



GEORGETOWN DIVIDE
Public Utility District

P.O. BOX 4240

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COMMUNITY MEMO

DATE: November 17, 2021

TO: Georgetown Divide Public Utility District Board of Directors
Ratepayers of the Georgetown Divide Public Utility District
Interested Parties

FROM: Adam Coyan, General Manager
By: Gloria Omania, Independent Contractor

SUBJECT: RESULTS OF THE 2021 GDPUD CUSTOMER SURVEY

At the direction of the Board of Directors, the District released a customer survey on October 21, 2021, utilizing the following outreach methods:

- Press Release
- Website
- GDPUD Customer Email Notification System
- Bill Insert to approximately 4,000 customers
- Availability of forms for pick up and drop off at the District Office
- Direct distribution by individual Directors, Staff, and Volunteers

The attached Survey Results represent the analysis of completed surveys received through November 16, 2021. Although a deadline of November 12, 2021, was set; Staff is continuing to accept completed surveys and will present the final results at the December Regular Board Meeting.

As of November 16, 2021, the total number of respondents is 331. Staff will continue to accept surveys through November 30, 2021. Customer feedback is valuable; thank you to everyone who participated in this process.

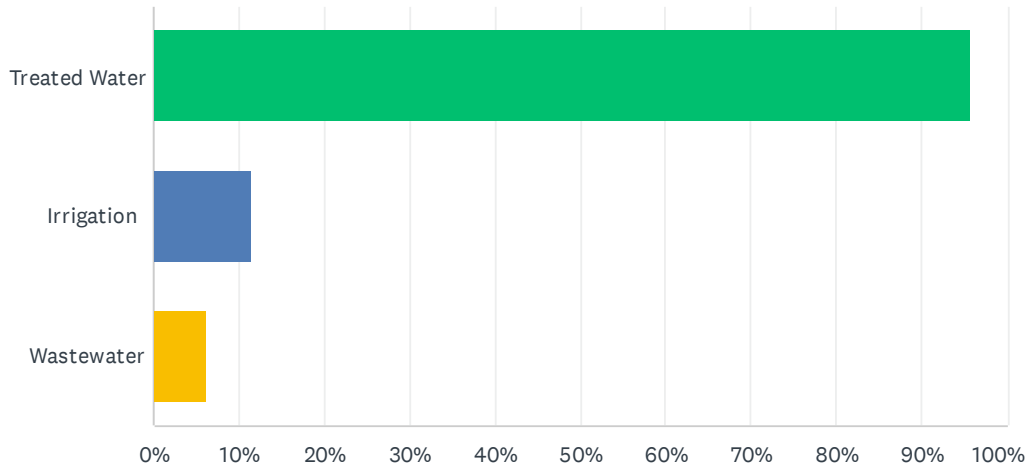
For additional information, please contact Gloria Omania by email at gomania@gd-pud.org.

Respectfully,

Adam Coyan
General Manager

Q1 What service(s) do you receive from GDPUD? Check all that applies.

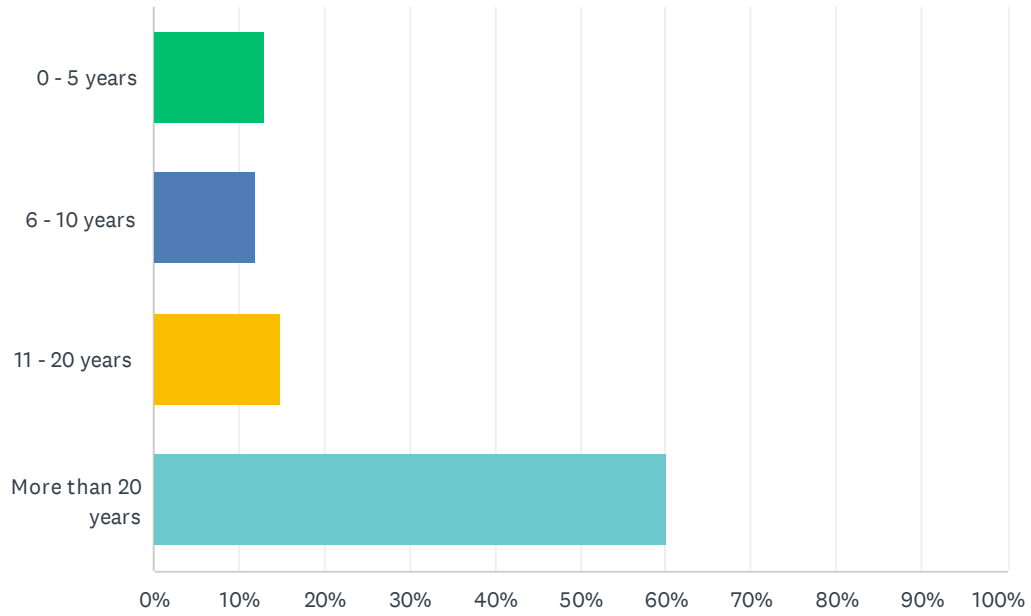
Answered: 323 Skipped: 8



| ANSWER CHOICES | RESPONSES |
|------------------------|------------|
| Treated Water | 95.67% 309 |
| Irrigation | 11.46% 37 |
| Wastewater | 6.19% 20 |
| Total Respondents: 323 | |

Q2 How long have you been a GDPUD customer?

