Chicago Metropolitan Agency for Planning

Regional Water Supply Planning Group
Overview of Survey Research Projects

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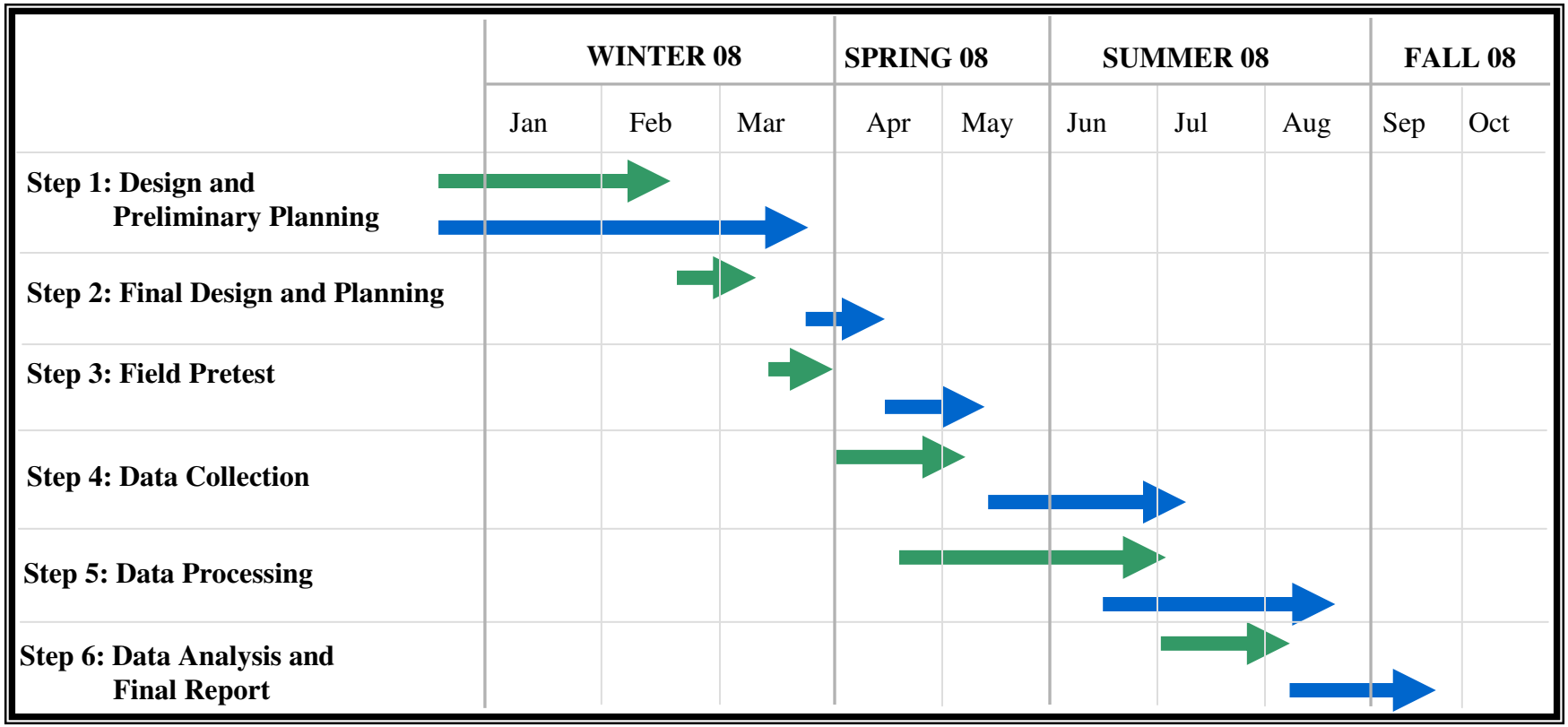
Two Data Collection Projects

- Survey of the General Public
  - To measure public knowledge of local water supply/demand issues and current water use behaviors.
  - To measure public knowledge of – and options about – local water conservation efforts (where they exist).
  - To explore the possible effects of incentives, messages, and other factors designed to affect public opinion and increase public compliance with conservation measures.
- Survey of Water Utilities
  - To better understand utility operations, challenges, and needs.
  - To investigate utility conservation interests and activities
  - To identify potential conservation-oriented cost savings opportunities for water utilities in northeastern Illinois.

