



SAN JOSÉ MUNICIPAL WATER SYSTEM CUSTOMER SURVEY REPORT 2010



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Purpose

The San José Municipal Water System (Muni Water), a division of the City of San José's Environmental Services Department asked the Survey and Policy Research Institute (SPRI) at San José State University to conduct this direct mail survey of Muni Water customers. The purpose of this survey is to collect data in order to understand customer beliefs and attitudes about Muni Water product and services, to facilitate the continuous improvement of these, and to gather data for the City of San José's Investing in Results performance measurement system.

The San José Municipal Water System is a City of San José owned, operated, and maintained drinking water utility retailer. Muni Water delivers nearly 18 million gallons of drinking water a day to approximately 26,500 residential and commercial customers in a 33.3 square mile service area, and is committed to delivering a reliable water supply that meets or exceeds all drinking water health standards.

The Investing in Results program is a performance measurement system that sets performance objectives, and then evaluates progress toward those objectives through periodic evaluation.

Methodology

The survey was directly mailed to a total of 24,582 San José Municipal Water System Customers.

Surveys were collected from December 31, 2010 to January 28, 2011, receiving a response rate of 11.3% (2807 respondents). Similar surveys were conducted in 2008, 2006, 2004, and 2002. It should be noted that the data collection period for the 2010 survey was shorter than in previous years, but still achieved an acceptable response rate.

The distribution of returns is similar to the distribution of residential and industrial customers in the overall service area, and the geographic location of customers. The majority of survey respondents are residential customers (78%), while 1% are industrial or commercial customers. The remaining 21% of survey respondents did not answer this question. These demographics are similar to previous surveys in 2002-2008.

The 2010 survey was printed in three languages: English, Spanish, and Vietnamese. The majority of survey respondents completed the survey in English (N=2543, 92%); 80 respondents completed the survey in Spanish (3%), and 154 respondents completed the survey in Vietnamese (5.5%). Offering the survey in multiple languages is important in San José, where approximately 11% of residents are Spanish speakers who report that they speak English less than "very well," and 12% of residents speak an Asian language at home and speak English less than "very well" (American Community Survey 2005-2009 estimates, www.census.gov).

The 2010 survey used the same rating scale as the 2006 and 2008 surveys, which differs slightly from the rating scales used in the 2004 and 2002 surveys. All three rating scales are summarized below, for comparison purposes.

2010-2006 Scale	2004 Scale	2002 Scale
1 – Very Dissatisfied	Very Dissatisfied	Poor
2	Somewhat Dissatisfied	Only Fair
3		
4	Somewhat Satisfied	Good
5 – Very Satisfied	Very Satisfied	Excellent
Don't Know	Don't Know	Don't Know

Two new questions were also added to the 2010 survey in response to suggestions from the 2008 survey:

Q9: “Have you placed a call requesting service at your home/business in the last 12 months?”

Q10: “If Yes, how long after your call did a service person arrive: 1-6 hours, 6-12 hours, 12-24 hours, over 24 hours.”

Margin of Error and Statistical Significance

The best estimate of margin of error for the 2010 survey is plus or minus 1.74 percentage points, at the 95% confidence level. This estimate assumes that 95% of the time, the true population value for each measure will fall within the specified margin of error.

In making comparisons to the 2008 survey, differences must be at least 4 percentage points to be considered a statistically significant change at the 95% confidence level.

In addition, statistical tests of mean rating differences are presented where appropriate. These tests compare mean ratings from different groups (e.g., geographic areas), and highlight differences that are statistically significant at the $p < .05$ level or below. A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Please note that caution is advised when comparing mean differences across survey years due to the large sample sizes involved. The sample sizes for these surveys (N=2807 in 2010; N=3644 in 2008) make it likely that even small differences will be statistically significant. Statistical significance indicates that the observed differences are greater than would be expected by chance, but does not necessarily imply that these differences are substantively meaningful.

For example, the mean rating of Water Service Reliability (Q1, p.12) was lower in 2010 (4.33) than in 2008 (4.49), and this mean difference is statistically significant at the $p < .05$ level. To interpret the substantive significance of this result, it is helpful to examine the distribution of responses to see what is driving the overall decline in the mean rating. If it is primarily due to an increase in the number of “dissatisfied” (1 or 2) ratings, this is of more concern than a corresponding shift from “very satisfied” (5) to “satisfied” (4) ratings, although both patterns may result in a decline in the overall mean.

In this case, the decline in the mean rating of Water Service Reliability from 2008 to 2010 is a result of a smaller number of “very satisfied” ratings (65% in 2008, 55% in 2010), along with a corresponding increase in the number of “satisfied” (21% in 2008, 26% in 2010) and “neutral” (6% in 2008, 9% in 2010) ratings. The number of “dissatisfied” respondents was essentially unchanged (4% in 2008 vs. 5% in 2010). To interpret the overall decline in Water Service Reliability ratings, we can conclude that customers express a lesser *degree* of satisfaction in 2010 than in 2008, but they are not significantly more “*dissatisfied*”.

The most concerning result to see would be a substantial drop in the number of respondents giving a “satisfied” response, along with a substantial increase in the percentage of “dissatisfied” responses.

Executive Summary

A majority of Muni Water customers are satisfied with nearly every service attribute tested, including reliability, water quality, and taste.

1. For Water Service Reliability, San José Municipal Water Service receives very strong satisfaction ratings. A 55% majority give the highest rating (5 – very satisfied), and another 26% give the next highest rating (4), for a total satisfaction rating of 81%.
2. Water Quality ratings are also strong, though lower than 2008. Nearly one in three customers (32%) give the highest rating (5 – very satisfied), and another 31% give the next highest rating (4), for a total satisfaction rating of 63%. This represents an 8 percentage point drop from 2008. The number of customers giving water quality a dissatisfied rating (1 or 2) also increased to 12% in 2010, from 8% in 2008 – the only rating in the survey to show a statistically significant increase in dissatisfaction.

It is important to note that responses to this question may have been impacted by events just prior to the execution of this survey, referred to in the survey research field as “history effects”.

This survey was mailed on December 31, 2010. Just days before this mailing, starting on December 18, 2010, several articles appeared in local and national print media about the detection of a contaminant, hexavalent chromium, in groundwater in several U.S. cities, including San José. Several additional articles and San José’s official response appeared in the media between December 18, 2010 and February 20, 2011.

Open-ended survey comments also reflect the salience of this issue, with concerns about hexavalent chromium in San José water representing 8% of total comments made.

It is possible that the drop in ratings of water quality in 2010 may also have influenced ratings in other categories, given the strong correlations between many of the survey items (see Appendix A).

3. Water Taste is the lowest ranked category with 27% of customers giving the highest rating (5 – very satisfied), and another 29% giving the next highest rating (4), for a total satisfaction rating of 56%. This represents a 4 percentage point drop from 2008, however the overall distribution of satisfied and dissatisfied customers has stayed consistent since 2006.
4. More than 1 in 4 customers are unable to provide ratings for Customer Service (26%) and Responsiveness (31%), answering “Don’t Know” to these items.

Among customers who reported placing a service call within the last 12 months (see finding 5 below), mean satisfaction ratings for customer service and responsiveness are significantly lower than among customers who did not place service calls ($p < .001$).

5. To further explore the attitudes of customers who had service interactions with San José Municipal Water System, the 2010 survey included two new items asking respondents if they had placed a call requesting service at their home or business in the last 12 months, and if so how long it took for a service person to arrive.

Eight percent of customers report placing a service call in the last 12 months. These customers report that 84% of service visits were made within 24 hours, and 49% within 6 hours.

Customers who report making a service call within the last year also report lower mean ratings across all measures except taste, compared to customers who did not make service calls.

6. More than 1 in 4 customers are unable to rate satisfaction with conservation incentives (26% “don’t know” or no answer), indicating that many may be unaware of existing conservation incentives.
7. A relatively high number of customers (17%) are unable to rate satisfaction with billing accuracy and payment options. Dissatisfaction with payment options was also reflected in the open-ended comments, 7% of which mentioned this issue. Additional communication efforts may be needed to inform customers of existing payment options such as credit card payment, online payment, and automatic recurring payments.
8. Lower mean ratings were also reported by customers in the 95138 zip code for 5 out of 8 measures, similar to the 2008 survey findings.

Recommendations

Based on our analysis of the 2010 San José Municipal Water System Customer Survey results, SPRI offers the following recommendations.

1. It may be advisable to conduct either focus groups or individual interviews with some customer groups, such as those who have made service calls, industrial and commercial customers, and those in the 95138 zip code, to further investigate the issues raised in some of the ratings in 2010.
2. Additional communication efforts are recommended to provide customers with information about existing conservation incentives.
3. Additional communication efforts are recommended to inform customers of existing payment options such as credit card payment, online payment, and automatic recurring payments.
4. To further investigate the reasons for lower satisfaction ratings among customers who placed service calls, future surveys could ask respondents to list the reason for their service call and rate their satisfaction with the resolution of this issue.

