

Serving our customers

Residential Customer Satisfaction Survey

Fall 2023



Methodology



- As in 2018-2022, data was collected via both telephone interviews and self-administered web surveys among Tacoma Public Utilities' Residential customers in 2023. Both phone and web surveys were conducted from July 17th to August 17th, 2023. Customer lists provided by Tacoma Public Utilities were used for both the phone and web surveys.
- A total of 401 telephone interviews and 1,098 web surveys were conducted across five customer types. For the first time in 2023*, Phone and Web data was combined and weighted in proportion to their distribution in the TPU residential customer population:

	Phone	Web	Weighted Total
	n=	n=	n=
Power, Water, and Environmental Services	122	428	457
Power only single-family	89	256	332
Power only multi-family	103	212	388
Water only	53	99	196
Power and Water only	34	103	126

- In proportion to the primary contact phone number type (landline or mobile) provided to TPU by Residential customers, 36% of phone respondents were contacted via their landline phone, and 64% were contacted via their mobile phone.
- Tacoma Public Utilities was identified as the study sponsor.
- Residential customers were screened and qualified based on the following criteria:
 - Head or co-head of household who is familiar with their TPU services
 - Adult, 18 years of age and older.
- The sampling error for the combined sample is +/- 2.5% at the 95% confidence level.

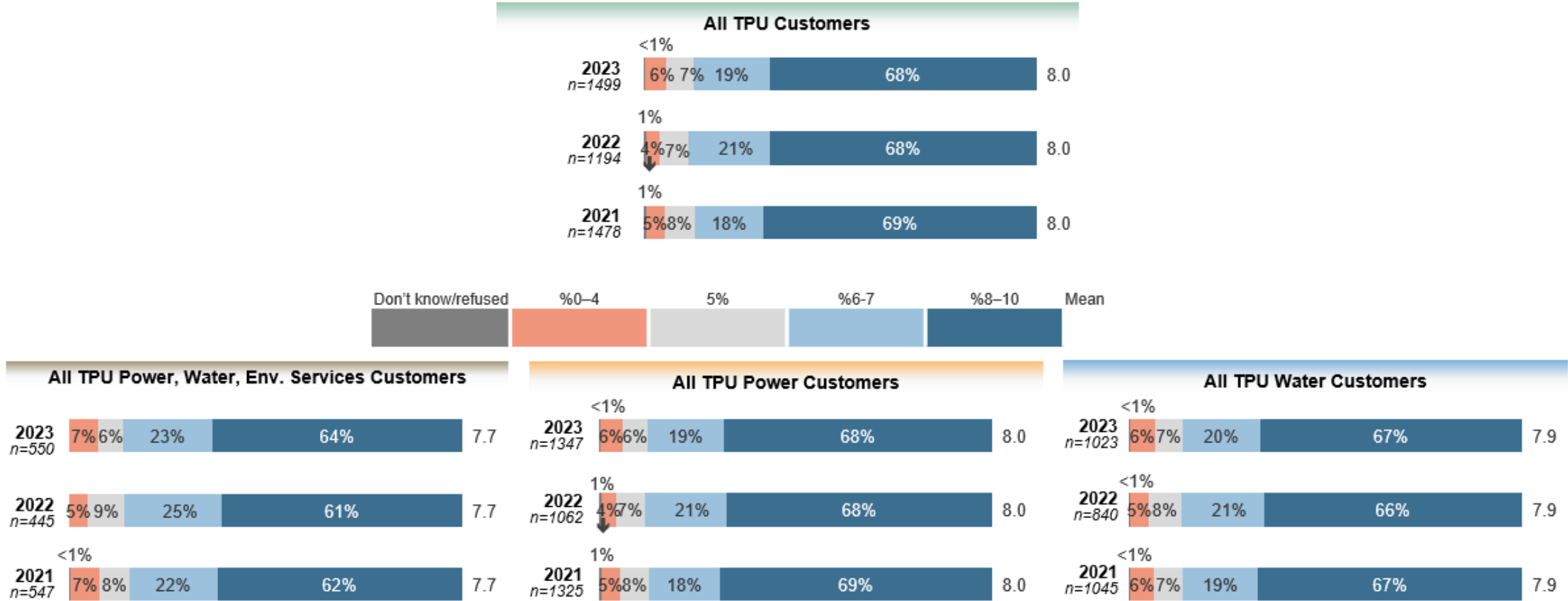
In Tacoma	Outside City Limits
n=	n=
691	726
49%	51%

The proportion of respondents within Tacoma City limits versus outside is also monitored to ensure we have a representative sample of our customers.



* Prior year's data also combined and reweighted for comparisons in this report.

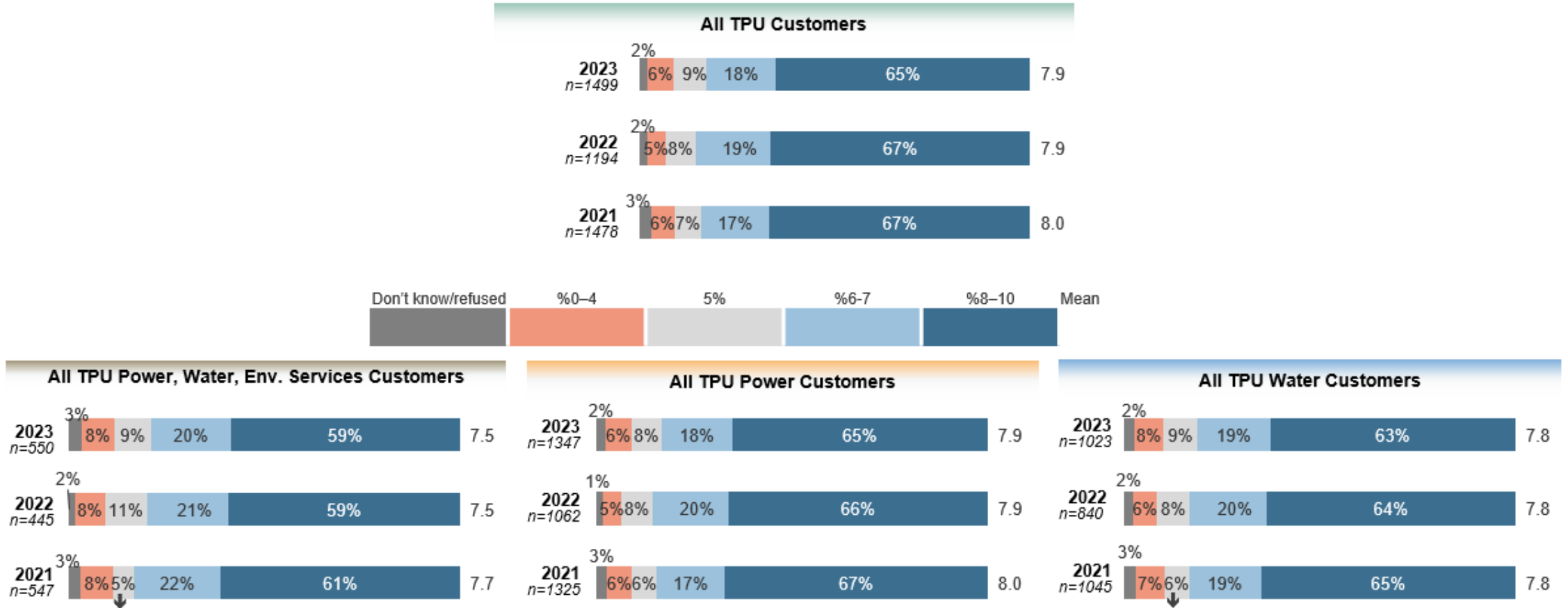
Overall Satisfaction



Q2. Overall, how satisfied or dissatisfied are you with Tacoma Public Utilities as a provider of services in your area in general, and not necessarily just those of which you are a current customer or user?

↑↓ Indicate significant differences between the current wave and previous waves.

Being an Organization You Can Trust

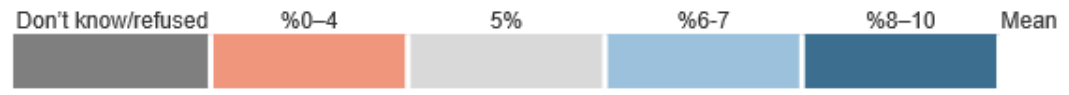
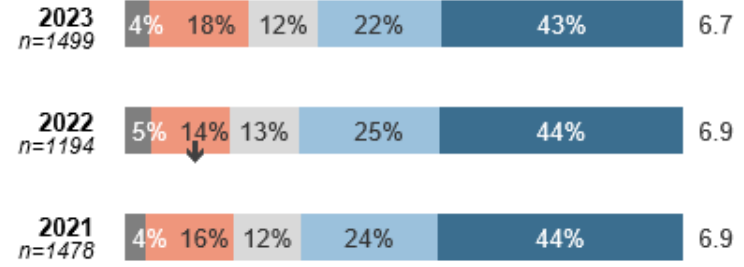


How would you rate T-P-U's performance with regard to...?
 TRUST: Being a company you can trust

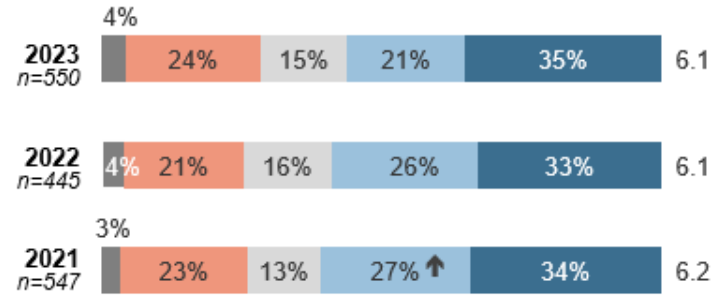
↑↓ Indicate significant differences between the current wave and previous waves.

