

2015 RESIDENTIAL CUSTOMER SURVEY



Lea Knight, FBK Research (206.369.4636)

and

Laurel Andrews, Senior Economist, Economic Services, SPU

April 2016

Table of Contents

Table of Contents	1
Chapter 1: SPU Residential Survey Executive Abstract	4
Survey Objectives with Highlights.....	4
Satisfaction with SPU Utility Services.....	4
Experiences Contacting the City’s Utilities.....	5
Performance of Customer Service Representatives	5
Problems in the Neighborhood.....	6
Communications Strategy	6
SPU’s Mission	6
Special Topics of Interest in 2015	7
Recommendations	7
Continue with the mail survey methodology pioneered by Dr. Dillman	7
Increase the sample size for people of color	7
Increase engagement with those who do not pay a SPU bill.....	7
Increase awareness of SPU’s messages	7
Chapter 2: SPU Residential Survey Background, Objectives and Method Updates	8
Study Background	8
Study Objectives.....	8
2014-2015 Methodology Updates	8
2014 Residential Telephone Survey	10
2015 Residential Mail Survey	10
Chapter 3: SPU Residential Survey Summary Highlights With Results Over Time	12
Overall Findings for 2011 and 2015	12
Opinions about SPU and Experiences with SPU.....	14
Recent Contact with the Utility.....	15
Overall Results.....	15
Customer Effort.....	17
Contact with Customer Service Representatives	19
Problems in the Neighborhood.....	20
Strategic Communications Plan	21

Pollution in Puget Sound.....	23
Chapter 4: SPU Residential Mail Survey Methodology.....	24
Survey Design.....	25
Mail Questionnaire Pretest.....	26
Mail Survey Sampling and Data Collection	27
Respondent Characteristics and Weighting.....	30
Reporting Conventions	32
Limitations.....	33
Chapter 5: SPU Residential Survey Mail Survey Results	35
Validation of Residence	35
Opinions about SPU and Experiences with SPU.....	35
Satisfaction with SPU Services	37
Recent Contacts with the Utility	39
Customer Effort.....	42
Satisfaction with Customer Service when Contacting the Utility	45
Satisfaction with Customer Service Representative (CSR) when Contacting the Utility	45
Problems in the Neighborhood.....	49
Strategic Business Plan.....	52
SPU’s Promise	53
Communications Strategy.....	54
Pollution in Puget Sound.....	56
Special Topics of Current Interest.....	56
Preferences for Timing of SPU Bills	56
Interest in Free Curbside Pick-up of Reusable Items	59
Awareness of Composting Requirements and Behaviors with Food Waste.....	60
Expectations for Restoring Water Service Following a Disaster or Emergency	64
Chapter 6: Methodology for Race Analysis.....	66
Reporting Conventions	67
Chapter 7: SPU Residential Mail Survey – Analysis by Race	69
Summary Highlights	69
Detailed Findings by Race	71
Opinions about SPU and Experiences with SPU.....	71
Satisfaction with SPU Services	73

Recent Contacts with the Utility	73
Satisfaction with Customer Service when Contacting the Utility	75
Satisfaction with Customer Service Representative when Contacting the Utility	76
Problems in the Neighborhood.....	79
Strategic Business Plan.....	80
SPU’s Promise.....	80
Communications Strategy	81
Pollution in Puget Sound.....	82
Preferences for Timing of SPU Bills	83
Interest in Free Curbside Pick-up of Reusable Items	85
Awareness of Composting Requirements and Behaviors with Food Waste.....	86
Expectations for Restoring Water Service Following a Disaster or Emergency	88
APPENDIX A: RESIDENTIAL MAIL SURVEY	90

Appendices (in a separate document)

Appendix 1: SPU Residential Telephone Survey Results

Appendix 2: SPU Residential Mail Survey Materials

Appendix 3: SPU Residential Telephone Survey Materials

Chapter 1: SPU Residential Survey Executive Abstract

Between February and April 2015, Seattle Public Utilities (SPU) collected responses from a randomly selected sample of 1,163 Seattleites. A study of similar scope was conducted in 2001, 2003, 2005, 2007 and 2011.

Data collection methods have changed over the years to incorporate industry best-practices. In 2015, the data collection used Dr. Dillman's Tailored Design method, with survey responses collected through the USPS. The response rate of 55.4% was significantly higher than what has been achieved in prior years (12.2% in 2011). We also oversampled to obtain additional information about non-white races.

For questions that are tracked over time, this survey showed that little has changed between 2011 and the 2015 survey. In addition to the changes shown below, performance of customer service representatives increased on three of the four attributes measured in this survey.

The five objectives of this research along with SPU's performance are shown below:

Survey Objectives with Highlights

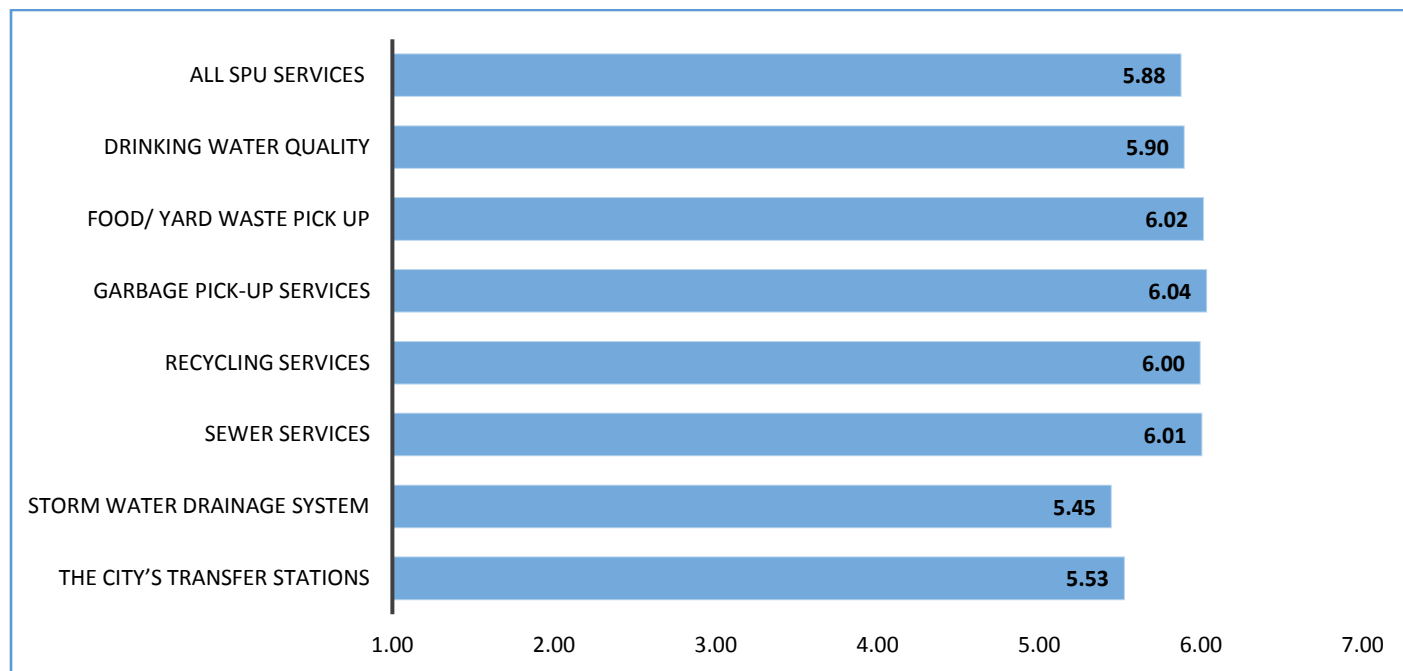
Service Satisfaction	<ul style="list-style-type: none">•Average satisfaction across all services is 5.9 (7-point scale)•Only one change since 2011, transfer station score is lower
Customer Contact	<ul style="list-style-type: none">•Contact initiation went up to 38% in 2015 (from 27%)•Whites and Asians prefer making contact via the web
Delivering on the Promise	<ul style="list-style-type: none">•Average performance rating for the SPU mission is 5.64
Communication Strategy	<ul style="list-style-type: none">•On 4 of 5 statements, SPU rates above 5.4•Significantly lower, the average "loyalty" score was 4.9
Special Topics	<ul style="list-style-type: none">•Key highlights are provided in the chart below

Satisfaction with SPU Utility Services

The findings in 2015 show that overall satisfaction with SPU services are the same in 2015 as they were in 2011 with the exception of transfer stations, where satisfaction declined. The chart below presents the average satisfaction rating based on a seven-point scale.

- Satisfaction with garbage, recycling and food and yard waste pick-up services is significantly higher among those who are 55 years of age or older.

Satisfaction with SPU Services



How satisfied are you with these services? (7-point scale where 7 means extremely satisfied and 1 means not at all satisfied.)

Experiences Contacting the City's Utilities

The 2015 survey showed the following findings:

- Contact initiation has increased from 27% to 38% in 2015.
- Whites and Asians prefer initiating contact using the website. Blacks prefer the telephone.
- Five questions were asked to assess the level of customer effort when contacting SPU customer service. Responses ranged from 5.09 to 5.82.

Performance of Customer Service Representatives

Customers rate the performance of customer service representatives significantly higher in 2015 on three of the four statements included in the survey:

1. Making people feel confident that the inquiry would be addressed;
2. Solving problems in a timely manner; and,
3. Following up promptly if necessary.

One question from the telephone survey of interest in this section is the level of satisfaction with how the customer's contact was handled¹. Overall, three-quarters of those who recently contacted the Utility (76%) said they were satisfied with the way their contact was handled.²

¹ This question was excluded in the mail survey to make room for more questions on special topics.

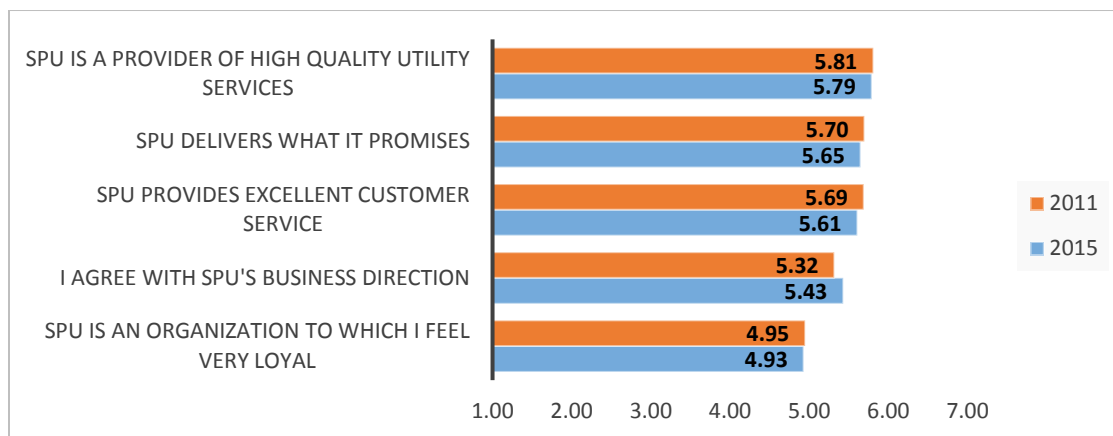
² The telephone survey, described in Appendix 1, was conducted to provide a basis of comparison with the new method of conducting the survey by mail.

Problems in the Neighborhood

- Between 2011 and 2015 there are no changes in the percentage of people identifying graffiti or drainage as a major problem.
- Although question wording changed there is strong evidence that no change has occurred in the percentage of people identifying litter or illegally dumped materials as a major problem.

Communications Strategy

- There are no significant differences between 2011 and 2015 in the way SPU is rated on the five statements used to measure perceptions about SPU.
- Perceptions on four of the five statements are above 5.3.
- Loyalty is lowest at 4.93.



Please rate the extent to which you agree or disagree with these statements. (7-point scale where 7 means strongly agree and 1 means strongly disagree.)

SPU's Mission

Customers were asked to rate SPU's performance on our mission: Providing efficient and forward-looking utility services that keep Seattle the best place to live.

- The average performance rating was 5.64 using a seven-point scale.
- Females and those who are 55 years of age or older give higher ratings than their counterparts.
- From the combined sample (chapter 7) those who are white only and Black only rate SPU significantly higher than do those who are Asian only (5.74 and 5.81 versus 5.51).

Special Topics of Interest in 2015

The 2015 survey included four special topics of current interest to SPU.

Billing Cycle	<ul style="list-style-type: none">•Half prefer bi-monthly billing
Curbside Pick-up of Reusable Items	<ul style="list-style-type: none">•92% said they'd use it at least once a year•Average annual usage is 4.16 times
Food Waste Composting	<ul style="list-style-type: none">•91% know it's banned from the garbage•33% place all their food waste in the cart or compost it
Emergency Stored Water & Recovery of Water Service*	<ul style="list-style-type: none">•60% have stored one gallon or less per person•45% expect recovery in three days or less

*For an emergency where a severe earthquake damaged major roadways and bridges and caused loss of water and power.

Recommendations

The following are recommended considerations for future Residential Customer Survey research

Continue with the mail survey methodology pioneered by Dr. Dillman

This approach resulted in a response rate of 55.4%, much higher than the 12.2% response rate achieved in 2011. It is recommended that this same approach is considered in future years or any time it is important to have confidence in the accuracy or the data. This method also offers a relatively inexpensive way to increase sample sizes.

Increase the sample size for people of color

This survey was successful in obtaining additional observations for people of color when compared with the 2011 survey. Nevertheless, it was difficult to identify significant differences between races. For the next survey consider collecting information from enough non-white customers so that, in many cases, differences will be significant.

Increase engagement with those who do not pay a SPU bill

Responses from those who do not receive a bill from SPU (renters, multi-family dwellers) were disproportionately low. We discovered a lack of engagement when qualitatively testing the survey. While we weighted the data to compensate for the lower response rate from these subpopulations, it is recommended that an exploration be made of ways to connect and engage with these groups.

Increase awareness of SPU's messages

Five questions were asked to assess SPU's communications strategy. For those who answered the average score exceeded 5.3 with the exception of loyalty to SPU. However, some customers were not able to answer the questions suggesting an opportunity for education and outreach.

Chapter 2: SPU Residential Survey Background, Objectives and Method Updates

Study Background

Seattle Public Utilities (SPU), a department of the City of Seattle, values customer input about its services. SPU has surveyed its customers in 2001, 2003, 2005, 2007, 2011 and now in 2014-2015. The results are used as part of SPU's performance management program by tracking how well the utility is meeting the needs of residents. The survey also provides information on special topics identified as relevant in the survey year.

This report is organized in seven chapters plus Appendices:

- Chapter 1: Executive Summary
- Chapter 2: Background, Objectives, and Method Updates
- Chapter 3: Summary Highlights with Comparison Over Time
- Chapter 4: Mail Survey Methodology
- Chapter 5: Mail Survey Results
- Chapter 6: Methodology for Race Analysis
- Chapter 7: Mail Survey – Analysis by Race
- Appendix 1: Telephone Survey Results
- Appendix 2: Mail Survey Materials
- Appendix 3: Telephone Survey Materials

Study Objectives

Consistent with prior years, the five primary reasons to conduct the survey are to:

1. Compare how well SPU is doing at providing services to its customers;
2. Understand the customer experience when contacting SPU;
3. Gather information on customer perceptions regarding how well SPU is performing on its Mission.
4. Monitor how well SPU communicates with its customers; and,
5. Explore special topics of current interest.

2014-2015 Methodology Updates

When conducting consumer research, Seattle Public Utilities has elected to review and revise its methods based on the behaviors and communication preferences of its target audiences. In 2001, 2003,

2005 and 2007, when most every Seattle household had a hardwired landline telephone, Seattle Public Utilities' Residential Survey was conducted using a telephone-based sampling frame.

When designing the 2011 methods, SPU recognized that consumer communication preferences had changed. Significantly fewer Seattle households had a hardwired landline telephone, and significantly more individuals preferred to communicate using a cell phone. The sampling and data collection methodology was therefore changed from a Random Digit Dialing (RDD) telephone survey to Opinion Research Corporation's (ORC) CDP Sampling™ process. For details about the CDC sampling process used in 2011 please refer to the 2015 mail survey methodology section where the transition from 2011 to 2015 is described. The 2011 method of using multiple modes for data collection (telephone and online) was intended to compensate for the reduction in number of hardwired landline phones and increase the response rate. Unfortunately, compared to that achieved in prior years, this hybrid methodology did not increase the response rate to the survey.

In 2015, SPU again updated its methods to reflect the changing times. With the continued decrease in the number of households with hardwired landlines, the decline in the number of people willing to participate in telephone surveys, and the continued importance of achieving high response rates, SPU elected to update its approach to the latest best-practice standard in the industry. This best-practice standard is the one most likely to achieve the highest response rates and provide valid and reliable data for use by utility staff and management.

The sampling and data collection methodology used for the 2015 research followed the work pioneered by Dr. Don Dillman. This method calls for the use of an address-based sample, and the mailing of a cover letter, survey, return envelope and small incentive to the residents selected. A detailed description of the method can be found in the section describing the methodology for the 2015 survey. The response rate achieved was well above expectations at 55.4%.

The 55.4% response rate achieved is a significant improvement over the response rates achieved using the 2011 mixed-mode methods (12.2%). As the table below shows, response rates for other modes used in previous years have been consistently lower than the 2015 method.

Year	Method Description	Response Rate
2015	Tailored Design Method	55.4%
2011	Mixed-Mode Method	12.2%
2007	Telephone Method	26.2%
2003	Telephone Method	42.7%

Research literature shows that the way consumers respond to questions may change depending on how they are asked to complete a survey. Changing methodologies can create challenges when tracking answers to specific questions over time. Since one of SPU's objectives is to track performance metrics, a telephone survey was conducted in 2014 to help understand any changes in ratings that might result from a change in data collection methods (See Appendix 1 for the telephone survey findings). The 2014 telephone survey used a telephone-based sample much like that used in 2001, 2003, 2005 and 2007. Although it is not identical to the methodology used in 2011, SPU decided that it was a cost-effective

approach to providing sufficient information to determine whether results that are different in 2015 are due to a change in methods or a change in perceptions, opinions and/or behaviors.

In most cases results from the 2014 telephone survey and 2015 mail survey are statistically similar. Thus, we can proceed in the future with the mail survey and have confidence that the results can be tracked to previous surveys.

Some results in this report compare those living in single-family homes to those living in multi-family homes. Multi-family homes are defined as any type of structure that is not single-family, so it includes duplexes, tri- and four-plexes, buildings with five or more units and any other description provided that was not a description of a single-family home. This is the same definition as was used in earlier years.

2014 Residential Telephone Survey

A total of 400 telephone interviews were conducted with people living in Seattle who have either a landline or a mobile phone. Fifty-eight percent (58%) of the interviews were conducted using the respondents' mobile phone and 42% were conducted using a landline. More information about the methods employed and those who participated can be found in the Telephone Survey section in the appendix to this report.

2015 Residential Mail Survey

A total of 1,163 mail surveys were returned from 2,500 randomly selected households in Seattle. Anyone with a unique mailing address was included as part of the sampling frame. The response rate, which is calculated by dividing the number of usable returned surveys by the number of households that actually received a survey packet (which is less than the number mailed because of undeliverables) was 55.4%. The results from this study will be considered the baseline against which future studies will be compared. More information about the methods employed and those who participated can be found in Chapter 2. In this report, reference to "2015" or to the "2015 Mail Survey" describe results from these 1,163 returned surveys.

A total of 429 mail surveys were returned from an oversample of 1,000 randomly selected households in Seattle census tracts identified as racially diverse. The purpose of including this supplemental data is to augment the sample sizes for all races in order to afford more robust analysis by race. In Chapter 7 the results of the analysis comparing racial groups are discussed. In this report, reference to "Analysis by Race" describes results from these 429 oversample responses combined with the 1,163 mail responses, for a total sample size of 1,592.

Samples sizes for each of the race groups are:

- White only (not mixed race), 1,061
- Black only (not mixed race), 90
- Asian only (not mixed race), 194

- Other race only (not White, Black, Asian or mixed race), 38
- Two or more races (mixed race), 67
- Refused, 142

Within the Asian only group, the subgroups include Chinese, Vietnamese, Filipino and Japanese. Since these sample sizes are very small it is not possible to discuss statistically significant differences.

In addition to race analysis, the survey asked respondents if they identify as Hispanic. Analysis was also completed based on the group of 64 people who identify as Hispanic.

Where sample sizes are small (other race only, two or more races, Hispanic) the data is often not robust enough to find or have confidence that differences are statistically significant.

Chapter 3: SPU Residential Survey Summary Highlights With Results Over Time

This chapter highlights key findings from the 2015 Mail survey and compares 2015 results with results from prior years. Question results are shown for the years in which the question was asked.

Results that show statistically significant differences between years are noted as being “significant.” Those results not described as significant are statistically on par with results from prior years.³

Overall Findings for 2011 and 2015

This survey showed that little has changed over the past two surveys, between 2011 and 2015. The differences between 2011 and 2015 are:

- Satisfaction with transfer stations declined in 2015, satisfaction with all other services remained statistically on par.
- The share of customers who contacted the city’s Utilities increased from 27% to 38% in 2015.
- A higher percentage contacted Seattle City Light in 2015 (16%) compared with 2011 (8%). No significant change occurred for SPU.
- Customer Service Representative performance increased on three attributes:
 - Making you feel confident that your inquiry would be addressed.
 - Solving your problem in a timely manner.
 - Following up promptly if necessary.

³ Statistical significance means that the difference is large enough to be unlikely to have occurred due to chance or sampling error. The probability level for determining statistical significance is less than or equal to 0.05.

Survey Objectives with Highlights

Service Satisfaction	<ul style="list-style-type: none">•Average satisfaction across all services is 5.9 (7-point scale)•Only one change since 2011, transfer station score is lower
Customer Contact	<ul style="list-style-type: none">•Contact initiation went up to 38% in 2015 (from 27%)•Whites and Asians prefer making contact via the web
Delivering on the Promise	<ul style="list-style-type: none">•Average performance rating for the SPU mission is 5.64
Communication Strategy	<ul style="list-style-type: none">•On 4 of 5 statements, SPU rates above 5.4•Significantly lower, the average "loyalty" score was 4.9
Special Topics	<ul style="list-style-type: none">•Key highlights are provided in the chart below

The survey also asked customers about topics of particular interest to SPU management. The results are summarized below.

Special Topics of Interest in 2015

Billing Cycle	<ul style="list-style-type: none">•Half prefer bi-monthly billing
Curbside Pick-up of Reusable Items	<ul style="list-style-type: none">•92% said they'd use it at least once a year•Average annual usage is 4.16 times
Food Waste Composting	<ul style="list-style-type: none">•91% know it's banned from the garbage•33% place all their food waste in the cart or compost it
Emergency Stored Water	<ul style="list-style-type: none">•60% have stored one gallon or less per person
Recovery of water service*	<ul style="list-style-type: none">•45% expect recovery in three days or less

*For an emergency where a severe earthquake damaged major roadways and bridges and caused loss of water and power.

Opinions about SPU and Experiences with SPU

The following table shows the average score for each of these services between 2001 and 2015. Scores in bold blue underlined type indicate ones that are significantly higher compared to results from the prior year's study (the column immediately to the left). Scores in bold red type indicate ones that are statistically lower than the prior year's study (the column immediately to the left).

Q3: How satisfied are you with these services?	2001	2003	2005	2007	2011	2015
All SPU Services (avg. of averages)	5.79	<u>5.96</u>	5.90	<u>6.05</u>	5.93	5.88
The city's water supply	5.70	<u>6.02</u>	<u>6.31</u>	<u>6.45</u>	6.16	⁴ --
Garbage pick-up services	5.98	5.65	<u>6.09</u>	<u>6.27</u>	6.00	6.04
Food and yard waste	--	5.70	5.78	<u>5.98</u>	6.09	6.02
Recycling services	6.03	6.14	6.05	<u>6.14</u>	5.98	6.00
Sewer services	--	5.31	<u>6.23</u>	<u>6.33</u>	5.97	6.01
Drinking water quality	5.47	<u>6.39</u>	5.63	<u>5.97</u>	5.95	5.90
The city's transfer stations	--	--	5.52	5.63	5.76	5.53
Storm water drainage system	--	6.31	5.50	5.54	5.32	5.45

7-point scale where 7 means extremely satisfied and 1 means not at all satisfied.

Bold blue underlined type indicates a significant increase in satisfaction between the current year and prior year and bold red type indicates a significant decrease in satisfaction.

Comparing the results of the 2015 mail survey to the 2011 telephone survey, the results are remarkably similar. The only difference is a decrease in satisfaction with the city's transfer stations. Because Seattle's North Transfer Station was closed for remodeling at the time of data collection, this decrease in satisfaction may be explained, at least in part, by the limited access.

The wording of the question about drinking water was changed in the 2015 mail survey from satisfaction with "drinking water quality" to satisfaction with "drinking water from your faucet." Because of the wording change, it is inappropriate to compare results from 2015 with the previous years.

Looking at satisfaction by Seattle neighborhoods (as defined by census block using the same methods as used in 2011), satisfaction with services are similar for the most part. Residents in Ballard are significantly more satisfied with their garbage, food and yard waste pick-up services (6.27 and 6.31 respectively) than are residents in Downtown (5.72 and 5.77 respectively), Duwamish (5.75 and 5.59 respectively) and West Seattle (5.91 and 5.97 respectively).

⁴ The question regarding the city's water supply was removed in 2015 because there were concerns about customers' ability to consistently interpret the question the same way. This change was made in consultation Water Line of Business staff.

Those living in Northwest Seattle are significantly less satisfied with their recycling services (5.72) than are residents in Ballard (6.16), North Seattle (6.16) or Northeast Seattle (6.14).

Residents in Ballard are significantly more satisfied with their drinking water (6.15) than are residents in the Downtown area (5.59) or in North Seattle (5.56). Capitol Hill and Northeast Seattle residents (6.06 and 5.98 respectively) are also significantly more satisfied with their drinking water than are those in North Seattle (5.56).

Satisfaction with the city's dump or transfer station in South Seattle is significantly higher among those in Southeast Seattle (6.02) compared with those living in Ballard (4.99), Capitol Hill (5.29), Central Seattle (5.23), North Seattle (5.10), Northwest Seattle (5.40) or Queen Anne/Magnolia (5.08). These results make sense given the temporary closure of the North Seattle Transfer Station for a major remodel at the time of data collection.

Recent Contact with the Utility

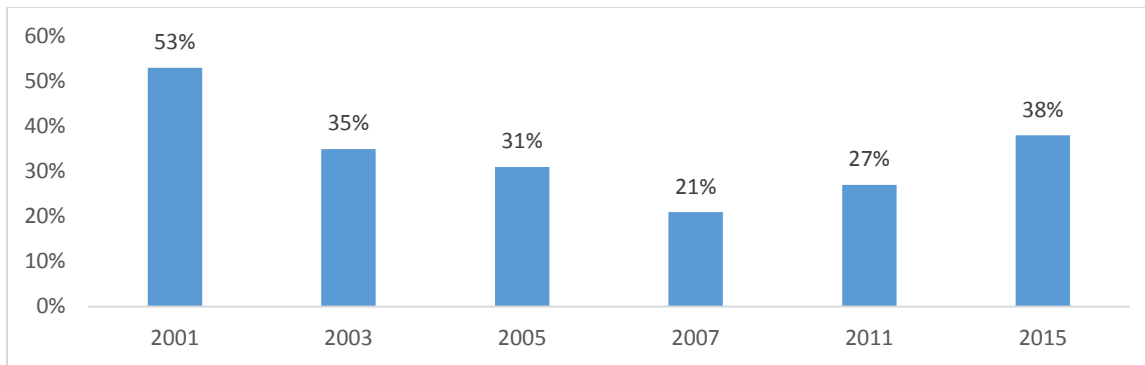
Overall Results

In the telephone survey conducted in 2001, 2003, 2007 and 2011 respondents were asked whether they had contacted the City's utilities with a question or problem about their electric, garbage, recycling, drainage, water or sewer service in the past 12 months.

In the 2015 mail survey the question wording was changed to "During the past 12 months, have you either contacted the City or visited the City's website?" This change was made to be more explicit about including a website visit as a contact.

As the chart that follows shows, about one-half (53%) of respondents said they had contacted the City's utilities in 2001. In 2003, there was a significant decline in the percentage saying they had made contact (35%). Between 2003 and 2011 there was very little variation, with about one-quarter to one-third each year saying they've contacted the City's utilities in the past 12 months. In 2015, this percent increased significantly to 38% who either contacted the City or visited the website. Being more explicit about including a website visit as a contact likely contributes to the significant increase in 2015.

