



LODI CITY COUNCIL

Carnegie Forum
305 West Pine Street, Lodi

"SHIRTSLEEVE" SESSION

Date: February 4, 2020

Time: 7:00 a.m.

*and via conference call:

1311 Midvale Road
Lodi, CA 95240
&
437 E. Elm Street
Lodi, CA 95240

For information regarding this Agenda please contact:

Pamela M. Farris
Assistant City Clerk
Telephone: (209) 333-6702

*and via conference call:

Fairmont Rehab Hospital
960 S. Fairmont Avenue
Lodi, CA 95240

Informal Informational Meeting

A. Roll Call by City Clerk

B. Topic(s)

B-1 GreatBlue Research 2019 Customer Satisfaction Survey Presentation (EU)

C. Comments by Public on Non-Agenda Items

D. Adjournment

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

Pamela M. Farris
Assistant City Clerk

All staff reports or other written documentation relating to each item of business referred to on the agenda are on file in the Office of the City Clerk, located at 221 W. Pine Street, Lodi, and are available for public inspection. If requested, the agenda shall be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. To make a request for disability-related modification or accommodation contact the City Clerk's Office as soon as possible and at least 72 hours prior to the meeting date. Language interpreter requests must be received at least 72 hours in advance of the meeting to help ensure availability. Contact Pamela M. Farris at (209) 333-6702. Solicitudes de interpretación de idiomas deben ser recibidas por lo menos con 72 horas de anticipación a la reunión para ayudar a asegurar la disponibilidad. Llame a Pamela M. Farris (209) 333-6702.



**CITY OF LODI
COUNCIL COMMUNICATION**

TM

AGENDA TITLE: GreatBlue Research 2019 Customer Satisfaction Survey Presentation
MEETING DATE: February 4, 2020
PREPARED BY: Business Development Manager

RECOMMENDED ACTION: Receive Presentation of 2019 Customer Satisfaction Survey by GreatBlue Research.

BACKGROUND INFORMATION: GreatBlue was commissioned by the City of Lodi in early 2016 to collect baseline customer satisfaction data for Lodi Electric Utility to gather an unfiltered view of customer views of the utility. The empirical data was to be used to build an understanding of customer opinions and perceptions of its hometown electric provider and to improve service areas where indicated by the data.

This data was presented to City Council in late 2016. In 2017, the contract with GreatBlue Research was extended to conduct follow-up surveys in 2019, 2021 and 2023. Based upon an evaluation of the survey results at the conclusion of each of survey year, City Council gave itself the option to determine the need to repeat the surveys.

Overall, the latest survey shows substantial improvements in customer views of the City. Of course, the survey reveals much work remains to be done to meet customer expectations. The survey does not itself reveal a reason for improved scores. However, staff has implemented a number of improvements since our last review, including a new online payment portal, kiosk-based payment portals, improved social media presence, increased counter staffing, and improved communication with key accounts. PG&E's most recent troubles with shutoffs, rate hike requests, and fires may play a role as well.

FISCAL IMPACT: Not Applicable

FUNDING AVAILABLE: Not Applicable

Astrida Trupovnieks
Business Development Manager

APPROVED: _____
Stephen Schwabauer, City Manager



2019 Customer Satisfaction Study



Report of Findings

20 November 2019
Confidential & Proprietary

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Harnessing the Power of Data to Help Clients Achieve Organizational Goals

Data to support strategic decisions to improve on products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

Talent with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

Solutions that are customized to provide a personalized approach of understanding organizational, employee, and customer needs allowing for more informed decisions.

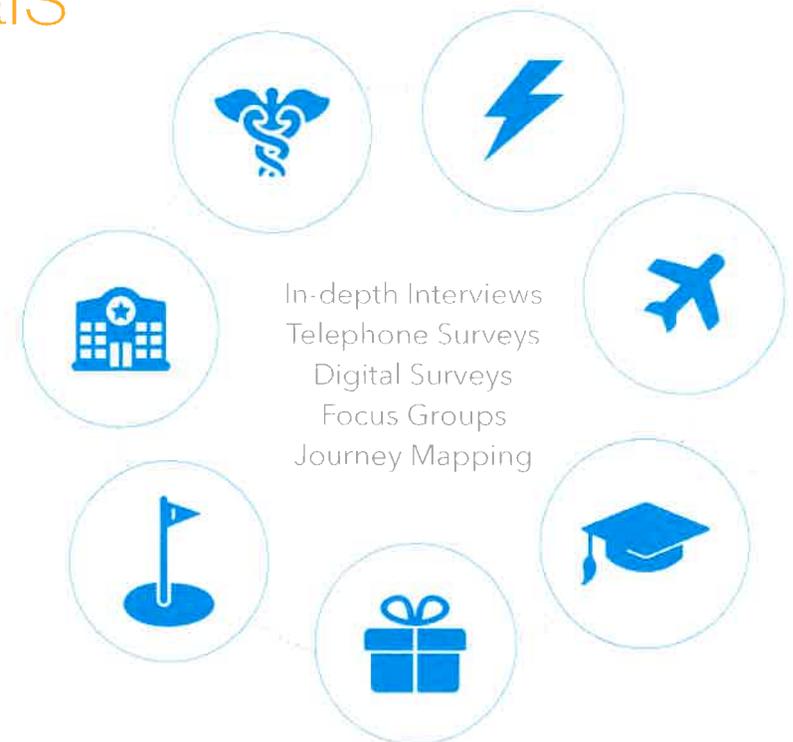


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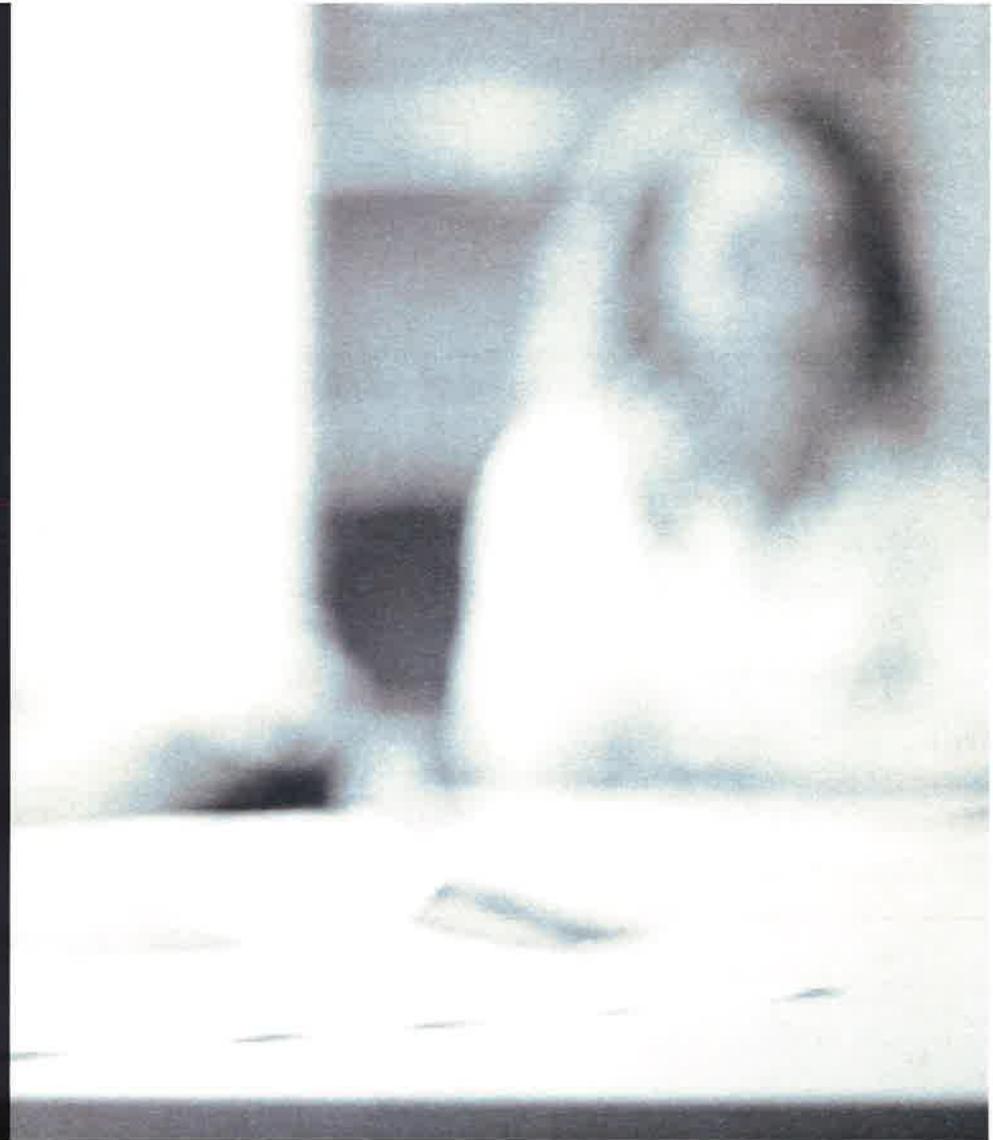
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Project Overview

- GreatBlue was commissioned by Lodi Electric Utility (hereinafter “Lodi Electric” or “Lodi”) to conduct comprehensive research among its residential and commercial customers to gain a deeper understanding into their perceptions of the utility and satisfaction with the services provided.
- The primary goals of this research study were to assess the effectiveness of Lodi’s ability to serve its customers, identify areas for improvement, and isolate areas that may increase engagement.
- In order to service these research goals, GreatBlue conducted telephone and digital surveys among a random sampling of Lodi’s residential customers. A focus group of residential customers and in-depth interviews of commercial customers were conducted to inform the subject matter of the survey and, where applicable, aid in elaborating on survey findings.
- The outcome of this research will enable Lodi personnel to a) more clearly understand, and ultimately set, customer expectations, b) act on near term opportunities for improvement and, c) create a strategic roadmap to increase customer satisfaction.



Areas of Investigation

The Lodi Electric Utility Customer Satisfaction Study leveraged a multi-mode research methodology to address the following areas of investigation:

- Perception of local utilities and area organizations
- Rating Lodi's organizational characteristics
- Satisfaction with customer service and/or field personnel
- Awareness and importance of Lodi's municipal ownership
- Satisfaction with Lodi electric bill and evaluation of Lodi's electric rates
- Preferred methods of communication
- Outage restoration satisfaction
- Interest in services and products offered by Lodi
- Demographic profile of respondents

Research Methodology Snapshot

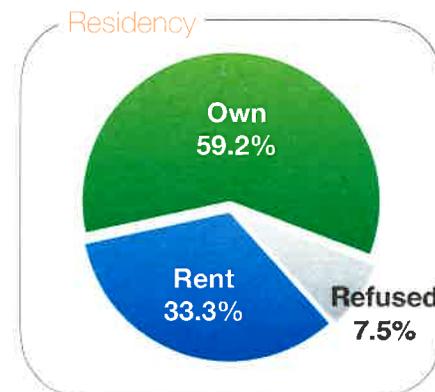
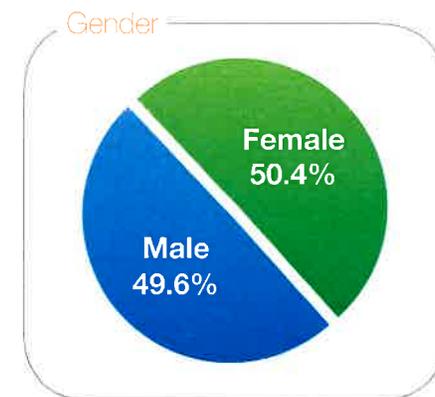
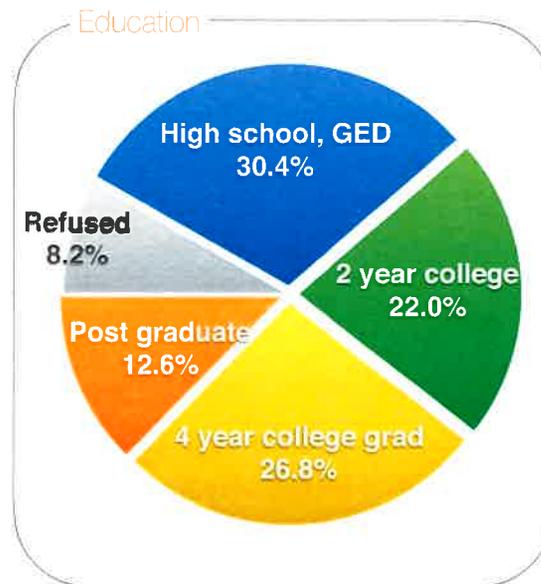
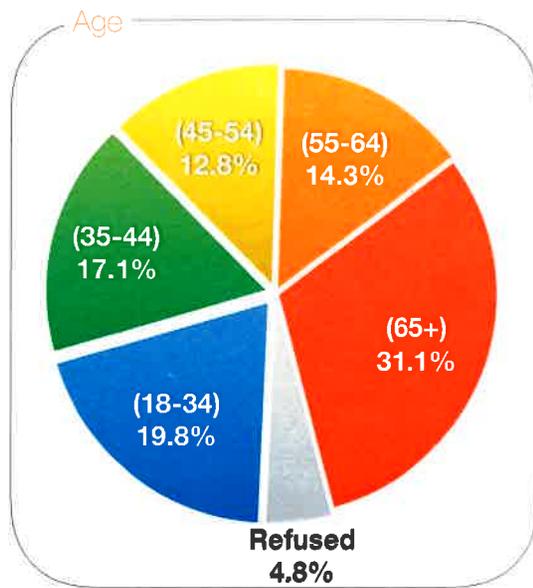
Methodology	No. of Completes	No. of Questions	Incentive	Sample
Telephone / Digital	Phone: 601 Online: 278	60*	None	Customer list
Target	Quality Assurance	Margin of Error	Confidence Level	Research Dates
Residential	Dual-level**	Phone: 3.9% Online: 5.8%	95%	October 3 - 24

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel in addition to computer-aided interviewing platform ensure the integrity of the data is accurate.

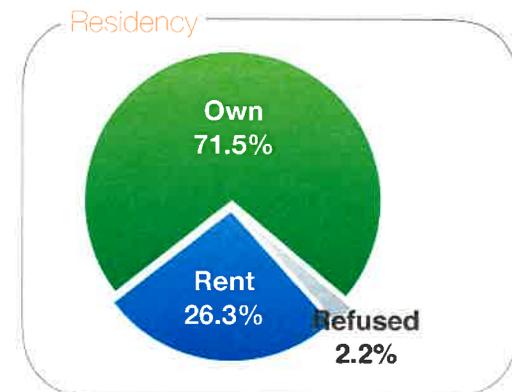
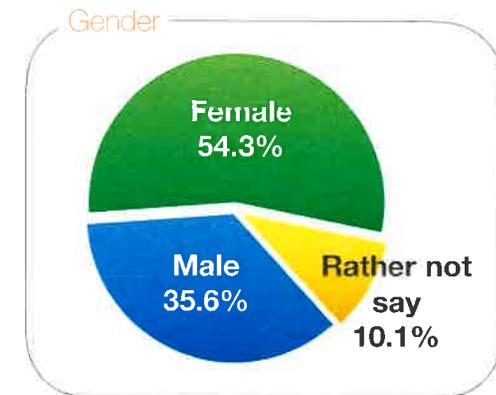
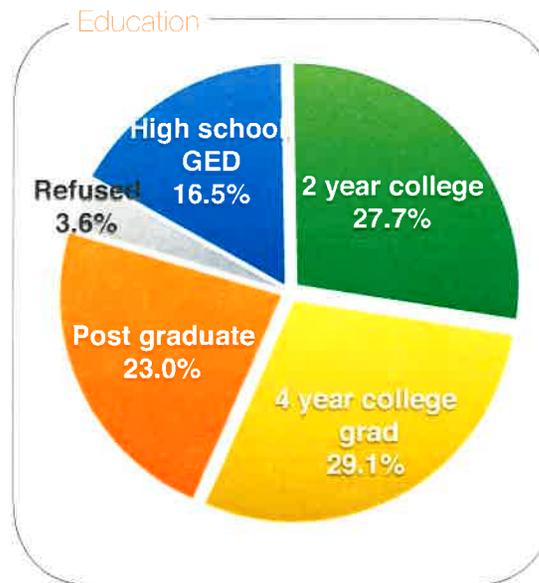
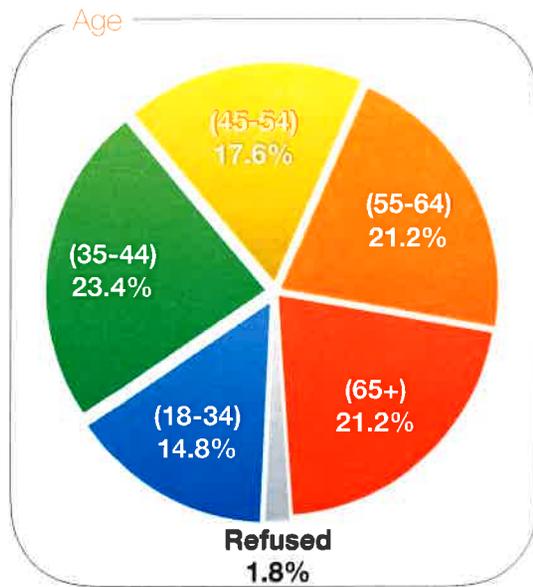
Telephone Survey Respondent Snapshot

This slide quantifies select data points to provide context for the quantitative research study. The following graphs provide an empirical view into the demographics of the survey respondents.



Digital Survey Respondent Snapshot

This slide quantifies select data points to provide context for the quantitative research study. The following graphs provide an empirical view into the demographics of the survey respondents.



Research Methodology Snapshot

Methodology

Focus Group
11 participants

Target

Residential
Customers

Length of Session

~90 minutes

Participant Incentive

\$75/participant

Discussion Moderation

GreatBlue

Sample

Customer List

Research Date

November 5

Market Areas

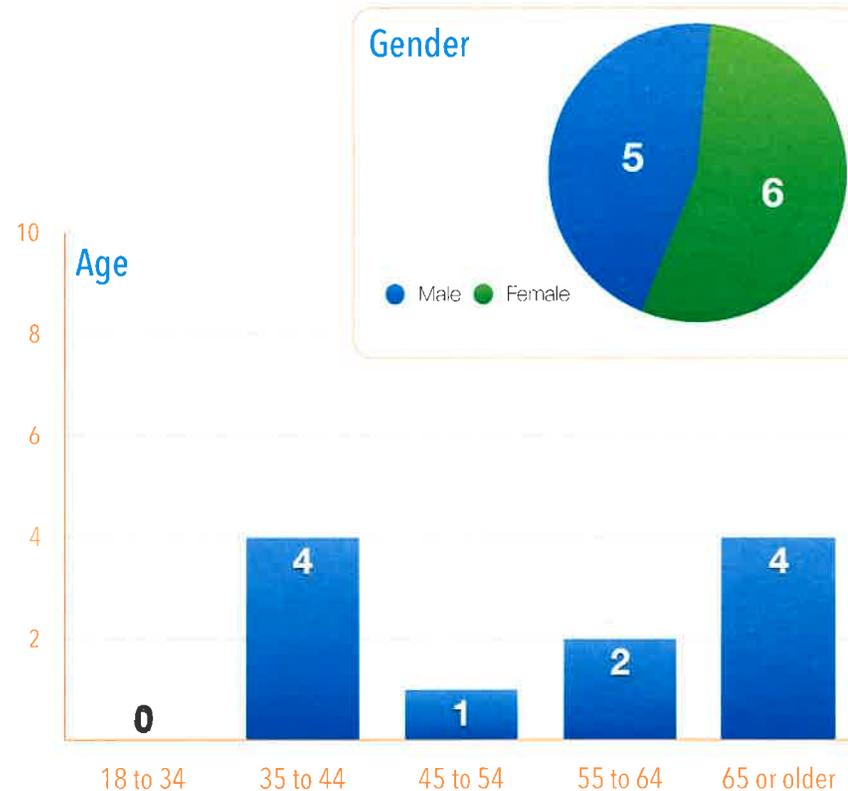
Lodi, CA

Research Methodology Snapshot

	Target	Participant Incentive	Sample	Market Areas
Methodology	Commercial Customers	\$75/participant	Customer List	
In-depth Interviews 6 interviews	Length of Interview ~25-40 minutes	Discussion Moderation GreatBlue	Research Dates November 5 - 19	Lodi, CA

Focus Group Participants: Residential Customers

This slide quantifies select data points to provide context for the qualitative research study. The following graphs provide an empirical view into the segments and demographics of the participants.



