OTAY WATER DISTRICT
FINANCE, ADMINISTRATION AND COMMUNICATIONS
COMMITTEE MEETING
and
SPECIAL MEETING OF THE BOARD OF DIRECTORS

2554 SWEETWATER SPRINGS BOULEVARD
SPRING VALLEY, CALIFORNIA
BOARDROOM

WEDNESDAY
February 16, 2011
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

DISCUSSION ITEMS

3. OCEAN DESALINATION OPINION SURVEY REPORT (REA & PARKER RESEARCH, INC.) [15 minutes]

4. REPORT ON DIRECTORS' EXPENSES FOR THE 2ND QUARTER OF FISCAL YEAR 2011 (PRENDERGAST) [5 minutes]

5. APPROVE THE ISSUANCE OF A PURCHASE ORDER TO HAAKER EQUIPMENT COMPANY IN THE AMOUNT OF $305,511.87 FOR THE PURCHASE OF ONE (1) NEW CLASS 8 HYDRO-EXCAVATOR (ANDERSON) [5 minutes]

6. AUTHORIZE THE GENERAL MANAGER TO NEGOTIATE AND ENTER INTO AGREEMENTS WITH: 1) SAGE DESIGN, INC. IN THE AMOUNT OF $243,792, PLUS APPLICABLE TAXES AND SHIPPING CHARGES, FOR FIRETIDE RADIOS AND RELATED HARDWARE; 2) PRIME ELECTRIC IN AN AMOUNT NOT-TO-EXCEED $63,838 FOR THE INSTALLATION OF ELECTRICAL AND WIRELESS HARDWARE AT MULTIPLE SITES THROUGHOUT THE CENTRAL AND SOUTH DISTRICT; AND 3) HENRY BROTHERS IN AN AMOUNT NOT-TO-EXCEED $183,873 FOR CAMERA HARDWARE AND INSTALLATION AT ALL NORTH DISTRICT SITES CONNECTED TO THE DISTRICT'S WIRELESS NETWORK (STEVENS) [5 minutes]

7. ADOPT RESOLUTION NO. 4169 AMENDING BOARD OF DIRECTORS POLICY 29, CLAIMS HANDLING PROCEDURE (SARNO) [5 MINUTES]

8. ADJOURNMENT

BOARD MEMBERS ATTENDING:
Gary Croucher, Chair
David Gonzalez

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.

The Agenda, and any attachments containing written information, are available at the District's website at www.otaywater.gov. Written changes to any items to be considered at the open meeting, or to any attachments, will be posted on the District's website. Copies of the Agenda and all attachments are also available through the District Secretary by contacting her at (619) 670-2280.

If you have any disability which 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 February 11, 2011 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 February 11, 2011.

Susan Cruz, District Secretary

AGENDA ITEM 3

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	March 2, 2011
SUBMITTED BY:	Armando Buelna, AB Communications Officer	W.O./G.F. NO:	DIV. NO. All
APPROVED BY:			
SUBJECT:	Presentation of the Ocean Water Desalination Survey Report performed by Rea and Parker Research Inc.		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors receive the Ocean Water Desalination Survey Report performed by Rea and Parker Research Inc.

COMMITTEE ACTION: _____

See Attachment A.

PURPOSE:

To present the Board of Directors with the findings of the Ocean Water Desalination Survey Report performed by Rea and Parker Research Inc.

BACKGROUND:

The Otay Water District has conducted a statistically reliable telephone survey of its customers on the subject of ocean water desalination. The survey was performed by Rea and Parker Research Inc. for the purpose of validating earlier findings from focus group interviews on the subject of ocean water desalination. The telephone survey contacted 401 Otay Water District customers between November 11 and November 22, 2010.

In the telephone survey, customers were asked their opinion about desalinated ocean water as an alternate source of potable water. They were also asked a series of questions that tested

the effectiveness of messages with regard to the ability of the messages to communicate the advantages of desalination. In addition, customer opinions were solicited about a proposed international project that would distribute desalinated water from a facility located in Rosarito Beach, Mexico.

The sample size for this survey was selected to secure a margin of error not to exceed +/- 4.9 percent at a 95 percent confidence level. This means that there is a 95% chance that the "true" opinions of all Otay Water District customers are within +/- 4.9 percent of the observed results from this survey. Findings of the survey included the following:

- A substantial proportion of customers feel that the development of desalinated water is a good way for the District to serve its customers.
- Customers feel about one-half of the available water supply should be derived from desalination, including an ocean water desalination facility located in Rosarito Beach, Mexico.
- Customers do have some concern about the safety and security of the pipeline in Mexico, and show some preference for a United States location instead of Mexico. Customers feel it would bolster the local economy and create U.S. based jobs.
- More than half (54%) favor pursuing an international agreement to purchase desalination ocean water from a Rosarito Beach facility. Thirty-four percent do not favor such an agreement, with 12% having no opinion.

More significant findings from the survey are included in the attached PowerPoint presentation (Attachment B) and in the body of the full report (Attachment C).

The Ocean Water Desalination Survey Report validated the earlier findings from the focus group interviews. The results of this study will also be used to update the messages staff will use to communicate the benefits and opportunities available from ocean water desalination.

FISCAL IMPACT: RKB

The cost of the Ocean Water Desalination Survey Report was $14,250 and was charged to CIP P2451. Budgeted funds are sufficient to cover the cost of this contract.

LEGAL IMPACT:

None.

General Manager

Attachments:

Attachment A - Committee Statement
B - Otay Water District Desalination Survey Findings
C - Otay Water Desalination Survey Report

ATTACHMENT A

SUBJECT/PROJECT:	Ocean Water Desalination Survey Report

COMMITTEE ACTION:

The Finance, Administration and Communications Committee reviewed this item at the meeting held on February 16, 2011.

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.

Otay Water District Desalination Survey

November 2010 Customer Opinion Message Effectiveness

Otay Water District Desalination Survey Findings

- A substantial proportion of customers feel that the development of desalinated water is a good way for the District to service its customers.
- Customers feel that about one-half of the available water supply should be derived from desalination, including an ocean water desalination facility in Rosarito Beach, Mexico.
- Customers are determined that the process of desalination not harm the ocean.

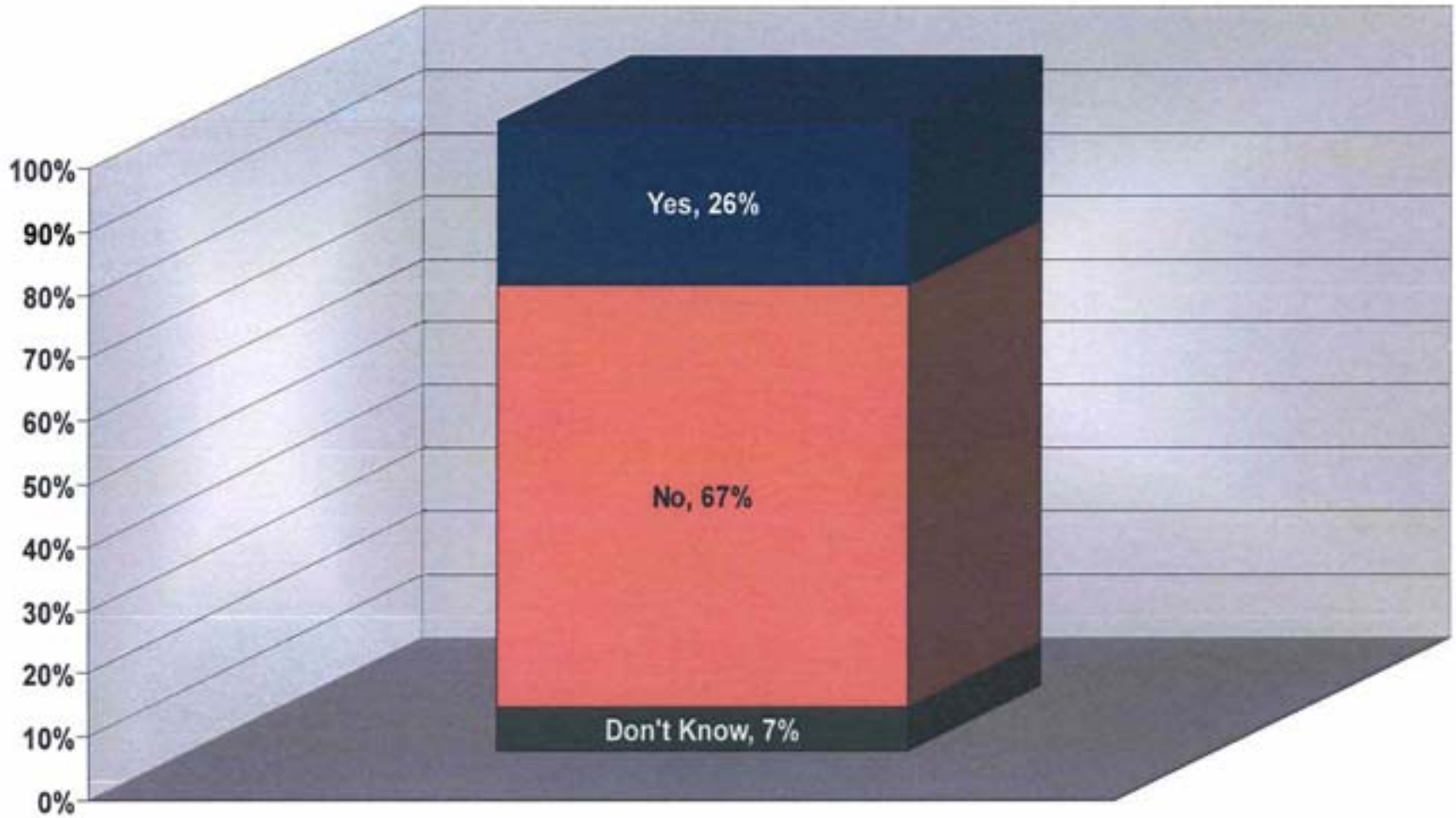
Desalination Survey Findings

- It is important that desalination achieve the objective of reducing our dependence on imported water.
- Customers do have some concern about the safety and security of the pipeline in Mexico.
- Customers also show some preference for a United States location instead of Mexico that would bolster the local economy and create U.S. based jobs.
  - Especially younger customers, Asians, and African-Americans

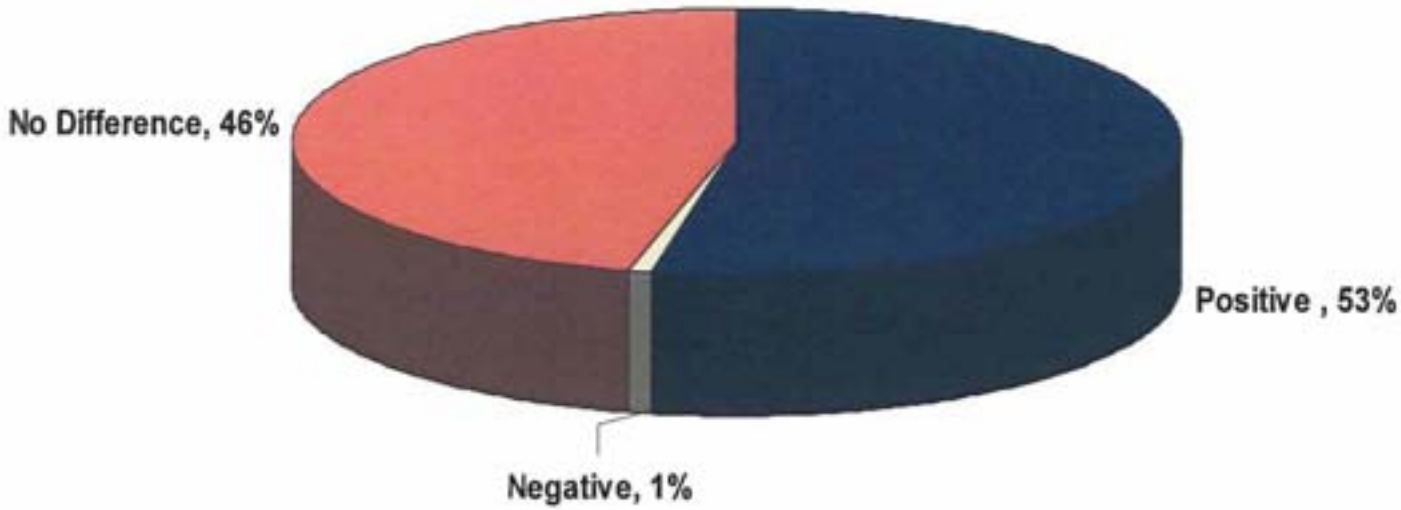
Effective Messages

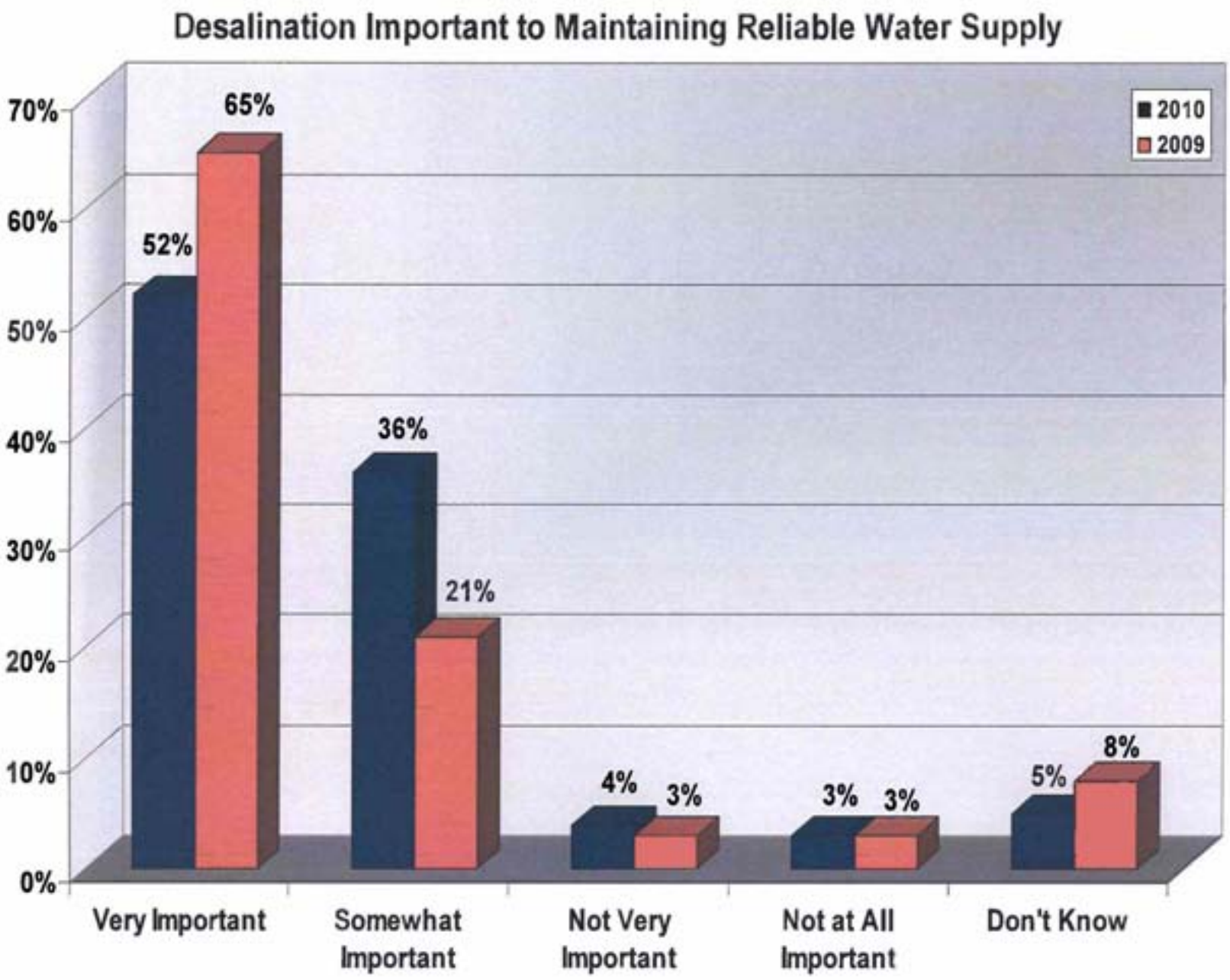
- Groups that most notably support a greater percentage of the water supply from desalination are:
  - Females
  - Middle income customers
  - Customers with less than a college degree
  - Latinos
  - Renters
  - Customers who already trust the District to provide a sufficient quantity of clean, safe, reliable water at a reasonable price.
- Important and effective messages:
  - "Desalination eases the potential effects of a water crisis."
  - "Desalination ensures a reliable, high quality supply of water for the future."
  - "Desalinated water will be closely monitored by the California Department of Public Health."
    - Younger customers are more influenced by these messages

Ever Used Desalinated Water?



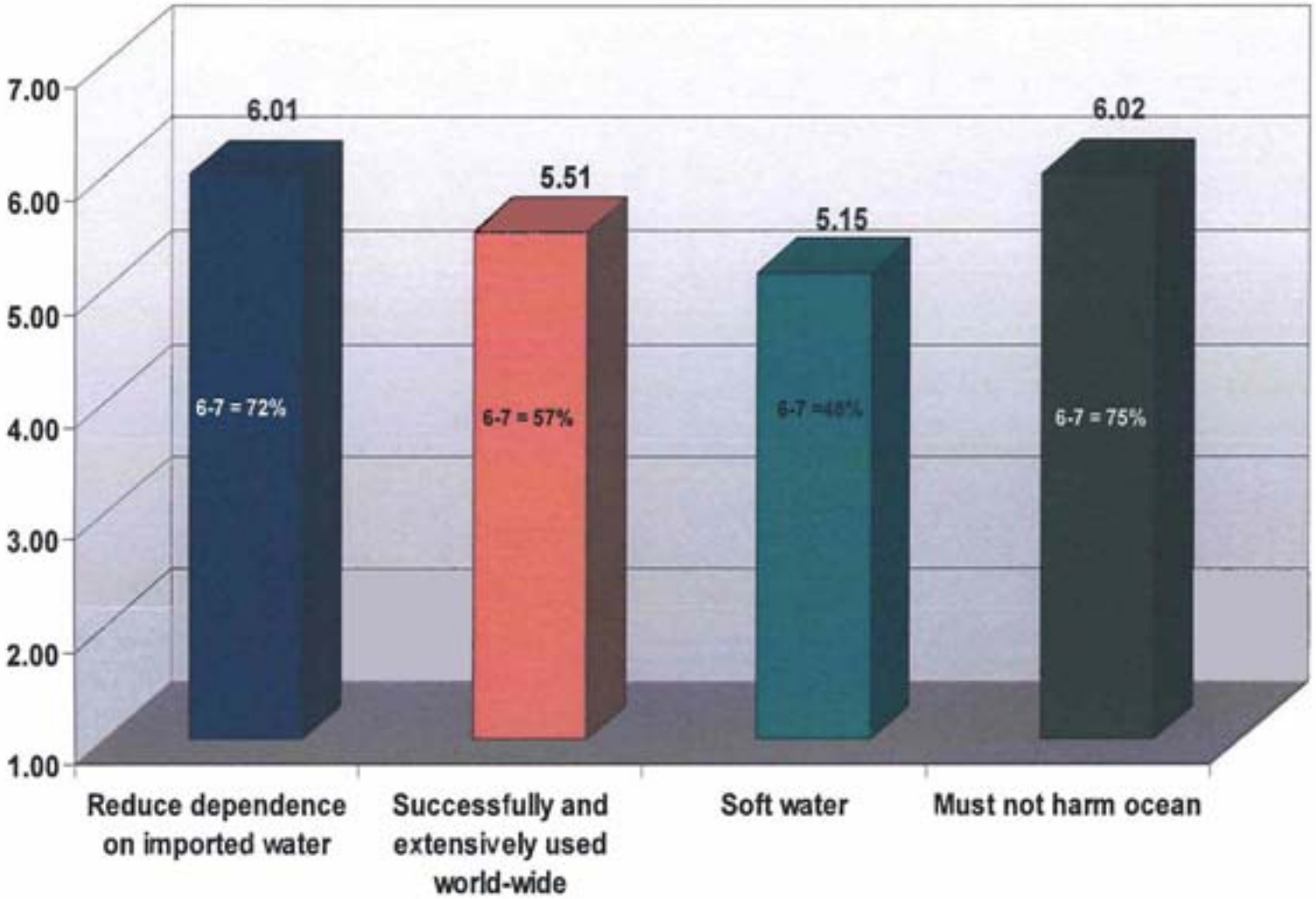
Experience with Desalinated Water Positive or Negative

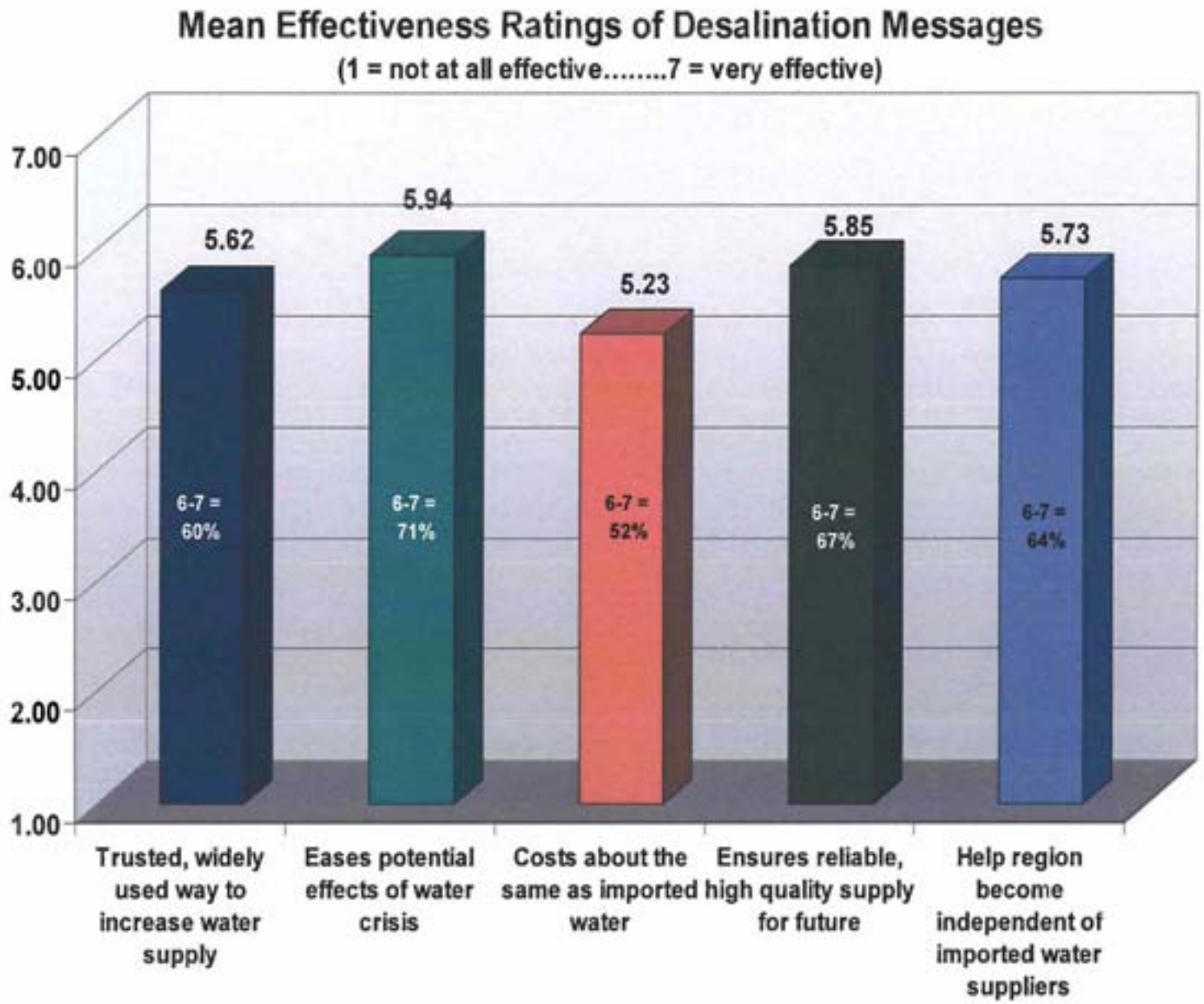



Desalination Important to Maintaining Reliable Water Supply
70%
60%
50%
40%
30%
20%
10%
0%
2010
2009
52%
65%
36%
21%
4%
3%
3%
3%
5%
8%
Very Important
Somewhat Important
Not Very Important
Not at All Important
Don't Know

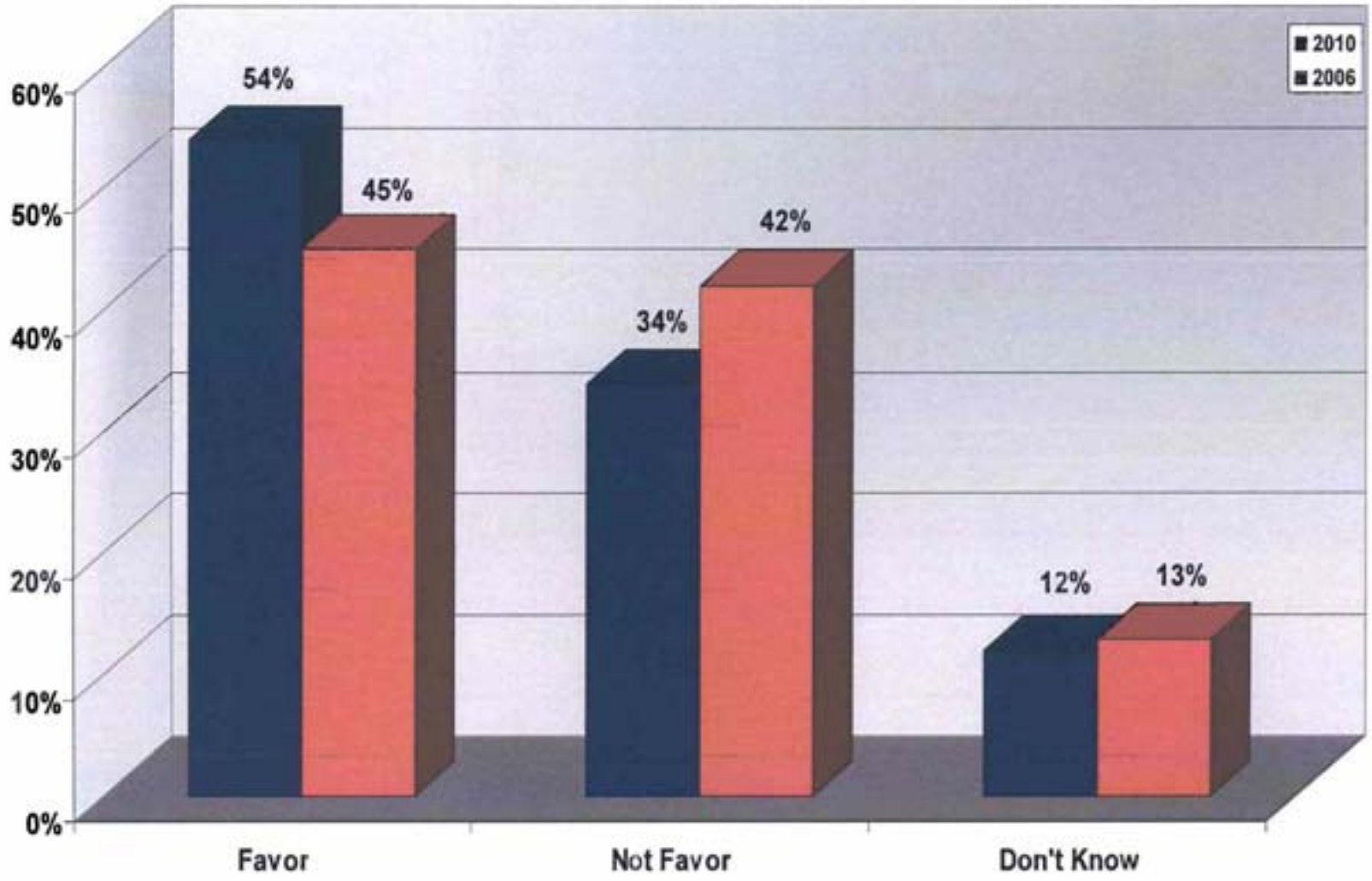
Mean Importance Ratings of Characteristics of Desalinated Water

(1 = not important at all.....7 = highest importance)



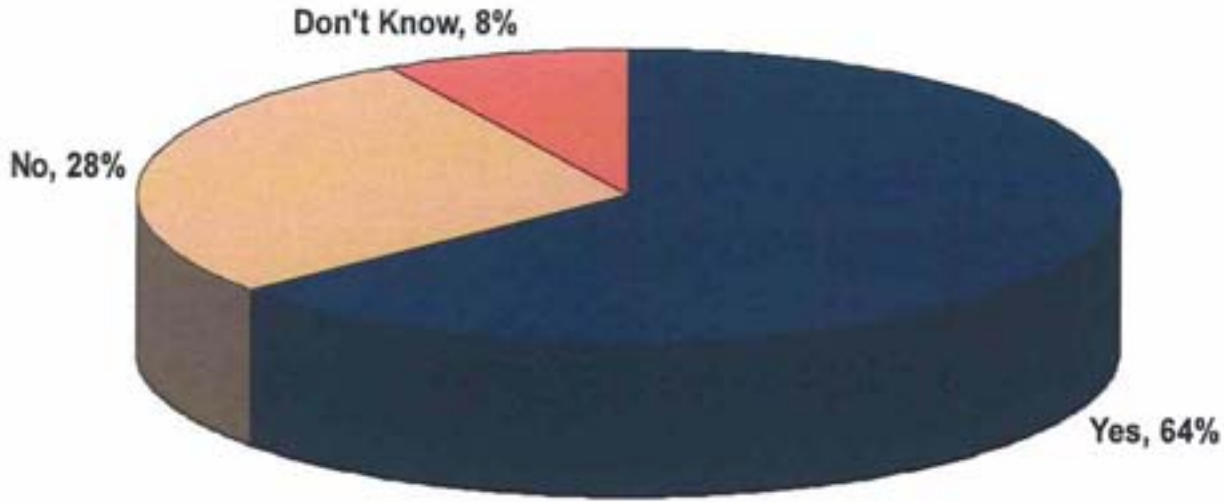

Mean Effectiveness Ratings of Desalination Messages
(1 = not at all effective.....7 = very effective)
7.00
6.00
5.00
4.00
3.00
2.00
1.00
5.62
5.94
5.23
5.85
5.73
6-7 = 60%
6-7 = 71%
6-7 = 52%
6-7 = 67%
6-7 = 64%
Trusted, widely used way to increase water supply
Eases potential effects of water crisis
Costs about the same as imported water
Ensures reliable, high quality supply for future
Help region become independent of imported water suppliers

