



DAVID METZ

Principal

Fairbank Maslin Maullin Metz &
Associates

California Voter Attitudes on Water Policy in 2014

David Metz
April 25, 2014

Fairbank, Maslin, Maullin, Metz & Associates - FM3

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“In your own words, what does the term ‘watershed’ mean to you?”

Don’t know: 47%

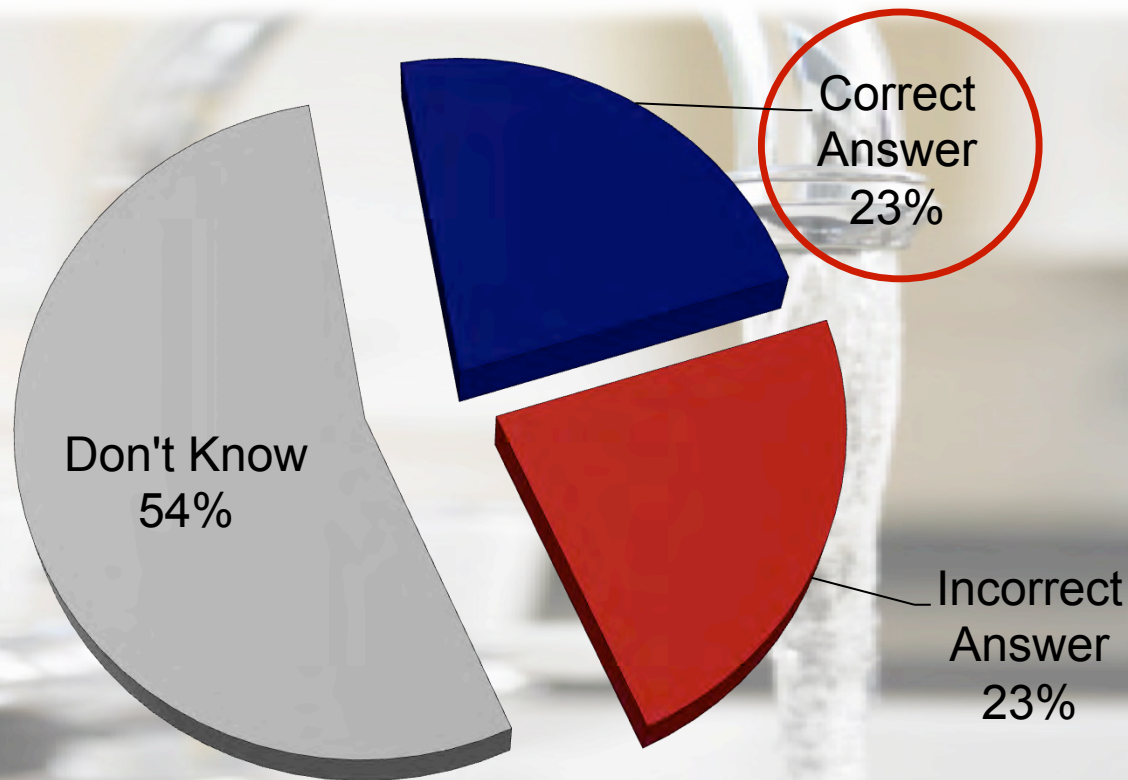
A geographic area through which water flows to a common destination: 27%