Survey Results

The San Jose Municipal Water System is dedicated to serving its customers. Please let us know how we are doing. Use the scale below, 1 means you are very dissatisfied, and 5 means you are very satisfied. You can use any number on the scale:

Table 1 Survey with Results

	1 Very Dissatisfied	2	3	4	5 Very Satisfied	Don't Know	No Answer	Mean
Q1. Water Service Reliability	4%	2%	9%	26%	55%	3%	2%	4.33
Q2. Water Quality	6%	7%	17%	31%	32%	5%	2%	3.84
Q3. Water Taste	7%	9%	21%	29%	27%	4%	2%	3.64
Q4. Customer Service	3%	3%	12%	24%	29%	26%	3%	4.01
Q5. Responsiveness	3%	3%	12%	22%	25%	31%	5%	3.98
Q6. Conservation Incentives	4%	6%	17%	23%	25%	21%	5%	3.78
Q7. Billing Accuracy	4%	3%	14%	27%	35%	14%	3%	4.02
Q8. Payment Options	4%	4%	14%	26%	36%	13%	4%	4.02

9. Have you placed a call requesting service at your home/business in the last 12 months?

Yes 8%
No 92%

10. If Yes, how long after your call did a service person arrive:

1-6 hours 49%
6-12 hours 17%
12-24 hours 18%
Over 24 hours 16%

11. Are you a _____ customer?

Residential 78%
Industrial/Commercial 1%
(No Answer) 21%

12. Zip Code

95002 1%
95121 17%
95122 5%
95134 2%
95135 18%
95138 7%
95148 29%
Other 2%
(No Answer) 19%

Language

English 92%
Spanish 3%
Vietnamese 6%

Satisfaction Measures

- Nearly every measure receives a majority positive (4 or 5) satisfaction rating. Strong majorities of San José Municipal Water customers are satisfied with reliability (81%), payment options and billing accuracy (62%), and water quality (63%). Satisfaction with conservation incentives (48% 4 or 5) and responsiveness (47%) falls just short of a positive majority, however both of these measures include high percentages of “Don’t Know” and non-responses (26% and 36% respectively). Overall, the proportions of satisfied customers far outweigh the dissatisfied on every measure.

Table 2 Satisfaction Measures – Rank Order

	5 Very Satisfied	4 Satisfied	3 Neutral	2 or 1 Dissatisfied	Don't Know/ NA
1. Water Service Reliability	55%	26%	9%	6%	5%
2. Payment Options	36%	26%	14%	8%	17%
3. Billing Accuracy	35%	27%	14%	7%	17%
4. Water Quality	32%	31%	17%	13%	7%
5. Customer Service	29%	24%	12%	6%	27%
6. Water Taste	27%	29%	21%	16%	6%
7. Conservation Incentives	25%	23%	17%	10%	26%
8. Responsiveness	25%	22%	12%	6%	36%

- The rank order of mean ratings in 2010 is unchanged from 2008. Water service reliability (4.33) and billing accuracy (4.02) are the highest rated items, as has been the case since 2006. Water taste (3.64) and conservation incentives (3.78) are the lowest rated items.

Table 3 Mean Ranking

	2010 Mean	2010 Rank	2008 Rank	2006 Rank	2004 Rank
Reliability	4.33	1	1	1	1
Billing accuracy	4.02	2	2	2	4
Payment options	4.02	3	3	5	5
Customer Service	4.01	4	4	3	2
Responsiveness	3.98	5	5	4	3
Quality	3.84	6	6	7	7
Conservation Incentives	3.78	7	7	6	6
Taste	3.64	8	8	8	8

Summary of Changes from 2008 to 2010

- Ratings of water quality showed the greatest decrease in satisfaction from 2008-2010, most likely influenced by media coverage of hexavalent chromium contamination around the time of the survey, as noted above. Declines in satisfaction were also observed for all other survey ratings, although increases in dissatisfaction were within the margin of error of 4 percentage points for all measures except water quality.

Table 4 Changes 2008-2010

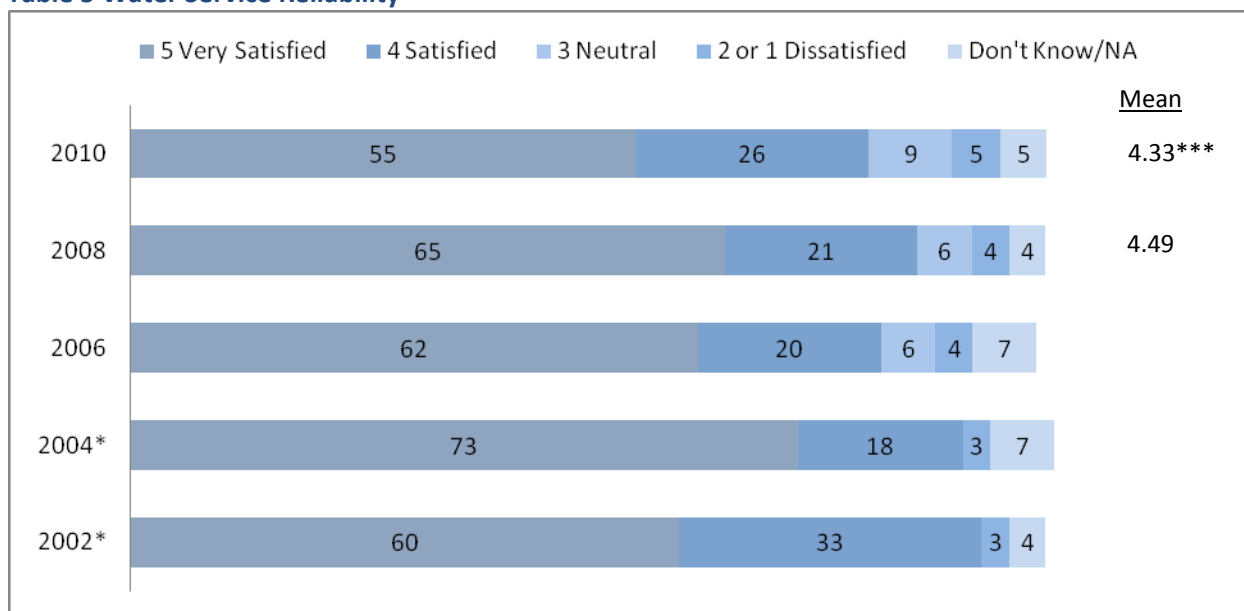
	Total Satisfied	Neutral	Total Dissatisfied	Don't Know/NA
Q2. Water Quality	-8	+2	+4	0
Q8. Billing Accuracy	-8	+4	+1	+4
Q4. Customer Service	-6	+2	-1	+6
Q5. Responsiveness	-6	+3	0	+5
Q1. Water Service Reliability	-5	+3	+1	+1
Q3. Water Taste	-4	+1	+2	+1
Q8. Payment Options	-3	+3	+1	+1
Q6. Conservation Incentives	-3	+1	+2	+1

Ratings of Water Related Services

Question 1: Water Service Reliability

- 81% of customers are satisfied with the reliability of their water service, and only 5% are dissatisfied.
- The percentage of customers giving reliability the highest rating of 5 (“very satisfied”) has decreased to 55% from 65% in 2008, a statistically significant drop. The total percentage of satisfied customers (ratings of 4 or 5) has declined by only 5 percentage points (from 86% to 81%), a smaller but still a significant drop. However, the percentage of dissatisfied customers (ratings of 1 or 2) has increased by only one percentage point (from 4% to 5%), essentially unchanged from 2008.
- The overall mean satisfaction rating for water service reliability of 4.33 in 2010 represents a statistically significant decline from 4.49 in 2008 ($p < .001$).

Table 5 Water Service Reliability



*Scales in 2004 and 2002 are different – see Methodology (p.3) for details.

*** $p < .001$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

NOTE: Caution is advised in comparing mean differences across survey years as large sample sizes make it likely that even small differences will be statistically significant (see p.6).

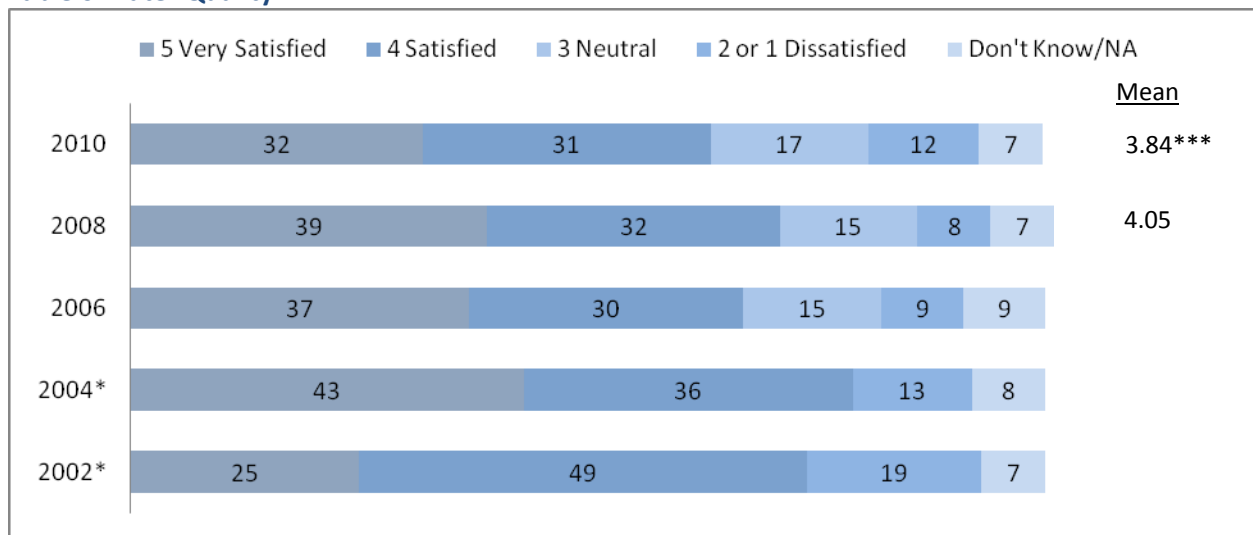
Question 2: Water Quality

- A majority of customers (63%) are satisfied with the quality of their water, while 12% are dissatisfied.
- Satisfaction has decreased 8 percentage points from 71% in 2008, and dissatisfaction has increased 4 percentage points, from 8% in 2008. Both of these changes are statistically significant.

NOTE: Perceptions of water quality in the current survey are likely to have been affected by media reports about the detection of a contaminant, hexavalent chromium, in groundwater in several U.S. cities, including San José, coinciding with the data collection period. Open-ended survey comments also reflect the salience of this issue, with concerns about hexavalent chromium in San José water representing 8% of total comments made. In addition, given the strong correlations between all satisfaction ratings (see Appendix A), the decline in perceptions of water quality may have had a negative effect on ratings in other areas.

- The overall mean rating of satisfaction with water quality of 3.84 in 2010 represents a statistically significant drop from 4.05 in 2008 ($p < .001$).