In-depth Interview Participants: Commercial Customers

This slide quantifies select data points to provide context for the qualitative research study. The following graphs provide an empirical view into the segments and demographics of the participants.

Participants...	Organization
<i>Plant Manager</i>	<i>Pacific Coast Producers</i>
<i>Plant Manager</i>	<i>Schaefer Systems International, Inc.</i>
<i>Broker</i>	<i>DGP Real Estate</i>
<i>Senior Director of Facilities</i>	<i>Adventist Health Lodi Hospital</i>
<i>VP, Operations</i>	<i>Lustre-Cal Corporation</i>
<i>Facilities Director</i>	<i>Bond Manufacturing</i>

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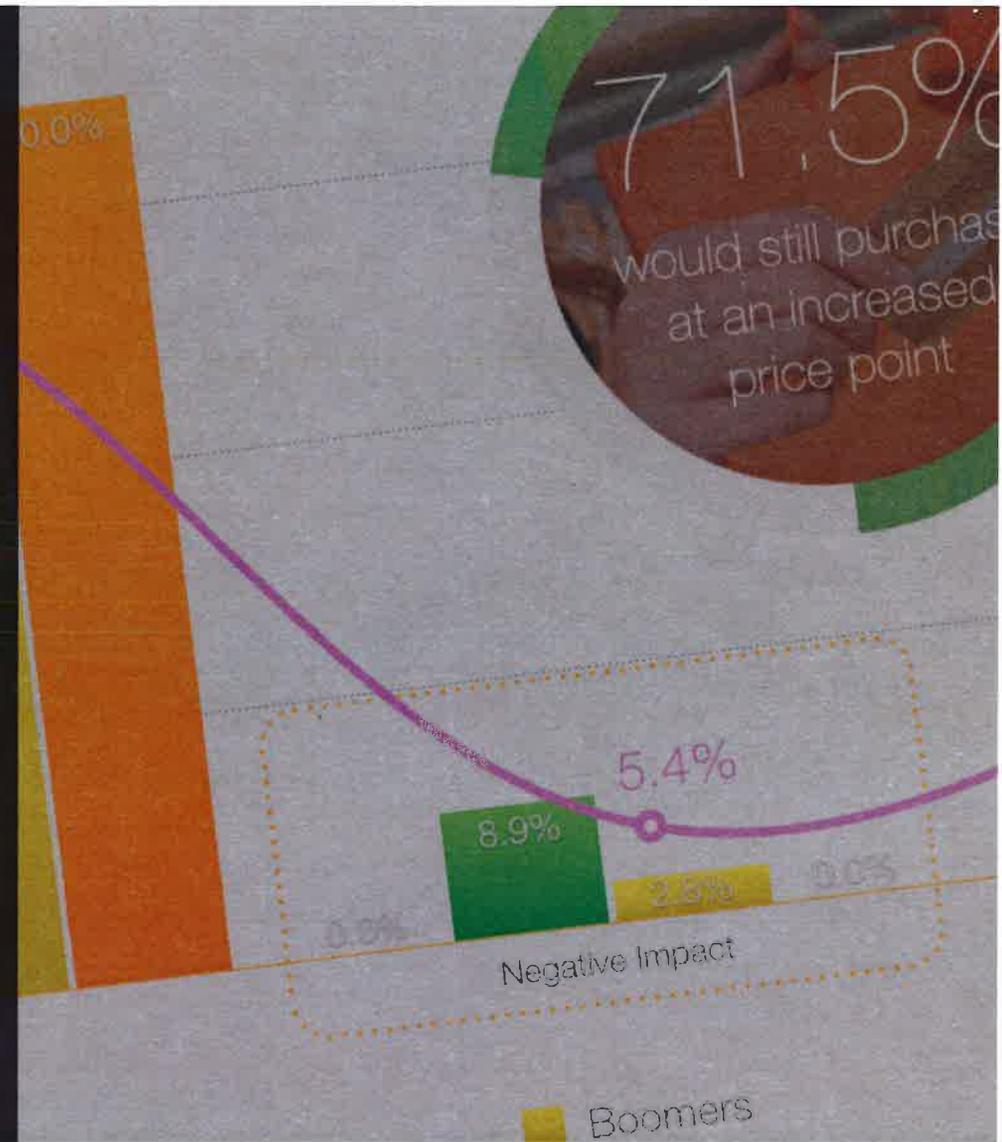
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Key Study Findings

- When compared to other utilities (gas, phone, water, cable, etc.), over three-quarters of Lodi Electric customers surveyed by phone in 2019 (76.9%) provided favorable ratings for the overall quality of customer service of their electric utility (50.2% in the online survey). Customers gave the highest positive ratings for their gas company (86.5% phone, 78.5% online) and phone company (83.6% phone, 72.2% online).
 - In addition, 67.5% (over 62.8% in 2016) of residential customers reported that Lodi Electric closely aligns with their perception of an ideal utility experience.
- When rated on a series of eight (8) organizational characteristics, the average positive rating among customers surveyed by phone increased in 2019 (73.7% over 62.7% in 2016). Notably, ratings for Lodi's "community involvement" (75.3% over 58.9% in 2016) and "being open and honest about company operations and policies" (73.2% over 59.0% in 2016) increased in 2019.
- Of those customers surveyed by phone who had an interaction with Lodi's office personnel, roughly three-quarters (74.4%) were either "very satisfied" or "somewhat satisfied" with the service provided by the Lodi Electric employee (compared to 49.2% of customers surveyed online).
 - Satisfaction with Lodi's customer service department increased to 90.3% among phone respondents (93.3% online) when the issue was resolved upon the first point of contact.
 - Focus group participants noted several issues when contacting Lodi's customer service department, including an inability to resolve their issue, unfriendly or rude representatives, and problems getting through to a representative to handle their problem.

Key Study Findings, continued

- In 2019, two-thirds of customer surveyed by phone (67.3%) noted things are “taken care of the first time” when they contact Lodi Electric (compared to 22.7% in the online survey).
- Customers whose issues were resolved the first time they contacted Lodi provided a higher average positive rating for all organizational characteristics (83.7% phone, 72.0% online) than customers who required multiple contacts to resolve their issue.
- Over three-quarters of customers surveyed by phone (80.6%) were either “very satisfied” or “somewhat satisfied” with the field representative that visited their home (54.6% in the online survey). Top reasons phone respondents required a visit were for a “service problem” (29.0%) or an “energy audit” (19.4%).
- There was an increase in customers surveyed by phone who noted Lodi meets their expectations either “all of the time” or “most of the time” (76.4% over 69.5% in 2016).
 - Top expectations of residential phone respondents included “low rates / affordable service” (70.2%), “uninterrupted / reliable service” (52.1%) and “good customer service” (51.9%).
- Three-fifths of customers surveyed by phone (59.6%) were aware Lodi is a “Publicly Owned Municipal Utility” (compared to 51.8% in the online survey). When rating the importance of several characteristics of municipal utilities, customers prioritized “quick turnaround times when responding to outages” (90.0% phone, 82.4% online) and “staying on top of maintenance and keeping up with investments in infrastructure” (89.2% phone, 84.1% online).

Key Study Findings, continued

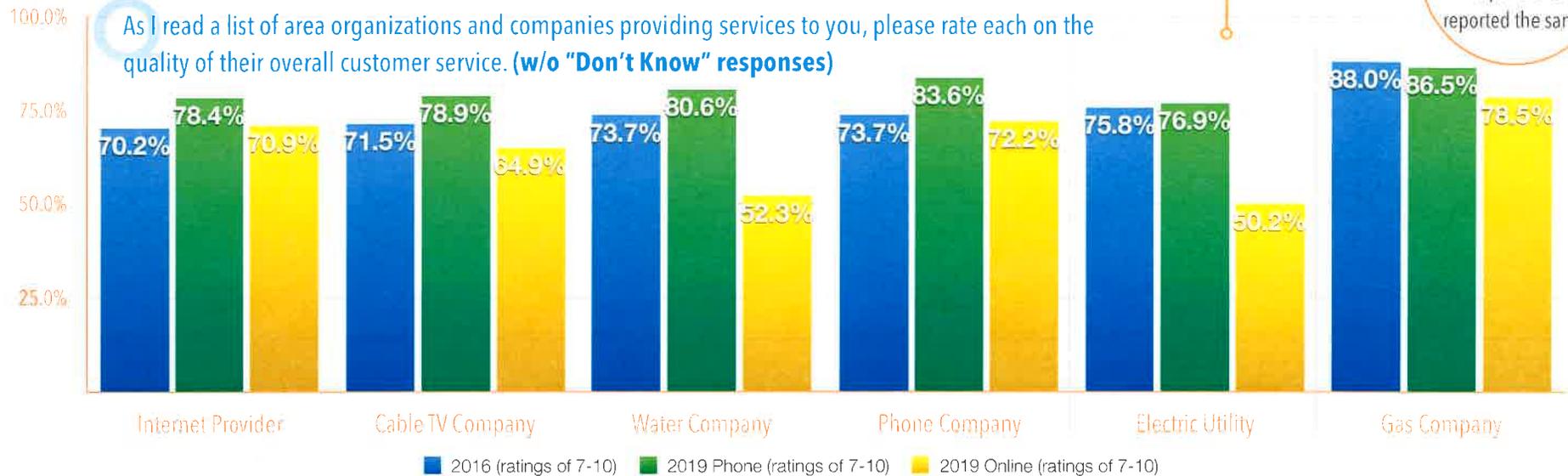
- An increased rate of customers surveyed by phone in 2019 noted “Lodi Electric charges are easy to understand” (84.4% over 79.8% in 2016). More phone respondents also rated Lodi’s energy assistance programs for low income customers (82.1% over 66.6% in 2016) and medical discount program (85.3% over 64.8% in 2016) as adequate financial assistance programs.
- Over three-quarters of customers surveyed by phone (77.5%) are satisfied with the quality of electric service they receive for the price they pay (61.2% in the online survey). 43.8% of phone respondents find Lodi’s rates to be “higher than surrounding utilities” (56.5% in the online survey).
- Four-fifths of customers surveyed by phone (80.7%) have not experienced an outage in the past 12 months (62.6% in the online survey). Of those that did experience an outage, 83.7% of phone respondents were satisfied with the outage restoration time (85.6% in the online survey).
- Lodi scored a net positive score (*advocate + loyal + satisfied*) of 81.6% among phone respondents (55.0% in the online survey). Three-quarters of customers surveyed by phone (76.2%) have “a great deal” or “some” trust in Lodi (51.8% in the online survey).
- Both phone respondents (56.1%) and online respondents (81.7%) prefer to look for information about Lodi Electric through the company’s website or the internet.
 - 76.9% of phone respondents gave a positive rating for the “quality of information on LodiElectric.com.”

Perceptions of electric utility remain strong

Over three-quarters of customers surveyed by phone in 2019 (76.9% over 75.8% in 2016) gave positive ratings on a scale of one (1) to ten (10), where ten is the most favorable response, for the overall quality of customer service provided by their electric utility. A lower rate of customers surveyed online (50.2%) gave positive ratings for their electric utility in this area. Two-thirds of customers surveyed by phone (67.5%) noted Lodi closely compares to their ideal utility (38.1% in the online survey).

67.5%
Of phone respondents reported Lodi compares closely to their ideal utility

38.1%
Of online respondents reported the same



Lodi's service + staff drive ratings

Customers surveyed by phone in 2019 provided an average positive rating of 73.7% regarding Lodi Electric's organizational characteristics (41.6% in the online survey). Customers provided the highest ratings for Lodi's ability to "maintain modern and reliable infrastructure" (81.9% phone, 44.8% online). Notable increases in positive ratings among customers surveyed by phone were recorded for Lodi's "community involvement" (+16.4 percentage points over 2016) and "being open and honest about company operations and policies" (+14.2 percentage points). Lodi scored an overall satisfaction rating of 73.6% (phone), which is higher than the overall satisfaction rating among public power customers nationwide (70.5%)*.

Item: Organizational Characteristics	2016 w/o DK	2019 Phone w/o DK	2019 Online w/o DK
Maintaining modern and reliable infrastructure	74.5	81.9	44.8
Helpful and knowledgeable staff	66.0	75.8	41.7
Community involvement	58.9	75.3	35.4
Overall satisfaction with Lodi Electric	67.0	73.6	46.0
Being open and honest about company operations and policies	59.0	73.2	35.7
Communicating with customers	64.2	71.5	46.7
Responding promptly to customers	64.9	70.1	41.6
Helping customers conserve electricity	56.0	68.1	40.6
Providing good service and value for the cost of electricity	53.6	**	**
Average positive ratings	62.7	73.7	41.6

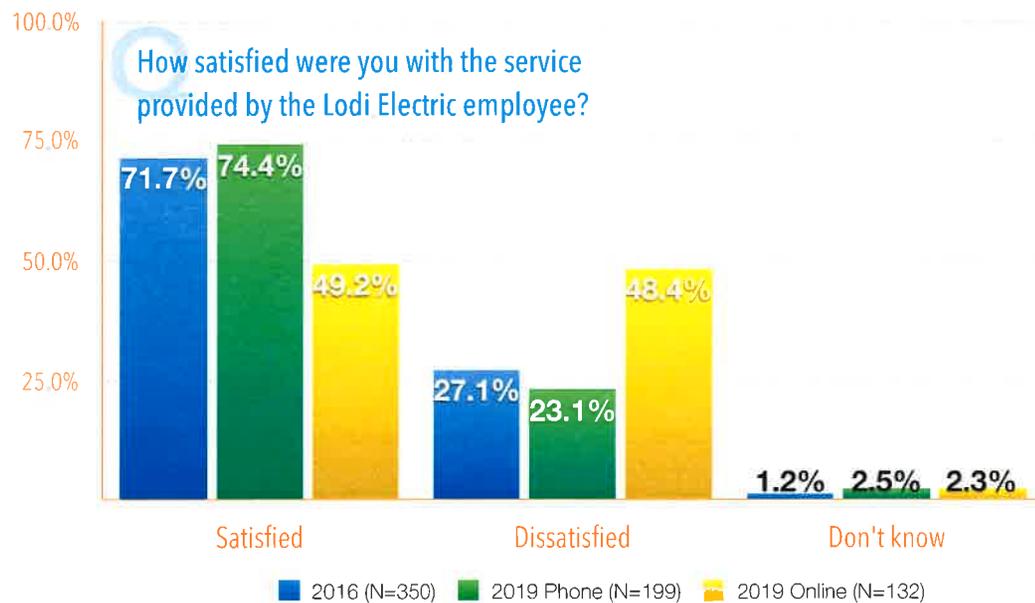
70.5%
National public power
overall satisfaction
rating*
(2018)

**Denotes question was not asked in 2019 survey instrument

*The Public Power Data Source is a tool measuring customer satisfaction ratings and perceptions of trends in the electric industry to help public power utilities benchmark themselves against other utilities and national averages.

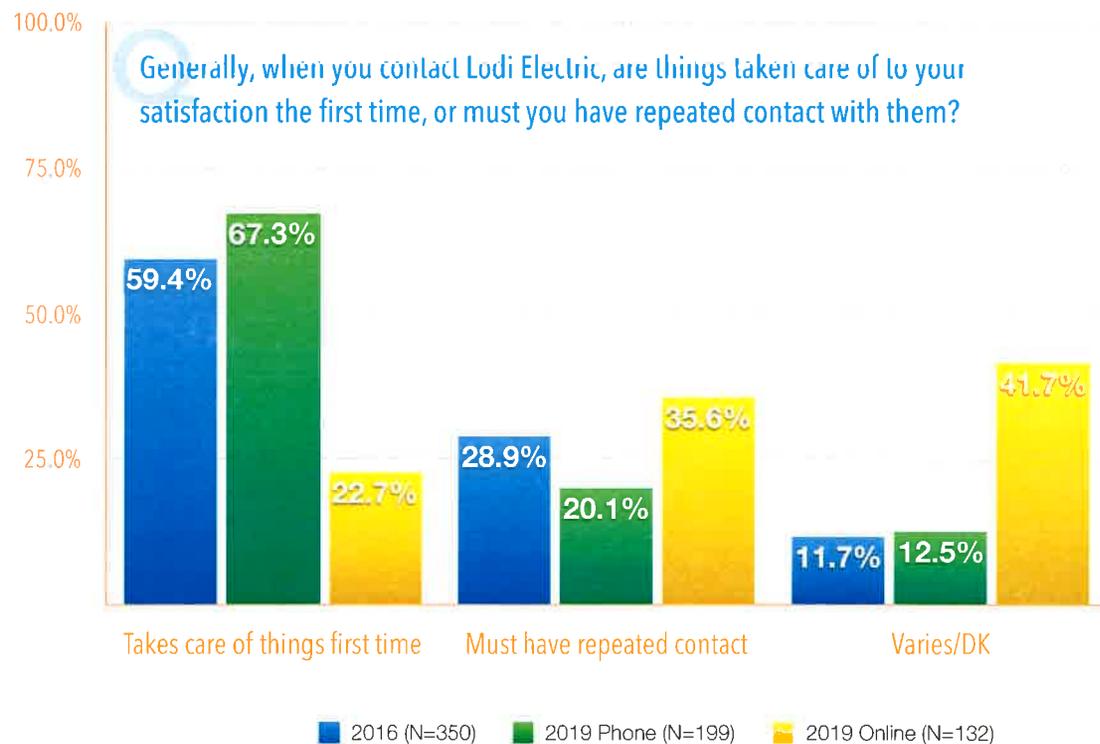
Satisfied with office personnel

Satisfaction with Lodi's office personnel increased among customers surveyed by phone in 2019 (74.4% over 71.7% in 2016). Dissatisfied phone respondents reported this stemmed from a "long wait" (23.6%), "rude / unfriendly" representatives (12.7%) and "long lines / need more employees" (12.7%). However, fewer than one-half of customers surveyed online (49.2%) were satisfied with Lodi's office personnel. Primary reasons for contacting office personnel were to "make a payment" (35.2%) and to "start / stop services" (29.6%).



Low rate of first contact resolution

Roughly two-thirds of customers surveyed by phone (67.3%) said Lodi “takes care of things the first time” when they contact Lodi Electric (22.7% in the online survey). Over nine-out-of-ten customers reported satisfaction with the service provided by the Lodi representative they contacted (90.3% phone, 93.3% online).



Customer service problematic for residents

- Detailed findings from the focus groups uncover common problems residential customers are facing when contacting Lodi's customer service department. Several customers noted an inability for Lodi office personnel to resolve their reason for contact the first time they call or visit the office. Issues with getting through to a customer service representative were mentioned in the group, as well as an indifference to the customer's reason for contact. Customers also mentioned an inability for office personnel to provide an answer to their issue and being redirected elsewhere for a solution (such as City Hall).

