

**White Lake Township
Water Department**

Memo

To: Greg Baroni, Supervisor and White Lake Township Board Members

From: Paul Shearlock, White Lake Water Department Director

CC: Kris Goetze, Mike McAdams, and Water Department

Date: 3/7/2011

Re: White Lake Township Water System Customer Survey 2011

The Water Department Customer Survey summary is attached. The survey was sent out with the January 2011 Quarterly Water Bills. The customer survey had 450 responding out of 1805 customers representing a 24.93% response to the survey.

A blank survey is attached. A few conclusions are summarized in the table below:

Question	Conclusions
Is the Water Department Staff meeting your needs?	53% believe the department is meeting their needs with 45% having no opinion. The majority of the customer base believes that staff is meeting their needs.
Rate the Quality of Water Service	63% find the water quality acceptable. The majority of the customers find the water quality acceptable.
Would you be interested in iron removal?	70% would be interested in iron removal. Iron removal is an important issue for the water customer. A substantial amount of customers reported rusty water and significant staining of their plumbing fixtures.
Would you be willing to pay more each quarter for iron removal?	28% would be interested in paying more for iron removal and 38% maybe interested in paying more. Iron removal is an issue for the majority although majority of customers do not want to pay much or nothing for the service.
Other Questions like paying bill on line and credit card payment on line?	It is clear that approximately half of the water customers would like to pay their bills on line and (or) with a credit card. Most customers do not want to pay more for this service.

WHITE LAKE TOWNSHIP WATER DEPARTMENT

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White Lake, MI 48383-2900

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WHITE LAKE TWP. WATER SYSTEM CUSTOMER SURVEY 2011

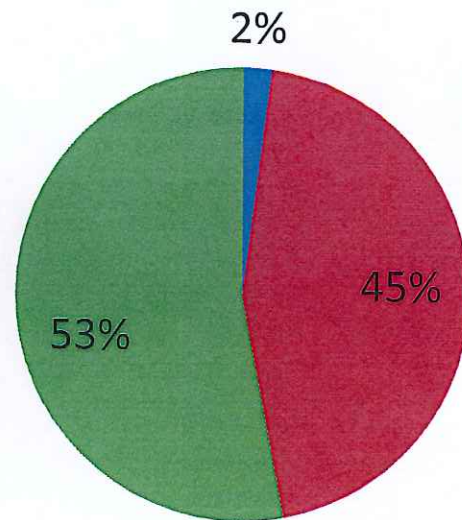
Name:	(Optional)
Address:	
Phone:	

For each question below, circle the number to the right that best fits your opinion on the importance of the issue. Otherwise circle one of the choices available.

Question	Scale of Importance				
	Not at all	Not very	No Opinion	Some-what	Extremely
1. Is the water dept. staff meeting your needs? For example: knowledgeable and courteous.	1	2	3	4	5
2. Rate the quality of water service: 1 is lowest quality and 5 is highest quality.	1	2	3	4	5
3. Is the quality of water acceptable to you?	1	2	3	4	5
4. Would you be interested in Iron filtration (removal)?	1	2	3	4	5
5. Would you be willing to pay more each quarter for iron removal?	Yes	No	Maybe		
6. Is it important that you are able to pay your bill on-line?	1	2	3	4	5
7. Is it important that payments can be made by credit card?	1	2	3	4	5
8. If so, do you mind an extra fee for these conveniences?	1	2	3	4	5
Comments:					

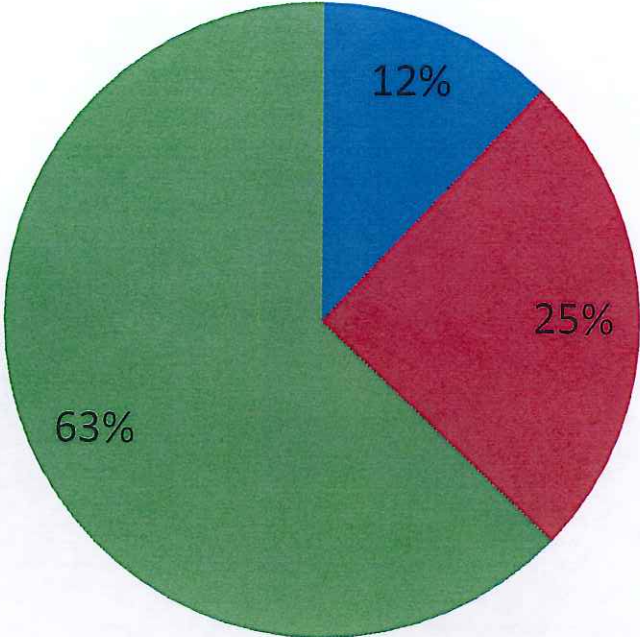
Thank you for taking time to complete this survey. Your response will assist us with improving customer service. Please return with water bill by February 25, 2011.

