

SCV
WATER

SANTA CLARITA VALLEY WATER AGENCY

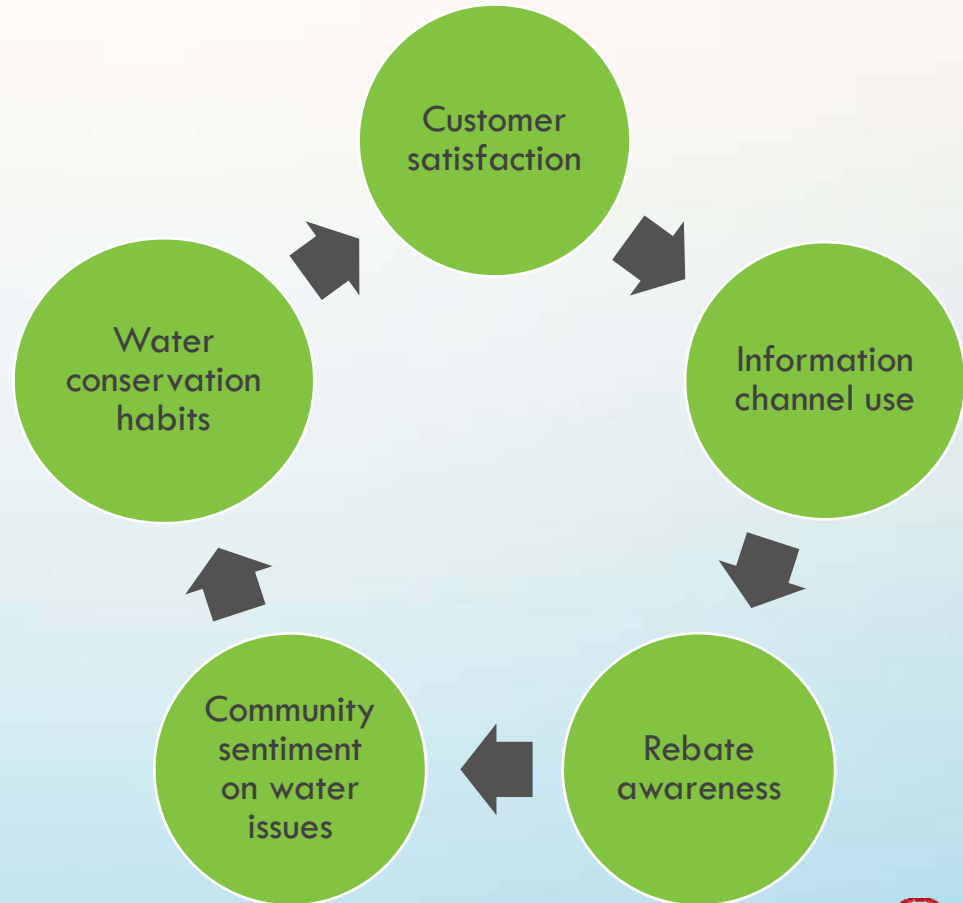
2019 ATTITUDE & AWARENESS STUDY

SCV WATER

- SCV Water is the result of a three-year collaborative process that began with a vision and rose from negotiations. It was shaped by public workshops, honed into agreement and was further refined in legislation as SB 634.
- The new, unified water agency is designed to streamline resources, increase efficiencies and have the opportunity to better serve customers.

STUDY OBJECTIVES

- The 2019 Attitude and Awareness study follows a series of similar studies that were periodically conducted between 2012 and 2017.
- The 2019 Attitude and Awareness study and will measure:



METHODOLOGY

- The 2019 study was conducted from February 14 – March 4 and provides a current snapshot of customers.
- Invitations were emailed to customers to seek their opinions.
- Emails were sent in proportion to each water division to create a sample representative of all SCV Water customers.
- 441 surveys were conducted providing a margin of error of $\pm 4.7\%$ at a 95% confidence level.
- The 2019 methodology uses an online SCV Water customer sample provided by SCV Water.
- Comparisons are made with previous studies conducted by CLWA when possible.
- Totals may not equal 100% due to rounding or multiple response questions.

METHODOLOGY

Division	Residential customer accounts	Survey participants	Surveys
Newhall Water	14%	13%	58
Santa Clarita Water	39%	36%	160
Valencia Water	47%	51%	223

Throughout this report survey results reflect SCV Water as a whole

KEY FINDINGS

Community
sentiment
on water
issues

Customers were asked to rate the importance of four community issues and the importance of issues has shifted since 2017.

- Water supply remains the top concern of the community with 86% of customers saying it is very important-up 4 points.
- Traffic congestion is now the number 2 issue with 80% of customers saying it is very important-up 8 points.
- Education has fallen to the number 3 spot declining to 68% from 76%.
- Land use and development (66%) has increased by four points.

KEY FINDINGS

Customer
satisfaction

Customer satisfaction with service provided by SCV Water is significantly higher than in prior studies.

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

Four attributes garnered satisfaction ratings of at least 75%

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

Attributes falling below 75% satisfaction are:

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

KEY FINDINGS



Information
channel use

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

- 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%).

KEY FINDINGS

Community
awareness
of
California
WaterFix

There is no change in customer awareness of the California WaterFix.

