

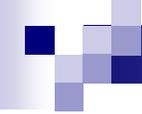


King County

Department of Natural Resources and Parks
Wastewater Treatment Division

2007 Survey Results & Rate Communication Plan

MWPAAC General Meeting
Renton Technical College
March 5, 2008



About the surveys

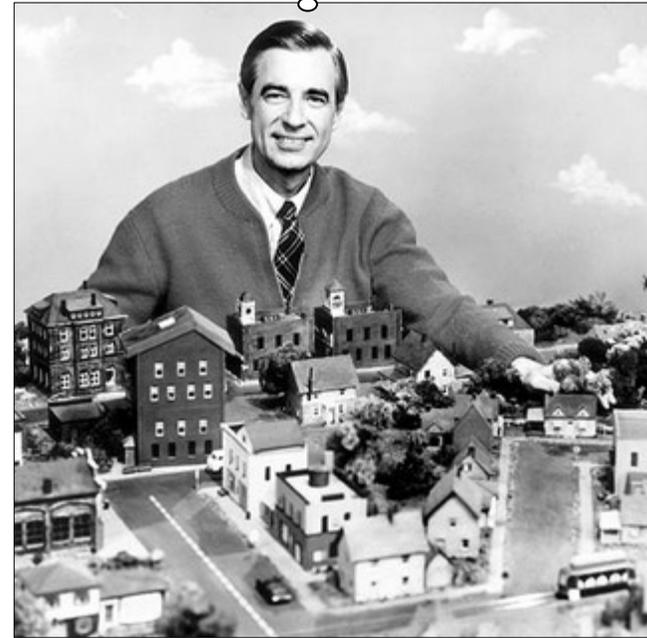
- Near Neighbor and Water Quality surveys conducted annually since 2002
- Designed and carried out by professional research firm
- Polling is done by telephone
 - Random digit dial - anyone with a working phone number has an equal chance of being called

The Near Neighbor Survey

- Asks 100 residents and 35 businesses next to West Point and South Plant:

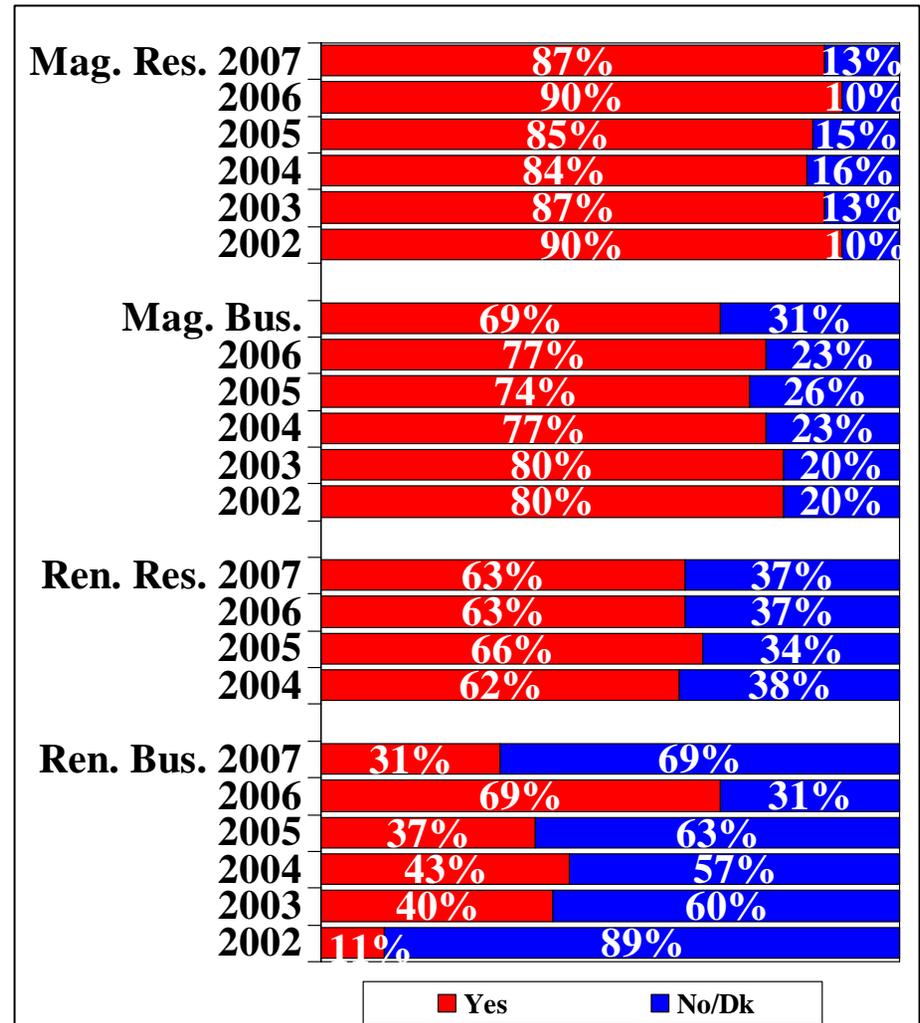
- Are you aware of a wastewater treatment facility in your neighborhood?
- Do you feel the plant has been a good neighbor? Why or why not?
- Have you experienced any impacts?
- How can we be a better neighbor and what should our priorities be?

