TRANS-TEXAS WATER PROGRAM

PUBLIC PARTICIPATION/ STAKEHOLDER INVOLVEMENT PROGRAM FINAL REPORT

West Central Study Area

San Antonio River Authority

San Antonio Water System

Edwards Aquifer Authority

Guadalupe-Blanco River Authority

Lower Colorado River Authority

Bexar Metropolitan Water District

Nueces River Authority

Canyon Lake Water Supply Corporation

Bexar-Medina-Atascosa Counties Water Control and Improvement Dist. #1

Texas Water Development Board

March 1998

Robert Aguirre Consultants, L.C.
In Association With:
Katz and Associates, Inc.
Robert R. Ashcroft, AICP
Ximenes & Associates, Inc.
Nancy Scott Jones and Associates, Inc.

TRANS-TEXAS WATER PROGRAM
WEST CENTRAL REGION
PUBLIC PARTICIPATION/STAKEHOLDER INVOLVEMENT PROGRAM
FINAL SUMMARY REPORT
MARCH, 1998

TABLE OF CONTENTS

TRANS-TEXAS WATER PROGRAM
WEST CENTRAL REGION
PUBLIC PARTICIPATION/STAKEHOLDER INVOLVEMENT PROGRAM
FINAL SUMMARY REPORT

PART I

INTRODUCTION

The purpose of this report is to summarize the public participation/stakeholder involvement process which was conducted in connection with the West Central Trans-Texas Water Program.

Beginning in October 1995, and throughout the course of this public participation project, much has been learned about how the public views water and water planning issues. This report constitutes a permanent record of the major public participation events and findings. Accordingly, this document provides an important basis of knowledge for the continued involvement of the public in regional water planning issues. For the regional water planners of the future, it should be considered an indispensable tool to understanding of the public's hopes and fears for decisions yet to be made.

This entire effort, and its resulting report, was based entirely on a regional perspective. Every aspect of the work presented here is based upon this critical regional viewpoint. This is important to keep in mind when reviewing this work and is critical to the full understanding of this project's outcomes.

Finally, it is appropriate that this introduction recognize the commitment and the boldness of the West Central Policy Management Committee of the Trans-Texas Water Program (PMC). These members worked without legal mandate toward the development of a regional plan and, in doing so, forged a new regional water planning trail in so many important ways. Not the least of these was their commitment to taking a proactive position by providing the public with every opportunity to be informed and involved. What is more, they made a public and explicit commitment to allow the views of the people to shape the regional debate as well as the decisions to be made. Theirs was a historic effort from which many important regional lessons have been learned. These lessons can, if utilized, serve to empower future regional water planning efforts.

PART II

BACKGROUND

After having completed the Phase 1 conceptual technical planning study which identified over 130 potential water supply alternatives, the West Central Trans-Texas Water Program was prepared to move into Phase 2 feasibility studies. Prior to doing this, however, decisions and recommendations had to be made about water supply needs as well as the potential water supply alternatives evaluated in Phase 1. The program sponsors recognized the need to make these decisions in a manner which involved a high degree of public participation/stakeholder involvement. The sponsors established a goal of designing a process which achieved stakeholder acceptance of the results of the technical study and the alternatives selected for implementation.

The West Central Policy Management Committee, acting through its administrative agency the San Antonio River Authority (SARA), and its Project Manager, Steven J. Raabe, P.E., sought to hire a qualified firm or team to:

1. Evaluate and make recommendations regarding implementation of public participation/stakeholder involvement;
2. Design and recommend a process to ensure adequate public participation and stakeholder involvement in Phase 2;
3. Assist the PMC in the development of the Phase 2 technical scope of work;
4. Facilitate information transfer and public participation during the Phase 2 study; and,
5. Recommend and help implement a process to achieve public acceptance of the results of the technical study and of the alternative selected for implementation.

The planned work was to be conducted in phases in order to allow the study sponsors an opportunity to gauge the success of the effort and to modify the approach if necessary.

The RFP specified that proposers should possess qualifications in the following areas:

- Public participation/stakeholder involvement
- Integrated Resource Planning
- Decision analysis techniques

A pre-proposal conference was held on July 26, 1995 and RFP responses were due August 11, 1995.

Proposer qualifications were initially evaluated based upon the following criteria:

1. Clarity, conciseness and completeness of the proposal (10% weight)
2. Experience and performance of the firm on similar projects (25%)
3. Personnel qualifications including experience and background of staff specifically assigned to the project (25%)
4. Methodology and approach to meet the requirements of the scope of work (40%)

In addition to above evaluative criteria, other factors outlined in the RFP which were used to assess the proposers were:

- The firm's knowledge of water issues in general
- Knowledge of the Edwards Aquifer and regional water issues specifically
- Knowledge and experience in Integrated Resource Planning
- Ability to develop and follow a management plan
- Ability to effectively manage the project and to control costs
- Ability to develop and apply decision analysis techniques
- Experience in public outreach activities
- Ability to develop unique and innovative public participation strategies
- Experience in dealing with the media
- Bilingual capabilities
- Ability to identify traditional and non-traditional stakeholders
- Experience in conducting public focus groups and surveys
- Experience in working on multi-agency projects
- Ability to develop communications strategies
- Ability to assess economic and socioeconomic impacts
- Ability to handle cross-constituent information transfer

After reviewing the proposals submitted three firms were interviewed, after which the selection committee chose the firm of Robert Aguirre Consultants, L.C.. The Aguirre team included the firms of Ximenes and Associates, Nancy Scott Jones and Associates, Linda Dethman and Associates, Katz and Associates, and Robert Ashcroft, AICP.

PART III

PUBLIC PARTICIPATION TASKS 1 and 2 - PROJECT INITIATION AND SCOPE DEVELOPMENT

After a finalization of the initial scope of work and budget, a Notice to Proceed was issued to the public participation contractor on October 23, 1995. This notice authorized public participation Tasks 1 and 2 for the total amount of $50,000.00.

The main objectives of these initial tasks were to:

- Solidify the project objectives
- Define desired outcomes
- Formulate the definition of success for the public process effort
- Form a common commitment to the process
- Identify and focus on critical project issues
- Identify other project considerations:
    a) Social impacts
    b) Cross-cultural issues
    c) Socio-economic impacts
    d) Economically divergent stakeholders
    e) Under-represented stakeholders/public

Project tasks 1 and 2 included the certain key project commencement steps which are summarized below:

- Develop, in conjunction with the program sponsors, of a project work plan
- Survey of Advisory Committee members regarding their views on issues as well as their goals
- A full day issues briefing in order to orient the consultant team
- Identification and documentation of past public participation efforts
- One-on-one interviews with PMC members in order to gain a better understanding of their respective issues and goals
- A two-day workshop for PMC members and senior staff to ensure a common understanding of the desired project outcomes and measurement of success
- The development of the Principles of Participation

While the general goal of the two day PMC/senior staff workshop focused on purpose, outcomes, and general operation, related issues which were discussed were:

- Who is the client?
- Why are we doing Trans-Texas now?
- What is the final product that we want?
- What is everyone's role?
- What must be the essential characteristics of a project plan?

- What does the decision making process look like?

There were two major outcomes from this workshop as an important first effort. First, the sponsor agencies developed a common understanding of the specific outcomes desired from Trans-Texas generally, and the public participation effort specifically. Second, these initial efforts resulted in a key constitutional document being drafted and later unanimously adopted by the PMC: the Principles of Participation. Both of these items proved to be critical ingredients to later success in the program.

The Principles of Participation, which served as the empowering document for all public participation efforts throughout the project, appear on the following page.

