

Summary of Public Opinion Survey Results

Background

With the assistance of professional public outreach specialists, and following the examples set by public agencies throughout the State, the Santa Clarita Valley Sanitation District's (the SCV Sanitation District) had two public opinion surveys conducted to aid us in better understanding the concerns of Valley property owners and to learn how to more effectively communicate about the complex and difficult issues related to complying with the State's strict mandates on chloride.

The surveys were conducted by Public Opinion Strategies, a firm that has conducted surveys in the Santa Clarita Valley over many years; 400 property owners in the Santa Clarita Valley were contacted by telephone in March and May of this year.

Key Findings

Respondents feel strongly that the State of California is headed in the wrong direction (75%), but feel even more strongly that the City of Santa Clarita and their local neighborhoods are headed in the right direction (82% and 83%, respectively). They are generally positive about their personal financial conditions (97% excellent, good or fair). Issues of high importance include the availability of reliable water supplies in the Santa Clarita Valley, water quality and the environment in the Santa Clarita Valley.

71% have heard of the Santa Clarita Valley Sanitation District, and 62% said they trust the District's opinion. The City of Santa Clarita receives very high confidence marks (82%), as does the Santa Clarita Valley Chamber of Commerce (72%), the Castaic Lake Water Agency (71%) and the Newhall County Water District (62%)

72% of respondents indicated that it was very important that the Santa Clarita Valley Sanitation District is working hard to find the most affordable way to upgrade the Valley's sewage treatment facilities and protect property owners from unreasonable fines from the State. The responses also showed a high level of concern about the possibility of Valley property owners having to pay state fines if the State's requirements and legal limits are not met. Hearing specific examples of State fines recently charged to property owners in Lancaster, Palmdale and San Luis Obispo County greatly increased the level of concern among respondents.

There is strong support (81%) for maintaining local control of the Valley's sewage treatment plants. Similarly, respondents showed a strong preference for a planning process that encourages local community input and ensures that local concerns are taken into account.

The survey revealed a number of areas where there are gaps in the public's understanding of essential public works services in the Santa Clarita Valley and where additional public education and outreach should be considered. For example, the responses showed that many property owners are not aware that the terms "wastewater" and "sewage" are identical. The responses also indicate substantial confusion about chloride and its presence in our wastewater. Very few respondents could accurately identify what chloride is. Many respondents confused chloride with chlorine, and only 21% of respondents knew that chloride is a type of salt. A majority did not know that the Santa Clarita Valley's current wastewater treatment plants are not designed to remove chloride, and that new facilities would need to be constructed to do so. Finally, a significant number of respondents were confused about what happens to the Valley's wastewater once it leaves homes.

Respondents were not supportive of an increased charge to construct treatment facilities to remove chloride from the Valley's wastewater but were informed that the Sanitation District was still in the planning process, and details and costs of the new facilities needed to comply with state regulations were not yet known.

There was strong support for expanding recycled water use (61%), and for full public review and an annual audit of expenditures (73%). Newspapers remain the most frequently used source for information about local issues in the Santa Clarita Valley, with 59% relying on print form and 34% on on-line versions of newspapers.



PUBLIC OPINION STRATEGIES

Santa Clarita Valley Sanitation District
Interview Results

Sample: 400 Property Owners
Field Dates: March 18-21, 2012
Margin of Error: ±4.9%
Public Opinion Strategies

Now I'd like to verify that you live within our calling area. In what community do you currently live??

*	BOUQUET CANYON
17%	CANYON COUNTRY
8%	CASTAIC
*	FAIR OAKS RANCH
*	FORREST PARK
--	HASLEY CANYON
--	MINT CANYON
7%	NEWHALL
13%	SAUGUS
7%	STEVENSON RANCH
22%	VALENCIA
25%	CITY OF SANTA CLARITA

Do you own or rent the place where you currently live?

100% OWN

12130 Santa Clarita Valley Sanitation District Interview Schedule

Now I would like to ask you about the direction you feel some different areas are headed. After hearing each one, please tell me whether you feel that area is HEADED IN THE RIGHT DIRECTION or OFF ON THE WRONG TRACK.

And, do you feel STRONGLY that this area is (headed in the right direction/off on the wrong track), or do you only SOMEWHAT feel that way?

	STRNG RD	SMWT RD	SMWT WT	STRNG WT	DON'T KNOW	REF (DNR)
1. The State of California	4% 22%	18%	14%	61% 75%	2%	*
2. Los Angeles County	5% 28%	23%	20%	43% 63%	9%	*
3. City of Santa Clarita	40% 82%	42%	9%	5% 14%	4%	*
4. Your neighborhood	48% 83%	35%	7%	5% 12%	5%	1%

5. Now thinking about your own personal financial conditions, would you describe your own personal financial conditions as excellent, good, fair, or poor?