- *"I had to call yesterday because they sent me an incorrect bill. I was on hold for over a half an hour before someone finally answered. They confirmed that the bill they sent out was wrong; not to worry. It was showing that I hadn't paid the previous month when, in fact, I have automatic withdrawal." - Resident*
- *"I didn't try to phone, I went down in person. I wanted to know how to lower my bill because it seems extraordinarily high. They don't give very much information on the bill, so I wanted an in-person explanation. The person that I was talking to is a gentleman who is very friendly; he was a little bit newer and he ended up calling a supervisor who was not nice at all. He basically told me this is how it is, there is nothing you can do about it and that I needed to go talk to City Hall." - Resident*
- *"I walk my dog in the evening when it's starting to get dark and I've called them four times to fix safety and security lights and I've also taken a note twice to City Hall and they are still not fixed which I find absolutely unbelievable." - Resident*
- *"Getting through was the first [problem]. The person on the other line didn't seem to care at all about what I was calling about." - Resident*
- *"It's impossible to get through. And, when you do, they don't know what you're talking about." - Resident*

Note: Copy in *blue italics* are quotes transcribed verbatim from the focus group session.

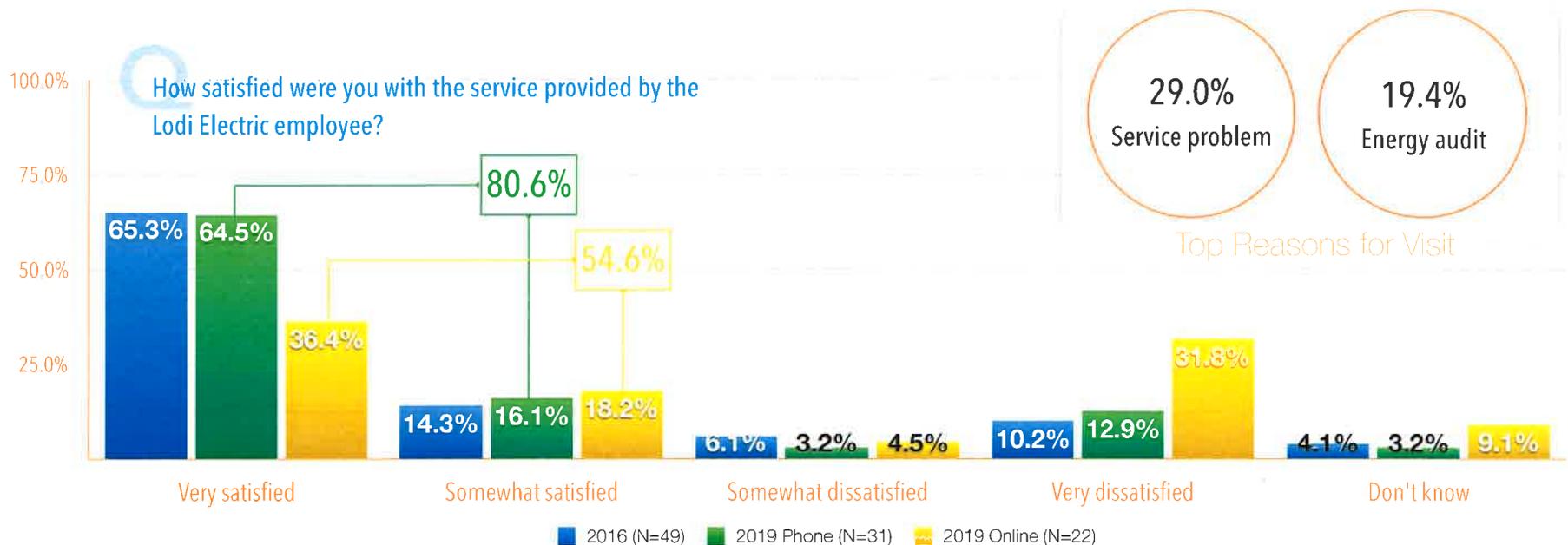
Contact resolution improves ratings

2019 customer respondents who had their issues resolved on the first contact consistently provided a higher frequency of positive ratings for the organization. Among those customers surveyed by phone whose issues were resolved upon first contact, the average positive rating increased to 83.7% (from the average positive rating of 73.7% among all phone respondents). The average positive rating among customers surveyed online increased to 72.0% (from the average positive rating of 41.6% among all online respondents) when their issues were resolved at the first point of contact.

Item: Organizational Characteristics	2016 w/o DK	2016 First-contact	2019 Phone w/o DK	2019 Phone First-contact	2019 Online w/o DK	2019 Online First-contact
Maintaining modern and reliable infrastructure	74.5	84.4	81.9	86.0	44.8	65.1
Helpful and knowledgeable staff	66.0	80.5	75.8	87.2	41.7	80.0
Community involvement	58.9	73.8	75.3	87.9	35.4	66.6
Overall satisfaction with Lodi Electric	67.0	75.2	73.6	80.8	46.0	76.7
Being open and honest about company operations and policies	59.0	67.2	73.2	86.5	35.7	68.0
Communicating with customers	64.2	72.8	71.5	83.3	46.7	77.7
Responding promptly to customers questions and complaints	64.9	73.9	70.1	79.3	41.6	80.0
Helping customers conserve electricity	56.0	59.2	68.1	78.2	40.6	61.6
Providing good service and value for the cost of electricity	53.6	63.5	*	*	*	*
Average positive ratings (7-10)	62.7	72.3	73.7	83.7	41.6	72.0

Satisfaction higher with field personnel

Customers surveyed by phone in 2019 reported higher ratings of satisfaction with field personnel (80.6%) than with office personnel (74.4%). Additionally, more customers surveyed online expressed satisfaction with their field service representative (54.6%) than their customer service representative (49.2%). The top reasons phone respondents required a field visit included a “service problem” (29.0%) or an “energy audit” (19.4%).



Commercial customers find Lodi staff helpful + easy to work with

Findings from the commercial in-depth interviews uncover strengths and weaknesses of Lodi as an organization.

Strengths noted among commercial customers include:

- ❖ Lodi representatives are *"always eager to help and are always available. They check-in with you even when you don't have an issue."* - Commercial customer
- ❖ *"Customer service is amazing."* - Commercial customer
- ❖ Lodi has a *"desire to foster a program in any way to maximize your productivity in your work space and facilities."* - Commercial customer
- ❖ *"We don't experience a lot of outages and spikes."* - Commercial customer
- ❖ Forward-thinking and innovative organization
- ❖ Lodi Electric is *"easy to work with."* - Commercial customer
- ❖ Lodi Electric provides a high quality of electric service.
 - Consistent and reliable electric service
- ❖ *"Lodi is instrumental in getting us the best electric rates they can."* - Commercial customer

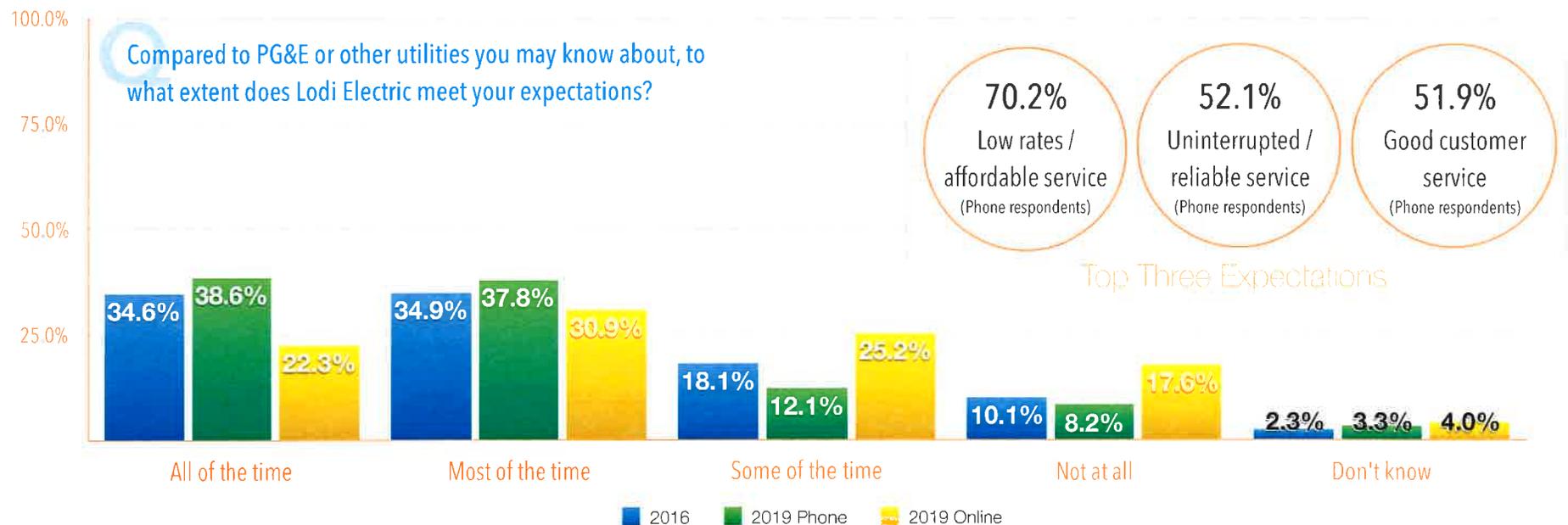
Weaknesses noted among commercial customers include:

- ❖ Lodi does not offer a lot of renewable energy options and programs for commercial customers.
 - Specifically seeking solar energy programs and offerings
 - *"Recommend creating a more accurate alternate energy platform, can explore more."* - Commercial customer
- ❖ Issues with billing in the past (a year ago)
- ❖ Rates are not competitive with surrounding utilities.
- ❖ Confusion surrounds ECA (energy cost adjustment) - would like a better understanding of how this is calculated and what this means
- ❖ Industrial infrastructure problems
- ❖ Would like the organization to overall be more visible in the community

Note: Copy in *blue italics* are quotes transcribed verbatim from the in-depth interviews.

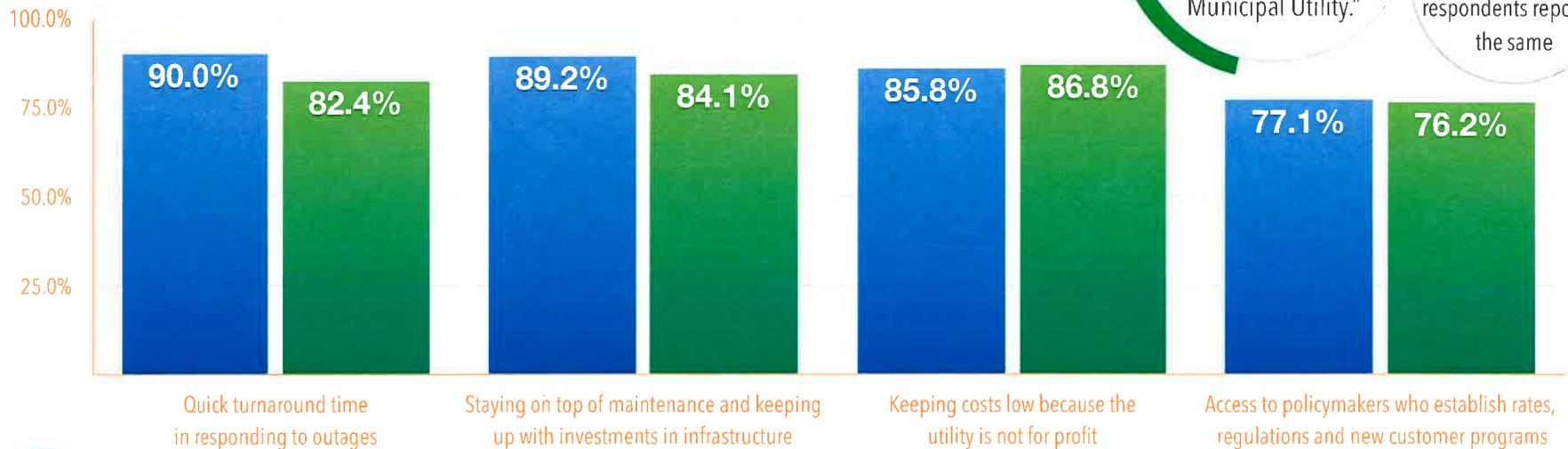
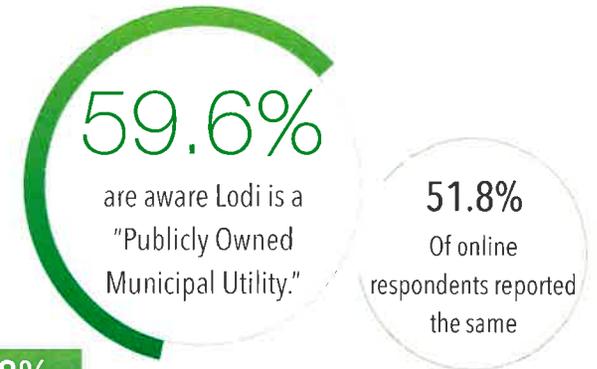
Expectations increasingly being met

In 2019, an increased frequency of customers surveyed by phone said Lodi meets their expectations “all of the time” or “most of the time” (76.4% over 69.5% in 2016), while a lower rate of customers noted the same in the online survey (53.2%). Customers surveyed by phone noted their top three expectations of Lodi are “low rates / affordable service” (70.2%), “uninterrupted / reliable service” (52.1%) and “good customer service” (51.9%).



Public ownership important to customers

Nearly three-fifths of customers surveyed by phone (59.6%) were aware Lodi is a “Publicly Owned Municipal Utility” (51.8% in the online survey). When asked to rate the importance of several characteristics of municipal utilities, customers prioritized the “quick turnaround time in responding to outages” (90.0% phone, 82.4% online) and “staying on top of maintenance and keeping up with investments in infrastructure” (89.2% phone, 84.1% online).



Please tell me how important each statement applicable to publicly-owned utilities is to you on a scale of one to ten where one (1) is “not at all important” and ten (10) is “very important.”

■ 2019 Phone (positive ratings of 7-10)
 ■ 2019 Online (positive ratings of 7-10)

Improvements in bill, discount programs

In 2019, an increased frequency of customers surveyed by phone noted “Lodi Electric charges are easy to understand” (84.4% over 79.8% in 2016) and “City of Lodi utility bills accurately detail the separate charges for electric, water, wastewater, and solid waste charges” (87.9% over 84.6% in 2016). An increased frequency of phone respondents also noted Lodi’s energy assistance programs for low and/or fixed income customers (82.1% over 66.6% in 2016) and medical discount program (85.3% over 64.8% in 2016) are adequate. Several focus group participants did note confusion surrounding navigating the charges for multiple services, and some confusion with the bill make-up in general.

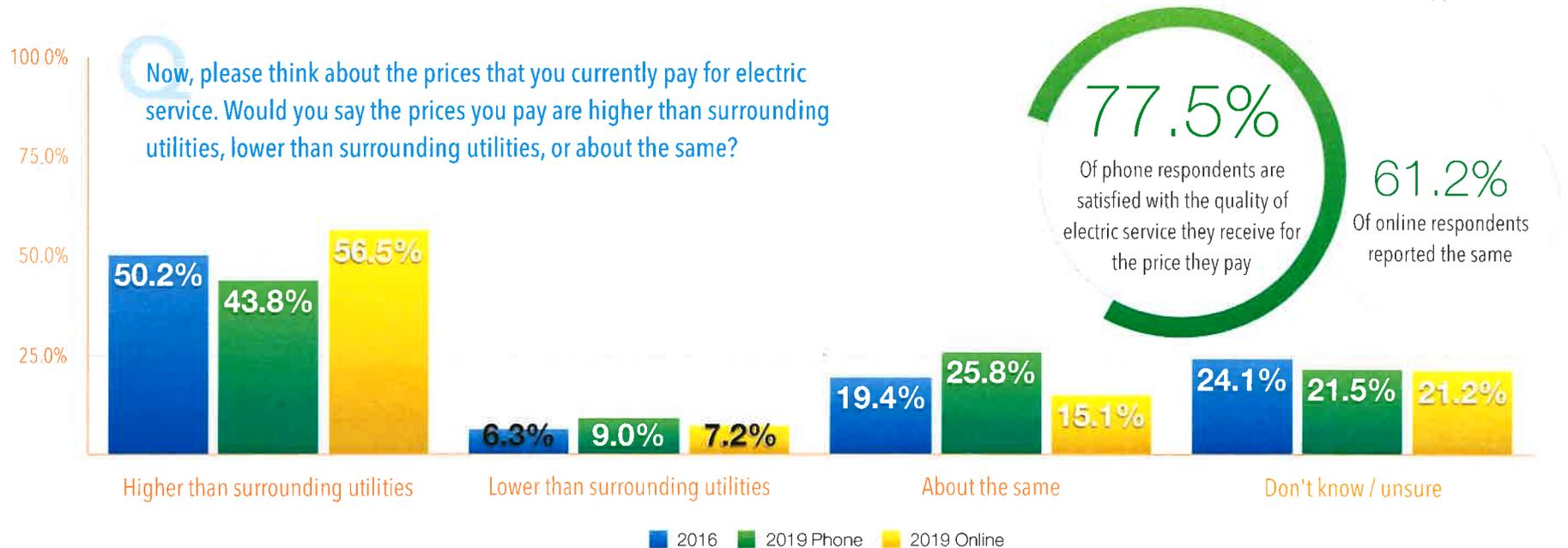
Statement...	2016 w/o DK	2019 Phone w/o DK	2019 Online w/o DK
Lodi Electric charges are easy to understand	79.8	84.4	52.0
City of Lodi utility bills accurately detail the separate charges for electric, water, wastewater, and solid waste charges	84.6	87.9	72.6
Lodi Electric has adequate energy assistance programs to help low and/or fixed income customers with bills	66.6	82.1	29.2
Lodi Electric has an adequate medical discount program	64.8	85.3	38.3

- *“I wasn’t home for half the month and the bill was exactly the same. It doesn’t make any sense.” - Resident*
- *“What I was also going to say is that even in the City of Lodi bill it does give you what you were last year at that same time and the fact of the matter is that you can look and see maybe if you changed something drastically.” - Resident*
- *“I was going to throw in there that we have solar, so we actually get two bills. Our electric is on a separate bill and all the other stuff is lumped together on the city bill.” - Resident*

Note: Copy in *blue italics* are quotes transcribed verbatim from the focus group session.

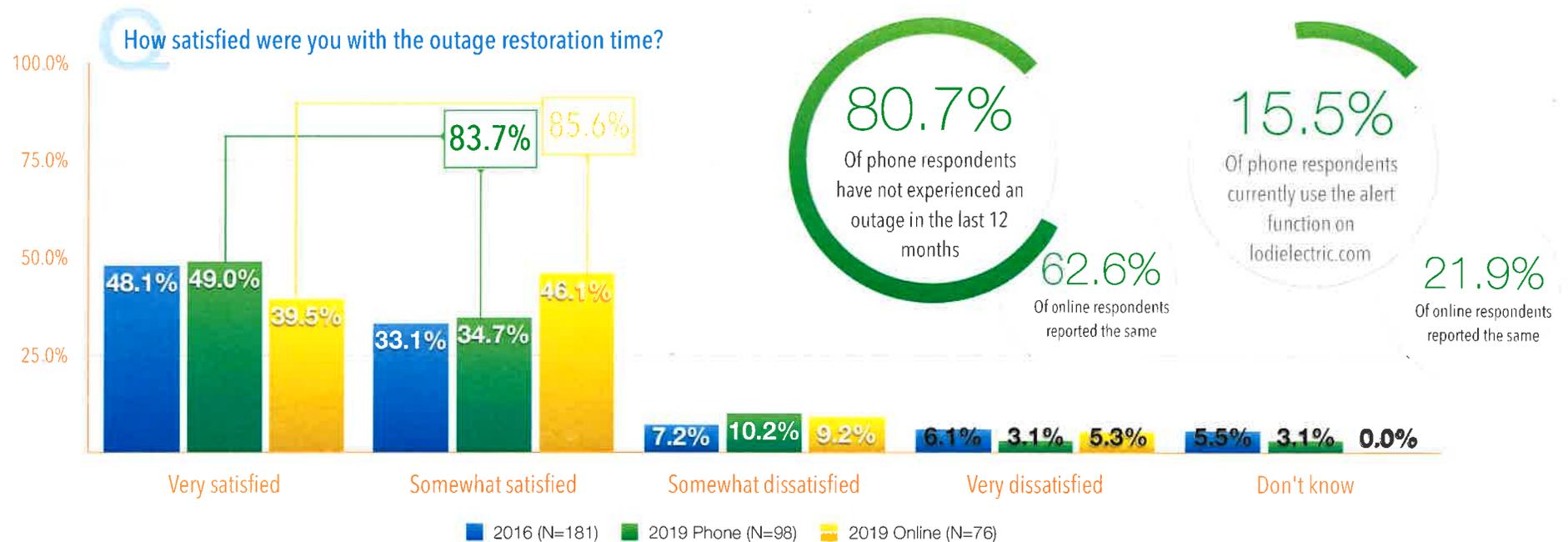
Rates viewed as higher than surrounding utilities

There was a decrease in customers surveyed by phone in 2019 that perceive Lodi's rates to be "higher than surrounding utilities" (43.8% from 50.2% in 2016), and a corresponding increase in phone respondents that noted Lodi's rates are "about the same" as surrounding utilities (25.8% over 19.4% in 2016). However, a higher frequency of customers surveyed online (56.5%) perceive Lodi's rates to be "higher than surrounding towns." Over three-quarters of customers surveyed by phone are satisfied with the quality of electric service they receive for the price they pay (61.2% in the online survey).



