

Mesa Water District Survey and Opinion Research Findings



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Presented by:

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About SCI Consulting Group

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

Survey Objectives

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

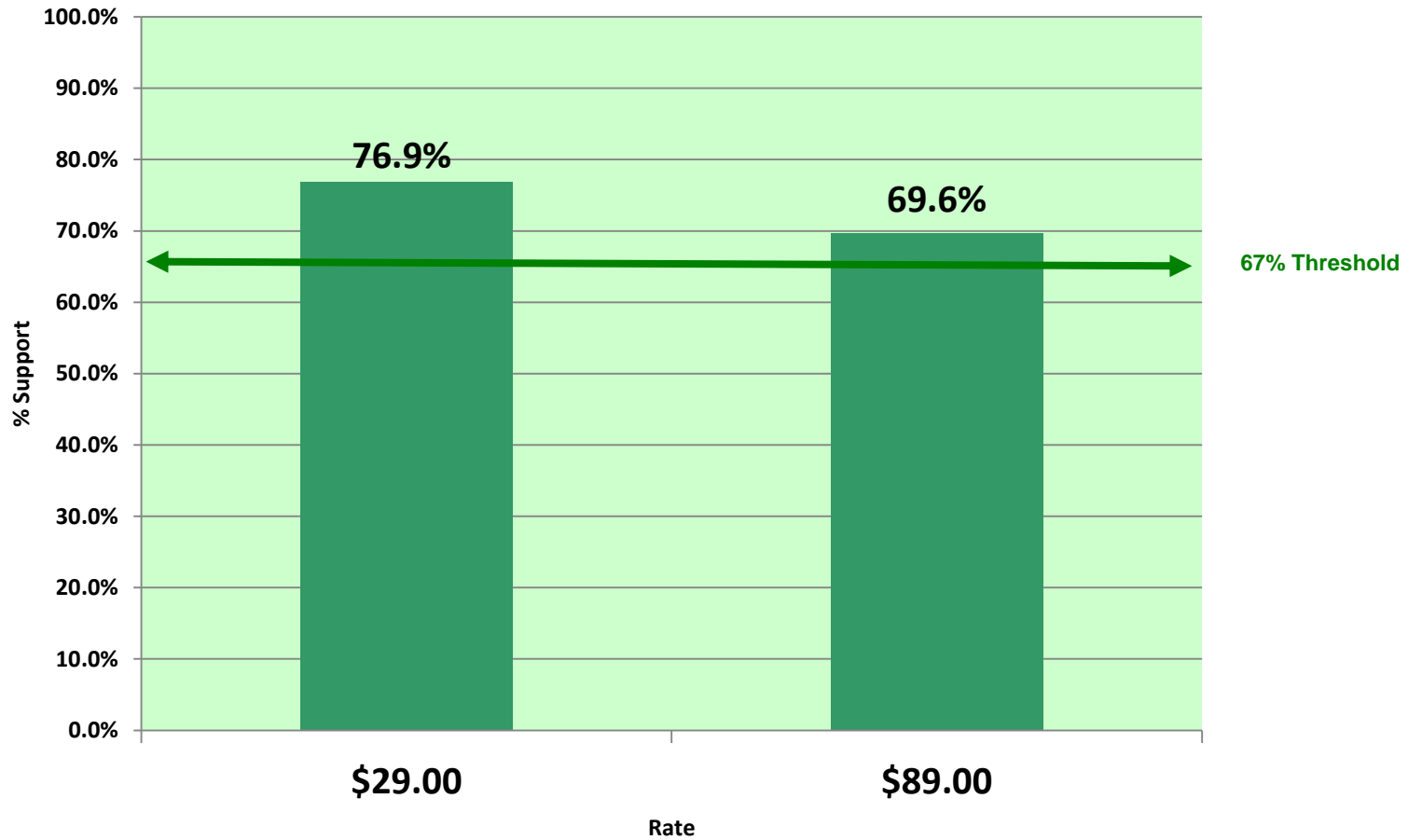
