

California Statewide/Regional Polling on Water Policy

April 20, 2016



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California Statewide Voter Survey

Report on results

From Saturday, April 9 through Thursday, April 14, 2016, Probolsky Research conducted a telephone survey of likely November, 2016 General Election voters throughout the state of California.

A total of 1,000 voters were called. A survey of this size yields a margin of error of +/-3.1% with a confidence level of 95%. Interviews were conducted with voters on both landline and mobile phones and were offered in English and Spanish languages.

Our turnout universe (PDI Universe 16P9) consisted of: (Voted at least 1 of 11/12, 6/14 or 11/14), Or (Voted at least 2 of 2/08, 6/08, 11/08, 6/10, 11/10 or 6/12), Or (Registered since 11/14) & to qualify for universe all voters had to have voted on 11/12, in 2014 or 2015, or any Registered since 11/14. This represents 13,262,179 voters (77.3% turnout) and 7,899,024 households (82.3%).

Probolsky Research specializes in opinion research on behalf of business, government, non-profit and special interest clients.



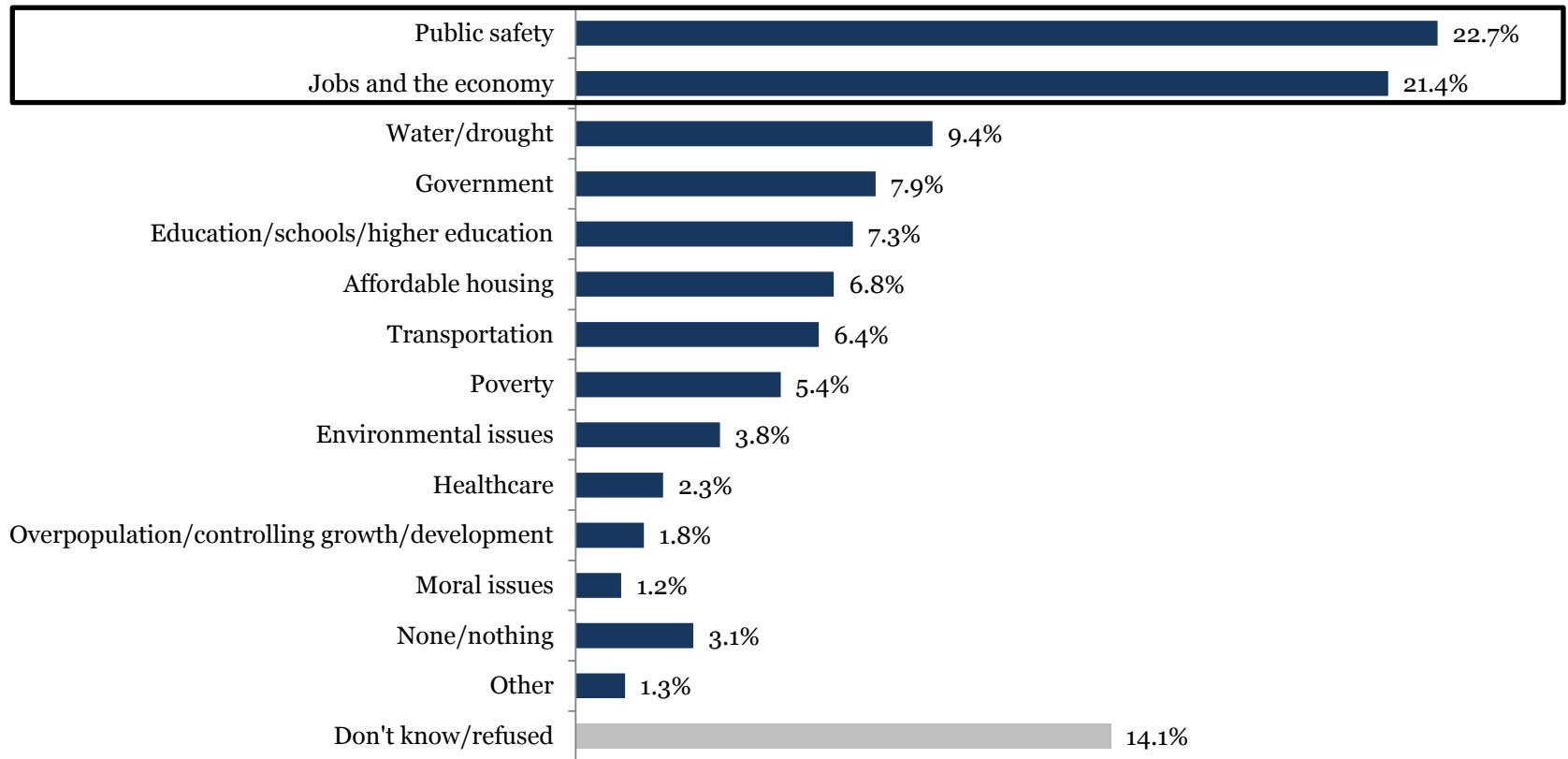
Statewide Themes



Jobs/the economy and public safety

Are the most important issues to California's November likely voters

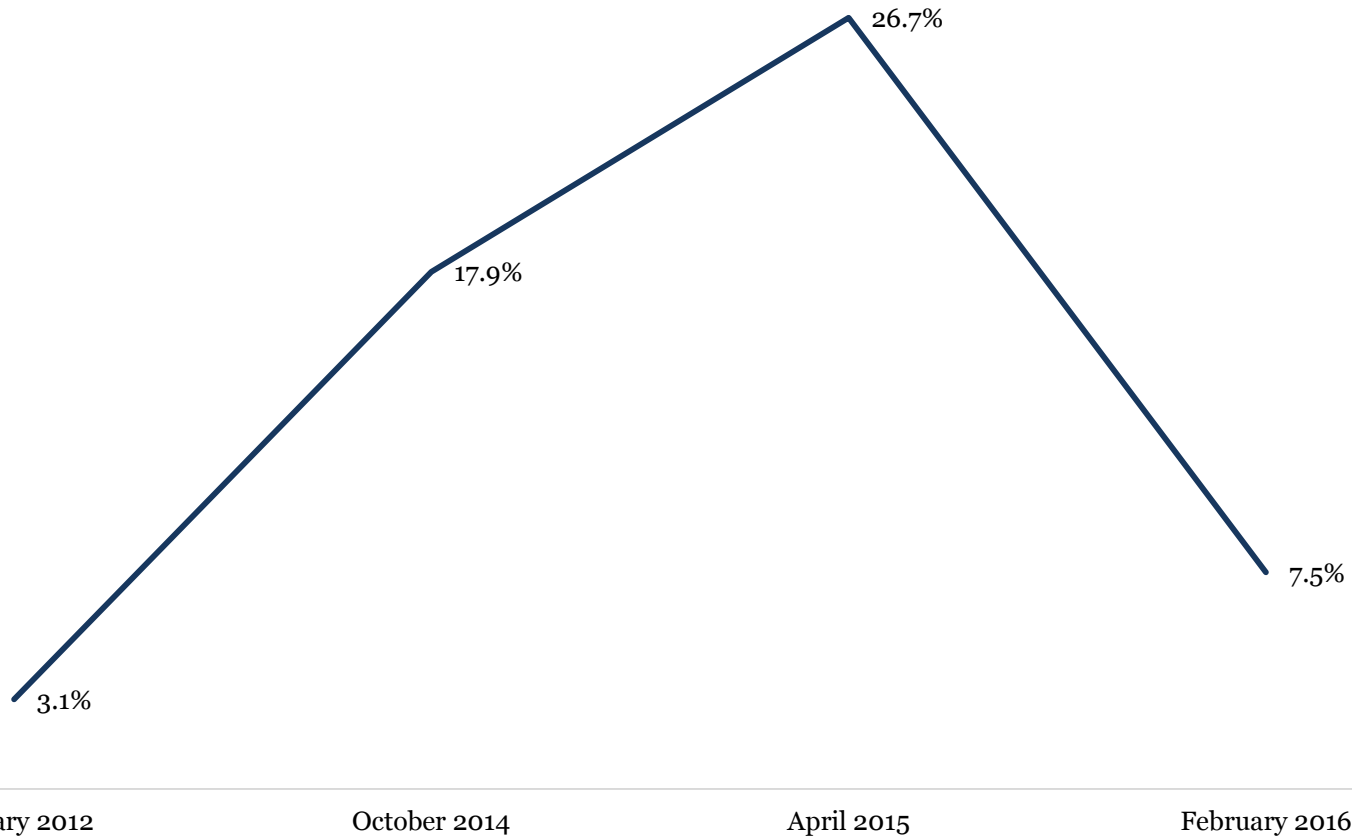
Question: What is the most important issue facing your community today?



The rise and fall of water/drought

In the minds of California's voters

Question: What is the most important issue facing your community today?



January 2012

October 2014

April 2015

February 2016

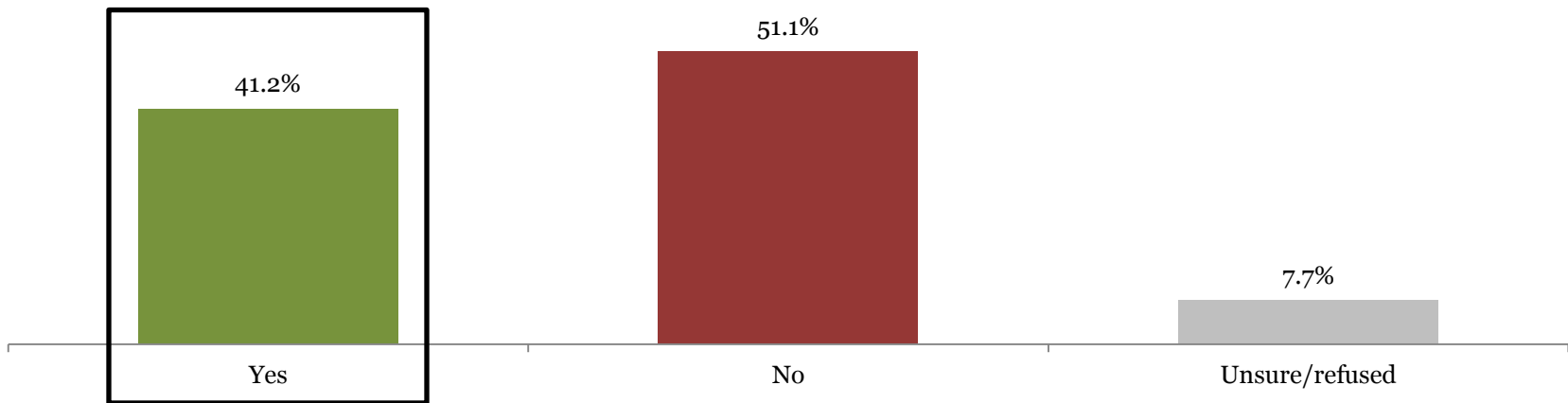


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41.2% are willing to pay higher water rates

