



# MEMORANDUM

EUGENE WATER & ELECTRIC BOARD



TO: Commissioners Brown, Carlson, Barofsky, McRae and Schlossberg  
FROM: Frank Lawson, CEO and General Manager  
DATE: August 9, 2022 (Board Meeting September 6, 2022)  
SUBJECT: 2022 Residential Customer Satisfaction Survey Results  
OBJECTIVE: Information/Discussion

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## Issue

EWEB contracted with GreatBlue Research, Inc. (Glastonbury, CT) in spring 2022 to conduct an online survey to gauge residential customers' satisfaction and better understand customers' needs, values and priorities related to select utility functions and strategic initiatives.

## Background

EWEB periodically surveys customers to benchmark satisfaction with products, programs, and services as well as understand awareness of timely issues or interest in future offerings. Residential customers were last surveyed in 2019.

In recent years, the market research industry has seen a shift in methodologies for quantitative research efforts with fewer surveys conducted over the phone and more offered online. While EWEB has leveraged both modes in the past, the 2022 survey was conducted solely online. Recognizing that data collection modes can have a substantive affect on survey results, any comparison to 2019 data is isolated to the online survey dataset.

Approximately 40,000 randomly selected residential customers were emailed an invitation to complete the survey, which was also made available on the homepage of the utility website and shared through social media channels. With a sample size of 1,044 at a 95% confidence level, results are presented with a +/- 3% margin of error.

## Discussion

Results indicate that customers have high trust and confidence in EWEB and are moderately to highly satisfied with services and programs. Using a scale where one is very unsatisfied and ten is very satisfied, respondents report lowest satisfaction with EWEB's efforts to control costs at an average of 5.8, down from 6.6 in 2019. Respondents report highest satisfaction with EWEB's core services of drinking water quality (8.2), electric service reliability and outage restoration (8.2) and water service reliability (8.8). Satisfaction in drinking water quality is down marginally from 2019 (8.8), while electric service reliability and outage restoration is up marginally from 2019 (7.8). Water service reliability maintained the 8.8 satisfaction rating from the previous survey.

As EWEB approaches several significant decisions in the coming years, a considerable portion of the survey focused on better understanding customer priorities. When asked to weight how EWEB should approach decision-making related to the organizational Core Values of Safety, Reliability, Environmental Responsibility, Affordability and Community, respondents placed nearly equal emphasis on Reliability and Affordability followed by Environmental Responsibility, Safety and Community respectively.

Respondents were then asked to prioritize efforts across three areas: core services, environmental responsibility and EWEB's role in the community. Within each area, respondents were asked to rank four programs, services, or efforts in order of highest to lowest priority. Recognizing that with efforts comes costs, they were also asked to include controlling or reducing costs in that prioritization. While controlling or reducing costs rose to the top for the highest priority in each area, it was not the highest priority for the majority of respondents. Fifty-eight percent of respondents placed enhancing or improving one of the utility's core services as the top priority, above controlling or reducing costs at forty-two percent. Only thirty-four percent of respondents placed controlling or reducing costs as the highest priority for environmental responsibility efforts, with a nearly matching thirty-one percent placing it as the lowest priority of the five options. EWEB's role in the community fell between the two with thirty-nine percent of respondents placing controlling or reducing costs as the highest priority.

While customers are sensitive to costs, as reflected in the satisfaction rating, they also continue to prioritize things such as enhancing electric reliability (core services), protecting the local watershed (environmental responsibility) and EWEB's support of limited income programs and emergency preparedness (role in the community). Notably, customers are divided and polarized on EWEB's role in helping the community address climate change with 23% of respondents placing it as the highest priority and another 26% placing it as the lowest priority. For those who ranked controlling costs as the highest priority (role in the community), 41% placed helping the community address climate as the lowest priority. Conversely, those who placed helping the community address climate change as the highest priority, 41% placed controlling cost as the lowest priority.

The survey concluded with questions about three strategic initiatives: electric supply planning, alternate water sources and the headquarters building request for proposals (RFP).

Respondents indicate they are aware that power purchased at different times may cost more or have a larger carbon footprint with over three-quarters stating they are at least somewhat aware of the variability. Results also indicate customers may be prepared to partner with EWEB by participating in time-based pricing programs or programs to help them reduce their personal carbon footprint with sixty-seven percent expressing interest in the former and seventy-one percent interest in the latter. Interestingly, nearly half of respondents who place addressing climate change as a low priority with respect to EWEB's role in the community express interest in programs to help them address their personal carbon footprint, with over one-third stating they are very interested. This highlights the potential for approaching EWEB's role with addressing climate change much like the utility has approached emergency preparedness, as a shared responsibility with customers.

On the water side of the utility, results indicate that while customers may not yet be aware of EWEB's plan to construct a second water treatment plant on the Willamette River, they are prepared to support it. Given staff has yet to begin a strategic communication and outreach plan, it is not surprising that the majority of respondents indicate they were not aware of the plan. Despite this, nearly three-quarters indicate willingness to pay at least an additional \$5 on their water bill for its construction. This may be in part due to the strong foundation created by the focus in recent years on water storage, emergency preparedness and the risks associated with having a sole source of drinking water for the community. While customers may not be aware of the second treatment plant, survey results indicate they are aware of the need for one.

#### **Recommendation/Requested Board Action**

No Board Action is requested at this time.

#### **Attachment(s)**

2022 Residential Customer Satisfaction Survey Findings Report

Findings Report

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# Residential Customer Satisfaction Survey

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2022



EUGENE WATER & ELECTRIC BOARD

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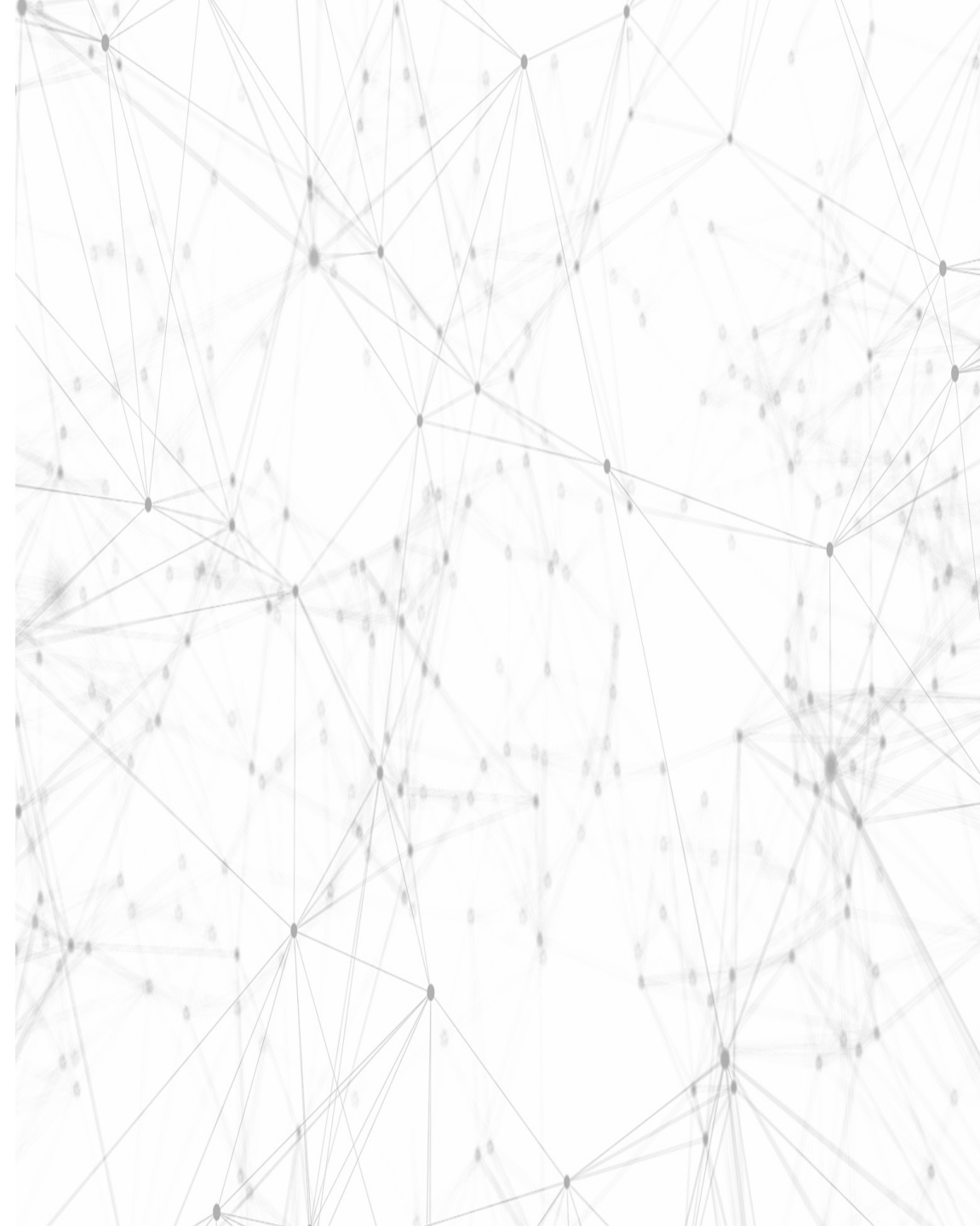
## **Key Findings**

Rating the Utility

Communication & Doing Business

EWEB Priorities

Strategic Initiatives



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# Research Project Overview

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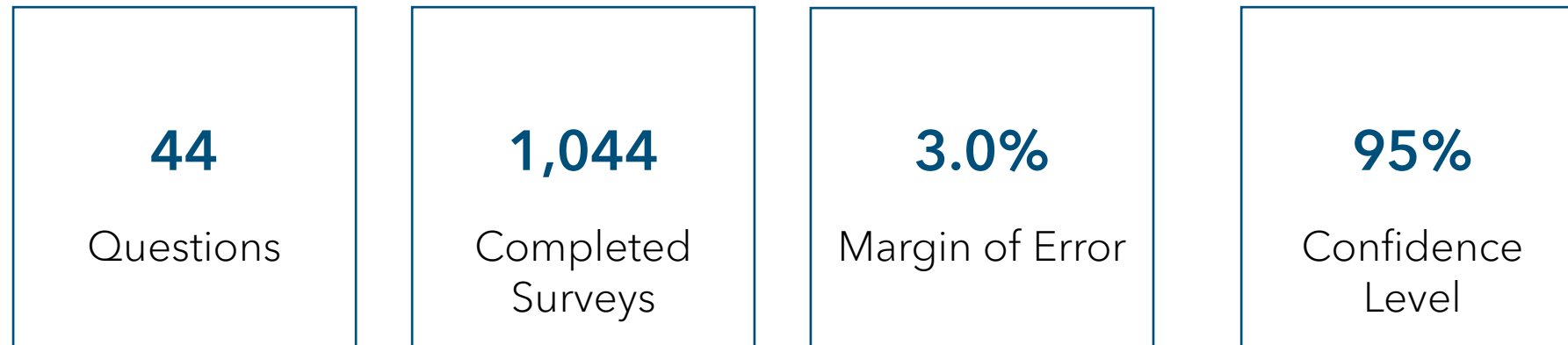
## Research Project Overview

**Purpose:** As a public utility, it is important EWEB check in with customers to gauge satisfaction and better understand customers' needs, values and priorities related to key utility functions and strategic initiatives.

**Vendor Partner:** GreatBlue Research, Inc.

### Quantitative Research Methodology:

- Digital survey
- Residential customers from EWEB customer list and vendor procured list
- Distributed through email invite, corporate website and social media
- Fielding dates, May 9 - June 13, 2022





## About this Report

This report is intended to provide an overview of the findings from EWEB's 2022 Residential Customer Satisfaction Survey.

Findings are presented in the following structure for each area of research:

**Questions/Prompts:** The questions or prompts presented to respondents.

**Key Findings:** The primary takeaway from data analysis.

**Considerations:** The deviations from the primary takeaway based on cross-tabulation with demographic data or things of note that arose during analysis. Please note, the considerations are not intended to be all encompassing, but rather are intended as an interesting highlight.

**Data Visualization:** The data supporting the key findings and considerations (deeper dive).

A blue-tinted background featuring a dynamic splash of water in the center, with ripples and bubbles. The water is set against a solid blue gradient background.

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# Respondents Overview

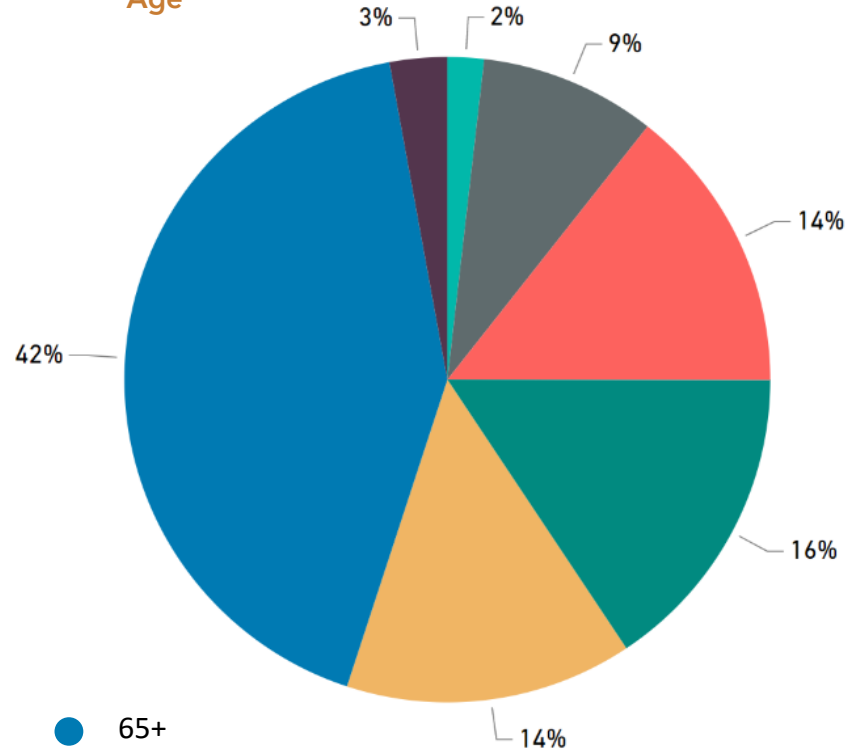
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### Services



