

Truckee Donner Public Utility District Customer Satisfaction Survey

Presentation

December 2020



Opinion Research on
Elections and Public Policy

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TDPUD – Customer Satisfaction Survey

Survey Methodology*

From Thursday, December 3, 2020 to Sunday, December 13, 2020, Probolsky Research conducted a live-interviewer telephone and online survey among Truckee Donner Public Utility District customers and service area residents.

A total of 400 voters were surveyed (133 by telephone, 267 online). A survey of this size yields a margin of error of +/-5%, with a confidence level of 95%. Interviews were conducted with respondents on both landline (41%) and mobile phones (59%) and were offered in English (97%) and Spanish (3%) languages. For the online survey phase, we invited participation via email and text message. Security measures precluded individuals from completing the survey more than once and allowed only the designated voter to complete the survey. Online respondents were able to use their computer, tablet or smart phone to participate.

Probolsky Research is a Latina and woman owned market and opinion research firm with corporate, election, government, non-profit, and special interest clients.

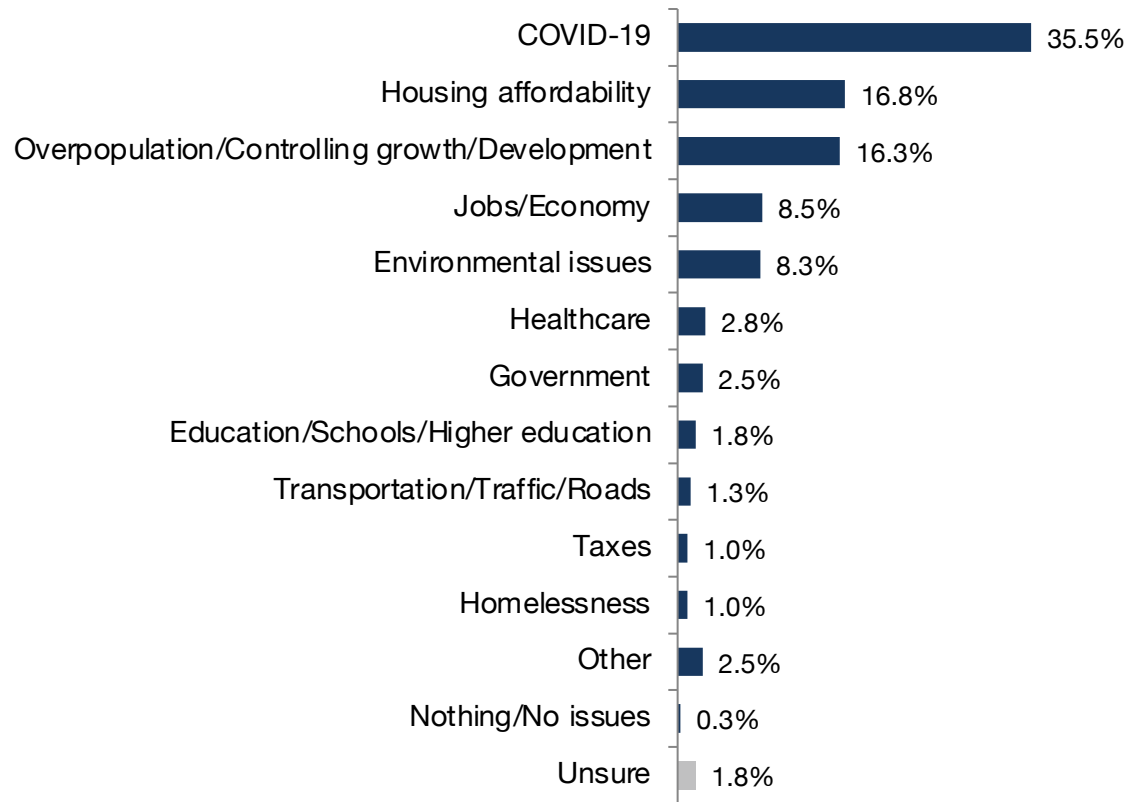


**Due to rounding, totals shown on charts may not add up to 100%*

36% say COVID-19 is the most important issue

facing their community today

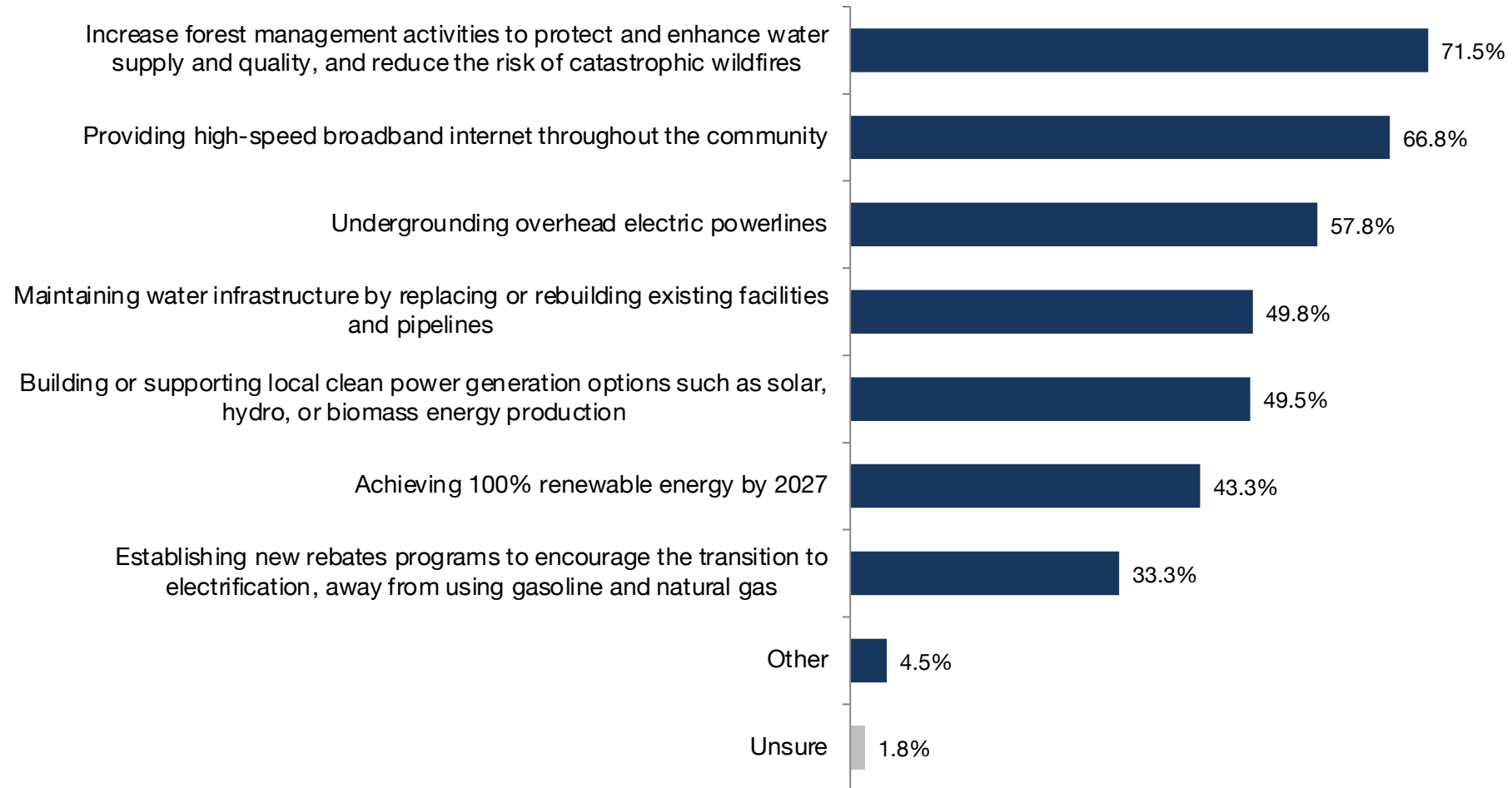
Question 1: What is the most important issue facing your community today?



72% support an increase in forest management

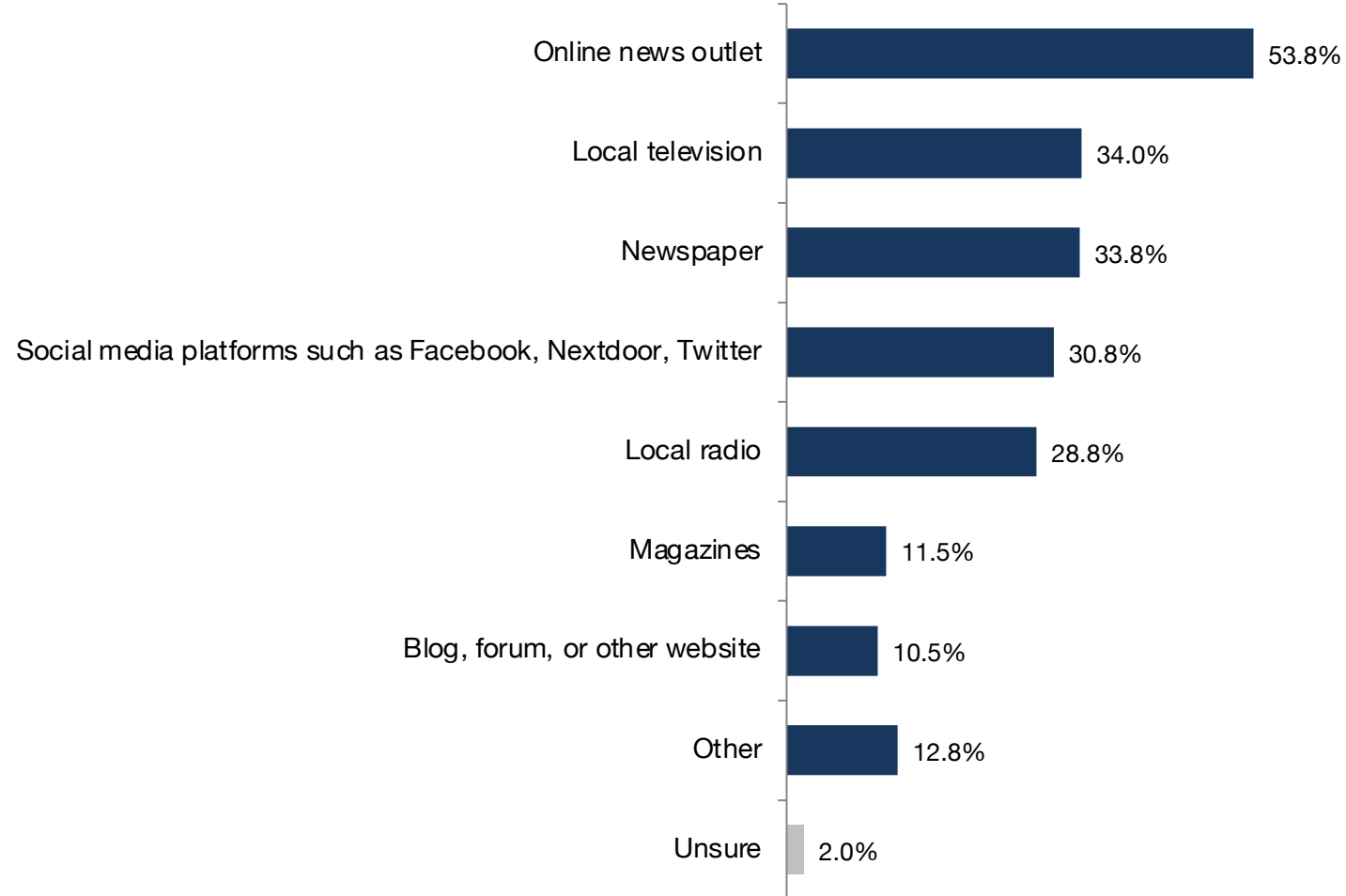
and 67% support providing high-speed internet

Question 2: Here is a list of projects that Truckee Donner Public Utility District may choose to pursue in the future. Please indicate which projects you support. Select all that apply.



54% get their news online, 31% on social media

Question 3: Where do you generally get your news and information?

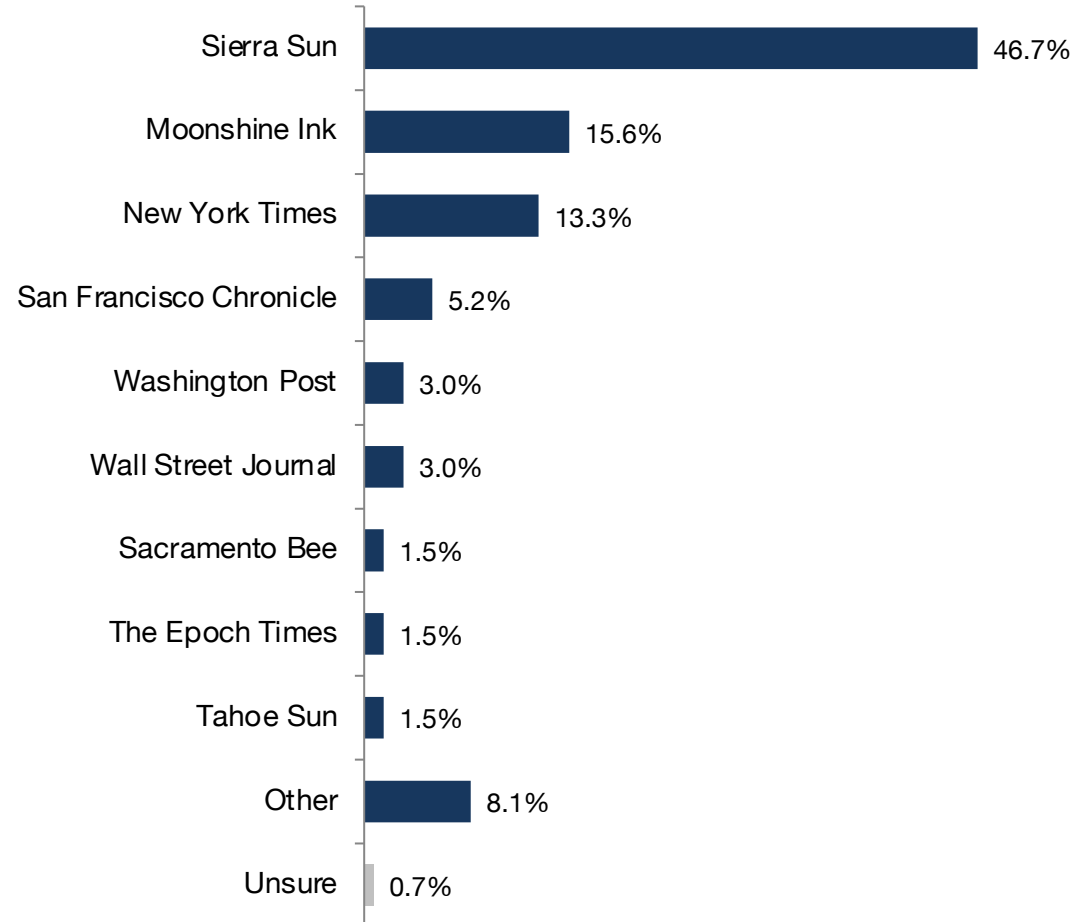


The Sierra Sun is the leading newspaper

for local news

Question 3_Newspaper: Where do you generally get your news and information?

[AMONG THOSE WHO ANSWERED NEWSPAPER]

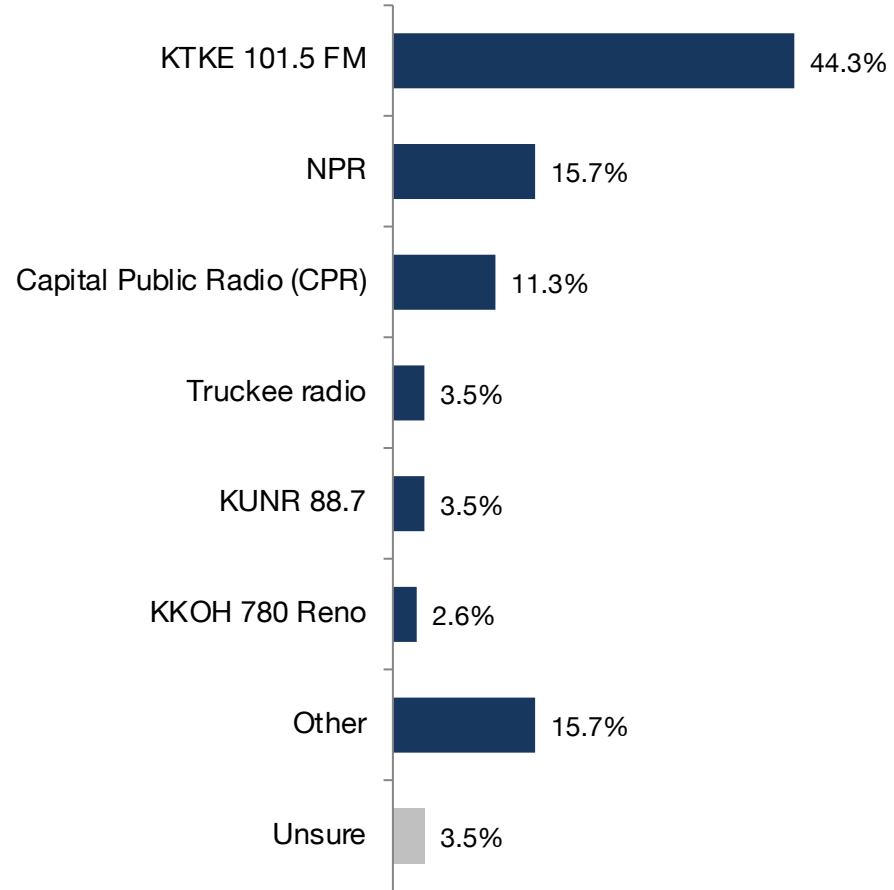


KTKE 101.5 is the leading radio station

for local news

Question 3_Radio: Where do you generally get your news and information?