♪ Please won't
you be my good
neighbor! ♪



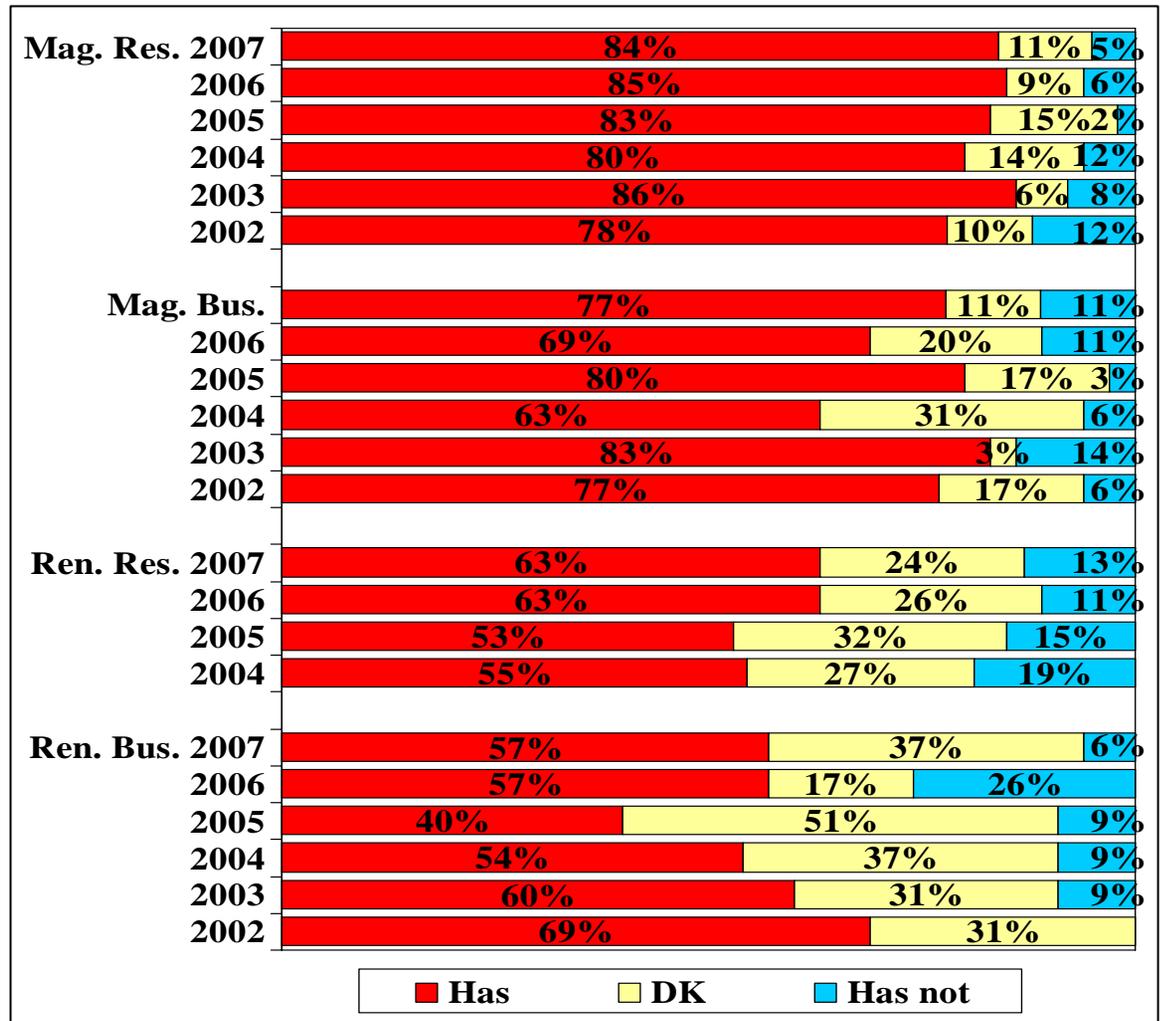
Are you aware of a wastewater treatment facility in your area?

