



# 2010 Community Survey

## Report on Results



OPINION RESEARCH EXPERTS

# About Probolsky Research

**Probolsky Research LLC specializes in opinion research on behalf of local and regional governments in the Western United States.** The firm's experience includes extensive work on issues relating to community satisfaction, annexation, taxation, infrastructure, development, redevelopment, elections, economic development, transportation, education, health care and rate structures.

Probolsky Research services include focus groups, telephone surveys, field studies, mail surveys, executive level one-on-one interviews, on-site interactive audience participation polling, online surveys and ridership surveys.

Probolsky Research provides a breadth and depth of experience that allows for expert project design, implementation, analysis and presentation.



# Goals and Methodology

## Goals:

- Gain an accurate snapshot of the concerns and opinions of the District's residents and ratepayers
- Provide the District with an empirical assessment of how the District and District services are viewed by residents/ratepayers, identify specific areas of success and target opportunities for improvement

## Methodology

- Probolsky Research LLC conducted a survey of ratepayers within the boundaries of the Jurupa Community Water District
- Interviews were conducted during the daytime and evening hours of Tuesday, March 16 through Saturday, March 20
- 325 voters were polled
- Margin of error = +/-5.5% with 95% degree of confidence
- Appropriate ratios were obtained such as for gender, age group, geographic location, etc.
- Interviews were conducted in English
- The average survey took 9.7 minutes to complete



# Key Discoveries



JCSD is highly regarded by residents, with nine out of ten stating they feel the District provides a reliable and trustworthy service

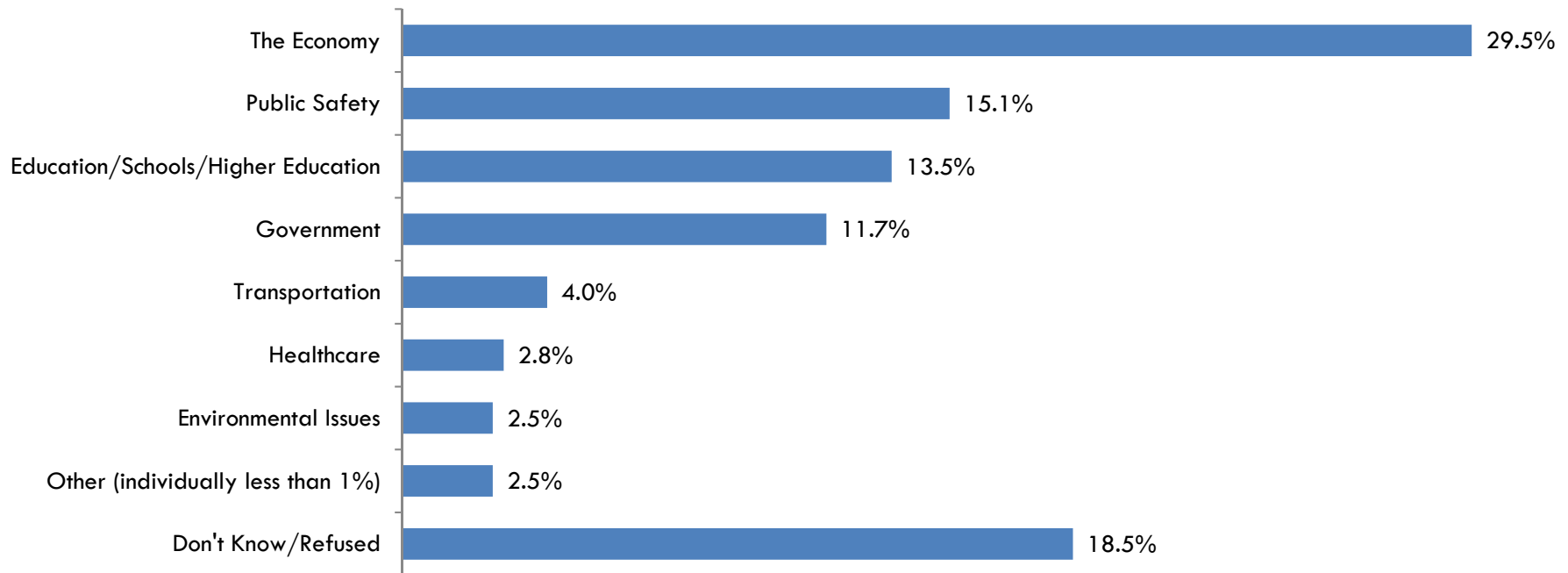
JCSD receives high marks for job performance, specifically in terms of water quality, customer service and parks/recreation

*JCSD Community News* is the region's leading source for news and information about water and water-related issues

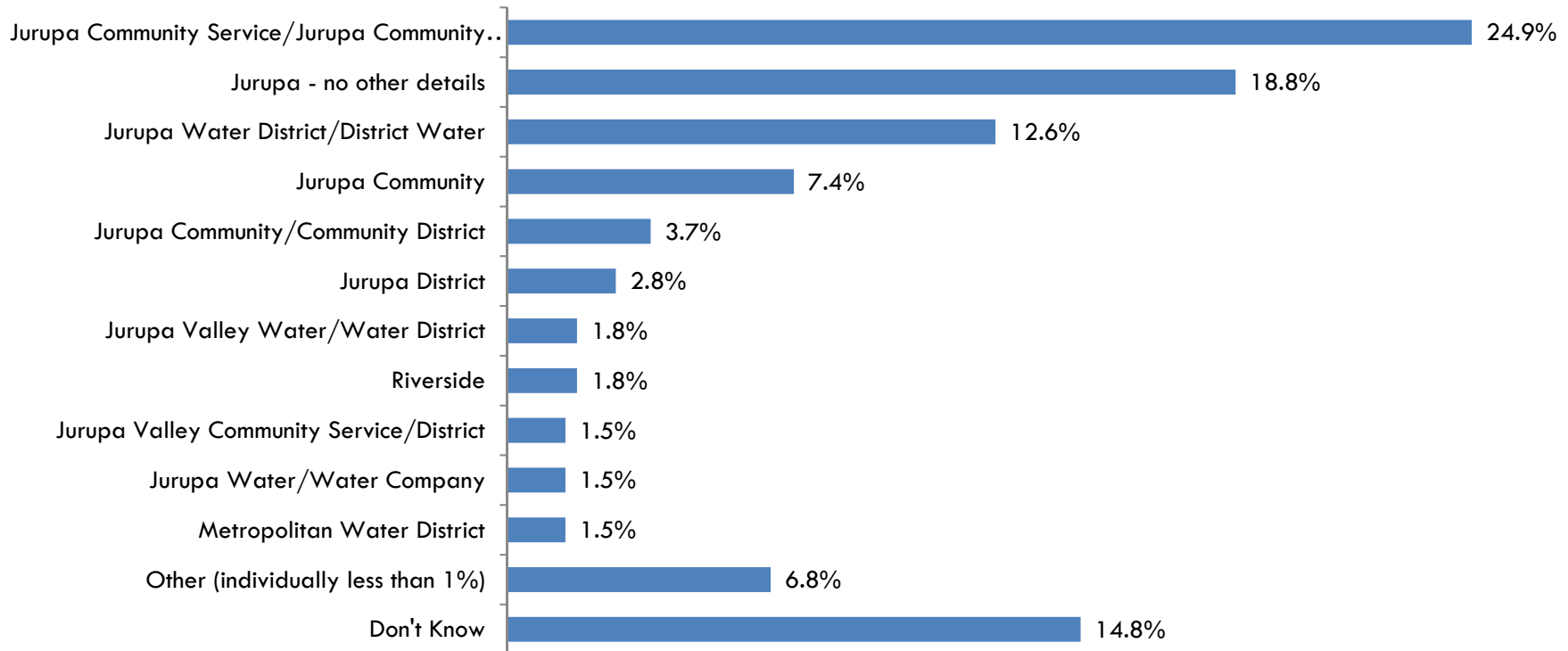
The JCSD community perceives an improved response to graffiti abatement over the past eighteen months

