

# Alameda County Water District Community Survey 2019

## Presentation

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November 5, 2019



Opinion Research on  
Elections and Public Policy

**Probolsky Research**  
3990 Westerly Place Suite 185  
Newport Beach CA 92660

Newport Beach (949) 855-6400  
San Francisco (415) 870-8150  
Washington DC (202) 559-0270

# Alameda County Water District – Community Survey

## Survey Methodology\*

From Saturday, October 26, 2019 to Thursday, October 31, 2019, Probolsky Research conducted a live-interviewer telephone and online survey among Alameda County Water District customers.

A total of 400 customers were surveyed (100 by telephone and 300 online). A survey of this size yields a margin of error of +/-5%, with a confidence level of 95%. Interviews were conducted with respondents on both landline and mobile phones (50%) and were offered in English, Mandarin (5%) and Spanish (3%) languages. For the online survey phase, we invited participation via email and text message. Security measures precluded individuals from completing the survey more than once and allowed only the designated customer to complete the survey. Online respondents were able to use their computer, tablet or smart phone to participate.

Probolsky Research applies a stratified random sampling methodology to our sample design, ensuring that the demographic proportions of survey respondents match the demographic composition of Alameda County Water District customers. The original sample was compiled by the Alameda County Water District then enhanced with consumer data to ensure we reached customers on their most current phone numbers and email addresses.

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

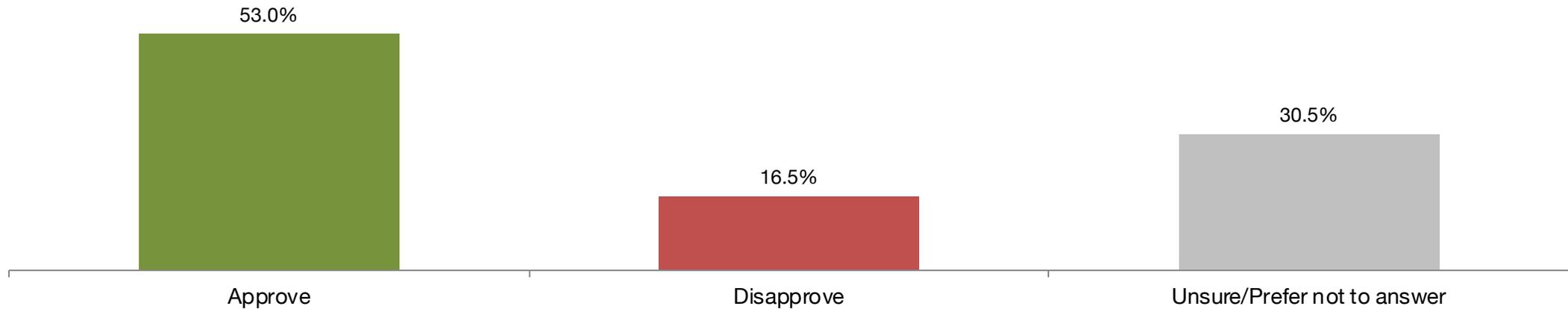


\*Due to rounding, totals shown on charts may not add up to 100%

# 53% approve of the job ACWD is doing to encourage

water conservation by its customers

Question 1: The Alameda County Water District is a public agency responsible for providing drinking water to residents of Fremont, Newark and Union City. If you have an opinion, do you approve or disapprove of the job that Alameda County Water District is doing to encourage water conservation by its customers?

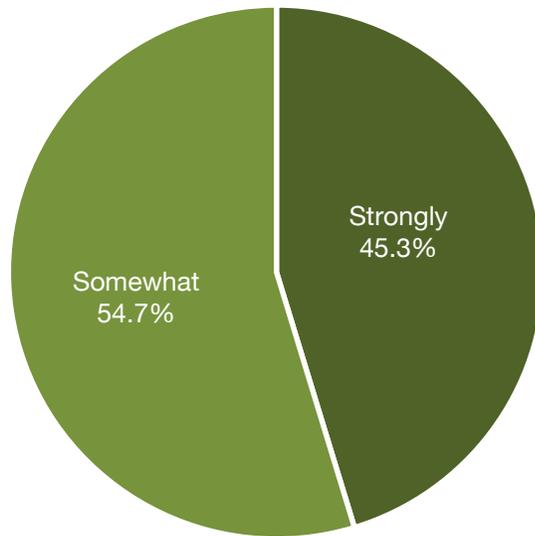


# 55% strongly approve of the job ACWD is doing

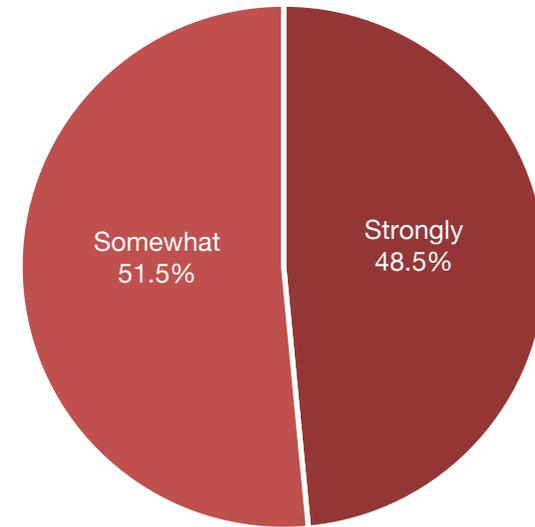
of those who approve

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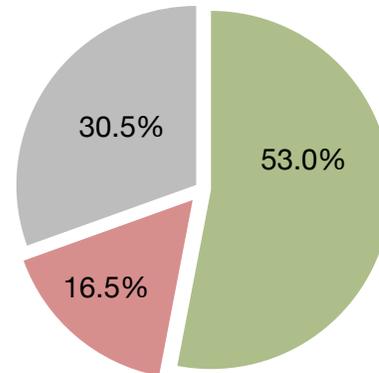
Among those who approve



Among those who disapprove

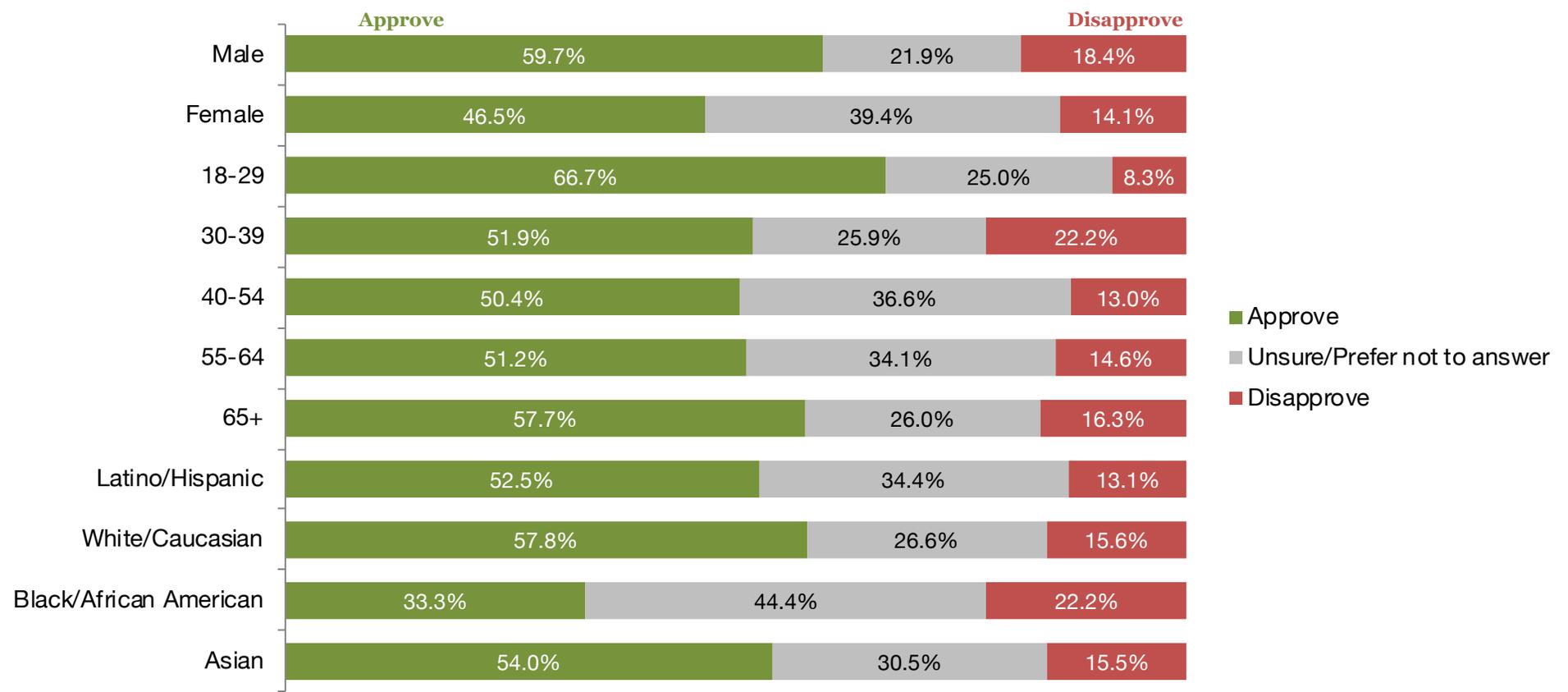


Total



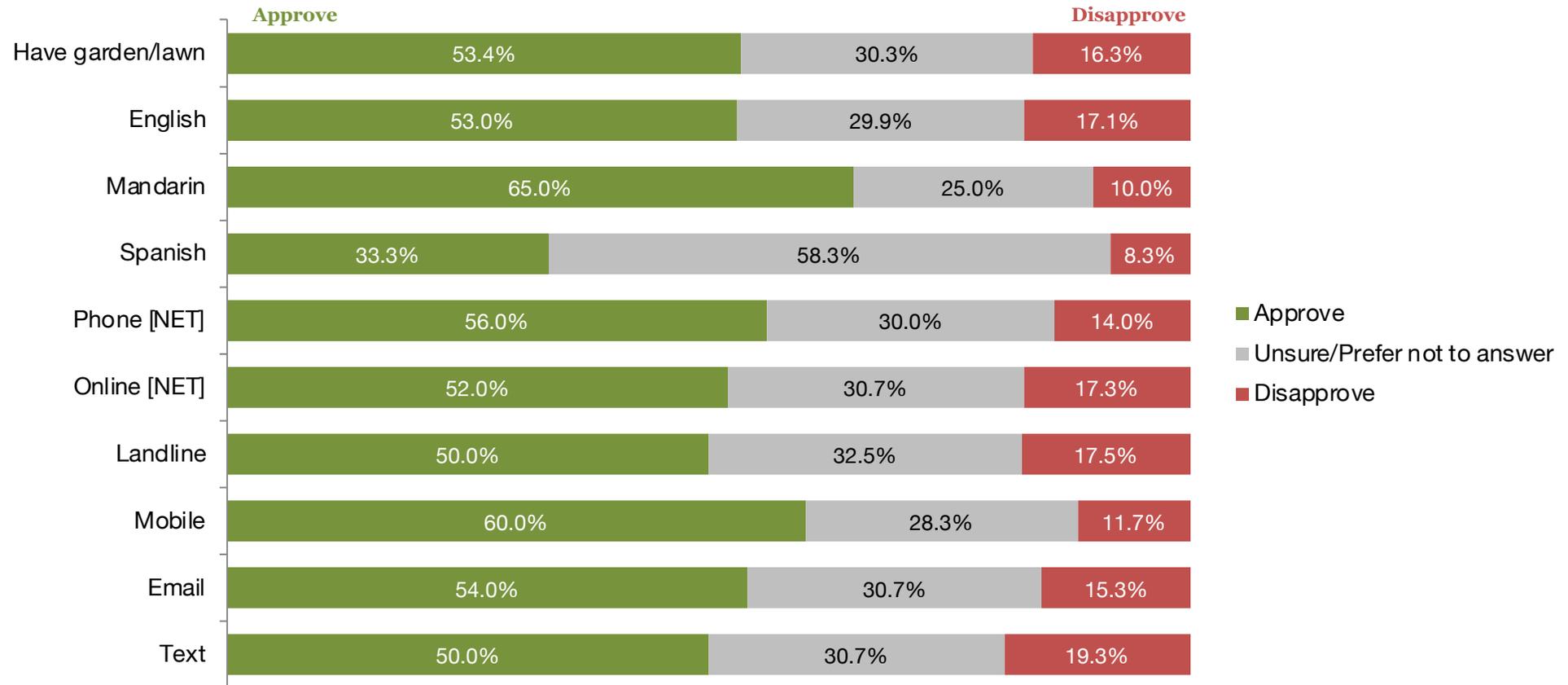
# Results by gender, age group and ethnicity

Question 1: The Alameda County Water District is a public agency responsible for providing drinking water to residents of Fremont, Newark and Union City. If you have an opinion, do you approve or disapprove of the job that Alameda County Water District is doing to encourage water conservation by its customers?



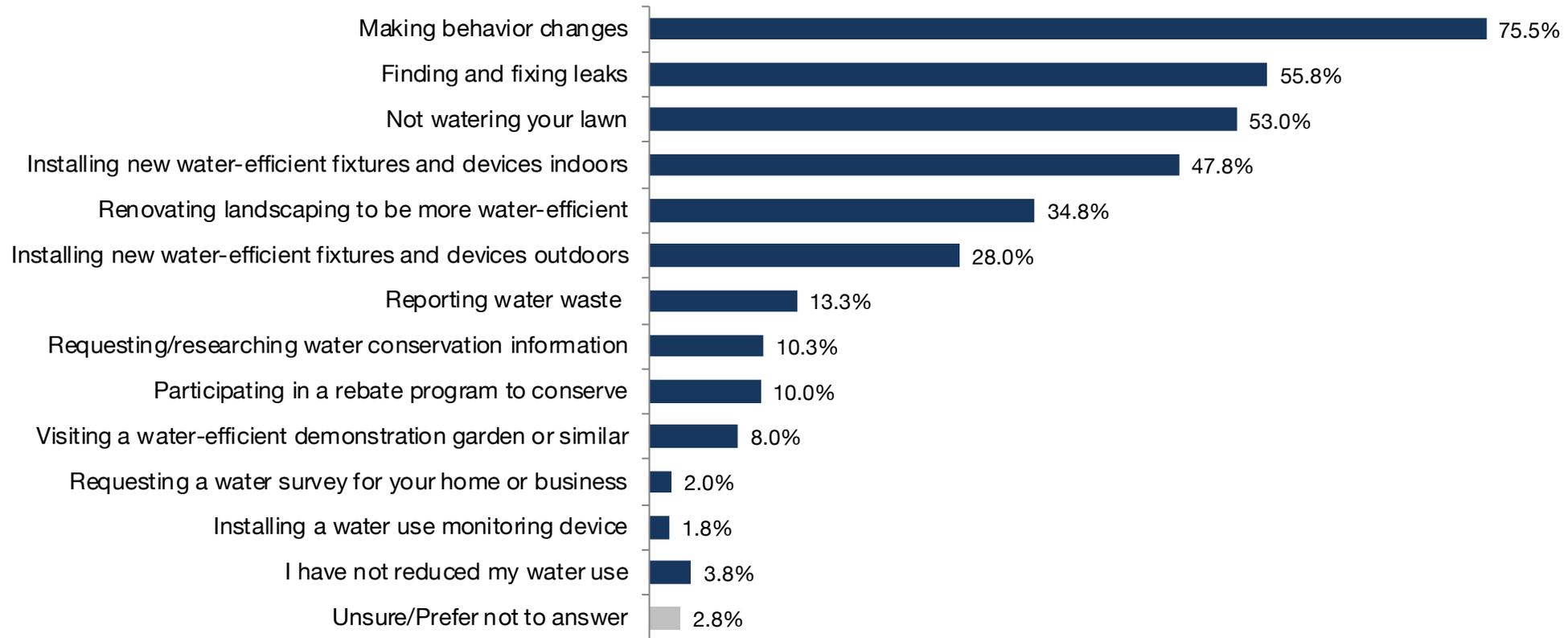
# Results by whether they have lawn/garden, language and survey mode

Question 1: The Alameda County Water District is a public agency responsible for providing drinking water to residents of Fremont, Newark and Union City. If you have an opinion, do you approve or disapprove of the job that Alameda County Water District is doing to encourage water conservation by its customers?



