



# **The Orange County Sanitation District Branding Poll Results Final Report July – August 2023**



**Presented by**





August 20, 2023

Ms. Jennifer Cabral  
Administration Manager  
Ms. Daisy Covarrubias  
Public Affairs  
Orange County Sanitation District  
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Fountain Valley, CA 92708

Dear Ms. Cabral & Ms. Covarrubias,

Thank you from our staff and myself for the opportunity to work with you and OC San on this follow up survey.

This poll's results reveal some significant changes since the last poll conducted in September and October of 2020. We had a more difficult time getting participants for our survey than the previous poll in 2020. Particularly with the phone survey portion took more calls and much longer than the previous two polls to get a decent sample size for each jurisdiction. We conjectured that this poll was conducted in the Summer where the previous two polls were not and vacations may have played a role. The biggest factor that came into focus was that this poll was not conducted during COVID 19 restrictions where the first two surveys were done during COVID 19 restrictions. These factors may have contributed to the smaller group of overall respondents for this current survey dropping from 2,463 in the October 2020 survey to 1,574 in the current poll.

The current results show some similarities with the previous two polls. The majority of the poll respondents as with the previous two polls were over 55 years of age. In the first poll those respondents age 56+ was 61.73%, in the second poll it was 56.90%, and the current survey it is 51.27%. The age mix is a bit better as each subsequent poll was conducted but still represents the majority of respondents. Also similar in all three surveys is the heavy percentage of respondents that have not seen any information from OC San. In the first poll 79.44% of respondents had not seen anything from OC San, in the second poll it was 83.20%, and the

current poll it is 78.72%. While there is some movement between polls, all polls show an above 75% of respondents have not seen any information from OC San.

The dissimilarities occur in the OC San function question, Question 1. In Answer C, the correct definition of the function of OC San, there is a jump of 11.11 % of respondents between the second poll and the current poll, with more respondents answering with Answer C. In the October 2020 poll participants responded with Answer C, 50.39% of the time, where in the 2023 poll it was 61.499% of the time. This is a significant increase. There was less confusion in Question 1 Answer A confusing it with the true function of OC San. Between the current poll and the second poll Answer A respondents dropped 5.2%, the current poll showing 31.7% of respondents choosing Answer A, and 36.90% of the respondents in the second survey. Another item of differences between polls is in the Gender category. In the previous two polls Females were the majority of respondents, in the current poll Males are the majority respondents. In the current survey showed 54.76% of respondents were Male, and 41.61% Females with 3.62% Decline to State. In the October 2020 poll it was 46.91% Male and 49.93% Female with 3.16% Decline to State, a 7.85% increase in Male Respondents from 2020 until now. There is also an increase of 8.76% of Male Respondents from the first survey and the current poll.

There are more interesting comparisons between the polls on the following pages that we hope will help you understand how the public sees OC San. We hope that this information included in this report will be helpful to you. If we can be of further help or we can answer any questions, please let us know.

Thank You.

Sincerely,

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## **Orange County Sanitation District Branding Poll**

### **Conducted by NP Consultants July - August 2023**

#### **Report**

First, we want to thank the Public Affairs Office of the Orange County Sanitation District, particularly Jennifer Cabral and Daisy Covarrubias for working with our firm in putting this polling project together.

The objective of this polling project was to see how effective the current branding is in communicating the main function of the Orange County Sanitation District with the public. This poll took a 50,000-foot view with the public to see what they understood and what they did not about the basic function of the Orange County Sanitation District. All of the jurisdictions within the OC San district boundaries were polled, including those covered by other agencies including Costa Mesa with the Costa Mesa Sanitary District, Midway City and Westminster with the Midway City Sanitary District, and Yorba Linda with the Yorba Linda Water District. We also polled in the unincorporated areas of Orange County within the boundaries of OC San. These areas along with the other 20 cities within the boundaries of OC San. Those cities include: Anaheim, Brea, Buena Park, Cypress, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, La Habra, La Palma, Los Alamitos, Newport Beach, Orange, Placentia, Santa Ana, Seal Beach, Stanton, Tustin, Villa Park. The number of poll questions was short in order to attract and retain the interest on the part of poll participants. The poll itself was a hybrid poll consisting of two main parts, the online portion and the phone portion. The online portion was conducted through Facebook, and the Phone portion was conducted with live callers.

#### **Methodology**

The initial operation for the polling project was to develop a suitable survey that would be effective in determining if the poll participant would have an understanding of the main function of the Orange County Sanitation District. The language of the introduction of the poll to potential participants was discussed by the NP Consultants marketing team. It was established that potential poll participants would respond better if the initial ask to participate involved helping their local community by name. It was deduced by the NP Consultants marketing team that utilizing the name of their specific community in the ask to participate in the survey would invoke a feeling of helping their neighborhood. A set of questions was then developed and tested online (AB Testing), to see which set of the initial questions would be responded to best. An opening ask to participate was then decided upon. The opening ask was: “(specific City) Residents: Help your local community by taking this quick survey.”

After developing the opening introduction to the poll, the NP Consultants marketing team had to decide upon a set of survey questions, and the number of questions. It was determined that the number of questions should be limited so that the poll participants could quickly get

through the poll whether online or on the phone. The questions had to be developed with the ability to be simple to understand, without being insulting to the poll participants. The poll questions also had to be able to gauge the poll participants understanding of the function of the Orange County Sanitation District. Several different options were looked at originally as survey questions. A set of “yes” or “no” questions was considered and eliminated due to the number of questions. A set of “fill in the blank” questions was considered where survey participants would give their own answers to questions. This type of questioning was eliminated due to the confusing nature for the participants. What the NP Consultants marketing team finally decided upon was a very short multiple-choice question survey. It was simple, easy to understand for the participants and short. The complete final survey questions look like this:

**OC San Questions:**

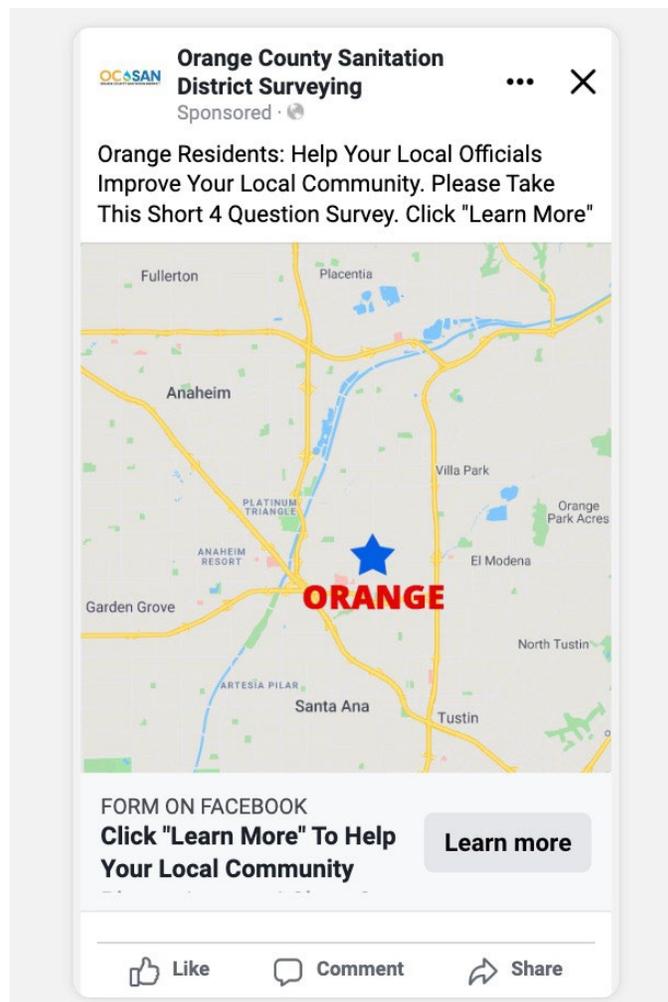
- 1. What do you think is the main function of the Orange County Sanitation District?  
(multiple choice answers)**
  - A. Collects your trash & garbage**
  - B. Sanitizes your local hospitals**
  - C. Processes your sewage & wastewater**
  - D. Cleans your city streets**
  - E. Other**
- 2. Have you seen any information from the Orange County Sanitation District?**
  - A. Yes**
  - B. No**
- 3. If yes on question #2, where have you received information on the Orange County Sanitation District?**
  - A. From School**
  - B. From a printed brochure or mailer**
  - C. Online**
  - D. Other**
- 4. What is your age?**

In this short survey we would not only understand if the public knows what the Orange County Sanitation District does, but also find out where they were getting their information. This in turn would show how effective the current branding would be.