Scope of Work – Survey Methodology

- 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

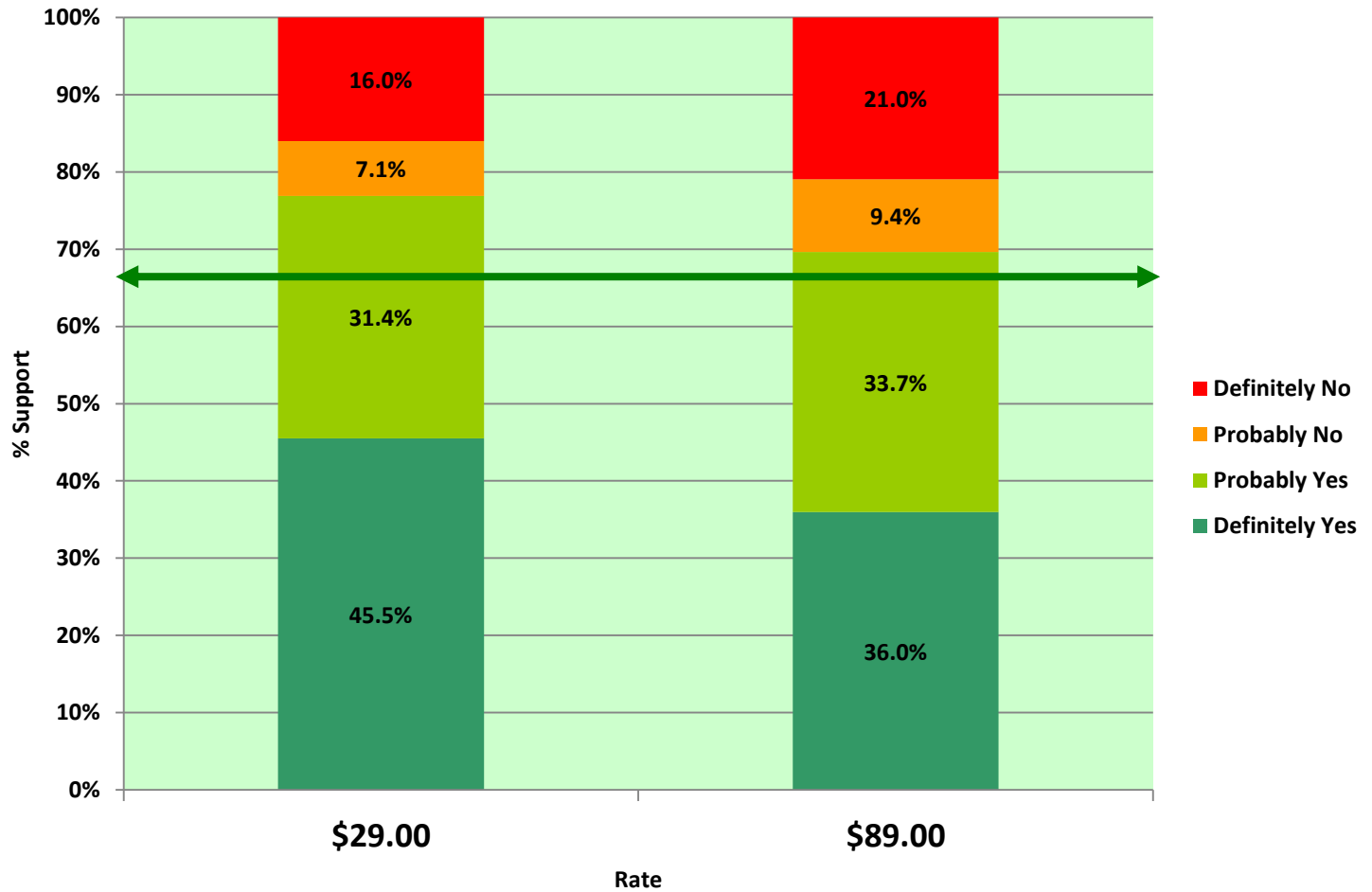
Survey Results

- Results for \$29.00 rate
 - 558 respondents = 18.9% return rate with a margin of error of $\pm 3.94\%$
- Results for \$89.00 rate
 - 561 respondents = 18.9% return rate with a margin of error of $\pm 3.93\%$

