



# Public perception poll and education campaign

Aug. 8, 2017

# How does the public see the District?





# Telephone Survey of Santa Clara County Voters Conducted for: Santa Clara Valley Water District

**June 2017**

Attachment 1  
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# Methodology

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- ▶ Telephone survey of registered voters in Santa Clara County conducted on both landlines and cell phones
- ▶ Conducted by trained, professional interviewers from June 7 – 11, 2017
- ▶ 400 completed interviews
- ▶ Margin of error:  $\pm 4.9$  percentage points
- ▶ Interviews conducted in English, Spanish, Chinese, and Vietnamese

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

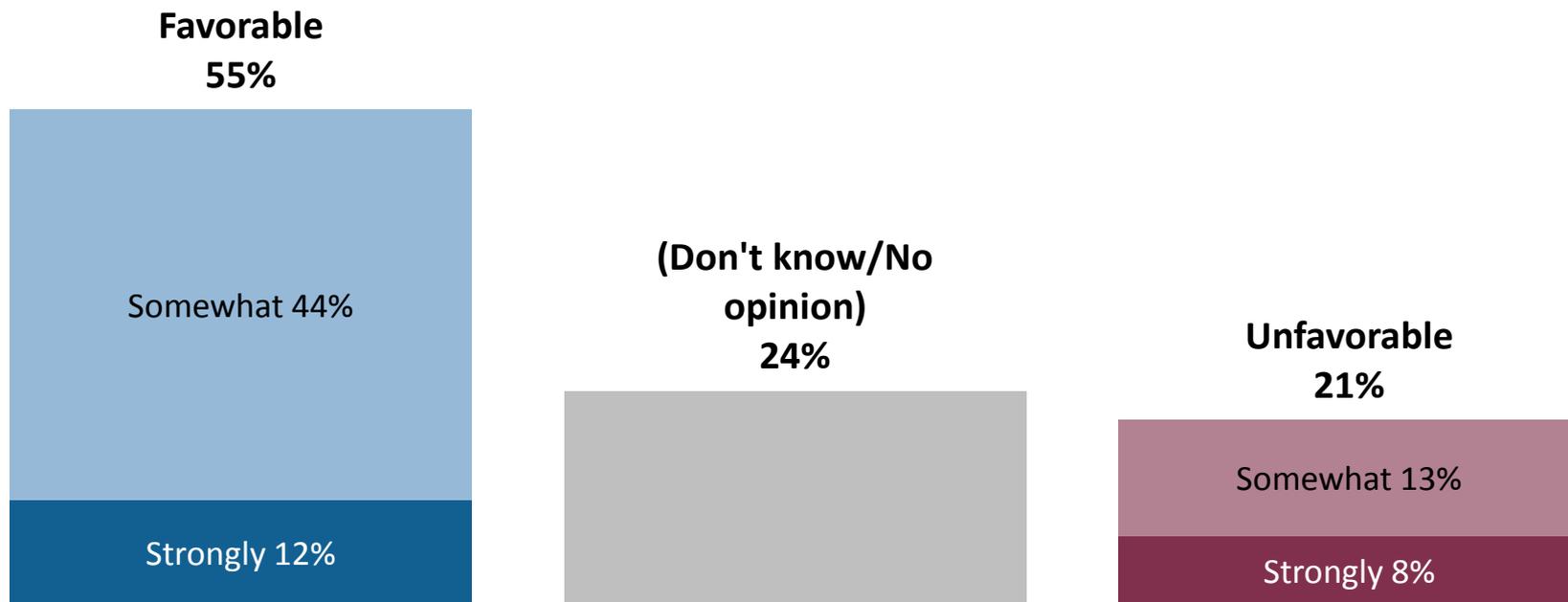
# Key Findings

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- ▶ Perceptions of the Santa Clara Valley Water District are largely positive
- ▶ Many do not have strongly defined attitudes about the District in either direction, leaving room to move perceptions in a more positive direction
- ▶ District priorities resonate with voters, and communication about the District's mission and values is highly compelling
- ▶ The District's focus on maintaining the health, safety, and reliability of the water supply aligns well with community priorities.

