

TO: WATER SUPPLY ADVISORY COMMITTEE (WSAC)
FROM: HEIDI LUCKENBACH
SUBJECT: UPDATE ON SOQUEL CREEK WATER DISTRICT ACTIVITIES
DATE: JULY 23, 2015

SUPPLEMENTAL SUPPLY

Community Engagement As mentioned in a prior report, the District held two workshops on June 3 to engage the community in developing a strategic plan for meeting its water needs. A summary of these workshops is attached as Attachment A. The District also conducted an online community survey; results are shown as Attachment B.

GROUNDWATER MANAGEMENT

Basin Implementation Group (BIG) The next meeting of the BIG is August 20, 2015 at the Capitola Community Room.

BIG's subcommittee The Groundwater Sustainability Agency subcommittee met on June 16 and July 7. The discussion at the meetings has focused on various operating models by which the GSA could function including potential powers and authorities the GSA might have, assessments it could impose, etc. Approaches to engage the community have also been discussed. Note that minutes for these meetings have not yet been posted.

Attachment A: Soquel Creek Water District July 9, 2015 Board Meeting, Consent Agenda Item No. 3.2

Attachment B: Soquel Creek Water District July 9, 2015 Board Meeting, Consent Agenda Item No. 3.3

July 9, 2015

MEMO TO THE BOARD OF DIRECTORS

Subject: Consent Agenda Item No. 3.2

Community Strategic Plan
Workshop Summary from June 3,
2015

Attachment: June 3, 2015 Strategic Plan Community Workshops
Summary

Attached is a summary of the Strategic Plan Community Workshops held on June 3, 2015.

POSSIBLE BOARD ACTION

1. Informational item.
2. By MOTION, direct staff to make changes, if any.



By _____

Melanie Mow Schumacher
Special Projects/Community Dialogue Manager



Strategic Plan Community Workshops June 3, 2015 Summary

Introduction

On June 3, 2015 the Soquel Creek Water District hosted two community workshops to hear from community members about the District's strategic planning processes and issues of community concern and interest. Facilitated by consulting firms MIG and Management Partners, the workshops invited community members to provide input on approaches to water conservation, supplemental water supply options and the District's finances, rates and funding.

The workshops were designed to foster a community dialogue and reach a diversity of community members. Two identical workshops were held, the first from 12:00 – 2:00 pm and the second from 6:00 – 8:00 pm, to provide opportunities for people with different schedule needs to attend. For those who were not able to attend the workshops, the District distributed an online survey (also available in hard copy), which asked for feedback on the topics that were covered at the workshop. A total of almost 50 community members participated in the workshops, 43 of whom signed in and a handful of others who did not. The workshops were widely promoted through a variety of communication channels.

The workshops opened with introductions from District Board members. District Interim General Manager Ron Duncan provided an overview of the water supply problem. Melanie Schumacher, Special Projects Manager, explained the District's strategic planning process and the role of the workshops in the planning process. Community input was collected through small group discussions facilitated by consultants, discussion activity sheets, comment cards, and an open public comment period. One Board and one staff member were present at each small group to listen to input and answer questions. The following summary is organized by the small group discussion topics.



Conservation

Facilitators provided a brief background on the water savings in the District achieved through conservation in 2014. They explained to the groups that in order to restore the groundwater supply without a supplemental water supply option, District customers would need to cut back an estimated 35%

for 20 years, 15% over 2014 conservation levels. The groups were asked the following discussion questions:

- Do you think District customers can conserve enough to restore the groundwater basin and prevent contamination by seawater intrusion without needing a new source of supply?
- Think about your own water use. What would most help you conserve more water?

Group discussions surfaced the following themes.

- **Conservation alone will likely not restore groundwater levels.**
- Relying on conservation could leave the District with too much risk, especially considering the uncertainty related to private well owners, climate change, and water use rebounding upwards when the drought ends.
- How does population growth and development increase the need for additional conservation in the District and by how much? There were varying levels of awareness and understanding of the WDO program.
- There is still room and willingness to conserve more. More education about the supply problem and outreach to heavy users is needed.
- Participants were especially interested in graywater reuse for home irrigation but many people expressed that they need to better understand how to implement it.
- Community members need to have a better sense of the urgency and extent of the water supply issues.
- Various education tools and messaging were discussed, including:
 - Multimedia outreach:
 - How-to videos
 - Increased social media
 - Place ads in movie theaters
 - Educate students in local schools; host a competition for best conservation ideas
 - Enlist volunteers in neighborhoods
 - Pamphlets sent to all addresses in the District, not only customer addresses, so that multi-family and mobile home residents will receive the information.
 - Presentations to HOA's and multi-family accounts (such as mobile home parks, condos, townhomes, and apartment buildings).



There is a need for basin-wide conservation, including private well owners. There was limited awareness of the Sustainable Groundwater Management Act or its implications for the District.

Supplemental Supply

The District is evaluating three supplemental water supply options, including importing excess winter river water from the City of Santa Cruz's sources, desalination of ocean water, and groundwater replenishment using recycled water. Participants were provided with a factsheet that included a brief overview of each option.

Facilitators asked participants to rate how important they feel various qualities are to a successful water supply project. The qualities included: reliable, affordable, minimal environmental impacts, energy efficient, water quality, timely, scalable, regional, and independent. Each person selected the three qualities that they considered the *most* important (see Table 1). (Not every participant selected three options qualities.) Reliability surfaced as the most important quality followed by minimal impacts to the environment. Many participants also considered timeliness, scalability, and affordability to be important qualities of a successful water supply project.

Table 1: Importance of Qualities for Evaluating Supplemental Supply Options

Supplemental Supply Qualities	Votes
Reliable	52
Environment	45
Timeliness	24
Scalable	23
Affordable	22
Regional	15
Minimal Energy	5
Independent	5

The groups discussed each supplemental supply option. Below are themes that emerged, organized by each supplemental supply option.

