

Summary Presentation of Results From a Survey of Registered Voters in the Santa Cruz Water Department

***400 Interviews
October 2014***

conducted by



GENE BREGMAN & ASSOCIATES
Public Opinion & Marketing Research

Chart 1

Very Serious Problems Facing the City of Santa Cruz

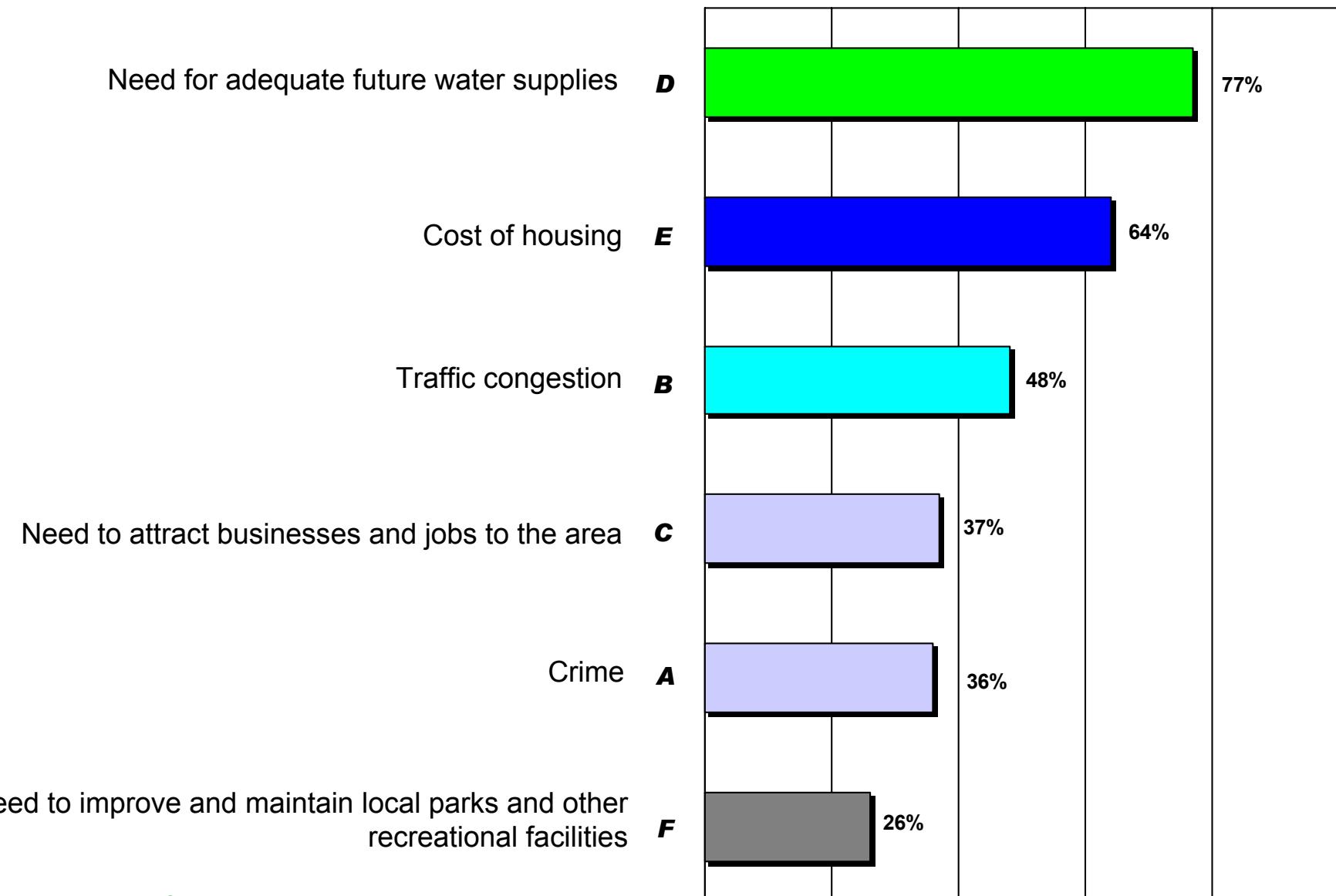


Chart 2

Very Serious Water Supply Problems

Inadequate water supplies for our future needs

B

Inadequate water supplies for all our needs today

A

Threat of climate change to reduce water supply

F

Inadequate water for fish and wildlife

D

Protecting our drinking water from being contaminated
by salt water from the ocean

