



DES MOINES
WATER WORKS | 2201 GEORGE FLAGG PARKWAY | DES MOINES, IA 50321-1190

Des Moines Water Works 2006 Voice of Customer Survey

Report Date: September 22, 2006

Des Moines Water Works
2006 Voice of Customer Survey

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EXECUTIVE SUMMARY

This 2006 DMWW VOC Residential Survey follows on similar surveys done by DMWW in 2002 and 2003. The current VOC Survey retains the sampling, questionnaire format and the reporting formats of 2003, providing consistency for trending information. Question wording and answer choices follow 2003 except for a few minor changes as noted in the tables.

In August 2006, DMWW mailed satisfaction questionnaires with cover letters from L. D. McMullen to a random sample of 3,000 of DMWW's approximately 68,000 residential customers who live in the city of Des Moines excluding suburbs. The cover letter also provided respondents with the option of completing the form over the Internet via a link at dmww.com. This new option facilitates DMWW's use of the findings, as the online report allows filtering and charting. In addition, DMWW was relieved of inputting responses for those who chose to use the Internet method.

In total, 507 customers responded, 489 by paper and 18 by web. This amounts to a 16.9% response rate, producing a maximum margin of sampling error of +/- 4.4 percentage points at 95% confidence level, for variables expressed as percentages. This is a good degree of precision. Many research studies seek to achieve +/- 5.0 percentage points at 95% confidence.¹

Key findings about DMWW residential customers who live in Des Moines, not suburbs:

- Overall, customers remain very satisfied with DMWW. DMWW scores 4.39 on a 5 point scale where 5=very satisfied and 1=very dissatisfied (Table 5.) In addition, in comparison with other city service providers DMWW continues to score in a virtual tie for first place, with Des Moines Fire. (Table 1)
- The most important issues to DMWW customers remain *uninterrupted water service, water quality, billing statement* and *in-home customer service*, in that order. (Table 4)
- *Water quality* and *in-home customer service* stand out as key items for improvement. Customers assign these relatively high importance and lower overall satisfaction than other areas. Improvements here will have a disproportionately favorable impact on overall satisfaction. (Tables 4 and 5)

¹ How to interpret maximum margin of sampling error: If 506 respondents answer question "X" and 253 of them (50%) select answer "a" on question "X," then we can be 95% confident that between 45.6% and 54.4% of the overall population of 68,000 residential customers would also select answer "a" if they were asked question "X."

Comparison with 2003:

- Among satisfaction scores (Table 5,) the *water availability/uninterrupted service* category demonstrates the greatest improvement since 2003, with overall satisfaction rising from 3.96 in 2003 to 4.28 in 2006. There were only 47 respondents in this category, so statistics here must be approached cautiously due to small sample size. Within this category, *length of time to restore water, water quality when restored, and communication* have each shown sharp improvement but they still remain relatively low, and *outage communication and/or notification*, at 3.45, remains the lowest satisfaction score of any measured in the 2006 survey.
- In contrast, the *in-home customer service* category has the only overall satisfaction score to have fallen from 2003 levels, and it fell so much that at 3.97 it is now the lowest of all overall satisfaction scores. (Table 5) There were only 37 respondents in this category, so statistics here must again be approached cautiously due to small sample size. Probably because of small sample size, this category has gyrated more than any other when comparing the 2002, 2003 and 2006 findings.
- In terms of price/value relationship, DMWW, electricity service, and primary telephone service have all improved their scores from 2003 and DMWW continues as the best value. (Table 3)
- Customers continue to look to DMWW for reliable information about water safety. Since 2003, the credibility of nearly all communications vehicles has eroded except for DMWW, which has improved. DMWW remains its customers' most reliable source of such information. (Appendix, Table 8 question 3)
- Quality as measured by problems per 100 service events has improved somewhat. Among the 147 customers in the sample who contacted the customer service call center, 18 said their question was not answered or their problem was not resolved to their satisfaction. This rate of 12.2 per 100 is similar to 2006. Of the 37 customers in the sample who had in-home customer service, 5 said their service issue was not taken care of to their satisfaction. This rate of 13.5 per 100 events is lower than 2003's 18.6. The reader is cautioned that in-home customer service is a small sample. (Table 6)

Recommendations

- Even though customer perceived problems (Table 6) are not increasing overall, we recommend DMWW further track and categorize these customer concerns, then carry out action plans to remedy them. Negative experiences disproportionately affect overall customer satisfaction.
- Add more restrooms, fountains and benches in DMWW parks. (Question 11f) The parks are great for DMWW's public relations.
- Carefully review the existing process for outages communications and look for ways to improve it. This is the perennial low scoring satisfaction item.
- DMWW customers will of course appreciate anything DMWW can do to improve water taste or lessen water hardness.

DMWW maintained its position relative to Des Moines city departments and local electricity and telephone service providers, remaining in a virtual tie with DM Fire for top ranking. All scores have declined quite sharply from 2003.

Table 1a - Top Tier Satisfaction

DMWW: 2006 Voice of Customer Survey

Q12d. Overall, how satisfied are you with the following government and businesses entities? (Calculations only include customers with an opinion.)

	2006		2003	
	Count	%	Count	%
12d1. DMWW				
Very satisfied (5)	253	51.4%	328	46.7%
Somewhat satisfied (4)	182	37.0%	277	39.4%
Total:	435	88.4%	605	86.1%
12d2. DM Fire Service				
Very satisfied (5)	249	55.5%	337	51.6%
Somewhat satisfied (4)	164	36.5%	247	37.8%
Total:	413	92.0%	584	89.4%
12d3. DM Trash				
Very satisfied (5)	189	38.3%	226	32.6%
Somewhat satisfied (4)	173	35.1%	249	35.9%
Total:	362	73.4%	475	68.4%
12d4. DM Police				
Very satisfied (5)	205	42.9%	273	40.4%
Somewhat satisfied (4)	171	35.8%	230	34.1%
Total:	376	78.7%	503	74.5%
12d5. Electricity				
Very satisfied (5)	190	38.8%	233	33.4%
Somewhat satisfied (4)	174	35.5%	244	35.0%
Total:	364	74.3%	477	68.4%
12d6. Telephone				
Very satisfied (5)	147	30.9%	175	25.3%
Somewhat satisfied (4)	155	32.6%	200	28.9%
Total:	302	63.6%	375	54.3%

CRI scores index DMWW satisfaction scores against city departments and companies. The scores are average (mean) scores on a 1 to 5 scale where 5=very satisfied and 1=very dissatisfied. DMWW scores higher than all comparisons except DM Fire Service.