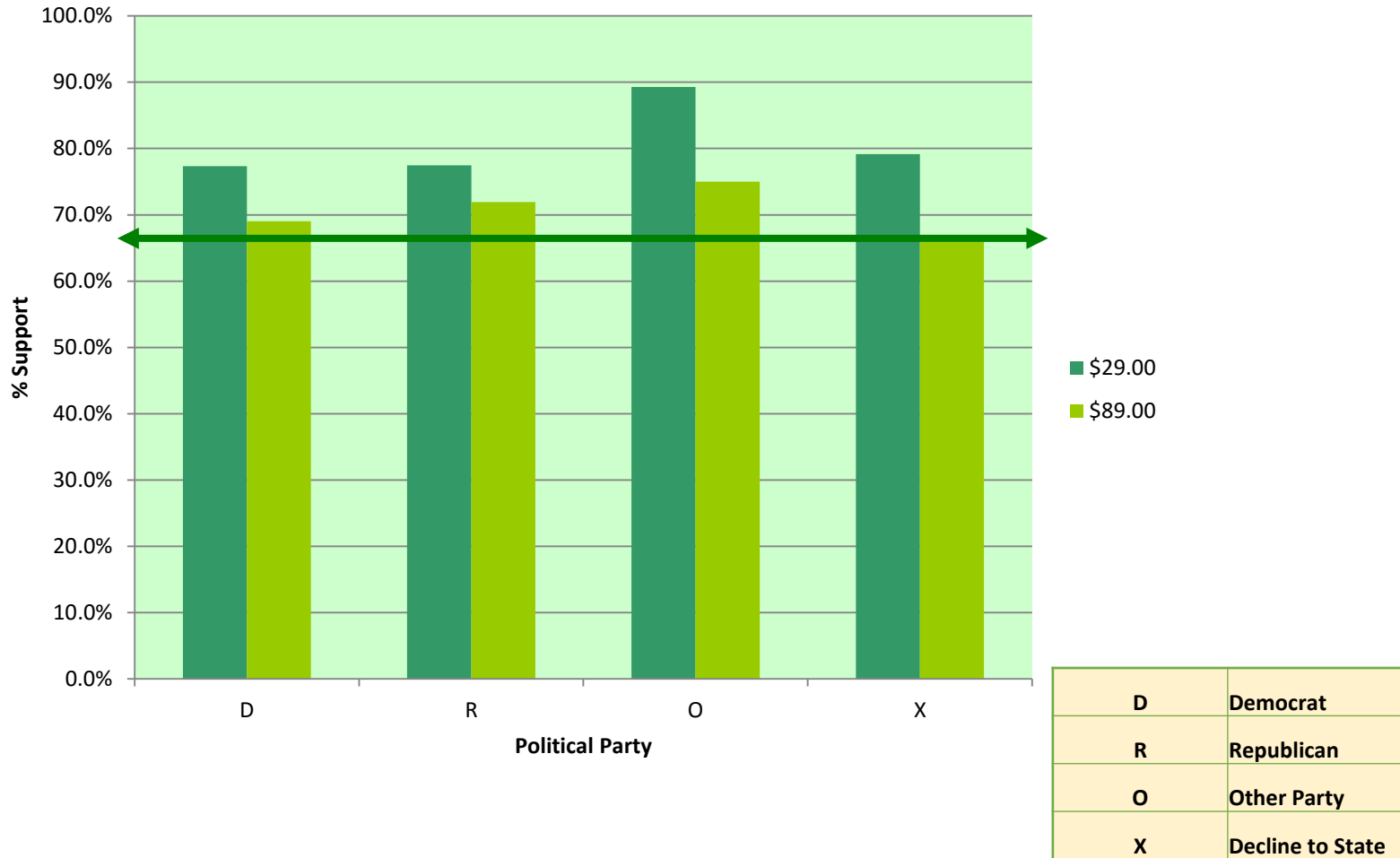
Overall Registered Voter Support