Pursue International Agreement to Purchase Desalinated Ocean Water from Rosarito Beach Facility

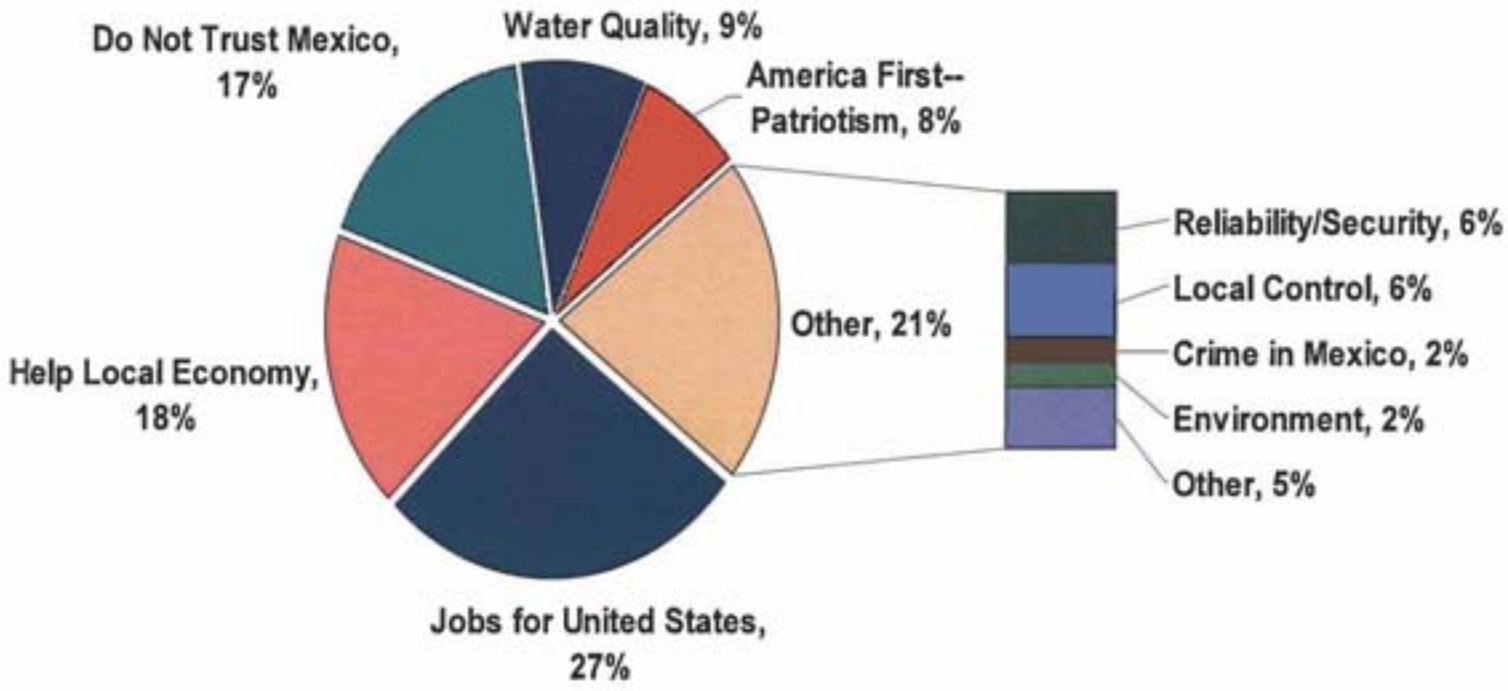


Concerns about Location in Mexico vs. United States
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
47%
21%
14%
18%
45%
27%
12%
16%
38%
27%
15%
20%
35%
26%
17%
22%
Much More Concerned
Somewhat More Concerned
Same Concern No Matter Location
No Concerns at All
Quality of Water
Safety and Security of Pipeline
Reliability of Water Deliveries
Environmental/Ecological Impacts

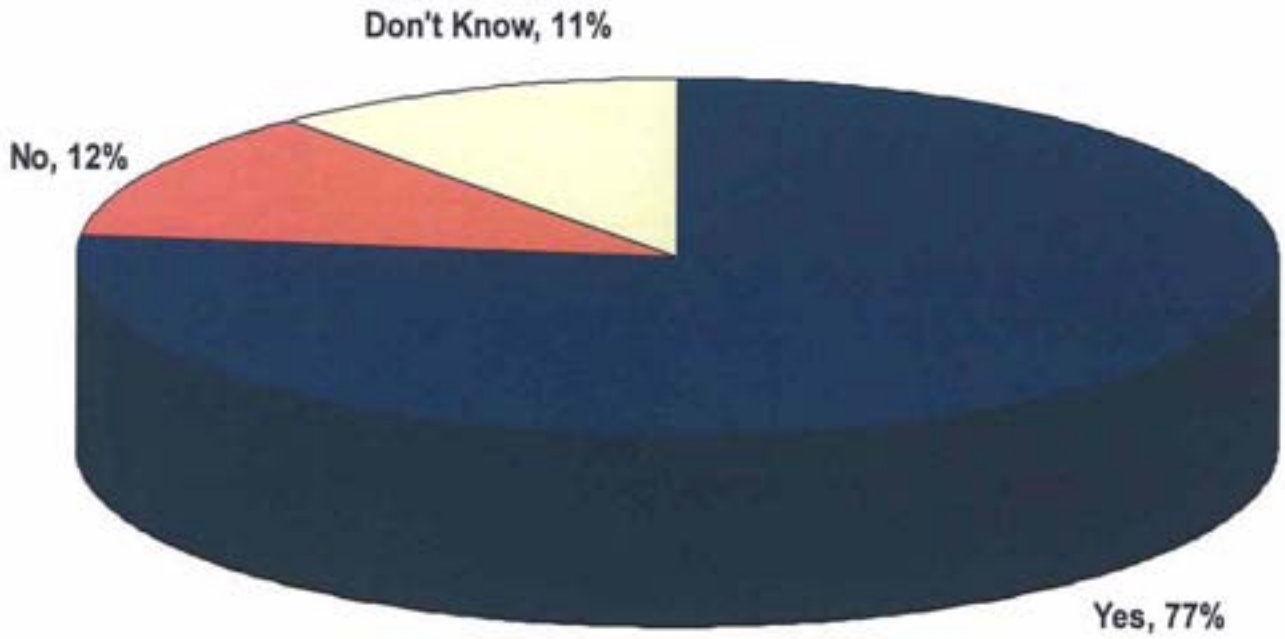
Prefer Desalination Plant in United States Even If 10-15 More Years are Required



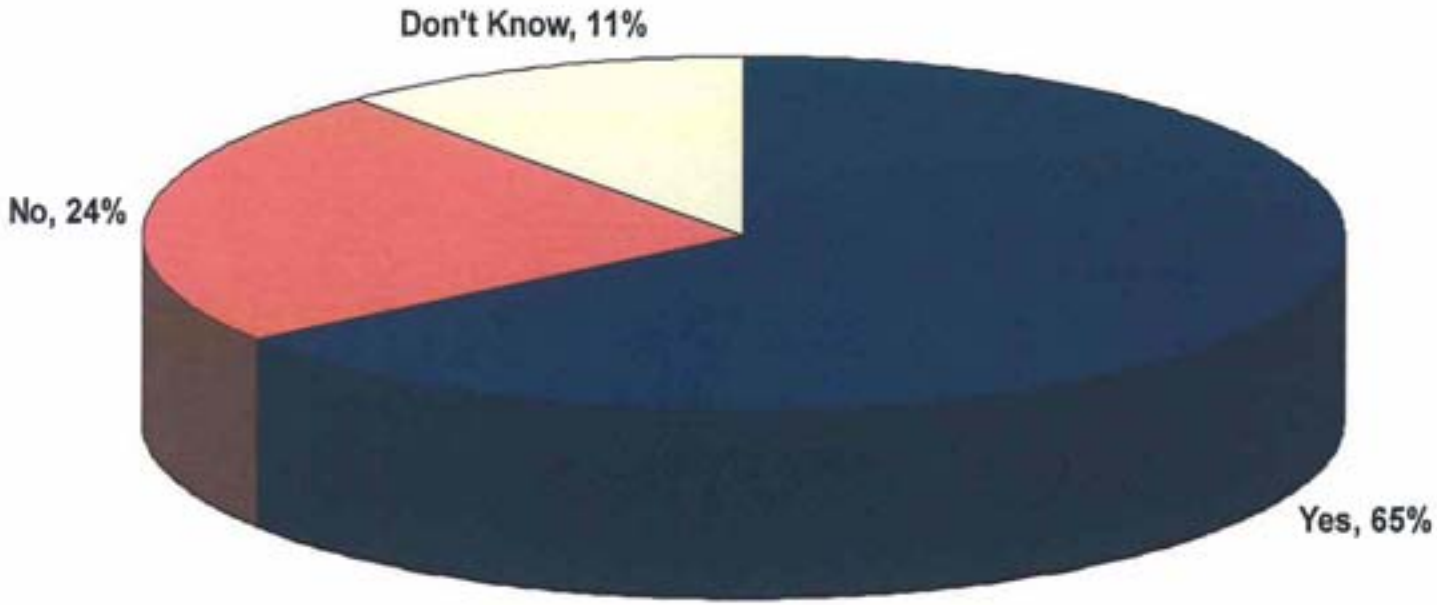
Reasons for Preferring United States Location



Favor Otay Water District Establishing Independent Water Source

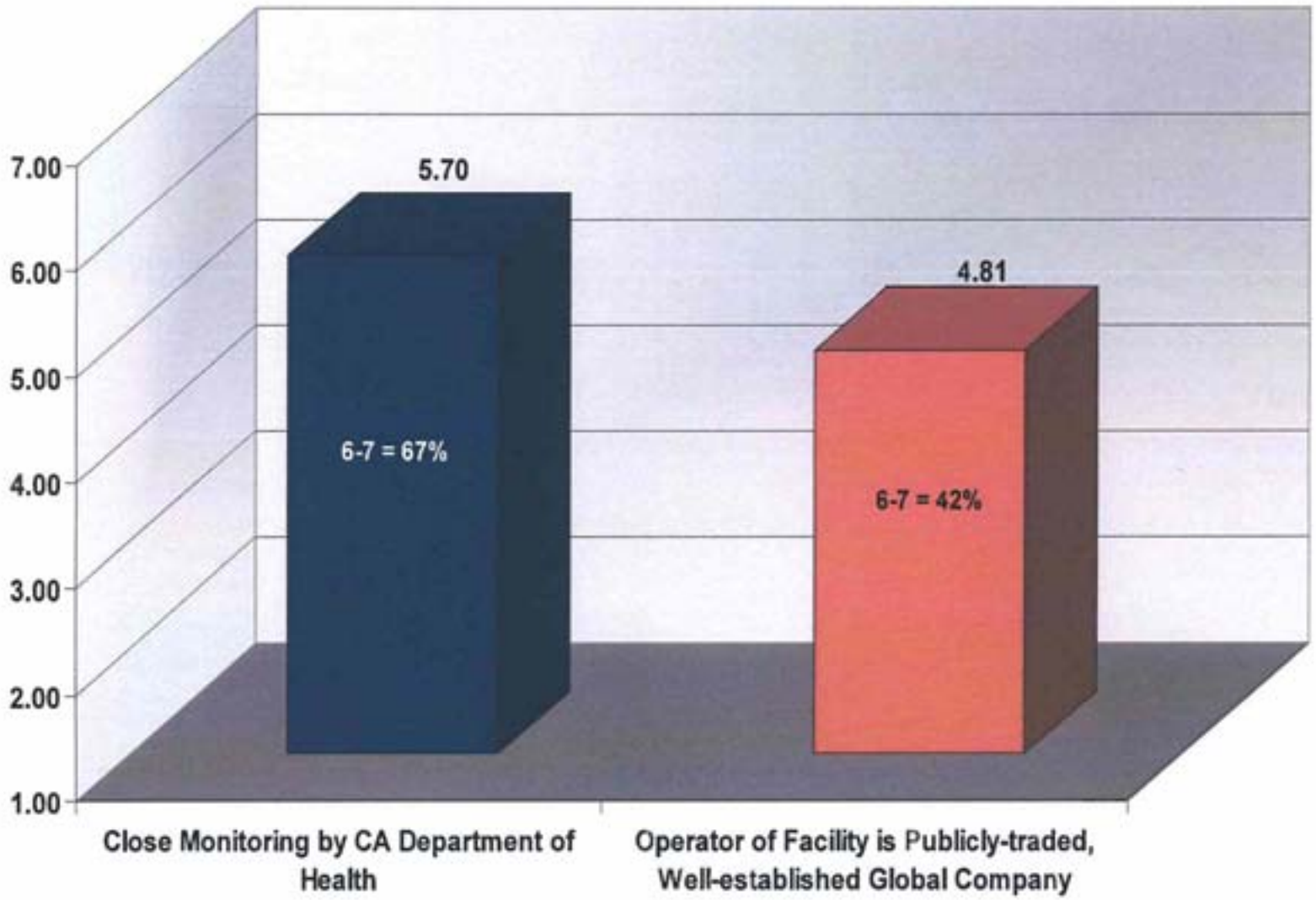


Experienced International Team Increases Confidence

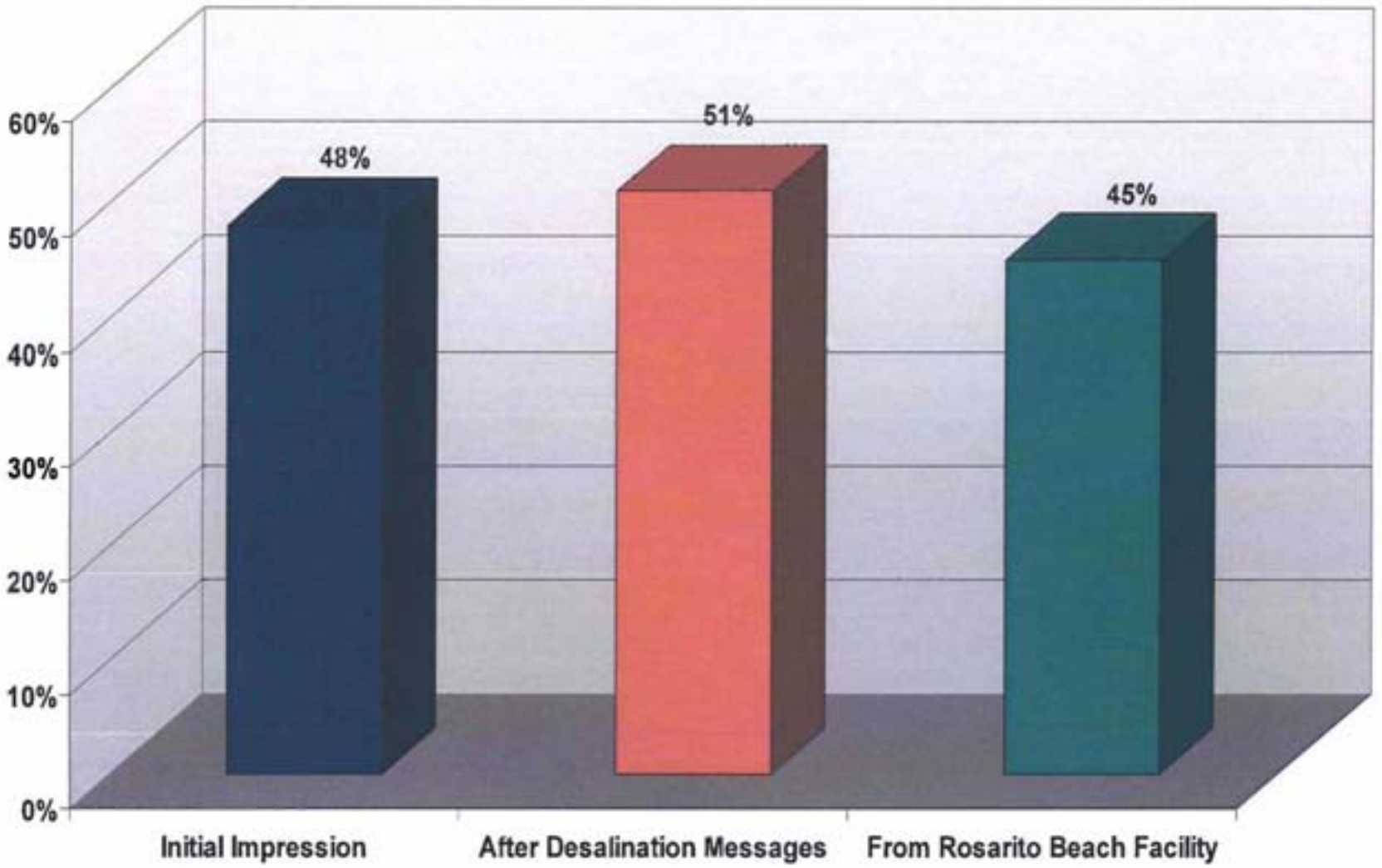


Effectiveness Ratings for Messages Pertaining to Rosarito Beach

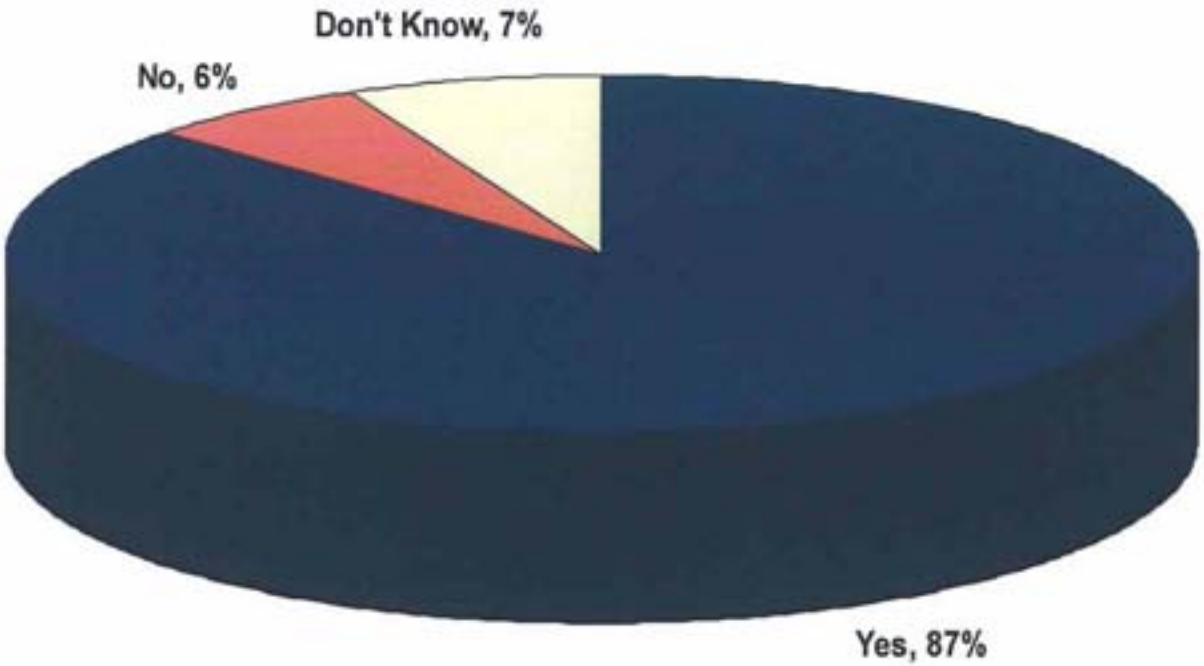
(1 = not at all effective.....7 = very effective)



Opinions about Mean Percentage of Household and Business Water that Should Come from Ocean Water Desalination



Desalinated Water is a Good Way for District to Serve Customers



ATTACHMENT C

Otay Water District

Ocean Water Desalination Opinion Survey Report

Prepared for

Otay Water District
2554 Sweetwater Springs Blvd.
Spring Valley, CA 91978

OTAYWATERDISTRICT

REA& PARKER RESEARCH

Survey/Market Research
Economic Consultants

Rea & Parker Research
P.O. Box 421079
San Diego, CA 92142
www.rea-parker.com

December, 2010

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Otay Water District

2010 Ocean Water Desalination Opinion Survey

Executive Summary

The Otay Water District elected to conduct a statistically reliable telephone survey among residential customers about the subject of desalinated water and the desalination process. The purpose of the survey was twofold: 1) customers were asked about their opinion about desalinated water as an alternative source of water, and they were asked to test the effectiveness of messages with regard to the ability of the messages to communicate the advantages of desalination; and 2) customers were asked their opinion about a proposed international project that would pipe desalinated water to the Otay Water District from a desalination facility in Rosarito Beach, Baja California Norte, Mexico that would provide the District with an alternative source of water.

This survey report has been divided into eight essential information components as follows:

- Demographic Statistics/Respondent Characteristics
- Use of Desalinated Water
- General Opinion about Desalinated Water and the Desalination Process
- Testing of Desalination Messages
- Issues about the Joint Venture in Mexico and the Rosarito Beach Facility
- Testing of Rosarito Beach Facility Messages
- Overall Satisfaction and General Opinion about the Use of Desalination Water
- Relationship between Trust in the Otay Water District and Opinion about Ocean Water Desalination

Use of Desalinated Water

- Three-fifths of the customers of the Otay Water District are familiar with the term "desalination." Among those who said they were familiar with the term, 96 percent correctly indicated that it pertained to removing salts and other impurities from water to make it useable for households. Nearly 90 percent of District customers feel that ocean water desalination can be substantially important in maintaining a reliable and sufficient supply of water for San Diego County and Otay Water District residents.
- This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by the District customers in the 2009 General Survey.
- Customers indicated that they do not have very much experience in using desalinated water. About two thirds have never used desalinated water for any purpose to the best of their knowledge.
- Among those who have used desalinated water, about three-fifths used it either on-board a ship while serving in the Navy or at a military base.
- Over one-half (53 percent) of customers who used desalinated water had a positive experience and 46 percent of customers stated that their use of desalinated water was not different from their use of traditional water sources.

- It is important to note that only 1 percent of customers who used desalinated water had a negative experience.
- Well over one-fourth (29 percent) regard taste as the dominant positive characteristic of desalinated water, with another one-fifth (18 percent) touting desalinated water as clean and pure.

General Opinions about Desalinated Water and the Desalination Process

- Customers accorded the highest importance rating to the concern that the desalination process must not harm the ocean (rating of 6.02 on a 7 point scale).
- This concern is closely followed in importance by the notion that desalinated water is an alternative source of water that can reduce dependence on imported water and precipitation (rating of 6.01 on a 7 point scale).
- In an initial impression, customers were generally supportive of the notion that desalinated water should become a substantial portion of the District's water supply. The recommended mean percentage of the total percentage of domestic water supply that should come from ocean water desalination is 48 percent.

Testing of Desalination Messages

- The message stating "Desalination eases the potential effects of a water crisis" has the greatest potential to communicate the advantages of desalination (overall rating of 5.94 on a 7 point scale).
- This is closely followed by the message that "Desalination ensures a reliable, high quality supply of water for the future" (overall rating of 5.85 on a 7 point scale).
- The opinion of customers regarding the percentage of water that should come from desalinated water was asked again after the desalination messages were tested. The mean percentage from this second iteration was 51 percent -- consistent with and slightly increased from the initial impression of 48 percent.

Issues about the Joint Venture in Mexico and the Rosarito Facility

- More than half (54 percent) of the customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility in Mexico. This is comparable to the percentage reported in the 2009 General Survey where 58 percent indicated that they favored such a joint venture in Mexico.
- Customers are expressing some concern about locating the desalination facility in Mexico rather than in the United States. The most concern is focused on the security and safety of the pipeline (47 percent much more concerned about the location in Mexico and 27 percent somewhat more concerned).
- There is also notable concern about the quality of water from the facility located in Mexico (45 percent much more concerned about the Mexico location and 27 percent somewhat more concerned).
- Over three-fifths of customers (64 percent) prefer that the desalination project be built in the United States even if it took 10 -15 years or even longer than the Rosarito Beach plant to get the US plant operational.
- Customers prefer the location of the desalination plant in the United States for three primary reasons: create jobs for US residents (27 percent), the plant will help stimulate the local economy (18 percent), and there is lack of trust in the Mexican government (17 percent).

- Over three-fourths of the customers (77 percent) favor a plan such as this one that would establish an independent water source for the Otay Water District.
- Over three-fifths (65 percent) have more confidence in the desalination project because an experienced team of international experts is involved.

Testing of Rosarito Beach Facility Messages

- It is clear that the most effective message specific to the Rosarito beach facility is that "Desalinated water will be closely monitored by the California Department of Public Health" (rating of 5.70 on a 7 point scale).
- Of secondary importance is the message that "The operator of the Rosarito Desalination Facility is a publicly-traded, well-established, global company" (4.81 on a 7 point scale).
- After the two messages concerning the Rosarito Beach Facility were tested, customers were then asked to provide their opinion regarding the percentage of water available to the Otay Water District that should come from desalinated water produced at this project. The mean percentage of the water supply that comes from this third iteration is 45 percent – 6 percent lower than the mean percentage reported after testing the 5 desalination messages, but again still quite consistent with the overall pattern of favoring approximately half of the total supply from ocean water desalination.

Overall Satisfaction and General Opinion about the Use of Desalinated Water

- Customers of the Otay Water District demonstrate a high level of satisfaction with the District as their provider of water service. In fact, 54 percent rate the Otay Water District as either excellent (24 percent) or very good (30 percent). These ratings are consistent with those expressed in the 2009 Residential Customer Opinion and Awareness Survey.
- Nearly 9 out of 10 customers (87 percent) feel that the development of desalinated water is a good way for the District to serve its customers. This further demonstrates the overall satisfaction with the District and shows confidence in the District's efforts to find alternative sources of water.

Customer Trust and the Relationship between Trust and Opinion about Desalination

- Three-fourths of the customers have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe water for its customers (31 percent indicated a great deal of trust and 44 percent a good amount of trust). These ratings are slightly higher than the ratings in the 2008 and 2009 General Surveys.
- One half of the District's customers (49 percent) have either a great deal of trust (17 percent) or a good amount of trust (32 percent) in the ability of the Otay Water District to obtain water at reasonable prices. These ratings represent a considerable increase in the trust level exhibited in the 2009 General Survey where 39 percent of customers indicated either a great deal of trust (10 percent) or a good amount of trust (29 percent).
- These aspects of trust are significantly related to opinions about desalination and the use of ocean water desalination to supplement the District's supply of water. Those customers who trust the District the most are also much more in favor of desalination in general and for the Rosarito Beach facility, in particular.

Introduction and Methodology

In 1956, the Otay Water District was authorized by the State Legislature and gained its entitlement to imported water. Today, the District serves the needs of over 191,500 people by purchasing water from the Metropolitan Water District of Southern California. The Otay Water District takes delivery of the water through several connections to large pipelines owned and operated by the San Diego County Water Authority. Since its inception, the Otay Water District also has collected and reclaimed wastewater generated within the Jamacha Drainage Basin and pumped the reclaimed water south to the Salt Creek Basin where it is used for irrigation and other non-potable uses. The District is considering alternative sources of water in order to reduce its dependence on imported water. To that end, it is seriously considering innovative ways to provide desalinated water to households and businesses in its service area. The desalinated water would comprise a portion of the overall water supply provided by the Otay Water District to its customers.

The Otay Water District is considering a partnership with a consortium of international desalination construction companies, operations specialists, and financiers to bring desalinated ocean water to the District. The purpose of this project is to replace and supplement water that is currently purchased from the San Diego County Water Authority, which, in turn, purchases water from the Metropolitan Water District of Southern California. The proposed project calls for building a desalination plant in Rosarito Beach, Baja California Norte, Mexico. The plant will be designed to produce 56,000 to 112,000 acre feet of desalinated seawater each year and would serve 112,000 to 224,000 households. It would be built adjacent to the Rosarito Beach Thermoelectric Plant and is scheduled for completion in 2013 or 2014.

The desalination plant will be constructed by a company that has built and installed over 40% of all desalination plants in the Middle East. The project will be financed by a European-based bank that is one of the largest and most solvent infrastructure banks in the world. The plant will be operated by a company that has 30 years of experience operating desalination plants and water distribution systems in several Caribbean countries.

The water will travel from the Rosarito Beach plant to the international border by way of a 24 mile pipeline. It would continue to travel another 3.2 miles by way of pipeline from the border to a pump station in Otay Mesa. The water would be held in a storage facility, where it would be tested to ensure that it meets or exceeds United States and California standards for water quality.

As a first stage in eliciting input from its customers regarding desalination issues in general and the proposed Rosarito Beach facility in particular, two focus groups were conducted in April 2010. The focus

groups provided valuable information about customer opinions and perceptions regarding these desalination issues. This information was used in the development of a formal, statistically reliable telephone survey among the residential customers of the Otay Water District. The purpose of this survey was to obtain data in the following areas of interest:

- Customers' knowledge of desalination
- Customers' experience (if any) using desalinated water
- Perceived advantages and disadvantages of desalinated water
- Relative importance of characteristics of desalinated water to customers
- Issues and concerns about the proposed Rosarito Beach facility
- Opinions about the effectiveness of certain test messages designed to communicate desalination issues to customers of the Otay Water District.
- Opinions regarding the effectiveness of certain test messages designed to inform customers about the Rosarito Beach project and to demonstrate that this joint venture is a reasonable way to expand the water supply
- Perceptions concerning the percentage of the Otay Water Districts' water supply that should come from desalinated water and from the Rosarito Beach facility
- Perceptions of confidence and trust in the Otay Water District and the relationship between that trust and opinions about desalinated water

Beyond these primary survey objectives, other purposes of the survey are as follows:

- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public awareness programs.
- Compare the results of this survey with the results of surveys conducted by the District in previous years where the comparisons are appropriate and relevant.

Rea & Parker Research was selected to conduct this study.

Sample: The survey was conducted by a random telephone sample of 401 respondents in order to secure a margin of error not to exceed +/-4.9 percent @ 95 percent confidence. This figure represents the widest interval that occurs when the survey question represents an approximate 50 percent-50 percent proportion of the sample. When it is not 50 percent-50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 77.0 percent of respondent households favor the Otay Water District establishing an independent water source. This means that there is a 95 percent chance that the

true proportion of the total population of the District's service area that favors an independent water source is between 72.1 percent and 81.9 percent (77.0 percent +/- 4.9 percent).