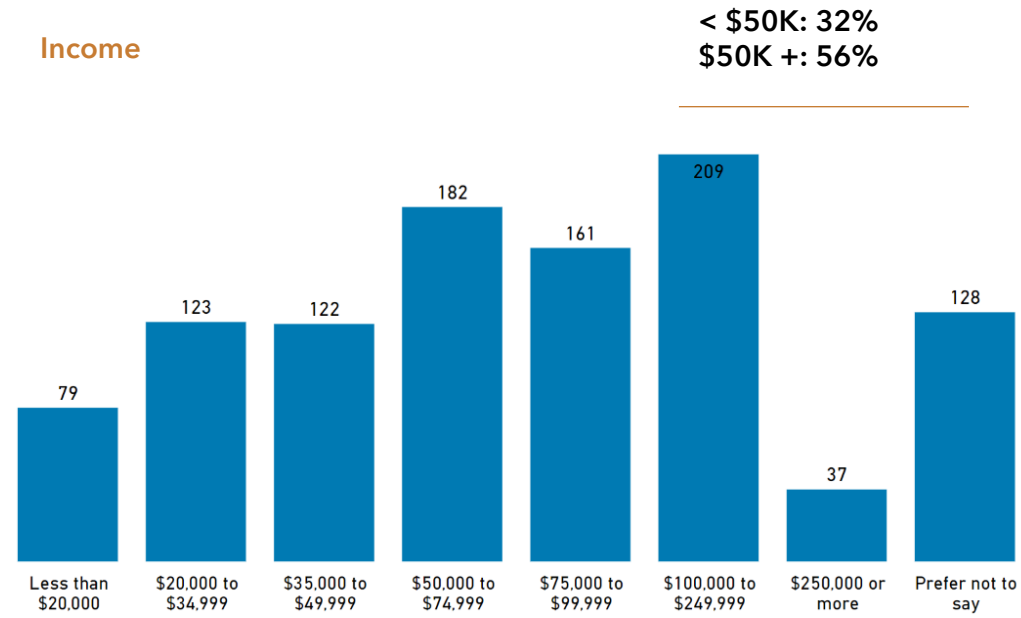
### Age



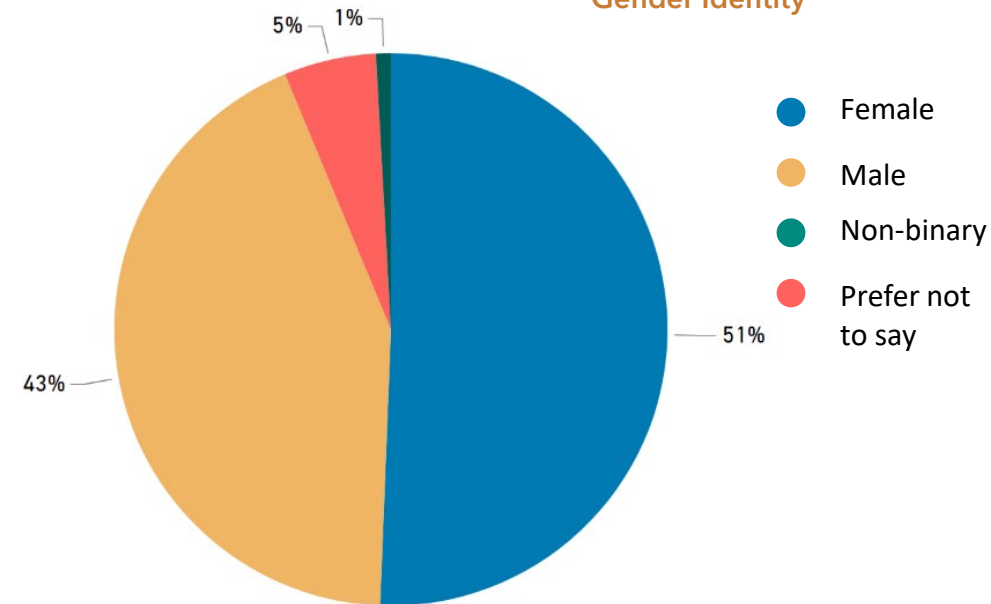
- 65+
- 55-64
- 45-54
- 35-44
- 25-34
- 18-24
- Prefer not to say

Under 55: 41%  
55+: 56%

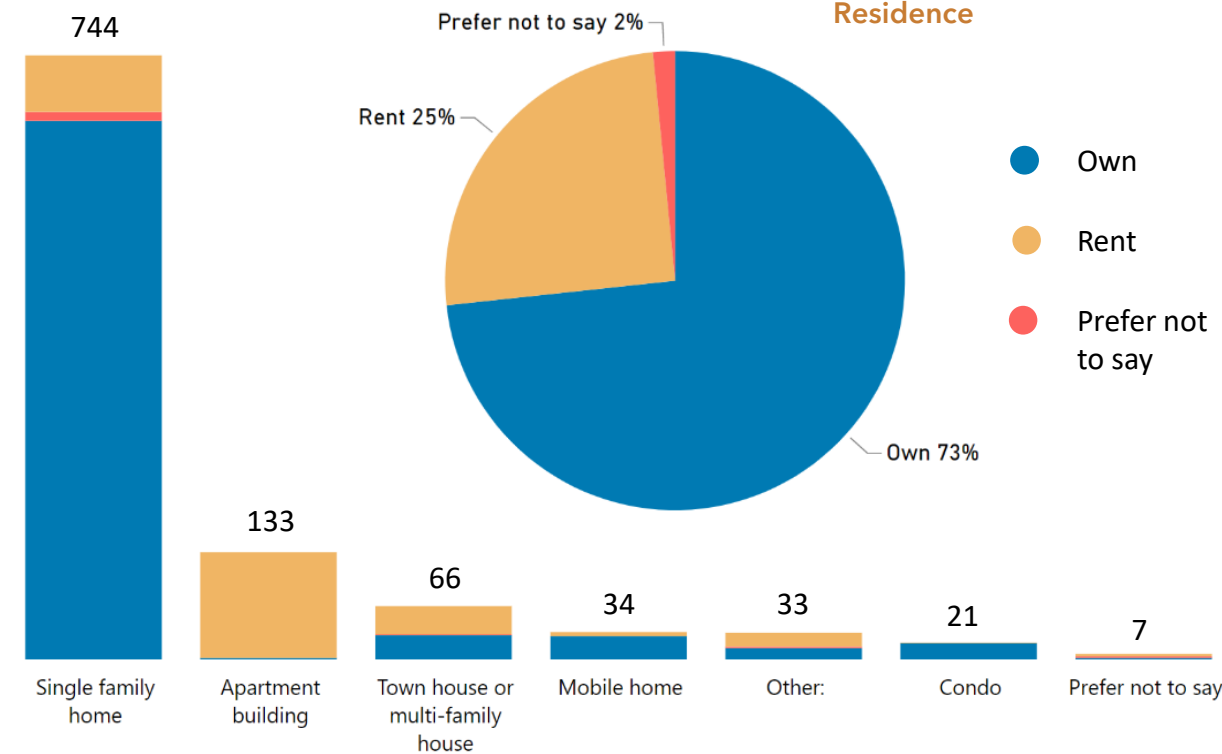
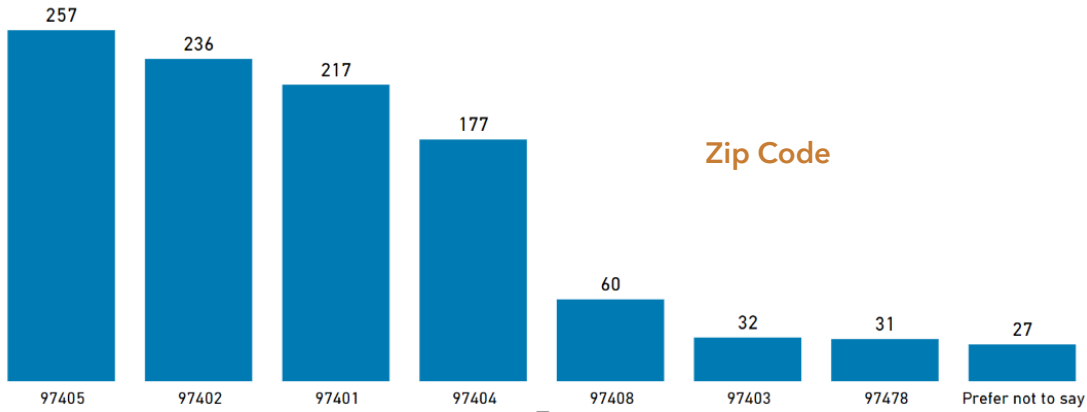
### Income



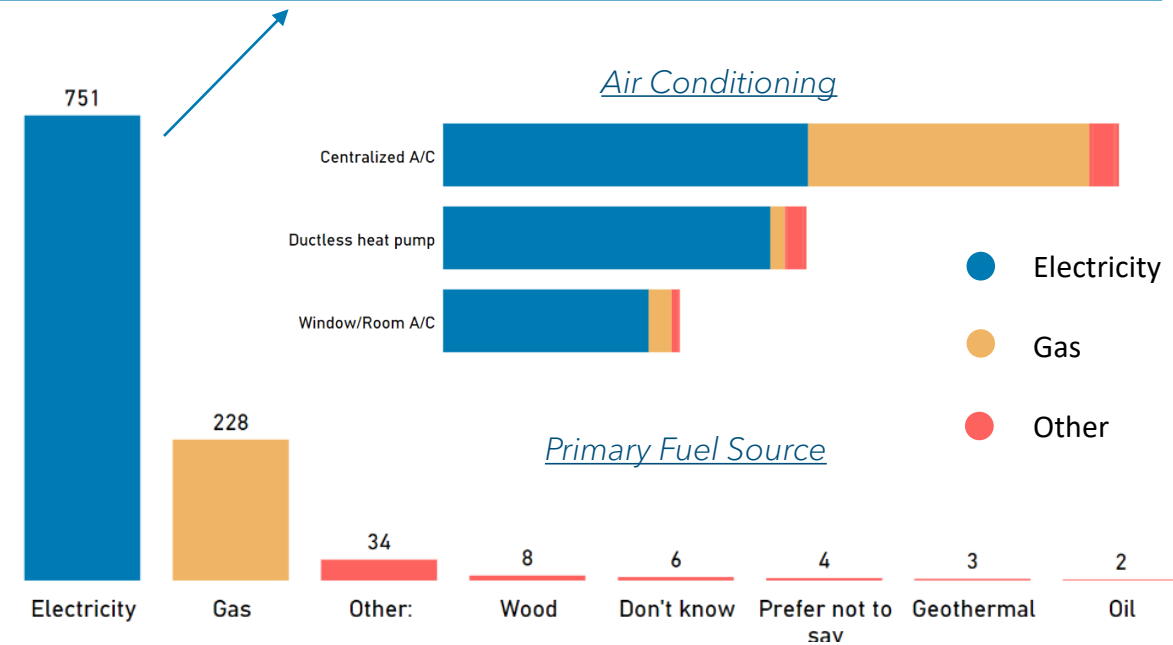
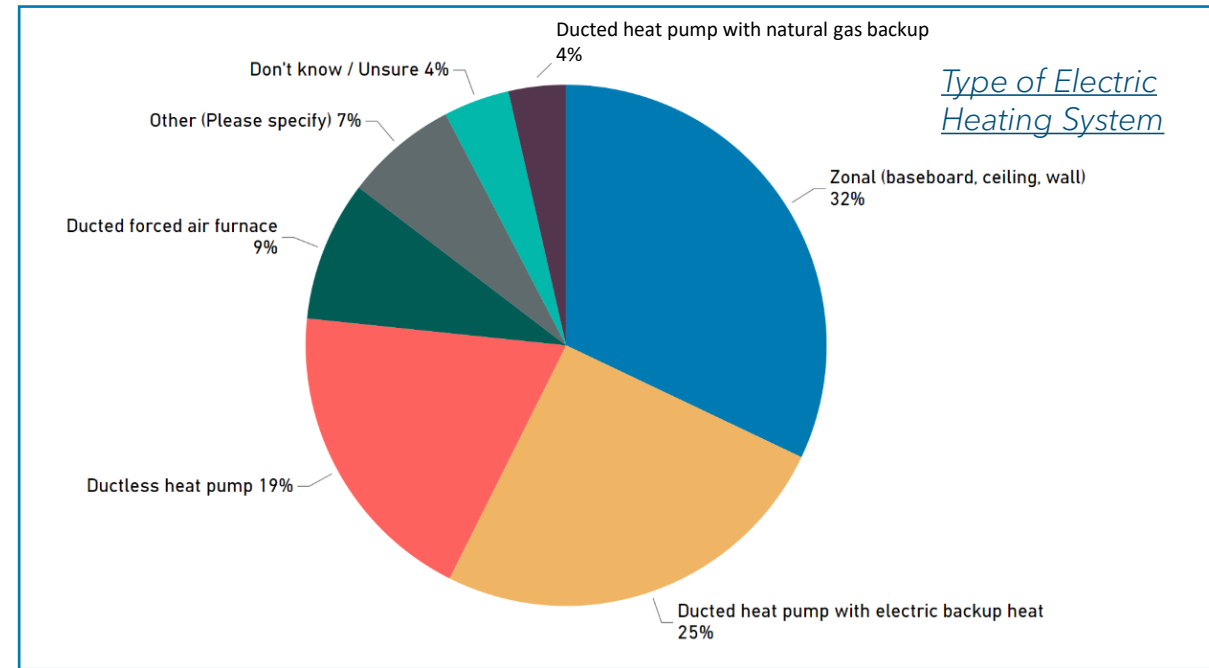
### Gender Identity



- Female
- Male
- Non-binary
- Prefer not to say

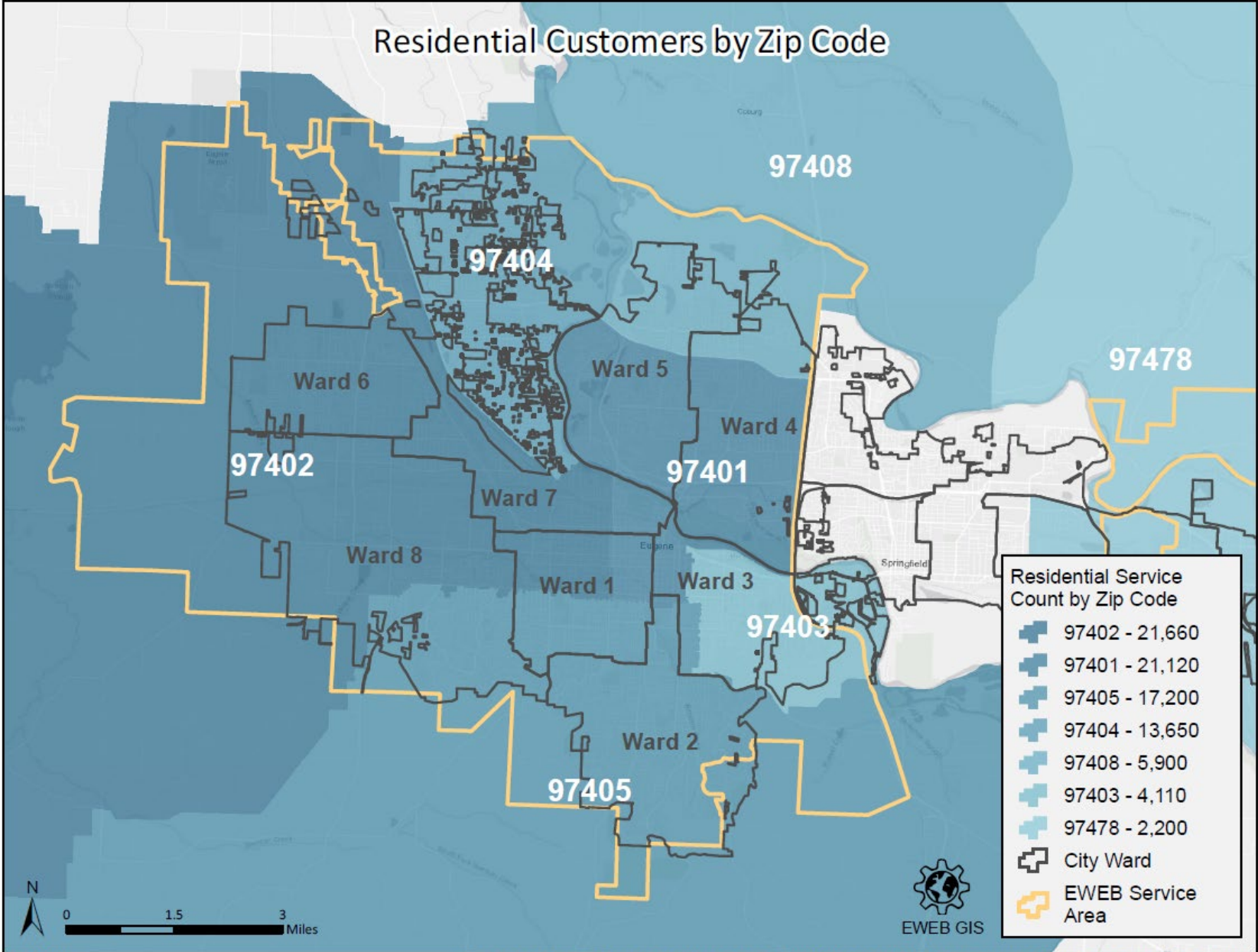


## Heating & Cooling



# EWEB Service Territory

Throughout this summary, data is provided by zip code. While this may provide insight and context about the variation in respondent sentiment, it should be noted that additional research would be required with a larger sample size to maintain the three percent margin of error.



