

Rowland Water District Community Opinion Survey - Report on Results -

January 22, 2019

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Rowland Water District - Community Opinion Survey

Report on results

From Friday, October 12 through Monday, November 4, 2018 J. Wallin Opinion Research conducted a telephone survey of voters within the boundaries of Rowland Water District.

We interviewed 204 respondents using live, professional interviewers, speaking Spanish, Chinese (Simple Mandarin) and English languages and calling both mobile and landlines (74.0% of this survey was completed on mobile phones). A survey of this size yields a margin of error of $\pm 6.8\%$ (95% confidence interval). Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region we surveyed.

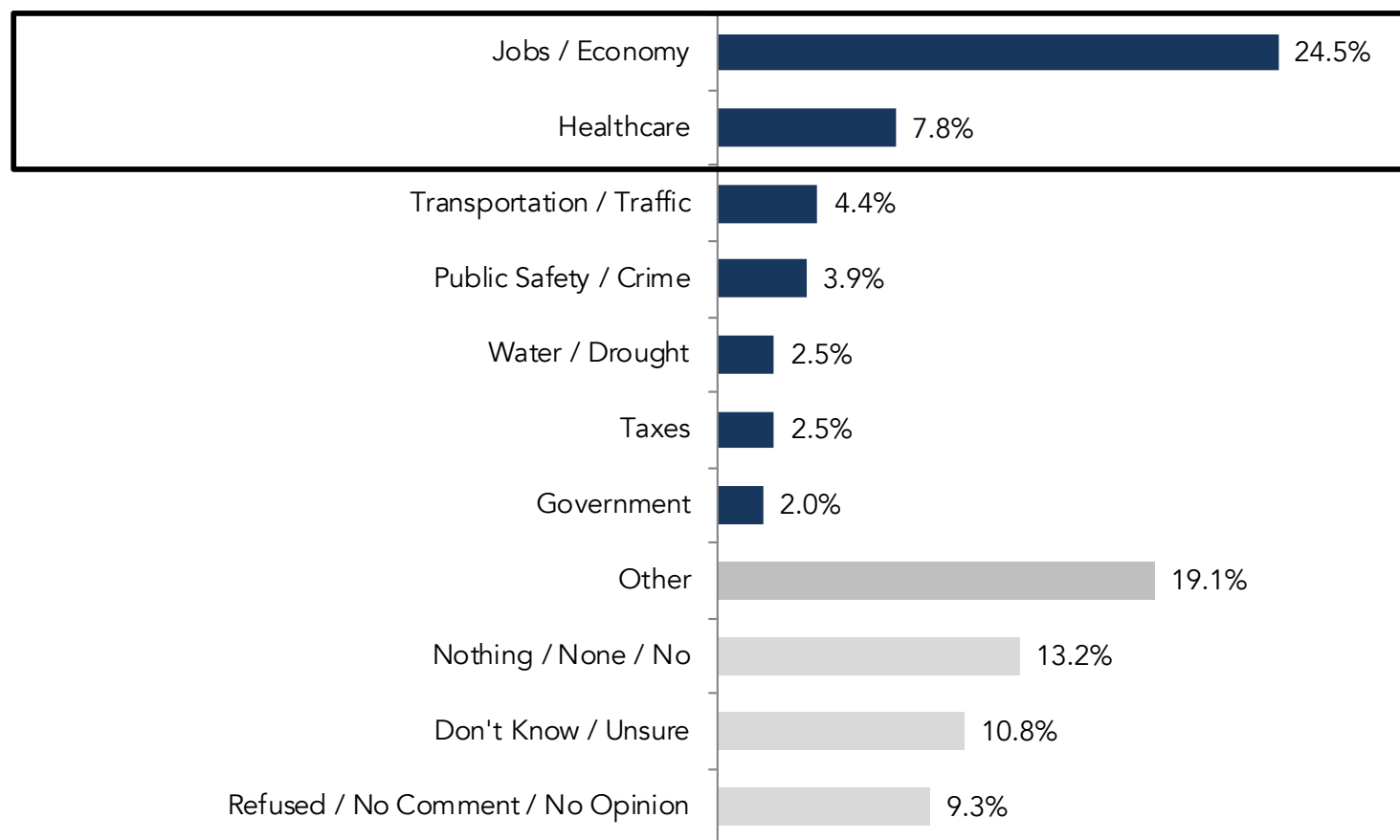
J. Wallin Opinion Research performs research on behalf of business, government and political clients.

General Themes

What are the top issues

Facing the community?

Question: What is the most important issue facing you and your family today?

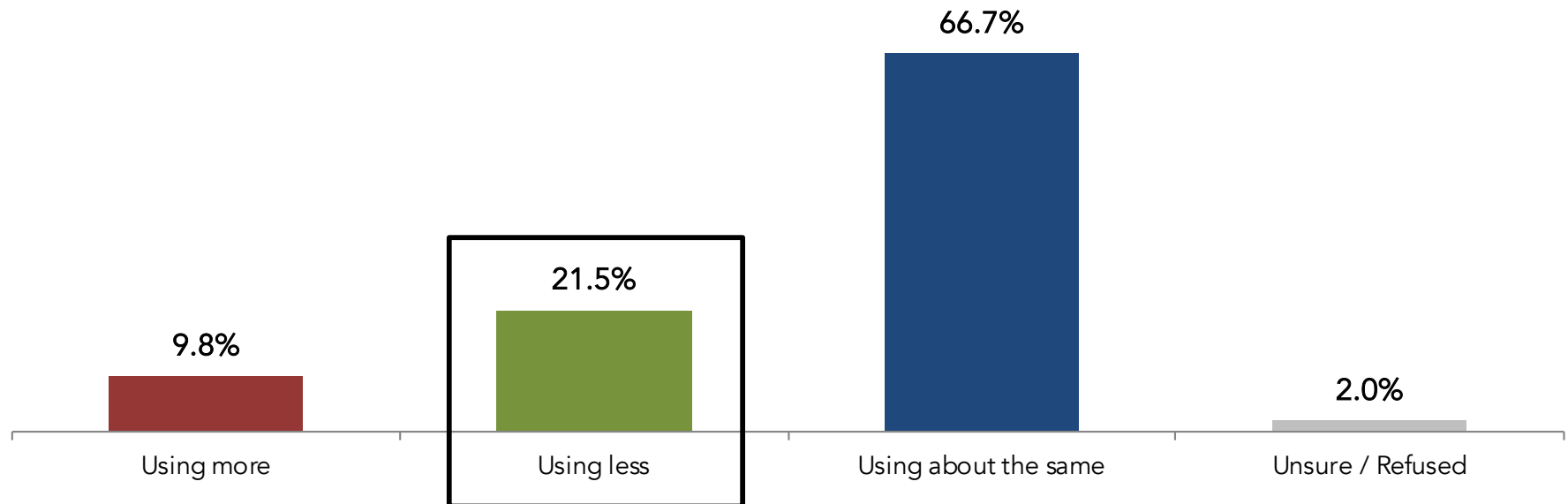


Water Usage

21.5% of respondents

Say they are using less water than they did last year

Question: Would you say that you are using more, less or about the same amount of water as you did this time last year?

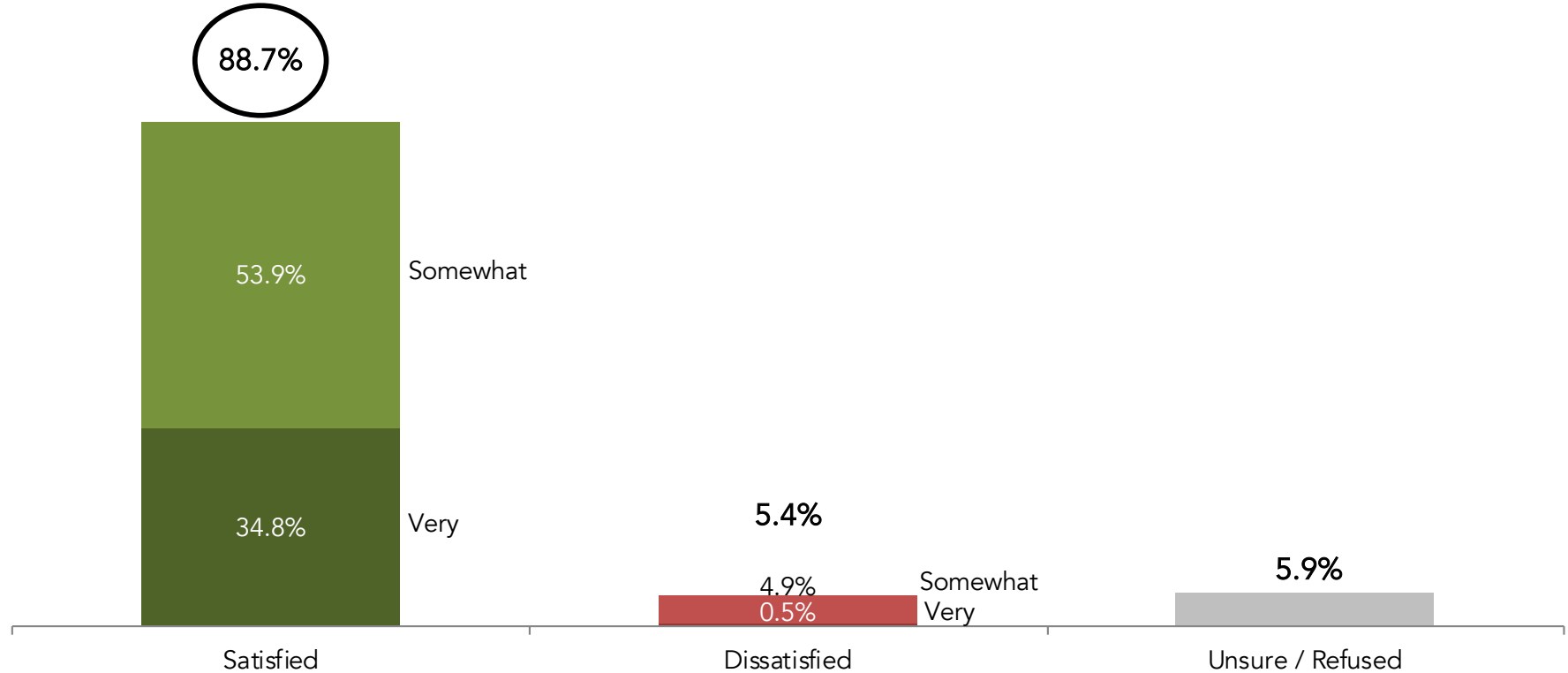


Drinking Water Quality

88.7% are satisfied (34.8% are very satisfied)

With the quality of their drinking water

Question: Thinking about the quality of drinking water that comes out of the tap at your home, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

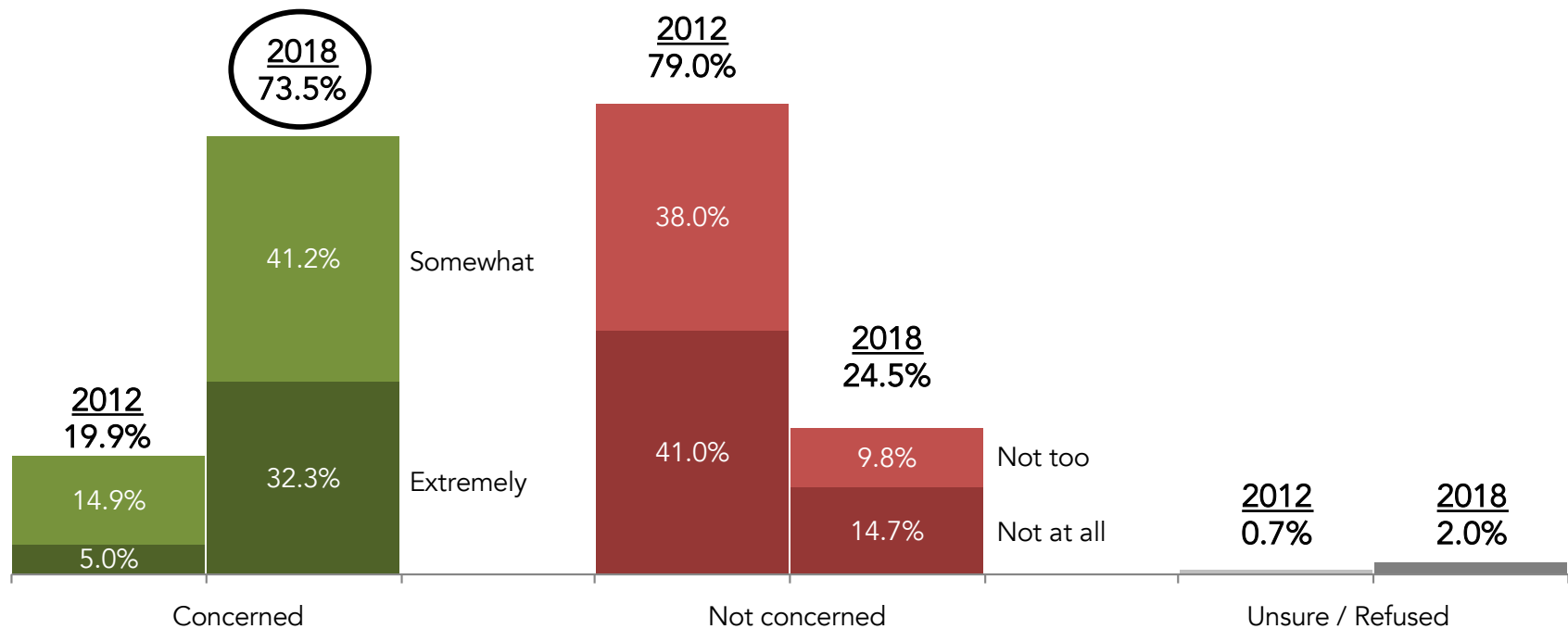


Water Availability and Water Sources

Concern about the availability of water in the community

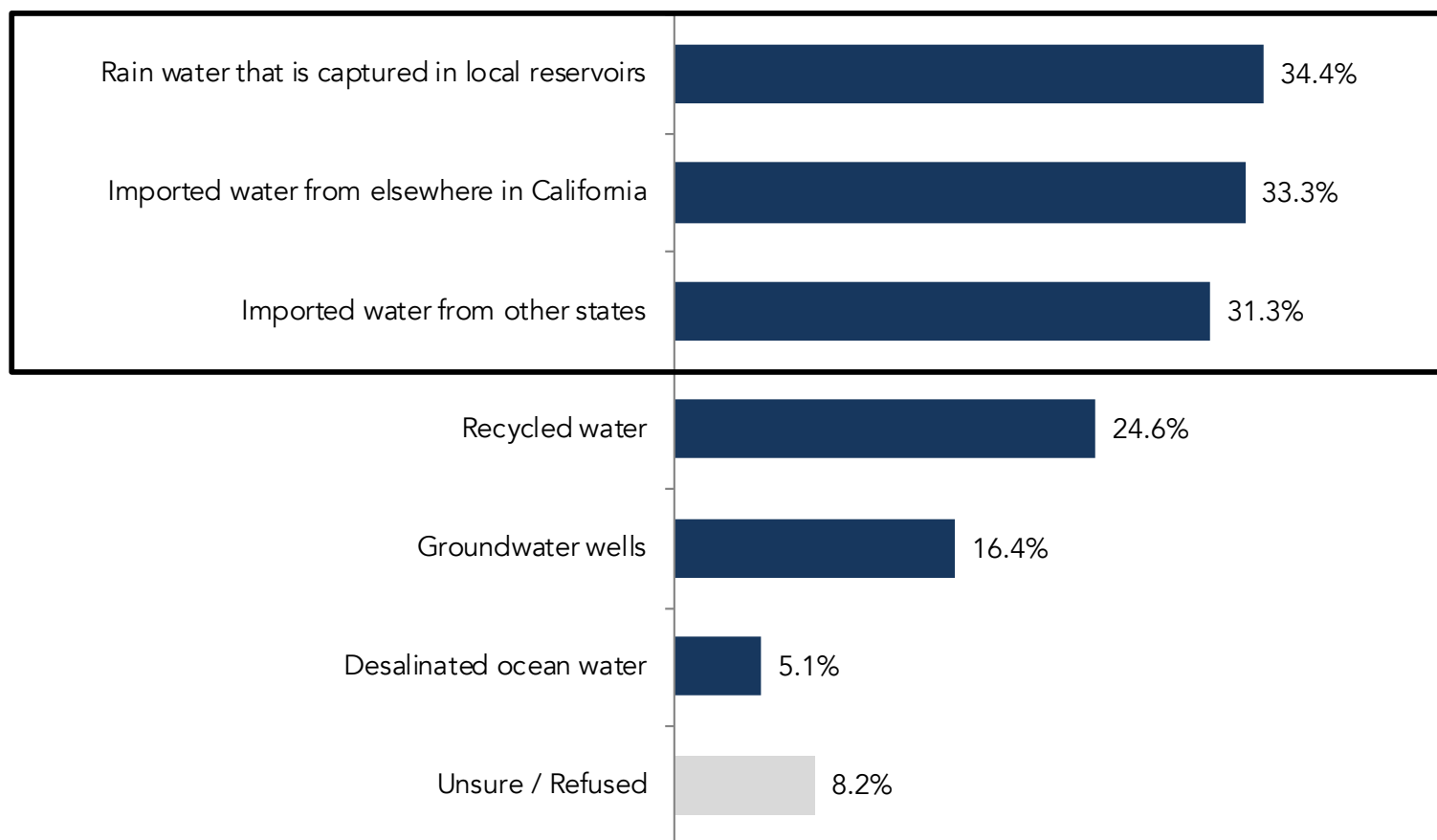
Has skyrocketed from 19.9% in 2012 to 73.5% in 2018

Question: How concerned are you about the availability of water in your community in the years to come?



Where do respondents think that most Of their drinking water comes from?

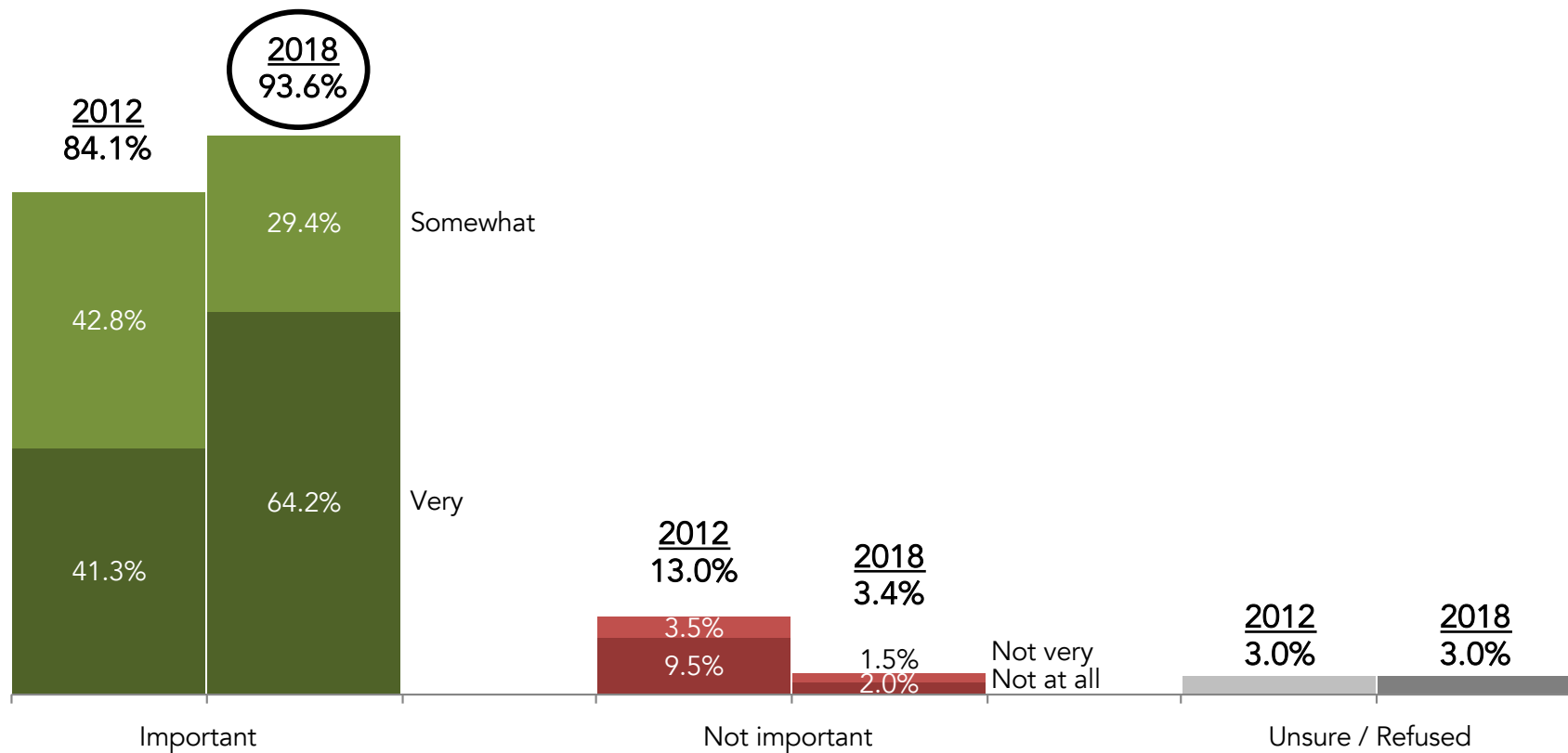
Question: Where do you think that most of the drinking water that comes out of your tap at home comes from?



