



2019 Public Opinion Survey

Santa Fe Irrigation District Board of Directors
October 17, 2019

Jason Foster, Director of Administrative Services
Craig Balben, Public Affairs Representative

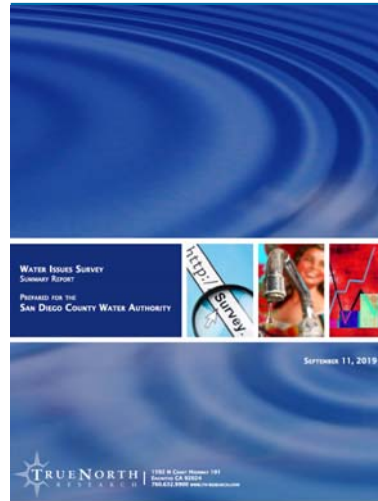
Purpose

- Measure and track public awareness, knowledge and attitudes as they relate to water
 - Supply reliability
 - Cost/value
 - Water use/water efficiency

- Track progress toward Business Plan objectives

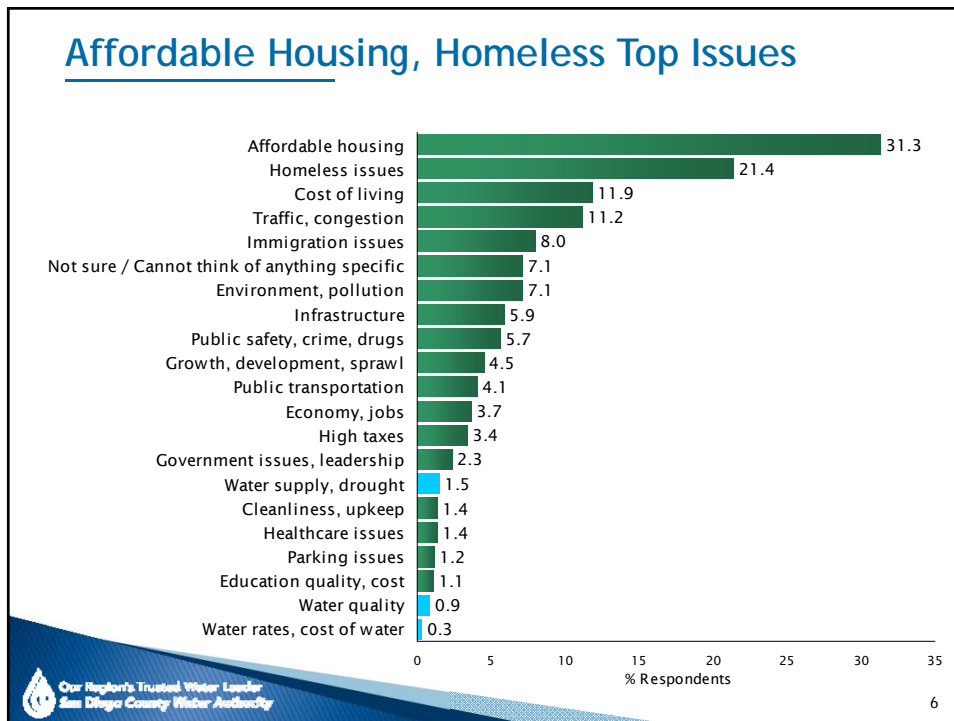
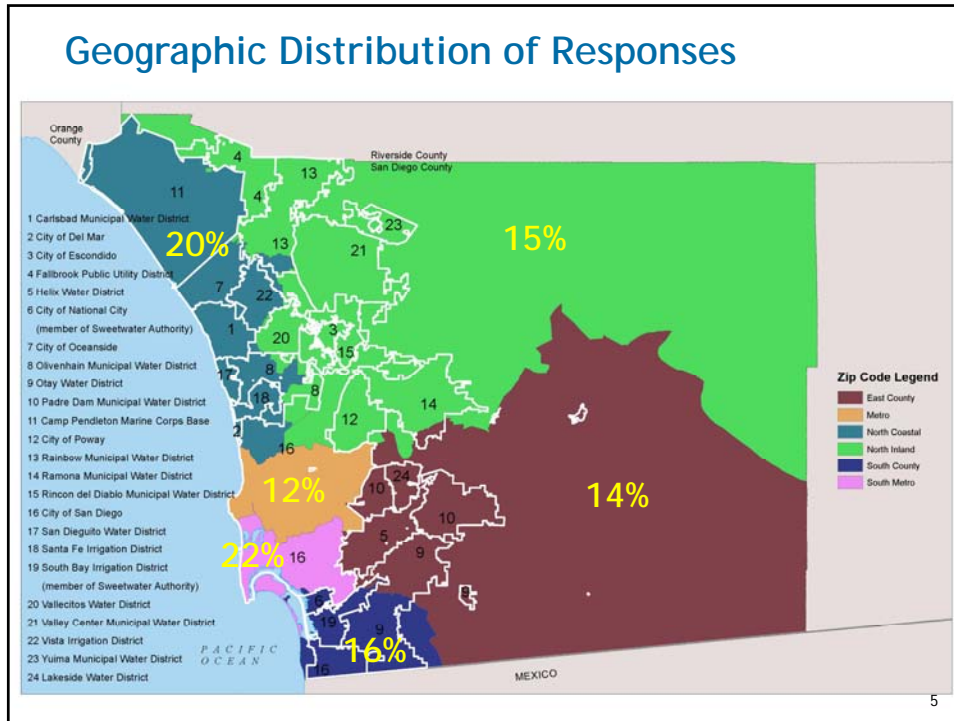
Background

