

OTAY WATER DISTRICT  
COMMUNICATIONS COMMITTEE MEETING  
and  
SPECIAL MEETING OF THE BOARD OF DIRECTORS

2554 SWEETWATER SPRINGS BOULEVARD  
SPRING VALLEY, CALIFORNIA  
Boardroom

**Wednesday**  
**October 18, 2006**  
**11:30 A.M.**

This is a District Committee meeting. This meeting is being posted as a special meeting in order to comply with the Brown Act (Government Code Section §54954.2) in the event that a quorum of the Board is present. Items will be deliberated, however, no formal board actions will be taken at this meeting. The committee makes recommendations to the full board for its consideration and formal action.

**AGENDA**

1. ROLL CALL
2. PUBLIC PARTICIPATION – OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO SPEAK TO THE BOARD ON ANY SUBJECT MATTER WITHIN THE BOARD'S JURISDICTION BUT NOT AN ITEM ON TODAY'S AGENDA

**INFORMATION / ACTION ITEMS**

3. UPDATE ON THE DISTRICT'S SCHOOL EDUCATION PROGRAM (GRANGER) [10 minutes]
4. DISCUSSION OF SEWER INFORMATION TO BE POSTED ON THE DISTRICT'S WEBSITE (STEVENS) [10 minutes]
5. DISCUSSION OF THE 2006 CUSTOMER SURVEY (BUELNA) [15 minutes]
6. UPDATE ON LANDFILL MEDIA EVENT (BUELNA) [10 minutes]
7. ADJOURNMENT

**BOARD MEMBERS ATTENDING:**

Mark Robak, Chair  
Larry Breittfelder

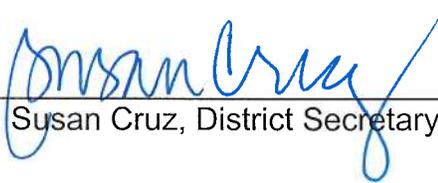
All items appearing on this agenda, whether or not expressly listed for action, may be deliberated and may be subject to action by the Board.

If you have any disability that would require accommodation in order to enable you to participate in this meeting, please call the District Secretary at 670-2280 at least 24 hours prior to the meeting.

#### Certification of Posting

I certify that on October 13, 2006, I posted a copy of the foregoing agenda near the regular meeting place of the Board of Directors of Otay Water District, said time being at least 24 hours in advance of the meeting of the Board of Directors (Government Code Section §54954.2).

Executed at Spring Valley, California on October 13, 2006.

  
\_\_\_\_\_  
Susan Cruz, District Secretary

# AGENDA ITEM 3



## STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	November 1, 2006		
SUBMITTED BY:	William E. Granger, Water Conservation Manager <i>WG</i>	W.O./G.F. NO:	n/a	DIV. NO.	all
APPROVED BY: (Chief)	Rom Sarno, Chief of Administrative Services <i>[Signature]</i>				
APPROVED BY: (Asst. GM):	German Alvarez, Assistant General Manager, Finance & Administration <i>[Signature]</i>				
SUBJECT:	Otay School Education Programs Update				

**GENERAL MANAGER'S RECOMMENDATION:**

For the Board to receive an update on the District's School Education Program. This item is informational only and does not require Board action.

**COMMITTEE ACTION:** \_\_\_\_\_

See Attachment "A"

**PURPOSE:**

To provide an update on the District's School Education Programs.

**ANALYSIS:**

It was requested at the October 4<sup>th</sup> Board meeting that staff present an update of the District's School Education Programs.

The District has maintained a strong school education program since 1995, and has reached more than 96,000 students to date between its efforts as well as those by CWA staff within the District.

**Water Kits (K-6):**

The District provides kits containing grade appropriate lesson plans to teachers. The kits include videos, workbooks and other resources. Kits are available on the topics of the water cycle, water conservation, recycled water, source/delivery of drinking water and water pollution. Kits are requested by individual teachers and either picked up or delivered to the school.

### Water Conservation Garden Tours (Grades 3-6):

The District funds approximately 30 school bus tours to the Water Conservation Garden each fiscal year. Otay staff meets the buses at the Garden and conducts a tour and lab session lasting approximately two hours. Students learn about the scarcity of water and the need for outdoor water conservation, our water sources, the characteristics of drought tolerant plants, take a tour of the garden and then each child plants something to take home. Tours are conducted between October and May.

### Splash Science Mobile Labs (Grades 4-6):

The District provides 50% (\$255 per lab) of the funding for up to 18 Splash Labs this fiscal year. The school picks up the rest of the fee, although CWA recently amended its budget to fund a limited number of Splash Labs. The program is run through the County Office of Education and was designed by CWA. The Splash Lab involves six teaching stations: microscopes, technology, weather, water quality, storm drain pollution model and life around a pond. Up to four classes can use the lab per day.

### Other Educational Activities:

The District also provides funding for water awareness programs, which includes water related books, videos, and school water-wise gardens. To further encourage conservation awareness, the District regularly provides water related books to school libraries and mini-grants for water related projects.

Each year in conjunction with the San Diego Chapter of the California Special Districts Association (CSDA), the District provides a \$1,000 scholarship to a college-bound high school senior that lives within the District. Students are required to submit an essay about the importance of Special Districts as well as write a personal essay. Students are eligible to receive the District's scholarship as well as the \$1,000 scholarship offered by the local CSDA.

In addition to the Splash Science Mobile Labs, CWA offers a number of programs including "Admiral Splash", "Weather & Water in San Diego", water quality curriculum and testing, and a xeriscape gardening teacher workshop held at the Water Conservation Garden.

### Program Coordination with the Water Authority

The Water Authority mails out a cover letter and its brochures (see the attached) to elementary and secondary schools throughout the county at the beginning of the school year promoting their programs for Kindergarten through 12<sup>th</sup> grade. In addition, the District mails out flyers promoting its programs, highlighting the funding

available for Garden bus tours and school site gardens as well as the kits and its poster contest. Depending upon program activity levels, staff will send out one or two additional mailings highlighting the availability of funding. Mailings typically occur at the beginning of the school year, again in January, and then again as needed.

**FISCAL IMPACT:** \_\_\_\_\_

None

**STRATEGIC GOAL:**

"Community Outreach"-Continue to promote the Water Conservation Garden for Increased Community Impact, Increase the use of educational materials on the District's website, Evaluate Effectiveness of School Education Program, and Promote CWA's Splash Labs by schools in the District

**LEGAL IMPACT:** \_\_\_\_\_

None

  
**General Manager**

*Attachments:*

Attachment "A":

- FY 2007/2008 CWA Secondary Water Education pamphlet
- FY 2007/2008 CWA Elementary Water Education pamphlet
- Otay "Water Education Materials" flyer
- Splash Science Mobile lab schedule FY 07
- School Garden Tour schedule FY 07
- Otay "Learn about Water brochure-Middle and High Schools
- Otay historical school program activity FY 95-05.



## ATTACHMENT A

<b>SUBJECT/PROJECT:</b>	Otay School Education Programs Update
-------------------------	---------------------------------------

### COMMITTEE ACTION:

The Communications Committee reviewed this item at a meeting held on October 18, 2006.

### NOTE:

The "Committee Action" is written in anticipation of the Committee moving the item forward for board approval. This report will be sent to the Board as a committee approved item, or modified to reflect any discussion or changes as directed from the committee prior to presentation to the full board.

*Attachment(s) or exhibit(s), if appropriate*

## GARDEN TOURS 2006-2007

Tour Date	School	School District	City	Grade	# Kids	# Adults	Otay Funding Bus?
9/5/06	Casillas	Chula Vista Elementary School Dist	Chula Vista	5	32	5	X
10/5/06	Tiffani	Chula Vista Elementary School Dist	Chula Vista	2	43	6	X
10/10/06	Tiffani	Chula Vista Elementary School Dist	Chula Vista	2	42	6	X
10/12/06	Vista Grande	Cajon Valley School District	El Cajon	3	45	7	WALKING
10/13/06	Avocado	Cajon Valley School District	El Cajon	3			X
10/26/06	Olympic View	Chula Vista Elementary School Dist	Chula Vista	3			X
11/7/06	Avocado	Cajon Valley School District	El Cajon	3			X
11/9/06	Jamul Primary	Jamul/Dulzura School District	Jamul	1			X
12/5/06	McMillan	Chula Vista Elementary School Dist	Chula Vista	3			X
12/7/06	McMillan	Chula Vista Elementary School Dist	Chula Vista	3			X
12/12/06	McMillan	Chula Vista Elementary School Dist	Chula Vista	3			X
1/23/07	Tiffany	Chula Vista Elementary School Dist	Chula Vista	5			X
1/25/07	Tiffany	Chula Vista Elementary School Dist	Chula Vista	5			X
	Total Tours Completed		5				
	Total Tours Completed & Scheduled		13				

## Otay Annual School Education Program

Fiscal Year	Tours	Students	Presentations	Students	Teacher's workshops	Annual Student Totals	Splash Labs	Mini-Grants
FY 95	25	1,506	66	2,812		4,318		
FY 96	26	1,618	89	3,584		5,202		
FY 97	26	1,550	81	3,594		5,144		
FY 98	32	1,892	132	5,218		7,110		
FY 99	25	1,444	220	6,607		8,051		
FY 00	32	2,053	157	6,068		8,121		
FY 01	28	1,806	203	7,069		8,875		
FY 02	34	2,291	193	6,108		8,399		
FY 03	41	2,855	128	4,377	1	7,232		
Fiscal Year	Tours	Students	Kits	Students	Teacher's workshops	Annual Student Totals		
FY 04	37	2318	18	1965	1	4240		
FY 05	32	1934	13	1355	1	3353		
FY 06	30	1688	11	1400	1	3088	18	1

**TOTAL            73,133**

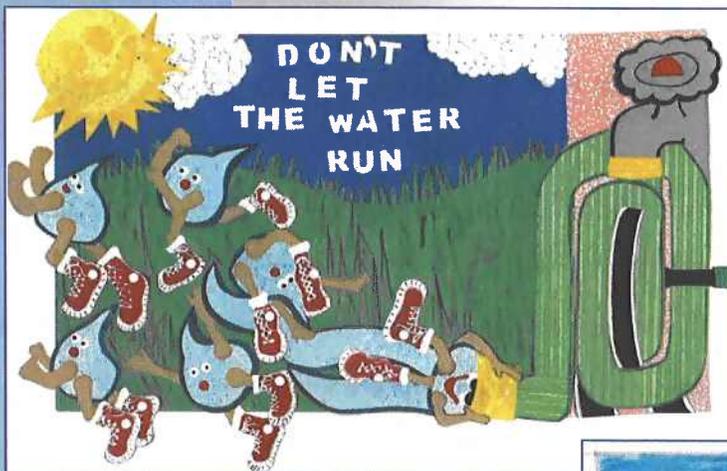
## CWA Programs

			Presentations	Students	Teacher's workshops	Annual Student Totals
FY 01			29	2807	5	2807
FY 02			29	2807	5	2807
FY 03			123	6892	5	6892
FY 04				6892	5	6892
FY 05			30	3780		3780
FY 06		This information will be provided by mid Nov by CWA				
<b>TOTAL</b>						<b>96,311</b>



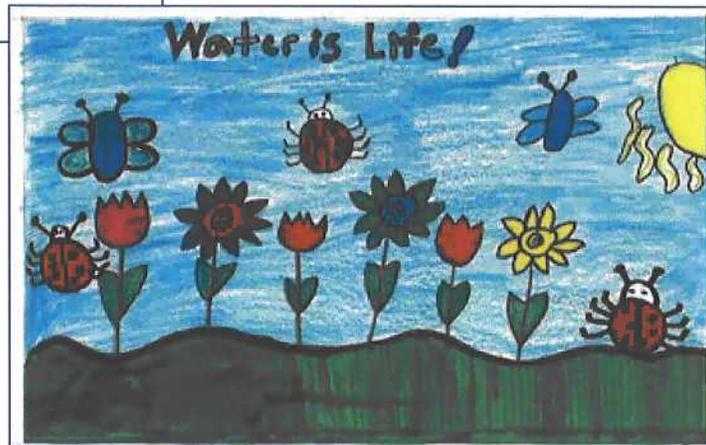


# WATER IS LIFE... MAKE EVERY DROP COUNT



Emily -Grade 6  
Clear View Charter School

2006 WINNING POSTERS



Melissa -Grade 3  
Jamul Primary School

**Contest Deadline**  
**April 20, 2007**

**Category 1: Grades K-3**  
**Category 2: Grades 4-6**

Prizes for the 1st, 2nd & 3rd Place winners  
&

**Certificates for all**

See other side for contest rules

For more information call:

Pam Rega

Water Conservation Specialist

Otay Water District

(619) 670-2291



Teachers: Please help with the screening process. Send no more than six posters per classroom. Certificates are available for all students who enter the contest. Let us know how many you will need.

# Water Education Materials

**Grades K-6** from the Otay Water District

## Borrow a Learn About Water Kit

Available for the following topics

- ◆ Water Cycle
- ◆ Water Pollution
- ◆ Source/Delivery of Drinking Water
- ◆ Water Conservation
- ◆ Recycled Water

## Each Kit Includes

- ◆ background information
- ◆ Standards-based lesson plans
- ◆ Materials to teach each lesson
- ◆ Grade appropriate plans and materials for each grade
- ◆ Videos
- ◆ Books
- ◆ Workbooks

## Go on a FREE Field Trip—Grades 3-6

- ◆ Tour The Water Conservation Garden
- ◆ Participation in a hands-on workshop
- ◆ Learn about water-wise gardening

Limited funding available for transportation

## Water Awareness Poster Contest

Encourage your students to enter our annual poster contest.

- ◆ Prizes for 1st, 2nd & 3rd Place winners
- ◆ All participants receive certificates

## Mini Grant Program

- ◆ Funding up to \$300 for the development of water-related projects and activities
- ◆ Funding for half the cost of the Splash Science Mobile Lab

Call (619) 670-2291 for a grant application.