# SCVWD Favorability

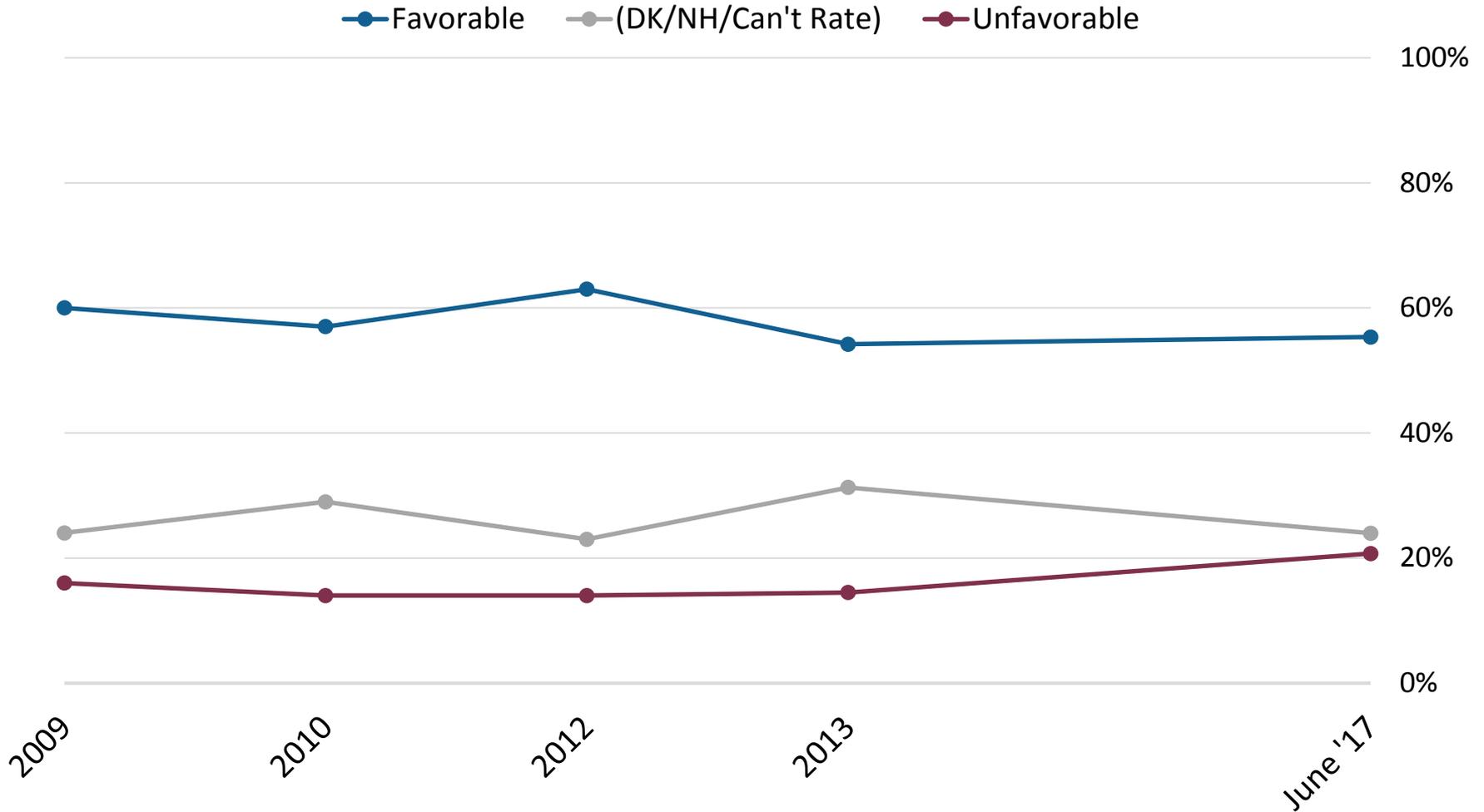
*A majority views SCVWD favorably.*



Q3. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of The Santa Clara Valley Water District