Q17: During the past 12 months, have you either contacted the City's utilities or visited the Utility's websites? *

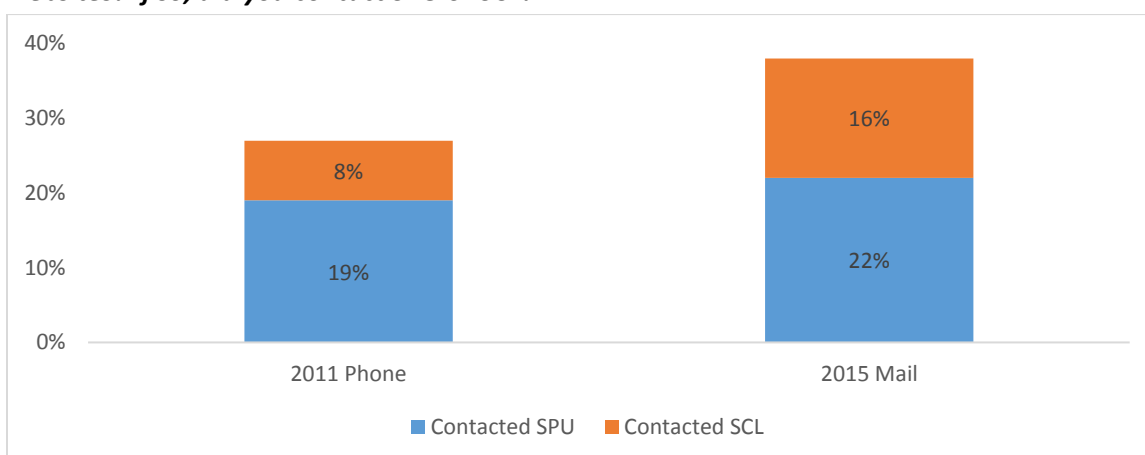


* Question wording changed in 2015 to “During the past 12 months have you either contacted the City or visited the City’s website?”

Those who reported they had contacted the City’s utility were asked whether they contacted Seattle City Light (about electric service), Seattle Public Utilities (about their drinking water, sewer and drainage services, garbage, recycling, food and yard waste services), or whether they contacted some other department.

In 2011, among the 27% who had contacted the City’s utilities in the past year, 72% reported contacting Seattle Public Utilities and 28% reported contacting Seattle City Light. Converting this to reflect the total households, in 2011, 19% of respondents contacted SPU and 8% contacted SCL in the past 12 months. Comparing 2011 to 2015, the results are similar for contact with SPU but different for contact with SCL. With the change in wording in the 2015 mail survey, the same percentage of the sample said they contacted SPU (22% in 2015, compared with 19% in 2011), and a significantly higher percentage of households said they contacted SCL (16% in 2015, compared with 8% in 2011).

Q17: During the past 12 months, have you either contacted the City’s utilities or visited the Utility’s websites? If so, did you contact SPU or SCL?



Customer Effort

The Customer Service Branch has several attributes on which it measures performance. In the 2015 mail survey people who had contacted the City's utilities or visited the website were asked to use a seven-point scale to rate the extent to which they agreed or disagreed with these five statements (asked in this order):

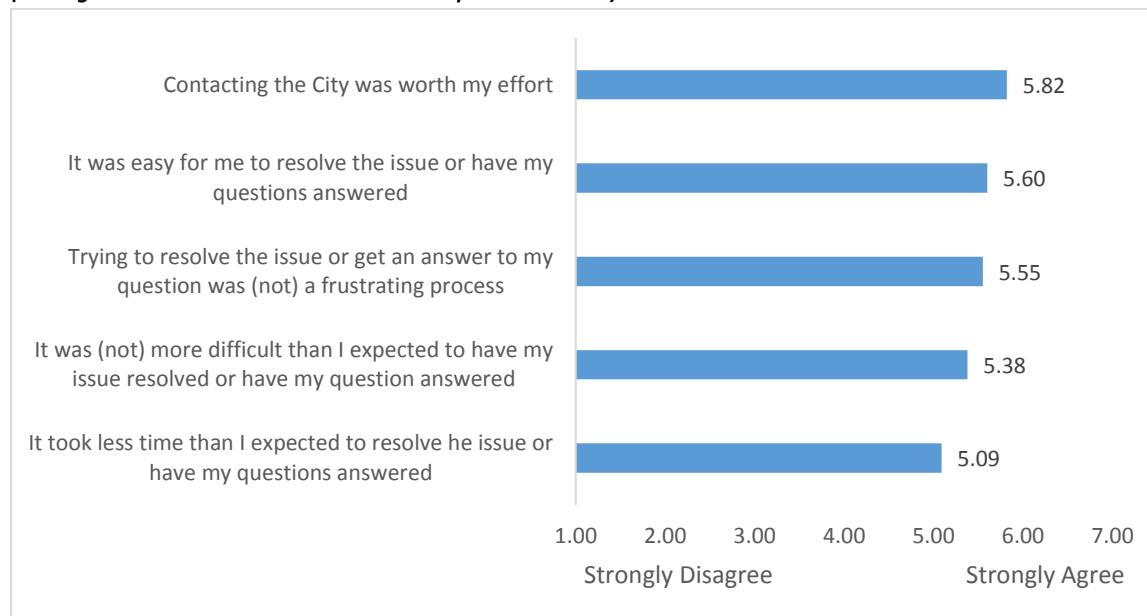
1. Contacting the City was worth my effort;
2. It was easy for me to resolve the issue or have my questions answered;
3. It took less time than I expected to resolve the issue or have my questions answered;
4. It was more difficult than I expected to have my issue resolved or have my question answered;
and,
5. Trying to resolve the issue or get an answer to my question was a frustrating process.

A value of seven indicates that respondents strongly agree with the statement and a value of one indicates they strongly disagree. The first three statements (listed on the previous page) are phrased in a positive light, while the last two statements are phrased in a negative light. Responses to the two negative statements have been reversed or flipped, so that, for all five statements, the higher the average satisfaction rating the better the performance.

As the chart below shows, across all attributes, Seattleites are satisfied with the process of resolving questions or issues.

Q21: Do you agree or disagree with these statements?

(Among those who contact SPU or SCL in the past 12 months)

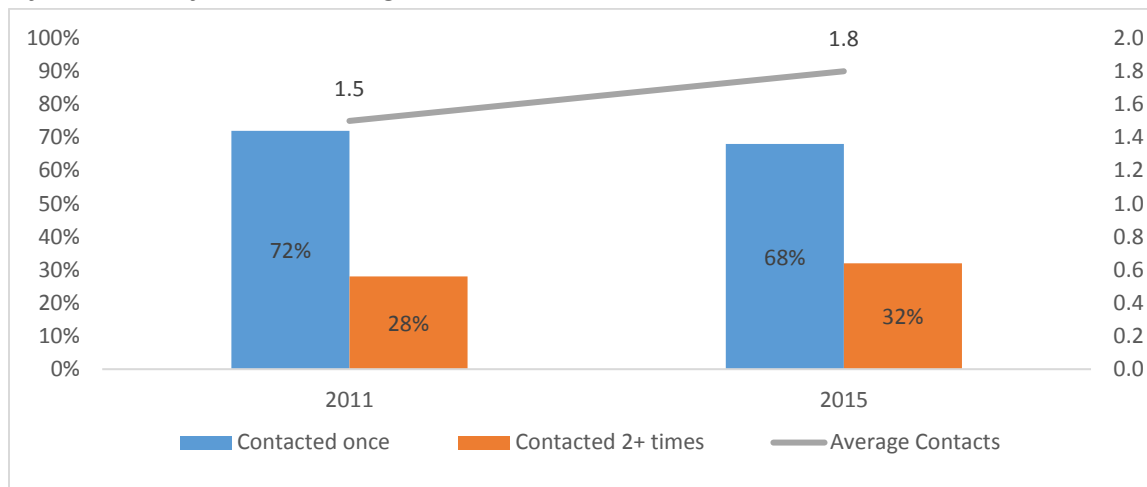


7-point scale where 7 means strongly agree and 1 means strongly disagree. The two statements with (not) were reversed or flipped so that the higher the average rating, the better the performance.

Respondents in the 2011 phone/Web survey and in the 2015 mail survey who spoke on the phone with a Customer Service Representative (CSR) were asked whether they made contact more than one time with the same question or concern. Among the 2015 mail survey respondents who called SPU or SCL and spoke with a customer service representative, 68% contacted a customer service representative once, and 32% said they made contact two or more times. The average number of contacts made was 1.8 times. This is statistically on par with results from 2011.

Contact with Customer Service Representatives

Q24: How many times in total did you speak with a CSR with the exact same question, request for information or for service change?



Respondents were asked to rate the performance of the Customer Service Representative (CSR) with whom they spoke on these four characteristics:

1. Making you feel confident that your inquiry would be addressed.
2. Solving your problem in a timely manner.
3. Following up promptly if necessary.
4. Resolving problems on the first contact.

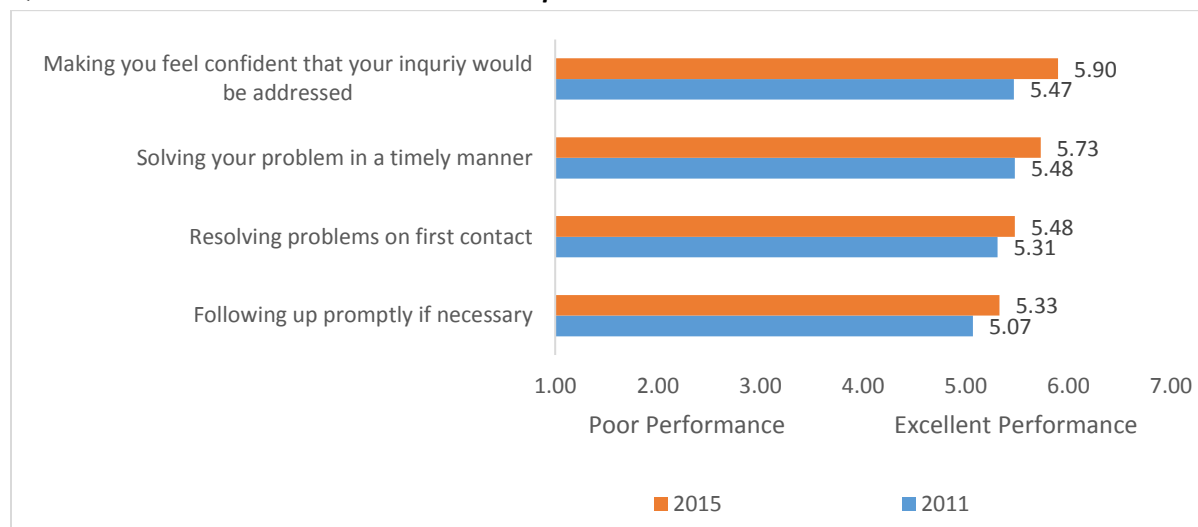
A seven-point scale was used where a value of seven indicates that respondents rated the performance of the CSR with whom they spoke as excellent and a value of one indicates the performance was rated as poor.

Comparing the data from 2011 to 2015, performance ratings have increased significantly for three attributes:

1. Making people feel confident that the inquiry would be addressed;
2. Solving problems in a timely manner; and,
3. Following up promptly if necessary.

Although performance ratings show a slight increase on the other attribute as well, the difference is not significant.

Q26: Rate how well the customer service representative did on these characteristics.



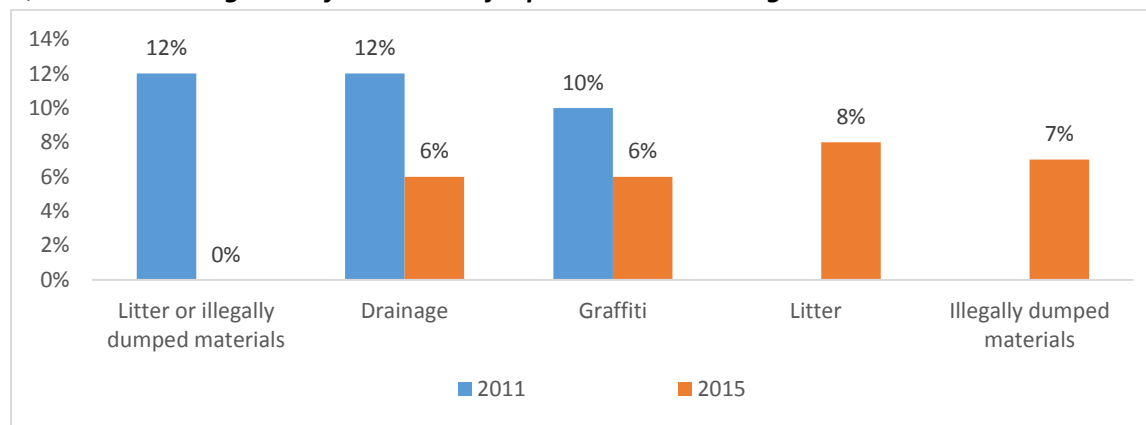
7-point scale where 7 means excellent performance and 1 means poor performance.

Problems in the Neighborhood

In 2011, respondents were asked to rate the extent to which graffiti, poor drainage and litter or illegally dumped materials were problems in their neighborhood. In 2015, respondents were asked a similar question, except litter was asked separately from illegally dumped materials. The chart below presents the percentage of respondents who rate each of these issues as a “major” problem in their neighborhood. (With the change in wording, no comparable data is available in 2015 for litter and illegal dumping. Data for litter and illegally dumped materials is presented separately for 2015 in the chart below.)

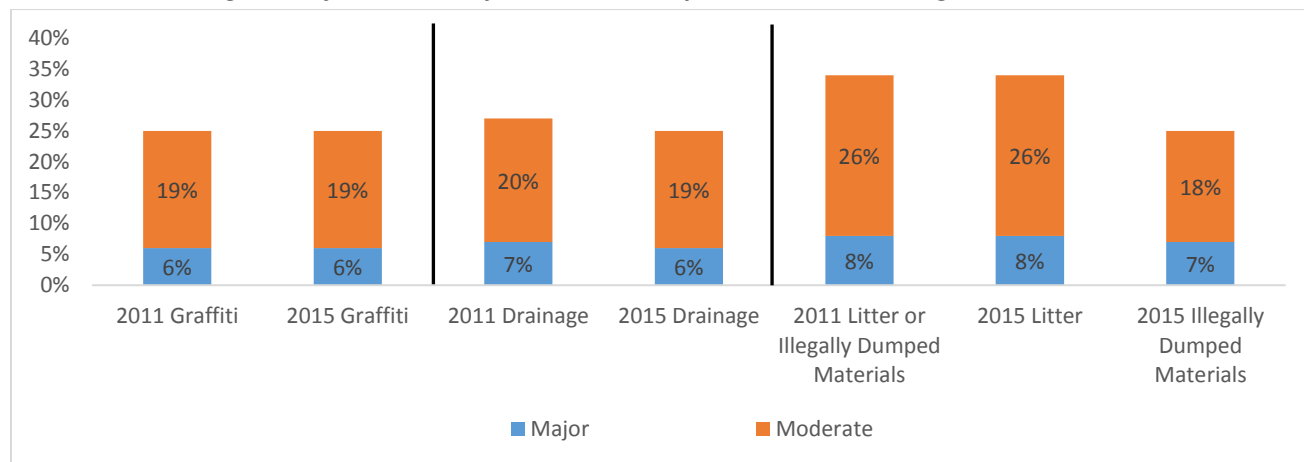
As the chart below shows, the percent saying that these issues are a major problem in their neighborhood has trended downward between 2011 and 2015.

Q6: Percent rating each of these as major problem in their neighborhood.



The following chart presents the percent of respondents who say each problem is major or moderate. Looking at those who say each problem is major, there has been no changes in perceptions over time. Graffiti, drainage and litter and/or illegally dumped materials are just as major in 2015 as they were in 2011.

Q6: Percent rating each of these as major or moderate problems in their neighborhood.



When problems are looked at by neighborhoods, graffiti is considered to be a significantly bigger problem (major or moderate) in Capitol Hill and in Downtown than it is in Ballard, Duwamish, Lake Union, North Seattle, Northeast Seattle, Northwest Seattle, Queen Anne/Magnolia, Southeast Seattle and West Seattle.

Litter is considered to be a significantly bigger problem (major or moderate) in Capitol Hill and Downtown than it is in Ballard, North Seattle, Northeast Seattle, Northwest Seattle, Queen Anne/Magnolia, Southeast Seattle or West Seattle.

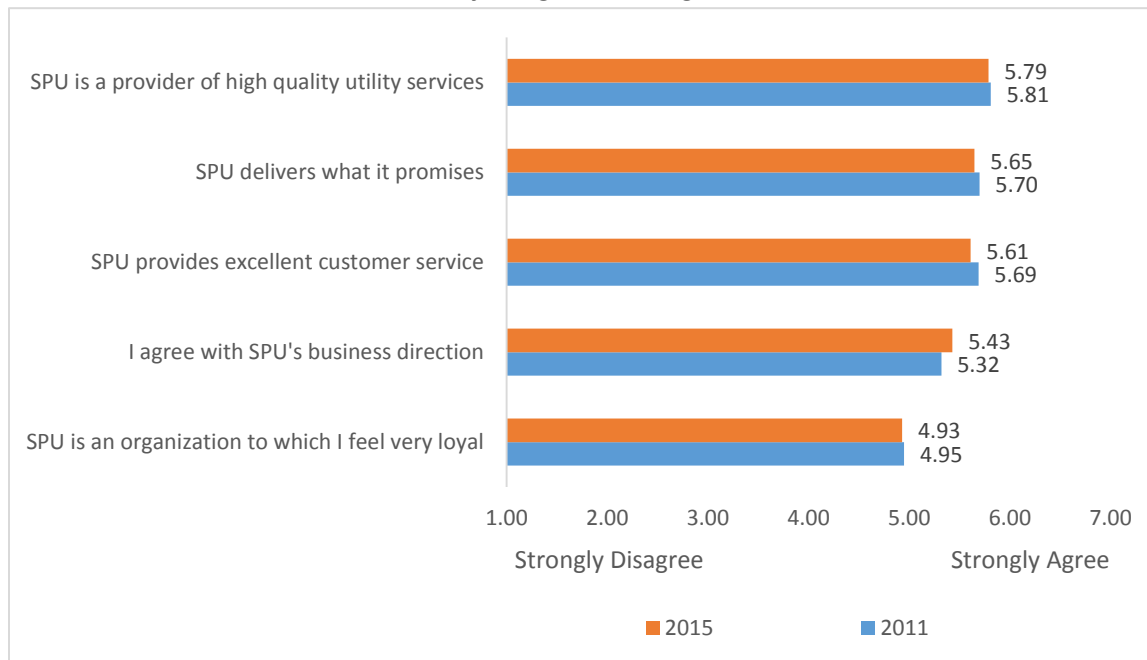
Illegally dumped materials is a significantly bigger problem in Duwamish than it is anywhere else in Seattle.

Differences in perceptions of drainage by neighborhood are not evident.

Strategic Communications Plan

SPU regularly tracks perceptions of how well they do on five key objectives when communicating with the public. Respondents in 2011 and 2015 were asked to use a seven-point scale to rate the extent to which they agreed or disagreed with these statements.

Q 29: Please rate the extent to which you agree or disagree with these statements.



7-point scale where 7 means strongly agree and 1 means strongly disagree.

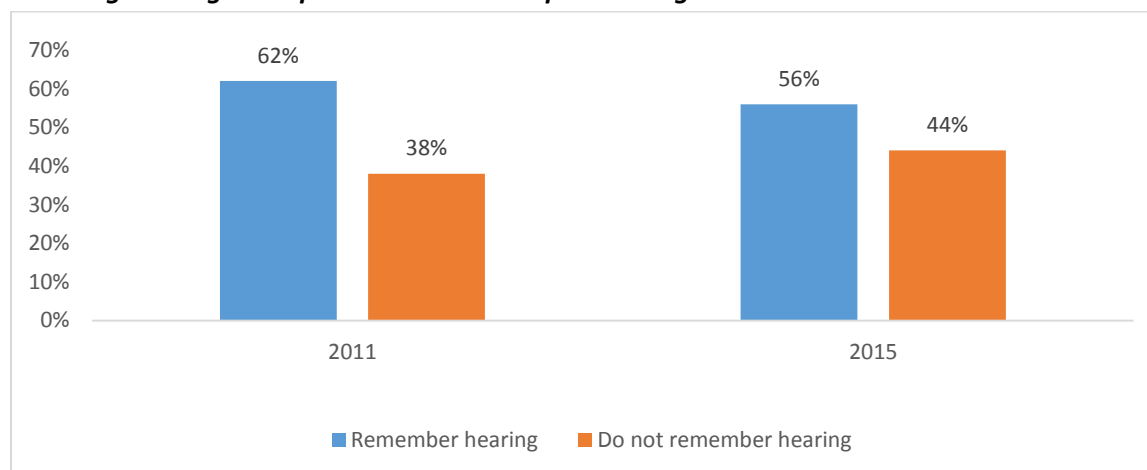
Results from the 2015 mail survey are on par with results from 2011 across all attributes.

Pollution in Puget Sound

Respondents were asked whether they remembered seeing or hearing any messages about how people handle pet waste, car washing, oil changes and garden pesticides and the impacts these have on Puget Sound. Overall, in 2011, 62% said they were aware of messages like this.

In 2015, the wording of the question was modified to read: “In the past year or so, do you remember seeing, reading or hearing anything about how handling pet waste, car washing, oil changes and/or garden pesticides impacts the quality of the water in Puget Sound (which is not where we get the water that we drink)? The phrase enclosed in parentheses was added in 2015. Fifty-six percent (56%) said they were aware of these messages, which is statistically the same as that from 2011.

Q10: Have you seen, read, or heard any messages about how people handle pet waste, car washing, oil changes and garden pesticides and its impact on Puget Sound?



Chapter 4: SPU Residential Mail Survey Methodology

When conducting consumer research, Seattle Public Utilities has elected to update its methods based on the behaviors and communication preferences of its target audiences. In 2001, 2003, 2005 and 2007, when most every Seattle household had a hardwired landline telephone, Seattle Public Utility's Residential Survey was conducted using a telephone-based sampling frame.

When designing the 2011 methods, SPU recognized that consumer communication preferences had changed. Significantly fewer Seattle households had a hardwired landline telephone, and significantly more individuals preferred to communicate using a cell phone. The sampling and data collection methodology was therefore changed from a Random Digit Dialing (RDD) telephone survey to Opinion Research Corporation's (ORC) CDP Sampling™ process. The CDP sampling process starts with a randomly selected address-based sample. The addresses are then run through multiple databases in an effort to match telephone numbers to addresses. In cases where matches are found, contact was attempted with those sample elements via the telephone. In cases where telephone numbers were not found, households were sent a letter asking for an adult to either access a website and complete the survey online, or call into a special number where they could take the survey from a trained interviewer. This method of using multiple modes for data collection was designed to compensate for the reduction in number of hardwired landline phones.

In 2015, SPU again updated its methods to reflect the changing times. With the continued decrease in the number of households with hardwired landlines, the decline in the number of people willing to participate in telephone interviews and the continued importance of ensuring that high response rates are achieved, SPU elected to update the methods used to the industry's current best-practice approach.

The sampling and data collection methodology used for the 2015 research followed the work pioneered by Dr. Don Dillman. The fourth edition of his book *"Internet, Phone, Mail and Mixed-Mode Surveys: The Tailored Design Method,"* with co-authors Jolene D. Smyth and Leah Melani Christian, was used as the primary study design resource. In this report, this method will be referred to as the "Tailored Design Method." This method, based on many years of research, calls for the use of an address-based sample, and the mailing of a cover letter, survey, return envelope and incentive to the sample elements selected. Respondents who have not responded within designated time frames are mailed reminders. In this case, the following materials were mailed on these dates:

Initial mailing of survey: February 16, 2015

First reminder postcard: March 9, 2015

Second copy of survey: March 16, 2015

Second reminder postcard: April 6, 2015

Although the Dr. Dillman's Tailored Design Method can incorporate more mailings, the response rate achieved after these four mailings was well above expectations at 55.4%. This original objective was to

achieve a 40% response rate, so in balancing required investment with quality work no further mailings were conducted in 2015.

The 55.4% response rate achieved using the Tailored Design Method is a significant improvement over the response rates achieved using the 2011 mixed-mode method (12.2%). As the table below shows, response rates for other modes used in previous years have been consistently lower than that achieved in 2015.

Year	Method Description	Response Rate
2015	Tailored Design Method	55.4%
2011	Mixed-Mode Method	12.2%
2007	Telephone Method	26.2%
2003	Telephone Method	42.7%

Research literature shows that the way consumers respond to questions may change, depending on how they are asked to complete a survey. Because one of SPU's objectives is to track performance metrics over time, a bridge survey was conducted in 2014. The 2014 bridge telephone survey used a telephone-based sample much like that used in 2001, 2003, 2005 and 2007. Although it is not identical to the methodology used in 2011, SPU decided that it was a cost-effective approach to providing sufficient information to determine whether 2015 results that are different from prior years are because of a change in methods or because of a change in perceptions.

Survey Design

The mail questionnaire was designed to include questions very similar to those used in surveys from prior years because one of the primary survey objectives is to track customer satisfaction with SPU services over time. Further, it was designed to include additional areas of inquiry that address current issues of interest to SPU.

Questions addressing the following objectives have been asked in prior years and were also asked in 2015:

- Satisfaction with utility services;
- Recent contact(s) with the utility;
- Satisfaction with customer service when contacting the Utility;
- Problems in the neighborhood;
- Strategic communications plan;
- Pollution in Puget Sound; and,
- Demographics.

In addition to these regular tracking questions, new questions were added in 2015 that addressed current issues of interest to SPU:

- Preferences for changing from bi-monthly to monthly SPU bills;
- Interest in using free curbside pick-up of reusable items;
- Behaviors when disposing of food waste; and,
- Perceptions of how quickly water service should be restored following a disaster.

Once the question content of the survey was approved, the survey was formatted to be visually appealing and easy to complete. The survey instrument was printed in letter-sized booklet form, with a total of eight pages. It was designed to be mailed out flat, in a 13" x 10" envelope, along with a cover letter signed by Director Ray Hoffman, a \$2 cash incentive and a 12" x 9" postage-paid return envelope addressed to FBK Research, the independent research firm tabulating the results.

Once mocked-up, the survey was distributed internally to members of SPU's survey review team. Based on their feedback, appropriate changes and updates were made to the questions and to the design format.

Following the internal review, a formal pretest was conducted with a cross section of Seattle consumers.

Mail Questionnaire Pretest

It is best practice with any research study to pretest the survey prior to fielding. Thirteen Seattleites were recruited to a central research facility and asked to provide feedback on the content and flow of the mail questionnaire. The interview for each respondent lasted one hour, and all participants were paid for their time. The following table shows the demographic characteristics of those who participated in the pretest.

Demographic Characteristics of Pretest Respondents

Gender	Men	5
	Women	8
Age	Under 35	2
	35 – 54	8
	55 years of age or older	3
Home Ownership	Own	7
	Rent	6
Race/Ethnicity	Caucasian	5
	Black	4
	Hispanic	2
	Asian	2

During the interview, respondents were given a mocked-up and near-final copy of the survey, and asked to complete it as if they had received it at home in the mail. As they went through the process, participants were asked to talk about their reactions and questions, but told that no answers would be provided until they had completed this exercise. Once the survey was completed, the facilitator asked respondents to explain their reactions, paying particular attention to content areas that were difficult to answer or didn't make sense.

The results of the pretest showed that the survey content and design worked extremely well among most owners of single-family homes who receive a bill from SPU. These people understood the questions well, they were able to answer the questions easily and they were interested in providing feedback. Typically, a single-family home owner took about 10 minutes to complete the entire survey and they said they'd be likely to complete it if it arrived in their mail.

Reactions to this survey among those who own a condo (where the HOA often pays the utility bill) and among renters (where utilities are often included as part of the rent), were very different. These segments of the population have very limited awareness and knowledge of SPU and they found the survey challenging, stressful, not particularly relevant and not worth the time to complete. People seemed unfamiliar with the terminology used and/or with the services provided. At times, the comments made while going through this exercise suggested that participants were guessing at their answers, and were confused about the distinction between Seattle City Light and Seattle Public Utilities. Some people thought that the bill they received from Seattle City Light included services actually provided by SPU. In the end, it was apparent that many of these people were not engaged in the survey because the content was of very low interest and they did not feel knowledgeable or competent enough to do a good job providing an opinion that was worth sharing. The conclusion was that condo owners and renters would be less likely to open an envelope from SPU and complete this mail survey.

These sentiments are not new to SPU – other research and programs have also provided evidence that those who do not have a direct bill-paying relationship with SPU are less likely to feel a connection with the utility. It was decided that even though SPU's connection with those who do not receive a bill is lower, they would be included in this survey just as has been done in the past.

