

Harold Snyder
P.O. Box 926
Nipomo, CA 93444

April 26, 2011

Michael LeBrun,
Nipomo Community Services District (NCSD)
148 Wilson Street, P.O. Box 326
Nipomo, CA 93444

(805) 929-1133 Phone
(805) 929-1932 Fax

Dear Michael LeBrun:

On April 11th 2011 I made a public record request (see attached)

The response was limited to the attached pages.

Those pages, for example Q4, have the text "\$<Rate A>" and for example Q6 has the text "Rate A", "Rate B", "Rate C".

There must be an additional table of rates that were used.

I am make an additional public record request for all the "dollar amounts" that were used in the poll for the Rate A, Rate B, Rate C etc.

Thank You



Harold Snyder

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APR 26 2011
NIPOMO COMMUNITY
SERVICES DISTRICT

Harold Snyder
P.O. Box 926
Nipomo, CA 93444

April 26, 2011

Michael LeBrun,
Nipomo Community Services District (NCSD)
148 Wilson Street, P.O. Box 326
Nipomo, CA 93444

(805) 929-1133 Phone
(805) 929-1932 Fax

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Nipomo Community Services District (NCSD)
148 Wilson Street, P.O. Box 326
Nipomo, CA 93444

(805) 929-1133 Phone
(805) 929-1932 Fax

Dear Michael LeBrun:

In the April 13th 2011 Agenda Item E-3 states

“On March 23, 2010, your Board approved a contract with True North/Tramultola/Terrain with a not to exceed amount of \$76,000. The contract and scope included polling, a four-month outreach effort and other related work to assist the District with building understanding and support of the District's supplemental water project.

After numerous delays, the consultant conducted a telephone poll in March 2011. Initial results from the polling indicate the community, while very concerned over drinking water reliability and safety, is not aware of the area-wide need for supplemental water, and in turn is not currently highly supportive of a project to address that need.”

I am making a public record request for copies of the following documents/emails/faxes:

1. Any invoices and/or statements submitted by “North/Tramultola/Terrain” for work done under the “Board approved contract”.
2. Any text, scripts and/or information provided or used for any “outreach effort”.
3. Any text, scripts, information of the “Poll” Questions used.
4. Any results of the “Poll” conducted in “March 2011”
5. Any reports, summaries, conclusions, and/or recommendations provided by “North/Tramultola/Terrain”.
6. Any requests for “other related work” made by NCSD to “North/Tramultola/Terrain”.

In the modern day most documents are in electronic/computer form and as I understand it NCSD now has a “paperless office”, a electronic/computer format of the documents is acceptable, I understand that a CD or DVD costs \$15 and I estimate that 1 CD/DVD will be needed.

Thank You



Harold Snyder

RECEIVED

APR 11 2011

**NIPOMO COMMUNITY
SERVICES DISTRICT**

NIPOMO COMMUNITY

BOARD MEMBERS

JAMES HARRISON, PRESIDENT
LARRY VIERHEILIG, VICE PRESIDENT
MICHAEL WINN, DIRECTOR
ED EBY, DIRECTOR
DAN A. GADDIS, DIRECTOR



SERVICES DISTRICT

STAFF

MICHAEL LEBRUN, INTERIM GENERAL MANAGER
LISA BOGNUDA, ASSISTANT GENERAL MANAGER
PETER SEVCIK, P.E., DISTRICT ENGINEER
TINA GRIETENS, UTILITY SUPERINTENDENT
JON SEITZ, GENERAL COUNSEL

Serving the Community Since 1965

148 SOUTH WILSON STREET POST OFFICE BOX 326 NIPOMO, CA 93444 - 0326
(805) 929-1133 FAX (805) 929-1932 Website address: ncsd.ca.gov

April 21, 2011

Harold Snyder
P.O. Box 926
Nipomo, CA 93444

Dear Mr. Snyder:

**SUBJECT: YOUR APRIL 11, 2011, PUBLIC RECORDS REQUEST TO THE NIPOMO
COMMUNITY SERVICES DISTRICT**

Please accept this letter in response to your Public Records Request of April 11, 2011, received by the Nipomo Community Services District ("District") on April 11, 2011. This response has been reviewed by District Legal Counsel, Jon S. Seitz, and is the person responsible for raising objections referenced in this response.

In raising the objections to specific requests, the District relies on the following:

(a) California Government Code Section 6254 which provides that except as provided in Sections 6254.7 and 6254.13, nothing in this chapter shall be construed to require disclosure of records that are any of the following:

(a) "Preliminary drafts, notes, or interagency or intra-agency memoranda that are not retained by the public agency in the ordinary course of business, if the public interest in withholding those records clearly outweighs the public interest in disclosure."

(b) The deliberative process procedure which is intended to afford a measure of privacy regarding conversations, discussions, debates, deliberations and like materials reflecting advice, opinions and recommendations, considered by decision makers as referenced in the California Supreme Court Case in *Regents of Univ. of Ca. V. Superior Court* (1999) 20 Cal. 4th 509.

The District responds to your specific requests as follows:

1. The invoices and/or statements submitted by "North/Tramultola/Terrain" for work done under the "Board approved contract," will be made available for inspection and photocopying.

2. The Script/text used for the poll questions will be made available for inspection and photocopying. The term "information" as used in this request is ambiguous (see last paragraph of this response if you wish to clarify).
3. As stated in response to request number two above, the text / script, for the "Poll" Questions will be made available for inspection and photocopying. The term "information" as used in this request is ambiguous (see last paragraph of this response if you wish to clarify).
4. The results of the "Poll conducted on March 2011, have not been completed and are in preparation as stated by Bonnie Moss at the District's Board of Directors meeting of April 13, 2011, at which you were in attendance. The District expects to receive the report of the poll results for presentation at the May 11, 2011, District meeting. To the extent this request could be interpreted to request draft reports, and assuming that draft reports exist, the District objects to the request on the basis of Government Code Section 6254 (above). The public will be better served by receiving the results at a public meeting with the opportunity for public comment and questions during the presentation of the report to the Board of Directors.
5. The District has previously provided you with the report, summary, conclusion, and recommendations provided by "North/Tramultola/Terrain." that were received by the Board of Directors at the meeting of April 13, 2011, at which you were in attendance. To the extent this request could be an interpreted to request, draft summaries, conclusions and/or recommendations, and further assuming drafts exist, then the District objects to the request on the basis of the deliberative process as referenced in paragraph 2 (page 1) and California Government Code Section 6254 (above). Draft conclusions and summaries by their very nature, reflect the deliberative process. Further, the public will be better served by receiving the results at a public meeting with the opportunity for public comment and questions during the presentation of the reports and conclusions to the District Board of Directors.
6. There are no requests for "other related work".

Documents and responses are consistent with the meaning of words as used by the Nipomo Community Services District General Manager in drafting the Staff Report.

The above referenced documents will be made available for inspection during the week of April 25, 2011, and upon twenty-four (24) hour notice. Please contact Ms. Bognuda at (805) 929-1133 to arrange an appropriate time for inspection. Upon request and as an alternative to providing the documents for inspection, the District will produce all documents indentified and forward them to your office upon receipt of deposit for photocopying. The deposit amount can be arranged with Ms. Bognuda.

