

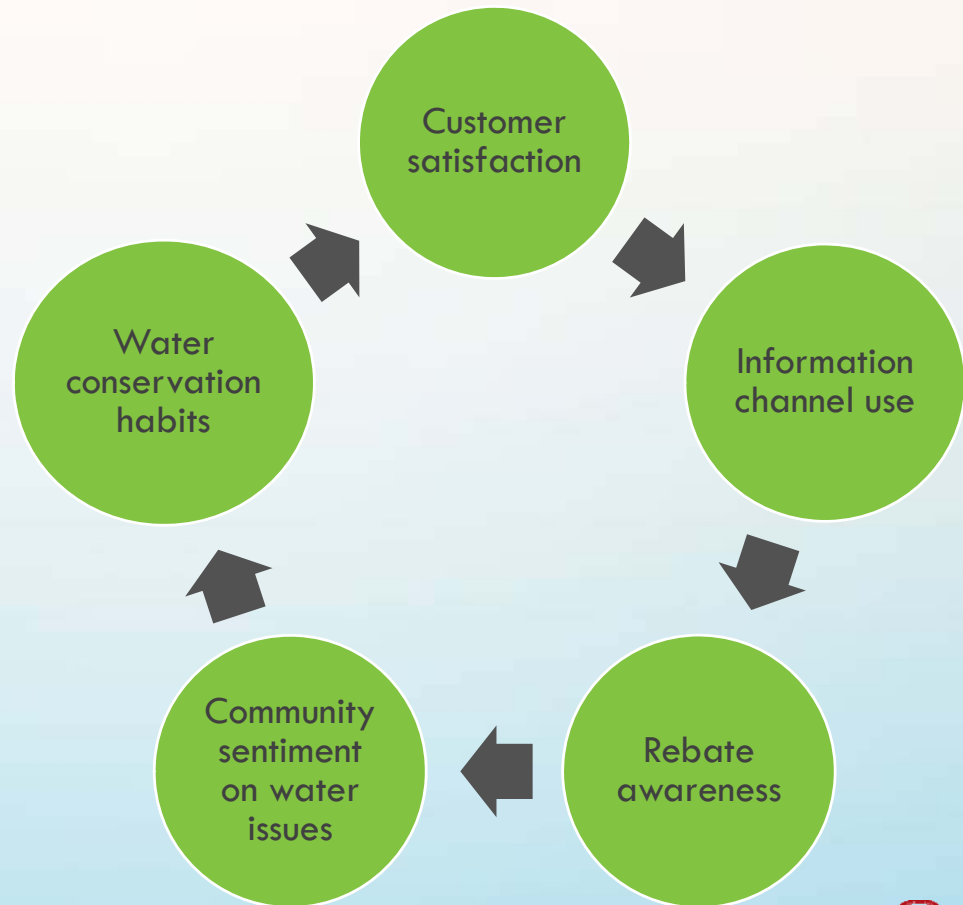
SCV
WATER

SANTA CLARITA VALLEY WATER AGENCY

2019 ATTITUDE & AWARENESS STUDY

STUDY OBJECTIVES

- Provide baseline comparison to similar studies by CLWA between 2012 and 2017.
- The 2019 Attitude and Awareness study measures:

