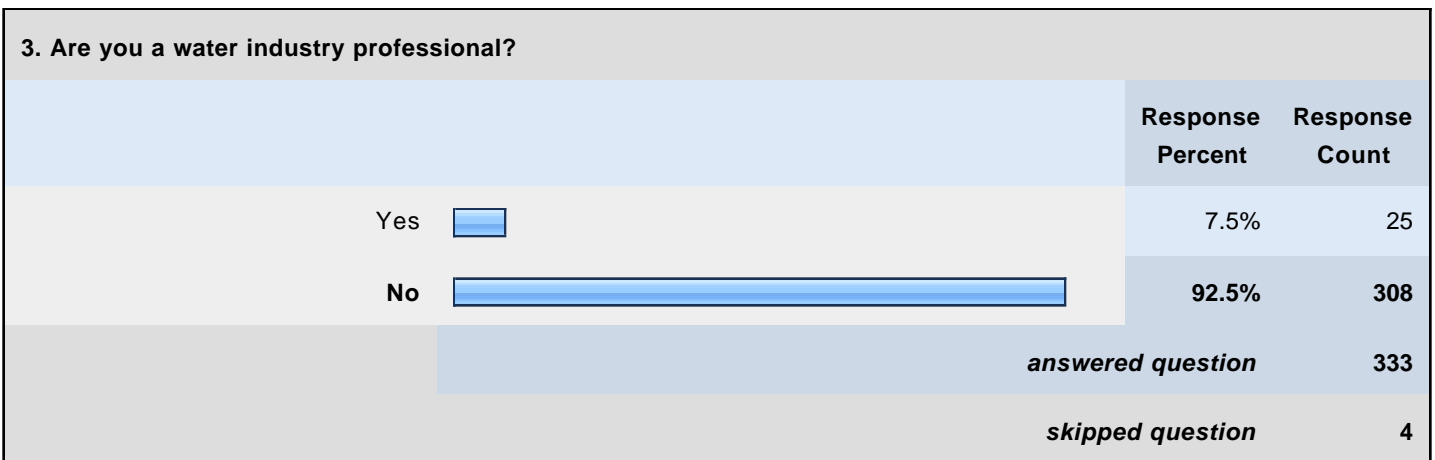
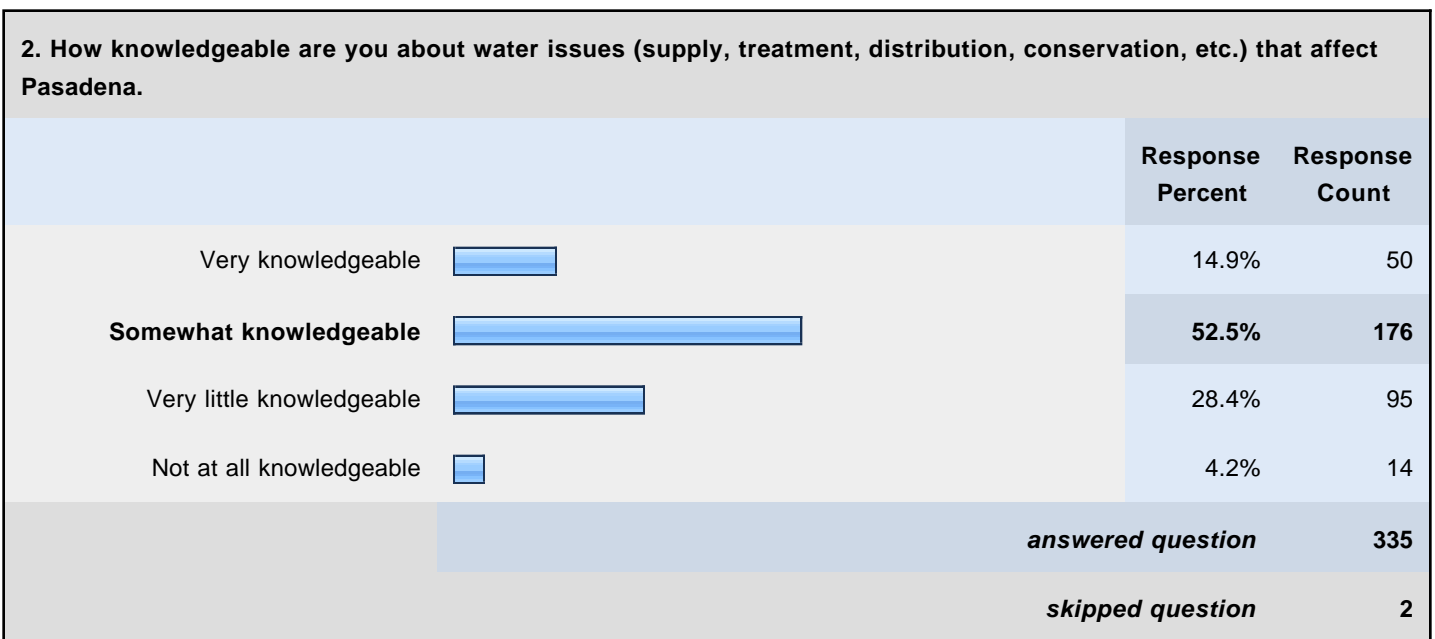
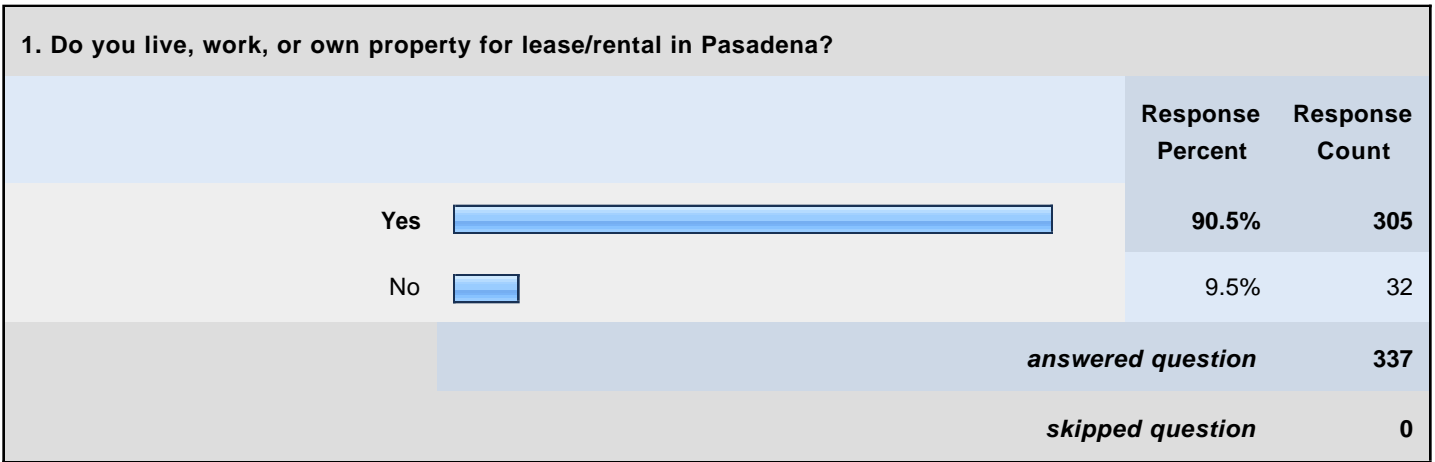