A building or shed used to store water: 26%

1999 survey of 850 Santa Clara County, CA residents

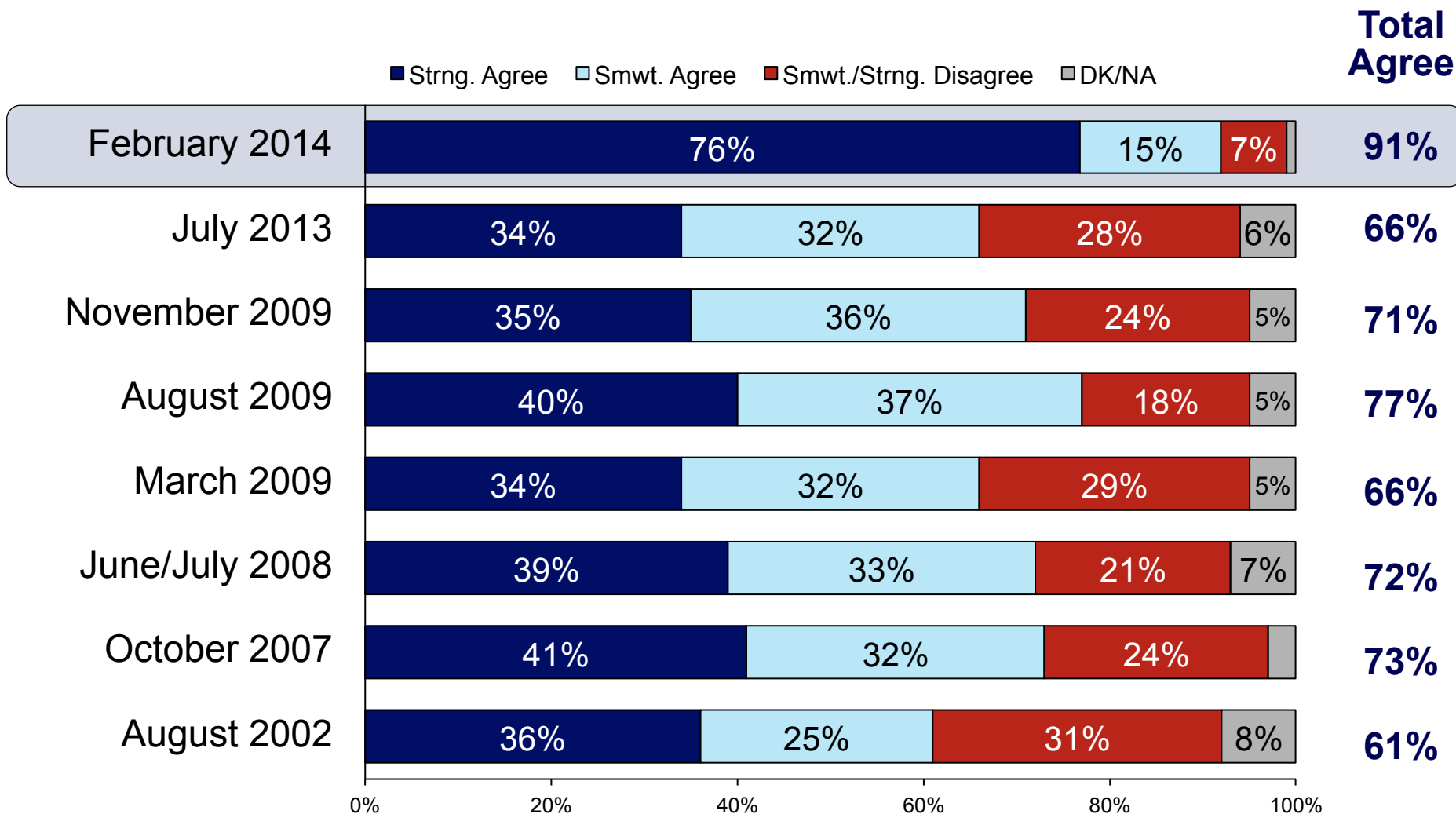
In a national survey, fewer than one-quarter of voters could identify the actual source of their drinking water.

(March 2011 FM3 / POS National Survey of 961 Voters; Responses Among Those Not on Wells)



Awareness of drought conditions has grown.

“California is currently in the middle of a severe drought.”

