

Staff Report

for the Board of Directors Meeting of December 11, 2019

TO: Honorable Board of Directors

FROM: Greg Jones, Assistant General Manager *GJ*

DATE: December 4, 2019

SUBJECT: NID Community Survey & Communications Opportunities

ADMINISTRATION

RECOMMENDATION:

Receive an informational presentation on NID's community survey and 2020 communications plan.

BACKGROUND:

From Friday, September 20, 2019 to Wednesday, September 25, 2019, Probolsky Research conducted a live-interviewer telephone and online survey among Nevada Irrigation District customers. A total of 300 customers were surveyed (100 by telephone and 200 online). Interviews were conducted with respondents on both landline and mobile phones and were offered in English and Spanish languages.

For the online survey phase, Probolsky Research invited participation via email and text message. Security measures precluded individuals from completing the survey more than once and allowed only the designated resident to complete the survey. Online respondents could use their computer, tablet or smart phone to participate.

Probolsky applied a stratified random sampling methodology to the sample design which ensured that the demographic proportions of respondents match the demographic composition of the District. A survey of this size yields a margin of error of +/-5.8%.

NID staff have analyzed the survey and have begun to develop a 2020 communications plan which will seek to educate District customers on the reliability, value and transparency of NID's activities and practices.

This item supports District Strategic Plan Goal #2 by surveying our community and strengthening our communications and educational outreach.

BUDGETARY IMPACT:

FY 2019 Probolsky contract was \$23,250 and was budgeted under Management – Consulting (10115-52603), there is a \$0 balance left in this account for 2019.

In the FY 2020 Budget, Communications has been allocated in Management (10115) totaling \$90,000 for all Communications activities inclusive of: Consulting (52603), Outreach (52709) and Education (52711). This budget amount does not include salaries.

Attachments (2):

- Probolsky Research PPT Presentation
- NID PPT Presentation

Nevada Irrigation District

Community Survey

Presentation

November 26, 2019



Opinion Research on
Elections and Public Policy

Probolsky Research
3990 Westerly Place Suite 185
Newport Beach CA 92660

Newport Beach (949) 855-6400
San Francisco (415) 870-8150
Washington DC (202) 559-0270

Nevada Irrigation District – Community Survey

Survey Methodology*

From Friday, September 20, 2019 to Wednesday, September 25, 2019, Probolsky Research conducted a live-interviewer telephone and online survey among Nevada Irrigation District customers.

A total of 300 customers were surveyed (100 by telephone and 200 online). A survey of this size yields a margin of error of +/-5.8%. Interviews were conducted with respondents on both landline and mobile phones (23%) and were offered in English and Spanish languages. For the online survey phase, we invited participation *via* email and text message. Security measures precluded individuals from completing the survey more than once and allowed only the designated resident to complete the survey. Online respondents could use their computer, tablet or smart phone to participate.

Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the demographic composition of the universe being researched.

Probolsky Research specializes in opinion research on behalf of corporate, election, government, non-profit, and special interest clients.

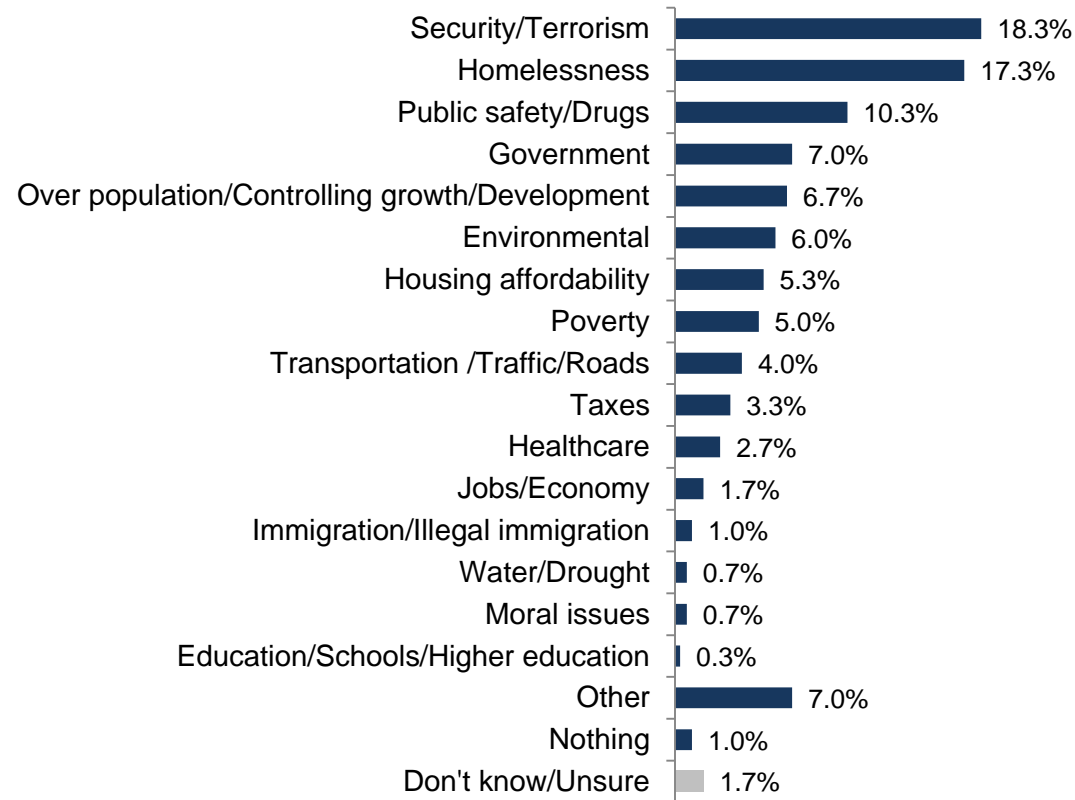
**Due to rounding, totals shown on charts may not add up to 100%*



18.3% think security/terrorism is the biggest

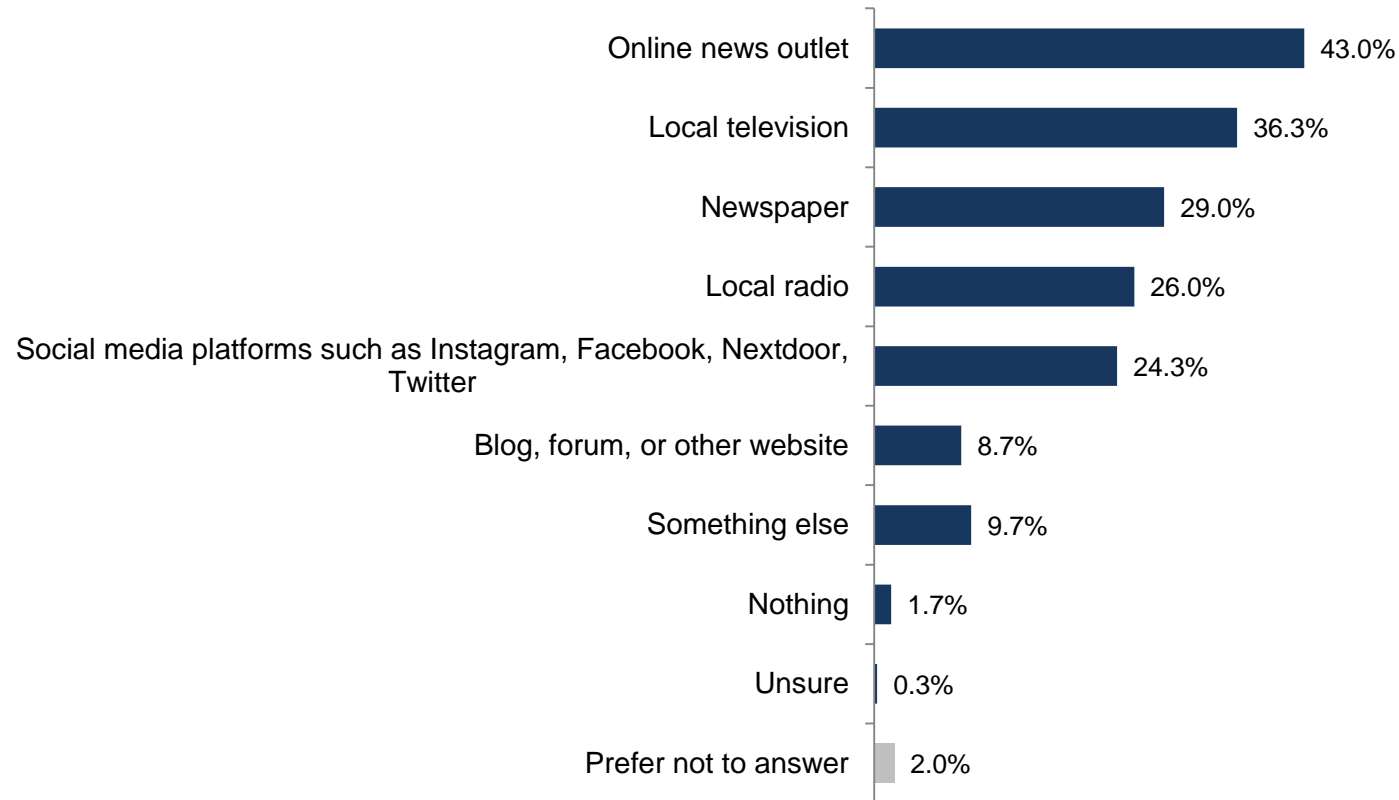
issue facing their community today

Question 1: What is the most important issue facing your community today?



