Water Reliability Survey

Conducted for the
Santa Margarita
Water District

Presented By
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6/26/2017

TrueNorth
RESEARCH

PURPOSE OF STUDY

- Measure community awareness, knowledge & concerns regarding water reliability
- Gauge support for developing new, local sources of drinking water
- Profile support for different solutions/actions the District could pursue to improve water reliability
- Explore attitudes related to direct potable reuse

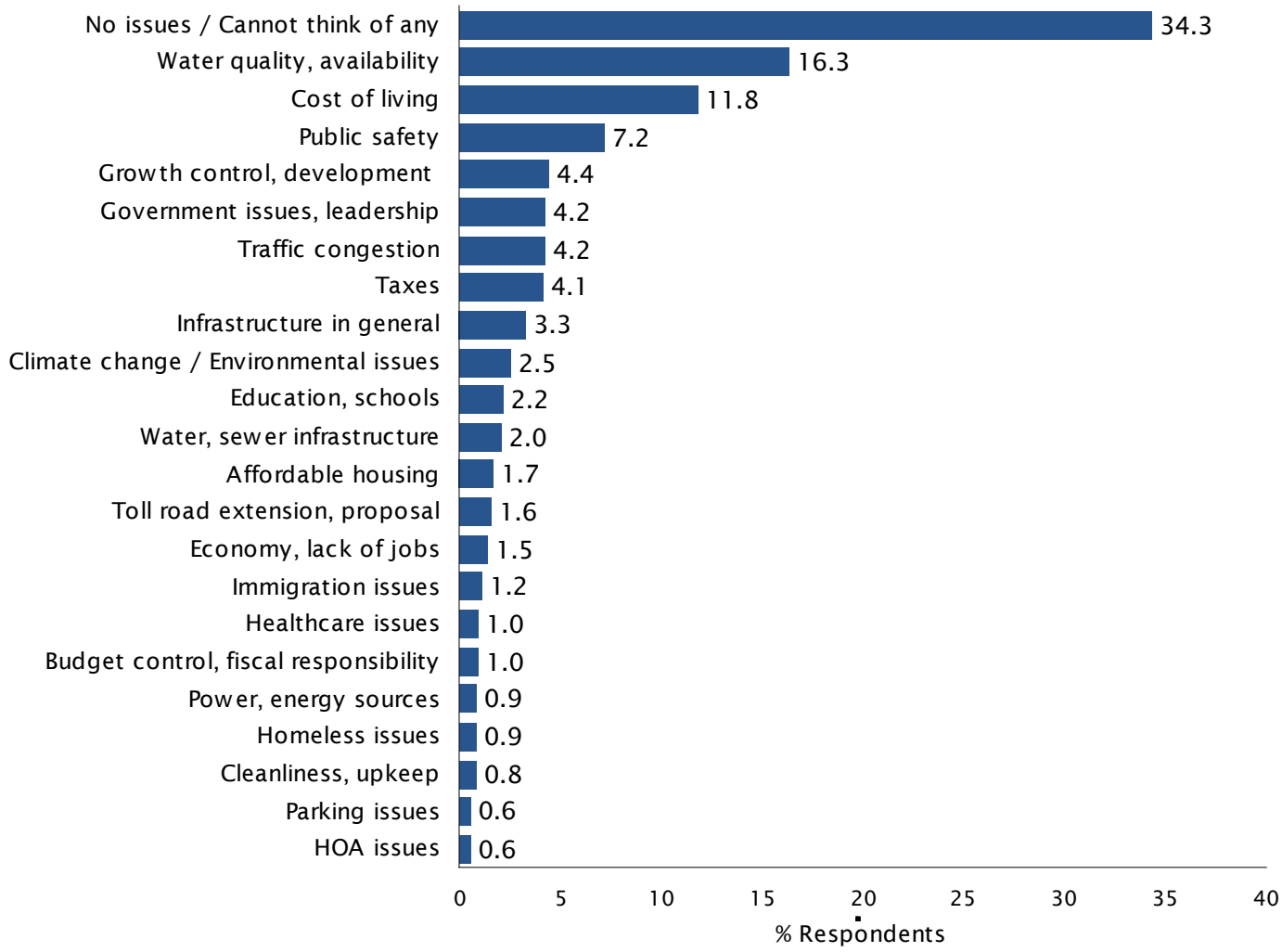
TRUENORTH RESEARCH

METHODOLOGY OF STUDY

- Conducted May 10 to May 19, 2017
- Random Sample of 953 likely November 18 voters
- Mixed-Method approach
  - Recruited via phone and email
  - Data collection via phone and online
  - 15-minute average interview length
- Overall margin of error is ± 3.1%

