

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
March 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. APPROVE THE ISSUANCE OF A PURCHASE ORDER TO CUMMINS CAL PACIFIC, LLC IN THE AMOUNT OF \$63,125.38 FOR THE PURCHASE OF ONE (1) REPLACEMENT EMERGENCY STANDBY GEN-SET FOR THE RALPH W. CHAPMAN WATER RECYCLING FACILITY (ANDERSON) [5 minutes]
4. ADOPT ORDINANCE NO. 529 AMENDING SECTION 36.03, ENCROACHMENT IN DISTRICT EASEMENTS, OF THE DISTRICT'S CODE OF ORDINANCES (ROMERO) [5 minutes]
5. 2011 RESIDENTIAL CUSTOMER OPINION AND AWARENESS SURVEY REPORT (REA AND PARKER RESEARCH, INC.) [15 minutes]
6. APPROVE THE FISCAL YEAR 2011 LEGISLATIVE PROGRAM (BUELNA) [5 minutes]
7. ADOPT ORDINANCE NO. 528 AMENDING SECTION 34, ISSUANCE AND PAYMENT OF WATER BILLS, AND SECTION 53, FEES, RATES, CHARGES AND CONDITIONS FOR SEWER SERVICE, OF THE CODE OF ORDINANCES (MENDEZ-SCHOMER) [5 minutes]

8. ADOPT RESOLUTION NO. 4170 DESIGNATING SPECIFIC STAFF POSITIONS TO BE AUTHORIZED AS AGENTS TO DEAL WITH THE STATE OF CALIFORNIA, OFFICE OF EMERGENCY SERVICES, ON THE DISTRICT'S BEHALF IN ALL MATTERS PERTAINING TO DISASTER ASSISTANCE (BEACHEM) [5 minutes]
9. APPROVE A ONE-YEAR AGREEMENT WITH BROWNSTEIN, HYATT, FARBER AND SCHREK FOR AN AMOUNT NOT-TO-EXCEED \$160,000 FOR COMPREHENSIVE STATE AND FEDERAL LEGISLATIVE ISSUES ADVOCACY (WATTON) [5 minutes]
10. FISCAL YEAR 2011 STRATEGIC PLAN AND PERFORMANCE MEASURES UPDATE REPORT (STEVENS) [10 minutes]
11. 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.

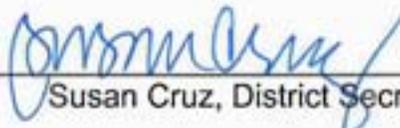
The Agenda, and any attachments containing written information, are available at the District's website at www.otaywater.gov. Written changes to any items to be considered at the open meeting, or to any attachments, will be posted on the District's website. Copies of the Agenda and all attachments are 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 March 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 March 11, 2011.



Susan Cruz, District Secretary



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	Frank Anderson, Utility <i>F.A.</i> Services Manager	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)	Pedro Porras, <i>P.P.</i> Chief, Water Operations		
APPROVED BY: (Asst. GM):	Manny Magaña, <i>M. Magaña</i> Assistant General Manager, Engineering & Operations		
SUBJECT:	Approval to Purchase One (1) Replacement Emergency Stand By Gen-Set for the Ralph W. Chapman Water Recycling Facility		

GENERAL MANAGER'S RECOMMENDATION:

That the Board authorizes the General Manager to issue a purchase order to Cummins Cal Pacific LLC. in the amount of \$63,125.38 for the purchase of one (1) replacement Emergency Stand By Gen-Set for the Ralph W. Chapman Water Recycling Facility (RWCWRF).

COMMITTEE ACTION: _____

See Attachment "A".

PURPOSE:

To obtain Board authorization to purchase a replacement Emergency Stand By Gen-Set for the RWCWRF.

ANALYSIS:

On December 6, 2000 the Board authorized the General Manager to initiate CIP P2366 that provided funding for the repair, retrofit or replacement of District Assets in order to comply with APCD air standard requirements. One (1) existing District Gen-Set is scheduled for replacement due to its age, insufficient electrical output and diesel engine exhaust displacement.

Based on system operation evaluations of work flow history by Fleet supervision and management as well as RWCWRF supervision and management, it is recommended that one (1) new Gen-Set be purchased and the one (1) older Gen-Set unit being replaced be declared surplus. This action would also reduce the District's fuel, maintenance and repair costs.

It should be noted that the existing Gen-Set is 31 years old and underpowered. This replacement activity will also noticeably reduce the District's diesel emissions output as the new Gen-Set is Tier 3 which complies with APCD diesel emissions standards for new Gen-Sets.

In accordance with District policy, bids were solicited for the new Gen-Set. Three (3) bids were received. Prices received include all applicable fees and taxes and delivery.

Dealer	Gen-Set Bid	Bid Price
Cummins Cal Pacific LLC	Cummins Diesel Gen-Set	\$63,125.28
Global Power Group, Inc.	Cummins Diesel Gen-Set	\$73,308.38
Duthie Power Services	Cummins Diesel Gen-Set	\$74,060.93

FISCAL IMPACT:



The purchase of this Gen-Set will cost \$63,125.28 which will be charged against the APCD Engine Replacements and Retrofits CIP 2366.

The total FY11 project budget for the CIP p2366 APCD Engine Replacements and Retrofits is \$442,000. Existing expenditures and current encumbrances for the CIP, including the Gen-Set purchased under this request if approved, are \$203,261.82.

Based on the Utility Service Manager's evaluation, the CIP 2366 budget is sufficient to complete the budgeted purchase.

The Finance Department has determined that 100% of the funds are available in the replacement fund.

Expenditure Summary:

FY11 APCD Engine Replacement CIP 2366 Budget:		\$ 442,000
FY11 Expenditures and Encumbrances to Date: APCD compliance replacement parts for existing fleet.	\$140,136.54	

Proposed Emergency Stand By Gen-Set Purchase:	\$63,125.28	
Total Expenditures and Encumbrances:		\$ 203,261.82
Projected Balance of APCD Engine Replacement FY11 CIP 2366 Budget:		\$ 238,738.18

STRATEGIC GOAL:

Implementation of the APCD engine compliance program per schedule.

LEGAL IMPACT: _____

None.



General Manager

Attachment "A", Committee Action



ATTACHMENT A

SUBJECT/PROJECT:	Approval to Purchase One (1) Replacement Emergency Stand By Gen-Set for the Ralph W. Chapman Water Recycling Facility
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COMMITTEE ACTION:

The Finance, Administration and Communications Committee reviewed this item at a meeting held on March 16, 2011 and supported staffs' 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.

Quality Assurance Approval Sheet

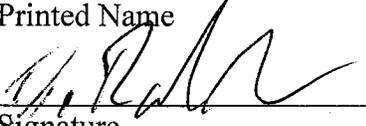
Subject: Approval to purchase Replacement Stand By Gen Set.

Project No.: P2366

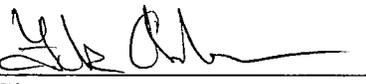
Document Description: Staff report for the April 6th, 2011 Board Meeting.

Author:  Date: 3-10-11
Signature

FRANK ANDERSON
Printed Name

QA Reviewer:  Date: 3-10-11
Signature

DOUG RASMUSSEN
Printed Name

Manager:  Date: 3-10-11
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 4



TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	Daniel R. Shinoff, General Counsel Richard E. Romero, Esq.	W.O./G.F. NO:	DIV. NO.
APPROVED BY:	Mark Watton, General Manager German Alvarez, Assistant General Manager		
SUBJECT:	Revision of Code of Ordinance Provision Regarding the Allowance of Encroachments on District Easements or Rights-of-Way		

RECOMMENDATIONS:

That the Board adopt Ordinance No. 529 enacting the proposed amendment to Section 36.03 of the Code of Ordinance.

COMMITTEE ACTION: _____

See Attachment A.

PURPOSE:

To present to the Board amendments to a Code of Ordinance provision to clarify and update the District's procedures for allowing encroachments on District easements or rights-of-way.

ANALYSIS:

Under the existing provisions of the Code of Ordinance, Section 36.03, the General Manager is authorized to allow encroachments on District easements or rights-of-way for improvements that are removable and which do not exceed \$2,500 in value. All other encroachments must be approved by the Board of Directors. Pursuant to Section 2.01(D) of the Code of Ordinance, however, the General Manager is authorized to execute agreements, contracts, other documents, or commitments on behalf of the District where the amount involved does not exceed \$50,000 (excluding Public Works Contracts, which are awarded in compliance with applicable laws).

The monetary threshold for the General Manager's authority to allow encroachments on District easements or rights-of-way is outdated and is significantly lower than the General Manager's general authority under Section 2.01(D). Because of this discrepancy, the General Manager's authority to allow encroachments is extremely limited, requiring the

Board of Directors to review and consider any encroachments in excess of \$2,500, which could include relatively minor improvements. District staff and the General Counsel believe it is inefficient for the Board of Directors to be required to consider encroachment agreements for improvements with such nominal values. Thus, they believe it would be appropriate to update the Code of Ordinance to increase the General Manger's authority to allow encroachments consistent with the General Manager's general monetary authority under Section 2.01. Increasing the General Manager's authority to allow encroachments would further streamline the process for approving and entering into encroachment agreements. As such, the District staff and the General Counsel believe that it would be in the best interest of the District to revise the relevant language of Section 36.03.

The Staff and the General Counsel recommend that the Board adopt revisions to Section 36.03, as set forth on the attachment to Ordinance No. 529.

FISCAL IMPACT: _____

None at this time.

LEGAL IMPACT: _____

None at this time.



General Manager

Attachment A: Committee Action

Attachment B: Ordinance No. 529, with the following attachments:

- Exhibit 1 – Section 36 of the Code of Ordinance, Strike-thru

Attachment C: Proposed Section 36



ATTACHMENT A

SUBJECT/PROJECT:	Revision of Code of Ordinance Provision Regarding the Allowance of Encroachments on District Easements or Rights-of-Way
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COMMITTEE ACTION:

This attachment will be updated with the notes from the Finance, Administration and Communications Committee discussion following the committee's meeting scheduled on March 16, 2011.

ORDINANCE NO. 529

AN ORDINANCE OF THE BOARD OF DIRECTORS
OF THE OTAY WATER DISTRICT
AMENDING SECTION 36, ENCROACHMENT IN DISTRICT EASEMENTS,
OF THE DISTRICT'S CODE OF ORDINANCE

BE IT ORDAINED by the Board of Directors of Otay Water District that the language within Section 36.03, Encroachment in District Easements, of the District's Code of Ordinances be amended as per Exhibit 1 attached to this ordinance.

NOW, THEREFORE, BE IT RESOLVED that the amendments to Section 36.03 of the Code of Ordinances shall become effective immediately upon adoption.

PASSED, APPROVED AND ADOPTED by the Board of Directors of the Otay Water District at a regular meeting duly held this 6th day of April 2011, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

President

ATTEST:

District Secretary

SECTION 36 LOCATION OF WATER LINES AND EASEMENTS

36.01 LOCATION OF WATER LINES

A. In Public Right-of-Way or Easements. Water lines constructed by or for this District shall be constructed within public road or street right-of-ways, except where the District has expressly authorized the construction to be made within permanent right-of-way easements.

B. Physical Location.

1. A water line constructed within a public road or street right-of-way shall normally be located within the easterly or southerly half of the right-of-way.
2. A water line constructed within an easement shall normally lie along the centerline of said easement if the easement will not contain other utility lines. If other utility lines are allowed in the water pipeline easement, the water pipeline shall be located within the easterly or southerly half of the easement right-of-way.

36.02 DISTRICT WATER LINE EASEMENTS

A. Width of Easements. District minimum requirements for width of an easement for a water line shall be 20 feet; provided, however, in exceptional cases, the General Manager may accept a permanent easement less than 20 feet in width on condition that the landowner grants to the District an adequate temporary easement for construction purposes together with a right of access to the permanent easement for purposes of maintenance and repair of the water line to be installed.

B. Easements in Subdivisions. The centerline of an easement for a water line within a subdivision or "lot-split" shall be parallel to at least one of the sidelines of the lot or parcel in which the easement is located. The entire width of the easement, as measured at right angles to the said parallel sideline, shall be located within the said lot or parcel.

C. Easements in Unsubdivided Land. The centerline of an easement for a water line in unsubdivided lands shall, whenever practicable, be parallel to one of the sidelines of the parcel of land in which the easement is located. The entire width of the easement, as measured at right angles to the said parallel sideline, shall lie within the said parcel.

36.03 ENCROACHMENT IN DISTRICT EASEMENTS

A. Enforcement Against Encroachments. The General Manager is authorized and directed to institute on behalf of the District any legal action necessary to prevent or remove encroachment by others in, over, or upon District easements and right-of-ways.

B. Allowance of Encroachments. The General Manager may allow encroachment in, over, or upon a District easement or right-of-way if he determines that the encroachment will not interfere with operation of the District's water or sewer systems and will not interfere with the maintenance, repair and replacement of such systems. However, such encroachment shall not be allowed until the property owner requesting the encroachment executes an encroachment agreement, approved by the District. The agreement shall provide, among other conditions, that (i) the cost of removing and replacing the encroachment shall be borne solely by the owner, and (ii) the District will not waive any rights as to its use of said easement or right-of-way, including, but not limited to, the right to enter upon said easement at any time for the purpose of making repairs, modifications, or replacement of any pipeline or road, and (iii) the encroachment will be removed upon 30-days written notice from the District to the owner. The General Manager may grant an extension of such period; however, the extension must be in writing and signed by the General Manager.

The Manager's authority to allow such encroachment shall extend to improvements that are removable and which do not exceed the Manager's monetary authority as set forth in subsection (D) of Section 2.01~~\$2,500 in value.~~ All other encroachments must be approved by the Board of Directors.

36.04 CONCURRENT USE OF DISTRICT EASEMENTS

A. By Governmental Agencies. The Manager is authorized to enter into agreements for concurrent use of District easements by other governmental agencies or public utilities, provided such use does not interfere with the District's utilization of the easement.

B. By Private Persons or Entities. Concurrent use of District easements by persons or entities other than

governmental agencies or public utilities must be approved by the Board of Directors.

SECTION 36 LOCATION OF WATER LINES AND EASEMENTS

36.01 LOCATION OF WATER LINES

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B. By Private Persons or Entities. Concurrent use of District easements by persons or entities other than

governmental agencies or public utilities must be approved by the Board of Directors.



AGENDA ITEM 5

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	Armando Buelna <i>AB</i> Communications Officer	W.O./G.F. NO:	DIV. NO. All
APPROVED BY:			
SUBJECT:	2011 Residential Customer Opinion and Awareness Survey Report		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors receive the findings of the 2011 Residential Customer Opinion and Awareness Survey Report conducted by Rea and Parker Research Inc.

COMMITTEE ACTION:

Please see Attachment A.

PURPOSE:

To present the Board of Directors with the findings of the 2011 Residential Customer Opinion and Awareness Survey Report.

BACKGROUND:

The Otay Water District's Strategic Plan calls for conducting a standardized potable and recycled water customer survey program. The purpose of the survey is to obtain information from customers about the District's programs, activities, and services with the ultimate goal of improving customer service.

The 2011 survey contacted 300 customers selected at random from those residing within the District's service area. Rea and Parker Research Inc. conducted the survey in both English and Spanish from January 6 through 11, 2011. The survey has a margin of error +/- 5.6 percent at a 95 percent confidence level.

The 2011 Residential Customer Opinion and Awareness Survey Report has found high levels of overall satisfaction from customers with the District as their water service provider. Ratings, which had fallen in 2009 survey, have returned to the higher levels.

In this recent survey, 63% of customers rate the District as either excellent or very good. "These ratings are substantially higher than those expressed in the 2009 and 2010 surveys. For example, in 2009, 56% of customers rated the District as either excellent or very good, and, in 2010, 54% indicated either a very good or excellent rating."

Customers also expressed a great deal of confidence in the ability of local water agencies to provide enough water (93% were very confident or somewhat confident). Another 81% report a substantial amount of trust in the Otay Water District to provide clean, safe water.

Customer perception of the upward trend in water rates continues to be reflected in the customer surveys. For instance, 33% perceived an upward trend in water rates in 2005, compared with 71% in 2009 and 70% in 2011. Moreover, as customers perceive rates going up, they are increasingly motivated to conserve water (71% in 2011 versus 61% in 2008).

In other significant findings, one-half of the respondents to the survey expressed a preference in receiving their water bill by email instead of through the Postal Service. This preference has increased steadily since 2008 (when 24% expressed interest in receiving their bill by email) and 2009 (when 35% expressed preference for email).

As an equally significant finding, nearly three fifths of respondents (58%) would prefer to receive their bill by email and then proceed to make their payment by one of the various paperless methods other than by check or cash.

Customers are also quite positive about the potential for the District to use social media to better serve their needs (nearly one-half of customers use a least one form of social media such as Facebook or YouTube). Approximately two-fifths of customers (range of 38% to 42%) provided an affirmative response to five specific potential uses of social media (such as asking questions or making comments about customer service, distributing information, emergency information, notifying customers about construction, or providing industry news).

More complete information on the survey's findings is contained in the Executive Summary and the full report (Attachment B).

In conclusion, the 2011 survey report states that among customers, "there are strong indications of support for the work of the Otay Water District", and customers continue to "demonstrate a high level of satisfaction with the District as their provider of water service".

FISCAL IMPACT:



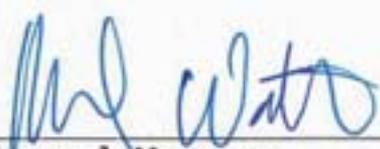
This is an informational item only. There is no fiscal impact.

STRATEGIC GOAL:

This project is consistent with the following Strategic Plan Goals:
1.1.1.1 Implement a standardized Potable and Recycled Water Customer Survey.

LEGAL IMPACT:

None.



General Manager

Attached

- Attachment A - Committee Action Report
- Attachment B - 2011 Residential Customer Opinion and Awareness Survey Report
- Attachment C - 2011 Residential Customer Opinion and Awareness Survey PowerPoint Presentation



ATTACHMENT A

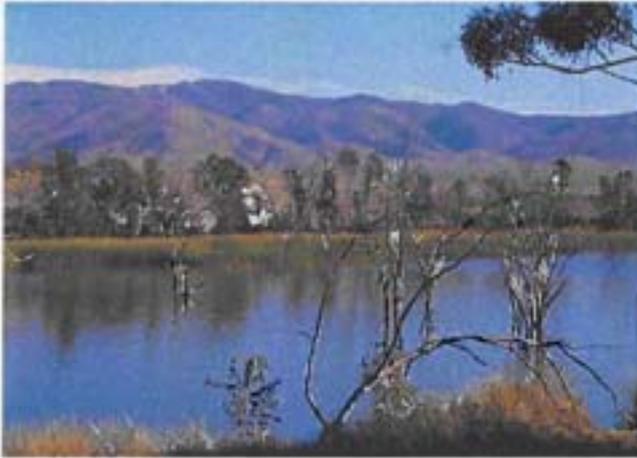
SUBJECT/PROJECT:	2011 Otay Water District Customer Opinion and Awareness Survey
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COMMITTEE ACTION:

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.

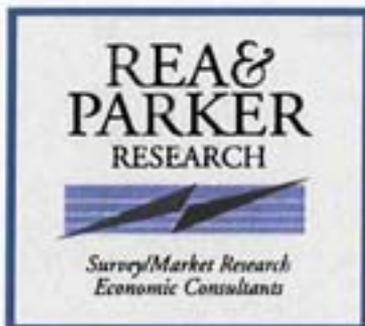
ATTACHMENT B



**Otay Water District
2011 Residential
Customer Opinion and
Awareness Survey
Report**



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



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

February, 2011

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Otay Water District 2011 Residential Customer Opinion and Awareness Survey

Executive Summary

The Otay Water District has elected to conduct a statistically reliable customer opinion and customer awareness telephone survey among residential customers. The purpose of the survey is twofold – first, to provide information concerning customer satisfaction and customer awareness of water issues and secondly to compare the results of this 2011 study with the results of the 2005, 2006, 2008, and 2009 Residential Customer Opinion and Awareness Surveys as well as the 2010 Ocean Water Desalination Opinion Survey where data are comparable for a limited number of questions only.

Sample

The survey was conducted by a random telephone sample of 300 respondents, which equates to a margin of error of +/- 5.6% at the 95% confidence level.

Respondents are predominantly White (56 percent) and Hispanic/Latino (26 percent) and earn an annual median household income of \$80,400 (32 percent earning \$100,000 or more and 6 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 15 years. Among these respondents, 58 percent possess a Bachelor's degree or more, with 16 percent having a high school education or less. Survey respondents are largely homeowners (97 percent) with a mean household size of 2.83.

Survey Findings

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

- Demographic Statistics/Respondent Characteristics
- Customer Satisfaction and Confidence and Trust in Water Reliability
- Water Conservation
- Bill Payment
- Publications and Website
- Social Media
- Alternative Water Supplies: Recycling and Desalination
- Comparative Rating of Utilities

Customer Satisfaction and Confidence and Trust in Water Reliability

- Customers have a great deal of confidence in the ability of local water agencies to provide enough water for their customers (93 percent either very confident or somewhat confident). These ratings are somewhat higher than the level of confidence portrayed in the 2008 and 2009 General Surveys where 86 percent and 85 percent of respondents

respectively expressed confidence in the ability of local water agencies to provide enough water.

- Otay Water District customers also have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (81 percent either have a great deal of trust or a good amount of trust). Customer trust in the safety and cleanliness of water has grown over time from 2005 to 2011.
- Two-fifths of customers have either a great deal of trust (12 percent) or a good amount of trust (28 percent) in the ability of the Otay Water District to obtain water at reasonable prices. This level of trust is consistent with the findings of the 2009 General Survey, but is a little less than in the 2010 survey.
- Among the 17 percent of customers who have called the Otay Water District for service in the past 6 months, 77 percent indicated that their service was either excellent (26 percent), very good (28 percent), or good (23 percent). The level of satisfaction with customer service calls found in the current survey is slightly lower than the satisfaction levels recorded in the 2005, 2006, and 2008, and 2009 surveys.

Water Conservation

- Customers (70 percent) perceive that there has been an upward trend in water rates. Among those who think that water rates have increased 71 percent indicate that these higher rates have motivated them to conserve water. This is indicative of an increase in the percentage of those who are motivated to conserve water from the 2008 and 2009 surveys.
- Among the 50 percent of customers who indicated that higher water rates have motivated them to conserve water and have taken specific steps to conserve water, during the past 6 months, nearly one fifth (19 percent) spent less time watering outdoors and 14 percent took shorter showers.
- Regarding the level of interest among customers in conserving water, almost three-fourths (64) percent of households characterize their level of interest as high and 34 percent as moderate. This level of interest is consistent with the level portrayed in the 2008 and 2009 surveys and it is higher than the level of interest expressed in 2005 and 2006.
- When asked how their awareness of water conservation had changed during the past year, over two-fifths (43 percent) of customers indicate that it had increased while 40 percent said that it had remained the same.
- Four-fifths of customers indicate that they have automatic sprinklers. Those who adjust their automatic controller do so an average of 4.7 times per year, which is higher than the number of times respondents adjusted their sprinklers in 2009 (4.1 times per year) and 2008 (4.4 times per year).
- Nearly one-half of the respondents (49 percent) have seen or heard of the Water Conservation Garden at Cuyamaca College and 16 percent of all respondents have, in fact, visited Garden. This represents a decline in visitation from the 2009 survey where over one-fourth of respondents (28 percent) visited the Garden.
- Nearly one-half (48 percent) of those who visited the Water Conservation Garden made changes to their landscaping that resulted from that visit. Among those who made changes to their landscaping after their visit to the Garden, nearly two-fifths (39 percent) changed their landscaping to include plants that are water-wise and drought tolerant. Another 17 percent eliminated their landscaping and or/lawn entirely.

Bill Payment

- Over one-half (53 percent) of customers pay their bill on line and over one-quarter (26 percent) pay by sending a check in the mail. It is noteworthy that 61 percent of customers would prefer to pay on-line (8 percent more than actually do so) and 18 percent would prefer to use postal mail (8 percent less than actually do so).
- Among customers who do not pay their bill on-line, nearly two-fifths (37 percent) indicate that they do not pay online because it is easier to maintain accounting and tax records by using other methods of bill payment.
- Among customers who do not pay on-line and have a reason for not doing so, nearly two-fifths (39 percent) do not know how the District can make paying their bill on-line more appealing and nearly one-quarter (24 percent) feel that there is nothing the District can do in this regard. A relatively small percentage (15 percent) of these respondents indicates that discounts on their bill would make paying on-line somewhat more appealing.
- One-half of the customers of the Otay Water District prefer to receive their bill by e-mail instead of through the Postal Service. This preference has increased steadily since 2008 (24 percent expressed interest in receiving their bill by e-mail) and 2009 (35 percent expressed preference for e-mail).
- Nearly three-fifths of customers (58 percent) would prefer to receive their bill from the Districts by e-mail and then proceed to make their payment by one of various paperless methods other than by check or cash.
- Among the 42 percent of customers who indicated that they are unlikely to utilize such a paperless system, over one-fifth (21 percent) voiced the concern that the paperless option does not afford them an adequate paper record and 18 percent indicated that they do not use computers very often.

Publications and Website

- Nearly one-quarter (24 percent) of customers always read the newsletter or bill inserts that come in the mail with the monthly water bill, another 25 percent read these materials most months, and 34 percent read them sometimes, leaving 17 percent who never read the newsletter or bill inserts. This readership pattern is largely consistent with the 2009 survey. The results of the 2009 and 2011 surveys show a substantial increase in readership patterns over 2008 levels.
- The annual Consumer Confidence Report is read by 44 percent of Otay Water District customers. This readership represents a growing trend over previous survey periods.
- Nearly two-fifths (39 percent) of customers have visited the Otay Water District website. This represents a steady increase in visitation since 2005.
- Visitors give the Otay Water District website above average ratings – 66 percent excellent or good, 30 percent fair, and 2 percent poor. These ratings represent an increase over the 2009 survey ratings where 56 percent rated the website as either excellent or good.

Social Media

- Nearly one-half (46 percent) use at least one form of social media. Nearly one-third (30 percent) of respondents use Facebook as a form of social media. One-fifth use YouTube.

- Customers are quite positive about the potential for the Otay Water District to use social media sites to better serve their needs. Approximately two-fifths of customers (range of 38 percent to 42 percent) provide an affirmative response to 5 specific potential uses of social media (ask questions/make comments about customer service; distribute information; emergency information; notify about construction; and provide water industry news).
- Over three-fifths (61 percent) feel that a social media presence is either very important (28 percent) or somewhat important (33 percent). Based on a scale of 1 to 5, where 1 = very important and 5 = very unimportant, customers rated the importance of the Otay Water District having a presence using social media. The mean rating is 2.53 (above the scale midpoint of 3).

Alternative Water Supplies: Recycling and Desalination

- Customers continue to support the use of recycled water for watering landscape along freeways, open space, parks, and golf courses. In the current survey, 92 percent either strongly favor (78 percent) or somewhat favor (14 percent) the use of recycled water for landscape and golf courses. This finding is consistent with all previous surveys since 2005.
- Respondents also support the use of recycled water for watering residential front lawns – 86 percent either strongly favor (67 percent) or somewhat favor (19 percent) such use of recycled water. The more recent surveys conducted in 2011, 2009, and 2008 surveys are much more supportive of using recycled water to water front lawns than are the customers in the 2005 and 2006 surveys.
- The level of support for the use of recycled water to replenish recreational lakes, although not as high as in 2009 (62 percent strongly in favor), is still well above the 2005-2006 levels of support—47 percent strongly in favor versus 30 percent (2006) and 34 percent (2005).
- There is, however, declining support among customers for the use of recycled water to supplement the drinking water supply. In the current survey, 29 percent either strongly favor (16 percent) or somewhat favor (13 percent) supplementing the drinking water in contrast to 40 percent (2008) and 34 percent (2006).
- A considerable proportion of District customers (79 percent) feel that ocean water desalination can be substantially important in maintaining a reliable supply of water in San Diego County (60 percent – very important and 19 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by District customers in the 2009 General Survey (86 percent) and the 2010 Ocean Water Desalination Opinion Survey (88 percent).
- Nearly one-half (46 percent) of District customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility in Mexico. This percentage represents a decline of 8 percentage points from the results of the 2010 survey where 54 percent favored such an agreement.
- Among the 34 percent who oppose the international agreement with Mexico, over two-fifths (41 percent) indicate that they do not trust the quality of water in Mexico and/or they do not trust the Mexican government and 30 percent want the facility constructed in the United States.

Comparative Rating of Utilities

- Otay Water District Customers rate trash collection as the utility with the best value for the money paid by customers followed by water and gas and electric. This represents a reversal from the 2009 ratings where water was rated as the utility with the best value followed by trash collection, but it also represents a return to the rankings of 2008.

Conclusions

There are strong indications of support for the work of the Otay Water District. The results of the 2011 survey continue to show this strength. For example, Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service. Customers also have a great deal of confidence in the ability of the District to provide clean and safe water for its customers.

Customers are very aware that water rates have increased, and this knowledge has prompted a greater motivation to conserve water. Customers continue to support alternative sources of water including the use of recycled water for watering golf courses, open space and along freeways. They also support recycled water for use on lawns and public landscape and in replenishing recreational lakes. Customers also strongly support ocean water desalination but not quite one-half are in favor of an international agreement with Mexico to promote or facilitate desalination.

Readership of the bill inserts, the monthly newsletter and the annual Consumer Confidence Report shows an upward trend. Visitation of the District website is also rising and the rating of the website has increased as well. Customers of the District support the potential use of social media websites by the District to disseminate information and to otherwise communicate with customers.

The results of this survey should be viewed as ratification by the public of the importance and quality of the work done by the District and as an expression of the high value to the public of the work in which the Otay Water District is engaged.

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 approximately 206,000 people within 125.5 square miles in southern San Diego County by purchasing water from the Metropolitan Water District of Southern California through the San Diego County Water Authority and Helix Water District. Sewer services are also provided to portions of the customer base. 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 Otay Water District has elected to conduct a statistically reliable customer opinion and customer awareness telephone survey among its residential customers. The purpose of the survey is twofold – first, to provide information concerning customer satisfaction and customer awareness of water issues and secondly to compare the results of this 2011 study with the results of the 2005, 2006, 2008, and 2009 Residential Customer Opinion and Awareness Surveys as well as the 2010 Ocean Water Desalination Opinion Survey where data are comparable for a limited number of questions only.

Rea & Parker Research was selected to conduct the 2011 study, as it was for the 2005, 2006, 2008, 2009, and 2010 studies. The purpose of the research is to:

- Determine overall satisfaction with the services of the Otay Water District including the level of trust in the District to provide enough water at reasonable rates;
- Determine opinions and perceptions of various issues, including:
 - Water rates
 - Awareness and interest in water conservation
 - Methods of and attitudes toward water conservation
 - Attitudes toward recycling and desalination
 - Formal district communication efforts including the official website
 - Potential use of social media websites to distribute information
 - Customer service
 - Relative value of water service in comparison to other utilities
- 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 the 2005, 2006, and 2008, 2009, and 2010 surveys of District customers, where applicable.

Sample

The survey was conducted by a random telephone sample of 300 respondents in order to secure a margin of error not to exceed +/-5.6 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, 51.0 percent of respondent households do not recall having seen or heard messages about the Cuyamaca College Water Conservation Garden. This means that there is a 95 percent chance that the true proportion of the total population of the District's service area that has not seen or heard these messages is between 56.6 percent and 45.4 percent (51.0 percent +/- 5.6 percent).

Survey respondents were screened to exclude those customers who have not lived in San Diego County 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's about issues related to your household water supply."

The survey was conducted in both English and Spanish. Spanish language respondents comprised 4 percent of the survey population. The distribution of respondents according to gender was 50 percent male and 50 percent female. The survey was conducted from January 6, 2011 to January 11, 2011. **Table 1** shows that 77.8% of those who were actually contacted and did not experience a language barrier participated in the survey.

Report Format

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

- Demographic Statistics/Respondent Characteristics
- Customer Satisfaction and Confidence and Trust in Water Reliability
- Water Conservation
- Bill Payment
- Publications and Website
- Social Media
- Alternative Water Supplies: Recycling and Desalination
- Comparative Rating of Utilities

Table 1 Otay Water District 2010 Desalination Survey Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	240
Busy	16
Answering Machine	628
Not Home—Call Back	225
Language Barrier	10
Refusal	88
Total Unknown	1207
Ineligible	
Disconnect	159
Fax/Wrong Number	146
Total Ineligible	305
Eligible	
Complete	308
Total Attempts	1,820
Cooperation Rate (Complete/(Complete + Refusal))	77.8%

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 will be presented in succinct bulleted format when statistical significance and relevance warrants such treatment.

Lists of all frequencies and open-ended responses to survey questions, as well as the survey instrument, are contained in the Appendix.

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2 presents selected demographic characteristics of the survey respondents. Respondents are predominantly White (56 percent) and Hispanic/Latino (26 percent) and earn an annual median household income of \$80,400 (32 percent earning \$100,000 or more and 6 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 15 years. Among these respondents, 58 percent possess a Bachelor's degree or more, with 16 percent having a high school education or less. Survey respondents are largely homeowners (97 percent) with a mean household size of 2.83.

Respondent characteristics for the general customer sample survey conducted in 2009 (as opposed to the more specific desalination survey in 2010) differ from the 2011 respondent characteristics in the following ways:

- The median income in 2011 (\$80,400) is higher than the median income in 2009 (\$75,700).
- The percentage of households earning an annual income over \$100,000 is 32 percent in 2011 and was 26 percent in 2009.
- Nearly three-fifths (58 percent) of respondents in 2011 have a bachelor's degree or more while in 2009, 51 percent had a bachelor's degree or more.
- The average household size in 2011 (2.83) is lower than the average household size in 2009 (3.28) but is very much in the range of 2005 and 2006.
- The median number of years respondents were customers of the Otay Water District is 15 years in 2011 and was less (12 years) in 2009.

Customer Satisfaction and Confidence and Trust in Water Reliability

SUMMARY: *Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service with almost two-thirds (63 percent) rating the District as excellent (25 percent) or very good (38 percent). These ratings are substantially higher than those expressed in the 2009 and 2010 Surveys and represent a return to the higher satisfaction ratings found in the 2006 and 2008 Surveys.*

Customers have a great deal of confidence in the ability of local water agencies to provide enough water for its customers (93 percent either very confident or somewhat confident). These ratings are somewhat higher than the level of confidence portrayed in the 2008 and 2009 General Surveys where 86 percent and 85 percent of respondents respectively expressed confidence in the ability of local water agencies to provide enough water. Otay Water District customers also have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (81 percent either have a great deal of trust or a good amount of trust). These ratings are consistent with the

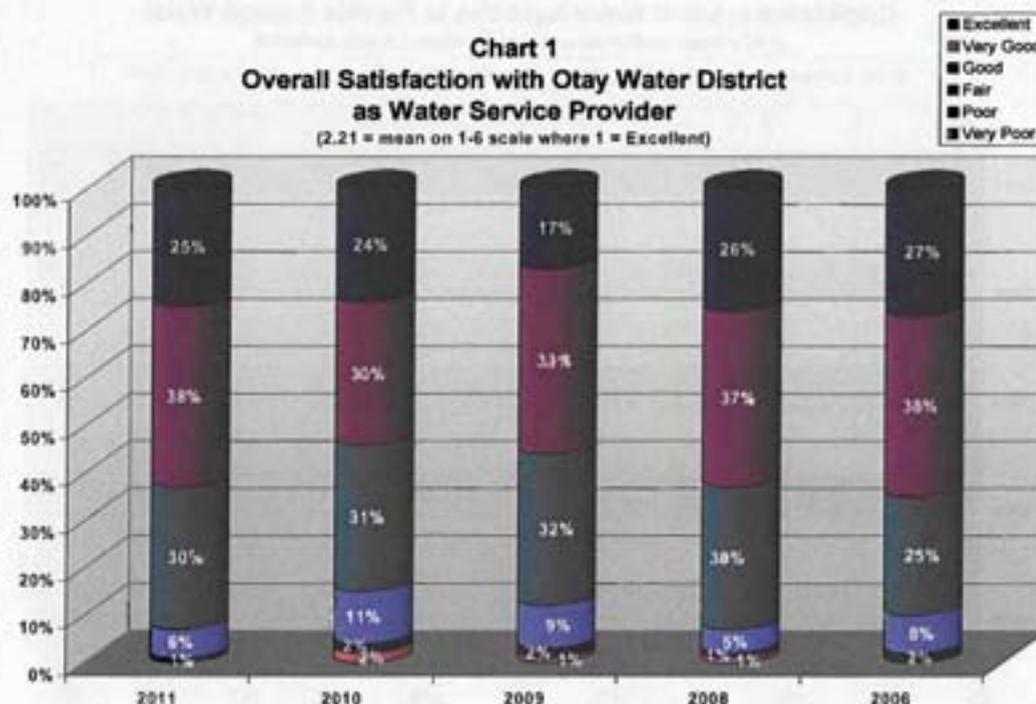
level of trust portrayed in the 2010 survey. Of note is that customer trust has grown over time from 2005 to 2011.

Characteristic	2011	2010	2009	2008	2006	2005
Ethnicity						
<i>White</i>	56%	44%	55%	52%	55%	54%
<i>Hispanic/Latino</i>	26%	29%	28%	30%	29%	24%
<i>Asian/Pacific Islander</i>	14%	15%	8%	8%	9%	15%
<i>Black/African-American</i>	2%	8%	6%	6%	6%	5%
<i>Native American/Other</i>	2%	4%	3%	4%	1%	2%
Annual Household Income						
<i>Median</i>	\$80,400	\$85,600	\$75,700	\$83,500	\$77,500	\$85,000
<i>% over \$100,000</i>	32%	36%	26%	30%	33%	34%
<i>% under \$25,000</i>	6%	10%	8%	5%	6%	2%
Age						
<i>Median</i>	53 years	53 years	53 years	47 years	49 years	47 years
Years Customer of Otay Water District						
<i>Median</i>	15 years	9 years	12 years	8 years	10 years	---
Education						
<i>High School or Less</i>	16%	12%	17%	22%	22%	14%
<i>At Least One Year College, Trade, Vocational School</i>	24%	30%	32%	28%	24%	33%
<i>Bachelor's Degree</i>	34%	41%	39%	33%	35%	25%
<i>At Least One Year of Graduate Work</i>	24%	17%	12%	17%	19%	28%
Own/Rent						
<i>Home Owner</i>	97%	85%	91%	88%	90%	92%
<i>Renter</i>	3%	15%	9%	12%	10%	8%
Persons Per Household						
<i>Mean</i>	2.83	3.67	3.28	2.88	3.27	3.43

Two-fifths of customers have either a great deal of trust (12 percent) or a good amount of trust (28 percent) in the ability of the Otay Water District to obtain water at reasonable prices. Nearly one fifth (19 percent) of customers lacks trust in the District's ability to provide water at reasonable prices – not much trust (13 percent) and no trust at all (6 percent). This level of trust is consistent with the findings of the 2009 General Survey but a little less than demonstrated in the 2010 survey.

Among the 17 percent of customers who have called the Otay Water District for service or help in the past 6 months, more than three-fourths (77 percent) indicated that their service was either excellent (26 percent), very good (28 percent), or good (23 percent). The level of satisfaction found in the current survey is slightly lower than the satisfaction levels recorded in the 2005, 2006, and 2008, and 2009 surveys.

Chart 1 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, 63 percent rate the Otay Water District as either excellent (25 percent) or very good (38 percent). These ratings are substantially higher than those expressed in the 2009 and 2010 Surveys. For example, in 2009, 56 percent of customers rated the Otay Water District as either excellent or very good and, in 2010, 54 percent indicated either a very good or excellent rating. The high satisfaction rating in the current 2011 survey represents a return to the ratings in 2006 (65 percent either very good or excellent) and 2008 (63 percent either very good or excellent).



The high level of satisfaction accorded to the Otay Water District by its customers is further affirmed by the mean satisfaction rating of 2.21. This mean rating is based on a scale of 1 to 6, where 1 = excellent, 2 = very good, 3 = good, 4 = fair, 5 = poor, and 6 = very poor.

Chart 2 indicates that there is a great deal of confidence in the ability of local water agencies to provide enough water for their customers (93 percent very confident or somewhat confident and 7 percent expressing a lack of confidence). These ratings are somewhat higher than the level of confidence portrayed in the 2008 and 2009 General Surveys where 86 percent and 85 percent of respondents respectively expressed confidence in the ability of local water agencies to provide enough water. The current 2011 survey again represents a return to the confidence level expressed in the 2006 and 2008 General Surveys. For example, in the 2006 survey, 94 percent expressed confidence and only 6 percent indicated a lack of confidence in the ability of local water agencies to provide enough water.

- Customers who prefer to communicate in English are more confident than those who prefer Spanish in the ability of local water agencies to provide enough water (English – very confident or somewhat confident – 79 percent versus Spanish – very confident or somewhat confident – 46 percent).

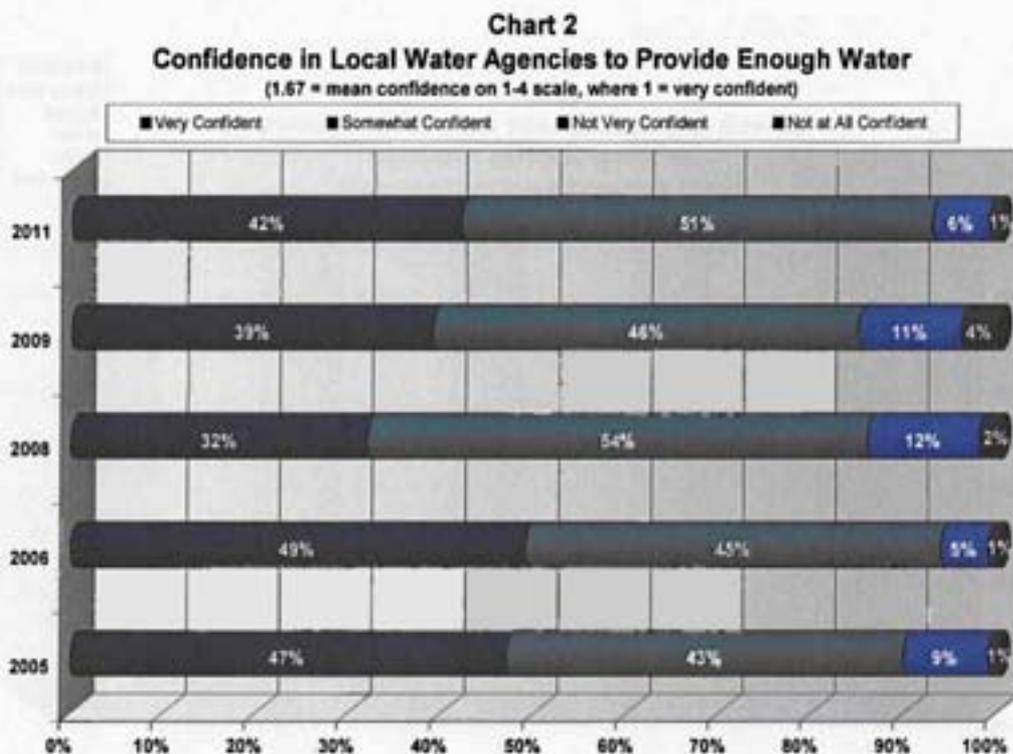
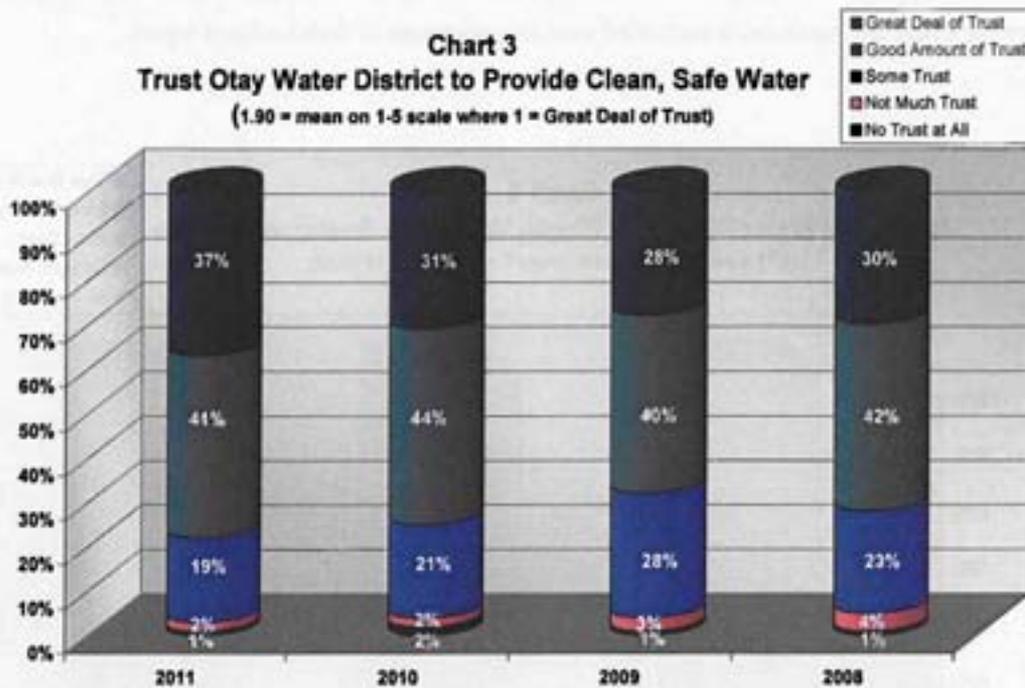


Chart 3 shows that 81 percent have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (37 percent a great deal of trust and 41 percent a good amount of trust). Only 3 percent expressed a lack of trust (2 percent not much trust and 1 percent no trust at all). These ratings are consistent with the level of trust portrayed in the 2010 survey. Customer trust is growing over time. Specifically, in the 2008 and 2009 surveys, customers were less trustful than those in the 2010 and 2011 surveys.

- Males tend to have more trust than do females in the ability of the Otay Water District to provide clean, safe water for its customers (males – mean of 1.78 versus females – mean of 2.01), on a scale of 1 to 4, where 1 = a great deal of trust, 2 = a good amount of trust, 3 = some trust, and 4 = not much trust at all).

Chart 3
Trust Otay Water District to Provide Clean, Safe Water
 (1.90 = mean on 1-5 scale where 1 = Great Deal of Trust)



In 2006 and 2005, respondents were asked about their confidence in Otay Water District to prevent contamination of water supply. In 2006, 29% had "not much" or "no" confidence. In 2005, that percentage was 22%. It should also be noted that there was only one clearly positive option in those surveys, skipping from "great deal of confidence" to "some confidence."

Chart 4 shows that two-fifths of customers have either a great deal of trust (12 percent) or a good amount of trust (28 percent) in the ability of the Otay Water District to obtain water at reasonable prices. Nearly one fifth (19 percent) of customers lacks trust in the District's ability to provide water at reasonable prices – not much trust (13 percent) and no trust at all (6 percent). This level of trust is consistent with the findings of the 2009 General Survey where 39 percent of customers

either exhibited a great deal of trust or a good amount of trust in the ability of the Otay Water District to obtain water at a reasonable price. In 2010, there was an aberration in the trust rating in that nearly one-half of respondents (49 percent) expressed a great deal of trust or a good amount of trust.

It should be well noted that certain statistics and opinions that have emerged from the 2010 Ocean Water Desalination Opinion Survey differ somewhat on occasion with the results of the Customer Opinion and Awareness Surveys (General Surveys). The Desalination Survey had a specific focus and questions were presented to respondents in a different sequence and within a framework and context that was not duplicated in the General Surveys. This specific framework may well have oriented respondents to respond differently than they did in the more general surveys where the questions were varied over an assortment of water-related topics.

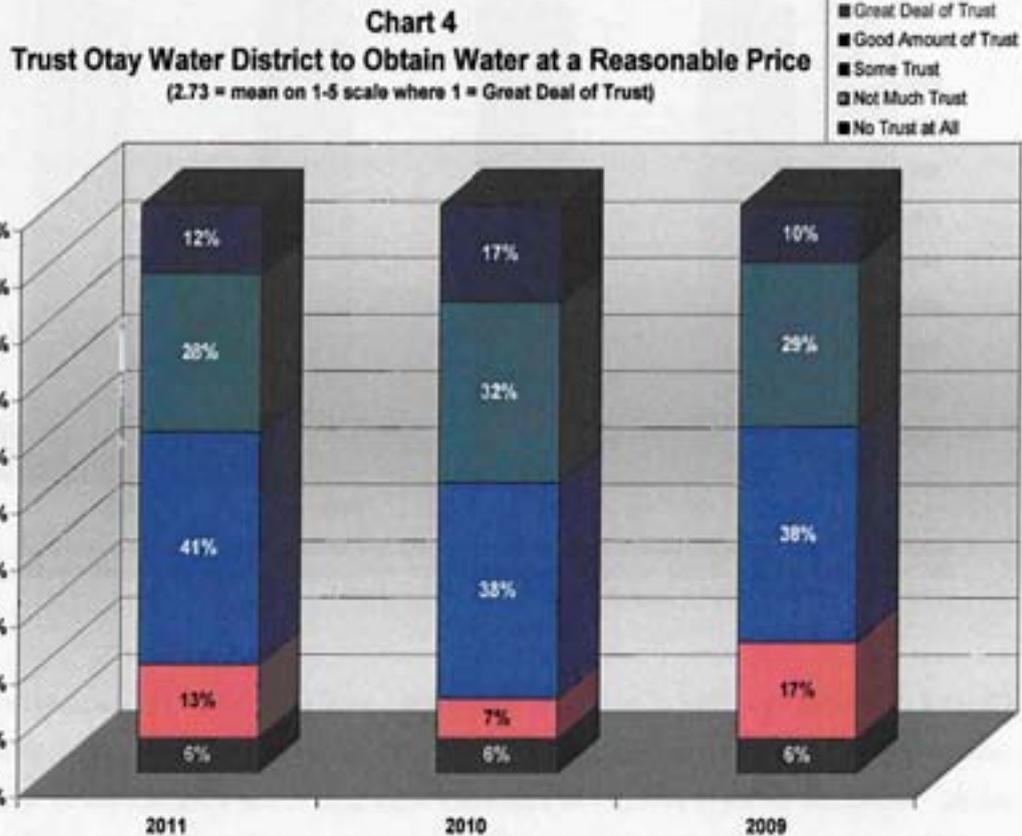


Chart 5 indicates that 17 percent of customers have called the Otay Water District for service or help in the past 6 months. This call rate is the same as the rate in the 2009 survey and is generally consistent with prior surveys, with some deviation in 2008. Among the 17 percent who called for service in 2011, 77 percent indicated that their service was either excellent (26 percent), very good (28 percent), or good (23 percent) (**Chart 6**). This percentage is slightly lower than the satisfaction levels recorded in the 2005, 2006, and 2008, and 2009 surveys. For example, in both the 2008 and 2009 surveys, 82 percent of those who made calls for service rated their service as either excellent, very good, or good. It should be noted, however, that in the 2009 survey, the “very good” option was provided to respondents for the first time.