- 2018: Assessed survey practices
 - Refine methods to increase participation and accuracy
- Spring 2019: RFP for research services
- May 2019: True North Research hired
 - Based in Encinitas, CA
 - Deep experience in San Diego County
 - Addressed need for updated survey methods

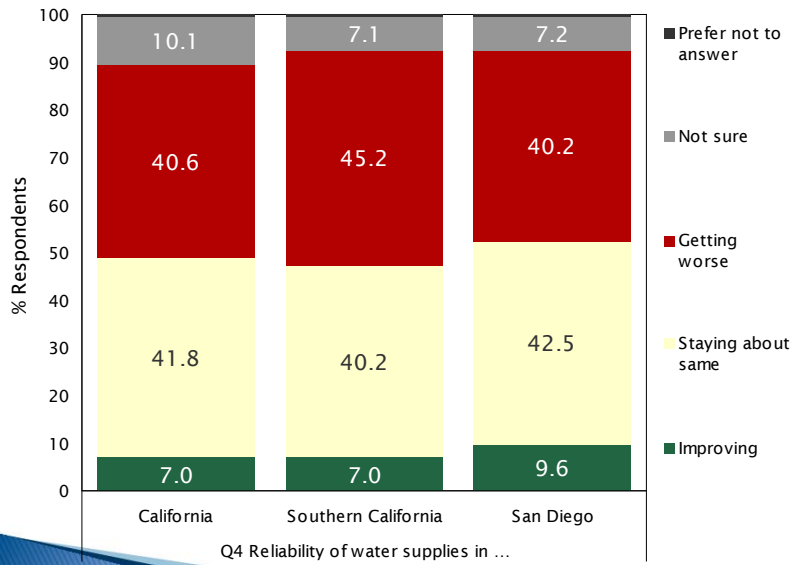


Methodology of Study

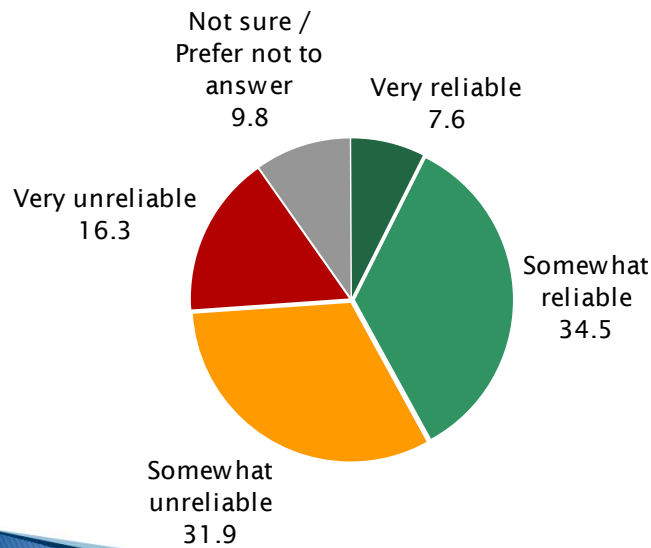
- Conducted Aug. 16 to 27, 2019
- Stratified random sample of 1,063 residents in the Water Authority's service area
- Mixed-method approach
 - Recruited via email and phone
 - Data collection via phone and online
 - 17-min. average interview length
 - English & Spanish
- Overall margin of error is $\pm 3.0\%$