These questions were used for both portions of the poll, the online portion and the Phone portion. The survey questions were discussed with Daisy Covarrubias of the Orange County Sanitation District prior to implementation.

## Online Survey

Designing and implementing the online Facebook portion of the poll was handled by the social media Team of NP Consultants. It was discussed and decided with the team to do a separate Facebook polling campaign for each City within the OC San jurisdiction. In this way we could not only see the overall total poll participant responses but also have it broken down by City. Each of the separate Facebook campaigns had a map with their specific City on it with the initial ask to help their specific community in their Facebook Newsfeed. Facebook ads promoted participation in the poll in the Newsfeed. Orange County Voter information was used to help identify potential survey participants for each city. To participate in the poll a participant would merely click on a button and be immediately re-directed to the poll. The online portion of the poll had a run of three weeks.



The image on the previous page is what would appear in the online portion of the poll in the prospective poll participant's Newsfeed. In this case we have used an example from Orange and Huntington Beach. All Cities polled had specific maps and references for their own specific city.

Orange County Sanitation District Surveying

**HUNTINGTON BEACH**

Thank You For Your Time!

Please help your local community and answer the following questions.

Please answer the following:

What do you think is the main function of the Orange County Sanitation District?

Have you seen any information from the Orange County Sanitation District?

If yes, where have you received information on the Orange County Sanitation District?

Select Your Age Range:

Select Your Gender:

The image on the previous page comes up after the initial Facebook Newsfeed introductory dialog box appears and the button “Learn More” has been clicked. The image shows the old OCSD logo but the new one was used for that section as well.

The image shows a survey form with five questions, each with a dropdown menu. The questions and their options are:

- Question 1: "What do you think is the main function of the Orange County Sanitation District?"  
Options: Collects Your Trash & Garbage, Sanitizes Your Local Hospital, Processes Your Sewage & Wastewater, Clean Your City Streets, Other
- Question 2: "Have you seen any information from the Orange County Sanitation District?"  
Options: Yes, No
- Question 3: "If yes, where have you received information on the Orange County Sanitation District?"  
Options: From School, From Print (Brochure/Mailer), Online, Other, N/A
- Question 4: "Select Your Age Range:"  
Options: 18-25, 26-35, 36-45, 46-55, 55+
- Question 5: "Select Your Gender:"  
Options: Male, Female, Rather Not Say/Other

The image above are the actual questions for the poll and how they appeared once clicking the question “select” button from the previous dialog box. These were the actual questions used in the online poll portion.

Utilizing the similar question sets as used on the online portion of the poll the Phone portion was started. It was decided after phone and online conversations with the California Public Utilities Commission and the Federal Trade Commission we would use live callers for the Phone portion of the survey. The Orange County Voter database was again used as a call list for each city. NP Consultants utilized several live callers to call the different cities to ask the same polling questions as had been used for the online portion. The survey ran for four weeks.

The Phone questionnaire script used for the callers:

### **Phone Survey**

Hi this is (first name), I'm calling to get your input for a local agency that serves you and (City name) to help improve their service. I have 4 quick survey questions for you to answer. Can you take a minute to help? Great these are multiple choice questions:

- 1. What do you think is the main function of the Orange County Sanitation District?**
  - A. Collects your trash & garbage**
  - B. Sanitizes your local hospitals**
  - C. Processes your sewage & wastewater**
  - D. Cleans your streets**
  - E. Other**
- 2. Have you seen any information from the Orange County Sanitation District?**
  - A. Yes**
  - B. No**
- 3. If yes on question #2, where have you received information from the Orange County Sanitation District?**
  - A. From School**
  - B. From a printed brochure or mailer**
  - C. Online**
  - D. Other**
- 4. What is your age?**

### **Differences between all Three Polls**

All three polls were conducted identically. The online portion was established on Facebook with the same graphics, excluding the change in logos, and text, and targeted to the same audiences. The only difference with the last online poll was using the new OC San logo. The phone poll utilized the same potential respondent lists to call. Calls used the same script and made live calls as with the first survey. All calls were made at the same time of day for all polls. The only difference was COVID 19 which had not yet taken hold when the first poll was completed. NP Consultants also had to initiate COVID 19 safety protocols for our callers for the second poll. We expected to see some differences based upon COVID 19 between the first and second poll. That did not change getting respondents to participate. However, in the current poll we believe that

the lack of COVID 19 restrictions, with more potential respondents outside the home, that it affected the number of respondents for the current poll.

**Overall Results Follow-Up Poll:**

**Total poll participants = 1,574**

Online Participants = 845

Phone Participants = 729

The results directly below are detailed by the percentage which is based upon the total number of respondents. Each question answers are then broken-down by the actual numbers of respondents and the percentage of total respondents for that answer. The percentage number in those sub-categories are based upon the participation numbers of that portion of the poll.

Results to the questions:

Question 1 – What do you think is the main function of the Orange County Sanitation District?

- |                                       |     |              |         |
|---------------------------------------|-----|--------------|---------|
| A. Collects your trash & Garbage      | 499 | respondents, | 31.70 % |
| B. Sanitizes your local hospitals     | 8   | respondents, | .05 %   |
| C. Processes your sewage & wastewater | 968 | respondents, | 61.49 % |
| D. Cleans your streets                | 64  | respondents, | 4.06 %  |
| E. Other                              | 35  | respondents, | 2.22 %  |

Question 2 – Have you seen any information from the Orange County Sanitation District?

- |        |       |              |         |
|--------|-------|--------------|---------|
| A. Yes | 335   | respondents, | 21.28 % |
| B. No  | 1,239 | respondents, | 78.72 % |

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

- |                                      |     |              |         |
|--------------------------------------|-----|--------------|---------|
| A. From School                       | 17  | respondents, | .1 %    |
| B. From a printed brochure or mailer | 185 | respondents, | 11.70 % |
| C. Online                            | 87  | respondents, | 5.52 %  |
| D. Other                             | 46  | respondents, | 2.92 %  |

Question 4 – What is your age?

- |                |     |              |         |
|----------------|-----|--------------|---------|
| A. Age ranges: |     |              |         |
| 18 - 25        | 154 | respondents, | 9.78 %  |
| 26 - 35        | 163 | respondents, | 10.35 % |
| 36 – 45        | 201 | respondents, | 12.77 % |
| 46 – 55        | 249 | respondents, | 15.82 % |
| 56 +           | 807 | respondents, | 51.27 % |

B. Gender			
Male	862	respondents,	54.76 %
Female	655	respondents,	41.61 %
Decline to State	57	respondents,	3.62 %

## Comparison of Overall Polling Numbers Between The Second Poll and the Current Poll

The polling percentages are based upon the total number of respondents for that specific poll. The difference in percentage change from the current poll to the second is listed on the right. More designates that it is more in the current poll than the second poll, less designates it is less than the current poll than the second poll.

The survey questions and percentage results of total participants are listed below:

### Question 1

What do you think is the main function of the Orange County Sanitation District?

Q1 Answer A	Current Poll	31.70%	Second Poll	36.9%	5.2% Less
Q1 Answer B	Current Poll	.05%	Second Poll	1.5%	1.45% Less
Q1 Answer C	Current Poll	61.49%	Second Poll	50.39%	11.10% More
Q1 Answer D	Current Poll	4.06%	Second Poll	5.3%	1.24% Less
Q1 Answer E	Current Poll	2.22%	Second Poll	5.91%	3.69% Less

### Question 2

Have you seen any information from the Orange County Sanitation District?

