



**TO** Soquel Creek Water District

**FROM** Dave Metz and Miranda Everitt  
FM3 Research

**RE:** Soquel Creek Water District and Pure Water Soquel Survey Results Analysis

**DATE** June 1, 2020

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This memo summarizes the findings from a recently completed survey of Soquel Creek Water District customers conducted by Fairbank, Maslin, Maullin, Metz & Associates (FM3) to assess their attitudes about the Soquel Creek Water District and the Pure Water Soquel project.

**Methodology:** The survey was conducted from January 13-20, 2020 by FM3 and included 427 completed interviews (online and via landlines and cell phones) with voters in the Soquel Creek Water District. The margin of error for the study is +/-4.7% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

**Survey Questions:** The survey questions are designed to gather and measure the community's opinions, attitudes, concerns, and perceptions about the District and the Pure Water Soquel project. From the results, the District can better understand its customers, and ensure it continues to work in the best interest of serving the public.

Parts of the survey are intended to "track" or follow up on some of the results of the survey conducted by the District in 2015. By comparing results on some key questions, it is possible to explore how the public's perceptions of the District may have changed over time. That comparison can also point to the level of effectiveness of the District's outreach and education to the community. From this, the District can determine where the community may gain a clearer understanding of the District, its programs, and its policies, by adjustments or improvements to its outreach and communications focus, messaging, and tools.

**The attached includes the actual 2020 survey questions posed and cumulative response totals noted along with basic demographic information.**

**Survey Results:** The study found that customers have largely positive of the water district and trust them to respond to water supply issues. Most are familiar with recycled water, and they see an array of acceptable uses for purified recycled water generally. Given a brief description of Pure Water Soquel, more than seven in ten are comfortable with the project.

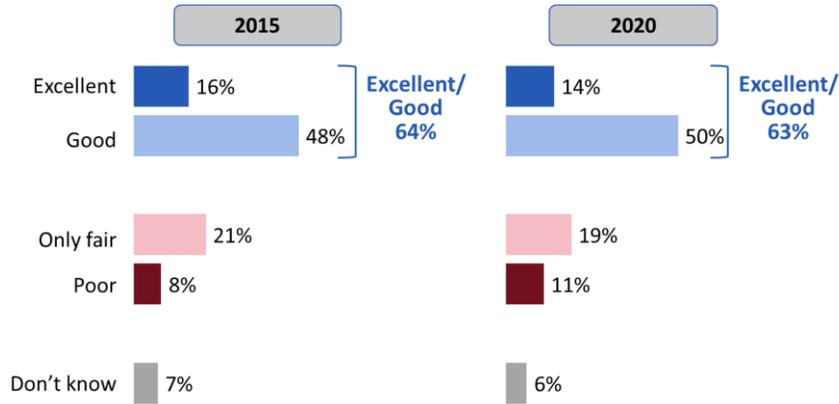


Key specific findings include:

- Impressions of the Soquel Creek Water District overall are positive and consistent with 2015. Nearly two-thirds of customers rate the District's performance "excellent" or "good," as they did in 2015 (Figure 1).

**Figure 1: Soquel Creek Water District Job Rating**

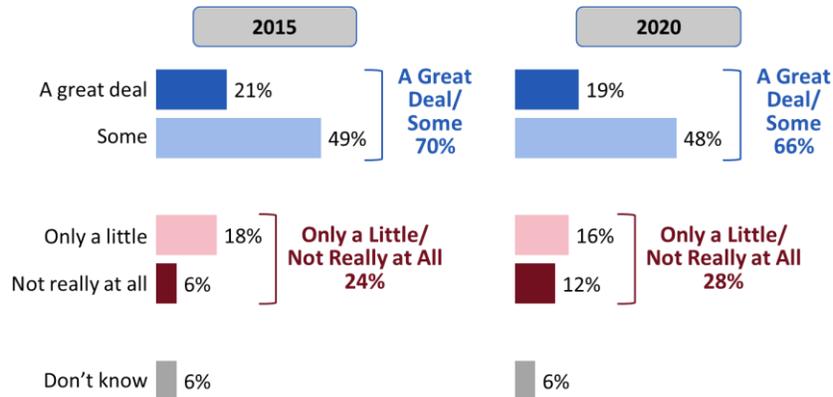
*The Soquel Creek Water District is the local agency that is responsible for your water. From what you know, would you say that in general the Soquel Creek Water District is doing an excellent job, a good job, only a fair job, or a poor job?*



- Two-thirds have at least "some" trust in the District to find a responsible solution to water supply issues. One in five say they have "a great deal" of trust, as shown in Figure 2 below. These figures are also similar to 2015.

**Figure 2: Trust in the District to Handle Water Supply Issues**

*How much do you trust the Soquel Creek Water District when it comes to finding a responsible solution to the water supply issues facing your area? Do you trust them a great deal, some, only a little, or not really at all?*