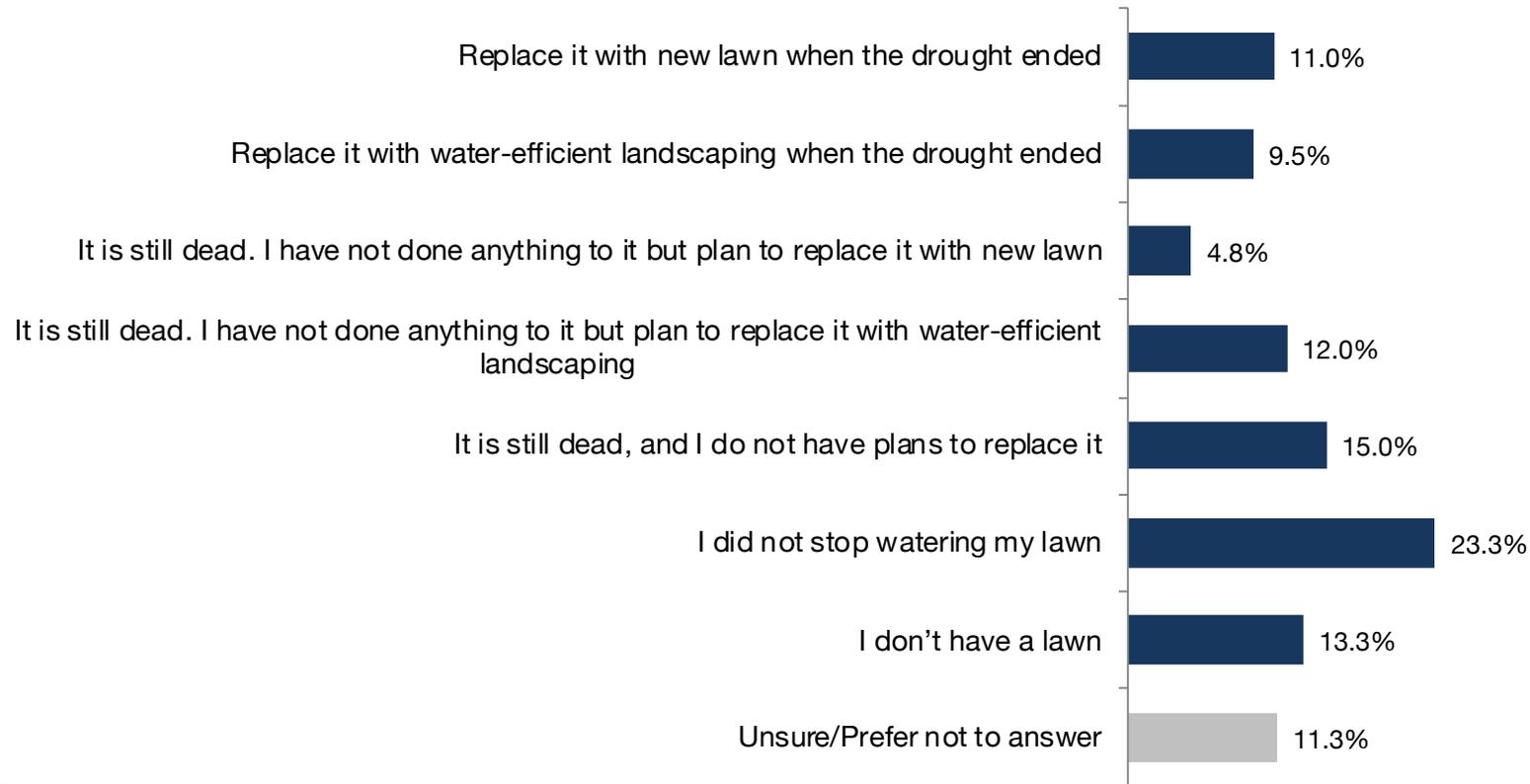
# 76% made behavior changes to use less water

Question 2: In the last five years, have you tried to use less water or encourage water conservation by doing any of the following? Choose all that apply.



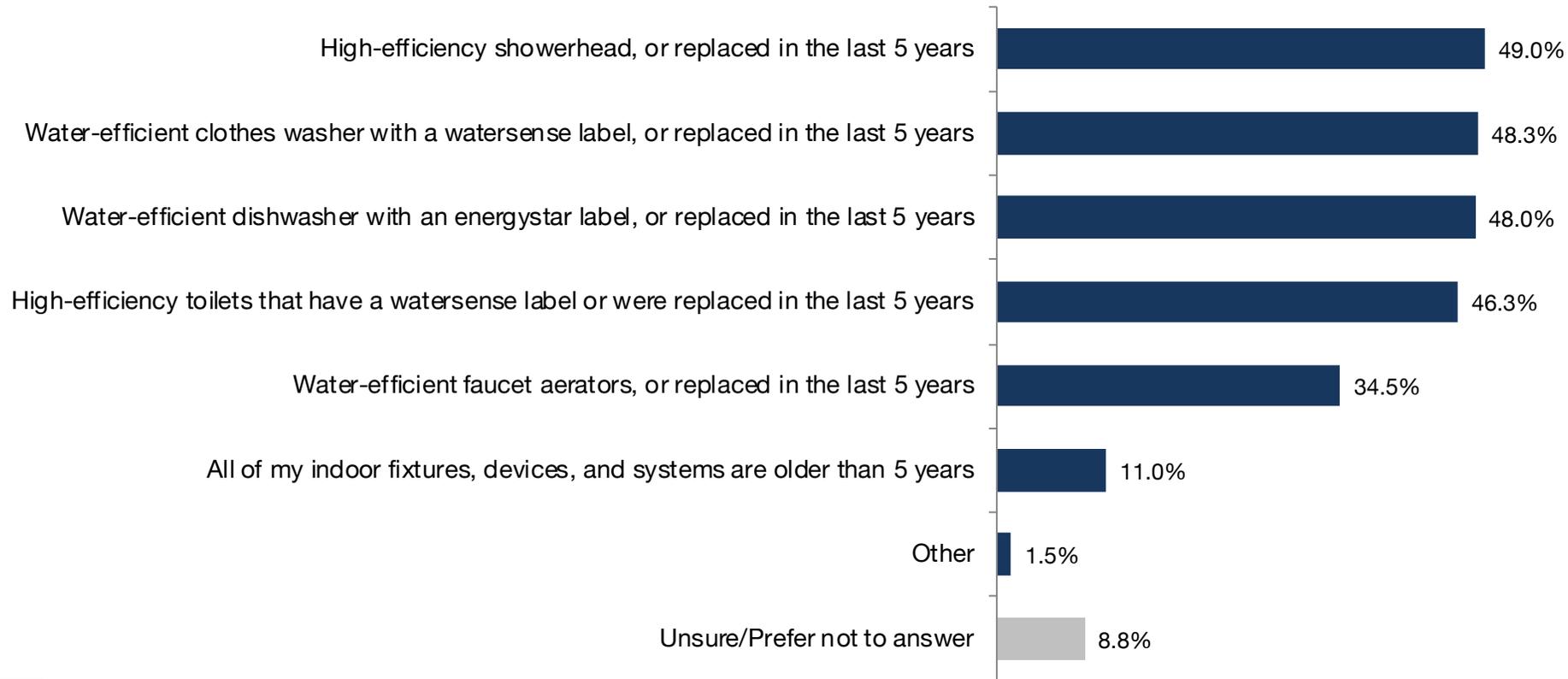
# 23% did not stop watering their lawn during the last drought

Question 3: If you stopped watering your lawn during the last drought, and your lawn died, did you:



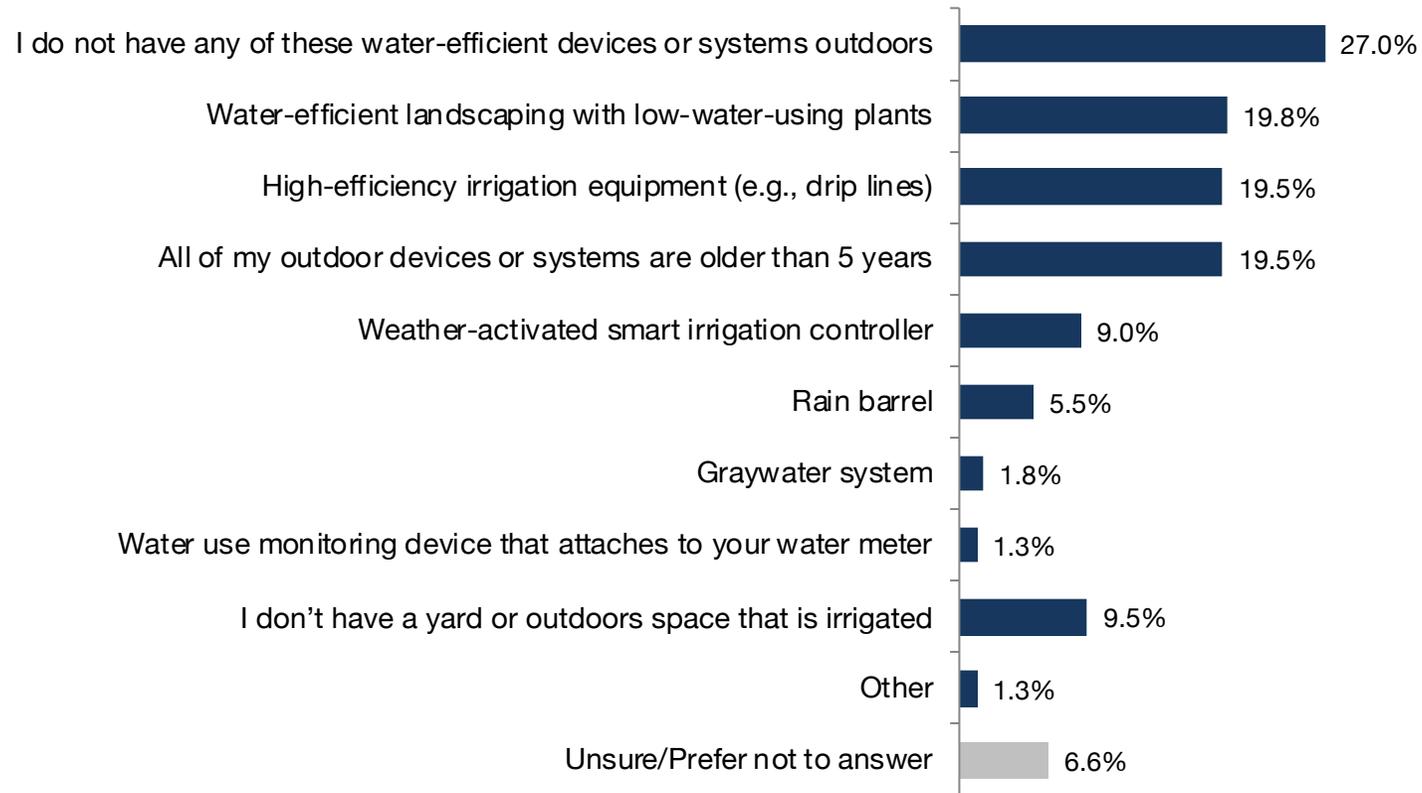
# Over 46% have water-saving showerheads, clothes washer, dishwasher and toilets

Question 4: Which, if any, of the following water saving devices or systems do you have inside your home?



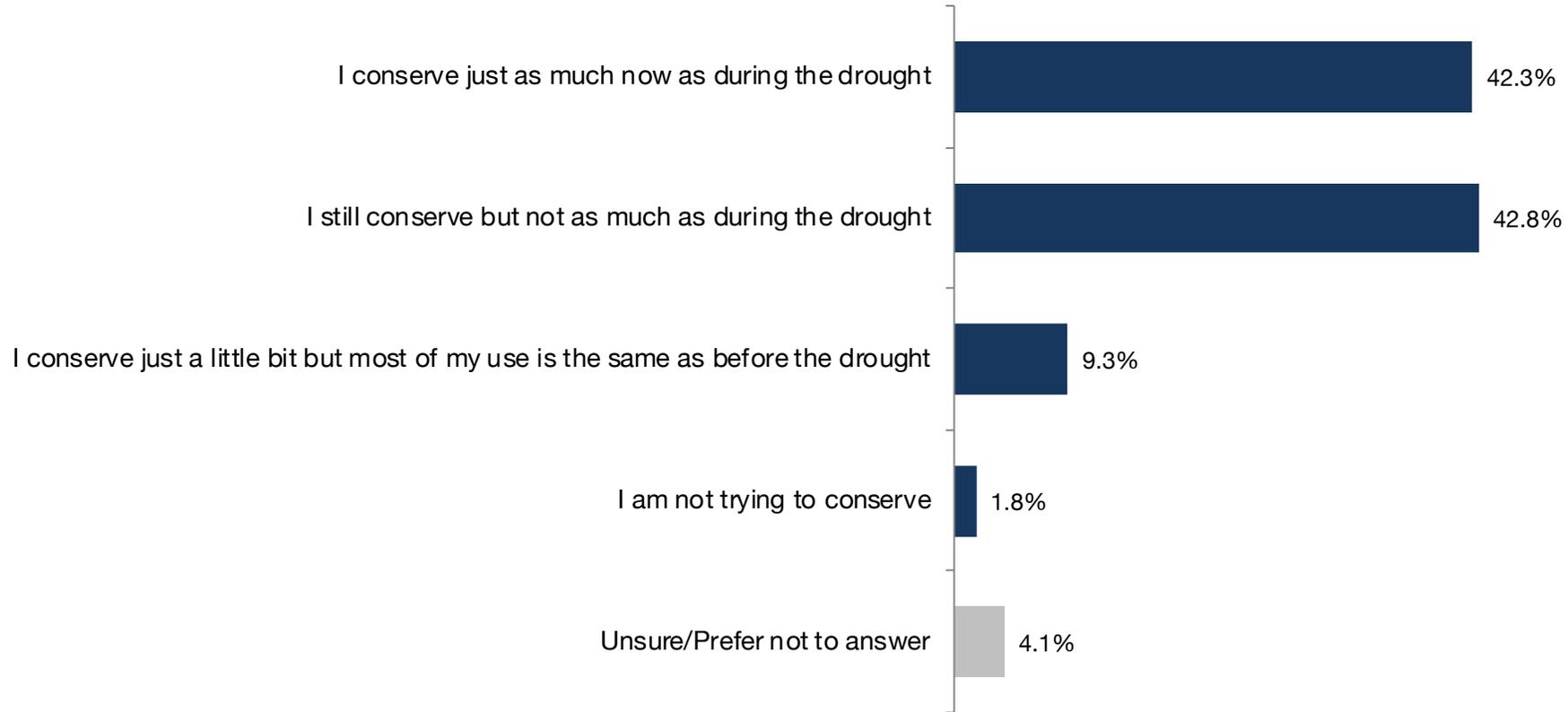
# 27% have no water-efficient devices outside their home

Question 5: Which, if any, of the following water saving devices or systems do you have outside your home?



