



2025 ACWA MEMBER ENGAGEMENT SURVEY
 320-1240-WT [REGION 1]
 10 MEMBER AGENCY EMPLOYEES

1. (T) First, is your water agency a retailer, a wholesaler, or does it do both or something else?

Retailer	85%
Wholesaler	8%
Both	7%
Other (SPECIFY)	0%
DON'T READ ON PHONE) Don't know	0%

2. (T) Next, would you describe your water agency as agricultural, rural, urban, or something else? (ACCEPT MULTIPLE RESPONSES)

Agricultural	4%
Rural	67%
Urban	41%
Other (SPECIFY)	0%
DON'T READ ON PHONE) Don't know	0%

3. (T) How satisfied are you with ACWA's overall performance in serving the needs of your agency? Are you ... ? (READ LIST)

TOTAL SATISFIED	89%
Very satisfied	27%
Somewhat satisfied	62%
TOTAL DISSATISFIED	11%
Somewhat dissatisfied	8%
Very dissatisfied	3%
(DON'T READ ON PHONE) Don't know	0%

4. (T) How would you rate the overall value you receive for your agency’s investment in membership? Is it...?
(READ LIST)

EXCELLENT/GOOD	58%
Excellent value	20%
Good value	38%
Just OK	34%
TOTAL POOR	8%
Poor value	5%
Very poor value	3%
(DON'T READ ON PHONE) Don't know	0%

5. (T) Next, in your own words, why is your agency a member of ACWA? **(OPEN-ENDED; RECORD VERBATIM RESPONSE AND CATEGORIZE)**

Advocacy and legislative representation	54%
Networking and relationship-building	11%
Information sharing and industry updates	7%
Training and professional development	7%
Protection of water rights/statewide water voice	34%
Support for member agencies and resources	7%
Insurance and JPIA services	40%
Conferences, events, and annual meetings	0%
General value of membership/reputation	0%
No answer/Unclear	0%

6. Next, please indicate if you would rate ACWA’s effectiveness in each of the following areas as: extremely effective, very effective, somewhat effective, or not at all effective. **(READ LIST; RANDOMIZE)**

	Ext Effective	Very Effective	Smwt Effective	Not At All Effective	Don't Know	Total Ext/Very Effective
a. (T) Advocacy on federal legislative issues	6%	64%	25%	5%	0%	69%
b. (T) Advocacy on statewide legislative	42%	47%	11%	0%	0%	89%
c. (T) Advocacy on federal regulatory issues	13%	64%	18%	5%	0%	76%
d. (T) Advocacy on statewide regulatory	42%	21%	36%	0%	0%	64%
e. (T) Communications and outreach support	37%	45%	11%	0%	7%	82%
f. (T) Leadership in policy development	36%	20%	12%	8%	24%	56%
g. (T) Representation with administrative entities	6%	25%	24%	7%	38%	31%

7. **(T)** What are the three most important issues that your water agency faces within the next 3 years? **(OPEN-ENDED; RECORD VERBATIM RESPONSE AND CATEGORIZE)**

	Most Impt	2 nd Most Impt	3 rd Most Impt
Water supply reliability/long-term supply planning	16%	11%	7%
Groundwater levels, overdraft, and SGMA compliance	0%	5%	0%
Water quality, contamination, and treatment needs	0%	7%	0%
Aging infrastructure, repairs, and capital improvements	37%	31%	31%
Drought response, conservation, and shortage planning	12%	0%	0%
Watershed health, wildfire impacts, and forest management	0%	0%	0%
State and federal regulations	21%	0%	16%
Funding needs, grants, and financial resources	40%	7%	21%
Climate change impacts on water systems	0%	0%	3%
Flooding, stormwater, and flood-control issues	0%	12%	0%
Rates, affordability, and cost pressures	25%	25%	42%
Other issue	0%	0%	0%
No answer / unclear	0%	0%	0%

