

JD | CONSULTING

Residential Customer Survey Report

Loveland Water and Power

7/2/14

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Introduction

The following is a report containing information about a 2014 survey of Loveland Water and Power's (LWP) Residential customers, conducted by JD Consulting.

Report Layout

This report is divided into several distinct sections, including the following:

- **Background and Methodology:** A detailed outline of the project's progress, from initiation through reporting. Included in this section are details on survey instrument design, response collection, and statistical information.
- **Key Findings:** Includes major points to be considered from the data reported within, as identified by JD Consulting. Other key findings may be within the data, but these points are intended to be a summary of major findings within the report.
- **Survey Analysis:** A comprehensive report of all data collected in the survey. This includes a sample figure and crosstab table to guide the reader in interpretation of the data. Also included is data on the demographics of the surveyed population.
- **Appendix A - Full Text Comments:** For each question that allowed "Other" responses or "Comments," the full text of these comments is listed in this appendix. These comments have not been edited in any way, and contain original materials as entered by respondents.
- **Appendix B - Survey Instrument:** A copy of the survey instrument as it was delivered to respondents.

Background and Methodology

Background

JD Consulting was commissioned by LWP to conduct market research, which began in 2013 with focus groups regarding its marketing and other messaging. The follow-up to this process was the current survey, which targeted both Residential and Commercial customers of the utility.

Methodology

Survey Instrument Design

JD Consulting worked extensively with LWP to develop the survey instrument. In initial meetings, a purpose statement was developed, and it is as follows:

“Loveland Water and Power wants to gain a better understanding of our customers’ needs and wants, your response to existing and potential programs or policies, and your understanding of our services.”

Around this statement, the survey instrument was developed with feedback from different departments around the utility. After initial meetings with a small group of stakeholders and project leaders, the proposed instrument was put in front of department managers for additional refining and feedback. It was then sent to LWP staff for additional feedback and testing. The final instrument was then reviewed by the Loveland Utilities Commission at their April meeting. This concluded the instrument design process, and the survey was finalized online at SurveyGizmo and in paper, in addition to being translated into Spanish.

Response Collection

The primary method of collection for the survey was done online, through the SurveyGizmo platform. Both English and Spanish versions were available online, although no responses were collected in Spanish. A large survey outreach campaign was launched on May 5, 2014, with a soft deadline for completed surveys of May 31st, 2014. Total respondent information is included in the demographic portion of the survey analysis, but in all, 1,491 Residential customers filled out the online survey, 35 filled out paper surveys, and 252 partially completed the online survey.

Margin of Error

The aim for this survey was to achieve a margin of error of 5%, at a 95% confidence level. This required 379 responses, a number which was far exceeded. With the final completed response tally at 1,526, the margin of error for this data is 2.44% at the 95% confidence interval, meaning that percentages would be within 2.44% of what is reported 95% of the time if this survey was replicated.

Margin of Error/Sample Size Table

Population Size	±3%	±5%	±10%
500	345	220	80
1,000	525	285	90
3,000	810	350	100
5,000	910	370	100
10,000	1,000	400	100
100,000	1,100	400	100
1,000,000	1,100	400	100
10,000,000	1,100	400	100

Key Findings

- **The utility is generally in good favor with its customers, and they approve of the job it is doing and the information it provides.**
 - 92.6% of residential customers at least somewhat agree that LWP contributes to making Loveland a better place to live and work. (See [Question 1](#))
 - On average, 59.4% of customers give LWP an “A” or a “B” on communications, with the highest (72.4%) giving these marks for communications on Utility Performance, and the lowest (42.0%) giving these marks for communications on Services Offered. (See [Question 10](#))
 - While fewer than half (46.1%, See [Question 12](#)) of customers have visited the LWP website, an average of 75.2% gave the website an “A” or a “B” on quality, ease, and clarity of information contained there. (See [Question 13](#))

- **Renewable Energy is important to customers, but less so than Water Conservation and Energy Efficiency.**
 - In a forced ranking of these three priorities, customers generally ranked Water Conservation first (score = 3,102), Energy Efficiency second (score = 2,962), and Renewable Energy third (score = 2,532). (See [Question 2](#))
 - 92.3% of customers said that all three (WC, EE, RE) were at least somewhat important for LWP to provide, with 95.1% giving these responses for Energy Efficiency, 94.4% for Water Conservation, and 87.3% for Renewable Energy. (See [Question 3](#))
 - 69.8% of customers would pay at least some additional amount for water conservation programs, compared with 63.7% for energy efficiency programs, and 54.0% for renewable energy programs. (See [Questions 17, 18, and 19](#).)

- **Residential customers are divided regarding their willingness to participate in/pay for additional energy sources from the utility.**
 - A small majority (52.6%) of customers said that they would be at least somewhat likely to participate in a community solar garden. (See [Question 9](#))
 - 38.7% of customers said they would at least somewhat agree to pay at least \$10 more per month to reach PRPA goals listed in the survey. This proved a polarizing issue, as 31.3% of customers said that they would strongly disagree to paying even \$10 more per month for progress towards those goals (See [Questions 23, 24, and 25](#))

- **Residents appreciate other efforts, but mostly look to the utility to provide them with the best service for the lowest cost.**
 - The largest number of customers (68.0%) rated “programs that reduce utility operating costs” as a high priority for LWP’s consideration. This was followed by “power and water savings of potential programs” (62.6% high priority), and “programs that reduce environmental impact” (55.9% high priority). (See [Question 5](#))
 - A large majority of customers (82.2%) cited cost as a major barrier in considering making water conservation or energy efficiency improvements to their home. (See [Question 6](#))
 - Strategies for lowering bills and rate changes (both cost considerations) were listed as the most desired information from the utility, with 65.1% of customers saying they’d like to know more about strategies for lowering bills and 55.9% saying they’d like to know more about rate changes. (See [Question 11](#))
 - The vast majority of customers said the most important consideration for LWP in creating its future strategy is lowering utility rates, with 63.0% saying this is very important. The second most important consideration was minimizing environmental impact, with 48.1% saying this is very important. (See [Question 16](#))
 - While nearly half of customers (49.8%) said they needed more information about LWP and the triple bottom line ([See Question 20](#)), they stressed the importance of Financial considerations (score = 3,578) above both Environmental (score = 3,205) and Social (1,848) when asked to force-rank those items. (See [Question 21](#))

- **Customers generally look to the utility to determine best practices and policies. They trust decisions made, as long as they do not mean greatly increased costs, and they are well-informed about them.**
 - Customers expressed their support for WC, EE, and RE programs, and said the best way for LWP to support those efforts was in providing them with detailed information about household water and power consumption. 86.7% of customers said that this type of support was at least somewhat important to them. (See [Question 4](#))
 - A great majority of customers (69.7%) said that the source of information they trust most about WC and EE is the utility itself. Friends/Relatives/Coworkers (42.3%) and Consumer Groups (41.7%) were rated next most trustworthy, but were far below the utility. (See [Question 7](#))

Data Interpretation

Demographics

In the survey, the demographics collected were most likely to be interesting to LWP in differentiating responses from varied groups. The demographic questions were asked at the end of the survey, and included data on the respondent's age, gender, education, employment, home ownership, and household size.

Expanded Data

The following are each of the demographic breakdowns, as collected in the raw survey data. The categories here are reported as they were collected in the survey instrument. Categories shown above the survey options were used in grouping crosstab data, and are shown in detail below this section.

Age		18-34		35-54		55-74		75+	
	Total	18-24	25-34	35-54	45-54	55-64	65-74	75-84	85+
Respondents	1511	31	179	210	302	384	302	93	10
%	100%	2%	12%	14%	20%	25%	20%	6%	1%

Gender		Male	Female
	Total	Male	Female
Respondents	1498	659	839
%	100%	44%	56%

Education		Less than College				College or Higher	
	Total	12th grade or less	Graduated high school or equivalent	Associate degree	Some college, no degree	Bachelor's degree	Post-graduate degree
Respondents	1502	21	128	183	318	512	340
%	100%	1%	9%	12%	21%	34%	23%

Employment	Total	Working				Not Working					
		Employed, Full-Time	Employed, Part-Time	Military	Self-employed	A homemaker	A student	Out of work and looking for work	Out of work but not currently looking for work	Retired	Unable to work
Respondents	1505	669	105	1	140	73	19	33	5	428	32
%	100%	44%	7%	0%	9%	5%	1%	2%	0%	28%	2%

Home Ownership	Total	Rent	Own
		Rent	Own
Respondents	1506	245	1261
%	100%	16%	84%

Household Size	Total	1-2		3-4	5+	
		1	2	3-4	5-6	7+
Respondents	1509	273	737	412	73	14
%	100%	18%	49%	27%	5%	1%

Condensed, Crosstab Data

The following are each of the demographic breakdowns, as reported in the following document. The categories have been condensed to be as evenly distributed and concise as possible.

Age	Total	<i>18-34</i>	<i>35-54</i>	<i>55-74</i>	<i>75+</i>
Respondents	1591	210	512	686	183
%	100%	13%	32%	43%	12%

Gender	Total	<i>Male</i>	<i>Female</i>
Respondents	1498	659	839
%	100%	44%	56%

Education	Total	<i>Less than College</i>	<i>College or Higher</i>
Respondents	1502	650	852
%	100%	43%	57%

Employment	Total	<i>Working</i>	<i>Not Working</i>
Respondents	1505	915	590
%	100%	61%	39%

Home Ownership	Total	<i>Rent</i>	<i>Own</i>
Respondents	1506	245	1261
%	100%	16%	84%

Household Size	Total	<i>1-2</i>	<i>3-4</i>	<i>5+</i>
Respondents	1509	1010	412	87
%	100%	67%	27%	6%

Interpretation Guide

The following report will contain two types of visual aids to represent each question. The first will be a basic graph, either a pie graph or a line graph, which indicates the overall preferences expressed in the question. These are meant to be summative, and have been graphed in a way that best displays the meaning in the results. Generally, percentages under 3% are not reported in the interest of aesthetics, but all percentages for all options can be found in the tables following each graph. The graphs are labeled chronologically as Figures, with the Figure number matching the question number to which it correlates.

The second type of visual in this report is the crosstab data table. This is meant to give more specific information for each question regarding differences in data for the various demographic subgroups. Each table contains the same summative (total) data shown in the corresponding graph, but expands on that data as well for analysis of each subgroup. As with the Figures, these Tables are numbered as well, with the Table number also reflecting the corresponding question number. Refer to the following page for an example crosstab table that gives notes on interpretation.

If either the graph or the crosstab table, or both, are not easily interpreted, notes will be provided to assist in recognizing the meaning in the data contained there.

Sample Crosstab Table

This is where question or specific sub-question text appears

	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1507	652	829	210	508	677	99	908	580
Option 1	36.7%	32.7%	40.1%	46.2%	39.6%	33.7%	23.2%	38.8%	34.0%
Option 2	6.7%	8.7%	5.1%	9.5%	6.3%	7.1%	0.0%	7.3%	5.7%
Option 3	3.4%	4.0%	3.0%	2.9%	2.8%	4.3%	2.0%	3.5%	3.3%
Option 4	46.1%	49.1%	43.6%	37.6%	45.3%	46.1%	67.7%	44.4%	48.5%
Option 5	7.2%	5.5%	8.3%	3.8%	6.1%	8.9%	7.1%	6.1%	8.6%

The deeper the green, the higher the percentage is relative to the rest of the column. These are the majority options

Total responses: average results of survey as a whole

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	843	243	1247	994	411	87
Option 1	35.1%	38.0%	40.3%	36.0%	34.0%	43.6%	35.6%
Option 2	4.4%	8.7%	6.2%	6.9%	6.9%	7.3%	2.3%
Option 3	1.3%	5.0%	2.5%	3.5%	3.9%	2.4%	1.2%
Option 4	52.0%	41.5%	45.3%	46.3%	47.3%	40.6%	57.5%
Option 5	7.3%	6.9%	5.8%	7.3%	7.9%	6.1%	3.5%

Within a demographic group (Age), a lighter box within the same option means that group answered differently than the other groups.

Sample size shows number of respondents in each category. This is not reported for questions with multiple selections allowed.

Survey Analysis

Customer Service

Q1: How much do you agree or disagree with the following statement?

The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.

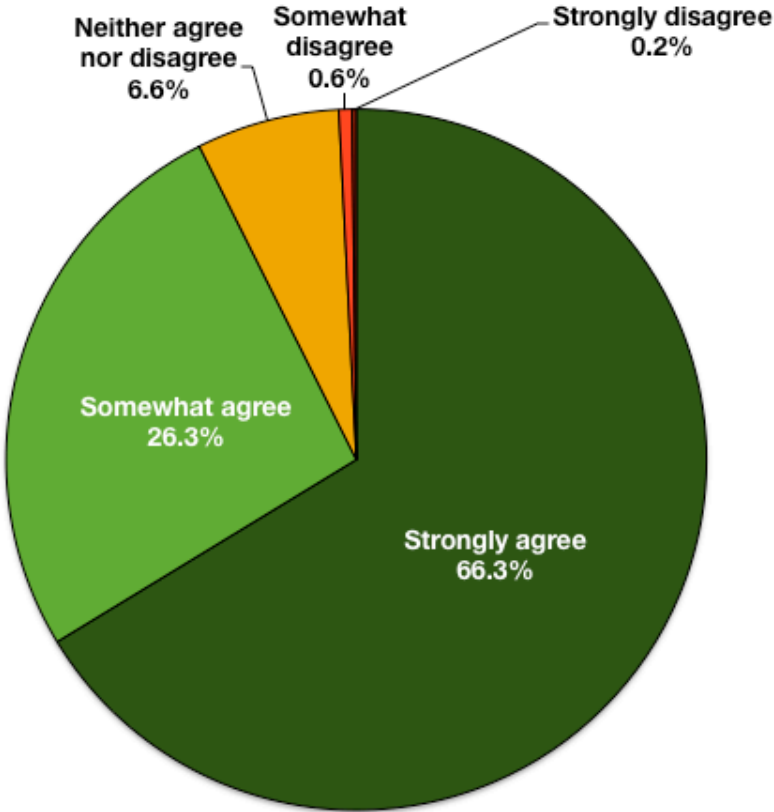


Figure 1

** See [Appendix A](#) for Full Text Comments for this question

The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1523	659	836	210	512	683	103	913	589
Strongly agree	66.3%	66.2%	66.9%	59.1%	62.5%	69.4%	80.6%	63.0%	71.8%
Somewhat agree	26.3%	26.4%	26.0%	31.0%	29.9%	23.4%	15.5%	28.9%	21.9%
Neither agree nor disagree	6.6%	6.2%	6.7%	9.5%	6.6%	6.4%	2.9%	7.2%	5.6%
Somewhat disagree	0.6%	0.9%	0.4%	0.5%	0.8%	0.6%	0.0%	0.8%	0.3%
Strongly disagree	0.2%	0.3%	0.1%	0.0%	0.2%	0.2%	1.0%	0.1%	0.3%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	648	851	245	1258	1008	411	87
Strongly agree	65.3%	67.1%	56.3%	68.4%	69.0%	63.5%	50.6%
Somewhat agree	26.9%	25.7%	33.9%	24.6%	24.6%	26.5%	41.4%
Neither agree nor disagree	6.8%	6.6%	8.6%	6.2%	5.6%	9.3%	8.1%
Somewhat disagree	0.6%	0.6%	0.8%	0.6%	0.7%	0.5%	0.0%
Strongly disagree	0.5%	0.0%	0.4%	0.2%	0.2%	0.2%	0.0%

Crosstab 1

Programs

Q2: Please rank the following in order of importance to you. (1 = Most Important, 2 = Somewhat Important, 3 = Least Important)

**Score is a weighted calculation. Items ranked first are valued higher than the following ranks; the score is the sum of all weighted rank counts*

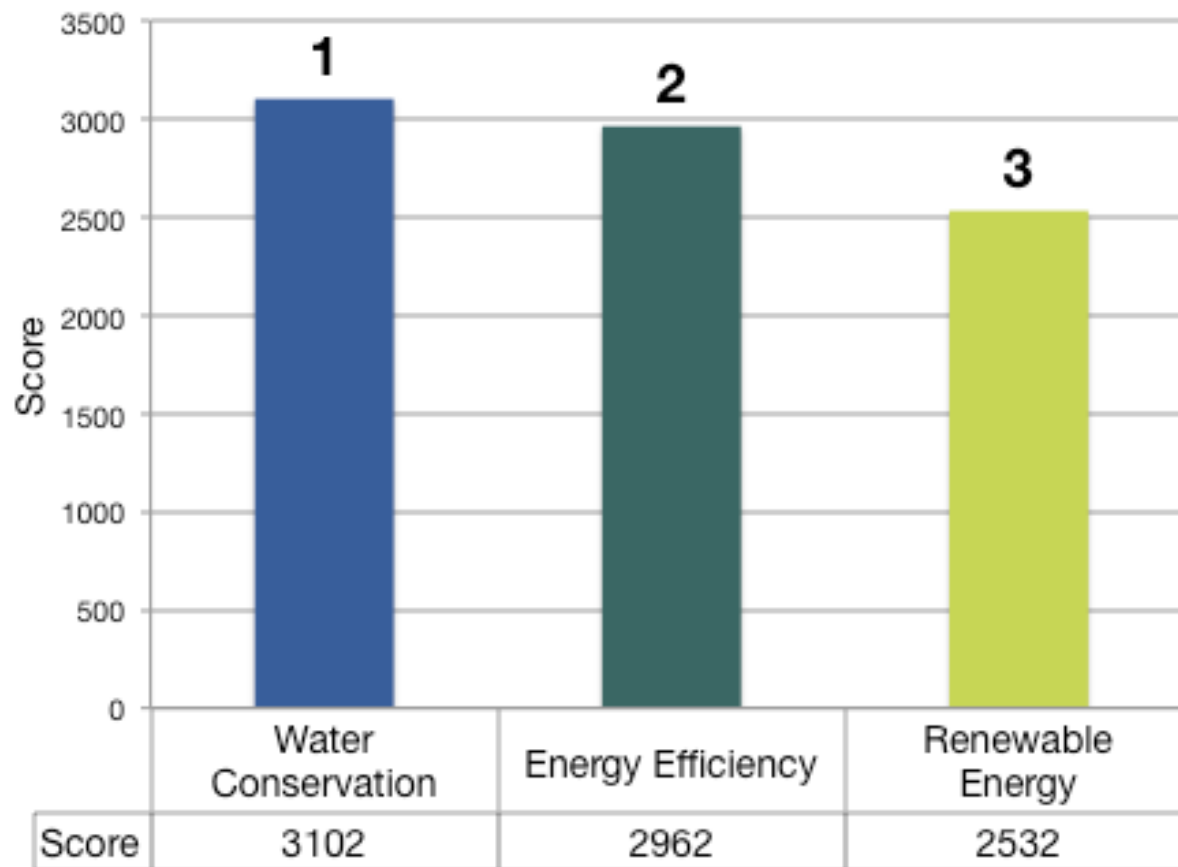


Figure 2

*Score is a weighted calculation. Items ranked first are valued higher than the following ranks; the score is the sum of all weighted rank counts

** See [Appendix A](#) for Full Text Comments for this question

Please rank the following in order of importance to you	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1518	659	836	210	512	683	103	913	589
Water Conservation	3102	732	792	189	501	843	132	966	693
Energy Efficiency	2962	693	963	231	546	675	93	951	576
Renewable Energy	2532	477	681	192	438	483	57	747	426

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	648	851	245	1258	1008	411	87
Water Conservation	687	969	207	1455	1209	381	72
Energy Efficiency	681	855	249	1290	978	450	114
Renewable Energy	471	687	252	909	729	375	63

Crosstab 2

Q3: How important is it to you that Loveland Water and Power provides you with the following types of potential programs?

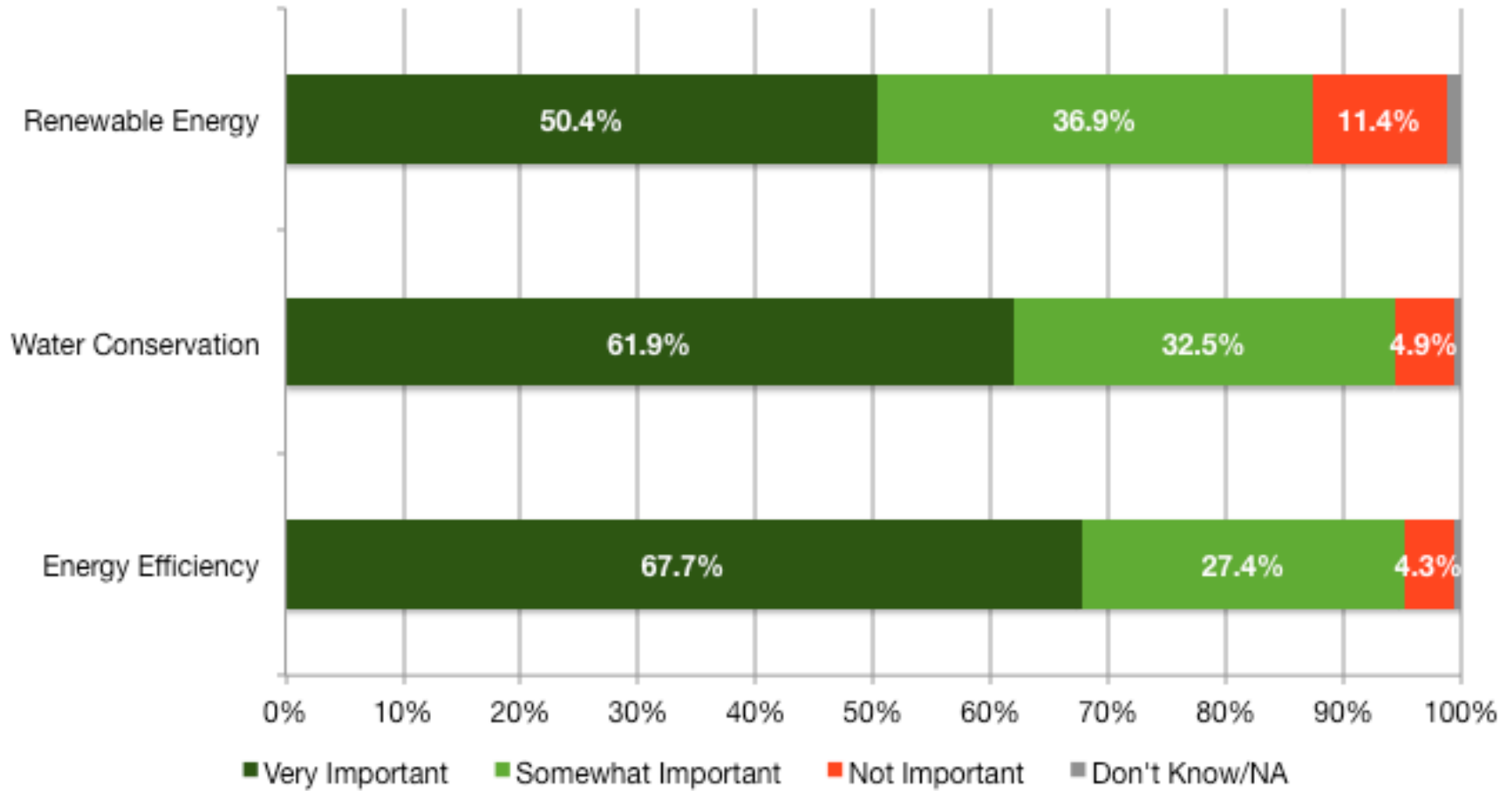


Figure 3

Water Conservation	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1512	652	834	210	507	682	100	913	589
Very Important	61.9%	54.8%	67.7%	58.1%	60.9%	63.3%	67.0%	63.4%	59.8%
Somewhat Important	32.5%	37.1%	28.7%	35.7%	32.9%	31.7%	27.0%	30.5%	35.2%
Not Important	4.9%	7.1%	3.1%	6.2%	5.9%	4.0%	3.0%	5.5%	4.0%
Don't Know/NA	0.7%	1.1%	0.5%	0.0%	0.2%	1.0%	3.0%	0.5%	1.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	648	851	245	1258	1008	411	87
Very Important	62.8%	61.1%	62.1%	61.8%	64.5%	59.9%	44.2%
Somewhat Important	33.4%	32.0%	32.5%	32.5%	30.6%	34.3%	46.5%
Not Important	3.0%	6.2%	5.4%	4.8%	4.0%	5.4%	9.3%
Don't Know/NA	0.8%	0.7%	0.0%	0.9%	0.9%	0.5%	0.0%

Energy Efficiency	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1509	652	834	210	507	682	100	913	589
Very Important	67.7%	62.4%	71.9%	74.8%	66.5%	66.4%	67.0%	68.9%	65.8%
Somewhat Important	27.4%	30.4%	24.6%	21.0%	28.8%	28.2%	27.0%	25.8%	29.4%
Not Important	4.3%	6.1%	2.9%	4.3%	4.7%	3.8%	5.0%	4.7%	3.6%
Don't Know/NA	0.6%	0.9%	0.4%	0.0%	0.2%	0.9%	2.0%	0.3%	1.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	648	851	245	1258	1008	411	87
Very Important	70.8%	65.2%	75.8%	66.0%	68.0%	67.9%	64.0%
Somewhat Important	26.3%	28.2%	21.7%	28.4%	27.2%	27.0%	30.2%
Not Important	2.5%	5.5%	2.9%	4.5%	3.7%	4.6%	7.0%
Don't Know/NA	0.5%	0.7%	0.0%	0.7%	0.8%	0.2%	0.0%

Renewable Energy	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1515	652	834	210	507	682	100	913	589
Very Important	50.4%	43.3%	56.0%	53.8%	53.6%	48.8%	39.0%	51.8%	48.3%
Somewhat Important	36.9%	37.7%	36.6%	37.6%	35.7%	36.8%	45.0%	36.7%	37.6%
Not Important	11.4%	18.3%	6.1%	8.6%	10.3%	12.5%	15.0%	10.6%	12.7%
Don't Know/NA	1.3%	1.5%	1.1%	0.0%	0.6%	1.9%	3.0%	0.9%	1.9%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	648	851	245	1258	1008	411	87
Very Important	52.2%	49.1%	58.3%	49.0%	50.7%	50.4%	47.7%
Somewhat Important	37.0%	36.9%	33.3%	37.6%	37.1%	37.0%	37.2%
Not Important	9.7%	12.9%	7.5%	12.3%	10.9%	11.9%	15.1%
Don't Know/NA	1.7%	0.9%	1.7%	1.2%	1.5%	0.7%	1.2%

Crosstab 3

Q4: How important is it to you that Loveland Water and Power provides you with the following types of support for energy efficiency, water conservation and renewable energy?

