



BMID 2021 CUSTOMER SURVEY RESULTS

In March, 2021, BMID issued a customer survey to our residents. The Survey ran for 7 weeks, closing on April 30, 2021. BMID provided 10 prizes to customers of 3 months credit on their water bills of \$153 plus a copy of 'Black Mountain Gold', our BMID 100 year History Book. In total, BMID received 534 responses to our questionnaire. For the size of our utility, the number of responses is sufficient for the results to be considered statistically valid.

For BMID to improve our relationship with our customers, understanding their perceptions and opinions is a key step. BMID learned a lot from this survey and we recognize that the public is informed and aware of many water issues. BMID compared the numbers from this survey with the last survey that was carried out in 2006. Overall, BMID is maintaining a positive profile in the community, but it requires continued communication and awareness of the public needs. We thank all of the customers that took the time to respond to the questionnaire. A summary of the results is provided along with comments. Please note that some people chose more than one option in providing answers to our questions.

1. Please rate your overall satisfaction with the service provided by your water utility:					Total Responses
<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Average</i>	<i>Dissatisfied</i>	<i>Very dissatisfied</i>	
307	197	25	2	4	535
57.38%	36.82%	4.67%	0.37%	0.75%	94.21%
This result is generally positive and provides BMID staff with reinforcement that they are on the right path in serving our customers and community. For the dissatisfied customers that did not leave their name, this makes it difficult for us to contact them and understand what issues BMID has to resolve and improve upon.					Satisfied or better
2. How would you rate the overall level of customer service provided by BMID staff?					
<i>Very high</i>	<i>Above Average</i>	<i>Average</i>	<i>Below Average</i>	<i>Very Low</i>	
215	197	110	4	3	529
40.64%	37.24%	20.79%	0.76%	0.57%	77.88%
With 7 persons out of 529 rating BMID as below average, we still have work to do. When hiring new staff, the recognition of the importance of community service is one of traits we look for. The concern for the greater good of the community is a principle that is demonstrated by our Board and filters through the organization.					Above Average or better
3. How would you rate the responsiveness of BMID staff in addressing your water concerns?					
<i>Very Responsive</i>	<i>Above average responsiveness</i>	<i>Average responsiveness</i>	<i>Below average response</i>	<i>Poor responsiveness</i>	
204	169	125		1	499
40.88%	33.87%	25.05%	0.00%	0.20%	74.75%
This is a positive result with only 1 person out of 499 rating BMID as below average. BMID has one simple policy of having no voice-mail during normal office hours, and having a person on the other end of the phone line when you call in. This isn't very common anymore, but is a basic first step in a positive relationship with our customers.					Above Average or better

4. The price of water is now at \$51.00/month for a single -family residence. Rate the value of the water bill in comparison to other monthly bills you receive in your household?

<i>Greatly above average</i>	<i>Above average value</i>	<i>Average</i>	<i>Below average value</i>	<i>Greatly below value</i>	
45	202	231	31	1	510
8.82%	39.61%	45.29%	6.08%	0.20%	6.27%
<p>These results tell us a couple of things: One is that water, at times, is taken for granted and undervalued and; Two, that our rates may be higher than other water utilities in the valley. The cost for water is increased due to the processes needed to make it potable. Building in reliability, treatment and safety are expensive components. Basing the price of water solely on the volume used is practiced by some utilities. It is not a fair method as 85% of the costs to operate and renew the system is fixed, regardless of volume of water used. This begs the question: "Does a water utility provide a Service or a Product?" BMID operates on the belief that the provision of water is a service with the product being one of the items we provide within that service delivery.</p>					Below Average value for service provided

5. Is the water quality supplied by BMID aesthetically pleasing, i.e. clear, not hard, tastes good?

<i>Very High quality</i>	<i>Above Average quality</i>	<i>Average quality</i>	<i>Below Average quality</i>	<i>Very Poor quality</i>	
194	183	136	15	3	531
36.53%	34.46%	25.61%	2.82%	0.56%	3.39%
<p>These results tell us that the public finds the water quality to be above average. We had a taste and odour event in the system during the middle of the survey that took some time to flush through the system. It was noticeable by those persons who were more sensitive to the taste/smell of chlorine in the water. BMID cannot always control what the watershed throws at us.</p>					Below Average quality provided

