

What we heard and how we're responding

Early in 2023, Loveland Water and Power (LWP) sent a comprehensive survey to a selection of our customers to collect detailed feedback about our performance as your publicly-owned water, electric and wastewater utility. We're grateful for the time each survey respondent spent to give us valuable feedback.

75%

75% of survey respondents reported being satisfied or very satisfied with our customer service and service quality.

Here's a summary of what we heard from you, and how we're responding:

Overall feedback

What you care about most

Do we provide a reliable electric service?

Importance level **99%**

Our performance level **80%**

Biggest areas of satisfaction

80% Provides reliable electric service

69% Provides high-quality drinking water

64% Provides excellent customer service

Biggest areas for improvement

36% Having affordable rates

42% Offering relevant programs

44% Helping reduce utility usage

Our respondents rank our utility as average/high on our fundamental services: providing reliable power, high-quality water and excellent customer service. **We will continue to build on our success in these areas.**

Our respondents believe these areas need the most improvement from us as a utility. The survey's **Programs** and **Communications** sections (highlighted below) revealed details about what we need to improve.

Feedback about our money-saving programs and rebates

Program awareness

56% Customers aware of our programs

30% Online efficiency store

51% Energy efficiency programs

39% Water efficiency programs

57% Refrigerator recycling program

61% Home efficiency assessments

31% Yard and landscaping webinars

A majority of our respondents are unaware of our most important programs. **We need to communicate better.**

Rebates awareness

30% Customers aware of our rebates

A majority of respondents are unaware of our rebates. **We need to communicate more effectively on this topic.**

33% Believe incentives aren't high enough

31% Believe rebated items too expensive

A majority of respondents aren't satisfied with our rebate amounts. **In addition to making finding/applying for our rebates easier, we need to strengthen our rebate amounts and incentives.**

Engagement with us

48% Customers engaging with us beyond their bill

About half our respondents don't engage with us beyond viewing and paying their utility bills. This is a priority for us; **we want to help our customers understand their utility usage and save money where they can.**

We're already making progress! Check out our brand-new Programs and Rebates webpages, which help you more easily find ways to save money on your utility bills:
lovewp.org/programs
lovewp.org/rebates

Feedback about our communications

For general information

71% Email

26% Text message

23% Paper mail

20% Website

2% Social media

A vast majority of our respondents prefer email communications from us, about once a month, with general information like news, events and programs. **We need to launch email communication programs for our customers.**

For emergency information

63% Text message

47% Email

28% Paper mail

22% Website

7% Social media

A majority of our respondents prefer text message communications from us for emergency information like power outages. **We need to launch text message communication programs to use during emergencies.**

Extra feedback

A desire for thought leadership

86% Importance level

52% Our performance level

Much of our work is dedicated to helping our utility tackle some of Loveland's biggest challenges in coming decades - but our respondents told us **we need to do much more to make our customers aware of that work.** The challenges our respondents were most concerned with (in order of importance): Wildfires, climate change, water scarcity, water quality and energy insecurity.



Share your feedback, too

If you didn't receive our survey, we'd still love to hear your feedback about any of these topics! Send your thoughts to efficiency@cityofloveland.org. ❤️