Date: 8/19/2022

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# Key Findings

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# Rating the Utility

## Questions/Prompts

- How would you rate your overall level of trust and confidence in EWEB on a scale of one (1) to ten (10) where 10 is very high trust and one is no trust?
- For each [program or service] please rate your satisfaction with EWEB's performance on a scale of one (1) to ten (10), where ten is very satisfied and one is very unsatisfied.
  - Communication and outreach with customers
  - Prompt response to customer questions and needs
  - Efforts to control prices and costs
  - Programs that help customers reduce energy use
  - Programs that help customers reduce water use
  - Efforts to increase customer and community emergency preparedness
  - Efforts to reduce greenhouse gas emissions contributing to climate change
  - Efforts to protect the local watershed (drinking water source)
  - Programs to assist limited income customers
  - Drinking water quality
  - Water service reliability
  - Electric service reliability and outage restoration
- And in your own words, what aspects could EWEB improve on?



# Rating the Utility

## Key Findings

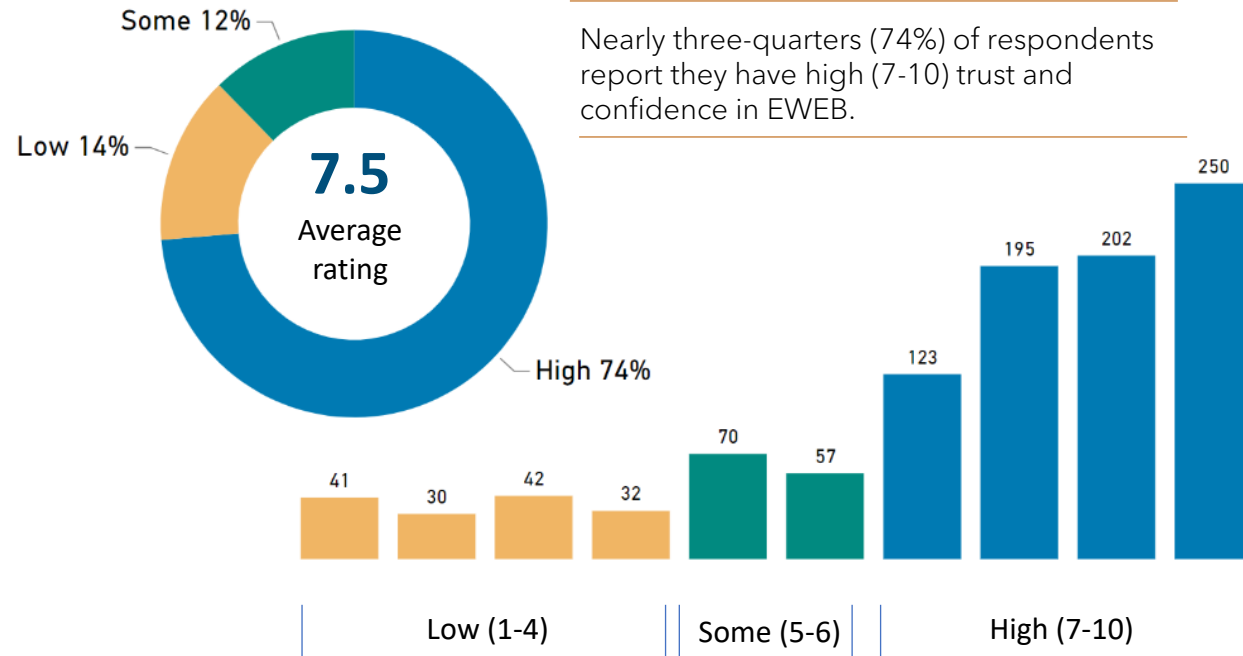
- Majority of respondents have high trust and confidence in EWEB.
- When respondents left a comment regarding areas for improvement the primary topic was related rates/costs/fees.
- Respondents remain moderately to highly satisfied with EWEB services and programs.

## Considerations

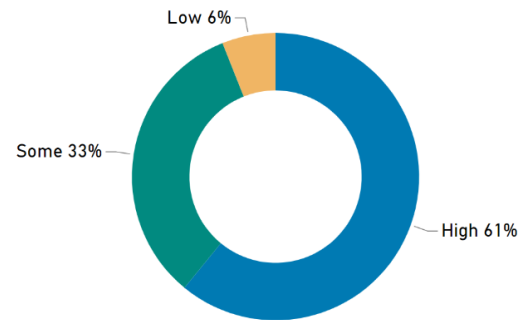
- Respondents in EWEB's McKenzie River Valley service territory report lower levels of trust and confidence when compared to the overall average as well as when compared to other zip codes within EWEB service territory.
- Both age and homeowner status appear to impact respondents' rating of trust and confidence in EWEB, with respondents under age 55 and renters reporting lower levels of trust and confidence compared to respondents 55 and older and homeowners. Household income does not appear to have impact on trust and confidence rating.
- Upon reviewing verbatim comments and results across the dataset, there is ambiguity in how to interpret satisfaction related to EWEB's efforts in reducing greenhouse gas emissions. Respondents who provided a low satisfaction rating may have done so as an indication of either a desire for EWEB to increase or decrease efforts.
- Again, respondent age and homeowner status appear to impact satisfaction across EWEB services and programs with respondents under age 55 and renters reporting lower satisfaction across all areas. Household income also appears to impact satisfaction ratings, but to a lesser extent, with respondents reporting household income of less than \$50,000/year indicating lower satisfaction than those reporting income of \$50,000 and greater.



## Majority of respondents have high trust and confidence in EWEB.



### 2019 Survey Results

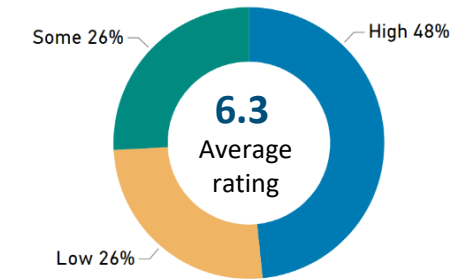


In 2019, respondents were asked to rate their trust and confidence according to categories of low, some and high rather than a numerical scale. Three-fifths (61%) reported high trust and confidence.



## Deeper Dive

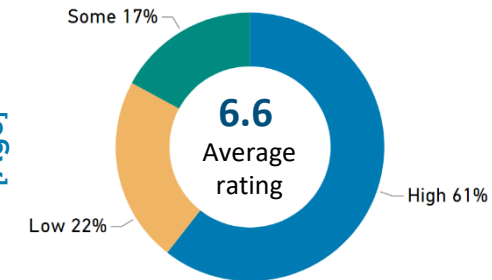
### 97478 (McKenzie River Valley)



Average rating of all other zip codes: 7.2 - 7.8

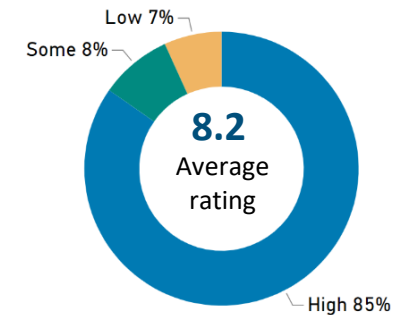
[Zip code]

### Under 55

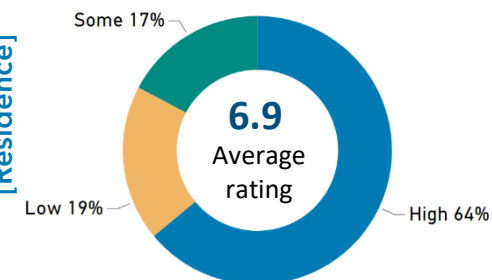


[Age]

### 55+

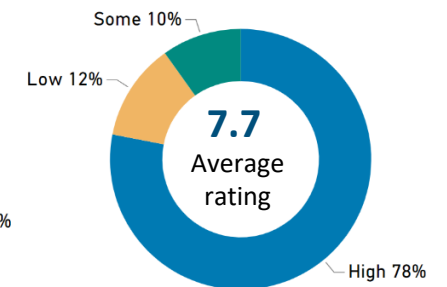


### Rent



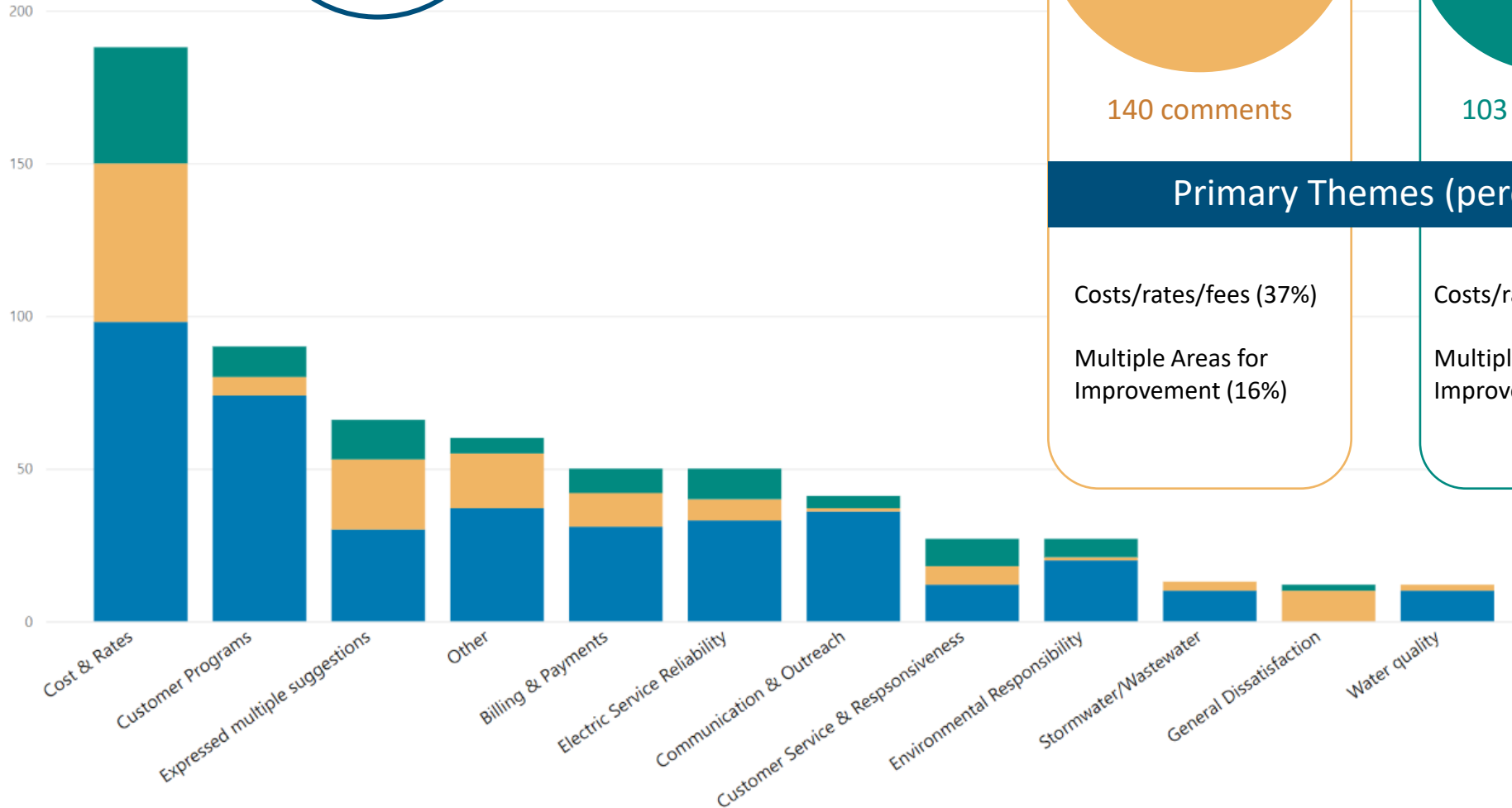
[Residence]

### Own



**626**  
Comments

Three-fifths (61%) of respondents left a comment regarding an area for improvement. Nearly all (97%) of respondents who have low trust and confidence provided areas for improvement.



**97%**  
Of respondents with low trust and confidence left a comment  
140 comments

Costs/rates/fees (37%)  
Multiple Areas for Improvement (16%)

**81%**  
...some trust and confidence...  
103 comments

Costs/rates/fees (36%)  
Multiple Areas for Improvement (12%)

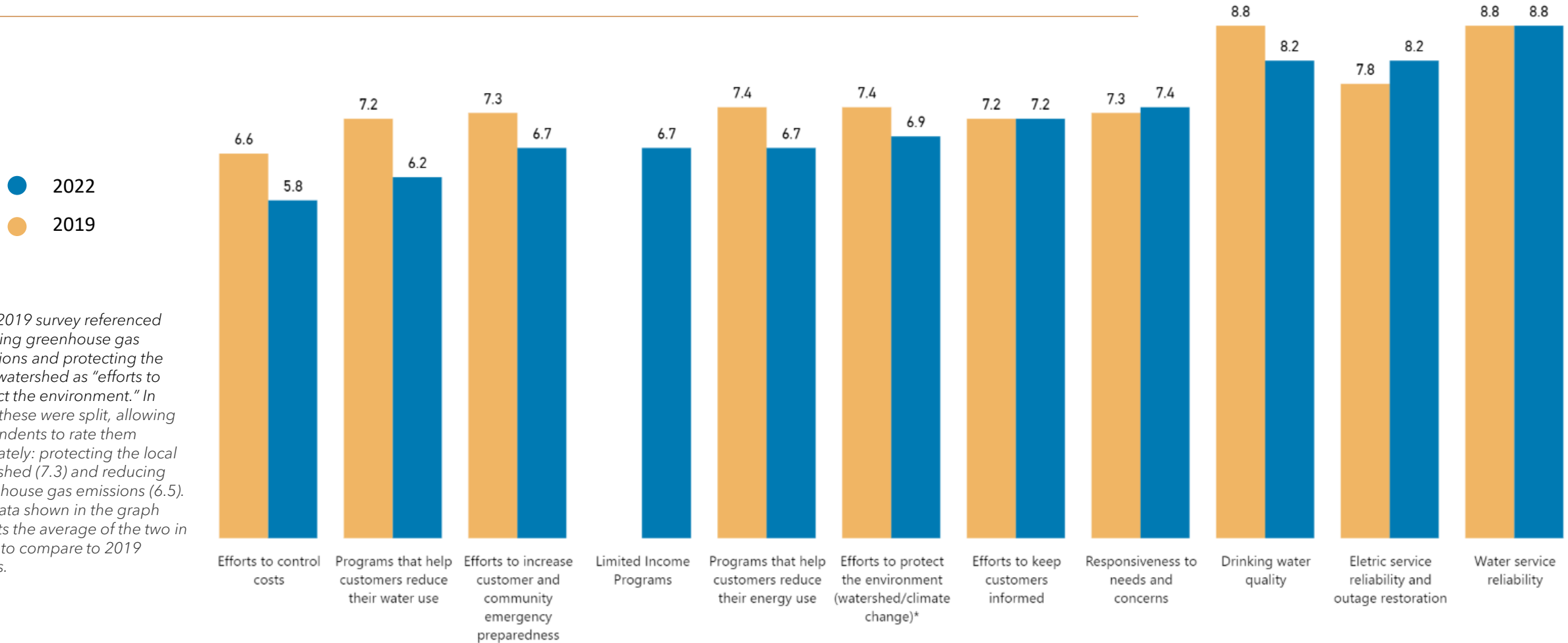
**50%**  
...high trust and confidence...  
383 comments

Costs/rates/fees (25%)  
\*Customer Programs (19%)

\*Customer programs includes energy efficiency, water conservation, limited income and pricing plans (such as time-of-use or level pay).