As a result of the pretest, changes were made to the survey to enhance the clarity, and to make the instrument more visually appealing and easier to complete. Some sections were removed entirely, the content areas of highest interest were moved to the front, and formatting changes were made to ensure readability and clarity.

Mail Survey Sampling and Data Collection

For this study, two samples—both address-based—were purchased from Survey Sampling International (SSI):

1. A random selection of 2,500 Seattle households, which is considered the primary sample; and,
2. A random selection of 1,000 households located inside Seattle census tracts with 40% or more of the population identified as non-white. This sample is considered a supplemental sample and is only used when doing analysis based on race.

An address-based sample provides nearly complete coverage of all Seattle households, expanding the reach of our research beyond landlines, mobile phones and the internet. The address-based sampling frames are compiled based on the Computerized Delivery Sequence File (CDSF) of the U.S. Post Service (USPS), and includes all delivery point addresses served by the USPS except for General Delivery. The CDSF provides a variety of address validation services and identifies special conditions, such as vacant or seasonal addresses.

SSI enhances the CDSF sample to account for the CDSF's exclusion of multi-drop point addresses. The CDSF excludes from its frame those households for which there is a single address to which mail is delivered in bulk, and then distributed to various residents internally. While the master delivery address is included in the CDSF file, the specific addresses inside the facility are not. These types of delivery systems happen in some apartment buildings, gated communities, trailer parks, condominiums and other multi-family dwelling units. With SSI's enhancements, the sampling frame used here:

- Reduces the possibility of duplicate addresses;
- Covers approximately 95% of all Seattle households;
- Includes individual addresses for most households that are part of multi-drop point addresses; and,
- Matches names to about 85% of all households.

The sample of 2,500 Seattle households used as the primary sample was randomly selected from all possible households in the SSI-enhanced Seattle-based sampling framework.

The sample of 1,000 households used as the supplemental sample was randomly selected from all possible households inside Seattle census tracts that have higher densities of non-white dwellers. The census tracts included are:

53033005302	53033008800	53033008900	53033009000	53033009100
53033009200	53033009300	53033009400	53033010001	53033010002
53033010100	53033010300	53033010401	53033010402	53033010701
53033010702	53033011001	53033011002	53033011101	53033011102
53033011200	53033011402	53033011700	53033011800	53033011900

The sampling and data collection methodology used for this research followed the work pioneered by Dr. Don Dillman. The fourth edition of his book *"Internet, Phone, Mail and Mixed-Mode Surveys: The*

Tailored Design Method,” with co-authors Jolene D. Smyth and Leah Melani Christian, was used as the primary study design resource.

To increase the response rate and optimize the likelihood of an accurate representation of households based on demographic characteristics it was anticipated that the survey packet would be mailed to non-responding households three times, and three reminder postcards would also be mailed. Because of the high response rate achieved, only four of the six mailings occurred.

February 16, 2016	All 3,500 randomly selected households were mailed a survey packet, including the survey, a cover letter describing the project signed by Director Ray Hoffman, a \$2 cash incentive and a postage-paid return envelope.
March 9, 2015	About 3,100 households were mailed a reminder postcard signed by Director Ray Hoffman, asking them to complete and return the survey. Those not mailed a reminder postcard included households who had already returned a survey and households with undeliverable addresses.
March 16, 2015	About 2,600 households were mailed a second copy of the survey packet, including the survey, an updated cover letter signed by Ray Hoffman and a postage-paid return envelope.
April 6, 2015	About 2,200 households were mailed a second reminder postcard.

The cut-off date for accepting completed surveys was May 8, 2015 at which point there were 1,163 usable returns from the primary sample and 429 usable returns from the supplemental sample.

The response rate, which is calculated by dividing the usable returns by the number of packets actually delivered (which is less than the number mailed) was 55.4% for the primary sample and 51.0% for the supplemental sample. Both return rates exceeded our expectations of 40%.

Survey participants were promised that the information they provided would be anonymous and confidential.

The mail questionnaire was translated into Spanish, Vietnamese, Mandarin and Cantonese. The cover letter sent with each survey asked those who preferred taking the survey in one of these other languages to call a toll-free telephone number where a native language speaker would administer the survey over the phone using the preferred language. There were no requests to use this service; however, one respondent did use Google to translate and respond to the English survey.

Respondent Characteristics and Weighting

The demographic characteristics from the primary sample members who returned a usable survey were analyzed and compared to the characteristics of Seattle households using the 2011-2013 American Community Survey's three-year estimates of the demographic characteristics of occupied households in Seattle. The decision to use this particular set of data was made based on the recommendation of the City's demographer.

Comparing the data from the 2015 mail survey to the three-year ACS data showed that survey returns from those living in multi-family households, from renters and from the youngest age cohort were under-represented in the mail survey data. This was expected, since our pretest suggested that engagement would be lowest among those who did not have a direct payment relationship with SPU. The following table provides a comparison of the unweighted 2015 Mail survey data with the three-year ACS data on these demographic characteristics.

		Mail Survey Raw Unweighted Data	2011-2013 ACS Seattle Occupied Households
Housing style:	Single-family	61%	50%
	Multi-family ⁵	39%	50%
Home ownership:	Own	65%	46%
	Rent	35%	54%
Age:	< 35 years	22%	31%
	35 – 54 years	38%	36%
	55+ years	40%	32%

The bias created by an under-representation of younger people, renters and multi-family dwellers was corrected by weighting the data to accurately reflect the ACS's estimated population proportions. Our weighting scheme was devised by analyzing the relationship between dwelling, home ownership and age, and then estimating how to adjust all three together to meet the above specified target percentages. Because these demographic variables are all highly correlated, adjusting the weight of one characteristic has a corresponding impact on others.

The following weights were applied to the raw data:

	Weight Applied
Single family, own home, under 35	0.9808
Single family, own home, 35 – 54	0.7148
Single family, own home, 55+	0.8100
Single family, rent, under 35	1.4857

⁵ Consistent with prior years, multi-family is defined as everything not single-family so it includes duplexes, tri- and four-plexes, buildings with five or more units and any other type of structure reported by respondents.

Single family, rent, 35 – 54	1.4474
Single family, rent, 55+	0.8333
Multi-family, own home, under 35	0.6818
Multi-family, own home, 35 – 54	0.5000
Multi-family, own home, 55+	0.5455
Multi-family, rent, under 35	1.9012
Multi-family, rent, 35 – 54	1.7077
Multi-family, rent, 55+	1.7083

As the following table shows, using these weights results in a dataset that more closely approximates the population on these demographics. Adjusting these three demographic characteristics also results in a more accurate representation of race.

Results after Weights Applied

		Mail Unweighted Results	Mail Weighted Results	ACS 3-year estimates
Dwelling type:	Single family	62%	50%	50%
	Multi-family	38%	50%	50%
Ownership	Own	61%	46%	46%
	Rent	39%	54%	54%
Age	< 35	22%	31%	31%
	35 – 54	38%	36%	36%
	55 +	40%	33%	32%
Ethnicity	Caucasian	73%	75%	75%
	Other	19%	18%	25%
	No answer	8%	7%	
Hispanic	Yes	3%	4%	5%
Language	No one 14+ speaks English well	5%	6%	5%
HH Income	< \$50,000	26%	30%	39%
	\$50,000+	78%	70%	61%

The cross-tabulation on the following page uses the weighted data and shows the relationship between dwelling, home ownership and age.

Weighted Data ⁶	Single Family (50%)		Multi-Family (50%)	
	Own (39%)	Rent (11%)	Own (6%)	Rent (44%)
Under 35 (31%)	11%	43%	20%	48%
35 – 54 (36%)	40%	35%	31%	30%
55+ (33%)	49%	12%	49%	22%

Reporting Conventions

This report summarizes each question from the 2015 Residential Customer Mail Survey. Tables and charts provide supporting data. In the charts and tables, unless otherwise noted, column percentages are used. Percentages are rounded to the nearest whole number. Columns generally sum to 100 percent except in cases of rounding error. In some instances, columns add to more than 100 percent because more than one answer was accepted.

Each question in the survey was analyzed by demographic characteristics including:

- Gender
- Age
- Home ownership
- Type of dwelling lived in
- Household income
- Household composition
- Length of residence in Seattle
- Household location in 12 neighborhoods defined by census block (the same definition used in 2011)
- Ethnicity

In addition, certain questions were analyzed by other variables as well, including:

- Awareness of food waste requirements
- Whether the household pays bills to SPU
- Contact with SPU versus contact with SCL

This report identifies where there are statistically significant differences between demographic subgroups and/or statistically significant differences based on awareness with programs or contact with the utilities.

⁶ Columns inside the white area of the table add down and total 100%

If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. The probability level for determining statistical significance is less than or equal to 0.05. Significant differences are pointed out in the report text and termed “significant.” Results that are not significant are not discussed.

On many questions in the survey, respondents may have answered “don’t know.” In some cases, this is because the respondent does not use a specific service and the person indicates that they did not have adequate information to respond. In general, “don’t know” responses are not included in the analysis or the distribution of responses.

Some results in this section compare those living in single-family homes to those living in multi-family homes. Multi-family homes are defined as any type of structure that is not single-family, so it includes duplexes, tri- and four-plexes, buildings with five or more units and any other description provided that was not a description of a single-family home.

The sample sizes for each question are the total number of weighted cases with valid responses to that question. Responses from 2011 and 2007 were weighted using an approach similar to that used in 2015. Data from 2001, 2003 and 2005 are not weighted.

Limitations

A sample size of 1,163 returned surveys in the random sample is sufficient to provide 95% confidence that the resulting data will have a margin of error within plus or minus 2.9% of what it would be if all Seattle households had participated. This means that if the same questions were asked of a different sample but using the same methodology, 95 times out of 100, we would expect to achieve the same results within that 2.9% error range. The error range is calculated at the 50%-50% response rate to any two part question (e.g., 50% “yes” and 50% “no”) and is therefore the maximum error range than can be expected with a sample this size.

This sample size is sufficiently large, and the error range is sufficiently low, to provide a high level of confidence that true differences will be detected.

In cases where a subset of respondents answered a question (for example, 234 respondents contacted the city and spoke with a customer service representative), the smaller sample size results in a larger margin of error. In this case, the margin of error around a sample size of 234 is plus or minus 6.5%.

A sample size of 429 in the oversample (for analysis by race) is sufficient to provide 95% confidence that the resulting data will have a margin of error within plus or minus 4.9% of what it would be if all Seattle households in the targeted census tracts had participated.

The margin of error is a statistic expressing the amount of sampling error in a survey's results. The larger the margin of error, the less faith one should have that the survey's reported results approximate the results we'd expect to find from conducting a census with the same population.

As mentioned previously, although completely compensated for by weighting the data used in this analysis, those who live in multi-family dwellings, those who rent their home and those under 35 years of age are under-represented in our unweighted sample. There are opportunities to learn more about ways to engage this audience.

Chapter 5: SPU Residential Survey Mail Survey Results

This section presents results from every question included in the mail survey. In addition, in cases where responses are significantly different between demographic subgroups those findings are noted.

A deeper analysis of differences by race is found in Chapter 7, where the results combine the responses from the mail survey with responses from an oversample in neighborhoods known to have higher densities of non-white race groups. Throughout this chapter, all results are based on the primary sample of 1,163 respondents (including results based on race groups).

Consistent with prior years, analysis by the dwelling type described as a “multi-family” structure includes anything that is not classified as a single-family-structure. Included in multi-family dwellings are duplexes, three- and four-plexes, buildings with five or more units as well as any other type of structure described by the respondent that was not a single-family home.

Validation of Residence

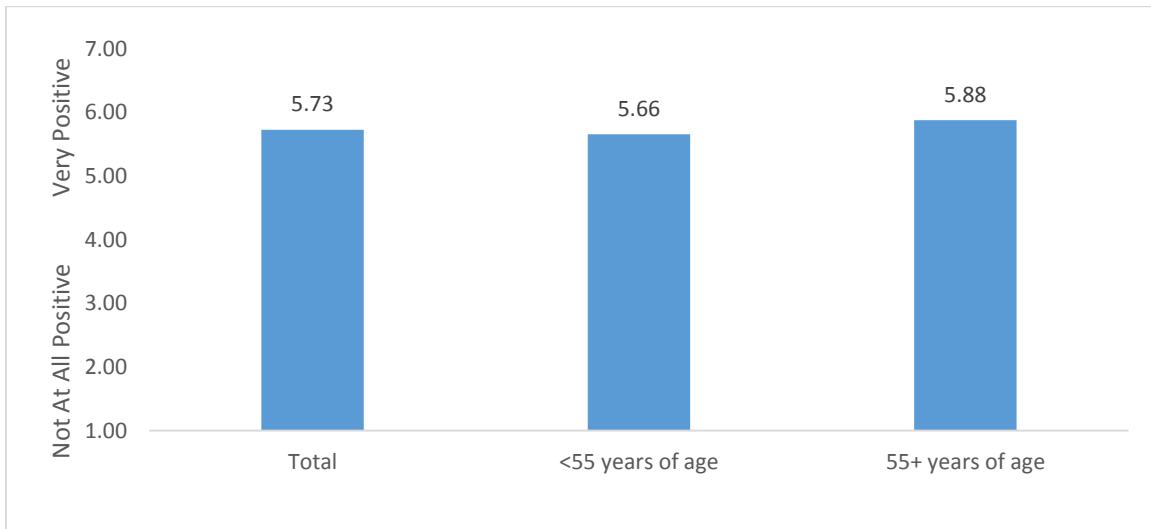
The first question in the survey asked respondents if they lived in the City of Seattle. Only those who said yes to this question were included as part of the data set analyzed.

Opinions about SPU and Experiences with SPU

Seattle Public Utilities (SPU) is interested in assessing customers’ opinions about SPU and their experiences with SPU. Respondents were asked to use a seven-point scale to rate their overall **opinion** of SPU. A value of seven indicates that respondents were very positive about SPU, and a value of one indicates that respondents were not at all positive. Here, and elsewhere through this report, the average rating is based on those who answered the question with an actual rating (and excludes those who said “don’t know” or didn’t respond).

The total weighted sample rated their opinion of SPU an average value of 5.73. Those 55 years of age or older had a significantly more positive opinion of SPU than did their younger counterparts (5.88 versus 5.66 respectively).

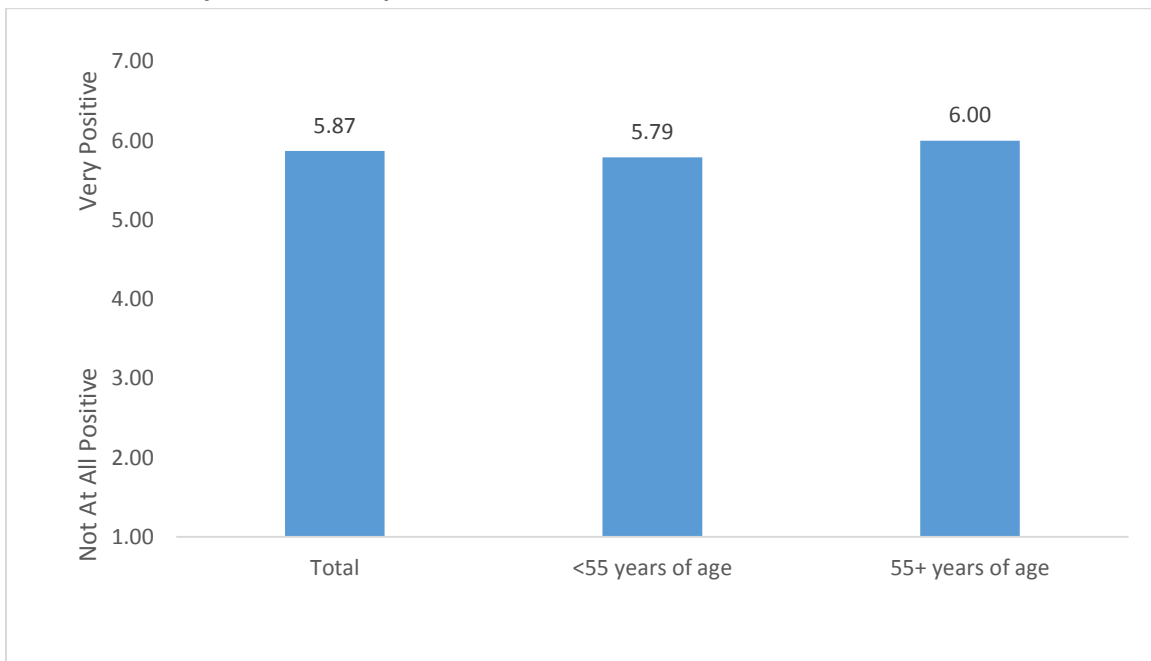
Q2: How would you rate your overall opinion of Seattle Public Utilities?



7-point scale where 7 means very positive and 1 means not at all positive.
Based on 982 valid weighted responses.

Similarly, when asked to use the same seven-point scale to rate their overall experiences with SPU, Seattleites rated their experiences an average value of 5.87. Again, those 55 years of age or older are more positive about their experiences than are their younger counterparts (6.00 versus 5.79).

Q4: Please rate your overall experiences with Seattle Public Utilities.



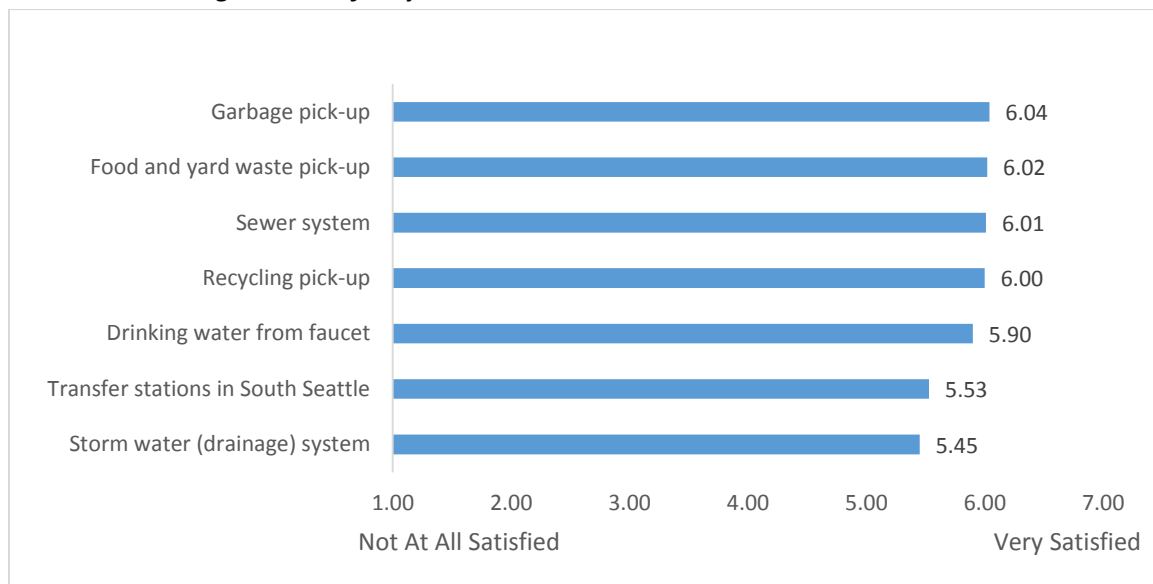
7-point scale where 7 means very positive and 1 means not at all positive.
Based on 1039 valid weighted responses.

Regardless of age, respondents are significantly more likely to be positive about the experiences they've had with SPU than they are about their overall opinion of SPU.

Satisfaction with SPU Services

Respondents were asked to use a seven-point scale to evaluate their satisfaction with seven services provided by the Utility. A value of seven indicates that respondents were extremely satisfied with that service, and a value of one indicates that respondents were not at all satisfied with that service.

Q3: For each of the services listed below provided by Seattle Public Utilities, please circle one number indicating how satisfied you are.



7-point scale where 7 means very satisfied and 1 means not at all satisfied.

In the order the services appear in the graph, the number of valid weighted responses are 1,073 (garbage), 971 (food and yard waste), 1,025 (sewer), 1,054 (recycling), 1,106 (drinking water), 421 (transfer stations) and 955 (storm water).

Respondents are highly satisfied with garbage pick-up services (6.04), with food and yard waste pick-up services (6.02), with the sewer system (6.01), with recycling pick-up services (6.00) and with the quality of the drinking water from the faucet (5.90). They are significantly less satisfied with the transfer station in South Seattle (5.53)⁷ and with the storm drainage system (5.45).

⁷ In 2015 the transfer station in North Seattle was closed for a major remodel. This could impact satisfaction.

Those who are 55 years of age or older are significantly more satisfied with garbage, recycling and food and yard waste pick-up services than are their younger counterparts. The older generation is also significantly more satisfied with the storm water drainage system.

Satisfaction with SPU Services	Age of Respondent		
	Total	< 55 years	55+ years
Garbage pick-up services	6.04	5.93	<u>6.25</u>
Food and yard waste pick-up services	6.02	5.90	<u>6.24</u>
Sewer system	6.01	5.95	6.13
Recycling pick-up services	6.00	5.88	<u>6.23</u>
Drinking water from the faucet	5.90	5.83	6.04
Transfer station in South Seattle	5.53	5.57	5.47
Storm water (drainage) system	5.45	5.37	<u>5.61</u>

7-point scale where 7 means very satisfied and 1 means not at all satisfied. Averages in bold underlined blue type indicate scores are significantly higher.

Those living in South Seattle are significantly more likely than are those living in North Seattle to be satisfied with transfer station services (5.83 versus 5.27 respectively).

Those who are renters are significantly more likely than their home owner counterparts to be satisfied with transfer station services (5.77 versus 5.38 respectively).

While they are highly correlated with each other, home owners and those living in single-family homes are significantly more likely than their counterparts (renters and multi-family dwellers) to be satisfied with the drinking water from the faucet.

- The average satisfaction with drinking water among home owners is 6.08, compared with 5.74 among renters.
- The average satisfaction with drinking water among single-family dwellers is 6.03, compared with 5.76 among multi-family dwellers.

Females are significantly more satisfied with garbage pick-up services than are males (6.11 versus 5.95).

Looking at satisfaction by Seattle neighborhoods (as defined by census block using the same methods used in 2011), satisfaction with services in different neighborhoods are similar for the most part. Differences to note are among residents in Ballard who are significantly more satisfied with their garbage, food and yard waste pick-up services (6.27 and 6.31 respectively) than are residents in Downtown (5.72 and 5.77 respectively), Duwamish (5.75 and 5.59 respectively) and West Seattle (5.91 and 5.97 respectively).

Those living in Northwest Seattle are significantly less satisfied with their recycling services (5.72) than are residents in Ballard (6.16), North Seattle (6.16) or Northeast Seattle (6.14).

Residents in Ballard are significantly more satisfied with their drinking water (6.15) than are residents in the Downtown area (5.59) or in North Seattle (5.56). Capitol Hill and Northeast Seattle residents (6.06 and 5.98 respectively) are also significantly more satisfied with their drinking water than are those in North Seattle (5.56).

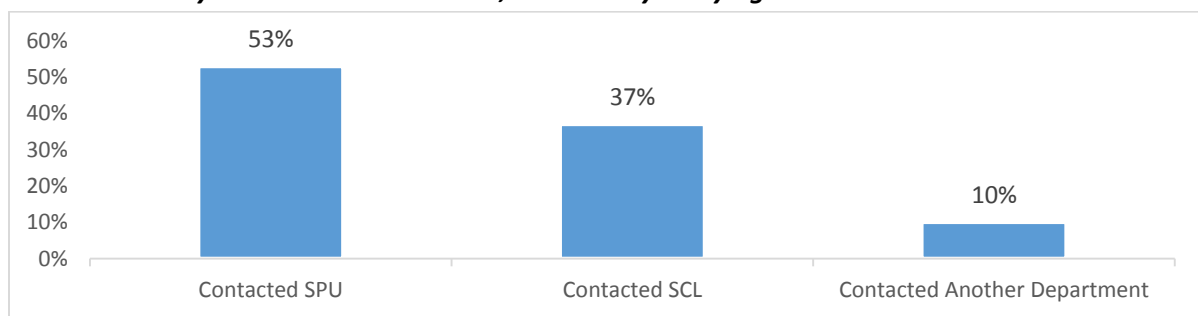
Satisfaction with the city's dump or transfer station in South Seattle is significantly higher among those in Southeast Seattle (6.02) compared with those living in Ballard (4.99), Capitol Hill (5.29), Central Seattle (5.23), North Seattle (5.10), Northwest Seattle (5.40) or Queen Anne/Magnolia (5.08).

Recent Contacts with the Utility

Respondents were asked whether they had contacted the City or visited the City's website in the past 12 months. Overall, one-half (52%) said they had made contact. Those most likely to have made contact are home owners (61% of homeowners made contact in the past 12 months compared with 44% of renters who made contact in the past 12 months).

Among all those who contacted the City or visited the City's website, 53% said they contacted Seattle Public Utilities, 37% said they contacted Seattle City Light and 10% said they contacted some other department.

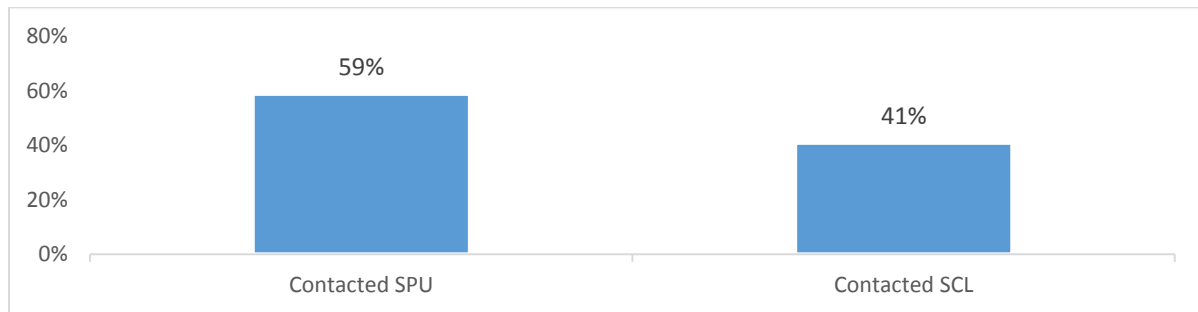
Q17: During the past 12 months have you either contacted the City or visited the City's website? With your most recent contact, who were you trying to reach?



1,137 people (weighted) answered whether they contacted the City. 484 people (weighted) answered what department they were trying to reach.

Looking only at those who said they contacted Seattle Public Utilities or Seattle City Light, 59% of the total said they contacted Seattle Public Utilities and 41% said they contacted Seattle City Light.

Q17: During the past 12 months have you either contacted the City or visited the City's website? With your most recent contact, who were you trying to reach?



Based on 433 valid weighted responses of those who contacted either SPU or SCL.

Among those who contacted the utility in the past 12 months, those who rent are significantly less likely to contact Seattle Public Utilities than those who own.

- 55% of the renters contacted SCL and 37% contacted SPU, compared to:
- 21% of the owners contacted SCL and 67% contacted SPU.

Correlated with home ownership, those who are younger are significantly more likely to have recently made contact with SCL (within the past 12 months):

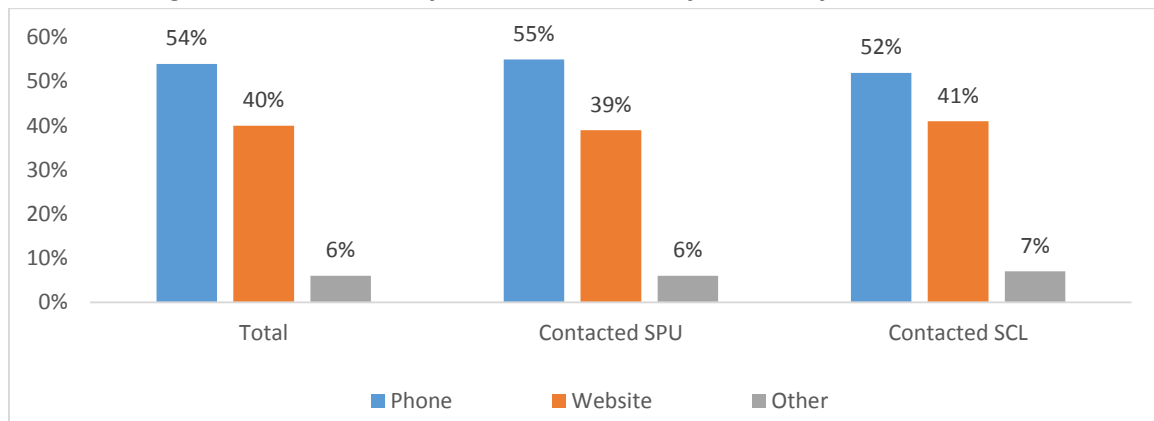
- 49% of those under 35 years of age most recently contacted SCL compared with 31% of those 35 years of age or older who contacted SCL.