To reserve a Kit or schedule a Field



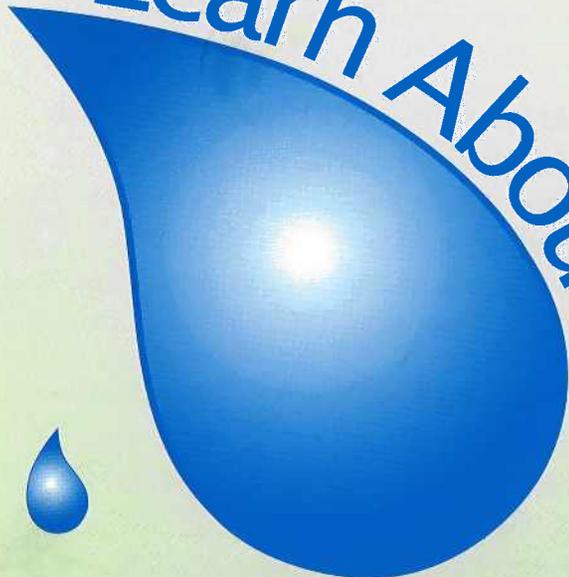
**Pam Rega**  
Water Conservation Specialist

**Otay Water District**  
**(619) 670-2291**  
**prega@otaywater.gov**

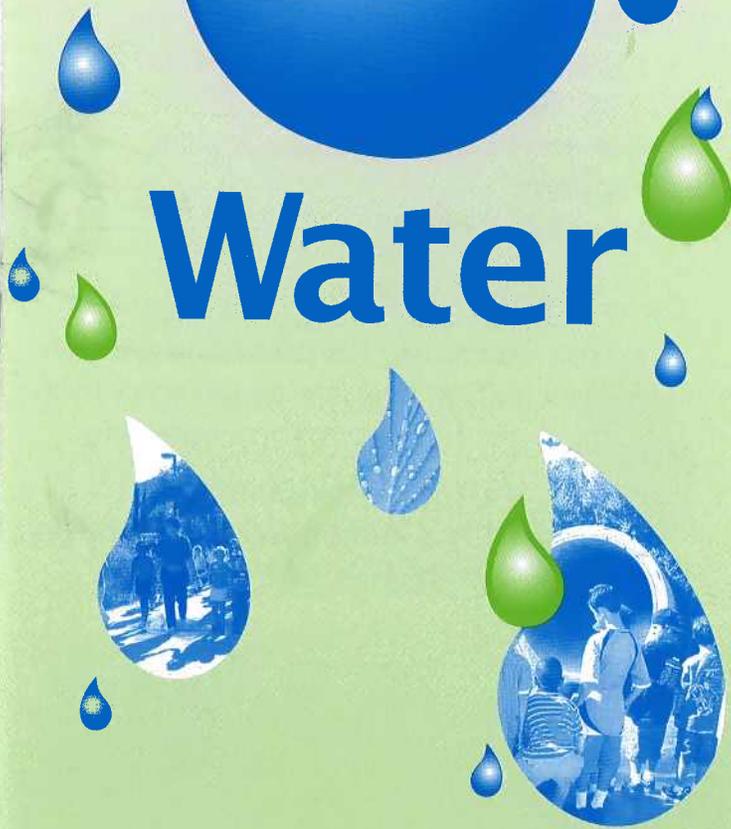
visit our web site: [www.otaywater.gov](http://www.otaywater.gov)

Water education materials  
**for K-6 Grade**  
from the Otoy Water District

Learn About



Water



# Helping Your Students Grades K-6 Learn About Water



**Borrow a Learn About Water Kit**  
available for the following topics:

- 💧 Water Cycle
- 💧 Water Pollution
- 💧 Source/Delivery of Drinking Water
- 💧 Water Conservation

### Each Kit Includes:

- 💧 Background Information
- 💧 Standards-based lesson plans for all grades
- 💧 Materials to teach each lesson
- 💧 Videos
- 💧 Books

### Go on a FREE Field Trip - Grades 3-6

- 💧 Tour The Water Conservation Garden
- 💧 Participation in a hands-on workshop
- 💧 Learn about water-wise gardening



**Funding Available**  
for a limited number of buses,  
so be sure to book early!

### Water Awareness Poster Contest

Encourage your students to enter our annual Water Awareness Poster Contest:

- 💧 Prizes for 1st Place winners
- 💧 All participants receive certificates



### Education for Teachers

- 💧 Funding up to \$300 for the development of water-related projects and activities

### Call for an application

To Reserve a Kit or Make Field Trip Reservations:

**Pam Rega**

Water Conservation Specialist

Otay Water District

(619) 670-2291

[prega@otaywater.gov](mailto:prega@otaywater.gov)



## San Diego

is very dependent upon imported water. Our average rainfall, which is about 10 inches, does not provide enough water for our local needs. As much as 90% of the water we use is imported from the Colorado River and Northern California. To maintain our quality of life and ensure our future water supply, we need to educate our youth to use this limited resource as efficiently as possible.

## Otay Water District

brings you a variety of water related activities to supplement your classroom programs. All of the materials meet State Content Standards.

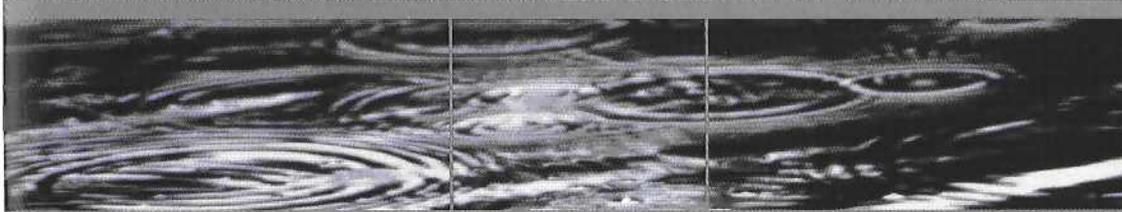
**Together**  
**we can educate our youth**  
**to use San Diego's**  
**water supply wisely.**



For more education information  
visit our web site at

[www.otaywater.gov](http://www.otaywater.gov)

# elementary water education



San Diego County Water Authority

FREE Programs  
& Materials  
for Teachers

2006  
2007

Science  
Social Science  
Language Arts



San Diego County  
Water Authority



Programs adhere to state standards

## About the Water Authority Programs

The San Diego County Water Authority provides many programs and materials for teachers and students in San Diego County, all of which are free except where noted otherwise. For more information or to download forms, visit [www.sdcwa.org/education](http://www.sdcwa.org/education). You can also call or email Water Authority education staff:

<b>Ivan Golakoff</b>	858-522-6719	<a href="mailto:igolakoff@sdwcwa.org">igolakoff@sdwcwa.org</a>
<b>Susan Bohlander</b>	858-522-6720	<a href="mailto:sbohlander@sdwcwa.org">sbohlander@sdwcwa.org</a>
<b>Kelly Mooney</b>	858-522-6721	<a href="mailto:kmooney@sdwcwa.org">kmooney@sdwcwa.org</a>
<b>Deborah Hack</b>	858-522-6722	<a href="mailto:dhack@sdwcwa.org">dhack@sdwcwa.org</a>

### ADDITIONAL RESOURCES

**SanDCREEC** is a county-wide resource for environmental education programs. [www.creec.org/region9a/](http://www.creec.org/region9a/)

**I Love a Clean San Diego** provides a variety of environmental education programs. 619-291-0103 x3009 [www.ilacsd.org](http://www.ilacsd.org)

**Water Education Foundation**  
916-444-6240 [www.watereducation.org](http://www.watereducation.org)

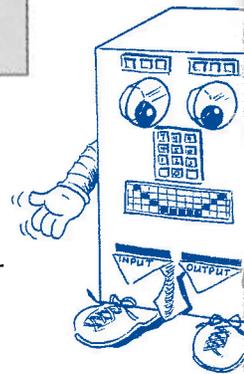
**Department of Water Resources**  
916-653-4684 [www.publicaffairs.water.ca.gov/education](http://www.publicaffairs.water.ca.gov/education)

## "All About Water"

### INTERDISCIPLINARY CURRICULUM

This primary-grade teacher's guide contains 26 water-related activities and science experiments. The activities are designed to integrate math, science, art, music, and language arts and to provide an understanding of California's water supply and water conservation issues. Major topics covered are water quality, water distribution, water conservation, and the water cycle.

**A 30-minute in-service at your school site is required.**  
**To schedule, fill out the request form at the back of this brochure.**



## "water science in a BOX"



### SCIENCE KITS

Supplement your science curriculum with these three grade-specific kits. Each kit contains hands-on experiments and demonstrations that correlate to the state science standards. Everything you need except common classroom supplies is in the box, including teacher-tested instructions, equipment, and student supplies! The kits are loaned out to schools for short- or long-term use. See the descriptions below for each kit.

#### First Grade

The first-grade kit includes a mix of physical, life, and earth science lessons. Weather, states of water, and special features of plants and animals are some of the topics explored. Includes a supplemental lesson on learning how to use a thermometer.



#### Second Grade

The second-grade kit includes activities in the physical and earth sciences. The seven lessons involve three main themes: moving water by gravity and/or machines, water as a resource, and properties of various soil types.

#### Third Grade

The five lessons in this kit focus on life science. Students learn about diverse groups of living creatures and adaptations that help them survive.



**A 45-minute in-service at your school site is required.**

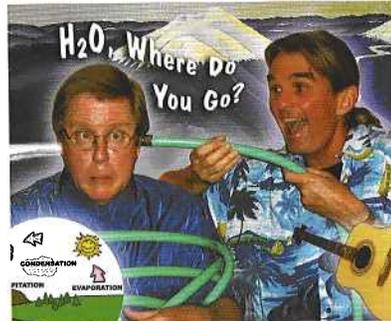
**To schedule, fill out the request form at the back of this brochure.**



## "H<sub>2</sub>O, Where Do You Go?"

### A MUSICAL SCIENCE SHOW ABOUT WATER

What happens when you combine science, music, and comedy? You get "H<sub>2</sub>O, Where Do You Go?" — The Water Authority's assembly program produced by "Razzle Bam Boom." The high-energy duo of Wow x 2 will have your students singing and laughing while learning about water in San Diego County.



Topics include the importance of water, how we get most of our water from far away places, and why everyone should care about conserving water. Length of the program is about 40 minutes.

**To learn more or to schedule an assembly, call Razzle Bam Boom at (800) 909-0024 or email [kim@razzlebamboom.com](mailto:kim@razzlebamboom.com). Book early for the best selection of dates.**

The HELP program is a public-private partnership that supports teachers in their efforts to bring history to life for their students.

## HELP HISTORY VIDEO SERIES

This new video series will wet your students' thirst for knowledge about local and state history:

### San Diego County: History and Growth - Third Grade

In this short video, historical photos are woven into a story designed to motivate third grade students to learn more about the communities in which they live. Students learn that the geography of the region and the contributions of people of all races have helped to shape San Diego's unique history.

### California: A Changing State - Fourth Grade

This video series follows the adventures of five students as they explore the history and geography of California. Their stories are told in five short videos, each addressing a different era. The videos also show how water played a key role in the development of California.



**Each school will automatically receive one copy of each video. If your school has not received a copy by January of 2007, contact Ivan Golakoff at [igolakoff@sdewa.org](mailto:igolakoff@sdewa.org).**

**UPDATED**

## "Admiral splash"



### **SOCIAL STUDIES/SCIENCE CURRICULUM**

Guided by Admiral Splash, students learn about California's water systems, where our water comes from, how it is distributed and treated, and how to conserve. This kit contains a teacher's guide, a video, a wall map of California's water system, and a class set of workbooks, tests, and home information leaflets.

**A 30-minute in-service at your school site is required.**  
**To schedule, fill out the request form at the back of this brochure.**

## "water ways"

### **SOCIAL STUDIES CURRICULUM**

Supplement your fifth-grade social studies curriculum with "Water Ways." This highly colorful, activity-oriented unit examines the role of water in the history of the United States during three historical periods: Pre-Columbian, Colonial, and the Westward Movement.



Activities include making a rain stick, creating a well, tracking Lewis and Clark's Expedition, constructing a water wheel, and more. The program comes complete with a teacher's guide and a set of 35 consumable student booklets.

**A 30-minute in-service at your school site is required.**  
**To schedule, fill out the request form at the back of this brochure.**

4th-5th grade

5th grade

## "Traveling Library"

### LIBRARY DISPLAY AND CLASSROOM PRESENTATIONS

This program focuses on the librarian as a resource for students and teachers by providing participating schools with:



- Three weeks to enjoy a free-standing library display consisting of three interactive panels and a selection of over 100 books, including Spanish titles. Reading and interest level of the books range from kindergarten through sixth grade.
- Seven free books for the school's permanent library collection.
- Third- and fourth-grade classroom presentations that adhere to the state frameworks and include storytelling and a hands-on activity.



#### Third Grade:

Students learn how the Kumeyaay of the past dealt with San Diego County's semiarid climate and how we deal with it today. A Native American drought story and stick-dice game culminate the presentation.

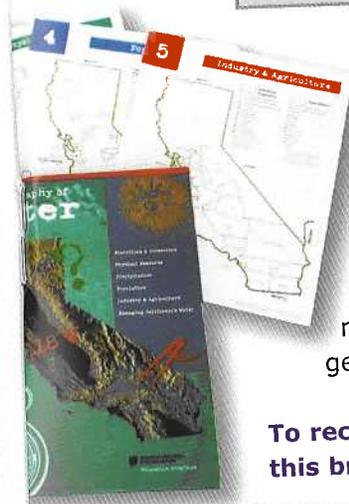


#### Fourth Grade:

This presentation traces California history from before the mission period to the present, with an emphasis on water issues and the development of water transportation and storage structures. A discussion of immigration during the Gold Rush is enhanced by the rendition of a Chinese story. Students receive a Chinese tangram puzzle. Teachers receive a list of tangram math activities.

**Due to the popularity of this program, we recommend reserving early. Only the librarian may reserve this program. To schedule, ask your school librarian to contact Kelly Mooney at (858) 522-6721 or [kmooney@sdcwa.org](mailto:kmooney@sdcwa.org), or download the registration form at [www.sdcwa.org/education](http://www.sdcwa.org/education).**

# "Geography of water"



## MAP STUDY CURRICULUM

Featuring California's geography, this unit contains seven student mapping activities with teacher instructions. The mapping activities build upon each other and lead to a better understanding of the role water has played in California's development. Topics covered include: elevations, physical features, precipitation, population, industry & agriculture, moving and using California's water, and San Diego's geography with local water perspectives.

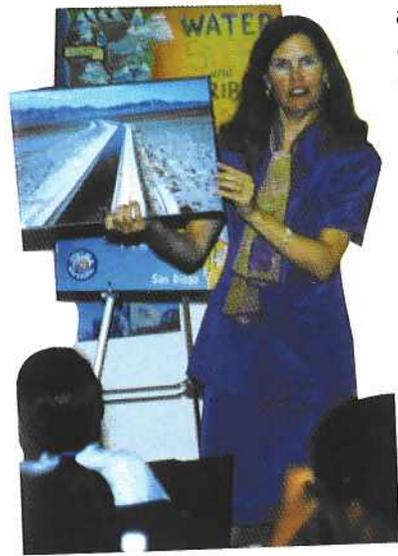


To receive a copy, fill out the request form at the back of this brochure.