From the information gathered in these first tasks, a Situational Analysis was developed. This analysis constituted an important foundational building block toward the development of a public participation strategy and included an identification of the critical components of the West Central Trans-Texas Water Program as well as the program's perceived strengths and weaknesses. As a base line reference point, these issues proved to be critical to designing a strategy for the future.

SITUATIONAL ANALYSIS - CRITICAL COMPONENTS

The public participation contractor identified four critical project components:

- Credibility (of the sponsoring agencies *and of the process*)
- Commitment (of the sponsoring agencies)
- Communication (with and between the public/stakeholders)
- Equal Treatment (of public/stakeholders)

It was clear that each of these critical project components was driven by particular circumstances, real or perceived, and that any deficiency in establishing or maintaining any one of these components would far outweigh any effectiveness of the remaining three.

SITUATIONAL ANALYSIS - PROGRAM STRENGTHS AND WEAKNESSES

Among the more difficult items analyzed was the project's strengths and weaknesses. This proved to be an essential step in being able to design an appropriate public process - one that responded adequately to weaknesses and took every advantage of the strengths.

The strengths and weaknesses of the project, as identified by the contractor, were:

TRANS-TEXAS WATER PROGRAM
WEST CENTRAL REGION
PUBLIC PARTICIPATION/STAKEHOLDER INVOLVEMENT
UNANIMOUSLY ADOPTED - JANUARY, 1996

PRINCIPLES OF PARTICIPATION

This declaration formally expresses our commitment to a comprehensive public participation/stakeholder involvement process. By adopting and implementing the principles embodied in this declaration, the public's input will play a critical role in evaluating the water planning alternatives to be considered for this region.

While each participating agency is responsible to its respective constituents, our collective regional responsibility is to identify the most cost-effective and environmentally-sensitive strategies for meeting the current and future water needs of the West Central Region. In addition, we must ensure that the public and stakeholders significantly participate in deciding which alternatives will be considered and which are the most acceptable for implementation.

By unanimous adoption of this statement, the West Central Policy Management Committee of the Trans-Texas Water Program commits itself to the following principles of public and stakeholder participation:

- The public/stakeholder's participation must be broadly based and inclusive of all study area constituencies.
- It is the responsibility of the Trans-Texas Water Program and its sponsors to be proactive in its commitment to seek public/stakeholder participation and input.
- Public/stakeholder communication must be timely, truthful, consistent, and two-way.
- The Policy Management Committee, as the responsible decision-making body, must be accountable for the integrity of the public/stakeholder participation process and the manner in which the public's input shapes the final outcomes of the program.

In this effort we recognize that the overall quality and depth of public/stakeholder participation can only be as good as our ability to effectively communicate the complex issues associated with water planning alternatives.

These Principles of Participation recognize that no present or long-term water strategy can be implemented without the general support and consent of the public and stakeholders.

The Policy Management Committee
Trans-Texas Water Program
West Central Region

STRENGTHS

- There was a strong sense of cooperation and general agreement among the sponsoring agencies for the direction of the West Central Trans-Texas effort.
- The work performed to-date within the Trans-Texas project was widely accepted as being credible.
- The administrative agency for West Central Trans-Texas, the San Antonio River Authority, had a history of credibility and public cooperation/involvement.

WEAKNESSES

- The ongoing (at the time) and unresolved legal issues associated with the Edwards Aquifer made planning much more difficult, by requiring the making of subjective assumptions.
- A history of recent unsuccessful efforts on major planning initiatives was difficult to overcome.
- The complexity of long term water planning made public communication of the issues very difficult.
- There appeared to be sizable unidentified and unreached constituency groups in the study area which had to be brought into the process.
- There was a very large diversity of water needs/interests in the region.
- The size of the region made for difficult challenges in establishing two-way communications with constituency groups.
- The efforts of individual sponsor agencies to develop alternative water supplies outside of Trans-Texas posed a possible threat to the program.

The outcomes of this first effort (tasks 1 and 2) were documented in a Technical Memorandum issued by the public participation consultant, Robert Aguirre Consultants, L.C., dated January 1996. These outcomes constituted the foundational building blocks for the entire project. As such they set the stage to begin the process of *external* data gathering so that a public participation/stakeholder involvement strategy could be developed.

PART IV

TASK 3: EXTERNAL DATA GATHERING AND STRATEGY FORMULATION

Tasks 1 and 2 provided for the gathering of critical *internal* data. Task 3 began, as the next logical sequence of building-blocks, with the gathering of critical *external* data, and concluded with a specific public participation plan based upon all internal and external data assembled.

In order to formulate a public process strategy it was necessary to seek the input from the public and stakeholders for whom the process was intended. Typically referred to as constituent data gathering, it involved a proactive program of going into the community - all facets of the community - asking those who would be impacted by the outcomes of the process for their thoughts and opinions as to how such a process should be designed. The underlying premise was that the public can not be expected to accept a process which they had no part in designing. And if the process itself proved to be unacceptable, the results of that process would logically be deemed unacceptable as well.

The end goal of task 3 was to develop an overall public participation strategy and plan. This plan was to be developed such that it properly responded to, and capitalized upon, the body of empirical data which was collected and analyzed for this purpose in tasks 1, 2, and 3.

Task 3 was authorized and, with an approved budget of $153,300.00, a Notice to Proceed was issued to the public participation contractor on February 7, 1996.

The particular tasks outlined for this external research were extensive and designed to provide never before developed information on how the public viewed water planning issues. Among the data developed and issues explored with the public were such things as who the public trusted to make water planning decisions, what criteria were most important in the making of water decisions, and the public's understanding of the purpose of, and/or need for, long-range water planning.

These extensive data gathering efforts, empowered by the Principles of Participation, included:

- A region-wide public issues telephone survey
- Two rounds of focus groups throughout the study region
- Five public workshops throughout the study region
- Focus group public issues surveys
- Public workshops issues surveys

In addition to these quantitative research initiatives, qualitative measures were undertaken as well. These included:

- Stakeholder and potential stakeholder identification

- Target audience identification

PUBLIC ISSUES SURVEY

A random, scientifically designed public issues telephone survey was conducted in accordance with the statistical standards and methods established by the Council of American Survey Research Organizations ("CASRO"). Interviews were completed with a representative sample of 500 randomly selected households in the study area. This sample size is very reliable, and carries with it a plus or minus 4.5% margin of error in 95 samples out of 100. To ensure the scientific validity of the survey questions, methodology, and results, the survey was field tested in advance.

The goals of the survey were to:

1. Establish a baseline of the public's awareness, attitudes, and concerns about water issues, against which any changes can be measured; and,
2. Inform the public/stakeholder involvement efforts by obtaining insights on key issues related directly or indirectly to water planning.

Key Survey Findings - Water Supply and Water Quality

- Two-thirds of residents in the study area were concerned their communities will face significant water shortages within the next five years, even though only half of all residents had actually experienced a drought.
- Still, a significant portion of residents (33%) said they were not concerned about water shortages.
- When asked why they were concerned about shortages, residents cited dwindling resources, no alternative supplies, the likelihood of droughts, and growth in their communities. Those less concerned felt that supplies are adequate or that their communities have good water management practices.
- Living through a drought, and feeling informed about water issues, were likely to make people more concerned about future water supplies.
- When asked if they were more concerned about having enough water or about the quality of their water, respondents were more likely to say they were concerned about water supply (56%) than water quality (32%).