Q2 Answer A	Current Poll	21.28%	Second Poll	16.8%	4.48% More
Q2 Answer B	Current Poll	78.72%	Second Poll	83.2%	4.48% Less

### Question 3

If yes on question 2, where have you received information from the Orange County Sanitation District?

Q3 Answer A	Current Poll	.1%	Second Poll	.16%	.06% Less
Q3 Answer B	Current Poll	11.70%	Second Poll	11.04%	.66% More
Q3 Answer C	Current Poll	5.52%	Second Poll	4.18%	1.34% More
Q3 Answer D	Current Poll	2.92%	Second Poll	1.1%	1.82% More

### Age

18 -25	Current Poll	9.78%	Second Poll	6.50%	3.28% More
26- 35	Current Poll	6.28%	Second Poll	6.70%	.42% Less
36 -45	Current Poll	12.77%	Second Poll	11.70%	1.07% More
46- 55	Current Poll	15.82%	Second Poll	18.20%	2.38% Less
56 +	Current Poll	51.27%	Second Poll	56.90%	5.63% Less

## Gender

Male	Current Poll	54.76%	Second Poll	46.00%	8.76% More
Female	Current Poll	41.61%	Second Poll	52.00%	10.39% Less
Decline To State	Current Poll	3.62%	Second Poll	2.00%	1.62% More

As can be seen by the poll comparisons from October of 2020, and the current poll conducted in July and August of 2023, there are some significant changes. First is for Answer C of the first question which shows a significant increase in respondents choosing Answer C by an 11.10% increase in the current poll. Answer C is the correct definition of the function of the Orange County Sanitation District. The current poll also is 3.64% higher in respondents for Answer C than the first poll done in February and March of 2020.

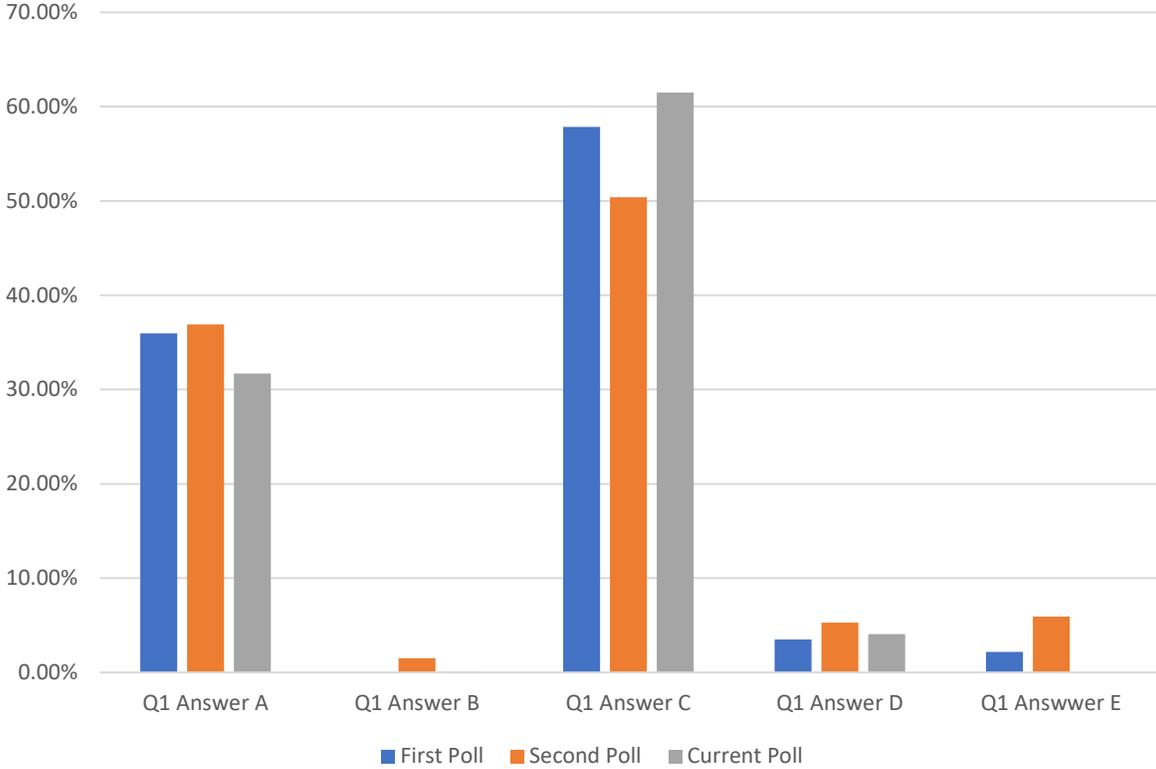
There also is a movement of 4.48% more respondents that have seen information from OC San in the current poll than in the second poll. There is also more respondents by .72% in the current poll than in the first poll that received information from OC San.

In the age category the current poll had 5.63% less Seniors at 56+ years of age than the second poll, and 10.46% less than the first poll. Also, in the age category is in the youngest category 18-25 there was movement with more young people responding to the current poll than the second poll by 3.28%, and by 6.4% more than the first poll.

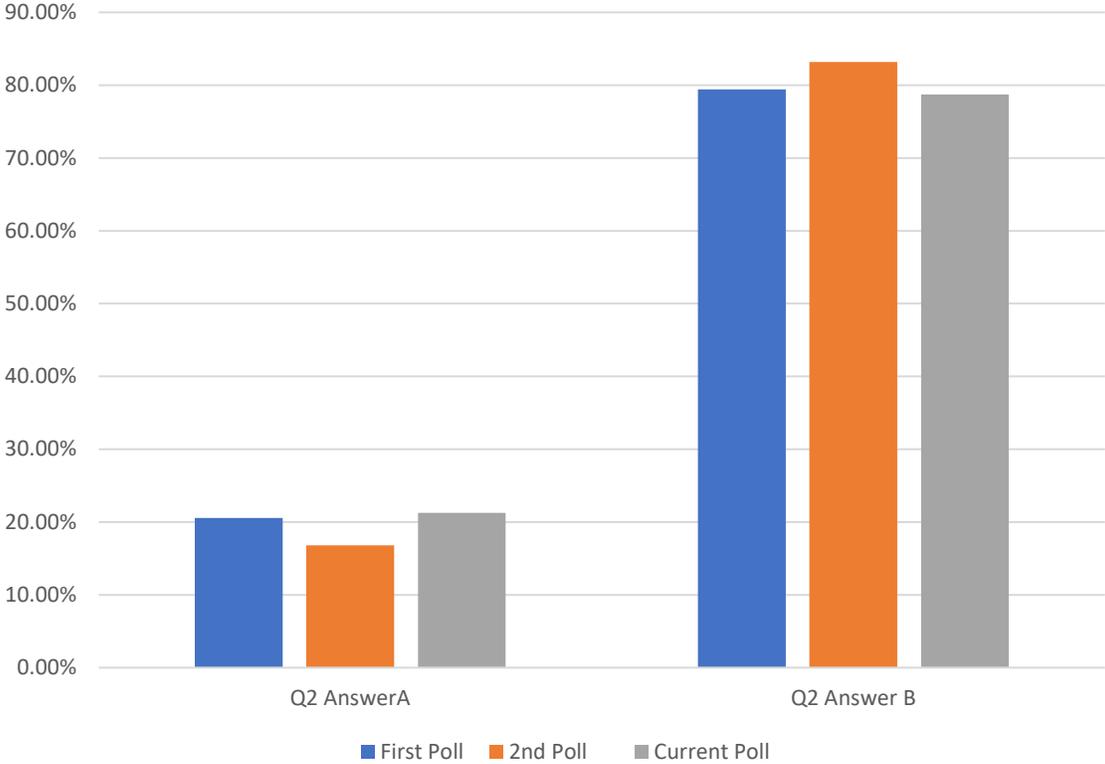
In the Gender category more Males participated in the current poll than in the second poll by 8.76%, a significant movement from poll to poll. Even from the first poll it shows that the current poll had 7.85% more Males participating than in the first poll.