Recycled Water

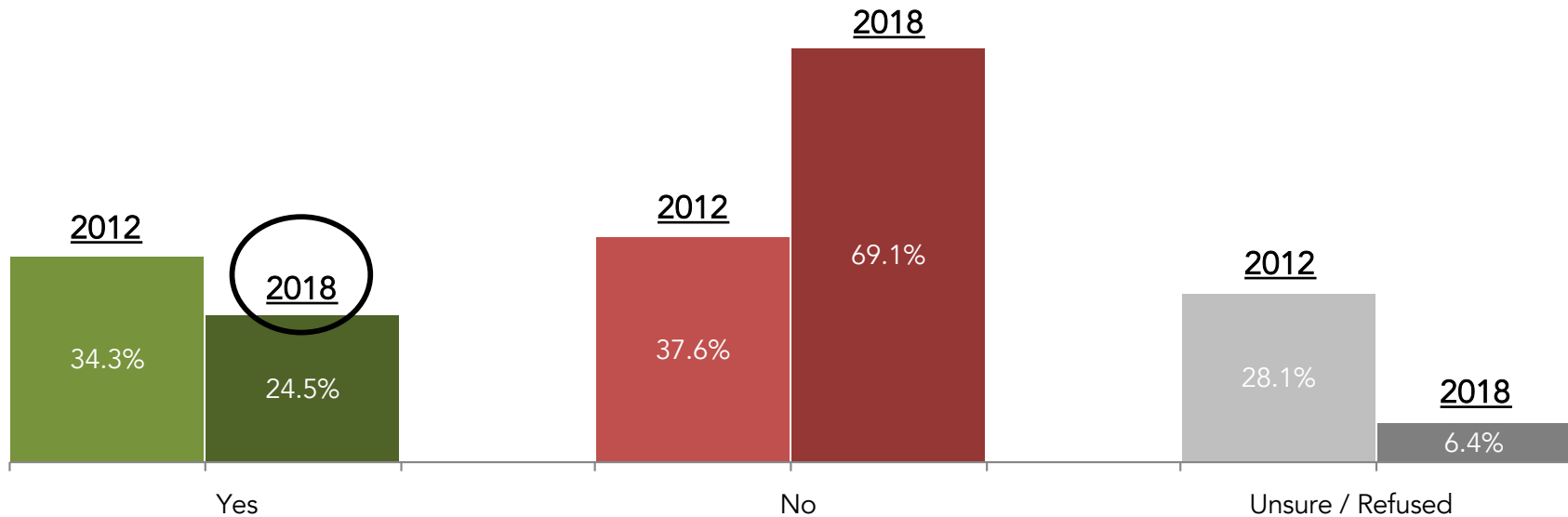
93.6% (an increase from 2012) feel that recycled water Is important towards helping their community's future water needs

Question: How important do you feel recycled water is in helping your community's future water needs?



24.5% are aware that their water service provider Has a recycled water program

Question: Are you aware that your water service provider has a recycled water program?

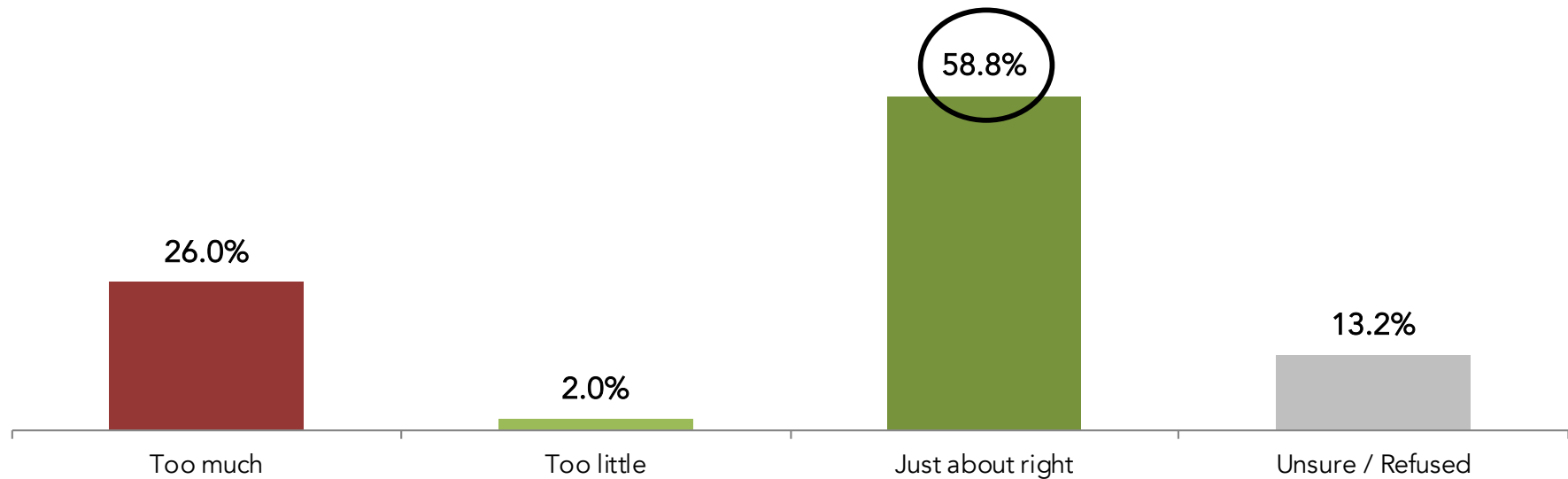


Cost and Value of Drinking Water

58.8% say that the amount they pay for drinking water

Is just about right

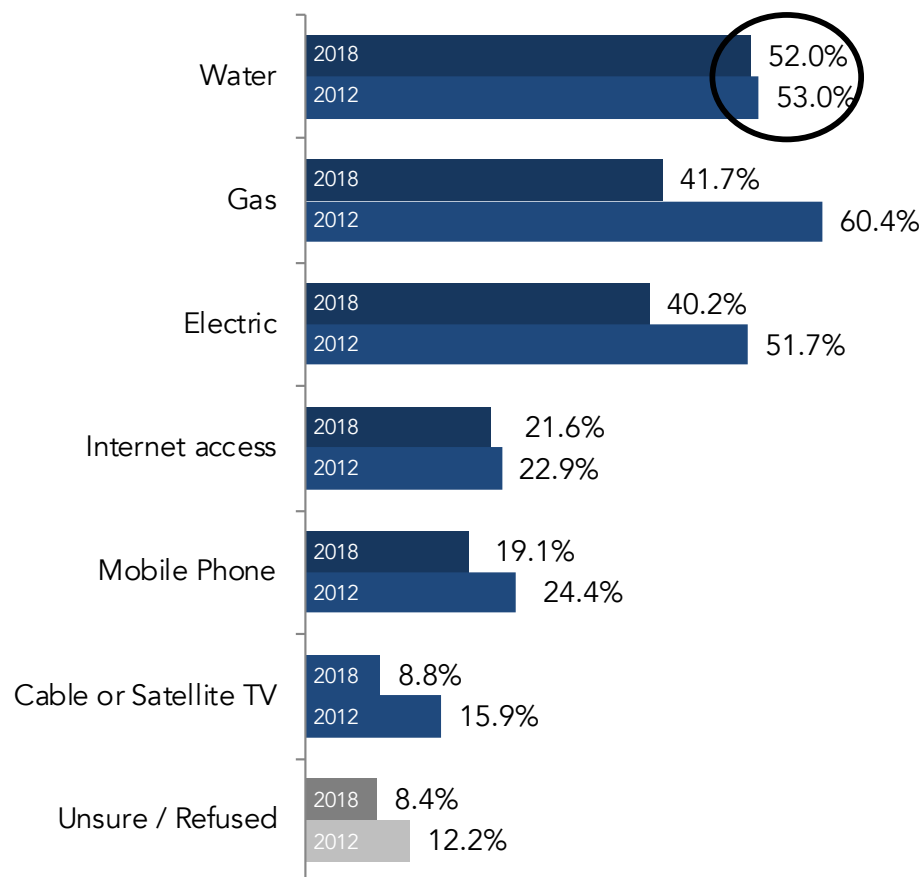
Question: Thinking about how much you pay for the drinking water that is delivered to your home, would you say you pay too much, too little or is the amount you pay just about right?



Respondents say that Water offers the best value for money

Increasing significantly above Gas and Electric in 2018

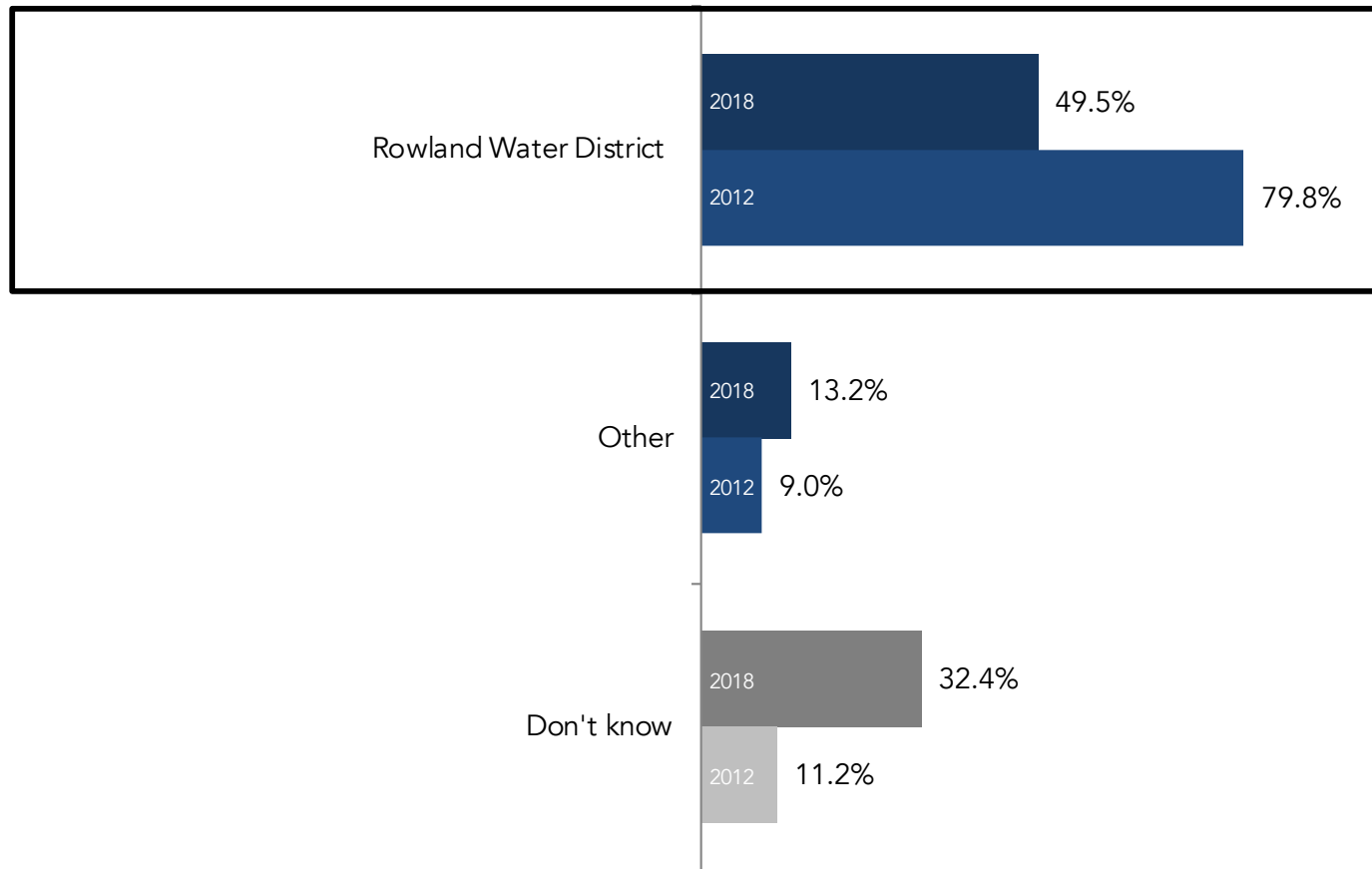
Question: I am going to mention six utilities that serve the needs of residents and businesses in the region. Considering only those utilities that you pay for, which TWO would you say are the best value for the amount of money that you pay?



Introducing Rowland Water District

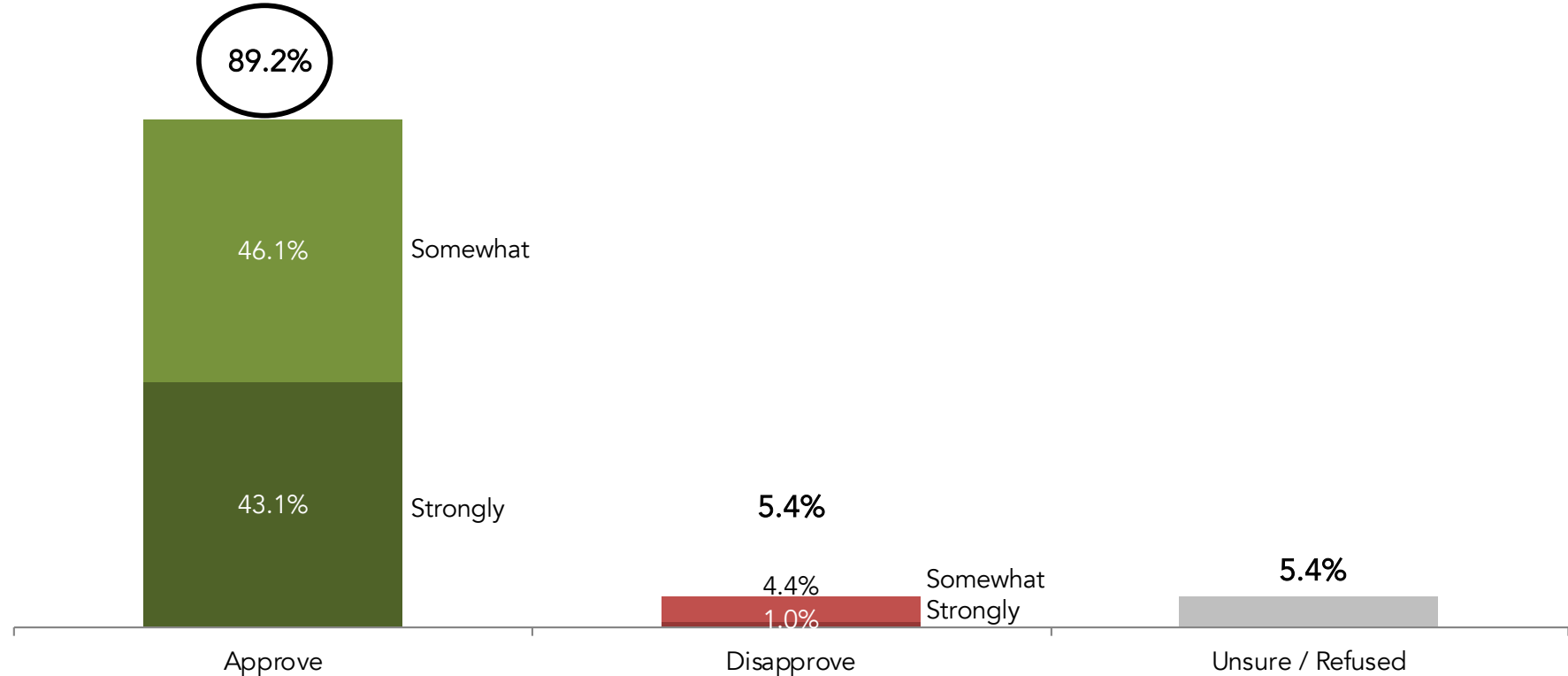
49.5% can name the agency that Provides the drinking water to their home

Question: Can you tell me the name of the agency that provides the drinking water to your home?



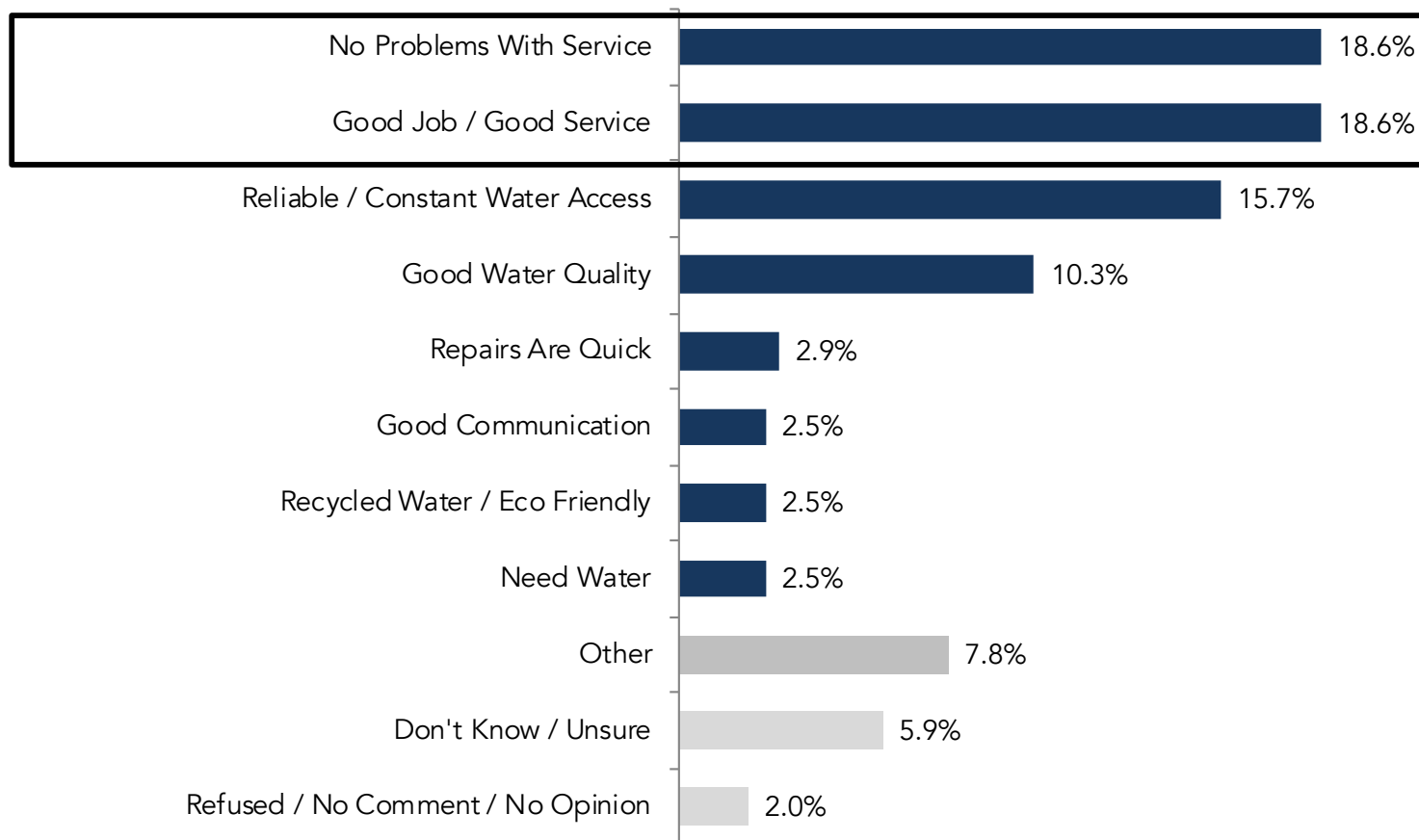
89.2% approve of the job that Rowland Water District Is doing delivering water to their home

Question: Rowland Water District services a 17.2 square mile area in southeastern Los Angeles County, providing drinking and recycled water for approximately 58,000 people through 13,500 service connections in portions of Rowland Heights, Hacienda Heights, La Puente and the cities of Industry and West Covina. In general, do you approve or disapprove of the job that Rowland Water District is doing delivering water to your home?



