

# Supplemental Information Packet

Agenda Item 2 – Ventura Water Community and  
VenturaWaterPure Public Opinion Results Presentation and  
Public Comment received before 3:00 p.m. June 23, 2020.

Meeting of June 23, 2020

**Supplemental Information:**

Any Agenda related public documents received and distributed to a majority of the Water Commission after the Agenda Packet is printed are included in Supplemental Packets. Supplemental Packets are produced as needed. The Supplemental Packet is available on the City's Website - <https://www.cityofventura.ca.gov/716/Water-Commission>.



# Public Attitudes Toward VenturaWaterPure

*Key Findings from a Citywide Survey Conducted March 14-17, 2020*

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320-867





**OPINION RESEARCH & STRATEGY**

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## Methodology

- ✓ Dual-mode survey conducted online and by telephone (cell and landline) between March 14-17, 2020
- ✓ Surveys were completed by a random sample of 488 voters registered in the City of Ventura
- ✓ Overall margin of error for whole sample is +/- 4.9%; subsamples will have a larger margin of error
- ✓ Some percentages may not sum to 100% due to rounding



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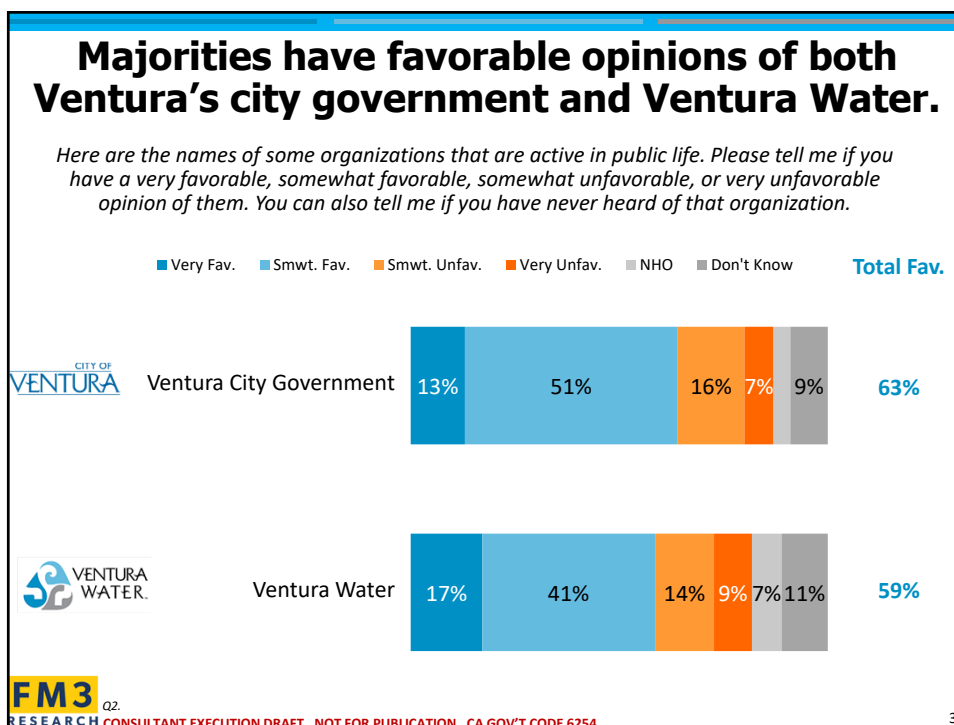
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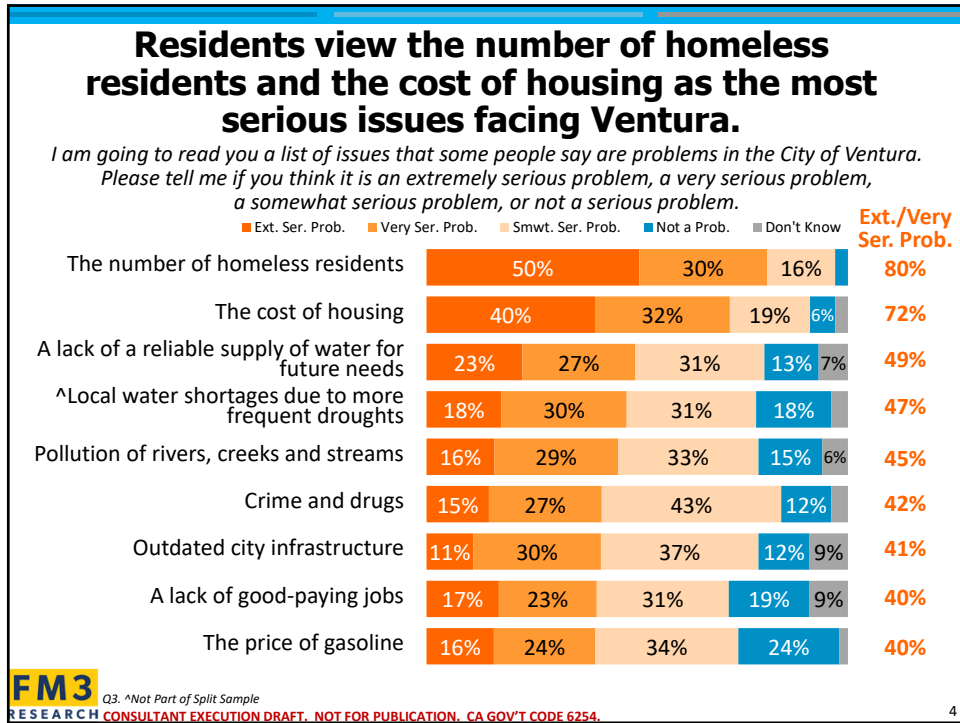