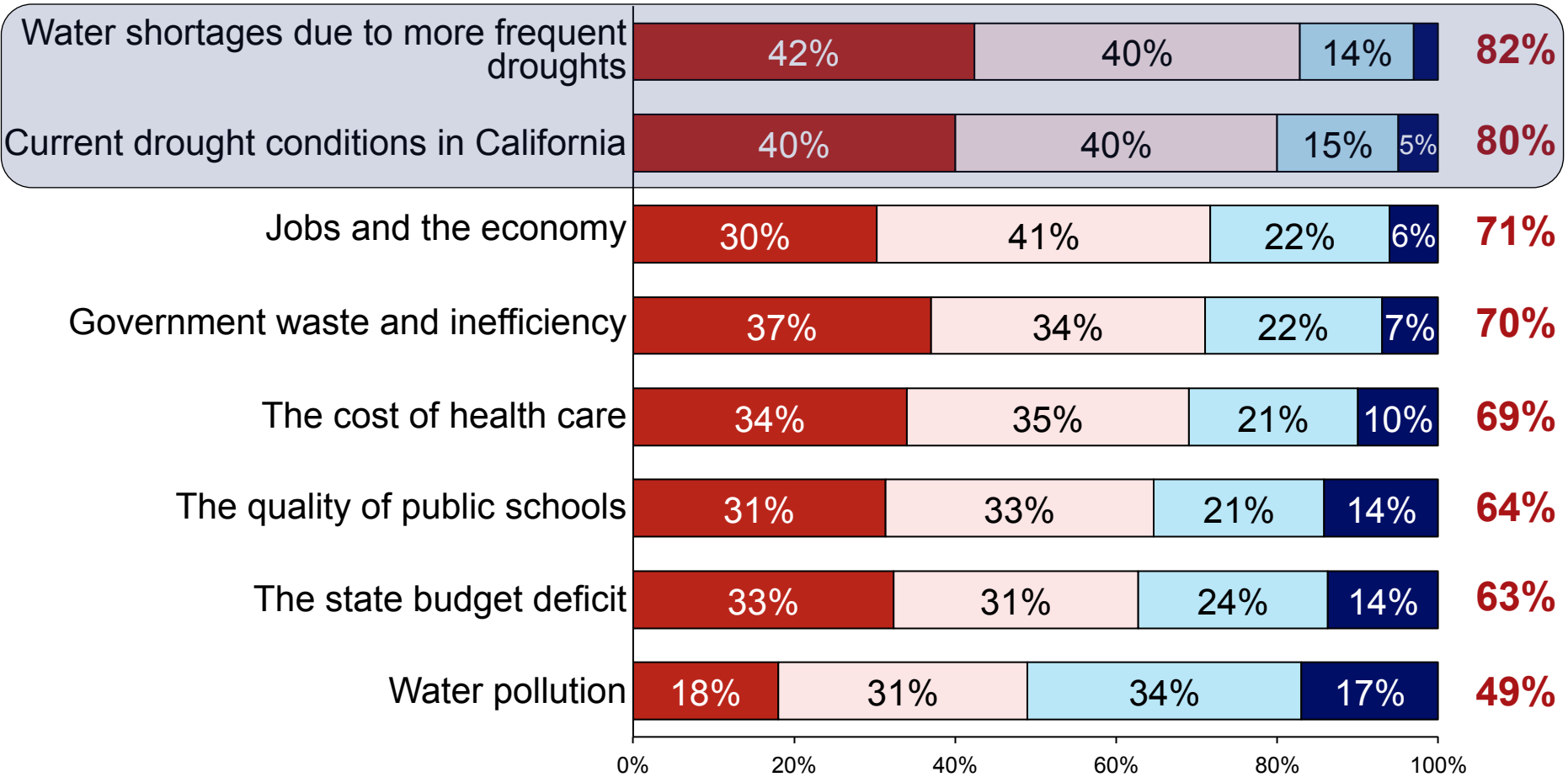


In fact, the current drought now ranks as California voters' top concern.

Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in California.

■ Ext. Ser. Prob. □ Very Ser. Prob. □ Smwt. Ser. Prob. ■ Not Too Ser. Prob./DK/NA

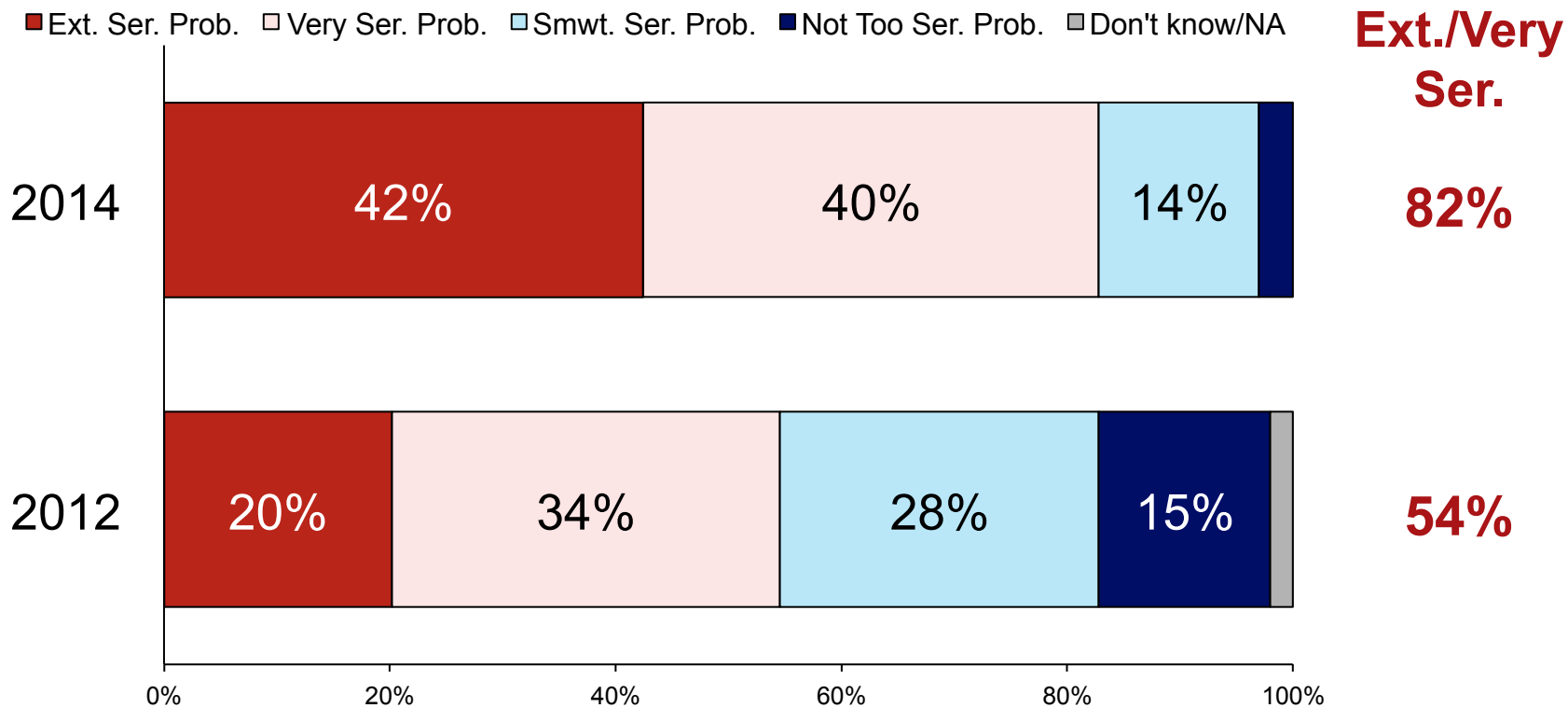
**Ext./
Very Ser.**



While concern about the economy and state budget have dropped, drought concern is up sharply.