	13%	EXCELLENT
56%	43%	GOOD
41%	32%	FAIR
	9%	POOR
	*	DON'T KNOW (DNR)
	2%	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

Residents of the Santa Clarita Valley are frequently raising many different issues which they believe their local, state, and national governments should work to solve. I would now like you to rate for me on a scale of one to ten, with ten being VERY IMPORTANT and one being NOT IMPORTANT AT ALL, how important some of these issues are to you personally.

		NOT IMPT
6a.	Crime, gangs, and drugs in the Santa Clarita Valley 71% 8-10	7%
6b.	Illegal immigration 60% 8-10	10%
7a.	The environment in the Santa Clarita Valley 58% 8-10	5%
7b.	Local government management of taxpayer money 68% 8-10	2%
8a.	Water quality in the Santa Clarita Valley 63% 8-10	8%
8b.	Availability of reliable water supplies in the Santa Clarita Valley 72% 8-10	4%
9a.	Traffic congestion throughout the Santa Clarita Valley 53% 8-10	7%
9b.	Air quality, Global warming and climate change in the Santa Clarita Valley 38% 8-10	24%
10a.	The amount you pay in property taxes 65% 8-10	5%
10b.	The amount you pay for sewer service charges in the Santa Clarita Valley 37% 8-10	13%
11a.	Growth and development in the Santa Clarita Valley 49% 8-10	5%
11b.	Protecting the Santa Clara River 34% 8-10	16%

(Continued...)

12130 Santa Clarita Valley Sanitation District Interview Schedule

12a.	Availability of jobs in the Santa Clarita Valley	56%	8-10	6%
12b.	The economy in the Santa Clarita Valley	70%	8-10	2%

13. Have you heard of the Santa Clarita Valley Sanitation District? And, do you have a FAVORABLE or UNFAVORABLE impression of this organization?

And, do you have a **STRONGLY** (favorable/unfavorable) impression or just a **SOMEWHAT** (favorable/unfavorable) impression of the Santa Clarita Valley Sanitation District?

71% TOTAL HEARD OF

	9%	STRONGLY FAVORABLE
35%	26%	SOMEWHAT FAVORABLE
8%	5%	SOMEWHAT UNFAVORABLE
	3%	STRONGLY UNFAVORABLE
	28%	HEARD OF/NO OPINION (DNR)
	29%	NEVER HEARD OF (DNR)
	*	REFUSED (DNR)

14. Are you personally familiar with the term “Chloride?”

	84%	YES
	15%	NO
	2%	DON'T KNOW (DNR)
	--	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

15. And, in two to three words, what does the term "Chloride" mean to you?

79% INGREDIENT/CHEMICAL MENTIONS

14% INGREDIENT IN THE WATER/ELEMENT FOUND IN WATER/ADDITIVE IN WATER/FOUND IN GROUNDWATER

16% CHEMICAL/CHEMICAL ELEMENT/CHEMICAL IN WATER

25% CHEMICAL USED TO PURIFY WATER/CHEMICAL CLEANING AGENT/USED TO TREAT WATER/KILLS GERMS

9% TOXIC CHEMICAL/WATER TOXICITY/POISON/CONTAMINANT/TOXIC CHEMICAL IN WATER

14% SODIUM/SALT/SALT CONTENT IN WATER

7% SALT USED TO SOFTEN THE WATER/WATER SOFTENING ABILITIES

21% GENERAL MENTIONS

14% UNHEALTHY/BAD/HARMFUL/HIGH LEVELS ARE NOT GOOD FOR US/BAD FOR WATER

1% GOOD/HEALTHY/NEEDED/NECESSARY

9% FORM OF CHLORINE/DERIVED FROM CHLORINE/CHLORINE BASE

2% OTHER

2% NONE/NOTHING

4% DON'T KNOW

-- REFUSED

12130 Santa Clarita Valley Sanitation District Interview Schedule

As you may or may not know, the sanitation district is currently developing a plan to reduce the chloride content of the Santa Clarita Valley's wastewater in order to meet the legal chloride limit set by the State, and the District is considering different options that it might take to meet this requirement.

16a. In the near future, in order to meet strict state water quality requirements, the Santa Clarita Valley Sanitation District may need to propose an increase in the water quality improvement fee paid by property owners in the Santa Clarita Valley. The money from this fee increase would pay for the construction of treatment facilities to remove chloride from the community's wastewater. Would you FAVOR or OPPOSE this water quality improvement fee increase?

And, would you say you would STRONGLY (favor/oppose) this water quality improvement fee increase, or would you only SOMEWHAT (favor/oppose) it?

	16%	STRONGLY FAVOR
38%	22%	SOMEWHAT FAVOR
57%	18%	SOMEWHAT OPPOSE
	39%	STRONGLY OPPOSE
	4%	DON'T KNOW/UNDECIDED (DNR)
	*	REFUSED (DNR)

16b. In the near future, in order to meet strict state water quality requirements, the Santa Clarita Valley Sanitation District may need to propose an increase in the sewer service charge paid by property owners in the Santa Clarita Valley. The money from this service charge increase would pay for the construction of treatment facilities to remove chloride from the community's wastewater. Would you FAVOR or OPPOSE this sewer service charge increase?