8. First, please indicate how important ACWA’s work is to your agency on each state and federal legislation and regulation topic mentioned: extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	Ext Imp	Very Imp	Smwt Imp	Not Too Imp	No Op/Don't Know	Total Ext/Very Imp
a. (T) Water quality	44%	47%	9%	0%	0%	91%
b. (T*) Drinking water standards	20%	76%	4%	0%	0%	96%
c. (T) Water storage and dam safety	23%	33%	45%	0%	0%	55%
d. (T*) Infrastructure funding	93%	2%	0%	5%	0%	95%
e. Water rights	23%	14%	39%	24%	0%	37%
f. (T*) Water rates	63%	23%	2%	12%	0%	86%
g. (T) Headwaters and forest management	13%	1%	50%	29%	7%	14%
h. (T) Water use efficiency	23%	62%	7%	8%	0%	85%
i. (T) Water recycling	5%	47%	40%	8%	0%	52%
j. (T) Desalination	0%	14%	7%	79%	0%	14%
k. (T*) Climate change forecasting and adaptation tools	16%	29%	39%	16%	0%	45%
l. (T) Groundwater sustainability and replenishment, also known as SGMA	9%	44%	25%	15%	7%	53%
m. (T) Energy policies	30%	1%	50%	20%	0%	31%
n. (T*) Bay-Delta	1%	0%	7%	81%	10%	1%
o. Water conveyance solutions	6%	27%	35%	32%	0%	33%
p. (T) Affordable, accessible drinking water for disadvantaged communities	60%	0%	38%	1%	0%	61%

9. Next, please indicate how satisfied your water agency is with ACWA’S work on each state and federal legislation and regulation topic mentioned: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied? **(RANDOMIZE)**

	Very Satisfied	Smwt Satisfied	Smwt Dissat	Very Dissat	No Op/Don't Know	Total Satisfied	Total Dissat
a. (T) Water quality	20%	72%	5%	3%	0%	92%	8%
b. (T) Safe drinking water	20%	76%	1%	3%	0%	96%	4%
c. (T) Water storage and dam safety	20%	38%	32%	3%	7%	58%	35%
d. (T*) Infrastructure funding	11%	47%	31%	11%	0%	57%	43%
e. (T) Water supply reliability	5%	51%	9%	3%	31%	57%	12%
f. (T) Water rates, taxes, and reserves	13%	62%	8%	3%	14%	75%	11%
g. (T) Headwaters and forest management	6%	54%	1%	3%	36%	59%	4%
h. (T) Water use efficiency	18%	63%	7%	4%	7%	82%	11%
i. (T) Water recycling	5%	39%	36%	4%	15%	45%	41%
j. (T) Desalination	5%	38%	8%	3%	45%	44%	11%
k. (T*) Climate change forecasting and adaptation tools	5%	44%	31%	4%	16%	49%	36%
l. (T) Groundwater sustainability and replenishment, also known as SGMA (sigma)	13%	73%	0%	0%	14%	86%	0%
m. (T) Energy policies	6%	37%	39%	4%	14%	42%	43%
n. (T) Bay-Delta flows, Voluntary Agreements, and conveyance solutions	6%	39%	1%	3%	51%	45%	4%
o. (T) Affordable, accessible drinking water for disadvantaged communities	6%	55%	21%	10%	8%	61%	31%

10. You mentioned that you were dissatisfied with at least one aspect of ACWA’S work on state and federal legislation and regulation. In a few words of your own, why are you dissatisfied? **(OPEN-ENDED; RECORD VERBATIM RESPONSE)**

Too focused on urban areas/Northern California	13%
Too passive against government overregulation	54%
Not doing enough legislative advocacy	8%
Lack of a strategic vision	23%
Other	2%
No Answer	11%

11. First, please indicate how important each type of agency operational, management, and educational support for member organization service provided by ACWA is to your water agency: extremely important, very important, somewhat important, or not too important? **(RANDOMIZE)**

	Ext Imp	Very Imp	Smwt Imp	Not Too Imp	No Op/ Don't Know	Total Ext/Very Imp
a. (T) Continuing education credits	20%	39%	32%	9%	0%	58%
b. (T) Communications support	37%	28%	27%	8%	0%	65%
c. (T) Member toolkits	18%	41%	41%	0%	0%	59%
d. (T) Operational certifications (e.g. drinking water certifications)	7%	68%	21%	1%	3%	75%
e. (T) ACWA conferences and events	6%	58%	26%	10%	0%	64%
f. (T) Regional programs and events	27%	31%	42%	0%	0%	58%
g. (T) Informational outreach materials (e.g. alerts and advisories)	43%	49%	7%	0%	0%	93%
h. (T) Workforce development	37%	7%	42%	13%	0%	44%
i. (T) Networking opportunities	44%	7%	25%	24%	0%	51%
j. (T) Agency recognition through ACWA awards and scholarships	5%	0%	57%	38%	0%	6%