On the other hand, those who are older are significantly more likely to have recently made contact with SPU:

- 59% of those who are 35 years of age or older recently made contact with SPU compared with 41% of those who are under 35 years of age.

Of those who made contact with either SPU or SCL, one-half (54%) made the contact by phone and 40% visited the City's website. The method of most recent contact is the same whether the respondent contacted SPU or SCL.

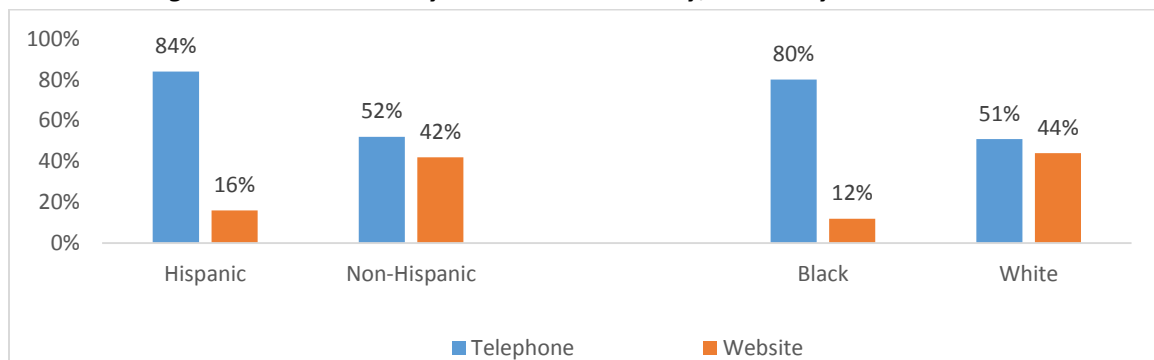
Q19: Thinking about the last time you contacted the City, how did you contact them?



Based on 433 valid weighted responses.

Based on the data from the weighted random sample, Hispanics are significantly more likely than non-Hispanics to make contact by phone, and blacks are significantly more likely than whites to make contact by phone. There are no differences between Asians and any other race group.

Q19: Thinking about the last time you contacted the City, how did you contact them?



The left side of the graph compares Hispanic to their non-Hispanic counterparts. The right side of the graph does the same for those who are Black and those who are White.

Among those who most recently contacted SPU or SCL (in the past 12 months), about one-half (52%) said they made contact because they had a billing question or concern. A question about the bill was mentioned significantly more often by those who contacted Seattle City Light.

- 61% of those who contacted SCL most recently had a billing question, compared to 46% of those who contacted SPU. In both cases billing questions were the top reason for contacting the utility.

The other reasons given by those who contacted SPU were:

- 24% wanted information about one of SPU services
- 21% wanted to make a change to their service or profile information
- 19% wanted to report a problem with a cart or container
- 12% wanted to report a missed pick-up

The other reasons given by those who contacted SCL were:

- 15% wanted to change their service or profile information
- 10% wanted information about services
- 12% wanted to report a power outage

Customer Effort

Those who most recently contacted either SPU or SCL were asked to use a seven-point scale to rate the extent to which they agreed or disagreed with five statements about the quality of their contact. The five statements were:

1. Contacting the City was worth my effort.
2. It was easy for me to resolve the issue or have my questions answered.
3. It took less time than I expected to resolve the issue or have my question answered.
4. It was more difficult than I expected to have my issue resolved or have my question answered.
5. Trying to resolve the issue or get an answer to my question was a frustrating process.

A value of seven indicates that respondents strongly agreed with the statement, and a value of one indicates that respondents strongly disagreed with the statement.

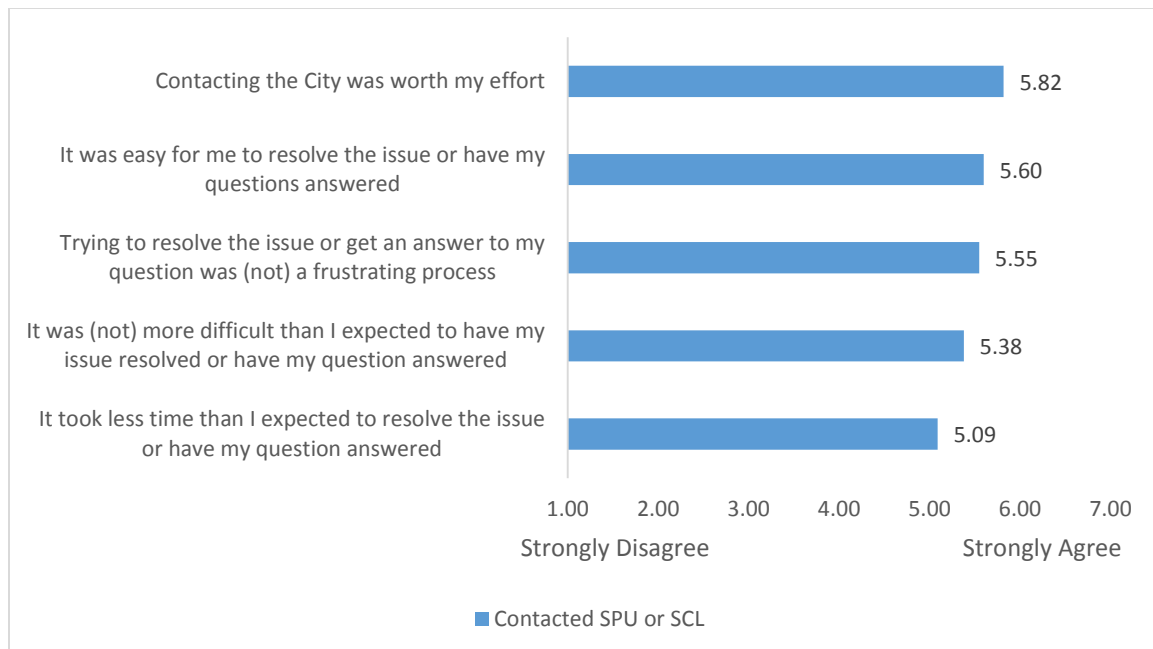
The first three statements are phrased in a positive light, and agreeing with the statement would be the desired outcome from the City's perspective. The last two statements are phrased in a negative light, and the City would prefer that customers disagree with these sentiments. For analysis and the ability to compare averages, the answers to the last two statements have been reversed or flipped, so that a high average rating always equates to better performance.

With an average rating of 5.82, most customers who recently contacted SPU or SCL feel that it was worth their effort to do so. Although the average ratings are statistically lower, most customers also feel that their recent inquiry was easy to resolve and that the resolution process was not frustrating (with average ratings of 5.60 and 5.55 respectively).

While most of those who recently contacted SPU or SCL are still positive about the lack of difficulty in resolving the issue, the average rating on this attribute is statistically lower than the other three (5.38).

About half (50%) of those who recently contacted SPU or SCL rated the statement “It took less time than I expected to resolve the issue or have my question answered” a value of six or seven on the seven-point scale. The average rating of 5.09 is statistically below the average rating for the other attributes rated here.

Q21: Still thinking about the last time you contacted the City or visited their website, please use the 7-point scale to rate whether you agree or disagree with each of the statements listed.



7-point scale where 7 means strongly agree and 1 means strongly disagree.

In the order they appear in the chart, the number of valid weighted responses was 387 (worth my effort), 399 (easy to resolve), 395 (not frustrating), 389 (not more difficult) and 391 (took less time).

With the exception of perceptions regarding whether the amount of time it took to resolve was as expected, none of these statements showed a difference of opinion between demographic subgroups.

There are, however, significant differences between demographic groups on the attribute “It took less time than I expected to resolve the issue.” Groups who rated SPU or SCL significantly higher (agreeing that it took less time than expected) were:

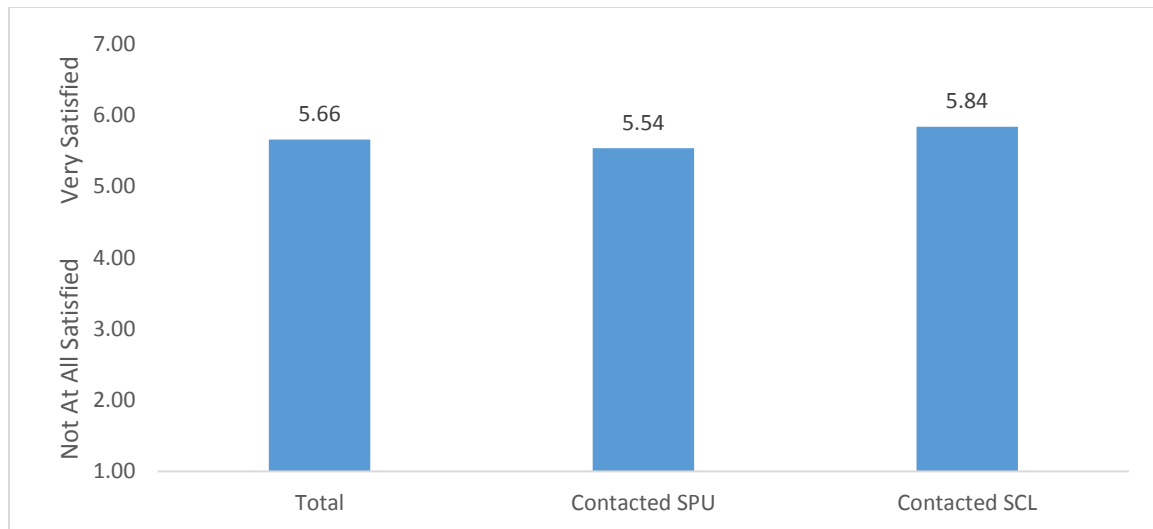
- Black (average rating of 6.27 versus 5.08 for Whites and 4.95 for Asians)⁸
- Renters (5.31 versus 4.88 for home owners)
- Those with \$50,000 or less in household income (5.66 compared with 4.83 for those with \$50,000 or more in household income)

⁸ Based on data from the weighted sample of 1,163 returns.

Satisfaction with Customer Service when Contacting the Utility

Those who recently contacted SPU or SCL (whether by phone, website or another method) were asked to rate their satisfaction with their overall experience during their most recent contact. A value of seven indicates that respondents were extremely satisfied and a value of one indicates that respondents were not at all satisfied. The average rating was 5.66. The average rating for SPU is statistically on par with that for SCL (sample sizes are small). There were no differences between demographic subgroups.

Q22: Please use the 7-point scale to rate your overall satisfaction with your experiences during your most recent contact with the City about your utilities.



7-point scale where 7 means very satisfied and 1 means not at all satisfied.

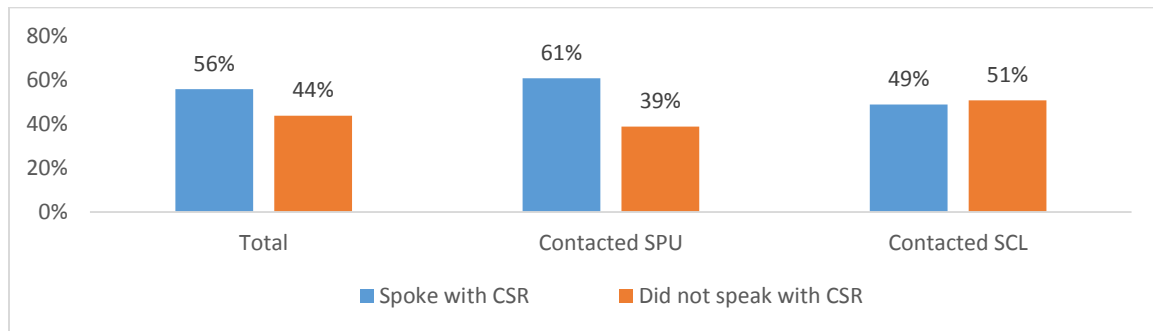
Based on 376 valid weighted responses.

Satisfaction with Customer Service Representative (CSR) when Contacting the Utility

Respondents were asked whether they spoke with a customer service representative during their most recent contact. Among those who most recently contacted SPU or SCL, about half (56%) said they did speak with a customer service representative.

Those who contacted SPU were significantly more likely than those who contacted SCL to say they spoke with a customer service representative (61% versus 49% respectively).

Q23: During your most recent contact, did you ever speak with a customer service representative on the phone?



Based on 416 valid weighted responses.

Regardless of whether SPU or SCL was contacted, those significantly more likely to have spoken with a customer service representative (on their most recent contact) were:

- 55 years of age or older (65% of those 55 years of age or older spoke with a CSR compared with 52% of those under 55 years of age); and,
- Home owners (63% of home owners spoke with a CSR versus 49% of renters).

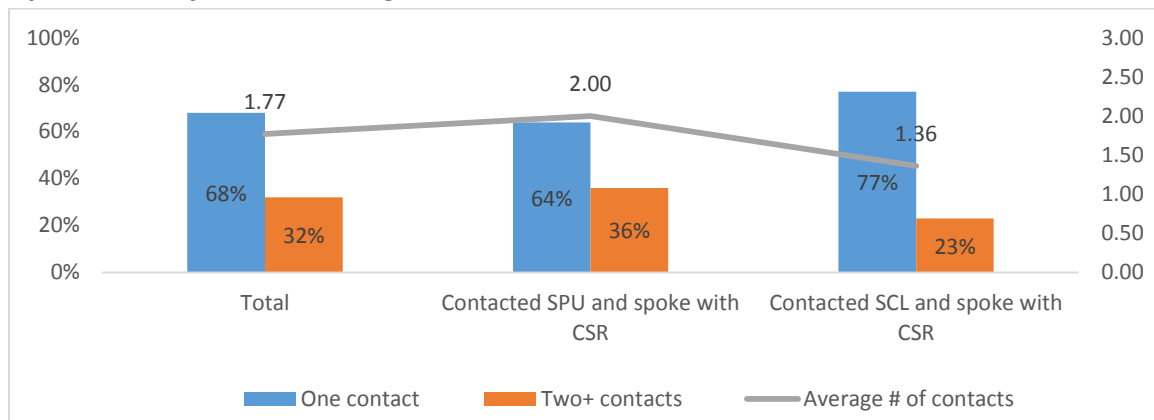
While the sample sizes are too small for analysis, the data indicates that Hispanics are also more likely than their counterparts to speak directly with a customer service representative.

- 84% of Hispanics said they spoke with a customer service representative, compared with 55% of non-Hispanics.⁹

Those who spoke with a customer service representative were asked how many times they made contact with this exact same inquiry. Overall, about two-thirds (68%) said they made one contact, and 32% said they made two or more contacts. Those who said they most recently called SPU and spoke with a CSR reported more contacts than did those who said they called SCL.

⁹ Based on weighted data from the random sample of 1,163 respondents.

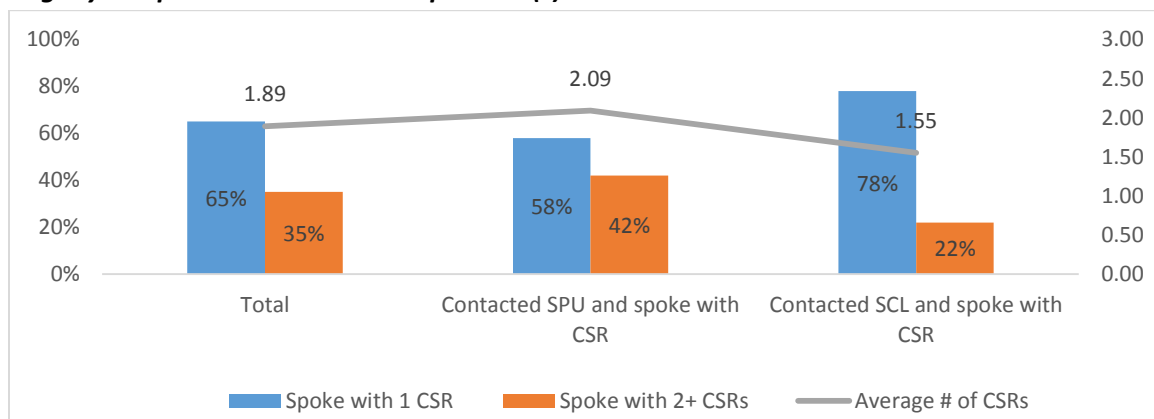
Q24: Including this most recent contact, how many times in total did you speak with a customer service representative with this exact same question, problem, request for information or for service change?



Based on 234 valid weighted responses.

Respondents were also asked to report how many different customer service representatives they spoke with (so far) to resolve their inquiry. Overall, two thirds (65%) said they spoke with one person and 35% said they spoke with more than one person. Those who most recently contacted SPU are more likely than those who contacted SCL to say they spoke with more than one person 42% versus 22% respectively).

Q25: In total, how many different customer service representatives did you speak with (so far) to get your questions answered or problem(s) resolved?



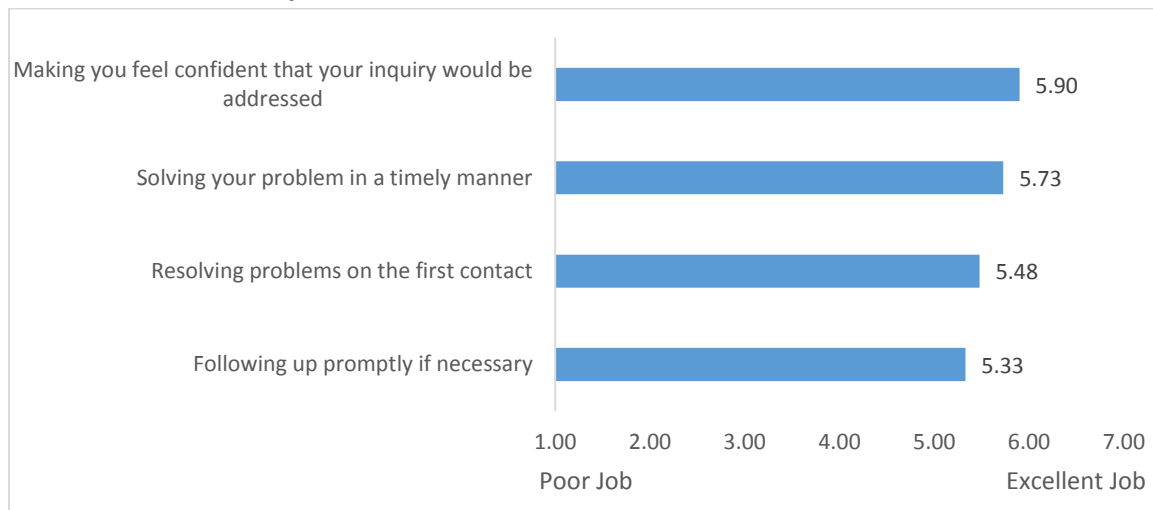
Based on 228 valid weighted responses.

People who spoke with a customer service representative on the phone were asked to rate the performance of that customer service representative on four attributes:

1. Making you feel confident that your inquiry would be addressed.
2. Solving your problem in a timely manner.
3. Resolving problems on the first contact.
4. Following up promptly if necessary.

A seven-point rating scale was used where a value of seven indicates that the customer service representative did an excellent job, and a value of one indicates that the customer service representative did a poor job.

Q26: Regarding your most recent phone contact, please use the 7-point scale to rate how well the customer service representative did on these characteristics.



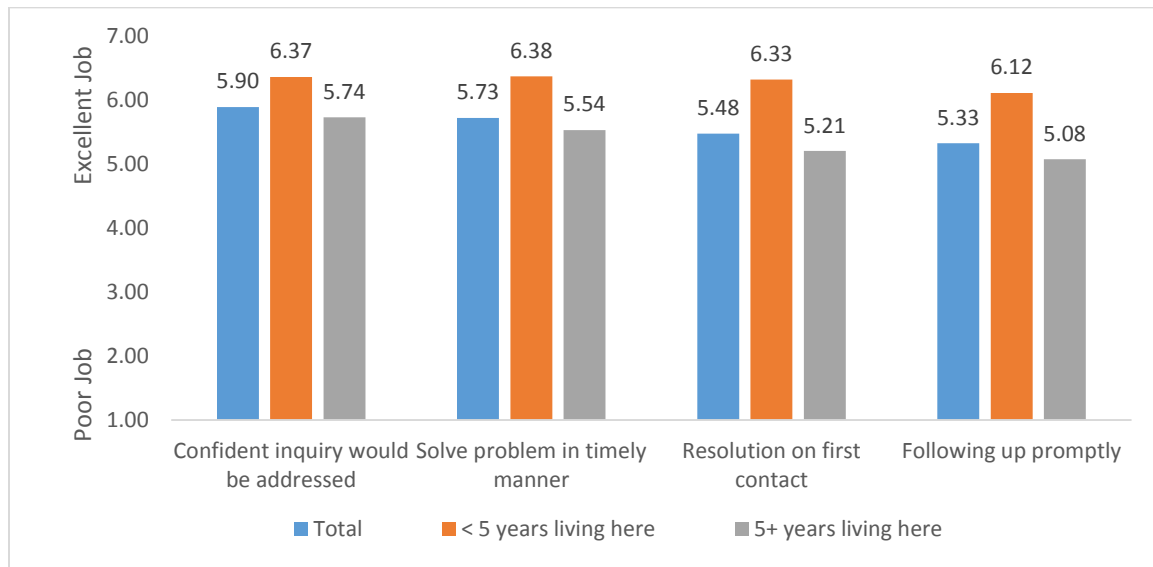
7-point scale where 7 means excellent job and 1 means poor job.

Following the order presented in the chart, the number of valid weighted responses is 223 (feel confident), 219 (timely resolution), 213 (resolve on first contact) and 113 (follow up promptly).

CSRs do a significantly better job of making customers feel confident that their inquiry will be addressed than they do at resolving problems on the first contact or following up promptly if necessary.

The average ratings provided to CSRs on each of these attributes are statistically the same across demographic subgroups. Of interest is a trend showing that those who have lived in Seattle fewer than five years tend to rate their satisfaction with the CSRs the highest.

Q26: Regarding your most recent phone contact, please use the 7-point scale to rate how well the customer service representative did on these characteristics.



7-point scale where 7 means excellent job and 1 means poor job.

Following the order presented in the chart, the number of valid weighted responses is 223 (feel confident), 219 (timely resolution), 213 (resolve on first contact) and 113 (follow up promptly).

Problems in the Neighborhood

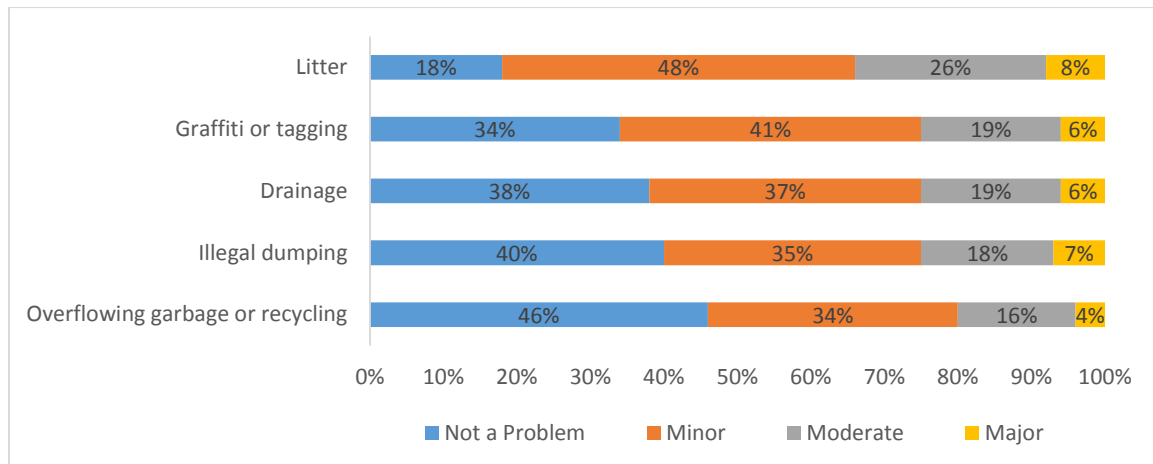
Respondents were asked to rate the extent to which graffiti, litter, illegally dumped materials, poor drainage and overflowing garbage and recycling containers are problems in their neighborhood. Prior to 2015, respondents were asked about litter and illegally dumped materials as one category. These potential problems were split into two categories in 2015 because several respondents in the pretest reported that they were different issues and deserved individual ratings. The extent to which overflowing garbage and recycling containers is a problem was asked about for the first time in 2015.

In prior years, litter or illegally dumped materials was seen as the greatest problem in neighborhoods. The 2015 data shows that litter is the biggest problem, with one-third (34%) saying that litter is a moderate or major problem in their neighborhood. Of these, 8% indicated that it is a major problem.

About one quarter (25% in all cases) view graffiti, drainage and illegal dumping as a moderate or major problem in their neighborhood. This percentage is statistically smaller than the percent who believe that litter is a moderate or major problem.

Statistically on par with perceptions of graffiti, drainage and illegal dumping, 20% say that overflowing garbage is a moderate or major problem in their neighborhood while 4% say that it is a major problem.

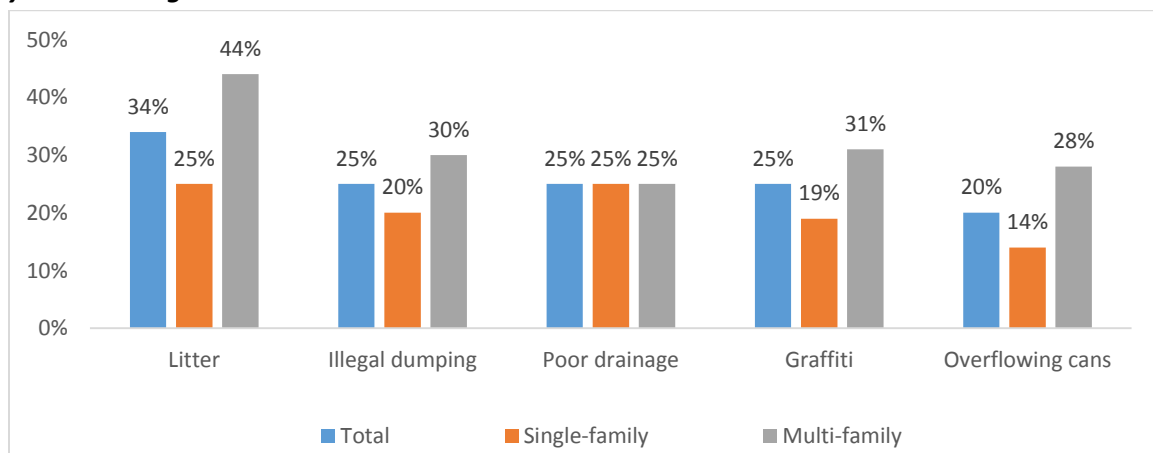
Q6: Please check whether you think these are a major problem, moderate problem, minor problem or not a problem at all in your own neighborhood.



In the order they appear in the chart, the number of valid weighted response is 1,117 (litter), 1,098 (graffiti), 1,112 (drainage), 1,083 (illegal dumping) and 1,102 (overflowing garbage or recycling).

When looking at the percent who rate neighborhood problems as major or moderate, those who live in multi-family homes show greater concern for litter, illegally dumped materials, graffiti and overflowing garbage cans in their neighborhoods than do those who live in single-family homes. Multi-family homes include anything that is not a single-family home (duplexes, tri- and four-plexes and buildings with five or more units.)

Q6: Are these a major problem, moderate problem, a minor problem or not a problem at all in your own neighborhood?



Combined percent of those saying the problem is “major” or “moderate.”

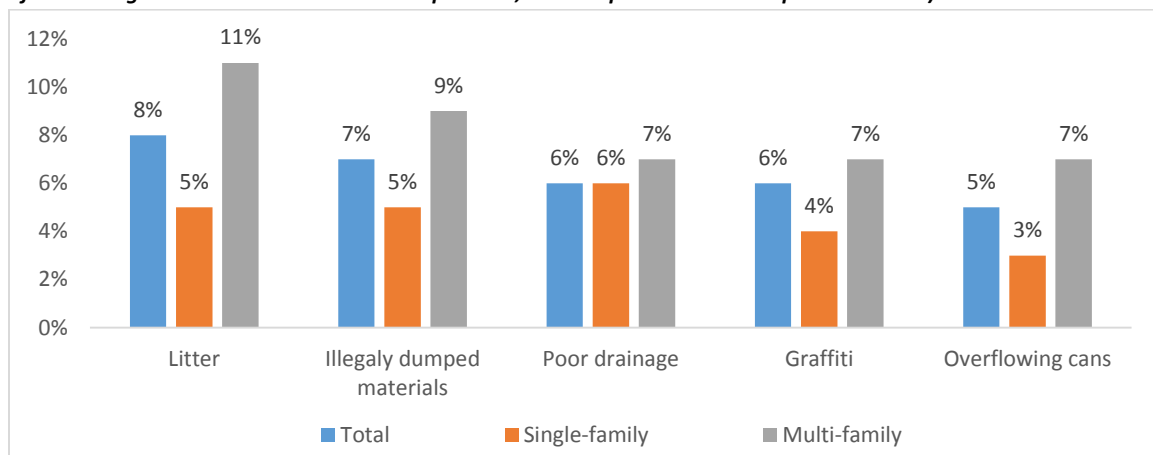
In the order they appear in the chart, the number of valid weighted response is 1,117 (litter), 1,083 (illegal dumping), 1,112 (drainage), 1,098 (graffiti) and 1,102 (overflowing garbage or recycling).