And, would you say you would STRONGLY (favor/oppose) this sewer service charge increase, or would you only SOMEWHAT (favor/oppose) it?

	13%	STRONGLY FAVOR
36%	23%	SOMEWHAT FAVOR
54%	20%	SOMEWHAT OPPOSE
	34%	STRONGLY OPPOSE
	11%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

Still thinking about the Sanitation District's current planning activities to determine the facilities needed to meet state regulations...

The current *water quality improvement fee/ sewer service charge* in the Santa Clarita Valley is \$215 dollars per year. Since the Sanitation District is still in the planning process, the details and cost of the new facilities needed to comply with state regulations are not known at this time.

17. Would you SUPPORT or OPPOSE this *fee/charge* increase if you knew it would cost each homeowner in the Santa Clarita Valley approximately an additional \$215 dollars per year for a total annual cost of \$430 dollars?

And, would you STRONGLY (support/oppose) the (*fee/charge*) increase, or would you only SOMEWHAT (support/oppose) the (*fee/charge*) increase?

	9%	STRONGLY SUPPORT
19%	10%	SOMEWHAT SUPPORT
79%	13%	SOMEWHAT OPPOSE
	66%	STRONGLY OPPOSE
	2%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

18. Would you SUPPORT or OPPOSE this (*fee/charge*) increase if you knew it would cost each homeowner in the Santa Clarita Valley approximately an additional \$150 dollars per year for a total annual cost of \$365 dollars?

And, would you STRONGLY (support/oppose) the (*fee/charge*) increase, or would you only SOMEWHAT (support/oppose) the (*fee/charge*) increase?

	2%	STRONGLY SUPPORT
12%	10%	SOMEWHAT SUPPORT
86%	21%	SOMEWHAT OPPOSE
	65%	STRONGLY OPPOSE
	2%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

19. Would you SUPPORT or OPPOSE this (*fee/charge*) increase if you knew it would cost each homeowner in the Santa Clarita Valley approximately an additional \$100 dollars per year for a total annual cost of \$315 dollars?

And, would you STRONGLY (support/oppose) the (*fee/charge*) increase, or would you only SOMEWHAT (support/oppose) the (*fee/charge*) increase?

	--	STRONGLY SUPPORT
13%	13%	SOMEWHAT SUPPORT
84%	21%	SOMEWHAT OPPOSE
	63%	STRONGLY OPPOSE
	3%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

The current water quality improvement fee, sewer service charge in the Santa Clarita Valley is \$18 dollars per month. Since the Sanitation District is still in the planning process, the details and cost of the new facilities needed to comply with state regulations are not known at this time.

20. Would you SUPPORT or OPPOSE this (*fee/charge*) increase if you knew it would cost each homeowner in the Santa Clarita Valley approximately an additional \$20 dollars per month for a total monthly cost of \$38 dollars?

And, would you STRONGLY (support/oppose) the (*fee/charge*) increase, or would you only SOMEWHAT (support/oppose) the (*fee/charge*) increase?

	8%	STRONGLY SUPPORT
19%	11%	SOMEWHAT SUPPORT
78%	18%	SOMEWHAT OPPOSE
	60%	STRONGLY OPPOSE
	3%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

21. Would you SUPPORT or OPPOSE this (*fee/charge*) increase if you knew it would cost each homeowner in the Santa Clarita Valley approximately an additional \$15 dollars per month for a total monthly cost of \$33 dollars?

And, would you STRONGLY (support/oppose) the (*fee/charge*) increase, or would you only SOMEWHAT (support/oppose) the (*fee/charge*) increase?

	1%	STRONGLY SUPPORT
7%	6%	SOMEWHAT SUPPORT
90%	27%	SOMEWHAT OPPOSE
	63%	STRONGLY OPPOSE
	2%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

22. Would you SUPPORT or OPPOSE this (*fee/charge*) increase if you knew it would cost each homeowner in the Santa Clarita Valley approximately an additional \$9 dollars per month for a total monthly cost of \$27 dollars?

And, would you STRONGLY (support/oppose) the (*fee/charge*) increase, or would you only SOMEWHAT (support/oppose) the (*fee/charge*) increase?

	10%	STRONGLY SUPPORT
39%	29%	SOMEWHAT SUPPORT
58%	16%	SOMEWHAT OPPOSE
	42%	STRONGLY OPPOSE
	3%	DON'T KNOW/UNDECIDED (DNR)
	--	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

I would now like to read you a series of statements about wastewater and how some say it is handled in the Santa Clarita Valley. After hearing each statement, please tell me if you believe the statement is ACCURATE or INACCURATE?