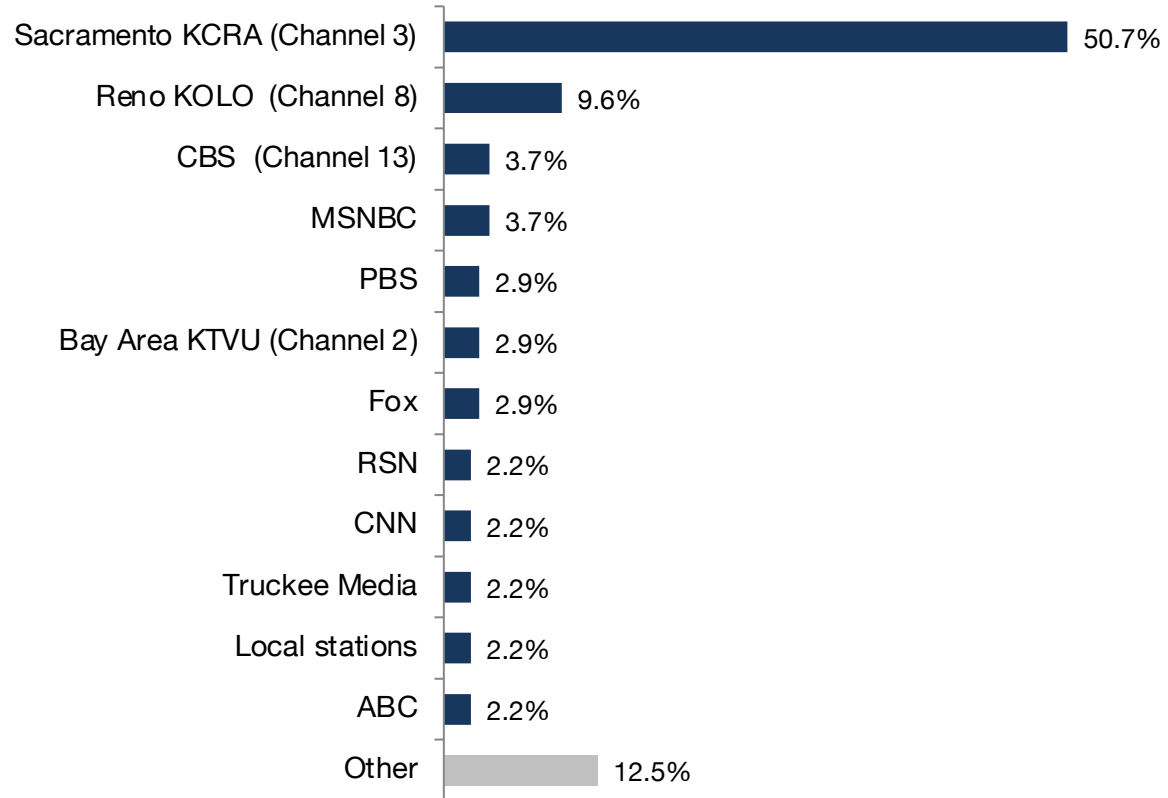
[AMONG THOSE WHO ANSWERED LOCAL RADIO]



Sacramento KCRA is the leading television network for local news

Question 3_Television: Where do you generally get your news and information?

[AMONG THOSE WHO ANSWERED LOCAL TELEVISION]

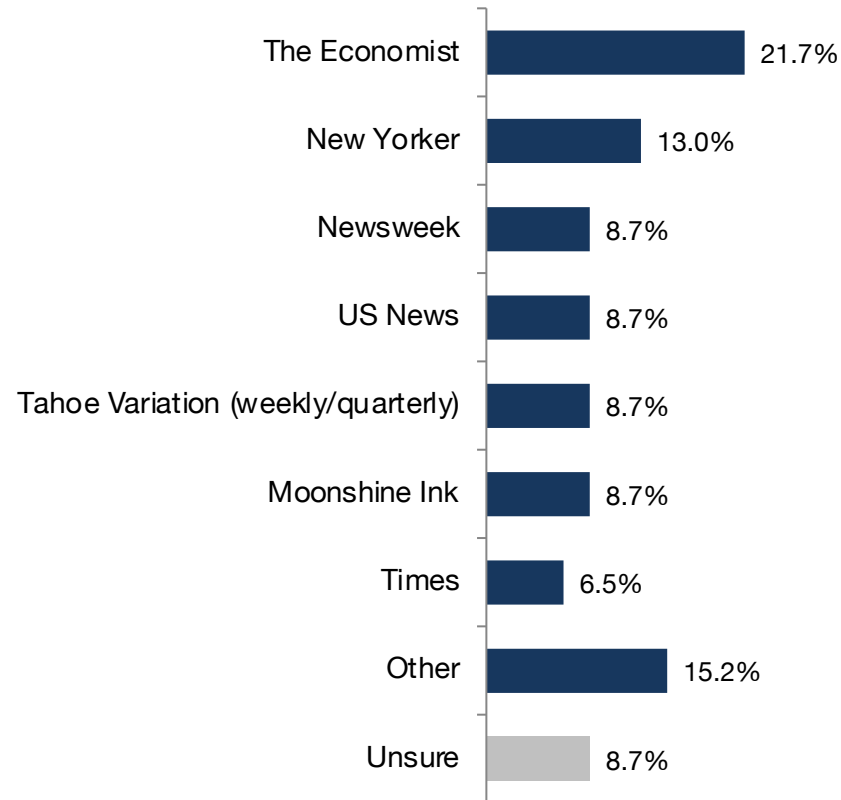


The Economist is the leading magazine

for local news

Question 3_Magazine: Where do you generally get your news and information?

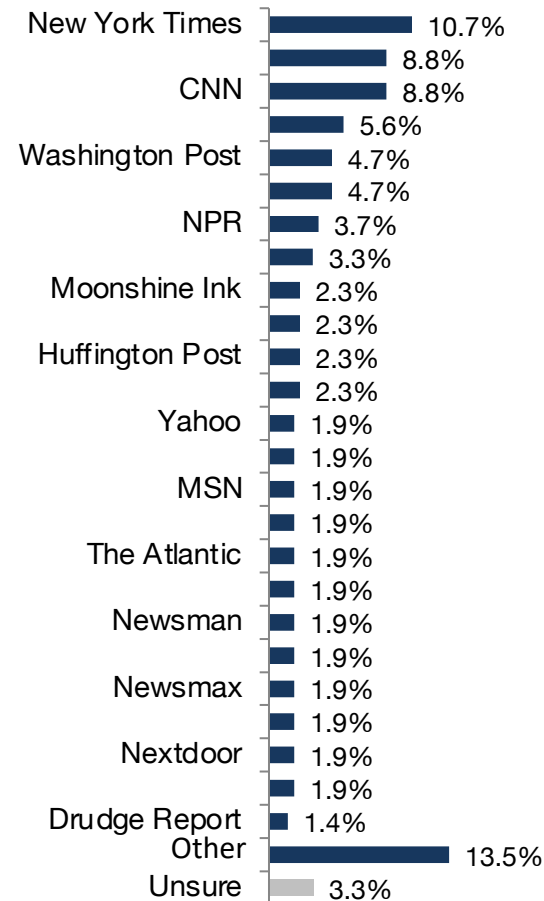
[AMONG THOSE WHO ANSWERED MAGAZINES]



New York Times is the leading online news outlet for local news

Question 3_OnlineNewsOutlet: Where do you generally get your news and information?

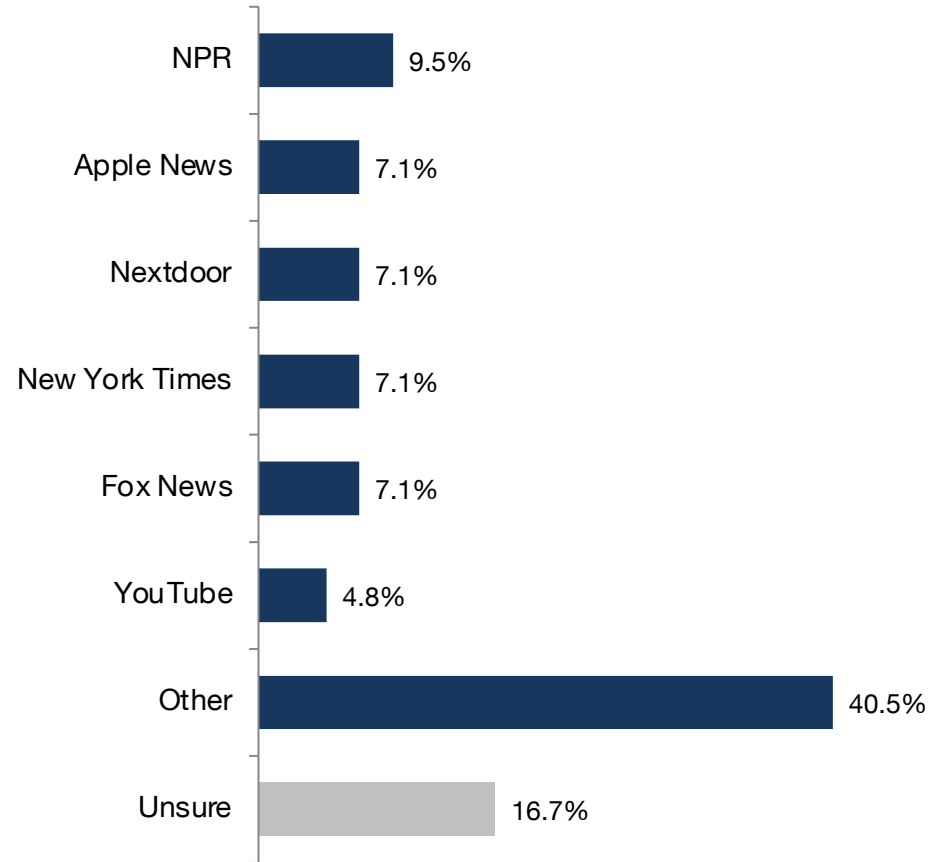
[AMONG THOSE WHO ANSWERED ONLINE NEWS OUTLET]



NPR is the leading podcast

for local news

Question 3_OtherWebsites: Where do you generally get your news and information?
[AMONG THOSE WHO ANSWERED BLOG, FORUM, OR OTHER WEBSITES]

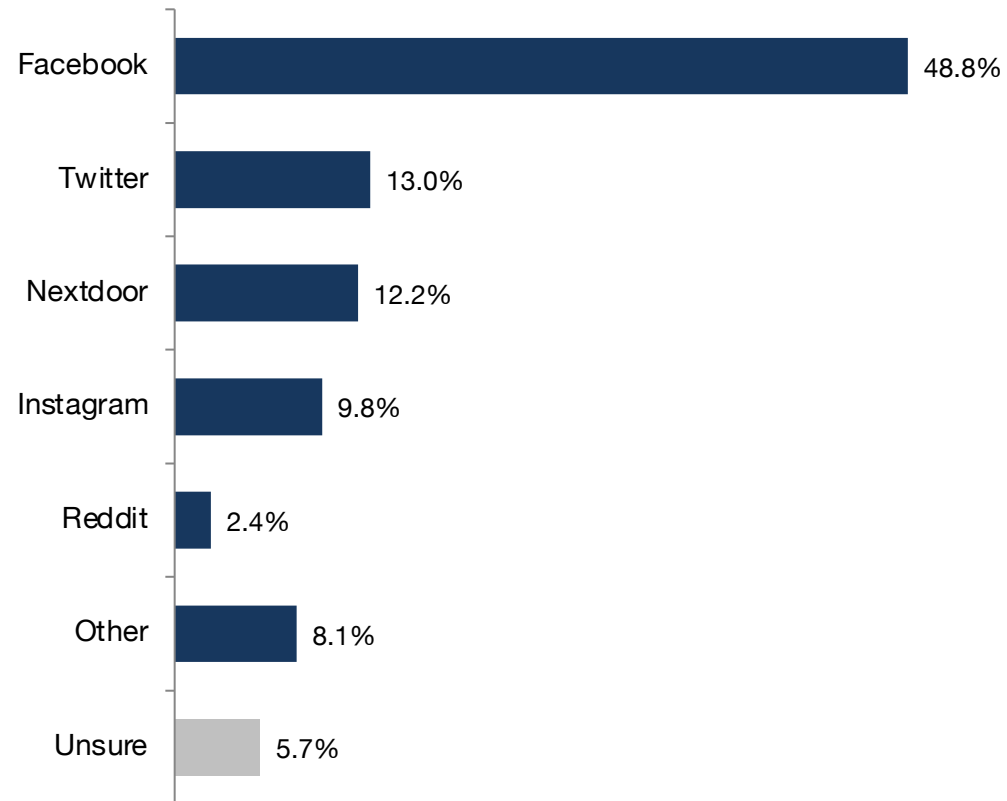


Facebook is the leading social media platform

for local news

Question 3_SocialMedia: Where do you generally get your news and information?

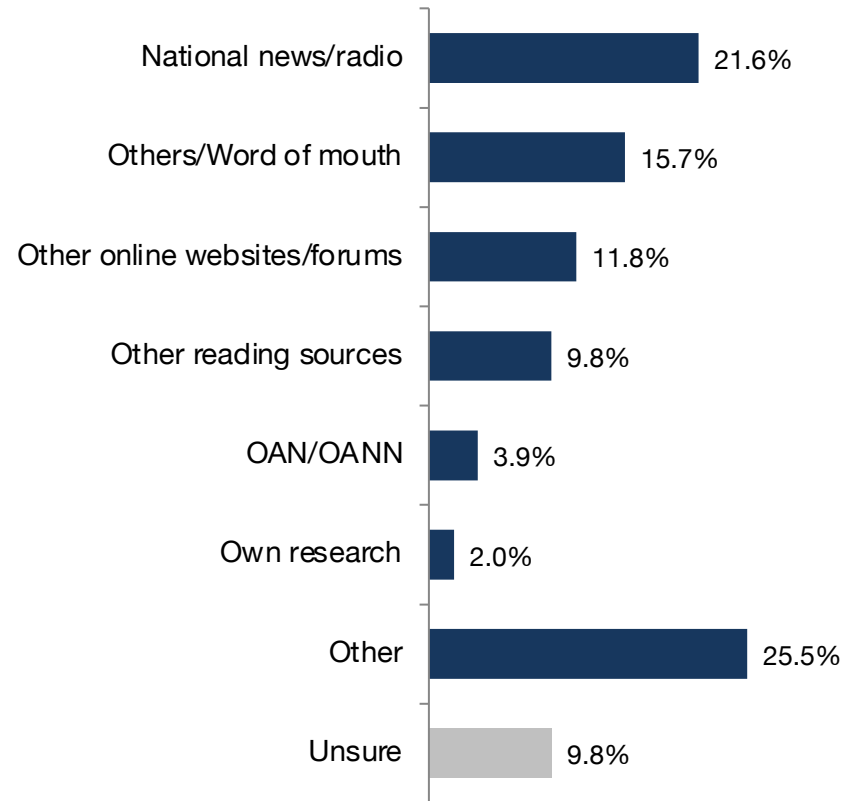
[AMONG THOSE WHO ANSWERED SOCIAL MEDIA]



Other sources of local news

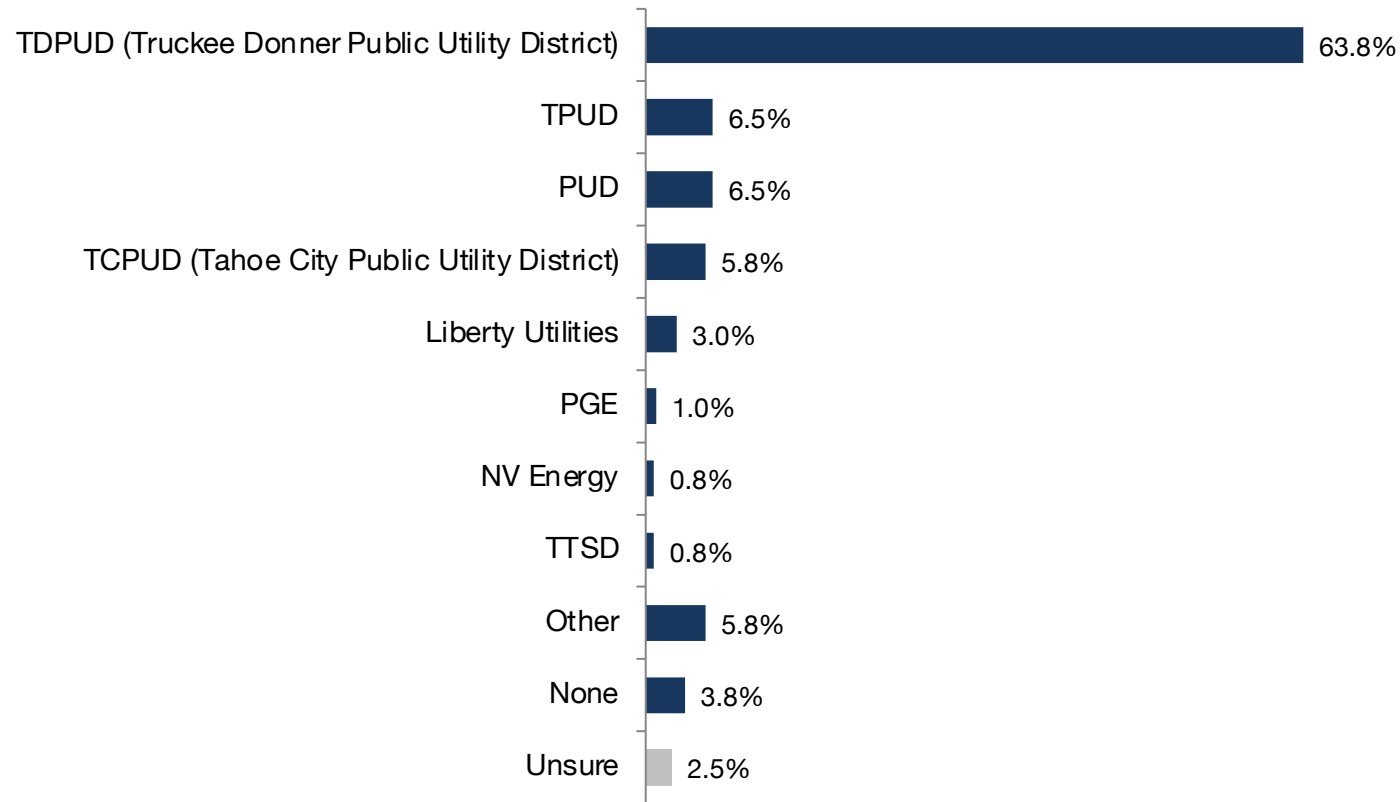
Question 3_Other: Where do you generally get your news and information?