Table 1b - Customer Relationship Index (CRI)
DMWW: 2006 Voice of Customer Survey

Q12d. Overall, how satisfied are you with the following government and businesses entities?

2006			2003		
(a)	(b)	(c) = (a)/(b)	(a)	(b)	(c) = (a)/(b)
DMWW	DM Fire Service	CRI	DMWW	DM Fire Service	CRI
4.39	4.47	0.98	4.32	4.40	0.98
DMWW	DM Trash Service	CRI	DMWW	DM Trash Service	CRI
4.39	4.05	1.08	4.32	3.89	1.11
DMWW	DM Police Service	CRI	DMWW	DM Police Service	CRI
4.39	4.17	1.05	4.32	4.08	1.06
DMWW	Electricity Provider	CRI	DMWW	Electricity Provider	CRI
4.39	4.06	1.08	4.32	3.90	1.11
DMWW	Primary Telephone Co.	CRI	DMWW	Primary Telephone Co.	CRI
4.39	3.79	1.16	4.32	3.61	1.20

This table shows what percentages of customers rated DMWW higher, equal or lower than city departments and other companies. Overall 27.1% of customers rated DMWW higher than the others and 6.5% rated DMWW lower than the others. DMWW appears to be making progress against DM Fire Service in that 13.4% now rate DMWW higher while in 2003 only 4.3% rated DMWW higher.

Table 2 - Satisfaction vs. Expectations
DMWW: 2006 Voice of Customer Survey

Q12d. Overall, how satisfied are you with the following government and businesses entities?

Des Moines Water Works compared to:	2006 Percent Ranking DMWW...			2003 Percent Ranking DMWW...		
	Higher	Equal	Lower	Higher	Equal	Lower
DM Fire Service	13.4%	77.5%	9.1%	4.3%	85.1%	10.6%
DM Trash Service	26.6%	68.6%	4.7%	31.9%	64.2%	3.9%
DM Police Service	25.6%	66.3%	8.1%	21.6%	71.6%	6.8%
Electricity Provider	27.8%	66.7%	5.5%	28.9%	67.8%	3.3%
Primary Telephone Company	42.0%	53.1%	4.9%	45.8%	49.6%	4.6%
Compared to ALL	27.1%	66.4%	6.5%			

DMWW continues to score well in this value metric, holding a lead over electricity service and primary telephone.

Table 3 - Worth What Paid
DMWW: 2006 Voice of Customer Survey

Q12e. Are the following services worth what you pay for them?

	2006	2003
	<u>*Worth What Paid</u>	<u>*Worth What Paid</u>
Des Moines Water Service	4.16	4.11
Electricity Service	3.75	3.63
Primary Telephone Service	3.39	3.22

*Worth what paid is based on a 5 to 1 scale, where 5 = well worth it and 1 = not worth it.

The top five most important issues to DMWW customers are unchanged from 2003. Uninterrupted water service and water quality remain numbers one and two.

Table 4 - Importance
DMWW: 2006 Voice of Customer Survey

Attribute:	2006		2003	
	*Importance	Rank	*Importance	Rank
5a. Uninterrupted water service	4.82	1	4.83	1
1a. Water quality	4.78	2	4.80	2
4a. Billing statement	4.31	3	4.30	3
8a. Field Service	4.07	4	4.11	4
7a. Customer Service Call Center	3.97	5	4.02	5
6a. Payment options	3.95	6	3.72	7
11a. DMWW parks	3.92	7	3.87	6
9a. H2O line newsletter	3.13	8	3.11	8
10a. DMWW websites	2.38	9	2.12	9

*Importance is based on a 5 to 1 scale, where 5 is very important and 1 is very unimportant.

Satisfaction with water availability/uninterrupted service has risen the most and in-home customer service has declined the most, however each of these are small samples which allows them to fluctuate more extremely than the other satisfaction scores. Three of the overall satisfaction scores on Table 5 page 2 of 2 are new measures in 2006.

DETAILS OF DES MOINES WATER WORKS CUSTOMER SATISFACTION
Table 5 – Satisfaction – Page 1 of 2
DMWW: 2006 Voice of Customer Survey

		2006		2003	
	respondents	Satisfaction	Overall Rank	Satisfaction	Comments about 2006
Tap Water	507				
1b1. Water taste		3.88	19	3.90	Among tap water attributes, satisfaction is lowest with water hardness (95% confidence.)
1b2. Water smell		4.05	12	4.01	
1b3. Water hardness		3.68	23	3.60	
1b4. Water safety		4.17	5	4.11	
1b5. Overall quality		4.03	13	4.01	
Monthly Billing Statement	507				
4b. Clarity		4.33	2	4.20	
4c. Amount of information		4.30	3	4.16	
4g. Overall satisfaction		4.13	9		
Water Availability/Uninterrupted Service	47				
5f. Outage: communication and/or notification		3.45	24	2.89	Communication and/or notification continues to score lowest overall (95% confidence.)
5g. Outage: water quality when service was restored		3.87	20	3.25	
5h. Outage: length of time to restore water		3.82	22	3.18	
5i. Overall satisfaction		4.28	4	3.96	
Customer Service Call Center	147				
7d. Communications		4.11	10	4.15	
7e. Methods and business practices		3.99	16	4.03	
7h. Overall satisfaction		4.17	6	4.15	
In-Home Customer Service	37				
8d. Communications		4.03	14	4.35	Communications is lower than methods and business practices (95% confidence.)
8e. Methods and business practices		4.16	8	4.37	
8h. Overall satisfaction		3.97	18	4.33	

SCALE: 5=Very Satisfied, 1=Very dissatisfied

Table 5 – Satisfaction – Page 2 of 2
DMWW: 2006 Voice of Customer Survey

		2006		2003
H2O Line Newsletter	414 respondents	Satisfaction	Overall Rank	Satisfaction
9c. Content		3.98	17	3.99
9d. Easy to understand		4.17	7	4.19
9g. Overall satisfaction		4.06	11	
<hr/>				
dmww.com website	54 respondents	Satisfaction	Overall Rank	
10d. Overall satisfaction		3.86	21	
<hr/>				
DMWW Parks	392 respondents	Satisfaction	Overall Rank	
11g. Overall satisfaction		4.00	15	
<hr/>				
DMWW	507 respondents	Satisfaction	Overall Rank	
12d. Overall satisfaction		4.39	1	

SCALE: 5=Very Satisfied, 1=Very dissatisfied

Problems incidence in the Customer Service Call Center has remained at a similar level to 2003. Problems incidence has increased for in-home customer service (page 2 of 2.) However, the reader is cautioned that in-home customer service is a small sample of only 37 customers.