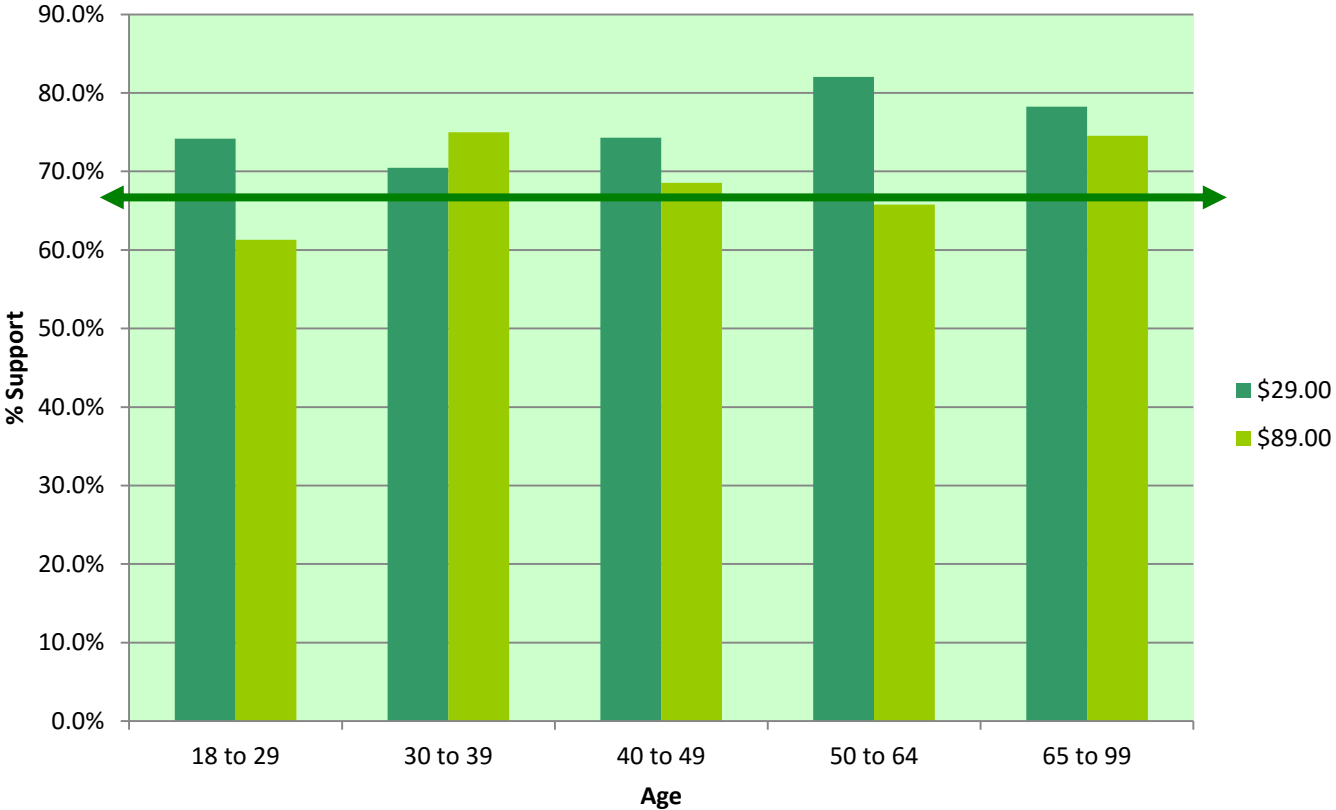
Detailed Registered Voter Support by Rate