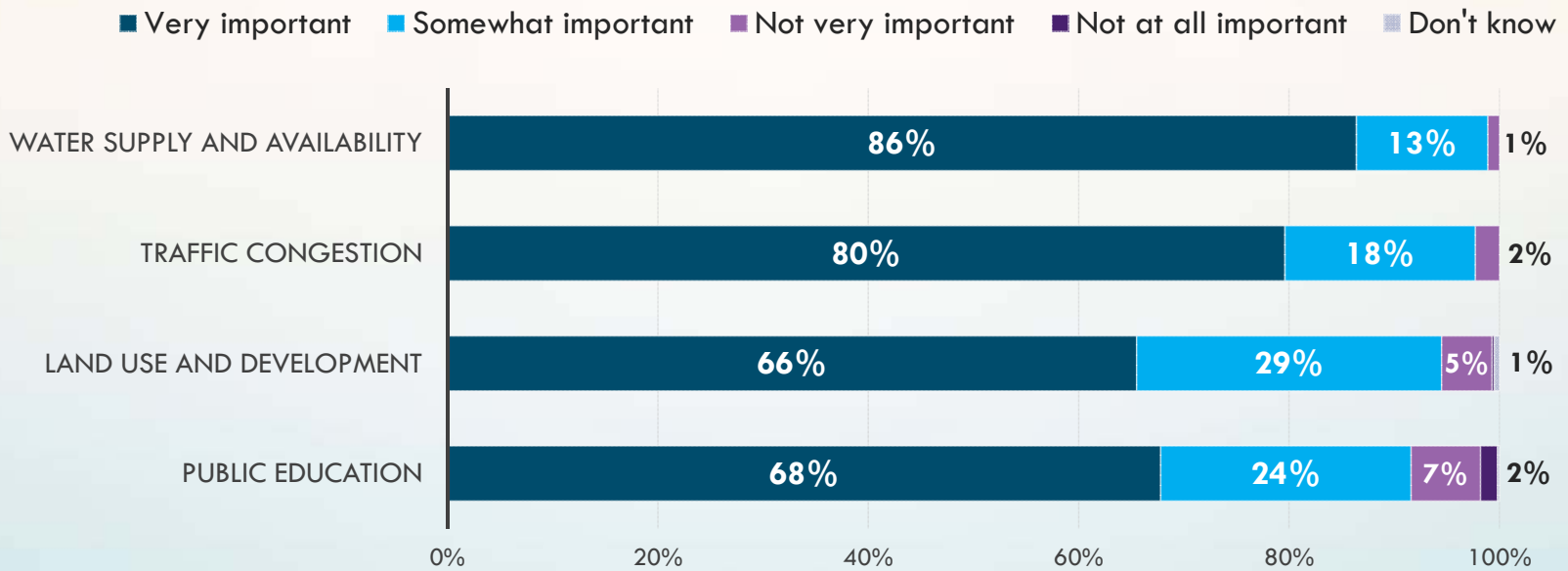


METHODOLOGY

- Survey timeline: February 14 – March 4, 2019
- 100% online, via email invitations
- Sample size – 441 completed
- Margin of error of $\pm 4.7\%$ at a 95% confidence that results are representative of all SCV Water customers

Division	Residential customer accounts	Survey participants	Surveys	E-mails sent	Participation rate
Newhall	14%	13%	58	1,157	5%
Santa Clarita	39%	36%	160	2,473	6%
Valencia	47%	51%	223	3,883	6%