Water Dept. Staff Meeting Needs of the Customer



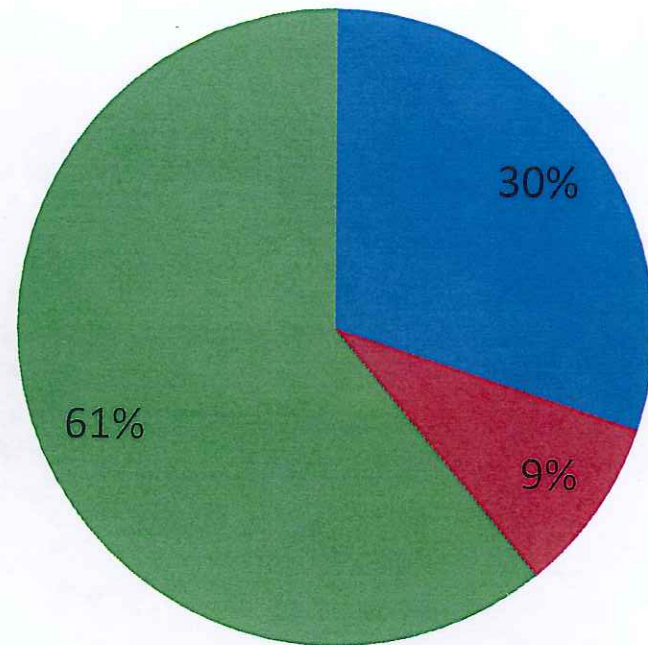
- Not Acceptable
- No Opinion
- Acceptable

Quality of the Water Service



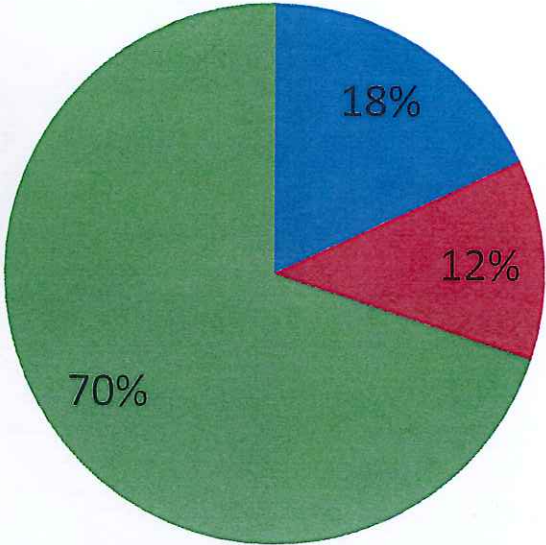
- Not Acceptable
- No Opinion
- Acceptable

Quality of Water



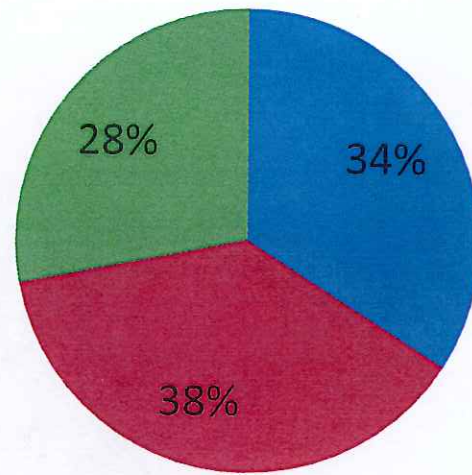
- Not Acceptable
- No Opinion
- Acceptable

Customers Interested in Iron Filtration



- No
- No Opinion
- Yes

Customers Willing to Pay More for Iron Filtration



- No
- Maybe
- Yes