Controlling Costs

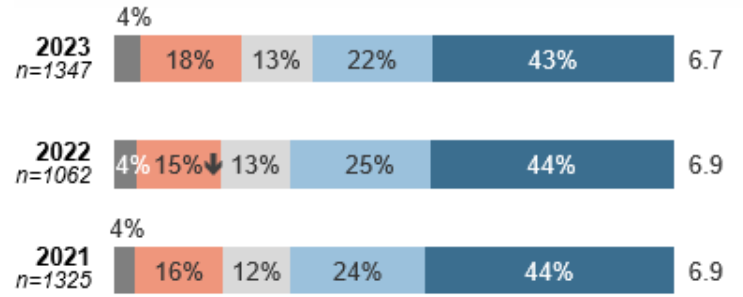
All TPU Customers



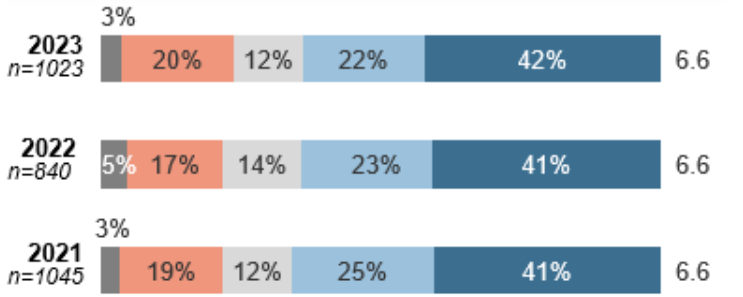
All TPU Power, Water, Env. Services Customers



All TPU Power Customers

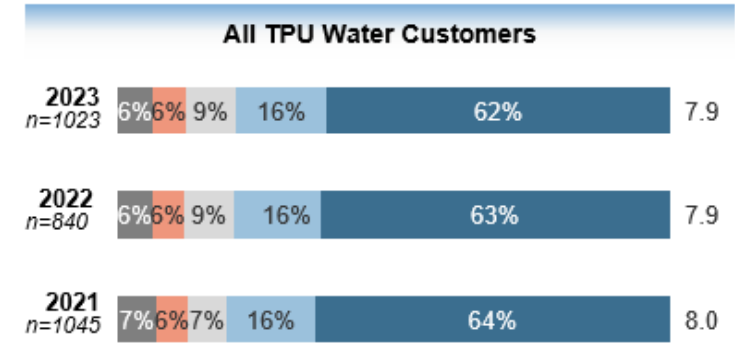
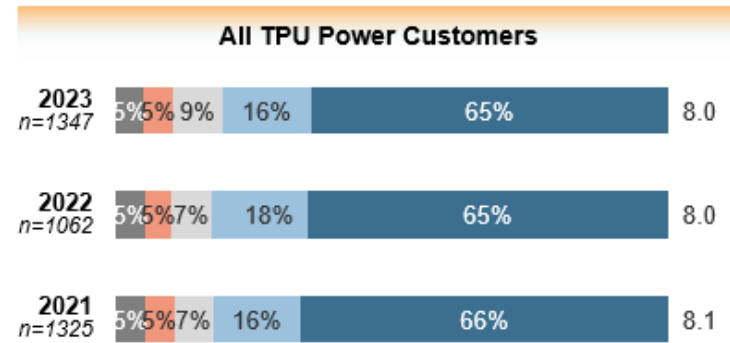
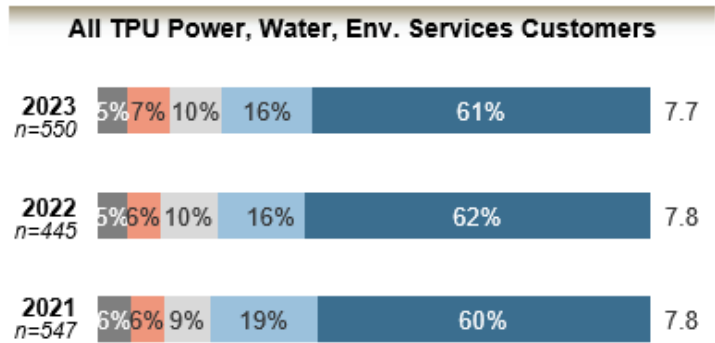
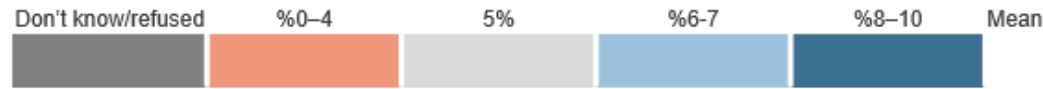
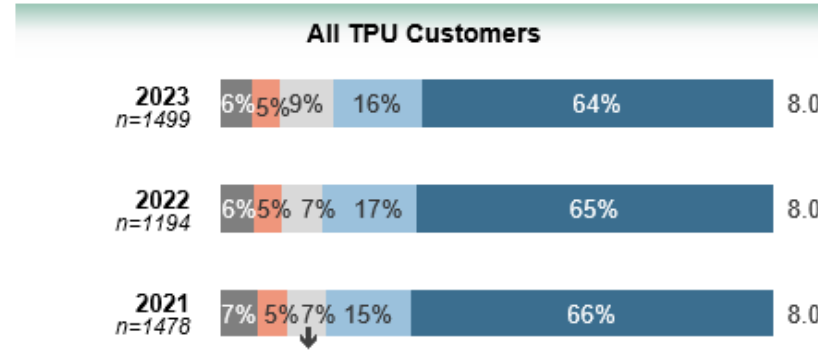


All TPU Water Customers



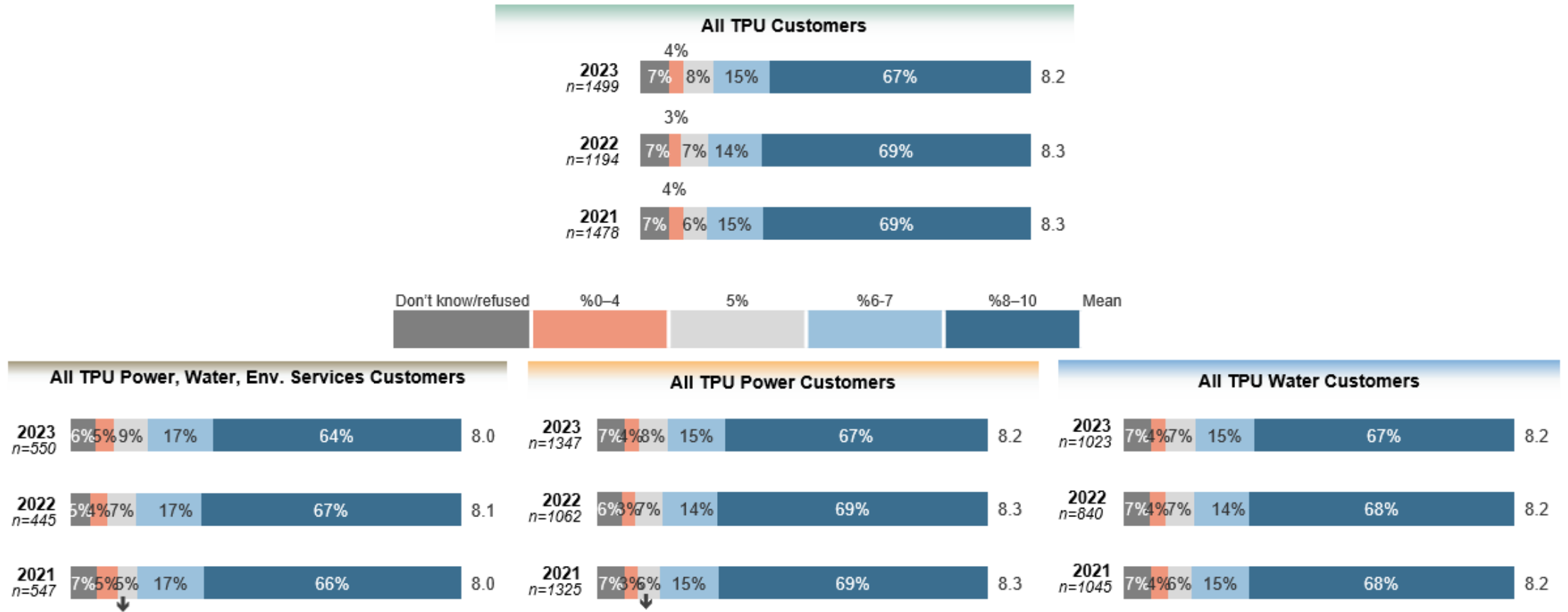
How would you rate T-P-U's performance with regard to...?
 COSTC. Controlling costs to keep rates low
 ↑↓ Indicate significant differences between the current wave and previous waves.