To ensure a safe, reliable, high quality supply of drinking water

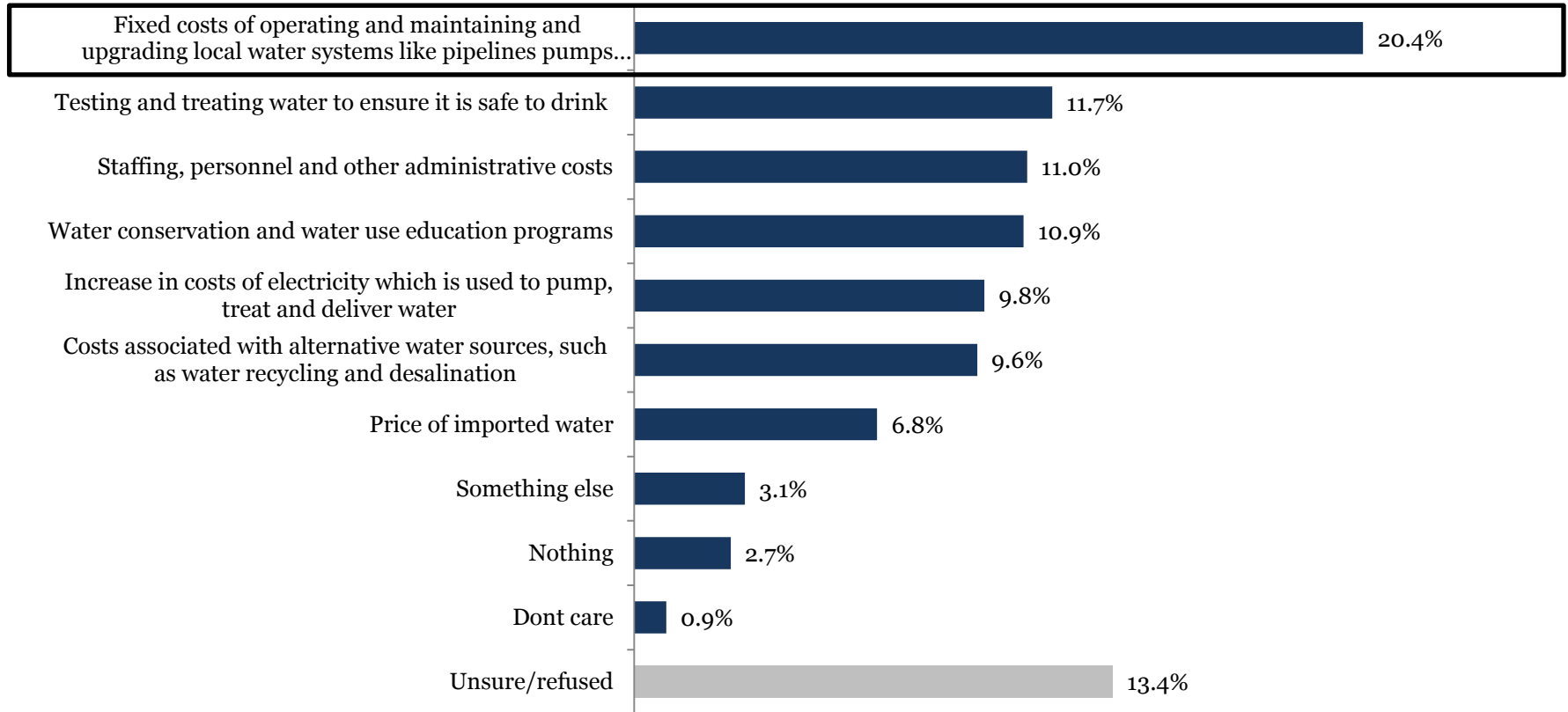
Question: Would you be willing to pay higher water rate to ensure a safe, reliable, high quality supply of drinking water for your community?



What do California's likely voters

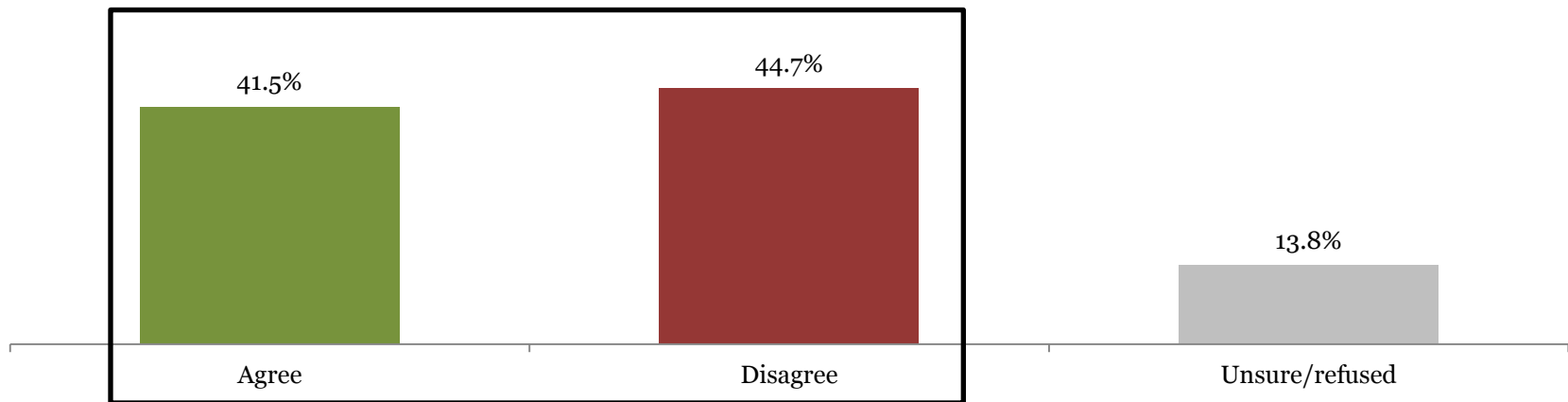
Think is the largest component of the cost of water?