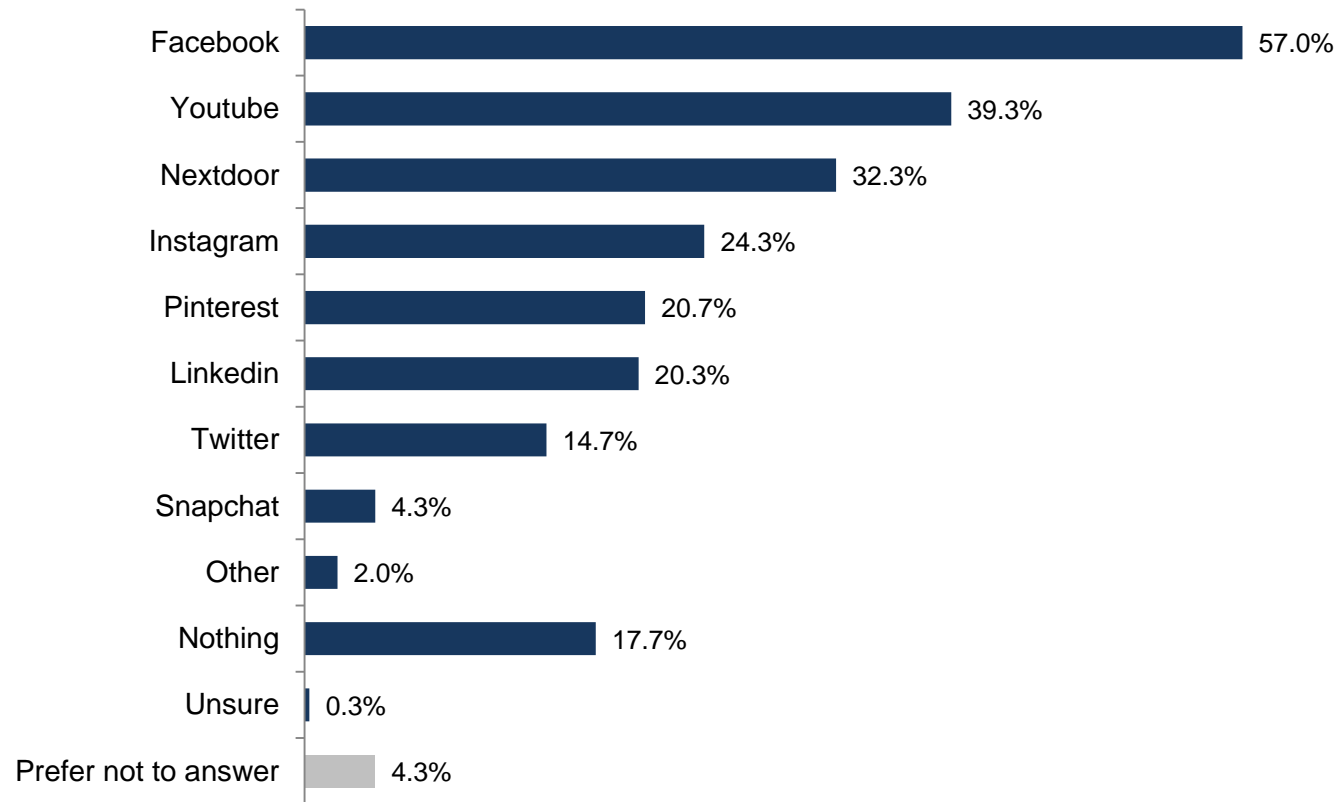
43% use an online news outlet as their main source for news and information

Question 2: What are your top two sources for news and information? Select two.



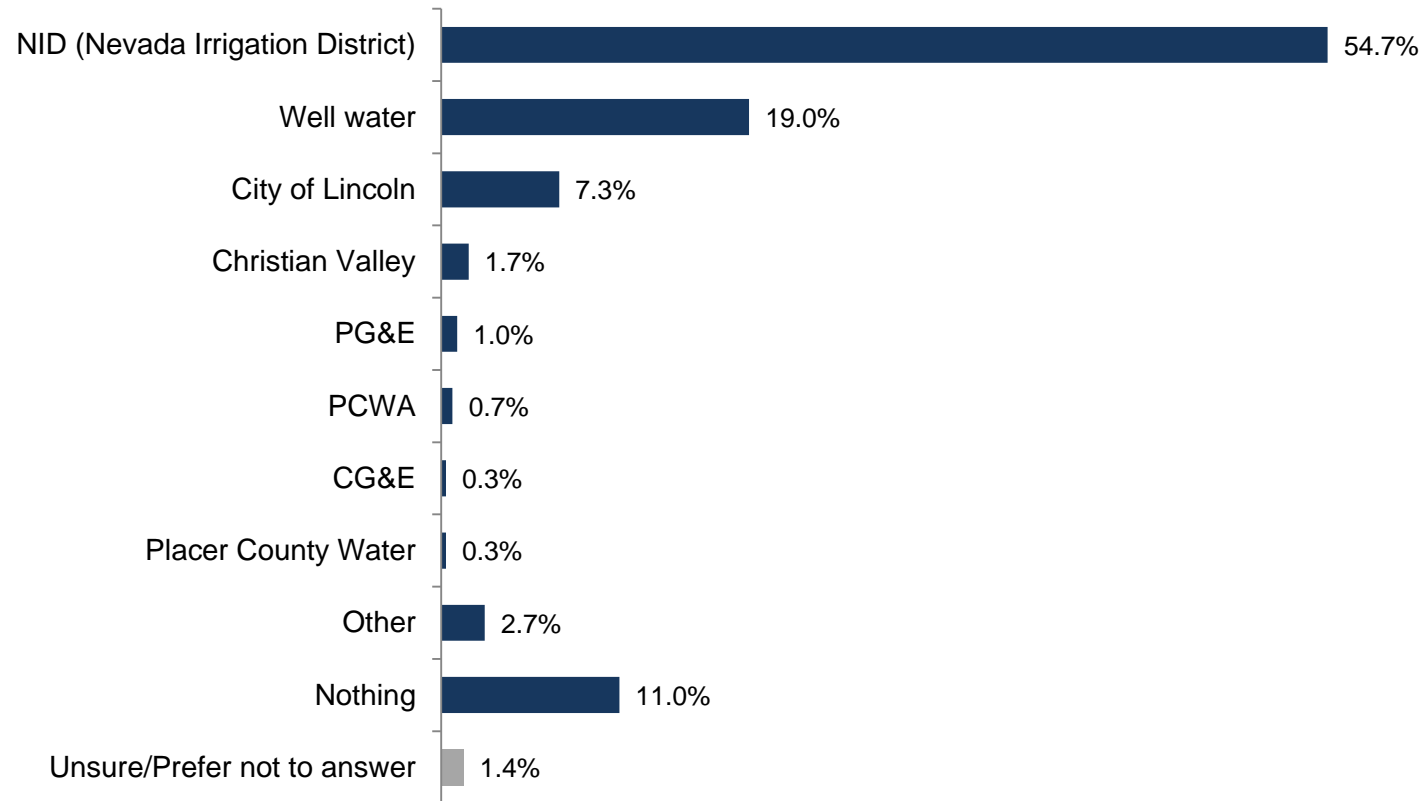
57% use Facebook

Question 3: Please indicate if you use any of the following social networking sites. Select all that apply.