Table 6 Water Quality



*Scales in 2004 and 2002 are different – see Methodology (p.3) for details.

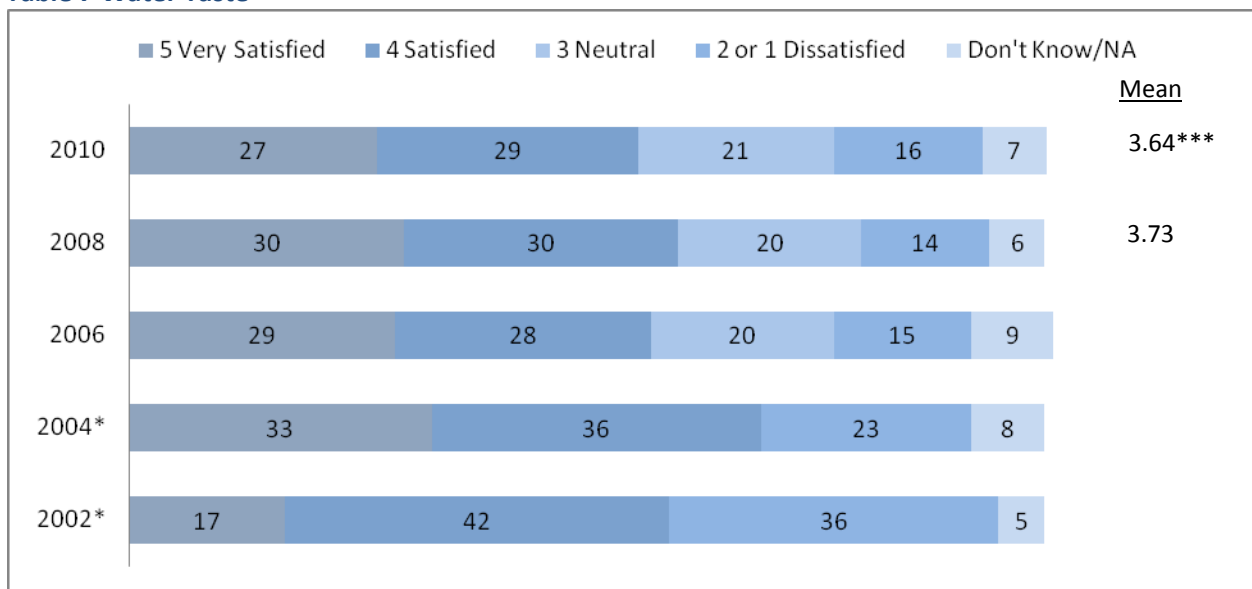
*** $p < .001$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Question 3: Water Taste

- A majority of customers (56%) are satisfied with water taste, down 4 percentage points from 60% in 2008. Water taste remains the lowest rated item on the survey, as in previous years.
- While 16% of customers are dissatisfied with their water taste, this proportion is within the margin of error compared to the 2008 and 2006 surveys.
- The overall mean rating of water taste of 3.64 represents a statistically significant drop from 3.73 in 2008 ($p < .001$).

Table 7 Water Taste



*Scales in 2004 and 2002 are different – see Methodology (p.3) for details.

*** $p < .001$

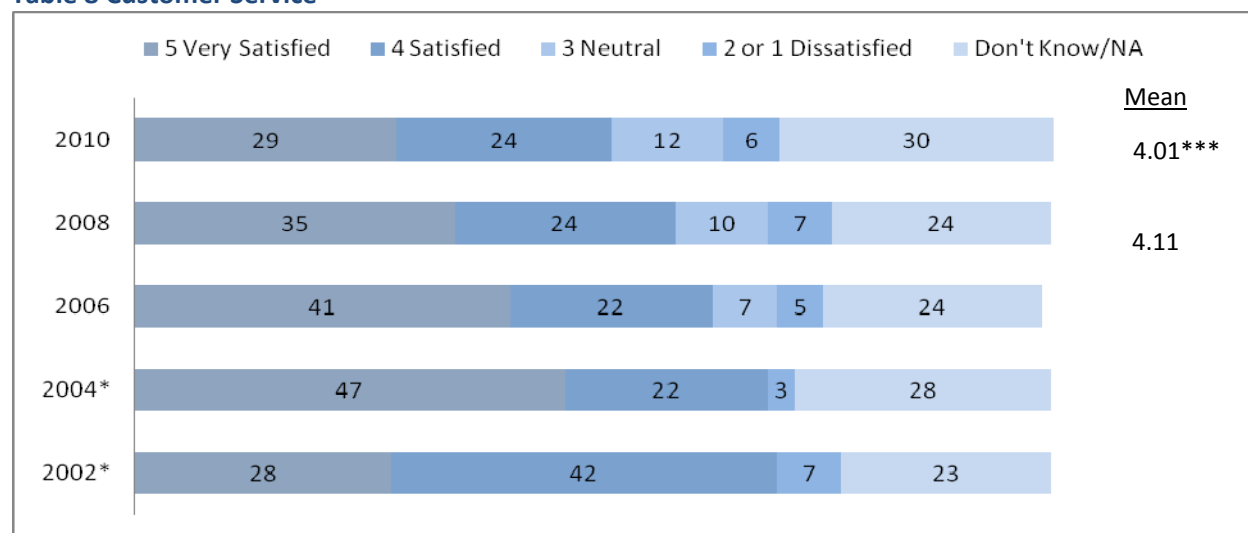
A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Ratings of Non-Water Related Services

Q4. Customer Service

- Overall, 53% of survey respondents were satisfied with customer service and only 6% were dissatisfied. However, a significant percentage of customers gave a “don’t know” response to this question, as in past years, reflecting the fact that 92% of respondents said they had not placed a call for service in the past 12 months (p.10).
- Given the large percentage of customers who did not provide a customer service rating, it may be more helpful to consider responses to this question only from those who did give a substantive rating. Among respondents who rated customer service in 2010, 74% gave a satisfied rating (4 or 5), 17% gave a neutral (3) rating, and 9% gave a dissatisfied (1 or 2) rating.**
- Overall customer service ratings declined 6 percentage points from 59% satisfied in 2008. However, the percentage of dissatisfied customers decreased from 7% in 2008 to 6% in 2010.
- The overall mean rating of customer service of 4.01 represents a statistically significant drop from 4.11 in 2008 ($p<.001$).
- Among customers who reported making a service call in the past year, mean customer service ratings are significantly lower (3.66), compared to those who did not make a service call (4.08), $p<.001$. (See Table 16)
 - *To further investigate the reasons for lower satisfaction ratings among customers who placed service calls, future surveys could ask respondents to list the reason for their service call and rate their satisfaction with the resolution of this issue.*

Table 8 Customer Service



*Scales in 2004 and 2002 are different – see Methodology (p.3) for details.

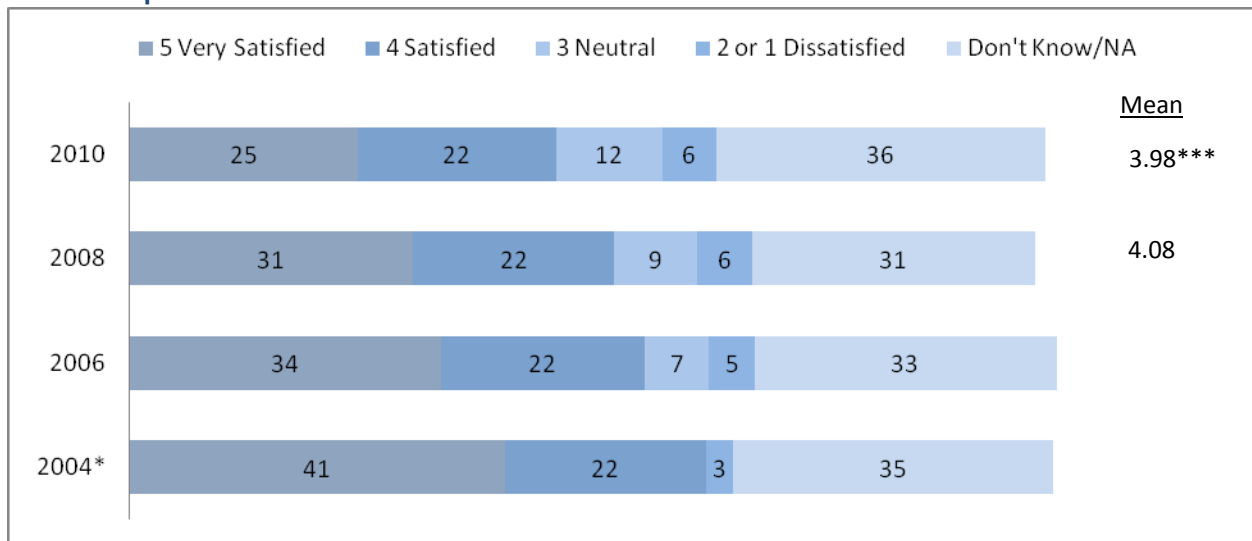
** Based on total of N=1974 responses (excluding “don’t know” and N/A responses).

*** $p<.001$ (A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.)

Q5. Responsiveness

- Customer satisfaction with responsiveness declined six percentage points in 2010 to 47%, from 53% in 2008.
- The percentage of customers dissatisfied with responsiveness showed no change, remaining at 6%.
- The overall mean rating of responsiveness of 3.98 represents a statistically significant drop from 4.08 in 2008 ($p < .001$).
- More than one-third of customers answered “don’t know” or declined to answer this item, reflecting the relatively small number of customers (8%) who have requested service from the water system.
- Among customers who reported making a service call in the last year, mean ratings for responsiveness (3.72) are significantly lower compared to customers who did not make a service call (4.02), $p < .001$. (See Table 16)

Table 9 Responsiveness



*Scale in 2004 is different – see Methodology (p.3) for details.