What are the top reasons that 89.2% Approve of the District's job performance?*

Question: Thinking specifically, why do you approve of the job Rowland Water District is doing?



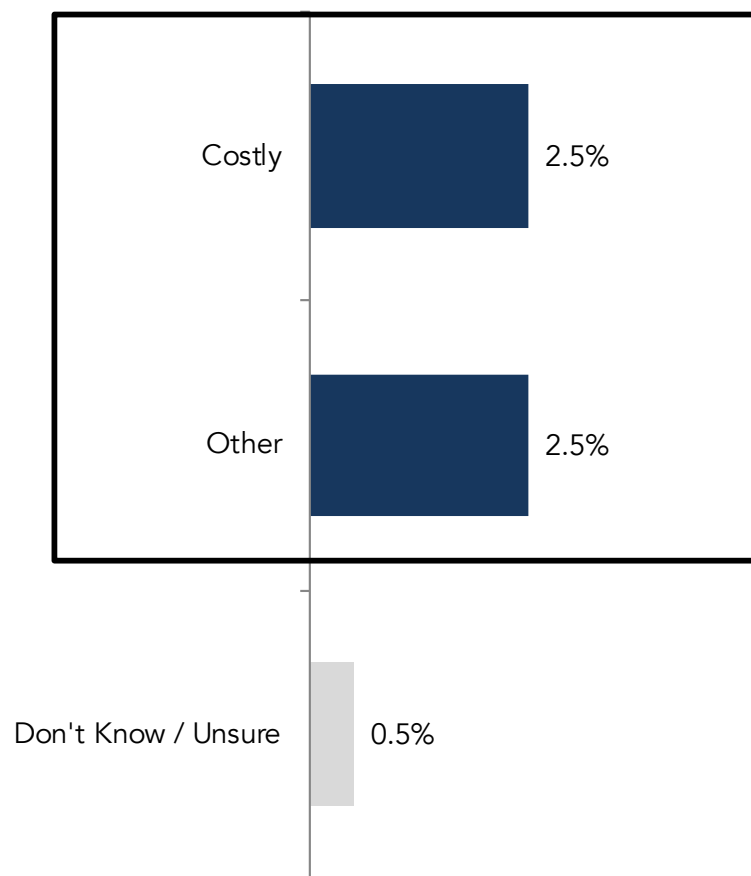
*Asked only of those who respond approve

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What are the top reasons that 5.4% (less than the MOE) Disapprove of the District's job performance?*

Question: Thinking specifically, why do you disapprove of the job Rowland Water District is doing?



**Asked only of those who respond disapprove*

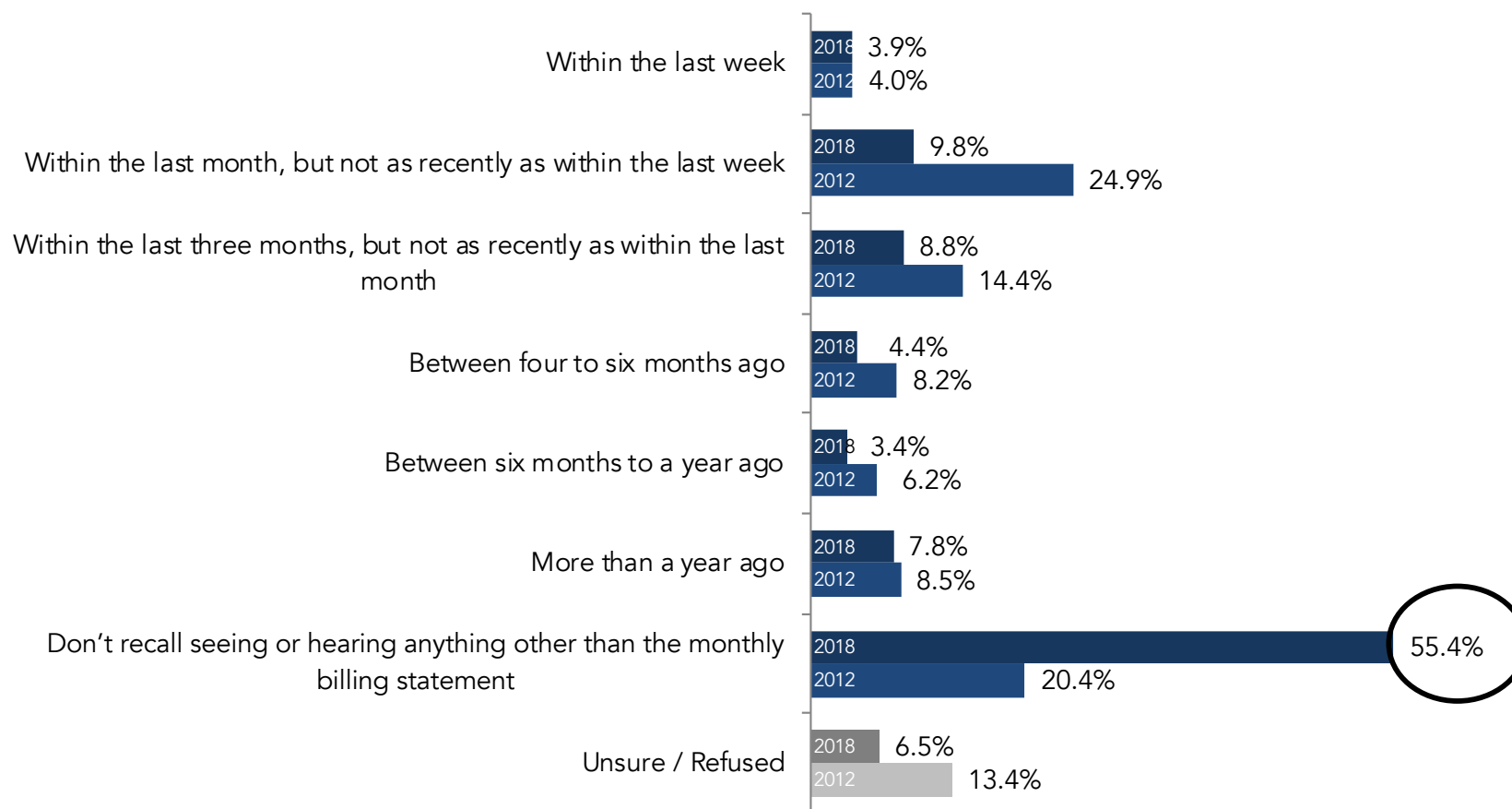
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Communications and Outreach

When was the last time you read or heard something From their water provider?

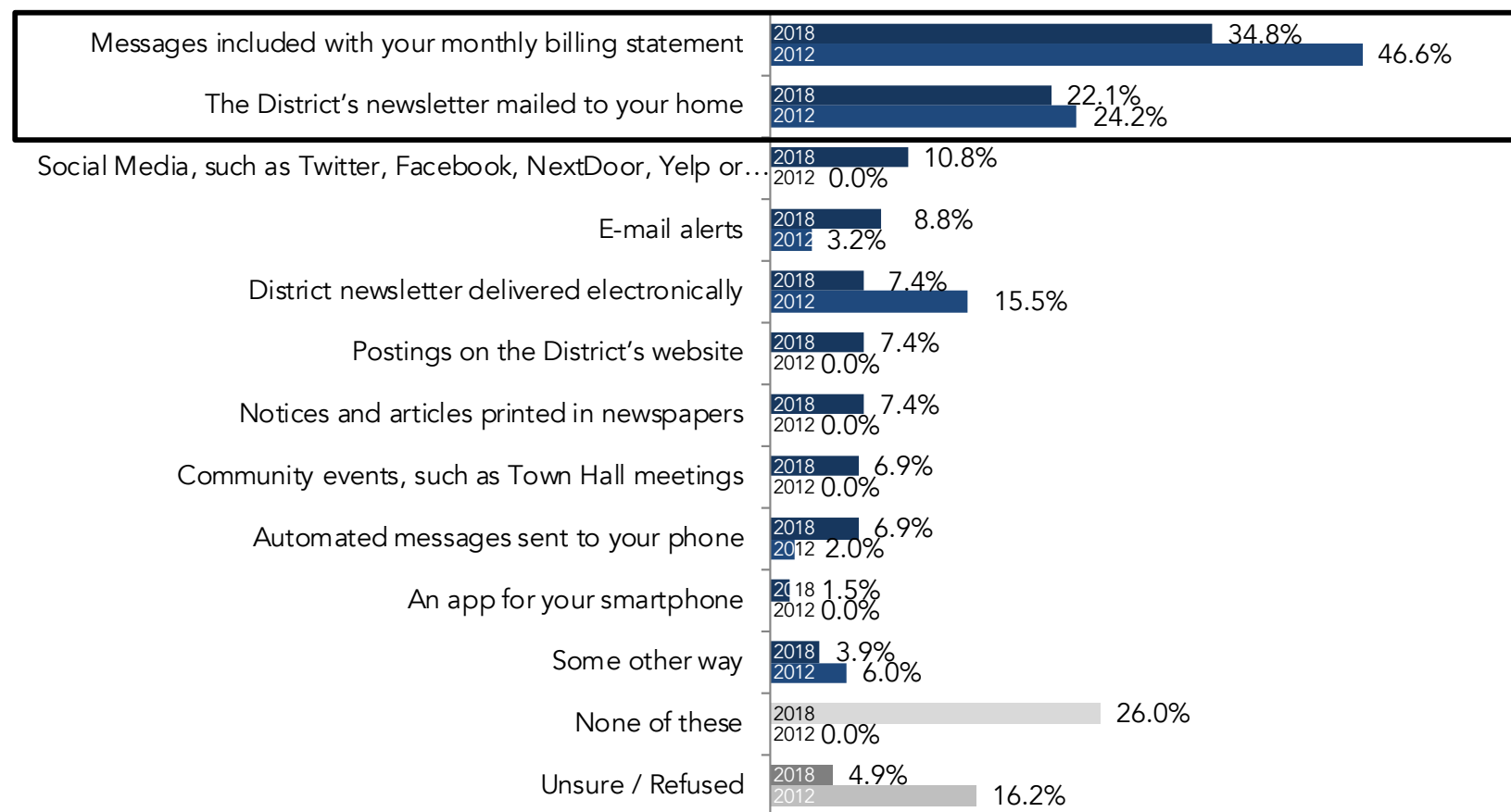
Question: When was the last time you read or heard about something from your water provider, OTHER than your monthly billing statement?



What kinds of communication from their water provider

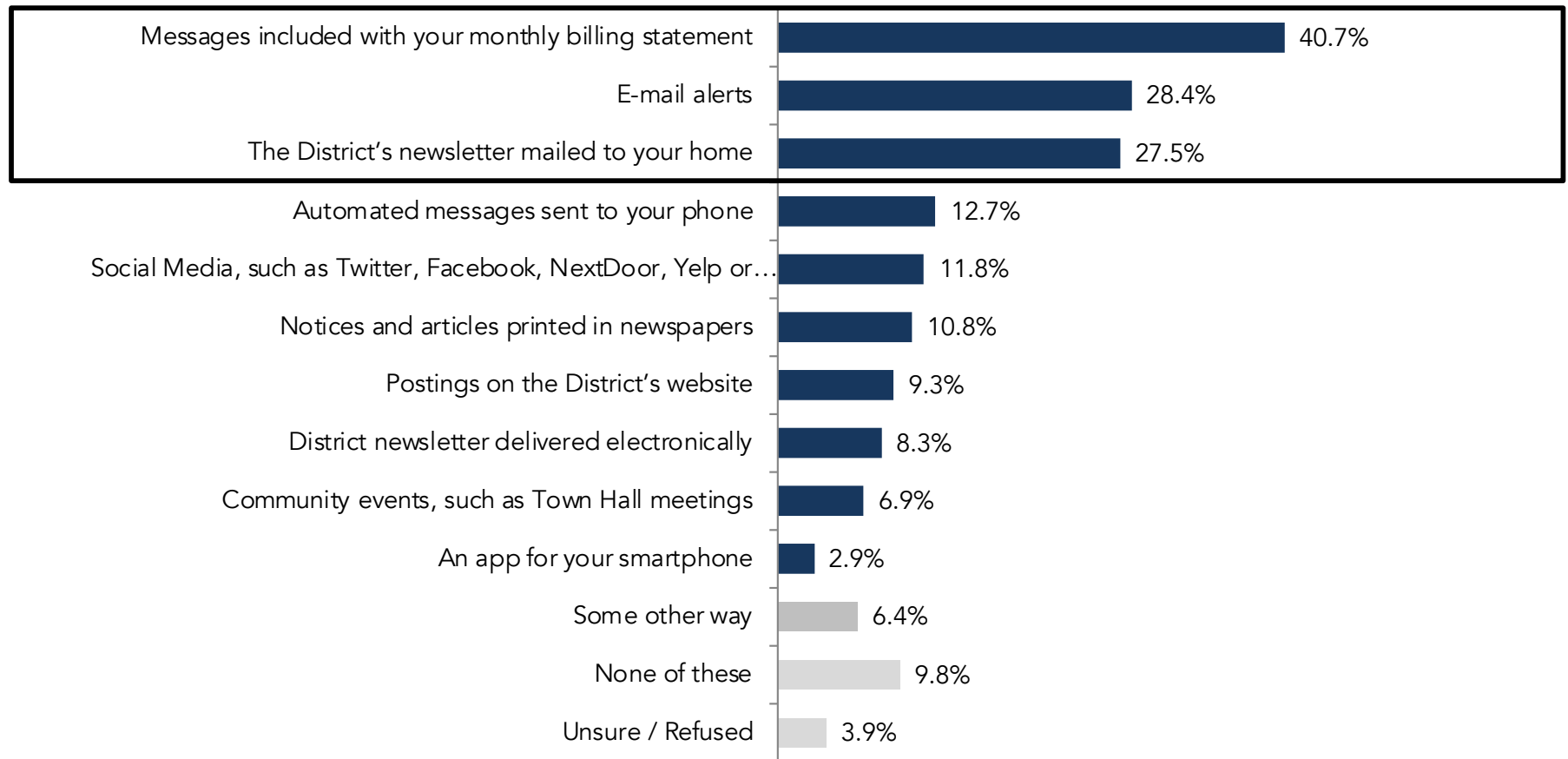
Do respondents recall?

Question: What kinds of routine or special communications from your water provider do you recall?



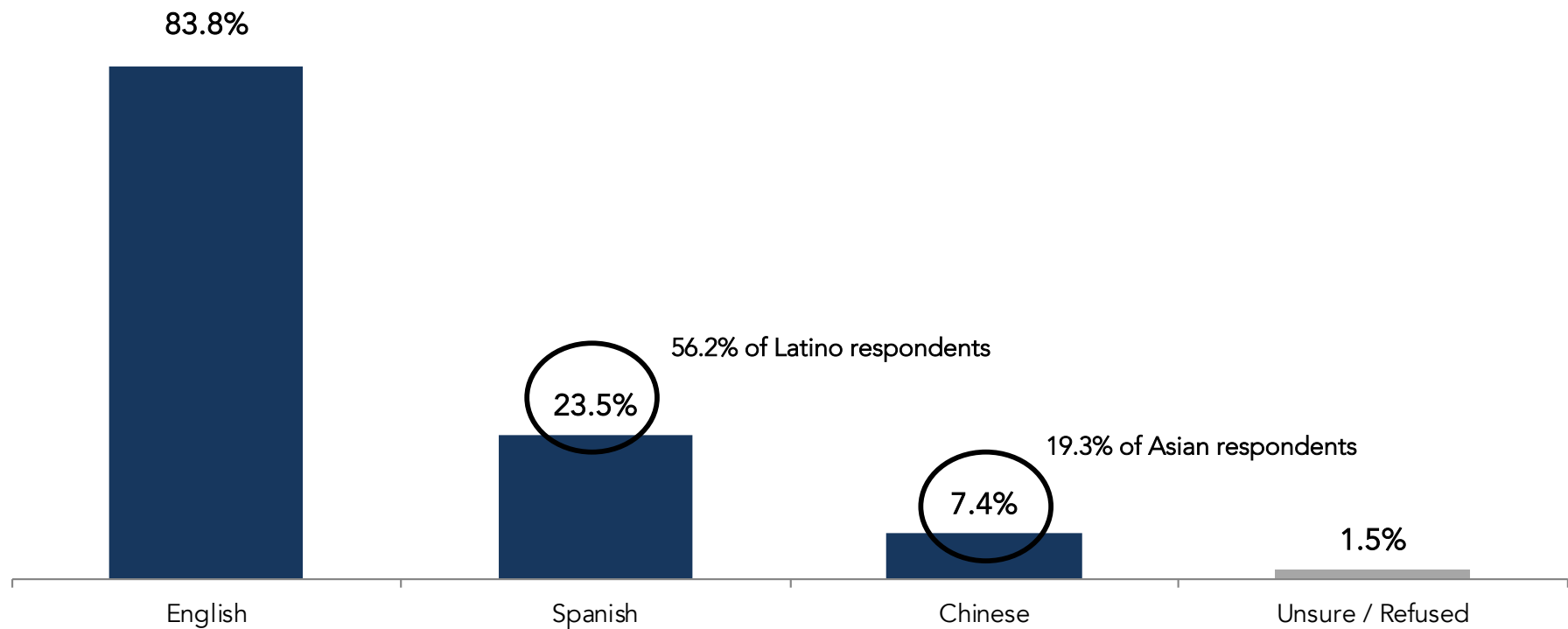
How would respondents prefer that Rowland Water District Keep them informed about water service and related issues?

Question: How would you prefer that Rowland Water District keep you informed about water services and water-related issues? Choose as many as you like, or none at all.