Key Survey Findings - Planning for Future Water Supplies

- Overall, both urban and rural areas received high overall ratings for managing their water resources (over 65% agreed cities and rural areas are doing a good job). And, both urban and rural residents held similar views of city water management efforts (75% of both groups thought cities were doing a good job)

- Urban and rural residents, however, rated rural water management efforts differently: 58% of urban residents, compared to 81% of rural residents, thought rural areas were doing a good job managing water resources.
- Conservation was most often mentioned as the *single most important thing to do* to ensure water for the future. Conservation was the most well known supply option and the most supported - far ahead of any other option.
- Residents appeared to support the concept of transferring water "in theory": 84% agreed that *areas of Texas with water surpluses should be willing to share their water with areas of Texas that need water, at least temporarily.* However, residents were less supportive of a prerequisite for water transfer - regional planning (68% agreed).
- Just over half of respondents did not know about water transfer; of those who did, more were negative (37%) than positive (27%) about it.
- Residents chose having a reliable supply as the highest priority, followed closely by water quality but more distantly by keeping the cost of water low, suggesting residents may feel more flexible about cost than about either reliability or quality.
- Residents thought environmental protection is also important to consider in choosing water supply options.

Key Survey Findings - Making Water Planning Decisions

- Three-quarters of residents in the study area strongly agreed that elected and water utility officials should involve the public in water planning issues.
- Residents most frequently said they trusted elected local/state officials (31%) and water officials (21%) to make decisions about meeting future water needs in their area. Still, 10% trusted nobody to make these decisions, and 22% didn't know who to trust.
- Two-thirds of residents said they felt either very (17%) or somewhat informed (52%) about water issues facing their community. Still, one-third said they do not feel informed.
- Residents said they wanted more information on water management and supply alternatives.
- When seeking reliable information on water issues, 76% of residents said they would turn to either the local water utility/department, City or County Government, Water Districts or Authorities, or State Government.
- About one-fifth of residents (21%) said they were likely to attend a local meeting on local water issues.
- Newspapers, television, radio and mail were voted the best ways to announce such meetings.
- Sixty-five percent of survey respondents want to be added to a mailing list to notify them of meetings or inform them about water planning issues in their area.

Summary of Survey Conclusions

The survey data suggested several important factors which needed to be considered for water planning overall within the Trans-Texas project, and for public participation activities in particular. These factors were:

1. The needs, experiences, and views of citizens about water issues within the West Central study area varied greatly. For instance, urban residents often had different views on water issues than rural residents, and those who have been through a drought think about water supplies differently than those who have never experienced a shortage. Under these circumstances, a "cookie cutter" approach to public participation is unlikely to work effectively. In addition, reaching consensus about the best options would require a strong understanding of, and effectively listening to, the variety of viewpoints.

2. Aside from conservation, many citizens were not familiar with various water supply options, much less knowledgeable about them. Only a small portion of the citizenry said they really understood the water issues facing their communities. Thus, tremendous efforts would need to be made to inform the public about water options and issues in a clear, understandable, non-technical way. Citizens would not be able to effectively participate in decision-making unless and until they became more informed.

3. Study area residents were concerned about water issues and wanted more information. The responses to a variety of survey questions indicated people will attend to water issues and that they recognized that there are challenges ahead. Survey responses indicated that 76% said they trusted representatives of local governments, water utilities, and water authorities (such as the Trans-Texas sponsors) to provide them with reliable information.

4. Respondents named the study sponsors, more than they named any other groups or individuals, as the entities they would trust for guidance and for making decisions about their water futures. However, they definitely wanted to be involved in the planning process (76% strongly agreed the public should be involved in water planning). This was an extremely important finding.

The survey instrument utilized for this process contains far more information than is appropriate to detail here. A copy of the instrument is included in this report in APPENDIX 1.

FOCUS GROUPS

Two rounds of region-wide focus group meetings were held. These group sessions were by invitation so as to ensure a manageable working/discussion group size, a cross-section of positions and perspectives, and a cross-section of demographic characteristics.

The first round consisted of one invitational focus group in each of the thirty two study region counties. The purpose of these sessions was to test, validate, and expound upon the data collected in the public issues surveys and to begin a process of direct consultation as to citizens' thoughts and wishes for how a public process should be structured. In these

sessions data was also collected on the criteria for decision analysis that was important to the participants.

The issues posed at this first round of focus groups were:

a) What concerns you the most about water today?
b) Do you think it is necessary to plan for long-range water needs?
c) Who should be responsible for doing long-range planning?
d) Should it (long-range planning) be done locally, regionally, or statewide?
e) What do you think have been the primary thrusts of water planning in the past?
f) Where do the biggest conflicts arise about water?
g) What purpose do these conflicts serve, if any?
h) What should be the primary consideration(s) when planning for water needs in the future?
i) How informed do you think people are about water issues?
j) How best do we inform people about water issues and the various possibilities for water planning?
k) Who are credible sources of information about water?
l) Where do people get their information about water?
m) What do you think an effective public participation process would look like?
n) Who would be involved (in public participation)?
o) Where should water planning meetings be held?
p) What time of day would be best of such meetings?
q) What would be the best mechanism(s) for letter people know about meetings and about results of meetings?

These are critical, hard hitting questions which the focus group members were asked to respond to and discuss in an open forum. Each of these questions was presented in a totally open-ended fashion (meaning their answers were not restricted to a selected array of multiple choice responses). Because of this, the results are not directly compilable into statistical factors.

The information collected in this first round of focus groups was analyzed and compared to the information gained from the statistically valid random public issues survey as well as the results from the second round of focus groups.

A second round of eight additional invitational focus groups was held subsequent to the public workshops. These groups were designed to test various specific public participation models and to gain public feedback on each. Together with previously collected data, this information was instrumental in designing the final public participation plan.

PUBLIC WORKSHOPS

Five public workshops were held across the region. The purpose of these workshops was to offer a participation opportunity to citizens within the study region who did not participate in

the focus groups. Despite these workshops being advertised throughout the region, attendance was small with a total of 35 participants.

FOCUS GROUP AND PUBLIC WORKSHOP SURVEYS

The same survey that was utilized in the random telephone survey effort was administered to the attendees of the focus groups and public workshops. While the response frequencies are not considered to be scientifically valid due to the lack of randomness, they nonetheless constituted an important validation of the data.

The steps outlined above occurred in a very specific order with each building upon the results of the previous effort. All were driven and empowered by the Principles of Participation. Additionally, it is important to note that every step was properly documented under the standard set in the project work plan outlined at the commencement of the project. This documentation is an important accountability record of the process, the proceedings, and the outcomes of each meeting/step.

If the most important finding from all of the survey and focus group efforts were summarized it would probably be this: That the general public does not have a great understanding of the issues related to regional water planning. This comes as no surprise to water professionals. The difference is that, for the first time in this region, a collaborative effort was being made to address this situation in a very deliberate and designed way.

THE CONCLUSIONS OF TASK 3 - EXTERNAL DATA GATHERING AND STRATEGY FORMULATION

The full analysis of the measures undertaken and their results is contained in the report by Robert Aguirre Consultants, L.C. entitled Public Participation/Stakeholder Involvement Issues Document, dated February 1997. The purpose of this document was to outline the specific issues identified by the public in connection with water planning. It constituted the first documented effort of the program to solicit and to *"hear"* the voice of the region's constituents, and to incorporate their input into a process design. For the decision makers, it was their first call to hear and to understand the regional concerns over water planning. To accomplish this the Issues Document was drafted void of consideration of technical and legal aspects, but instead set out the real, human concerns of the public.