RWSPG Surveys Timeline
(Utilities & General Public)



Survey Methodology

- Confidential (not anonymous)
- Mixed Mode: Mail-Out with On-Line Option
  - 5 Contact Attempts
  - 3 options for completion
  - Telephone Follow-Up
  - Cash incentive *(general public survey only)*

Survey Methodology

- Probability Sample
  (general public survey only)
- Sample Size
  - Population size doesn't matter
  - 95% Confidence Level

Sample Size	Margin of Error Percent*
2,000	2
1,500	3
1,000	3
900	3
800	3
700	4
600	4
500	4
400	**5**
300	6
200	7
100	10
50	14
*Assumes 95% Confidence Level	

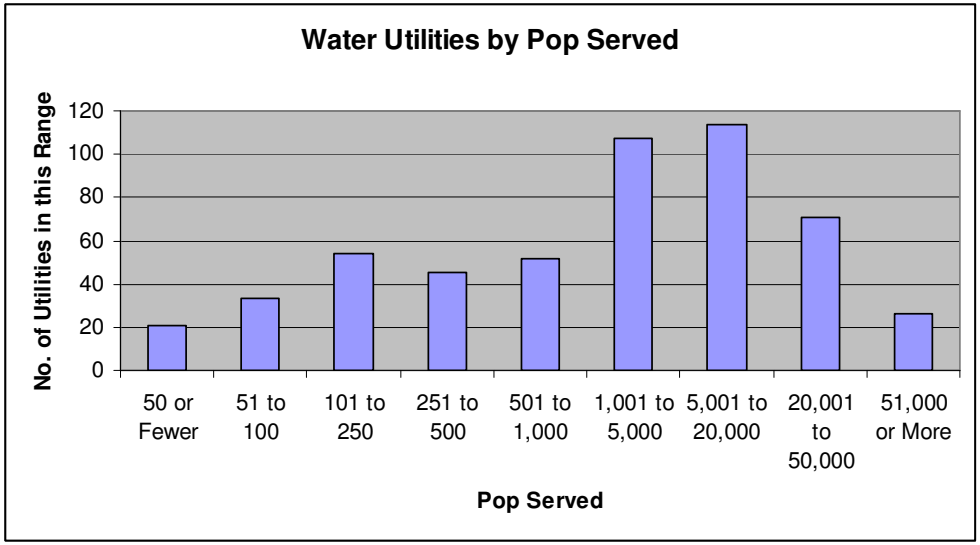
Survey of the General Public

- Budget: $50,000
- Sampling Design
  - 9 Strata
  - 2,000 Completes
  - Target RR: 50%
- U of C Survey Lab
- RFP for Telephone Follow-Up

	LAKE	GROUND	RIVER	TOTAL
CHICAGO	600			600
SUBURBAN COOK & DUPAGE	200	200	100	500
2ND RING SUBURBS	200	200	100	500
RURAL		200	200	400
TOTAL	1,000	600	400	2,000

Survey of Water Utilities

- Budget: $15,000
- Sampling Design
  - Census
  - Target RR: 50%
- U of C Survey Lab



Survey of Utilities: Draft Qx

- How was this draft developed?
  - Existing survey instruments
  - Questions submitted by individuals
  - Avoided cost model inputs
- Key Criteria for Question Content:
  - Known use a priori for the data
  - Data supports survey objectives
  - Question difficulty/Minimize respondent burden
- Key Criteria for Question Wording:
  - Response choices exhaustive and distinct
  - Question has ONLY one meaning

Survey of Utilities: Draft Qx

- Section I: Utility Operations
  - Utility Size
  - Operating Costs
  - Non-Revenue Water
  - Age of the facility
  - Metering
  - Drinking Water Treatment
  - Plans for Expansion

- Section II: Water Supply
  - Water Supply Source
  - Wholesale Water Purchases
  - Water Quality

Survey of Utilities: Draft Qx

- Section III: Water Distribution
  - Water Demand
  - Water Utility Capacity
  - Pricing

- Section IV: Water Conservation
  - Leak Detection
  - Current Conservation Measures
  - Interest in Conservation Measures

Reviewing/Revising Questionnaire
How RWSPG Members Can Help!

- Submit questions and comments to Sandy Perpignani
  - sperpignani@cmap.illinois.gov
  - (312) 386-8648

- Form committee for technical advice and survey question development
  - Water Utility Operations and Cost Structures
  - Water Quality
  - Etc.

- Recommend utilities for Qx pre-testing