



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: July 19, 2011

TO: Natural Resources and Culture Committee - Agenda of August 3, 2011

FROM: Roger Bailey, Director of Public Utilities

SUBJECT: Monthly Update on Indirect Potable Reuse/Reservoir Augmentation Demonstration Project

The San Diego County Water Authority recently conducted a public opinion survey to measure the region's opinion regarding various water related issues. Rea & Parker Research was selected to lead the effort. A portion of the survey, as in 2004, was specifically geared to residents within the City of San Diego. Rea & Parker Research has compared 2004 survey data with the results of the current survey where questions were the same or nearly the same. This continuity greatly facilitates the tracking of responses from year-to-year, including the consistency of wording and interviewing that adds to the statistical reliability of such comparisons.

The City survey was conducted by a random telephone sample of 403 respondents, which equates to a margin of error +/-4.9 percent at a 95 percent confidence rate. The sample included 45 residents who were only cell phone users (do not use land-line telephone). All participants were at least 18 years old, and had lived in San Diego at least one year.

The survey contained 52 questions, including 69 individual survey items (variables) and was administered in both English and Spanish. A total of 65 respondents (16.0 percent) elected to respond in Spanish. The number of respondents who took the survey in Spanish in the current survey is higher than in 2004, when 7 percent preferred to respond to the survey in Spanish.

City residents responded to questions on water reliability, water conservation and water purification, among others. The research findings will aid staff in adjusting or augmenting educational efforts and outreach strategies as the project progresses.

Dr. Parker, from Rea & Parker Research, will present the research findings to the Natural Resources and Culture Committee at the August 3, 2011 meeting.

The full results of the poll are available at www.sandiego.gov/water/waterreuse/demo/links.

A handwritten signature in black ink, appearing to read "Roger S. Bailey".

Roger S. Bailey
Director of Public Utilities