

Submitted by
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Item 1

Strategic Memorandum

TO: Clean Water & Jobs for California

FROM: Adam D. Probolsky
Probolsky Research LLC

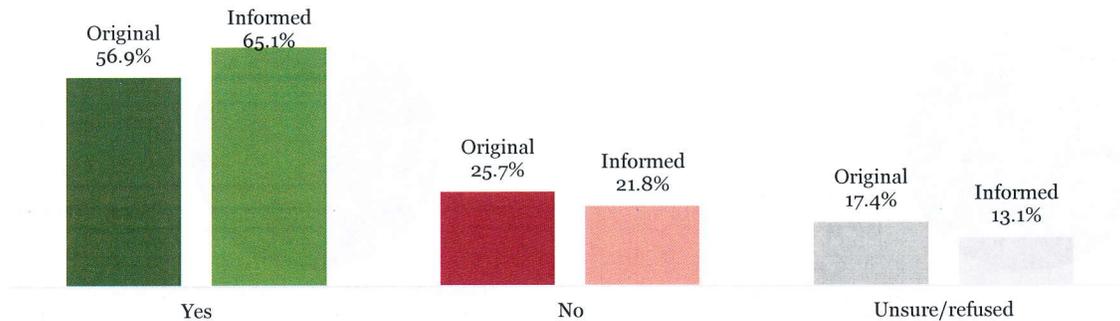
SUBJECT: California Statewide Voter Survey – Report on Results

DATE: August 22, 2013

From Thursday, August 15, through Sunday, August 18, 2013, Probolsky Research conducted a telephone survey of 1,000 voters within California (yielding a margin of error of +/-3.1%). The purpose of the project was to assess initial voter appetite for a modified California water bond. Additional research is planned.

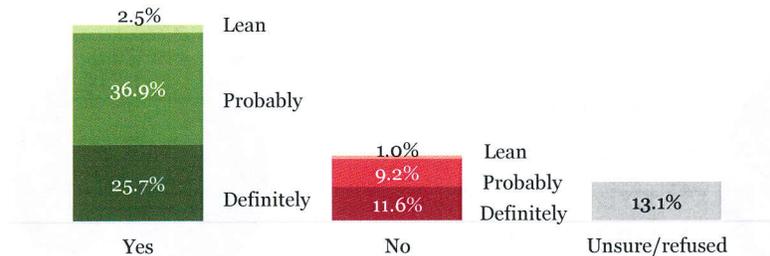
California Voter Support for an \$8 Billion Water Bond is Strong

California's voters appear to provide fertile soil for an \$8 Billion Water Bond package to improve water supply throughout California and to protect and restore native fisheries and habitats. Informed voter support to the project rises sharply, reflecting a voting population receptive to the key elements of the proposed bond, as well as the strength of initial support¹:



This is underlined by the fact that the intensity of *informed* support is more than double that of the opposition (25.7% say they would *definitely* vote yes, compared to 11.6% who say they would *definitely* vote no):

Intensity of Informed Voter Support

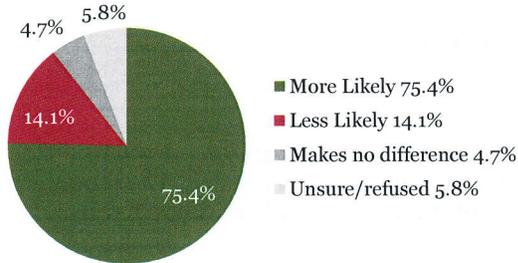


¹ **Question:** "California voters may have the opportunity to vote on a water bond in 2014 that invests eight billion dollars to improve water supply throughout California, and to protect and restore native fisheries and habitats. Local water agencies throughout California have worked together to reduce the water bond from eleven billion dollars to eight billion dollars by removing earmarks for special projects and focusing on key, statewide water priority areas. Would you vote Yes to approve or No to reject this initiative?"