Significant proportions of respondents would like to receive Information from the District in Spanish and in Chinese languages

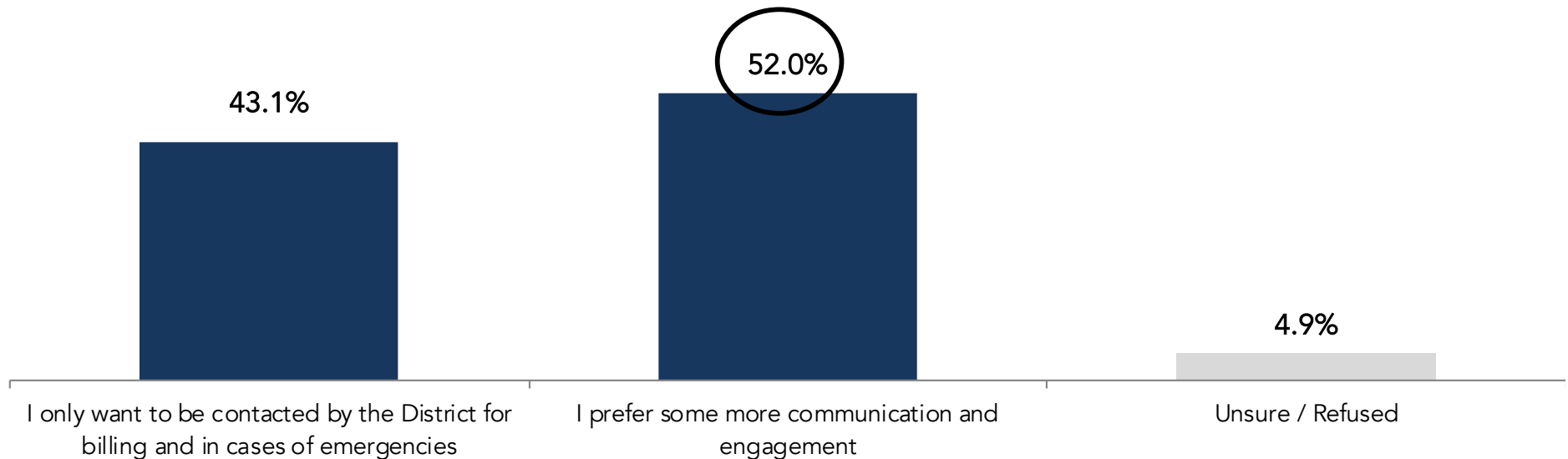
Question: What languages would your household like to receive information from Rowland Water District in? You can choose as many as you like



A majority (52.0%) prefer more communication

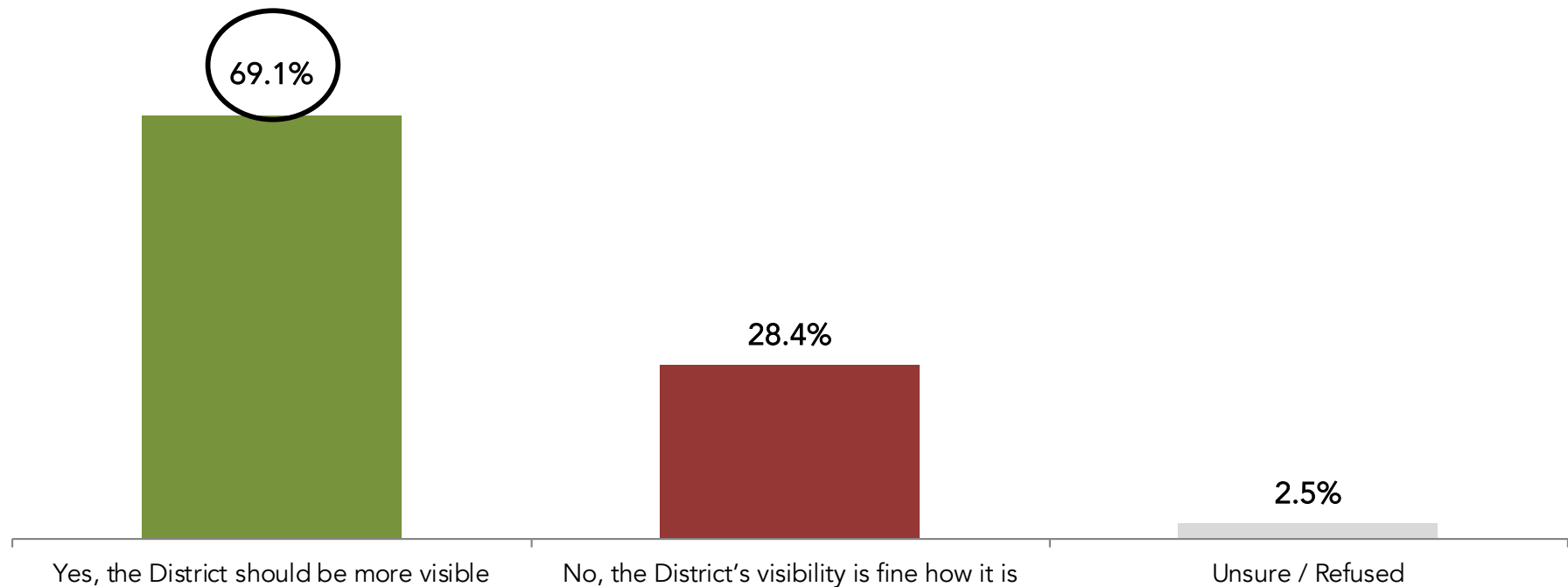
And engagement from Rowland Water District

Question: Some Rowland Water District customers feel that the only reason the District should contact them is to send bills or notices or in cases of emergency situations, while other customers prefer more frequent communication and engagement from the District, such as providing educational information about the District's operations, water quality, and conservation programs. Please select one of the following that most closely matches your opinion.



A supermajority (69.1%) feels that the District Should be more visible throughout the community

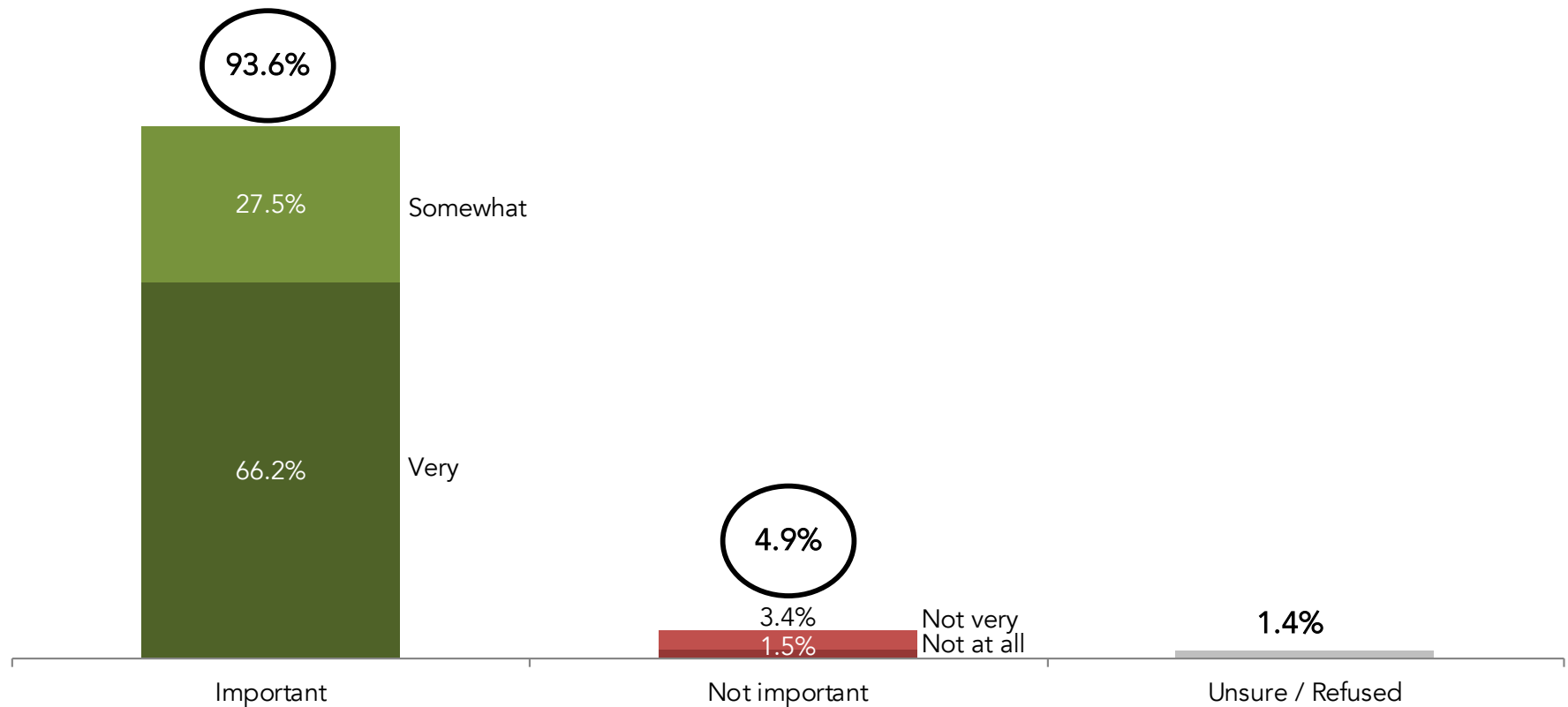
Question: Do you feel that Rowland Water District should be more visible throughout the community, such as inviting the public to tour facilities, communicating more with residents and holding more outreach events to educate the public about conservation, water use efficiency and other District initiatives?



93.6% say that it is important for the District

To form partnerships with community organizations (66.2% say it's very important)

Question: How important do you think it is for Rowland Water District to form partnerships with community organizations, schools and businesses to improve awareness about water use and water use efficiency? Would you say that it is very important, somewhat important, not very important or not at all important for Rowland Water District to develop such community partnerships?

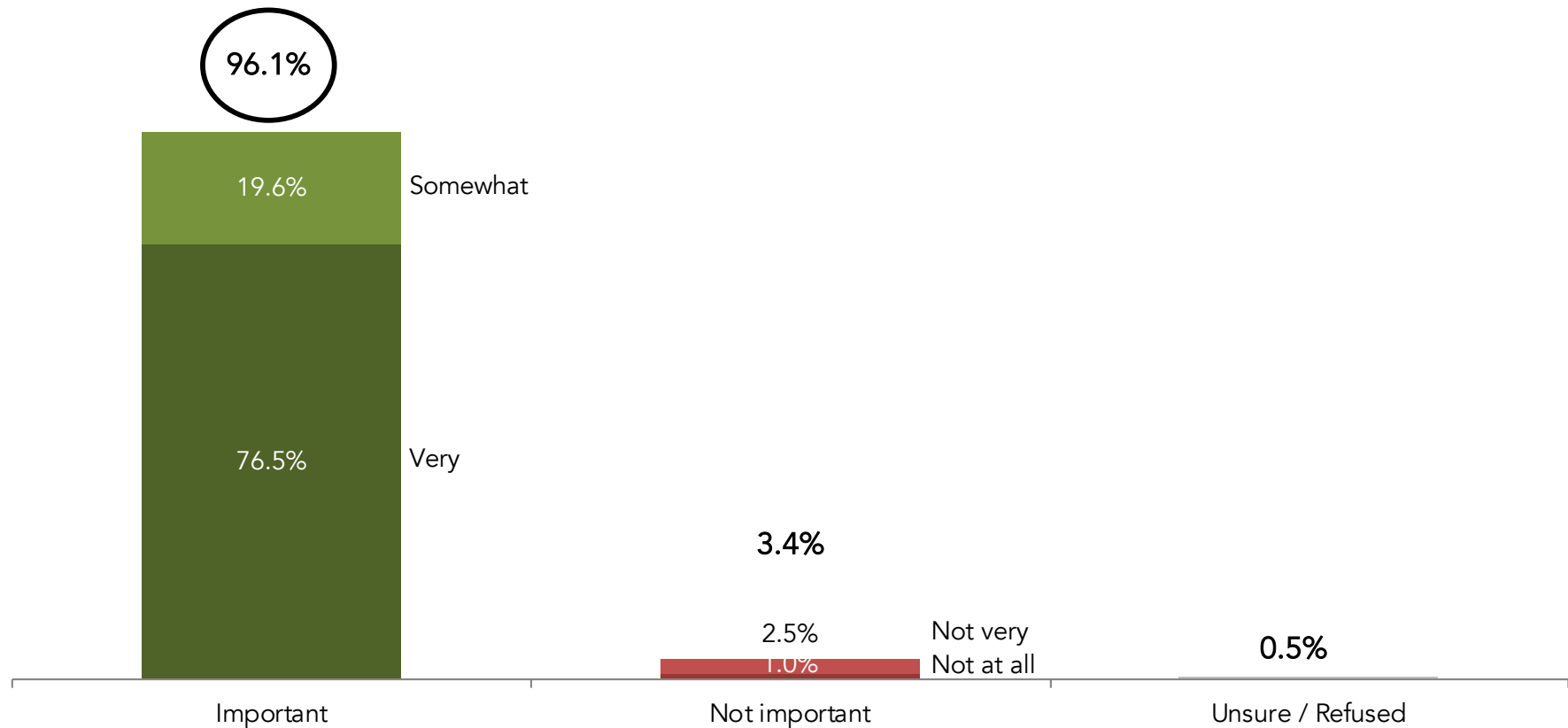


Water Efficiency Perceptions and Behavior

96.1% say that being more water efficient

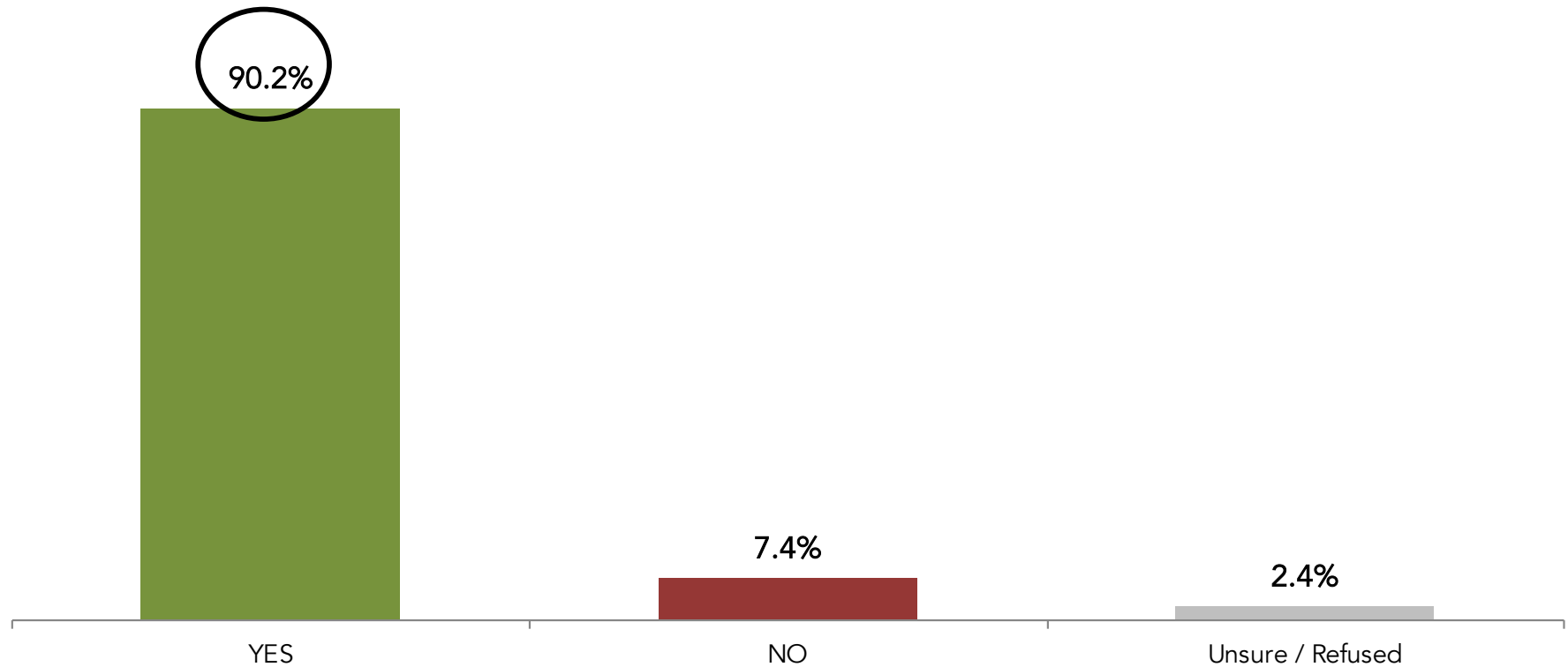
Is important (intensity is very high: 76.5% say that it is "very important")

Question: Would you say that conserving water and being more water efficient is very important, somewhat important, not very important or not at all important?



90.2% regularly try To be more water efficient

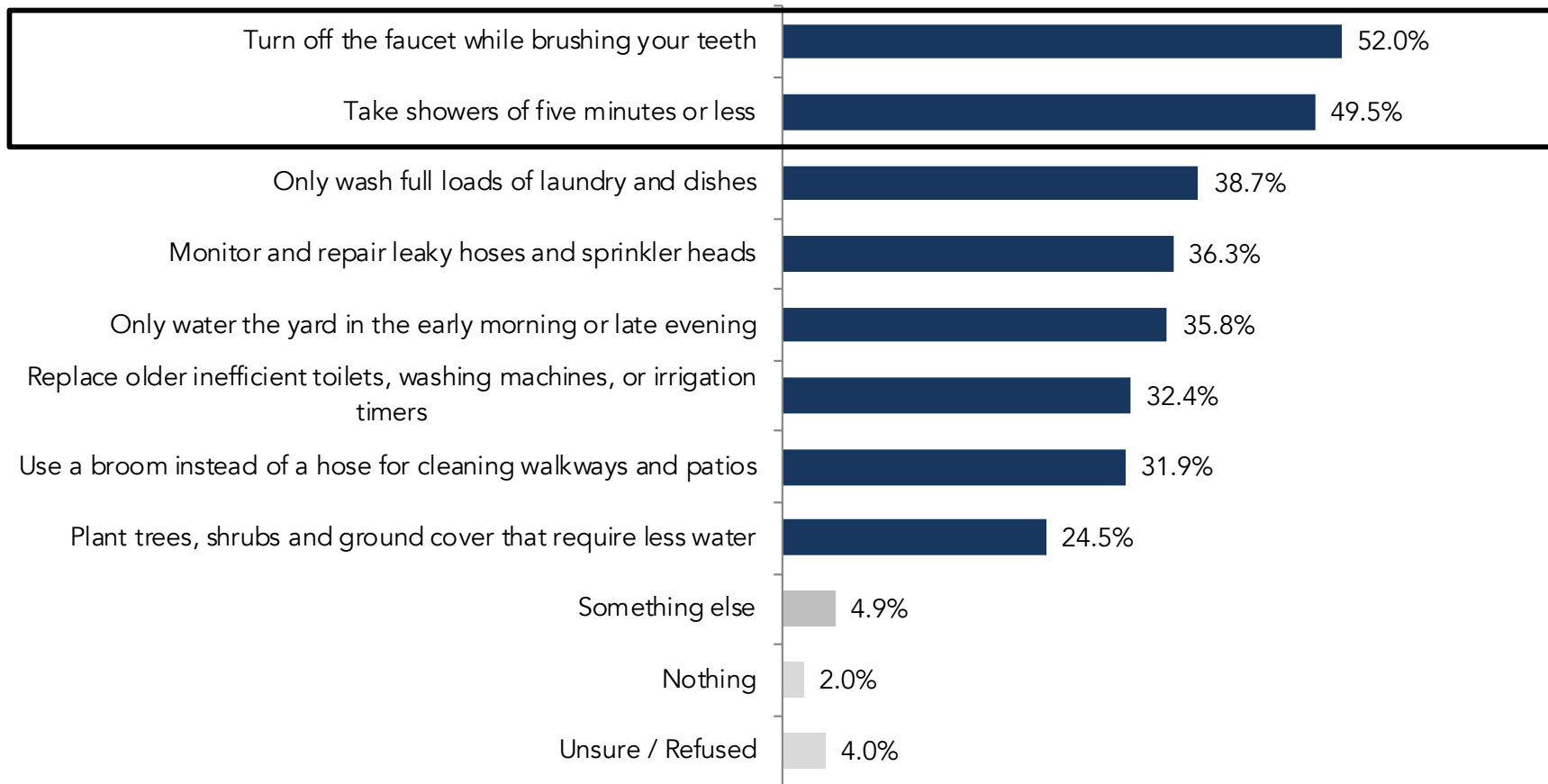
Question: Do you regularly try to conserve water and be more water efficient?



What measures do respondents do at home

To more efficiently use water?