Chart 5
Called Otay Water District for Service in Past 6 Months

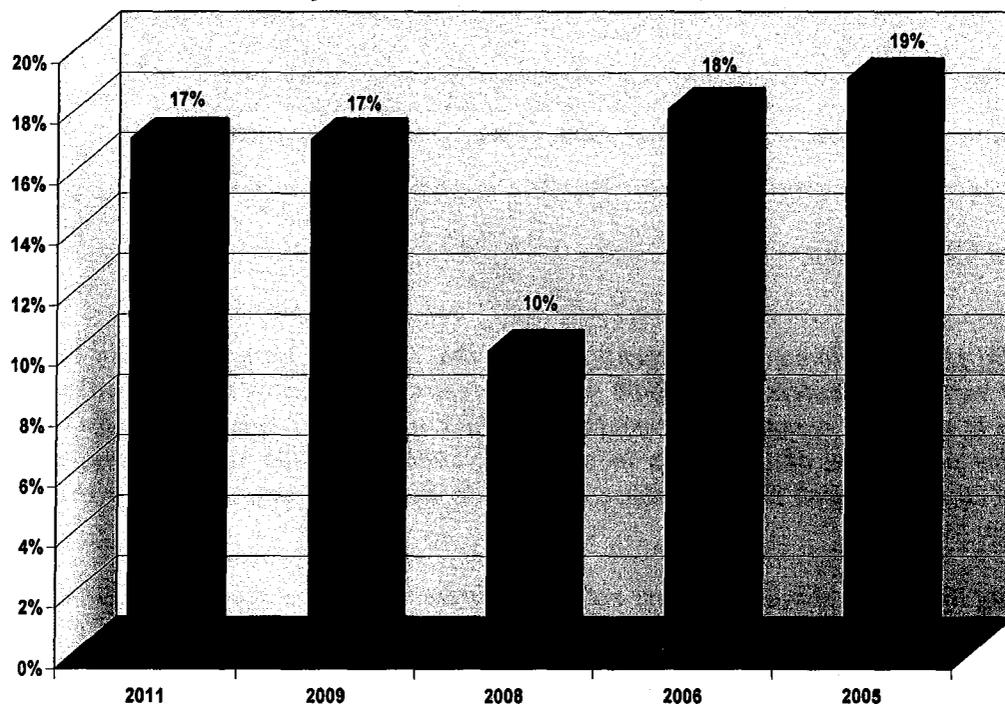
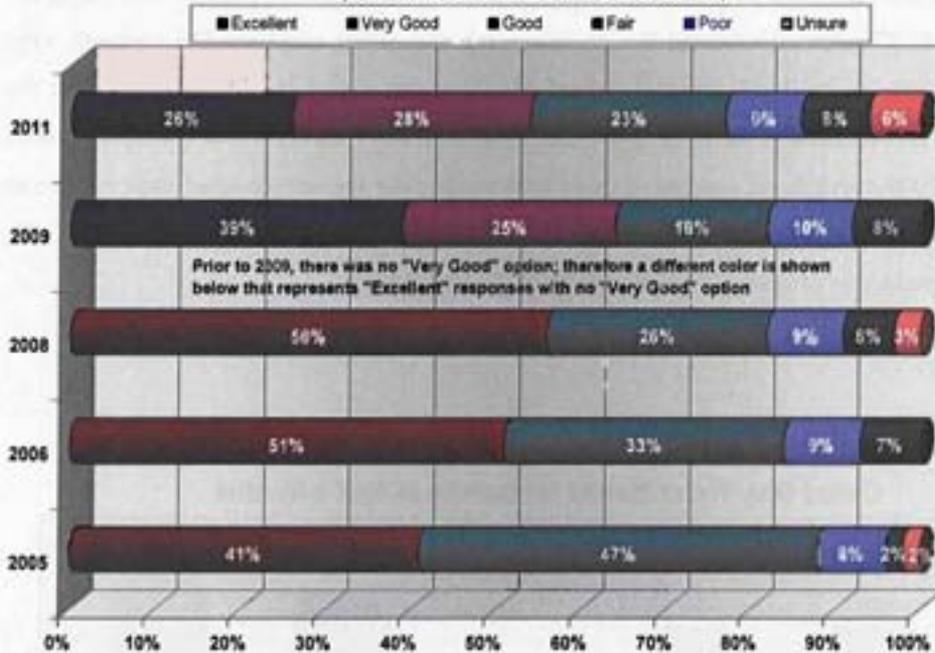


Chart 6
Satisfaction with Customer Service
 (2.60 = mean on 1-5 scale where 1 = Excellent)



Water Conservation

SUMMARY: Customers (70 percent) perceive that there has been an upward trend in water rates. Customers in the 2009 survey perceived an upward trend in water rates much to the same extent as customers do in the current 2011 survey. A substantially smaller percentage of customers in the 2005, 2006, and 2008 surveys thought that water rates increased than did the customers in the current survey and in the 2009 survey.

Among those who think that water rates have increased, 71 percent indicate that these higher rates have motivated them to conserve water. This is indicative of a steady increase in the percentage of those who are motivated to conserve water from the 2008 and 2009 surveys. Among the 50 percent of customers who indicate that higher water rates have motivated them to conserve water and have taken specific steps to conserve water, during the past 6 months, nearly one fifth (19 percent) spend less time watering outdoors and 14 percent take shorter showers.

Regarding the level of interest among all customers in conserving water, almost two-thirds (64) percent of households characterize their level of interest as high and 34 percent as moderate. This level of interest is consistent with the level portrayed in the 2008 and 2009 surveys and it is higher than the level of interest expressed in 2005 and

2006. When asked how their awareness of water conservation had changed during the past year, over two-fifths (43 percent) of customers indicate that it had increased while 40 percent said that it had remained the same. The level of awareness has declined from the 2009 survey where 63 percent of the customers felt that their awareness of water conservation had increased over the previous year. The spike in awareness in 2009 can be explained by the heightened publicity that accompanied water supply issues in 2008 and 2009, in particular.

Four-fifths of customers indicate that they have automatic sprinklers. This is consistent with the results of previous survey periods – ranging from 75 percent in 2006 to 84 percent in 2008. Those who adjust their automatic controller do so an average of 4.7 times per year. This is a small increase in the number of times respondents adjusted their sprinklers from 2008 (4.4 times per year) and 2009 (4.1 times per year).

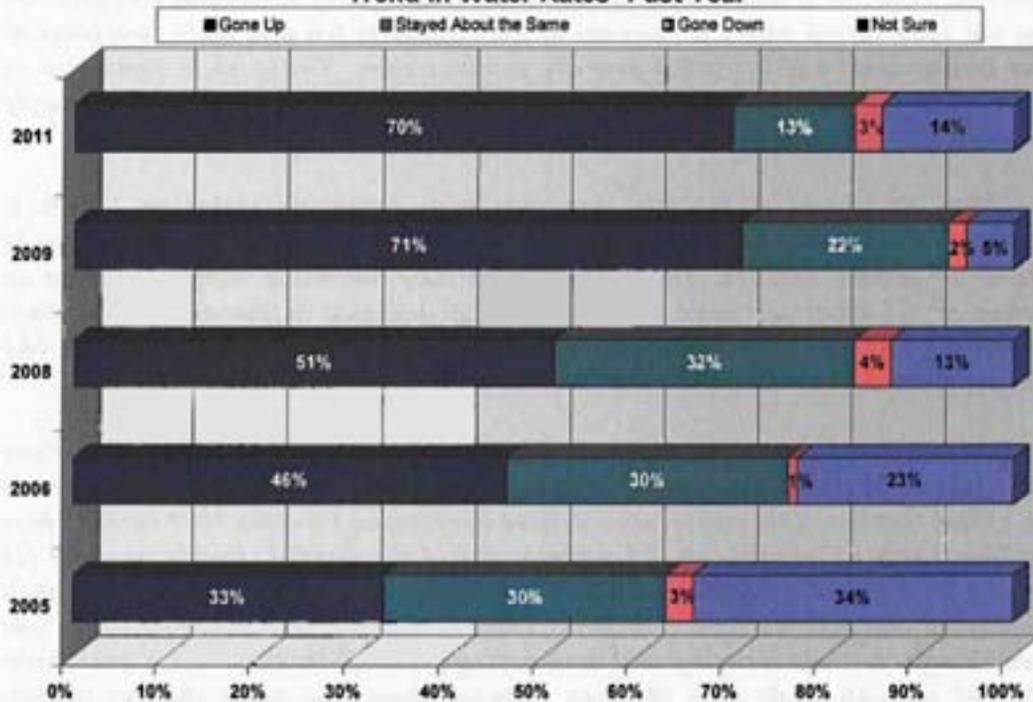
Nearly one-half of the respondents (49 percent) have seen or heard of the Water Conservation Garden at Cuyamaca College and 16 percent of all respondents have, in fact, visited Garden. This represents a decline in visitation from the 2009 survey where over one-fourth of respondents (28 percent) visited the Garden. Nearly one-half (48 percent) of those who visited the Water Conservation Garden made changes to their landscaping that resulted from that visit. This represents a decline from visitors who made changes to their watering and landscaping practices in 2009 where over three-fifths (61 percent) made such changes. Among those who made changes to their landscaping after their visit to the Garden, nearly two-fifths (39 percent) changed their landscaping to include plants that are water-wise and drought tolerant. Another 17 percent eliminated their landscaping and or/lawn entirely.

Water Rates and Conservation: Chart 7 indicates that 70 percent of respondents believe that water rates have increased over the past year and 13 percent think that rates have stayed the same. In the 2009 survey, about the same percentage (71 percent) believed that water rates had gone up over the previous year. A substantially smaller percentage of customers in the 2005, 2006, and 2008 surveys thought that water rates increased than did the customers in the current survey and in the 2009 survey. For example, in 2005, 33 percent thought water rates increased; in 2008, 51 percent thought rates increased – 19 percent less than the comparable percentage in the current survey.

The following relationships, related to changes in water rates, are significant:

- Customers of all income levels other than the lowest (all income levels except under \$25,000 – 73 percent) are more likely to believe that water rates have increased in the past year than are lower income customers (under \$25,000 – 54 percent).

Chart 7
Trend in Water Rates--Past Year



Among those, who think that water rates have increased, 71 percent indicate that these higher rates have motivated them to conserve water. This is indicative of a steady increase in the percentage of those who are motivated to conserve water from the 2008 and 2009 surveys where 61 percent and 66 percent respectively were so motivated (**Chart 8**).

- All ethnic groups except Whites are motivated to conserve water as a result of higher water rates (all ethnic groups excluding Whites – 86 percent versus Whites – 73 percent).

Chart 9 shows that among the 50 percent of customers who indicate that higher water rates have motivated them to conserve water and have taken specific steps to conserve water, during the past 6 months, nearly one fifth (19 percent) spend less time watering outdoors and 14 percent take shorter showers. A smaller percentage of customers washed only full loads of dishes and clothes (11 percent) and did not allow water to run (10 percent). In the 2009 survey (percentages indicated in parentheses on **Chart 9**), customer indicated that they took similar steps in an effort to conserve water.

Chart 8
Conservation Motivated by Higher Rates
 (among 70 percent who think that rates have increased)

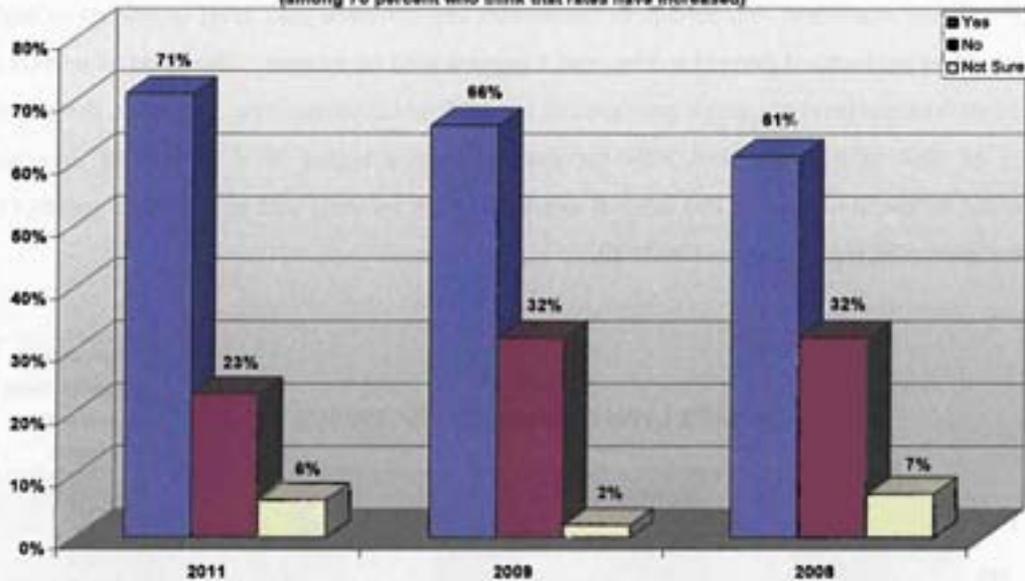
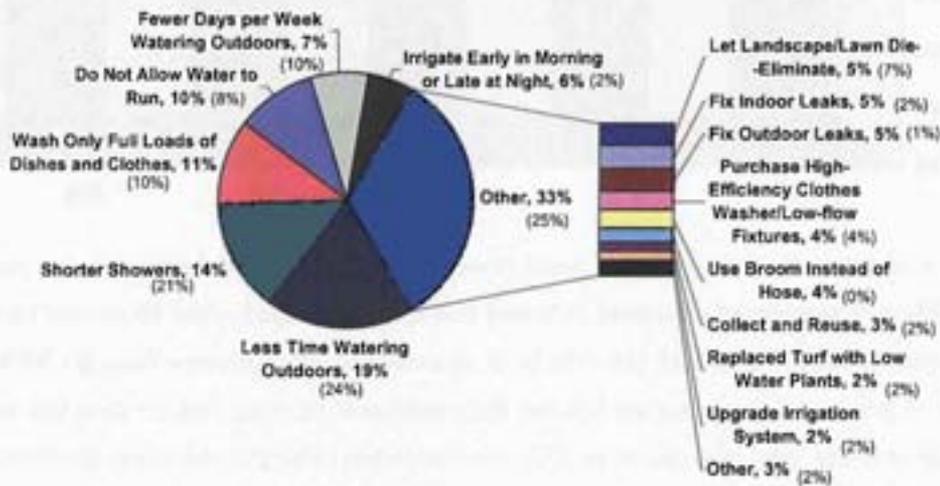
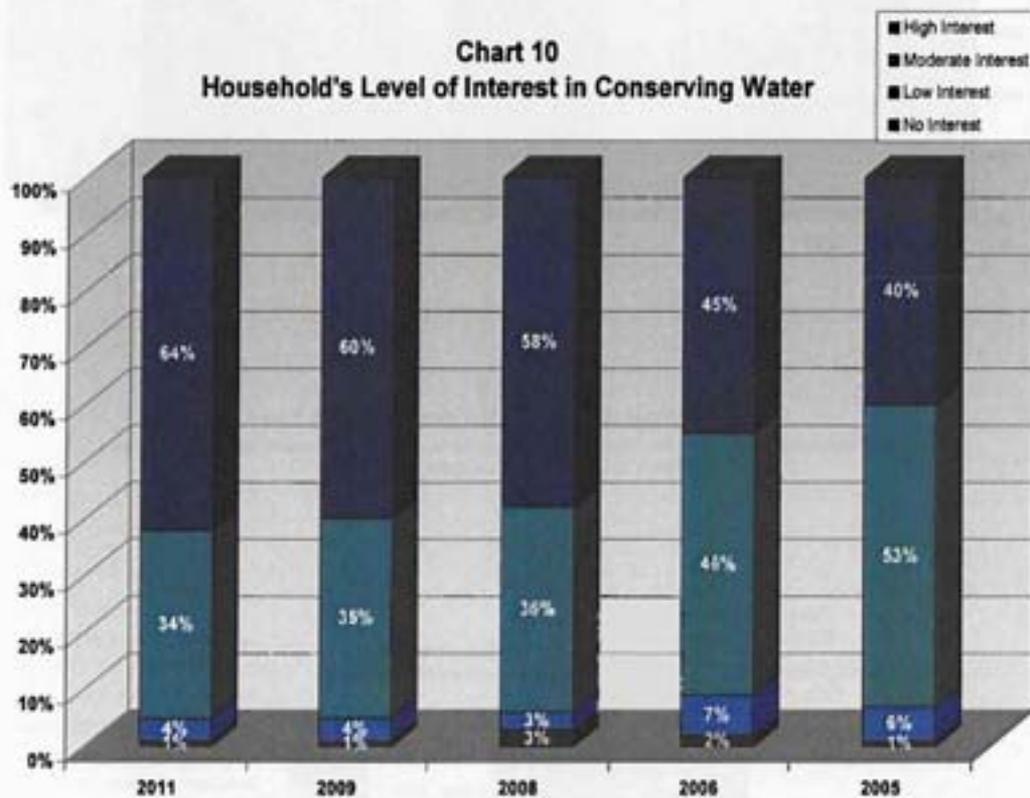


Chart 9
Conservation Steps Undertaken in Past Year
 (by 50 percent who think that rates have increased and have taken conservation steps in response—
 numbers in parentheses are 2009 responses)

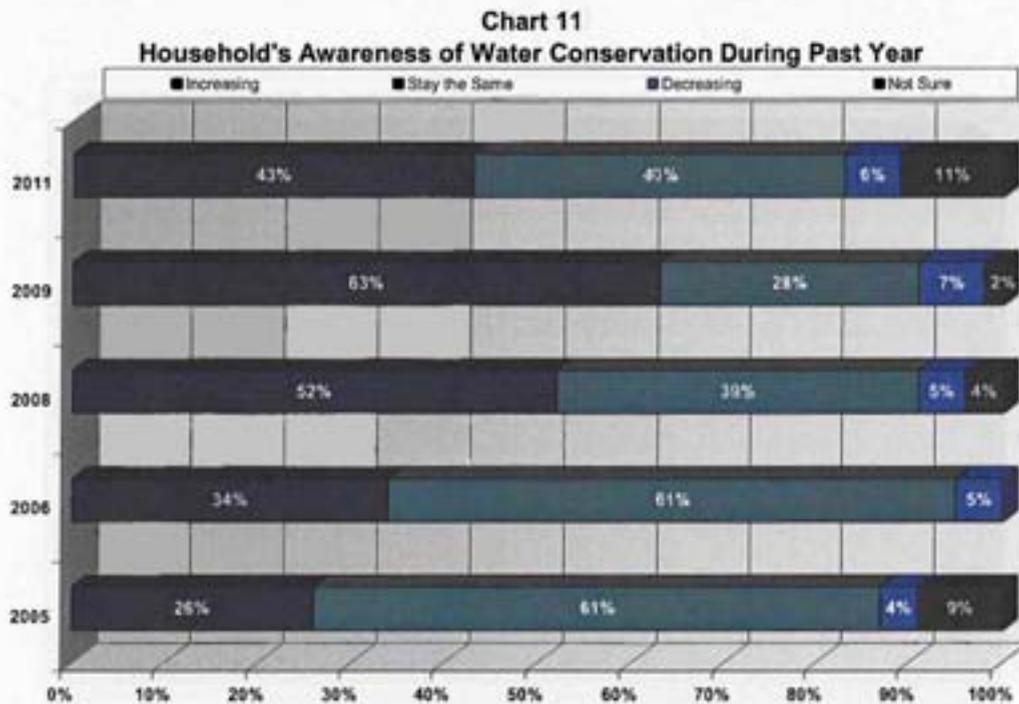


Awareness and Interest in Conservation: Respondents were asked about their level of interest in conserving water with no indication about whether this question pertained to indoor or outdoor usage – almost two-thirds (64) percent of households characterized their level of interest as high, 34 percent as moderate, 4 percent as low, and 1 percent with no interest. This level of interest is consistent with the level of interest portrayed in the 2008 and 2009 surveys. However, the current survey as well as the 2008 and 2009 surveys represent a higher level of interest than was expressed in the 2005 survey (40 percent expressed high interest) and in the 2006 survey (45 percent expressed high interest) –**Chart 10.**



When asked how their awareness of water conservation had changed during the past year, over two-fifths (43 percent) of customers indicated that it had increased while 40 percent said that it had remained the same (**Chart 11**). The level of awareness has decreased from the 2009 survey where 63 percent of the customers felt that their awareness of water conservation had increased over the previous year. Customers in 2009 were subjected to heightened media attention, during the previous year, about water shortages and impending higher water rates and this information may have caused the high increase in their level of awareness about water conservation in 2009.

This explanation is further bolstered by the fact that the awareness level had already increased from the 2005 and 2006 levels, indicating a high level of awareness but one that is not continuing to increase at rates that were derived from a lower baseline of awareness in 2005 and 2006, in particular, as indicated in Chart 10.



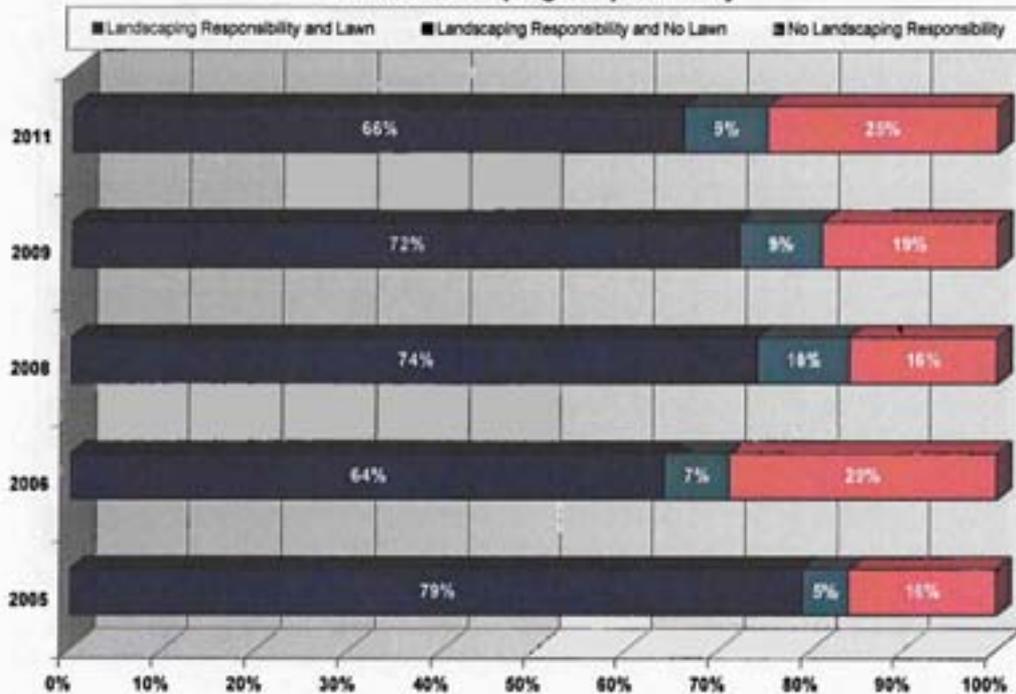
Lawn/Landscaping: Chart 12 indicates that 75 percent of customers have some landscaping area for which their household is responsible. This is largely consistent with the findings of past surveys.

The following relationships, associated with responsibility for outdoor landscaping, are significant:

- Homeowners (76 percent) are more likely to have outdoor landscaping for which someone in the household is responsible than are renters (40 percent).
- Responsibility for outdoor landscaping increases with income (under \$25,000 – 39 percent; \$25,000 and under \$50,000 – 67 percent; \$50,000 and under \$150,000 – 77 percent; and \$150,000 and over – 95 percent).

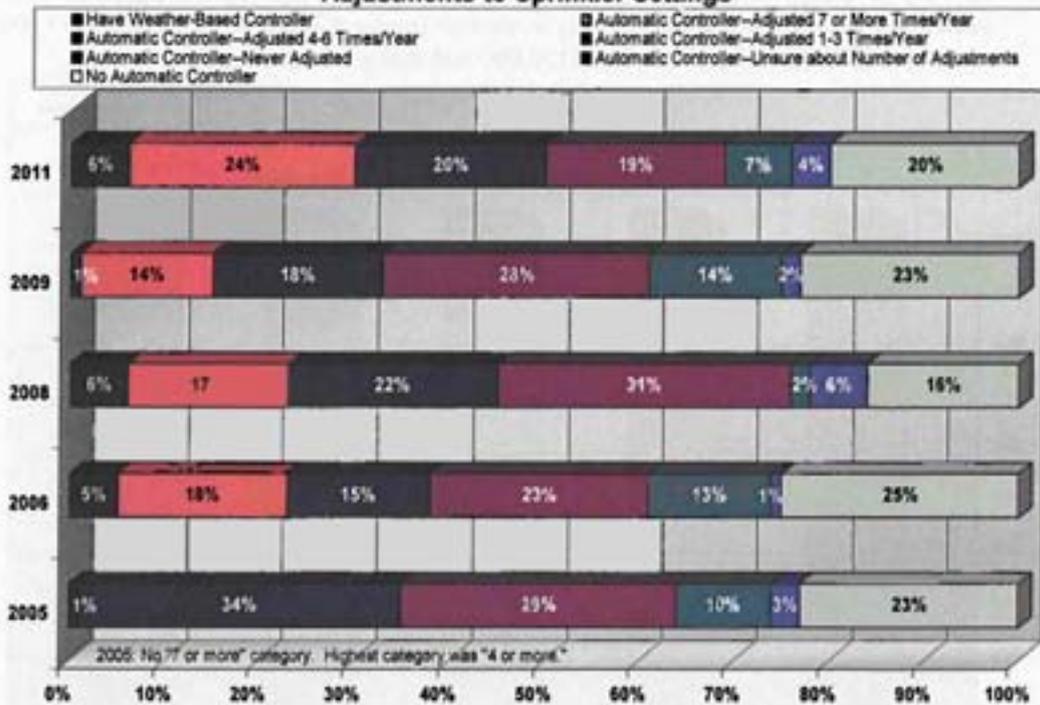
- Responsibility for outdoor landscaping increases with education (54 percent for customers with a high school education or less versus 86 percent for customers with one bachelor's degree or more).
- Whites (84 percent) and Asians (74 percent) versus African-Americans (67 percent) and Latinos (58 percent).
- Customers who prefer to communicate in English (76 percent) versus those who prefer Spanish (33 percent).

Chart 12
Lawn/Landscaping Responsibility



In **Chart 13**, it is demonstrated that 6 percent of the respondents have a weather-based controller. In the current survey, four-fifths of customers indicate that they have automatic sprinklers. This is consistent with the results of previous survey periods – ranging from 75 percent in 2006 to 84 percent in 2008. Those who adjust their automatic controller do so an average of 4.7 times per year. This represents an increase the number of times respondents adjusted their sprinklers in 2009 (4.1 times per year) and 2008 (4.4 times per year).

Chart 13
Adjustments to Sprinkler Settings



Cuyamaca College Water Conservation Garden: A Water Conservation Garden is located at Cuyamaca College in El Cajon. The Garden demonstrates various drought resistant and water efficient plants in an attractive and educational environment. Respondents were asked if they had ever seen or heard about the Garden and nearly one-half of the respondents (49 percent) responded in a positive fashion; 16 percent of all respondents have, in fact, visited the Cuyamaca College Water Conservation Garden. This represents a decline in visitation from the 2009 survey where over one-fourth of respondents (28 percent) visited the Garden. The visitation pattern in the current survey is also lower than the patterns found in the 2005, 2006, and 2008 surveys. **(Chart 14).**

The following subgroups are more likely to have heard or seen something about the Cuyamaca College Water Conservation Garden:

- Homeowners (50 percent) versus renters (10 percent).
- Smaller household sizes (1 person household – 63 percent; 2 person household – 53 percent, 3-4 person household – 43 percent, and 5 or more person households – 27 percent).

- Having information about the Water Conservation Garden increases with education (bachelor's degree or more – 54 percent); high school education or less – 31 percent).
- Hearing or seeing information about the Water Conservation Garden increases with income up to \$75,000 and then begins to decline (under \$50,000 – 30 percent, \$50,000 and under \$75,000 – 69 percent, and \$150,000 and above – 40 percent).

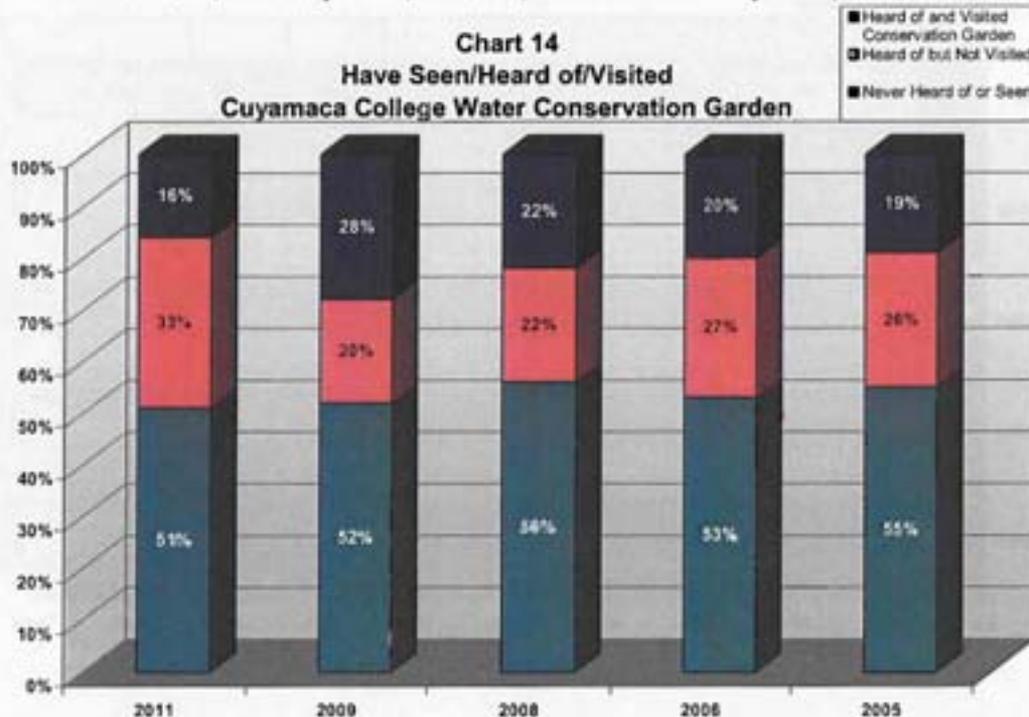


Chart 15 shows that nearly one-half (48 percent) of those who visited the Water Conservation Garden made changes to their landscaping that resulted from that visit. This represents a decline among visitors who made changes to their watering and landscaping practices from 2009 where over three-fifths (61 percent) made such changes. The results of the current survey are more consistent with households in 2005 (45 percent), 2006 (50 percent), and 2008 (48 percent) in terms of those who made changes to their landscaping as a result of visiting the Garden.

Chart 16 indicates the changes made by 48 percent of visitors to the Water Conservation Garden who made changes to their landscaping. Nearly two-fifths (39 percent) changed their landscaping to include plants that are water-wise and drought tolerant. Another 17 percent eliminated their landscaping and or/lawn entirely. In the 2009 survey, customers became particularly oriented to drought tolerant plants as a result of visiting the Garden (54 percent). The secondary change in 2009 was adjustment of sprinklers and reduction of outdoor water usage (17 percent). The elimination of landscaping and lawns was not a major factor in 2009.

Chart 15
Have Made Changes Due to Visit(s) to Water Conservation Garden
 (among 19 percent who have visited)

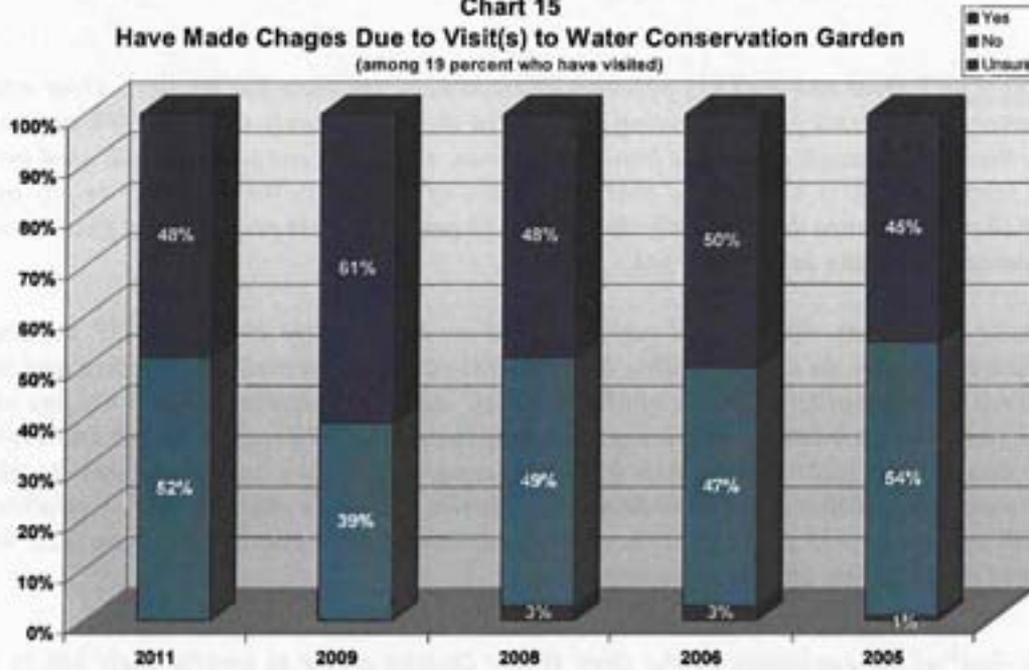
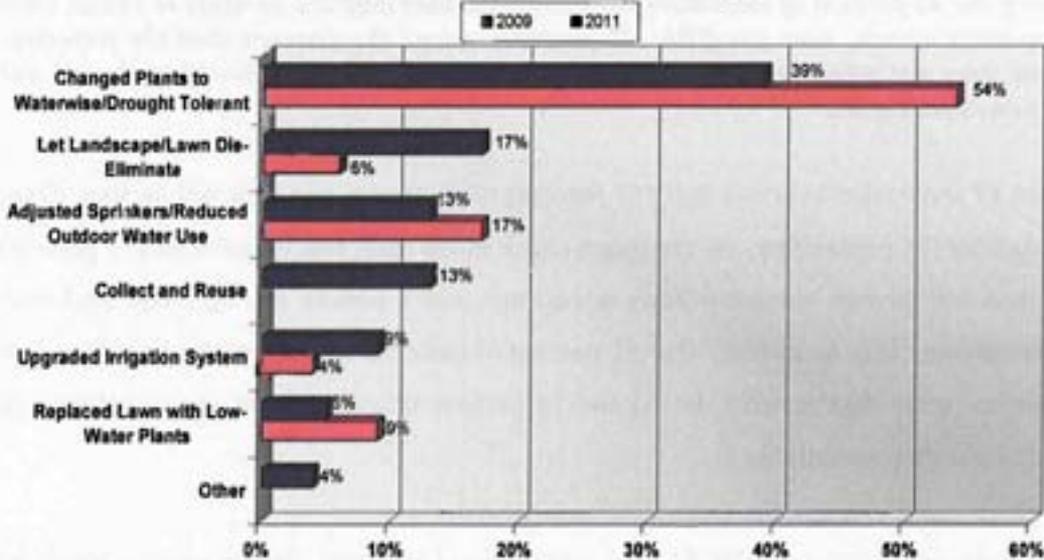


Chart 16
Most Significant Change Made Resulting from Visiting Water Conservation Garden
 (among 9 percent who have visited and made changes)



Bill Payment

SUMMARY Over one-half (53 percent) of customers pay their bill on line. Over one-quarter (26 percent) pay by sending a check in the mail, nearly one-fifth (19 percent) pay their bill through automatic bank deductions, and 2 percent pay by credit card over the telephone. It is noteworthy that 61 percent of customers would prefer to pay on-line (8 percent more than actually do so) and 18 percent would prefer to use postal mail (8 percent less than actually do so).

Among customers who do not pay their bill on-line, nearly two-fifths (37 percent) indicate that they do not pay online because it is easier to maintain accounting and tax records by using other methods of bill payment. Among customers who do not pay on-line and have a reason for not doing so, nearly two-fifths (39 percent) do not know how the District can make paying their bill on-line more appealing and nearly one-quarter (24 percent) feel that there is nothing the District can do in this regard. A relatively small percentage (15 percent) of these respondents indicates that discounts on their bill would make paying on-line more appealing.

One-half of the customers of the Otay Water District prefer to receive their bill by e-mail instead of through the Postal Service. This preference has increased steadily since 2008 (24 percent expressed interest in receiving their bill by e-mail) and 2009 (35 percent expressed preference for e-mail). Nearly three-fifths of customers (58 percent) would prefer to receive their bill from the District by e-mail and then proceed to make their payment by one of various paperless methods other than by check or cash. Among the 42 percent of customers who indicated that they are unlikely to utilize such a paperless system, over one-fifth (21 percent) voiced the concern that the paperless option does not afford a paper record and 18 percent indicated that they do not use computers very often.

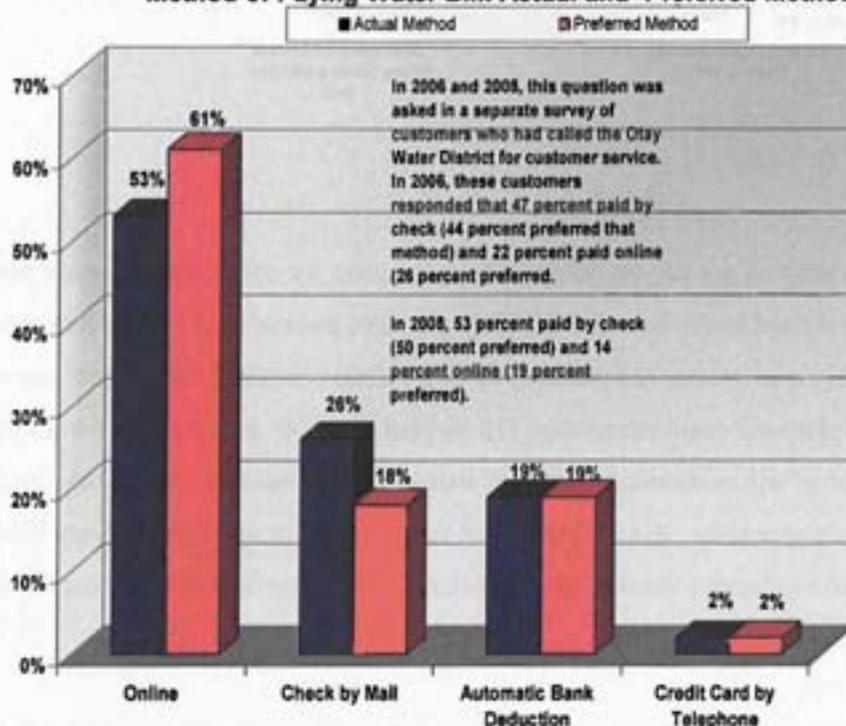
Chart 17 shows that over one-half (53 percent) of customers pay their bill on line. Over one-quarter (26 percent) pay by sending a check in the mail, nearly one-fifth (19 percent) pay their bill through automatic bank deductions, and 2 percent pay by credit card over the telephone. It is noteworthy that 61 percent of customers would prefer to pay on-line (8 percent more than actually do so) and 18 percent would prefer to use postal mail (8 percent less than actually do so).

The results of the 2006 and 2008 Call Center surveys (separate opinion surveys about the quality of customer service among those who had called the Otay Water District for customer service) showed that fewer than 20 percent of customers paid their bill on-line.

This compares to well over 50 percent in the current 2011 survey; however, this 2011 survey is among all customers of the District whereas the Call Center surveys were only among those who had interacted with the Customer Service call center. As such, caution is urged in making direct comparisons; however, for anecdotal purposes, in 2006, 14 percent of call center customers indicated that they paid their bill on-line and in 2008, 19 percent indicated that their method of bill payment was through the Internet.

- Males are more likely than females to pay their bill by postal mail (23 percent versus 8 percent); males are more likely to pay their bill through automatic bank deduction (21 percent versus 14 percent); females are more likely to pay their bill on-line (65 percent versus 52 percent).

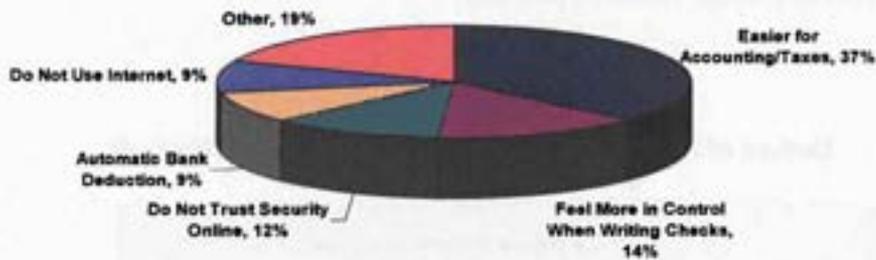
Chart 17
Method of Paying Water Bill: Actual and Preferred Methods



Among customers who do not pay their bill on-line, nearly two-fifths (37 percent) indicate that they do not pay online because it is easier to maintain accounting and tax records by using other methods of bill payment. Some customers feel more in control by

writing checks (14 percent) and others do not trust on-line security (12 percent) (**Chart 18**).

Chart 18
Reason for Not Paying Online
(asked of 47% who do not pay online)



Among customers who do not pay on-line and have a reason for not doing so, nearly two-fifths (39 percent) do not know how the District can make paying their bill on-line more appealing and nearly one-quarter (24 percent) feel that there is nothing the District can do in this regard. A relatively small percentage (15 percent of the 47 percent who do not pay online = 7 percent of all customers) indicates that discounts on their bill would make paying on-line more appealing, and 71 percent of these 7 percent say that it is very likely that discounts would influence them to use the Internet to pay on-line and 29 percent say that it is somewhat likely (**Chart 19**).

Chart 20 shows that one-half of the customers of the Otay Water District would prefer to receive their bill by e-mail instead of through the Postal Service. This preference has increased steadily since 2008 (24 percent expressed interest in receiving their bill by e-mail) and 2009 (35 percent expressed preference for e-mail). Customers were asked if they would prefer to receive their bill from the District by e-mail and then proceed to make their payment by one of various paperless methods other than by check or cash.

Nearly three-fifths of customers (58 percent) indicated a positive response – 38 percent very likely and 20 percent somewhat likely (**Chart 21**). Among the 42 percent of customers who indicated that they are unlikely to utilize a paperless system, over one-fifth (21 percent) voiced the concern that the paperless option does not afford a paper record for bookkeeping and taxes and 18 percent indicated that they do not use computers very often. Another 14 percent indicate only that they feel “more comfortable” paying by check (**Chart 22**).

- All age groups except those who are 55 and over (25 percent) prefer to have a record of their transactions (other than a paperless one) more so than those who are 55 and under (10 percent).
- Older customers object to a paperless method of bill payment because they do not use computer very much (55 and over – 20 percent versus under 55 – 5 percent).

Chart 19
What Can the District Do to Make Paying Online a More Appealing Option?
 (asked of 14% who do not pay online and had a reason for not paying in that manner)

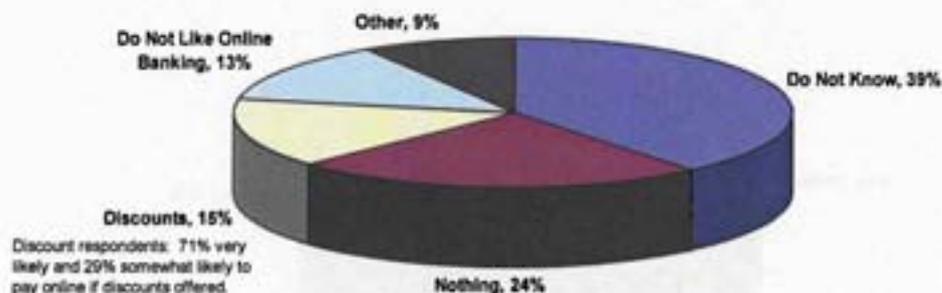


Chart 20
Receive Monthly Bill by E-mail?

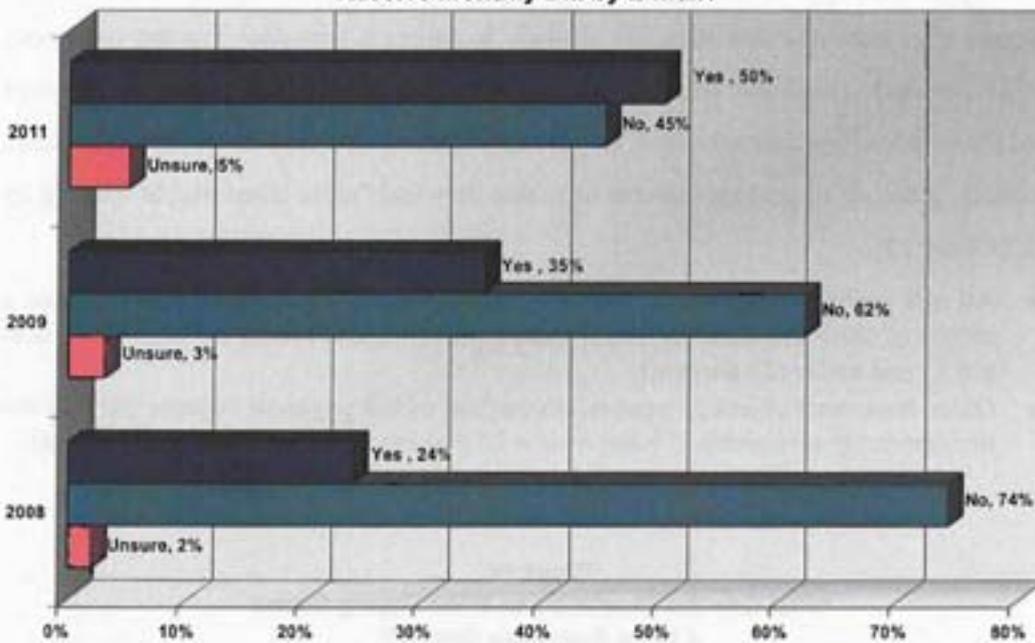


Chart 21
Likelihood of Paperless Bill Paying Within Next 1-2 Years

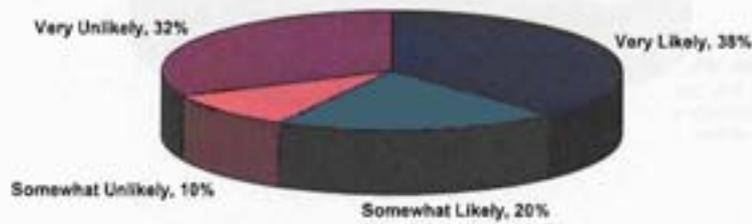
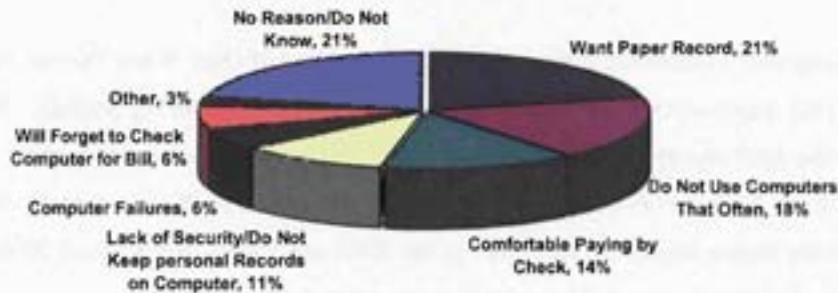


Chart 22
Objection to Paperless Bill Paying
 (asked of 42% who indicated that they were unlikely to utilize a paperless system)



Publications and Website

SUMMARY: *Nearly one-quarter (24 percent) of customers always read the newsletter or bill inserts that come in the mail with the monthly water bill, another 25 percent read these materials most months, and 34 percent read them sometimes, leaving 17 percent who never read the newsletter or bill inserts. This readership pattern is largely consistent with the 2009 survey. The results of the 2009 and 2011 surveys show a substantial increase in readership patterns over 2008 levels.*

The annual Consumer Confidence Report is read by 44 percent of Otay Water District customers. This readership represents a growing trend over previous survey periods.

Nearly two-fifths (39 percent) of customers have visited the Otay Water District website. This represents a steady increase in visitation since 2005. Visitors give the Otay Water District website above average ratings – 66 percent excellent or good, 30 percent fair, and 2 percent poor. These ratings represent an increase over the 2009 survey ratings where 56 percent rated the website as either excellent or good.

Publications: Chart 23 shows that 24 percent of customers always read the newsletter or bill inserts that come in the mail with the monthly water bill, 25 percent read these materials most months, and another 34 percent read them sometimes, leaving 17 percent who never read the newsletter or bill inserts. This readership pattern is largely consistent with the 2009 survey. The results of the 2009 and 2011 surveys show a substantial increase in readership patterns over 2008

levels. For example, those who read these materials every month and most months increased from 31 percent in 2008 to 48 percent in 2009 and to 49 percent in the current 2011 survey. Also, the percentage of customers who never read the newsletter or bill inserts decreased by 10 percent over the 2008 survey (27 percent in 2008 to 17 percent in 2011).

- Readership of the newsletter and/or bill inserts is considerably less among those at the highest income levels (\$150,000 and over – 5 percent versus \$50,000 - \$150,000 – 28 percent).

The annual Consumer Confidence Report is read by 44 percent of Otay Water District customers (**Chart 24**). This readership represents a growing trend over previous survey periods. While the readership in the 2009 survey is similar to current levels, it has increased by 14 percent from the levels found in the 2008 survey (30 percent in 2008 to 44 percent in 2011). Current readership levels are notably higher than those portrayed in the 2005 and 2006 surveys where 38 percent of customers indicated that they read the annual Consumer Confidence Report.

- Customers with a higher level of education are more likely to read the annual Consumer Confidence Report (at least one year of graduate work – 60 percent; high school or less – 30 percent).