This Issues Document made explicit two important points: First, that the public's issues were heard, understood, and accepted without question and on face-value. Second, that a successful evaluation and planning outcome was predicated upon the striking of a balance of diverse objectives between that which is technically feasible, with that which is publicly acceptable.

The listening sessions that were conducted as focus groups and workshops provided the study team with a unique opportunity to document the public's many and varied issues.

These issues, along with citizen participants' verbatim comments, are permanently documented on a meeting-by-meeting basis, with sign-in sheets, within the Issues Document.

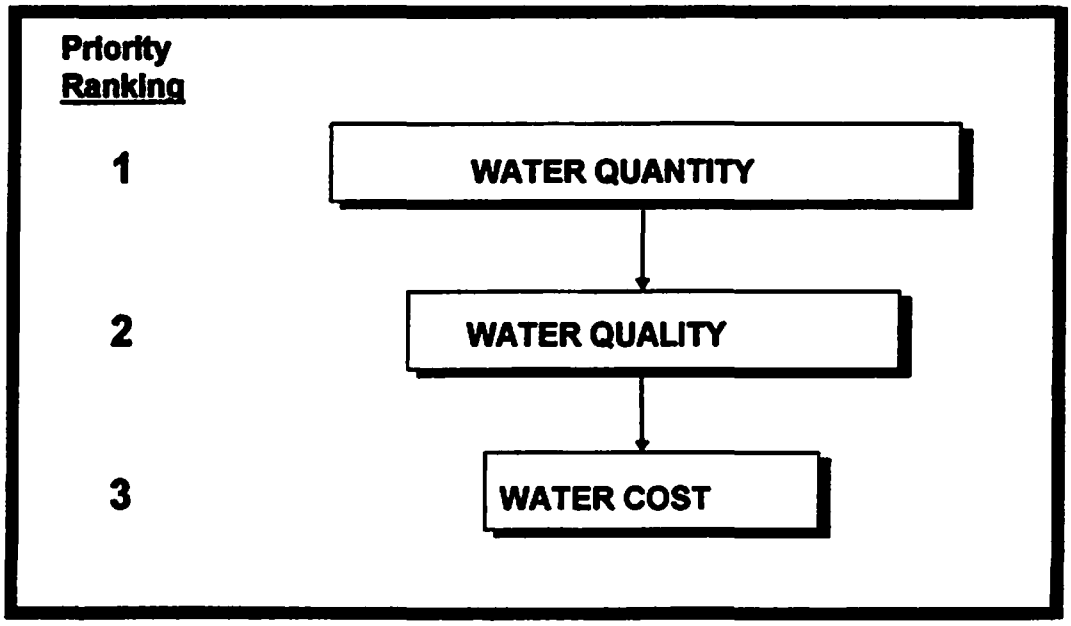
The analysis of the total body of data gathered to this point in the program garnered some interesting results in terms of strategic intelligence. Three important items of conclusion were:

THE PUBLIC'S DECISION ANALYSIS CRITERIA

A key outcome of the public issues survey, focus groups, and public workshops was the identification of a criteria by which the public stated they wished water planning options to be analyzed in the decision making process. In many ways these criteria were considered as the culmination of all the information gathered to date. Incorporating the public's analysis criteria into the decision making process was the proof that the public had been heard, and constituted the framework for a successful public participation process.

The initial criteria that emerged from the public was clear and undisputed. Consistently throughout this process the public had spoken in terms of these criteria in the order shown in the illustration below.

Public's Decision Analysis Criteria



This ranking of analysis criteria proved itself time and again throughout the early stages of the process.

IDENTIFICATION OF SIX BASIC REGIONAL "MIND SETS"

From the analysis work performed to date, there appeared to be six generally defined "mind sets" that comprised the study region and which had to be individually addressed. These mind sets were not so much driven by geography as by issues of economic, political, or environmental interest. The six basic mind sets identified were:

- Agricultural
- Urban Flighters
- Metropolitan Areas
- Highland Lakes and Springs
- Downstream Interests
- Bays and Estuaries

What was further learned was that "mind sets" know no jurisdictional boundaries. While jurisdictions are hard realities for agencies, people concerned over issues care little about boundary lines except for knowing how such jurisdictions can advance or hinder their interests. Knowing and understanding these regional mind sets played an important part in designing communication components capable of targeting each of these orientations.

IDENTIFICATION OF CORE ISSUES

The focus groups and workshops were carefully crafted to identify and understand the public's issues. These issues had to be understood and categorized in such a way that was useful in determining the most appropriate course of action for a public participation plan. This was the purpose of the Matrix of Core Issues which is illustrated on the following page.

Just as in the analysis of the "mind sets" above, core issues must not be considered in too literal a sense, for they are only as static as the circumstances (i.e., political and economic) within which they exist on any given moment. Nonetheless they provide a snapshot in time of the core issues that characterized the public participation process.

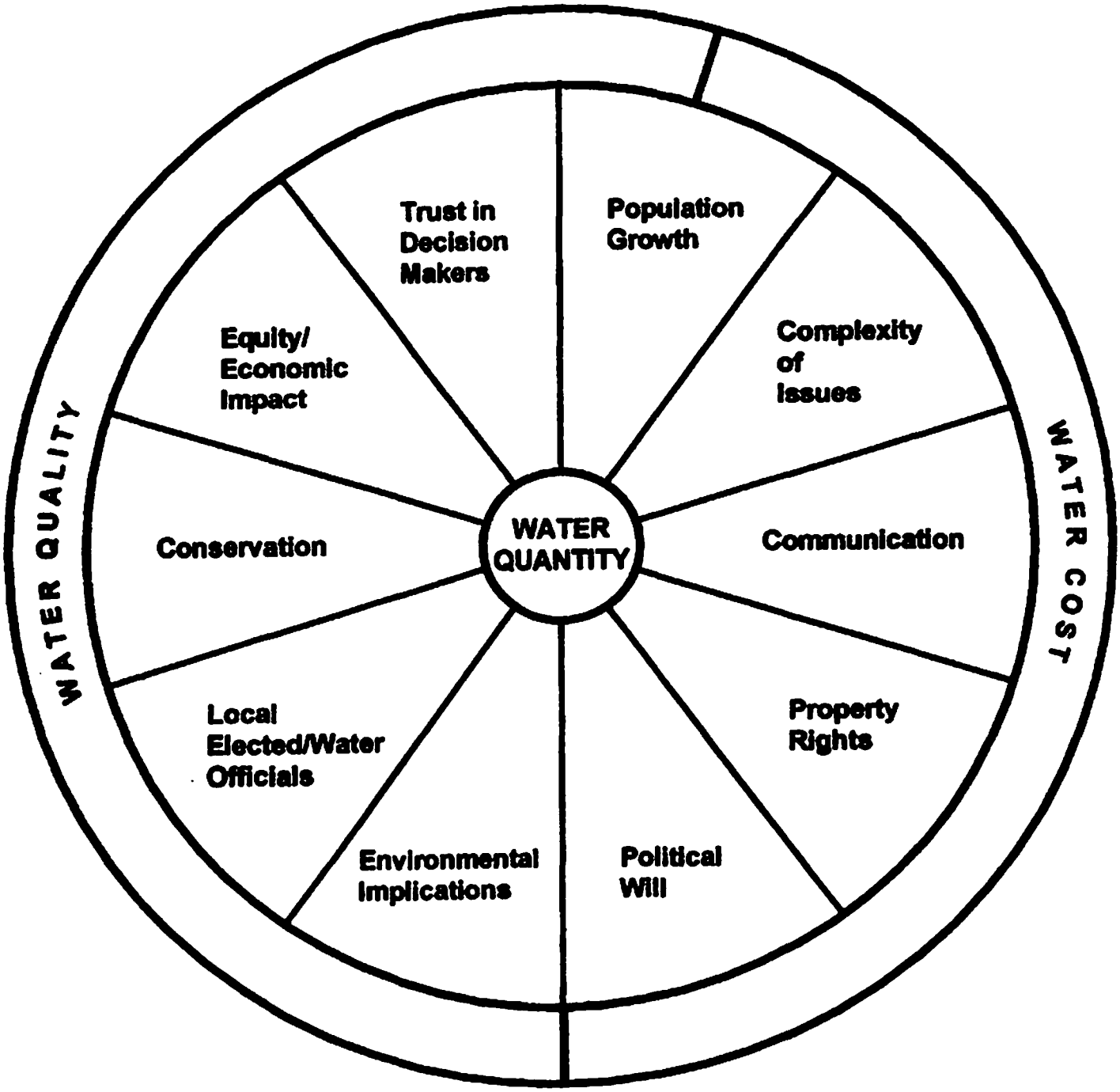
The illustration shows the public's highest priority issue, water quantity, at the center of the matrix. Surrounding the matrix are the public's second and third most important criteria, with water quality being second and water cost being third in ranking. The public's connecting core issues are described briefly below.