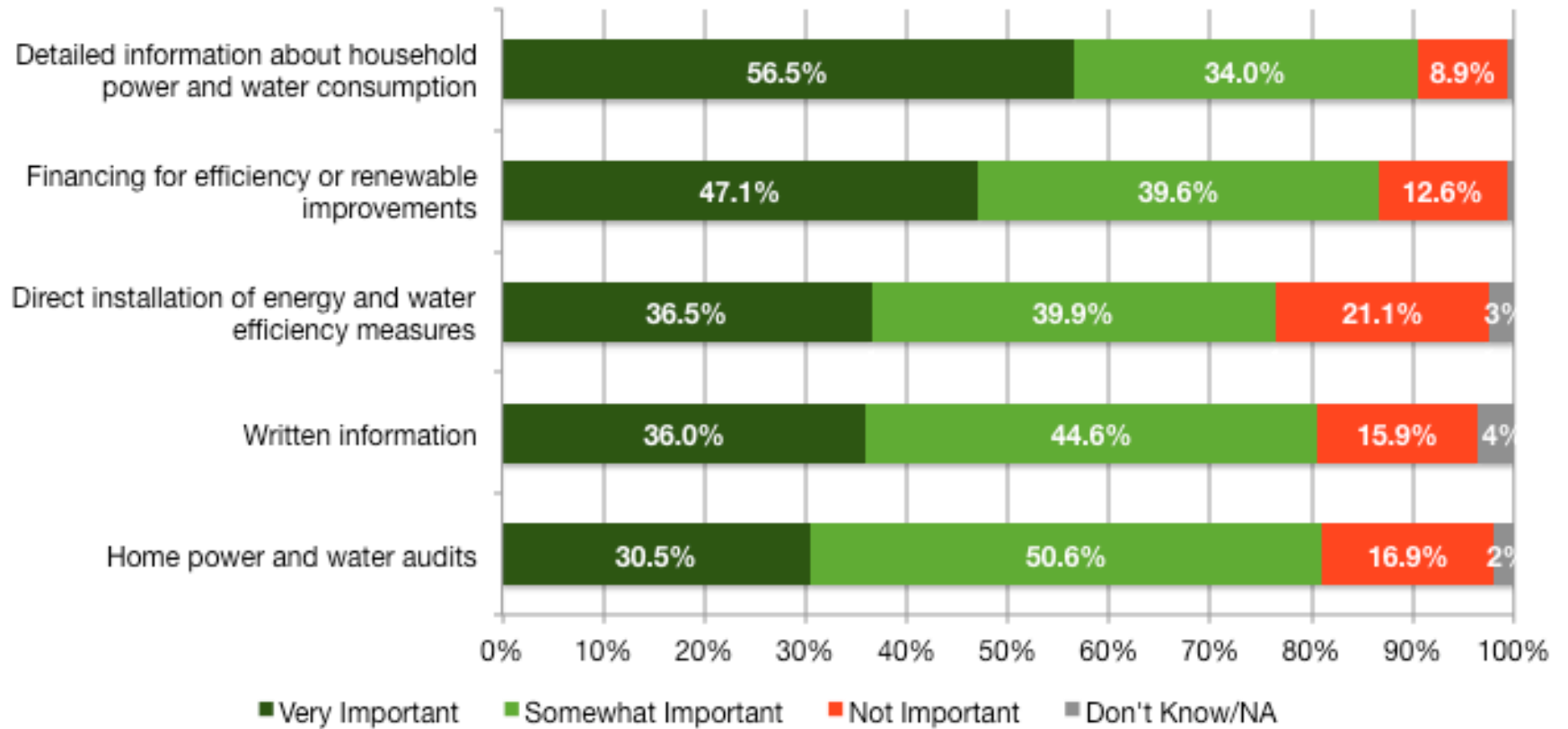


Figure 4

Written Information	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1507	650	829	208	507	675	102	906	580
Very Important	30.5%	26.5%	33.8%	26.4%	25.8%	33.3%	45.1%	29.9%	31.0%
Somewhat Important	50.6%	53.7%	48.0%	51.4%	52.3%	50.1%	42.2%	49.1%	53.1%
Not Important	16.9%	18.3%	15.7%	21.6%	20.1%	13.6%	11.8%	19.6%	12.6%
Don't Know/NA	2.1%	1.5%	2.5%	0.5%	1.8%	3.0%	1.0%	1.3%	3.3%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Very Important	34.4%	27.6%	30.3%	30.5%	33.1%	25.3%	24.7%
Somewhat Important	47.7%	52.9%	51.9%	50.3%	49.8%	52.8%	49.4%
Not Important	15.7%	17.6%	17.8%	16.7%	14.9%	20.0%	24.7%
Don't Know/NA	2.2%	1.9%	0.0%	2.5%	2.2%	1.9%	1.2%

Detailed information about household power and water consumption	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1519	650	829	208	507	675	102	906	580
Very Important	47.1%	42.9%	51.4%	57.7%	46.5%	46.5%	41.2%	49.8%	43.4%
Somewhat Important	39.6%	42.3%	38.0%	34.1%	39.8%	40.6%	45.1%	38.3%	42.6%
Not Important	12.6%	14.8%	10.7%	8.7%	14.0%	12.6%	13.7%	11.9%	14.1%
Don't Know/NA	0.7%	1.1%	0.5%	0.0%	0.4%	1.2%	1.0%	0.7%	0.9%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Very Important	47.1%	47.4%	53.1%	46.3%	48.8%	45.3%	42.4%
Somewhat Important	41.4%	39.1%	39.8%	39.9%	39.5%	39.9%	47.1%
Not Important	11.7%	13.3%	7.5%	13.8%	12.0%	14.1%	11.8%
Don't Know/NA	0.3%	1.1%	0.0%	0.9%	0.7%	1.0%	0.0%

Home power and water audits	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1512	650	829	208	507	675	102	906	580
Very Important	26.3%	23.2%	28.8%	26.9%	23.9%	27.9%	28.4%	27.4%	24.5%
Somewhat Important	50.5%	49.2%	51.6%	52.4%	52.5%	49.2%	49.0%	50.4%	51.4%
Not Important	20.8%	26.3%	16.8%	17.3%	20.7%	21.9%	19.6%	19.5%	22.8%
Don't Know/NA	2.5%	2.0%	2.9%	3.4%	2.4%	2.4%	2.0%	2.5%	2.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Very Important	24.6%	27.5%	26.6%	26.3%	27.6%	23.1%	27.1%
Somewhat Important	51.2%	50.8%	52.7%	50.2%	50.3%	51.1%	56.5%
Not Important	22.1%	19.7%	18.3%	21.4%	20.5%	21.9%	16.5%
Don't Know/NA	2.5%	2.4%	3.3%	2.3%	2.2%	3.4%	1.2%

Direct installation of energy and water efficiency measures	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1513	650	829	208	507	675	102	906	580
Very Important	36.0%	30.2%	40.8%	38.5%	32.7%	37.9%	37.3%	36.3%	35.7%
Somewhat Important	44.6%	45.7%	44.6%	50.5%	47.7%	42.1%	38.2%	45.8%	43.8%
Not Important	15.9%	21.8%	11.2%	10.1%	17.0%	16.6%	16.7%	16.1%	15.7%
Don't Know/NA	3.5%	3.1%	3.6%	1.4%	2.6%	4.4%	5.9%	2.3%	5.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Very Important	36.9%	35.3%	38.2%	35.8%	37.2%	34.3%	31.8%
Somewhat Important	45.3%	45.1%	49.0%	44.1%	42.8%	49.9%	48.2%
Not Important	13.8%	17.2%	12.0%	16.6%	16.6%	13.4%	17.6%
Don't Know/NA	4.0%	3.0%	1.2%	3.9%	4.0%	2.2%	3.5%

Rebates/Discounts	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1511	650	829	208	507	675	102	906	580
Very Important	56.5%	47.5%	64.1%	73.6%	59.2%	53.0%	38.2%	60.5%	50.7%
Somewhat Important	34.0%	38.3%	30.6%	22.1%	34.1%	35.6%	45.1%	31.3%	38.3%
Not Important	8.9%	13.5%	5.1%	4.8%	7.3%	10.5%	12.7%	8.2%	10.0%
Don't Know/NA	0.7%	0.6%	0.7%	0.0%	0.0%	1.2%	2.0%	0.4%	1.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Very Important	62.7%	51.8%	66.0%	54.8%	54.6%	60.6%	63.5%
Somewhat Important	30.8%	36.7%	28.2%	35.2%	34.8%	32.1%	34.1%
Not Important	5.6%	11.4%	5.4%	9.6%	10.2%	6.3%	4.7%
Don't Know/NA	0.6%	0.7%	0.4%	0.7%	0.8%	0.5%	0.0%

Financing for efficiency or renewable improvements	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1510	650	829	208	507	675	102	906	580
Very Important	36.5%	28.8%	42.5%	48.1%	35.5%	36.0%	24.5%	40.4%	30.2%
Somewhat Important	39.9%	40.9%	39.7%	37.5%	40.4%	39.0%	50.0%	37.7%	44.3%
Not Important	21.1%	28.8%	15.0%	14.4%	21.3%	23.0%	18.6%	19.9%	22.6%
Don't Know/NA	2.5%	2.6%	2.5%	0.0%	2.8%	2.7%	5.9%	2.2%	3.1%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Very Important	39.8%	34.2%	43.6%	35.2%	35.6%	39.2%	36.5%
Somewhat Important	41.2%	39.2%	37.8%	40.5%	39.8%	39.4%	47.1%
Not Important	15.7%	24.9%	16.2%	22.0%	21.8%	19.2%	17.6%
Don't Know/NA	3.0%	2.3%	2.5%	2.6%	3.1%	1.7%	0.0%

Crosstab 4

Q5: How would you prioritize each of the following considerations by level of importance to you, when Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs?

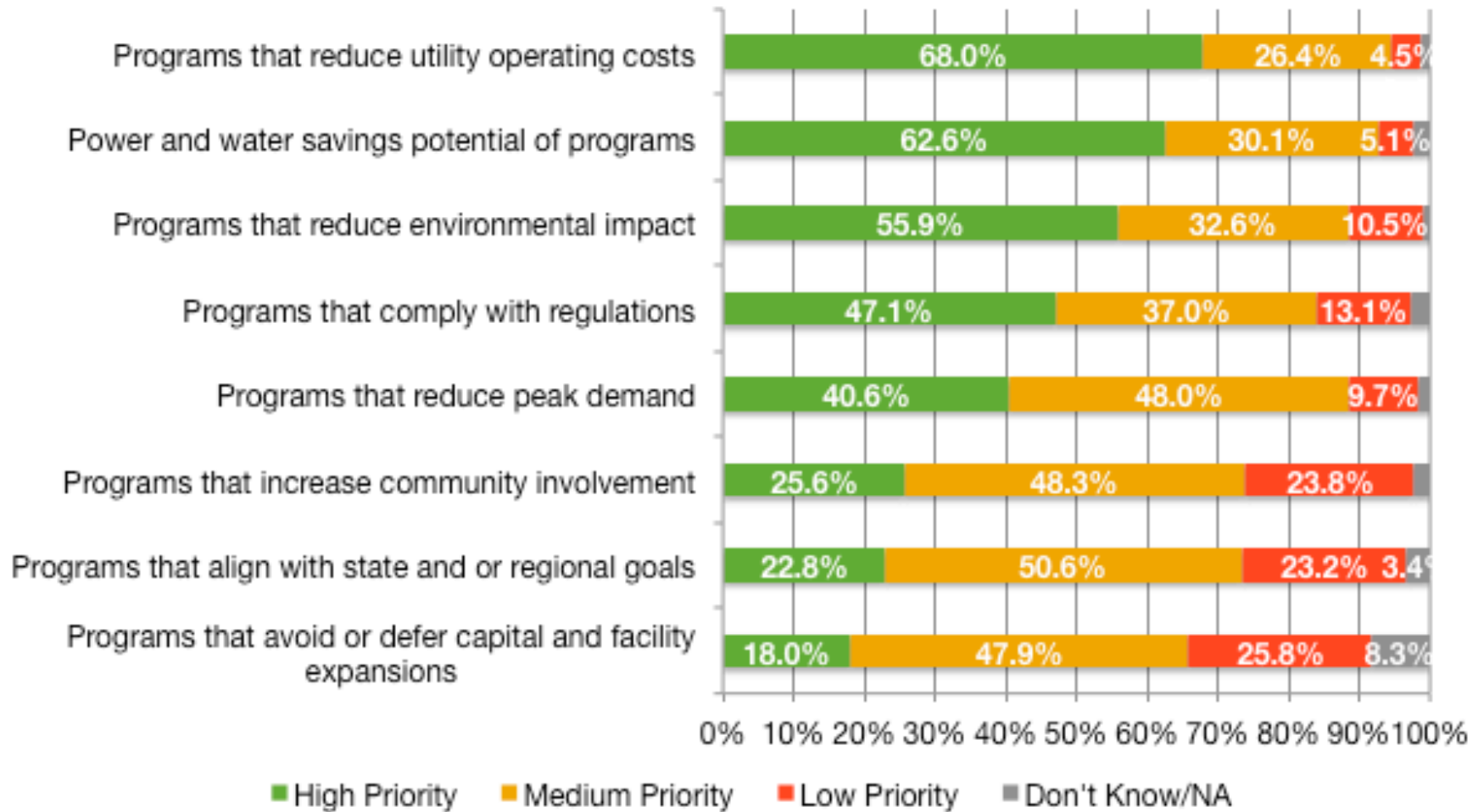


Figure 5

** See [Appendix A](#) for Full Text Comments for this question

Power and water savings potential of programs	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1518	657	833	210	509	683	101	912	585
High Priority	62.6%	55.7%	67.3%	66.2%	58.7%	65.3%	56.4%	63.2%	61.9%
Medium Priority	30.1%	35.6%	26.3%	27.1%	32.4%	29.0%	33.7%	29.6%	30.9%
Low Priority	5.1%	6.4%	4.2%	5.2%	6.3%	3.7%	6.9%	5.3%	4.8%
Don't Know/NA	2.2%	2.3%	2.2%	1.4%	2.6%	2.0%	3.0%	2.0%	2.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	243	1255	1003	411	87
High Priority	64.3%	61.2%	69.5%	61.2%	63.2%	64.2%	49.4%
Medium Priority	29.2%	30.9%	23.9%	31.3%	29.4%	29.2%	42.5%
Low Priority	4.5%	5.5%	4.9%	5.2%	4.7%	5.4%	6.9%
Don't Know/NA	2.0%	2.4%	1.6%	2.3%	2.7%	1.2%	1.1%

Programs that reduce peak demand	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1516	657	832	210	509	683	101	912	585
High Priority	40.6%	37.0%	43.1%	38.6%	40.1%	39.8%	52.5%	41.2%	39.5%
Medium Priority	48.0%	49.5%	47.2%	49.5%	47.0%	49.0%	42.6%	47.6%	48.9%
Low Priority	9.7%	12.5%	7.4%	9.0%	11.8%	9.1%	4.0%	9.8%	9.2%
Don't Know/NA	1.7%	1.1%	2.2%	2.4%	1.2%	1.6%	3.0%	1.2%	2.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	243	1253	1002	411	87
High Priority	42.5%	38.6%	46.1%	39.5%	41.2%	40.4%	35.6%
Medium Priority	46.8%	49.2%	45.3%	48.4%	47.7%	48.9%	49.4%
Low Priority	8.3%	10.7%	7.4%	10.1%	9.2%	9.5%	13.8%
Don't Know/NA	2.0%	1.4%	1.2%	1.8%	1.9%	1.2%	1.1%

Programs that reduce utility operating costs	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1515	656	831	210	509	683	101	912	585
High Priority	68.0%	65.8%	69.4%	69.0%	64.2%	69.3%	74.3%	67.2%	68.7%
Medium Priority	26.4%	27.4%	25.7%	27.1%	28.1%	25.6%	20.8%	26.1%	26.8%
Low Priority	4.5%	5.9%	3.2%	3.3%	6.1%	3.7%	4.0%	4.7%	4.1%
Don't Know/NA	1.1%	0.8%	1.4%	0.5%	1.2%	1.0%	3.0%	1.2%	1.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	243	1252	1001	411	86
High Priority	70.6%	65.6%	72.4%	67.0%	69.4%	66.4%	58.6%
Medium Priority	24.1%	28.3%	25.1%	26.5%	24.8%	28.7%	33.3%
Low Priority	3.7%	4.8%	2.1%	4.9%	4.0%	4.9%	5.7%
Don't Know/NA	1.2%	1.1%	0.4%	1.3%	1.6%	0.0%	1.1%

Programs that avoid or defer capital and facility expansions	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1514	655	831	210	509	683	101	912	585
High Priority	18.0%	19.2%	16.9%	21.0%	16.1%	18.0%	22.8%	18.3%	17.6%
Medium Priority	47.9%	47.0%	48.7%	46.2%	49.9%	47.1%	46.5%	47.7%	48.5%
Low Priority	25.8%	28.9%	23.0%	24.8%	24.8%	27.4%	18.8%	25.5%	25.3%
Don't Know/NA	8.3%	4.6%	11.0%	8.1%	9.0%	7.0%	11.9%	8.0%	8.5%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	242	1252	1000	411	87
High Priority	20.2%	16.2%	25.1%	16.5%	18.6%	16.5%	17.2%
Medium Priority	49.1%	47.0%	44.0%	48.6%	47.4%	48.7%	51.7%
Low Priority	21.8%	28.8%	22.2%	26.5%	26.3%	24.8%	23.0%
Don't Know/NA	8.0%	8.1%	8.2%	8.1%	7.4%	10.0%	8.0%

Programs that reduce environmental impact	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1521	659	834	210	509	683	101	912	585
High Priority	55.9%	46.1%	63.9%	59.0%	57.0%	56.2%	44.6%	58.0%	52.6%
Medium Priority	32.6%	36.5%	29.9%	33.3%	32.6%	31.8%	39.6%	32.1%	34.0%
Low Priority	10.5%	17.0%	5.0%	7.6%	9.8%	11.0%	13.9%	9.4%	12.0%
Don't Know/NA	1.1%	0.6%	1.3%	0.0%	1.0%	0.9%	4.0%	0.7%	1.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	244	1259	1006	412	87
High Priority	54.7%	56.9%	61.7%	55.0%	56.7%	56.9%	44.8%
Medium Priority	34.2%	31.6%	32.5%	32.7%	31.8%	33.1%	41.4%
Low Priority	9.9%	11.0%	5.8%	11.4%	10.3%	10.0%	13.8%
Don't Know/NA	1.4%	0.8%	0.4%	1.2%	1.5%	0.2%	0.0%

Programs that comply with regulations	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1520	657	835	210	509	683	101	912	585
High Priority	47.1%	40.5%	52.6%	51.4%	41.7%	48.3%	59.4%	43.5%	53.0%
Medium Priority	37.0%	39.1%	35.2%	34.8%	40.7%	35.7%	30.7%	39.7%	32.6%
Low Priority	13.1%	18.1%	9.2%	11.4%	14.5%	13.3%	8.9%	13.6%	12.5%
Don't Know/NA	2.8%	2.3%	3.2%	2.4%	3.3%	2.5%	3.0%	3.1%	2.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	243	1257	1004	412	87
High Priority	47.3%	47.3%	51.0%	46.5%	49.3%	45.5%	34.5%
Medium Priority	37.7%	36.5%	34.2%	37.5%	36.0%	37.7%	43.7%
Low Priority	11.7%	14.2%	13.6%	13.1%	11.9%	14.8%	18.4%
Don't Know/NA	3.1%	2.4%	1.2%	3.1%	3.0%	2.2%	3.4%

Programs that align with state and or regional goals	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1511	656	828	210	509	683	101	912	585
High Priority	22.8%	20.5%	24.4%	27.1%	18.1%	23.4%	30.7%	21.2%	25.0%
Medium Priority	50.6%	46.6%	53.4%	48.6%	51.1%	50.8%	48.5%	50.4%	50.4%
Low Priority	23.2%	30.9%	17.2%	20.0%	26.9%	22.4%	15.8%	24.3%	21.2%
Don't Know/NA	3.4%	1.8%	4.4%	3.3%	3.7%	2.8%	5.0%	3.5%	3.1%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	243	1248	997	410	87
High Priority	22.4%	22.6%	29.6%	21.1%	23.5%	20.9%	18.4%
Medium Priority	52.7%	49.2%	46.9%	51.2%	50.4%	51.1%	50.6%
Low Priority	20.7%	24.8%	17.7%	24.2%	21.8%	25.1%	27.6%
Don't Know/NA	3.4%	3.2%	5.8%	2.9%	3.6%	2.7%	3.4%

Programs that increase community involvement	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1510	654	828	210	509	683	101	912	585
High Priority	25.6%	21.8%	28.1%	29.0%	23.4%	25.9%	24.8%	26.4%	24.1%
Medium Priority	48.3%	46.1%	49.6%	45.7%	47.7%	49.0%	47.5%	46.8%	50.6%
Low Priority	23.8%	29.8%	19.2%	23.8%	26.5%	22.3%	19.8%	24.1%	22.2%
Don't Know/NA	2.3%	1.8%	2.5%	0.5%	2.6%	2.0%	5.9%	2.0%	2.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	647	847	242	1248	997	409	87
High Priority	28.1%	23.6%	32.9%	23.9%	26.3%	25.1%	17.2%
Medium Priority	48.8%	47.6%	48.1%	48.0%	47.1%	50.6%	49.4%
Low Priority	20.1%	26.4%	18.1%	24.9%	23.3%	22.4%	32.2%
Don't Know/NA	2.5%	2.1%	0.4%	2.6%	2.7%	1.5%	1.1%

Crosstab 5

Q6: When considering making an energy efficiency or water conservation improvements for your home, which of the following do you consider to be barriers? Please check all that apply.