	ACCURATE	INACCURATE	DON'T KNOW	REFUSED
23. Wastewater is the water from toilets, washing machines, dishwashers, showers, and sinks in homes or businesses.	83%	14%	3%	*
24. Sewage and wastewater are the same thing.	28%	69%	3%	—
25. Sewage goes straight from Santa Clarita Valley homes into the sewer system, and then out to the Santa Clara River without treatment of any kind.	8%	79%	12%	—
26. Once wastewater leaves homes, it goes to a treatment plant where the water is cleaned and filtered. Then the treated water is put into the Santa Clara River.	58%	17%	26%	—
27. Once wastewater is treated at wastewater treatment plants, it can be recycled and used to water golf courses, parks, and other landscaping.	94%	2%	4%	—
28. Chloride in our wastewater is harmful to the environment and is therefore a problem in the Santa Clarita Valley	56%	28%	16%	*
29. The Santa Clarita Valley's wastewater treatment plants are not designed to remove chloride so new facilities are needed to accomplish this task.	47%	25%	28%	—
30. Chloride has to be removed from the Valley's wastewater to protect avocado and strawberry farmers downstream who use water from the Santa Clara River, which includes the treated wastewater, to irrigate their crops.	57%	21%	21%	1%

12130 Santa Clarita Valley Sanitation District Interview Schedule

Now I would like to read you a few statements about the specific details of the proposed new Santa Clarita Valley Sanitation District wastewater treatment facilities which could be constructed to improve water quality. After hearing each statement, please rate it on a scale of one to five, with five meaning the statement would cause you to be MUCH MORE LIKELY to support the proposed fee or charge increase and one meaning that the statement would cause you to be MUCH LESS LIKELY to support the proposed fee or charge increase asked about earlier.

Just to clarify, you are saying this statement would make you (much more likely/much less likely) to support a proposed fee or charge increase in the Santa Clarita Valley?

31. The water quality improvement program will allow businesses to relocate within the Santa Clarita Valley without paying a new sewer connection fee.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
44%	26%	18%	19%	11%	24%	35%

32. The upgrades in the wastewater treatment facilities could likely include state-of-the-art, environmentally sound technologies like reverse osmosis to remove harmful salts and other pollutants from our wastewater.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
51%	33%	18%	23%	7%	16%	23%

33. The water quality improvement program could expand recycled water use within the community, reducing the need for expensive, imported water and helping the Santa Clarita Valley move towards water independence.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
61%	41%	20%	21%	5%	13%	18%

34. Homeowners who use less than an average amount of water and put less water into the sewer system will be able to lower their costs by receiving reduced charges for sewer services.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
63%	44%	19%	14%	7%	14%	21%

35. Businesses which reduce the amount of water they put into the sewer system will be able to save money by reducing their sewer service charges.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
50%	32%	18%	26%	6%	16%	22%

(Continued...)

12130 Santa Clarita Valley Sanitation District Interview Schedule

36. The proposal requires that all money spent on the program be subject to full public review and an annual independent audit.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
73%	60%	13%	14%	4%	9%	13%

37. The Santa Clarita community has already succeeded in reducing chloride levels in the Valley's wastewater by removing seven thousand three hundred (7,300) water softeners from local homes. Because of the water softener removal there is less chloride to be removed, and therefore smaller facilities can be built, which will save everyone money by reducing the cost of the new project by millions of dollars.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
57%	37%	20%	20%	7%	15%	22%

Now I would like to read you several SUPPORTING statements about the proposed Santa Clarita Valley Sanitation District Water Quality Improvement program which is currently under development.

After hearing each statement, please rate the statement for me on a scale of one to five, with five meaning that you STRONGLY AGREE with the statement and one meaning that you STRONGLY DISAGREE with the statement.

Just to clarify, you are saying you strongly (agree/disagree) with this statement in support of the proposal?

38a. The community should support the water quality improvement program because this program will support expanded recycled water use within the Santa Clarita Valley and prevent the community from needing to import so much expensive water from Northern California.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
48%	28%	20%	31%	9%	11%	20%

38b. The program is a good idea because it could support use of recycled water to irrigate parks, golf courses, and landscaping.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
59%	35%	24%	17%	9%	15%	24%

(Continued...)

