Mesa Water District
Survey and Opinion Research Findings

Presented by:
John Bliss

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SCI Consulting Group is a public finance consulting firm

- Recognized leader in community-wide local funding measures for special districts
- More successful local funding measures than any other firm – 95% success rate
- We have formed all of the largest assessments in the State, including county-wide assessments in San Diego, Orange, Santa Clara, Alameda, Placer, and San Joaquin Counties
- Industry-leading legal expertise: Proposition 218 assessments, fees, and special taxes

Active members of the CASQA, FMA and CSDA
Mesa Water District is in favor of a regional desalination plant and supports Orange County Water District (“OCWD”) moving forward with the project.

- Gauge the level of support for a local funding measure to offset the costs of constructing and operating a desalination plant in Huntington Beach
- Evaluate priorities and concerns of registered voters within the Mesa Water District regarding the potential desalination plant
The survey tested 2 proposed annual rates:
- $29.00 per single family home, with tiered rates for other types of property
- $89.00 per single family home, with tiered rates for other types of property

Survey mailed to 6,116 property owners using randomized, stratified samples
- 3,058 mailed with a rate of $29.00 per single family home
- 3,058 mailed with a rate of $89.00 per single family home

Surveys mailed on June 22 and returned up to July 24, 2015
Survey Results

- Results for $29.00 rate
  - 558 respondents = 18.9% return rate with a margin of error of ± 3.94%

- Results for $89.00 rate
  - 561 respondents = 18.9% return rate with a margin of error of ± 3.93%
Overall Registered Voter Support

Graph showing voter support rates at different rates:
- $29.00 with 76.9% support
- $89.00 with 69.6% support

67% Threshold
Detailed Registered Voter Support by Rate

<table>
<thead>
<tr>
<th>Rate</th>
<th>$29.00</th>
<th>$89.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely No</td>
<td>16.0%</td>
<td>21.0%</td>
</tr>
<tr>
<td>Probably No</td>
<td>7.1%</td>
<td>9.4%</td>
</tr>
<tr>
<td>Probably Yes</td>
<td>31.4%</td>
<td>33.7%</td>
</tr>
<tr>
<td>Definitely Yes</td>
<td>45.5%</td>
<td>36.0%</td>
</tr>
</tbody>
</table>
Support by Political Party and Rate

<table>
<thead>
<tr>
<th>Political Party</th>
<th>% Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>D (Democrat)</td>
<td>$29.00</td>
</tr>
<tr>
<td>R (Republican)</td>
<td>$89.00</td>
</tr>
<tr>
<td>O (Other Party)</td>
<td></td>
</tr>
<tr>
<td>X (Decline to State)</td>
<td></td>
</tr>
</tbody>
</table>
Support by Rate and Age

![Support by Rate and Age Graph](image-url)
Construction of a desalination project will generate thousands of jobs and infuse $500 million into the community.

Desalination produces pure, safe drinking water with a lower sodium content than other water supply sources and tastes the same as your current tap water.

In addition to seawater desalination, we should continue to expand water conservation and water recycling efforts.

Desalinated water is held to the same strict State and Federal water quality standards as the water currently provided by Mesa Water®.

This measure will include strong fiscal safeguards such as annual financial audits to ensure all funds raised are used locally to support seawater desalination.

This measure will help us provide much needed drinking water in an environmentally sensitive way that will not harm the marine environment.

Desalinated water is especially important because of recurring droughts.

Investment in a desalination project makes sense for Orange County - it is a cost-effective, long-term solution to our local water supply challenges.

Due to hotter, drier weather and other factors, our water supply is being depleted and a desalination project will help replenish our local water supply sources.

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Service Priorities – Most Popular Projects

Detailed Support of Various Issues for All Respondents
Registered Voters in the Mesa Water District support a measure for a desalination plant in Huntington Beach.

- Support is very strong at a rate of $29.00
- Support is strong but within the Margin of Error at $89.00

Top Priorities are:

- Having local control over the source of our drinking water will protect water supply reliability and costs for Costa Mesa and Orange County into the future
- Desalinated water is especially important because of recurring droughts
- Investment in a desalination project makes sense for Orange County - it is a cost-effective, long-term solution to our local water supply challenges
- Due to hotter, drier weather and other factors, our water supply is being depleted and a desalination project will help replenish our local water supply sources
Additional analysis was conducted in order to apply the results from this survey to the entire area served by the Orange County Water District.

An extrapolation of voter behavior throughout OCWD suggests support levels tend to be slightly stronger than in Mesa Water District.
Be prepared to take advantage of this powerful funding opportunity

Recommendations and Next Steps

- Monitor External Factors
- Develop Costs & Schedules
- Continue Polling