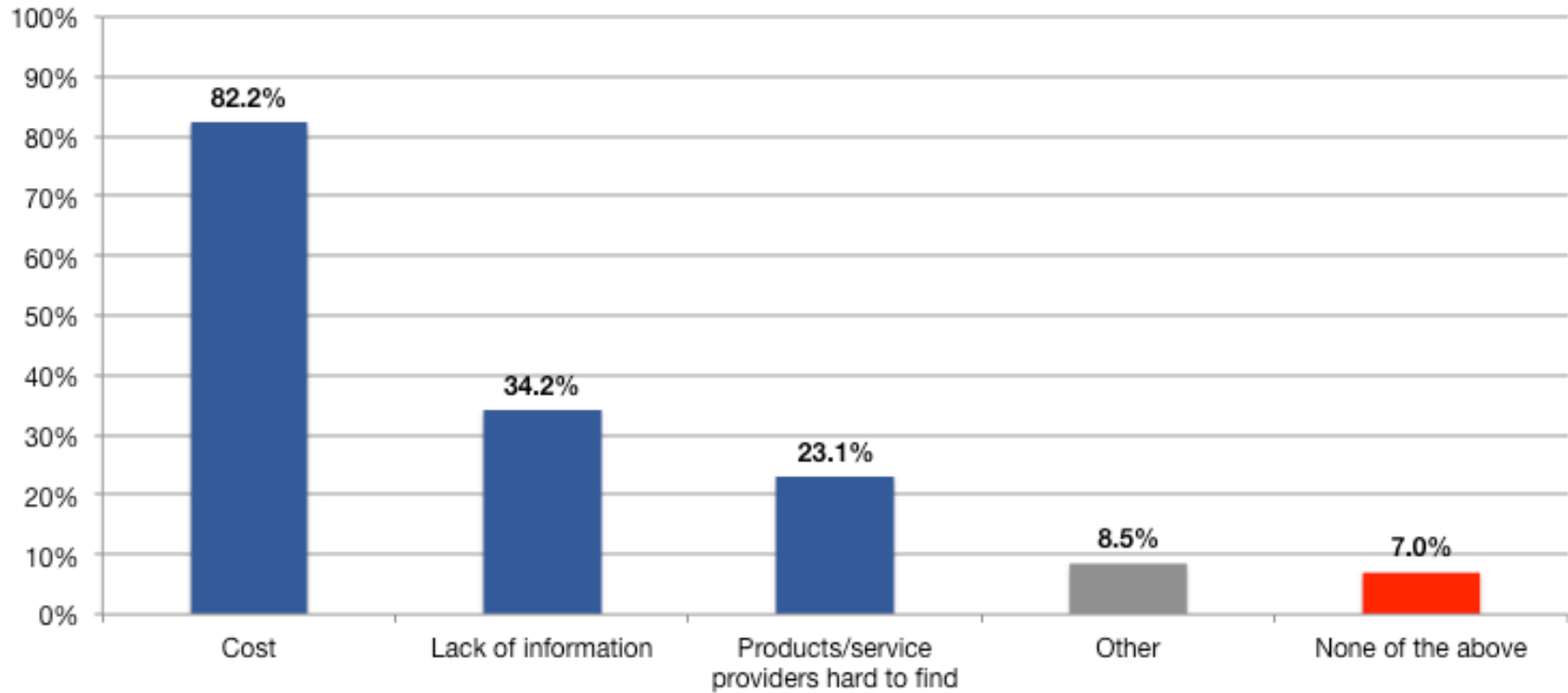


Figure 6

** See [Appendix A](#) for Full Text “Other” responses for this question

When considering making an energy efficiency or water conservation improvements for your home, which of the following do you consider to be barriers?	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1518	-	-	-	-	-	-	-	-
Cost	82.2%	78.5%	85.1%	89.5%	84.1%	79.7%	75.3%	84.4%	78.8%
Lack of information	34.2%	36.1%	32.9%	33.8%	34.1%	34.7%	32.7%	34.1%	33.5%
Products/service providers hard to find	23.1%	23.7%	23.1%	20.0%	24.5%	23.4%	20.8%	24.3%	21.2%
Other	8.7%	9.0%	8.4%	6.7%	8.2%	9.6%	7.9%	7.9%	10.2%
None of the above	7.0%	9.3%	5.0%	4.3%	4.9%	8.6%	11.9%	5.6%	9.2%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	-	-	-	-	-	-	-
Cost	85.2%	80.2%	81.1%	82.4%	80.7%	84.4%	93.1%
Lack of information	33.9%	33.9%	37.0%	33.6%	34.7%	33.8%	27.6%
Products/service providers hard to find	22.0%	23.9%	25.1%	22.7%	22.8%	22.1%	31.0%
Other	6.2%	10.7%	10.3%	8.4%	9.3%	7.1%	8.1%
None of the above	6.2%	7.5%	7.0%	7.0%	8.6%	4.1%	2.3%

Crosstab 6

Q7: When looking for information regarding energy efficiency and water conservation, what sources do you trust most for information? Please check all that apply.

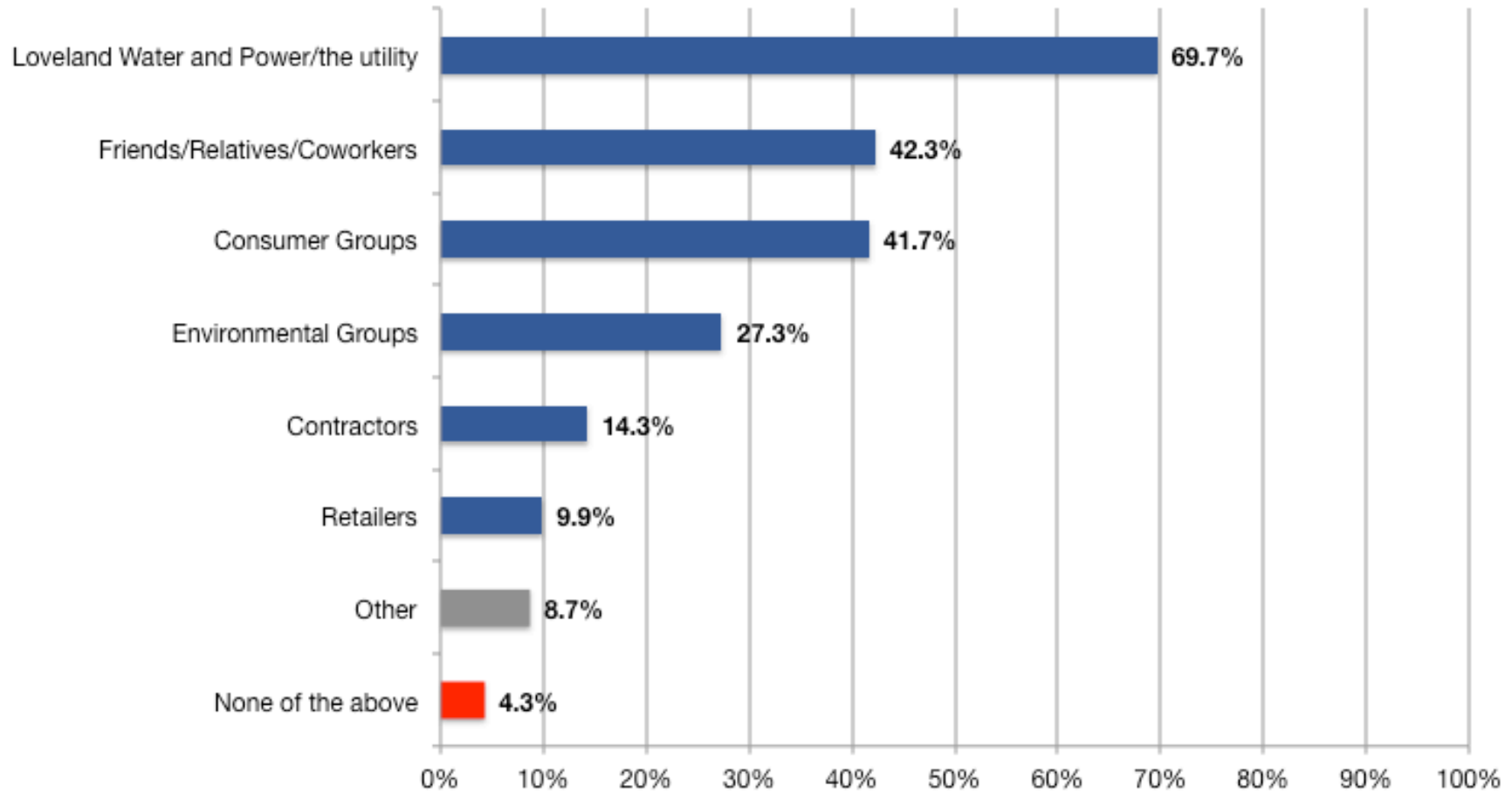


Figure 7

When looking for information regarding energy efficiency and water conservation, what sources do you trust most for information?

	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1521	-	-	-	-	-	-	-	-
Loveland Water and Power/the utility	69.7%	67.5%	71.9%	68.1%	68.1%	70.3%	77.5%	66.8%	74.8%
Consumer Groups	41.7%	44.2%	39.7%	29.5%	39.1%	46.7%	49.0%	38.4%	47.3%
Environmental Groups	27.3%	23.8%	29.8%	28.1%	22.3%	30.5%	28.4%	27.0%	28.1%
Retailers	9.9%	10.9%	9.2%	11.9%	11.4%	9.2%	3.9%	10.8%	8.7%
Contractors	14.3%	15.9%	13.3%	11.4%	15.3%	13.9%	18.6%	14.0%	15.1%
Friends/Relatives/Coworkers	42.3%	40.4%	44.1%	56.7%	46.8%	36.3%	31.4%	45.1%	37.8%
Other	8.7%	9.0%	8.1%	6.7%	9.6%	8.6%	7.8%	9.3%	7.7%
None of the above	4.3%	6.4%	2.6%	2.4%	5.5%	4.2%	2.0%	4.7%	3.6%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	-	-	-	-	-	-	-
Loveland Water and Power/the utility	70.7%	69.3%	71.3%	69.6%	71.6%	66.4%	70.1%
Consumer Groups	37.4%	45.3%	34.4%	43.3%	44.2%	37.0%	39.1%
Environmental Groups	23.8%	29.9%	33.6%	25.9%	30.5%	22.1%	14.9%
Retailers	10.5%	9.3%	9.8%	9.9%	9.4%	10.0%	14.9%
Contractors	14.8%	14.2%	15.6%	14.2%	14.0%	14.8%	17.2%
Friends/Relatives/Coworkers	43.4%	41.4%	45.5%	41.3%	39.4%	47.0%	51.7%
Other	6.2%	10.7%	9.4%	8.6%	8.5%	8.3%	11.5%
None of the above	3.6%	4.7%	3.3%	4.4%	3.6%	6.3%	2.3%

Crosstab 7

** See [Appendix A](#) for Full Text “Other” responses for this question

Q8: When the utility considers increasing their renewable energy portfolio, how important is it to you that renewable energy sources are physically located in the Loveland area?

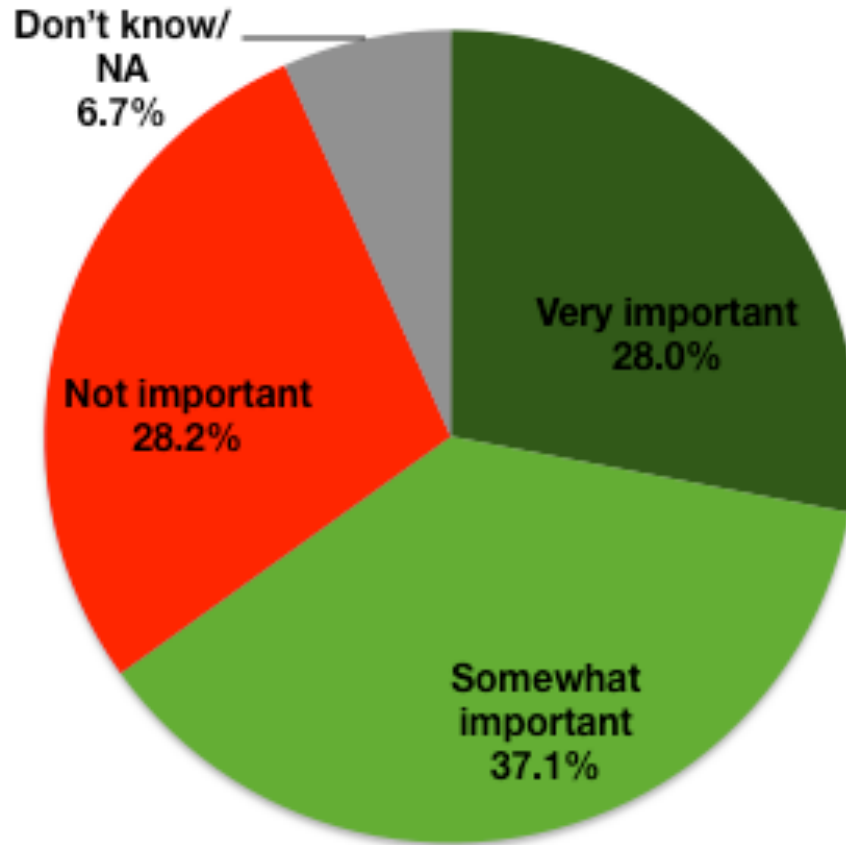


Figure 8

When the utility considers increasing their renewable energy portfolio, how important is it to you that renewable energy sources are physically located in the Loveland area?	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1517	-	-	-	-	-	-	-	-
Very important	28.0%	22.4%	32.2%	24.9%	28.0%	28.4%	34.0%	28.3%	27.6%
Somewhat important	37.1%	34.9%	38.9%	46.4%	35.1%	36.2%	33.0%	37.0%	36.7%
Not important	28.2%	38.2%	20.6%	22.0%	30.4%	29.0%	23.3%	28.4%	28.1%
Don't know/NA	6.7%	4.6%	8.3%	6.7%	6.5%	6.4%	9.7%	6.3%	7.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	-	-	-	-	-	-	-
Very important	36.7%	21.2%	35.8%	26.7%	27.6%	27.8%	32.9%
Somewhat important	38.4%	36.1%	38.3%	36.4%	37.2%	37.6%	32.9%
Not important	17.8%	36.1%	18.1%	30.3%	28.9%	27.3%	25.9%
Don't know/NA	7.1%	6.6%	7.8%	6.6%	6.4%	7.3%	8.2%

Crosstab 8

Q9: How likely would you be to participate in a community solar garden (purchase solar panels, or “shares”) and offset your power consumption?

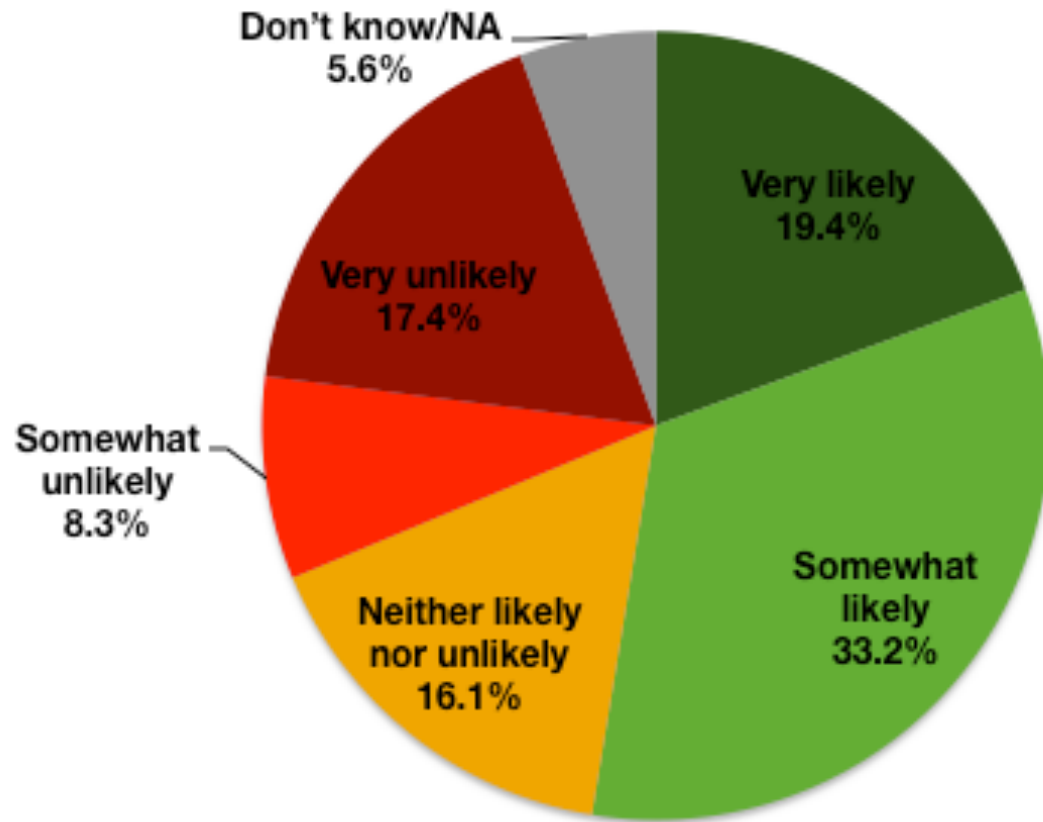


Figure 9

How likely would you be to participate in a community solar garden (purchase solar panels, or “shares”) and offset your power consumption?	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1518	658	835	210	510	573	102	914	586
Very likely	19.4%	18.2%	20.2%	22.9%	22.2%	17.7%	10.8%	22.4%	15.0%
Somewhat likely	33.2%	32.2%	34.3%	40.0%	33.9%	33.2%	14.7%	36.5%	27.5%
Neither likely nor unlikely	16.1%	16.0%	15.7%	14.8%	14.7%	16.2%	22.6%	14.1%	18.6%
Somewhat unlikely	8.3%	10.0%	7.2%	7.6%	7.3%	8.6%	13.7%	7.2%	10.2%
Very unlikely	17.4%	20.5%	14.9%	11.0%	16.9%	18.1%	30.4%	15.5%	20.7%
Don't know/NA	5.6%	3.0%	7.8%	3.8%	5.1%	6.1%	7.8%	4.2%	8.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	648	849	243	1258	1007	411	71
Very likely	17.1%	21.3%	21.8%	19.1%	19.6%	18.7%	22.1%
Somewhat likely	31.3%	34.0%	35.4%	32.5%	31.6%	38.0%	29.1%
Neither likely nor unlikely	18.2%	14.4%	18.9%	15.4%	16.3%	14.4%	20.9%
Somewhat unlikely	7.9%	8.8%	6.2%	8.7%	8.5%	8.3%	5.8%
Very unlikely	18.2%	17.0%	11.1%	18.8%	18.6%	14.6%	17.4%
Don't know/NA	7.3%	4.5%	6.6%	5.5%	5.5%	6.1%	4.7%

Crosstab 9

Communications

Q10: How would you grade Loveland Water and Power in communicating with its customers about each of the following?

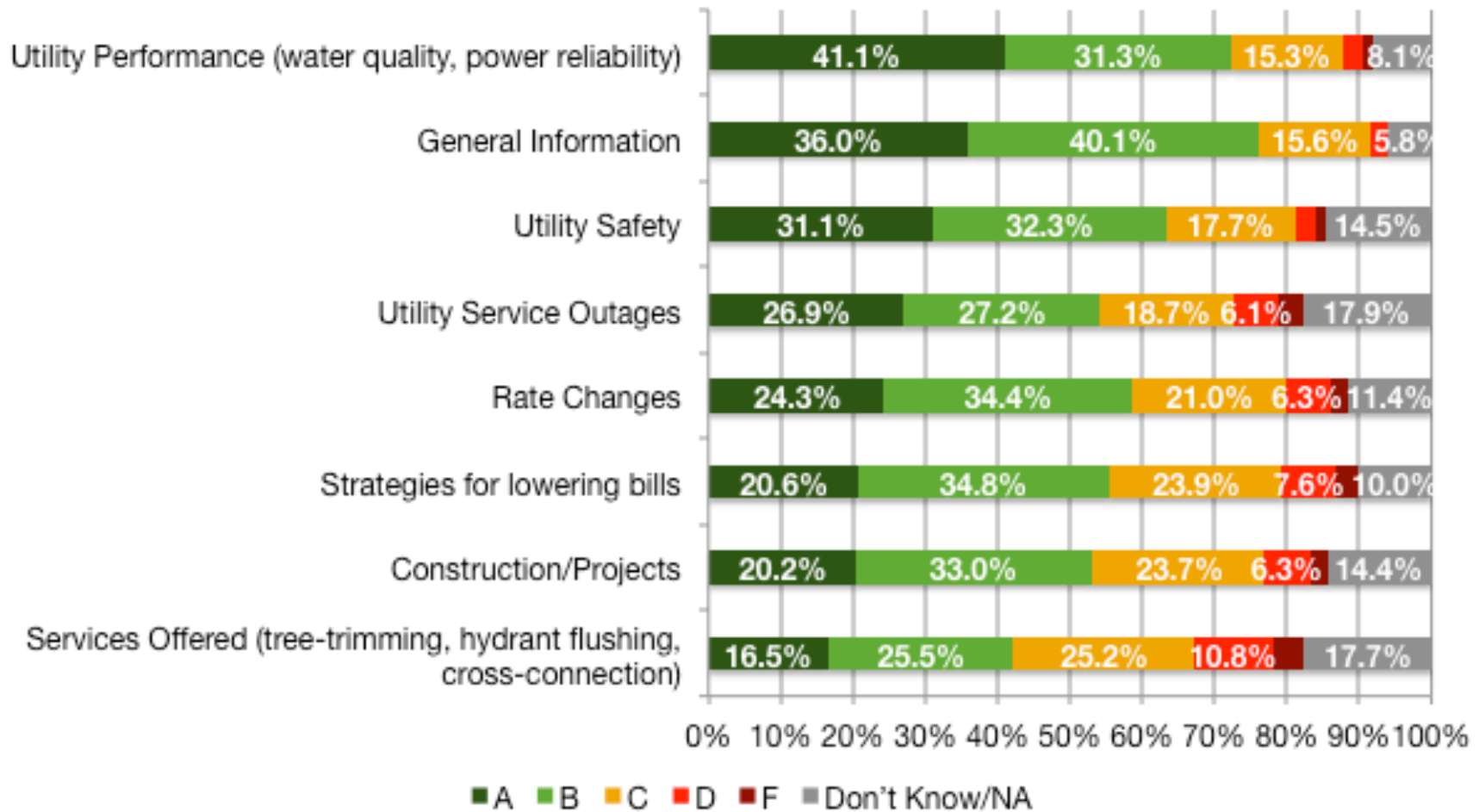


Figure 10

** See [Appendix A](#) for Full Text Comments for this question

General Information	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1510	653	830	208	511	677	100	909	581
A	36.0%	34.0%	37.6%	36.1%	36.2%	35.2%	41.0%	33.1%	40.3%
B	40.1%	41.7%	38.9%	40.4%	42.5%	39.1%	35.0%	43.7%	35.1%
C	15.6%	17.0%	14.8%	13.9%	13.3%	17.7%	17.0%	15.1%	16.7%
D	2.1%	2.6%	1.8%	1.4%	1.6%	2.7%	3.0%	1.9%	2.6%
F	0.3%	0.3%	0.2%	0.0%	0.0%	0.6%	0.0%	0.3%	0.2%
Don't Know/NA	5.8%	4.4%	6.6%	8.2%	6.5%	4.7%	4.0%	5.9%	5.2%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	845	239	1252	997	410	87
A	35.0%	37.0%	39.7%	35.5%	35.5%	37.6%	36.8%
B	40.8%	39.8%	38.5%	40.4%	39.9%	40.5%	39.1%
C	16.0%	15.1%	12.6%	16.1%	15.9%	14.9%	16.1%
D	2.3%	2.0%	1.7%	2.2%	2.4%	1.5%	2.3%
F	0.3%	0.2%	0.0%	0.3%	0.3%	0.2%	0.0%
Don't Know/NA	5.5%	5.8%	7.5%	5.4%	5.9%	5.4%	5.7%

Utility Safety	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1509	654	828	208	509	678	100	906	583
A	31.1%	29.8%	32.4%	29.3%	27.5%	33.3%	42.0%	28.7%	35.3%
B	32.3%	34.6%	30.6%	33.7%	35.8%	29.8%	30.0%	33.8%	30.2%
C	17.7%	18.3%	17.4%	16.8%	19.1%	17.6%	13.0%	19.1%	15.6%
D	3.0%	3.5%	2.8%	2.9%	2.6%	3.4%	4.0%	2.8%	3.6%
F	1.3%	1.1%	1.3%	0.5%	1.4%	1.5%	0.0%	1.7%	0.5%
Don't Know/NA	14.5%	12.7%	15.6%	16.8%	13.8%	14.5%	11.0%	14.0%	14.8%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	843	241	1249	999	408	86
A	31.3%	31.4%	27.8%	31.9%	32.0%	30.6%	25.6%
B	33.4%	31.6%	34.4%	31.9%	32.0%	32.4%	34.9%
C	17.7%	17.6%	13.7%	18.4%	16.8%	19.9%	17.4%
D	3.0%	3.2%	4.1%	2.9%	3.2%	2.5%	4.7%
F	1.7%	0.8%	0.4%	1.4%	1.1%	1.0%	3.5%
Don't Know/NA	12.9%	15.4%	19.5%	13.5%	14.8%	13.7%	14.0%

Strategies for lowering bills	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1514	655	833	209	512	680	100	909	586
A	20.6%	16.8%	23.2%	18.7%	20.9%	20.6%	23.0%	19.0%	23.2%
B	34.8%	38.0%	32.7%	36.4%	36.7%	33.7%	31.0%	34.9%	35.3%
C	23.9%	24.7%	23.6%	23.0%	22.9%	25.3%	24.0%	25.1%	22.0%
D	7.6%	7.0%	7.7%	7.2%	6.3%	8.4%	7.0%	7.9%	6.7%
F	3.1%	3.7%	2.8%	3.8%	3.7%	2.5%	3.0%	3.9%	2.0%
Don't Know/NA	10.0%	9.8%	10.1%	11.0%	9.6%	9.6%	12.0%	9.2%	10.8%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	644	848	241	1255	1000	412	87
A	20.2%	21.3%	21.2%	20.6%	20.8%	20.4%	20.7%
B	30.7%	38.1%	32.8%	35.1%	36.0%	32.8%	33.3%
C	26.4%	21.7%	27.8%	23.3%	23.3%	25.5%	21.8%
D	7.9%	7.2%	4.6%	7.9%	7.1%	8.5%	6.9%
F	4.0%	2.5%	2.5%	3.3%	2.7%	3.9%	4.6%
Don't Know/NA	10.7%	9.2%	11.2%	9.8%	10.1%	9.0%	12.6%