# SCVWD Favorability Over Time

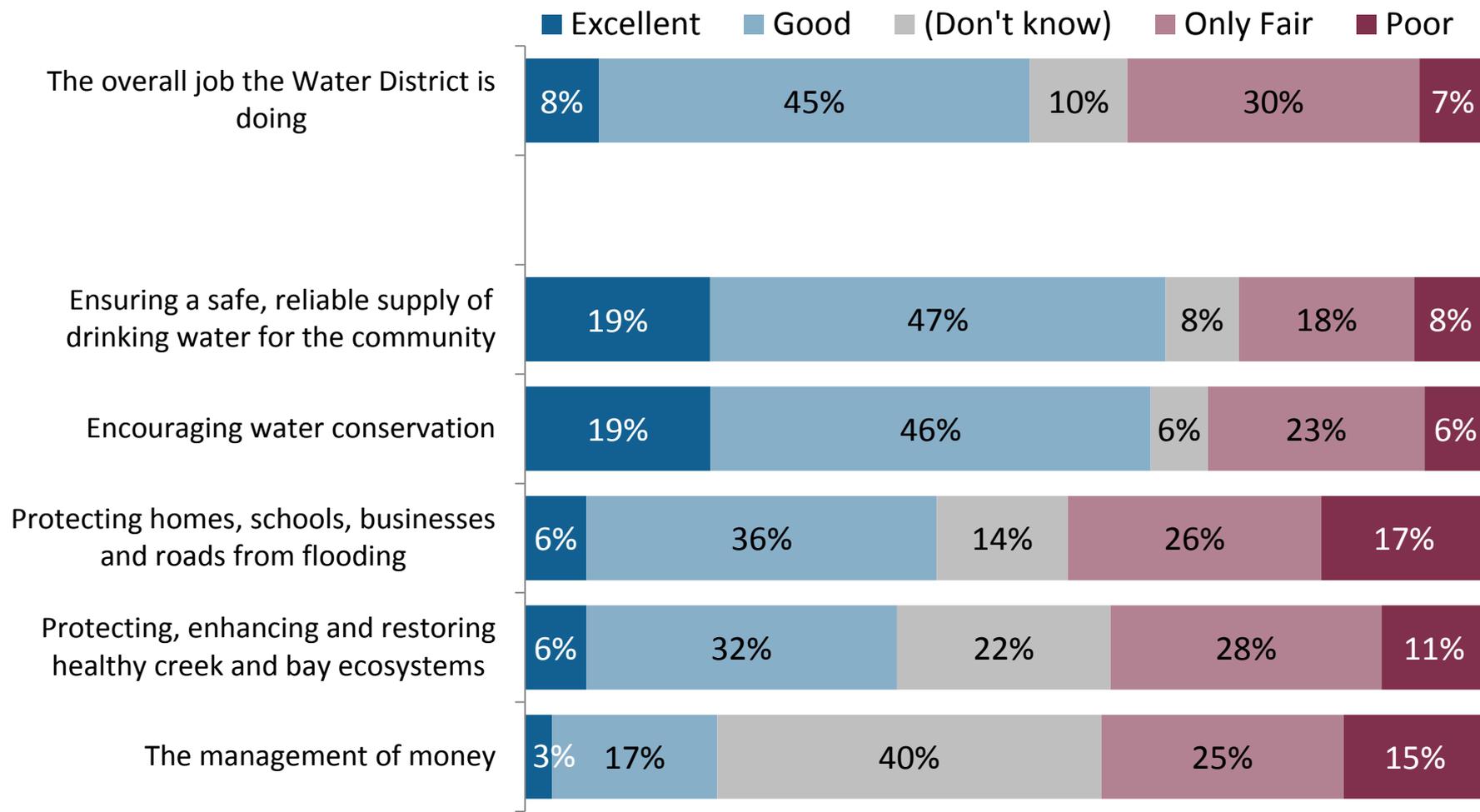
*The District's favorability remains largely positive.*



Q3. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of The Santa Clara Valley Water District?