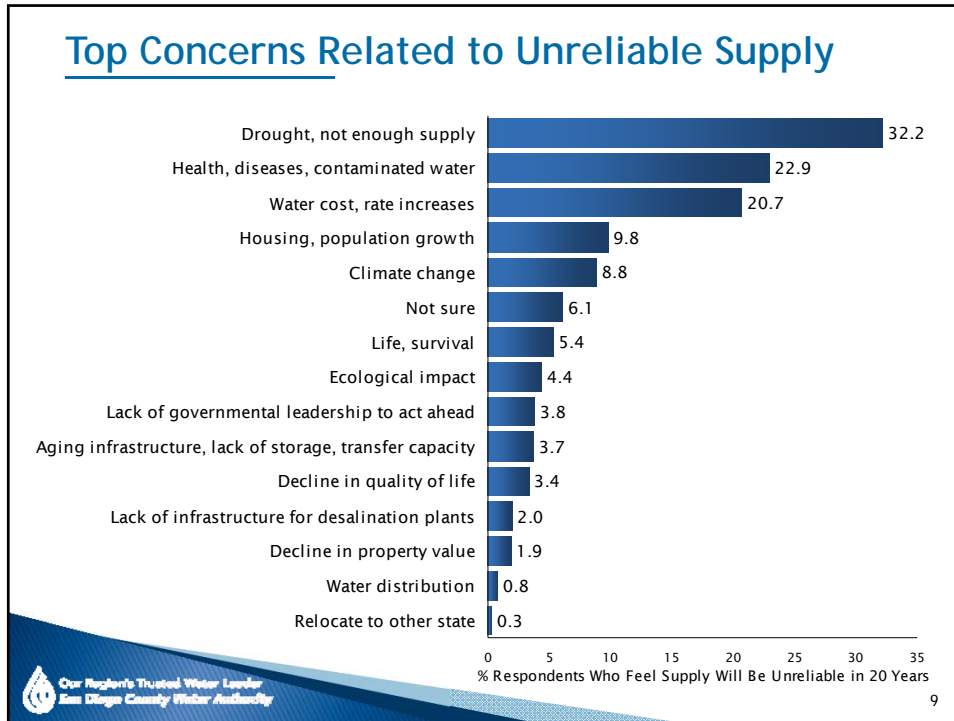


Concern About Short-Term Supply Reliability