Further, if you believe the documents identified in the above paragraph are not responsive to your request and you wish to clarify what document you are requesting, then pursuant to Government Code Section 6253.1 a District representative is willing to meet with you, at a mutually agreeable time, to assist you in identifying precisely what records you are requesting. Please call Michael LeBrun at 929-1133 to make an appointment to meet.

Very truly yours,

NIPOMO COMMUNITY SERVICES DISTRICT

A handwritten signature in black ink that reads "Michael LeBrun". The signature is written in a cursive style with a large initial 'M' and 'L'.

Michael LeBrun
Interim General Manager

* Nipomo CSD *

148 S Wilson, PO Box 326
Nipomo, CA. 93444

April 26, 2011	Receipt #.: 61863
Tuesday 9:36 am	Register #.: 000
By: KATHY	Terminal ID: T0

COF

COPIES 6.30

Total 6.30

Check #

Check Amt...: .00

Cash.....: 6.30

Amt Tendered: 6.30

Total Paid...: 6.30

Change.....: .00

Paid By.: SNYDER-COPIES

Received via Email
12/31/10

True North Research, Inc.
741 Garden View Ct., Suite 208
Encinitas, CA 92024

Invoice

Date	Invoice #
12/31/2010	1711

Bill To
Nipomo CSD Attn: Michael LeBrun 148 South Wilson St. Nipomo CA 93444 <i>OKAY MSL</i>

Ship To

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
			12/31/2010			Phase I Assessment...
Quantity	Item Code	Description	Price Each	Amount		
	Professional Servi...	Phase 1: Survey, Initial Planning & Outreach (40% complete)	13,951.20	13,951.20		
	Professional Servi...	Phase 1: 15% augmentation to cover additional hours/longer project schedule	5,231.70	5,231.70		
		<p>FUND-ACCOUNT-DEPT-AMT</p> <p>500-1590-45</p> <hr/> <p>PO#/TO # _____</p> <p>Dept Mgr _____</p> <p>Entered by <u>mw</u></p> <p>Reviewed by <u>MSL</u></p> <p>GM Approval <u>MSL</u></p>				
Total						\$19,182.90

True North Research, Inc.

741 Garden View Ct., Suite 208
 Encinitas, CA 92024

Invoice

Date	Invoice #
3/15/2011	1728

Bill To
Nipomo CSD Attn: Michael LeBrun <i>MSL</i> 148 South Wilson St. Nipomo CA 93444

Ship To

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
			3/15/2011			Phase 1 Assessment...
Quantity	Item Code	Description			Price Each	Amount
	Professional Servi...	Phase 1 Survey & Feasibility Assessment Interim Invoice Note: travel expenses will be billed separately for Phase 1			19,926.80	19,926.80
RECEIVED MAR 28 2011 NIPOMO COMMUNITY SERVICES DISTRICT		<div style="border: 1px solid black; padding: 5px; display: inline-block;"> 500-1590-H5 #/TO: Dept Mgr. <i>mw</i> Entered <i>SP</i> City approval <i>MSL</i> </div>			Total \$19,926.80	



True North Research, Inc.

741 Garden View Ct., Suite 208
Encinitas, CA 92024

Invoice

Date	Invoice #
3/18/2011	1729

Bill To
Nipomo CSD Attn: Michael LeBrun <i>MSL</i> 148 South Wilson St. Nipomo CA 93444

Ship To

P.O. Number	Terms	Rep	Ship	Via	F.O.B.	Project
			3/18/2011			Phase 1 Assessment...
Quantity	Item Code	Description			Price Each	Amount
	Travel Reimburse...	Car Rental & Gas for B. Moss 3/8/11			178.08	178.08
	Travel Reimburse...	Train & vehicle miles for 3/8/11 T. McLarney & B. Robinson			166.75	166.75
	Travel Reimburse...	Train & vehicle miles for 6/10/10 T. McLarney & B. Robinson			166.75	166.75
	Travel Reimburse...	Train & vehicle miles for 8/2/10 T. McLarney & B. Robinson			166.75	166.75
<div style="border: 1px solid black; padding: 5px; width: fit-content;"> FUND-ACCOUNT-DEPT-AMI 500-1590-H5 PO#/TO # _____ Dept Mgr _____ Entered by <i>mw</i> Reviewed by <i>MSL</i> GM Approval <i>MSL</i> </div>				<div style="border: 1px solid black; padding: 10px; width: fit-content; margin: auto;"> RECEIVED MAR 21 2011 NIPOMO COMMUNITY SERVICES DISTRICT </div>		
Total						\$678.33

741 Garden View Court, Suite 208 • Encinitas, CA 92024 • 760.632.9900



Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of property owners about important issues in Nipomo (Nuh-PO-mo) and the Mesa (May-suh) and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 10 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Local Issues

Q1. To begin, I'm going to read a list of issues in your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

	Randomize	Extremely important	Very important	Somewhat important	Not at all important	Not sure	Refused
A	Protecting the environment	1	2	3	4	98	99
B	Ensuring an adequate supply of safe drinking water	1	2	3	4	98	99
C	Improving public safety	1	2	3	4	98	99
D	Improving the quality of education	1	2	3	4	98	99
E	Protecting our water quality	1	2	3	4	98	99
F	Limiting local tax increases	1	2	3	4	98	99
G	Increasing local job opportunities	1	2	3	4	98	99

Section 3: Awareness of Water Provider		
Q2	Prior to taking this survey, had you ever heard of the <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company>? Pipe water provider's name based on S10.	
	1	Yes Ask Q3
	2	No Skip to intro preceding Q4
	98	Not sure Skip to intro preceding Q4
	99	Refused Skip to intro preceding Q4
Q3	In general, how familiar would you say you are with <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company>? Would you say you are very familiar, somewhat familiar, slightly familiar, or not at all familiar?	
	1	Very familiar
	2	Somewhat familiar
	3	Slightly familiar
	4	Not at all familiar
	98	Not sure
	99	Refused

Section 4: Initial Ballot Test		
The <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company> provides all of the fresh water in your service area. Next year, property owners in your community may be asked to vote on a local ballot measure. Let me read you a summary of the measure:		
Q4	<p>In order to:</p> <ul style="list-style-type: none"> ◊ Ensure that we have safe and reliable sources of high quality water ◊ Build the Water Pipeline and facilities needed to provide enough drinking water to meet the needs of the community ◊ Protect against seawater contamination of our drinking water sources ◊ And avoid environmental problems caused by over pumping groundwater <p>Shall property owners in your community be assessed an annual fee for each property that they own? The fee for your property would be approximately \$ <Rate A> per year. The measure would require regular reports to the community for community oversight and that all money be used to build the water pipeline project.</p> <p>If the election were held today, would you vote yes or no on this measure? Get answer then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>	
	1	Definitely Yes Skip to Q6
	2	Probably Yes Skip to Q6
	3	Probably No Ask Q5
	4	Definitely No Ask Q5
	98	Don't Know/Not Sure Skip to Q6
	99	Refused Skip to Q6

Q5		Is there a particular reason why you would <u>not</u> support the water measure I just described?	
		Record Verbatim Response – Record up to first two responses.	
2	No		
98	Don't Know		
99	Refused		

Section 5: Fee Threshold

Q6		The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the district. However, the amount to be charged to each parcel has not been determined yet.					
		If you heard that your household would pay _____ per year for each property that you own in the district, would you vote yes or no on the measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>					
		Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.					
	Ask in Order	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Refused
A	Rate A	1	2	3	4	98	99
B	Rate B	1	2	3	4	98	99
C	Rate C	1	2	3	4	98	99