What can we glean from these movements between the polls? Overall, it shows that more respondents know the true function of OC San now than in past polls. It also shows more respondents have received information in the current poll than in the past polls. The current poll shows slightly younger participants than in the past polls. It also shows more Male respondents than in the past, where the previous two polls were a majority of Female respondents.

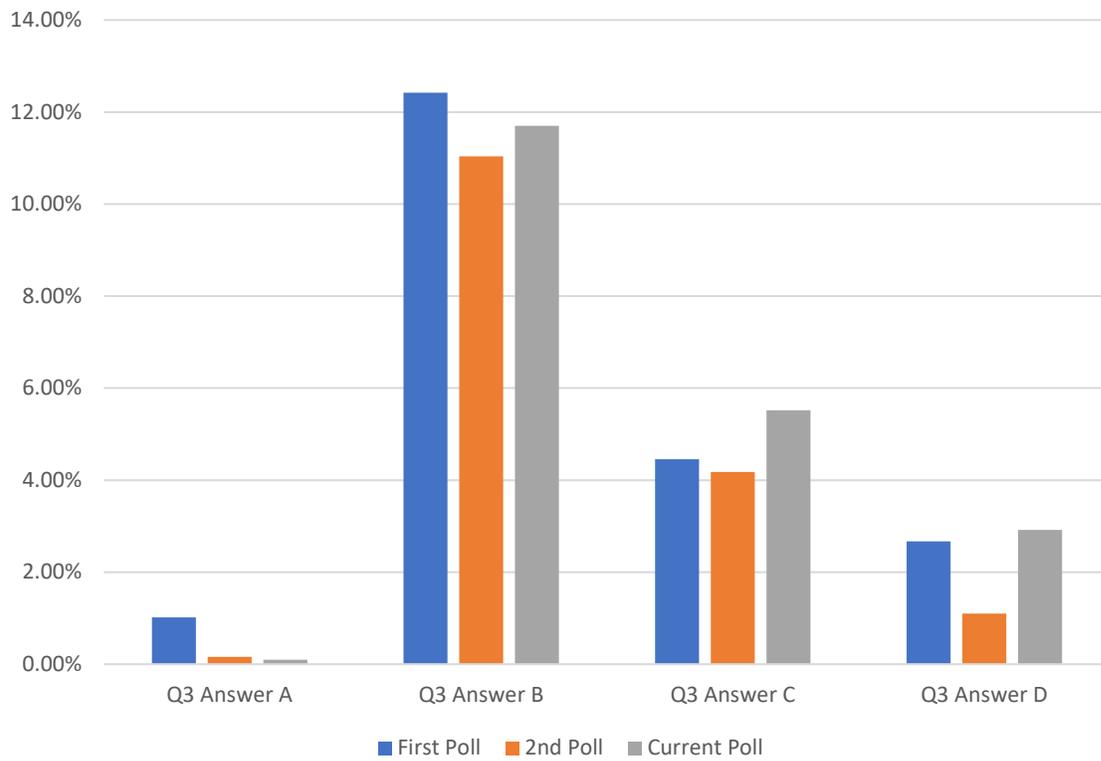
### Question 1 What do you think is the main function of the Orange County Sanitation District