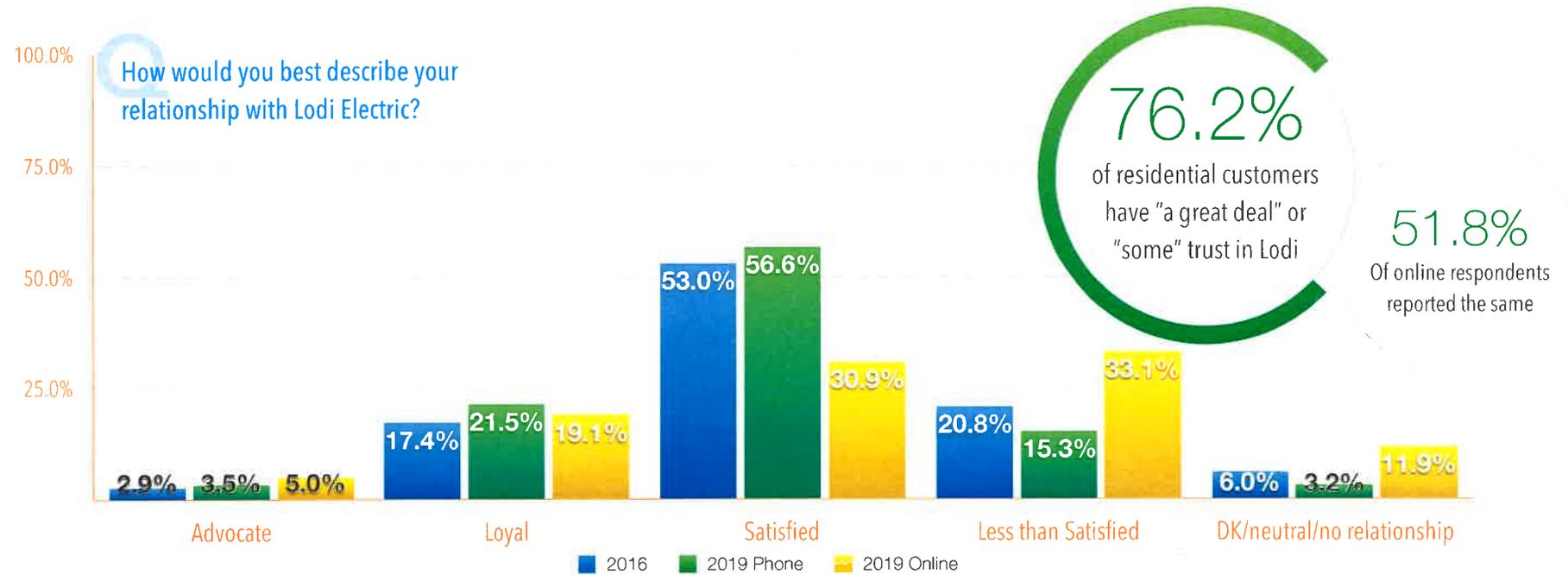
Find outage restoration time acceptable

Impressively, four-fifths of customers surveyed by phone (80.7%) have not experienced an outage in the last 12 months (62.6% in the online survey). Of those that did experience an outage in the past year, there was a slight increase in satisfaction with the time it took to restore their power (83.7% in the phone survey and 85.6% in the online survey over 81.2% in 2016). Less than one-fifth of customers surveyed by phone are currently using the alert function on lodielectric.com for information on outages, planned maintenance and emergencies.



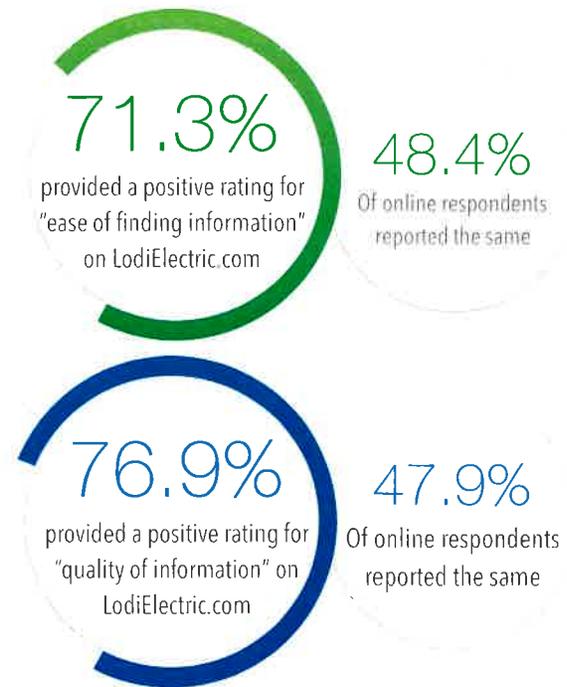
Positive relationship with Lodi

Among customers surveyed by phone, Lodi Electric scored a net positive score (advocate + loyal + satisfied customers) of 81.6% in 2019 (55.0% in the online survey). One-quarter of customers surveyed by phone (25.0%) described themselves as either “advocates” or “loyal” customers of Lodi, with 24.1% reporting the same in the online survey. Further, over three-quarters of phone respondents (76.2%) have “a great deal” or “some” trust in Lodi (51.8% in the online survey).



Website is easy to use and informational

The most preferred method to look for information about Lodi Electric among both customers surveyed by phone (56.1%) and online (81.7%) is Lodi Electric's website and /or the internet. This was followed by mailers or bill inserts from Lodi (35.5% phone, 33.8% online). The majority of customers surveyed by phone (71.3%) gave positive ratings for the "ease of finding information" on Lodi's website (48.4% in the online survey). Over three-quarters of phone respondents also gave high ratings for the "quality of information" on Lodi's website.



Preferred Communication Methods...	2016	2019 Phone	2019 Online
Lodi Electric website / Internet	62.7	56.1	81.7
Mailer / bill insert	24.4	35.5	33.8
Newspaper	9.9	8.0	15.8

Communication preferences vary

Communication preferences varied between residential and commercial customers in the focus groups and in-depth interviews. Residential customers noted using Lodi's website; some customers noted difficulty in navigating the website, while others noted bill payment on the website is easy but finding information is not. Commercial customers, on the other hand, prefer to communicate with Lodi through text message and e-mail alerts when necessary, while some utilize the website when seeking information about Lodi. These customers also seek an increase in face-to-face communication with their key account manager.

Residential customers:

- *"Lodi's website used to be so efficient and easy. About 3 years ago everything changed, and it became impossible to go on and pay your bill. It would boot you back out." - Resident*
- *"It's pretty easy. I just did mine today so it is easy to pay your bill but to try and get information I cannot do it." - Resident*
- *"I would definitely say an app for those of us who are more tech savvy because if you give my husband an app where he can do all of the finding this, that and whatever; he's going to use it, he's going to improve our home with it. Yes, I realize, because I have a mom too; she would not be good on that. So, there is that; making sure each age demographic is getting the information." - Resident*

Commercial customers:

- Prefer to receive alerts through text messages and e-mails, and look for information about Lodi on their website
- Currently receiving information from Lodi when electric bill is received
- Seek an increase in face to face communication (rather than auto-generated messaging)
- Feel Lodi's communication with key account customers has improved in recent years.
- *"Astrida has been a game changer" - Commercial customer*
- Current communication described as *"accommodating, quick to respond."*
- Have a high level of trust in Lodi because of their frequent communication with customers communicate
- *"The website is antiquated, but the information is all there" - Commercial customer*

Note: Copy in *blue italics* are quotes transcribed verbatim from the focus group session and in-depth interviews.

Strong awareness + interest in C&I programs

Commercial customers noted an overall strong level of awareness in several programs Lodi offers to its commercial customers. Customers were interested in learning more about several programs including the LED lighting program. Reasons for not participating include organizations not being able to fulfill the program's requirements, and a need to know more about the benefits of a program before enrolling.

Program 1: Rebates per a schedule on certain types of equipment purchased:

- ❖ Majority are aware of this program but have not filled out the paperwork to participate.
- ❖ Some wish that Lodi Electric offered more rebates on energy efficient equipment than they currently do.

Program 2: Customized program that includes LED lighting (but is not limited to LED lighting.)

- ❖ There is some awareness of the program among commercial customers.
- ❖ *"Not currently an attractive program. May participate if it was a more attractive program. We need to see a more aggressive program."* - *Commercial customer*
- ❖ Customers are interested in learning more about the program.
- ❖ One customer noted his company has participated in the program for outdoor lighting and is looking into using for their indoor lighting now.
- ❖ More education is needed about the cost of enrolling in this program.

Program 3: Zero Percent Energy Efficiency Financing Program:

- ❖ Majority are aware of this program.
- ❖ Need further education on the benefits of this program and *"why it would be better to finance through Lodi rather than on our own."* - *Commercial customer*
- ❖ Other companies noted they would not be interested in or likely to participate in this program because their organization does not do outside financing.

Program 4: Economic Development Rate Rebate Program:

- ❖ There is strong awareness of this program among customers.
- ❖ Several commercial customers interviewed are already participating in this program.
- ❖ One customer was interested in the program, but its requirements / restrictions disqualify his organization from participating.

Note: Copy in *blue italics* are quotes transcribed verbatim from the in-depth interviews.

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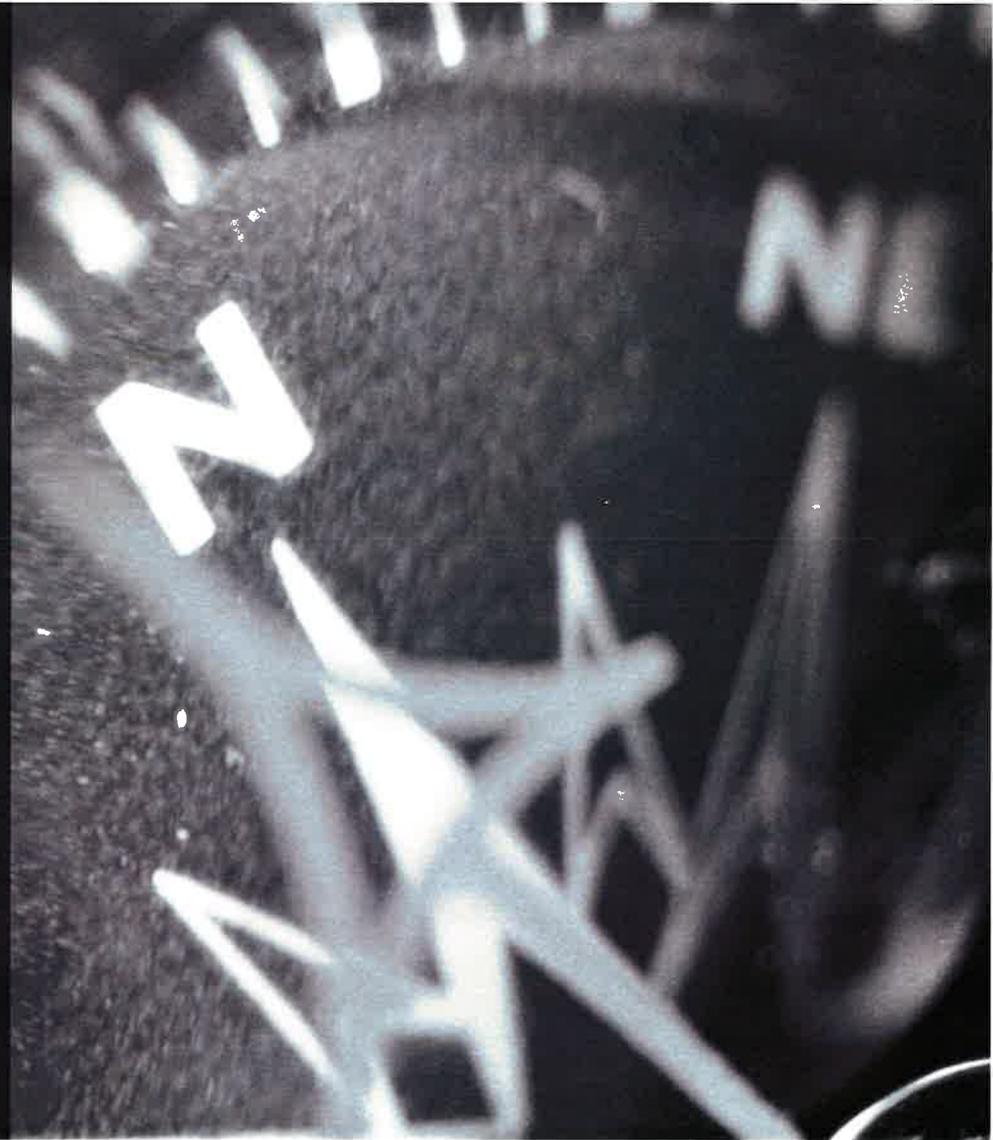
Key Study Findings

SECTION FOUR

Considerations

EXHIBITS

Aggregate Data *(Provided Separately)*



Considerations

- **Focus on customer service and contact resolution improvements.** Focus group participants noted some difficulties in dealing with Lodi Electric's customer service department, specifically with regards to resolution of their reason for contact. While the rate of contact resolution increased from 2016, there is still room for improvement in this area, especially since customers expressed greater satisfaction with Lodi's customer service personnel and the company overall when their issue was resolved upon the first contact. For this reason, it is recommended that Lodi investigate the training process for its customer service staff and evaluate the knowledge-base of representatives with respect to Lodi's bill payment, customer programs, and website. Ensuring that these representatives are well-educated about possible customer issues and needs will enable them to answer the majority of questions without having to refer customers elsewhere or leave them without a resolution. Improving contact resolution and the customer service experience overall may help boost customers' overall satisfaction with Lodi.
- **Implement a commercial customer quantitative survey.** Whereas the in-depth interviews captured some commercial customers' perceptions of Lodi, these only uncovered the opinions of six commercial customers in comparison to the opinions of nearly 900 residential customers. Thus, while allowing the ability to capture more in-depth perceptions of this customer base, the interviews did not cover a sample of commercial customers that is representative of the entire commercial customer base of Lodi Electric. For this reason, GreatBlue recommends conducting a quantitative commercial customer survey, similar to the residential portion, that would allow a more representative sample of Lodi's commercial customer base and enable the ability to compare commercial customer and residential customer data in a more apples-to-apples fashion than the interviews allow.

Considerations

- **Perform UX Testing of LodiElectric.com.** Several customers in the focus group noted complications when accessing Lodi's website to complete tasks such as bill payment or search for information about program and service offerings. Since the majority of customers seek information about Lodi Electric through the company's website, Lodi may be considering conducting a "UX" (or "user experience") test of their website. This will help Lodi identify any pain-points or obstacles when navigating the website to learn specifically where improvements in design and functionality should be made to give customers a more optimal experience on this platform. In a UX test, participants are asked to navigate a series of task flows on the website to mimic a customer's common experience navigating the site and evaluate the ease of finding and performing certain tasks. This will help Lodi develop a roadmap for improving their website's functionality and ease of use.
- **Reintroduce energy conservation / renewable energy topics to 2020 survey instrument.** Customers provided lower ratings for Lodi's ability to "help customers conserve electricity" than other organizational characteristics measured. In order to boost ratings in this area, it is recommended that Lodi reintroduce questions from the 2016 instrument regarding renewable energy (energy efficiency audits, rebates for energy efficient appliances, solar rebates, etc.). This will allow Lodi to dig deeper into awareness of the company's current programs that are designed to help residential customers conserve electricity, and identify any reasons customers may have for lack of participation in these programs. Improving customers' awareness of these programs and evaluating ways to make these programs more appealing to customers may help Lodi refine their residential offerings and ultimately boost customers' perceptions of Lodi's efforts in helping customers conserve electricity.

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Exhibit A

This section contains the full data results by question for the Lodi Electric Utility Customer Satisfaction Survey for November 2019 - Residential

A Note Regarding the Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the "Other" code.

The "NA" category label refers to "No Answer" or "Not Applicable." This code is also used to classify ambiguous responses. In addition, the "DK/RF" category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as "Missing" – occasionally certain individual's responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. It is utilized to gauge some ordered or ranked meaning.

