Methodology

✓ 427 interviews with Soquel Creek Water District voters likely to participate in the November 2020 election

✓ Conducted January 13-20, 2020, online and via landline and cell phones

✓ Margin of sampling error of +/-5.7% at the 95% confidence level

✓ Due to rounding, some percentages do not add up to 100%

✓ Selected comparisons to prior research conducted by Goodwin Simon Strategic Research in 2015
Impressions of the Water District overall are consistent with 2015, with nearly two-thirds rating its performance “excellent” or “good.”

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?

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<thead>
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<th>2015</th>
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<th>2020</th>
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</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>16%</td>
<td>Excellent/Good</td>
<td>14%</td>
<td>Excellent/Good</td>
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<tr>
<td>Good</td>
<td>48%</td>
<td>64%</td>
<td>50%</td>
<td>63%</td>
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<tr>
<td>Only fair</td>
<td>21%</td>
<td></td>
<td>19%</td>
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<tr>
<td>Poor</td>
<td>8%</td>
<td></td>
<td>11%</td>
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<tr>
<td>Don’t know</td>
<td>7%</td>
<td></td>
<td>6%</td>
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While two in five believe their water bill is “too high,” just one-quarter felt the average cost of $80 per month is “too high.”

Do you feel that your water bill is_____?

- Too high: 39%
- About right: 46%
- Too low: 2%
- Don’t know: 13%

An average water customer pays approximately $80 per month, which is less than 2 cents per gallon of water. Do you feel that cost is _____?

- 26%
- 59%
- 6%
- 8%
Three in five understand that the District gets water from groundwater.

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. (% Yes)

- From groundwater pumped up from underground wells: 59%
- From local creeks or rivers: 40%
- From recycled water that has been purified: 21%
- From the Sierra Nevada mountains: 14%
- From a desalination plant: 7%
They overwhelmingly agree that investment is needed now to ensure reliable, safe water supplies, and that the District should act.

- **Investment is needed now to ensure we have a reliable, safe water supply for the future**: 64% strongly agree, 27% somewhat agree, 7% disagree.
- **Soquel Creek Water District needs to take strong action now to address the over-drafting and seawater contamination of our local groundwater**: 56% strongly agree, 33% somewhat agree, 6% disagree.
- **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% strongly agree, 36% somewhat agree, 14% disagree.
- **Seawater is already contaminating our groundwater**: 32% strongly agree, 37% somewhat agree, 14% disagree.
More than seven in ten said they were comfortable with the project – and more are “very comfortable” than at all uncomfortable.

Would you say you are comfortable or uncomfortable with the Pure Water Soquel project?

- Very comfortable: 32%
- Somewhat comfortable: 41%
- Somewhat uncomfortable: 11%
- Very uncomfortable: 13%
- Don't know: 4%

Total Comfortable: 73%
Total Uncomfortable: 23%
The Start of Something Exciting...Clean, Reliable Water for Our Families Today, and for the Future

What's going to be happening in your neighborhood?

This summer, the Soquel Creek Water District will build a seawater intrusion prevention (SWIP) well in your area, where ultra-clean, purified recycled water will be delivered underground to replenish our threatened water supply. Groundwater is the District’s sole source of drinking water for our customers, including your neighborhood. This project is part of Pure Water Soquel (PWS) — providing a reliable supplemental water supply for the community and preventing seawater from contaminating our groundwater (see Background article at right).

The SWIP well will be built on a vacant District-owned parcel located on Willowbrook Lane, between the Santa Cruz Montessori School and the tennis courts at Willowbrook Park. Drilling of the well is anticipated to start in July, and there are three phases: site preparation and sound wall construction (~15 working days), 24-hour drilling (~37 working days), then development, testing, and disinfection (~17 days).

How will the construction affect your neighborhood?

During a two-to-four-week period beginning in mid-to-late July, drilling will go down to a depth of approximately 800 feet. This requires some drilling activity to be performed 24 hours a day seven days a week, and we understand this will be an inconvenience. Please know that we strive to expedite this process and will have our contractor do as much as possible to help lessen the impact to your neighborhood.

There will be some unavoidable level of noise in the nearby neighborhoods, and the contractor will work to minimize the noise that this will cause, including the use of temporary sound walls.

Background – What is Pure Water Soquel?

Your drinking water, provided by Soquel Creek Water District, is from the groundwater aquifer—the Mid-County Groundwater Basin. The State of California has designated this basin as “critically overdrafted.” That means we’re pumping out more water than the basin can naturally replenish through rainfall — which causes two serious problems: a shortage of available water, especially during a drought, and seawater moving inland and contaminating our only water supply.

PWS will address those two water supply issues. It will take already treated wastewater (that otherwise would be pumped out into the ocean) and instead pump it to a new advanced water purification facility where it will undergo a state-of-the-science, three-step purification process. For more information, visit soquelcreekwater.org/pws.

You can be assured that the purified water is safe and clean — it will be tested regularly to ensure it meets all federal and state drinking water standards. Pure Water Soquel will employ some of the same purification methods used by baby food manufacturers, and other industries where ultra-purified water is required. Removing or

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We sincerely apologize for the disruption that this noise may cause and thank you in advance for accommodating the inconvenience during construction. The end result will be a crucial link in our water supply chain.

Once the drilling is complete, typical construction activity is anticipated to occur between 8 am and 6 pm, weekdays. Later in the project, one to two days of testing of the well operation will be required, which will again be around the clock — but with much less noise than the drilling.

**What will the well site look like when complete?**

After all the work is done on the site, there will be a few pipes coming out of the ground, some concrete pads, a power pole, fencing, and several metal cabinets for utilities and pump equipment. Once operational, the SWIP well will not cause any significant noise or other disruption.

**How was this location selected for a recharge well?**

This site, one of three SWIP well locations, was selected based on its strategic location for optimum access to the appropriate section of the groundwater basin. We’ve used the best, cutting-edge technology, including an airborne magnetic imaging tool called SkyTEM, to identify and map the seawater/freshwater interfaces in the basin to determine the ideal locations. Recharging at the identified sites, combined with redistributing our extraction of water away from coastal wells, allows for the greatest opportunity to “repair” the groundwater basin, allow other basin areas to recharge, and achieve sustainability naturally. During the drafting of the Environmental Impact Report, which includes identification of recharge well sites, public noticing and outreach was conducted, as well as several public hearings by the District Board of Directors.

Questions, concerns, complaints

The District will have a geologist on-site at all times during the drilling process. If you have questions, concerns, or complaints during construction, please contact Skyler Murphy at 831-295-8879. For up-to-date construction news and contact information check soquelcreekwater.org/PWSconstruction.