G

Not enough water conservation

E

Aging water infrastructure

C

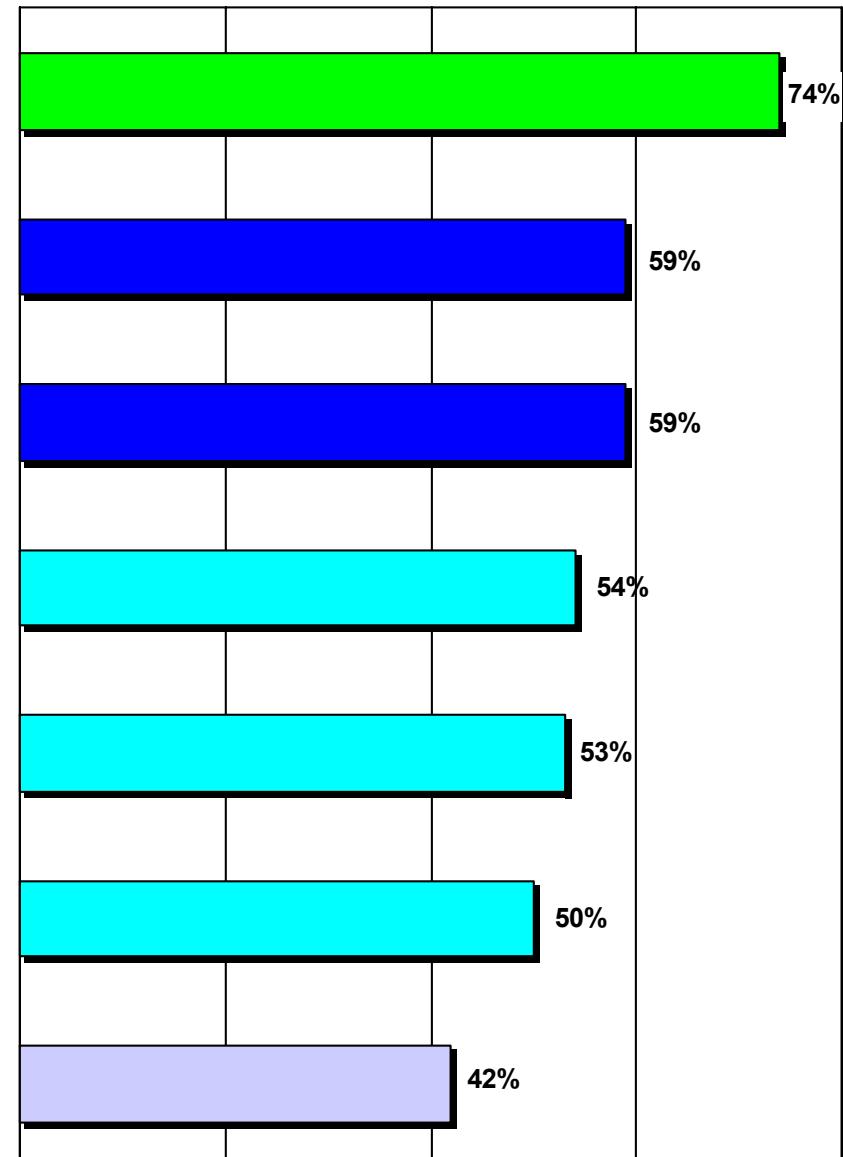


Chart 3

Comparison of Very Serious Ratings: 2010 vs. 2014

- Inadequate water supplies for our future needs
- Inadequate water supplies for all our needs today
- Protecting our drinking water from being contaminated by salt water from the ocean
- Not enough water conservation

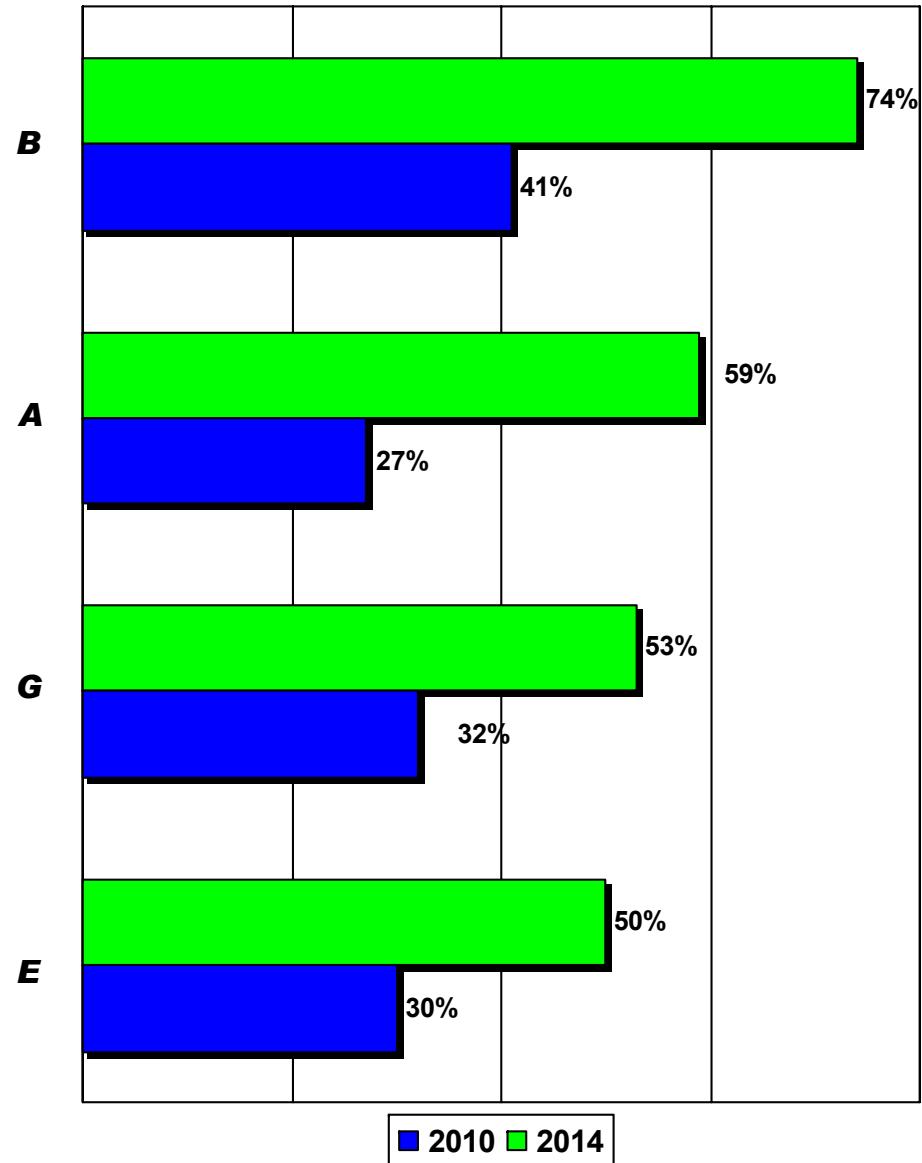


Chart 4

Agreement with Statement: I've Already Cut Back on Water Use For My Home As Much As I Can