12130 Santa Clarita Valley Sanitation District Interview Schedule

39a. The small additional cost of less than one dollar per day to homeowners is not a lot to pay to provide cleaner water in the Santa Clarita Valley.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
27%	14%	13%	24%	16%	33%	49%

39b. The small additional cost of one half cent per toilet flush is not a lot to pay to provide cleaner water in the Santa Clarita Valley.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
30%	16%	14%	27%	13%	29%	42%

40a. The fee or charge increase will only be about one-third of a cent for every gallon used to take a shower, flush a toilet or wash dishes or clothes. That is a bargain.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
27%	14%	13%	29%	19%	23%	42%

40b. The wastewater treatment facilities are needed to protect the health of the Santa Clara River, the last free-flowing river in Southern California.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
47%	25%	22%	20%	11%	20%	31%

41a. The chloride levels at Santa Clarita Valley wastewater treatment facilities are in violation of State laws that protect water quality. The new wastewater treatment facilities are necessary to meet the state's strict legal limits for chloride.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
40%	20%	20%	23%	15%	17%	32%

41b. Property owners should support this project because it is a very small amount to pay. Even with a cost increase, sewage service bills in the Santa Clarita Valley will still be no more than most homeowners pay throughout the rest of Southern California.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
24%	10%	14%	28%	13%	34%	47%

42a. Both of the wastewater treatment plants in the Santa Clarita Valley have already been cited by the Los Angeles Regional Water Quality Control Board for being in violation of state water quality requirements. It is important that residents approve the plan because, if the Sanitation District does not build these new wastewater treatment facilities, the state could issue steep fines totaling hundreds of millions of dollars which all property owners would have to pay.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
37%	21%	16%	25%	10%	21%	31%

12130 Santa Clarita Valley Sanitation District Interview Schedule

Now I would like to read you several OPPOSING statements about the proposed Santa Clarita Valley Sanitation District Water Quality Improvement program which is currently under development.

After hearing each statement, please rate the statement for me on a scale of one to five, with five meaning that you STRONGLY AGREE with the statement and one meaning that you STRONGLY DISAGREE with the statement.

Just to clarify, you are saying you strongly (agree/disagree) with this statement in opposition to the proposal?

43a. If new businesses want to locate in the Santa Clarita Valley, they will have to pay much larger sewer connection fees as a result of this Sanitation District proposal, and no one will be able to afford to start new businesses here in the Valley. The local economy needs new business more than sewage treatment facilities.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
38%	18%	20%	26%	17%	17%	34%

43b. Chloride is in the ground naturally and is not a problem in the first place, so why should Valley homeowners have to pay millions of dollars to take chloride out of our wastewater at treatment plants? This is a waste of property owner money, and property owners should not have to pay any more.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
40%	25%	15%	26%	16%	14%	30%

44a. Who cares about some strawberry and avocado farmers in Ventura County? Santa Clarita Valley property owners should not have to pay more to remove chloride from their wastewater just to help these farmers.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
24%	15%	9%	25%	16%	34%	50%

44b. The amount of this charge increase could actually mean that the bills of homeowners in the Santa Clarita Valley would double. Homeowners must oppose this plan because, no matter how much they would like better water treatment facilities, nobody can afford to have their bills doubled in this current economy where people are already so overtaxed.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
66%	49%	17%	15%	8%	10%	18%

(Continued...)

12130 Santa Clarita Valley Sanitation District Interview Schedule

45a. There is already chloride in the water which is imported from the State Water Project, so why should Santa Clarita Valley homeowners have to pay more to remove it? Property owners should oppose this plan and make the state pay for this removal.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
51%	37%	14%	25%	12%	10%	22%

45b. With the California economy in such bad shape, government should not make it even harder for people to hold onto their homes and live in this area by increasing the charges for sewer services.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
62%	49%	13%	20%	11%	6%	17%

46b. Over seven thousand three hundred (7300) residents of Santa Clarita already got rid of their water softeners to solve the chloride problem so there is no need to build new treatment facilities. This is just another waste of money.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
40%	29%	11%	28%	18%	11%	29%

As I mentioned before, the Santa Clarita Valley Sanitation District is still in the planning process and is considering options for how to best comply with the state's legal standards for chloride levels in wastewater.

Now that you have heard more about the proposed activities of the Santa Clarita Valley Sanitation District, I would like to again ask a question I asked you earlier...

47a. In the near future, in order to meet strict state water quality requirements, the Santa Clarita Valley Sanitation District may need to propose an increase in the water quality improvement fee paid by property owners in the Santa Clarita Valley. The money from this fee increase would pay for the construction of treatment facilities to remove chloride from the community's wastewater. Would you FAVOR or OPPOSE this water quality improvement fee increase?

And, would you say you would STRONGLY (favor/oppose) this water quality improvement fee increase, or would you only SOMEWHAT (favor/oppose) it?

	14%	STRONGLY SUPPORT
39%	25%	SOMEWHAT SUPPORT
55%	21%	SOMEWHAT OPPOSE
	34%	STRONGLY OPPOSE
	4%	DON'T KNOW/UNDECIDED (DNR)
	1%	REFUSED (DNR)

12130 Santa Clarita Valley Sanitation District Interview Schedule

47b. In the near future, in order to meet strict state water quality requirements, the Santa Clarita Valley Sanitation District may need to propose an increase in the sewer service charge paid by property owners in the Santa Clarita Valley. The money from this service charge increase would pay for the construction of treatment facilities to remove chloride from the community's wastewater. Would you FAVOR or OPPOSE this sewer service charge increase?