Table 6 - Problems Per 100 (PP100) Page 1 of 2

DMWW: 2006 Voice of Customer Survey

Q7c. In the last 12 months, have you contacted our Customer Service Call Center?

	2006		2003	
	Count	%	Count	%
Yes	147	29.0%	185	25.2%
No	360	71.0%	548	74.8%
Total	507	100.0%	733	100.0%

Q7f. Did we answer your question or resolve the problem to your satisfaction?

	2006		2003	
	Count	%	Count	%
Yes	129	87.8%	163	88.1%
No	18	12.2%	22	11.9%
Total	147	100.0%	185	100.0%

Problems per 100	2006	Problems per 100	2003
Total Problems	18	Total Problems	22
Total Respondents	147	Total Respondents	185
Problems per 100	12.2	Problems per 100	11.9

Table 6 - Problems Per 100 (PP100) Page 2 of 2
DMWW: 2006 Voice of Customer Survey

Q8b. In the last 12 months, have you required in-home customer service at your property or residence?

	2006		2003	
	Count	%	Count	%
Yes	37	7.3%	43	5.9%
No	470	92.7%	690	94.1%
Total	507	100.0%	733	100.0%

Q8f. Did we take care of the service issue to your satisfaction?

	2006		2003	
	Count	%	Count	%
Yes	32	86.5%	35	81.4%
No	5	13.5%	8	18.6%
Total	37	100.0%	43	100.0%

Problems per 100	2006	Problems per 100	2003
Total Problems	5	Total Problems	8
Total Respondents	37	Total Respondents	43
Problems per 100	13.5	Problems per 100	18.6

Parks continue to be the most frequent thing that comes to mind when customers think of DMWW. These classifications of open-end comments do not always contain the same categories from survey to survey.

Table 7a Brand Associations
DMWW: 2006 Voice of Customer Survey

Q12a. What (other than "Water") comes to mind when you think of DMWW?

Top Responses	2006	2003
Parks (wildlife, flowers, landscape, bike trails, arboretum)	124	147
City services/rates	56	58
Flood of 1993	30	45
Safety/quality of water	13	35
Flowering trees/crabapple trees		28
Good company/service	8	27
Another bill		21
Recreation/events		16
Christmas lights		9
L.D. McMullen/Good Management	11	8
Fishing		8

Parks are the things most liked about DMWW. Good service/company has a sharp drop in responses. This appears to be due to a year-to-year classification difference in handling this open-end question, since DMWW scores high on satisfaction overall and in comparison with others.

**Table 7b Favorable and Unfavorable Brand Attributes
DMWW: 2006 Voice of Customer Survey**

Q12b. What, if anything, do you like about DMWW?

Top Responses	2006	2003
Good service/company	28	127
Parks (pretty, clean, safe)	41	59
Safe/reliable water	31	49
Water - good taste/quality	33 *	48
Billing		12

Q12c. What, if anything, do you dislike about DMWW?

Top Responses	2006	2003
Billing (extra charges: sewage, bill too high)	25 *	57

* 2006 category combines 2 items in 1

DMWW 2006 VOICE OF CUSTOMER SURVEY

APPENDIX

TABLE 8: RESPONSE TABULATIONS

Table 8 - Response Tabulations
 DMWW: 2006 Voice of Customer Survey

Q1a. Importance of water quality to you:

	Count	Percent
5 = very important	325	64.1%
4	38	7.5%
3	2	0.4%
2	0	0.0%
1 = very unimportant	10	2.0%
NA	132	26.0%
Total	507	100.0%

Mean 4.78

Q1b. How satisfied are you with your tap water as to the following characteristics?

	1b1. Water Taste		1b2. Water Smell		1b3. Water Hardness		1b4. Water Safety		1b5. Water Quality	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very satisfied	175	34.5%	188	37.1%	128	25.2%	201	39.6%	165	32.5%
4	159	31.4%	171	33.7%	146	28.8%	170	33.5%	203	40.0%
3	94	18.5%	81	16.0%	123	24.3%	67	13.2%	84	16.6%
2	39	7.7%	25	4.9%	55	10.8%	14	2.8%	25	4.9%
1 = very dissatisfied	20	3.9%	11	2.2%	15	3.0%	9	1.8%	5	1.0%
NA	20	3.9%	31	6.1%	40	7.9%	46	9.1%	25	4.9%
Total	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%

Mean 3.88 4.05 3.68 4.17 4.03

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q2a. Check all of the following statements that apply to your household:

	Count	% of Total
Q2a1. Tap water is used for cooking	486	95.9%
Q2a2. Tap water is used for drinking	443	87.4%
Q2a3. A water treatment device is used on tap water before drinking:	143	28.2%
Q2a1-1. water filter pitcher	56	11.0%
Q2a1-2. installed water filtration system	58	11.4%
Q2a1-3. other	33	6.5%
Q2a3. Bottled water is used for drinking (gal bottles)	61	12.0%
Q2a4. Bottled water is used for drinking (potable bottles)	176	34.7%
Q2a5. A water softener is used	34	6.7%

Q2b. If you filter tap water or drink bottled water, why?

	Count	Percent
2b1. Taste, smell, color of tap water	150	38.2%
2b2. Local water safety concerns	70	17.8%
2b3. Media coverage about water quality issues outside of Des Moines	27	6.9%
2b4. Recommendation of health care provider	14	3.6%
2b5. Other	132	33.6%
Total	393	100.0%

Q2c. If you purchase bottled water, approximately how much to you spend per week?