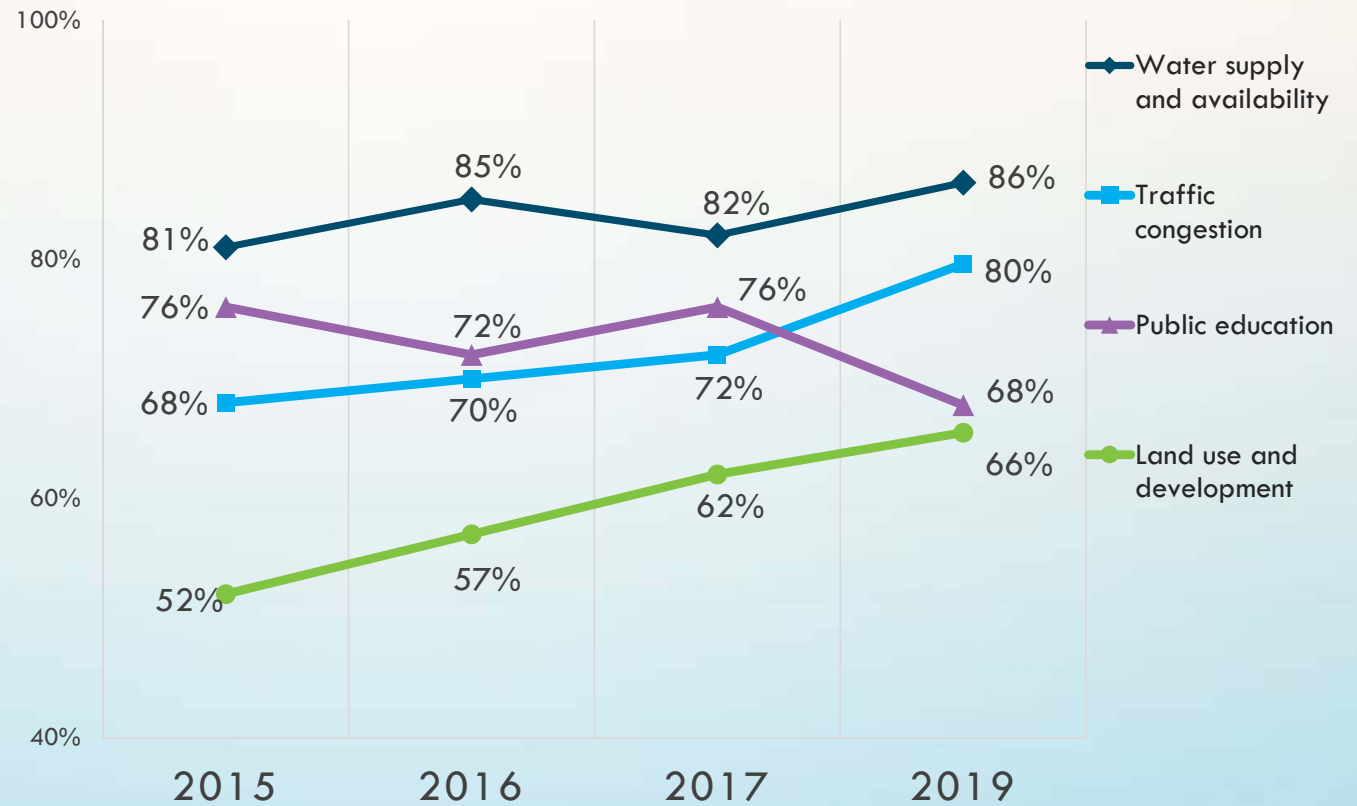
RELATIVE IMPORTANCE OF ISSUES



Issue	Very PLUS Somewhat	Change from 2017
Water Supply/Avail	99%	+3 from 2017
Traffic Congestion	98%	+2 from 2017
Land Use Development	95%	+5 from 2017