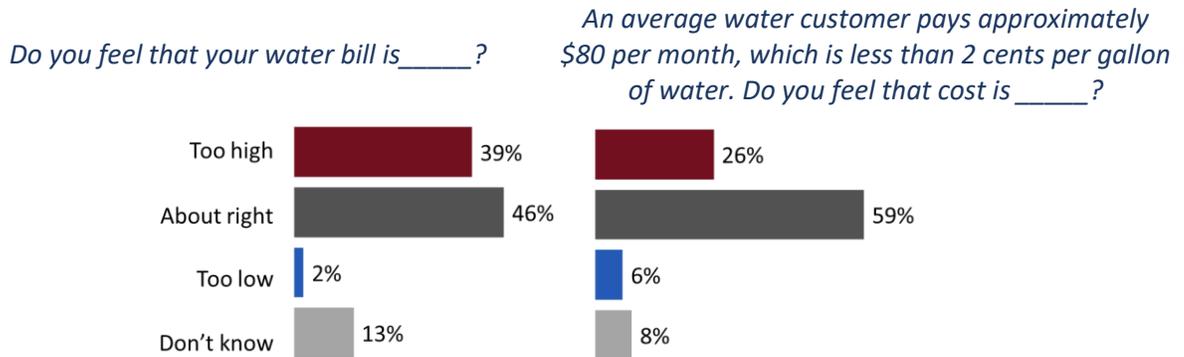


- While two in five believe their water bill is "too high," just one-quarter say the same for the average cost of \$80 per month. As shown in Figure 3 below, a plurality (46%) of customers in the District feel their water



bill is “about right.” However, given the average water bill figure, a strong majority (59%) says that amount is “about right.”

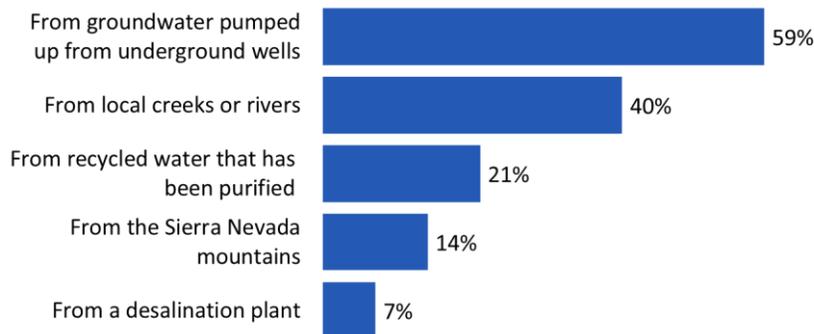
**Figure 3: Water Bill Cost Perception**



- **Three in five understand that the District gets water from groundwater.** Customers in the District were also asked to identify sources of water for the District. Fully 59% understand that they receive “groundwater pumped up from underground wells.” Two in five believe their water comes from local creeks and rivers. One in five say “recycled water that has been purified” is part of their water source; 14% think it comes from the Sierra Nevadas (Figure 4 on the next page).

**Figure 4: Perceptions of Water Sources**

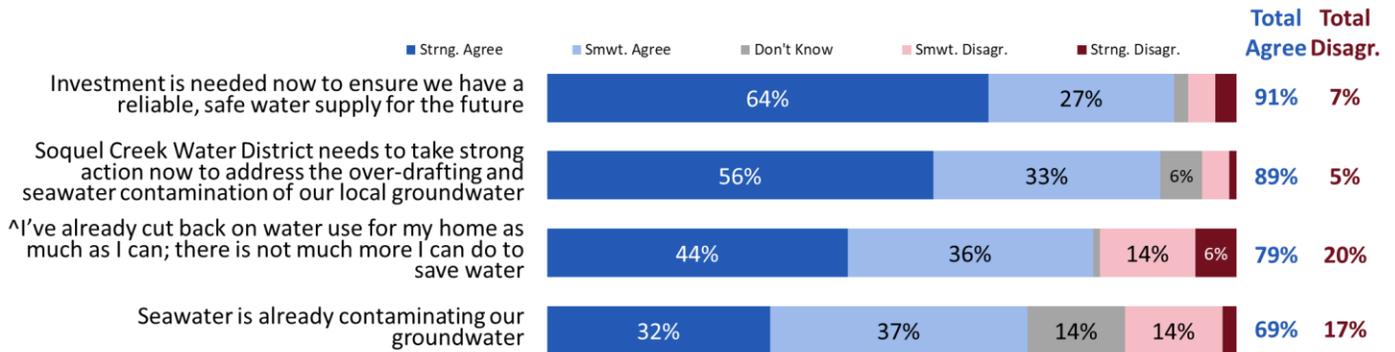
*Please tell me if your area does, or does not, get water from each of the following possible sources. You can answer yes or no to each one.*



- **Customers overwhelmingly agree that investment is needed now to ensure reliable, safe water supplies, and that the District should act.** Customers were also given several statements about water supply issues shown in Figure 5 below. Nearly all (91%) agree that “investment is needed now to ensure we have a reliable, safe water supply for the future” and nearly as many (89%) want the District to take strong action to address over-drafting and seawater contamination. At the same time, however, nearly four in five (79%) say they have cut back as much as they can. While most understand seawater contamination is already happening, they are less confident that that is the case.



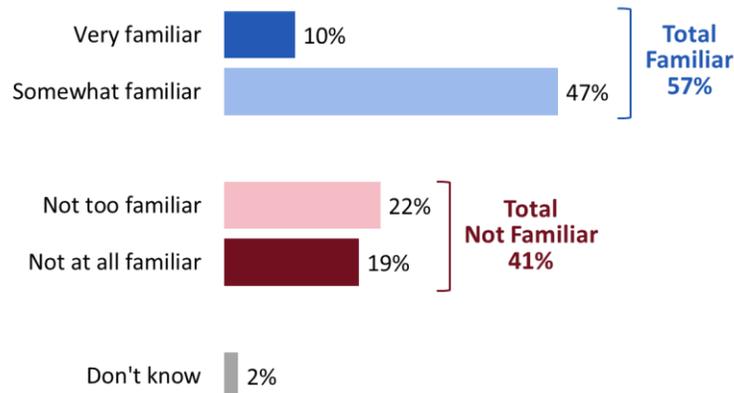
Figure 5: Customer Perceptions and Attitudes on Water Issues



- Nearly three in five say they are at least “somewhat familiar” with purified recycled water. Given a description of recycled water, 57% say they are at least somewhat familiar with the concept. However, just one in ten (10%) are “very familiar.”