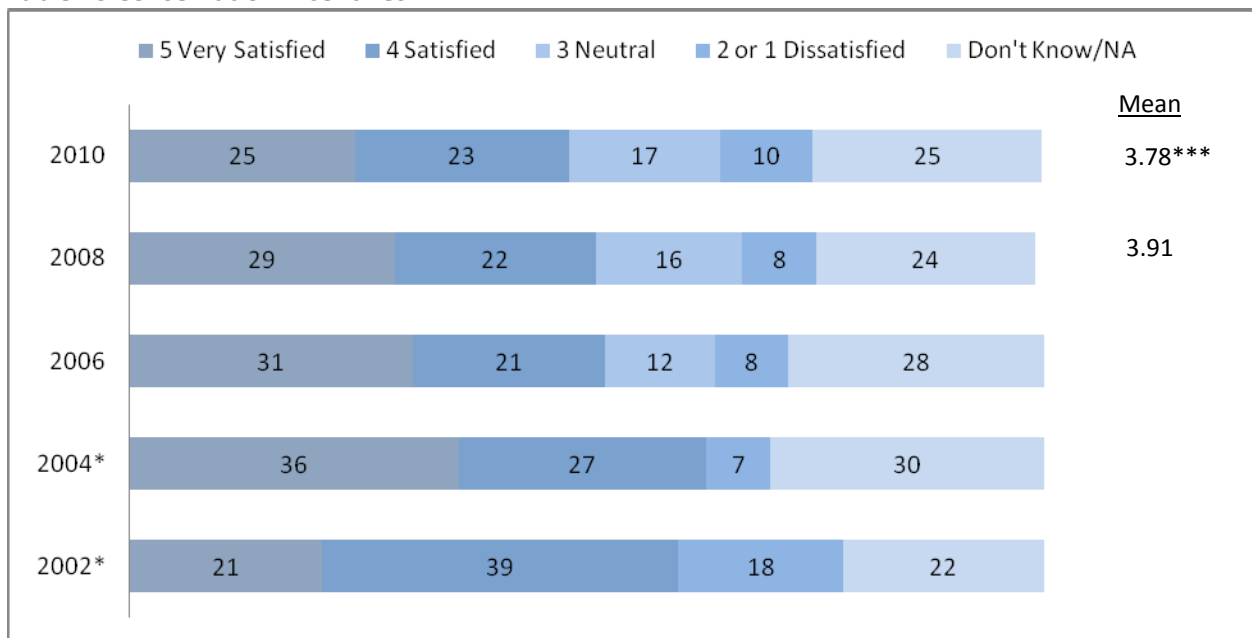
*** $p < .001$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Q6. Conservation Incentives

- Customer satisfaction with conservation incentives declined 4 percentage points in 2010 to 47%. Dissatisfaction increased 2 percentage points to 10% in 2010, within the margin of error.
- The overall mean rating of conservation incentives of 3.78 represents a statistically significant drop from 3.91 in 2008 ($p < .001$).
- There continues to be a large percentage of customers unable to rate this item (25%), indicating that many may be unaware of existing conservation incentives.
 - *Additional communication efforts are recommended to provide customers with information about existing conservation incentives.*

Table 10 Conservation Incentives



*Scales in 2004 and 2002 are different – see Methodology (p.3) for details.

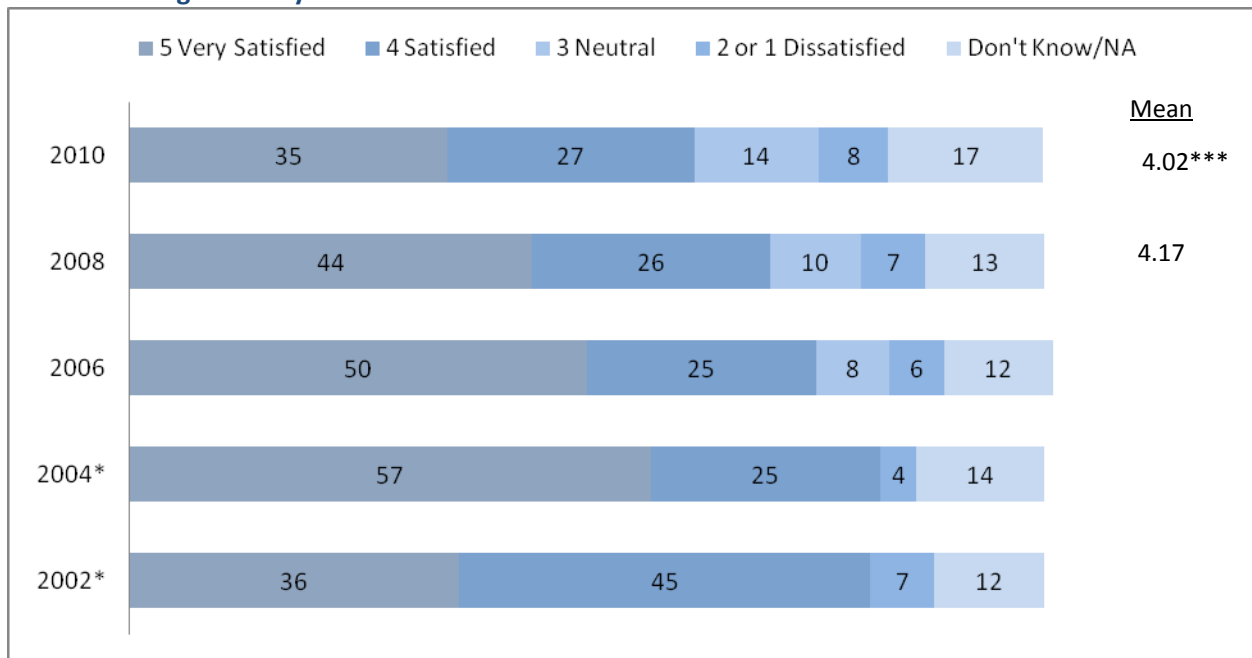
*** $p < .001$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Q7. Billing Accuracy

- A majority of customers (62%) are satisfied with billing accuracy, while only 8% are dissatisfied.
- Satisfaction with billing accuracy has declined eight percentage points from 70% in 2008, but dissatisfaction increased by only one percentage point over this time period.
- The overall mean rating of billing accuracy of 4.02 represents a statistically significant drop from 4.17 in 2008 ($p < .001$).
- Among customers who reported making a service call in the last year, mean ratings for billing accuracy (3.56) are significantly lower compared to customers who did not make a service call (4.08), $p < .001$. (See Table 16)

Table 11 Billing Accuracy



*Scales in 2004 and 2002 are different – see Methodology (p.3) for details.

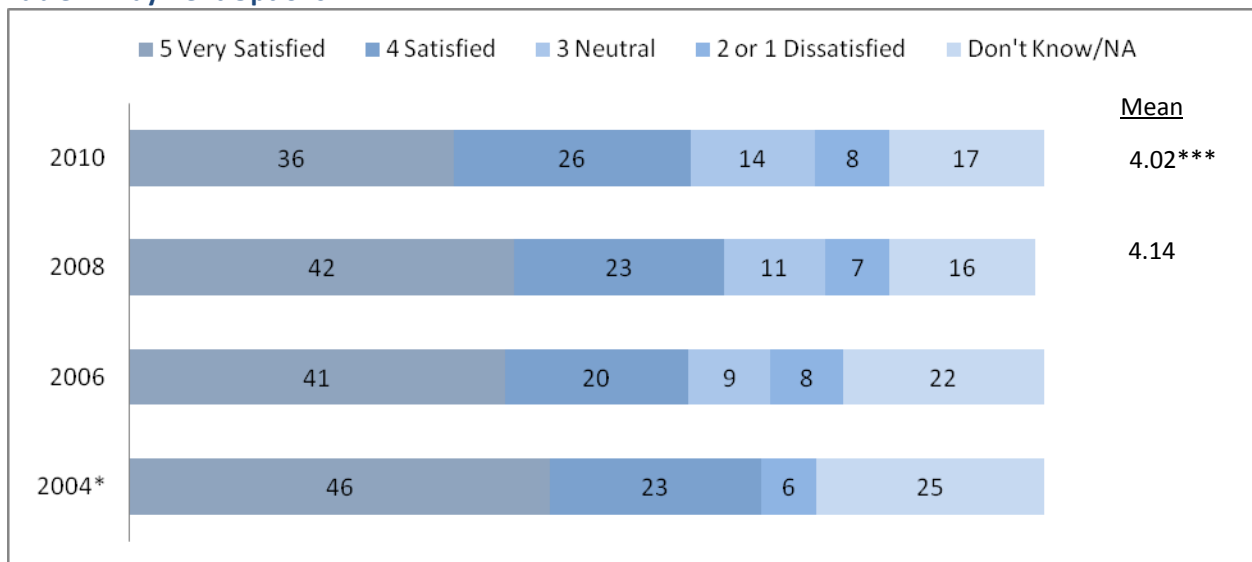
*** $p < .001$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Q8. Payment Options

- A majority of customers (62%) are satisfied with payment options, while just 8% are dissatisfied.
- Satisfaction with payment options is three percentage points lower than in 2008 (65%), while dissatisfaction is one percentage point higher. Both of these changes are within the margin of error.
- The overall mean rating of payment options of 4.02 represents a statistically significant drop from 4.14 in 2008 ($p < .001$).
- Although the number of customers unable to rate this item decreased from 2006 to 2008, a number of customers (17%) answered “don’t know” or did not answer this question in 2010, likely reflecting a lack of awareness of payment options.
- Dissatisfaction with payment options was also reflected in the open-ended comments, 7% of which mentioned this issue.
- *Additional communication efforts are recommended to inform customers of existing payment options such as credit card payment, online payment, and automatic recurring payments.*

Table 12 Payment Options



*Scale in 2004 is different – see Methodology (p.3) for details.