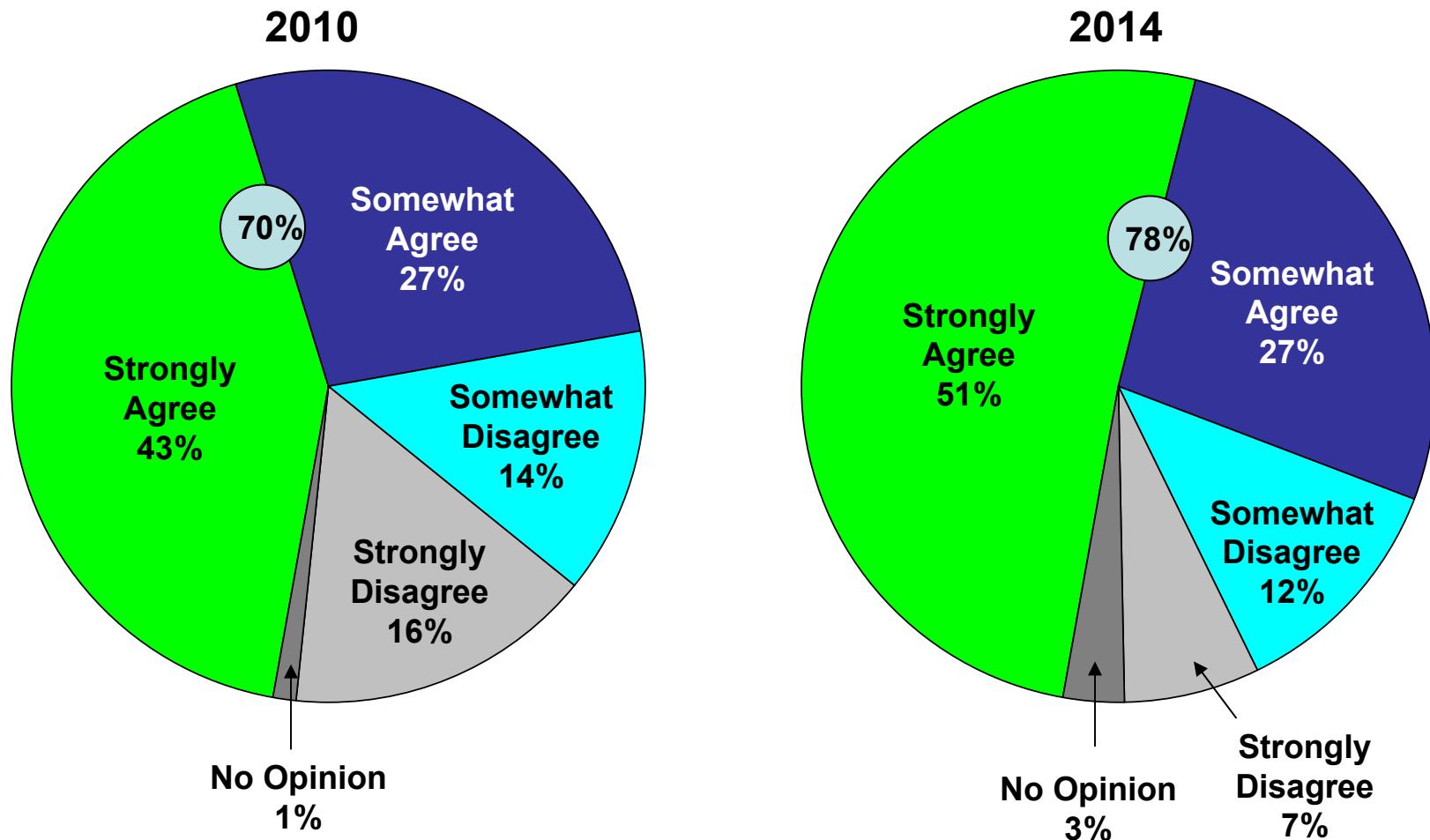
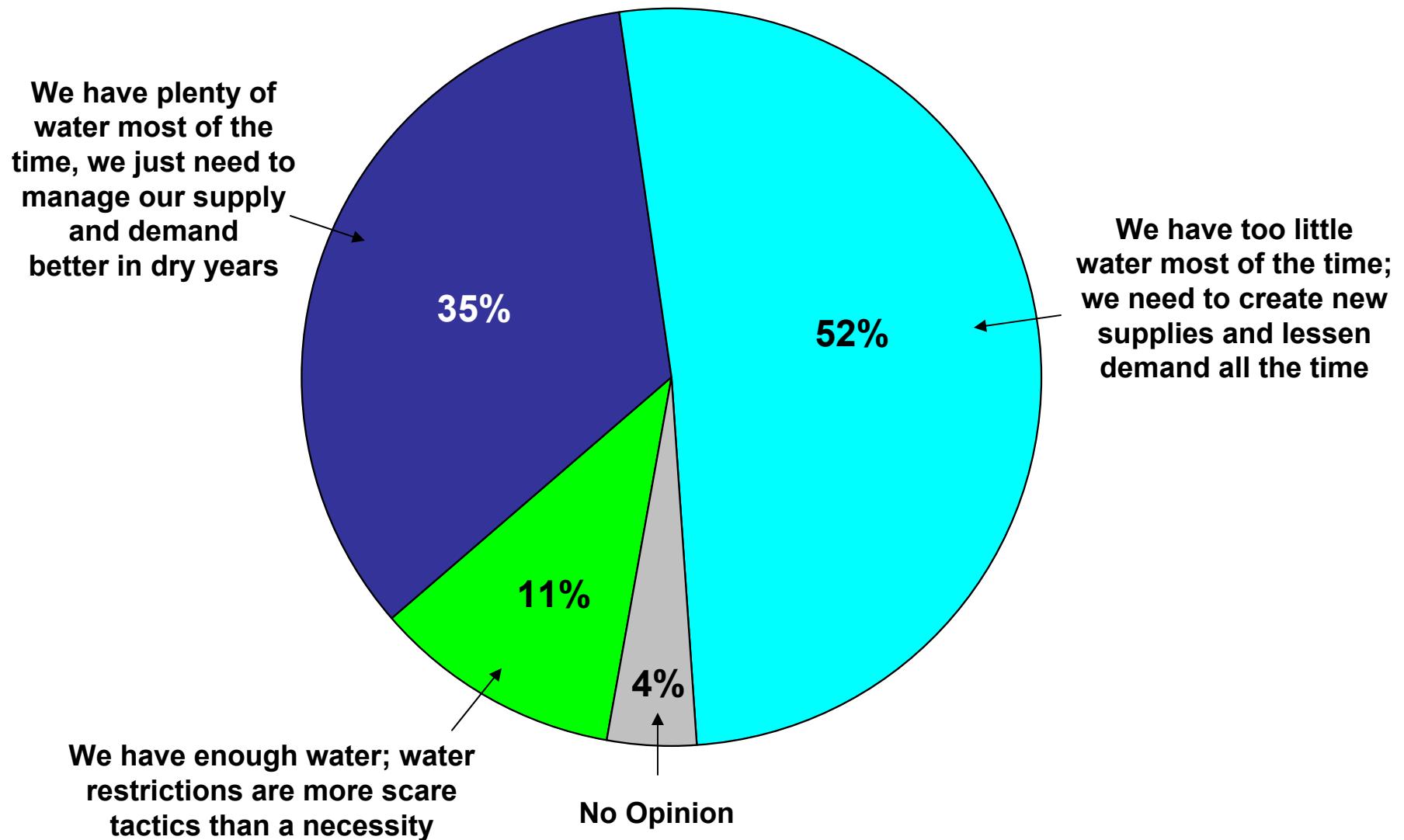
