

Building a Constituency for Water

*Partnership with the
Philadelphia Water Department*

*Nina Hoe Gallagher
December 7 | 2018*

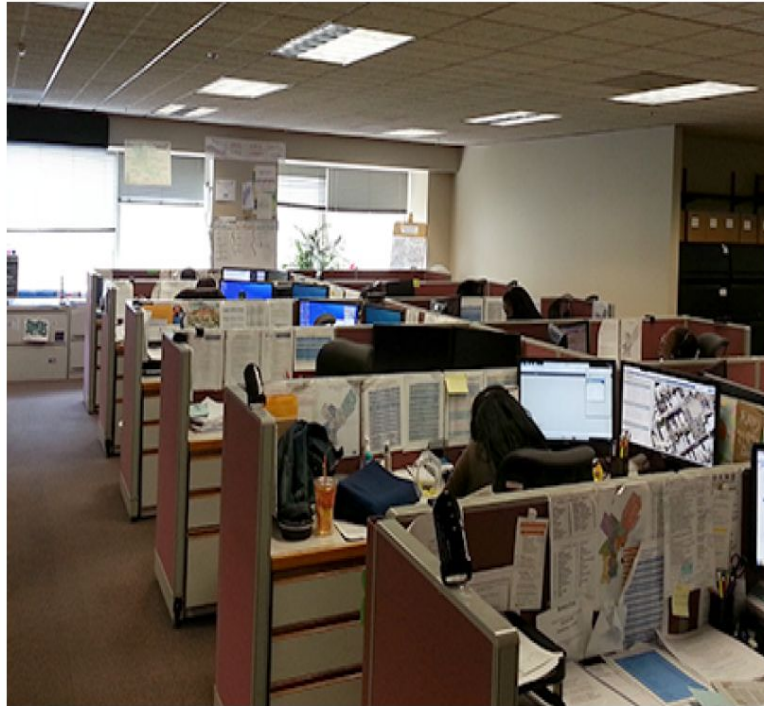


Research started in 2016

Why customer satisfaction is important and what we're doing to improve it

May 12, 2014

posted in



A collaborative effort of various associations representing the U.S. water and wastewater sector called [WaterEUM](http://www.watereum.org/) (<http://www.watereum.org/>) cuts to the core of why high customer satisfaction is the most important goal for utilities like PWD:

Customer satisfaction is important to water utilities to minimize customer complaints and associated costs, maintain customer goodwill, and increase customer support for utility improvement initiatives.

But most importantly, improving customer satisfaction is just the right thing to do. PWD's employees are also

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Help Make the Philadelphia Water Department Better!

and BeHeardPhilly™ to find

Take our new 2018 Customer Survey

Help Make the Philadelphia Water Department Better!

www.PWDsurvey.com | Text @WATER to 39242 | Scan the QR Code on the back

All participants have a chance to win a \$100 gift card!

The Philadelphia Water Department (PWD) partners with the University of Pennsylvania to find out what people in Philadelphia think about PWD and the services it provides.