Survey respondents were screened to exclude those who have not been customers of the Otay Water District for at least one year. When respondents asked about who was sponsoring the survey, they were told "this project is sponsored by the Otay Water District, and it is about issues related to the water supply in the San Diego County region." This information was provided to 57 percent of the respondents.

The survey was conducted in both English and Spanish. Spanish language respondents comprised slightly more than 1 percent of the survey population. The distribution of respondents according to gender was 54 percent male and 46 percent female.

The survey was conducted from November 11, 2010 to November 22, 2010. Cooperation/participation among eligible respondents who were actually contacted was 73.6 percent **(Table 1)**. The survey instrument is provided in the Appendix.

Table 1 Otay Water District 2010 Desalination Survey Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	**584**
Busy	**36**
Answering Machine	**1425**
Not Home—Call Back	**439**
Language Barrier	**53**
Total Unknown	***2537***
Ineligible	
NQ <1 year	**1**
Disconnect	**361**
Refusal	**144**
Fax/Wrong Number	**146**
Total Ineligible	***652***
Eligible	
Complete	***401***
Total Attempts	**3,590**
Cooperation Rate (Complete/(Complete + Refusal))	**73.6%**

This report is divided into eight essential information components as follows:

- Demographic Statistics/Respondent Characteristics
- Use of Desalinated Water
- General Opinion about Desalinated Water and the Desalination Process
- Testing of Desalination Messages
- Issues about the Joint Venture in Mexico and the Rosarito Facility
- Testing of Rosarito Beach Facility Messages
- Overall Satisfaction and General Opinion about the Use of Desalinated Water
- **Customer Trust and the Relationship between Trust and Opinion about Desalination**

Each section of the report begins with a very brief abstract, or summary of highlights within the ensuing section, in order to orient the reader to what is to follow.

Charts have been prepared for each of these major components depicting the basic survey results. Subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, and ethnicity of residents of the service area are presented in succinct bulleted format when statistical significance and relevance warrants such treatment.

Frequency distributions as well as lists of open-ended responses to survey questions are contained in the Appendices.

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2 presents selected demographic and sampling characteristics of the survey respondents. Respondents are predominantly White (44 percent) and Hispanic/Latino (29 percent) and earn an annual median household income of $85,600 (36 percent earning $100,000 or more and 10 percent earning under $25,000). They have a median age of 53 years and have been customers of the Otay Water District for a median of 9 years. Among these respondents, 58 percent possess a Bachelor's degree or more, with 12 percent having a high school education or less. Survey respondents are largely homeowners (85 percent) with a mean household size of 3.67.

Table 2 Respondent Characteristics					
Characteristic	**2010**	**2009**	**2008**	**2006**	**2005**
Ethnicity					
White	**44%**	**55%**	**52%**	**55%**	**54%**
Hispanic/Latino	**29%**	**28%**	**30%**	**29%**	**24%**
Asian/Pacific Islander	**15%**	**8%**	**8%**	**9%**	**15%**
Black/African-American	**8%**	**6%**	**6%**	**6%**	**5%**
Native American/Other	**4%**	**3%**	**4%**	**1%**	**2%**
Annual Household Income					
Median	**$85,600**	**$75,700**	**$83,500**	**$77,500**	**$85,000**
% over $100,000	**36%**	**26%**	**30%**	**33%**	**34%**
% under $25,000	**10%**	**8%**	**5%**	**6%**	**2%**
Age					
Median	**53 years**	**53 years**	**47 years**	**49 years**	**47 years**
Years Customer of Otay Water District					
Median	**9 years**	**12 years**	**8 years**	**10 years**	**--**
Education					
High School or Less	**12%**	**17%**	**22%**	**22%**	**14%**
At Least One Year College, Trade, Vocational School	**30%**	**32%**	**28%**	**24%**	**33%**
Bachelor's Degree	**41%**	**39%**	**33%**	**35%**	**25%**
At Least One Year of Graduate Work	**17%**	**12%**	**17%**	**19%**	**28%**
Own/Rent					
Home Owner	**85%**	**91%**	**88%**	**90%**	**92%**
Renter	**15%**	**9%**	**12%**	**10%**	**8%**
Persons Per Household					
Mean	**3.67**	**3.28**	**2.88**	**3.27**	**3.43**

Respondent characteristics for the Customer Satisfaction surveys conducted in 2005, 2006, 2008, and 2009 differ from the 2010 respondent characteristics in the current survey in the following fundamental ways:

- Since 2006, the White population has declined and the Asian/Pacific Islander population has increased.
- The median incomes in 2010 (current survey), 2005 and 2008 are similar but the median income levels are lower in the 2006 and 2009 surveys.
- The median age of customers has shown a slight upward trend over the years.
- The percentage of households earning an annual income over $100,000 was 36 percent in 2010 compared to 26 percent in 2009 and 30 percent in 2008.
- Education level has increased, with 58 percent of respondents having a Bachelor's Degree or higher in contrast to earlier years that ranged from 50-to-54 percent.
- The average household size in 2010 is higher than the average household sizes in all previous survey periods -- 2005, 2006, 2008, and 2009.

Use of Desalinated Water

SUMMARY*: *Three-fifths of the customers of the Otay Water District are familiar with the term "desalination." Among those who said they were familiar with the term, 96 percent correctly indicated that it pertained to removing salts and other impurities from water to make it useable for households. Nearly 90 percent of District customers feel that ocean water desalination can be substantially important in maintaining a reliable and sufficient supply of water for San Diego County and Otay Water District residents.

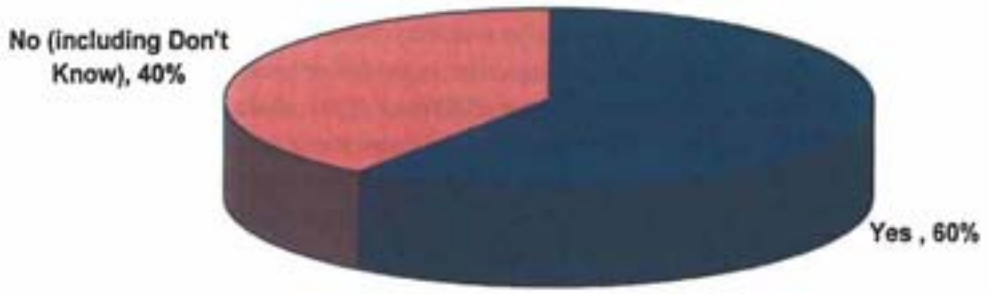
Customers indicated that they do not have very much experience in using desalinated water. About two thirds have never used desalinated water for any purpose to the best of their knowledge. Among those who have used desalinated water, about three-fifths used it either on-board a ship while serving in the Navy or at a military base. Over one-half (53 percent) of customers who used desalinated water had a positive experience and 46 percent of customers stated that their use of desalinated water was not different from their use of traditional water sources. It is important to note that only 1 percent of customers who used desalinated water had a negative experience. Well over one-fourth (29 percent) regard taste as the dominant positive characteristic of desalinated water, with another one-fifth (18 percent) touting desalinated water as clean and pure.

Chart 1 shows that 60 percent of the customers of the Otay Water District are familiar with the term "desalination." Among those who said they were familiar with the term, 96 percent correctly indicated that it pertained to removing salts and other impurities from water to make it useable for households. Others incorrectly thought that the term "desalination" refers to the softening of the water, removing contaminants for drinking and other uses, and chemical purification to potable water.

The following subgroups tend to be familiar with the term "desalination."

- Older customers are more familiar with the term "desalination" than are younger customers (age 45 and over – 70 percent; age 34 and under – 34 percent).
- Familiarity with the term increases with education (high school graduate or less – 38 percent; some graduate work – 74 percent).
- Males (74 percent) are more familiar with the term than are females (43 percent).
- Whites (73 percent) are more familiar with the term than are Latinos (54 percent), Asians (45 percent), and African-Americans (31 percent).
- Familiarity with the term increases with income (under $25,000 – 29 percent; $150,000 or more – 74 percent).
- Homeowners (64 percent) are more familiar with the term than are renters (40 percent).
- Smaller households are more familiar with the term than are larger households (1-2 persons – 71 percent versus 5 or more persons – 51 percent).
- Longer term customers of the Otay Water District are more familiar with the term than are newer customers (customers of 10 years or more – 70 percent; customers of fewer than 10 years – 50 percent).

Chart 1
Familiar with Term "Desalination"

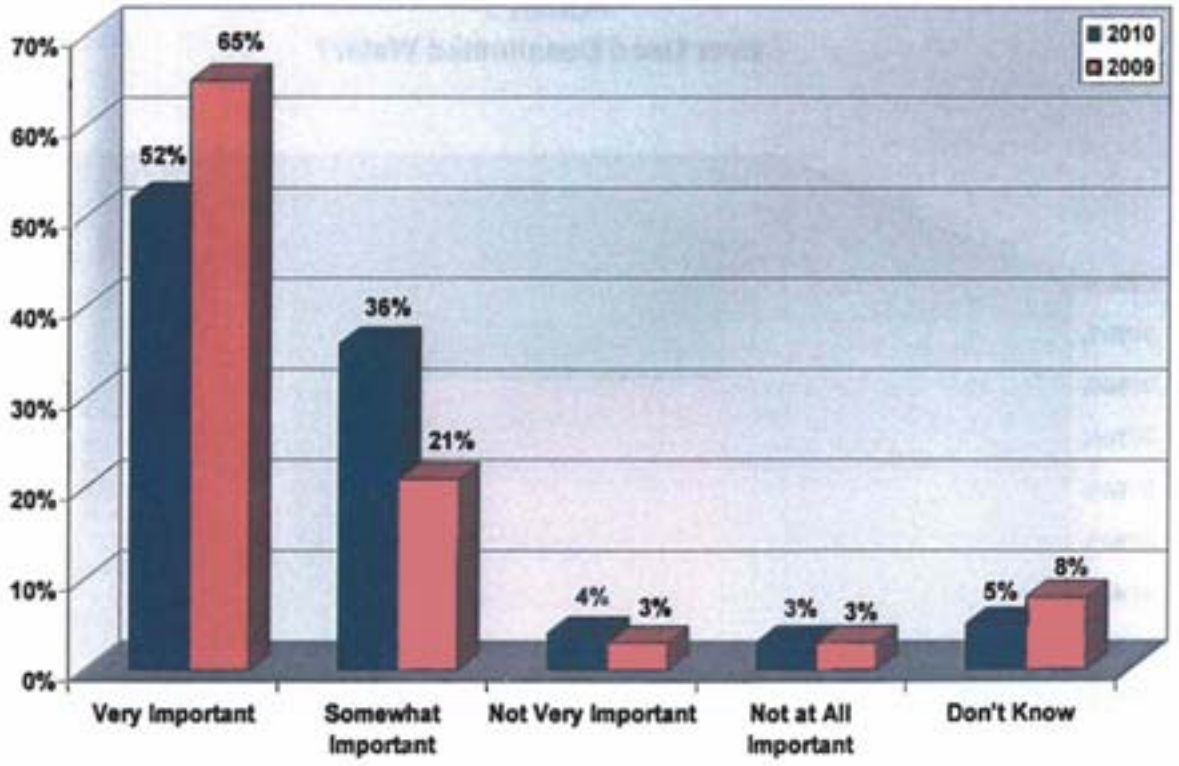


96% of those who indicated that they were familiar with the term "desalination" correctly indicated that it pertained to removing salts and other impurities from water to make it useable for households.

Chart 2 indicates that a considerable proportion of District customers (88 percent) feel that ocean water desalination can be substantially important in maintaining a reliable and sufficient supply of water for San Diego County residents (52 percent – very important and 36 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by the District customers in the 2009 General Survey (86 percent).

- Customers who have used desalinated water previously feel that ocean water desalination is very important to maintaining a reliable and sufficient supply of water for San Diego County residents more so than do those who have not used desalinated water (68 percent – users; 47 percent – non-users).

Chart 2
Desalination Important to Maintaining Reliable Water Supply



Customers indicated that they do not have very much experience in using desalinated water. For example, about two thirds (67 percent) have never used desalinated water for any purpose to the best of their knowledge (**Chart 3**). Among those who have used desalinated water, over three-fifths (61 percent) used it either on-board a ship while serving in the Navy (57 percent) or at a military base (4 percent). Another 13 percent have used desalinated water in other countries and 9 percent on a cruise ship (**Chart 4**).

The following subgroups are more likely to have used desalinated water:

- More educated customers are more likely to have used desalinated water than are lesser educated customers (at least one year of graduate school – 42 percent and college graduates – 30 percent versus less than a college graduate -- 23 percent).
- Males (44 percent) are more likely to have used desalinated water than have females (9 percent).
- Higher income customers are more likely to have used desalinated water than are lower income customers ($100,000 or more – 37 percent and $50,000 and under $100,000 – 28 percent versus under $50,000 --11 percent).

Chart 3
Ever Used Desalinated Water?

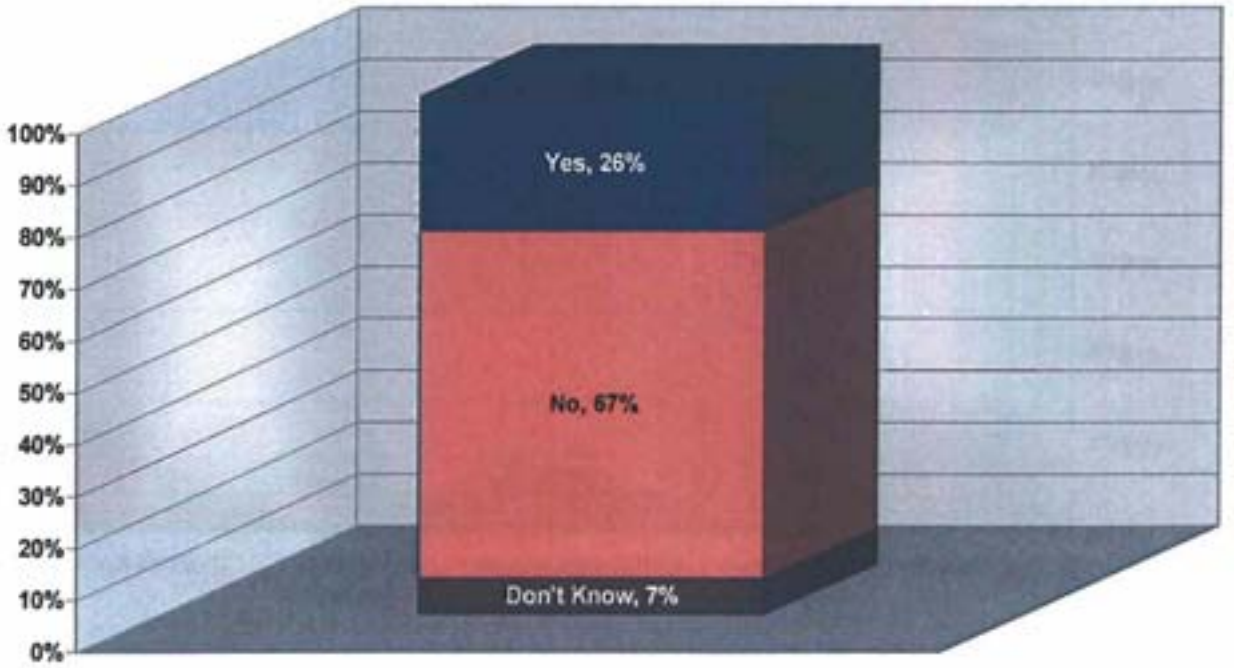


Chart 4
Where Used Desalinated Water

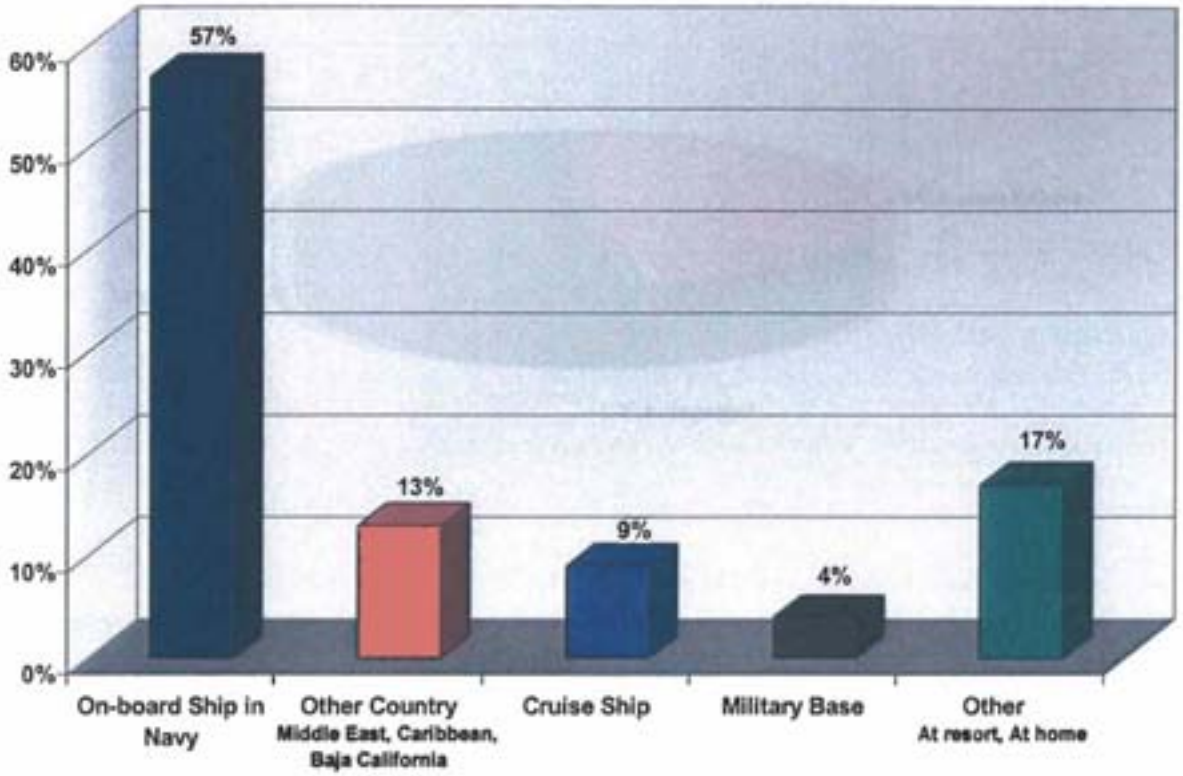


Chart 5 shows that over one-half (53 percent) of customers who have used desalinated water had a positive experience and 46 percent of customers stated that their use of desalinated water was not different from their use of traditional water sources. It is important to note that only 1 percent of customers who have used desalinated water had a negative experience. It is indicated in **Chart 6** that well over one-fourth (29 percent) regard taste as a positive characteristic of desalinated water, followed by 18 percent who indicate that desalinated water is clean and pure. Others noted that desalinated water is plentiful (13 percent) and drinkable (11 percent). One fifth of those who have used desalinated water made general positive comments about desalinated water that revolve around the notion that it is not noticeably different from traditional water and that it has widespread use from cleaning and washing to drinking.

Chart 5
Experience with Desalinated Water Positive or Negative

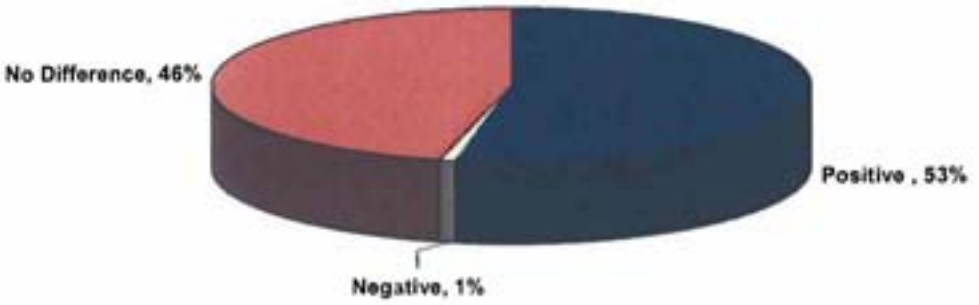
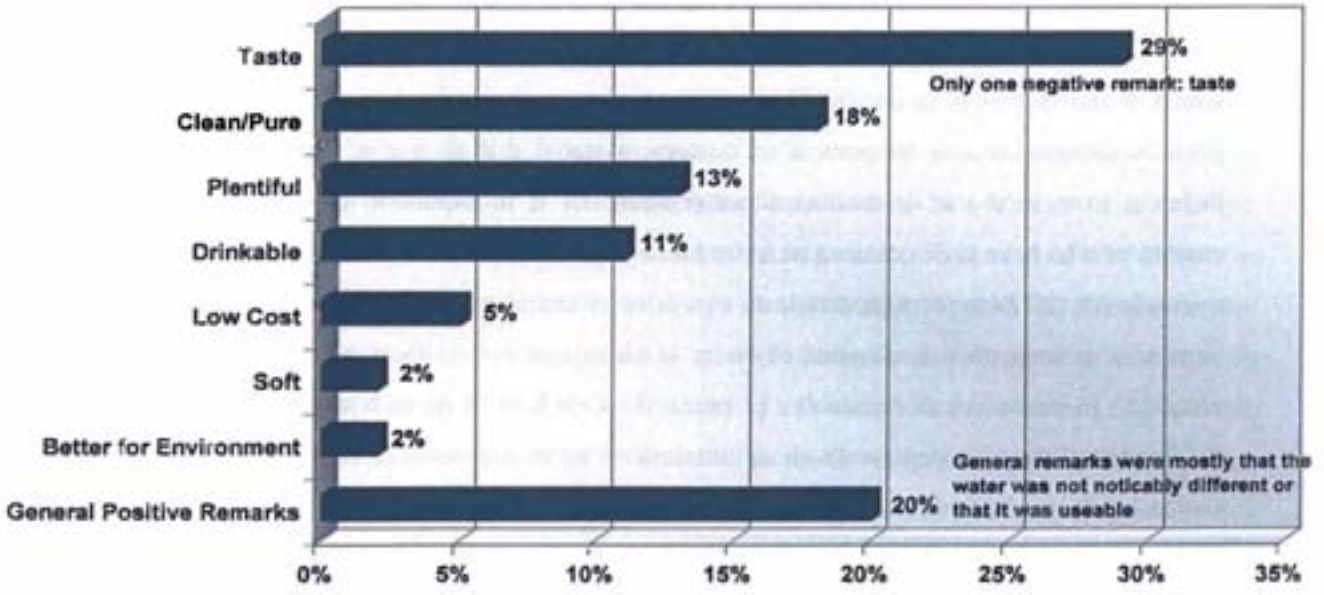


Chart 6
Positive Characteristics of Desalinated Water



General Opinions about Desalinated Water and the Desalination Process

SUMMARY: Among various characteristics of ocean water desalination, on a 7 point scale where 1 is not at all important and 7 is of the highest importance, customers accorded the highest importance rating of characteristics to the concern that the desalination process must not harm the ocean (rating of 6.02). This concern is closely followed in importance by the notion that desalinated water is an alternative source of water that can reduce dependence on imported water and precipitation (rating of 6.01). Older, more educated customers with some desalinated water experience find these characteristics to be of particular importance

In an initial impression, customers were supportive of the notion that desalinated water should become a substantial portion of the District's water supply. The recommended mean percentage of the total domestic water supply that should come from ocean water desalination was 48 percent.

Customers rated characteristics of desalinated water on a 7 point scale where 1 is not at all important and 7 is of the highest importance. According to **Chart 7**, the highest rating is associated with the concern that the desalination process must not harm the ocean (mean rating of 6.02 with 75 percent indicating a rating of 6 or 7). This concern is closely followed in ranking by the notion that desalinated water is an alternative source of water that can reduce dependence on imported water and precipitation (mean rating of 6.01 with 72 percent indicating a rating of 6 or 7). Customers are somewhat impressed that desalinated water is used extensively in other parts of the world (mean rating of 5.51 with 57 percent indicating a rating of 6 or 7.) Respondents are least influenced by desalinated water being soft water that eliminates the need for water softening measures (mean rating of 5.15 with 48 percent indicating a rating of 6 or 7). It is noteworthy that each of these mean ratings is well above the scale midpoint of 4.0 demonstrating a good deal of importance pertaining to desalination issues.

The following customer subgroups find certain characteristics of desalinated water to be particularly important. Mean importance ratings are on a scale of 1 to 7, where 1 = not at all important and 7 = highest importance. The pattern is clear that older, educated customers with some desalinated water experience find these characteristics to be of particular importance.

Desalinated water reduces dependence on imported water

- Older customers (6.36 – 65 and over)
- More educated customers (6.22 – at least one year of graduate school).
- Higher income customers (6.34 -- $150,000 and over).
- Customers who have used desalinated water (6.26).

Desalinated water is extensively used in other parts of the world.

- Customers with a higher level of education (5.62 – college graduates and 5.61 -- at least one year of graduate school).
- Asians (5.90.

- Customers who have used desalinated water (5.89).

Desalinated water is soft water and eliminates the need for water softeners.

- Customers with a higher level of education (5.45 – college graduates)
- Asians (6.04), Blacks (5.63), and Latinos (5.24) regard water softening as more important than Whites (4.61).
- Customers who have used desalinated water (5.43).

The desalination process must not harm the ocean.

- Females are more concerned than males about the ocean (6.30 – females; 5.79 –males).

Chart 8 shows customers' initial impression of a reasonable goal for the percentage of water used in the homes and businesses of the Otay Water District that should come from desalinated water. Customers are generally supportive of the notion that desalinated water should become a substantial portion of the District's water supply. The recommended mean percentage is 48 percent with 29 percent indicating a range of 61 to 100 percent. About one fifth (22 percent) feel that less than 20 percent of the overall water supply should come from desalinated water.

The following subgroups prefer to have a relatively substantial percentage of the total water supply derive from desalinated sources (preferences reflect initial impressions).

- Middle income customers prefer that a greater percentage of the water supply come from desalinated sources more so than do lower income customers (53.1 percent -- $50,000-$75,000 and 51.3 percent -- $25,000 - $50,000 versus 34.8 percent – under $25,000).
- Customers who are not familiar with the term "desalination" tend to prefer that a greater percentage of the water supply derive from desalinated sources than do those who are familiar with the term (52.5 percent—not-familiar; 44.5 percent – familiar). This would imply that there is potential support for desalination among customers who are relatively new to the concept.

Testing of Desalination Messages

SUMMARY: ***Based on a scale of 1 to 7, where 1 = not at all effective and 7 = very effective, customers feel that the message stating "Desalination eases the potential effects of a water crisis" has the greatest potential to communicate the advantages of desalination (overall rating of 5.94). This is closely followed by the message that "Desalination ensures a reliable, high quality supply of water for the future (overall rating of 5.85). The opinion of customers regarding the percentage of water that should come from desalinated water was asked again after the desalination messages were tested. The mean percentage from this second iteration – 51 percent -- is slightly higher and generally consistent with the initial impression of 48 percent).***

Chart 7
Mean Importance Ratings of Characteristics of Desalinated Water
(1 = not important at all.....7 = highest importance)

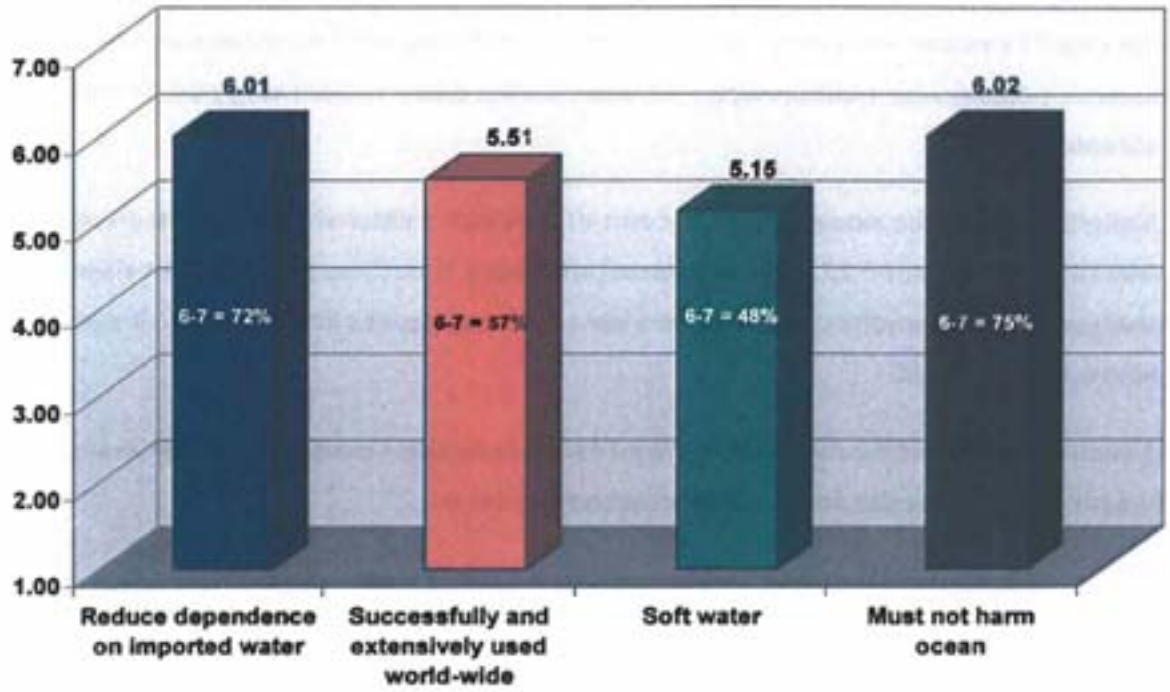


Chart 8
Initial Impression of Percentage of Household and Business Water that Should Come from Desalination (mean = 48%)

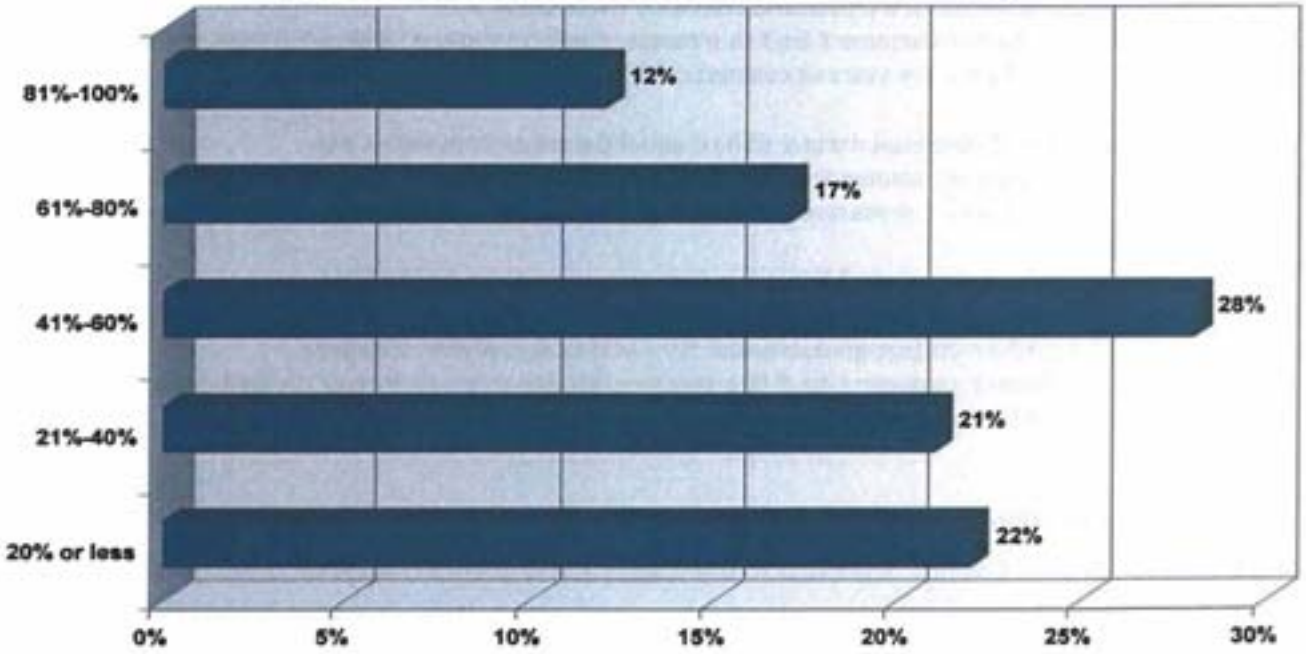


Chart 9 indicates the customer ratings of 5 messages that are designed to communicate the advantages of seawater desalination. The ratings are based on a scale of 1 to 7, where 1 is not at all effective and 7 is very effective. Customers feel that the message stating "Desalination eases the potential effects of a water crisis" has the greatest potential to communicate the advantages of desalination (overall rating of 5.94 with 71 percent indicating a 6 or 7). This is closely followed by the message that "Desalination ensures a reliable, high quality supply of water for the future (overall rating of 5.85 with 67 percent indicating a 6 or 7).