## Respondents remain moderately to highly satisfied with EWEB services and programs.

Respondents report being moderately (5-6) to highly (7-10) satisfied with EWEB services and programs with an overall average of 7.1 across services and programs. Efforts to control costs has the lowest rating with an average of 5.8 and over one-third (35%) reporting low (1-4) satisfaction. Water service reliability has the highest rating with an average of 8.8 and three-fifths (60%) reporting very satisfied (10).





## Deeper Dive

Service or Program	[Age]		[Income]		[Residence]	
	<55	55+	<\$50K	\$50K+	Rent	Own
Communication & Outreach	6.4	7.8	7.1	7.3	6.7	7.4
Drinking Water Quality	7.6	8.7	7.6	8.7	7.3	8.6
Efforts to Control Costs	4.8	6.6	5.4	6.1	5.0	6.0
Efforts to Increase Community/Customer Emergency Preparedness	5.8	7.5	6.5	6.9	6.0	7.0
Efforts to Protect the Local Watershed	6.3	8.1	7.0	7.6	6.5	7.6
Efforts to Reduce Greenhouse Gas Emissions	5.6	7.3	6.3	6.7	5.8	6.7
Electric Service Reliability/Outage Restoration	7.7	8.6	8.1	8.3	7.7	8.3
Energy Efficiency Programs	5.6	7.5	6.5	6.8	5.9	6.9
Limited Income Programs	5.6	7.7	6.4	7.0	5.8	7.2
Responsiveness to Questions & Inquires	6.7	8.0	7.5	7.6	7.0	7.6
Water Conservation Programs	5.3	7.0	6.1	6.4	5.7	6.5
Water Service Reliability	8.4	9.2	8.3	9.1	8.0	9.1
<b>Average</b>	<b>6.3</b>	<b>7.8</b>	<b>6.9</b>	<b>7.4</b>	<b>6.5</b>	<b>7.4</b>



Respondent age has the greatest impact on satisfaction with services and programs. On average, **respondents under age 55 rate their satisfaction about 20% lower than respondents over 55.**



Respondent income has a modest impact on satisfaction with services and programs. On average, **respondents with household income less than \$50K rate their satisfaction 7% lower than respondents with household income greater than \$50K.**



Whether respondents own or rent their home also impacts satisfaction with EWEB services and programs. On average, **respondents who rent their home rate their satisfaction about 13% lower than respondents who own their home.**

## Communication & Doing Business

### Question/Prompts

- What are your preferred ways for EWEB to communicate with you when it comes to programs, products and services? (Select up to 3)
- What is your preferred way to ask questions and conduct business with EWEB for topics related to billing, payments and your account? (Select one)



# Communication & Doing Business

## Key Findings

- Respondents prefer to learn about EWEB programs and services through digital channels.
- Respondents prefer to communicate with EWEB on the phone and over email.

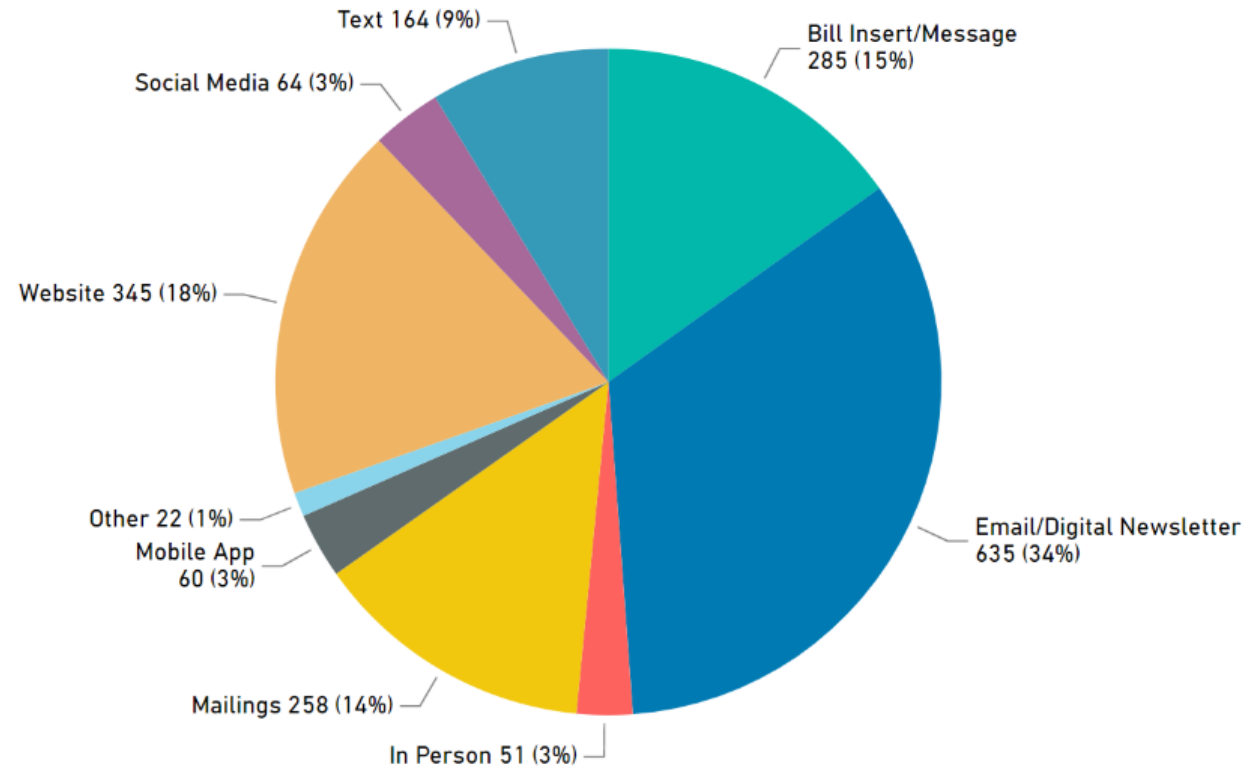
## Considerations

- Preference for channel varies little over demographics when looking at ways to learn about programs and services. Across available demographics preference remains in line with overall results.
- When communicating with EWEB, respondents under age 55 appear to rely on digital channels a little more than respondents over 55 and show higher preference for live chat if it were offered.
- Recognizing that this research effort was conducted using a digital channel, a follow-up research effort is underway to further explore preference for ways of contacting EWEB when conducting business. Customers who contact EWEB customer service via phone will be invited to complete a brief automated phone survey. Results will be available by the end of the year (2022).



## Respondents prefer to learn about EWEB programs and services through digital channels.

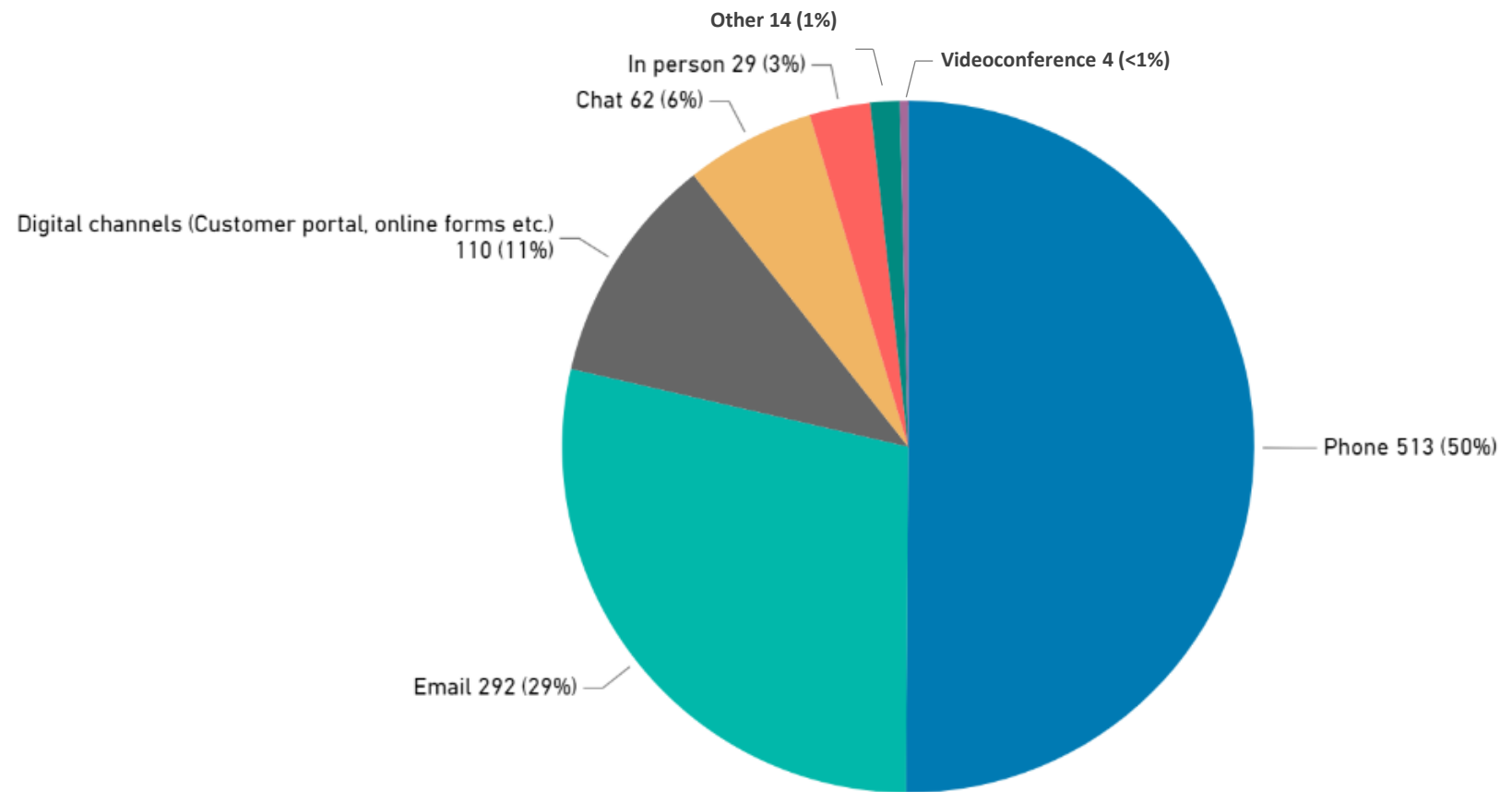
Two-thirds (67%) of respondents indicated digital channels when asked their preference for learning about EWEB programs and services.



*Respondents were able to pick up to three channels.*

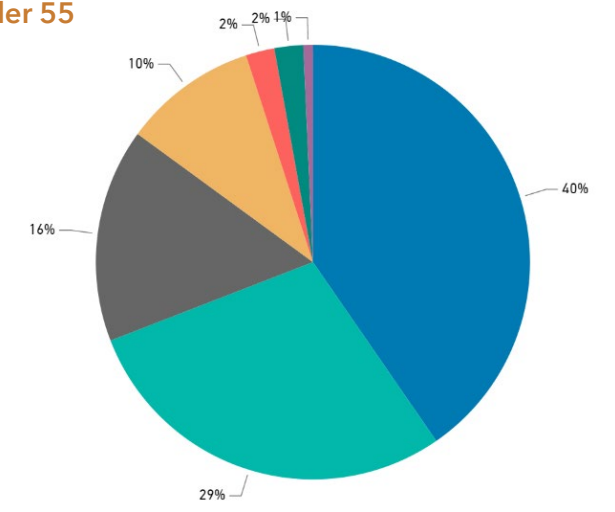
## Respondents prefer to communicate with EWEB on the phone and over email.

Half (50%) of respondents indicate they prefer to communicate with EWEB on the phone while over one-quarter (29%) prefer to use email.



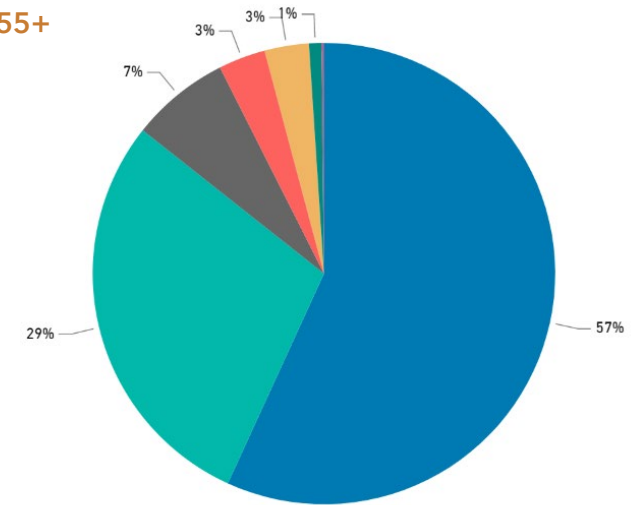
### Deeper Dive

#### Under 55



[Age]

#### 55+



# EWEB Priorities

## Questions/Prompts

- Distribute 12 points among the five values [reliability, affordability, environmental responsibility, safety, community] below based on the importance you would place on EWEB's decision-making. Each one may be assigned whole points from zero (0) to twelve (12).
- Below is a list of \*specific priorities related to EWEB's core services. Recognizing that they may all be important to you, please rank them in order of importance with one (1) being the most important and five (5) being the least important.
- Below is a list of \*\*specific priorities related to environmental responsibility. Recognizing that they may all be important to you, please rank them in order of importance with one (1) being the most important and five (5) being the least important.
- Below is a list of \*\*\*specific priorities related to EWEB's role in the community. Recognizing that they may all be important to you, please rank them in order of importance with one (1) being the most important and five (5) being the least important.

*\*Enhancing electric reliability, enhancing water reliability, enhancing water quality, improving customer service/responsiveness, controlling/reducing costs*

*\*\*Protecting the watershed, offering energy efficiency/conservation programs, offering water conservation programs, increasing renewable energy sources, controlling/reducing costs*

*\*\*\*Providing limited income assistance programs, helping customers and the community prepare for emergencies, helping the community address climate change, having a community presence (e.g. providing grants for energy and water education in local schools), controlling/reducing costs*



# EWEB Priorities

## Key Findings

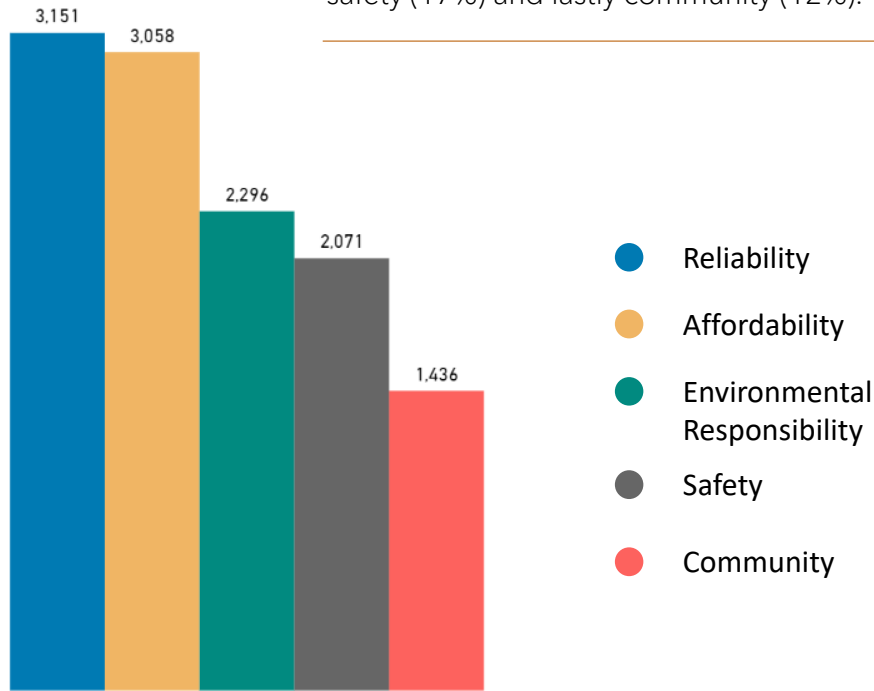
- Respondents place more importance on reliability and affordability with regard to EWEB's decision-making.
- Respondents prioritize controlling costs and electric service reliability when it comes to EWEB's core services.
- Respondents prioritize protecting the local watershed when it comes to environmental responsibility.
- Respondents are split on addressing climate change as a priority for EWEB's role in the community.