- 19% of customers are aware of the California WaterFix statistically unchanged from 2017 (21%)

KEY FINDINGS

Community
sentiment
on water
tax and
fees

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

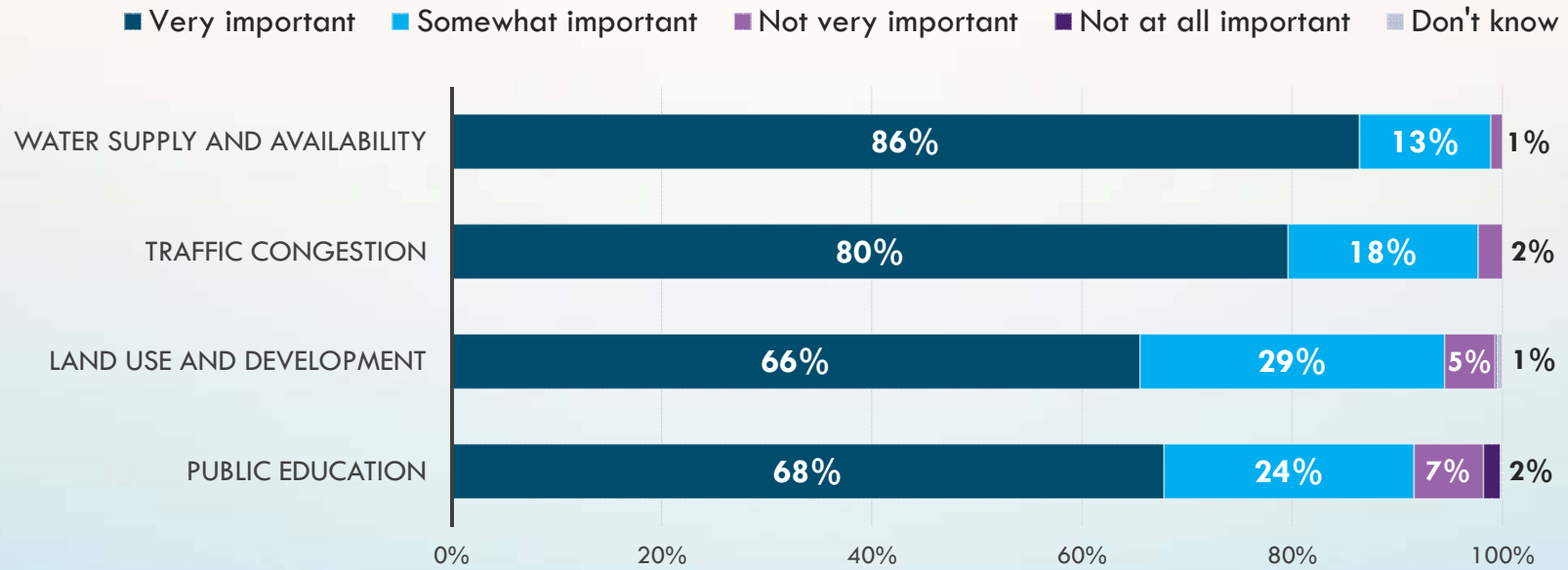
Invasive Species

- Almost half of customers (45%) do not support any increase.
- 28% are willing to increase their bill of \$1.00 or more per month to remove invasive plant species such as Arundo Donax, down from 44% in 2017.

DETAILED FINDINGS

RELATIVE IMPORTANCE OF ISSUES

Percent 'very important' and 'somewhat important'

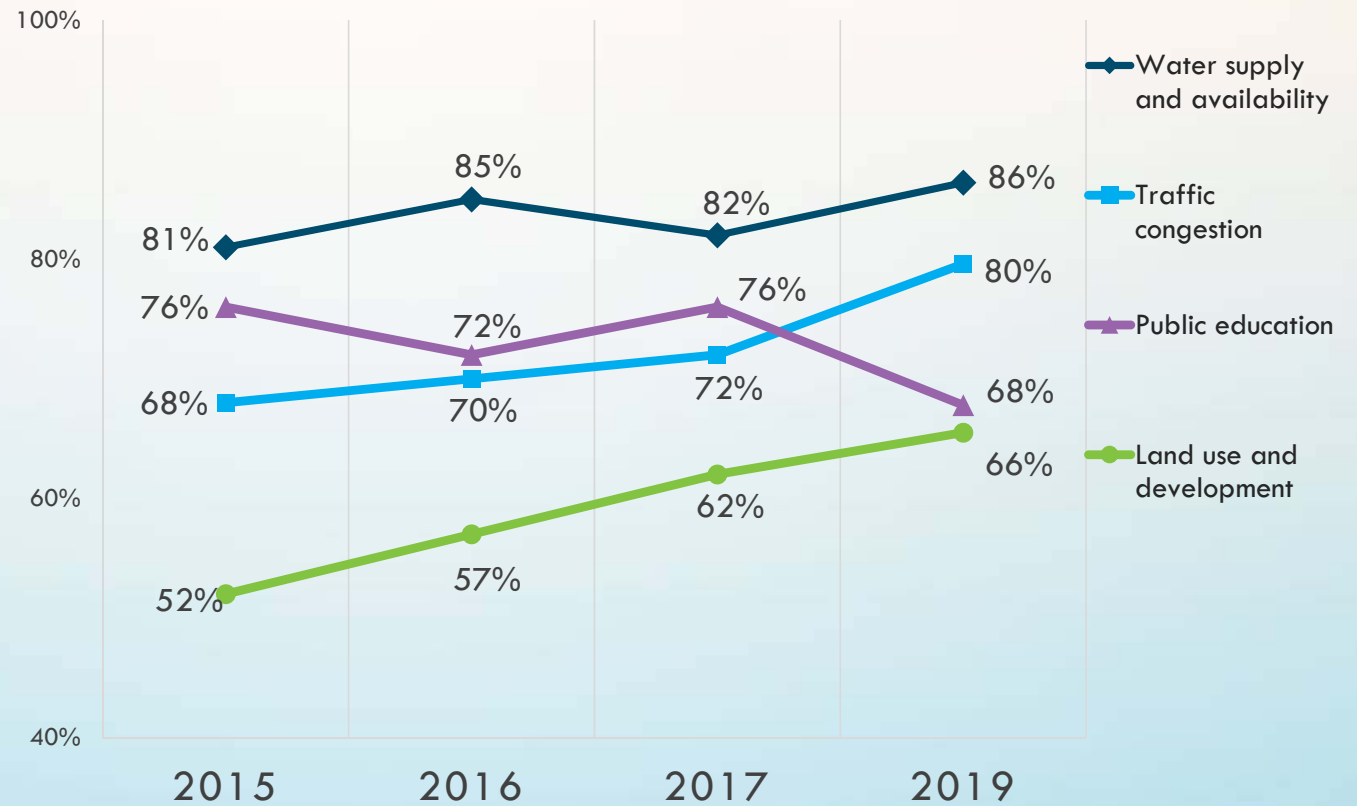


Importance ranking by combining 'very important' and 'somewhat important':

1. Water supply and availability (99%) up three points from 2017
2. Traffic congestion (98%) up two points from 2017
3. Land use and development (95%) up five points from 2017
4. Public education (92%) down one point from 2017.