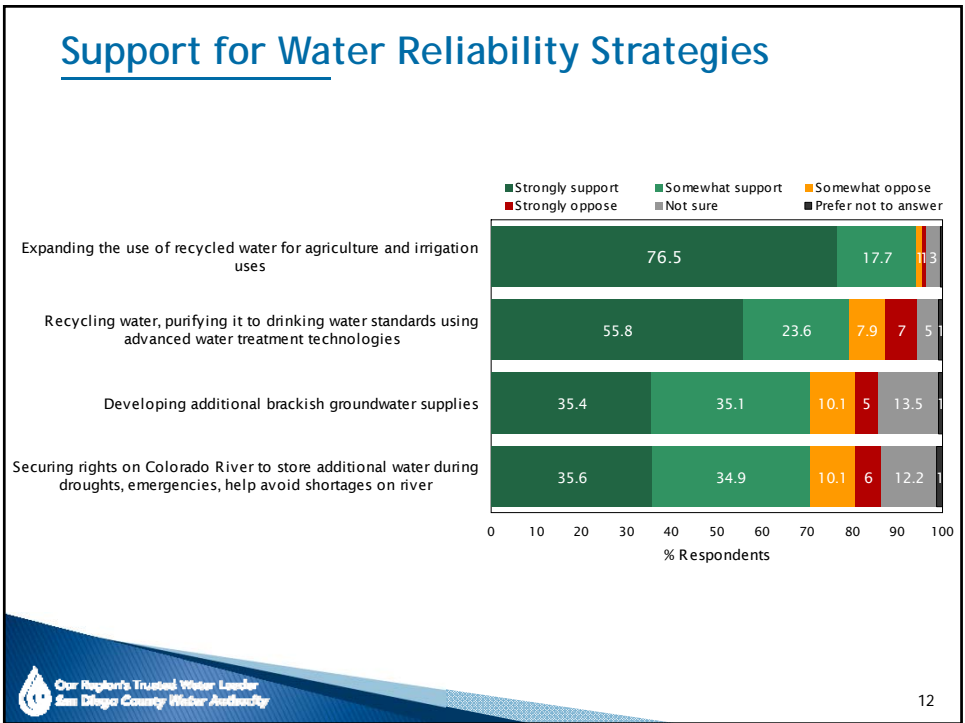
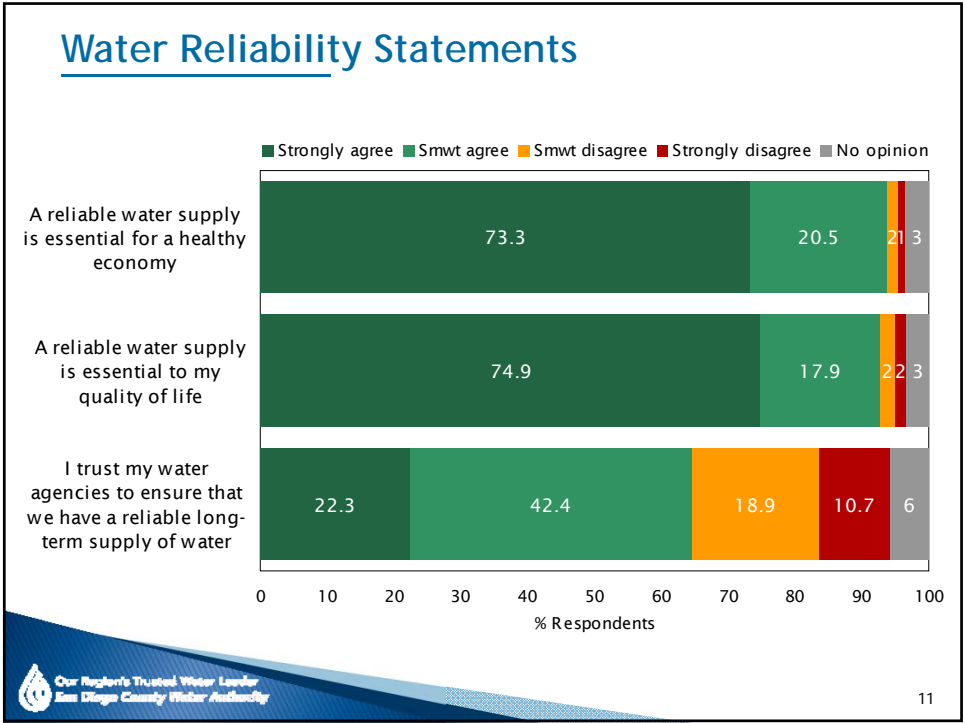