Section 6: Background Information about the Water Pipeline Project

Q7		Next, I'd like to provide you with some background information about the Water Pipeline Project that would be funded by the measure. As I read each piece of information, I'd like to know whether the information affects your support for the measure.				
		Here is the (first/next) one: _____ Hearing this, are you more likely to support the measure or does this information have no effect? <i>If 'more likely', ask: Would that be much more likely or somewhat more likely?</i>				
	Read in Order	Much More Likely	Somewhat More Likely	No Effect	Not Sure	Refused
A	All of the water in your community is pumped from the local groundwater supply. The water supply has been <u>over pumped</u> for many years, meaning that much more water has been pumped out than is replaced naturally. Now there is a serious water shortage.	1	2	3	98	99
B	Pumping too much water from the groundwater supply each year can result in seawater contaminating the water supply and	1	2	3	98	99

	other water quality problems.					
C	To meet the needs of the community, local water providers have to obtain <u>new</u> sources of fresh drinking water. There are no other local sources of water that can be used.	1	2	3	98	99
D	Studies have shown that the most cost-effective method for increasing the water supply is to import water from Santa Maria. To do this, local water providers have proposed to share in the cost of building a pipeline, pumps and treatment facilities.	1	2	3	98	99
E	The ballot measure I described earlier will raise money to build the Water Pipeline and facilities needed to provide water for your community.	1	2	3	98	99

Section 7: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q8	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	All money raised by the measure will stay in our community to build the Water Pipeline Project. It can't be taken away by the State or used for other purposes.	1	2	3	4	98	99
B	There will be a clear system of accountability including annual reports to the community and a Citizen's Oversight Committee to ensure that the money is spent properly.	1	2	3	4	98	99
C	We are in a water crisis. Studies show there is not enough local groundwater to support our community. We need to support this measure so we can have an adequate supply of safe, reliable fresh water.	1	2	3	4	98	99
D	This measure ensures that all property owners pay their fair share.	1	2	3	4	98	99
E	Water is critically important to maintaining our local economy, creating jobs, maintaining property values, and protecting our overall quality of life. We need to support this measure.	1	2	3	4	98	99
F	This project is NOT growth inducing. It is designed to meet the community's <u>current</u> need for water and replenish the ground water system that continues to be over pumped.	1	2	3	4	98	99

G	This measure is supported by a broad coalition of individuals and community organizations, including environmental groups, local businesses, and concerned property owners.	1	2	3	4	98	99
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Section 8: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:

Q9 In order to:

- ◊ Ensure that we have safe and reliable sources of high quality water
- ◊ Build the Water Pipeline and facilities needed to provide enough drinking water to meet the needs of the community
- ◊ Protect against seawater contamination of our drinking water sources
- ◊ And avoid environmental problems caused by over pumping groundwater

Shall property owners in your community be assessed an annual fee for each property that they own? The fee for your property would be approximately: \$<Rate A> per year. The measure would require regular reports to the community for community oversight, and that all money be used to build the water pipeline project.

If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely Yes	
2	Probably Yes	
3	Probably No	
4	Definitely No	
98	Don't Know/Not Sure	
99	Refused	

Q10 A benefit assessment measure is the least expensive way to raise the money needed to build the water pipeline project, which is why it was chosen.

If this measure does not pass, the water providers will be forced to raise water rates to pay for the Project. A rate increase will be more expensive for customers, especially those with homes and developed properties.

Knowing this, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely Yes	
2	Probably Yes	
3	Probably No	
4	Definitely No	
98	Don't Know/Not Sure	
99	Refused	

Section 9: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q11	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes.	1	2	3	4	98	99
B	Water agencies have either raised rates recently, or plan to do so soon. They should use THAT money to pay for these projects, not a new tax.	1	2	3	4	98	99
C	This measure isn't fair. It charges some property owners a lot more than others, even though they use about the same amount of water.	1	2	3	4	98	99
D	This measure will encourage growth and development.	1	2	3	4	98	99
E	This project is NOT needed. There is no real evidence of salt water intrusion into our local ground water	1	2	3	4	98	99
F	This problem can be solved by making water conservation mandatory. We don't need to build a pipeline to import water.	1	2	3	4	98	99

Section 10: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time:

Q12	In order to:	
	<ul style="list-style-type: none"> ◊ Ensure that we have safe and reliable sources of high quality water ◊ Build the Water Pipeline and facilities needed to provide enough drinking water to meet the needs of the community ◊ Protect against seawater contamination of our drinking water sources ◊ And avoid environmental problems caused by over pumping groundwater 	
	<p>Shall property owners in your community be assessed an annual fee for each property that they own? The fee for your property would be approximately \$ <Rate A> per year. The measure would require regular reports to the community for community oversight, and that all money be used to build the water pipeline project.</p>	
	<p>If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>	
	1	Definitely Yes
	99	Refused

Section 11: Background/Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In general, do you have a favorable or unfavorable opinion of the <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company>, or do you have no opinion either way?	
	1	Favorable
	2	Unfavorable
	3	No opinion
	99	Refused
D2	How long have you owned property in Nipomo (Nuh-PO-mo) or the Mesa?	
	1	Less than 1 year
	2	1 year to less than 5 years
	3	5 years to less than 10 years
	4	10 years to less than 15
	5	15 years or more
	99	Refused

D3	Do you own more than one property in the area?	
	1	Yes
	2	No
	99	Refused
D4	Do you have undeveloped property in the area that you eventually want to build on?	
	1	Yes <i>Ask D5</i>
	2	No <i>Skip to D7</i>
	99	Refused <i>Skip to D7</i>
D5	Is your undeveloped property in the service area of one of the following water providers: Nipomo Community Services District, Woodlands Mutual Water Company, Golden State Water Company, or Rural Water Company?	
	1	Yes <i>Ask D6</i>
	2	No <i>Skip to D7</i>
	99	Refused <i>Skip to D7</i>
D6	If you knew that this measure will ensure that there is enough water to allow your property to be developed in the future, and that it will also lower your cost of connecting to the water system by 70%, would you vote yes or no on the measure?	
	1	Yes
	2	No
	98	Not sure
	99	Refused
D7	Prior to taking this survey, were you aware that there is a serious water shortage in your area?	
	1	Yes
	2	No
	3	Don't believe there is a water shortage
	99	Refused
D8	Do you consider yourself to be an environmentalist? If yes, ask: Would that be a strong or a moderate environmentalist?	
	1	Yes, strong environmentalist
	2	Yes, moderate environmentalist
	3	No, not an environmentalist
	99	Refused
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.		