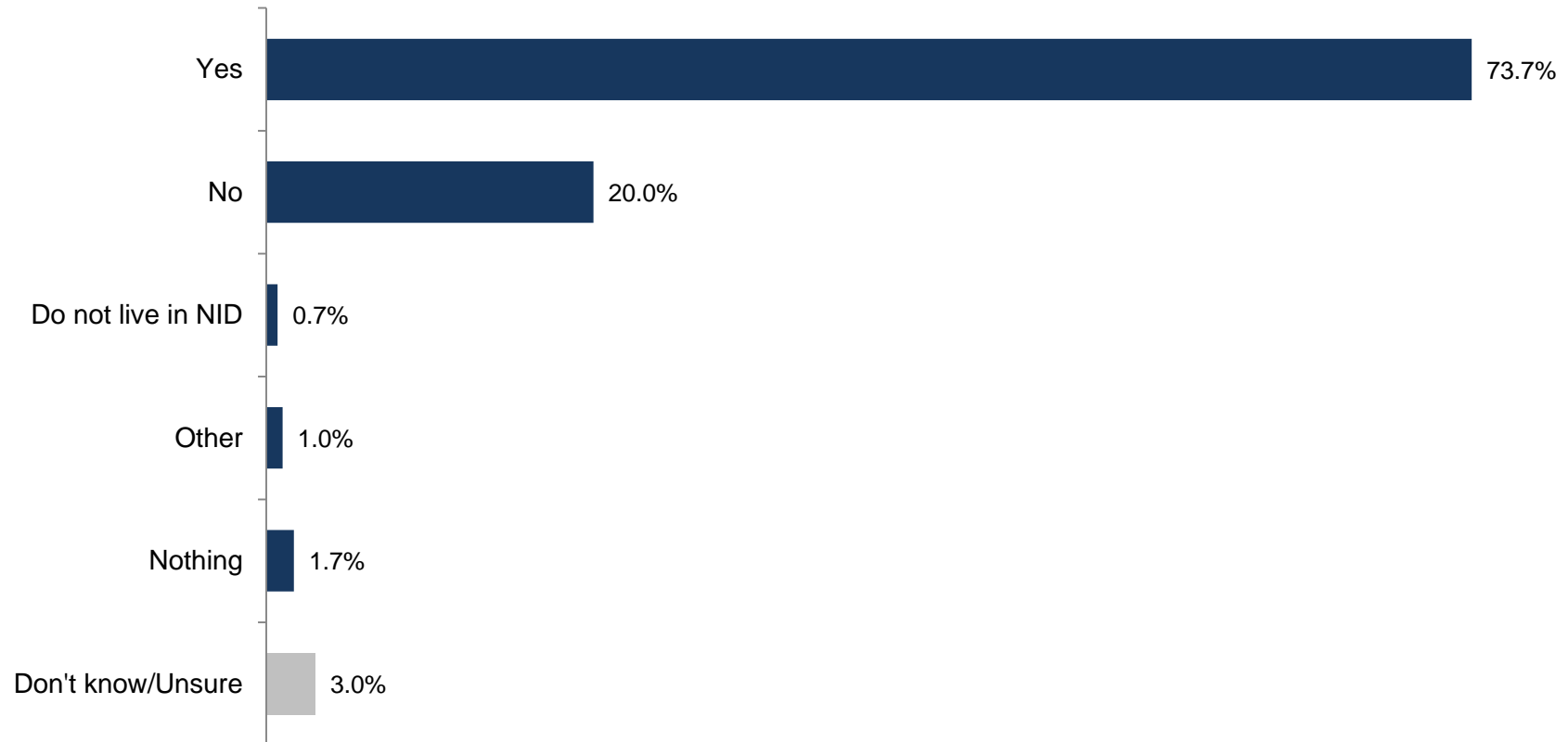
55% can name Nevada Irrigation District as the organization or service provider that supplies water

Question 4: Can you tell me the name of the organization or service provider that supplies water to your home or farm and sends you a bill?



74% know what services NID provides

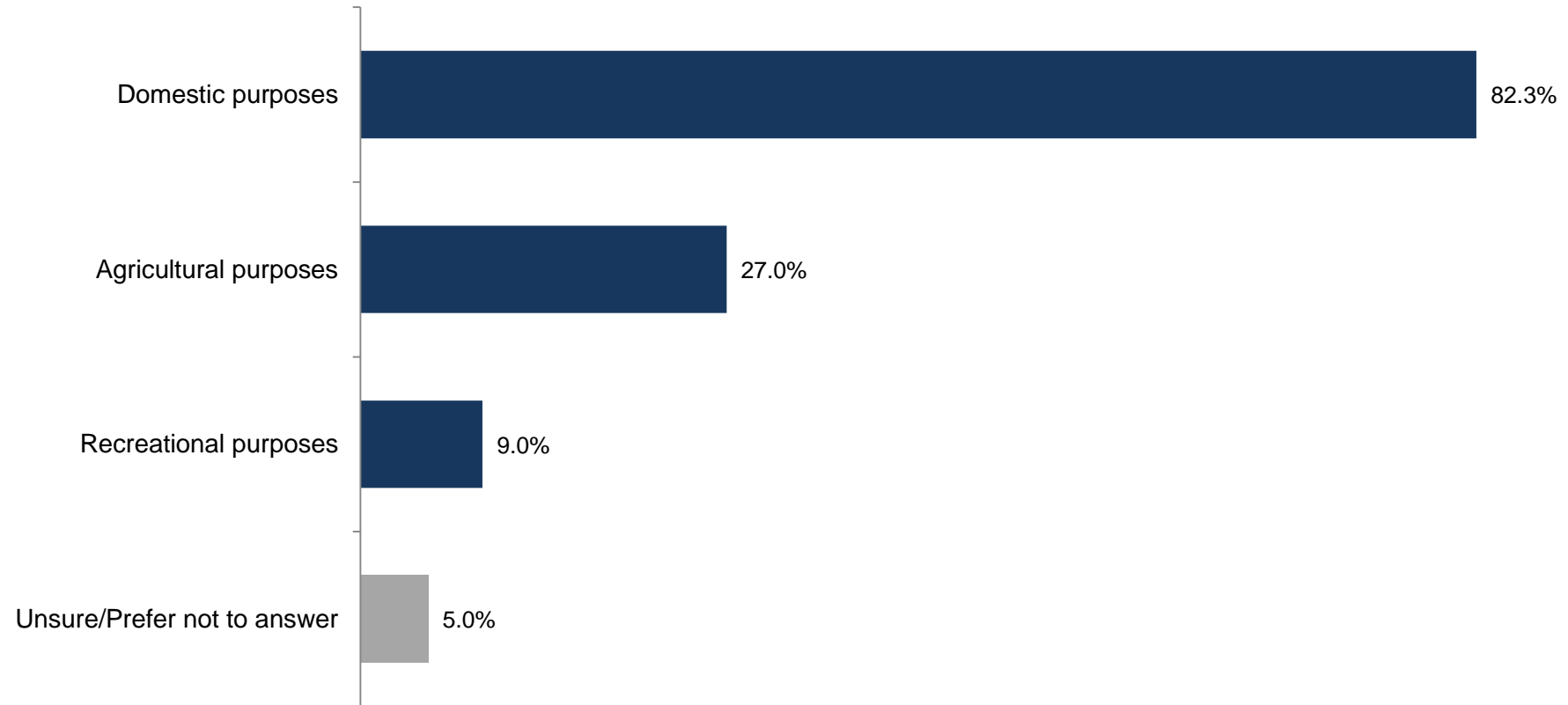
Question 5: You live within the Nevada Irrigation District service territory. Do you know what services Nevada Irrigation District provides?



82% use water supplied to them for domestic

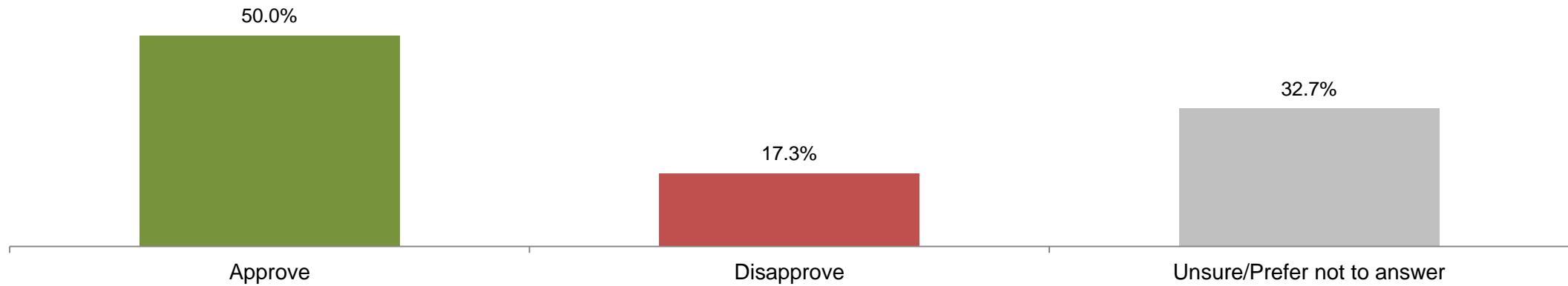
purposes

Question 6: Thinking about the water that is supplied to your home, is it for drinking water and in-home and yard irrigation, agricultural purposes for a farm or livestock, for recreational purposes such as camping or boating? Select all that apply.



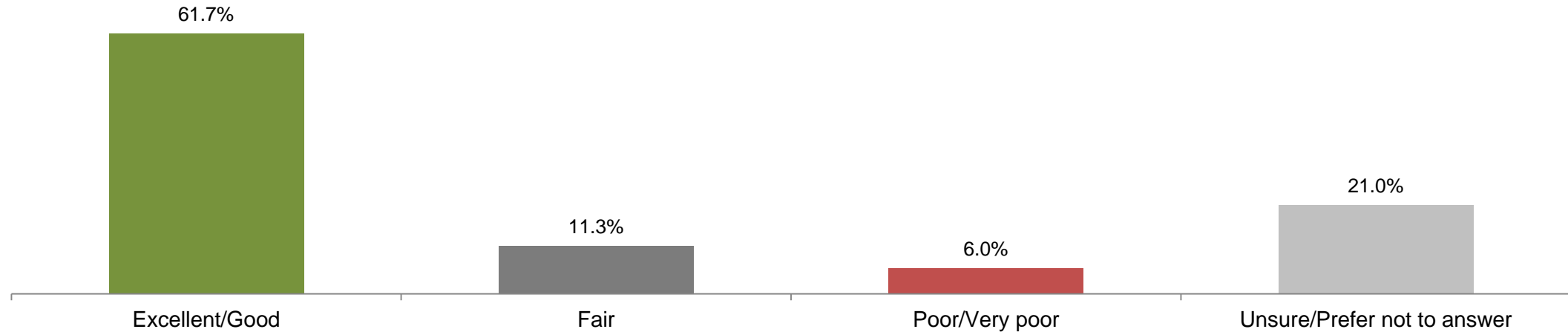
50% approve of the job that NID is doing

Question 7: Nevada Irrigation District (NID) supplies both drinking and irrigation water to over 30,000 homes, farms, and businesses. NID manages programs and projects that support the health of the environment and public safety. The District also owns and operates several local campgrounds. NID is an independent special district that is governed by an elected board. Do you approve or disapprove of the job that the Nevada Irrigation District is doing?