TRUENORTH RESEARCH

MOST IMPORTANT ISSUES: TOP-OF-MIND



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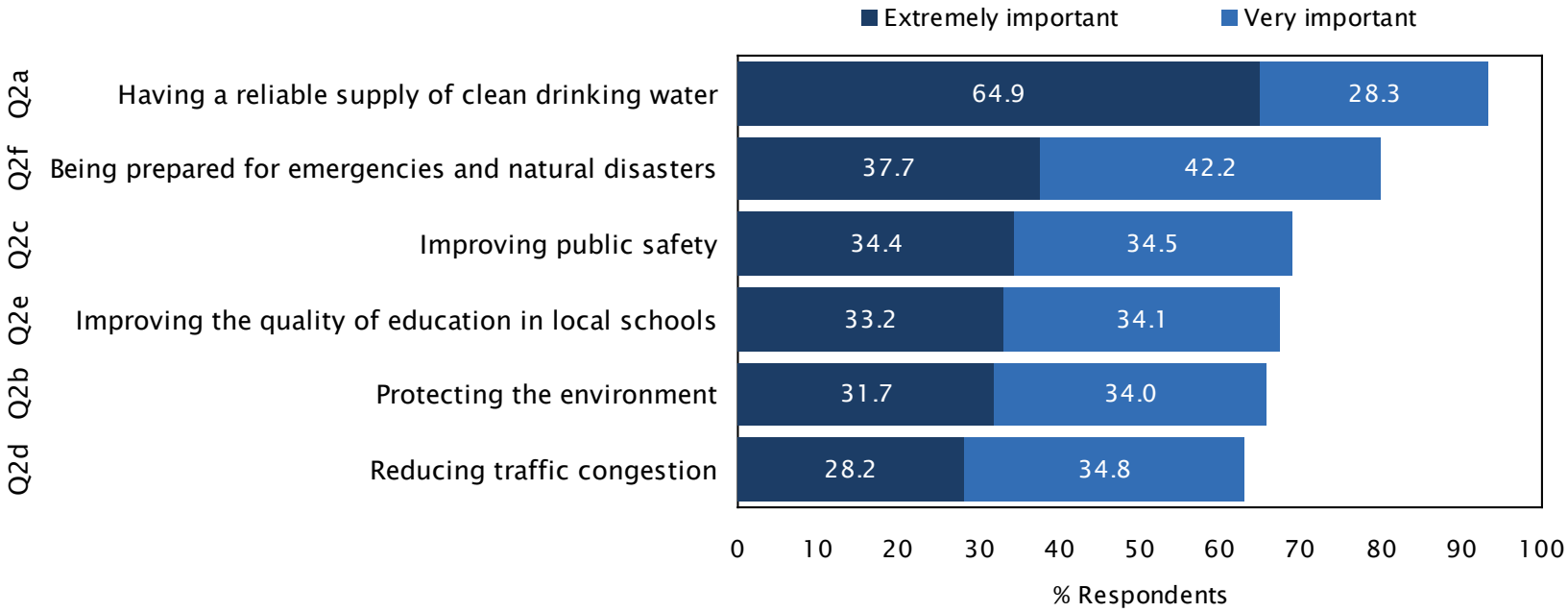
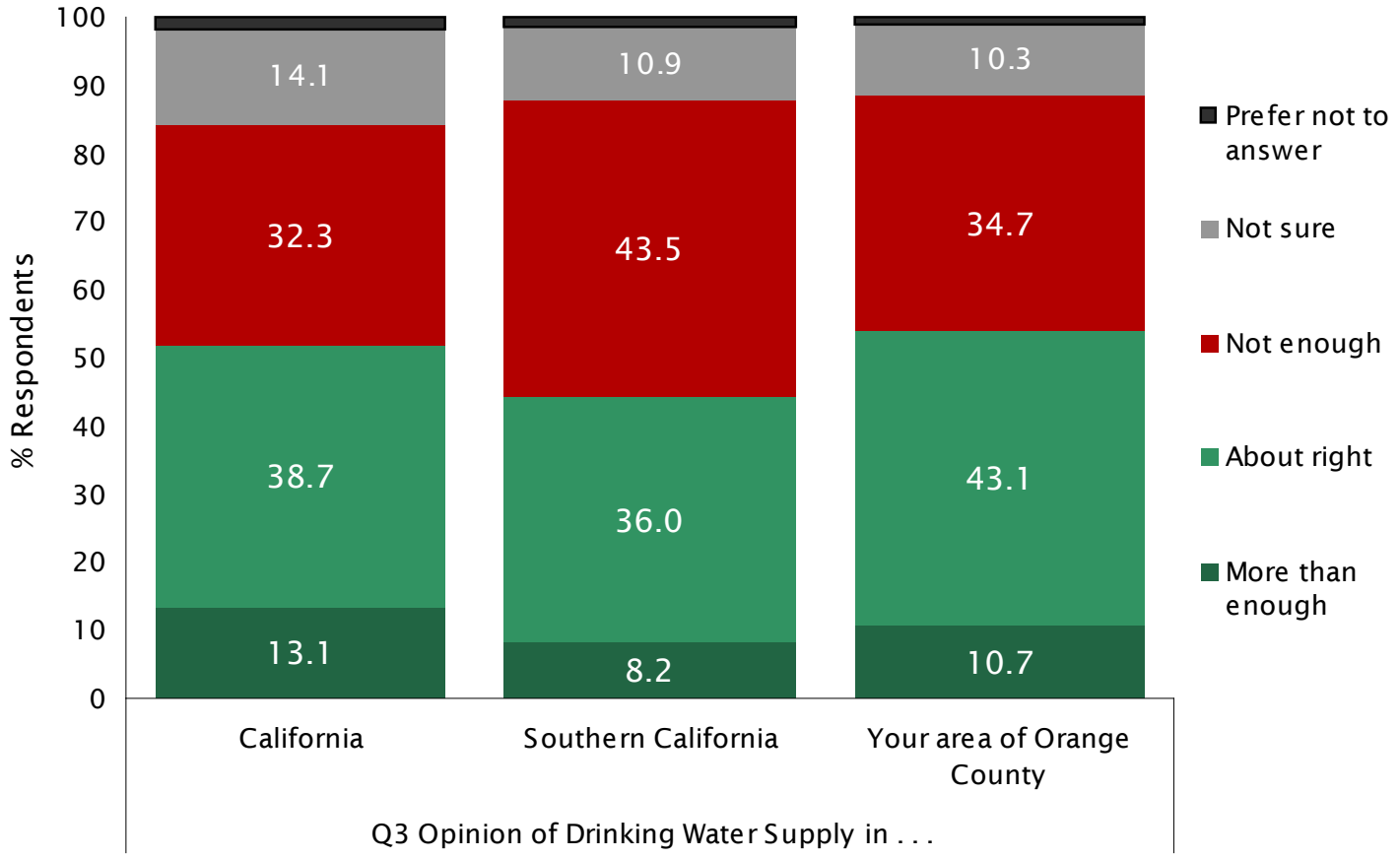
RANKING OF ISSUES