Post-Interview & Sample Items		
S1	Gender	
	1	Male
	2	Female
S2	Party	
	1	Democrat
	2	Republican
	3	Other
	4	DTS
S3	Age on Voter File	
	98	Not sure/Don't Know
	99	Refused
S4	Registration Date	
	1	2010 to 2005
	2	2004 to 2001
	3	2000 to 1997
	4	1996 to 1990
	5	Before 1990
S5	Household Party Type	
	1	Single Dem
	2	Dual Dem
	3	Single Rep
	4	Dual Rep
	5	Single Other
	6	Dual Other
	7	Dem & Rep
	8	Dem & Other
	9	Rep & Other
	0	Mixed (Dem + Rep + Other)

S6	ZIP Code	
	5-digit ZIP	
S7	Voting History	
	For last six elections	
S8	Likely to Vote by Mail	
	1	Yes
	2	No
S9	Likely November 2010 Voter	
	1	Yes
	2	No
S10	Water Purveyor	
	1	Nipomo CSD
	2	Woodlands Mutual Water Co
	3	Golden State Water Co
	4	Rural Water Co
S11	Undeveloped property?	
	1	Yes
	2	No

NIPOMO COMMUNITY

BOARD MEMBERS

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ED EBY, DIRECTOR
DAN A. GADDIS, DIRECTOR



Serving the Community Since 1965

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JON SEITZ, GENERAL COUNSEL

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May 6, 2011

Harold Snyder
P.O. Box 926
Nipomo, CA 93444

Dear Mr. Snyder:

SUBJECT: PUBLIC DOCUMENTS REQUEST

Please accept the following as a response to the questions raised in your letter of April 26, 2011. I am attaching the following documents for reference.

1. Page 5 of the Proposal from True North Research/Tramutola.
2. The Survey Report from the Baseline Survey of Property Owners prepared by True North.
3. January 26th, 2011 Staff Report.

Please note that the methodology used by True North is "proprietary in nature." (See Page 5 of attached Proposal). The Baseline Survey Report summarizes the methodology used by True North along with the results of the Survey.

Each property within the Assessment District will have its own assigned Assessment based on type of use, size, and current development and development potential. This is typically referred to as a Special Benefit (see attached January 26th, 2011 Staff Report).

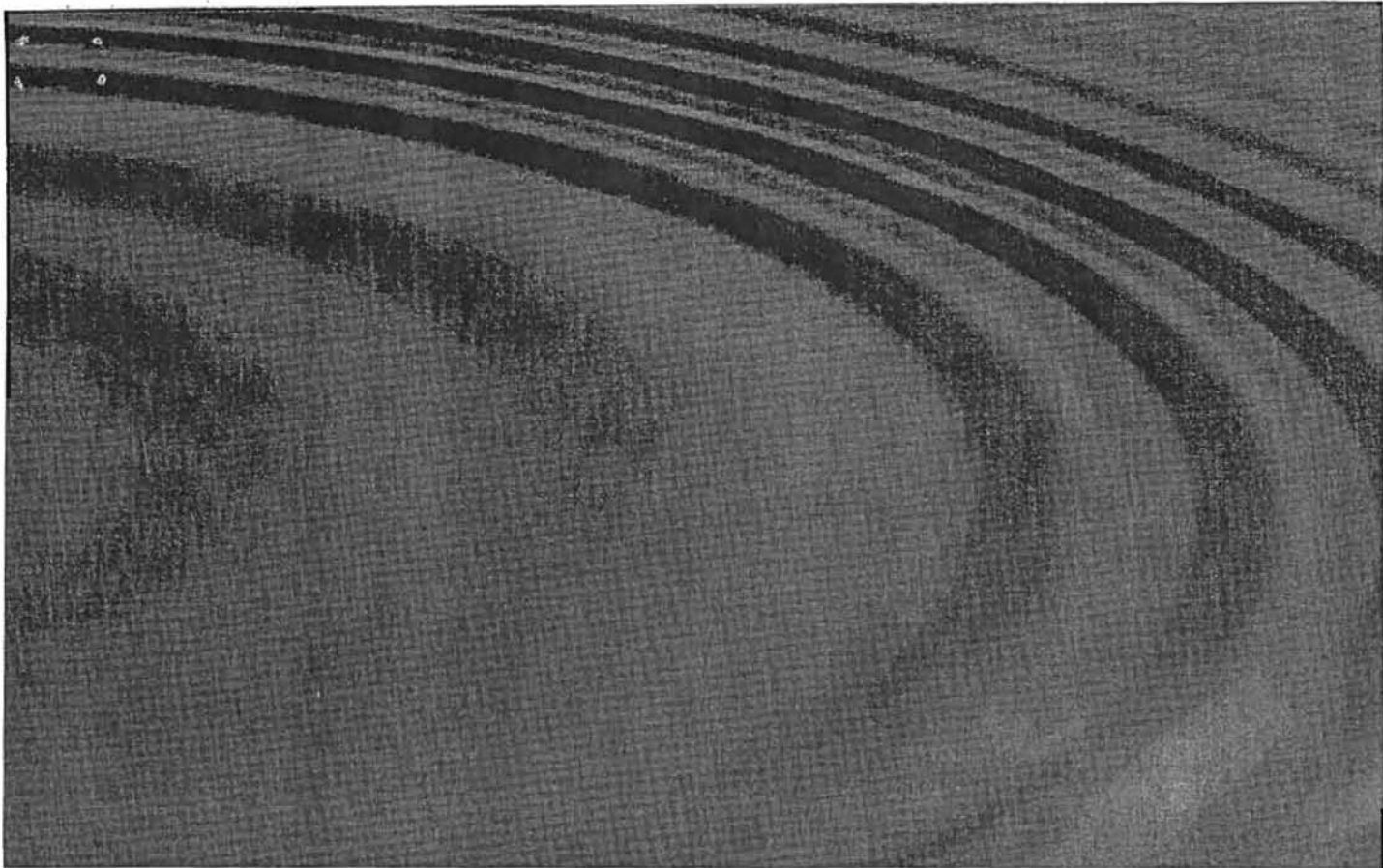
Rate A is a proposed Benefit assigned to a particular property within the Assessment District. Rate B is 80% of Rate A and Rate C is 60% of Rate A.

Very truly yours,

NIPOMO COMMUNITY SERVICES DISTRICT



Michael LeBrun
Interim General Manager



PUBLIC OUTREACH & EDUCATION
PROPOSAL FOR WATERLINE INTERTIE PROJECT

PREPARED FOR THE
NIPOMO COMMUNITY SERVICES DISTRICT



FEBRUARY 25, 2010



741 GARDEN VIEW COURT, SUITE 208
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TRAMUTOLA
THE DISCIPLINE OF WINNING



WORK PLAN

Creating Prop. 218 measures that are ultimately approved by the necessary percentage of property owners is difficult. Successful measures require insightful research, careful packaging, and a well-orchestrated community engagement and communications plan. The following paragraphs describe our recommended scope of work for the project given the stated objectives in the RFP, as well as our experience working on similar assessment projects.

SURVEY RESEARCH Benefit assessments are very different than special taxes. Unlike a special tax, a benefit assessment requires that those who participate own property in the District. In addition to residential property owners, owners of other types of properties (i.e., commercial, industrial, apartments, etc.) as well as absentee owners are eligible to participate. Whereas in special tax elections each vote is weighted equally in determining the outcome, in assessment ballot proceedings the higher the amount of a property owner's fee, the greater the weight of their vote in determining the outcome of the election. A majority of the weighted votes is required for a measure to pass. Assessment ballot proceedings also employ different voting procedures, as all property owners are typically mailed a ballot that includes an information sheet, but does not include arguments in support or opposition as is the case with a special tax.