# Issue Context

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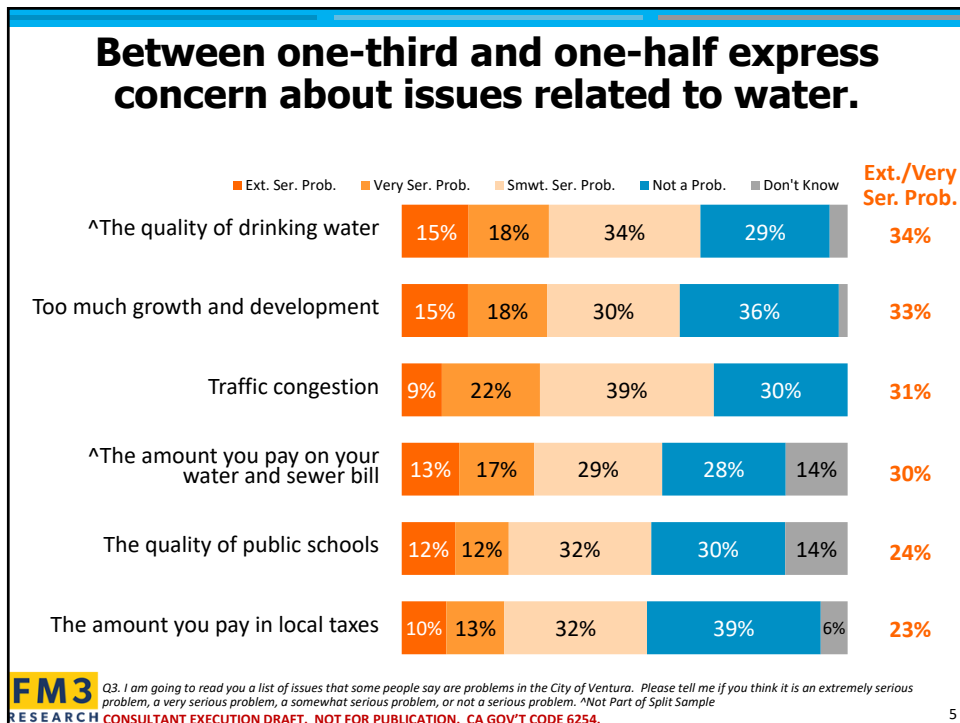
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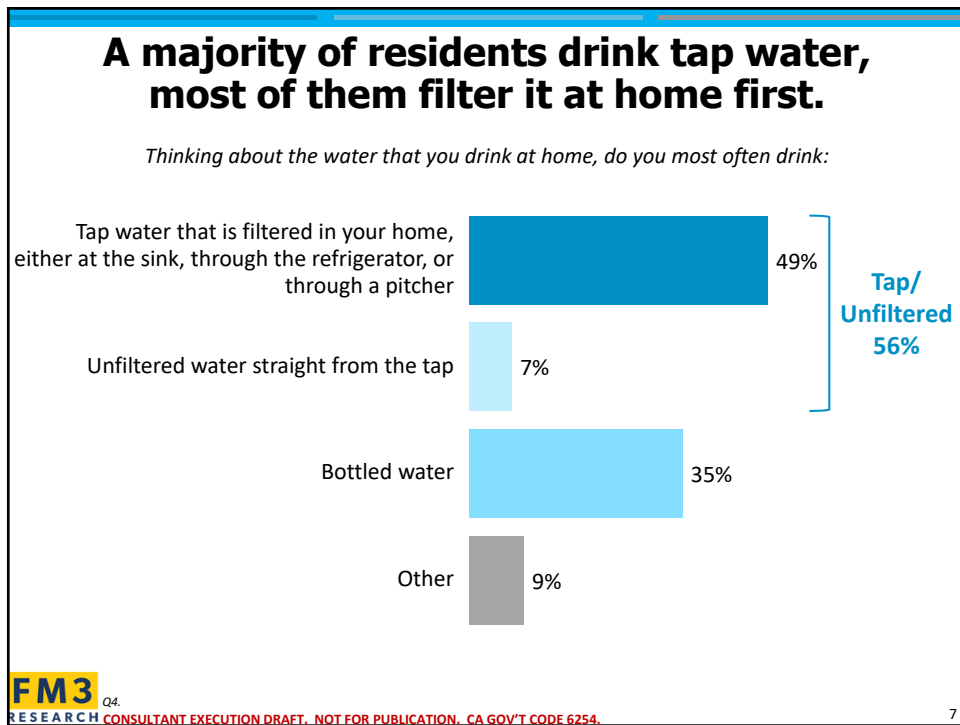