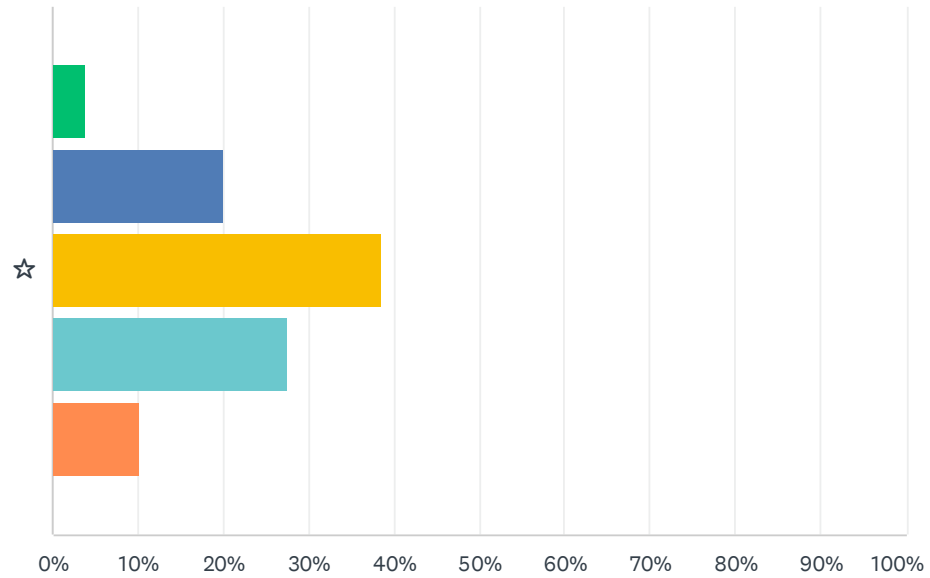
Answered: 328 Skipped: 3



| ANSWER CHOICES | RESPONSES |
|--------------------|------------|
| 0 - 5 years | 13.11% 43 |
| 6 - 10 years | 11.89% 39 |
| 11 - 20 years | 14.94% 49 |
| More than 20 years | 60.06% 197 |
| TOTAL | 328 |

Q3 How would you rate the District's efforts to keep you informed?

Answered: 321 Skipped: 10

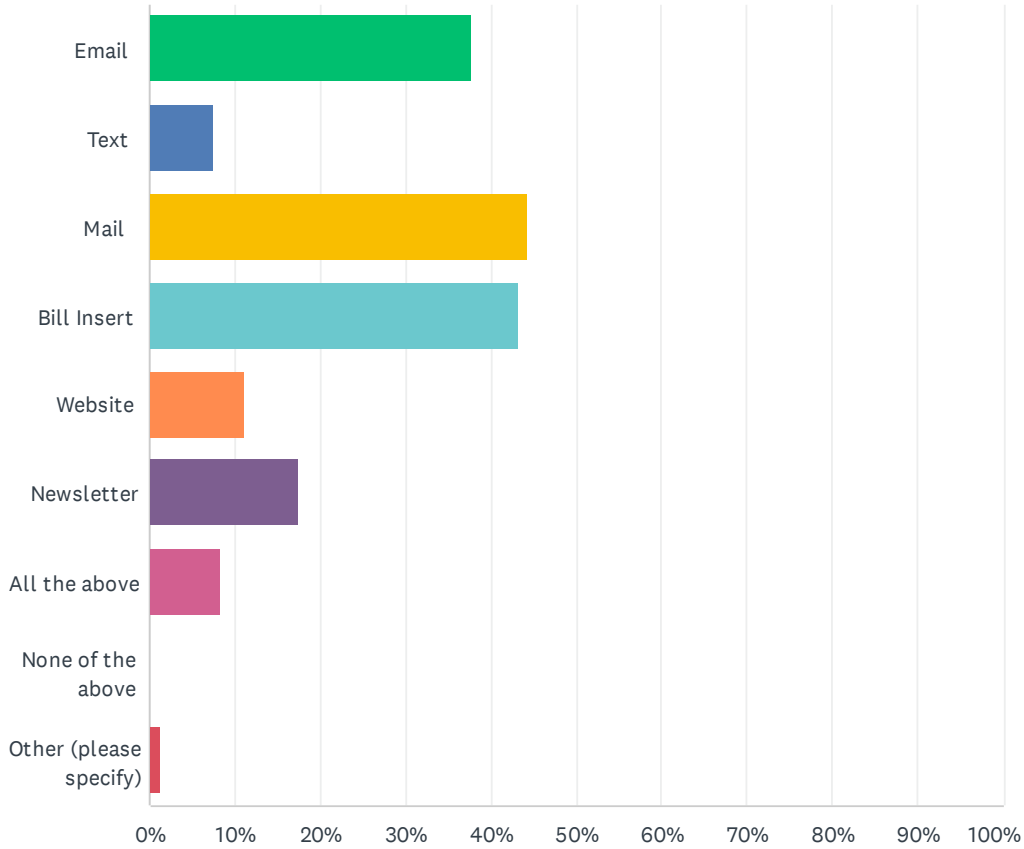


■ Unsatisfactory
 ■ Somewhat satisfactory
 ■ Satisfactory
■ Good
 ■ Excellent

| | UNSATISFACTORY | SOMEWHAT SATISFACTORY | SATISFACTORY | GOOD | EXCELLENT | TOTAL | WEIGHTED AVERAGE |
|---|----------------|-----------------------|---------------|--------------|--------------|-------|------------------|
| ☆ | 3.74% 12 | 19.94% 64 | 38.63% 124 | 27.41% 88 | 10.28% 33 | 321 | 3.21 |

Q4 Check below the different ways you would prefer to receive information from the District?

