered by RMWD Meet My Needs.

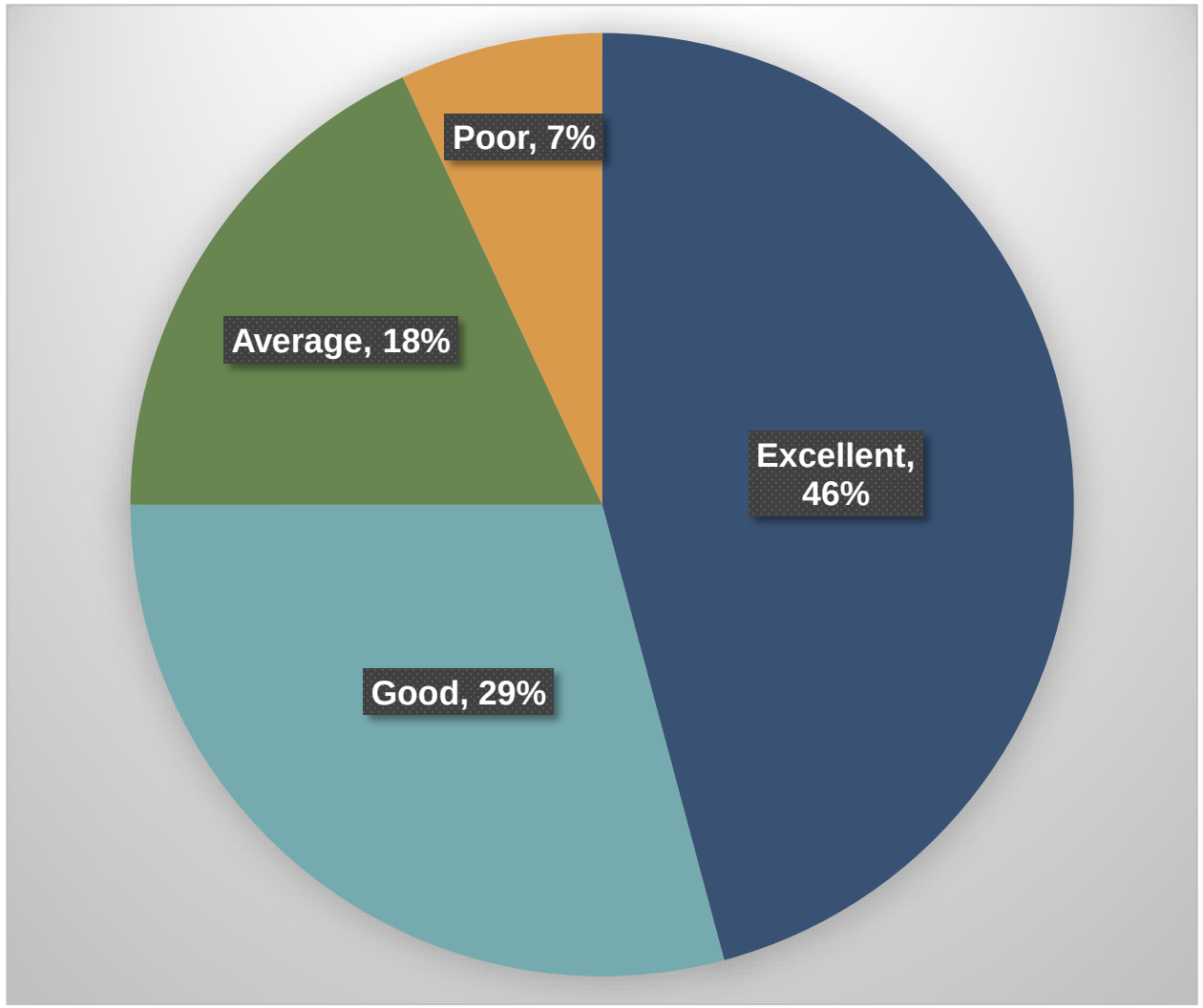


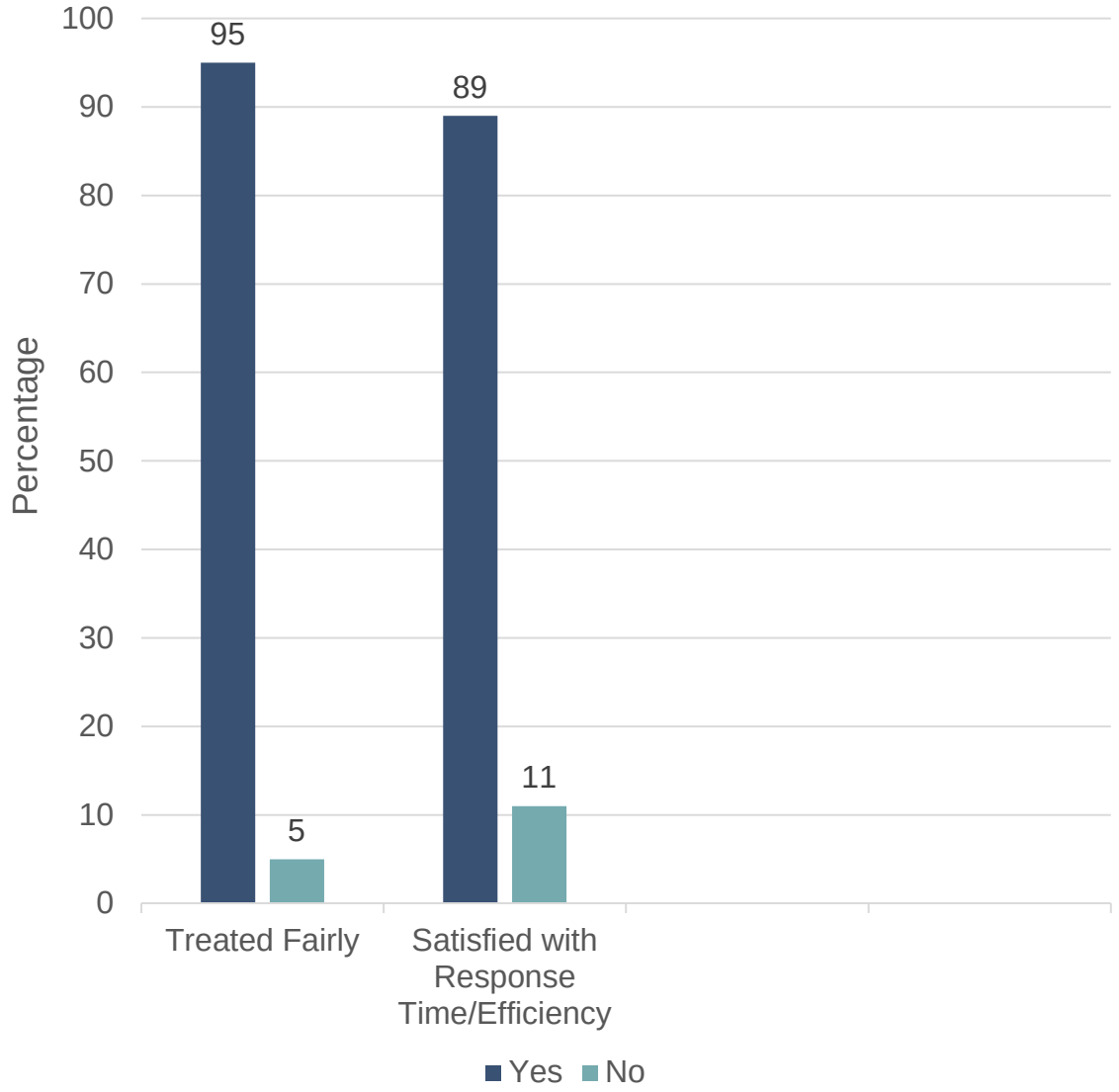
In The Last Year, RMWD Has Been…



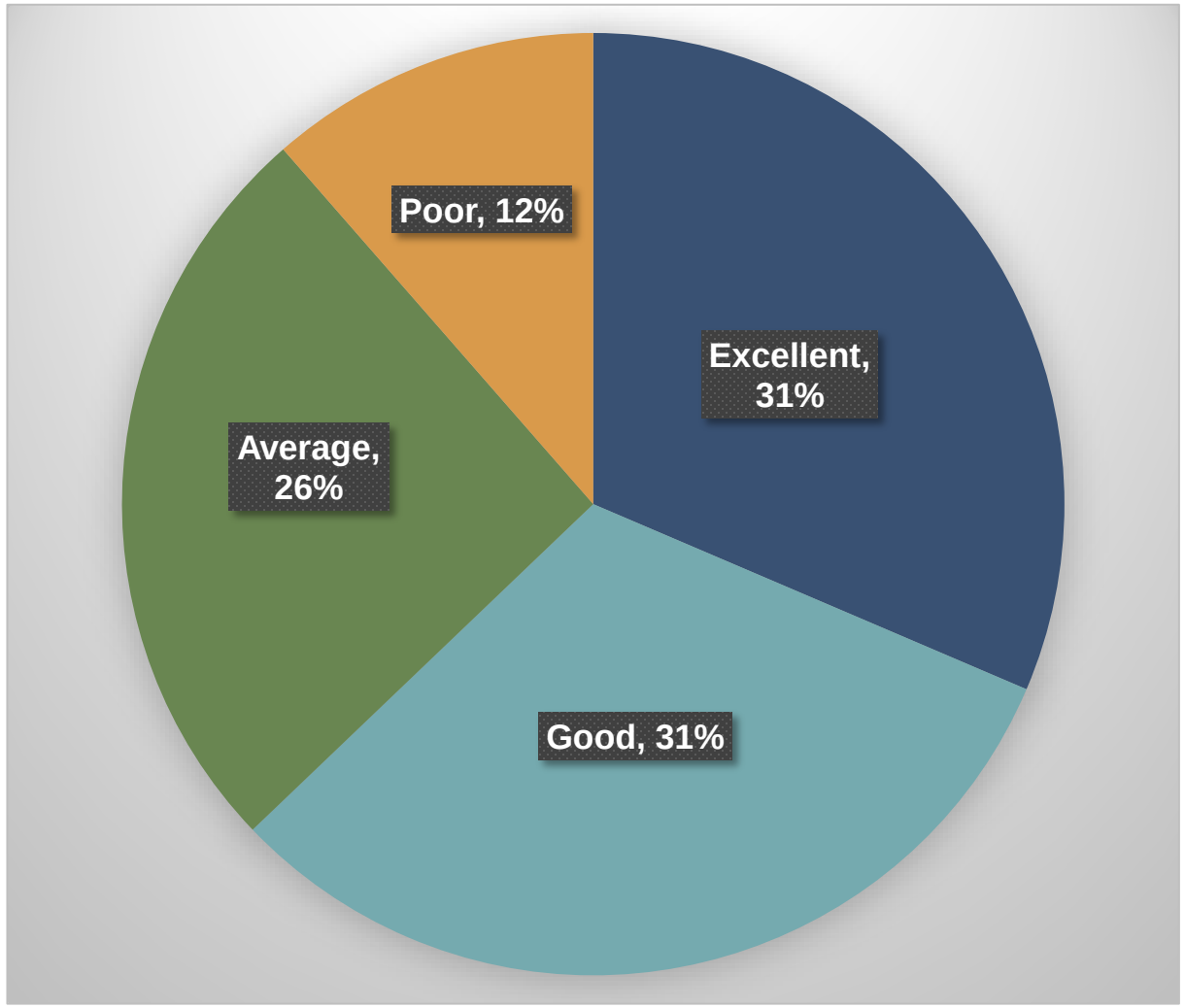
Interactions with Staff Departments

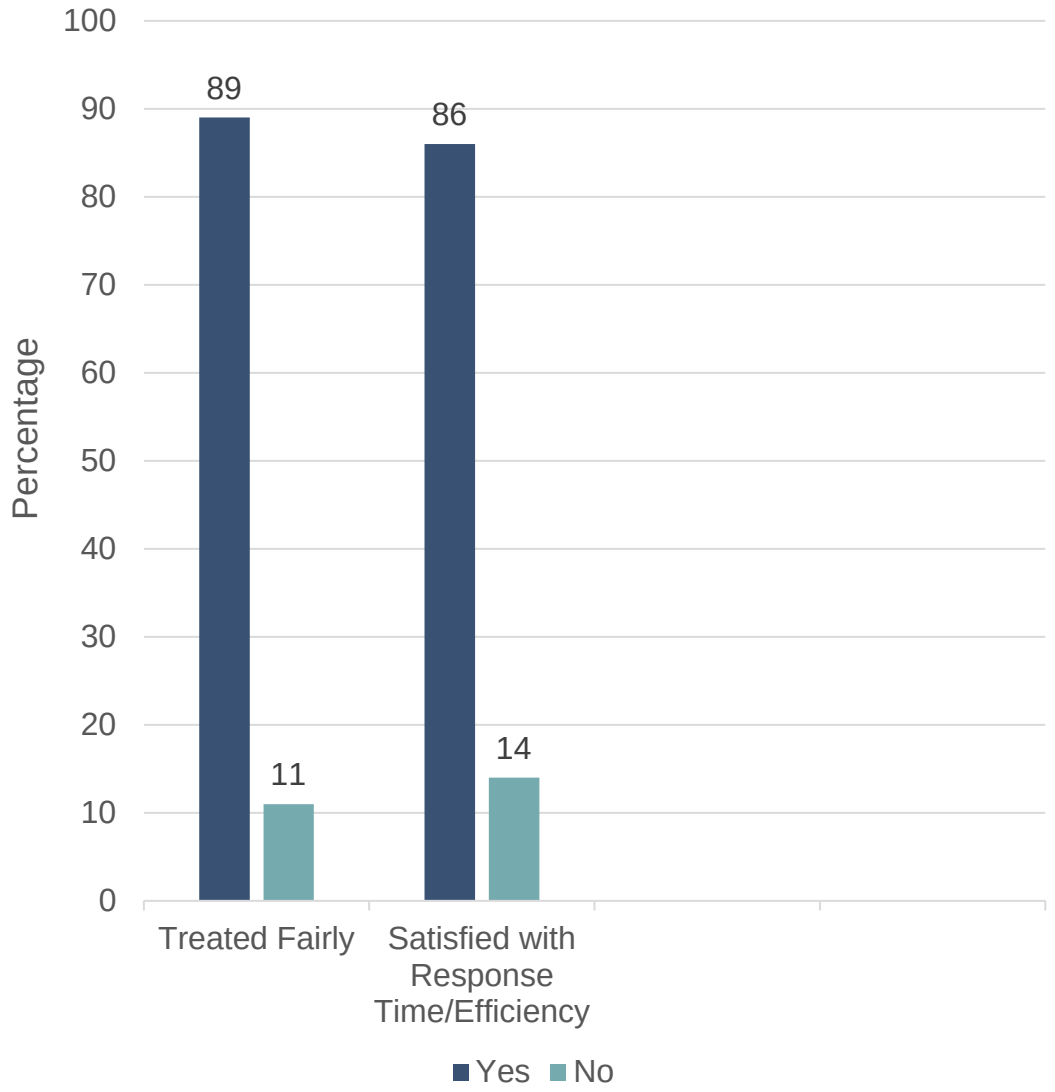
RMWD Customer Service/Billing