	Count	Percent
Less than \$5.00	232	76.8%
\$5.00 - \$9.99	51	16.9%
\$10.00 - \$19.99	13	4.3%
\$20.00 or more	6	2.0%
Total	302	100.0%

Q2a1. Which water treatment device(s) are used on tap water before drinking:

	Count	Percent
2a1a. Water filter pitcher	56	38.1%
2a1b. Installed water filtration system	58	39.5%
2a1c. Other	33	22.4%
Total	147	100.0%

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q3. Water Quality and Safety Information Sources

	<i>Television</i>		<i>Radio</i>		<i>Newspaper</i>		<i>Magazines</i>		<i>Government</i>	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very reliable	53	10.5%	36	7.1%	47	9.3%	15	3.0%	48	9.5%
4	130	25.6%	102	20.1%	120	23.7%	66	13.0%	110	21.7%
3	149	29.4%	138	27.2%	133	26.2%	111	21.9%	101	19.9%
2	36	7.1%	33	6.5%	33	6.5%	36	7.1%	36	7.1%
1 = very unreliable	16	3.2%	14	2.8%	23	4.5%	24	4.7%	18	3.6%
NA	123	24.3%	184	36.3%	151	29.8%	255	50.3%	194	38.3%
Total	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%
Mean	3.44		3.35		3.38		3.05		3.43	

	<i>Doctor or other health professional</i>		<i>Environment/private interest groups</i>		<i>Marketers of home water treatment devices</i>		<i>Des Moines Water Works</i>		<i>Internet</i>		<i>Other</i>	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very reliable	86	17.0%	44	8.7%	14	2.8%	245	48.3%	8	1.6%	4	0.8%
4	122	24.1%	79	15.6%	26	5.1%	150	29.6%	29	5.7%	5	1.0%
3	66	13.0%	102	20.1%	71	14.0%	71	14.0%	58	11.4%	7	1.4%
2	16	3.2%	34	6.7%	78	15.4%	9	1.8%	34	6.7%	1	0.2%
1 = very unreliable	4	0.8%	34	6.7%	83	16.4%	4	0.8%	42	8.3%	3	0.6%
NA	213	42.0%	214	42.2%	235	46.4%	28	5.5%	336	66.3%	487	96.1%
Total	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%
Mean	3.92		3.22		2.30		4.30		2.57		3.30	

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q4a. Importance of DMWW Billing Statement to you:

	Count	Percent
5 = very important	253	49.9%
4	116	22.9%
3	69	13.6%
2	11	2.2%
1 = very unimportant	7	1.4%
NA	51	10.1%
Total	507	100.0%

Mean 4.31

Q4b-c. How satisfied are you with the following characteristics of your monthly statement?

	4b. Clarity		4c. Amount of information	
	Count	Percent	Count	Percent
5 = very satisfied	254	50.1%	229	45.2%
4	170	33.5%	178	35.1%
3	64	12.6%	62	12.2%
2	8	1.6%	8	1.6%
1 = very dissatisfied	3	0.6%	2	0.4%
NA	8	1.6%	28	5.5%
Total	507	100.0%	507	100.0%

Mean 4.33

4.30

Q4d. Compared to other monthly billing statements you receive (electric, gas, cable, phone, etc.), how do you rate your DMWW statement?

	Count	Percent
5 = much better	147	29.0%
4	201	39.6%
3	139	27.4%
2	5	1.0%
1 = much worse	3	0.6%
NA	12	2.4%
Total	507	100.0%

Mean 3.98

Q4e. How interested would you be in receiving your DMWW billing statement via e-mail?

	Count	Percent
5 = very interested	27	5.3%
4	26	5.1%
3	41	8.1%
2	29	5.7%
1 = not interested at all	284	56.0%
NA	100	19.7%
Total	507	100.0%

Mean 1.73

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q4f. DMWW also bills you for other City of Des Moines services. Excluding these, estimate about how much of the charges on your monthly DMWW statement are for water.

	Count	Percent
1/4	214	42.2%
1/2	124	24.5%
3/4	67	13.2%
Nearly all	15	3.0%
NA or do not know	87	17.2%
Total	507	100.0%

Q5a. Importance of uninterrupted water service to you: characteristics of your monthly statement?

	Count	Percent
5 = very satisfied	432	85.2%
4	50	9.9%
3	8	1.6%
2	1	0.2%
1 = very dissatisfied	5	1.0%
NA	11	2.2%
Total	507	100.0%

Mean 4.82

Q4g. Overall, how satisfied are you with the clarity of DMWW billing statement?

	Count	Percent
5 = much better	183	36.1%
4	201	39.6%
3	95	18.7%
2	7	1.4%
1 = much worse	3	0.6%
NA	18	3.6%
Total	507	100.0%

Mean 4.13

Q5b. In the last 12 months, have you experienced a water outage due to a water main break or DMWW maintenance being done in your area?

	Count	Percent
Yes	47	9.3%
No	460	90.7%
Total	507	100.0%

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q5c. How many outages did you experience?

	Count	Percent	Count with opinion	Percent with opinion
1	39	83.0%	39	83.0%
2	7	14.9%	7	14.9%
3	1	2.1%	1	2.1%
4 or more	0	0.0%	0	0.0%
Total	47	100.0%	47	100.0%

Q5d. How many do you consider excessive in a 12 month period?

	Count	Percent	Count with opinion	Percent with opinion
1	13	27.7%	13	27.7%
2	13	27.7%	13	27.7%
3	15	31.9%	15	31.9%
4 or more	6	12.8%	6	12.8%
Total	47	100.0%	47	100.0%

Q5e. On average, how long was the water off?

	Count	Percent	Count with opinion	Percent with opinion
1-3 hours	23	48.9%	23	48.9%
4-6 hours	16	34.0%	16	34.0%
7+ hours	3	6.4%	3	6.4%
Uncertain	5	10.6%	5	10.6%
Total	47	100.0%	47	100.0%

Q5f. Overall, how satisfied are you with DMWW's handling of the water outage(s) in terms of the following:

<i>Communication and/or Notification</i>				
	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	14	29.8%	14	31.8%
4	8	17.0%	8	18.2%
3	11	23.4%	11	25.0%
2	6	12.8%	6	13.6%
1 = very dissatisfied	5	10.6%	5	11.4%
NA	3	6.4%		
Total	47	100.0%	44	100.0%
Mean	3.45			

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q5g. Overall, how satisfied are you with DMWW's handling of the water outage(s) in terms of the following:

	<i>Water quality when service was restored</i>			
	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	14	116.7%	14	116.7%
4	16	133.3%	16	133.3%
3	12	100.0%	12	100.0%
2	4	33.3%	4	33.3%
1 = very dissatisfied	0	0.0%	0	0.0%
NA	1	8.3%		
Total	47	100.0%	46	100.0%
Mean	3.87			

Q5h. Overall, how satisfied are you with DMWW's handling of the water outage(s) in terms of the following:

	<i>Length of time to restore water service</i>			
	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	12	25.5%	12	27.3%
4	17	36.2%	17	38.6%
3	12	25.5%	12	27.3%
2	1	2.1%	1	2.3%
1 = very dissatisfied	2	4.3%	2	4.5%
NA	3	6.4%		
Total	47	100.0%	44	100.0%
Mean	3.82			

Q5i. Overall, how satisfied are you with DMWW's handling of the water outage(s) in terms of the following:

	<i>Overall satisfaction with water availability/uninterrupted service</i>			
	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	22	46.8%	22	46.8%
4	16	34.0%	16	34.0%
3	9	19.1%	9	19.1%
2	0	0.0%	0	0.0%
1 = very dissatisfied	0	0.0%	0	0.0%
NA	0	0.0%		
Total	47	100.0%	47	100.0%
Mean	4.28			

Table 8 - Response Tabulations
 DMWW: 2006 Voice of Customer Survey

Q6a. Importance of payment options for your DMWW bill:

	Count	Percent
5 = very important	200	39.4%
4	98	19.3%
3	84	16.6%
2	25	4.9%
1 = very unimportant	30	5.9%
NA	70	13.8%
Total	507	100.0%
Mean	3.95	

Q6c. Of the options above, which is your most preferred method of payment?