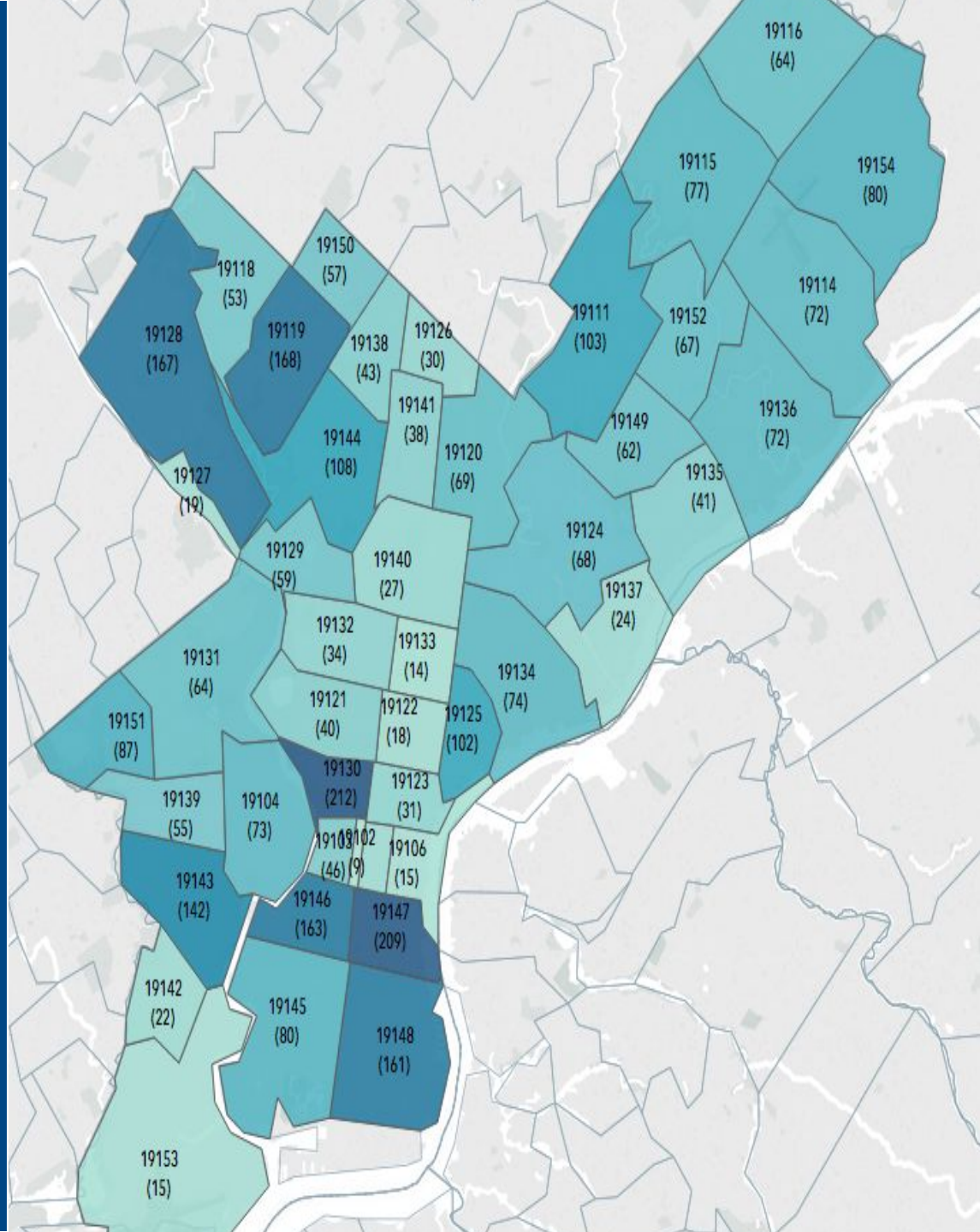
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with the University of Pennsylvania
and the services it provides.

**Engaging
residents
from every
ZIP Code**





3 years

6 surveys

18 focus
groups

8,000+
residents

Discovery



40% of
Philadelphians say
they drink bottled
water most often
while at home.



Importance to Philadelphia Water Department

Drinking Tap Water



Customer
Satisfaction

Negative Implications of Residents NOT Drinking Tap



Environmental

Negative Implications of Residents



Negative Implications of Residents



Concerns over BPA's potentially toxic effects led manufacturers to develop a range of similar-looking alternatives. But mounting research suggests these, too, may pose health risks.

