

ALAMEDA COUNTY WATER DISTRICT RESIDENT SURVEY
320-485-WT
N=404
A/B SPLITS

Hello, I'm _____ from F-M-3, a public opinion research firm. We're conducting a survey about issues that concern people in your community. **(IF RESPONDENT REPLIES IN SPANISH OR CHINESE, OR DESIRES TO SPEAK IN SPANISH/CHINESE FOLLOW THE ESTABLISHED PROCEDURE FOR HANDING OFF TO AN INTERVIEWER WHO SPEAKS SPANISH OR CHINESE.)** I am not trying to sell you anything. May I speak with the adult member of your household who celebrated a birthday most recently? **(IF THAT PERSON IS NOT AVAILABLE, ASK:)** May I please speak to another adult living in your household?

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? **(IF ASKED TO CLARIFY, MAKE SURE RESPONDENT IS NOT DRIVING, ETC.) (IF NOT ON A CELL PHONE, ASK: "Do you own a cell phone?")**

- Yes, cell and can talk safely ----- 20%
- Yes, cell not cannot talk safely----- **TERMINATE**
- No, not on cell, but own one----- 72%
- No, not on cell and do not own one -----9%
- (DON'T READ) DK/NA/REFUSED ----- TERMINATE**

1. In which city do you live: Fremont, Newark or Union City or in some other city?

- Fremont----- 66%
- Newark ----- 13%
- Union City ----- 21%
- All other responses ----- **TERMINATE**
- (DON'T KNOW/NA) ----- TERMINATE**

2. Next, just to make sure we are interviewing a representative sample of residents, can you please tell me in what year you were born?

- 1993-1987 (18-24)-----8%
- 1986-1982 (25-29)-----6%
- 1981-1977 (30-34)----- 14%
- 1976-1972 (35-39)-----9%
- 1971-1967 (40-44)----- 10%
- 1966-1962 (45-49)-----9%
- 1961-1957 (50-54)-----8%
- 1956-1952 (55-59)-----8%
- 1951-1947 (60-64)-----6%
- 1946-1937 (65-74)-----9%
- 1936 or earlier (75 & over)-----7%
- (DON'T READ) DK/Refused -----5%**

3. Next, I am going to mention a few organizations in your community. After you hear each one, please tell me if you think that organization is doing an excellent job, a good job, only a fair job, or a poor job: **(RANDOMIZE)**

		<u>EXC.</u>	<u>GOOD</u>	<u>ONLY FAIR</u>	<u>POOR</u>	(DON'T READ) <u>DK/NA</u>
[]a.	The Alameda County Water District -----	11%	57%	21%	3%	8%
[]b.	County of Alameda government -----	3%	36%	30%	9%	22%
[]c.	The Pacific Gas and Electric Company, also known as PG&E -----	9%	48%	28%	12%	3%

(CITY OF FREMONT RESIDENTS ONLY)

[]d.	City of Fremont government-----	5%	47%	26%	10%	11%
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(CITY OF NEWARK RESIDENTS ONLY)

[]e.	City of Newark government -----	11%	42%	23%	5%	19%
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(UNION CITY RESIDENTS ONLY)

[]f.	Union City government-----	5%	42%	25%	5%	23%
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(RESUME ASKING ALL RESPONDENTS)

4. Next, I am going to read you a list of different utilities you may use. For each one, I'd like you to tell me whether you think the price you pay for that service is reasonable or unreasonable, given the value you receive. If you do not use a specific utility, please tell me that, too. **(IF REASONABLE/ UNREASONABLE, ASK: "Is that very REASONABLE/ UNREASONABLE or just somewhat?")** **(RANDOMIZE)**

		<u>VERY REAS.</u>	<u>SW REAS.</u>	<u>SW UNREAS.</u>	<u>VERY UNREAS.</u>	<u>DON'T USE</u>	(DON'T READ) <u>DK/NA</u>
[]a.	Water-----	27%	45%	14%	6%	3%	5%
[]b.	Garbage and recycling -----	26%	45%	11%	6%	6%	7%
[]c.	Electricity-----	13%	48%	21%	16%	0%	2%

MY NEXT QUESTIONS DEAL WITH ISSUES RELATED TO WATER SUPPLIES IN YOUR COMMUNITY.