Importing Water from Santa Cruz

- Participants questioned the reliability of importing water during droughts.
- Some participants viewed it as a viable short-term solution that should be pursued alongside a second supplemental supply.
- The potential to implement this option more quickly was discussed as a benefit.

Desalination

- Participants were generally supportive of further exploring desalination options, but also had concerns, particularly about the energy use and environmental impacts of desalination.
- Cost was also perceived as more of a concern with desalination than the other supplemental supply options.
- The reliability and drought-proof nature of desalination was appealing.

Groundwater Replenishment using Recycled Water

- There was generally significant support for this option.
- There were questions and some concerns about water quality.
- Participants considered this to be a reliable source.

After the groups discussed supplemental supply options, participants were asked to indicate with colored dot stickers how they felt about each of the options: a red sticker to indicate that the District should not move forward with evaluating the option, yellow to indicate it should continue to evaluate the option, and green to indicate that it is a very good alternative supply option for the District. The dot exercise indicated the strongest support for replenishing groundwater with recycled water. There was more support than

opposition for all of the options. This sentiment was also reflected in group conversations in which there was broad support for pursuing alternative supply options instead of relying solely on conservation to achieve a sustainable water supply. Several participants also expressed support for moving forward with multiple options to allow flexibility. Importing excess water received the largest number of red stickers, with some participants questioning the reliability of this option during times of drought.

Table 2: Rating supplemental supply options

	Import excess winter river water from the city of Santa Cruz	Desalination of ocean water	Replenish the groundwater supply by injecting recycled water into the groundwater basin
Red	9	7	1
Yellow	9	10	9
Green	16	17	24

Finance, Rates and Funding

Facilitators reviewed current water rates in the District and explained the reason for the recent rate increase. As water usage decreases, the District needs to raise its rates to cover fixed costs. The groups discussed the following questions:

- Do you have questions or concerns about finance, rates, and funding?
- What would you like to see your monthly water fees go towards?

Themes from the discussion included:

- **The general agreement was that water is too cheap.**
- Participants suggested that high users may need to pay more.
- There was interest in, and some support for, tiered pricing.
- It is helpful to see gallons per day on the bill.
- There was interest in the District being cost efficient with the communication materials.
- There is a willingness to pay more for a solution that will ensure a sustainable water supply.

July 9, 2015

MEMO TO THE BOARD OF DIRECTORS

Subject: Consent Agenda Item No. 3.3

Key Findings from the June 2015
Strategic Plan Online Survey


- Attachments:
1. Summary Report and Key Findings from the June 2015 Strategic Plan Online Survey
 2. Online Survey Questions

As part of the District's strategic plan development process, an online community survey was conducted from June 1, 2015 to June 15, 2015 that included 266 respondents. The online survey was promoted by the District using several methods (email, social media, promotion through Capitola/Soquel Times and the Aptos Times, and word of mouth). It should be noted that online surveys are self-selected (as compared to a telephone survey that utilizes random sampling) and, while the data collected is not a statistically valid representation of our District's customers, it includes a varied spectrum of opinions, attitudes, and perceptions from the respondents who took the survey to consider.

The attached report (Attachment 1) includes key findings based on the online survey responses. The full list of questions is also provided (Attachment 2).

POSSIBLE BOARD ACTIONS

1. Informational item.
2. By MOTION, direct staff to make changes, if any.

By 

Melanie Mow Schumacher
Special Projects/Community Dialogue Manager



Strategic Plan
June 2015
Community Online Survey Results

Introduction

As part of the Soquel Creek Water District's Strategic Plan's community engagement strategy, the planning team developed and distributed an online survey in June 2015. The 24-question survey was designed to gain insight into District's customer understanding, awareness, and level of support for various water conservation concepts, supplemental supply options, and other issues of concern. The survey allowed the respondents to weigh in on approaches they supported or opposed and to provide open-ended feedback on several questions. Basic demographic information was also collected from respondents.

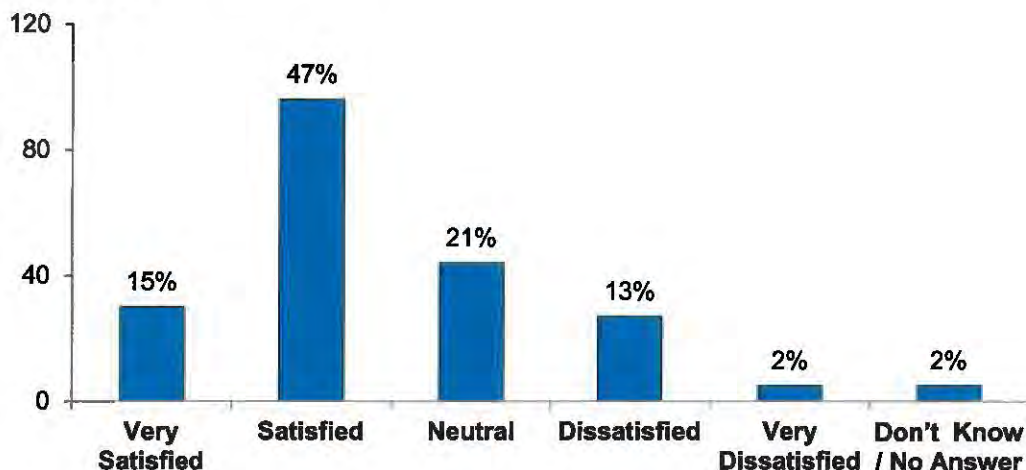
The survey was advertised on the District's website, in monthly e-newsletter, promoted in print ads, a printed newsletter, on postcards, and through social media. Printed surveys were also available at the District and at the June 3rd Community Workshops. Distribution of the survey resulted in 266 survey respondents.