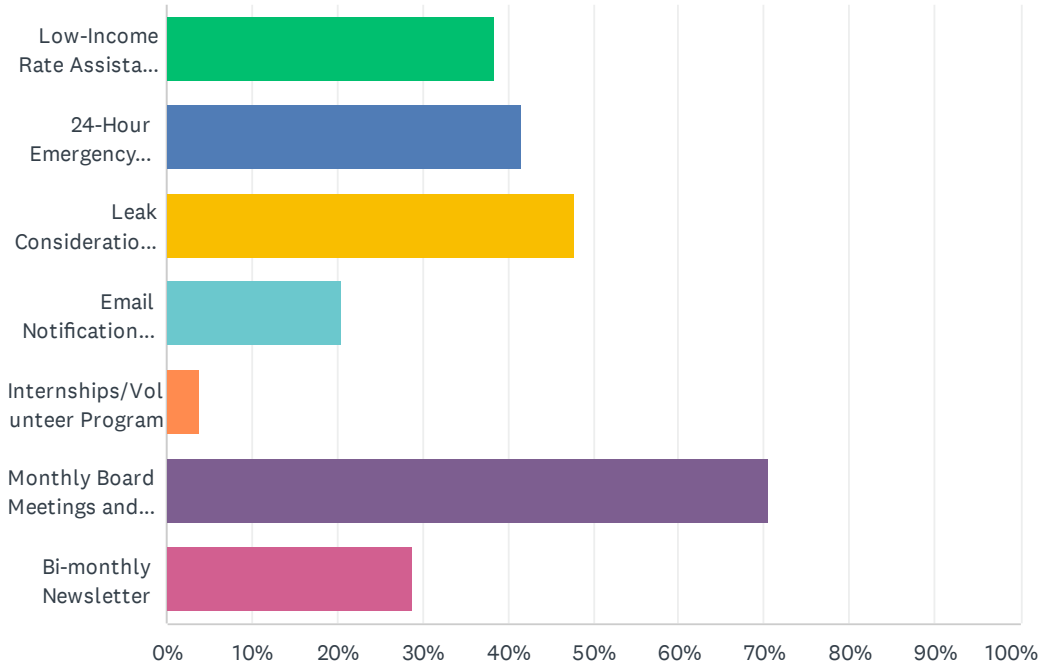
Answered: 325 Skipped: 6



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|-----|
| Email | 37.85% | 123 |
| Text | 7.38% | 24 |
| Mail | 44.31% | 144 |
| Bill Insert | 43.38% | 141 |
| Website | 11.08% | 36 |
| Newsletter | 17.54% | 57 |
| All the above | 8.31% | 27 |
| None of the above | 0.00% | 0 |
| Other (please specify) | 1.23% | 4 |
| Total Respondents: 325 | | |

Q5 Please check the services/programs from the list below that you are aware are provided by GDPUD.

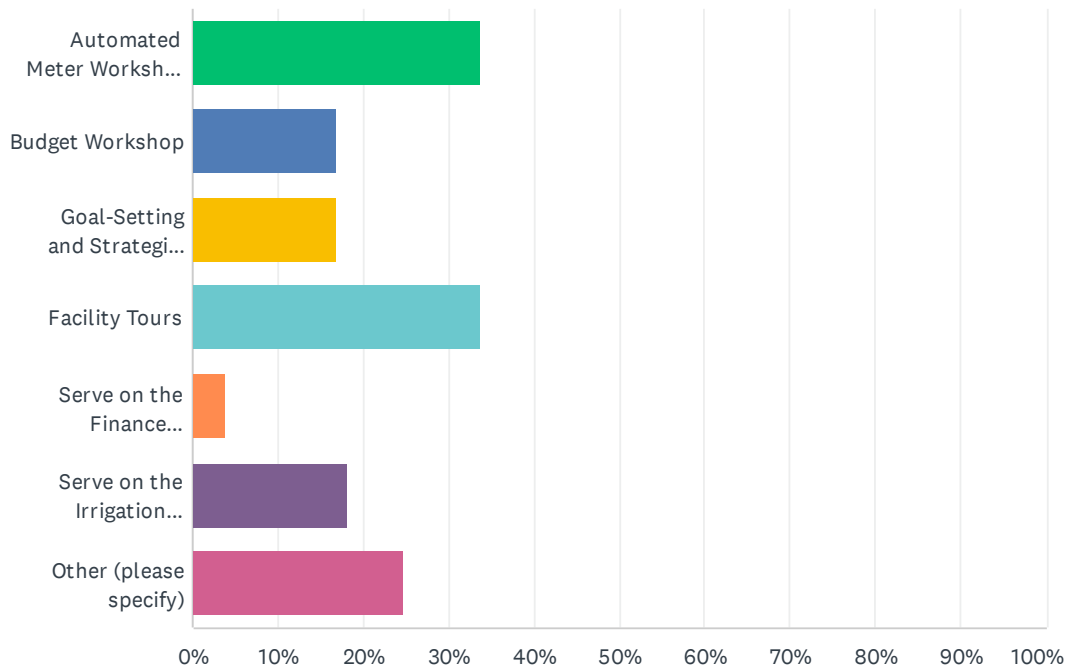
Answered: 258 Skipped: 73



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----|
| Low-Income Rate Assistance Program | 38.37% | 99 |
| 24-Hour Emergency Contact System | 41.47% | 107 |
| Leak Consideration Policy | 47.67% | 123 |
| Email Notification Program | 20.54% | 53 |
| Internships/Volunteer Program | 3.88% | 10 |
| Monthly Board Meetings and Special Meetings | 70.54% | 182 |
| Bi-monthly Newsletter | 28.68% | 74 |
| Total Respondents: 258 | | |

Q6 Which of the following are you interested in participating?