Support by Political Party and Rate

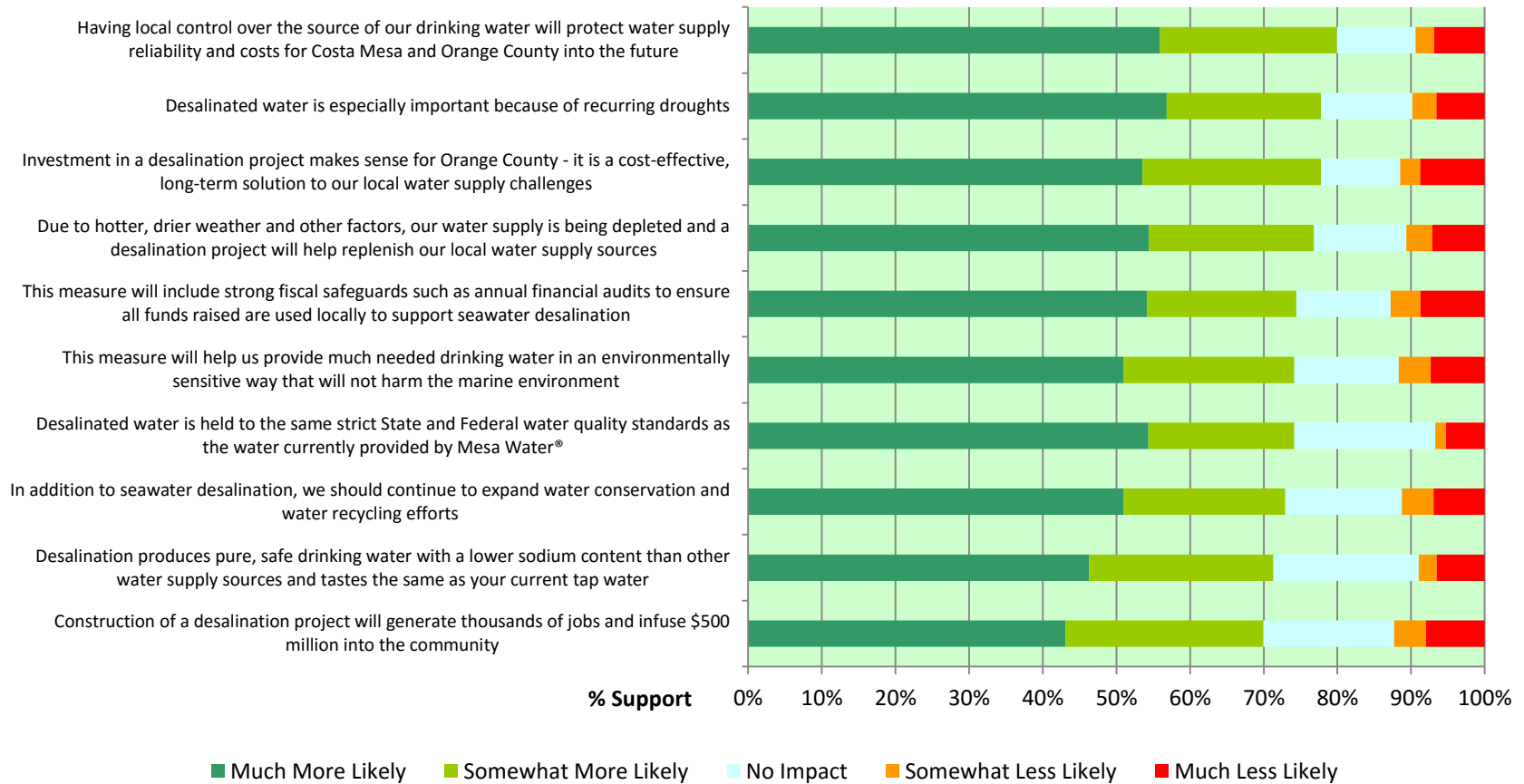


Support by Rate and Age



Service Priorities – Most Popular Projects

Detailed Support of Various Issues for All Respondents



Summary of Findings

- **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

Support Levels Throughout OCWD

- **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**

Recommendations and Next Steps

Be prepared to take advantage of this powerful funding opportunity