[AMONG THOSE WHO ANSWERED OTHER]



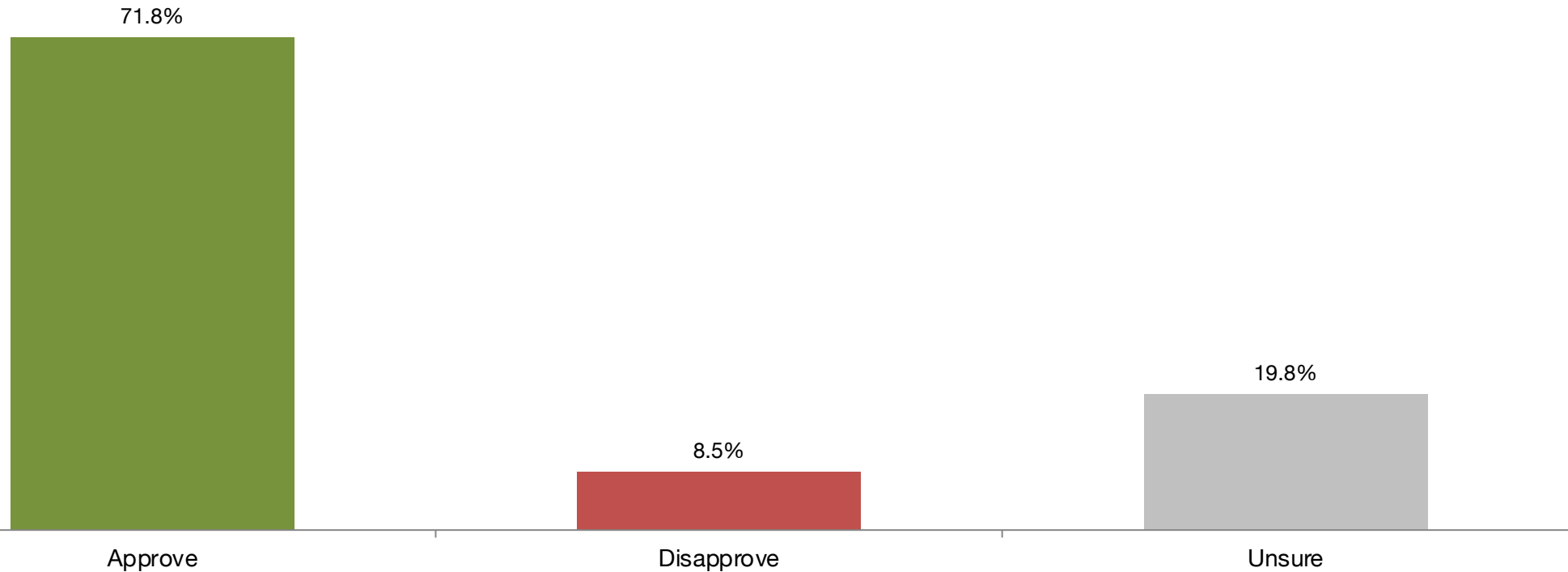
64% name TDPUD as their electricity and water provider

Question 4: Can you name the organization that provides water and electricity to your home?



72% approve of the job that TDPUD is doing

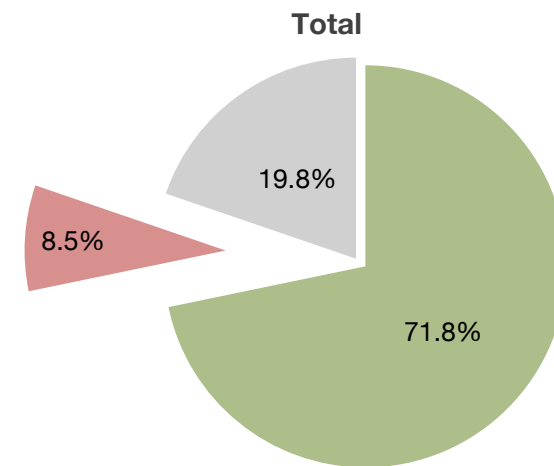
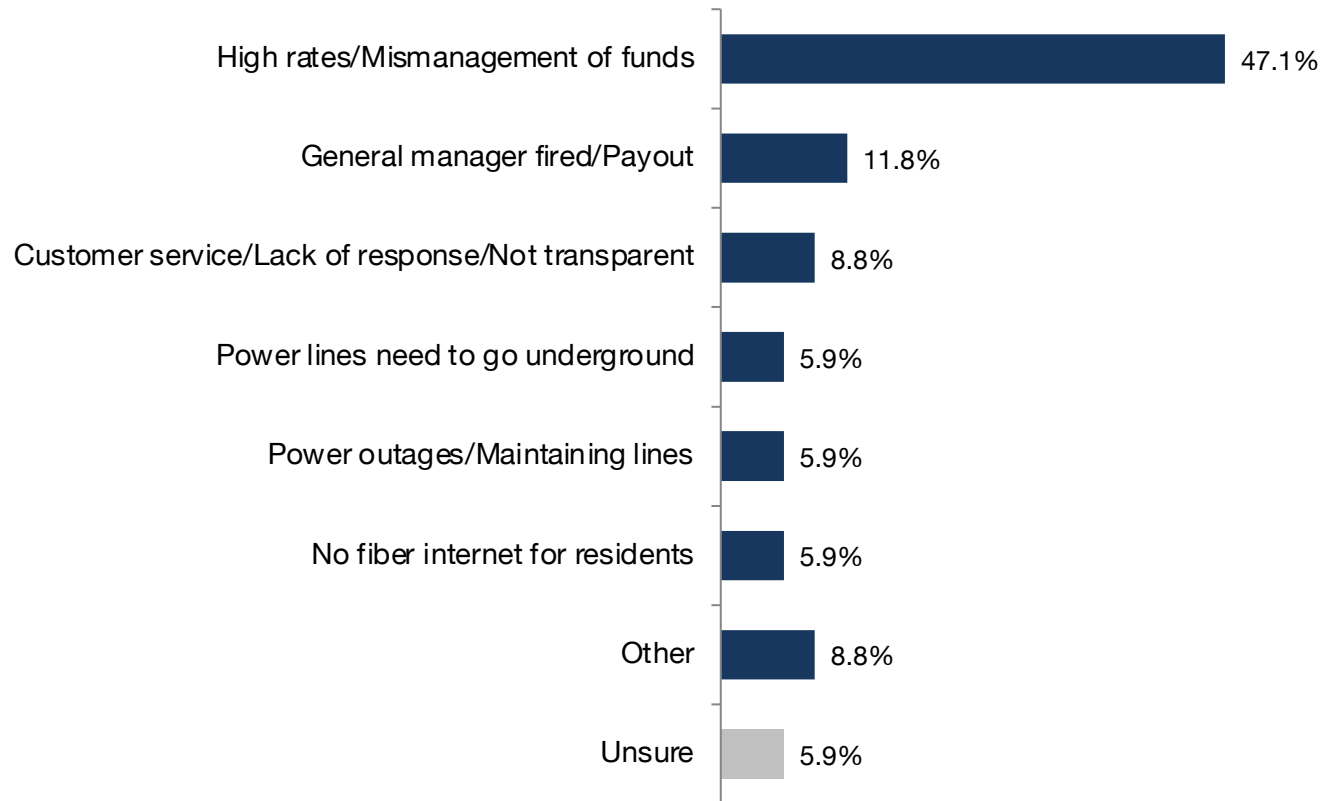
Question 5: Truckee Donner Public Utility District provides the greater Truckee area with water and electric services. Truckee Donner Public Utility District is a local government agency with a five-member elected board of directors. In general, do you approve or disapprove of the job that the Truckee Donner Public Utility District is doing?



Among those who disapprove, 47% say they disapprove because rates are too high

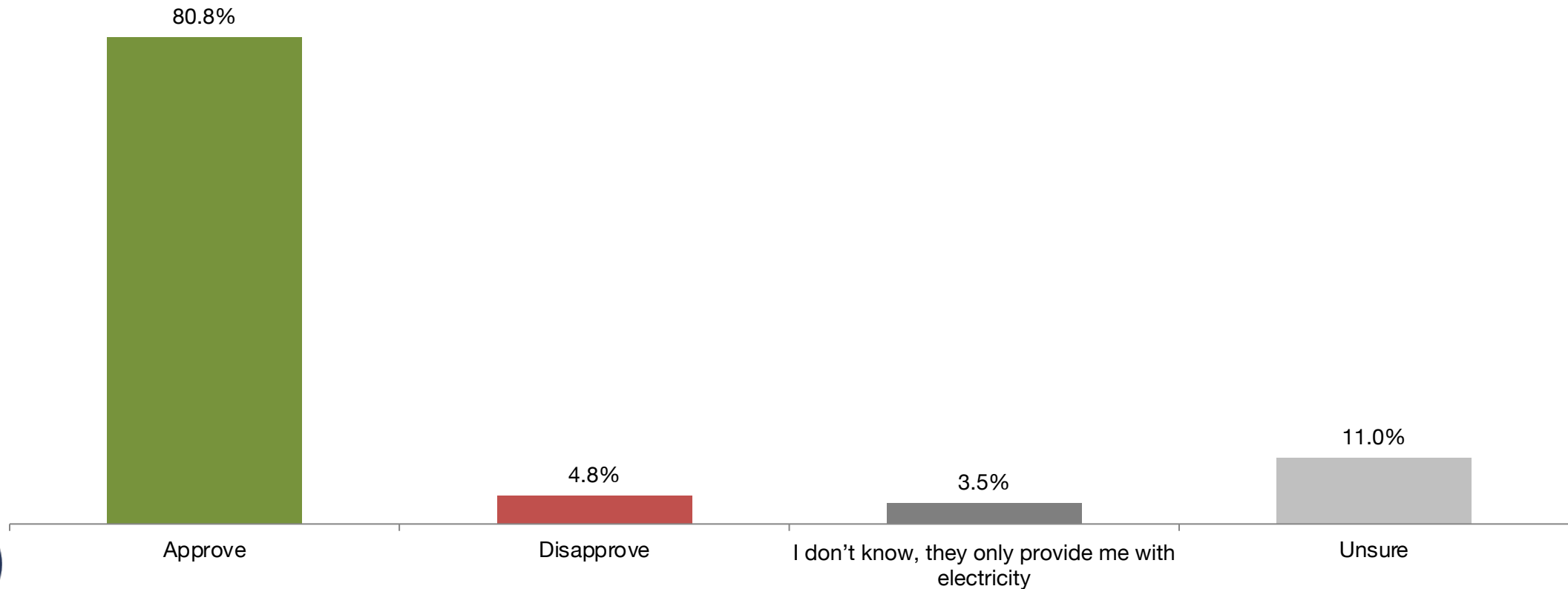
Question 6: Please explain why you disapprove of the job that Truckee Donner Public Utility District is doing.

[AMONG THE 8.5% WHO ANSWERED "DISAPPROVE" TO Q5]



81% approve of TDPUD's job in providing water

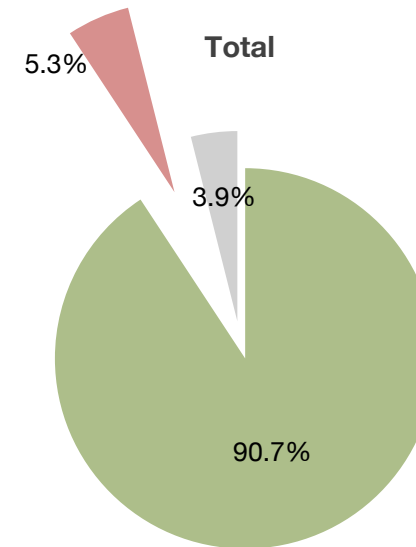
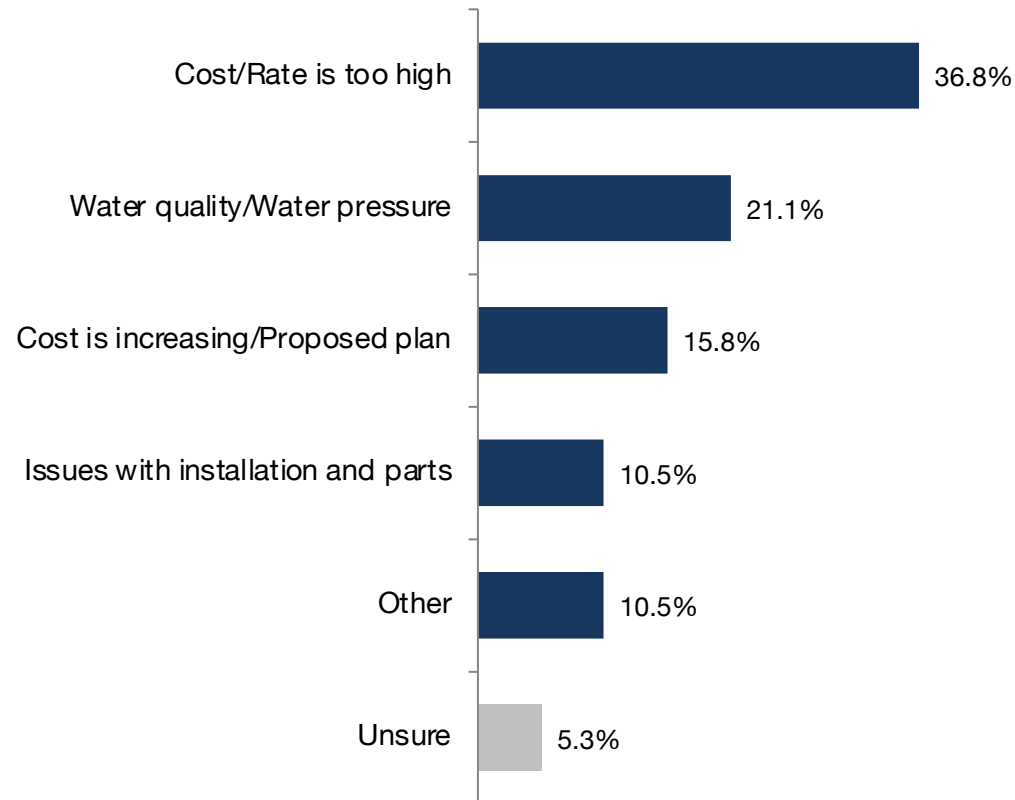
Question 7: Truckee Donner Public Utility District serves approximately 13,300 customers with water. In general, do you approve or disapprove of the job that Truckee Donner Public Utility District is doing in providing water to your home?