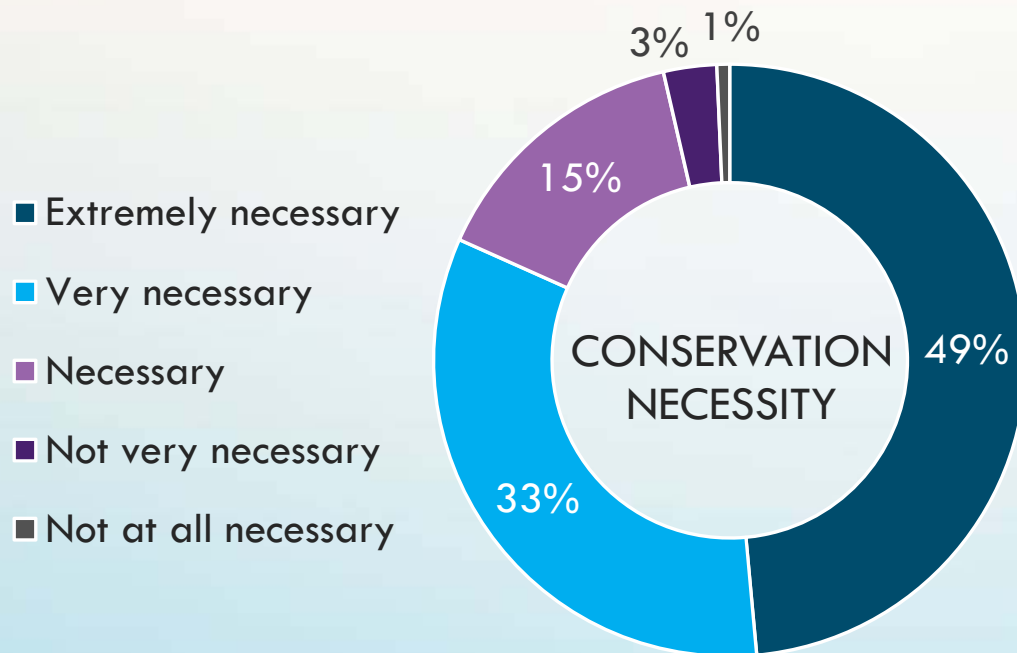
RELATIVE IMPORTANCE OF ISSUES BY YEAR

Percent 'very important'



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

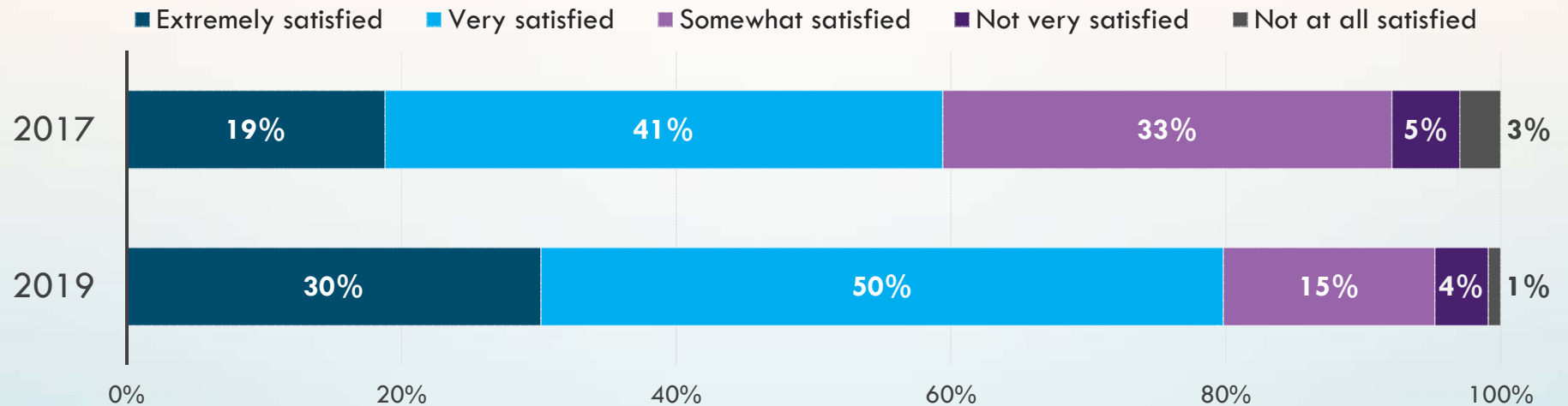
NEED FOR CALIFORNIA HOMES TO CONSERVE WATER



- 97% of SCV Water customers say it is at least ‘necessary’ to conserve water at home, and half (49%) say it is ‘extremely necessary.’
- 97% of SCV Water customers also say household water conservation is ‘a high priority’ or ‘somewhat of a priority,’ up four points from 2017.