Trust - Trust plays an important, critical role in any public participation process.

Equity/Economic Impact - This includes issues such as fairness, impact on land values, water for economic growth/job creation, impacts on recreational uses and livelihoods, impacts on tax base, etc.

Complexity of Issues - A major stumbling block in public outreach and involvement is the complexity of the water issue, which is made even more so by the regional aspect of the effort.

MATRIX OF CORE ISSUES



Property Rights - So much of the water debate centers on property rights. In some ways it can be argued that this is a sub-set of equity/economic impact. However there are so many unique aspects to the property rights issues, including legislative aspects, that this is listed as a separate core issue.

Political Will - Some will argue that in the final analysis everything hinges on this core issue. This may not be far from the truth. It is political will that gives the public the opportunity to become informed and invited to participate.

Environmental Implications - There is little argument but that environmental implications are significant factors in water resource planning. With the Endangered Species act, constantly threatened litigation, bays and estuary needs, spring flows, and other issues, this is no small concern within the region.

Local Elected/Water Officials - *Local elected officials are key.* These would include, among others, county judges, river authority/water utility directors, mayors, county commissioners, city council members, state representatives, etc. These people play key leadership roles in their local communities and have a relationship with their constituents that is important to recognize, respect, and to incorporate into a public participation process.

Communication - This is closely related to the complexity issue. Communication deals with the actual methods of communication and the specific public outreach vehicles to be employed. People in the study region have definite ideas about the communication methods they prefer, and definite ideas about from whom they wish to receive that communication.

Conservation - Of all the water resource initiatives that exist, conservation is by far and away the most favored, and the most understood. What is more, conservation is seen by many within the region as not only the first step toward water planning, but a prerequisite to it. As such it must be among the first issues dealt with.

Population Growth - With certain rural counties realizing explosive growth over the past ten years, and with even greater growth forecaster, population growth was clearly a core issue in this effort. Closely related to the economic impact issue, population growth has its own distinct implications in terms of public understanding and particularly in public perception. It therefore stands on its own as a core issue.

Every one of these core issues will play an extremely important role in shaping the regional planning process to come.

Finally, it is important to note that the Issues Document concentrated on achieving a strong definition of the issues and questions, rather than searching for answers. The ultimate goal of the document was to properly identify the component issues that must be addressed in a successful public participation plan within the context of a regional water planning effort. The Issues Document sets forth those component issues as a basis upon which a plan was designed as a continued commitment to the Principles of Participation.

TASK 3 RECOMMENDATION

Tasks 1, 2, and 3 were unprecedented for this region. Although generally categorized as an information gathering period, it had already begun the process of listening and incorporating the will of the public. What is more, West Central Trans-Texas began the process of establishing itself as a true regional planning coalition willing to take into account the diverse interests it must serve. This was a major regional accomplishment for the West Central Policy Management Committee.

Task 3 concluded with a recommendation from the public participation contractor for a specific plan of action. This plan called for a much more integrated approach to water resource planning than had historically been employed. This integrated methodology is generally known as Integrated Resource Planning (IRP) and it differs in many ways from traditionally applied planning methods.

Characteristics of an Integrated Resource Plan

Integrated Resource Planning (IRP) is much more of a conceptual approach or a way of thinking than it is a set of specific formulas or measures. It is a non-traditional approach to long-term water resource planning which takes into account a wide range of interconnecting (integrated) issues that affect, and are affected by, water resource planning. These include balancing the trade-offs of various water resource options such as conservation, supply, and facilities. IRP also factors public input and environmental impacts into the decision making process. It is extremely comprehensive, and begins with a premise that a wide-range of traditional and non-traditional supply-side and demand-side resources should be considered. What's more, its design is such that it is capable of producing a result which considers a set of options rather than a single project - a key goal considering the diverse, multi-agency aspect of regional water planning efforts.

In an Integrated Resource Plan (IRP) the emphasis is on providing public input and involvement into *the process* of decision making on the theory that there can be no general public agreement on water resource planning unless that public has a voice in the method upon which that plan was developed.

Generally characterized, Integrated Resource Planning:

- Places a strong focus on water conservation as a resource
- Is highly inclusive
- Considers all reasonable options, not just "least cost"
- Treats stakeholders as participants, rather than disputants
- Takes into account multiple, often conflicting objectives of the sponsors/public
- Develops scenarios of water resource options, rather than a single option
- Is externally oriented (open to the public and flexible in nature)
- Is explicit and up-front as to trade-off issues and their consequences
- Openly admits risks and uncertainties as issues to be analyzed and managed
- Achieves a balance between water resources, facilities, and conservation

One important characteristic which IRP *does* have in common with more traditional planning methods is: Who makes the final decisions? The answer is the individual governing bodies. In the final analysis each governing body and each agency is accountable to their respective constituencies. This is as critical a reality under an IRP approach as in any other planning effort.

As task 3 concluded, the public participation contractor made a recommendation to the West Central Policy Management Committee to employ the Integrated Resource Planning methodology in the design and implementation of the public participation plan (task 4).

PART V

TASK 4: PUBLIC PARTICIPATION PLAN DESIGN AND IMPLEMENTATION

The investment made by the West Central PMC in this effort has been extraordinary. With the adoption of the Principles of Participation the PMC embarked on a public process like no other seen in this region in terms of its extent and scope.

To this point the public data gathering and analysis process had been conducted on the basis that *the entire range of public and technical issues are fully integrated in, and integral to, a successful regional water resource planning effort.* This characterization - a process dealing with integrated issues - was the cornerstone of the proposed public participation plan.

INTEGRATED RESOURCE PLAN (IRP) RECOMMENDATION

The recommended plan was designed to address the issues as well as the opportunities which exists throughout the study region within the IRP framework set forth above. A summary of the specific measures of the proposed plan appears on the following page.

The estimated time line for the proposed public participation plan was eighteen months and it was designed to function in complete accord with, and support for, the parallel efforts of the technical contractor.

The West Central Policy Management Committee authorized task 4 with an approved budget of $203,300.00, a Notice to Proceed was issued to the public participation contractor on February 7, 1997.

In order for the proposed plan to be successful, it was essential that there be a strong commitment to the following message points:

- Conservation
- Communication
- Public Confidence

Conservation: It is strikingly clear that, in the minds of the public, any true water resource planning effort must begin with conservation. This is especially true in any regional effort.