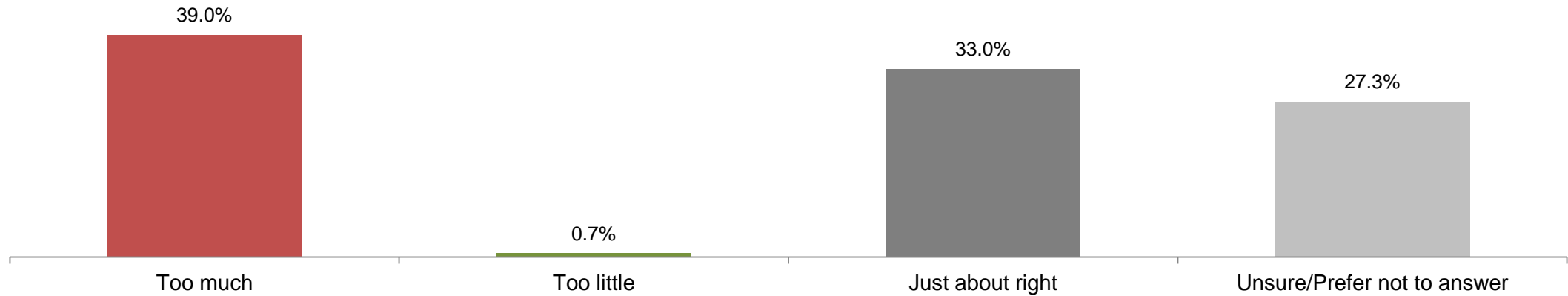
63% say that the quality of water delivered to their home is good or excellent

Question 9: Thinking about the taste and quality of the water delivered to your home, would you say that it is excellent, good, fair, poor or very poor?



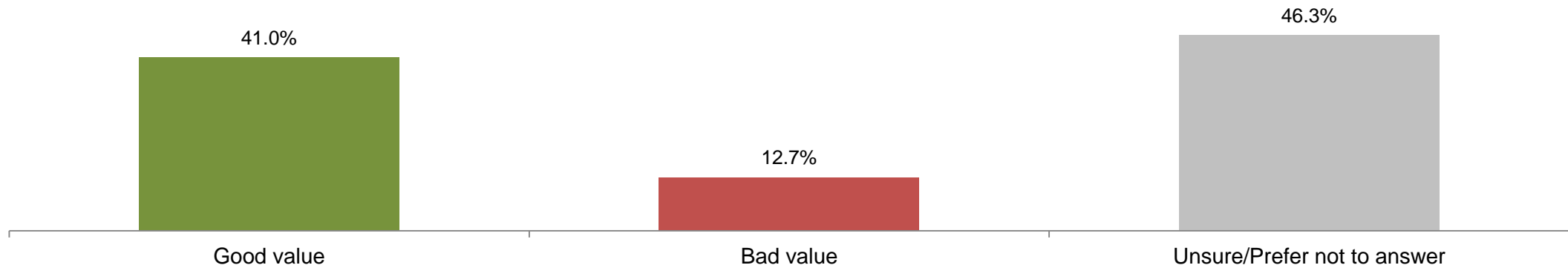
39% say they pay too much for water used in their home

Question 11: Thinking about the amount that you pay for the water that you use in your home, would you say that you pay too much, too little, or just about the right amount?



41% think that the tap water is of good value

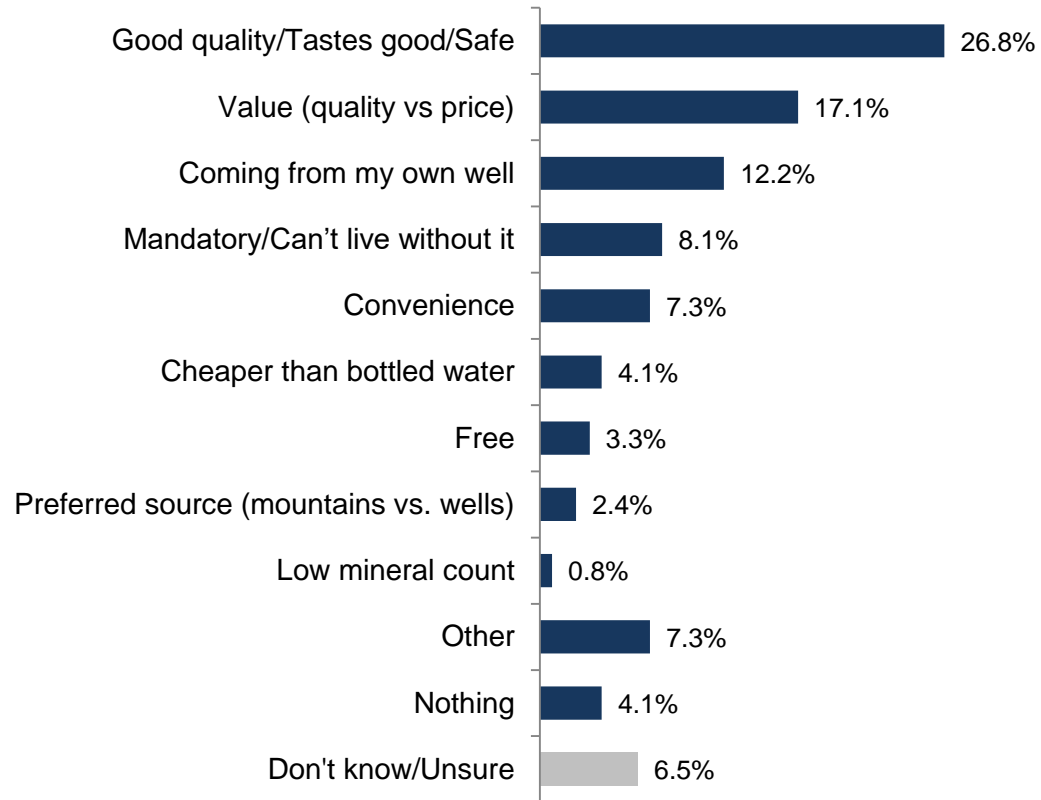
Question 12: Thinking about what you pay for tap water, do you feel that tap water is a good value or bad value?



27% cite good quality and taste as the reason tap water is a good value

water is a good value

Question 13: Why do you think that tap water is a good value?