Key findings from the survey that will inform the District's development of their Strategic Plan and Community Water Plan include the following:

- *The most important services are, by far, providing high-quality, safe water and uninterrupted water service.*
- *The District's poorest rated area is in planning for sustainable water supply for future generations.*
- *Customers favor conservation measures that ask individuals to make voluntary changes to reduce water use.*
- *As a new supplemental water supply source, respondents have the most overall support for groundwater replenishment.*
- *In general, customers overwhelmingly pay their bill without feeling it is too high.*

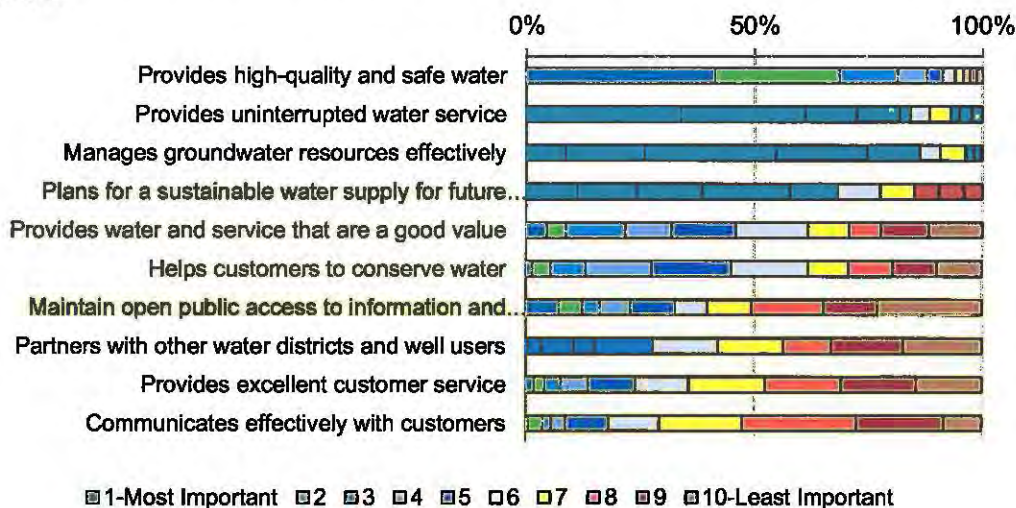
Survey Questions and Findings

1. Please rate your overall satisfaction with the Soquel Creek Water District.



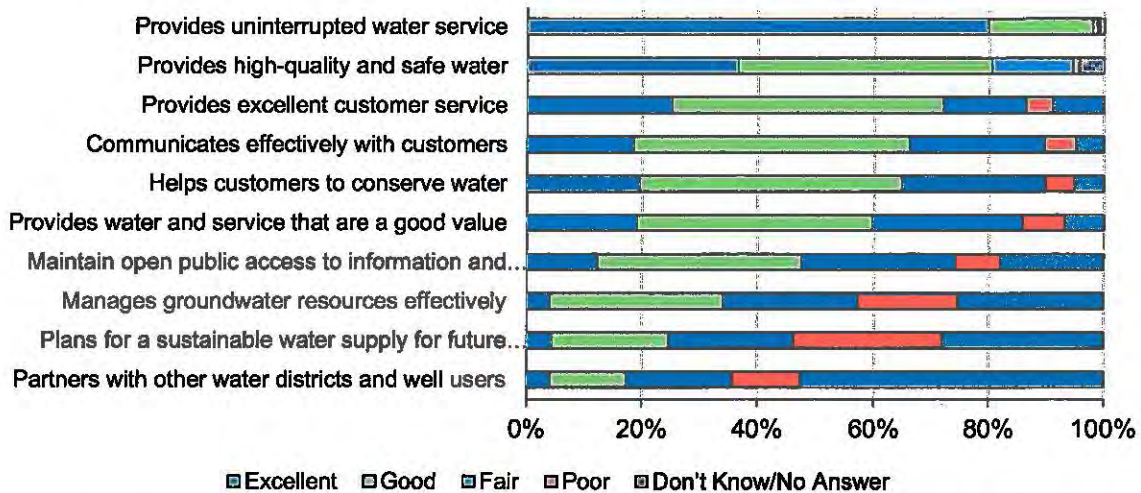
Finding: 62% of respondents report that they are satisfied or very satisfied service with the Soquel Creek Water District.

2. Which of these District Services are most important to you? Please rank the services below with 1 being the most important and 10 being the least important.



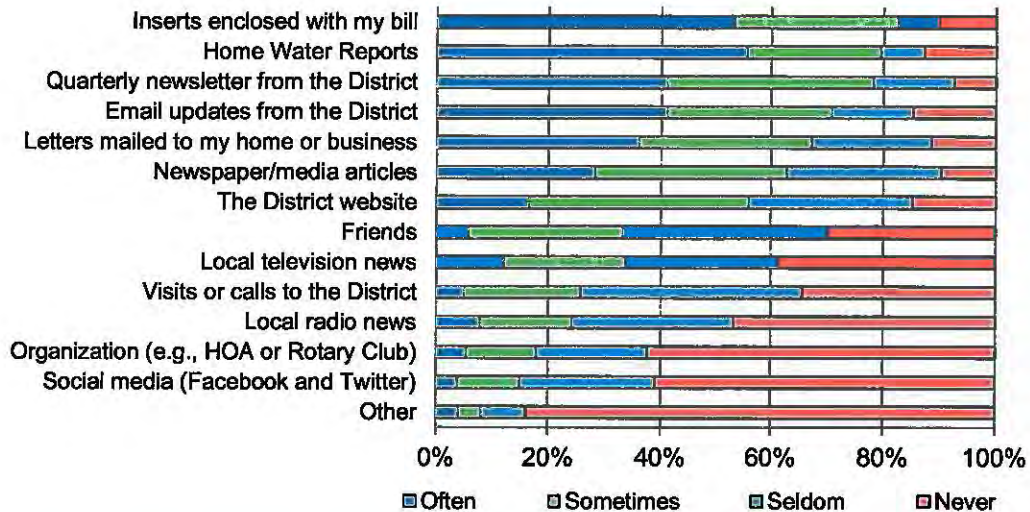
Finding: The most important services to respondents are, by far, providing high-quality, safe water and uninterrupted water service; the least important service (with the most scores of '10', meaning least important) was maintaining public access to information and transparency.