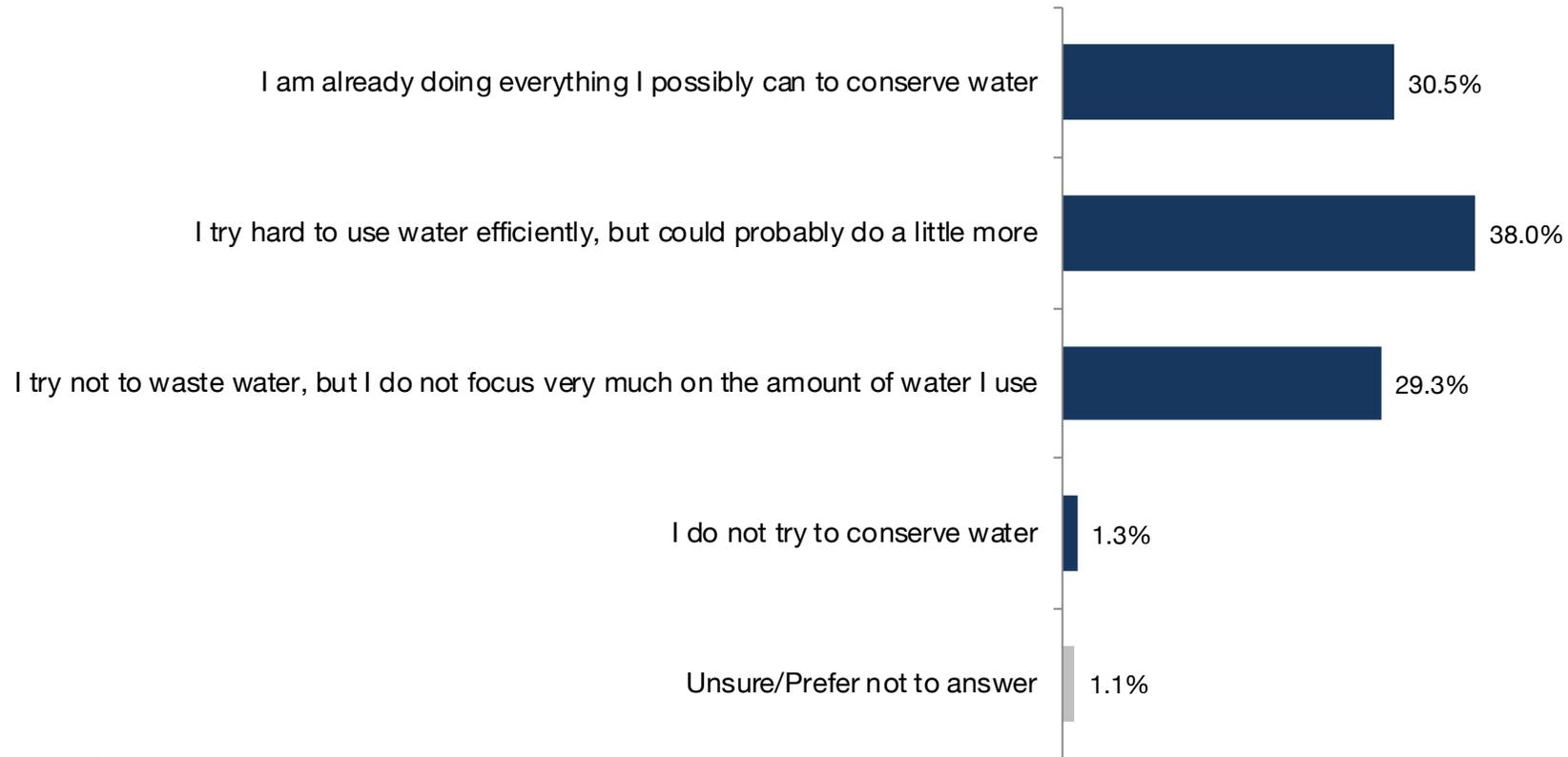
# 85% still conserve water after the drought ended

Question 6: How much are you still conserving since the drought ended? Please select all that apply.



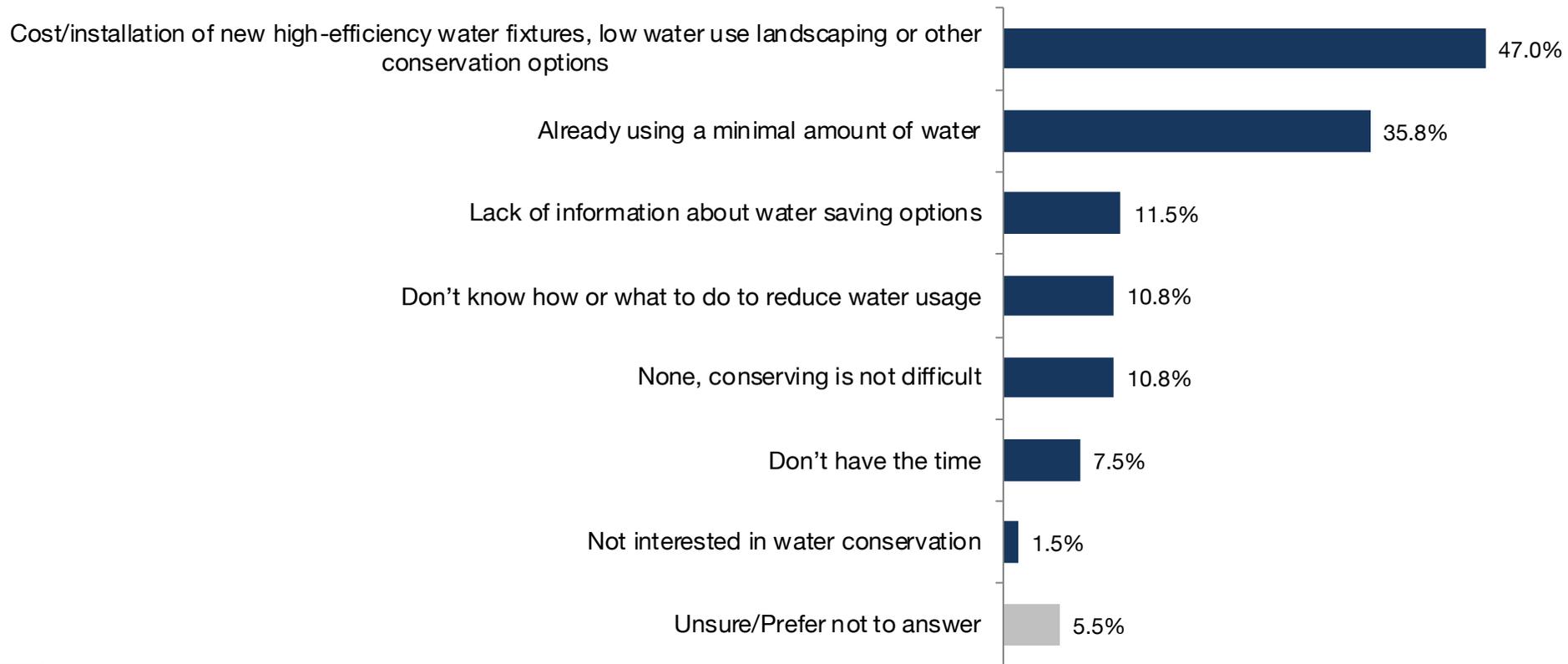
# 38% say they could probably do a little more to try to conserve water

Question 7: Which of the following statements best describes your current efforts to use water efficiently? Select all that apply.



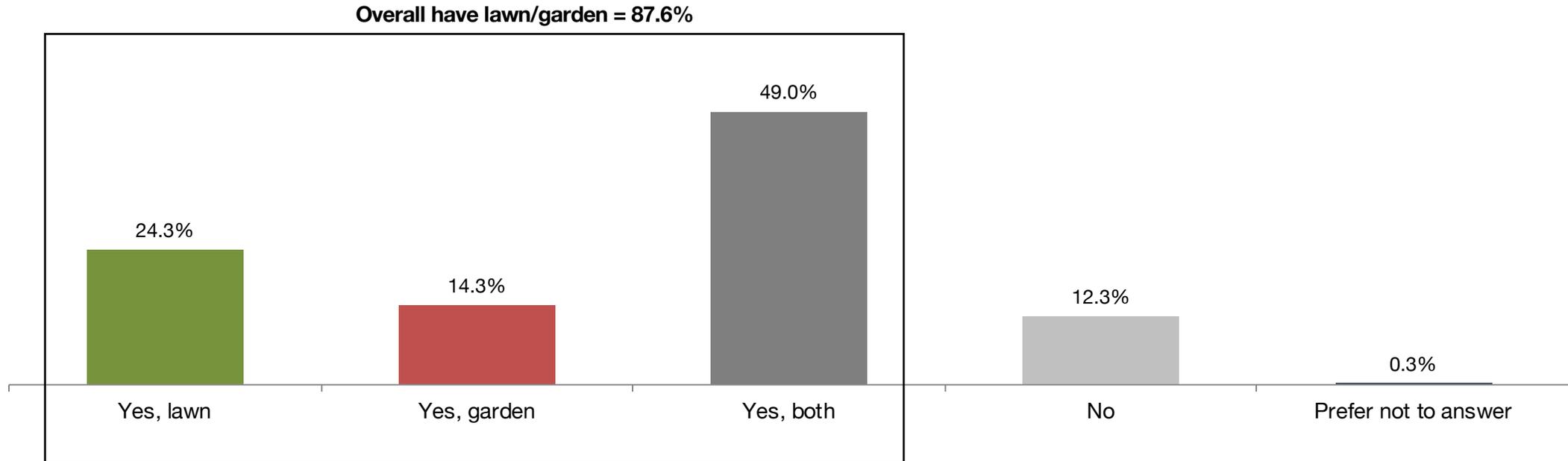
# 47% cite the cost and installation of new, efficient water fixtures as a challenge

Question 8: Thinking about using water more efficiently, which, if any, of the following challenges make it difficult for you to conserve more water?



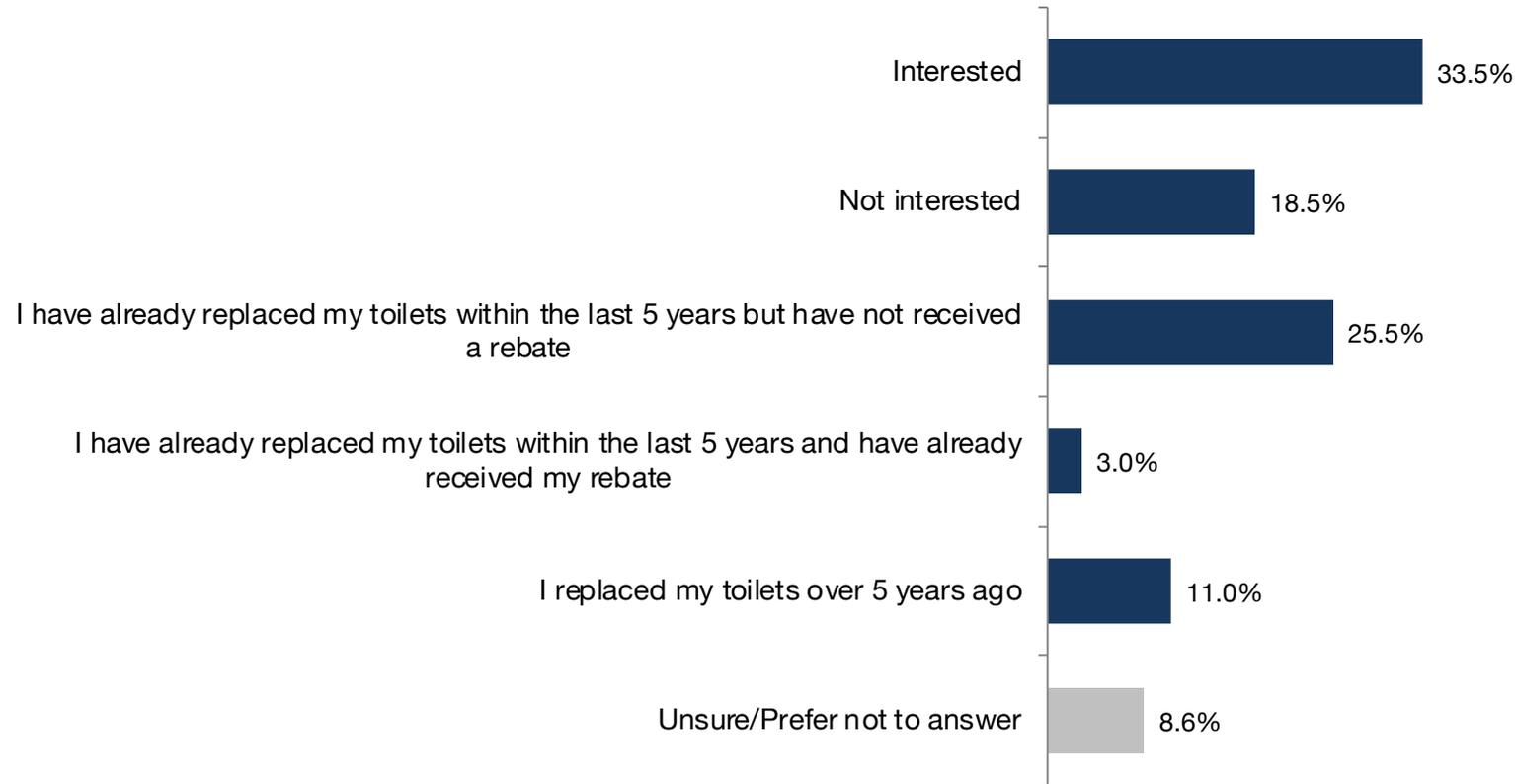
# 88% have either a lawn, garden or both

Question 9: Do you have a garden or lawn at your residence that you are responsible for maintaining?



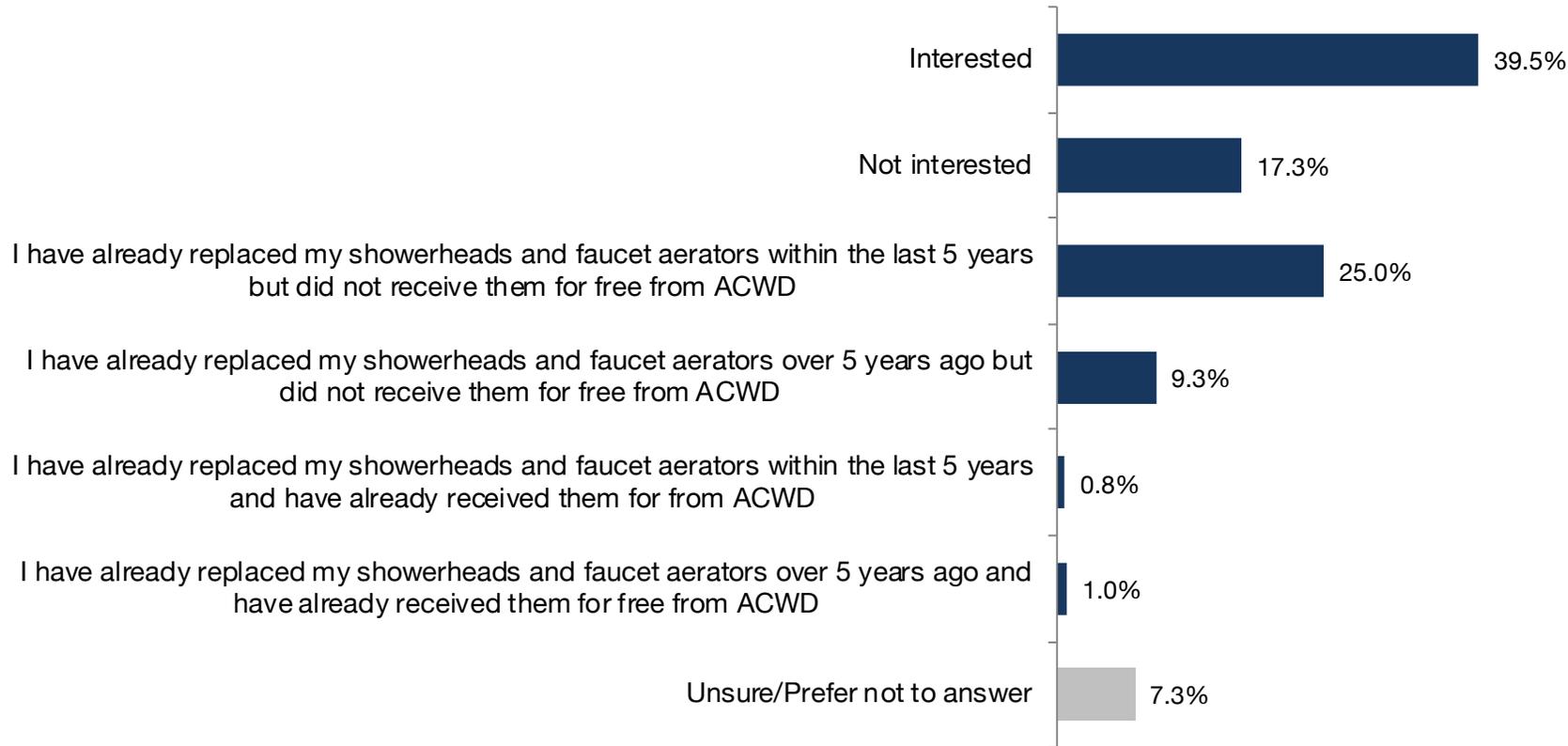
# 34% are interested in the rebate to replace older toilets with high-efficiency models

Question 10: Rebate to replace your older toilets with high-efficiency models?