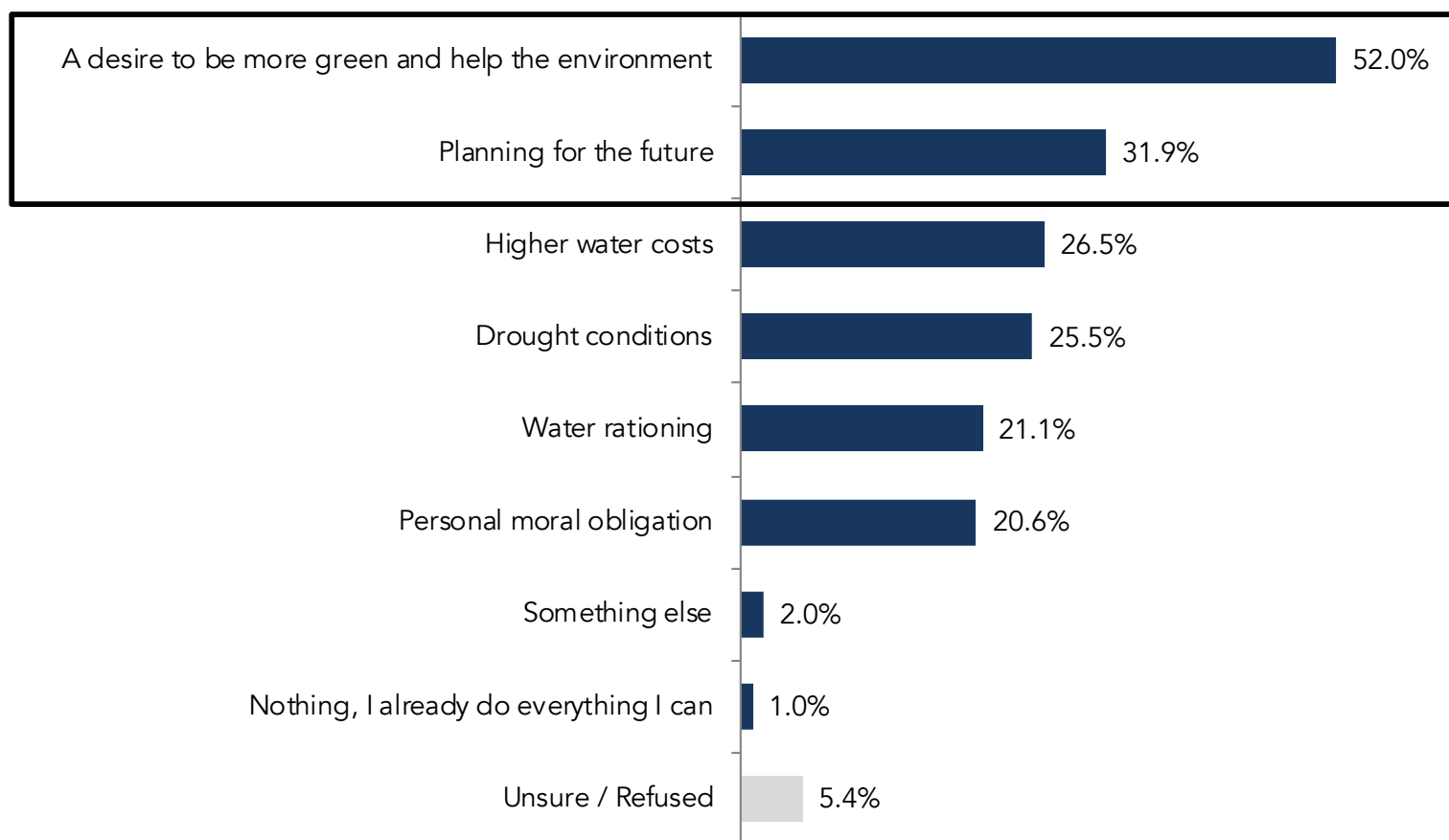
Question: Thinking about water conservation, otherwise known as water use efficiency, please indicate which, if any, of the following measures you do at your own home to more efficiently use water. Choose as many as you would like, or none at all.



What would MOST encourage respondents

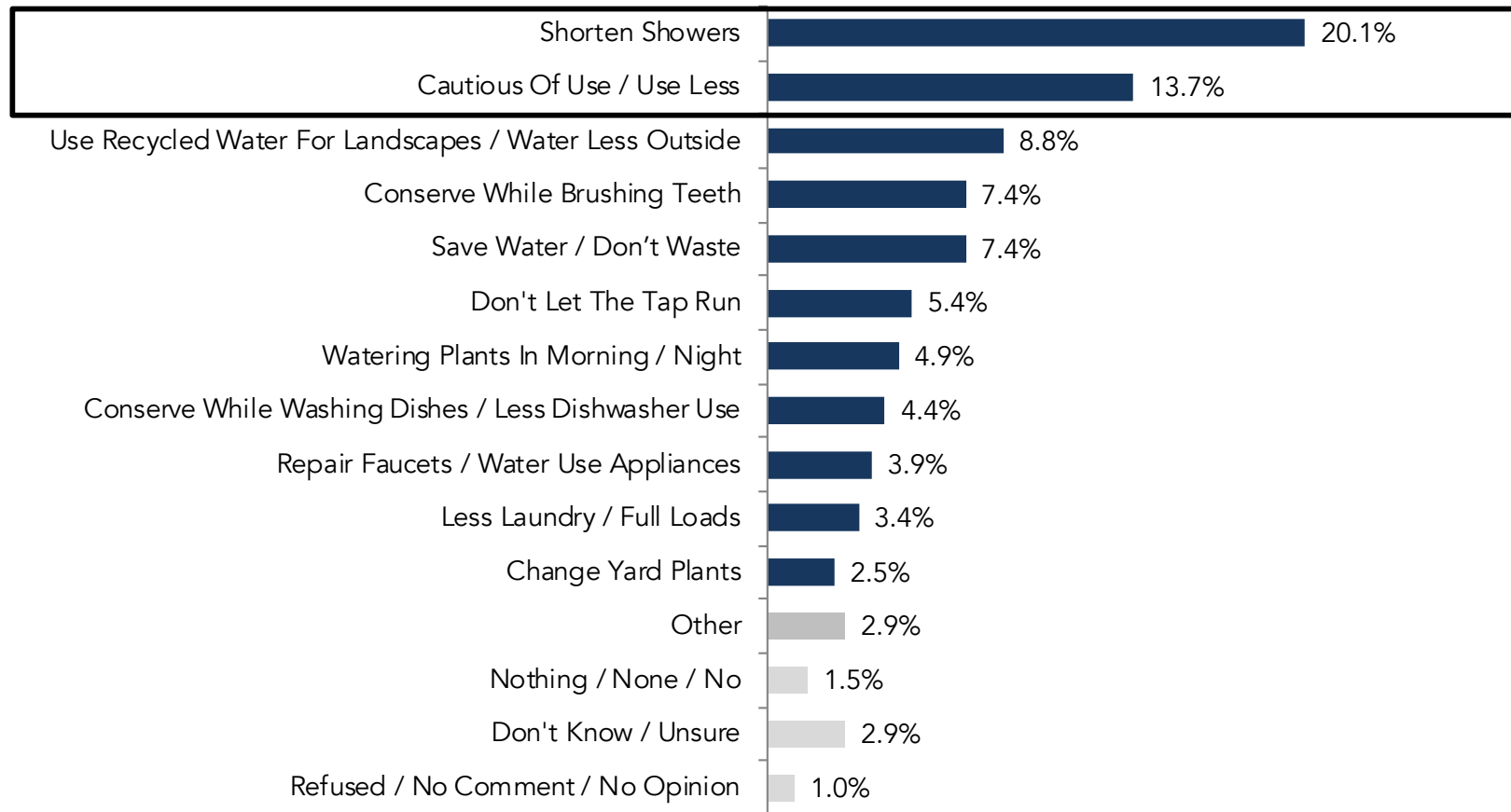
To use less water and to be more water efficient?

Question: What would most encourage you to use less water and be more water efficient? Choose as many as you would like, or none at all.



What do respondents Do to be more water efficient?

Question: What do you do to be more water efficient?



**Asked only of those who respond yes*

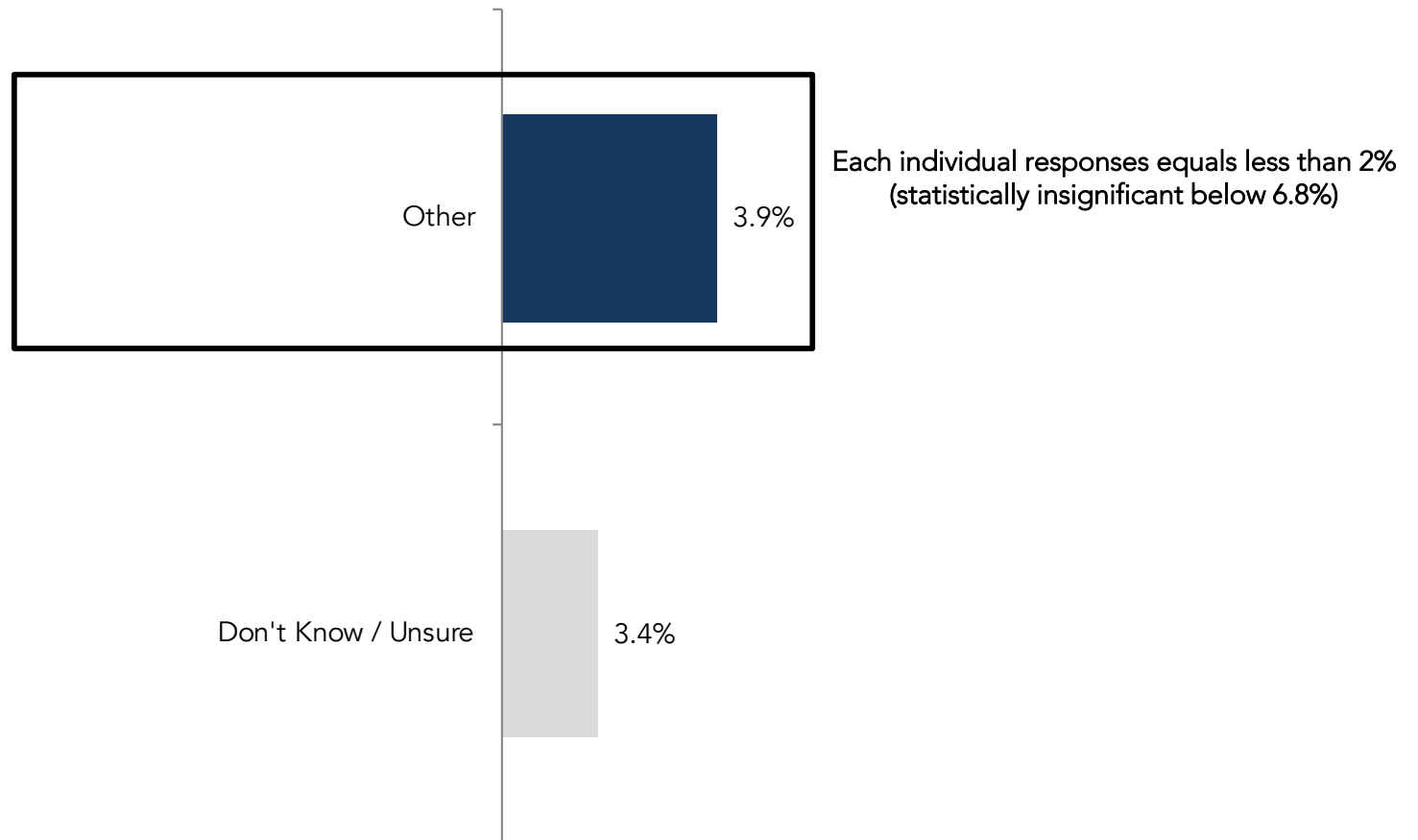
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There is no stand-out obstacle for the minor 7.4%

That does not try to be more water efficient

Question: What is the biggest obstacle to becoming more water efficient?



**Asked only of those who respond no*

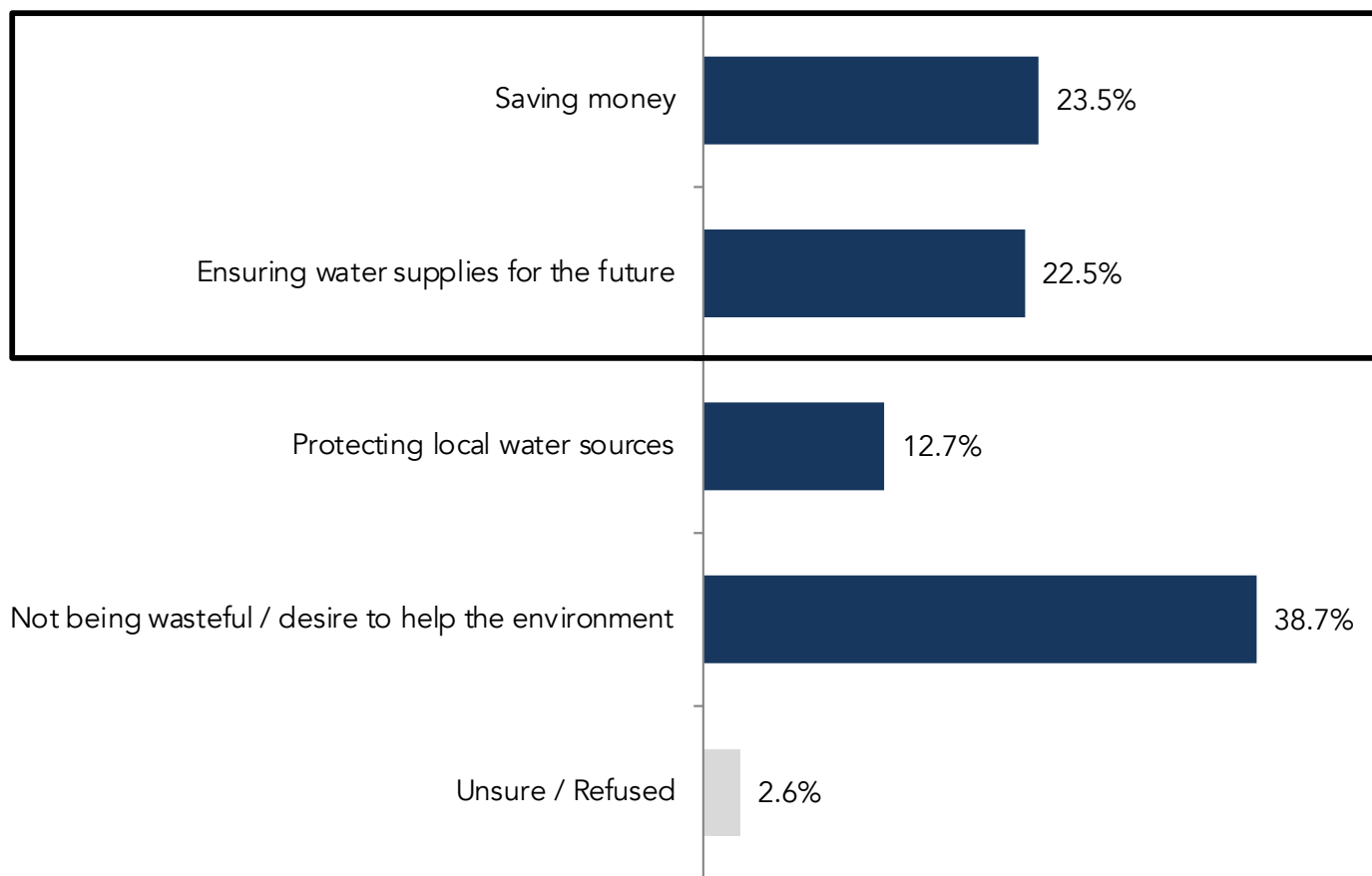
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What are the best reasons

For using less water and being more water efficient?

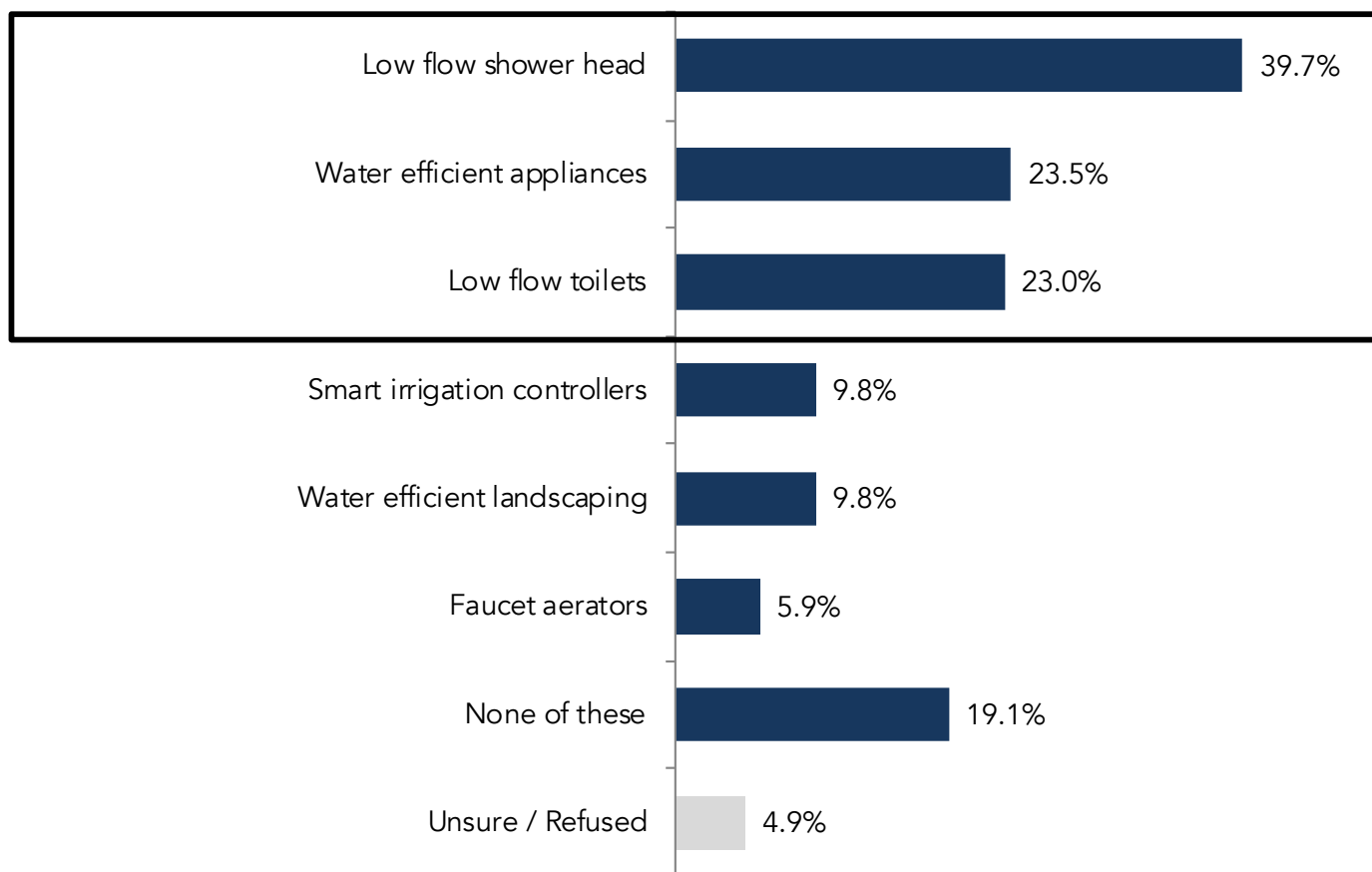
Question: In your opinion, which of the following is the best reason for using less water and being more water efficient?



What water saving devices or systems

Do respondents have in their homes?