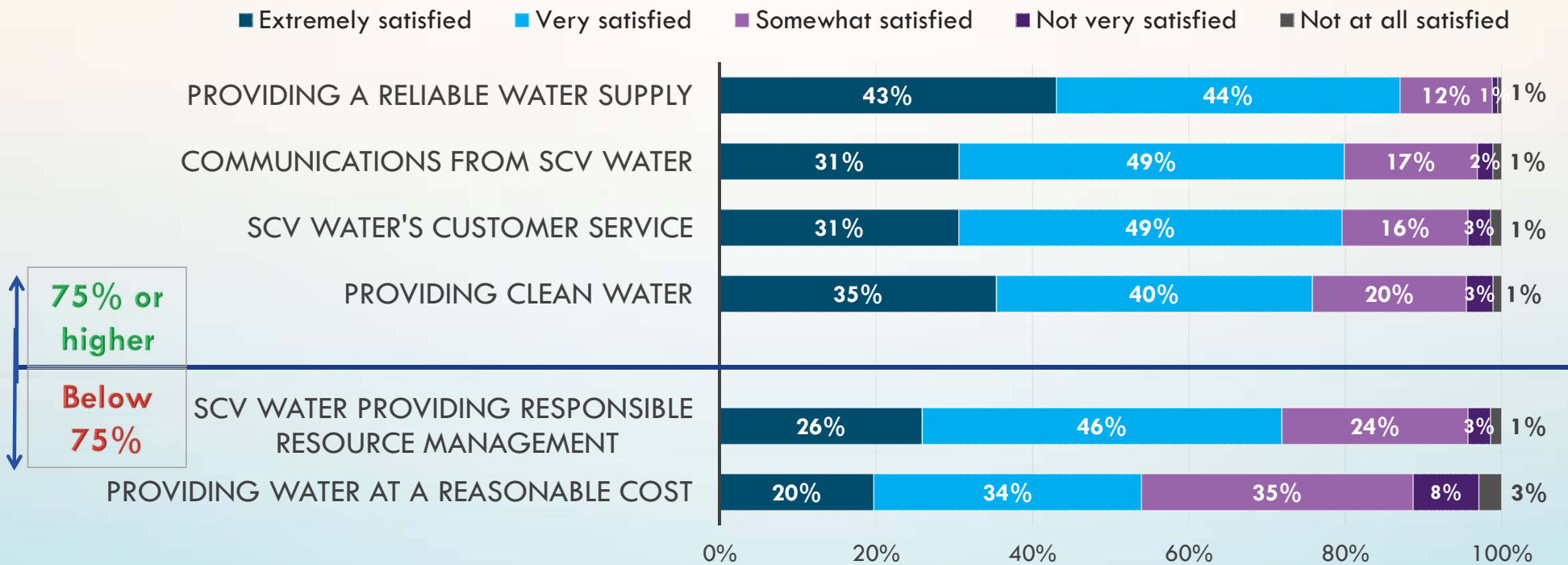
OVERALL SATISFACTION

Percent 'extremely satisfied' and 'very satisfied'



- More than three-quarters (80%) of customers are very or extremely satisfied with their SCV Water service, which is significantly higher than in 2017 (60%) from the previous study conducted by CLWA.

CUSTOMER SATISFACTION

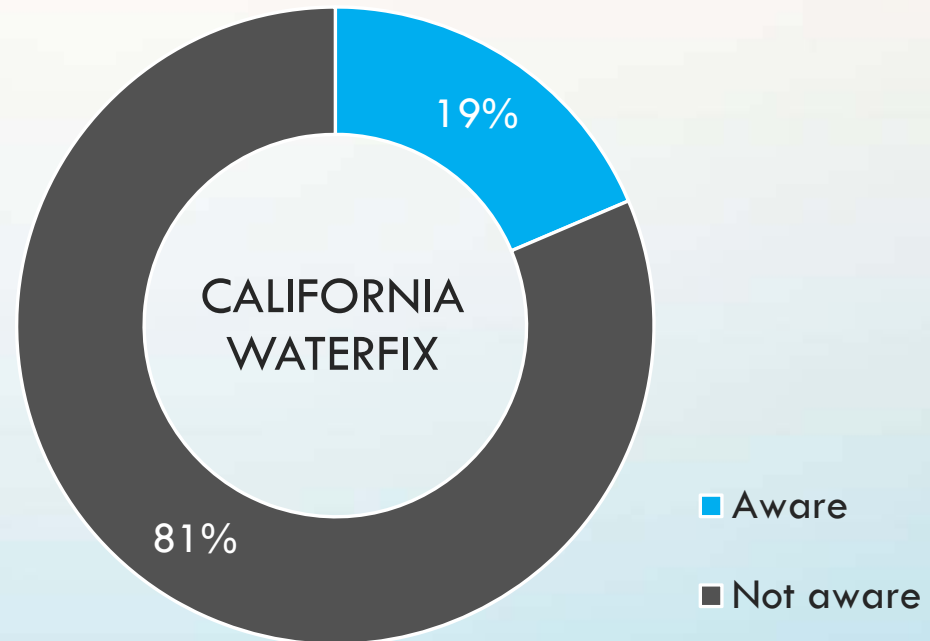


- When combining 'extremely satisfied' and 'very satisfied,' satisfaction is highest for:
 - Providing a reliable water supply (87%) and lowest for:
 - Providing water at a reasonable cost (54%).