# "Weather & water in san diego"

## CLASSROOM PRESENTATION

*Why doesn't San Diego get more rain? What types of weather events have an impact on our climate? Do the ocean and the water cycle play a part? Where does our water come from? Why is it important to conserve water?*

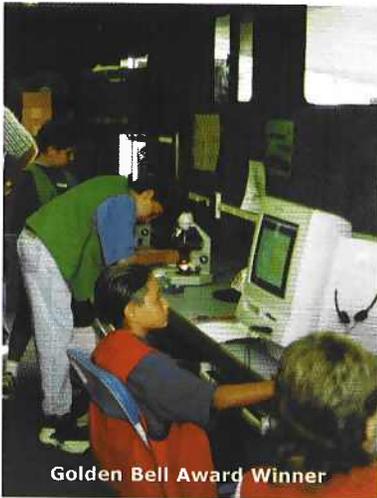


These are some of the questions that will be answered during the Water Authority's fifth-grade classroom presentation. This 60-minute presentation adheres to the fifth-grade science standards and utilizes lecture, visuals, scientific demonstrations, and hands-on activities.

Teachers are given class sets of a 16-page booklet, "The Story of Drinking Water."

**All fifth-grade presentations at your school must be scheduled for the same date. Exceptions may be made for schools with more than one track or with more fifth-grade classes than can be visited in one day. Fill out the request form at the back of this brochure to schedule presentations for your school.**

## "splash" science mobile Lab



### A FIELD TRIP THAT COMES TO YOUR SCHOOL!

The County Office of Education, in collaboration with the San Diego County Water Authority, offers this award-winning program. Geared toward grades four through six, the curriculum concentrates on six teaching stations:

- Microscopes
- Technology
- Weather
- Water Quality
- Storm Drain Pollution Model
- Life Around a Pond

Delivered in an innovative manner, the curriculum encompasses multimedia, computer analysis, hands-on experimentation, observation, and group problem solving. The lab can accommodate up to four classes per day.

**There is a fee for this program. Check with your local water agency for possible assistance with funding.**

**For scheduling or more information, call the San Diego County Office of Education at (858) 292-3696.**

## Youth Merit Patch Program

The patch program is designed for youth groups ages 6-15 such as Boy Scouts, Girl Scouts, and Camp Fire Boys and Girls. The program consists of requirements designed to teach children about their water supply and conservation. Upon completion, each group member will receive an embroidered patch.

**For further information, visit [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Susan Bohlander at (858) 522-6720 or [sbohlander@sdca.org](mailto:sbohlander@sdca.org)**



## "Regional water quality Testing Program"

### TEACHER WORKSHOP

This hands-on program centers around a water-testing kit containing equipment and supplies for the following tests: temperature, pH, DO, BOD, nitrates, turbidity, TDS, hardness, and microbiology.



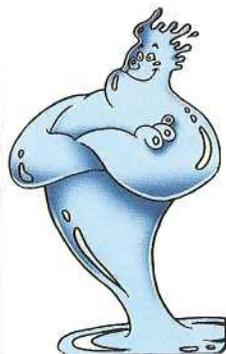
*The Water Authority will pay for a substitute so you can attend this workshop.*

Each teacher receives a set of GIS watershed maps, a teacher's manual, a student workbook, and a San Diego water history book. The water-testing kit can be checked out for use after attending the workshop.

This program meets the state science framework for ecology, biology, chemistry, and geology. It also meets investigation and experimentation requirements.

**Workshop dates: October 16, 2006 and January 22, 2007.**  
**Workshops held at San Diego Wild Animal Park and Mission Trails Regional Park.**  
**Download the registration form at [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Ivan Golakoff at (858) 522-6719 or [igolakoff@sdcwa.org](mailto:igolakoff@sdcwa.org).**

## "water times"



### EXTRA-EXTRA! READ ALL ABOUT IT!

This curriculum is a water-education newspaper designed for sixth-grade students who live in Southern California. The material is interdisciplinary — integrating science, social studies, language arts and math — and correlates to the California content standards for sixth grade. It's engaging, challenging, and relevant to the lives of sixth graders; and creates an awareness and stewardship of water in an exciting way. Includes a teacher's guide and set of consumable student newspapers.

**To receive a teacher's guide and a class set of newspapers, fill out the request form at the back of this brochure.**

## xeriscape gardening



*The Water Authority will pay for a substitute so you can attend this workshop.*

### TEACHER WORKSHOP

This five-hour workshop will present the seven basic principles of Xeriscape gardening and includes an instructional tour of the Water Conservation Garden at Cuyamaca College in El Cajon. This innovative, four-acre garden features numerous plants and displays demonstrating design, maintenance, irrigation, and edible plants.

Participants receive a binder with curriculum materials, plant identification information, children's gardening guide, and ideas about starting a garden at your school.

### Workshop dates are:

**10/25/06, 11/15/06, 1/17/07, 2/21/07, 3/21/07, 4/18/07, and 5/16/07.**

**Download the registration form at [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Ivan Golakoff at (858) 522-6719 or [igolakoff@sdca.org](mailto:igolakoff@sdca.org).**

## MINI-grant program

The Water Authority offers mini-grants of up to \$300 to teachers for the development of water-related projects, activities, Xeriscape gardens, or field trips. Grants are accepted and processed throughout the year.

**Download the application form at [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Ivan Golakoff at (858) 522-6719 or [igolakoff@sdca.org](mailto:igolakoff@sdca.org).**

# Elementary Request Form

FAX (858) 268-7841 or mail this form to: Education Programs,  
San Diego County Water Authority, 4677 Overland Ave., San  
Diego, CA 92123. OR request programs using online forms at  
[www.sdcwa.org/education](http://www.sdcwa.org/education).

2006 - 2007

Please print using blue or black ink.

Mr. First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Mrs. \_\_\_\_\_  
 Ms. Date \_\_\_\_\_ Email \_\_\_\_\_  
 Miss \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ ext \_\_\_\_ Best times to call \_\_\_\_\_

School \_\_\_\_\_ District \_\_\_\_\_

Grade level \_\_\_\_\_ How many classes? \_\_\_\_\_ How many students? \_\_\_\_\_

Subject area(s) \_\_\_\_\_ Self-contained? Yes \_\_\_\_ No \_\_\_\_

## MATERIALS NOT REQUIRING AN IN-SERVICE

Please mark the materials that interest you. Materials will be mailed to you.

Water Times  Geography of Water  
 Curriculum (6th grade)  Curriculum (4-6th grade)

## IN-SERVICES AND CLASSROOM PRESENTATIONS

**Please check with others in your grade level and select one teacher to coordinate the in-service or presentation you are requesting.** Mark only the programs below for which you have been selected as the coordinator. If someone else is selected as the coordinator for one of these programs, that person should send in a request form. Water Authority staff will contact the coordinator(s) to schedule the program(s). **TEACHERS MUST ATTEND THE IN-SERVICE TO RECEIVE THE MATERIALS.**

<input type="checkbox"/> <u>Weather and Water in San Diego</u> Classroom Presentation (5th grade)	<input type="checkbox"/> <u>Water Science in a Box, 1st Grade</u> In-service/science kit (1st grade)
<input type="checkbox"/> <u>Water Ways</u> In-service/curriculum (5th grade)	<input type="checkbox"/> <u>Water Science in a Box, 2nd Grade</u> In-service/science kit (2nd grade)
<input type="checkbox"/> <u>Admiral Splash</u> In-service/curriculum (4-5th grade)	<input type="checkbox"/> <u>Water Science in a Box, 3rd Grade</u> In-service/science kit (3rd grade)
<input type="checkbox"/> <u>All About Water</u> In-service/curriculum (K-3rd grade)	

## OTHER PROGRAMS

For workshops and other programs not listed above, check the program description in the brochure for contact information.

cut here

cut here

## san diego county water authority Member Agencies:

Carlsbad MWD	760-438-2722
City of Del Mar	858-755-3294
City of Escondido	760-839-4657
Fallbrook Public Utility District	760-728-1125
Helix Water District	619-466-0585
City of National City (Sweetwater Authority)	619-420-1413
City of Oceanside	760-435-5800
Olivenhain MWD	760-753-6466
Otay Water District	619-670-2777
Padre Dam MWD	619-258-4600
Camp Pendleton Marine Corps Base	760-725-1061
City of Poway	858-668-4401
Rainbow MWD	760-728-1178
Ramona MWD	760-789-1330
Rincon del Diablo MWD	760-745-5522
City of San Diego	619-533-7555
San Dieguito Water District	760-633-2840
Santa Fe Irrigation District	858-756-2424
South Bay Irrigation District (Sweetwater Authority)	619-420-1413
Vallecitos Water District	760-744-0460
Valley Center MWD	760-749-1600
Vista Irrigation District	760-597-3100
Yuima MWD	760-742-3704

Education program descriptions, workshop  
flyers, and other forms are available online at  
[www.sdcwa.org/education](http://www.sdcwa.org/education).

**The Water Authority is a public agency serving the San Diego region as a wholesale supplier of water. The Water Authority works through its 23 member agencies to provide a safe, reliable water supply to support the region's \$150 billion economy and the quality of life of more than 3 million residents.**



[www.sdcwa.org](http://www.sdcwa.org)

4677 Overland Ave., San Diego, CA 92123 • PH 858-522-6700 FAX 855-268-7841

# secondary water education



San Diego County Water Authority

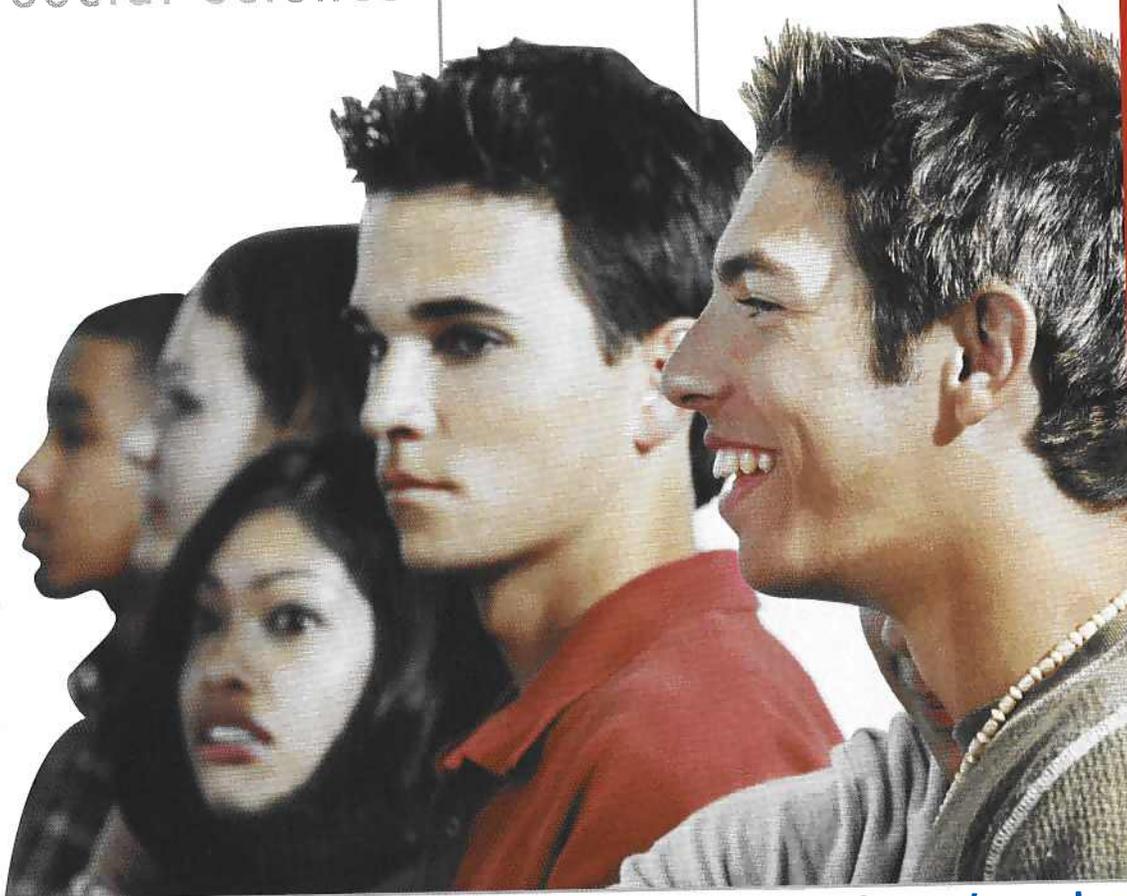
**FREE Programs  
& Materials  
for Teachers**

Science  
Social Science

**2006  
2007**



San Diego County  
Water Authority



**programs adhere to state standards**

## About the Water Authority Programs

The San Diego County Water Authority provides many programs and materials for teachers and students in San Diego County, all of which are free except where noted otherwise. For more information or to download forms, visit [www.sdcwa.org/education](http://www.sdcwa.org/education). You can also call or email Water Authority education staff:

<b>Ivan Golakoff</b>	858-522-6719	<a href="mailto:igolakoff@sdca.org">igolakoff@sdca.org</a>
<b>Susan Bohlander</b>	858-522-6720	<a href="mailto:sbohlander@sdca.org">sbohlander@sdca.org</a>
<b>Kelly Mooney</b>	858-522-6721	<a href="mailto:kmooney@sdca.org">kmooney@sdca.org</a>
<b>Deborah Hack</b>	858-522-6722	<a href="mailto:dhack@sdca.org">dhack@sdca.org</a>

### ADDITIONAL RESOURCES

**SanDCREEC** is a county-wide resource for environmental education programs. [www.creec.org/region9a/](http://www.creec.org/region9a/)

**I Love a Clean San Diego** provides a variety of environmental education programs. 619-291-0103 x3009 [www.ilacsd.org](http://www.ilacsd.org)

### Water Education Foundation

916-444-6240 [www.watereducation.org](http://www.watereducation.org)

### Department of Water Resources

916-653-4684 [www.publicaffairs.water.ca.gov/education](http://www.publicaffairs.water.ca.gov/education)

## "water quality: the qualities and science of water"

### SCIENCE CURRICULUM

This engaging program is a hands-on, inquiry-based approach to the water quality issues faced by the water industry and society. The activities emphasize various topics — pH, total dissolved solids, turbidity, hardness, watershed management, cryptosporidium, public health, and MTBE.