Communication: The importance of adequate, meaningful communication can not be over emphasized. This is true as it applies not just to the public, but to the regional planning group as well. Since dealing with conflicts and competing interests in explicit ways was a part of the proposed process direct, honest communication was key.

SUMMARY of INTEGRATED RESOURCE PLAN - PUBLIC PARTICIPATION EFFORT

- ⇒ Integrated Resource Planning Workshop (Task 4-1)
- ⇒ Elected and Water Officials Briefings/Updates (Task 4.2)
- ⇒ Implementation of Media Plan (Task 4-3)
- ⇒ Assist in Development of Phase 2 Technical Scope of Work (Task 4-4)
- ⇒ Define and Implement IRP Organizational Requirements with Sponsor Agencies (Task 4-5)
- ⇒ Identify Planning Policy Objectives With Each Sponsor Agency (Task 4-6)
- ⇒ Re-Structure of Advisory Committees (Task 4-7)
- ⇒ Advisory Committee Meetings (Task 4-8)
- ⇒ Informational Materials Development and Production (Task 4-9)
- ⇒ Materials Distribution (Task 4-10)
- ⇒ Develop Public Information and Involvement Opportunities Through Outreach Efforts (Task 4-11)
- ⇒ Refine and Expand the Public's Evaluation Criteria (Task 4-12)
- ⇒ Advisory Committee's Interim IRP Report (Task 4-13)
- ⇒ Coordinate With Technical Contractor to Evaluate Resource Options (Task 4-14)
- ⇒ Assist in Characterizing Resource Options (Task 4-15)
- ⇒ Identify and Define Future Uncertainties and Potential Outcomes (Task 4-16)
- ⇒ Selection of Water Resource Scenarios (Task 4-17)
- ⇒ Advisory Committee's Final IRP Report (Task 4-18)

Confidence: Closely related to (and a product of) good communication is public confidence. By conducting a fair, honest, and equitable process, and through maintaining good lines of communication, the public's confidence in the decision makers can be elevated.

Under the proposed plan no opportunity was missed to emphasize these three important regional planning message points.

The first portions of the newly authorized task 4 which were implemented were:

- An Integrated Resource Planning orientation workshop was held with the members of the Policy Management Committee and senior agency staff;
- The existing Advisory Committee for Public and Technical Input was reconfigured into two groups -
    - The Citizens' Public Participation Advisory Group
    - The Technical Input Advisory Group

Shortly after these steps were taken, new water planning legislation was passed which temporarily suspended any further action on the program.

PART VI

THE PASSAGE OF SENATE BILL 1

Shortly after the commencement of task 4 the 75th Texas Legislature passed an omnibus water bill known as Senate Bill 1. This legislation called for a new, statewide, regional planning process....one now required by law. It mandated the Texas Water Development Board (TWDB) to divide the state into planning regions (the number of which was to be determined by the TWDB) and to appoint a Regional Planning Group (RPG) over each such region.

The TWDB announced, shortly after passage of the new legislation, that the effective date of the new process would be March, 1998 (the effective date of the RPG appointments). What is more, the new regional plans are to be completed by September, 2000 and the TWDB would have until September, 2001 to reconcile and consolidate these regional plans into a comprehensive, integrated statewide plan.

With the passage of Senate Bill 1 the West Central Trans-Texas Water Program was put on hold.

By mid-summer of 1997 it was clear that the Trans-Texas Water Program would be discontinued and replaced by the new regional planning process to come. *While the goal of a regional water plan would remain the same, the mechanism by which that goal would be achieved had changed.*

The West Central Trans-Texas Policy Management Committee recognized that it would be in the best interest of the region to continue with certain aspects of its work in the months leading up to the effective date of the new process. Accordingly, the PMC developed a Project Close-Out and Transition Action Plan which outlined the specific final actions of the program. This action plan was implemented in order to bring the West Central Trans-Texas Water Program to a logical concluding point, to organize the Trans-Texas information so that it could be efficiently utilized and, more importantly, to support and empower the work of the successor regional planning group under Senate Bill 1.

With respect to the public participation component, the West Central PMC made the decision, after consultation with the TWDB, to continue with certain planned aspects of the original task 4 which had been approved just prior to the passage of Senate Bill 1.

Under an abbreviated task 4 designed in conjunction with the Project Close-Out and Transition Action Plan, a revised public participation task 4 was authorized by the PMC for the approved budget amount of $147,151.00. A Notice to Proceed was issued on this revised task 4 on August 18, 1998.

PART VII

ESTABLISHMENT OF THE CITIZEN'S INTEGRATED RESOURCE PLANNING COMMITTEE

The major task authorized by the revised task 4 was the formation of the Integrated Resource Planning Committee (IRPC). The IRPC, appointed by the West Central Policy Management Committee, consisted of twenty-eight people from across the thirty-two county study region. IRP Committee members represented the following stakeholder groups: Agriculture, industry, counties, municipalities, water utilities, water districts, environmental interests, small business, and the general public. These stakeholder groups were specifically focused upon inasmuch as they are specifically delineated in Senate Bill 1 as required representation on the Regional Planning Groups (two other stakeholder groups are also provided for in the legislation: River authorities and electrical generating utilities).

A list of the Integrated Resource Planning Committee members is included in APPENDIX 2 of this report.

The IRPC was given a difficult, but very important task - one never before attempted in this region. It was charged with the development of a regional water resource evaluation (screening) criteria upon which water planners could rely as being reflective of a regional consensus. What is more, the criteria was to embody local values and issues in such a way as to establish and support the regional credibility of the criteria. This was no small task.

The IRPC employed a seven step approach to the task they had been given. These steps called for the committee members to:

- Agree upon a common definition of their mission and the ground rules by which they were to abide;
- Develop a regional understanding of water resource issues, history, options, and recent legislative impacts;
- Discuss present and potential interdependent relationships among water resources and facilities in the region;
- Develop a common definition of the problem(s) that needed addressing;
- Develop an understanding of conservation's role in reducing water demand;
- Develop an understanding of when and where shortfalls in water supplies may occur; and,
- Conduct a process of identifying the (screening) criteria by which regional water resource options should be evaluated.

The IRPC held all day meetings on five Saturdays from October 1997 through January 1998. The total record of their work appears in the report by Robert Aguirre Consultants, L.C. dated March, 1998 and entitled Integrated Resource Planning Committee Final Criteria Report.

CONSERVATION

During the course of its deliberations the IRPC placed considerable emphasis upon water conservation and the role it plays within the context of a regional planning effort. Because they placed such a high priority on this issue, the IRPC developed the following statements:

1. Conservation is generally supported as a cost-effective and environmentally sensitive means for addressing water demand.
2. Everyone in the region shall commit to doing conservation that is reasonable and practicable in their area.
3. Conservation has many potential advantages and disadvantages, depending on where and how it is used.
4. Conservation shall be evaluated in a context of long-term cost-effectiveness and impacts.
5. A "one size fits all" approach to conservation will not work due to sub-regional differences in: cost effectiveness, use patterns, weather/hydrology, population distribution/growth, shortfall/surplus conditions, and water quality.
6. State, regional, and local planning entities all have a role to play in setting conservation goals. However, local control and determination is critical for obtaining stakeholder/community acceptance, commitment, and compliance.
7. Fairness is a key factor in determining how much conservation is practical.
8. Research on water conservation technology to lessen the inconvenience on users shall be encouraged.
9. Public education plays an important role in water conservation.
10. Cost incentives and disincentives shall be developed to promote conservation.