Customers regard the message that "The cost of desalinated water will be about the same as imported water (overall rating of 5.23 with 67 percent indicating a 6 or 7) as least effective among the 5 test messages. It is noteworthy that customers view all 5 messages as effective with all mean ratings well above the midpoint of 4.

The characteristics of the customers that regard each desalination message as effective in communicating the advantages of seawater desalination are summarized below.

- Desalination is a trusted, widely used way to increase water supply.
    - Older customers regard this message as particularly important (5.98 – 65 and over versus 4.63 – 18-24).
    - The newest customers as well as the longest term customers find this message effective (5.99 – 15 or more years as customer and 5.81 – 1-4 years as customer).
    - Asians (6.12) find this message most effective.
    - Customers who have used desalinated water (5.94).

- Desalination eases the potential effects of a water crisis.
    - Newer customers find this message effective more so than do longer term customers (6.16 – 1-4 years as customer; 5.65 – 10-14 years as customer).

- The cost of desalinated water will be about the same as imported water.
    - Newer customers find this message effective more so than do longer term customers (6.16 – 1-4 years as customer; 5.65 – 10-14 years as customer).

- Desalination ensures a reliable, high quality supply of water for the future.
    - Customers with higher levels of education feel that this message is particularly effective (5.93 – college graduates and 5.99 -- at least one year of college).
    - Newer customers find this message effective more so than do longer term customers (6.06 – 1-4 years as customer; 5.62 – 10-14 years as customer).

Chart 10 again reports the opinion of customers regarding the percentage of water that should come from desalinated water. Customers responded to this inquiry just after they rated the 5 desalinated messages. The mean percentage from this second iteration – 51 -- percent is slightly higher but generally consistent

with the initial impression (mean of 48 percent). Also, over one-third (34 percent) indicate a percentage range of 61 – 100 percent – about 5 percent higher than demonstrated in the initial impression.

The following subgroups prefer to have a relatively substantial percentage of the total water supply derive from desalinated sources (preferences expressed after testing desalination messages). In general, percentages are lower for better educated and more knowledgeable groups.

- Females (54.4 percent) prefer that a greater percentage of water come from desalinated sources more so than do males (47.9 percent).
- Middle income customers would like to have a greater percentage of the overall water supply derive from desalinated sources than do younger customers (58.3 percent –versus those with incomes under $25,000 = 41.0 percent)
- Customers with somewhat less education prefer that a higher percentage of water come from desalinated sources than do customers with more education (55.3 percent – at least one year of college; 45.4 percent – at least one year of graduate work).
- Renters (61.6 percent) prefer that a greater percentage of water be represented by desalinated sources than do owners (40.1 percent).
- Customers who are not familiar with the term "desalination" would like to see a greater percentage of water come from desalination sources more so than those who are familiar with the term (57.7 percent – not familiar; 46.6 – familiar).

The following customer subgroups exhibit significant changes (from initial impression to opinion after hearing desalination messages) in their assessment of the percentage of the water supply that should come from desalinated sources.

- Younger customers exhibit a greater change in percentage points from initial impression to opinion after desalination messages than do older customers (change of +13.57 percentage points – 18-24 years of age, change of +5.61 percentage points – 25–34 years of age, and change of +5.34 percentage points – 55-64 years of age versus -2.13 percentage points – 65 and over.
- Both the largest and smallest household sizes exhibit a smaller change in percentage points than do medium household sizes. For example, there is a change of +.38 percentage points for household sizes of 1-2 persons and a change of +1.52 percentage points for household sizes of 5 or more. This contrasts with a change of +6.47 percentage points for household sizes of 3-4 persons.

Chart 9
Mean Effectiveness Ratings of Desalination Messages
(1 = not at all effective.....7 = very effective)

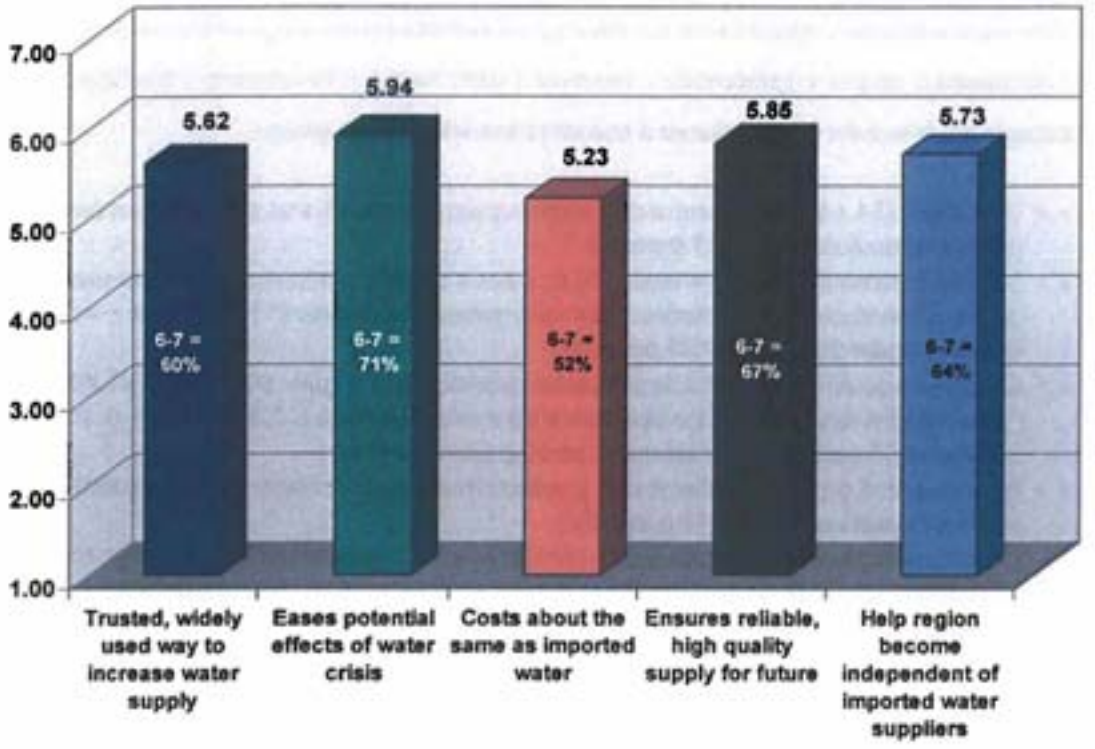
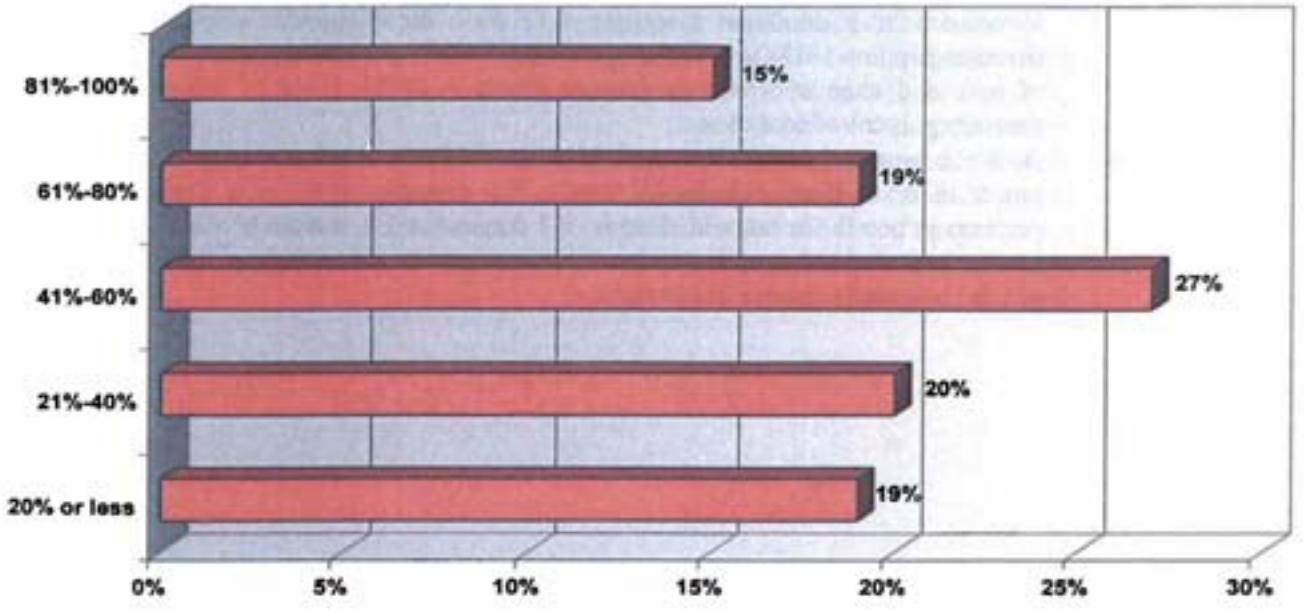


Chart 10
After Hearing Desalination Messages: Percentage of Household and Business Water that Should Come from Desalinated Water (mean = 51%)



Issues about the Joint Venture in Mexico and the Rosarito Facility

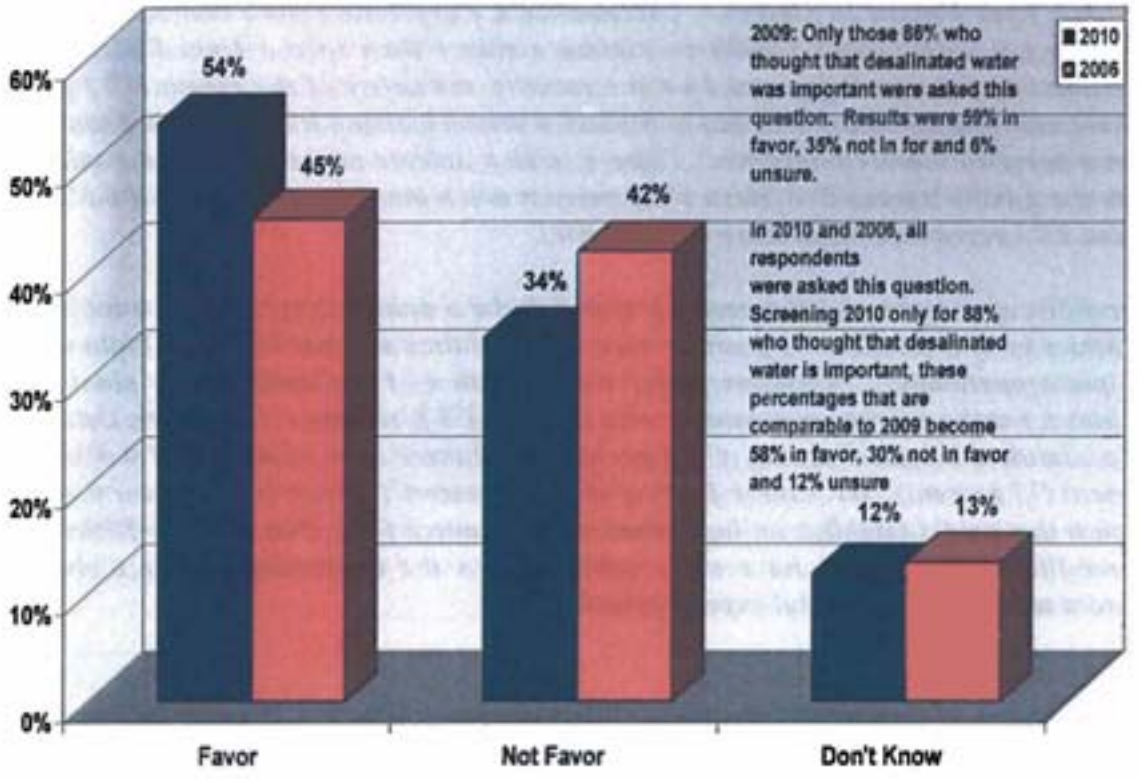
***SUMMARY*: More than half (54 percent) of the customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility. This is comparable to the percentage reported in the 2009 General Survey where 58 percent indicated that they favored such a joint venture in Mexico. Customers are expressing some concerns, however, about locating the desalination facility in Mexico rather than in the United States. The greatest amount of concern is focused on the security and safety of the pipeline (47 percent much more concerned about the location in Mexico versus locating it in the United States and 27 percent somewhat more concerned). There is also notable concern about the quality of water from the facility located in Mexico (45 percent much more concerned about the Mexico location and 27 percent somewhat more concerned).**

Over three-fifths of customers (64 percent) prefer that the desalination project be built in the United States even if it took 10 -15 years or even longer than the Rosarito Beach plant to get the US plant operational. Customers prefer the location of the desalination plant in the United States for three primary reasons: create jobs for US residents (27 percent), the plant will help stimulate the local economy (18 percent), and there is lack of trust in the Mexican government (17 percent). Over three-fourths of the customers (77 percent) do favor the aspect of this plan that would establish an independent water source for the Otay Water District, and over three-fifths (65 percent) have more confidence in the desalination project given the experienced team of international experts involved.

Chart 11 shows that more than half (54 percent) of District customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility in Mexico. This is comparable to the percentage reported in the 2009 General Survey where 58 percent indicated that they favored such a joint venture in Mexico. Both of these percentages well exceed the percentage recorded in the 2006 General Survey where 45 percent felt that such a joint venture in Mexico was a good idea.

Chart 12 exhibits the concern that District customers are expressing about locating the desalination facility in Mexico rather than in the United States. The greatest degree of concern is focused on the security and safety of the pipeline (47 percent much more concerned about the location in Mexico than in the United States and 27 percent somewhat more concerned). There is also notable concern about the quality of water from the facility to be located in Mexico (45 percent much more concerned about the Mexico location and 27 percent somewhat more concerned). Lesser levels of concern are expressed about the reliability of water deliveries from Mexico and environmental/ecological impacts that could result from a location in Mexico. However, these issues still merit consideration since over three-fifths of District customers voice either much more concern or somewhat more concern about these issues regarding the Mexico location.

Chart 11
Pursue International Agreement to Purchase Desalinated Ocean Water from Rosarito Beach Facility



The following customer subgroups exhibit significant relationships regarding their concern about the location of the proposed desalination plant in Rosarito Beach. These subgroups are organized according to four specific characteristics/possible concerns of the plant/project. The mean concern ratings are based upon a four point scale where 1 = no concerns at all and 4 = much more concerned.

- Quality of the water
  - Females are more concerned about the quality of the water (3.22 – females; 2.74 – males).
  - Younger customers are more concerned about the quality of the water (3.26 – 25-34 years of age versus 2.74 – 65 and over).
  - Lower income customers are more concerned than middle-to-higher income customers (3.00 -- $25,000 - $50,000 versus 2.68 -- $75,000 - $100,000).
  - Customers who are not familiar with the term "desalination" have more concern (3.14 –not familiar; 2.58 – familiar).
  - Customers who have not used desalinated water are more concerned (mean of 3.06 – non-user; mean of 2.80 – users).

- Safety and security of the pipeline
  - Females (3.22) are more concerned about the safety of the pipeline than are males (2.84).

- Reliability of Water Deliveries
  - Females (3.00) are more concerned about the reliability of water deliveries than are males (2.68).

- Environment/ecological impacts
  - Middle-aged customers are more concerned about the environment and ecological impacts than are older customers (2.88 -- 45 -54 and 2.83 – 55-64 versus 2.38 – 65 and over).
  - Asians (3.13) are more concerned about ecological impacts than are Whites (2.51).
  - Customers with lower income levels are more concerned about the environmental impacts than are customers with higher income levels (3.05 -- $25,000 to $50,000 and 2.83 -- $50,000 to $75,000 versus 2.37 -- $100,000 to $150,000).
  - Longer term customers of the Otay Water District are more concerned about ecological impacts than are newer customers (2.96 – customers of 10-14 years versus 2.57 – customers of 5-9 years).

Chart 12
Concerns about Location in Mexico vs. United States

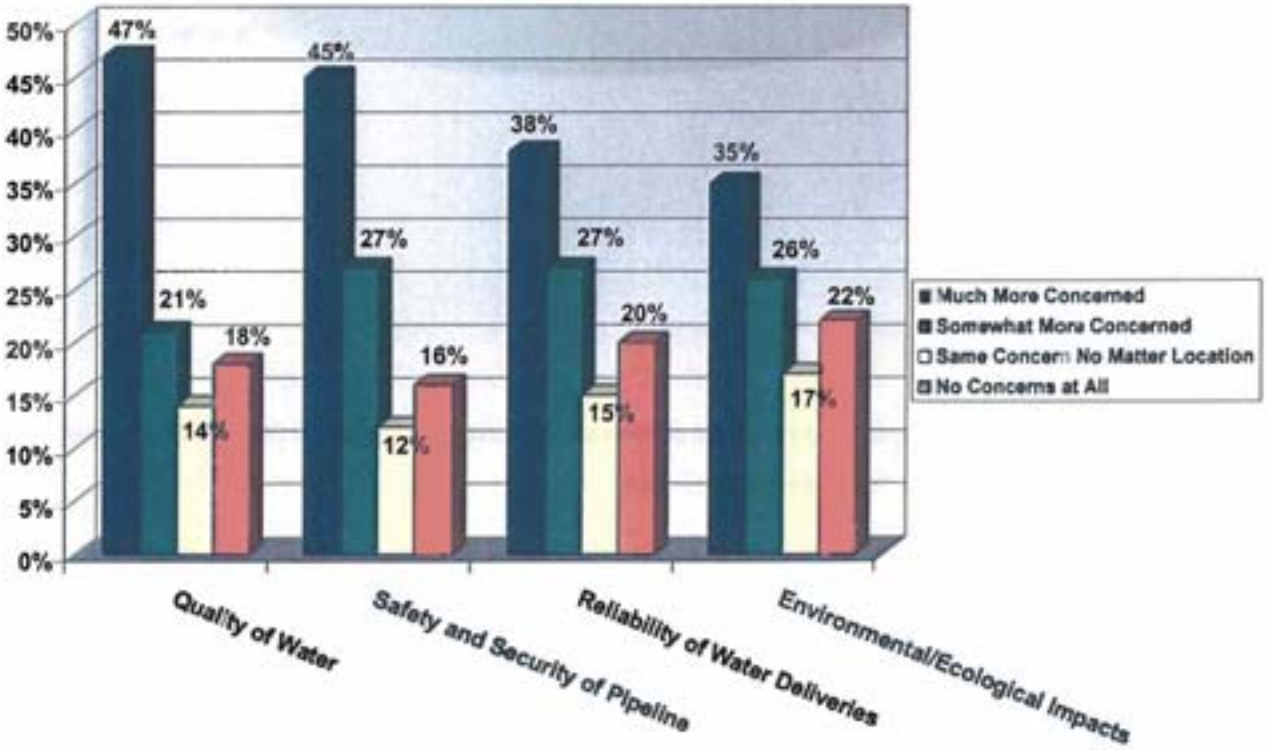


Chart 13 indicates that over three-fifths of customers (64 percent) prefer that the desalination project be built in the United States even if it took 10 -15 years or even longer than the Rosarito Beach plant to get the US plant operational. Customers prefer the location of the desalination plant in the United States for three primary reasons: create jobs for US residents (27 percent), the plant will help stimulate the local economy (18 percent), and there is lack of trust in the Mexican government (17 percent) (**Chart 14**).

Chart 13
Prefer Desalination Plant in United States
Even If 10-15 More Years are Required

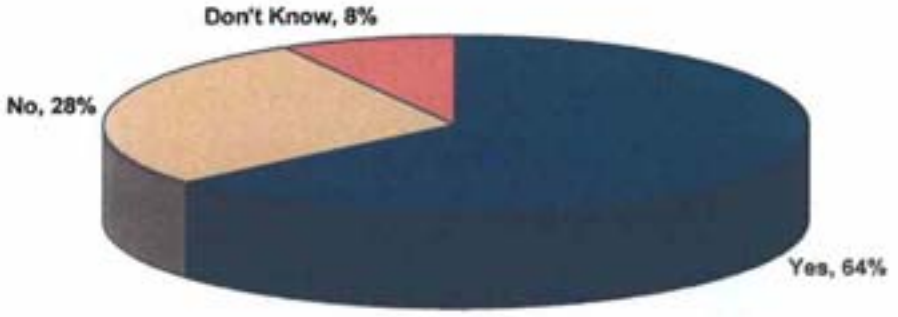


Chart 15 shows that over three-fourths of the customers (77 percent) favor this planned establishment of an independent water source for the Otay Water District.

The following subgroups prefer that the plant be built in the United States as opposed to Mexico.

- Younger customers (25-34 – 79 percent versus 65 and over -- 46 percent)
- Asians (95 percent) and Blacks (79 percent) versus Latinos (59 percent) and Whites (53 percent).
- Customers not familiar with the term "desalination" (70 percent) versus those who are familiar with the term (61 percent).
- Customers who have used desalinated water in the Navy or on a military base (80 percent) as opposed to those who have used desalinated water in various other places (54 percent)

The following subgroups encourage the Otay Water District to establish a source of water for its customers that is independent of the other agencies in the region.

- Younger customers versus older customers (under 65 – 80 percent; 65 and over – 61 percent).

Chart 14
Reasons for Preferring United States Location

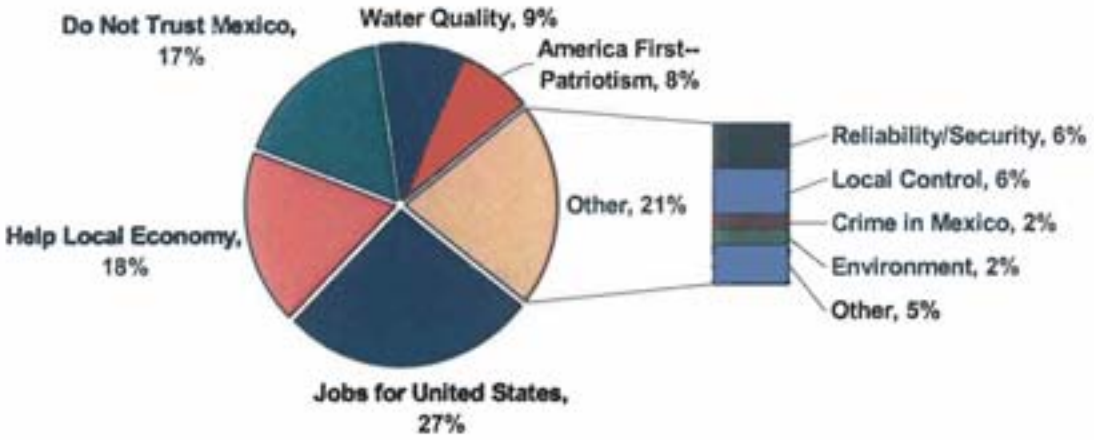


Chart 16 shows that over three-fifths (65 percent) have more confidence in the desalination project with the experienced team of international experts involved.

- Younger customers are more likely to have confidence in the Rosarito Project than are older customers with the involvement of the experienced team of international experts (under 35 years – 77 percent versus 35 – 64 years – 66 percent and 65 and over – 57 percent).
- Latinos (77 percent) are most likely to feel confident with the presence of the international team, followed by Blacks (69 percent), and Whites and Asians (each 62 percent).
- Renters (81 percent) versus owners (63 percent).

Chart 15
Favor Otay Water District Establishing Independent Water Source

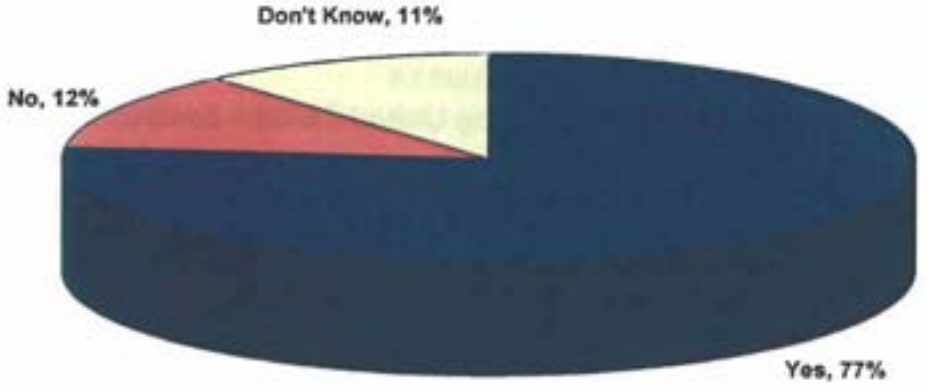
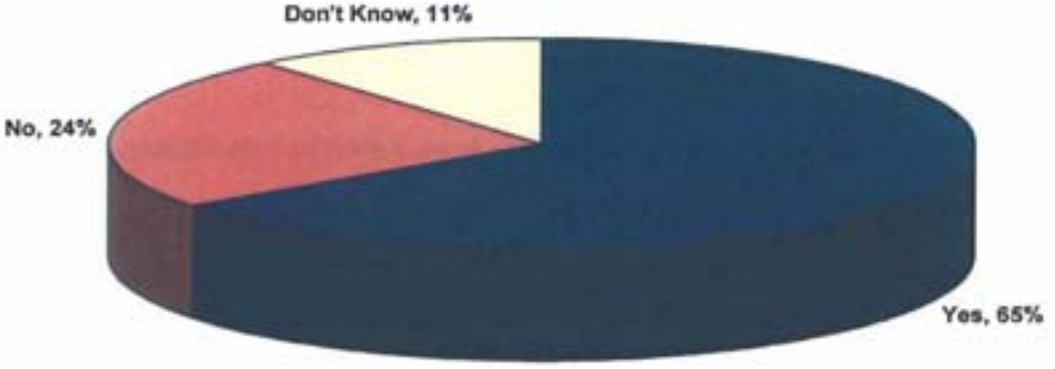


Chart 16
Experienced International Team Increases Confidence



Testing Messages about the Rosarito Beach Facility

SUMMARY: Two messages were tested concerning their ability to communicate effectively the advantages of the Rosarito Beach ocean water desalination facility to provide an alternative water source. The customer ratings of these messages are based upon a scale from 1 to 7, where 1 is not at all effective and 7 is very effective. It is clear that the more effective message is that "Desalinated water will be closely monitored by the California Department of Public Health" (rating of 5.70). Of secondary importance is the message that "The operator of the Rosarito Desalination Facility is a publicly-traded, well-established, global company" (4.81).

After the two messages concerning the Rosarito Beach Facility were tested, customers were then asked to provide their opinion, once again, regarding the percentage of water available to the Otay Water District that should come from desalinated water produced at this project. Knowledge about the proposed desalination project in Mexico did not induce customers to change their opinion very much about the percentage of available water that should come from desalinated water at the Rosarito Facility. Specifically, the mean percentage of the water supply that comes from this third iteration is 45 percent – 6 percent lower than the mean percentage reported after the testing of the 5 desalination messages and 3 percent lower than the initial opinion—all three iterations indicate support for approximately one-half of the District's water supply to come from the Rosarito beach desalination project.

The District tested two messages that are being considered in an effort to inform its customers about the proposed Rosarito Beach Facility and to inform its customers that the construction and operation of the Rosarito Beach desalination project is a reasonable way to expand the water supply. **Chart 17** displays the customer ratings of the two tested messages in terms of their ability to communicate effectively – ratings based on a scale of 1 to 7, where 1 is not at all effective and 7 is very effective. It is clear that the message that is rated as most effective is that "Desalinated water will be closely monitored by the California Department of Public Health" (a rating of 5.70 with 67 percent indicating a score of 6 or 7). Of secondary importance is the message that "The operator of the Rosarito Desalination Facility is a publicly-traded, well-established, global company" (a rating of 4.81 with 42 percent indicating a score of 6 or 7).

The following subgroups find the Rosarito Beach messages particularly effective. The ratings are on a scale from 1 to 7, where 1 = not at all effective and 7 = very effective.