Concern About Long-Term Supply Reliability





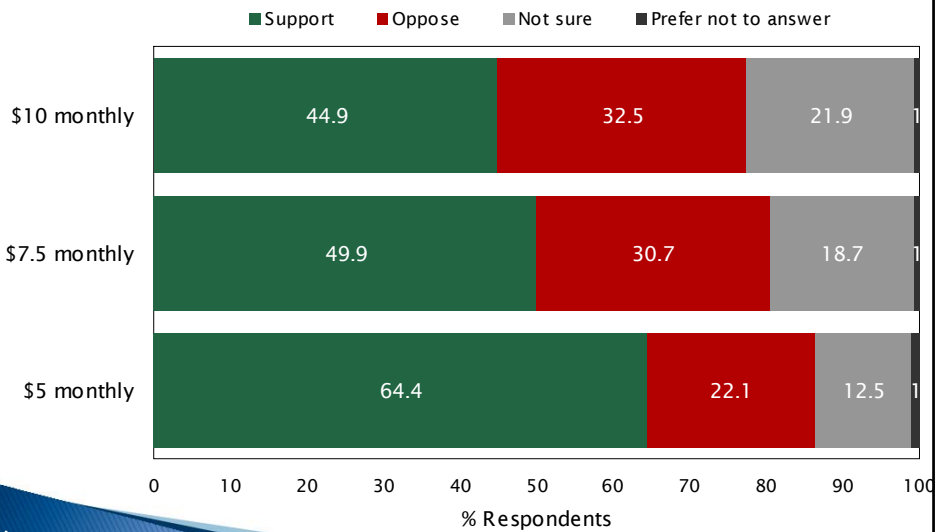
- ### Top Concerns - Cross Tab Details
- General consensus about top issue (drought, not enough supply) across key demographic groups
 - Notable exceptions:
 - 55 to 64 age group: most concerned about water cost (28%)
 - Live in a duplex or townhome: most concerned about health, diseases, contamination (31%)
 - Make \$250K or more: most concerned about water cost (33%)
- Our Region's Trusted Water Leader
San Diego County Water Authority



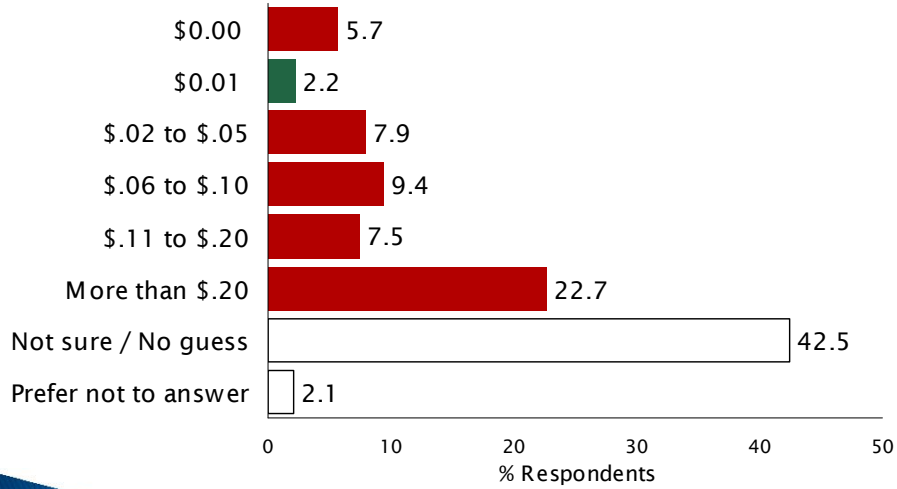
Recycling Wastewater - Cross Tab Details