Among those who disapprove, 37% say it's because rates are too high

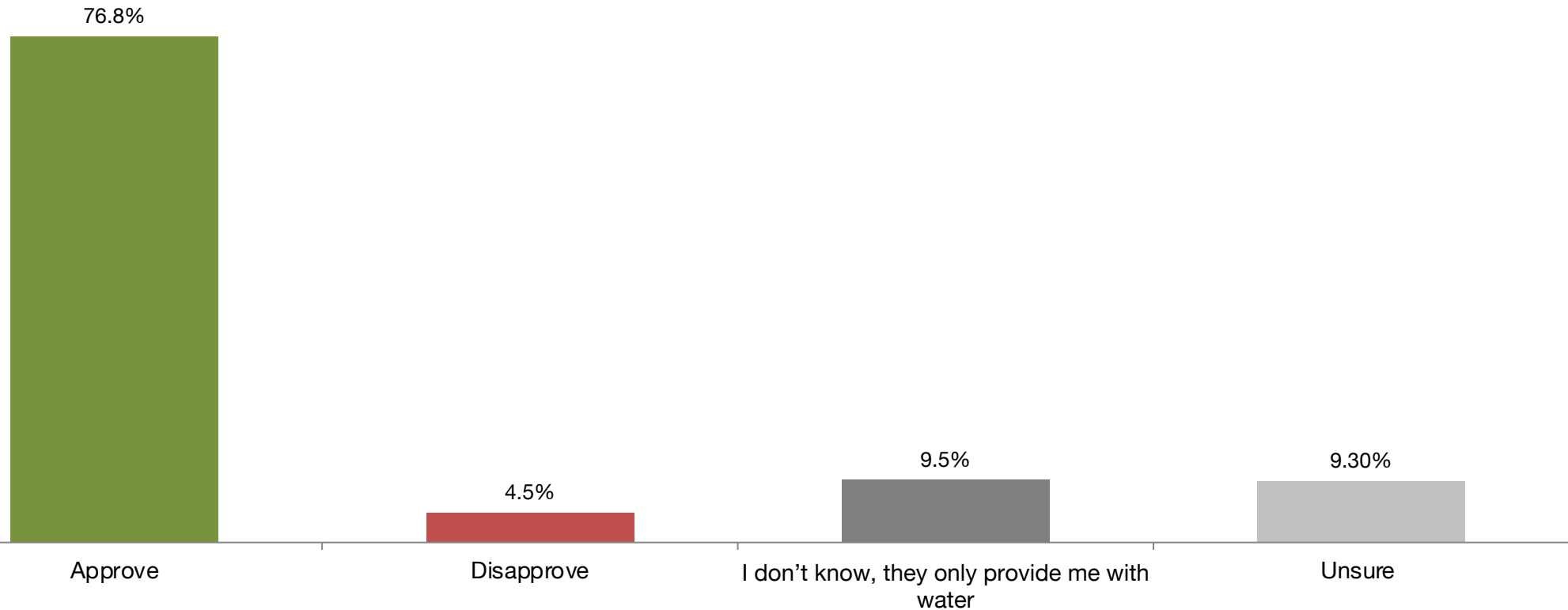
Question 8: Please explain why you disapprove of the job that Truckee Donner Public Utility District is doing in providing water to your home.

[AMONG THE 5.3% WHO ANSWERED "DISAPPROVE" TO Q7]



77% approve of TDPUD's job in providing electricity

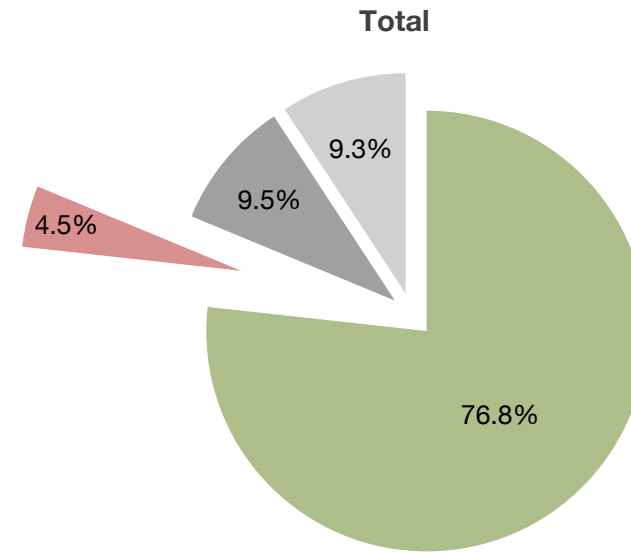
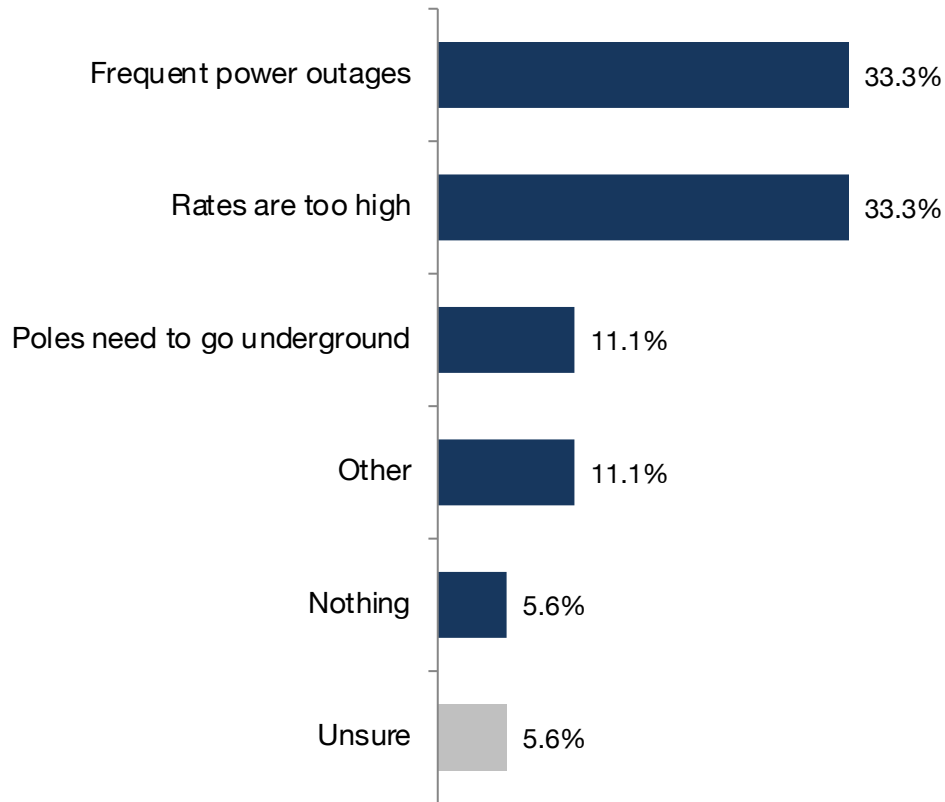
Question 9: Truckee Donner PUD serves approximately 14,200 with electricity. In general, do you approve or disapprove of the job that the Truckee Donner Public Utility District is doing in providing electricity to your home?



Among those who disapprove, 33% say it's because of frequent power outages

Question 10: Please explain why you disapprove of the job that Truckee Donner Public Utility District is doing in providing electricity to your home.

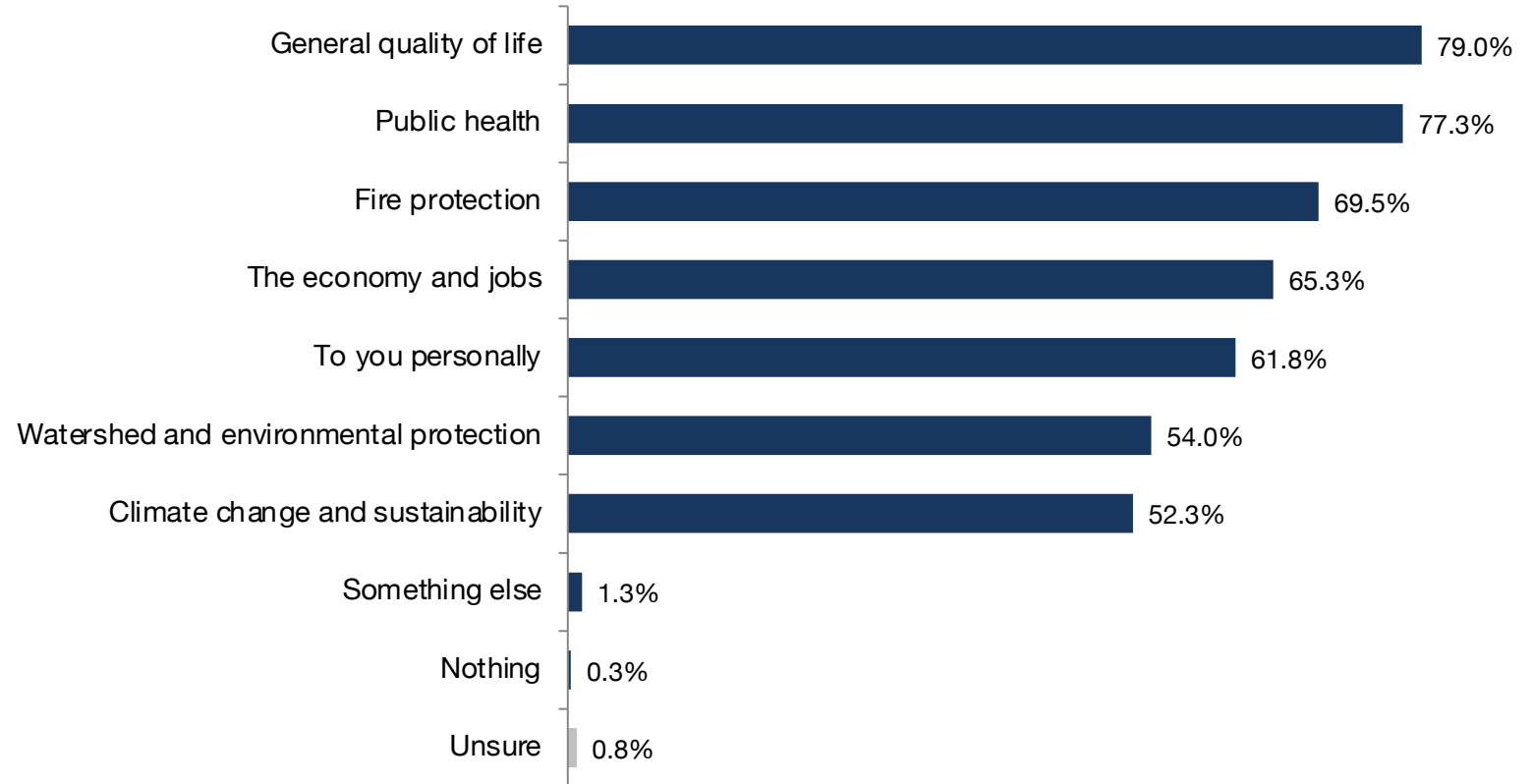
[AMONG THE 54.5% WHO ANSWERED "DISAPPROVE" TO Q9]



79% believe that their general quality of life

is positively impacted by water and electric infrastructure

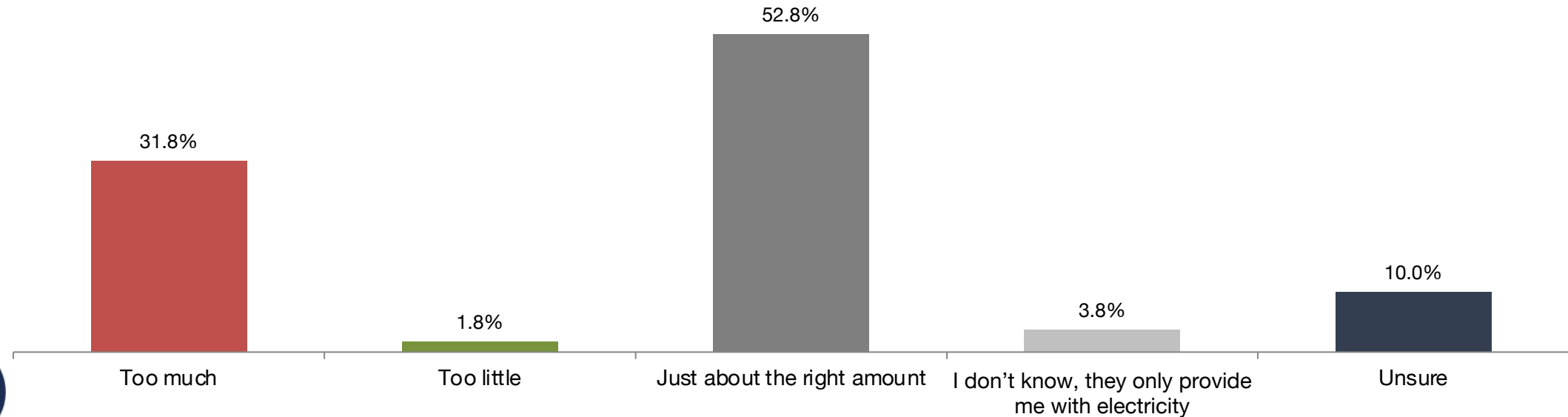
Question 11: Do you believe water and electric infrastructure are critical to any of the following? Select all that apply.



53% say they pay just about the right amount

for their TDPUD water bill

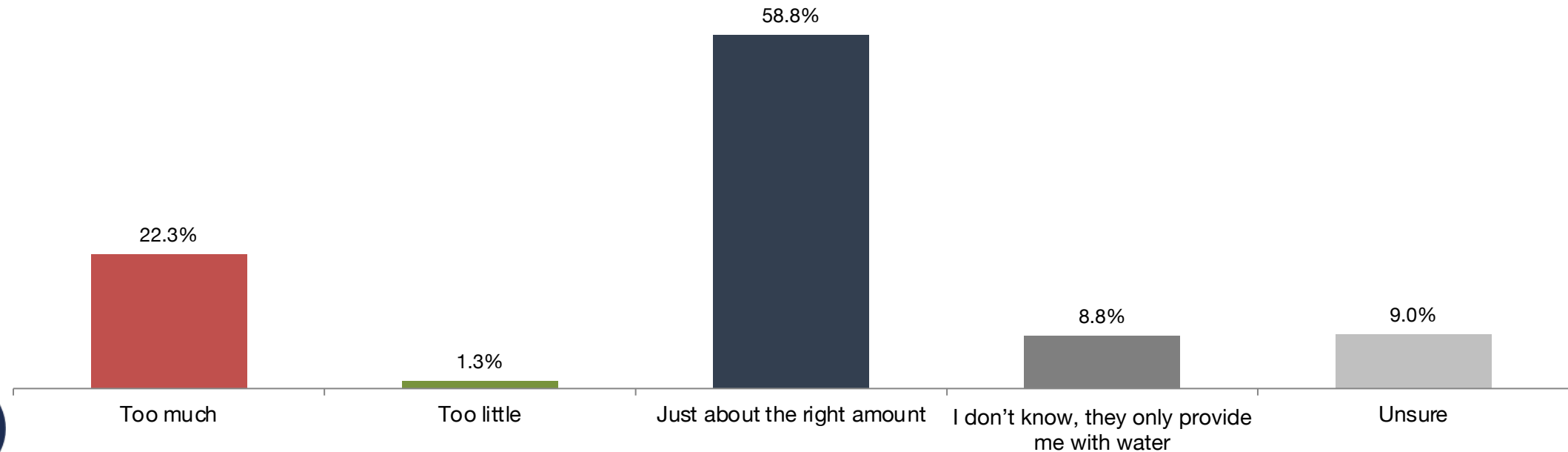
Question 12: Thinking about the amount that you pay on your Truckee Donner Public Utility District bill for water at your home, would you say that you pay too much, too little, or just about the right amount?



59% say they pay just about the right amount

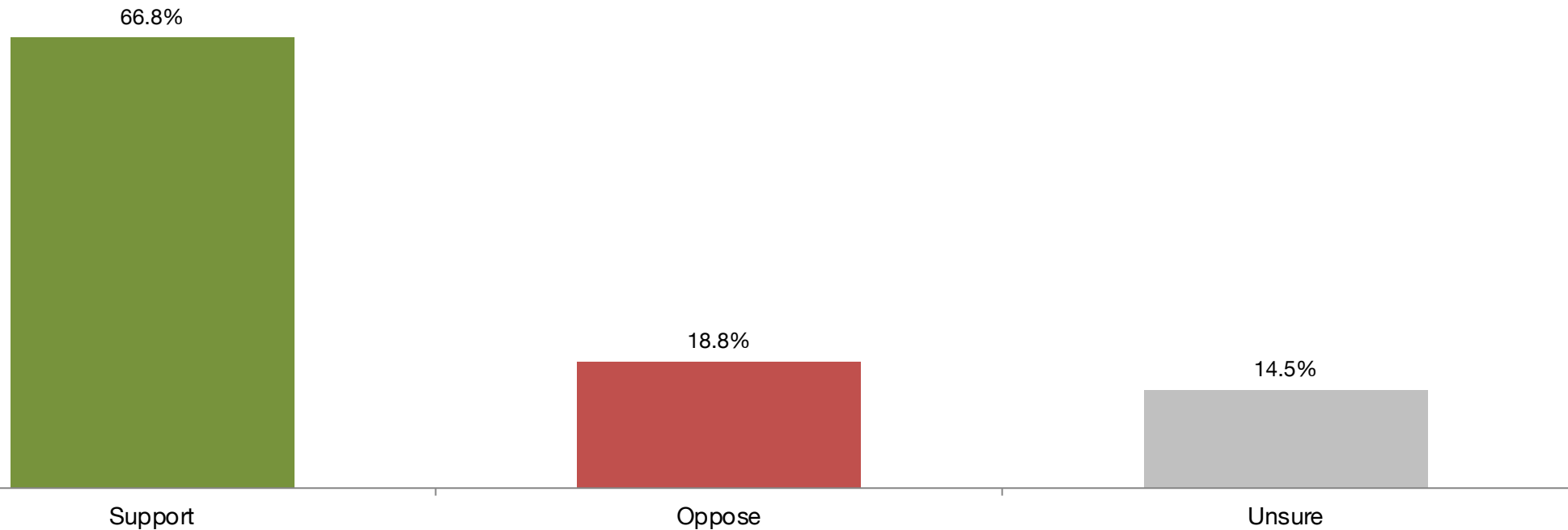
for their TDPUD electricity bill

Question 13: Thinking about the amount that you pay on your Truckee Donner Public Utility District bill for electricity at your home, would you say that you pay too much, too little, or just about the right amount?