*** $p < .001$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Industrial/Commercial Users

- Industrial customers represent 1.4% of total San José Municipal Water customers. The 1% of 2010 survey respondents indicating that they were industrial/commercial customers therefore reflects the overall customer base.
- Although they represent a small proportion of the overall customer base, industrial/commercial users gave consistently lower mean ratings than residential customers across all items. These differences were not statistically significant, however, and are consistent with prior surveys.
- *Additional surveys or focus groups targeting industrial/commercial users are recommended to further explore the unique needs and concerns of this customer group.*

Table 13 Industrial/Commercial Users

	2010		2010	2008	2006	
	All	No Answer	Residential	Industrial/Commercial	Industrial/Commercial	Industrial/Commercial
	2,807	584	2,190	32	91	20
		21%	78%	1%	2%	1%
	Mean	Mean	Mean	Mean	Mean	Mean
Q1. Water Service Reliability	4.33	4.30	4.35	4.18	4.17	4.56
Q2. Water Quality	3.83	3.83	3.86	3.55	3.83	4.08
Q3. Water Taste	3.60	3.63	3.65	3.41	3.63	3.92
Q4. Customer Service	4.01	4.01	4.02	3.83	2.83	4.53
Q5. Responsiveness	3.98	3.97	3.98	3.75	2.93	4.62
Q6. Conservation Incentives	3.77	3.77	3.76	3.57	3.83	4.36
Q7. Billing Accuracy	4.02	4.02	4.03	3.83	2.71	4.71
Q8. Payment Options	4.01	4.01	4.03	3.69	3.04	4.53

Geographic Differences

- A map of San José Municipal Water System service areas with zip codes is included in Appendix B. The geographic distribution of San José Municipal Water System customers is as follows:

Evergreen	91.8%
North San Jose/Alviso	7.8%
Coyote Valley	0.02%
Edenvale	0.33%

- The 2010 surveys reflected this geographic distribution, with 76% coming from respondents in the Evergreen/Edenvale service areas and 3% from the North San José/Alviso area. An additional 19% of respondents did not answer the ZIP code question.
- Table 14 shows the breakdown of rating measures by ZIP code. Mean scores with statistically significant differences from the overall mean (at the $p < .05$ level) are noted in bold.
- After accounting for margin of error, there are noticeably lower scores in the 95138 zip code for 5 out of 8 measures: water quality, customer service, responsiveness, conservation incentives, and payment options. The lower ratings in the 95138 zip code are consistent with the 2008 survey.
- Mean ratings across other zip codes are consistent with overall means.

Table 14 Geography

ZIP Code	All	North San Jose/ Alviso Area			Evergreen/Edenvale Area			
		95002	95134	95121	95122	95135	95138	95148
Number	2,807	37	67	479	128	505	204	821
Percent	100%	1%	2%	17%	5%	18%	7%	29%
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Q1. Water Service Reliability	4.33	4.31	4.37	4.26	4.36	4.37	4.34	4.31
Q2. Water Quality	3.83	3.94	3.79	3.87	4.05*	3.83	3.61*	3.84
Q3. Water Taste	3.64	3.56	3.61	3.66	3.66	3.69	3.43	3.64
Q4. Customer Service	4.01	4.00	3.92	4.04	4.11	4.05	3.71*	4.01
Q5. Responsiveness	3.98	3.93	3.82	3.97	4.11	3.96	3.69*	3.98
Q6. Conservation Incentives	3.78	3.81	3.71	3.79	3.96	3.75	3.42*	3.78
Q7. Billing Accuracy	4.02	4.05	4.11	4.04	4.13	4.02	3.86	4.02
Q8. Payment Options	4.02	3.94	4.07	4.00	4.15	4.05	3.83*	4.02

* $p < .05$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Service Calls

Two new questions regarding service calls were added to the survey in 2010:

Q9. Have you placed a call requesting service at your home/business in the last 12 months?

Q10. If Yes, how long after your call did a service person arrive?

- Eight percent of customers (208 out of 2807) reported making a service call in the last 12 months.
- Among customers who placed service calls, nearly half (49%) reported that the service person arrived within 6 hours. Another 17% reported that the service person arrived between 6-12 hours after the call, 18% between 12-24 hours, and 16% over 24 hours after the call.

Table 15 Service Calls

Placed a call requesting service in last 12 months	
Yes	8%
No	92%
How long after call did service person arrive?	
1-6 hours	49%
6-12 hours	17%
12-24 hours	18%
Over 24 hours	16%

Satisfaction Ratings Among Service Call Customers

- Satisfaction Ratings among customers who reported making a service call in the last 12 months were significantly lower compared to those who did not make service calls, in every category except water taste.
- Categories with the greatest mean ratings differences between service call customers and non-service call customers include billing accuracy, customer service, and payment options.

It may be that customers who made service calls were less satisfied with these categories either as a result of the problem that prompted the service call, or as a result of the service received.

- *SPRI recommends that future surveys ask respondents to list the reason for their service call and rate their satisfaction with the resolution of this issue, in order to better evaluate the service call experience.*

Table 16 Satisfaction Ratings - Service Call Customers

	5 Very Satisfied	4 Satisfied	3 Neutral	2 or 1 Dissatisfied	Don't Know/ NA	Service Call Customers Mean	Non-Service Call Customers Mean	Mean Difference
Q1. Water Service Reliability	47%	30%	14%	7%	2%	4.17***	4.37	0.20
Q2. Water Quality	27%	32%	22%	15%	4%	3.69*	3.87	0.18
Q3. Water Taste	21%	31%	27%	19%	2%	3.50	3.66	0.16
Q4. Customer Service	29%	30%	18%	17%	6%	3.66***	4.08	0.42
Q5. Responsiveness	31%	26%	18%	17%	8%	3.72***	4.02	0.30
Q6. Conservation Incentives	22%	24%	17%	20%	17%	3.52**	3.81	0.29
Q7. Billing Accuracy	25%	27%	18%	18%	12%	3.56***	4.08	0.52
Q8. Payment Options	30%	28%	17%	18%	7%	3.67***	4.05	0.38

*** $p < .001$ ** $p < .01$ * $p < .05$

A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

Open-Ended Comments

- The 2010 survey included an option for respondents to make additional open-ended comments. A total of 405 respondents made 433 open-ended comments. These comments were grouped into positive (21%) and negative (78%) categories. Verbatim open-ended comments are included in Appendix C.
- The greatest number of negative comments concerned water quality (24%), including specific concerns about hexavalent chromium levels (8%).

As noted above, the large number of comments about hexavalent chromium, and the decline in ratings of water quality in the 2010 survey, were likely influenced by media coverage related to this issue during the data collection period .

- The second greatest number of negative comments mentioned cost (22%). Other comments concerned payment options (7%), including the desire for online and credit card payment options. As these options are currently offered, additional communication efforts may be required to inform customers of all available payment options.
- A number of respondents also expressed positive comments about their satisfaction (16%), or positive feedback on customer service (5%).

Table 17 Open-Ended Comments

Positive Comments	
Generally satisfied	16%
Customer service – positive	5%
Total Positive	21%
Negative Comments	
Concerns about hexavalent chromium	8%
Other concerns about water quality	16%
High cost	22%
Payment options	7%
Water taste	6%
Water smell	5%
Customer service – negative	5%
Water pressure	3%
Other	6%
Total Negative	78%

Language Subgroups

Table 18 Language Subgroups

	All Mean	English Mean	Spanish Mean*	Vietnamese Mean*
Q1. Water Service Reliability	4.33	4.32	4.23	4.55 ^{ab}
Q2. Water Quality	3.83	3.80	4.00	4.34 ^{ab}
Q3. Water Taste	3.64	3.60	3.77	4.32 ^{ab}
Q4. Customer Service	4.01	3.97	4.22	4.44 ^a
Q5. Responsiveness	3.98	3.93	4.03	4.48 ^{ab}
Q6. Conservation Incentives	3.78	3.72	4.09 ^a	4.38 ^a
Q7. Billing Accuracy	4.02	3.99	4.08	4.46 ^{ab}
Q8. Payment Options	4.02	3.98	3.97	4.50 ^{ab}
N	2807	2543	80	154

*Superscripts indicate statistically significant mean differences (at the $p < .05$, 95% confidence level) compared to English (a), and Spanish (b) language respondents. A p -value less than .05 indicates that the probability of the observed difference being due to chance is less than 5%.

- Spanish-speaking and Vietnamese-speaking customers who chose to complete the survey in those languages most likely represent first generation immigrants within those communities. Differences in satisfaction ratings among these groups compared to English-speaking customers may therefore reflect differences in perceptions based on past experiences in their home countries.
- Offering the survey in multiple languages is particularly important to ensure full population coverage and accessibility in the city of San José. According to 2005-2009 American Community Survey estimates, approximately 11% of San José residents are Spanish speakers who report that they speak English less than “very well,” and 12% of residents speak an Asian language at home and speak English less than “very well”.

Prevalence of Consistently Dissatisfied Respondents

One question of interest is the degree to which “dissatisfied” responses reflect a broad range of customers, or may be concentrated among a small but consistently dissatisfied group.

Table 20 below shows the number of respondents giving the most negative “very dissatisfied” (1) response for 0-8 survey items. The vast majority of respondents (86.5%) did not rate any item “very dissatisfied”. Of the 13.5% of respondents who did use the “very dissatisfied” rating, most applied it to just one of two items. However, a small number of customers (1.2%) expressed consistent dissatisfaction, rating all 8 items “very dissatisfied”.

Table 19 Number of Items given "Very Dissatisfied" (1) Response

Number of Items	Frequency	Percent
0	2428	86.5%
1	173	6.2%
2	88	3.1%
3	31	1.1%
4	22	0.8%
5	15	0.5%
6	12	0.4%
7	3	0.1%
8	35	1.2%

Table 21 below presents the same information for respondents giving either a “dissatisfied” (2) or “very dissatisfied” (1) rating for 0-8 items. The results are similar to those described above. Most customers who expressed dissatisfaction did so for only one or two items, while 2% of customers gave consistently dissatisfied ratings to all 8 items.