Respondents appear to actively engage in a variety of water conservation activities

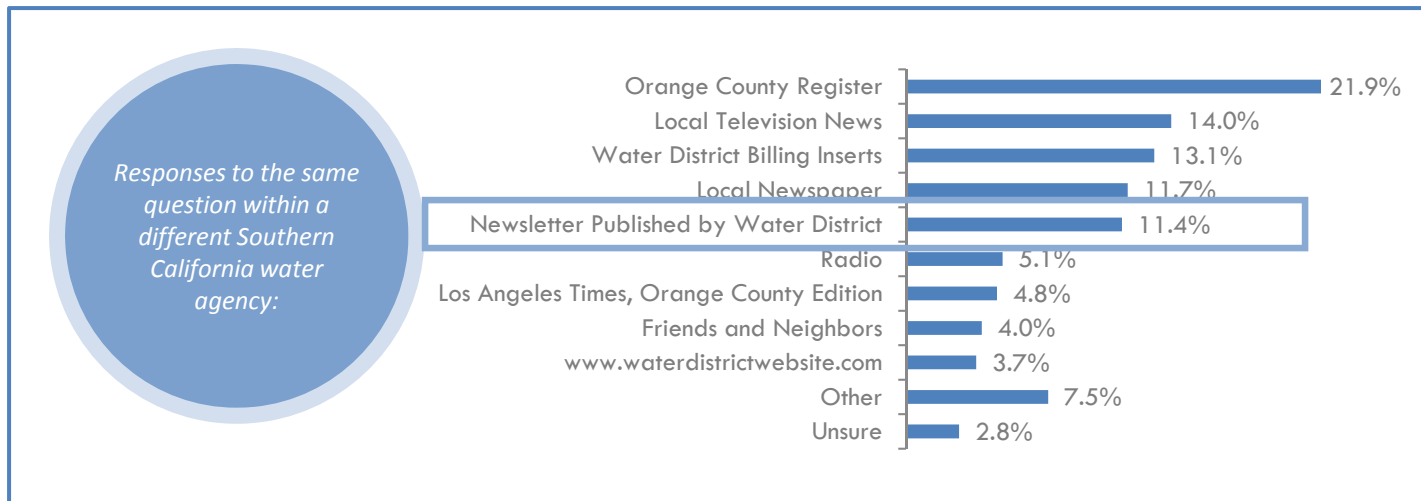
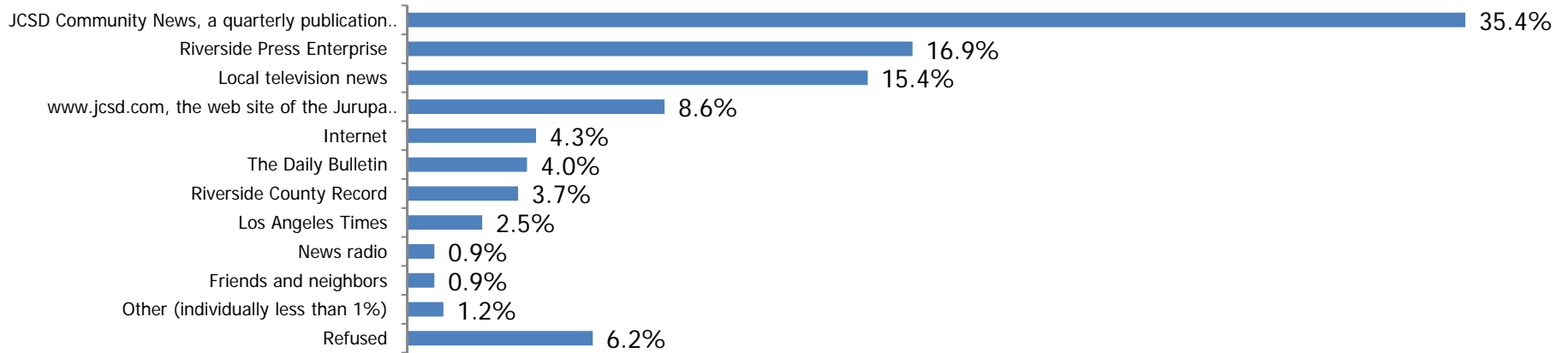
# The Economy is top of mind to the community, distantly followed by Public Safety, Education/Schools/Higher Education and Government



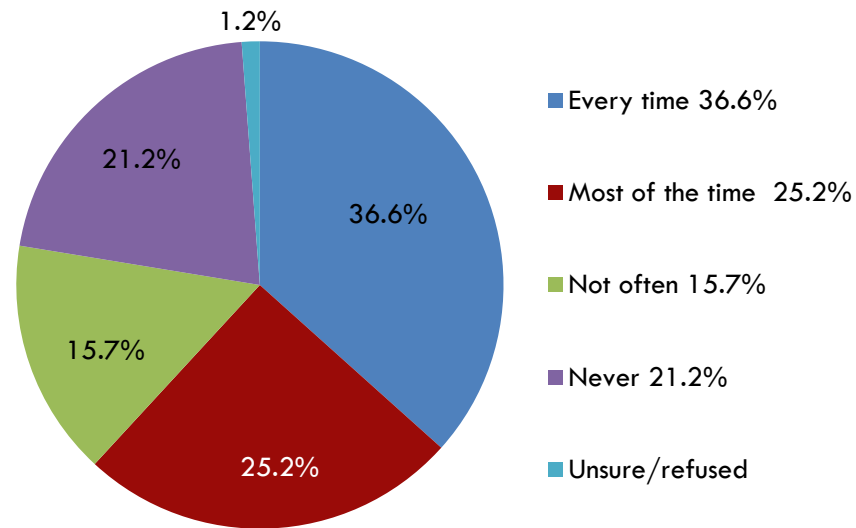
# One-quarter (24.9%) knew exactly who provides their water, while an additional 50.1% named some iteration of “Jurupa”