- As we have seen for all years of the survey, awareness in Magnolia exceeds awareness in Renton
- With the exception of Renton businesses, awareness over the four year duration of the study has not statistically changed.
 - MOE is +/- 10 points for residents and +/- 17 points for businesses



Has the plant been a good neighbor?

The percentage of residents and businesses who give a positive response is significantly higher than the percentage who give a negative response.



Why is the plant a good neighbor?

- The most commonly cited reasons among all groups is “lack of noticeable impacts”
 - Unobtrusive
 - No smell
 - Hidden from sight
- ‘Nice landscaping’ rated very highly for Renton residents



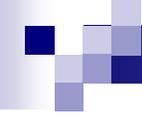
If not, why not?

- *Knowing that there is a wastewater plant in your area, have you experienced any negative impacts that could be a result of the wastewater facility?*
 - **Answering “NO negative impacts”**
 - 84% of Magnolia residents and 80% of businesses
 - 79% of Renton residents and 94% of businesses
- Odors are cited as biggest impact



Rating our priorities

- Consistently highest priorities among all groups
 - Explore new methods of odor control
 - Respond to complaints within 24 hours
- Other priorities ranked differently
 - Improve/maintain landscaping
 - Maintain 24-hour hotline
 - Reduce truck trips
 - Offer plant tours



What else should we be doing?

- Suggested responses included:
 - Explore odor control methods
 - Respond to complaints in 24 hours
 - Provide more public information
 - Reduce truck traffic
 - Ensure proper maintenance
 - Promote cleanliness

Summary of findings

- Overall, both plants and their neighbors continue to have a good relationship.
- Many figures are consistent with data from previous years.



Water Quality Index Survey

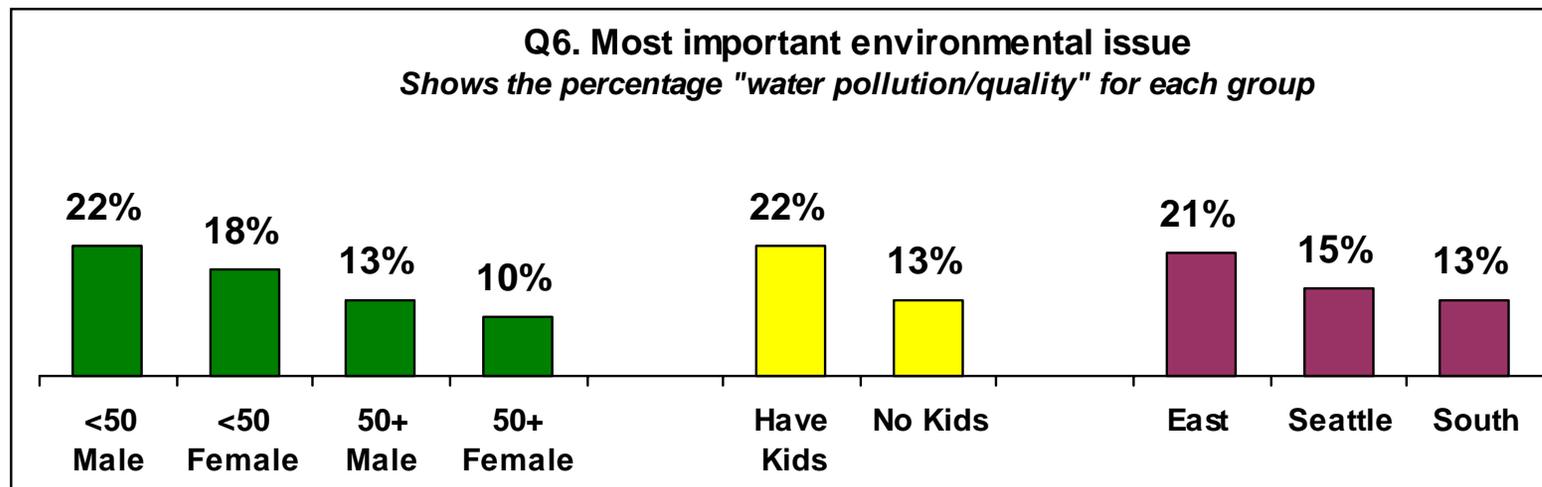
- 400 adults throughout King County
- Questions focused on
 - General environmental issues and concerns
 - County services
 - Water quality
 - Programs
 - Biosolids
 - Reclaimed water
 - CSOs
- MOE +/-4.9