Question: What, in your opinion is the largest component of the cost of water? Please choose one.



Voters are divided about infrastructure replacement funds: OK to maintain them even as rates rise?

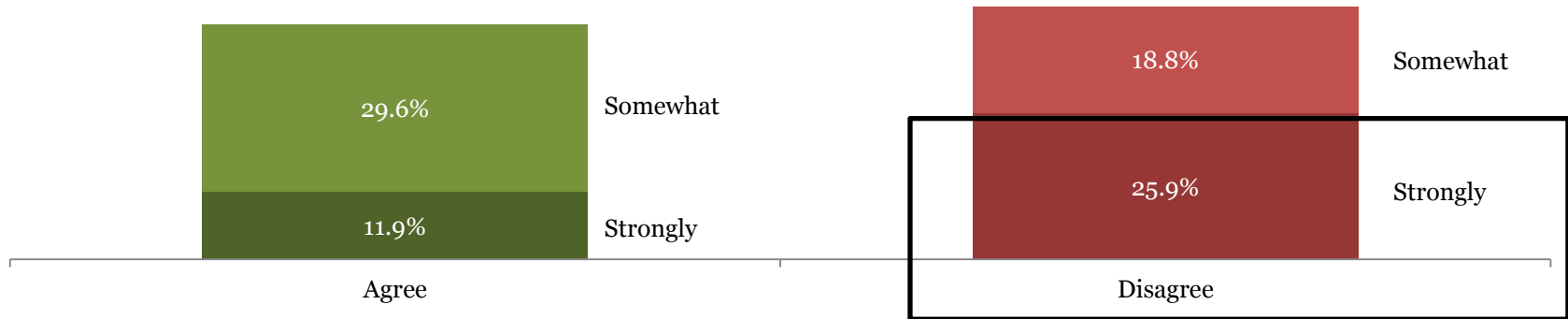
Question: Do you agree or disagree with the following statement: “Local water districts are acting responsibly when they maintaining multi-million dollar infrastructure replacement funds in order to maintain, operate and replace their infrastructure. These Districts are planning for the future by setting aside money they know they will need for regular projects and in case of emergencies. It is OK with me that they maintain these funds even as they raise my rates to pay for the cost of water and regular operations.”



The intensity of disagreement

Is greater than that for agreement (25.9% say they *strongly* disagree)

Question: And would you say that you strongly or somewhat (agree/disagree)?