Those who are under 35 years of age tend to view litter as a bigger problem than do those who are 35 years of age or older.

- 46% of those under 35 said that litter was a major or moderate problem, compared with 34% of those 35 to 54 years of age and 25% of those 55 years of age or older.

When looking at those who rate each problem as major, those living in a multi-family dwelling are significantly more likely than those living in a single-family dwelling to say that litter, illegally dumped materials and overflowing garbage cans are major problems in their neighborhoods.

Q6: Are these a major problem in your own neighborhood? (Respondents were also given the option of answering that issues were a moderate problem, a minor problem or not a problem at all.)



Combined percent of those saying the problem is “major.”

In the order they appear in the chart, the number of valid weighted response is 1,117 (litter), 1,083 (illegal dumping, 1,112 (drainage), 1,098 (graffiti) and 1,102 (overflowing garbage or recycling).

When looking at the combination of those saying it was either a major or moderate problem, those under 35 years of age viewed litter as a bigger problem than did those who were older. The same isn’t true when just looking at those who said litter was a major problem. Those who are under 35 years of age are just as likely as those who are older to say that litter is a major problem.

- 10% of those under 35 said that litter was a major problem, compared with 7% of those 35 to 54 years of age and 8% of those 55 years of age or older.

When problems are looked at by neighborhoods, graffiti is considered to be a significantly bigger problem (major or moderate) in Capitol Hill and in Downtown than it is in Ballard, Duwamish,

North Seattle, Northeast Seattle, Northwest Seattle, Queen Anne/Magnolia, Southeast Seattle and West Seattle.

Litter is considered to be a significantly bigger problem (major or moderate) in Capitol Hill and Downtown than it is in Ballard, North Seattle, Northeast Seattle, Northwest Seattle, Queen Anne/Magnolia, Southeast Seattle or West Seattle.

Illegally dumped materials is a significantly bigger problem in Duwamish than it is anywhere else in Seattle. Compared to other neighborhoods, illegally dumped materials also tends to be perceived as a problem in the Capitol Hill neighborhood.

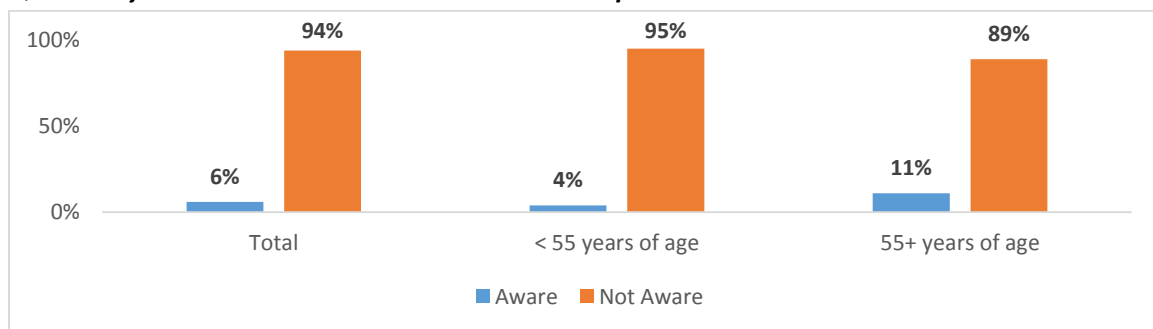
Differences in perceptions of drainage by neighborhood are not as evident. Those living in Ballard and Queen Anne/Magnolia seem least likely to say that drainage is a major or moderate problem.

Strategic Business Plan

Seattle Public Utilities has a Strategic Business Plan which was developed with input from the public and adopted by the City Council in 2014. The Strategic Business Plan guides activities at SPU for the next several years. The plan also commits to a rate path across all utilities averaging 4.6% per year.

Only a few respondents (6%) are aware that Seattle Public Utilities has a new business plan. Those who are 55 years of age or older are significantly more likely than their younger counterparts to be aware of this business plan (11% versus 4% respectively).

Q27: Are you aware that SPU has a new business plan?



Based on 1,092 valid weighted responses.

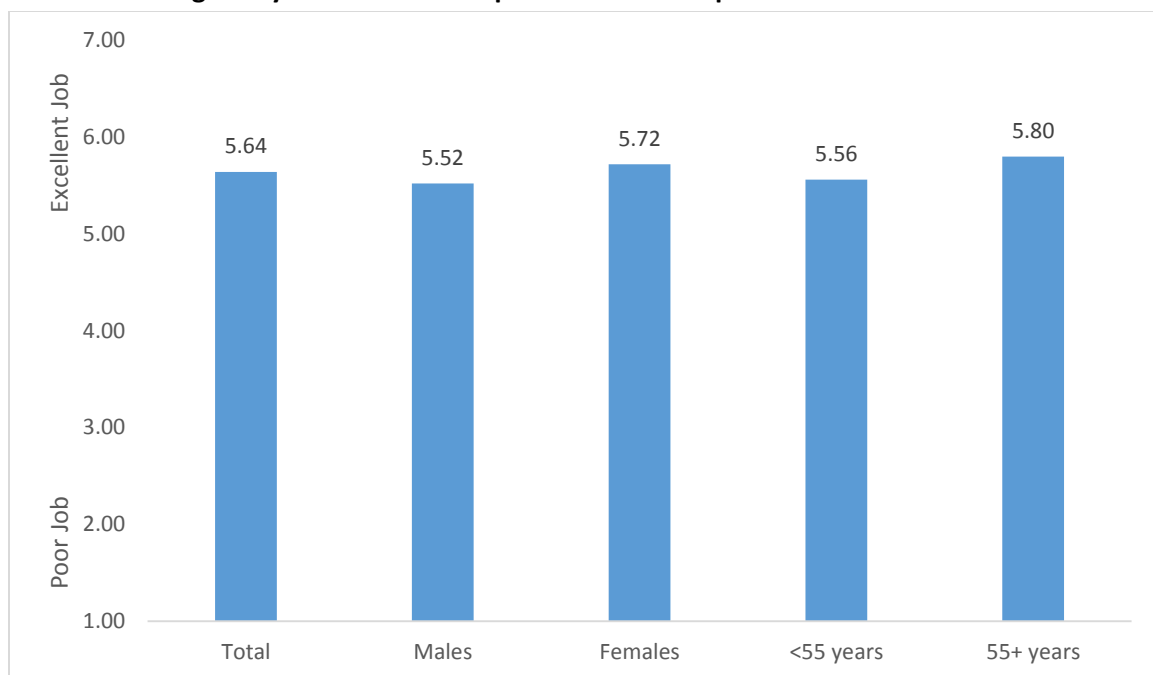
SPU's Promise

Respondents were asked to use a seven-point scale to rate how well they think SPU does at accomplishing its mission. SPU's mission is to:

Deliver efficient and forward-looking utility services that keep Seattle the best place to live.

Overall, based on those who provided an answer, SPU receives an average score of 5.64 on keeping its promise of delivering efficient and forward-looking utility services.

Q28: How well do you think SPU does at keeping its promise of delivering efficient and forward-looking utility services that keep Seattle the best place to live?



7-point scale where 7 means excellent and 1 means poor.

The total number of valid responses was 962. The number of valid responses for males was 461 and for females it was 490. The number of valid responses for those under 55 years of age was 636 and for those 55 years of age or older it was 327.

Perceptions of SPU's performance is significantly higher among females and among those who are 55 years of age or older.

- Females provide an average rating of 5.72 compared to the average rating of 5.52 provided by males.
- Those 55 years of age or older provide an average rating of 5.80, compared to the average rating of 5.56 provided by those under 55 years of age.

A relatively large percent did not know how to answer this question (17% did not respond or specifically said they didn't know).

Communications Strategy

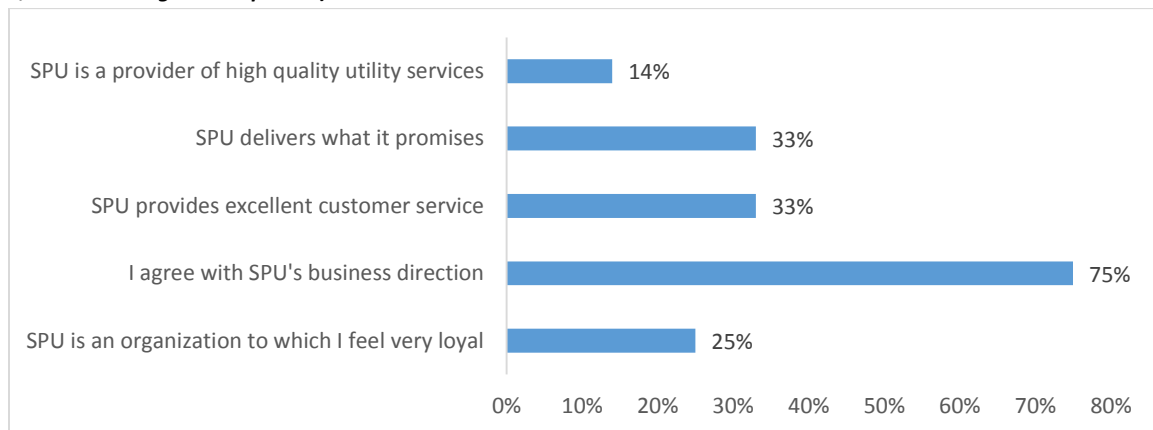
SPU regularly tracks perceptions of how well they do on five key business objectives when communicating with the public. Respondents were asked to use a seven-point scale to rate the extent to which they agreed or disagreed with these statements. The five statements are:

1. I agree with Seattle Public Utilities' business direction (their plans for the future).
2. Seattle Public Utilities delivers what it promises.
3. Seattle Public Utilities is a provider of high quality utility services.
4. Seattle Public Utilities provides excellent customer service.
5. Seattle Public Utilities is an organization to which I feel very loyal.

These questions were difficult to answer for a relatively large group of people. The following chart shows the percent of respondents who either did not provide a response or who specifically said they did not know how to rate the extent to which they agreed or disagreed with each of these statements.

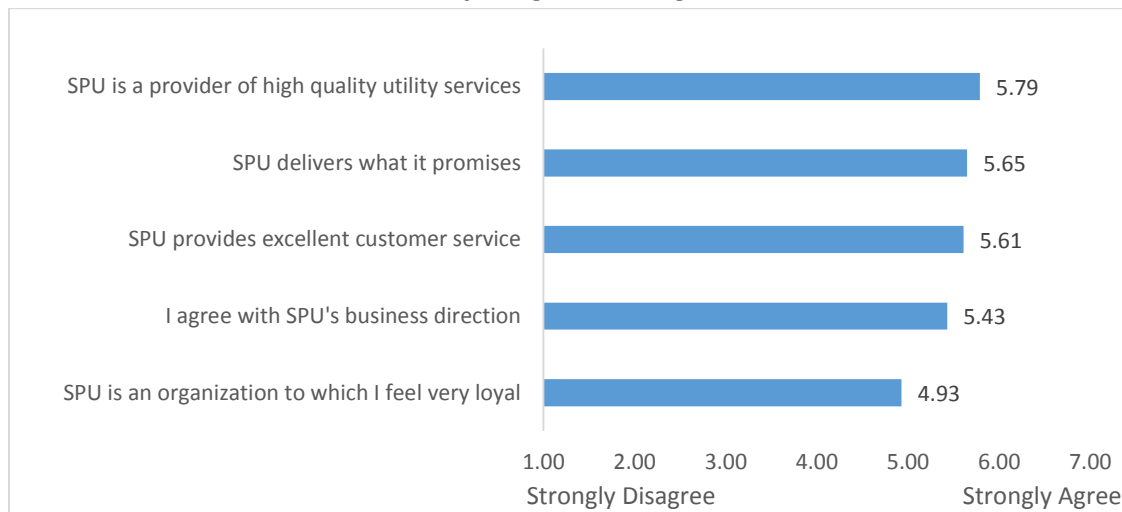
Q29: Please rate the extent to which you agree or disagree with each statement.

(This chart shows the percent who don't know or didn't respond to the statement with a rating and is based on 1,165 valid weighted responses)



Among those who could answer, the average rating on the seven-point scale is presented in the chart below.

Q29: Please rate the extent to which you agree or disagree with these statements.



7-point scale where 7 means strongly agree and 1 means strongly disagree.

Following the order presented in the chart, the number of valid weighted response was 1,001 (high quality utility services), 780 (delivers what it promises), 781 (excellent customer service), 288 (agree with business direction) and 877 (feel very loyal).

SPU receives an average rating of 5.79 for the first question, indicating most people agree that SPU is a provider of high quality utility services. Although significantly lower, SPU's rating on delivering what they promise is also high (5.65). On par with delivering what they promise, SPU's average rating on providing excellent customer service is 5.61. Significantly below that, SPU is rated an average of 5.43 on agreeing with the business direction. At the bottom, and statistically lower than all others, SPU receives an average rating of 4.93 on being an organization to which consumers feel loyal.

Among those who could provide a rating, those living in single-family homes are significantly more likely than their multi-family counterparts to agree that SPU is a provider of high quality utility services (5.87 versus 5.70 respectively).

Performance ratings for the statement "I agree with SPU's business direction" are significantly higher among those who receive a bill from SPU (5.77 versus 5.27 among those who do not receive a bill).

About one-quarter (25%) of the respondents didn't answer or said they did not know how to answer whether they feel loyal to SPU. Among those who did answer, those significantly more loyal to SPU include:

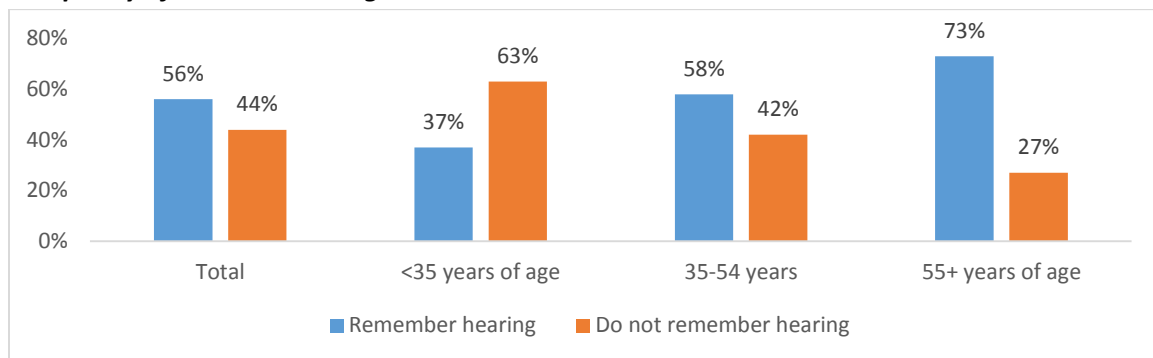
- Females (average rating of 5.09 compared to an average rating of 4.77 among males).
- Those 55+ years of age (average rating of 5.39 compared with an average rating of 4.69 among those under 55 years of age).

- Those with household incomes under \$100,000 (average rating of 5.15 compared to an average rating of 4.54 among those with household incomes of \$100,000 or higher).
- Those who have lived in Seattle 20 years or more (average rating of 5.25 compared with an average rating of 4.67 for those who have lived in Seattle less than 20 years).

Pollution in Puget Sound

Respondents were asked whether they remembered seeing or hearing anything about how handling pet waste, car washing, oil changes and/or garden pesticides impacts the quality of the water in Puget Sound. Overall, a little over half (56%) said they had heard something about this type of pollution. Those most likely to remember these pollution messages were those who are older. Seventy-three percent (73%) of those 55 years of age or older remember seeing or hearing something, compared to 58% of those 35 to 54 years of age and 37% of those under 35 years of age.

Q10: In the past year or so, do you remember seeing, reading or hearing anything about how handling pet waste, car washing, oil changes and/or garden pesticides impacts the quality of the quality of the water in Puget Sound?



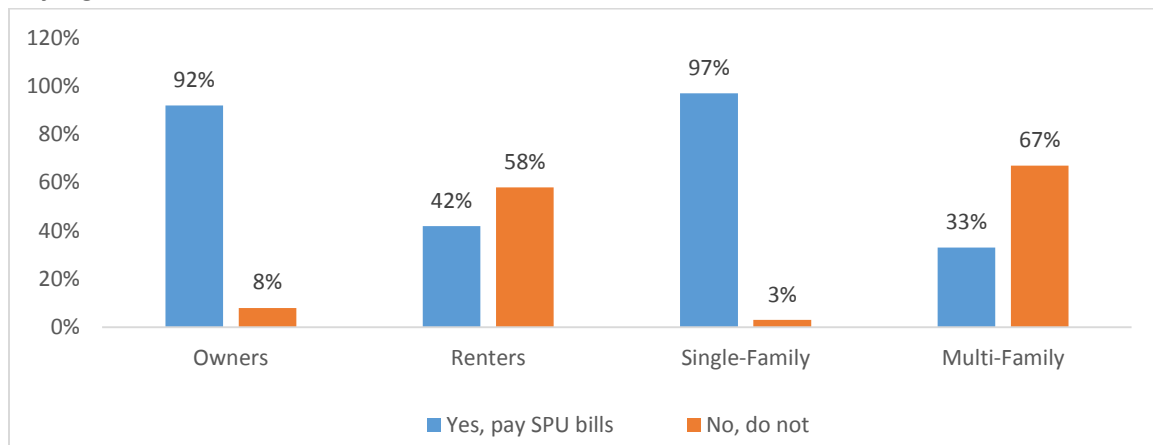
Based on 1,042 valid weighted responses.

Special Topics of Current Interest

Preferences for Timing of SPU Bills

Two-thirds of those participating in this survey (65%) reported that their household pays bills from SPU for the water, sewer and garbage services used at their home. Likelihood to pay an SPU bill is significantly higher for those who own their home than it is for those who rent their home. Highly correlated with ownership, likelihood to pay SPU bills is also significantly higher among those living in single-family dwellings.

Q13: Does your household pay bills from Seattle Public Utilities for water, sewer, and garbage services used at your home? This is not the bill you receive for electricity service from Seattle City Light.



Based on 1,123 valid weighted responses.

Those who do not receive a bill from SPU (and therefore may be less engaged with SPU) are significantly more likely to be:

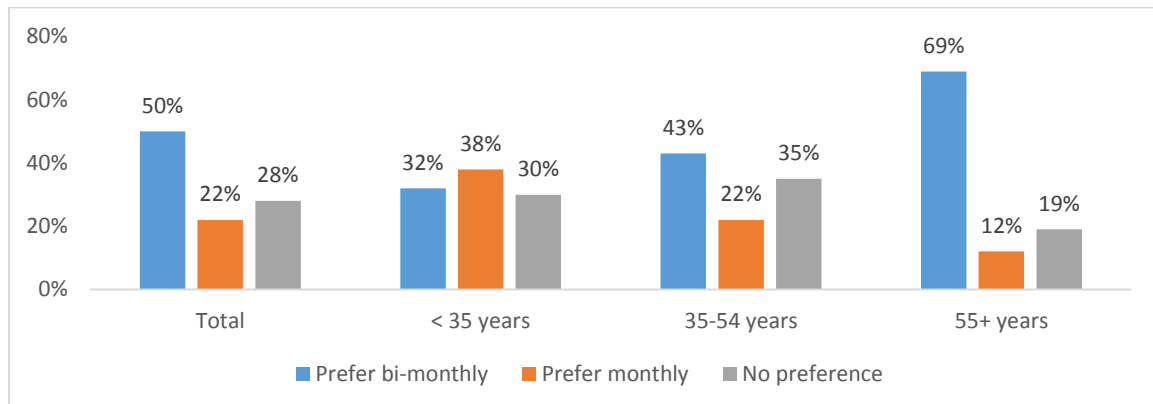
- Renters (58% of renters do not pay a SPU bill, compared with 8% of owners)
- Living in a multi-family dwelling (67% do not pay a SPU bill versus 3% of those living in a single-family home)¹⁰
- Under 35 years of age (46% do not pay a SPU bill versus 29% of those 35 years of age or older)

Those who do pay a SPU bill were asked whether they would prefer to continue paying their SPU bill bi-monthly, like they do now, or whether they would prefer to pay their SPU bill monthly.

In one-half of the households paying SPU bills (50%) the preference is to pay the bill bi-monthly like they do now. About one-quarter (22%) say they'd prefer to change to a monthly billing cycle and 28% said they had no preference. Preference for keeping the billing cycle the same as it is now is strongest among those who are 55 years of age or older. Preference for changing to a monthly billing cycle is strongest among those who are under 35 years of age (although still less than 50%.)

¹⁰ Multi-family is defined as any dwelling type that is not a single-family home.

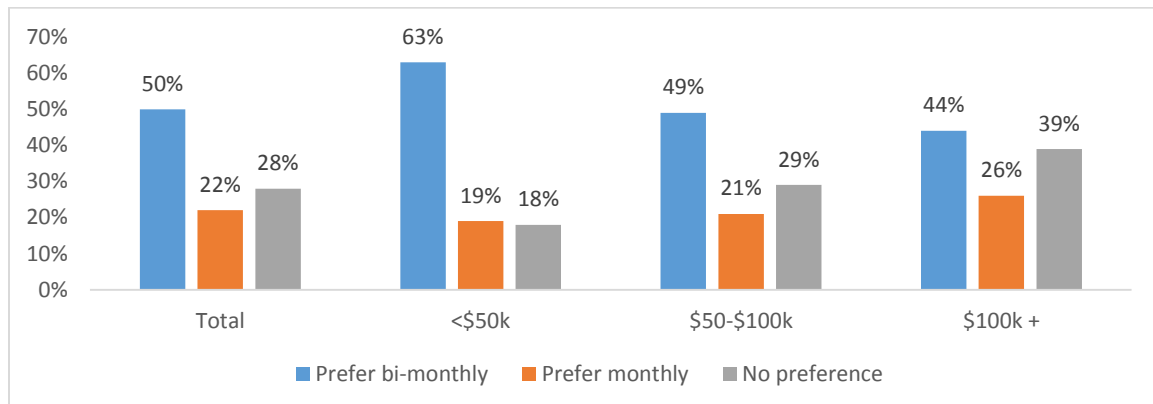
Q14: In the future, which one of these two options best matches how often you would like to receive your bill from Seattle Public Utilities?



Based on 735 valid weighted responses (those who receive SPU bills).

Preference to continue with bi-monthly billing is significantly higher among those with household incomes below \$50,000. Indifference about how often bills are paid is highest among those with incomes of \$50,000 or higher. There is no significant difference in preference for changing to a monthly billing cycle based on income.

Q14: In the future, which one of these two options best matches how often you would like to receive your bill from Seattle Public Utilities?



Based on 735 valid weighted responses (those who receive SPU bills).

Those who prefer to receive their SPU bills bi-monthly (like they do now) were asked which of these three listed responses matched the reasons for their preference (more than one response was accepted).

- 62% said that making six payments rather than 12 payments is easier.
- 31% said they can budget and pay their SPU bills now with the bi-monthly system.
- 24% said they'd prefer not to change.

Those who prefer to receive their SPU bills monthly (rather than bi-monthly like they do now) were asked which of three listed responses matched the reasons for their preference (more than one response was accepted).

- 71% said that 12 payments would make it easier to budget since all their other bills come monthly.
- 48% said it would be easier to pay because the total amount due would be less.
- 30% said that a monthly bill will act as a better reminder to conserve more and save money.

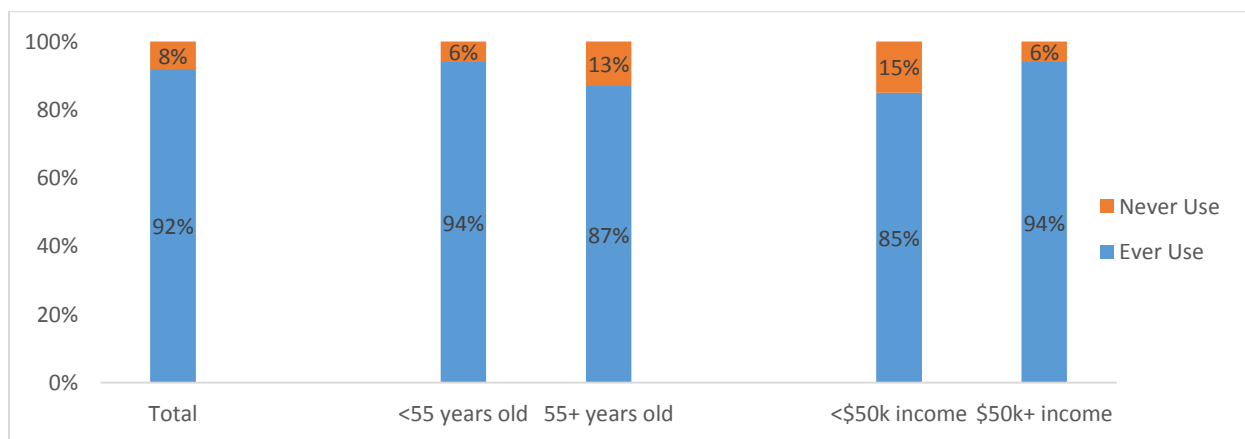
Interest in Free Curbside Pick-up of Reusable Items

Respondents were asked about their interest in a new service potentially offered by SPU. This free service would pick up unwanted items in good condition (such as old clothing, furniture, kitchenware, books and/or toys) from the curb in front of homes. Overall, interest in this free service is very high, with 92% of respondents saying they'd use it at least once a year.

In comparison to their counterparts, interest in using this service is significantly higher among those under 55 years of age and those with \$50,000 or more in household income. Ninety-four percent (94%) of those under 55 said they would use this free pick-up service at least once a year. Although the absolute percentage is still very high, only 87% of those 55 years of age or older said they would use the free service at least once annually.

Ninety-four percent (94%) of those with household incomes of \$50,000 or more said they would use this free service at least once a year, compared with 85% of those with household incomes below \$50,000.

Q5: If SPU offered a free service that would pick up your unwanted items that were in good condition from the curb in front of your home, in a typical year, how many times would you use this free service?



Based on 1,054 valid weighted responses.

Beyond the 8% who said they would never use the service, about two-thirds (64%) said that they would use this free curbside pick-up service between one and four times, and 29% said they'd use it more than four times. On average, the entire sample of 1,163 respondents reported they'd use this free service 4.16 times per year.

Looking at the average number of times this free service would be used per year, these groups are significantly more likely than their counterparts to say they'd use it the most:

- Females (average of 4.41 times per year compared to 3.87 times for males)
- Under 35 (average of 4.42 times per year compared to 4.04 times for those 35 years of age or older)
- Those with children living in the household (5.15 times per year compared with 3.77 for those without children in the household)

Awareness of Composting Requirements and Behaviors with Food Waste

SPU has made changes to its food waste pick-up service over the years. Major milestones have included:

- 2005: Added vegetative food waste and food-soiled paper to curbside pick-up program, and provided carts to single-family households with bi-weekly pick-up.
- 2009: Non-vegetative food waste was added to the curbside pick-up program. Collection frequency increased from bi-weekly to weekly. All single-family customers were required to sign up for organics service or have backyard composting. Multi-family usage was optional.
- 2011: Multi-family customers were required to sign up starting September 2011.
- 2015: The mandatory requirement to keep organics out of the garbage can was implemented in January 2015. One dollar fines for residential non-dumpster non-compliance were announced but later postponed.