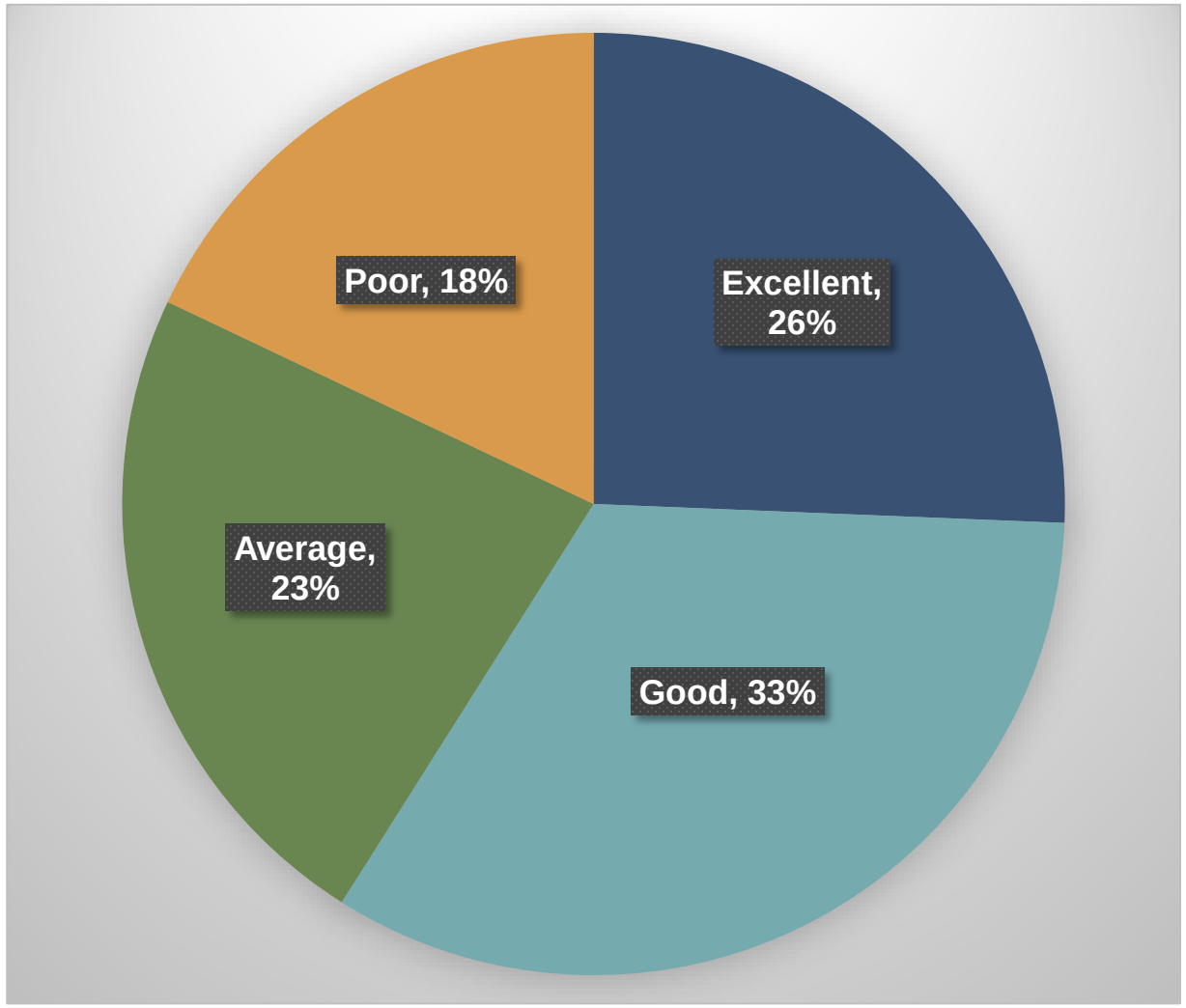


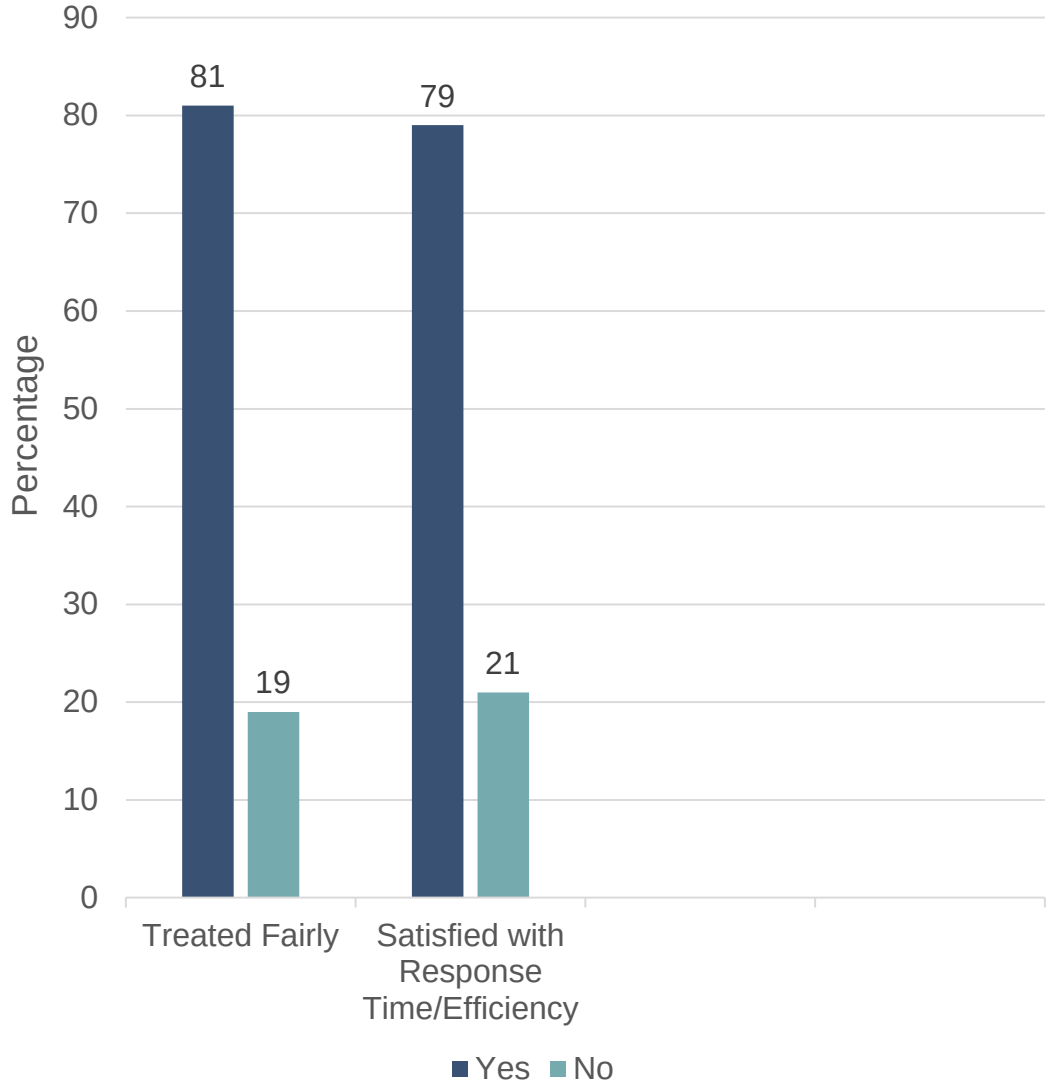
Meters


Poor, 12%
Excellent, 31%
Average, 26%
Good, 31%

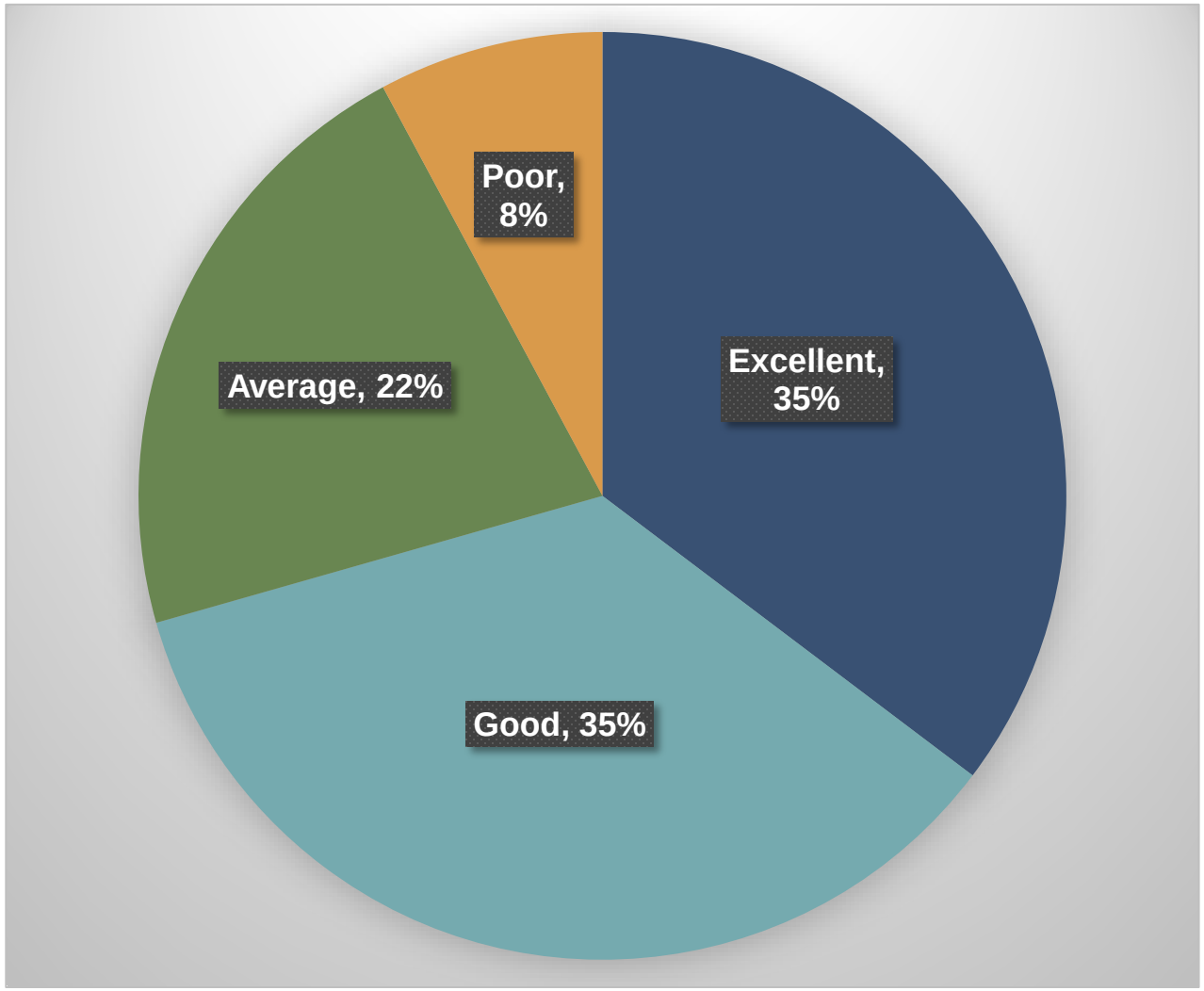

100
90
80
70
60
50
40
30
20
10
0
Percentage
89
11
86
14
Treated Fairly
Satisfied with Response Time/Efficiency
Yes
No