And, would you say you would STRONGLY (favor/oppose) this sewer service charge increase, or would you only SOMEWHAT (favor/oppose) it?

	11%	STRONGLY SUPPORT
40%	29%	SOMEWHAT SUPPORT
57%	14%	SOMEWHAT OPPOSE
	43%	STRONGLY OPPOSE
	2%	DON'T KNOW/UNDECIDED (DNR)
	*	REFUSED (DNR)

48. Now that you have heard a great deal about the wastewater proposal and the construction of wastewater treatment facilities which will meet state requirements, I would like to ask you once again about the amount you believe you should pay each year for these new facilities. Given all this information you have now heard, how much would you be willing to pay per year for the construction of these facilities?

	32%	0 TO \$25 A YEAR
	18%	\$26 TO \$50 A YEAR
	4%	\$51 TO \$75 A YEAR
	20%	\$76 TO \$100 A YEAR
	3%	\$101 TO \$150 A YEAR
	4%	\$151 TO \$200 A YEAR
	3%	\$201 TO \$225 A YEAR
	2%	\$226 TO \$250 A YEAR
	6%	ABOVE \$250 A YEAR
	8%	DON'T KNOW/UNDECIDED (DNR)
	1%	REFUSED (DNR)

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49. Having now gone through this survey and hearing both sides of the issue, please tell me how you feel about the Santa Clarita Valley Sanitation District Proposal to build treatment facilities to remove chloride from wastewater? What else would you like to say about this issue?

45% POSITIVE MENTIONS

- 26% FAVORABLE OPINION/I APPROVE OF THE PROPOSAL
- 14% WE NEED BETTER WATER/IMPROVE THE WATER/IMPORTANT TO HAVE CLEAN WATER
- 1% IT IS NECESSARY TO SAVE THE RIVER
- 5% ENVIRONMENTAL REASONS/NEED TO PROTECT THE ENVIRONMENT

68% NEGATIVE MENTIONS

- 6% UNFAVORABLE/DISAPPROVE
 - 17% EXPENSIVE
 - 8% DON'T WANT TO RAISE TAXES/TAXES ARE ALREADY TOO HIGH
 - 5% MONEY IS BEING MISMANAGED/MONEY DOESN'T GO WHERE THEY SAY IT WILL
 - 11% THEY SHOULD BE ABLE TO DO THIS WITH THE MONEY THEY HAVE/WITHOUT RAISING PRICES
 - 12% COST SHOULD BE DISTRIBUTED/HOME AND PROPERTY OWNERS SHOULDN'T HAVE TO PAY FOR IT ALL/BUSINESSES SHOULD PAY MORE/OTHER COUNTIES SHOULD HELP PAY/THE STATE SHOULD HELP PAY
 - 5% IT'S NOT A BIG ENOUGH PROBLEM/NOT AN IMMEDIATE PROBLEM
 - 6% WATER COMES IN CONTAMINATED/NEED TO FIX THE WATER BEFORE IT GETS TO US
 - 3% LOOK FOR ALTERNATIVE OPTIONS
 - 8% I ALREADY GAVE UP MY WATER SOFTENER/REMOVING THE WATER SOFTENERS WAS SUPPOSED TO LOWER THE CHLORIDE LEVELS
 - 3% TOO MANY GOVERNMENT REGULATIONS/OVER REGULATED
 - 1% OTHER
 - 6% NONE/NOTHING
 - 4% DON'T KNOW/NEED MORE INFORMATION
 - REFUSED
-

12130 Santa Clarita Valley Sanitation District Interview Schedule

Before we wrap up, I would now like to ask you about who you trust when you are trying to obtain believable information about what is happening in the Santa Clarita Valley.

.... Would you say you TRUST or DO NOT TRUST the opinion of this organization?

And, would you say you **STRONGLY** (trust/do not trust) their opinion or just **SOMEWHAT** (trust/do not trust) their opinion?

	STR. TRUST	SMWT TRUST	SMWT NOT TRUST	STR NOT TRUST	DON'T KNOW	REF.
50a. City of Santa Clarita	29% 82%	53%	11%	4% 15%	2%	*
50b. Santa Clarita Valley Citizens for Clean Water	16% 54%	38%	14%	13% 27%	18%	--
51a. Santa Clarita Organization for Planning the Environment, also known as SCOPE	9% 43%	34%	16%	16% 32%	24%	1%
51b. The Sierra Club	16% 46%	30%	21%	20% 41%	12%	*
52a. Castaic Lake Water Agency	23% 71%	48%	10%	7% 17%	12%	--
52b. Southland Regional Association of Realtors	3% 33%	30%	26%	19% 45%	20%	1%
53a. Newhall County Water District	14% 62%	48%	14%	7% 21%	17%	--
53b. Santa Clarita Valley Sanitation District	10% 62%	52%	15%	15% 30%	8%	--

(Continued...)