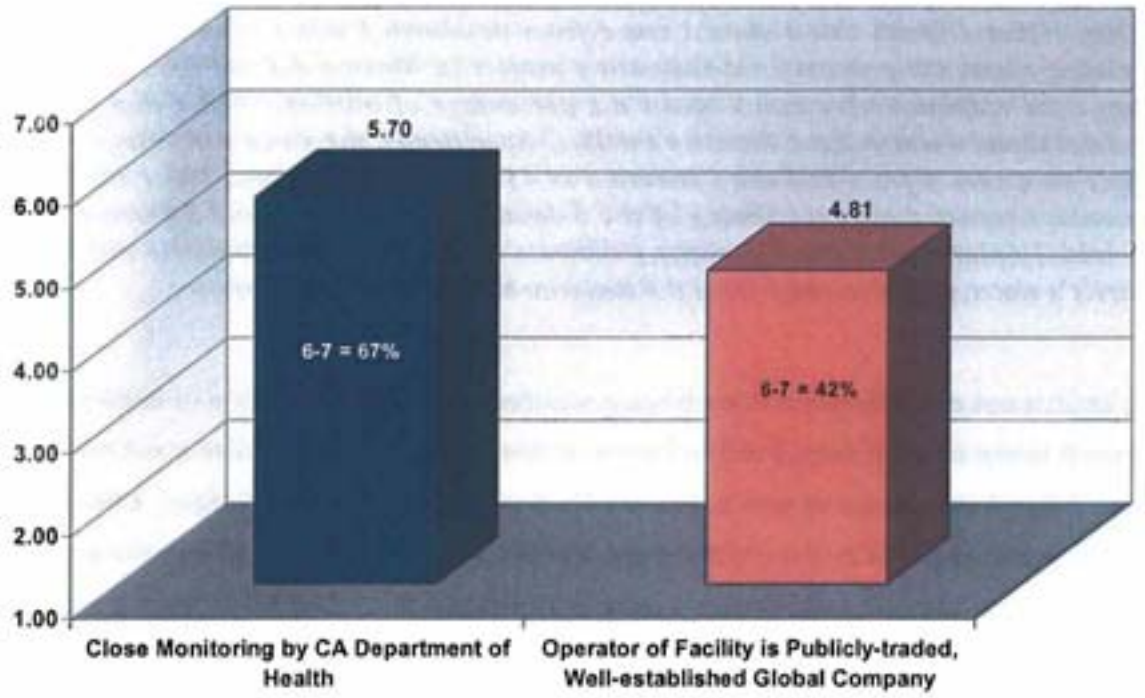
Desalinated water will be closely monitored by the California Department of Public Health.

- Newer customers of the Otay Water District find this message more effective than longer term customers (5.92 – customers of 1-4 years; 5.39 – customers of 10-14 years).
- Customers who have not used desalinated water find this more effective than customers who have used desalinated water (5.83 – non-user; 5.36 – user).

The operator of the Rosarito Desalination facility is a publicly-traded, well-established, global company.

- Whites (4.98) and Latinos (5.18) find this message more effective than do Asians (4.30).
- Longer term customers of the District find this message more effective than do newer customers (5.67 – customers of 15 or more years and 5.39 – customers of 10-14 years versus 5.22 -- 5-9 years and 5.09 – 1-4 years.)
- Customers who have not used desalinated water find this message more effective than those who have (5.01 – non-users; 4.48 – users).

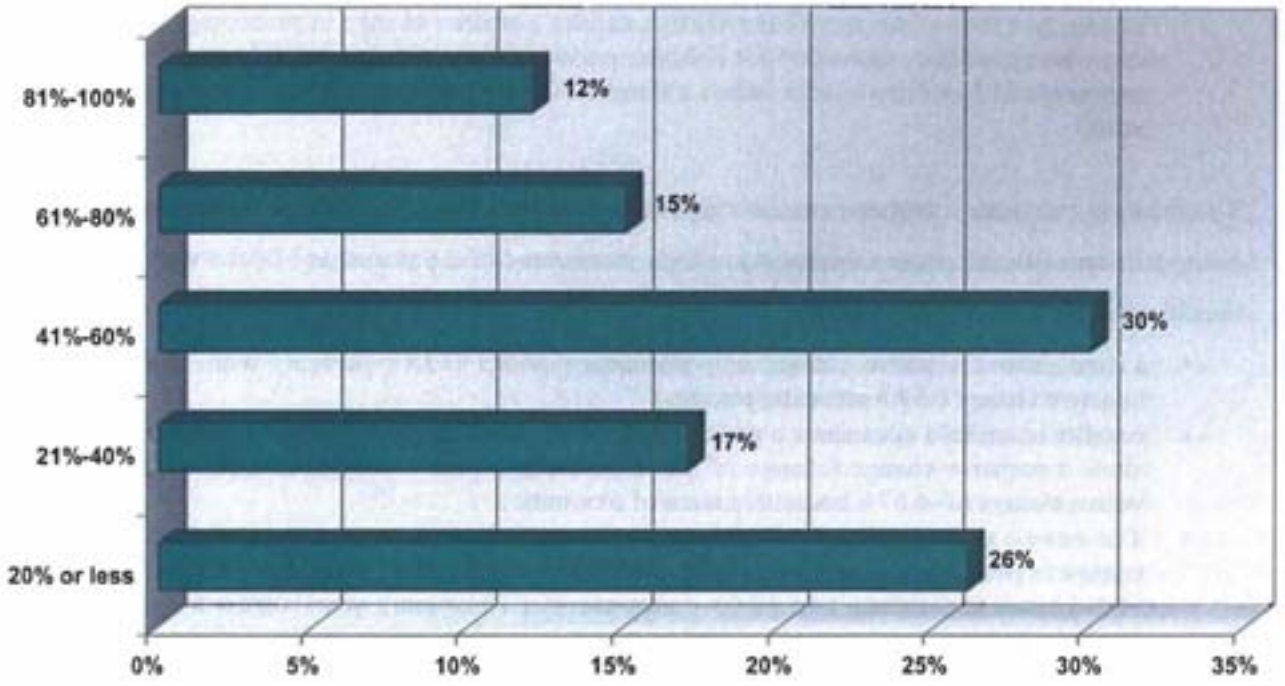
Chart 17
Effectiveness Ratings for Messages Pertaining to Rosarito Beach
(1 = not at all effective.....7 = very effective)



After the two messages concerning the Rosarito Beach Facility were tested, customers were then asked to provide their opinion of the percentage of water available to the Otay Water District that should come from desalinated water produced at this project (**Chart 18**). Also, 27 percent indicate a percentage range of 61 – 100 percent –5 percent lower than demonstrated in the impression after the second iteration

Knowledge about the proposed desalination project in Mexico is does not alter the findings from the previous iterations of this question much at all. Specifically, the mean percentage of the water supply that comes from this third iteration is 45 percent – 6 percent lower than the mean percentage reported after the testing of the 5 desalination messages and 3 percent lower than the first iteration; however, all three indicate that approximately one-half of the Otay Water District water supply should come from this facility (**Chart 19**).

Chart 18
Percentage of Household and Business Water that Should Come from Desalinated Water from Rosarito Beach Facility (mean = 45%)



The following subgroups prefer to have a relatively substantial percentage of the total water supply derive from the Rosarito Beach facility.

- Latinos (52.4 percent) prefer that a greater percentage of the water supply derive from desalinated water produced at the proposed Rosarito facility more so than do Whites (43.0 percent).
- Middle income customers prefer that a greater percentage of water come from Rosarito Beach than do lower income customers (50.7 percent -- $50,000 - $75,000 and 50.2 percent -- $25,000 - $50,000 versus 32.1 percent – under $25,000).
- Renters (54.0 percent) tend to prefer a greater percentage of water to come from Rosarito Beach than do owners (44.1 percent).
- The newer customers (50.2 percent – customers from 1-4 years) and the longest term customers (52.5 percent – customers for 15 or more years) prefer that a greater percentage of water come from Rosarito Beach than do customers of 10-14 years (38.8 percent).
- Customers who are not familiar with the term "desalination" prefer a greater proportion of water to derive from Rosarito Beach than do those who are familiar with the term (51.2 percent – not-familiar; 41.9 percent – familiar).

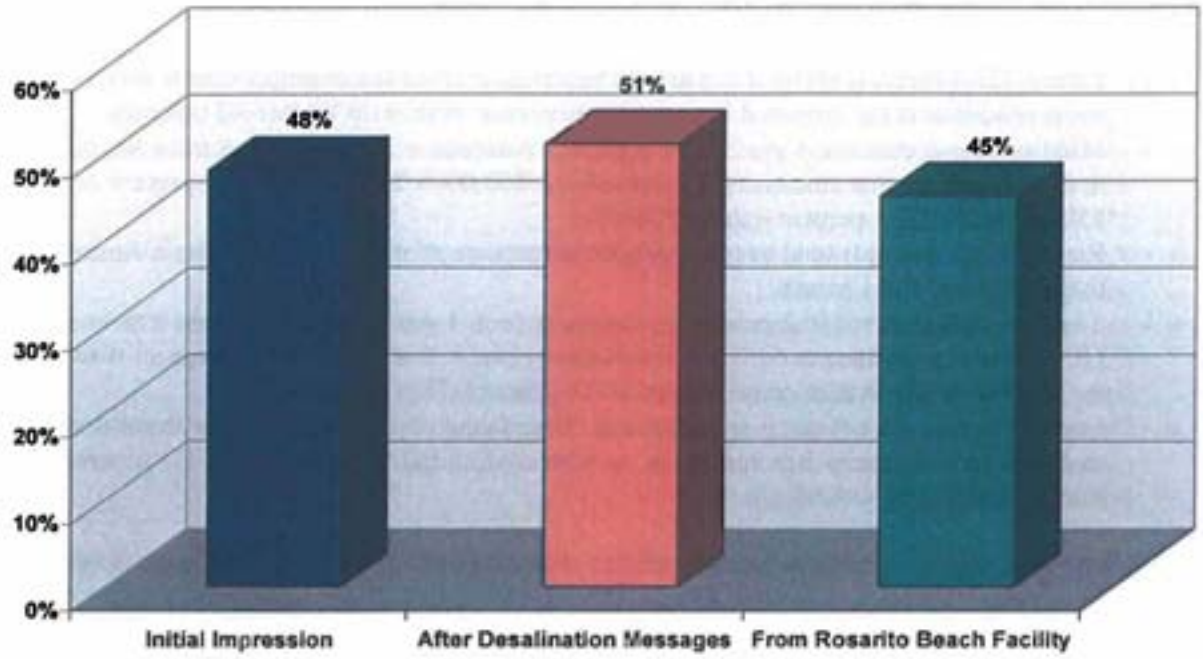
The following customer subgroups exhibit significant changes (from opinions after hearing desalination messages to opinions after hearing Rosarito Beach project messages) in their assessment of the percentage of the water supply that should come from desalinated sources.

- Older residents exhibit a positive change in percentage points while middle-aged customers exhibit negative changes in percentage points (change of +1.21 percentage points – 65 and over versus a change in percentage points of -10.37 – 55-64 years of age and a change of -7.61 percentage points – 45-54 years of age.
- Asians (-11.78 percentage point change) show a greater change (decline) in opinion than Whites (-3.41 percent change).
- The longest term customers of the District exhibit a smaller change in percentage points than do those who have been customers for a shorter period of time (a change of -0.11 percentage points – customers of 15 or more years versus a change of -8.09 percentage points – customers for 10-14 years).

The following customer subgroups exhibit significant changes (from initial impression to opinion after hearing Rosarito Beach project messages) in their assessment of the percentage of the water supply that should come from desalinated sources.

- Latinos show a positive change in percentage points (+3.18 percent) while Asians show a negative change (-5.69 percentage points).
- Smaller household sizes show a positive change in percentage points while larger household sizes show a negative change (change of +2.15 percentage points – household sizes of 3-4 persons versus change of -4.67 – household sizes of 5 or more).
- The newest customers in the District as well as the longest term customers exhibit a positive change in percentage points while others exhibit a negative change (change of +2.95 – customers of 1-4 years and a change of +2.05 – customers of 15 or more years versus a change of -5.80 percentage points for customers of 10-14 years.)

Chart 19
Opinions about Mean Percentage of Household and Business Water that Should Come from Ocean Water Desalination



Overall Satisfaction and General Opinion about the Use of Desalinated Water

SUMMARY*: *Customers of the Otay Water District demonstrate a high level of satisfaction with the District as their provider of water service. In fact, 54 percent rate the Otay Water District as either excellent (24 percent) or very good (30 percent). These ratings are consistent with those expressed in the 2009 Residential Customer Opinion and Awareness Survey. Nearly 9 out of 10 customers (87 percent) feel that the development of desalinated water is a good way for the District to serve its customers. This further demonstrates the overall satisfaction with the District and shows confidence in the District's efforts to find alternative sources of water.

Chart 20 shows that customers of the Otay Water District demonstrate a high level of satisfaction with the District as their provider of water service. In fact, 54 percent rate the Otay Water District as either excellent (24 percent) or very good (30 percent). These ratings are consistent with those expressed in the 2009 Residential Customer Opinion and Awareness Survey. However, both the current survey and the 2009 survey demonstrate a slight decline in the level of confidence from the 2006 and 2008 surveys. For example, in 2008, 63 percent of customers rated the Otay Water District as either excellent or very good. It is indeed quite possible that customers are still responding to the increase in water rates and/or restrictions in water use.

- Lower income customers tend to express a decreased level of satisfaction with the Otay Water District as a water service provider than do all other customers(3.88 for those earning less than $25,000 per year versus 4.50 -- $150,000 and over, 4.62 -- $100,000 - $150,000, 4.80 -- $75,000 - $100,000, and 4.75 -- $50,000 - $75,000. The ratings are based on a 6 point scale where 1 = very poor and 6 = excellent).

Nearly 9 out of 10 customers (87 percent) feel that the development of desalinated water is a good way for the District to serve its customers. This further demonstrates the overall satisfaction with the District and shows confidence in the District's efforts to find alternative sources of water (**Chart 21**).

The following subgroups feel that having desalinated water as a portion of the water supply provided by the Otay Water District is a good way for the District to serve its customers.

- Customers who earn $50,000 or more (96 percent) versus those who earn under $50,000 (82 percent).
- Customers with household sizes of 5 or more (99 percent) as opposed to all other household sizes (91 percent).

Chart 20
Overall Satisfaction with Otay Water District as Water Service Provider

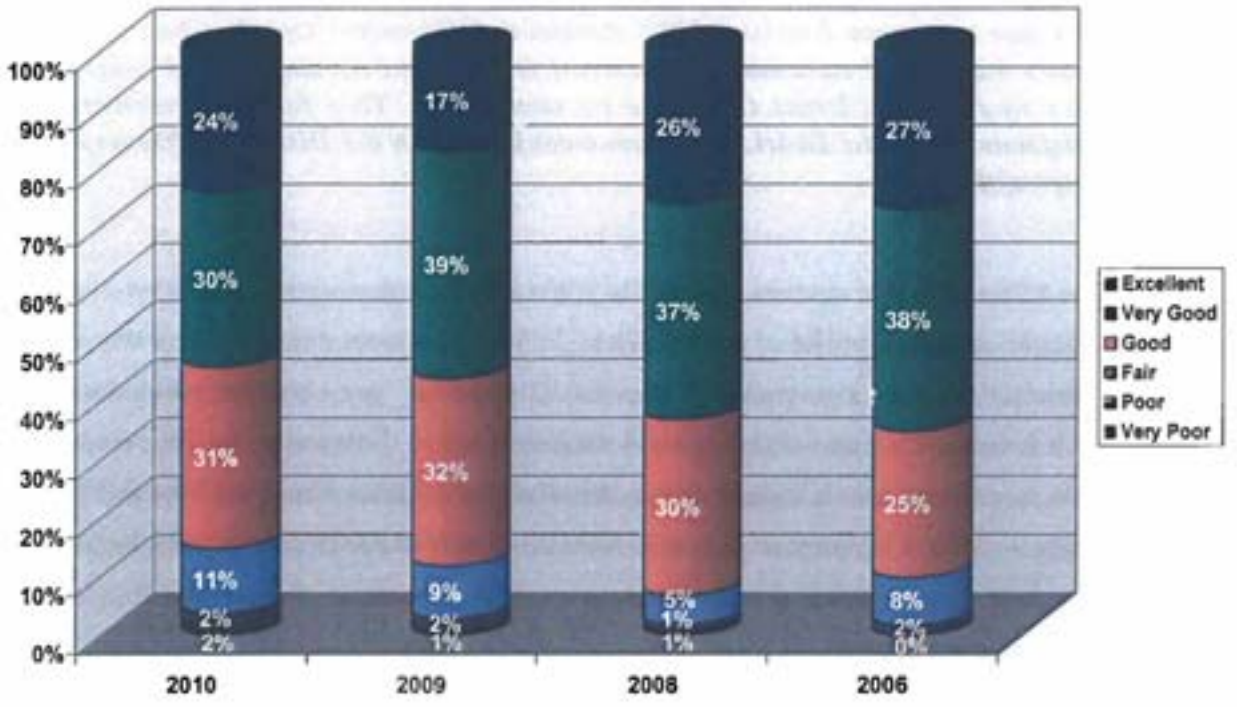
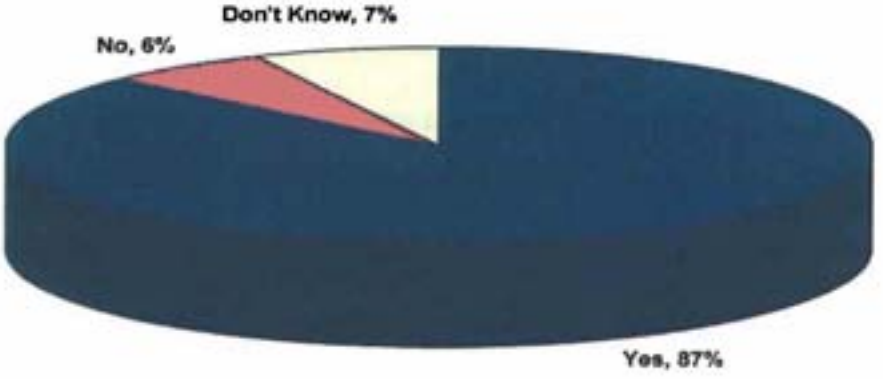


Chart 21
Desalinated Water is a Good Way for District to Serve Customers



Customer Trust and the Relationship between Trust and Opinion about Desalination

<u>SUMMARY</u>: Three-fourths of the customers have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe water for its customers (31 percent indicated a great deal of trust and 44 percent a good amount of trust). These ratings are slightly higher than the ratings in the 2008 and 2009 General Surveys. One half of the District's customers (49 percent) have either a great deal of trust (17 percent) or a good amount of trust (32 percent) in the ability of the Otay Water District to obtain water at reasonable prices. These ratings represent a considerable increase in the trust level exhibited in the 2009 General Survey where 39 percent of customers indicated either a great deal of trust (10 percent) or a good amount of trust (29 percent).

The 2009 Residential Customer Opinion and Awareness Survey demonstrated a significant relationship between the importance of desalination for maintaining a reliable water supply and confidence and trust in the ability of the District to provide a clean, safe water supply as well as the ability to obtain water at a reasonable price. The District decided to pursue this relationship more fully in the current 2010 Desalination survey. This section of the report pursues the relationship between customer trust in the District providing clean, safe water at a reasonable price and the importance of desalination.

Chart 22 indicates that 75 percent of Otay Water District customers have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe water for its customers (31 percent indicated a great deal of trust and 44 percent a good amount of trust). Only 4 percent expressed a lack of trust (2 percent not much trust and 2 percent no trust at all). These ratings are slightly higher than the ratings in the 2008 and 2009 General Surveys where 72 percent and 68 percent respectively expressed some level of trust in the ability of the District to provide clean, safe water.

- Customers who are college graduates (4.09) tend to have more trust than do those with one year of college (3.77) in the ability of the Otay Water District to provide clean, safe water. Ratings are based upon a scale of 1 to 5, where 1 = no trust at all, 2 = not much trust, 3 = some trust, 4 = a good amount of trust, and 5 = a great deal of trust).

Chart 22
Trust in Ability of Otay Water District to Provide Clean, Safe Water

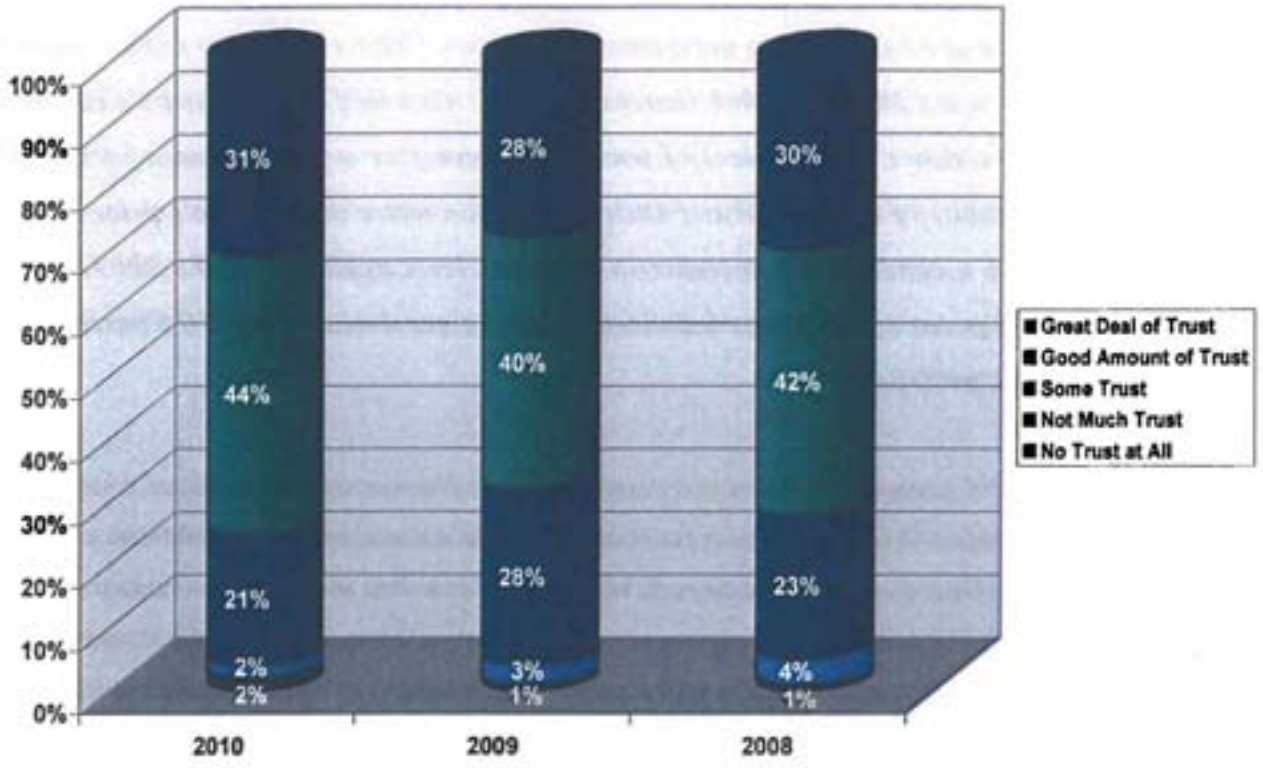
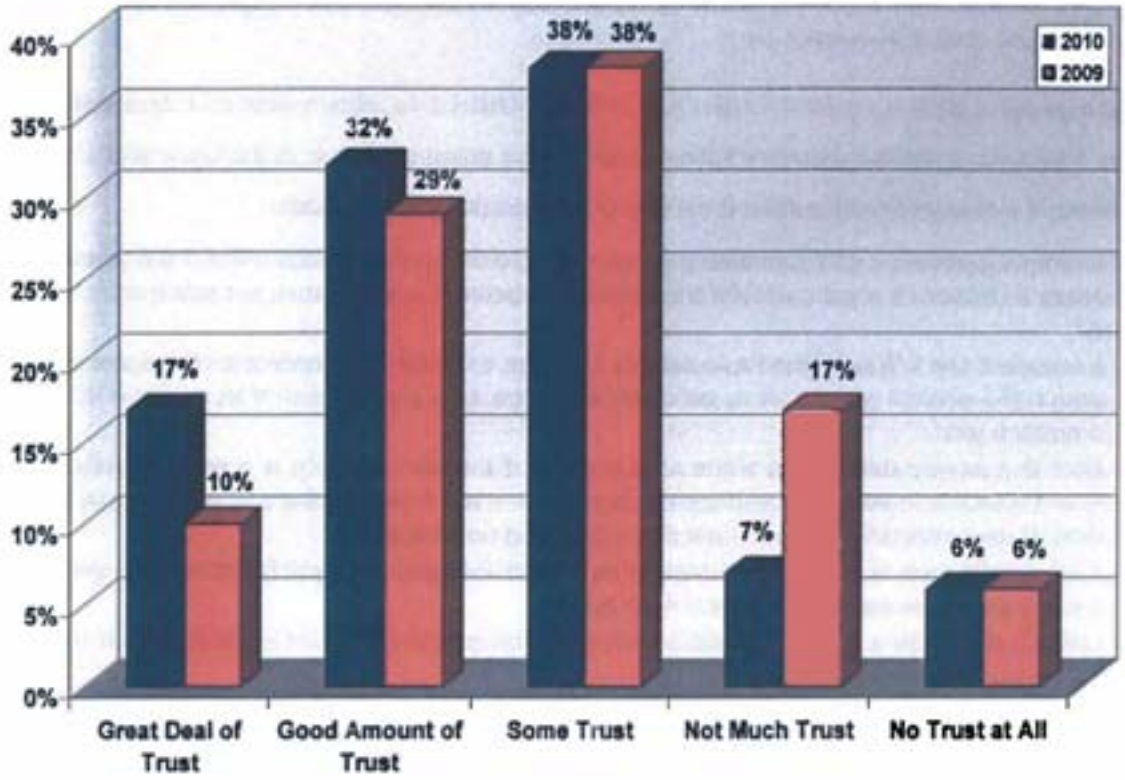


Chart 23 shows that nearly one half of the District's customers (49 percent) have either a great deal of trust (17 percent) or a good amount of trust (32 percent) in the ability of the Otay Water District to obtain water a reasonable prices – not much trust (7 percent) and no trust at all (6 percent). These ratings represent a considerable increase in the trust level from those exhibited in the 2009 General Survey where 39 percent of customers indicated either a great deal of trust (10 percent) or a good amount of trust (29 percent). In 2009, 17 percent of customers expressed not much trust in the ability of the District to obtain water at reasonable prices – 10 percent more than who expressed this sentiment in the current survey.

- Customers with middle-to-higher income levels have more trust than do those with lower income levels in the ability of the District to provide water at a reasonable price ($25,000-$50,000 = 3.18 versus $50,000 - $75,000 = 3.80, and $75,000 - $100,000 = 3.72, on a scale where 1 = no trust at all, 2= not much trust, 3 = some trust, 4 = a good amount of trust, and 5 = a great deal of trust.

Chart 23
Trust In Otay Water District to Obtain Water at Reasonable Price



Trust-based Significant Relationships

Customers who have indicated that they have a substantial amount of trust in the Otay Water District to provide clean, safe water demonstrate more favorable opinions about desalination in general and about Rosarito Beach, specifically than do those who trust the District less to provide clean, safe water. In particular,

- Positive experiences in using desalinated water (65 percent – good amount of trust or a great deal of trust versus – 45 percent -- some trust, not much trust, or no trust at all)
- Favor an agreement with international companies to develop desalinated water (62 percent – a good amount of trust or a great deal of trust versus 36 percent – some trust, not much trust, or no trust at all)
- Encourage Otay Water District to establish a source of water independent of the agencies in the region (80 percent – some trust, good amount of trust, or great deal of trust versus 33 percent – not much trust)
- Feel that having desalinated water as a portion of the water supply is a good way for the Otay Water District to serve its customers (97 percent – good amount of trust or a great deal of trust versus 83 percent – some trust, not much trust, or no trust at all).

- Feel desalination is important in maintaining a reliable water supply (65 percent – great deal of trust versus 44 percent – some trust, not much trust, or no trust at all)
- Prefer project in the United States (60 percent – great deal of trust or a good amount of trust versus 78 percent – some trust, not much trust, no trust at all).
- Overall satisfaction with the District as water service provider (5.14 – great deal of trust versus 2.50 – no trust at all—scale 1-6)

The same pattern applies to trust in the Otay Water District to obtain water at reasonable prices. Customers who have indicated that they have a substantial amount of trust in the Otay Water District to obtain water at a reasonable price exhibit the following significant relationships:

- Favor an agreement with international companies to develop desalinated water (66 percent – good amount of trust or a great deal of trust versus 46 percent – some trust, not much trust, no trust at all)
- Encourage Otay Water District to establish a source of water independent of the agencies in the region (83 percent – some trust, good amount of trust, or a great deal of trust versus 47 percent – not much trust)
- Feel that having desalinated water as a portion of the water supply is a good way for the Otay Water District to serve its customers (96 percent – some trust, good amount of trust, or a great deal of trust versus 76 percent – not much trust and no trust at all)
- Feel desalination is important in maintaining a reliable water supply (68 percent -- great deal of trust or good amount of trust versus 45 percent).
- Overall satisfaction with the District as water service provider (5.38 – great deal of trust versus 2.83 – no trust at all—scale 1-6)

Characteristics of Desalinated Water (significant relationships)

Customers who have a substantial amount of trust in the Otay Water District to provide clean, safe water exhibit the following importance ratings with regard to characteristics of desalinated water—scale 1-7, with 7 being very important:

- Desalinated water reduces dependence on imported water (6.16 – great deal of trust and 6.06 – a good amount of trust versus 4.89 – not much trust)
- The desalination process must not harm the ocean (6.17 – great deal of trust and 6.19 – good amount of trust versus 5.58 -- some trust, 5.67 – not much trust, and 5.00 no trust at all)

Customers who have a substantial amount of trust in the Otay Water District to obtain water at a reasonable price exhibit the following importance ratings with regard to characteristics of desalinated water (same 1-7 scale):

- Desalinated water reduces dependence on imported water (6.17 – great deal of trust and 6.21 – good amount of trust versus 5.50 – not much trust)
- The desalination process must not harm the ocean (6.23 – good amount of trust versus not much trust – 5.48 and 5.36—no trust at all)

Testing of Desalination Messages (significant relationships)

Customers who have a substantial amount of trust in the Otay Water District to provide clean, safe water exhibit the following ratings of effectiveness with regard to the testing of desalination messages (scale 1-7, with 7 being very effective):

- Desalination is a trusted, widely used way to increase water supply (5.87 –great deal of trust and 5.75 – good amount of trust versus 4.00 – no trust at all)
- Desalination eases the potential effects of a water crisis (6.10 – great deal of trust and 6.06 – good amount of trust versus not much trust – 5.10)
- The cost of desalinated water will be about the same as imported water (5.52 – good amount of trust and 5.29 –great amount of trust versus 2.80 – no trust at all)
- Desalination ensures a reliable, high quality supply of water for the future (6.11 – great amount of trust and 5.95 – good amount of trust versus 5.33 – not much rust and 5.14 – no trust at all)
- Desalination will help the region become independent from imported water (5.83 – good amount of trust, 5.82 – great deal of trust, and 5.68 – some trust versus 4.38 – no trust at all).