Services Offered	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1516	654	835	209	512	680	101	910	586
A	16.5%	14.2%	18.1%	15.3%	16.2%	16.6%	18.8%	14.9%	18.3%
B	25.5%	27.8%	23.5%	23.0%	29.5%	21.8%	35.6%	25.5%	25.9%
C	25.2%	27.4%	23.8%	28.7%	22.1%	27.1%	20.8%	25.7%	24.2%
D	10.8%	10.6%	11.1%	11.5%	9.8%	11.6%	10.9%	11.8%	9.7%
F	4.4%	4.1%	4.6%	2.9%	4.7%	5.1%	0.0%	5.1%	3.2%
Don't Know/NA	17.7%	15.9%	18.9%	18.7%	17.8%	17.8%	13.9%	17.0%	18.6%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	645	848	240	1257	1001	412	87
A	17.5%	15.7%	16.7%	16.5%	17.2%	15.0%	13.8%
B	25.3%	25.8%	29.2%	24.7%	24.1%	28.4%	28.7%
C	23.7%	26.4%	24.6%	25.5%	26.6%	22.6%	21.8%
D	9.1%	12.1%	7.9%	11.4%	10.3%	12.9%	8.0%
F	5.9%	3.1%	3.3%	4.5%	3.4%	5.8%	8.0%
Don't Know/NA	18.4%	16.9%	18.3%	17.4%	18.5%	15.3%	19.5%

Construction/Projects	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1512	655	830	209	510	678	101	910	583
A	20.2%	19.2%	21.1%	18.2%	19.4%	21.7%	20.8%	18.4%	23.3%
B	33.0%	34.5%	31.8%	30.1%	34.3%	31.9%	40.6%	33.5%	32.6%
C	23.7%	24.0%	23.7%	22.5%	24.1%	24.2%	20.8%	25.1%	21.8%
D	6.3%	6.7%	6.1%	6.7%	7.1%	6.2%	4.0%	7.1%	5.0%
F	2.4%	2.1%	2.5%	3.8%	1.8%	2.5%	1.0%	2.6%	1.9%
Don't Know/NA	14.4%	13.4%	14.7%	18.7%	13.3%	13.6%	12.9%	13.3%	15.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	847	239	1254	999	411	86
A	19.8%	20.7%	18.4%	20.6%	20.7%	19.5%	18.6%
B	30.5%	35.1%	25.1%	34.6%	33.0%	34.3%	27.9%
C	26.6%	21.7%	27.2%	23.0%	23.8%	22.4%	27.9%
D	6.2%	6.4%	6.7%	6.4%	6.2%	5.8%	11.6%
F	2.6%	2.0%	2.1%	2.4%	1.8%	3.4%	3.5%
Don't Know/NA	14.2%	14.2%	20.5%	13.1%	14.4%	14.6%	10.5%

Rate Changes	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1513	655	832	209	510	680	101	907	586
A	24.3%	22.7%	25.4%	22.0%	20.4%	27.8%	26.7%	20.6%	30.2%
B	34.4%	36.5%	32.9%	33.5%	35.9%	32.9%	39.6%	35.3%	32.9%
C	21.0%	21.5%	20.8%	19.1%	22.7%	20.1%	20.8%	22.6%	18.9%
D	6.3%	6.4%	6.1%	6.7%	6.7%	6.2%	4.0%	7.2%	4.9%
F	2.6%	3.2%	2.2%	2.9%	2.2%	2.9%	2.0%	2.6%	2.6%
Don't Know/NA	11.4%	9.6%	12.6%	15.8%	12.2%	10.0%	6.9%	11.7%	10.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	644	846	241	1253	999	412	86
A	24.5%	24.7%	21.2%	25.2%	25.3%	23.3%	22.1%
B	32.5%	35.8%	33.2%	34.3%	33.5%	36.9%	32.6%
C	22.8%	19.7%	19.1%	21.5%	21.8%	18.2%	20.9%
D	6.7%	5.9%	5.4%	6.4%	4.9%	9.5%	7.0%
F	3.6%	1.7%	4.6%	2.2%	2.5%	2.9%	2.3%
Don't Know/NA	9.9%	12.2%	16.6%	10.3%	11.9%	9.2%	15.1%

Utility Performance	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1515	656	832	209	512	680	100	911	584
A	41.1%	39.8%	42.5%	42.1%	38.5%	42.2%	46.0%	38.6%	44.9%
B	31.3%	32.9%	30.0%	23.4%	35.0%	31.9%	27.0%	32.3%	29.8%
C	15.3%	16.3%	14.4%	18.7%	15.2%	14.0%	16.0%	16.5%	13.7%
D	2.8%	2.7%	2.8%	1.9%	3.1%	2.8%	2.0%	2.9%	2.7%
F	1.5%	1.5%	1.3%	0.5%	1.2%	1.9%	1.0%	1.4%	1.4%
Don't Know/NA	8.1%	6.7%	8.9%	13.4%	7.0%	7.2%	8.0%	8.3%	7.5%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	645	847	241	1255	1000	412	87
A	41.2%	41.6%	39.8%	41.7%	40.9%	43.4%	35.6%
B	31.2%	31.2%	28.2%	31.6%	31.5%	28.9%	37.9%
C	16.1%	14.6%	14.9%	15.3%	15.4%	15.8%	11.5%
D	2.5%	3.0%	3.3%	2.7%	2.6%	2.9%	4.6%
F	1.4%	1.4%	1.7%	1.4%	1.5%	1.0%	2.3%
Don't Know/NA	7.6%	8.3%	12.0%	7.3%	8.1%	8.0%	8.0%

Utility Service Outages	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1511	656	828	208	512	678	99	909	582
A	26.9%	29.1%	25.2%	28.4%	24.2%	28.2%	31.3%	25.0%	29.7%
B	27.2%	27.7%	26.9%	26.0%	29.3%	25.2%	33.3%	28.5%	25.9%
C	18.7%	20.0%	17.8%	13.5%	20.1%	18.9%	20.2%	19.5%	17.4%
D	6.1%	5.8%	6.4%	7.2%	4.9%	6.9%	4.0%	6.1%	6.2%
F	3.2%	2.3%	3.7%	2.4%	2.9%	3.5%	3.0%	3.2%	3.1%
Don't Know/NA	17.9%	15.1%	19.9%	22.6%	18.6%	17.3%	8.1%	17.8%	17.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	640	848	240	1252	997	411	87
A	28.3%	26.1%	24.6%	27.4%	27.2%	26.3%	25.3%
B	28.1%	26.8%	29.6%	26.9%	26.6%	28.7%	29.9%
C	18.8%	18.3%	16.3%	18.8%	18.5%	18.2%	21.8%
D	6.4%	5.9%	5.8%	6.2%	5.7%	6.8%	8.0%
F	4.4%	2.2%	2.5%	3.3%	3.3%	2.7%	3.4%
Don't Know/NA	14.1%	20.8%	21.3%	17.4%	18.8%	17.3%	11.5%

Crosstab 10

Q11: Which of the following topics are you interested in learning more about from Loveland Water and Power? Please check all that apply.

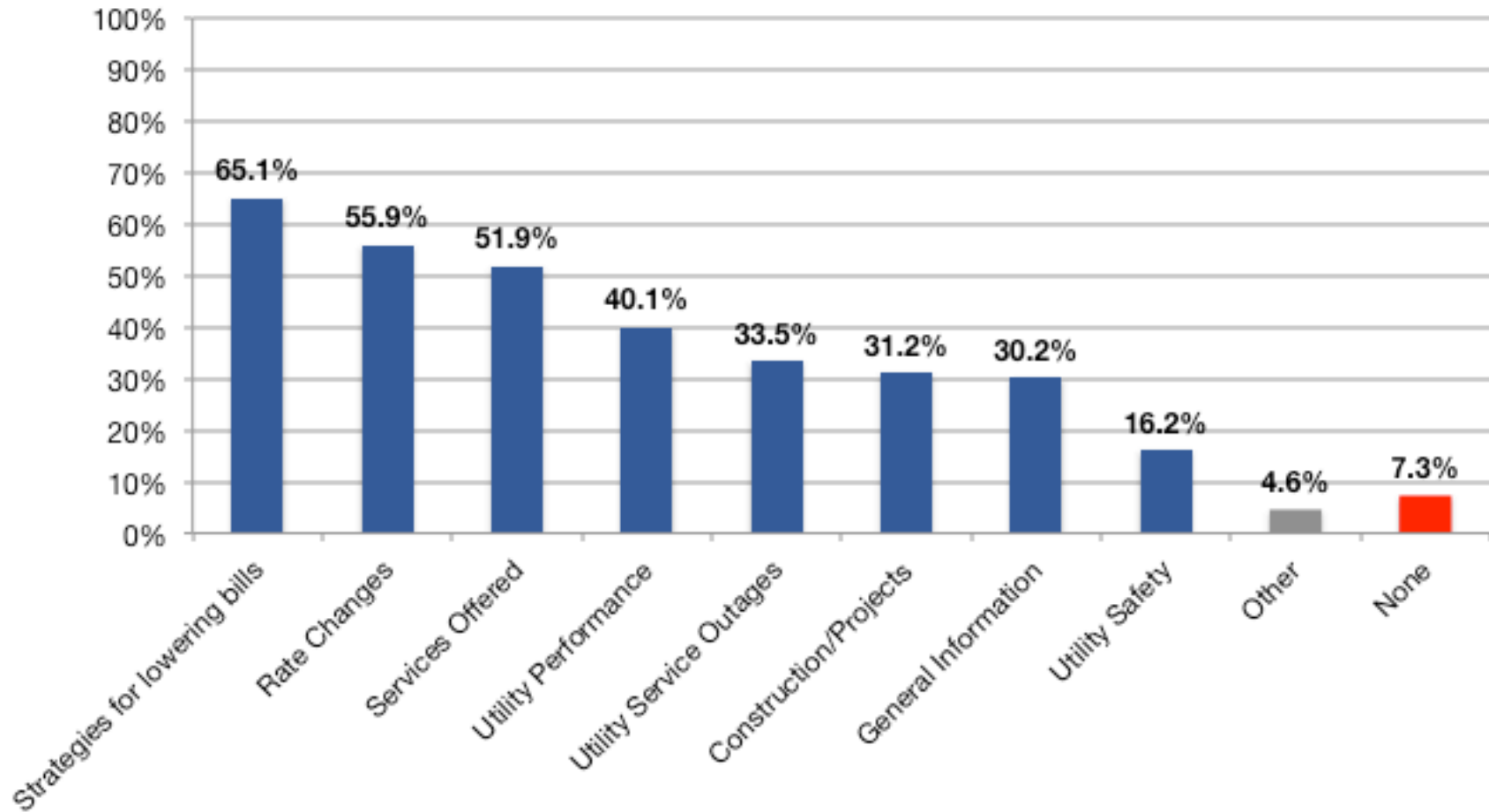


Figure 11

Which of the following topics are you interested in learning more about from Loveland Water and Power? Please check all that apply.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1518	-	-	-	-	-	-	-	-
General Information	30.2%	31.4%	28.9%	28.6%	24.2%	32.8%	44.7%	28.4%	33.1%
Utility Safety	16.2%	14.0%	17.9%	16.2%	13.4%	17.3%	22.3%	14.9%	18.4%
Strategies for lowering bills	65.1%	62.7%	66.9%	73.3%	63.9%	63.9%	62.1%	67.5%	61.2%
Services Offered	51.9%	46.7%	56.0%	53.3%	53.1%	51.8%	44.7%	54.2%	47.9%
Construction/Projects	31.2%	34.6%	28.4%	28.6%	31.8%	31.4%	31.1%	31.4%	31.4%
Rate Changes	55.9%	57.4%	54.9%	62.4%	52.9%	55.9%	55.3%	56.9%	54.3%
Utility Performance	40.1%	44.3%	36.5%	39.1%	37.9%	41.1%	43.7%	39.3%	40.7%
Utility Service Outages	33.5%	32.0%	34.4%	26.7%	30.7%	35.6%	42.7%	32.3%	35.6%
Other	4.6%	4.6%	4.4%	1.9%	3.7%	5.6%	6.8%	3.6%	6.0%
None	7.3%	6.5%	7.8%	6.2%	8.5%	7.3%	2.9%	7.4%	7.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	-	-	-	-	-	-	-
General Information	31.6%	29.1%	30.0%	30.3%	32.9%	23.5%	31.0%
Utility Safety	17.1%	15.5%	16.1%	16.2%	17.5%	15.0%	8.1%
Strategies for lowering bills	63.9%	65.9%	71.2%	63.9%	65.5%	64.2%	66.7%
Services Offered	50.5%	53.2%	40.7%	54.1%	51.8%	52.5%	51.7%
Construction/Projects	29.0%	33.1%	27.2%	32.3%	31.8%	30.4%	31.0%
Rate Changes	55.2%	56.2%	60.5%	55.0%	56.2%	54.2%	57.5%
Utility Performance	36.0%	42.8%	38.3%	40.0%	40.6%	39.2%	35.6%
Utility Service Outages	34.3%	32.9%	34.2%	33.5%	35.9%	29.9%	23.0%
Other	4.0%	4.9%	2.5%	4.9%	5.1%	3.7%	1.2%
None	8.2%	6.5%	7.4%	7.2%	6.7%	8.6%	6.9%

** See [Appendix A](#) for Full Text "Other" responses for this question

Q12: Have you visited the Loveland Water and Power portion of the City of Loveland website?

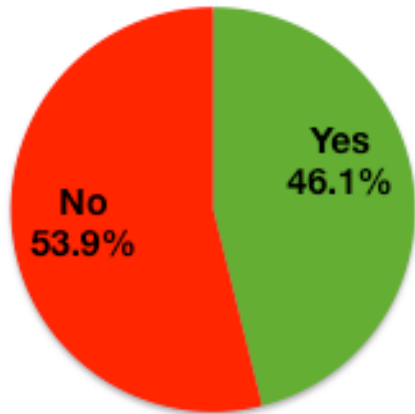


Figure 12

Have you visited the Loveland Water and Power portion of the City of Loveland website?	Total	Gender		Age			
	All	Male	Female	18-34	35-54	55-74	75+
<i>Sample Size</i>	1513	650	829	208	507	675	102
Yes	46.1%	45.6%	45.1%	51.4%	51.8%	43.4%	26.2%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	643	841	241	1246	994	411	85
Yes	43.7%	48.4%	50.0%	45.7%	44.8%	47.6%	55.2%

Crosstab 12

Q13: How would you grade the Loveland Water and Power website on each of the following?

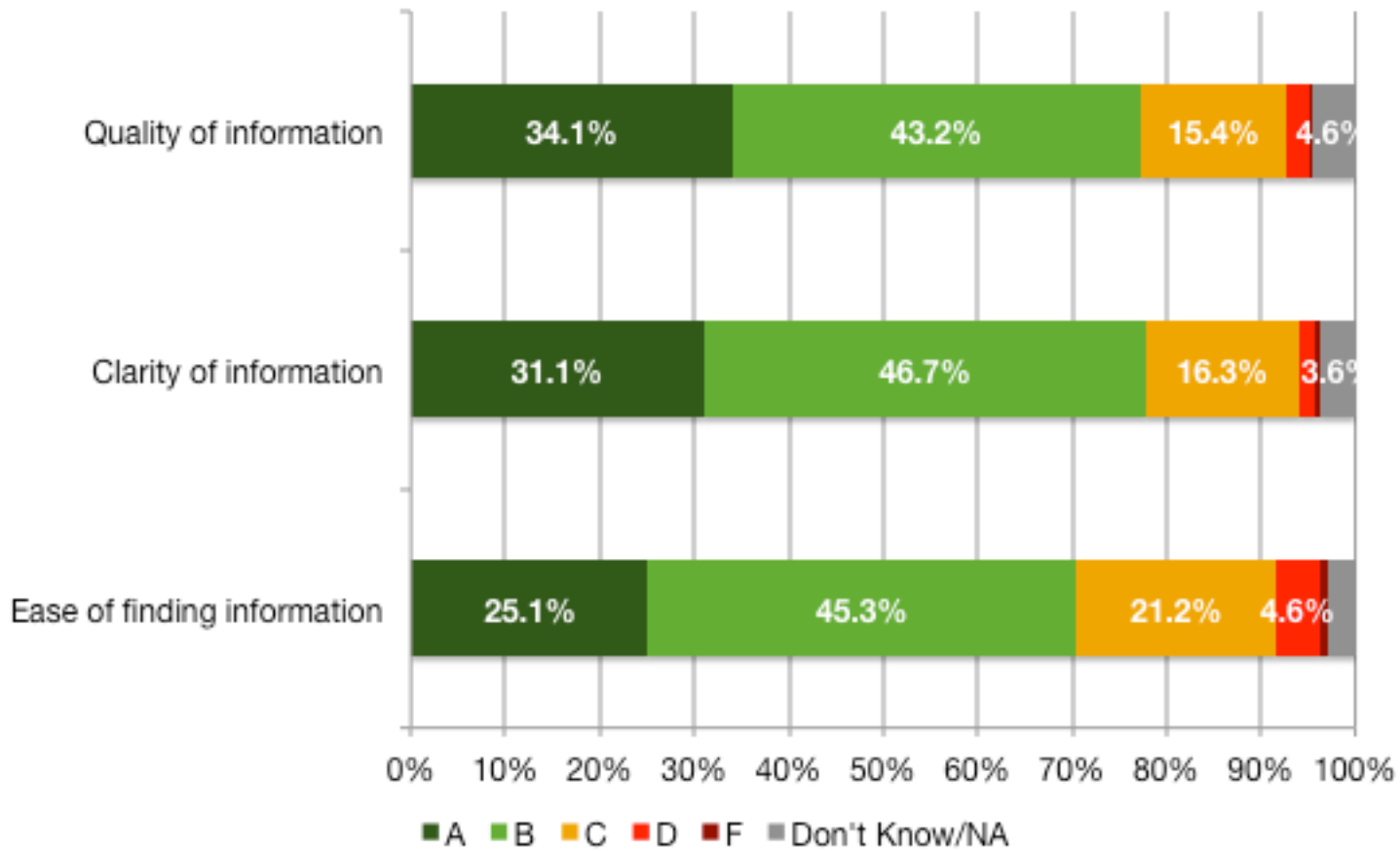


Figure 13

Ease of finding information	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	702	312	378	108	265	296	27	448	246
A	25.1%	18.9%	29.6%	29.6%	23.0%	25.3%	29.6%	22.5%	29.3%
B	45.3%	50.0%	42.3%	46.3%	49.1%	42.2%	44.4%	47.3%	42.7%
C	21.2%	22.4%	19.8%	16.7%	18.9%	24.0%	25.9%	20.3%	22.0%
D	4.6%	5.1%	4.0%	6.5%	4.2%	4.4%	0.0%	6.0%	2.0%
F	0.9%	0.6%	1.1%	0.0%	0.8%	1.4%	0.0%	0.9%	0.8%
Don't Know/NA	3.0%	2.9%	3.2%	0.9%	4.2%	2.7%	0.0%	2.9%	3.3%

	Employment		Education		Home Ownership		Household Size		
	Working	Not Working	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	448	246	283	412	121	576	451	196	48
A	22.5%	29.3%	24.7%	25.7%	26.4%	25.0%	29.6%	23.0%	25.3%
B	47.3%	42.7%	46.3%	44.9%	43.8%	45.8%	46.3%	49.1%	42.2%
C	20.3%	22.0%	21.9%	19.9%	20.7%	20.8%	16.7%	18.9%	24.0%
D	6.0%	2.0%	4.2%	4.9%	5.0%	4.5%	6.5%	4.2%	4.4%
F	0.9%	0.8%	1.1%	0.7%	0.0%	1.0%	0.0%	0.8%	1.4%
Don't Know/NA	2.9%	3.3%	1.8%	3.9%	4.1%	2.8%	0.9%	4.2%	2.7%

Quality of information	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	701	313	376	108	266	296	25	450	243
A	34.1%	30.0%	37.2%	34.3%	30.8%	36.8%	44.0%	31.3%	39.1%
B	43.2%	46.3%	41.5%	43.5%	50.0%	38.5%	32.0%	47.3%	36.2%
C	15.4%	16.0%	14.4%	14.8%	12.0%	16.9%	24.0%	14.2%	17.3%
D	2.4%	3.2%	1.9%	2.8%	1.5%	3.4%	0.0%	2.4%	2.5%
F	0.3%	0.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.2%	0.4%
Don't Know/NA	4.6%	3.8%	5.1%	4.6%	5.6%	3.7%	0.0%	4.4%	4.5%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	284	410	122	574	450	196	48
A	34.2%	34.1%	35.2%	33.8%	29.6%	34.3%	30.8%
B	47.5%	40.5%	37.7%	44.8%	44.4%	43.5%	50.0%
C	12.7%	17.1%	17.2%	14.6%	25.9%	14.8%	12.0%
D	2.1%	2.4%	1.6%	2.6%	0.0%	2.8%	1.5%
F	0.4%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%
Don't Know/NA	3.2%	5.6%	8.2%	3.8%	0.0%	4.6%	5.6%

Clarity of information	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	700	312	376	108	265	296	25	449	243
A	31.1%	26.9%	34.6%	32.4%	29.4%	32.1%	40.0%	29.6%	33.7%
B	46.7%	48.7%	45.7%	47.2%	50.9%	43.6%	36.0%	48.1%	44.9%
C	16.3%	18.9%	13.6%	16.7%	13.6%	17.6%	24.0%	16.0%	16.5%
D	1.7%	1.9%	1.6%	0.9%	1.5%	2.4%	0.0%	2.2%	0.8%
F	0.6%	1.0%	0.3%	0.0%	0.4%	1.0%	0.0%	0.4%	0.8%
Don't Know/NA	3.6%	2.6%	4.3%	2.8%	4.2%	3.4%	0.0%	3.6%	3.3%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	282	411	120	575	449	196	48
A	32.6%	30.7%	35.8%	30.4%	36.8%	44.0%	32.4%
B	45.7%	47.4%	44.2%	47.1%	38.5%	32.0%	47.2%
C	16.7%	15.3%	13.3%	16.7%	16.9%	24.0%	16.7%
D	2.1%	1.5%	0.8%	1.9%	3.4%	0.0%	0.9%
F	1.1%	0.2%	0.8%	0.5%	0.7%	0.0%	0.0%
Don't Know/NA	1.8%	4.9%	5.0%	3.3%	3.7%	0.0%	2.8%

Crosstab 13

Q14: Which of the following methods do you prefer for receiving information from Loveland Water and Power? Please check all that apply.