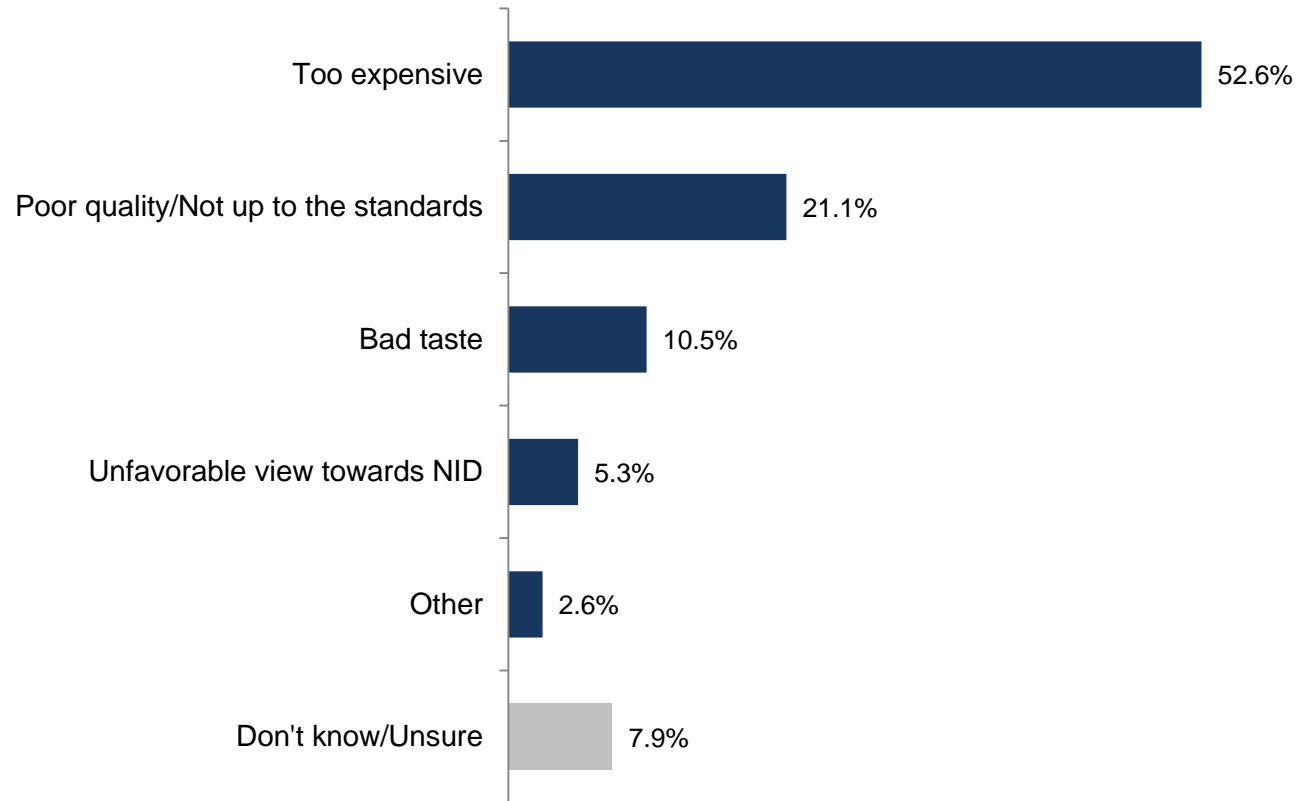


*Among the 41% who answered good value in Q12



53% say tap water is of bad value because of cost

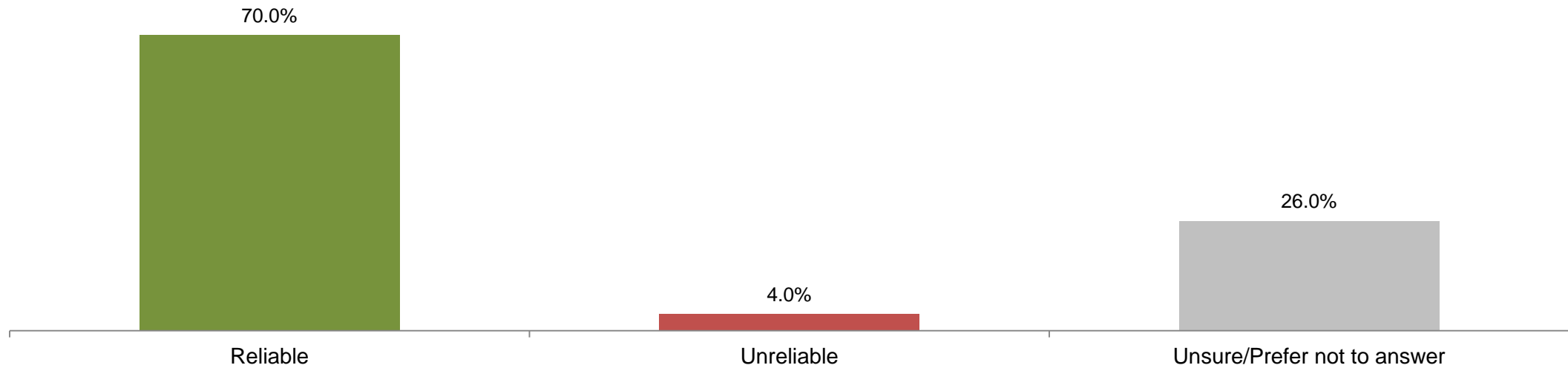
Question 14: Why do you think that tap water is a bad value?



*Among the 12.7% who answered bad value in Q12

70% say water provided by NID is reliable

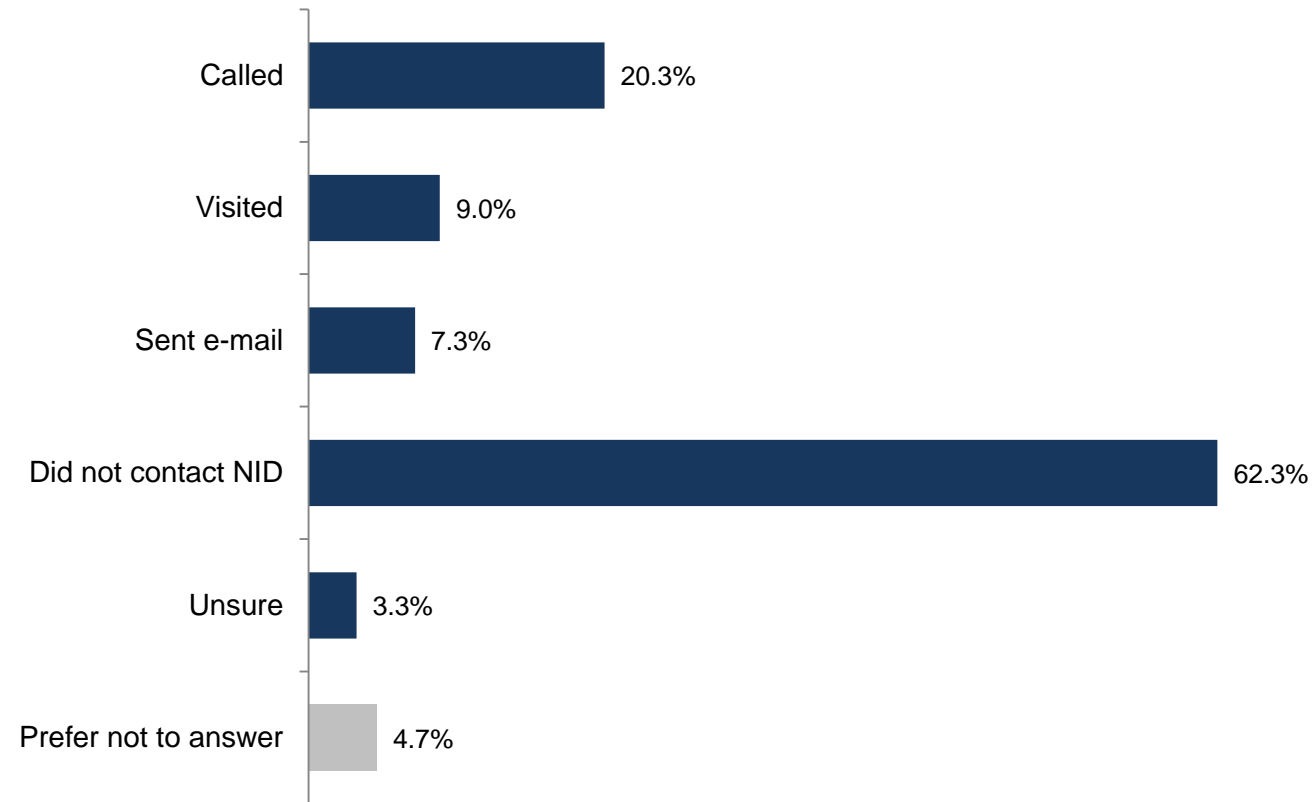
Question 15: Please rate the reliability of the water service provided by Nevada Irrigation District.



37% have contacted NID in the past year

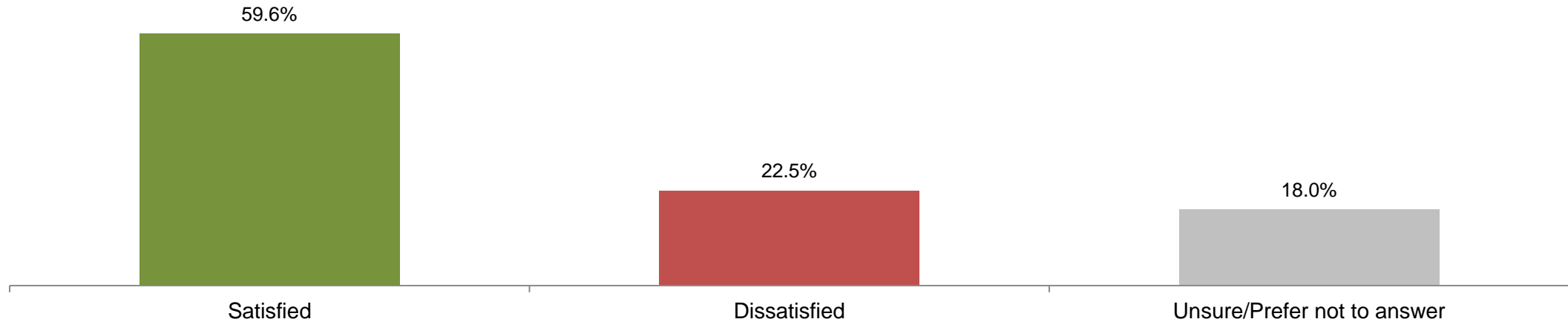
by calling, visiting and/or emailing

Question 16: Over the past year, by which of the following methods, if any, have you contacted NID? Select all that apply.