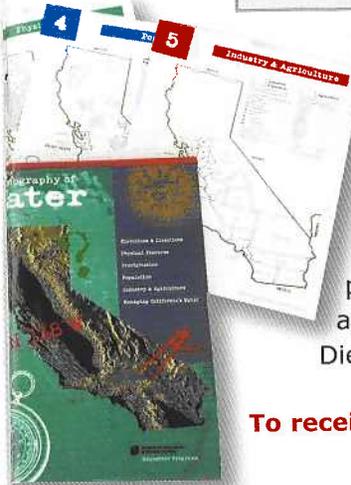
This unit is in a binder format with teacher guide, student and basic lab materials, lesson extensions, and glossary.

**An in-service at your school site is required.**

**To schedule, fill out the request form.**



## "Geography of water"



### MAP STUDY CURRICULUM

Featuring California's geography, this unit contains seven student mapping activities with teacher instructions. The mapping activities build upon each other and lead to a better understanding of the role water has played in California's development. Topics covered include: elevations, physical features, precipitation, population, industry & agriculture, moving and using California's water, and San Diego's geography with local water perspectives.



**To receive a copy, fill out the request form.**

## SCIENCE FAIR AWARDS

The Water Authority offers awards of \$100-\$300 for outstanding water-related entries at the Greater San Diego Science and Engineering Fair. Prizes will be awarded to winners in both junior and senior divisions and presented to the students at a Water Authority board meeting.

**NOTE:** LaMotte, the maker of our water science testing kits, is a useful resource for Science Fair testing equipment. Contact LaMotte at [www.lamotte.com](http://www.lamotte.com) or call (800) 344-3100 for their catalog and additional information.

## "san diego: world in harmony"

### ENVIRONMENTAL CURRICULUM

Learn more about San Diego's environment than you thought possible with this 500-page curriculum. This multi-agency effort is the most comprehensive environmental curriculum ever produced for this region. It earned an A rating from the State Department of Education. Through a series of multi-disciplinary integrated activities, the curriculum addresses 15 environmental issues and offers 75 hands-on activities in science, social studies, math, language arts, and history.

**To receive a copy, fill out the request form.**



6th-12th grade

## "water works"

### SCHOOL-TO-CAREER CURRICULUM

Increase student awareness of career tracks in the water industry with this problem-solving and job-specific program. Career centers and classrooms will find it a valuable asset.

The program features a two-part video; a set of multi-disciplinary activities; a set of career profiles; and a CD containing video interviews, a tour of work areas, the career profiles, and an interactive "valve" game.

**An in-service at your school site is required.**  
**To schedule, fill out the request form.**



9th-12th grade

## "water politics"

**NEW**  
**MIDDLE EAST**  
**UNIT**

### SOCIAL SCIENCE CURRICULUM

Designed for government, economics, and environmental science classes, this unit consists of case studies relating to contemporary water issues. Through critical thinking and role-playing activities, students will investigate the role of various agencies and special interest groups. The teacher's guide includes: lesson plans, a copy of the student materials, a video, a California's Water Resources map, and accompanying worksheets and material for each case study.

**An in-service at your school site is required.**  
**To schedule, fill out the request form.**



all grades

## Mini-grant Program

The Water Authority offers mini-grants of up to \$300 to teachers for the development of water-related projects, activities, Xeriscape gardens, or field trips. Grants are accepted and processed throughout the year.

**Download the application form at [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Ivan Golakoff at (858) 522-6719 or [igolakoff@sdca.org](mailto:igolakoff@sdca.org).**



## "Regional water quality Testing Program"

### TEACHER WORKSHOP

This hands-on program centers around a water-testing kit containing equipment and supplies for the following tests: temperature, pH, DO, BOD, nitrates, turbidity, TDS, hardness, and microbiology.



*The Water Authority will pay for a substitute so you can attend this workshop.*

Each teacher receives a set of GIS watershed maps, a teacher's manual, a student workbook, and a San Diego water history book. The water-testing kit can be checked out for use after attending the workshop.

This program meets the state science framework for ecology, biology, chemistry, and geology. It also meets investigation and experimentation requirements.

**Workshop dates: October 16, 2006 and January 22, 2007.**

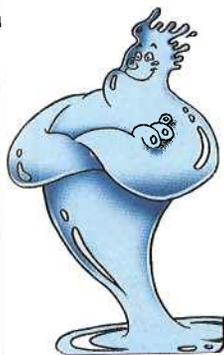
**Workshops held at San Diego Wild Animal Park and Mission Trails Regional Park.**

**Download the registration form at [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Ivan Golakoff at (858) 522-6719 or [igolakoff@sdca.org](mailto:igolakoff@sdca.org).**

## "water times"

### EXTRA-EXTRA! READ ALL ABOUT IT!

This curriculum is a water-education newspaper designed for sixth-grade students who live in Southern California. The material is interdisciplinary — integrating science, social studies, language arts and math — and correlates to the California content standards for sixth grade. It's engaging, challenging, and relevant to the lives of sixth graders, and creates an awareness and stewardship of water in an exciting way. Includes a teacher's guide and set of consumable student newspapers.



**To receive a teacher's guide and a class set of newspapers, fill out the request form.**

## XERISCAPE GARDENING

### TEACHER WORKSHOP

This five-hour workshop will present the seven basic principles of Xeriscape gardening and includes an instructional tour of the Water Conservation Garden at Cuyamaca College in El Cajon. This innovative, four-acre garden features numerous plants and displays demonstrating design, maintenance, irrigation, and edible plants.



The Water Authority will pay for a substitute so you can attend this workshop.

Participants receive a binder with curriculum materials, plant identification information, children's gardening guide, and ideas about starting a garden at your school.

**Workshop dates are: 10/25/06, 11/15/06, 1/17/07, 2/21/07, 3/21/07, 4/18/07, and 5/16/07.**

**Download the registration form at [www.sdcwa.org/education](http://www.sdcwa.org/education), or contact Ivan Golakoff at (858) 522-6719 or [igolakoff@sdca.org](mailto:igolakoff@sdca.org)**

## "san diego's water from source to tap"

### REUBEN H. FLEET SCIENCE CENTER EXHIBIT

This interactive model demonstrates where our water comes from and how it is transported, treated, and distributed. Compare water usage in a traditional house with one that has been retrofitted with conservation fixtures.

**There is an entrance fee to the Fleet Science Center.**

**For hours and admission fee information, call (619) 238-1233.**

## YOUTH MERIT PATCH PROGRAM

The patch program is designed for youth groups ages 6-15 such as Boy Scouts, Girl Scouts, and Camp Fire Boys and Girls. The program consists of requirements designed to teach children about their water supply and conservation. Upon completion, each group member will receive an embroidered patch.

**For more information, visit [www.sdcwa.org/education](http://www.sdcwa.org/education) or contact Susan Bohlander at (858) 522-6720 or [sbohlander@sdca.org](mailto:sbohlander@sdca.org)**



# secondary request form

2006 - 2007

FAX (858) 268-7841 or mail this form to: Education Programs,  
San Diego County Water Authority, 4677 Overland Ave., San  
Diego, CA 92123. OR request programs using online forms at  
[www.sdcwa.org/education](http://www.sdcwa.org/education).

Please print using blue or black ink.

cut here

Mr. First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Mrs. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
 Miss Date \_\_\_\_\_ Email \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ ext \_\_\_\_ Best times to call \_\_\_\_\_

School \_\_\_\_\_ District \_\_\_\_\_

Grade level \_\_\_\_\_ How many classes? \_\_\_\_\_ How many students? \_\_\_\_\_

Subject area(s) \_\_\_\_\_ Self-contained? Yes \_\_\_\_ No \_\_\_\_

## CURRICULUM NOT REQUIRING AN IN-SERVICE

Please mark the materials that interest you. Materials will be mailed to you.

\_\_\_ Water Times  
Curriculum (6th grade)

\_\_\_ San Diego World in Harmony  
Curriculum (7-12th grade)

\_\_\_ Geography of Water  
Curriculum (6-8th grade)

## IN-SERVICES

cut here  
**Please check with others in your grade level and select one teacher to coordinate the in-service you are requesting.** Mark only the programs below for which you have been selected as the coordinator. If someone else is selected as the coordinator for one of these programs, that person should send in a request form. Water Authority staff will contact the coordinator(s) to schedule the program(s). **TEACHERS MUST ATTEND THE IN-SERVICE TO RECEIVE THE MATERIALS.**

\_\_\_ Water Works  
In-service/curriculum (6-12th grade)

\_\_\_ Water Politics  
In-service/curriculum (9-12th grade)

\_\_\_ Water Quality: The Qualities and Science of Water  
In-service/curriculum (7-12th grade)

## OTHER PROGRAMS

For workshops and other programs not listed above, check the program description in the brochure for contact information.

## san diego county water Authority Member Agencies:

Carlsbad MWD	760-438-2722
City of Del Mar	858-755-3294
City of Escondido	760-839-4657
Fallbrook Public Utility District	760-728-1125
Helix Water District	619-466-0585
City of National City (Sweetwater Authority)	619-420-1413
City of Oceanside	760-435-5800
Olivenhain MWD	760-753-6466
Otay Water District	619-670-2777
Padre Dam MWD	619-258-4600
Camp Pendleton Marine Corps Base	760-725-1061
City of Poway	858-668-4401
Rainbow MWD	760-728-1178
Ramona MWD	760-789-1330
Rincon del Diablo MWD	760-745-5522
City of San Diego	619-533-7555
San Dieguito Water District	760-633-2840
Santa Fe Irrigation District	858-756-2424
South Bay Irrigation District (Sweetwater Authority)	619-420-1413
Vallecitos Water District	760-744-0460
Valley Center MWD	760-749-1600
Vista Irrigation District	760-597-3100
Yuima MWD	760-742-3704

Education program descriptions, workshop flyers, and other forms are available online at [www.sdcwa.org/education](http://www.sdcwa.org/education).

The Water Authority is a public agency serving the San Diego region as a wholesale supplier of water. The Water Authority works through its 23 member agencies to provide a safe, reliable water supply to support the region's \$150 billion economy and the quality of life of more than 3 million residents.



San Diego County  
Water Authority

[www.sdcwa.org](http://www.sdcwa.org)

4677 Overland Ave., San Diego, CA 92123 • PH 858-522-6700 FAX 855-268-7841

## **ITEM 4**

There is no staff report for Item 4.  
A verbal update will be provided for this item.



# AGENDA ITEM 5

## STAFF REPORT

TYPE MEETING:	Communications Committee	MEETING DATE:	10/18/06
SUBMITTED BY:	Armando Buelna, <i>AB</i> Communications Officer	W.O./G.F. NO:	DIV. NO. All
APPROVED BY:			
SUBJECT:	2006 Customer Survey - Draft Survey Questionnaires		

### GENERAL MANAGER'S RECOMMENDATION:

That the Communications Committee review the draft questionnaires to be used in the 2006 Customer Satisfaction and Awareness Surveys.

### PURPOSE:

To provide the Communications Committee the opportunity to review the draft questionnaires to be used in the 2006 Customer Satisfaction and Awareness Surveys.

### BACKGROUND:

Attached are draft questionnaires developed by Rea & Parker Research for consideration by the Otay Water District for use in the General and Call Center surveys.

In the General survey, 300 customers will be selected at random from individuals residing within the district's service area. These respondents will be asked to respond to questions about their overall perception of service, rates, as well as their attitudes toward sewer service and recycled water. The survey will yield a margin of error of +/- 5.7% at 95% confidence. This survey measures changes from the 2005 survey, and establishes new baselines for material not covered in the previous study.

In Call Center survey, respondents will be selected from customers who have contacted the district within the last 6 months. Those individuals will be asked about specific Call Center interaction such as courtesy, knowledge, and helpfulness of Call Center personnel. This survey of 200 customers will yield a margin of error of +/- 6.89% at 95% confidence. This survey is meant to assist Finance - Customer Service develop meaningful metrics for tracking Call Center interaction with customers.

The survey's are currently being reviewed by staff. Comments received will be incorporated into the two documents, which will also be translated to Spanish. The surveys will be pre-tested prior to actual survey being conducted.

**FISCAL IMPACT:** \_\_\_\_\_

The cost of conducting the survey projects will total \$27,500. Funding for the survey's is included in the General Manager's Outside Services account (GL 5261).

**STRATEGIC GOAL:**

This project is consistent with the following 2006 Strategic Plan Goals:

- 1.A.1 Implement a standardized Potable and Recycled Water Customer Survey.
- 1.A.3 Expand a Quality control/Audit program to ensure quality customer service.

**LEGAL IMPACT:** \_\_\_\_\_

None.



\_\_\_\_\_  
General Manager

*Attached*

Otay Water District Survey 2006- General - Proposed Draft  
Otay Water District Survey - Customer Service - Proposed Draft

**Otay Water District Survey**  
**Customer Service 2006**  
**Proposed Draft**

INT. Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B\*

\* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

**[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

SEX. **[RECORD GENDER OF RESPONDENT:]**

- 1 - MALE
- 2 - FEMALE

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

- 1 - English or
- 2 - Spanish?

Q1. Have you or anyone in your household or business called the Otay Water District for service or other help during the past 12 months?

- 1 - YES
- 2 - NO **-THANK AND TERMINATE INTERVIEW**
- 9 - DK/REF **-THANK AND TERMINATE INTERVIEW**

Q1a—Please indicate the type of customer you are

- 1—Residential
- 2—Business
- 3—Agriculture
- 4—Other, SPECIFY \_\_\_\_\_

Q1b. **[IF YES:]** Was the main purpose of your last call...

- 1 - a repair issue,
- 2 - a billing issue, or -----> **GO TO Q2**
- 3 - another issue? ---> **GO TO Q2**
- 9 - DK/REF -----> **GO TO Q3**

Q1c. **[IF REPAIR ISSUE:]** What type of repair did you call about? Was it...

- 1 - a pipeline break,
- 2 - a problem with supply to your home,
- 3—a suspected leak
- 4 - another problem? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

Q1d. Did you make any other calls to customer service in the past 12 months that were not repair related?