PHOTOGRAPH BY DAVID MCNEW, GETTY IMAGES

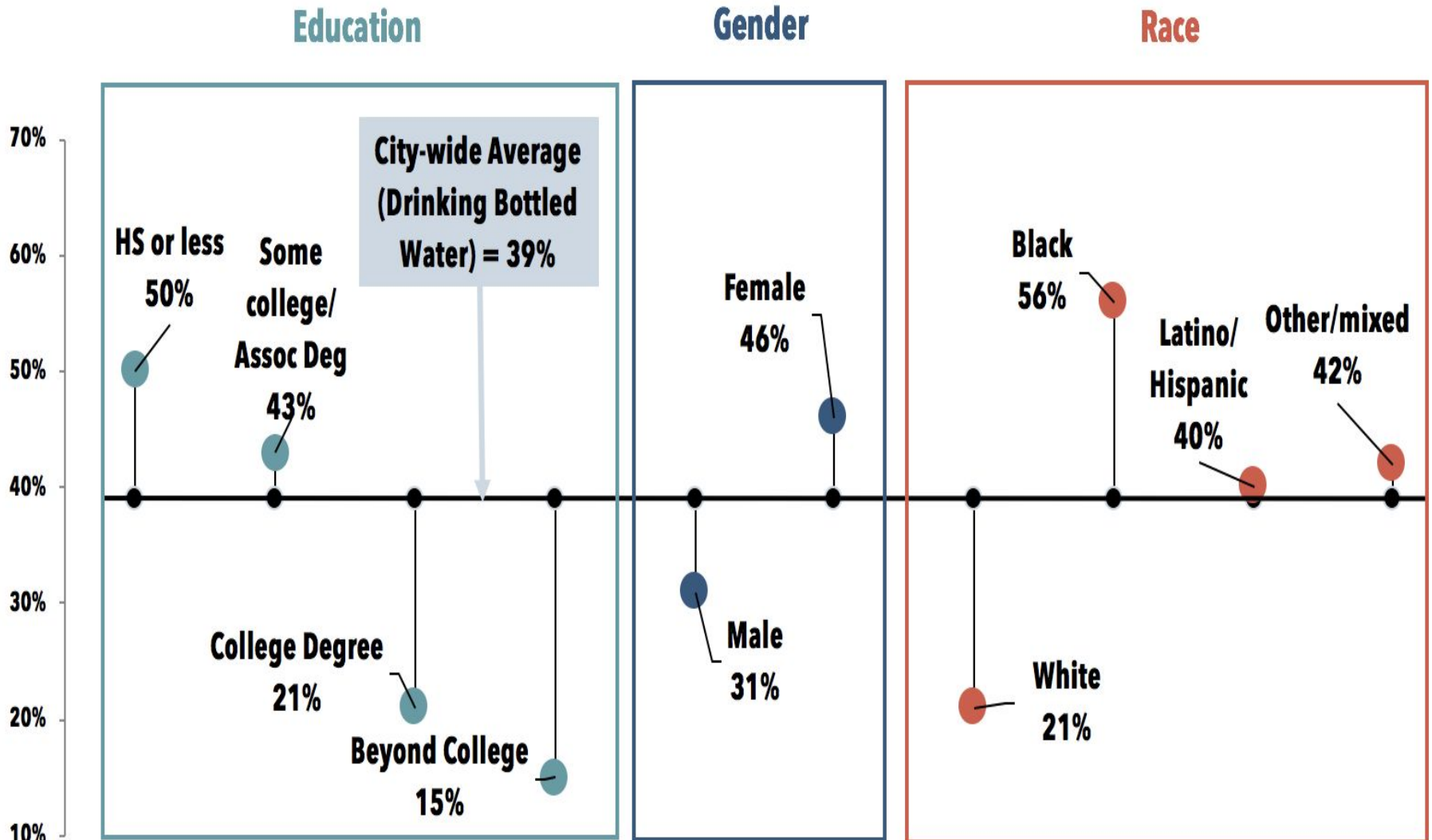
SCIENCE & INNOVATION | EXPLAINER

Why 'BPA Free' May Not Mean a Plastic Product Is Safe

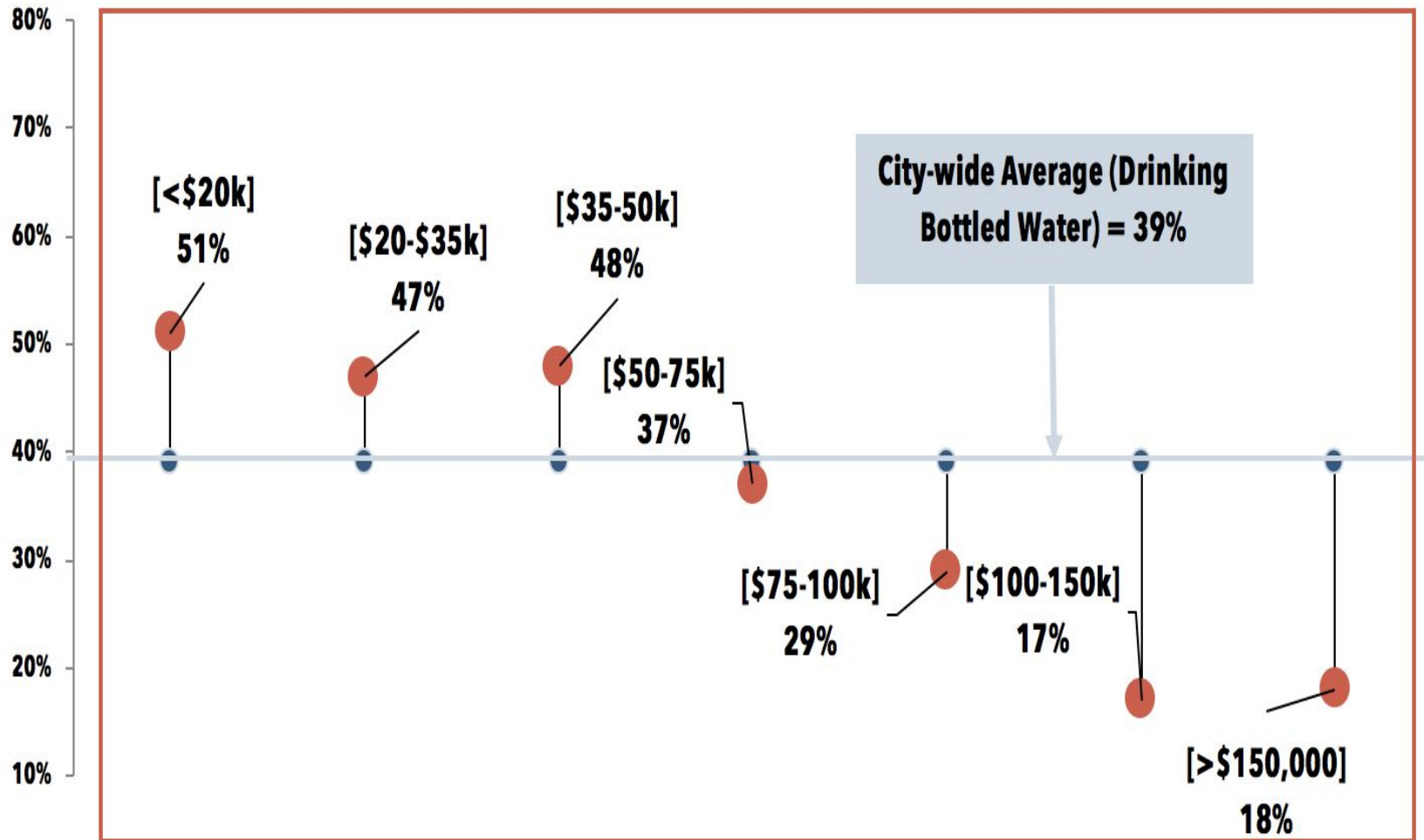
Alternatives to the now infamous compound keep popping up. But researchers aren't convinced they're any better for us.

Who is drinking bottled water?

A Higher Proportion of **Less Educated**, **Female** and **Minority** Residents Drink Bottled Water Most Often



A Higher Proportion of **Lower Income** Residents Drink Bottled Water Most Often At Home