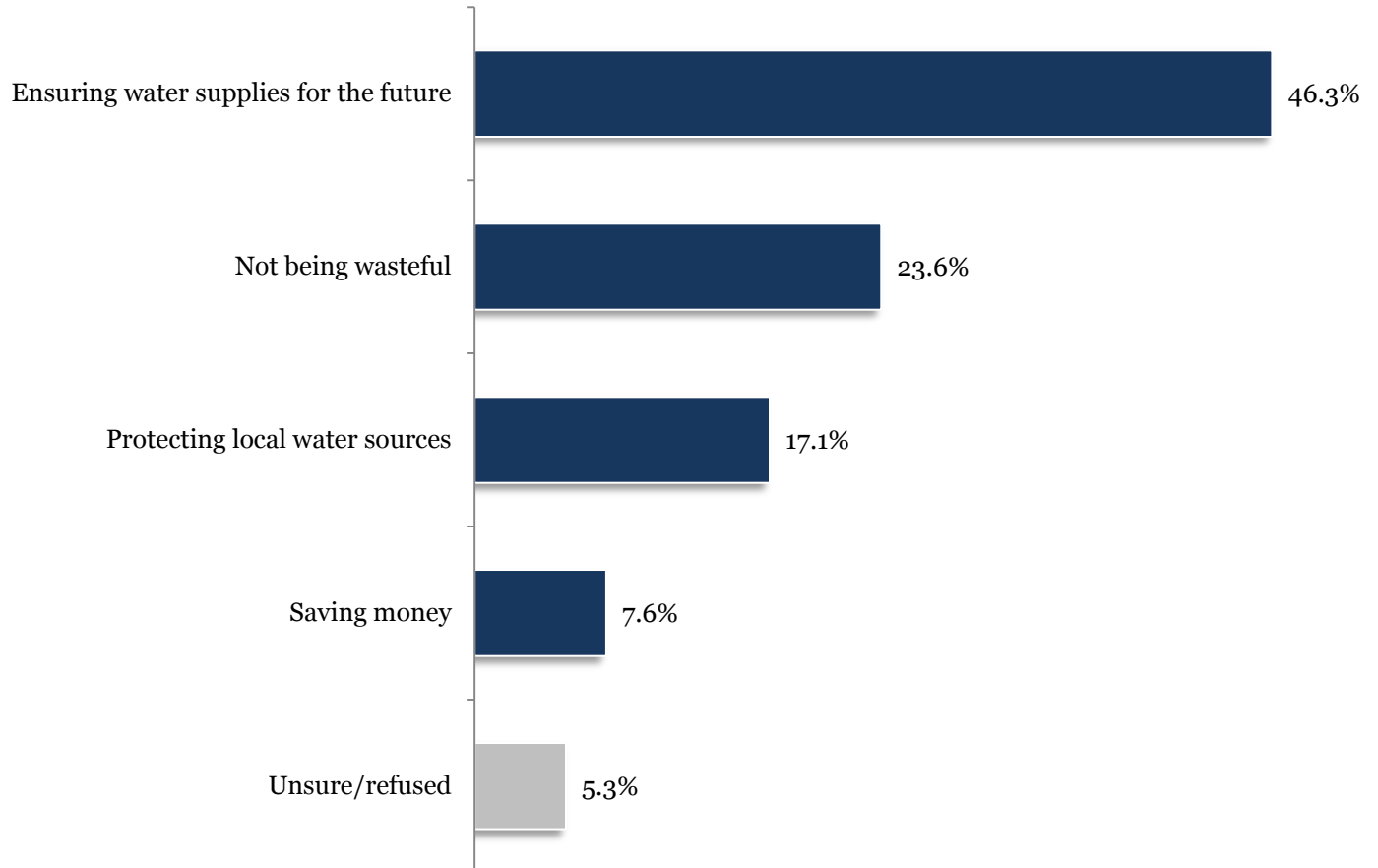


Regional Attitudes

Ensuring water supplies for the future

Is the most compelling reason to conserve water

Question: In your opinion, which of the following is the best reason for conserving water?



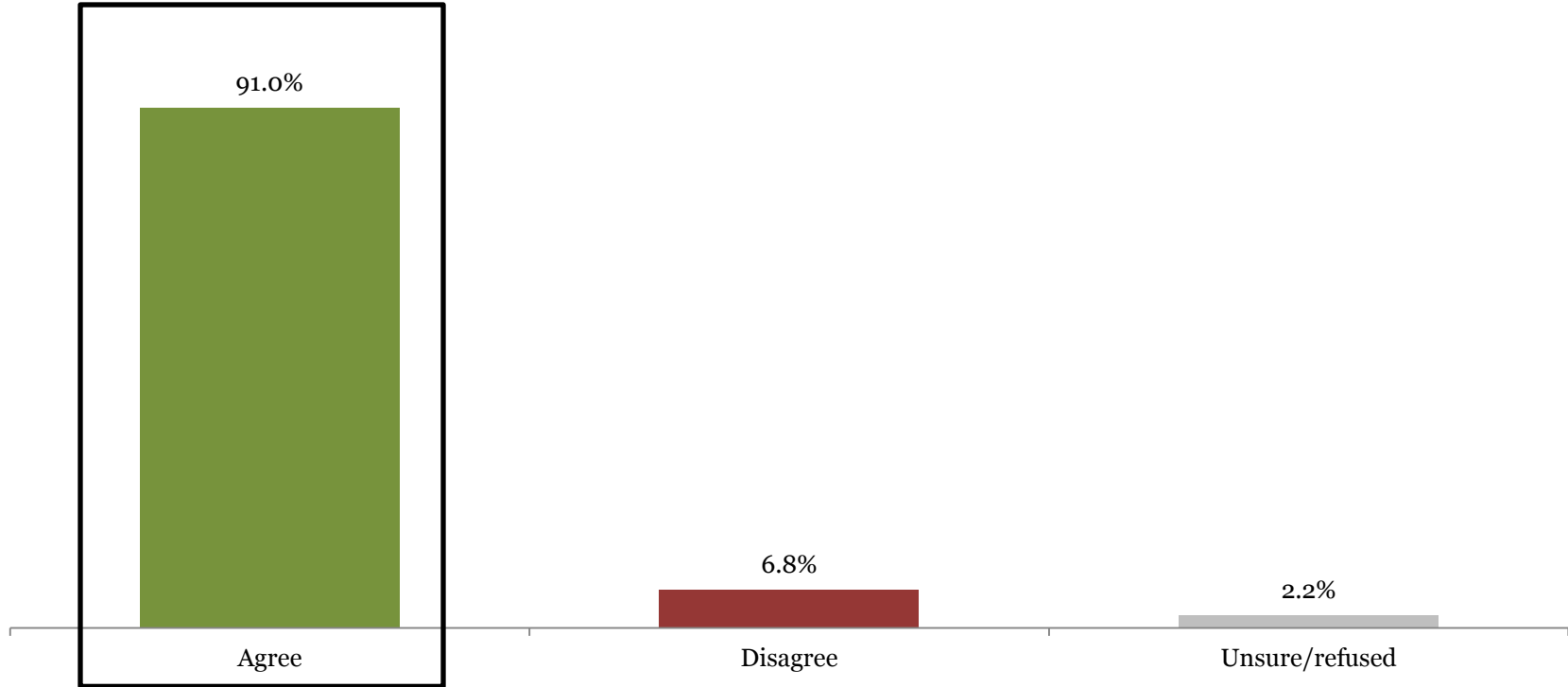
**Research conducted from Thursday, May 23, through Saturday, May 25, 2013, within Coachella Valley California.*

91.0% agree that we need to make

Major investments to modernize and upgrade our water infrastructure

Question: Now, please tell me if you agree or disagree with the following statement:

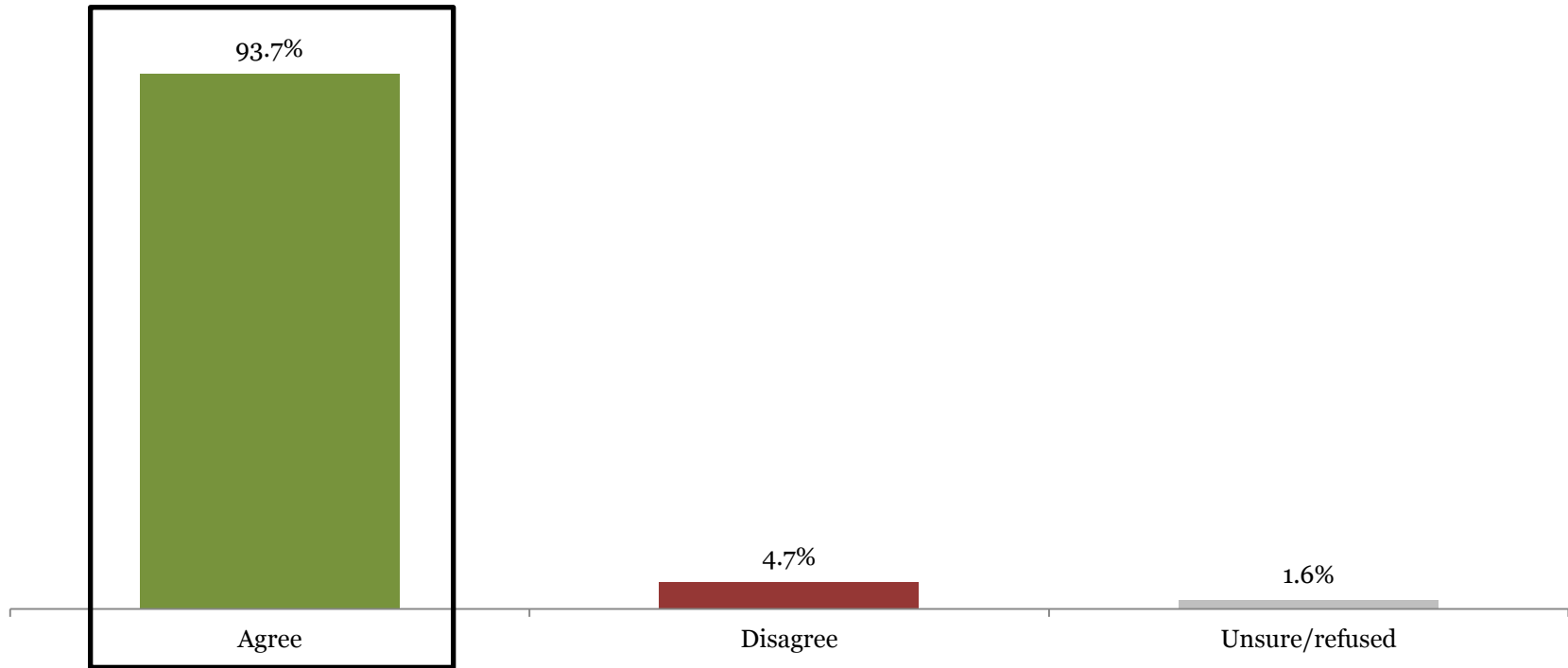
“Water supply is always an issue in drought-prone California, and while water conservation is important, it is only part of the solution. We need to make major investments to modernize and upgrade our water infrastructure to ensure local, safe, reliable, high quality water now and in future years.”



** Research conducted Thursday, January 29 through Sunday, February 1, 2015 within the service area of East Valley Water District*

93.7% say they agree that we should prepare For water shortages by constructing water infrastructure

Question: “Now, please tell me if you agree or disagree with the following statement: We prepare for natural disasters like earthquakes by constructing buildings that can withstand them. We should also prepare for water shortages by constructing water infrastructure that will ensure local, safe, reliable, high quality water now and in future years.”

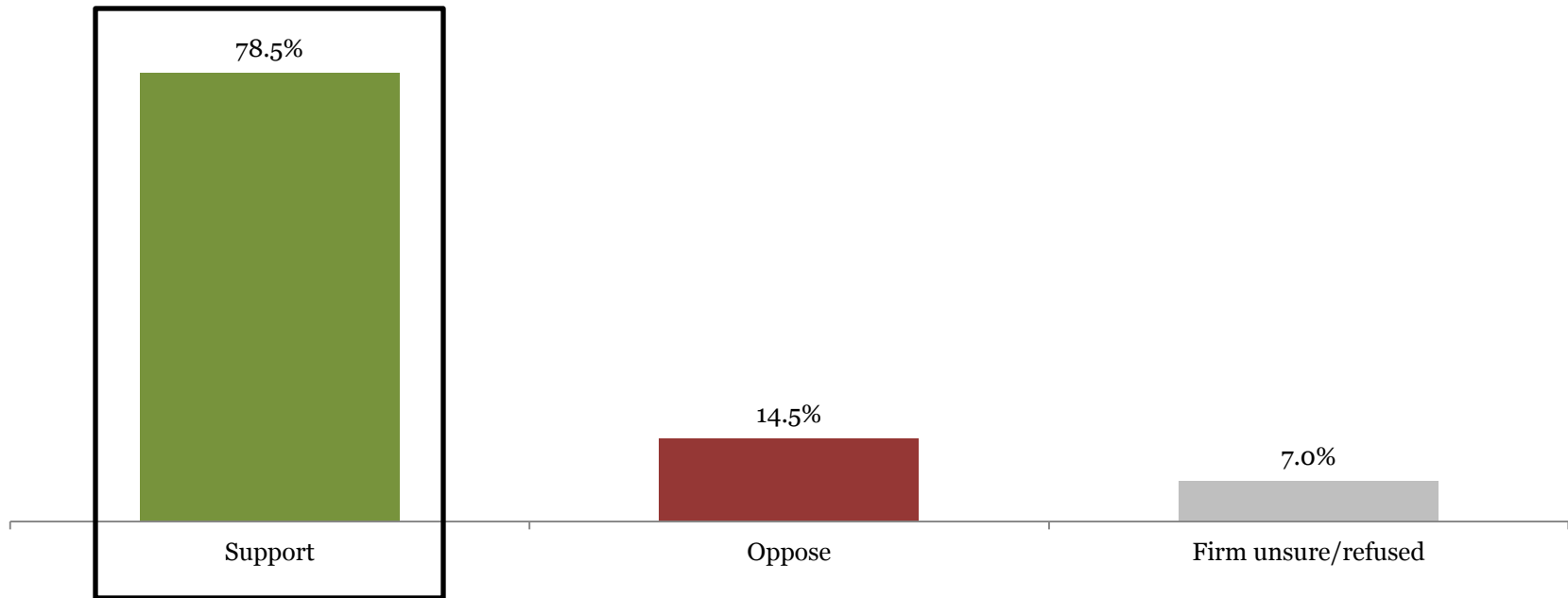


** Research conducted Wednesday, September 2 through Sunday, September 13, 2015 within Nevada Irrigation District's service territory*