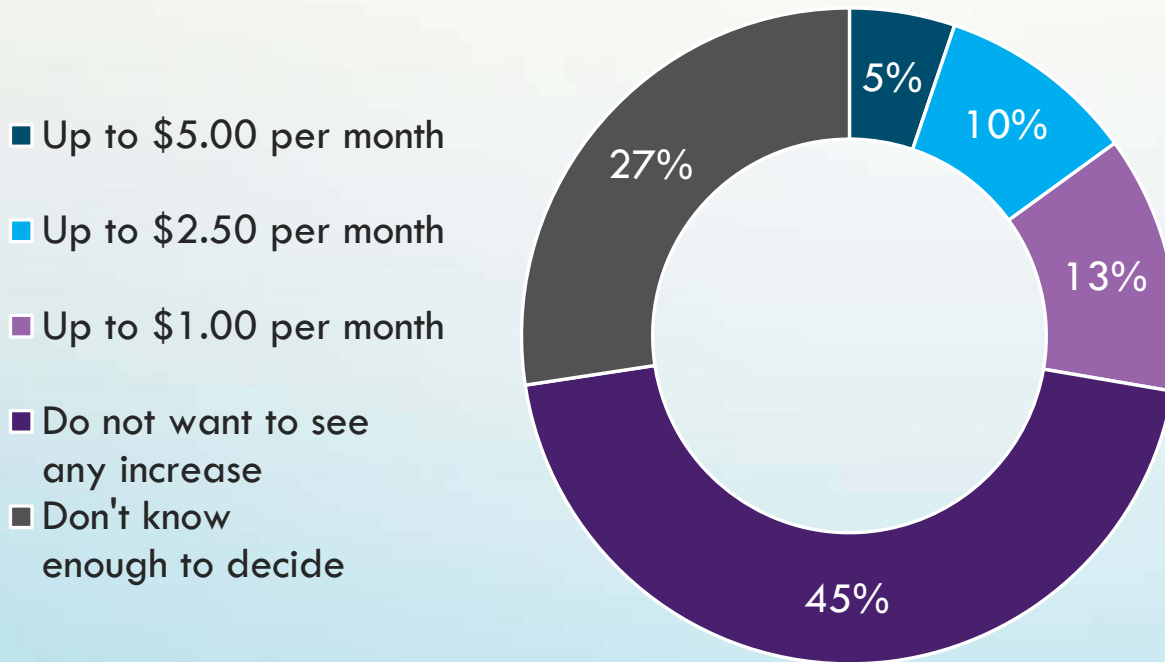
CALIFORNIA WATERFIX AWARENESS

- 19% of SCV customers are aware of the California WaterFix down two points from 2017.
- Also identified as Bay Delta Conservation Plan, BDCP, and Twin Tunnels.



ARUNDO DONAX REMOVAL

Willingness to remove Arundo Donax through increasing water bill:

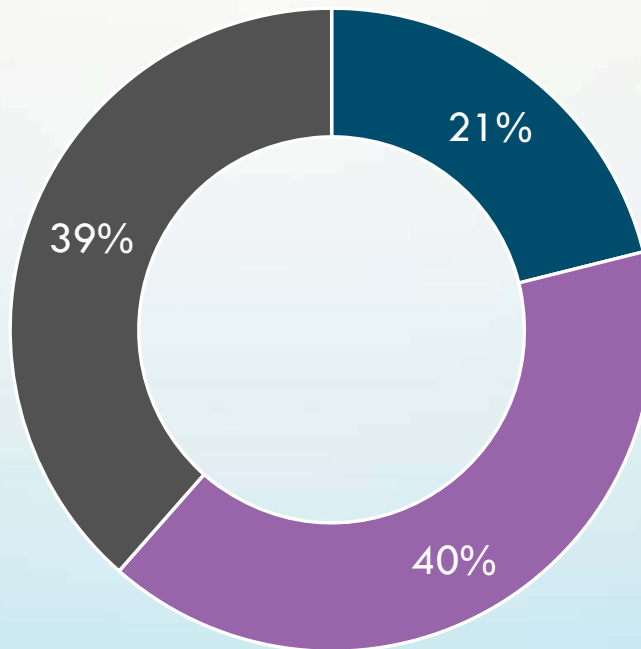


- Approximately one-quarter (28%) of SCV Water customers are willing to increase their bill by at least \$1.00 per month compared to 44% in 2017.

WATER TAX/FEE SUPPORT

Willingness to support CA impacted communities water clean up by increasing bill:

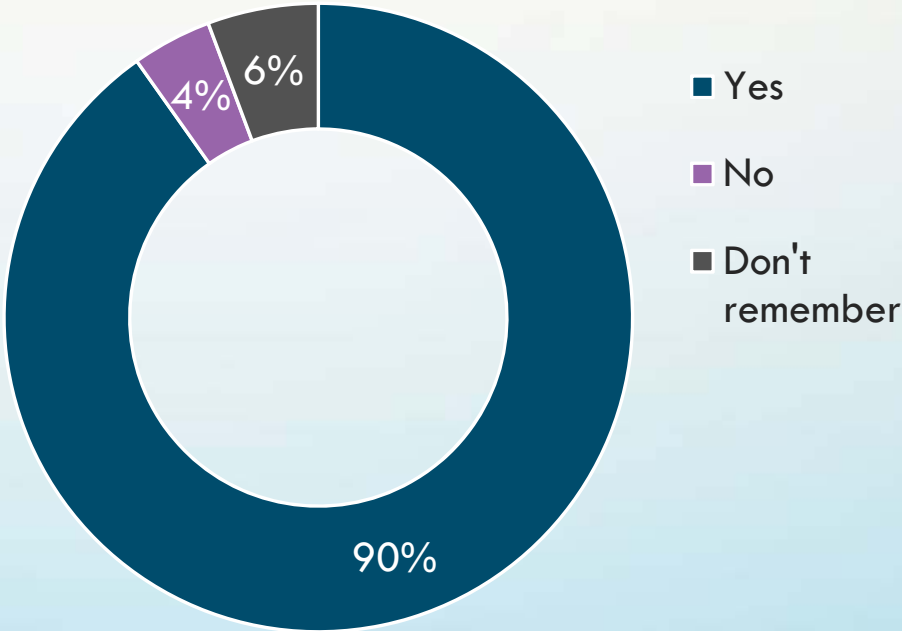
- By a margin of 2:1 customers are currently not willing to support the fee.
- However, 40% are undecided.