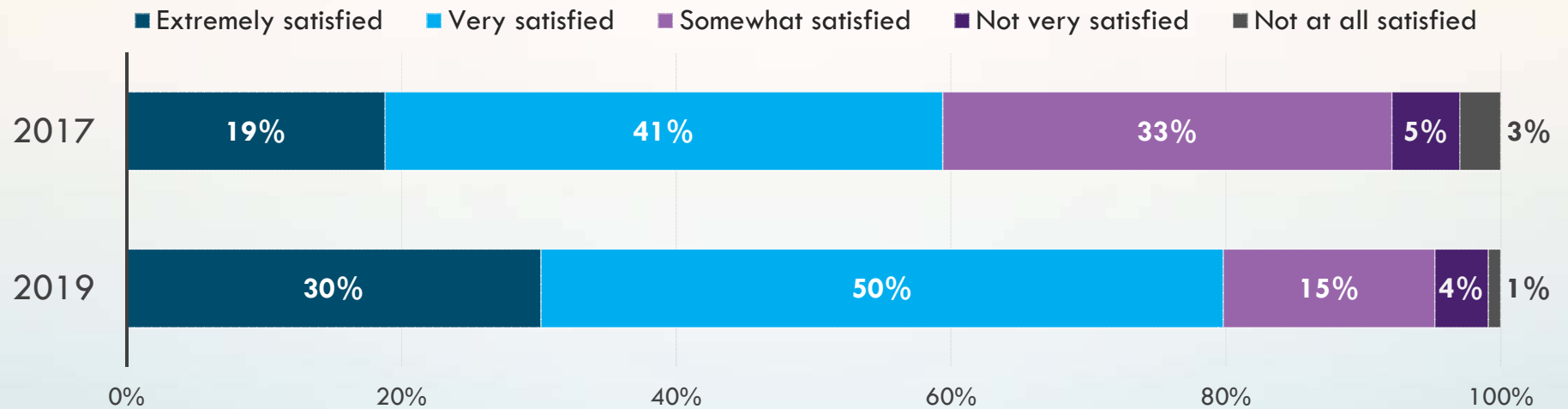
RELATIVE IMPORTANCE OF ISSUES BY YEAR

Percent 'very important'



- Water supply remains the top concern of the community (86%).

OVERALL SATISFACTION WITH SCV WATER SERVICE



- **80% of customers are very or extremely satisfied**
- Significantly higher than 2017 (60% from the previous study conducted by CLWA).

CUSTOMER SATISFACTION

Customer
satisfaction

Significantly higher than in prior studies.

Overall satisfaction jumped to 80% from 60% in 2017.

Four attributes of at least 75% satisfaction:

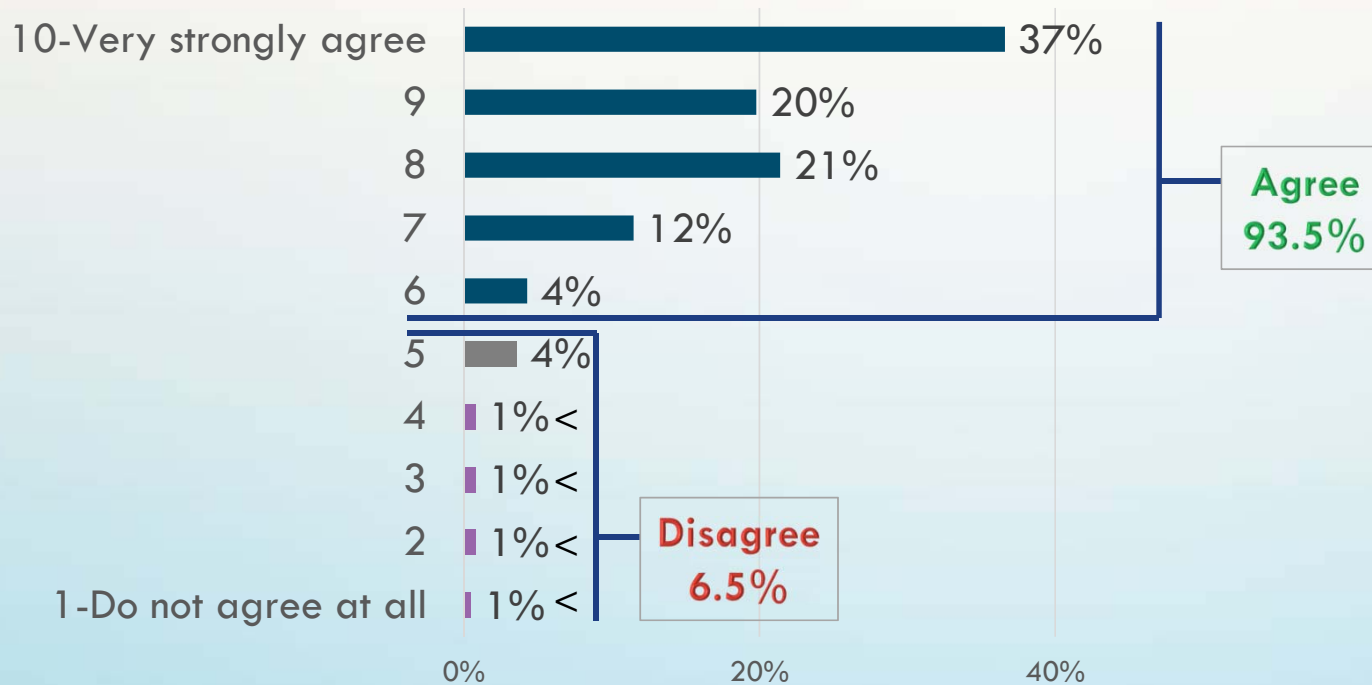
- Providing a reliable water supply (87%)
- Communications from SCV Water (80%)
- Customer service (80%)
- Providing clean water (75%)

