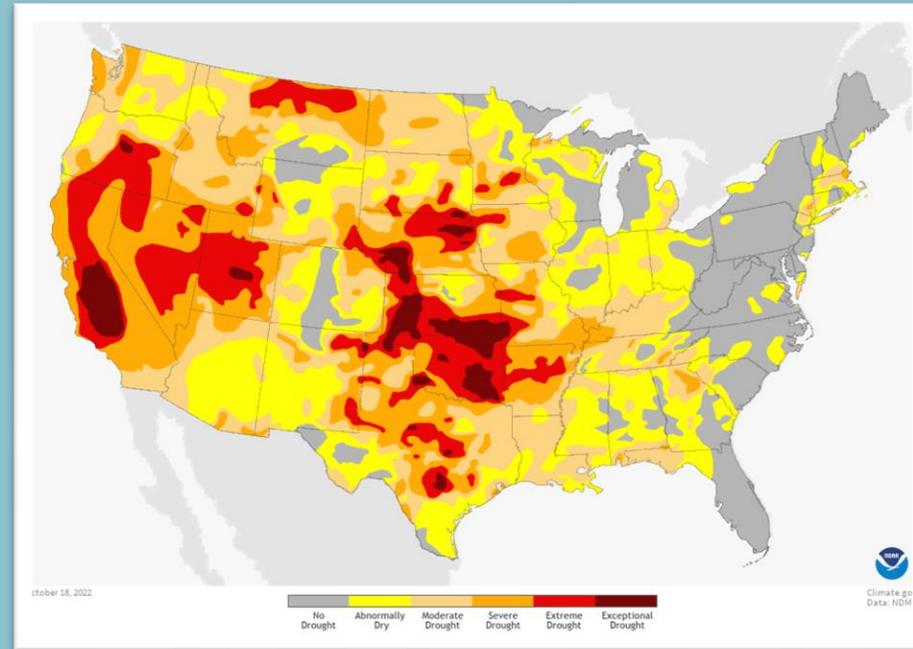


Customer Conversations 2022



Drought Plan Update

Customer Conversations 2022

- **Nov. 15 (6 PM), 16 (Noon), 17 (6 PM) via ZOOM**
- **Open to all Water Authority customers (space limited; registration required)**
- **Promoted via bill insert, social media, news release and email blast**
- **\$35 Target gift card offered as incentive**