Because the legal, logistical, and campaign environments for benefit assessments differ on so many dimensions that ultimately affect whether a measure will win or lose, it is critically important that the research methodology take these differences into account to ensure statistically reliable results for a benefit assessment. True North has spent more than a decade developing, testing and refining a proprietary two-phased survey methodology that is tailored to the unique opportunities and challenges presented by mail ballot Prop. 218 benefit assessments. Although we will be happy to discuss the details of our proprietary methodology with the District, some of the advantages of our methodology include better identification of owners who are likely to cast ballots, more accurate fee sensitivity analysis, the ability to test the impact of ballot design and information pieces, statistically accurate results *within property class categories*, as well as analysis that considers the *weight* of each respondents' survey (ballot).

Scope of Work Briefly, our two-phased survey work plan includes:

- Meet with the District to thoroughly discuss the research objectives and methodology for the study, as well as discuss potential challenges, concerns and issues that may surround the study.
- Merge voter and demographic data onto the District's property owner file for sampling, analysis, strategy development, and communications purposes.
- Working with the District's chosen Assessment Engineering Consultant, conduct a property owner analysis for the District which will play an important role in understanding the 'political landscape' within the District's boundaries given the fee methodology proposed by the engineer. This task will shape how the sample will be selected and guide the strategic discussions we have once the survey is complete.
- Using our proprietary Prop. 218 sampling methodology, develop a random stratified and clustered sample of property owners that takes into consideration property type, location, voting propensity, and proposed fee amount.
- Working closely with the District, develop an initial telephone survey of residential property owners to estimate their level of awareness, understanding and support for the proposed



**BASELINE SURVEY OF PROPERTY OWNERS
SURVEY REPORT**

PREPARED FOR THE
NIPOMO COMMUNITY SERVICES DISTRICT



APRIL 29, 2011



TRUENORTH
RESEARCH

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INTRODUCTION

Located in southern San Luis Obispo County, the Nipomo Community Services District (District) is responsible for providing a limited number of public services to its residential and commercial customers, the most important of which is safe and reliable water. Recent studies have shown that the Nipomo Mesa Management Area of the Santa Maria Groundwater Basin—the sole source of water for the area—is facing a potentially severe shortage situation. In other words, more water has (and continues to be) pumped from the basin than is replaced naturally. Some groundwater levels are currently as low as the worst historic readings and, if continued, overpumping will lead to sea water intrusion and contamination of the groundwater supply.

Given the current demands for water in the community, conservation efforts alone are not sufficient to reduce pumping to sustainable levels. The overall supply of water that is available to the community must be *increased* through an additional water source(s) to supplement groundwater. After studying several options including desalination of ocean water, wastewater recharge/reuse, and water from the Central Coast Water Authority Pipeline, experts concluded that the most feasible and cost-effective method for augmenting the water supply is to construct a pipeline and related facilities required to import water from the City of Santa Maria's water distribution system. In order to pay for the capital and operational costs of providing supplemental water, however, the District will need the financial support of the community through the passage of a benefit assessment.

MOTIVATION FOR BASELINE RESEARCH The primary purpose of this baseline study was to produce an unbiased, statistically reliable evaluation of property owners' *current* opinions and levels of support for funding the Waterline Intertie Project described above through a benefit assessment. Additionally, should the District decide to move forward with a measure, the data provides initial guidance as to how to structure a measure so that it is consistent with the community's priorities and expressed needs.

It is important to note at the outset that property owners' opinions about revenue measures are often somewhat fluid, especially when the amount of information they initially have about a measure or a project is limited—which is certainly the case with the Waterline Intertie Project. How property owners think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the project and why it is needed. This Baseline Survey is a snapshot in time, taken in advance of any organized efforts on the part of the District or others to educate the community about the water shortage situation or the Waterline Intertie Project. The results should be interpreted accordingly.

BENEFIT ASSESSMENT EXPLAINED Benefit assessments are very different than special taxes, such as parcel taxes or general obligation bonds. Unlike a special tax, a benefit assessment requires that those who participate own property in the District. In addition to residential property owners, owners of other types of properties (i.e., commercial, industrial, apartments, etc.) as well as absentee owners are eligible to participate. Whereas in special tax elections each vote is weighted equally in determining the outcome, in assessment ballot proceedings the higher the amount of a property owner's fee, the greater the weight of their vote in determining the outcome of the election. A majority of the weighted votes is required for a measure to pass. Assessment ballot proceedings also employ different voting procedures, as all property owners

are typically mailed a ballot that includes an information sheet, but does not include arguments in support or opposition as is the case with a special tax.

OVERVIEW OF METHODOLOGY For a full discussion of the research methods and techniques used in this study, turn to *Methodology* on page 15. In brief, the survey was administered by telephone to a random sample of 400 property owners who receive their water service from the Nipomo Community Services District, Woodlands Mutual Water Company, Golden State Water Company, or Rural Water Company—the four water purveyors who will receive imported water from the Project and share in the capital and operational costs. The survey was administered between February 8 and February 15, 2011, and the average interview lasted 17 minutes.

ACKNOWLEDGEMENT True North thanks the Nipomo Community Services District for the opportunity to conduct the study. A special thanks also to Tramutola LLC and Terrain Consulting for assisting in the overall research design. Their collective expertise and insight improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the Nipomo Community Services District. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 600 survey research studies for public agencies—including more than 300 studies for California municipalities and special districts, and more than 200 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more than 90% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$19 billion in successful local revenue measures.

KEY FINDINGS & CONCLUSIONS

The following key findings and conclusions are based on True North's interpretations of the survey results and the firm's collective experience conducting hundreds of revenue measure studies for public agencies throughout the State.

How does having a reliable supply of drinking water rate in importance relative to other issues?

One of the more striking findings of the survey is that property owners in the Nipomo Mesa place great value on having an adequate supply of safe drinking water and protecting the quality of water supplies. When asked to rate the importance of seven issues facing the community, respondents rated these two issues as the two *most* important issues—even more important than improving public safety, increasing local job opportunities, and limiting local tax increases.

Do property owners appreciate the magnitude of the water shortage problem?

Placing great value on having an adequate supply of safe drinking water is one thing. Recognizing and *appreciating* the magnitude of the water shortage problem is quite another. The survey results indicate that many property owners are not *aware* that the region is facing a severe water shortage. Moreover, among those that have previously heard of the water shortage problem, it appears that a substantial percentage do not appreciate the magnitude of the problem and/or do not understand the negative consequences. A small percentage of property owners are also under the impression that the water shortage problem does not actually exist.

Are property owners prepared to support a benefit assessment given the information they have at this time?

Before property owners are willing to support a *solution*, they must first understand the nature and extent of the *problem*. As noted above, a sizeable percentage of property owners do not know a water shortage problem exists, do not understand the consequences of the problem, and/or mistakenly believe that there is enough water in the basin to continue supporting the demands of the community. That this pattern exists is not surprising, in some respects, given the absence to date of any disciplined efforts to educate property owners on these issues. However, the failure to understand and appreciate the nature of the problem naturally leads to weak levels of support for the proposed solution (benefit assessment) at the present time. During the space of the survey, weighted support for the benefit assessment ranged from 25% to 38% depending on the context, with the percentage who were undecided being as high as 14%.

What are the recommended next steps?

Given the great importance that property owners assign to ensuring that the region has a safe and reliable source of water, the principal challenge facing the District in the short term is to educate property owners about the realities of the water shortage problem and its consequences. Until they understand the problem, they will be unprepared to make an informed decision about the proposed solution. Accordingly, True North

recommends that the District begin the dialogue with the community through an effective public education and outreach effort.