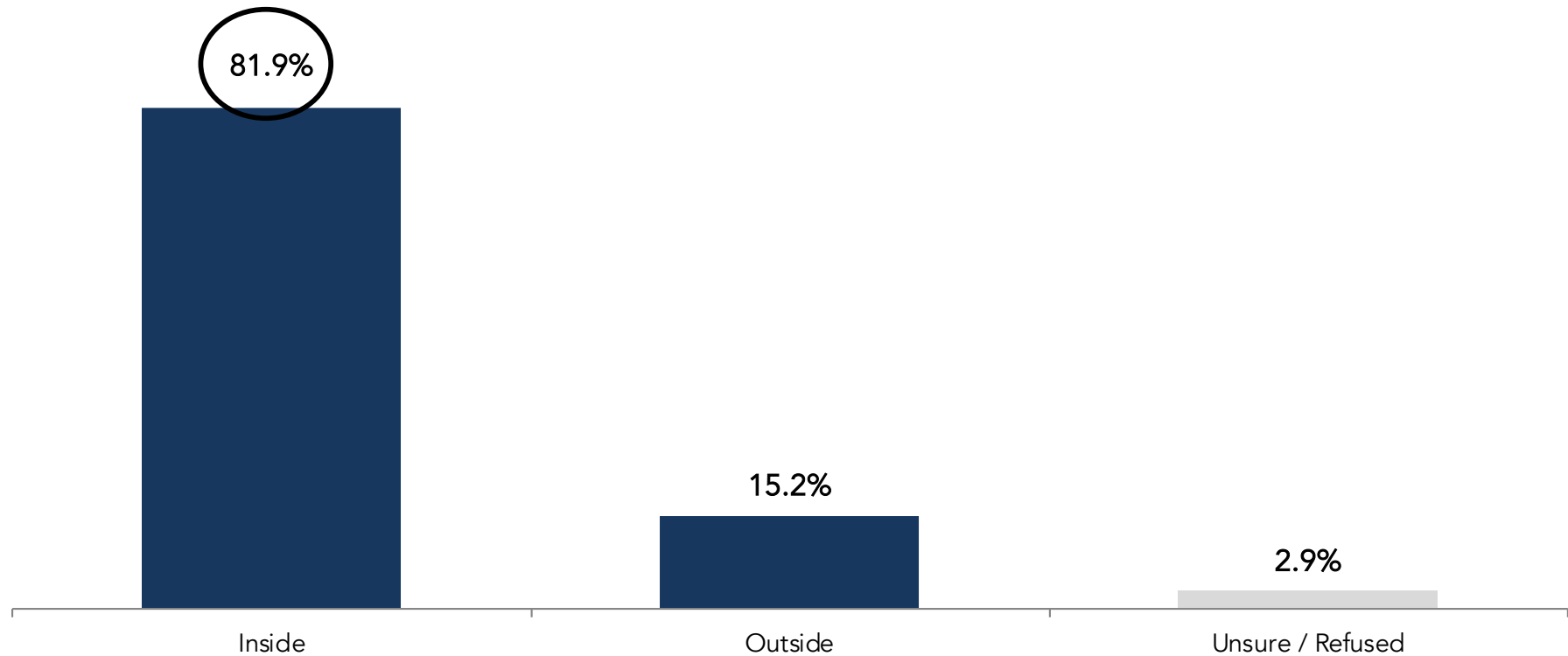
Question: Which, if any, of the following water saving devices or systems do you have in your home?



81.9% inaccurately feel that their household uses

More water inside the home rather than outside the home

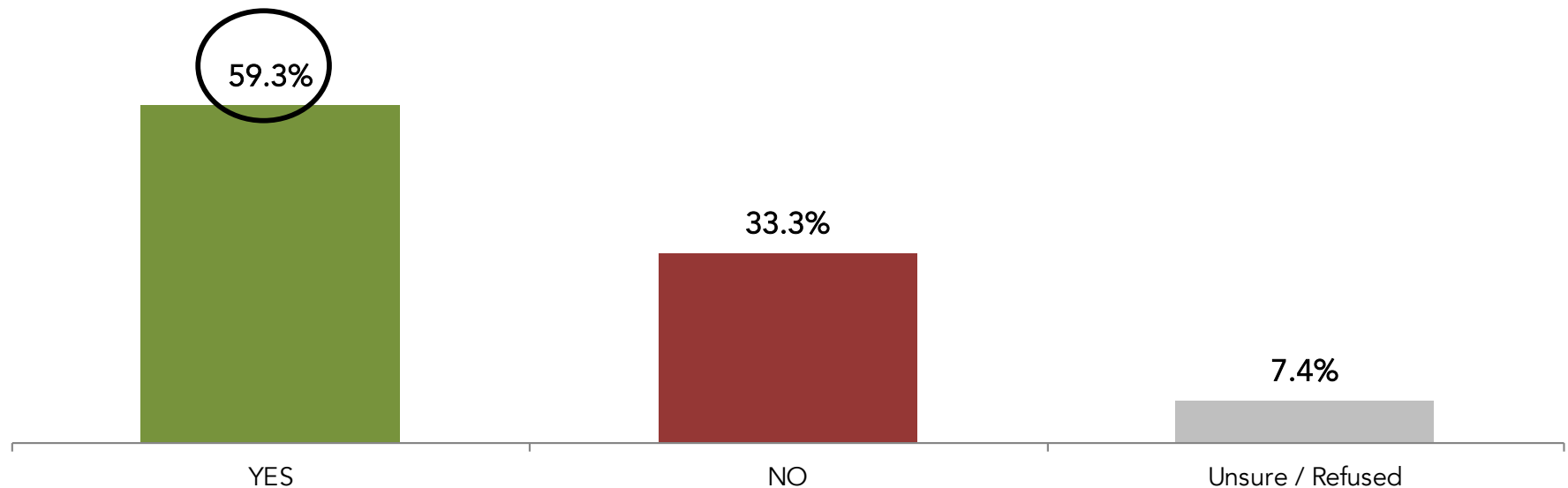
Question: On average, do you think your household uses more water inside your home or outside of your home?



59.3% feel that their water agency could do more

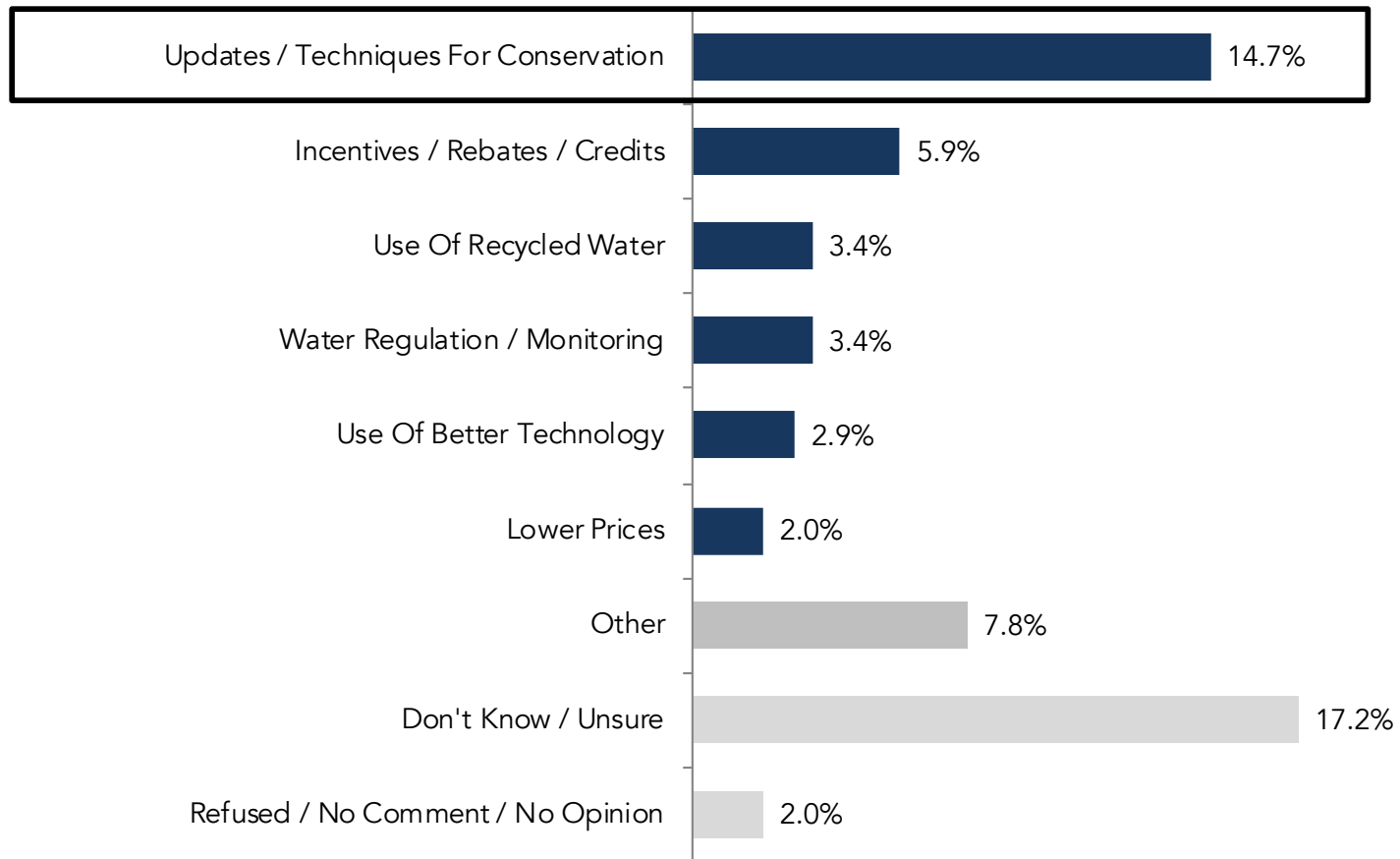
To help them conserve water and become more water efficient

Question: Do you think that the water agency that brings water to your home could do more to help you conserve water and to become more water efficient?



How do respondents think the District Could help them become more water efficient?

Question: Thinking specifically, how do you think that the agency that brings water to your home could help you to conserve water and become more water efficient?

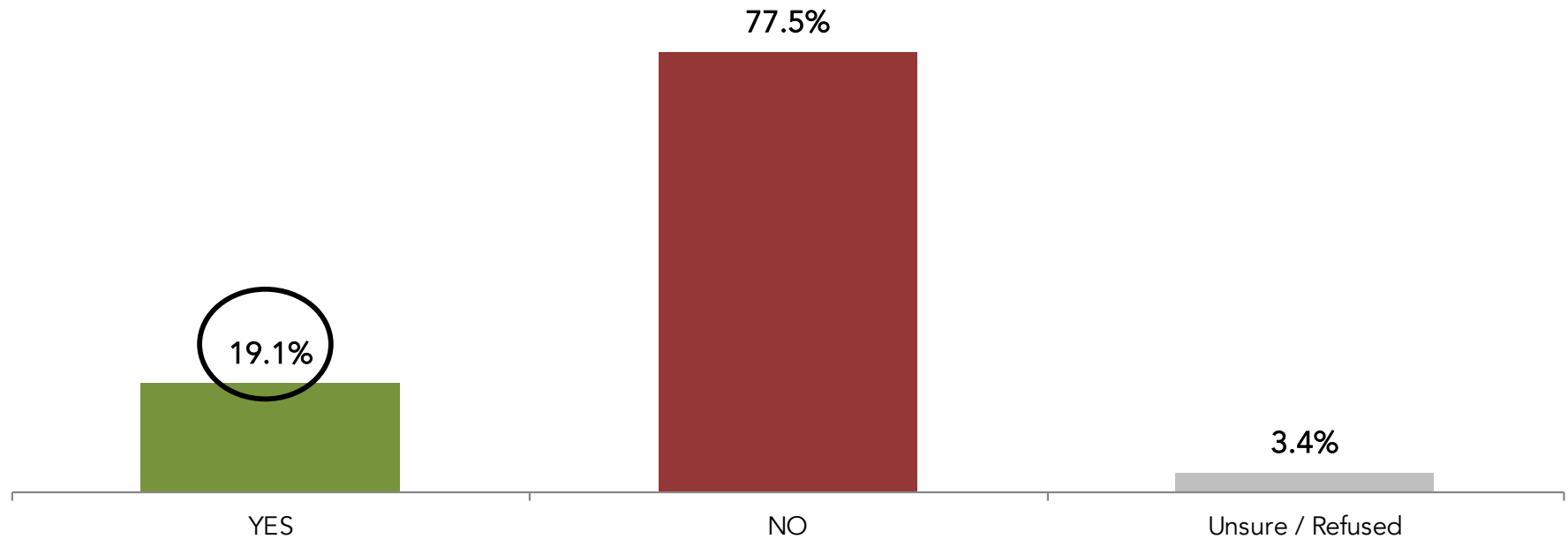


Contacting Rowland Water District

About 1/5 (19.1%)

Have contacted Rowland Water District

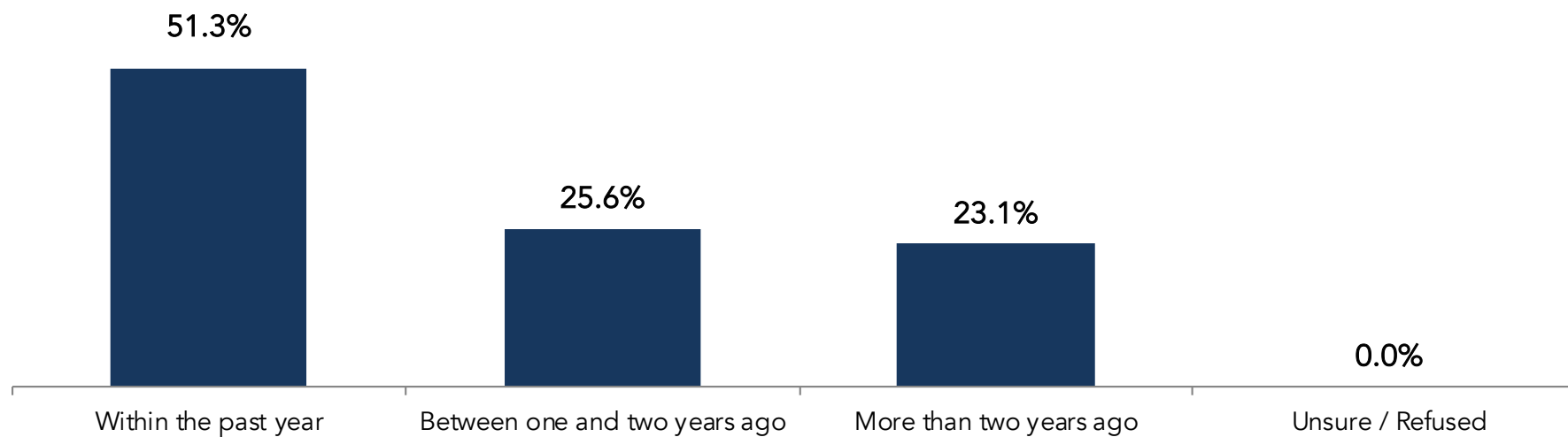
Question: Have you ever contacted Rowland Water District for any reason?



When did respondents

Contact the District?*

Question: About when would you say that you contacted the District?



**Asked only of those who have contacted the District*

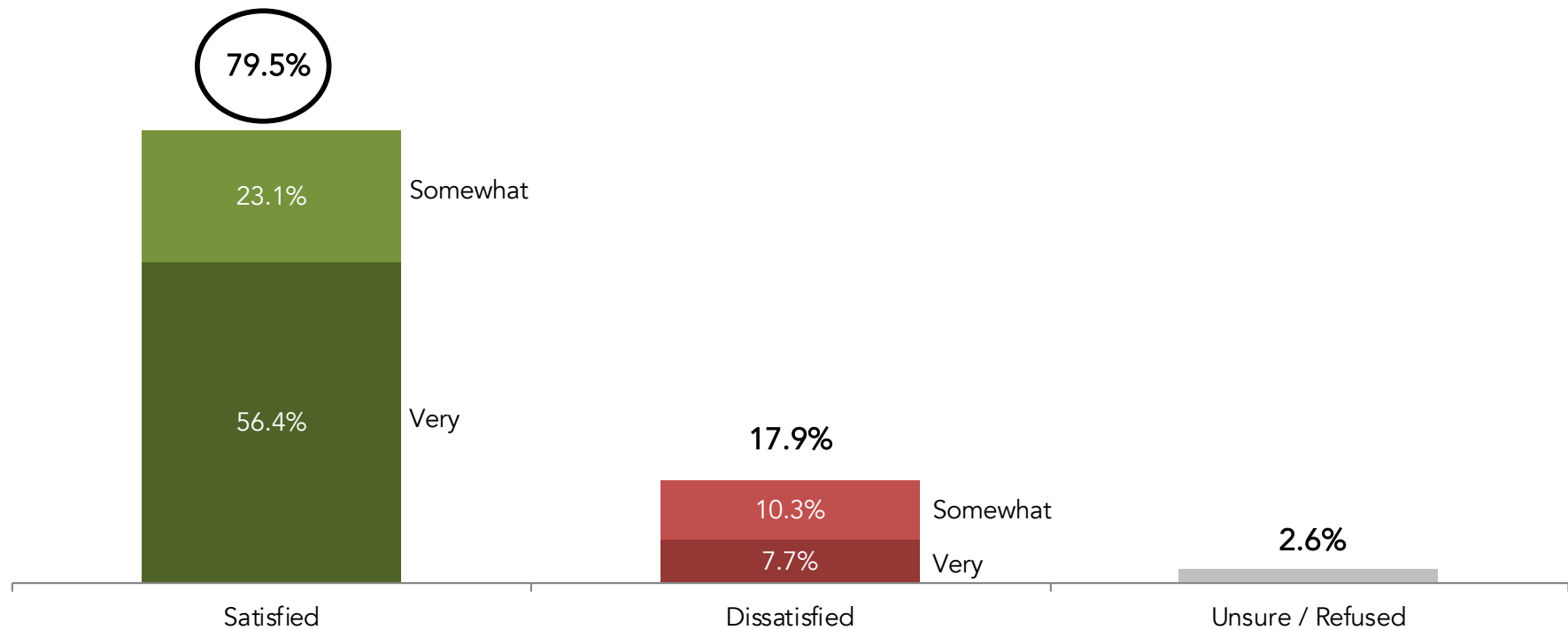
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79.5% were satisfied (56.4% very satisfied)

With their experience when contacting the District

Question: And would you say that you were satisfied or dissatisfied with your experience when contacting Rowland Water District?



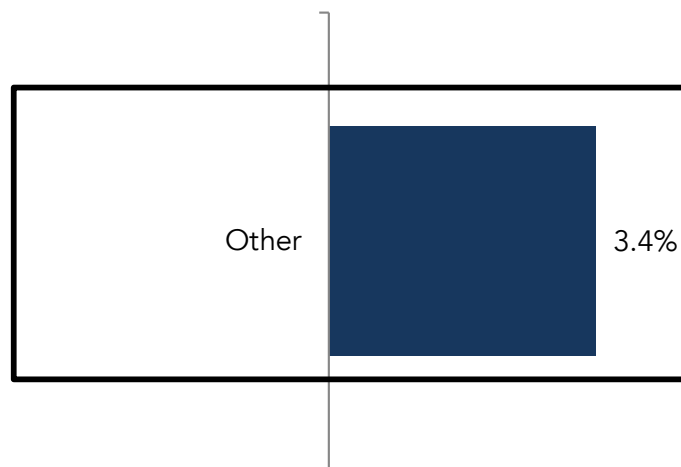
**Asked only of those who have contacted the District*

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There is no stand-out reason for the 11 respondents Who said they were dissatisfied with their experience

Question: What specifically made you dissatisfied with your experience?



