



**Interoffice Memorandum**

November 2, 2020

**TO:** Mayor Jerry L. Demings  
and Board of County Commissioners

**FROM:** Raymond E. Hanson, P. E., Director  
Utilities Department

*for Ray  
Andrés Salcedo*

**SUBJECT: BCC AGENDA ITEM – Discussion Agenda  
November 17, 2020 BCC Meeting  
J.D. Power 2020 Water Utility Residential Customer Satisfaction Study  
Contact: Tim Armstrong, Assistant Director  
Utilities Department  
407-254-9745**

The J.D. Power 2020 Water Utility Residential Customer Satisfaction Study (Study) now in its fifth year, measures overall customer satisfaction for 90 U.S. Water Utilities serving 400,000 or more people. Scores are reported in four geographic regions and two size categories: Midwest Large, Midwest Midsize, Northeast Large, Northeast Midsize, South Large, South Midsize, West Large and West Midsize. Orange County Utilities (OCU) is one of 21 water utilities comprising the South Midsize category. Other Florida utilities included in the Study are Orlando Utilities Commission, Jacksonville Electric Authority, City of Tampa, and Pinellas, Manatee, Miami-Dade, and Palm Beach County.

The Study is designed to provide the water utility industry with a look into the ever-changing needs and perceptions of its residential customers. This information is imperative for utilities to understand the areas they can affect to increase and maintain customer satisfaction while obtaining customer support for performance improvements and infrastructure initiatives. Several years ago, OCU established the goal of developing and implementing a comprehensive annual customer survey. Partnering with J.D. Power has been determined to be the most cost-effective means of meeting this goal of annual customer surveying. This approach not only enhances our understanding of the behaviors, attitudes, and preferences of our customers but allows us to benchmark our utility and performance against that of similar utilities throughout the country. J.D. Power is widely recognized as an industry leader in the Market Research and Consumer Intelligence field and can provide its subscribers with comprehensive and actionable customer survey data which is unbiased and independently compiled.

Mr. John Hazen, Managing Director with J.D. Power and Orange County resident, will be presenting an overview of the methodology behind the 2020 Study. He will cover the highlights of the 2020 Study as well as the rankings as determined by the overall customer satisfaction index. Mr. Hazen will furnish the Board with particular OCU highlights, including its South Midsize win, its overall #1 national ranking, and the highest customer satisfaction score since the Study's inception. Lastly, Mr. Hazen will provide expert insight, analysis and specific recommendations where OCU can use customer survey data to continually improve upon overall level of service.

Board action is not required at this time.