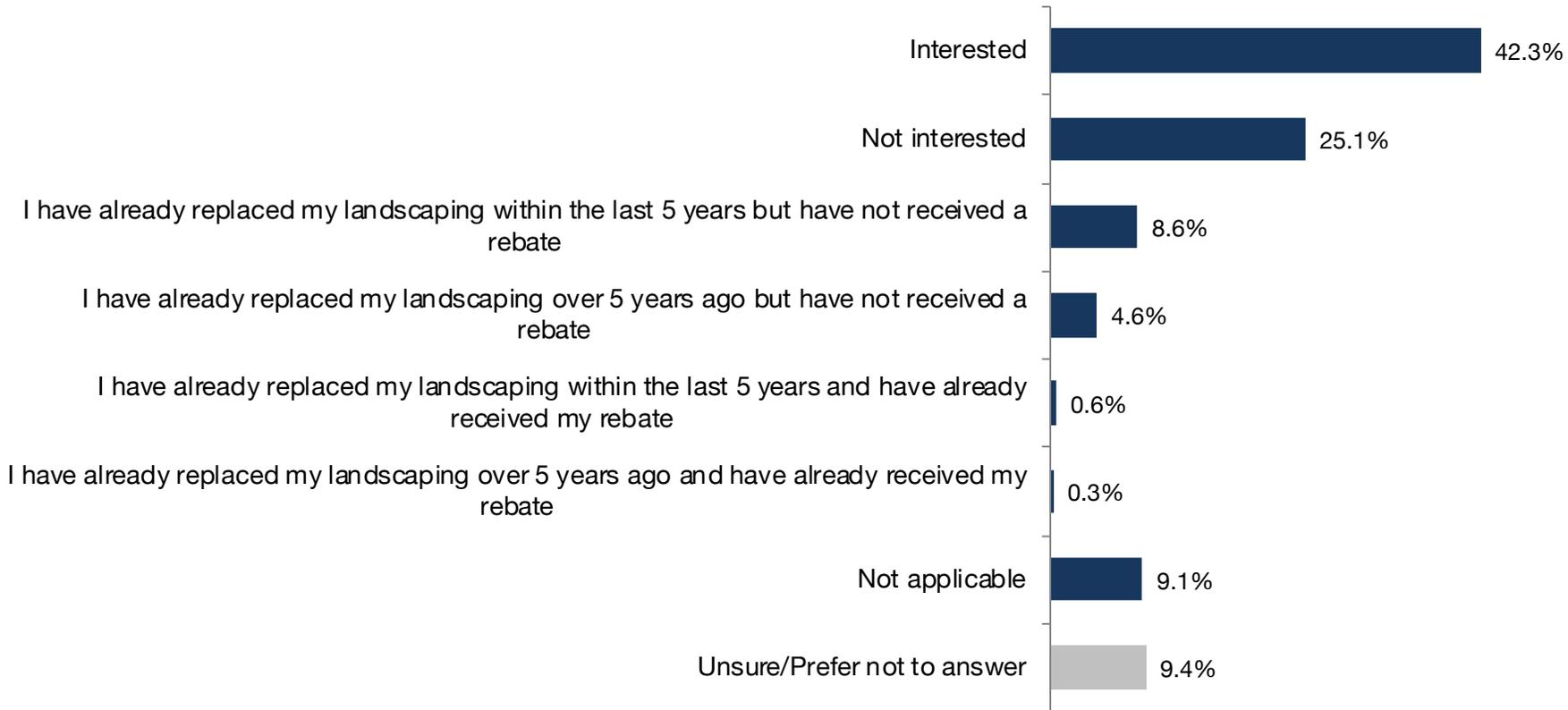
# 40% are interested in free water-efficient showerheads and faucet aerators

Question 11: Free water efficient showerheads and/or faucet aerators to replace your older ones?



# 42% are interested in the rebate to install water-efficient landscaping in place of existing lawn areas

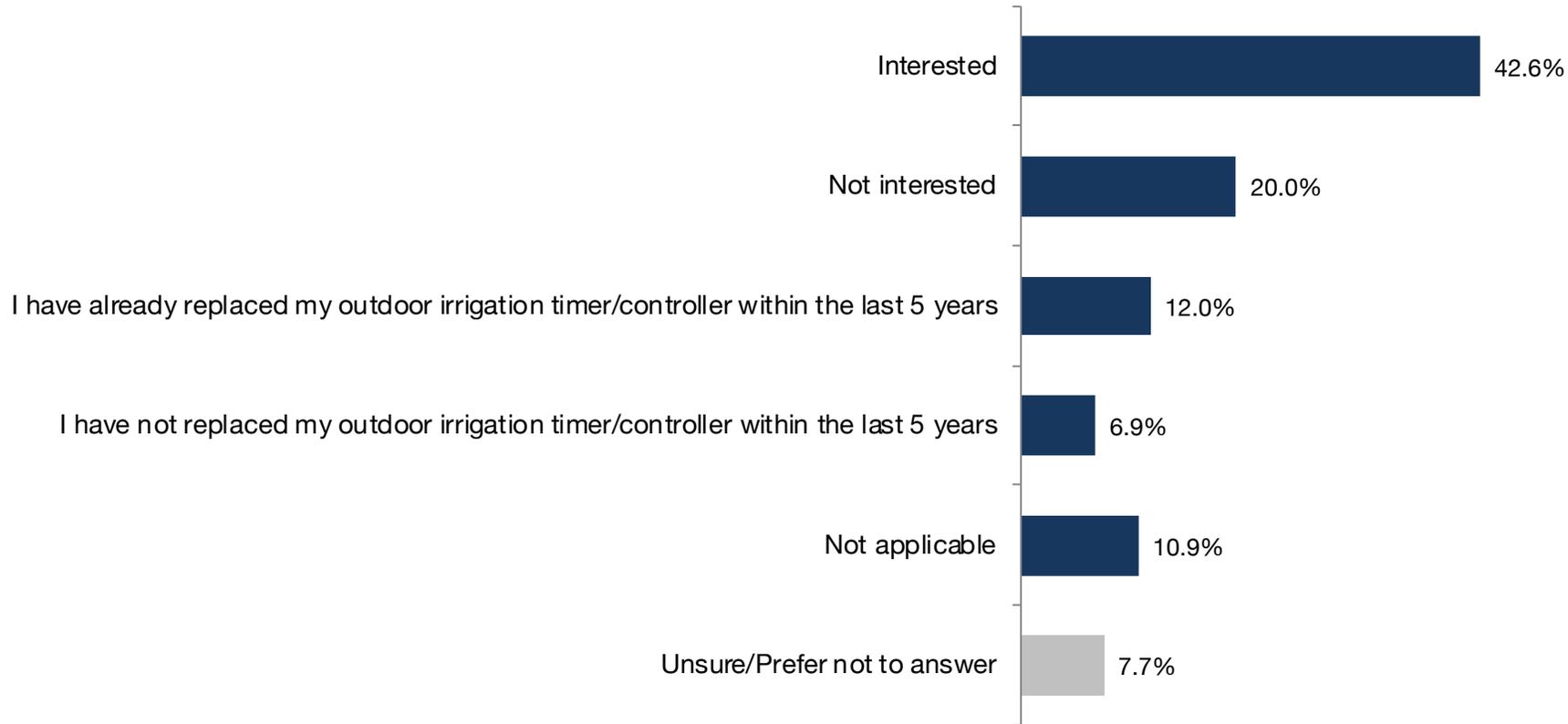
Question 12: Rebate to install water-efficient landscaping in place of existing lawn areas.



\*Responses among the 87.4% who said Yes – Lawn, Yes – Garden or Yes – Both in Q9

# 43% are interested in the rebate to install outdoor irrigation controller

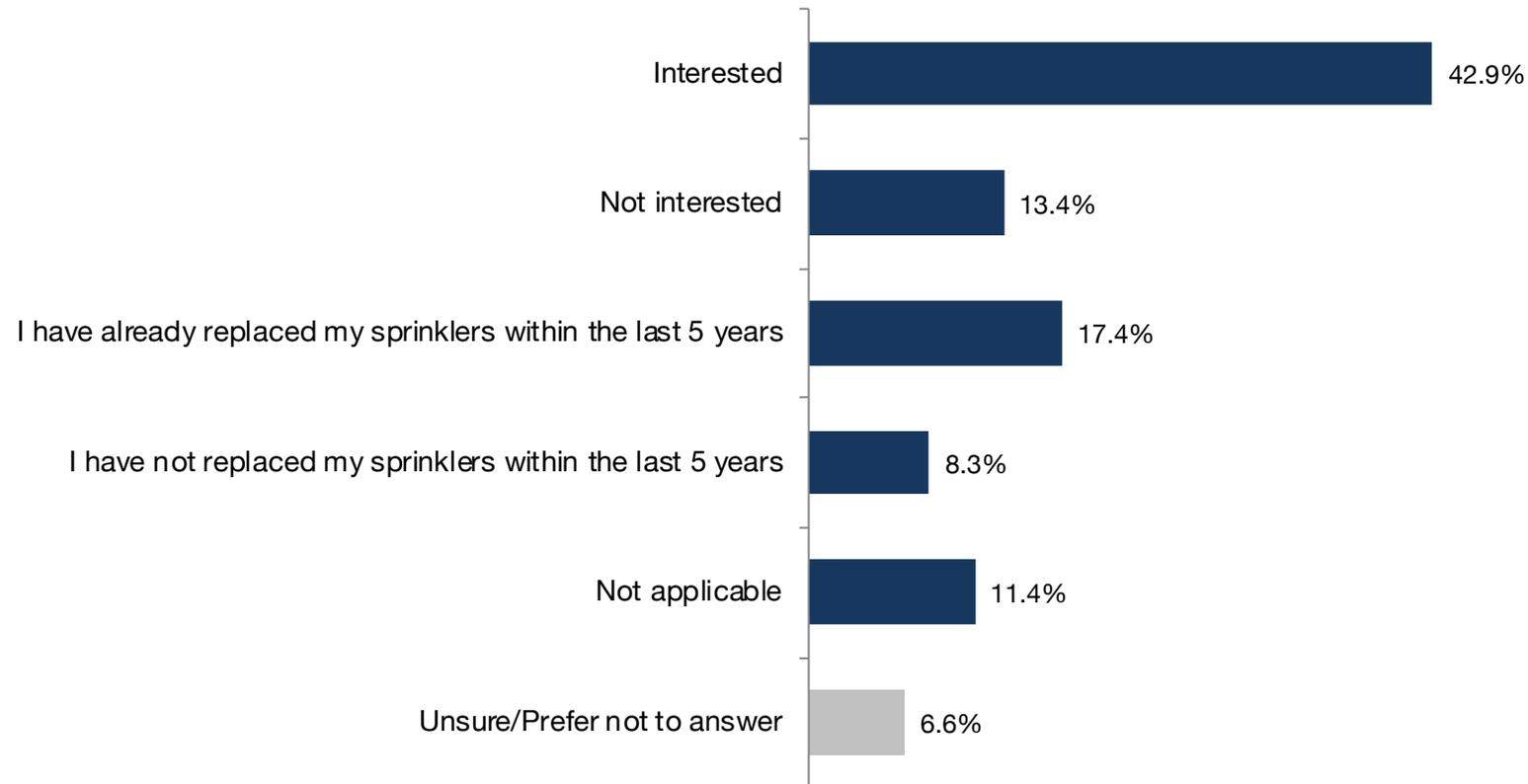
Question 13: Rebate to install an outdoor irrigation timer/controller with a smart (weather-activated) irrigation controller that adjusts the watering schedule according to weather and local conditions?



\*Responses among the 87.4% who said Yes – Lawn, Yes – Garden or Yes – Both in Q9

# 43% are interested in the rebate to replace sprinklers

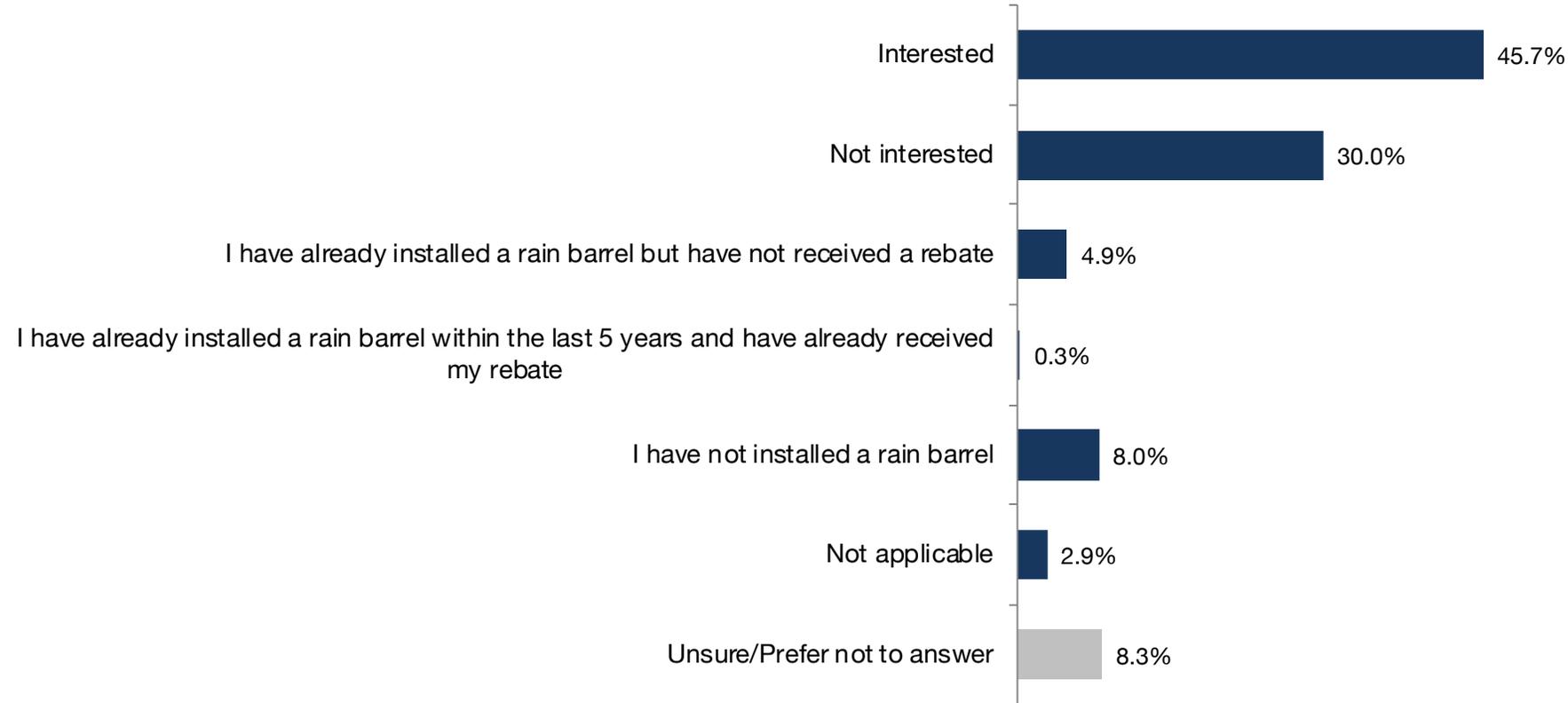
Question 14: Rebate to replace your older sprinklers with more efficient sprinklers and/or drip irrigation?