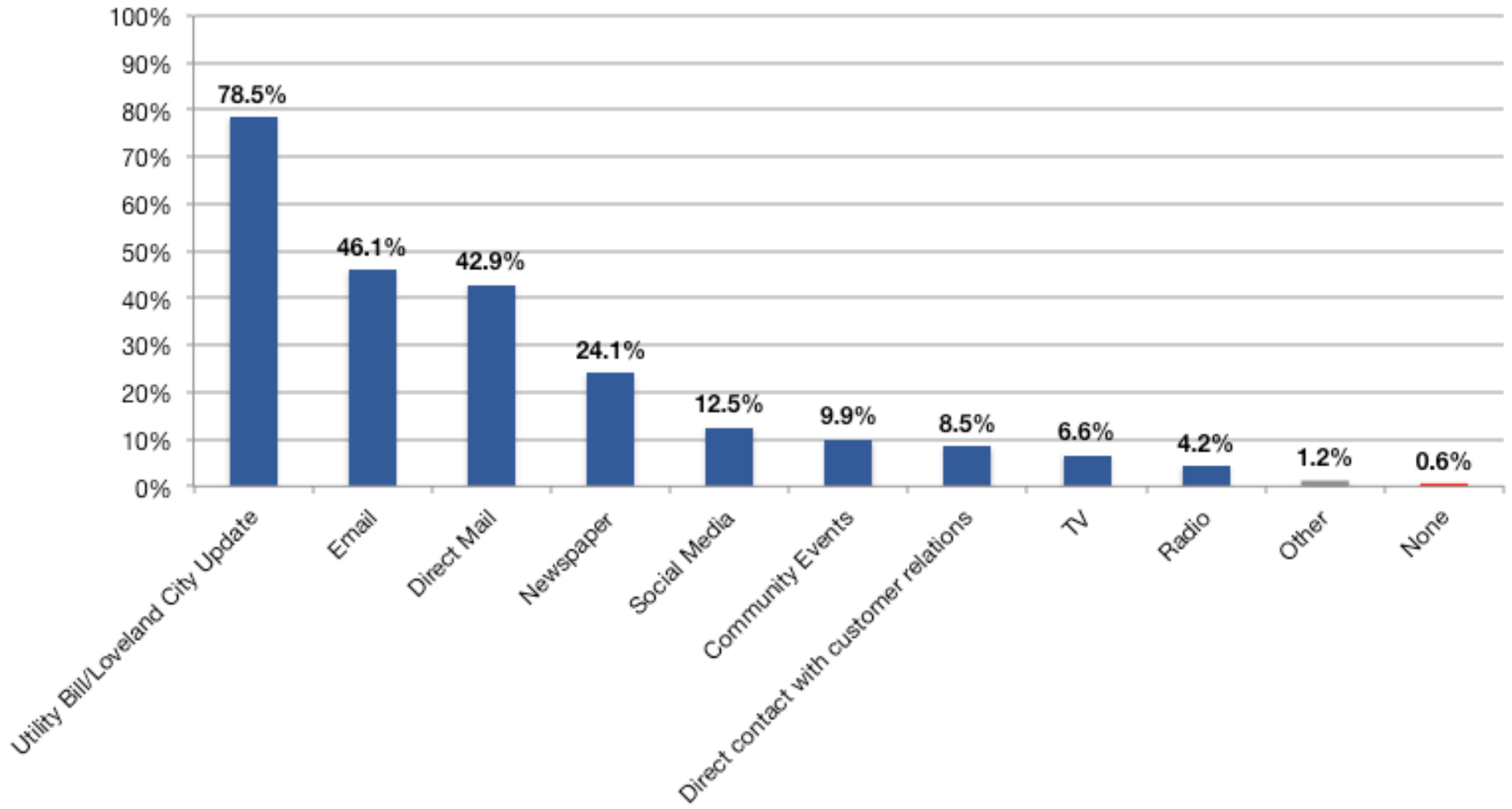


Figure 14

Which of the following methods do you prefer for receiving information from Loveland Water and Power? Please check all that apply.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1523	-	-	-	-	-	-	-	-
Utility Bill/Loveland City Update	78.5%	78.2%	78.9%	69.5%	78.9%	80.3%	81.6%	76.6%	81.2%
Email	46.1%	49.2%	43.6%	53.8%	46.6%	46.8%	26.2%	49.3%	41.6%
Direct contact with customer relations	8.5%	8.8%	7.8%	7.1%	5.9%	10.2%	12.6%	7.0%	10.9%
Newspaper	24.1%	24.4%	23.4%	11.4%	15.7%	30.8%	43.7%	17.1%	34.6%
Social Media	12.5%	9.7%	15.0%	27.1%	18.0%	5.8%	1.0%	15.4%	8.3%
Direct Mail	42.9%	43.1%	42.7%	46.7%	39.7%	43.7%	45.6%	41.4%	45.8%
TV	6.6%	3.8%	4.5%	5.7%	4.7%	3.6%	2.9%	4.9%	3.2%
Radio	4.2%	6.2%	6.8%	7.1%	5.7%	6.0%	13.6%	6.0%	7.5%
Community Events	9.9%	7.4%	11.6%	11.9%	10.8%	8.6%	8.7%	10.0%	9.9%
Other	1.2%	1.5%	1.0%	1.9%	0.8%	1.3%	1.0%	1.2%	1.2%
None	0.6%	0.6%	0.5%	1.0%	0.4%	0.3%	2.9%	0.6%	0.5%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
Utility Bill/Loveland City Update	77.8%	78.9%	73.8%	79.4%	79.6%	75.7%	77.0%
Email	42.4%	49.2%	46.7%	46.1%	45.1%	47.9%	52.9%
Direct contact with customer relations	10.6%	6.7%	13.1%	7.6%	9.1%	7.1%	8.1%
Newspaper	24.5%	23.6%	17.2%	25.3%	26.8%	19.7%	12.6%
Social Media	12.0%	12.9%	19.7%	11.2%	8.7%	20.7%	19.5%
Direct Mail	47.5%	39.3%	47.5%	42.3%	43.0%	42.3%	47.1%
TV	5.1%	3.5%	6.6%	3.8%	3.9%	4.6%	6.9%
Radio	8.2%	5.2%	10.3%	5.8%	6.8%	5.8%	6.9%
Community Events	10.3%	9.4%	11.9%	9.4%	9.8%	10.5%	8.1%
Other	0.8%	1.5%	0.4%	1.4%	1.5%	0.7%	0.0%
None	0.8%	0.5%	0.4%	0.6%	0.5%	1.0%	0.0%

Crosstab 14** ** See [Appendix A](#) for Full Text "Other" responses for this question

Q15: Which of the following methods do you prefer for receiving communications about Loveland Water and Power emergencies or outages? Please check all that apply.

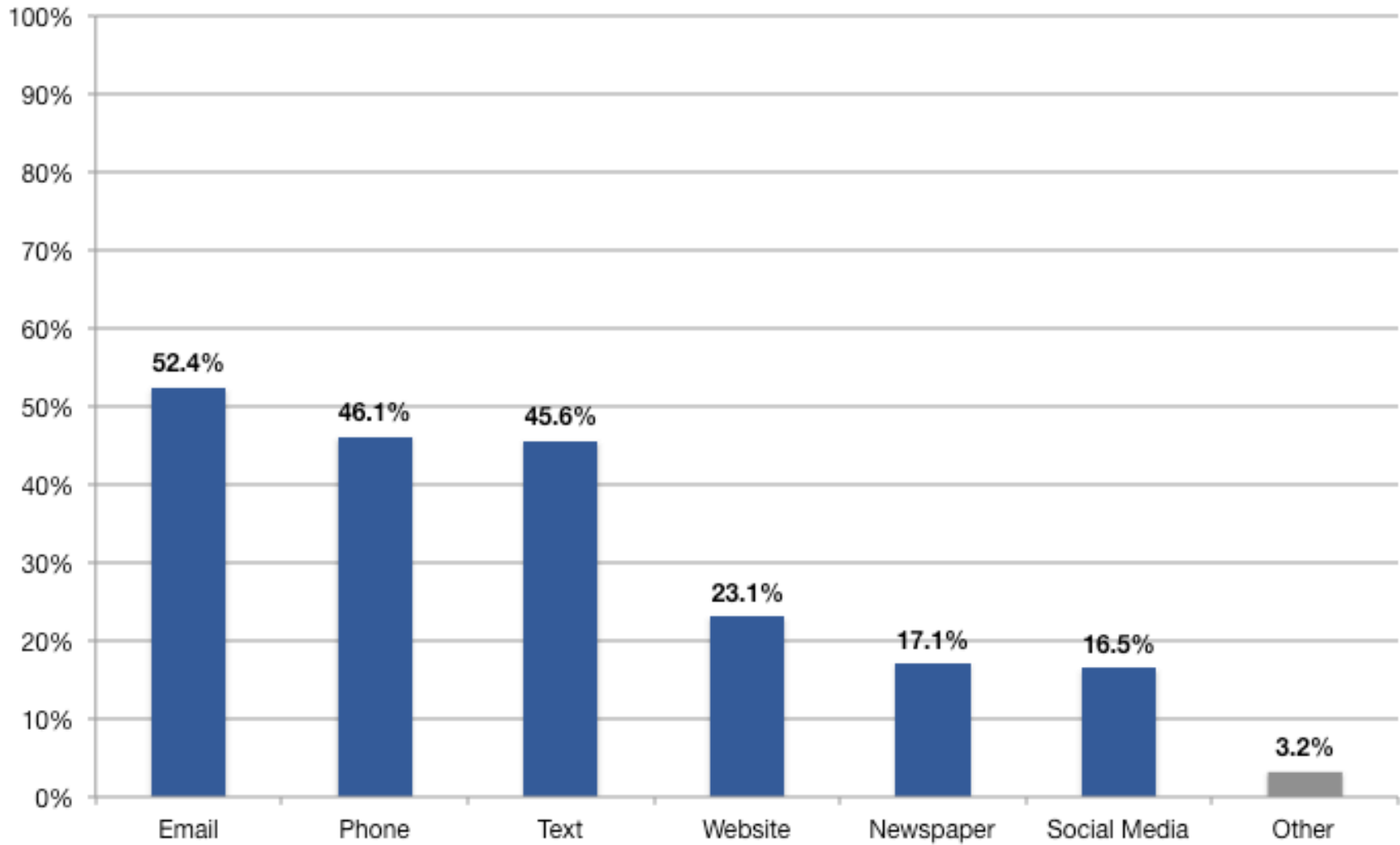


Figure 15

** See [Appendix A](#) for Full Text “Other” responses for this question

Which of the following methods do you prefer for receiving communications about Loveland Water and Power emergencies or outages? Please check all that apply	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1517	-	-	-	-	-	-	-	-
Email	52.4%	57.8%	48.6%	54.6%	48.9%	56.0%	43.7%	51.8%	53.8%
Text	45.6%	40.2%	50.0%	66.0%	56.2%	37.6%	5.8%	55.4%	30.0%
Phone	46.1%	46.0%	45.8%	22.0%	38.8%	54.9%	73.8%	39.4%	56.8%
Website	23.1%	24.1%	22.2%	33.0%	26.6%	19.2%	9.7%	26.2%	18.6%
Newspaper	17.1%	17.5%	16.5%	7.2%	10.4%	20.4%	44.7%	12.8%	23.6%
Social Media	16.5%	12.4%	20.2%	35.9%	22.3%	8.5%	2.9%	20.4%	10.8%
Other	3.2%	3.2%	3.4%	2.4%	1.6%	3.8%	8.7%	2.2%	5.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	-	-	-	-	-	-	-
Email	48.8%	55.5%	53.3%	52.5%	53.1%	51.2%	52.9%
Text	39.3%	50.5%	54.6%	43.8%	40.0%	55.6%	63.2%
Phone	49.5%	43.5%	32.6%	49.0%	49.8%	37.3%	43.7%
Website	20.7%	24.8%	27.7%	22.1%	22.3%	25.6%	21.8%
Newspaper	18.4%	15.9%	12.8%	17.9%	19.5%	12.2%	10.3%
Social Media	16.3%	16.8%	25.2%	14.7%	10.8%	28.3%	27.6%
Other	3.4%	3.2%	2.9%	3.3%	4.4%	1.0%	1.2%

Crosstab 15

What's Next

Q16: How important are each of the following to you as Loveland Water and Power considers its strategy for the future?

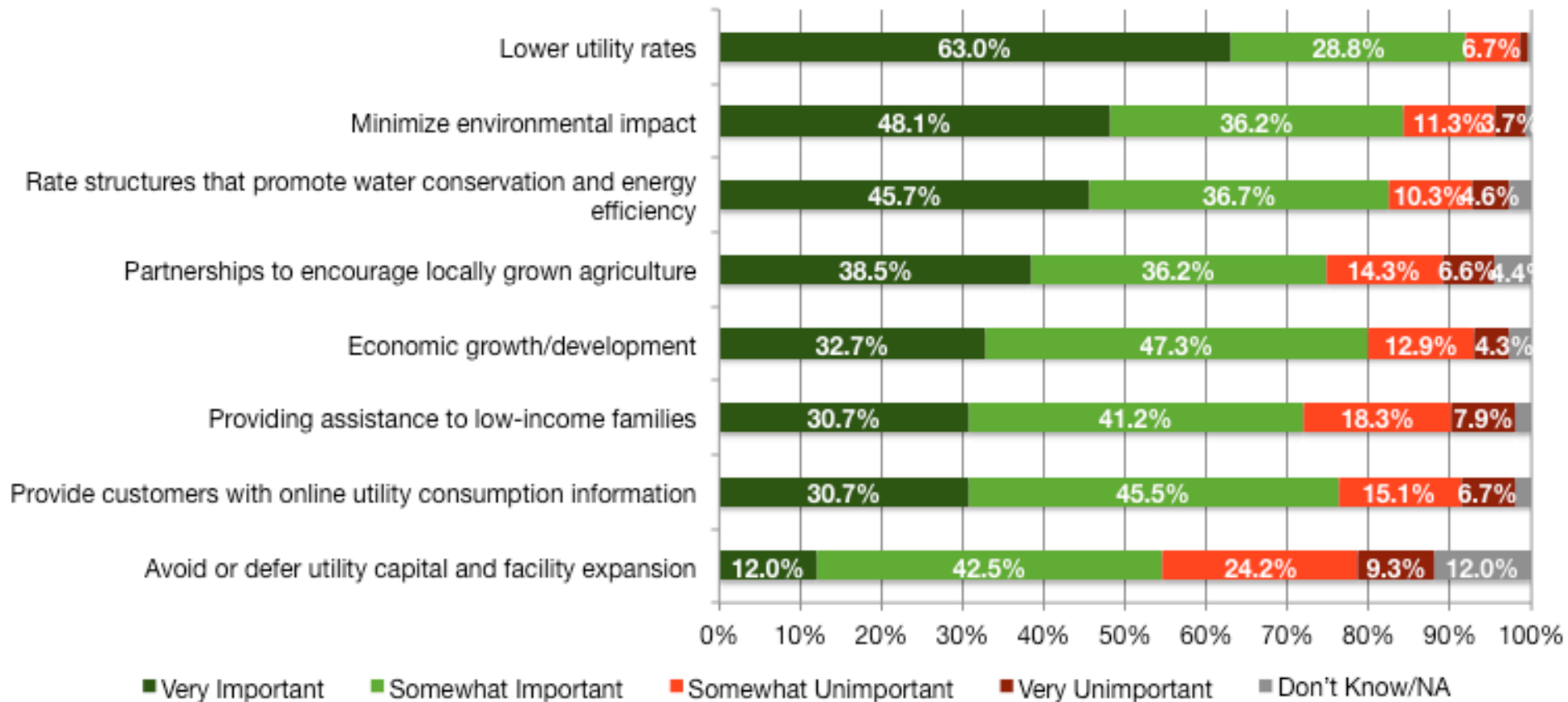


Figure 16

Economic growth/development	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1500	650	823	209	509	670	97	907	572
Very Important	32.7%	32.0%	33.5%	38.8%	33.2%	30.6%	34.0%	33.4%	32.0%
Somewhat Important	47.3%	48.2%	46.3%	45.0%	48.1%	47.8%	43.3%	47.2%	47.0%
Somewhat Unimportant	12.9%	13.5%	12.6%	12.4%	10.8%	14.9%	10.3%	12.8%	13.1%
Very Unimportant	4.3%	4.5%	4.1%	1.9%	5.3%	4.5%	2.1%	4.3%	4.2%
Don't Know/NA	2.9%	1.8%	3.4%	1.9%	2.6%	2.2%	10.3%	2.3%	3.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	640	836	242	1238	985	411	87
Very Important	36.6%	29.8%	35.5%	32.2%	30.6%	38.4%	33.3%
Somewhat Important	47.0%	47.4%	48.3%	47.0%	48.4%	43.1%	50.6%
Somewhat Unimportant	9.1%	16.0%	9.9%	13.6%	14.0%	12.2%	5.7%
Very Unimportant	4.2%	4.2%	2.9%	4.4%	3.9%	3.9%	9.2%
Don't Know/NA	3.1%	2.6%	3.3%	2.7%	3.1%	2.4%	1.1%

Lower utility rates	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1517	653	837	209	511	681	101	912	584
Very Important	63.0%	58.2%	67.1%	67.5%	66.9%	59.2%	62.4%	66.1%	58.2%
Somewhat Important	28.8%	31.4%	26.8%	26.3%	26.6%	30.8%	30.7%	26.8%	32.2%
Somewhat Unimportant	6.7%	8.4%	5.1%	4.8%	5.5%	8.4%	5.0%	5.7%	8.2%
Very Unimportant	1.1%	1.7%	0.6%	1.0%	1.0%	1.2%	1.0%	1.3%	0.7%
Don't Know/NA	0.3%	0.3%	0.4%	0.5%	0.0%	0.4%	1.0%	0.1%	0.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	649	844	245	1252	1002	412	86
Very Important	71.8%	56.3%	75.1%	60.6%	60.9%	64.8%	80.2%
Somewhat Important	22.7%	33.5%	20.8%	30.5%	30.7%	27.2%	15.1%
Somewhat Unimportant	4.2%	8.8%	3.3%	7.3%	6.5%	7.8%	3.5%
Very Unimportant	0.9%	1.2%	0.4%	1.2%	1.5%	0.0%	1.2%
Don't Know/NA	0.5%	0.2%	0.4%	0.3%	0.4%	0.2%	0.0%

Minimize environmental impact	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1501	651	822	210	507	668	101	903	577
Very Important	48.1%	36.3%	57.4%	55.2%	50.5%	46.6%	32.7%	50.1%	45.2%
Somewhat Important	36.2%	40.2%	32.8%	32.9%	34.3%	36.8%	47.5%	35.5%	36.7%
Somewhat Unimportant	11.3%	17.7%	6.3%	10.0%	10.5%	12.3%	11.9%	10.3%	13.2%
Very Unimportant	3.7%	5.4%	2.4%	1.0%	4.3%	3.9%	4.0%	3.5%	3.8%
Don't Know/NA	0.7%	0.5%	1.0%	1.0%	0.4%	0.4%	4.0%	0.6%	1.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	640	837	242	1239	989	409	86
Very Important	46.4%	49.7%	55.4%	46.8%	48.5%	49.9%	37.2%
Somewhat Important	38.1%	34.1%	35.1%	36.1%	35.7%	35.2%	43.0%
Somewhat Unimportant	11.1%	11.7%	6.6%	12.3%	11.0%	12.0%	11.6%
Very Unimportant	3.1%	4.2%	2.1%	4.0%	3.7%	2.7%	8.1%
Don't Know/NA	1.3%	0.4%	0.8%	0.7%	1.0%	0.2%	0.0%

Avoid or defer utility capital and facility expansion	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1494	649	817	207	507	668	98	904	570
Very Important	12.0%	12.0%	12.0%	14.0%	11.4%	12.1%	12.2%	13.4%	10.4%
Somewhat Important	42.5%	42.4%	42.8%	42.5%	43.4%	41.5%	45.9%	41.6%	43.7%
Somewhat Unimportant	24.2%	25.6%	23.3%	23.2%	24.3%	25.3%	17.3%	24.6%	23.9%
Very Unimportant	9.3%	11.9%	7.1%	5.8%	9.1%	10.9%	7.1%	9.1%	9.5%
Don't Know/NA	12.0%	8.2%	14.8%	14.5%	11.8%	10.2%	17.3%	11.4%	12.6%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	636	835	242	1232	985	406	86
Very Important	14.9%	9.8%	17.8%	11.0%	11.4%	13.8%	12.8%
Somewhat Important	46.4%	39.5%	42.1%	42.7%	42.2%	42.1%	46.5%
Somewhat Unimportant	20.9%	27.1%	21.5%	24.8%	25.8%	21.2%	23.3%
Very Unimportant	6.0%	11.9%	5.8%	10.1%	9.4%	8.4%	10.5%
Don't Know/NA	11.8%	11.7%	12.8%	11.5%	11.2%	14.5%	7.0%

Provide customers with online utility consumption information	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1507	653	827	209	509	675	99	908	578
Very Important	30.7%	29.1%	31.7%	44.0%	29.1%	29.0%	24.2%	33.7%	26.1%
Somewhat Important	45.5%	46.7%	45.0%	44.5%	48.5%	44.4%	40.4%	45.4%	45.8%
Somewhat Unimportant	15.1%	14.9%	15.4%	8.6%	15.1%	16.9%	16.2%	14.0%	17.0%
Very Unimportant	6.7%	7.7%	5.8%	1.9%	6.9%	7.4%	9.1%	5.7%	8.0%
Don't Know/NA	2.1%	1.7%	2.2%	1.0%	0.4%	2.2%	10.1%	1.2%	3.1%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	841	243	1244	996	408	86
Very Important	31.6%	29.7%	43.6%	28.2%	30.4%	30.6%	36.0%
Somewhat Important	45.0%	46.1%	42.4%	46.1%	44.5%	48.8%	43.0%
Somewhat Unimportant	14.5%	15.8%	9.5%	16.2%	15.8%	13.2%	16.3%
Very Unimportant	6.4%	6.8%	3.7%	7.2%	7.1%	5.6%	4.7%
Don't Know/NA	2.5%	1.5%	0.8%	2.2%	2.2%	1.7%	0.0%

Partnerships to encourage locally grown agriculture	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1504	647	829	208	510	675	96	907	576
Very Important	38.5%	27.8%	46.7%	44.2%	44.9%	34.4%	25.0%	42.8%	31.9%
Somewhat Important	36.2%	36.0%	36.4%	37.5%	32.0%	38.4%	39.6%	34.4%	39.1%
Somewhat Unimportant	14.3%	21.2%	9.0%	14.9%	13.1%	15.3%	12.5%	14.1%	14.8%
Very Unimportant	6.6%	9.6%	4.3%	1.4%	8.0%	7.4%	3.1%	6.7%	6.3%
Don't Know/NA	4.4%	5.4%	3.5%	1.9%	2.0%	4.6%	19.8%	2.0%	8.0%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	640	840	242	1243	992	408	87
Very Important	41.1%	37.1%	49.2%	36.5%	36.8%	41.4%	47.1%
Somewhat Important	38.9%	33.8%	34.3%	36.4%	36.2%	36.5%	34.5%
Somewhat Unimportant	11.6%	16.4%	9.1%	15.5%	14.7%	14.0%	12.6%
Very Unimportant	3.6%	8.8%	2.9%	7.3%	6.7%	6.1%	5.7%
Don't Know/NA	4.8%	3.8%	4.5%	4.3%	5.6%	2.0%	0.0%

Providing assistance to low-income families	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1500	646	826	209	505	672	99	903	577
Very Important	30.7%	25.7%	34.6%	32.1%	29.1%	29.9%	41.4%	28.5%	34.0%
Somewhat Important	41.2%	40.7%	41.2%	44.5%	39.6%	41.8%	37.4%	41.5%	40.6%
Somewhat Unimportant	18.3%	21.2%	16.2%	12.4%	19.8%	19.5%	14.1%	19.3%	16.8%
Very Unimportant	7.9%	10.5%	5.9%	8.6%	9.3%	7.4%	3.0%	9.0%	6.4%
Don't Know/NA	1.9%	1.9%	2.1%	2.4%	2.2%	1.3%	4.0%	1.8%	2.3%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	834	244	1236	990	410	83
Very Important	36.9%	25.7%	48.4%	27.2%	29.8%	32.2%	34.9%
Somewhat Important	37.1%	44.4%	33.6%	42.4%	42.3%	38.0%	41.0%
Somewhat Unimportant	16.5%	19.9%	11.1%	20.0%	18.4%	18.8%	15.7%
Very Unimportant	6.5%	9.0%	4.9%	8.5%	7.3%	9.3%	8.4%
Don't Know/NA	3.0%	1.1%	2.0%	1.9%	2.2%	1.7%	0.0%

Rate structures that promote water conservation and energy efficiency	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1506	654	826	208	507	676	100	907	578
Very Important	45.7%	38.8%	51.1%	47.6%	47.1%	43.6%	49.0%	46.1%	45.2%
Somewhat Important	36.7%	38.2%	35.7%	38.5%	36.3%	37.4%	32.0%	38.1%	34.9%
Somewhat Unimportant	10.3%	14.2%	6.9%	10.1%	9.1%	11.4%	8.0%	9.5%	11.1%
Very Unimportant	4.6%	6.7%	3.0%	1.9%	6.3%	4.3%	3.0%	4.7%	4.3%
Don't Know/NA	2.7%	2.0%	3.3%	1.9%	1.2%	3.3%	8.0%	1.5%	4.5%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	640	842	243	1243	996	406	87
Very Important	42.2%	48.2%	55.1%	43.8%	47.6%	44.3%	32.2%
Somewhat Important	39.4%	34.9%	33.7%	37.3%	35.4%	38.9%	41.4%
Somewhat Unimportant	10.6%	9.9%	7.8%	10.7%	9.6%	9.9%	18.4%
Very Unimportant	4.5%	4.8%	2.5%	5.1%	4.2%	5.2%	5.7%
Don't Know/NA	3.3%	2.3%	0.8%	3.1%	3.1%	1.7%	2.3%

Crosstab 16

Q17: Please indicate the additional amount you'd be willing to pay each month for water conservation programs.