# Resident Water Usage



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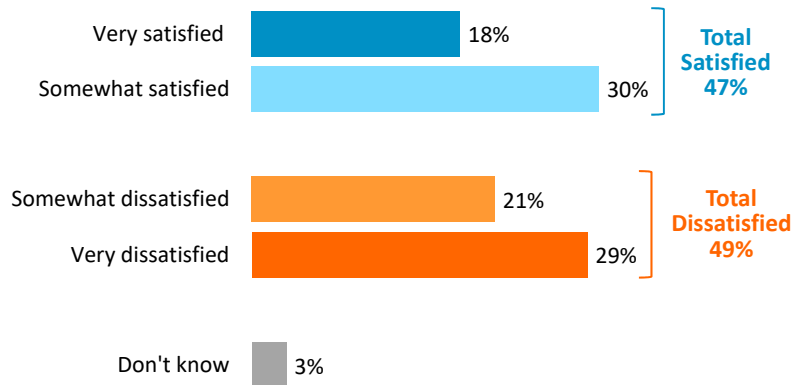
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## Residents are split on how satisfied they are with the quality of local tap water.

Would you say you are generally satisfied or dissatisfied with the quality of water you get from the tap in your home in Ventura?



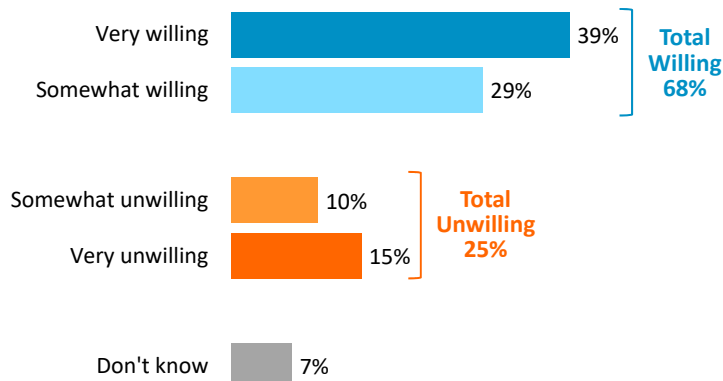
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## Over two-thirds report they would be willing to cut back on water usage in order to conserve water.


In order to conserve water, are you willing or unwilling to cut back water use more than you already have?