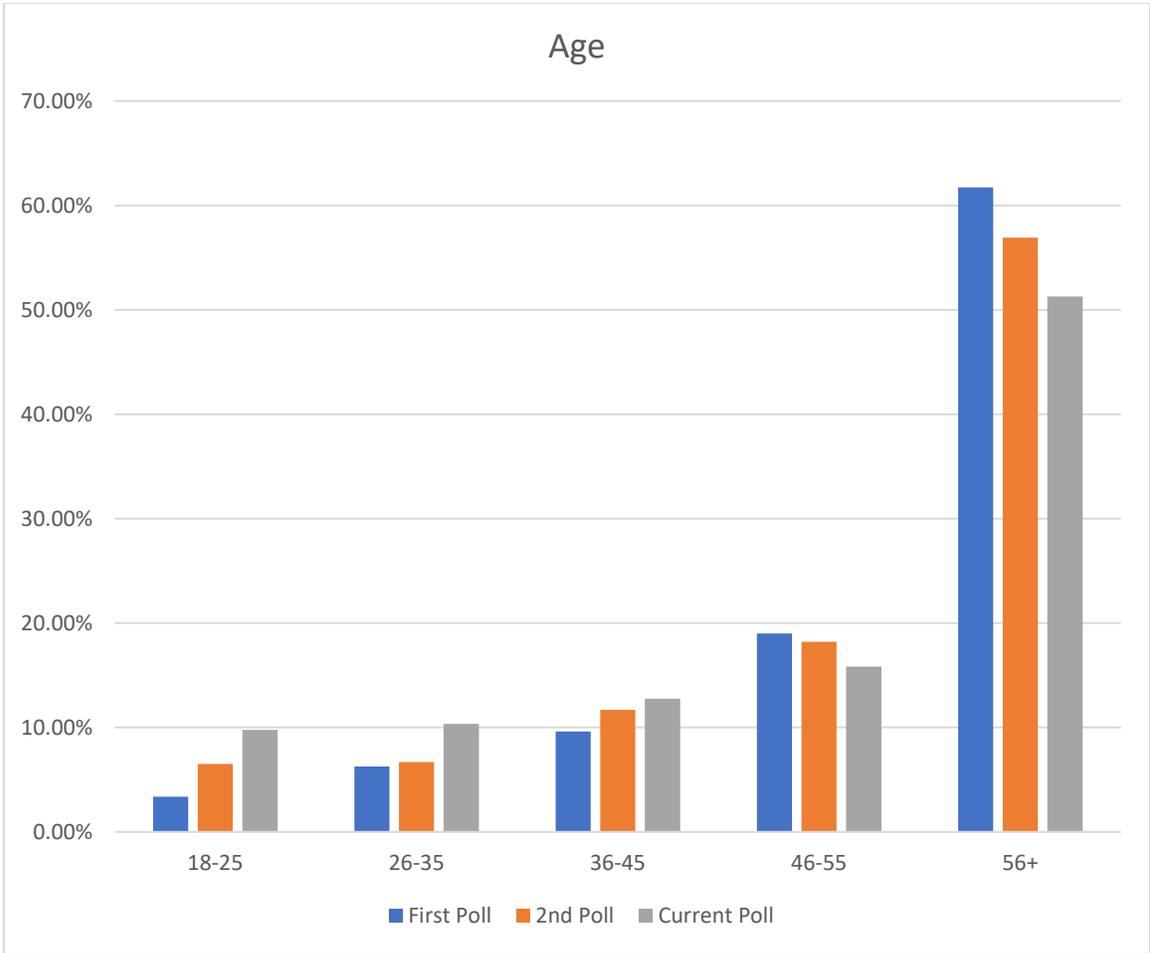


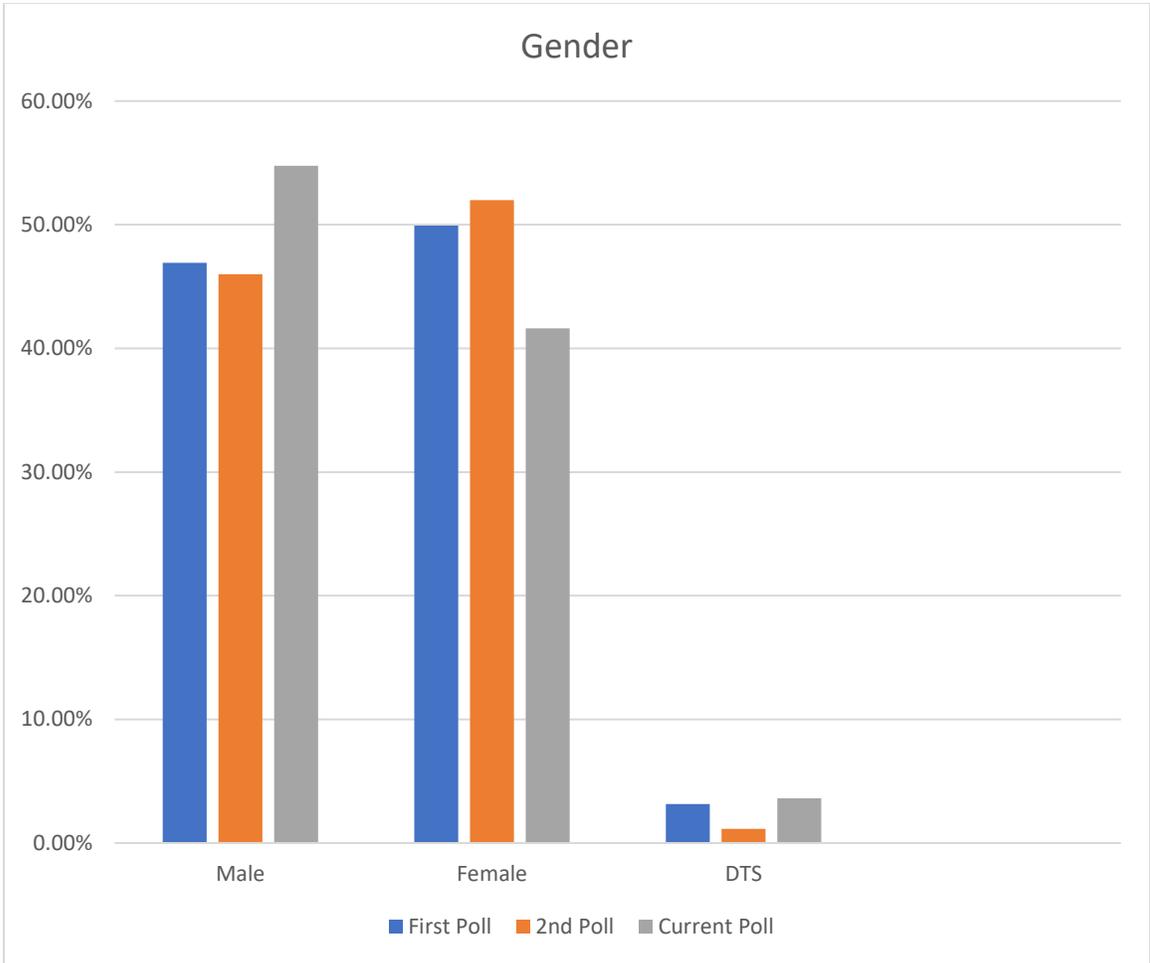
### Q2 Have you seen any information from the Orange County Sanitation District



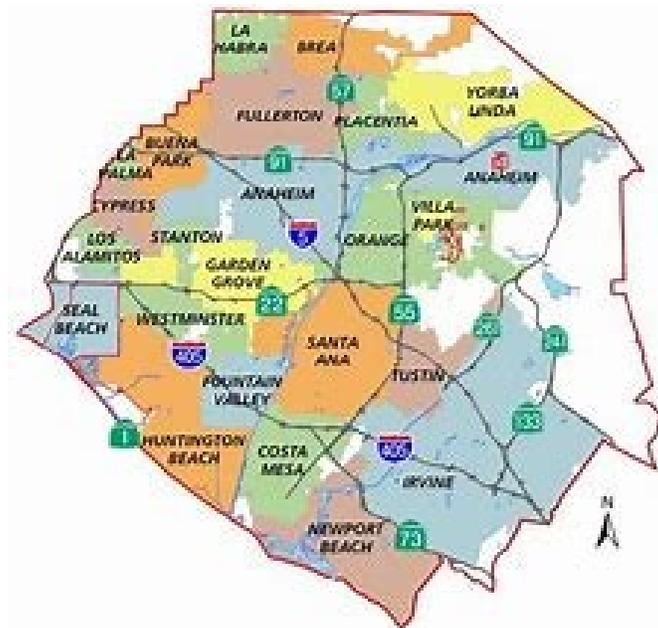
### Q3 Where have you received information from the Orange County Sanitation District







**Individual Cities &**  
**Jurisdictions Within**  
**The OC San Service Area**  
**Results**  
**For Follow-Up Poll 2023**



**Anaheim**

**Total poll participants = 100**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	27	respondents,	27.00 %
B. Sanitizes your local hospitals	0	respondents,	0 %
C. Processes your sewage & wastewater	64	respondents,	64.00 %
D. Cleans your streets	7	respondents,	7.00 %
E. Other	2	respondents,	2.00 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	18	respondents,	18.00 %
B. No	82	respondents,	82.00 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.00 %
B. From a printed brochure or mailer	7	respondents,	7.00 %
C. Online	8	respondents,	8.00 %
D. Other	2	respondents,	2.00 %

Question 4 – What is your age?

E. Age ranges:			
18 – 25	14	respondents,	14.00 %
26 – 35	10	respondents,	10.00 %
36 – 45	18	respondents,	18.00 %
46 – 55	10	respondents,	10.00 %
56 +	48	respondents,	48.00 %

F. Gender			
Male	65	respondents,	65.00 %
Female	32	respondents,	32.00 %

Decline to State	3	respondents,	3.00 %
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**Brea**

**Total poll participants = 58**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	22	respondents,	37.93%
B. Sanitizes your local hospitals	0	respondents,	0 %
C. Processes your sewage & wastewater	32	respondents,	55.17 %
D. Cleans your streets	3	respondents,	5.17 %
E. Other	1	respondents,	1.72 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	14	respondents,	24.13 %
B. No	44	respondents,	75.86 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0 %
B. From a printed brochure or mailer	8	respondents,	13.79 %
C. Online	5	respondents,	8.62 %
D. Other		respondents,	1.72 %

Question 4 – What is your age?

A. Age ranges:			
18 – 25	4	respondents,	6.89 %
26 – 35	5	respondents,	8.62 %
36 – 45	6	respondents,	10.34 %
46 – 55	9	respondents,	15.51 %
56 +	34	respondents	58.62 %
B. Gender			
Male	33	respondents,	56.89 %
Female	23	respondents,	39.65 %
Decline to State	2	respondents,	1.36 %

**Buena Park**

**Total poll participants = 56**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

- |                                       |    |              |       |   |
|---------------------------------------|----|--------------|-------|---|
| A. Collects your trash & Garbage      | 16 | respondents, | 28.57 | % |
| B. Sanitizes your local hospitals     | 0  | respondents, | 0     | % |
| C. Processes your sewage & wastewater | 34 | respondents, | 60.71 | % |
| D. Cleans your streets                | 4  | respondents, | 7.14  | % |
| E. Other                              | 2  | respondents, | 3.57  | % |

Question 2 – Have you seen any information from the Orange County Sanitation District?

- |        |    |              |       |   |
|--------|----|--------------|-------|---|
| A. Yes | 14 | respondents, | 25.00 | % |
| B. No  | 42 | respondents, | 75.00 | % |

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

- |                                      |   |              |       |   |
|--------------------------------------|---|--------------|-------|---|
| A. From School                       | 1 | respondents, | 1.78  | % |
| B. From a printed brochure or mailer | 8 | respondents, | 14.28 | % |
| C. Online                            | 2 | respondents, | 3.57  | % |
| D. Other                             | 3 | respondents, | 5.35  | % |

Question 4 – What is your age?