\*Responses among the 87.4% who said Yes – Lawn, Yes – Garden or Yes – Both in Q9

# 46% are interested in the rebate to install a rain barrel to collect rainwater

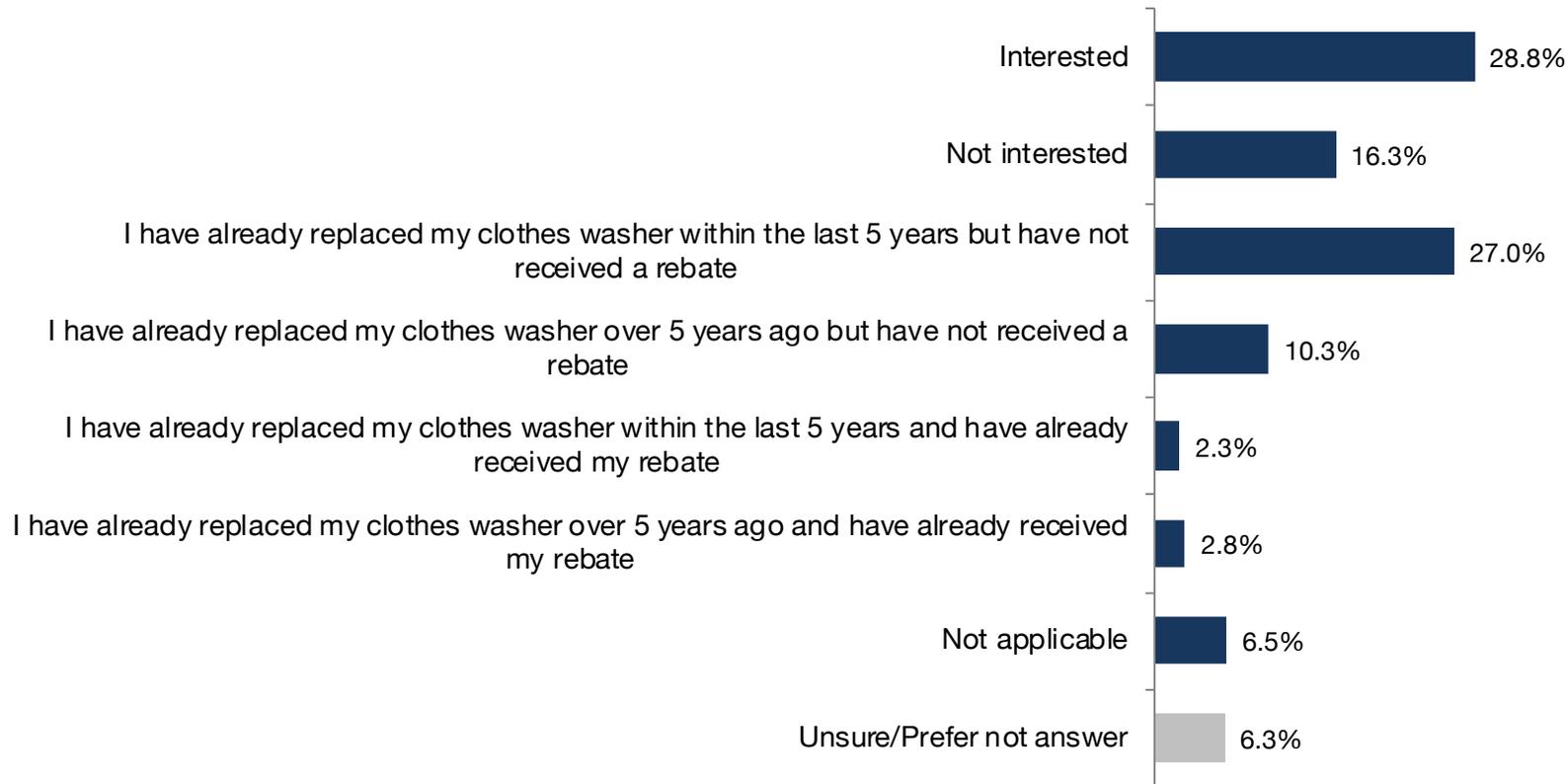
Question 15: Rebate to install a rain barrel to collect rainwater for irrigation?



\*Responses among the 87.4% who said Yes – Lawn, Yes – Garden or Yes – Both in Q9

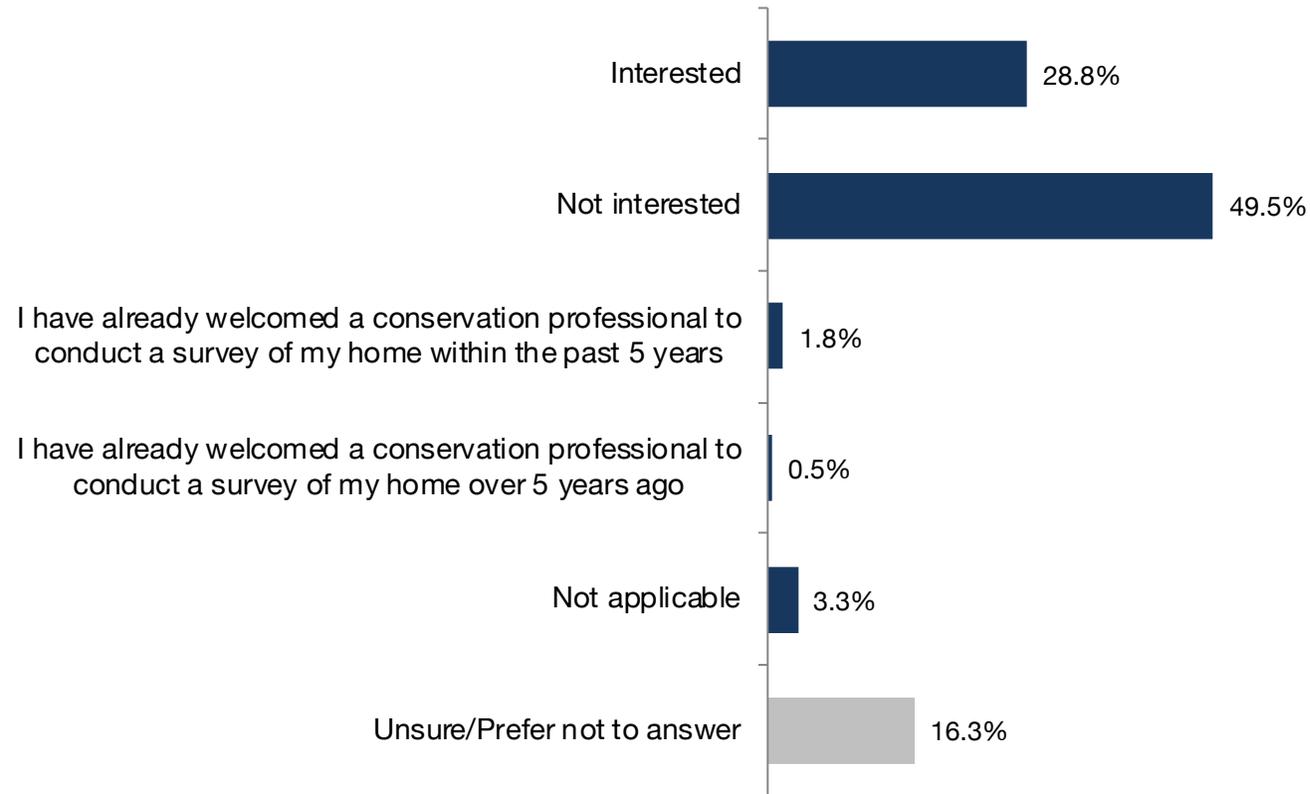
# 29% are interested in the rebate to replace clothes washer with more efficient model

Question 16: Rebate to replace your older clothes washer with a more efficient model?



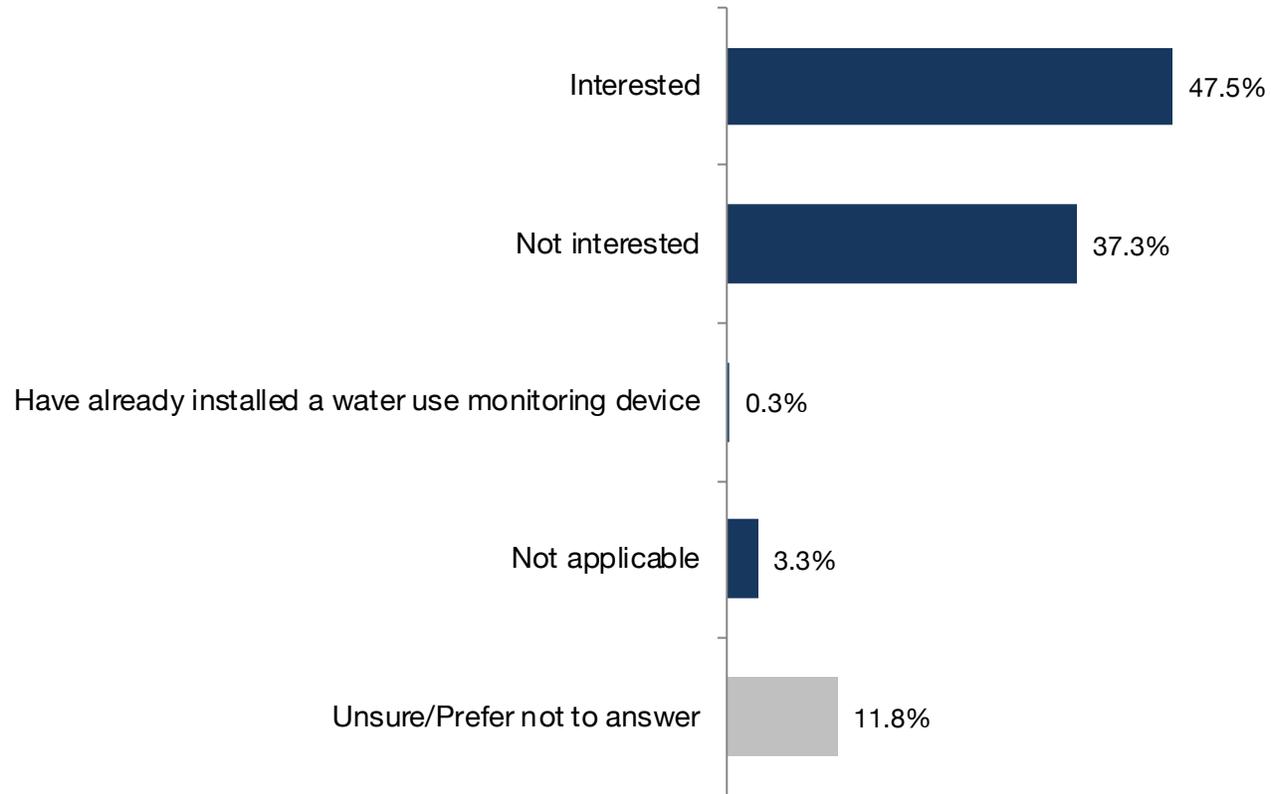
# 29% are interested in welcoming a water conservation professional to conduct a survey to determine water-saving opportunities

Question 17: Welcome a water conservation professional to conduct a survey of my home and yard to determine water-saving opportunities?



# 48% are interested in the rebate to install a water use monitoring device

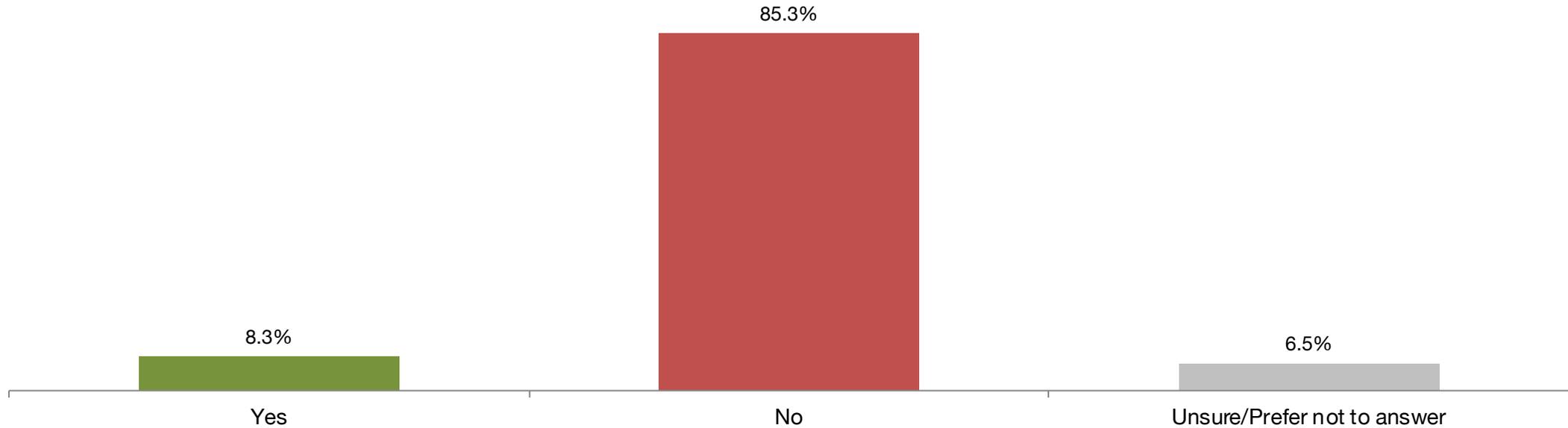
Question 18: Rebate to install a water use monitoring device that attaches to your water meter and gives you real time water use information via your computer or a phone app?



# 85% are unfamiliar with AMI technology

Advanced metering infrastructure, also known as AMI, is a system of smart meters that can take frequent readings (hourly or more often) and provide almost real time water use data to customers.

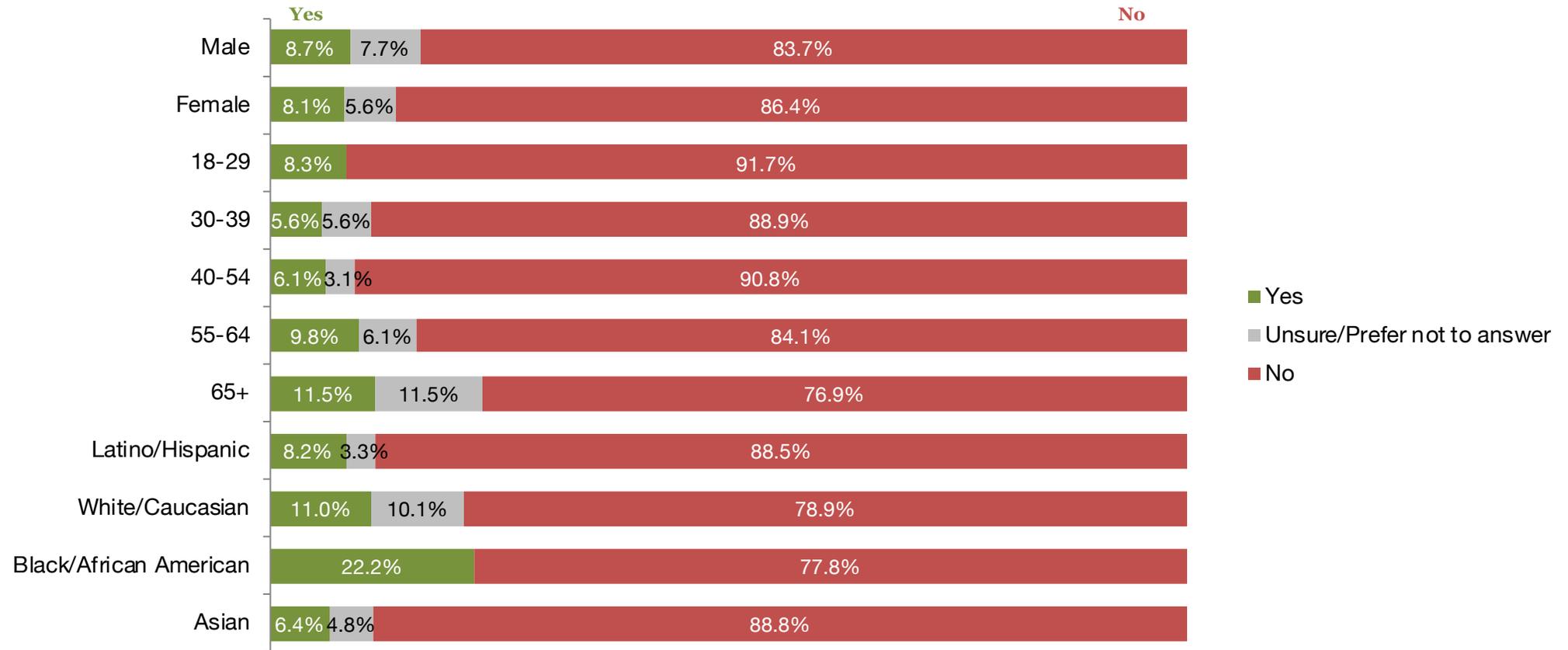
Question 19: Are you familiar with AMI technology?