Lodi Electric Customer Satisfaction 2019: Online Data

Frequency Table

Please think for a moment about the overall quality of customer service you receive from area organizations - 1.
Your phone provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	17	6.1	6.1	6.1
	2	7	2.5	2.5	8.6
	3	3	1.1	1.1	9.7
	4	6	2.2	2.2	11.9
	5	25	9.0	9.0	20.9
	6	10	3.6	3.6	24.5
	7	38	13.7	13.7	38.1
	8	46	16.5	16.5	54.7
	9	30	10.8	10.8	65.5
	10 - Very good	62	22.3	22.3	87.8
	DK	34	12.2	12.2	100.0
	Total	278	100.0	100.0	

2. Your cable TV provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	13	4.7	4.7	4.7
	2	7	2.5	2.5	7.2
	3	7	2.5	2.5	9.7
	4	8	2.9	2.9	12.6
	5	20	7.2	7.2	19.8
	6	19	6.8	6.8	26.6
	7	37	13.3	13.3	39.9
	8	36	12.9	12.9	52.9
	9	18	6.5	6.5	59.4
	10 - Very good	46	16.5	16.5	75.9
	DK	67	24.1	24.1	100.0
	Total	278	100.0	100.0	

3. Your internet provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	9	3.2	3.2	3.2
	2	4	1.4	1.4	4.7
	3	10	3.6	3.6	8.3
	4	9	3.2	3.2	11.5
	5	29	10.4	10.4	21.9
	6	17	6.1	6.1	28.1
	7	46	16.5	16.5	44.6
	8	54	19.4	19.4	64.0
	9	34	12.2	12.2	76.3
	10 - Very good	56	20.1	20.1	96.4
	DK	10	3.6	3.6	100.0
	Total	278	100.0	100.0	

4. Your electric utility (Lodi Electric)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	47	16.9	16.9	16.9
	2	13	4.7	4.7	21.6
	3	12	4.3	4.3	25.9
	4	14	5.0	5.0	30.9
	5	33	11.9	11.9	42.8
	6	16	5.8	5.8	48.6
	7	24	8.6	8.6	57.2
	8	27	9.7	9.7	66.9
	9	28	10.1	10.1	77.0
	10 - Very good	57	20.5	20.5	97.5
	DK	7	2.5	2.5	100.0
	Total	278	100.0	100.0	

5. Your water utility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	39	14.0	14.0	14.0
	2	12	4.3	4.3	18.3
	3	15	5.4	5.4	23.7
	4	12	4.3	4.3	28.1
	5	31	11.2	11.2	39.2
	6	15	5.4	5.4	44.6
	7	21	7.6	7.6	52.2
	8	30	10.8	10.8	62.9
	9	35	12.6	12.6	75.5
	10 - Very good	50	18.0	18.0	93.5
	DK	18	6.5	6.5	100.0
	Total		278	100.0	100.0

6. Your gas company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	8	2.9	2.9	2.9
	2	3	1.1	1.1	4.0
	3	6	2.2	2.2	6.1
	4	3	1.1	1.1	7.2
	5	24	8.6	8.6	15.8
	6	12	4.3	4.3	20.1
	7	36	12.9	12.9	33.1
	8	45	16.2	16.2	49.3
	9	49	17.6	17.6	66.9
	10 - Very good	75	27.0	27.0	93.9
	DK	17	6.1	6.1	100.0
	Total		278	100.0	100.0

7. Have you called or visited a LODI ELECTRIC office in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, called downtown office	56	20.1	20.1	20.1
	Yes, visited downtown office	64	23.0	23.0	43.2
	Yes, called Ham Lane office	6	2.2	2.2	45.3
	Yes, visited Ham Lane office	6	2.2	2.2	47.5
	No	142	51.1	51.1	98.6
	Don't know	4	1.4	1.4	100.0
	Total	278	100.0	100.0	

8. Please tell me the purpose of the call or visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electric outage	3	1.1	2.3	2.3
	Make a payment	42	15.1	31.8	34.1
	Start / stop services	28	10.1	21.2	55.3
	High bill / bill error	36	12.9	27.3	82.6
	Tree trimming	3	1.1	2.3	84.8
	Update personnel information	1	.4	.8	85.6
	Paperless billing/auto pay	4	1.4	3.0	88.6
	Licenses/permits	1	.4	.8	89.4
	Payment confirmation	1	.4	.8	90.2
	Verify this survey	1	.4	.8	90.9
	Paperwork for medical device	1	.4	.8	91.7
	Payment arrangement	1	.4	.8	92.4
	Attend seminar	1	.4	.8	93.2
	Change payment method	1	.4	.8	93.9
	Deposit waived	1	.4	.8	94.7
	Electric car charging rates	1	.4	.8	95.5
	Apply for rebates/discounts	4	1.4	3.0	98.5
	Move service line	1	.4	.8	99.2

8. Please tell me the purpose of the call or visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Check balance	1	.4	.8	100.0
	Total	132	47.5	100.0	
Missing	System	146	52.5		
Total		278	100.0		

9. How satisfied were you with the service provided by the LODI ELECTRIC employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	32	11.5	24.2	24.2
	Somewhat satisfied	33	11.9	25.0	49.2
	Somewhat dissatisfied	18	6.5	13.6	62.9
	Very dissatisfied	46	16.5	34.8	97.7
	Don't know	3	1.1	2.3	100.0
	Total	132	47.5	100.0	
Missing	System	146	52.5		
Total		278	100.0		

10. Please tell me why you were somewhat or very dissatisfied with the employee who handled your call or visit.

		Responses		Percent of Cases
		N	Percent	
\$Q10_MR ^a	Rude/unfriendly	19	22.6%	29.7%
	Long wait	11	13.1%	17.2%
	Billing error	6	7.1%	9.4%
	Unhelpful/lack of understanding	5	6.0%	7.8%
	Required multiple contacts/issue not resolved	2	2.4%	3.1%
	Not knowledgeable/incompetent	4	4.8%	6.3%
	Slow response to issue	2	2.4%	3.1%
	Unresponsive	1	1.2%	1.6%
	Long lines/need more employees	14	16.7%	21.9%
	Unable to set up auto pay/auto pay issues	2	2.4%	3.1%
	No one answers the phone	9	10.7%	14.1%
	Rep was not helpful	2	2.4%	3.1%
	Unable to answer questions	2	2.4%	3.1%
	Need longer hours of operation	1	1.2%	1.6%
	Other	3	3.6%	4.7%
DK/unsure/refused	1	1.2%	1.6%	
Total	84	100.0%	131.3%	

a. Group

11. When you contact LODI ELECTRIC, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LODI ELECTRIC takes care of things the first time	30	10.8	22.7	22.7
	Must have repeated contact	47	16.9	35.6	58.3
	It varies	40	14.4	30.3	88.6
	Don't know	15	5.4	11.4	100.0
	Total	132	47.5	100.0	
Missing	System	146	52.5		
Total		278	100.0		

12. How well does LODI ELECTRIC compare with the ideal utility company? Please use a scale of one to ten where one is not very close to the ideal and ten is very close to the ideal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not very close to the ideal	62	22.3	22.3	22.3
	2	16	5.8	5.8	28.1
	3	14	5.0	5.0	33.1
	4	15	5.4	5.4	38.5
	5	32	11.5	11.5	50.0
	6	19	6.8	6.8	56.8
	7	19	6.8	6.8	63.7
	8	19	6.8	6.8	70.5
	9	33	11.9	11.9	82.4
	10 - Very close to the ideal	35	12.6	12.6	95.0
	DK	14	5.0	5.0	100.0
Total		278	100.0	100.0	

Now, I will read you a list of different organizational characteristics - 13. Communicating with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	48	17.3	17.3	17.3
	2	15	5.4	5.4	22.7
	3	17	6.1	6.1	28.8
	4	15	5.4	5.4	34.2
	5	23	8.3	8.3	42.4
	6	17	6.1	6.1	48.6
	7	30	10.8	10.8	59.4
	8	24	8.6	8.6	68.0
	9	23	8.3	8.3	76.3
	10 - Very good	41	14.7	14.7	91.0
	DK	25	9.0	9.0	100.0
	Total	278	100.0	100.0	

q13wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	48	17.3	19.0	19.0
	2.00	15	5.4	5.9	24.9
	3.00	17	6.1	6.7	31.6
	4.00	15	5.4	5.9	37.5
	5.00	23	8.3	9.1	46.6
	6.00	17	6.1	6.7	53.4
	7.00	30	10.8	11.9	65.2
	8.00	24	8.6	9.5	74.7
	9.00	23	8.3	9.1	83.8
	10.00	41	14.7	16.2	100.0
	Total	253	91.0	100.0	
Missing	System	25	9.0		
Total		278	100.0		

14. Responding promptly to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	53	19.1	19.1	19.1
	2	15	5.4	5.4	24.5
	3	13	4.7	4.7	29.1
	4	15	5.4	5.4	34.5
	5	23	8.3	8.3	42.8
	6	10	3.6	3.6	46.4
	7	21	7.6	7.6	54.0
	8	16	5.8	5.8	59.7
	9	25	9.0	9.0	68.7
	10 - Very good	30	10.8	10.8	79.5
	DK	57	20.5	20.5	100.0
	Total	278	100.0	100.0	

q14wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	53	19.1	24.0	24.0
	2.00	15	5.4	6.8	30.8
	3.00	13	4.7	5.9	36.7
	4.00	15	5.4	6.8	43.4
	5.00	23	8.3	10.4	53.8
	6.00	10	3.6	4.5	58.4
	7.00	21	7.6	9.5	67.9
	8.00	16	5.8	7.2	75.1
	9.00	25	9.0	11.3	86.4
	10.00	30	10.8	13.6	100.0
	Total	221	79.5	100.0	
Missing	System	57	20.5		
Total		278	100.0		

15. Helping customers conserve electricity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	59	21.2	21.2	21.2
	2	17	6.1	6.1	27.3
	3	17	6.1	6.1	33.5
	4	15	5.4	5.4	38.8
	5	19	6.8	6.8	45.7
	6	14	5.0	5.0	50.7
	7	30	10.8	10.8	61.5
	8	22	7.9	7.9	69.4
	9	18	6.5	6.5	75.9
	10 - Very good	26	9.4	9.4	85.3
	DK	41	14.7	14.7	100.0
Total		278	100.0	100.0	

q15wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	59	21.2	24.9	24.9
	2.00	17	6.1	7.2	32.1
	3.00	17	6.1	7.2	39.2
	4.00	15	5.4	6.3	45.6
	5.00	19	6.8	8.0	53.6
	6.00	14	5.0	5.9	59.5
	7.00	30	10.8	12.7	72.2
	8.00	22	7.9	9.3	81.4
	9.00	18	6.5	7.6	89.0
	10.00	26	9.4	11.0	100.0
Total		237	85.3	100.0	
Missing	System	41	14.7		
Total		278	100.0		

16. Being open and honest about company operations and policies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	60	21.6	21.6	21.6
	2	15	5.4	5.4	27.0
	3	14	5.0	5.0	32.0
	4	12	4.3	4.3	36.3
	5	30	10.8	10.8	47.1
	6	13	4.7	4.7	51.8
	7	20	7.2	7.2	59.0
	8	17	6.1	6.1	65.1
	9	19	6.8	6.8	71.9
	10 - Very good	24	8.6	8.6	80.6
	DK	54	19.4	19.4	100.0
Total	278	100.0	100.0		

q16wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	60	21.6	26.8	26.8
	2.00	15	5.4	6.7	33.5
	3.00	14	5.0	6.3	39.7
	4.00	12	4.3	5.4	45.1
	5.00	30	10.8	13.4	58.5
	6.00	13	4.7	5.8	64.3
	7.00	20	7.2	8.9	73.2
	8.00	17	6.1	7.6	80.8
	9.00	19	6.8	8.5	89.3
	10.00	24	8.6	10.7	100.0
Total	224	80.6	100.0		
Missing	System	54	19.4		
Total		278	100.0		

17. Maintaining modern and reliable infrastructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	43	15.5	15.5	15.5
	2	12	4.3	4.3	19.8
	3	10	3.6	3.6	23.4
	4	13	4.7	4.7	28.1
	5	25	9.0	9.0	37.1
	6	14	5.0	5.0	42.1
	7	17	6.1	6.1	48.2
	8	19	6.8	6.8	55.0
	9	23	8.3	8.3	63.3
	10 - Very good	36	12.9	12.9	76.3
	DK	66	23.7	23.7	100.0
Total	278	100.0	100.0		

q17wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	43	15.5	20.3	20.3
	2.00	12	4.3	5.7	25.9
	3.00	10	3.6	4.7	30.7
	4.00	13	4.7	6.1	36.8
	5.00	25	9.0	11.8	48.6
	6.00	14	5.0	6.6	55.2
	7.00	17	6.1	8.0	63.2
	8.00	19	6.8	9.0	72.2
	9.00	23	8.3	10.8	83.0
	10.00	36	12.9	17.0	100.0
	Total	212	76.3	100.0	
Missing	System	66	23.7		
Total		278	100.0		

18. Community involvement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	45	16.2	16.2	16.2
	2	9	3.2	3.2	19.4
	3	11	4.0	4.0	23.4
	4	13	4.7	4.7	28.1
	5	20	7.2	7.2	35.3
	6	15	5.4	5.4	40.6
	7	10	3.6	3.6	44.2
	8	16	5.8	5.8	50.0
	9	15	5.4	5.4	55.4
	10 - Very good	21	7.6	7.6	62.9
	DK	103	37.1	37.1	100.0
Total	278	100.0	100.0		

q18wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	45	16.2	25.7	25.7
	2.00	9	3.2	5.1	30.9
	3.00	11	4.0	6.3	37.1
	4.00	13	4.7	7.4	44.6
	5.00	20	7.2	11.4	56.0
	6.00	15	5.4	8.6	64.6
	7.00	10	3.6	5.7	70.3
	8.00	16	5.8	9.1	79.4
	9.00	15	5.4	8.6	88.0
	10.00	21	7.6	12.0	100.0
Total		175	62.9	100.0	
Missing	System	103	37.1		
Total		278	100.0		

19. Helpful and knowledgeable staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	49	17.6	17.6	17.6
	2	16	5.8	5.8	23.4
	3	18	6.5	6.5	29.9
	4	13	4.7	4.7	34.5
	5	17	6.1	6.1	40.6
	6	17	6.1	6.1	46.8
	7	15	5.4	5.4	52.2
	8	27	9.7	9.7	61.9
	9	22	7.9	7.9	69.8
	10 - Very good	29	10.4	10.4	80.2
	DK	55	19.8	19.8	100.0
	Total	278	100.0	100.0	

q19wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	49	17.6	22.0	22.0
	2.00	16	5.8	7.2	29.1
	3.00	18	6.5	8.1	37.2
	4.00	13	4.7	5.8	43.0
	5.00	17	6.1	7.6	50.7
	6.00	17	6.1	7.6	58.3
	7.00	15	5.4	6.7	65.0
	8.00	27	9.7	12.1	77.1
	9.00	22	7.9	9.9	87.0
	10.00	29	10.4	13.0	100.0
	Total	223	80.2	100.0	
Missing	System	55	19.8		
Total		278	100.0		

20. Overall satisfaction with LODI ELECTRIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	59	21.2	21.2	21.2
	2	18	6.5	6.5	27.7
	3	19	6.8	6.8	34.5
	4	10	3.6	3.6	38.1
	5	25	9.0	9.0	47.1
	6	17	6.1	6.1	53.2
	7	28	10.1	10.1	63.3
	8	27	9.7	9.7	73.0
	9	30	10.8	10.8	83.8
	10 - Very good	41	14.7	14.7	98.6
	DK	4	1.4	1.4	100.0
	Total	278	100.0	100.0	

q20wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	59	21.2	21.5	21.5
	2.00	18	6.5	6.6	28.1
	3.00	19	6.8	6.9	35.0
	4.00	10	3.6	3.6	38.7
	5.00	25	9.0	9.1	47.8
	6.00	17	6.1	6.2	54.0
	7.00	28	10.1	10.2	64.2
	8.00	27	9.7	9.9	74.1
	9.00	30	10.8	10.9	85.0
	10.00	41	14.7	15.0	100.0
	Total	274	98.6	100.0	
Missing	System	4	1.4		
Total		278	100.0		

21. Have you had a LODI ELECTRIC field employee visit your home in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	7.9	7.9	7.9
	No	236	84.9	84.9	92.8
	Dont know	20	7.2	7.2	100.0
	Total	278	100.0	100.0	

22. Please tell me the purpose of the visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Install service	5	1.8	22.7	22.7
	Disconnect service	2	.7	9.1	31.8
	Meter reading	3	1.1	13.6	45.5
	Service problem	3	1.1	13.6	59.1
	Outage restoration	3	1.1	13.6	72.7
	Energy audit	3	1.1	13.6	86.4
	Utility work	3	1.1	13.6	100.0
	Total	22	7.9	100.0	
Missing	System	256	92.1		
Total		278	100.0		

23. How satisfied were you with the service provided by the LODI ELECTRIC employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	8	2.9	36.4	36.4
	Somewhat satisfied	4	1.4	18.2	54.5
	Somewhat dissatisfied	1	.4	4.5	59.1
	Very dissatisfied	7	2.5	31.8	90.9
	Don't know/unsure	2	.7	9.1	100.0
	Total	22	7.9	100.0	
Missing	System	256	92.1		
Total		278	100.0		

24. Please indicate why you were somewhat or very dissatisfied with the employee who visited your home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shut off power	1	.4	12.5	12.5
	Rude/unprofessional	2	.7	25.0	37.5
	Did not contact before arriving	1	.4	12.5	50.0
	Unhappy with rates	2	.7	25.0	75.0
	Billing issues/inaccurate bill	1	.4	12.5	87.5
	DK/unsure/refused	1	.4	12.5	100.0
	Total	8	2.9	100.0	
Missing	System	270	97.1		
Total		278	100.0		

25. What are your top three expectations of LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q25_MR ^a	Uninterrupted / reliable service	173	21.5%	62.2%
	Low rates / affordable service	227	28.3%	81.7%
	Good customer service	127	15.8%	45.7%
	Prompt outage restoration	67	8.3%	24.1%
	Maintaining / updating infrastructure / modern equipment	112	13.9%	40.3%
	Concern for the environment / alternate energy sources / energy efficiency	87	10.8%	31.3%
	Dont know	5	0.6%	1.8%
	Return messages	1	0.1%	0.4%
	Honesty/transparency	1	0.1%	0.4%
	More options - general	1	0.1%	0.4%
	Prompt response time/easy to access	1	0.1%	0.4%
	Easier bill pay	1	0.1%	0.4%
Total		803	100.0%	288.8%

a. Group

26. Compared to PG&E or other utilities you may know about, to what extent does LODI ELECTRIC meet your expectations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All of the time	62	22.3	22.3	22.3
	Most of the time	86	30.9	30.9	53.2
	Some of the time	70	25.2	25.2	78.4
	Not at all	49	17.6	17.6	96.0
	Don't know	11	4.0	4.0	100.0
	Total	278	100.0	100.0	

27. What steps could Lodi take to better meet and/or exceed your expectations?

		Responses		Percent of Cases
		N	Percent	
\$Q27_MR ^a	DK/unsure/refused	26	6.7%	9.4%
	None/nothing	17	4.4%	6.1%
	Keep up the good work/meet expectations	15	3.8%	5.4%
	Lower rates/affordable cost	105	26.9%	37.8%
	Prompt response to issues	9	2.3%	3.2%
	Maintain/update infrastructure	6	1.5%	2.2%
	Payment arrangements	8	2.1%	2.9%
	Update website/more user friendly	5	1.3%	1.8%
	Uninterrupted/reliable service	6	1.5%	2.2%
	Better customer service	36	9.2%	12.9%
	Hire more employees/representatives	10	2.6%	3.6%
	Improve communication/provide more information to customers	10	2.6%	3.6%
	Improve solar program	19	4.9%	6.8%
	Other	4	1.0%	1.4%
	Availability/answer the phones/easier to contact	11	2.8%	4.0%

27. What steps could Lodi take to better meet and/or exceed your expectations?

	Responses		Percent of Cases
	N	Percent	
Update internet/cable service	1	0.3%	0.4%
Improve billing system/accurate billing	6	1.5%	2.2%
Rebates/programs for energy efficiency	10	2.6%	3.6%
Longer hours of operation	4	1.0%	1.4%
Replace/update meters	1	0.3%	0.4%
Alerts/notifications for outages	3	0.8%	1.1%
Better employee training	4	1.0%	1.4%
Improve water quality	2	0.5%	0.7%
More payment options	3	0.8%	1.1%
More competitive rates	8	2.1%	2.9%
Transparency with rates	1	0.3%	0.4%
Renewable/green energy options	5	1.3%	1.8%
Underground wiring	1	0.3%	0.4%
Less wait times	4	1.0%	1.4%
Conservation information/tips	8	2.1%	2.9%
More community involvement	3	0.8%	1.1%
Eliminate/return deposit fees	3	0.8%	1.1%
Fix auto pay system	2	0.5%	0.7%
Provide / improve electronic billing/paperless	4	1.0%	1.4%
Prompt outage notification/restoration time	1	0.3%	0.4%
New customer/not enough contact	3	0.8%	1.1%
Provide energy audits	1	0.3%	0.4%
Honesty/transparency	3	0.8%	1.1%
Replace existing management team	3	0.8%	1.1%
Better education on service & rates	1	0.3%	0.4%