60% are satisfied with their most recent contact with NID

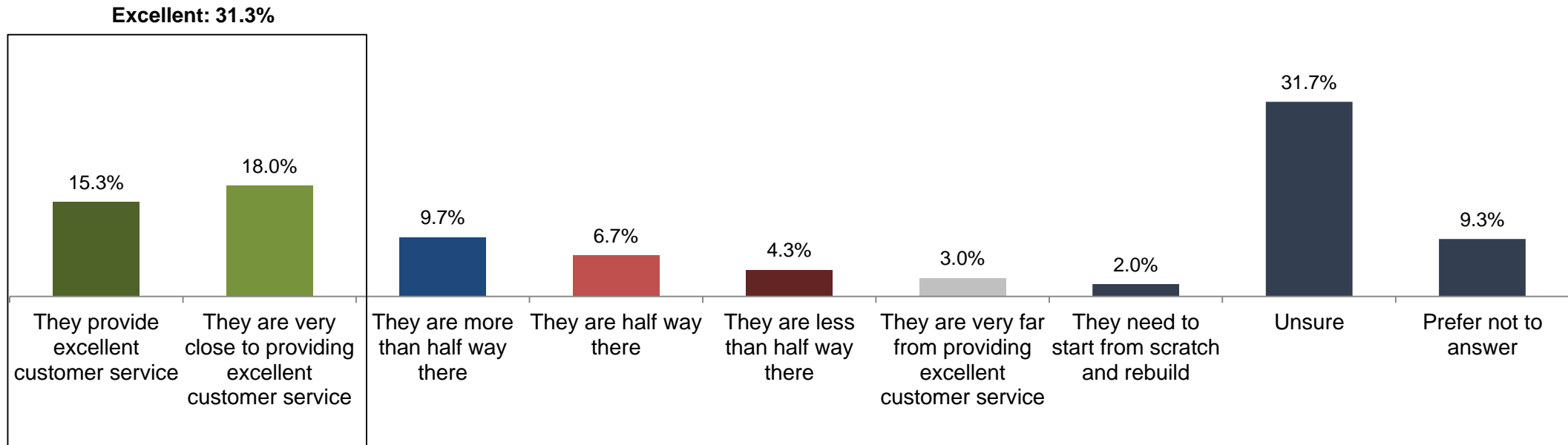
Question 17: Thinking about your most recent contact with NID, are you overall satisfied or dissatisfied?



*Among the 36.6% who answered called, visited, sent email in Q16

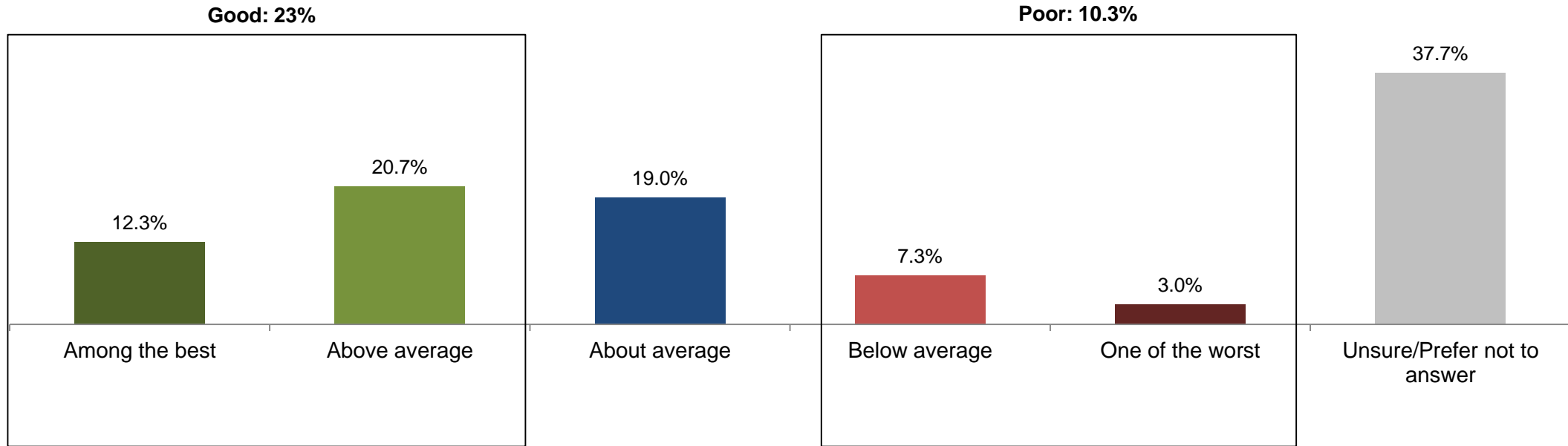
50% think NID is at least half way there in providing excellent customer service

Question 18: NID wants to provide excellent customer service. How close or how far are they from achieving excellent customer service right now?



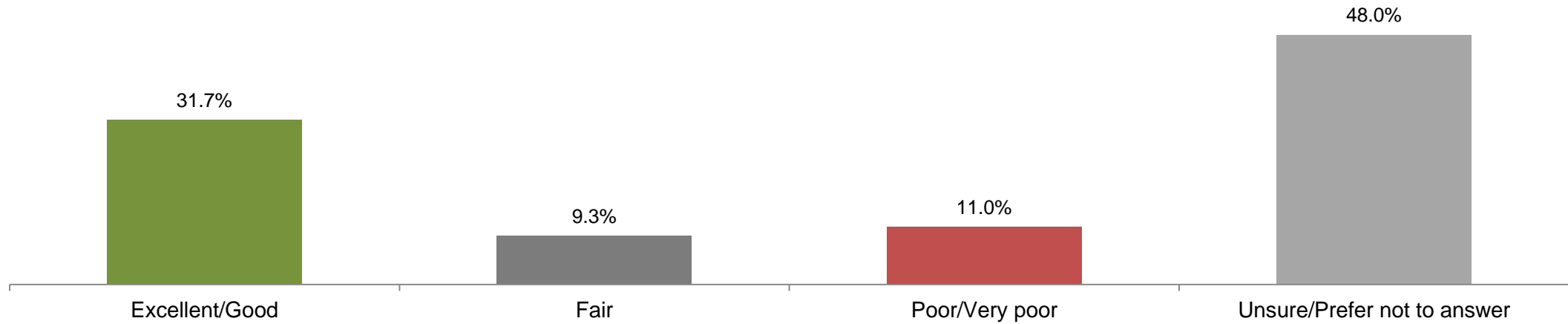
52% think NID's customer service is better than or as good as other service providers

Question 19: How does the NID's customer service compare with other service providers such as banks, the telephone companies, cable companies, and other utilities? NID's customer service is:



32% think NID does a good job protecting the Environment, more don't know

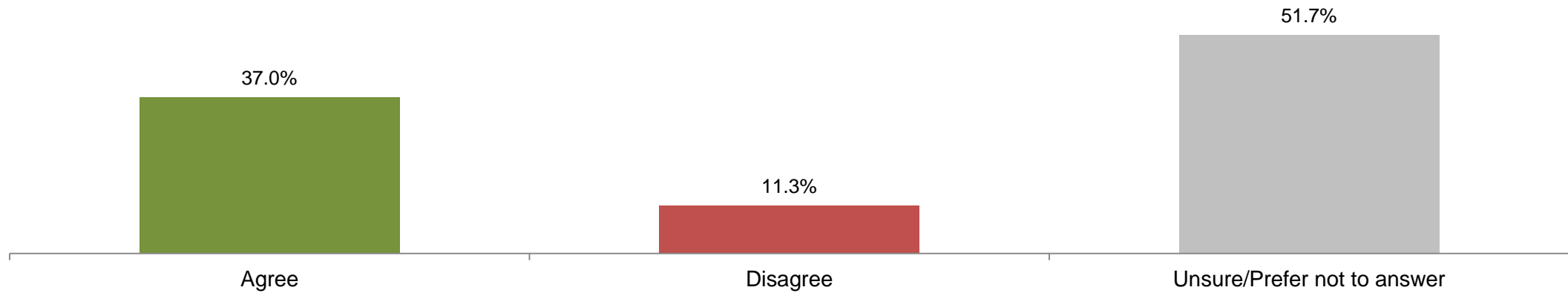
Question 20: Please rate how well Nevada Irrigation District protects the environment?



37% agree the recommendations about water

conservation are helpful

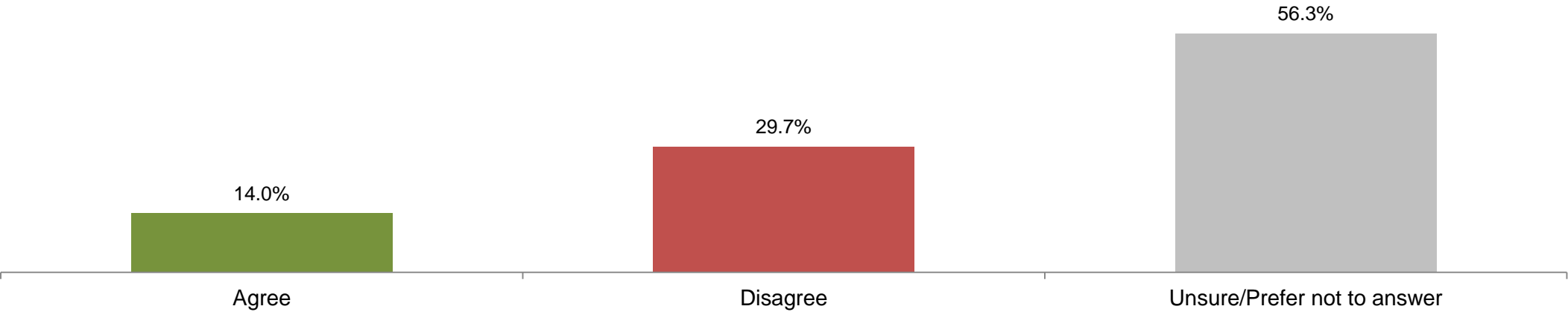
Question 21: Agree or disagree: The recommendations and tips NID offers to customers on how to conserve water and reduce bills are helpful.