Promptly Fixing Customer Problems



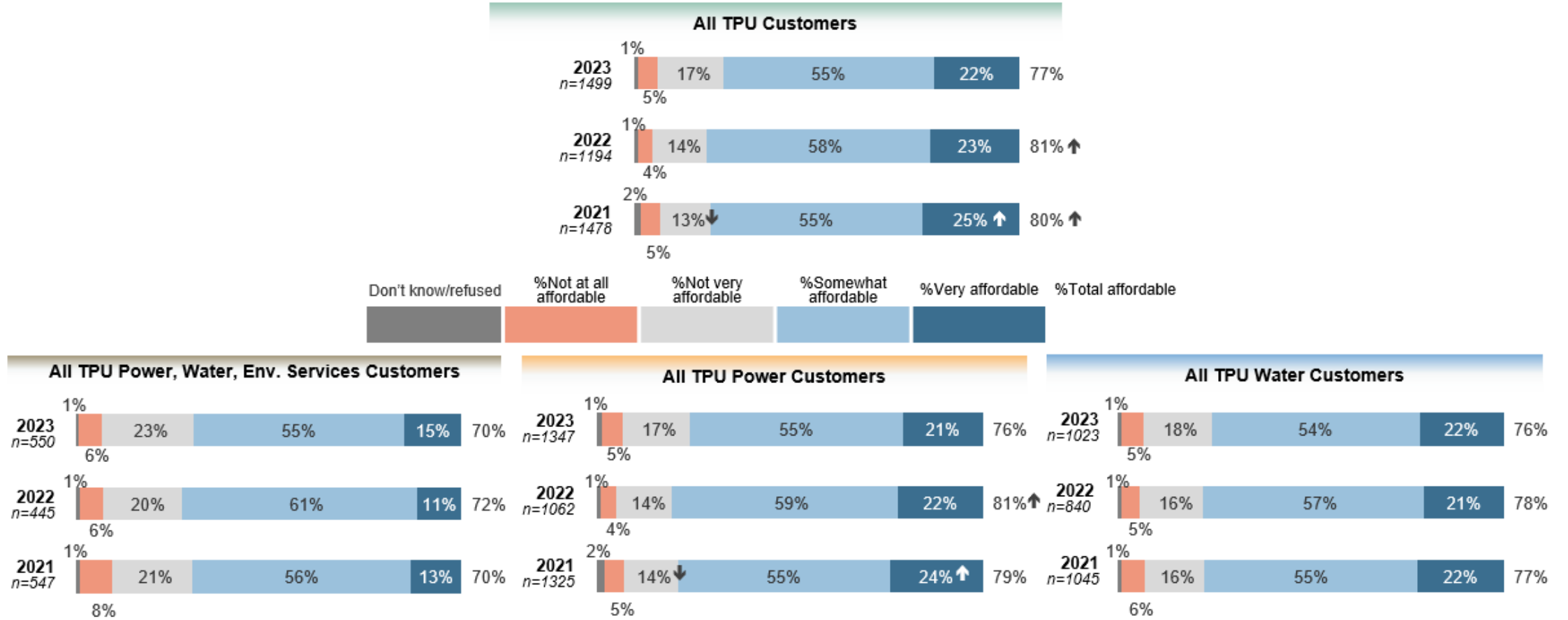
How would you rate T-P-U's performance with regard to...?
 FIXPROB. Promptly fixing customer problems
 ↑↓ Indicate significant differences between the current wave and previous waves.

Having Knowledgeable and Well-Trained Employees



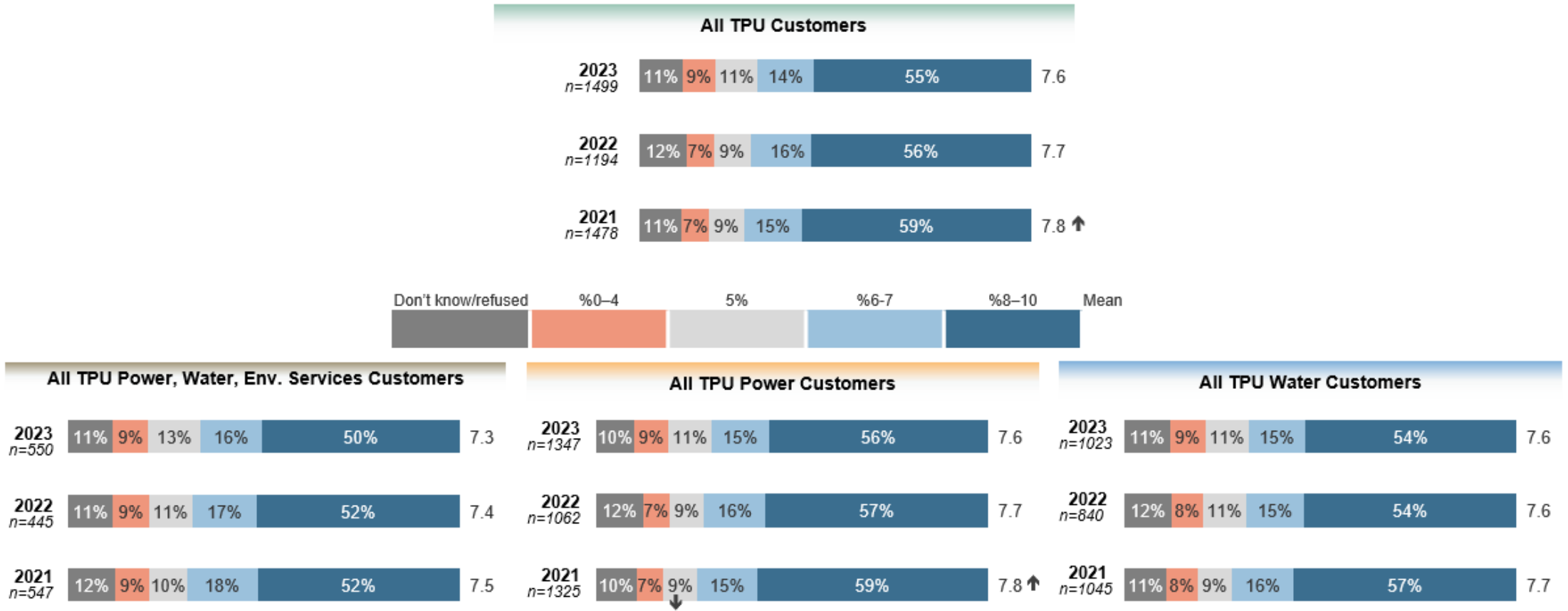
How would you rate T-P-U's performance with regard to...?
 KNOWLEDG. Having knowledgeable and well-trained employees
 ↑↓ Indicate significant differences between the current wave and previous waves.

Bill Affordability



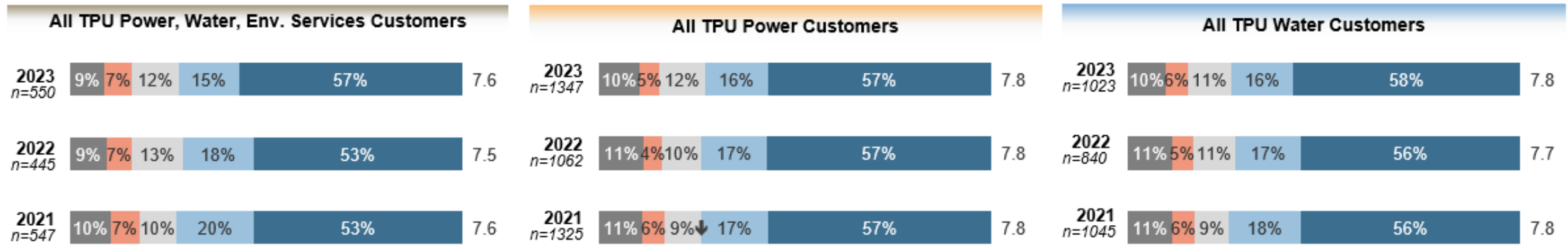
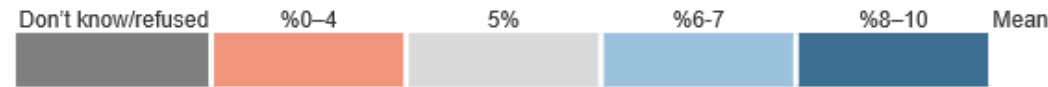
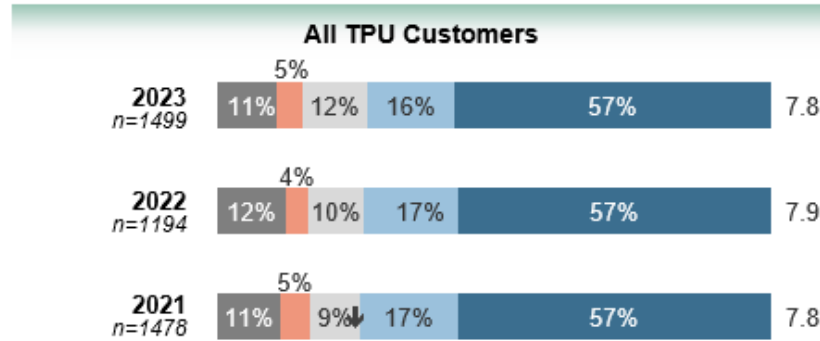
BILLAFF. Given your household's financial circumstances, would you characterize the bills you receive from T-P-U as being...?
 ↑↓ Indicate significant differences between the current wave and previous waves.