Each individual responses equals less than 2%
(statistically insignificant below 6.8%)

**Asked only of those who said that they were dissatisfied*

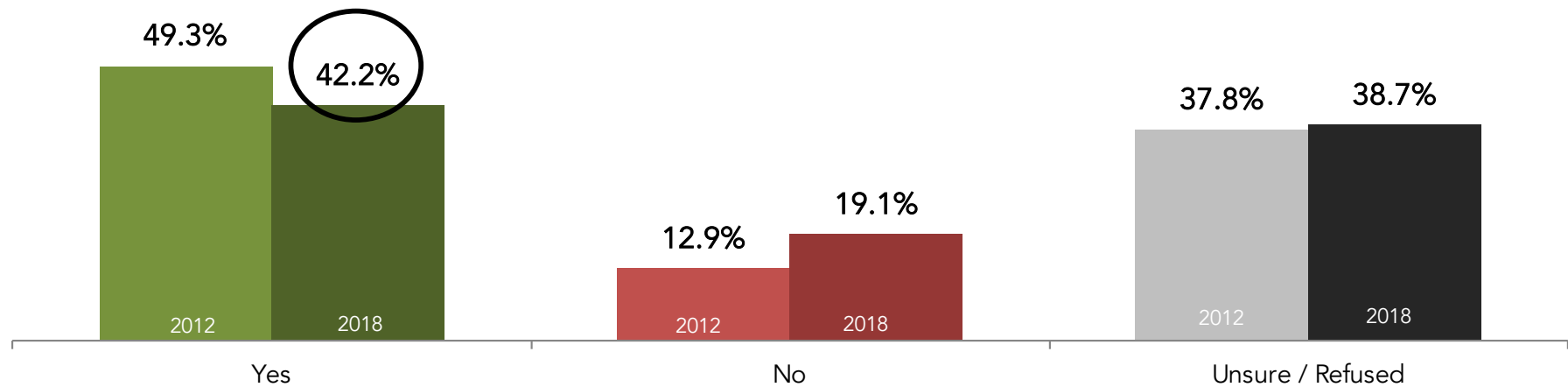
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Profits from Water Sales

A plurality (42.2%) say that their water service provider Should be allowed to make a profit from the water it sells

Question: Is your water service provider allowed to make a profit from the water it sells to customers?

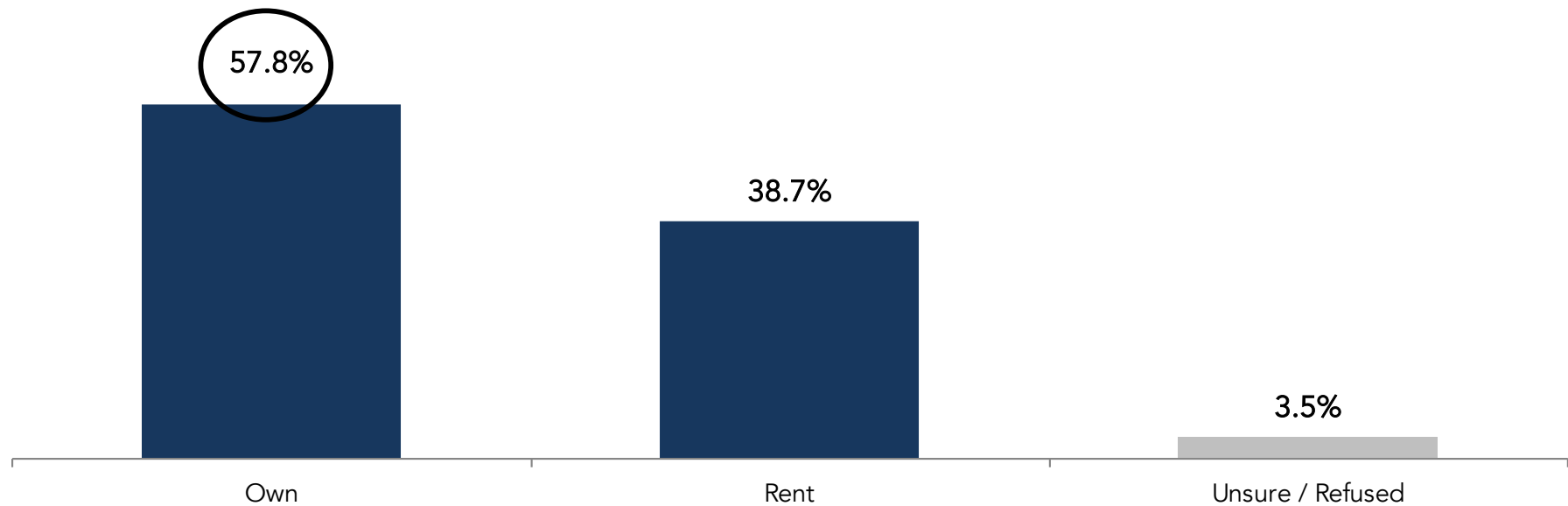


Demographics

57.8% own their home

While 38.7% rent

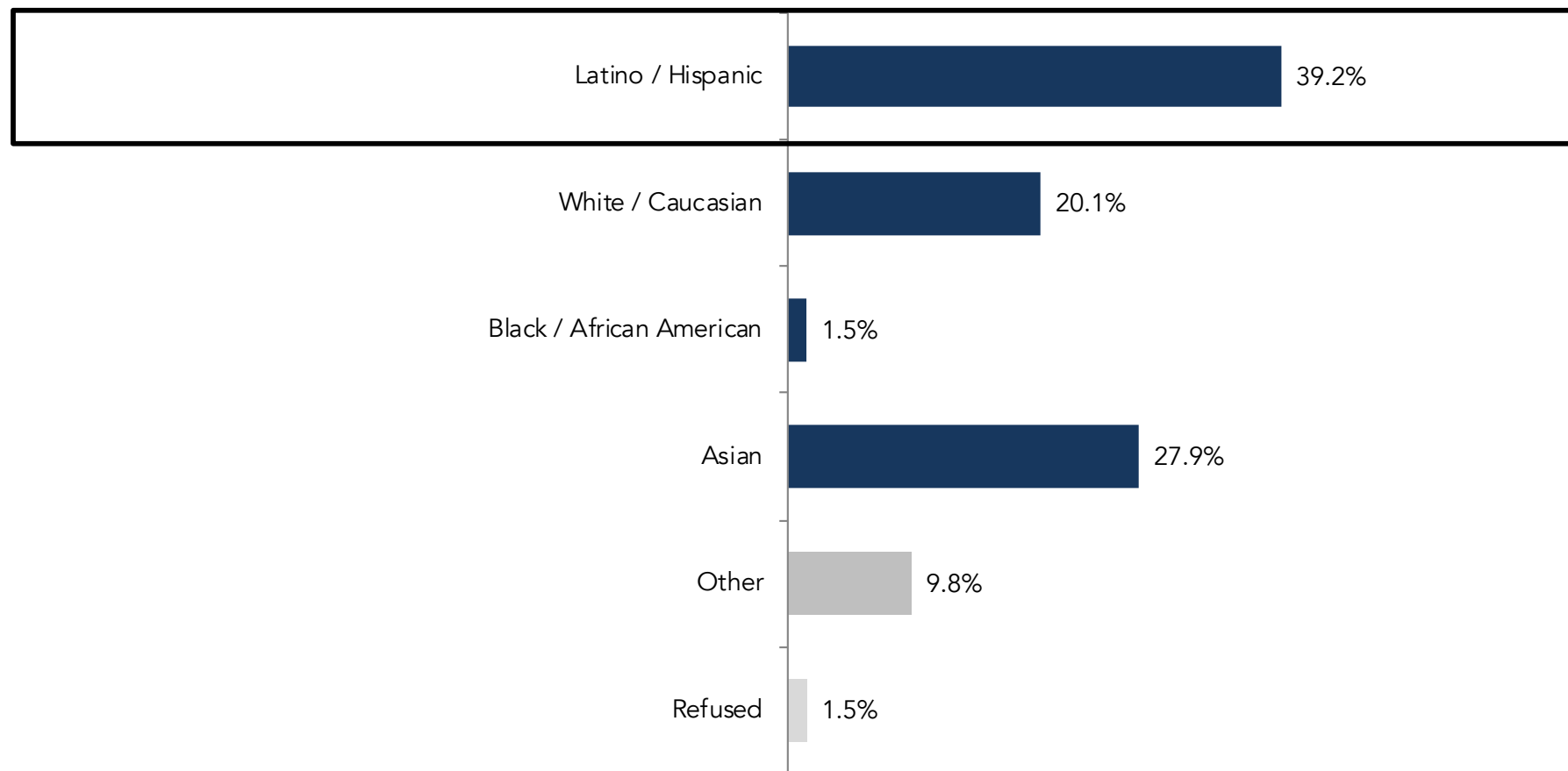
Question: For demographic purposes only, do you own or rent your home?



A plurality of respondents

Are Latino

Question: And finally, for demographic purposes only, which of the following best describes your ethnic background?

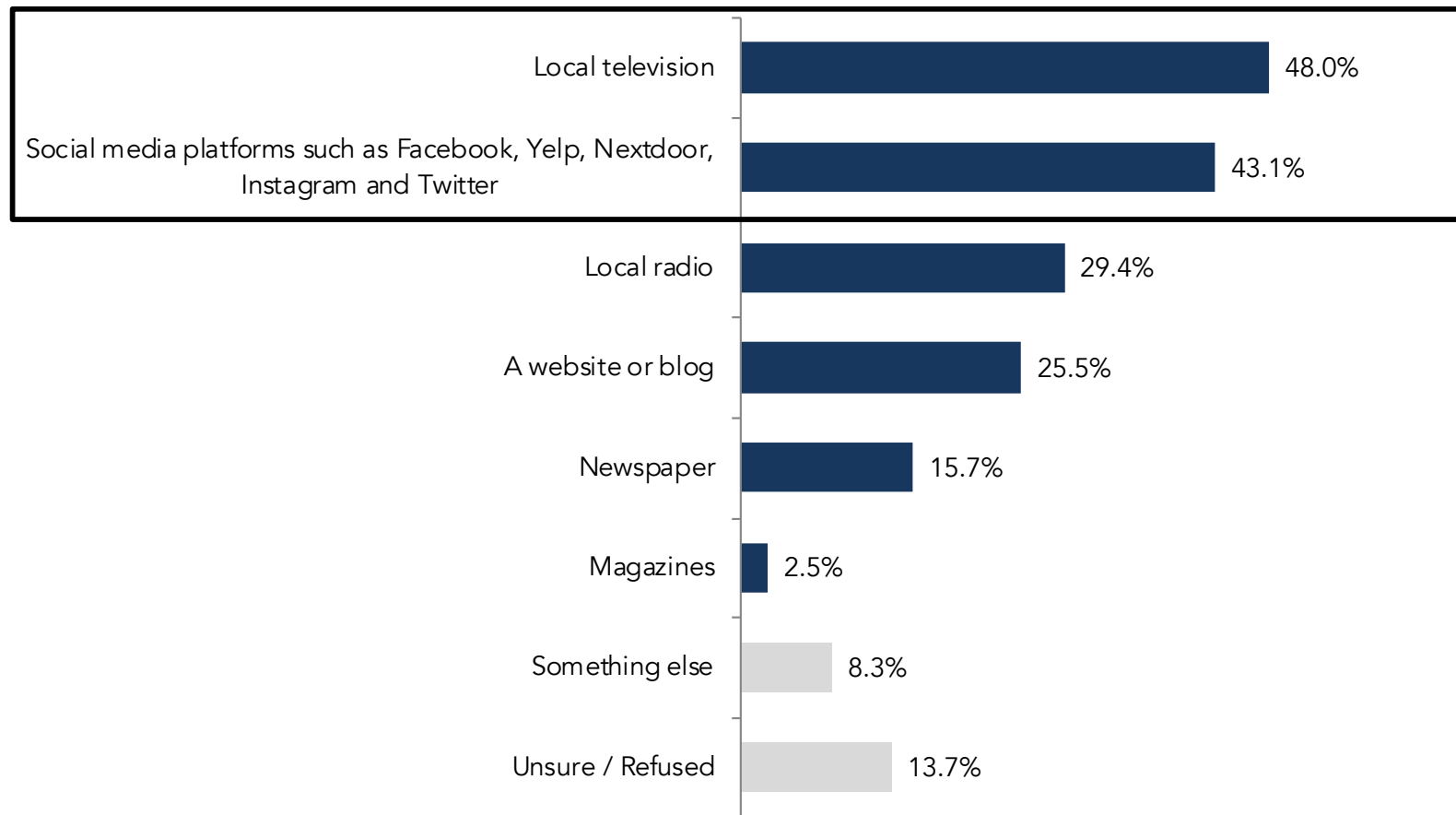


Sources of News and Information

Local TV and Social Media Platforms

Are the top sources for news and information about water

Question: What are your top two sources for news and information about local water and water-related issues?

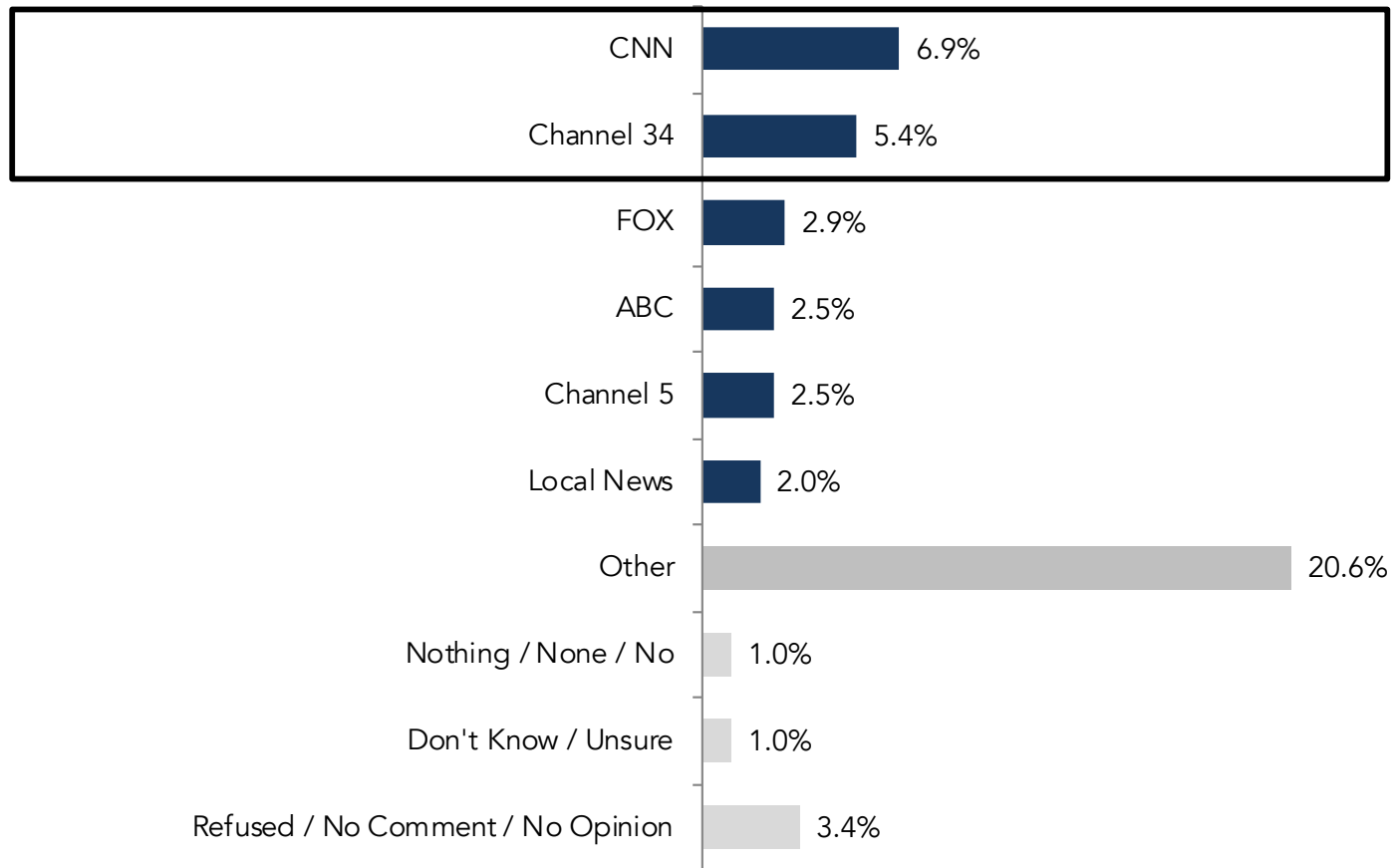


CNN and Channel 34

Are the top TV stations

Question: What are your top two sources for news and information about local water and water-related issues?