Customers who have a substantial amount of trust in the Otay Water District to obtain water at a reasonable price exhibit the following ratings of effectiveness with regard to the testing of desalination messages (same 1-7 scale):

- Desalination is a trusted, widely used way to increase water supply (6.12 – great deal of trust and 5.84 – good amount of trust versus 4.91 – not much trust and 4.88 – no trust at all)
- Desalination eases the potential effects of a water crisis (6.31 – great deal of trust and 6.22 – good amount of trust versus 5.81 – some trust, 5.56 – not much trust, and 5.26 – no trust at all)
- The cost of desalinated water will be about the same as imported water (5.68 – great deal of trust, 5.44 – good amount of trust, 5.11 – some trust versus 3.89 – no trust at all)
- Desalination ensures a reliable, high quality supply of water for the future (6.32 --- great deal of trust and 6.04 – good amount of trust versus 4,48 – no trust at all)
- Desalination will help the region become independent from imported water (6.12 – good amount of trust versus 5.67 – some trust, 5.54 – not much trust, and 5.30 – no trust at all)

Issues and Concerns about Locating the Desalination Plant in Mexico

Customers who have a diminished level of trust in the Otay Water District to provide clean, safe water exhibit the following significant relationships with regard to concerns about locating the facility in Mexico instead of the United States (scale 1-4, with 4 being much more concerned with Mexico location):

- Water quality (3.67 – not much trust and 3.21 – some trust versus 2.75 – great deal of trust)
- Safety and security of the pipeline (3.60 – not much trust versus 2.89 – great deal of trust)
- Reliability of deliveries (3.60 – not much trust versus 2.89 – a great deal of trust)

- Environmental/ecological issues (3.56 -- not much trust versus 2.46 – great deal of trust and 2.67 – a good amount of trust)

Customers who have a diminished level of trust in the Otay Water District to obtain water at a reasonable price exhibit the following significant relationships with regard to concerns about locating the facility in Mexico (same 1-4 scale):

- Water quality (3.43 – not much trust versus 2.75 – great deal of trust)
- Reliability of deliveries (2.92 – all levels of trust (except great deal) versus 2.40 – a great deal of trust)
- Environmental/ecological issues (2.81 – all levels of trust (except great deal) versus 2.39 – great deal of trust)

Testing of Rosarito Beach Facility Messages

Customers who have substantial trust in the ability of the Otay Water Authority to provide clean, safe water exhibit the following significant ratings of effectiveness with regard to the testing of messages about the Rosarito Beach facility (scale 1-7, with 7 being very effective):

- Desalinated water will be closely monitored by the CA Department of Public Health (6.13 – great deal of trust, 5.84 – good amount of trust, and 5.31 -- some trust -- versus 4.14 – no trust at all and 3.56 – not much trust).
- The operator of the Rosarito Beach Desalination Facility is a publicly-traded, well-established, global company (5.33 – great deal of trust, 4.93 – good amount of trust, and 4.49 – some trust versus 2.50 – no trust at all and 2.63 – not much trust).

Customers who have substantial trust in the ability of the Otay Water District to obtain water at a reasonable price exhibit the following significant ratings of effectiveness with regard to the testing of messages about the Rosarito Beach facility (same 1-7 scale):

- Desalinated water will be closely monitored by the CA Department of Public Health (6.22 – great deal of trust and 6.02 – good amount of trust versus 4.54 – no trust at all and 4.92 – not much trust).
- The operator of the Rosarito Desalination Facility is a publicly-traded, well-established, global company (5.38 – great deal of trust 5.19 – good amount of trust, and 4.69 – some trust versus 2.79 – no trust at all).

Customers who have substantial trust in the ability of the Otay Water District to provide clean, safe water exhibit the following significant relationships regarding the recommended percentage of the overall supply of water customers feel should come from desalinated sources:

- Initial impression: (53.7 percent – great deal of trust versus 28.0 percent – not much trust)

- After testing desalination messages: (56.4 percent – great deal of trust versus 49.7 – good amount of trust, 47.7 – some trust, 38.9 not much trust, and 33.4 percent – no trust at all)
- After testing messages about Rosarito Beach facility: (56.6 percent – great deal of trust versus 4.20 percent – no trust at all and 37.9 percent – some trust)

Customers who have substantial trust in the ability of the Otay Water District to obtain water at a reasonable price exhibit the following significant relationships regarding the recommended percentage of the overall supply of water customers feel should come from desalinated sources:

- Initial impression: (52.8 percent – great deal of trust versus 39.1 percent – not much trust)
- After testing desalination messages: (56.3 percent – great deal of trust versus 40.0 percent – no trust at all)
- After testing messages about Rosarito facility: (55.6 percent – great deal of trust, 49.6 percent – good amount of trust, and 38.0 –some trust versus 20.2 percent – no trust at all)

Conclusions

Consistent with previous surveys conducted by the Otay /Water District, there is a high level of satisfaction with the District as a provider of water service. Further, customers have considerable trust in the District to provide clear, safe water and to obtain water at a reasonable price.

A substantial proportion of customers feel that the development of desalinated water is a good way for the District to service its customers. Customers feel that about one-half of the available water supply should derive from desalinated sources, including an ocean water desalination facility in Rosarito Beach, Mexico. Customers are determined that the process of desalination not harm the ocean and that it is important that desalination achieve the objective of reducing our dependence on imported water. Customers do have some concern about the safety and security of the pipeline in Mexico and also show some preference for a United States location instead of Mexico that would bolster the local economy and create U.S. based jobs.

Trust in the Otay Water District to provide clean, safe water and to do so at reasonable prices is significantly related to opinions about desalination and the use of ocean water desalination to supplement the District's supply of water. Those customers who trust the District the most are also much more in favor of desalination in general and for the Rosarito Beach facility, in particular.

Important and effective messages that customers responded most favorably to are the following:

- "Desalination eases the potential effects of a water crisis."
- "Desalination ensures a reliable, high quality supply of water for the future."
- "Desalinated water will be closely monitored by the California Department of Public Health."

APPENDICES

Questionnaire
Survey Frequencies

Desalination Questionnaire
Otay Water District
October 2010

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 the water supply in the San Diego County region 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 eight 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 the water supply in the San Diego County Region. **[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?

Use of Desalinated Water

I WOULD LIKE TO ASK YOU SOME QUESTIONS ABOUT DESALINATION.

1. Are you familiar with the term "desalination."

    1. YES
    2. NO (include DK/REF) **[GO TO Q2]**

    Q1a. [IF Q1 = 1]. How would you describe what desalination is?

    _____

    [NOTE: Code all responses that refer to making water for household use from ocean or other salty water as 1. List the rest verbatim.]

[IF Q1 = 1, THEN ADD "AS YOU INDICATED," BEFORE READING NEXT SENTENCE] DESALINATION IS THE PROCESS OF MAKING DRINKING WATER AND WATER FOR OTHER HOUSEHOLD AND BUSINESS USES FROM OCEAN WATER. DESALINATION IS A PROCESS THAT FORCES WATER THROUGH A VERY FINE SCREEN THAT IS DESIGNED TO REMOVE OCEAN SALTS AND OTHER IMPURITIES FROM THE OCEAN WATER.

Q2. Do you believe that ocean water desalination can be important to maintaining a reliable and sufficient supply of water for San Diego County residents? **[REVERSE 1-4]**

4- Yes, very important

3- Yes, somewhat important

2- No, not very important

1- No, not at all important

9- **DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]**

Q3. To your knowledge, have you ever used desalinated water for any purpose?

1 – Yes

2 – No **(GO TO Q6)**

9 - DK/REF [DO NOT READ] (GO TO Q6)

Q4a-b. Where were you when you used desalinated water?

[DO NOT READ--Want geographical location—one response only]

1. on-board ship in Navy

2. country or other location _____Q4b

3. military base in _____Q4b

4. other _____Q4b

Q5. Was your overall experience with desalinated water positive, negative, or did it make no difference from traditional water sources?

1. Positive **(Go to Q5a)**
2. Negative **(Go to Q5b)**
3. No difference **(Go to Q6)**
4. **DK/REF [DO NOT READ] (Go to Q6)**

Q5a. [IF Q5 = 1] What did you like about the desalinated water that you used?

_____

[Go to Q6]

Q5b. [IF Q5 = 2] What did you dislike about the desalinated water that you used?

_____

Q6a-d. Please indicate how important the following characteristics of desalinated water are to you. Use a scale of 1 to 7, where 7 is of the highest importance and 1 is not important at all **[RANDOMIZE]**

Characteristics of Desalinated Water	**Not at all Important 1**	**2**	**3**	**4**	**5**	**6**	**Highest Importance 7**
a. Desalinated water is an alternative source of water that can reduce our dependence on imported water and precipitation							
b. Desalinated water is extensively and successfully used in many parts of the world.							
c. Desalinated water is soft water and							

eliminates the need for water softening measures							
d. The desalination process must not harm the ocean							

Q7. Just off the top of your head and whether you know much about desalinated water or not, what is your initial impression of a reasonable goal to set for the percentage of water used in Otay Water District homes and businesses that should come from desalinated water?

Allow for volunteered response, but if needed, offer the following choices as Q7a and RECORD 999 for Q7

1. **80-100%**
2. **60-79%**
3. **40-59%**
4. **20-29%**
5. **less than 20%**

Testing of General Desalination Messages

Q8a-e. I would like to ask what you think of some messages that the Otay Water District is considering using in its effort to communicate the advantages of seawater desalination to its customers.

On a scale of 1 to 7, where 7 is very effective and 1 is not at all effective, please rate the following messages in terms of their ability to communicate the advantages of seawater desalination. **[RANDOMIZE]**

Desalination Messages	**Not at all Effective 1**	**2**	**3**	**4**	**5**	**6**	**Very Effective 7**
a. Desalination is a trusted, widely used way to increase water supply.							
b. Desalination eases the potential effects of a water crisis.							
c. The cost of desalinated water will be about the same as imported water.							
d. Desalination ensures a reliable, high quality supply of water for the future.							
e. Desalination will help the region become independent from imported water suppliers.							

Q9. Now, after hearing these messages, what is your opinion of the percentage of water used in Otay Water District homes and businesses that should come from desalinated water?

Q9a. Allow for volunteered response, but if needed, offer the following choices as Q9a and RECORD 999 for Q9

1. **80-100%**
2. **60-79%**
3. **40-59%**
4. **20-29%**
5. **less than 20%**

Issues about the Joint Venture in Mexico and the Rosarito Facility

I'd like to share some potential news with you. An ocean water desalination plant is tentatively planned for the City of Rosarito Beach in Mexico, and the Otay Water District has the opportunity to purchase some of that water starting in 2014 or 2015. This project would be financed and operated by international companies with considerable experience in ocean water desalination.

The water would be piped through an underground pipeline from the Rosarito Beach north to the Otay Water District distribution facility, north of the border, where it would be tested and treated as necessary to meet the water quality standards of the District and the State of California.

Q10. Based upon this information about the potential desalination project, do you think that you would be in favor of pursuing such an agreement with these international companies to develop additional supplies of water from desalination of ocean water?

1. Yes
2. No
3. **DK/REF.[DO NOT READ]**

Q11. Please indicate if any of the following characteristics of the water from this potential desalination plant in Rosarito Beach cause you more concern than they would if the plant were located in the United States. Would you say that your level of concern is the same no matter where the plant is located, that you are somewhat more concerned with the Rosarito Beach location, that you are much more concerned with the Rosarito Beach

location or that you are not concerned at all regarding...[**REVERSE Levels of concern and RANDOMIZE characteristics]** .

Characteristics	**No Concerns at all** 1	**Same Concern— no matter location** 2	**Somewhat More Concerned** 3	**Much More Concerned** 4
a. Quality of the water				
b. Safety and Security of the Pipeline				
c. Reliability of Water Deliveries				
d. Environmental/ Ecological Impacts				

Q12. Would you prefer that the project be built in the United States even if it took 10-15 or even more years longer than the Rosarito Beach plant to get the US plant operational?

1. Yes
2. No **[GO to Q13]**
3. **DK/REF.[DO NOT READ] [Go to Q13]**

Q12a. [Q12 = 1] What is the main reason that you want the plant located in the US?

RECORD ONE RESPONSE--DO NOT READ

RECORD Up to Two RESPONSES--DO NOT READ

1. **Jobs**
2. **Spend money locally/help local economy**
3. **Do not trust Mexico**
4. **Crime in Mexico**
5. **Use for drug smuggling**
6. **Patriotism/America First**
7. **Other, _____**

Q13. The Otay Water District has taken the lead in this venture versus participation by a

broader group of regional water agencies. Do you like that the Otay Water District is establishing a source of water for its customers that is independent of the other agencies in the region?

1. Yes
2. No
3. **DK/REF.[DO NOT READ]**

Q14. How do you feel about working with an international team of desalination experts? Would you say that the experienced international team increases your confidence in the project?

1. Yes
2. No
3. **DK/REF.[DO NOT READ]**

Testing Messages about the Joint Venture in Mexico

Q15a-b. I would like to ask you what you think about two more messages that the Otay Water District is considering in an effort to inform its customers about this project and to demonstrate to customers that the construction and operation of the Rosario Beach desalination project is a reasonable way to expand the water supply. On a scale of 1 to 7, where 7 is very effective and 1 is not at all effective, please rate the following messages.

Rosarito Beach Messages	**Not at all Effective 1**	**2**	**3**	**4**	**5**	**6**	**Very Effective 7**
a. Desalinated water will be closely monitored by the CA Department of Public Health.							
b. The operators of the Rosarito Desalination facility are a publicly-traded, well-established, global company.							

Q16. One last time and more specifically, what is your opinion of the percentage of water that is provided by the Otay Water District to the homes and businesses in the area that should come from desalinated water produced at this project?

Allow for volunteered response, but if needed, offer the following choices as Q17a and RECORD 999 for Q17

1. **80-100%**

2. **60-79%**

3. **40-59%**

4. **20-29%**

5. **less than 20%**

Confidence in the Otay Water District

Q17. How much trust do you have in the ability of the Otay Water District to provide clean, safe water to the district? Would you say...* **[REVERSE]**

5 – a great deal of trust,

4 – a good amount of trust,

3 – some trust,

2 -- not much trust,

1 – no trust at all?

9 -- not sure [INCLUDES DK/REF]

Q18. How much trust do you have in the Otay Water District to obtain this water for you at a reasonable price? Would you say**...[REVERSE]**

5 – a great deal of trust,

4 – a good amount of trust,

3 – some trust,

2 -- not much trust,

1 – no trust at all?

9 -- not sure [INCLUDES DK/REF]

Q19: How would you rate your overall satisfaction with the Otay Water District as your water service provider? **[REVERSE]**

6---Excellent

5---Very Good

4—Good

3---Fair

2—Poor

1---Very Poor

7—DK/REF [DO NOT READ]

Q20. Do you feel that having desalinated water as a portion of the water supply provided by the Otay Water District is a good way for the District to serve its customers?

1. Yes
2. No
3. **DK/REF.[DO NOT READ]**

ASK ALL:

In closing, these questions are for comparison purposes only.

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

_____

99. **DK/REF.[DO NOT READ]**

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

1 - OWN

2 - RENT/OTHER STATUS

3 - **DK/REF.[DO NOT READ]**

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?

5 - **DK/REF [DO NOT READ]**

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?

7 - **DK/REF.[DO NOT READ]**

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:] _____

7 - **DK/REF.[DO NOT READ]**

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 up to but not including $150,000?

6 - **DK/REF.[DO NOT READ]**

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

Frequency Table

Familiar with term "desalination?"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	240	60.0	60.0	60.0
	No	160	40.0	40.0	100.0
	Total	400	100.0	100.0	

Description of desalination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Remove salts and impurities from water for household use	231	57.8	97.5	97.5
	Other	6	1.5	2.5	100.0
	Total	237	59.3	100.0	
Missing	No Answer	3	.8		
	System	160	40.0		
	Total	163	40.8		
Total		400	100.0		

Other descriptions of desalinated water					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		392	98.0	98.0	98.0

A purification method (probe) Nothing else	1	.3	.3	98.3
Charcoal. Take the impurities out. Whatever filtration systems you have, big plants near the sea	1	.3	.3	98.5
Chemical purification to potable water	1	.3	.3	98.8
Cleaning the water isnt it?	1	.3	.3	99.0
It has something to do with using salt water. probe-That is about it. Actually I think it has to do with converting salt water into drinking water.	1	.3	.3	99.3
Same as drinking deionized water	1	.3	.3	99.5
Softening of the water	1	.3	.3	99.8
The removing of contaminates for drinking and other uses.	1	.3	.3	100.0
Total	400	100.0	100.0	

Importance of ocean water desalination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, not at all important	14	3.5	3.5	3.5
	No, not very important	16	4.0	4.0	7.5
	Yes, somewhat important	144	36.0	36.0	43.5
	Yes, very important	207	51.8	51.8	95.3
	DK/REF	19	4.8	4.8	100.0
	Total	400	100.0	100.0	

Ever used desalinated water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	104	26.0	26.0	26.0

	No	266	66.5	66.5	92.5
	DK/REF	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

Where used desalinated water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On-board ship in navy	57	14.3	57.0	57.0
	Other country	13	3.3	13.0	70.0
	Military base	4	1.0	4.0	74.0
	Cruise ship	9	2.3	9.0	83.0
	Other	17	4.3	17.0	100.0
	Total	100	25.0	100.0	
Missing	DK/REF	4	1.0		
	System	296	74.0		
	Total	300	75.0		
Total		400	100.0		

Country where used desalinated water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		394	98.5	98.5	98.5
	Aruba	1	.3	.3	98.8
	Baja California	1	.3	.3	99.0
	Isreal	1	.3	.3	99.3
	Saudi Arabia	2	.5	.5	99.8

	Saudi Arabia, Cabo San Lucas	1	.3	.3	100.0
	Total	400	100.0	100.0	

Location of Military base

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		399	99.8	99.8	99.8
	Army	1	.3	.3	100.0
	Total	400	100.0	100.0	

Other location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		378	94.5	94.5	94.5
	At a resort	1	.3	.3	94.8
	Cruise ship	3	.8	.8	95.5
	Cruise ships	1	.3	.3	95.8
	Have a filter	1	.3	.3	96.0
	Have done it at work	1	.3	.3	96.3
	Home	1	.3	.3	96.5
	In the house	1	.3	.3	96.8
	My house	1	.3	.3	97.0
	On a boat	1	.3	.3	97.3
	On a boat cruise	1	.3	.3	97.5
	On a cruise ship	1	.3	.3	97.8
	On a ocean cruise	1	.3	.3	98.0

On a trip at a hotel	1	.3	.3	98.3
People were giving it away	1	.3	.3	98.5
San Diego, CA	1	.3	.3	98.8
Santa Barbara, CA	1	.3	.3	99.0
Traveling by cruise ship to Alaska & back	1	.3	.3	99.3
Up in Del Mar	1	.3	.3	99.5
Used for business on a project	1	.3	.3	99.8
When I lived in Key West	1	.3	.3	100.0
Total	400	100.0	100.0	

Overall experience with desalinated water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Positive	53	13.3	53.0	53.0
	Negative	1	.3	1.0	54.0
	No difference	46	11.5	46.0	100.0
	Total	100	25.0	100.0	
Missing	DK/REF	4	1.0		
	System	296	74.0		
	Total	300	75.0		
Total		400	100.0		

Positives of desalinated water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	plentiful	6	1.5	13.3	13.3

	taste	13	3.3	28.9	42.2
	soft	1	.3	2.2	44.4
	lower cost	2	.5	4.4	48.9
	drinkable	5	1.3	11.1	60.0
	better for environment	1	.3	2.2	62.2
	clean and pure	8	2.0	17.8	80.0
	other	9	2.3	20.0	100.0
	Total	45	11.3	100.0	
Missing	System	355	88.8		
Total		400	100.0		

Negatives of desalinated water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	taste	1	.3	100.0	100.0
Missing	System	399	99.8		
Total		400	100.0		

Other positives of desalinated water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		355	88.8	88.8	88.8
	Available	1	.3	.3	89.0
	Clean	1	.3	.3	89.3
	Cleaner	1	.3	.3	89.5
	Didn't have salt	1	.3	.3	89.8

Free	1	.3	.3	90.0
Good clean water	1	.3	.3	90.3
I did not have an opinion although the experience was positive	1	.3	.3	90.5
I feel more comfortable with it on my skin and scalp. Taste is better	1	.3	.3	90.8
I was on a ship cruise and I like the fact that we would not run out of water, and that the water was coming from the sea	1	.3	.3	91.0
Impurities removed and better tasting	1	.3	.3	91.3
It had no salt	1	.3	.3	91.5
It is plenty of it	1	.3	.3	91.8
It is really clean and pure. The water is cleaner than the water we already use and get now.	1	.3	.3	92.0
It tasted good, quenched my thirst!	1	.3	.3	92.3
It tasted much better! Very good.	1	.3	.3	92.5
It tasted pretty good right out of the tap!	1	.3	.3	92.8
It tastes a lot better.	1	.3	.3	93.0
It was just as good	1	.3	.3	93.3
It was like regular water	1	.3	.3	93.5
It was the purest water on earth	1	.3	.3	93.8
It wasn't as hard as the water we have now from the Colorado River.	1	.3	.3	94.0
It's good	1	.3	.3	94.3
It's just water	1	.3	.3	94.5
Mainly for flavor coordinated	1	.3	.3	94.8
No answer	1	.3	.3	95.0

Nothing really.	1	.3	.3	95.3
Plentiful	1	.3	.3	95.5
Plentiful. The reverse osmosis can make up to 1500 gallons per hour. For a crew of 400, we could take a shower every day, nice and long. We didn't have to worry about running out of water.	1	.3	.3	95.8
Plenty of ocean water, we won't run out of water	1	.3	.3	96.0
Positive, very good drinking water.	1	.3	.3	96.3
So I don't need to be buying water bottles, and it is better for recycling.	1	.3	.3	96.5
Tastes good.	1	.3	.3	96.8
That it is drinkable	1	.3	.3	97.0
That we were using sea water and not regular water being that it was for a project and not drinking	1	.3	.3	97.3
The flavor	1	.3	.3	97.5
The purification of seawater	1	.3	.3	97.8
The ship we had a reverse water osmosis unit	1	.3	.3	98.0
The taste	1	.3	.3	98.3
The taste of it is much more different than tap water.	1	.3	.3	98.5
Water bill would go down hopefully	1	.3	.3	98.8
We were able to use the water to take showers and to do the dishes.	1	.3	.3	99.0
Without chemical background would not know the differences	1	.3	.3	99.3
You can use and drink the water from the ocean	1	.3	.3	99.5
You could drink it	1	.3	.3	99.8

	You could use it	1	.3	.3	100.0
	Total	400	100.0	100.0	

Other negatives of desalinated water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		399	99.8	99.8	99.8
	It doesn't taste clean. It tastes a little minerally.	1	.3	.3	100.0
	Total	400	100.0	100.0	

Importance: Desalinated water is an alternative source of water that can reduce our dependence on imported water and precipitation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	7	1.8	1.8	1.8
	2	5	1.3	1.3	3.1
	3	12	3.0	3.1	6.2
	4	19	4.8	4.9	11.1
	5	66	16.5	17.1	28.2
	6	80	20.0	20.7	49.0
	Highest Importance	197	49.3	51.0	100.0
	Total	386	96.5	100.0	
Missing	DK/REF	14	3.5		
Total		400	100.0		

Importance: Desalinated water is extensively and successfully used in many parts of the world

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	14	3.5	4.2	4.2
	2	11	2.8	3.3	7.6
	3	15	3.8	4.5	12.1
	4	27	6.8	8.2	20.2
	5	76	19.0	23.0	43.2
	6	61	15.3	18.4	61.6
	Highest Importance	127	31.8	38.4	100.0
	Total	331	82.8	100.0	
Missing	DK/REF	69	17.3		
Total		400	100.0		

Importance: Desalinated water is soft water and eliminates the need for water softening measures

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	29	7.3	8.4	8.4
	2	12	3.0	3.5	11.8
	3	23	5.8	6.6	18.5
	4	32	8.0	9.2	27.7
	5	83	20.8	24.0	51.7
	6	53	13.3	15.3	67.1
	Highest Importance	114	28.5	32.9	100.0
	Total	346	86.5	100.0	
Missing	DK/REF	54	13.5		

Total		400	100.0		

Importance: The desalination process must not harm the ocean					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	18	4.5	4.7	4.7
	2	5	1.3	1.3	6.0
	3	13	3.3	3.4	9.4
	4	20	5.0	5.2	14.6
	5	39	9.8	10.2	24.7
	6	53	13.3	13.8	38.5
	Highest Importance	236	59.0	61.5	100.0
	Total	384	96.0	100.0	
Missing	DK/REF	16	4.0		
Total		400	100.0		

q7 and q7arec combined					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	8	2.0	2.2	2.2
	1	3	.8	.8	3.0
	4	2	.5	.6	3.6
	5	6	1.5	1.7	5.3
	6	1	.3	.3	5.5
	7	2	.5	.6	6.1
	9	1	.3	.3	6.4

	10	21	5.3	5.8	12.2
	15	6	1.5	1.7	13.9
	20	31	7.8	8.6	22.4
	25	22	5.5	6.1	28.5
	30	33	8.3	9.1	37.7
	33	1	.3	.3	38.0
	35	4	1.0	1.1	39.1
	40	16	4.0	4.4	43.5
	50	87	21.8	24.1	67.6
	60	15	3.8	4.2	71.7
	65	3	.8	.8	72.6
	70	24	6.0	6.6	79.2
	75	14	3.5	3.9	83.1
	80	18	4.5	5.0	88.1
	85	2	.5	.6	88.6
	90	7	1.8	1.9	90.6
	100	34	8.5	9.4	100.0
	Total	361	90.3	100.0	
Missing	System	39	9.8		
Total		400	100.0		

Effectiveness: Desalination is a trusted, widely used way to increase water supply

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	12	3.0	3.2	3.2

	2	11	2.8	3.0	6.2
	3	15	3.8	4.1	10.3
	4	33	8.3	8.9	19.2
	5	78	19.5	21.1	40.3
	6	68	17.0	18.4	58.6
	Very effective	153	38.3	41.4	100.0
	Total	370	92.5	100.0	
Missing	DK/REF	30	7.5		
Total		400	100.0		

Effectiveness: Desalination eases the potential effects of the water crisis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	13	3.3	3.4	3.4
	2	6	1.5	1.6	5.0
	3	11	2.8	2.9	7.9
	4	17	4.3	4.5	12.3
	5	61	15.3	16.0	28.3
	6	79	19.8	20.7	49.1
	Very effective	194	48.5	50.9	100.0
	Total	381	95.3	100.0	
Missing	DK/REF	19	4.8		
Total		400	100.0		

Effectiveness: The cost of desalinated water will be about the same as imported water

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	28	7.0	7.9	7.9
	2	16	4.0	4.5	12.4
	3	17	4.3	4.8	17.2
	4	32	8.0	9.0	26.3
	5	76	19.0	21.5	47.7
	6	61	15.3	17.2	65.0
	Very effective	124	31.0	35.0	100.0
	Total	354	88.5	100.0	
Missing	DK/REF	46	11.5		
Total		400	100.0		

Effectiveness: Desalination ensures a reliable, high quality supply of water for the future

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	12	3.0	3.1	3.1
	2	6	1.5	1.6	4.7
	3	17	4.3	4.5	9.2
	4	18	4.5	4.7	13.9
	5	73	18.3	19.2	33.1
	6	67	16.8	17.6	50.7
	Very effective	188	47.0	49.3	100.0
	Total	381	95.3	100.0	
Missing	DK/REF	19	4.8		

Total		400	100.0		

Effectiveness: Desalination will help the region become independent from imported water suppliers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	17	4.3	4.5	4.5
	2	8	2.0	2.1	6.6
	3	14	3.5	3.7	10.3
	4	23	5.8	6.1	16.4
	5	76	19.0	20.1	36.4
	6	61	15.3	16.1	52.5
	Very effective	180	45.0	47.5	100.0
	Total	379	94.8	100.0	
Missing	DK/REF	21	5.3		
Total		400	100.0		

q9 and q9arec combined

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	1.8	1.9	1.9
	1	3	.8	.8	2.7
	4	1	.3	.3	3.0
	5	10	2.5	2.7	5.8
	6	2	.5	.5	6.3
	7	2	.5	.5	6.9
	10	19	4.8	5.2	12.1

	15	6	1.5	1.6	13.7
	20	19	4.8	5.2	19.0
	25	20	5.0	5.5	24.5
	30	32	8.0	8.8	33.2
	33	1	.3	.3	33.5
	35	4	1.0	1.1	34.6
	40	17	4.3	4.7	39.3
	45	3	.8	.8	40.1
	50	78	19.5	21.4	61.5
	51	1	.3	.3	61.8
	52	1	.3	.3	62.1
	55	1	.3	.3	62.4
	60	14	3.5	3.8	66.2
	65	4	1.0	1.1	67.3
	70	21	5.3	5.8	73.1
	75	18	4.5	4.9	78.0
	80	27	6.8	7.4	85.4
	85	3	.8	.8	86.3
	90	8	2.0	2.2	88.5
	95	2	.5	.5	89.0
	100	40	10.0	11.0	100.0
	Total	364	91.0	100.0	
Missing	System	36	9.0		

Total	400	100.0		

Combined increase or decrease in percentage of desalinated water after messages about desalination

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-95	1	.3	.3	.3
	-80	1	.3	.3	.6
	-70	2	.5	.6	1.1
	-50	3	.8	.8	2.0
	-45	1	.3	.3	2.2
	-40	2	.5	.6	2.8
	-35	1	.3	.3	3.1
	-30	4	1.0	1.1	4.2
	-25	5	1.3	1.4	5.6
	-20	10	2.5	2.8	8.4
	-18	1	.3	.3	8.7
	-15	1	.3	.3	9.0
	-10	12	3.0	3.4	12.4
	-5	4	1.0	1.1	13.5
	-3	1	.3	.3	13.8
	-2	1	.3	.3	14.0
	0	192	48.0	53.9	68.0
	1	3	.8	.8	68.8
	5	18	4.5	5.1	73.9
	10	18	4.5	5.1	78.9

	15	9	2.3	2.5	81.5
	19	1	.3	.3	81.7
	20	22	5.5	6.2	87.9
	25	6	1.5	1.7	89.6
	30	20	5.0	5.6	95.2
	35	3	.8	.8	96.1
	40	4	1.0	1.1	97.2
	46	1	.3	.3	97.5
	50	2	.5	.6	98.0
	55	2	.5	.6	98.6
	60	1	.3	.3	98.9
	70	2	.5	.6	99.4
	71	1	.3	.3	99.7
	80	1	.3	.3	100.0
	Total	356	89.0	100.0	
Missing	System	44	11.0		
Total		400	100.0		