Figure 6: Familiarity with Recycled Water

The next questions focus specifically on “recycled water.” Recycled water is already-treated wastewater that goes through additional treatment so it can be used again. There are two types: the first type is recycled water that is treated for use in park irrigation, gardening, food crops, and landscaping. The second type, purified recycled water, goes through multiple advanced treatment processes to meet the highest safety levels required by the California division of drinking water. Once it is purified, it is pumped into the ground and stored, joining existing groundwater. The purified water is further filtered naturally through soils underground. After it is pumped back up, the water is then additionally tested and treated to ensure it meets or exceeds drinking water standards. It is then sent to homes and businesses for all uses, including drinking. How familiar would you say you are with the second type of purified recycled water I mentioned: very familiar, somewhat familiar, not too familiar, or not at all familiar?



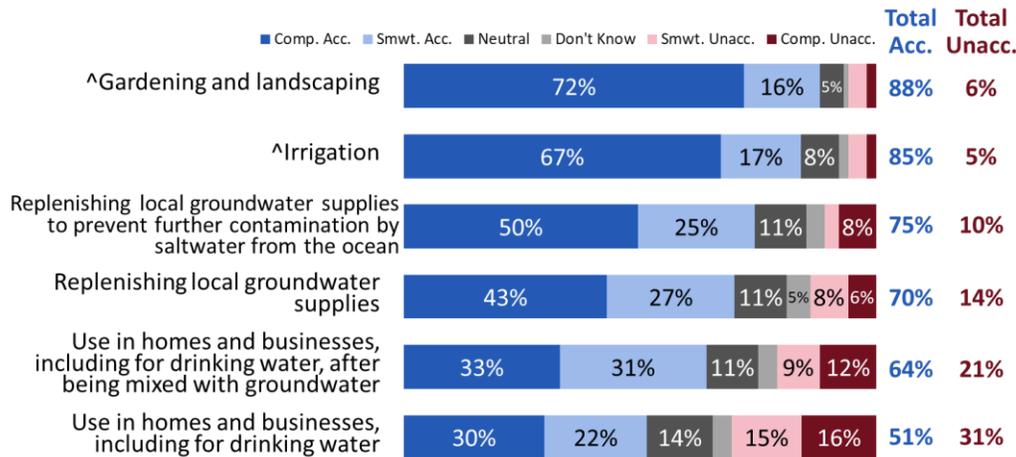
- Broad majorities found gardening and landscaping, irrigation, and replenishing groundwater to prevent intrusion acceptable. As shown in Figure 7 on the next page, majorities find a variety of purified recycled water uses acceptable. They are most broadly comfortable with uses like gardening, irrigation, and replenishing groundwater supplies to prevent seawater intrusion. Majorities find use in homes and businesses



for drinking water acceptable, though 64% say so when the water has been mixed first with groundwater, and 51% do when this is not specified.

**Figure 7: Acceptability of Uses for Purified Recycled Water**

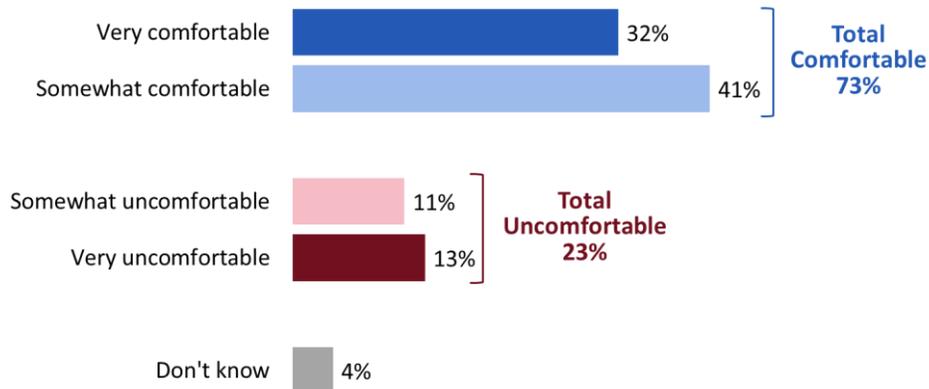
Here is a list of potential uses for purified recycled water, the second type of recycled water I just described. Please tell me whether you consider each item to be a completely acceptable use, somewhat acceptable, somewhat unacceptable, or completely unacceptable use for purified recycled water.



- **More than seven in ten are comfortable with the PureWater Soquel project.** Customers were given a brief description of PureWater Soquel, and 73% said they were at least “somewhat comfortable” with this proposal. More are “very comfortable” (32%) than at all uncomfortable (23%).

**Figure 8: Comfort with PureWater Soquel Proposal**

The PureWater Soquel project will put already-treated wastewater through an advanced water purification process, and then use that purified water to replenish our groundwater supply. Recharging our groundwater basin will prevent seawater from entering the basin. This purified recycled water will be pumped and treated again, eventually becoming part of the water supply delivered to customers in your area for all household uses, including drinking. Would you say you are comfortable or uncomfortable with the Pure Water Soquel project?





- **The survey indicates that, overall, the District’s communications and outreach efforts have been appropriate and useful in educating the public about the District and Pure Water Soquel.** It does point to the need to maintain a clear and consistent focus in the District’s communications activities, to ensure the public is frequently provided with accurate, credible information so that people’s opinions and perceptions are well-informed. It also reaffirms the various communications tools the District needs to use, to most effectively reach its community with information, as shown in **Figure 9** below.