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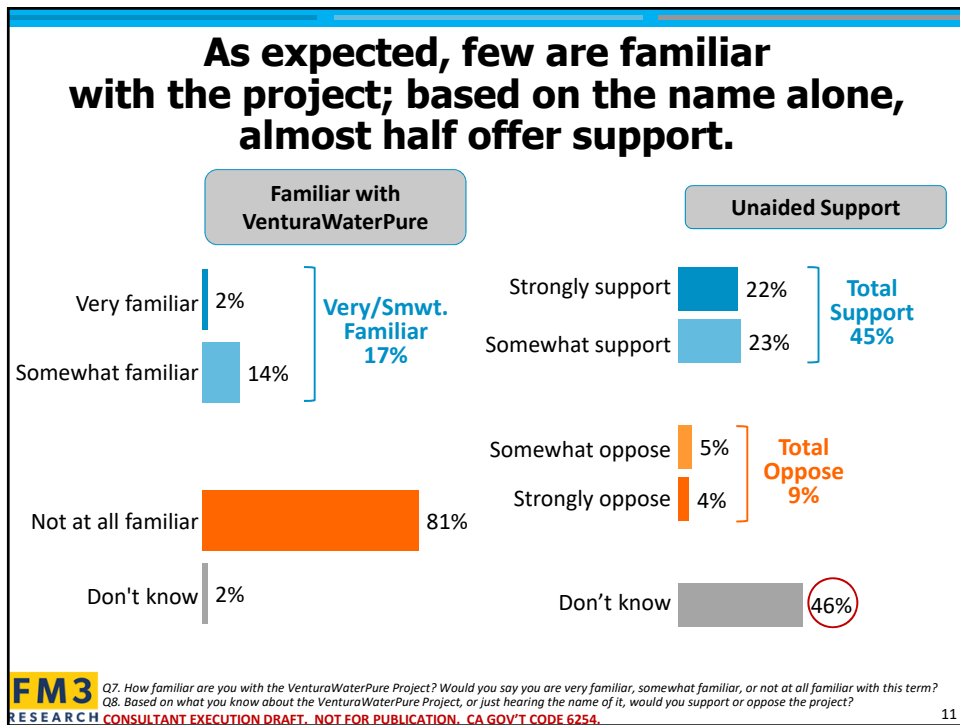
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# The VenturaWaterPure Project

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## VenturaWaterPure Project Description Tested

Here is more information about the VenturaWaterPure Project. The City is required by State and Federal law to discharge less wastewater to the estuary at the mouth of the Santa Clara River so that it can return to a more natural state supportive of native species. The VenturaWaterPure Project will accomplish this goal and create a new, local water supply. The project includes a new, advanced purification facility that will treat the wastewater through a multi-step process that produces high-quality water in its purest form. The purified water will then be injected into a groundwater basin, further filtered through the aquifer for several months, and finally pumped from wells and treated further for use as a drinking water supply. This project will provide Ventura with a reliable, recycled, local supply of water that meets State and Federal requirements, and improves the habitat in the Santa Clara River estuary.

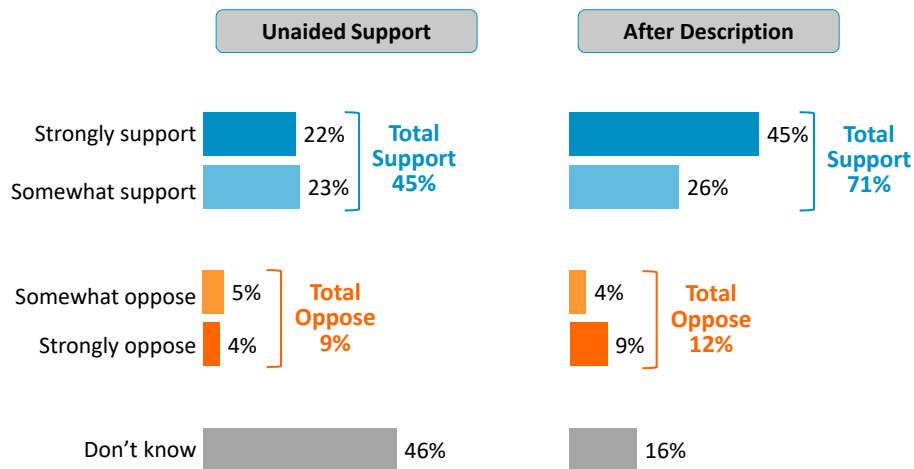
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## After receiving a short description of the project, support increases to over seven-in-ten.