Offering Assistance to Customers in Need



*In 2020, BILLAST was changed from "Offering assistance to customers who are behind on paying their utility bills" to "Offering assistance to customers in need."
 How would you rate T-P-U's performance with regard to...?
 BILLAST: Offering assistance to customers in need
 ↑↓ Indicate significant differences between the current wave and previous waves.

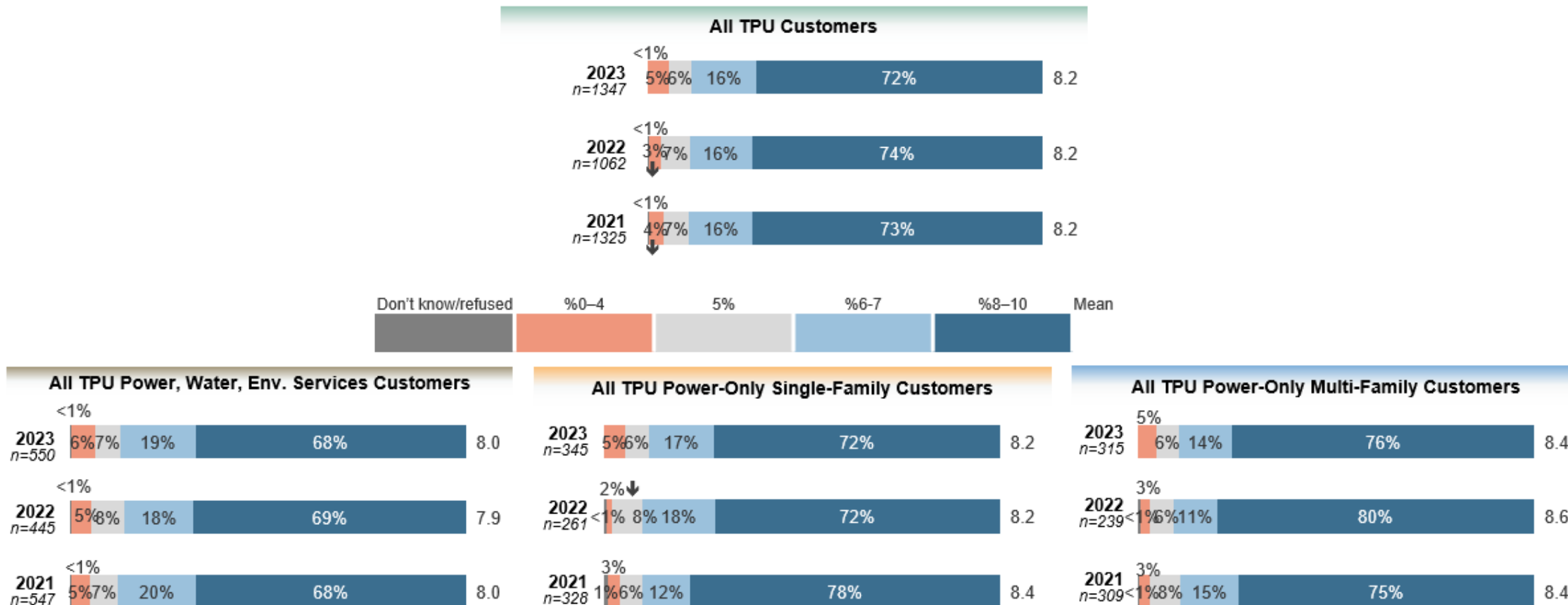
Being Environmentally Responsible



How would you rate T-P-U's performance with regard to...?
 ENVRESP. Being environmentally responsible
 ↑↓ Indicate significant differences between the current wave and previous waves.

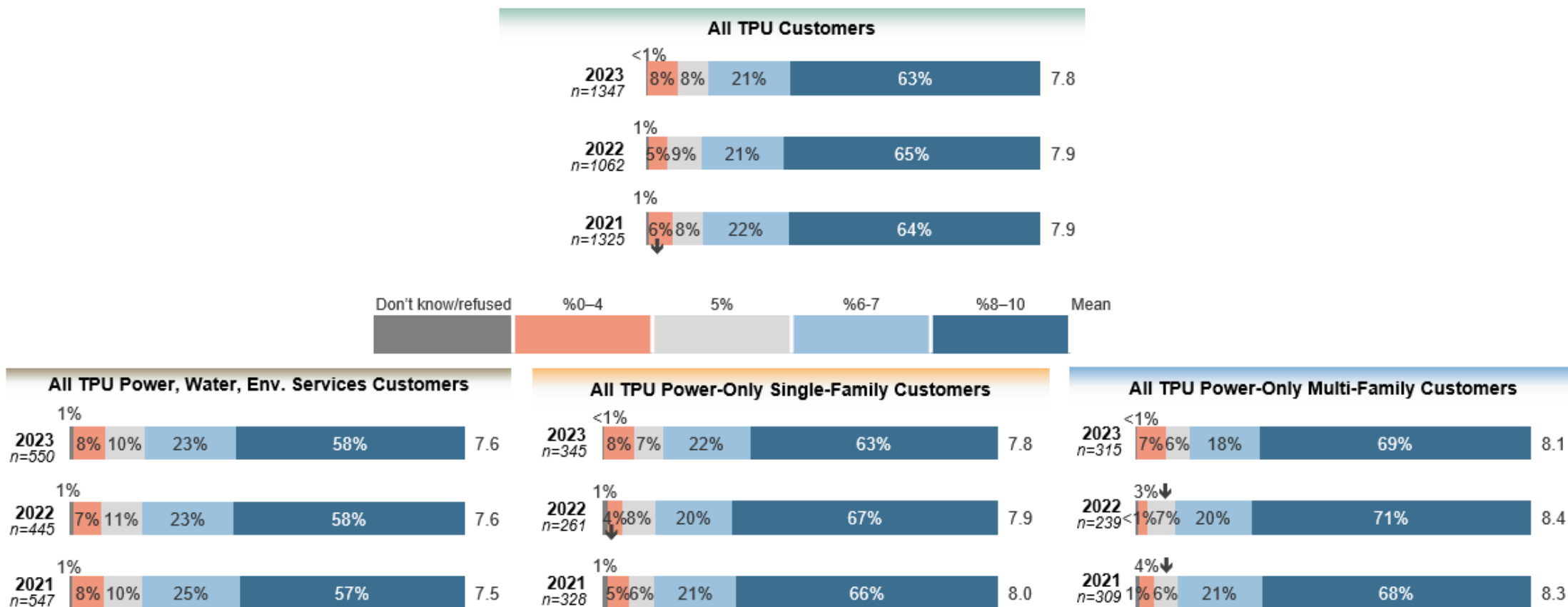
Electric Service Measures

Satisfaction with Electric Service



Q3_1 . Based on your overall experience as a customer, and using that same scale, how satisfied or dissatisfied are you with electric service provided by Tacoma Power
 ↑↓ Indicate significant differences between the current wave and previous waves.

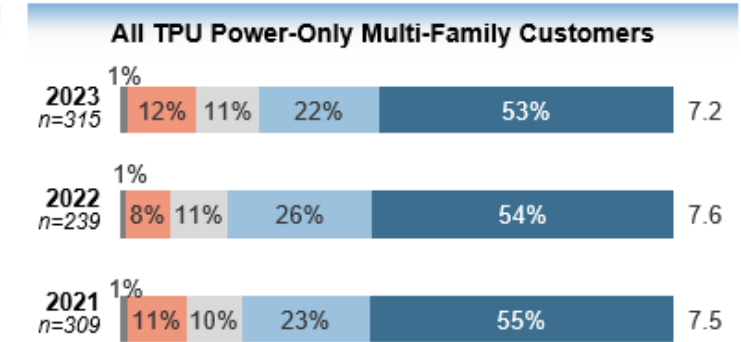
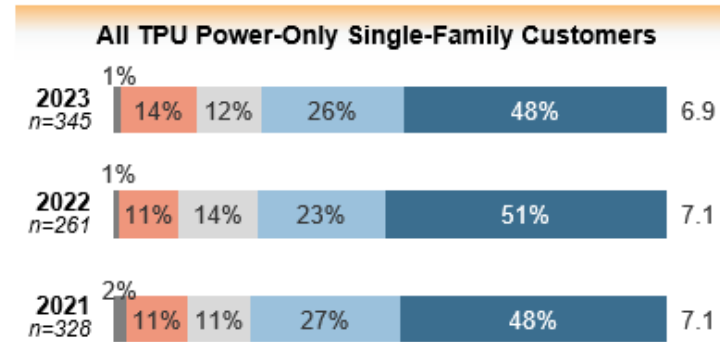
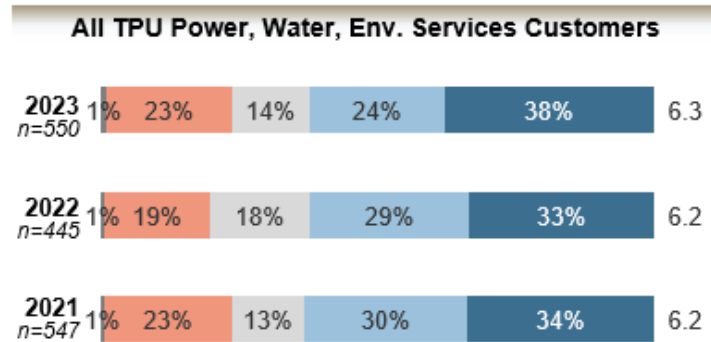
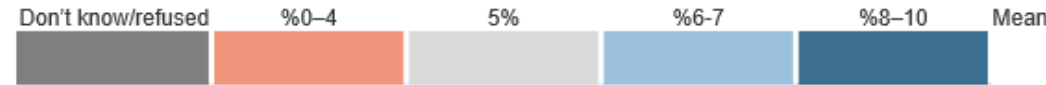
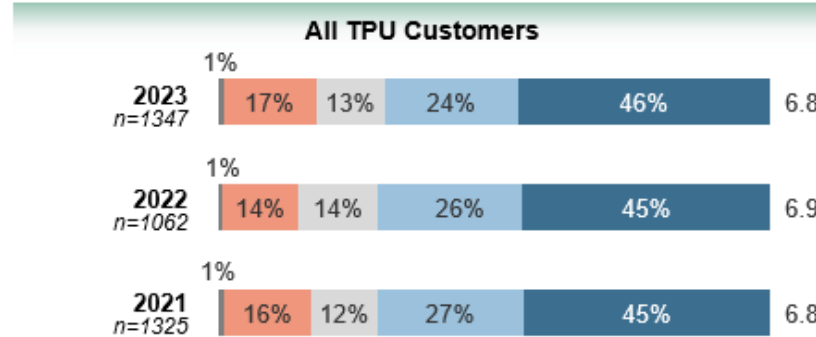
Value of Electric Service