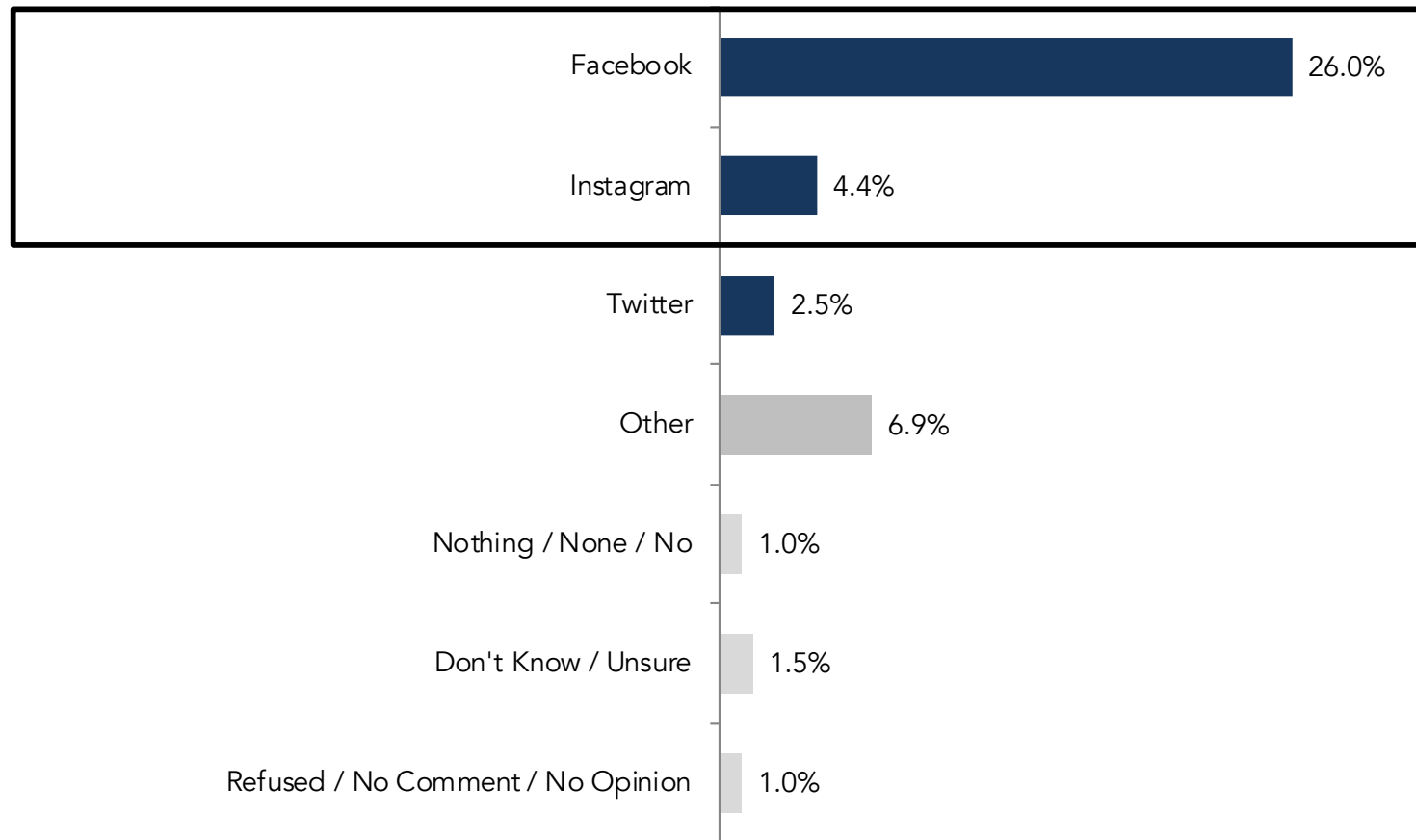
Local television



Facebook

Is the top social media platform

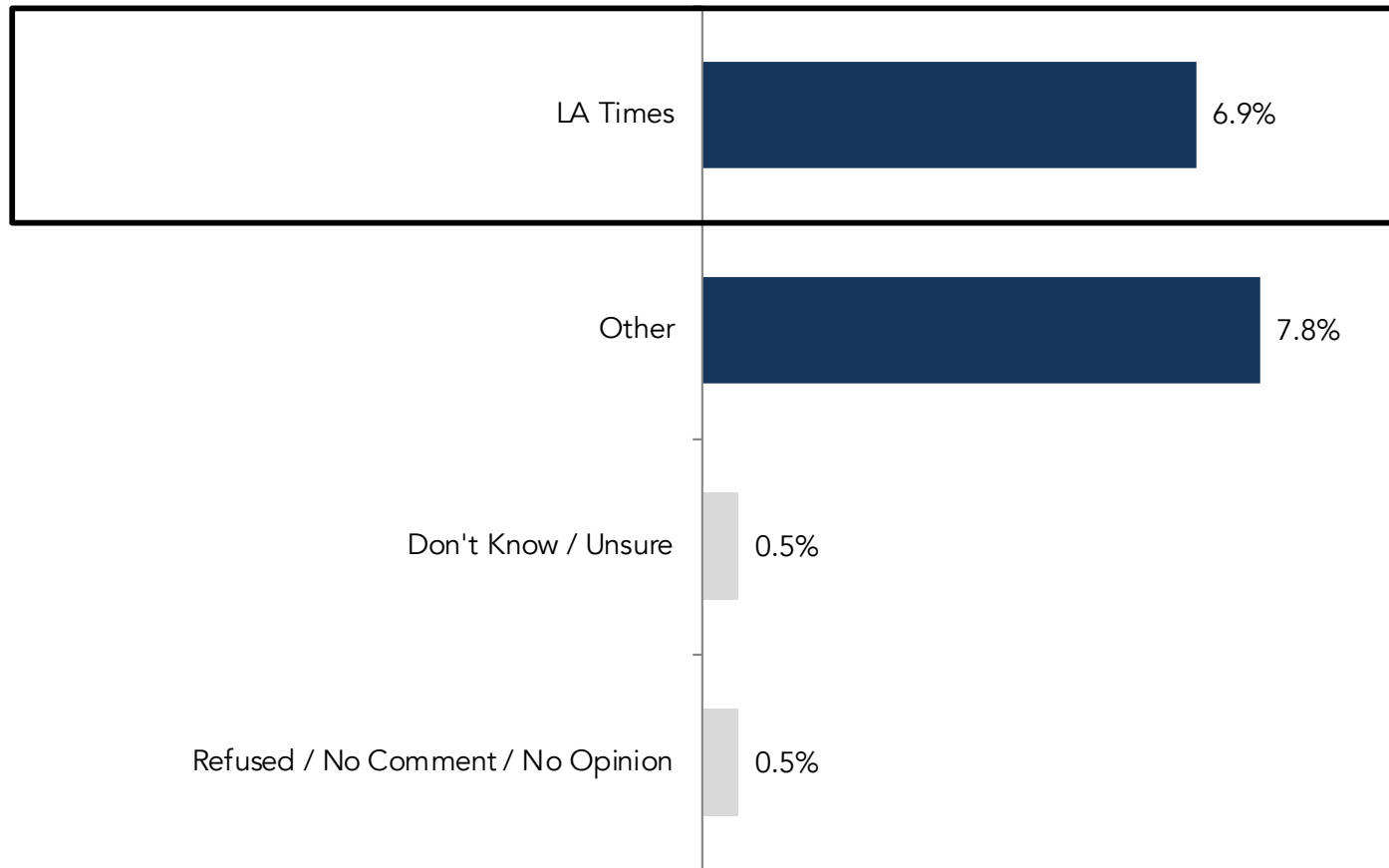
Question: What are your top two sources for news and information about local water and water-related issues?
Social media platforms such as Facebook and Twitter



The LA Times

Is the top newspaper

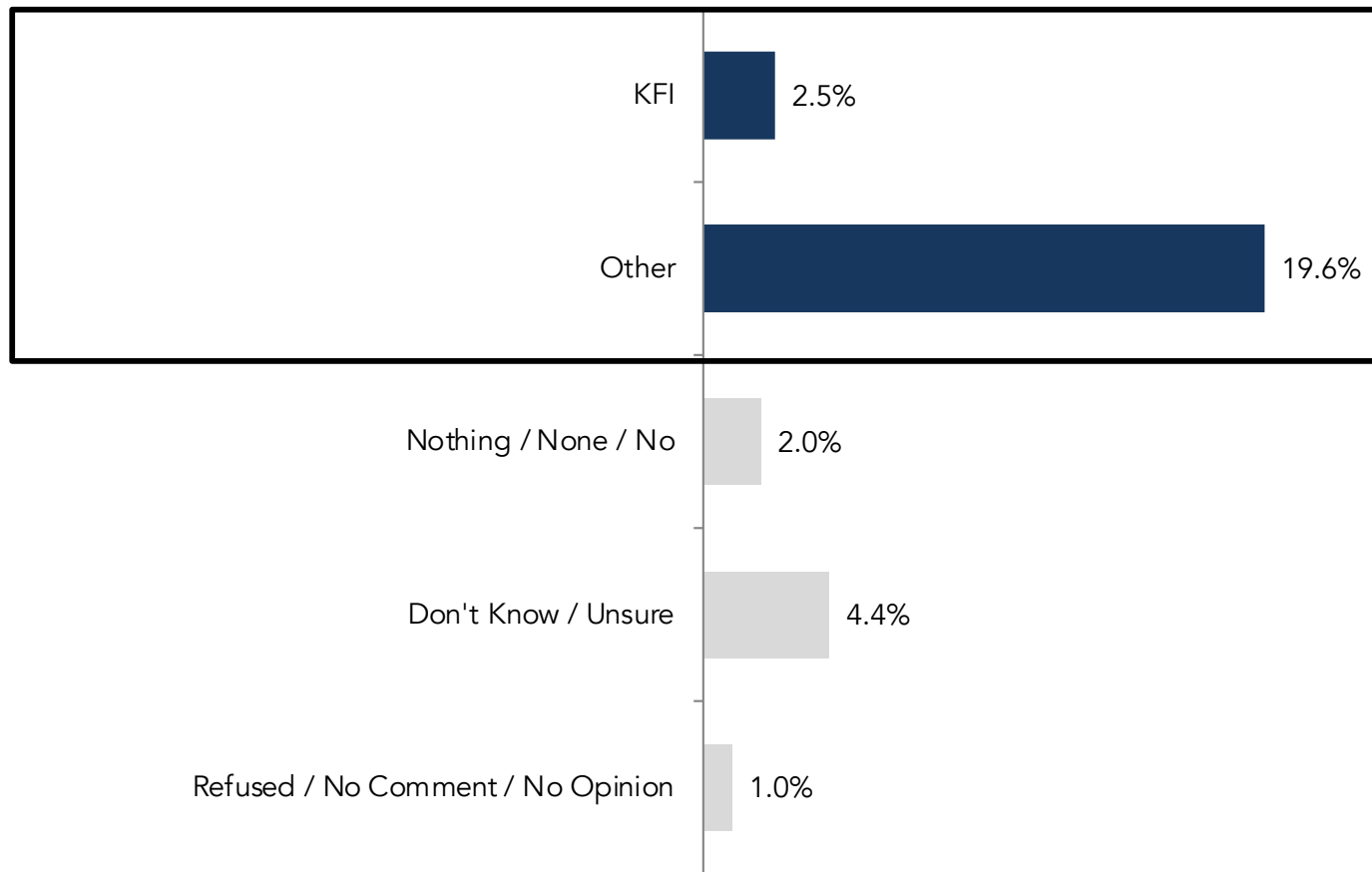
Question: What are your top two sources for news and information about local water and water-related issues?
Newspaper



KFI

Is the top local radio station

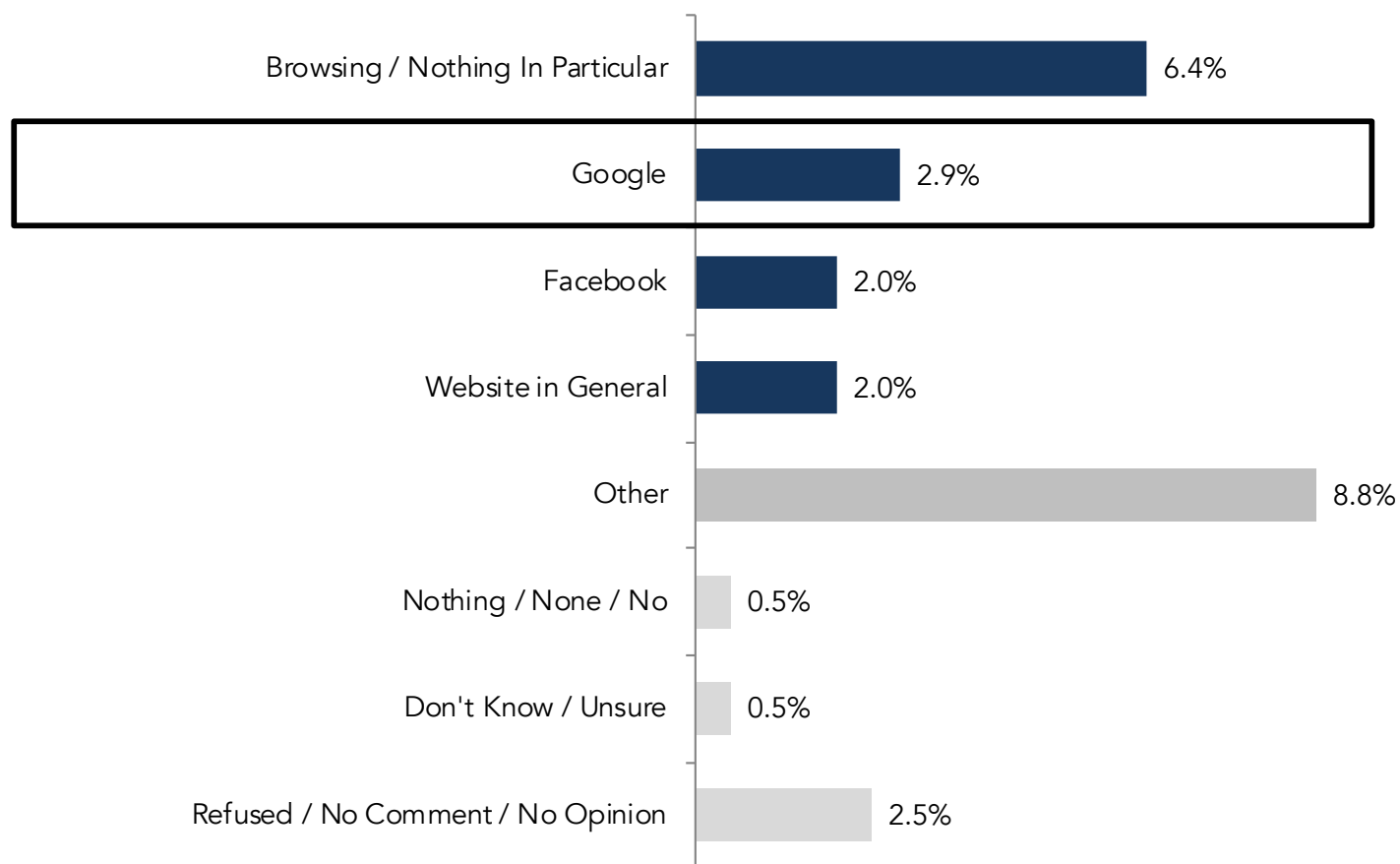
Question: What are your top two sources for news and information about local water and water-related issues?
Local radio



There is no statistically significant

Website

Question: What are your top two sources for news and information about local water and water-related issues?
A website or blog





Thank you

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Research-Based Communication & Outreach Strategies

January 2019

Customers have been listening!

- They trust the quality of Rowland drinking water.
- They generally believe the price is fair.
- The value metric is high, above most other water agencies.





***These messages have worked.
And customers are listening.***

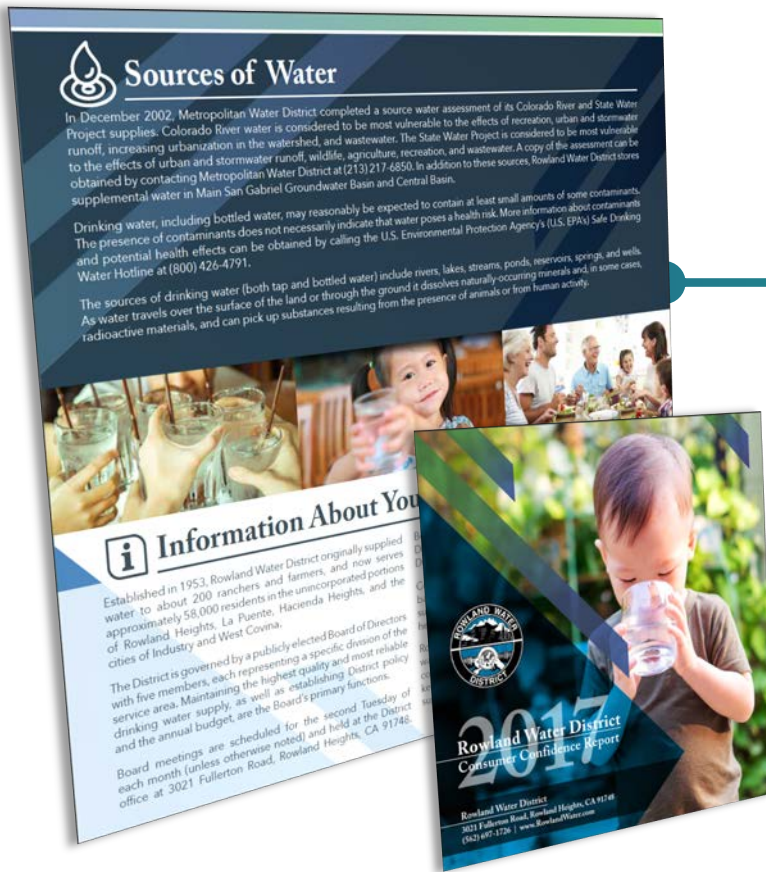
But.... Customers are telling us:

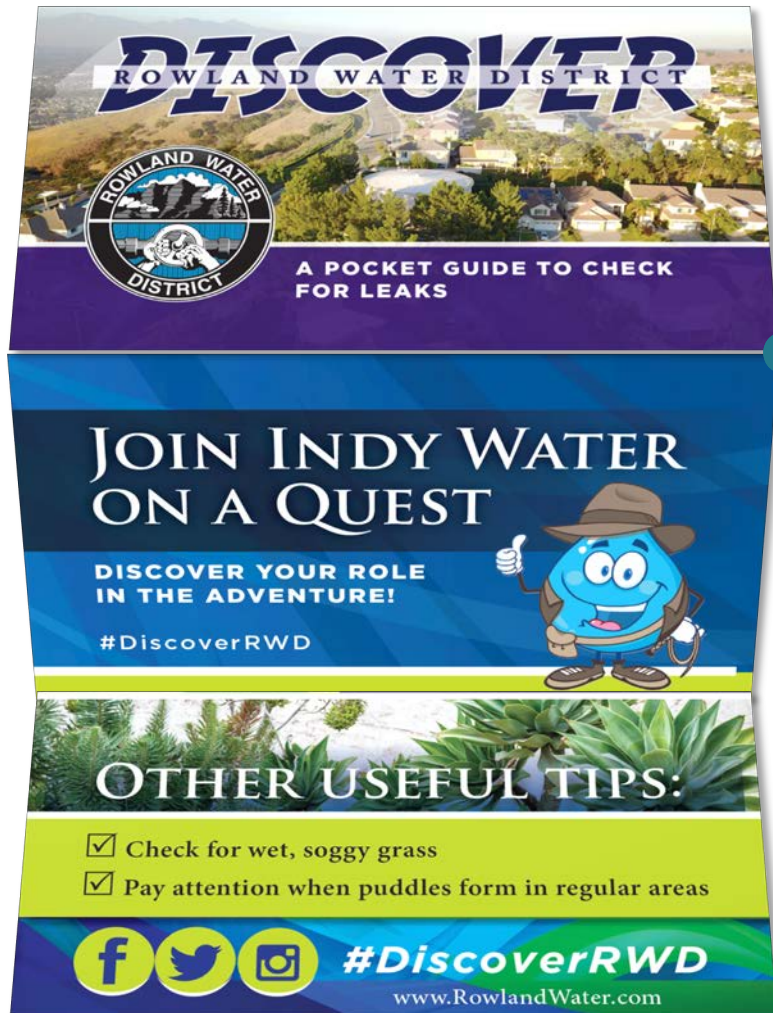
- They want more information in general.
- They want Rowland Water District to be more visible in the community.
- They want Rowland Water District to form more local partnerships.



Customers are confused or unaware when it comes to:

- Water supply availability
- Where their water comes from
- Indoor use versus outdoor use
- Recycled water use, availability and District programs
- Impact of State programs and legislation





Customers want to hear more news and information about:

- Conservation
- Tools and techniques on how to save money and water
- Explanation of water news from the region and the State



Customers are generally interested in the social aspects of the conservation message over the financial savings.



Customers are asking for:

- Mailed newsletters
- Electronic messages
- More information in their bills
- Multiple languages

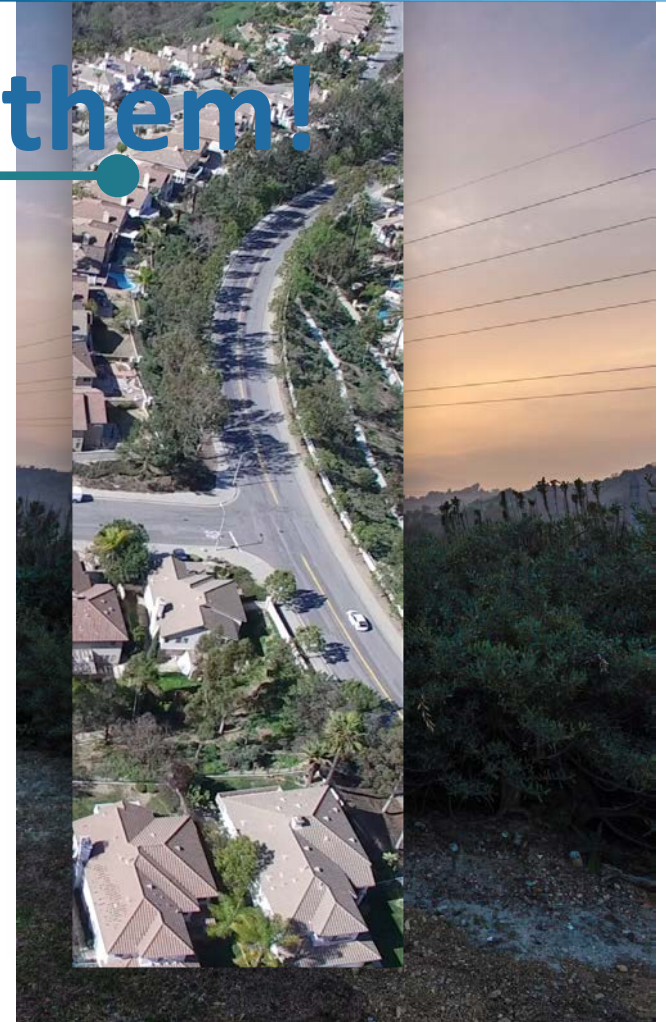




***This will increase brand awareness
and customer engagement.***

We know how to find them!

- ☐ Los Angeles Times
- ☐ Local Radio
- ☐ Social Media (Facebook and Instagram)
- ☐ Direct Mail
- ☐ District website
- ☐ Water bills
- ☐ Third party opportunities



Next



- Create outreach plan incorporating identified primary messages
- Consider budget, scope and schedule
- Build collateral and messaging elements with repurposing in mind
- Anticipate State impacts
- Launch housing family efforts immediately