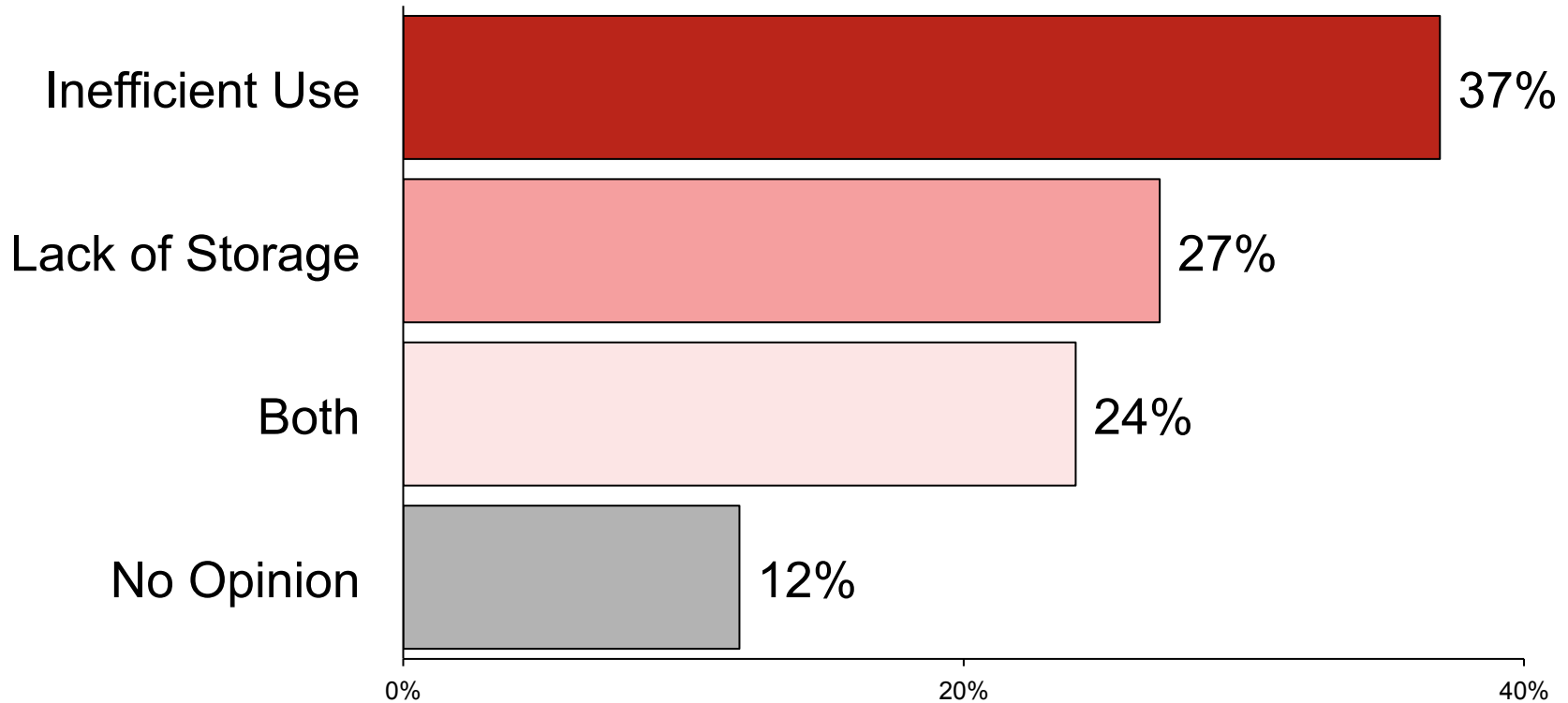
I'd like to read you some problems facing California that people have mentioned. Please tell me whether you think it is an extremely serious problem, a very serious problem, somewhat serious problem, or not too serious a problem in California.