	Count	Percent
6b1. Pay by credit card via Internet	26	5.1%
6b2. Pay by credit card via automated phone system	7	1.4%
6b3. Make payments via Internet	8	1.6%
6b4. Use Direct Pay (Automated Clearing House)	99	19.5%
6b5. Mail payments to DMWW	277	54.6%
6b6. Make payments at DMWW office	12	2.4%
6b7. Make payments at pay station at area grocery strs	78	15.4%
Total	507	100.0%

Q6b. Which of the following payment options would you use regularly if available?

	Count	Percent
6b1. Pay by credit card via Internet	35	5.5%
6b2. Pay by credit card via automated phone system	17	2.7%
6b3. Make payments via Internet	7	1.1%
6b4. Use Direct Pay (Automated Clearing House)	101	15.9%
6b5. Mail payments to DMWW	329	51.8%
6b6. Make payments at DMWW office	36	5.7%
6b7. Make payments at pay station at area grocery stores	110	17.3%
Total	635	100.0%

Q6d. How interested would you be in the following options, if available?

	<i>Pay by check via Internet</i>		<i>Pay by check via phone</i>	
	Count	Percent	Count	Percent
5 = very interested	42	8.3%	38	7.5%
4	26	5.1%	22	4.3%
3	21	4.1%	25	4.9%
2	14	2.8%	17	3.4%
1 = Not interested at all	268	52.9%	274	54.0%
NA	136	26.8%	131	25.8%
Total	507	100.0%	507	100.0%
Mean	1.81		1.76	

Q6f. How interested would you be in Budget Billing?

	Count	Percent
5 = very interested	69	13.6%
4	33	6.5%
3	47	9.3%
2	41	8.1%
1 = Not interested at all	257	50.7%
NA	60	11.8%
Total	507	100.0%
Mean	2.14	

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q7a. Importance of DMWW customer service to you:

	Count	Percent
5 = very important	200	39.4%
4	116	22.9%
3	109	21.5%
2	22	4.3%
1 = very unimportant	20	3.9%
NA	40	7.9%
Total	507	100.0%

Mean 3.97

Q7c. In the past 12 months, have you contacted our Customer Service Call Center?

	Count	Percent
Yes	147	29.0%
No	360	71.0%
Total	507	100.0%

Q7b. What is your most preferred method of contacting us when you have a question or concern?

	Count	Percent
Mail	8	1.6%
Phone	477	94.1%
Internet	11	2.2%
Face-to-face visit to our office	7	1.4%
Other	4	0.8%
Total	507	100.0%

Q7d. How satisfied are you with our Call Center's communications (professionalism, clarity of information provided, helpfulness, etc.)?

	Count	Percent	Count with opinion	Percent with opinion
5 = very interested	70	47.6%	70	50.0%
4	37	25.2%	37	26.4%
3	20	13.6%	20	14.3%
2	5	3.4%	5	3.6%
1 = Not interested at all	8	5.4%	8	5.7%
NA	7	4.8%		
Total	147	100.0%	140	100.0%

Mean 4.11

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q7e. How satisfied are you with our Call Center's methods and business practices (response time, number of steps, easy to understand, time spent overall, convenience of office hours, etc.)?

	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	59	40.1%	59	42.1%
4	42	28.6%	42	30.0%
3	24	16.3%	24	17.1%
2	9	6.1%	9	6.4%
1 = very dissatisfied	6	4.1%	6	4.3%
NA	7	4.8%		
Total	147	100.0%	140	100.0%

Mean 3.99

Q7g. Did we answer your question or resolve the problem on your first call?

	Count	Percent	Count with opinion	Percent with opinion
Yes	122	83.0%	122	83.0%
No	25	17.0%	25	17.0%
Total	147	100.0%	147	100.0%

Q7f. Did we answer your question or resolve the problem to your satisfaction?

	Count	Percent	Count with opinion	Percent with opinion
Yes	129	87.8%	129	87.8%
No	18	12.2%	18	12.2%
Total	147	100.0%	147	100.0%

Q7h. Overall how satisfied are you with DMWW's Customer Service Call Center?

	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	72	49.0%	72	50.3%
4	44	29.9%	44	30.8%
3	14	9.5%	14	9.8%
2	5	3.4%	5	3.5%
1 = very dissatisfied	8	5.4%	8	5.6%
NA	4	2.7%		
Total	147	100.0%	143	100.0%

Mean 4.17

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q8a. Importance of DMWW in-home customer service to you:

	Count	Percent
5 = very important	197	38.9%
4	105	20.7%
3	76	15.0%
2	18	3.6%
1 = very unimportant	18	3.6%
NA	93	18.3%
Total	507	100.0%

Mean 4.07

Q8c. What was the primary reason for the service call?
to your satisfaction?

	Count	Percent	Count with opinion	Percent with opinion
Work on water meter (inside home)	15	40.5%	15	40.5%
Work on water meter reading system (outside)	6	16.2%	6	16.2%
Leak or service line location (Iowa One Call)	2	5.4%	2	5.4%
Check plumbing for leaks	2	5.4%	2	5.4%
Turn on/off for repairs	2	5.4%	2	5.4%
Turn on/off for change of service	1	2.7%	1	2.7%
Other	9	24.3%	9	24.3%
Total	37	100.0%	37	100.0%

Q8b. In the last 12 months, have you required in-home customer service at your property or residence?

	Count	Percent
Yes	37	7.3%
No	470	92.7%
Total	507	100.0%

Q8d. How satisfied are you with our in-home customer service communications (professionalism, clarity of information provided, helpfulness, etc.)?