- |                  |    |              |       |   |
|------------------|----|--------------|-------|---|
| A. Age ranges:   |    |              |       |   |
| 18 – 25          | 5  | respondents, | 8.92  | % |
| 26 – 35          | 6  | respondents, | 10.71 | % |
| 36 – 45          | 5  | respondents, | 8.92  | % |
| 46 – 55          | 12 | respondents, | 21.42 | % |
| 56 +             | 28 | respondents, | 50.00 | % |
| B. Gender        |    |              |       |   |
| Male             | 29 | respondents, | 51.78 | % |
| Female           | 25 | respondents, | 44.64 | % |
| Decline to State | 2  | respondents, | 3.57  | % |

**Cypress**

**Total poll participants = 50**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	17	respondents,	34.00 %
B. Sanitizes your local hospitals	0	respondents,	0 %
C. Processes your sewage & wastewater	31	respondents,	62.00 %
D. Cleans your streets	2	respondents,	4.00 %
E. Other	0	respondents,	0 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	12	respondents,	24.00 %
B. No	38	respondents,	76.00 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	2.00 %
B. From a printed brochure or mailer	7	respondents,	14.00 %
C. Online	3	respondents,	6.00 %
D. Other	1	respondents,	2.00 %

Question 4 – What is your age?

A. Age ranges:			
18 – 25	6	respondents,	12.00 %
26 – 35	4	respondents,	8.00 %
36 – 45	5	respondents,	10.00 %
46 – 55	2	respondents,	4.00 %
56 +	33	respondents,	66.00 %
B. Gender			
Male	28	respondents,	56.00 %
Female	20	respondents,	40.00 %
Decline to State	4	respondents,	4.00 %

**Fountain Valley**

**Total poll participants = 57**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	13	respondents,	22.80	%
B. Sanitizes your local hospitals	1	respondents,	1.75	%
C. Processes your sewage & wastewater	42	respondents,	73.68	%
D. Cleans your streets	1	respondents,	1.75	%
E. Other	0	respondents,	0	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	17	respondents,	29.82	%
B. No	40	respondents,	70.17	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	10	respondents,	17.54	%
C. Online	4	respondents,	7.01	%
D. Other	3	respondents,	5.26	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	4	respondents,	7.01	%
26 – 35	6	respondents,	10.52	%
36 – 45	7	respondents,	12.28	%
46 – 55	6	respondents,	10.52	%
56 +	34	respondents,	59.64	%
B. Gender				
Male	28	respondents,	49.12	%
Female	27	respondents,	47.36	%
Decline to State	2	respondents,	3.50	%

**Fullerton**

**Total poll participants = 75**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	27	respondents,	36.00 %
B. Sanitizes your local hospitals	1	respondents,	1.33 %
C. Processes your sewage & wastewater	40	respondents,	53.33 %
D. Cleans your streets	5	respondents,	6.66 %
E. Other	2	respondents,	2.66 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	13	respondents,	17.33 %
B. No	62	respondents,	82.66 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.33 %
B. From a printed brochure or mailer	6	respondents,	8.00 %
C. Online	5	respondents,	6.66 %
D. Other	1	respondents,	1.33 %

Question 4 – What is your age?

A. Age ranges:			
18 – 25	5	respondents,	6.66 %
26 – 35	7	respondents,	9.33 %
36 – 45	15	respondents,	20.00 %
46 – 55	11	respondents,	14.66 %
56 +	37	respondents,	49.33 %
B. Gender			
Male	40	respondents,	53.33 %
Female	34	respondents,	45.33 %
Decline to State	1	respondents,	1.33 %

**Garden Grove**

**Total poll participants = 59**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

- |                                       |    |              |         |
|---------------------------------------|----|--------------|---------|
| A. Collects your trash & Garbage      | 25 | respondents, | 42.37 % |
| B. Sanitizes your local hospitals     | 0  | respondents, | 0 %     |
| C. Processes your sewage & wastewater | 33 | respondents, | 55.93 % |
| D. Cleans your streets                | 1  | respondents, | 1.69 %  |
| E. Other                              | 0  | respondents, | 0 %     |

Question 2 – Have you seen any information from the Orange County Sanitation District?

- |        |    |              |         |
|--------|----|--------------|---------|
| A. Yes | 13 | respondents, | 22.03 % |
| B. No  | 46 | respondents, | 77.96 % |

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

- |                                      |   |              |         |
|--------------------------------------|---|--------------|---------|
| A. From School                       | 1 | respondents, | 1.69 %  |
| B. From a printed brochure or mailer | 7 | respondents, | 11.86 % |
| C. Online                            | 5 | respondents, | 8.47 %  |
| D. Other                             | 0 | respondents, | 0 %     |

Question 4 – What is your age?

- |                  |    |              |         |
|------------------|----|--------------|---------|
| A. Age ranges:   |    |              |         |
| 18 – 25          | 2  | respondents, | 3.38 %  |
| 26 – 35          | 7  | respondents, | 11.86 % |
| 36 – 45          | 7  | respondents, | 11.86 % |
| 46 – 55          | 12 | respondents, | 20.33 % |
| 56 +             | 31 | respondents, | 52.54 % |
| B. Gender        |    |              |         |
| Male             | 30 | respondents, | 50.84 % |
| Female           | 27 | respondents, | 45.76 % |
| Decline to State | 2  | respondents, | 3.38 %  |

**Huntington Beach**

**Total poll participants = 117**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	29	respondents,	24.78	%
B. Sanitizes your local hospitals	1	respondents,	.08	%
C. Processes your sewage & wastewater	80	respondents,	68.37	%
D. Cleans your streets	5	respondents,	4.27	%
E. Other	2	respondents,	1.70	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	26	respondents,	22.22	%
B. No	91	respondents,	77.77	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	.08	%
B. From a printed brochure or mailer	12	respondents,	10.25	%
C. Online	8	respondents,	6.83	%
D. Other	5	respondents,	4.27	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	16	respondents,	13.67	%
26 – 35	12	respondents,	10.25	%
36 – 45	19	respondents,	16.23	%
46 – 55	14	respondents,	11.96	%
56 +	56	respondents,	47.86	%
B. Gender				
Male	62	respondents,	52.99	%
Female	50	respondents,	42.73	%
Decline to State	5	respondents,	4.27	%

**Irvine Ranch Water District/Irvine**

**Total poll participants = 91**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	27	respondents,	29.67	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	59	respondents,	64.83	%
D. Cleans your streets	4	respondents,	4.39	%
E. Other	1	respondents,	1.09	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	13	respondents,	14.28	%
B. No	78	respondents,	85.71	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.09	%
B. From a printed brochure or mailer	6	respondents,	6.59	%
C. Online	5	respondents,	5.49	%
D. Other	1	respondents,	1.09	%

Question 4 – What is your age?

E. Age ranges:				
18 – 25	12	respondents,	13.18	%
26 – 35	14	respondents,	15.38	%
36 – 45	11	respondents,	12.08	%
46 – 55	18	respondents ,	19.78	%
56 +	36	respondents,	39.56	%

F. Gender				
Male	52	respondents,	57.14	%
Female	36	respondents,	39.56	%
Decline to State	3	respondents,	3.29	%

**La Habra**

**Total poll participants = 51**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	18	respondents,	35.29	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	27	respondents,	52.94	%
D. Cleans your streets	4	respondents,	7.84	%
E. Other	2	respondents,	3.92	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	7	respondents,	13.72	%
B. No	44	respondents,	86.27	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	4	respondents,	7.84	%
C. Online	1	respondents,	1.96	%
D. Other	2	respondents,	3.92	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	6	respondents,	11.76	%
26 – 35	4	respondents,	7.84	%
36 – 45	7	respondents,	13.72	%
46 – 55	10	respondents,	19.60	%
56 +	24	respondents,	47.05	%
B. Gender				
Male	24	respondents,	47.05	%
Female	25	respondents,	49.01	%
Decline to State	2	respondents,	3.92	%

**La Palma**

**Total poll participants = 48**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	13	respondents,	27.08	%
B. Sanitizes your local hospitals	1	respondents,	2.08	%
C. Processes your sewage & wastewater	32	respondents,	66.66	%
D. Cleans your streets	2	respondents,	4.16	%
E. Other	0	respondents,	0	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	10	respondents,	20.83	%
B. No	38	respondents,	79.16	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	5	respondents,	10.41	%
C. Online	2	respondents,	4.16	%
D. Other	3	respondents,	6.25	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	3	respondents,	6.25	%
26 – 35	4	respondents,	8.33	%
36 – 45	7	respondents,	14.58	%
46 – 55	10	respondents,	20.83	%
56 +	24	respondents,	50.00	%
B. Gender				
Male	26	respondents,	54.16	%
Female	21	respondents,	43.75	%
Decline to State	1	respondents,	2.08	%