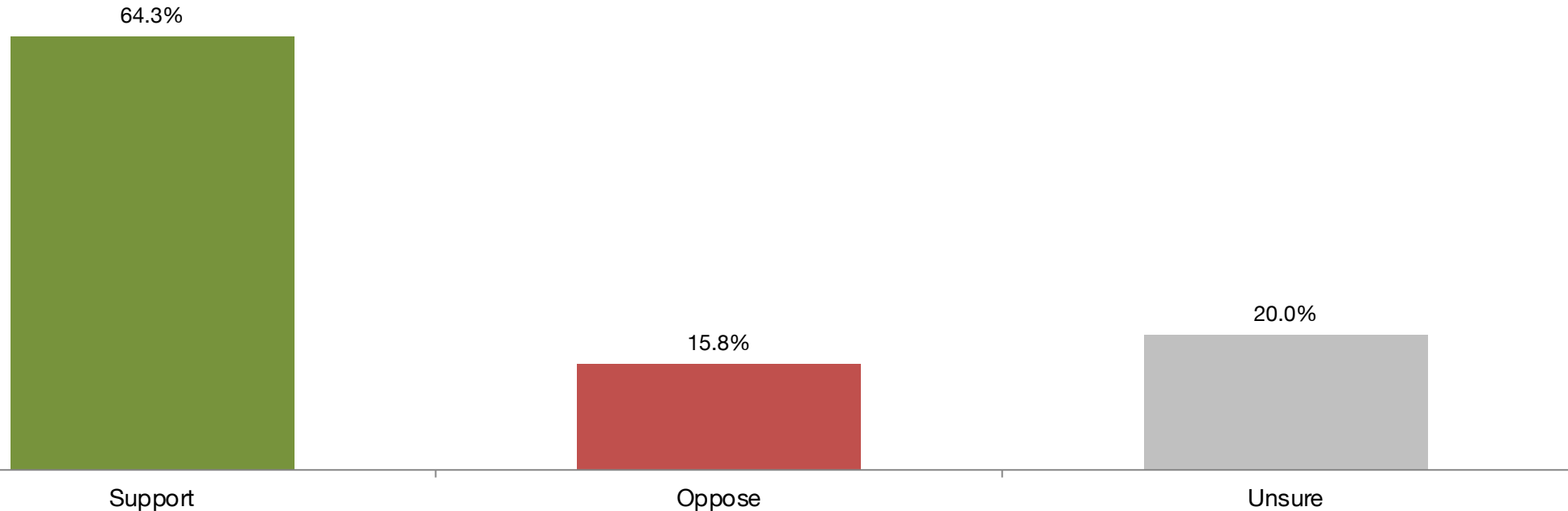
67% support the transition to renewable and/or carbon-free energy

Question 14: Do you support or oppose the idea of Truckee Donner Public Utility District achieving 100% renewable and/or carbon-free energy by 2027?



64% support the local production of biomass fuel

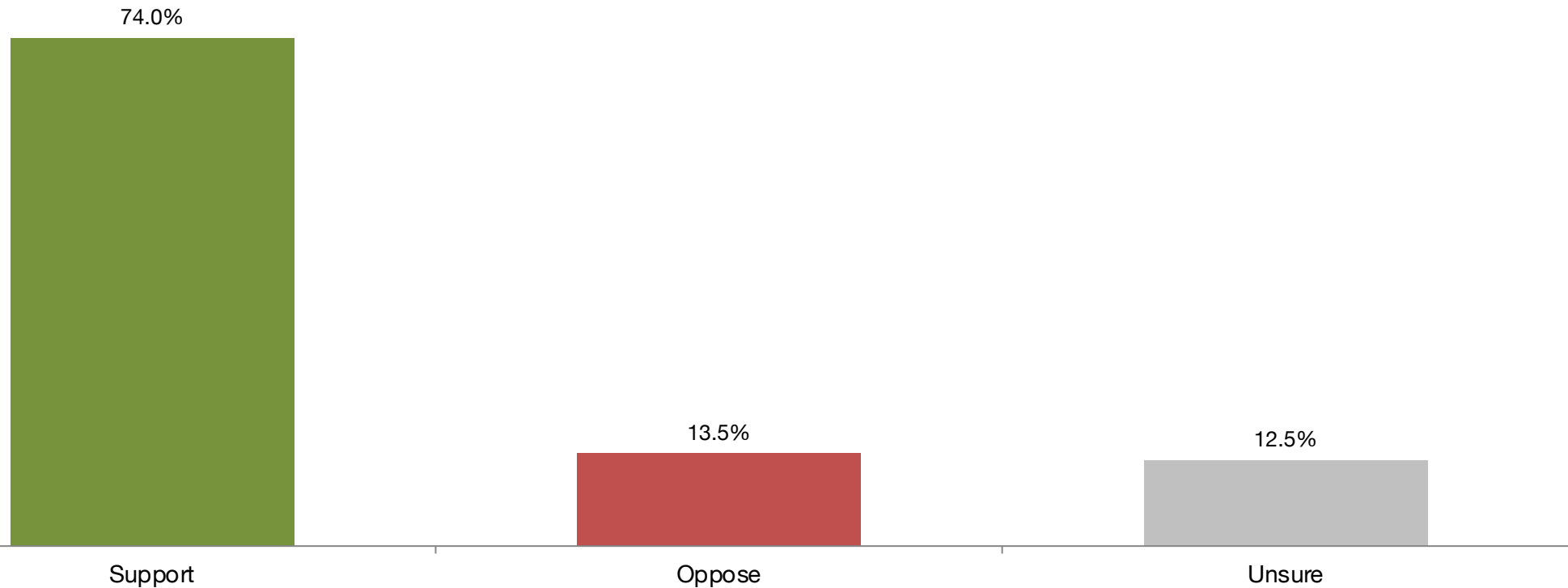
Question 15: Biomass is an organic and renewable source of energy that is harvested from plant and animal waste. Typically, biomass is converted into heat or electricity, but it may also be converted into solid, gaseous, and liquid fuels. Locally sourced and controlled biomass fuel can help mitigate the risk of wildfires to our community and increase reliability because the power is generated locally. A biomass fuel facility can help reduce pollution by limiting our community's carbon dioxide emissions. Do you support or oppose the idea of Truckee Donner Public Utility District's pursuing the production of biomass fuel as an alternative source of energy even if it would require the District to raise rates?



74% support undergrounding powerlines

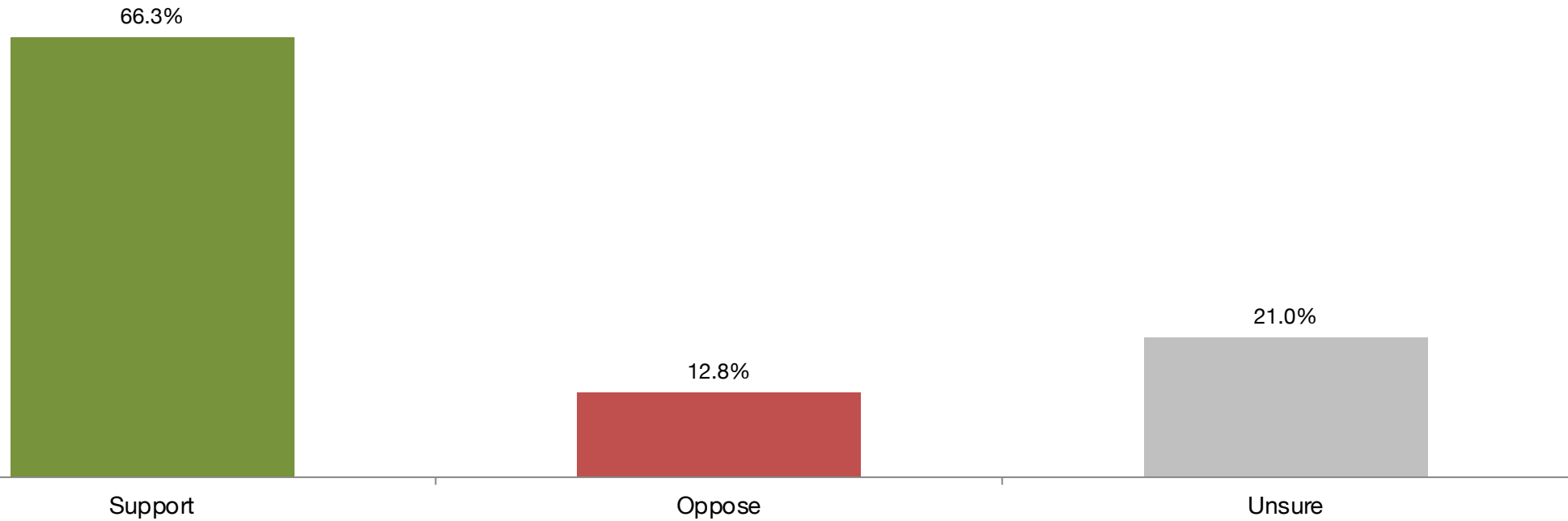
even if this means higher rates

Question 16: Undergrounding overhead electric powerlines can be expensive but is also very helpful in preventing wildfires. Do you support or oppose Truckee Donner Public Utility District undergrounding overhead electric powerlines even it would require the District to raise rates?



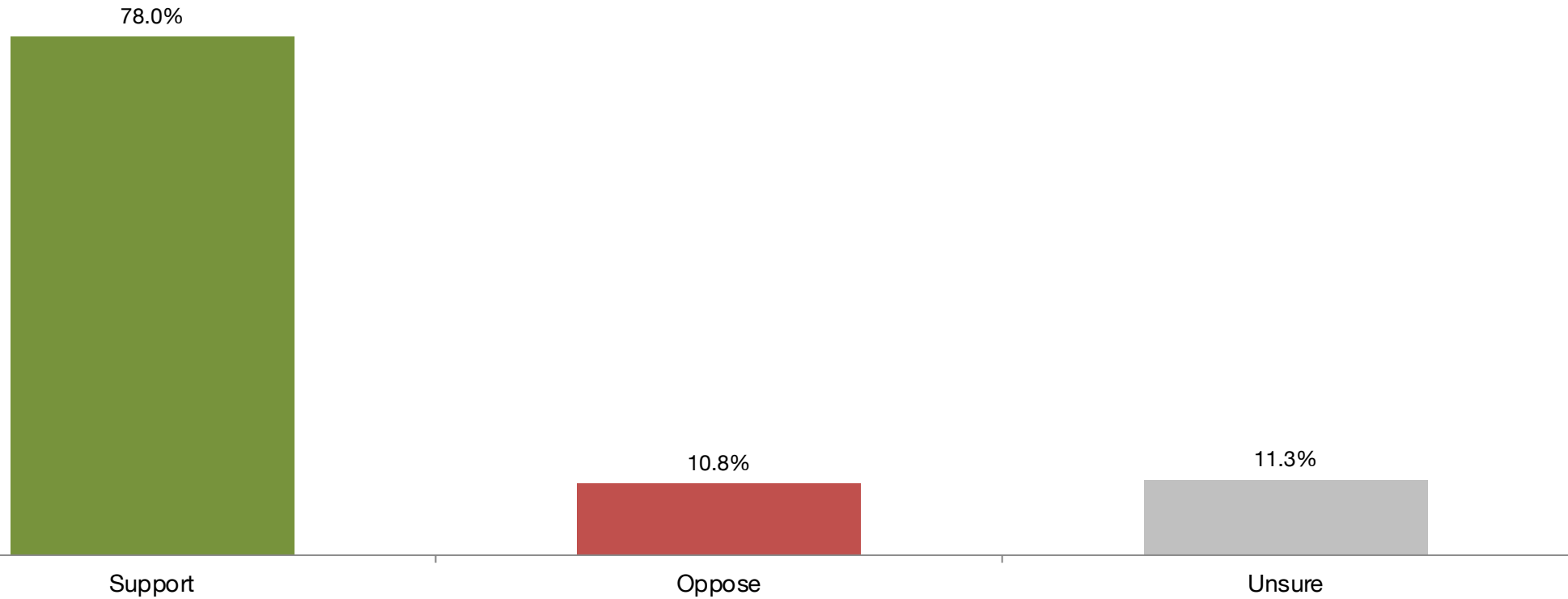
66% would support investing in water infrastructure

Question 17: Do you support or oppose Truckee Donner Public Utility District investing in maintaining water infrastructure by replacing or rebuilding older existing facilities and pipelines even it would require the District to raise rates?



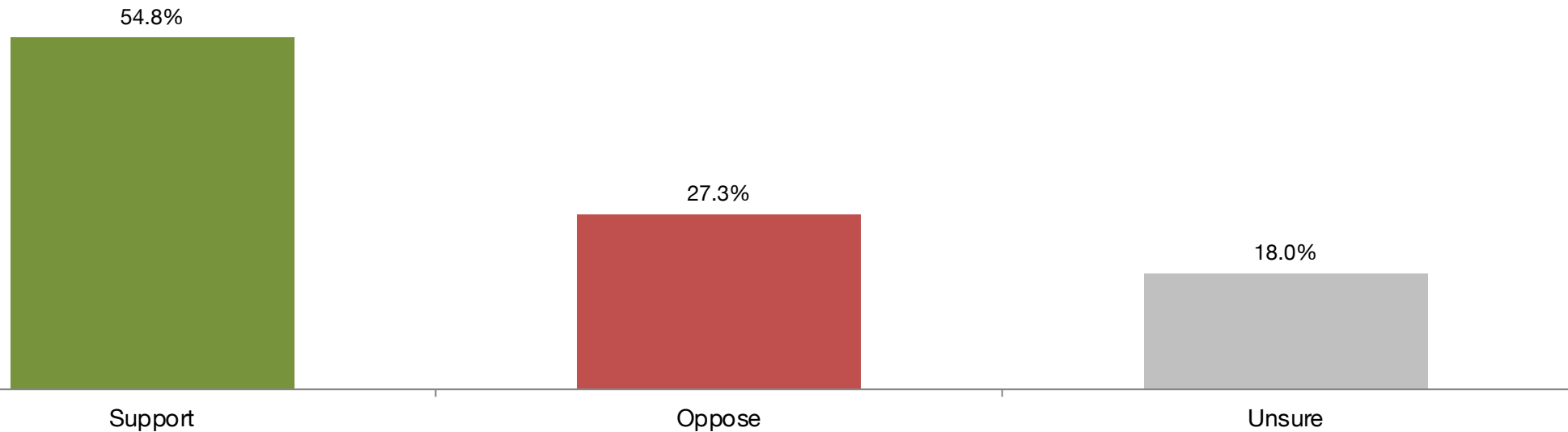
78% support providing high-speed internet

Question 18: Do you support or oppose Truckee Donner Public Utility District providing the option of locally controlled high-speed broadband internet throughout the community for an additional fee?



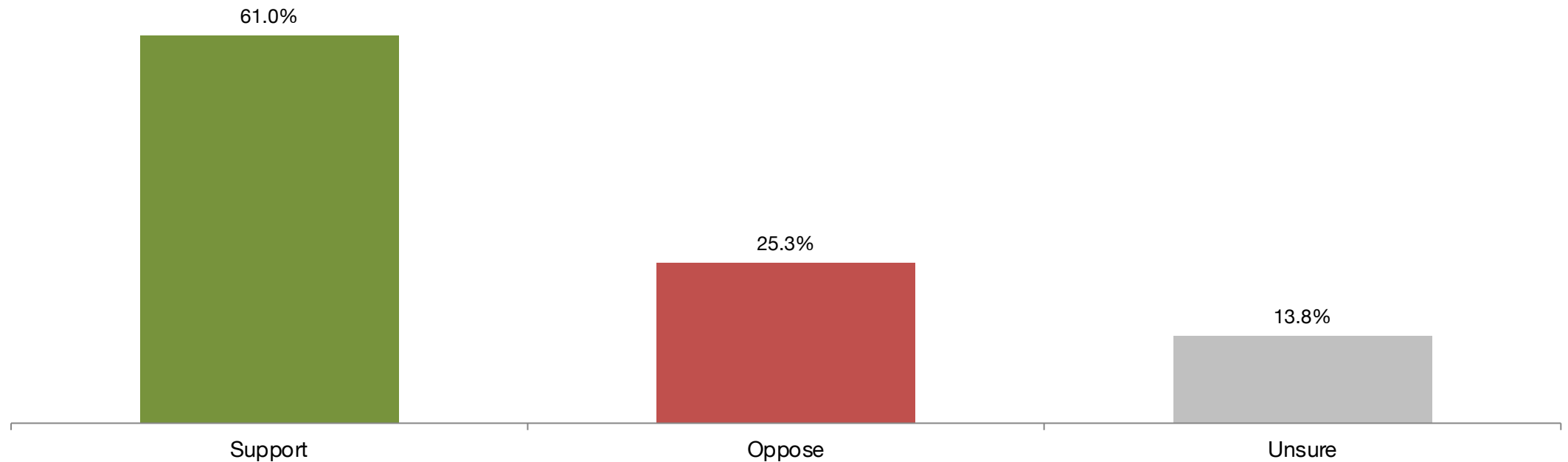
55% would support the establishment of new rebate programs

Question 19: Do you support or oppose Truckee Donner Public Utility District establishing new rebates programs to encourage the transition to electrification to replace natural gas-powered appliances?