“Water shortages due to more frequent droughts”



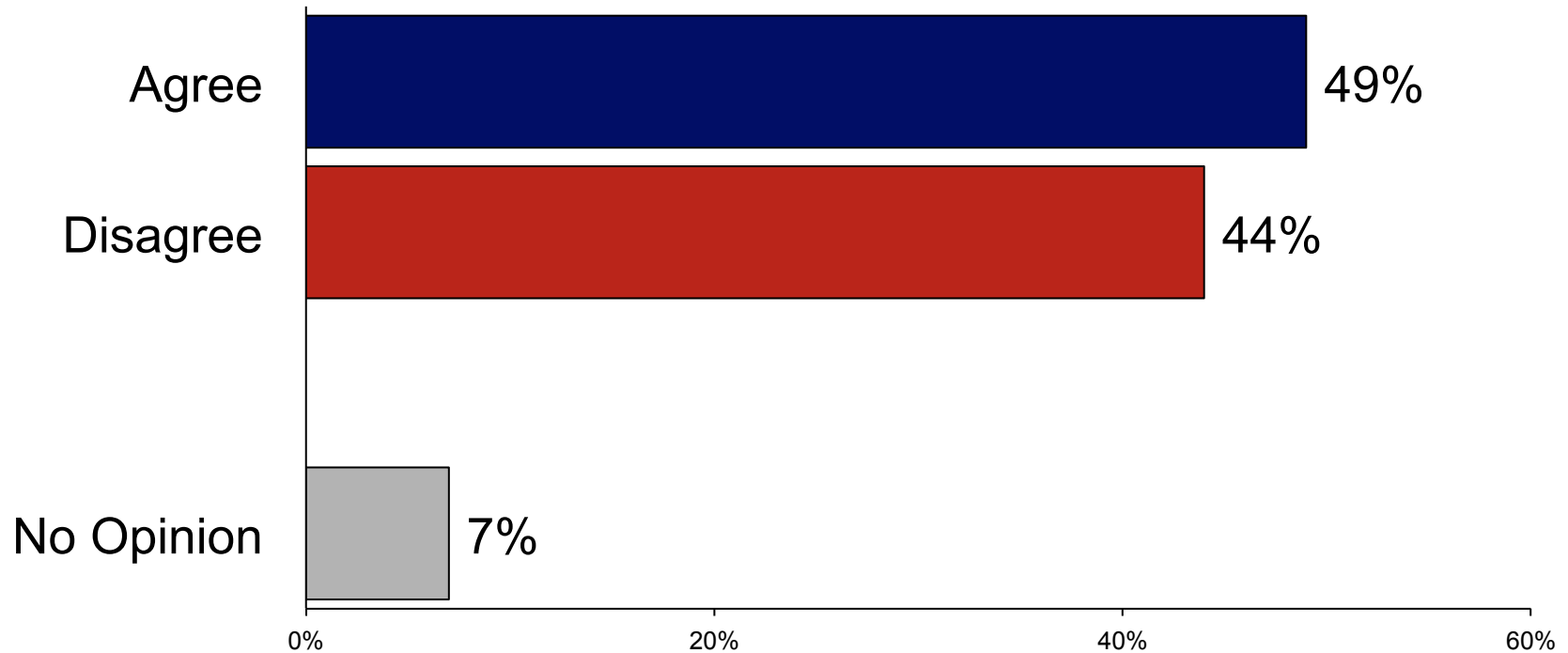
Voters decline to name a primary cause for the state's water shortage.

Is the reason California has a water shortage due more to not having enough water storage and supply facilities or users not using existing supplies efficiently enough?