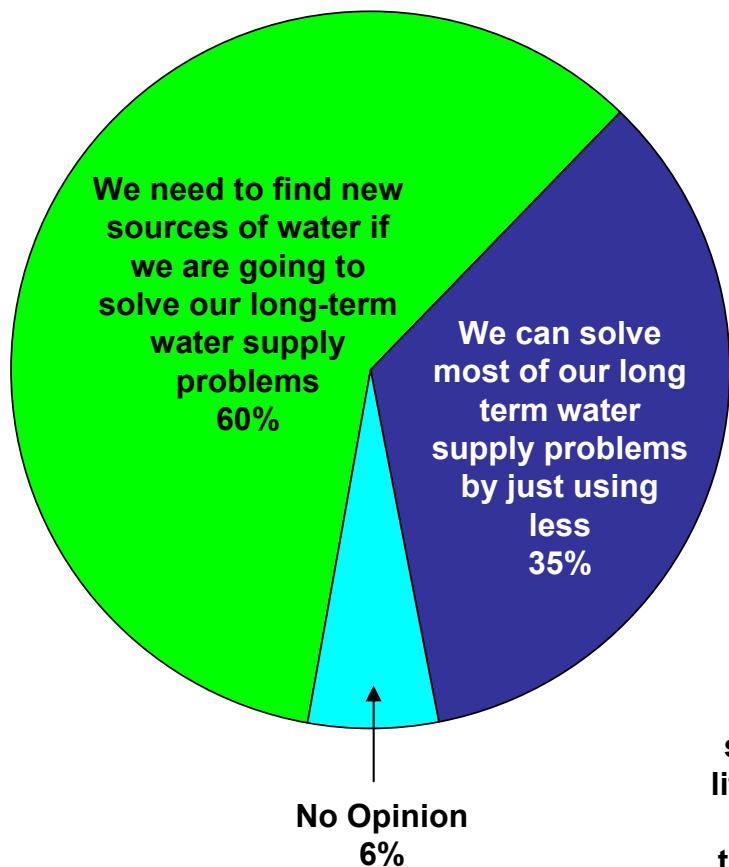