78.5% support the District's efforts

To maintain/modernize infrastructure, even if it means raising rates

Question: In general do you support the Marin Municipal Water District's efforts to maintain and modernized its water infrastructure, such as pipes, tanks, and pump stations, even if it means raising rates?



** Research conducted Tuesday, June 9 through Sunday, June 14, 2015 within the service area of Marin Municipal Water District*

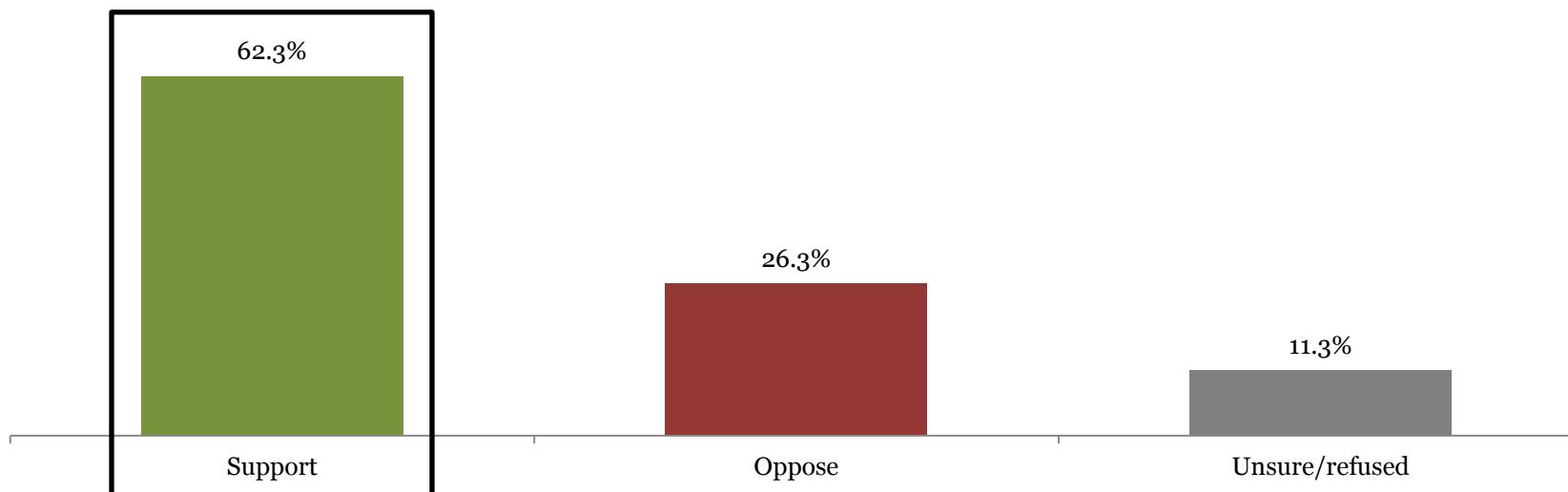
62.3% supports

Santa Margarita Water District's new rate structure

Question: SMWD has changed its rate structure so that these fixed costs are spread equally and more fairly among similar types of water users, who would pay similar amounts. Fixed costs are now the baseline for every bill from SMWD.

In addition to this baseline fixed costs charge, customers will be allocated a water budget based on their type of household or business. Every SMWD customer has unique water needs. Typically, more water is necessary for large homes than condominiums, and businesses use water in a variety of different ways. The new rate structure provides each customer with a personalized water budget designed to meet their specific indoor and outdoor water needs. Those customers who are efficient and use the lowest-cost water will therefore pay the lowest rates. Customers who are less efficient pay more for the increasing cost of the water they consume.

Would you say that you support or oppose SMWD's new rate structure that includes a baseline fair, fixed cost for water infrastructure as well as a customer-controlled water budget?