# SCVWD Job Ratings

*The District gets its highest marks for encouraging conservation and ensuring a reliable water supply.*

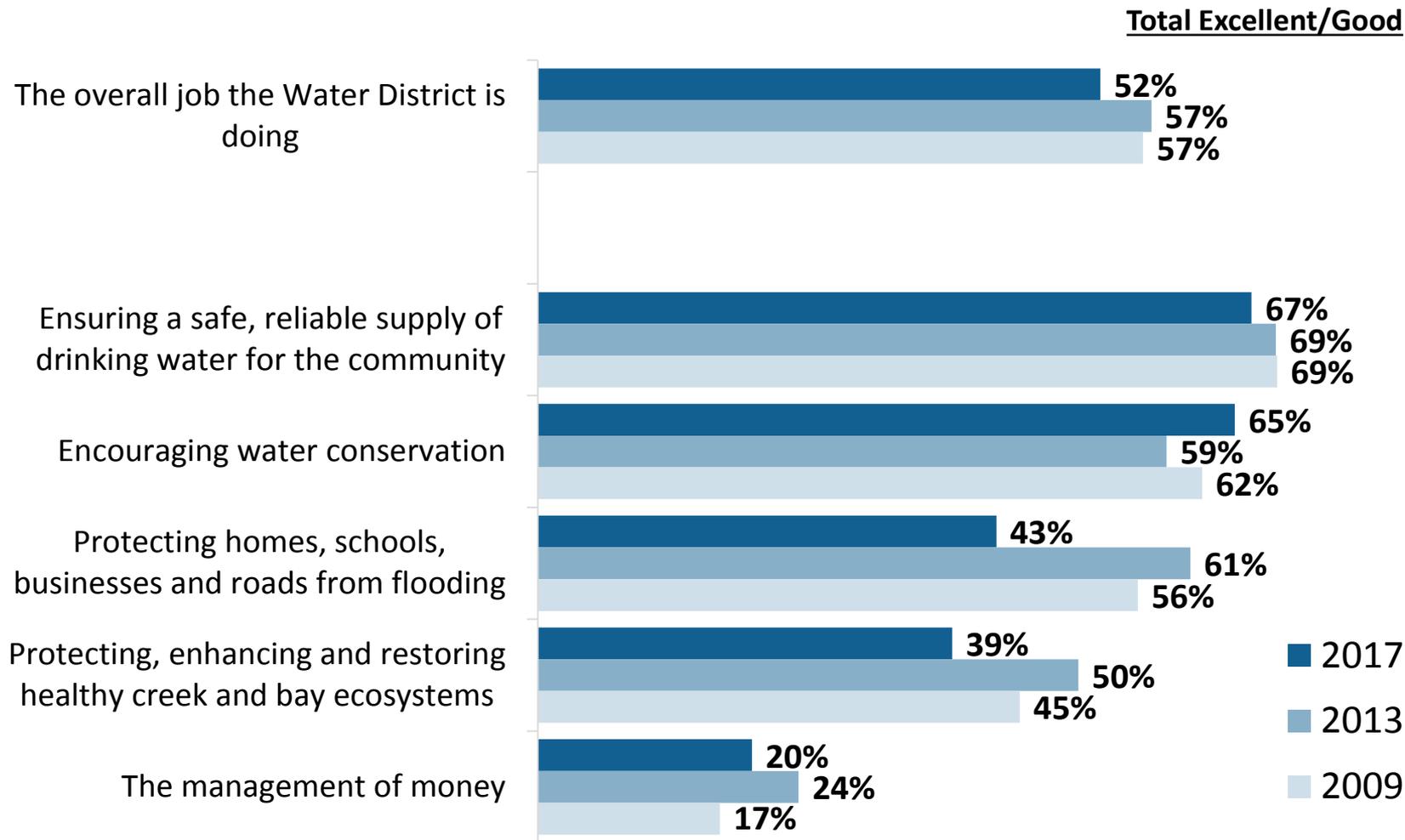


Q8-Q13. Thinking specifically about the Santa Clara Valley Water District, using a scale of excellent, good, only fair, or poor, please rate the job it is doing on each of the following responsibilities.