5. First, who provides water services for your home? (**READ THE LIST OF THREE CHOICES AND RANDOMIZE**)

- (FREMONT RESIDENTS ONLY)**
- The City of Fremont -----6%
- (NEWARK RESIDENTS ONLY)**
- The City of Newark -----1%
- (UNION CITY RESIDENTS ONLY)**
- Union City-----1%

- (ALL RESPONDENTS)**
- The County of Alameda -----5%
- The Alameda County Water District ----- 70%

- (DON'T READ) Other -----2%**
- (DON'T READ) DK/NA----- 14%**

NOW I AM GOING TO ASK YOU SOME QUESTIONS SPECIFICALLY ABOUT YOUR WATER SERVICE. AS BACKGROUND, YOUR WATER SERVICE IS PROVIDED BY THE ALAMEDA COUNTY WATER DISTRICT, WHICH PROVIDES WATER TO THE CITIES OF FREMONT, NEWARK AND UNION CITY.

6. First, I'm going to read you a list of statements related to your water service. 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>S.W.</u> <u>AGREE</u>	<u>S.W.</u> <u>DISAG.</u>	<u>STR.</u> <u>DISAG.</u>	<u>(DK/NA)</u>
<input type="checkbox"/> a. I receive good value for what I pay for my water service. -----	29%	48%	13%	6%	5%
(SPLIT SAMPLE A ONLY)					
<input type="checkbox"/> b. I am willing to pay more for my water to ensure adequate water supplies through drought and emergencies. -----	17%	29%	26%	22%	5%
<input type="checkbox"/> c. I receive enough information from the Alameda County Water District for me to understand what services and projects am I paying for. -----	28%	33%	16%	16%	7%
(SPLIT SAMPLE B ONLY)					
<input type="checkbox"/> d. If everyone conserves water, water rates will have to increase to make up for that lost revenue. -----	18%	22%	29%	25%	6%
<input type="checkbox"/> e. When my water rates increase, the Alameda County Water District gives me enough information to understand why. -----	24%	28%	18%	17%	13%

(SPLIT SAMPLE A ONLY)

7. Next, I'm going to read you some Alameda County Water District responsibilities. For each item, please tell me how satisfied you are with the job the Water District is doing, using a one-to-five scale

where one means you are “not at all satisfied” and five means you are “very satisfied.” Feel free to use any number from one to five to express your opinion. **(RANDOMIZE AND RECORD SCORE)**
(REPEAT SCALE AS NECESSARY)

		NOT AT ALL		NEUT.		VERY		
	<u>MEAN</u> <u>SCORE</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	(DK/ NA)	
[]a. Educating residents on how to store and treat water in case of an earthquake or other emergency -----	3.2	15%	14%	24%	21%	20%	6%	
[]b. Providing information about the source of your water -----	3.5	10%	10%	24%	21%	29%	5%	
[]c. Educating residents on how to conserve water-----	3.8	5%	9%	21%	27%	35%	3%	
[]d. Providing sufficient water supplies during droughts-----	4.0	2%	3%	26%	24%	38%	6%	
[]e. Ensuring our water is safe to drink -----	3.9	5%	7%	21%	23%	41%	3%	
[]f. Responding to service disruptions, including leaks and water main breaks -----	3.8	3%	2%	30%	20%	26%	20%	

(SPLIT SAMPLE B ONLY)

8. Next, I’m going to read you some Alameda County Water District responsibilities. For each item, please tell me how important you feel each is for the Water District to do, using a one-to-five scale where one means “not at all important” and five means “very important.” Feel free to use any number from one to five to express your opinion. **(RANDOMIZE AND RECORD SCORE)** **(REPEAT SCALE AS NECESSARY)**

		NOT AT ALL		NEUT.		VERY		
	<u>MEAN</u> <u>SCORE</u>	<u>IMP.</u> <u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>IMP.</u> <u>5</u>	(DK/ NA)	
[]a. Educating residents on how to store and treat water in case of an earthquake or other emergency -----	4.3	4%	4%	13%	19%	58%	1%	
[]b. Providing information about the source of your water -----	4.2	4%	3%	18%	22%	52%	1%	
[]c. Educating residents on how to conserve water-----	4.2	4%	2%	17%	22%	54%	1%	
[]d. Providing sufficient water supplies during droughts-----	4.5	1%	0%	11%	20%	66%	1%	
[]e. Ensuring our water is safe to drink -----	4.8	2%	1%	4%	6%	88%	0%	
[]f. Responding to service disruptions, including leaks and water main breaks -----	4.6	0%	2%	11%	14%	71%	3%	

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME MORE QUESTIONS ABOUT YOUR WATER RATES.