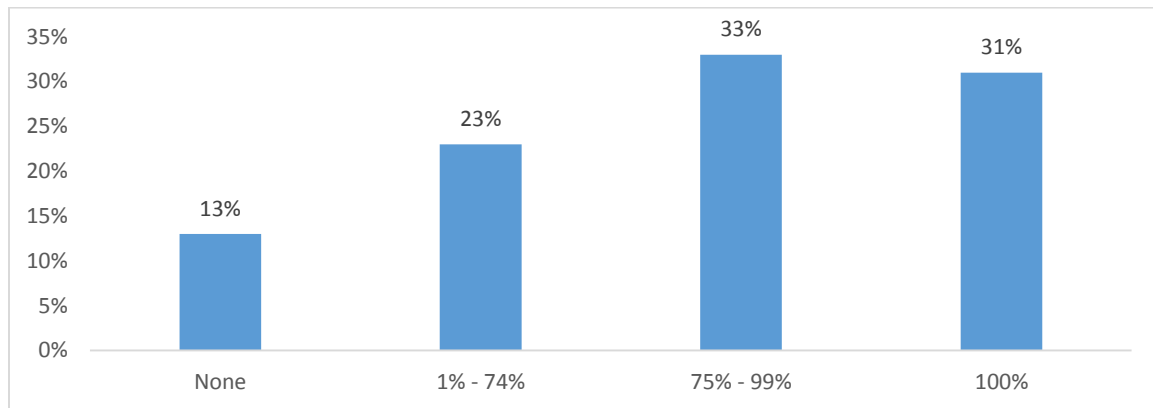
Respondents were asked whether they had seen, read or heard anything about a requirement to keep all food waste out of the garbage, or a requirement to compost all food waste in Seattle. Overall, 91% of these respondents are aware of this requirement. The following demographic groups are significantly more likely than their counterparts to be aware:

- Those who are 35 years of age or older (94% were aware compared with 83% of those who are under 35 years of age).
- Those who are home owners (96% were aware compared with 86% of those who are renters).

- Those who live in a single-family dwelling (96% were aware compared with 86% of those living in a multi-family home).

Respondents were asked what percent of their food waste is placed in the food and yard waste cart or composted now. Thirteen percent (13%) do not place any of their food waste in the cart or compost it now, and 31% place 100% of their food waste in the cart or compost it now. In the middle, 56% say they place at least some, but not all, of their food waste in the cart or compost it now.

Q8: What percent of your household's food waste is placed in the food and yard waste cart or composted now?

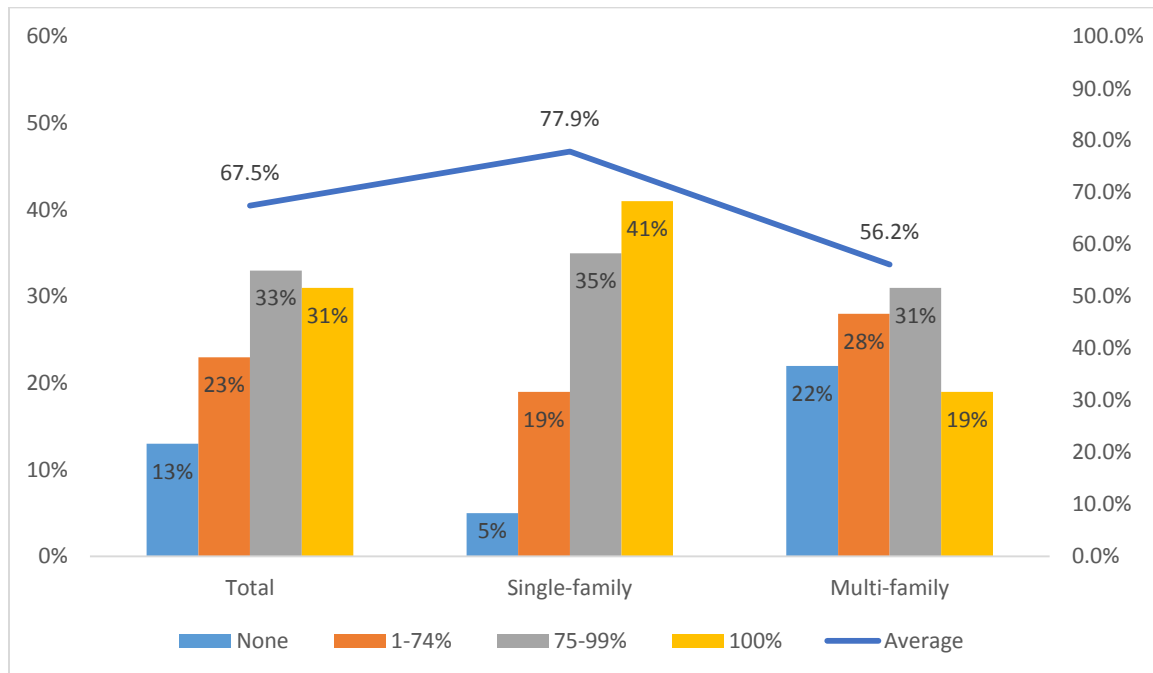


Based on 1,076 valid weighted responses.

Using the midpoint of each range as the basis for calculating an average, the average amount of food waste Seattle households place in the cart or composts now is 67.5%.

Those who live in single-family homes are significantly more diligent about placing their food waste in the cart or composting it now than are those living in multi-family homes. Three-quarters (76%) of those living in a single-family home place 75% or more of their food waste in the cart or compost it now, compared with 50% of those living in multi-family homes.

Q8: What percent of your household's food waste is placed in the food and yard waste cart or composted now?



Based on 1,076 valid weighted responses.

Those 35 years of age or older place significantly more of their food waste in the cart or compost it than do their younger counterparts. Respondents who are 35 years of age or older place an average of 75.7% of their food waste in the cart or compost it, compared to an average of 54.7% for those under 35 years of age.

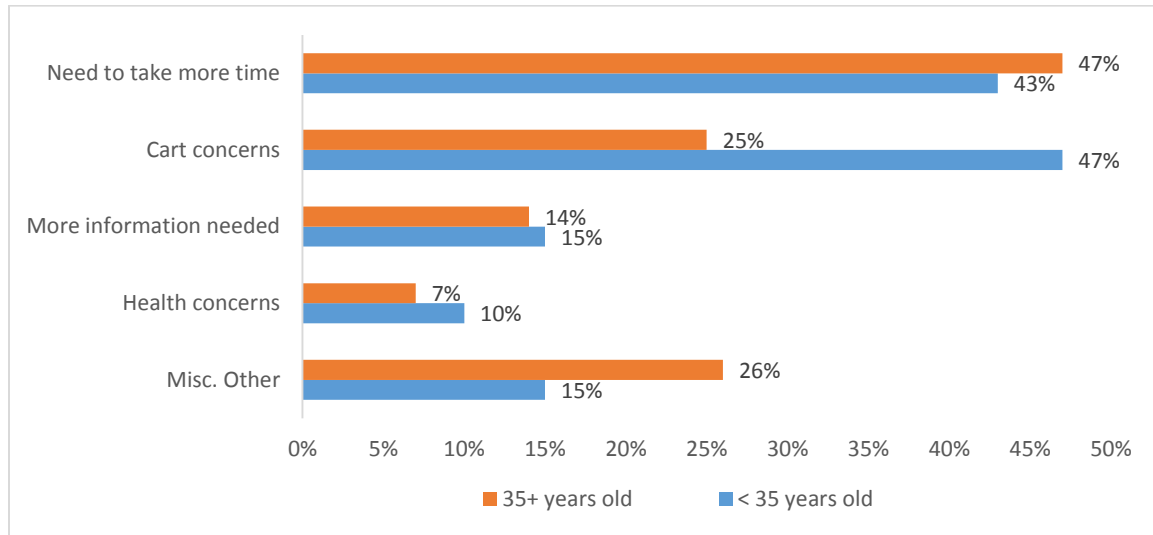
Respondents were asked what stopped them from placing more of their food waste in the cart.

- 45% said they need to take more time and/or pay more attention to composting more of their food.
- 33% said that there were issues with the presence or condition of the cart in which food waste should be placed.
- 14% said they needed more or better information to help them understand food waste composting.
- 8% cited environment or health concerns as a reason for not composting more—in most cases, these concerns were about attracting pests and dealing with unpleasant odors.
- 22% reported a different reason for not composting more than they do now, but the unique and varied reasons within this “other” category were never mentioned by more than 4% of the respondents.

As the following chart shows, 47% of those under 35 years of age say that the presence or condition of their cart is one reason that they don't compost more of their food waste. An equally important reason is that they don't take the time or energy to engage in that behavior.

Those 35 years of age or older are most likely to say that their own behavior prevents them from using the cart more often for food waste (47%).

Q9: What prevents you from taking even more of your food waste out to your home or building's food and yard waste cart?



Based on 748 valid weighted responses.

In the “miscellaneous other” category, those in the oldest age cohort of 55 years of age or older are more likely than their younger counterparts to say that they have no other food waste to place in their cart or compost (so they cannot place more in the cart). Twelve percent (12%) of those 55 years of age or older say they already compost or place in the cart all the food waste they can—possibly implying that the remainder of their food waste is not compostable (compared with 4% of those under 55).

Strongly correlated with age, those who rent and those who live in multi-family housing are significantly more likely than their counterparts to say that cart issues stop them from composting more of their food waste.

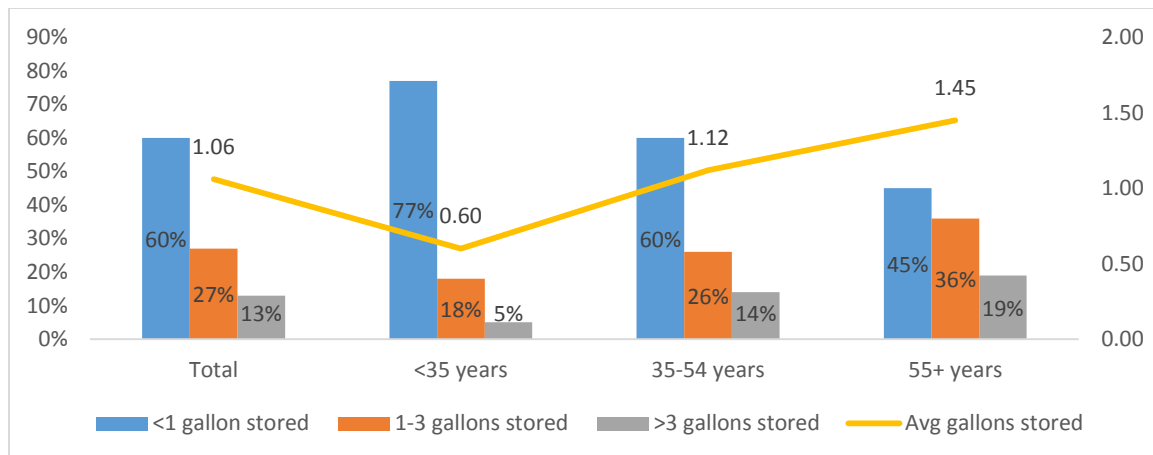
- 44% of renters say that cart issues prevent them from taking more of their food waste there, versus 16% of home owners.
- 45% of those living in a multi-family home say that cart issues prevent them from taking more of their food waste there, versus 17% of single-family dwellers.

Expectations for Restoring Water Service Following a Disaster or Emergency

Respondents were asked how much drinking water they have stored at their home for use during an emergency if the water in their home was shut down for more than a day. About one-quarter (27%) said they don't have any drinking water stored in case of an emergency, and another third (33%) said they have less than one gallon per person in the household on hand.

Those who are most likely to have water stored in case of an emergency are 55 years of age or older. Fifty-five percent (55%) of those who are 55 years of age or older have at least one gallon of stored water per person in the household. Among those who are 35 to 54 years of age, only 40% have at least one gallon, and among those under 35 only 23% have at least one gallon of water stored in case of an emergency.

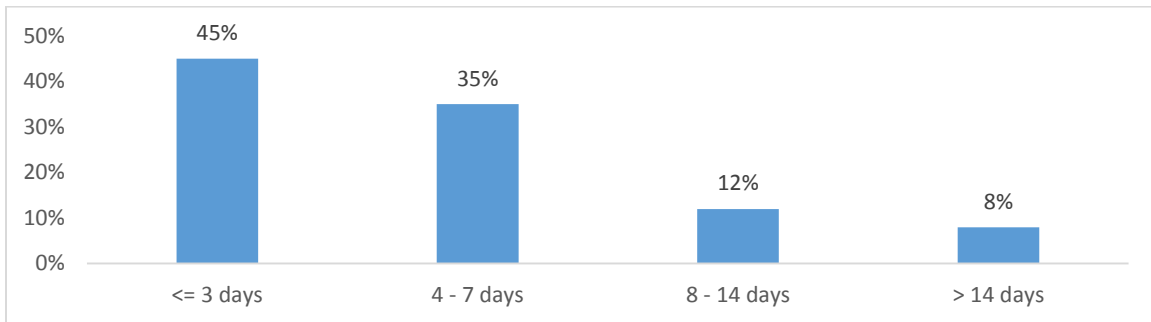
Q11: How much drinking water do you currently have stored at your home (in bottles, jugs, pitchers or other containers), for each member of your household?



Based on 1,133 valid weighted responses.

Survey participants were asked how many days they would expect it to take City employees to fully restore water service should an earthquake occur that was severe enough to damage major roadways and bridges, and result in a loss of power and water. Overall, just under half (45%) said they would expect it to take three days or less to fully restore water service to homes. On average, those answering the question said they would expect it to take just under six days (using range midpoints, the exact average was 5.7 days).

Q12: If Seattle experienced an earthquake that is severe enough to damage major roadways and bridges and result in a loss of power and water, how many days would you expect it to take City employees to fully restore water service to your home?



Based on 1,038 valid weighted responses.

Those with significantly higher performance expectations, saying it should take 3 or fewer days to restore water, are female or belong in the younger age category.

- 50% of the females expect City employees to fully restore water service within three days, compared with 40% of males.
- 51% of those under 35 expect City employees to fully restore water service within three days, compared with 42% of those 35 years of age or older.

Chapter 6: Methodology for Race Analysis

When conducting consumer research, Seattle Public Utilities has elected to update its methods based on the behaviors and communication preferences of its target audiences. In 2001, 2003, 2005 and 2007, when most every Seattle household had a hardwired landline telephone, Seattle Public Utility's Residential Survey was conducted using a telephone-based sampling frame.

When designing the 2011 methods, SPU recognized that consumer communication preferences had changed. Significantly fewer Seattle households had a hardwired landline telephone, and significantly more individuals preferred to communicate using a cell phone. The sampling and data collection methodology was therefore changed from a Random Digit Dialing (RDD) telephone survey to ORC International's CDP Sampling™ process. This method of using multiple modes for data collection (telephone and online) was designed to compensate for the reduction in number of hardwired landline phones.

In 2015, SPU again updated its methods to reflect the changing times. With the continued decrease in the number of households with hardwired landlines, the decline in the number of people willing to participate in survey research and the continued importance of ensuring that high response rates are achieved so that the data collected is valid and reliable, SPU elected to move to the industry's best-practice approach.

The sampling and data collection methodology used for this research followed the work pioneered by Dr. Don Dillman. The 55.4% response rate achieved using this methodology is a significant improvement over the response rates achieved using the 2011 mixed-mode methods (12.2%).

2015 SPU Residential Mail Survey

A total of 1,163 mail surveys were returned from 2,500 randomly selected households in Seattle. Anyone with a unique mailing address was included. More information about the methods employed and those who participated can be found in the chapter describing the methodology for the mail survey.

A total of 429 mail surveys were returned from an oversample of 1,000 randomly selected households in Seattle census tracts identified as racially diverse. The purpose of including this additional data is to augment the sample sizes for all races in order to afford more robust analysis by race.

The sample of 1,000 households used as the supplemental sample was randomly selected from all possible households inside Seattle census tracts that have higher densities of non-white dwellers. The census tracts included are:

53033005302	53033008800	53033008900	53033009000	53033009100
53033009200	53033009300	53033009400	53033010001	53033010002
53033010100	53033010300	53033010401	53033010402	53033010701
53033010702	53033011001	53033011002	53033011101	53033011102
53033011200	53033011402	53033011700	53033011800	53033011900

In Chapter 7, all results are based on the combined sample including 1,163 respondents from the primary sample and 429 responses from the oversample.

Samples sizes for each of the race groups are:

- White only (not mixed race), 1,061
- Black only (not mixed race), 90
- Asian only (not mixed race), 194
- Other race only (not White, Black, Asian or mixed race), 38
- Two or more races (mixed race), 67
- Refused, 142

Within the Asian only group, the subgroups include Chinese, Vietnamese, Filipino and Japanese. Since these sample sizes are very small it is not possible to discuss statistically significant differences.

In addition to race analysis, the survey also asked respondents if they identify as Hispanic. Analysis was also completed based on this group of 64 households.

Where sample sizes are small (other race only, two or more races, Hispanic) the data is often not robust enough to find or have confidence that differences are statistically significant.

Reporting Conventions

This report summarizes each question from the 2015 Residential Customer Mail Survey by race. In the charts and tables, unless otherwise noted, the column labeled “random survey” provides results from the weighted random sample of 1,163 respondents. This data is presented so that the race data can be compared to the results from the random sample of weighted data which accurately reflect the population. The columns labeled with race represent unweighted data from the combined random and supplemental samples. Combining the samples increases the number of responses for each race and therefore allows for more robust analysis.

Some results in this section compare those living in single-family homes to those living in multi-family homes. Multi-family homes are defined as any type of structure that is not single-family, so it includes duplexes, tri- and four-plexes, buildings with five or more units and any other description provided that was not a description of a single-family home.

This chapter identifies where there are statistically significant differences between race groups. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, the difference is statistically significant. The probability level for determining statistical significance is less than or equal to 0.05. Significant differences are pointed out in the report text and termed “significant.” Because many of the differences are not significant, they are discussed with terms like “more likely” or “preferred.”

Chapter 7: SPU Residential Mail Survey – Analysis by Race

Summary Highlights

The following key findings from the 2015 Mail survey highlight differences in responses to questions based on race. Most of the results presented in this summary show significant differences between groups.

- ❖ **Overall Opinion of SPU.** When it comes to their overall opinion of SPU, those who are white only rate their satisfaction significantly higher (5.81) than do those who identify as Asian only (5.63), but is statistically on par with Blacks and Hispanics.
- ❖ **Experiences with SPU.** Those who are white only rate their experiences with SPU significantly higher (5.94) than do those who identify as Asian only (5.75).
- ❖ **SPU services.** Those who identify as white only rate their satisfaction with each of these services significantly higher than do those who identify as Asian only:
 - ❖ Garbage pick-up services (6.10 compared with 5.86 respectively)
 - ❖ Food and yard waste pick-up services (6.11 compared with 5.61 respectively)
 - ❖ Sewer system (6.04 compared with 5.79)
 - ❖ Recycling pick-up services (6.11 compared with 5.90)
 - ❖ Drinking water from the faucet (6.03 compared with 5.62)
- ❖ **Making Contact with SPU.** Overall, when it comes to preferences for how contact is made with the City's utilities, significantly more Seattleites prefer the phone than those who prefer the web (54% versus 40% respectively). The following races are significantly more likely to prefer making contact on the phone –black only (80%), respondents who are not white, black or Asian (92%), and those who are Hispanic (88%) – than these two races: white only (54%) or Asian only (59%)
- ❖ **Speaking with a Customer Service Representative.** Those identifying as black only (74%), those identifying as a race other than white, black or Asian (93%) and those who identify as Hispanic (91%) are more likely than those who identify as white only (57%) or Asian only (62%) to say they spoke with a customer service representative.
- ❖ **Reasons for Contact.** Among those who made contact in the past year, blacks are significantly more likely than others to say that they made contact with an inquiry about billing (70%). Whites, on the other hand, are significantly more likely than blacks to say they made contact to change their service level or update their profile (18% versus 8%).

Customer Effort. SPU tracks the degree to which customers agree or disagree with five statements designed to measure customer effort. There are no significant differences between races in opinions about how well SPU performs on these metrics.

- ❖ **Major Neighborhood Problems.** When it comes to problems they see in their neighborhoods there are several differences that emerge between race groups:
 - ❖ Hispanics are significantly more likely than non-Hispanics to say that litter is a major problem in their neighborhood (23% versus 10% respectively)
 - ❖ Those who are Asian (13%) and those who are multi-racial (17%) are significantly more likely than those who are white only (7%) to say that illegal dumping is a major problem.
 - ❖ Those who are not white, black or Asian and classify themselves as some other race (19%) are significantly more likely than those who are white only (6%) to say that drainage is a major problem.
 - ❖ Those who are Asian only (10%) are significantly more likely than those who are white only (5%) to say that overflowing garbage or recycling is a major problem.
- ❖ **Communications Strategy.** When it comes to SPU's communications strategy, those who are white only are significantly more likely than those who are Asian only to agree that SPU is a provider of high quality utility services (5.90 versus 5.72 respectively). On the other hand, those who are Asian only are significantly more likely than those who are white only to say they feel loyal to SPU (5.48 versus 5.00 respectively).
- ❖ **SPU's Promise.** When it comes to perceptions of how well SPU does at performing its mission to deliver efficient and forward-looking utility services, those who are white only and those who are black only rate SPU significantly higher than do those who are Asian only (5.74 and 5.81 versus 5.51).
- ❖ **Pollution of Puget Sound.** Respondents were asked whether they remembered seeing messages about how handling pet waste, car washing, oil changes or using garden pesticides impacts the quality of the water in Puget Sound. These messages are more likely to be remembered by those who are white only (64%) than they are to be remembered by those who are Asian only (50%).
- ❖ **Timing of Bills.** Seattleites were asked about their preferences for the timing of bills from SPU. Continuing to receive bi-monthly bills is preferred more often by those who identify as black only (77%) than it is by those who identify as white only (51%), those who identify as Asian only (59%) or those who identify as some other race (66%).
- ❖ **Food Waste Ban.** When it comes to the requirement to keep all food waste out of the garbage, the awareness level among those who are white only (94%) is significantly higher than it is for those who are black only (86%) or Asian only (87%).

- ❖ **Disposal of Food Waste.** Those who are white only are also likely to place significantly more of their food waste in the food and yard waste cart or compost it than are those who are black only or Asian only (whites place 75.2% of their food waste in the cart or compost it, blacks place 54.5% of their food waste in the cart or compost it and Asians place 59.1% of their food waste in the cart or compost it).

Detailed Findings by Race

In this Chapter results are reported when significant as well as when trends look interesting but are not significant. This is because sample sizes are small for a number of the racial groups. In the rest of the report results are provided only when significant.

How differences between groups are described in this Chapter:

- ❖ **Significant or Significantly Likely:** Differences are unlikely to result from chance
 - ❖ **Likely:** While potentially interesting, the results are not significant
 - ❖ **Preferred:** Same as Likely
-

Opinions about SPU and Experiences with SPU

Seattle Public Utilities (SPU) is interested in assessing satisfaction with its utility services. Respondents were asked to use a seven-point scale to rate their overall opinion of SPU. A value of seven indicated that respondents were very positive about SPU, and a value of one indicated that respondents were not at all positive.

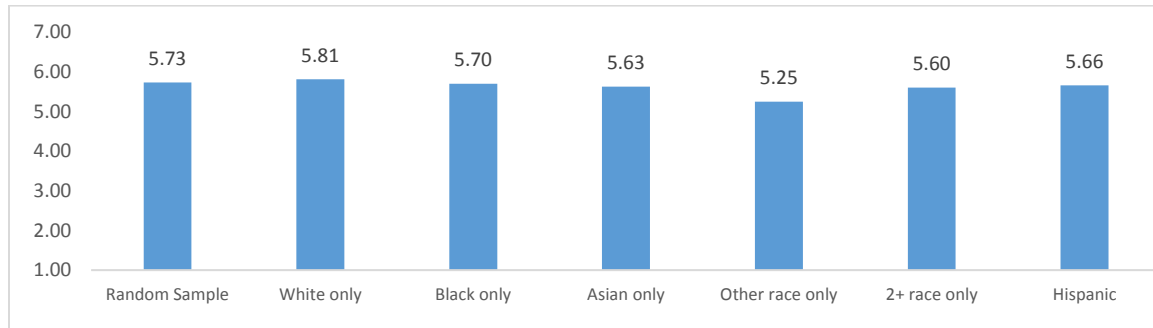
The random sample, representative of all Seattle households, rated their opinion of SPU an average value of 5.73.¹¹ Those who identify as white only rated their satisfaction significantly higher (5.81) than did those who identify as Asian only (5.63) and those who identify as a single race not otherwise specified (5.25).

Because the number of responses varies by each race category and is small (between 28 and 153 cases) for all races except white only (982), it is not possible to determine if the differences shown in the chart on the next page are significant. Even though it appears that some of the differences are significant, such a broad conclusion about significant differences cannot be

¹¹ The random sample represents the 1,163 respondents discussed in the section on mail survey results in the previous chapter. These results are repeated in this section for ease of comparison with race groups.

stated with accuracy (such as “white only is significantly different from all races scoring 5.63 or lower”). The number of responses is part of the formula which determines whether a difference is statistically significant. This is true for all charts in this report.

Q2: Please rate your overall opinion of Seattle Public Utilities (Caution: very small sample sizes which means that statistically significant differences are unlikely to emerge.)

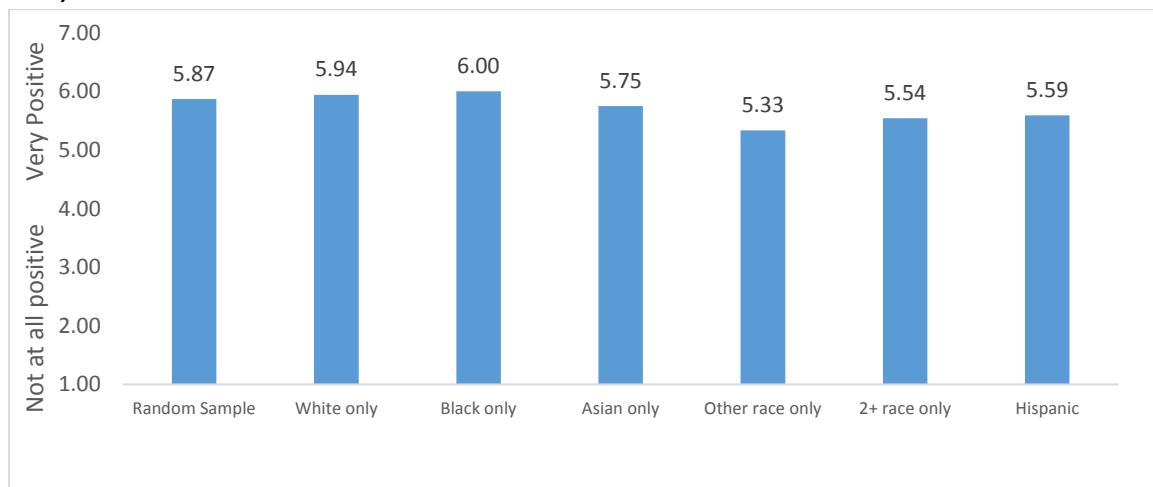


7-point scale where 7 means very positive and 1 means not at all positive.

The number of valid weighted responses for “random sample” is 982. For “white only” the valid sample size is 982, for “black only” it is 71, for “Asian only” it is 153, for “other race only” it is 28, for “2+ race only” it is 52 and for “Hispanic” it is 47.

Similarly, when asked to use the same seven-point scale to rate their overall experiences with SPU, Seattleites rated their experiences an average value of 5.87. Those who identify as white only rate their experiences significantly more positively than do those who are Asian only, those who identify as an “other” race and those who identify as being two or more races (5.94 compared with 5.75, 5.33 and 5.54 respectively). Whites and blacks rate their experiences the same.

Q4: Please rate your overall experiences with Seattle Public Utilities (Caution: very small sample sizes.)



7-point scale where 7 means very positive and 1 means not at all positive.

Valid responses in the order they appear left to right are 1,039, 957, 78, 168, 33, 57, 54.

Satisfaction with SPU Services

Respondents were asked to use a seven-point scale to evaluate their satisfaction with seven services provided by the Utility. A value of seven indicates that respondents were extremely satisfied with that service, and a value of one indicates that respondents were not at all satisfied with that service.

Only those results that are significantly different are discussed in the text.

Q3: For each of the services listed below provided by Seattle Public Utilities, please circle one number indicating how satisfied you are. (Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
Garbage pick-up	6.04	6.10	5.99	5.86	5.83	5.95	6.03
Food and yard waste p-u	6.02	6.11	5.69	5.61	5.83	6.09	5.92
Sewer system	6.01	6.04	6.10	5.79	5.62	5.63	5.69
Recycling pick-up	6.00	6.11	5.95	5.90	5.71	5.61	5.83
Drinking water from faucet	5.90	6.03	5.82	5.62	5.47	5.55	5.58
Transfer stations in South Seattle	5.53	5.57	5.74	5.62	5.12	5.71	5.13
Storm water (drainage) system	5.45	5.49	5.85	5.63	4.70	5.05	5.15

With the exception of satisfaction with transfer stations and the drainage system, those who are white only are more satisfied with every service compared to those who are Asian only.