Attributes below 75% satisfaction are:

- Providing responsible resource management (72%)
- Providing water at a reasonable cost (54%)

CUSTOMER OUTREACH & COMMUNICATION

Customer agreement:
"Information I receive from SCV Water is accurate and reliable."



- The vast majority (94%) of SCV Water customers agree they receive accurate and reliable information from SCV Water.

COMMUNICATION METHODS

Information
channel use

Customers identified how they receive their information and their preferred communication channels:

- Water Currents (71%) and monthly bill message (58%) are the most commonly received information pieces.
- They are also the most desired communications channels:
Water Currents (63%)
Monthly bill message (44%).

CRITICAL WATER ISSUES

Community awareness of California WaterFix

No statistical change in customer awareness of the California WaterFix*:

- 19% awareness in 2019, compared to 21% awareness in 2017

(Also identified as Bay Delta Conservation Plan, BDCP, and twin tunnels.)

Community sentiment on water tax and fees

Customers were asked about their willingness to support fees/taxes for the control of invasive species.

- 40% do not support any increase.
- 40% not sure/don't know enough
- 21% are willing to add \$1.00 or more per month to remove invasive plant species (down from 44% in 2017).

CONSERVATION

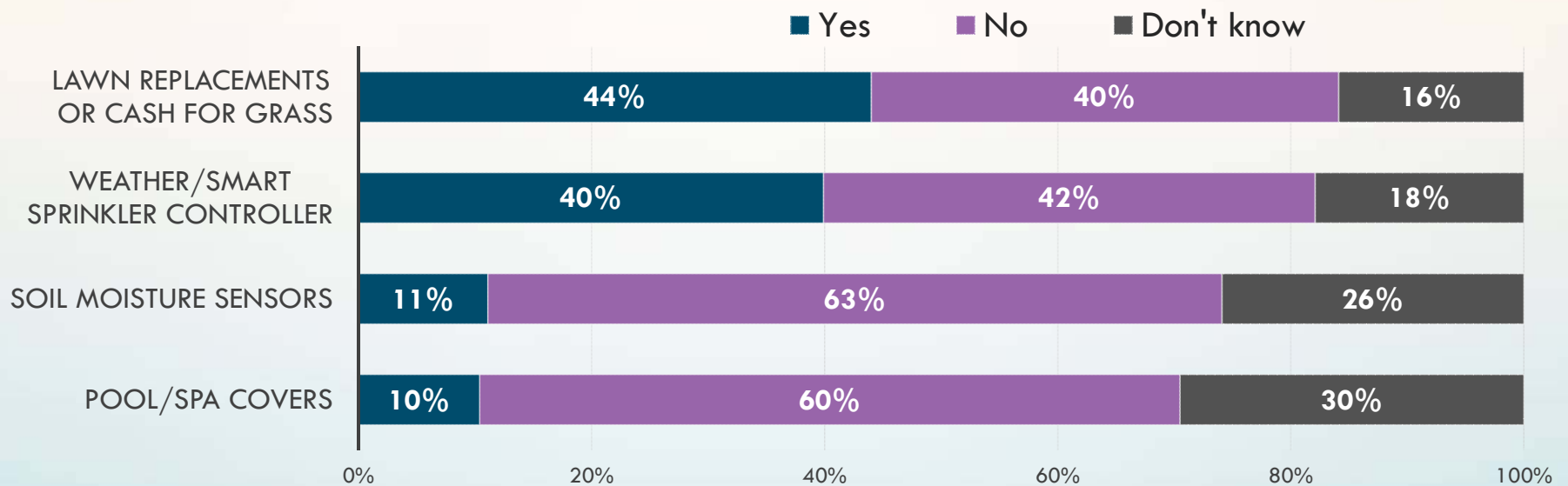
- GENERAL CONSERVATION

- 97% of SCV water customers say it is at least 'necessary' to conserve water at home
- 97% of SCV water customers also say household water conservation is priority, up four points from 2017