Chart 23
Read Newsletter

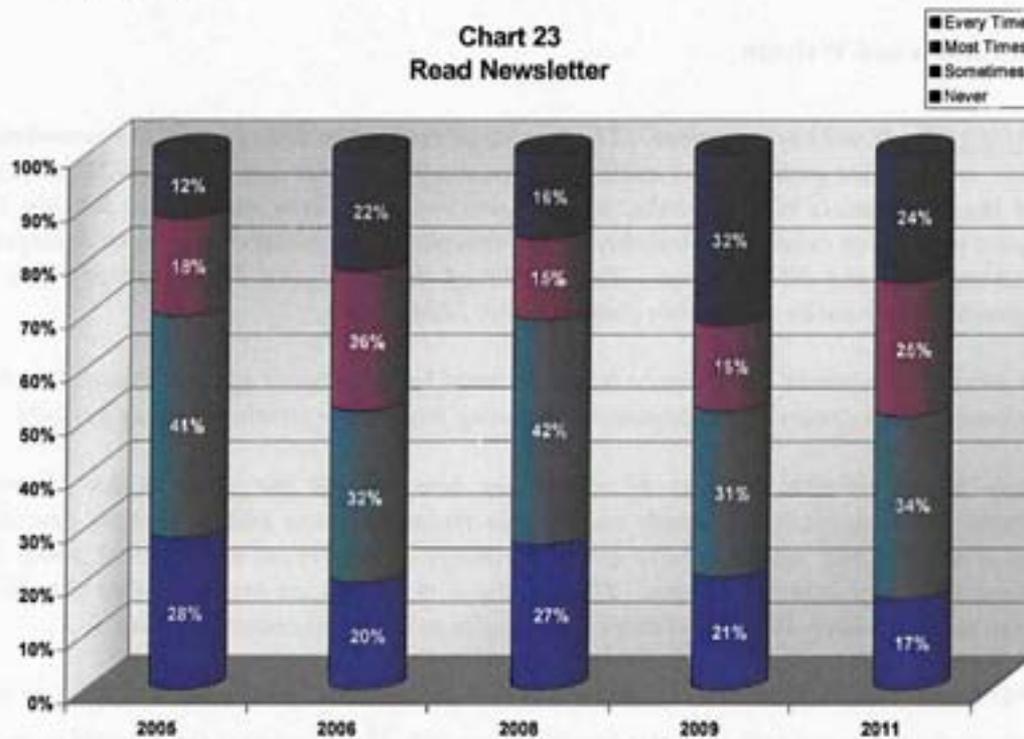
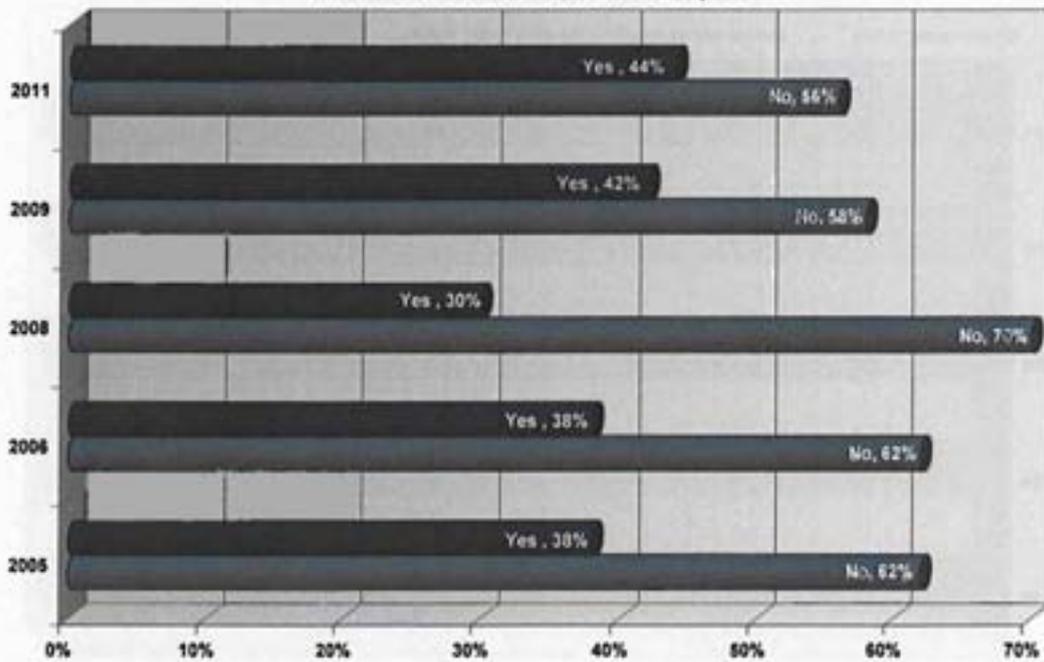


Chart 24
Read Consumer Confidence Report



Website: Chart 25 shows that nearly two-fifths (39 percent) of customers have visited the Otay Water District website. This represents a steady increase in visitation since 2005. For example, in 2005, 19 percent visited the website, 21 percent visited the website in 2006, 27 percent visited the website in 2008, and in 2009, the visitation rate was 32 percent.

The following subgroups are more likely to have visited the Otay Water District website:

- Younger customers who are 44 years of age and younger (54 percent) versus customers who are 65 years of age and older (29 percent).
- Customers with a greater level of education (at least one year of college, trade, or vocational school or more – 44 percent versus high school education or less – 17 percent).
- Males (45 percent) versus females (33 percent).

Chart 25
Visits to Otay Water District Website

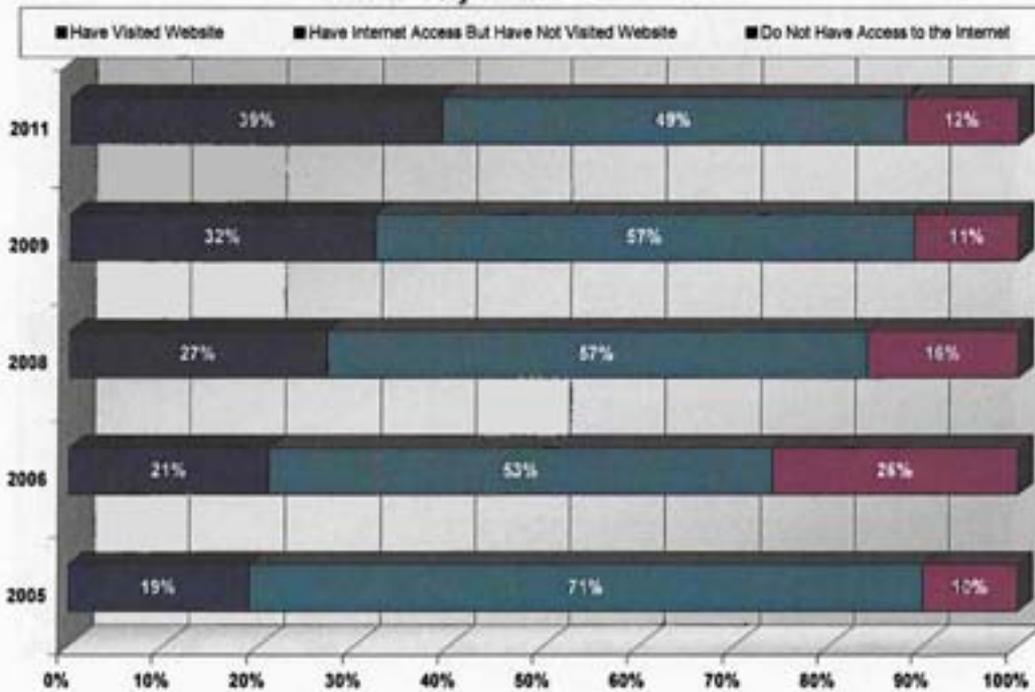


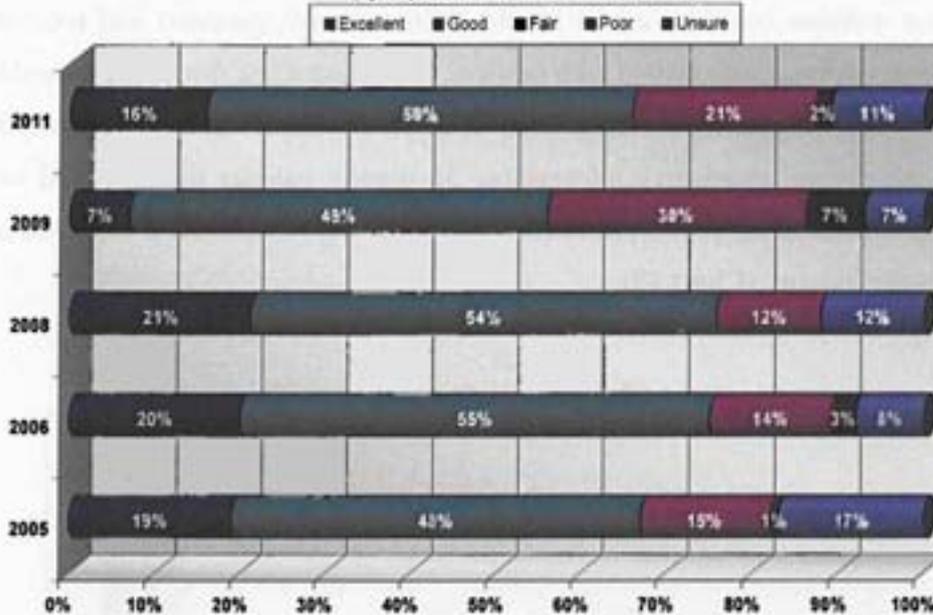
Chart 26 indicates that website visitors give the Otay Water District website above average ratings – 66 percent excellent or good, 30 percent fair, and 2 percent poor. These ratings represent an increase over the 2009 survey ratings where 56 percent rated the website as either excellent or good. The current 2011 ratings moved closer to the ratings in the 2006 and 2008 surveys where 75 percent of website visitors rated the website as excellent or good.

Customers rate the website with an overall mean of 2.10. This mean is based upon a scale of 1 to 4, where 1 = excellent, 2 = good, 3 = fair, and 4 = poor. This reaffirms the high rating indicated and explained above.

- Younger customers provide the website with higher ratings than do older customers (35-54 – mean of 1.93 versus 55-64 – mean of 2.46).
- Customers with higher incomes tend to rate the website more favorably than do customers with lower incomes (\$50,000 and over – mean of 2.01 versus \$25,000 - \$50,000 – mean of 2.64).

Chart 26
Rating of Website

(2.1 = mean rating on 1-5 scale, where 1 = Excellent)
(by 39 percent who have visited website)



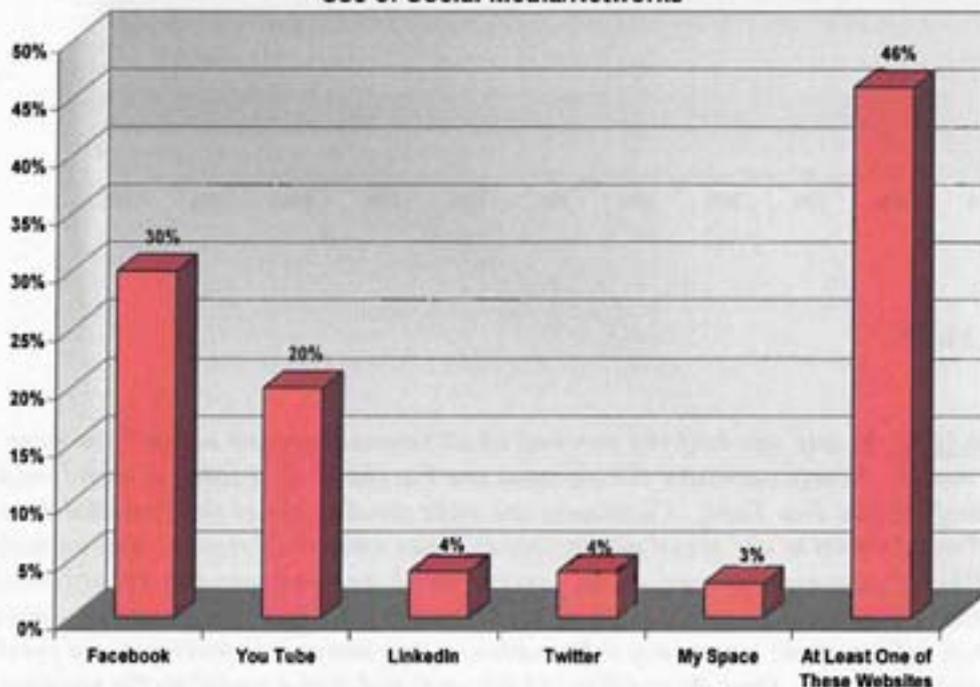
Social Media

SUMMARY: Nearly one-half (46 percent) of all respondents use at least one form of social media. Nearly one-third (30 percent) use Facebook as a form of social media, and one-fifth use You Tube. Customers are quite positive about the potential for the Otay Water District to use social media sites to better serve their needs. Approximately two-fifths of customers (range of 38 percent to 42 percent) provide an affirmative response to 5 specific potential uses of social media (ask questions/make comments; distribute information; emergency information; notify about construction; and provide water industry news). Over three-fifths (61 percent) feel that a social media presence is either very important (28 percent) or somewhat important (33 percent). Based on a scale of 1 to 5, where 1 = very important and 5 = very unimportant, customers rated the importance of the Otay Water District having a presence using social media at 2.53 (above the scale midpoint of 3).

Nearly one-half (46 percent) of respondents use at least one form of social media. **Chart 27** indicates that nearly one-third (30 percent) of respondents use Facebook as a form of social media, and one-fifth use You Tube. Customers are quite positive about the

potential for the Otay Water District to use social media sites to better serve their needs. Approximately two-fifths of customers (range of 38 percent to 42 percent) provide an affirmative response to 5 specific potential uses of social media. For example, 42 percent feel that these websites could be useful for the District to ask questions and receive comments about customer satisfaction with services, 40 percent think that the sites could be used to distribute information about the District, 39 percent think that these sites could be used for distributing emergency information, 38 percent indicate that it would be useful to receive notification about scheduled construction and repairs and to learn about news in the water industry (Chart 28).

Chart 27
Use of Social Media/Networks



The following subgroups (non-whites, Spanish speaking customers, and larger households) are particularly oriented to using social media sites for specific purposes.

- **Ask questions/receives comments about service satisfaction**
 - Non-whites (57 percent) versus Whites (35 percent)

- **Distribute information about the District**
 - Non-whites (56 percent) versus Whites (33 percent).
 - Customers who prefer to communicate in Spanish (75 percent) versus those who prefer English (39 percent).
- **Distribute emergency information**
 - Nonwhites (57 percent) versus Whites (34 percent).
 - Larger household sizes (household sizes of 3 or more – 51 percent versus 1 and 2 person households – 30 percent).
- **Receive notification about scheduled construction and repair**
 - Non-whites (56 percent) versus Whites (27 percent).
 - Customers who prefer to communicate in Spanish (75 percent) versus those who prefer English (36 percent).
 - Larger household sizes (household sizes of 3 or more – 51 percent versus 1 and 2 person households – 28 percent).
- **Water Industry News**
 - Larger household sizes (household sizes of 3 or more – 49 percent versus 1 and 2 person households – 30 percent).

Chart 28
Potential Uses for Social Media Websites

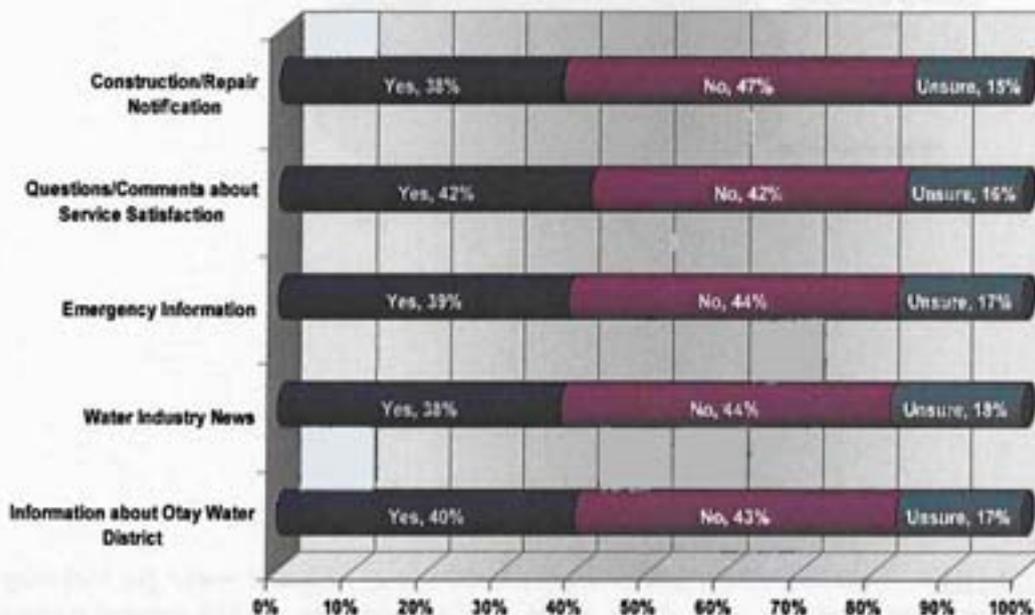


Chart 29 shows that over three-fifths (61 percent) feel that a social media presence is either very important (28 percent) or somewhat important (33 percent). Based on a scale

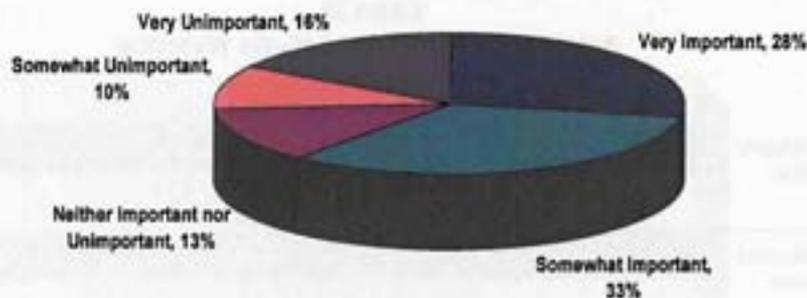
of 1 to 5, where 1 = very important and 5 = very unimportant, customers rated the importance of the Otay Water District having a presence using social media. The mean rating is 2.53 (above the scale midpoint of 3).

The following subgroups feel that it is important for the Otay Water District to have a presence using social media.

- Latinos (1.91) and Asians (2.18) as opposed to Whites (2.80).

Chart 29
Importance of Otay Water District Having Social Media Presence

(2.53 = mean on 1-5 scale where 1 = Very Important)



Alternative Water Supplies: Recycling and Desalination

SUMMARY: Customers continue to support the use of recycled water for watering landscape along freeways, open space, parks, and golf courses. In the current survey, 92 percent either strongly favor (78 percent) or somewhat favor (14 percent) the use of recycled water for landscape and golf courses. This finding is consistent with all previous surveys since 2005.

Respondents also support the use of recycled water for watering residential front lawns – 86 percent either strongly favor (67 percent) or somewhat favor (19 percent) such use

of recycled water. The more recent surveys conducted in 2011, 2009, and 2008 are much more supportive of using recycled water to water front lawns than are the customers in the 2005 and 2006 surveys.

The level of support for the use of recycled water to replenish recreational lakes, although not as high as in 2009 (62 percent strongly in favor), is still well above the 2005-2006 levels of support—47 percent strongly in favor versus 30 percent (2006) and 34 percent (2005).

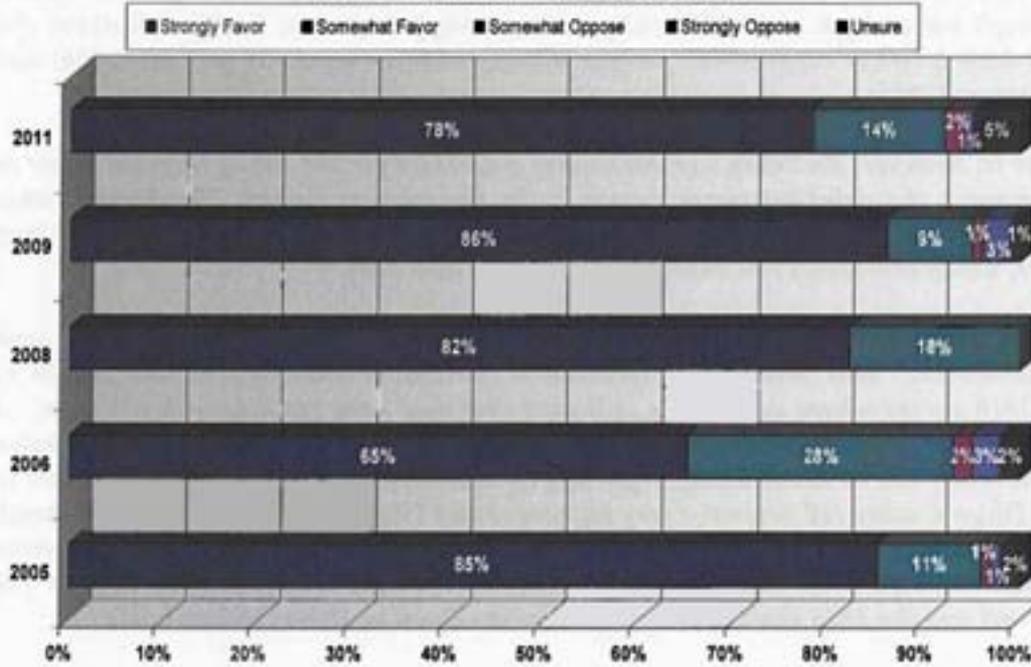
There is, however, declining support among customers for the use of recycled water to supplement the drinking water supply. In the current survey, 29 percent either strongly favor (16 percent) or somewhat favor (13 percent) supplementing the drinking water, which represents less support than in 2008 and 2006.

Nearly three fourths (74 percent) of the customers are familiar with the term “desalination.” This percentage represents a substantial increase from the results of the 2010 survey where three-fifths indicated that they were familiar with the term. A considerable proportion of District customers (79 percent) feel that ocean water desalination can be substantially important in maintaining a reliable supply of water in San Diego County (60 percent – very important and 19 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by District customers in the 2009 General Survey (86 percent) and the 2010 Ocean Water Desalination Opinion Survey (88 percent).

Nearly one-half (46 percent) of District customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility in Mexico. Among the 34 percent who oppose the international agreement with Mexico, over two-fifths (41 percent) indicate that they do not trust the quality of water in Mexico and/or they do not trust the Mexican government and 30 percent think that the plant should be built in the United States.

Recycling: Chart 30 indicates that respondents continue to support the use of recycled water for watering landscape along freeways, open space, parks, and golf courses. In the current survey, 92 percent either strongly favor (78 percent) or somewhat favor (14 percent) the use of recycled water for landscape and golf courses. This finding is consistent with all previous surveys since 2005. For example, in 2009, 95 percent either strongly favored (86 percent) or somewhat favored (9 percent) the use of recycled water to water freeway landscape and open space and in 2008, 100 percent favored such use of recycled water.

Chart 30
Favor/Oppose Recycled Water for Watering
along Freeways, Open Space, Parks, Golf Courses
 (mean = 1.24 on 1-4 scale where 1 = Strongly Favor)



Respondents also support the use of recycled water for watering residential front lawns – 86 percent either strongly favor (67 percent) or somewhat favor (19 percent) such use of recycled water (Chart 31). While the current 2011 survey is supportive of using recycled water to water residential front lawns, customers in the 2008 and 2009 surveys were somewhat more supportive. For example, in 2008, 96 percent of customers expressed some level of favorability for such use of recycled water. The 2011, 2009, and 2008 surveys are much more supportive of using recycled water to water front lawns than are the customers in the 2005 and 2006 surveys.

Chart 32 shows that the level of support for the use of recycled water to replenish recreational lakes (47 percent strongly in favor), although not as high as in 2009 (62 percent strongly in favor), is still well above the 2005-2006 levels of support (30 percent in 2006 and 34 percent in 2005).

Chart 31
Favor/Oppose Recycled Water for Watering Residential Front Yards
 (1.39 = mean on 1-4 scale where 1 = Strongly Favor)

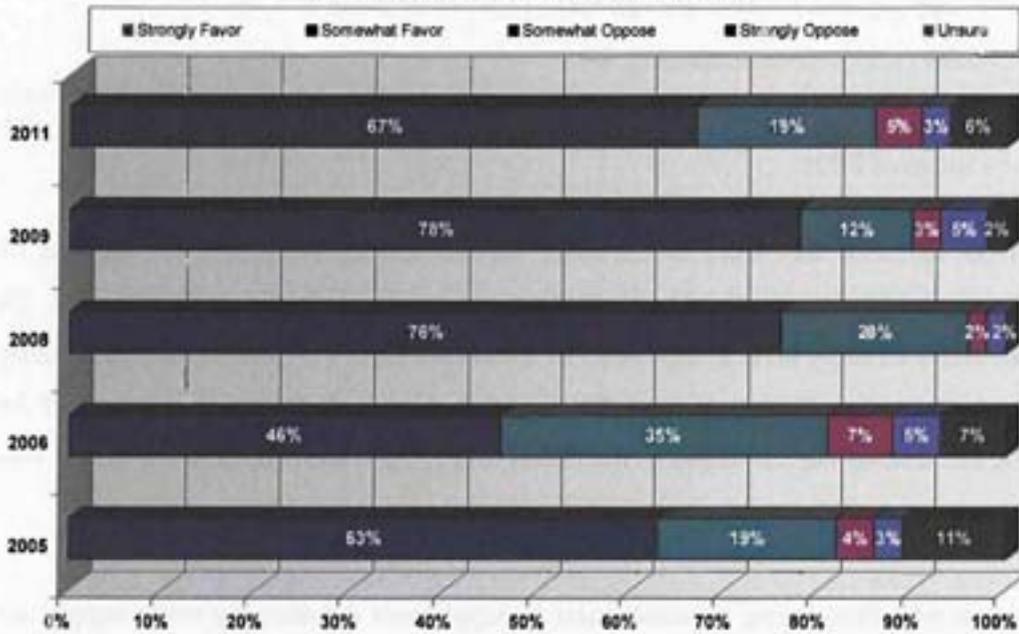
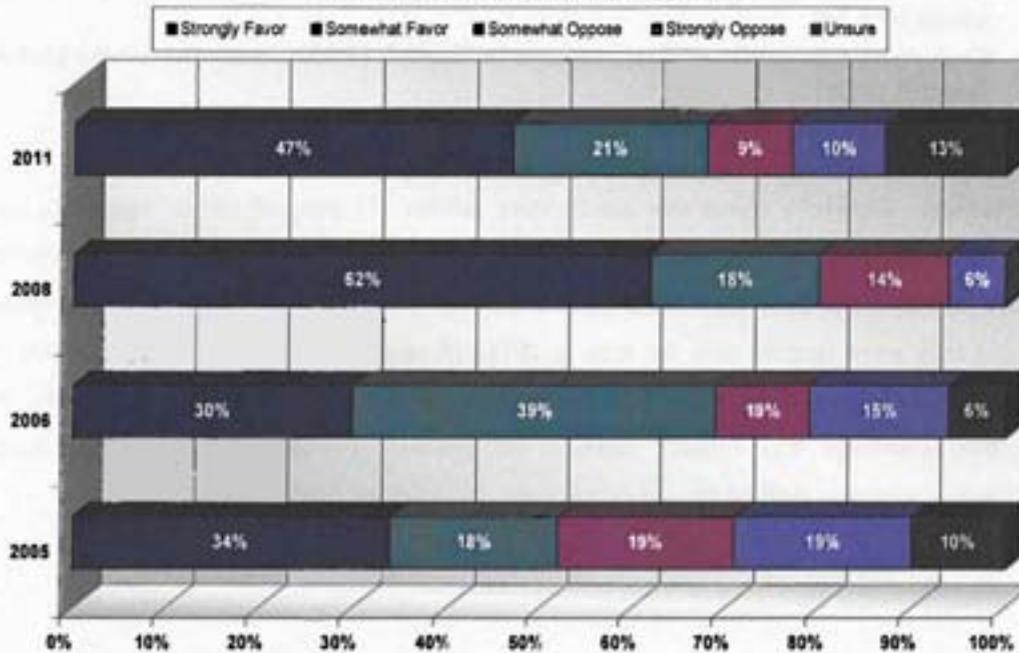


Chart 32
Favor/Oppose Recycled Water to Replenish Recreational Lakes
 (1.78 = mean on 1-4 scale where 1 = Strongly Favor)



Customers who favor using recycled water for replenishing recreational lakes are characterized as follows (scale: 1 – 4, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose). The overall mean is 1.78.

- Males (1.99) versus females (2.38).
- Customers with higher income levels (all income levels except those with incomes under \$50,000 -- mean of 1.90 versus those with incomes under \$50,000 – mean of 2.72).

Chart 33 indicates that there is declining support among customers for the use of recycled water to supplement the drinking water supply. In the current survey, 29 percent either strongly favor (16 percent) or somewhat favor (13 percent) supplementing the drinking water. Customers in 2006 recorded an overall favorability rating of 34 percent and among the customers in the 2008 survey, the overall favorability rating was 40 percent.

Customers who favor using recycled water to supplement the drinking water supply are characterized as follows (scale: 1 – 4, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose). The overall mean is 2.97.

- African-Americans (mean of 2.33) versus all other ethnicities, especially Latinos (mean of 3.54).
- Customers who prefer to communicate in English (3.23) versus those who prefer Spanish (4.00).
- Males (2.84) versus females (3.69).

Desalination: **Chart 34** shows that nearly three fourths (74 percent) of the customers are familiar with the term “desalination.” This percentage represents an increase from the results of the 2010 survey where three-fifths indicated that they were familiar with the term. Among those who said they were familiar with the term in 2011, 95 percent correctly indicated that that it pertained to removing salts and other impurities from water to make it useable for households. In 2010, this percentage was virtually identical (98 percent of those familiar with the term “desalination’ correctly defined it).

Chart 33
Favor/Oppose Recycled Water to Supplement Drinking Water Supply
 (2.97 = mean on 1-4 scale where 1 = Strongly Favor)

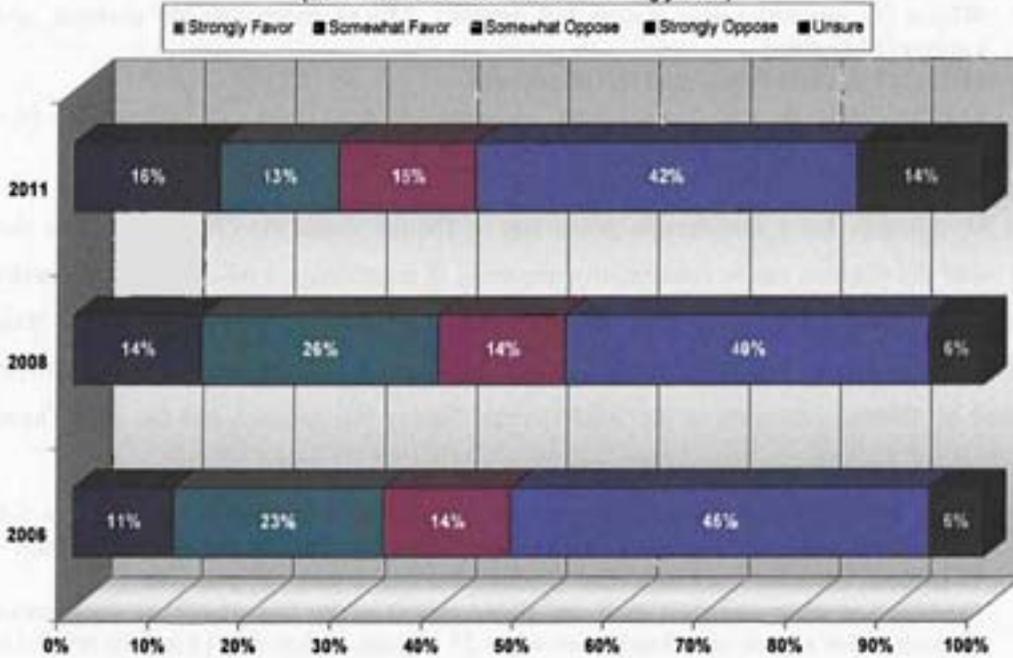
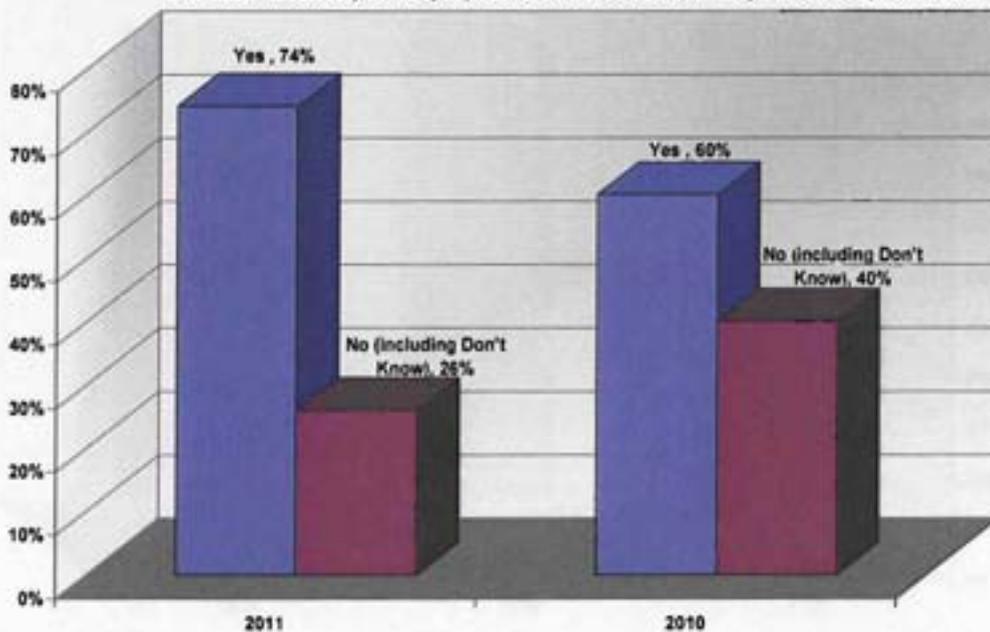


Chart 34
Familiar with Term "Desalination"

"Desalination" was correctly defined by 98 percent of those who indicated familiarity in 2010 and 95 percent in 2011



The following subgroups are particularly familiar with the term “desalination”.

- Customers with a higher level of education (at least one year of graduate work – 83 percent and bachelor’s degree – 78 percent versus high school or less – 58 percent).
- Whites (83 percent) versus Asians (69 percent), African-Americans (67 percent), and Latinos (54 percent).
- Males (87 percent) versus females (60 percent).
- Familiarity with the term “desalination” increases with age (18-24 – 25 percent; 25 – 34 – 52 percent; 35 – 44 – 64 percent; and 45 and over – 79 percent).

Chart 35 indicates that a considerable proportion of District customers (79 percent) feel that ocean water desalination can be substantially important in maintaining a reliable supply of water in San Diego County (60 percent – very important and 19 percent – somewhat important). This relatively high level of importance attributed to maintaining a reliable water supply was also exhibited by District customers in the 2009 General Survey (86 percent) and the 2010 Ocean Water Desalination Opinion Survey (88 percent).

- Males feel that desalination is important to maintaining a reliable water supply in San Diego County more so than do females (Males: very important or somewhat important -- 86 percent; Females: very important or somewhat important --- 71 percent).
- Females are more uncertain than are males regarding the importance of desalination (Females: don’t know or refused to answer – 23 percent; males: don’t know or refused to answer – 10 percent).

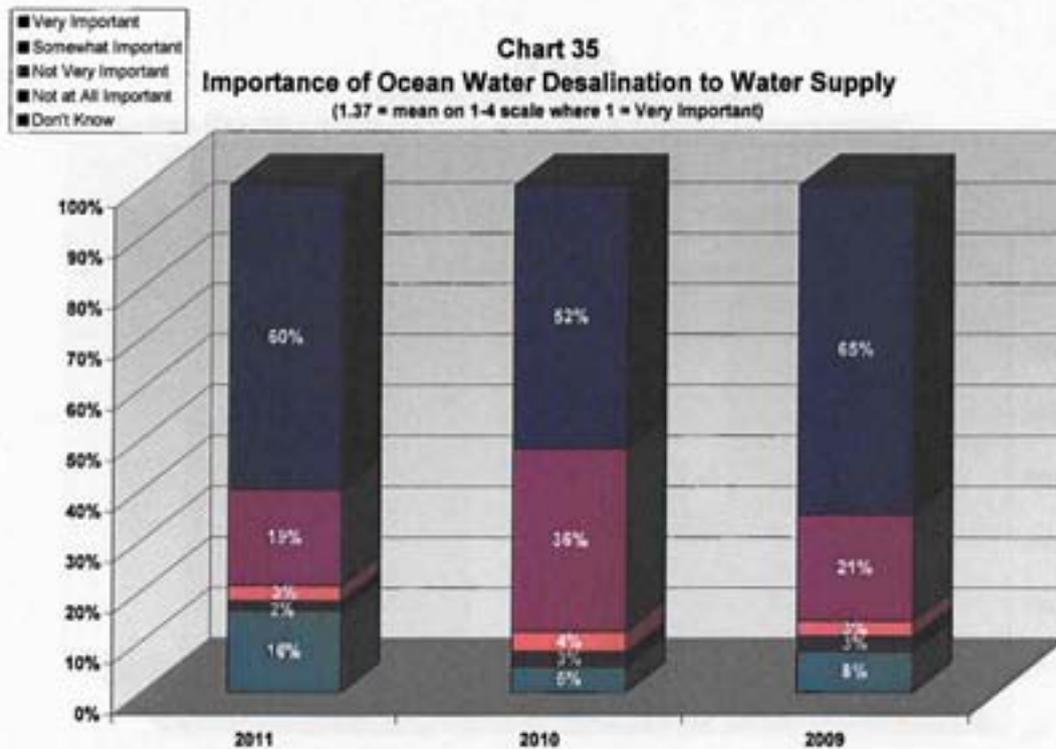
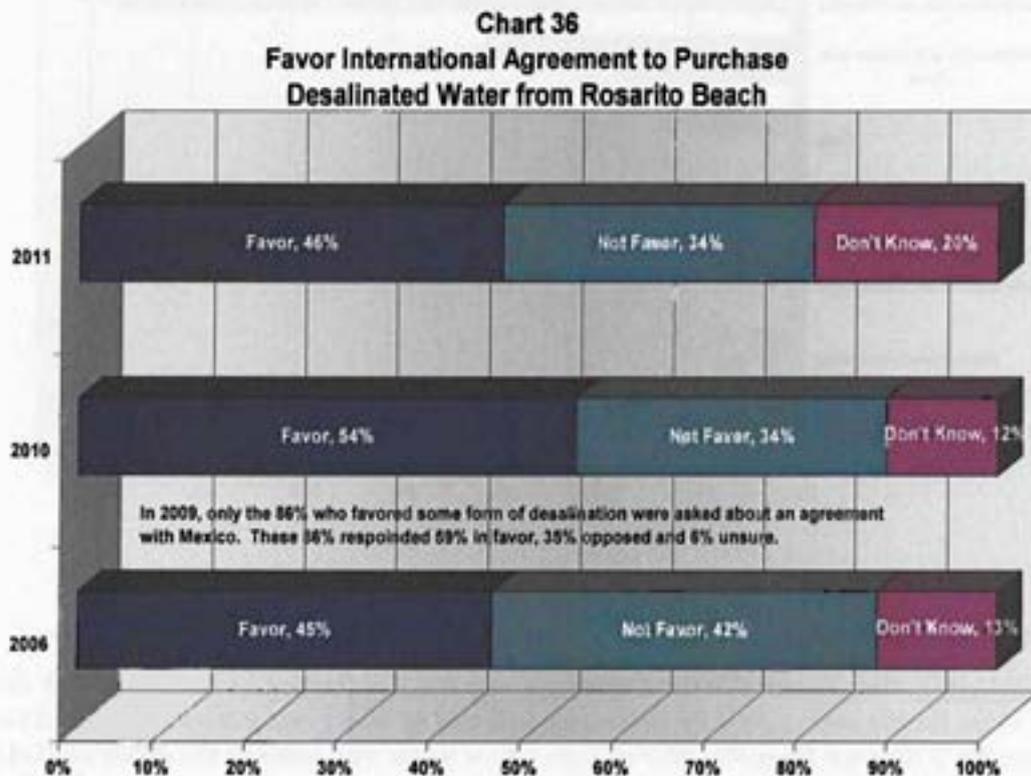


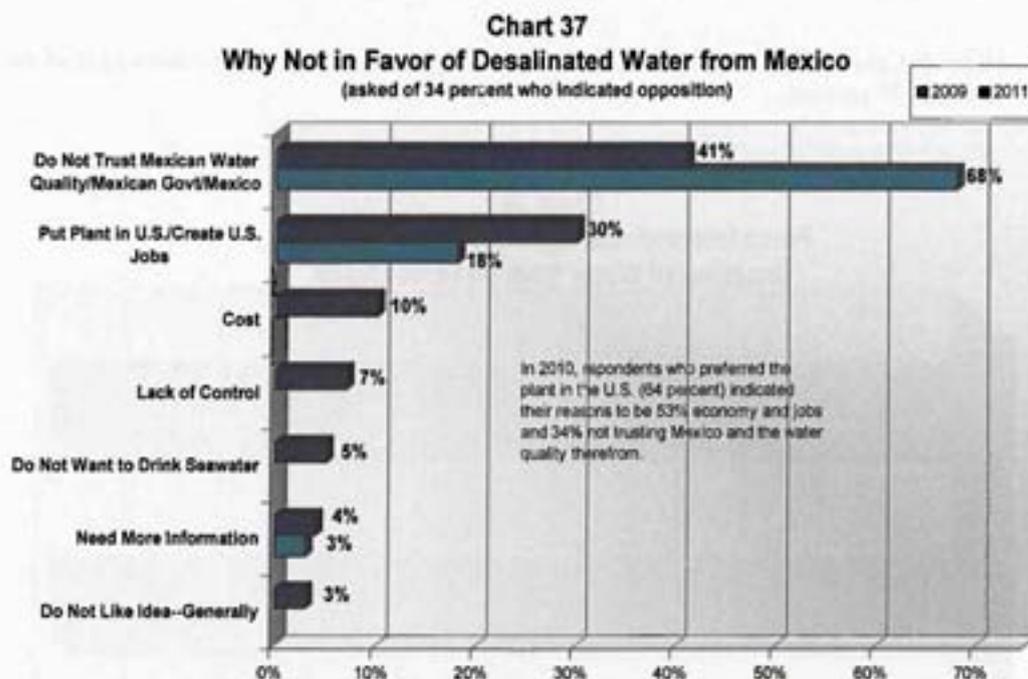
Chart 36 shows that nearly one-half (46 percent) of District customers favor an international agreement to purchase desalinated water from the proposed Rosarito Beach Facility in Mexico. This percentage represents a decline of 8 percentage points from the results of the 2010 survey where 54 percent favored such an agreement. This difference is reflected in the percentage of customers who indicate that they “do not know” whether they favor such an agreement or not. In 2010, 12 percent indicated that they “do not know” while in the current 2011 survey, this percentage rose to 20 percent. It is important to recall that the 2010 survey was conducted specifically about desalination and a great deal of information was included in that survey in contrast to the few questions and limited information about desalination in the 2011 general customer survey. Among customers in the 2006 survey, 45 percent favored an international agreement but 42 percent did not favor the agreement (only 34 percent did not favor the agreement in 2011 and 2010).

- Males (56 percent) tend to favor an international agreement with Mexico more so than do females (36 percent).



Among the 34 percent who oppose the international agreement with Mexico, over two-fifths (41 percent) indicate that they do not trust the quality of water in Mexico and/or they do not trust the Mexican government. Another 30 percent feel that the plant should be located in the United States in order to create jobs domestically. In the 2009 and 2010 surveys, customers expressed the same reasons for opposing the international agreement with Mexico as they did in the current 2011 survey (Chart 37).

- Customers who have lived in the Otay Water District for a shorter period of time tend to prefer that the desalination plant be built in the United States more so than do customers who have lived in the District for a long period of time (1-10 years – 32 percent versus 26 years or more – 16 percent).



Comparative Rating of Utilities

SUMMARY: *Otay Water District Customers rate trash collection as the utility with the best value for the money paid by customers followed by water and gas and electric. This represents a reversal from the 2009 ratings where water was rated as the utility with the best value followed by trash collection, but it also represents a return to 2008 ratings.*

Using a composite ranking that takes first, second, and third rankings for each utility into account, trash collection remains the utility with the best value followed by water and gas and electric service.

Chart 38 indicates that 36 percent of Otay Water District customers rate trash collection as the utility with the best value for the money paid. Water (22 percent) and gas and electric (19 percent) follow trash collection in perceived value. This represents a reversal from the 2009 ratings where water was rated as the utility with the best value followed by trash collection. The 2011 survey ratings represent a return to 2008 ratings, again showing the power of the water messages that were so prominent in 2009.

- Customers who rate trash collection as the best value prefer to communicate in English (English: 37 percent versus Spanish: 17 percent).
- Customers who rate water as the best value prefer to communicate in Spanish (Spanish: 58 percent versus English: 20 percent).

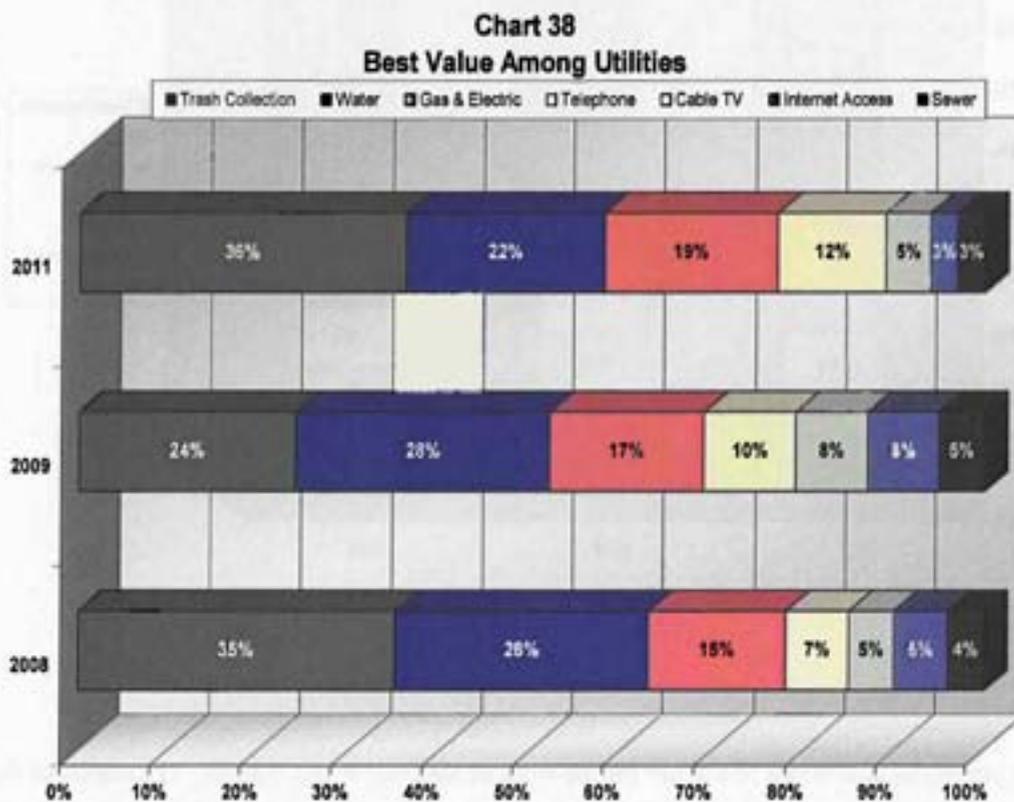
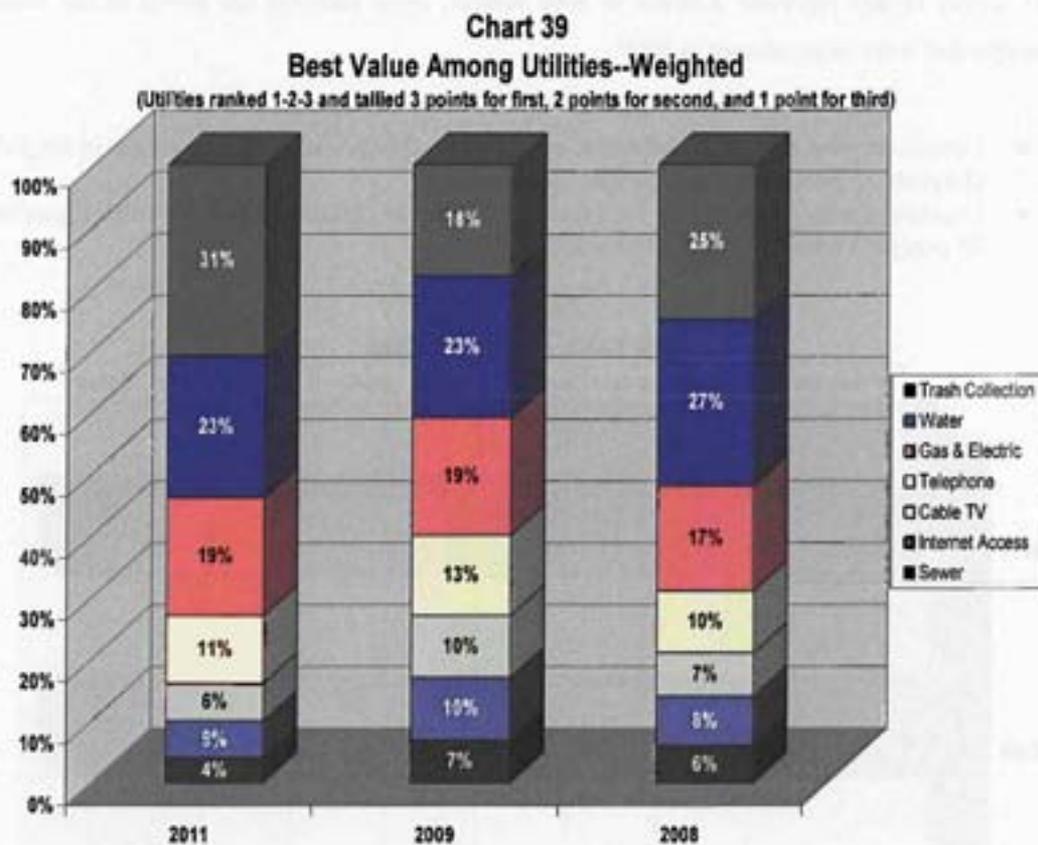


Chart 39 further analyzes the customers' ratings regarding the utility with the best value by accounting for second and third rankings. Using a composite ranking that takes first, second, and third rankings for each utility into account, trash collection remains the utility with the best value followed by water and gas and electric. Other utilities are far behind by comparison.



Conclusions

There are strong indications of support for the work of the Otay Water District. The results of the 2011 survey continue to show this strength. For example, Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service. Customers also have a great deal of confidence in the ability of the District to provide clean and safe water for its customers.

Water is rated as the second best value for the money paid by customers while trash collection is given the highest value. In 2008, water was also a close second to trash collection as the utility with the highest customer value. In 2009, water was rated as the best value.

Customers are very aware that water rates have increased, and this knowledge has prompted a greater motivation to conserve water. Customers continue to support alternative sources of water including the use of recycled water for watering golf courses, open space and along freeways. They also support recycled water for use on lawns and public landscape and in replenishing recreational lakes. Customers also strongly support ocean water desalination but not quite one-half are in favor of an international agreement with Mexico to promote or facilitate desalination.

Readership of the bill inserts, the monthly newsletter and the annual Consumer Confidence Report show an upward trend. Visitation of the District website is also rising and the rating of the website has increased as well. Customers of the District support the potential use of social media websites by the District to disseminate information and to otherwise communicate with customers.

The results of this survey should be viewed as ratification by the public of the importance and quality of the work done by the District and as an expression of the high value to the public of the work in which the Otay Water District is engaged.

APPENDIX

Otay Water District
General Survey 2011

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

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

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

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

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

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

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

_____ YEARS

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

99 - DK/REF, BUT AT LEAST ONE YEAR

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

1 - MALE

2 - FEMALE

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

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

1 - English or

2 - Spanish?