# SCVWD Job Ratings Over Time

*Following an extremely wet winter with significant flooding, job ratings on flood and ecosystem protection have declined, but ratings on reliability and conservation remain strong.*

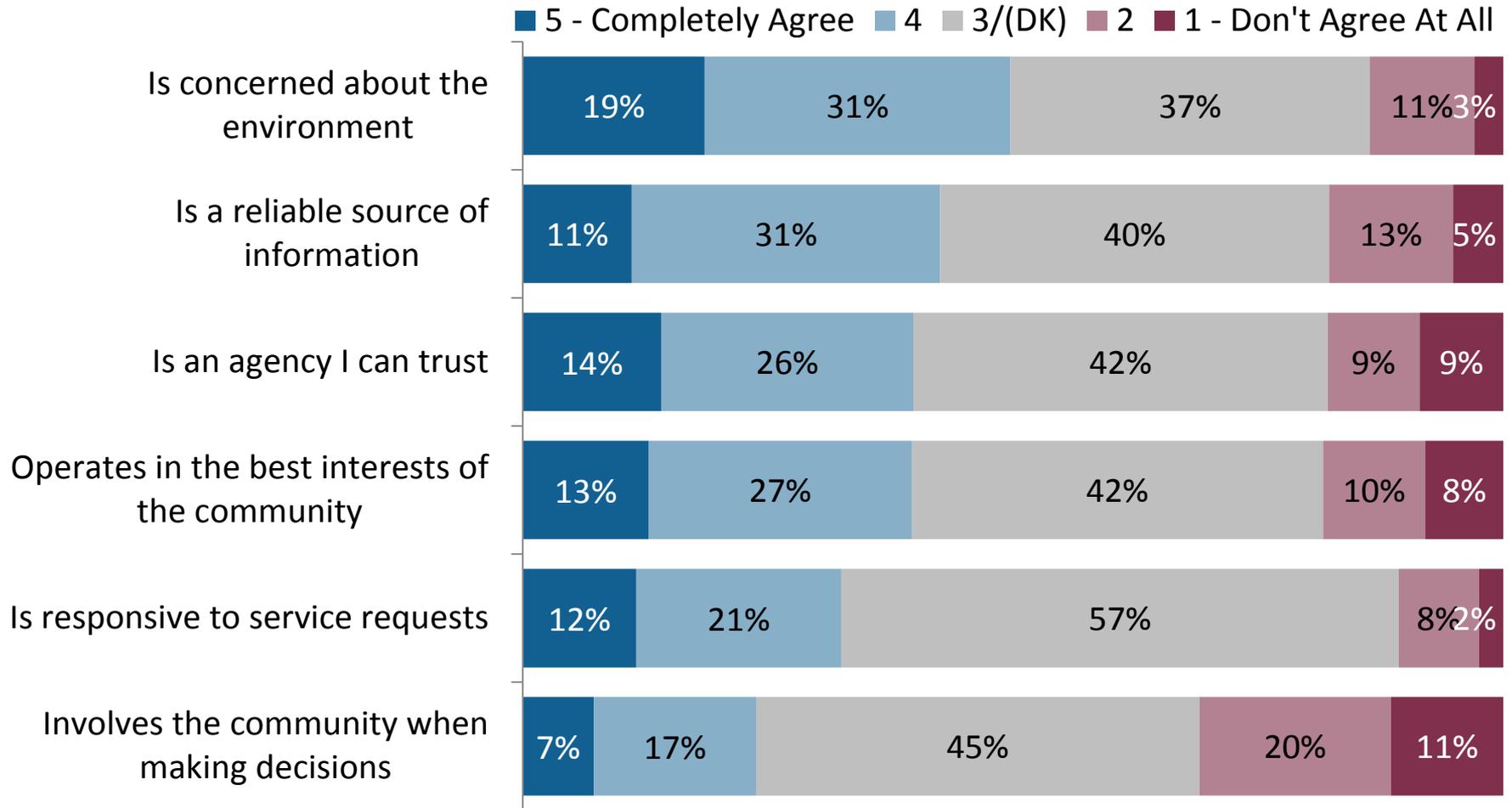


Q8-Q13. Thinking specifically about the Santa Clara Valley Water District, using a scale of excellent, good, only fair, or poor, please rate the job it is doing on each of the following responsibilities.