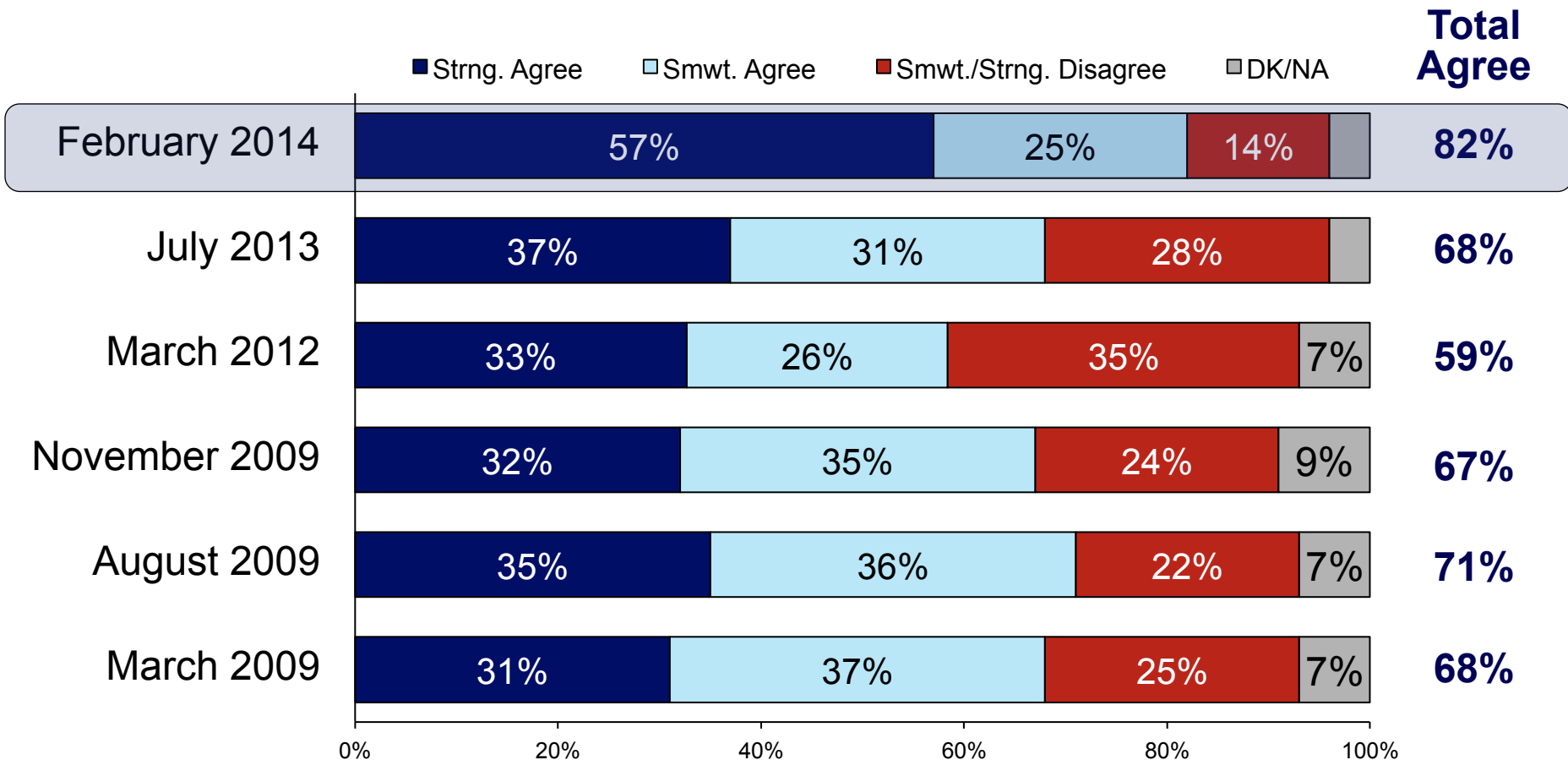
Voters are split on how the state should address environmental regulations.

“In dry years, the state should be allowed to bypass environmental regulations protecting fish and the San Francisco Bay and Sacramento-San Joaquin River delta region, if residents or farmers face serious shortages.”



Still, perceptions of the urgency of investing in water have increased dramatically.

“California’s water supply problems are so severe that we need to make investments now to deal with them.”



8a. I'm going to read you a list of statements related to water. Please tell me whether you generally agree or disagree. Split Sample

And voters prioritize – and are willing to pay for – a range of different approaches to expanding water supplies.

Project/Goal	% Ext./Very Important	% Willing to Pay More
Increasing sustainable, local water supplies	76%	77%
Investing in new technologies to more efficiently use current water supplies	71%	75%
Capturing rainwater for local use	69%	74%
Building local water recycling plants	64%	74%
Cleaning up locally contaminated groundwater	74%	71%

9. Please tell me how important each project or goal is to you personally: extremely important, very important, somewhat important or not too important.

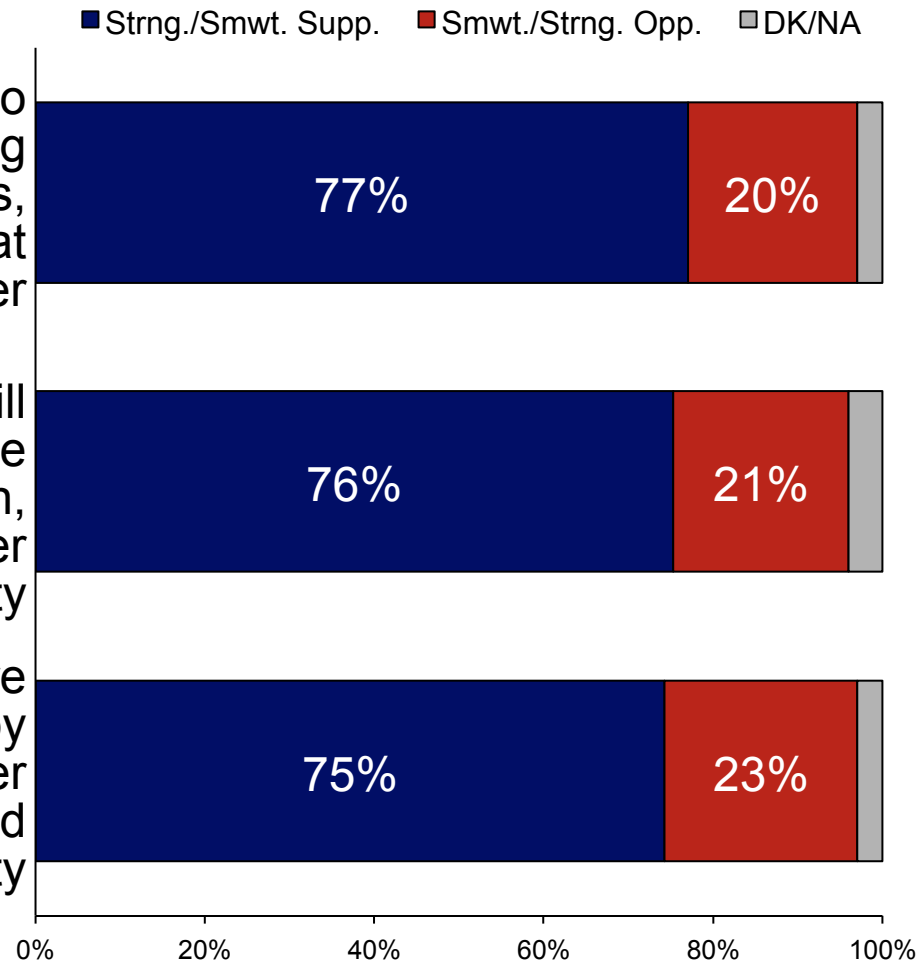
10. This time, please tell me how willing you would be to pay a little more in your water bill for each project or goal: very willing, somewhat willing, somewhat unwilling, or very unwilling.