# Results by gender, age group and ethnicity

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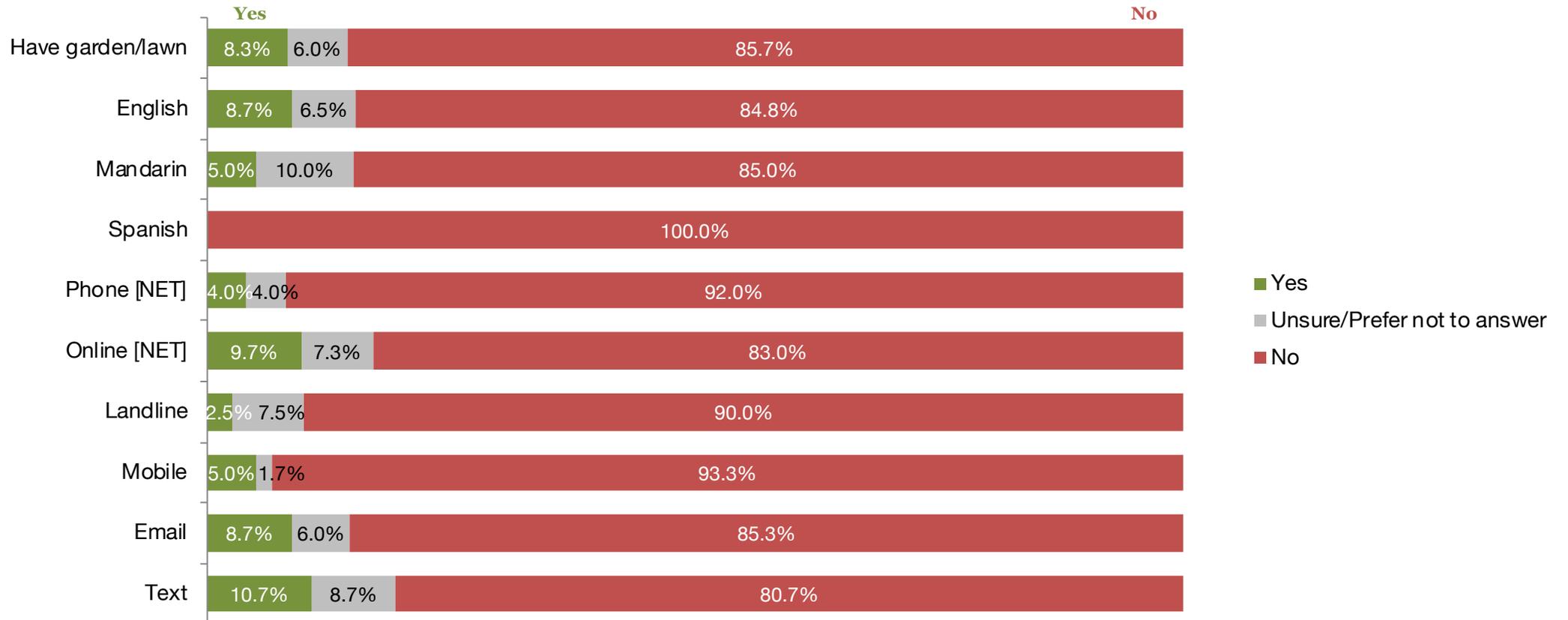
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# Results by whether they have lawn/garden, language and survey mode

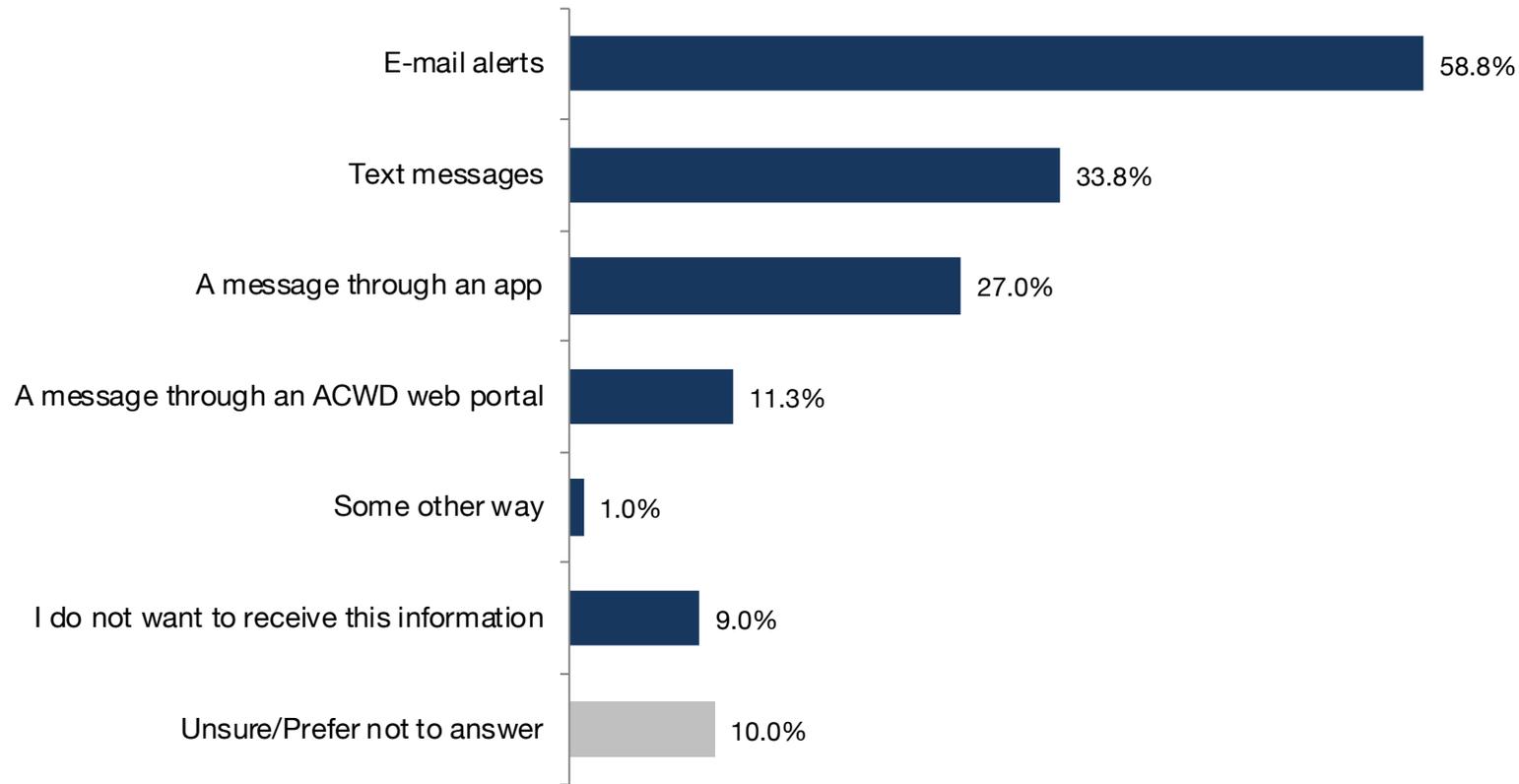
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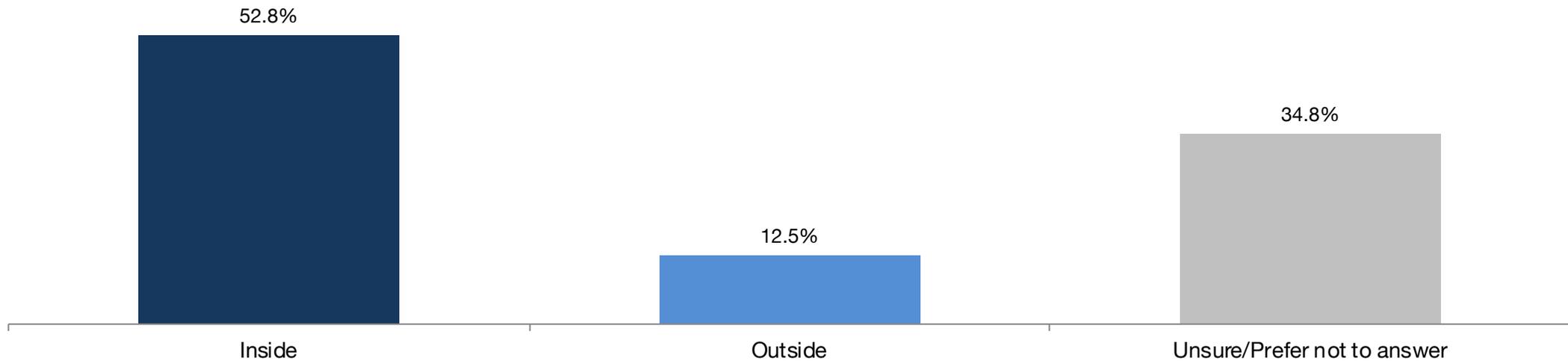
# 59% prefer e-mail alerts to stay informed about AMI system

Question 20: ACWD is planning to implement an AMI system. ACWD's AMI system would be able to provide you useful information about your water use, including alerts regarding leaks in your home, high and/or unusual water use notifications, and comparisons to past and average use for similar sized homes. If ACWD implements an AMI system, in what ways would you prefer to receive such water use information? Select as many as apply.



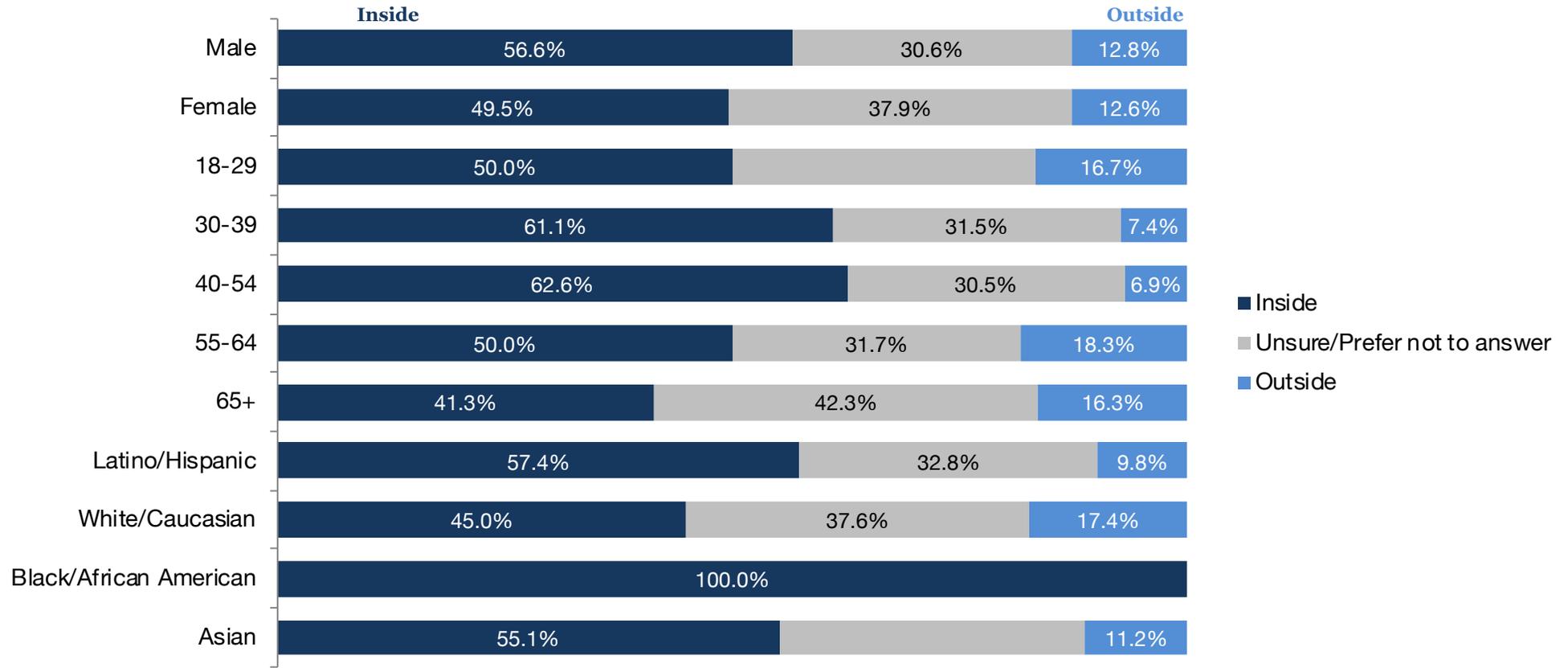
# 53% believe they use more water inside their home

Question 21: On average, do you know whether your household uses more water inside of your home or outside of your home?



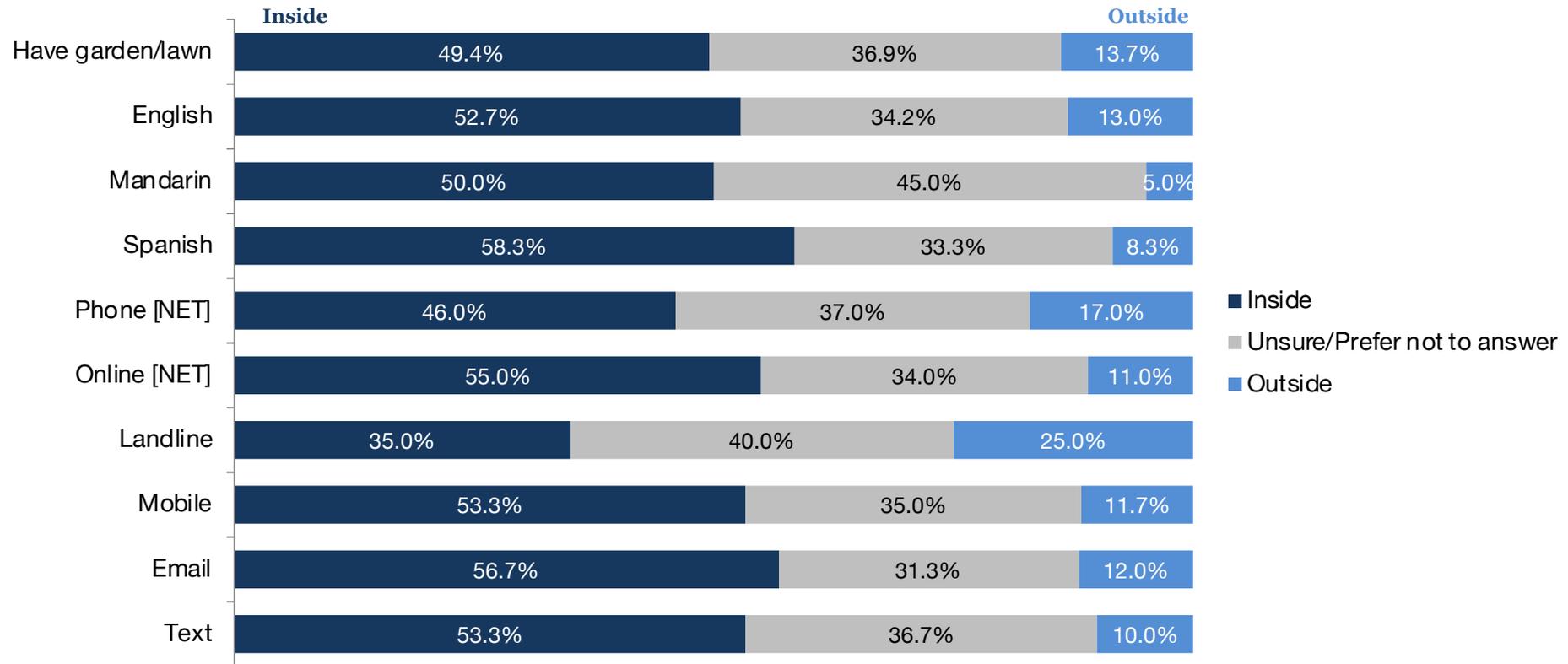
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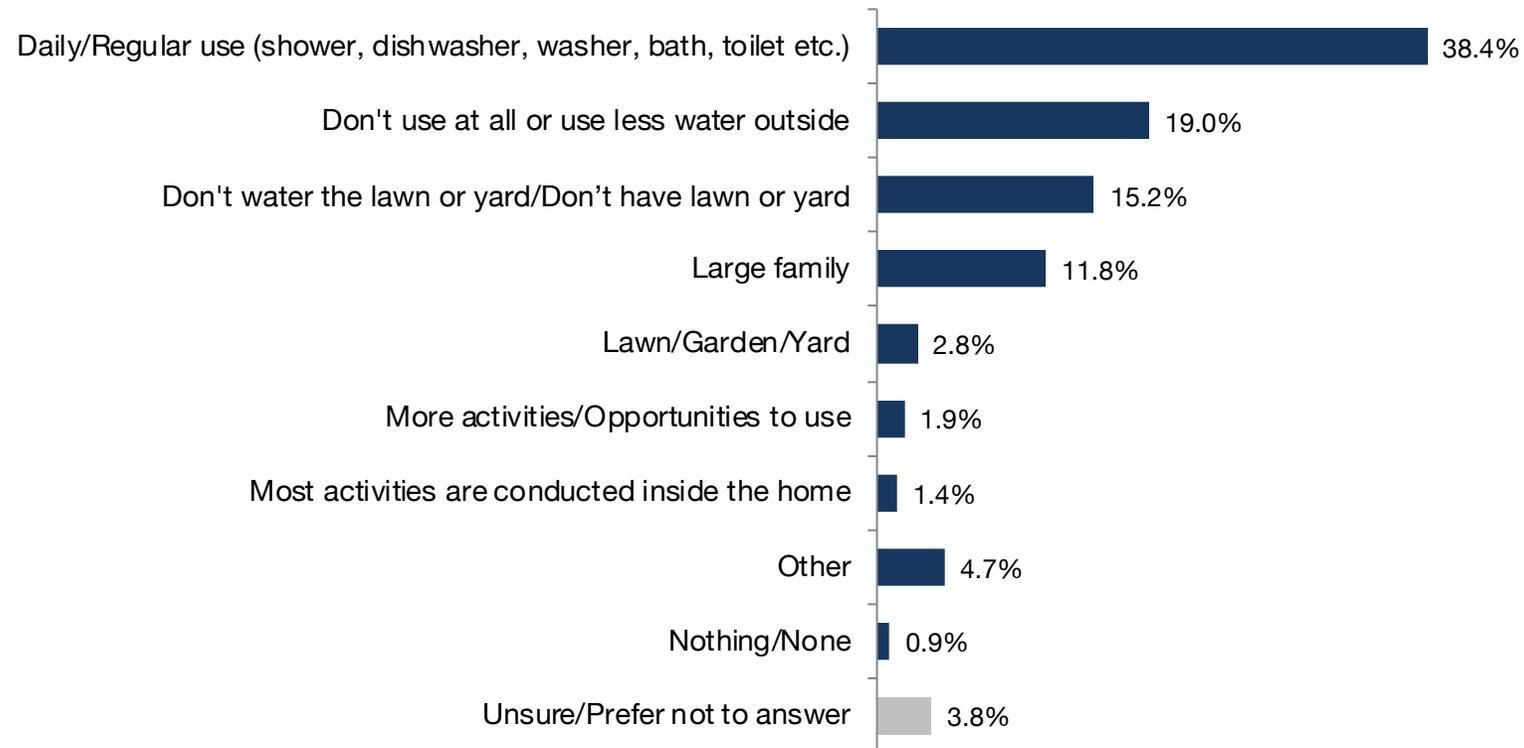
# Results by whether they have lawn/garden, language and survey mode

Question 21: On average, do you know whether your household uses more water inside of your home or outside of your home?