- 1—YES
- 2—NO—**GO TO Q3**
- 3--DK —**GO TO Q3**

Q2. What was the reason for that customer service call? **[DO NOT VOLUNTEER]**

- 1—Did not understand bill—**[IF Q1b = 1--GO TO Q3—IF Q1b=2 or 3, GO TO Q2a]**
- 2—Thought I was charged too much for the amount of water I used—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 3—Thought I used less water than bill indicated/Meter misread—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 4---Why different amount from same month last year—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 5—Question about message box on bill—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 6—Address change—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**

7---Start service——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

8---Stop Service——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

9—Reconnect Service after shutoff——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

15—Other? SPECIFY \_\_\_\_\_ —[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

20—DK/REF [Go to Q3]

Q2a. [IF Q2 = 1-15] Did you make any other calls to customer service in the past 12 months?

1—YES

2—NO—GO TO Q3

3--DK —GO TO Q3

Q2b. What was the reason for that customer service call? [DO NOT VOLUNTEER]

1—Did not understand bill

2—Thought I was charged too much for the amount of water I used

3—Thought I used less water than bill indicated/Meter misread

4---Why different amount from same month last year

5—Question about message box on bill

6—Address change

7---Start service

8---Stop Service

9—Reconnect Service after shutoff

10-- a pipeline break,

11 - a problem with supply to your home

15—Other? SPECIFY \_\_\_\_\_

20—DK/REF

Q3. How satisfied or dissatisfied were you with the service you received as far as....

a. your ability to reach a service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

b. the courtesy of the service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

c. the professionalism of the service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

d. the knowledge and expertise of your service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

e. getting your problem resolved? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q4. Overall, how would you rate the quality of service that you received? Would you say

- 1 - excellent,
- 2 - good,
- 3 - fair
- 4 - poor
- 9 - DK/REF

Q5. With regard to the problem or question you called about, how many calls did it take to get your issue resolved?

---

Q5a. [IF Q5 >1—OTHERWISE, GO TO Q6] Was your question or problem ultimately resolved to your satisfaction?

- 1-YES
- 2-NO
- 3-DK/REF

Q6. Did your call require a field visit to your property?

- 1-YES
- 2-NO -----[GO TO Q12]
- 3-DK/REF-----[GO TO Q12]

Q7. [IF Q6 = 1] What did the field representative do?

---

Q8. How satisfied were you with the field service outcome? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q9. How satisfied were you with the time required to come to your property to provide the field service? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q10. How satisfied were you with the amount of time the field service representative needed at your property? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q11. Please rate your overall satisfaction with the field service you received.

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF

Q12. Have you also contacted the Otay Water District by any of the following methods?

	Yes	No	DK/REF
1. e-mail	1 [12a]	2	9
2. mailed letter	1 [12b]	2	9
3. in person	1 [12c]	2	9

Q12a-c

How satisfied were you with the service you received from those contacts?

	12a	12b	12c
1 - very satisfied,			
2 - somewhat satisfied,			
3 - somewhat dissatisfied, or			
4 - very dissatisfied?			
9 - DK/REF			

Q13. Have you utilized the Otay Water District's off-site payment center?

- 1—YES -----[GO TO Q14]
- 2—NO
- 3—DK/REF-----[GO TO Q14]

Q13a. [IF Q13=2] How likely would you be to use an off-site payment center if one were located within one mile of your property?

- 1—Very Likely
- 2—Somewhat Likely
- 3—Somewhat Unlikely
- 4—Very Unlikely
- 9---DK/REF

Q14. How do you pay your water bill most months?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet)

Q15. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

- 1—Send check by mail-----GO TO Q16
- 2—Automatic bank deduction-----GO TO Q16
- 3—Credit card over the telephone-----GO TO Q16
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet) -----GO TO Q16

Q15a. **[IF Q15 = 4 or 5]** Why do you prefer to pay in person? **DO NOT VOLUNTEER**

- 1—save postage
- 2—get receipt
- 3—I usually pay at the last minute
- 4—I enjoy the personal contact/getting out of the house
- 9—Other—SPECIFY \_\_\_\_\_

Q16. In the past 6 months, have you used the Otay Water District website to obtain information or other service from the Otay Water District?

- 1—YES
- 2—NO-----GO TO Q17
- 3—DK/REF-----GO TO Q17

Q16a. **[IF Q16=1]** How satisfied were you with the web service you received? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q17. The Otay Water District has an Interactive Voice Response feature in their telephone system. This feature provides the customer with account information, total amount due, and last payment received. Have you used this feature?

- 1—YES
- 2—NO-----GO TO Q18
- 3—DK/REF-----GO TO Q18

Q17a. **[IF Q17 = 1]** Did you find this feature to be useful?

- 1—YES
- 2—NO
- 3—DK/REF

Q17b. How easy was the system to use?

- 1—Very easy
- 2—Somewhat easy
- 3—Somewhat difficult
- 4—Very difficult
- 9—DK/REF

Q17c. When you last called the Otay Water District for customer service, were you able to resolve your question or problem using the automated system only?

- 1—YES
- 2—NO
- 3—DK/REF

Q17d. Are there any other features that you would like to have offered by the Interactive Voice Response system?

- 1—Yes
- 2—No ---[GO TO Q18]
- 3—DK/REF ---[GO TO Q18]

Q15e. [IF Q17c = 1] What feature or features would you like the Automated Voice Response system to offer? [RECORD UP TO 2]

Q18. Regarding your monthly billing, How satisfied are you with the accuracy of your water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q19. How satisfied are you with the ease of understanding your water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q20. How confident are you in the accuracy of your monthly meter reading?

- 1 - very confident,
- 2 - somewhat confident,
- 3 - not very confident, or
- 4 - not at all confident?
- 9 - NOT SURE/REF

Q21. Do you read the messages in the message box on your monthly bill?

- 1—YES
  - 2—NO
  - 3---DID NOT EVEN KNOW MESSAGES WERE THERE
- [VOLUNTEERED]

Q22. What changes, if any, would you suggest to the Otay Water District that you think could improve the convenience of your monthly bill?

0=No changes

---

Q23. In comparison to other companies that bill you monthly, such as electricity, cable tv, or others, how would you rate your overall customer experience with us on a scale of 1-5, where 5 means that the Otay Water District is the best of these companies and 1 means that the Otay Water District is the worst.

---

In closing, these questions are for comparison purposes only.

CUST. How long have you been a customer of the Otay Water District?

\_\_\_\_\_ YEARS

PPH. How many persons, including yourself, live in your household?

\_\_\_\_\_   
 99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 or more?
- 9 - DK/REF

LAN. **[LANGUAGE OF INTERVIEW:]**      1 - ENGLISH                      2 - SPANISH

**Otay Water District Survey**  
**Customer Service 2006**  
**Proposed Draft**

INT. Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B\*

\* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

**[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

SEX. **[RECORD GENDER OF RESPONDENT:]**

- 1 - MALE
- 2 - FEMALE

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

- 1 - English or
- 2 - Spanish?

Q1. Have you or anyone in your household or business called the Otay Water District for service or other help during the past 12 months?

- 1 - YES
- 2 - NO **-THANK AND TERMINATE INTERVIEW**
- 9 - DK/REF **-THANK AND TERMINATE INTERVIEW**

Q1a—Please indicate the type of customer you are

- 1—Residential
- 2—Business
- 3—Agriculture
- 4—Other, SPECIFY \_\_\_\_\_

Q1b. **[IF YES:]** Was the main purpose of your last call...

- 1 - a repair issue,
- 2 - a billing issue, or -----> **GO TO Q2**
- 3 - another issue? ---> **GO TO Q2**
- 9 - DK/REF -----> **GO TO Q3**

Q1c. **[IF REPAIR ISSUE:]** What type of repair did you call about? Was it...

- 1 - a pipeline break,
- 2 - a problem with supply to your home,
- 3—a suspected leak
- 4 - another problem? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

Q1d. Did you make any other calls to customer service in the past 12 months that were not repair related?

- 1—YES
- 2—NO—**GO TO Q3**
- 3--DK —**GO TO Q3**

Q2. What was the reason for that customer service call? **[DO NOT VOLUNTEER]**

- 1—Did not understand bill—**[IF Q1b = 1--GO TO Q3—IF Q1b=2 or 3, GO TO Q2a]**
- 2—Thought I was charged too much for the amount of water I used—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 3—Thought I used less water than bill indicated/Meter misread—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 4---Why different amount from same month last year—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 5—Question about message box on bill—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**
- 6—Address change—**[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]**

7---Start service——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

8---Stop Service——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

9—Reconnect Service after shutoff——[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

15—Other? SPECIFY \_\_\_\_\_ —[IF Q1b = 1--GO TO Q3— IF Q1b=2 or 3, GO TO Q2a]

20—DK/REF [Go to Q3]

Q2a. [IF Q2 = 1-15] Did you make any other calls to customer service in the past 12 months?

1—YES

2—NO—GO TO Q3

3--DK —GO TO Q3

Q2b. What was the reason for that customer service call? [DO NOT VOLUNTEER]

1—Did not understand bill

2—Thought I was charged too much for the amount of water I used

3—Thought I used less water than bill indicated/Meter misread

4--Why different amount from same month last year

5—Question about message box on bill

6—Address change

7---Start service

8---Stop Service

9—Reconnect Service after shutoff

10-- a pipeline break,

11 - a problem with supply to your home

15—Other? SPECIFY \_\_\_\_\_

20—DK/REF

Q3. How satisfied or dissatisfied were you with the service you received as far as....

a. your ability to reach a service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

b. the courtesy of the service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

c. the professionalism of the service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

d. the knowledge and expertise of your service representative? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

e. getting your problem resolved? Were you...\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q4. Overall, how would you rate the quality of service that you received? Would you say

- 1 - excellent,
- 2 - good,
- 3 - fair
- 4 - poor
- 9 - DK/REF

Q5. With regard to the problem or question you called about, how many calls did it take to get your issue resolved?

---

Q5a. **[IF Q5 >1—OTHERWISE, GO TO Q6]** Was your question or problem ultimately resolved to your satisfaction?

- 1-YES
- 2-NO
- 3-DK/REF

Q6. Did your call require a field visit to your property?

- 1-YES
- 2-NO -----[GO TO Q12]
- 3-DK/REF-----[GO TO Q12]

Q7. **[IF Q6 = 1]** What did the field representative do?

---

Q8. How satisfied were you with the field service outcome? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q9. How satisfied were you with the time required to come to your property to provide the field service? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q10. How satisfied were you with the amount of time the field service representative needed at your property? Were you\*

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q11. Please rate your overall satisfaction with the field service you received.

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF

Q12. Have you also contacted the Otay Water District by any of the following methods?

	Yes	No	DK/REF
1. e-mail	1 [12a]	2	9
2. mailed letter	1 [12b]	2	9
3. in person	1 [12c]	2	9

Q12a-c

How satisfied were you with the service you received from those contacts?

	12a	12b	12c
1 - very satisfied,			
2 - somewhat satisfied,			
3 - somewhat dissatisfied, or			
4 - very dissatisfied?			
9 - DK/REF			

Q13. Have you utilized the Otay Water District's off-site payment center?

- 1—YES -----[GO TO Q14]
- 2—NO
- 3—DK/REF-----[GO TO Q14]

Q13a. [IF Q13=2] How likely would you be to use an off-site payment center if one were located within one mile of your property?

- 1—Very Likely
- 2—Somewhat Likely
- 3—Somewhat Unlikely
- 4—Very Unlikely
- 9---DK/REF

Q14. How do you pay your water bill most months?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet)

Q15. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

- 1—Send check by mail-----GO TO Q16
- 2—Automatic bank deduction-----GO TO Q16
- 3—Credit card over the telephone-----GO TO Q16
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet) -----GO TO Q16

**Q15a. [IF Q15 = 4 or 5] Why do you prefer to pay in person? DO NOT VOLUNTEER**

- 1—save postage
- 2—get receipt
- 3—I usually pay at the last minute
- 4—I enjoy the personal contact/getting out of the house
- 9—Other—SPECIFY \_\_\_\_\_

**Q16. In the past 6 months, have you used the Otay Water District website to obtain information or other service from the Otay Water District?**

- 1—YES
- 2—NO-----GO TO Q17
- 3—DK/REF-----GO TO Q17

**Q16a. [IF Q16=1] How satisfied were you with the web service you received? Were you\***

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

**Q17. The Otay Water District has an Interactive Voice Response feature in their telephone system. This feature provides the customer with account information, total amount due, and last payment received. Have you used this feature?**

- 1—YES
- 2—NO-----GO TO Q18
- 3—DK/REF-----GO TO Q18

**Q17a. [IF Q17 = 1] Did you find this feature to be useful?**

- 1—YES
- 2—NO
- 3—DK/REF

**Q17b. How easy was the system to use?**

- 1—Very easy
- 2—Somewhat easy
- 3—Somewhat difficult
- 4—Very difficult
- 9—DK/REF

**Q17c. When you last called the Otay Water District for customer service, were you able to resolve your question or problem using the automated system only?**

- 1—YES
- 2—NO
- 3—DK/REF

Q17d. Are there any other features that you would like to have offered by the Interactive Voice Response system?

- 1—Yes
- 2—No ---[GO TO Q18]
- 3—DK/REF ---[GO TO Q18]

Q15e. [IF Q17c = 1] What feature or features would you like the Automated Voice Response system to offer? [RECORD UP TO 2]

Q18. Regarding your monthly billing, How satisfied are you with the accuracy of your water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q19. How satisfied are you with the ease of understanding your water bill?

- 1 - very satisfied,
- 2 - somewhat satisfied,
- 3 - somewhat dissatisfied, or
- 4 - very dissatisfied?
- 9 - DK/REF

Q20. How confident are you in the accuracy of your monthly meter reading?

- 1 - very confident,
- 2 - somewhat confident,
- 3 - not very confident, or
- 4 - not at all confident?
- 9 - NOT SURE/REF

Q21. Do you read the messages in the message box on your monthly bill?

- 1—YES
  - 2—NO
  - 3---DID NOT EVEN KNOW MESSAGES WERE THERE
- [VOLUNTEERED]

Q22. What changes, if any, would you suggest to the Otay Water District that you think could improve the convenience of your monthly bill?

0=No changes

---

Q23. In comparison to other companies that bill you monthly, such as electricity, cable tv, or others, how would you rate your overall customer experience with us on a scale of 1-5, where 5 means that the Otay Water District is the best of these companies and 1 means that the Otay Water District is the worst.

---

In closing, these questions are for comparison purposes only.

CUST. How long have you been a customer of the Otay Water District?

\_\_\_\_\_ YEARS

PPH. How many persons, including yourself, live in your household?