# JCSD Community News is the leading source for news and information about water and water-related issues

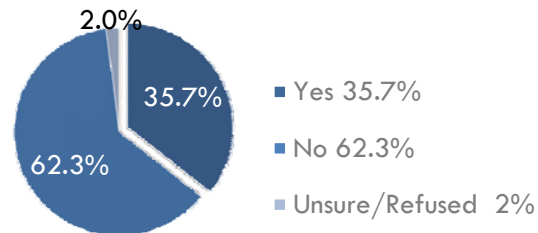


# 61.8% regularly read JCSD Community News

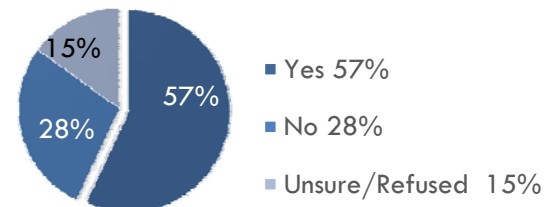


## Newsletter Readership Compares Well With Those of Other Southern California Water Agencies

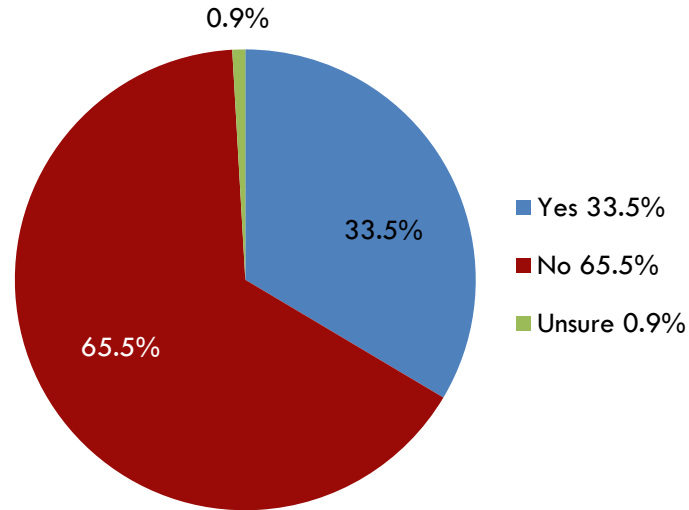
### Water Agency 1



### Water Agency 2

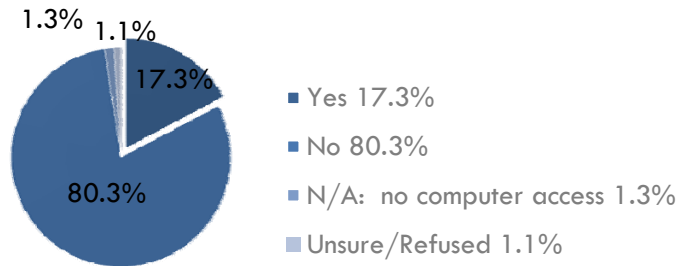


# One-third (33.5%) have visited [www.jcsd.us](http://www.jcsd.us)

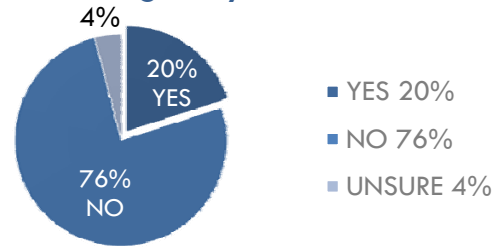


## Website Visitation Compares Well With Those of Other Southern California Water Agencies

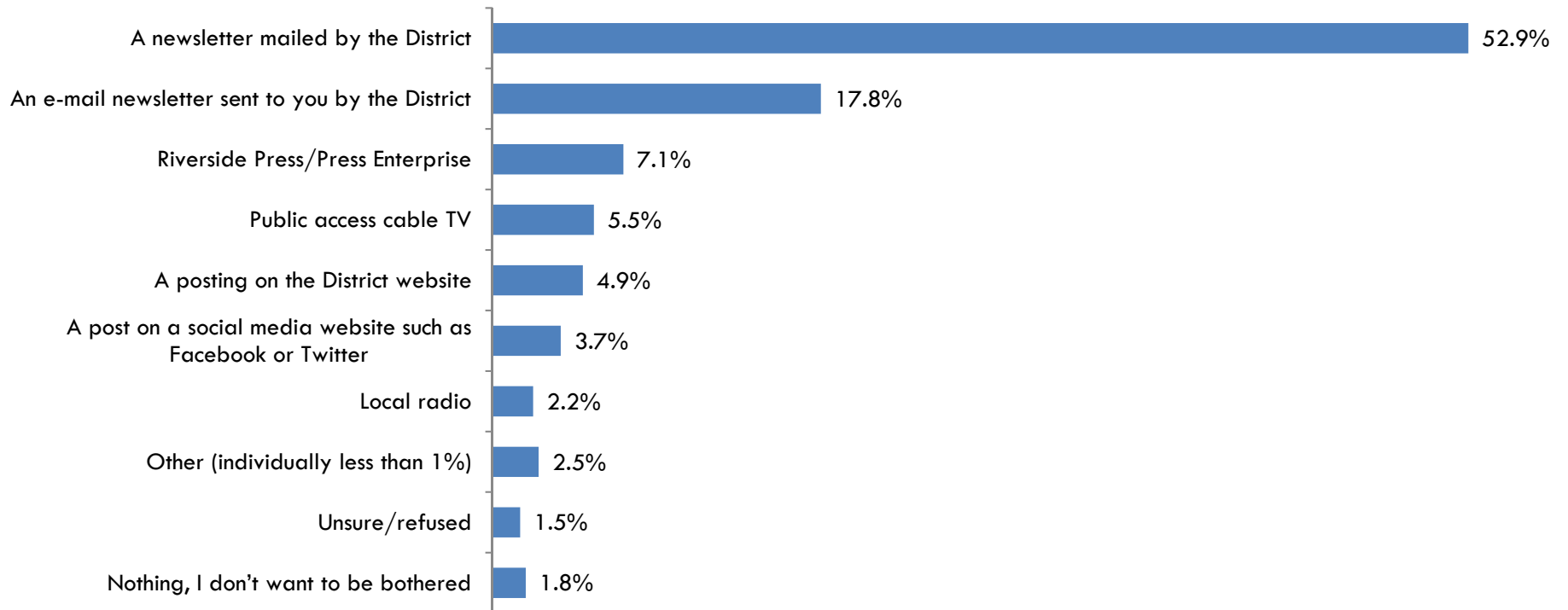
### Water Agency 1



### Water Agency 2



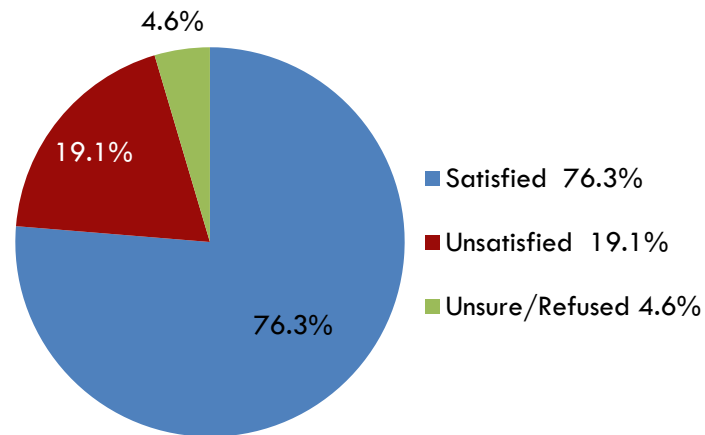
# A majority (52.9%) prefer to receive information about water, wastewater, sewer services and parks and recreation via a newsletter mailed by the District