# 31% believe daily/regular use is the main reason for water use inside

Question 22: Why do you think more water is used inside of your home?

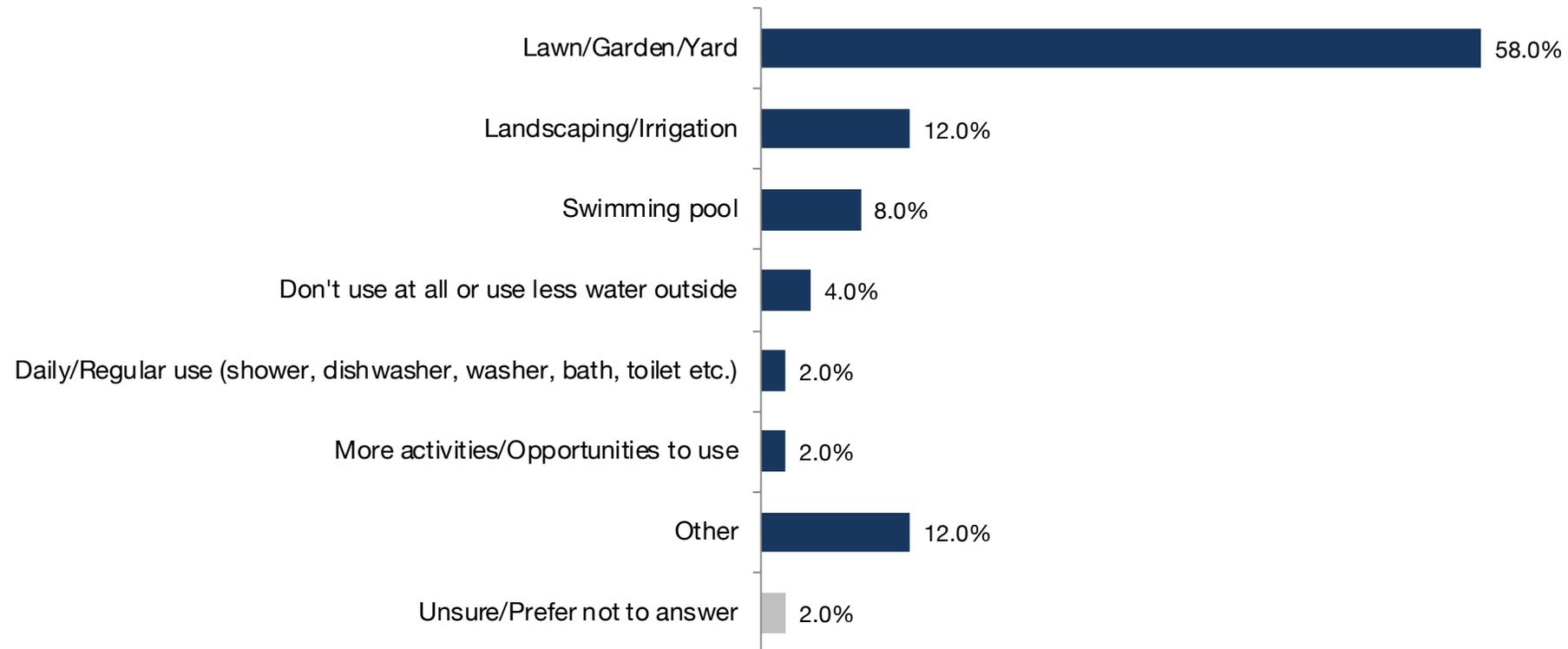


\*Responses among the 52.8% who said Inside in Q21



# 58% believe lawn/garden/yards are the main reasons for water use outside

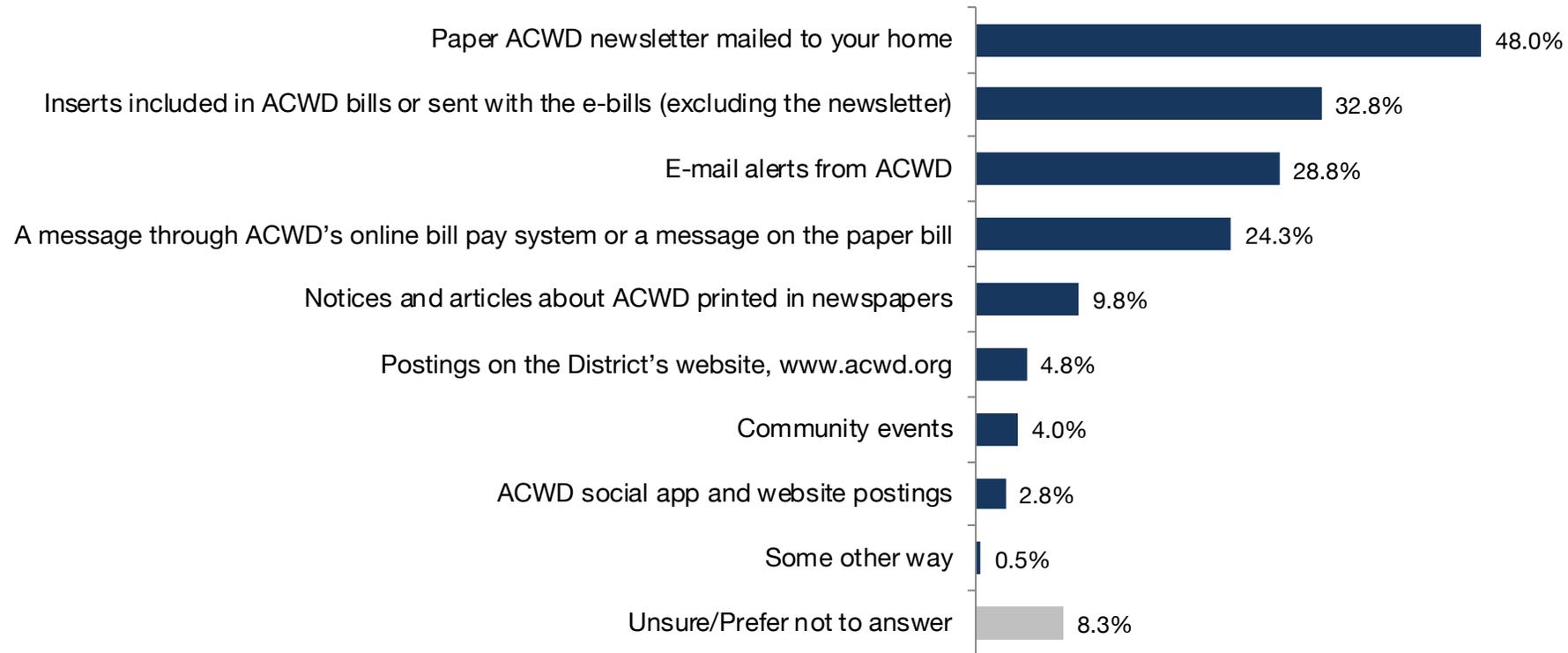
Question 22: Why do you think more water is used outside of your home?



\*Responses among the 12.5% who said Outside in Q21

# 48% receive information from ACWD newsletter

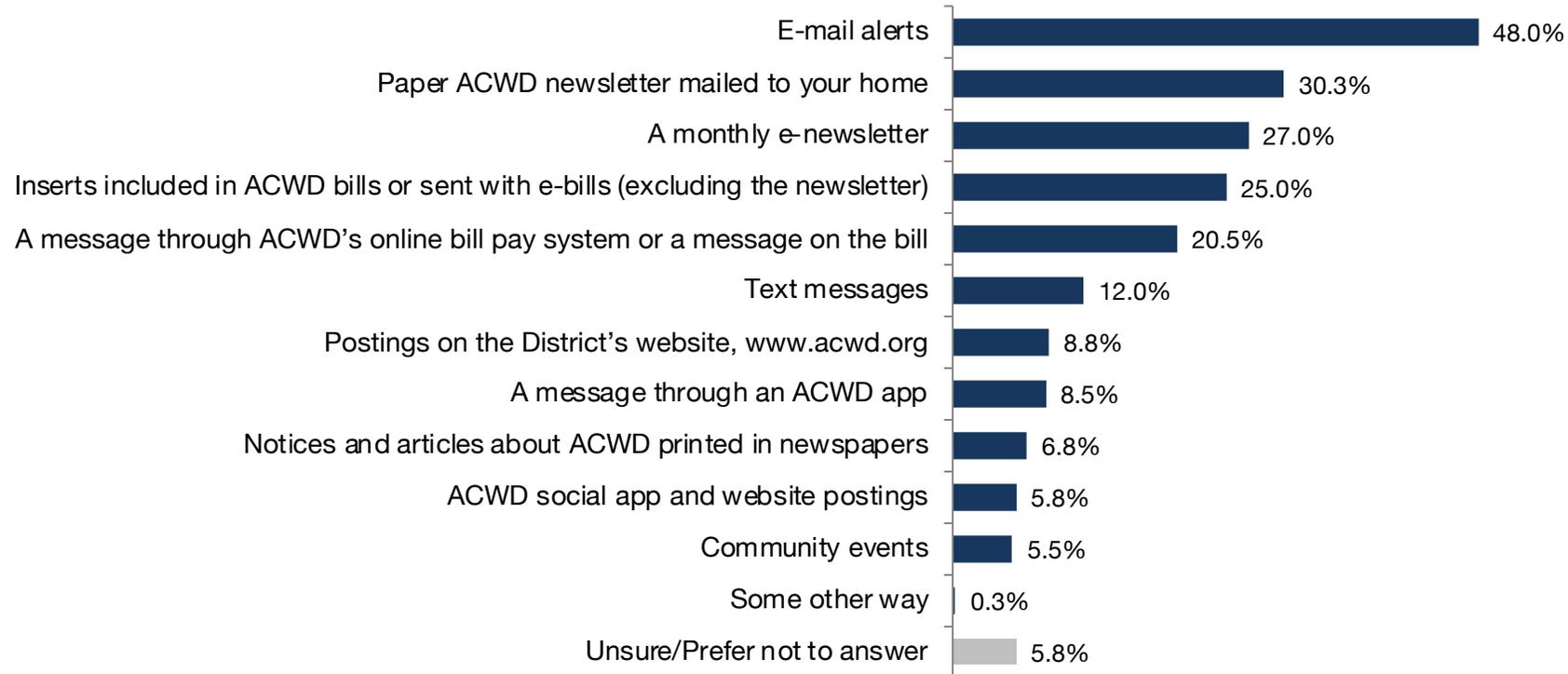
Question 23: How do you currently receive information about Alameda County Water District and its programs? Select as many as apply.



# 48% prefer E-mail alerts to stay informed about

ACWD

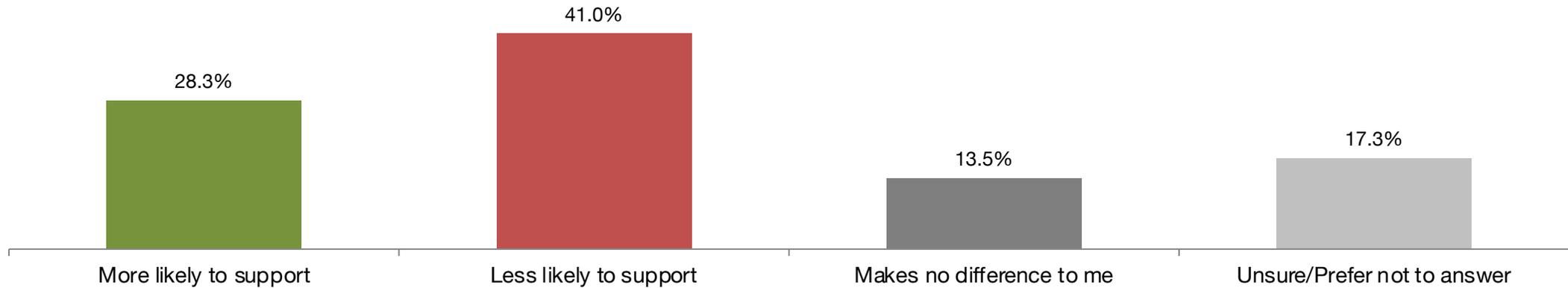
Question 24: How would you prefer that Alameda County Water District keep you informed about the District, its programs and other water-related issues? Select as many as apply.



# 41% would be less likely to support if they knew

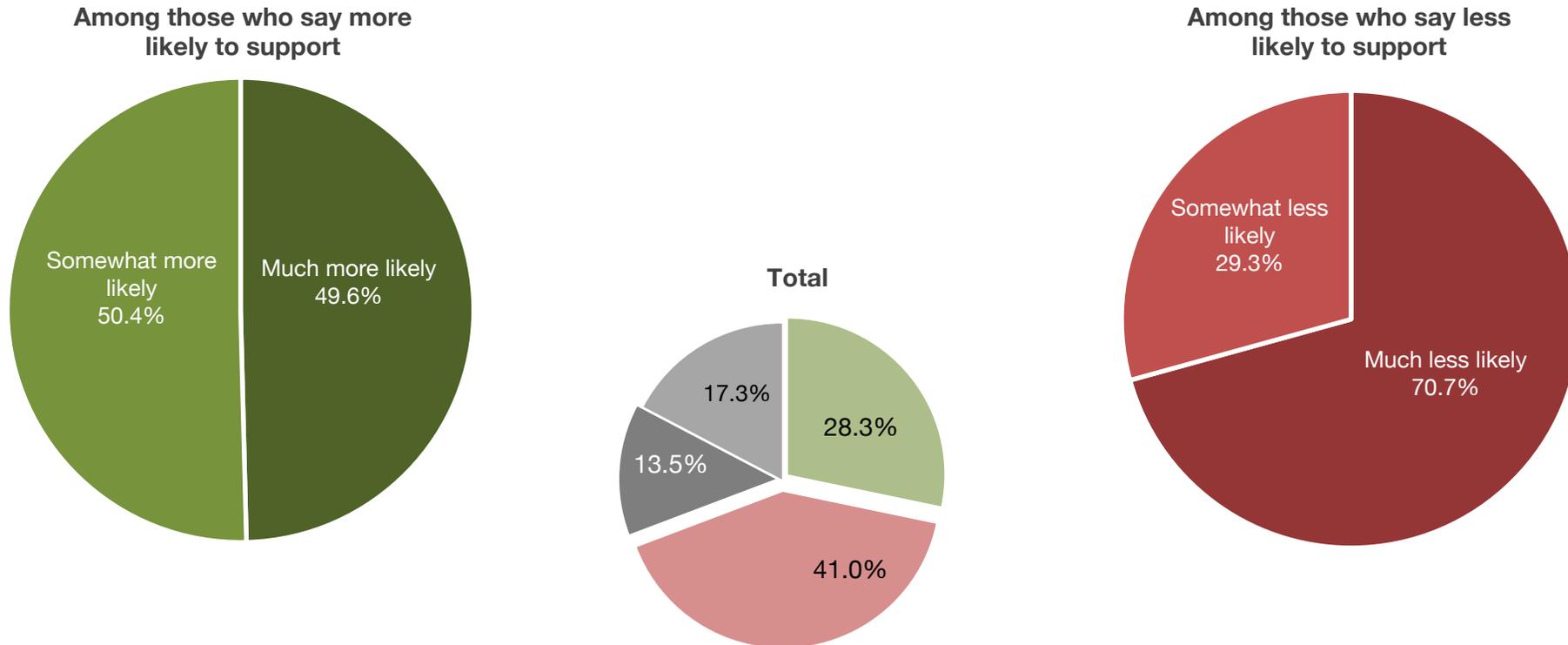
rates were funding more rebates and education programs

Question 25: To increase overall water supply reliability during drought conditions, ACWD could fund more incentives, rebates, and technical assistance programs to encourage greater water use efficiency. Would you be more likely or less likely to support slightly higher rates if you knew that your rates were funding more rebates and education programs to encourage greater water use efficiency to reduce the water supply impacts of drought conditions locally?



