Inland Empire
UTILITIES AGENCY

End Survey Results

RE: 6/6/2004-6/11/2004 Shutdown Experiences Evaluation

Media Communications:

Topic	Summary of Responses
Press Conferences	*What went well:* Responses indicated that the press conferences were well conducted. Allowing agencies to speak in regard to the situation seemed to be appreciated. E-mails and pictures helped the communication run smoothly. *What can we do better*: IEUA PIO should consider contacting all agencies prior to press conferences for specific information to be communicated by the agency's spokes person. PIO's from each agency should be identified to deal with the media. All affected agencies should be mentioned. Media communication should include more than one local agency.
Press Releases	*Any suggestions on improving press release?* Survey responses indicated that the press releases that included tips were very good and helpful. Having the media printing it in the local newspapers on a daily basis prior to the shutdown was also very helpful. In future campaigns, consider having agencies designate a spokesperson to identify that agency's particular water supply issues.
Water Conservation Tips	*Did the public and media understand the key recommendations on how to conserve water?* The public seemed to understood the messages pretty well including the water conservation tips. Some residents seemed confused about why the shutdown was occurring and so subscribed their own theories. Customer comments indicated an impression that we are in a water crisis due to the amount of growth in our service area. Many customers saw the shutdown as our inability to have an adequate water supply.
Interagency Message Points and Coordination	*Were we all on the same page (MWD, Retailers, TVMWD, IEUA)?* Answers varied. A) "Not always, each agency chose to approach the problem independently. Instead of enforcing mandatory conservation, one agency chose it to be voluntary only, and the results were beneficial. The public responded accordingly and

	made sure everyone else was cooperating." B) "Our agency immediately felt the need to act, but it seemed MWD took their time in stepping up to the plate for regional coordination, especially since this was their project." Coordination generally improved after the cooling down of the situation.

Water Conservation Programs--How Effective Were the Conservation Programs/Mandatory Use Restrictions?

Topic	Summary of Responses
Homeowners	Mandatory conservation was certainly not the effective method. Homeowners seemed to be puzzled when it came down to operating their irrigation controllers. This seemed to occur at most of the agencies.
City Parks/Schools	Responses indicated that both schools and parks were very cooperative in all the cities.
Commercial & Industry	Several businesses, in spite of several phone calls and flyers, were still not conserving water. Responses indicated there is a need to educate the public on future water trends in their area. There was a suggestion to conduct a media campaign that teaches the importance of conservation to C & I customers. Also, people who were cooperative during the emergency returned to their daily water usage after the shutdown ended. There was also lack of communication between the local retail businesses and their own landscape companies to shut down outdoor watering.

Utility Interconnections/Deliveries—Any New Projects Or Emergency Agreements Needed? *Any multi-agency projects needing assistance from IEUA or TVMWD?*

- Three Valleys staff has attempted to create a back-up system that will protect the agency.
- Monte Vista Water District constructed a temporary interconnection with the City of Pomona water system.

Recommendations:

Organization	Suggestions
MWD	• MWD should utilize their staff and resources to get a more fine-tuned message to the media. • More information should be made available to customers on how to turn their sprinklers down or off during restricted times. • MWD should work with all agencies PIO's. Three Valleys and IEUA should gather information from

	agencies to feed back to MWD.
IEUA	• Develop a list of public information contacts for all sub-agencies. • Recommend appointing one contact person at each city/agency to be the point person to distribute information.
TVMWD	• Appreciation to Three Valleys for hosting the press events.