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To: Robert Eranio
Crestview Mutual Water District

From: Chris Collier
Rincon Strategies

Date: July 14, 2021

Re: Shareholder Survey Results & Analysis

Rincon Strategies has evaluated the survey of your ratepayers conducted earlier this year (Survey) and is pleased to provide a summary of findings and our analysis for your review.

Survey Responses

- The Survey was conducted through the independent third-party vendor SurveyMonkey. The link to take the Survey was distributed by Crestview in January 2021 as a bill insert that was direct mailed to all of the District's ratepayers.
- The Survey questions were prepared by Crestview. They concerned satisfaction with the District generally, and also asked several questions specific to proposed Well #7.
- The Survey was provided to all 621 Crestview ratepayers, which includes 540 whose properties are located outside of the Las Posas Hills Homeowners Association (HOA) and 81 whose properties are located inside the HOA. Ratepayers located outside of the HOA represent 87% of all Crestview ratepayers; ratepayers located inside the HOA represent 13%.
- 101 Survey responses were received from the 540 shareholders outside the HOA, constituting an 18.7% response rate; and 20 responses were received from the 81 shareholders inside the HOA, constituting a 24.69% response rate. The total number of Survey Responses received totaled 121 out of 621 shareholders overall, constituting a 19.48% response rate.

Shareholders respond similarly, regardless of affiliation to homeowner association

- Overall, respondents inside and outside the HOA reported parallel sentiments, with the one exception of valuing water cost and water stability (discussed further below).
- Both groups reported being overall satisfied with the service from Crestview (~90%).
- Overall, respondents had a high response percentage indicating that they had heard of the Well #7 project, with half of all shareholders reporting that their familiarity of the project was from Crestview newsletters or Board Meetings.
- Years as a shareholder is similar across both groups, around 40% of total respondents have been a shareholder for over 20 years.
- Inside and outside HOA, respondents report similar likelihoods for visiting a website for Well #7 Project, as over half of all shareholders responded they were likely to do so.

Water cost vs. water stability have differing values among shareholders

- Comparing water cost to stability, those in the HOA area were actually less sensitive to cost and more sensitive to water stability.

- 15% of the shareholders inside the HOA reported that they were most concerned with water costs, while 60% reported that they valued more the assurance of uninterrupted water service.
- Those outside of the HOA had a roughly split opinion, as 46.5% believed low water costs to be most important and 43.5% believed that uninterrupted water service was their priority.

Well #7 Project is supported by majority of shareholders

- Total support of Well #7 Project is overwhelmingly positive, with those outside the HOA expressing 95% support, and those inside the HOA expressing 85% support.
- There is a greater percentage of those who “strongly support” the project from shareholders outside the HOA (85%) compared to shareholders inside the HOA (65%).
- 15% of responding shareholders inside the HOA were “somewhat” or “strongly” opposed to the Well #7 Project. 5% of the responding shareholders outside of the HOA were “somewhat” or “strongly” opposed to the Well #7 Project. Collectively, those responding “somewhat” or “strongly” opposed constitute 1% of the total ratepayers and 6% of the responding ratepayers.
- The majority of the respondents *both inside and outside of the homeowner's association* support the Well #7 Project.

Shareholder Support of Well #7	Outside HOA	Inside HOA
Strongly Support	85%	65%
Somewhat Support	10%	20%
Somewhat Oppose	2%	5%
Strongly Oppose	3%	10%

Notes on Methodology

- A traditional survey’s sample size would have been too small to obtain relevant data from this total small population, so interviewing the entire target population was the correct survey methodology.
- With almost 25% of the residents of the HOA responding to the Survey and expressing strong support at 65% and total support (including “strong” and “somewhat” support) at 85%, the Survey contains sufficient data to show there is indeed support for Well #7 inside the HOA.
- While this Survey differs from a traditional poll with a random sample and calculable margin of error, the response rate overall and the support of Well #7 demonstrate that shareholders inside of and outside of the HOA significantly support Well #7.
- In reviewing the District boundaries and comparing them to publicly available census data, the demographics of the shareholders are internally similar- there are no major distinguishing variables or outliers that might skew the Survey data, especially given the large percentage of respondents from the total target population.