



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: City Utilities

To: City Council

From: City Manager & Staff

Council Meeting Date: July 21, 2025

Re: REPORT: Utility Customer Service Survey Results

Executive Summary

Staff has prepared a council report on the results of the utility customer service survey that was conducted by ETC Institute in spring 2025.

Discussion

City of Columbia Utilities selected ETC Institute, through a Request for Proposal (RFP) process, to perform the utility customer service survey. The last survey was conducted in 2018.

Between February and April 2025, ETC Institute administered a utilities survey to help understand the community's experience with utility services and identify areas where improvements may be needed. The survey questions were developed by city staff, with assistance from the Water & Light Advisory Board (WLAB) and were distributed to a random sample of households in the City of Columbia.

The goal was to receive 800 completed surveys and 804 surveys were received. The results of 804 households have a 95% level of confidence with a precision of at least +/-3.4%. A copy of the Utilities Survey Findings Report and Open-Ended Comments are attached.

The utility customer service survey results were shared with the WLAB at their June 11, 2025 monthly meeting.

Fiscal Impact

Short-Term Impact: None

Long-Term Impact: None

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
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N/A	N/A
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Suggested Council Action

For informational purposes.