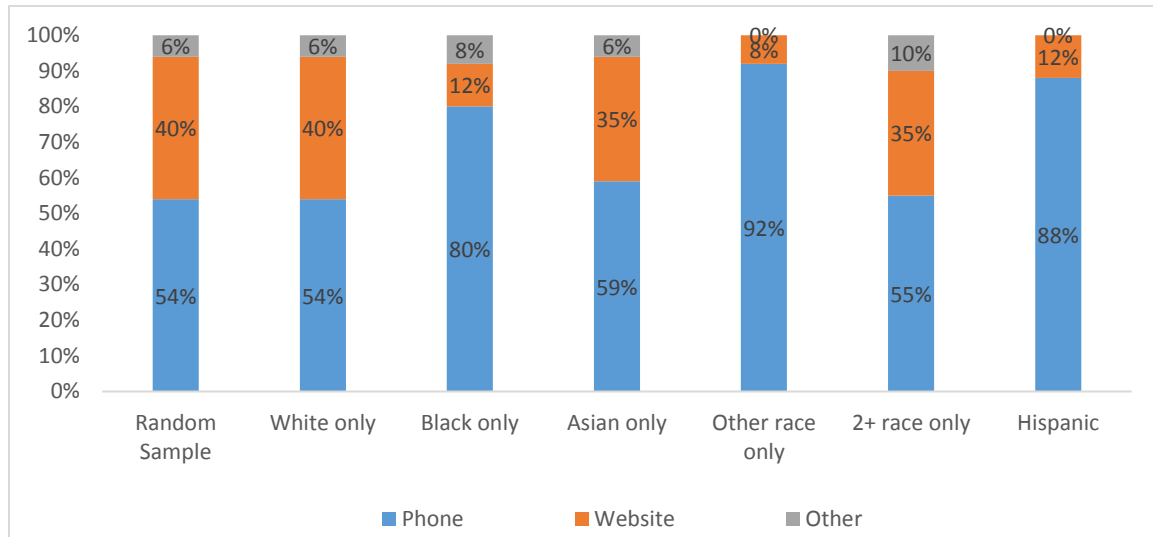
Recent Contacts with the Utility

Respondents were asked whether they had contacted the City or visited the City's website in the past 12 months. Overall, one-half (52%) of the total random sample representative of Seattle said they had made contact. Looking at the data by race, those most likely to have made contact are people who identify as white only (57%), those who identify as some race other than white, black or Asian (61%) and those who identify as two or more races (65%). Those least likely to have contacted the utility are those who identify as Asian only (38%). However, these differences are not significantly different.

Among those from the random sample about one-half (53%) said that their most recent contact was made to Seattle Public Utilities, and 37% said their most recent contacted was made to Seattle City Light. There are no differences based on race.

As shown in the chart below, of those in the random sample who made contact with either SPU or SCL, one-half (54%) made the contact by phone and 40% visited the City’s website. Blacks, those who identify as some other race, and Hispanics are significantly more likely to make contact by telephone (80%, 92% and 88% respectively) than those who are white only (54%) .

Q19: Thinking about the last time you contacted the City, how did you contact them? (Caution: very small sample sizes.)



Valid responses in the order they appear in the chart left to right are 410, 402, 40, 46, 12, 31, 25.

Among the random sample representative of Seattle, about one-half (52%) of those who most recently contacted SPU or SCL (in the past 12 months) said they made contact because they had a billing concern. Blacks are more likely than any other race group to say they made contact because of a billing question or concern (70%).

Whites are more likely than blacks to have made contact to change their service level or update their profile (18% versus 8% for blacks).

Customer Effort

Those who recently contacted either SPU or SCL (in the past 12 months) were asked to use a seven-point scale to rate the extent to which they agreed or disagreed with five statements about the quality of their contact. The five statements were:

1. Contacting the City was worth my effort.
2. It was easy for me to resolve the issue or have my questions answered.
3. It took less time than I expected to resolve the issue or have my question answered.
4. It was more difficult than I expected to have my issue resolved or have my question answered.
5. Trying to resolve the issue or get an answer to my question was a frustrating process.

A value of seven indicates that respondents strongly agreed with the statement, and a value of one indicates that respondents strongly disagreed with the statement. An average rating has been calculated using as the base only those who provided an answer.

The first three statements are phrased in a positive light, and agreeing with the statement would be the desired outcome from the City's perspective. The last two statements are phrased in a negative light, and the City would prefer that customers disagree with these sentiments. For analysis and the ability to compare averages, the answers to the last two statements have been reversed or flipped, so that a high average rating always equates to better performance.

The chart below presents the average rating for the random sample representative of Seattle along with each race group. There are no significant differences in how race groups rate the extent to which they agree or disagree with any of these statements. While some of these differences in scores look quite large and as if they should be statistically significant, the small sample sizes yield high variances and this translates to a lower likelihood of finding significant differences. While the differences between groups may appear large, there is a lack in confidence that the results are significantly different because the study did not have enough observations.

Q21: Still thinking about the last time you contacted the City or visited their website, please use the 7-point scale to rate whether you agree or disagree with each of the statements listed.
(Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
Contacting the city was worth my effort	5.82	5.88	5.86	5.69	4.86	5.34	5.58
It was easy to resolve the issue	5.60	5.59	5.97	5.30	4.80	4.67	5.75
Trying to resolve the issue was (not) frustrating	5.55	5.54	5.34	5.39	4.13	5.33	5.36
It was (not) more difficult than I expected	5.38	5.38	5.35	5.13	4.07	5.09	5.42
It took less time than I expected	5.09	4.94	5.54	5.17	4.53	4.36	4.79

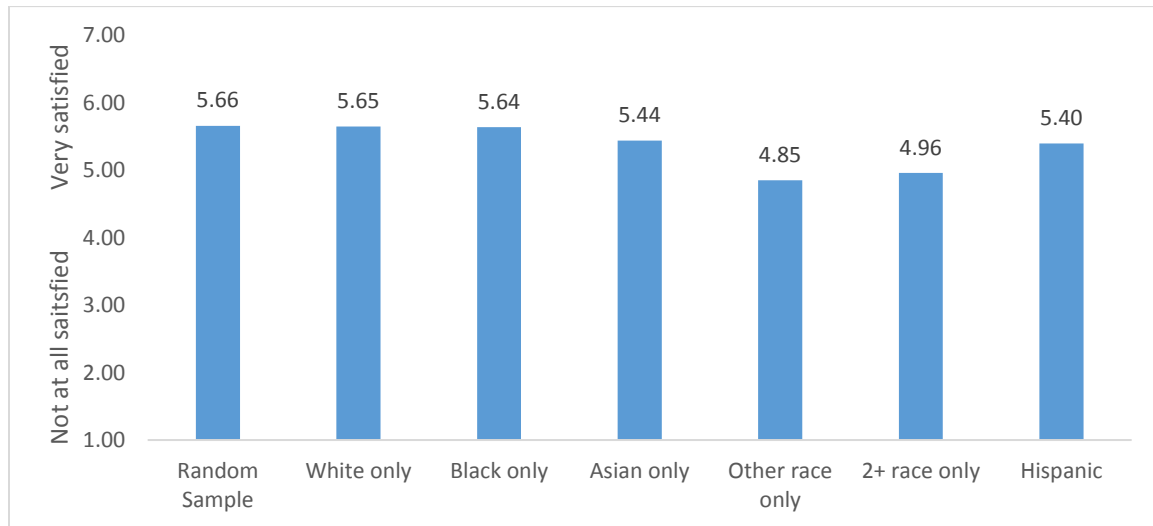
Satisfaction with Customer Service when Contacting the Utility

Those who recently contacted SPU or SCL (whether by phone, website or another method) were asked to rate their satisfaction with their overall experience during their most recent contact. A

value of seven indicates that respondents were extremely satisfied and a value of one indicates that respondents were not at all satisfied. The average rating among the total random sample of Seattleites was 5.66.

There were no statistically significant differences between race groups.

Q22: Please use the 7-point scale to rate your overall satisfaction with your experiences during your most recent contact with the City about your utilities. (Caution: very small sample sizes.)



7-point scale where 7 means very satisfied and 1 means not at all satisfied.

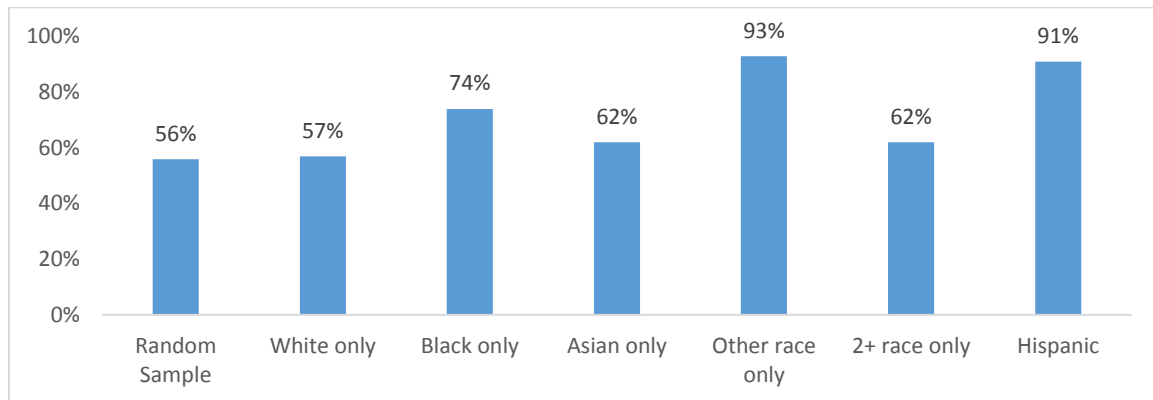
Valid responses, in the order they appear in the graph left to right, are 376, 375, 33, 45, 13, 27, 25.

Satisfaction with Customer Service Representative when Contacting the Utility

Respondents were asked whether they spoke with a customer service representative during their most recent contact. Among those in the randomly selected sample representative of Seattle who most recently contacted SPU or SCL, about half (56%) said they did speak with a customer service representative.

Compared to those who are white only, those who are black only, those who identify as a race other than white, black or Asian, and those who are Hispanic are more likely to speak with a customer service representative.

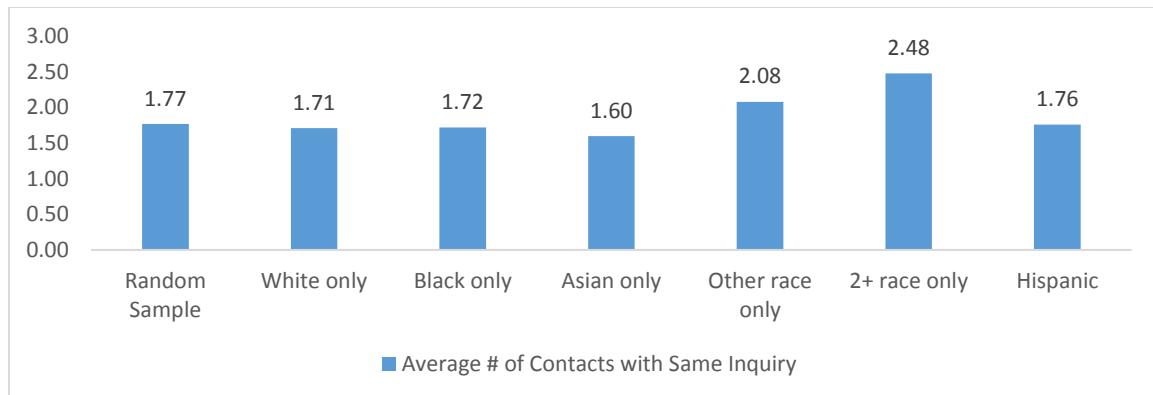
Q23: During your most recent contact, did you ever speak with a customer service representative on the phone? (Caution: very small sample sizes.)



Valid responses, in the order they appear in the graph left to right, are 416, 411, 39, 48, 14, 34, 23.

Those who spoke with a customer service representative were asked how many times they made contact for this exact same inquiry. Those who spoke with a customer service representative in the random sample of Seattle households made an average of 1.77 contacts. There are no significant differences by race.

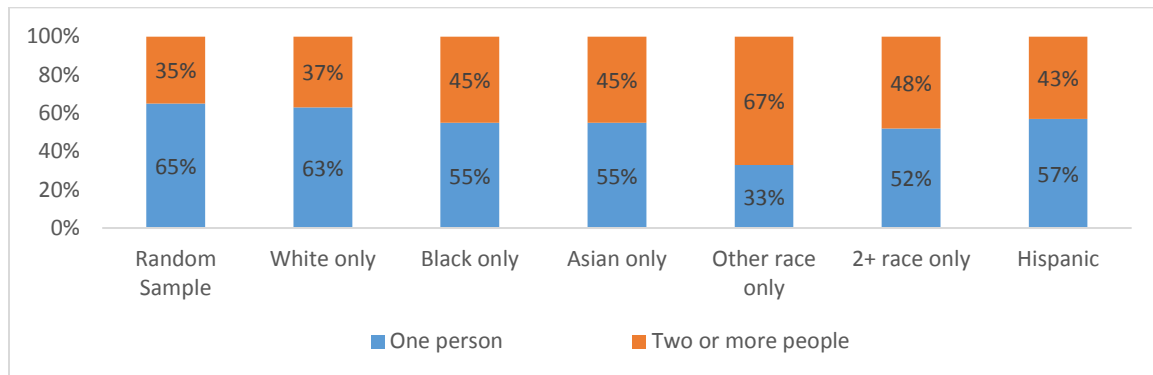
Q24: Including this most recent contact, how many times in total did you speak with a customer service representative with this exact same question, problem, request for information or for service change? (Caution: very small sample sizes.)



Valid responses, in the order they appear in the graph left to right, are 234, 233, 29, 30, 12, 21, 21

Respondents were also asked to report how many different customer service representatives they spoke with (so far) to resolve their inquiry. Overall, two thirds (65%) of the random sample of Seattle households said they spoke with one person and 35% said they spoke with more than one person. Perhaps because of the very small samples sizes, there are no significant differences by race.

Q25: In total, how many different customer service representatives did you speak with (so far) to get your questions answered or problem(s) resolved? (Caution: very small sample sizes.)



Valid responses, in the order they appear in the graph, are 228, 228, 29, 29, 12, 21, 21

People who spoke with a customer service representative on the phone were asked to rate the performance of that customer service representative on four attributes:

1. Making you feel confident that your inquiry would be addressed.
2. Solving your problem in a timely manner.
3. Resolving problems on the first contact.
4. Following up promptly if necessary.

A seven-point rating scale was used where a value of seven indicates that the customer service representative did an excellent job, and a value of one indicates that the customer service representative did a poor job.

Q26: Regarding your most recent phone contact, please use the 7-point scale to rate how well the customer service representative did on these characteristics. (Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
Making you feel confident that your inquiry would be addressed	5.90	5.96	5.89	5.15	4.46	4.80	5.62
Solving your problem in a timely manner	5.73	5.75	5.50	5.25	4.85	4.80	5.40
Resolving problems on the first contact	5.48	5.44	5.29	5.07	4.23	4.76	5.29
Following up promptly if necessary	5.33	5.27	5.57	5.05	4.20	4.27	5.54

7-point scale where 7 means excellent job and 1 means poor job.

Because of the small sample sizes, it's difficult to find statistically significant differences across races. The results indicate that whites are more likely than Asians to feel confident that the customer service representative would address their inquiry.

Problems in the Neighborhood

Respondents were asked to rate the extent to which graffiti, litter, illegally dumped materials, poor drainage and overflowing garbage and recycling containers were problems in their neighborhood.

The chart below shows the percentage of respondents by race who reported that each neighborhood problem is considered “major” in their neighborhood. Because of small sample sizes, some results that appear to have large differences are not statistically significant. Results that are statistically significant include:

- Those who identify as Hispanic are significantly more likely than non-Hispanics to say that litter is a major problem in their neighborhood.
- Those who are Asian and those who are multi-racial are significantly more likely than Whites to say that illegal dumping is a major problem.
- Those who are not White, Black or Asian are significantly more likely than Whites to say that drainage is a major problem.
- Those who are Asian are significantly more likely than Whites to say that overflowing garbage or recycling is a major problem. The sample size for Blacks was too small to show a significant result.

Q6: Please check whether you think these are a major problem in your own neighborhood.

(Respondents were also offered the option of saying that problems were moderate, minor or not a problem in their neighborhood. Caution: very small sample sizes.)

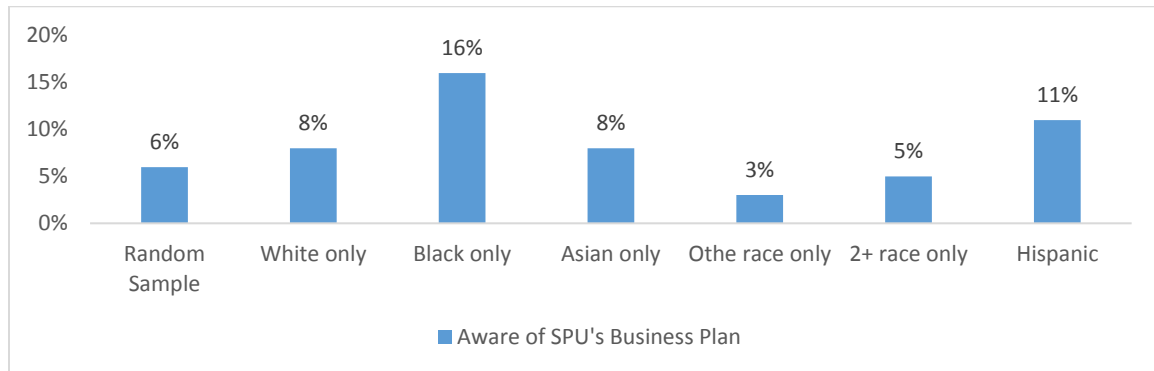
	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
Litter	8%	10%	6%	11%	14%	17%	23%
Graffiti or tagging	6%	7%	4%	10%	3%	6%	10%
Drainage	6%	6%	7%	9%	19%	10%	11%
Illegal dumping	7%	7%	12%	13%	14%	17%	16%
Overflowing garbage or recycling	4%	5%	10%	10%	9%	8%	8%

Strategic Business Plan

Seattle Public Utilities has a Strategic Business Plan which was adopted by the City Council in 2014. Passed by the City Council with input from the public, the Strategic Business Plan guides activities for the next several years. The plan also commits to a rate path across all utilities averaging 4.6% per year.

Among the random sample of Seattleites only 6% were aware that Seattle Public Utilities has a new business plan. Awareness is the same regardless of race.

Q27: Are you aware that SPU has a new business plan? (Caution: very small sample sizes.)

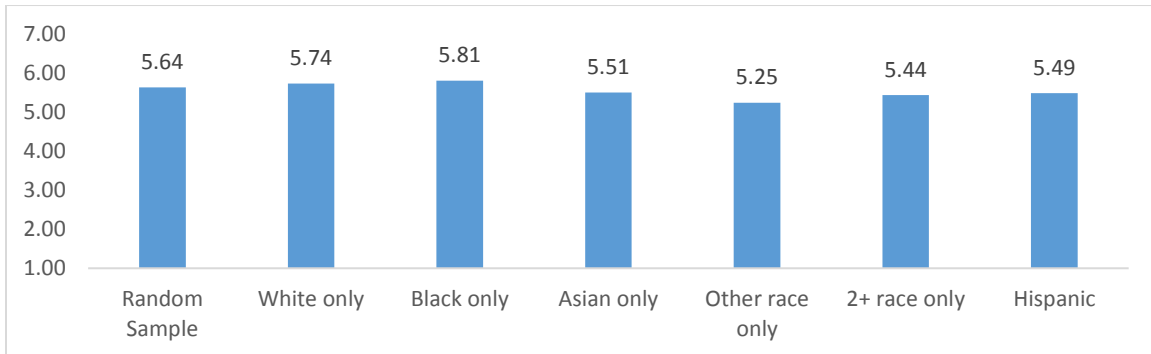


Valid responses, in the order they appear in the graph, are 1,092, 1,007, 77, 143, 33, 62, 56

SPU's Promise

Respondents were asked to use a seven-point scale to rate how well they think SPU does at keeping its promise of delivering efficient and forward-looking utility services that keep Seattle the best place to live. Overall, among the total random sample of Seattle households, SPU receives an average score of 5.64. Whites and blacks think SPU does a significantly better job than do Asians.

Q28: How well do you think SPU does at keeping its promise of delivering efficient and forward-looking utility services that keep Seattle the best place to live? (Caution: very small sample sizes.)



7-point scale where 7 means excellent job and 1 means poor job. Valid responses, in the order they appear in the graph, are 962, 894, 72, 157, 24, 52, 47

Communications Strategy

SPU regularly tracks perceptions of how well they do on five key business objectives when communicating with the public. Respondents were asked to use a seven-point scale to rate the extent to which they agreed or disagreed with these statements. The five statements are:

1. I agree with Seattle Public Utilities' business direction (their plans for the future).
2. Seattle Public Utilities delivers what it promises.
3. Seattle Public Utilities is a provider of high quality utility services.
4. Seattle Public Utilities provides excellent customer service.
5. Seattle Public Utilities is an organization to which I feel very loyal.

Q29: Please rate the extent to which you agree or disagree with these statements. (Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
SPU is a provider of high quality utility services	5.79	5.90	5.76	5.72	5.52	5.61	5.73
SPU delivers what it promises	5.65	5.75	5.63	5.66	4.96	5.54	5.38
SPU provides excellent customer service	5.61	5.68	5.75	5.72	5.40	5.25	5.53
I agree with SPU's business direction	5.43	5.52	5.28	5.65	5.67	5.13	5.53
SPU is an organization to which I feel very loyal	4.93	5.00	5.45	5.48	4.56	4.82	5.12

7-point scale where 7 means strongly agree and 1 means strongly disagree.

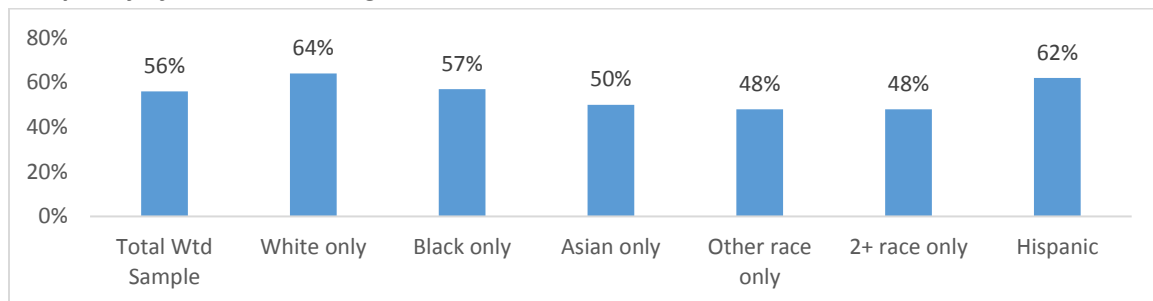
Those who are white only are more likely to agree that SPU is a provider of high quality utility services than are those who are Asian only. Those who are Asian only are more likely than those who are white only to agree that SPU is an organization to which they feel very loyal.

Pollution in Puget Sound

Respondents were asked whether they remembered seeing or hearing anything about how handling pet waste, car washing, oil changes and/or garden pesticides impacts the quality of the water in Puget Sound. Overall, about one-half (56%) of the random sample representative of Seattle households said they had heard something about this type of pollution.

Those who are white only are significantly more likely than those who are Asian only to remember seeing messages like these.

Q10: In the past year or so, do you remember seeing, reading or hearing anything about how handling pet waste, car washing, oil changes and/or garden pesticides impacts the quality of the quality of the water in Puget Sound? (Caution: very small sample sizes.)

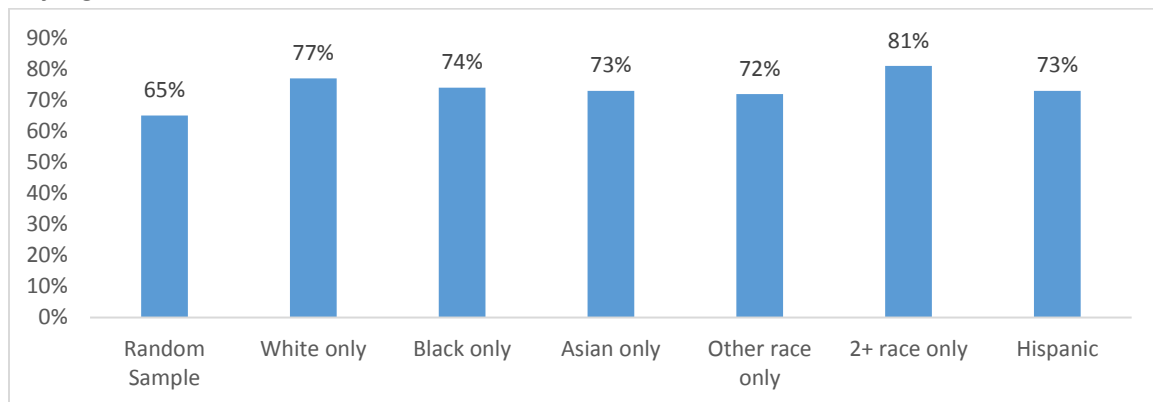


Valid responses, in the order they appear in the graph, are 1,042, 968, 74, 157, 33, 64, 60

Preferences for Timing of SPU Bills

Two-thirds of those from the random sample of Seattle households (65%) reported that their household pays bills from SPU for the water, sewer and garbage services used at their home. The likelihood of directly receiving SPU bills is the same regardless of race.

Q13: Does your household pay bills from Seattle Public Utilities for water, sewer, and garbage services used at your home? This is not the bill you receive for electricity service from Seattle City Light. (Caution: very small sample sizes.)

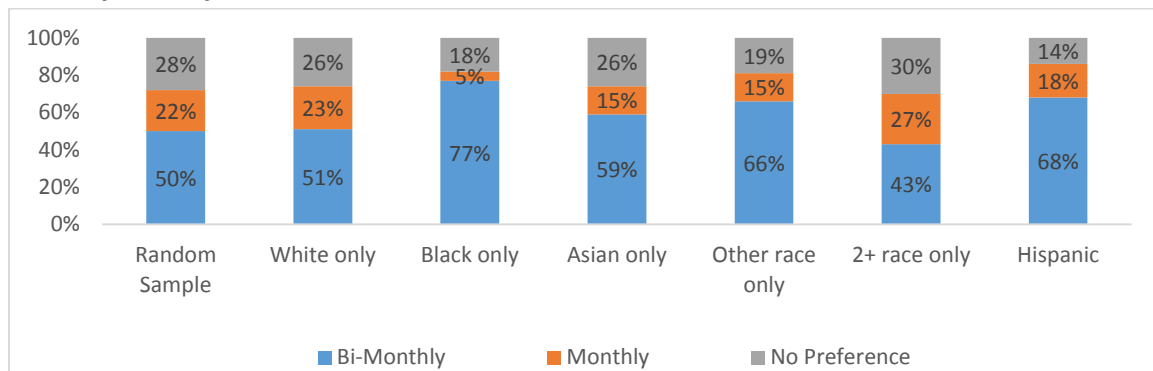


Valid responses, in the order they appear in the graph, are 1,123, 1,032, 88, 183, 36, 64, 62

Those who directly receive a SPU bill were asked whether they would prefer to continue paying their SPU bill bi-monthly, like they do now, or whether they would prefer to pay their SPU bills monthly.

Looking at the random sample of Seattle households, one-half (50%) say their preference is to pay the bill bi-monthly like they do now, and one-quarter (22%) say they'd prefer to change to a monthly billing cycle. Continuing to receive bi-monthly bills is preferred more often by blacks than it is by whites, Asians or those who identify as other races. Hispanics are more likely than non-Hispanics to prefer keeping the billing cycle as it is now.

Q14: in the future, which one of these two options best matches how often you would like to receive your bill from Seattle Public Utilities? (Caution: very small sample sizes.)



Valid responses, in the order they appear in the graph, are 712, 783, 62, 127, 26, 51, 44

Those who prefer to receive their SPU bills bi-monthly (like they do now) were asked which of these three listed responses matched the reasons for their preference (more than one response was accepted).

Q15 Reasons for preferring to stay with the bi-monthly billing system (Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
Making six payments rather than 12 payments is easier	62%	68%	29%	33%	47%	50%	50%
It's easier to budget and pay SPU bills now	31%	32%	36%	32%	29%	41%	27%
Prefer not to change	24%	20%	40%	45%	29%	27%	27%

Valid responses, in the order they appear in the graph, are 348, 392, 45, 73, 17, 22, 30

Those who are black only and those who are Asian only tend to be more likely than those who are white only to say they'd prefer to keep the billing cycle the same as it is now because they don't want to change.

Those who prefer to receive their SPU bills monthly (rather than bi-monthly like they do now) were asked which of three listed responses matched the reasons for their preference (more than one response was accepted).