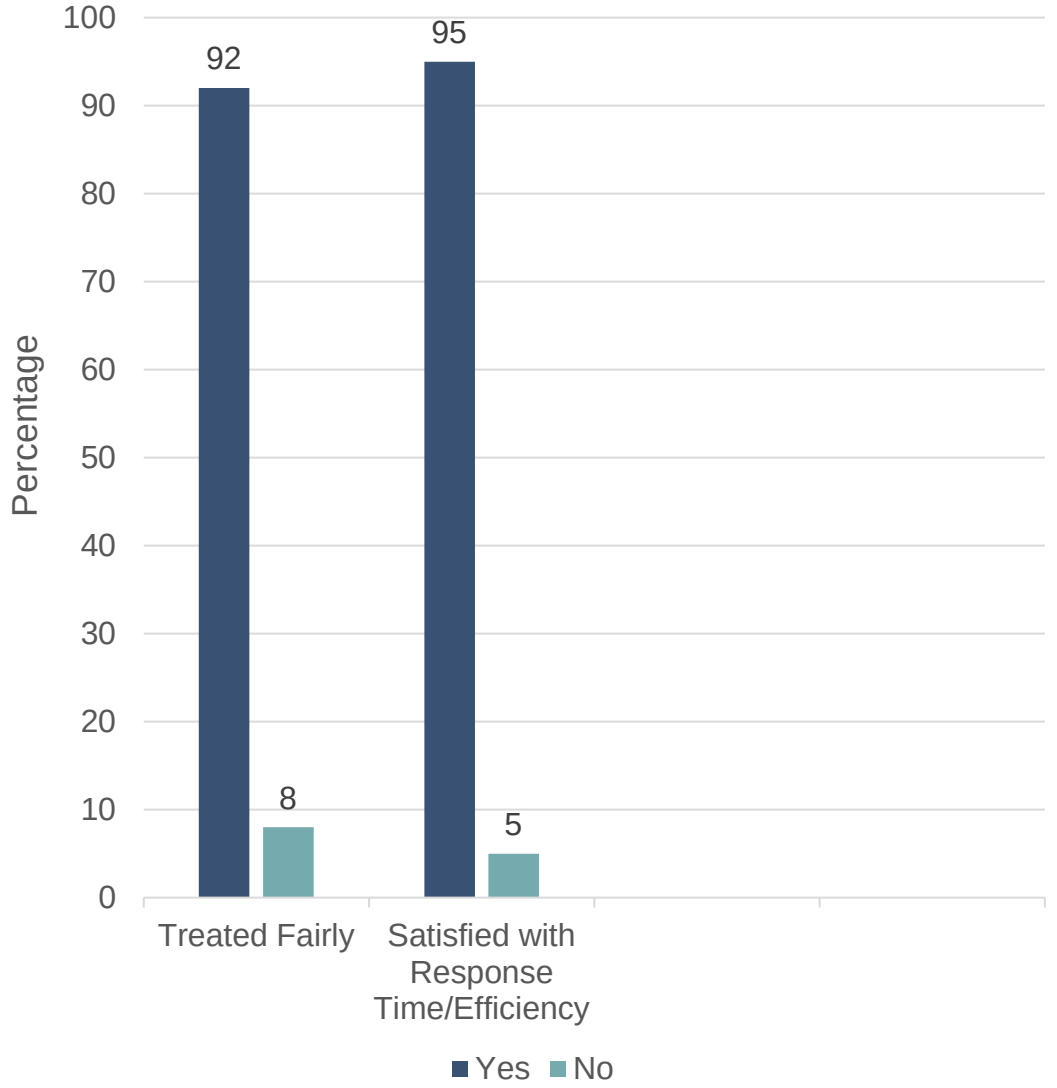
Engineering



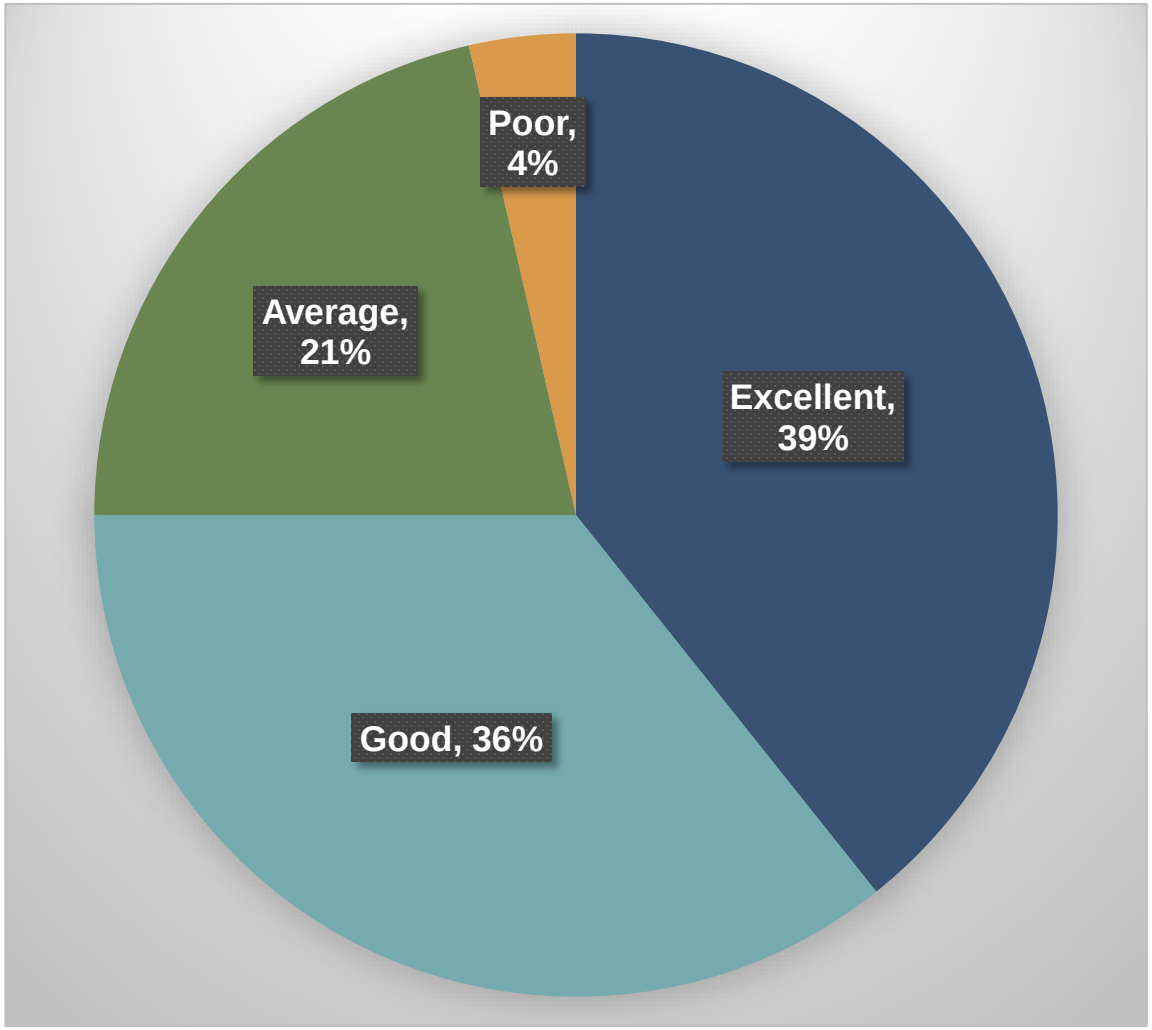


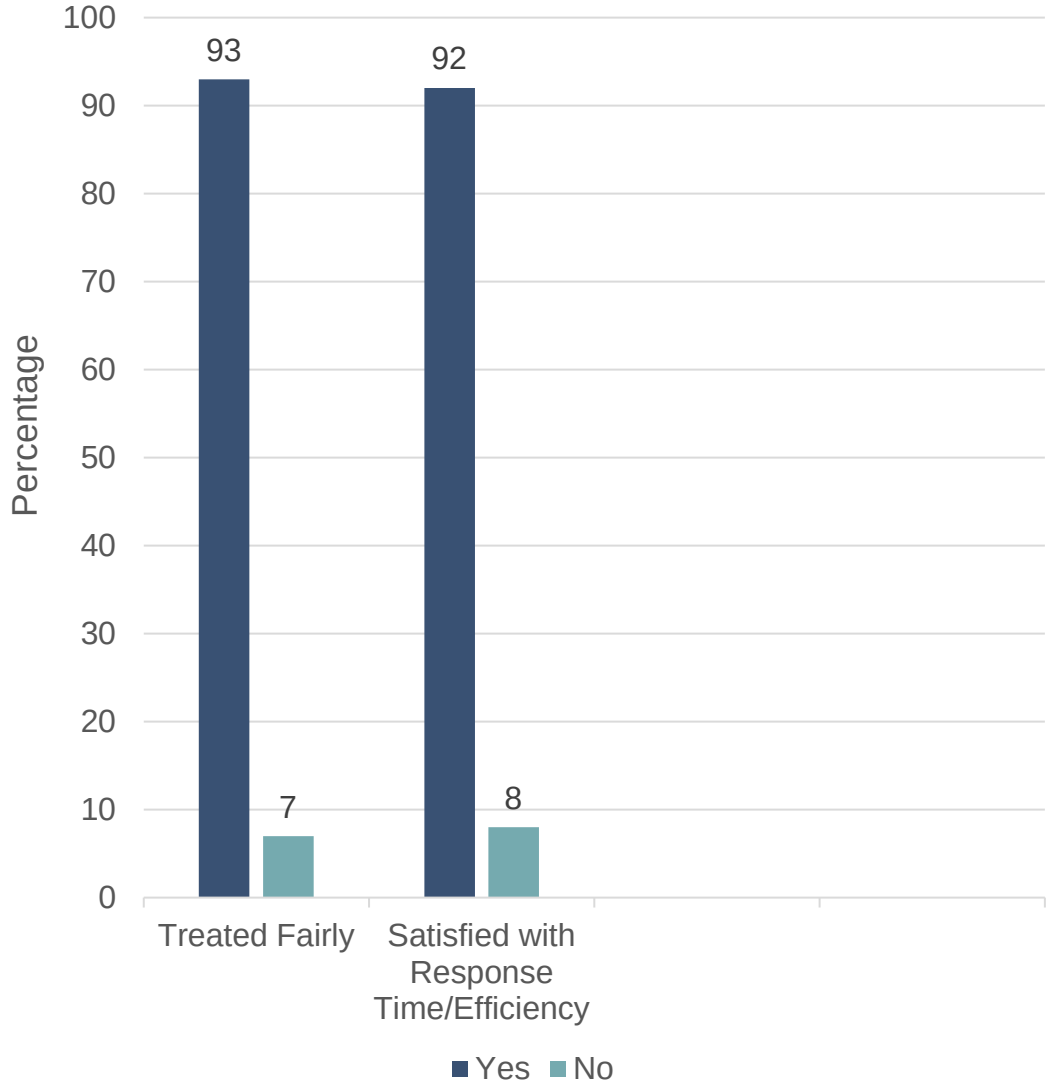
Water Distribution



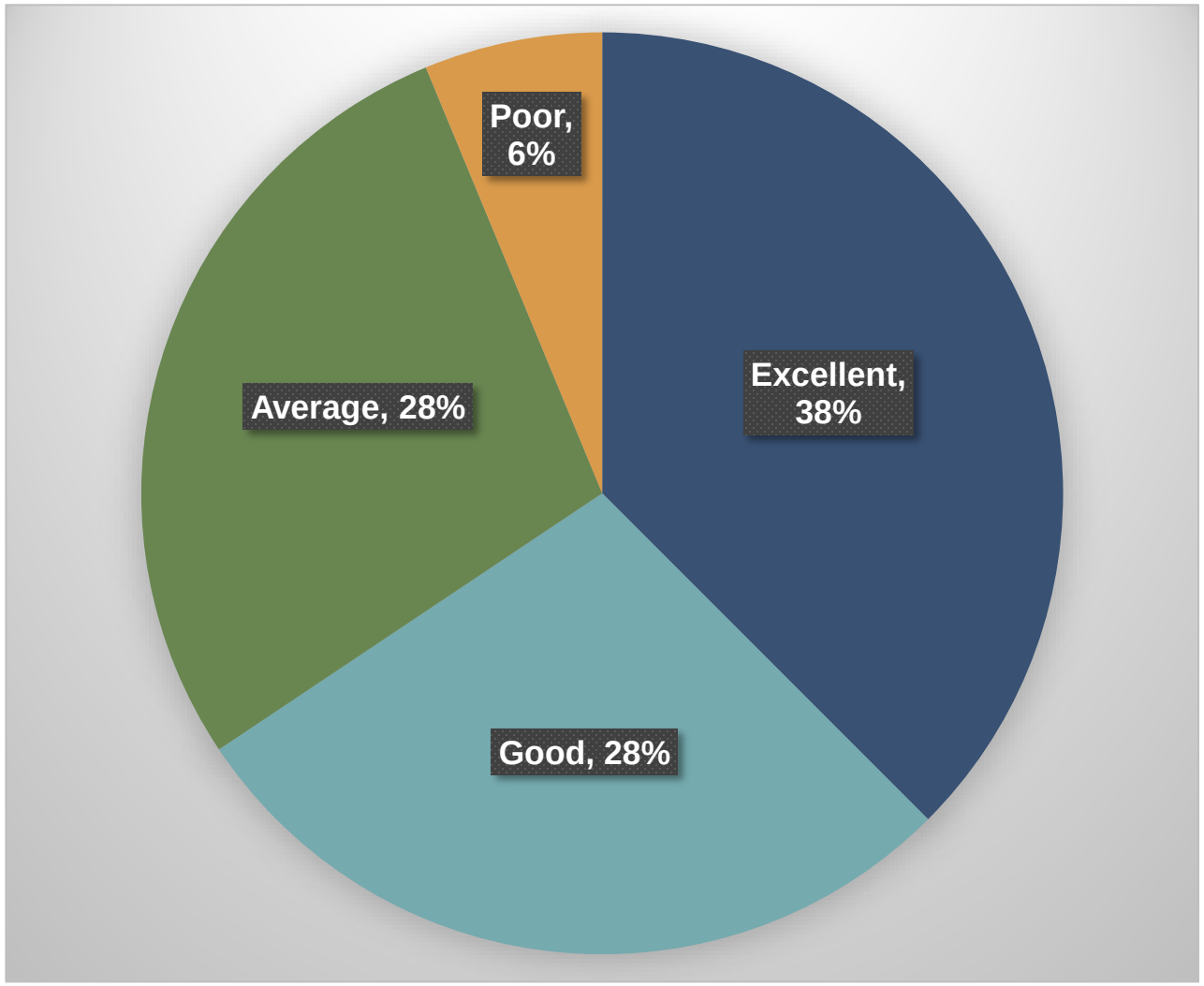