6. Do you believe your water from BMID is safe to use for all household purposes?

<i>Safe for all purposes</i>	<i>Safe for most uses</i>	<i>Average safety</i>	<i>Not Safe for most purposes</i>	<i>Not Safe for all uses</i>	
402	86	35	8		531
75.71%	16.20%	6.59%	1.51%	0.00%	75.71%
<p>This data tells us that 3 out of 4 persons considers BMID water safe for all household purposes. There are 8 persons that believe the water to be not safe for most purposes. BMID struggles, at times, with the regulator and the news media regarding when issuing Water Quality Advisories. These Advisories are primarily for the safety of elderly and immuno-compromised persons in our community, but can be perceived by the General Public to mean the water is not safe.</p>					Safe for all purposes

7. Do you drink the tap water from BMID?

<i>Always</i>	<i>Most of the time</i>	<i>Sometimes</i>	<i>Occasionally</i>	<i>Never</i>	
246	117	88	47	38	536
45.90%	21.83%	16.42%	8.77%	7.09%	67.72%
<p>The drinking water from BMID meets the regulations at all times unless BMID has a called a Water Quality Advisory or a Boil Water Notice. These notices occur generally when there is an event in Mission Creek where the turbidity (clarity) of the water is compromised, that can hamper disinfection.</p>					Drink tap water most of the time

8. Do you have additional treatment within your home to improve quality? Please check the most appropriate box below.

<i>No added treatment</i>	<i>Paper filter (Brita or similar)</i>	<i>Cartridge Filter (media cylinder)</i>	<i>Reverse Osmosis System with Filters</i>	<i>Water Softener</i>	
273	72	152	37	12	546
50.00%	13.19%	27.84%	6.78%	2.20%	50.00%
The objective of BMID is to access a watershed that has minimal activity and then treat the water as little as possible to have a safe and pleasing product for the public. In time, we believe that it will be more and more difficult to protect Okanagan Lake and that the BMID source on Mission Creek could become the primary drinking water source for the region.					Half of the people responding drink tap water

9. Do you receive enough information on water from BMID? If no, in what format would you like to receive more?

<i>I receive enough information</i>	<i>I do not receive enough info</i>	<i>Better Web page</i>	<i>More e-mails</i>	<i>More newsletters</i>	
452	22	22	29	25	550
82.18%	4.00%	4.00%	5.27%	4.55%	82.18%
We issue printed newsletters twice a year and have information available on the web site for day-to-day issues. We foresee no changes in this process for the near future.					Status quo is sufficient

10. How would you prefer to pay your bills?

<i>Cheque</i>	<i>At the Office by Cash or Debit</i>	<i>Pay at the Bank or by On-line Banking</i>	<i>E-transfer</i>	<i>Pre-Authorized payment</i>	
69	99	296	32	121	617
11.18%	16.05%	47.97%	5.19%	19.61%	47.97%
People are becoming more reliant on computers and the amount of on-line transactions is increasing. BMID has accommodated this change and will continue to evolve as our customers habits change.					On-line

11. Water is an essential service. Considering that we are partially through the COVID-19 pandemic, has the level of service regarding water changed?

<i>No change</i>	<i>Minor inconvenience</i>	<i>Major Inconvenience</i>	<i>No comment</i>	
504	14	6	13	537
93.85%	2.61%	1.12%	2.42%	93.85%
BMID managed to keep workers separated and safe through the pandemic. We are not quite through it yet, but getting closer to being back to normal.				no change

12. What would be your preferred method to receive information from BMID?

<i>Office visit</i>	<i>E-mail from BMID</i>	<i>BMID Webpage</i>	<i>Facebook</i>	<i>BMID app</i>	
49	370	74	15	19	527
9.30%	70.21%	14.04%	2.85%	3.61%	70.21%
We forgot to put newsletter as an option. Newsletters will continue. Please consider providing your email address to BMID if you haven't already for water quality notifications. Future communication through email is increasing as the means in which to inform our customers.					Email preferred

13. If there was a BMID phone app, list in numbered order 1-5 (most important to least) the services you would access:

<i>Acct Balance</i>	<i>Water News</i>	<i>Emerg Notific.</i>	<i>Metered usage</i>	<i>Bylaws / info</i>	
2	3	1	3	5	534
Ranking - 1-Highest to 5-Lowest. There were many that did not want a phone app for their water services. The emergency notifications was the option that could benefit the greatest number of persons. BMID agreed with the publics ratings (1 highest - 5 lowest).					Emergency Notifications

14. Single-family domestic customers pay a flat rate of \$51.00/month for water. A full domestic meter program will cost \$4,000,000 to implement and \$250,000 a year to administer and maintain. This would increase toll rates by 12%. Customer water-use efficiency must remain high in order to not implement this program. What is your desired approach?

<i>Maintain status quo</i>	<i>Increased surveillance</i>	<i>Fund more education</i>	<i>Meter only the abusers</i>	<i>Undertake program, it is fair</i>	
339	52	39	110	24	564
60.11%	9.22%	6.91%	19.50%	4.26%	60.11%

Agricultural customers have a 3-warning policy before an expensive dole valve is mandated on their connection. The same has not yet been implemented for our domestic customers but is being considered.