Q16: Reasons for preferring to switch to a monthly billing system (Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
12 payments would make it easier to budget	71%	76%	100%	53%	75%	77%	100%
Easier to pay because the amount would be less	48%	50%	67%	32%	50%	46%	71%
Better reminder to conserve more and save money	30%	30%	67%	32%	25%	46%	71%

Valid responses, in the order they appear in the graph, are 158, 176, 3, 19, 4, 13, 7

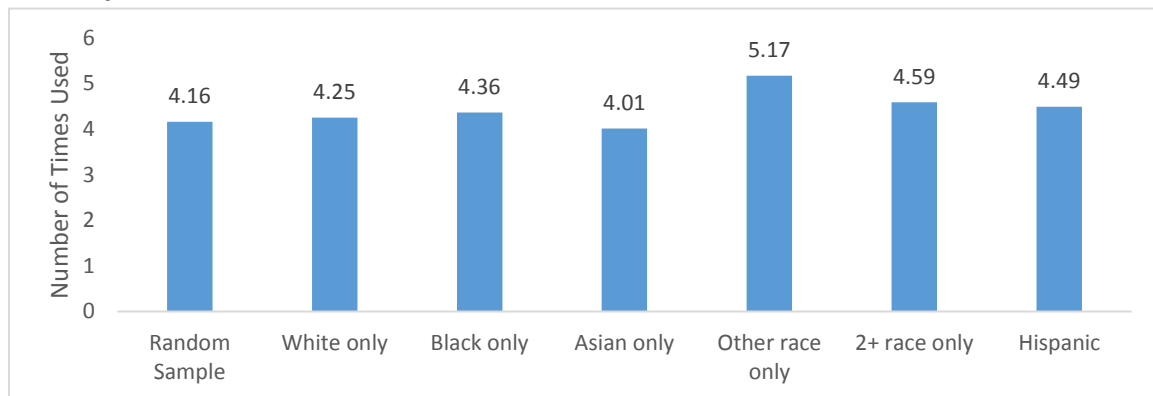
There are no differences in responses by race.

Interest in Free Curbside Pick-up of Reusable Items

Respondents were asked about their interest in a potential service offered by SPU. This free service would pick up unwanted items in good condition (such as old clothing, furniture, kitchenware, books and/or toys) from the curb in front of homes. Overall, interest in this free service is very high among all Seattle households, with 92% of the respondents in the random sample saying they'd use it at least once a year. On average, the typical Seattleite would use this free service 4.16 times a year.

Usage among different race groups is on par. The chart below presents the average number of times different race groups said they'd use the free service every year.

Q5: If SPU offered a free service that would pick up your unwanted items that were in good condition from the curb in front of your home, in a typical year, how many times would you use this free service? (Caution: very small sample sizes.)



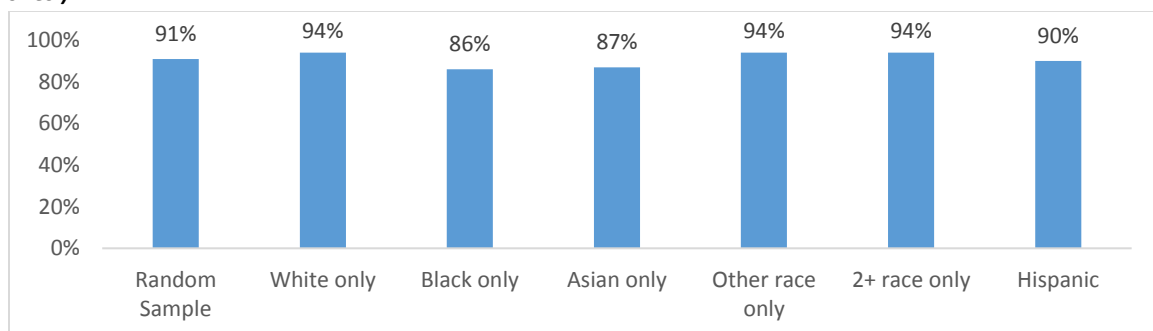
Valid responses, in the order they appear in the graph, are 1,054, 957, 77, 171, 36, 54, 57

Awareness of Composting Requirements and Behaviors with Food Waste

Respondents were asked whether they had seen, read or heard anything about a requirement to keep all food waste out of the garbage, or a requirement to compost all food waste in Seattle. Overall, 91% of all Seattleites are aware of this requirement.

Those who are white only are significantly more likely than are those who are black only or those who are Asian only to be aware of this requirement.

Q7: Have you seen, read or heard anything about a requirement to keep all food waste out of the garbage, or a requirement to compost all food waste in Seattle? (Caution: very small sample sizes.)

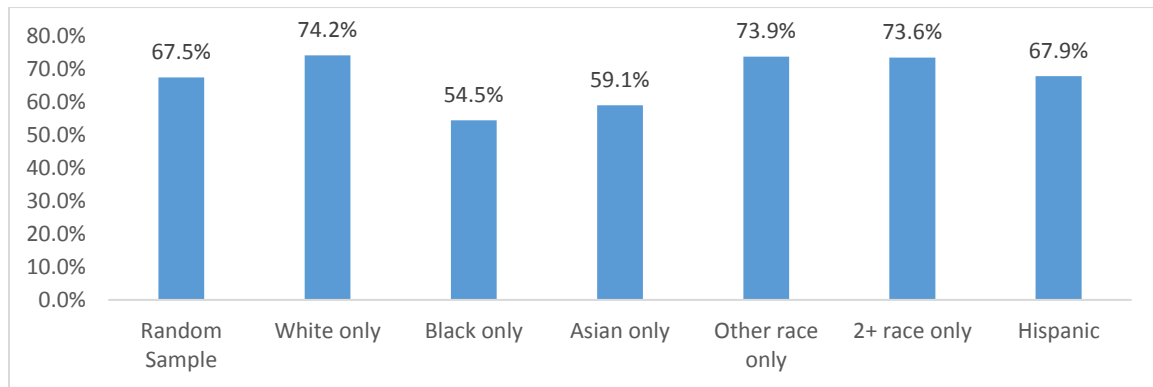


Valid responses, in the order they appear in the graph, are 1,130, 1,029, 87, 179, 35, 66, 60

Respondents were asked what percent of their food waste was placed in the food and yard waste cart or composted now. Using the midpoint of each range as the basis for calculating an average, the average amount of food waste Seattle households (from the random sample) place in the cart or composts now is 67.5%.

Those who are white only place significantly more of their food waste in the food and yard waste cart or compost it than do those who are black only or those who are Asian only.

Q8: What percent of your household's food waste is placed in the food and yard waste cart or composted now? (Caution: very small sample sizes.)



Valid responses, in the order they appear in the graph, are 1,076, 1,002, 83, 165, 32, 64, 58

Respondents were asked what prevents them from taking even more of their food waste out to the cart or composting it. Those who identify as black are less likely than those who identify as white or Asian to say that they simply need to take more time to properly dispose of the food waste.

Although not significant, the responses show that those who identify as black may be more likely to live in a home or building that doesn't have a food waste cart available.

Q9: What prevents you from taking even more of your food waste out to your home or building's food and yard waste cart? (Caution: very small sample sizes.)

	Random Sample	White only	Black only	Asian only	Other race only	2+ race only	Hispanic
Need to take more time to do it / Lazy	45%	48%	27%	51%	42%	32%	31%
Concerns with the presence or condition of the cart	33%	26%	34%	29%	38%	29%	33%
Need more or better information about it	14%	12%	16%	19%	23%	20%	19%
Environment or health issues or concerns	8%	8%	5%	5%	12%	5%	6%
Other reasons	22%	25%	34%	14%	19%	29%	31%

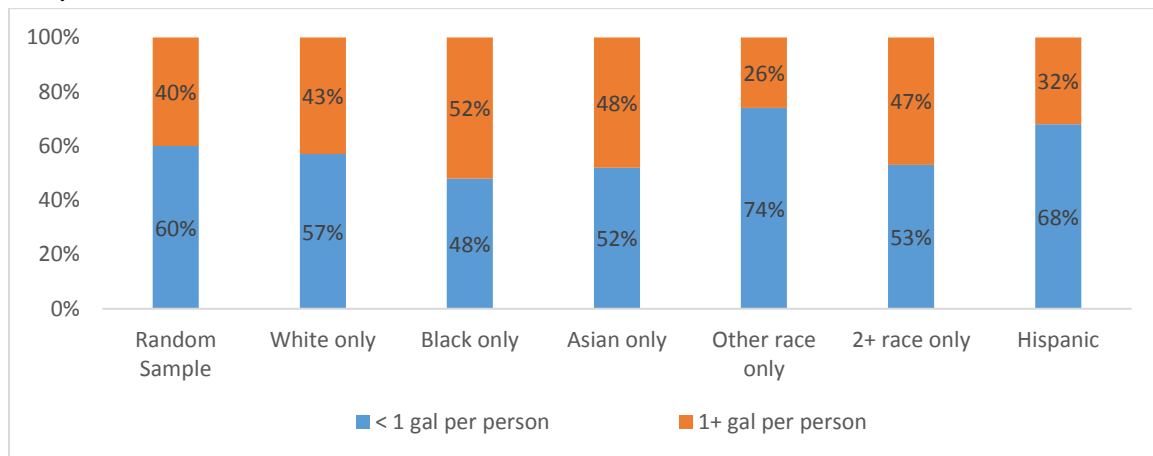
Valid responses, in the order they appear in the graph, are 748, 621, 64, 134, 26, 41, 36

Expectations for Restoring Water Service Following a Disaster or Emergency

Respondents were asked how much drinking water they have stored at their home for use during an emergency if the water in their home was shut down for more than a day. Among Seattle households in the random sample, six out of ten (60%) said they had less than one gallon per person in the household on hand.

There are no differences in the amount of water stored at home based on race.

Q11: How much drinking water do you currently have stored at your home (in bottles, jugs, pitchers or other containers), for each members of your household? (Caution: very small sample sizes.)

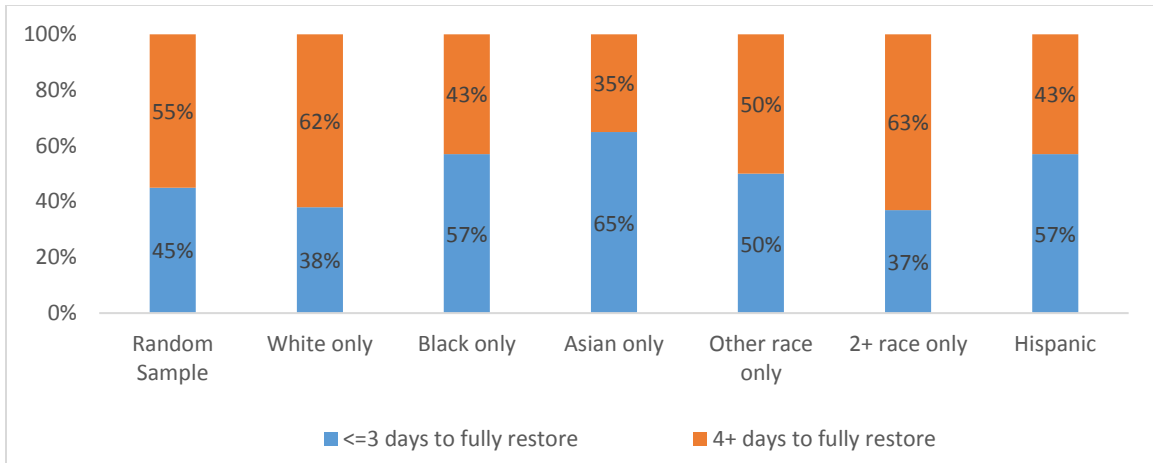


Valid responses, in the order they appear in the graph, are 1,133, 1,031, 84, 180, 35, 66, 60

Survey participants were asked how many days they would expect it to take City employees to fully restore water service should an earthquake occur that was severe enough to damage major roadways and bridges, and result in a loss of power and water. Overall, among the representative sample of Seattle households, just over half (55%) said they would expect it to take more than three days to fully restore water service to homes.

Whites expect it to take significantly more days to fully restore water service than do blacks or Asians. About two-thirds of those identifying as white only (62%) said they would expect it to take four or more days to fully restore water. Forty-three percent (43%) of those identifying as black only said the same, and 35% of those identifying as Asian only said the same.

Q12: If Seattle experienced an earthquake that is severe enough to damage major roadways and bridges and result in a loss of power and water, how many days would you expect it to take City employees to fully restore water service to your home? (Caution: very small sample sizes.)



Valid responses, in the order they appear in the graph, are 1,038, 938, 76, 162, 30, 64, 55

APPENDIX A: RESIDENTIAL MAIL SURVEY

Your thoughts and opinions are important to Seattle Public Utilities (SPU). We provide:

- Drinking water
- Sewer and drainage services
- Garbage, recycling and food and yard waste services

Thank you for your thoughtful responses. Please return the completed survey at your earliest convenience.

Where You Live

1. Do you live in the city limits of Seattle?

- ☐ Yes (please continue with question 2)
- ☐ No (please return this survey in the envelope provided so we don't mail you a reminder)

Overall Opinion of Seattle Public Utilities Services

2. Using a 7-point scale where 1 means "not at all positive" and 7 means "very positive" how would you rate your **overall opinion** of Seattle Public Utilities? You may also circle any number between 1 and 7. (And if you don't know, please circle that.)

Not At All Positive ← 1 2 3 4 5 6 7 → Very Positive Don't Know

3. For each of the services listed below provided by Seattle Public Utilities, please circle one number indicating how satisfied you are. (1 means "not at all satisfied" and 7 means "very satisfied". If you don't use a service or system, or if you don't know, just circle the right words.)

	Not At All Satisfied ← 1 2 3 4 5 6 7 → Very Satisfied								
Garbage pick-up services	1	2	3	4	5	6	7	Don't Use	Don't Know
Recycling pick-up services	1	2	3	4	5	6	7	Don't Use	Don't Know
Food and yard waste pick-up services	1	2	3	4	5	6	7	Don't Use	Don't Know
Drinking water from your faucet	1	2	3	4	5	6	7	Don't Use	Don't Know
The sewer system	1	2	3	4	5	6	7	Don't Use	Don't Know
The storm water (drainage) system	1	2	3	4	5	6	7	Don't Use	Don't Know
The city's dump or transfer station in South Seattle for dropping off things you don't want	1	2	3	4	5	6	7	Don't Use	Don't Know

Overall Experiences with Seattle Public Utilities Services

4. Using the 7-point scale that goes from "not at all positive" to "very positive," please rate your **overall experiences** with Seattle Public Utilities.

Not At All Positive ← 1 2 3 4 5 6 7 → Very Positive Don't Know

Pickup of Reusable Items

5. Seattle Public Utilities is interested in knowing how useful a new service might be to you. If Seattle Public Utilities offered a free service that would pick up your unwanted items that were in good condition (such as old clothing, furniture, kitchen ware, books and/or toys) from the curb in front of your home, in a typical year, how many times would you use this free service?

- ☐ None
 ☐ 3 times
 ☐ 10 times or more
☐ 1 time
 ☐ 4 times
 ☐ Don't know / Decline to answer
☐ 2 times
 ☐ 5 to 9 times

Seattle Public Utilities in the Neighborhood

6. The next question is about problems you may experience in your neighborhood. For each one of the problems listed below, please check whether you think it is a major problem, a moderate problem, a minor problem or not a problem at all **in your own neighborhood**.

	Major Problem	Moderate Problem	Minor Problem	Not a Problem At all	Don't know
Graffiti / Tagging / Unwanted painting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter, such as plastic bags, wrappers, gum, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Illegally dumped materials, such as computers, furniture, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor drainage, in terms of standing water on roads and sidewalks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overflowing garbage and recycling cans in neighborhoods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Food Waste

7. Have you seen, read or heard anything about a requirement to keep all food waste out of the garbage, or a requirement to compost all food waste in Seattle?

- ☐ Yes
☐ No
☐ Don't know / Decline to answer

8. What percent of your household's food waste is placed in the food and yard waste cart or composted now?

- ☐ None / 0%
 ☐ Between 75% and 99%
☐ Between 1% and 24%
 ☐ 100% / All of it is composted
☐ Between 25% and 49%
 ☐ Don't know / Decline to answer
☐ Between 50% and 74%

9. If you don't compost all of your food waste now, what prevents you from taking even more of it out to your home or building's food and yard waste cart? Please check all the reasons that apply to you.
- ☐ I don't have a food and yard waste cart at my home or building
 - ☐ I need more information about how to compost food waste
 - ☐ I need more information about why food composting is important
 - ☐ The food and yard waste cart at my home or building is not conveniently located
 - ☐ The food and yard waste cart at my home or building is often too full to use
 - ☐ The food and yard waste cart is dirty and I don't like to go near it
 - ☐ I compost most of my food now, but I just need to pay a little more attention to doing more
 - ☐ Nothing, I'm not interested in taking more of my food waste to the food and yard waste cart
 - ☐ Nothing, I don't have any food waste for the food and yard waste cart
 - ☐ Other (please explain) _____
 - ☐ Don't know / Decline to answer

Environmental Messages

10. In the past year or so, do you remember seeing, reading or hearing anything about how handling pet waste, car washing, oil changes and/or garden pesticides impacts the quality of the water in **Puget Sound** (which is **not** where we get the water that we drink)?
- ☐ Yes
 - ☐ No
 - ☐ Don't know / No answer

Disasters or Emergencies

These next questions are about emergencies that could potentially shut down our water supply.

11. If the Seattle area experienced an emergency and your water was shut down for more than a day, how much drinking water do you currently have stored at your home (in bottles, jugs, pitchers or other containers), for each member of your household? Do you have:
- ☐ None
 - ☐ Less than one gallon per person
 - ☐ At least one gallon, but less than 3 gallons per person
 - ☐ At least 3 gallons, but less than 5 gallons per person
 - ☐ At least 5 gallons per person or more
 - ☐ Don't know / Decline to answer
12. If Seattle experienced an earthquake that is severe enough to damage major roadways and bridges and result in a loss of power and water, how many days would you expect it to take City employees to fully restore water service to your home? Would you expect water service to be restored in:
- ☐ Less than 1 day
 - ☐ Between 1 and 3 days
 - ☐ Between 4 and 7 days
 - ☐ Between 8 and 14 days
 - ☐ More than 14 days
 - ☐ Don't know / Decline to answer

Customer Billing

13. Does your household pay bills from **Seattle Public Utilities** for water, sewer, and garbage services used at your home? **This is not the bill you receive for electricity service from Seattle City Light.**
- ☐ Yes (please continue with question #14)
 - ☐ No (please skip ahead to question #17)
 - ☐ Don't know / Decline to answer (please skip ahead to question #17)
14. We'd like to know your preference about the timing of the bills sent to you by Seattle Public Utilities. Right now, customers receive one bill from Seattle Public Utilities every other month (bi-monthly) for water, sewer, garbage, recycling, and food and yard waste services. In the future, which one of the two options below best matches how often you would like to receive your bill from Seattle Public Utilities? (Please select one answer only.)
- ☐ I prefer to continue receiving my Seattle Public Utilities bill every other month (bi-monthly), as it happens now **(please answer question #15)**
 - ☐ I prefer to change so that I receive my Seattle Public Utilities bill every month **(please skip ahead to question #16)**
 - ☐ I have no preference / It doesn't matter to me either way **(please skip ahead to question #17)**
 - ☐ Don't know / Decline to answer **(Please skip ahead to question #17)**
15. If you prefer to receive your Seattle Public Utilities bills every other month (bi-monthly) like you do now, please tell us why. (Please check all that apply, and include other reasons in the space for "other.")
- ☐ I prefer not to change / I don't like change
 - ☐ I can budget and pay my SPU bills now with the way they're timed
 - ☐ Every other month billing means making 6 rather than 12 payments each year and that's easier
 - ☐ Other (please explain) _____
 - ☐ Don't know / Decline to answer

If you answered question #15, please skip ahead to question #17.
Question #16 is for those who prefer to change so they receive bills every month.

16. If you prefer to change so that you receive your Seattle Public Utility bill every month (rather than every other month as you do now), please tell us why. (Please check all that apply, and include other reasons in the space for "other.")
- ☐ Each bill will be smaller so the amount is easier to pay
 - ☐ It will make it easier for me to budget because all my other bills are monthly
 - ☐ A monthly bill will act as a better reminder to conserve more and save money
 - ☐ Other (please explain) _____
 - ☐ Don't know / Decline to answer

Customer Service

17. During the past 12 months, have you either contacted the City or visited the City's website?
- ☐ Yes (please continue with question #18)
 - ☐ No (please skip ahead to question #27)
 - ☐ Don't know / Decline to answer (please skip ahead to question #27)

These next questions are about any contact you've had with the City about any of your utilities, including any times you may have called, visited their website, visited them in person, or written an email to look for information, report a problem or make a request.

18. With your most recent contact, who were you trying to reach? Was it:
- ☐ Seattle City Light (electric service)
 - ☐ Seattle Public Utilities (drinking water, sewer and drainage services and garbage, recycling, food and yard waste services)
 - ☐ Another City department: Which one? _____
 - ☐ Don't know
 - ☐ Decline to answer
19. Thinking about the last time you contacted the city, how did you contact them? Was it:
- ☐ In person
 - ☐ By telephone
 - ☐ By visiting their website
 - ☐ By writing an email
 - ☐ By using social media, for example Facebook or Twitter
 - ☐ Other (please explain) _____
 - ☐ Don't know / Decline to answer
20. Thinking about the last time, why did you contact them or visit their website about your utilities? (Please check all the reasons that apply.) Did you:
- ☐ Have a billing concern or question
 - ☐ Want to make a change to your service (like add or remove a garbage can or recycling bin, change your address, etc.)
 - ☐ Want information about garbage, recycling, food and yard waste services or programs
 - ☐ Want information about water conservation
 - ☐ Want to report a problem with one (or more) of your carts or containers (garbage can, recycling bin or cart, food and yard waste cart)
 - ☐ Want to report a missed garbage, recycling or food and yard waste pick-up
 - ☐ Want to report a power outage
 - ☐ Want to report a sewer back up problem
 - ☐ Want to report a problem with your water service, like a water leak, a waterline problem or a problem with the water pressure
 - ☐ Want to report a problem with flooding or standing water
 - ☐ Want to report a problem with the drinking water from your faucet
 - ☐ Want to find out about construction projects
 - ☐ Other (please explain) _____
 - ☐ Don't know / Decline to answer

21. Still thinking about the last time you contacted the City or visited their website, please use the 7-point scale below to rate whether you agree or disagree with each of the statements listed. (1 means you strongly disagree with the statement and 7 means you strongly agree. You may also use any number in between.)

	Strongly Disagree ← → Strongly Agree							
Contacting the City was worth my effort	1	2	3	4	5	6	7	Don't Know
It was easy for me to resolve the issue or have my questions answered	1	2	3	4	5	6	7	Don't Know
It took less time than I expected to resolve the issue or have my question answered	1	2	3	4	5	6	7	Don't Know
It was more difficult than I expected to have my issue resolved or have my question answered	1	2	3	4	5	6	7	Don't Know
Trying to resolve the issue or get an answer to my question was a frustrating process	1	2	3	4	5	6	7	Don't Know

22. Please use the 7-point scale below to rate your overall satisfaction with your experiences during your most recent contact with the city about your utilities. (1 means "not at all satisfied" and 7 means "very satisfied.")

Not At All Satisfied ← → Very Satisfied							
1	2	3	4	5	6	7	Don't Know

23. During your most recent contact, did you ever speak with a customer service representative on the phone?

- ☐ Yes (please continue with question #24)
☐ No (please skip ahead to question #27)
☐ Don't know / Decline to answer (please skip ahead to question #27)

24. Including this most recent contact, how many times in total did you speak with a customer service representative with this exact same question, problem, request for information or for service change?

Number of times: _____

25. In total, how many different customer service representatives did you speak with (so far) to get your questions answered or problem(s) resolved?

Number of different customer service representatives: _____

26. Regarding your most recent phone contact, please use the 7-point scale below to rate how well the customer service representative did on these characteristics. (1 means they did a "poor job" and 7 means they did an "excellent job," and you can use any number in between.)

	Poor Job ← → Excellent Job								
Making you feel confident that your inquiry would be addressed	1	2	3	4	5	6	7	Don't Know	Not Applicable
Solving your problem in a timely manner	1	2	3	4	5	6	7	Don't Know	Not Applicable
Following up promptly if necessary	1	2	3	4	5	6	7	Don't Know	Not Applicable
Resolving problems on the first contact	1	2	3	4	5	6	7	Don't Know	Not Applicable

Seattle Public Utilities Overall

27. Are you aware that Seattle Public Utilities (SPU) has a **new** business plan, passed by the City Council (with input from the public) that guides its activities for the next several years?
- ☐ Yes ☐ No ☐ Don't know / Decline to answer
28. Using a scale from 1 to 7, where 1 means that SPU does a "poor job" and 7 means that SPU does an "excellent job," how well do you think SPU does at keeping its promise of delivering efficient and forward-looking utility services that keep Seattle the best place to live?

Poor Job ←————→ Excellent Job

1 2 3 4 5 6 7 Don't Know

29. Please rate the extent to which you agree or disagree with each statement listed below. (1 means you "strongly disagree" and 7 means you "strongly agree." You may also use any number in between.)

Strongly Disagree ←————→ Strongly Agree

I agree with Seattle Public Utilities' business direction (their plans for the future)	1	2	3	4	5	6	7	Don't Know
Seattle Public Utilities delivers what it promises	1	2	3	4	5	6	7	Don't Know
Seattle Public Utilities is a provider of high quality utility services	1	2	3	4	5	6	7	Don't Know
Seattle Public Utilities provides excellent customer service	1	2	3	4	5	6	7	Don't Know
Seattle Public Utilities is an organization to which I feel very loyal	1	2	3	4	5	6	7	Don't Know

The following questions are for statistical purposes and to help us determine if we are receiving surveys from a wide variety of our customers. Your responses are confidential.

30. What is your gender?
- ☐ Male ☐ Female ☐ Don't Know / Decline to answer
31. Which of the following broad ranges includes your age?
- ☐ 34 or younger ☐ 45-54 ☐ 65 or older
☐ 35-44 ☐ 55-64 ☐ Don't know / Decline to answer
32. Do you own or rent the home you live in?
- ☐ Own ☐ Other
☐ Rent ☐ Don't know / Decline to answer
33. Please tell us which one of these categories best describes the home you live in. Is your home a:
- ☐ Single Family House
☐ Duplex (Two Family House)
☐ Tri-plex or Four-plex
☐ Building with 5 or more units
☐ Other (please explain) _____
☐ Don't know / Decline to answer

34. How many years have you lived in Seattle? _____ years
35. Including yourself, how many people currently live in your household?
- | | |
|-----------------------------|------------------------------------------------------|
| <input type="radio"/> One | <input type="radio"/> Four |
| <input type="radio"/> Two | <input type="radio"/> Five or more |
| <input type="radio"/> Three | <input type="radio"/> Don't know / Decline to answer |
36. How many children under the age of 18 live in your household?
- | | |
|----------------------------|------------------------------------------------------|
| <input type="radio"/> None | <input type="radio"/> Three |
| <input type="radio"/> One | <input type="radio"/> Four or more |
| <input type="radio"/> Two | <input type="radio"/> Don't know / Decline to answer |
37. Are you of Hispanic, Latino, or Spanish origin?
- | | | |
|---------------------------|--------------------------|------------------------------------------------------|
| <input type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Don't know / Decline to answer |
|---------------------------|--------------------------|------------------------------------------------------|
38. What is your race? Please check all that apply.
- | | |
|----------------------------------------------------------|------------------------------------------------------|
| <input type="radio"/> White | <input type="radio"/> Filipino |
| <input type="radio"/> Black or African American | <input type="radio"/> Vietnamese |
| <input type="radio"/> Chinese | <input type="radio"/> Don't know / Decline to answer |
| <input type="radio"/> Other (please explain fully) _____ | |
39. What is the primary language spoken at your home?
- | | |
|-------------------------------------------------------------------------------------|----------------------------------------------------|
| <input type="radio"/> English | <input type="radio"/> Chinese/Mandarin/Cantonese |
| <input type="radio"/> Spanish | <input type="radio"/> Vietnamese |
| <input type="radio"/> Russian | <input type="radio"/> Other (please explain) _____ |
| <input type="radio"/> African Languages (such as Somali, Amharic, Oromo, Tamazight) | |
| <input type="radio"/> Don't know / Decline to answer | |
40. What is your total household income?
- | | |
|-------------------------------------------|-------------------------------------------|
| <input type="radio"/> Below \$25,000 | <input type="radio"/> \$75,000 - \$99,999 |
| <input type="radio"/> \$25,000 - \$49,999 | <input type="radio"/> \$100,000 or more |
| <input type="radio"/> \$50,000 - \$74,999 | <input type="radio"/> Don't know |
| | <input type="radio"/> Decline to answer |
41. Please use the space below to provide any additional comments to Seattle Public Utilities. If you have any questions you'd like to ask SPU directly, please email us at **SPU_2015Survey@Seattle.gov**.

Thank you very much for sharing your opinions.
Please return your completed survey in the postage-paid envelope provided.