Appendix F

Public Survey Results

During the Water Integrated Resources Plan (WIRP) process, the City of Pasadena Water and Power Department (PWP) conducted an on-line survey to poll citizens regarding their interests and perspectives on water issues. The survey was available on the WIRP website established by PWP, and participation was voluntary. The direct results of the survey are provided in this appendix.

Survey of Public Opinion on Issues Concerning Pasadena's Water Resources



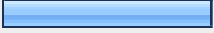
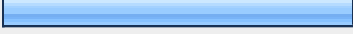

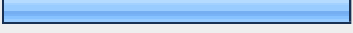

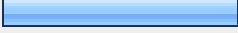
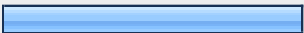

4. What concerns do you have, if any, about water in Pasadena? (MAXIMUM 3 CHOICES.)

	Response Percent	Response Count
I have no concerns about water in Pasadena.	0.3%	1
Water quality (purity, safety, taste)	40.9%	128
Dependence on imported supplies (from Northern California, Colorado River, etc.)	32.3%	101
Cost	31.0%	97
Reliability of water distribution system (main lines, storage facilities, wells, pumps)	21.1%	66
Efficient use and prevention of waste	51.4%	161
Availability of local resources for emergency use	11.2%	35
Protecting local resources from pollutants	22.4%	70
Climate-related water supply shortage	26.8%	84
Water supply shortage due to pumping restrictions(for environmental protection)	13.1%	41
Population growth impact on resources	34.8%	109
Other (please specify)	5.1%	16
	answered question	313
	skipped question	24

5. Given our climate, drought and pumping restrictions in the state, ensuring an adequate supply of water will remain a persistent challenge for Pasadena Water & Power for decades to come. In your opinion, which overall strategy should PWP focus on to address or prevent supply shortfalls? 1 is most important; 3 is least important. (SKIP THIS QUESTION IF YOU DO NOT HAVE AN OPINION OR ARE UNSURE.)