Table 20 Number of Items given "Very Dissatisfied" OR "Dissatisfied" (1 or 2) Response

Number of Items	Frequency	Percent
0	2037	72.6%
1	318	11.3%
2	205	7.3%
3	76	2.7%
4	37	1.3%
5	31	1.1%
6	27	1.0%
7	21	0.7%
8	55	2.0%

Appendix A: Correlations among Satisfaction Ratings

Table 21 Inter-item Correlations

	Q1. Reliability	Q2. Quality	Q3. Taste	Q4. Customer Service	Q5. Responsiveness	Q6. Conservation Incentives	Q7. Billing Accuracy	Q8. Payment Options	Q9. Placed Service Call
Q1. Water Service Reliability	1	.63*	.53*	.71*	.72*	.57*	.68*	.63*	-.06*
Q2. Water Quality		1	.81*	.64*	.66*	.61*	.60*	.53*	-.04*
Q3. Water Taste			1	.61*	.62*	.59*	.57*	.52*	-.04
Q4. Customer Service				1	.91*	.76*	.80*	.75*	-.12*
Q5. Responsiveness					1	.79*	.82*	.76*	-.09*
Q6. Conservation Incentives						1	.75*	.71*	-.07*
Q7. Billing Accuracy							1	.81*	-.14*
Q8. Payment Options								1	-.10*
Q9. Placed Service Call									1

* $p < .01$

A p -value less than .05 indicates that the probability of the observed correlation being due to chance is less than 5%.

Interpreting inter-item correlations:

A correlation coefficient indicates how strongly responses to two items are related to each other. A positive correlation indicates that responses to both items tend to fall in the same direction – that is, a rating of 4 or 5 on the first item will correspond to a rating of 4 or 5 on the second item. A negative correlation indicates that responses to the two items tend to fall in opposite directions – that is, a rating of 4 or 5 on the first item will correspond to a rating of 1 or 2 on the second item. Correlation coefficients range from 0 to 1.0 (positive or negative). A perfect correlation of 1.0 would indicate that the ratings for two items are identical; a correlation of 0 would indicate that the ratings for two items are completely unrelated.

In general, a (positive or negative) correlation greater than .30 indicates a moderately strong relationship between the two items, and a correlation greater than .50 indicates a strong relationship between the two items. The p -value indicates the likelihood (or probability) of the observed correlation being due to chance alone. It is important to keep in mind that statistical significance and substantive significance are two separate factors. A correlation may be statistically significant ($p < .05$), but substantively small ($< .30$). A correlation also does not necessarily indicate a causal relationship between the two items, but simply a pattern of similar responses that may be caused by the same underlying attitudes, or by other external factors.

Appendix A: Correlations among Satisfaction Ratings – continued

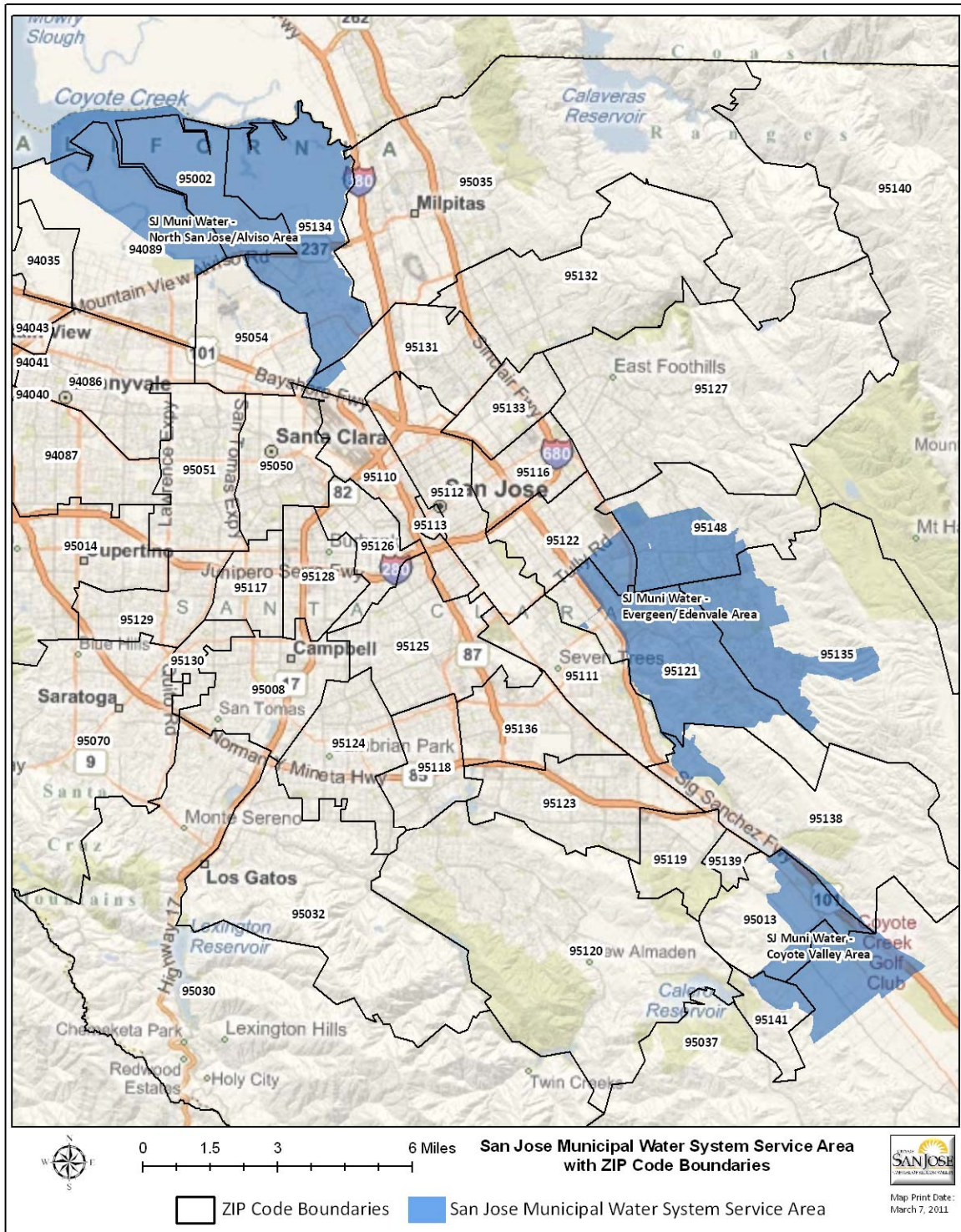
For the items in this survey, Q1-Q8 are all rated on the same 5 point scale with 1 indicating “very dissatisfied” and 5 indicating “very satisfied”. Responses to Q9 are coded 1 for those who reported placing a service call, and 0 for those who did not place a service call in the last year.

As Table 21 shows, many of the survey satisfaction rating items are highly correlated. For example, ratings of water quality (Q2) are strongly correlated with ratings of water taste (Q3) ($r=.81, p<.01$). Similarly, customer service ratings (Q4) are very strongly correlated with ratings of responsiveness (Q5) ($r=.91, p<.01$). The negative correlations between Q9 and all of the other items indicate that customers who placed a service call gave lower ratings on Q1-Q8 than customers who had not placed a service call in the last year. These negative correlations are statistically significant, but relatively small (less than .30), indicating that the differences in ratings between service call customers and others are small, but that the pattern is unlikely to have occurred by chance.

The more highly correlated two items are, the more likely it is that responses reflect similar underlying perceptions and attitudes. It is also possible for increases or decreases in ratings in one category to influence ratings in other highly correlated categories.

In the 2010 survey, a marked decline in ratings of water quality was likely related to concerns about the presence of hexavalent chromium detected in the groundwater of several U.S. cities, including San José, as detailed in media coverage coinciding with the data collection period. Given the strong correlations between many of the satisfaction ratings in the survey, it is possible that decline in ratings of water quality may have also had a negative impact on ratings in other categories in 2010.

Appendix B: Service Areas Map with ZIP Codes



Appendix C: Verbatim Open-Ended Comments

Table 22 Open-Ended Comments – Positive

Even your automated service is excellent, ive never encountered any problem. Thank you.
Muyi buen servicio estoy satisfecha. Gracias.
Rodney Revaldo and his guys are superb in helping customers field forces and get work done quickly and timely.
neal velez was very helpful! excellent customer service!
keep up the good service
30 mins to an hour. Customer service is great and when you need help they will help in a good way. They do no yell or be mean at you!
good service. thanks!
recently, we had a waterline broken in our street, the technicians were very prompt in fixing it. very impressed
i did call about 16-18 mos. ago. great service on the phone and when a technical came to my house to check water flow
the service rep was very courteous + knowledgable
Your staff are pleasant and most helpful.
customer service was excellent
excellent service
response was immediate and very satisfactory
recent visit to install meters was pleasant and staff were friendly and informative
I had 2 different service people come out and help find a water leak after normal hours. They were so very helpful. Thank you.
I did call for problem on street, was taken care of 15hrs. Never had problem in my home.
your billing dept. was very helpful setting up auto pay and getting a year end summary last year.
called for water leak they call back next business day.
I spoke to April and she answered all of my questions in a very nice and professional manner
San Jose water did here with cross connection test. All went well.
I'm very satisfied customer
i no longer notice periodic bleachy smell - 42 yr. resident + never any water issues. thank you
I only shower and wash clothes with the water I just tasted it was ok.
my water cost is included in my [unknown words] have had no service calls
good job!
you are doing a great job, thank you.
Very Good!
estoi muy contento con su sevisio gracias
Water's great
i have no complaint this time, you are doing good
Very good work
Overall ok
never had to call for service
keep up the good work
we think our water is great/ we are in the east hills and maybe that is the reason
I am mot concerned about contaminants in water.
thank you for serving our community.
thank you! ea
Muy buen servicio.
had water tested x2 in past yrs + it always tested normal.
No comments, job well done
Estoy satisfecho con su servicio Gracias.

VERBATIM OPEN-ENDED COMMENTS – POSITIVE (continued)

"All Ok"

I am quite satisfied with the service.

Better than bottled water.

All is well, keep doing what your doing.

keep up the good work

you are basically doing a good job/ thank you! (you tested and reported on my water quality several months back which was good!)