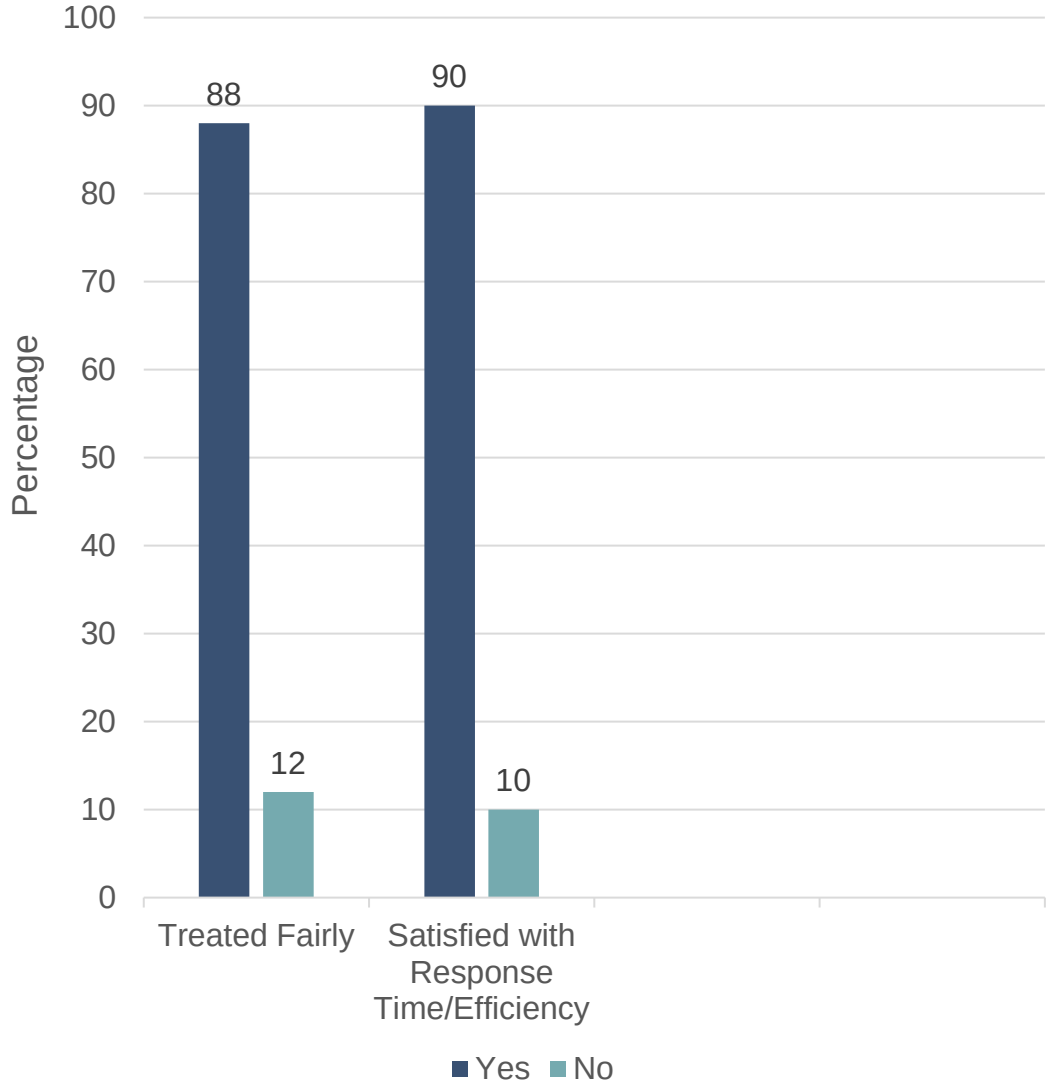
Sewer Collection



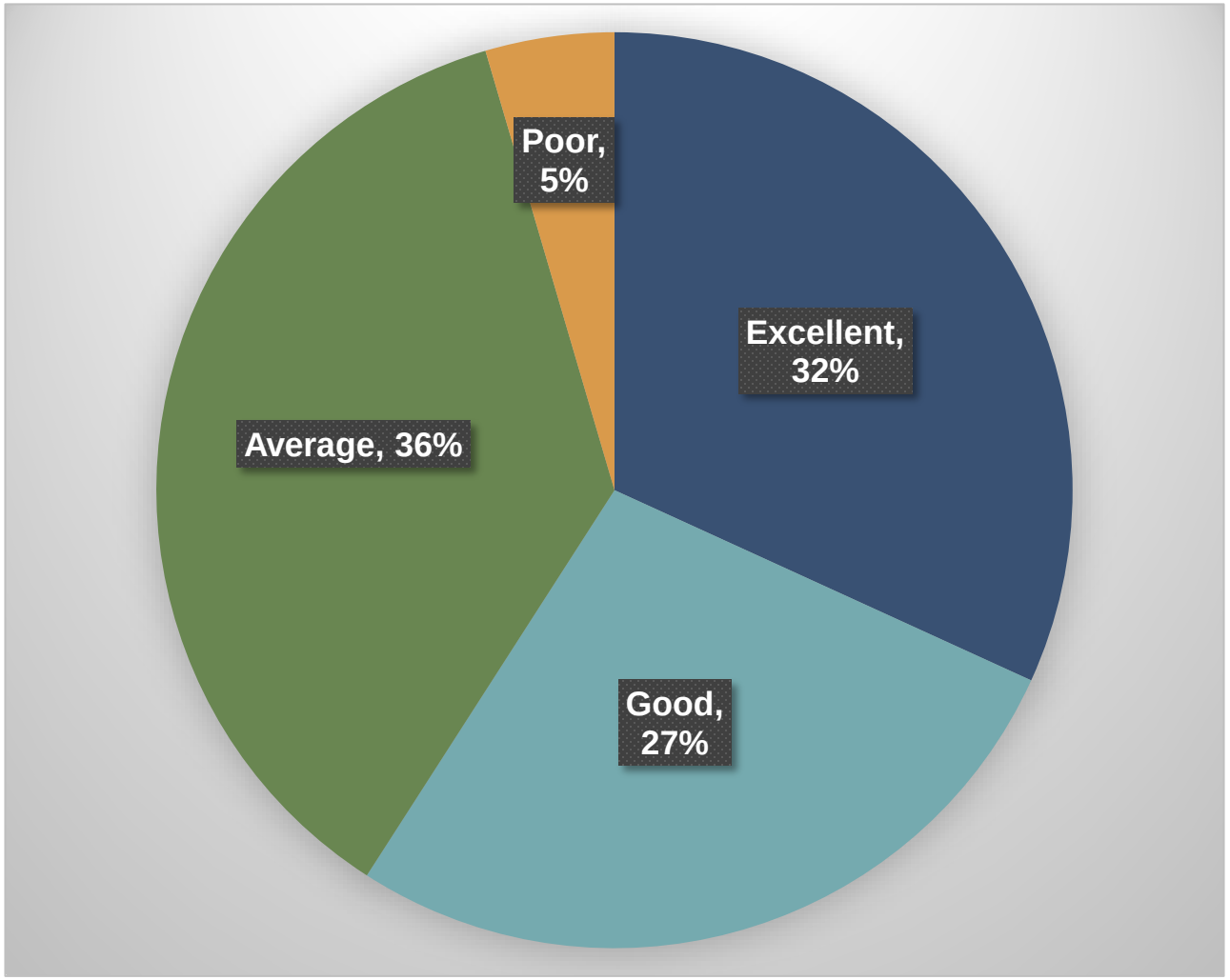


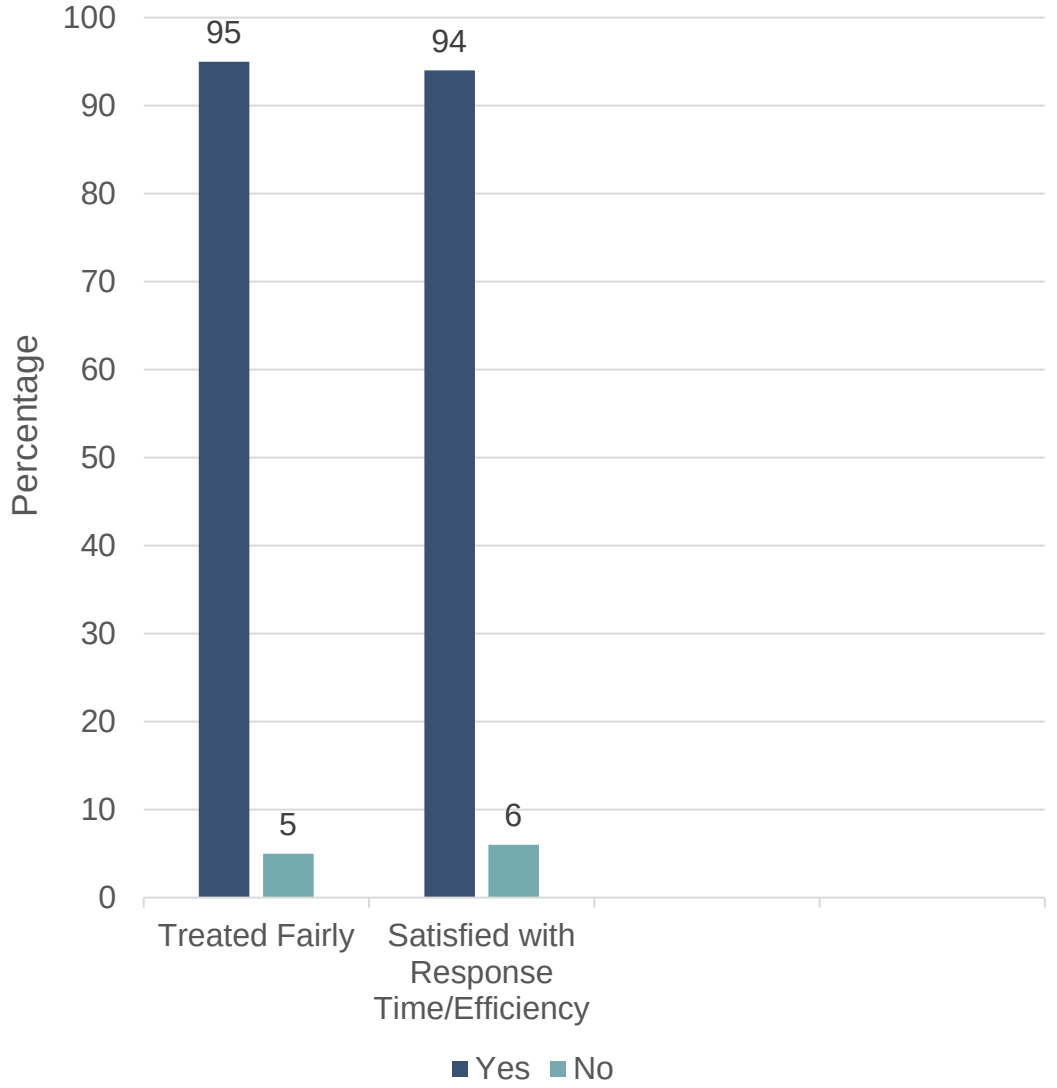
Wastewater Treatment



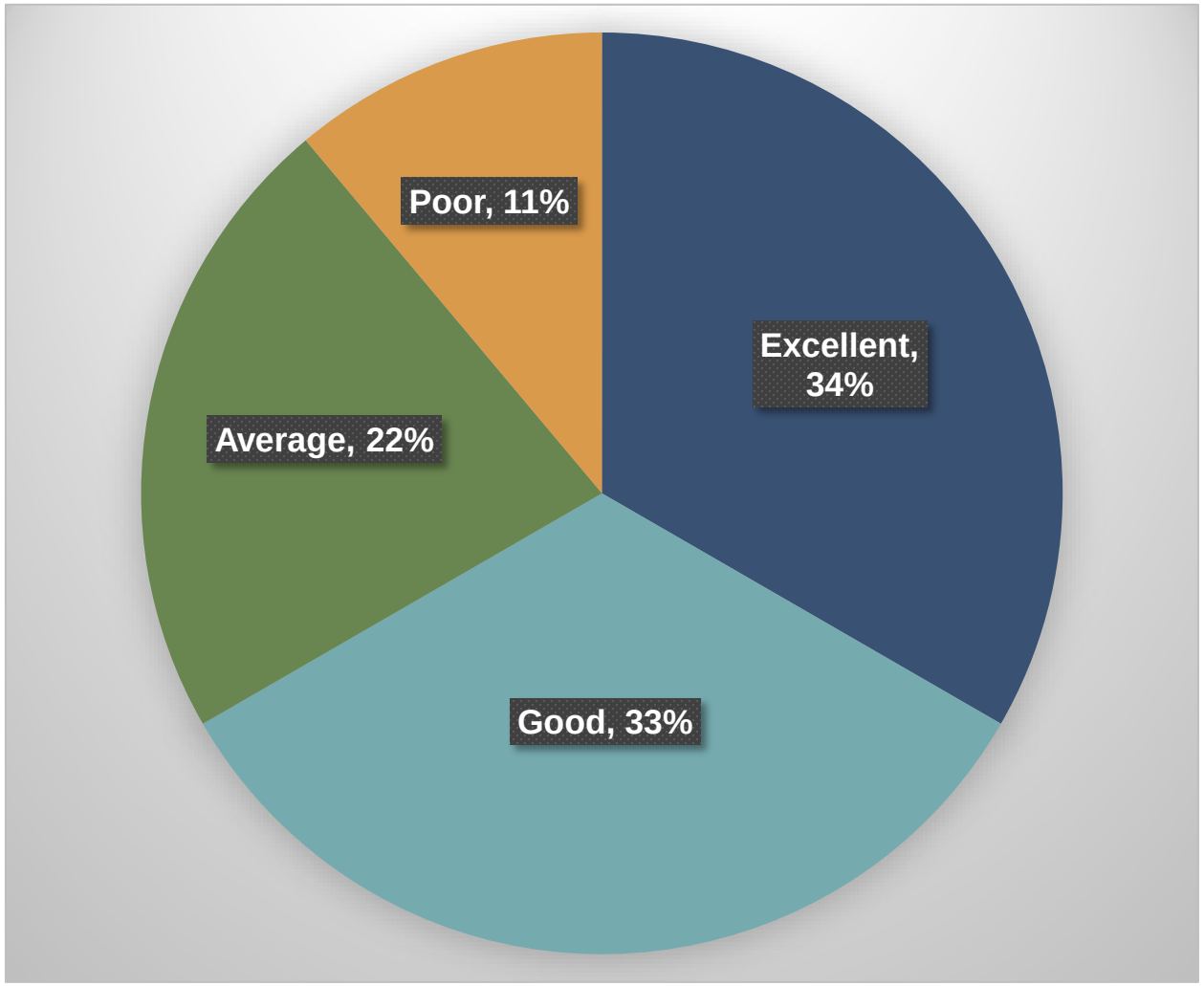