# SCVWD Attributes

*The attributes most commonly associated with the District are concern for the environment and being a reliable information source.*

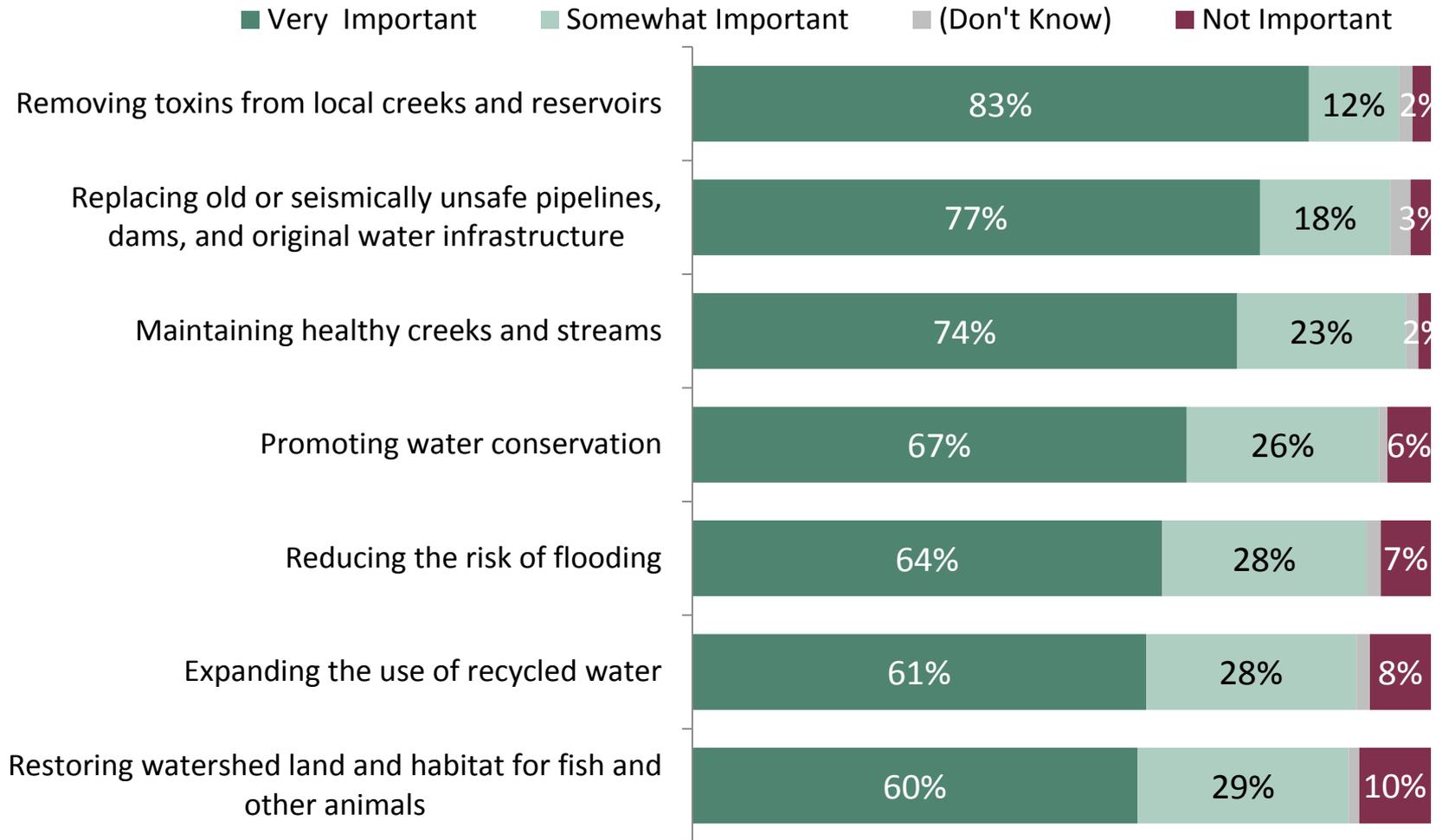


Q14-Q19. Now I'm going to read you a series of statements. I'd like you to tell me if you agree or disagree that the statement describes the SCVWD. Please rate each statement using a five-point scale, where 1 means you DON'T AGREE AT ALL that the statement describes the SCVWD and 5 means you COMPLETELY AGREE...