I really like your phone system! Payments are quick and easy!

very satisfied

Good job.

Outstanding service

I am a happy customer. No complaints

Very good

I never needed a service. Moved here in 1975.

cheapest organization ever

Thanks for great service.

I have been very happy & the service

thank you for your great services

didn't experience water interruption. thanks

Keep up your good work

Water service has been good for daily use. No problems.

Water quality and pressure is excellent. Thanks.

I think you do a good job.

GREAT SERVICES

Taste better here than in 95112 area.

GOOD JOB! KEEP UP THE GOOD WORK

Great Job!

BUEN SERVICIO GRACIAS POR TRABAJAR

ESTA TODO BIEN MUCHAS GRACIAS

Thank you very much for good services.

overall satisfied. on some of the items(online) i assume/hope accurate.

Just Satisfied

Very satisfied

so far so good

Keep the great service.

Service is good

keep up the good work!

satisfied

Everything is fine.

good service

Good Service

you guys are great! Keep it up!

WE ARE PLEASED WITH YOUR SERVICES

I am very happy with service you guy's provided to us.We are very much great full to you.

Excellent Service

KEEP UP THE GOOD WORK

satisfied

Never had any problem

Water conservation house calls are great!

you provide lots of great information about ways to save water but i still hear many people say there is no need to save water

Table 23 Open-Ended Responses - Negative

Concerned about unsafe chemical in water- chromium 6
Do away from chromium 6!
Chromium 6? Do you have some?
You need to remove chromium-6 from the water!
Would appreciate chromium6 info considering latest regulation just passed. What you have posted on the web is dated. Thanks
Take the chromium 6 out of water
Concerned about Cr-6 and other pollutants.
Recent news about hexavalent chromium pollution in San Jose's water makes me doubt the safety and quality of our water. Also the water smells like bleach.
We are terrified to drink our tap water! We did all the time until we found out about the high concentration of chromium6!!! What are you doing to rectify this dire situation???!
Extremely concerned about water quality - see article in The Washington Post on 12/20/10 SJ water contains large amount of hexavalent chromium
San Jose water has high level of chromium6 which could cause cancer. Hope they will address this problem soon
The chromium 6 out of water supply!
What efforts are being made to resolve the chromium 6 in our public water system. We are being poisoned and being charged for it. How wrong is that?
The chromium content of water is scary especially for the cancer survivor like and i cannot afford to buy bottled water daily
Dont like the chromium 6 in the water- i want it removed
Concerned with Chromium in water.
Fix the chromium 6 levels regardless of COST!
I was disappointed to find out that our water contains chromium6 and nothing is doing anything about it
I am concerned about the level of chromium6 (1.34ppb) i am now drinking bottled water
How come we read about chromic c in the drinking water from Merc News and nothing from you guys
Is it time that h2o has a high level of chromium6 please make my h2o safe! Thanks!
I am concerned about Chromium 6
Is the water tested for content of chromium-6. Please inform client.
Concerned about recent report of chromium level found in san jose water
I am concerned about the recent report about chromium in our water
Chromium? Stomach cancer?
I was very surprised and disappointed to learn SJ water has high levels of chromium 6. I had told my family, SJ water was among the best in the world and is safe to drink and cook with. I hope you have plans to reduce chromium 6 levels.
I am concerned about the latest report on T.V high levels of chromium in our water and what will be done about this?
VERY, VERY concerned about the recent report of hexavalent chromium found in th water supply in San Jose!!
Get Chromium-6 out of the water!
The water is toxic, it has Hexavalent, Chromium 6 in it. Why? Make the state do its job
Calcium build up is unappealing is it bad for you?
Pink water residue.
Tea pot has too much solid residue.
Occasional pink stains in tub & toilets.
We have hard water so we have softened so can't say quality without it.
Water is extremely hard
To have more safe and clean water especially soft water for daily use please
Water seems a tad hard in my area
Water is hard. Taste terrible, we have reverse osmosis
Very hard water in my area.

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

San jose water is too hard

Can you tell me what hardness is best for pipes taste? Taste is great especially compared to So. CA. Why? Aeration ground water? Hardness. Tier visa by phone is great.

Very hard water

The hardness of this water vary greatly.

Only drink bottle water. Hard, bad for plumbing

Can't the City do something to reduce hard water and hexavalent Chromium?

Concern about tap water taste and chemicals

Too much clorox in the water - taste very bad

Good organization, good servive, it has very bad taste-too much chlorine. We have to buy drinking water.

Worst tasting water in Bay Area.

Often water seems to have dirt in it and taste

Water is salty

Poor water taste (S.F. water great)

IF BEAUTIFICATION OF THE CITY IS IMPORTANT YOU SHOULDNT PENALIZE GREEN LAWNS. OUR H2O HAS BAD TASTE SEVERAL TIMES IN 2010. YOUR RATES ARE EXCESSIVE. THE TIER SYSTE PENALIZE LARGE LOTS AND PEOPLE WITH LARGE FAMILIES

At times water tastes bad even after running for a few mins.

The smell and taste are terrible

Try to water taste better

Water doesn't taste good and is very hard water. Would like to see a report of drinking safety.

Water does not taste well but not bad at all.

Ground water tastes awful - buy drinking/cooking water

Water taste has a lot of chlorine

Quality and taste in my residence is not good for drinking.

Bad chlorine taste smell even in shower

Bottle water taste a lot better

Water taste very poor

Water taste is below standard (mine)

Water does not taste good. We buy bottle water for drinking we'd prefer to drink tap water

Need to imporve water taste

Do something about taste

Water tastes bad. I buy my drinking water and for cooking

Can't stand the taste of tap water/too much flouride and chlorine

Smell of water is repulsive. Smells like sewer.

Sometime water smell bad

There is like moldy smell which is the same smell I sometimes encounter at CISCO. Don't know if it's because of copper pipe.

Water has a smell. Technician said smelled ok to him. Asked to have it tested was told to have someone test it, checked the test lab recommended and it was \$100 per item tested for. Over \$1000 for a thorough test. Could not afford it. Still not sure

Methane gas smell, did not call- never told the reason.

Requested help smell water

Smelling water

I dont like the smell of water when i turn on in the morning

Smells like bleach

Water smell a little bit strange

Our water smells like chlorine!

Concerns with water smell in upstairs bathrooms- especially in AM.

There seems to be a smell for the tapwater.

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

After showering the water leaves a smell on my hair. Only happened since we moved 3years ago. Not shampoo or conditioner. Also have a sprayer filled with tap to spray on my hair to flatten. Hair smells when water dries.

Water smells

Some mornings it smells like caca

I have noticed a new smell there has not been there before started about 5 months ago approximately. 1857 Macdee ct faucet water bore often then not, has bad odor kitchen and bathroom.

Water smells whenever source switches.

Water pressure decreation over time

Low water pressure Partridge Dr. 95121

The water pressure is very poor. No solution was proposed.

WATER PRESSURE LOW AT TIMES

Low water pressure/rates too high

Pressure in my house and neighborhood is 30-35 psi. We called service. But no action was taken.

Could you increase the pressure. Nikhil Mazwmda 408-274-8723

Water pressure needs improvement.

Low water pressure. High Prices.

No one has contacted me yet. I've called twice left a message and have only heard from San Jose Water Co because at first I called them by mistake (they've been great). Please call me ASAP 408 270-3651. I need my water pressure from main line fixed.

Hadn't any pressure - Fixed

Water pressure is low in twin falls court and never been fixed for the last 12 years

More pressure, too low.

Low water pressure-has gone down over the years, we have new copper piping.

Customer service is poor and unprofessional

Customer service cant help me change my billing to be sent to my address, but instead I only get an email from my bank addressing payment amount +due date.

After tours emergency youre hard to get

Our meter has not been read in months. We made sure no one could read it w/o coming to the door People at counter do not want to be there. They take turns at counter and hate it, it shows. Should have online payments. There is no water discount for low income.

Regarding responsiveness-person never returned call.

Customer service reps are horrible rude inaccurate

2 years ago i recieved a water bill much higher than my usage. It was read (the meter) by drive by. It took many phone calls to get someone to listen to me and come out and read the meter. I had to pay the bill but was subsequently was given a credit

Billing dept is a joke

Bad customer service! Closed down the satellites which made it easier to pay! Typical san jose business attitude! Money always first. People second

Poor performance, customer service.

Simple telephone call to stop service+25 mins on hold. Pacifica Gas & Electric only took 5 mins. This is inexcusable!

2 get black specks in the water. Your people came out and did not solve the problem. My phone is 408 238 8334

Your phone system and wait time is ridiculous. The phone tree just bad form! Waited on phone for 15 min. Or more everytime i have called

Web page was not easy to use. Web support very poor.

Website was a challenge to navigate at first

Your system is only pc compatible- i own a mac!

CSJ - online inconsistent

More info on pmt options and ways to conserve/specific uses of water of specific types of plants.

We never got a payment options when requested because of hardship &dead in family. People with those burden would be helped thanks. Broken water pipe happens always-fixed by us-request but water bill did not get lower.