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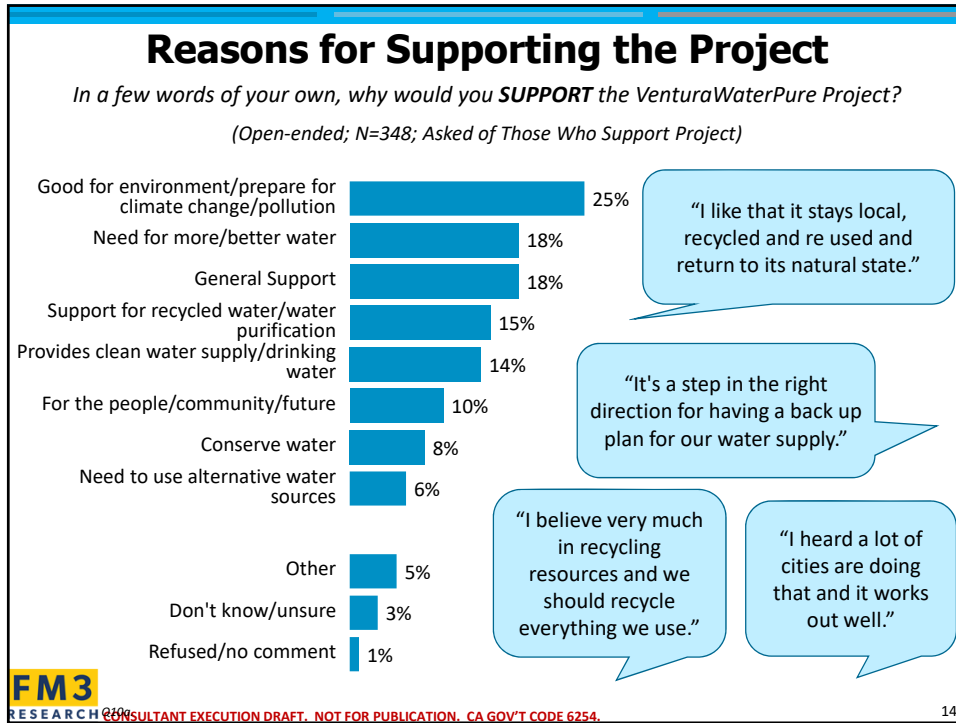
Q8. Based on what you know about the VenturaWaterPure Project, or just hearing the name of it, would you support or oppose the project?  
Q9. Now that you have heard more about it, would you say that you support or oppose the VenturaWaterPure Project?

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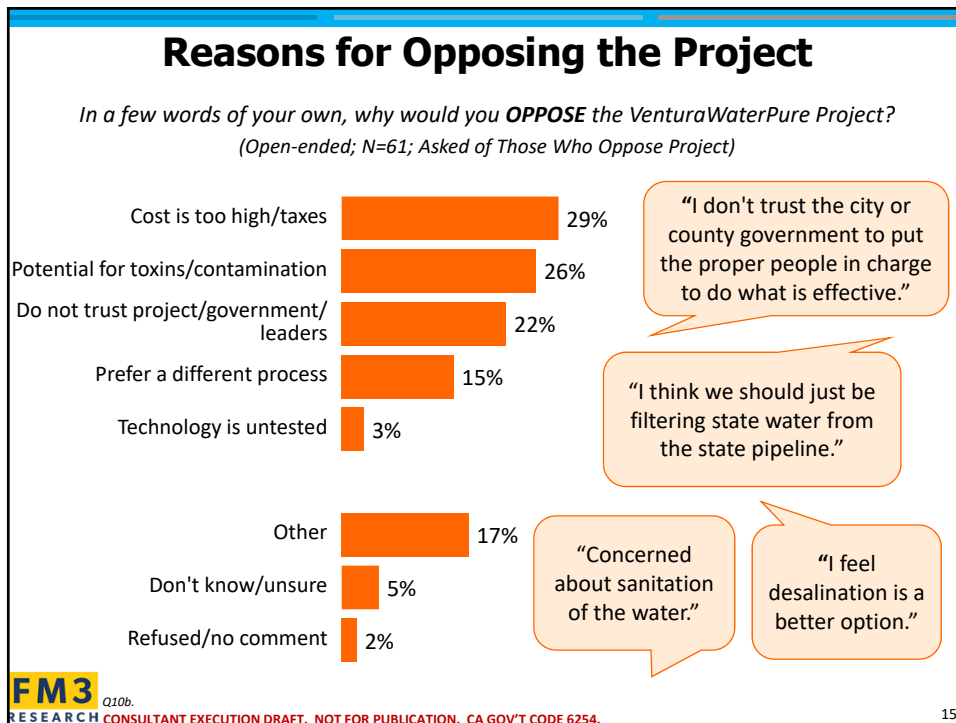
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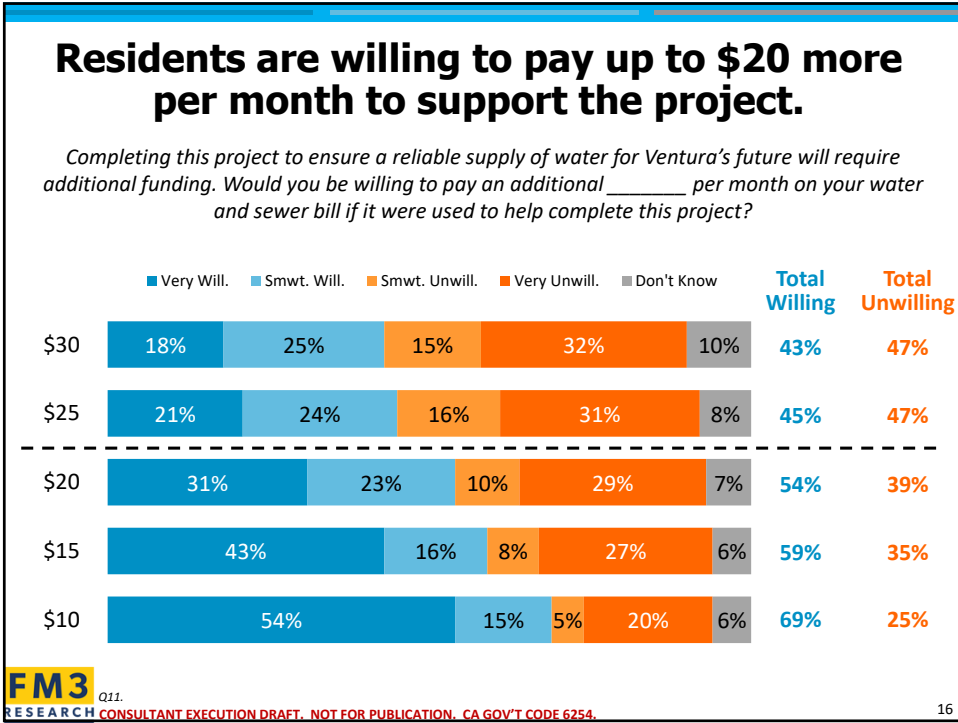