**Figure 9: Likelihood of Paying Attention to Various Sources of Information about the District**

Source	Definitely Pay Attn	Total Pay Attention
Friends and neighbors	36%	<b>86%</b>
Information enclosed with your water bill	45%	<b>83%</b>
Soquel Creek Water District emails	39%	<b>79%</b>
Emails and web sites other than the District’s	24%	<b>77%</b>
Local monthly and bi-weekly newspapers such as <i>Aptos Times</i> , <i>Aptos Life</i> , and the <i>Capitola Times</i>	27%	<b>77%</b>
Information from community organizations of which you are a member	31%	<b>74%</b>
Presentations from Soquel Water District spokespeople	35%	<b>74%</b>
Local television news shows	28%	<b>68%</b>
Local radio news shows	23%	<b>68%</b>
The Soquel Creek Water District website	18%	<b>67%</b>
Social media sites such as Nextdoor and Facebook groups like <i>Aptosia</i>	24%	<b>61%</b>
Soquel Creek Water District social media	19%	<b>52%</b>
The <i>Santa Cruz Sentinel</i> newspaper	17%	<b>47%</b>

In summary, the survey indicates that customers have broadly positive views of the Soquel Creek Water District and trust the District to take urgent action to address water quality and supply issues. They are comfortable with PureWater Soquel once the proposal is described to them, and more specifically, they are comfortable with using purified recycled water for a variety of uses including drinking water.

JANUARY 13-20, 2020



**SOQUEL CREEK WATER DISTRICT PURE WATER SURVEY**  
 320-885 WT  
 N=427  
 MARGIN OF SAMPLING ERROR ±5.7% (95% CONFIDENCE INTERVAL)  
 A/B SPLITS

Hello, I'm \_\_\_\_\_ from public opinion research firm \_\_\_\_\_, surveying about water issues in Santa Cruz County. We are not trying to sell anything, or ask for a donation of any type. May I speak to \_\_\_\_\_?  
**(MUST SPEAK WITH PERSON LISTED. VERIFY THAT THE PERSON IS ASSOCIATED WITH THE ADDRESS LISTED--OTHERWISE TERMINATE. IF NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL AGAIN.)**

A. Before we begin, I need to know if I have reached you on a cell phone, and if so, are you in a place where you can talk safely without endangering yourself or others?

Yes, cell and can talk safely ----- 72%  
 Yes, cell and cannot talk safely ----- **TERMINATE**  
 No, not on cell ----- 28%  
**(DON'T READ) DK/NA/REFUSED----- TERMINATE**

1. First, I would like to read you a list of some problems facing your area of Santa Cruz County that other people have mentioned. For each one, please tell me whether you think it is a very serious problem, somewhat serious, not too serious, or not a serious problem at all in your community today.  
**(RANDOMIZE)**

	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>NOT A PROB</u>	<u>(DON'T READ) DK/NA</u>	<u>VERY/ SMWT</u>
[ ] a. Traffic congestion						
2020 -----	61%	33%	4%	1%	1%	94%
2015 -----	51%	34%	12%	2%	1%	85%
[ ] b. <b>(T*)</b> Inadequate water supplies for current and future needs						
2020 -----	40%	36%	11%	6%	7%	76%
2015 - without "current" -----	79%	15%	2%	1%	3%	94%
[ ] c. Not enough housing-----	52%	30%	10%	6%	2%	82%
[ ] d. Drinking water being contaminated by saltwater from the ocean						
2020 -----	32%	29%	14%	14%	11%	61%
2015 - included "protecting our" -----	53%	23%	13%	5%	7%	76%

2. The Soquel Creek Water District is the local agency that is responsible for your water. From what you know, would you say that in general the Soquel Creek Water District is doing an excellent job, a good job, only a fair job, or a poor job?

	<u>2015</u>	<u>2020</u>
<b>EXCELLENT/GOOD</b> -----	<b>64%</b>	<b>63%</b>
Excellent-----	16 %	14 %
Good -----	48 %	50 %
 <b>FAIR/POOR</b> -----	 <b>29%</b>	 <b>30%</b>
Only fair-----	21 %	19 %
Poor -----	8 %	11 %
 <b>(DON'T READ) DK/NA</b> -----	 <b>7%</b>	 <b>6%</b>

3. How much do you trust the Soquel Creek Water District when it comes to finding a responsible solution to the water supply issues facing your area? Do you trust them a great deal, some, only a little, or not really at all?

	<u>2015</u>	<u>2020</u>
<b>GREAT DEAL/SOME</b> -----	<b>70%</b>	<b>66%</b>
A great deal-----	21 %	19 %
Some -----	49 %	48 %
 <b>LITTLE/NOT REALLY</b> -----	 <b>24%</b>	 <b>28%</b>
Only a little -----	18 %	16 %
Not really at all-----	6 %	12 %
 <b>(DON'T READ) DK/NA</b> -----	 <b>6%</b>	 <b>6%</b>

4. Do you feel that your water bill is: **(READ LIST, ROTATE)**

<input type="checkbox"/> Too high-----	39%
<input type="checkbox"/> About right-----	46%
<input type="checkbox"/> Too low-----	2%
<b>(DON'T READ) DK/NA</b> -----	<b>13%</b>

5. An average water customer pays approximately 80 dollars per month, which is less than 2 cents per gallon of water. Do you feel that cost is: **(READ LIST, ROTATE)**

<input type="checkbox"/> Too high-----	26%
<input type="checkbox"/> About right-----	59%
<input type="checkbox"/> Too low-----	6%
<b>(DON'T READ) DK/NA</b> -----	<b>8%</b>