Q12. Using the scale from a 0 to 10 scale where a 0 means you receive a very poor value and a 10 means you receive a very good value, how would you rate the value you receive from Tacoma Power in terms of the electric service you receive.

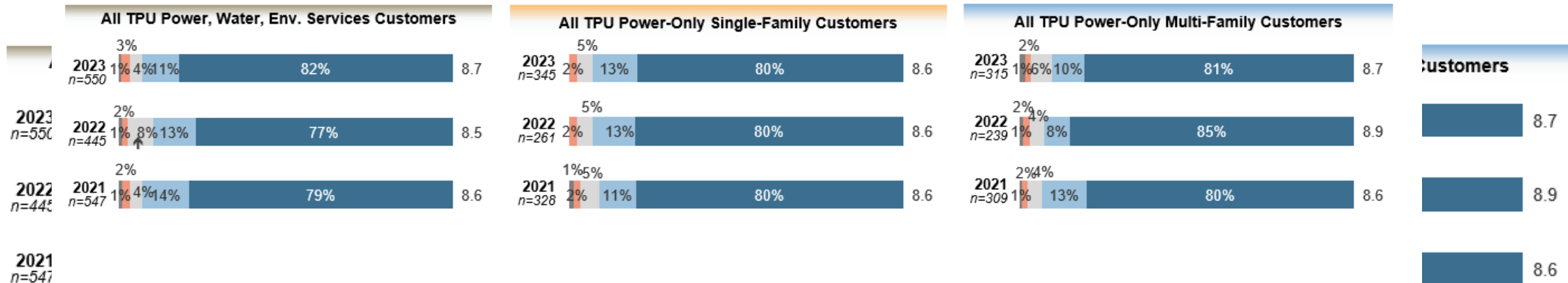
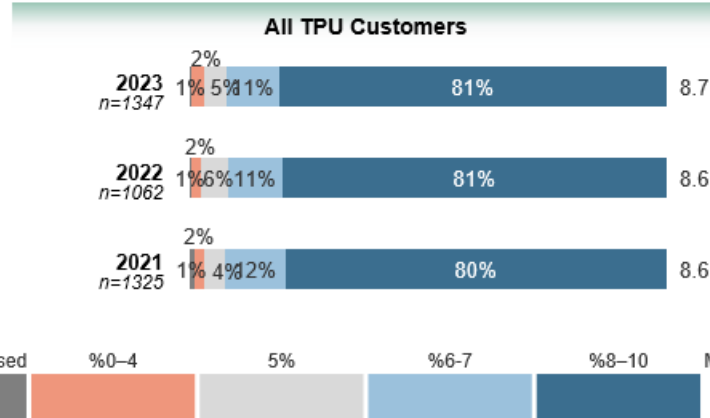
↑↓ Indicate significant differences between the current wave and previous waves.

Reasonableness of Electric Rates



RATESE. In general, to what extent do you think the rates you pay for the electric service you receive from Tacoma Power are reasonable?
 ↑↓ Indicate significant differences between the current wave and previous waves.

Providing Reliable Electric Service



How would you rate T-P-U's performance with regard to...?
 RELIABLE. Providing reliable electric service
 ↑↓ Indicate significant differences between the current wave and previous waves.

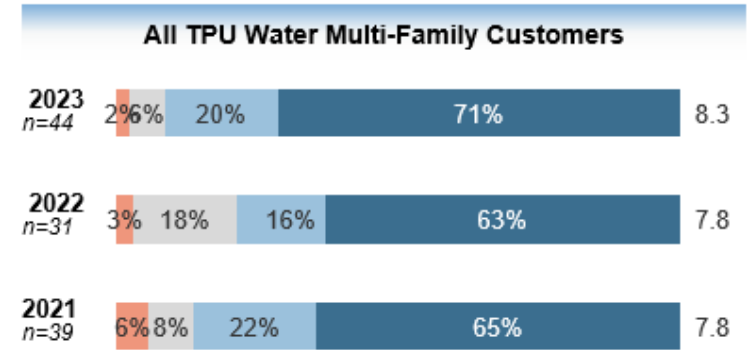
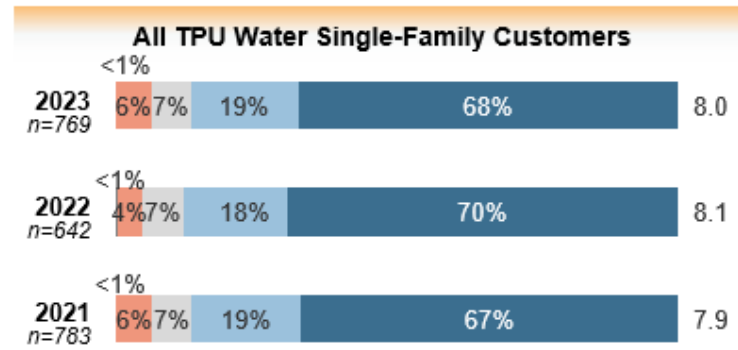
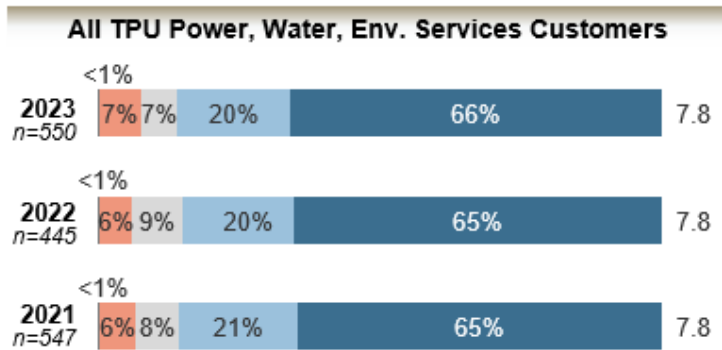
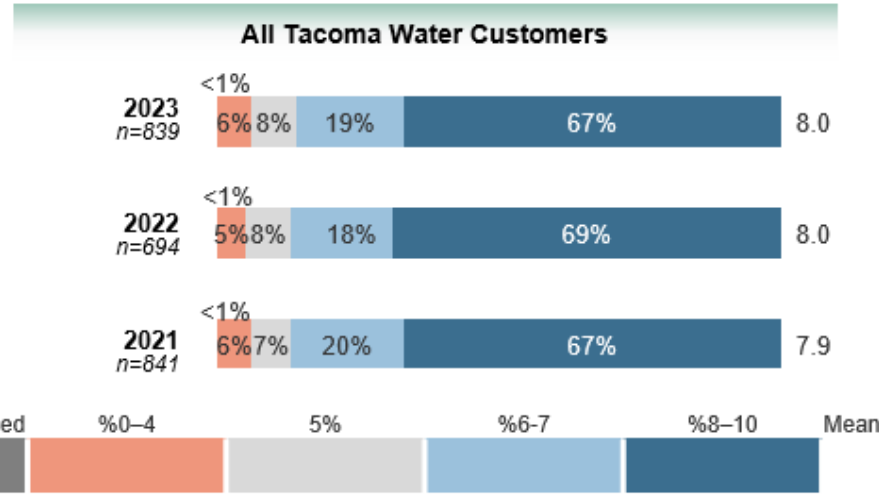
18



How would you rate T-P-U's performance with regard to...?
 RELIABLE. Providing reliable electric service
 ↑↓ Indicate significant differences between the current wave and previous waves.

