

Customer Survey Summary (Survey Dates: Sept. 19-Oct. 6)

Water Renewal The Woodlands

Survey Objective

A Water Renewal The Woodlands customer survey was open from Thursday, September 19, 2024, to Sunday, October 6, 2024. The findings provide a baseline of customer feedback that will assist in communications and community engagement efforts as the initiative progresses.

Key Findings

- **Number of Surveys received:** 366
- **Top sources of survey responses:**
 - Most respondents were male (63%), white (77%), and homeowners (91%) compared to renters (3%), with the majority having an income of \$200,000 or more, or prefer not to answer.
 - The top four neighborhoods that responded were Cochran's Crossing, Alden Bridge, Grogan's Mill, and Panther Creek.
 - The top four MUDs where respondents resided included Montgomery Co. No. 47 (23%), 46 (14%), 60 (11%), and The Woodlands Mud No. 1 (9%).
- **Critical points:**
 - Almost 20% of respondents indicated they do not know how The Woodlands is approaching the maintenance of water and drainage infrastructure to prepare for the future.
 - Over 35% of respondents were unaware of the timeliness of repairs for water/sewer line breaks or the frequency. The reason for this may be because they have not experienced any issues – this could be an area of opportunity for customer education.
- **Major trends in satisfaction:**
 - About 86% of respondents indicated that they were satisfied or very satisfied with the overall quality of water and wastewater services.
 - Approximately 72% of respondents indicated they are satisfied or very satisfied with the overall maintenance of water and wastewater infrastructure.
 - 63% were satisfied or very satisfied with the value received for the money paid for water and wastewater. 23.5% were neutral on this topic (rating of 3).

Customer Satisfaction, Interaction, and Communication Preferences

- Customer satisfaction ratings for interactions with Woodlands Water were either high (majority rating of 5) or unknown ("Don't Know").
- Respondents were mostly unaware of Woodlands Water's social media pages (64%).
 - Of the respondents that were aware, the Facebook page and Nextdoor were the top two platforms.
- 77% of respondents said they had visited the Woodlands Water website (woodlandswater.org) in the past year.
- Respondents currently receive their information about water and wastewater services via email, utility bills, and local newspapers (Community Impact, Courier of Montgomery Co., etc.).

- Respondents indicated their preference for receiving information about water services in the future, favoring phone numbers over mail, and mail over email.
- When asked if they had contacted Woodlands Water with a question, problem, complaint, or to request service within the past year: approximately 68% marked “No,” while 32% marked “Yes.”
- 64% of respondents were notified about the survey through the Woodlands Water Weekly Email Newsletter.

Top Priorities for Customers

Respondents were aligned on the most and least important factors when it comes to water and wastewater infrastructure’s importance to quality of life **and** their highest priorities for water authority leaders:

- **Top three priorities:** Safe drinking water, reliable and long-term water supply, and sustainability (ensuring availability and affordability of water supplies and resources).
- **Bottom three priorities:** Economic development, redevelopment of the community, and growth of the community.
- **Slight differences in priority:**
 - When it comes to quality of life, the quality of infrastructure itself was rated as more important.
 - However, for water authority leaders, the cost of service was considered slightly more critical than infrastructure quality, indicating a focus on keeping water services affordable.

Demographic Breakdown

- When asked the **number of years resided** in The Woodlands, the top two percentages were 21-30 years (25%) and 31+ years (21%).
- The **top age ranges** for respondents included 65-74 (32%), 55-64 (22%), and 75 or older (15%). Notably, no respondents were from the 18-24 category.
- The most reported income bracket is \$200,000 or more, or “prefer not to answer.”
- Males tend to rate both the quality and maintenance higher than females.
- Most respondents were male (63%), white (77%), and homeowners (91%). This could impact the interpretation of the survey results if the perspectives of females, minorities, or renters are underrepresented.

Additional Takeaways

- Very few respondents indicated they received information about Woodlands Water from their Village Association, suggesting a potential outreach partnership to explore further engagement.
- The rating received for the value for money paid for water and wastewater rating is higher for males compared to females and those who prefer not to disclose their gender.
- Respondents who prefer not to disclose their gender generally provide lower ratings across most categories.
- Older respondents (65 and above) tend to give higher ratings for maintenance and quality of services compared to younger respondents.
- Preparedness for future maintenance generally has lower ratings across all age groups, but older age groups (75 and older) show slightly more optimism compared to the younger groups.
- The average age in The Woodlands, according to the American Community Survey 2022, is approximately 43.3 years. The average age of survey respondents was approximately 63.4 years.