	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	17	45.9%	17	45.9%
4	11	29.7%	11	29.7%
3	5	13.5%	5	13.5%
2	1	2.7%	1	2.7%
1 = very dissatisfied	3	8.1%	3	8.1%
NA	0	0.0%	0	
Total	37	100.0%	37	100.0%

Mean 4.03

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q8e. How satisfied are you with our in-home customer service methods and business practices (response time, number of steps, easy to understand time spent overall, convenience of hours, etc.)?

	Count	Percent
5 = very satisfied	21	56.8%
4	7	18.9%
3	5	13.5%
2	2	5.4%
1 = very dissatisfied	2	5.4%
NA	0	0.0%
Total	37	100.0%

Mean 4.16

Q8g. Did we take care of the service issue to your satisfaction on our first visit?

	Count	Percent	Count with opinion	Percent with opinion
Yes	31	83.8%	31	83.8%
No	6	16.2%	6	16.2%
Total	37	100.0%	37	100.0%

Q8f. Did we take care of the service issue to your satisfaction?

	Count	Percent
Yes	32	86.5%
No	5	13.5%
Total	37	100.0%

Q8h. Overall, how satisfied are you with DMWW's in-home customer service?

	Count	Percent	Count with opinion	Percent with opinion
5 = very satisfied	16	43.2%	16	43.2%
4	13	35.1%	13	35.1%
3	2	5.4%	2	5.4%
2	3	8.1%	3	8.1%
1 = very dissatisfied	3	8.1%	3	8.1%
NA	0	0.0%		
Total	37	100.0%	37	100.0%

Mean 3.97

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q9a. Importance of H2O Line Newsletter to you:

	Count	Percent
5 = very satisfied	71	14.0%
4	111	21.9%
3	158	31.2%
2	65	12.8%
1 = very dissatisfied	64	12.6%
NA	38	7.5%
Total	507	100.0%

Mean 3.13

Q9b. How often do you read H2O Line Newsletter?

	Count	Percent
Never	93	18.3%
Once or twice a year	101	19.9%
Most of the time	206	40.6%
Every month	107	21.1%
Total	507	100.0%

Q9c-d. How satisfied are you with H2O Line Newsletter on the following?

	<i>Q9c. Content</i>		<i>Q9d. Easy to understand</i>	
	Count	Percent	Count	Percent
5 = very satisfied	111	26.8%	151	36.5%
4	174	42.0%	169	40.8%
3	95	22.9%	68	16.4%
2	8	1.9%	4	1.0%
1 = very dissatisfied	2	0.5%	3	0.7%
NA	24	5.8%	19	4.6%
Total	414	100.0%	414	100.0%

Mean 3.98

4.17

Q9e. Which articles do you like most?

	Count	Percent
9e1. Water quality	309	26.9%
9e2. Wise water use	235	20.5%
9e3. DMWW parks and events	211	18.4%
9e4. Watershed information	116	10.1%
9e5. Water and health	278	24.2%
Total	1149	100.0%

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q9f. How often do you read the inserts from other organizations that are provided with your billing statement?

	Count	Percent
Never	177	34.9%
Once or twice a year	136	26.8%
Most of the time	170	33.5%
Every month	24	4.7%
Total	507	100.0%

Q10a. Importance of dmww.com website to you:

	Count	Percent
5 = very satisfied	31	6.1%
4	40	7.9%
3	88	17.4%
2	53	10.5%
1 = very dissatisfied	130	25.6%
NA	165	32.5%
Total	507	100.0%

Mean 2.38

Q9g. Overall, how satisfied are you with the clarity of H2O Line Newsletter?

	Count	Percent
5 = very satisfied	136	32.9%
4	161	38.9%
3	89	21.5%
2	8	1.9%
1 = very dissatisfied	2	0.5%
NA	18	4.3%
Total	414	100.0%

Mean 4.06

Q10b. Have you visited dmww.com in the past six months?

	Count	Percent
Yes	54	10.7%
No	453	89.3%
Total	507	100.0%

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q10c. Why did you visit dmww.com?

	Count	Percent
10c1. Make payment on account	29	33.7%
10c2. Review prior statements	11	12.8%
10c3. Read DMWW current news (Home Page)	5	5.8%
10c4. Locate information on water education	1	1.2%
10c5. Find DMWW contact information	9	10.5%
10c6. Find information on Water Works parks	8	9.3%
10c7. Locate customer service information	8	9.3%
10c8. Review employment information	5	5.8%
10c9. Find information on water quality	4	4.7%
10c10. Other (describe)	6	7.0%
Total	86	100.0%

Q11a. Importance of DMWW Parks to you:

	Count	Percent
5 = very important	177	34.9%
4	112	22.1%
3	115	22.7%
2	23	4.5%
1 = very unimportant	17	3.4%
NA	63	12.4%
Total	507	100.0%

Mean 3.92

Q10d. Overall, how satisfied are you with dmww.com?

	Count	Percent
5 = very satisfied	14	25.9%
4	19	35.2%
3	14	25.9%
2	2	3.7%
1 = very dissatisfied	1	1.9%
NA	4	7.4%
Total	54	100.0%

Mean 3.86

Q11b. Have you ever used DMWW parks?

	<i>Fleur Drive</i>		<i>Maffitt Reservoir</i>	
	Count	Percent	Count	Percent
Yes	386	76.1%	120	23.7%
No	121	23.9%	387	76.3%
Total	507	100.0%	507	100.0%

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q11c. How did you use the parks?

	Count	Percent
11c1. Exercise/fitness activities	181	22.0%
11c2. Fishing	87	10.6%
11c3. Enjoying nature/wildlife	244	29.6%
11c4. Horse trails	2	0.2%
11c5. Picnics	106	12.9%
11c6. Attended an event	160	19.4%
11c7. Other	44	5.3%
Total	824	100.0%

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q11d. How many visits did you make to the park(s) in the last 12 months?

	Count	Percent
102	173	44.1%
3-4	92	23.5%
5-6	55	14.0%
7 or more	72	18.4%
Total	392	100.0%

Q11e. How would you rate maintenance of DMWW Parks compared to other parks in Des Moines?

	Count	Percent
5 = much better	117	29.8%
4	183	46.7%
3	66	16.8%
2	1	0.3%
1 = much worse	1	0.3%
NA	24	6.1%
Total	392	100.0%

Mean 4.13

Q11f. What facilities would you like added to DMWW Parks?