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STR. TRUST	SMWT TRUST	SMWT NOT TRUST	STR NOT TRUST	DON'T KNOW	REF.
54a. 16%	Santa Clarita Valley Chamber of Commerce 56% 72%	13% 20%	7%	8%	--
54b. 17%	Friends of the Santa Clara River 32% 49%	19% 38%	19%	12%	1%
55a. 3%	Santa Clarita Valley Building Industry Association 30% 33%	23% 41%	18%	26%	*
55b. 11%	The Los Angeles Regional Water Quality Control Board 48% 59%	15% 35%	20%	6%	--
56a. 4%	County of Los Angeles 33% 37%	30% 60%	30%	3%	*

12130 Santa Clarita Valley Sanitation District Interview Schedule

D5. Please tell me where specifically you go to receive your information about local issues in the Santa Clarita Valley.

59%	PRINT NEWSPAPERS	34%	ONLINE VERSIONS OF NEWSPAPERS
27%	TELEVISION	13%	SOCIAL MEDIA SOURCES LIKE FACEBOOK AND TWITTER BLOGS
		21%	BLOGS AND OTHER INTERNET SOURCES
			<u>OTHER THAN ONLINE NEWSPAPERS AND SOCIAL MEDIA</u>
			RADIO
18%	E-MAIL FROM PROFESSIONAL ORGANIZATIONS		
35%	MAIL DELIVERED TO YOUR HOME		
50%	CONVERSATIONS WITH FRIENDS AND FAMILY		
3%	OTHER		
2%	DON'T KNOW (DNR)		
*	REFUSED (DNR)		



PUBLIC OPINION STRATEGIES

Santa Clarita Valley Sanitation District
Interview Results

Sample: 400 Property Owners

Field Dates: May 6-7, 2012

Margin of Error: ±4.9%

Public Opinion Strategies

1. First, generally speaking, would you please tell me if you believe the Santa Clarita Valley is headed in the RIGHT DIRECTION, or do you think the Santa Clarita Valley is off on the WRONG TRACK?

And do you feel STRONGLY that the Santa Clarita Valley is (moving in the right direction/off on the wrong track) or do you only SOMEWHAT feel that way?

	37%	STRONGLY RIGHT DIRECTION
74%	37%	SOMEWHAT RIGHT DIRECTION
17%	10%	SOMEWHAT WRONG TRACK
	7%	STRONGLY WRONG TRACK

8% DON'T KNOW (DNR)

* REFUSED (DNR)

Now I would like to read you some statements about an issue which is affecting our local area and have you tell me how important the issue is to you based on each statement. We will use a scale of one to ten, where ten means the issue is VERY IMPORTANT and one means the issue is NOT IMPORTANT AT ALL.

- | | <u>10</u> | <u>8-10</u> | <u>1-3</u> | <u>1</u> |
|----|--|-------------|------------|-----------|
| 2. | The Santa Clarita Valley's sewage treatment system safely collects all the wastewater from homes and businesses, including toilets, sinks, showers, and washing machines, sends the wastewater through sewer pipes to treatment plants, and then cleans and disinfects the wastewater before returning the cleaned water back to the environment. | | | |
| | 41% | 71% | 5% | 2% |
| 3. | The Santa Clarita Valley's sewage is cleaned and disinfected at two wastewater treatment plants, and the cleaned water is discharged into the Santa Clara River. Farmers downstream from the wastewater treatment plants use the water to irrigate their strawberry fields and avocado orchards. | | | |
| | 26% | 56% | 7% | 4% |
| 4. | Chloride is a form of salt that is in the soaps, shampoo, detergents and cleaning products that people use every day. The chloride, or salt, ends up in our wastewater and, whether it goes down our drains or is flushed down our toilets, it all ends up in the Santa Clarita Valley's sewage system. | | | |
| | 25% | 48% | 14% | 6% |
| 5. | Chloride, or salt, is ok at low levels, but just as too much salt in our diets is unhealthy, too much salt in our wastewater causes serious problems for the environment. Because all the homes and businesses in the Santa Clarita Valley are adding salt to the Valley's sewage system every day, the salt levels in the Valley's treatment plants are too high and are above the state's legal limits for salt. | | | |
| | 27% | 54% | 15% | 7% |
| 6. | Very high levels of salt can harm crops, especially the salt-sensitive avocados and strawberries that depend on the water they draw from the Santa Clara River downstream from the Valley's treatment plants. | | | |
| | 28% | 55% | 13% | 6% |

(Continued...)