9. Next, the Alameda County Water District’s current rate structure for single-family homes is uniform, meaning that everyone pays the same rate per gallon of water they use. However, the District is considering changing to a different rate structure in which those who use more water would pay more per gallon and those who use less water would pay less per gallon. Does this type of tiered rate structure for single-family homes sound like something you would support or oppose? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly SUPPORT/OPPOSE or just somewhat?”)**

TOTAL SUPPORT -----58%
 Strongly support ----- 33%
 Somewhat support ----- 25%

TOTAL OPPOSE -----36%
 Somewhat oppose----- 10%
 Strongly oppose ----- 25%

(DON’T KNOW/NA) -----6%

10. Next, I am going to read you four arguments in favor of the District creating a tiered rate structure for single-family homes. After I read all four, please tell me which one is the best reason for using a tiered rate structure. **(RANDOMIZE)** And which is the second-best reason? **(IF DK/NA ON FIRST CHOICE, CODE DK/NA FOR SECOND CHOICE) (IF SAYS NONE IN FIRST CHOICE, CODE NONE IN SECOND CHOICE) (IF UNWILLING TO CHOOSE, BUT SAYS ALL, CODE ALL IN FIRST AND DK/NA IN SECOND)**

	<u>1st CHOICE</u>	<u>2nd CHOICE</u>
[]a. (INCENTIVES) It will create incentives for heavy water users to use less water-----	33%	20%
[]b. (LITTLE CHANGE) Most customers will see little to no change in their water bills -----	10%	11%
[]c. (USE LESS/PAY LESS) Those who use less water will pay less per gallon than those who use more water -----	24%	22%
[]d. (SMALLER RATE INCREASES) It will help avoid large "across the board" rate increases -----	11%	19%
(DON'T READ) Other (SPECIFY) _____	1%	0%
(DON'T READ) All-----	4%	0%
(DON'T READ) None-----	14%	17%
(DON'T READ) DK/NA-----	4%	10%

11. Now I am going to read you a list of infrastructure projects that could be undertaken by the Alameda County Water District with additional funding. As I read each one, please tell me how important it is to

you that each project be undertaken: extremely important, very important, somewhat important, or not important. (RANDOMIZE)

	<u>EXT.</u> <u>IMP.</u>	<u>VERY</u> <u>IMP.</u>	<u>S.W.</u> <u>IMP.</u>	<u>NOT</u> <u>IMP.</u>	<u>(DON'T</u> <u>READ)</u> <u>DK/NA</u>
[]a. Ensuring fire hydrants have enough water pressure to help fight fires-----	64%	29%	5%	1%	0%

(SPLIT SAMPLE A ONLY)

[]b. Upgrading deteriorating portions of the water delivery system -----	44%	35%	14%	3%	4%
[]c. Upgrading the water delivery system to protect against earthquakes-----	42%	37%	16%	3%	1%

(SPLIT SAMPLE B ONLY)

[]d. Upgrading portions of the water delivery system before they deteriorate -----	36%	45%	17%	1%	1%
[]e. Upgrading the water delivery system to critical facilities – such as hospitals - to protect against earthquakes -----	45%	38%	15%	0%	1%

(RESUME ASKING ALL RESPONDENTS)

NOW I AM GOING TO ASK YOU SOME QUESTIONS ABOUT THE INFORMATION YOU MAY RECEIVE FROM THE WATER DISTRICT.

12. First, does your household receive a water bill from the Alameda County Water District?

Yes -----(ASK Q13)--78%
No -----(SKIP TO Q15)--18%
(DON'T READ) DK/NA----- (SKIP TO Q15)--4%

(ASK Q13 IF "YES" – CODE 1 – IN Q12)

13. Next, three times each year the Alameda County Water District includes a newsletter called "The A-C-W-D Aqueduct" in its water bills. Do you recall having received this newsletter in the past?

Yes -----(ASK Q14)--72%
No -----(SKIP TO Q15)--21%
(DON'T READ) DK/Refused----- (SKIP TO Q15)--7%

(ASK Q14 IF "YES" – CODE 1 – IN Q13)

14. How helpful did you find "The A-C-W-D Aqueduct" in learning about water and water issues in your community? **(READ LIST IN ORDER)**

Very helpful ----- 33%
Somewhat helpful----- 52%
Not helpful -----4%
(DON'T READ) Don't read it -----9%
(DON'T READ) DK/Refused-----2%

(RESUME ASKING ALL RESPONDENTS)