Q1. How would you describe your household's level of interest in conserving water at home? Would you say...* **[REVERSE]**

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

Q2. During the past year, would you say your household's awareness of water conservation has been...* **[REVERSE 1 - 3 ONLY]**

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

Q3. These next questions are related to the water supply in San Diego County. How confident are you in the ability of local water agencies to provide enough water to you? Would you say...* **[REVERSE]**

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

Q4. 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]**

- 1 - a great deal of trust,
- 2 - a good amount of trust,
- 3 - some trust,
- 4 -- not much trust,
- 5 - no trust at all?
- 9 -- not sure [INCLUDES DK/REF]

Q4a. 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]**

- 1 - a great deal of trust,
- 2 - a good amount of trust,
- 3 - some trust,
- 4 -- not much trust,
- 5 - no trust at all?
- 9 -- not sure [INCLUDES DK/REF]

WATER SHORTAGE-----WATER RATES

Q5a-c. I am going to mention six utilities that serve the needs of residents and

businesses in the region. Considering only those utilities that you pay for,

which would you say is the best value for the amount of money that you pay. Which ones are second and third? **[ROTATE LIST]**

	MOST (5a)	SECOND (5b)	THIRD (5c)
a. Trash collection	1	1	1
b. Water	2	2	2
c. Sewer	3	3	3
d. Telephone	4	4	4
e. Cable or Satellite TV	5	5	5
f. Internet access	6	6	6
g. Gas & Electric	7	7	7

Q6. In the past year, do you believe that your water rates have...

- 1 - gone up,
- 2 - gone down, -----> **GO TO Q7**
- 3 - stayed about the same, -----> **GO TO Q7**
- 4 - or are you not sure? -----> **GO TO Q7**
- 9 - REF-----> **GO TO Q7**

Q6a. **[IF Q6=1]** Have higher water rates motivated you to conserve more water?

- 1 - YES
- 2 - NO-----> **GO TO Q7**
- 9 - DK/REF-----> **GO TO Q7**

Q6b. **[IF Q6a=1]** What specific major step has your household taken in the past six months to reduce your water usage?

_____ 99-DK/REF

[DO NOT READ-----CODE USING FOLLOWING SCHEMA:]

- 1 – OUTDOOR WATER LESS TIME
- 2 - USE THE WATERING CALCULATOR FOUND ON THE DISTRICT'S WEBSITE OR AT WWW.BEWATERWISE.COM TO SET A WATER-WISE IRRIGATION SCHEDULE
- 3 - IRRIGATE EARLIER IN THE MORNING OR LATER AT NIGHT
- 4—LET MY LANDSCAPE/LAWN DIE
- 5 - OUTDOOR WATERING FEWER DAYS DAY PER WEEK
- 6 - CHECK THE SOIL'S MOISTURE LEVEL BEFORE WATERING
- 7 - REPLACE UNUSED TURF WITH LOW-WATER PLANTS
- 8 - UPGRADE IRRIGATION SYSTEM TO INCLUDE NEW, HIGH-EFFICIENCY EQUIPMENT
- 9 – PURCHASE A HIGH EFFICENCY CLOTHES WASHER
- 10 – WASH ONLY FULL LOADS OF CLOTHES OR DISHES
- 11 – TAKE SHORTER SHOWERS
- 12 – USE A BROOM INSTEAD OF A HOSE ON PAVED AREAS
- 13 – FIX INDOOR LEAKS (TOILET, FAUCET, ETC.)
- 14 – FIX OUTDOOR LEAKS (SPRINKLERS, SPAS, ETC.)

- 15-- DO NOT LET WATER RUN
 - 16 – COLLECT AND REUSE
 - 17 – REPLACE GRASS WITH ARTIFICIAL/SYNTHETIC TURF
 - 20 – OTHER, SPECIFY____
-

99—DK/REF

OUTDOOR WATERING---ASK EVERYONE

Q7. These next few questions deal with saving water outdoors. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

- 1 - YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> GO TO Q8
- 9 - DK/REF -----> GO TO Q8

Q7a. Does your landscaping include a lawn?

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

Q7b. Do you have an automatically-controlled sprinkler system for your landscaping?

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

Q7c. **[IF Q7b = 1]** During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

- 1 - NOT AT ALL
- 2 - 1 TO 3 TIMES
- 3 - 4 to 6 TIMES
- 4 -7 OR MORE TIMES
- 5 - USE WEATHER-BASED CONTROLLER
- 9 - DK/REF

DESALINATION

Q8. These next questions are about desalination. Are you familiar with the term "desalination."

1. YES
2. NO (include DK/REF) **[GO TO Q9]**

Q8a. [IF Q8 = 1]. How would you describe what desalination is?

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

- Q9. **[IF Q8a = 1, then start with "As you indicated,"]** 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 filter that is designed to remove ocean salts and other impurities from the ocean water.

Do you believe that desalination is important to maintaining a reliable supply of water in San Diego County?

- 1- Yes, very important
- 2- Yes, somewhat important
- 3- No, not very important
- 4- No, not at all important
- 5- DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

Q10. 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, WITH TIJUANA, ROSARITO BEACH, AND THE OTAY WATER DISTRICT BEING THE PLANT'S CUSTOMERS.

Would you be in favor of pursuing such an agreement with these international companies to develop additional supplies of water from seawater desalination?

1. Yes—**GO TO Q11**
2. No
3. DK/REF—**GO TO Q11**

Q10b. [IF Q10 = 2] Why are you not in favor of this desalination agreement?

WATER RECYCLING

Q11a-d. The use of recycled water is another way to increase the water supply. Would you favor or oppose the use of recycled water for the following types of uses...
[CLARIFY:] Do you strongly or somewhat {favor/oppose} that?

DK/ Do you favor or oppose using recycled water... <u>REF</u>		strgly	smwt	smwt	strgly
		<u>favor</u>	<u>favor</u>	<u>oppose</u>	<u>oppose</u>
a) for watering landscaping along freeways open space, parks and golf courses?	1	2	3	4	9
b) for watering residential front yards?	9	1	2	3	4
c) for replenishing recreational lakes?	9	1	2	3	4
d) as an addition to the supply of drinking water	9	1	2	3	4

CONSERVATION GARDEN

Q12. Have you ever seen or heard anything about the Water Conservation

Garden at Cuyamaca College?

1 - YES

2 - NO-----> **GO TO Q13**

9 - DK/REF -----> **GO TO Q13**

Q12a. [IF YES:] Have you or any member of your family ever visited the garden?

1 - YES

2 - NO -----> **GO TO Q13**

9 - DK/REF -----> GO TO Q13

Q12b. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

1 - YES

2 - NO—GO TO Q13

9 -- DK/REF—GO TO Q13

Q12c. [IF Q 12b = 1] What is the most significant change you have made as a result of visiting the garden?

[DO NOT READ-----CODE USING FOLLOWING SCHEMA]

1. Adjusted sprinklers/reduced water usage
 2. Changed plants to be more drought-tolerant/waterwise
 3. Eliminated plants/let plants die
 4. Eliminated lawn/let lawn die—replaced with waterwise ground cover
 5. Replaced unused turf with low-water plants
 6. Check the soil's moisture level before watering
 7. Upgraded irrigation system to include new, higher-efficiency equipment
 9. Other, specify
-

PUBLICATIONS

Q13. Do you read the newsletter or bill inserts that come in the mail with your monthly water bill...

1 - every time,

2 - most times,

3 - sometimes, or

4 - never?

5 - DK/REF

Q14 The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?

1 - YES

2 - NO

3 - DK/REF

SOCIAL MEDIA

Q15a-e. Which, if any, of the following social media websites do you use?

DK) YES NO (incl.

- a. Facebook
- b. Twitter
- c. LinkedIn
- d. My Space
- e. You Tube

Q16a-f. Do you think that the Otay Water District can use these sites for your benefit to

YES NO DK

- a. notify you about scheduled construction or system repairs
- b. ask questions and receive comments about your satisfaction with services
- c. distribute emergency information
- d. discuss water industry news and new developments
- e. communicate information about the District

Q17. On a scale of 1-5, with 1 being very important and 5 being very unimportant, how important is it to you that the Otay Water District have a presence using social media?

- 1. Very important
- 2. Somewhat important
- 3. Neither Important nor important
- 4. Somewhat unimportant
- 5. Very Unimportant

WEBSITE

Q18. Have you ever visited the Otay Water District website?

- 1 - YES
- 2 - HAVE ACCESS TO INTERNET, BUT HAVE NOT VISITED WEBSITE
-----> **GO TO Q22**
- 3—DO NOT HAVE ACCESS TO THE INTERNET----->**GO TO Q23**
- 9 - DK/REF -----> **GO TO Q23**

Q18a. **[IF Q18 = 1]** How would you rate the website? Would you say...

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

BILL PAYMENT

Q19. How do you pay your water bill most months?

- 1—Send check by mail
- 2—Automatic bank deduction
- 3—Credit card over the telephone
- 4—In person at the Otay Water District office
- 5—In person at payment center
- 6—On-line (Internet) **[GO TO Q20]**

Q19a. [IF Q19 not = 6]. Why do you not pay on-line using the District's website?
DO NOT VOLUNTEER

1. I do not trust that my banking data is secure
2. I do not use the Internet
3. I feel more in control of my money when I write the checks
4. Easier for my own accounting/taxes
5. Other, _____
6. DK/REF **[DO NOT VOLUNTEER]**

Q19b. [IF Q19 not = 6] What can the District do to make paying on-line through the District's Website a more appealing option for you?

DK/REF = 99

[IF Q19b = 99, GO TO Q20]

Q19c. [IF any answer given to Q19b] If the District were to do that, how much more likely would you be to pay on-line? Would you say..

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. DK/REF **[DO NOT VOLUNTEER]**

Q20. No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?

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

Q21 Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the Postal Service?

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

Q22. How likely are you to choose to go paperless in your bill paying to the District and other regular monthly accounts within the next year or two? That is, you would receive your bill by e-mail and would make your payments in one of several ways (phone, online, automatic deduction) but not by check or cash.

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 5. DK/REF **[DO NOT VOLUNTEER]**

Q22a. **[IF Q22 =3 or 4]** What is your major objection to the District going paperless?

SATISFACTION

Q23: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

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

Q24: Have you called the Otay Water District for service or other help during the past 6 months?

- 1 - YES
- 2 - NO – **[GO TO PPH]**
- 9 - DK/REF – **[GO TO PPH]**

Q24a-- How would you rate your overall level of satisfaction with the service you received when you called for service or help?

- 1---Excellent

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

ASK ALL:

In closing, these questions are for comparison purposes only.

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

99 - DK/REF

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

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

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

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

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

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

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

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

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

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 up to but not including \$150,000?
- 9 - DK/REF

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

Frequency Table

q1 How would you describe your household's level of interest in conserving water at home? Would you say...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A high level of interest	175	56.8	56.8	56.8
	A moderate level	98	31.8	31.8	88.6
	A low level	10	3.2	3.2	91.9
	No interest at all	2	.6	.6	92.5
	DK/Refused	23	7.5	7.5	100.0
Total		308	100.0	100.0	

q2 During the past year, would you say your household's awareness of water conservation has been...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increasing	131	42.5	48.0	48.0
	Staying about the same,	123	39.9	45.1	93.0
	Decreasing	19	6.2	7.0	100.0
	Total	273	88.6	100.0	
Missing	Not sure (includes Dk/Refused)	35	11.4		
Total		308	100.0		

q3 These next questions are related to the water supply in San Diego County. How confident are you in the ability of local water agencies to provide enough water to you? Would you say..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	103	33.4	41.5	41.5
	Somewhat confident	127	41.2	51.2	92.7
	Not Very Confident	16	5.2	6.5	99.2
	Not at all confident	2	.6	.8	100.0
	Total	248	80.5	100.0	
Missing	Not sure (includes DK/refused)	60	19.5		
Total		308	100.0		

q4 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..					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	A great deal of trust	96	31.2	36.8	36.8
	A good amount of trust	107	34.7	41.0	77.8
	Some trust	50	16.2	19.2	96.9
	Not much trust	5	1.6	1.9	98.9
	No trust at all	3	1.0	1.1	100.0
	Total	261	84.7	100.0	
Missing	Not sure (includes Dk/refused)	47	15.3		
Total		308	100.0		

q4a How much trust do you have in the Otay Water District to obtain this water for you at a reasonable price? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	30	9.7	11.8	11.8
	A good amount of trust	72	23.4	28.2	40.0
	Some trust	105	34.1	41.2	81.2
	Not much trust	33	10.7	12.9	94.1
	No trust at all	15	4.9	5.9	100.0
	Total	255	82.8	100.0	
Missing	Not sure (includes Dk/refused)	53	17.2		
Total		308	100.0		

q5_1 Best utility value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	82	26.6	36.3	36.3
	Water	49	15.9	21.7	58.0
	Sewer	6	1.9	2.7	60.6
	Telephone	27	8.8	11.9	72.6
	Cable or Satellite TV	12	3.9	5.3	77.9
	Internet access	7	2.3	3.1	81.0
	Gas & Electric	43	14.0	19.0	100.0
	Total	226	73.4	100.0	
Missing	Don't know	60	19.5		
	System	22	7.1		
	Total	82	26.6		
Total		308	100.0		

q5_2 Second best utility value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash Collection	30	9.7	20.7	20.7
	Water	41	13.3	28.3	49.0

	Sewer	9	2.9	6.2	55.2
	Telephone	11	3.6	7.6	62.8
	Cable or Satellite TV	10	3.2	6.9	69.7
	Internet access	18	5.8	12.4	82.1
	Gas & Electric	26	8.4	17.9	100.0
	Total	145	47.1	100.0	
Missing	System	163	52.9		
Total		308	100.0		

q5_3 Third best utility value					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash collection	21	6.8	28.0	28.0
	Water	11	3.6	14.7	42.7
	Sewer	4	1.3	5.3	48.0
	Telephone	8	2.6	10.7	58.7
	Cable or Satellite TV	8	2.6	10.7	69.3
	Internet access	6	1.9	8.0	77.3
	Gas & Electric	17	5.5	22.7	100.0
	Total	75	24.4	100.0	
Missing	System	233	75.6		
Total		308	100.0		

q6 In the past year, do you believe that your water rates have..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gone up	205	66.6	70.2	70.2
	Gone down	7	2.3	2.4	72.6
	Stayed about the same	38	12.3	13.0	85.6
	Not sure	42	13.6	14.4	100.0
	Total	292	94.8	100.0	
Missing	Refused	16	5.2		
Total		308	100.0		

q6a Have higher water rates motivated you to conserve more water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	145	47.1	75.9	75.9
	No	46	14.9	24.1	100.0
	Total	191	62.0	100.0	
Missing	DK/Refused	12	3.9		
	System	105	34.1		
	Total	117	38.0		

Total	308	100.0		
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q6b_1 What specific major step has your household taken in the past six months to reduce water usage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	40	13.0	29.2	29.2
	Irrigate earlier in the morning or later at night	12	3.9	8.8	38.0
	Let my landscape/lawn die	11	3.6	8.0	46.0
	Outdoor watering fewer days per week	11	3.6	8.0	54.0
	Replace unused turf with low-water plants	3	1.0	2.2	56.2
	Upgrade irrigation systems to new high/efficiency equipment	3	1.0	2.2	58.4
	Purchase a high efficiency clothes washer or low-flow fixtures	5	1.6	3.6	62.0
	Wash only full loads of clothes or dishes	9	2.9	6.6	68.6
	Take shorter showers	15	4.9	10.9	79.6
	Use a broom instead of a hose on paved areas	1	.3	.7	80.3
	Fix indoor leaks (toilet, faucet etc.)	4	1.3	2.9	83.2
	Fix outdoor leaks (sprinklers, spas etc.)	2	.6	1.5	84.7
	Do not let water run	10	3.2	7.3	92.0
	Collect and reuse	3	1.0	2.2	94.2
	Other	6	1.9	4.4	98.5
	Nothing	2	.6	1.5	100.0
	Total	137	44.5	100.0	
Missing	Don't know/refused	4	1.3		
	System	167	54.2		
	Total	171	55.5		
Total		308	100.0		

q6b_2 What specific major step has your household taken in the past six months to reduce water usage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	12	3.9	15.2	15.2
	Irrigate earlier in the morning or later at night	2	.6	2.5	17.7
	Let my landscape/lawn die	3	1.0	3.8	21.5
	Outdoor watering fewer days per week	7	2.3	8.9	30.4
	Upgrade irrigation systems to new high/efficiency equipment	2	.6	2.5	32.9
	Purchase a high efficiency clothes washer or low-flow fixtures	4	1.3	5.1	38.0
	Wash only full loads of clothes or dishes	11	3.6	13.9	51.9

	Take shorter showers	20	6.5	25.3	77.2
	Use a broom instead of a hose on paved areas	1	.3	1.3	78.5
	Fix indoor leaks (toilet, faucet etc.)	2	.6	2.5	81.0
	Fix outdoor leaks (sprinklers, spas etc.)	5	1.6	6.3	87.3
	Do not let water run	6	1.9	7.6	94.9
	Collect and reuse	2	.6	2.5	97.5
	Replace grass with artificial/synthetic turf	1	.3	1.3	98.7
	Other	1	.3	1.3	100.0
	Total	79	25.6	100.0	
Missing	System	229	74.4		
Total		308	100.0		

q6b_3 What specific major step has your household taken in the past six months to reduce water usage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Outdoor water less time	4	1.3	11.4	11.4
	Irrigate earlier in the morning or later at night	1	.3	2.9	14.3
	Outdoor watering fewer days per week	2	.6	5.7	20.0
	Replace unused turf with low-water plants	3	1.0	8.6	28.6
	Purchase a high efficiency clothes washer or low-flow fixtures	1	.3	2.9	31.4
	Wash only full loads of clothes or dishes	6	1.9	17.1	48.6
	Take shorter showers	3	1.0	8.6	57.1
	Use a broom instead of a hose on paved areas	4	1.3	11.4	68.6
	Fix indoor leaks (toilet, faucet etc.)	2	.6	5.7	74.3
	Fix outdoor leaks (sprinklers, spas etc.)	1	.3	2.9	77.1
	Do not let water run	5	1.6	14.3	91.4
	Collect and reuse	2	.6	5.7	97.1
	Other	1	.3	2.9	100.0
	Total	35	11.4	100.0	
Missing	System	273	88.6		
Total		308	100.0		

q6b_4 What specific major step has your household taken in the past six months to reduce water usage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Irrigate earlier in the morning or later at night	1	.3	5.6	5.6
	Purchase a high efficiency clothes washer or low-flow fixtures	2	.6	11.1	16.7

	Wash only full loads of clothes or dishes	2	.6	11.1	27.8
	Take shorter showers	2	.6	11.1	38.9
	Use a broom instead of a hose on paved areas	3	1.0	16.7	55.6
	Fix indoor leaks (toilet, faucet etc.)	4	1.3	22.2	77.8
	Fix outdoor leaks (sprinklers, spas etc.)	2	.6	11.1	88.9
	Do not let water run	2	.6	11.1	100.0
	Total	18	5.8	100.0	
Missing	System	290	94.2		
Total		308	100.0		

q6b_5 What specific major step has your household taken in the past six months to reduce water usage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Irrigate earlier in the morning or later at night	1	.3	6.7	6.7
	Check soil's moisture level before watering	1	.3	6.7	13.3
	Wash only full loads of clothes or dishes	3	1.0	20.0	33.3
	Take shorter showers	1	.3	6.7	40.0
	Use a broom instead of a hose on paved areas	1	.3	6.7	46.7
	Fix indoor leaks (toilet, faucet etc.)	2	.6	13.3	60.0
	Fix outdoor leaks (sprinklers, spas etc.)	4	1.3	26.7	86.7
	Do not let water run	1	.3	6.7	93.3
	Collect and reuse	1	.3	6.7	100.0
	Total	15	4.9	100.0	
Missing	System	293	95.1		
Total		308	100.0		

q6b_6 What specific major step has your household taken in the past six months to reduce water usage?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Irrigate earlier in the morning or later at night	1	.3	10.0	10.0
	Take shorter showers	1	.3	10.0	20.0
	Use a broom instead of a hose on paved areas	2	.6	20.0	40.0
	Do not let water run	5	1.6	50.0	90.0
	Collect and reuse	1	.3	10.0	100.0
	Total	10	3.2	100.0	
Missing	System	298	96.8		

Total	308	100.0	
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q7 These next few questions deal with saving water outdoors. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	216	70.1	74.7	74.7
	No/Apt/Condo/No Yard responsibilities	73	23.7	25.3	100.0
	Total	289	93.8	100.0	
Missing	DK/Refused	19	6.2		
Total		308	100.0		

q7a Does your landscaping include a lawn?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	190	61.7	88.0	88.0
	No	26	8.4	12.0	100.0
	Total	216	70.1	100.0	
Missing	System	92	29.9		
Total		308	100.0		

q7b Do you have an automatically-controlled sprinkler system for your landscaping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	172	55.8	79.6	79.6
	No	44	14.3	20.4	100.0
	Total	216	70.1	100.0	
Missing	System	92	29.9		
Total		308	100.0		

q7c During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	16	5.2	9.3	9.3
	1 to 3 times	40	13.0	23.3	32.6
	4 to 6 times	44	14.3	25.6	58.1
	7 or more times	51	16.6	29.7	87.8
	Use weather-based controller	13	4.2	7.6	95.3
	DK/Refused	8	2.6	4.7	100.0
	Total	172	55.8	100.0	
Missing	System	136	44.2		
Total		308	100.0		

q8 These next questions are about desalination? Are you familiar with the term "desalination."					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	226	73.4	73.6	73.6
	No (includes Dk/refused)	81	26.3	26.4	100.0
	Total	307	99.7	100.0	
Missing	System	1	.3		
Total		308	100.0		

q8a How would you describe what desalination is?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Any ref. to making drinking water from ocean or salty water	215	69.8	94.7	94.7
	Other	2	.6	.9	95.6
	Don't know/No answer	10	3.2	4.4	100.0
	Total	227	73.7	100.0	
Missing	System	81	26.3		
Total		308	100.0		

q8a_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buy drinking water, water tastes bad	1	50.0	50.0	50.0
	Making it clean water	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

q9 Do you believe that desalination is important to maintaining a reliable supply of water in San Diego County?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very important	184	59.7	59.7	59.7
	Yes, somewhat important	58	18.8	18.8	78.6
	No, not very important	9	2.9	2.9	81.5
	No, not at all important	6	1.9	1.9	83.4
	DK/Refused	51	16.6	16.6	100.0
	Total	308	100.0	100.0	

q10 Would you be in favor of pursuing agreement with international companies to develop additional supplies of water from seawater desalination					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	141	45.8	45.8	45.8
	No	104	33.8	33.8	79.5
	DK/Refused	63	20.5	20.5	100.0

Total	308	100.0	100.0
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q10a Why are you not in favor of this desalination agreement?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Questionable water quality	12	3.9	11.5	11.5
	It should be done in U.S.	27	8.8	26.0	37.5
	Do not trust/want to deal with Mexico	26	8.4	25.0	62.5
	High cost	9	2.9	8.7	71.2
	Do not know enough yet	4	1.3	3.8	75.0
	Do not want to drink sea water	5	1.6	4.8	79.8
	Lack of control	6	1.9	5.8	85.6
	Just do not like the idea	3	1.0	2.9	88.5
	No Reason/Don't know	12	3.9	11.5	100.0
	Total	104	33.8	100.0	
Missing	System	204	66.2		
Total		308	100.0		

q11_1 Do you favor or oppose using recycled water for watering landscapes along freeways open space, parks and golf courses?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	239	77.6	77.6	77.6
	Somewhat favor	43	14.0	14.0	91.6
	Somewhat oppose	6	1.9	1.9	93.5
	Strongly oppose	5	1.6	1.6	95.1
	DK/Refused	15	4.9	4.9	100.0
Total		308	100.0	100.0	

q11_2 Do you favor or oppose using recycled water for watering residential front yard?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	208	67.5	67.5	67.5
	Somewhat favor	58	18.8	18.8	86.4
	Somewhat oppose	15	4.9	4.9	91.2
	Strongly oppose	8	2.6	2.6	93.8
	DK/Refused	19	6.2	6.2	100.0
Total		308	100.0	100.0	

q11_3 Do you favor or oppose using recycled water for replenishing recreational lakes?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	146	47.4	47.4	47.4
	Somewhat favor	66	21.4	21.4	68.8
	Somewhat oppose	27	8.8	8.8	77.6

	Strongly oppose	30	9.7	9.7	87.3
	DK/Refused	39	12.7	12.7	100.0
	Total	308	100.0	100.0	

q11_4 Do you favor or oppose using recycled water as an addition to the supply of drinking water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	48	15.6	15.6	15.6
	Somewhat favor	41	13.3	13.3	28.9
	Somewhat oppose	45	14.6	14.6	43.5
	Strongly oppose	129	41.9	41.9	85.4
	DK/Refused	45	14.6	14.6	100.0
Total		308	100.0	100.0	

q12 Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	47.7	48.7	48.7
	No	155	50.3	51.3	100.0
	Total	302	98.1	100.0	
Missing	DK/Refused	6	1.9		
Total		308	100.0		

q12a Have you or any member of the family ever visited the garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	15.9	33.3	33.3
	No	98	31.8	66.7	100.0
	Total	147	47.7	100.0	
Missing	System	161	52.3		
Total		308	100.0		

q12b Have you made any changes to your watering landscaping as a result of visiting the Garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	7.8	48.0	48.0
	No	26	8.4	52.0	100.0
	Total	50	16.2	100.0	
Missing	DK/Refused	1	.3		
	System	257	83.4		
	Total	258	83.8		
Total		308	100.0		

q12c What is the most significant change you have made as a result of visiting the garden?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adjusted sprinklers/reduced water usage	3	1.0	13.0	13.0
	Changed plants to be more drought-tolerant/water-wise	9	2.9	39.1	52.2
	Eliminated plants/let plants die	1	.3	4.3	56.5
	Eliminated lawn/let lawn die-replaced with water-wise ground	3	1.0	13.0	69.6
	Replaced unused turf with low-water plants	1	.3	4.3	73.9
	Upgrd.irrigation system to new, higher efficiency equipment	2	.6	8.7	82.6
	Collect and reuse	3	1.0	13.0	95.7
	Other (specify)	1	.3	4.3	100.0
	Total	23	7.5	100.0	
Missing	None	1	.3		
	System	284	92.2		
	Total	285	92.5		
Total		308	100.0		

q12c_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Using compost into the dirt.	1	100.0	100.0	100.0

q13 Do you read the newsletter or bill inserts that come in the mail with your monthly water bill?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every time	73	23.7	24.2	24.2
	Most times	75	24.4	24.8	49.0
	Sometimes	102	33.1	33.8	82.8
	Never	52	16.9	17.2	100.0
	Total	302	98.1	100.0	
Missing	DK/Refused	6	1.9		
Total		308	100.0		

q14 The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	120	39.0	43.8	43.8
	No	154	50.0	56.2	100.0
	Total	274	89.0	100.0	
Missing	DK/Refused	34	11.0		

Total	308	100.0		
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q15_1 Which, if any, of the following social media websites do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	75	24.4	62.5	62.5
	Twitter	2	.6	1.7	64.2
	LinkedIn	5	1.6	4.2	68.3
	MySpace	2	.6	1.7	70.0
	You Tube	36	11.7	30.0	100.0
	Total	120	39.0	100.0	
Missing	System	188	61.0		
Total		308	100.0		

q15_2 Which, if any, of the following social media websites do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	4	1.3	12.9	12.9
	Twitter	4	1.3	12.9	25.8
	LinkedIn	4	1.3	12.9	38.7
	MySpace	4	1.3	12.9	51.6
	You Tube	15	4.9	48.4	100.0
	Total	31	10.1	100.0	
Missing	System	277	89.9		
Total		308	100.0		

q15_3 Which, if any, of the following social media websites do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	1	.3	11.1	11.1
	Twitter	1	.3	11.1	22.2
	LinkedIn	3	1.0	33.3	55.6
	MySpace	1	.3	11.1	66.7
	You Tube	3	1.0	33.3	100.0
	Total	9	2.9	100.0	
Missing	System	299	97.1		
Total		308	100.0		

q15_4 Which, if any, of the following social media websites do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twitter	1	.3	20.0	20.0
	LinkedIn	1	.3	20.0	40.0
	MySpace	1	.3	20.0	60.0
	You Tube	2	.6	40.0	100.0

	Total	5	1.6	100.0	
Missing	System	303	98.4		
Total		308	100.0		

q15_5 Which, if any, of the following social media websites do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MySpace	2	.6	66.7	66.7
	You Tube	1	.3	33.3	100.0
	Total	3	1.0	100.0	
Missing	System	305	99.0		
Total		308	100.0		

q16_1 Do you think the Otay Water District can use these sites for your benefit to notify you about scheduled construction or system repairs?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	37.7	37.7	37.7
	No	144	46.8	46.8	84.4
	Don't know	48	15.6	15.6	100.0
	Total	308	100.0	100.0	

q16_2 To ask questions and receive comments about your satisfaction with services?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	130	42.2	42.2	42.2
	No	130	42.2	42.2	84.4
	Don't know	48	15.6	15.6	100.0
	Total	308	100.0	100.0	

q16_3 To distribute emergency information?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	39.3	39.3	39.3
	No	134	43.5	43.5	82.8
	Don't know	53	17.2	17.2	100.0
	Total	308	100.0	100.0	

q16_4 Discuss water industry news and new developments?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	118	38.3	38.3	38.3
	No	134	43.5	43.5	81.8
	Don't know	56	18.2	18.2	100.0
	Total	308	100.0	100.0	

q16_5 communicate information about the District?					
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	39.9	39.9	39.9
	No	133	43.2	43.2	83.1
	Don't know	52	16.9	16.9	100.0
	Total	308	100.0	100.0	

q17 On a scale of 1-5, with 1 being very important and 5 being very unimportant, how important is it to you that the Otay Water District have a presence using social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	72	23.4	28.1	28.1
	Somewhat important	84	27.3	32.8	60.9
	Neither important nor important	33	10.7	12.9	73.8
	Somewhat unimportant	27	8.8	10.5	84.4
	Very unimportant	40	13.0	15.6	100.0
	Total	256	83.1	100.0	
Missing	DK/Unsure	52	16.9		
Total		308	100.0		

q18 Have you ever visited the Otay Water District website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	113	36.7	39.2	39.2
	Have access to internet, but have not visited the website	140	45.5	48.6	87.8
	Do not have access to the internet	35	11.4	12.2	100.0
	Total	288	93.5	100.0	
Missing	DK/Refused	20	6.5		
Total		308	100.0		

q18a How would you rate the website? Would you say..

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	18	5.8	18.0	18.0
	Good	56	18.2	56.0	74.0
	Fair	24	7.8	24.0	98.0
	Poor	2	.6	2.0	100.0
	Total	100	32.5	100.0	
Missing	DK/Refused	13	4.2		
	System	195	63.3		
	Total	208	67.5		
Total		308	100.0		

q19 How do you pay your water bill most months?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	29	9.4	25.9	25.9
	Automatic bank deduction	21	6.8	18.8	44.6
	Credit card over the telephone	3	1.0	2.7	47.3
	On-line (internet)	59	19.2	52.7	100.0
	Total	112	36.4	100.0	
Missing	DK/Unsure	1	.3		
	System	195	63.3		
	Total	196	63.6		
Total		308	100.0		

q19a Why do you not pay on-line using the District's website?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I do not trust that my banking data is secure	5	1.6	11.6	11.6
	I do not use the Internet	4	1.3	9.3	20.9
	I feel more in control of my money when I write the checks	6	1.9	14.0	34.9
	Easier for my own accounting/taxes	16	5.2	37.2	72.1
	Use auto deduction	4	1.3	9.3	81.4
	Other	8	2.6	18.6	100.0
	Total	43	14.0	100.0	
	Missing	Don't know/No Answer	11	3.6	
System		254	82.5		
Total		265	86.0		
Total		308	100.0		

q19a_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	12.5	12.5	12.5
	I have not registered	1	12.5	12.5	25.0
	I use the other line	1	12.5	12.5	37.5
	They do not give me a discount for that	1	12.5	12.5	50.0
	A matter of habit	1	12.5	12.5	62.5
	I just haven't set it up	1	12.5	12.5	75.0
	I would charge it but they do not use Visa	1	12.5	12.5	87.5
	I'm old school	1	12.5	12.5	100.0
	Total	8	100.0	100.0	

q19b What can the District do to make paying on-line through the District's website a more appealing option for you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Discounts	8	2.6	14.8	14.8
	Do not like online banking	7	2.3	13.0	27.8
	Nothing	13	4.2	24.1	51.9
	Other	5	1.6	9.3	61.1
	No Reason/Don't know	21	6.8	38.9	100.0
	Total	54	17.5	100.0	
Missing	System	254	82.5		
Total		308	100.0		

What can the District do to make paying on-line through the District's website a more appealing option for you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A simple way without worrying about bills.	1	20.0	20.0	20.0
	By this phone call and future newsletters	1	20.0	20.0	40.0
	It is unimportant to me	1	20.0	20.0	60.0
	Later entry records	1	20.0	20.0	80.0
	Register my payment through a bill and use that information when I pay on line	1	20.0	20.0	100.0
	Total	5	100.0	100.0	

q19c If the District were to do that, how much more likely would you be to pay on-line? Would you say..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	11	3.6	36.7	36.7
	Somewhat likely	10	3.2	33.3	70.0
	Somewhat unlikely	2	.6	6.7	76.7
	Very unlikely	7	2.3	23.3	100.0
	Total	30	9.7	100.0	
Missing	DK/Refused	3	1.0		
	System	275	89.3		
	Total	278	90.3		
Total		308	100.0		

q20 No matter how you presently pay your bill, how would you prefer to pay your bill most of the time?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Send check by mail	19	6.2	16.8	16.8
	Automatic bank deduction	21	6.8	18.6	35.4
	Credit card over the telephone	2	.6	1.8	37.2

	On-line (internet)	65	21.1	57.5	94.7
	DK/NA	6	1.9	5.3	100.0
	Total	113	36.7	100.0	
Missing	System	195	63.3		
Total		308	100.0		

q21 Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the Postal Service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	18.2	49.6	49.6
	No	51	16.6	45.1	94.7
	DK/Refused	6	1.9	5.3	100.0
	Total	113	36.7	100.0	
Missing	System	195	63.3		
Total		308	100.0		

q22 How likely are you to choose to go paperless in your bill paying to the District in the next year or two? You would receive your bill by e-mail and you would make payment either (phone, online, automatic deduction) but not by check or cash?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	85	27.6	38.3	38.3
	Somewhat likely	43	14.0	19.4	57.7
	Somewhat unlikely	23	7.5	10.4	68.0
	Very unlikely	71	23.1	32.0	100.0
	Total	222	72.1	100.0	
Missing	DK/Refused	31	10.1		
	System	55	17.9		
	Total	86	27.9		
Total		308	100.0		

q22a What is your major objection to the District going paperless?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Want paper record	19	6.2	20.2	20.2
	Computer failure	5	1.6	5.3	25.5
	Trust/security	5	1.6	5.3	30.9
	Do not use computers that often	16	5.2	17.0	47.9
	No personal records on the computer	5	1.6	5.3	53.2
	Used to paying by check	13	4.2	13.8	67.0
	I will forget to check for the bill on the computer	5	1.6	5.3	72.3
	Other	4	1.3	4.3	76.6

	No objection	3	1.0	3.2	79.8
	No reason/Don't know	19	6.2	20.2	100.0
	Total	94	30.5	100.0	
Missing	System	214	69.5		
Total		308	100.0		

What is your major objection to the District going paperless?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I pay through auto deduct	1	25.0	25.0	25.0
	I work at the post office if the district goes paperless I would lose my job I do not want to lose my job	1	25.0	25.0	50.0
	I work for the post office	1	25.0	25.0	75.0
	Waste of paper.	1	25.0	25.0	100.0
	Total	4	100.0	100.0	

q23 How would you rate you overall satisfaction with the Otay Water District as your water service provider?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	74	24.0	24.5	24.5
	Very Good	116	37.7	38.4	62.9
	Good	90	29.2	29.8	92.7
	Fair	19	6.2	6.3	99.0
	Poor	2	.6	.7	99.7
	Very Poor	1	.3	.3	100.0
	Total	302	98.1	100.0	
Missing	DK/Refused	6	1.9		
Total		308	100.0		

q24 Have you called the Otay Water District for service or other help during the past 6 months?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	53	17.2	17.4	17.4
	No	252	81.8	82.6	100.0
	Total	305	99.0	100.0	
Missing	DK/Refused	3	1.0		
Total		308	100.0		

q24a How would you rate your overall level of satisfaction with the service you received when you called for service or help?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	14	4.5	26.4	26.4
	Very Good	15	4.9	28.3	54.7

	Good	12	3.9	22.6	77.4
	Fair	5	1.6	9.4	86.8
	Poor	4	1.3	7.5	94.3
	Very Poor	3	1.0	5.7	100.0
	Total	53	17.2	100.0	
Missing	System	255	82.8		
Total		308	100.0		

Please tell me when I mention the category that contains your age..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	4	1.3	1.4	1.4
	25 to 34	17	5.5	5.8	7.2
	35 to 44	67	21.8	22.9	30.1
	45 to 54	71	23.1	24.3	54.5
	55 to 64	78	25.3	26.7	81.2
	65 or over	55	17.9	18.8	100.0
	Total	292	94.8	100.0	
Missing	DK/Refused	16	5.2		
Total		308	100.0		

How long have you been a customer of the Otay Water District?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	3.6	3.6	3.6
	2	10	3.2	3.3	6.9
	3	10	3.2	3.3	10.2
	4	6	1.9	2.0	12.2
	5	17	5.5	5.6	17.8
	6	6	1.9	2.0	19.7
	7	5	1.6	1.6	21.4
	8	8	2.6	2.6	24.0
	9	3	1.0	1.0	25.0
	10	38	12.3	12.5	37.5
	11	6	1.9	2.0	39.5
	12	14	4.5	4.6	44.1
	13	6	1.9	2.0	46.1
	14	6	1.9	2.0	48.0
	15	18	5.8	5.9	53.9
	16	3	1.0	1.0	54.9
	17	3	1.0	1.0	55.9
	18	3	1.0	1.0	56.9
	19	1	.3	.3	57.2

20	23	7.5	7.6	64.8
21	1	.3	.3	65.1
22	11	3.6	3.6	68.8
23	2	.6	.7	69.4
24	5	1.6	1.6	71.1
25	12	3.9	3.9	75.0
26	5	1.6	1.6	76.6
27	2	.6	.7	77.3
28	1	.3	.3	77.6
29	4	1.3	1.3	78.9
30	26	8.4	8.6	87.5
31	6	1.9	2.0	89.5
32	2	.6	.7	90.1
33	1	.3	.3	90.5
34	5	1.6	1.6	92.1
35	5	1.6	1.6	93.8
36	1	.3	.3	94.1
37	1	.3	.3	94.4
38	1	.3	.3	94.7
39	2	.6	.7	95.4
40	6	1.9	2.0	97.4
41	2	.6	.7	98.0
42	1	.3	.3	98.4
44	2	.6	.7	99.0
45	1	.3	.3	99.3
46	1	.3	.3	99.7
60	1	.3	.3	100.0
Total	304	98.7	100.0	
Missing	99	4	1.3	
Total	308	100.0		

What is the highest grade or year of school that you have completed and received credit for..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	48	15.6	16.3	16.3
	At least one year of college, trade or vocational school	71	23.1	24.1	40.5
	Graduated college with a bachelor's degree, or	102	33.1	34.7	75.2
	At least one year of graduate work beyond a BA degree	73	23.7	24.8	100.0
	Total	294	95.5	100.0	
Missing	DK/Refused	14	4.5		

Total		308	100.0	
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Which of the following best describes your ethnic or racial background..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	157	51.0	56.1	56.1
	Black, not of Hispanic origin	6	1.9	2.1	58.2
	Hispanic or Latino	72	23.4	25.7	83.9
	Asian or Pacific Islander	39	12.7	13.9	97.9
	Native American, or	2	.6	.7	98.6
	Another ethnic group	4	1.3	1.4	100.0
	Total	280	90.9	100.0	
Missing	DK/Refused	28	9.1		
Total		308	100.0		

eth_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		3	75.0	75.0	75.0
	American	1	25.0	25.0	100.0
	Total	4	100.0	100.0	

gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	154	50.0	50.0	50.0
	Female	154	50.0	50.0	100.0
	Total	308	100.0	100.0	

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..					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$ 25,000	13	4.2	6.2	6.2
	\$25,000 up to but not including \$50,000	30	9.7	14.4	20.6
	\$50,000 up to (but not including) \$75,000	51	16.6	24.4	45.0
	\$75,000 up to (but not including) \$100,000 or	48	15.6	23.0	67.9
	\$100,000 up to but not including \$150,000?	47	15.3	22.5	90.4
	\$150,000 or more	20	6.5	9.6	100.0
	Total	209	67.9	100.0	
Missing	DK/Refused	99	32.1		
Total		308	100.0		

Language of Interview					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	295	95.8	96.1	96.1
	Spanish	12	3.9	3.9	100.0
	Total	307	99.7	100.0	
Missing	System	1	.3		
Total		308	100.0		

How many persons, including yourself, live in your household?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	14.6	15.0	15.0
	2	118	38.3	39.2	54.2
	3	44	14.3	14.6	68.8
	4	56	18.2	18.6	87.4
	5	25	8.1	8.3	95.7
	6	7	2.3	2.3	98.0
	7	4	1.3	1.3	99.3
	9	1	.3	.3	99.7
	10	1	.3	.3	100.0
	Total		301	97.7	100.0
Missing	DK/Refused	7	2.3		
Total		308	100.0		

Is your residence owned by someone in your household, or is it rented?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	294	95.5	96.7	96.7
	Rent/Other Status	10	3.2	3.3	100.0
	Total	304	98.7	100.0	
Missing	DK/Refused	4	1.3		
Total		308	100.0		

recoded cust					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-10 years	114	37.0	37.5	37.5
	11-15 years	50	16.2	16.4	53.9
	16-25 years	64	20.8	21.1	75.0

	26 or more years	76	24.7	25.0	100.0
	Total	304	98.7	100.0	
Missing	System	4	1.3		
Total		308	100.0		

recoded pph					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	14.6	15.0	15.0
	2	118	38.3	39.2	54.2
	3	44	14.3	14.6	68.8
	4	56	18.2	18.6	87.4
	5 or more	38	12.3	12.6	100.0
	Total	301	97.7	100.0	
Missing	System	7	2.3		
Total		308	100.0		

OPEN-ENDED RESPONSES

q8a_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buy drinking water, water tastes bad	1	50.0	50.0	50.0
	Making it clean water	1	50.0	50.0	100.0
	Total	2	100.0	100.0	

q12c_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Using compost into the dirt.	1	100.0	100.0	100.0

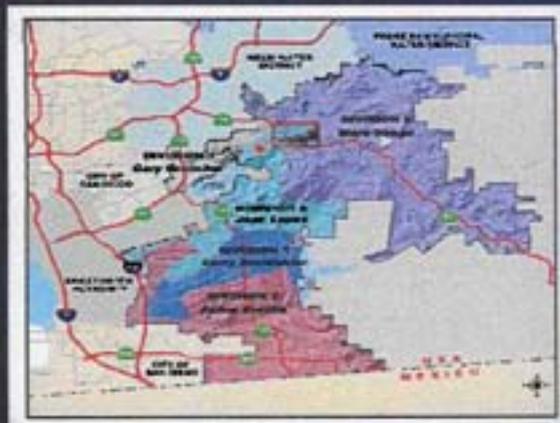
q19a_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	12.5	12.5	12.5
	I have not registered	1	12.5	12.5	25.0
	I use the other line	1	12.5	12.5	37.5
	They do not give me a discount for that	1	12.5	12.5	50.0
	A matter of habit	1	12.5	12.5	62.5
	I just haven't set it up	1	12.5	12.5	75.0
	I would charge it but they do not use	1	12.5	12.5	87.5

Visa				
I'm old school	1	12.5	12.5	100.0
Total	8	100.0	100.0	

What can the District do to make paying on-line through the District's website a more appealing option for you?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A simple way without worrying about bills.	1	20.0	20.0	20.0
By this phone call and future newsletters	1	20.0	20.0	40.0
It is unimportant to me	1	20.0	20.0	60.0
Later entry records	1	20.0	20.0	80.0
Register my payment through a bill and use that information when I pay on line	1	20.0	20.0	100.0
Total	5	100.0	100.0	

What is your major objection to the District going paperless?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid I pay through auto deduct	1	25.0	25.0	25.0
I work at the post office if the district goes paperless I would lose my job I do not want to lose my job	1	25.0	25.0	50.0
I work for the post office	1	25.0	25.0	75.0
Waste of paper.	1	25.0	25.0	100.0
Total	4	100.0	100.0	

Customer Satisfaction and Awareness Survey Otay Water District-----January, 2011



Principal Researchers:
Richard A. Parker, Ph.D.
Louis M. Rea, Ph.D.

Rea & Parker Research
Professors, School of Public Affairs, SDSU

Respondent Characteristics						
Characteristic		2011	2009	2008	2006	2005
Ethnicity						
<i>White</i>		56%	55%	52%	55%	54%
<i>Hispanic/Latino</i>		26%	28%	30%	29%	24%
<i>Asian/Pacific Islander</i>		14%	8%	8%	9%	15%
Annual Household Income						
<i>Median</i>		\$80,400	\$75,700	\$83,500	\$77,500	\$85,000
<i>% over \$100,000</i>		32%	26%	30%	33%	34%
<i>% under \$25,000</i>		6%	8%	5%	6%	2%
Age						
<i>Median</i>		53 years	53 years	47 years	49 years	47 years
Education						
<i>High School or Less</i>		16%	17%	22%	22%	14%
<i>At Least One Year College, Trade, Vocational School</i>		24%	32%	28%	24%	33%
<i>Bachelor's Degree</i>		34%	39%	33%	35%	25%
<i>At Least One Year of Graduate Work</i>		24%	12%	17%	19%	28%

Customer Satisfaction

- Customers demonstrate a high level of overall satisfaction with the Otay Water District
 - Rebound to 2008 levels
- Substantial level of confidence in the District's ability to provide enough water for its customers
 - 93 percent very confident or somewhat confident (increase from 2008 and 2009) back to 2005-2006 levels
 - Trust in clean, safe water at highest level
 - Trust in obtaining water at a reasonable price has declined
- Overall high rating of value and quality of the work done by the Otay Water District.