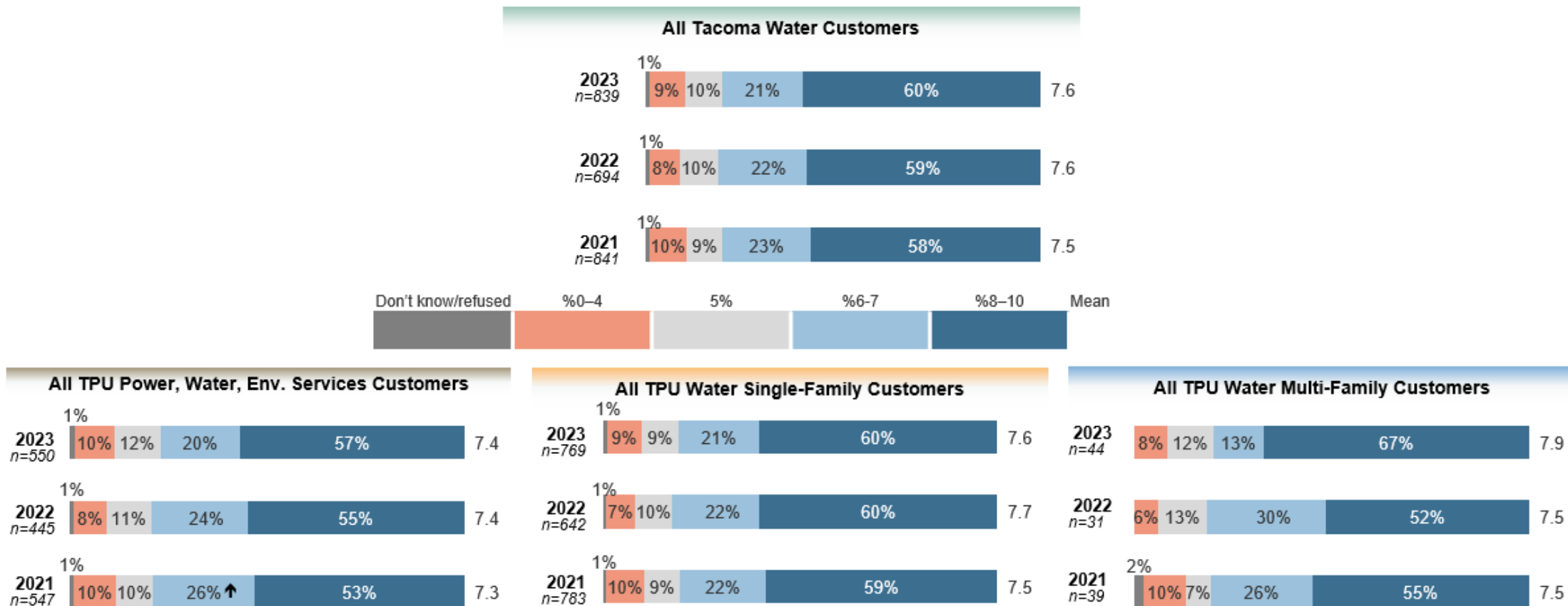
Water Service Measures

Satisfaction with Water Service



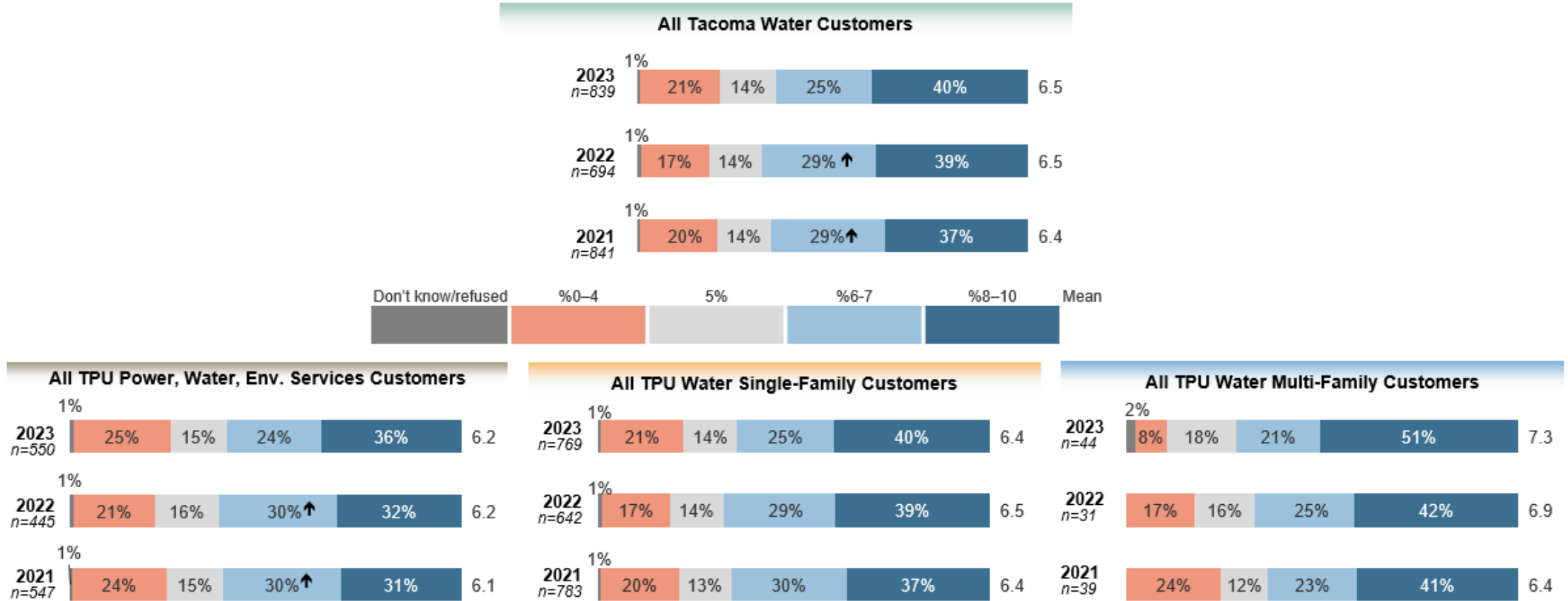
*Base size <30, interpret results with caution, ** Insufficient sample size (n<10).
 Q3_2 . Based on your overall experience as a customer, and using that same scale, how satisfied or dissatisfied are you with water service provided by Tacoma Water
 ↑↓ Indicate significant differences between the current wave and previous waves.

Value of Water Service



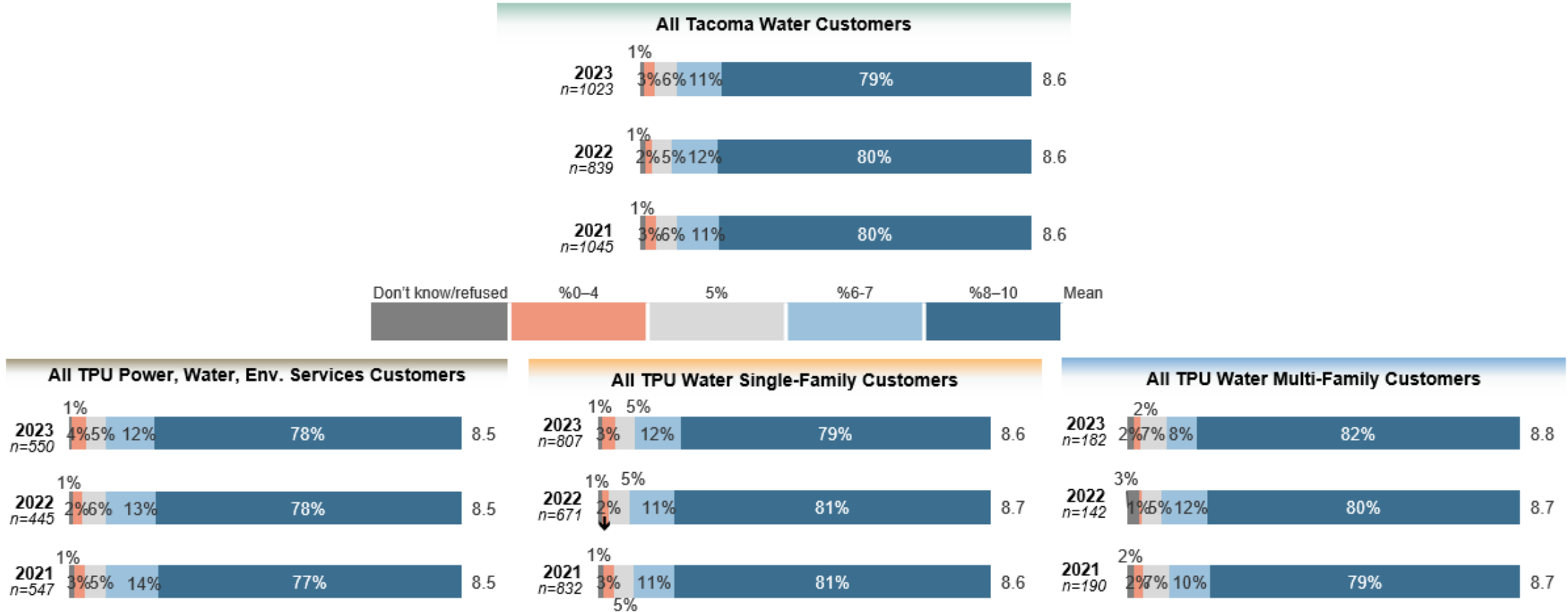
*Base size <30, interpret results with caution, ** Insufficient sample size (n<10).
 Q13. Using the scale from a 0 to 10 scale where a 0 means you receive a very poor value and a 10 means you receive a very good value, how would you rate the value you receive from Tacoma Water in terms of the water service you receive
 ↑↓ Indicate significant differences between the current wave and previous waves.