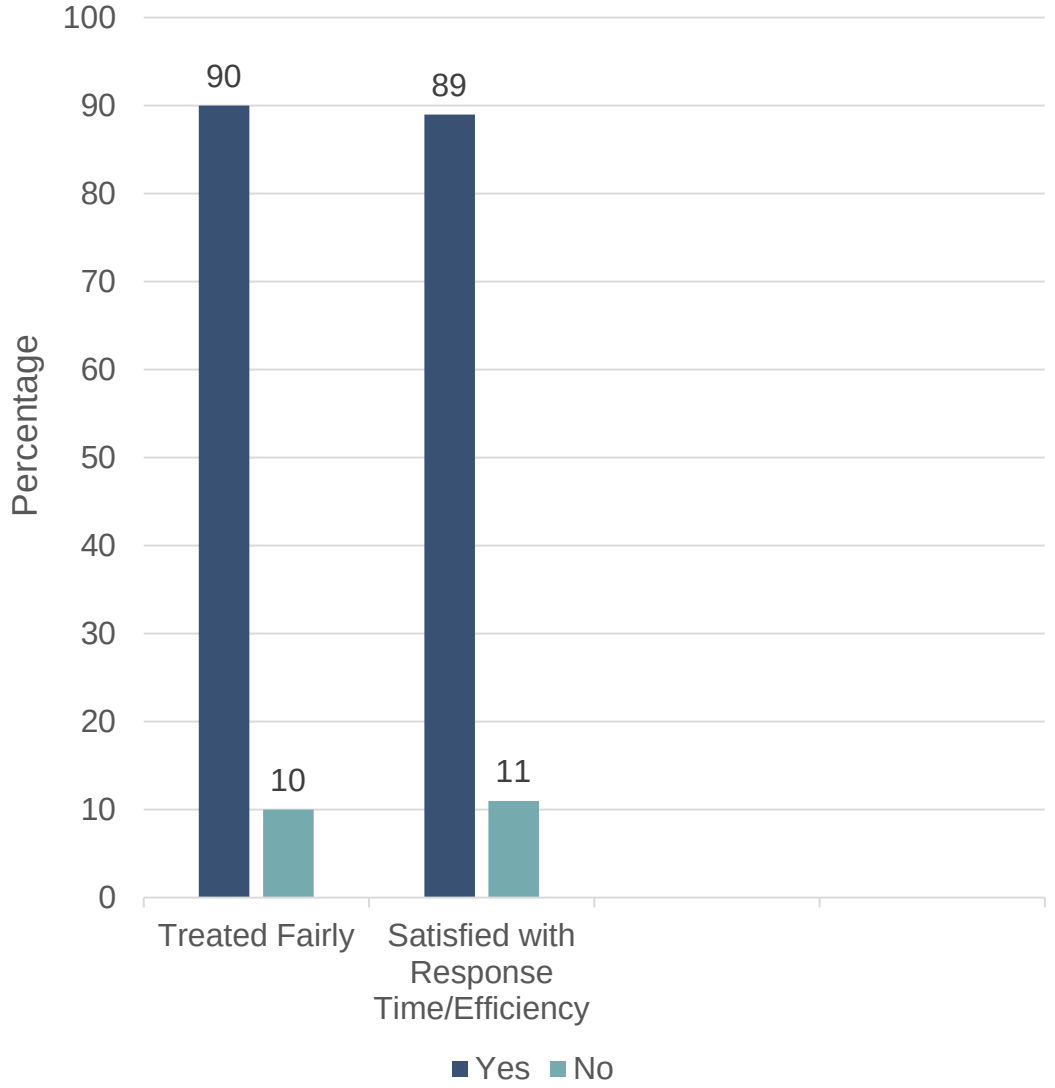
Pretreatment



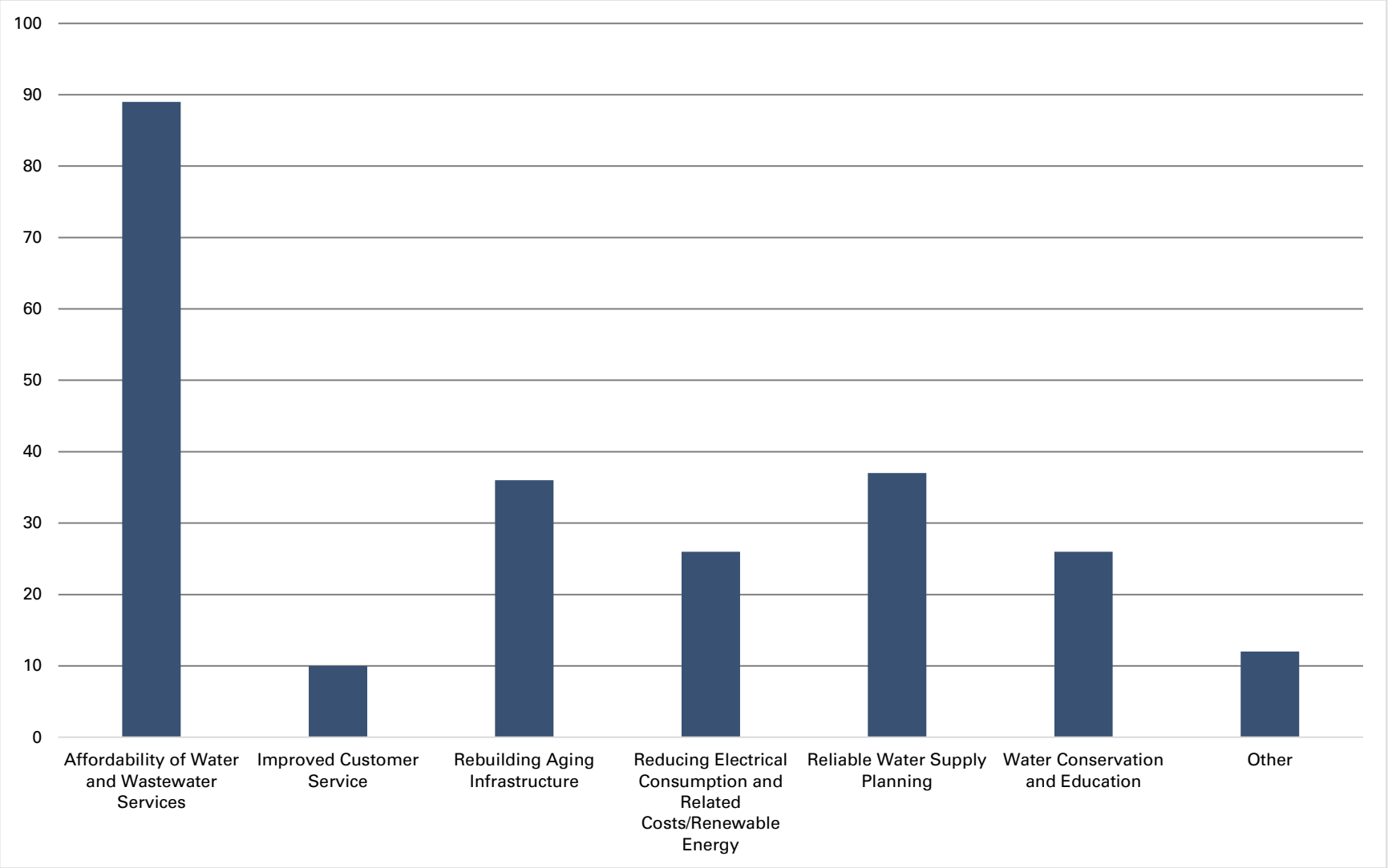


Backflow/Cross Connection Control





What Would You Like RMWD to Focus on More? (Check All That Apply)