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## Impacts of Messaging

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## Supportive Statements for the Project *(Ranked in Order of Effectiveness)*

**(DIVERSIFY NOW)** Ventura cannot continue to rely on its existing local water sources only. With dwindling local supplies as a result of climate change and environmental, regulatory, and legal constraints, Southern California continues to face ongoing drought. It takes time to establish the infrastructure to support alternative sources of water. It is essential that we establish alternative sources of water before disaster strikes.

**(PUBLIC HEALTH/PURIFICATION)** Public health is the top priority in the VenturaWaterPure Project. The water purification process uses state-of-the-art multi-stage technology, including ultra-filtration, reverse osmosis, ozone, and advanced oxidation. This process cleans water to its purest form and ensures that drinking water produced is safe and free of harmful chemicals and toxins.

**(FUTURE)** We need to consider all options to ensure a reliable supply of water for ourselves and future generations. In order to make sure our children and grandchildren have a reliable supply of water, we need to make investments today.

**\*(TIMING)** The time to address our water needs is now. Planning, designing, and building facilities that clean and process wastewater into pure, safe potable water takes time, even with the latest technology. The VenturaWaterPure Project must be implemented in the next 5 years in order to remain in compliance with current and future regulations and meet our future water supply needs in time. Otherwise, our community risks repeating the same water shortages we've had in the last 30 years.

**FM3** Q12. I am going to read you some statements made by supporters of the VenturaWaterPure Project you just heard about. Please tell me if you find it very convincing, somewhat convincing, or not convincing as a reason to support this project. \*Split Sample  
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## Supportive Statements for the Project (Continued) *(Ranked in Order of Effectiveness)*

**(MONITORING)** California's drinking water standards are among the strictest in the nation, and water from the VenturaWaterPure Project would comply with those standards. Recycled water produced here in Ventura will be continuously tested - and the quality of the water, once it has been purified, will be monitored by the State of California Division of Drinking Water.

**\*(TWICE)** As part of the VenturaWaterPure Project, recycled water will be cleaned to the highest possible standards of safety. Then it will be filtered naturally through the ground where it will mix with groundwater and will be treated a second time before it is used by households.

**(ADOPTION)** Several California communities, including Orange County, already use advanced treated water for drinking and household use. They have been taking advantage of the more reliable water supply that water reuse technology provides, and there have been no health problems whatsoever from its use. There's no reason Ventura can't benefit from recycled water as other communities have.