\_\_\_\_\_   
 99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 or more?
- 9 - DK/REF

LAN. [LANGUAGE OF INTERVIEW:]      1 - ENGLISH              2 - SPANISH

**Otay Water District Survey 2006**  
**Proposed Draft**

INT. Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B\*

\* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

**[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

CUST. How long have you been a customer of the Otay Water District? **[IF LESS THAN ONE YEAR, THANK AND CODE NQR-RES]**

\_\_\_\_\_ YEARS

0 -----> "NQR-RES"

99 - DK/REF, BUT AT LEAST ONE YEAR

SEX. **[RECORD GENDER OF RESPONDENT:]**

1 - MALE

2 - FEMALE

----- **QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED** -----

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

1 - English or

2 - Spanish?

Q1. These first few questions deal with the use of water in your household. Which of the following is currently the main source of drinking water in your home...

- 1 - tap water, -----> **GO TO Q2**
- 2 - tap water that you filter at home, or
- 3 - bottled water?
- 4 - OTHER VOLUNTEERED, SPECIFY: \_\_\_\_\_ -----> **GO TO Q2**
- 9 - DK/REF -----> **GO TO Q2**

Q2. How would you describe your household's level of interest in conserving water at home? Would you say...\*

- 1 - a high level of interest,
- 2 - a moderate level,
- 3 - a low level, or
- 4 - no interest at all?
- 9 - DK/REF

Q3. During the past year, would you say your household's awareness of water conservation has been...\* **[REVERSE 1 - 3 ONLY]**

- 1 - increasing,
- 2 - staying about the same,
- 3 - decreasing,
- 4 - or are you not sure? **[INCLUDES DK/REF]**

Q4. These next questions are related to the water supply in San Diego County. How confident are you in the ability of your water agency to provide enough water to the district? Would you say...\* **[REVERSE]**

- 1 - very confident,
- 2 - somewhat confident,
- 3 - not very confident,
- 4 - not at all confident,
- 5 - or are you not sure? **[INCLUDES DK/REF]**

Q5. How much concern do you have, if any, about someone contaminating the local water supply in an attempt to harm the general population? Would you say...

- 1 - a great deal,
- 2 - some,
- 3 - not much, or
- 4 - no concern at all?
- 9 - DK/REF

Q6. How much confidence do you have, if any, in the local water authorities when it comes to preventing someone from contaminating the local water supply in an attempt to harm the general population? Would you say...

- 1 - a great deal,
- 2 - some,
- 3 - not much, or
- 4 - no confidence at all?
- 9 - DK/REF

Q7. Does your household pay its own water bill, or does someone else, like a landlord or homeowners' association, pay the water bill for you?

- 1 - RESPONDENT/OTHER MEMBER OF HOUSEHOLD PAYS
- 2 - LANDLORD/HOMEOWNERS' ASSOC./OTHER -----> GO TO Q8
- 9 - DK/REF -----> GO TO Q8

**[ASK Q7a TO Q7h IF Q7 = 1 - HH PAYS WATER BILL:]**

Q7a. A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. How much more per month, if any, would you be willing to pay for your water service, if it ensured a more reliable water supply for you?

- \$ \_\_\_\_\_ ADDITIONAL \$ PER MONTH [CONFIRM]
- 0 - NONE
  - 999 - DK/REF

Q7b. In the past year, do you believe that your water rates have...

- 1 - gone up,
- 2 - gone down,
- 3 - stayed about the same,
- 4 - or are you not sure?
- 9 - REF

Q7c. **[IF RESIDENT WITH OTAY SEWER—OTHERWISE, GO TO Q7f]**

Are you aware that your monthly invoice from the Otay Water District includes charges for your sewer service?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q7d. In the past year, have your sewer rates...

- 1 - gone up,
- 2 - gone down, -----> GO TO Q7f
- 3 - stayed the same, -----> GO TO Q7f
- 4 - or are you not sure? -----> GO TO Q7f
- 9 - REF -----> GO TO Q7f

Q7e. **[IF Q7b = 1 and Q7d = 1 - GONE UP:]** Which increase do you believe has been larger...\* **[REVERSE 1-2 ONLY]**

- 1 - sewer,
- 2 - water,
- 3 - both equally,
- 4 - or are you not sure?
- 9 - REF

Q7f. Do you read the newsletter that comes in the mail with your monthly water bill...

- 1 - every time,
- 2 - most times,
- 3 - sometimes, or
- 4 - never?
- 9 - DK/REF

Q7g The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?

- 1 - YES
- 2 - NO -----> **GO TO Q8**
- 9 - DK/REF -----> **GO TO Q8**

Q7h. **[IF YES:]** What is one area the Otay Water District could improve upon to make the report more useful to you? **[PROBE FOR AND RECORD ONE AREA]**

---

99 - NONE/DK/REF

Q8. These next few questions deal with saving water outside. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

- 1 - YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q9**
- 9 - DK/REF -----> **GO TO Q9**

Q8a. **[IF Q8 = 1:]** Does your landscaping include a lawn?

- 1 - YES
- 2 - NO -----> **GO TO Q8c**
- 9 - DK/REF -----> **GO TO Q8c**

Q8b. **[IF YES:]** Reducing the size of your lawn helps save water. Which of the following would be most likely to motivate you to reduce the size of your lawn:...\*

- 1 - having a reduced water bill due to using less water,
- 2 - having a more easily maintained yard,
- 3 - a financial incentive of up to one dollar per square foot,
- 4 - or nothing?
- 9 - DK/REF

Q8c. **[IF Q8=1]** Do you have an automatically-controlled sprinkler system for your landscaping?

- 1 - YES
- 2 - NO -----> **GO TO Q8e**
- 9 - DK/REF -----> **GO TO Q8e**

Q8d. **[IF YES:]** During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

- 1 - NOT AT ALL
- 2 - 1 TO 3 TIMES
- 3 - 4 TIMES OR MORE
- 4 - USE WEATHER-BASED CONTROLLER **-GO TO Q9**
- 9 - DK/REF

Q8e. Have you heard about weather-based irrigation controllers that automatically adjust your landscape watering based on changing weather conditions?

- 1 - YES
- 2 - NO ----- > **GO TO Q8g**
- 9 - DK/REF ----- > **GO TO Q8g**

Q8f. **[IF Q8c=1 and Q8e=1:]** Have you had a weather-based controller installed at your residence?

- 1 - YES -----> **GO TO Q9**
- 2 - NO
- 9 - DK/REF

Q8g. **[IF Q8e > 1 or Q8f > 1:]** With a weather-based system, you do not have to make adjustments yourself for daily changes in the weather. The controller senses rain, temperature, and humidity and automatically adjusts irrigation. Typically, you can purchase a weather-based control system for less than \$300. How likely, if at all, are you to purchase a weather-based controller during the next 12 months? Would you say...\*

- 1 - very likely, -----**GO TO Q8i**
- 2 - somewhat likely,
- 3 - somewhat unlikely, or
- 4 - very unlikely?
- 9 - DK/REF

Q8h. **[IF Q8g > 1:]** If \$50 vouchers were offered toward the purchase of a weather-based controller, would this...**[REVERSE 1-2 ONLY]**

- 1 – make you more likely to purchase a weather-based controller, **[GO TO Q8j]**
- 2 – not make any difference to you?
- 9 - DK/REF

Q8i **[IF Q8h > 1:]**; If \$100 vouchers were offered toward the purchase of a weather-based controller, would this...**[REVERSE 1-2 ONLY]**

- 1 – make you more likely to purchase a weather-based controller, **[GO TO Q8i]**
- 2 – not make any difference to you?
- 9 - DK/REF

Q8j. A weather-based controller would save you approximately \$30 per year on your water bill. Does hearing this make you...**[REVERSE 1-2 ONLY]**

- 1 - more likely to purchase a weather-based controller,
- 2 - less likely, or
- 3 - does not make any difference?
- 9 - DK/REF

**ASK EVERYONE:**

Q9. Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

- 1 - YES
- 2 - NO-----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9a. **[IF YES:]** Have you ever visited the garden?

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9b. **[IF YES:]** About how many times have you visited the Garden during the past six years?

\_\_\_\_\_ TIMES  
999 - DK/REF

Q9c. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9d. **[IF YES:]** What was the one major change you made?  
**[PROBE FOR AND RECORD ONE CHANGE]**

---

99 - DK/REF

Q10. Do you recall having seen or heard any OUTDOOR water usage conservation messages during the past year?

- 1 - YES
- 2 - NO -----> **GO TO Q12**
- 9 - DK/REF -----> **GO TO Q12**

Q10a. **[IF Q10=1:]** Where do you recall seeing or hearing these messages most often? **[DO NOT READ; PROBE FOR AND RECORD ONLY ONE]**

- 1 - TELEVISION
- 2 - RADIO
- 3 - NEWSPAPERS
- 4 - FRIENDS/FAMILY
- 5 - WEBSITE OF MY WATER AGENCY
- 6 - MATERIAL WITH MONTHLY BILL
- 7 - SDCWA WEBSITE
- 8 - DO NOT REMEMBER
- 9 - OTHER, SPECIFY: \_\_\_\_\_

Q10b **[IF Q10a > 0]**. Do you remember anything about what these messages said?

- 1. Yes (please tell us what you remember about the messages)
- 

- 2. No. I do not remember what the messages said.

**[ASK Q11 ONLY IF Q8 = 1 (HH responsible for landscaping) AND IF Q10 = YES; IF NOT, GO TO Q12]**

Q11. Do you recall the specific steps, if any, that your household has taken during the past year as a direct response to these messages about reducing your outdoor water usage?

- 1 - YES
- 2 - Have not taken any specific steps as a response to these messages -----> **GO TO Q12**
- 3 - ALREADY CONSERVING BEFORE MESSAGES -----> **GO TO Q12**
- 9 - DK/REF -----> **GO TO Q12**

Q11a. **[IF YES:]** What is the major step your household has taken to reduce outdoor water usage as a response to these messages?  
**[PROBE FOR AND RECORD ONLY ONE STEP]**

---

99 - DK/REF

Q12: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

- 1---Excellent
- 2---Very Good
- 3---Good
- 4---Fair
- 5---Poor
- 6---Very Poor
- 9---DK/REF

Q13. Have you ever visited the Otay Water District website?

- 1 - YES
- 2 - HAVE ACCESS TO INTERNET, BUT HAVE NOT VISITED WEBSITE -----  
-----> **GO TO Q14**
- 3---DO NOT HAVE ACCESS TO THE INTERNET-----**GO TO Q14**
- 9 - DK/REF -----> **GO TO Q14**

Q13a. **[IF YES:]** How would you rate the website? Would you say...

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF

Q14. These next questions are about recycled water, which is wastewater that has been treated and is used for a variety of purposes other than drinking water. The use of recycled water is another way to increase our water supply. Would you favor or oppose the use of recycled water for the following types of uses...

**[CLARIFY:]** Do you strongly or somewhat {favor/oppose} that?

Do you favor or oppose using recycled water...	<u>strgly</u> <u>favor</u>	<u>smwt</u> <u>favor</u>	<u>smwt</u> <u>oppose</u>	<u>strgly</u> <u>oppose</u>	<u>DK/</u> <u>REF</u>
a) for watering landscaping along freeways and golf courses?	1	2	3	4	9
b) for industrial processing and manufacturing?	1	2	3	4	9
c) for toilet flushing in new office buildings?	1	2	3	4	9
d) for recreational lakes?	1	2	3	4	9

e) for watering landscape and common areas in multi-family housing units?	1	2	3	4	9
f) for watering sports fields and parks?	1	2	3	4	9
g) for watering residential front yards?	1	2	3	4	9
h) as an addition to the supply of drinking water	1	2	3	4	9

**If Q14h = 1, GO TO Q15—Otherwise continue with 14i-1 through 4**

Q14i. Recycled water can receive advanced treatment in the form of additional filtration, reverse osmosis, and chlorination. Would you accept the addition of advanced treated recycled water to supplement the sources of our drinking water if you learned that.....

	Yes	No	DK/REF
1. the recycled water would reside for over one year, mixed with other water, in an open reservoir and then be treated again at a water filtration plant?	1	2	9
2. recycled water is currently used to supplement drinking water in other U.S. communities?	1	2	9
3. recycled water could supply as much as 10% of our local drinking water supplies?	1	2	9
4. California's drinking water standards are among the most strict in the nation, and recycled water would be treated to meet those standards?	1	2	9

**ASK ALL:**

Q15. Would you be in favor of pursuing international agreements with Mexico whereby The United States and Mexico would cooperate to develop and maintain additional supplies of water?

1. Yes
2. No
3. DK/REF

Q16. Have you called the Otay Water District for service or other help during the past 12 months?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q16a. **[IF YES:]** Was the main purpose of your call...

- 1 - a repair issue,

- 2 - a billing issue, or
- 3 - another issue? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

In closing, these questions are for comparison purposes only.

PPH. How many persons, including yourself, live in your household?

\_\_\_\_\_  
99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 or more?
- 9 - DK/REF

LAN. [LANGUAGE OF INTERVIEW:]      1 - ENGLISH                      2 - SPANISH

**Otay Water District Survey 2006**  
**Proposed Draft**

INT. Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B\*

\* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

**[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

CUST. How long have you been a customer of the Otay Water District? **[IF LESS THAN ONE YEAR, THANK AND CODE NQR-RES]**

\_\_\_\_\_ YEARS  
0 -----> "NQR-RES"  
99 - DK/REF, BUT AT LEAST ONE YEAR

SEX. **[RECORD GENDER OF RESPONDENT:]**

1 - MALE  
2 - FEMALE

----- **QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED** -----

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

1 - English or  
2 - Spanish?

Q1. These first few questions deal with the use of water in your household. Which of the following is currently the main source of drinking water in your home...

1 - tap water, -----> **GO TO Q2**

2 - tap water that you filter at home, or

3 - bottled water?

4 - OTHER VOLUNTEERED, SPECIFY: \_\_\_\_\_ -----> **GO TO Q2**

9 - DK/REF -----> **GO TO Q2**

Q2. How would you describe your household's level of interest in conserving water at home? Would you say...\*

1 - a high level of interest,

2 - a moderate level,

3 - a low level, or

4 - no interest at all?

9 - DK/REF

Q3. During the past year, would you say your household's awareness of water conservation has been...\* **[REVERSE 1 - 3 ONLY]**

1 - increasing,

2 - staying about the same,

3 - decreasing,

4 - or are you not sure? **[INCLUDES DK/REF]**

Q4. These next questions are related to the water supply in San Diego County. How confident are you in the ability of your water agency to provide enough water to the district? Would you say...\* **[REVERSE]**

1 - very confident,

2 - somewhat confident,

3 - not very confident,

4 - not at all confident;

5 - or are you not sure? **[INCLUDES DK/REF]**

Q5. How much concern do you have, if any, about someone contaminating the local water supply in an attempt to harm the general population? Would you say...