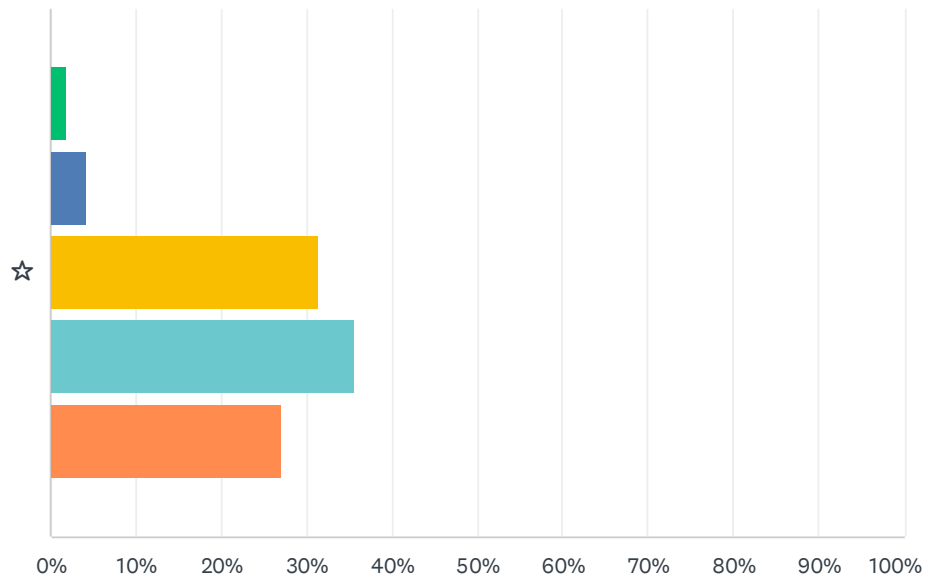
Answered: 77 Skipped: 254



| ANSWER CHOICES | RESPONSES | |
|---|-----------|----|
| Automated Meter Workshop and Customer Portal Training | 33.77% | 26 |
| Budget Workshop | 16.88% | 13 |
| Goal-Setting and Strategic Planning Workshops | 16.88% | 13 |
| Facility Tours | 33.77% | 26 |
| Serve on the Finance Committee | 3.90% | 3 |
| Serve on the Irrigation Committee | 18.18% | 14 |
| Other (please specify) | 24.68% | 19 |
| Total Respondents: 77 | | |

Q7 How would you rate the quality of the water delivered by GDPUD?

Answered: 307 Skipped: 24

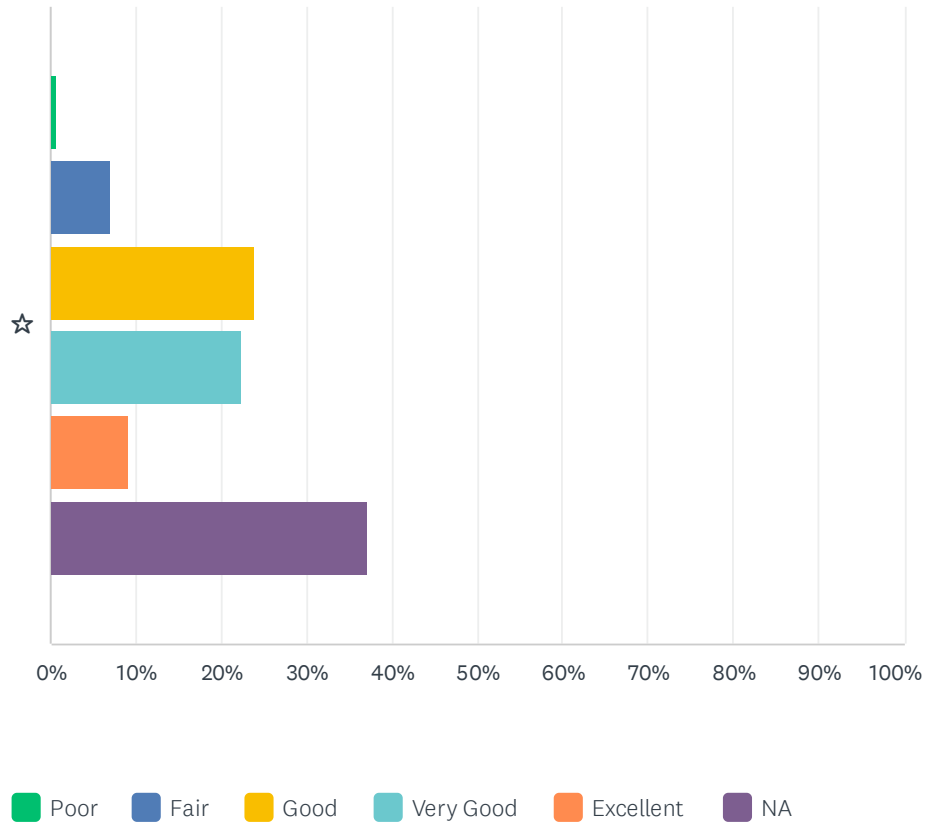


■ Poor
 ■ Fair
 ■ Good
 ■ Very Good
 ■ Excellent

| | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | TOTAL | WEIGHTED AVERAGE |
|---|------------|-------------|--------------|---------------|--------------|-------|------------------|
| ☆ | 1.95% 6 | 4.23% 13 | 31.27% 96 | 35.50% 109 | 27.04% 83 | 307 | 3.81 |

Q8 How would you rate the delivery of irrigation service?