The three strongest organizing principles for a bond appear to be water conservation technology, water quality, and water infrastructure.

(INFRASTRUCTURE) A bond measure to fund repairs to California's aging infrastructure, fixing deteriorating levees, pipelines, aqueducts, and other facilities that help to ensure a reliable supply of clean water

(TECHNOLOGY) A bond measure which will increase the use of the most up-to-date technology to increase water conservation, promote water recycling, and improve water quality

(HEALTH) A bond measure to ensure healthier and safer water supplies, by reducing water pollution, improving water treatment, and increasing testing and monitoring of water quality

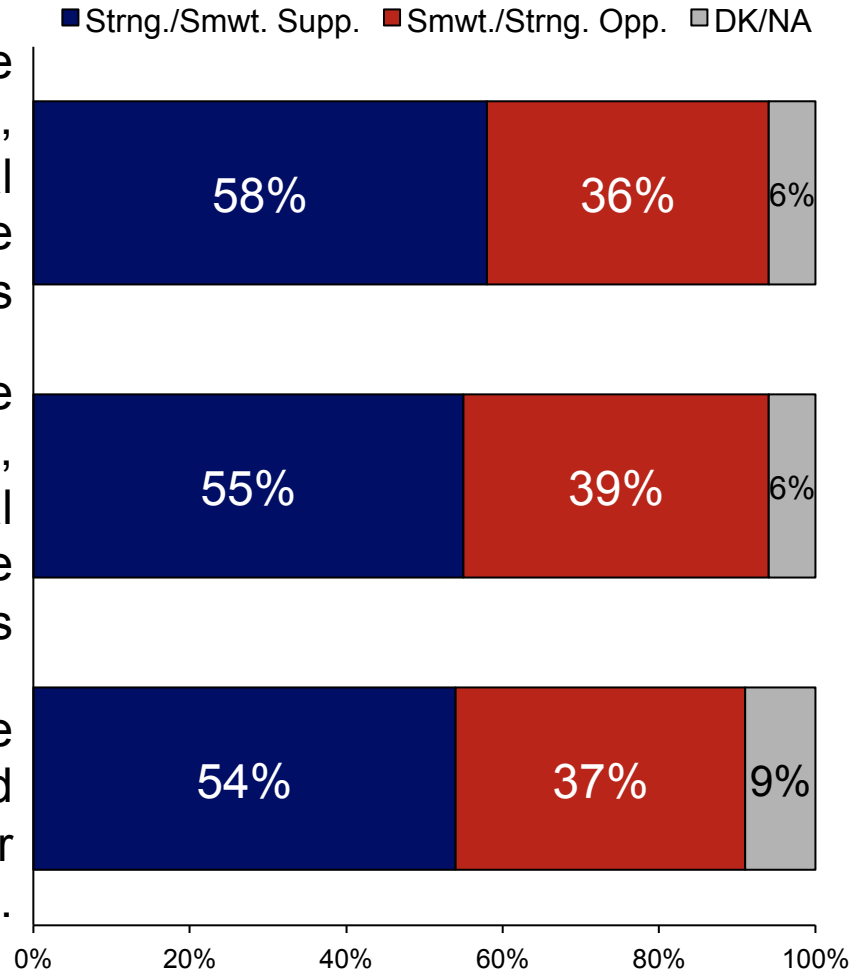


There is less enthusiasm for an orientation around climate, or one that focuses on supporting local needs and priorities.