Favor agreement with international companies to develop desal at Rosarito Beach					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	217	54.3	54.3	54.3
	No	134	33.5	33.5	87.8

	Don't Know	49	12.3	12.3	100.0
	Total	400	100.0	100.0	

Concern about location in Mexico: water quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No concerns at all	68	17.0	17.3	17.3
	Same concern in U.S. or Mexico	55	13.8	14.0	31.3
	Somewhat more concerned	85	21.3	21.6	52.9
	Much more concerned	185	46.3	47.1	100.0
	Total	393	98.3	100.0	
Missing	DK/REF	7	1.8		
Total		400	100.0		

Concern about location in Mexico: safety and security of pipeline

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No concerns at all	61	15.3	15.5	15.5
	Same concern in U.S. or Mexico	49	12.3	12.4	27.9
	Somewhat more concerned	108	27.0	27.4	55.3
	Much more concerned	176	44.0	44.7	100.0
	Total	394	98.5	100.0	
Missing	DK/REF	6	1.5		
Total		400	100.0		

Concern about location in Mexico: reliability of water deliveries

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	No concerns at all	80	20.0	20.6	20.6
	Same concern in U.S. or Mexico	57	14.3	14.7	35.2
	Somewhat more concerned	104	26.0	26.7	62.0
	Much more concerned	148	37.0	38.0	100.0
	Total	389	97.3	100.0	
Missing	DK/REF	11	2.8		
Total		400	100.0		

Concern about location in Mexico: environmental/ecological impacts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No concerns at all	86	21.5	22.3	22.3
	Same concern in U.S. or Mexico	65	16.3	16.9	39.2
	Somewhat more concerned	100	25.0	26.0	65.2
	Much more concerned	134	33.5	34.8	100.0
	Total	385	96.3	100.0	
Missing	DK/REF	15	3.8		
Total		400	100.0		

Prefer project in U.S. even if took additional 10-15 years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	258	64.5	64.5	64.5
	No	111	27.8	27.8	92.3
	Don't Know	31	7.8	7.8	100.0
	Total	400	100.0	100.0	

Reason #1 for preferring plant in U.S.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jobs	77	19.3	30.7	30.7
	Spend money locally/help local economy	33	8.3	13.1	43.8
	Do not trust Mexico	43	10.8	17.1	61.0
	Crime in Mexico	5	1.3	2.0	62.9
	Patriotism/America first	16	4.0	6.4	69.3
	Control	19	4.8	7.6	76.9
	Water Quality	21	5.3	8.4	85.3
	Reliability-Security	16	4.0	6.4	91.6
	Environment	5	1.3	2.0	93.6
	OSHA standards	1	.3	.4	94.0
	National Security	1	.3	.4	94.4
	Other	14	3.5	5.6	100.0
	Total	251	62.8	100.0	
Missing	DK/REF	6	1.5		
	System	143	35.8		
	Total	149	37.3		
Total		400	100.0		

Reason #2 for preferring plant in U.S.				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Jobs	23	5.8	18.4	18.4
	Spend money locally/help local economy	33	8.3	26.4	44.8
	Do not trust Mexico	21	5.3	16.8	61.6
	Crime in Mexico	3	.8	2.4	64.0
	Will use for drug smuggling	1	.3	.8	64.8
	Patriotism/America first	14	3.5	11.2	76.0
	Control	5	1.3	4.0	80.0
	Water Quality	11	2.8	8.8	88.8
	Reliability-Security	8	2.0	6.4	95.2
	Environment	1	.3	.8	96.0
	OSHA standards	1	.3	.8	96.8
	Other	4	1.0	3.2	100.0
	Total	125	31.3	100.0	
Missing	DK/REF	5	1.3		
	System	270	67.5		
	Total	275	68.8		
Total		400	100.0		

Other reason for preferring plant in U.S.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		295	73.8	73.8	73.8
	Accessible to the environmental laws of the US and security	1	.3	.3	74.0
	Accountability and safer	1	.3	.3	74.3

America has higher quality standards.	1	.3	.3	74.5
Because of safety and would feel more safe about the water being cleaner	1	.3	.3	74.8
Better control and inspection is better	1	.3	.3	75.0
Better quality in the U.S.	1	.3	.3	75.3
California has higher standards than any other state	1	.3	.3	75.5
Cheaper to produce over here and purity of water	1	.3	.3	75.8
Cleaner water	1	.3	.3	76.0
Control	2	.5	.5	76.5
Control and quality	1	.3	.3	76.8
Control and Responsibility	1	.3	.3	77.0
Control and security	1	.3	.3	77.3
Control over quality of water	1	.3	.3	77.5
Cost measures only	1	.3	.3	77.8
Cost would be less	1	.3	.3	78.0
Developing technology here rather than abroad	1	.3	.3	78.3
Do not want to pay foreign countries for resources	1	.3	.3	78.5
Easier to monitor here	1	.3	.3	78.8
Economic impact	1	.3	.3	79.0
Environmental concerns	1	.3	.3	79.3
Environmental reasons	1	.3	.3	79.5
Eventually there should be one built here	1	.3	.3	79.8
For security of the community in case they	1	.3	.3	80.0

contaminate				
For US customers should be built in the US	1	.3	.3	80.3
Guarantee water and safety	1	.3	.3	80.5
Guidelines and the regulations, security of the project	1	.3	.3	80.8
Have our own, independent supply	1	.3	.3	81.0
I like it built here to keep it here in the US	1	.3	.3	81.3
I trust the water quality more in the US there is a lot of corruption in Mex	1	.3	.3	81.5
I'm concerned about Mexico standards	1	.3	.3	81.8
I'm concerned about the sewage in Rosarito.	1	.3	.3	82.0
If its water people are drinking it is a concern if it's coming from Mexico	1	.3	.3	82.3
Independence and reliability of the water	1	.3	.3	82.5
It would be better to be controlled by the US than international	1	.3	.3	82.8
It would be nice to have it close by and we can be self sufficient	1	.3	.3	83.0
It would be safer and cleaner	1	.3	.3	83.3
Maintenance and easy access	1	.3	.3	83.5
Managed well	1	.3	.3	83.8
More control	1	.3	.3	84.0
More control here	1	.3	.3	84.3
More control if in our own country	1	.3	.3	84.5
More control over what is in the backyard	1	.3	.3	84.8
More local control and not having to do with another government bureaucracy.	1	.3	.3	85.0

More reliable	1	.3	.3	85.3
More restrictions here than in other countries as far as safety goes.	1	.3	.3	85.5
More trust	1	.3	.3	85.8
My whole concern is the pipeline	1	.3	.3	86.0
National security	1	.3	.3	86.3
Need to invest in our own infrastructure	1	.3	.3	86.5
OSHA laws more strict	1	.3	.3	86.8
OSHA standards	1	.3	.3	87.0
Our system is much more reliable and safety concerns	1	.3	.3	87.3
Quality and safety	1	.3	.3	87.5
Quality control	3	.8	.8	88.3
Quality in the water, concerned about Mexico and low standards	1	.3	.3	88.5
Quality of water security	1	.3	.3	88.8
Regulations	1	.3	.3	89.0
Safer	2	.5	.5	89.5
Safety	4	1.0	1.0	90.5
Safety and cleanliness of the water	1	.3	.3	90.8
Safety and full control	1	.3	.3	91.0
Safety and quality	1	.3	.3	91.3
Safety and security	1	.3	.3	91.5
Safety environmental impact	1	.3	.3	91.8
Safety of the water and no food and drink regulations	1	.3	.3	92.0

Sanitation	1	.3	.3	92.3
Security	4	1.0	1.0	93.3
Security and quality	1	.3	.3	93.5
Security of the water supply	1	.3	.3	93.8
Security quality	1	.3	.3	94.0
Sewage spillage	1	.3	.3	94.3
So the agents can monitor the quality of the water	1	.3	.3	94.5
So we remain independent of outside sources.	1	.3	.3	94.8
Standards and quality	1	.3	.3	95.0
Standards are higher	1	.3	.3	95.3
Stricter guide lines and safety	1	.3	.3	95.5
Stricter regulations	1	.3	.3	95.8
Stringent rules and regulations more oversight	1	.3	.3	96.0
Supervision	1	.3	.3	96.3
Supposedly more responsible	1	.3	.3	96.5
The lack of water supply, our lack of water supply	1	.3	.3	96.8
The standards would higher	1	.3	.3	97.0
They have better inspection of the water in the US than in Mexico	1	.3	.3	97.3
To be handled in U.S	1	.3	.3	97.5
Trust the quality of the water more	1	.3	.3	97.8
Water quality in Rosarito is really bad.	1	.3	.3	98.0
Water safety and more research and	1	.3	.3	98.3

	domestic water would more cost effective				
	We have better monitoring and we put fluoride and different chemicals in wat	1	.3	.3	98.5
	We might run out of water	1	.3	.3	98.8
	We need the industry here	1	.3	.3	99.0
	We should monitor and govern our selves	1	.3	.3	99.3
	We would have more control of it	1	.3	.3	99.5
	We would have more control over the standards & quality of the water.	1	.3	.3	99.8
	We'd control of it	1	.3	.3	100.0
	Total	400	100.0	100.0	

Like OWD establishing water source indedendent of other water agencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	309	77.3	77.4	77.4
	No	48	12.0	12.0	89.5
	Don't Know	42	10.5	10.5	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	100.0		

Experienced international team increases confidence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	261	65.3	65.3	65.3
	No	94	23.5	23.5	88.8
	Don't Know	45	11.3	11.3	100.0

	Total	400	100.0	100.0	

Effectiveness: Desalinated water will be closely monitored by CA Dept. of Public Health

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	32	8.0	8.3	8.3
	2	9	2.3	2.3	10.6
	3	15	3.8	3.9	14.5
	4	18	4.5	4.7	19.2
	5	52	13.0	13.5	32.6
	6	47	11.8	12.2	44.8
	Very effective	213	53.3	55.2	100.0
	Total	386	96.5	100.0	
Missing	DK/REF	14	3.5		
Total		400	100.0		

Effectiveness: Operator of Rosarito Desalination facility is public traded, well-established global company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all effective	52	13.0	14.6	14.6
	2	10	2.5	2.8	17.4
	3	25	6.3	7.0	24.4
	4	39	9.8	11.0	35.4
	5	79	19.8	22.2	57.6
	6	43	10.8	12.1	69.7
	Very effective	108	27.0	30.3	100.0

	Total	356	89.0	100.0	
Missing	DK/REF	44	11.0		
Total		400	100.0		

q16 and q16arec combined					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	29	7.3	8.0	8.0
	1	6	1.5	1.7	9.7
	2	1	.3	.3	9.9
	3	1	.3	.3	10.2
	4	1	.3	.3	10.5
	5	8	2.0	2.2	12.7
	6	1	.3	.3	13.0
	7	2	.5	.6	13.5
	9	1	.3	.3	13.8
	10	20	5.0	5.5	19.3
	15	4	1.0	1.1	20.4
	20	19	4.8	5.2	25.7
	25	14	3.5	3.9	29.6
	30	30	7.5	8.3	37.8
	33	1	.3	.3	38.1
	35	4	1.0	1.1	39.2
	40	14	3.5	3.9	43.1
	45	5	1.3	1.4	44.5

	50	90	22.5	24.9	69.3
	55	1	.3	.3	69.6
	60	14	3.5	3.9	73.5
	65	2	.5	.6	74.0
	70	17	4.3	4.7	78.7
	75	10	2.5	2.8	81.5
	76	1	.3	.3	81.8
	78	1	.3	.3	82.0
	80	22	5.5	6.1	88.1
	85	1	.3	.3	88.4
	90	14	3.5	3.9	92.3
	95	1	.3	.3	92.5
	100	27	6.8	7.5	100.0
	Total	362	90.5	100.0	
Missing	System	38	9.5		
Total		400	100.0		

Combined increase or decrease in percentage of desalinated water after messages about Mexico

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-100	5	1.3	1.4	1.4
	-90	1	.3	.3	1.7
	-75	1	.3	.3	2.0
	-74	1	.3	.3	2.3
	-68	1	.3	.3	2.6

-65	1	.3	.3	2.8
-60	2	.5	.6	3.4
-55	1	.3	.3	3.7
-50	8	2.0	2.3	6.0
-49	1	.3	.3	6.3
-45	2	.5	.6	6.8
-40	4	1.0	1.1	8.0
-30	6	1.5	1.7	9.7
-26	1	.3	.3	9.9
-25	10	2.5	2.8	12.8
-20	14	3.5	4.0	16.8
-19	1	.3	.3	17.0
-15	5	1.3	1.4	18.5
-10	16	4.0	4.5	23.0
-9	1	.3	.3	23.3
-8	1	.3	.3	23.6
-5	11	2.8	3.1	26.7
-2	1	.3	.3	27.0
-1	2	.5	.6	27.6
0	204	51.0	58.0	85.5
2	1	.3	.3	85.8
5	9	2.3	2.6	88.4
9	1	.3	.3	88.6
10	19	4.8	5.4	94.0

	15	1	.3	.3	94.3
	18	1	.3	.3	94.6
	20	4	1.0	1.1	95.7
	25	1	.3	.3	96.0
	30	1	.3	.3	96.3
	35	2	.5	.6	96.9
	40	1	.3	.3	97.2
	45	3	.8	.9	98.0
	50	4	1.0	1.1	99.1
	54	1	.3	.3	99.4
	70	1	.3	.3	99.7
	75	1	.3	.3	100.0
	Total	352	88.0	100.0	
Missing	System	48	12.0		
Total		400	100.0		

Combined increase or decrease in percentage of desalinated water from beginning to end

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	-100	2	.5	.6	.6
	-99	1	.3	.3	.9
	-80	1	.3	.3	1.1
	-75	3	.8	.9	2.0
	-70	2	.5	.6	2.6
	-60	1	.3	.3	2.9

-56	1	.3	.3	3.2
-55	1	.3	.3	3.4
-50	11	2.8	3.2	6.6
-45	2	.5	.6	7.2
-43	1	.3	.3	7.5
-40	3	.8	.9	8.3
-39	1	.3	.3	8.6
-35	1	.3	.3	8.9
-30	6	1.5	1.7	10.6
-25	6	1.5	1.7	12.4
-20	14	3.5	4.0	16.4
-18	1	.3	.3	16.7
-15	5	1.3	1.4	18.1
-10	11	2.8	3.2	21.3
-9	1	.3	.3	21.6
-5	2	.5	.6	22.1
-2	1	.3	.3	22.4
-1	1	.3	.3	22.7
0	168	42.0	48.3	71.0
5	14	3.5	4.0	75.0
10	27	6.8	7.8	82.8
15	2	.5	.6	83.3
18	1	.3	.3	83.6
20	19	4.8	5.5	89.1

	25	6	1.5	1.7	90.8
	30	11	2.8	3.2	94.0
	35	3	.8	.9	94.8
	40	4	1.0	1.1	96.0
	45	1	.3	.3	96.3
	46	1	.3	.3	96.6
	50	3	.8	.9	97.4
	55	1	.3	.3	97.7
	61	1	.3	.3	98.0
	65	1	.3	.3	98.3
	70	5	1.3	1.4	99.7
	75	1	.3	.3	100.0
	Total	348	87.0	100.0	
Missing	System	52	13.0		
Total		400	100.0		

Trust OWD to provide clean, safe water to district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No trust at all	8	2.0	2.1	2.1
	Not much trust	10	2.5	2.6	4.6
	Some trust	80	20.0	20.6	25.3
	Good amount of trust	169	42.3	43.6	68.8
	Great deal of trust	121	30.3	31.2	100.0
	Total	388	97.0	100.0	

Missing	DK.REF	12	3.0		
Total		400	100.0		

Trust in OWD to obtain water at reasonable price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No trust at all	23	5.8	6.0	6.0
	Not much trust	26	6.5	6.8	12.9
	Some trust	144	36.0	37.8	50.7
	Good amount of trust	124	31.0	32.5	83.2
	Great deal of trust	64	16.0	16.8	100.0
	Total	381	95.3	100.0	
Missing	DK.REF	19	4.8		
Total		400	100.0		

Overall satisfaction with OWD as water service provider

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poor	8	2.0	2.0	2.0
	Poor	9	2.3	2.3	4.3
	Fair	43	10.8	10.9	15.3
	Good	121	30.3	30.8	46.1
	Very Good	116	29.0	29.5	75.6
	Excellent	96	24.0	24.4	100.0
	Total	393	98.3	100.0	
Missing	DK/REF	7	1.8		

Total		400	100.0		

Desalinated water is a good way to serve customers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	348	87.0	87.0	87.0
	No	24	6.0	6.0	93.0
	Don't Know	28	7.0	7.0	100.0
	Total	400	100.0	100.0	

Persons per household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	6.0	6.0	6.0
	2	87	21.8	21.9	28.0
	3	61	15.3	15.4	43.3
	4	113	28.3	28.5	71.8
	5	67	16.8	16.9	88.7
	6	31	7.8	7.8	96.5
	7	10	2.5	2.5	99.0
	8	3	.8	.8	99.7
	9	1	.3	.3	100.0
	Total	397	99.3	100.0	
Missing	DK/REF	3	.8		
Total		400	100.0		

Own/rent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	339	84.8	85.4	85.4
	Rent/Other	58	14.5	14.6	100.0
	Total	397	99.3	100.0	
Missing	DK/REF	3	.8		
Total		400	100.0		

Highest grade/year of school completed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	45	11.3	11.6	11.6
	At least one year of college, trade or vocational school	116	29.0	29.9	41.5
	Bachelor's degree	161	40.3	41.5	83.0
	At least one year of gradutae work	66	16.5	17.0	100.0
	Total	388	97.0	100.0	
Missing	DK/REF	12	3.0		
Total		400	100.0		

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	9	2.3	2.3	2.3
	25-34	47	11.8	12.0	14.2
	35-44	100	25.0	25.4	39.7
	45-54	112	28.0	28.5	68.2

	55-64	71	17.8	18.1	86.3
	65 and over	54	13.5	13.7	100.0
	Total	393	98.3	100.0	
Missing	DK/REF	7	1.8		
Total		400	100.0		

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	165	41.3	44.0	44.0
	Black, not of Hispanic origin	29	7.3	7.7	51.7
	Hispanic or Latino	107	26.8	28.5	80.3
	Asian or Pacific Islander	58	14.5	15.5	95.7
	Native American	6	1.5	1.6	97.3
	Other ethnic group	10	2.5	2.7	100.0
	Total	375	93.8	100.0	
Missing	DK/REF	25	6.3		
Total		400	100.0		

Annual household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $25,000	17	4.3	5.2	5.2
	$25,000 up to but not including $50,000	41	10.3	12.4	17.6
	$50,000 up to but not including $75,000	73	18.3	22.1	39.7

	$75,000 up to but not including $100,000	80	20.0	24.2	63.9
	$100,000 but not including $150,000	85	21.3	25.8	89.7
	$150,000 or more	34	8.5	10.3	100.0
	Total	330	82.5	100.0	
Missing	DK/REF	70	17.5		
Total		400	100.0		

Sex of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	217	54.3	54.3	54.3
	Female	183	45.8	45.8	100.0
	Total	400	100.0	100.0	

How long customer of OWD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	8.0	8.1	8.1
	2	27	6.8	6.8	14.9
	3	17	4.3	4.3	19.1
	4	14	3.5	3.5	22.7
	5	23	5.8	5.8	28.5
	6	24	6.0	6.0	34.5
	7	17	4.3	4.3	38.8
	8	32	8.0	8.1	46.9
	9	19	4.8	4.8	51.6

10	56	14.0	14.1	65.7
11	17	4.3	4.3	70.0
12	24	6.0	6.0	76.1
13	10	2.5	2.5	78.6
14	10	2.5	2.5	81.1
15	11	2.8	2.8	83.9
16	2	.5	.5	84.4
17	4	1.0	1.0	85.4
18	1	.3	.3	85.6
20	16	4.0	4.0	89.7
21	2	.5	.5	90.2
22	2	.5	.5	90.7
23	1	.3	.3	90.9
25	10	2.5	2.5	93.5
26	1	.3	.3	93.7
28	1	.3	.3	94.0
30	10	2.5	2.5	96.5
31	1	.3	.3	96.7
32	2	.5	.5	97.2
33	2	.5	.5	97.7
35	3	.8	.8	98.5
40	3	.8	.8	99.2
45	1	.3	.3	99.5
53	1	.3	.3	99.7

	70	1	.3	.3	100.0
	Total	397	99.3	100.0	
Missing	DK/REF but at least one year	3	.8		
Total		400	100.0		

Language of interview					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	395	98.8	98.8	98.8
	Spanish	5	1.3	1.3	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Importance: Desalinated water is an alternative source of water that can reduce our dependence on imported water and precipitation	386	1	7	6.01	1.350
Importance: Desalinated water is extensively and successfully used in many parts of the world	331	1	7	5.51	1.645
Importance: Desalinated water is soft water and eliminates the need for water softening measures	346	1	7	5.15	1.863

Importance: The desalination process must not harm the ocean	384	1	7	6.02	1.617
Valid N (listwise)	295				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
q16 and q16arec combined	362	0	100	45.44	29.602
q7 and q7arec combined	361	0	100	47.53	28.021
q9 and q9arec combined	364	0	100	50.81	28.954
Valid N (listwise)	345				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Effectiveness: Desalination is a trusted, widely used way to increase water supply	370	1	7	5.62	1.580
Effectiveness: Desalination eases the potential effects of the water crisis	381	1	7	5.94	1.488
Effectiveness: The cost of desalinated water will be about the same as imported water	354	1	7	5.23	1.866
Effectiveness: Desalination ensures a reliable, high quality supply of water for the future	381	1	7	5.85	1.516
Effectiveness: Desalination will help the region become independent from imported water suppliers	379	1	7	5.73	1.627
Valid N (listwise)	327				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Effectiveness: Desalinated water will be closely monitored by CA Dept. of Public Health	386	1	7	5.70	1.894
Effectiveness: Operator of Rosarito Desalination facility is public traded, well-established global company	356	1	7	4.81	2.071
Valid N (listwise)	351				

Elapsed Time	00:00:00.000

Elapsed Time	00:00:00.000

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Persons per household	397	1	9	3.67	1.537
Valid N (listwise)	397				

AGENDA ITEM 4

OTAY WATER DISTRICT

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	March 2, 2011
SUBMITTED BY:	Sean Prendergast, Payroll/AP Supervisor	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)	Joseph R. Beachem, Chief Financial Officer		
APPROVED BY: (Asst. GM):	German Alvarez, Assistant General Manager, Finance and Administration		
SUBJECT:	Director's Expenses for the 2nd Quarter of Fiscal Year 2011		

GENERAL MANAGER'S RECOMMENDATION:

This is an informational item only.

COMMITTEE ACTION: _____

Please see Attachment A.

PURPOSE:

To inform the Board of the Director's expenses for the 2nd quarter of Fiscal Year 2011.

ANALYSIS:

The Director's expense information is being presented in order to comply with State law. (See Attachment B for Summary and C-H for Details.)

FISCAL IMPACT: _____

None.

STRATEGIC GOAL:

Prudently manage District funds.

LEGAL IMPACT: _____

Compliance with State law.

General Manager

Attachments:

A) Committee Action Form

B) Director's Expenses and per Diems

C-H) Director's Expenses Detail

ATTACHMENT A

SUBJECT/PROJECT:	Director's Expenses for the 2nd Quarter of Fiscal Year 2011

COMMITTEE ACTION:

This is an informational item only.

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 B

BOARD OF DIRECTORS' EXPENSES AND PER-DIEMS

FINANCE, ADMINISTRATION, AND COMMUNICATIONS COMMITTEE MEETING
FEBRUARY 16, 2011

Policy 8 requires that staff present the Expenses and Per-Diems for the Board of Directors on a Quarterly basis:

- Fiscal Year 2011, 2nd Quarter.
- The expenses are shown in detail by Board member, month and expense type.
- This presentation is in alphabetical order.
- This information was presented to the Finance, Administration, and Communications Committee on February 16, 2011.

Board of Directors' Expenses and Per-Diems
Fiscal Year 2011 Quarter 2 (Oct 10- Dec 10)

Director Bonilla	$00.00
Director Croucher	$1,200.00
Director Gonzales	$200.00
Director Lopez	$210.00
Director Robak	$895.50
Total	**$2,505.50**

Director Bonilla

Fiscal Year 2011 Quarter 2

	Oct 10	Nov 10	Dec 10
Business Meetings	0.00	0.00	0.00
Director's Fees	0.00	0.00	0.00
Mileage Business	0.00	0.00	0.00
Mileage Commuting	0.00	0.00	0.00
Seminars and Travel	0.00	00.00	0.00
Monthly Totals	**0.00**	**0.00**	**0.00**
Quarterly Total			**$0.00**

Fiscal Year-to-Date 2011 (Jul 10-Dec 10)	**$0.00**

Director Bonilla does not request per diem reimbursements

Meetings Attended			
Meetings Paid			

Director Croucher

Fiscal Year 2011 Quarter 2

	Oct 10	Nov 10	Dec 10
Business Meetings	0.00	0.00	0.00
Director's Fees	600.00	300.00	300.00
Mileage Business	0.00	0.00	0.00
Mileage Commuting	0.00	0.00	0.00
Seminars and Travel	0.00	0.00	0.00
Monthly Totals	**600.00**	**300.00**	**300.00**
Quarterly Total			**$1,200.00**

Fiscal Year-to-Date 2011 (Jul 10-Dec 10)	**$1,800.00**

Meetings Attended	6	4	4
Meetings Paid	6	3	3

Director Gonzales

Fiscal Year 2011 Quarter 2

	Oct 10	Nov 10	Dec 10
Business Meetings	0.00	0.00	0.00
Director's Fees	0.00	200.00	0.00
Mileage Business	0.00	0.00	0.00
Mileage Commuting	0.00	0.00	0.00
Seminars and Travel	0.00	0.00	0.00
Monthly Totals	**0.00**	**200.00**	**0.00**
Quarterly Total			**$200.00**

Fiscal Year-to-Date 2010 (Jul 10-Dec 10)	**$800.00**

Meetings Attended		2	
Meetings Paid		2	

Director Lopez

Fiscal Year 2011 Quarter 2

	Oct 10	Nov 10	Dec 10
Business Meetings	0.00	0.00	0.00
Director's Fees	0.00	100.00	100.00
Mileage Business	0.00	0.00	0.00
Mileage Commuting	0.00	10.00	0.00
Seminars and Travel	0.00	0.00	0.00
Monthly Totals	**0.00**	**110.00**	**100.00**
Quarterly Total			**210.00**

Fiscal Year-to-Date 2011 (Jul 10-Dec 10)	**$870.00**

Meetings Attended		1	1
Meetings Paid		1	1

Director Robak

Fiscal Year 2011 Quarter 2

	Oct 10	Nov 10	Dec 10
Business Meetings	55.00	0.00	0.00
Director's Fees	300.00	200.00	300.00
Mileage Business	9.00	11.00	16.50
Mileage Commuting	2.00	2.00	0.00
Seminars and Travel	0.00	0.00	0.00
Monthly Totals	**366.00**	**213.00**	**316.50**
Quarterly Total			**$895.50**

Fiscal Year-to-Date 2010 (Jul 10-Dec 10)	**$1,982.00**

Meetings Attended	5	2	5
Meetings Paid	3	2	3

Board of Directors' Expenses and Per Diems
Fiscal Year 2011 to Date (Jul 10- Dec 10)

Director Bonilla	$00.00
Director Croucher	$1,800.00
Director Gonzales	$800.00
Director Lopez	$870.00
Director Robak	$1,982.00
Total	**$5,452.00**

Board of Directors' Expenses and Per Diems
Fiscal Year 2011 **Projected** (Jul 10- Jun 11)

Director Bonilla	$00.00
Director Croucher	$3,600.00
Director Gonzales	$1,600.00
Director Lopez	$1,740.00
Director Robak	$3,964.00
Total	**$10,904.00**

OTAY WATER DISTRICT
ADMINISTRATIVE EXPENSES - BOARD
July 1, 2010 - June 30, 2011

		Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Total
		1	2	3	4	5	6	7	8	9	10	11	12	
JAIME BONILLA (DETAILED IN SECTION D):														
5214	Business meetings	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
5281	Director's fees	-	-	-	-	-	-	-	-	-	-	-	-	-
5211	Mileage - Business	-	-	-	-	-	-	-	-	-	-	-	-	-
5211	Mileage - Commuting	-	-	-	-	-	-	-	-	-	-	-	-	-
5213	Seminars and conferences	-	-	-	-	-	-	-	-	-	-	-	-	-
5212	Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
	Total	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
GARY D. CROUCHER (DETAILED IN SECTION E):														
5214	Business meetings	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
5281	Director's fees	-	200.00	400.00	600.00	300.00	300.00	-	-	-	-	-	-	1,800.00
5211	Mileage - Business	-	-	-	-	-	-	-	-	-	-	-	-	-
5211	Mileage - Commuting	-	-	-	-	-	-	-	-	-	-	-	-	-
5213	Seminars and conferences	-	-	-	-	-	-	-	-	-	-	-	-	-
5212	Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
	Total	$ -	$ 200.00	$ 400.00	$ 600.00	$ 300.00	$ 300.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,800.00
DAVID GONZALEZ (DETAILED IN SECTION F):														
5214	Business meetings	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
5281	Director's fees	200.00	100.00	300.00	-	200.00	-	-	-	-	-	-	-	800.00
5211	Mileage - Business	-	-	-	-	-	-	-	-	-	-	-	-	-
5211	Mileage - Commuting	-	-	-	-	-	-	-	-	-	-	-	-	-
5213	Seminars and conferences	-	-	-	-	-	-	-	-	-	-	-	-	-
5212	Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
	Total	$ 200.00	$ 100.00	$ 300.00	$ -	$ 200.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 800.00
JOSE LOPEZ (DETAILED IN SECTION G):														
5214	Business meetings	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
5281	Director's fees	300.00	200.00	100.00	-	100.00	100.00	-	-	-	-	-	-	800.00
5211	Mileage - Business	-	-	-	-	-	-	-	-	-	-	-	-	-
5211	Mileage - Commuting	30.00	20.00	10.00	-	10.00	-	-	-	-	-	-	-	70.00
5213	Seminars and conferences	-	-	-	-	-	-	-	-	-	-	-	-	-
5212	Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
	Total	$ 330.00	$ 220.00	$ 110.00	$ -	$ 110.00	$ 100.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 870.00
MARK ROBAK (DETAILED IN SECTION H):														
5214	Business meetings	$ -	$ 120.00	$ -	$ 55.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 175.00
5281	Director's fees	400.00	200.00	300.00	300.00	200.00	300.00	-	-	-	-	-	-	1,700.00
5211	Mileage - Business	30.50	9.00	21.00	9.00	11.00	16.50	-	-	-	-	-	-	97.00
5211	Mileage - Commuting	2.00	2.00	2.00	2.00	2.00	-	-	-	-	-	-	-	10.00
5213	Seminars and conferences	-	-	-	-	-	-	-	-	-	-	-	-	-
5212	Travel	-	-	-	-	-	-	-	-	-	-	-	-	-
	Total	$ 432.50	$ 331.00	$ 323.00	$ 366.00	$ 213.00	$ 316.50	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,982.00
TOTALS:														
5214	**Business meetings**	**$ -**	**$ 120.00**	**$ -**	**$ 55.00**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 175.00**
5281	**Director's fees**	**900.00**	**700.00**	**1,100.00**	**900.00**	**800.00**	**700.00**	**-**	**-**	**-**	**-**	**-**	**-**	**5,100.00**
5211	**Mileage - Business**	**30.50**	**9.00**	**21.00**	**9.00**	**11.00**	**16.50**	**-**	**-**	**-**	**-**	**-**	**-**	**97.00**
5211	**Mileage - Commuting**	**32.00**	**22.00**	**12.00**	**2.00**	**12.00**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**80.00**
5213	**Seminars and conferences**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
5212	**Travel**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
	Total	**$ 962.50**	**$ 851.00**	**$ 1,133.00**	**$ 966.00**	**$ 823.00**	**$ 716.50**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ -**	**$ 5,452.00**