Chart 5

Opinion of Current Water Supply



New Sources vs. Less Usage



Future Implementation of Water Restrictions

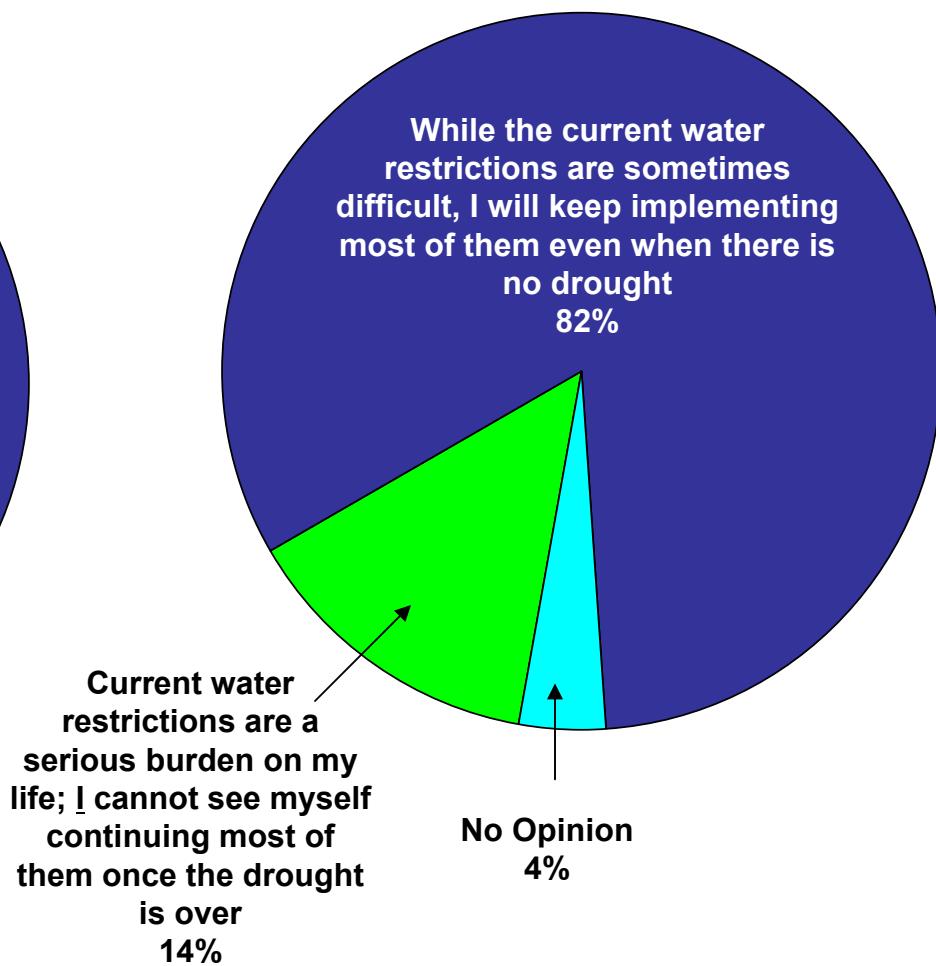


Chart 7

Acceptability of Current Level of Water Rationing Over Ten Years

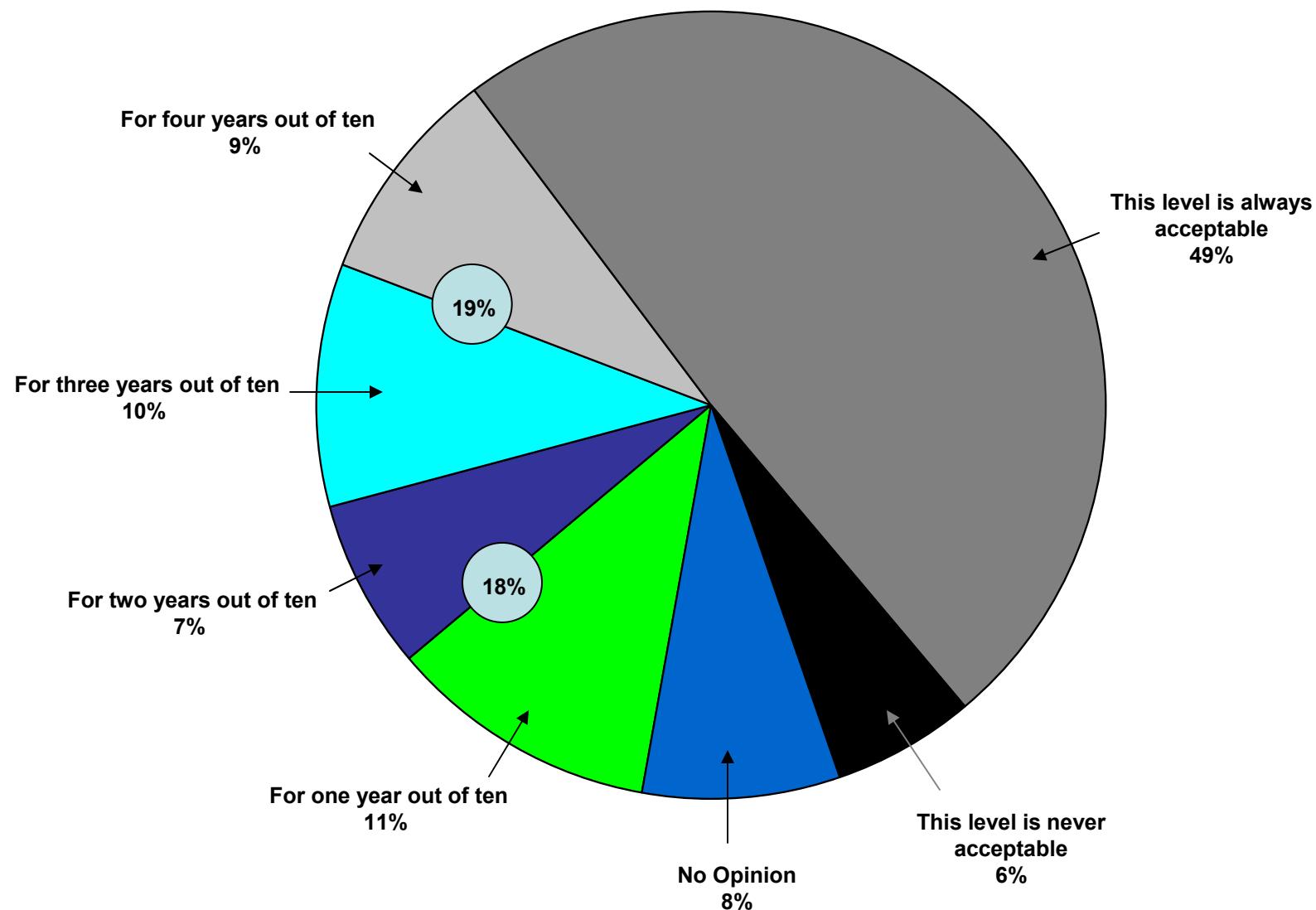


Chart 8

Ways That People Currently Save Water

- You have made sure any water leaks have been repaired
- You don't leave the water running when brushing your teeth, washing your hands or doing the dishes
- You take fewer or shorter showers, or turn off the water while soaping up in the shower
- You have either turned off the automatic timer for your sprinkler system or otherwise substantially reduced watering your lawn and garden
- You collect shower water with a bucket while waiting for the water to heat up, then use this water for your plants
- You have completely stopped watering your lawn or garden
- You have read your water meter to see how much water you have been using and how much you have been saving
- You have replaced your lawn with drought resistant plants, paving, tiles, artificial turf, or something else that does not require any water
- You have shifted some water use to locations other than your home, such as using a Laundromat, showering at the gym, or something else that you now do away from home