15. Next, have you visited the Alameda County Water District's website in the past two years?

Yes ----- 16%
No ----- 84%
(DON'T READ) DK/Refused-----0%

16. Next, I'm going to read you a list of sources from which people get information about local news. For each, I'd like you to tell me how often you use it to get information about local news: frequently, occasionally, rarely, or never. **(RANDOMIZE)**

	<u>FREQ.</u>	<u>OCCAS.</u>	<u>RARELY</u>	<u>NEVER</u>	<u>(DK/NA)</u>
(SPLIT SAMPLE A ONLY)					
[]a. Television news-----	67%	21%	5%	6%	0%
[]b. Internet websites, including blogs -----	27%	19%	15%	39%	0%
[]c. <i>The San Francisco Chronicle</i> -----	7%	17%	27%	50%	0%
[]d. <i>The Argus</i> -----	22%	15%	15%	49%	0%
[]e. <i>The Fremont Bulletin</i> -----	7%	22%	19%	51%	0%

(SPLIT SAMPLE B ONLY)					
[]f. Radio programs-----	28%	32%	11%	29%	0%
[]g. Local city Patches -----	7%	7%	13%	61%	12%
[]h. <i>The San Jose Mercury-News</i> -----	12%	20%	19%	48%	1%
[]i. <i>The Oakland Tribune</i> -----	3%	10%	14%	73%	0%
[]j. <i>The Tri-City Voice</i> -----	9%	24%	18%	48%	1%

(RESUME ASKING ALL RESPONDENTS)

17. Now, I am going to read you a list of ways the Alameda County Water District may communicate with you. For each one I mention, please tell me whether you would definitely pay attention, maybe pay attention, or definitely not pay attention to information from the Water District if it were presented to you in that way. **(RANDOMIZE)**

	<u>DEFINITELY</u> <u>PAY ATT.</u>	<u>MAYBE</u> <u>PAY ATT.</u>	<u>DEF. NOT</u> <u>PAY ATT.</u>	<u>(DON'T</u> <u>DK/NA)</u>
(SPLIT SAMPLE A ONLY)				
[]a. Direct mailings separate from your water bill -----	57%	32%	10%	1%
[]b. Twitter -----	4%	7%	85%	4%
[]c. Newspapers-----	34%	39%	26%	0%
[]d. The District's website-----	9%	36%	54%	1%

(SPLIT SAMPLE B ONLY)				
[]e. Email -----	29%	36%	33%	2%
[]f. Facebook-----	8%	25%	64%	2%
[]g. An insert in your water bill -----	54%	28%	12%	6%
[]h. YouTube -----	9%	19%	68%	3%

(RESUME ASKING ALL RESPONDENTS)

18. Next, how would you prefer the Alameda County Water District contact you in the case of an emergency that requires you to take immediate action? **(READ LIST IN RANDOM ORDER)**

- Facebook -----2%
- Twitter -----1%
- Email -----12%
- Text message-----11%
- Automated phone call -----71%
- (DON'T READ)** Other -----2%
- (DON'T READ)** DK/Refused-----1%

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

19. Do you currently reside in a single family home, condominium or town-home, apartment or mobile home?

- Single family home -----74%
- Condominium or town-home -----12%
- Apartment -----12%
- Mobile home-----1%
- (OTHER – SPECIFY)** -----0%
- (DK/NA)**-----0%

20. With which racial or ethnic group do you identify yourself: Latino or Hispanic, African-American or Black, White or Caucasian, Asian or Pacific Islander, or some other ethnic or racial background? **(IF ASIAN OR PACIFIC ISLANDER, ASK: “Are you Indian, Chinese, Filipino—or of some other Asian background?”)**

- Latino/Hispanic -----12%
- African-American/Black-----5%
- White/Caucasian -----37%
- Indian -----9%
- Chinese -----10%
- Filipino -----7%
- Other Asian/Pacific Islander -----12%
- Other -----5%
- (DON'T READ)** DK/NA/Refused-----3%

21. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2010?

\$30,000 and under -----	10%
\$30,001 - \$60,000-----	21%
\$60,001 - \$90,000-----	15%
\$90,001 - \$120,000-----	13%
\$120,001 - \$150,000-----	7%
More than \$150,000 -----	8%
(DON'T READ) Refused -----	27%

THANK AND TERMINATE

SEX (BY OBSERVATION): Male----- 49%
 Female----- 51%

LANGUAGE (BY OBSERVATION): English----- 96%
 Spanish -----2%
 Chinese (Mandarin) ----- 1%

Phone # _____ Interviewer _____

ZIP CODE _____ FIPS CODE _____

COUNTY _____