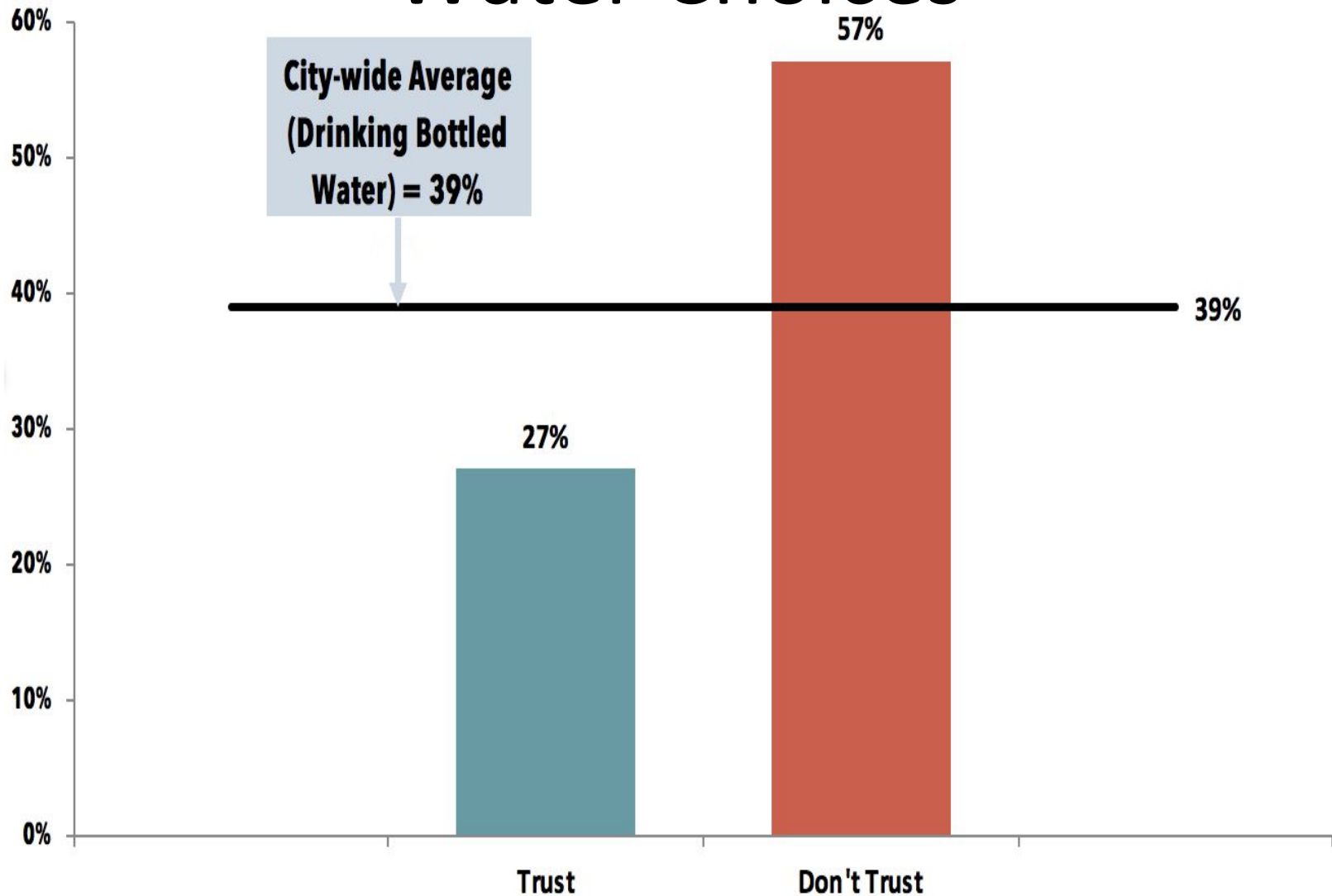


What does this mean?