Key Elements of the Bond Enjoy Majority to Supermajority Voter Support

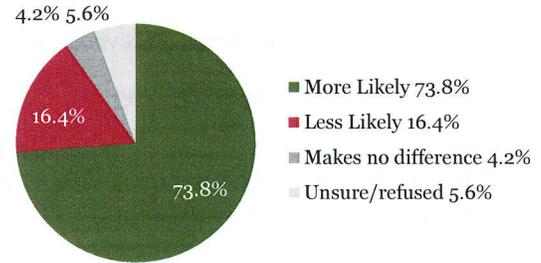
We tested core elements of the \$8 Billion bond package to evaluate voter receptivity to specific goals, projects and issues, and found that each key element compels at least one-half of California voters to become more likely to support the bond, with certain components influencing over three-quarters to become more likely to vote in favor of the bond.

Helping Farmers, Crops and Ag. Jobs



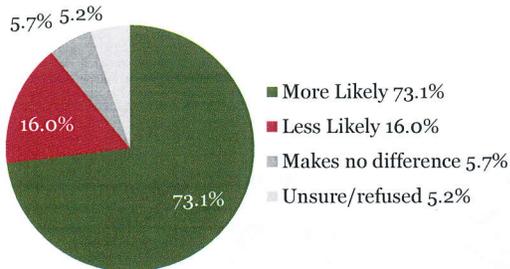
Question: "California's farms, which contribute 43.5 billion dollars annually to California's economy, have been harmed by the state's lack of reliable water supply. The water bond would invest in a more reliable water supply system, allowing farmers to grow much needed crops for California's residents and protect agricultural jobs. Does knowing this make you more likely or less likely to vote for the water bond?"

Cleaning and Protecting Water Supply



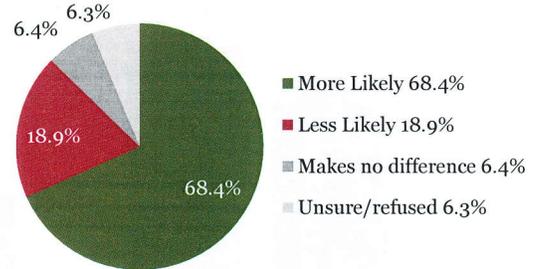
Question: "More than 60% of rivers and streams tested in California fail to meet federal clean water standards. The water bond will help clean up and protect California's water supply from toxic pollution, ensuring clean, reliable local water supplies. Does knowing this make you more likely or less likely to vote for the water bond?"

Creates New Jobs



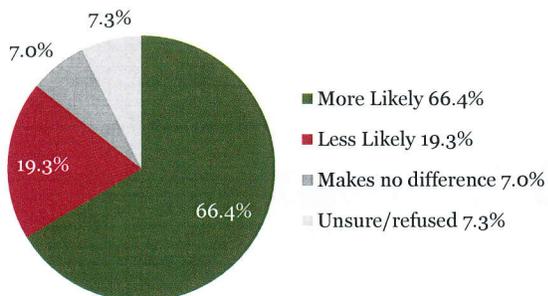
Question: "The water bond will create tens of thousands of new jobs throughout California. Does knowing this make you more likely or less likely to vote for the water bond?"

Upgrades Infrastructure



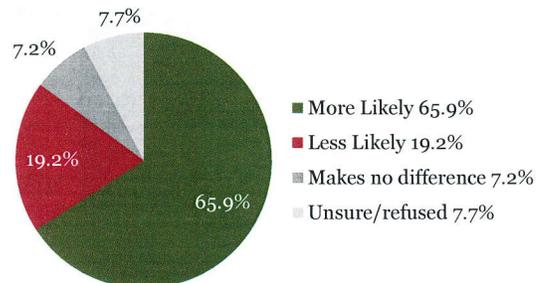
Question: "California's water supply infrastructure was designed decades ago, and our state cannot store and deliver enough water to meet the needs of homes, farms and businesses. Water conservation is critical but can't solve our water problems. California faces continued water rationing and cutbacks. The water bond will upgrade our water system to ensure sufficient, reliable local water supplies. Does knowing this make you more likely or less likely to vote for the water bond?"

Funding for Habitats



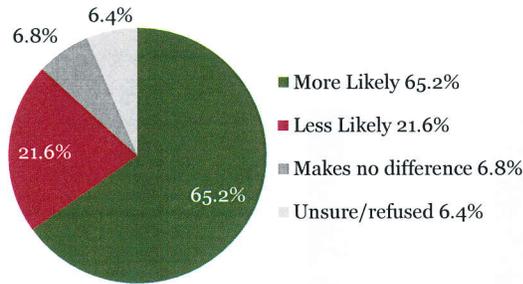
Question: "The water bond provides significant funding for restoring fish and wildlife habitat in the Delta where the Sacramento and San Joaquin Rivers meet. Does knowing this make you more likely or less likely to vote for the water bond?"