6. Next, I will read you a list of some of the District’s free programs to help manage water use. After I read each one, please tell me whether you have used it. **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DK/NA)</u>
[ ]a. Water Wise Home and Business Calls, where a trained specialist visits you to provide customized water efficiency and irrigation tips and to identify leaks-----	15%	81%	3%
[ ]b. Water Wise home fixtures such as showerheads, hose nozzles, shower timers, and moisture meters-----	53%	43%	4%
[ ]c. Rebates for installing water-efficient upgrades like toilets, washing machines, pool covers, sprinklers, and rain barrels-----	40%	54%	6%
[ ]d. Personal review of your water bill with a customer service representative-----	15%	81%	4%

**(ASK Q7 IF CODE 2 OR 3 – NO OR DK/NA – ON EVERY ITEM IN Q6) (N=137)**

7. In a few words of your own, why have you not used any of these programs?

I'm a renter/My landlord deals with those issues-----	31%
Didn't know the programs existed-----	29%
No need/Already water efficient-----	22%
May use in the future-----	10%
Don't have the time/Too complicated-----	6%
I'm not eligible/Have tried and didn't qualify-----	4%
Other-----	4%
Don't know-----	1%

**(RESUME ASKING ALL RESPONDENTS)**

8. Please tell me if your area does, or does not, get water from each of the following possible sources. You can answer yes or no to each one. **(RANDOMIZE)**

	<u>YES</u>	<u>NO</u>	<u>(DK/NA)</u>
[ ]a. From groundwater pumped up from underground wells			
2020-----	59%	14%	27%
2015-----	73%	13%	14%
[ ]b. From the Sierra Nevada mountains			
2020-----	14%	47%	38%
2015-----	17%	57%	26%
[ ]c. From a desalination plant			
2020-----	7%	60%	33%
2015-----	5%	79%	16%
[ ]d. From local creeks or rivers			
2020-----	40%	28%	32%
2015-----	48%	34%	18%
[ ]e. From recycled water that has been purified-----	21%	39%	41%

**AS YOU MAY KNOW, GROUNDWATER – WATER THAT IS COLLECTED IN UNDERGROUND BASINS AND IS BROUGHT UP FROM WELLS – IS THE ONLY SOURCE OF WATER SUPPLY FOR SOQUEL CREEK WATER DISTRICT CUSTOMERS. OUR WATER SUPPLY IS CURRENTLY THREATENED BY CONTAMINATION FROM SALTWATER FROM THE OCEAN. TO SOLVE THIS PROBLEM, WE NEED TO RECHARGE OUR GROUNDWATER BASIN WITH ANOTHER WATER SOURCE THAT WILL KEEP THIS SALTWATER OUT.**

9. Next, please tell me which of the following statements comes closer to your point of view on the issue of water supplies for your area of Santa Cruz County. **(RANDOMIZE)**

	<u>2015</u>	<u>2020</u>
[ ] We need new sources of water if we are going to solve our long-term water supply problems -----	62%	50%

**OR**

[ ] We can solve our long-term water supply problems by just using less water -----	20%	13%
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**(DON'T READ)**

<b>(BOTH)</b> -----	14%	32%
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<b>(NEITHER)</b> -----	3%	2%
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<b>(DON'T KNOW/NA)</b> -----	1%	3%
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10. I am going to read you a list of statements about local water supplies. After I read each one, please tell me whether you generally agree or disagree. **(IF AGREE/DISAGREE, ASK: Is that strongly AGREE/DISAGREE or just somewhat?) (RANDOMIZE)**

	<u>STR</u> <u>AGREE</u>	<u>SMWT</u> <u>AGREE</u>	<u>SMWT</u> <u>DISAG</u>	<u>STR</u> <u>DISAG</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>AGREE</u>	<u>TOTAL</u> <u>DISAG</u>
[ ]a. 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-----	44%	36%	14%	6%	1%	79%	20%
<b>(SPLIT SAMPLE A ONLY)</b>							
[ ]b. Soquel Creek Water District needs to take strong action now to address the over-drafting and seawater contamination of our local groundwater-----	56%	33%	4%	1%	6%	89%	5%
[ ]c. There is no “new” water, because all water on the planet is already used over and over-----	22%	22%	17%	27%	11%	45%	45%
[ ]d. Moderate water rate increases are worthwhile and fair in order to maintain current infrastructure and fund projects to assure our future water supply-----	22%	45%	14%	14%	6%	67%	28%

	<u>STR</u> <u>AGREE</u>	<u>SMWT</u> <u>AGREE</u>	<u>SMWT</u> <u>DISAG</u>	<u>STR</u> <u>DISAG</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>AGREE</u>	<u>TOTAL</u> <u>DISAG</u>
<b>(SPLIT SAMPLE B ONLY)</b>							
[ ]e. Investment is needed now to ensure we have a reliable, safe water supply for the future	64%	27%	4%	3%	2%	91%	7%
[ ]f. Seawater is already contaminating our groundwater	32%	37%	14%	2%	14%	69%	17%
[ ]g. Soquel Creek Water District has done extensive research and environmental review in exploring how to address the groundwater problem	24%	41%	8%	4%	22%	65%	12%

**(RESUME ASKING ALL RESPONDENTS)**

**THE NEXT QUESTIONS FOCUS SPECIFICALLY ON “RECYCLED WATER.” RECYCLED WATER IS ALREADY-TREATED WASTEWATER THAT GOES THROUGH ADDITIONAL TREATMENT SO IT CAN BE USED AGAIN.**

