

ASR baseline customer survey



Survey background

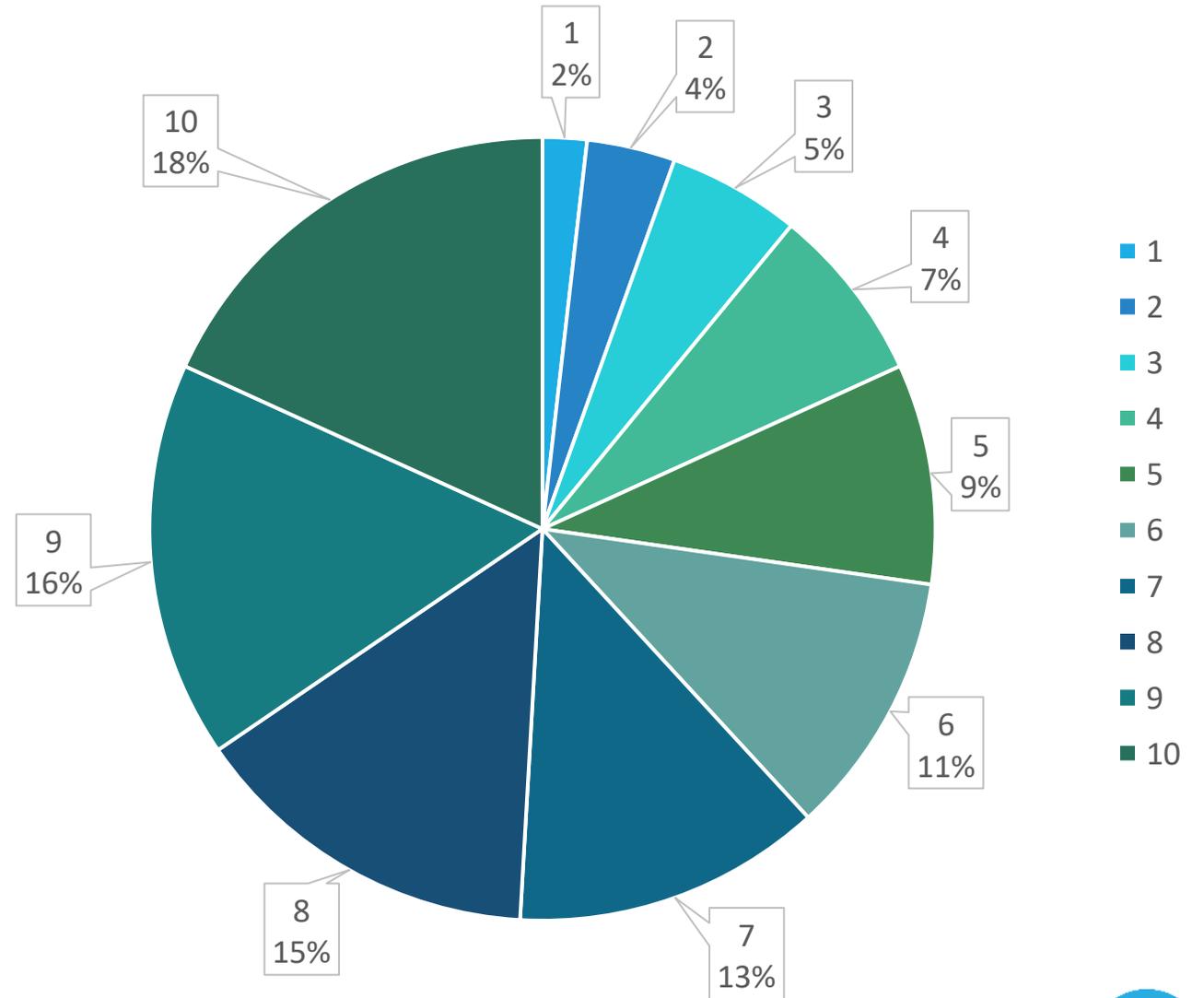
- Survey provides a baseline to structure community engagement efforts
- Austin Energy Data Analytics managed the survey distribution and responses
- Questions were sent to random sample of AW customers and the Water Forward stakeholder list
- Approximately 1,200 responses received



Survey participation

Survey Participation by Austin Council District

Group	Percentage of Respondents
Customer	96.5%
Stakeholder	3.5%



Q #	Question text (abridged)
1.	Prior to this survey, were you aware of Water Forward?
2.	Please rank the community values associated with the City's Water Forward plan in order of importance to you.
3.	Do you view having ample water supply as a pressing issue for the City's future?
4.	Do you have any concerns about the City's future supply of water? (open text)
5.	Prior to this survey, were you aware of the ASR project?
6.	ASR is a water supply strategy to store water in a natural aquifer when it is available during wet times and supply stored water to customers in times when water is needed. Does this description help you understand the meaning of ASR?
7.	How could we better describe ASR?
8.	Based on your current knowledge, do you have any concerns about the ASR project?
9.	Please rank the ways that COA will benefit from ASR in order of importance to you.
10.	Please select your top 3 preferred communication methods, to be used by AW.