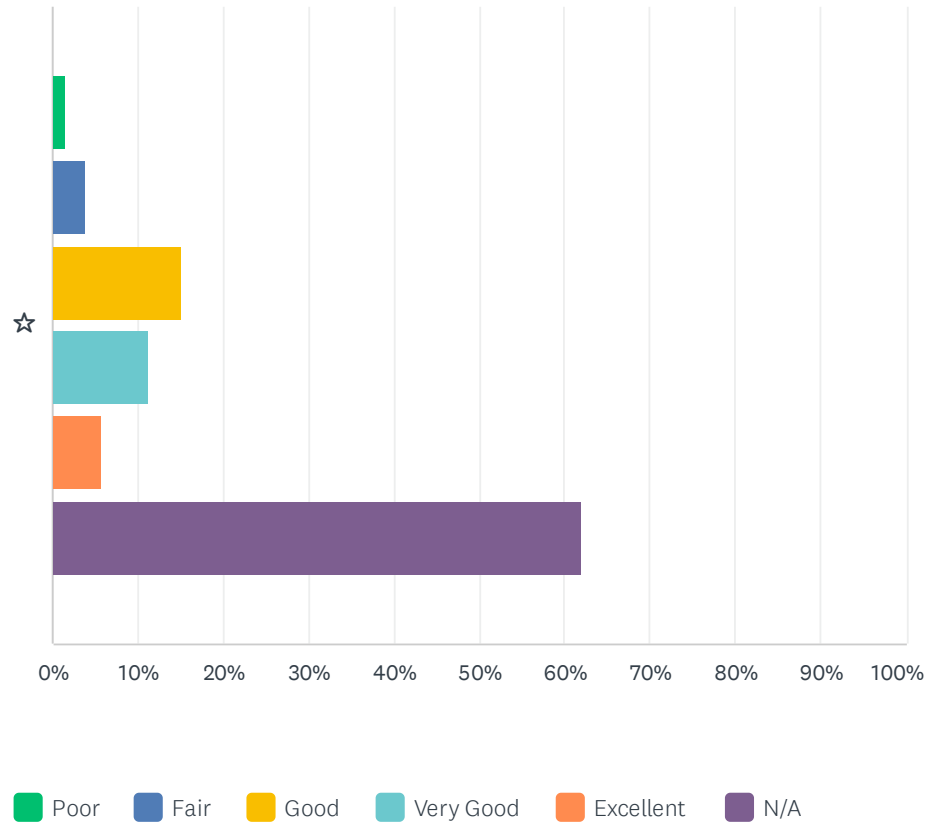
Answered: 143 Skipped: 188



| | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | NA | TOTAL | WEIGHTED AVERAGE |
|---|-------|-------|--------|-----------|-----------|--------|-------|------------------|
| ☆ | 0.70% | 6.99% | 23.78% | 22.38% | 9.09% | 37.06% | 143 | 4.43 |
| | 1 | 10 | 34 | 32 | 13 | 53 | | |

Q9 How would you rate the quality/safety of the community disposal services?

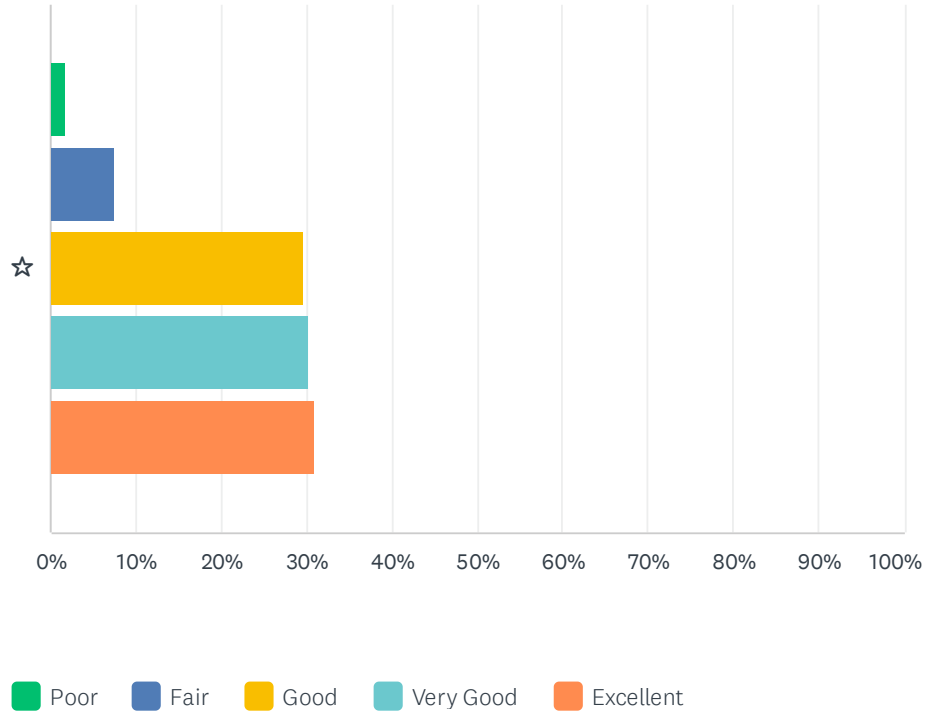
Answered: 256 Skipped: 75



| | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | N/A | TOTAL | WEIGHTED AVERAGE |
|---|------------|-------------|--------------|--------------|-------------|---------------|-------|------------------|
| ☆ | 1.56% 4 | 3.91% 10 | 15.23% 39 | 11.33% 29 | 5.86% 15 | 62.11% 159 | 256 | 3.42 |

Q10 How would you rate the courtesy/professionalism of GDPUD employees?

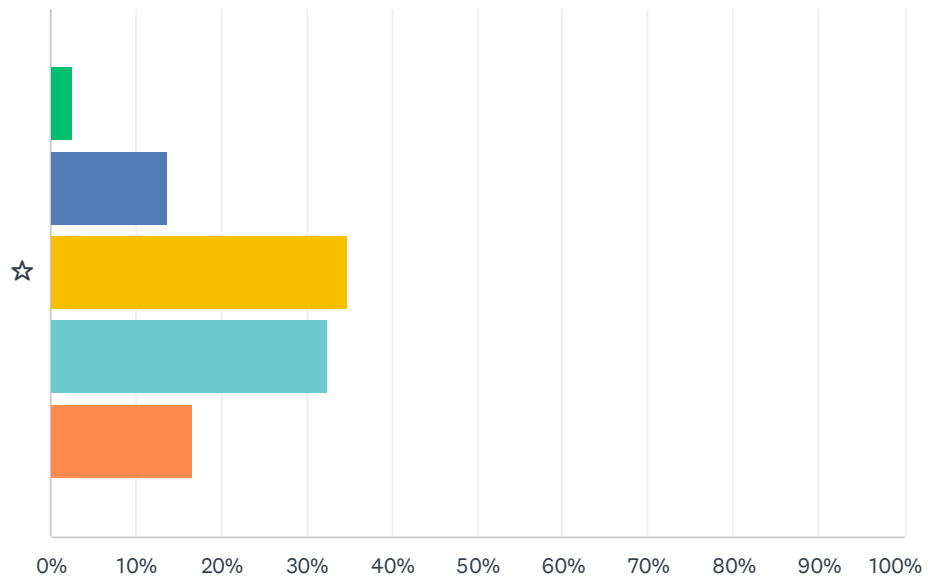
Answered: 281 Skipped: 50



| | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | TOTAL | WEIGHTED AVERAGE |
|---|------------|-------------|--------------|--------------|--------------|-------|------------------|
| ☆ | 1.78% 5 | 7.47% 21 | 29.54% 83 | 30.25% 85 | 30.96% 87 | 281 | 3.81 |

Q11 How would you rate the speed/ease of doing business with GDPUD?