## Considerations

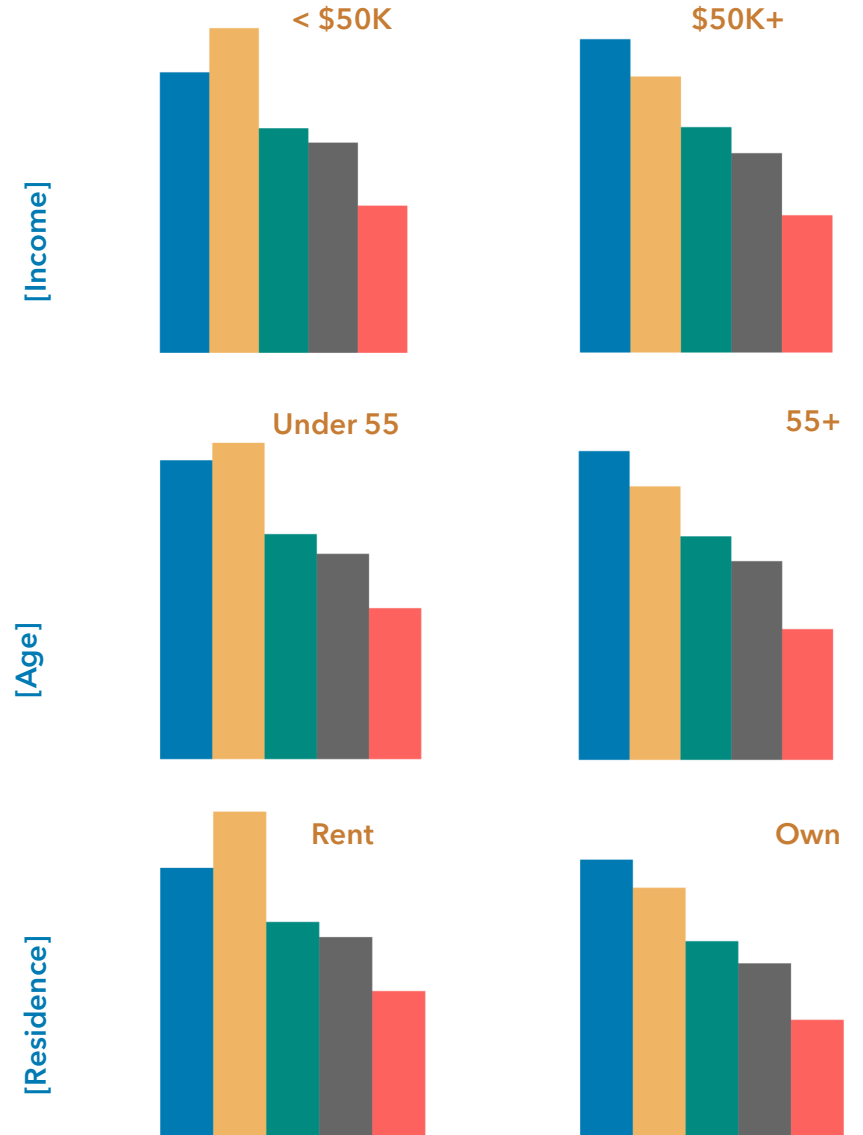
- Respondents who report household income under \$50,000, those who rent and respondents under age 55 all place more emphasis on affordability than respondents who report higher household income, own their home or are 55 and older. The latter all place more emphasis on reliability.
- Across core services, environmental responsibility and EWEB's role in the community, controlling/reducing costs is the top priority when comparing percentages, however in each case the majority of respondents placed something other than controlling/reducing costs as their top priority.
- With respect to core services, respondents in EWEB's McKenzie River Valley territory prioritize reliability above affordability by a larger margin than other zip codes within EWEB service territory. In addition, respondents under 55, renters and those reporting less household income all place more emphasis on affordability and enhancing water quality than respondents who are older, own their home and report higher household income.
- The majority of respondents put offering water conservation programs among their bottom two priorities, which is also the program or service that received the lowest satisfaction rating indicating satisfaction and prioritization may be appropriately aligned relative to other areas of focus.
- Where control/reducing costs and addressing climate change fall in the prioritization with respect to EWEB's role in the community mirror each other indicating a dichotomy among respondents. If controlling cost is a top priority addressing climate change is generally among the bottom priorities and vice versa.

**Respondents place more importance on reliability and affordability with regard to EWEB’s decision-making.**

When asked to distribute points based on importance in decision-making, respondents placed nearly equal importance on reliability (26% of points) and affordability (25%), followed by environmental responsibility (19%), safety (17%) and lastly community (12%).

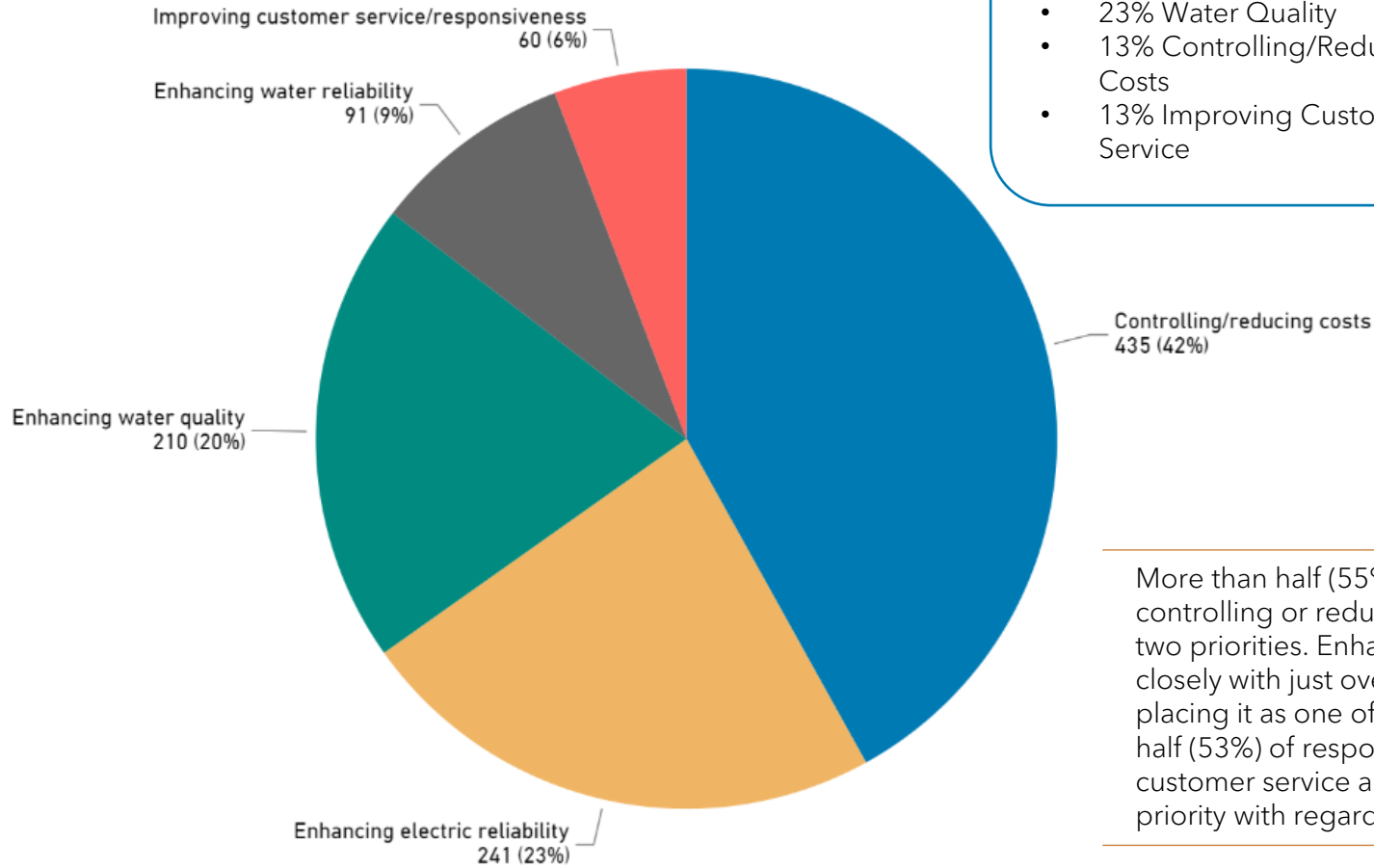


Deeper Dive



**Respondents prioritize controlling costs and electric service reliability when it comes to EWEB’s core services.**

**Core Services Priorities**



**#2 Priority**

- 28% Electric Reliability
- 23% Water Reliability
- 23% Water Quality
- 13% Controlling/Reducing Costs
- 13% Improving Customer Service

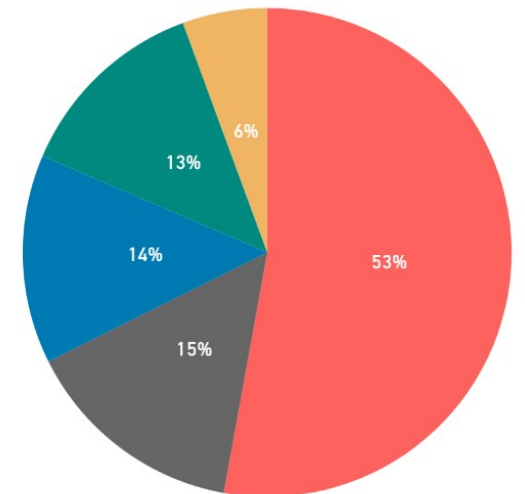
**#3 Priority**

- 27% Electric Reliability
- 28% Water Reliability
- 25% Water Quality
- 10% Controlling/Reducing Costs
- 10% Improving Customer Service

**#4 Priority**

- 16% Electric Reliability
- 25% Water Reliability
- 19% Water Quality
- 21% Controlling/Reducing Costs
- 19% Improving Customer Service

**Core Services Bottom Priority**



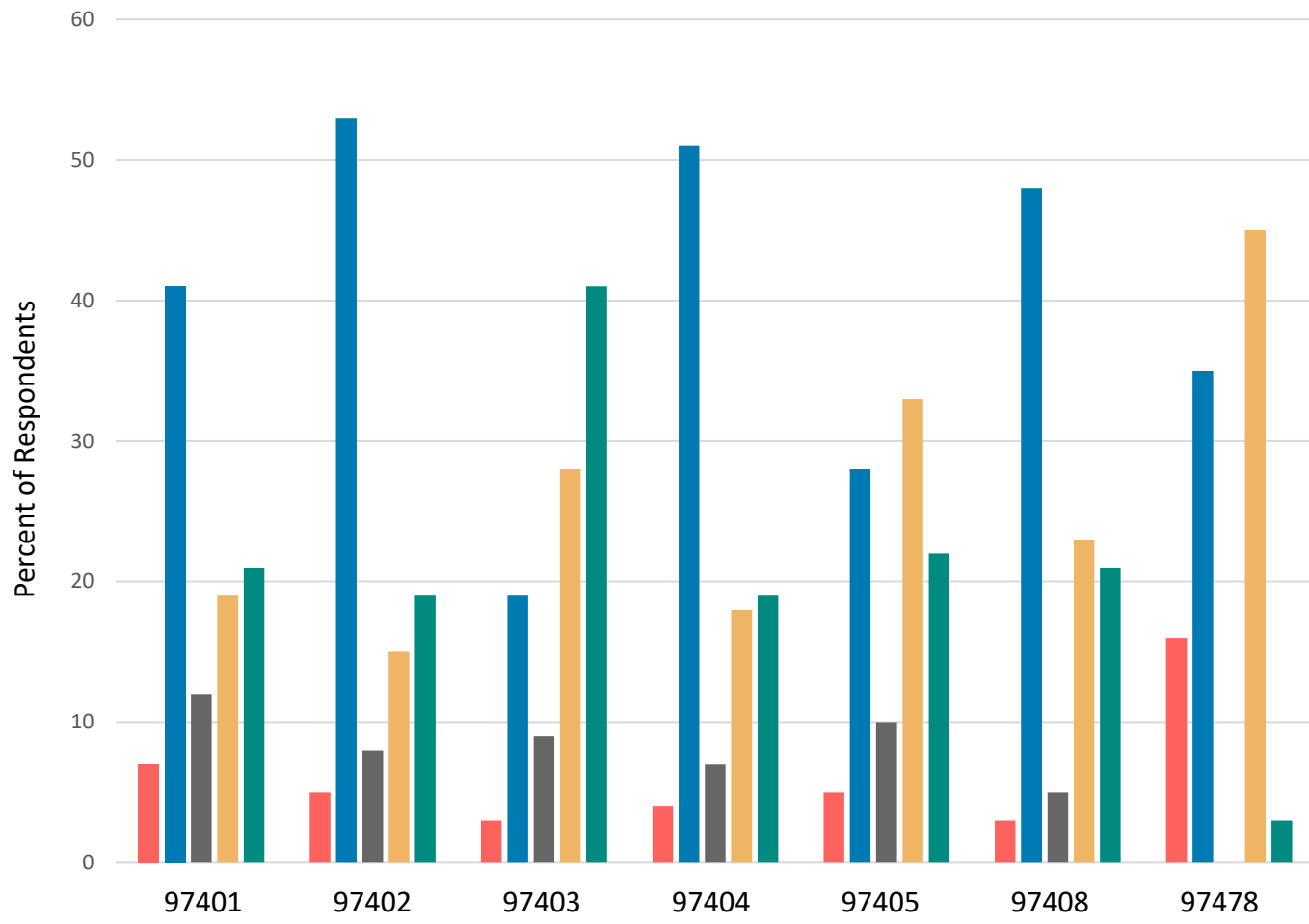
More than half (55%) of respondents place controlling or reducing costs as one of their top two priorities. Enhancing electric reliability follows closely with just over half (51%) of respondents placing it as one of their top two priorities. Over half (53%) of respondents place improving customer service and responsiveness as their last priority with regard to EWEB’s core services.





# Deeper Dive

[Core Service Top Priority by Zip code]



Top priority fluctuates by respondent zip code. Notably, respondents in zip code 97478 place more emphasis on enhancing electric reliability (45%), nearly double the overall average (23%).