**THERE ARE TWO TYPES: THE FIRST TYPE IS RECYCLED WATER THAT IS TREATED FOR USE IN PARK IRRIGATION, GARDENING, FOOD CROPS, AND LANDSCAPING.**

**THE SECOND TYPE, PURIFIED RECYCLED WATER, GOES THROUGH MULTIPLE ADVANCED TREATMENT PROCESSES TO MEET THE HIGHEST SAFETY LEVELS REQUIRED BY THE CALIFORNIA DIVISION OF DRINKING WATER. ONCE IT IS PURIFIED, IT IS PUMPED INTO THE GROUND AND STORED, JOINING EXISTING GROUNDWATER. THE PURIFIED WATER IS FURTHER FILTERED NATURALLY THROUGH SOILS UNDERGROUND. AFTER IT IS PUMPED BACK UP, THE WATER IS THEN ADDITIONALLY TESTED AND TREATED TO ENSURE IT MEETS OR EXCEEDS DRINKING WATER STANDARDS. IT IS THEN SENT TO HOMES AND BUSINESSES FOR ALL USES, INCLUDING DRINKING.**

11. First, how familiar would you say you are with the second type of purified recycled water I mentioned: very familiar, somewhat familiar, not too familiar, or not at all familiar?

**TOTAL FAMILIAR----- 57%**  
 Very familiar ----- 10%  
 Somewhat familiar----- 47%

**TOTAL NOT FAMILIAR ----- 41%**  
 Not too familiar ----- 22%  
 Not at all familiar----- 19%

**(DON'T READ) DK/NA ----- 2%**

12. How much purified recycled water do you think is currently being used in your community: a great deal, some, only a little, or none at all? If you are unsure, you can tell me that, too.

**GREAT DEAL/SOME-----28%**  
 A great deal-----7%  
 Some-----21%

**LITTLE/NONE AT ALL-----30%**  
 Only a little-----15%  
 None at all-----16%

Unsure-----34%  
**(DON'T READ) DK/NA-----9%**

13. Here is a list of potential uses for purified recycled water, the second type of recycled water I just described. Please tell me whether you consider each item to be a completely acceptable use, somewhat acceptable, somewhat unacceptable, or completely unacceptable use for purified recycled water. If you are neutral, you can tell me that too. **(RANDOMIZE)**

	<u>COMP ACC</u>	<u>SMWT ACC</u>	<u>NEUT</u>	<u>SMWT UNACC</u>	<u>COMP UNACC</u>	<u>DK/NA</u>	<u>TOTAL ACC</u>	<u>TOTAL UNACC</u>
[ ]a. Gardening and landscaping-----	72%	16%	5%	4%	2%	1%	88%	6%
[ ]b. Irrigation-----	67%	17%	8%	4%	2%	2%	85%	5%
<b>(SPLIT SAMPLE A ONLY)</b>								
[ ]c. Use in homes and businesses, including for drinking water-----	30%	22%	14%	15%	16%	4%	51%	31%
[ ]d. Replenishing local groundwater supplies-----	43%	27%	11%	8%	6%	5%	70%	14%
<b>(SPLIT SAMPLE B ONLY)</b>								
[ ]e. Use in homes and businesses, including for drinking water, after being mixed with groundwater-----	33%	31%	11%	9%	12%	4%	64%	21%
[ ]f. Replenishing local groundwater supplies to prevent further contamination by saltwater from the ocean-----	50%	25%	11%	3%	8%	4%	75%	10%

**(RESUME ASKING ALL RESPONDENTS)**

**MY NEXT QUESTIONS ARE ABOUT THE PURE WATER SOQUEL PROJECT, WHICH WOULD BEGIN THE USE OF PURIFIED RECYCLED WATER IN YOUR AREA.**

14. The Pure Water Soquel project will put already-treated wastewater through an advanced water purification process, and then use that purified water to replenish our groundwater supply. Recharging our groundwater basin will prevent seawater from entering the basin. This purified recycled water will be pumped and treated again, eventually becoming part of the water supply delivered to customers in your area for all household uses, including drinking. Would you say you are comfortable or uncomfortable with the Pure Water Soquel project? **(IF COMFORTABLE/ UNCOMFORTABLE, ASK: “Is that very or somewhat COMFORTABLE/ UNCOMFORTABLE?”)**

<b>TOTAL COMFORTABLE</b> -----	<b>73%</b>
Very comfortable -----	32%
Somewhat comfortable-----	41%
 <b>TOTAL UNCOMFORTABLE</b> -----	 <b>23%</b>
Somewhat uncomfortable-----	11%
Very uncomfortable -----	13%
 <b>(DON'T READ) DK/NA</b> -----	 <b>4%</b>

**(ASK Q15 IF CODES 1-4 IN Q14)**

15. In a few words of your own, why are you **COMFORTABLE/UNCOMFORTABLE** with this project to supplement local drinking water supplies with purified recycled water? **(OPEN END, RECORD VERBATIM RESPONSES)**

a. Comfortable: (N=312)

The technology is safe/Trust the science-----	24%
It's purified/sanitized -----	16%
Better than the alternatives/No other options-----	16%
We must address the problem of water supplies/replenish groundwater -----	7%
Saltwater intrusion is unacceptable-----	3%
Works in other places -----	2%
All water is “recycled”-----	1%
 Mixed feelings -----	 11%
Other -----	4%
Generic support-----	15%
Don't know-----	1%
Refused -----	7%

(Q15 CONTINUED)

b. Uncomfortable: (N=100)