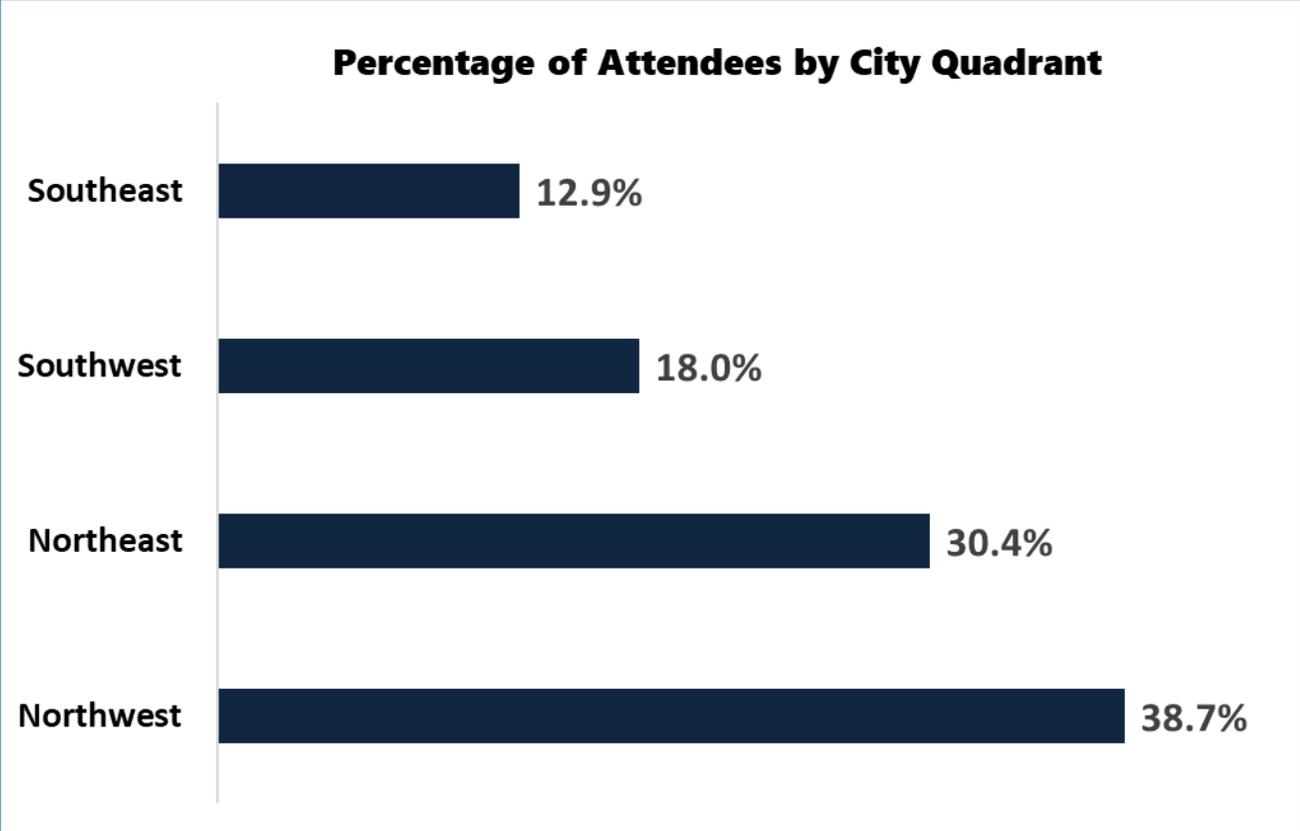
REGISTRATIONS and ATTENDANCE

	Attendance	Registration	No-Shows
2020	78	209	113 (59%)
2021	93	213	120 (56%)