	Count	Percent
11f1. Swing sets and children's play sets	74	7.7%
11f1. More benches	141	14.7%
11f1. More walking/jogging paths	105	11.0%
11f1. More bicycle paths	67	7.0%
11f1. More picnic shelters or pavilions	126	13.2%
11f1. Drinking fountains	151	15.8%
11f1. More Restrooms	188	19.6%
11f1. Other (describe)	106	11.1%
Total	958	100.0%

Q11g. Overall, how would you rate DMWW Parks compared to other parks in Des Moines?

	Count	Percent
5 = much better	84	21.4%
4	197	50.3%
3	82	20.9%
2	1	0.3%
1 = much worse	0	0.0%
NA	28	7.1%
Total	392	100.0%

Mean 4.00

Table 8 – Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q12a. What (other than "Water") comes to mind when you think of DMWW?

Categorization of first answer:

	Count	Percent
Flood of 1993	30	11.3%
City services/rates	56	21.1%
Botanical Center	12	4.5%
Customer Service (good)	8	3.0%
Customer Service (bad)	2	0.8%
Parks	120	45.1%
Good management	11	4.1%
Water quality	13	4.9%
Other	14	5.3%
Total	266	100.0%

Q12a9. Other

Other Comments

- Yards
- Wages
- Too many people on the taxpayers payroll
- Survey
- safety
- reliable
- Pools
- None
- Misc.
- Management
- Landlord relations
- Gray's Lake
- concerts
- Arbore Team

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q12b. What, if anything, do you like about DMWW?

Categorization of first answer:

	Count	Percent
Parks	41	23.6%
Reliability	31	17.8%
Botanical Center (good)	0	0.0%
Beautiful facility	6	3.4%
Water quality (good)	30	17.2%
Water taste (good)	3	1.7%
Management (good)	22	12.6%
Customer service (good)	28	16.1%
Other	13	7.5%
Total	174	100.0%

Q12b9. Other

Other Comments

size
 recycling program
 OK
 Honesty with community
 garbage pickup
 Flood of 1993
 everything
 clean, friendly
 City fees
 Billing
 Availability
 all things
 1 bill for many services

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q12c. What, if anything, do you dislike about DMWW?

Categorization of first answer:

	Count	Percent
City services/rates too high	25	41.0%
Water rates too high	7	11.5%
Botanical Center (bad)	1	1.6%
Water quality (bad)	0	0.0%
Water taste (bad)	0	0.0%
Management (bad)	0	0.0%
Customer service (bad)	0	0.0%
Other	28	45.9%
Total	61	100.0%

Q12c8. Other

Other Comments

Water outage
 Want more for kids to do
 Wages
 Understanding the meter readings on bill.
 Reliability
 Payment options
 Parks
 Parks
 Park
 Park
 Park
 Park
 Park
 Park

Q12c8. Other

Other Comments continued

notices of repairs not good enough
 Nothing
 not enough restrooms & garbage bins
 Misc.
 Misc.
 Landlord relations
 Landlord property liens caused by poor tenants
 Lack of planning for park
 Flooding
 Employee
 Deer
 Communication material
 busy customer service phones
 Bridge over river not fixed.

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q12d. Overall how satisfied are you with the following government and business entities?

	<i>DMWW</i>		<i>DM Fire Service</i>		<i>DM Trash Service</i>		<i>DM Police Service</i>		<i>Electricity Provider</i>		<i>Primary Telephone Company</i>	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = very satisfied	253	49.9%	249	49.1%	189	37.3%	205	40.4%	190	37.5%	147	29.0%
4	182	35.9%	164	32.3%	173	34.1%	171	33.7%	174	34.3%	155	30.6%
3	52	10.3%	35	6.9%	106	20.9%	86	17.0%	98	19.3%	122	24.1%
2	4	0.8%	1	0.2%	15	3.0%	12	2.4%	22	4.3%	29	5.7%
1 = very dissatisfied	1	0.2%	0	0.0%	10	2.0%	4	0.8%	6	1.2%	22	4.3%
NA	15	3.0%	58	11.4%	14	2.8%	29	5.7%	17	3.4%	32	6.3%
Total	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%
Mean	4.39		4.47		4.05		4.17		4.06		3.79	

Q12e. Are the following services worth what you pay for them?

	<i>DM Water Service</i>		<i>Electricity Service</i>		<i>Primary Telephone Service</i>	
	Count	Percent	Count	Percent	Count	Percent
5 = well worth it	208	41.0%	130	25.6%	90	17.8%
4	178	35.1%	170	33.5%	139	27.4%
3	93	18.3%	142	28.0%	154	30.4%
2	11	2.2%	41	8.1%	68	13.4%
1 = not worth it	4	0.8%	10	2.0%	31	6.1%
NA	13	2.6%	14	2.8%	25	4.9%
Total	507	100.0%	507	100.0%	507	100.0%
Mean	4.16		3.75		3.39	

Table 8 - Response Tabulations
 DMWW: 2006 Voice of Customer Survey

Q12f. How much do you agree or disagree with the following statements?

	<i>DMWW is a respected, well-run water utility</i>		<i>DMWW is a financially responsible business entity</i>		<i>DMWW has a positive influence on environmental issues</i>		<i>DMWW has an overall positive presence in the community</i>		<i>DMWW is deserving of my loyalty as a customer</i>	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5 = strongly agree	254	50.1%	205	40.4%	199	39.3%	227	44.8%	242	47.7%
4	171	33.7%	168	33.1%	179	35.3%	172	33.9%	150	29.6%
3	55	10.8%	69	13.6%	73	14.4%	62	12.2%	73	14.4%
2	5	1.0%	10	2.0%	11	2.2%	11	2.2%	10	2.0%
1 = very disagree	1	0.2%	4	0.8%	3	0.6%	2	0.4%	2	0.4%
NA	21	4.1%	51	10.1%	42	8.3%	33	6.5%	30	5.9%
Total	507	100.0%	507	100.0%	507	100.0%	507	100.0%	507	100.0%
Mean	4.38		4.23		4.20		4.29		4.30	

Table 8 - Response Tabulations
DMWW: 2006 Voice of Customer Survey

Q13a. Specific comments for DMWW on any topic:

All Comments, verbatim and alphabetized
About a year ago DMWW scred up BIG. They were going to shut us off because of a clerical error-someone who had requested service shut off either gave our # or the clerk entered info wrong-it took 4 calls to correct this error.
Actually my only complaint at all is the bitter, medicine-like taste of water sometimes.
Barrels for trash! I pickup a large garbage bag full each time I walk around the fishing lake. There is no place for people too lazy t take their trash home to file it. They simply abandon it YUCK!
Bring back yearly yard waste stickers for multiple large trash barrels!!! current option _____ !
Changes for trash, garbage pickup when not used
Customer service need to be open later than 5:30PM
Customer Service should be an option, because you don't use it every month & should not have to pay for it
DMWW could control with business for recycled materials by collecting sorted materials for sale on weekends to generate extra income. Companies throw away unbelievably huge amounts of costly materials
DMWW needs to improve relations with landlords. I own rental property. You are difficult to work with on RENTALS.
Do not get into non-water issues like Botanical Center. Do not waste money on return envelopes with statements for people with auto pay
Don't know much about this (12f environmental issues and presence in community - you need to do more PR on how you do this
Don't like paying for the water run off from our property
Don't really care a lot, because nothing changes anyway
Enjoy always having good water
Fluoride will have harmful effect on the human body
Garbage is expensive
Good Service
Have little contact with DMWW
I am satisfied with DMWW
I am satisfied with service or I would quit using & change companies
I am very happy with my water
I appreciate how they worked with us on our billing
I hop the Botanical Center can be saved
I like to come pay my bills. Drive see all flowers & I love to chat with your girls. Miss the lady who moved to Florida.
I lived in southern California 7 years before moving back to Iowa-water quality here is so much better
I love the way you work with those that have financial problems
I pay using my bank's internet bill payer service
I really don't care as long as rates don't increase!!!
I resent paying as a single person as much as an entire family
I think storm sewer charges are excessive. I think sewer rate/consumption charge is excessive. I believe billing landlords or future home buyers for tenant or previous owner's responsibilities is completely wrong and should be discontinued. Unless the landlord or future buyer co-signs, they are not responsible.
I'd like easy, cheap split of water charged for irrigation.

If the rest of the City would follow by example, our City would run more efficiently
If they drop garbage during pickup can't the retrieve it?
I'm a retiree of DMWW-I adore the place
I'm very disappointed that you are the only utility that puts liens on home without dialog
improve water taste, sign to encourage dog walkers to dispose of dog waste-only 1/2 mile is currently in use at start plus a start here sign
It's a monopoly
Just don't care for all the extra's added on to our water
Large press difference from 5-6AM to 1-12Noon.
LD McMullen is overpaid
Love the park on Fleur
More funding for the Botanical center
More public access to water treatment area in the form of tours
Mr. McMullen is paid too much for size of this city
N/A
Native planting to control runoff needs more emphasis
Need an area to run remote control boats
Need more & longer office hours
Not always happy with the trash service. Sometimes don't take things that I think should've have been taken.
On automatic payments you should not include a return envelope could save you alot of \$
Overall good service, extra inserts unnecessary - reduce rates
Pay too much for garbage & sewer way too much for what you get
Phone in questions get a lot of run around and then no answer-No direction for help-just a NO!
Please do not let DMWW to become a private entity
Please more in-depth knowledge in the H2O newsletter
Please turn over the management of the Botanical Center to another entity so water customers don't have to cover the deficits
Put a meter outside
Receiving another bill before the last one was due
Remove the fluoride and chlorine-use ozone instead
Ridiculous cost of irrigation meter & high cost of sewer
Sanitary charges, solid waste charges, & Storm water charges are way too high
should be maintained as a public utility accessible meter, unlike the electric company
should have home water tests
storm sewers at 20th & Des Moines St (railroad tracks) are often blocked after a heavy rain
Sure would be nice to set up auto billing through Bank of America-like MidAmerican does
Thank you
Thankful for the water
Thanks for having the facility & grounds open to the public
thanks for the great service
The meter on my house needs service
The rest of the Industrial world has removed fluoride from their drinking water because it is a poison & does not prevent teeth cavities.
The taste needs to get better and I don't think its fair to pay for storm water
There is always room for improvement at everything

There should be more customer service people to handle phone calls
They work with me on social security
Think portion of water used in summer for lawns/auto washing not have sewer charge.
Trash & Sewer maintenance should be paid out of my regular taxes-and not an added charge on my water bill
Trash(Bottles-Cans-Fishing Line) very cluttered
was disappointed DMWW considered dropping recycle- that is a step backward
Wasting money sending return envelopes with Direct Pay
Water and allied services seem high
Water tasted weird like spring back in June? We switched to bottle till it got better
Water that stands in a glass or bowl for more than an hour has a foul odor and bad taste. Even our dog refused to drink it if not fresh from tap.
Watering lawn-I wish their were a way for you to know so we're not charged so much
We are only around Des Moines 6 months of year
We like Randy Beavers!
We need to recycle weekly
website should offer automatic pay
What's the pink residue on shower curtain, dish cloths, etc.
Why charges for storm/sewer are high even in dry weather.
Why do we pay so much for water
Why do you feel everybody can afford or has the knowledge for internet
Will look into paying by credit card via automated phone system if there is not a charge.
Wish you did more work with gardens in parks
would like an indication from you on whether a spike in usage occurs which may indicate a problem
would like to pay bill by check online
Would really like to see DMWW have online payment options from checking accounts. All other utility and merchants have this capability. Would be much easier for DMWW and it's customers.

Table 8 - Response Tabulations
 DMWW: 2006 Voice of Customer Survey

Q13a. Specific comments for DMWW on any topic:

Categorization of first answer:

	Count	Percent
Parks	6	6.4%
Reliability (good)	2	2.1%
Reliability (bad)	0	0.0%
Botanical Center (good)	2	2.1%
Botanical Center (bad)	2	2.1%
Beautiful facility	1	1.1%
Water quality (good)	2	2.1%
Water quality (bad)	1	1.1%
Water taste (good)	2	2.1%
Water taste (bad)	4	4.3%
Management (good)	4	4.3%
Management (overpaid)	2	2.1%
Customer service (good)	9	9.6%
Customer service (bad)	3	3.2%
Concern about safety or chemicals used in water treatment	3	3.2%
More benches	0	0.0%
Longer office hours (after 5:30)	2	2.1%
Understaffed	1	1.1%
Overstaffed	0	0.0%
Need for more in-depth information	2	2.1%
Fewer inserts in statements	1	1.1%
DMWW privatization (good)	0	0.0%
DMWW privatization (bad)	2	2.1%
Landlord relations (bad)	0	0.0%
Would like return envelopes with direct pay statements	0	0.0%
Other	40	45.7%
Total	91	100.0%