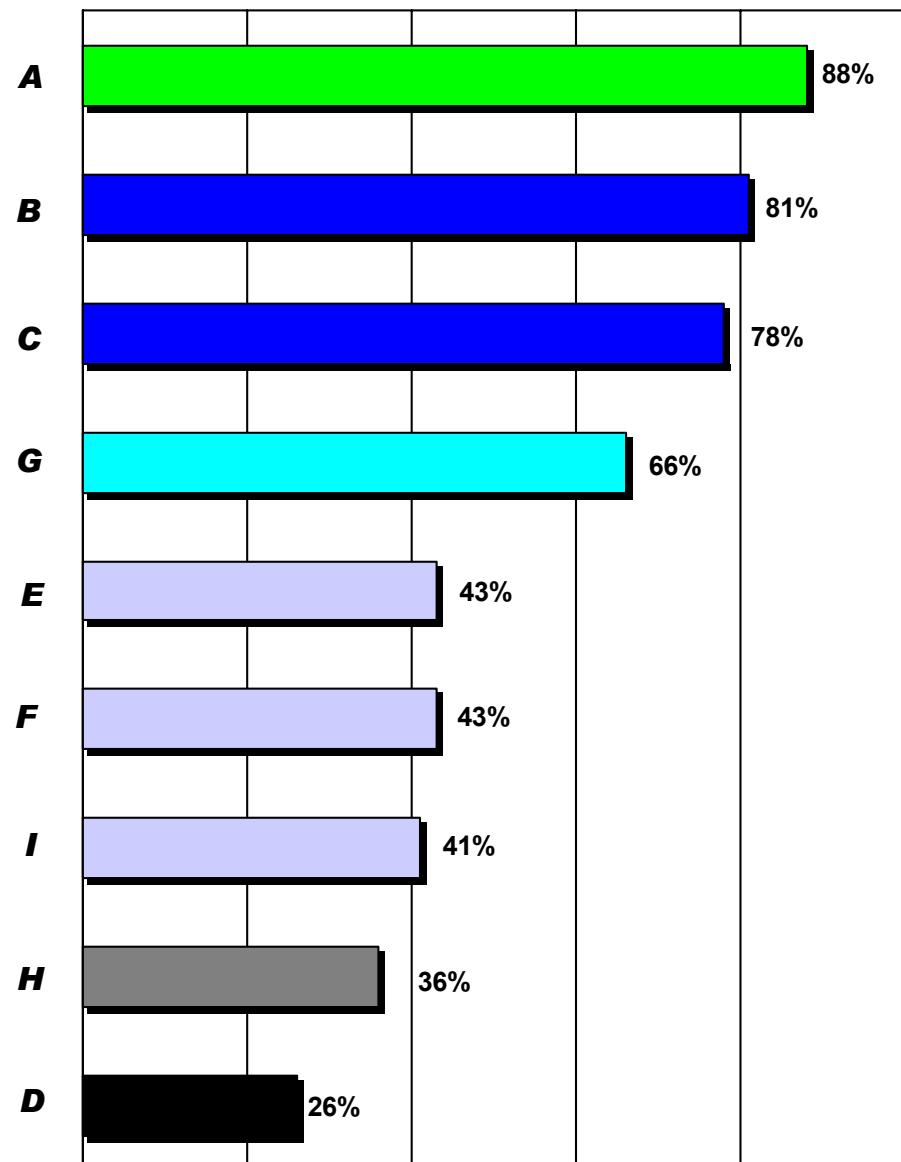
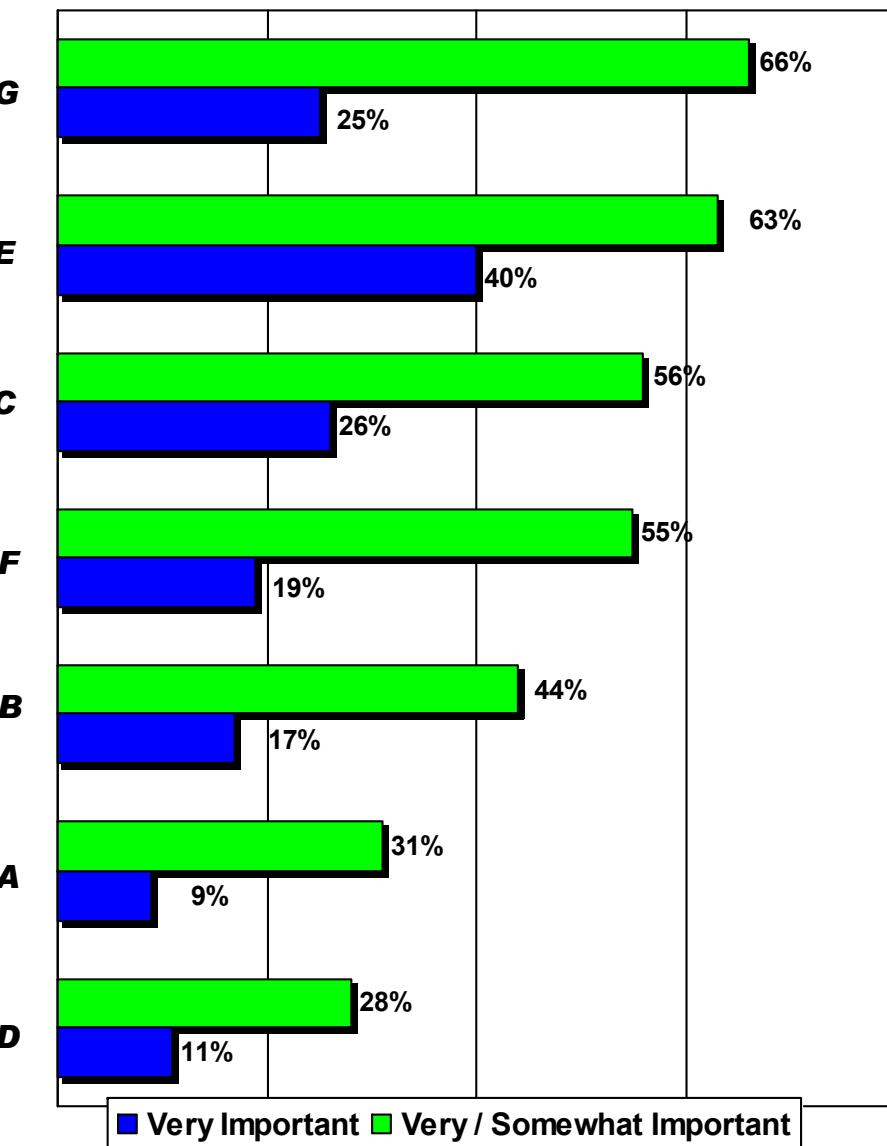