1 - a great deal,

2 - some,

3 - not much, or

4 - no concern at all?

9 - DK/REF

Q6. How much confidence do you have, if any, in the local water authorities when it comes to preventing someone from contaminating the local water supply in an attempt to harm the general population? Would you say...

- 1 - a great deal,
- 2 - some,
- 3 - not much, or
- 4 - no confidence at all?
- 9 - DK/REF

Q7. Does your household pay its own water bill, or does someone else, like a landlord or homeowners' association, pay the water bill for you?

- 1 - RESPONDENT/OTHER MEMBER OF HOUSEHOLD PAYS
- 2 - LANDLORD/HOMEOWNERS' ASSOC./OTHER -----> GO TO Q8
- 9 - DK/REF -----> GO TO Q8

**[ASK Q7a TO Q7h IF Q7 = 1 - HH PAYS WATER BILL:]**

Q7a. A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. How much more per month, if any, would you be willing to pay for your water service, if it ensured a more reliable water supply for you?

- \$ \_\_\_\_\_ ADDITIONAL \$ PER MONTH [CONFIRM]
- 0 - NONE
  - 999 - DK/REF

Q7b. In the past year, do you believe that your water rates have...

- 1 - gone up,
- 2 - gone down,
- 3 - stayed about the same,
- 4 - or are you not sure?
- 9 - REF

Q7c. **[IF RESIDENT WITH OTAY SEWER—OTHERWISE, GO TO Q7f]**

Are you aware that your monthly invoice from the Otay Water District includes charges for your sewer service?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q7d. In the past year, have your sewer rates...

- 1 - gone up,
- 2 - gone down, -----> GO TO Q7f
- 3 - stayed the same, -----> GO TO Q7f
- 4 - or are you not sure? -----> GO TO Q7f
- 9 - REF -----> GO TO Q7f

Q7e. **[IF Q7b = 1 and Q7d = 1 - GONE UP:]** Which increase do you believe has been larger...\* **[REVERSE 1-2 ONLY]**

- 1 - sewer,
- 2 - water,
- 3 - both equally,
- 4 - or are you not sure?
- 9 - REF

Q7f. Do you read the newsletter that comes in the mail with your monthly water bill...

- 1 - every time,
- 2 - most times,
- 3 - sometimes, or
- 4 - never?
- 9 - DK/REF

Q7g The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?

- 1 - YES
- 2 - NO -----> **GO TO Q8**
- 9 - DK/REF -----> **GO TO Q8**

Q7h. **[IF YES:]** What is one area the Otay Water District could improve upon to make the report more useful to you? **[PROBE FOR AND RECORD ONE AREA]**

---

99 - NONE/DK/REF

Q8. These next few questions deal with saving water outside. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

- 1 - YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q9**
- 9 - DK/REF -----> **GO TO Q9**

Q8a. **[IF Q8 = 1:]** Does your landscaping include a lawn?

- 1 - YES
- 2 - NO -----> **GO TO Q8c**
- 9 - DK/REF -----> **GO TO Q8c**

Q8b. **[IF YES:]** Reducing the size of your lawn helps save water. Which of the following would be most likely to motivate you to reduce the size of your lawn:...\*

- 1 - having a reduced water bill due to using less water,
- 2 - having a more easily maintained yard,
- 3 - a financial incentive of up to one dollar per square foot,
- 4 - or nothing?
- 9 - DK/REF

Q8c. **[IF Q8=1]** Do you have an automatically-controlled sprinkler system for your landscaping?

- 1 - YES
- 2 - NO -----> **GO TO Q8e**
- 9 - DK/REF -----> **GO TO Q8e**

Q8d. **[IF YES:]** During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

- 1 - NOT AT ALL
- 2 - 1 TO 3 TIMES
- 3 - 4 TIMES OR MORE
- 4 - USE WEATHER-BASED CONTROLLER -**GO TO Q9**
- 9 - DK/REF

Q8e. Have you heard about weather-based irrigation controllers that automatically adjust your landscape watering based on changing weather conditions?

- 1 - YES
- 2 - NO -----> **GO TO Q8g**
- 9 - DK/REF -----> **GO TO Q8g**

Q8f. **[IF Q8c=1 and Q8e=1:]** Have you had a weather-based controller installed at your residence?

- 1 - YES -----> **GO TO Q9**
- 2 - NO
- 9 - DK/REF

Q8g. **[IF Q8e > 1 or Q8f > 1:]** With a weather-based system, you do not have to make adjustments yourself for daily changes in the weather. The controller senses rain, temperature, and humidity and automatically adjusts irrigation. Typically, you can purchase a weather-based control system for less than \$300. How likely, if at all, are you to purchase a weather-based controller during the next 12 months? Would you say...\*

- 1 - very likely, -----**GO TO Q8i**
- 2 - somewhat likely,
- 3 - somewhat unlikely, or
- 4 - very unlikely?
- 9 - DK/REF

Q8h. **[IF Q8g > 1:]** If \$50 vouchers were offered toward the purchase of a weather-based controller, would this...**\*[REVERSE 1-2 ONLY]**

- 1 – make you more likely to purchase a weather-based controller, **[GO TO Q8j]**
- 2 – not make any difference to you?
- 9 - DK/REF

Q8i **[IF Q8h > 1:]**; If \$100 vouchers were offered toward the purchase of a weather-based controller, would this...**\*[REVERSE 1-2 ONLY]**

- 1 – make you more likely to purchase a weather-based controller, **[GO TO Q8i]**
- 2 – not make any difference to you?
- 9 - DK/REF

Q8j. A weather-based controller would save you approximately \$30 per year on your water bill. Does hearing this make you...**\***  
**[REVERSE 1-2 ONLY]**

- 1 - more likely to purchase a weather-based controller,
- 2 - less likely, or
- 3 - does not make any difference?
- 9 - DK/REF

**ASK EVERYONE:**

Q9. Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

- 1 - YES
- 2 - NO-----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9a. **[IF YES:]** Have you ever visited the garden?

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9b. **[IF YES:]** About how many times have you visited the Garden during the past six years?

\_\_\_\_\_ TIMES  
999 - DK/REF

Q9c. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9d. **[IF YES:]** What was the one major change you made?  
**[PROBE FOR AND RECORD ONE CHANGE]**

---

99 - DK/REF

Q10. Do you recall having seen or heard any OUTDOOR water usage conservation messages during the past year?

- 1 - YES
- 2 - NO -----> **GO TO Q12**
- 9 - DK/REF -----> **GO TO Q12**

Q10a. **[IF Q10=1:]** Where do you recall seeing or hearing these messages most often? **[DO NOT READ; PROBE FOR AND RECORD ONLY ONE]**

- 1 - TELEVISION
- 2 - RADIO
- 3 - NEWSPAPERS
- 4 - FRIENDS/FAMILY
- 5 - WEBSITE OF MY WATER AGENCY
- 6 - MATERIAL WITH MONTHLY BILL
- 7 - SDCWA WEBSITE
- 8 - DO NOT REMEMBER
- 9 - OTHER, SPECIFY: \_\_\_\_\_

Q10b **[IF Q10a > 0]**. Do you remember anything about what these messages said?

- 1. Yes (please tell us what you remember about the messages)
- 

2. No. I do not remember what the messages said.

**[ASK Q11 ONLY IF Q8 = 1 (HH responsible for landscaping) AND IF Q10 = YES; IF NOT, GO TO Q12]**

Q11. Do you recall the specific steps, if any, that your household has taken during the past year as a direct response to these messages about reducing your outdoor water usage?

- 1 - YES
- 2 - Have not taken any specific steps as a response to these messages -----> **GO TO Q12**
- 3 - ALREADY CONSERVING BEFORE MESSAGES -----> **GO TO Q12**
- 9 - DK/REF -----> **GO TO Q12**

Q11a. **[IF YES:]** What is the major step your household has taken to reduce outdoor water usage as a response to these messages?  
**[PROBE FOR AND RECORD ONLY ONE STEP]**

---

99 - DK/REF

Q12: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

- 1---Excellent
- 2---Very Good
- 3---Good
- 4---Fair
- 5---Poor
- 6---Very Poor
- 9---DK/REF

Q13. Have you ever visited the Otay Water District website?

- 1 - YES
- 2 - HAVE ACCESS TO INTERNET, BUT HAVE NOT VISITED WEBSITE -----  
-----> **GO TO Q14**
- 3---DO NOT HAVE ACCESS TO THE INTERNET-----**GO TO Q14**
- 9 - DK/REF -----> **GO TO Q14**

Q13a. **[IF YES:]** How would you rate the website? Would you say...

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF

Q14. These next questions are about recycled water, which is wastewater that has been treated and is used for a variety of purposes other than drinking water. The use of recycled water is another way to increase our water supply. Would you favor or oppose the use of recycled water for the following types of uses...

**[CLARIFY:]** Do you strongly or somewhat {favor/oppose} that?

Do you favor or oppose using recycled water...	<u>strgly</u> <u>favor</u>	<u>smwt</u> <u>favor</u>	<u>smwt</u> <u>oppose</u>	<u>strgly</u> <u>oppose</u>	<u>DK/</u> <u>REF</u>
a) for watering landscaping along freeways and golf courses?	1	2	3	4	9
b) for industrial processing and manufacturing?	1	2	3	4	9
c) for toilet flushing in new office buildings?	1	2	3	4	9
d) for recreational lakes?	1	2	3	4	9

e) for watering landscape and common areas in multi-family housing units?	1	2	3	4	9
f) for watering sports fields and parks?	1	2	3	4	9
g) for watering residential front yards?	1	2	3	4	9
h) as an addition to the supply of drinking water	1	2	3	4	9

**If Q14h = 1, GO TO Q15—Otherwise continue with 14i-1 through 4**

Q14i. Recycled water can receive advanced treatment in the form of additional filtration, reverse osmosis, and chlorination. Would you accept the addition of advanced treated recycled water to supplement the sources of our drinking water if you learned that.....

	Yes	No	DK/REF
1. the recycled water would reside for over one year, mixed with other water, in an open reservoir and then be treated again at a water filtration plant?	1	2	9
2. recycled water is currently used to supplement drinking water in other U.S. communities?	1	2	9
3. recycled water could supply as much as 10% of our local drinking water supplies?	1	2	9
4. California's drinking water standards are among the most strict in the nation, and recycled water would be treated to meet those standards?	1	2	9

**ASK ALL:**

Q15. Would you be in favor of pursuing international agreements with Mexico whereby The United States and Mexico would cooperate to develop and maintain additional supplies of water?

1. Yes
2. No
3. DK/REF

Q16. Have you called the Otay Water District for service or other help during the past 12 months?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q16a. **[IF YES:]** Was the main purpose of your call...

- 1 - a repair issue,

- 2 - a billing issue, or
- 3 - another issue? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

In closing, these questions are for comparison purposes only.

PPH. How many persons, including yourself, live in your household?

\_\_\_\_\_  
99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 or more?
- 9 - DK/REF

LAN. **[LANGUAGE OF INTERVIEW:]**      1 - ENGLISH                      2 - SPANISH

**Otay Water District Survey 2006**  
**Proposed Draft**

INT. Hello, my name is \_\_\_\_\_. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]**      1 - VERSION A      2 - VERSION B\*

\* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

**[IF ASKED ABOUT MONITORING:]** My supervisor randomly listens to interviews to make sure we're reading the questions exactly as written and not influencing answers in any way.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

CUST. How long have you been a customer of the Otay Water District? **[IF LESS THAN ONE YEAR, THANK AND CODE NQR-RES]**

\_\_\_\_\_ YEARS  
0 -----> "NQR-RES"  
99 - DK/REF, BUT AT LEAST ONE YEAR

SEX. **[RECORD GENDER OF RESPONDENT:]**

1 - MALE  
2 - FEMALE

----- **QUALIFIED RESPONDENT: QUOTAS CHECKED; DATA SAVED** -----

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in...

1 - English or  
2 - Spanish?

Q1. These first few questions deal with the use of water in your household. Which of the following is currently the main source of drinking water in your home...

1 - tap water, -----> **GO TO Q2**

2 - tap water that you filter at home, or

3 - bottled water?

4 - OTHER VOLUNTEERED, SPECIFY: \_\_\_\_\_ -----> **GO TO Q2**

9 - DK/REF -----> **GO TO Q2**

Q2. How would you describe your household's level of interest in conserving water at home? Would you say...\*

1 - a high level of interest,

2 - a moderate level,

3 - a low level, or

4 - no interest at all?

9 - DK/REF

Q3. During the past year, would you say your household's awareness of water conservation has been...\* **[REVERSE 1 - 3 ONLY]**

1 - increasing,

2 - staying about the same,

3 - decreasing,

4 - or are you not sure? **[INCLUDES DK/REF]**

Q4. These next questions are related to the water supply in San Diego County. How confident are you in the ability of your water agency to provide enough water to the district? Would you say...\* **[REVERSE]**

1 - very confident,

2 - somewhat confident,

3 - not very confident,

4 - not at all confident,

5 - or are you not sure? **[INCLUDES DK/REF]**

Q5. How much concern do you have, if any, about someone contaminating the local water supply in an attempt to harm the general population? Would you say...

1 - a great deal,

2 - some,

3 - not much, or

4 - no concern at all?

9 - DK/REF

Q6. How much confidence do you have, if any, in the local water authorities when it comes to preventing someone from contaminating the local water supply in an attempt to harm the general population? Would you say...

- 1 - a great deal,
- 2 - some,
- 3 - not much, or
- 4 - no confidence at all?
- 9 - DK/REF

Q7. Does your household pay its own water bill, or does someone else, like a landlord or homeowners' association, pay the water bill for you?

- 1 - RESPONDENT/OTHER MEMBER OF HOUSEHOLD PAYS
- 2 - LANDLORD/HOMEOWNERS' ASSOC./OTHER -----> GO TO Q8
- 9 - DK/REF -----> GO TO Q8

**[ASK Q7a TO Q7h IF Q7 = 1 - HH PAYS WATER BILL:]**

Q7a. A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. How much more per month, if any, would you be willing to pay for your water service, if it ensured a more reliable water supply for you?

- \$ \_\_\_\_\_ ADDITIONAL \$ PER MONTH [CONFIRM]
- 0 - NONE
  - 999 - DK/REF

Q7b. In the past year, do you believe that your water rates have...