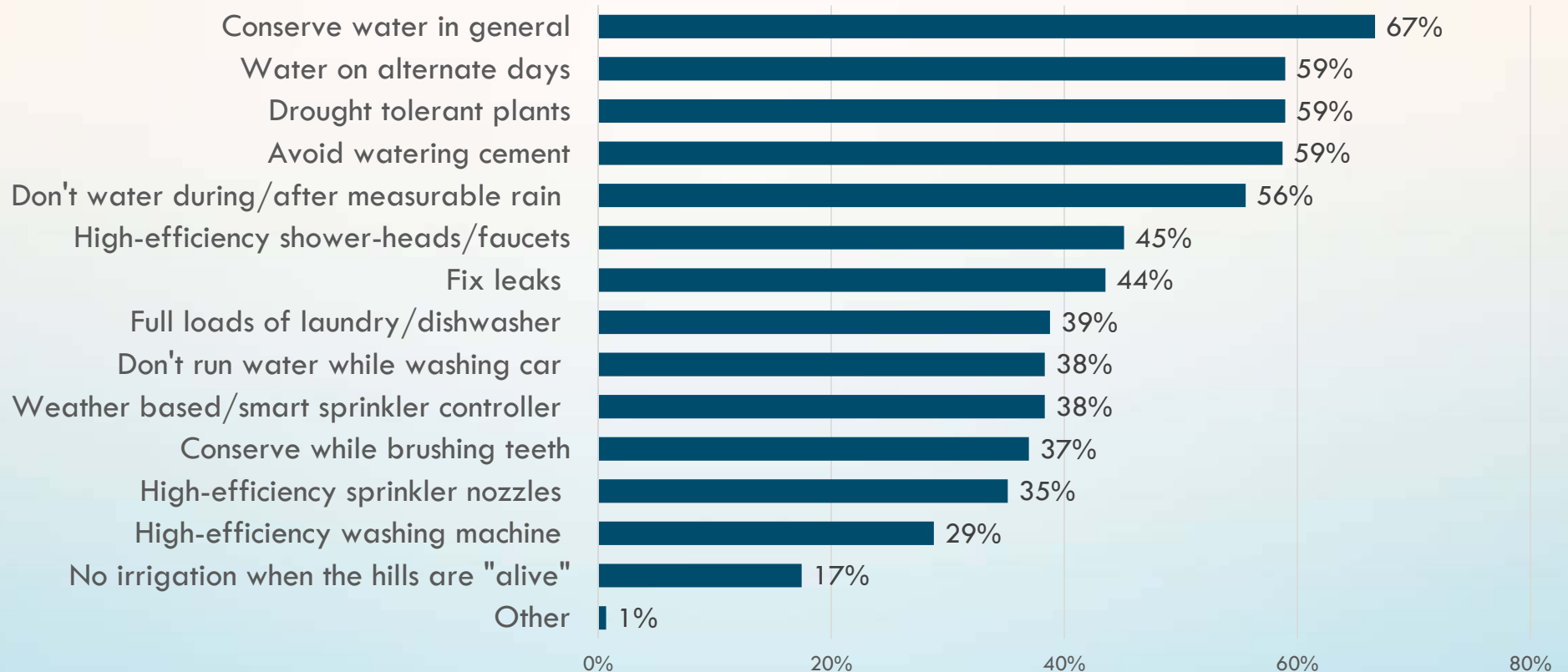
- Support \$1 /month
- Don't support a fee or tax
- Not sure/don't know enough

SEEN OR HEARD WATER TIPS IN LAST YEAR

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



SEEN OR HEARD WATER TIPS IN LAST YEAR

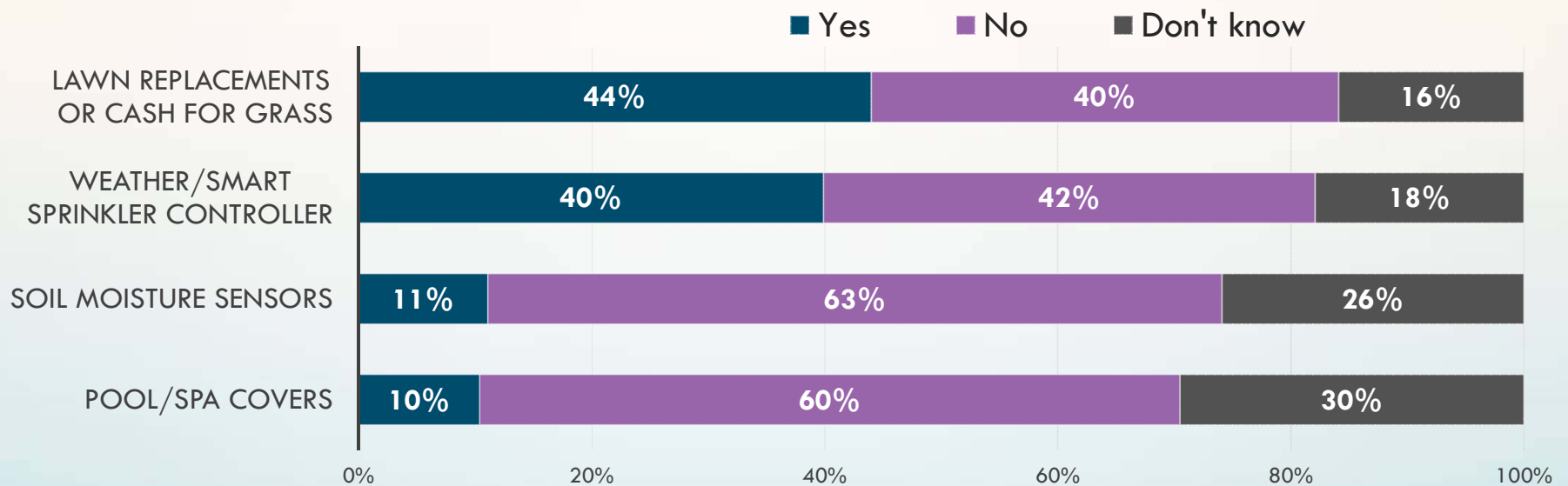


- Approximately two-thirds of all customers (67%) say they heard tips on 'conserving water in general.'

* This question is multiple response therefore answers may not add up to 100%.