# Top District Priorities

*Priorities focused on health and safety—including removing toxins from creeks and reservoirs, replacing old infrastructure, and maintaining healthy creeks and streams—are most important.*



Q20-Q30. Now I'm going to read you a list of some of the projects and priorities for the Santa Clara Valley Water District. For each one, please tell me if the project or priority is very important, somewhat important, not very important, or not at all important to you.

# SCVWD Mission and Values

*Health and safety themes resonate strongly with the community.*

The SCVWD provides Silicon Valley with **safe, clean water** for a healthy life, environment, and economy. **(84% compelling)**

The SCVWD is dedicated to **keeping residents and businesses safe** through its flood protection programs, like the lower and downtown Guadalupe River projects, which will protect 95,000 people who live and work along the river. **(81% compelling)**

We can trust the SCVWD to provide **clean, safe water** and guarantee our water supply for the future. **(78% compelling)**

*Q31-36. Next I'd like to read you some statements about the Santa Clara Valley Water District. After each one, please tell me how compelling that statement was to you – very compelling, somewhat compelling, not too compelling, or not at all compelling.*

# SCVWD Mission and Values, Cont.

*SCVWD's proactive efforts to prepare for the future and commitment to the environment also resonate strongly.*

The SCVWD is focused on preparing for future wet and dry years to ensure Santa Clara County's 1.9 million residents have a reliable water supply no matter what extreme weather the changing climate brings. **(87% compelling)**

The SCVWD is committed to protecting our environment and is working to restore habitat along creeks and the bay, clean toxins from the water, and make sure water is used efficiently throughout our community. **(87% compelling)**

The SCVWD is making smart investments in new and innovative technologies like water recycling to make sure our water supply meets future needs. **(83% compelling)**

*Q31-36. Next I'd like to read you some statements about the Santa Clara Valley Water District. After each one, please tell me how compelling that statement was to you – very compelling, somewhat compelling, not too compelling, or not at all compelling.*

# Contacts

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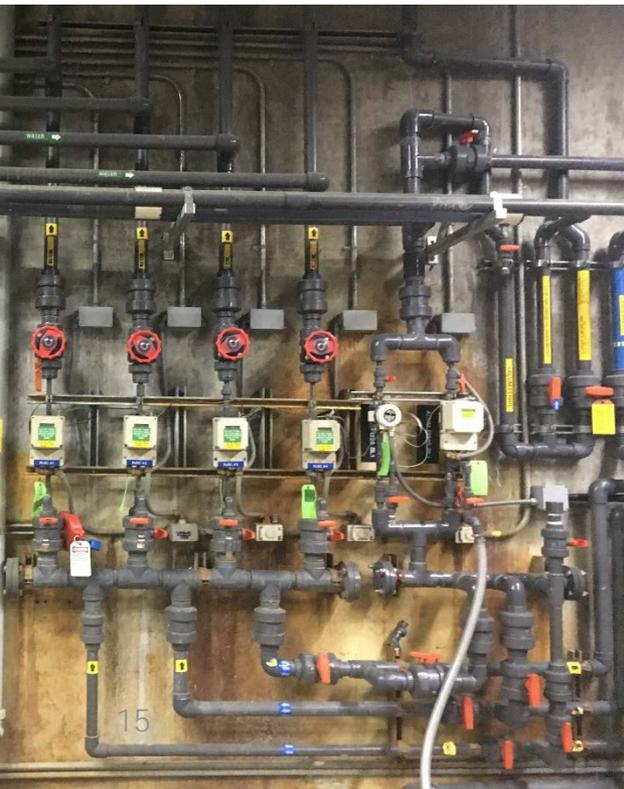
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# Public education

Messages based on polling results



Help the public  
understand the  
District's services  
and how to  
access them

Why?



# Messages

1

Water quality

2

Flood  
protection

3

Environmental  
protection

4

Infrastructure

# Water Truck

Q1 Pick your favorite option for side A.



2

Option 2 – Most votes!



1

# Water Truck

Q2 Pick your favorite option for side B.



2

Option 2 – Most votes!



1

# Water Truck

Q3 Pick your favorite option for the back.



Option 1 – Most votes!

# Water Truck

Q4 Pick your favorite option for the front.



Option 1 – Most votes!



**Thank you**