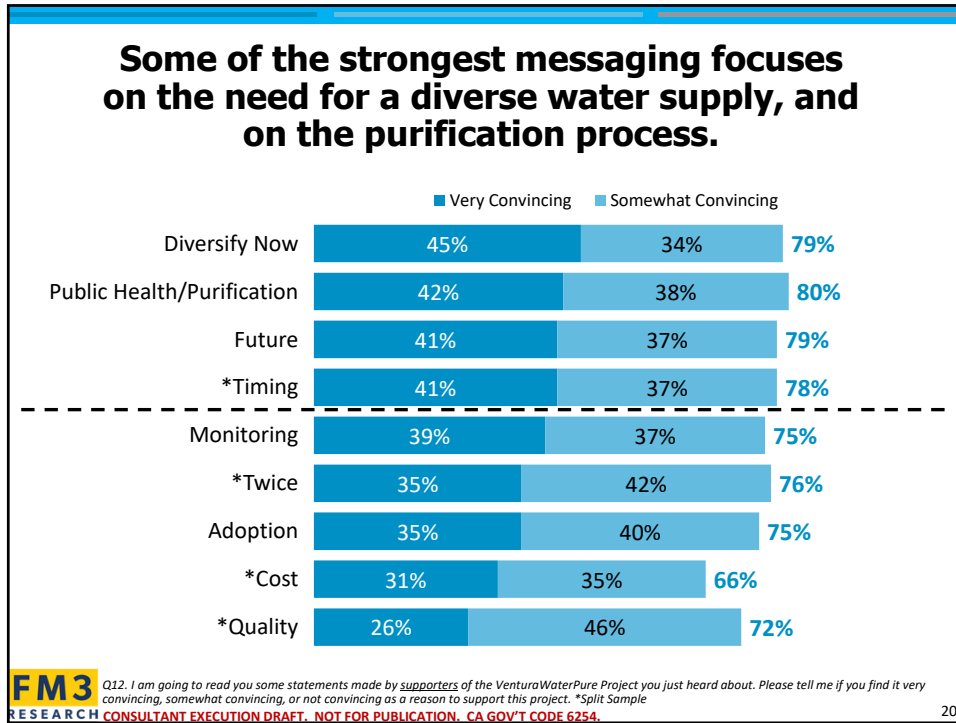
**\*(COST)** Building the VenturaWaterPure Project is the least expensive way for the City to improve the habitat in the Santa Clara River, improve water quality, and provide a reliable, locally-owned water supply to homes and businesses in Ventura that is independent of how much rain we get.

**\*(QUALITY)** The VenturaWaterPure Project employs the latest technology to not only ensure that the resulting filtered water is up to the highest possible safety standards, but also makes our drinking water less salty, overall improving the quality of the water in our homes.