56% are unsure if NID works hard to keep water rates

low, most are unsure

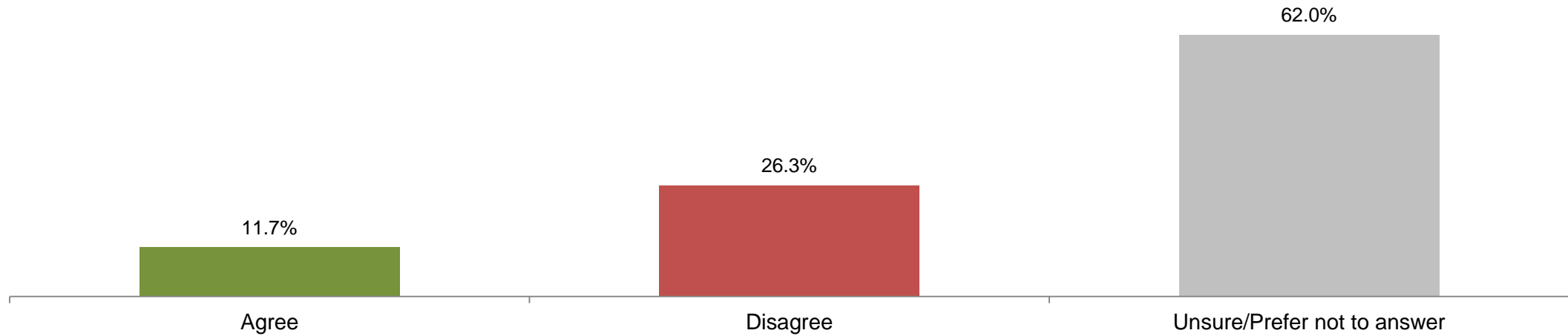
Question 22: Agree or disagree: Nevada Irrigation District is working hard to keep your water rates low.



62% are unsure if NID always considers the best

interests of customers when making decisions, most are unsure

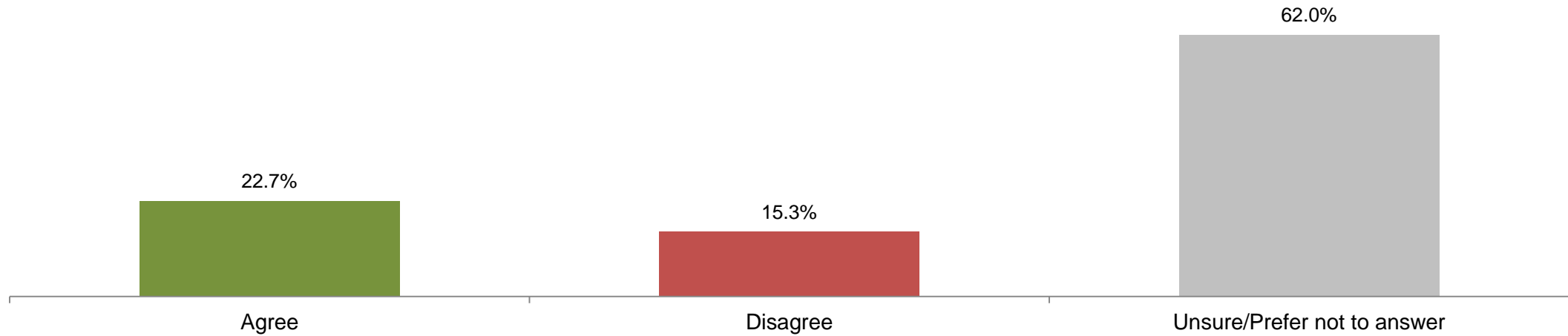
Question 23: Agree or disagree: Nevada Irrigation District always considers the best interests of customers when making decisions.



23% agree NID is doing a good job with technology

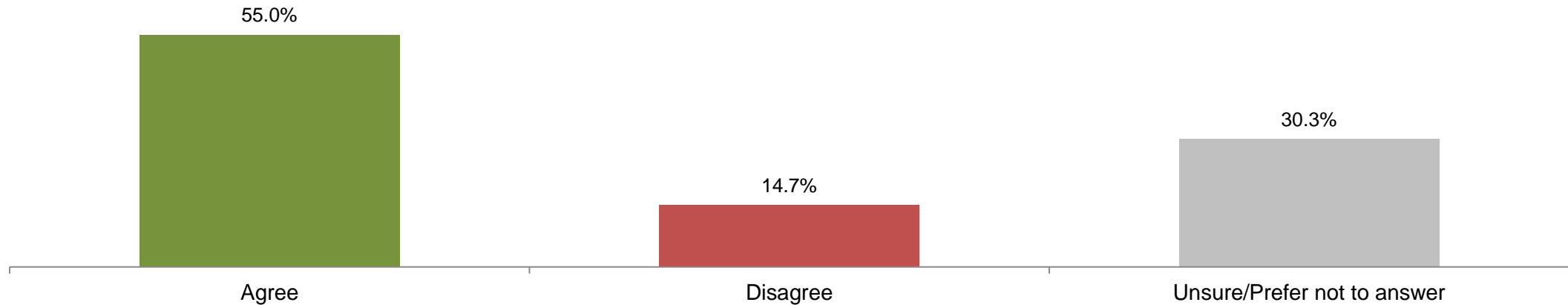
to make it easier to do business with them, most are unsure

Question 24: Agree or disagree: NID is doing a good job using technology to make it easier and more convenient for you to do business with them.



55% agree that NID's forest management makes them feel like NID cares about the community

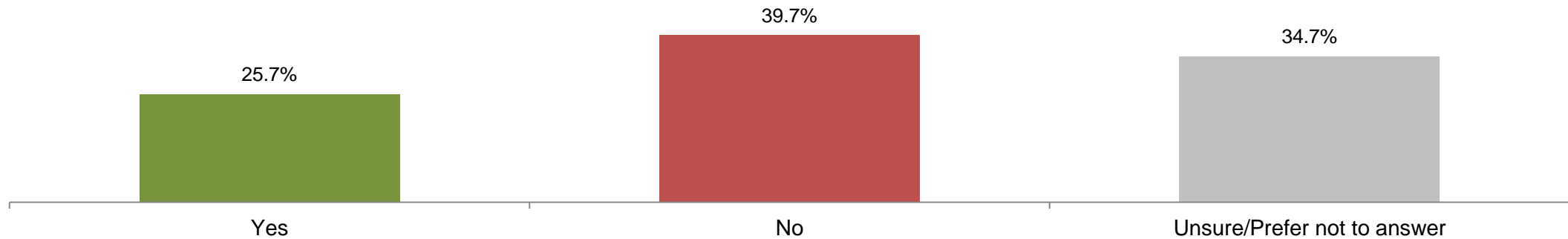
Question 25: NID owns approximately 4,000 acres of forested lands throughout Nevada, Placer and Sierra Counties, many of which are in close proximity to residential communities. Access to this acreage is limited by NID to reduce careless risk of wildfire ignition, protect the watershed, safeguard the environment, and to care for cultural or historical resources. Agree or disagree: This makes me feel like NID cares about the environment and our community.



26% would pay more to fund environmental

sustainability programs

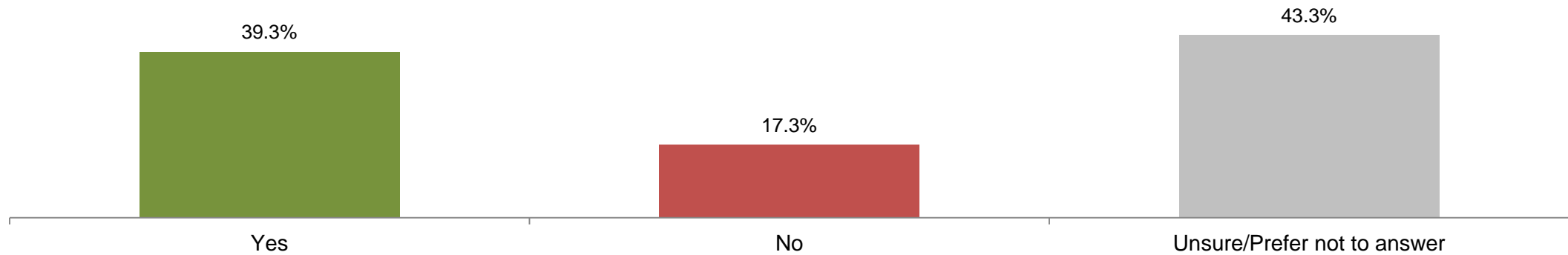
Question 26: NID is considering doing even more for environmental sustainability. Would you be willing to pay a little more on your water bill to cover the cost for environmental sustainability programs that focus on watershed resources management, better protecting our natural resources, conservation planning, climate change adaptation, and pollution prevention and remediation?