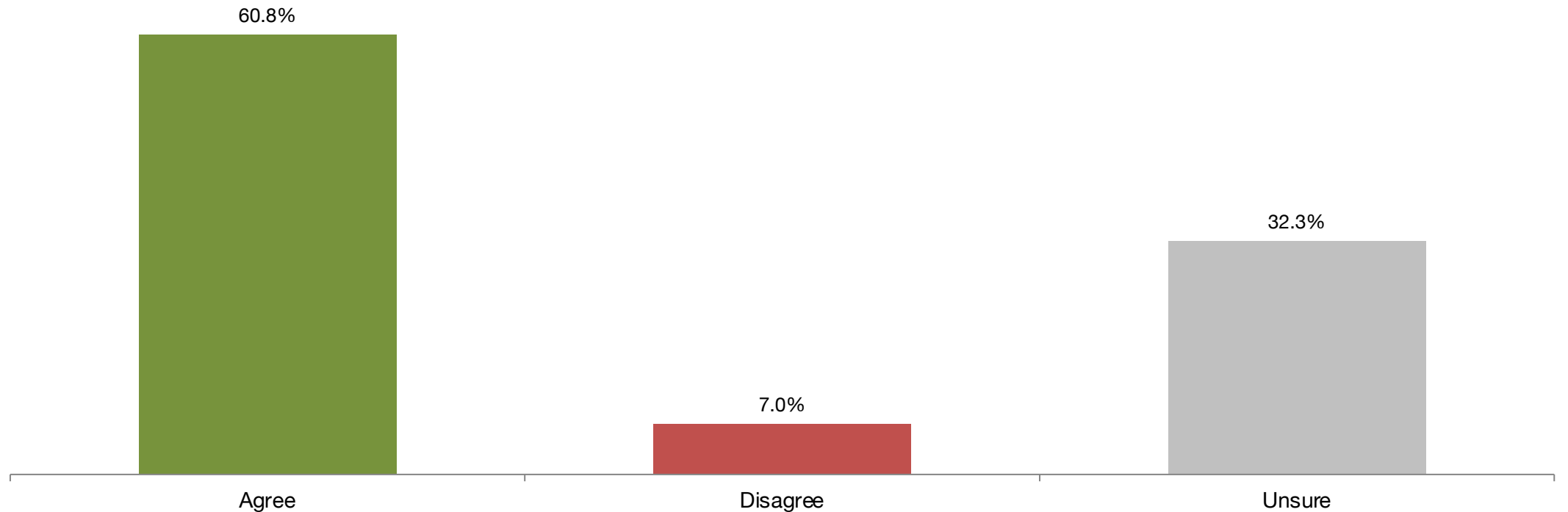
61% say they support achieving 100% renewable energy even if it would require raising rates

Question 20: California mandates that the state use 100% renewable and or carbon free energy by 2045. Do you support or oppose Truckee Donner Public Utility District achieving 100% much sooner than the mandate even it would require the District to raise rates?



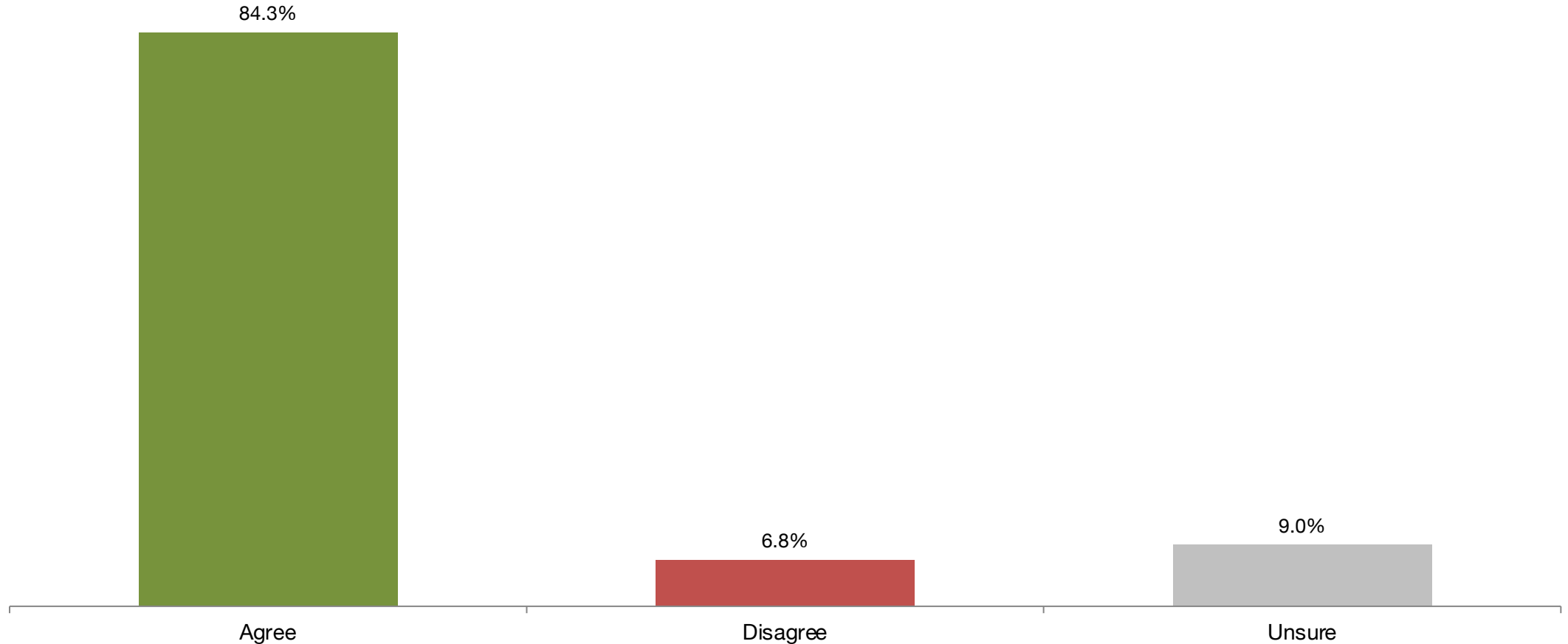
61% say they agree TDPUD cares about the health and well-being of me and my family

Question 21: Truckee Donner Public Utility District cares about the health and well-being of me and my family.



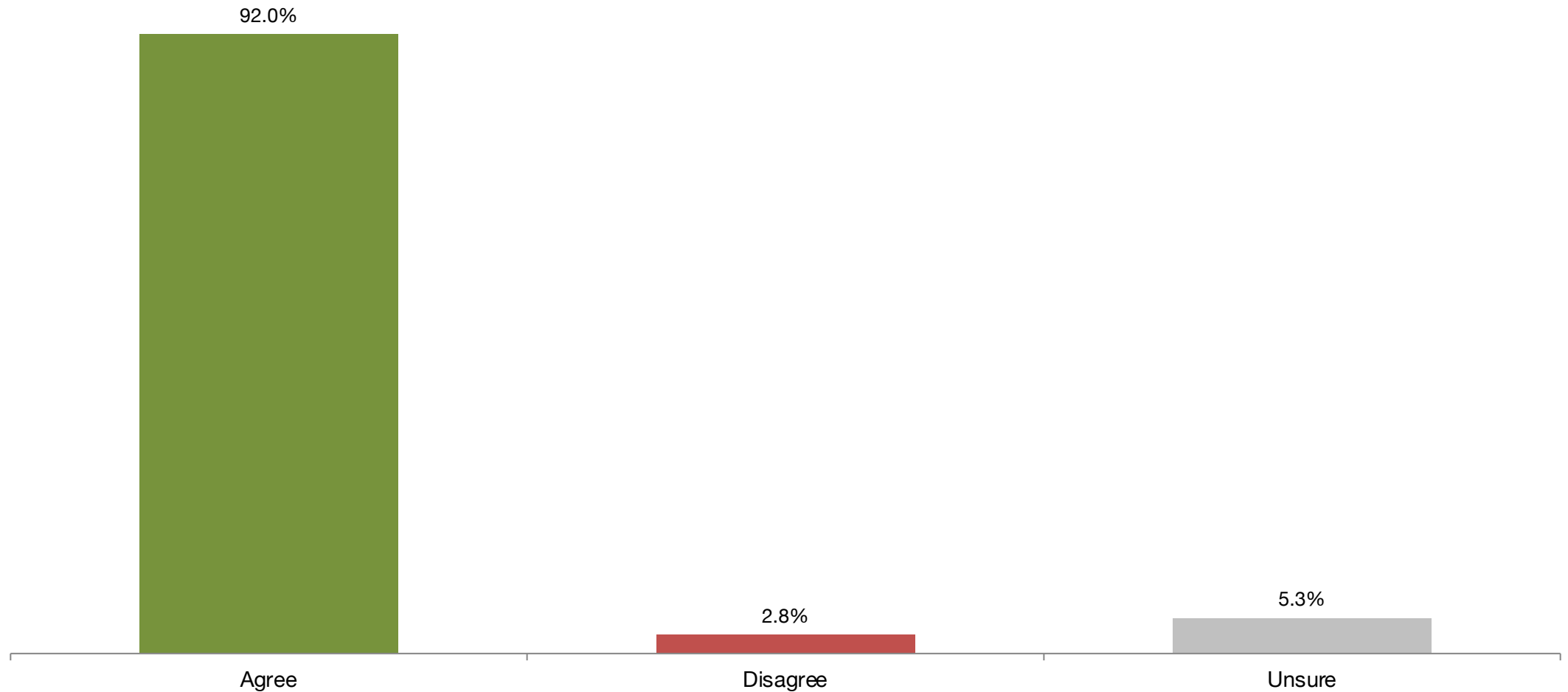
84% say they agree TDPUD provides reliable services

Question 22: The services Truckee Donner Public Utility District provides are reliable.



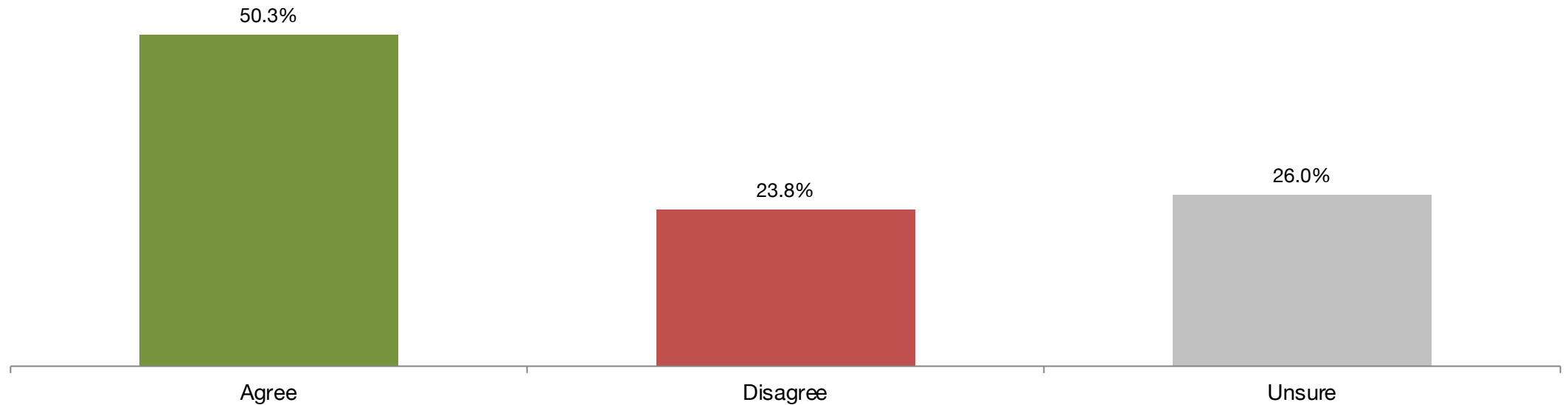
92% say they agree, TDPUD provides valuable services

Question 23: The services Truckee Donner Public Utility District provides are valuable.



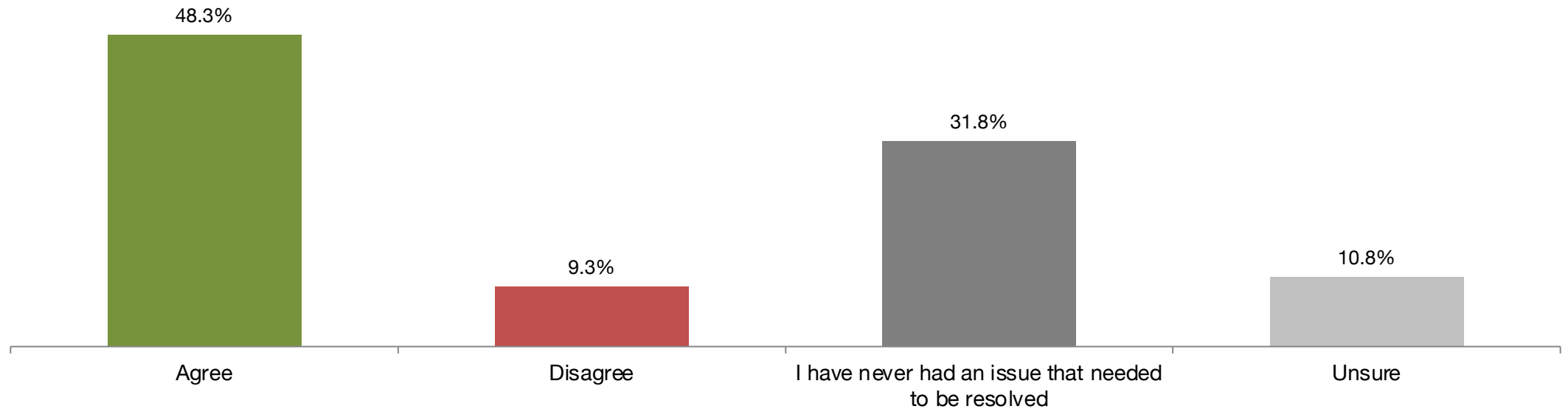
50% say they agree, TDPUD communicates well during electricity interruptions

Question 24: Truckee Donner Public Utility District communicates information well during electricity interruptions.



48% agree that TDPUD resolves issues or problems quickly by phone, online chat or e-mail

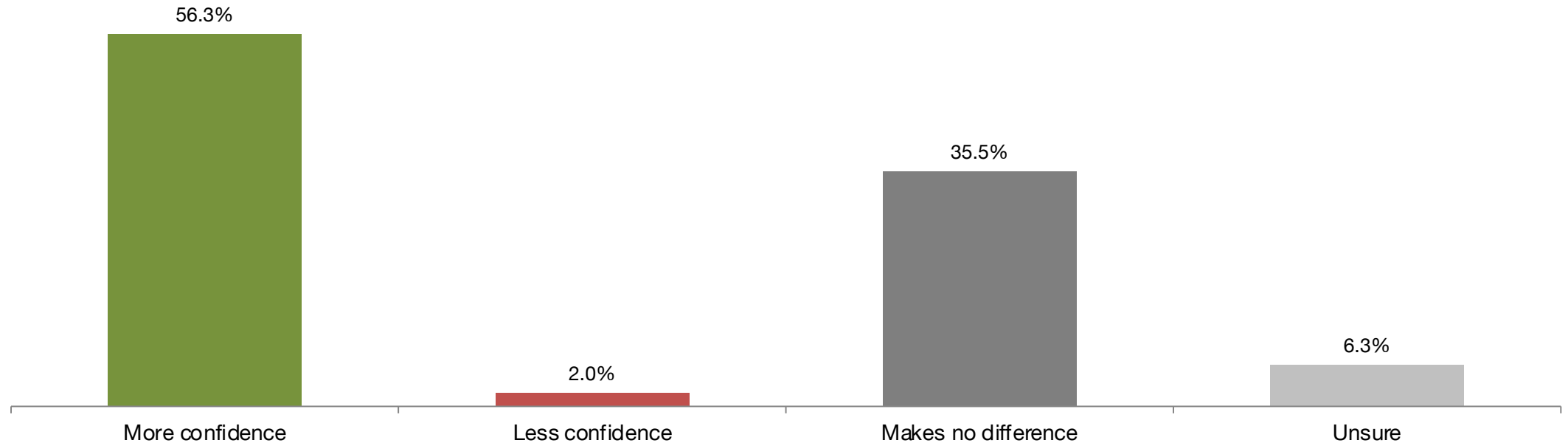
Question 25: Truckee Donner Public Utility District resolves my issues or problems quickly by phone, online chat, or e-mail.