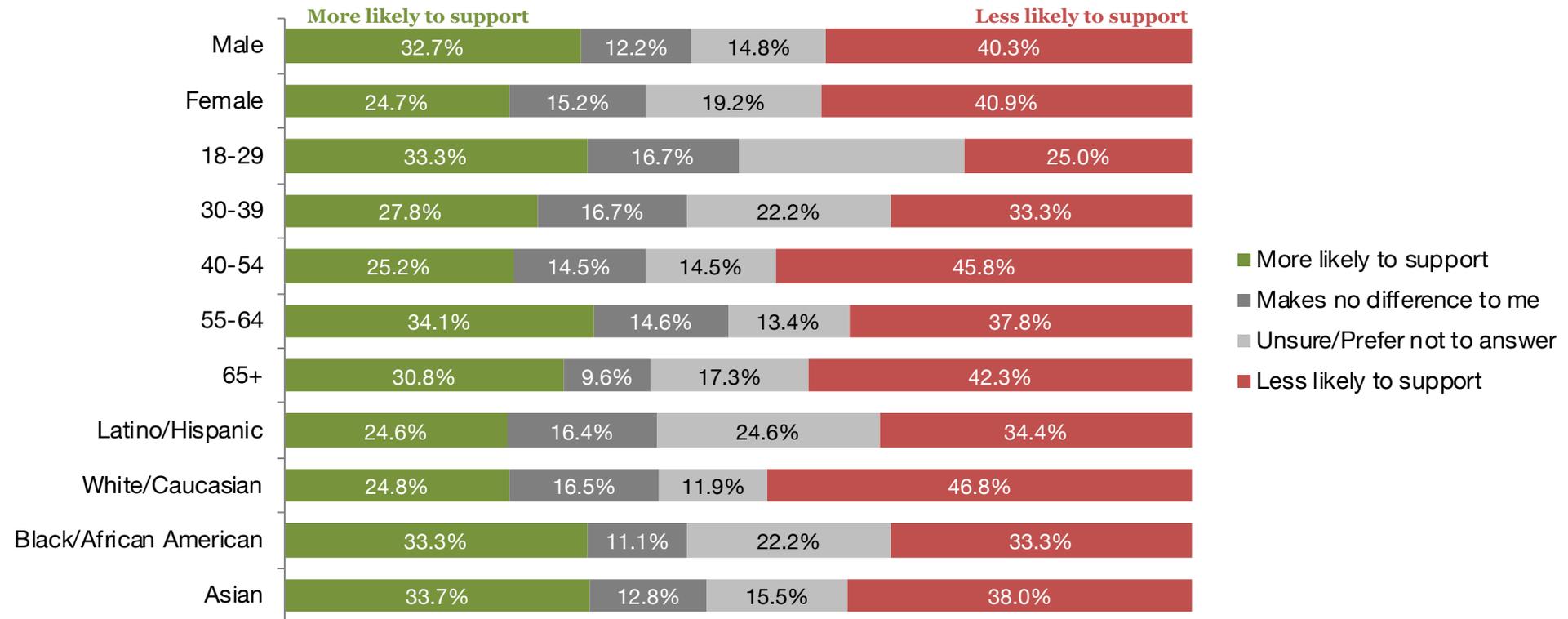
# 71% are much less likely to support, of those who say they are less likely to support

Question 25: To increase overall water supply reliability during drought conditions, ACWD could fund more incentives, rebates, and technical assistance programs to encourage greater water use efficiency. Would you be more likely or less likely to support slightly higher rates if you knew that your rates were funding more rebates and education programs to encourage greater water use efficiency to reduce the water supply impacts of drought conditions locally?



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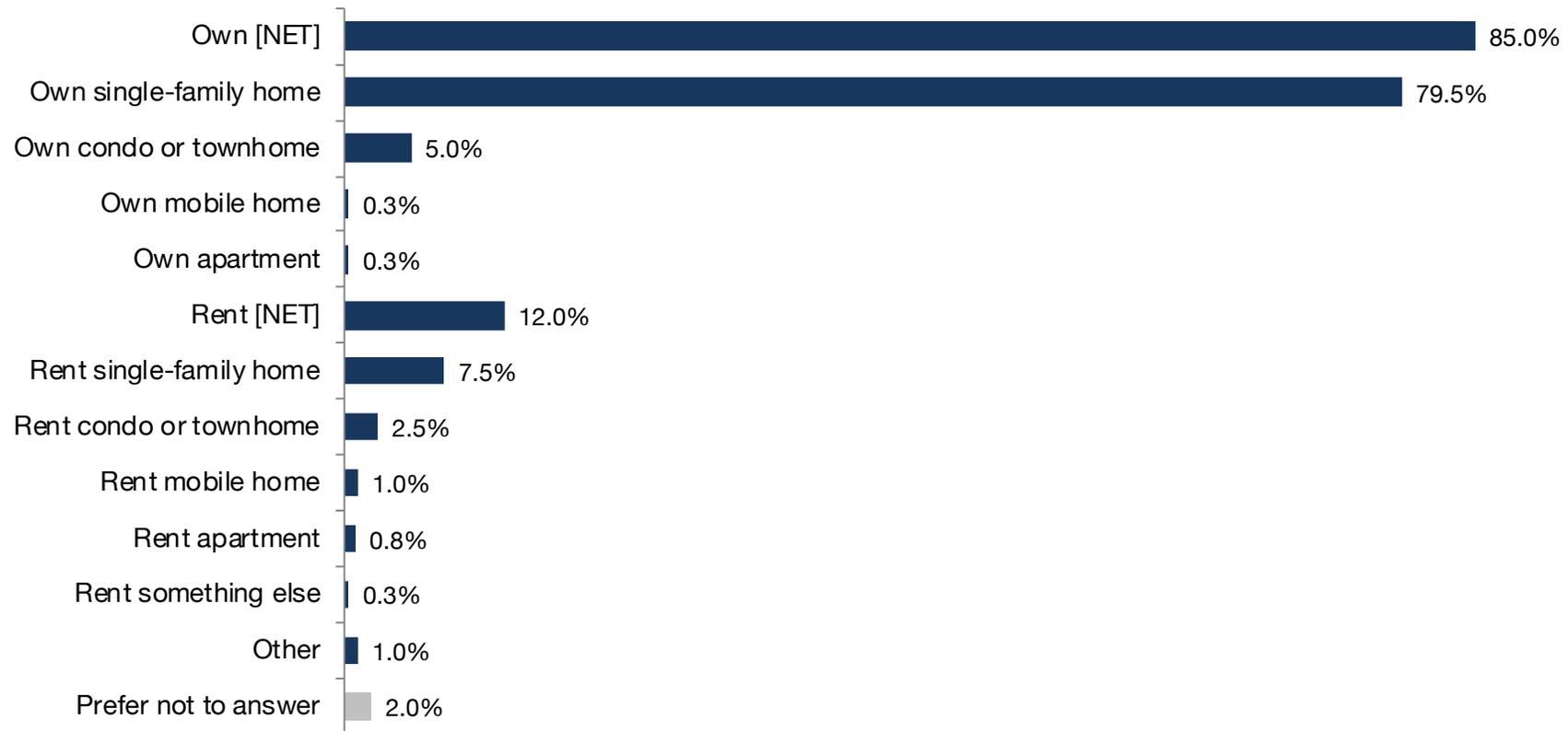
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# Demographics

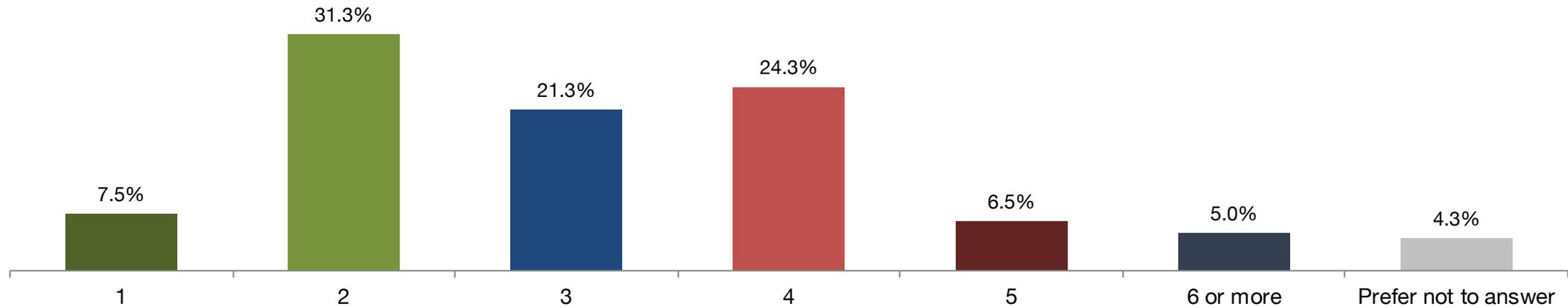
# 80% own a single-family home

Question 26: Do you own or rent your single-family home, condo or townhome, or mobile home? And do you (own/rent) a single-family home, condo or townhome, or mobile home?

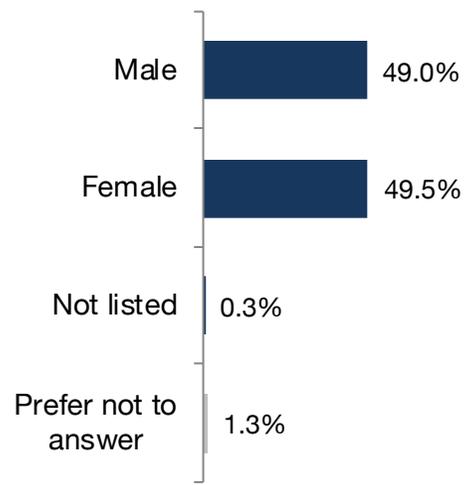


# Full-time residents in household

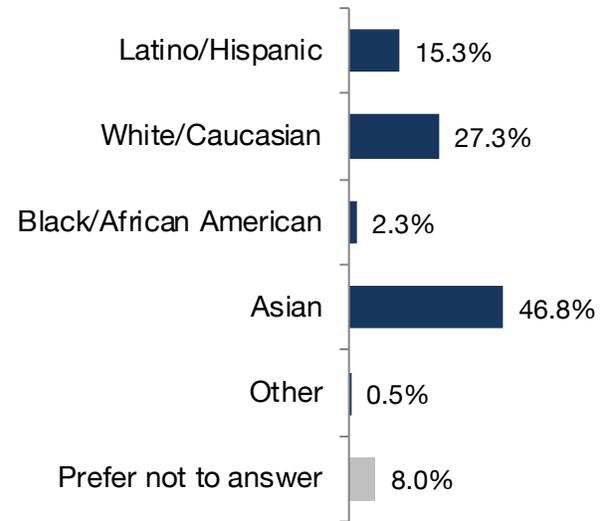
Question 27: Which of the following describes the number of full-time residents in your household?



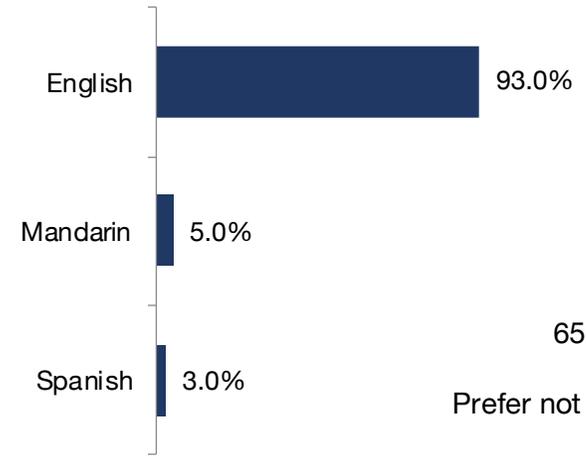
**Gender**



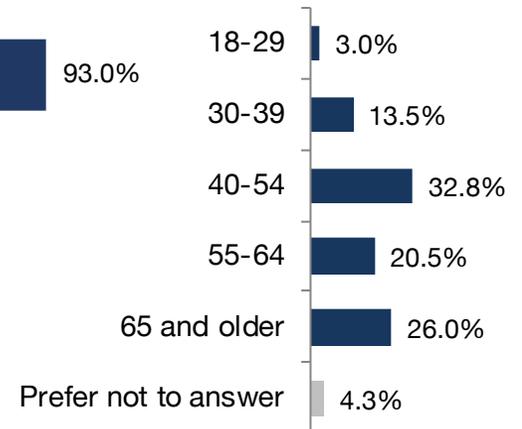
**Ethnicity**



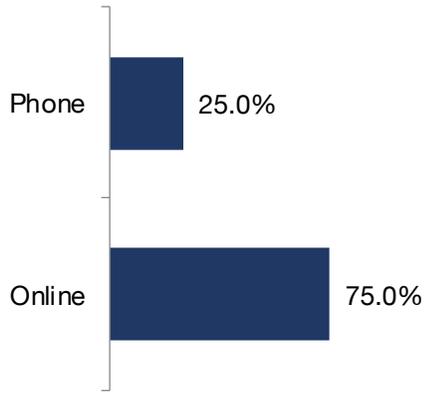
**Language**



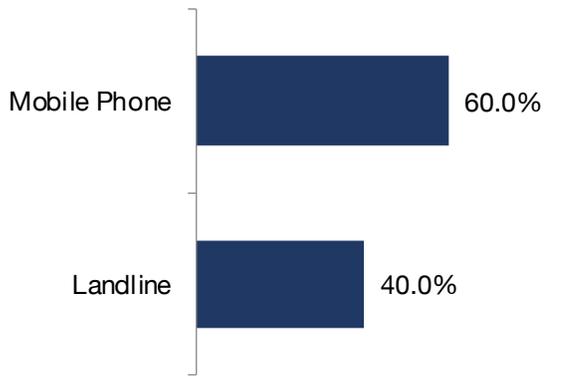
**Age**



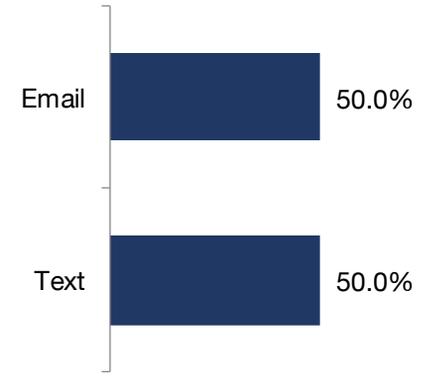
**Survey Mode**



**Among phone respondents**



**Among online respondents**



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# Questions?

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**Adam Probolsky, President**

O: 949-855-6400 | M: 949-697-6726

E: [adamp@probolskyresearch.com](mailto:adamp@probolskyresearch.com)

**Alyssa Tutterow, Research Analyst**

O: 949-855-6400

E: [alyssa@probolskyresearch.com](mailto:alyssa@probolskyresearch.com)



Opinion Research on  
Elections and Public Policy

**Probolsky Research**  
3990 Westerly Place Suite 185  
Newport Beach CA 92660

Newport Beach (949) 855-6400  
San Francisco (415) 870-8150  
Washington DC (202) 559-0270