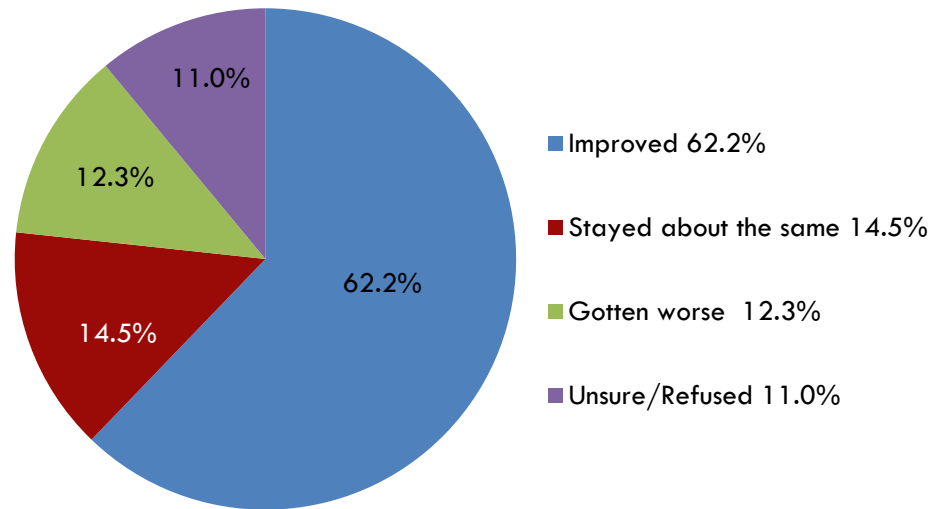
## Overall quality of water is the most important in terms of water service to respondents' homes



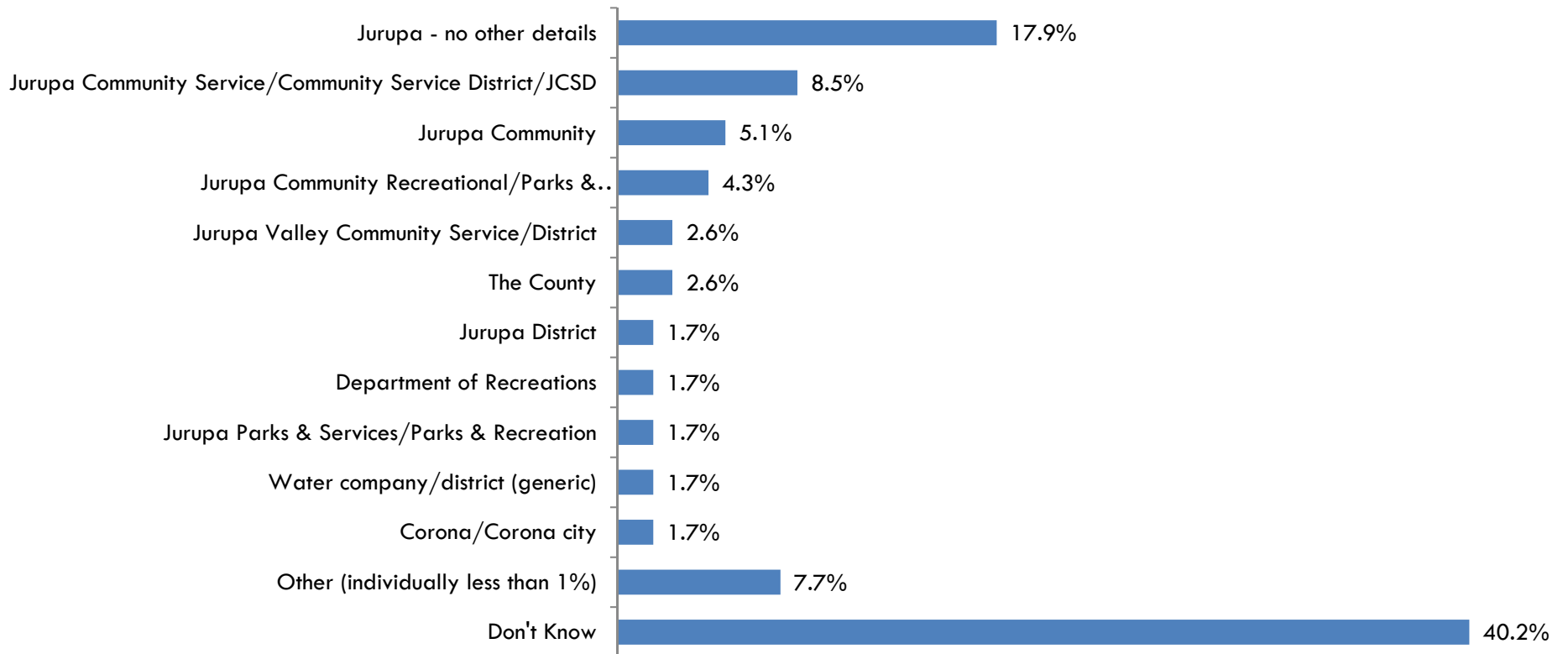
## Three-quarters (76.3%) are satisfied with the quality of water provided by JCSD



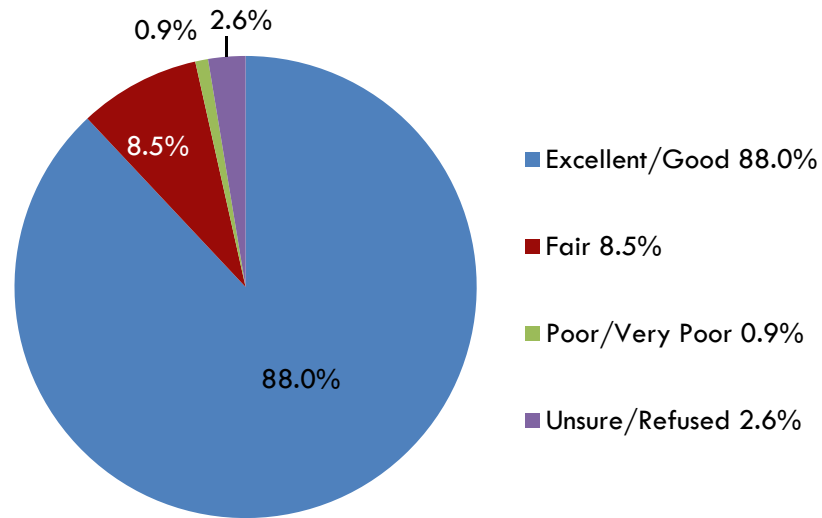
## 62.2% say that the response to graffiti has improved over the past eighteen months