56% say they have more confidence in TDPUD

knowing they are a community-owned, not-for-profit public agency owned and managed by ratepayers

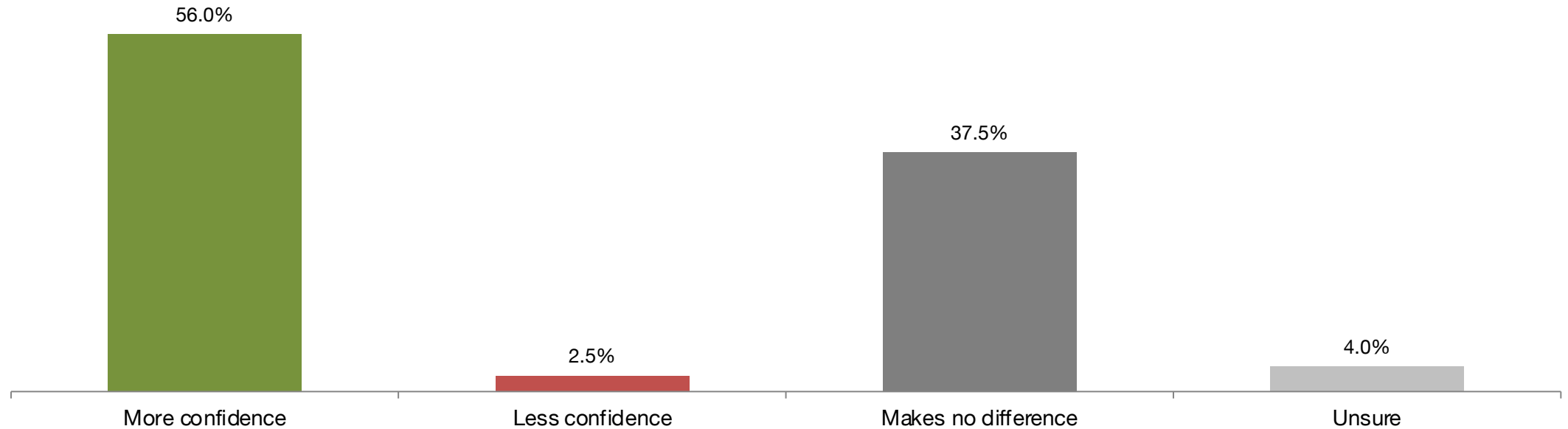
Question 26: Truckee Donner Public Utility District is a community-owned, not-for-profit public agency owned and managed by ratepayers. Does this give you more or less confidence in how the District operates?



56% say it gives them more confidence knowing

TDPUD provides water and energy saving programs

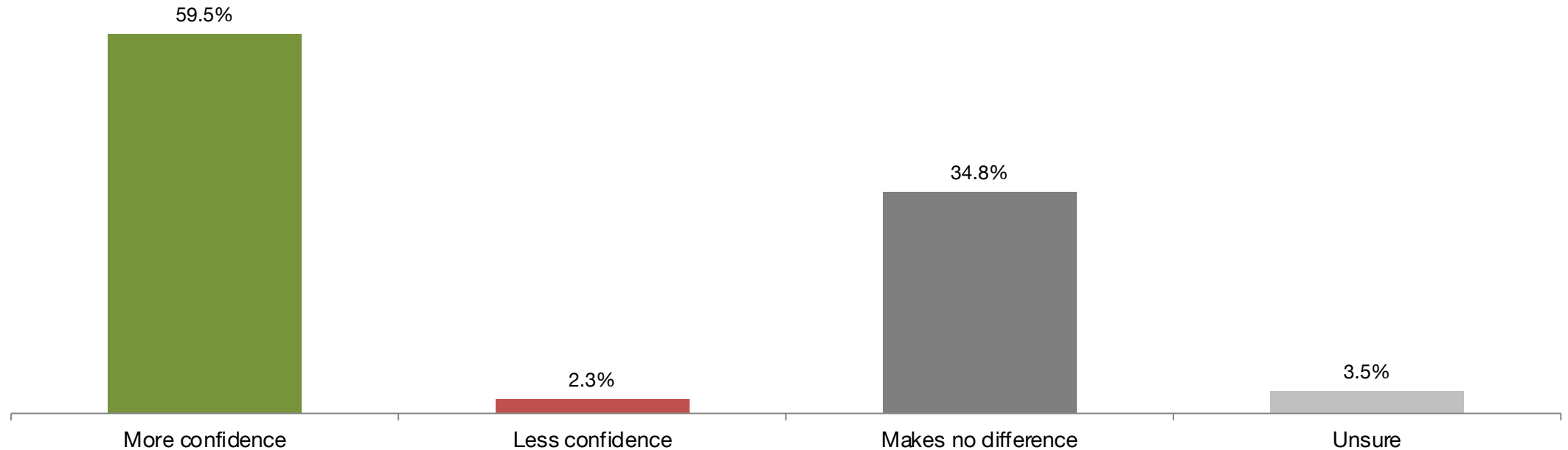
Question 27: Truckee Donner Public Utility District has energy and water saving programs designed help customers save energy and water, reduce carbon footprint, and ultimately help customers reduce their bills. Does this give you more or less confidence in how the District operates?



60% say they have more confidence in TDPUD

knowing they will exceed the state mandate for renewable energy by 30%

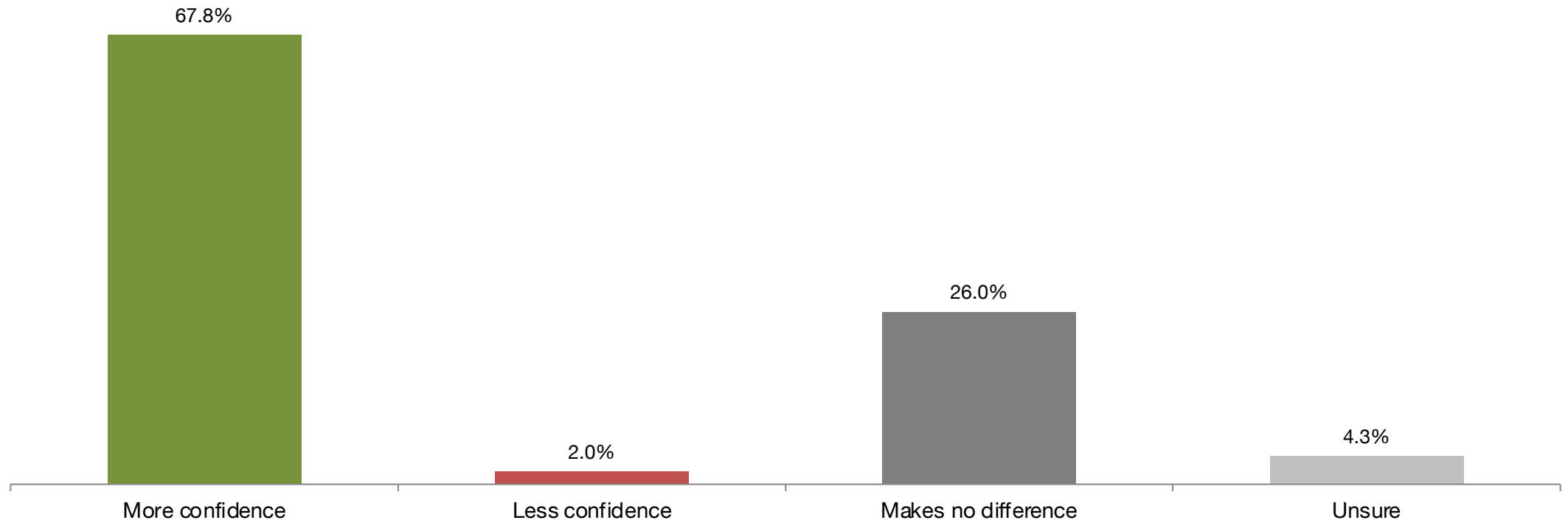
Question 28: Currently, 66% of Truckee Donner Public Utility District's total energy usage comes from renewable sources of energy – this is double the state mandated 33% for 2020. The District is projected to achieve 75% renewable energy by 2022 which will exceed the state mandate by 30%. This is all being done while investing in reliability and keeping rates competitive. Does this give you more or less confidence in how the District operates?



68% say they have more confidence in TDPUD

knowing they have increased funding for wildfire safety by 400% in recent years

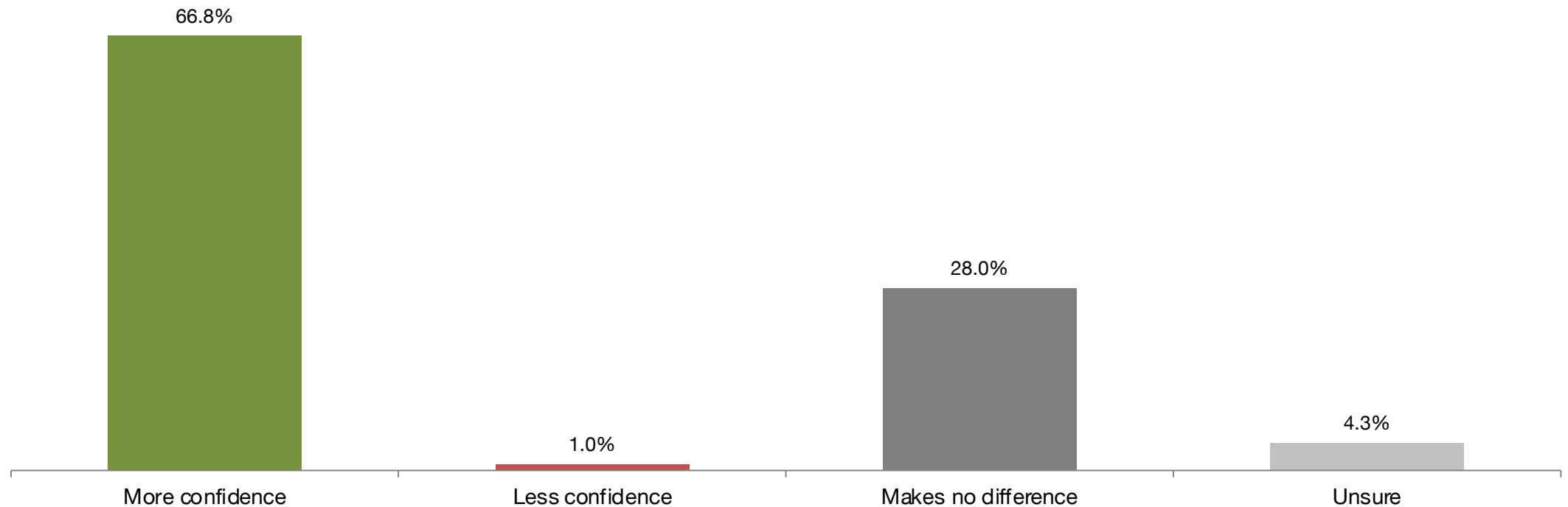
Question 29: Truckee Donner Public Utility District's emergency preparedness efforts include a Wildfire Mitigation Plan which includes actions to aggressively trim or removes trees that are at risk of coming into contact with electrical systems. In recent years, the District has increased funding for wildfire safety by 400%. Does this give you more or less confidence in how the District operates?



67% say they have more confidence in TDPUD

knowing they meet or exceed all state and federal water quality standards

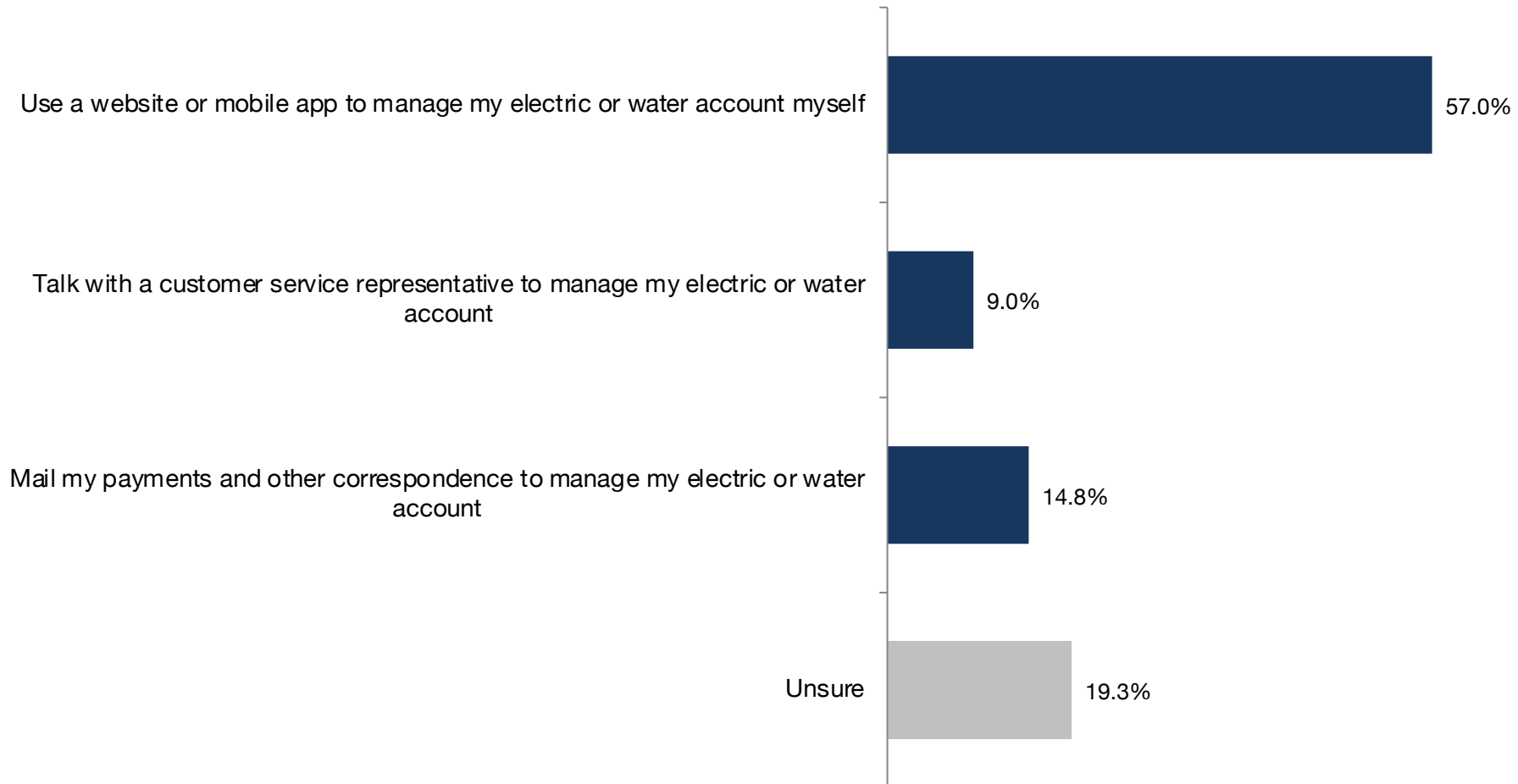
Question 30: Truckee Donner Public Utility District meets or exceeds all state and federal water quality standards and has water system engineers that continuously monitor the water supply, conducting hundreds of laboratory tests on water samples collected from over 50 different locations throughout the District. And the District has met all water conservation goals. Does this give you more or less confidence in how the District operates?



57% would like to manage their electric and water accounts by using a website or mobile app

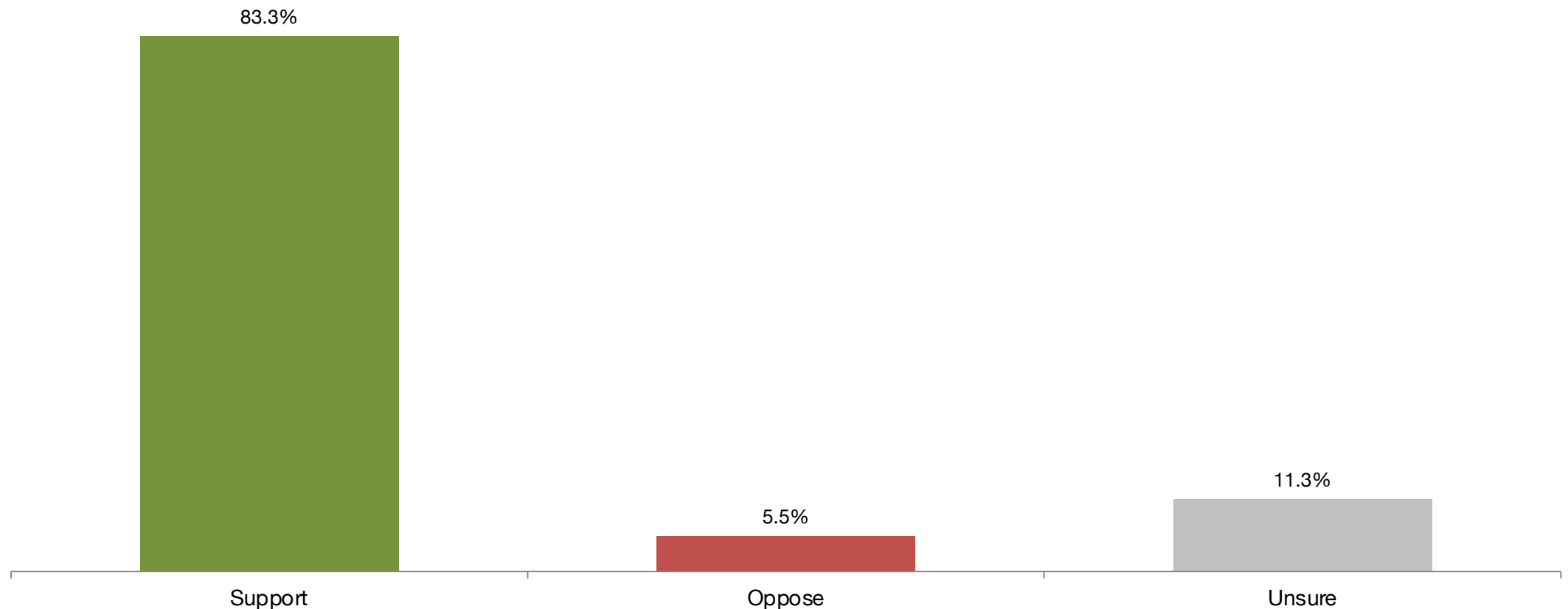
accounts by using a website or mobile app

Question 31: Which of the following statements best describes how you would like to manage your electric and water accounts?



