



Subcommittee on Public Affairs Engagement

Using Research on Water Issues to Inform Outreach and Messaging

Item 3b
July 25, 2023

Public Opinion Research

Recent Studies

- Conservation Focus Groups
 - Probolsky Research, Spring 2023
- Community Survey on Equity, Affordability and Water Quality
 - EMC Research, Spring 2023
- Public Policy Institute of California Statewide Survey: Californians and the Environment
 - Not sponsored by MWD, Spring 2023

Conservation Focus Groups

Key Findings

- Strong sense of urgency surrounding water supply in the region; personal responsibility to conserve water for ethical, financial reasons
- Interest in rebates high, familiarity with programs low
- Most effective conservation messages focus on cost savings and actionable steps for water conservation; motivated by tips, tricks, and programs which provide solutions

Community Survey

Key Findings

- Very concerned about water issues including supply, quality, impact of climate change
- Significant awareness of need to conserve, high support for investing in efforts to address long term water supply
- Most are not happy with amount they are paying for water and are reluctant to agree to higher rates to address water supply issues
- Most think their tap water is safe to drink, however half of residents don't like the taste and over half prefer to pay for bottled water

PPIC Statewide Survey

Survey of 1,724 California adults
English and Spanish
Phone and online
June 2023

Relevant Findings for Metropolitan

Q6. What do you think is the most important environmental issue facing California today?

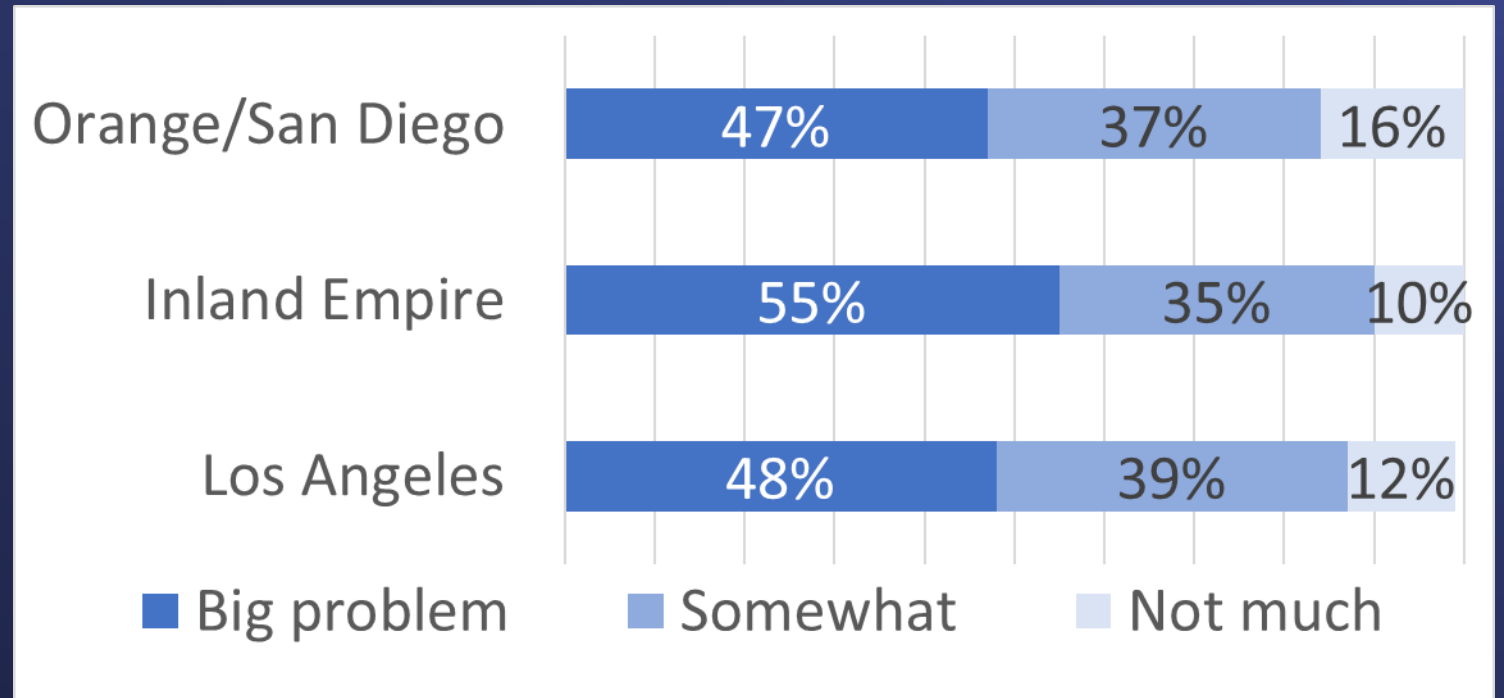
Statewide, So Cal similar (top 3)

- Water supply, drought, reservoirs (22%)
- Loss of forests, forest fires, wildfires (18%)
- Global warming, climate change, greenhouse gases (16%)