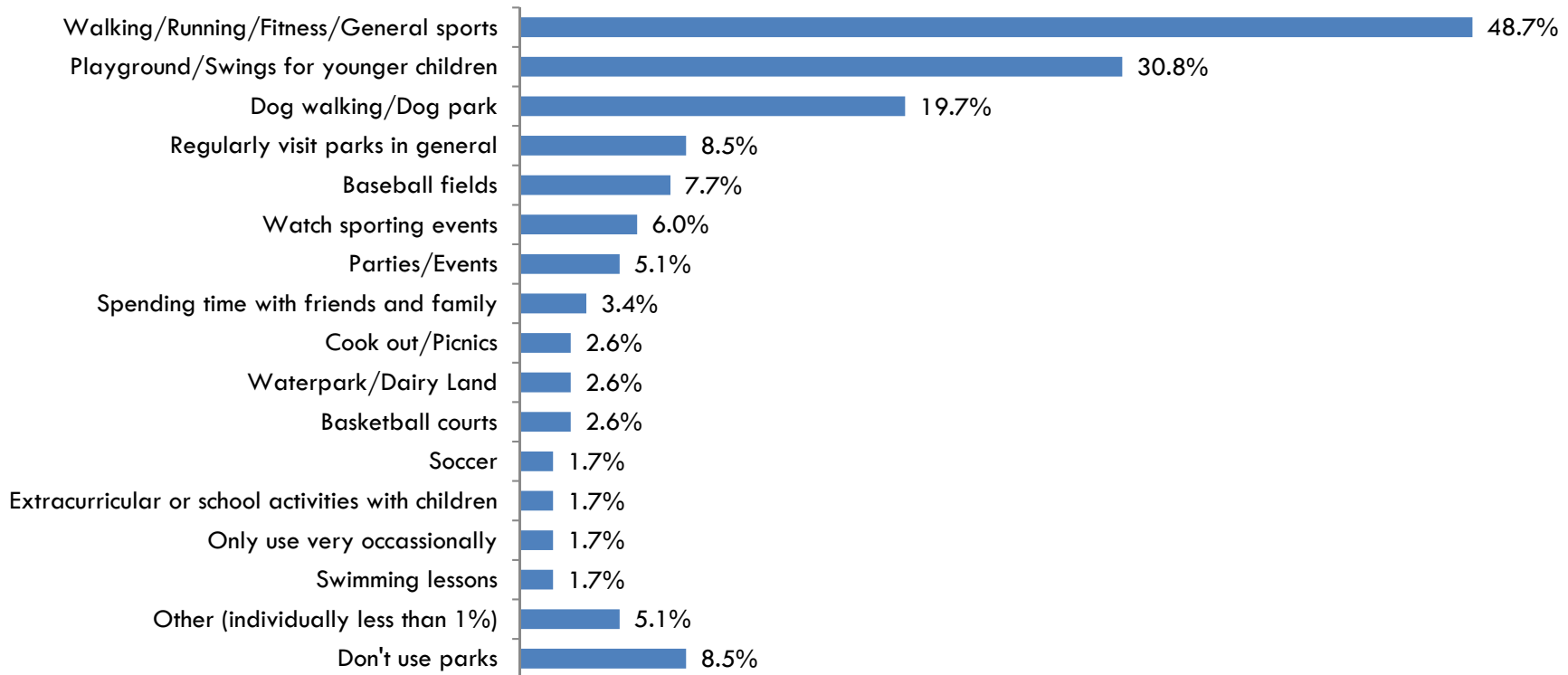
# While 40.2% of Eastvale respondents did not know who maintains parks and recreation facilities, 8.5% named JCSD and one-third (33.3%) named some iteration of Jurupa\*



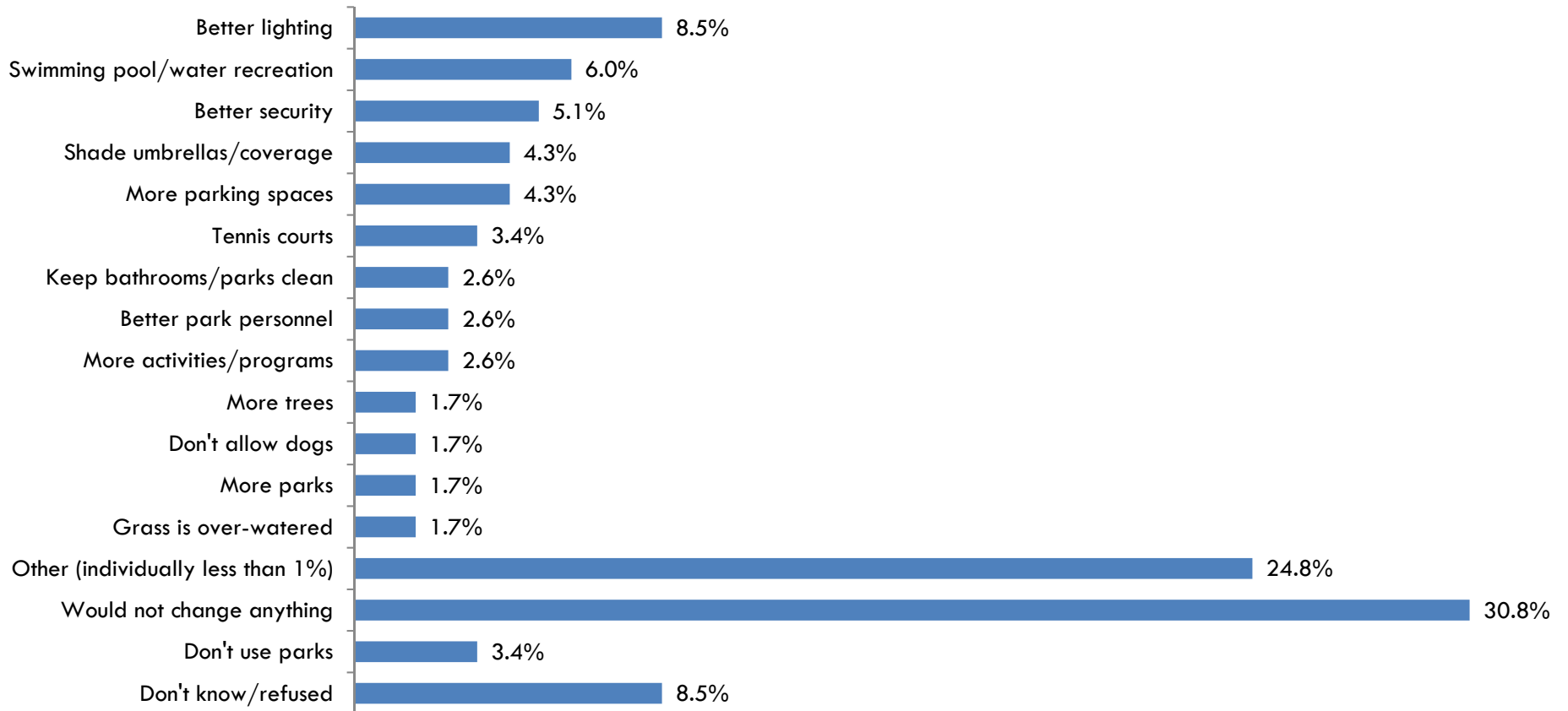
# Nearly nine out of ten (88%) give JCSD high marks for park maintenance\*



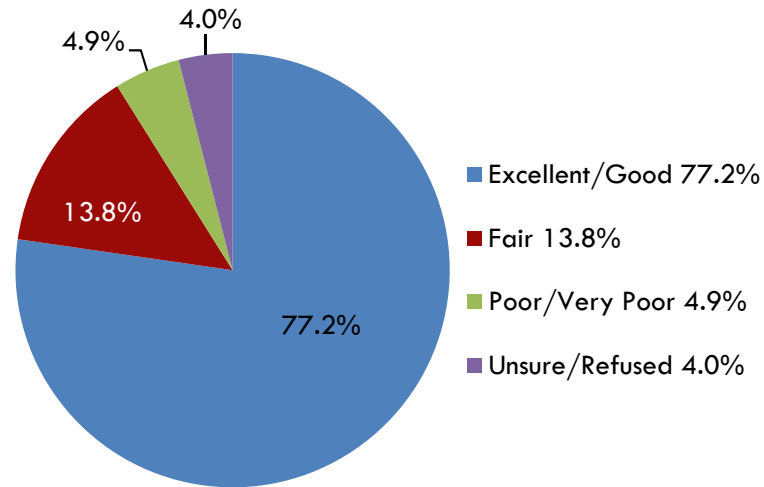
# Nearly one-half (48.7%) use the local parks and recreation services for walking/running/fitness/general sports