Funding for Water Storage



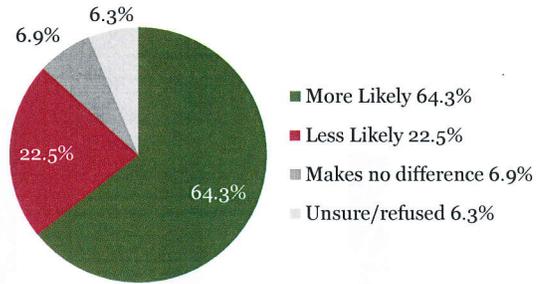
Question: "The water bond provides significant funding for surface water storage reservoirs to improve statewide water reliability. Does knowing this make you more likely or less likely to vote for the water bond?"

Funding for Disadvantaged Communities



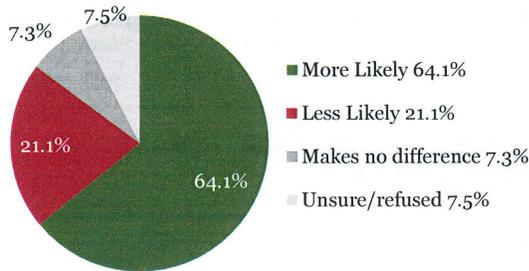
Question: "The water bond provides funding for clean drinking water supplies for economically disadvantaged communities. Does knowing this make you more likely or less likely to vote for the water bond?"

Funding for Local Government



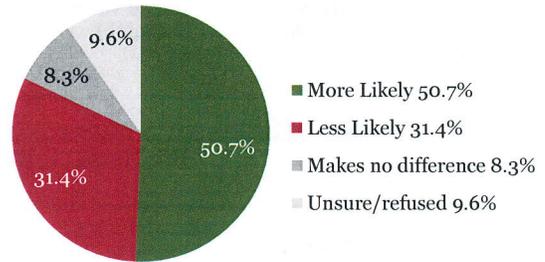
Question: "The water bond will provide matching funds to local governments throughout California, empowering local communities to come up with water supply solutions that meet their own, unique needs to improve their local water reliability and water quality. Does knowing this make you more likely or less likely to vote for the water bond?"

New Water Storage Projects



Question: "California's changing climate has put our water supplies in ever greater jeopardy. With less water stored in mountain snow, we need to invest more in new surface water reservoirs and groundwater storage projects to meet our current and future needs. Does knowing this make you more likely or less likely to vote for the water bond?"

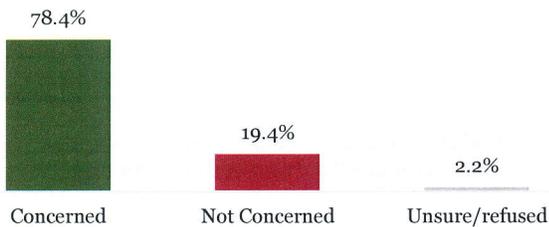
Eliminating Earmarks



Question: "The water bond eliminates "earmarks" that allocate funds for specific projects without a competitive bidding process. Does knowing this make you more likely or less likely to vote for the water bond?"

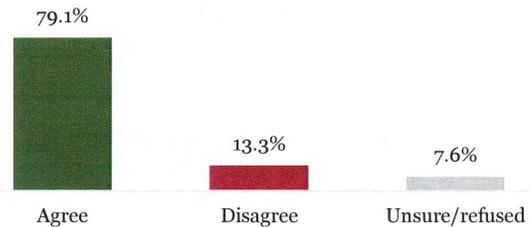
Support for the Water Bond Driven by Voter Recognition of California's Water Problems

