



# NEWS RELEASE

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## **Survey shows SLV Water customers most interested in billing, water rates & water quality**

A customer survey distributed by the San Lorenzo Valley Water District indicates that its customers are most interested in hearing about billing, water rates and water quality, followed by water conservation and rebates. The survey also indicates that customers are pleased with the current ways that they most often receive information, from bill inserts and local newspapers.

The District designed the survey to help the District understand what customers are interested in hearing about, how customers currently receive information from the District, and how they would prefer to receive it.

“It’s important to have an informed customer base,” said Board President Terry Vierra. “We need customers to understand water issues and participate in decision-making that affects all of us; it’s part of the democratic process.”

As expected, the survey received the most customer responses from zip codes where the District has the most connections--Boulder Creek, Ben Lomond, Felton and Zayante.

The survey was distributed to all District customers along with their water bills from June – November 2010. The survey was also available on-line on the District website. The number of District customers responding to the survey was just under 12 percent. Survey results were tallied by on-line software and analyzed by District staff. Complete survey results are now posted on the District website <http://www.slvwd.com>.

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