DRINKING WATER SUPPLIES



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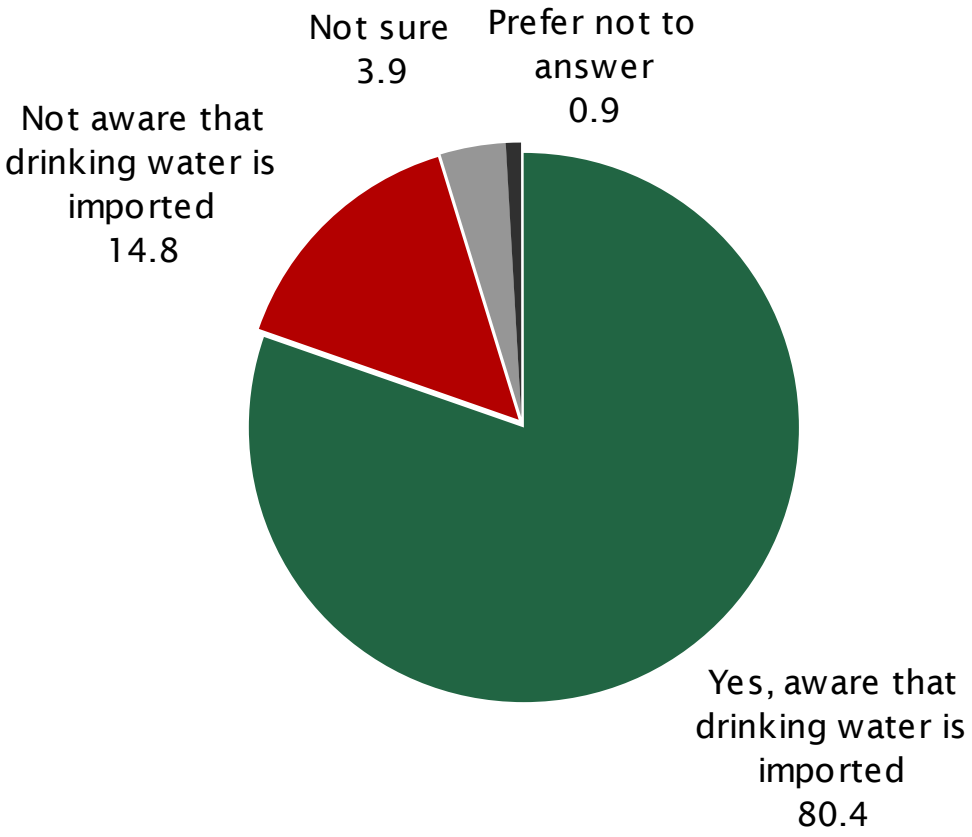
IMPORTED WATER AWARENESS