Chart 1
Overall Satisfaction with Otay Water District
as Water Service Provider
 (2.21 = mean on 1-6 scale where 1 = Excellent)

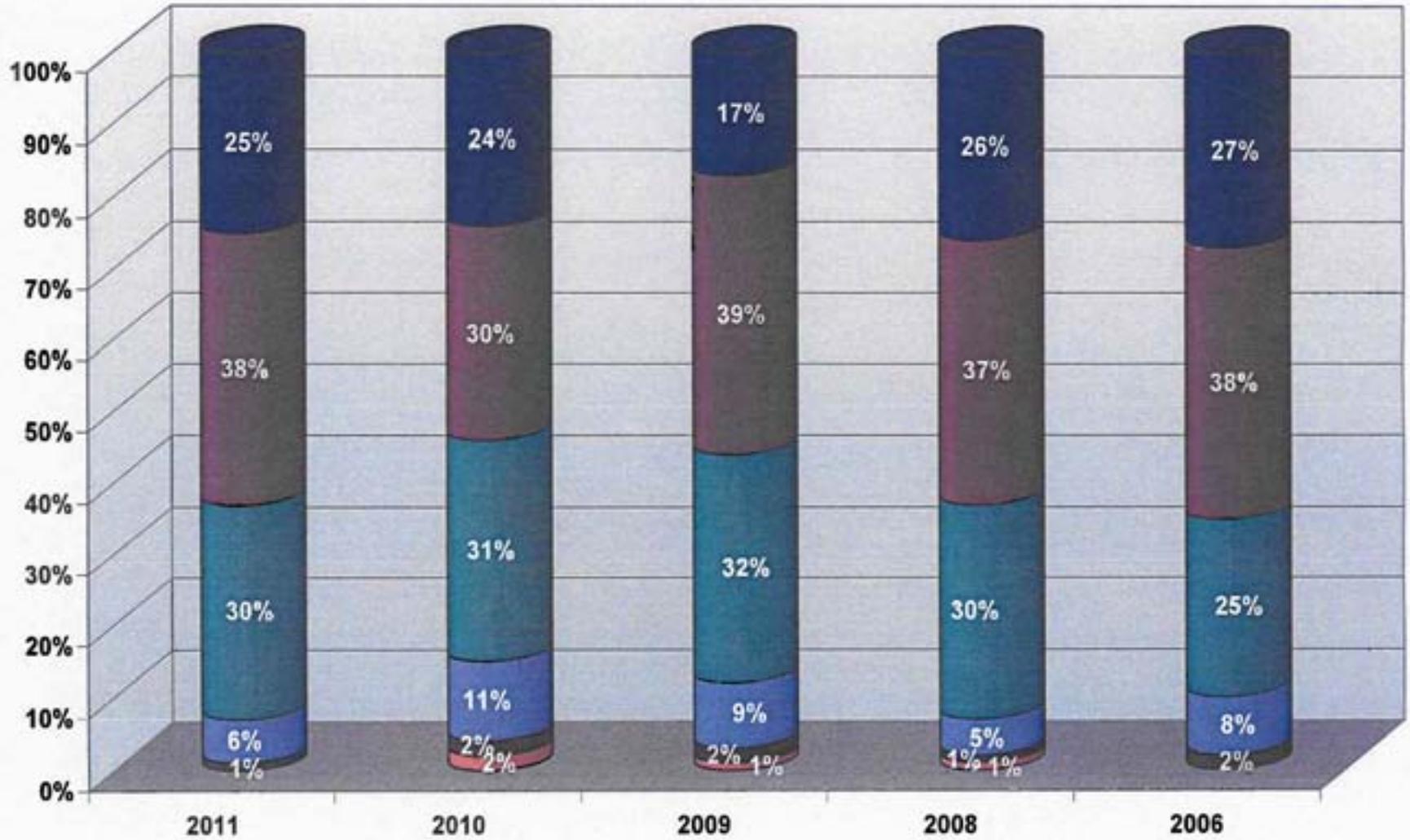


Chart 2
Confidence in Local Water Agencies to Provide Enough Water
(1.67 = mean confidence on 1-4 scale, where 1 = very confident)

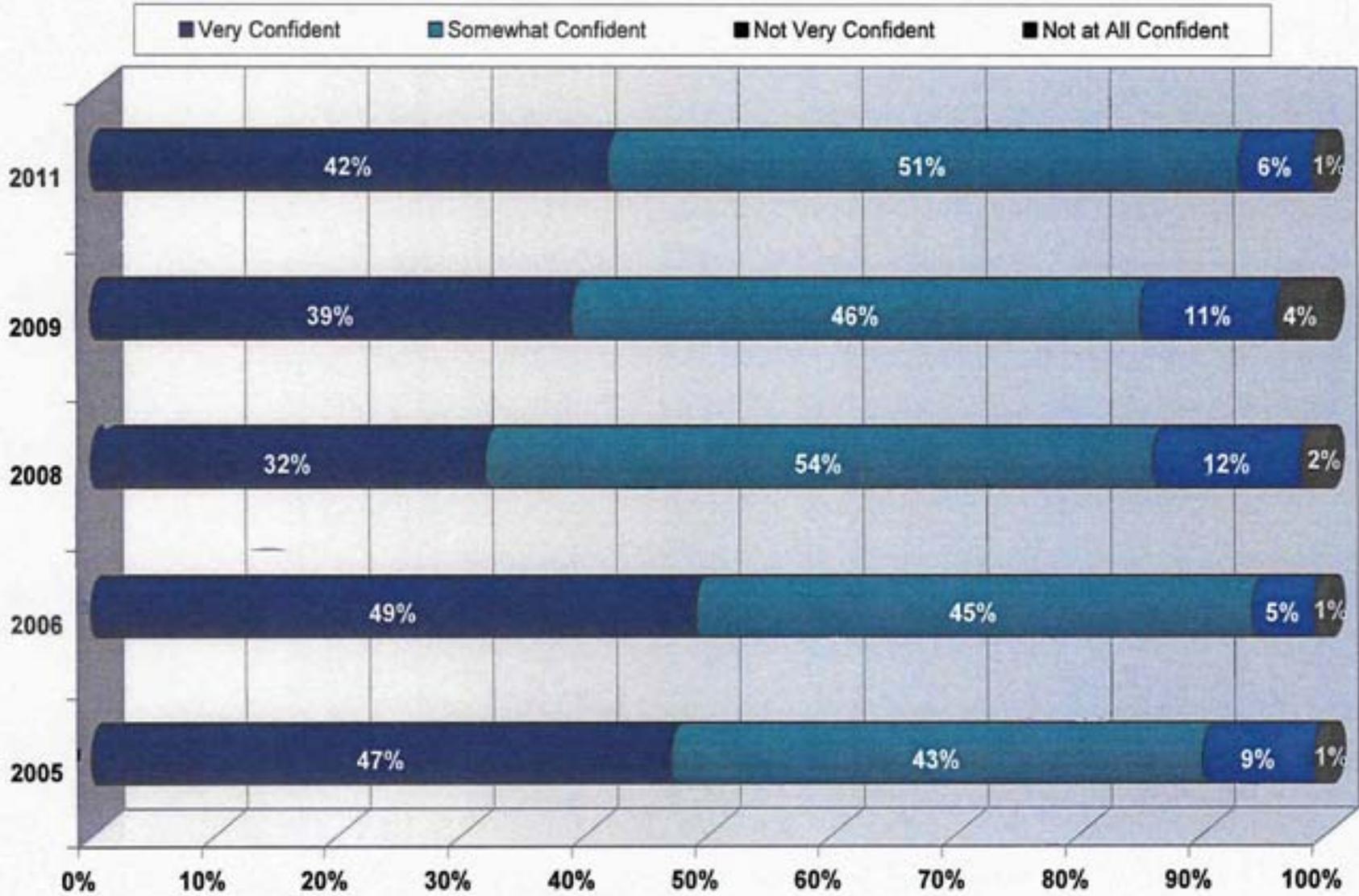
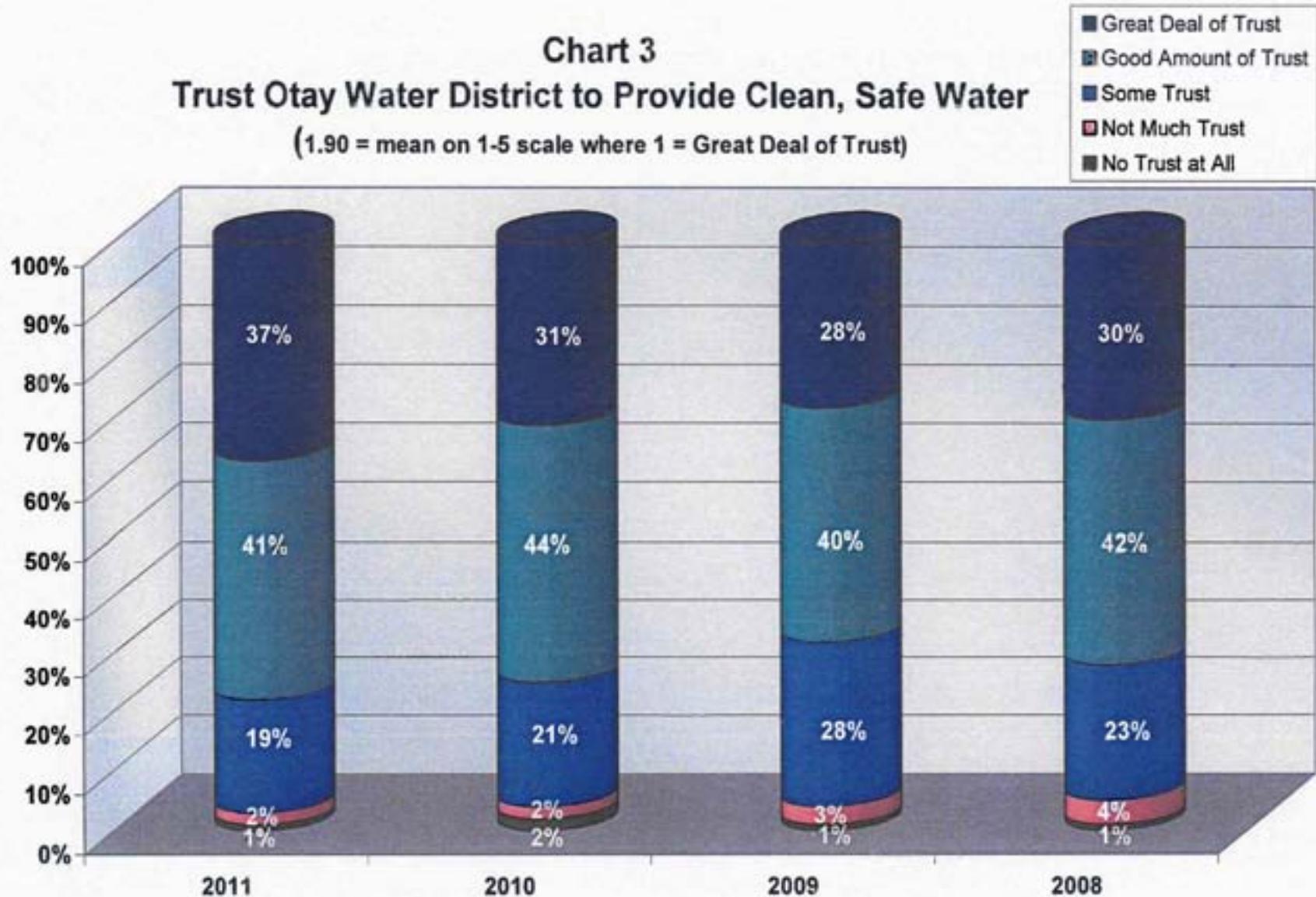


Chart 3
Trust Otay Water District to Provide Clean, Safe Water
 (1.90 = mean on 1-5 scale where 1 = Great Deal of Trust)



In 2006 and 2005, respondents were asked about their confidence in Otay Water District to prevent contamination of water supply. In 2006, 29% had "not much" or "no" confidence. In 2005, that percentage was 22%. It should also be noted that there was only one clearly positive option in those surveys, skipping from "great deal of confidence" to "some confidence."

Chart 4
Trust Otay Water District to Obtain Water at a Reasonable Price
 (2.73 = mean on 1-5 scale where 1 = Great Deal of Trust)

- Great Deal of Trust
- Good Amount of Trust
- Some Trust
- Not Much Trust
- No Trust at All

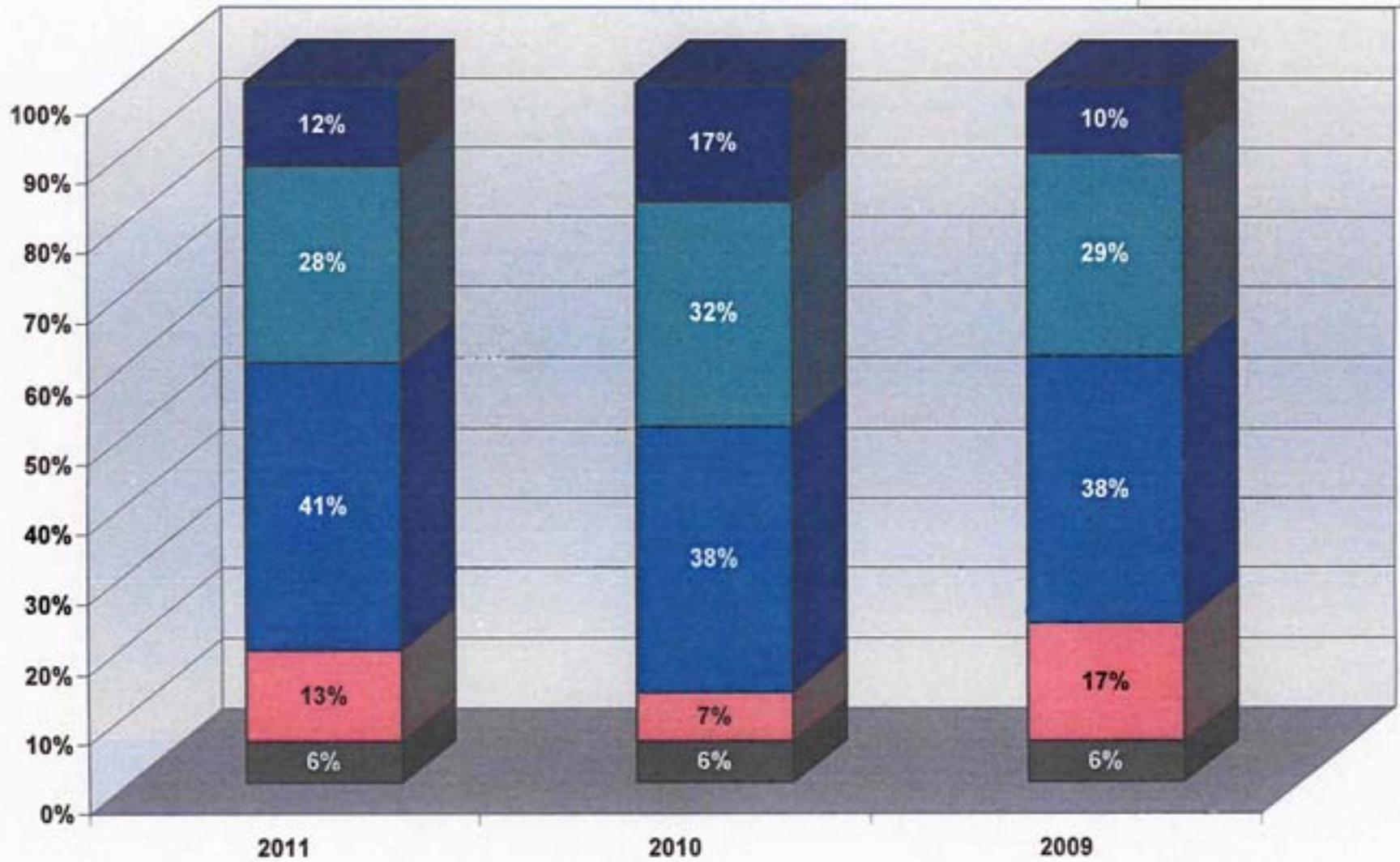
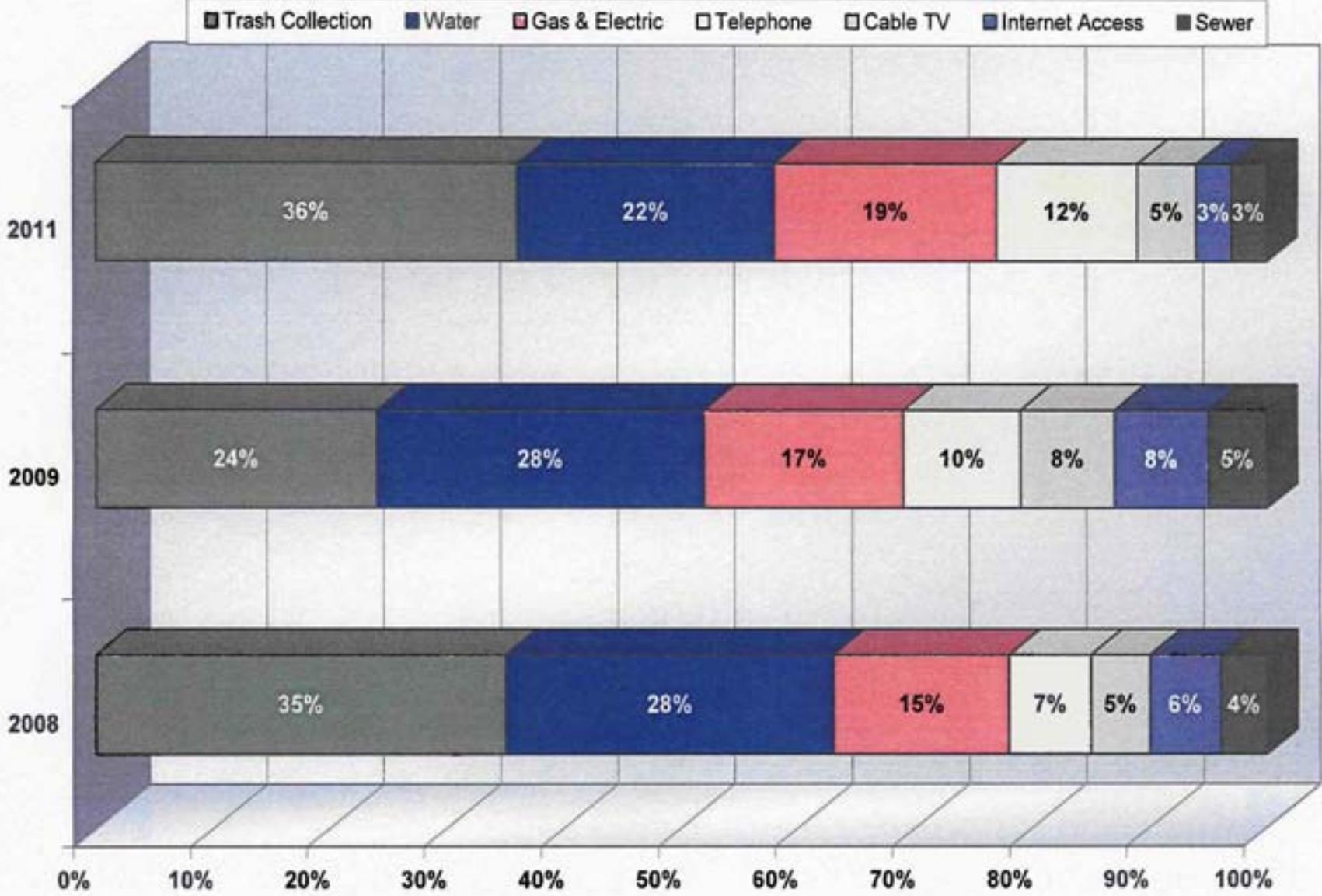


Chart 38
Best Value Among Utilities



Conservation

- Continued increasing interest in conservation
- Awareness of conservation measures has declined
- Higher rates have motivated conservation in 71% of those who believe that rates have increased—50 percent overall
 - Conservation has focused upon less watering outside (time and days) and shorter showers less than in the past—repairing leaks, watering early or late, sweeping driveways have increased
 - Sprinklers being adjusted more frequently

Chart 10
Household's Level of Interest in Conserving Water

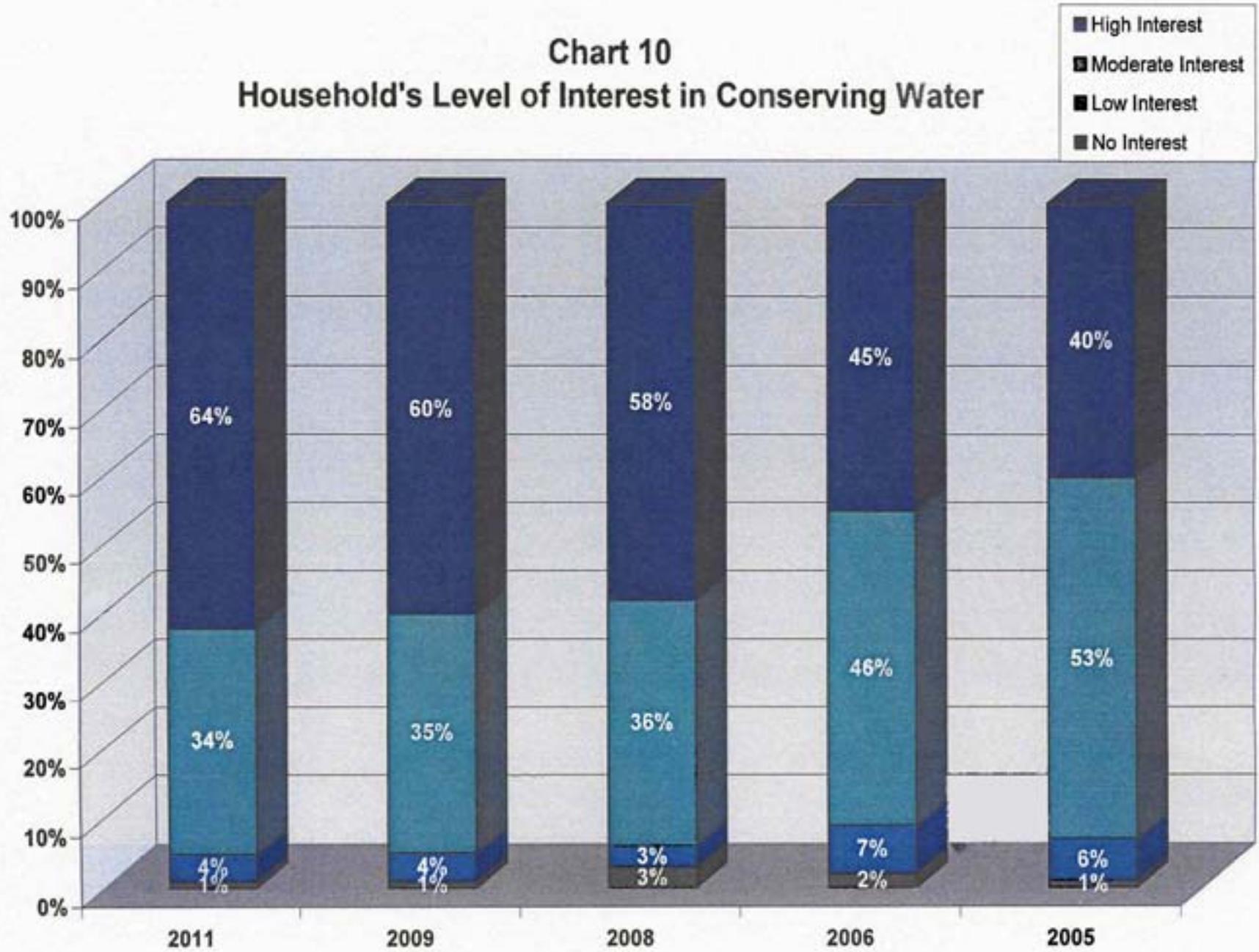


Chart 11
Household's Awareness of Water Conservation During Past Year

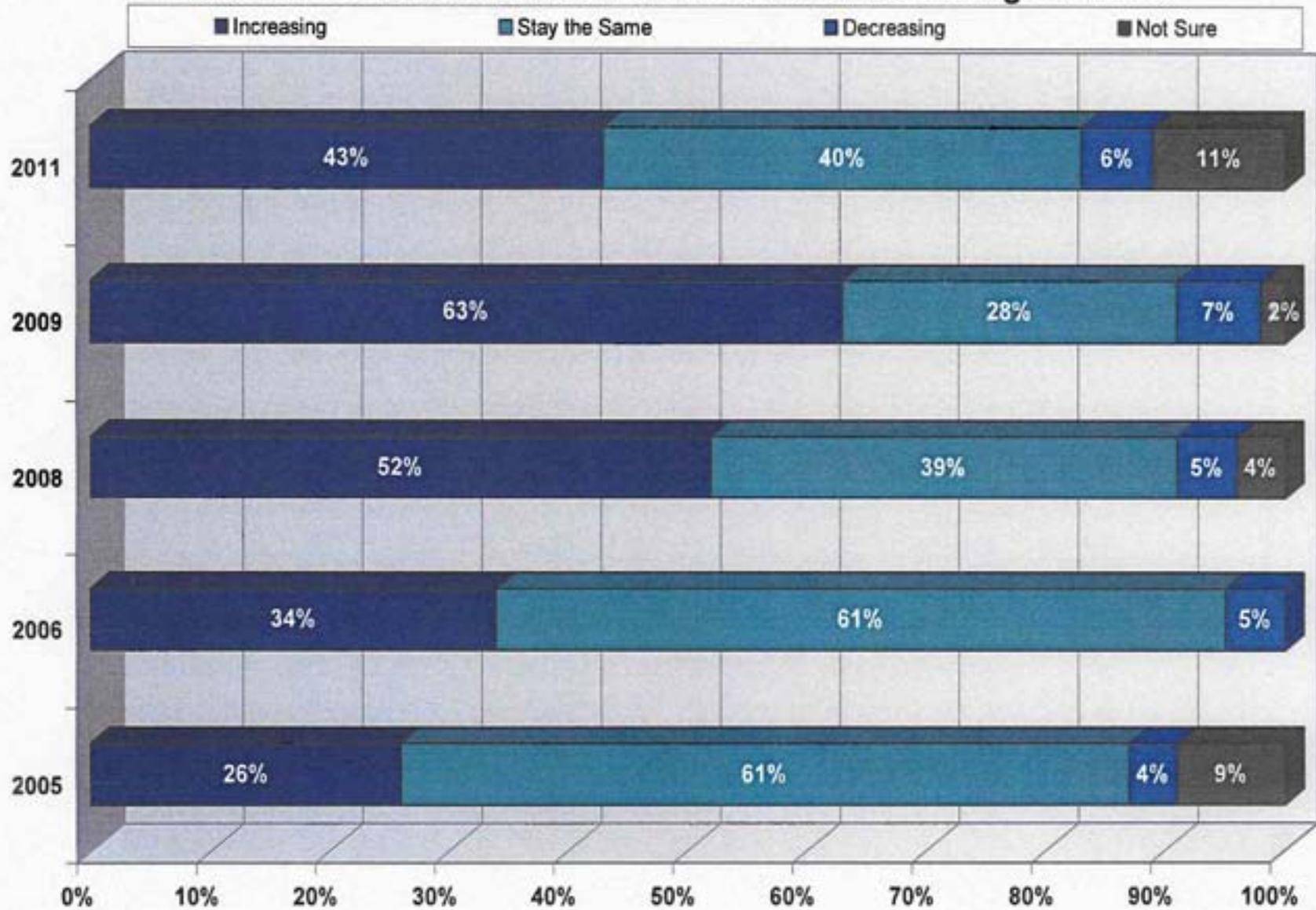


Chart 8
Conservation Motivated by Higher Rates
(among 70 percent who think that rates have increased)

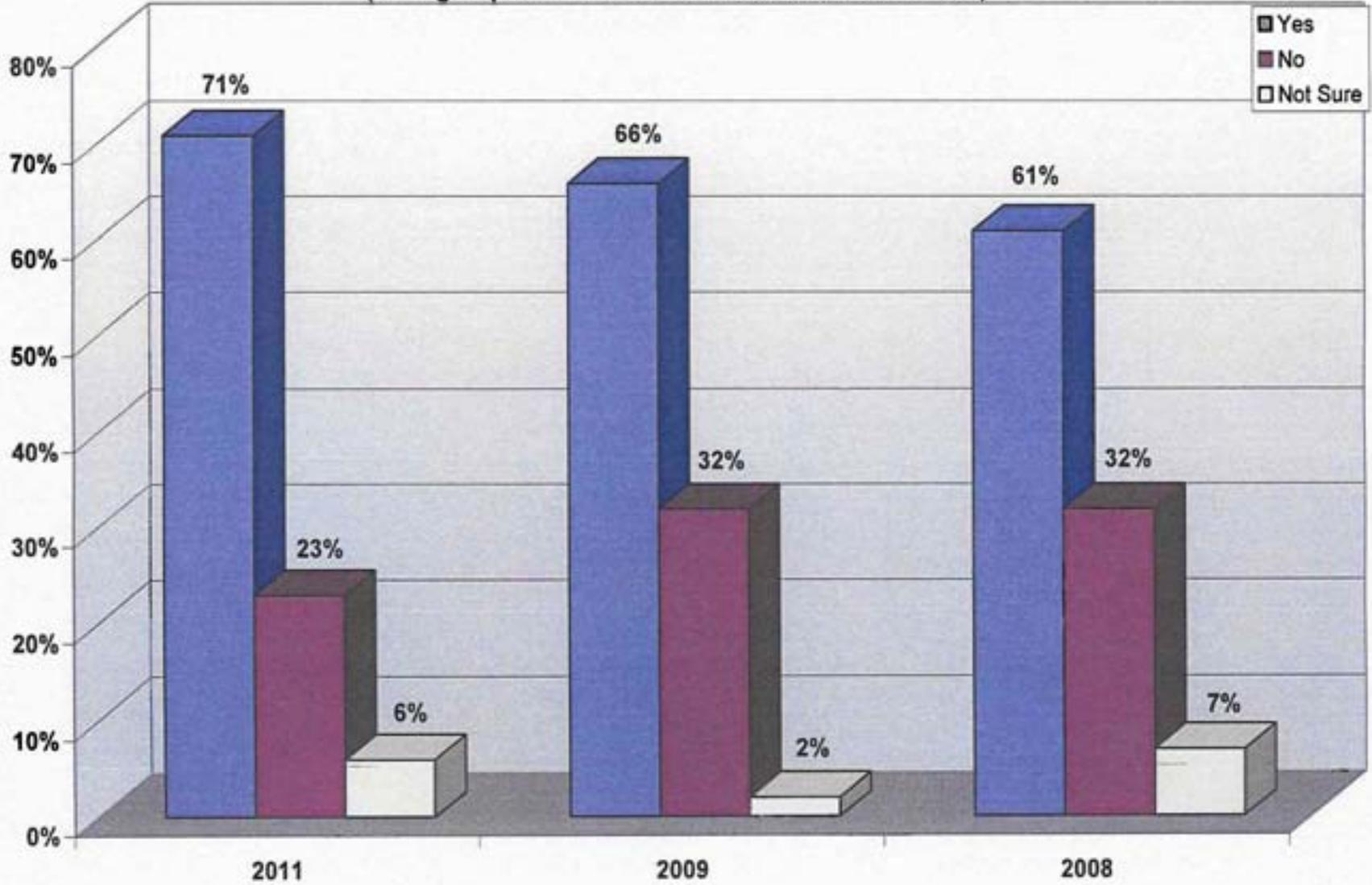


Chart 9 Conservation Steps Undertaken in Past Year

(by 50 percent who think that rates have increased and have taken conservation steps in response--
numbers in parentheses are 2009 responses)

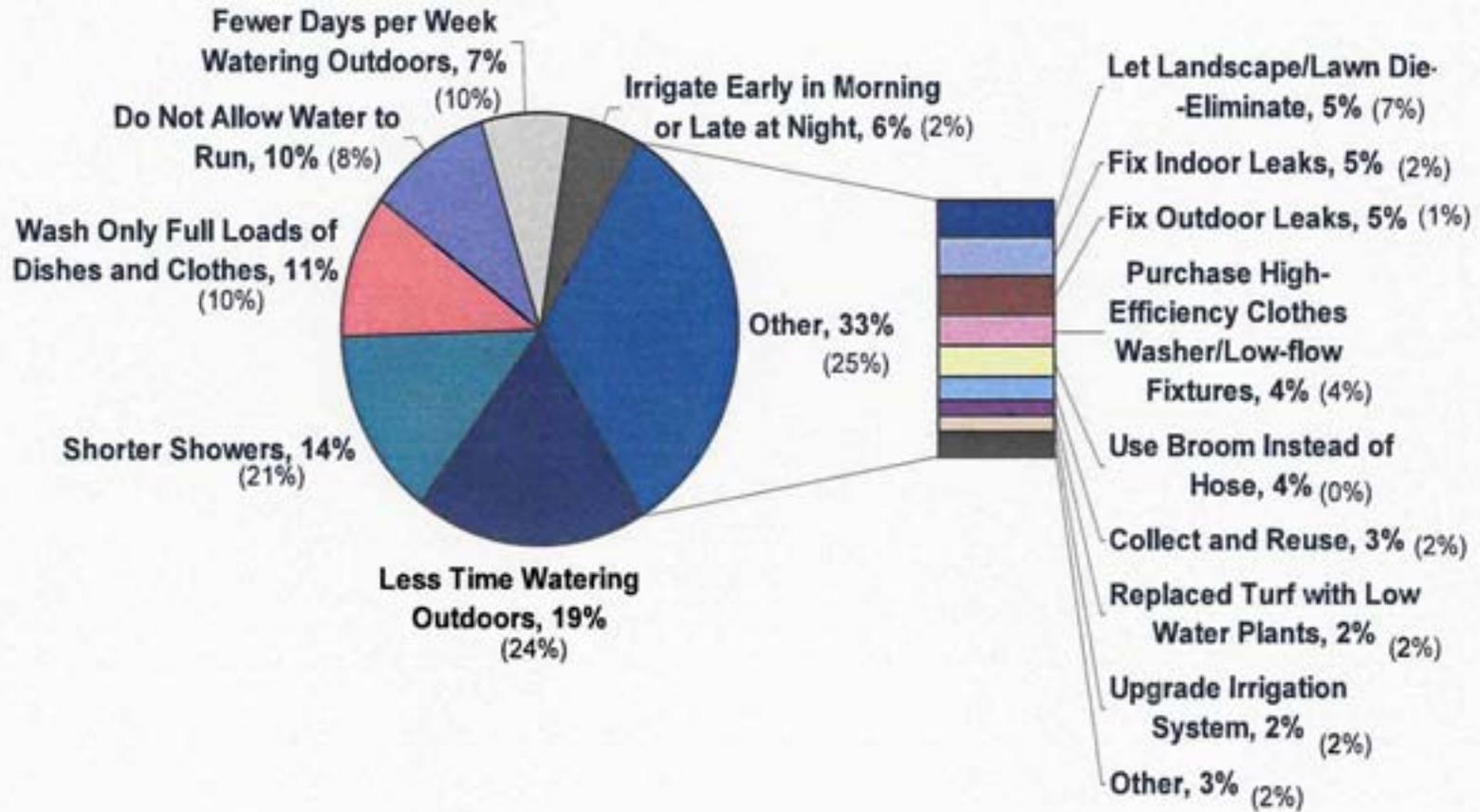
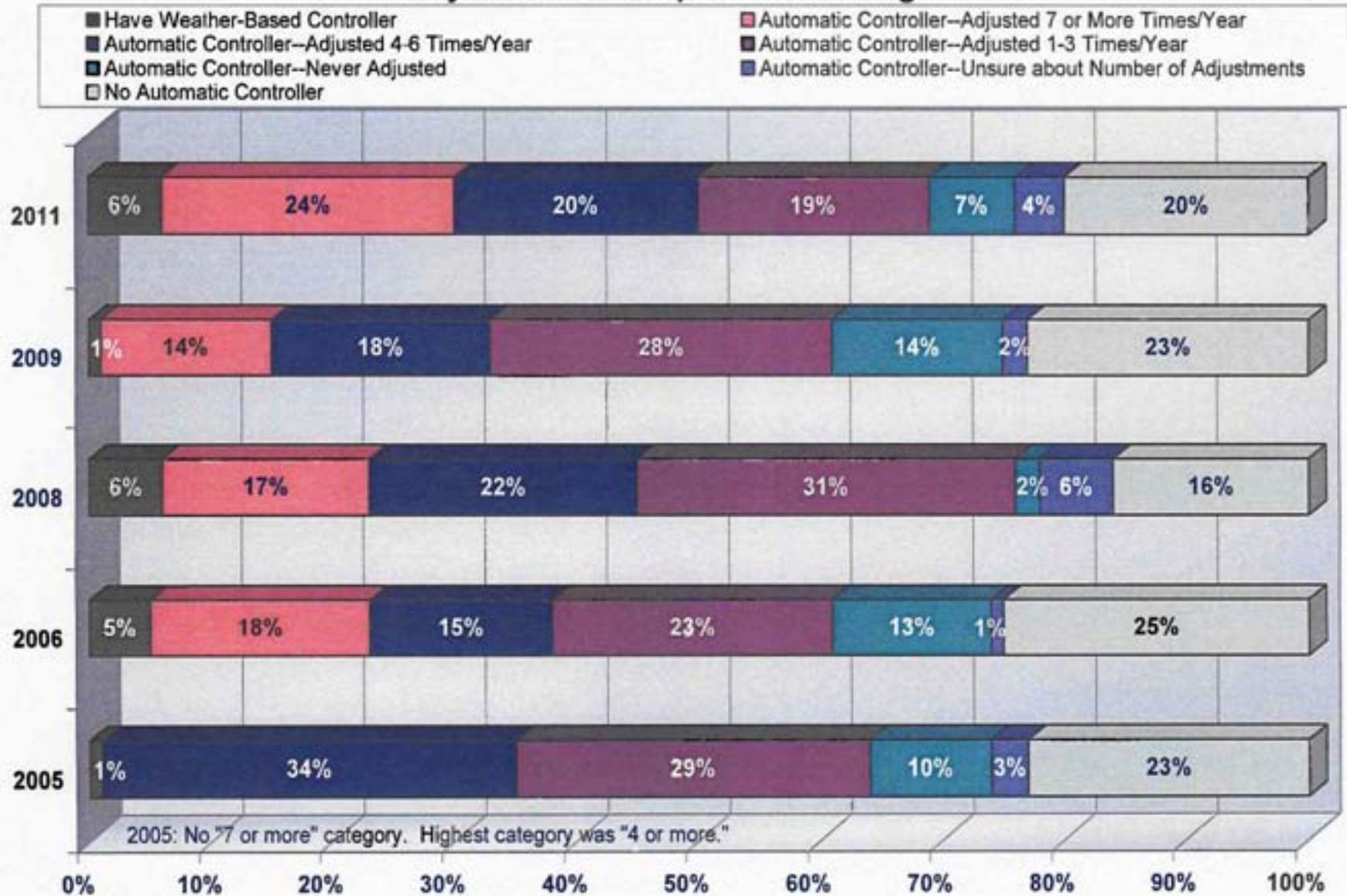


Chart 13 Adjustments to Sprinkler Settings



Conservation Garden/Recycling

- Less visitation to Cuyamaca Conservation Garden (especially among lower and higher incomes)
- Changes in response to visits are less replacement with water tolerant plants and more lawns being eliminated (esp. in Chula Vista and middle income households)
- Trend in support for using recycled water turned downward

Chart 14
Have Seen/Heard of/Visited
Cuyamaca College Water Conservation Garden

- Heard of and Visited Conservation Garden
- Heard of but Not Visited
- Never Heard of or Seen

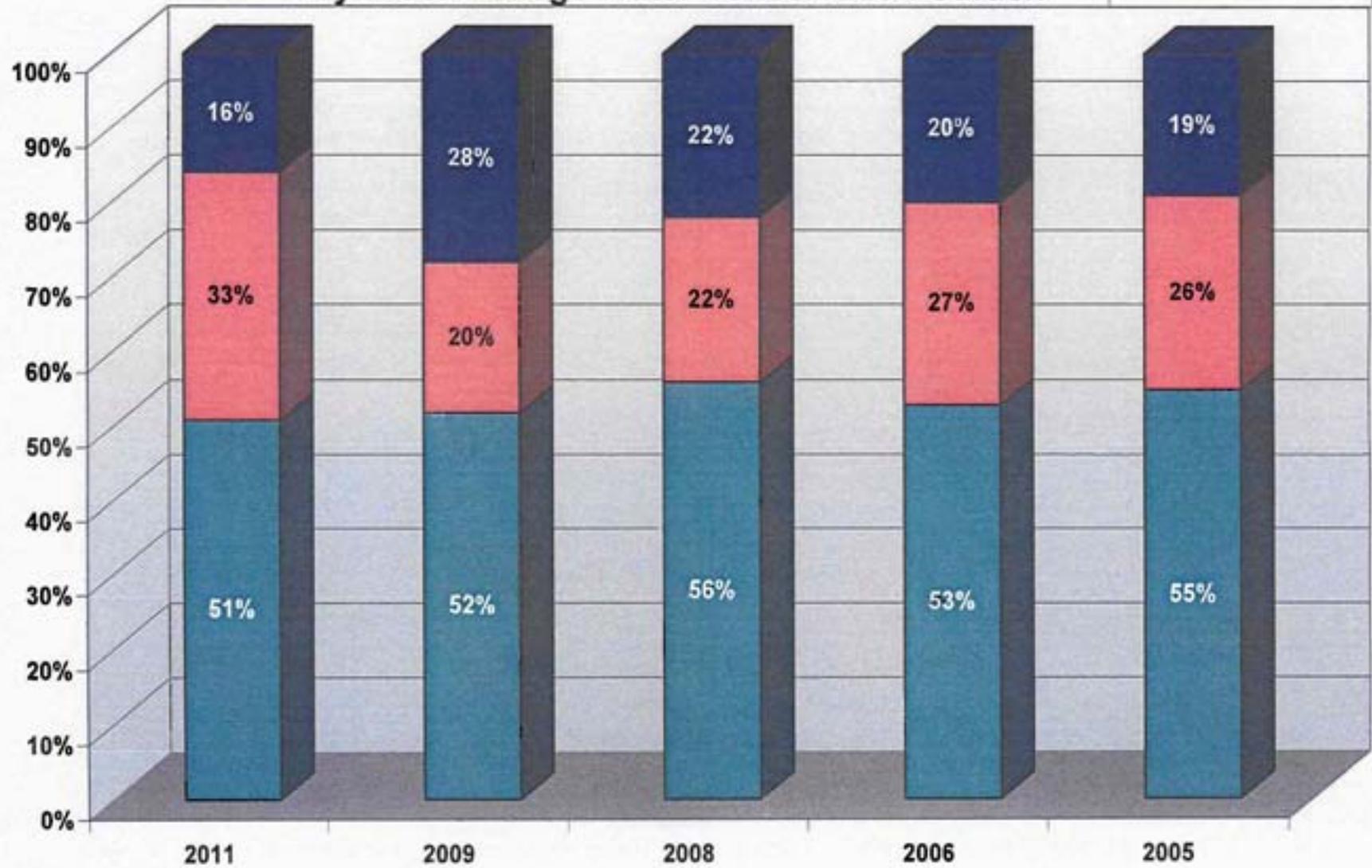


Chart 16
Most Significant Change Made Resulting from Visiting
Water Conservation Garden
 (among 9 percent who have visited and made changes)

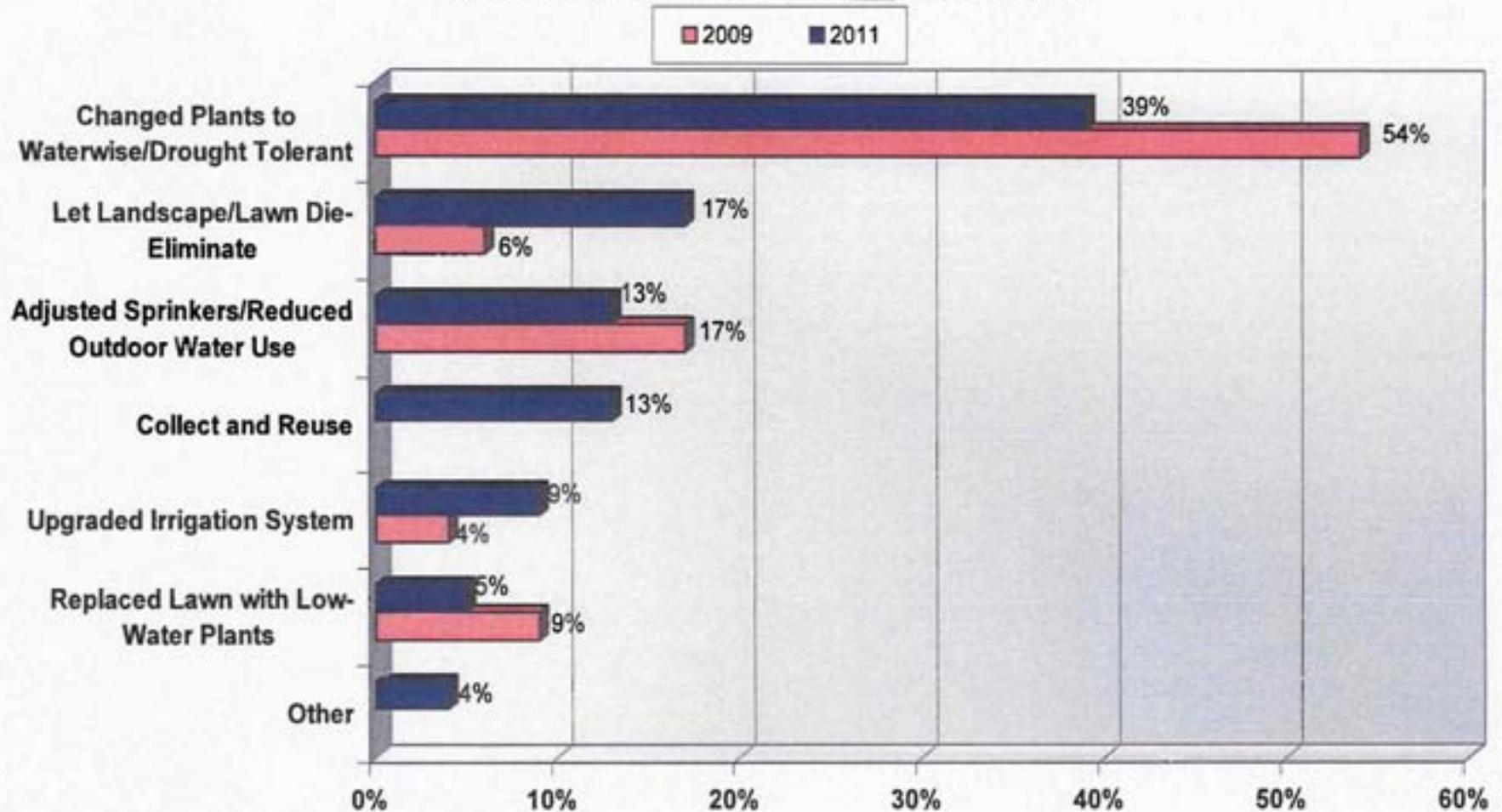


Chart 30
Favor/Oppose Recycled Water for Watering
along Freeways, Open Space, Parks, Golf Courses
 (mean = 1.24 on 1-4 scale where 1 = Strongly Favor)

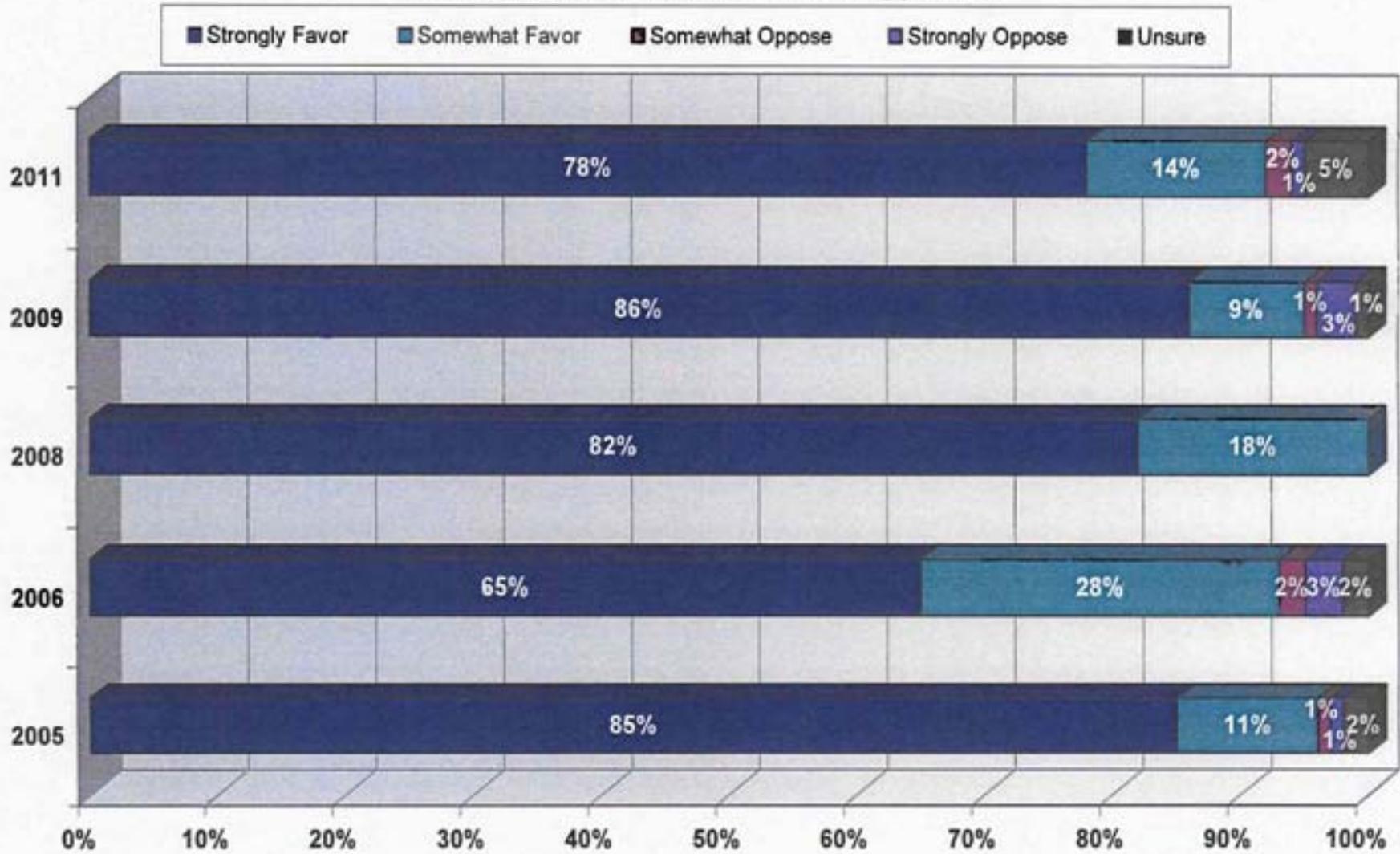


Chart 31
Favor/Oppose Recycled Water for Watering Residential Front Yards
 (1.39 = mean on 1-4 scale where 1 = Strongly Favor)

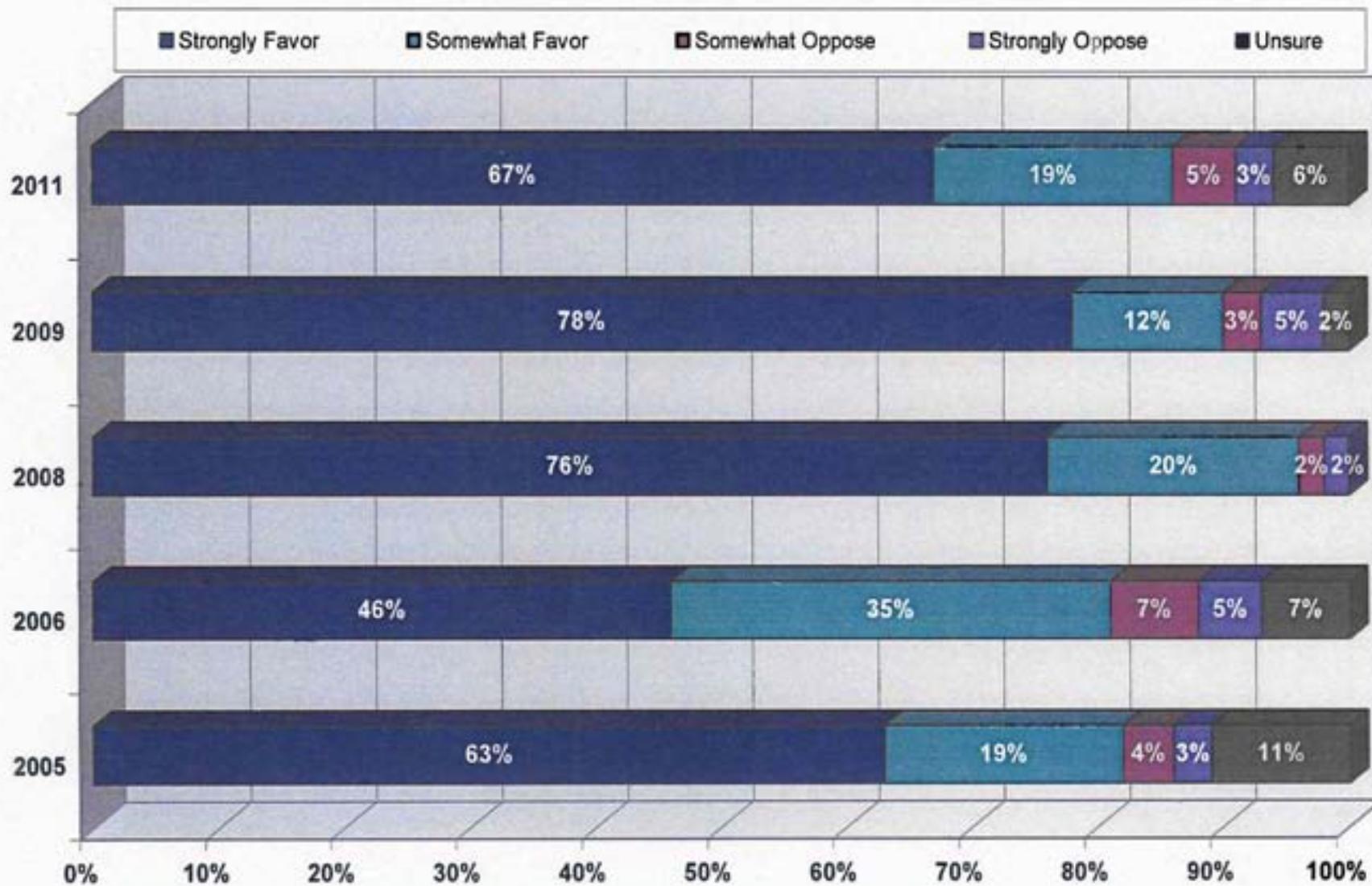


Chart 32

Favor/Oppose Recycled Water to Replenish Recreational Lakes

(1.78 = mean on 1-4 scale where 1 = Strongly Favor)