**Los Alamitos**

**Total poll participants = 45**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	17	respondents,	37.77	%
B. Sanitizes your local hospitals	1	respondents,	2.22	%
C. Processes your sewage & wastewater	26	respondents,	57.77	%
D. Cleans your streets	0	respondents,	0	%
E. Other	1	respondents,	2.22	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	13	respondents,	28.88	%
B. No	32	respondents,	71.11	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	10	respondents,	22.22	%
C. Online	1	respondents,	2.22	%
D. Other	2	respondents,	4.44	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	0	respondents,	0	%
26 – 35	4	respondents,	8.88	%
36 – 45	8	respondents,	17.77	%
46 – 55	12	respondents,	26.66	%
56 +	21	respondents,	46.66	%
B. Gender				
Male	27	respondents,	60.00	%
Female	17	respondents,	37.77	%
Decline to State	1	respondents,	2.22	%

**Newport Beach**

**Total poll participants = 59**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	27	respondents,	45.76	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	30	respondents,	50.84	%
D. Cleans your streets	0	respondents,	0	%
E. Other	2	respondents,	3.38	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	13	respondents,	22.03	%
B. No	46	respondents,	77.96	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	10	respondents,	16.94	%
C. Online	2	respondents,	3.38	%
D. Other	1	respondents,	1.69	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	5	respondents,	8.47	%
26 – 35	4	respondents,	6.77	%
36 – 45	7	respondents,	11.86	%
46 – 55	10	respondents,	16.94	%
56 +	33	respondents,	55.93	%
B. Gender				
Male	26	respondents,	44.06	%
Female	30	respondents,	50.84	%
Decline to State	3	respondents,	5.08	%

**Orange**

**Total poll participants = 93**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	32	respondents,	34.40 %
B. Sanitizes your local hospitals	0	respondents,	0 %
C. Processes your sewage & wastewater	56	respondents,	60.21 %
D. Cleans your streets	2	respondents,	2.15 %
E. Other	3	respondents,	3.22 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	18	respondents,	19.35 %
B. No	75	respondents	80.64 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	4	respondents,	4.30 %
B. From a printed brochure or mailer	11	respondents,	11.82 %
C. Online	2	respondents,	2.15 %
D. Other	1	respondents,	1.07 %

Question 4 – What is your age?

A. Age ranges:			
18 – 25	6	respondents,	6.45 %
26 – 35	8	respondents,	8.60 %
36 – 45	12	respondents,	12.90 %
46 – 55	16	respondents,	17.20 %
56 +	51	respondents,	54.83 %
B. Gender			
Male	48	respondents,	51.61 %
Female	41	respondents,	44.08 %
Decline to State	4	respondents,	4.30 %

**Placentia**

**Total poll participants = 45**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	11	respondents,	24.44	%
B. Sanitizes your local hospitals	1	respondents,	2.22	%
C. Processes your sewage & wastewater	30	respondents,	66.66	%
D. Cleans your streets	1	respondents,	2.22	%
E. Other	2	respondents,	4.44	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	9	respondents,	20.00	%
B. No	36	respondents,	80.00	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	2.22	%
B. From a printed brochure or mailer	5	respondents,	11.11	%
C. Online	3	respondents,	6.66	%
D. Other	0	respondents,	0	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	2	respondents,	4.44	%
26 – 35	4	respondents,	8.88	%
36 – 45	5	respondents,	11.11	%
46 – 55	11	respondents,	24.44	%
56	23	respondents,	51.11	%
B. Gender				
Male	25	respondents,	55.55	%
Female	18	respondents,	40.00	%
Decline to State	2	respondents,	4.44	%

**Santa Ana**

**Total poll participants = 70**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	18	respondents,	25.71	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	44	respondents,	62.85	%
D. Cleans your streets	7	respondents,	10.00	%
E. Other	1	respondents,	1.42	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	13	respondents,	18.57	%
B. No	57	respondents,	81.42	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.42	%
B. From a printed brochure or mailer	10	respondents,	14.28	%
C. Online	2	respondents,	2.84	%
D. Other	0	respondents,	0	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	13	respondents,	18.57	%
26 – 35	7	respondents,	10.00	%
36 – 45	7	respondents,	10.00	%
46 – 55	9	respondents,	12.85	%
56	34	respondents,	48.57	%
B. Gender				
Male	39	respondents,	55.71	%
Female	28	respondents,	40.00	%
Decline to State	3	respondents,	4.28	%

**Seal Beach**

**Total poll participants = 48**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	14	respondents,	29.16 %
B. Sanitizes your local hospitals	1	respondents,	2.08 %
C. Processes your sewage & wastewater	31	respondents,	64.58 %
D. Cleans your streets	1	respondents,	2.08 %
E. Other	1	respondents,	2.08 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	9	respondents,	18.75 %
B. No	39	respondents	81.25 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0 %
B. From a printed brochure or mailer	5	respondents,	10.41 %
C. Online	3	respondents,	6.25 %
D. Other	1	respondents,	2.08 %

Question 4 – What is your age?

A. Age ranges:			
18 – 25	7	respondents,	14.58 %
26 – 35	7	respondents,	14.58 %
36 – 45	4	respondents,	8.33 %
46 – 55	4	respondents,	8.33 %
56	26	respondents,	54.16 %
B. Gender			
Male	27	respondents,	56.25 %
Female	19	respondents,	39.58 %
Decline to State	2	respondents,	4.16 %

**Stanton**

**Total poll participants = 47**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	16	respondents,	34.04	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	27	respondents,	57.44	%
D. Cleans your streets	1	respondents,	2.12	%
E. Other	3	respondents,	6.38	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	11	respondents,	23.40	%
B. No	36	respondents	76.59	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	4	respondents,	8.51	%
C. Online	3	respondents,	6.38	%
D. Other	4	respondents,	8.51	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	4	respondents,	8.51	%
26 – 35	4	respondents,	8.51	%
36 – 45	5	respondents,	10.63	%
46 – 55	7	respondents,	14.89	%
56	27	respondents,	57.44	%
B. Gender				
Male	25	respondents,	53.19	%
Female	19	respondents,	40.42	%
Decline to State	3	respondents,	6.38	%

**Tustin**

**Total poll participants = 61**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	17	respondents,	27.86	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	41	respondents,	67.21	%
D. Cleans your streets	2	respondents,	3.27	%
E. Other	1	respondents,	1.63	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	14	respondents,	22.95	%
B. No	47	respondents,	77.04	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.63	%
B. From a printed brochure or mailer	9	respondents,	14.75	%
C. Online	2	respondents,	3.27	%
D. Other	2	respondents,	3.27	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	6	respondents,	9.83	%
26 – 35	5	respondents,	8.19	%
36 – 45	6	respondents,	9.83	%
46 – 55	11	respondents,	18.03	%
56	33	respondents,	54.09	%
B. Gender				
Male	33	respondents,	54.09	%
Female	26	respondents,	42.62	%
Decline to State	2	respondents,	3.27	%

**Villa Park**

**Total poll participants = 55**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	17	respondents,	30.90	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	33	respondents,	60.00	%
D. Cleans your streets	3	respondents,	5.45	%
E. Other	2	respondents,	3.63	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	9	respondents,	16.36	%
B. No	46	respondents	83.63	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	4	respondents,	7.27	%
C. Online	2	respondents,	3.63	%
D. Other	3	respondents,	5.45	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	9	respondents,	16.36	%
26 – 35	6	respondents,	10.90	%
36 – 45	5	respondents,	9.09	%
46 – 55	10	respondents,	18.18	%
56	25	respondents,	45.45	%
B. Gender				
Male	31	respondents,	56.36	%
Female	23	respondents,	41.81	%
Decline to State	1	respondents,	1.81	%

**Costa Mesa Sanitary District/Costa Mesa**

**Total poll participants = 78**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	27	respondents,	34.61	%
B. Sanitizes your local hospitals	1	respondents,	1.28	%
C. Processes your sewage & wastewater	45	respondents,	57.69	%
D. Cleans your streets	4	respondents,	5.12	%
E. Other	1	respondents,	1.28	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	27	respondents,	34.61 %
B. No	51	respondents	73.07 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.28 %
B. From a printed brochure or mailer	14	respondents,	17.94 %
C. Online	9	respondents,	11.53 %
D. Other	3	respondents,	3.84 %

Question 4 – What is your age?