3. In your opinion, how well does the District do each of the following?



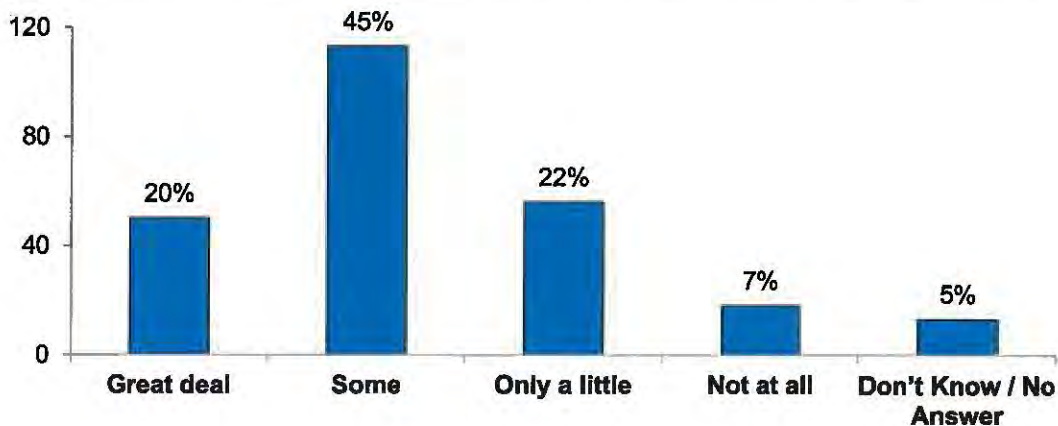
Findings: The District is rated highest in providing uninterrupted water service; the District's poorest-rated area is in planning for sustainable water supply for future generations. The recent Strategic Plan effort and community workshops reflect SqCWD's interest in being proactive on this issue. The District rates high on providing uninterrupted water service and high-quality and safe water, which were rated the most important services to respondents in the previous question. More than half of all respondents feel the District provides excellent or good customer service, communicates effectively, and helps customers conserve.

4. Here is a list of ways that our customers may receive information about the District. Please tell us how often you rely on each one for information.



Findings: The District reaches most survey respondents through inserts enclosed with their paper bills and other traditional print communication; there is room to expand use of social media, present at local organizations/clubs, and increase radio spots to share District information.

5. How much do you trust the Soquel Creek Water District when it comes to finding a responsible solution to the water supply issues facing our Mid-County area?



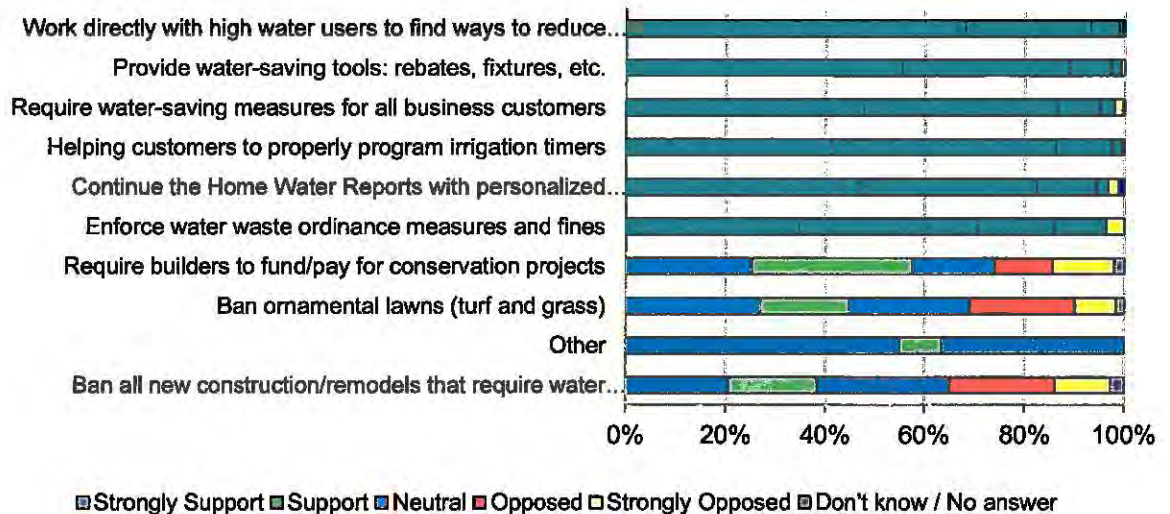
Finding: 65% of survey respondents have some or a great deal of trust in the District to find responsible solutions to water supply issues.

6. Is there anything else you would like us to know on the topic of customer satisfaction and communication? (open-ended)

Responses to this question covered a broad range of ideas and interests. Comments related to customer education and communications that were echoed by several respondents included:

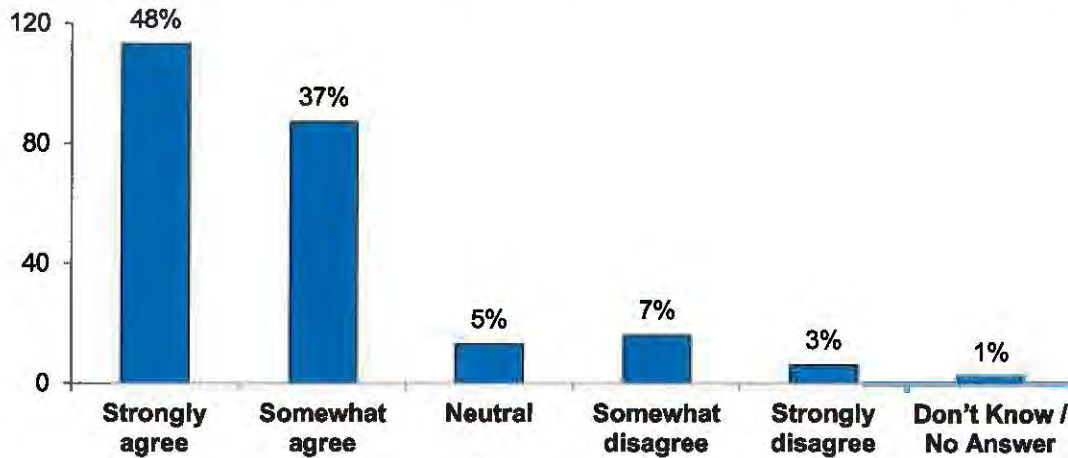
- Electronic communications are appreciated.
- More explanation of rates is needed, both related to tiered pricing and the reason rates are increasing.
- More information about supplemental water supply options and the plan for moving these projects forward is needed.
- The District has provided good communication and resources related to residential conservation.
- Consolidate communications when possible.

7. What do you think are the best ways for the District to encourage and support year-round water conservation? Indicate your level of support for each item below.



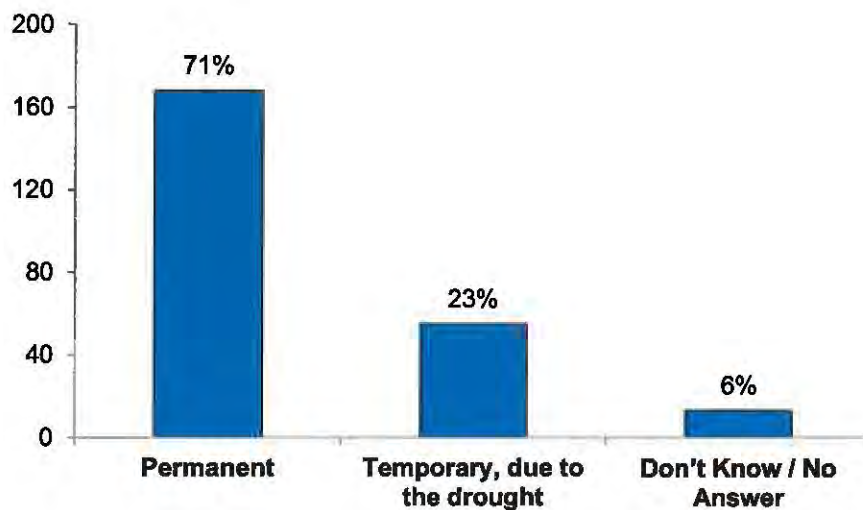
Finding: Survey respondents favor measures that ask individuals to make voluntary changes to water use as opposed to outright bans and restrictions on development. Focusing on high water users was strongly supported (with the most scores of '1', meaning strongly supported).

8. Do you agree or disagree with this statement: "I've already cut back on water use for my home as much as I can. There is not much more I can do to save water."



Finding: 85% of survey respondents feel that they have made all the voluntary changes possible to cut their water use. Ten percent feel there is room for additional cut backs.

9. Do you consider the cutbacks that you've done over the last year to be permanent or temporary changes in your water use?



Finding: Based on the survey response, it is foreseeable that most District customers will continue to observe recent practices that have reduced their water use. About one quarter (23%) understand the recent practices as temporary in nature.

10. Do you have any specific questions or concerns and/or would you like to know more about water conservation? (open-ended)

Respondents' questions and concerns in response to this question generally fall into the following themes:

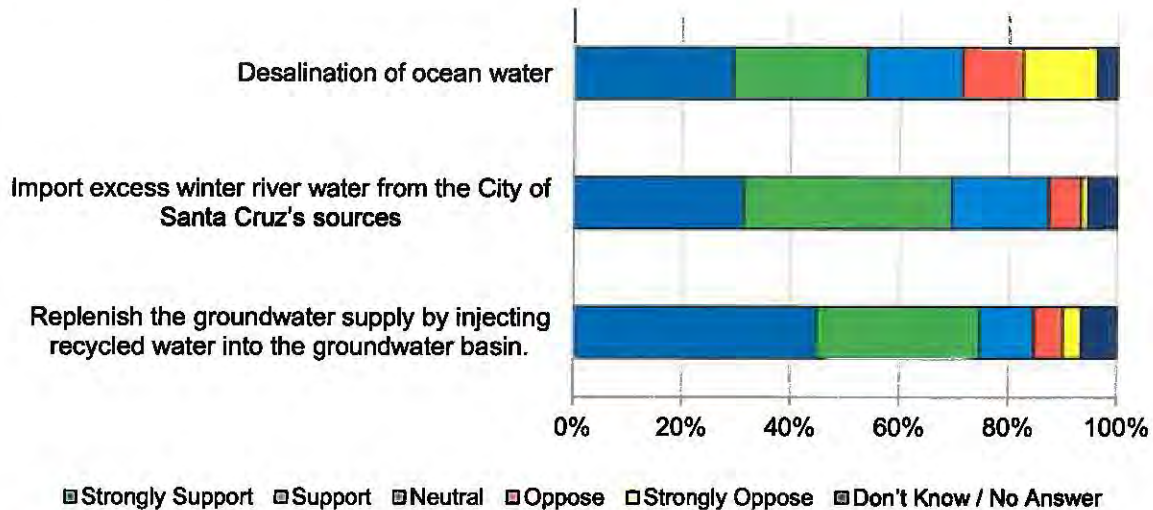
- Many respondents were interested in greywater systems for their homes. They expressed that they need more information and help with materials.
- Some respondents feel that they have conserved all that they can possibly conserve.
- There were suggestions to work with landscapers and contractors to help disseminate information on conservation techniques and tools and to offer discounts and rebates.

11. Which of the following two statements comes closer to your point of view on the issue of water supplies for the Mid-County area of Santa Cruz County?