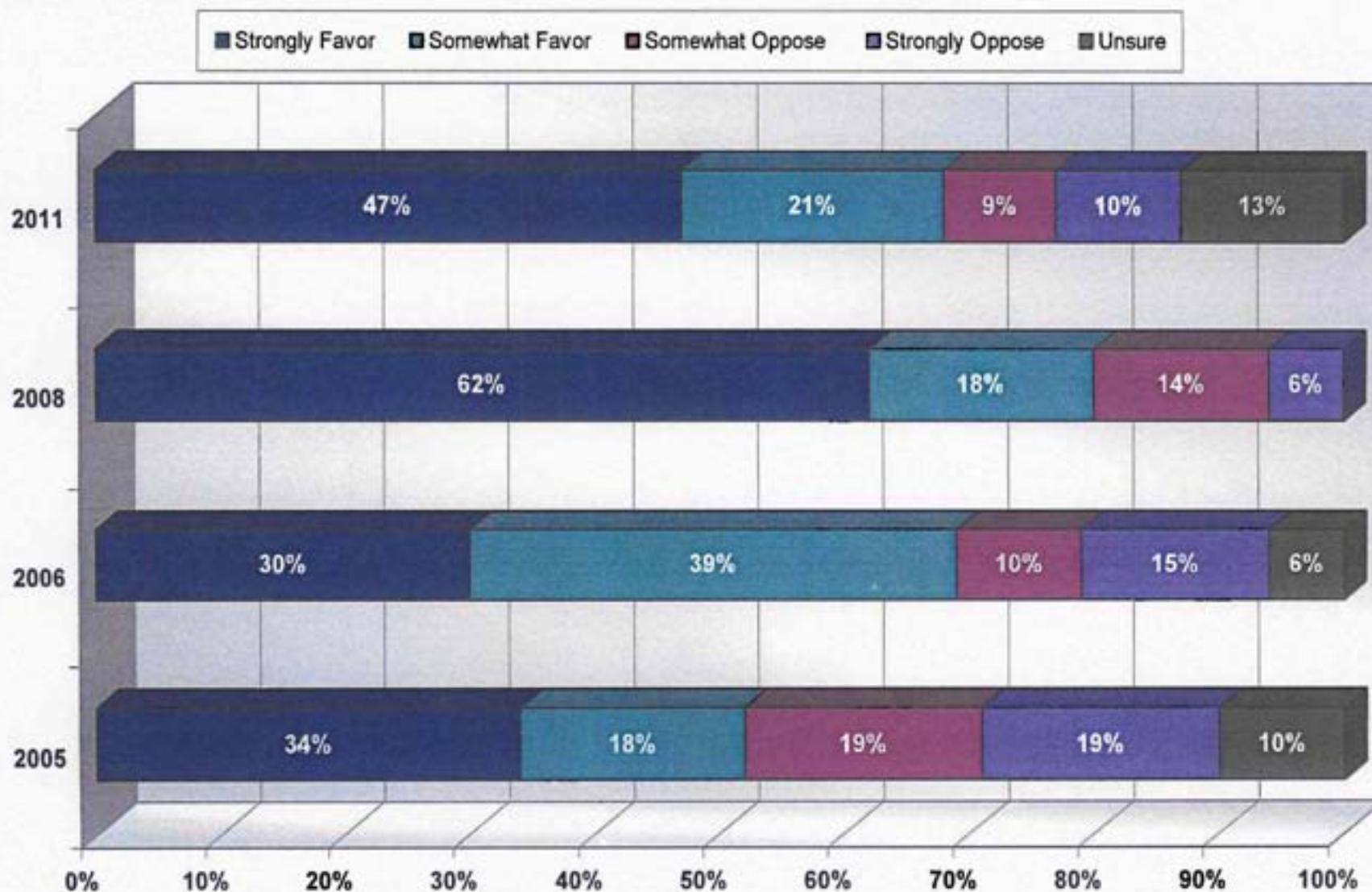
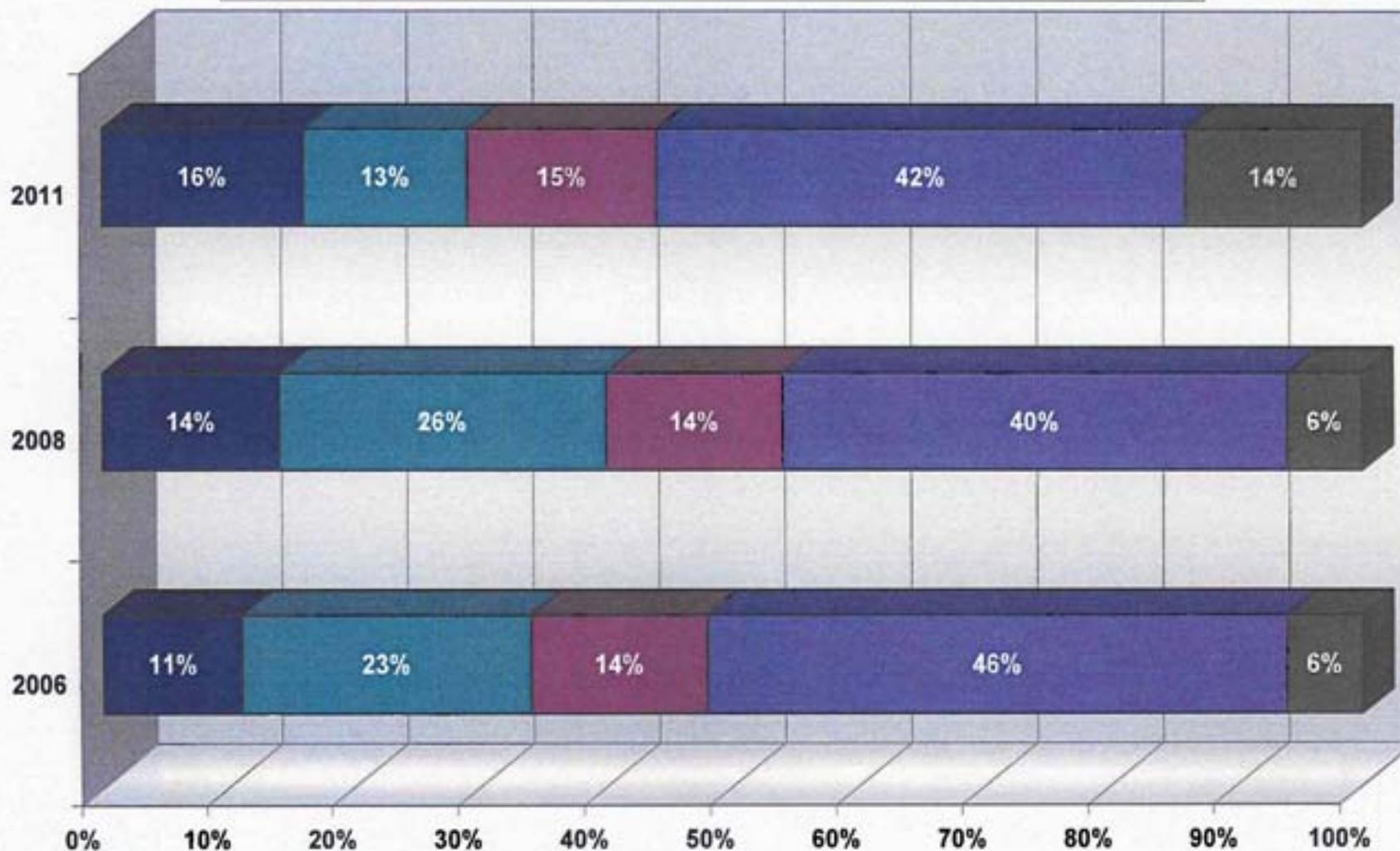


Chart 33

Favor/Oppose Recycled Water to Supplement Drinking Water Supply

(2.97 = mean on 1-4 scale where 1 = Strongly Favor)

■ Strongly Favor ■ Somewhat Favor ■ Somewhat Oppose ■ Strongly Oppose ■ Unsure



Website/Communications/Online Bill Payment

- Increase in reading CCR
- Decrease in reading newsletter and bill inserts from 2009 but higher than 2008 and before
- Visitors to the Otay Water District website have increased steadily
 - Rating of website has rebounded from 2009
- Significant increase in receptivity to receiving bills by e-mail
 - Record keeping, lack of control and security issues are main reasons for not wanting to pay bills online

Chart 24
Read Consumer Confidence Report

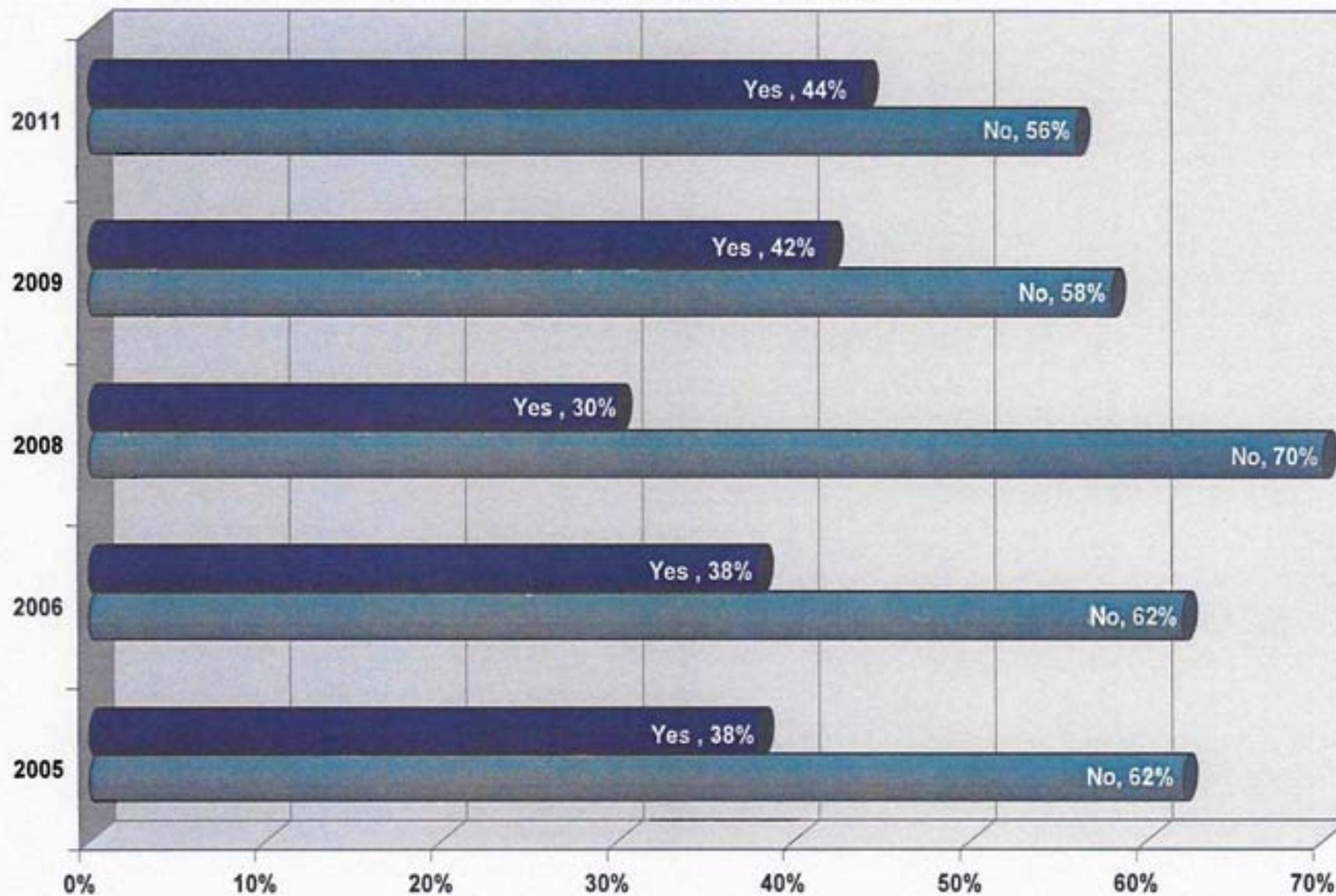


Chart 23
Read Newsletter

- Every Time
- Most Times
- Sometimes
- Never

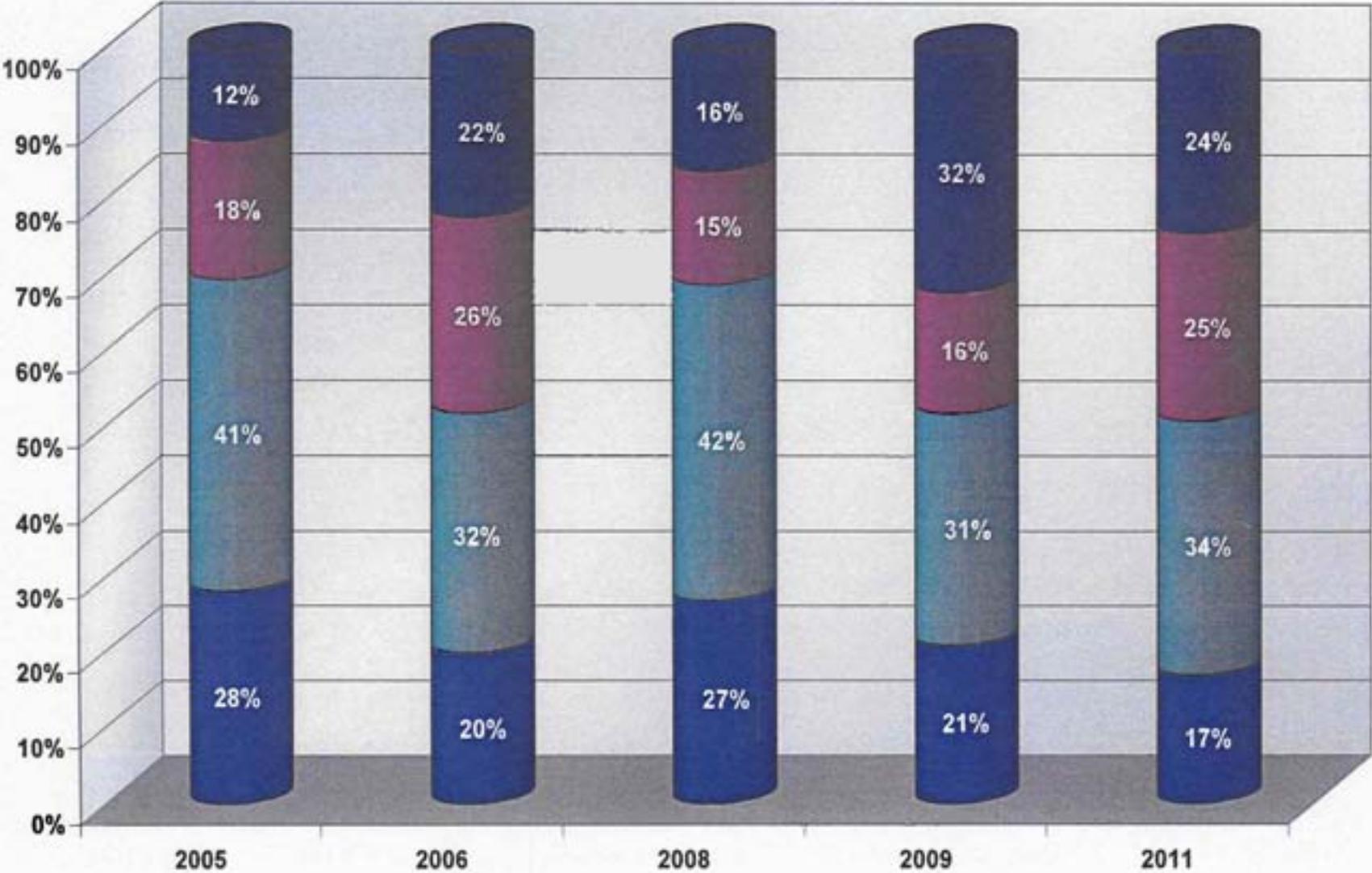


Chart 25
Visits to Otay Water District Website

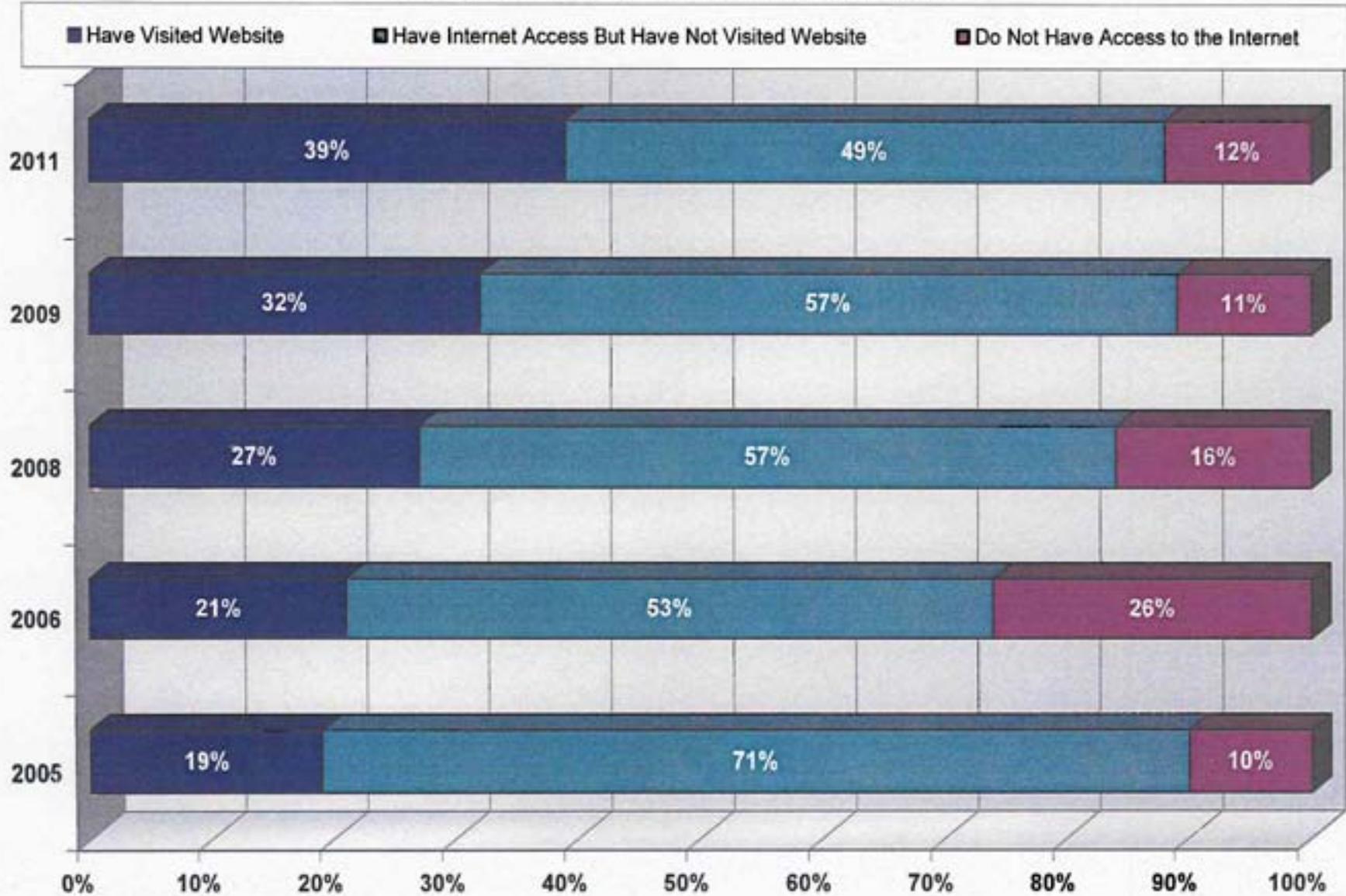


Chart 26 Rating of Website

(2.1 = mean rating on 1-5 scale, where 1 = Excellent)
(by 39 percent who have visited website)

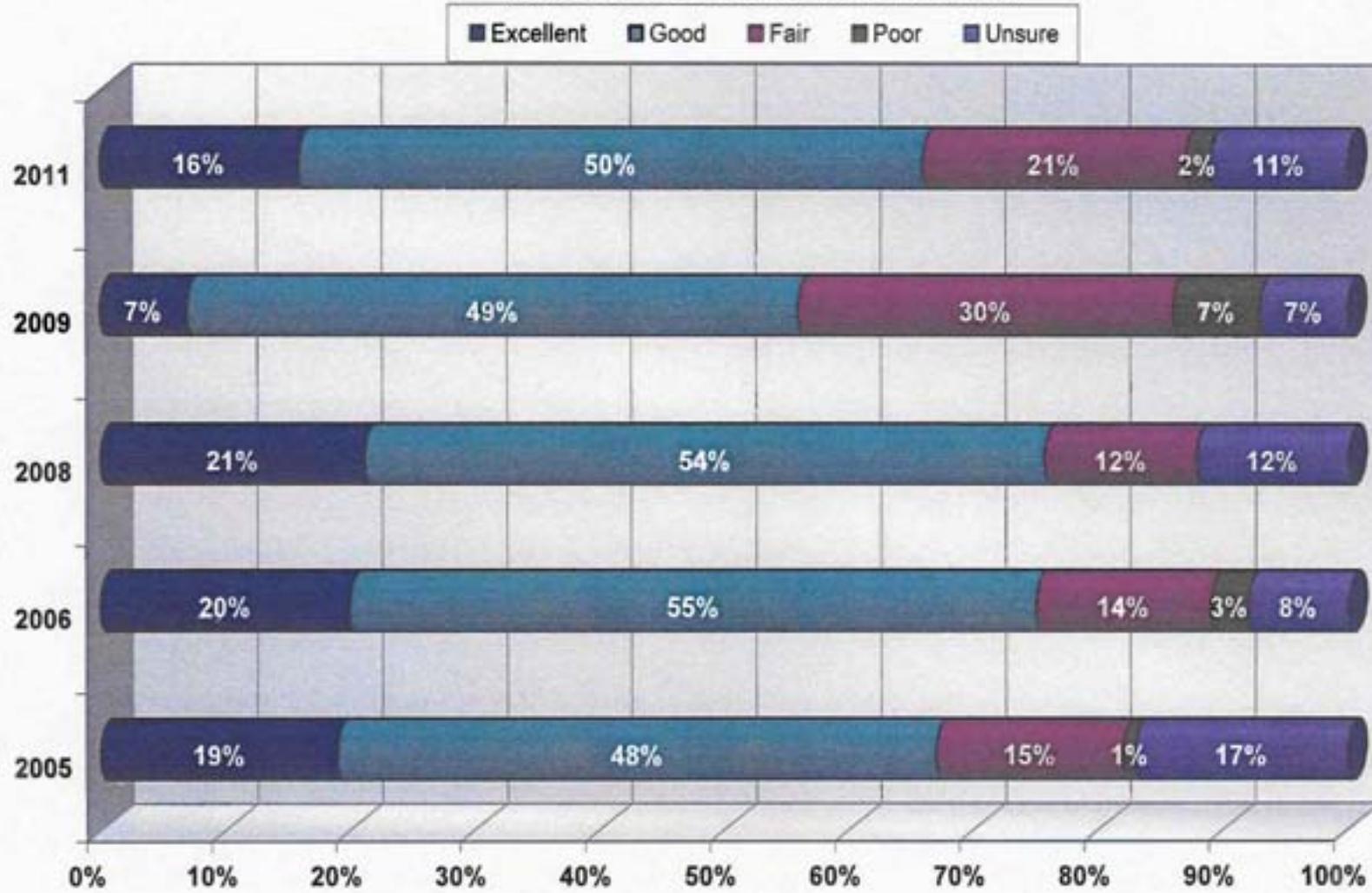


Chart 20
Receive Monthly Bill by E-mail?

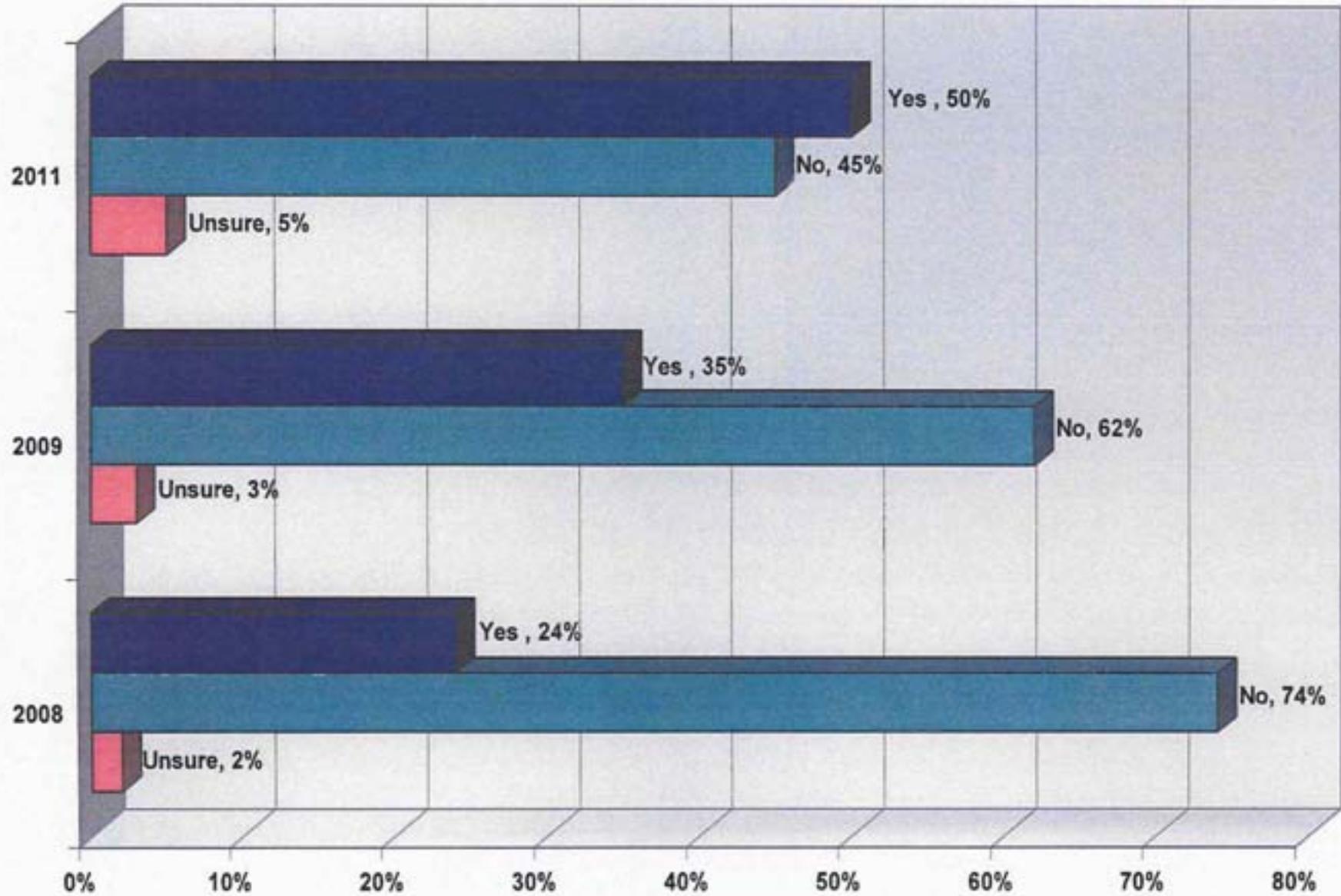


Chart 18
Reason for Not Paying Online
(asked of 47% who do not pay online)

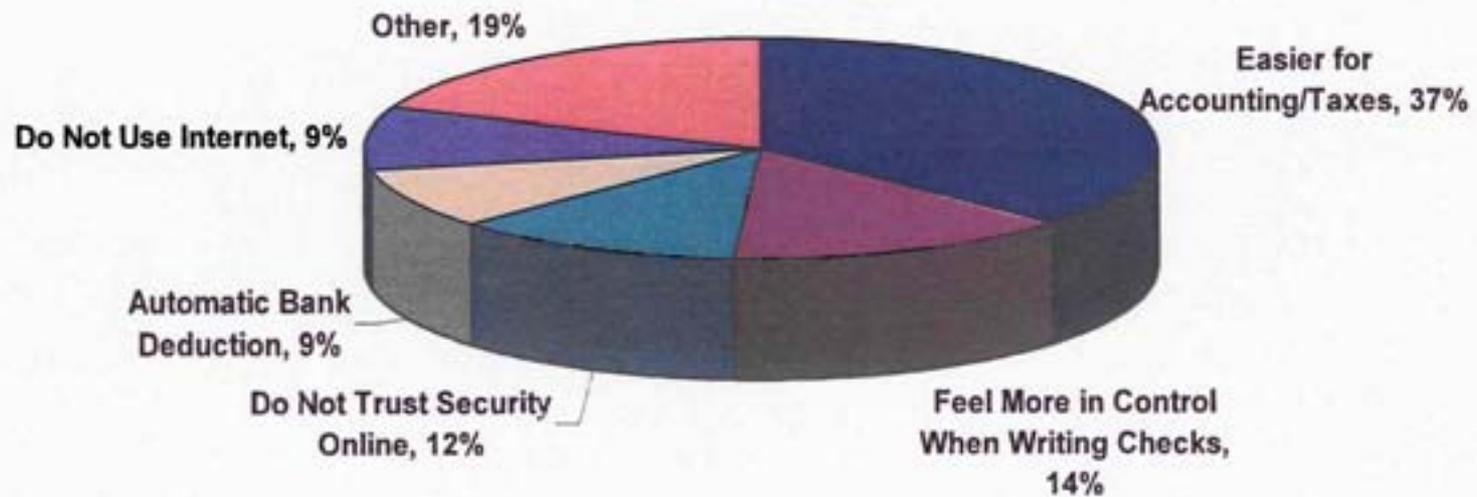
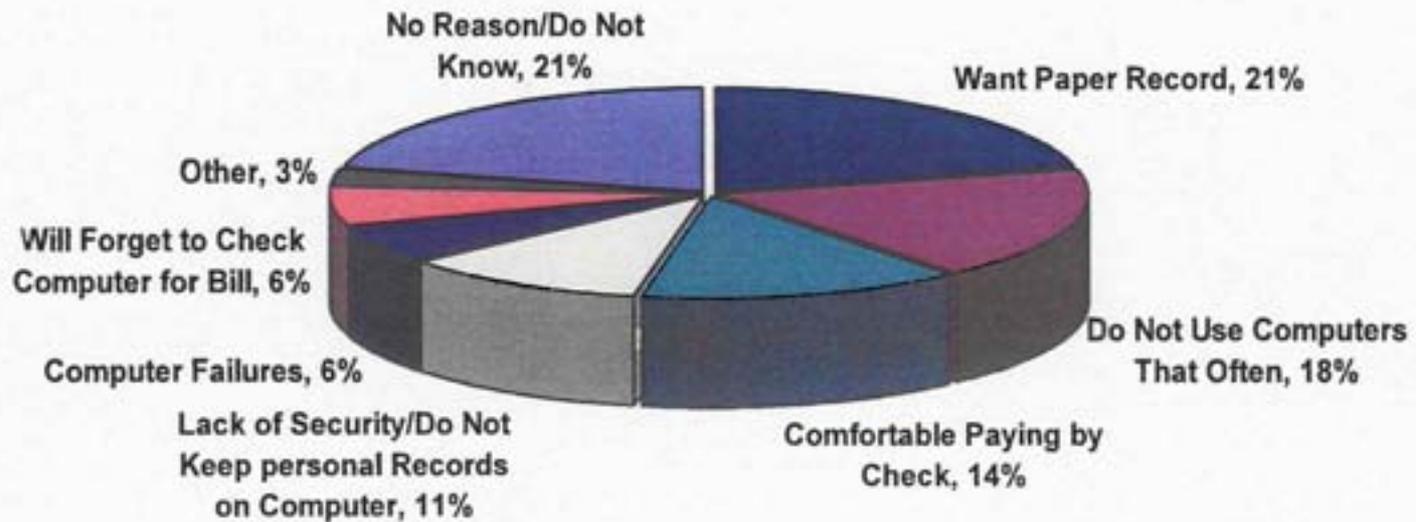


Chart 22

Objection to Paperless Bill Paying

(asked of 42% who indicated that they were unlikely to utilize a paperless system)



Social Media

- 46% use some social media website
 - Facebook and You Tube most popular
- 61% think that it is very or somewhat important that the District have social media presence

Chart 27
Use of Social Media/Networks

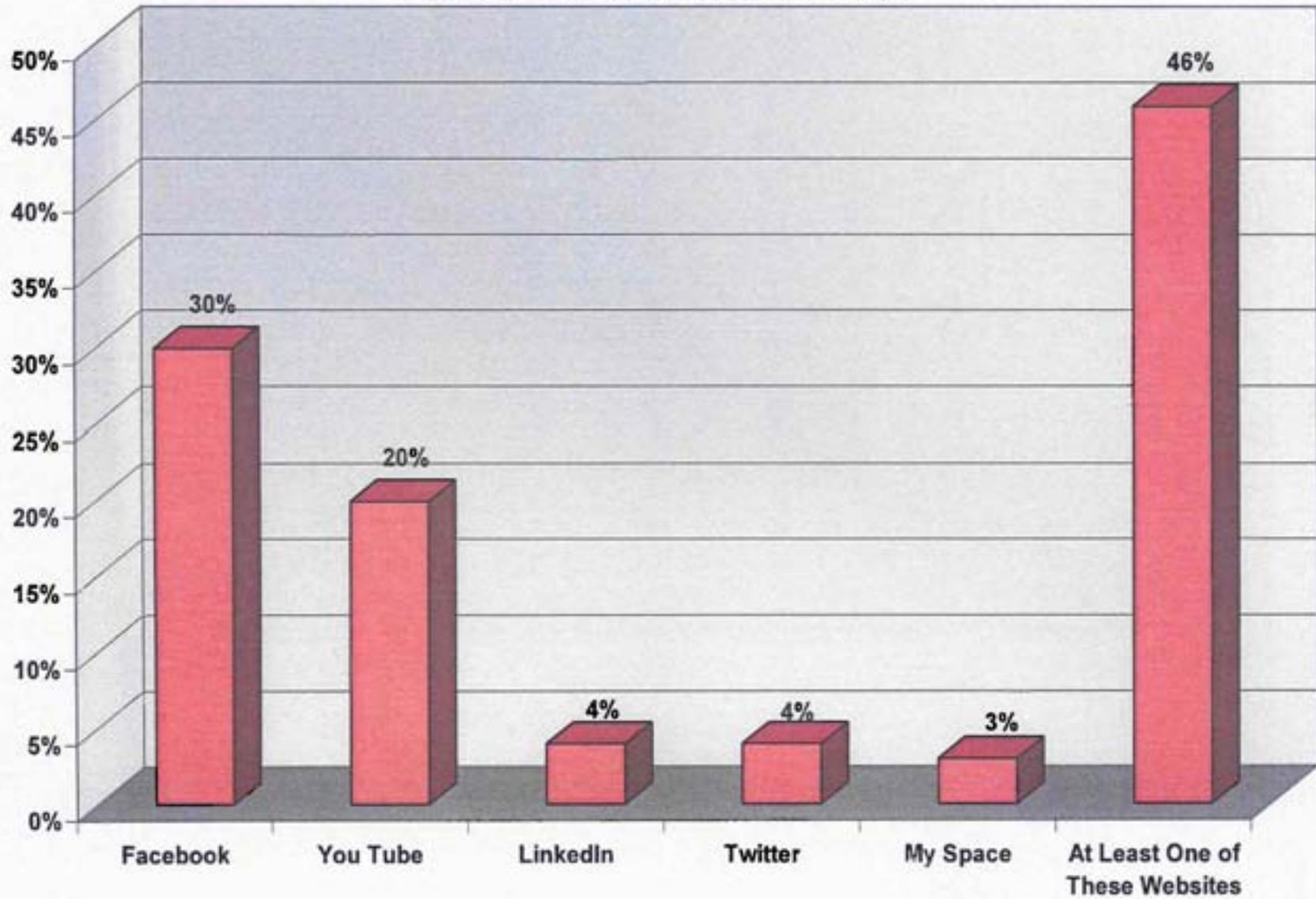


Chart 28
Potential Uses for Social Media Websites

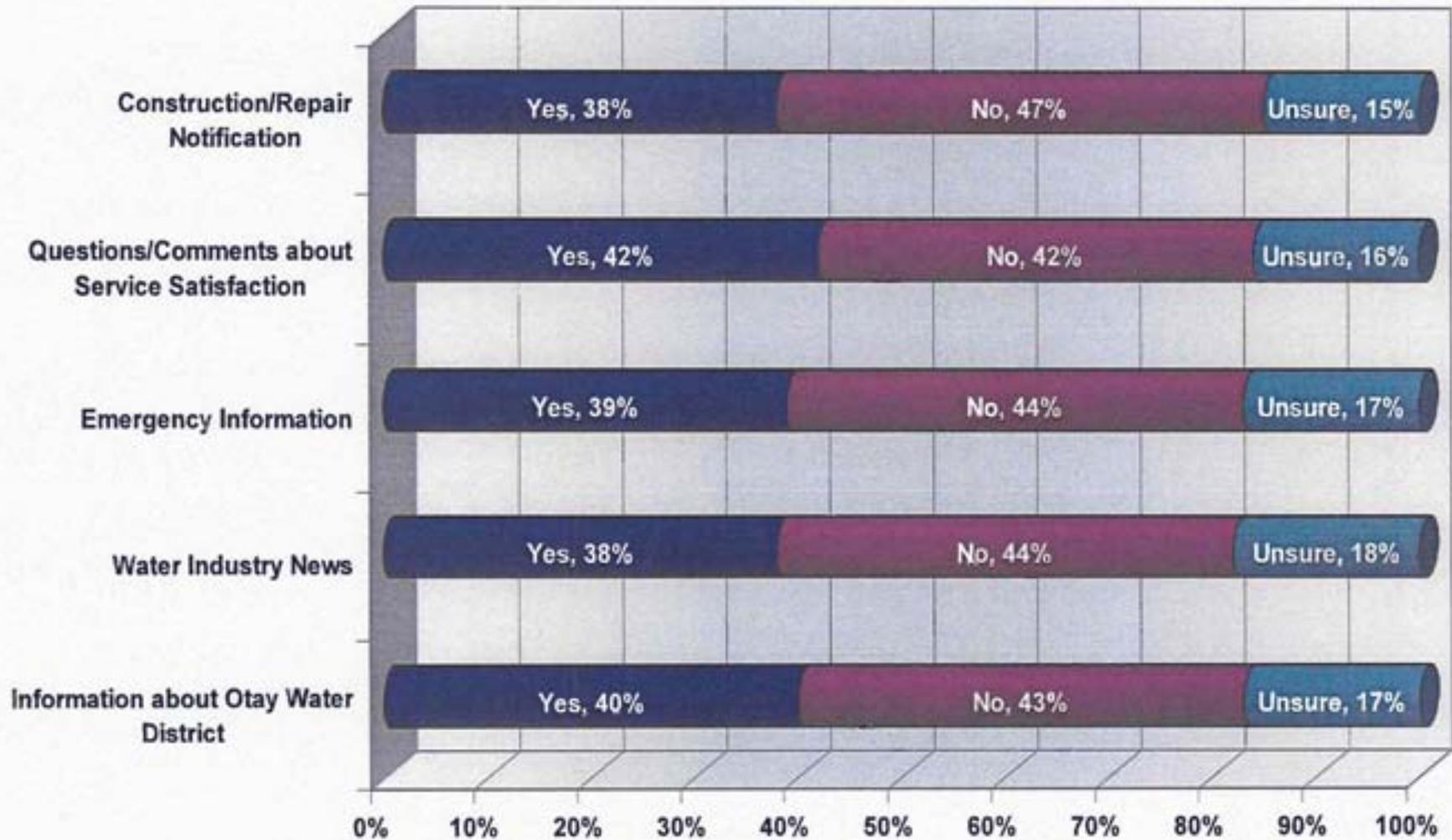
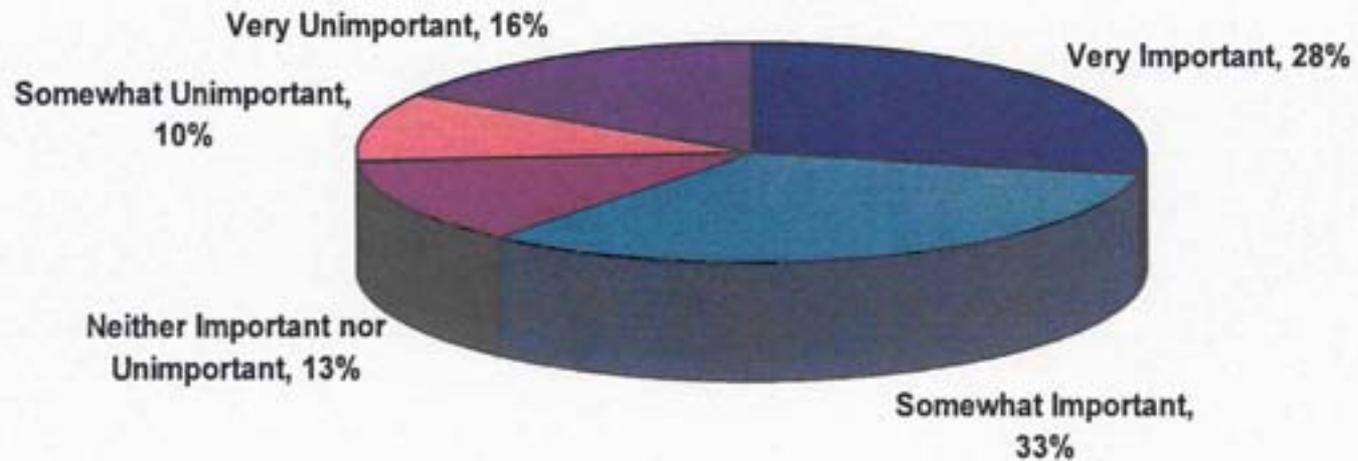


Chart 29

Importance of Otay Water District Having Social Media Presence

(2.53 = mean on 1-5 scale where 1 = Very Important)





AGENDA ITEM 6

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	Armando Buelna, ^{AK} Communications Officer	W.O./G.F. NO:	DIV. NO. All
APPROVED BY:			
SUBJECT:	2011 Legislative Program Guidelines		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors adopt the 2011 Otay Water District Legislative Program.

PURPOSE:

To provide direction to staff in the formulation of the District's response to legislative initiatives on issues affecting the District during the 2011 legislative session.

COMMITTEE ACTION:

See Attachment A

BACKGROUND

Each legislative session, representatives to the California Legislature sponsor some 2,000 or more bills or significant resolutions. While many fail to make it out of their house of origin, many of these bills become law and can affect special districts in substantive ways. The same is true with each session of the House of Representatives or the Senate.

Legislative programs establish guidelines and policy direction that can be used by staff in monitoring legislative activity, and facilitate actions that can be taken quickly in response to proposed bills.

The principles provided in the 2011 Legislative Program are meant to serve as guidelines for staff and legislative advocates in formulating a consistent District response to legislative initiatives. This is particularly helpful in dealing with time sensitive matters such as last minute amendments should calls or letters to legislators be needed. Sensitive or controversial

policy matters will nevertheless be brought to the full Board of Directors for deliberation and direction.

FISCAL IMPACT: _____

None.

LEGAL IMPACT: _____

None.



General Manager

Attachments

- Attachment A-Committee Action Report
- Attachment B-2011 Otay Water District Legislative Program
- Attachment C-2011 Otay Water District Legislative Program (Strike-thru)



ATTACHMENT A

SUBJECT/PROJECT:	2011 Legislative Program Guidelines
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COMMITTEE ACTION:

The Finance, Administration and Communications Committee reviewed this item at a meeting held on March 16, 2011 and supported staffs' 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.

Otay Water District 2011 Legislative Program

Legislative Policy Guidelines

Effective Date: __/__/____

Legislative Policy Guidelines

The Otay Water Legislative Policy Guidelines for the 2011 Legislative Session includes the following:

Water Services

Support efforts to:

- a. Develop and finalize a Bay-Delta Plan to address environmental and water quality issues in the Sacramento – San Joaquin Bay Delta in a cost effective and environmentally sensitive manner.
- b. Promote Delta conveyance in a size and fiscally conservative way to improve water quality or water transport and reduce the possibility of levee failure.
- c. Complete long-term Delta planning work and studies of new water storage facilities, and support efforts to promote additional surface and underground water storage infrastructure to ensure water availability and quality.
- d. Study Global Climate Change and its potential impact on the snow pack, rising sea levels, increased salinity in the Delta, the possibility of reduced precipitation or more severe storms.
- e. Provide financial support to projects designed to mitigate potential negative impacts of Global Climate Change on water supply reliability.
- f. Provide ongoing federal and state funding for the California Bay-Delta.
- g. Support implementation of the Quantitative Settlement Agreement.
- h. Provide reliable water supplies to meet California's short and long-term needs.
- i. Develop and adopt a comprehensive state water plan that balances California's competing water needs and results in a reliable supply of high-quality water for the San Diego region.
- j. Provide conveyance and storage facilities that are cost effective, improve the reliability and quality of San Diego region's water supplies as well as the Bay-Delta region.
- k. Equitably allocates costs of the Bay-Delta solution to all those benefiting from improvements.
- l. Support agriculture to urban water transfers.
- m. Promote desalination pilot studies and projects.
- n. Reduce restrictions on recycled water use or reduce regulations in an effort to expand recycled water use.
- o. Reduce restrictions on injecting recycled water into basins where there is no direct potable use.
- p. Provide financial incentives for recharge of groundwater aquifers using recycled water.
- q. Encourage feasibility studies of water resource initiatives.

Otay Water District 2011 Legislative Program

- r. Increase funding for infrastructure and grant programs for construction, modernization or expansion of water, wastewater treatment, reclamation facilities and sewer systems.
- s. Provide funding for water recycling, groundwater recovery and recharge, surface water development projects and seawater desalination.
- t. Mandate uniform or similar regulations and procedures by state agencies in the processing and administering of grants and programs.
- u. Streamline grant application procedures.
- v. Improve the existing Sacramento-San Joaquin River Delta water conveyance system to increase flexibility and enhance water supply, water quality, levee stability and environmental protection.
- w. Evaluate long-term threats to the Delta levee and conveyance system and pursue actions to reduce risks to the state's water supply and the environment.
- x. Promote or assist voluntary water transfers between willing buyers and willing sellers and move those transactions through without delay.
- y. Establish reasonable statewide approaches to sewer reporting standards.
- z. Provide the State Water Project with more flexibility to operate their systems to maximize water deliveries while avoiding unacceptable impacts to third parties, habitat or the environment.
- aa. Fast-track design, permits and construction for pilot projects in the Sacramento-San Joaquin Delta to create barriers to keep fish away from Delta water pumps, improve water quality and supply reliability.
- bb. Focus on resolution of conflicts between water management and the environment in the Delta and the Colorado River.
- cc. Provides funding and support for efforts to address Colorado River water quality issues and concerns.

Oppose efforts to:

- a. Make urban water supplies less reliable or substantially increase the cost of imported water without also improving the reliability and/or quality of the water.
- b. Create unrealistic or costly water testing protocol.
- c. Create unrealistic or costly to obtain water quality standards for recycled water or storm water runoff.
- d. Restrict use of recycled water for groundwater recharge.
- e. Disproportionately apportion costs of water.
- f. Establish new water or recycled water fees solely to recover State costs without also providing some benefit.
- g. Create undo hurtles for seawater desalination projects.
- h. Make the use of eminent domain for water infrastructure projects more costly or burdensome.
- i. Create regulatory schemes that alter or limit the existing authority to reuse and recycle water.
- j. Create unreasonable, costly, or confusing sewer reporting standards.

Otay Water District 2011 Legislative Program

- k. Create administrative or other barriers to sales between willing buyers and willing sellers that delay water transfers.
- l. Increases regulatory or procedural impediments to water transfers at the local or state level.
- m. Establish a broad-based user fee that does not support a specific program activity; any fee must provide a clear nexus to the benefit the fee would provide.

Financial

Support efforts to:

- a. Support efforts to clarify procedures and provisions of Proposition.
- b. Require the federal government and State of California to reimburse special districts for all mandated costs or regulatory actions.
- c. Give special districts the discretion to cease performance of unfunded mandates.
- d. Provide for fiscal reform to enhance the equity, reliability, and certainty of special district funding.
- e. Provide incentives for local agencies to work cooperatively, share costs or resources.
- f. Provide for the stable, equitable and reliable allocation of property taxes.
- g. Continue to reform workers compensation.
- h. Authorize financing of water quality, water security, and water supply infrastructure improvement programs.
- i. Promote competition in insurance underwriting for public agencies.
- j. Establish spending caps on State of California overhead when administering voter approved grant and disbursement programs.
- k. Require disbursement decisions in a manner appropriate to the service in question.
- l. Encourage funding infrastructure programs that are currently in place and that have been proven effective.
- m. Produce tangible results, such as water supply reliability or water quality improvement.
- n. Provide financial incentives for energy projects that increase reliability, diversity, and reduce green house gasses.

Oppose efforts to:

- a. Impose new, unfunded state mandates on local agencies and their customers.
- b. Undermine Proposition 1A - Protection of Local Government Revenues – and the comprehensive reform approved by voters in 2004.
- c. Reallocate special district reserves in an effort to balance the state budget.
- d. Reallocate special district revenues to fund infrastructure improvements in cities or counties.
- e. Usurp special district funds, reserves, or other state actions that force special districts to raise rates, fees or charges.
- f. Complicate existing conservation-based rate structures.
- g. Establish funding mechanisms that put undue burdens on local agencies or make local agencies *de facto* tax collectors for the state.
- h. Complicate compliance with SB 610 and SB 221.

Otay Water District 2011 Legislative Program

Governance/Local Autonomy

Support efforts to:

- a. Expand local autonomy in governing special district affairs.
- b. Promote comprehensive long-range planning.
- c. Assist local agencies in the logical and efficient extension of services and facilities to promote efficiency and avoid duplication of services.
- d. Streamline the Municipal Service Review Process or set limits on how long services reviews can take or cost.
- e. Establish clear and reasonable guidelines for appropriate community sponsorship activities.
- f. Reaffirm the existing “all-in” financial structure, or protect the San Diego County Water Authority voting structure based on population.

Oppose efforts to:

- a. Assume the state legislature is better able to make local decisions that affect special district governance.
- b. Create one-size-fits-all approaches to special district reform.
- c. Unfairly target one group of agencies or local elected officials.
- d. Usurp local control from special districts regarding decisions involving local special district finance, operations or governance.
- e. Limit the board of directors’ ability to govern the district.
- f. Create unfunded local government mandates.
- g. Create costly, unnecessary or duplicative oversight roles for the state government of special district affairs.
- h. Change the San Diego County Water Authority Act regarding voting structure, unless it is based on population.
- i. Shift the liability to the public entity and relieve private entities of reasonable due diligence in their review of plans and specifications for errors, omissions and other issues.
- j. Place a significant and unreasonable burden on public agencies, resulting in increased cost for public works construction or their operation.

Conservation

Support efforts to:

- a. Provide funding for water conservation programs including those that help special districts meet 20% by 2020 targets as outlined in SBX7-7.
- b.
- c. Encourage the installation of water conserving fixtures in new and existing buildings.
- d. Promote the environmental benefits of water conservation.
- e. Enhance efforts to promote water awareness and conservation.
- f. Offer incentives for landscape water efficiency devices such as ET controllers and soil moisture sensors.