- Control/Reduce Costs
- Enhance Electric Reliability
- Enhance Water Quality
- Enhance Water Reliability
- Improve Customer Service/Responsiveness

## [Age, Homeownership, Income]

Respondents who are younger, rent or report less household income place more emphasis on controlling cost and enhancing water quality as their top priority.

### Under 55

- 51% Controlling Costs
- 19% Enhancing Water Quality

### 55+

- 34% Controlling Costs
- 29% Enhancing Electric Reliability

### Rent

- 53% Controlling Costs
- 23% Enhancing Water Quality

### Own

- 38% Controlling Costs
- 26% Enhancing Electric Reliability

### < \$50K

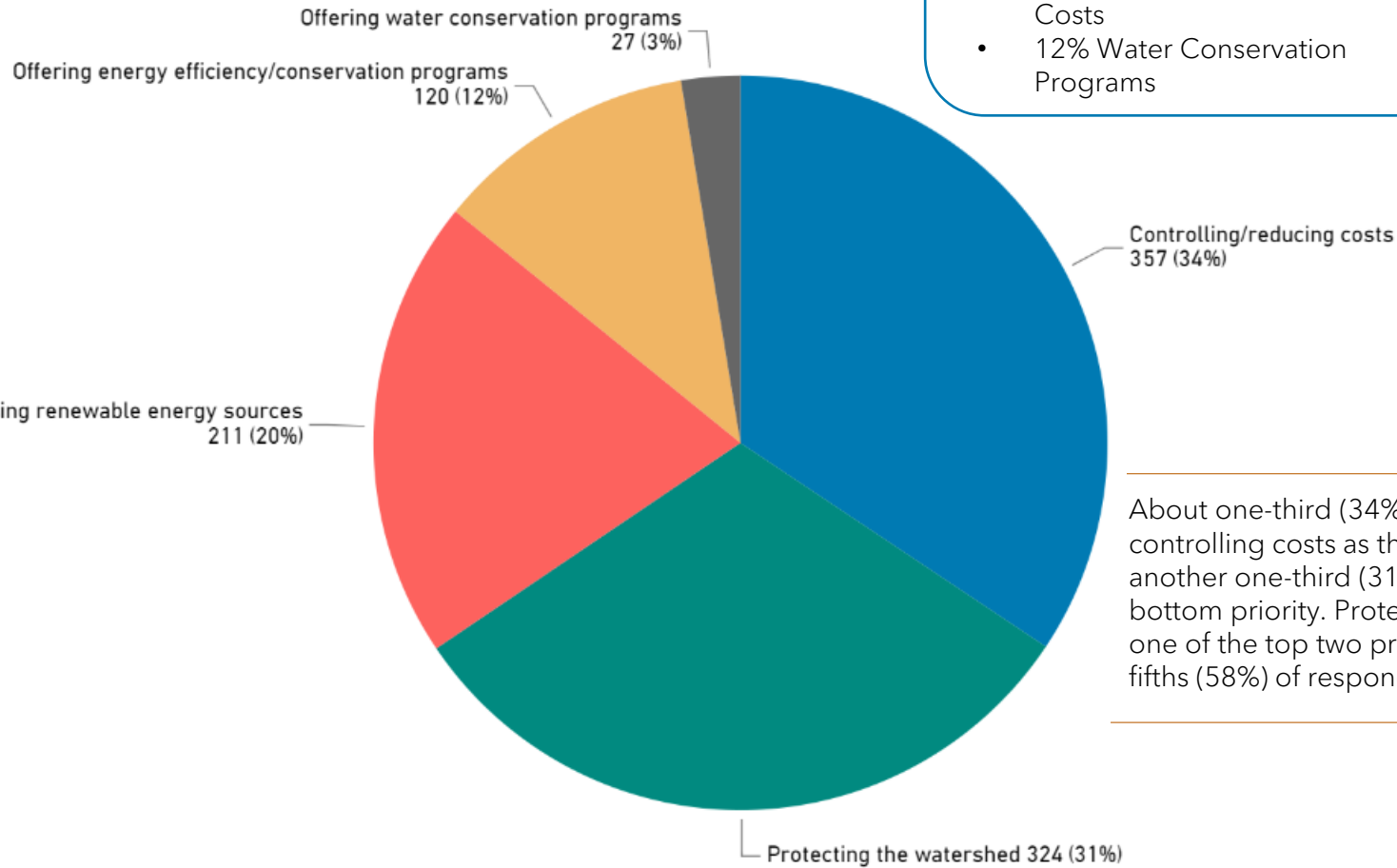
- 54% Controlling Costs
- 20% Enhancing Water Quality

### \$50K +

- 34% Controlling Costs
- 28% Enhancing Electric Reliability

## Respondents prioritize protecting the local watershed.

### Environmental Responsibility Priorities



#### #2 Priority

- 27% Protecting the Watershed
- 24% EE Programs
- 24% Increase Renewables
- 13% Controlling/Reducing Costs
- 12% Water Conservation Programs

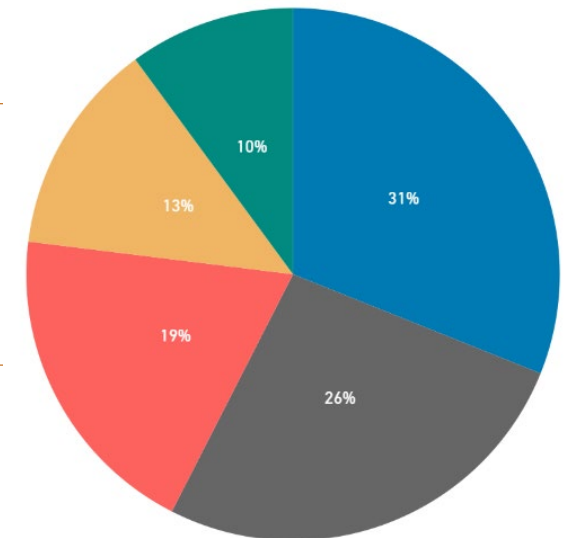
#### #3 Priority

- 17% Protecting the Watershed
- 28% EE Programs
- 20% Increase Renewables
- 12% Controlling/Reducing Costs
- 24% Water Conservation Programs

#### #4 Priority

- 15% Protecting the Watershed
- 23% EE Programs
- 17% Increase Renewables
- 10% Controlling/Reducing Costs
- 35% Water Conservation Programs

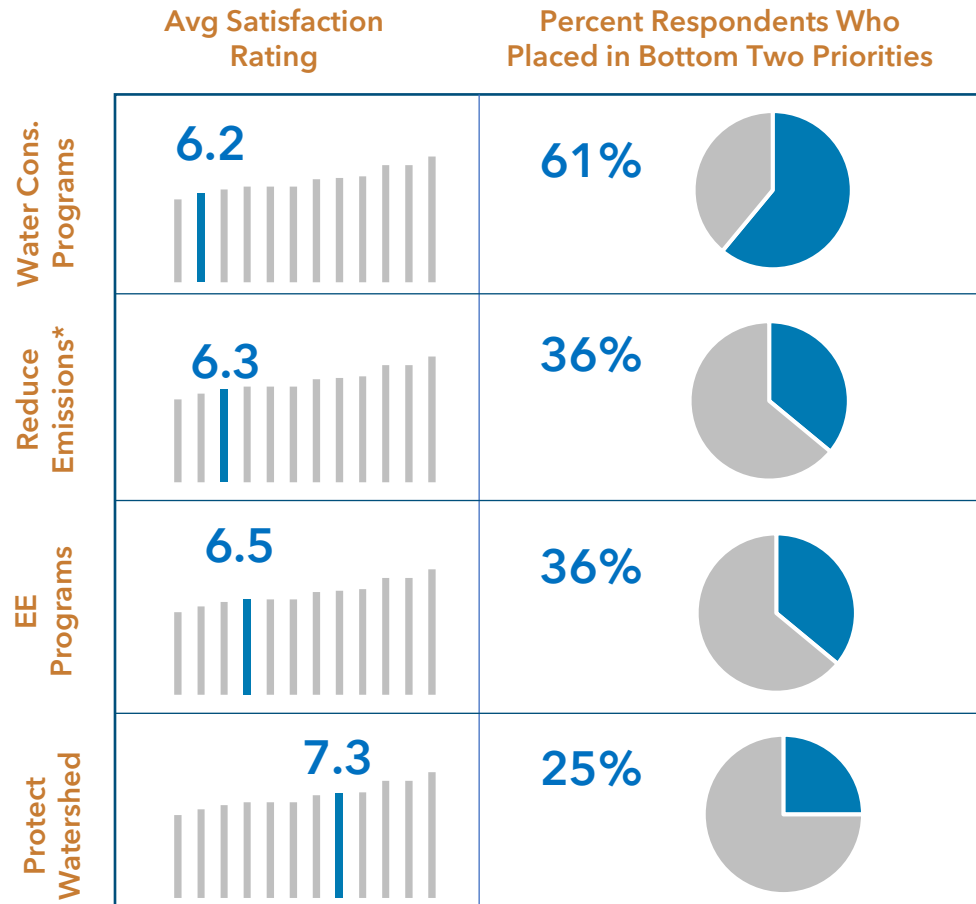
### Environmental Responsibility Bottom Priority



About one-third (34%) of respondents place controlling costs as their top priority, while another one-third (31%) place it as their bottom priority. Protecting the watershed is one of the top two priorities for nearly three-fifths (58%) of respondents.



## Deeper Dive



While on average, respondents report only being moderately satisfied (6.2) with EWEB’s water conservation programs, the majority of respondents (61%) also place it among their bottom two priorities. While respondents report being less satisfied with water conservation programs than with other EWEB services and programs, they also find water conservation programs less important relative to other areas. This is in contrast with protecting the local watershed, which respondents report higher satisfaction (7.3) and a higher priority with only one-quarter (25%) placing it as one of their two bottom priorities.

### [Environmental Responsibility Top Priority by Zip code]



Zip codes 97401, 97403 and 97405 all place protecting the watershed as a higher priority than controlling costs with two-thirds (66%) of respondents placing it as one of their top two priorities. In comparison, just over one-third (36%) of respondents place controlling costs as one of their top two priorities.

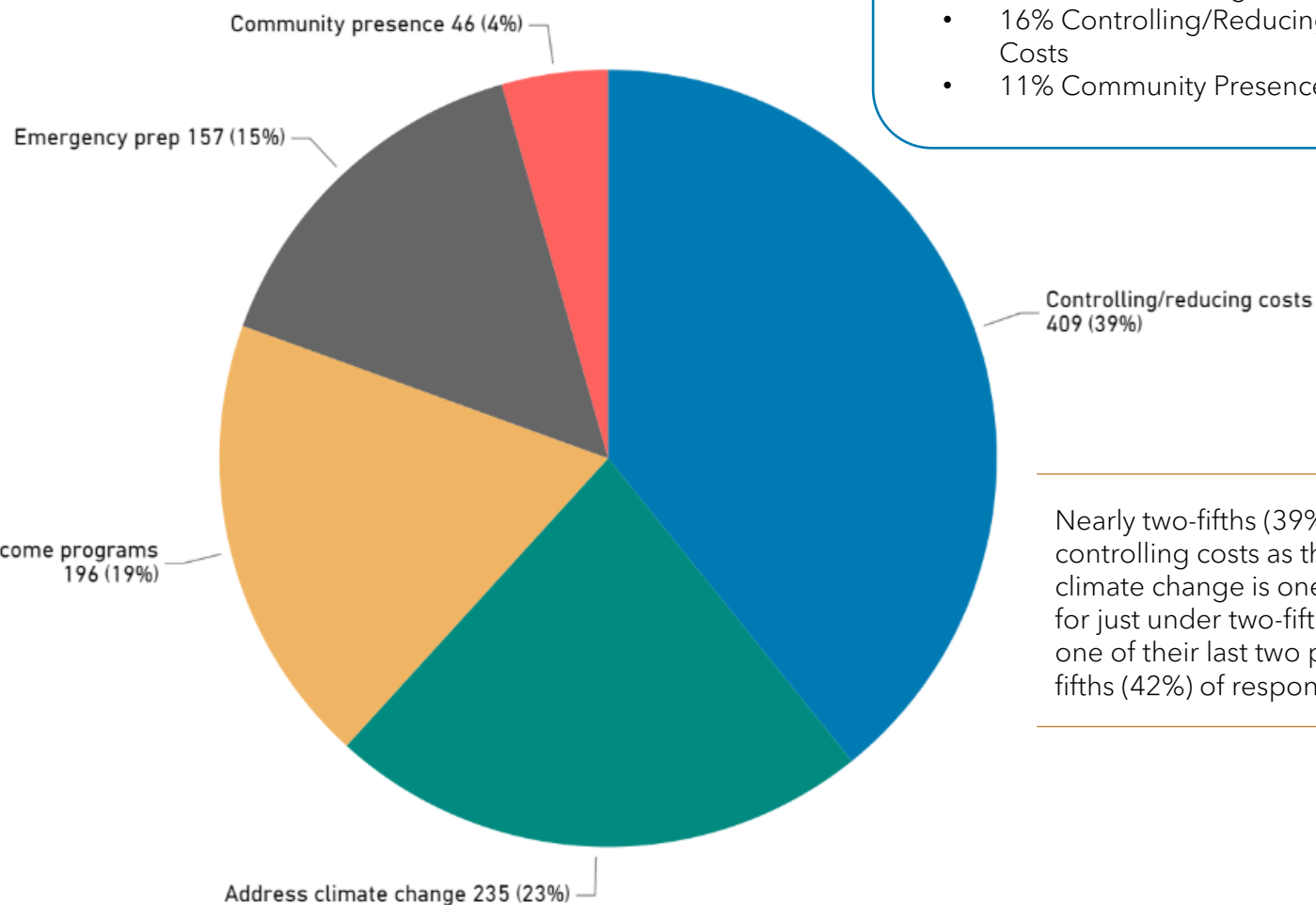


Zip codes 97402, 97404, 97408 and 97478 all place a little more emphasis on controlling costs over protecting the watershed with just under three-fifths (57%) of respondents placing controlling costs as one of their top two priorities compared to a little over half (52%) placing protecting the watershed as one of their top two priorities.

\*Satisfaction rating was for Efforts to Control Greenhouse Gas Emissions and the priority was increasing renewable energy sources.

## Respondents are split on addressing climate change as a priority for EWEB's role in the community.

### EWEB's Role in the Community Priorities



#### #2 Priority

- 29% LI Programs
- 28% Emergency Prep Programs
- 16% Climate Change
- 16% Controlling/Reducing Costs
- 11% Community Presence

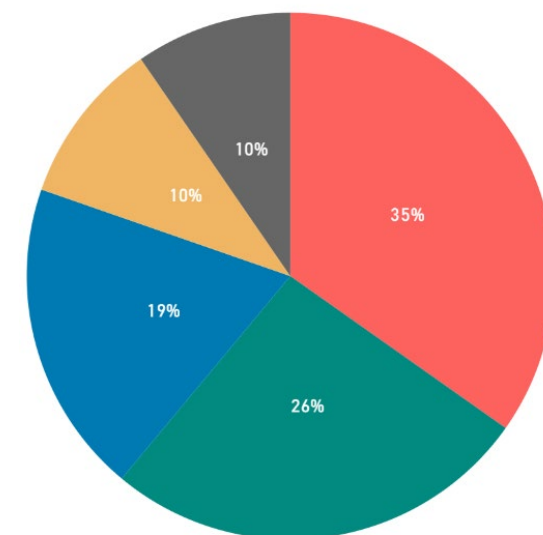
#### #3 Priority

- 25% LI Programs
- 28% Emergency Prep Programs
- 19% Climate Change
- 12% Controlling/Reducing Costs
- 17% Community Presence

#### #4 Priority

- 27% LI Programs
- 20% Emergency Prep Programs
- 16% Climate Change
- 14% Controlling/Reducing Costs
- 33% Community Presence

### EWEB's Role in the Community Bottom Priority



Nearly two-fifths (39%) of respondents place controlling costs as their top priority. Addressing climate change is one of their two top priorities for just under two-fifths (39%) of respondents and one of their last two priorities for just over two-fifths (42%) of respondents.