Answer Options	Response Count	Response Percent
We need to find new sources of water if we are going to solve our long-term water supply problem	173	71%
We can solve our long-term water supply problems by everyone permanently just using less	35	14%
Neither	20	8%
Don't Know / No Answer	16	7%

Finding: A strong majority (71%) of survey respondents think that a supplemental supply is needed to address the water supply program, while only 15% think conservation alone is adequate.

12. The District is evaluating options for new supplemental water supplies to meet our long-term needs. For each item on the list, please indicate if you support it, oppose it or are neutral.



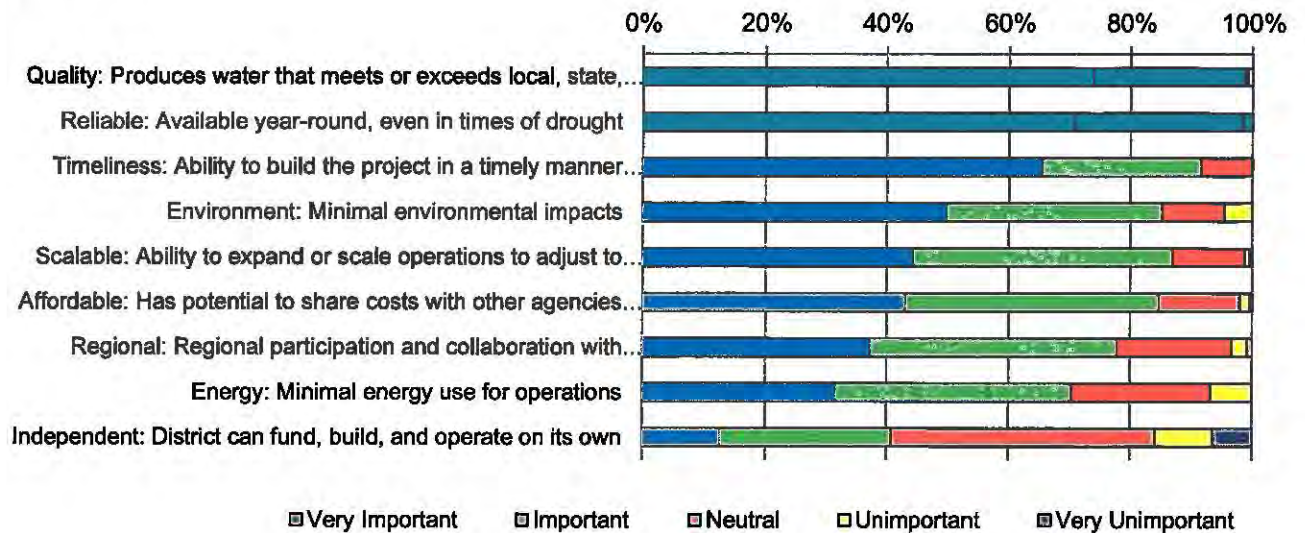
Finding: Respondents have the most overall support for groundwater replenishment. Desalination has the most opposition, though this is still a minority of respondents. Among respondents, there is more than 50% support for each of the three options.

13. Replenishing the groundwater supply by injecting recycled water would take wastewater, purify it through multiple advanced treatment processes, and then inject it into the ground. This would replenish the groundwater basin and help prevent further seawater intrusion. Eventually, this water would become part of the water supply delivered to customers. This option sounds like:

Answer Options	Response Count	Response Percent
An excellent idea	123	51%
A good idea	62	26%
An okay idea	25	10%
Not a very good idea	11	5%
A poor idea	10	4%
Don't know / No answer	11	5%

Finding: Survey respondents overwhelmingly (87%) see groundwater replenishment as an idea to consider that addresses water supply conservation. Just 9% of respondents feel it is not a very good or poor idea.

14. How important are these qualities to you when you envision a successful water supply project?



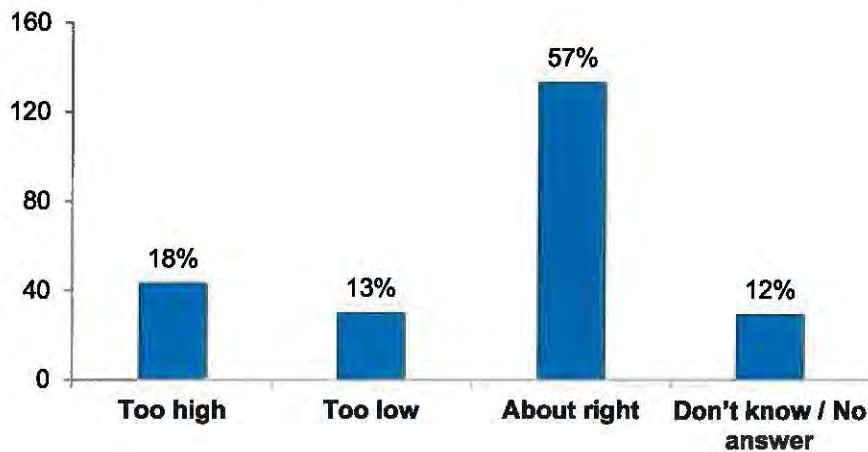
Finding: Over 60% of all survey respondents feel that the aspects of quality, reliability, and timeliness are important for a successful water supply project. The quality “independent” had the highest share of neutral responses and the greatest share of unimportant or very unimportant scores.