- Most supportive (“strongly” or “somewhat” support)
 - By ethnicity:
 - Mixed/other: 86%
 - Asian Americans: 84%
 - By area of county:
 - North Inland & North Coastal: 84%
- Most opposed (“strongly” or “somewhat” oppose)
 - By ethnicity:
 - African Americans: 22% opposed (least supportive: 60%)
 - By area of county:
 - South County: 21% opposed (least supportive: 71%)

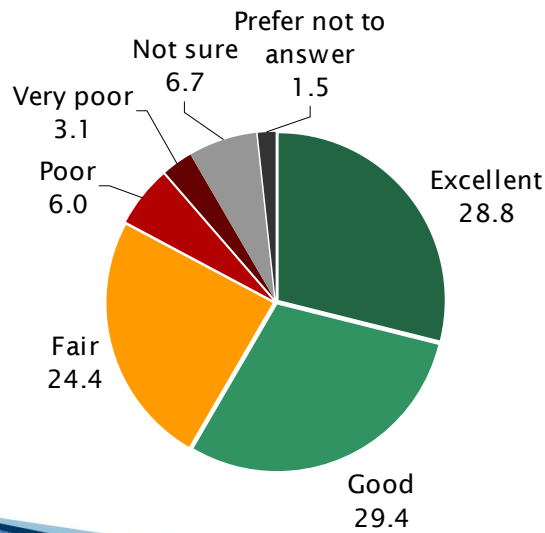
Support for Monthly Bill Increase



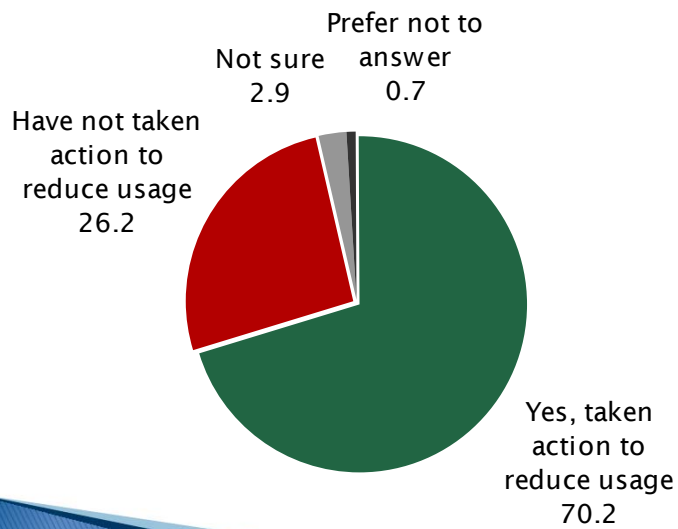
Estimated Cost of Water Per Gallon



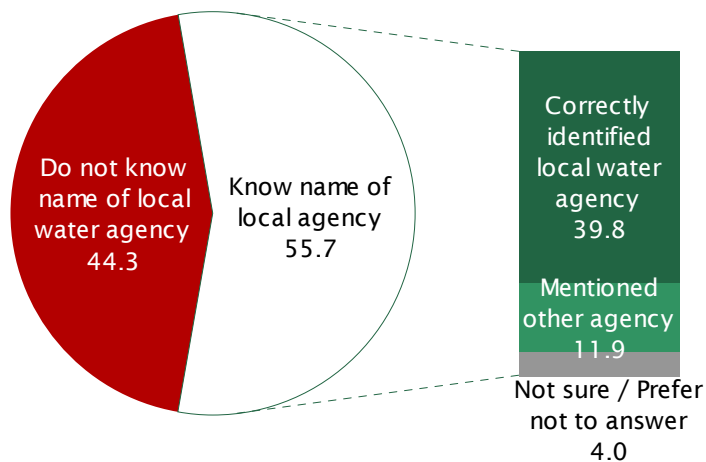
Value of Water Increases with Knowledge



Taken Action to Reduce Water Use



Awareness, Identification of Local Water Agency



Key Takeaways

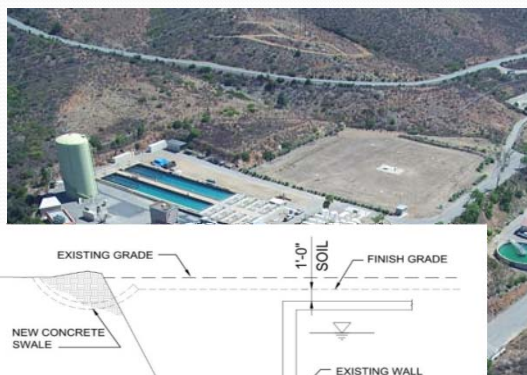
- With “official” end of the drought, water reliability is no longer top-of-mind for many residents
- However, concerns about water reliability remain, especially when projecting to the future
- Public recognize the importance of water to the economy, their overall quality of life, and trust local water agencies will proactively improve water reliability
- Strong support for water-reliability projects, with nearly two-thirds willing to pay modest increase
- Public tends to overestimate cost of water, potentially impacting perceived value



Clearwell and Washwater Tanks Seismic Improvement Projects Grant Funding Update

October 17, 2019
Board of Directors Meeting

Clearwell Seismic Improvements Project (J-1750)


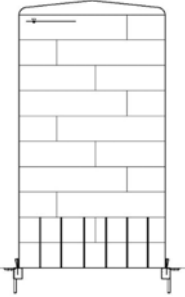


Total Capital Budget
\$2,400,000

SFID Share (69%) =
\$1,656,000

SDWD Share (31%) =
\$744,000

Washwater Tank Seismic Improvements Project (J-1751)