Answered: 284 Skipped: 47

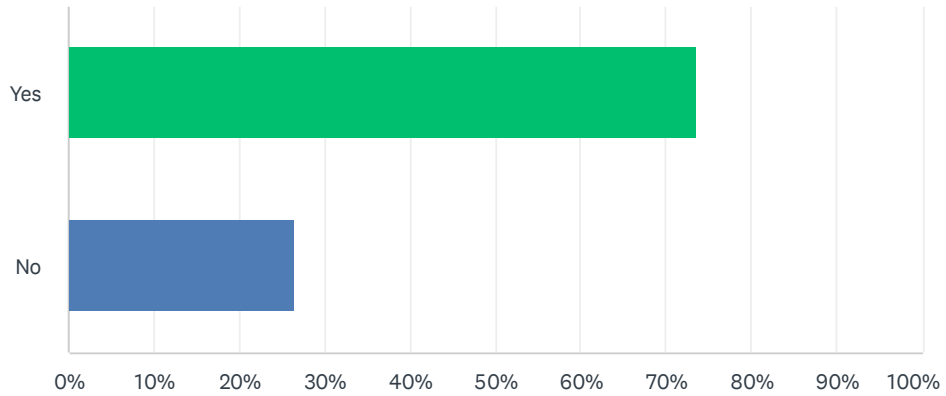


■ Poor
 ■ Fair
 ■ Good
 ■ Very Good
 ■ Excellent

| | POOR | FAIR | GOOD | VERY GOOD | EXCELLENT | TOTAL | WEIGHTED AVERAGE |
|---|------------|--------------|--------------|--------------|--------------|-------|------------------|
| ☆ | 2.46% 7 | 13.73% 39 | 34.86% 99 | 32.39% 92 | 16.55% 47 | 284 | 3.47 |

Q12 In the past six months, have you seen, heard, or read anything from GDPUD?

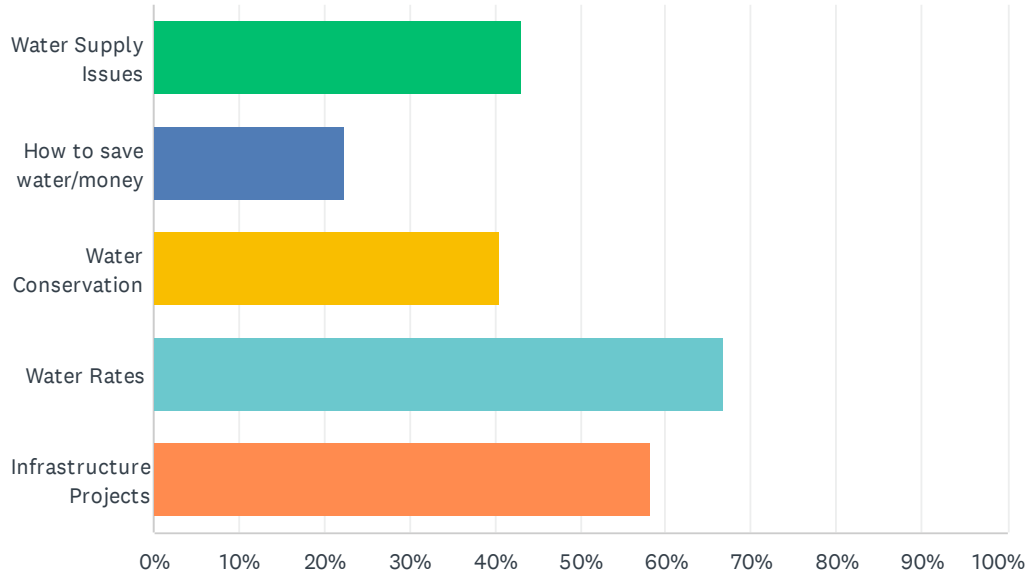
Answered: 302 Skipped: 29



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----|
| Yes | 73.51% | 222 |
| No | 26.49% | 80 |
| TOTAL | | 302 |

Q13 Please select the topics you remember seeing, hearing, or reading about GDPUD. Please check all that apply.

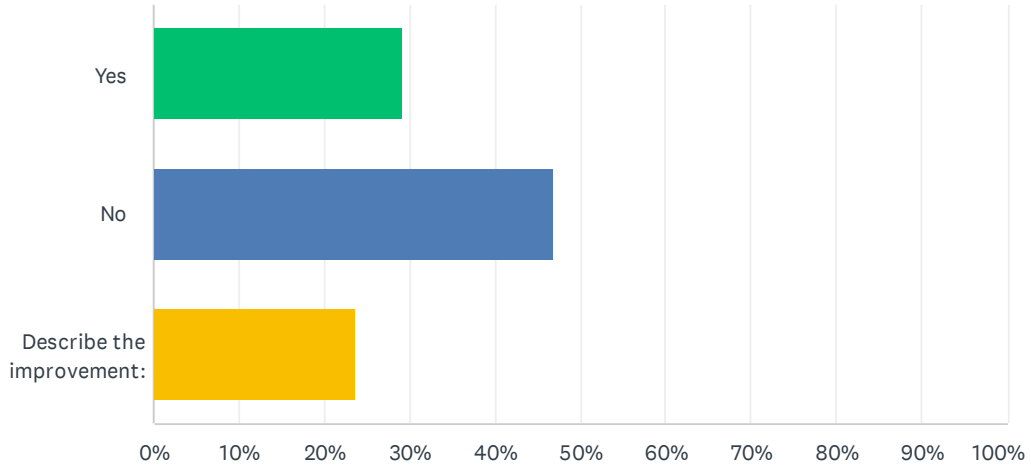
Answered: 237 Skipped: 94



| ANSWER CHOICES | RESPONSES |
|-------------------------|------------|
| Water Supply Issues | 43.04% 102 |
| How to save water/money | 22.36% 53 |
| Water Conservation | 40.51% 96 |
| Water Rates | 66.67% 158 |
| Infrastructure Projects | 58.23% 138 |
| Total Respondents: 237 | |

Q14 Have you seen an improvement in communication and transparency since 2018?