## Deeper Dive

### [Controlling Costs Top Priority]

Priority	Limited Income	Emergency Prep	Community Presence	Climate Change
2 <sup>nd</sup>	43%	33%	11%	<b>12%</b>
3 <sup>rd</sup>	27	33	17	<b>23</b>
4 <sup>th</sup>	17	23	36	<b>23</b>
5 <sup>th</sup>	12	10	36	<b>41</b>

Three-fifths (61%) of respondents who place addressing climate change as their bottom priority have controlling costs as their top priority.

### [Addressing Climate Change Top Priority]

Priority	Limited Income	Emergency Prep	Community Presence	Controlling Costs
2 <sup>nd</sup>	33%	34%	14%	<b>18%</b>
3 <sup>rd</sup>	31	31	18	<b>18</b>
4 <sup>th</sup>	27	20	30	<b>23</b>
5 <sup>th</sup>	9	13	37	<b>41</b>

Just under half (48%) of respondents who place controlling costs as their bottom priority have addressing climate change as their top priority.

# EWEB Strategic Initiatives

## Questions/Prompts: Electric Supply Planning

EWEB's ongoing electric supply planning effort is aimed at optimizing the utility's power resources, assets, infrastructure and customer products and services to continue to serve the community's future electricity needs. The following questions relate to this strategic initiative.

- In order to ensure reliable power supply, EWEB routinely buys and sells power in the marketplace. During times when energy demand from customers is high, power that EWEB purchases may come at a higher cost or from a generating resource with a larger carbon footprint. Would you say you were currently very aware, somewhat aware or not aware that power purchased at different times may cost EWEB more or have a larger carbon footprint?
- Overall, how interested are you in EWEB provided programs and services to help you reduce your carbon footprint?
- If EWEB were to create different pricing options, would you be interest in participating in a program that encouraged you to shift your energy use to hours of the day when rates and carbon emissions are lower?
- Below you will find a \*series of characteristics EWEB will consider when making decisions about future electric supply resources. Please rank them in order of most important to least important in the decision-making process.

*\*Overall cost, stability of rates, reliability of service, environmental impact*



# EWEB Strategic Initiatives: Electric Supply Planning

## Key Findings

- Respondents are aware that power cost and carbon intensity vary and indicate interest in programs to address both.
- Respondents emphasize importance of service reliability in electric supply planning decision-making, while dichotomy between environmental impact and cost persists.

## Considerations

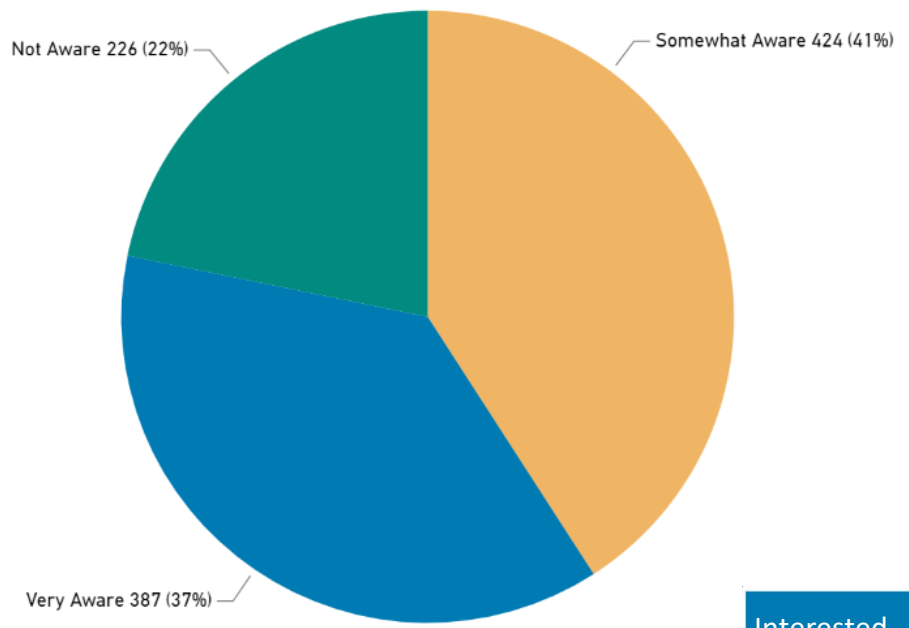
- Many respondents who place addressing climate change as their bottom priority with respect to EWEB's role in the community still express interest in EWEB programs and services to help them address their own carbon footprint.
- Respondents who placed environmental impact among their top priorities with respect decision-making for electric supply planning were likely to place overall cost as a bottom priority and vice versa.



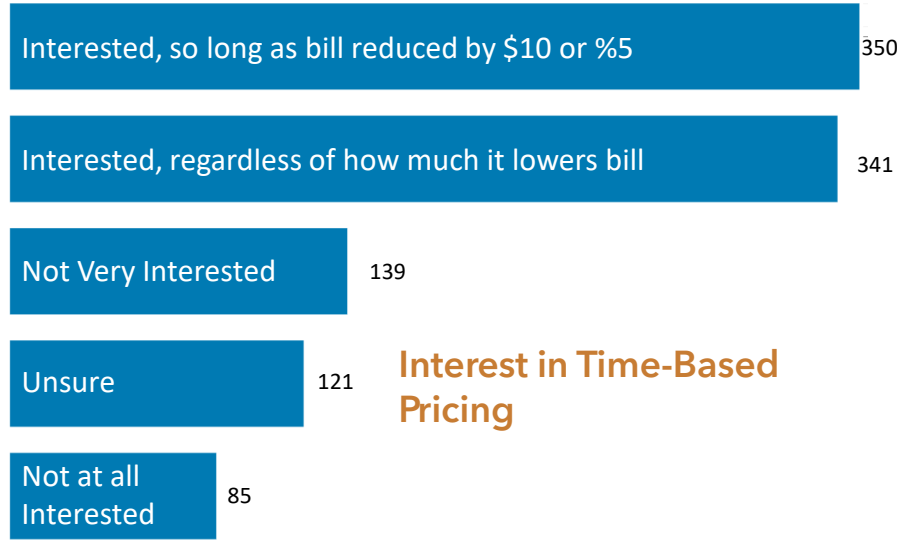


**Respondents are aware that power cost and carbon intensity vary and indicate interest in programs to address both.**

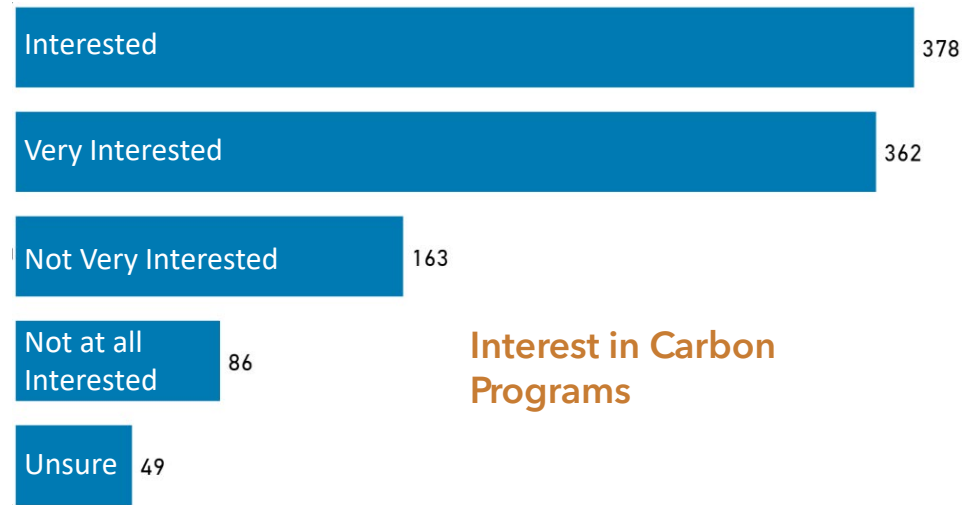
**Awareness of Power Cost & Carbon Variability**



Over three-quarters (78%) of respondents are at least somewhat aware that power cost and carbon intensity are variable, up from 68% in 2019. Over two-thirds of respondents (67%) are interested in time-based pricing and nearly three-quarters (71%) indicate interest in programs to help them reduce their carbon footprint.



**Interest in Time-Based Pricing**



**Interest in Carbon Programs**

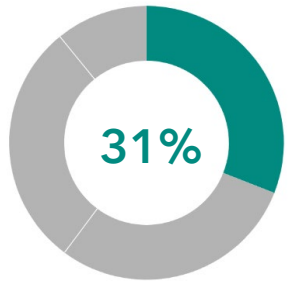
**[Climate Change: EWEB's Role]**

Nearly half (45%) of respondents who place addressing climate change as the last priority with regard to EWEB's role in the community express interest in carbon programs with over one-third (34%) indicating they are very interested.

The vast majority (91%) of respondents who place addressing climate change as the top priority, even ahead of controlling costs, with regard to EWEB's role in the community express interest in carbon programs with nearly two-thirds (63%) indicating they are very interested.

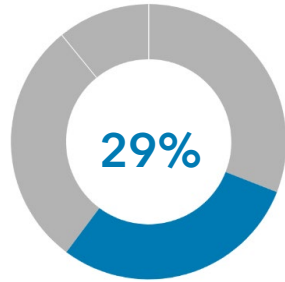
**Respondents emphasize importance of service reliability in electric supply planning decision-making, while dichotomy between environmental impact and cost persists.**

**Environmental Impact Most Important**



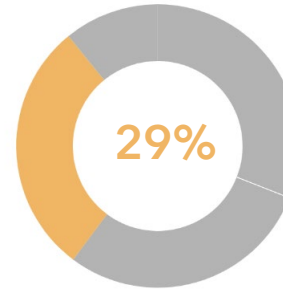
Top 2: 51%  
Bottom 2: 49%

**Overall Cost Most Important**



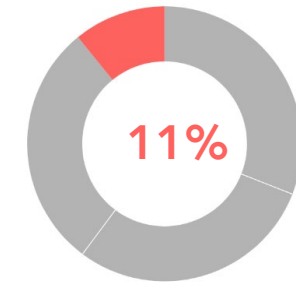
Top 2: 47%  
Bottom 2: 53%

**Reliability of Service Most Important**



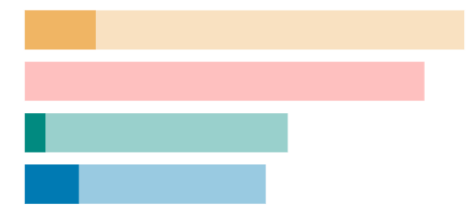
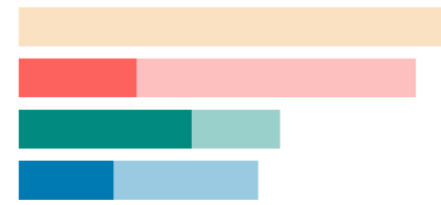
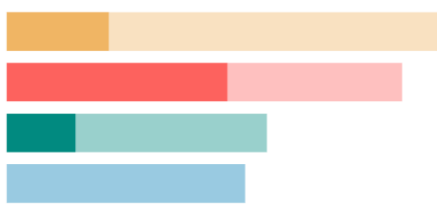
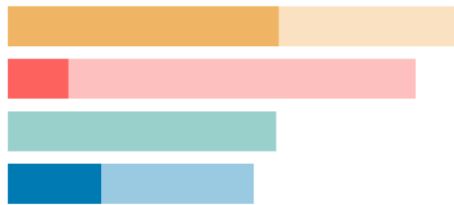
Top 2: 62%  
Bottom 2: 38%

**Rate Stability Most Important**

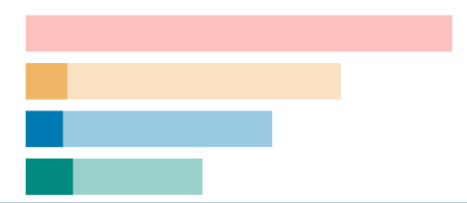
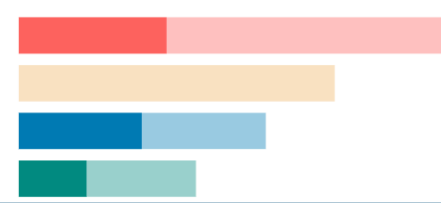
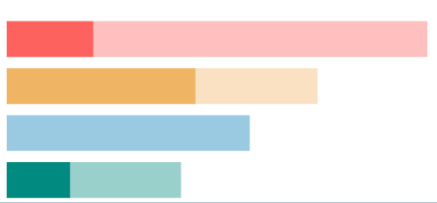
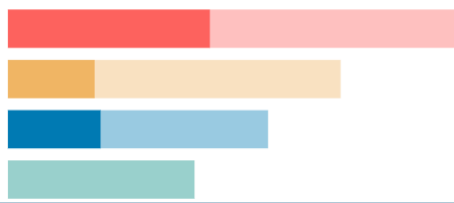


Top 2: 41%  
Bottom 2: 59%

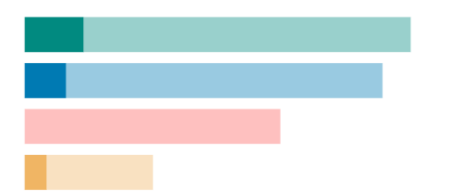
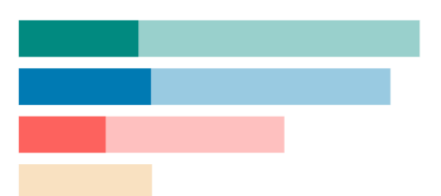
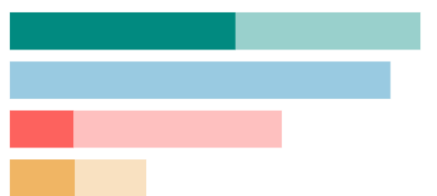
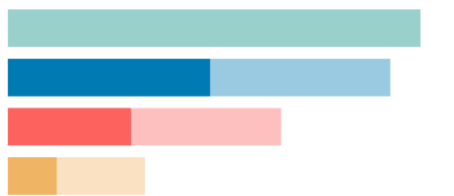
2<sup>nd</sup>



3<sup>rd</sup>



4<sup>th</sup>



# EWEB Strategic Initiatives

## Questions/Prompts: Alternate Water Sources

Of the 20 largest cities in the Northwest, Eugene is the only one with a single source of water. If something were to happen that shuts off the McKenzie drinking water supply, the Eugene community would have only about two-three days of stored water. In order to ensure safe and reliable water supplies, EWEB is securing additional sources. The following questions relate to this strategic initiative.

- EWEB is working with community partners to develop an emergency water supply program that includes several permanent distribution sites located throughout the community using groundwater wells, as well as mobile water trailers. Before today, what was your awareness that EWEB has emergency water supply sites located throughout Eugene?
- Currently, EWEB's long-term financial plan has construction of an earthquake resilient water treatment plant located on the Willamette River starting in the coming years. Would you say you were currently very aware, somewhat aware or not aware that EWEB is planning to add this alternate water source?
- Thinking about your bill, how much of a monthly increase is acceptable for securing this second water treatment plant?