"One final question: Do you now own or have you ever owned a fur coat?"

What is the region's biggest environmental concern?

- Global warming is now No.1, followed by
 - **Water quality/water pollution**
 - Air quality
 - Traffic/transportation
 - Growth/population growth



Awareness and perception of county services

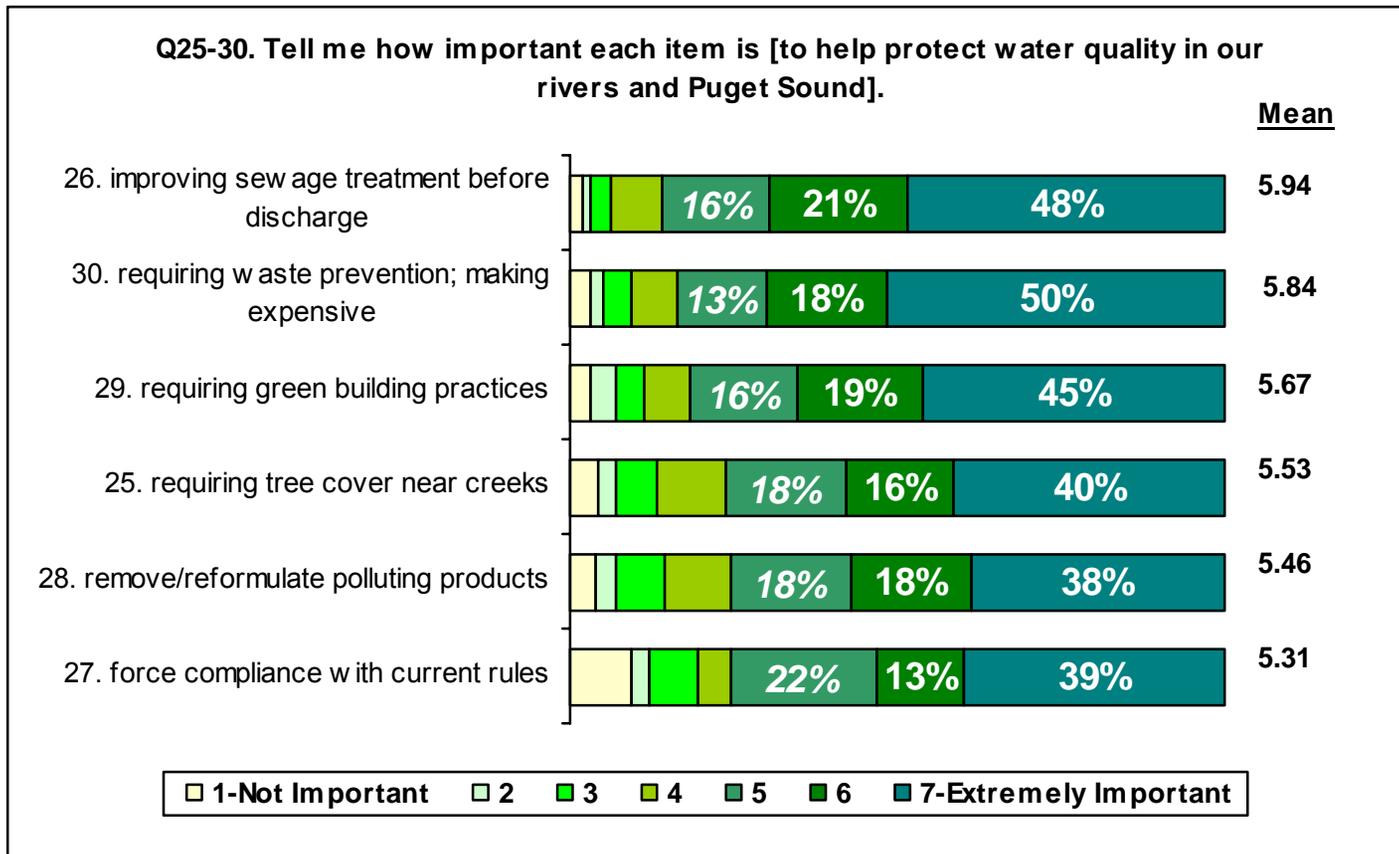
- 76% are aware the county provides “garbage and sewer service”