- CONSERVATION TIPS

- 90% of SCV water customers recalled hearing or seeing a water conservation tip in the last year, up 12 points from 2017

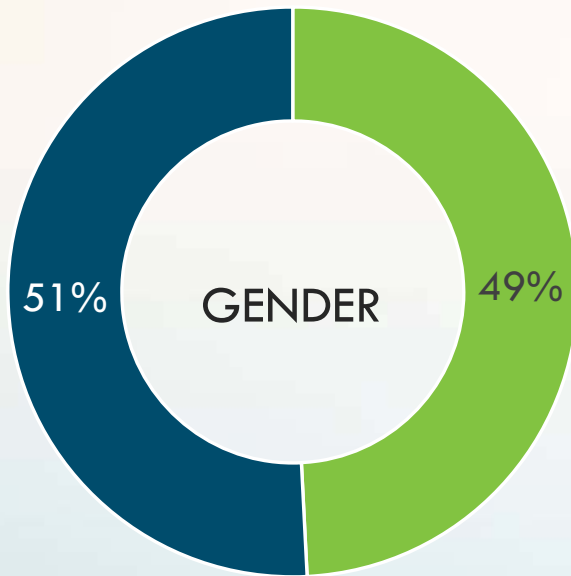
CONSERVATION: REBATE AWARENESS



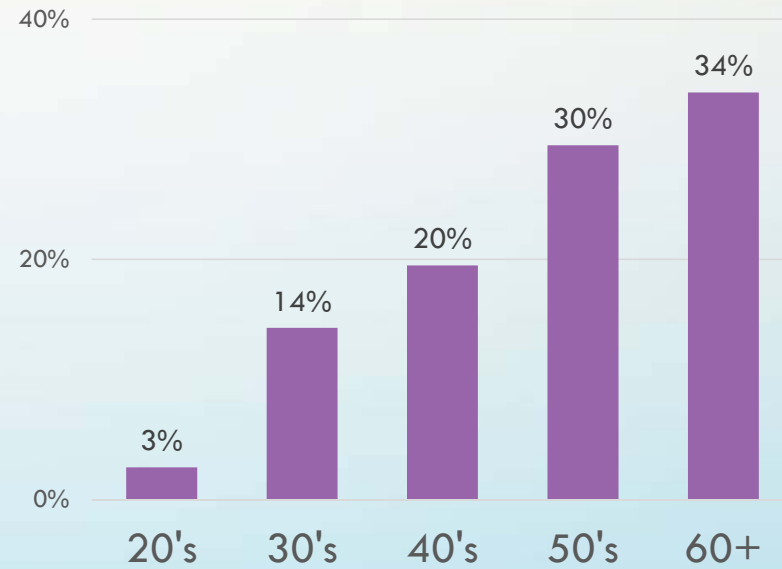
- Changes in rebate awareness since 2017:
 - Lawn replacements: + 3
 - Weather/smart sprinkler controllers: + 7
 - Soil moisture sensors: - 11%
 - Pool/spa covers: - 7