Answered: 232 Skipped: 99



| ANSWER CHOICES | RESPONSES | |
|---------------------------|-----------|------------|
| Yes | 29.31% | 68 |
| No | 46.98% | 109 |
| Describe the improvement: | 23.71% | 55 |
| TOTAL | | 232 |

Q15 The General Manager has discussed ways to increase revenue; including hydroelectric sales and solar. What ideas do you have for increasing revenue for the District?

Answered: 78 Skipped: 253

| # | RESPONSES | DATE |
|----|--|---------------------|
| 1 | Automated Meters Increase Revenue Rates Love the idea of hydroelectric and solar. Automated meters should also help with this. Also, this won't be popular but a small rate increase yearly or every other year. | 11/16/2021 7:20 PM |
| 2 | Rates Because there is such a variety of incomes in he area, you can understand that raising the rates gets a lot push back! But we need to keep the infrastructure in top shape. Accounting for funds needs more visibility in the newsletter. | 11/15/2021 4:19 PM |
| 3 | Irrigation More irrigation hook ups! | 11/15/2021 3:55 PM |
| 4 | Grants Obtain drought funding from the state or feds or water infrastructure grants. | 11/15/2021 3:52 PM |
| 5 | No idea Haven't thought about it | 11/15/2021 3:44 PM |
| 6 | Staffing Merge with another district and cut salary/benefit/overhead by 40% | 11/15/2021 3:11 PM |
| 7 | Selling Water Water supply Do not sell our H2O again!! Cover the ditches to avoid evaporation when you can. Fix leaks! Stop illegal gathering of water for growers. | 11/15/2021 3:06 PM |
| 8 | Rates Olease alleviate our monthly water rates. Thank you. | 11/15/2021 2:54 PM |
| 9 | Water Conservation Saving runoff after it rains | 11/15/2021 2:51 PM |
| 10 | Water Conservation Conserve water. Keep it on the Divide | 11/15/2021 1:42 PM |
| 11 | Rates Require only ALT residents to pay for the ALT treatment plant | 11/15/2021 1:40 PM |
| 12 | Grants Irrigation Applying for grants / Voluntary donations for specific items or programs / Extending the irrigation season for improved fire mitigation | 11/15/2021 1:37 PM |
| 13 | Selling Water Selling our water is stupid. Reserve—without water is foolish. Our last Board majority sold water the year before a really dry year, so we removed them | 11/15/2021 1:33 PM |
| 14 | Staffing Musical chairs of GM don't provide consistency for visions | 11/15/2021 1:24 PM |
| 15 | Irrigation Charge more for irrigation water. Not fair most of irrigation is used for fire protection only | 11/15/2021 1:16 PM |
| 16 | Staffing Quit paying employees so much for the little amount of work they do | 11/15/2021 1:04 PM |
| 17 | Increase Revenue I agree with the GM. Increase customer base, work on 2nd & 3rd water supply. Pumping station American River Confluence to Cool. Pumping station Rubicon River to east end of Stumpy Meadows near Pilot Creek inflow | 11/15/2021 12:56 PM |
| 18 | Water Conservation Ideas on water conservation; assistance on leaks | 11/15/2021 12:43 PM |
| 19 | Water supply Increase H2O storage | 11/15/2021 11:56 AM |
| 20 | Increase Revenue Both sound good | 11/15/2021 11:50 AM |
| 21 | Rates Sure, raise prices for seniors on Fixed income | 11/15/2021 11:38 AM |
| 22 | Water Quality Better drinking water, I buy bottled water | 11/15/2021 11:28 AM |
| 23 | Increase Revenue Hydroelectric sales and solar | 11/15/2021 11:20 AM |
| 24 | Rates I'm being over charged as it is. More than \$200 of my bill is nothing but GDPUD fees, nothing to do with water usage. Ridiculous! | 11/15/2021 11:13 AM |