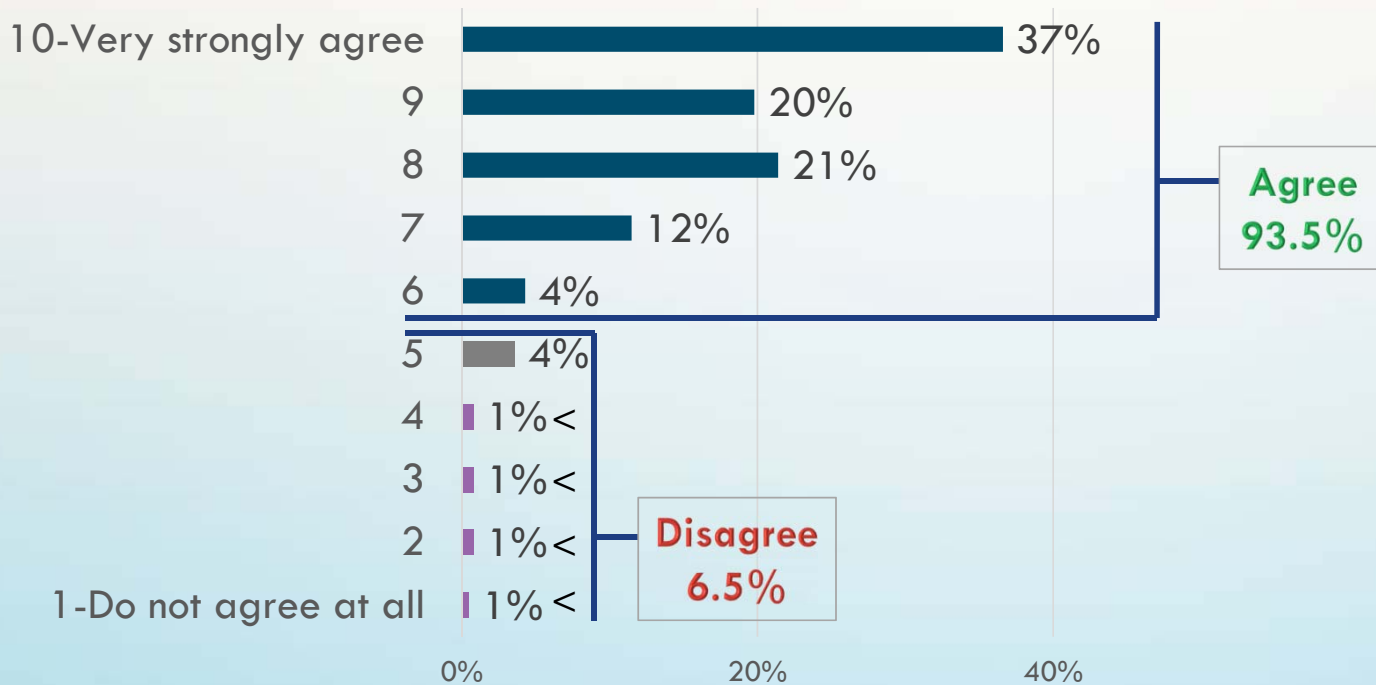
REBATE AWARENESS



- Rebate awareness is highest for:
 - Lawn replacements (44%) up three points from 2017
 - Weather/smart sprinkler controllers (40%) up seven points from 2017.
- However, it is significantly lower for:
 - Soil moisture sensors (11%)
 - Pool/spa covers (10%) down 7 points from 2017.

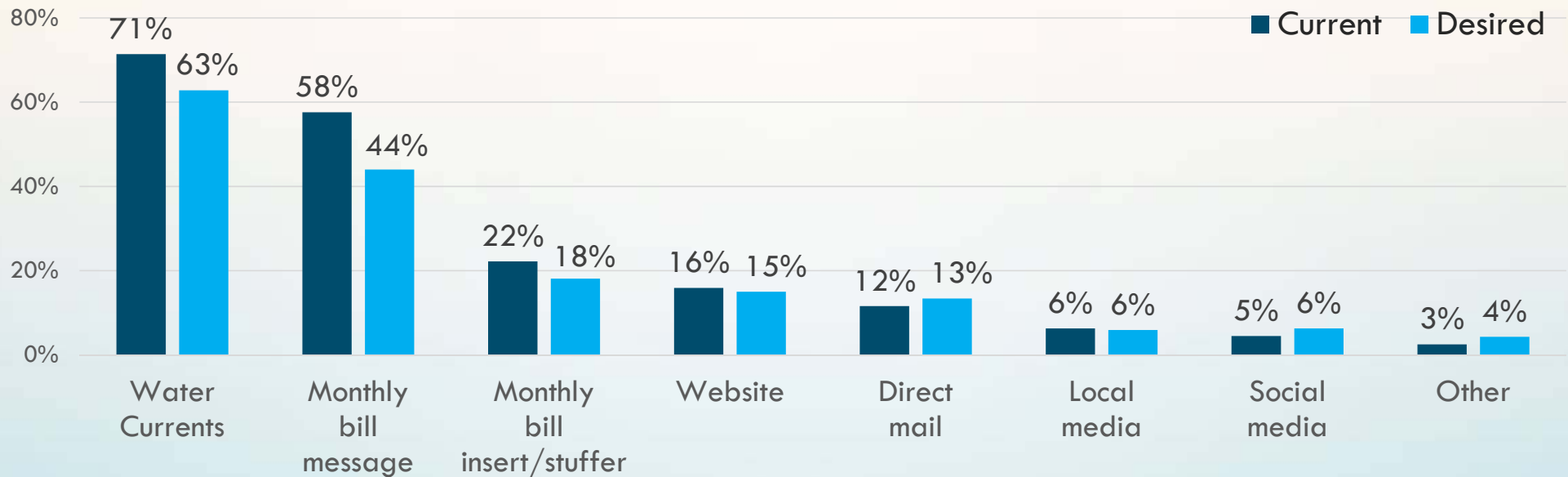
CUSTOMER OUTREACH

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.