## A plurality (30.8%) wouldn't change anything about local parks and recreation

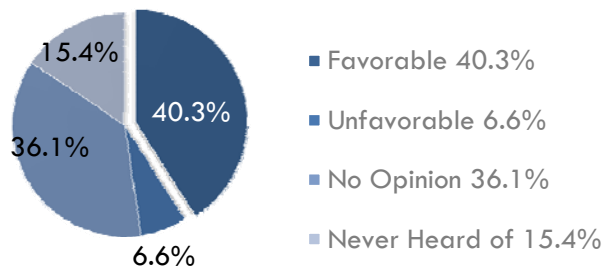


## 77.2% gave high marks to JCSD's job performance

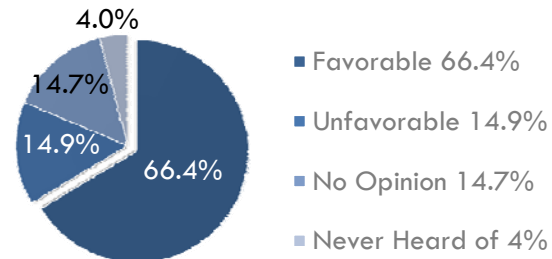


### Favorability Rankings Compare Well With Those of Other Southern California Water Agencies

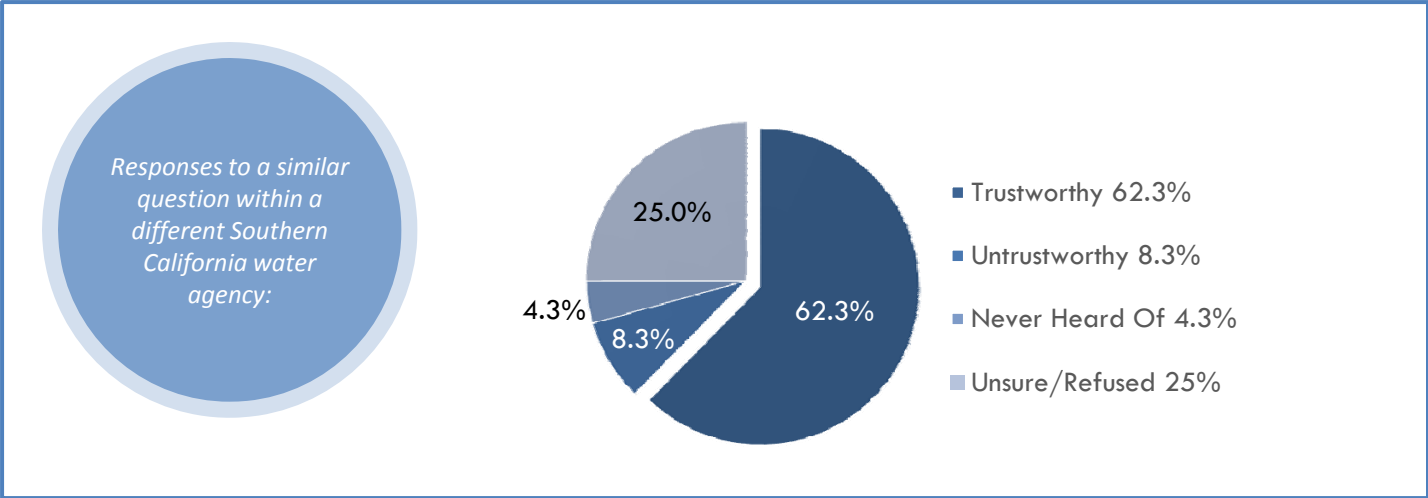
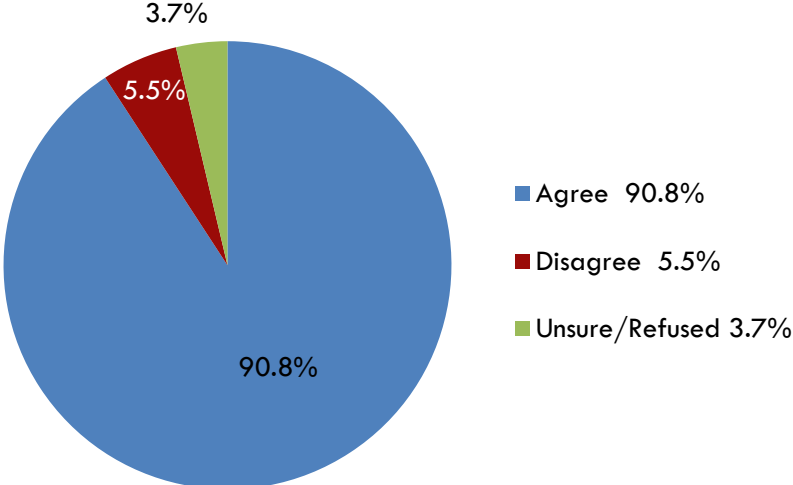
#### Water Agency 1



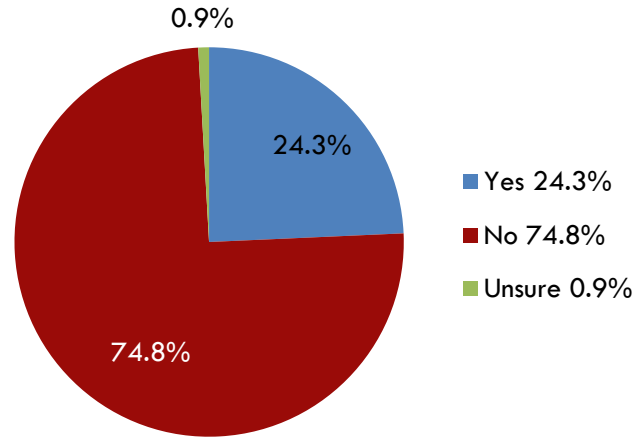
#### Water Agency 2



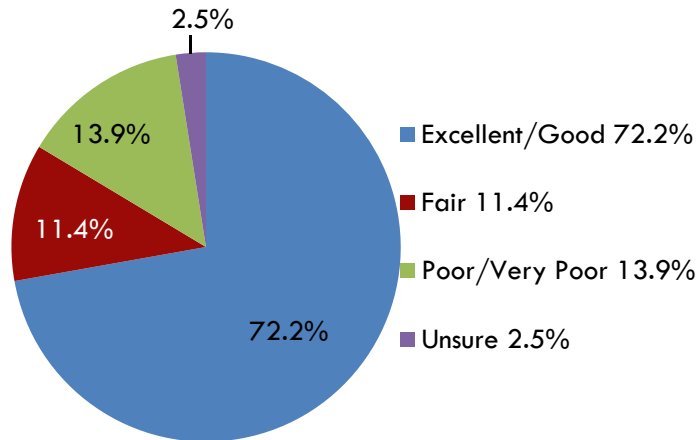
# 90.8% feel that JCSD provides reliable and trustworthy service