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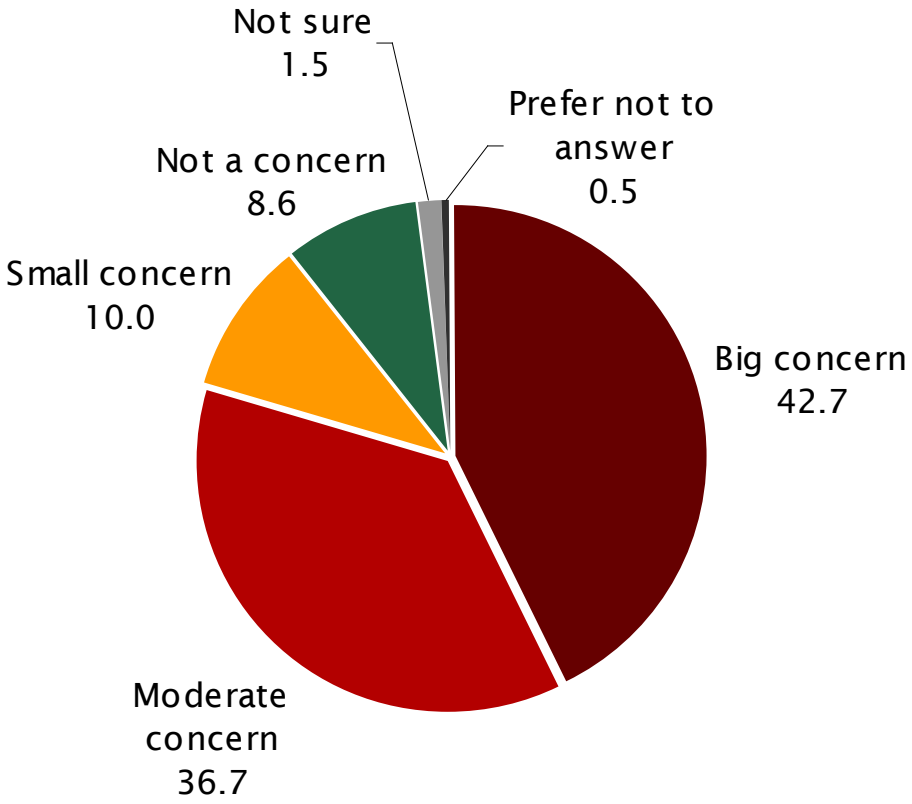
IS RELYING ON IMPORTED WATER A CONCERN?