SURVEY RESULTS



Nipomo Community Services District
 Assessment Baseline Survey
 Survey Results
 April 2011

Section 1: Introduction to Study

Hi, may I please speak to the head of household? My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey of property owners about important issues in Nipomo (Nuh-PO-mo) and the Mesa (May-suh) and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 10 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Local Issues

Q1 To begin, I'm going to read a list of issues in your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

	Randomize	Extremely important	Very important	Somewhat important	Not at all important	Not sure	Refused
A	Protecting the environment	20%	35%	37%	8%	1%	0%
B	Ensuring an adequate supply of safe drinking water	46%	43%	8%	2%	1%	0%
C	Improving public safety	21%	40%	31%	6%	1%	1%
D	Improving the quality of education	36%	35%	22%	5%	1%	1%
E	Protecting our water quality	40%	46%	11%	2%	0%	0%
F	Limiting local tax increases	31%	37%	22%	8%	1%	0%
G	Increasing local job opportunities	26%	41%	27%	4%	1%	0%

Section 3: Awareness of Water Provider						
Q2		Prior to taking this survey, had you ever heard of the <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company>? <i>Insert water provider's name based on S3.</i>				
		Overall	Nipomo CSD	Woodlands Mutual	Golden State	Rural Water
1	Yes	94%	95%	100%	85%	96%
2	No	6%	5%	0%	14%	2%
98	Not sure	0%	0%	0%	0%	2%
99	Refused	0%	0%	0%	1%	0%
Q3		In general, how familiar would you say you are with the <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company>? Would you say you are very familiar, somewhat familiar, slightly familiar, or not at all familiar?				
		Overall	Nipomo CSD	Woodlands Mutual	Golden State	Rural Water
1	Very familiar	44%	35%	64%	41%	70%
2	Somewhat familiar	33%	40%	29%	25%	19%
3	Slightly familiar	14%	16%	7%	16%	5%
4	Not at all familiar	2%	3%	0%	4%	0%
	Not aware (from Q2)	6%	5%	0%	14%	4%
98	Not sure	1%	1%	0%	0%	2%
99	Refused	0%	0%	0%	0%	0%

Section 4: Initial Ballot Test

The <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company> provides all of the fresh water in your service area. Next year, property owners in your community may be asked to vote on a local ballot measure. Let me read you a summary of the measure:

Q4 In order to:

- ◊ Ensure that we have safe and reliable sources of high quality water
- ◊ Build the Water Pipeline and facilities needed to provide enough drinking water to meet the needs of the community
- ◊ Protect against seawater contamination of our drinking water sources
- ◊ And avoid environmental problems caused by over pumping groundwater

Shall property owners in your community be assessed an annual fee for each property that they own? The fee for your property would be approximately: \$<Rate A> per year. The measure would require regular reports to the community for community oversight, and that all money be used to build the water pipeline project.

If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?

1	Definitely yes	11%	Skip to Q6
2	Probably yes	14%	Skip to Q6
3	Probably no	20%	Ask Q5
4	Definitely no	41%	Ask Q5
98	Not sure	14%	Skip to Q6
99	Refused	0%	Skip to Q6

Q5 Is there a particular reason why you would not support the water measure I just described? Verbatim responses recorded and later regrouped into categories shown below.

Measure is too expensive	24%
Measure isn't necessary / Sufficient water supply	15%
Need more information	15%
Taxes already too high	13%
Do not trust agencies, management	12%
Concern about past, future growth	9%
Water rates already too high	6%
Wasteful, misuse of money	5%
Economic recession	4%
Should find other funding sources	3%
Everyone should pay equally	2%
Solution overdue, could have been addressed sooner	2%
Will not change the quality of water	2%
Agencies need to live within budget	1%

Section 5: Fee Threshold

Q6 The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the district. However, the amount to be charged to each parcel has not been determined yet.

If you heard that your household would pay _____ per year for each property that you own in the district, would you vote yes or no on the measure? *Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?*

Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.

Ask in order	Definitely yes	Probably yes	Probably no	Definitely no	Not sure	Refused
A High rate	12%	14%	18%	46%	8%	0%
B 80% of High rate	17%	12%	19%	44%	8%	1%
C 60% of High rate	24%	14%	16%	38%	7%	0%

Section 6: Background Information about the Water Pipeline Project

Q7 Next, I'd like to provide you with some background information about the Water Pipeline Project that would be funded by the measure. As I read each piece of information, I'd like to know whether the information affects your support for the measure.

Here is the (first/next) one: _____. Hearing this, are you more likely to support the measure, or does this information have no effect? *If 'more likely', ask: Would that be much more likely or somewhat more likely?*

Read in Order	Much More Likely	Somewhat More Likely	No Effect	Not Sure	Refused
A All of the water in your community is pumped from the local groundwater supply. The water supply has been over pumped for many years, meaning that much more water has been pumped out than is replaced naturally. Now there is a serious water shortage.	17%	20%	54%	7%	2%
B Pumping too much water from the groundwater supply each year can result in seawater contaminating the water supply and other water quality problems.	19%	25%	48%	7%	1%
C To meet the needs of the community, local water providers have to obtain new sources of fresh drinking water. There are no other local sources of water that can be used.	21%	26%	48%	5%	1%

D	Studies have shown that the most cost-effective method for increasing the water supply is to import water from Santa Maria. To do this, local water providers have proposed to share in the cost of building a pipeline, pumps, and treatment facilities.	18%	31%	45%	5%	2%
E	The ballot measure I described earlier will raise money to build the Water Pipeline and facilities needed to provide water for your community.	16%	29%	51%	3%	1%

Section 7: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q8 Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?		Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Refused
	<i>Randomize</i>						
A	All money raised by the measure will stay in our community to build the Water Pipeline Project. It can't be taken away by the State or used for other purposes.	29%	32%	35%	2%	1%	1%
B	There will be a clear system of accountability including annual reports to the community and a Citizen's Oversight Committee to ensure that the money is spent properly.	21%	33%	43%	1%	1%	1%
C	We are in a water crisis. Studies show there is not enough local groundwater to support our community. We need to support this measure so we can have an adequate supply of safe, reliable fresh water.	16%	42%	40%	1%	1%	0%
D	This measure ensures that all property owners pay their fair share.	18%	31%	47%	2%	1%	1%
E	Water is critically important to maintaining our local economy, creating jobs, maintaining property values, and protecting our overall quality of life. We need to support this measure.	18%	39%	42%	0%	0%	1%
F	This project is NOT growth inducing. It is designed to meet the community's current need for water and replenish the ground water system that continues to be over pumped.	16%	39%	42%	1%	1%	1%

G	This measure is supported by a broad coalition of individuals and community organizations, including environmental groups, local businesses, and concerned property owners.	12%	36%	49%	0%	2%	1%
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Section 8: Interim Ballot Test

Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:

Q9	<p>In order to:</p> <ul style="list-style-type: none"> ◦ Ensure that we have safe and reliable sources of high quality water ◦ Build the Water Pipeline and facilities needed to provide enough drinking water to meet the needs of the community ◦ Protect against seawater contamination of our drinking water sources ◦ And avoid environmental problems caused by over pumping groundwater <p>Shall property owners in your community be assessed an annual fee for each property that they own? The fee for your property would be approximately: \$ <Rate A> per year. The measure would require regular reports to the community for community oversight, and that all money be used to build the water pipeline project.</p> <p>If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>		
	1	Definitely yes	12%
	2	Probably yes	16%
	3	Probably no	17%
	4	Definitely no	46%
	98	Not sure	8%
	99	Refused	0%
Q10	<p>A benefit assessment measure is the least expensive way to raise the money needed to build the water pipeline project, which is why it was chosen.</p> <p>If this measure does not pass, the water providers will be forced to raise water rates to pay for the Project. A rate increase will be more expensive for customers, especially those with homes and developed properties.</p> <p>Knowing this, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>		
	1	Definitely yes	18%
	2	Probably yes	19%
	3	Probably no	15%
	4	Definitely no	34%
	98	Not sure	13%
	99	Refused	1%

Section 9: Negative Arguments

Next, let me tell you what opponents of the measure are saying.