- 1 - gone up,
- 2 - gone down,
- 3 - stayed about the same,
- 4 - or are you not sure?
- 9 - REF

Q7c. **[IF RESIDENT WITH OTAY SEWER—OTHERWISE, GO TO Q7f]**

Are you aware that your monthly invoice from the Otay Water District includes charges for your sewer service?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q7d. In the past year, have your sewer rates...

- 1 - gone up,
- 2 - gone down, -----> GO TO Q7f
- 3 - stayed the same, -----> GO TO Q7f
- 4 - or are you not sure? -----> GO TO Q7f
- 9 - REF -----> GO TO Q7f

Q7e. **[IF Q7b = 1 and Q7d = 1 - GONE UP:]** Which increase do you believe has been larger...\* **[REVERSE 1-2 ONLY]**

- 1 - sewer,
- 2 - water,
- 3 - both equally,
- 4 - or are you not sure?
- 9 - REF

Q7f. Do you read the newsletter that comes in the mail with your monthly water bill...

- 1 - every time,
- 2 - most times,
- 3 - sometimes, or
- 4 - never?
- 9 - DK/REF

Q7g The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?

- 1 - YES
- 2 - NO -----> **GO TO Q8**
- 9 - DK/REF -----> **GO TO Q8**

Q7h. **[IF YES:]** What is one area the Otay Water District could improve upon to make the report more useful to you? **[PROBE FOR AND RECORD ONE AREA]**

---

99 - NONE/DK/REF

Q8. These next few questions deal with saving water outside. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

- 1 - YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q9**
- 9 - DK/REF -----> **GO TO Q9**

Q8a. **[IF Q8 = 1:]** Does your landscaping include a lawn?

- 1 - YES
- 2 - NO -----> **GO TO Q8c**
- 9 - DK/REF -----> **GO TO Q8c**

Q8b. **[IF YES:]** Reducing the size of your lawn helps save water. Which of the following would be most likely to motivate you to reduce the size of your lawn:...\*

- 1 - having a reduced water bill due to using less water,
- 2 - having a more easily maintained yard,
- 3 - a financial incentive of up to one dollar per square foot,
- 4 - or nothing?
- 9 - DK/REF

Q8c. **[IF Q8=1]** Do you have an automatically-controlled sprinkler system for your landscaping?

- 1 - YES
- 2 - NO -----> **GO TO Q8e**
- 9 - DK/REF -----> **GO TO Q8e**

Q8d. **[IF YES:]** During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

- 1 - NOT AT ALL
- 2 - 1 TO 3 TIMES
- 3 - 4 TIMES OR MORE
- 4 - USE WEATHER-BASED CONTROLLER **-GO TO Q9**
- 9 - DK/REF

Q8e. Have you heard about weather-based irrigation controllers that automatically adjust your landscape watering based on changing weather conditions?

- 1 - YES
- 2 - NO -----> **GO TO Q8g**
- 9 - DK/REF -----> **GO TO Q8g**

Q8f. **[IF Q8c=1 and Q8e=1:]** Have you had a weather-based controller installed at your residence?

- 1 - YES -----> **GO TO Q9**
- 2 - NO
- 9 - DK/REF

Q8g. **[IF Q8e > 1 or Q8f > 1:]** With a weather-based system, you do not have to make adjustments yourself for daily changes in the weather. The controller senses rain, temperature, and humidity and automatically adjusts irrigation. Typically, you can purchase a weather-based control system for less than \$300. How likely, if at all, are you to purchase a weather-based controller during the next 12 months? Would you say...\*

- 1 - very likely, -----**GO TO Q8i**
- 2 - somewhat likely,
- 3 - somewhat unlikely, or
- 4 - very unlikely?
- 9 - DK/REF

Q8h. **[IF Q8g > 1:]** If \$50 vouchers were offered toward the purchase of a weather-based controller, would this...\***[REVERSE 1-2 ONLY]**

- 1 – make you more likely to purchase a weather-based controller, **[GO TO Q8j]**
- 2 – not make any difference to you?
- 9 - DK/REF

Q8i **[IF Q8h > 1:]**; If \$100 vouchers were offered toward the purchase of a weather-based controller, would this...\***[REVERSE 1-2 ONLY]**

- 1 – make you more likely to purchase a weather-based controller, **[GO TO Q8i]**
- 2 – not make any difference to you?
- 9 - DK/REF

Q8j. A weather-based controller would save you approximately \$30 per year on your water bill. Does hearing this make you...\*  
**[REVERSE 1-2 ONLY]**

- 1 - more likely to purchase a weather-based controller,
- 2 - less likely, or
- 3 - does not make any difference?
- 9 - DK/REF

**ASK EVERYONE:**

Q9. Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

- 1 - YES
- 2 - NO-----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9a. **[IF YES:]** Have you ever visited the garden?

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9b. **[IF YES:]** About how many times have you visited the Garden during the past six years?

\_\_\_\_\_ TIMES  
999 - DK/REF

Q9c. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

- 1 - YES
- 2 - NO -----> **GO TO Q10**
- 9 - DK/REF -----> **GO TO Q10**

Q9d. **[IF YES:]** What was the one major change you made?  
**[PROBE FOR AND RECORD ONE CHANGE]**

---

99 - DK/REF

Q10. Do you recall having seen or heard any OUTDOOR water usage conservation messages during the past year?

- 1 - YES
- 2 - NO -----> **GO TO Q12**
- 9 - DK/REF -----> **GO TO Q12**

Q10a. **[IF Q10=1:]** Where do you recall seeing or hearing these messages most often? **[DO NOT READ; PROBE FOR AND RECORD ONLY ONE]**

- 1 - TELEVISION
- 2 - RADIO
- 3 - NEWSPAPERS
- 4 - FRIENDS/FAMILY
- 5 - WEBSITE OF MY WATER AGENCY
- 6 - MATERIAL WITH MONTHLY BILL
- 7 - SDCWA WEBSITE
- 8 - DO NOT REMEMBER
- 9 - OTHER, SPECIFY: \_\_\_\_\_

Q10b **[IF Q10a > 0]**. Do you remember anything about what these messages said?

- 1. Yes (please tell us what you remember about the messages)
- 

- 2. No. I do not remember what the messages said.

**[ASK Q11 ONLY IF Q8 = 1 (HH responsible for landscaping) AND IF Q10 = YES; IF NOT, GO TO Q12]**

Q11. Do you recall the specific steps, if any, that your household has taken during the past year as a direct response to these messages about reducing your outdoor water usage?

- 1 - YES
- 2 - Have not taken any specific steps as a response to these messages -----> **GO TO Q12**
- 3 - ALREADY CONSERVING BEFORE MESSAGES -----> **GO TO Q12**
- 9 - DK/REF -----> **GO TO Q12**

Q11a. **[IF YES:]** What is the major step your household has taken to reduce outdoor water usage as a response to these messages?  
**[PROBE FOR AND RECORD ONLY ONE STEP]**

---

99 - DK/REF

Q12: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

- 1---Excellent
- 2---Very Good
- 3—Good
- 4---Fair
- 5—Poor
- 6---Very Poor
- 9—DK/REF

Q13. Have you ever visited the Otay Water District website?

- 1 - YES
- 2 - HAVE ACCESS TO INTERNET, BUT HAVE NOT VISITED WEBSITE -----  
-----> **GO TO Q14**
- 3—DO NOT HAVE ACCESS TO THE INTERNET-----**GO TO Q14**
- 9 - DK/REF -----> **GO TO Q14**

Q13a. **[IF YES:]** How would you rate the website? Would you say...

- 1 - excellent,
- 2 - good,
- 3 - fair, or
- 4 - poor?
- 9 - DK/REF

Q14. These next questions are about recycled water, which is wastewater that has been treated and is used for a variety of purposes other than drinking water. The use of recycled water is another way to increase our water supply. Would you favor or oppose the use of recycled water for the following types of uses...

**[CLARIFY:]** Do you strongly or somewhat {favor/oppose} that?

Do you favor or oppose using recycled water...	<u>strgly</u> <u>favor</u>	<u>smwt</u> <u>favor</u>	<u>smwt</u> <u>oppose</u>	<u>strgly</u> <u>oppose</u>	<u>DK/</u> <u>REF</u>
a) for watering landscaping along freeways and golf courses?	1	2	3	4	9
b) for industrial processing and manufacturing?	1	2	3	4	9
c) for toilet flushing in new office buildings?	1	2	3	4	9
d) for recreational lakes?	1	2	3	4	9

e) for watering landscape and common areas in multi-family housing units?	1	2	3	4	9
f) for watering sports fields and parks?	1	2	3	4	9
g) for watering residential front yards?	1	2	3	4	9
h) as an addition to the supply of drinking water	1	2	3	4	9

**If Q14h = 1, GO TO Q15—Otherwise continue with 14i-1 through 4**

Q14i. Recycled water can receive advanced treatment in the form of additional filtration, reverse osmosis, and chlorination. Would you accept the addition of advanced treated recycled water to supplement the sources of our drinking water if you learned that.....

	Yes	No	DK/REF
1. the recycled water would reside for over one year, mixed with other water, in an open reservoir and then be treated again at a water filtration plant?	1	2	9
2. recycled water is currently used to supplement drinking water in other U.S. communities?	1	2	9
3. recycled water could supply as much as 10% of our local drinking water supplies?	1	2	9
4. California's drinking water standards are among the most strict in the nation, and recycled water would be treated to meet those standards?	1	2	9

**ASK ALL:**

Q15. Would you be in favor of pursuing international agreements with Mexico whereby The United States and Mexico would cooperate to develop and maintain additional supplies of water?

1. Yes
2. No
3. DK/REF

Q16. Have you called the Otay Water District for service or other help during the past 12 months?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q16a. **[IF YES:]** Was the main purpose of your call...

- 1 - a repair issue,

- 2 - a billing issue, or
- 3 - another issue? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

In closing, these questions are for comparison purposes only.

PPH. How many persons, including yourself, live in your household?

\_\_\_\_\_

99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF

EDU. What is the highest grade or year of school that you have completed and received credit for...

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF

AGE. Please tell me when I mention the category that contains your age...

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

ETH. Which of the following best describes your ethnic or racial background...

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 or more?
- 9 - DK/REF

LAN. [LANGUAGE OF INTERVIEW:]      1 - ENGLISH              2 - SPANISH

# AGENDA ITEM 6



## **OWD: Creating “Green” Solutions**

### **Microturbine Project Event Planning Document Otay Water District/County of San Diego**

#### **Overview:**

The Otay Water District has entered into an agreement with the County of San Diego to utilize “green power” to run Otay’s Ralph Chapman Treatment Plant with methane, or bio-gas, generated from the County’s Jamacha Landfill. A media event signifying the completion of the project is being designed to showcase this successful partnership and to promote renewable energy solutions throughout the region.

The District’s Ralph W. Chapman Treatment Plant produces more than one million gallons per day of recycled water. Recycled water is used to irrigate golf courses, parks and open space in eastern Chula Vista. As California and the nation face ever increasing energy prices and strains on the commercial power grid, the development of “distributed generation” and cost-effective, environmentally sound energy sources could prove to be a viable long-term solution to off-set high energy demand.

This planning document sets forth the strategy and action items for a successful media event:

#### **Proposed Date:**

**January, 2007  
11:00 a.m.**

#### **Event Site:**

On site at the Ralph W. Chapman Treatment Plant

#### **Goals:**

Promote the partnership between the County/Otay  
Promote environmental benefits/”green solutions”

Highlight other environmental benefits of the Ralph W. Chapman Water Reclamation Facility

- Participants:** **(Speaking points and program outline to be developed)**  
Supervisor Greg Cox (speaking role)  
Supervisor Dianne Jacob (speaking role)  
Chula Vista Mayor (speaking role)  
Jaime Bonilla, President, Otay Water District (speaking role)  
Mark Watton, General Manager, Otay Water District (Emcee)  
Congressman Duncan Hunter (rep, non-speaking role)  
Assemblyman Joel Anderson (rep, non-speaking role)  
Senator Dennis Hollingsworth (rep, non-speaking role)  
Representative from Federal EPA (non-speaking role)  
Representative from the State of CA (non-speaking role)  
Representative from the WaterReuse Assn. (speaking role)  
Representative from San Diego Regional Energy Office (speaking)
- Invited Guests:** Guests will be invited to the event by a letter of invitation from the Board President.
- OWD Board members  
OWD key staff  
County Water Authority Board members  
Sweetwater Authority  
Helix Water District  
City of San Diego Water Dept  
Padre Dam Municipal Water District  
Local Community Planning Groups
- Event Setting:** Podium/AV to be positioned in front of turbines  
Turbines to be covered with green draping with slogan  
Ground covering over asphalt  
Light Refreshments  
Handouts  
Approximately 40 white folding chairs
- Leave-Behind:** Event program  
Project fact sheet  
Media kit  
OWD lapel pens
- Signage:** To be discussed and determined
- Media Work:** Pre-pitch and brief Ann Kruger, U-T  
Prep media advisory/press release  
Develop op/ed to be authored by (TBD)

Prep media advisory/release

Targeted local publications:

- Union-Tribune
- San Diego Daily Transcript
- San Diego Business Journal

Targeted industry publications:

- U.S. Water News
- Industrial WaterWorld
- Water Environment & Technology
- Water & Wastes Digest

**Next Steps:**

Secure date w/all principal participants

Set up meeting w/Jacob/Cox reps

Finalize project fact sheet

Secure event staging

Prepare invitation letter

Draft program

Prepare speaking points

Prepare media work

October 9, 2006

Mr. John Smith  
Director  
Helix Water District  
1234 Main Street  
La Mesa, CA 92041

Dear John:

It would be our pleasure if you would be able to join us at an event to mark the completion of OWD's agreement with the County of San Diego to utilize "green power" to operate the District's Ralph Chapman Treatment Plant with methane gas generated from the county's Jamacha landfill. The event will be held on **Tuesday, December 5, 2006 at 11:00 a.m.** at the Ralph W. Chapman Treatment Plant, 11901 Singer Lane (off of Jamacha Road) in Spring Valley. In addition to the news media, we are expecting broad attendance by local elected officials and leaders in our region's water delivery community.

The Ralph W. Chapman Treatment Plant produces more than one million gallons per day of recycled water that is used to irrigate golf courses, parks and open space in eastern Chula Vista. As California faces energy crises, the development of cost-effective and environmentally sound energy sources could prove to be a viable long-term solution to offset energy demand.

I hope that you will be able to attend. Your presence would mean a lot to us at the District, and to our colleagues in the water industry. You may RSVP to Dan Cruz at Marston+Marston, who is helping us put the event together, at 619.0322.

I look forward to seeing you there.

Sincerely,

Jaime Bonilla, President  
Board of Directors