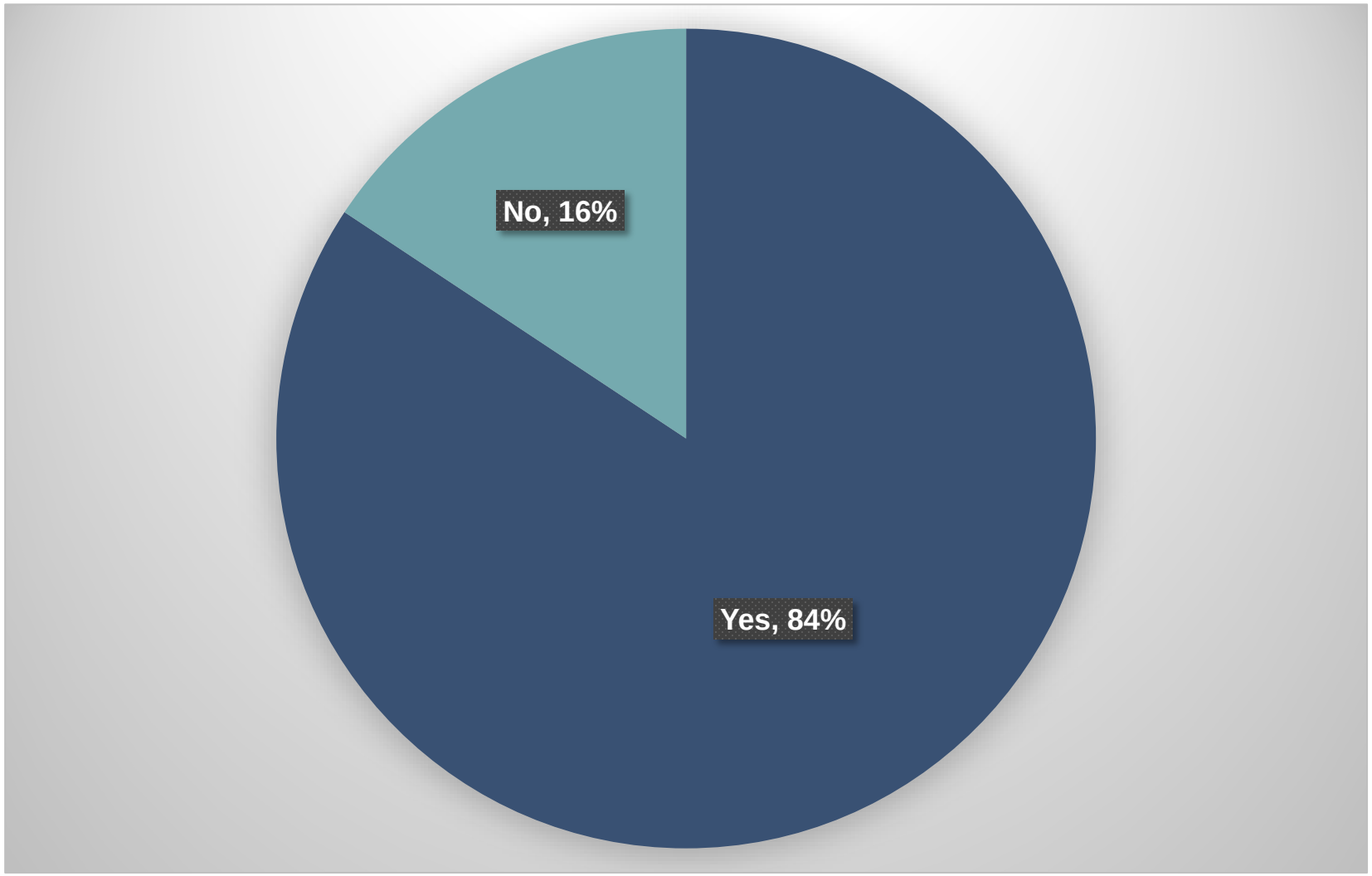


Other Preferred Focus Areas: Open Ended Responses

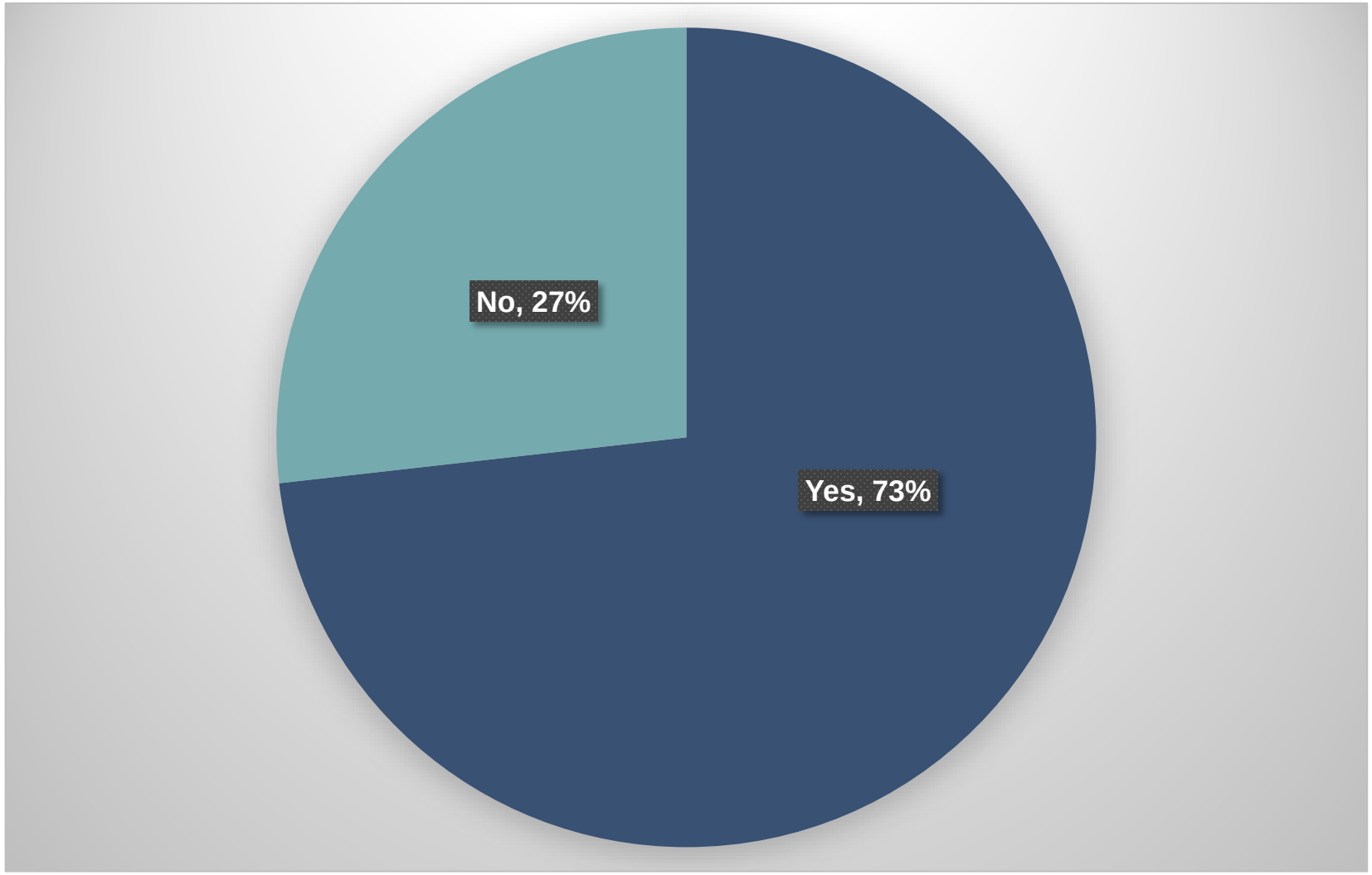
- More transparency with RMWD projects
- Updating billing system
- More free rainwater collection sources
- Reduce prices
- Protect the natural habitat at Wellfield Park
- No additional fees to pay bill online
- More incentives for conservation
- Expanding sewer network to where there is currently septic

Wellfield Park

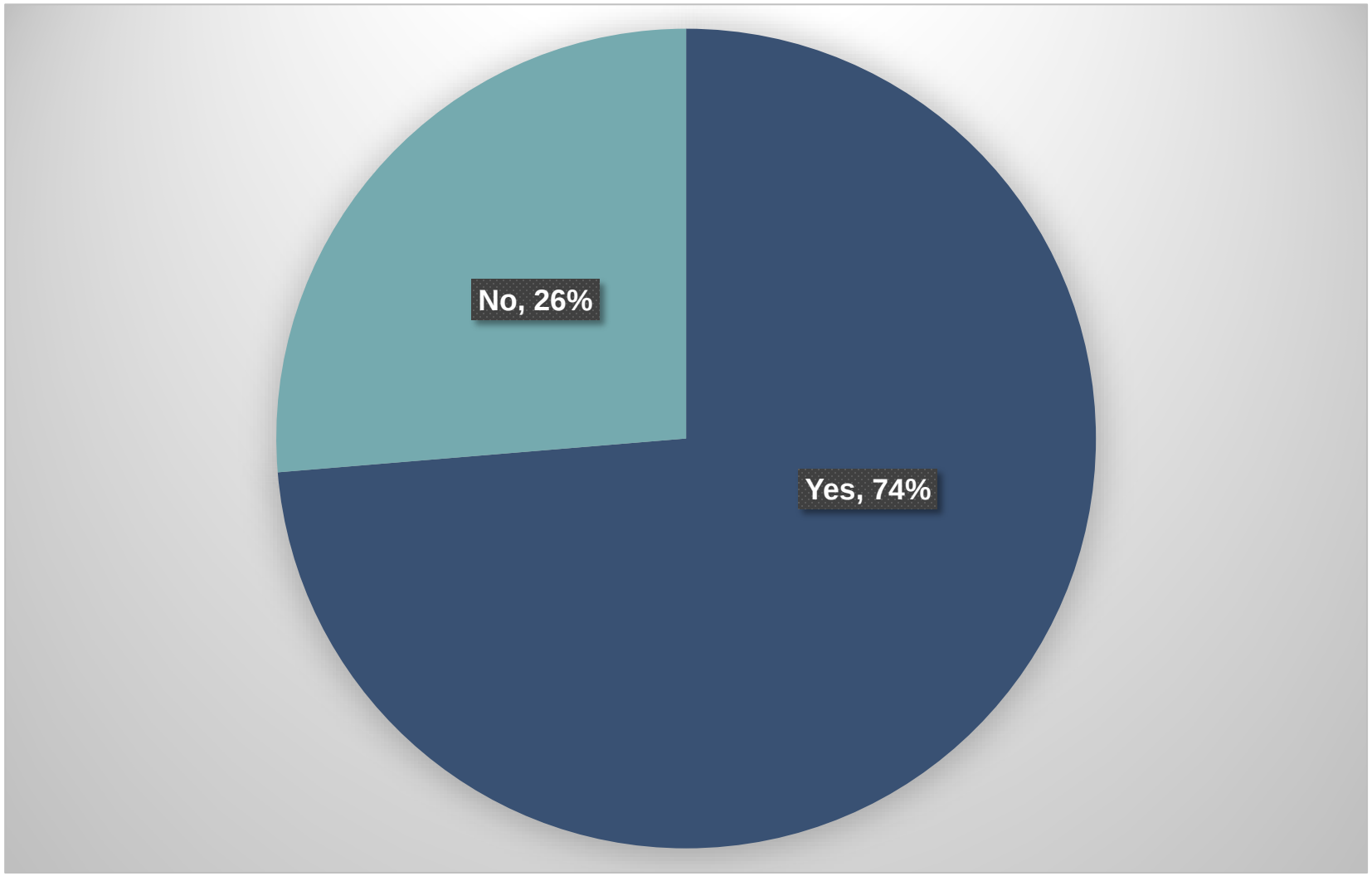
Are You Satisfied with Park Operations?



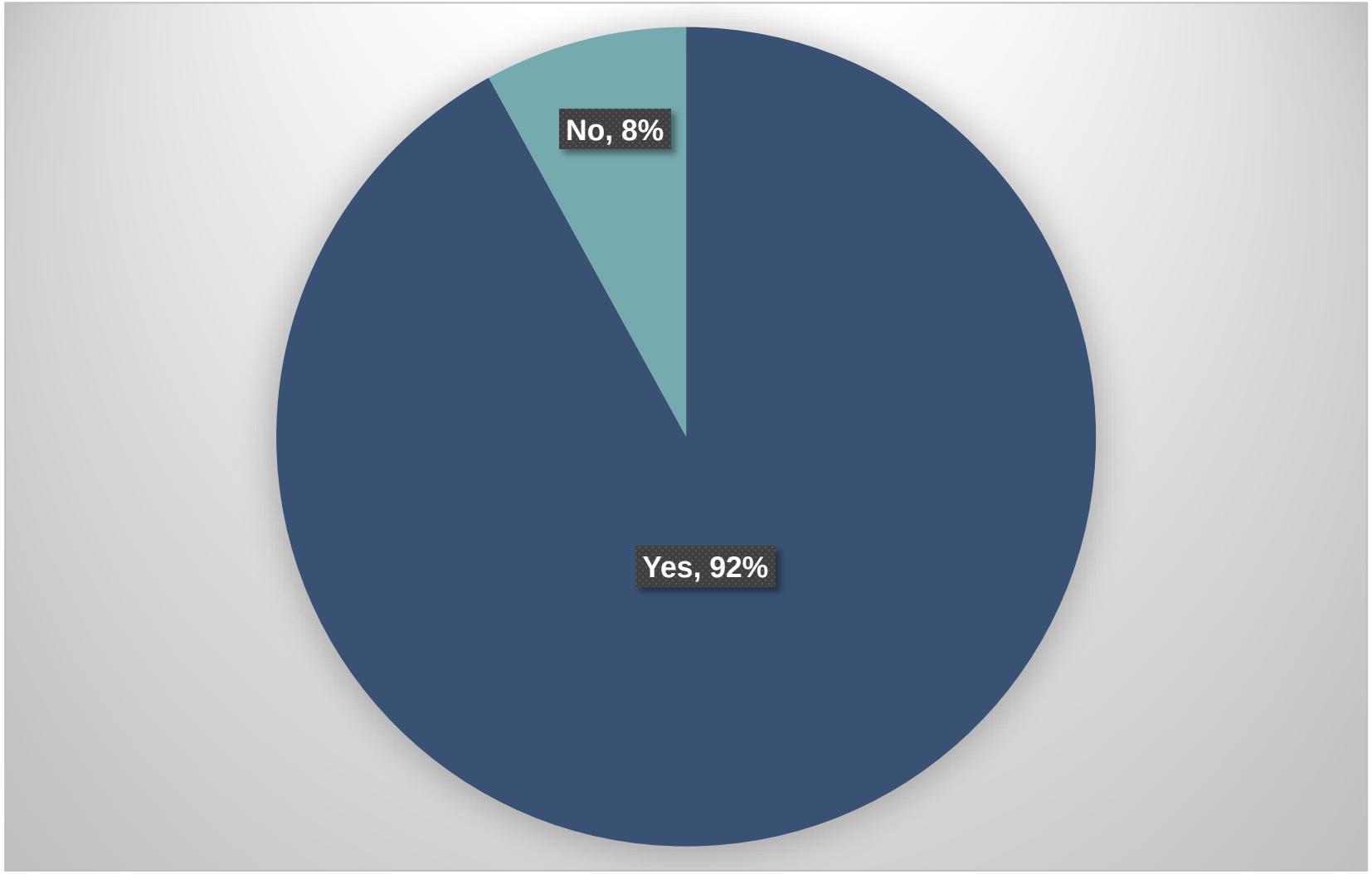
Are You Satisfied with the Maintenance and Appearance?



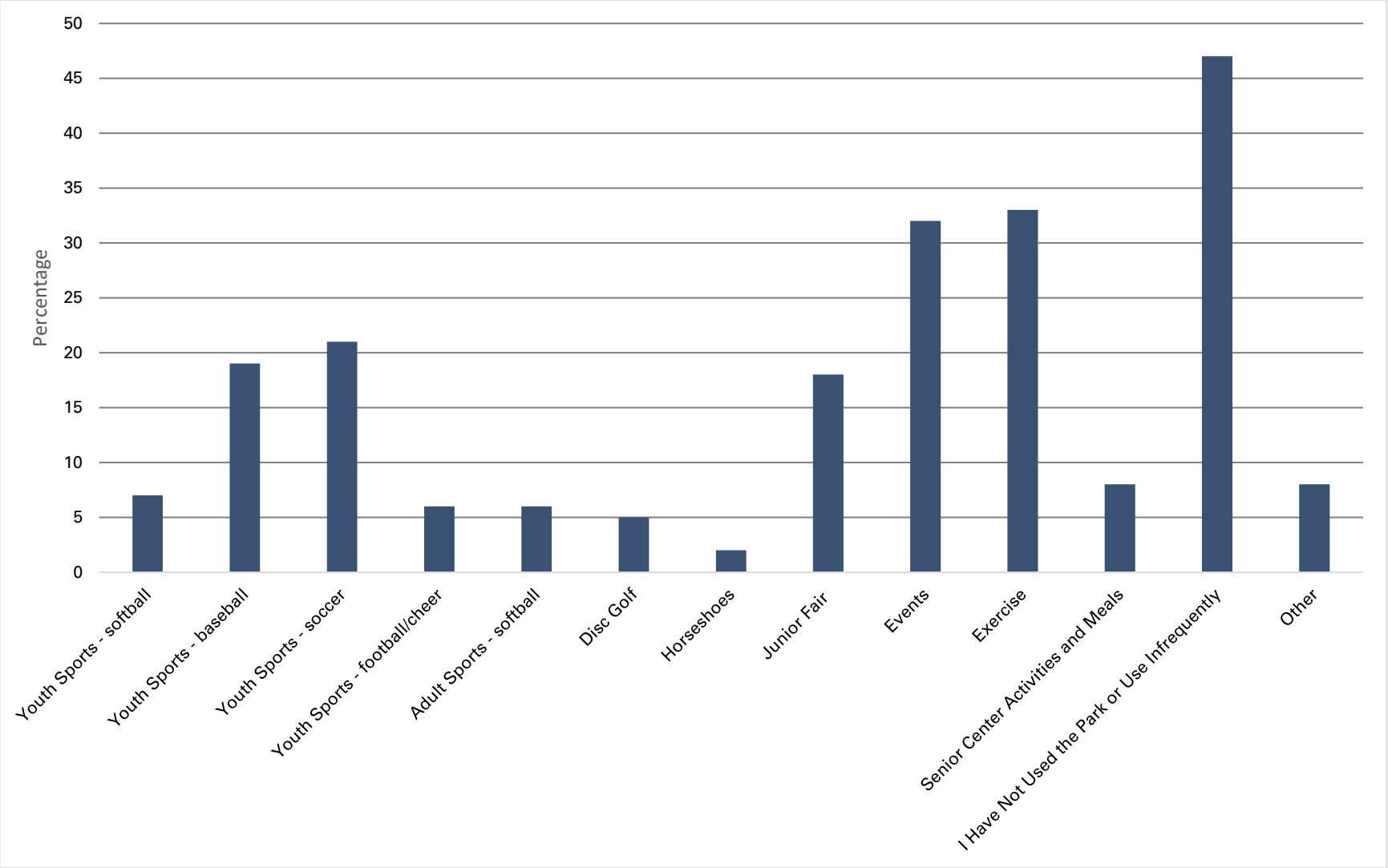
Are You Satisfied with the Number and Type of Recreational Activities?



