

Update on SDAC Engagement and Socioeconomic Modeling Projects



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1

Community Engagement Planning

- Ad Hoc Committee on SDAC Engagement
 - Meeting every other Friday since April
 - Developed the following meeting materials
 1. Community meeting PowerPoint presentation
 2. Door-to-door education and feedback tool
 3. Educational brochure
 4. Engagement flier
 5. Frequently asked questions
 - Tentative dates for first community meetings:
Sept. 19-20, 2018 (English and Spanish)



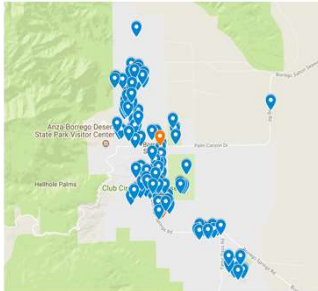
The Ad Hoc Committee on SDAC Engagement has been meeting every other Friday since April to provide guidance for developing community engagement materials, appropriate outreach channels, meeting venues, etc. The committee will continue to meet regularly through September as community meetings and other data collection/education opportunities are implemented.

Community Characteristics Report

- Report Progress
 - Area demographics, housing information, public health (disease rate, risk factors)
 - Economic landscape
 - Business survey data collection underway



BWD Ratepayer Survey



Blue Icon: Response by Mail or Online
Orange Icon: Response through School District

Preliminary Results

Response rate: 11.6%

- English responses – 223
- Spanish responses – 18



Response rate assumes 2100 surveys mailed out.

BWD Ratepayer Survey

- Preliminary Results
 - Appx. 57% willing to pay \$25 or less for water (7% indicated \$0 more)
 - 83% own the home
 - 70% are retired
 - Average months living in Borrego each year: 9
 - 28% volunteer (primarily at the park, civic groups, and faith-based organizations)



BWD Ratepayer Survey

- Emerging themes from open-ended responses
 - Comments from respondents living on fixed incomes were most likely to indicate inability to pay more and concern about rate increases
 - Concerns about agriculture and golf course water use – using too much water and making Borrego economy unsustainable over the long term, fair share based on water consumption
 - Self-reported water conservation efforts, e.g., drought-friendly landscaping, graywater recycling, generally lowering water consumption
 - Concerns about privacy around information provided through the survey process
 - Water quality concerns (three respondents) – corrosion of faucets, pipes and sulfuric smell
 - Concerns about having to leave Borrego (five respondents)



Socioeconomic Baseline Data and Analysis

- Update and Next Steps
 - Data compilation and review near completion for the baseline water use summary report
 - Development of SDAC-specific metrics for subareas of the Borrego Valley underway