	<u>10</u>	<u>8-10</u>	<u>1-3</u>	<u>1</u>
7.	The Santa Clarita Valley does not have the advanced treatment facilities needed to remove salt from treated sewage. To lower salt levels, new facilities that use advanced technology need to be constructed.			
	26%	51%	15%	8%
8.	All property owners in the Santa Clarita Valley pay a public agency to operate and maintain the Valley's sewage treatment system, to make sure that sewage is safely collected from their homes and businesses and is cleaned before the water is put back into the environment.			
	36%	65%	7%	4%
9.	The Valley's sewage treatment system is run by the Santa Clarita Valley Sanitation District, a local government agency whose Board of Directors is made up of local elected officials.			
	24%	48%	10%	5%
10.	For almost 10 years, the Santa Clarita Valley Sanitation District challenged the State's limits on salt levels in the Valley's wastewater but was not successful. The State is insisting that the Valley's sewage treatment system be updated to remove the salt and meet the state's strict legal limits.			
	30%	55%	14%	9%
11.	The State of California will fine the Santa Clarita Valley Sanitation District millions of dollars if they don't update the Valley's sewage treatment plants to remove the high levels of chloride, or salt, from the wastewater.			
	34%	63%	10%	7%
12.	The cost for the upgrades ordered by the State of California will be paid for by property owners through an increased sewer service charge.			
	42%	67%	11%	7%
13.	The Santa Clarita Valley Sanitation District has a team of water quality experts working hard to find the most affordable way to upgrade the Valley's sewage treatment facilities and protect property owners from unreasonable fines from the State.			
	44%	72%	5%	2%
14.	Once completed, the proposed sewage treatment upgrades will comply with the state's chloride requirements, and there should be no additional costs to property owners to solve the salt problem.			
	51%	78%	6%	3%

Now I would like to read you several more statements about the upgrading and modernization of the sewage treatment plants in the Santa Clarita Valley and have you tell me how convincing each statement would be to you personally as a reason to support the upgrades.

	VERY CONV	SMWT CONV	NOT TOO CONV	NOT AT ALL CONV	DK/REF (DNR)
15. Upgrading the sewage treatment plants to remove salt will help property owners avoid paying millions of dollars in state fines and prevent the state from taking control of the Valley's sewage treatment system away from the local authorities who now operate it.	40% 79%	39%	9%	10% 19%	2%
16. If the Santa Clarita Valley Sanitation District does not upgrade the sewage treatment plants to meet the state's requirements, the State can issue steep fines for every day that salt levels are above the State's legal limits. Valley property owners would have to pay these fines until the sewage treatment plants are upgraded.	49% 76%	27%	10%	13% 23%	1%
17. If the upgrades to the sewage treatment plants are made under local control, it will include a local planning process that encourages community input, extensive discussions in local forums that all homeowners can attend, and it will ensure that local concerns are taken into account.	41% 81%	40%	9%	8% 17%	1%
18. Building the sewage treatment upgrades should allow more of the treated wastewater to be recycled and used to irrigate local parks, golf courses, and other landscaping to keep the Valley green and beautiful.	40% 84%	44%	10%	6% 16%	1%
19. Maintaining local control will include measures to ensure that the money is being spent properly, including an annual independent audit of expenditures, public review meetings, and publishing an annual report.	36% 77%	41%	9%	12% 21%	2%

(Continued...)

	VERY CONV	SMWT CONV	NOT TOO CONV	NOT AT ALL CONV	DK/REF (DNR)
20. Maintaining local control is more likely than State control to ensure that the upgraded sewage treatment facilities are operated locally and that there are real people available to answer questions and help homeowners solve any problems that come up.	41% 78%	37%	11%	9% 20%	2%
21. The additional sewer service charge will be spread out over 30 years to keep the charges as low as possible while the upgrades are being paid for. After that, the additional charge for the construction will be removed.	27% 63%	36%	14%	21% 35%	2%
22. The proposed sewage treatment upgrades could mean that property owners will pay about \$25 dollars more per month for their sewage service. But if local government does not act, the State can force property owners to pay the increased charges to pay for the upgrades, make them also pay millions of dollars in fines, and take control away from the local sanitation district.	40% 70%	30%	13%	15% 28%	2%
23. The local sanitation district in Lancaster and Palmdale did not upgrade their sewage treatment facilities in time to avoid state fines. The state fined them \$5 million dollars plus the cost of building the new facilities, which meant that property owners ended up paying both the new facility costs and the fines.	49% 78%	29%	8%	11% 19%	3%
24. Property owners and local authorities in San Luis Obispo County refused to upgrade their sewage treatment facilities, and refused to pay the State fines. The state took control from local authorities and had the facilities built, and property owners got charged for both the fines and the construction, and they also lost local control of how their money was being spent.	44% 76%	32%	9%	13% 22%	2%
25. Supporting the upgrades to modernize the Valley's sewage treatment plants will help protect salt-sensitive strawberry and avocado crops along Highway 126, preserving these important agricultural lands – and the area's rural character.	35% 73%	38%	14%	11% 25%	1%