12. Next, please indicate how satisfied your water agency is with each agency operational and management support for member organization service provided by ACWA: very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. **(RANDOMIZE)**

	Very Satisfied	Smwt Satisfied	Smwt Dissat	Very Dissat	No Op/ Don't Know	Total Satisfied	Total Dissat
a. (T) Continuing education credits	6%	70%	1%	5%	18%	75%	6%
b. (T) Communications support	20%	65%	0%	1%	14%	85%	1%
c. (T) Member toolkits	26%	59%	0%	0%	14%	86%	0%
d. (T) Operational certifications (e.g. drinking water certifications)	12%	56%	8%	5%	18%	68%	14%
e. (T) ACWA conferences and events	25%	65%	3%	7%	0%	90%	10%
f. (T) Regional programs and events	20%	73%	0%	0%	7%	93%	0%
g. (T) Informational outreach materials (e.g. alerts and advisories)	21%	65%	0%	0%	14%	86%	0%
h. (T) Workforce development	5%	66%	8%	6%	14%	71%	15%
i. (T) Networking opportunities	33%	67%	0%	0%	0%	100%	0%
j. (T) Industry-specific video content	12%	63%	0%	0%	25%	75%	0%
k. (T) Agency recognition through ACWA awards and scholarships	6%	64%	8%	0%	23%	69%	8%

13. How important are the following factors in making your decision about whether to attend ACWA'S (AWKWAHZ) non-conference events? (RANDOMIZE)

	Very Impt	Impt	Neutrl	Not Very Impt	Not At All Impt	No Op/DK	Total Impt	Total Not Impt
a. (T) A convenient time of year	42%	28%	25%	0%	5%	0%	70%	5%
b. (T) A convenient or appealing location	54%	15%	31%	0%	0%	0%	69%	0%
c. (T) Program content relevant to me	83%	17%	0%	0%	0%	0%	100%	0%
d. (T) Interesting keynote speakers	48%	7%	32%	7%	6%	0%	55%	13%
e. (T) Affordability	71%	22%	0%	7%	0%	0%	93%	7%
f. (T) Duration of event	40%	24%	31%	5%	0%	0%	64%	5%
g. (T) Availability of off-site activities like tours	20%	9%	64%	0%	7%	0%	28%	7%

14. (T) Which type of program content is most useful?

How-to's	7%
Issue- or policy-oriented	69%
Technical/specific training through tracks	0%
No preference	24%

15. (T) And for the final question of this survey: Is there anything else ACWA should do to improve its services for its members? (OPEN-ENDED)

Stronger advocacy and policy leadership	7%
More support for rural, ag, and smaller agencies	34%
Lower costs (membership, conference, travel)	24%
Improve conference quality, variety, or format	7%
Improve communication, transparency, and member engagement	9%
Stronger organizational leadership (Executive Director, strategy)	0%
More regional outreach, collaboration, and accessibility	0%
Better focus on core mission (water supply, local control, statewide issues)	13%
More education, training, and resources for members	0%
Other comment	7%
No answer/Unclear	6%

SAMPLE VARIABLES

MODE OF INTERVIEW	
Phone	0%
Online	100%
AGENCY SIZE	
Small	51%
Medium	38%
Large	11%
REGION	
REGION 1	100%
REGION 2	0%
REGION 3	0%
REGION 4	0%
REGION 5	0%
REGION 6	0%
REGION 7	0%
REGION 8	0%
REGION 9	0%
REGION 10	0%
ROLE AT WATER AGENCY	
Board Member	0%
General Manager	89%
Staff	11%
ACWA BOARD	
Yes	4%
No	96%
REGION BOARD	
Yes	6%
No	94%
COMMITTEE MEMBER	
Yes	16%
No	84%
BLANK	
Yes	84%
No	16%