27. What steps could Lodi take to better meet and/or exceed your expectations?

	Responses		Percent of Cases
	N	Percent	
Embrace electric vehicles	2	0.5%	0.7%
Provide better charging rates	1	0.3%	0.4%
Company is a monopoly	1	0.3%	0.4%
Choice of providers/competition	1	0.3%	0.4%
Automated system providing account details	1	0.3%	0.4%
Informational Town Hall Meetings	1	0.3%	0.4%
One billing provider	1	0.3%	0.4%
Longer grace period	1	0.3%	0.4%
Reduce/eliminate surcharges/late fees	1	0.3%	0.4%
Need to read meters/no estimates	2	0.5%	0.7%
Improve online bill pay	6	1.5%	2.2%
Total	390	100.0%	140.3%

a. Group

28. Would you say that LODI ELECTRIC is a "Publicly Owned Municipal Utility" or a "Private Investor Owned Utility"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Publicly Owned Municipal Utility	144	51.8	51.8	51.8
	Private Investor Owned Utility	48	17.3	17.3	69.1
	DK/Unsure	86	30.9	30.9	100.0
	Total	278	100.0	100.0	

The following is a list of statements applicable to publicly-owned municipal utilities - 29. Quick turnaround time in responding to outages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	3	1.1	1.1	1.1
	2	3	1.1	1.1	2.2
	3	6	2.2	2.2	4.3
	4	4	1.4	1.4	5.8
	5	9	3.2	3.2	9.0
	6	9	3.2	3.2	12.2
	7	7	2.5	2.5	14.7
	8	34	12.2	12.2	27.0
	9	23	8.3	8.3	35.3
	10 - Very important	165	59.4	59.4	94.6
	DK	15	5.4	5.4	100.0
	Total	278	100.0	100.0	

30. Staying on top of maintenance and keeping up with investments in infrastructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	4	1.4	1.4	1.4
	2	3	1.1	1.1	2.5
	3	3	1.1	1.1	3.6
	4	5	1.8	1.8	5.4
	5	9	3.2	3.2	8.6
	6	4	1.4	1.4	10.1
	7	8	2.9	2.9	12.9
	8	37	13.3	13.3	26.3
	9	36	12.9	12.9	39.2
	10 - Very important	153	55.0	55.0	94.2
	DK	16	5.8	5.8	100.0
	Total	278	100.0	100.0	

31. Keeping costs low because the utility is not for profit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	7	2.5	2.5	2.5
	2	2	.7	.7	3.2
	3	2	.7	.7	4.0
	4	3	1.1	1.1	5.0
	5	9	3.2	3.2	8.3
	6	6	2.2	2.2	10.4
	7	5	1.8	1.8	12.2
	8	16	5.8	5.8	18.0
	9	16	5.8	5.8	23.7
	10 - Very important	204	73.4	73.4	97.1
	DK	8	2.9	2.9	100.0
Total	278	100.0	100.0		

32. Access to policymakers who establish rates, regulations and new customer programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	10	3.6	3.6	3.6
	2	3	1.1	1.1	4.7
	3	1	.4	.4	5.0
	4	6	2.2	2.2	7.2
	5	17	6.1	6.1	13.3
	6	12	4.3	4.3	17.6
	7	29	10.4	10.4	28.1
	8	33	11.9	11.9	39.9
	9	24	8.6	8.6	48.6
	10 - Very important	126	45.3	45.3	93.9
	DK	17	6.1	6.1	100.0
Total	278	100.0	100.0		

33. How would you best describe your customer relationship with Lodi Electric?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	An advocate of Lodi Electric (provide high marks, speak highly about Lodi Electric whenever possible)	14	5.0	5.0	5.0
	A loyal customer (provide high marks)	53	19.1	19.1	24.1
	A satisfied customer (provide relatively good marks for services received)	86	30.9	30.9	55.0
	A less than satisfied customer (provide relatively low marks for services received)	92	33.1	33.1	88.1
	Don't know/neutral/no relationship	33	11.9	11.9	100.0
	Total	278	100.0	100.0	

34. How would you best describe the level of trust you have in Lodi Electric?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	73	26.3	26.3	26.3
	Some trust	71	25.5	25.5	51.8
	Limited trust	69	24.8	24.8	76.6
	No trust	49	17.6	17.6	94.2
	Don't know	16	5.8	5.8	100.0
	Total	278	100.0	100.0	

35. Please tell me where you currently look for information about LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q35_MR ^a	TV	11	2.6%	4.0%
	Radio	4	0.9%	1.4%
	Newspaper	38	8.9%	13.7%
	Billboard	1	0.2%	0.4%
	Mailer	65	15.2%	23.4%
	Internet	221	51.6%	79.5%
	Social media	62	14.5%	22.3%
	Other:	1	0.2%	0.4%
	In person contact/visit office	1	0.2%	0.4%
	Bill inserts	6	1.4%	2.2%
	Friends/family/neighbors	2	0.5%	0.7%
	Employees	1	0.2%	0.4%
	Website	3	0.7%	1.1%
	City/City hall meetings	5	1.2%	1.8%
	None/don't look for information	6	1.4%	2.2%
	Just depends	1	0.2%	0.4%
Total	428	100.0%	154.0%	

a. Group

36. And please tell me where you would prefer to look for information about LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q36_MR ^a	TV	17	3.6%	6.1%
	Radio	6	1.3%	2.2%
	Newspaper	44	9.4%	15.8%
	Billboard	4	0.9%	1.4%
	Mailer	91	19.4%	32.7%
	Internet	226	48.1%	81.3%
	Social media	69	14.7%	24.8%
	Dk/unsure/refused	2	0.4%	0.7%
	Bill inserts	3	0.6%	1.1%
	Email	3	0.6%	1.1%
	Employees	1	0.2%	0.4%
	Website	1	0.2%	0.4%
	None/don't look for information	1	0.2%	0.4%
	Newsletter	1	0.2%	0.4%
Just depends	1	0.2%	0.4%	
Total		470	100.0%	169.1%

a. Group

37. Are you currently using the alert function on lodielectric.com for information on outages, planned maintenance and emergencies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	21.9	21.9	21.9
	No	171	61.5	61.5	83.5
	DK/Unsure	46	16.5	16.5	100.0
	Total	278	100.0	100.0	

38. What are your reasons for not using this alert function?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dk/unsure/refused	7	2.5	4.1	4.1
	Not interested/no need	23	8.3	13.5	17.5
	Will sign up/look into it	3	1.1	1.8	19.3
	Unaware	124	44.6	72.5	91.8
	No internet	1	.4	.6	92.4
	None/no reason	2	.7	1.2	93.6
	Don't use it/don't know how	2	.7	1.2	94.7
	Don't use website	1	.4	.6	95.3
	Never have outages/issues	3	1.1	1.8	97.1
	Don't provide enough information	1	.4	.6	97.7
	Haven't downloaded app	1	.4	.6	98.2
	Prefer to use an app	1	.4	.6	98.8
	Don't trust it	2	.7	1.2	100.0
	Total	171	61.5	100.0	
Missing	System	107	38.5		
Total		278	100.0		

Now, I will read you a list of statements regarding your electric bill - 39. CITY OF LODI ELECTRIC CHARGES are easy to understand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	48	17.3	17.3	17.3
	2	13	4.7	4.7	21.9
	3	11	4.0	4.0	25.9
	4	17	6.1	6.1	32.0
	5	20	7.2	7.2	39.2
	6	21	7.6	7.6	46.8
	7	25	9.0	9.0	55.8
	8	36	12.9	12.9	68.7
	9	31	11.2	11.2	79.9
	10 - Very good	49	17.6	17.6	97.5
	DK	7	2.5	2.5	100.0
Total		278	100.0	100.0	

q39wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	48	17.3	17.7	17.7
	2.00	13	4.7	4.8	22.5
	3.00	11	4.0	4.1	26.6
	4.00	17	6.1	6.3	32.8
	5.00	20	7.2	7.4	40.2
	6.00	21	7.6	7.7	48.0
	7.00	25	9.0	9.2	57.2
	8.00	36	12.9	13.3	70.5
	9.00	31	11.2	11.4	81.9
	10.00	49	17.6	18.1	100.0
	Total	271	97.5	100.0	
Missing	System	7	2.5		
Total		278	100.0		

40. ALL CITY OF LODI UTILITY BILLS accurately detail the separate charges for electric, water, wastewater, and solid waste charges

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	17	6.1	6.1	6.1
	2	9	3.2	3.2	9.4
	3	11	4.0	4.0	13.3
	4	13	4.7	4.7	18.0
	5	14	5.0	5.0	23.0
	6	10	3.6	3.6	26.6
	7	34	12.2	12.2	38.8
	8	32	11.5	11.5	50.4
	9	39	14.0	14.0	64.4
	10 - Very good	91	32.7	32.7	97.1
	DK	8	2.9	2.9	100.0
Total		278	100.0	100.0	

q40wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	6.1	6.3	6.3
	2.00	9	3.2	3.3	9.6
	3.00	11	4.0	4.1	13.7
	4.00	13	4.7	4.8	18.5
	5.00	14	5.0	5.2	23.7
	6.00	10	3.6	3.7	27.4
	7.00	34	12.2	12.6	40.0
	8.00	32	11.5	11.9	51.9
	9.00	39	14.0	14.4	66.3
	10.00	91	32.7	33.7	100.0
	Total	270	97.1	100.0	
Missing	System	8	2.9		
Total		278	100.0		

41. LODI ELECTRIC UTILITY has adequate energy assistance programs to help low and/or fixed-income customers with bills

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	40	14.4	14.4	14.4
	2	11	4.0	4.0	18.3
	3	8	2.9	2.9	21.2
	4	9	3.2	3.2	24.5
	5	16	5.8	5.8	30.2
	6	8	2.9	2.9	33.1
	7	12	4.3	4.3	37.4
	8	7	2.5	2.5	39.9
	9	3	1.1	1.1	41.0
	10 - Very good	16	5.8	5.8	46.8
	DK	148	53.2	53.2	100.0
Total		278	100.0	100.0	

q41w0k

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	40	14.4	30.8	30.8
	2.00	11	4.0	8.5	39.2
	3.00	8	2.9	6.2	45.4
	4.00	9	3.2	6.9	52.3
	5.00	16	5.8	12.3	64.6
	6.00	8	2.9	6.2	70.8
	7.00	12	4.3	9.2	80.0
	8.00	7	2.5	5.4	85.4
	9.00	3	1.1	2.3	87.7
	10.00	16	5.8	12.3	100.0
	Total	130	46.8	100.0	
Missing	System	148	53.2		
Total		278	100.0		

42. LODI ELECTRIC UTILITY has an adequate medical discount program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	29	10.4	10.4	10.4
	2	5	1.8	1.8	12.2
	3	4	1.4	1.4	13.7
	4	6	2.2	2.2	15.8
	5	7	2.5	2.5	18.3
	6	2	.7	.7	19.1
	7	8	2.9	2.9	21.9
	8	7	2.5	2.5	24.5
	9	2	.7	.7	25.2
	10 - Very good	16	5.8	5.8	30.9
DK	192	69.1	69.1	100.0	
Total		278	100.0	100.0	

q42wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	29	10.4	33.7	33.7
	2.00	5	1.8	5.8	39.5
	3.00	4	1.4	4.7	44.2
	4.00	6	2.2	7.0	51.2
	5.00	7	2.5	8.1	59.3
	6.00	2	.7	2.3	61.6
	7.00	8	2.9	9.3	70.9
	8.00	7	2.5	8.1	79.1
	9.00	2	.7	2.3	81.4
	10.00	16	5.8	18.6	100.0
	Total	86	30.9	100.0	
Missing	System	192	69.1		
Total		278	100.0		

43. Now, please think about the prices that you currently pay for electric service. Would you say the prices you pay to LODI ELECTRIC are higher than surrounding utilities, lower than surrounding utilities or about the same?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher than surrounding utilities	157	56.5	56.5	56.5
	Lower than surrounding utilities	20	7.2	7.2	63.7
	About the same	42	15.1	15.1	78.8
	Don't know/unsure	59	21.2	21.2	100.0
	Total	278	100.0	100.0	

44. Which other surrounding utility did you think about when comparing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMUD	49	17.6	17.6	17.6
	PG&E	114	41.0	41.0	58.6
	Both	83	29.9	29.9	88.5
	Other:	7	2.5	2.5	91.0
	Dont know / unsure	25	9.0	9.0	100.0
	Total	278	100.0	100.0	

45. How satisfied are you with the quality of electric service you receive for the price you pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	68	24.5	24.5	24.5
	Somewhat satisfied	102	36.7	36.7	61.2
	Somewhat dissatisfied	44	15.8	15.8	77.0
	Not at all satisfied	55	19.8	19.8	96.8
	Don't know/unsure	9	3.2	3.2	100.0
	Total	278	100.0	100.0	

46. Have you visited the Lodi Electric Utility website at lodielectric.com in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	190	68.3	68.3	68.3
	No	81	29.1	29.1	97.5
	Don't know/unsure	7	2.5	2.5	100.0
	Total	278	100.0	100.0	

Now, I will read you a list of statements regarding lodielectric.com - 47. Ease of finding the information you desire

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	18	6.5	9.5	9.5
	2	11	4.0	5.8	15.3
	3	13	4.7	6.8	22.1
	4	16	5.8	8.4	30.5
	5	18	6.5	9.5	40.0
	6	19	6.8	10.0	50.0
	7	21	7.6	11.1	61.1
	8	31	11.2	16.3	77.4
	9	24	8.6	12.6	90.0
	19 - Very good	16	5.8	8.4	98.4
	DK	3	1.1	1.6	100.0
	Total	190	68.3	100.0	
Missing	System	88	31.7		
Total		278	100.0		

48. Quality of information contained on the website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	15	5.4	7.9	7.9
	2	8	2.9	4.2	12.1
	3	14	5.0	7.4	19.5
	4	13	4.7	6.8	26.3
	5	26	9.4	13.7	40.0
	6	17	6.1	8.9	48.9
	7	23	8.3	12.1	61.1
	8	26	9.4	13.7	74.7
	9	23	8.3	12.1	86.8
	19 - Very good	19	6.8	10.0	96.8
	DK	6	2.2	3.2	100.0
Total		190	68.3	100.0	
Missing	System	88	31.7		
Total		278	100.0		

49. Have you experienced any outages in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	27.3	27.3	27.3
	No	174	62.6	62.6	89.9
	Dont know/unsure	28	10.1	10.1	100.0
	Total	278	100.0	100.0	

50. How satisfied were you with the outage restoration time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	30	10.8	39.5	39.5
	Somewhat satisfied	35	12.6	46.1	85.5
	Somewhat dissatisfied	7	2.5	9.2	94.7
	Very dissatisfied	4	1.4	5.3	100.0
	Total	76	27.3	100.0	
Missing	System	202	72.7		
Total		278	100.0		

51. If available, please tell me which of the following communication methods you might enroll in for outage updates from LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q51_MR ^a	Email	177	36.4%	63.7%
	Facebook	40	8.2%	14.4%
	Twitter	6	1.2%	2.2%
	Text messaging	210	43.2%	75.5%
	Telephone/Robo-Calls	34	7.0%	12.2%
	None of the above	6	1.2%	2.2%
	DK/unsure	12	2.5%	4.3%
	In person/direct contact	1	0.2%	0.4%
Total		486	100.0%	174.8%

a. Group

52. Which of the following categories best reflects your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	1	.4	.4	.4
	25 to 34	40	14.4	14.4	14.7
	35 to 44	65	23.4	23.4	38.1
	45 to 54	49	17.6	17.6	55.8
	55 to 64	59	21.2	21.2	77.0
	65 or older	59	21.2	21.2	98.2
	Refused	5	1.8	1.8	100.0
	Total		278	100.0	100.0

53. What is your highest grade of school completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate, GED, or less	46	16.5	16.5	16.5
	2 year Technical school or 2 year college graduate	77	27.7	27.7	44.2
	4 year College graduate	81	29.1	29.1	73.4
	Post-graduate or more	64	23.0	23.0	96.4
	Refused	10	3.6	3.6	100.0
	Total	278	100.0	100.0	

54. Which of the following categories best describes your total family income before taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	18	6.5	6.5	6.5
	\$25,000 to less than \$50,000	42	15.1	15.1	21.6
	\$50,000 to less than \$75,000	37	13.3	13.3	34.9
	\$75,000 or more	141	50.7	50.7	85.6
	Refused	40	14.4	14.4	100.0
	Total	278	100.0	100.0	

55. What type of dwelling is your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single family home	231	83.1	83.1	83.1
	Town house or multi-family house	9	3.2	3.2	86.3
	Apartment building	23	8.3	8.3	94.6
	Condo	9	3.2	3.2	97.8
	Other:	3	1.1	1.1	98.9
	Refused	3	1.1	1.1	100.0
	Total	278	100.0	100.0	

56. Are you of Hispanic origin, such as Mexican American, Latin American, Puerto Rican or Cuban?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	10.1	10.1	10.1
	No	210	75.5	75.5	85.6
	DK/Unsure	2	.7	.7	86.3
	Refused	38	13.7	13.7	100.0
	Total	278	100.0	100.0	

57. What is your race?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	202	72.7	72.7	72.7
	African American	1	.4	.4	73.0
	Asian, Pacific Islander	11	4.0	4.0	77.0
	Aleutian, Eskimo or American Indian	1	.4	.4	77.3
	Other:	13	4.7	4.7	82.0
	DK/Unsure	7	2.5	2.5	84.5
	Refused	43	15.5	15.5	100.0
	Total	278	100.0	100.0	

58. Do you currently rent or own?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rent	73	26.3	26.3	26.3
	Own	199	71.6	71.6	97.8
	Refused	6	2.2	2.2	100.0
	Total	278	100.0	100.0	

59. How long have you lived at your present address?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	24	8.6	8.6	8.6
	1 to less than 5 years	106	38.1	38.1	46.8
	5 to less than 10 years	47	16.9	16.9	63.7
	10 to less than 15 years	23	8.3	8.3	71.9
	15 to less than 20 years	30	10.8	10.8	82.7
	20 years or more	43	15.5	15.5	98.2
	Refused	5	1.8	1.8	100.0
	Total	278	100.0	100.0	

60. What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	151	54.3	54.3	54.3
	Male	99	35.6	35.6	89.9
	Rather not say	28	10.1	10.1	100.0
	Total	278	100.0	100.0	



Exhibit A

This section contains the full data results by question for the Lodi Electric Utility Customer Satisfaction Survey for November 2019 Residential

A Note Regarding the Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the "Other" code.

The "NA" category label refers to "No Answer" or "Not Applicable." This code is also used to classify ambiguous responses. In addition, the "DK/RF" category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as "Missing" – occasionally, certain individual's responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. It is utilized to gauge some ordered or ranked meaning.