Reasonableness of Water Rates



**Base size <30, interpret results with caution, ** Insufficient sample size (n<10).
 RATESW. In general, to what extent do you think the rates you pay for the water service you receive from Tacoma Water are reasonable?
 Please answer using a scale from 0 to 10 where a 0 means you think they are extremely unreasonable and a 10 means you think they are extremely reasonable.
 ↑↓ Indicate significant differences between the current wave and previous waves.

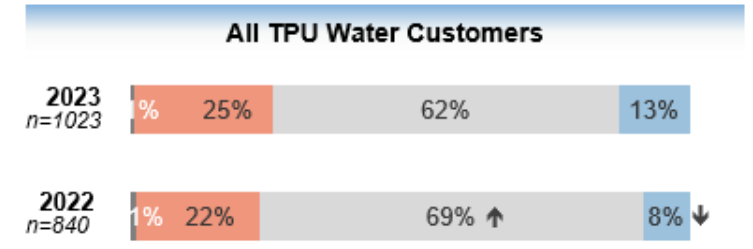
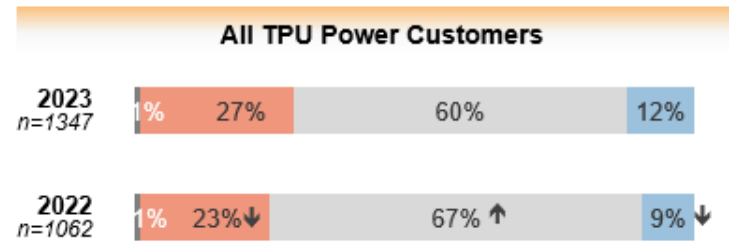
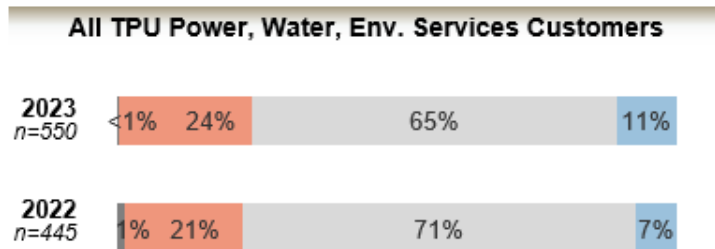
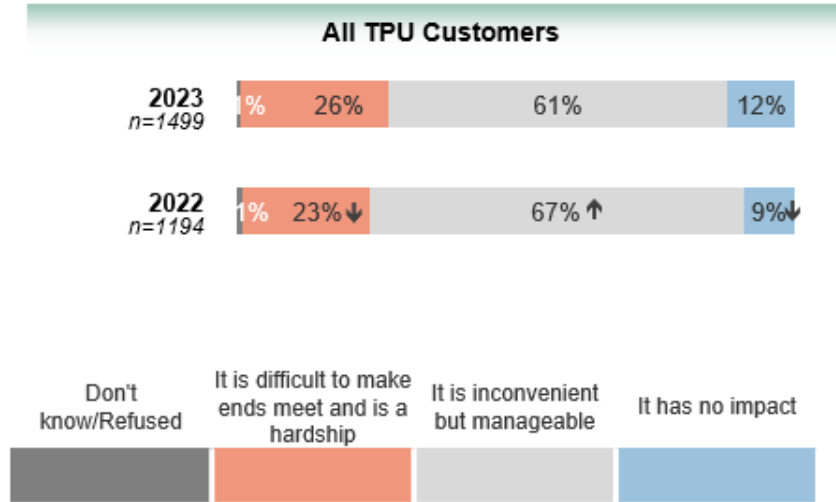
Water Service Reliability



How would you rate Tacoma Water's performance with regard to...?
 WTRREL. Overall reliability of water service
 ↑↓ Indicate significant differences between the current wave and previous waves.

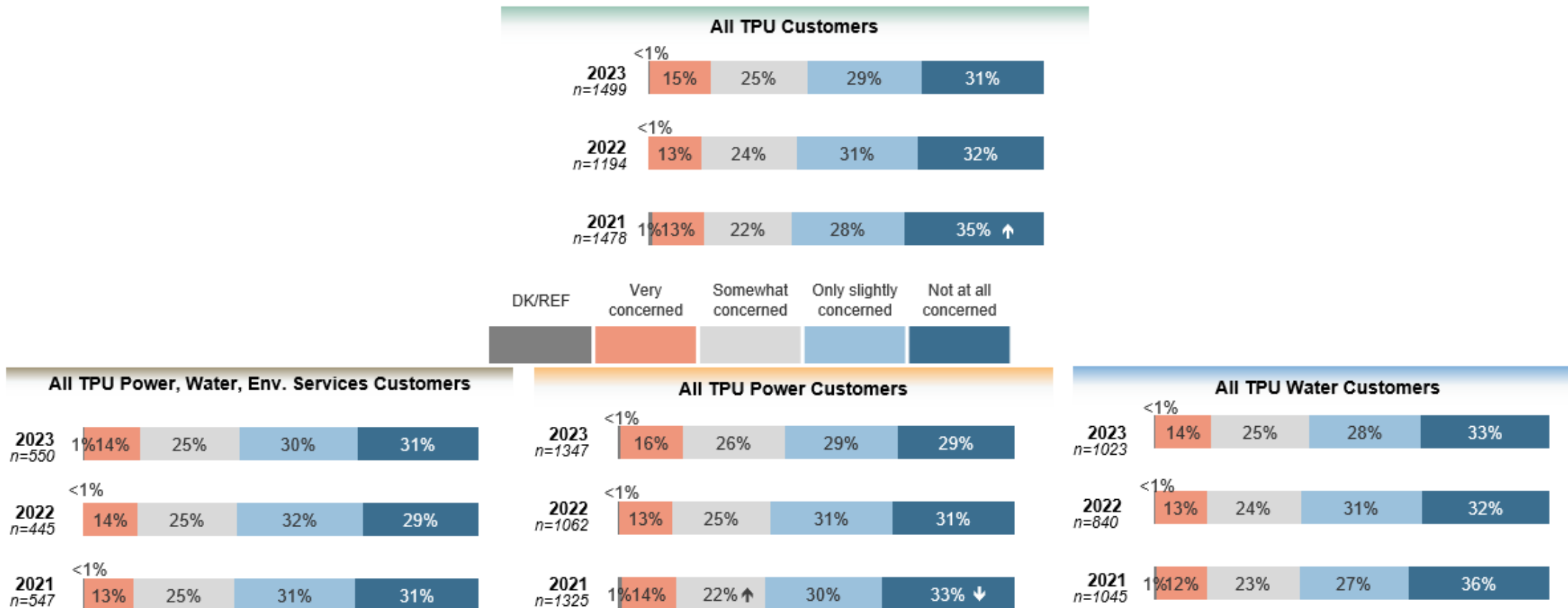
Economic & Financial Sentiment

Impact of current Economy



ECON3. How has the current economy (e.g., higher prices) impacted you and/or your family?
 ↑↓ Indicate significant differences between the current wave and previous waves.

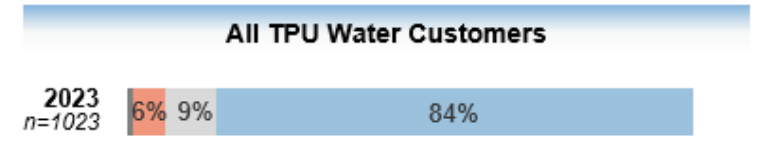
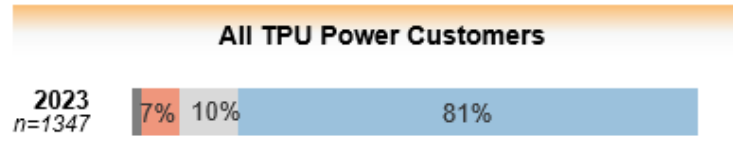
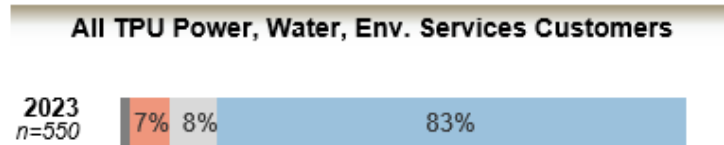
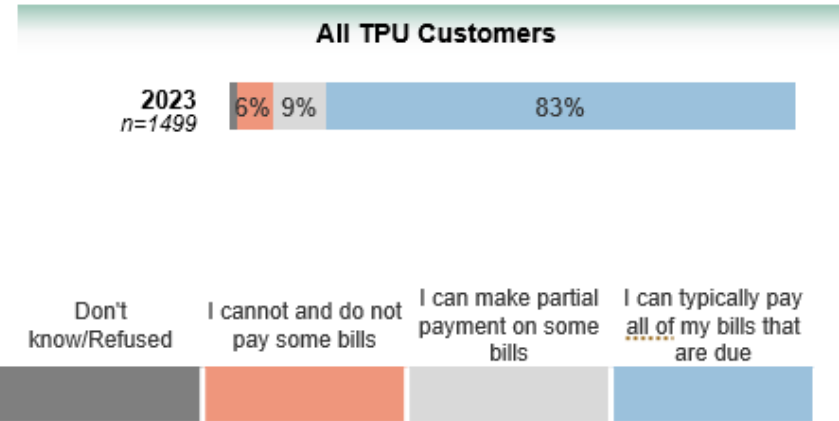
Concern of Paying Utility Bills



COV2. How concerned would you say you are about paying basic household bills like your utility bills this year?