Don't trust the agency -----	26%
Contamination in the water (chemicals, drugs, waste, sewage)-----	20%
Current water quality isn't up to par-----	9%
Disgusting/"Toilet water" -----	8%
Buy water from Santa Cruz/Build desalination plant instead -----	7%
Could have long-term negative impacts -----	6%
Risk of human error -----	5%
Too expensive -----	4%
Mixed feelings -----	8%
Other -----	10%
Generic support-----	4%
Don't know-----	5%

(ASK Q16 IF CODE 5 IN Q14) (N=15)

16. In a few words of your own, what other information would you like to have about the Pure Water Soquel project? (OPEN END, RECORD VERBATIM RESPONSES)

Needs more information/has questions -----	32%
I'm in favor/would be good -----	22%
I live in the wrong area for water -----	5%
Other -----	20%
Don't know-----	4%
Refused/N/A -----	17%

**(RESUME ASKING ALL RESPONDENTS)**

**NEXT, HERE ARE SOME STATEMENTS ABOUT THE PURE WATER SOQUEL PROJECT.**

17. After hearing each one, please tell me whether that statement makes you more comfortable with the Pure Water Soquel project, or if it does not change your opinion. If you do not believe the statement, you can tell me that, too. **(IF MORE COMFORTABLE, ASK: "Is that much more comfortable, or just somewhat more comfortable?") (RANDOMIZE)**

	<u>MUCH MORE COMF</u>	<u>SMWT MORE COMF</u>	<u>NO CHANGE</u>	<u>DON'T BEL</u>	<u>(DON'T READ) DK/NA</u>	<u>TOTAL MORE COMF</u>
[ ]a. <b>(CLEANER)</b> The water purification process uses state-of-the-art multi-stage technology, including microfiltration, reverse osmosis, ozone, advanced oxidation, and soil-aquifer treatment. This process cleans water to a very high standard and ensures that drinking water produced is safe and free of harmful chemicals and toxins. The purification process produces water that is purer than bottled water, and purer than the groundwater or surface water we currently drink. -----	37%	26%	24%	9%	4%	63%
[ ]b. <b>(LOCAL SUPPLY)</b> Adopting purified water for drinking water is a critical step towards securing a clean, reliable local water supply that will still be available during drought, providing enough water for residents. -----	26%	32%	30%	7%	4%	58%
[ ]c. <b>(TESTED)</b> Advanced purification technology used to clean recycled water has been used in other countries and the US for over 50 years. It has been used safely in a number of cities around the state and country – and it is also used to clean the water that astronauts drink in space and that Disneyland visitors drink. -----	32%	31%	26%	5%	5%	63%
[ ]d. <b>(OCEAN)</b> This project will recycle 25 percent of the eight million gallons a day of treated water being pumped into the Monterey Bay National Marine Sanctuary. By purifying and reusing this water, we can help improve fish habitat and keep our oceans healthy. -----	35%	33%	22%	7%	4%	68%

	<u>MUCH MORE COMF</u>	<u>SMWT MORE COMF</u>	<u>NO CHANGE</u>	<u>DON'T BEL</u>	<u>(DON'T READ) DK/NA</u>	<u>TOTAL MORE COMF</u>
[ ]e. <b>(SURFACE WATER)</b> The District has investigated transferring surface water from Santa Cruz to help recharge the groundwater basin. However, City of Santa Cruz officials have stated there simply is not enough surface water to create and maintain the barrier needed to prevent seawater from entering our water supplies. And surface water is less likely to be available during a drought, when we would need it most.	19%	24%	39%	9%	9%	43%
<b>(SPLIT SAMPLE A ONLY)</b>						
[ ]f. <b>(FUNDING)</b> The District has received a 50 million-dollar grant, 36 million dollars in low-interest loans from the state, and up to 49 million dollars from the federal EPA to fund the Pure Water Soquel project, create a seawater intrusion barrier to prevent further seawater contamination, and reduce wastewater outflows to the ocean. These funds offset some of the local costs so that ratepayers do not bear the full burden of adopting this new technology.	31%	24%	31%	7%	8%	54%
[ ]g. <b>(DROUGHT)</b> Purified recycled water provides a reliable, locally controlled, drought-proof water supply that will help us be prepared when the next drought hits.	29%	36%	26%	7%	3%	64%
<b>(SPLIT SAMPLE B ONLY)</b>						
[ ]h. <b>(CLIMATE)</b> Climate change is already impacting our water supplies through increasing cycles of drought and flooding. Including purified water in our supplies will provide a locally controlled, sustainable source of water that will help our community endure these changes.	33%	27%	28%	8%	4%	60%

**(SPLIT SAMPLE B ONLY; CONTINUED)**

[ ]i. **(COMPLIANCE)** Pure Water Soquel is an important component of the local Santa Cruz Mid-County Groundwater Sustainability Plan which is required by the state. This plan helps our District meet the state’s legal requirements for long-term sustainability and reliability of the region’s water supply.