39% think NID operates transparently

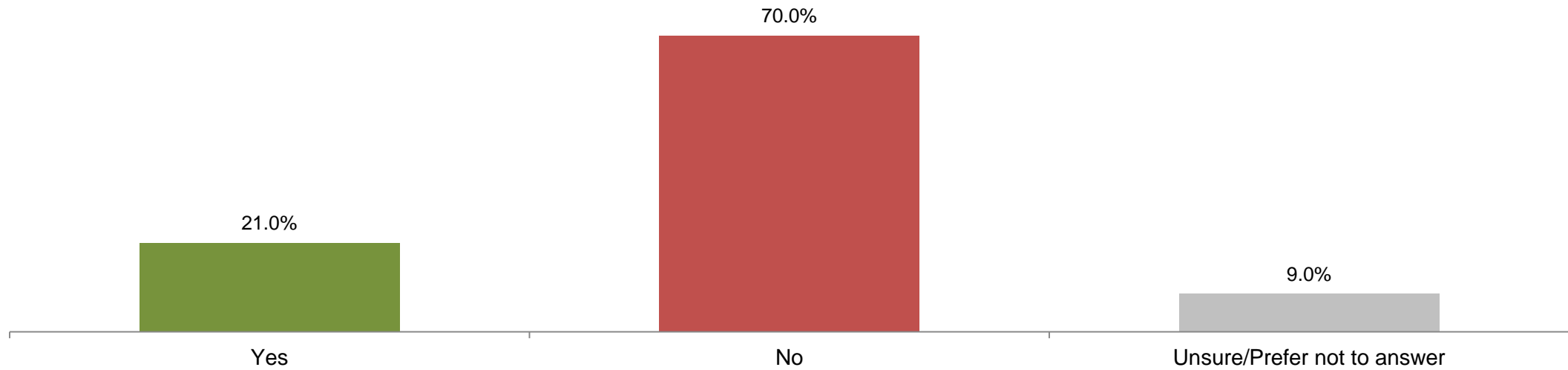
more are unsure

Question 27: NID holds open meetings where the public can participate and also livestreams all board meetings. All salaries of District staff, annual financial audits and the District's budget are posted on the District's website for the public to view. Do you think NID operates in a transparent way?



21% have visited NID's website in the past year

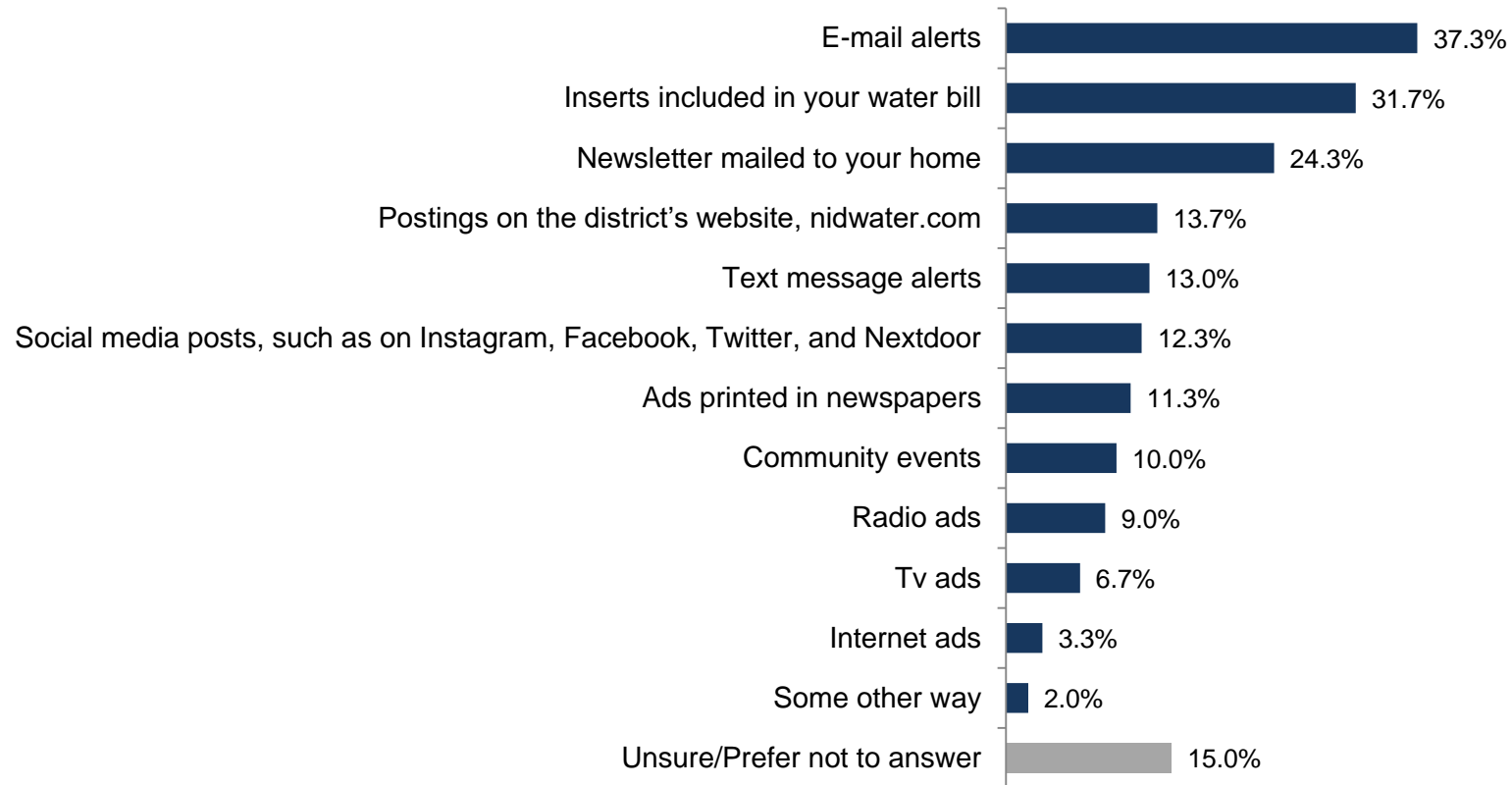
Question 28: Have you visited NID's website within the past year?



37% prefer to stay updated through email alerts

about NID operations

Question 32: How would you prefer that the Nevada Irrigation District keep you informed about District operations and activities?



Questions?

Adam Probolsky, President

O: 949-855-6400 | M: 949-697-6726

E: adamp@probolskyresearch.com

Alyssa Tutterow, Research Analyst

O: 949-855-6400

E: alyssa@probolskyresearch.com



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Probolsky Research
3990 Westerly Place Suite 185
Newport Beach CA 92660

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Nevada Irrigation District
2019 Probolsky Research Survey

What We Have Learned
What We Have Planned

Presented by
Greg Jones, MBA, Assistant General Manager NID



What We Have Learned

TOP NEWS SOURCES

- **Facebook** - 57% use & 51% use as a news source
- **The Union** - news source for more than 30%
- Other sources of note: **KCRA, Yubanet, KVMR, KNCO**



NID

What We Have Learned

“UNSURE” SEGMENT

SHOWS SIGNIFICANT EDUCATIONAL OPPORTUNITY

- While 50% approve of the job NID is doing **32.7% are unsure/don't say**
- While 31.7% say NID does a good job of protecting the environment **48% are unsure/don't say**
- While 37% agree water conservation recommendations are helpful **51.7% are unsure/don't say**
- While 39.3 say NID operates transparently **43.3% are unsure/don't say**
- **56% are unsure/don't say that NID works hard to keep water rates low**
- **62% are unsure/don't say NID considers best interest of customers when making decisions**
- **37% want info via email alerts, 31.7% in water bill inserts, 24% newsletter to home**



NID

What We Have Planned - Messages

- ▶ **Reliability** - NID has delivered water for nearly 100 years reliably & dependably
- ▶ **Value** - bringing high quality snow melt as “water for life” directly from the source
- ▶ **Customer Service** - The many faces of NID are at your service
- ▶ **Watersheds** - NID as steward of the environmental resources in our care
- ▶ **Transparency** - Public agency always open to you... our customers, our community



NID

What We Have Planned - Channels

- ▶ Capture learnings from survey in communications
- ▶ Implement a strong **brand** for all internal and external publications
- ▶ Transition to more user friendly **website** with greater accessibility
- ▶ Retain and increase use of **Facebook**
- ▶ Retain community **Waterways Newsletter** but create emailable format
- ▶ Add **e-alerts** as emailable communication
- ▶ Retain **The Pipeline** as employee newsletter
- ▶ Add periodic **water bill inserts**
- ▶ Promote **email sign-up**
- ▶ Increase **visibility** in our community
- ▶ Plan **100 year** celebration

NID Video



Questions?



NID