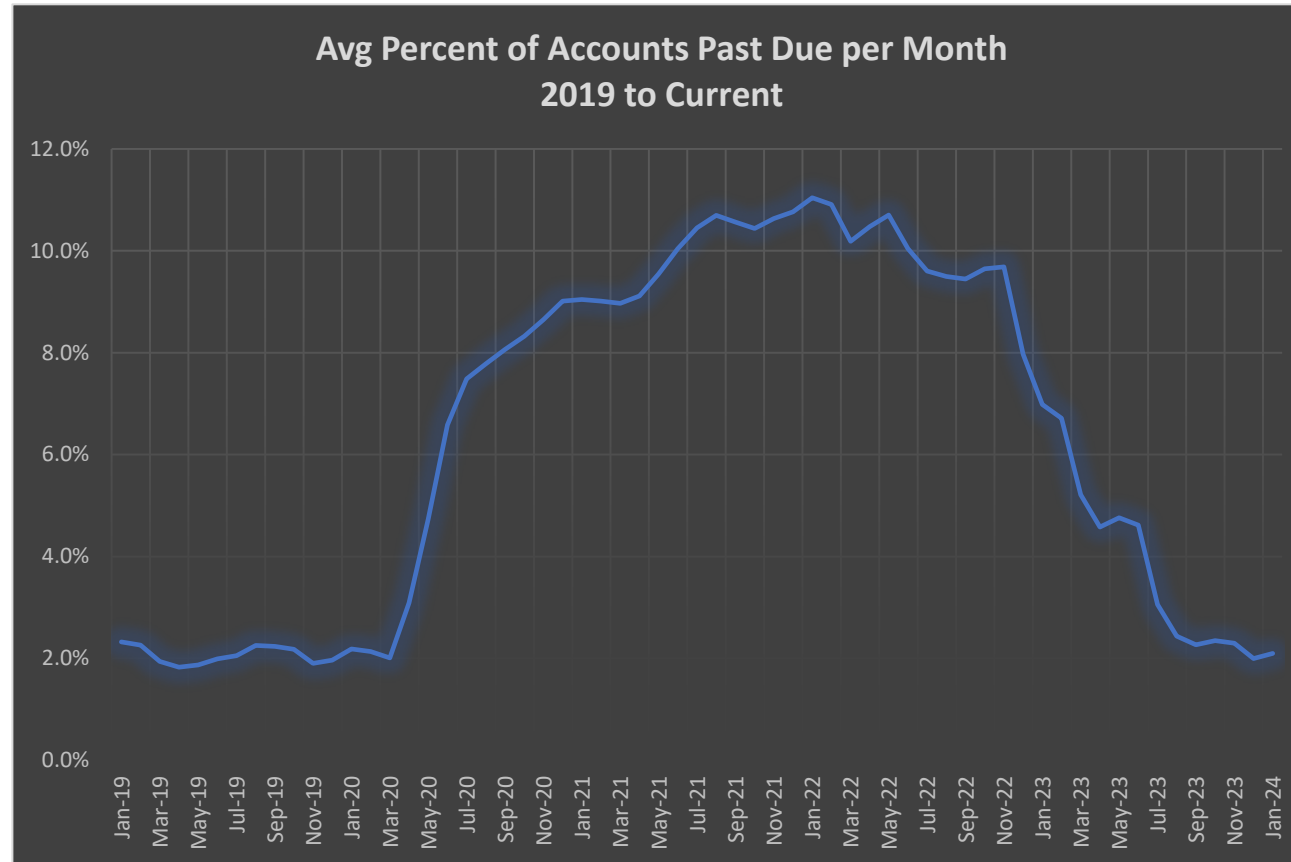
↑↓ Indicate significant differences between the current wave and previous waves.

Ability to Pay Bills



BILLS. In a typical month, which best describes your ability to pay all of your bills that are due?
 ↑↓ Indicate significant differences between the current wave and previous waves.

Past Due Accounts Trending



Benchmarking

Escalent Energy Utility Benchmarking



AEP

- AEP Ohio
- Appalachian Power
- Indiana Michigan Power (I&M)
- Kentucky Power
- PSO
- SWEPCO

AES Corporation

- AES Ohio (Dayton Power & Light)
- AES Indiana (IPALCO)

Alliant

Ameren

- Ameren Illinois
- Ameren Missouri

Arizona Public Service

Atmos Energy[^]

Austin Energy

Avista

Avangrid (Iberdrola USA)

- Central Maine Power
- New York State Electric & Gas
- Rochester Gas and Electric

Berkshire Hathaway Energy

- Mid-American Energy
- NV Energy North
- NV Energy South
- Pacific Power
- Rocky Mountain Power

Black Hills Corporation[^]

CenterPoint Energy

- CenterPoint S/MW Combined
- Vectren

Citizens Energy Group

Consumers Energy

Consolidated Edison[^]

CPS Energy

Colorado Springs Utilities

DTE Energy

Dominion Energy

- Virginia
- **North Carolina (PSNC NC)**
- Ohio (Gas - East Ohio/WV)
- South Carolina (SCANA/SCE&G)
- West (ID/WY/UT)

Duke Energy

- Duke Carolinas
- Duke Progress
- Duke Midwest
- Duke Florida

Duquesne Light

El Paso Electric

Energy[^]

Exelon

- Baltimore Gas & Electric
- ComEd
- PECO
- Delmarva Power
- Atlantic City Electric
- Potomac Electric Power

Eversource Energy (NEU)

- Connecticut Light & Power
- NSTAR
- Public Service of New Hampshire

Energ

- Kansas City Power & Light
- Westar Energy

First Energy

- Ohio Edison
- The Illuminating Company
- Toledo Edison
- Met-Ed
- Penelec
- Penn Power
- West Penn Power
- Jersey Central Power & Light
- Monongahela Power
- Potomac Edison

Green Mountain Power

Hawaiian Electric[^]

Idaho Power

JEA

LA Dept. of Water & Power

Memphis Gas, Light and Water

MDU Resources

- MDU
- **Intermountain Gas**
- **Cascade Natural Gas**

(MDU, Cascade, Intermountain)

Nashville Electric Service

National Grid[^]

- NextEra Energy
- Florida Power & Light
- FPL NW FL (Gulf Power)
- **Florida City Gas**

New Jersey Natural Gas

NFG-National Fuel Gas Co.

NiSource

- NIPSCO
- Columbia Energy

NorthWestern Energy

NW Natural Gas

OGE Energy

ONE Gas[^]

OUC

OPPD

Pacific Gas & Electric

Pennsylvania Power & Light

- PPL Electric Utilities
- Louisville Gas and Electric
- Kentucky Utilities

Peoples Energy (IL)

Portland General Electric

PSE&G New Jersey

PSE&G Long Island (LIPA)

Public Service Company of New Mexico

Puget Sound Energy

Sacramento Municipal (SMUD)

Salt River Project

SCE (Edison International)

Seattle City Light

Sempra Energy

- Southern California Gas
- San Diego Gas & Electric

Southern Company

- Alabama Power
- Georgia Power
- Mississippi Power

Southern Company Gas[^]

Southwest Gas

Spire Energy (Laclede Group)[^]

Tacoma Public Utilities

Emera (Tampa Electric, excludes NM Gas and TECO Peoples Gas)

Tucson Electric Power

UGI Utilities

Unitil

Washington (D.C.) Gas

Wisconsin Energy (WE Energies)

Wisconsin Public Service (Electric Power)

Xcel Energy

- Xcel Midwest
- Xcel South
- Xcel West

[^] Interviews collected across operating companies/service areas

National Residential Benchmarking Rankings



NOTE: TPU results exclude Water-only customers.

	Mean	Rank	Quartile	Number of Utilities
Accessible By Phone During Outage	7.9	2	1	88
Value of Electric Product Delivered	7.8	31	2	99
Being A Company You Can Trust	7.9	14	1	101
Being a Good Corporate Citizen in the Communities Served	7.7	9	1	94
Reasonableness of Electric Rates	6.8	42	2	101
Helping Customers Use Energy Safely	8.0	4	1	92
Providing Reliable Service	8.7	9	1	101
Restoring Electric Service When Outages Occur	8.4	8	1	101
Being Easy To Do Business With	8.0	14	1	100
Having Friendly And Courteous Employees	8.3	7	1	93
Reliable Estimates of Power Restored	8.0	9	1	96
Promptly Fixing Customer Problems	8.0	6	1	91
Overall Satisfaction	8.2	12	1	100
Having Knowledgeable And Well-Trained Employees	8.2	9	1	95
Overall Favorability	7.8	33	2	100
Programs to Help Customers Use Energy More Efficiently	7.4	23	1	95
Having Bills That Are Easy To Understand	8.0	21	1	101
Being Well-Managed	7.6	18	1	98
Providing Accurate Bills	8.0	25	1	101