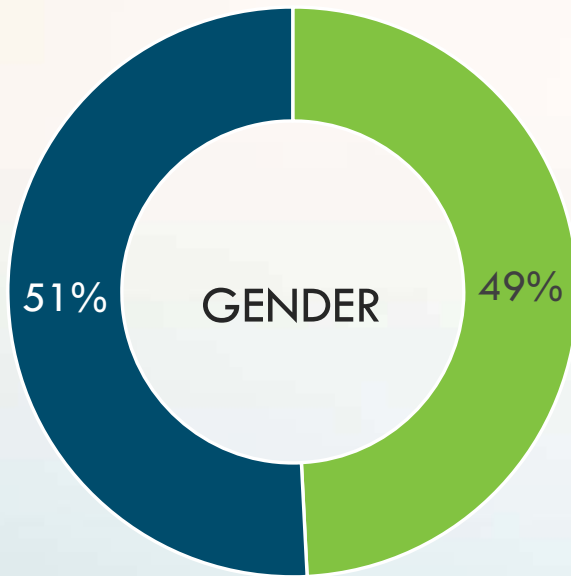
INFORMATION CHANNELS



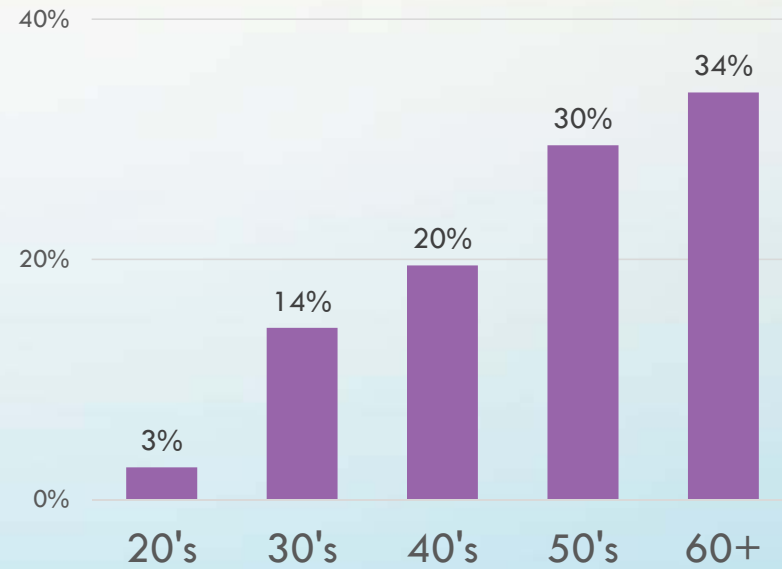
- Water Currents (71%) and monthly bill message (58%) are the highest received current information channels for SCV Water Customers.
- They are also the most desired communications channels:
 - Water Currents (63%)
 - Monthly bill message (44%).

DEMOGRAPHICS

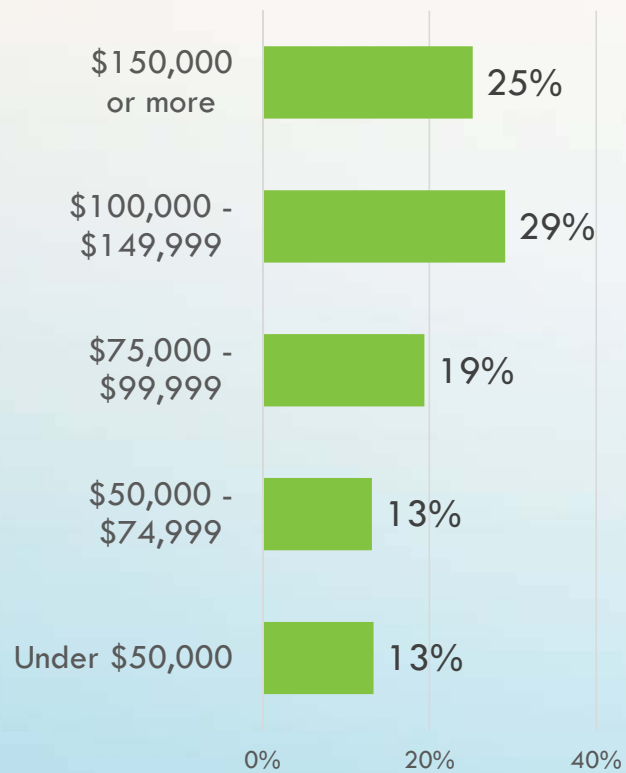
■ Male
■ Female



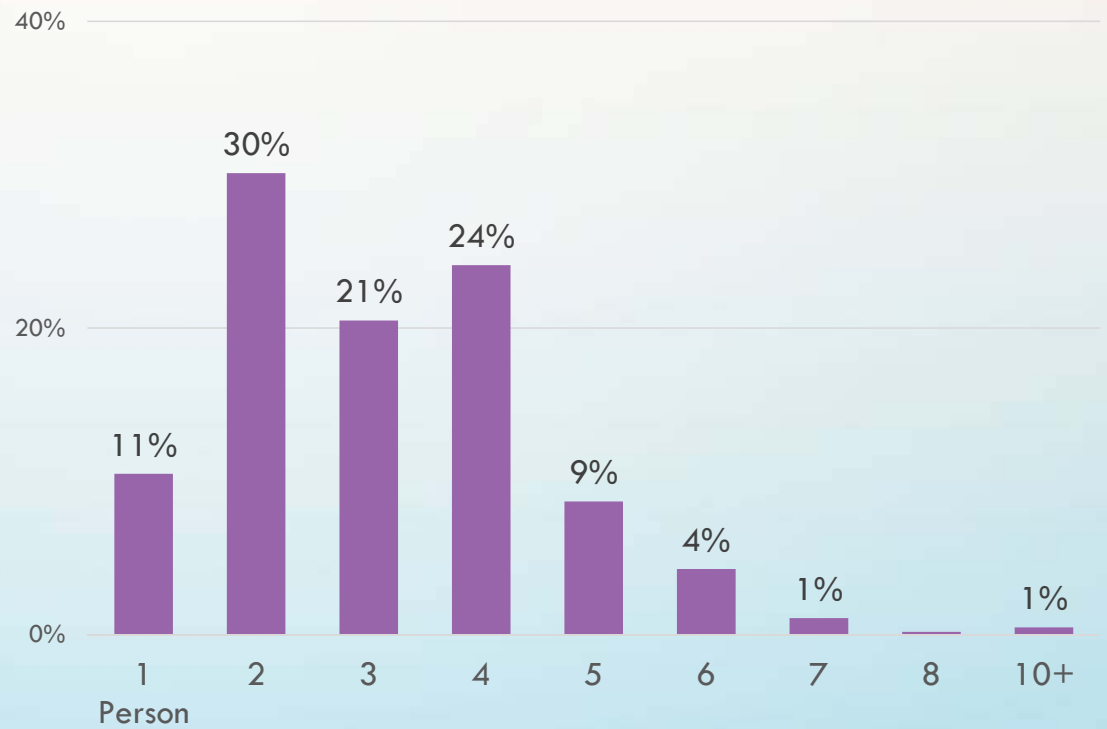
AGE



ANNUAL HOUSEHOLD INCOME



HOUSEHOLD SIZE



EMPLOYMENT STATUS