Q1) Opponents of the measure say: ----- Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?		Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Not sure	Refused
	<i>Randomize</i>						
A	People are having a hard time making ends meet with the housing crisis, financial crisis, and the economy in recession. Now is NOT the time to be raising taxes.	47%	29%	23%	0%	1%	1%
B	Water agencies have either raised rates recently, or plan to do so soon. They should use THAT money to pay for these projects, not a new tax.	29%	39%	28%	1%	2%	0%
C	This measure isn't fair. It charges some property owners a lot more than others, even though they use about the same amount of water.	32%	32%	30%	1%	3%	2%
D	This measure will encourage growth and development.	23%	28%	44%	2%	2%	2%
E	This project is NOT needed. There is no real evidence of salt water intrusion into our local ground water.	19%	40%	33%	2%	4%	2%
F	This problem can be solved by making water conservation mandatory. We don't need to build a pipeline to import water.	16%	42%	39%	1%	1%	0%

Section 10: Final Ballot Test

Now that you have heard a bit more about the measure, let me read you a summary of it one more time.

Q12	In order to:	
	<ul style="list-style-type: none"> ◊ Ensure that we have safe and reliable sources of high quality water ◊ Build the Water Pipeline and facilities needed to provide enough drinking water to meet the needs of the community ◊ Protect against seawater contamination of our drinking water sources ◊ And avoid environmental problems caused by over pumping groundwater 	
<p>Shall property owners in your community be assessed an annual fee for each property that they own? The fee for your property would be approximately: \$<Rate A> per year. The measure would require regular reports to the community for community oversight, and that all money be used to build the water pipeline project.</p> <p>If the election were held today, would you vote yes or no on this measure? Get answer, then ask: Would that be definitely (yes/no) or probably (yes/no)?</p>		
1	Definitely yes	12%
2	Probably yes	15%
3	Probably no	17%
4	Definitely no	49%
98	Not sure	6%
99	Refused	0%

Section 11: Background & Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	In general, do you have a favorable or unfavorable opinion of the <Nipomo Community Services District/Woodlands Mutual Water Company/Golden State Water Company/Rural Water Company>, or do you have no opinion either way?					
			Overall	Nipomo CSD	Woodlands Mutual	Golden State
1	Favorable	35%	34%	64%	21%	32%
2	Unfavorable	19%	19%	0%	15%	36%
3	No opinion	46%	45%	36%	63%	31%
99	Refused	1%	2%	0%	1%	1%

D2			
How long have you owned property in Nipomo (Nuh-PO-mo) or the Mesa?			
1	Less than 1 year		0%
2	1 year to less than 5 years		13%
3	5 years to less than 10 years		20%
4	10 years to less than 15		26%
5	15 years or more		39%
99	Refused		1%
D3			
Do you own more than one property in the area?			
1	Yes		16%
2	No		84%
99	Refused		1%
D4			
Do you have undeveloped property in the area that you eventually want to build on?			
1	Yes	10%	Ask D5
2	No	89%	Skip to D7
99	Refused	1%	Skip to D7
D5			
Is your undeveloped property in the service area of one of the following water providers: Nipomo Community Services District, Woodlands Mutual Water Company, Golden State Water Company, or Rural Water Company?			
1	Yes	87%	Ask D6
2	No	9%	Skip to D7
99	Refused	4%	Skip to D7
D6			
If you knew that this measure will ensure that there is enough water to allow your property to be developed in the future, and that it will also lower your cost of connecting to the water system by 70%, would you vote yes or no on the measure?			
1	Yes		26%
2	No		53%
98	Not sure		4%
99	Refused		16%
D7			
Prior to taking this survey, were you aware that there is a serious water shortage in your area?			
1	Yes		64%
2	No		23%
3	Don't believe there is a water shortage		11%
99	Refused		3%

D8	Do you consider yourself to be an environmentalist? <i>If yes, ask: Would that be a strong or a moderate environmentalist?</i>	
	1 Yes, strong environmentalist	12%
	2 Yes, moderate environmentalist	40%
	3 No, not an environmentalist	46%
	99 Refused	3%

Those are all of the questions that I have for you. Thanks so much for participating in this important survey.

Post-Interview & Sample Items

S1	Gender	
	1 Male	53%
	2 Female	47%

S2	Household Party Type	
	1 Single Dem	7%
	2 Dual Dem	8%
	3 Single Rep	9%
	4 Dual Rep	20%
	5 Single Other	7%
	6 Dual Other	3%
	7 Dem & Rep	5%
	8 Dem & Other	4%
	9 Rep & Other	7%
	0 Mixed (Dem + Rep + Other)	1%
	Not on file	30%

S3	Water Purveyor	
	1 Nipomo CSD	57%
	2 Woodlands Mutual Water Co	10%
	3 Golden State Water Co	19%
	4 Rural Water Co	14%

M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the District, Tramutola LLC, and Terrain Consulting to develop a questionnaire that covered the topics of interest and avoided possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only respondents who had heard of their water provider prior to taking the survey (Question 2) were asked how familiar they are with the provider (Question 3). The *Survey Results* section of this report identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of key-punching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the District prior to formally beginning the survey.

SAMPLE, WEIGHTING & MARGIN OF ERROR The survey was administered to a stratified and clustered random sample of property owners who would be included in the benefit assessment proceeding—including individuals who own property but do not reside in the Nipomo Mesa. Because the assessment fee varies considerably depending on the size and status of each property (developed or undeveloped), the sample was stratified by estimated fee amount, as well as location, to ensure a proper balance of property owners in the survey. Moreover, because the votes in an assessment proceeding are weighted by the fee amount, the results of the survey were similarly weighted by the fee amount for each respondent. Using this methodology, a sample of 400 property owners drawn from the estimated 7,780 property owners in the districts will produce survey results with a statistical margin of error due to sampling of +/- 4.8% at the 95% level of confidence.

DATA COLLECTION The method of data collection was telephone interviewing. Interviews were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between February 8 to February 15, 2011. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. The interviews averaged 17 minutes in length.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and crosstabulations.

Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

TO: BOARD OF DIRECTORS
FROM: MICHAEL LEBRUN *ML*
INTERIM GENERAL MANAGER



DATE: JANUARY 21, 2011

REVIEW WATERLINE INTERTIE PROJECT – CONSIDER THE FOLLOWING: (A) DELIVERY VOLUME FOR PROPOSED ASSESSMENT; AND (B) NEXT STEPS AND SCHEDULE

ITEM

Review Waterline Intertie Project (WIP) Delivery Volume for Proposed Assessment and Schedule [CONSIDER INFORMATION PRESENTED AND ESTABLISH DELIVERY VOLUME FOR PROPOSED ASSESSMENT AND PROVIDE INSTRUCTION TO STAFF]

BACKGROUND

The District has been pursuing a Waterline Intertie Project with the City of Santa Maria for a number of years. The Project is intended to diversify the Districts supply portfolio and thereby increase supply dependability through the foreseeable yet uncertain future and consistent with the project objectives listed in the Project EIR. The Project design phase is nearing completion and Project funding efforts via an Assessment District and rate charges are now being evaluated in detail. Education and Outreach efforts will be coordinated with the Assessment proceedings in order to inform the affected property owners about the Project and proposed charges.

The outreach program has been delayed to allow staff to revisit project costs and the apportionment of those costs between assessment and rates.

Today, staff is presenting a revised project schedule, revised project costs (construction and soft costs), and a proposal for reducing the amount of supplemental water included in the proposed assessment.

SCHEDULE

Up until recently, the Project schedule was dictated by design elements. In the coming months the assessment schedule and coordinated outreach efforts will lead project timing. A schedule showing the integration of assessment proceedings and outreach efforts is attached. The next step in this process is to provide the outreach consultant final assessment numbers with which to base survey questions on and then commence survey (Step 29, Phase I – Data Collection). The results of this initial survey are scheduled to be presented to your Board on March 23, 2011. Following the survey, the Assessment Engineer's Report and letters to property owners will be revised as necessary. The final Draft Engineer's Report and property owner letters are scheduled to be brought before your Board on April 25 and the County Board of Supervisors on May 3.

Following approval by both agencies, letters describing the assessment and providing property owners and estimate for assessment will be circulated and a 30-day public review period will commence. After the public review, the Assessment Engineer's report will be finalized and the assessment ballots will be prepared. Ballots are tentatively scheduled to be mailed on August

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29, 2011 and the assessment hearing is tentatively scheduled to be closed by the County Board of Supervisors on October 18, 2011.

The most challenging aspect of staying on schedule will be the coordination of outreach efforts and assessment proceedings. Staff has scheduled a conference call with the Assessment Engineer and Outreach team for January 27 during which the schedule will be reviewed and discussed in detail to identify 'tight spots' and key milestones. It is envisioned that the District General Manager, and to a lesser degree representatives from the other purveyors, will lead the outreach effort.

PROJECT COSTS

The cost of building the intertie pipeline has remained relatively stable at near \$23.6 Million, as design has progressed during the past year. In an effort to provide the Assessment Engineer a final cost estimate for inclusion in the Assessment Report, and with an understanding that this value would set the ceiling for property assessments, staff reviewed project soft costs and increased budget estimates where justified. A table highlighting these changes and the basis for them is attached. Staff will review this table during the Board Meeting. The current estimated grand total for the project is **\$25.3 Million** dollars. This project total is the basis for the Assessment values presented today.

Staff feels the current cost estimate is conservatively high, yet reasonable. The estimate represents a balance between insuring the assessment generates enough revenue to complete the project while at the same time keeping the cost to property owners as reasonable as possible.

ASSESSMENT BASIS

Monies raised via the assessment process must be used for capital infrastructure and related expenses. The District intends to fund the Waterline Intertie Project cost outlined above and a *portion* of the capital cost of the water charge from City of Santa Maria, through assessment of property owners who will receive a special benefit from the Project. Up to this point, the District used 3000 acre-feet of water per year (AFY) at \$1,270 acre/foot with a 69% capital factor for Santa Maria water costs as the basis for assessment calculation. This resulted in a charge of approximately **\$35 Million** in water-charge related capital costs over the 30-year bond period and in effect 'drove' the assessment costs.

Staff investigated scenarios where the *capital portion* of water costs from Santa Maria were split between rate charges and assessment. Staff believes the bi-monthly water rates and charges could not be further increased without negatively impacting water sales (due to excessive rates) and thus impact the entire rate-revenue model. District bi monthly water rates and charges are currently envisioned to require a 7% increase per year to cover existing operating revenue deficiencies and 5.5% per year to cover costs associate with the non-capital portion of Santa Maria Water cost. This results in an estimated 12.5% rate increase yearly over the 5-year rate study period. This is an estimate of the average rate increase across the customer base. The District intends to convert from a two-tier to four-tier rate structure when these rate changes are adopted. The rate increase experienced by customers whose water demands put them in the higher tiers of the new structure will be significantly greater than this estimated average.

Staff revisited the purchase Agreement with the City of Santa Maria to explore other options. This Agreement puts forth a minimum delivery schedule of 2,000 AFY for the first ten years of the agreement, 2,500 AFY for the second ten years and 3,000 AFY for next ten years. The Agreement also defines the cost of water based on Tier I of the City's rate (variable) and a

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delivery cost factor which is set on a consumer price index (variable) value that tracks the cost of energy in the southern part of the state. Staff verified with the City of Santa Maria that their rates are currently on a 5% per year increase schedule that continues through July 2012. City water rates are subject to escalation throughout the Agreement period. Staff has not yet been able to verify any changes in the CPI value. The current cost of Santa Maria water, without consideration for changes in the CPI during the past two-years (relatively stable energy costs) is \$1,324/AF. This value resulted in an increase of approximately \$15 per year in the assessment and is used in the updated assessment values summarized below.

The delivery of supplemental water to the District and Mesa is also governed by the June 30, 2005 Stipulation filed with the court overseeing Santa Maria Groundwater Basin adjudication. The stipulation envisions a flow rate of 2,500 AFY and apportions that flow between the four purveyors.

Staff is recommending a 2000 AFY delivery schedule be used as a basis for assessment, with the purveyor partners (Golden State Water Company, Rural Water Company, Woodlands Mutual Water Company) taking their full apportionment relative to 2,500 AFY throughout the assessment period (30-years) and the District taking the balance. This change lowers the cost per benefit unit to District property owners by nearly \$130/year and does not impact the cost per benefit unit to purveyor partners. In year ten of water delivery and again in year twenty, the District will be required by Agreement with Santa Maria to increase water delivery by 500 AFY. Since the timing of these increases will be known (based on date of first delivery of Santa Maria water via the intertie) the District will have ample time to plan for the increased costs associated with the increase delivery. Since the purveyor partners will already be receiving full allotments, the District will be on its own to consider funding models (Assessment, rates, development fees) for the water. The NMMA-TG is empowered to seek a court order to require the District to import more water. If the Technical Group makes such demands it is assumed that water severity triggers (Groundwater Index) and other physical evidence (seawater intrusion) are present and the import of additional water would be discussed in this context with District customers and property owners.

Estimated assessment cost per Benefit Unit (NCSD only)		
Developed Property	\$213 – 267	(previously \$345 – 410)
Undeveloped Property	\$358 – 412	(previously \$429 – 496)

FISCAL IMPACT

Budgeted staff time was used to prepare this report. The Santa Maria Waterline Intertie Project is, by far, the largest capital improvement project ever undertaken by the District.

RECOMMENDATION

Staff recommends that the Board consider the information presented and provide staff policy direction to use 2000 AFY as the delivery basis for Assessment proceedings.

ATTACHMENTS

WIP Assessment and Outreach Timeline
WIP Cost Summary

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