A. Age ranges:				
18 – 25	6	respondents,	7.69	%
26 – 35	13	respondents,	16.66	%
36 – 45	14	respondents,	17.94	%
46 – 55	10	respondents,	12.82	%
56	35	respondents,	44.87	%
B. Gender				
Male	47	respondents,	60.25	%
Female	29	respondents,	37.17	%
Decline to State	2	respondents,	2.56	%

**Midway City Sanitary District/ Midway City/ Westminster**

**Total poll participants = 95**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	35	respondents,	36.84 %
B. Sanitizes your local hospitals	0	respondents,	0 %
C. Processes your sewage & wastewater	53	respondents,	55.78 %
D. Cleans your streets	3	respondents,	3.15 %
E. Other	4	respondents,	4.21 %

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	19	respondents,	20.00 %
B. No	76	respondents,	80.00 %

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.05 %
B. From a printed brochure or mailer	13	respondents,	13.68 %
C. Online	3	respondents,	3.15 %
D. Other	2	respondents,	2.10 %

Question 4 – What is your age?

A. Age ranges:			
18 – 25	8	respondents,	8.42 %
26 – 35	12	respondents,	12.63 %
36 – 45	13	respondents,	13.68 %
46 – 55	12	respondents,	12.63 %
56	50	respondents,	52.63 %
B. Gender			
Male	51	respondents,	53.68 %
Female	39	respondents,	41.05 %
Decline to State	5	respondents,	5.26 %

**Yorba Linda Water District/ Yorba Linda**

**Total poll participants = 63**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	23	respondents,	36.50	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	39	respondents,	61.90	%
D. Cleans your streets	1	respondents,	1.58	%
E. Other	0	respondents,	0	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	11	respondents,	17.46	%
B. No	52	respondents,	82.53	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	0	respondents,	0	%
B. From a printed brochure or mailer	7	respondents,	11.11	%
C. Online	3	respondents,	4.76	%
D. Other	1	respondents,	1.58	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	6	respondents,	9.52	%
26 – 35	4	respondents,	6.34	%
36 – 45	4	respondents,	6.34	%
46 – 55	9	respondents,	14.28	%
56	40	respondents,	63.49	%
B. Gender				
Male	36	respondents,	57.14	%
Female	26	respondents,	41.26	%
Decline to State	1	respondents,	1.58	%

**Unincorporated Orange County**

**Total poll participants = 53**

Question 1 – What do you think is the main function of the Orange County Sanitation District?

A. Collects your trash & Garbage	11	respondents,	20.75	%
B. Sanitizes your local hospitals	0	respondents,	0	%
C. Processes your sewage & wastewater	39	respondents,	73.58	%
D. Cleans your streets	1	respondents,	1.88	%
E. Other	2	respondents,	3.77	%

Question 2 – Have you seen any information from the Orange County Sanitation District?

A. Yes	12	respondents,	22.64	%
B. No	41	respondents,	77.35	%

Question 3 – If yes on question 2, where have you received information from the Orange County Sanitation District?

A. From School	1	respondents,	1.88	%
B. From a printed brochure or mailer	4	respondents,	7.54	%
C. Online	4	respondents,	7.54	%
D. Other	3	respondents,	5.66	%

Question 4 – What is your age?

A. Age ranges:				
18 – 25	5	respondents,	9.43	%
26 – 35	6	respondents,	11.32	%
36 – 45	6	respondents,	11.32	%
46 – 55	12	respondents,	22.64	%
56	24	respondents,	45.28	%
B. Gender				
Male	30	respondents,	56.60	%
Female	22	respondents,	41.50	%
Decline to State	1	respondents,	1.88	%

## **Analysis & Evaluation**

Looking at the individual cities and jurisdictions we evaluated them individually on the critical Question 1, Answer C and Question 2 Answer A. The top percentage of respondents for cities in answering Question 1 with Answer C was Fountain Valley at 73.68% followed closely by The Unincorporated County at 73.58%. Fountain Valley makes sense since OC San makes its home in Fountain Valley. The County answering so highly was a bit of a surprise. The good news is that 14 of the OC San jurisdictions had 60% respondents or more answering with Answer C, the true function of OC San. Those jurisdictions were: Fountain Valley, Unincorporated County, Yorba Linda Water District, Villa Park, Tustin, Seal Beach, Santa Ana, Placentia, Orange, La Palma, Irvine, Huntington Beach, Buena Park and Anaheim. Fortunately, both Huntington Beach and Fountain Valley had high answer rates, due to plant proximity. More good news on Question 1 that no city or district had under 50% answer rate for Answer C, with Newport Beach being the lowest at 50.84%. We had thought initially that there would be some correlation between a high percentage of respondents answering C to the First Question and answering A on Question 2. The only correlation found was for Fountain Valley which had high percentage of answers for both Question 1, Answer C and Answer A on Question 2. The rest of the cities and districts were a mixed bag.

For the Second Question, high percentage of respondents that answered with Answer A, was Costa Mesa Sanitary District at 34.61%, followed by Fountain Valley at 29.82%. Those jurisdictions with over a 25% response with Answer A are four, including the above two previously mentioned with Los Alamitos and Buena Park. So, Fountain Valley knows the most about OC San.

On the Third Question, Answer B dominates, which is surprising in this age of social media. However, the majority of respondents in all of our surveys have been in the 56+ age group and may not access social media as much as younger age groups.

Overall, this poll was a bit younger and had a Male majority as compared with the previous surveys. Some of the significant movement from the last poll to focus on are:

- Answer C Question 1 had 11.10% more respondents than the last poll
- Answer A Question 1 had 5.2% less respondents than the last poll
- There are 5.63% less Seniors 56+ in this poll than the last poll

All of these items are significant changes since the last survey. What does this mean? They are too big of a percentage to be random. This means that with the additional respondent answers for the correct function of OC San and less answers for the function of “Collects Trash and Garbage”, that people are becoming more aware of the true function of OC San. In the interim period between polls, it shows that the public has been more educated about OC San in the current poll results. The only way that could happen is through the information distribution

from OC San. It appears in this last poll that OC San's new branding and approach has paid dividends with the public.

We would like to thank our team members who contributed to making this poll possible, Bryan Orosco, Brett Loughran, Carl Perkins, Linda Rodriguez, Daisy Olmeda, Jacquelin Pineda, Ryan Jackson, Edwin Valdes

### **Areas for Potential Follow Up**

This poll was a high-level poll, meaning it asked very general broad-based questions, and received basic answers. There are potential follow up possibilities in the form of polling on more specific topics that OC San may wish to know. For example, on wastewater recycling, perceived value, accessibility to information, all can be polled with OC San rate payers. Follow up on this poll, surveying the public more specifically on where messaging from other agencies is interfering with OC San messaging. Also, other opportunities where ratepayer engagement can be helpful, in polling ratepayers about their opinion on certain specific projects, and how they can help. Polling can be a useful tool that can be utilized by OC San for a number of different purposes.

We at NP Consultants wish to thank the Orange County Sanitation District for the opportunity to be of service. We hope that these poll results can be helpful in your decisions on branding, and for other areas and purposes of the agency.

If you have any questions regarding this report, please feel free to contact me.

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