	1	2	3	Rating Average	Response Count
Conservation and efficiency	67.5% (187)	23.1% (64)	9.4% (26)	1.42	277
Pursue more imported water resources	7.4% (20)	12.3% (33)	80.3% (216)	2.73	269
Pursue projects that increase local supply	33.2% (93)	60.7% (170)	6.1% (17)	1.73	280
	<i>answered question</i>				303
	<i>skipped question</i>				34

6. Pasadena gets about 65% of its water from imported sources and about 35% from a local groundwater basin. In your opinion, what are the best tactics for extending Pasadena's OVERALL water supply? (MAXIMUM 3 CHOICES. SKIP THIS QUESTION IF YOU DO NOT HAVE AN OPINION OR ARE UNSURE.)



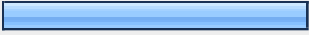
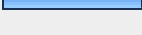
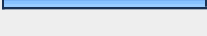
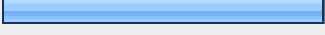
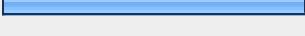
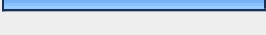

		Response Percent	Response Count
Build groundwater treatment plant(s) to access local supply		31.4%	94
Promote maximum conservation & efficiency through policies and programs		52.8%	158
Pursue more resources from imported water suppliers		7.0%	21
Capture stormwater runoff with public cisterns and private rain barrels		52.5%	157
Reclaim and treat wastewater for non-potable use in outdoor irrigation		53.2%	159
Reclaim and treat wastewater for groundwater recharge and eventual potable use		35.5%	106
Promote recycling of graywater (sink, bath, laundry water) for non-potable use		45.2%	135
Other (please specify)		7.7%	23
<i>answered question</i>			299
<i>skipped question</i>			38

7. In your opinion, what are the best tactics for extending Pasadena's LOCAL water supply? (MAXIMUM 3 CHOICES. SKIP THIS QUESTION IF YOU DO NOT HAVE AN OPINION OR ARE UNSURE.)

	Response Percent	Response Count
Build groundwater treatment plant(s) to rehabilitate contaminated local supply	22.9%	66
Incentivize customers to install graywater systems (in-house water recycling) for non-potable use	35.1%	101
Purchase more local groundwater rights from neighboring agencies	3.5%	10
Build reclaimed water distribution infrastructure (connects to wastewater treatment plant in Glendale) for non-potable outdoor use (watering public landscapes, golf courses etc.)	42.4%	122
Expand water spreading operations in the Hahamongna or Eaton Wash to increase percolation of precipitation/surface water into the ground (i.e., to recharge the groundwater basin)	34.0%	98
Build surface water (rain, streams etc.) treatment plants to capture and treat water from the Arroyo Seco or Eaton Wash for potable use	31.6%	91
Partner with another agency(s) to pursue ocean desalination	19.8%	57
Cloud seeding (to enhance rain potential)	2.4%	7
Build stormwater capture cisterns on public property for groundwater recharge	44.4%	128
Install permeable pavement on public property for groundwater recharge	24.7%	71
Incentivize customers to use rain		

barrels to capture stormwater for non-potable uses (watering landscapes)		25.0%	72
Build reclaimed wastewater treatment plant for groundwater recharge and eventual potable use		27.1%	78
Other (please specify)		10.4%	30
<i>answered question</i>			288
<i>skipped question</i>			49

8. In your opinion, what are the three most important ways Pasadena can promote water conservation and efficiency? (MAXIMUM 3 CHOICES. SKIP THIS QUESTION IF YOU DO NOT HAVE AN OPINION OR ARE UNSURE.)

		Response Percent	Response Count
Fixture replacement program to maximize indoor efficiency		14.5%	44
Irrigation system replacement program to maximize outdoor efficiency		29.7%	90
Water efficiency and landscaping requirements for new construction		45.9%	139
Increase water rates to discourage waste and inefficiency		20.8%	63
Deter water waste (hosing sidewalks, water runoff etc.) with enforcement and fines		30.4%	92
Rebate incentive programs for efficient appliances and fixtures, graywater systems, rain barrels etc.		48.5%	147
Educate consumers and youth about water supply issues and adopting lifelong conservation habits		45.5%	138
Promote water-wise plants and landscaping		39.6%	120
Other (please specify)		8.9%	27
<i>answered question</i>			303
<i>skipped question</i>			34

9. How much do you agree or disagree with the following statements regarding population growth and housing/business development:

	Strongly Disagree	Somewhat Disagree	Neutral / Not Sure	Somewhat Agree	Strongly Agree	Rating Average	Response Count
Growth and development have put a significant strain on water supply in the past decade.	3.1% (9)	9.2% (27)	19.0% (56)	36.6% (108)	32.2% (95)	0.86	295
City Planning and Water officials have successfully accommodated recent growth and development by securing more supply and encouraging efficiency and conservation.	12.7% (37)	21.2% (62)	47.6% (139)	17.1% (50)	1.4% (4)	-0.27	292
Local growth and development are largely responsible for Pasadena's current water shortage.	8.2% (24)	21.6% (63)	27.1% (79)	30.6% (89)	12.4% (36)	0.17	291
Statewide growth and development are largely responsible for Pasadena's current water shortage.	5.4% (16)	20.3% (60)	29.7% (88)	32.8% (97)	11.8% (35)	0.25	296
Growth and development have not contributed to Pasadena's current water shortage.	33.6% (98)	34.6% (101)	19.9% (58)	8.6% (25)	3.4% (10)	-0.86	292
Pasadena needs to restrict growth and development in order to conserve water supply.	7.8% (23)	18.7% (55)	19.4% (57)	29.3% (86)	24.8% (73)	0.45	294
Growth and development are necessary to support the local economy.	14.8% (43)	24.1% (70)	16.5% (48)	35.7% (104)	8.9% (26)	0.00	291
I am willing to pay more for my water to support continued growth and development and the local economy.	31.6% (93)	22.1% (65)	17.7% (52)	24.8% (73)	3.7% (11)	-0.53	294
Pasadena's building codes adequately promote water efficiency.	14.4% (42)	18.2% (53)	52.7% (154)	12.3% (36)	2.4% (7)	-0.30	292
answered question							298
skipped question							39

10. The Water Department has identified the following objectives for its long-term water resource plan. How would you prioritize these objectives? (1 is most important and 8 is least important.) (SKIP THIS QUESTIONS IF YOU DO NOT HAVE AN OPINION OR ARE UNSURE.)

	1	2	3	4	5	6	7	8	Rating Average	Res Co
Ensure 100% reliability for essential uses of water (public health and safety) and allocate fairly during shortages.	17.9% (40)	11.6% (26)	16.1% (36)	16.1% (36)	10.3% (23)	10.3% (23)	10.3% (23)	7.6% (17)	3.99	
Increase water use efficiency and reduce water waste (through means such as public education, incentive programs, graywater systems, transparency in consumption record, etc.)	25.8% (59)	17.0% (39)	17.0% (39)	10.0% (23)	9.6% (22)	9.6% (22)	5.7% (13)	5.2% (12)	3.38	
Achieve cost effectiveness and appropriate pricing of water (i.e., Control costs and provide affordable water rates.)	11.4% (26)	9.6% (22)	9.6% (22)	10.1% (23)	18.9% (43)	15.8% (36)	10.1% (23)	14.5% (33)	4.75	
Reduce energy consumption and greenhouse gas emissions resulting from the water system (i.e. water distribution, pumping and treatment).	4.5% (10)	4.9% (11)	6.3% (14)	12.1% (27)	12.1% (27)	11.2% (25)	16.5% (37)	32.6% (73)	5.85	
Provide operational flexibility (i.e. Ensure a flexible, diverse water resource portfolio for enhanced stability and options in the event of supply/demand imbalances.)	4.0% (9)	11.2% (25)	12.1% (27)	14.8% (33)	13.5% (30)	13.9% (31)	15.2% (34)	15.2% (34)	5.01	
Protect and develop City water assets (i.e., Protect and expand local groundwater supply.)	18.3% (42)	14.8% (34)	16.2% (37)	14.0% (32)	11.8% (27)	11.4% (26)	9.2% (21)	4.4% (10)	3.79	
Protect environmental and cultural resources (i.e., Protect and preserve local waterways which serve as environmental and cultural assets.)	4.9% (11)	12.8% (29)	13.7% (31)	11.5% (26)	12.8% (29)	13.3% (30)	19.0% (43)	11.9% (27)	4.90	
Ensure that water quality goals are achieved (i.e., Ensure that water is safe to drink and tastes good.)	23.6% (53)	23.6% (53)	10.2% (23)	11.1% (25)	8.9% (20)	9.8% (22)	8.0% (18)	4.9% (11)	3.44	
<i>answered question</i>										

11. Do you have any further comments?

	Response Count
	86
<i>answered question</i>	86
<i>skipped question</i>	251

12. If you would like to receive emails regarding the Water Integrated Resources Plan and participate in future public workshops, please provide your contact information below.

	Response Percent	Response Count
Name <input type="text"/>	100.0%	109
Email address <input type="text"/>	99.1%	108
<i>answered question</i>		109
<i>skipped question</i>		228