OTAY WATER DISTRICT
SUMMARY - BOARD OF DIRECTORS EXPENSES
FOR THE PERIOD JULY 1, 2010 THROUGH DECEMBER 31, 2010

DIRECTOR'S NAME: BONILLA, JAIME **ATTACHMENT D**

SECTION D

Account Name	Date	Descriptions	Amount

OTAY WATER DISTRICT
SUMMARY - BOARD OF DIRECTORS EXPENSES
FOR THE PERIOD JULY 1, 2010 THROUGH DECEMBER 31, 2010

DIRECTOR'S NAME: **CROUCHER, GARY** **ATTACHMENT F**

SECTION F

Account Name	Date	Descriptions	Amount
Director's Fee	8/4/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	8/19/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	9/8/2010	WATER CONSERVATION GARDEN MONTHLY MEETING	100.00
	9/15/2010	SPECIAL BOARD OF DIRECTORS MEETING	100.00
	9/16/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	9/20/2010	MEETING WITH DIRECTOR BONILLA	100.00
	10/6/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	10/7/2010	AD HOC COMMITTEE - POLICY 42	100.00
	10/13/2010	WATER CONSERVATION GARDEN MONTHLY MEETING	100.00
	10/14/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	10/15/2010	LAFCO SPECIAL DISTRICTS ADVISORY COMMITTEE	100.00
	10/18/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	11/3/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	11/10/2010	WATER CONSERVATION GARDEN MONTHLY MEETING	100.00
	11/24/2010	LEGAL AD HOC COMMITTEE MEETING	100.00
	12/7/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	12/8/2010	LEGAL AD HOC COMMITTEE MEETING	100.00
	12/10/2010	LEGAL AD HOC COMMITTEE MEETING	100.00
Director's Fee Total			1,800.00
Grand Total			$ 1,800.00

OTAY WATER DISTRICT
SUMMARY - BOARD OF DIRECTORS EXPENSES
FOR THE PERIOD JULY 1, 2010 THROUGH DECEMBER 31, 2010

DIRECTOR'S NAME: **GONZALEZ, DAVID** **ATTACHMENT E**

SECTION E

Account Name	Date	Descriptions	Amount
Director's Fee	7/7/2010	REGULAR BOARD OF DIRECTORS MEETING	$ 100.00
	7/28/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	8/4/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	9/1/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	9/15/2010	BOARD RETREAT MEETING	100.00
	9/16/2010	ENGINEERING AND OPERATION COMMITTEE MEETING	100.00
	11/3/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	11/30/2010	ACWA FALL CONFERENCE 11/30/10 TO 12/3/10	100.00
Director's Fee Total			800.00
Grand Total			$ 800.00

OTAY WATER DISTRICT
SUMMARY - BOARD OF DIRECTORS EXPENSES
FOR THE PERIOD JULY 1, 2010 THROUGH DECEMBER 31, 2010

DIRECTOR'S NAME: **LOPEZ, JOSE** **ATTACHMENT G**

Account Name	Date	Descriptions	SECTION G Amount
Director's Fee	7/6/2010	INTERVIEWS CANDIDATE TO OTAY BOARD OF DIRECTORS	$ 100.00
	7/7/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	7/28/2010	ENGINEERING AND OPERATIONS COMMITTEE MEETING	100.00
	8/4/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	8/19/2010	ENGINEERING AND OPERATIONS COMMITTEE MEETING	100.00
	9/7/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	11/3/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	12/7/2010	ENGINEERING AND OPERATIONS COMMITTEE MEETING	100.00
Director's Fee Total			800.00
Mileage - Commuting	7/31/2010	MEETING - JULY 6, 7 & 28, 2010	30.00
	8/30/2010	MEETING - AUGUST 4 & 19, 2010	20.00
	9/7/2010	MEETING - SEPTEMBER 7, 2010	10.00
	11/3/2010	MEETING - NOVEMBER 3, 2010	10.00
Mileage - Commuting Total			70.00
Grand Total			$ 870.00

OTAY WATER DISTRICT
SUMMARY - BOARD OF DIRECTORS EXPENSES
FOR THE PERIOD JULY 1, 2010 THROUGH DECEMBER 31, 2010

DIRECTOR'S NAME: **ROBAK, MARK** **ATTACHMENT H**

Account Name	Date	Descriptions	SECTION H Amount
Business meetings	8/20/2010	THE SAN DIEGO EAST COUNTY CHAMBER OF COMMERCE - 2ND ANNUAL POLITICS IN PARADISE LEGISLATIVE FORUM.	$ 50.00
	8/10/2010	2ND ANNUAL POLITICS IN PARADISE LEGISLATIVE FORUM	50.00
	10/1/2010	SD EAST COUNTY CHAMBER OF COMMERCE MONTHLY MEETING	20.00
	10/21/2010	CA/NVAWWA-WATER FOR PEOPLE	35.00
	9/10/2010	SD EAST COUNTY CHAMBER OF COMMERCE MONTHLY MEETING	20.00
Business meetings Total			175.00
Director's Fee	7/7/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	7/1/2010	GENERAL MANAGER AD HOC COMMITTEE MEETING	100.00
	7/8/2010	METRO JPA REVIEW	100.00
	7/14/2010	WATER CONSERVATION GARDEN MONTHLY MEETING	100.00
	8/4/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	8/23/2010	FINANCE COMMITTEE MEETING TO DISCUSS AUDIT AND DISTRICT FINANCIAL MATTERS	100.00
	9/1/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	9/15/2010	DISTRICT ANNUAL BOARD WORKSHOP	100.00
	9/16/2010	FINANCE COMMITTEE MEETING TO DISCUSS AUDIT AND DISTRICT FINANCIAL MATTERS	100.00
	10/6/2010	MONTHLY BREAKFAST MEETING - EAST COUNTY CHAMBER OF COMMERCE	100.00
	10/13/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	12/8/2010	WATER CONSERVATION GARDEN MONTHLY MEETING	100.00
	10/19/2010	WATER REUSE MEETING	100.00
	11/3/2010	REGULAR BOARD OF DIRECTORS MEETING	100.00
	11/23/2010	DISCUSS LEGAL COUNSEL RESIGNATION	100.00
	12/6/2010	FINANCE COMMITTEE MEETING TO DISCUSS AUDIT AND DISTRICT FINANCIAL MATTERS	100.00
	12/21/2010	AD HOC COMMITTEE - DESALINATION COMMITTEE	100.00
Director's Fee Total			1,700.00
Mileage - Business	8/30/2010	MEETING - AUGUST 4 & 23, 2010	9.00
	9/30/2010	MEETING - SEPTEMBER 1, 15 & 16, 2010	21.00
	7/31/2010	MEETING - JULY 1, 7, 8, 14 & 22, 2010	30.50
	11/30/2010	MEETING - NOVEMBER 23, 2010	11.00

OTAY WATER DISTRICT
SUMMARY - BOARD OF DIRECTORS EXPENSES
FOR THE PERIOD JULY 1, 2010 THROUGH DECEMBER 31, 2010

DIRECTOR'S NAME: **ROBAK, MARK** **ATTACHMENT H**

Account Name	Date	Descriptions	SECTION H Amount
Mileage - Business	10/31/2010	MEETING - OCTOBER 6 & 19, 2010	9.00
	12/31/2010	MEETING - DECEMBER 6, 8 & 21, 2010	16.50
Mileage - Business Total			97.00
Mileage - Commuting	8/4/2010	MEETING -AUGUST 4, 2010	2.00
	9/1/2010	MEETING - SEPTEMBER 1, 2010	2.00
	7/31/2010	MEETING - JULY 7, 2010	2.00
	11/30/2010	MEETING - NOVEMBER 3, 2010	2.00
	10/31/2010	MEETING - OCTOBER 6, 2010	2.00
Mileage - Commuting Total			10.00
Grand Total			$1,982.00

AB000. 1B3000. 2101. 528101 600.00

EXHIBIT B

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Gary Croucher **Period Covered:**

Employee Number: 7011 **From:** 10/01/10 **To:** 10/31

10

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
1	10/6	Board	Regular Board Meeting		
2	10/7	Committee	Ad Hoc Committee – Policy 42		
3	10/13	JPA	Water Conservation Garden meeting – JPA Rep.		
4	10/14	Committee	Engineering and Operations Committee – Special Meeting		
5	10/15	LAFCO	LAFCO Special Districts Advisory Committee		
6	10/18	Committee	Engineering and Operations Committee - Regular		

ok per JB

Per Diems

0 x
6 x
100.00 =
600.00

Total Meeting Per Diem: $600
($100 per meeting)

Total Mileage Claimed: 0 **miles**

3 NOV 17 AM 8:36

(Director's Signature)

Receipt
GM Approval:

Date: 11.10.2010

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $

AB000. 1B3000. 2101. 528101 300.00

EXHIBIT B

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Gary Croucher **Period Covered:**

Employee Number: 7011 **From:** 11/01/2010 **To:** 11/30/2010

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
✓ 1	11/03	Board	Regular Board Meeting		
✓ 2	11/10	Committee	Water Conservation Garden meeting		
	11/15	Community	Meeting regarding access/egress for Point Parkway		
✓ 3	11/24	Committee	Legal Ad Hoc Committee meeting		
			Per Diems		
			0 • #		
			3 • #		
			100 • 00 =		
			300 • 00 ✓		
			0 • #		

Total Meeting Per Diem: $300
($100 per meeting)

Total Mileage Claimed: 0 miles

Director: ~~**GM Approval:**~~

(~~Director's~~ Signature)
GM Receipt
Date: 1/10/2011

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $

✓ D 1-24-11

'11 JAN 13 AM

AB000 · 1B3000. 2101. 528101 300.00

OTAY

EXHIBIT B

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Gary Croucher **Period Covered:**

Employee Number: 7011 **From:** 12/01/2010 **To:** 12/31/2010

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
✓ 1	12/07	Committee	Engineering and Operations Committee meeting		
✓ 2	12/08	Committee	Legal Ad Hoc Committee meeting		
✓ 3	12/10	Committee	Legal Ad Hoc Committee meeting		
	12/17	Committee	Legal Ad Hoc Committee meeting		

Per Diems

0 ×
3 ×
100 =
300.00

Total Meeting Per Diem: $300
($100 per meeting)

Total Mileage Claimed: 0 miles

(Director's Signature)

GM ~~Approval~~ Receipt **Date:** 1/11/2011

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $

'11 JAN 13 AM 8:53

1-14-11

AB000.1B1000.2101.528101

Recv'd 1/18/11; ok to to process per Pres. Bonilla. 1/19/11

OTAY

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: David Gonzalez **Period Covered:**

Employee Number: 1796 **From:** NOV 1, 2011 **To:** NOV 30, 2011

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
1.	11/03		BOARD MEETING		
2.	11/30		ACWA MEETING, (ACWA Fall Conf 11/30/10 to 12/3/10)		
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					

Per Diems
0.#
2.x
100.00=
200.00=
0.#

Total Meeting Per Diem: $ 200
($100 per meeting)

Total Mileage Claimed: _____ miles

ND 1-28-11

(Director's Signature)

GM Receipt: (See note from Pres) **Date:** 1/14/11

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $_____

OTAY WATER DISTRICT RECEIVED 2011 JAN 20 AM 9:42

[illegible] · 1B4000 · 2101 · 528101 recv'd 1/14/11
1B3000 · 1B4000 · 2101 · 521102 10.00

OTAY

EXHIBIT B

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Jose Lopez **Period Covered:**

Employee Number: 7010 **From:** 11/01/10 **To:** 11/30/10

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
1.	11/03/10	OWD	Regular Board Meeting	20	
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					

Per Diems
0 • #
1 • x
100 • 00 =
100 • 00 #

mileage
0 • #
20 • x
0 • 50 =
10 • 00 #

Total Meeting Per Diem: $ 100.00
(S100 per meeting)

Total Mileage Claimed: 20 miles

(Director's Signature)

GM Reciept: **Date:** 1·19·2011

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $

'11 JAN 25 AM 8:59

1·28·11

AB000.134000.2101.528101 100.00
528101

EXHIBIT B

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Jose Lopez **Period Covered:**

Employee Number: 7010 **From:** 12/01/10 **To:** 12/31/10

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
1.	12/07/10	OWD	Ops & Eng Committee Meeting	Ø	
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.			Per Diems		
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17					
18					

Total Meeting Per Diem: $ 100.00
($100 per meeting)

Total Mileage Claimed: Ø **miles**

(Director's Signature)

GM Reciept: **Date:** 1.19.2011

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $

'11 JAN 25 AM 8:59

1.28.11

HB000. 1B5000. 2101. 528101 300.00
AB000. 1B5000. 2101. 521102 2.00

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Mark Robak **Period Covered:**

Employee Number: 70141010 **From:** 10-1-10 **To:** 10-31-10

3217 Fair Oaks Lane, Spring Valley, CA 91978

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
1	10-1	East County Chamber of Commerce Breakfast	Monthly breakfast meeting – **No Charge**	0	0
2	10-6	Monthly Otay Board Meeting	General District Business	4	6
3	10-13	Water Reuse Meeting	Water reuse legislative updates and speakers on local projects (See Exhibit A - Agenda)	0	0
4	10-19	Finance Committee	Discuss District financial matters	0	12
5	10-21	Water for People Yearly	Yearly update on organizational work throughout the world and hear speaker – **No Charge**	0	0
				4	18

Per Diems
0 *
3 *
100.00 =
300.00

Mileage
0 *
4 *
0.50 =
2.00

Total Meeting Per Diem: $300
($100 per meeting)

Total Mileage Claimed: 22

Mark Robak
(Director's Signature)

received
GM Approval:

Date: 11-18-2010

DEC 15 PM 4:44

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $

12.17.10

AB000 · IB5000 · 2101 · 528101 200.00
AB000 · IB5000 · 2101 · 521102 2.00

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Mark Robak **Period Covered:**

Employee Number: 70141110 **From:** 11-1-10 **To:** 11-30-10

3217 Fair Oaks Lane, Spring Valley, CA 91978

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
✓ 1	11-3	Monthly Otay Board Meeting	General District Business	4	6
✓ 2	11-23	Lunch Meeting with Director Bonilla	Discuss legal counsel resignation	0	16
			Per Diems 2 × 100.00 = 200.00 ✓		
			Mileage 0 ×		
			4 × 0.50 = 2.00 ✓		
				4	22

Total Meeting Per Diem: $200
($100 per meeting)

Total Mileage Claimed: 26 **miles**

Mark Robak
(Director's Signature)

accept
GM ~~Approval~~: _____ **Date:** 1/10/2011

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $_____

✓ RD 1.14.11

'11 JAN 13 AM 8:49

AB000· 1B5000· 2101· 528101- 300.00

OTAY WATER DISTRICT
BOARD OF DIRECTORS
PER-DIEM AND MILEAGE CLAIM FORM

Pay To: Mark Robak **Period Covered:**

Employee Number: 70141210 **From:** 12-1-10 **To:** 12-31-10

3217 Fair Oaks Lane, Spring Valley, CA 91978

ITEM	DATE	MEETING	PURPOSE / ISSUES DISCUSSED	MILEAGE HOME to OWD OWD to HOME	MILEAGE OTHER LOCATIONS
1	12-3	Holiday in the Water Conservation Garden	Annual lighting event and festivities – **No Charge**	0	0
✓ 2	12-6	Finance Committee	Discuss District financial matters	0	12
✓ 3	12-8	Water Conservation Garden	Monthly Meeting / General Business (See Exhibit A - Agenda)	0	9
4	12-17	Rancho San Diego-Jamul Chamber of Commerce	Monthly Meeting – Holiday Mixer – **No Charge**	0	0
✓ 5	12-21	Ad-Hoc Desalination Committee	Discuss progress of potential Desal project with NSC Agua	0	12
			Per Diems		
			0 *		
			3 * x		
			100 * =		
			300.00 * ✓		
				0	33

Total Meeting Per Diem: $300
($100 per meeting)

Total Mileage Claimed: 33 **miles**

Mark Robak
(Director's Signature)

Receipt
GM Approval: _____ **Date:** 1/11/2011

FOR OFFICE USE: TOTAL MILEAGE REIMBURSEMENT: $_____

11 JAN 13 AM 8:49

AD
1-14-11

AGENDA ITEM 5

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	March 2nd, 2011
SUBMITTED BY:	Frank Anderson, Utility Services Manager	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)	Pedro Porras, Chief, Water Operations		
APPROVED BY: (Asst. GM):	Manny Magaña, Assistant General Manager, Engineering & Operations		
SUBJECT:	Purchase of one class 8 Hydro-Excavator		

GENERAL MANAGER'S RECOMMENDATION:

That the Board authorizes the General Manager to issue a purchase order to Haaker Equipment Company in the amount of $305,511.87, for the purchase of one (1)new Class 8 Hydro-Excavator.

COMMITTEE ACTION: _____

Please see Attachment "A".

PURPOSE:

To provide bid results and obtain authorization to purchase one (1) new Class 8 Hydro-Excavator identified within the FY11 Capital Purchase Budget.

ANALYSIS:

Included in the approved FY 2011 budget is one (1) new class 8 Hydro-Excavator. Attachment "B" is a photo of a class 8 Hydro Excavator.

The Hydro-Excavator is a new vehicle scheduled to be utilized by the Construction/Maintenance staff. This vehicle is unique from the District's existing vactor as it is configured to excavate more quickly and vacuums from the rear of the vehicle which allows for complex potholing and excavation to expose adjacent

utilities and excavate utility trenches at depths that sometimes reach 15 to 20 feet while performing maintenance and repairs of Otay's water distribution system. This type of hydro-excavation expedites excavations while reducing exposure to deep trench hand digging, especially when excavating around existing utility piping conflicts which in turn, increases crew efficiency. It will assist in efficient and safe repair activities that include main breaks, service line leak repair and replacement, air-vac and blow off upgrades and repairs, large meter vault repair and replacement, valve repair and replacement and potholing for Engineering projects. This unit would also minimize water and silt discharge to the storm drain system and adjacent water bodies.

In accordance with District policy, bids were solicited for the one (1) Class 8 Hydro-Excavator. Of the 3 dealerships solicited three (3) bids were received. Prices received include all applicable fees and taxes.

Dealer	Vehicle Bid	Bid Price
Haaker Equipment Company	International Hydro-Excavator	$305,511.87 ea.
Owen Equipment Company	International Hydro-Excavator	$318,163.07 ea.
Norwood Equipment Company	International Hydro-Excavator	$318,163.07 ea.

FISCAL IMPACT:

The purchase of this vehicle will cost $305,511.87. The total FY11 CIP 2282 Vehicle Capital Purchases budget is $540,000. The initial projection of the Hydro-Excavator purchase was $280,000 however; additional cost is required for 2010 diesel emissions equipment that includes eliminating the secondary diesel engine that runs the excavation component of this vehicle and diverting its power to the primary vehicle diesel engine. This extra cost was not projected at the time this line item was established. Existing expenditures for all planned vehicle purchases, including this vehicle, if approved is $500,392.80 and would complete the vehicle purchases for this fiscal year with a savings of $39,607.20.

Based on the Utility Service Manager's evaluation, the CIP 2282 budget is sufficient to complete the budgeted purchase. The Finance Department has determined that 100% of the funds are available in the replacement fund.

STRATEGIC GOAL:

3.1.1.9: Operate the system to meet demand 24/7.

3.1.1.10: Meet all of the **health-related** water standards.

LEGAL IMPACT:

None.

General Manager

Attachment "A", Committee Action

ATTACHMENT A

SUBJECT/PROJECT:	Purchase of FY 11 Hydro-excavating vehicle

COMMITTEE ACTION:

The Finance, Administrative and Communications Committee reviewed this item at a meeting held on February 16, 2011. The Committee supported Staff's recommendation.

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 "B"

Quality Assurance Approval Sheet

Subject: Approval to purchase class 8 Hydro-excavating vehicle. Project No.: P2282

Document Description: Staff report for the March 2nd, 2011 Board Meeting.

Author: _____ Date: 2-9-11
Signature

FRANK ANDERSON
Printed Name

QA Reviewer: _____ Date: 2-9-11
Signature

DAVE RAHDERS
Printed Name

Manager: _____ Date: 2-9-11
Signature

FRANK ANDERSON
Printed Name

The above signatures attest that the attached document has been reviewed and to the best of their ability, the signers verify that it meets the District quality standard by clearly and concisely conveying the intended information; being grammatically correct and free of formatting and typographical errors; accurately presenting calculated values and numerical references; and being internally consistent, legible and uniform in its presentation style.

AGENDA ITEM 6

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	March 2, 2011
SUBMITTED BY:	Bill Jenkins IT Operations Manager	W.O./G.F. NO:	DIV. NO.
APPROVED BY: (Chief)	Geoff Stevens Chief Information Officer		
APPROVED BY: (Asst. GM):	German Alvarez Assistant General Manager, Finance and Administration		
SUBJECT:	BEGIN FY2011 WIRELESS CENTRAL AND SOUTH DISTRICT PROJECT		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors authorize the General Manager to negotiate and enter into agreements with:

1. Sage Design, Inc. in the amount of $243,792, plus applicable taxes and shipping charges, for FireTide radios and related hardware to continue the FY2011 Otay Water Wireless Network Project to the Central and South District.
2. Prime Electric in an amount not-to-exceed $63,838, for installation of electrical and wireless hardware at multiple sites throughout the Central and South District.
3. Henry Brothers in an amount not-to-exceed $183,873, for camera hardware and installation at all North District sites connected to our wireless network.

COMMITTEE ACTION: _____

See "Attachment A".

PURPOSE:

To continue the District's Wireless Project, establishing wireless network connections and other hardware installations to strategic facilities in the Central and South District.

BACKGROUND:

This project has been jointly planned by Operations/SCADA and Information Technology Departments to provide a single solution for reliable and effective communication capabilities to all our major facilities. The project is phased. Phase 1 (FY2009 &

FY2010) tested the suitability and reliability of wireless technology to meet this objective and is complete. Phase 2 implemented this technology to our facilities in the North District reservoirs and pump stations. Phase 3 includes the current FY2011 projects and will expand the technology to the Central and South District reservoir and pump stations.

This request for funds will provide resources for Phase 3 and allow the District to continue the FY2011 Wireless Project to the Central and South District, providing a final wireless network with broadband connection to approximately sixty (60) OWD facilities.

Camera installations will enhance site security, visual inspection and alarming support. Each site in the North District that currently has wireless connectivity will receive two or three cameras for these purposes.

The District has a Capital Improvement Program (CIP) to cover the costs for completing the next phase of the Otay Wireless Project.

The District received the following bids in support of the work required for Phase 3:

1. For the hardware, OWD received three bids from FireTide, Inc. ($270,335), AES Global, Inc. ($255,984), and Sage Design, Inc. ($243,792).

2. For the services, OWD received three bids from Ickler Electric Corporation ($74,680), Gould Electrical Contractors, Inc. ($75,797), and Prime Electrical Services, Inc. ($63,838).

3. For cameras, OWD received three bids from Lakewood Alarm ($198,138), Maxim Security Systems ($200,976), and Henry Brothers Electronics ($183,873).

The District has determined that all bidders are capable of meeting the District's needs and therefore recommends the selection of the lowest bidders: for hardware, Sage Design ($243,792); for services, Prime Electric ($63,838); for cameras, Henry Brothers Electronics ($183,873).

FISCAL IMPACT: RCB

This project will utilize funds from three CIPs: CIP P2485 (hardware), CIP P2469 (services), and CIP P2443 (cameras).

The approved budget for CIP 2485 is $350,000. Expenditures to date are $46,121 and the remaining balance for FY2011 is $303,879. The Project Manager has determined that there are sufficient funds available to cover the proposed hardware purchases.

The approved budget for CIP 2469 is $300,000. Expenditures to date are $130,156 and the remaining balance for FY2011 is $169,644. The Project Manager has determined that there are sufficient funds available to cover the proposed service purchases.

The approved budget for CIP 2443 is $250,000. Expenditures to date are $27,342 and the remaining balance for FY2011 is $222,658. The Project Manager has determined that there are sufficient funds available to cover the proposed camera purchases and installation.

Finance has determined that for P2485, 100% of the funding for this project is available from the Replacement Fund. For P2469 and P2443, funding is available, 40% from the Expansion Fund and 60% from the Replacement Fund.

STRATEGIC GOALS:

These items are in support of the District's Strategic Plan, including the following strategic objectives:

- Develop and deploy the field wireless network for key facilities.
- Optimize functionality, business continuity, bandwidth, and use of SCADA.
- Optimize use of Voice over Internet Protocol (VoIP) and unified messaging.
- Evaluate implementing a fixed network Automated Meter Reading.
- Develop optimized field work processing using integrated technology.
- Update Security Assessment and implement Technology Recommendations.

LEGAL IMPACT:

None.

Mark Watton
General Manager

Attachment A - Committee Action Report

ATTACHMENT A

SUBJECT/PROJECT:	BEGIN FY2011 WIRELESS CENTRAL AND SOUTH DISTRICT PROJECT

COMMITTEE ACTION:

The Finance, Administration and Communications Committee met on February 16, 2011 to review this item. The Committee supports presentation to the full Board for their consideration.

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.

AGENDA ITEM 7

OTAY WATER DISTRICT

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	March 2, 2011
SUBMITTED BY:	Rom Sarno Chief, Administrative Services	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)			
APPROVED BY: (Asst. GM):	German Alvarez Assistant General Manager, Finance and Administration		
SUBJECT:	ADOPT RESOLUTION NO. 4169 AMENDING BOARD OF DIRECTORS POLICY NO. 29, CLAIMS HANDLING PROCEDURE		

GENERAL MANAGER'S RECOMMENDATION:

That the Board adopt Resolution No. 4169 to approve revisions to update Board of Directors Policy 29, Claims Handling Procedures.

COMMITTEE ACTION: _____

See "Attachment A".

PURPOSE:

To request the Board to approve revisions to update Board of Directors Policy 29, Claims Handling Procedures.

ANALYSIS:

After reviewing Policy 29 with General Counsel and Special District Risk Management Authority (SDRMA), the District's Property and Liability carrier, it is recommended that Policy 29 be revised because the applicable Government Code does not require an appeal process for claims filed with the District. Once a claim is investigated by SDRMA and if it is determined that the District is not liable, a rejection letter is sent to the claimant. At the point the claim is rejected by the District, the claimant has six (6) months to file a court action on the claim.

Staff recommendation will remove one step that is not required by the Government Code and will further streamline the claims Handling procedure.

FISCAL IMPACT:

None.

STRATEGIC GOAL:

Improve the efficiency of business processes.

LEGAL IMPACT:

None.

Mark Watton
General Manager

Enclosed

Attachment A - Committee Action Report
Attachment B - Resolution 4169
   Exhibit A - Claims Handling Procedure (Strikethru)
Attachment C - Claims Handling Procedure

ATTACHMENT A

SUBJECT/PROJECT:	ADOPT RESOLUTION NO. 4169 AMENDING BOARD OF DIRECTORS POLICY 29, CLAIMS HANDLING PROCEDURE

COMMITTEE ACTION:

The Finance, Administration and Communications Committee met on February 16, 2011 to review this item. The Committee supports presentation to the full Board for their consideration.

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.

RESOLUTION NO. 4169

RESOLUTION OF THE BOARD OF DIRECTORS OF THE
OTAY WATER DISTRICT
AMENDING POLICY NO. 29,
CLAIMS HANDLING PROCEDURE

WHEREAS, the District reviewed Policy 29 with General Counsel and the Special District Management Authority (SDRMA), the District's Property and Liability carrier; and

WHEREAS, it was determined that the Government Statute applicable to Policy 29 does not require an appeal process for claims filed with the District; and

WHEREAS, the Board would like to streamline the claims handling procedure by revising Policy 29 to match Government Statute requirements through the deletion of the appeal process;

WHEREAS, once a claim determined that the District is not liable, a rejection letter is forwarded to the claimant, at which point the claimant has six (6) months to file a court action on the claim; and

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Otay Water District that Policy 29, Claims Handling Procedure, be amended as per Exhibit A to this resolution.

PASSED, APPROVED AND ADOPTED by the Board of Directors of the Otay Water District at a regular meeting held this 2nd day of March, 2011.

Ayes:
Noes:
Abstain:
Absent:

_____
President

ATTEST:

_____
Secretary

Exhibit A

OTAY WATER DISTRICT
BOARD OF DIRECTORS POLICY

Subject	Policy Number	Date Adopted	Date Revised
CLAIMS HANDLING PROCEDURE	29	9/6/95	3/2/11

PURPOSE

To establish a policy for handling claims filed against the District.

BACKGROUND

California Government Code Sections 935 et seq. authorize the District to establish procedures for handling claims and to delegate to the General Manager the authority to settle or deny claims up to certain amounts.

POLICY

The Board of Directors authorizes the General Manager, after consultation with the General Counsel, to settle or deny claims up to the amount of $10,000.

The General Manager shall report to the Board, as an information item, all actions taken on claims at the Board's next regular meeting.

~~In instances where the General Manager denies claims, the letter giving notice of denial of the claim to the claimant shall also advise the claimant that he or she may appeal the decision of the General Manager to the Board within 10 days. If the claimant appeals the denial to the Board and the Board sustains the denial, a second notice of denial shall be sent to the claimant giving six months to file legal action.~~

OTAY WATER DISTRICT
BOARD OF DIRECTORS POLICY

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