Would It Be Beneficial to Have More Information (Through Website, Newsletter, or Better Maps)?

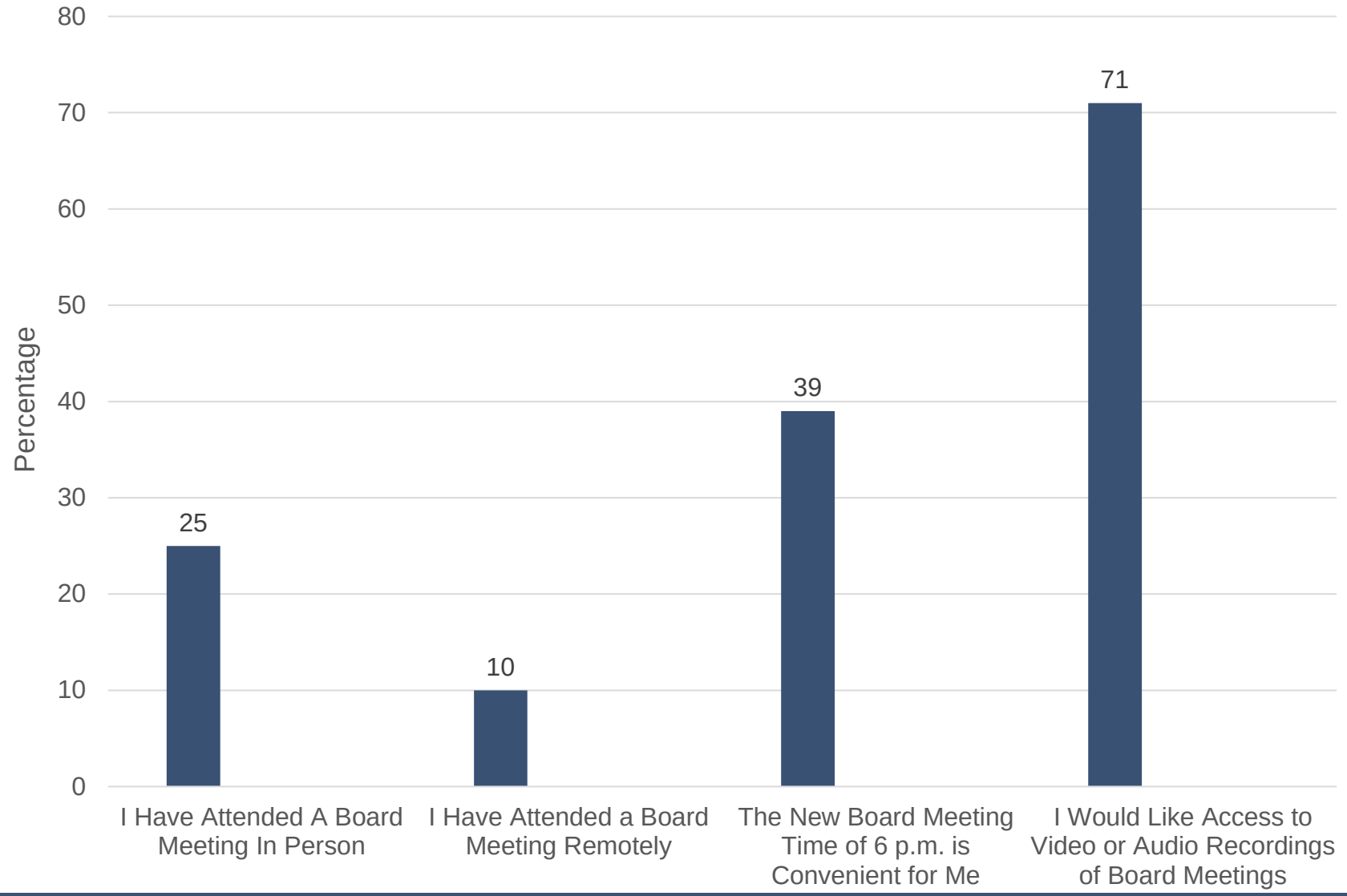


What Activities Do People Take Part In at Wellfield Park



Board Meetings

Board Meetings Feedback



What Would Make Board Meeting Attendance Easier/More Valuable? (Open Ended)

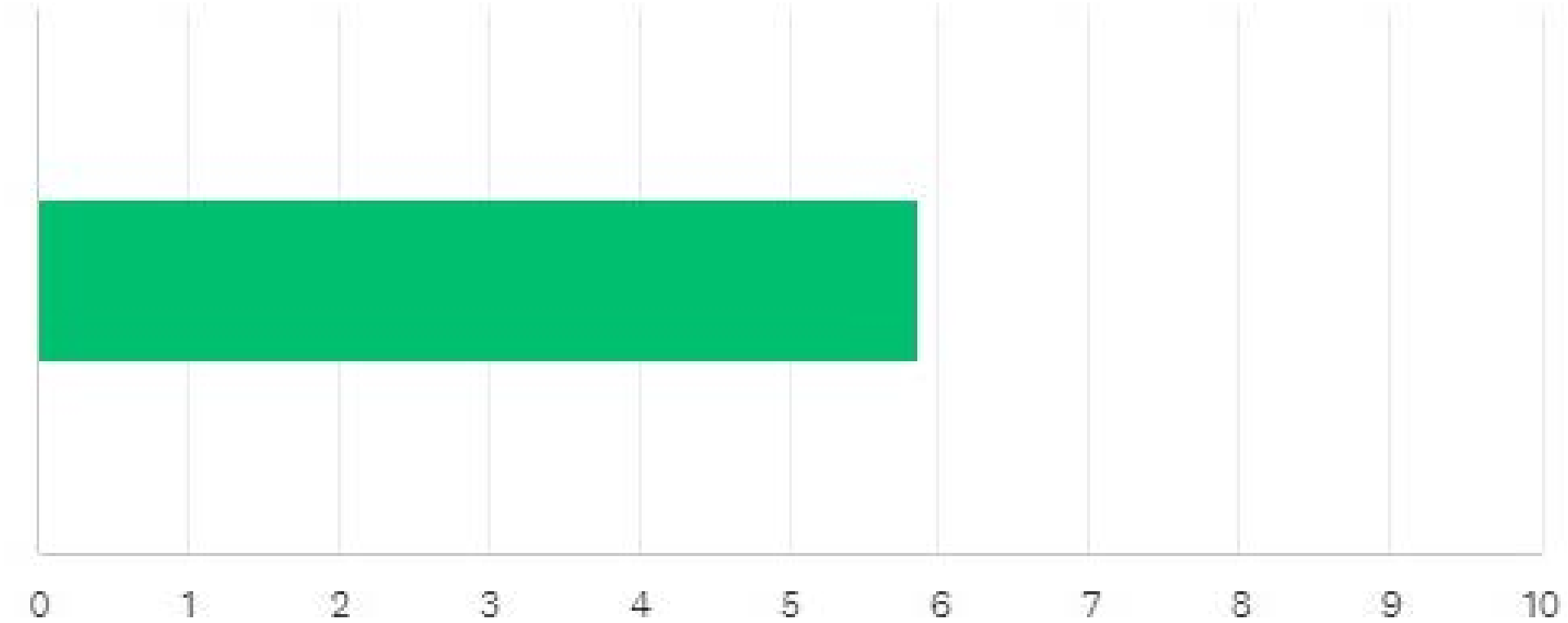
- The agenda was released and shared in advance
- Simpler to participate via Zoom/online
- The meetings were held later in the evening (after 6)
- The meetings were held earlier in the day or on weekends
- The topics were more meaningful and streamlined
- More discussion was focused on improvements

Where Do You Get Information about RMWD Meetings & Initiatives? (Open Ended)

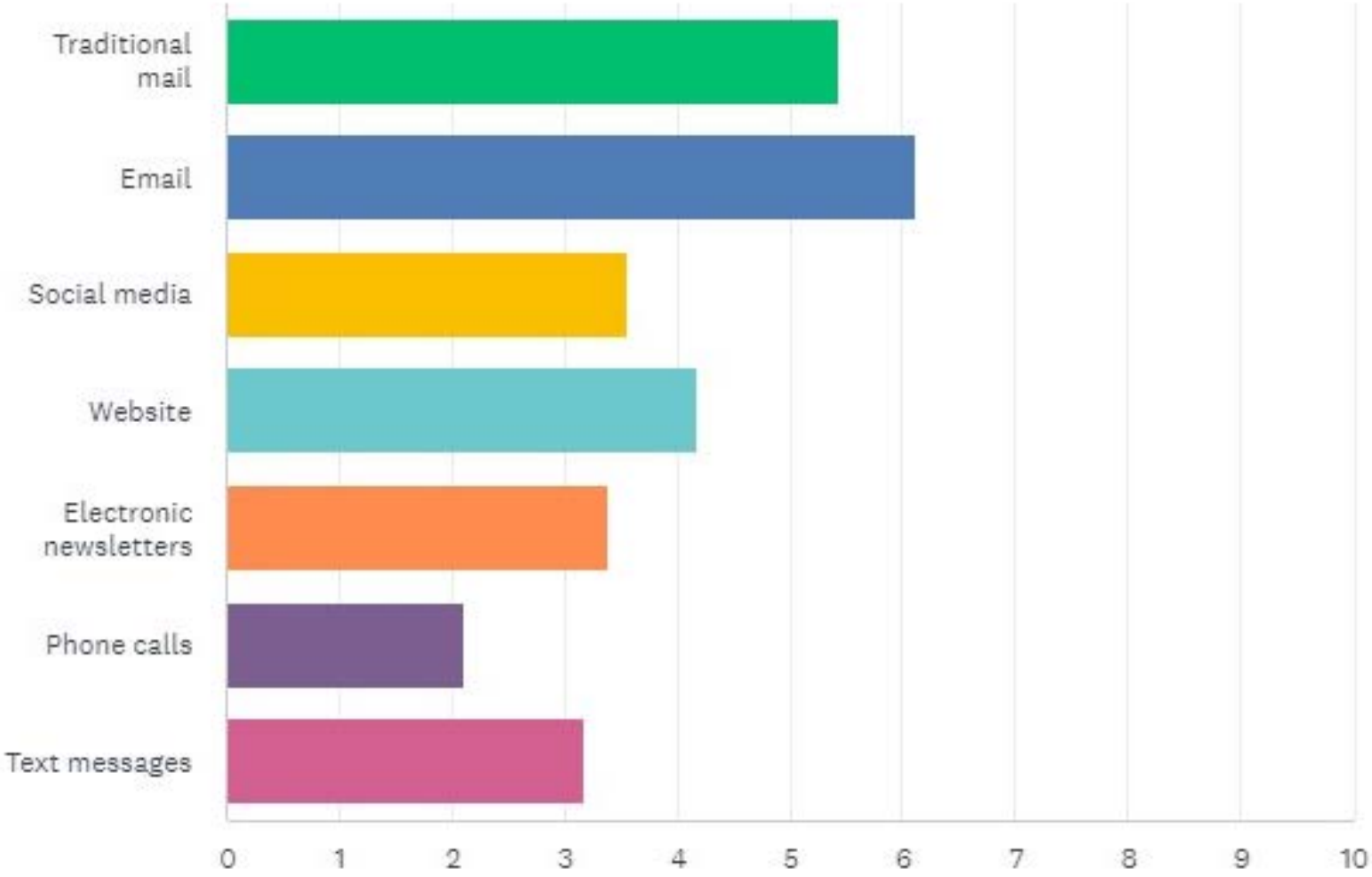
- Ramona Sentinel
- Mail
- Facebook
- RMWD website
- Meetings
- I don’t receive information

Customer Communications

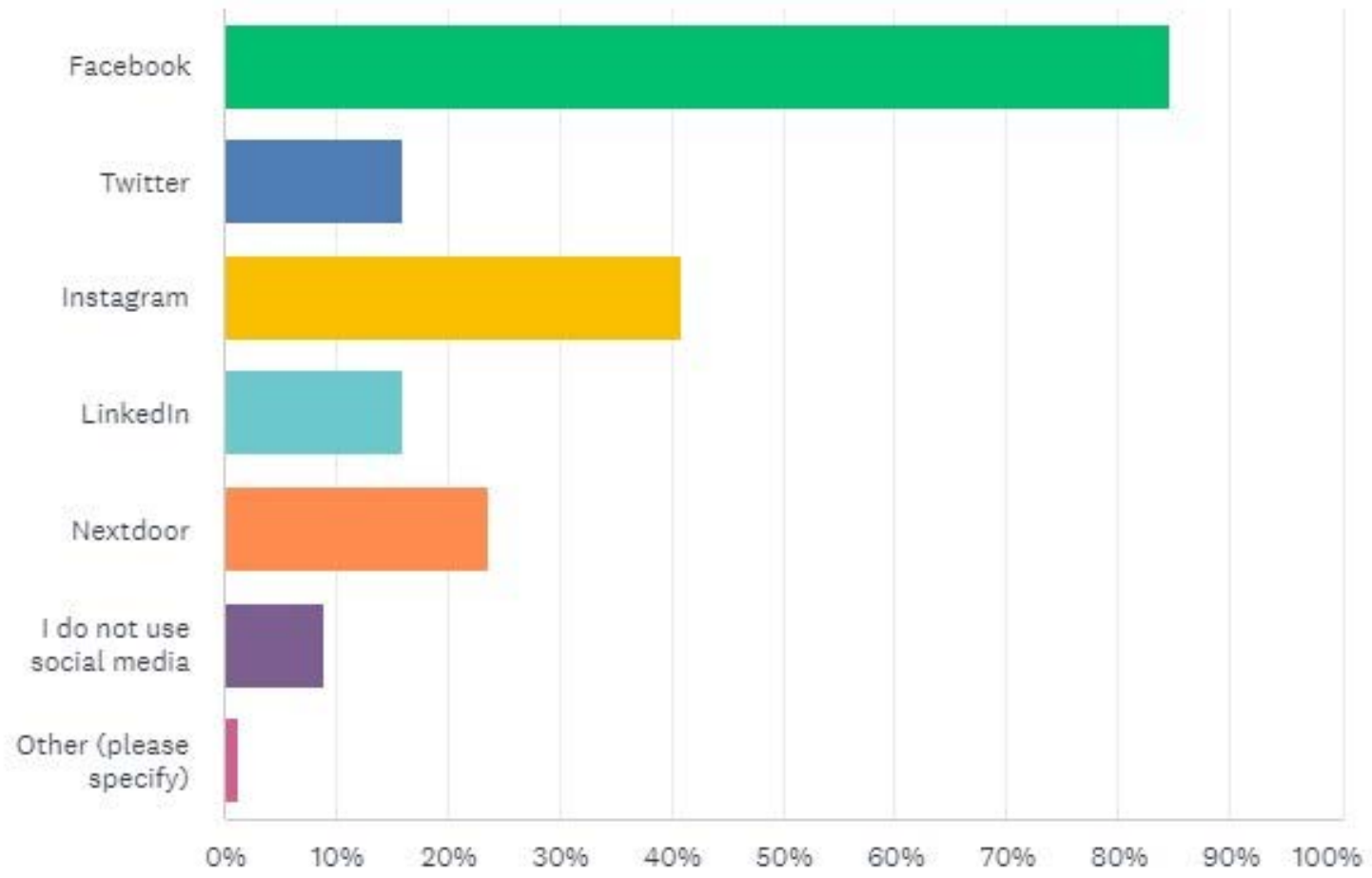
On A Scale of 1 to 10, How Valuable is the RMWD Website?