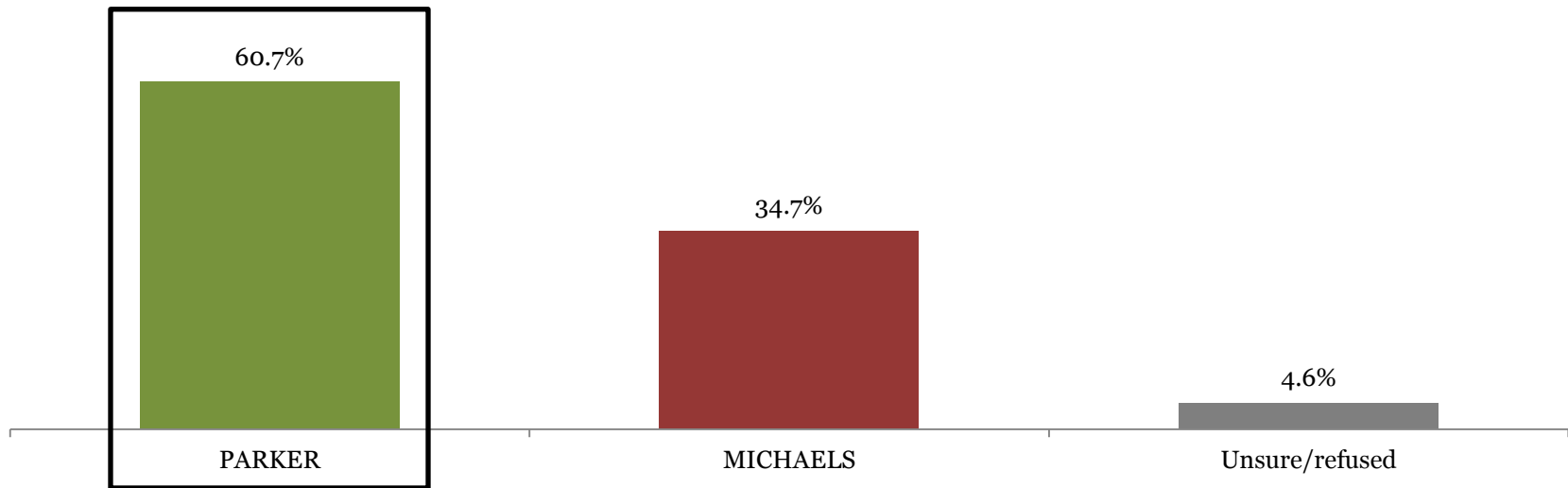
** Research conducted Wednesday, October 14 through Tuesday, October 20, 2015 within the boundaries of Santa Margarita Water District*

60.7% agrees with Parker

Who says he supports SMWD's new rate structure

Question: PARKER says: "I support SMWD's new rate structure. Water conservation is critical to our community. SMWD's new rate structure gives financial incentives to those who conserve water and those who waste water have to pay more. It's only fair to treat everyone equally, while planning for our future by protecting our water supplies."

MICHAELS says: "I don't support SMWD's new rate structure. It isn't fair that water rates keep going up, and the less water we use, the more we pay for water. And now I'm being told I have to stay within a "water budget" mandated by the District or be charged even more money." With whom do you agree more, PARKER or MICHAELS?



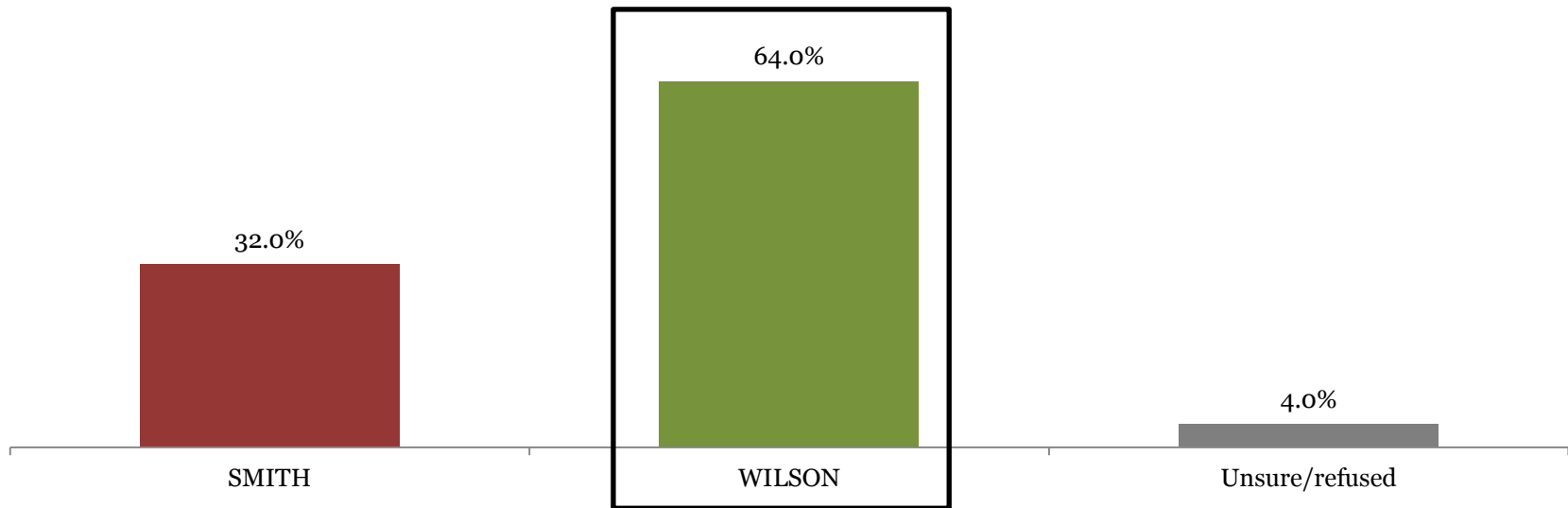
* Research conducted Wednesday, October 14 through Tuesday, October 20, 2015 within the boundaries of Santa Margarita Water District

64.0% agrees with Wilson

Who says he supports SMWD's new rate structure

Question: SMITH says: "There's no way I support SMWD's new rate structure. Fixed rates and water budgets are confusing and just complicate things. The new rate structure means our water bills are going to need an advanced degree to even understand. I don't see what was wrong with the old rate structure."

WILSON says: "I support SMWD's new rate structure. Everyone should pay equally for the water infrastructure through fixed rates, and water budgets are a good way for individual households and businesses to control their own water use and water costs. There's nothing complicated about the new rate structure – it's just more realistic, and more fair to residents and businesses within the District." With whom do you agree more, SMITH or WILSON?



* Research conducted Wednesday, October 14 through Tuesday, October 20, 2015 within the boundaries of Santa Margarita Water District

Thank you



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