Maintain status quo

15. BMID serves 25,000 domestic customers and provides water to 5,100 acres of agriculture. Identify your customer group and if your group's water charges are equitable:

<i>Agricultural Customer</i>	<i>Domestic Customer</i>	<i>My group doesn't pay enough</i>	<i>My group pays its share</i>	<i>My group pays too much</i>	
25	373	5	315	57	398
6.28%	93.72%	1.26%	79.15%	14.32%	79.15%

Back in 2006, BMID obtained grant funding for agricultural water meters. With that group using the largest volume of water, it was implemented and the efficiencies in our agricultural group increased significantly with many more acres of land in production and BMID's total water use not increasing in that time. This mutual respect of customer groups is what BMID is trying to maintain.

Perceive they pay their fair share

16. BMID's largest upcoming costs in the next 20 years is to be for renewal of aging infrastructure. Approaches for BMID are:

<i>Build up renewal reserves each year</i>	<i>Stay the current course</i>	<i>Pay at the time when work is required</i>	<i>Future generations can pay</i>	
298	138	37	29	502
59.36%	27.49%	7.37%	5.78%	59.36%

Over the past five years, BMID has invested significantly more monies in renewal and service repair and renewal. This work is on-going and continues. We have carried out an analysis on the renewal that is upcoming, and are carrying out high-tech analysis on the condition of our large transmission mains to ensure that they do not fail prematurely.

Build up renewal funds

17. In the upcoming years, BMID is facing a number of challenges to address including increased water for agriculture, higher standards of safety from the regulator, climate change pressures such as fire and flood, increased activity in the watershed, and renewal of system. Please rank your perception of the highest priority issues from 1-5 (1 most important to 5 least important):

<i>Climate Change</i>	<i>Renewal</i>	<i>Watershed Protection</i>	<i>Water for Agriculture</i>	<i>Other</i>	
4	2	1	3	5	533

Ranking - 1-Highest to 5-Lowest. BMID agreed with the public perception that watershed protection was the highest priority for the District and the long-term health and well-being of our community. Renewal and maintaining our system for future generations, then developing water for agriculture and then reacting to climate change, is in agreement with how BMID views these issues.

Watershed Protection

18. There are persons in the region that want one single water utility throughout Kelowna. What is your opinion on amalgamation of the Water Districts with the City of Kelowna water utility?

<i>Let the City manage all Kelowna water</i>	<i>Set an independent Water Commission</i>	<i>Continue to work with the City</i>	<i>Leave As-Is</i>	<i>Strongly against amalgamation</i>	
14	16	38	265	232	565
2.48%	2.83%	6.73%	46.90%	41.06%	87.96%

This is a politically charged question. The District just turned 100 years old this past November. The identity and conviction by the Board and Staff are strong. The level of service will have to be maintained and the District would require a referendum prior to any change in governance for BMID.

19. Rank the items listed below from 1-5 (most important to least). What is the largest improvement BMID can make in serving the customer?

<i>Get Government Grants</i>	<i>Improve Communications</i>	<i>More personal Service</i>	<i>Protect W/shed</i>	<i>Keep rates manageable</i>	
3	4	5	2	1	534

This question was very informative to BMID. Water rates must keep up with the cost of inflation. At the same time, new projects and new costs to meet regulators requirements can impact on water rates. Rate changes impact on every one of our customers.

20. Do you trust BMID to deal with our community's water issues?

<i>High Trust</i>	<i>Above Average Trust</i>	<i>Average</i>	<i>Below Average Trust</i>	<i>No Trust</i>	
235	189	96	3	1	524
44.85%	36.07%	18.32%	0.57%	0.19%	80.92%

This is perhaps the most important question for a water utility. Building trust in a community service is difficult. The public has no choice of their water service provider. They can only choose to oppose or support the utility. Thank you for your support.

Congratulations to our winners for the draw for Water Credit on Account and a free BMID **Black Mountain Gold** history book.

- 1 Nicoll Scott
- 2 Helen & Ray Davis
- 3 Nicole & Nelson Huber
- 4 Joan Hathaway
- 5 Robert Brousseau & Patricia Gratton
- 6 Sandra Nadeau
- 7 Ernest & Gertrude Bryan
- 8 Kevin Pederson & Deborah Humphreys
- 9 Tammie O'Rielly
- 10 Angelo & Carol Bruno

Please note that **Black Mountain Gold** can be purchased at the BMID Office for \$25.00.