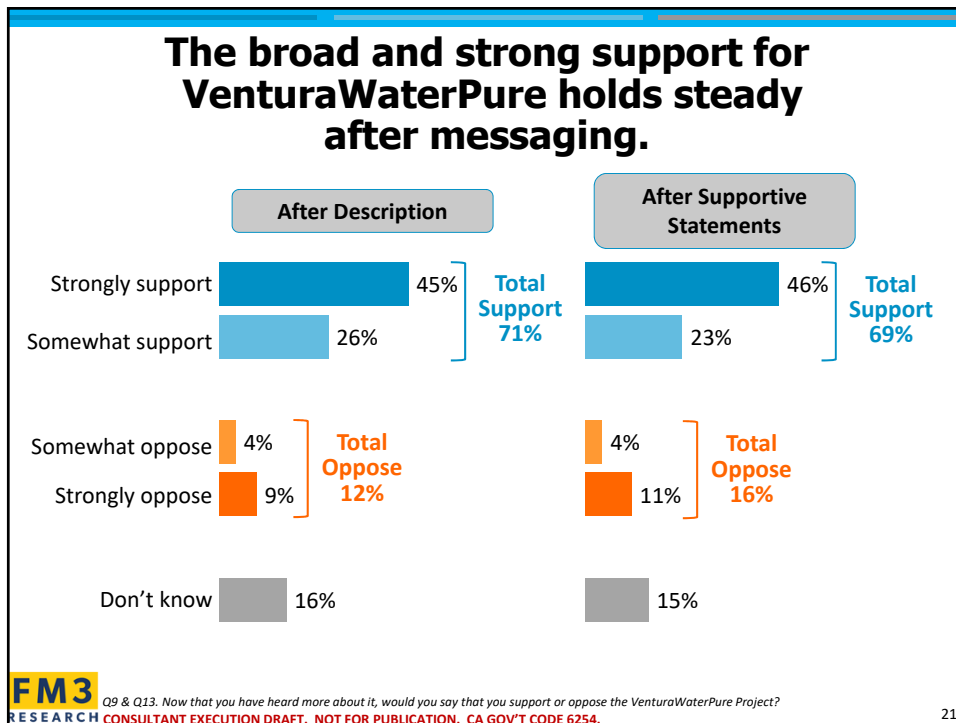
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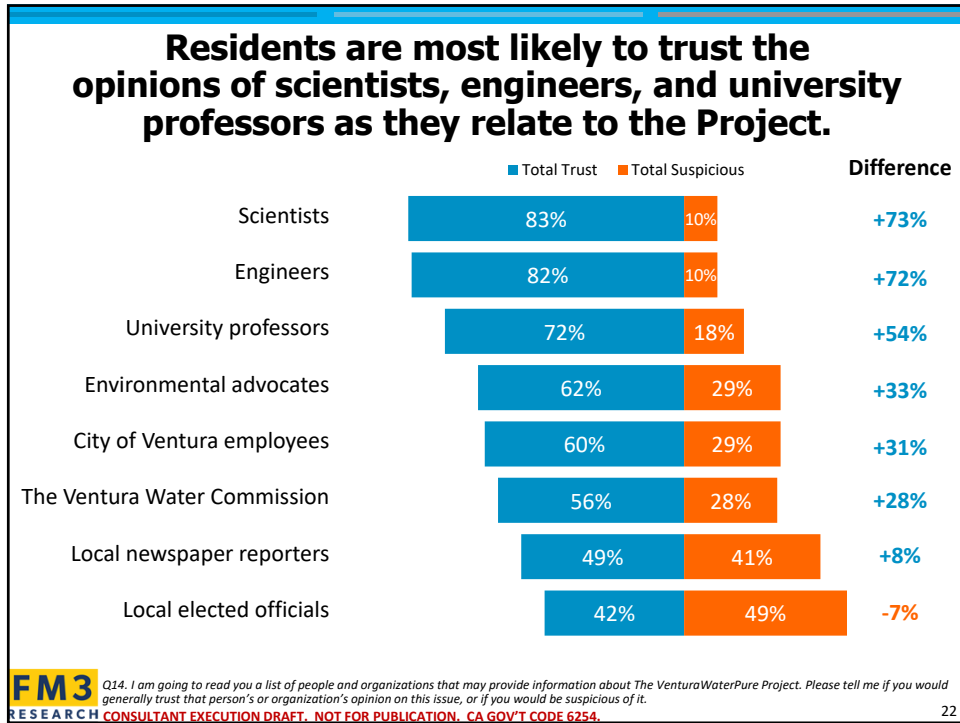
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## Conclusions

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## Conclusions

- ✓ Ventura Water has a 59% to 23% favorability rating– a ratio of more than two-to-one positive.
- ✓ Homelessness (80% “extremely/very serious”) and housing costs (72%) are the dominant local concerns; generally speaking, fewer than half express similar levels of concern on water-related issues.
- ✓ Most residents do not drink water straight from their tap without filtering it first, and are split on how satisfied they are with the quality of their local tap water.
  - However, only about one-third believe the quality of drinking water is an “extremely” or “very serious” problem in Ventura, and are most likely referring to taste or appearance.
- ✓ While almost no one has heard of VenturaWaterPure (just 20% describe themselves as “very” or “somewhat familiar”), given a description 71% support it – including nearly half (45%) who back it “strongly.”
- ✓ The strongest messages focus on the need to diversify Ventura’s water supply and the Project’s multi-step purification process.
- ✓ Residents are most likely to trust the opinions of scientists, engineers, and university professors on this issue.

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## For more information, contact:

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RESEARCH

OPINION  
RESEARCH  
& STRATEGY

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## Debra Gallegos

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**From:** TeriT Andre [REDACTED]  
**Sent:** Tuesday, June 23, 2020 1:49 PM  
**To:** Debra Gallegos  
**Subject:** -EXT- Ventura Water "Pure" - CCR June 23, 2020

Regarding the selection of the firm FM3 to deliver a report, I'm very disappointed. A cursory check on the Internet reveals this firm's bias in one direction.

My husband has lived in Ventura the majority of his life and I've lived here since 1979; we know of no one who wants to pay \$20/month for the opportunity to have toilet to tap water. Of course these skewed findings are to be expected by FM3. GIGO applies. And they were also enthusiastic about Katie Hill.

tta  
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