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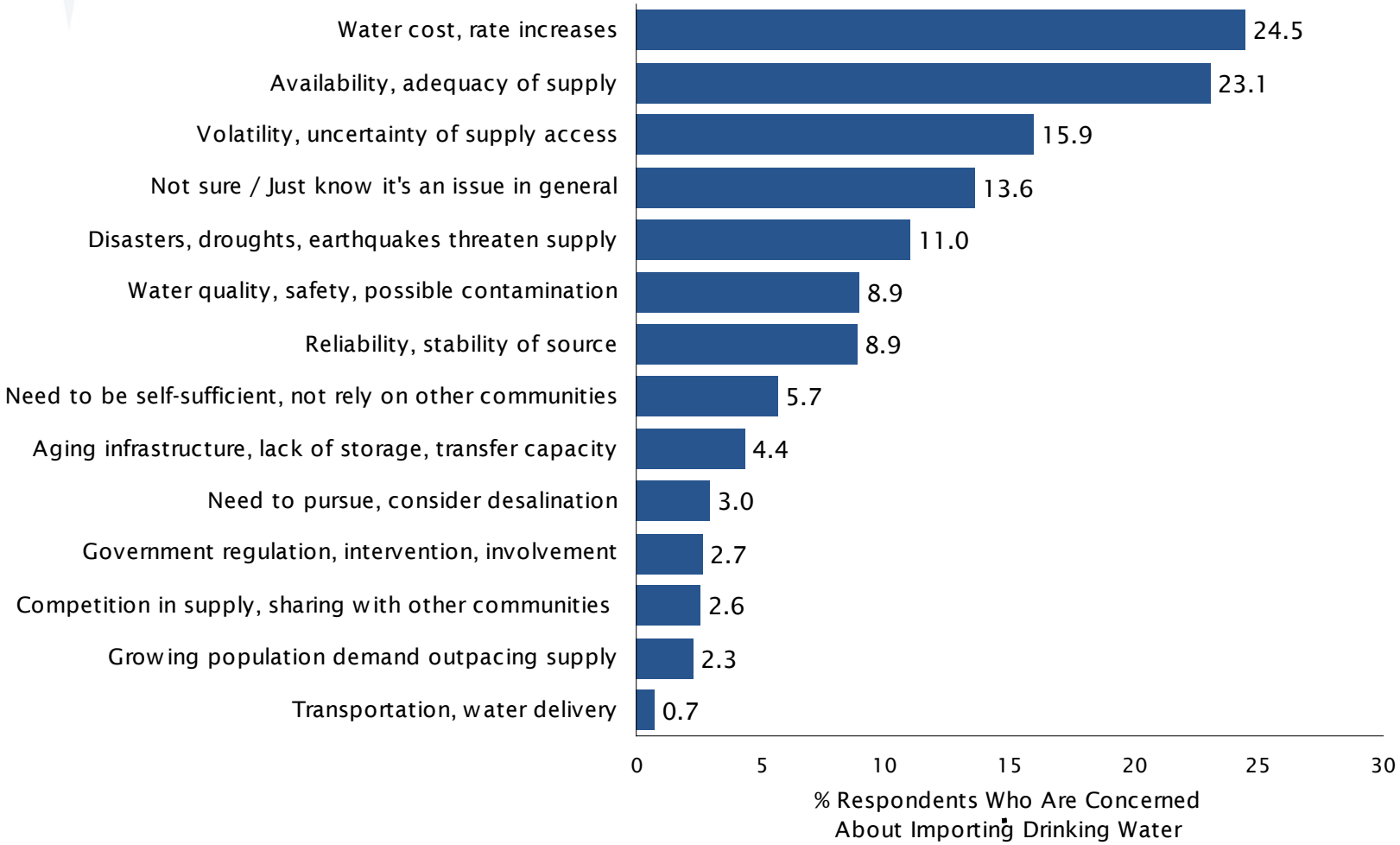
WHAT CONCERNS YOU MOST ABOUT RELYING ON IMPORTED WATER?