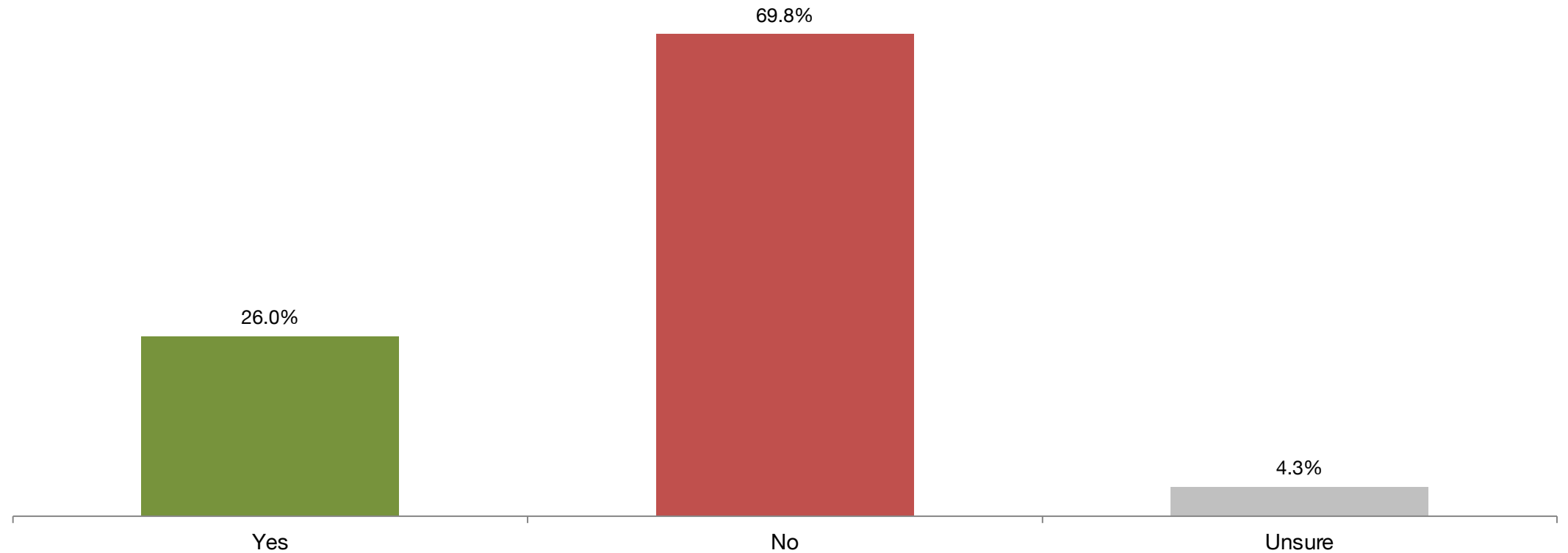
83% say they support the Payment Assistance program

Question 32: Truckee Donner PUD offers a Payment Assistance Program that offers income qualified customers an annual credit equal to their largest bill in the past 12 months (up to \$200). And since the outbreak of COVID-19, the program has doubled this credit to two months or up to \$400. Do you support or oppose the Payment Assistance program?



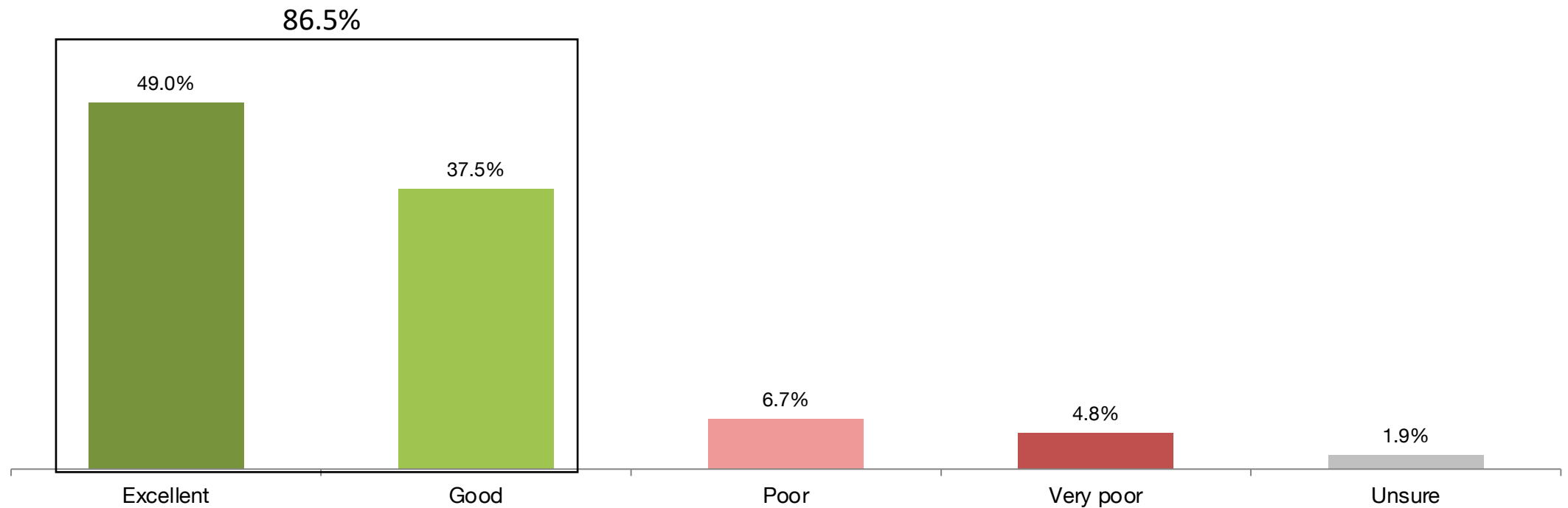
70% have not contacted TDPUD in the past 12 months

Question 33: In the past 12 months, have you gone to the Truckee Donner Public Utility District office, called, or emailed staff at Truckee Donner Public Utility District?



87% rate their customer experience positively

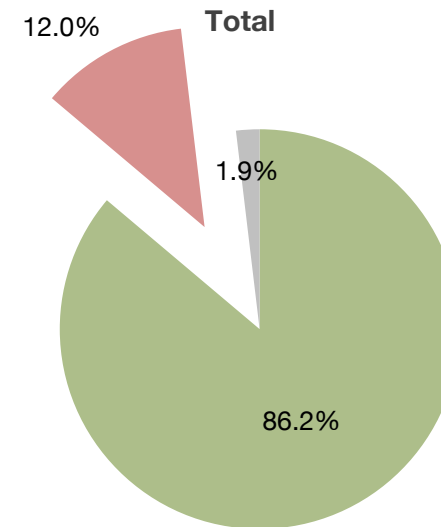
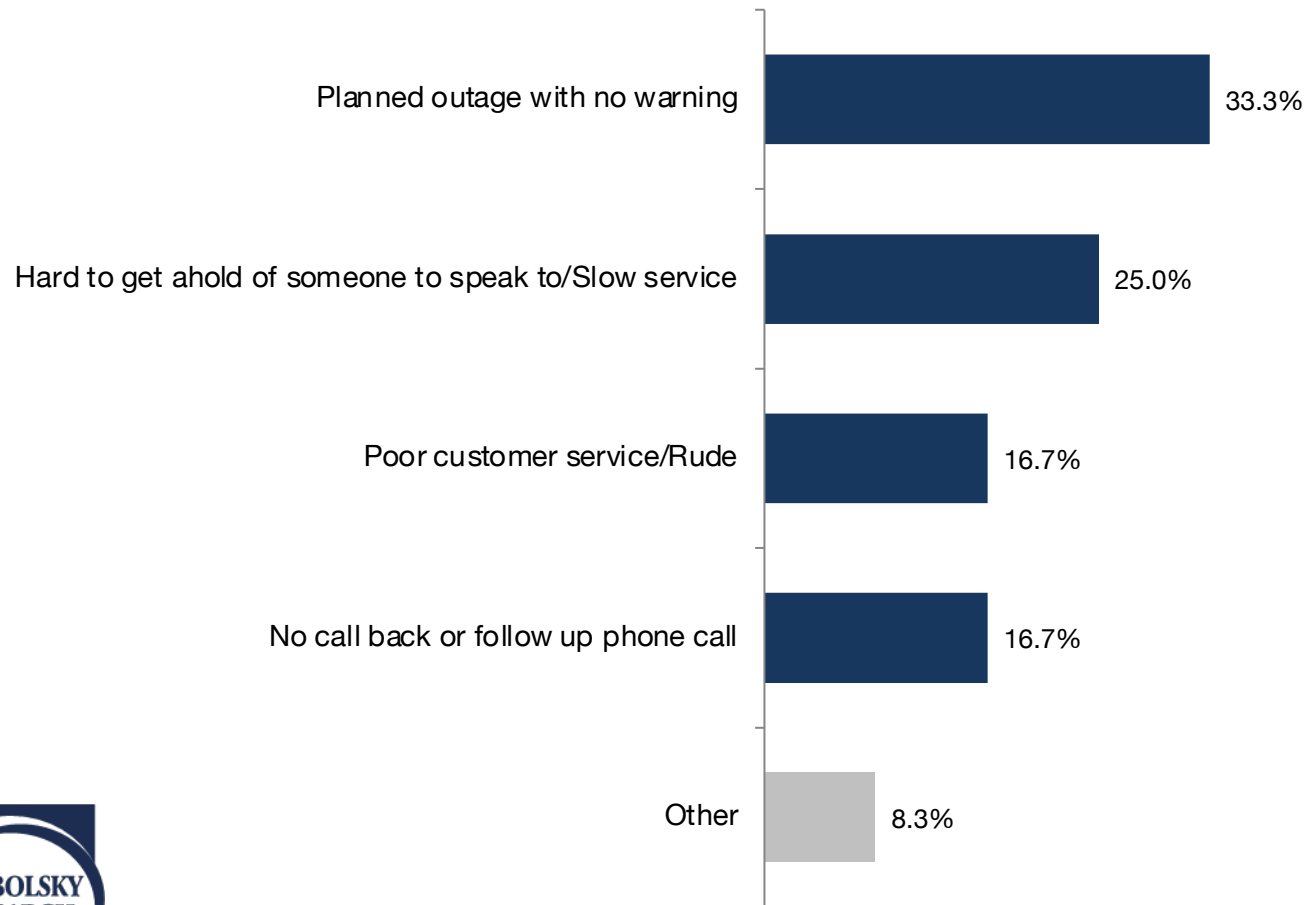
Question 34: How would you rate the customer service experience you received when interacting with Truckee Donner Public Utility District staff?



Among those who said poor/very poor, 33% said their experience was poor due to planned outages with no warning

Question 35: Why was your customer service experience with Truckee Donner Public Utility District [poor/very poor]?

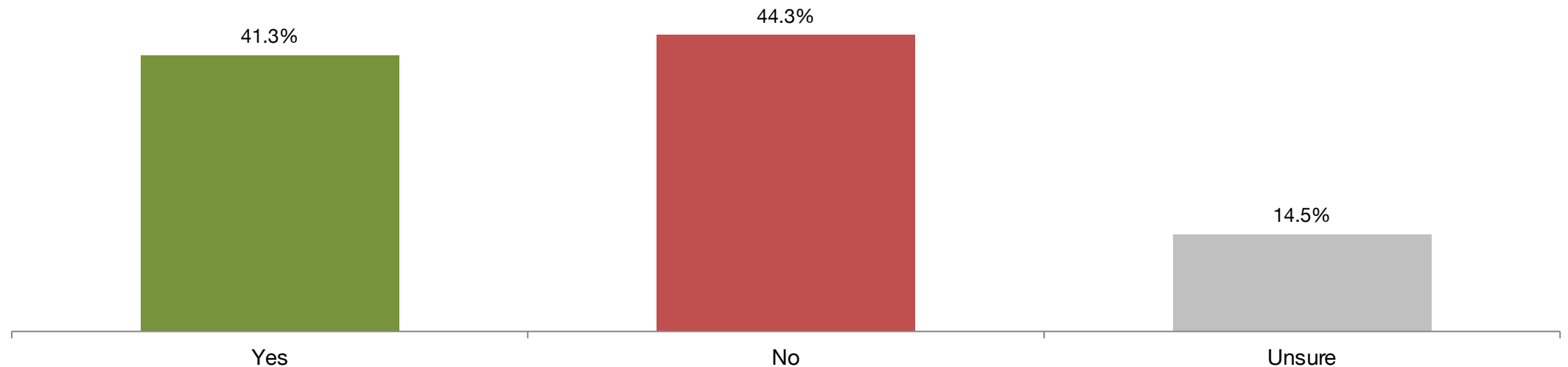
[AMONG THE 12.0% WHO ANSWERED "poor/very poor" TO Q34]



44% say no, it is not important that the District's

front desk to reopen to the public once the pandemic has passed

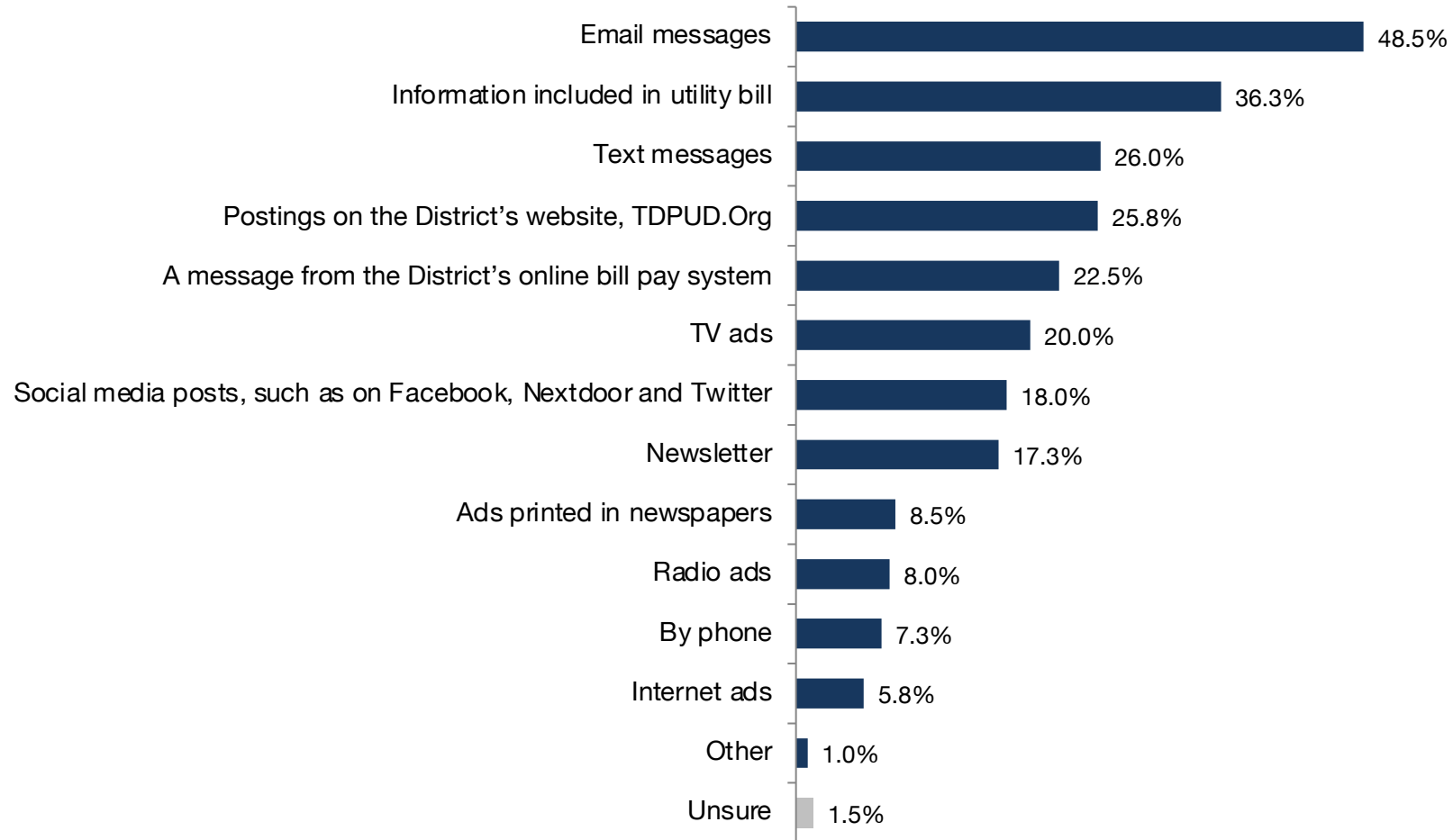
Question 36: Truckee Donner Public Utility District's front desk was closed to the public due to the outbreak of COVID-19 and has remained closed since. During this time all business has been conducted online and through mail, which has reduced some of the costs associated with operating a front desk. Is it important to you that the District's front desk is reopened to the public once the pandemic has passed?



49% would like to receive information through email

from TDPUD

Question 37: How would you like to receive information about Truckee Donner Public Utility District? Select all that apply.



Questions?

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