Survey questions

Questions are abridged for presentation purposes



High-level survey results

	Water Forward Stakeholders	AW Customers
Awareness of Water Forward Plan	70%	4.5%
Awareness of Austin's ASR Project	60%	16%
Water Supply is a Pressing Issue	97%	80%

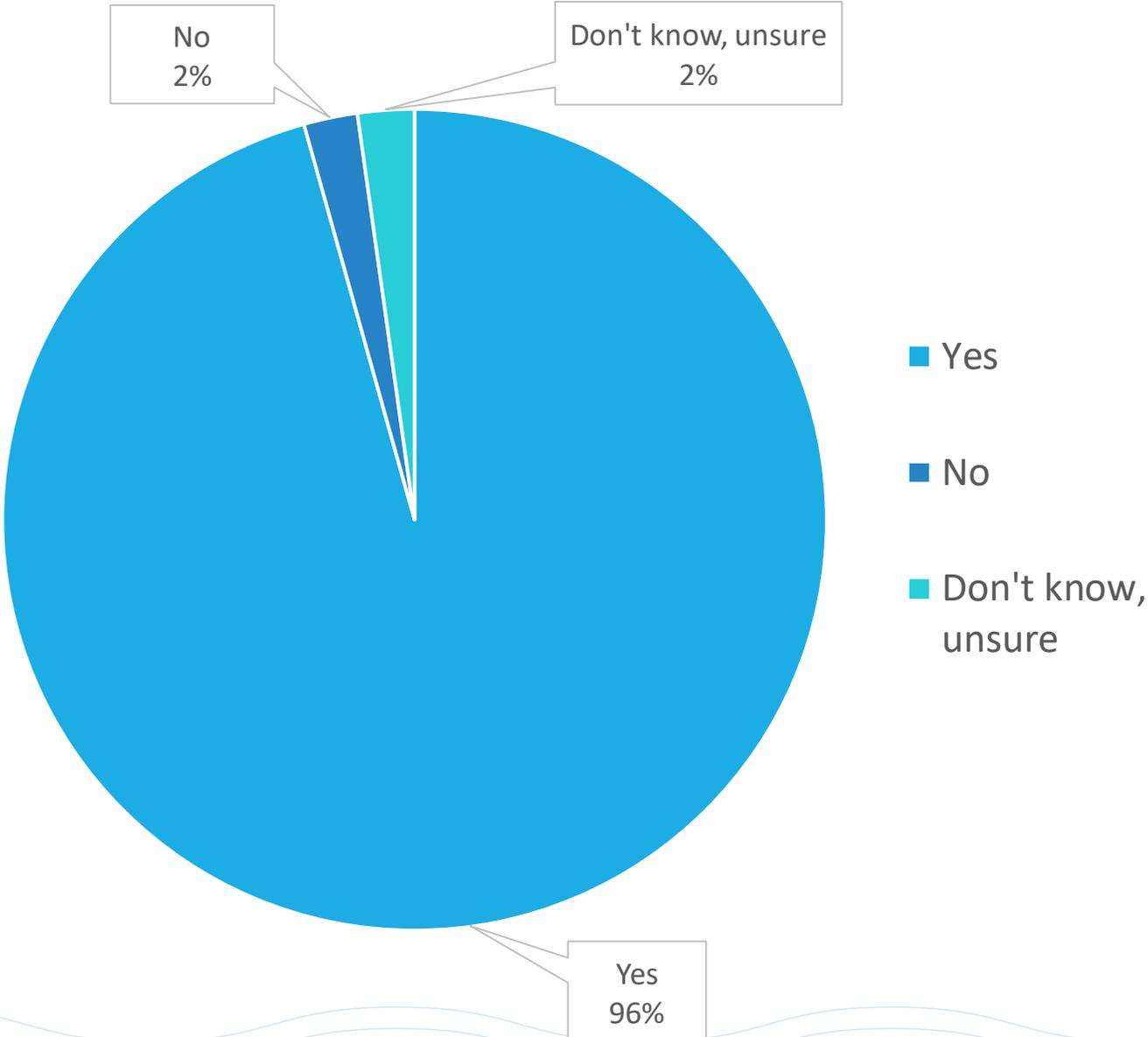


High-level survey result summary

- Among the community values of the Water Forward plan, “reliable water supply” ranked highest in importance
- The preferred methods of communication were emailed newsletters, AW website, utility bill inserts, and text messages



Does this description help you understand ASR?