(WEATHER) A bond measure to prepare for the impact extreme weather will have on California, including preparing our water systems to deal with rising sea levels, flooding, and more frequent droughts

(CLIMATE) A bond measure to prepare for the impact climate change will have on California, including preparing our water systems to deal with rising sea levels, flooding, and more frequent droughts

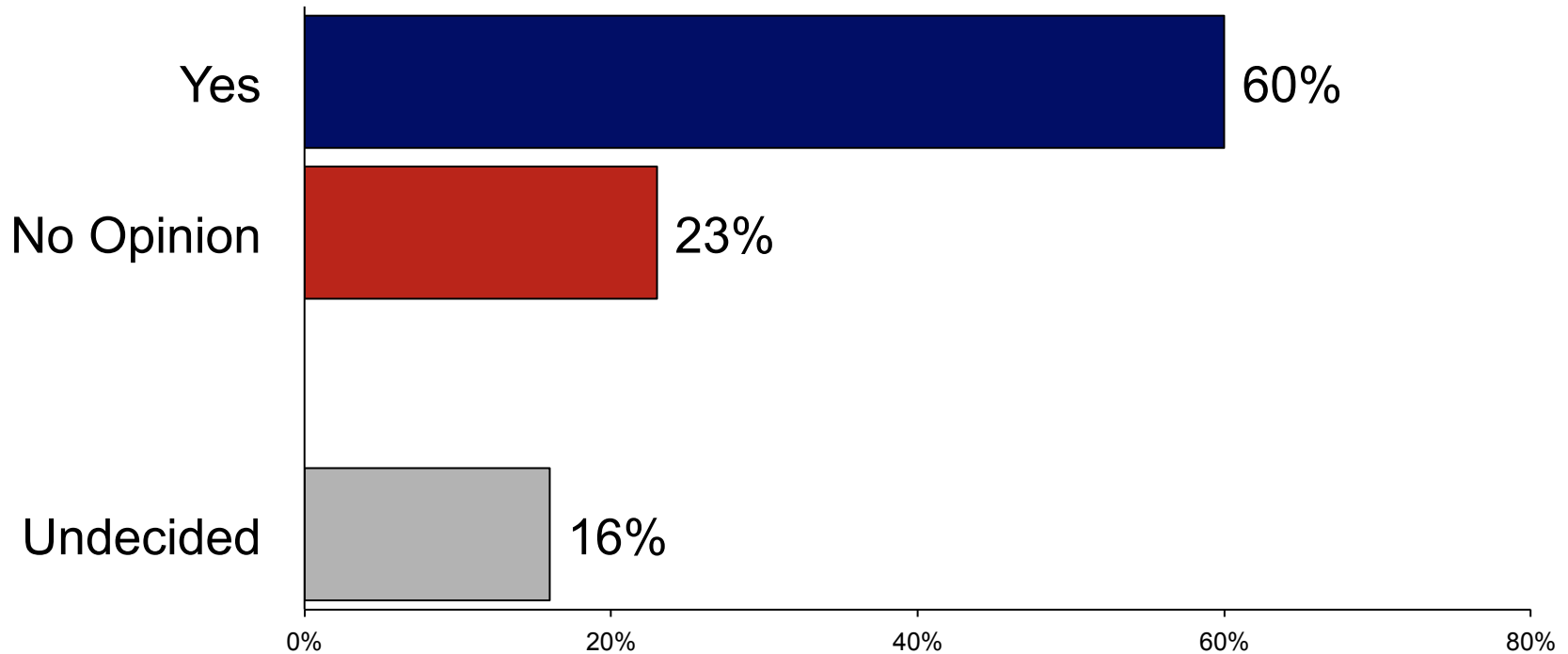
(LOCAL) A bond measure that will provide funding to regional and local water agencies, and give them the power to spend it on local water priorities.



7. I am going to read you a list of other, alternative bond measure that might be presented to voters to invest in critical infrastructure for the state's future needs. Please tell me whether that type of investment sounds like something you would support or oppose. Split Sample.

In concept, voters say they would favor an \$11 billion water bond...

“In dry years, the state should be allowed to bypass environmental regulations protecting fish and the San Francisco Bay and Sacramento-San Joaquin River delta region, if residents or farmers face serious shortages.”



...but support is highly contingent on size and scope.

One measure would be an \$11 billion bond measure to:

- Build new dams and reservoirs to store water for future needs;
- Clean up groundwater supplies;
- Promote water recycling;
- Restore fish and wildlife habitat around the Sacramento/San Joaquin River Delta; and
- Protect lands around rivers, lakes and streams throughout California.

It would cost approximately \$22 billion to pay the principal and interest over 30 years.

One measure would be a \$7 billion bond measure that would focus on:

- Providing safe drinking water throughout the state;
- Protecting water quality;
- Promoting water recycling and conservation;
- Ensuring reliable water supplies;
- Protecting lands around rivers, lakes and streams throughout California; and
- Funding projects to control floods and stormwater runoff.

It would cost approximately \$14 billion to pay the principal and interest over 30 years.

49% to 43%

58% to 38%

For more information, contact:

Dave Metz

Dave@FM3research.com

1999 Harrison St., Suite 1290

Oakland, CA 94612

Phone (510) 451-9521

Fax (510) 451-0384

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