Lodi Customer Satisfaction Study 2019: Phone Data

Frequency Table

Please think for a moment about the overall quality of customer service you receive from area organizations. - 1.
Your phone provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	7	1.2	1.2	1.2
	2	8	1.3	1.3	2.5
	3	6	1.0	1.0	3.5
	4	5	.8	.8	4.3
	5	28	4.7	4.7	9.0
	6	23	3.8	3.8	12.8
	7	68	11.3	11.3	24.1
	8	122	20.3	20.3	44.4
	9	63	10.5	10.5	54.9
	10 - Very good	138	23.0	23.0	77.9
	DK	133	22.1	22.1	100.0
	Total	601	100.0	100.0	

2. Your cable TV provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	10	1.7	1.7	1.7
	2	5	.8	.8	2.5
	3	11	1.8	1.8	4.3
	4	12	2.0	2.0	6.3
	5	29	4.8	4.8	11.1
	6	25	4.2	4.2	15.3
	7	61	10.1	10.1	25.5
	8	110	18.3	18.3	43.8
	9	58	9.7	9.7	53.4
	10 - Very good	117	19.5	19.5	72.9
	DK	163	27.1	27.1	100.0
	Total	601	100.0	100.0	

3. Your internet provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	8	1.3	1.3	1.3
	2	9	1.5	1.5	2.8
	3	10	1.7	1.7	4.5
	4	11	1.8	1.8	6.3
	5	35	5.8	5.8	12.1
	6	30	5.0	5.0	17.1
	7	66	11.0	11.0	28.1
	8	111	18.5	18.5	46.6
	9	68	11.3	11.3	57.9
	10 - Very good	129	21.5	21.5	79.4
	DK	124	20.6	20.6	100.0
	Total	601	100.0	100.0	

4. Your electric utility (Lodi Electric)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	28	4.7	4.7	4.7
	2	17	2.8	2.8	7.5
	3	13	2.2	2.2	9.7
	4	9	1.5	1.5	11.1
	5	23	3.8	3.8	15.0
	6	40	6.7	6.7	21.6
	7	42	7.0	7.0	28.6
	8	103	17.1	17.1	45.8
	9	108	18.0	18.0	63.7
	10 - Very good	179	29.8	29.8	93.5
	DK	39	6.5	6.5	100.0
	Total	601	100.0	100.0	

5. Your water utility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	18	3.0	3.0	3.0
	2	12	2.0	2.0	5.0
	3	8	1.3	1.3	6.3
	4	8	1.3	1.3	7.7
	5	24	4.0	4.0	11.6
	6	30	5.0	5.0	16.6
	7	52	8.7	8.7	25.3
	8	115	19.1	19.1	44.4
	9	88	14.6	14.6	59.1
	10 - Very good	162	27.0	27.0	86.0
	DK	84	14.0	14.0	100.0
	Total	601	100.0	100.0	

6. Your gas company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	6	1.0	1.0	1.0
	2	4	.7	.7	1.7
	3	3	.5	.5	2.2
	4	4	.7	.7	2.8
	5	27	4.5	4.5	7.3
	6	23	3.8	3.8	11.1
	7	48	8.0	8.0	19.1
	8	119	19.8	19.8	38.9
	9	91	15.1	15.1	54.1
	10 - Very good	173	28.8	28.8	82.9
	DK	103	17.1	17.1	100.0
	Total	601	100.0	100.0	

7. Have you called or visited a LODI ELECTRIC office in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, called downtown office	95	15.8	15.8	15.8
	Yes, visited downtown office	92	15.3	15.3	31.1
	Yes, called Ham Lane office	6	1.0	1.0	32.1
	Yes, visited Ham Lane office	6	1.0	1.0	33.1
	No	398	66.2	66.2	99.3
	Don't know	4	.7	.7	100.0
	Total	601	100.0	100.0	

8. Please tell me the purpose of the call or visit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electric outage	8	1.3	4.0	4.0
	Water outage	1	.2	.5	4.5
	Make a payment	70	11.6	35.2	39.7
	Start / stop services	59	9.8	29.6	69.3
	High bill / bill error	32	5.3	16.1	85.4
	Meter change/inspection	3	.5	1.5	86.9
	Other	1	.2	.5	87.4
	Water quality	1	.2	.5	87.9
	Transfer service/change address	3	.5	1.5	89.4
	Apply for rebates/discounts	2	.3	1.0	90.5
	Recycling	1	.2	.5	91.0
	Payment not received	1	.2	.5	91.5
	Update personal information	2	.3	1.0	92.5
	Don't know/unsure/refused	3	.5	1.5	94.0
	Paperless billing/auto pay	2	.3	1.0	95.0
	Tour	1	.2	.5	95.5
	Additional services	1	.2	.5	96.0
	Licenses	1	.2	.5	96.5

8. Please tell me the purpose of the call or visit?

	Frequency	Percent	Valid Percent	Cumulative Percent
Service was disconnected	1	.2	.5	97.0
General questions/information	3	.5	1.5	98.5
Solar program/questions	2	.3	1.0	99.5
Question on bill	1	.2	.5	100.0
Total	199	33.1	100.0	
Missing System	402	66.9		
Total	601	100.0		

9. How satisfied were you with the service provided by the LODI ELECTRIC employee?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very satisfied	108	18.0	54.3	54.3
Somewhat satisfied	40	6.7	20.1	74.4
Somewhat dissatisfied	17	2.8	8.5	82.9
Very dissatisfied	29	4.8	14.6	97.5
Don't know	5	.8	2.5	100.0
Total	199	33.1	100.0	
Missing System	402	66.9		
Total	601	100.0		

10. Please tell me why you were somewhat or very dissatisfied with the employee who handled your call or visit.

		Responses		Percent of Cases
		N	Percent	
\$Q10_MR^a	Rude/unfriendly	7	12.7%	15.2%
	Long wait	13	23.6%	28.3%
	Billing error	3	5.5%	6.5%
	Unhelpful/lack of understanding	6	10.9%	13.0%
	Required multiple contacts/issue not resolved	3	5.5%	6.5%
	General dissatisfaction	1	1.8%	2.2%
	Not knowledgeable/incompetent	5	9.1%	10.9%
	Slow response to issue	4	7.3%	8.7%
	Unreponsive	1	1.8%	2.2%
	Long lines/need more employees	7	12.7%	15.2%
	Difficult process	1	1.8%	2.2%
	High bills	1	1.8%	2.2%
	Late fee not waived	1	1.8%	2.2%
	Other	2	3.6%	4.3%
Total	55	100.0%	119.6%	

a. Group

11. When you contact LODI ELECTRIC, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LODI ELECTRIC takes care of things the first time	134	22.3	67.3	67.3
	Must have repeated contact	40	6.7	20.1	87.4
	It varies	10	1.7	5.0	92.5
	Don't know	15	2.5	7.5	100.0
	Total	199	33.1	100.0	
Missing	System	402	66.9		
Total		601	100.0		

12. How well does LODI ELECTRIC compare with the ideal utility company? Please use a scale of one to ten where one is not very close to the ideal and ten is very close to the ideal.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1- Not very close to the ideal	38	6.3	6.3	6.3
	2	12	2.0	2.0	8.3
	3	11	1.8	1.8	10.1
	4	13	2.2	2.2	12.3
	5	47	7.8	7.8	20.1
	6	33	5.5	5.5	25.6
	7	74	12.3	12.3	37.9
	8	100	16.6	16.6	54.6
	9	76	12.6	12.6	67.2
	10 - Very close to the ideal	156	26.0	26.0	93.2
	DK	41	6.8	6.8	100.0
Total		601	100.0	100.0	

Now, I will read you a list of different organizational characteristics. - 13. Communicating with customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	33	5.5	5.5	5.5
	2	21	3.5	3.5	9.0
	3	11	1.8	1.8	10.8
	4	8	1.3	1.3	12.1
	5	39	6.5	6.5	18.6
	6	33	5.5	5.5	24.1
	7	51	8.5	8.5	32.6
	8	92	15.3	15.3	47.9
	9	80	13.3	13.3	61.2
	10 - Very good	142	23.6	23.6	84.9
	DK	91	15.1	15.1	100.0
	Total	601	100.0	100.0	

QA13wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	33	5.5	6.5	6.5
	2.00	21	3.5	4.1	10.6
	3.00	11	1.8	2.2	12.7
	4.00	8	1.3	1.6	14.3
	5.00	39	6.5	7.6	22.0
	6.00	33	5.5	6.5	28.4
	7.00	51	8.5	10.0	38.4
	8.00	92	15.3	18.0	56.5
	9.00	80	13.3	15.7	72.2
	10.00	142	23.6	27.8	100.0
	Total	510	84.9	100.0	
Missing	System	91	15.1		
Total		601	100.0		

14. Responding promptly to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	26	4.3	4.3	4.3
	2	16	2.7	2.7	7.0
	3	17	2.8	2.8	9.8
	4	15	2.5	2.5	12.3
	5	42	7.0	7.0	19.3
	6	26	4.3	4.3	23.6
	7	47	7.8	7.8	31.4
	8	75	12.5	12.5	43.9
	9	78	13.0	13.0	56.9
	10 - Very good	133	22.1	22.1	79.0
DK	126	21.0	21.0	100.0	
Total	601	100.0	100.0		

QA14wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	26	4.3	5.5	5.5
	2.00	16	2.7	3.4	8.8
	3.00	17	2.8	3.6	12.4
	4.00	15	2.5	3.2	15.6
	5.00	42	7.0	8.8	24.4
	6.00	26	4.3	5.5	29.9
	7.00	47	7.8	9.9	39.8
	8.00	75	12.5	15.8	55.6
	9.00	78	13.0	16.4	72.0
	10.00	133	22.1	28.0	100.0
Total	475	79.0	100.0		
Missing	System	126	21.0		
Total		601	100.0		

15. Helping customers conserve electricity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	41	6.8	6.8	6.8
	2	15	2.5	2.5	9.3
	3	12	2.0	2.0	11.3
	4	14	2.3	2.3	13.6
	5	40	6.7	6.7	20.3
	6	25	4.2	4.2	24.5
	7	47	7.8	7.8	32.3
	8	71	11.8	11.8	44.1
	9	61	10.1	10.1	54.2
	10 - Very good	135	22.5	22.5	76.7
	DK	140	23.3	23.3	100.0
Total	601	100.0	100.0		

QA15wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	41	6.8	8.9	8.9
	2.00	15	2.5	3.3	12.1
	3.00	12	2.0	2.6	14.8
	4.00	14	2.3	3.0	17.8
	5.00	40	6.7	8.7	26.5
	6.00	25	4.2	5.4	31.9
	7.00	47	7.8	10.2	42.1
	8.00	71	11.8	15.4	57.5
	9.00	61	10.1	13.2	70.7
	10.00	135	22.5	29.3	100.0
	Total	461	76.7	100.0	
Missing	System	140	23.3		
Total		601	100.0		

16. Being open and honest about company operations and policies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	36	6.0	6.0	6.0
	2	11	1.8	1.8	7.8
	3	10	1.7	1.7	9.5
	4	11	1.8	1.8	11.3
	5	29	4.8	4.8	16.1
	6	23	3.8	3.8	20.0
	7	55	9.2	9.2	29.1
	8	83	13.8	13.8	42.9
	9	62	10.3	10.3	53.2
	10 - Very good	128	21.3	21.3	74.5
	DK	153	25.5	25.5	100.0
	Total	601	100.0	100.0	

QA16wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	6.0	8.0	8.0
	2.00	11	1.8	2.5	10.5
	3.00	10	1.7	2.2	12.7
	4.00	11	1.8	2.5	15.2
	5.00	29	4.8	6.5	21.7
	6.00	23	3.8	5.1	26.8
	7.00	55	9.2	12.3	39.1
	8.00	83	13.8	18.5	57.6
	9.00	62	10.3	13.8	71.4
	10.00	128	21.3	28.6	100.0
	Total	448	74.5	100.0	
Missing	System	153	25.5		
Total		601	100.0		

17. Maintaining modern and reliable infrastructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	14	2.3	2.3	2.3
	2	7	1.2	1.2	3.5
	3	7	1.2	1.2	4.7
	4	13	2.2	2.2	6.8
	5	33	5.5	5.5	12.3
	6	15	2.5	2.5	14.8
	7	57	9.5	9.5	24.3
	8	104	17.3	17.3	41.6
	9	84	14.0	14.0	55.6
	10 - Very good	158	26.3	26.3	81.9
	DK	109	18.1	18.1	100.0
Total	601	100.0	100.0		

QA17wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	14	2.3	2.8	2.8
	2.00	7	1.2	1.4	4.3
	3.00	7	1.2	1.4	5.7
	4.00	13	2.2	2.6	8.3
	5.00	33	5.5	6.7	15.0
	6.00	15	2.5	3.0	18.1
	7.00	57	9.5	11.6	29.7
	8.00	104	17.3	21.1	50.8
	9.00	84	14.0	17.1	67.9
	10.00	158	26.3	32.1	100.0
	Total		492	81.9	100.0
Missing	System	109	18.1		
Total		601	100.0		

18. Community involvement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	21	3.5	3.5	3.5
	2	3	.5	.5	4.0
	3	10	1.7	1.7	5.7
	4	11	1.8	1.8	7.5
	5	23	3.8	3.8	11.3
	6	14	2.3	2.3	13.6
	7	37	6.2	6.2	19.8
	8	70	11.6	11.6	31.4
	9	43	7.2	7.2	38.6
	10 - Very good	100	16.6	16.6	55.2
DK	269	44.8	44.8	100.0	
Total	601	100.0	100.0		

QA18wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	21	3.5	6.3	6.3
	2.00	3	.5	.9	7.2
	3.00	10	1.7	3.0	10.2
	4.00	11	1.8	3.3	13.6
	5.00	23	3.8	6.9	20.5
	6.00	14	2.3	4.2	24.7
	7.00	37	6.2	11.1	35.8
	8.00	70	11.6	21.1	56.9
	9.00	43	7.2	13.0	69.9
	10.00	100	16.6	30.1	100.0
Total	332	55.2	100.0		
Missing	System	269	44.8		
Total		601	100.0		

19. Helpful and knowledgeable staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	25	4.2	4.2	4.2
	2	14	2.3	2.3	6.5
	3	12	2.0	2.0	8.5
	4	12	2.0	2.0	10.5
	5	36	6.0	6.0	16.5
	6	20	3.3	3.3	19.8
	7	50	8.3	8.3	28.1
	8	81	13.5	13.5	41.6
	9	85	14.1	14.1	55.7
	10 - Very good	156	26.0	26.0	81.7
	DK	110	18.3	18.3	100.0
Total	601	100.0	100.0		

QA19wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	4.2	5.1	5.1
	2.00	14	2.3	2.9	7.9
	3.00	12	2.0	2.4	10.4
	4.00	12	2.0	2.4	12.8
	5.00	36	6.0	7.3	20.2
	6.00	20	3.3	4.1	24.2
	7.00	50	8.3	10.2	34.4
	8.00	81	13.5	16.5	50.9
	9.00	85	14.1	17.3	68.2
	10.00	156	26.0	31.8	100.0
	Total	491	81.7	100.0	
Missing	System	110	18.3		
Total		601	100.0		

20. Overall satisfaction with LODI ELECTRIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	36	6.0	6.0	6.0
	2	17	2.8	2.8	8.8
	3	11	1.8	1.8	10.6
	4	14	2.3	2.3	13.0
	5	48	8.0	8.0	21.0
	6	29	4.8	4.8	25.8
	7	65	10.8	10.8	36.6
	8	93	15.5	15.5	52.1
	9	97	16.1	16.1	68.2
	10 - Very good	177	29.5	29.5	97.7
	DK	14	2.3	2.3	100.0
Total	601	100.0	100.0		

QA20wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	36	6.0	6.1	6.1
	2.00	17	2.8	2.9	9.0
	3.00	11	1.8	1.9	10.9
	4.00	14	2.3	2.4	13.3
	5.00	48	8.0	8.2	21.5
	6.00	29	4.8	4.9	26.4
	7.00	65	10.8	11.1	37.5
	8.00	93	15.5	15.8	53.3
	9.00	97	16.1	16.5	69.8
	10.00	177	29.5	30.2	100.0
Total	587	97.7	100.0		
Missing	System	14	2.3		
Total		601	100.0		

21. Have you had a LODI ELECTRIC field employee visit your home in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	5.2	5.2	5.2
	No	567	94.3	94.3	99.5
	Don't know	3	.5	.5	100.0
	Total	601	100.0	100.0	

22. Please tell me the purpose of the visit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Install service	3	.5	9.7	9.7
	Disconnect service	2	.3	6.5	16.1
	Meter reading	1	.2	3.2	19.4
	Service problem	9	1.5	29.0	48.4
	Outage restoration	3	.5	9.7	58.1
	Energy audit	6	1.0	19.4	77.4
	Replace box	1	.2	3.2	80.6
	Change bulbs	1	.2	3.2	83.9
	Transformer issue	3	.5	9.7	93.5
	Utility work	1	.2	3.2	96.8
	Access to property	1	.2	3.2	100.0
	Total	31	5.2	100.0	
Missing	System	570	94.8		
Total		601	100.0		

23. How satisfied were you with the service provided by the LODI ELECTRIC employee?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	20	3.3	64.5	64.5
	Somewhat satisfied	5	.8	16.1	80.6
	Somewhat dissatisfied	1	.2	3.2	83.9
	Very dissatisfied	4	.7	12.9	96.8
	Don't know/unsure	1	.2	3.2	100.0
	Total	31	5.2	100.0	
Missing	System	570	94.8		
Total		601	100.0		

24. Please tell me why you were somewhat or very dissatisfied with the employee who visited your home.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Did not contact before arriving	1	.2	20.0	20.0
	Unable to do job	1	.2	20.0	40.0
	Not helpful	1	.2	20.0	60.0
	Inaccurate usage consumption	1	.2	20.0	80.0
	Charged to activate service	1	.2	20.0	100.0
	Total	5	.8	100.0	
Missing	System	596	99.2		
Total		601	100.0		

25. What are your top three expectations of LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q25_MR ^a	Uninterrupted / reliable service	313	20.0%	52.1%
	Low rates / affordable service	422	27.0%	70.2%
	Good customer service	312	19.9%	51.9%
	Prompt outage restoration	107	6.8%	17.8%
	Maintaining / updating infrastructure / modern equipment	83	5.3%	13.8%
	Good value	217	13.9%	36.1%
	Concern for the environment / alternate energy sources / energy efficiency	45	2.9%	7.5%
	Other	2	0.1%	0.3%
	DK/Unsure	20	1.3%	3.3%
	Safety/security	2	0.1%	0.3%
	Easier bill pay	3	0.2%	0.5%
	Keep doing a good job	2	0.1%	0.3%
	Online service	3	0.2%	0.5%
	Communication/keep me informed	10	0.6%	1.7%

25. What are your top three expectations of LODI ELECTRIC?

	Responses		Percent of Cases
	N	Percent	
Prompt response time/easy to access	7	0.4%	1.2%
Convenience	2	0.1%	0.3%
Lower rates for seniors/fixed income	1	0.1%	0.2%
Accountability	1	0.1%	0.2%
No problems/issues	1	0.1%	0.2%
Community involvement	1	0.1%	0.2%
Accurate detailed billing/usage calculator	4	0.3%	0.7%
Update website	1	0.1%	0.2%
Competitive/allow choice of supplier	1	0.1%	0.2%
Bilingual	1	0.1%	0.2%
More options - general	1	0.1%	0.2%
Ability to go wireless	1	0.1%	0.2%
Planning for future	1	0.1%	0.2%
Total	1564	100.0%	260.2%

a. Group

26. Compared to PG&E or other utilities you may know about, to what extent does LODI ELECTRIC meet your expectations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All of the time	232	38.6	38.6	38.6
	Most of the time	227	37.8	37.8	76.4
	Some of the time	73	12.1	12.1	88.5
	Not at all	49	8.2	8.2	96.7
	Don't know	20	3.3	3.3	100.0
Total		601	100.0	100.0	

27. What steps could Lodi take to better meet and/or exceed your expectations?

		Responses		Percent of Cases
		N	Percent	
\$Q27_MR^a	DK/unsure	67	10.3%	11.1%
	None/nothing	178	27.4%	29.6%
	Keep up the good work/meet expectations	42	6.5%	7.0%
	Lower rates/affordable cost	172	26.5%	28.6%
	Prompt response to issues	3	0.5%	0.5%
	Maintain/update infrastructure	3	0.5%	0.5%
	Payment arrangements	6	0.9%	1.0%
	Update website/more user friendly	9	1.4%	1.5%
	Uninterrupted/reliable service	8	1.2%	1.3%
	Better customer service	29	4.5%	4.8%
	Hire more employees/representatives	18	2.8%	3.0%
	Improve communication/provide more information to customers	26	4.0%	4.3%
	Improve solar program	9	1.4%	1.5%
	Public relations	1	0.2%	0.2%
	Need a call center	1	0.2%	0.2%
	Other	9	1.4%	1.5%
	Availability/answer the phones/easier to contact	12	1.8%	2.0%
	Update internet/cable service	1	0.2%	0.2%
	Improve billing system/accurate billing	12	1.8%	2.0%
	Rebates/programs for energy efficiency	4	0.6%	0.7%
	Longer hours of operation	2	0.3%	0.3%
	Replace/update meters	2	0.3%	0.3%
	Alerts/notifications for outages	1	0.2%	0.2%