78.4% are concerned about California's water supply



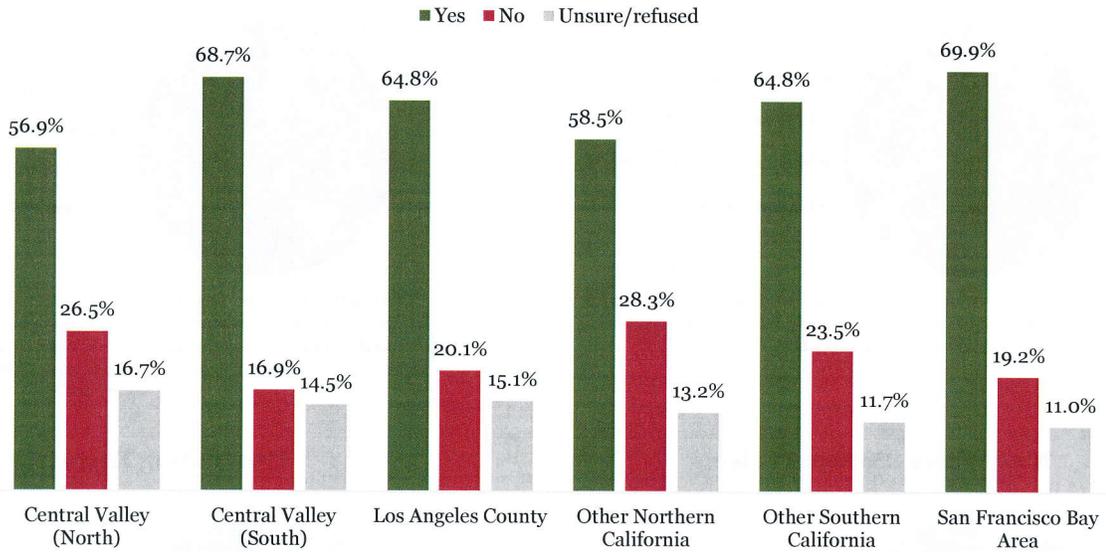
Question: "How concerned are you about California's water supply? Would you say that you are extremely concerned, somewhat concerned, not too concerned or not at all concerned?"

79.1% agree that California needs to make major investments in our water infrastructure

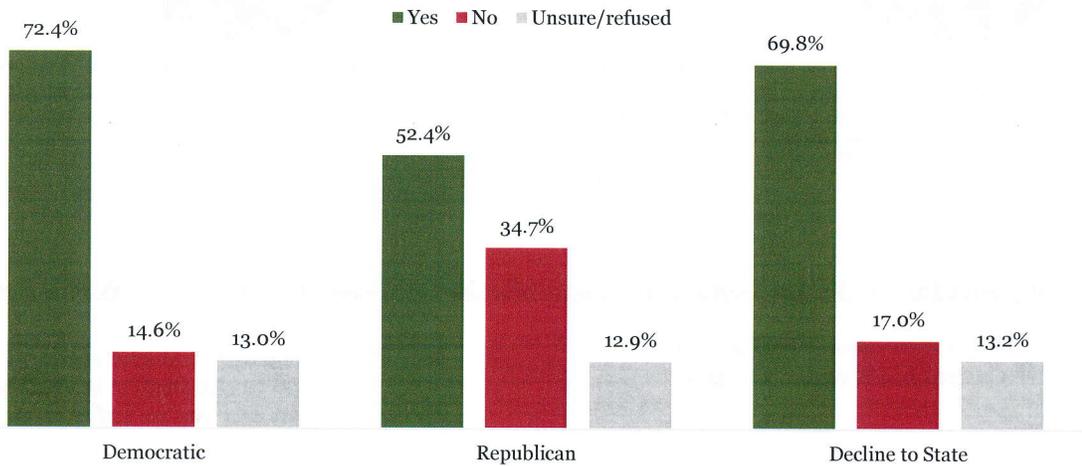


Question: "Now, please tell me if you agree or disagree with the following statement: 'While water supply is always an issue in drought-prone California, the state also has major problems with our water system as well - such as aging infrastructure and insufficient storage capacity - and we need to make major investments to modernize and upgrade our water infrastructure to ensure reliable water now and in future years.'"

Profiles of Support: Support is Consistent Across California's Diverse Regions



Profiles of Support: A Supermajority of Democratic and Independent Voters Support the Bond, joined by a Majority of Republicans



A total of 1,000 surveys were collected. A survey of this size yields a margin of error of +/- 3.1% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones and were offered in English and Spanish languages.

Probolsky Research LLC specializes in opinion research on behalf of government, business, political, special interest and media clients.