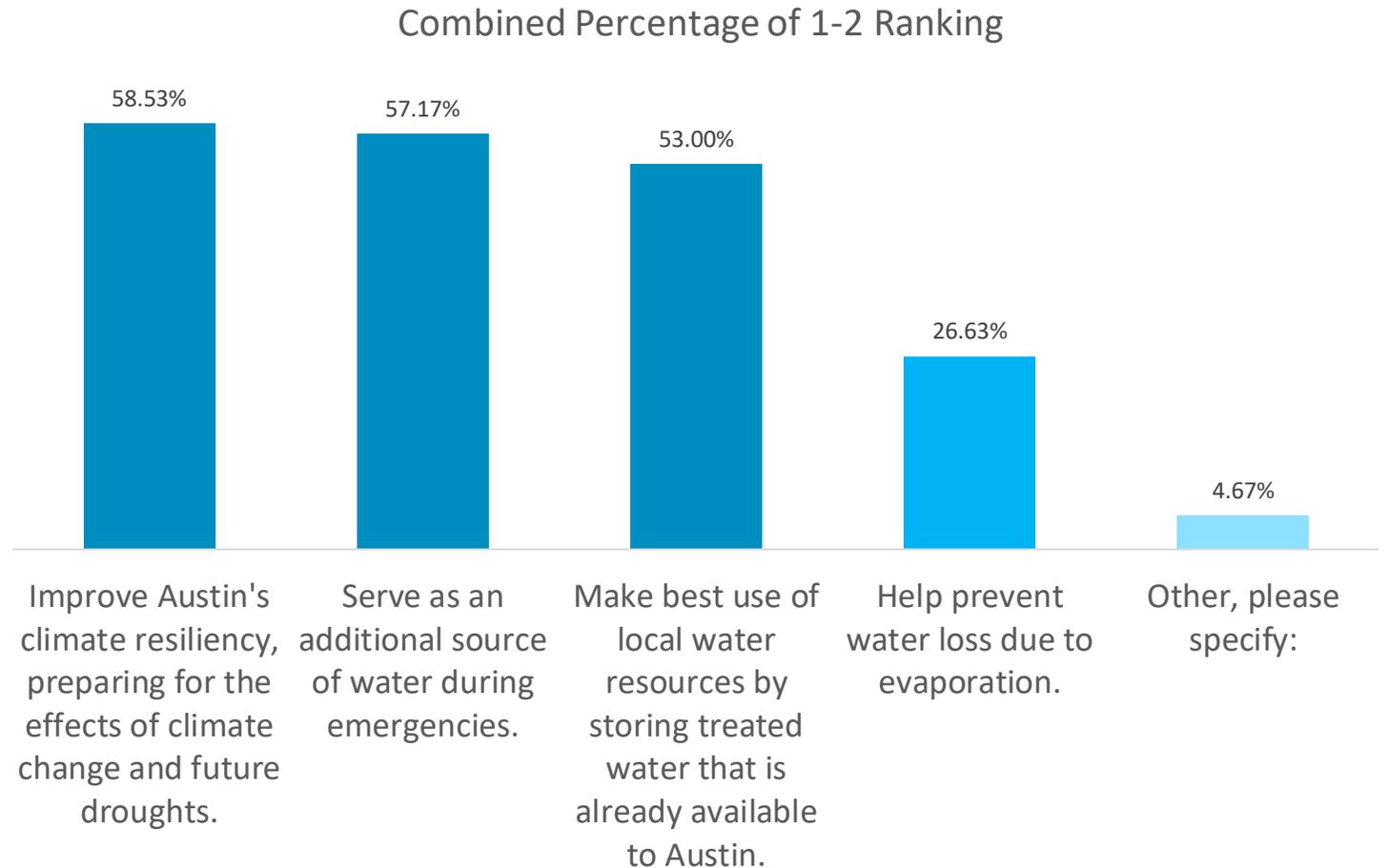
Responses for ASR description

“Aquifer Storage and Recovery is a water supply strategy used by water utilities in Texas and around the world, to store water in a natural aquifer when it is available during wet times. This stored water can then be supplied to customers in times when water is needed, such as times of drought.”



Survey responses for ASR benefits

- Which ASR benefits are most important to you?
- Ranked in order of importance



Summary of respondent concerns about ASR project

- How will ASR maintain water quality levels?
- How will we manage possible contamination and damage to the aquifers?
- Can ASR store and supply enough water?
- How will water resources will be accessed and used?
- What are the costs associated with project?



Summary and next steps

- Results of this survey are being used to develop a baseline for customer understanding in the ASR engagement and education plan
- Educational materials and engagement strategies will aim to improve understanding of ASR elements highlighted in the survey