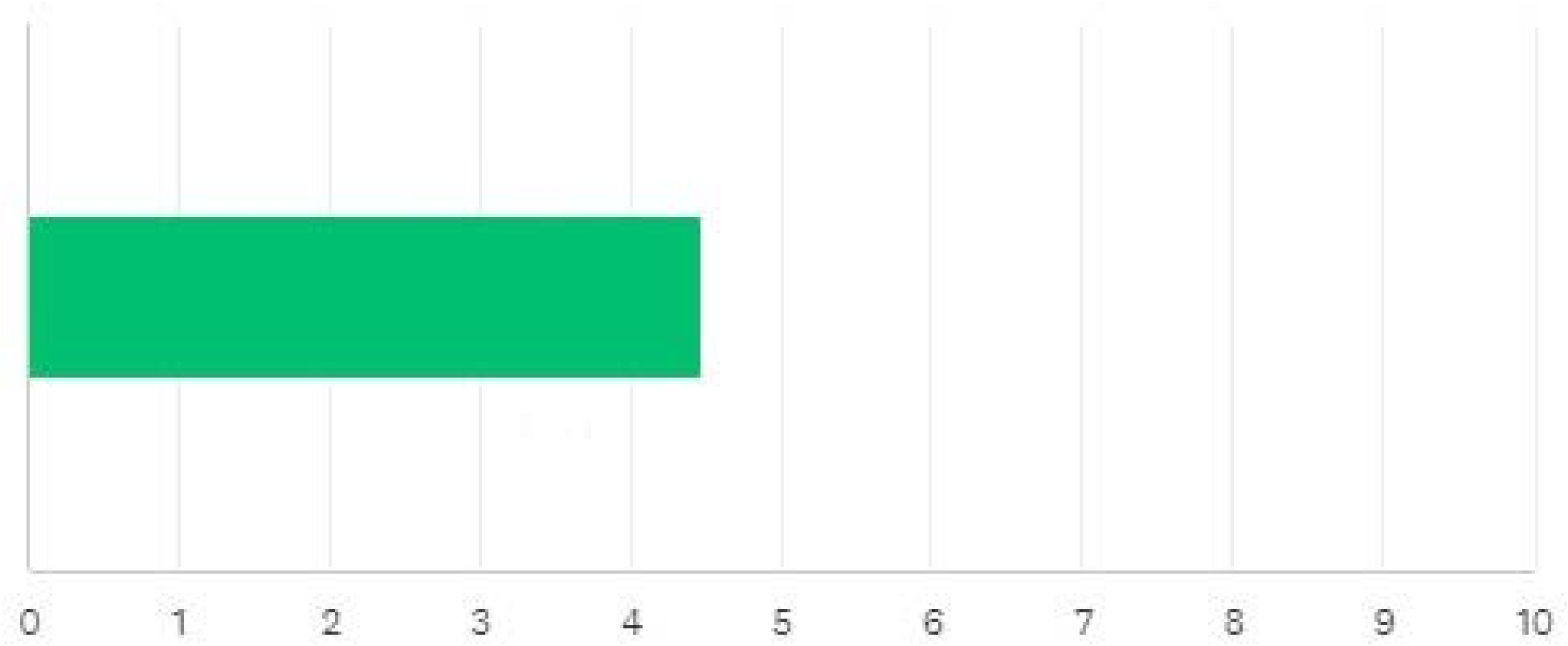
How Customers Prefer to Get Information from RMWD



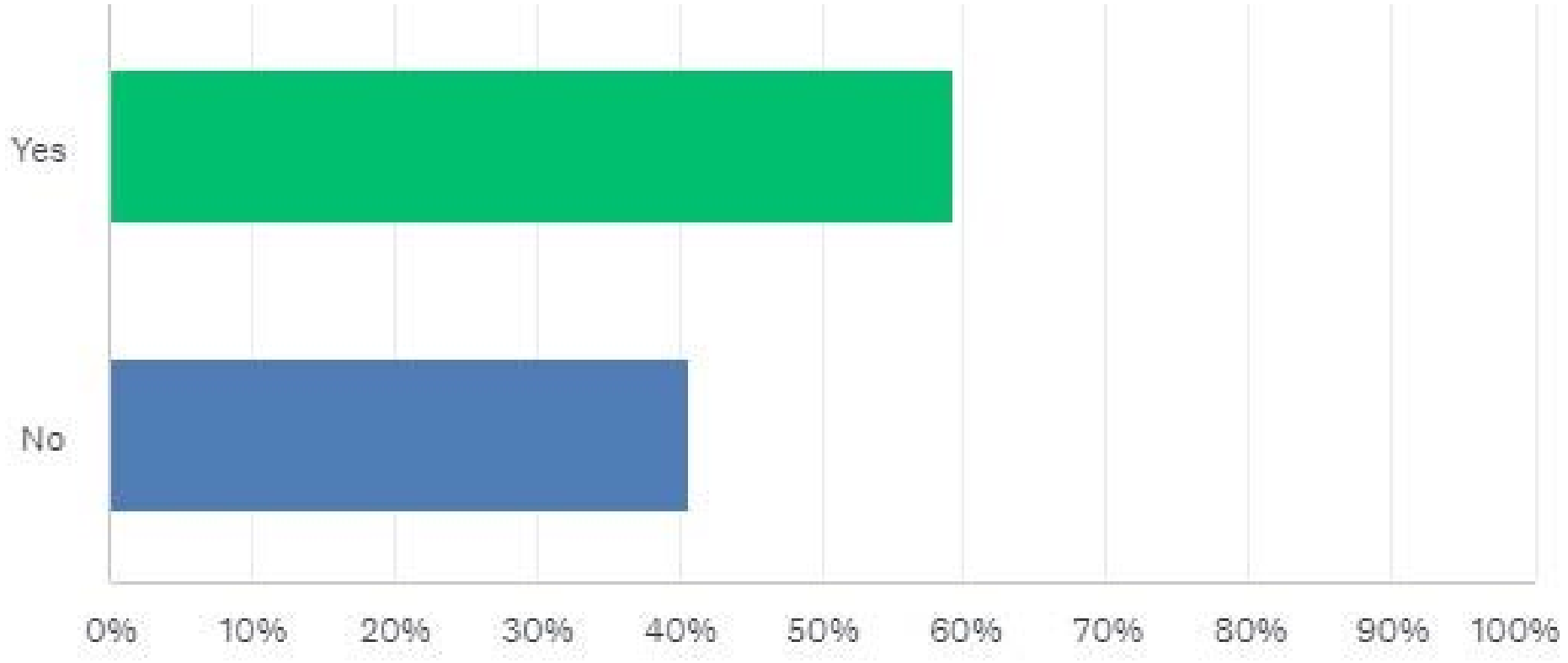
Preferred Social Media Platforms



On A Scale of 1 to 10, How Likely to Engage with RMWD on Social Media?



Would You Be Interested in Tours of RMWD Facilities (such as Santa Maria and San Vicente Water Reclamation Plants and/or the Poway Pump Station)?



Share Information on How RMWD Can Better Communicate (Open Ended)

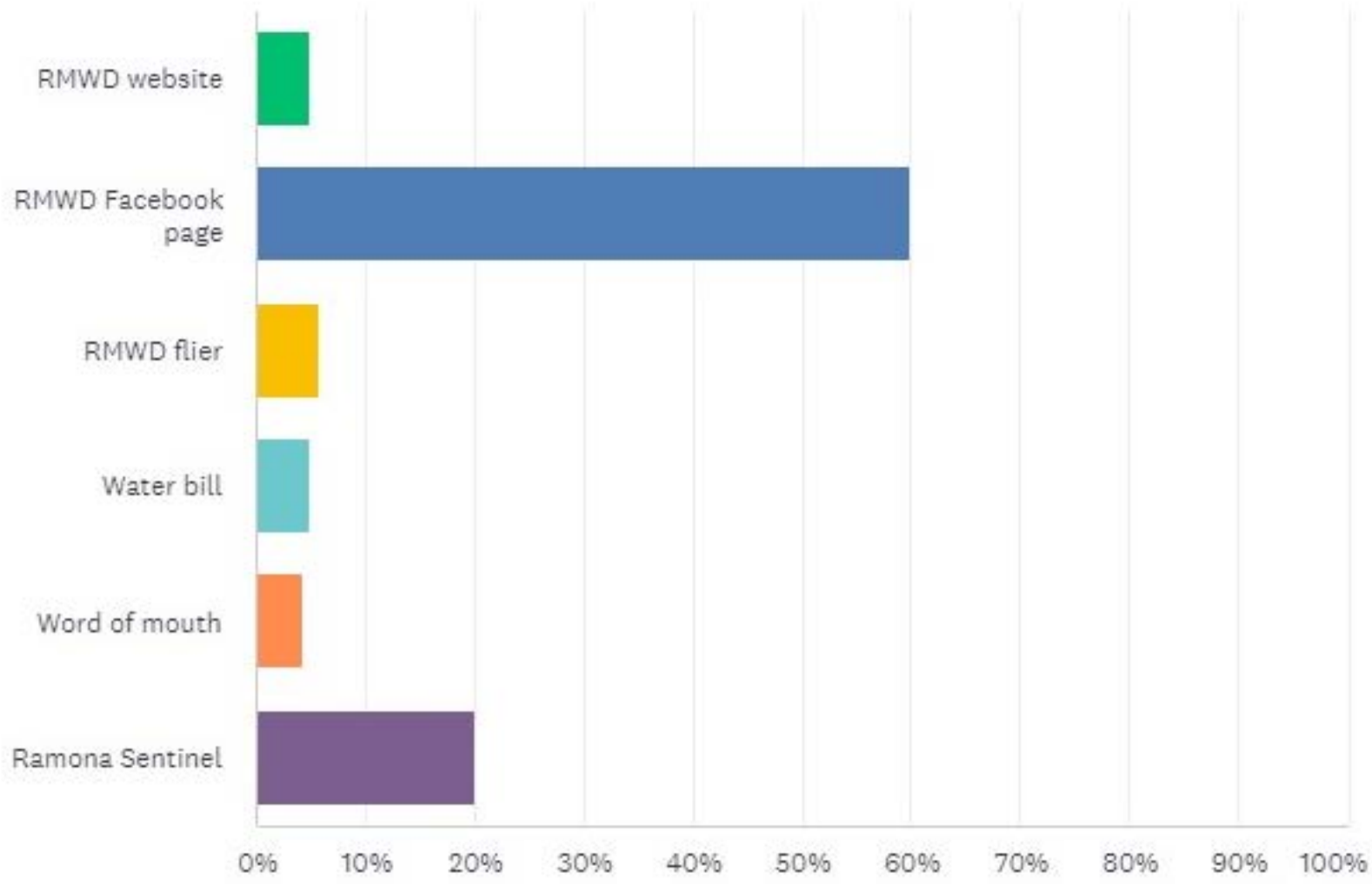
- Send out an email newsletter (monthly or quarterly)
- Include RMWD information in the Ramona Sentinel regularly
- Post more updates to RMWD website
- Send out information about board meetings via multiple channels
- Include information in water bills
- Send emails and post to Facebook about upcoming events
- Reach customers through phone calls or text messages
- Hold more public meetings with forum for community input

Share Anything Else You Would Like (Open Ended)

- Online fees – multiple comments on fee for credit card bill payments
- Concerns about water costs
- Concerns about smart meters
- Lake Ramona – would like updates
- Solar – request to convert RMWD
- Add a section of the website about the park
- Positive comments about current RMWD management team

How Customers Found the Survey

Where Participants Heard About the Survey



Initial Takeaways & Next Steps

Some Initial Takeaways

- Customers are generally satisfied with RMWD services.
- The board meeting agendas should be distributed early and prominently via multiple channels, as possible.
- There is community interest in an email newsletter.
- Continuing to grow RMWD's social media (Facebook) presence will help to better connect with customers.
- A communication plan with specific outreach activities and tools will help guide RMWD with incorporating the feedback from the community.

Next Steps

- Developing a communication plan to guide outreach program that draws from the survey feedback.
- Some key recommendations in the communication plan include:
  - **Regular posts to social media via a monthly social media plan/editorial calendar**
  - **Development of an interested parties email list and a quarterly email newsletter**
  - **Review the RMWD website and develop a separate website for Wellfield Park**

Thank you!