Chart 9

Importance of Activities Affected by Current Measures to Reduce Water Usage

To have our parks and playing fields restored with green grass



To be able to flush the toilet whenever it is used

To be able to take a shower without having to worry about taking shorter showers, turning off the water in the middle, or using buckets to capture water as it is heating

To have green grass and gardens in my neighborhood and throughout the community

To have a green lawn or maintain landscaping at my house

To be able to wash my car

To be able to have a pool or hot tub that can be filled with water



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Chart 10

Agreement With Statements About Drought

We need to have a more stable and predictable supply of water whether or not we are experiencing drought conditions

Higher water bills are a small price to pay so we can avoid more severe water restrictions

The drought will force us to limit new growth and development

The severe measures needed to fight the drought will discourage new businesses from locating here

The drought is having a serious negative effect on local businesses and the Santa Cruz economy

Gardening is an important activity for me and current water cutbacks have a serious effect on my life

The drought is having a significant negative effect on local property values

The financial costs imposed by the Water Department are a major burden on my financial situation

The effects of the drought have included a negative impact on my work and income

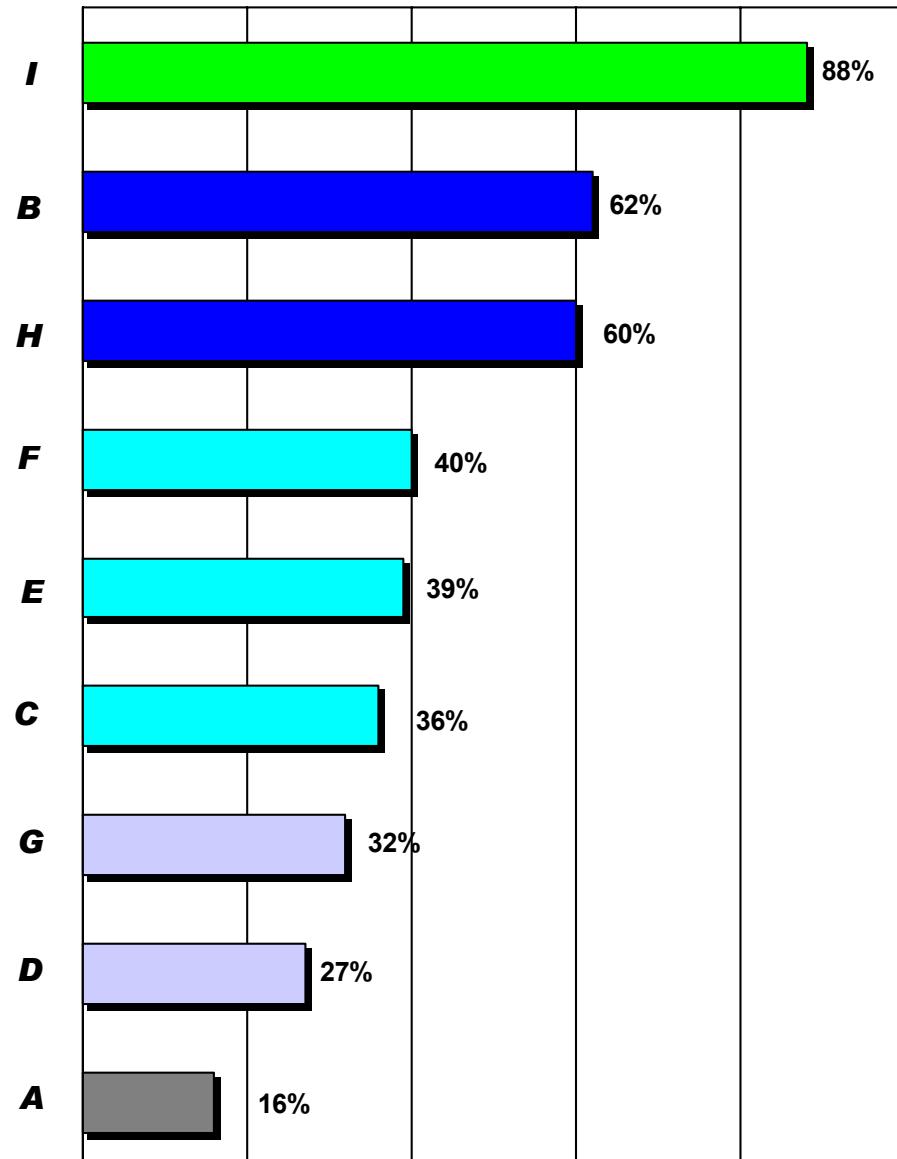
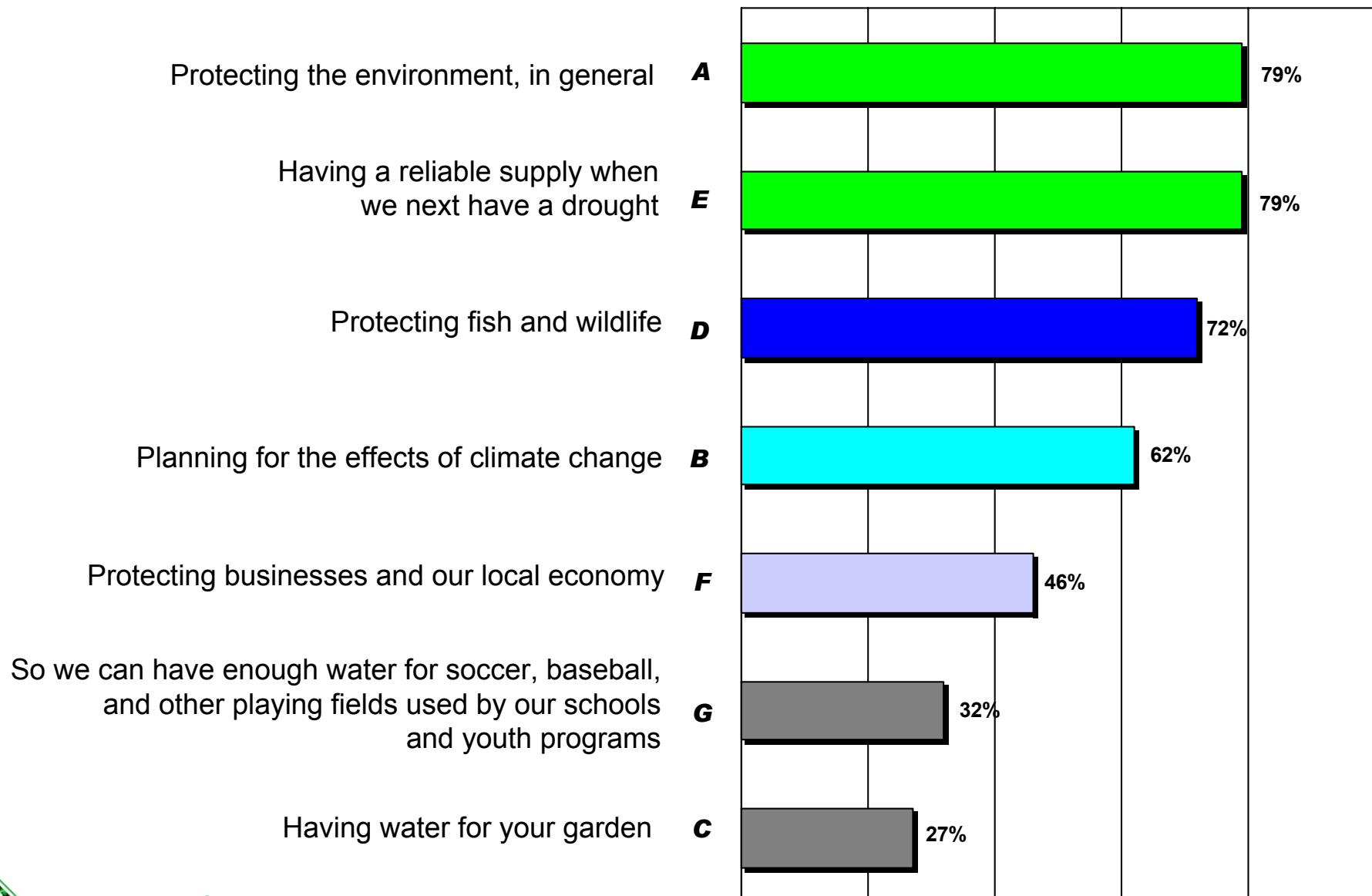


Chart 11

Very Important Reasons to Continue Water Saving Measures Even After Drought



People Are Worried About Future Water Supplies

- 88% - Agree we need a more stable and predictable water supply with or without drought
- 79% - Very important to have a reliable supply of water for next drought
- 74% - Very serious problem: Inadequate water supplies for future needs
- 60% - We need new sources of water for long-term water supply problems