Rating our services

- Wastewater treatment service receives a 60% positive rating
- Protecting water quality rates 64% positive
- Most people not aware of efforts to protect water quality
 - “Provide more public education/information” often suggested as way to improve

A clear link between regional water quality and wastewater treatment

We're Number 1!



Programs, priorities and products

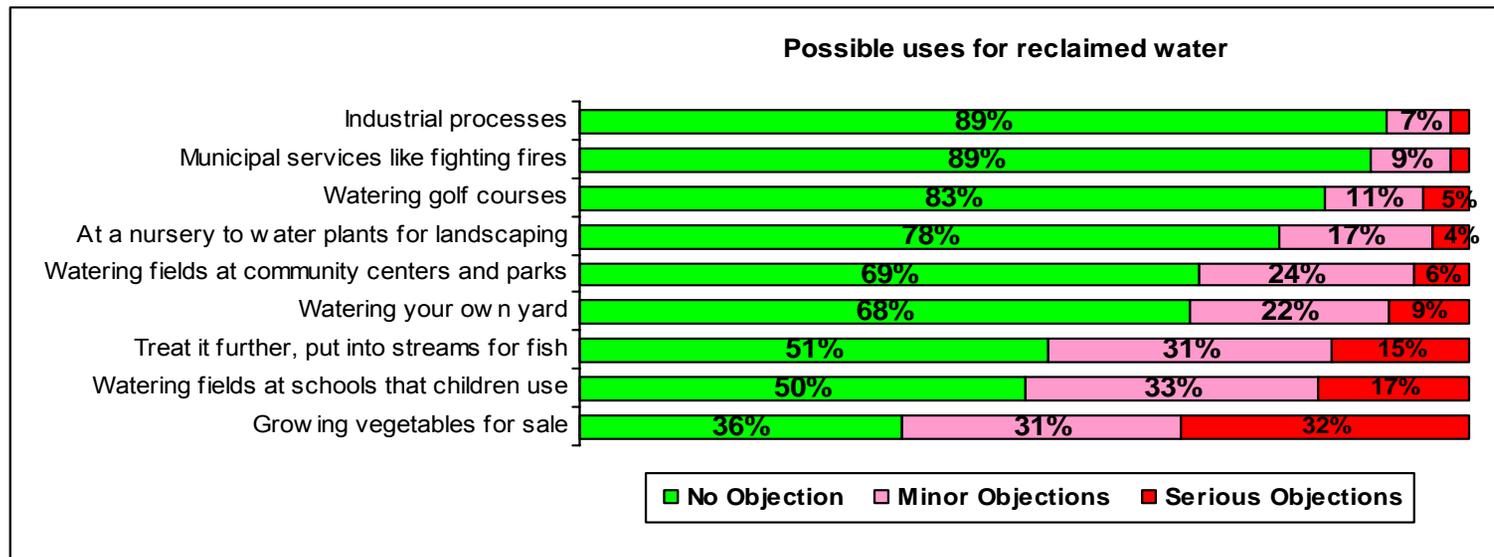
- The Biosolids Program enjoys strong support
 - Restoring unvegetated land most popular
 - 64% would be 'very' or 'somewhat' likely to use biosolids product for home landscaping and plantings



Reclaimed water



- Strong support continues
 - 79% say “reuse as much as possible”



- 67% are willing to pay an extra dollar each month to help build a reclaimed water distribution system

CSO control

- 71% support paying \$1.50 more on their sewer bill to control CSOs
 - Support declines when the amount goes to \$3.00 per month, but majority still favor idea.





2009 rate communication plan

- Rate and capacity charge – Communication plan
 - Showing value for ratepayer dollars by explaining the depth of our services
 - The monthly rate is an investment with tangible returns:
 - Clean water & the environment
 - Public health
 - Quality of life that makes our region great
- We can be a resource for your agency, and vice versa



Questions

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