

## **TABLE OF CONTENTS FOR APPENDICES**

- ▶ Appendix A: Maddaus Conservation Technical Analysis
- ▶ Appendix B: Staff Reports
- ▶ Appendix C: 2006 Water Management Report
- ▶ Appendix D: Marin Municipal Water District Survey  
(Charlton Research Company, 2005)



# **Marin Municipal Water District Survey**

**by**

**Charlton Research Company**

**December 2005**

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**MARIN MUNICIPAL  
WATER DISTRICT SURVEY**

*December 2005*

**Charlton Research Company**



# Local Conservation Programs

What local water conservation programs are you aware of, if any? (Q.9)

	November 2005		May 1997	
	<i>First</i>	<i>Total</i>	<i>First</i>	<i>Total</i>
	<i>Mentions</i>	<i>Mentions</i>	<i>Mentions</i>	<i>Mentions</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
None/nothing	48	57	16	16
Low flow toilets	10	14	13	15
Home/personal conservation programs	6	10	1	1
Toilet exchange program	4	6	6	7
They're operated by MMWD	3	3	12	13
Shower heads	1	6	4	4
Drip irrigation	1	3	2	3
Landscaping	1	3	--	--
Reservoir/water storage	1	2	3	4
Water rationing	*	1	3	5
Filtration systems	--	1	1	1
Other	7	10	2	2
Don't know/no answer	18	26	39	39

# Measures Taken to Conserve Water

What measures, if any, has your household taken to conserve water usage? (Q.10)

	November 2005		April 2003	
	First %	Total %	First %	Total %
Try to conserve/use less water (general)	27	42	25	49
None	14	37	15	15
Replaced toilets	9	19	27	42
Taking shorter showers	8	21	1	2
Water plants/yard less often	8	15	1	1
Flush less often	5	13	1	1
Replaced shower heads	5	13	10	36
Converted to drip irrigation	4	10	4	18
Changed landscaping to use less water	4	6	7	22
Only use washer/dishwasher when full/Use less often	3	12	1	1
Replaced washing machines	2	6	3	18
Replaced faucets	2	3	1	15
More efficient appliances	1	2	--	1
Drink bottled water	1	1	--	1
Installed pressure regulator	--	1	--	9
Other	3	6	1	3
Don't Know	4	8	3	3

# Reasons for Not Conserving

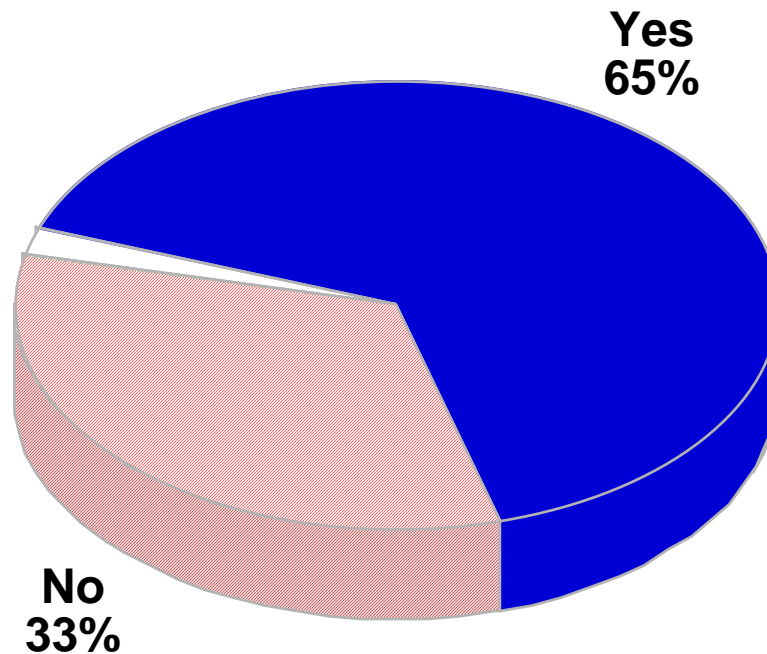
What is the main reason your household has not taken any measures to conserve water? (Q.11)

**Base: Those who have not taken any measures to conserve household water usage, n=42.**

	<i>First Mentions</i> %	<i>Total Mentions</i> %
<b>Don't use that much water</b>	<b>24</b>	<b>26</b>
<b>Have been conserving water/Not wasting it</b>	<b>17</b>	<b>19</b>
<b>Not aware of a water shortage/Not informed</b>	<b>17</b>	<b>19</b>
<b>Have enough water/Have more than we need</b>	<b>12</b>	<b>14</b>
<b>Concentrating on other things (general)/Too busy</b>	<b>5</b>	<b>5</b>
<b>No reason</b>	<b>5</b>	<b>5</b>
<b>Other</b>	<b>9</b>	<b>10</b>
<b>Don't know/Don't think about it</b>	<b>11</b>	<b>12</b>

# Awareness of Tiered Rate Structure

Are you aware that MMWD has a tiered rate structure? (Q.12)



# Impact of Rate Structure

Does the tiered rate structure affect how much water you use? (Q.13) **Base: Those who are aware of MMWD's tiered rate structure, n=196.**