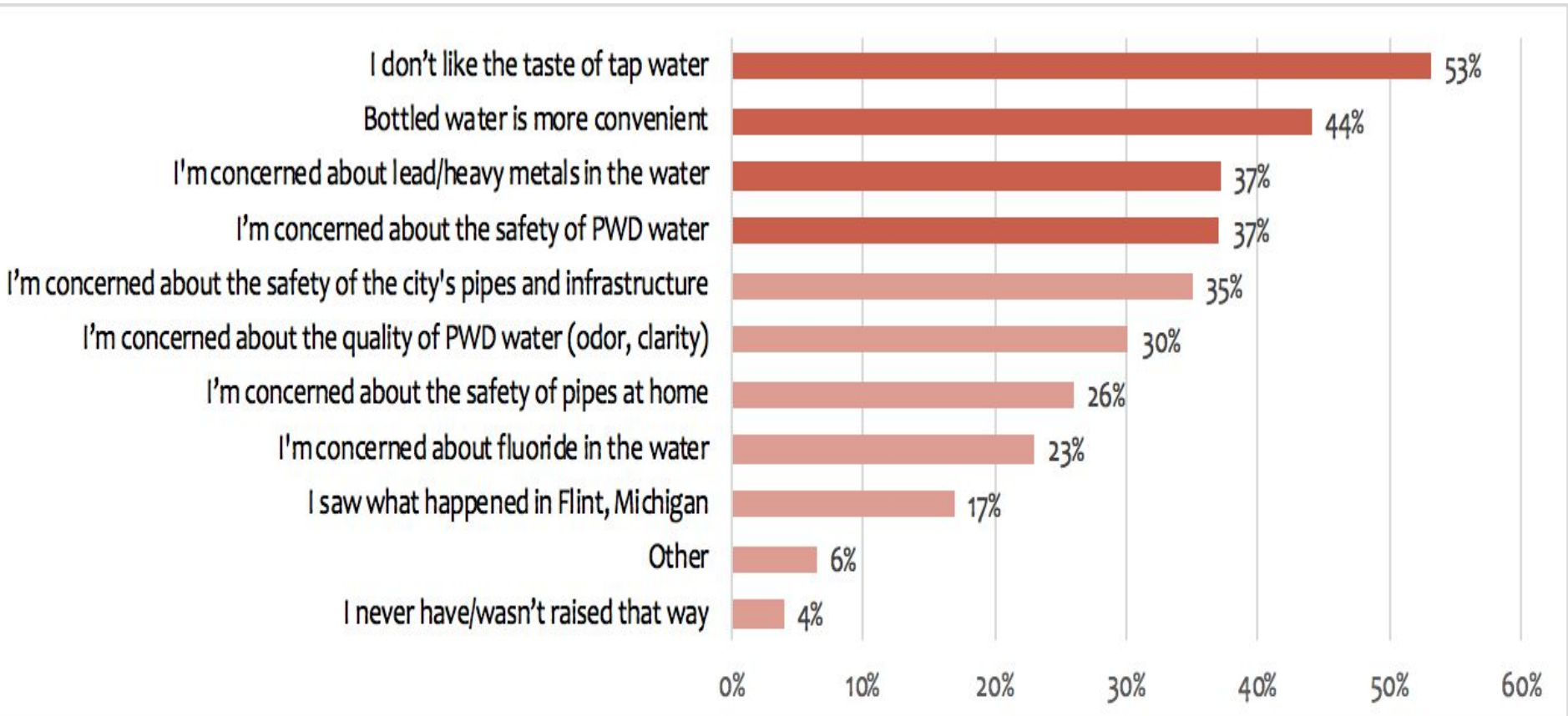


Financial, health, and environmental implications are disproportionately experienced by lower income, less educated, minority, and female residents

Trust in PWD is Related to Drinking Water Choices



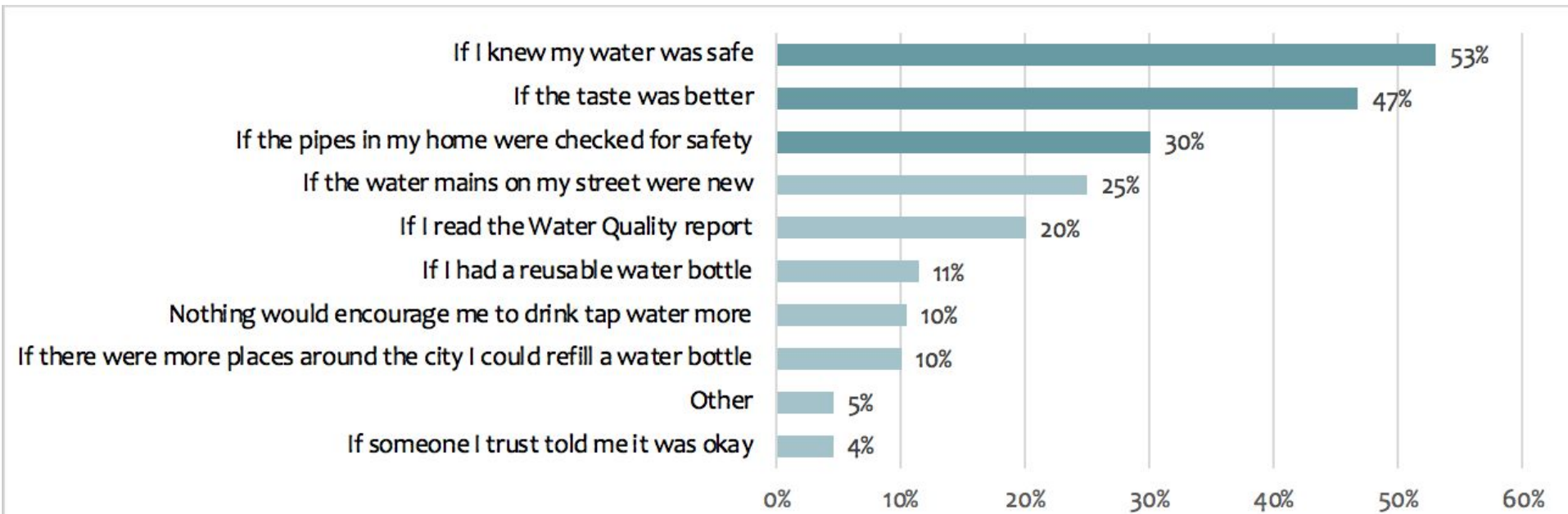
What are the reasons you drink bottled water most often at home?



What opportunities change behavior and encourage people to drink more tap?



Knowledge of water safety,
improvement in water taste and
verification of pipe safety may
encourage residents to choose tap
water more often.



**What's
next?**

Rebrand Philly Tap Project

William Penn Foundation Funded

- The Water Center at Penn
- ImpactED
- Philadelphia Water Department
- PennEnvironment & Policy Research Center