Otay Water District 2011 Legislative Program

- g. Develop landscape retrofit incentive programs and/or irrigation retrofit incentive programs.
- h. Permit local agencies adopting stricter ordinances requiring water wise landscaping for commercial and residential development.
- i. Create tax credits for citizens or developers who install water wise landscapes.
- j. Create tax credits for citizens who purchase high efficiency clothes washers, dual flush and high-efficiency toilets and irrigation controllers above the state standards.
- k. Expand community-based conservation and education programs.
- l. Develop incentives for developers to install water wise landscape in new construction.
- m. Encourage large state users to conserve water by implementing water efficient technologies in all facilities both new and retrofit.
- n. Create higher incentives for solar power.
- o. Encourage large state water users to conserve water outdoors.
- p. Educate all Californians on the importance of water, and the need to conserve, manage, and plan for the future needs.

Oppose efforts to:

- a. Weaken federal or state water efficiency standards.

Safety, Security and Information Technology

Support efforts to:

- a. Provide funding for information security upgrades to include integrated alarms, access/egress, and surveillance technology.
- b. Provide incentives for utilities and other local agencies to work cooperatively, share costs or resources.
- c. Provide funding for communication enhancements, wireless communications, GIS or other technological enhancements.
- d. Encourage or promote compatible software systems.
- e. Fund infrastructure and facility security improvements that include facility roadway access, remote gate access and physical security upgrades.
- f. Protect state, local and regional drinking water systems from terrorist attack or deliberate acts of destruction, contamination or degradation.
- g. Provide funds to support training or joint training exercises to include contingency funding for emergencies and emergency preparedness.
- h. Equitably allocate security funding based on need, threats and/or population.
- i. Encourage or promote compatible communication systems.
- j. Encourage and promote funding of Department of Homeland Security Risk Mitigation programs.

Oppose efforts that:

- a. Create unnecessary, costly, or duplicative security mandates.

Otay Water District 2011 Legislative Program

Optimize District Effectiveness

Support efforts to:

- a. Continue to reform Workers Compensation.
- b. Give utilities the ability to avoid critical peak energy pricing or negotiate energy contracts that save ratepayers money.
- c. Develop reasonable Air Pollution Control District engine permitting requirements.
- d. Reimburse or reduce local government mandates.
- e. Allow public agencies to continue offering defined benefit plans.
- f. Result in predictable costs and benefits for employees and taxpayers.
- g. Eliminate abuses.
- h. Retain local control of pension systems.
- i. Be constitutional, federally legal and technically possible.

Oppose efforts to:

- a. Restrict the use of, or reallocate, district property tax revenues to the detriment of special districts.
- b. Create unrealistic ergonomic protocol.
- c. Micromanage special district operations.
- d. Balance the state budget by allowing regulatory agencies to increase permitting fees.

Bi-National Initiatives

Support efforts to:

- a. Promote and finance cross-border infrastructure development such as water pipelines, desalination plants or water treatment facilities.
- b. Develop cooperative and collaborative solutions to cross-border issues.
- c. Develop and enhance understanding of the interdependence of communities on both sides of the border with the goal of improved cross-border cooperation.

Oppose efforts to:

- a. Usurp local control over the financing and construction of water supply and infrastructure projects in the border region.

Otay Water District 2011 Legislative Program

Legislative Policy Guidelines

Effective Date: / /

Legislative Policy Guidelines

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Support efforts to:

- a. Develop and finalize ~~a Bay-Delta Plan to address a comprehensive plan to address Bay-Delta~~ environmental and water quality issues ~~in the Sacramento – San Joaquin Bay Delta in a cost effective and environmentally sensitive manner.~~
- b. ~~Study, finalize and promote "Around-the-Delta" conveyance in a size and fiscally conservative way alternatives as a way~~ to improve water quality or water transport and reduce the possibility of levee failure.
- c. Complete ~~and finalize~~ long-term Delta planning work and ~~ongoing~~ studies of new water storage facilities, and support efforts to promote additional surface and underground water storage infrastructure to ensure water availability and quality.
- d. Study Global Climate Change and its potential impact on the snow pack, rising sea levels, increased salinity in the Delta, the possibility of reduced precipitation or more severe storms.
- e. Provide financial support to projects designed to mitigate ~~the~~ potential negative impacts of Global Climate Change on water supply reliability.
- f. Provide ongoing federal and state funding for the California Bay-Delta.
- g. Support implementation of the Quantitative Settlement Agreement.
- h. Provide reliable water supplies to meet California's short and long-term needs.
- i. Develop and adopt a comprehensive state water plan that balances California's competing water needs and results in a reliable supply of high-quality water for the San Diego region.
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- l. Support agriculture to urban water transfers.
- m. Promote desalination pilot studies and projects.
- n. Reduce restrictions on recycled water use ~~or reduce regulations in an effort to expand recycled water usage.~~
- o. Reduce restrictions on injecting recycled water into basins where there is no direct potable use.
- p. Provide financial incentives for recharge of groundwater aquifers using recycled water.
- q. Encourage feasibility studies of water resource initiatives.

Otay Water District 2011 Legislative Program

- r. Increase funding for infrastructure and grant programs for construction, modernization or expansion of water, wastewater treatment, reclamation facilities and sewer systems.
- s. Provide funding for water recycling, groundwater recovery and recharge, surface water development projects and seawater desalination.
- t. Mandate uniform or similar regulations and procedures by state agencies in the processing and administering of grants and programs.
- u. Streamline grant application procedures.
- ~~v. Limit the availability, or prohibit the installation, of water softening appliances that discharge brine to the sewer systems feeding treatment plants that produce recycled water.~~
- w-y. Improve the existing Sacramento-San Joaquin River Delta water conveyance system to increase flexibility and enhance water supply, water quality, levee stability and environmental protection.
- ww. Evaluate long-term threats to the Delta levee and conveyance system and pursue actions to reduce risks to the state's water supply and the environment.
- y-x. Promote or assist voluntary water transfers between willing buyers and willing sellers and move those transactions through without delay.
- z-y. Establish reasonable statewide approaches to sewer reporting standards.
- aa-z. Provide the State Water Project with more flexibility to operate their systems to maximize water deliveries while avoiding unacceptable impacts to third parties, habitat or the environment.
- aa. Fast-track design, permits and construction for pilot projects in the Sacramento-San Joaquin Delta to create barriers to keep fish away from Delta water pumps, improve water quality and supply reliability.
- ~~bb. Focus on resolution of conflicts between water management and the environment in the Delta and the Colorado River.~~
- ~~cc. Provides funding and support for efforts to address Colorado River water quality issues and concerns.~~
- ~~bb.~~

Oppose efforts to:

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- e. Disproportionately apportion costs of water.
- f. Establish new water or recycled water fees solely to recover State costs without also providing some benefit.
- g. Create undo hurdles for seawater desalination projects.
- h. ~~Ban the use of or m~~Make the use of eminent domain for water infrastructure projects more costly or burdensome.

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Otay Water District 2011 Legislative Program

- i. Create regulatory schemes that alter or limit the existing authority to reuse and recycle water.
- j. Create ~~unreasonable, unreasonable, costly,~~ or confusing sewer reporting standards.
- k. Create administrative or other barriers to sales between willing buyers and willing sellers that delay water transfers.
- l. ~~Increases regulatory or procedural impediments to water transfers at the local or state level.~~
- m. ~~Establish a broad-based user fee that does not support a specific program activity; any fee must provide a clear nexus to the benefit the fee would provide.~~

k.

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Financial

Support efforts to:

- ~~l.~~ Support efforts to clarify procedures and provisions of Proposition ~~218 in the wake of the Bighorn decision.~~
- ~~a.~~
- ~~m-h.~~ Require the federal government and State of California to reimburse special districts for all mandated costs or regulatory actions.
- ~~n-s.~~ Give special districts the discretion to cease performance of unfunded mandates.
- ~~o-d.~~ Provide for fiscal reform to enhance the equity, reliability, and certainty of special district funding.
- ~~p-s.~~ Provide incentives for local agencies to work cooperatively, share costs or resources.
- ~~q-f.~~ Provide for the stable, equitable and reliable allocation of property taxes.
- ~~r-g.~~ Continue to reform workers compensation.
- ~~s-h.~~ Authorize financing of water quality, water security, and water supply infrastructure improvement programs.
- ~~t-i.~~ Promote competition in insurance underwriting for public agencies.
- ~~u-l.~~ Establish spending caps on State of California overhead when administering voter approved grant and disbursement programs.
- ~~v-k.~~ Require disbursement decisions in a manner appropriate to the service in question.
- ~~w-l.~~ Encourage funding infrastructure programs that are currently in place and that have been proven effective.
- ~~x-m.~~ Produce tangible results, such as water supply reliability or water quality improvement.
- ~~y-n.~~ Provide financial incentives for energy projects that increase reliability, diversity, and reduce green house gasses.

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Oppose efforts to:

- a. Impose new, unfunded state mandates on local agencies and their customers.
- b. Undermine Proposition 1A - Protection of Local Government Revenues - and the comprehensive reform approved by voters in 2004.
- c. Reallocate special district reserves in an effort to balance the state budget.

Otay Water District 2011 Legislative Program

- d. Reallocate special district revenues to fund infrastructure improvements in cities or counties.
- e. Usurp special district funds, reserves, or other state actions that force special districts to raise rates, fees or charges.
- f. Complicate existing conservation-based rate structures.
- g. Establish funding mechanisms that put undue burdens on local agencies or make local agencies *de facto* tax collectors for the state.
- h. Complicate compliance with SB 610 and SB 221.

Governance/Local Autonomy

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- a. Expand local autonomy in governing special district affairs.
- b. Promote comprehensive long-range planning.
- c. Assist local agencies in the logical and efficient extension of services and facilities to promote efficiency and avoid duplication of services.
- d. Streamline the Municipal Service Review Process or set limits on how long services reviews can take or cost.
- e. Establish clear and reasonable guidelines for appropriate community sponsorship activities.
- f. Reaffirm the existing "all-in" financial structure, or protect the San Diego County Water Authority voting structure based on population.

Oppose efforts to:

- a. Assume the state legislature is better able to make local decisions that affect special district governance.
- b. Create one-size-fits-all approaches to special district reform.
- c. Unfairly target one group of agencies or local elected officials.
- d. Usurp local control from special districts regarding decisions involving local special district finance, operations or governance.
- e. Limit the board of directors' ability to govern the district.
- f. Create unfunded local government mandates.
- g. Create costly, unnecessary or duplicative oversight roles for the state government of special district affairs.
- h. Change the San Diego County Water Authority Act regarding voting structure, unless it is based on population.
- i. Shift the liability to the public entity and relieve private entities of reasonable due diligence in their review of plans and specifications for errors, omissions and other issues.
- j. Place a significant and unreasonable burden on public agencies, resulting in increased cost for public works construction or their operation.

Otay Water District 2011 Legislative Program

Conservation

Support efforts to:

- a. Provide funding for water conservation programs including those that help special districts meet 20% by 2020 targets as outlined in SBX7-7.
- a-b.
- b-c. Encourage the installation of water conserving fixtures in new and existing buildings.
- c-d. Promote the environmental benefits of water conservation.
- d-e. Enhance efforts to promote water awareness and conservation.
- e-f. Offer incentives for landscape water efficiency devices such as ET controllers and soil moisture sensors.
- f-g. Develop landscape retrofit incentive programs and/or irrigation retrofit incentive programs.
- g-h. Permit local agencies adopting stricter ordinances requiring water wise landscaping for commercial and residential development.
- h-i. Create tax credits for citizens or developers who install water wise landscapes.
- i-j. Create tax credits for citizens who purchase high efficiency clothes washers, dual flush and high-efficiency toilets and irrigation controllers above the state standards.
- j-k. Expand community-based conservation and education programs.
- k-l. Develop incentives for developers to install water wise landscape in new construction.
- l-m. Encourage large state users to conserve water by implementing water efficient technologies in all facilities both new and retrofit.
- m-n. Create higher incentives for solar power.
- n-o. Encourage large state water users to conserve water outdoors.
- p. Educate all Californians on the importance of water, and the need to conserve, manage, and plan for the future needs.
- o.

Oppose efforts to:

- a. Weaken federal or state water efficiency standards.

Safety, Security and Information Technology

Support efforts to:

- a. Provide funding for information security upgrades to include integrated alarms, access/egress, and surveillance technology.
- b. Provide incentives for utilities and other local agencies to work cooperatively, share costs or resources.
- c. Provide funding for communication enhancements, wireless communications, GIS or other technological enhancements.
- d. Encourage or promote compatible software systems.

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Otay Water District 2011 Legislative Program

- e. Fund infrastructure and facility security improvements that include facility roadway access, remote gate access and physical security upgrades.
- f. Protect state, local and regional drinking water systems from terrorist attack or deliberate acts of destruction, contamination or degradation.
- g. Provide funds to support training or joint training exercises to include contingency funding for emergencies and emergency preparedness.
- h. Equitably allocate security funding based on need, threats and/or population.
- i. Encourage or promote compatible communication systems.
- j. Encourage and promote funding of Department of Homeland Security Risk Mitigation programs.

Oppose efforts that:

- a. Create unnecessary, costly, or duplicative security mandates.

Optimize District Effectiveness

Support efforts to:

- a. Continue to reform Workers Compensation.
- b. Give utilities the ability to avoid critical peak energy pricing or negotiate energy contracts that save ratepayers money.
- c. Develop reasonable Air Pollution Control District engine permitting requirements.
- d. Reimburse or reduce local government mandates.
- e. Allow public agencies to continue offering defined benefit plans.
- f. Result in predictable costs and benefits for employees and taxpayers.
- g. Eliminate abuses.
- h. Retain local control of pension systems.
- i. Be constitutional, federally legal and technically possible.

Oppose efforts to:

- a. Restrict the use of, or reallocate, district property tax revenues to the detriment of special districts.
- b. Create unrealistic ergonomic protocol.
- c. Micromanage special district operations.
- d. Balance the state budget by allowing regulatory agencies to increase permitting fees.

Bi-National Initiatives

Support efforts to:

- a. Promote and finance cross-border infrastructure development such as water pipelines, desalination plants or water treatment facilities.
- b. Develop cooperative and collaborative solutions to cross-border issues.
- c. Develop and enhance understanding of the interdependence of communities on both sides of the border with the goal of improved cross-border cooperation.

Oppose efforts to:

Otay Water District 2011 Legislative Program

- a. Usurp local control over the financing and construction of water supply and infrastructure projects in the San Diego/Baja California border region.



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	Alice Mendez-Schomer <i>AM</i> Customer Service Supervisor	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)	Joseph R. Beachem <i>JRB</i> , Chief Financial Officer		
APPROVED BY: (Asst. GM):	German <i>G</i> Alvarez , Assistant General Manager, Finance and Administration		
SUBJECT:	Adopt Ordinance No. 528 Amending Section 34, Issuance and Payment of Water Bills and Section 53, Fees, Rates, Charges and Conditions for Sewer Service of the District's Code of Ordinances		

GENERAL MANAGER'S RECOMMENDATION:

That the Board adopt Ordinance No. 528 amending Sections 34 and 53 of the District's Code of Ordinances.

COMMITTEE ACTION: _____

See Attachment A.

PURPOSE:

To present to the Board revisions to Sections 34 and 53 of the Code of Ordinances to amend the District's policies on the requirement and handling of deposits for habitually delinquent accounts and the accepted forms of payment for water and sewer accounts.

ANALYSIS:

Section 34: Issuance and Payment of Water Bills

Existing provisions in Section 34.02 F.2 of the Code of Ordinances establishes the amount of deposits for habitually delinquent accounts. Currently, the deposit is calculated at two times the average of the previous three months billing.

The issue with this provision is that many of the District's highest water users are landscape irrigation accounts with average monthly usage peaking in the summer. Deposits added during the winter months could be significantly short of

covering unpaid summer water bills. The proposed change to the Code addresses this issue by allowing deposit amounts up to two times the highest monthly bill in the preceding 12 months.

The other proposed change is to update the acceptable forms of payment for water accounts. The forms of payment added include credit card, draft, electronic funds transfer or any other acceptable form of payment that will be honored by the bank.

Section 53: Fees, Rates, Charges and Conditions for Sewer Service

Since this section does not currently address the issuance and payment of sewer bills or deposits on habitually delinquent accounts, the proposed changes under Section 53.11, Sewer Service Rates and Charges, include the additions of item H, Issuance and Payment of Sewer Bills and item I, Delinquent Accounts.

FISCAL IMPACT: 

This will have a positive financial impact due to the reduction in write-offs to the District.

STRATEGIC GOAL: _____

Improve the District's collection process.

LEGAL IMPACT: _____

None.



General Manager

Attachments:

- A) Committee Action Form
- B) Ordinance No. 528
 - Exhibit 1 Strike-through Section 34
 - Exhibit 2 Strike-through Section 53
- C) Proposed Section 34
- D) Proposed Section 53



ATTACHMENT A

SUBJECT/PROJECT:	Adopt Ordinance No. 528 Amending Section 34, Issuance and Payment of Water Bills and Section 53, Fees, Rates, Charges and Conditions for Sewer Service of the District's Code of Ordinances
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COMMITTEE ACTION:

The Finance, Administration, and Communications Committee recommend that the Board adopts Ordinance No. 528 amending Section 34, Issuance and Payment of Water Bills and Section 53, Fees, Rates, Charges and Conditions for Sewer Service of the District's Code of Ordinances.

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.

ORDINANCE NO. 528

AN ORDINANCE OF THE BOARD OF DIRECTORS OF THE OTAY
WATER DISTRICT AMENDING SECTION 34, ISSUANCE AND
PAYMENT OF WATER BILLS AND SECTION 53, FEES, RATES,
CHARGES AND CONDITIONS FOR SEWER SERVICE
OF THE DISTRICT'S CODE OF ORDINANCES

BE IT ORDAINED by the Board of Directors of Otay Water
District that the District's Code of Ordinances, Section 34,
Rates and Conditions for Water Service and Section 53, Fees,
Rates, Charges and Conditions for Sewer Service be replaced as
per Attachments C and D, respectively).

NOW, THEREFORE, BE IT RESOLVED that the new proposed
Sections 34 and 53 of the Code of Ordinances shall become
effective April 6, 2011.

PASSED, APPROVED AND ADOPTED by the Board of Directors of
the Otay Water District at a regular meeting duly held this 6th
day of April, 2011, by the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

SECTION 34 ISSUANCE AND PAYMENT OF WATER BILLS

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34.01 ISSUANCE, DUE DATE AND FINAL PAYMENT DATE OF STATEMENT OF CHARGES FOR SERVICE

- A. Issuance of Statements. Statements for water service or other charges will be mailed or presented as soon as practicable after the water meter has been read and the applicable charges have been determined.
- B. Due Date. Each statement issued by the District for such charges shall be due and payable on the date of mailing or other presentation to the customer.
- C. Final Payment Date. All charges in each statement must be paid on or before the final payment date shown on the statement, which shall be at least 20 calendar days following the date of mailing or presentation of the statement.

D. Payment of Charges.

1. Place of Payment. Payments shall not be credited to a customer's account until ~~either cash, an acceptable check, credit card payment, draft, electronic funds transfer, or~~ money order, or any other acceptable form of payment that will be honored by the bank has been received by the District at the District business office during regular office hours. Deposit of payment in the mail or at a location other than the District business office shall not be credited to a customer's account until received at the business office.

2. Returned Check Charges. A returned payment charge (see Appendix A, 34.01 D.2. for charge) shall be added to a customer's account in each instance where payment has been made to the District with ~~fundsa check, draft, credit card or any other acceptable form of payment that havehas not been returned~~ honored upon presentment to ~~the District by~~ the bank upon which it is drawn.

34.02 DELINQUENT ACCOUNTS

- A. For Non-Payment of Charges. If full payment of a statement for a water service account is not received at the District business office on or before the final payment date, the account shall become delinquent.

- B. Late Payment Charge. A late payment charge (see Appendix A, 34.02 B. for charge) of the total amount delinquent shall be added to each delinquent account at the time any amount becomes delinquent, provided that the charge shall not be made on any account which at that time has no delinquencies of record. When a late payment charge is made, such shall be added to the delinquent account as of the date the account becomes delinquent and such charges shall become an inseparable part of the amount due as of that time.
- C. Notice of Delinquency. A delinquency notice shall be mailed to each customer whose account is delinquent, notifying the customer that service will be turned off unless payment is made. The notice shall indicate the amount due, including late payment charges, and that the total amount must be paid within fifteen (15) calendar days from the date of mailing or presentation of the notice to the customer, or service will be discontinued.
- D. Record of Delinquent Accounts. The District maintains records of delinquent accounts. Each year one delinquency shall be removed from the record of each account that has one or more delinquencies.
- E. Partial Payment on Delinquent Account. A partial payment on a delinquent account may be accepted and credited to a customer's account; however, the partial payment shall not cause removal of the account from a delinquent status and furthermore, the partial payment shall not preclude the meter from being turned off for delinquency.
- F. Financial Arrangements for Delinquent Accounts.
1. Continuation of Service. The General Manager, ~~Controller~~Chief Financial Officer, or any person delegated by the General Manager, may authorize continuation of service to a delinquent account if financial arrangements, satisfactory to the District, have been established.
 2. Requirement of Deposit Due to Repeated Delinquencies. If payments on a customer account have become delinquent five or more times, or if a meter has been turned off three or more times for non-payment of charges, the General Manager, ~~Controller~~Chief Financial Officer, or any person delegated by the General Manager, shall be authorized to require the customer to make a ~~cash~~ deposit with the District, in ~~ancash~~ cash or any other

form satisfactory to the General Manager. The deposit amount equal to shall be established at the discretion of the General Manager and the Chief Financial Officer, but shall not exceed two times the amount of the average highest monthly bill for during the three month period twelve (12) months preceding the discontinuance date of service before further water service will be provided under the customer's account. demand for a deposit.

(a) Handling of Deposit. A deposit shall not earn interest and shall only be applied to reduce or satisfy amounts due the District in the event of termination of service. A deposit does not constitute payment for service bills and the customer shall be required to comply with bill payment requirements to continue receiving service.

(b) Refund of Deposit. A deposit required under this Section shall be refunded to the customer as provided in Section 25.04.B.

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G. Termination and Reinstatement of Water Service Under Delinquent Accounts

1. Termination of Service. The water meter or meters under delinquent accounts may be turned off and locked if payment has not been made in accordance with the Notice of Delinquency.

(a) Where an owner or manager is listed by the District as the customer of record of the service, the District shall make every good faith effort to inform the actual users of the services when the account is in arrears by means of a notice that service will be terminated in ten days. The notice shall further inform the actual users that they have the right to become customers of the District without being required to pay the amount due on the delinquent account.

(b) Residential water service shall not be terminated for non-payment in any of the following situations:

(1) During an investigation by the District of a customer dispute or complaint. Any residential customer who has initiated a complaint or requested an investigation within five days of receiving the disputed bill, or who has, within 13 days of the

mailing of the notice that the customer's service will be terminated for non-payment, or made a request for extension of the payment period of a bill asserted to be beyond the means of the customer to pay in full during the normal period for payment, shall be given an opportunity for a review. The review shall include consideration of whether the customer shall be permitted to amortize the unpaid balance of the account over a reasonable period of time not to exceed 12 months. No termination of service shall be effected for any customer complying with an amortization agreement, if the customer also keeps the account current as charges accrue in each subsequent billing period.

Any customer, whose complaint or request for an investigation has resulted in an adverse determination by the District, may appeal the determination to the Board.

- (2) When a customer has been granted an extension of the period for payment of a bill.
 - (3) On the certification of a licensed physician and surgeon that to do so will be life threatening to the customer and the customer is financially unable to pay for service within the normal payment period and is willing to enter into an amortization agreement to pay the unpaid balance of any bill asserted to be beyond the means of the customer over a period not to exceed 12 months.
- (c) The ten-day notice of proposed termination may not be sent to the customer until at least 19 days from the date of mailing of the bill for services. The ten-day period shall not commence until five days after the mailing of the notice.
- (d) The District shall make a reasonable, good faith effort to contact an adult person residing at the premises of the customer by telephone or in person, at least 48 hours prior to any termination of service. A charge (see Appendix A, 34.02 G.1.(d) for charge) shall be added to the bill for a contact made in person.

- (e) Every notice of termination of service pursuant to subdivisions (a) and (c) shall include all of the following information:
- (1) The name and address of the customer whose account is delinquent.
 - (2) The amount of the delinquency.
 - (3) The date by which payment or arrangements for payment is required in order to avoid termination.
 - (4) The procedure by which the customer may initiate a complaint or request an investigation concerning service or charges, except that if the bill for service contains a description of that procedure, then the notice is not required to contain that information.
 - (5) The procedure by which the customer may request amortization of the unpaid charges.
 - (6) The procedure for the customer to obtain information on the availability of financial assistance including private, local, state or federal sources, if applicable.
 - (7) The telephone number of a representative of the District who can provide additional information or institute arrangements for payment.
- (f) If a residential customer fails to comply with an amortization agreement, the District shall not terminate service without giving notice to the customer at least 48 hours prior to termination of the conditions the customer is required to meet to avoid termination, but the notice does not entitle the customer to further investigation by the District.
- (g) Termination of service shall not occur on any Friday, Saturday, Sunday, legal holiday or at any time during which the business offices of the District are not open to the public.
- (h) No termination of service may be effected without compliance with this section and any service wrongfully terminated shall be restored, without charge, for the restoration of service.

(See California Government Code Section 60373.)

2. Reinstatement of Service. Water service terminated for delinquency may not be reinstated until all amounts due and payable, including late payment charges and meter "turn-on" charges, have been paid at the District business office, or unless credit arrangements satisfactory to the District have been made.

3. Meter "Turn-On" Charge. A "turn-on" charge shall be made for turning on any meter which has previously been turned off for a delinquent account. The charges for turn-on shall be as follows:

- (a) For any account turned on during the District's regular business hours the turn-on charge is set forth in Appendix A, 34.02 G.3.(a).
- (b) For any account turned on after the District's regular business hours, the turn-on charge is set forth in Appendix A, 34.02 G.3.(b).

SECTION 53 FEES, RATES, CHARGES AND CONDITIONS FOR SEWER SERVICE

53.01 CONDITIONS FOR ACQUISITION OF SEWER SERVICE CAPACITY

Sewer service capacity may be acquired only for service to a specific address, parcel of land, or a land development project covered by an approved map. An approved map shall mean a recorded final map, a recorded parcel map or a tentative subdivision map that has been approved by the County or by a City, as applicable.

53.02 SERVICE AREAS

- A. Service Areas. Sewer service shall be furnished by the District only to property located in Improvement District No. 14 ("I.D. 14"), Improvement District No. 18 ("I.D. 18"), and Assessment District No. 4 ("A.D. 4"), and the Russell Square Sewer Service Area. Sewer service to property located outside such areas may be furnished only upon annexation to ID 18 and payment of all applicable annexation fees.

53.03 ACQUISITION OF SEWER CONNECTIONS FOR SERVICE IN I.D. 14, I.D. 18 AND A.D. 4

- A. There shall be no connection capacity fee for sewer service to parcels already annexed into Improvement District No. 14, Improvement District No. 18 and Assessment District No. 4 on or after December 16, 1998.

53.04 ACQUISITION AND PURCHASE OF SEWER CAPACITY FOR SERVICE IN THE RUSSELL SQUARE SEWER SERVICE AREA

- A. District Acceptance of Sewer Facilities for Russell Square Area. Under an Agreement with Cal Dorado Development, Inc., dated June 28, 1981, the District accepted title to a sewer pump station, force main and appurtenances for a sewage system to provide sewer service to the residential dwelling units to be constructed within the parcels of land in San Diego County Tentative Parcel Map 17150. Under an Agreement with Cal Dorado Development, Inc., dated June 18, 1981, the District agreed to provide service to such parcels on the terms and conditions contained therein. On October 1, 1984, pursuant to Resolution No. 2139, the District Board of Directors accepted title to the facilities.

B. Designation of Russell Square Sewer Area. The geographical area described on the District Map entitled "Russell Square Sewer Service Area," dated October 11, 1988, on file with the District Secretary, constitutes the Russell Square Sewer Service Area.

C. Connection Fees for Connections for Sewer Service through the Russell Square Sewer Pump Station.

1. Sewer Connection Fee

A connection fee (see Appendix A, 53.04 C.1. for fee) for each EDU of sewer service provided through Russell Square Pump Station shall be collected. The connection fee is due at the time an application for sewer service is submitted. The number of EDUs for the connection shall be as set forth in Section 53.09 of the Code. Since the Russell Square Pump Station and force main were constructed by the developer or his assignee, at their expense, for the purpose of providing service to the parcels within Tentative Parcel Map 17150, the connection fee shall not apply to connections for sewer service to the parcels within said map. Such exempt parcels are currently identified as Assessor Parcel Nos. 497-011-41, 497-011-42, 497-011-44, 497-011-46 and 497-011-47.

2. Monthly Sewer Service Charge

A monthly sewer service charge (see Appendix A, 53.04 C.2. for charge) to cover normal operational costs of the Russell Square Pump Station and force mains shall be collected. This charge shall be reviewed by the Board of Directors from time to time to assure that such charges cover the costs for operation of the sewer facilities.

3. The proceeds of the fees and charges received by the District under 1 and 2 above shall be used by the District solely for maintenance, replacement or repair under C.1. above and for the operation of the facilities under C.2. above.

4. In addition, the customer for such service shall pay the monthly service charge for sewer service set forth in Section 53.11.

53.05 CHARGES FOR INSTALLATION OF SEWER LATERALS

Upon application for construction of one or more sewer laterals, the customer shall deposit with the District the estimated costs to be incurred by the District in connection with the installation of the facilities required, as determined by the District. Upon completion of the work, the District shall calculate the actual costs incurred by the District in performing the work. If actual costs are less than the amount deposited, the District shall refund the balance of the deposit to the customer. If actual costs exceed the amount deposited, the customer shall reimburse the District for the additional costs.

53.06 PAYMENT OF FEES

All fees prescribed in the Code shall become owing, due and payable at the time application is made to connect a premise to the sewer system of the District. The fees shall be paid to the District prior to the issuance of any permit authorizing the connection of such premise to the District sewer system. If the proposed connection cannot be made, the fee may be refunded when approved by the General Manager.

53.07 SEWER SERVICE USE CHANGES RESULTING IN INCREASED SYSTEM UTILIZATION

The use of a sewer connection shall be limited to the type and number of EDUs authorized by the original wastewater discharge permit. Before adding any additional equivalent dwelling units, buildings, modifying existing buildings, or change of occupancy type, the property owner shall make a supplementary wastewater permit application to the District for such change in use and pay additional sewer annexation fees per EDU, if necessary, as may be applicable. Periodic inspection of the premises may be made by the District and if actual use is greater than estimated use, an assessment for additional annexation fees shall be assessed in accordance with the fee schedule in the then current Code of Ordinances.

53.08 WASTEWATER DISCHARGE PERMIT ISSUANCE AND LIMITATION

1. A wastewater discharge permit shall be required for any property for which a request is made to discharge into the District sewage system.

2. Every wastewater discharge permit shall expire by limitations and shall become null and void, if the construction or work authorized by such permit is not commenced within 120 days from date of issuance of such wastewater discharge permit or if the construction or work authorized by such wastewater discharge permit is suspended or abandoned for a period of 120 days at any time after the work is commenced.
3. Before such work can be recommenced, a new wastewater discharge permit application must be filed with the District. The District may reactivate the previous wastewater discharge permit provided that wastewater quantity and type is the same as the wastewater discharge allowed under the original permit, and provided further that such suspension and abandonment has not exceeded one year. Fees paid for the previous wastewater discharge permit may be credited toward the total permit fees required on the new permit application. Reactivation of the previous wastewater discharge permit shall be subject to District sewer capacity being available at the time of new application and subject to any additional costs or charges imposed during the period of such suspension or abandonment.

53.09 BASIS FOR DETERMINATION OF EDUs

1. The number of EDUs for sewer service shall be determined on the following basis:

a) <u>Residential Facilities</u>	EDUs
1) Single-Family Residence (Includes manufactured homes, and mobile homes which are on private lots)	1.0
A secondary structure with a kitchen is considered an additional EDU	
2) Apartments and Multiple Family Housing Each individual living unit	1.0
3) Residential condominiums Each individual living unit	1.0
4) Mobile Home and Trailer Parks Per each individual space	1.0

- b) Commercial/Industrial Facilities
- 1) Food Service Establishments
- a) Take-out restaurants with disposable utensils, no dishwasher and no public restrooms 3.0
- b) Miscellaneous food establishments - ice cream/yogurt shops, bakeries (sales on premise only) 3.0
- c) 1) Take-out/eat-in restaurants with disposable utensils, but with seating and public restrooms 3.0
- 2) Restaurants with reuseable utensils, seating and public restrooms (0-18 seats) 3.0
- Each additional 6 seat unit, or portion thereof 1.0
- 2) Hotels and Motels
- a) Per living unit without kitchen 0.38
- b) Per living unit with kitchen 0.60
- 3) Commercial, Professional, Industrial Buildings, Establishments not specifically listed herein
- a) Any office, store or industrial condominium or establishments. first 1,000 sq. ft. 1.2
- Each additional 1,000 sq. ft. or portion thereof 0.7
- b) Where occupancy type or usage is unknown at the time of application for service, the following EDUs shall apply. This shall include, but not be limited to, shopping centers, industrial parks and professional office buildings.

- | | | |
|----|---|-----|
| | First 1,000 sq. ft. of gross building floor area | 1.2 |
| | Each additional 1,000 square feet of gross building floor area. Portions less than 1,000 sq. ft. will be prorated. | 0.7 |
| 4) | <u>Self-service laundry per washer</u> | 1.0 |
| 5) | <u>Churches, theaters and auditoriums</u> per each 150 person seating capacity or any fraction thereof. (Does not include office spaces, schoolrooms, day-care facilities, food preparation areas, etc. Additional EDUs will be assigned for these supplementary uses). | 1.5 |
| 6) | <u>Schools</u> | |
| | a) Elementary Schools - For each 50 pupils or fraction thereof | 1.0 |
| | b) Junior High Schools - For each 40 pupils or fraction thereof | 1.0 |
| | c) High Schools, Colleges and Universities - For each 24 pupils or fraction thereof | 1.0 |

Additional EDUs will be prorated based on above values.

The number of pupils shall be based on the average daily attendance of pupils at the school during the preceding fiscal year, computed in accordance with the education code of the State of California. However, where the school has had no attendance during the preceding fiscal year, the General Manager shall estimate the average daily attendance for the fiscal year for which the fee is to be paid and compute the fee based on such estimate.

7) Convalescent Homes

- a) Skilled nursing care facilities, psychological hospitals, convalescent hospitals; licensed by the Department of Health. 0.7/bed
- b) Community Care Facilities with 16 or more beds licensed by the State Department of Health. 0.5/bed
- c) Small Community Care Facilities with 7 to 15 beds licensed by the County Department of Social Services 0.5/bed
- d) Community Care Homes with six or fewer total residents, including resident staff and housekeepers (to be the same EDU as a single-family residence). 1.0

8) Other

In the case of commercial, industrial and other business establishments such as bottling works, supermarkets, markets, deli/markets, convenience stores, hospitals, laundries (other than self-service laundries), automobile service stations, mortuaries, day-care centers, bars, pool halls, and other establishments not included in items 1) through 7) inclusive, or when the EDUs specified in items 1) through 7) are not representative of actual flow due to the number of employees or type of operation, the number of equivalent dwelling units shall be determined in each case by the General Manager and shall be based upon the estimated volume and type of wastewater discharge into the sewer.

53.10 TRANSFER, ASSIGNMENT, OR RESALE OF SEWER CONNECTION RIGHTS

EDU sewer connection rights obtained by a customer may not be sold, transferred, or assigned separately from ownership of the real property for which they were obtained, unless otherwise stated in an agreement with the District.

53.11 SEWER SERVICE RATES AND CHARGES

A. Set-up Fees for Accounts. A set-up fee (see Appendix A, 53.11 A. for fee) shall be charged for each account transferred to another customer.

B. Residential Sewer Charges.

Five-year Rate Increase Schedule - All District sewer rates, charges, and fees are subject to a five-year schedule of rate increases beginning September 1, 2009 and periodically thereafter through June 30, 2014. The increases under this schedule shall be the amount sufficient to cover cost increases related to operation and maintenance, but not to exceed 10% per year.

Five-year Periodic Pass-through Rate Increases or Decreases from District Wholesalers - All District sewer rates, charges, and fees are subject to periodic rate changes from the District's public agency wholesalers for a five-year period beginning September 1, 2009 through June 30, 2014.

- (1) Winter Average Determination. Sewer service usage fee shall be based on the "Winter Average" water consumption, measured in units of hundred cubic feet (HCF). The winter average period is January through April. The winter average is calculated by adding the four months of water consumption for the preceding winter and dividing the resulting amount by four. This average is then reduced by a 15% usage discount, recognizing that not all water used flows into the sewer system, to determine the "Winter Average" for billing purposes.
- (2) Usage Fee. The usage fee rate (see Appendix A, 53.11 B.2. for rate) is multiplied by the "Winter Average" calculation for each customer (after the above noted 15% discount) and the resulting amount is added to the Fixed Service Charge applicable to the size of meter. The resulting fixed fee shall be charged on a monthly basis for an entire calendar year, until a new "Winter Average" is determined for the following year.

- (3) Base Fee. The monthly base fee per meter size is set forth in Appendix A, 53.11 B.3.
- (4) Monthly Residential Sewer Rate without Consumption History. The average residential sewer charge shall be determined by calculating the total usage fee for all residential customers and dividing by the number of residential customers. Then the monthly base fee for a 3/4 inch meter is added to this average fee and this shall be used to determine the rate per ASU to be used for commercial customers. The monthly residential sewer rate without consumption history is as set forth in Appendix A, 53.11 B.4.

C. Single Residential Winter Averaging

- (1) Defined as: Sewer service for individually metered residential households.
- (2) The monthly sewer bill is calculated by adding the base fee plus the usage fee as described in 5.11.B.(1),(2), & (3) above.
- (3) The maximum "Winter Average" for individually metered residential customers is 30 units (after the 15% discount).
- (4) Residential Service without Consumption History. Sewer service for new accounts with no prior winter consumption, customers using well water or other unmetered water shall be assigned a "Winter Average" for single individually metered households. See Appendix A, 53.11 C.4. for Winter Averaging fees.

D. Multi-Residential Rate Charges

- (1) Defined as: Sewer service for master metered water service for multiple-residential households including for example; duplex, townhomes, apartments, and mobile homes.
- (2) The monthly sewer bill for the complex is calculated by adding a 3/4 inch base fee (as set forth in Appendix A, 53.11.B.3.) times the number of units in the complex plus the usage fee (as set forth in Appendix A, 53.11.D.2.) for the entire complex. (Note: There is no cap on consumption for the multi-residential customers.)

- (3) New complexes that do not have a prior winter consumption history to determine their monthly usage fee shall be assigned a "Winter Average" for each multiple-residential unit in a master metered residential complex. See Appendix A, 53.11 C.4. for Winter Averaging fees.

E. Commercial Sewer Charges

- (1) ASU Determination: The charges for commercial sewer service shall be based on the rate of discharge and the strength of sewage. The Board of Directors may adjust the charges in proportion to the amount of water not entering the sewer which is substantiated by the property owner or discharger.
- (2) The strength of sewage is based on its biochemical oxygen demand (BOD) and the cost of removing suspended solids (SS).
- (3) The formula is derived by taking the total cost of providing sewer service and charging each user for a pro-rata share.
- (4) The State Revenue Program Guidelines require use of an "Assigned Service Unit Assignment Formula" which converts higher strength uses into a service unit value which is comparable to the use impact of a single-family residential user or equivalent dwelling unit. The formula for determining an Assigned Service Unit (ASU) for a single-family dwelling is set forth in the annual budget, which is incorporated herein by reference.
- (5) The formula is based on an estimated daily flow of 250 gallons per day plus 280 milligrams per liter of BOD and 234 milligrams per liter of SS for a residential equivalent dwelling unit.
- (6) For commercial users the flow is based on 85% of their prior 12-month water consumption to reflect the amount of water that returns to the system. The basis for determining estimated flow for unmetered water will be calculated on the demand imposed on the water system. The strength of discharge for commercial user is based on whether it is classified as a low-strength, medium-strength or high-strength user.

User Classification

Low-Strength Commercial = 1.000 Strength Factor

Car wash
General office and buildings
Barber and beauty shops
Department, retail stores and general commercial
Hospitals and convalescent homes
Laundromat, laundry and dry cleaners
Professional office or office building
Warehouse
Other uses having a similar strength as determined by the District

Medium-Strength Commercial = 1.238 Strength Factor

Bars without dining facilities
Bowling alley
Hotels without dining facilities or cooking facilities
Auto repair/sales shop and service station
Shopping centers
Other uses having a similar strength as determined by the District

High-Strength Commercial = 2.203 Strength Factor

Bakery or bakery with deli
Hotel with dining facilities
Restaurants and bars with food
Supermarkets
Other uses having a similar strength as determined by the District

Institutional = 1.000 Strength Factor

Churches: Treated the same as Low-Strength Commercial.

Schools: For public schools flow is based on average daily attendance ("ADA") for the prior school year, including summer school, as reported by schools to meet state requirements. Private schools will be required to file a report verifying their attendance. For elementary schools 50 students shall equal 1 ASU. For junior high schools 40 students shall equal 1 ASU and for high schools 24 students equals 1 ASU. The formula for schools shall be the same as applies to single-family residential. For charges see Appendix A, 53.11 E.6.

Colleges: For colleges, flow is based on the number of Certificated and Classified Staff, and students enrolled in each school session (spring, summer, and fall):

$$\begin{aligned} \text{Gallons per day (GPD)} &= \text{no. of students and staff} \times \\ &\quad \text{no. of weeks spring} \\ &\quad \text{session)} \\ &+ \quad (\text{no. of students and staff} \\ &\quad \times \text{no. of weeks summer} \\ &\quad \text{session)} \\ &+ \quad (\text{no. of students and staff} \\ &\quad \times \text{no. of weeks fall} \\ &\quad \text{session)} \\ &+ \quad (\text{no. of staff} \times \text{no. of non-} \\ &\quad \text{session weeks)} \\ &\times \quad 23 \div 52 \end{aligned}$$

$$\begin{aligned} \text{ASU} &= \text{Daily Flow} \times \text{Strength Factor} \\ &= [(\text{GPD} \times 85\%) \div 250] \times 1.000 \end{aligned}$$

The minimum charge for commercial shall be no lower than 1 ASU at low strength. Charges are determined each fiscal year. The formula is set forth in the annual budget, which is incorporated herein by reference.

- F. Charges to Cover the State Loan Program for the Treatment Facility. A (see Appendix A, 53.11 F. for fee) fee per ASU shall be attached to the property tax bills to cover the annual payment on the \$5,000,000 state loan until such loan is paid in full.
- G. Monthly Service Charges for Commercial Sewer Service. The Monthly Sewer Service charges for service furnished by the District, shall be:
1. Commercial and Institutional (per ASU)
Commercial users shall be charged based upon the ASUs derived in Section 53.11 E.(4). For charges see Appendix A, 53.11.G.1.
 2. Industrial and Other Users
Charges determined by the Board of Directors on a case-by-case basis.

Monthly sewer service charges shall commence upon installation of the water meter to serve the premises receiving the sewer service, upon

connection to the District sewer system, upon start of occupancy of the premises to be served, or one year after the date the application for sewer service is filed, whichever is earlier. If a sewer service connection has been obtained and if sewer service will not be used until some time after installation of the water meter, commencement of the sewer service charge may be deferred until the later date only upon prior approval of the General Manager.

H. Issuance and Payment of Sewer Bills

1. Issuance of Statements: Statements for sewer service or other charges will be mailed monthly or as soon as practical, after the applicable charges have been determined.
2. Due Date: Each statement issued by the District for such charges shall be due and payable on the date of mailing or other presentation to the customer.
3. Final Payment Date: All charges in each statement must be paid on or before the final payment date shown on the statement, which shall be at least 20 calendar days following the date of mailing or presentation of the statement.
4. Place of Payment: Payments shall not be credited to a customer's account until cash, check, credit card, draft, electronic funds transfer, money order or any other acceptable form of payment that will be honored by the bank has been received by the District at the District business office during regular office hours. Deposit of payment in the mail or at a location other than the District business office shall not be credited to a customer's account until received at the business office.
5. Returned Check Charges: A returned payment charge (see Appendix A, 34.01 D.2 for charge) shall be added to a customer's account in each instance where payment has been made to the District with a check, draft, credit card or any other acceptable form of payment that has not been honored upon presentment to the bank upon which it is drawn.

I. Delinquent Accounts

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1. Requirement of Deposit Due to Repeated Delinquencies: If payments on a customer account have become delinquent five or more times, the General Manager, Chief Financial Officer, or any person delegated by the General Manager, shall be authorized to require the customer to make a deposit with the District, in cash or any other form satisfactory to the General Manager. The deposit amount shall be established at the discretion of the General Manager and the Chief Financial Officer, but shall not exceed two times the highest bill during the twelve (12) months preceding the date of demand for a deposit.
2. Handling of Deposit: A deposit shall not earn interest and shall only be applied to reduce or satisfy amounts due the District in the event of termination of service. A deposit does not constitute payment for service bills and the customer shall be required to comply with bill payment requirements to continue receiving service.
3. Refund of Deposit: A deposit required under this Section shall be refunded to the customer as provided in Section 25.04 B.

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SECTION 34 ISSUANCE AND PAYMENT OF WATER BILLS34.01 ISSUANCE, DUE DATE AND FINAL PAYMENT DATE OF STATEMENT OF CHARGES FOR SERVICE

- A. Issuance of Statements. Statements for water service or other charges will be mailed or presented as soon as practicable after the water meter has been read and the applicable charges have been determined.
- B. Due Date. Each statement issued by the District for such charges shall be due and payable on the date of mailing or other presentation to the customer.
- C. Final Payment Date. All charges in each statement must be paid on or before the final payment date shown on the statement, which shall be at least 20 calendar days following the date of mailing or presentation of the statement.
- D. Payment of Charges.
1. Place of Payment. Payments shall not be credited to a customer's account until cash, check, credit card, draft, electronic funds transfer, money order, or any other acceptable form of payment that will be honored by the bank has been received by the District at the District business office during regular office hours. Deposit of payment in the mail or at a location other than the District business office shall not be credited to a customer's account until received at the business office.
2. Returned Check Charges. A returned payment charge (see Appendix A, 34.01 D.2. for charge) shall be added to a customer's account in each instance where payment has been made to the District with a check, draft, credit card or any other acceptable form of payment that has not been honored upon presentment to the bank upon which it is drawn.

34.02 DELINQUENT ACCOUNTS

- A. For Non-Payment of Charges. If full payment of a statement for a water service account is not received at the District business office on or before the final payment date, the account shall become delinquent.
- B. Late Payment Charge. A late payment charge (see Appendix A, 34.02 B. for charge) of the total amount

delinquent shall be added to each delinquent account at the time any amount becomes delinquent, provided that the charge shall not be made on any account which at that time has no delinquencies of record. When a late payment charge is made, such shall be added to the delinquent account as of the date the account becomes delinquent and such charges shall become an inseparable part of the amount due as of that time.

- C. Notice of Delinquency. A delinquency notice shall be mailed to each customer whose account is delinquent, notifying the customer that service will be turned off unless payment is made. The notice shall indicate the amount due, including late payment charges, and that the total amount must be paid within fifteen (15) calendar days from the date of mailing or presentation of the notice to the customer, or service will be discontinued.
- D. Record of Delinquent Accounts. The District maintains records of delinquent accounts. Each year one delinquency shall be removed from the record of each account that has one or more delinquencies.
- E. Partial Payment on Delinquent Account. A partial payment on a delinquent account may be accepted and credited to a customer's account; however, the partial payment shall not cause removal of the account from a delinquent status and furthermore, the partial payment shall not preclude the meter from being turned off for delinquency.
- F. Financial Arrangements for Delinquent Accounts.
 - 1. Continuation of Service. The General Manager, Chief Financial Officer, or any person delegated by the General Manager, may authorize continuation of service to a delinquent account if financial arrangements, satisfactory to the District, have been established.
 - 2. Requirement of Deposit Due to Repeated Delinquencies. If payments on a customer account have become delinquent five or more times, or if a meter has been turned off three or more times for non-payment of charges, the General Manager, Chief Financial Officer, or any person delegated by the General Manager, shall be authorized to require the customer to make a deposit with the District, in cash or any other form satisfactory to the General Manager. The deposit amount shall be established at the discretion of the General Manager and the Chief

Financial Officer, but shall not exceed two times the highest monthly bill during the twelve (12) months preceding the date of demand for a deposit.

(a) Handling of Deposit. A deposit shall not earn interest and shall only be applied to reduce or satisfy amounts due the District in the event of termination of service. A deposit does not constitute payment for service bills and the customer shall be required to comply with bill payment requirements to continue receiving service.

(b) Refund of Deposit. A deposit required under this Section shall be refunded to the customer as provided in Section 25.04.B.

G. Termination and Reinstatement of Water Service Under Delinquent Accounts

1. Termination of Service. The water meter or meters under delinquent accounts may be turned off and locked if payment has not been made in accordance with the Notice of Delinquency.

(a) Where an owner or manager is listed by the District as the customer of record of the service, the District shall make every good faith effort to inform the actual users of the services when the account is in arrears by means of a notice that service will be terminated in ten days. The notice shall further inform the actual users that they have the right to become customers of the District without being required to pay the amount due on the delinquent account.

(b) Residential water service shall not be terminated for non-payment in any of the following situations:

(1) During an investigation by the District of a customer dispute or complaint. Any residential customer who has initiated a complaint or requested an investigation within five days of receiving the disputed bill, or who has, within 13 days of the mailing of the notice that the customer's service will be terminated for non-payment, or made a request for extension of the payment period of a bill asserted to be beyond the means of the customer to pay in full during the normal period for

payment, shall be given an opportunity for a review. The review shall include consideration of whether the customer shall be permitted to amortize the unpaid balance of the account over a reasonable period of time not to exceed 12 months. No termination of service shall be effected for any customer complying with an amortization agreement, if the customer also keeps the account current as charges accrue in each subsequent billing period.

Any customer, whose complaint or request for an investigation has resulted in an adverse determination by the District, may appeal the determination to the Board.

- (2) When a customer has been granted an extension of the period for payment of a bill.
 - (3) On the certification of a licensed physician and surgeon that to do so will be life threatening to the customer and the customer is financially unable to pay for service within the normal payment period and is willing to enter into an amortization agreement to pay the unpaid balance of any bill asserted to be beyond the means of the customer over a period not to exceed 12 months.
- (c) The ten-day notice of proposed termination may not be sent to the customer until at least 19 days from the date of mailing of the bill for services. The ten-day period shall not commence until five days after the mailing of the notice.
 - (d) The District shall make a reasonable, good faith effort to contact an adult person residing at the premises of the customer by telephone or in person, at least 48 hours prior to any termination of service. A charge (see Appendix A, 34.02 G.1.(d) for charge) shall be added to the bill for a contact made in person.
 - (e) Every notice of termination of service pursuant to subdivisions (a) and (c) shall include all of the following information:
 - (1) The name and address of the customer whose account is delinquent.