# EWEB Strategic Initiatives: Alternate Water Sources

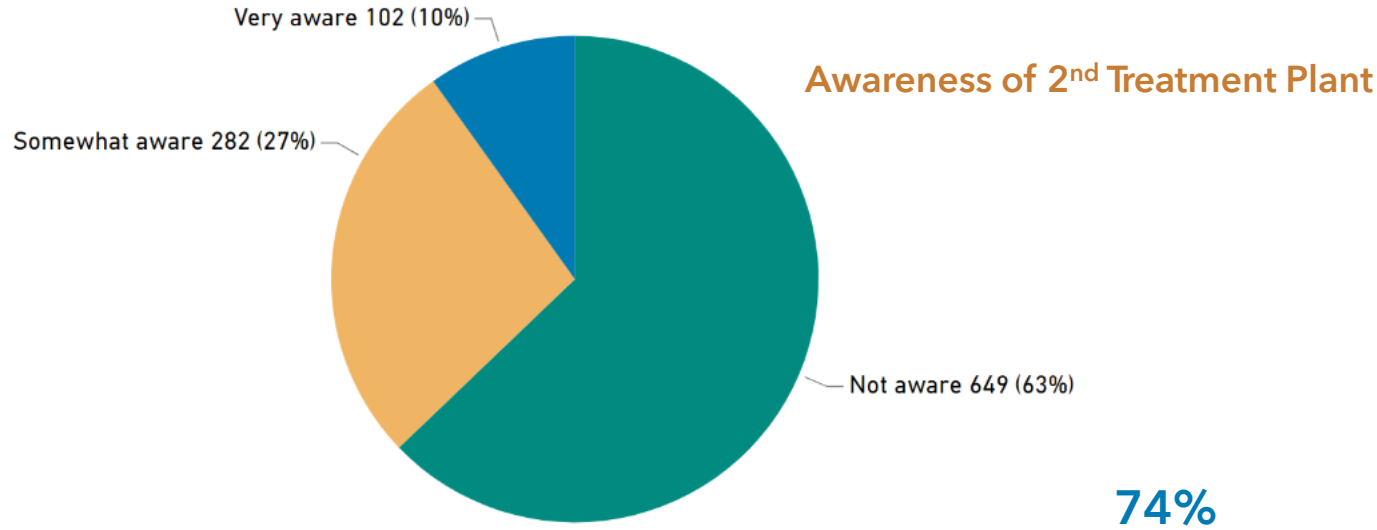
## Key Findings

- While respondents may not yet be aware of EWEB's plan to construct a second water treatment plant, they indicate willingness to pay for its construction.
- Awareness of emergency water distribution sites has increased since 2019.

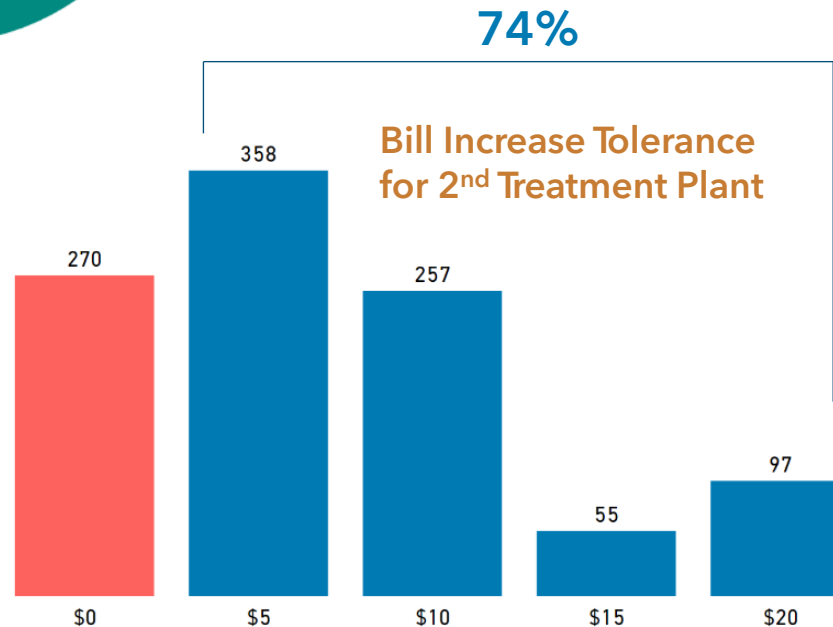
## Considerations

- As EWEB is in the planning stages for the construction of a second water treatment plant, the utility has yet to launch a strategic communication and outreach plan. Despite the fact the plan to build a second treatment plant is not yet commonly known, the majority of respondents indicate they are willing to pay for its construction regardless of their household income.
- Respondents who own their home are more likely to be aware of EWEB's emergency water distribution sites and know where the one nearest their home is located than renters.

**While respondents may not yet be aware of EWEB’s plan to construct a second water treatment plant, they indicate willingness to pay for its construction.**



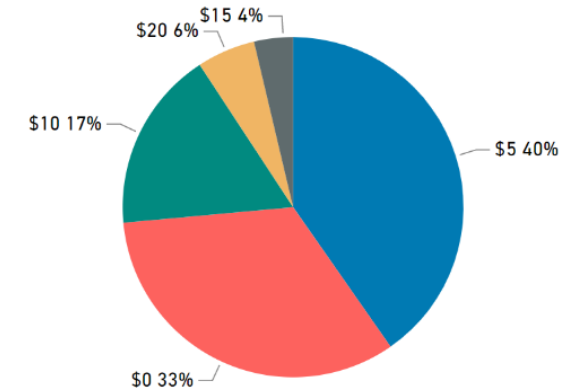
Majority of respondents (63%) indicate they were not aware of EWEB’s plan to construct a second water treatment plant. Nearly three-quarters (74%) indicate willingness to pay at least an additional \$5 a month for its construction.



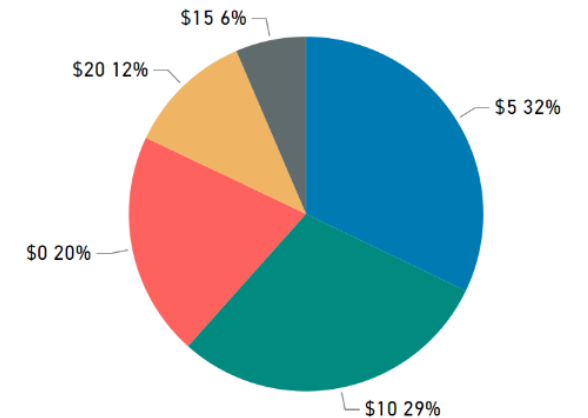
Deeper Dive

[Bill Increase Tolerance and Income]

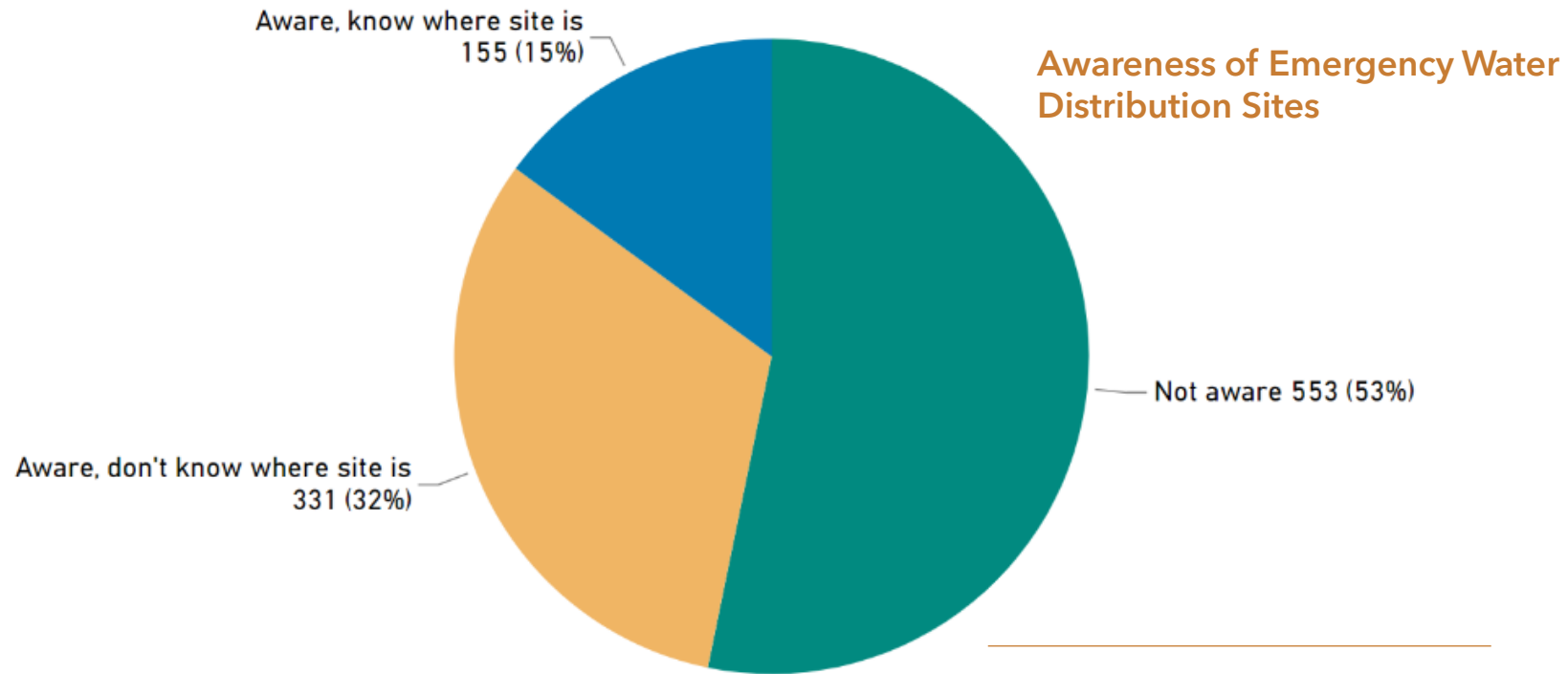
< \$50K



\$50K +



**Awareness of emergency water distribution sites has increased since 2019.**

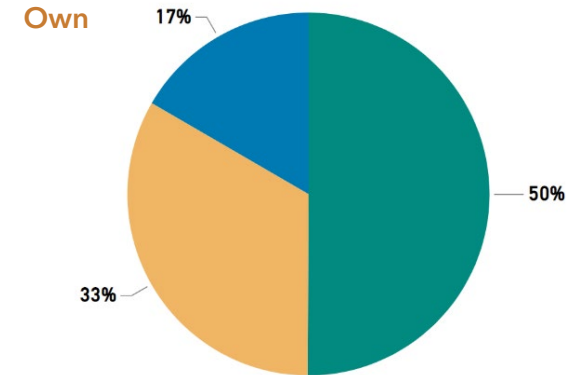


Almost half (47%) of respondents are aware that EWEB has emergency water distribution sites throughout the community, up from 36% in 2019. Roughly one-sixth (15%) of respondents know the location of the site nearest their home.

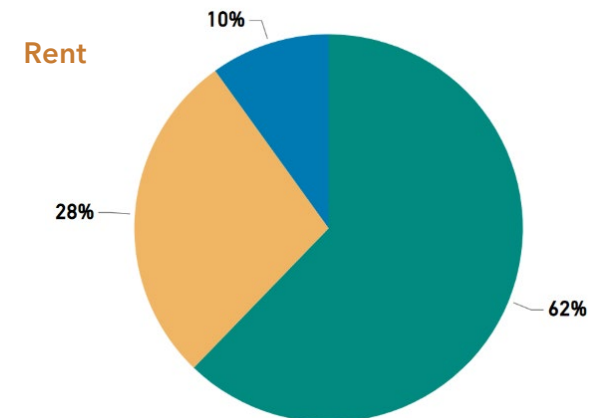


**Deeper Dive**

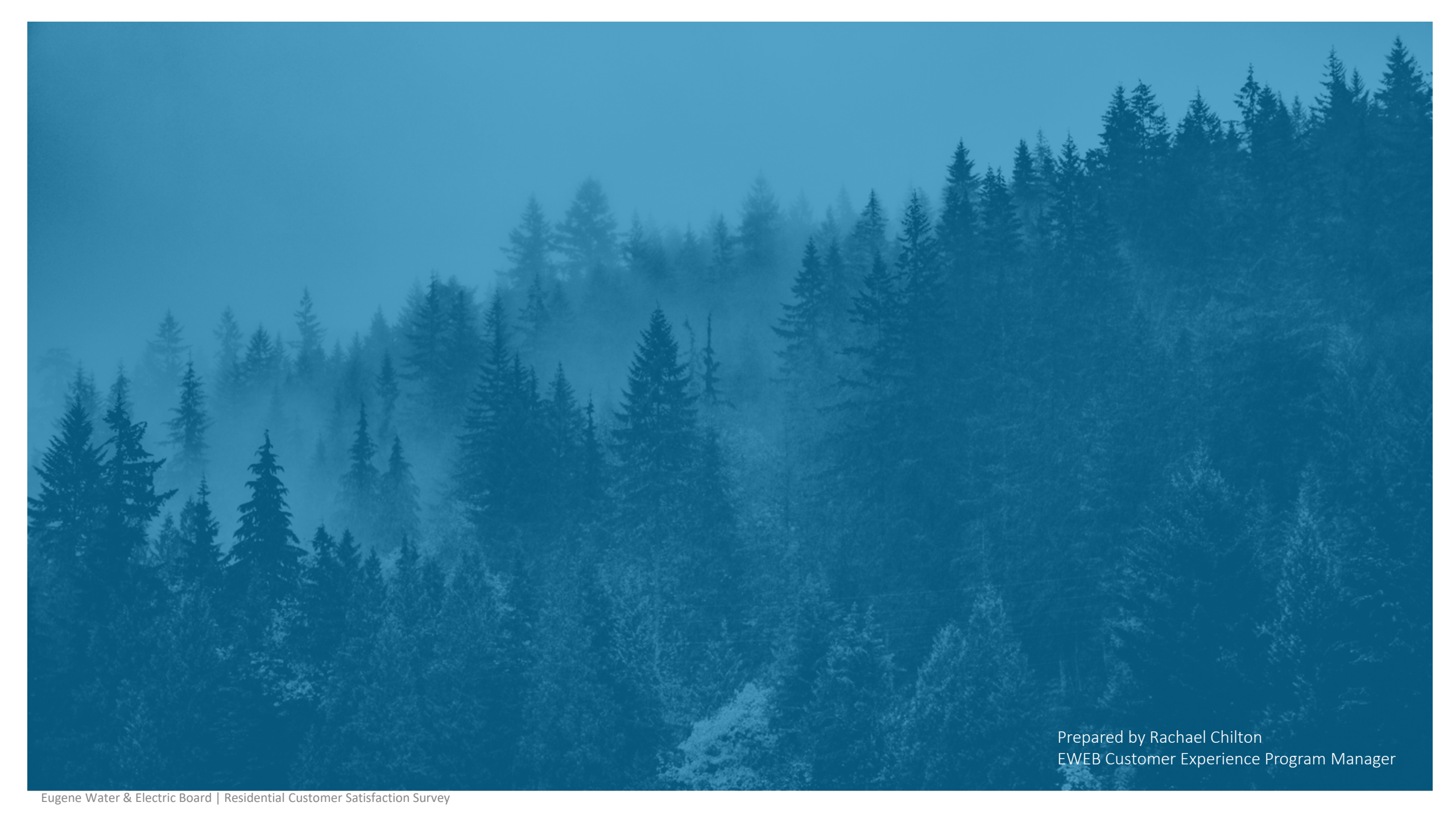
[Residence]



Homeowners are more likely to be aware of emergency sites (50%) and know the location of the one nearest their home (17%) compared to renters (28% aware, 10% know location).







Prepared by Rachael Chilton  
EWEB Customer Experience Program Manager