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

Billing is very vague, more explanations (clearer detail) would be helpful.
Your payment date is really bad time due. Should be towards the end as with most sves
Do not like combining water bill with garbage bill
Need to have more location to pay your bill w/o incurring a service fee
Payment due date is not consistent! Can cause late payment
The only thing i don't like is that water bills and city garbage and recycle has from combine in the statement. It seems that recycle garbe is paid as one ahead of time. I would prefer seperate date billings
I do not agree with every 2 months billing.
How billing cycle not every month?
Cost little high
Try to save water but overcharged all the time compare to other areas.
Rate too high
Too expensive in SJ. How come santa clara water are cheaper?
Why dont you look for new sources of water instead of constantly raising rates!
Utilities cost too high. Milpitas has better rate.
Water prices way too high!
As a senior & not gainfully employed, cost of service is a big part of income. The system should reduce cost and expenses by all means.
Water bills higher than electricity + gas!! \$650 for two months!! Very very very high water rates you say conserve water and you increase hate because your revenue is down
Unemployed, denied discount
The rates are way too high!
We call pipe broke and my bill was to high
It's getting to be expensive
Is there discount for low income?
Water rate is high
Poor customer service; water/garbage prices too high!!
Rate should be reviewed - maybe lower?
Too much for cost to read meter
Not happy about rate increases
You charged too much for water
The price is to hight.
Rate is too high the water taste is bad & recent contamination with chromium 6 is not acceptable
Cut salaries, water getting too expensive.
Price keeps going up.
Cost of h2o and i have to filter the h2o in my home
Very high rates. Bad service
Water cost too much
You prices are way too high!
Why have prices not decreased given the amount of available water?
The price is too high
Stop going up on the water bill
Please do not increase water rates
Concerned about very high water bill
The water cost is too high
Bill is too high need to get done some improvments to control raising prices.
Lower rates
No matter what i do, my water allowance is too little for my family water bill is always expensive
I like to see my bill lower
Rates are ridiculously too high for our needs
Why do we pay more for water than we pay for pg&e

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

The price you charge for water here in Silicon Valley is criminal

Bill too high!

Good service but overpriced.

Cost of water is too high

Too expensive

Lately i been getting bigger bills i don't know the reason. Thanks Roberto Lizarraga 4086678391

Water rate is so expensive!

You raised prices every drought. But never reduce when drought is over. You need to lower rates and cut salaries and have lay offs like all the other companies and government agencies.

Rates raised too much!

Why is so expensive if you use more than your allocated?

Too expensive

ON S.S. INCOME CAN YOU HELP ME AND MY FAMILY PAY THE BILL. THANK YOU.

Water cost too much

We pay too much- I can't believe what we pay for water.

Water too expensive!

Plenty of water and you change-Too much

Lower price or stop raising rate.

Rates are out of sight

Monthly service fee is too high. More incentive to conserve water

Water costs too high

SJMWS NEEDS TO DO A BETTER JOB AT CONTROLLING INTERNAL COST SO NOT TO CONTINUE TO PASS UNNECESSARY SPENDING TO THE CONSUMER

Rates too high dramatic increase over past years, Redeuce Rates!

Too much service fee, res

Stop using high priced consultants. Reduce pensions! Water fees are too high! Reduce yoour cost structure!

Bill accuracy too high big jonchos making 250.000 grand outrageous isn't?

OUR WATER BILL IS TOO HIGH COMPARED TO NEIGHBOR WITH MORE PEOPLE

It is funnel water is really expensive please have some elpyee help people with plants.

Water pipes have thick black residue that builds up over time. Water filter tube has to be cleaned out every few months or so due to this build up. Makes us very concern re: water quality! 408-221-4260

Did you test any cancer causing component in water?

Quality is not good

Due to current news, we want safe water please.

Disappointed need the recall negative h2o quality comments in the paper

TOO MUCH BLEACH IN WATER

You should be providing info about as reported in newspapers

I am concerned about the contaminants in our water. Is anything being done about it? Or is it going to be a secret what we are getting in our drinking water? Can we trust the S.J. water system?

Clean our water

Based on recent press - is our water safe to drink?

Too much polutes

Very disturbed about aditives to the water

Water has high rates of carcinogens

Se dice que el agua esta contaminada.

In the list of cities with safest drinking water San Jose is #84. What is being done to improve the quality?

The water may make me ill and die but you charge me on time!

Any filter that is "NSF Certified" to "reduce chloramines" only has to reduce it by 20% thats not enough!

We bought an 8000\$ whole-house filter with 5 cubic feet of activated specialized carbon and its still not enough!

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

For the price we pay we should have safe, good, tasty drinking water free of gasoline additives and cancer producing chemicals

San Jose 5th worst because of a cancer agent. Will not drink water

Check quality please

Why are there dangerous metals, pesticides, and pollutants in the water?

I used the water tester, compare to other city, my water is the worst, that makes me spend more water through our reverse osmosis system, more waste water.

I'm very unhappy with the fluoride content in our water. I don't want to have this toxic-Please do whatever possible to get it removed.

I buy drinking water tap unsafe

Water Quality should be improved.

Main concern is safety of water to drink

Very concerned re: recent articles re: San Jose water quality

I pray that our water is safe for everyone.

Please keep us posted on chemicals found in our water

YOUR WATER QUALITY IS SO BAD, WE ARE USING BOTTLED WATER

I would really like to be able to drink water straight from the faucet. Thank you!

Don't know how safe our water is

WORRIED ABOUT THE QUALITY OF SJ WATER

HOPE THAT WE'LL HAVE ACCESS TO KNOW/SEE ONLINE THE QUALITY OF WATER WE GOT. FOR EXAMPLE, IS IT FLUORIDATED? THANKS

THE WATER IS NOT DRINKABLE

You should compare usage this year with last year per pay period. Send us a letter assuring us of water quality. San Jose didn't vote very well....

Chemicals purification should be done for tap water to be safe to drink.

You did not inform us about recent water safety fi

No unhealthy chemicals into water please.

Mercury in the water?

Too many chemicals & I have no pressure - I hate this! If you live here in America, English is our language speak it or go back where you came from!

Recent report of cadmium is concerning

Worry about level of mercury in SJ water according to world news

Would like to pay by visa (credit card)

Support credit card payment options.

Need to take payment by credit card

Interested in credit card payment option

Can you please add a payment option to pay with my American Express cc? Thank you.

Change payments to my credit card

Pay by credit card option would be nice

I travel extensively. It seems that I'm threatened with shutoff before I even process the bills.

When behind on a bill less than one hundred & pay half if short you still shut off, some understanding would be nice or even staying open longer.

When I first moved in 1.5 years ago, water was turned off as I was not aware that I had to pay before.

This was really inconvenient. PG&E keeps power for few weeks. Why water, which is cheaper, can't be kept for few days?

If you don't receive payment in time there should be a grace period because you start charging fees.

No mercy shown/given on unnoticed leaks/breaks during vacation

Water company doesn't have payment plans, sometimes it's hard to pay bills in fall

Late fees charged to seniors should stop. For being a few days late when bill is paid every month.

How much money do you waste with these mailers?

New guy to billing-no visit was needed. How much of our tax money did this silly survey cost? Are you an elected individual? Just curious. .

Don't waste money on meaningless surveys.

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

Why don't you offer discount rate for elderly, just like city of San Jose???

Do you have a program for retired Senior Citizens? I'm 66, cans young wife-63 Grandpa living with us 91 year young Viet-Nam Vet my self W.W.II Vet Grandpa. 3624 Woodley Drive, San Jose, 95148

Over the years, any conservation plans (eg. "water bank") were hazard or non-existent. For example, "reduce water use by 10 gallons" not taking into account the absolute # gals. Used. In other words, it rewarded the people who used hundreds of gals.

Need more incentives for business to water landscaping with the "purple pipe" recycled water! I don't like subsidizing their lawns!

More incentives for conservation. Take AMX card.

Maybe a phone message & conservation tip - leave a message

I would like to see an incentive for installing a circulation pump which provides almost on demand hot water to all faucets by placing one unit at the faucet farthest from the sink. An unbelievable amount of water would be saved.

Should be incentive to reduce usage

I don't like the fact that I am using as little as possible for day to day needs and you want me to conserve even more!! A neighbour has water running down the gutter and you don't ask them to stop.

NO CREDIT FOR WATER CONSERVATION

MORE INFO FOR CONSERVING WATER IE. LANDSCAPE OPTIONS

Very weak and inconsistent on water audit, practical water conservation techniques, customer phone assistance on some topics. Discouraging.

Payment posted to another account, not mine!

Bill monthly instead of add 2 bills together to get more money

Do you really care? Should be billed each month not every 2 months. Very difficult to pay every 2 months when we are on a fixed income and Seniors! Also Senior discount needed!

I have no knowledge that a conservation incentive is being offered

How can you help me save more water and money?

Not aware of conservation initiatives

I like the opportunity to have someone come out to give conservation tips.

What is being done to procure more clean water? Prices keep going up, but I see no progress being made on new safe sources. What is being done about hexavalent chromium?

CONVERTING TO DROUGHT-TOLERANT LANDSCAPE IS TOO HARD/UNCERTAIN/CONFUSING

Too many tiers in billing prices!!!

Tier structure for billing is confusing for usage. Use a flat rate

Baseline for water should increase depending on # of people and size of property.

When a break in a house/lawn should happen customers shouldn't have to pay at the high tiers

I have a big yard and 5000 sq ft home I need you to allow me more gallons for month 3964 country vista court w/ out up charge

Tier 1 and 2 consumption limits too low.

Why residents of single family home charged significantly more for the water? While those in apts/condo/businesses is charged a lot less? Seems like certain zip codes are costly because of location, no incentive to conserve usage.

I don't think your tier rating is fair or justified

Why do some of my immediate neighbours have more water allocations than I do???

I own a house with a large yard. I don't like the way we get penalized for having a large yard. We pay more per gallon the more we use!! Not Fair!!

Too many tiers and rate is so high.

Need more allotments in summer!

I would like to make online payments, not mail check.

Online payment available?

When can we pay online?

Your online billing option hasn't been working. Need to remove chromium-6. Include in your water report. Asked Mayor Reed and councilman Herrera to help.

Would be nice if you offered auto bill pay, I pay all my bills with auto pay except water.

Need a way to pay bills online.

VERBATIM OPEN-ENDED COMMENTS – NEGATIVE (continued)

Set up online billing/payment process.

Can you have a easier on-line payment service. Thanks

You are an invisible public service- keep it that way- dont sell out to private provider

Do not switch over to san jose water work. "stay" san jose municipal water system

Please Do Not privatize the water service

Dont sell h2o system

We love our water service. Don't sell them!

Need recycled water for garden

Find out how you can make non potable water available for lawns and gardens at a reduced rate.

Floride content?

Is these stuff added to the water? Flouride?

No Fluoride - It's Poison. Has never been proven to help Cavities & causes Cancer, etc.

Floride is toxic and harmful reported by tv channel 2 on jan 7, 2011.