27. What steps could Lodi take to better meet and/or exceed your expectations?

	Responses		Percent of Cases
	N	Percent	
Trim trees over power lines	2	0.3%	0.3%
Reduce/eliminate deposit/fees	1	0.2%	0.2%
Better employee training	1	0.2%	0.2%
Improve account accessibility	1	0.2%	0.2%
Improve water quality	2	0.3%	0.3%
More payment options	1	0.2%	0.2%
More competitive rates	1	0.2%	0.2%
More social media coverage	1	0.2%	0.2%
Transparency with rates	3	0.5%	0.5%
Renewable/green energy options	3	0.5%	0.5%
Better management	1	0.2%	0.2%
Underground wiring	1	0.2%	0.2%
Less wait times	6	0.9%	1.0%
Less outsourcing	1	0.2%	0.2%
Conservation information/tips	3	0.5%	0.5%
More provider options	1	0.2%	0.2%
More community involvement	2	0.3%	0.3%
Longer grace periods for bill pay	1	0.2%	0.2%
More help/care for customers	3	0.5%	0.5%
Total	650	100.0%	108.2%

a. Group

28. Would you say that LODI ELECTRIC is a "Publicly Owned Municipal Utility" or a "Private Investor Owned Utility"?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Publicly Owned Municipal Utility	358	59.6	59.6	59.6
	Private Investor Owned Utility	62	10.3	10.3	69.9
	DK/Unsure	181	30.1	30.1	100.0
	Total	601	100.0	100.0	

The following is a list of statements applicable to publicly-owned municipal utilities. - 29. Quick turnaround time in responding to outages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	1	.2	.2	.2
	2	1	.2	.2	.3
	4	1	.2	.2	.5
	5	5	.8	.8	1.3
	6	8	1.3	1.3	2.7
	7	26	4.3	4.3	7.0
	8	57	9.5	9.5	16.5
	9	79	13.1	13.1	29.6
	10 - Very important	379	63.1	63.1	92.7
	DK	44	7.3	7.3	100.0
	Total	601	100.0	100.0	

30. Staying on top of maintenance and keeping up with investments in infrastructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	5	.8	.8	.8
	2	1	.2	.2	1.0
	3	1	.2	.2	1.2
	4	1	.2	.2	1.3
	5	8	1.3	1.3	2.7
	6	6	1.0	1.0	3.7
	7	17	2.8	2.8	6.5
	8	69	11.5	11.5	18.0
	9	84	14.0	14.0	31.9
	10 - Very Important	366	60.9	60.9	92.8
	DK	43	7.2	7.2	100.0
	Total	601	100.0	100.0	

31. Keeping costs low because the utility is not for profit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	16	2.7	2.7	2.7
	2	3	.5	.5	3.2
	3	7	1.2	1.2	4.3
	4	7	1.2	1.2	5.5
	5	15	2.5	2.5	8.0
	6	11	1.8	1.8	9.8
	7	24	4.0	4.0	13.8
	8	55	9.2	9.2	23.0
	9	54	9.0	9.0	31.9
	10 - Very important	382	63.6	63.6	95.5
	DK	27	4.5	4.5	100.0
	Total	601	100.0	100.0	

32. Access to policymakers who establish rates, regulations and new customer programs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not at all important	14	2.3	2.3	2.3
	2	2	.3	.3	2.7
	3	2	.3	.3	3.0
	4	3	.5	.5	3.5
	5	24	4.0	4.0	7.5
	6	8	1.3	1.3	8.8
	7	35	5.8	5.8	14.6
	8	58	9.7	9.7	24.3
	9	66	11.0	11.0	35.3
	10 - Very important	304	50.6	50.6	85.9
	DK	85	14.1	14.1	100.0
	Total	601	100.0	100.0	

33. How would you best describe your customer relationship with LODI ELECTRIC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	An advocate of LODI ELECTRIC (provide high marks, speak highly about LODI ELECTRIC whenever possible)	21	3.5	3.5	3.5
	A loyal customer (provide high marks)	129	21.5	21.5	25.0
	A satisfied customer (provide relatively good marks for services received)	340	56.6	56.6	81.5
	A less than satisfied customer (provide relatively low marks for services received)	92	15.3	15.3	96.8
	Don't know/neutral/no relationship	19	3.2	3.2	100.0
	Total	601	100.0	100.0	

34. How would you best describe the level of trust you have in LODI ELECTRIC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	217	36.1	36.1	36.1
	Some trust	241	40.1	40.1	76.2
	Limited trust	80	13.3	13.3	89.5
	No trust	48	8.0	8.0	97.5
	Don't know	15	2.5	2.5	100.0
	Total	601	100.0	100.0	

35. Please tell me where you currently look for information about LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q35_MR ^a	TV	23	3.2%	3.8%
	Radio	5	0.7%	0.8%
	Newspaper	51	7.1%	8.5%
	Billboard	3	0.4%	0.5%
	Mailer	219	30.7%	36.4%
	Internet	316	44.3%	52.6%
	Social media	19	2.7%	3.2%
	Dk/unsure/refused	6	0.8%	1.0%
	None/don't look for information	26	3.6%	4.3%
	In person contact/visit office	18	2.5%	3.0%
	Phone call	14	2.0%	2.3%
	Bill inserts	5	0.7%	0.8%
	Friends/family/neighbors	3	0.4%	0.5%
	Email	1	0.1%	0.2%
	Employees	2	0.3%	0.3%
	App	1	0.1%	0.2%
	Website	1	0.1%	0.2%
	Local meetings	1	0.1%	0.2%
Total		714	100.0%	118.8%

a. Group

36. And please tell me where you would prefer to look for information about LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q36_MR ^a	TV	19	2.7%	3.2%
	Radio	6	0.8%	1.0%
	Newspaper	48	6.8%	8.0%
	Billboard	3	0.4%	0.5%
	Mailer	209	29.4%	34.8%
	Internet	336	47.3%	55.9%
	Social media	20	2.8%	3.3%
	Dk/unsure/refused	4	0.6%	0.7%
	None/don't look for information	18	2.5%	3.0%
	In person contact/ visit office	13	1.8%	2.2%
	Phone call	14	2.0%	2.3%
	Bill inserts	4	0.6%	0.7%
	Friends/family/neighbors	2	0.3%	0.3%
	Email	11	1.5%	1.8%
	App	1	0.1%	0.2%
	Website	1	0.1%	0.2%
No preference	1	0.1%	0.2%	
Published information	1	0.1%	0.2%	
Total		711	100.0%	118.3%

a. Group

37. Are you currently using the alert function on lodielectric.com for information on outages, planned maintenance and emergencies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	15.5	15.5	15.5
	No	488	81.2	81.2	96.7
	DK/Unsure	20	3.3	3.3	100.0
	Total	601	100.0	100.0	

38. What are your reasons for not using this alert function?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not interested/no need	122	20.3	25.0	25.0
	Will sign up/look into it	23	3.8	4.7	29.7
	No Smartphone	3	.5	.6	30.3
	Unaware	177	29.5	36.3	66.6
	No internet	31	5.2	6.4	73.0
	None/ no reason	32	5.3	6.6	79.5
	No computer/not tech savvy	20	3.3	4.1	83.6
	Other	7	1.2	1.4	85.0
	Don't use it/don't know how	7	1.2	1.4	86.5
	Don't use website	5	.8	1.0	87.5
	Never have outages/issues	11	1.8	2.3	89.8
	No time	6	1.0	1.2	91.0
	Too old	5	.8	1.0	92.0
	Find information elsewhere	6	1.0	1.2	93.2
	Someone else takes care of it	2	.3	.4	93.6
Just don't think about it	2	.3	.4	94.1	
Dk/unsure/refused	29	4.8	5.9	100.0	
Total	488	81.2	100.0		
Missing	System	113	18.8		
Total		601	100.0		

Now, I will read you a list of statements regarding your electric bill. - 39. LODI ELECTRIC CHARGES are easy to understand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	21	3.5	3.5	3.5
	2	7	1.2	1.2	4.7
	3	7	1.2	1.2	5.8
	4	7	1.2	1.2	7.0
	5	28	4.7	4.7	11.6
	6	22	3.7	3.7	15.3
	7	41	6.8	6.8	22.1
	8	109	18.1	18.1	40.3
	9	91	15.1	15.1	55.4
	10 - Very good	256	42.6	42.6	98.0
	DK	12	2.0	2.0	100.0
	Total	601	100.0	100.0	

QE39wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	21	3.5	3.6	3.6
	2.00	7	1.2	1.2	4.8
	3.00	7	1.2	1.2	5.9
	4.00	7	1.2	1.2	7.1
	5.00	28	4.7	4.8	11.9
	6.00	22	3.7	3.7	15.6
	7.00	41	6.8	7.0	22.6
	8.00	109	18.1	18.5	41.1
	9.00	91	15.1	15.4	56.5
	10.00	256	42.6	43.5	100.0
	Total	589	98.0	100.0	
Missing	System	12	2.0		
Total		601	100.0		

40. ALL CITY OF LODI UTILITY BILLS accurately detail the separate charges for electric, water, wastew

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	13	2.2	2.2	2.2
	2	6	1.0	1.0	3.2
	3	9	1.5	1.5	4.7
	4	6	1.0	1.0	5.7
	5	21	3.5	3.5	9.2
	6	15	2.5	2.5	11.6
	7	38	6.3	6.3	18.0
	8	104	17.3	17.3	35.3
	9	90	15.0	15.0	50.2
	10 - Very good	278	46.3	46.3	96.5
	DK	21	3.5	3.5	100.0
	Total	601	100.0	100.0	

QE40wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	2.2	2.2	2.2
	2.00	6	1.0	1.0	3.3
	3.00	9	1.5	1.6	4.8
	4.00	6	1.0	1.0	5.9
	5.00	21	3.5	3.6	9.5
	6.00	15	2.5	2.6	12.1
	7.00	38	6.3	6.6	18.6
	8.00	104	17.3	17.9	36.6
	9.00	90	15.0	15.5	52.1
	10.00	278	46.3	47.9	100.0
	Total	580	96.5	100.0	
Missing	System	21	3.5		
Total		601	100.0		

41. LODI ELECTRIC UTILITYhas adequate energy assistance programs to help low and/or fixed-income cust

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	16	2.7	2.7	2.7
	2	5	.8	.8	3.5
	3	6	1.0	1.0	4.5
	4	1	.2	.2	4.7
	5	18	3.0	3.0	7.7
	6	12	2.0	2.0	9.7
	7	29	4.8	4.8	14.5
	8	59	9.8	9.8	24.3
	9	57	9.5	9.5	33.8
	10 - Very good	121	20.1	20.1	53.9
	DK	277	46.1	46.1	100.0
	Total	601	100.0	100.0	

QE41wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	16	2.7	4.9	4.9
	2.00	5	.8	1.5	6.5
	3.00	6	1.0	1.9	8.3
	4.00	1	.2	.3	8.6
	5.00	18	3.0	5.6	14.2
	6.00	12	2.0	3.7	17.9
	7.00	29	4.8	9.0	26.9
	8.00	59	9.8	18.2	45.1
	9.00	57	9.5	17.6	62.7
	10.00	121	20.1	37.3	100.0
	Total	324	53.9	100.0	
Missing	System	277	46.1		
Total		601	100.0		

42. LODI ELECTRIC UTILITY has an adequate medical discount program

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	10	1.7	1.7	1.7
	2	3	.5	.5	2.2
	3	4	.7	.7	2.8
	5	9	1.5	1.5	4.3
	6	11	1.8	1.8	6.2
	7	26	4.3	4.3	10.5
	8	42	7.0	7.0	17.5
	9	53	8.8	8.8	26.3
	10 - Very good	94	15.6	15.6	41.9
	DK	349	58.1	58.1	100.0
	Total	601	100.0	100.0	

QE42wodk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	10	1.7	4.0	4.0
	2.00	3	.5	1.2	5.2
	3.00	4	.7	1.6	6.7
	5.00	9	1.5	3.6	10.3
	6.00	11	1.8	4.4	14.7
	7.00	26	4.3	10.3	25.0
	8.00	42	7.0	16.7	41.7
	9.00	53	8.8	21.0	62.7
	10.00	94	15.6	37.3	100.0
	Total	252	41.9	100.0	
Missing	System	349	58.1		
Total		601	100.0		

43. Now, please think about the prices that you currently pay for electric service. Would you say the prices you pay to Lodi Electric are higher than surrounding utilities, lower than surrounding utilities or about the same?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Higher than surrounding utilities	263	43.8	43.8	43.8
	Lower than surrounding utilities	54	9.0	9.0	52.7
	About the same	155	25.8	25.8	78.5
	Don't know/unsure	129	21.5	21.5	100.0
	Total	601	100.0	100.0	

44. Which other surrounding utility did you think about when comparing? (Don't read responses)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMUD	28	4.7	4.7	4.7
	PG&E	263	43.8	43.8	48.4
	Both	134	22.3	22.3	70.7
	Other:	16	2.7	2.7	73.4
	Don't know/unsure	160	26.6	26.6	100.0
	Total	601	100.0	100.0	

45. How satisfied are you with the quality of electric service you receive for the price you pay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	175	29.1	29.1	29.1
	Somewhat satisfied	291	48.4	48.4	77.5
	Somewhat dissatisfied	67	11.1	11.1	88.7
	Not at all satisfied	56	9.3	9.3	98.0
	Don't know/unsure	12	2.0	2.0	100.0
	Total	601	100.0	100.0	

46. Have you visited the Lodi Electric Utility website at lodielectric.com in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	195	32.4	32.4	32.4
	No	392	65.2	65.2	97.7
	DK/Unsure	14	2.3	2.3	100.0
	Total	601	100.0	100.0	

Now, I will read you a list of statements regarding lodielectric.com. - 47. Ease of finding the information you desire

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	7	1.2	3.6	3.6
	2	4	.7	2.1	5.6
	3	5	.8	2.6	8.2
	4	5	.8	2.6	10.8
	5	16	2.7	8.2	19.0
	6	17	2.8	8.7	27.7
	7	16	2.7	8.2	35.9
	8	32	5.3	16.4	52.3
	9	22	3.7	11.3	63.6
	10 - Very good	69	11.5	35.4	99.0
	DK	2	.3	1.0	100.0
	Total	195	32.4	100.0	
Missing	System	406	67.6		
Total		601	100.0		

48. Quality of information contained on the website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Very poor	5	.8	2.6	2.6
	2	3	.5	1.5	4.1
	3	2	.3	1.0	5.1
	4	2	.3	1.0	6.2
	5	20	3.3	10.3	16.4
	6	7	1.2	3.6	20.0
	7	23	3.8	11.8	31.8
	8	31	5.2	15.9	47.7
	9	23	3.8	11.8	59.5
	10 - Very good	73	12.1	37.4	96.9
	DK	6	1.0	3.1	100.0
Total		195	32.4	100.0	
Missing	System	406	67.6		
Total		601	100.0		

49. Have you experienced any outages in the last 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	16.3	16.3	16.3
	No	485	80.7	80.7	97.0
	DK/Unsure	18	3.0	3.0	100.0
	Total	601	100.0	100.0	

50. How satisfied were you with the outage restoration time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very satisfied	48	8.0	49.0	49.0
	Somewhat satisfied	34	5.7	34.7	83.7
	Somewhat dissatisfied	10	1.7	10.2	93.9
	Very dissatisfied	3	.5	3.1	96.9
	Don't know/unsure	3	.5	3.1	100.0
	Total	98	16.3	100.0	
Missing	System	503	83.7		
Total		601	100.0		

51. If available, please tell me which of the following communication methods you might enroll in for outage updates from LODI ELECTRIC?

		Responses		Percent of Cases
		N	Percent	
\$Q51_MR^a	Email	98	13.0%	16.3%
	Facebook	20	2.6%	3.3%
	Twitter	9	1.2%	1.5%
	Text messaging	318	42.1%	52.9%
	Telephone/Robo-Calls	187	24.7%	31.1%
	None of the above	85	11.2%	14.1%
	DK/unsure	28	3.7%	4.7%
	App alerts/notifications	1	0.1%	0.2%
	Direct mail	2	0.3%	0.3%
	Internet	2	0.3%	0.3%
	Newspaper	2	0.3%	0.3%
	In person/direct contact	3	0.4%	0.5%
	Bill insert	1	0.1%	0.2%
Total		756	100.0%	125.8%

a. Group

52. Which of the following categories best reflects your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	25	4.2	4.2	4.2
	25 to 34	94	15.6	15.6	19.8
	35 to 44	103	17.1	17.1	36.9
	45 to 54	77	12.8	12.8	49.8
	55 to 64	86	14.3	14.3	64.1
	65 or older	187	31.1	31.1	95.2
	Refused	29	4.8	4.8	100.0
	Total	601	100.0	100.0	

53. What is your highest grade of school completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate, GED, or less	183	30.4	30.4	30.4
	2 year Technical school or 2 year college graduate	132	22.0	22.0	52.4
	4 year College graduate	161	26.8	26.8	79.2
	Post-graduate or more	76	12.6	12.6	91.8
	Refused	49	8.2	8.2	100.0
	Total	601	100.0	100.0	

54. Which of the following categories best describes your total family income before taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	32	5.3	5.3	5.3
	\$25,000 to less than \$50,000	50	8.3	8.3	13.6
	\$50,000 to less than \$75,000	71	11.8	11.8	25.5
	\$75,000 or more	90	15.0	15.0	40.4
	Refused	358	59.6	59.6	100.0
	Total	601	100.0	100.0	

55. What type of dwelling is your home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single family home	418	69.6	69.6	69.6
	Town house or multi-family house	29	4.8	4.8	74.4
	Apartment buildin	99	16.5	16.5	90.8
	Mobile home	1	.2	.2	91.0
	Condo	15	2.5	2.5	93.5
	Other:	3	.5	.5	94.0
	Refused	36	6.0	6.0	100.0
	Total	601	100.0	100.0	

56. Are you of Hispanic origin, such as Mexican American, Latin American, Puerto Rican or Cuban?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	96	16.0	16.0	16.0
	No	469	78.0	78.0	94.0
	DK/Unsure	2	.3	.3	94.3
	Refused	34	5.7	5.7	100.0
	Total	601	100.0	100.0	

57. What is your race?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	417	69.4	69.4	69.4
	African American	8	1.3	1.3	70.7
	Asian, Pacific Islander	29	4.8	4.8	75.5
	Aleutian, Eskimo or American Indian	1	.2	.2	75.7
	Other:	79	13.1	13.1	88.9
	Unsure/DK	12	2.0	2.0	90.8
	Refused	55	9.2	9.2	100.0
	Total	601	100.0	100.0	

58. Do you currently rent or own?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rent	200	33.3	33.3	33.3
	Own	356	59.2	59.2	92.5
	Don't know	2	.3	.3	92.8
	Refused	43	7.2	7.2	100.0
	Total	601	100.0	100.0	

59. How long have you lived at your present address?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	90	15.0	15.0	15.0
	1 to less than 5 years	180	30.0	30.0	44.9
	5 to less than 10 years	79	13.1	13.1	58.1
	10 to less than 15 years	51	8.5	8.5	66.6
	15 to less than 20 years	39	6.5	6.5	73.0
	20 years or more	124	20.6	20.6	93.7
	Don't know	1	.2	.2	93.8
	Refused	37	6.2	6.2	100.0
Total	601	100.0	100.0		

60. Gender (by observation).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	303	50.4	50.4	50.4
	Male	298	49.6	49.6	100.0
	Total	601	100.0	100.0	