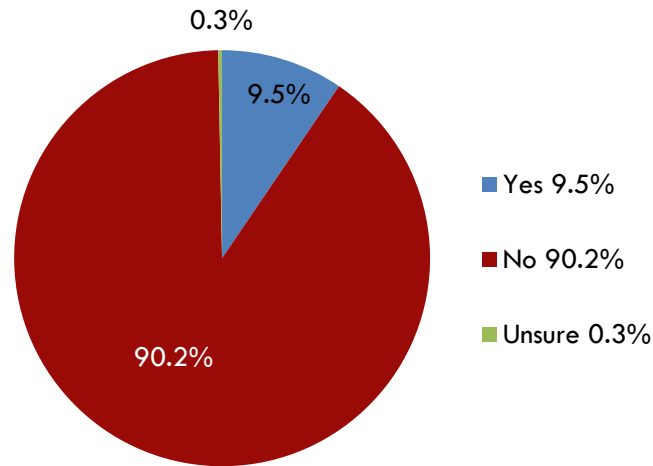
## 74.8% have not called JCSD within the past twelve months



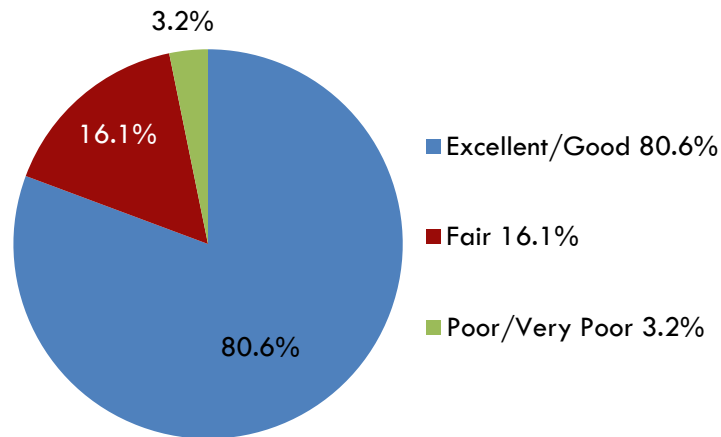
## Of those that had called JCSD, nearly three-quarters (72.2%) gave “excellent/good” marks to JCSD’s customer service



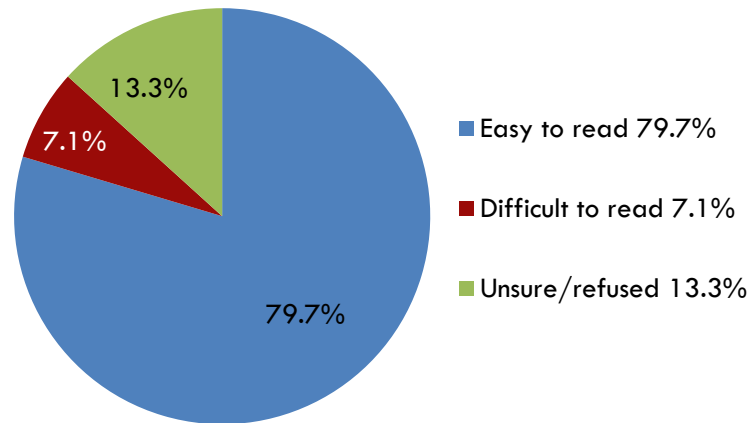
**90.2% have not gone inside a JCSD facility within the past twelve months**



**Of those that had walked into a JCSD facility, 80.6% gave “excellent/good” marks to JCSD’s customer service**



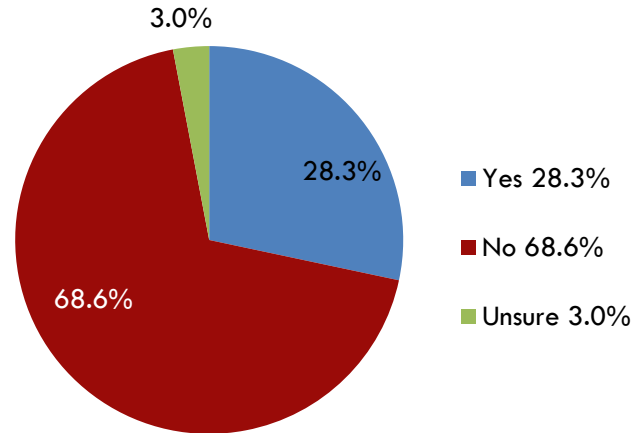
# Eight out of ten (79.7%) feel their water and sewer bill is easy to read



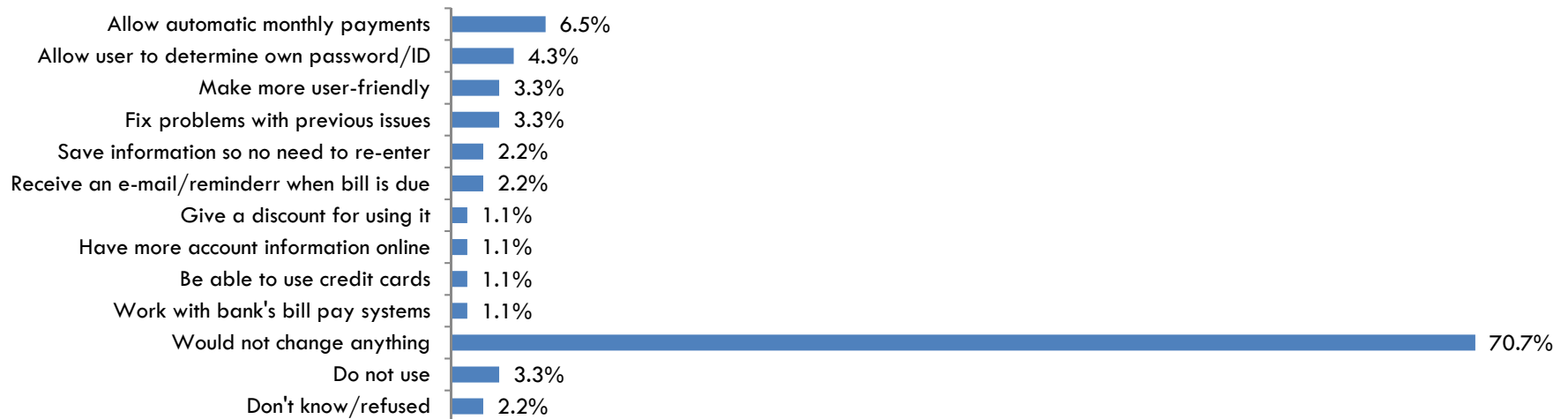
Responses to a similar question within a different Southern California water agency:



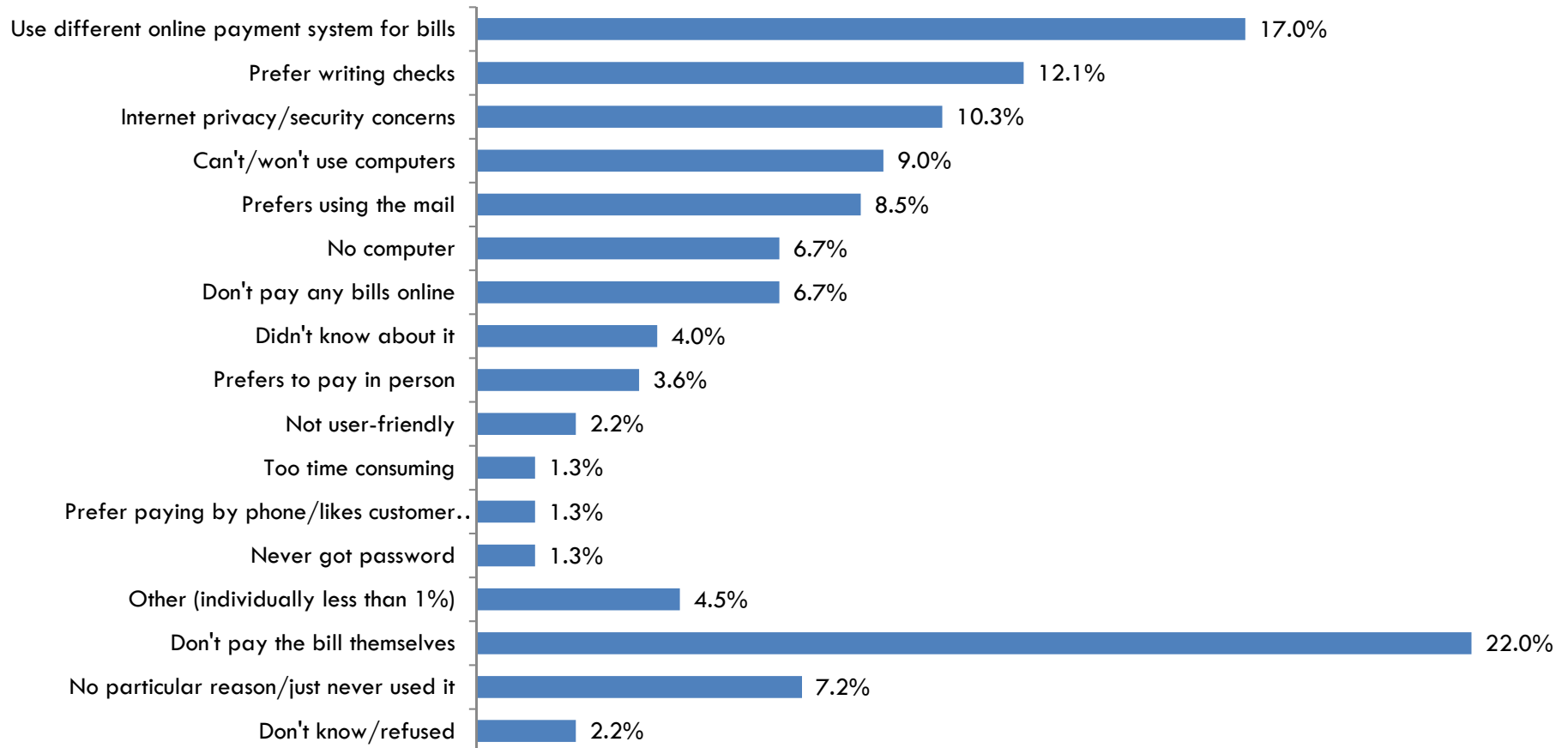
## 28.3% have used JCSD's Online Bill Pay



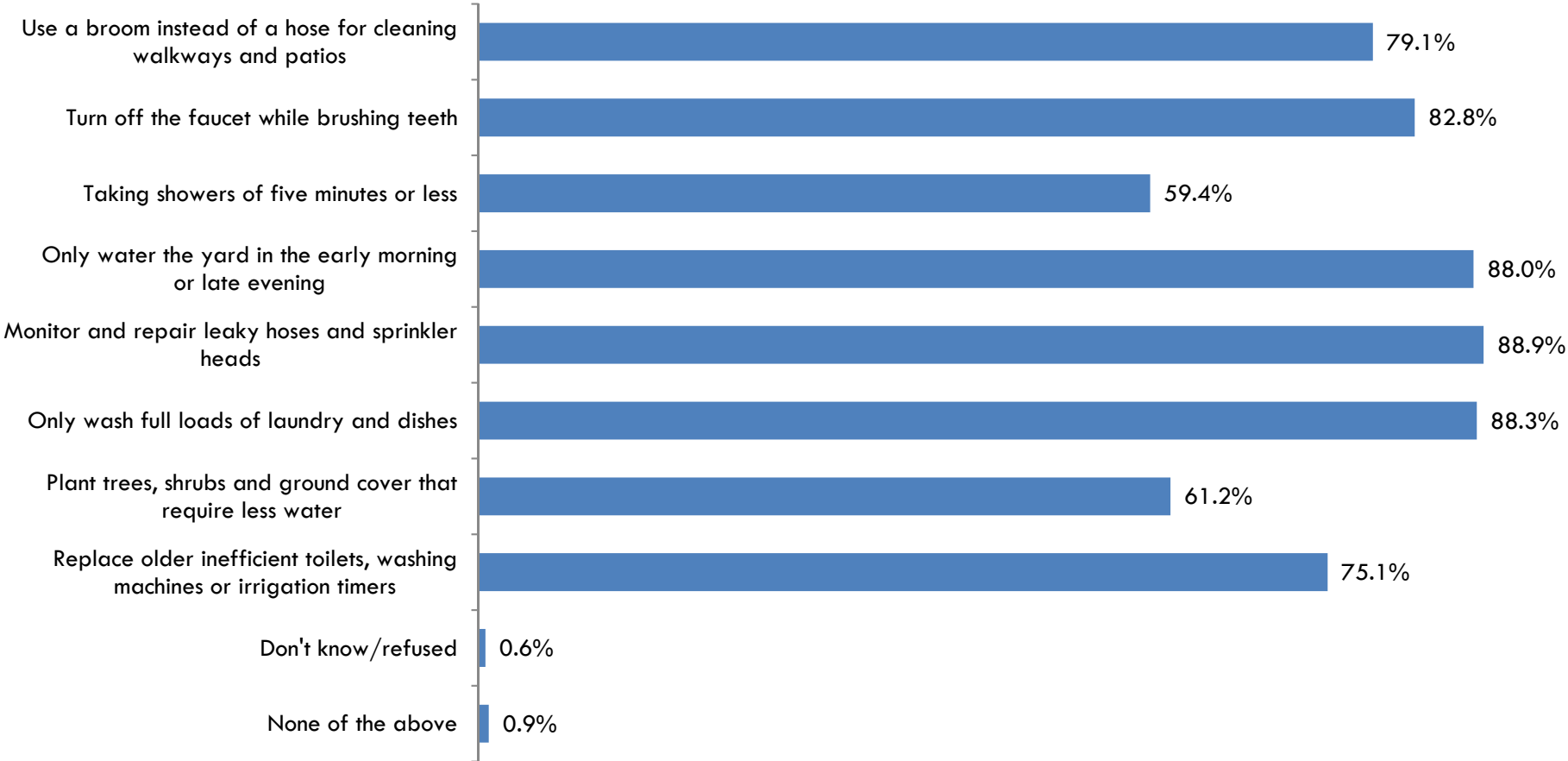
**Of those who do use the system,  
70.7% would not change anything about it**



# Most of those who do not use the system, don't do so because they either don't pay the bill themselves or they use a different online payment system for bills



# Respondents appear to be proactively working to conserve water in their home, with over 80% citing four unique water-conserving activities they currently perform





**Thank you**



**OPINION RESEARCH EXPERTS**