15. Is there anything else you would like us to know on the topic of supplemental supply? (open-ended)

Respondent’s comments in response to this question about supplemental supply generally fall into the following themes:

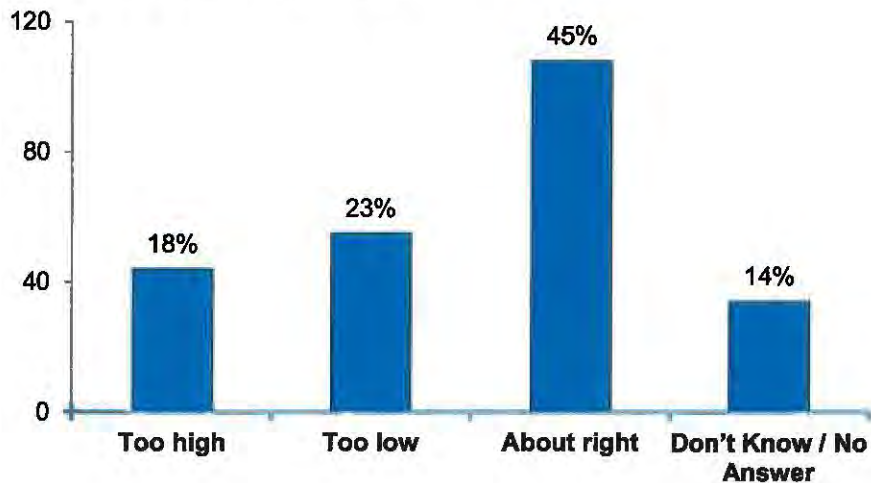
- There is a sense of urgency; supplemental supply projects should be implemented as soon as possible.
- There is interest in *all* supplemental supply options, with all options given more support than opposition.
- Respondents observe run-off water flowing into the ocean and question how more of it can be captured, both on household and District-wide scales.

16. Do you feel that your water bill is:



Finding: 70% of survey respondents pay their bill without feeling it is too high.

17. An average water customer pays approximately \$80/month which is less than two cents per gallon of water. Do you feel that this cost is:



Finding: 68% of survey respondents feel an average bill in the amount of \$80 per month is not too high. Almost one-quarter (23%) respondents feel this is too low; less than 20% of respondents feel this is too high.

18. Have you taken advantage of the District's free water-wise house call service to help you reduce your water use and bill?

Answer Options	Response Count	Response Percent
Yes	53	23%
No	176	74%
Don't know / No answer	8	3%

Finding: There is room for the District to increase participation in the free water-wise house call service given only 23% of respondents reported having used the service.

19. Is there anything else you would like us to know on the topic of water rates and pricing? (open-ended question)

Responses to this question echoed many earlier comments and generally fell under the following themes:

- Many respondents expressed that water is priced too low, although a couple respondents also stated that rates are too high for their families.
- Respondents would like clearer guidelines for multi-family rates.
- Leaks can be extremely costly and it would be helpful if there was a better system to identify a leak before the water bill came.
- Respondents raised concerns about groundwater users who are not District customers.

20. Are you a customer of Soquel Creek Water District?

Answer Options	Response Count	Response Percent
Yes, I am a residential customer	227	96%
Yes, I am a business or institutional customer	2	<1%
No, I am a customer of another water agency	8	3%
No, I own a private well	3	1%

Finding: Almost all respondents are residential customers.

21. Do you own or rent your home?

Answer Options	Response Count	Response Percent
Own	230	96%
Rent	10	4%

Finding: Almost all respondents own their homes.

22. Which of the following best describes your home?

Answer Options	Response Count	Response Percent
Single-family house	204	86%
Townhouse	14	6%
Duplex or triplex	8	3%
Condo	6	3%
Apartment	3	1%
Don't know / No answer	2	1%

Finding: Almost all respondents live in single-family houses: 14% of respondents live in a residence of another description.

23. What is your age?

Answer Options	Response Count	Response Percent
Under 18	1	<1%
18-29	1	<1%
30-39	13	5%
40-49	20	8%
50-59	38	16%
60-69	100	42%
70+	57	24%
Don't know / No answer	9	4%

Finding: Survey respondents are overwhelmingly older adults - 81% report being 50 years or older and 24% are 70 or older.

24. What is your gender?

Answer Options	Response Count	Response Percent
Male	107	44%
Female	119	50%
No answer	15	6%

Finding: Survey respondents were relatively balanced between the genders, with half of respondents identifying as female.



Community Survey

The Soquel Creek Water District is developing a strategic plan that includes planning for water supply sustainability, water conservation and other customer services.

The Board of Directors is seeking community input to help shape the District's plans and priorities. Please contribute by answering the questions below. This survey should take less than 10 minutes. A summary of findings will be shared with District staff and the Board of Directors and be made available to the public. We value your input. Thank you for your participation.

Part 1: CUSTOMER SATISFACTION AND COMMUNICATION

1. Please rate your overall satisfaction with the Soquel Creek Water District.

- | | |
|---|---|
| <input type="checkbox"/> Very Satisfied | <input type="checkbox"/> Dissatisfied |
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Very Dissatisfied |
| <input type="checkbox"/> Neutral | <input type="checkbox"/> Don't Know / No Answer |

2. Which of these District Services are most important to you? Please rank the services below with 1 being the most important and 10 being the least important.

- ☐ Provides uninterrupted water service
- ☐ Manages groundwater resources effectively
- ☐ Provides high-quality and safe water
- ☐ Helps customers to conserve water
- ☐ Provides excellent customer service
- ☐ Provides water and service that are a good value
- ☐ Communicates effectively with customers
- ☐ Partners with other water districts and well users
- ☐ Plans for a sustainable water supply for future generations
- ☐ Maintain open public access to information and transparency

3. In your opinion, how well does the District do each of the following?

	Excellent	Good	Fair	Poor	Don't know / No Answer
Provides uninterrupted water service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manages groundwater resources effectively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides high-quality and safe water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helps customers to conserve water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides excellent customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provides water and service that are a good value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicates effectively with customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partners with other water districts and well users	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plans for a sustainable water supply for future generations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maintains open public access to information and transparency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 4. Here is a list of ways that our customers may receive information about the District. Please tell us how often you rely on each one for information.**

	Often	Sometimes	Seldom	Never
The District website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inserts enclosed with my bill	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home Water Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email updates from the District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarterly newsletter from the District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letters mailed to my home or business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visits or calls to the District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper and media articles (e.g., Santa Cruz Sentinel, Aptos Times)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media (Facebook and Twitter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local television news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local radio news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through an organization I belong to (e.g., Homeowners Association (HOA) or Rotary Club)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 5. How much do you trust the Soquel Creek Water District when it comes to finding a responsible solution to the water supply issues facing our Mid-County area?**

- ☐ Great deal
- ☐ Some
- ☐ Only a little
- ☐ Not at all
- ☐ Don't Know / No Answer

- 6. Is there anything else you would like us to know on the topic of customer satisfaction and communication?**

Part 2: WATER SUPPLY AND CONSERVATION

7. What do you think are the best ways for the District to encourage and support water conservation? Indicate your level of support for each item below.

	Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't know / No Answer
Provide water-saving tools such as rebates and free or low-cost water-saving fixtures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work directly with high water users to find ways to reduce their use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allow development to occur and require builders to fund and pay for conservation projects that result in reducing overall water use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ban all new construction and remodels that require water hook-ups (moratorium)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Continue the Home Water Reports with personalized data for customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enforce water waste ordinance measures with increased enforcement and fines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establish required water-saving measures for all business customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimize landscape irrigation by helping customers to properly program irrigation timers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ban ornamental lawns (such as turf and grass)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Do you agree or disagree with this statement: "I've already cut back on water use for my home as much as I can. There is not much more I can do to save water."

- | | |
|---|---|
| <input type="checkbox"/> Strongly agree | <input type="checkbox"/> Somewhat disagree |
| <input type="checkbox"/> Somewhat agree | <input type="checkbox"/> Strongly disagree |
| <input type="checkbox"/> Neutral | <input type="checkbox"/> Don't Know / No Answer |

9. Do you consider the cutbacks that you've done over the last year to be permanent or temporary changes in your water use?

- ☐ Permanent
☐ Temporary, due to the drought
☐ Don't Know / No Answer

10. Do you have any specific questions or concerns and/or would you like to know more about water conservation ?

The groundwater basin in the Mid-County area of Santa Cruz County is overdrafted, which means more water is being pulled out than can naturally be refilled by rainfall. This has led to seawater intrusion at our coastline. If pumping is not reduced, salt water from the ocean will continue to seep into the aquifers and make them useless for supplying drinking water.

11. Which of the following two statements comes closer to your point of view on the issue of water supplies for the Mid-County area of Santa Cruz County?

- ☐ We need to find new sources of water if we are going to solve our long-term water supply problem
- ☐ We can solve our long-term water supply problems by everyone permanently just using less
- ☐ Neither
- ☐ Don't Know / No Answer

12. The District is evaluating options for new supplemental water supplies to meet our long-term needs. For each item on the list, please indicate if you support it, oppose it or are neutral.

	Strongly Support	Support	Neutral	Oppose	Strongly Oppose	Don't know / No Answer
Import excess winter river water from the City of Santa Cruz's sources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desalination of ocean water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Replenish the groundwater supply by injecting recycled water into the groundwater basin.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Replenishing the groundwater supply with recycled water means purifying wastewater multiple times so it is cleaner than water from other sources (such as river water and groundwater) and injecting it into the ground so that it eventually becomes part of the water supply delivered to customers.

Does this option sound like:

- ☐ An excellent idea
- ☐ A good idea
- ☐ An ok idea
- ☐ Not a very good idea
- ☐ A poor idea
- ☐ Don't know / No answer

14. How important are these qualities to you when you envision a successful water supply project?

	Very Important	Important	Neutral	Unimportant	Very Unimportant
Reliable: Available year-round, even in times of drought	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable: Has potential to share costs with other agencies or receive grant funding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment: Minimal environmental impacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy: Minimal energy use for operations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality: Produces water that meets or exceeds local, state, and federal water quality requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timeliness: Ability to build the project in a timely manner before seawater intrusion worsens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scalable: Ability to expand or scale operations to adjust to changing needs and climate change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional: Regional participation and collaboration with agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent: District can fund, build and operate on its own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Is there anything else you would like us to know on the topic of supplemental supply?

PART 3: WATER RATES AND PRICING

16. Do you feel that your water bill is:

- ☐ Too high
- ☐ Too low
- ☐ About right
- ☐ Don't know/no answer

17. An average water customer pays approximately \$80/month which is less than two cents per gallon of water. Do you feel that this cost is:

- ☐ Too high
- ☐ Too low
- ☐ About right
- ☐ Don't Know / No Answer

18. Have you taken advantage of the District's free water-wise house call service to help you reduce your water use and bill?

- ☐ Yes
- ☐ No
- ☐ Don't know / No Answer

19. Is there anything else you would like us to know on the topic of water rates and pricing?

PART 4: ABOUT YOU (All questions are optional.)

20. Are you a customer of Soquel Creek Water District?

- ☐ Yes, I am a residential customer
- ☐ Yes, I am a business or institutional customer
- ☐ No, I am a customer of another water agency
- ☐ No, I own a private well
- ☐ I'm not sure

21. Do you rent or own your home?

- ☐ Rent
- ☐ Own

22. Which of the following best describes your home?

- | | |
|--|---|
| <input type="checkbox"/> Single-family house | <input type="checkbox"/> Apartment |
| <input type="checkbox"/> Townhouse | <input type="checkbox"/> Condo |
| <input type="checkbox"/> Duplex or triplex | <input type="checkbox"/> Don't Know / No Answer |

23. What is your age?

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Under 18 | <input type="checkbox"/> 50-59 |
| <input type="checkbox"/> 18-29 | <input type="checkbox"/> 60-69 |
| <input type="checkbox"/> 30-39 | <input type="checkbox"/> 70+ |
| <input type="checkbox"/> 40-49 | <input type="checkbox"/> Don't Know / No Answer |

24. What is your gender?

- ☐ Male
- ☐ Female
- ☐ No Answer

THANK YOU for your time and interest. For more information, please contact Matt Orbach at MattO@soquelcreekwater.org or (831) 475-8501 x118.