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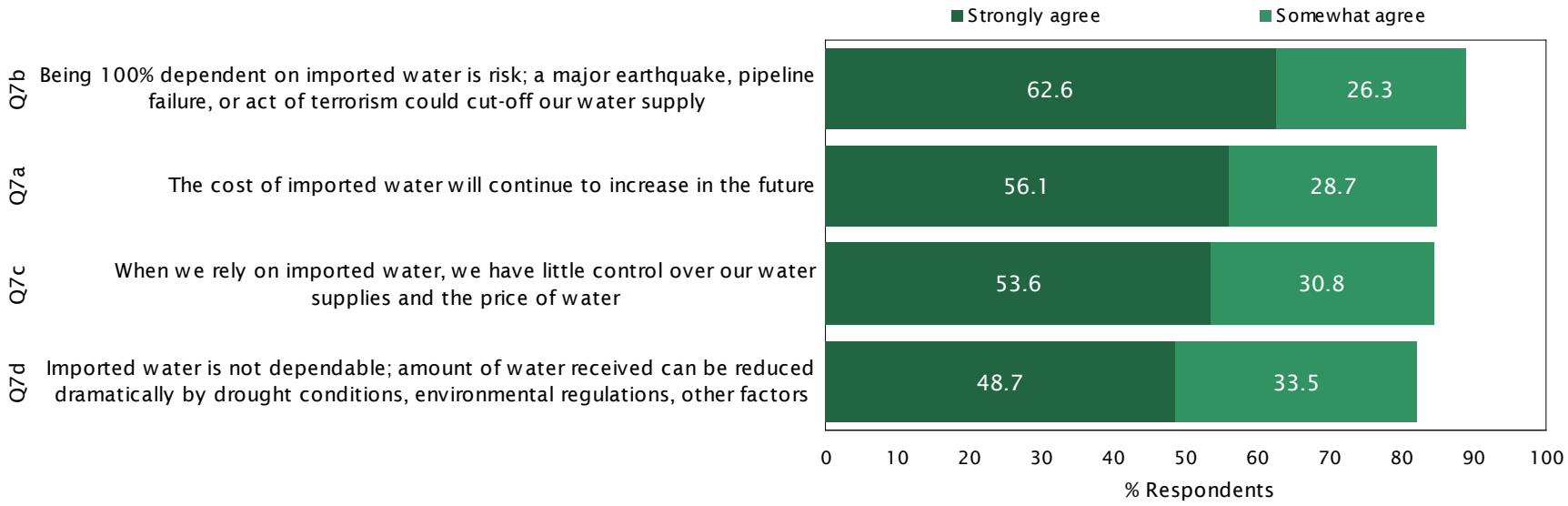
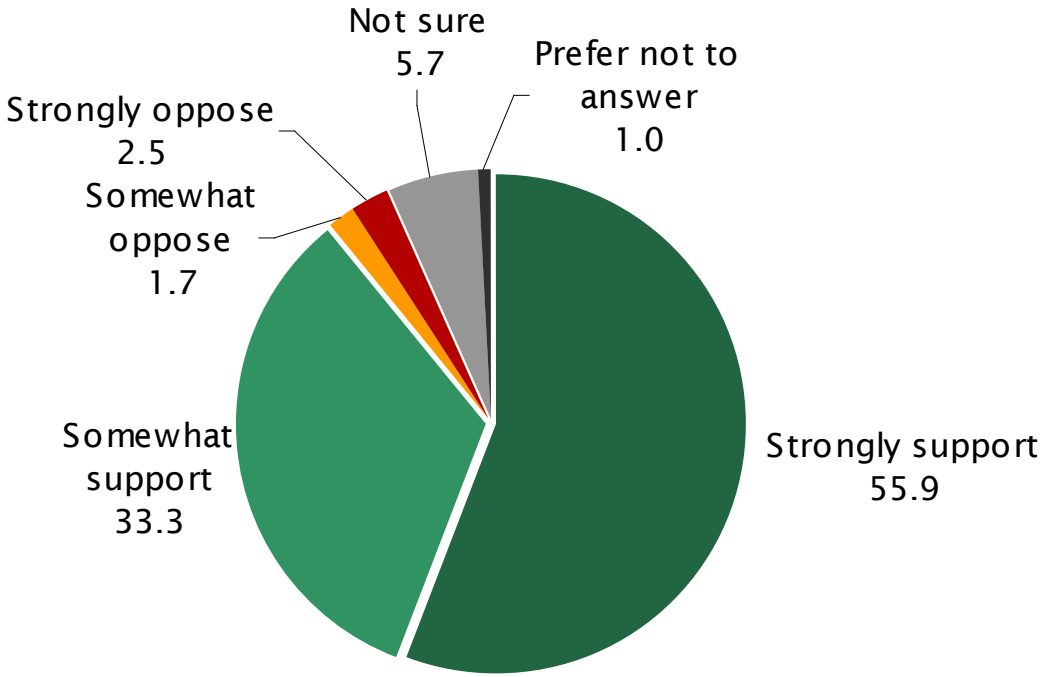
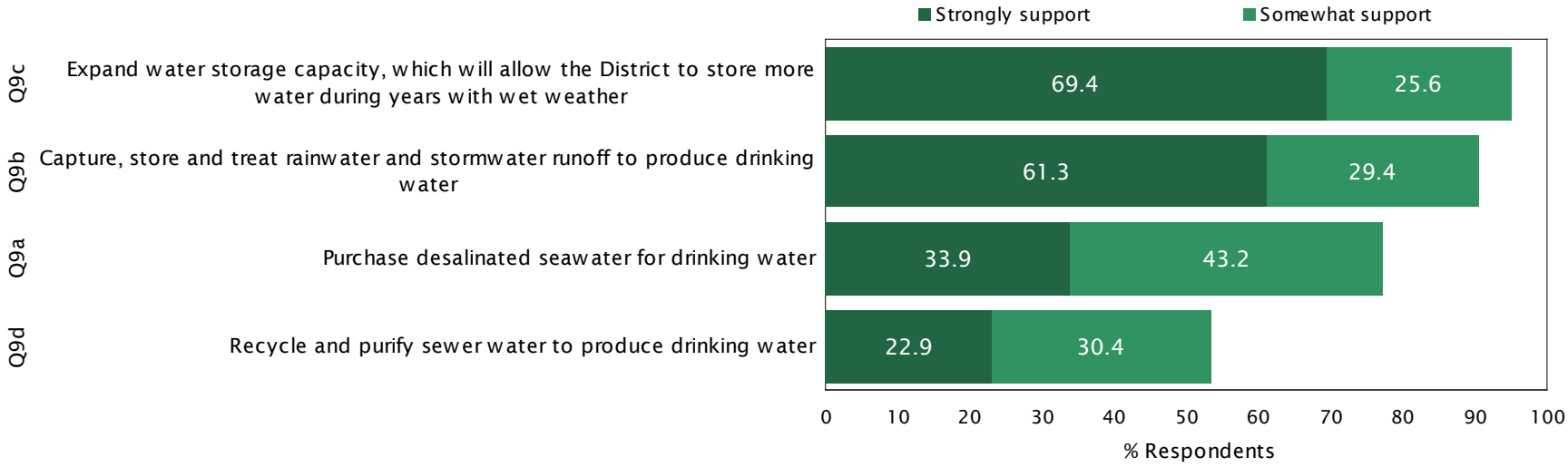
AGREEMENT WITH STATEMENTS