REGIONAL WATER RESOURCE EVALUATION CRITERIA

As a conclusion of their deliberations, the Integrated Resource Planning Committee developed, for the first time ever, a regional water resource evaluation (screening) criteria. These criteria are divided into nine major categories and are intended for the use of water planners as they evaluate the various alternatives to meet the water needs of the region. The criteria, which are expressed in active, evaluative terms, are:

Compatibility

- Maximizes regional compatibility with local water plans
- Minimizes negative impacts on property rights
- Maximizes consistency with local growth management plans
- Maximizes compatibility with plans from surrounding regions

Economic

- Facilitates economic development
- Minimizes long range negative socio-economic impacts (included loss of tax base)
- Promotes opportunities for cost sharing and economic partnership
- Provides cost effective solutions

Efficiency

- Minimizes evaporative and distribution losses
- Promotes conservation
- Promotes conjunctive use

Environment

- Minimizes short-term and long-term negative impacts on natural resources
  - Wildlife/habitat
  - Rivers
  - Estuaries
  - Lakes
  - Aquifers
  - Karsts
  - Air Quality
  - Water Quality
  - Wetlands
- Minimizes short-term and long-term negative impact to the human environment
  - Recreational
  - Cultural/historical
  - Archeological
  - Aesthetics

Fairness

- Maximizes efficient use of water in areas that import water
- Promotes equitable distribution of costs in meeting region's water needs

Feasibility

- Demonstrates feasibility in terms of timing, technical/scientific, economic, political, regulatory, legal, and public acceptance factors

Flexibility

- Adaptable to new and innovative technology
- Adaptable to changes in demand projections
- Adaptable to changes in law
- Adaptable to future supply options

Reliability

- Maximizes a sustainable (referring to yield) supply of water for short-term and long-term needs
- Minimizes interruptions to water supplies

Water Quality

- Provides and maintains appropriate water quality for the intended use

The work of the Integrated Resource Planning Committee was impressive, especially considering the tight time frame within which the committee had to work. It was imperative that the committee complete its work in time for the commencement of the Senate Bill 1 planning process and the effective date of the appointments to the Regional Planning Groups.

It was the goal of the West Central Policy Management Committee to not lose any valuable time in working toward a regional water plan. Toward that end the PMC commissioned this process. In light of the IRPC's high level of success, the hope is that the new Regional Planning Group members will avail themselves of this important body of work. The regional water resource evaluation criteria is a unique and useful tool and an important building block toward the achievement of a common goal.

[NOTE: It is appropriate to note that six members of the Integrated Resource Planning Committee were appointed by the Texas Water Development Board to the Regional Planning Groups called for in Senate Bill 1.]

PART VIII

PROJECT CONCLUSION

From a regional standpoint the West Central Trans-Texas Water Program's public participation effort was a bold and historic undertaking. A great deal of critical information was gathered - information which serves to empower and inform water planning efforts. This information constitutes the building blocks upon which a successful regional water plan can be achieved.

A recap of these key project components appears below, however the reader is encouraged to refer to the main text for a more complete explanation of these issues. To assist in this, page numbers are included here for cross reference convenience.

KEY PROJECT COMPONENTS

1. At the very beginning of the project a common understanding of the project outcomes was developed including an understanding of how success would be defined/determined (page 4).

2. The West Central Policy Management Committee took a bold step in unanimously adopting their Principles of Participation which explicitly set forth its commitment to a meaningful public participation process (page 6).

3. A public issues survey was conducted which gauged people's knowledge and attitudes about water, water planning, and trust levels of decision makers (page 9).

4. A series of forty focus groups and five public workshops were conducted throughout the study region seeking input on community issues and concerns and testing public participation models for effectiveness and preferences (page 11).

5. From the information gathered above, a decision analysis criteria was developed. These criteria, which reflected the priority level of key water issues, were: Water quantity, water quality, and cost (page 14).

6. From an analysis of the data developed, six basic "mind sets" were identified which seemed to characterize the region's citizens (page 15). These mind sets are:

    - Agricultural
    - Urban Flighters
    - Metropolitan Areas
    - Highland Lakes and Springs
    - Downstream Interests
    - Bays and Estuaries

7. Within the context of the three priority issues of water quantity, water quality, and water cost, there were discovered nine core issues which were deemed to be critical components to a successful regional effort (page 15). These core issues are:

    - Trust
    - Equity/Economic Impact
    - Complexity of Issues
    - Property Rights
    - Political Will
    - Environmental Implications
    - Local Elected/Water Officials
    - Conservation
    - Population Growth

8. The risks and the power of the Integrated Resource Planning method was discovered first hand. Employing this methodology brought stark surprises in the level of public participation and support for this effort (page 18).

9. Three essential cornerstones to the success of a regional water planning effort were identified (page 20). These were:

    - Conservation
    - Communication
    - Public Confidence

10. Through the work of the Citizens' Integrated Resource Planning Committee, a regional statement on water conservation was developed (page 25).

11. The Integrated Resource Planning Committee successfully developed a regional water resource evaluation (screening) criteria (page 25) which included the following nine broad categories of issues:

    - Compatibility
    - Economic
    - Efficiency
    - Environment
    - Fairness
    - Feasibility
    - Flexibility
    - Reliability
    - Water Quality

This final report on the West Central Trans-Texas Water Program's public participation effort is not intended to be a comprehensive record of the total project. In order to gain a full understanding of the public participation program and its findings and outcomes the reader is referred to the various reports issued by the public participation contractor throughout the

course of the project. These reports are detailed in APPENDIX 3. Copies may be obtained by contacting Mr. Steven J. Raabe, P.E., West Central Trans-Texas Project Manager, C/O San Antonio River Authority, 100 East Guenther Street, San Antonio, Texas, 78204, (210) 227-1373.

APPENDICES

APPENDIX 1 - Public Issues Survey Instrument
APPENDIX 2 - Integrated Resource Planning Committee Roster
APPENDIX 3 - List of Public Participation Reports

FINAL
TRANS-TEXAS WATER ISSUES SURVEY
April 4, 1996

Introduction: Hello, my name _____ and I'm calling from PROMARK Research, a public opinion firm here in Texas. We're calling to gather your opinions about water issues in your area. This survey will help local water utilities and water districts plan for future water needs. Your answers are completely confidential and the survey only takes a few minutes.

I. Background Information

1. First, we need a little background information. In what county do you live?
(Note: If respondent is not in one of the counties listed below, politely terminate.)

1 Atascosa
2 Bandera
3 Bastrop
4 Bexar
5 Blanco
6 Burnet
7 Caldwell
8 Calhoun
9 Colorado
10 Comal
11 De Witt
12 Fayette
13 Frio
14 Goliad
15 Gonzales
16 Guadalupe
17 Hays
18 Karnes
19 Kendall
20 Kerr
21 Lee
22 Llano
23 Matagorda
24 Medina
25 Refugio
26 San Saba
27 Travis
28 Uvalde
29 Victoria
30 Wharton
31 Williamson
32 Wilson
33 Zavala

1.a. And what is your zip code at your home? ____ ____ ____ ____ ____

2. And which category best describes your age? Is it (read responses)

1 Under 18 (close politely)
2 18-24
3 25-34
4 35-44
5 45-54
6 55-64
7 65+

3. If you had to describe your community, would you describe it as . . . (read first two responses only)

1 More urban or suburban
2 More rural
3 Other
9 Don't Know

4. About how long have you lived in the area where you live now? Would you say . . .(read responses except DK)

1 Less than 2 years
2 2-5 years
3 6-10 years
4 Over 10 years
9 Don't Know

5. Do you get your water from a. . . (read responses except DK)

1 Water company, city water utility, or water association (Go to Q5)
2 Your own private well (Skip to Q6)
8 Other (Go to Q5)
9 Don't Know (Skip to Q6)