2022	194	464*	141 (42%)

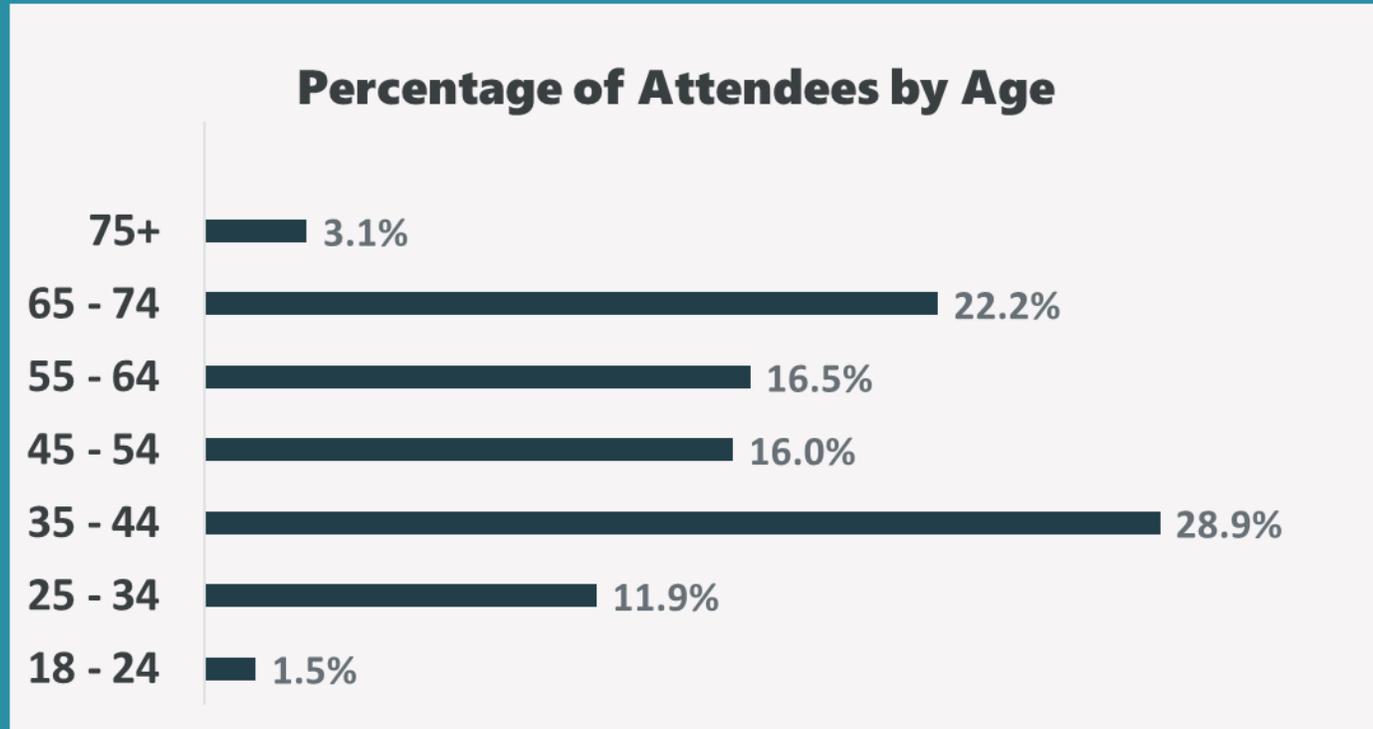
Participation up 92% compared to 2021
*(more registrations allowed based on
historic no-show levels)*