MUCH MORE COMF   SMWT MORE COMF   NO CHANGE   DON'T BEL   (DON'T READ) DK/NA

<b>TOTAL MORE COMF</b>
50%

-----21% ---- 28% -----40% -----8% -----3%

18. Having heard this, let me ask you again about the Pure Water Soquel project, which will put already-treated wastewater through an advanced water purification process, and then use that purified water to replenish our groundwater supply. Recharging our groundwater basin will prevent seawater from entering the basin. This purified recycled water will be pumped and treated again, eventually becoming part of the water supply delivered to customers. Would you say you are comfortable or uncomfortable with the Pure Water Soquel project? **(IF COMFORTABLE/ UNCOMFORTABLE, ASK: Is that very or somewhat COMFORTABLE/ UNCOMFORTABLE?)**

**TOTAL COMFORTABLE ----- 78%**  
 Very comfortable ----- 35%  
 Somewhat comfortable----- 42%

**TOTAL UNCOMFORTABLE ----- 19%**  
 Somewhat uncomfortable----- 10%  
 Very uncomfortable -----9%

**(DON'T READ) DK/NA -----3%**

19. Next, I am going to read a list of ways you may receive information about Soquel Water District. For each one I mention, please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information about the District if it were presented to you in that way. **(RANDOMIZE)**

**(SPLIT SAMPLE A ONLY)**

[ ]a. The <i>Santa Cruz Sentinel</i> newspaper-----	17%	-----30%	-----46%	-----7%	
[ ]b. Information enclosed with your water bill-----	45%	-----39%	-----13%	-----4%	
[ ]c. The Soquel Creek Water District website-----	18%	-----49%	-----30%	-----4%	
[ ]d. Soquel Creek Water District emails -----	39%	-----39%	-----16%	-----5%	
[ ]e. Soquel Creek Water District social media -----	19%	-----32%	-----45%	-----4%	
[ ]f. Social media sites such as Nextdoor and Facebook groups like <i>Aptosia</i> -----	24%	-----37%	-----35%	-----4%	

DEF PAY ATTN   MAYBE PAY ATTN   DEF NOT PAY ATTN   (DK/NA)

<b>TOTAL PAY ATTN</b>
47%
83%
67%
79%
52%
61%

	<u>DEF</u> <u>PAY</u> <u>ATTN</u>	<u>MAYBE</u> <u>PAY</u> <u>ATTN</u>	<u>DEF</u> <u>NOT PAY</u> <u>ATTN</u>	<u>(DK/NA)</u>	<u>TOTAL</u> <u>PAY</u> <u>ATTN</u>
<b>(SPLIT SAMPLE B ONLY)</b>					
[ ]g. Emails and web sites other than the District's -----	24%	53%	19%	4%	77%
[ ]h. Information from community organizations of which you are a member -----	31%	43%	17%	9%	74%
[ ]i. Local television news shows -----	28%	40%	29%	3%	68%
[ ]j. Local radio news shows -----	23%	45%	28%	3%	68%
[ ]k. Local monthly and bi-weekly newspapers such as <i>Aptos Times, Aptos Life, and the Capitola Times</i> -----	27%	49%	19%	4%	77%
[ ]l. Presentations from Soquel Water District spokespeople -----	35%	39%	22%	5%	74%
[ ]m. Friends and neighbors -----	36%	50%	11%	3%	86%

**(RESUME ASKING ALL RESPONDENTS)**

20. Thinking about the water that you drink at home, do you most often drink: **(READ LIST)**

Unfiltered water straight from the tap -----	16%
Tap water that is filtered in your home, either at the sink, through the refrigerator, or through a pitcher or -----	61%
Bottled water -----	16%
Other <b>(SPECIFY)</b> -----	6%
<b>(DON'T KNOW/REFUSED)</b> -----	0%

**HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.**

21. Do you own or rent your apartment or home?

Own -----	69%
Rent -----	28%
<b>(DON'T KNOW/REFUSED)</b> -----	3%

22. What was the last level of school you completed?

Less than high school -----	0%
High school graduate -----	5%
Some college -----	22%
Business/Vocational school -----	24%
College graduate (4) -----	30%
Post-graduate work/Professional school -----	17%
<b>(DON'T READ) DK/Refused</b> -----	2%

23. With which racial or ethnic group do you identify yourself: Hispanic or Latino, White, Black or African American, Asian or Pacific Islander, multiracial, or some other ethnic or racial background?

Hispanic/Latino-----	6%
White-----	77%
Black/African American-----	0%
Asian/Pacific Islander-----	1%
Multiracial-----	3%
Other (SPECIFY)_____	3%
<b>(DON'T READ) DK/NA/REFUSED-----</b>	<b>10%</b>

24. I don't need to know the exact amount, but I'm going to read you some categories for total combined income for all the people in your household before taxes in 2019. Please let me know when I've read your household income category.

\$30,000 and under-----	3%
\$30,001 - \$60,000-----	13%
\$60,001 - \$75,000-----	19%
\$75,001 - \$100,000-----	11%
\$100,001 to \$150,000-----	16%
More than \$150,000-----	21%
<b>(DON'T READ) Refused-----</b>	<b>16%</b>

<b>THANK AND TERMINATE</b>
----------------------------

**SEX: BY OBSERVATION**

Male----- 48 %  
 Female----- 52 %

**PARTY: FROM FILE**

Democrat----- 54 %  
 Republican ----- 16 %  
 No Party Preference----- 23 %  
 Other Party -----7 %

**AGE**

18-24 ----- 8 %  
 25-29 ----- 6 %  
 30-34 ----- 5 %  
 35-39 ----- 8 %  
 40-44 ----- 7 %  
 45-49 ----- 7 %  
 50-54 ----- 7 %  
 55-59 ----- 12 %  
 60-64 ----- 9 %  
 65-74 ----- 20 %  
 75+ ----- 11 %  
 BLANK ----- 0 %

**FLAGS**

P14----- 31 %  
 G14 ----- 47 %  
 P16----- 59 %  
 G16 ----- 77 %  
 P18----- 56 %  
 G18 ----- 84 %  
 BLANK ----- 10 %

**MODE OF INTERVIEW**

Phone ----- 52 %  
 Online ----- 48 %

**CITY**

Capitola ----- 22 %  
 Unincorporated ----- 78 %