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|----|---|---------------------|
| 25 | No idea ? | 11/15/2021 10:57 AM |
| 26 | Billing process GM Every meter should pay on time. General Manager should manage wisely | 11/15/2021 10:53 AM |
| 27 | Rates Stop sucking me dry! | 11/15/2021 10:50 AM |
| 28 | Increase Revenue Solar does not pay back | 11/15/2021 10:44 AM |
| 29 | Water Quality We have the best water in California and it is difficult when I can smell the chlorine, so I filter my drinking water | 11/15/2021 10:28 AM |
| 30 | Billing process GM Please do not sell our water off to others. It should be for our homes and recreation. Easy paying bills on line; bills on line when requested; skip the paper and USPS. I hope keeping the office closed for almost 2 years has saved. Keep the office closed or work from home. Have appointments available when needed. Answer the phone*** | 11/15/2021 10:17 AM |
| 31 | Increase Revenue Selling Water Sell more water to grape vineyards; put solar panels on roof of GDPUD building; put a solar farm on GDPUD property—sell power to PG&E | 11/15/2021 9:48 AM |
| 32 | Increase Revenue Selling Water Don't sell our water. Don't giveaway assets. We cant really increase our revenue w/o hurting customers. It's already gone up DOUBLE. | 11/15/2021 9:39 AM |
| 33 | Rates Increased rates based on increased usage; no bulk use discounts | 11/15/2021 9:24 AM |
| 34 | Increase Revenue I agree with hydroelectric and solar. | 11/15/2021 9:15 AM |
| 35 | Board Stipend Cancel \$400 Board Stipend | 11/15/2021 9:15 AM |
| 36 | Budgeting Budget based on known expenses and projected expenses. | 11/14/2021 7:45 AM |
| 37 | Selling Water Do not sell our water!!! We should have a vote--did we? | 11/14/2021 7:29 AM |
| 38 | Increase Revenue Sounds good. | 11/14/2021 7:27 AM |
| 39 | Water Conservation Quit wasting ditch water -- sell excess water at a preium to those who don't have it; collect rain water instead of having it runoff. | 11/13/2021 7:25 PM |
| 40 | No idea None. Sorry. | 11/13/2021 7:19 PM |
| 41 | Increase Revenue I agree with solar. | 11/13/2021 7:14 PM |
| 42 | Increase Revenue Solar. Smart water meters. | 11/13/2021 7:11 PM |
| 43 | Water Quality Given the excellent quality, an onsite e.g. Lake Edson/Reservoir treatment and bottling business. Over time eliminate out of area bulk sales and focus on local customers and Georgetown bottled water. No tanker truck. Must be local. | 11/13/2021 5:43 PM |
| 44 | Irrigation Rates Charge more for irrigation water - residential customers are subsidizing irrigation water with no benefit to us. | 11/13/2021 5:39 PM |
| 45 | Increase Revenue Rates All this will do is raise the user's rates, if this program will lessen our rates, that's fine. if not, why bother. | 11/13/2021 10:46 AM |
| 46 | Increase Revenue I agree with the new GM. hydroelectric sales could be a good source of income for the district...providing we do not sell or waste our water. | 11/12/2021 3:16 PM |
| 47 | Selling Water Sell water to other counties in the state. | 11/12/2021 9:39 AM |
| 48 | No idea none | 11/11/2021 8:27 PM |
| 49 | Increase Revenue Those ways sound great. Look forward to seeing additional analysis and data about how that would work. | 11/11/2021 12:46 PM |
| 50 | Increase Revenue Raising the dam height on Stumpy Meadows for more storage during the good years as well as more hydro electric activity for the upcoming increase in electric needs of society | 11/10/2021 11:11 PM |
| 51 | Increase Revenue Rates Give priority to and charge more for commercial irrigation use (over ponds and home use). | 11/8/2021 5:45 PM |
| 52 | No idea Do something that doesn't screw us | 11/8/2021 5:32 PM |

GDPUD Customer Survey

| | | |
|----|--|--------------------|
| 53 | Selling Water Water Transfer | 11/8/2021 4:25 PM |
| 54 | Irrigation Not delivering irrigation water would save a lot but is not a feasible or workable solution. Read Death of a Water District. | 11/8/2021 1:15 PM |
| 55 | Increase Revenue A bake sale with chocolate chip cookies Maybe a really good apple pie. | 11/8/2021 11:34 AM |
| 56 | Efficiency Irrigation Rates First, the limited time for a response to your survey is absurd. I received the mailer and would have less than 2 days to complete it IF I were to send it in with consideration for the length of time associated with the US Postal Service. I suggest the GM take that into consideration next time. I know he answers to the board, but seriously, get to know the community as well as the board. Secondly, to raise revenue, an increase in fees to irrigation customers associated with irrigation costs is appropriate. Irrigation costs supplemented by treated water customers is unfair to those treated water customers generally and, for instance, those who may be on a fixed income. What you have now is treated water customers paying for the system they use in addition to paying for to supplement irrigation water customers. If irrigation water customers are also on a well for potable water uses, that would blatantly unfair to retirees and, indeed, all treated water users. | 11/8/2021 7:24 AM |
| 57 | Increase Revenue Partner with Northern California Power Agency | 11/8/2021 6:44 AM |
| 58 | No idea none | 11/7/2021 12:30 PM |
| 59 | Water supply Raise the Stumpy Dam to increase containment | 11/6/2021 5:51 PM |
| 60 | Irrigation Rates higher rates for ditch water | 11/6/2021 3:53 PM |
| 61 | Increase Revenue Wind | 11/4/2021 12:45 PM |
| 62 | Increase Revenue I favor the green energy way of producing electricity. | 11/4/2021 12:24 PM |
| 63 | Increase Revenue Haven't heard anything about those suggestions. | 11/3/2021 9:54 PM |
| 64 | Rates Better rate schedule. Charge for actual cost of water and keep rates at level dwpt is self-sufficient and not working from reserves. | 11/3/2021 6:07 PM |
| 65 | Rates raise rates | 11/3/2021 1:45 PM |
| 66 | Infrastructure replacing ditches for pipe as opportunities arise | 11/2/2021 10:33 PM |
| 67 | Rates Rate increases at a small % annually... | 11/2/2021 9:24 PM |
| 68 | Water Conservation Fix water leaks, it save money & water. | 11/2/2021 5:30 PM |
| 69 | Selling Water Do not sell our water! | 11/2/2021 5:04 PM |
| 70 | Efficiency Improve efficiency | 11/2/2021 4:46 PM |
| 71 | Increase Revenue I believe the state and federal governments support hydroelectric sales and solar, so I recommend you attempt to do any and all projects that will meet their approval and agendas. I also believe you should increase your endeavors to work with the EDC Water Agency, EID, and other water agencies near you, including Placer County Agencies, to brainstorm on other ways you can increase revenue through working and sharing resources with such agencies. | 11/2/2021 4:34 PM |
| 72 | Selling Water Sales of water not used | 11/2/2021 3:12 PM |
| 73 | Rates \$30/month off irrigation season to pay for ditch police and other. | 11/2/2021 2:13 PM |
| 74 | Selling Water Do Not sell water ever again!! | 11/2/2021 1:02 PM |
| 75 | Water Conservation Selling water when rainfall permits it. I like that you did that recently. | 11/2/2021 12:59 PM |
| 76 | Efficiency Review existing Contracts and Vendors | 11/2/2021 12:57 PM |
| 77 | Increase Revenue Good question for thought. | 11/2/2021 12:55 PM |
| 78 | Billing process First, stop making it more costly for customers by adding on not one, but two extra charges when paying by credit card. Then, whatever will work that will not raise our costs--we are already covering for lack of proper maintenance in the past. Once we get past paying 3X as much as before the big increase give us a break, THEN if we need to keep up for these projects, we need to do what's necessary. | 11/2/2021 12:53 PM |