- 52% - We have too little water; need to create new supplies and lessen demand

Environmental Concerns Are a High Priority

- 79% - Very important to protect the environment, in general
- 72% - Very important to protect fish and wildlife
- 62% - Very important to plan for the effects of climate change
- 59% - Very serious problem: Threat of climate change to reduce water supply
- 54% - Very serious problem: Inadequate water for fish and wildlife
- 53% - Very serious problem: Protect drinking water from salt water contamination

Residents Have Reduced and Are Willing to Reduce Water Usage

- 88% - Have made sure any water leaks are repaired
- 82% - Say current water restrictions are difficult, but they will continue even after drought
- 81% - Do not leave water running when doing various tasks
- 78% - Take shorter or interrupted showers
- 66% - Have substantially reduced watering lawn/garden
- 49% - Current level of water rationing is always acceptable

Some Concerns Remain For Residents

- 78% - Agree they have cut water usage in their homes as much as they can
- 66% - Important to have parks and playgrounds restored with green grass
- 63% - Important to be able to flush the toilet whenever it is used
- 56% - Important to take showers without any worries

Some Interesting Differences Among Population Groups

- People under 30, especially men, more often say we can solve our long term water problems by just using less; a majority in all other age groups say we need new sources of water
- Majorities of those who have lived in the area for less than 10 years and those in the 30-39 age group say the current level of water rationing would always be acceptable
- Women are more likely than men to say it will be important to take showers without any worries and that gardening is an important activity; Women under 50 more often say they have been reading their water meters and that being able to flush the toilet is important; and Women 50 and over more often say maintaining a green lawn or landscaping is important to them