DEMOGRAPHICS

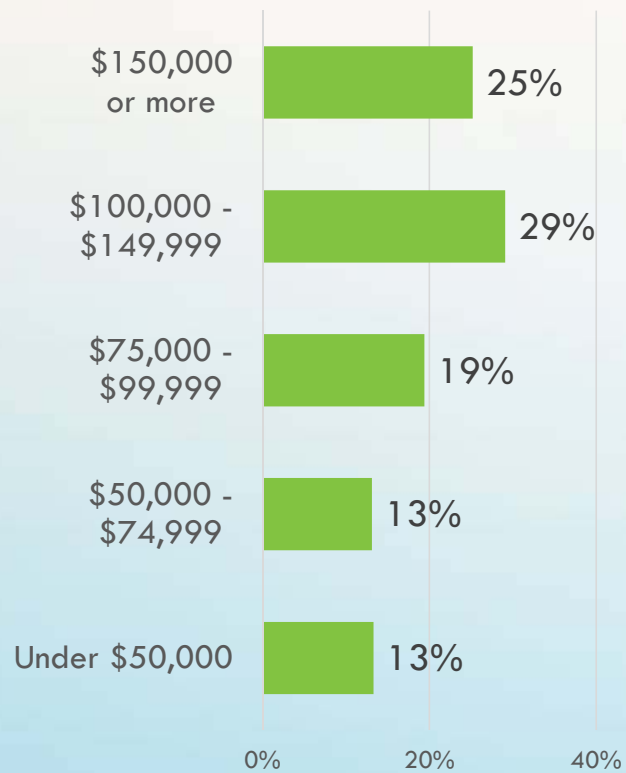
■ Male
■ Female



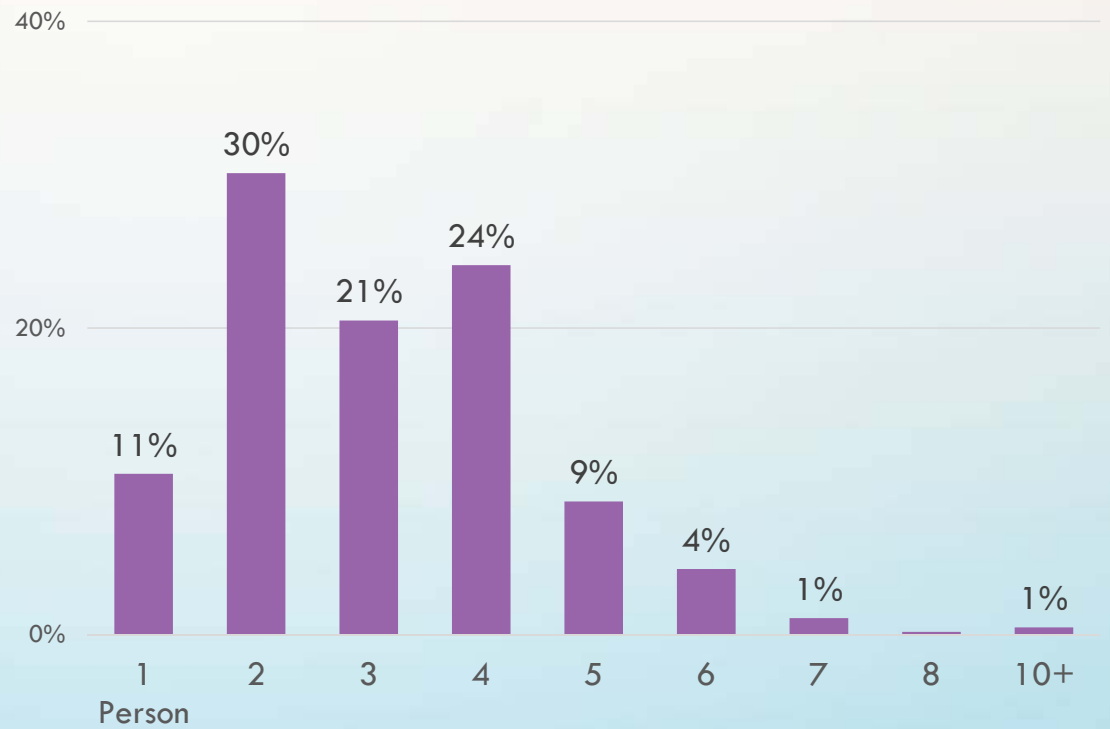
AGE



ANNUAL HOUSEHOLD INCOME



HOUSEHOLD SIZE



EMPLOYMENT STATUS