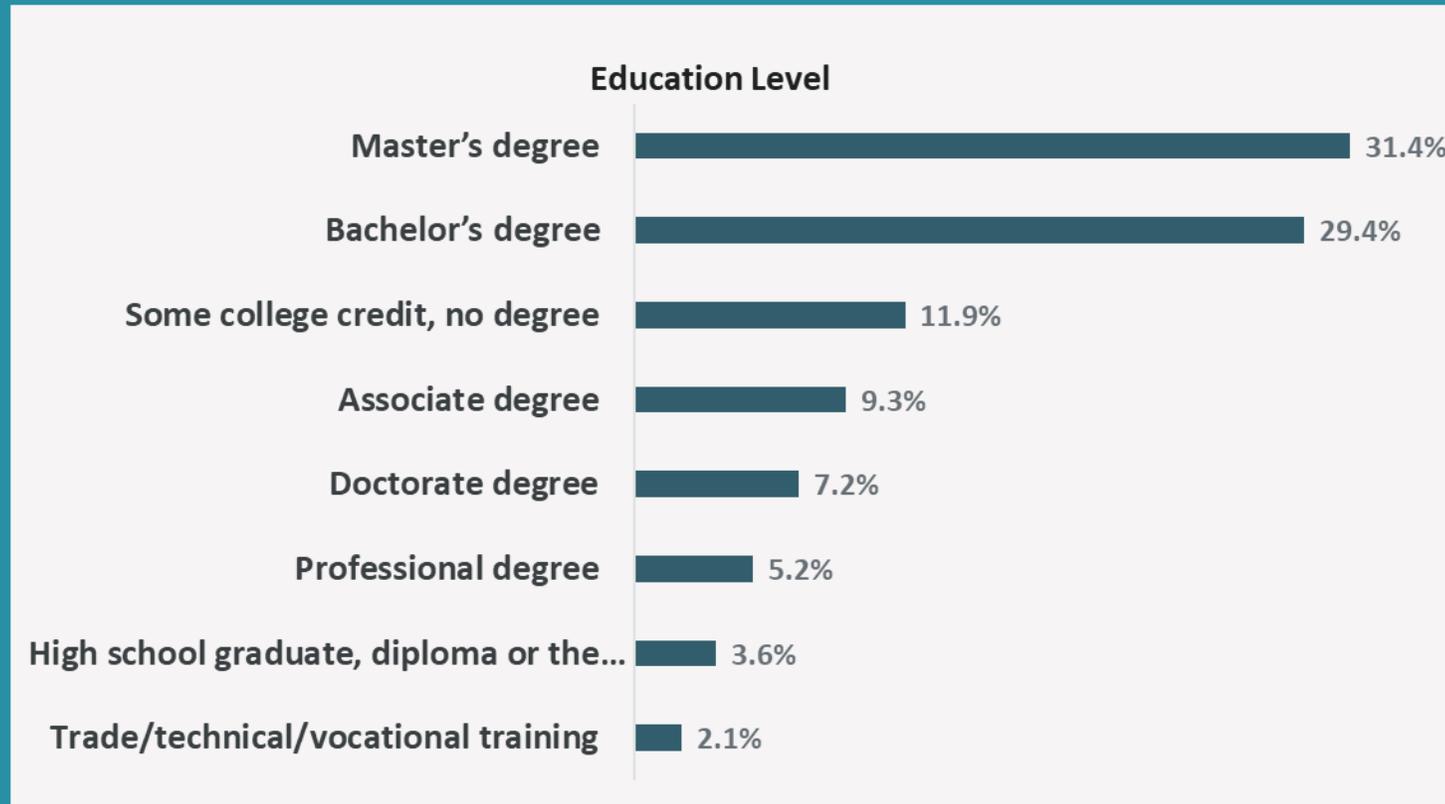
PARTICIPANT DEMOGRAPHICS: GEOGRAPHY



PARTICIPANT DEMOGRAPHICS: AGE

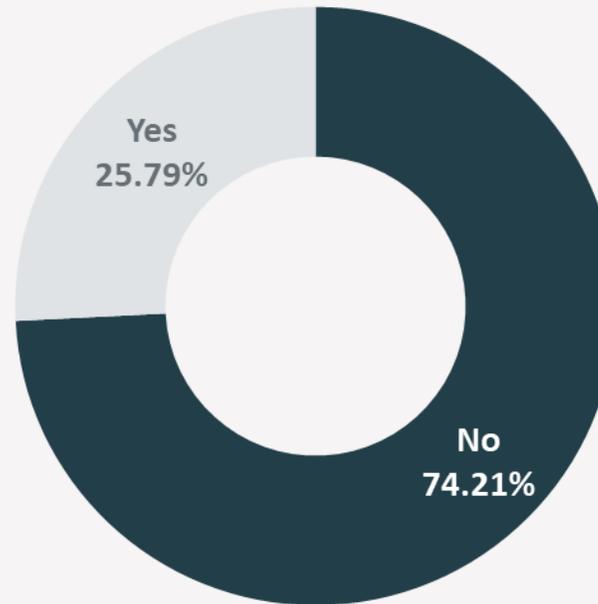


PARTICIPANT DEMOGRAPHICS: EDUCATION



NEW VS. REPEAT PARTICIPANTS

Have you participated in a Water Authority Customer Conversations Before?



PARTICIPANT EVALUATIONS (Somewhat or Strongly Agree)