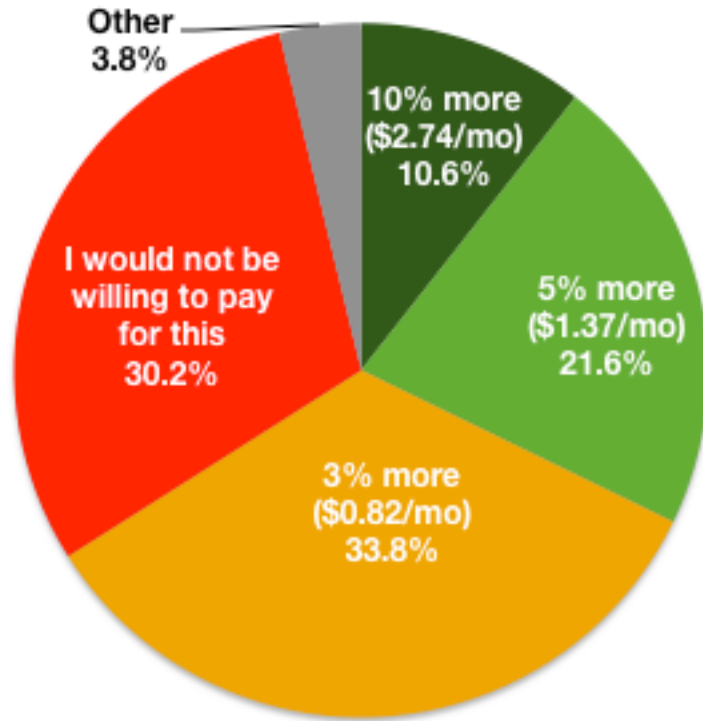


Figure 17

** See [Appendix A](#) for Full Text Comments and “Other” responses for this question

Please indicate the additional amount you'd be willing to pay each month for WATER CONSERVATION programs.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1515	652	835	210	512	678	100	913	581
3% more (\$0.82/mo)	33.8%	31.4%	36.3%	35.2%	32.2%	35.6%	30.0%	34.6%	32.5%
5% more (\$1.37/mo)	21.6%	19.0%	23.6%	27.1%	21.9%	19.9%	20.0%	21.9%	21.5%
10% more (\$2.74/mo)	10.6%	11.0%	10.5%	13.8%	9.0%	11.1%	10.0%	10.6%	10.7%
I would not be willing to pay for this	30.2%	35.3%	25.9%	22.9%	33.0%	29.4%	36.0%	29.9%	30.6%
Other	3.8%	3.2%	3.7%	1.0%	3.9%	4.1%	4.0%	3.0%	4.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	644	847	243	1253	999	412	87
3% more (\$0.82/mo)	36.5%	31.9%	31.7%	34.3%	33.0%	36.4%	29.9%
5% more (\$1.37/mo)	19.3%	23.7%	21.0%	21.6%	22.1%	21.1%	19.5%
10% more (\$2.74/mo)	6.7%	13.6%	11.1%	10.6%	11.2%	10.2%	8.1%
I would not be willing to pay for this	33.7%	27.5%	32.5%	29.9%	29.6%	29.1%	41.4%
Other	3.9%	3.3%	3.7%	3.6%	4.0%	3.2%	1.2%

Crosstab 17

Q18: Please indicate the additional amount you'd be willing to pay each month for energy efficiency programs.

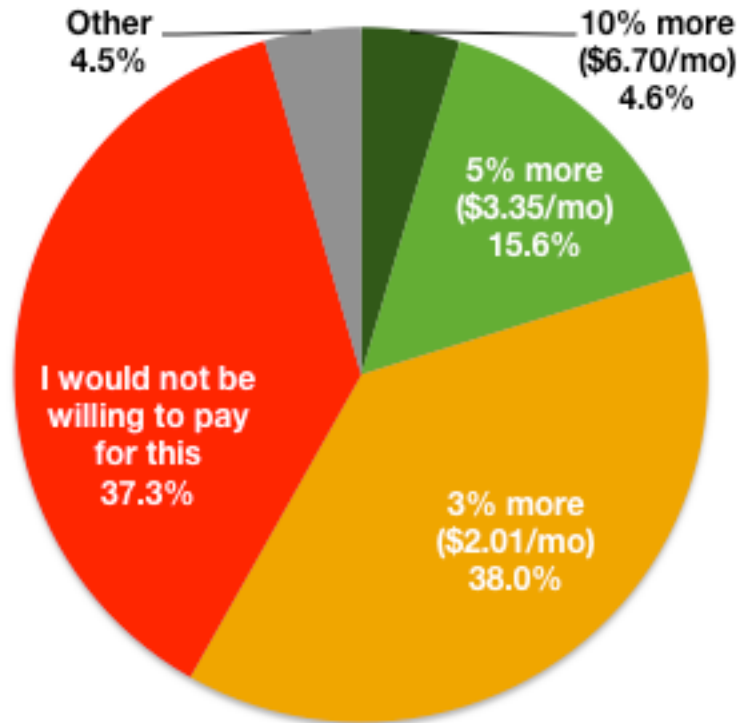


Figure 18

** See [Appendix A](#) for Full Text Comments and “Other” responses for this question

Please indicate the additional amount you'd be willing to pay each month for ENERGY EFFICIENCY programs.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1505	651	829	207	509	677	99	906	580
3% more (\$2.01/mo)	38.0%	35.0%	40.8%	44.4%	39.9%	36.0%	30.3%	40.2%	35.2%
5% more (\$3.35/mo)	15.6%	14.8%	16.3%	21.3%	14.2%	15.5%	12.1%	15.2%	16.2%
10% more (\$6.70/mo)	4.6%	6.5%	3.3%	4.8%	3.9%	5.3%	3.0%	4.8%	4.5%
I would not be willing to pay for this	37.3%	39.8%	35.0%	26.6%	37.9%	38.1%	49.5%	35.8%	39.5%
Other	4.5%	4.0%	4.7%	2.9%	4.1%	5.0%	5.1%	4.1%	4.7%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	644	839	243	1246	996	408	86
3% more (\$2.01/mo)	39.3%	37.4%	39.9%	37.6%	36.6%	42.9%	33.7%
5% more (\$3.35/mo)	11.3%	19.1%	15.6%	15.8%	15.9%	15.2%	16.3%
10% more (\$6.70/mo)	2.3%	6.3%	3.3%	4.8%	5.0%	4.2%	2.3%
I would not be willing to pay for this	42.6%	32.8%	36.2%	37.4%	37.5%	34.3%	46.5%
Other	4.5%	4.4%	4.9%	4.3%	5.1%	3.4%	1.2%

Crosstab 18

Q19: Please indicate the additional amount you'd be willing to pay each month for renewable energy programs.

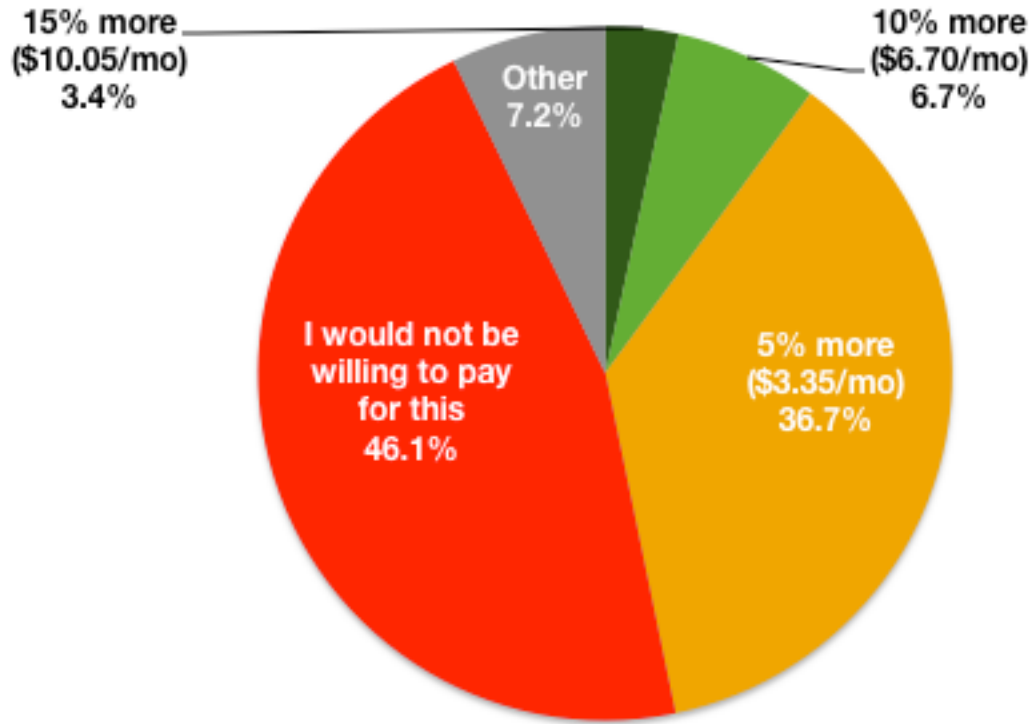


Figure 19

** See [Appendix A](#) for Full Text Comments and “Other” responses for this question

Please indicate the additional amount you'd be willing to pay each month for RENEWABLE ENERGY programs.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1507	652	829	210	508	677	99	908	580
5% more (\$3.35/mo)	36.7%	32.7%	40.1%	46.2%	39.6%	33.7%	23.2%	38.8%	34.0%
10% more (\$6.70/mo)	6.7%	8.7%	5.1%	9.5%	6.3%	7.1%	0.0%	7.3%	5.7%
15% more (\$10.05/mo)	3.4%	4.0%	3.0%	2.9%	2.8%	4.3%	2.0%	3.5%	3.3%
I would not be willing to pay for this	46.1%	49.1%	43.6%	37.6%	45.3%	46.1%	67.7%	44.4%	48.5%
Other	7.2%	5.5%	8.3%	3.8%	6.1%	8.9%	7.1%	6.1%	8.6%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	843	243	1247	994	411	87
5% more (\$3.35/mo)	35.1%	38.0%	40.3%	36.0%	34.0%	43.6%	35.6%
10% more (\$6.70/mo)	4.4%	8.7%	6.2%	6.9%	6.9%	7.3%	2.3%
15% more (\$10.05/mo)	1.3%	5.0%	2.5%	3.5%	3.9%	2.4%	1.2%
I would not be willing to pay for this	52.0%	41.5%	45.3%	46.3%	47.3%	40.6%	57.5%
Other	7.3%	6.9%	5.8%	7.3%	7.9%	6.1%	3.5%

Crosstab 19

Q20: Would you support Loveland Water and Power prioritizing the triple bottom line, even if it meant increased utility rates in order to provide more benefit to our community and environment?

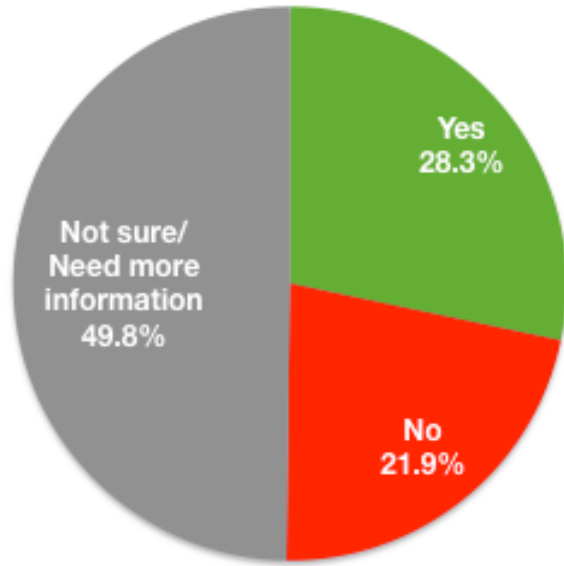


Figure 20

Would you support Loveland Water and Power prioritizing the triple bottom line, even if it meant increased utility rates in order to provide more benefit to our community and environment?	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1513	655	833	208	508	684	100	909	585
Yes	28.3%	30.7%	26.2%	29.8%	29.7%	28.1%	20.0%	28.2%	28.6%
No	21.9%	28.4%	17.3%	15.4%	21.7%	22.4%	34.0%	21.5%	23.3%
Not sure/Need more information	49.8%	40.9%	56.5%	54.8%	48.6%	49.6%	46.0%	50.4%	48.2%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	646	845	243	1252	1004	407	87
Yes	19.8%	35.0%	26.3%	28.6%	27.9%	30.2%	24.1%
No	25.2%	19.8%	21.8%	22.1%	22.5%	20.2%	25.3%
Not sure/Need more information	55.0%	45.2%	51.9%	49.3%	49.6%	49.6%	50.6%

Crosstab 20

Q21: Please rate each of the triple bottom line components in relation to how important you think they should be to Loveland Water and Power. (1 = Most important, 2 = Somewhat Important 3 = Least Important)

**Score is a weighted calculation. Items ranked first are valued higher than the following ranks; the score is the sum of all weighted rank counts*

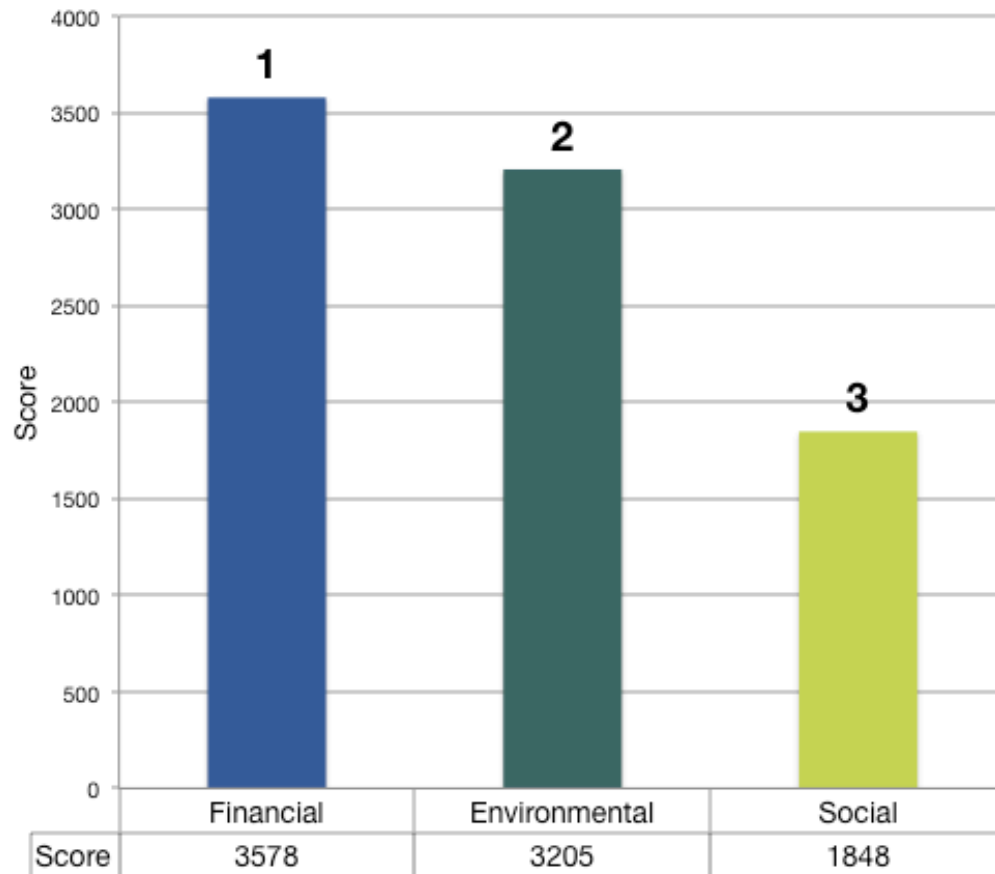


Figure 21

*Score is a weighted calculation. Items ranked first are valued higher than the following ranks; the score is the sum of all weighted rank counts

** See [Appendix A](#) for Full Text Comments for this question

Please rate each of the triple bottom line components in relation to how important you think they should be to Loveland Water and Power.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1493	-	-	-	-	-	-	-	-
Financial	3578	1188	1212	288	834	1125	171	1440	963
Environmental	3205	630	1128	294	612	798	75	1146	630
Social	1848	66	78	42	57	36	9	96	51

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	-	-	-	-	-	-	-
Financial	1098	1311	387	2025	1575	660	174
Environmental	663	1101	288	1482	1230	489	63
Social	66	81	30	117	72	54	21

Crosstab 21

PRPA

Q22: Rate your level of agreement with the following statements:

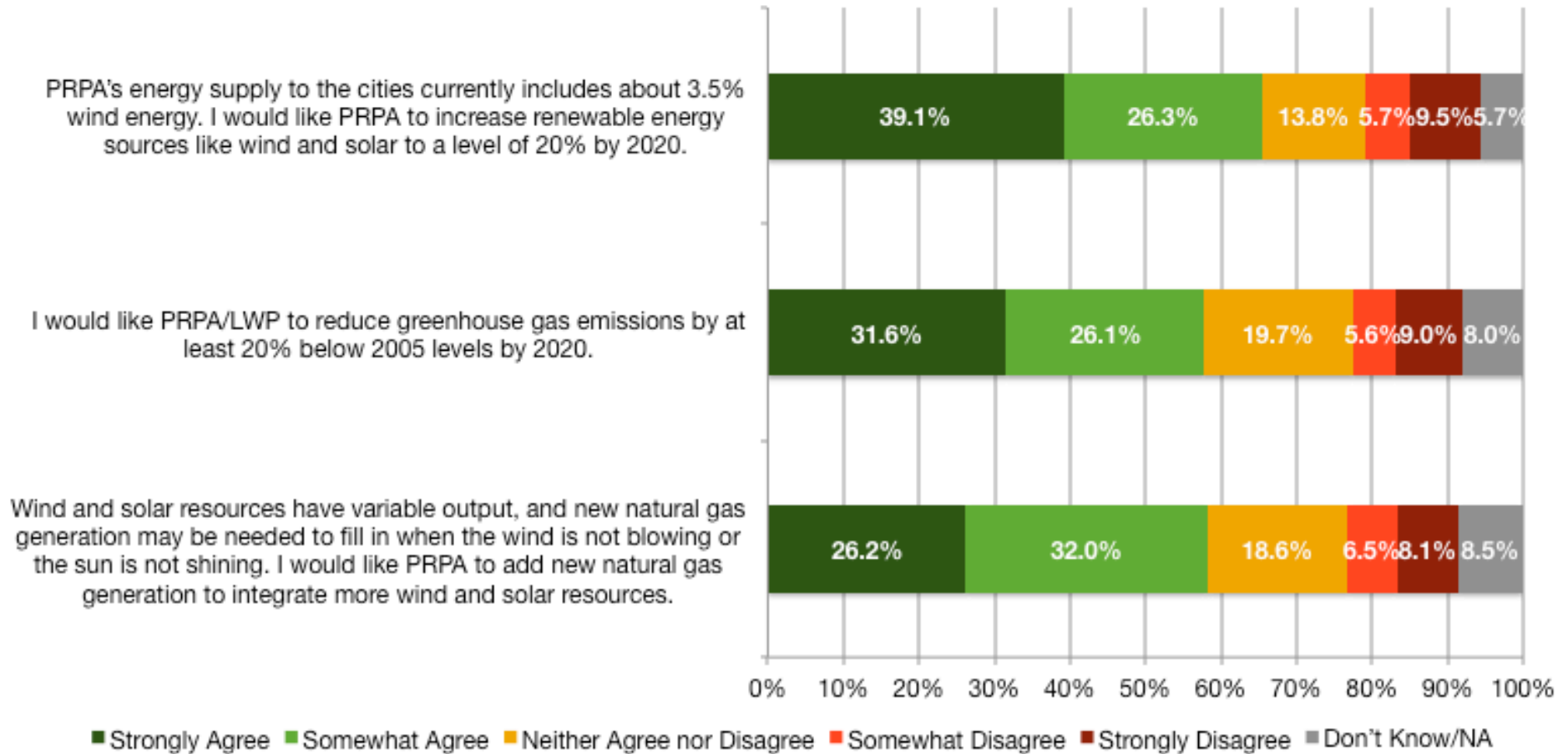


Figure 22

I would like PRPA/LWP to reduce greenhouse gas emissions by at least 20% below 2005 levels by 2020.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1520	658	836	209	511	684	102	912	588
Strongly Agree	31.6%	25.8%	35.9%	32.1%	29.0%	34.5%	23.5%	30.9%	32.8%
Somewhat Agree	26.1%	25.8%	26.6%	29.2%	29.2%	23.4%	22.5%	27.5%	23.6%
Neither Agree nor Disagree	19.7%	20.2%	19.4%	21.1%	21.3%	17.3%	25.5%	21.1%	17.2%
Somewhat Disagree	5.6%	9.0%	2.6%	3.3%	4.3%	6.4%	9.8%	5.2%	6.3%
Strongly Disagree	9.0%	14.4%	4.8%	3.8%	8.4%	11.3%	7.8%	8.0%	10.7%
Don't Know/NA	8.0%	4.7%	10.8%	10.5%	7.8%	7.2%	10.8%	7.3%	9.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	646	851	243	1258	1007	410	87
Strongly Agree	28.6%	34.1%	33.7%	31.2%	33.6%	28.8%	25.3%
Somewhat Agree	27.9%	24.4%	26.7%	25.8%	25.2%	26.6%	31.0%
Neither Agree nor Disagree	20.9%	18.7%	20.2%	19.5%	18.8%	22.0%	18.4%
Somewhat Disagree	5.6%	5.5%	2.5%	6.2%	5.2%	5.9%	6.9%
Strongly Disagree	8.0%	10.0%	5.3%	9.9%	9.1%	8.0%	13.8%
Don't Know/NA	9.0%	7.3%	11.5%	7.4%	8.1%	8.8%	4.6%

PRPA's energy supply to the cities currently includes about 3.5% wind energy. I would like PRPA to increase renewable energy sources like wind and solar to a level of 20% by 2020.

	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1517	657	834	208	509	684	102	911	586
Strongly Agree	39.1%	33.0%	44.0%	45.2%	40.7%	37.7%	28.4%	40.4%	37.4%
Somewhat Agree	26.3%	26.5%	26.1%	26.9%	26.5%	27.0%	19.6%	27.1%	24.7%
Neither Agree nor Disagree	13.8%	13.4%	14.0%	12.5%	13.4%	13.5%	20.6%	13.3%	14.7%
Somewhat Disagree	5.7%	9.3%	2.8%	2.9%	4.7%	6.3%	11.8%	5.0%	6.7%
Strongly Disagree	9.5%	14.9%	5.3%	5.8%	9.2%	10.5%	10.8%	8.8%	10.4%
Don't Know/NA	5.7%	2.9%	7.8%	6.7%	5.5%	5.0%	8.8%	5.4%	6.1%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	644	850	244	1254	1006	409	86
Strongly Agree	36.0%	41.6%	48.0%	37.5%	39.4%	38.6%	38.4%
Somewhat Agree	27.6%	25.1%	25.4%	26.4%	26.0%	26.7%	26.7%
Neither Agree nor Disagree	16.0%	12.1%	9.4%	14.7%	13.4%	15.6%	10.5%
Somewhat Disagree	6.4%	5.3%	3.3%	6.1%	6.1%	4.9%	5.8%
Strongly Disagree	7.3%	11.2%	5.7%	10.2%	9.0%	8.8%	16.3%
Don't Know/NA	6.7%	4.7%	8.2%	5.1%	6.1%	5.4%	2.3%

Wind and solar resources have variable output, and new natural gas generation may be needed to fill in when the wind is not blowing or the sun is not shining. I would like PRPA to add new natural gas generation to integrate more wind and solar resources.

