



# Memo

**To:** MCWD Board of Managers  
**From:** Telly Mamayek, MCWD Director of Communications and Education  
**Date:** May 8, 2015  
**Re:** Public Opinion Survey Results

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At the May 14, 2015 Board workshop John Himle of Himle Rapp & Company will present the results of the Districtwide Public Opinion Survey. The survey, authorized by the MCWD Board of Managers on February 27, 2014, was designed with input from the Board of Managers and District staff. The goals of the survey are three-fold:

1. Identify current attitudes relating to protecting water and water quality issues
2. Assess attitudes, perceptions and awareness of MCWD and its projects
3. Help inform the strategy and overall positioning for the District's next 10-year Comprehensive Water Resources Management Plan

The survey was administered by professional interviewers to 600 randomly selected adult residents across the watershed district between February 18<sup>th</sup> and 25<sup>th</sup> 2015. Cell phone only households were 38% of the sample and the rest were reached by land line. The typical respondent took 21 minutes to answer all of the questions.

Himle Rapp & Company designed the survey, managed the survey vendor and analyzed the survey findings. The Morris Leatherman Company conducted the fieldwork/interviewing and tabulated the data

As part of the analysis, Himle Rapp & Company will provide conclusions and recommendations based on the survey findings. Hard copies of the survey results will be provided at the meeting.