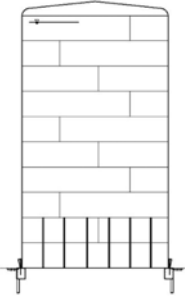


Total Capital Budget
\$3,375,000

SFID Share (55%) =
\$1,856,250

SDWD Share (45%) =
\$1,518,750

Washwater Tank Seismic Improvements Project (J-1751)



Total Capital Budget
\$3,375,000

SFID Share (55%) =
\$1,856,250

SDWD Share (45%) =
\$1,518,750

Washwater Tank Total Capital Budget Comprised of:

Seismic Component =	\$1,875,000
Condition Improvement=	\$1,500,000

BACKGROUND

- **In July 2018, SFID submitted a Hazardous Mitigation Grant Program (HMGP) application to Cal OES for FEMA grant funding for the seismic elements of the projects**
 - **Cal OES administers grant funding for FEMA**

- **In September 2019, SFID was notified that our \$2.6 Million grant was approved**

IMPACT OF GRANT FUNDING TO PROJECTS

Projects	Total Capital Budget	Grant Award	Estimated Project Expenditures following receipt of funds
Clearwell Seismic	\$2,400,000	\$1,686,816	\$713,184
Washwater Tank Seismic	\$3,375,000	\$996,636	\$2,378,364
Total	\$5,775,000	\$2,683,452	\$3,091,548

IMPACT OF GRANT FUNDING TO PROJECTS

Clearwell	Total Budget	Expenditures after Grant
SFID Portion 69%	\$1,656,000	\$492,097
SDWD Portion 31%	\$744,000	\$221,087
Total	\$2,400,000	\$713,184
Washwater Tank		
SFID Portion 55%	\$1,856,250	\$1,308,100
SDWD Portion 45%	\$1,518,750	\$1,070,264
Total	\$3,375,000	\$2,378,364

NEXT STEPS

- Board Considers Adoption of Resolution No. 19-12
- Staff to submit additional Administrative documentation
- Cal OES to conduct a site visit

CONSTRUCTION SCHEDULE

- Advertise for Bid - March 1, 2020
- Board Award of Contract - May 2020
- Notice to Proceed to Contractor - June 1, 2020
- Anticipated Project Completion - January 2022