	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1513	653	834	209	509	681	100	910	584
Strongly Agree	26.2%	30.8%	22.7%	24.9%	25.0%	27.8%	27.0%	25.2%	27.7%
Somewhat Agree	32.0%	33.1%	31.3%	34.9%	32.2%	30.8%	32.0%	34.5%	28.3%
Neither Agree nor Disagree	18.6%	16.1%	20.5%	20.6%	21.6%	16.2%	16.0%	19.3%	17.3%
Somewhat Disagree	6.5%	6.0%	7.1%	3.8%	5.9%	7.9%	6.0%	5.6%	8.2%
Strongly Disagree	8.1%	10.0%	6.6%	5.7%	6.3%	10.3%	7.0%	7.6%	8.9%
Don't Know/NA	8.5%	4.1%	11.9%	10.0%	9.0%	7.0%	12.0%	7.8%	9.6%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	642	848	243	1252	1002	409	87
Strongly Agree	29.8%	23.5%	33.3%	24.8%	26.2%	25.7%	29.9%
Somewhat Agree	32.7%	31.5%	28.4%	32.6%	31.5%	32.5%	33.3%
Neither Agree nor Disagree	18.4%	19.0%	17.3%	19.1%	17.8%	22.5%	12.6%
Somewhat Disagree	4.4%	8.3%	4.5%	7.0%	7.0%	5.1%	6.9%
Strongly Disagree	7.3%	8.7%	5.3%	8.5%	9.1%	5.6%	8.0%
Don't Know/NA	7.5%	9.1%	11.1%	7.9%	8.4%	8.6%	9.2%

Crosstab 22

Q23: I would be willing to pay \$30 more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

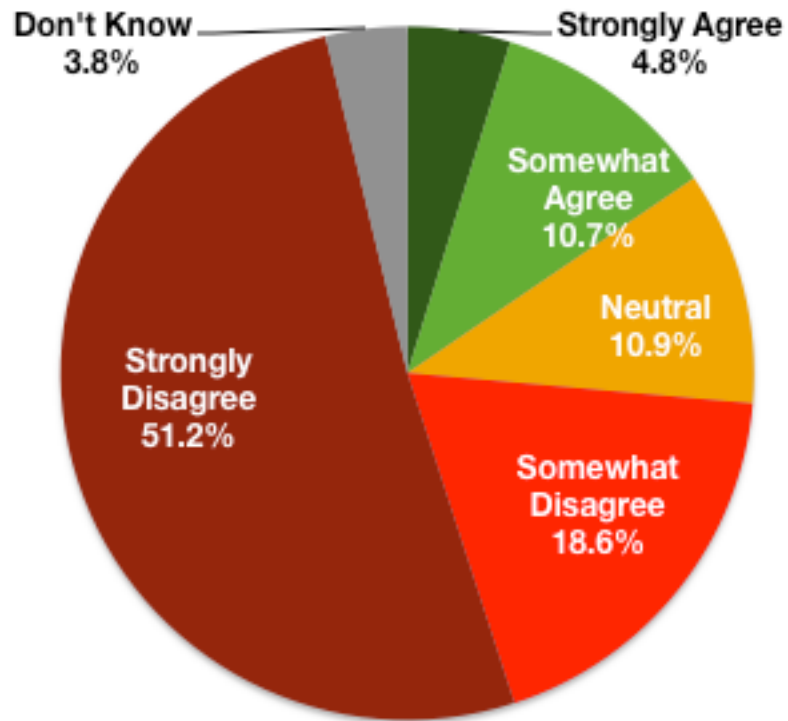


Figure 23

I would be willing to pay \$30 more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1518	659	833	209	510	684	102	912	587
Strongly agree	4.8%	5.5%	4.3%	4.3%	4.1%	5.7%	3.9%	5.3%	4.3%
Somewhat agree	10.7%	10.2%	11.2%	10.5%	10.2%	12.1%	3.9%	10.9%	10.6%
Neither agree nor disagree	10.9%	12.1%	10.0%	8.1%	12.9%	10.5%	7.8%	11.3%	10.1%
Somewhat disagree	18.6%	18.7%	18.7%	17.7%	20.6%	17.4%	18.6%	19.6%	17.0%
Strongly disagree	51.2%	51.6%	50.4%	55.0%	49.0%	50.2%	61.8%	49.1%	54.2%
Don't know	3.8%	2.0%	5.4%	4.3%	3.1%	4.1%	3.9%	3.8%	3.9%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	646	850	244	1256	1007	409	87
Strongly agree	2.9%	6.2%	4.9%	4.9%	5.5%	4.2%	1.2%
Somewhat agree	6.7%	13.7%	7.4%	11.3%	10.8%	11.3%	6.9%
Neither agree nor disagree	12.5%	9.5%	13.5%	10.4%	10.6%	11.0%	13.8%
Somewhat disagree	18.0%	19.3%	16.4%	18.9%	17.8%	21.5%	12.6%
Strongly disagree	55.1%	48.2%	51.6%	51.1%	51.6%	48.2%	59.8%
Don't know	4.8%	3.1%	6.2%	3.4%	3.7%	3.9%	5.8%

Crosstab 23

Q24: I would be willing to pay \$20 more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

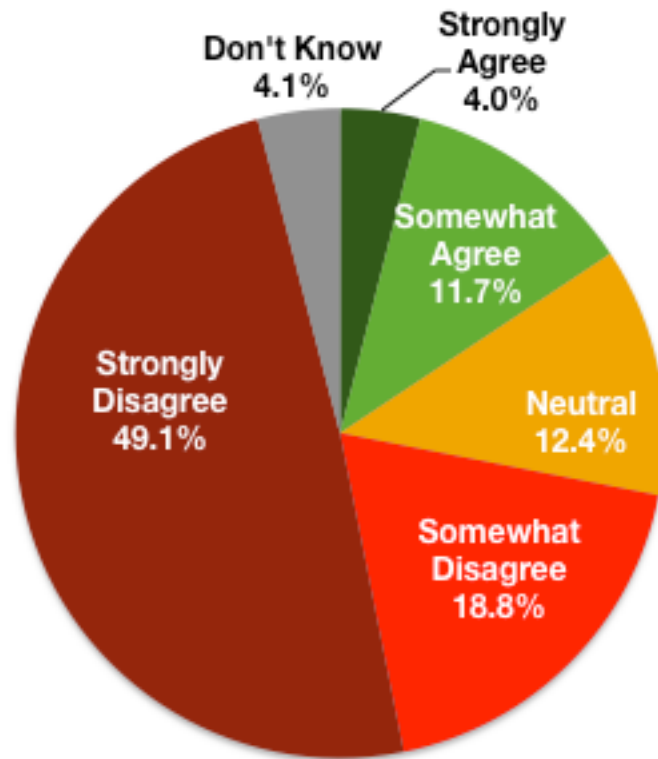


Figure 24

I would be willing to pay \$20 more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1409	614	773	194	481	628	93	843	548
Strongly agree	4.0%	3.6%	4.3%	5.7%	3.5%	4.3%	1.1%	3.7%	4.6%
Somewhat agree	11.7%	11.7%	11.8%	9.3%	11.9%	13.2%	4.3%	12.5%	10.0%
Neither agree nor disagree	12.4%	12.4%	12.4%	10.3%	14.4%	11.8%	10.8%	12.1%	12.8%
Somewhat disagree	18.8%	18.9%	18.9%	17.0%	20.8%	18.0%	18.3%	20.4%	16.4%
Strongly disagree	49.1%	51.1%	47.2%	53.1%	46.2%	48.3%	62.4%	47.5%	51.8%
Don't know	4.1%	2.3%	5.4%	4.6%	3.3%	4.5%	3.2%	3.9%	4.4%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	609	781	225	1167	930	380	84
Strongly agree	1.6%	5.9%	4.4%	3.9%	4.2%	4.2%	1.2%
Somewhat agree	8.7%	13.8%	6.7%	12.6%	11.8%	11.8%	8.3%
Neither agree nor disagree	14.0%	11.1%	14.2%	12.0%	12.2%	11.6%	19.1%
Somewhat disagree	18.6%	19.0%	17.3%	18.9%	17.9%	21.8%	14.3%
Strongly disagree	52.2%	46.7%	50.2%	49.0%	50.0%	46.1%	53.6%
Don't know	4.9%	3.5%	7.1%	3.5%	4.0%	4.5%	3.6%

Crosstab 24

Q25: I would be willing to pay \$10 more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

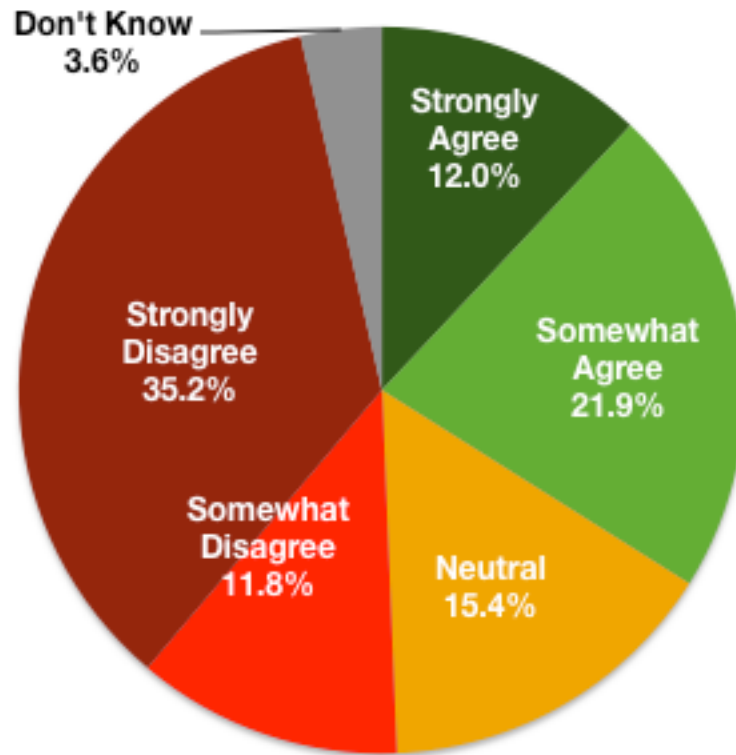


Figure 25

I would be willing to pay \$10 more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.	Total	Gender		Age				Employment	
	All	Male	Female	18-34	35-54	55-74	75+	Working	Not Working
<i>Sample Size</i>	1349	591	738	183	463	599	91	810	521
Strongly agree	12.0%	10.5%	13.1%	12.0%	11.7%	13.0%	6.6%	12.4%	11.1%
Somewhat agree	21.9%	20.0%	24.0%	19.7%	24.6%	21.7%	17.6%	22.6%	21.5%
Neither agree nor disagree	15.4%	16.8%	14.2%	16.9%	15.6%	14.7%	14.3%	15.1%	15.4%
Somewhat disagree	11.8%	13.9%	10.0%	12.6%	10.6%	12.4%	13.2%	11.4%	12.7%
Strongly disagree	35.2%	37.4%	33.3%	35.5%	34.8%	33.9%	45.1%	35.3%	35.1%
Don't know	3.6%	1.5%	5.3%	3.3%	2.8%	4.3%	3.3%	3.3%	4.2%

	Education		Home Ownership		Household Size		
	Less than College	College or Higher	Rent	Own	1-2	3-4	5+
<i>Sample Size</i>	594	736	215	1117	888	363	83
Strongly agree	7.9%	15.2%	7.4%	13.0%	12.8%	10.5%	9.6%
Somewhat agree	22.9%	21.5%	20.5%	22.1%	21.5%	24.5%	15.7%
Neither agree nor disagree	14.8%	15.6%	19.5%	14.5%	14.5%	16.8%	16.9%
Somewhat disagree	11.8%	11.8%	9.8%	12.3%	12.3%	10.5%	13.3%
Strongly disagree	37.9%	33.0%	37.2%	34.8%	35.3%	33.9%	41.0%
Don't know	4.7%	2.9%	5.6%	3.3%	3.6%	3.9%	3.6%

Crosstab 25

Appendix A: Full Text Comments

Comments have not been edited from their original survey entry.

****Q1: How much do you agree or disagree with the following statement?**

The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.

COMMENTS

- Do NOT ever install the non-UL approved, unsafe "Smart Meters" 2. In my 48 years as a Loveland citizen, the Loveland Power and Water has done a great job in providing for our needs. 3. Saving Loveland's water supply during the September 2013 flood was one of the best things ever done for this city! Keep up your exemplary level of service!
- A reliable power and water grid helps bring in new industries and manufacturers to the area. Keep up the service.
- always friendly customer service.
- Amazing service during the flood in 2013!
- bad taste from algal bloom last fall left more than the bad taste
- Better buy back rate for photovoltaic systems would encourage more to use them as would rebates like those offered by Xcel Energy
- better than what?
- BUT we sure could use some better water pipes and storm water drainage in [REDACTED] especially!!!!
- could be much better.
- Great job, but I want to get solar and you do not participate with any of the solar companies.
- Haven't had any real issues
- Huge additional charge monthly in our Mobile Home Park..RETIRED Mobile Home Park,that is..Like Fixed incomes!!!!
- I am very pleased with all the service provided by Loveland Water and Power, especially considering they managed to save the last main water line into Loveland during the flood. That saved so much money and provided clean water that we would've lost for months! Thank you.
- I feel the electric department overutilizes our electricity for street lighting.
- I feel the service provided is outstanding!
- I have been here for eight years I've traveled around Fort Collins, Greeley Denver Longmont so on. Lublin is way superior over the cities at any and especially the maintenance on the roads.. I'm going to speculate on one area, some of them are not being inspected as they should Be
- I have been in contact with a number of individuals in LWP, via e-mail and in meetings and in personal contact. They were always helpful and responsive.
- I have no problem with my service since I moved to Loveland 2 1/2 yrs ago.
- I lived in Loveland for 8 1/2 years and really appreciated the service I received.

- I love their service - AMAZING!
- I think it would be more professional to make a phone call prior to a shut off because sometimes people forget to pay or like myself have a brain injury and overlook the bill
- I think it's the first time I've lived in a community that's had such a strong water and power dept. And I mean that as a compliment.
- I think the city spends a lot of money needlessly. For example these people who trim trees set along side the street for hours on end doing little to nothing. This to me is a case of lack of direction. This is only one example of waste to me. There needs to be more monitoring of projects from someone who is not related. After all it seems that everyone has a free vehicle to drive around who works for the city. Maybe check up on people who are supposed to be working. Maybe the consumer would get more bang for their buck.
- I think you do a great job, but I don't think it's something people typically list as a main factor in the quality of life here.
- I used to be strongly agree. However, since I heard there is a new kind of fluoride in our water since the flood that does not easily dissipate I am not of the same opinion.
- I would like the city to offer more renewable choice and attempt to steer us out of the addition from oil and gas.
- I would prefer the water not be fluoridated.
- I've never had any concerns.
- I've only lived here for a couple of months, but so far, my impression is good.
- Impressive in information and updates provided to public customers
- In the years we've lived in Loveland we've had a single issue, which the Engineers at Loveland Water resolved with amazing speed.
- Incredible, creative work in September 2013!
- Infrastructure always needs improvement and updates before it is too late, like the water grid of downtown. That should have been taken care long time ago.
- It is one of those things that you take for granted until something goes wrong. It is a compliment to say - I don't even think about it much.
- it seems that at least twice a year there is a water main break in the area located south of the old HP from California street to 23 street sw
- It would be nice if they would allow excess power to flow back into the grid, which they don't, or at least be honest with the voters about it.
- It's what is expected.
- Just expect this level of service in any municipality.
- Living in Loveland is a pleasure. I always sing the praises of this city!
- Loveland drinking water is the best tasting water, prefer it to most bottled water.
- Loveland Water and Power services has been good. Loveland is a good place to live.
- Lovelands service s are no better than any other community
- more conservation programs and rebates for energy efficient appliances
- More waterway clean up efforts need to happen. More than just the annual one, other waterways are filled with litter, and volunteers need access to private areas to clean up these waterways before the spring runoff washes the trash into lakes and downstream.
- My husband and I just moved from Denver--wow, what a huge difference in service!
- mY ONLY CONCERN IS i LIVE ON [REDACTED] IN SOUTHWEST IOVELAND AND EVERYTIME WE GET A HARD RAIN THE STREET FLOODS AND BACKS UP INTO THE YARDS DUE TO INADEQUATE SEWER SYSTEM IN THE NEIGHBORHOOD

- My out of state guests always comment on the quality of our water. Very proud of the product.
- My thought, since i do not know exactly what you do, is that of course you do care or why else would you be doing this survey. Besides if you care about your town, it is natural to want to do the best of what the town needs.
- Never had a problem.
- No problems in 12 years of use.
- Not been a customer long
- Obviously the quality of water and power make Loveland a good place to live and work. But every city offers this, so Loveland isn't special.
- Our area experiences more electric outages than I think reasonable.
- Power fluctuations were very common in our area. It does seem to be resolved now though. It just took over a year.
- Prices, especially for water, are getting high. Electric connection reliability is nicely high.
- Pricing for electric and water services could be better structured based on demand.
- Quality of water is very important to me - you do a great job at this.
- Rates are ok, and no interruptions in service
- response to the flood was amazing! water is good 99% of the time - except when flushing system
- sometimes I am afraid that my future smart meter will be smarter than me.
- Stating agreement does not imply that LWP is currently providing quality services.
- Street sweeping has more than once curtailed services by arbitrary date, leaving streets clogged with green debris that jams street drains once snow melts at a later date.
- Super job on keeping the water safe to drink during the September flood
- Thank you!
- that would be the hopeful intention :)
- The drinking water doesn't taste good. So I only drink water that I've purified at home. Rarely drink it when I'm out at a restaurant or someone's home.
- The large recycle cans encourage me to recycle.
- The overall quality of water in Loveland is among the top in the nation for purity. Thank you!
- The services they provide are only to people with excellent credit scores. Anyone else is treated very poorly. They also put poison in the water in the form of chlorine and fluoride.
- The sewer treatment plant on Boise stinks.
- The trash cans are to small or to large and expensive.
- The water quality is great, the actual cost in Winter when we use no water at all is outrageous.
- The work that this department put in during the 2013 flood was truly amazing. We all had and have clean fresh water to use daily.
- they are reliable, what more could you want ?
- They have a big job keeping things flowing for us to have our water clean and safe. Thank you!
- They provide excellent service, especially during challenging situations.
- This is the best water I have had in the U.S.
- Water is essential to life, loveland is a beautiful place to live!
- Water quality is a big deal and Loveland has great water
- We are new Loveland residents
- We had a major water leak since we purchased our home and your company never said anything, even though we were using ten times the normal water amount. We only found out that was high when we called.
- We have great tasting water!
- We have had no major issues to be fixed. Their personnel are very Knowledgeable and helpful.
- We have had some issues recently and LWP went above and beyond with respect to professionalism and responsiveness.

I have lived in other parts of the country. This is the first time I can say this. Very well run, in my opinion. Over the phone, in person and all-around. So, thank you.

- We've been very pleased with the quality and affordability of our service, with no major issues in the 6.5 years we've lived here.
- We've been very satisfied, but I've left room for improvement. I hope to learn more as this survey unfolds.
- When I moved here 20 years ago our utility rates were a lot lower than our Boulder home - and we had larger house and lot - keep up good work.
- When power goes down - the response is great after we have been told what the problem is. Thank you!
- With all in the places to see, do and have fun with. It's great, the walkways, bike paths, water parks (olde Fair Grounds Park). Its a joy living here.

- Would like to know about problems with the water when they happen, not several months later.I
- Would like to see more information about rooftop solar. Any incentives?
- would like to see more support for solar energy installations
- You provide a service and that is good but whether that makes loveland a better place I am not sure.
- You should remain more small town and personable than being governmental agents behind bulletproof glass.
- You're not something I think about on a daily basis, which means you're doing good stuff!

****Q2: Please rank the following in order of importance to you. (1 = Most Important, 2 = Somewhat Important, 3 = Least Important)**

Water Conservation, Energy Efficiency, Renewable Energy

COMMENTS

- 2 for all - Paper
- Actually, I would rank all as highest priority.
- Actually, they are all equally important.
- Actually, water conservation, energy efficiency and renewable energy are all high priority in my opinion. I recognize the city has been making efforts toward efficient energy.
- All three of these are extremely important to my family and I.
- All 1 = paper
- All 1 = paper survey. "I think they are all equal in importance."
- All 1 = paper. Everyone needs water to live.
- all 3 are necessary
- All 3 are so important, would make all of them number 1 if I could.
- All 3 are super important
- All are critical. I'm concerned about water given all the fracking - who has priority in a drought the citizens or the oil companies?
- All are equally important!
- All are highly important.
- All are important and government reliance is not the answer
- All are important. Forced ranking does not feel like a good fit.
- All are just about equally important to me.
- All for VOLUNTARY conservation! Renewable energy is inefficient and expensive & govt should not FORCE me to subsidize or use. Water conservation is important & requires the tree hugging environmentalist to allow more storage to be built.
- All important if economically feasible.
- All important!!
- All new construction should have the most efficient insulation on all sides of the structure that is possible.
- All of the above are equally important to me.
- all of these "terms" are of equal importance and all should be 1's
- All these three things are very important
- all three are a close tie for first.
- All three are equally important in these times of climate change and other difficult issues we face.
- All three are incredibly important!
- All three are very important to us. We try each month to do our part in conserving energy.
- All three are very important.
- AS A HEADWATER STATE WE MUST REDUCE WATER USAGE. KY BL IT'S CRAZY TO PLANT KY BLUEGRASS HERE
- As all three are very important, it is difficult to rank.
- Be sure citizens come first, before water demands from fracking companies.

- Conservation of utilities is great, but I DO NOT want Loveland to go to a smart meter like Fort Collins. I DO NOT agree with Agenda 21
- Difficult choice as all must be addressed in our climate of declining resources and increasing climate changes which could directly impact of energy usage and prospective need for increased water demand.
- Difficult to answer when don't have enough information
- Energy Efficiency =1 (paper)
- Energy efficiency and water conservation benefits the environment AND saves me money.
- Extremely concerned about City Council's indirect and direct support of fracking within city limits.
- I am a firm believer in maintaining the use of coal until we have a cost effective and reliable renewable energy alternative.
- I believe that renewable energy is very desirable but that one must also consider its cost-benefit ratio and environmental consequences to make sound decisions on how heavily to rely on it.
- I believe that they are all important.
- I can only check radial button at a time but I would have answered one (1) for all.
- I choose #2 for all three of the above
- I don't know how I can rate these ... they are all important but I need to save money not spend more money ... so that is of utmost importance.
- I feel these should all be top priorities.
- I feel they are all equally important
- I get elec from REA and gas from excel
- I know Loveland has its own hydroplant(assuming it is still operating after the flood) but most of our power comes from non-Loveland owned sources. I think Loveland should be telling their suppliers that coal generation and nuclear is OK and to be desired. Renewable energy as it is now, is not

cost effective and depends almost entirely on government credits to be viable. The government is us and I would just as soon not support these programs.

- I like the energy information the city sends about how my water and energy consumption compares to my usage last year and to my neighbors' usage.
- I live outside the city limits, so use only water service from the City of Loveland.
- I made these distinctions but I think they are all extremely important.
- I personally find all three to be equal in priority, but I have ranked them in the order that they should be addressed. Water conservancy is an urgent and immediate concern in Northern Colorado. Energy efficiency is a step that can and should be made now, and continue as we pursue and develop renewable energy in our communities.
- I rank my list on what I personally can do to save resources.
- I really think they are equally important and necessary
- I think all 3 are equally important
- I think all are of equal importance when one considers they are necessary for a community to not only survive, but to also thrive.
- I think all of the above are extremely important
- I think all three are very important. It was hard to rank.
- I think the City should concentrate on clean, renewable energies. Fossil fuels and extreme extraction here in the City will only worsen our already grade F ozone rating.
- I think they are all extremely important - being forced to choose 1 through 3 doesn't accurately reflect their importance to me.
- I think we really need to work hard to make sure our water storage systems are kept up-to-date and prepared for the years we have above average rain/snow falls. I would also like to see a water cost reduction for those homes are trying to be "water smart"-turning sprinklers off on rain days,

following the watering schedule during dry seasons-etc. Should also be some low cost solutions to help families that can't afford high cost renovations. Making homes energy efficient-especially since Loveland is an older community and there are lots of homes built before 1990 is also important. Rewiring homes, insulation and purchasing new appliances is very expensive-so what other things can a homeowner do to help make their homes energy efficient. We have changed over to CFL lightbulbs and have seen a reduction in our usage.

- I wanted to rate them all 1.
- I wish Loveland offered support for renewable energy options like solar.
- I would definitely like to see more of our energy available from renewable sources and little to none from fossil fuels, even if it costs more.
- I would like to see Loveland less reliant on energy sources that create greenhouse gases. I would also have put a "1" for all three of these.
- I would like to see the city consider promoting more use of solar power by individual homeowners.
- I would like to see the city start a program where the city would donate a brick or two to every house hold or business to be installed in their toilets. Just think about it with every flush we would be conserving about a quart. 4 (flushes) = 1 gal. x 70,223 (city of Loveland Population)= 70,223 Gal. a day.
- I'd like the City to use more Wind and Solar energy.
- I'd love to have renewable energy but I can't afford the initial outlay to convert my home. If I did, that would be way up there, Until then, I conserve to save money and resources.
- I'd rank Energy Efficiency over Renewable Energy in importance, given: 1) Stipends &/or assistance programs (be it Federal, State, or Local) were developed to aide all

customers with energy efficient property upgrades. 2) Any energy costs & savings directly incurred by LW&P as a result, be universally distributed among customer accounts &/or invested in the community only, with nothing taken for profit. Do you already provide these things? I rent, so property maintenance isn't something I'm readily informed on.

- If 30 lbs of coal is burned leaving 10oz of ash, where does the 29 lbs and 6oz of coal go?
- If we have energy efficiency, in all aspects, do we not already have a start to conserve and seek out methods to understand renewable energy?
- In many ways they are all equal, not much separates them. In our arid climate water is our most precious commodity.
- In my opinion, each of the above is very important.
- In truth, all are very important.
- It is galling to see sprinklers for large public or corporate areas in use when it is raining.
- It is important to me to be able to lease solar panels, which we cannot currently do in Loveland.
- it is not that I feel that water conservation is unimportant. But compared to the other options, it is the lowest on the list.
- It's hard to choose - I would view them all as quite important.
- Least important rank for energy efficiency is misleading. We need to keep doing it and exploring new ways to achieve better efficiency. However, we've achieved some efficiency and need to balance with continued efforts to save water and implement renewable energy.
- Loaded question, not sure any of these rank high on my list
- My apartment complex [REDACTED] apartments irrigates the lawn every night...what a waste!!!