- (2) The amount of the delinquency.
 - (3) The date by which payment or arrangements for payment is required in order to avoid termination.
 - (4) The procedure by which the customer may initiate a complaint or request an investigation concerning service or charges, except that if the bill for service contains a description of that procedure, then the notice is not required to contain that information.
 - (5) The procedure by which the customer may request amortization of the unpaid charges.
 - (6) The procedure for the customer to obtain information on the availability of financial assistance including private, local, state or federal sources, if applicable.
 - (7) The telephone number of a representative of the District who can provide additional information or institute arrangements for payment.
- (f) If a residential customer fails to comply with an amortization agreement, the District shall not terminate service without giving notice to the customer at least 48 hours prior to termination of the conditions the customer is required to meet to avoid termination, but the notice does not entitle the customer to further investigation by the District.
- (g) Termination of service shall not occur on any Friday, Saturday, Sunday, legal holiday or at any time during which the business offices of the District are not open to the public.
- (h) No termination of service may be effected without compliance with this section and any service wrongfully terminated shall be restored, without charge, for the restoration of service.

(See California Government Code Section 60373.)

2. Reinstatement of Service. Water service terminated for delinquency may not be reinstated until all amounts due and payable, including late payment charges and meter "turn-on" charges, have

been paid at the District business office, or unless credit arrangements satisfactory to the District have been made.

3. Meter "Turn-On" Charge. A "turn-on" charge shall be made for turning on any meter which has previously been turned off for a delinquent account. The charges for turn-on shall be as follows:

- (a) For any account turned on during the District's regular business hours the turn-on charge is set forth in Appendix A, 34.02 G.3.(a).
- (b) For any account turned on after the District's regular business hours, the turn-on charge is set forth in Appendix A, 34.02 G.3.(b).

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SECTION 53 FEEES, RATES, CHARGES AND CONDITIONS FOR SEWER SERVICE53.01 CONDITIONS FOR ACQUISITION OF SEWER SERVICE CAPACITY

Sewer service capacity may be acquired only for service to a specific address, parcel of land, or a land development project covered by an approved map. An approved map shall mean a recorded final map, a recorded parcel map or a tentative subdivision map that has been approved by the County or by a City, as applicable.

53.02 SERVICE AREAS

- A. Service Areas. Sewer service shall be furnished by the District only to property located in Improvement District No. 14 ("I.D. 14"), Improvement District No. 18 ("I.D. 18"), and Assessment District No. 4 ("A.D. 4"), and the Russell Square Sewer Service Area. Sewer service to property located outside such areas may be furnished only upon annexation to ID 18 and payment of all applicable annexation fees.

53.03 ACQUISITION OF SEWER CONNECTIONS FOR SERVICE IN I.D. 14, I.D. 18 AND A.D. 4

- A. There shall be no connection capacity fee for sewer service to parcels already annexed into Improvement District No. 14, Improvement District No. 18 and Assessment District No. 4 on or after December 16, 1998.

53.04 ACQUISITION AND PURCHASE OF SEWER CAPACITY FOR SERVICE IN THE RUSSELL SQUARE SEWER SERVICE AREA

- A. District Acceptance of Sewer Facilities for Russell Square Area. Under an Agreement with Cal Dorado Development, Inc., dated June 28, 1981, the District accepted title to a sewer pump station, force main and appurtenances for a sewage system to provide sewer service to the residential dwelling units to be constructed within the parcels of land in San Diego County Tentative Parcel Map 17150. Under an Agreement with Cal Dorado Development, Inc., dated June 18, 1981, the District agreed to provide service to such parcels on the terms and conditions contained therein. On October 1, 1984, pursuant to Resolution No. 2139, the District Board of Directors accepted title to the facilities.

- B. Designation of Russell Square Sewer Area. The geographical area described on the District Map entitled "Russell Square Sewer Service Area," dated October 11, 1988, on file with the District Secretary, constitutes the Russell Square Sewer Service Area.
- C. Connection Fees for Connections for Sewer Service through the Russell Square Sewer Pump Station.

1. Sewer Connection Fee

A connection fee (see Appendix A, 53.04 C.1. for fee) for each EDU of sewer service provided through Russell Square Pump Station shall be collected. The connection fee is due at the time an application for sewer service is submitted. The number of EDUs for the connection shall be as set forth in Section 53.09 of the Code. Since the Russell Square Pump Station and force main were constructed by the developer or his assignee, at their expense, for the purpose of providing service to the parcels within Tentative Parcel Map 17150, the connection fee shall not apply to connections for sewer service to the parcels within said map. Such exempt parcels are currently identified as Assessor Parcel Nos. 497-011-41, 497-011-42, 497-011-44, 497-011-46 and 497-011-47.

2. Monthly Sewer Service Charge

A monthly sewer service charge (see Appendix A, 53.04 C.2. for charge) to cover normal operational costs of the Russell Square Pump Station and force mains shall be collected. This charge shall be reviewed by the Board of Directors from time to time to assure that such charges cover the costs for operation of the sewer facilities.

3. The proceeds of the fees and charges received by the District under 1 and 2 above shall be used by the District solely for maintenance, replacement or repair under C.1. above and for the operation of the facilities under C.2. above.

4. In addition, the customer for such service shall pay the monthly service charge for sewer service set forth in Section 53.11.

53.05 CHARGES FOR INSTALLATION OF SEWER LATERALS

Upon application for construction of one or more sewer laterals, the customer shall deposit with the District the estimated costs to be incurred by the District in connection with the installation of the facilities required, as determined by the District. Upon completion of the work, the District shall calculate the actual costs incurred by the District in performing the work. If actual costs are less than the amount deposited, the District shall refund the balance of the deposit to the customer. If actual costs exceed the amount deposited, the customer shall reimburse the District for the additional costs.

53.06 PAYMENT OF FEES

All fees prescribed in the Code shall become owing, due and payable at the time application is made to connect a premise to the sewer system of the District. The fees shall be paid to the District prior to the issuance of any permit authorizing the connection of such premise to the District sewer system. If the proposed connection cannot be made, the fee may be refunded when approved by the General Manager.

53.07 SEWER SERVICE USE CHANGES RESULTING IN INCREASED SYSTEM UTILIZATION

The use of a sewer connection shall be limited to the type and number of EDUs authorized by the original wastewater discharge permit. Before adding any additional equivalent dwelling units, buildings, modifying existing buildings, or change of occupancy type, the property owner shall make a supplementary wastewater permit application to the District for such change in use and pay additional sewer annexation fees per EDU, if necessary, as may be applicable. Periodic inspection of the premises may be made by the District and if actual use is greater than estimated use, an assessment for additional annexation fees shall be assessed in accordance with the fee schedule in the then current Code of Ordinances.

53.08 WASTEWATER DISCHARGE PERMIT ISSUANCE AND LIMITATION

1. A wastewater discharge permit shall be required for any property for which a request is made to discharge into the District sewage system.

2. Every wastewater discharge permit shall expire by limitations and shall become null and void, if the construction or work authorized by such permit is not commenced within 120 days from date of issuance of such wastewater discharge permit or if the construction or work authorized by such wastewater discharge permit is suspended or abandoned for a period of 120 days at any time after the work is commenced.

3. Before such work can be recommenced, a new wastewater discharge permit application must be filed with the District. The District may reactivate the previous wastewater discharge permit provided that wastewater quantity and type is the same as the wastewater discharge allowed under the original permit, and provided further that such suspension and abandonment has not exceeded one year. Fees paid for the previous wastewater discharge permit may be credited toward the total permit fees required on the new permit application. Reactivation of the previous wastewater discharge permit shall be subject to District sewer capacity being available at the time of new application and subject to any additional costs or charges imposed during the period of such suspension or abandonment.

53.09 BASIS FOR DETERMINATION OF EDUs

1. The number of EDUs for sewer service shall be determined on the following basis:

a) <u>Residential Facilities</u>	EDUs
1) Single-Family Residence	1.0
(Includes manufactured homes, and mobile homes which are on private lots	
A secondary structure with a kitchen is considered an additional EDU	
2) Apartments and Multiple Family Housing	
Each individual living unit	1.0
3) Residential condominiums	
Each individual living unit	1.0
4) Mobile Home and Trailer Parks	1.0
Per each individual space	

- b) Commercial/Industrial Facilities
- 1) Food Service Establishments
- a) Take-out restaurants with disposable utensils, no dishwasher and no public restrooms 3.0
- b) Miscellaneous food establishments - ice cream/yogurt shops, bakeries (sales on premise only) 3.0
- c) 1) Take-out/eat-in restaurants with disposable utensils, but with seating and public restrooms 3.0
- 2) Restaurants with reuseable utensils, seating and public restrooms (0-18 seats) 3.0
- Each additional 6 seat unit, or portion thereof 1.0
- 2) Hotels and Motels
- a) Per living unit without kitchen 0.38
- b) Per living unit with kitchen 0.60
- 3) Commercial, Professional, Industrial Buildings, Establishments not specifically listed herein
- a) Any office, store or industrial condominium or establishments. first 1,000 sq. ft. 1.2
- Each additional 1,000 sq. ft. or portion thereof 0.7
- b) Where occupancy type or usage is unknown at the time of application for service, the following EDUs shall apply. This shall include, but not be limited to, shopping centers, industrial parks and professional office buildings.
- First 1,000 sq. ft. of gross building floor area 1.2

Each additional 1,000 square feet of gross building floor area. Portions less than 1,000 sq. ft. will be prorated. 0.7

4) Self-service laundry per washer 1.0

5) Churches, theaters and auditoriums per each 150 person seating capacity or any fraction thereof. (Does not include office spaces, schoolrooms, day-care facilities, food preparation areas, etc. Additional EDUs will be assigned for these supplementary uses). 1.5

6) Schools

a) Elementary Schools - For each 50 pupils or fraction thereof 1.0

b) Junior High Schools - For each 40 pupils or fraction thereof 1.0

c) High Schools, Colleges and Universities - For each 24 pupils or fraction thereof 1.0

Additional EDUs will be prorated based on above values.

The number of pupils shall be based on the average daily attendance of pupils at the school during the preceding fiscal year, computed in accordance with the education code of the State of California. However, where the school has had no attendance during the preceding fiscal year, the General Manager shall estimate the average daily attendance for the fiscal year for which the fee is to be paid and compute the fee based on such estimate.

7) Convalescent Homes

a) Skilled nursing care facilities, psychological hospitals, convalescent hospitals; licensed by the Department of Health. 0.7/bed

- b) Community Care Facilities with 16 or more beds licensed by the State Department of Health. 0.5/bed
- c) Small Community Care Facilities with 7 to 15 beds licensed by the County Department of Social Services 0.5/bed
- d) Community Care Homes with six or fewer total residents, including resident staff and housekeepers (to be the same EDU as a single-family residence). 1.0

8) Other

In the case of commercial, industrial and other business establishments such as bottling works, supermarkets, markets, deli/markets, convenience stores, hospitals, laundries (other than self-service laundries), automobile service stations, mortuaries, day-care centers, bars, pool halls, and other establishments not included in items 1) through 7) inclusive, or when the EDUs specified in items 1) through 7) are not representative of actual flow due to the number of employees or type of operation, the number of equivalent dwelling units shall be determined in each case by the General Manager and shall be based upon the estimated volume and type of wastewater discharge into the sewer.

53.10 TRANSFER, ASSIGNMENT, OR RESALE OF SEWER CONNECTION RIGHTS

EDU sewer connection rights obtained by a customer may not be sold, transferred, or assigned separately from ownership of the real property for which they were obtained, unless otherwise stated in an agreement with the District.

53.11 SEWER SERVICE RATES AND CHARGES

- A. Set-up Fees for Accounts. A set-up fee (see Appendix A, 53.11 A. for fee) shall be charged for each account transferred to another customer.

B. Residential Sewer Charges.

Five-year Rate Increase Schedule - All District sewer rates, charges, and fees are subject to a five-year schedule of rate increases beginning September 1, 2009 and periodically thereafter through June 30, 2014. The increases under this schedule shall be the amount sufficient to cover cost increases related to operation and maintenance, but not to exceed 10% per year.

Five-year Periodic Pass-through Rate Increases or Decreases from District Wholesalers - All District sewer rates, charges, and fees are subject to periodic rate changes from the District's public agency wholesalers for a five-year period beginning September 1, 2009 through June 30, 2014.

- (1) Winter Average Determination. Sewer service usage fee shall be based on the "Winter Average" water consumption, measured in units of hundred cubic feet (HCF). The winter average period is January through April. The winter average is calculated by adding the four months of water consumption for the preceding winter and dividing the resulting amount by four. This average is then reduced by a 15% usage discount, recognizing that not all water used flows into the sewer system, to determine the "Winter Average" for billing purposes.
- (2) Usage Fee. The usage fee rate (see Appendix A, 53.11 B.2. for rate) is multiplied by the "Winter Average" calculation for each customer (after the above noted 15% discount) and the resulting amount is added to the Fixed Service Charge applicable to the size of meter. The resulting fixed fee shall be charged on a monthly basis for an entire calendar year, until a new "Winter Average" is determined for the following year.
- (3) Base Fee. The monthly base fee per meter size is set forth in Appendix A, 53.11 B.3.
- (4) Monthly Residential Sewer Rate without Consumption History. The average residential sewer charge shall be determined by calculating the total usage fee for all residential customers and dividing by the number of residential customers. Then the monthly base fee for a 3/4 inch meter is added to this average fee and this shall be used to determine

the rate per ASU to be used for commercial customers. The monthly residential sewer rate without consumption history is as set forth in Appendix A, 53.11 B.4.

C. Single Residential Winter Averaging

- (1) Defined as: Sewer service for individually metered residential households.
- (2) The monthly sewer bill is calculated by adding the base fee plus the usage fee as described in 5.11.B.(1), (2), & (3) above.
- (3) The maximum ``Winter Average'' for individually metered residential customers is 30 units (after the 15% discount).
- (4) Residential Service without Consumption History. Sewer service for new accounts with no prior winter consumption, customers using well water or other unmetered water shall be assigned a ``Winter Average'' for single individually metered households. See Appendix A, 53.11 C.4. for Winter Averaging fees.

D. Multi-Residential Rate Charges

- (1) Defined as: Sewer service for master metered water service for multiple-residential households including for example; duplex, townhomes, apartments, and mobile homes.
- (2) The monthly sewer bill for the complex is calculated by adding a 3/4 inch base fee (as set forth in Appendix A, 53.11.B.3.) times the number of units in the complex plus the usage fee (as set forth in Appendix A, 53.11.D.2.) for the entire complex. (Note: There is no cap on consumption for the multi-residential customers.)
- (3) New complexes that do not have a prior winter consumption history to determine their monthly usage fee shall be assigned a ``Winter Average'' for each multiple-residential unit in a master metered residential complex. See Appendix A, 53.11 C.4. for Winter Averaging fees.

E. Commercial Sewer Charges

- (1) ASU Determination: The charges for commercial sewer service shall be based on the rate of discharge and the strength of sewage. The Board

of Directors may adjust the charges in proportion to the amount of water not entering the sewer which is substantiated by the property owner or discharger.

- (2) The strength of sewage is based on its biochemical oxygen demand (BOD) and the cost of removing suspended solids (SS).
- (3) The formula is derived by taking the total cost of providing sewer service and charging each user for a pro-rata share.
- (4) The State Revenue Program Guidelines require use of an "Assigned Service Unit Assignment Formula" which converts higher strength uses into a service unit value which is comparable to the use impact of a single-family residential user or equivalent dwelling unit. The formula for determining an Assigned Service Unit (ASU) for a single-family dwelling is set forth in the annual budget, which is incorporated herein by reference.
- (5) The formula is based on an estimated daily flow of 250 gallons per day plus 280 milligrams per liter of BOD and 234 milligrams per liter of SS for a residential equivalent dwelling unit.
- (6) For commercial users the flow is based on 85% of their prior 12-month water consumption to reflect the amount of water that returns to the system. The basis for determining estimated flow for unmetered water will be calculated on the demand imposed on the water system. The strength of discharge for commercial user is based on whether it is classified as a low-strength, medium-strength or high-strength user.

User Classification

Low-Strength Commercial = 1.000 Strength Factor

Car wash
General office and buildings
Barber and beauty shops
Department, retail stores and general commercial
Hospitals and convalescent homes
Laundromat, laundry and dry cleaners
Professional office or office building
Warehouse
Other uses having a similar strength as determined by the District

Medium-Strength Commercial = 1.238 Strength Factor

Bars without dining facilities
Bowling alley
Hotels without dining facilities or cooking facilities
Auto repair/sales shop and service station
Shopping centers
Other uses having a similar strength as determined by the District

High-Strength Commercial = 2.203 Strength Factor

Bakery or bakery with deli
Hotel with dining facilities
Restaurants and bars with food
Supermarkets
Other uses having a similar strength as determined by the District

Institutional = 1.000 Strength Factor

Churches: Treated the same as Low-Strength Commercial.

Schools: For public schools flow is based on average daily attendance ("ADA") for the prior school year, including summer school, as reported by schools to meet state requirements. Private schools will be required to file a report verifying their attendance. For elementary schools 50 students shall equal 1 ASU. For junior high schools 40 students shall equal 1 ASU and for high schools 24 students equals 1 ASU. The formula for schools shall be the same as applies to single-family residential. For charges see Appendix A, 53.11 E.6.

Colleges: For colleges, flow is based on the number of Certificated and Classified Staff, and students enrolled in each school session (spring, summer, and fall):

Gallons per day (GPD) = no. of students and staff x
no. of weeks spring
session)
+ (no. of students and staff
x no. of weeks summer
session)
+ (no. of students and staff
x no. of weeks fall
session)

$$\begin{array}{r}
 + \quad (\text{no. of staff x no. of non-} \\
 \quad \quad \text{session weeks}) \\
 \times \quad 23 \div 52
 \end{array}$$

$$\begin{array}{r}
 \text{ASU} = \text{Daily Flow x Strength Factor} \\
 = [(\text{GPD} \times 85\%) \div 250] \times 1.000
 \end{array}$$

The minimum charge for commercial shall be no lower than 1 ASU at low strength. Charges are determined each fiscal year. The formula is set forth in the annual budget, which is incorporated herein by reference.

F. Charges to Cover the State Loan Program for the Treatment Facility. A (see Appendix A, 53.11 F. for fee) fee per ASU shall be attached to the property tax bills to cover the annual payment on the \$5,000,000 state loan until such loan is paid in full.

G. Monthly Service Charges for Commercial Sewer Service. The Monthly Sewer Service charges for service furnished by the District, shall be:

1. Commercial and Institutional (per ASU)
Commercial users shall be charged based upon the ASUs derived in Section 53.11 E.(4). For charges see Appendix A, 53.11.G.1.
2. Industrial and Other Users
Charges determined by the Board of Directors on a case-by-case basis.

Monthly sewer service charges shall commence upon installation of the water meter to serve the premises receiving the sewer service, upon connection to the District sewer system, upon start of occupancy of the premises to be served, or one year after the date the application for sewer service is filed, whichever is earlier. If a sewer service connection has been obtained and if sewer service will not be used until some time after installation of the water meter, commencement of the sewer service charge may be deferred until the later date only upon prior approval of the General Manager.

H. Issuance and Payment of Sewer Bills

1. Issuance of Statements: Statements for sewer service or other charges will be mailed monthly or as soon as practical, after the applicable charges have been determined.

2. Due Date: Each statement issued by the District for such charges shall be due and payable on the date of mailing or other presentation to the customer.
3. Final Payment Date: All charges in each statement must be paid on or before the final payment date shown on the statement, which shall be at least 20 calendar days following the date of mailing or presentation of the statement.
4. Place of Payment: Payments shall not be credited to a customer's account until cash, check, credit card, draft, electronic funds transfer, money order or any other acceptable form of payment that will be honored by the bank has been received by the District at the District business office during regular office hours. Deposit of payment in the mail or at a location other than the District business office shall not be credited to a customer's account until received at the business office.
5. Returned Check Charges: A returned payment charge (see Appendix A, 34.01 D.2 for charge) shall be added to a customer's account in each instance where payment has been made to the District with a check, draft, credit card or any other acceptable form of payment that has not been honored upon presentment to the bank upon which it is drawn.

I. Delinquent Accounts

1. Requirement of Deposit Due to Repeated Delinquencies: If payments on a customer account have become delinquent five or more times, the General Manager, Chief Financial Officer, or any person delegated by the General Manager, shall be authorized to require the customer to make a deposit with the District, in cash or any other form satisfactory to the General Manager. The deposit amount shall be established at the discretion of the General Manager and the Chief Financial Officer, but shall not exceed two times the highest bill during the twelve (12) months preceding the date of demand for a deposit.

2. Handling of Deposit: A deposit shall not earn interest and shall only be applied to reduce or satisfy amounts due the District in the event of termination of service. A deposit does not constitute payment for service bills and the customer shall be required to comply with bill payment requirements to continue receiving service.

3. Refund of Deposit: A deposit required under this Section shall be refunded to the customer as provided in Section 25.04 B.



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	James Cudlip, Finance Manager	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)	Joseph R. Bechem, Chief Financial Officer		
APPROVED BY: (Asst. GM):	German Alvarez, Assistant General Manager, Finance and Administration		
SUBJECT:	Adopt Resolution No. 4170 to Designate District Agents for Disaster Assistance		

GENERAL MANAGER'S RECOMMENDATION:

That the Board adopts Resolution No. 4170 designating specific staff positions to be authorized as Agents to deal with the State of California, Office of Emergency Services (OES), on the District's behalf in all matters pertaining to disaster assistance.

COMMITTEE ACTION: _____

See Attachment A.

PURPOSE:

To authorize District staff in the positions of Safety and Security Administrator, Finance Manager, and Environmental Compliance Specialist, to be the authorized contacts on behalf of the District for all matters pertaining to disaster assistance.

ANALYSIS:

In December 2010, severe rainstorms throughout California caused extensive damage throughout the State, resulting in a Presidential declaration of a disaster for the State of California (FEMA-1952-DR). San Diego County was one of the areas designated for Public Assistance, and the District has 5 specific areas where storm damage was incurred. Damage repair is currently expected to include some or all of the following: 1) debris removal, 2) fencing, 3) road repair, and 4) erosion control. Total costs could potentially exceed \$200,000.

The District is applying to the Federal Emergency Management Agency (FEMA), and the State of California, Office of Emergency Services (OES), for disaster assistance to help pay for these repairs. FEMA requires all claims to be processed through OES.

OES requires the governing body of each agency to formally designate specific agents, by position title, to represent the agency in all matters pertaining to their application for disaster assistance. OES will not release any grant money to an agency that has not provided them with a fully executed Agent Resolution (OES Form 130) (Attachment C).

In December 2007, as a part of working with OES to obtain funds for repairs to District property from the October 2007 Harris Fire, the Board passed Resolution No. 4115 to *Designate District Agents for Disaster Assistance*. However, OES policy mandates that this resolution is only valid for a maximum of 3 years. The District has identified the following three positions as being the most knowledgeable and appropriate for working directly with OES and FEMA: 1) Safety and Security Administrator; 2) Finance Manager; and 3) Environmental Compliance Specialist. These are the same positions that were identified for the previous resolution.

Resolution No. 4170 (Attachment B) will renew the District's designation of individuals authorized to work with FEMA and OES, which allows for the possibility of a change in personnel assignments to these agent positions without requiring the Board to execute a new resolution for another 3 years.

FISCAL IMPACT:



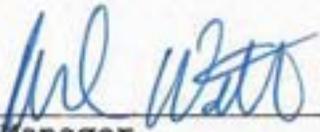
Potential reimbursement of expenses in accordance with FEMA and OES guidelines.

STRATEGIC GOAL:

This item supports a strategic objective of maintaining and protecting District assets and property.

LEGAL IMPACT: _____

None.



General Manager

Attachments:

- A) Committee Action Form
- B) Resolution No. 4170
- C) OES Form 130



ATTACHMENT A

SUBJECT/PROJECT:	Adopt Resolution No. 4170 to Designate District Agents for Disaster Assistance
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COMMITTEE ACTION:

The Finance, Administration, and Communications Committee recommend that the Board adopt Resolution No. 4170, designating specific staff positions to be authorized as Agents to deal with the State of California, Office of Emergency Services, on the District's behalf in all matters pertaining to disaster assistance.

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. 4170

A RESOLUTION OF THE BOARD OF DIRECTORS OF
OTAY WATER DISTRICT
FOR DESIGNATION OF AGENTS TO
THE STATE OF CALIFORNIA,
OFFICE OF EMERGENCY SERVICES

WHEREAS, the Otay Water District Board of Directors have been presented with a ``Designation of Applicant's Agent Resolution'' for the Otay Water District, authorizing it's agent(s) to execute for and on behalf of the District for the purpose of obtaining certain federal financial assistance under P.L. 93-288 as amended by the Robert T. Stafford Disaster Relief and Emergency Assistance Act of 1988, and/or state financial assistance under the Natural Disaster Assistance Act; and

WHEREAS, the Board needs to authorize its agent(s) to provide to the State Office of Emergency Services for all matters pertaining to such state disaster assistance the assurances and agreements required; and

WHEREAS, it is in the interest of the District to so designate agents;

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED by the Board of Directors of the Otay Water District that the following three positions are so designated as Authorized Agents: 1) Safety and Security Administrator; 2) Finance Manager; and 3) Environmental Compliance Specialist.

PASSED, APPROVED AND ADOPTED by the Board of Directors of Otay Water District at a board meeting held this 6th day of April 2011, by the following vote:

Ayes:
Noes:
Abstain:
Absent:

President

ATTEST:

District Secretary

State of California
OFFICE OF
EMERGENCY SERVICES

OES ID # _____

**DESIGNATION OF APPLICANT'S AGENT RESOLUTION
FOR NON-STATE AGENCIES**

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE OTAY WATER DISTRICT
(Governing Body) (Name of Applicant)

THAT SAFETY AND SECURITY ADMINISTRATOR, OR
(Title of Authorized Agent)

FINANCE MANAGER, OR
(Title of Authorized Agent)

ENVIRONMENTAL COMPLIANCE SPECIALIST
(Title of Authorized Agent)

is hereby authorized to execute for and in behalf of the Otay Water District, a public entity
(Name of Applicant)

established under the laws of the State of California, this application and to file it in the Office of Emergency Services for the purpose of obtaining certain federal financial assistance under P.L. 93-288 as amended by the Robert T. Stafford Disaster Relief and Emergency Assistance Act of 1988, and/or state financial assistance under the California Disaster Assistance Act.

THAT the Otay Water District, a public entity established under the laws of the State of California,
(Name of Applicant)

hereby authorizes its agent(s) to provide to the State Office of Emergency Services for all matters pertaining to such state disaster assistance the assurances and agreements required.

- This is a universal resolution and is effective for all open and future disasters.
- This is a disaster specific resolution and is effective for only disaster number(s) _____.

Passed and approved this 6 day of April, 2011

Jaime Bonilla, President
(Name and Title of Governing Body Representative)

(Name and Title of Governing Body Representative)

(Name and Title of Governing Body Representative)

CERTIFICATION

I, Susan Cruz, duly appointed and District Secretary of
(Name) (Title)

Otay Water District, do hereby certify that the above is a true and correct copy of a
(Name of Applicant)

resolution passed and approved by the Board of Directors of the Otay Water District
(Governing body) (Name of Applicant)

on the 6th day of April, 2011.

(Signature) (Title)



STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	April 6, 2011
SUBMITTED BY:	Armando Buelna, <i>AB</i> Communications Officer	W.O./G.F. NO:	DIV. NO. All
APPROVED BY: (Chief)			
APPROVED BY: (Asst. GM):			
SUBJECT:	Authorize Agreement with Brownstein Hyatt Farber Schreck for Comprehensive State and Federal Legislative Issues Advocacy		

GENERAL MANAGER'S RECOMMENDATION:

That the Board of Directors authorize a one (1) year Agreement with Brownstein Hyatt Farber Schreck (BHFS) for an amount not-to-exceed \$160,000 for comprehensive State and Federal legislative issues advocacy.

COMMITTEE ACTION: _____

See "Attachment A".

PURPOSE:

Authorize a one (1) year Agreement with Brownstein Hyatt Farber Schreck for an amount not-to-exceed \$160,000 for comprehensive State and Federal legislative issues advocacy.

ANALYSIS:

Procedures governing the selection of general consultants in the performance of District work are outlined in the District's Purchasing Procedures Manual.

The District had a time and service consulting agreement with BHFS for legislative advocacy services. This action will replace the consultant's Legislative Issues and Service Agreement and expand the Agreement to authorize BHFS to act as government relations counsel in Sacramento and Washington DC for both general legislative matters and in connection with the District's interest in purchasing water from an ocean water desalination project in Rosarito Beach, Mexico.

Based on past work, the District feels BHFS is uniquely qualified to best meet the District's needs for comprehensive state and federal legislative issues advocacy.

In this expanded role, working with the project team, BHFS will develop a comprehensive state and federal legislative strategy to support the Rosarito Beach Desalination Project's implementation.

This action would also authorize the General Manager to amend the Agreement with BHFS to extend the term as necessary to provide for the continuation of services, terminate elements of the Agreement, or to include such other services as deemed necessary and appropriate by the General Manager.

FISCAL IMPACT:



The total budget for CIP 2451 is \$30,000,000. Actual expenditures to date are \$674,702. Total expenditures plus outstanding commitments and forecast are approximately \$4,840,345. See Attachment B for budget detail.

Based on a review of the financial budget, the Project Manager has determined that the budget is sufficient to support this project.

Finance has determined that 40% of the funding is available from the Expansion Fund and 60% of the funding is available from the Betterment Fund.

General legislative advocacy is included in the General Manager's Outside Services budget. The total Fiscal Year 2011 budget for Legislative Advocacy is \$42,000. Total expenditures, plus outstanding commitments for general legislative advocacy in FY 2011 are \$5,339, leaving a balance of \$36,661.

Based on a financial review of the General Manager's budget, the Communication Officer has determined that the budget is sufficient to support the general legislative advocacy services included in the Agreement.

Funds will be expended in FY 2011 and FY 2012

STRATEGIC GOAL:

This action supports the District's goal for providing the best quality water service to the customers of the Otay Water District.

LEGAL IMPACT: _____

None.

A handwritten signature in blue ink, appearing to read "Mike White", is written over a horizontal line.

General Manager

Attachment A - Committee Action Statement

Attachment B - Budget Detail



ATTACHMENT A

SUBJECT/PROJECT:	Authorize Agreement with Brownstein Hyatt Farber Schreck for Comprehensive State and Federal Legislative Issues Advocacy
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COMMITTEE ACTION:

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

SUBJECT/PROJECT:

Authorize Agreement with Brownstein Hyatt Farber Schreck for Comprehensive State and Federal Legislative Issues Advocacy

Otay Water District

Date Updated: March 10, 2011

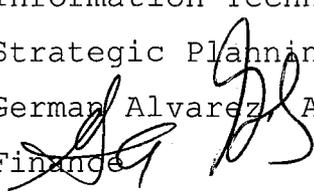
P2451 - Rosarito Desalination Facility Conveyance

<i>Budget</i>	<i>Committed</i>	<i>Expenditures</i>	<i>Outstanding Commitment & Forecast</i>	<i>Projected Final Cost</i>	<i>Vendor/Comments</i>
30,000,000					
Planning					
Add subprojects					
Labor	288,717	288,717		288,717	
Printing	61	61	-	61	MAIL MANAGEMENT GROUP INC
Mileage Reimbursement	138	138	-	138	PETTY CASH CUSTODIAN
Parking and Tolls	55	55	-	55	PETTY CASH CUSTODIAN
	45	45	-	45	US BANK CORPORATE PAYMENT
	21	21	-	21	WATTON, MARK
Airfare and Transportation	8,746	8,746	-	8,746	US BANK CORPORATE PAYMENT
	78	78	-	78	WATTON, MARK
Lodging	3,139	3,139	-	3,139	US BANK CORPORATE PAYMENT
	1,590	1,590	-	1,590	WATTON, MARK
	729	729	-	729	BONILLA, JAIME
	472	472	-	472	CONSOLIDATED WATER COMPANY
Meals and Incidentals	237	237	-	237	PETTY CASH CUSTODIAN
	38	38	-	38	US BANK CORPORATE PAYMENT
	194	194	-	194	WATTON, MARK
	395	395	-	395	CONSOLIDATED WATER COMPANY
Business Meetings	86	86	-	86	PETTY CASH CUSTODIAN
	949	949	-	949	US BANK CORPORATE PAYMENT
Insurance	26	26	-	26	PETTY CASH CUSTODIAN
	27	27	-	27	US BANK CORPORATE PAYMENT
Professional Legal Fees	43,175	43,175	-	43,175	SOLORZANO CARVAJAL GONZALEZ Y
	151,001	151,001	-	151,001	GARCIA CALDERON & RUIZ LLP
Other Legal Expenses	9,975	9,975	-	9,975	GARCIA CALDERON & RUIZ LLP
	-	-	-	-	WOODRUFF, SPRADLIN & SMART
Regulatory Agency Fees	-	-	-	-	COUNTY OF SAN DIEGO
	-	-	-	-	US FISH & WILDLIFE SERVICE
Consultant Contracts	112,562	98,577	13,984	112,562	CAMP DRESSER & MCKEE INC
	82,795	44,420	38,375	82,795	MARSTON+MARSTON INC
	12,200	12,200	-	12,200	REA & PARKER RESEARCH
	45,000	2,013	42,987	45,000	SALVADOR LOPEZ-CORDOVA
	-	-	-	-	CPM PARTNERS INC
Service Contracts	-	-	-	-	UNION TRIBUNE PUBLISHING CO
Service Contracts	106	106	-	106	SAN DIEGO DAILY TRANSCRIPT
	500	500	-	500	REBECA SOTURA NICKERSON
	-	-	-	-	OLLI BROS
	160,000	-	160,000	160,000	BROWNSTEIN HYATT FARBER SCHRECK
Total Planning	923,056	667,709	255,346	923,056	
Design					
Labor	6,650	6,650	-	6,650	
Consultant Contracts	3,910,297	-	3,910,297	3,910,297	AECOM TECHNICAL SERVICES INC
Service Contracts	343	343	-	343	SAN DIEGO UNION-TRIBUNE LLC
	-	-	-	-	
Total Design	3,917,289	6,992	3,910,297	3,917,289	
Grand Total	4,840,345	674,702	4,165,643	4,840,345	



AGENDA ITEM 10

STAFF REPORT

TYPE MEETING:	Regular Board	MEETING DATE:	March 28, 2011
SUBMITTED BY:	Geoffrey Stevens, Chief Information Technology and Strategic Planning	W.O./G.F. NO:	DIV. NO.
APPROVED BY: (Chief)	 German Alvarez, Assistant General Manager, Administration and Finance		
APPROVED BY: (Asst. GM):			
SUBJECT:	FY 2011 Strategic Plan and Performance Measures Report		

GENERAL MANAGER'S RECOMMENDATION:

No recommendation. This is an informational item only.

COMMITTEE ACTION: _____

See Attachment A.

PURPOSE:

To provide a fiscal mid-year report on the District's Strategic Performance Plan.

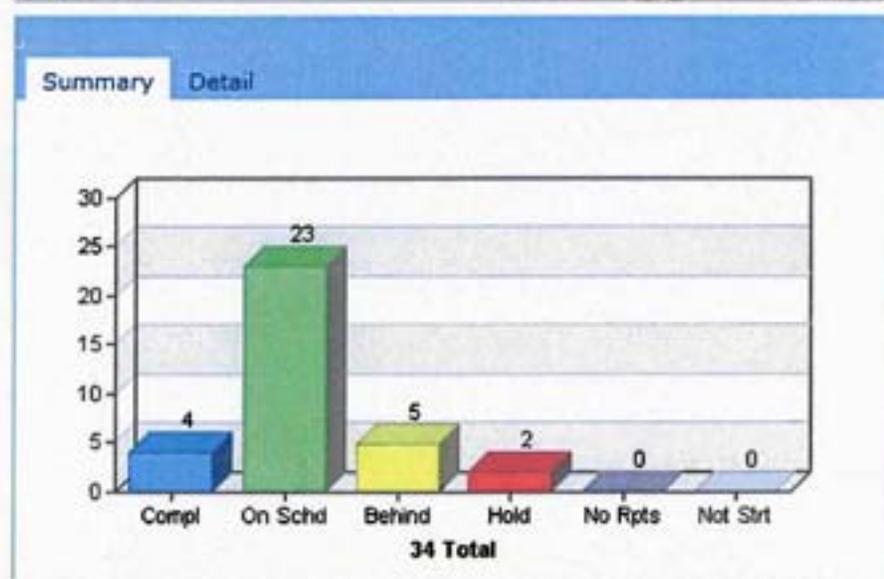
ANALYSIS:

The District has completed the first half of the Strategic Plan for FY 2011. Overall, results for performance measures continue to be positive with the District exceeding its target (at least 75% on target). Results for objectives were just under target (at least 90% complete or on track), but are expected to recover by next quarter. Detailed information on each objective and measure is also available electronically on the Board Extranet. Looking at these results in more detail:

Strategic Plan Objectives - 84%

Strategic plan objectives are designed to ensure we are making the appropriate high-level changes necessary to move the agency in the planned direction to meet new challenges and opportunities. Objective results were just under target with 27 of 32 (84%) complete, ahead or on schedule. 2 items are on hold and are thus excluded from the calculation. Five items are behind schedule. Of these five items, three have been corrected as of March 1st.

FY 11 Objectives Objectives: All Scorecard Areas



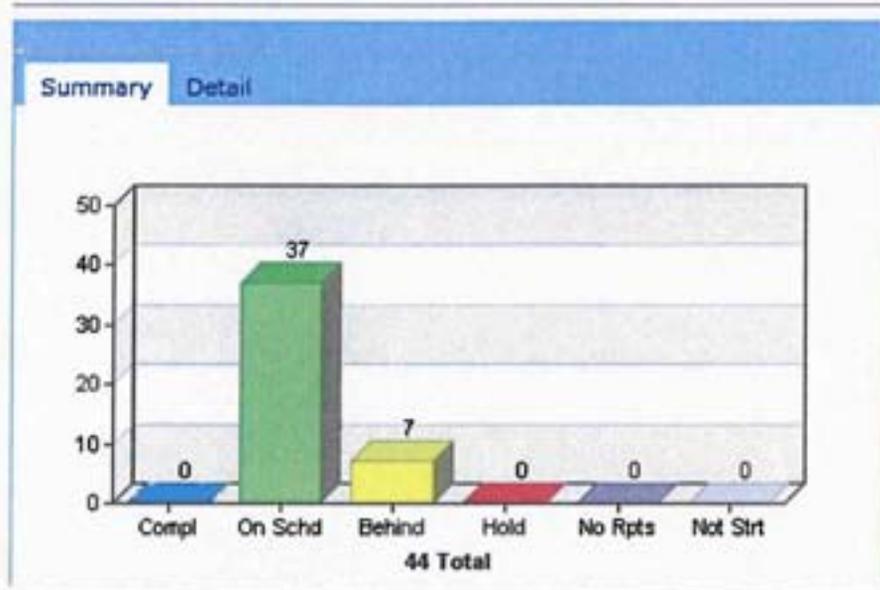
27/32 Objectives on or ahead of schedule (84%).
Target is 90%.

Performance Measures - 84% (6 Points Below Goal)

Performance measures are designed to track the day-to-day performance of the District. Sometimes referred to as a "dash board", these items attempt to measure the effectiveness and efficiency of daily operations. The overall goal is that at least 75% of these measures be rated "on target". District results in this area are positive with 37 of 44 (84%) items achieving the desired level or better.

FY 11 Performance Measures

Measures: All Scorecard Areas



37/44 Measures on or ahead of schedule (84%).
Target is 75%.

Balanced Scorecard - External View

The Balanced Scorecard methodology is designed to ensure that a company is performing consistently on a wide range of measures necessary to ensure both short-term and long-term improvements. Many of the areas do not meet the target due to a lower ratio of open items. For example 4 out of 5 Learning & Growth objectives are completed or on schedule, but 4/5 is still only 80%, just missing the 90% target. For a more detailed explanation, quarter reports for these measures are available on the Board Extranet.

Balanced Scorecard Perspective

FY 2011 • Qtr 2 • All Departments



Green = meets or exceeds/ Red = does not meet

Departmental Perspective - Internal View of Performance

The departmental perspective breaks down performance objectives and measures by the responsible internal departments. The results here are similar to the balanced scorecard scenario where a lower ratio in open items resulted in a lower on target percentage.

FY 2011 • Qtr 2 • All Scorecard Areas

Departments	
1-Administrative Services	■ Objectives ■ Measures
2-Engineering	■ Objectives ■ Measures
3-Finance	■ Objectives ■ Measures
4-Information Technology	■ Objectives ■ Measures
5-Operations	■ Objectives ■ Measures

Green = meets or exceeds/ Red = does not meet

Significant Achievements

Some significant mid-year achievements include 46 objectives complete to-date and 37 of 44 measures with results on target.

FISCAL IMPACT:



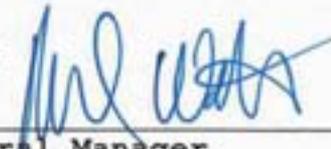
Informational item only, no fiscal impact.

STRATEGIC GOAL:

Strategic Plan and Performance Measure reporting is a critical element in providing performance reporting to the Board and staff.

LEGAL IMPACT:

None



General Manager



ATTACHMENT A

SUBJECT/PROJECT:	FY 2011 Strategic Plan and Performance Measures Report
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COMMITTEE ACTION:

The Administration and Finance Committee and the Engineering and Operations Committee met in March and reviewed this item. Based upon this discussion the Committees recommend that the Board receive that attached information.

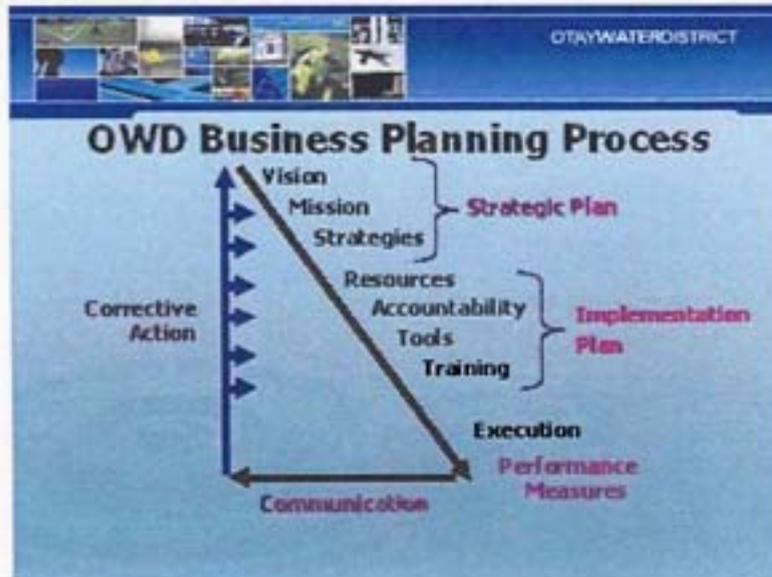
NOTE:

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.

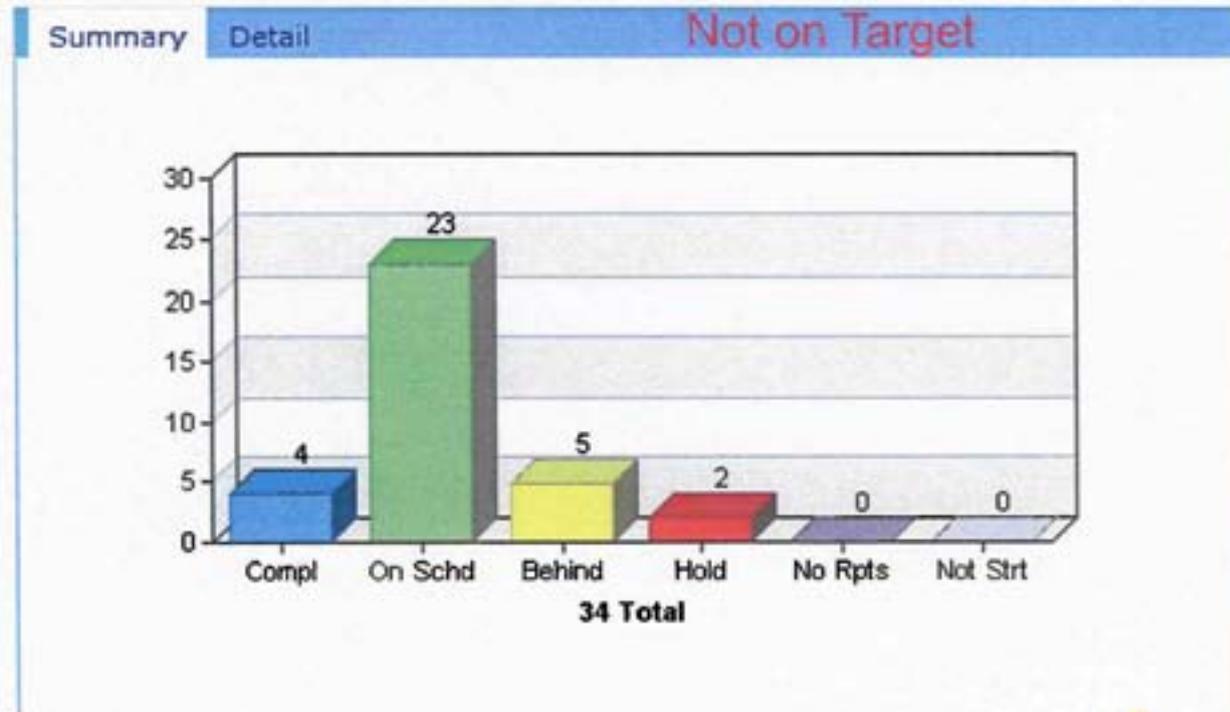
Strategic Plan

FY 2011

Mid-Year Report



Objectives: All Scorecard Areas



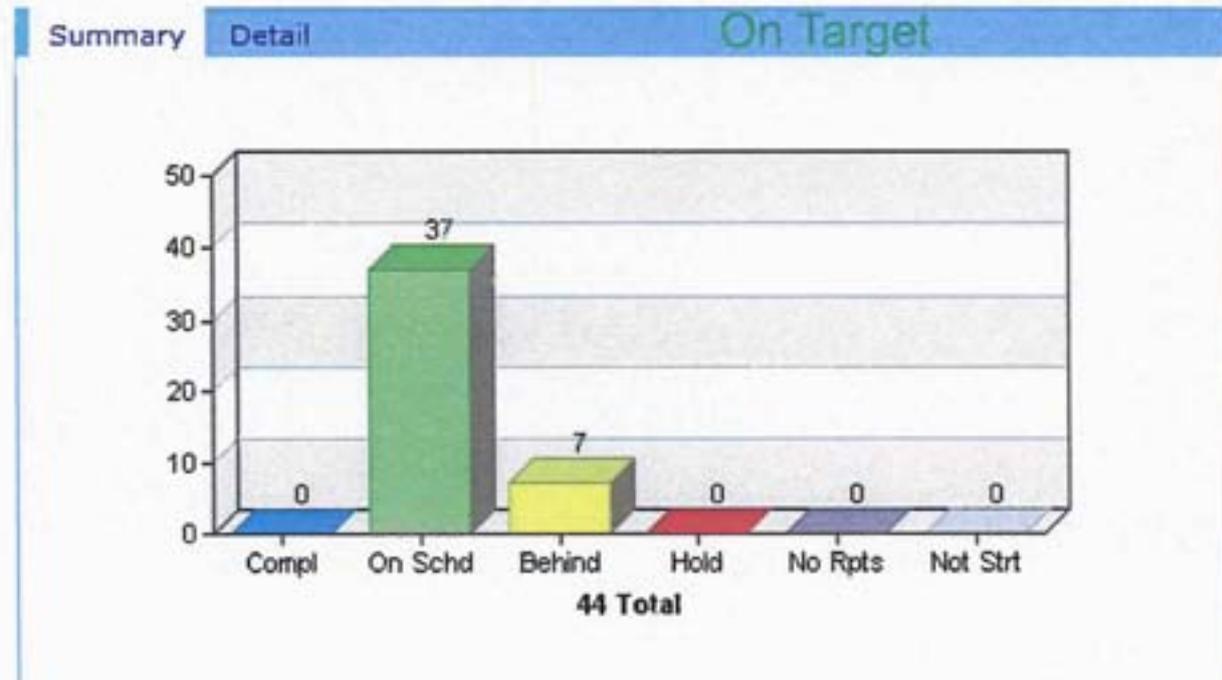
FY2010 Objectives

27 of 32 objectives complete, ahead or on target **(84%)**

Target is 90%



Measures: All Scorecard Areas



FY2010 Performance Measures

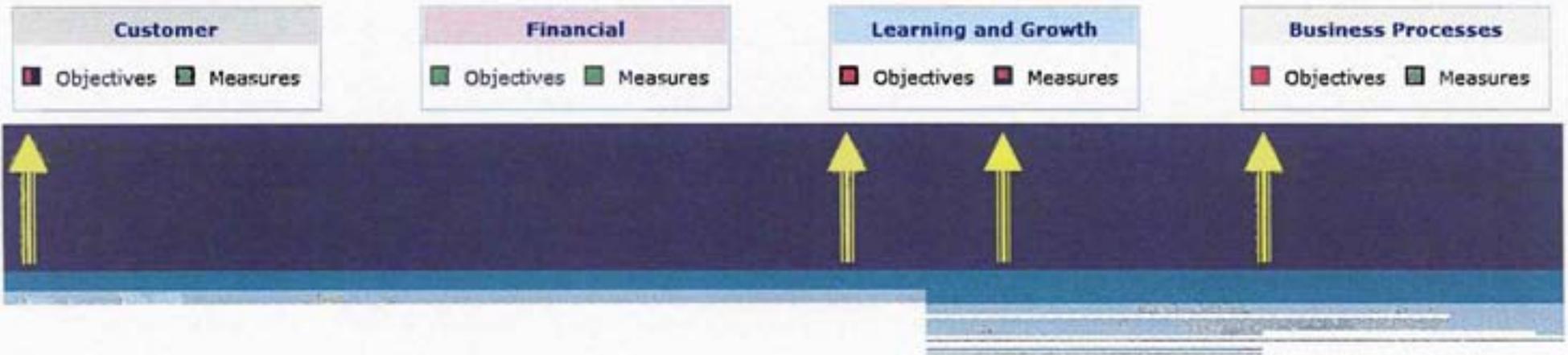
37 of 44 performance measures complete, ahead or on target **(84%)**

Target is 75%



Balanced Scorecard

FY 2011 • Qtr 2 • All Departments



Balanced Scorecard

Green = meets or exceeds/ Red = does not meet

Department View

FY 2011 • Qtr 2 • All Scorecard Areas

Departments		Objectives	Measures
1-Administrative Services	→	■ Objectives	■ Measures
2-Engineering		■ Objectives	■ Measures
3-Finance	→	■ Objectives	■ Measures
4-Information Technology	→	■ Objectives	■ Measures
5-Operations	→	■ Objectives	■ Measures

Department View

Green = meets or exceeds/ Red = does not meet

What's New / Next

- Additional Fields for Strat Plan Application
- FY 2012-2014 Strategic Plan
- FY 2009-2011 Strat Plan Completion Report