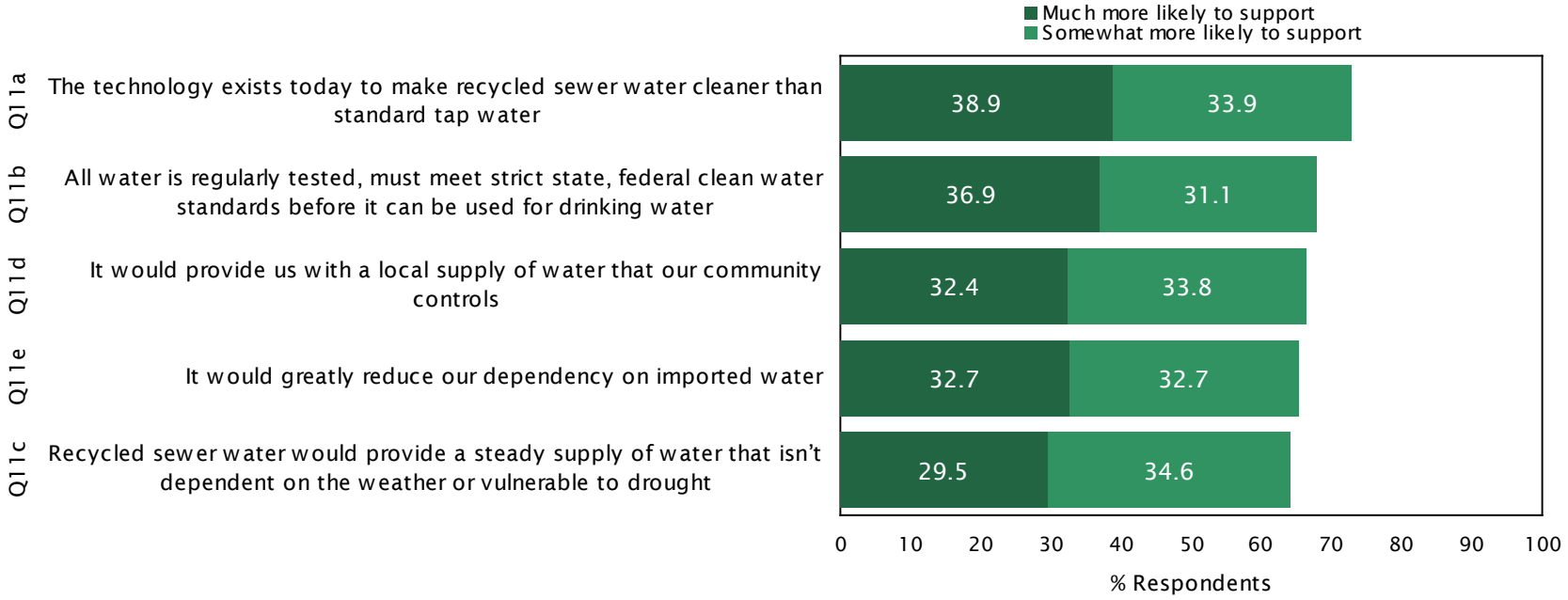
SUPPORT FOR DEVELOPING NEW, LOCAL WATER SOURCES



SUPPORT FOR SPECIFIC SOLUTIONS



POTABLE REUSE MESSAGING



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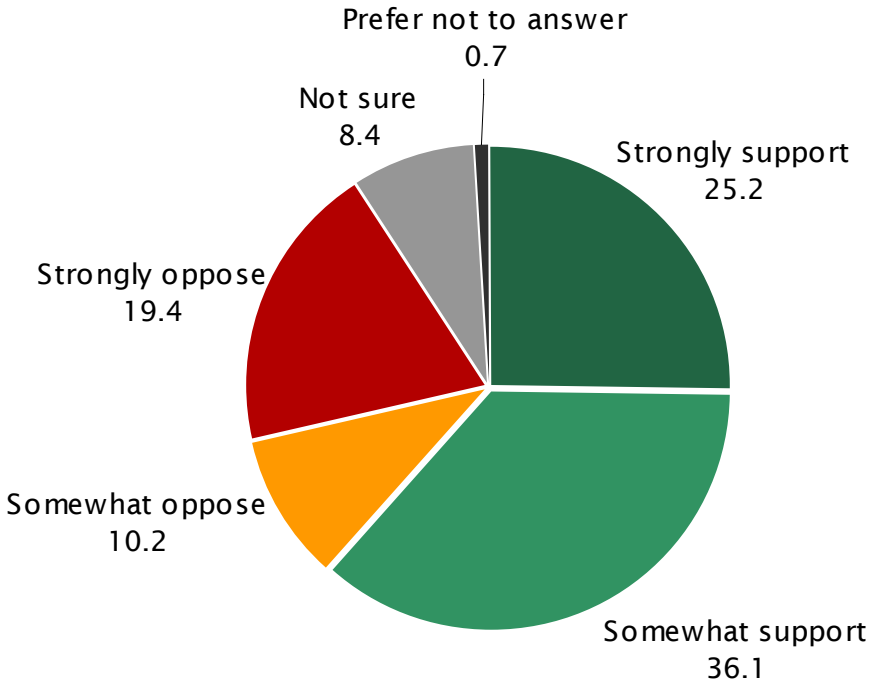
INFORMED SUPPORT FOR POTABLE REUSE



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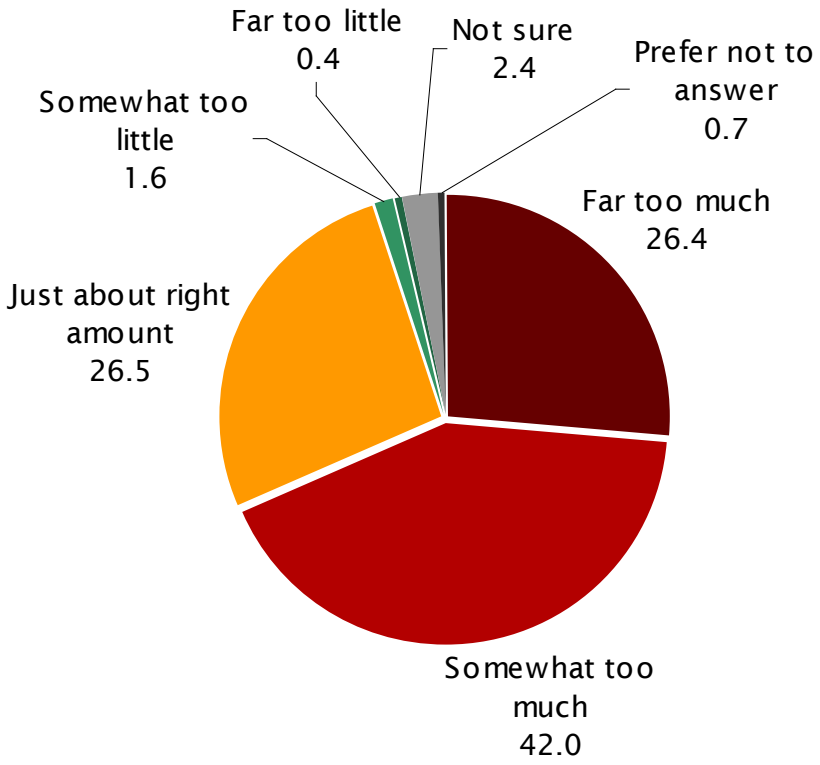
COST OF SERVICE



KEY FINDINGS

Voters recognize the water reliability *problem* facing the District

- 80% are aware of the District's dependence on imported water
- 80% also rate relying solely on imported water as a big or moderate concern
- Voters recognize it to be a *multi-faceted* problem that has implications for cost of service, public safety, and local control

Voters are supportive of *solutions* to improve water reliability

- 89% support the District developing new, local sources of drinking water
- Support for specific solutions ranges from 53% for direct potable reuse to 95% for expanding storage capacity
- Information about potable reuse increases support for this solution to 61%