6. Would you say the cost of your water is high, low, or just about right?

1 High
2 Low
3 Just about right
9 Don't Know

II. Availability of Water - Now I'd like to ask you about the supply of water in your area.

7. Have you experienced a water shortage or drought in your area in the last five years?

1 Yes
2 No
9 Don't Know

8. How concerned are you that your area will face major water supply problems within the next five years? Would you say . . . (read responses except DK)

1 Very Concerned
2 Somewhat Concerned
3 Not Too Concerned
4 Not At All Concerned
9 Don't Know (Skip to Q9)

9. Why do you give that rating? (Record verbatim response; probe to get full responses)

_____

_____

10. In your area, which segment of the population - residences, non-agricultural businesses, or agriculture - uses the most water? Would you say . . . (read responses except DK)

1 Residences use the most water
2 Non-agricultural businesses use the most water
3 Agriculture uses the most water
9 Don't Know

III. Water Quality - Now just a couple of questions about water quality.

11. How would you rate the quality of your drinking water? Would you say . . .(read responses except DK)

1 Excellent
2 Good
3 Fair
4 Poor
9 Don't Know

12. How concerned are you that your area will face major water quality problems over the next five years? Are you . . . (read responses except DK)

1 Very Concerned
2 Somewhat Concerned
3 Not Too Concerned
4 Not At All Concerned
9 Don't Know

13. If you had to choose, would you say you're "more concerned about water quality" or "more concerned about having enough water" in your area?

1 Water quality
2 Water quantity
3 Both equally
4 Neither
9 Don't Know

IV. Water Planning - Now I'd like your opinion on how best to plan future water supplies.

14. Various water supply options are being considered to assure that your area has enough water for the next 20 years. I'll read you a list of these water supply options. **(Note: Rotate List)** First, please tell me if you are familiar with that option, and if you are, if you feel positive, negative, or neutral about it. The first one is (read option). . . Are you familiar with that water supply option?

		Familiar With?		Do you feel Positive, Negative, Neutral			
a.	Reuse of water	1 Yes	2 No/Dk	1 Positive	2 Negative	3 Neutral	9 DK
b.	Water conservation	1 Yes	2 No/DK	1 Positive	2 Negative	3 Neutral	9 DK
c.	More water storage & reservoirs including dams and lakes	1 Yes	2 No/DK	1 Positive	2 Negative	3 Neutral	9 DK
d.	Recharge of aquifers	1 Yes	2 No/DK	1 Positive	2 Negative	3 Neutral	9 DK
e.	Transferring water from one area of Texas to another	1 Yes	2 No/DK	1 Positive	2 Negative	3 Neutral	9 DK

15. What do you think is the single most important thing to do to make sure there is enough water in your area over the next 20 years? (Record verbatim responses; probe fully)

---

16. Now, please tell me to what extent you agree with each of the following statements. The first one is . . .

a. The cities in your region are trying to do a good job of managing their water resources. Do you . . (read responses except DK)
1 Agree strongly
2 Agree somewhat
3 Disagree somewhat
4 Disagree strongly
9 Don't know

b. The rural areas in your region are trying to do a good job of managing their water resources. Do you . . . . (read responses except DK)
1 Agree strongly
2 Agree somewhat
3 Disagree somewhat
4 Disagree strongly
9 Don't know

c. If short and long term needs were protected, areas of Texas with water surpluses should be willing to share their water with areas of Texas that need water, at least temporarily. Do you . . .
1 Agree strongly
2 Agree somewhat
3 Disagree somewhat
4 Disagree strongly
9 Don't know

d. Elected and water utility officials should make sure that the public is involved in planning for their water futures. Do you. . .

1 Agree strongly
2 Agree somewhat
3 Disagree somewhat
4 Disagree strongly
9 Don't know

e. Water planning in Texas should be done on a regional or statewide basis, rather than on a local basis. Do you. .

1 Agree strongly
2 Agree somewhat
3 Disagree somewhat
4 Disagree strongly
9 Don't know

17. Who do you trust to make decisions about meeting future water needs in your area? Please be as specific as you can. (Record verbatim responses; probe fully).

_____

_____

18. Many factors are weighed in water planning, including keeping the cost of water low, keeping the water quality high, and making sure the water supply is reliable. Which of these three factors do you think is most important, which ranks second, and which ranks third? (Then, after the ranking, ask) Are there any other factors you think are more important than the ones you've just ranked? (Record under "Other")

Rank

____Keeping the cost of water low

____Keeping the quality of water high

____Making sure the supply is reliable

____ Other (specify)_____

19. The environment also can play a role in water decisions. In general, how important should environmental protection be in deciding which water supply options are best? Would you say (read responses except DK) . . .

1 Very Important
2 Somewhat Important
3 Not Too Important
4 Not At All Important
9 Don't Know (Skip to Q21)

20. Why do you give that rating (Record verbatim responses; probe fully)

_____

_____

V. Now we'd like to know more about how to best reach you with information about water issues and topics.

21. In general, how informed do you feel about water issues facing your community? Would you say . . .(read all responses except DK)

1 Very Informed
2 Somewhat Informed
3 Not Too Informed
4 Not At All Informed
9 Don't Know

22. What water issues or topics would you really like to know more about? (record all verbatim responses;probe fully)

_____

_____

23. Who would you go to if you wanted reliable information about water issues and topics? (Do not read responses; circle all that are given)

1 City or county government
2 Community groups
3 Environmental groups
4 Federal government
5 Local water utility or water department
6 Newspapers
7 Political groups
8 Radio
9 State government
10 Television
11 Water district or river authority
12 Other (specify) _____
99 Don't Know

24. Do you belong to any groups or organizations which regularly provide you with information about water issues?

1 Yes — Could you tell me which group(s)? _____
2 No
9 Don't know

25. What would be the best way to announce a local meeting about water issues so that you would be sure to know about it? (do not read; circle all responses given)

1 With my water or utility bill (if applicable)
2 Through the mail
3 Newspaper stories or announcements/ads
4 Radio stories or announcements/ads
5 Radio talk show
6 Television
7 Displays at nurseries and garden stores
8 Other (specify) _____
99 Don't Know

26. How likely would you be to attend a local meeting about water issues facing your area? Would you say (read responses except DK)

1 Very Likely
2 Somewhat Likely
3 Not Too Likely
4 Not At All Likely
9 Don't Know

VI. Final questions - Finally, we have a few questions which will help us better interpret the information you've given us.

27. How many people, including yourself, live in your household? _____

28. Do you own or rent your home?
1 Own
2 Rent

29. How would you describe your racial or ethnic identity? (Do not read unless R asks for categories)

1 White/Caucasian
2 Hispanic
3 African American/Black
4 Asian/Pacific Islander
5 American Indian
8 Other
9 Don't Know/No Answer

30. Which of the following categories best describes your household income, before taxes, for 1995? Would you say (read responses)

1 Less than $15,000
2 $15,000 to $24,999
3 $25,000 to $49,999
4 $50,000 to $74,999
5 $75,000 to $99,999
6 $100,000 or more

Thank you for all your help. As part of this survey, we are compiling lists of people who would like to hear more about water planning in their area. This would mean we would notify you of upcoming meetings and send you information about water issues. Would you be interested in being on this mailing list?

1 Yes (Record name, address below)

Name _____

Address _____ ZIP _____

2 No

Interviewer: Record Gender of respondent:

1 Male
2 Female