My time was well spent.....98.4%

My input was valued.....99.5%

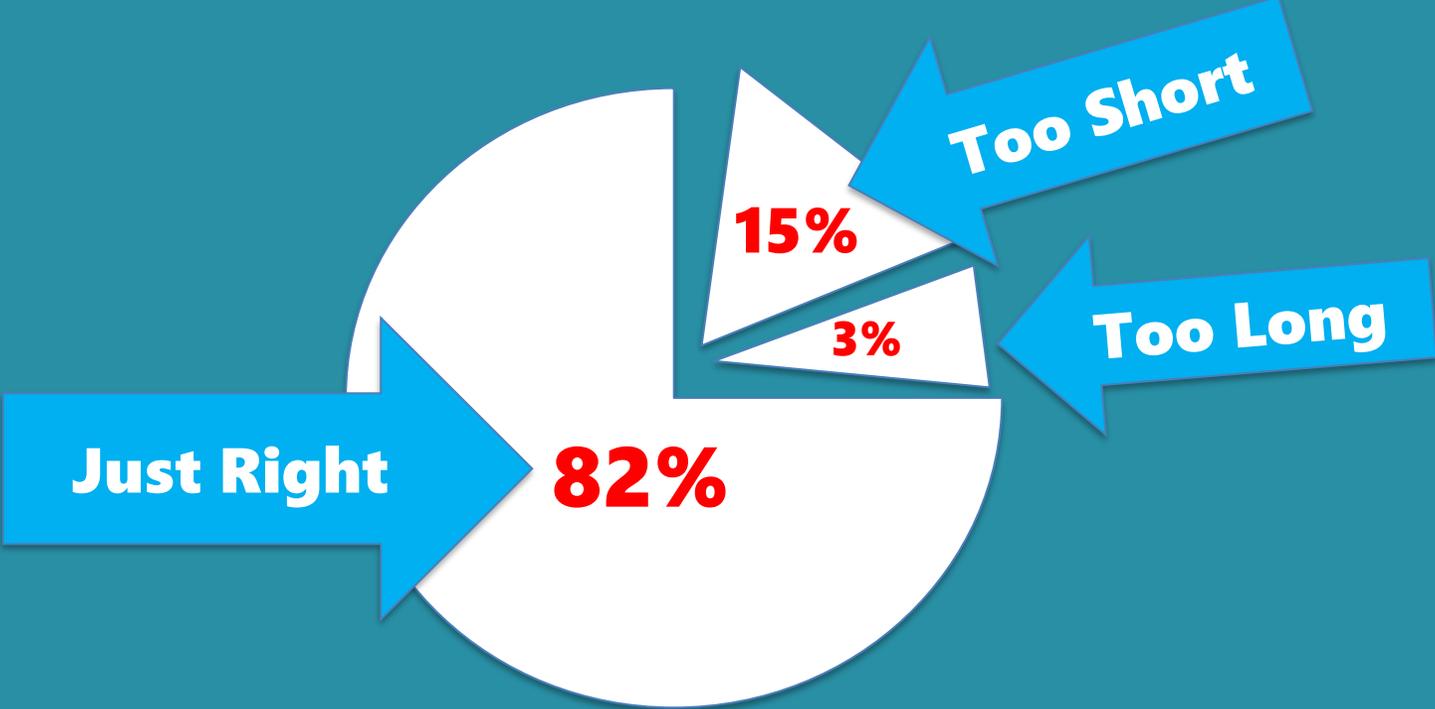
I would participate again.....100%

I learned something about drought planning.....98.4%

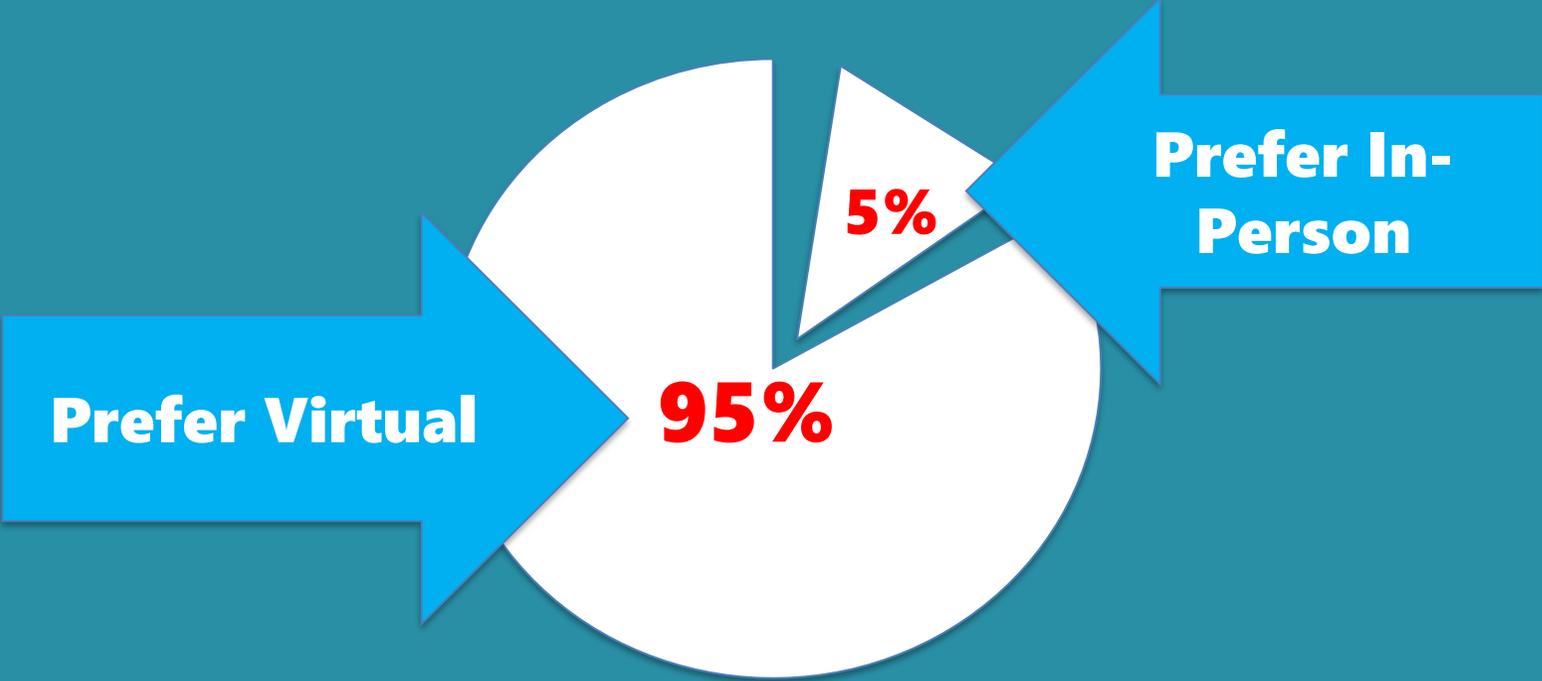


PARTICIPANT EVALUATIONS: Length of Meeting

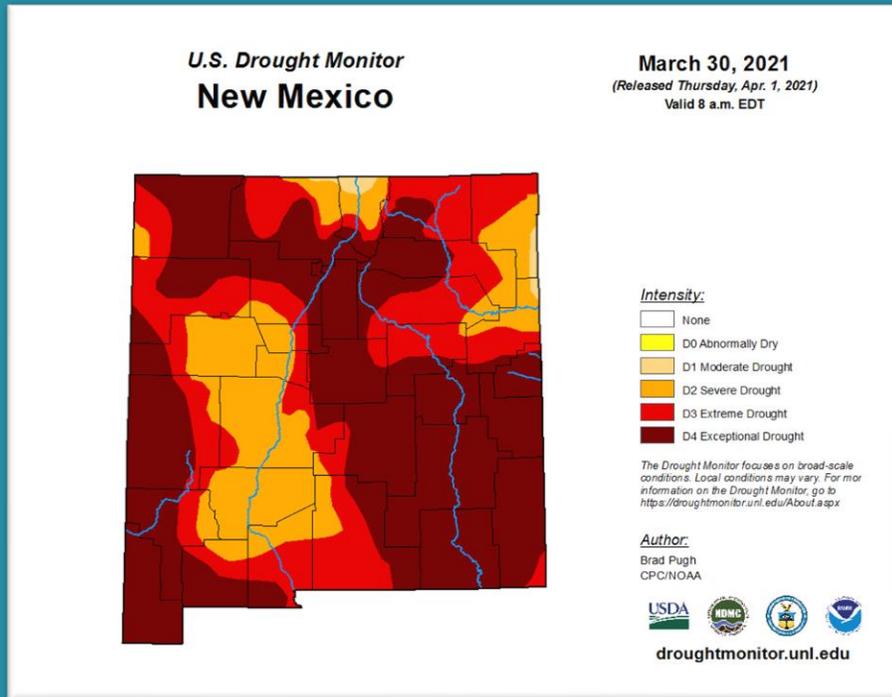
(For 2022, meeting length was shortened from 90 minutes to 60 minutes)



PARTICIPANT EVALUATIONS: Meeting Format



MEETING OUTLINE



- **Drought defined**
- **Drought classifications explained**
- **Current Drought Plan, measures and objectives discussed**
- **Possible new measures presented**
- **Moderated breakout discussions of new measures**
- **Participant evaluation**



BREAKOUT SESSION FEEDBACK

With proposed drought measure rated from 1 (bad) to 5 (best)

Use targeted, direct outreach to high-use (top 5%) customers offering free water audits



BREAKOUT SESSION FEEDBACK

With proposed drought measure rated from 1 (bad) to 5 (best)

Create assistance program for installation of water-saving devices by low-income homeowners



BREAKOUT SESSION FEEDBACK

With proposed drought measure rated from 1 (bad) to 5 (best)

Increase conservation surcharges earlier, but apply to high-use customers only



BREAKOUT SESSION FEEDBACK

With proposed drought measure rated from 1 (bad) to 5 (best)

Enact ordinance restricting use of ornamental, non-functional turf (e.g., in parking lots, medians, etc.)



BREAKOUT SESSION FEEDBACK

With proposed drought measure rated from 1 (bad) to 5 (best)

Restrict landscape watering to one day per week at Drought Stage 2 instead of Stage 3

1

31%

2

19%

3

19%

4

15%

5

17%





Questions?