PPIC Statewide Survey

Relevant Findings for Metropolitan

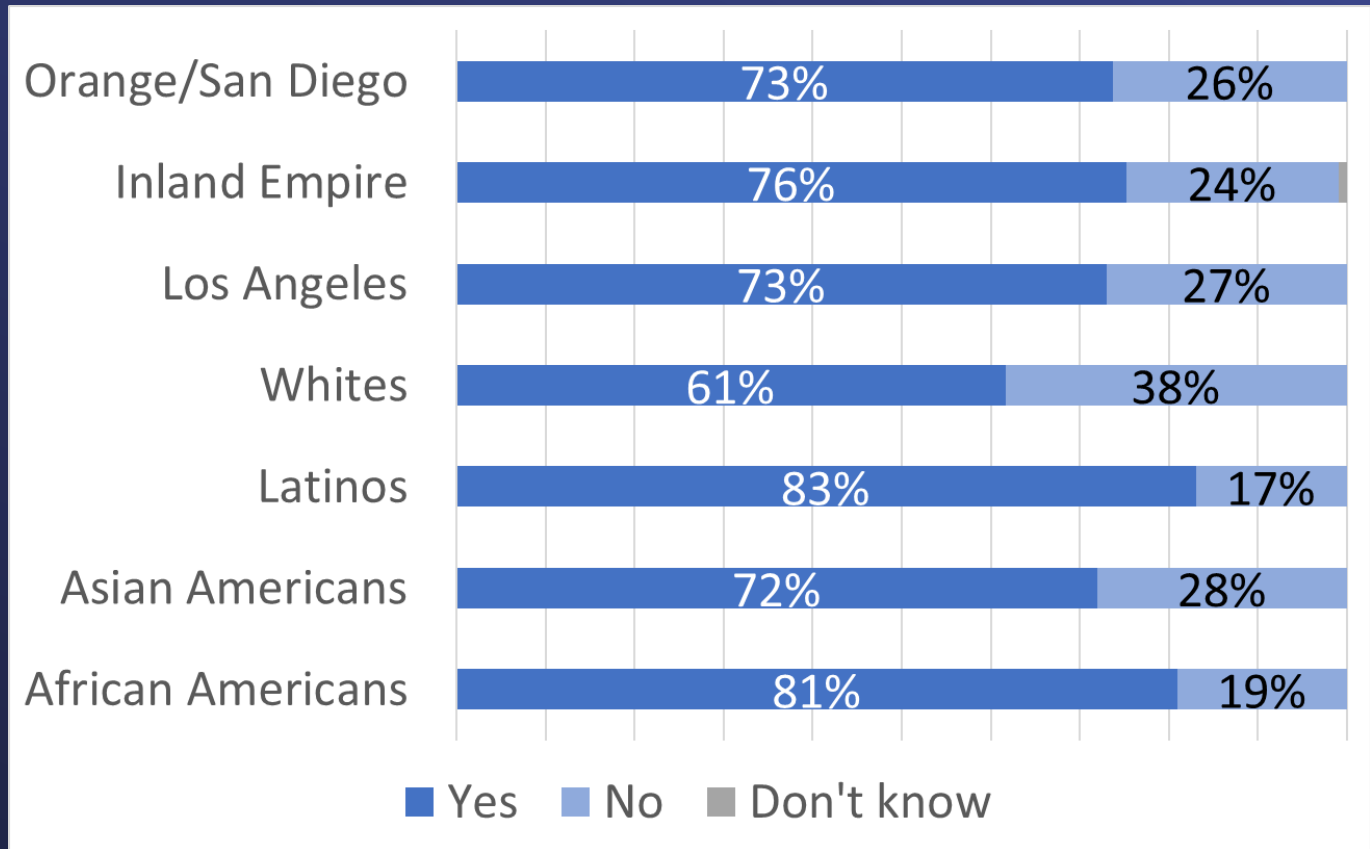
Q9. Would you say that the supply of water is a big problem, somewhat of a problem, or not much of a problem in your part of California?



PPIC Statewide Survey

Relevant Findings for Metropolitan

Q11. Do you think that pollution of drinking water is a more serious health threat in lower-income areas than other areas in your part of California, or not?



Insights to Explore

Need to consider different roles for
Metropolitan
Member Agencies
Retail Agencies

Using Research as a Springboard

- Commitment to water conservation
- Trust in water supply, water agencies
- Investing for reliability, climate adaptation
- Water quality – concerns, entrenched preference for bottled water

Next Steps

Plans for FYs 2024-2026

- Board direction on key issues
 - Objectives for future research, campaigns
 - Assess change over time
- Inform CAMP4W outreach and engagement
- Continue research on key issues

Next Steps

Plans for FYs 2024-2026 (cont'd)

- Develop and implement campaigns, outreach and engagement strategies
- Funding sources
 - Conservation – funding established
 - Other campaigns – need funding source
- Staff resources
 - Identify and allocate resources without impacting conservation campaigns