- My primary concern is cost -- keep/make it all cheaper. But I realize we are running out of water and things will get bad in a decade or two.
- No matter what source we use, we need to reduce energy consumption and be better stewards.
- None of the above!
- not fracking!!! More solar for residential homes
- Obviously they are all important! If I was forced to choose, this is the ranking I would do, but in reality I view them as equally important.
- Please note that I did not agree that any of them are important.
- Protecting the other species who share our part of the planet.
- Quit watering the parks so often during watering restrictions. It's hypocrisy.
- Renewable Energy and Energy Efficiency are equally important to me
- Renewable energy and energy efficiency should actually both be "2"
- Renewable Energy costs more money for the consumer and taxpayers due to government subsidies that try to make it more affordable. Until it can stand on its own as an affordable source of energy I don't think its a good option. Currently it is a feel good source of energy for people that can afford it, thinking they are saving the planet.
- Renewable energy is waste of time & tax money
- Renewable energy is #3 among these, but still a strong priority.
- Renewable energy is a waste of taxpayer dollars, let the private sector invest
- Renewable energy is not reliable 24/7 (sun/wind) There will always be a need for fossil fuels. Find cheaper ways to deliver our own resources. Get off the foreign oil supplies.
- Renewable energy will increase costs. Energy efficiency and conservation is a better way to meet long term demand.
- Renewable I rank low because what we need is reliable "base-load" power that renewable can't provide at this time. Water I rank highest because of need for life, living, and food.
- The city should continue and strengthen its efforts to encourage efficiency improvements. The city to continue to assist PRPA in increasing its renewable energy percentage. The city should continue its education and efforts at reducing water usage. Perhaps its time to start working on a more complex sewer system which would reuse water.
- The current electric meters are just fine. - Do not install spy meters (SMART METERS) that are causing illnesses from damaging radiation.
- The onus is on the consumer to make energy-efficient choices in the home and workplace.
- The right answer is always a blend, and it changes over time.
- These all have equal importance
- These are all actually equally important to me. In this part of the country water conservation is especially important; we need to stop using up non-renewable sources and we need to be more efficient with what we currently use. I don't personally believe that the earth we live on is sustainable with current and projected populations and practices.
- These are all equally important-I ranked them because I was forced to by the question structure
- these are all extremely important
- These are ALL important !
- These are all important to me, but since I had to rank..
- These are all very important to me.
- these three are very close to equal in my estimation: 34%, 33% 33%. Just say all are vitally important. Don't use a #1 vote on one to ignore the other two.

- They all should be 1.
- they are all equally important to me
- they are all important
- They are all important, hard to rate!
- They are ALL important!
- They are all very important to me, it is difficult to rank because there are so many factors that go into where to focus efforts.
- They are equally important to me
- They are equally important. I would give them all 1's
- They should all be 3
- they're all #1
- They're all important. You force me to rank them.
- They're all-important!
- This city should be encouraging water conservation and motivating the bureaucracy to not only plan for future reservoirs but to start developing the two which have been approved for quite some time, but yet not a shovel of dirt has been turned.
- This country NEEDS to develop a water grid similar to the electric grid we now have. Where there is a surplus, move it to a place where there is a deficit. A transportation grid and storage capacity are requirements to achieve this. Think of all the jobs this will create.
- This is a bad question. All are equally most important
- This is a difficult question because I feel they are all equally important. I really can't say I have one that is more important than the other and have randomly filled these out.
- This table only allows one comment
- This was a difficult way to answer this question. They are equally important.
- This was hard. I believe that all three choices are of great importance
- Those were three tough choices to rank.

- Too difficult to rank
- tough choice as ALL are very important!
- Very important that this country stop using fossil fuels!!
- Water conservation and energy efficiency are hand in hand to be top priorities.
- Water conservation is a joke. I remember when water meters were brought in. The lie was "use less, pay less". Revenues dropped, and the price was increased to cover the difference.
- Water conservation is the highest priority because that problem is real right now! With better efficiency we can hold off on renewable energy. Renewable energy should be a long range goal (5-10 years)
- Water conservation seems low to the city since they seem to not pay attention to watering times on city property, why should I be concerned over and above the example the city provides. also forcing me to select different levels of importance is an error on the survey...I might feel the same about two or all three!
- Water is a renewable commodity that is the God given right to each individual. Water should not have to be bought. Also to collect water from from the sky is also a god given right.
- We cannot continue the oil/gas disaster and must find renewable energy to replace our dependence.
- We do not have Loveland water, we use a well, but recognize strongly the need to conserve this valuable resource.
- We have lived in Loveland for 65+ years. I understand that water is valuable, but resent being told to tear up my lawn for 'new development'
- we have replaced our grass with artificial grass and low xeriscape, use lots less water.
- We live in a semi-arid region and I find it appalling that the [REDACTED] install signs from November

through March instructing residents to leave their faucets running 24/7. This adds up to thousands of units wasting perhaps millions of gallons of water during the wintertime months to prevent pipes from freezing. Poorly designed insulation methods must be the culprit which the City must have approved.

- We need a lot more renewable energy as some day there will be no more oil or coal.
- We need to utilize more solar and have it affordable for all
- We should take steps to conserve water and energy whenever possible.
- We use very little water and our home is designed to be energy efficient. Design and location suggests that solar is not a realistic choice for us, thus obtaining renewable generated energy is the #1 priority.
- What?... you can't do 1 all the time , very stupid.
- When questions are asked the way that this survey ask, they are obviously slanted to elicit the response that the city wants and not get a true feeling of the consumers beliefs.
- wind and sun energy will ruin this country. wind is 2 to 3 times more expensive, solar panels is 4 to 5 times more expensive. And they are not stable.
- With renewable energy, you can attain energy efficiency, then you will achieve water conservation.
- Without water we die. it does not get more important. I have lived without electricity a number of times in my life and i am still here. Therefore water has to be the MOST impoprtant.
- Xcel Energy purchases our electricity in the County from the City of Loveland. We continually have power outages.
- You cannot rate the scale of energy conservation by dividing renewable energy and energy efficiency by importance, both run hand in hand with each other.

*****Q5: How would you prioritize each of the following considerations by level of importance to you, when Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs?***

Power and water savings potential of programs, Programs that reduce peak demand, Programs that reduce utility operating costs, Programs that avoid or defer capital and facility expansions, Programs that reduce environmental impact, Programs that comply with regulations, Programs that align with state and or regional goals, Programs that increase community involvement

COMMENTS

- We should not only comply with regulations, we should do better. Fed and State regulations should be the "low bar" bare min. requirements.
- "defer" suggests to me that there is a delay in action and not a resolution of energy concerns.
- "state and or regional goals" set by whom? State government? Chamber of Commerce? It makes a difference.
- 1. Programs that increase community KNOWLEDGE rather than involvement. 2. Programs that reduce utility operating costs - at what cost for efficiency and extra cost to customers? Programs that avoid or defer capital and facility expansions. 4. Programs that avoid or defer capital etc. This should come to a vote IF the monies are paid by citizens. Not "in the loop" makes that question null and void. 6. Programs that reduce peak demand. Again, this must be extremely clear to the customers and an upfront cost to them clearly stated.
- Again, see comment of Water Conservation
- again, the city of Loveland seems unconcerned about saving water. Why not create jobs to expand our water and power supplies. It's my business to spend more or less for water and power, not the city of Loveland's, besides the more I use the more money the city makes! what gives? the city wants me to conserve, thus lowering my bills but then when the city of Loveland doesn't meet it's financial goals as a result of less revenue, guess what?!?!?!? They'll raise the rates! Seems to me City of Loveland needs better thinking at the helm!
- All are important. I think we need community input (this is good what you are doing) and community buy-in (which is what you can get by keeping us in the loop and listening to us). If you have buy-in, we will be more successful in accomplishing whatever goal you/we set. Let us see how much we can save in energy and in costs... it's motivating.
- All needed for successful operation to customers
- All of these have an impact on family homes and efficiency
- All of those should define your work for your customers, they will guarantee a quality product.
- Are you planning on not complying?
- As a renter, I wish there were a way to encourage my landlord to make changes to my apartment to make it more energy efficient, as it is not within my budget to do so.
- As a town, we should focus on the town, and do what we can for the sake of our town and not the sake of profit, or merely for satisfying the state.

- Ban smart meters
- Community involvement is the key to the success of water savings programs, reduced environmental impact, and through that, reduced utility operating costs and reduced peak demand. Sometimes it's ok to make capital facility expansions and pass the initial cost to customers, because we all save money in the longer term with improved facilities.
- Comply with regulations and deliver the resources at the cheapest rate.
- Complying with regulations is important unless the regs really are harmful. I am all for civil disobedience when the cause is right.
- Deferring capital expenses just increases the final cost.
- Do not want to be involved with programs that restrict individual choice. Not enough information to make an informed decision.
- Don't know what programs mean.
- Don't reinvent the wheel when planning for long term improvements. It is so important to put egos aside and get input from all available resources to make the best decision.
- Each communities needs are different.
- eliminate fluoride in the water
- Give me the cheapest utilities possible. Leave education to nongovernmental agencies.
- Hopefully answered well - I feel I am answering to the best of my ability but am not certain of what all these programs entail. Answering in a broad sense - not knowledgeable sense - something to that one I learn
- I absolutely DO NOT want "smart" meters installed - I am a senior living on a very small fixed income and cannot afford continued increases, which would double or triple based upon facts given in a recent forum in our local newspaper, as well as radiation from these - also the

homeowners insurance would not cover these meters so many negatives with many so-called upgraded things. We have all gotten along well with what we already have for many years - trying to change things differently is more often than not, a ... and causes more problems. For those who desire to keep regular ones

- I am not sure where you're going with this survey but the people that and charge of the different departments should we look at very carefully. At least four times a year
- I am probably in the minority, but to me cost is not as important, I am willing to shoulder the economic cost of issues
- I answer "don't know/NA" for ranking "...reduce environmental impact" because of conflicting needs/desires. We need water and we need reliable power so environmental impact may need to take a negative hit to meet these needs. However, environmental impact is important, perhaps could be ranked a "low priority"
- I do not like the idea of smart meters.
- I do not like the reports that compare my household to others. I hope that was free for you!
- I do NOT want smart meters! I have many allergies and they emit EM radiation throughout my home, plus other hazards like fires. Residents across nation says bills increase a great deal. I live on a fixed income and barely can survive the regular increase in utilities at the present rates. I will not be able to have my bills jump excessively and survive. I feel this would be unfair to people on fixed income like Social Security or people on low paying jobs. Let us stay status quo.
- I don't know much about "big business decisions" but we must seek the best answer available and compromise where necessary for everyone's benefit
- I feel that public input often confuses any environmental issue - I would trust the experts

- I hope that if net metering is not now available it soon will be
- I know what this is leading up to. I do not want a dangerous and intrusive smart meter on my home
- I think all are good and it is difficult to prioritize without knowing more information
- I would also like to be able to understand what actually is going on with these things. For instance to possibly have a person to call or email with questions. If you ask me for input I need to understand what I am giving input about. For example terminology I do not know etc.
- I would choose high priority for programs that comply with regulations, but only as long as the regulations make sense
- I'm a county resident only getting sewer service from LWP.
- I'm assuming that you are already complying with regulations and the state goals and that's why it's a low priority
- If you're having this survey as a means of determining whether or not to put in "smart" meters, let me tell you....I will destroy anything that allows government control on MY property. Period.
- In Glendale, AZ there was a program that you would have cheaper rates if you used electricity on low peak hours, and it saved me a lot of money. I think you should try something like that.
- In regard to water conservation and reducing environmental impact...fracking should not be allowed to use and foul our precious water.
- Install a Windcharger(residential wind turbine) and solar panels on all rooftops and heat and cool new facilities with geothermal.
- It is important for the City of Loveland to be forward thinking in positive ways so that Loveland remains a great environment for those who live, work and visit here.
- It is not a good practice to avoid or defer capital programs.
- Keep preventive maintenance going, don't hold off till things are falling apart
- Let's work on what our community can do together, not the bare minimum that state or regulations require.
- Living downtown I appreciate the effort to update the city's waterlines, this is good and important work, thank you.
- Loveland could be a real, creative leader for the region and the state as is exemplified by the excellent curbside and community recycling.
- Loveland should not align with any agencies pushing smart meters
- Loveland will and always has set itself apart for regional and state lack of implementation.
- Loveland's environmental impacts have been hit hard with the flood, keep open space for wildlife, open up more trails along the river corridor and more bike paths on the city streets.
- Maintaining and improving facilities needs to be a priority of LWP - see what happened when LWP deferred the water system upgrades and replacements!
- mandatory xeriscape landscape for all new homes
- More information would have been helpful before taking this survey.
- More waterway cleanup programs. I will help.
- My preference is to get discounts and reduce utility operating costs.
- No 'smart' meters
- no fracking!
- No Smart Meter, waste of money. Digital meters with home displays, without utility Wi-Fi
- offering city rebates for purchasing efficient appliances similar to the City of Fort Collins would help reduce consumption of water and power. Typically people are constrained by budgets make such choices. Rebates would help.

- Please allow chargeback for solar.
- PLEASE DO NOT INSTALL SMART METERS!
- Programs that avoid or defer capital.... etc. Needs to be explained a little better.
- programs that comply with regulations if the regulations follow common sense !!
- Putting off known repairs, upgrades, etc. usually results in higher costs and, potentially longer disruption periods for residents and travelers.
- Reducing cost could be achieved by not sending out 2 page efficiency reports in color. No one in my neighborhood thinks this is a good idea, not very cost effective, size of home not considered. Guests, etc. believe me, we all know based on our bills!
- Residential customers do not benefit directly from reducing peak demand.
- State and regional goals may indeed NOT have our best interest in mind. We are going to have to spend capital for facility expansions, but just keep my bill as low as possible.
- The city should be working to place electric power distribution under ground.
- The items I marked as "medium priority" might be better stated as "great, so long as they don't conflict with the items marked high priority"
- the last consideration probably the most important.
- The reduced costs of the utility programs MUST be passed on to the consumers
- there are a lot of unenforced EPA standards. Like working backflow devices.
- these ?s -vague really; Of course it would be wonderful to have a community coming together, programs for a more efficient, greener utilities. Creating jobs. At as low cost as possible, hopefully to keep expanding and better benefits for employees. All under regulations and rules. If you cant maybe creating a good solution, in turn changing the rules
- This survey feels like govt. arm coming into my home, telling me when to use water, electricity, making me install certain water heads. The questions don't allow me to answer in a way that lets you know - it is not that these things are low priority to me or not important - I don't want to answer high priority because I don't want you in my personal business which is how I interpreted the last few questions.
- Too much water is wasted, like often energy is. People need to be educated, the town must control its spending better.
- water use above base rate should be at higher rates. don't charge me for additional capacity if I conserve.
- We do not need any more regulations. More regulations is not the answer. We are over regulated and to much government in every aspect of our lives. Our area is ours and it does not matter about state or federal regulations, regional yes.
- we don't need programs !
- we should hire water evaluation experts that can come streamline and troubleshoot water systems. (THEY COULD READ METERS TOO).
- WHAT EVER WE TAKE MUST BE GIVEN BACK IN SOME WAY !!
- What works for all party do they watch to see it big jump in water use, like maybe a leak?
- Why don't you TELL ME what these goals are? Why don't you TELL ME what increase community involvement means? What does reduce environmental impact mean? HOW will you do this?
- Would like to see a rebate on residential solar installation.
- you forgot motherhood, the flag & apple pie
- you're asking for nuances of repetitive questions/themes - wasting my time but i will continue
- Your questions sound like Agenda 21. This UN program is NOT for Loveland!!

*****Q6: When considering making an energy efficiency or water conservation improvements for your home, which of the following do you consider to be barriers? Please check all that apply.***

OTHER

- 100 yr old home
- Already have
- archaic hoa rules
- avoiding overcharging, poor quality work, etc.
- Been 1-2 years ahead and no back rebates
- building code regulation that might possibly deny improvements
- Building permits and inspections
- Buy back from City
- Chargeback not provided
- city permits required
- city permitting/approval process
- coercion
- Commitment
- Conflicting information on energy conservation
- conflicting recommendations
- Control and lies. We conserve, you jack up the rate. Absolute rubbish!
- crappy contractors
- Diminishing returns - costs more to implement than it saves in the long-run.
- DIY mats @ reasonable cost.
- due to fluoridation I use as little city water as possible.
- Gov't regulations
- hard to quantify water usage based on shared meter
- hidden cost
- HOA (2)
- HOA regulations
- HoA regulations, like installing drought resistant grass
- HOA requirements
- HOA requiring us to have a green yard (we prefer xeroscaping)
- HOA Restrictions
- Hoa restrictions
- HOA rules (3)
- HOA rules that new development look as green as Virginia; Solar lease option not available in Loveland
- Homeowners assoc rules
- Homeowners association bylaws
- Homeowners Association rules
- I asked to put a valve on our end of the water line and was told no .
- I do not own a home at this point.
- I have an EStar home
- I like a beautiful yard and flowers and trees. I don't want to have a yard full of rocks.
- I live in an apartment
- I rent (2)
- I rent my home
- I rent not own
- I rent, so can't make many changes
- I rent.
- I rent. convincing the landlord is tough.
- I tried rouse Solar City for solar panels it the City of Loveland would not allow it. I eventually went with Dow solar shingles but they were very expensive.
- I'm a renter
- In the past no incentive for a leasee

- Inane regulations that don't allow me to capture my own rainwater.
- inconvenience
- inertia
- information or projects available that is obtainable/relevant to those who rent, or options or incentives to share in on programs with lessors/owners
- Lack of equivalent or better performance products at a cost that can provide a reasonable ROI
- lack of motivation
- Lack of time
- Lack of trust that purported measures actually are effective.
- landlord
- Landlord permission
- laws or covenants against them
- limitations of renting
- live in an apartment that is well insulated
- local regulations that discourage improvements
- Loveland Regulations
- Low buy back rate for photovoltaic generated power
- low flow is awful, takes 2 flushes to get the job done. Showers take forever low flow
- low quality devices
- many products are ineffective.
- mfg. misinformation
- more options
- Most depends on HOA
- MOST PEOPLE TAKE AND NO GIVE BACK !!
- my energy in removing sod
- My home, my choice.
- my mobility disability
- Necessary hassle
- No cost offset provided up front by the city
- No demand rate pricing
- No solar panel program
- Obsolete codes & HOA by-laws
- older home-harder to upgrade
- On well, options not available
- other household expenses
- Overreach to sell too much.
- Payback of investment often makes it hard to justify expense
- Personal motivation
- physical ability to do work needed
- plans to sell home ASAP
- politics
- Practicality
- Practical application -- perhaps scientific developments with improve practical applications
- preference for small cooling lawn instead of xeriscape
- previous experience shows I don't save what they claim I will
- programs to automatically lower my usage
- qualified installation
- Reduce/change in performance
- regulations don't allow wind generators
- regulations, such as the limitation of windmills on residential properties.
- rent
- rental
- renting (2)
- return on investment
- ROI
- Time taken to install
- time to do it, research time
- time to install; length of time in use
- Time to meet with and setup
- Time to recoup initial investment

- Time to undertake improvement projects
- to much government regulations
- too busy to attend to it
- unsure of codes about grey water
- usage issues
- Volunteers to help with implementation
- We are renting
- We buy you sell
- we currently rent

- We don't have the time and energy to do all that we must do.
- we have a well... water is pumped with electricity and we are conservative with our use to protect our own resource
- We should be able to use rain water
- what I want at the price I want to pay
- Why is this YOUR concern?
- would like to see solar offset systems
- Xeriscape is a major investment of time and money

****Q7: When looking for information regarding energy efficiency and water conservation, what sources do you trust most for information? Please check all that apply.**

OTHER

- If they are considerate about the city of Loveland city of Loveland
- responsible media
- academic resources
- agencies like US energy dept
- All of the above
- assoc. doesn't allow solar "panels"
- Big Thompson water conservatory in Berthoud
- City Building department
- Climate Wise Program
- codes
- Combined Information for all.
- consumer magazine
- CSU
- CSU extension
- CSU Extension Service and similar local sources
- CSU Resources
- direct research articles from peer reviewed journals
- Engineering News Record
- engineers
- experts in the field. Past experience
- Fact based research
- general information, internet
- good recomendation and info!
- google (2)
- Google (3)
- google or other search engines
- I do my own research
- I do research on the internet
- I do the math myself. Majored in it.
- I dont know who to trust
- I dont really trust anyone and the conflicting information is annoying
- I YOU DON'T SAY SOMETHING NOTHING CAN BE FIXED!
- independent research
- Industry associations
- INTERNET
- Internet
- internet (5)
- Internet (7)
- Internet research (3)
- internet research (4)
- internet resources
- Internet responses
- Internet rressources
- internet reviews
- internet search
- Internet Search (2)
- Internet Sources
- investigating the issue on my own
- it depends on the information
- LEAP
- local county extension offices have a lot of info available too.
- manufacturer
- media
- multi sources to colaborat info
- my conclusion from research
- My own research (3)
- my own research (6)

- My own sources and research.
- My research
- myself (3)
- newspapers & magazines
- News media
- non-biased research
- Northern Water
- On-line reviews of products
- Online research
- online resources
- our children are hydrologists
- own research
- past experiences
- Peer reviewed articles
- people who have gone through such a conversion
- personal experiance
- personal experience
- Personal knowledge of chemistry
- personal research
- personal reserch
- President
- professional orginizations
- professional society info
- Progressive news sources

- publicly funded, non-associated, research programs & studies
- reliable written reports
- reputable retailers only
- resaerch
- research
- Research based environmental groups
- research for info
- Science
- scientific journals
- social media
- statistical evaluations non biased
- teachers/educators
- technical reports from thorough study
- think tanks and other non profits
- todd rewoldt, longs peak energy conservation
- Trade Magazines, internet, newspaper articles
- university research
- web (2)
- web research
- web sites
- web/online
- websites dedicated to water/energy efficient upgrades and equipment.
- well executed resurrect from reputable peer reviewed sources

****Q10: How would you grade Loveland Water and Power in communicating with its customers about each of the following?**

General Information, Utility Safety, Strategies for lowering bills, Services Offered (tree-trimming, hydrant flushing, cross-connection), Construction/Projects, Rate Changes, Utility Performance (water quality, power reliability), Utility Service Outages

COMMENTS

- 1. Services Offered etc. I didn't know this was offered.
- A very good public utility, and not all are!
- all are good. None seem especially great or especially deficient.
- Although the monthly newsletter is good, it may not be enough.
- As far as I know, the only way L W & P communicates with us is through the monthly newsletter, which reaches us through our bill.
- average.
- destruction of some trees was 'over the top' about 3-4 yrs ago
- Don't get power or water from LWP..
- everyone does not read the information in the bill -- try to get the information out in other avenues.
- Folks were extra nice to come out and read my meter while I was experimenting with elec reduction. I would have liked some suggestions.
- get very little information on what's going on in Loveland for any of the above mentioned.....
- Good job keeping our water safe during the flood!
- Grade A for your bi-monthly home energy feedback report
- Haven't been a customer long enough to know about this.
- Haven't experienced some of the above
- I am an elder, don't own my home now. I supported wind energy for years in Berthoud and am willing to do what I can but it is limited by \$
- I assume you are referring to planned service outages, rather than accidental ones.
- I do hate that you spend money to send out the statement about comparing our energy consumption to our neighbors. Honestly, it doesn't change one bit the way we run our household and I'd be curious how many people change what they do because of it. Save the tree and keep the paper and stamps
- I don't know if Loveland Water and Power is the same as The City of Loveland but I do like it when I get the little letter that says how I compare to my neighbors. Interesting
- I don't read the news letter so I can't make an accurate response to most of these questions.
- I don't remember having a utility service outage!
- I don't remember hearing about most of these.
- I have called about tree branches causing power lines to arc and was told no budget available; service would have to wait until next year. When service did finally arrive they were appalled at the amount of burn evidence on the wires, trees and utility poles.

- I have never had a problem with them. I have never experienced a power outage since being with them. The info packet that comes with the bill is informative and my bill is clear :)
- I have never seen any of this information, except the Loveland newsletter that comes with the bill.
- I have not heard anything about any of these items from LWP.
- I haven't really had to deal with any subjects
- I just pay my bill but probably should read more about what's going on.
- I like the "how you rate with your most efficient neighbors" mailing with the advice, I am often close to the most efficient neighbors and want to be more efficient, teach me how!
- I live in a homeowners development and things are done via votes. Could not make last meeting so was unable to bring up questions.
- I live in an apartment I believe the grounds in all apartments should be watered every other day. This includes businesses.
- I live in an unincorporated area of Loveland but get a bill from City of Loveland
- I live in the canyon and both before and after the flood we were rarely notified of power outages. They continue to happen on a regular basis but we are not notified..
- I love the news letter in my utility bill. Well done!
- I marked Outages N/A because I've been here almost a year and have yet to experience an outage. Nicely done!
- I might just be missing some of this information, too
- I never hear about anything except through the info with the bill no one reads that prefer emails
- I read "The Loveland City Update" and have been impressed with construction updates, i.e. flood damage/repair (love the video on moving the river!), continuous motion intersection at Madison & 34 (even an online model prior to construction!), etc.
- I read my utility bill and the local newspaper every day to keep up on information.
- I suppose if I don't know about any number of options, does that mean you've failed at communicating them? Perhaps I should check "F" instead of "don't know."
- I think the monthly reports (grades) that the City mails are a huge waste of money. If they must send them out, include them with the bills to save money.
- I think your Home Energy Report is unrealistic. When my husband died and I lived with my daughter and son-in-law my grade went to great. Well no one was living in the house for 3 1/2 mos. Now I see on my report, "You're on pace to use less in 2014." That's mainly because there is only one person living in the house now. I think the average is somehow skewed and maybe you are including homes in the average that are not inhabited. I have a five-star home and use very little utilities and think my standing should be very high in comparison. I would like to see who these efficient neighbors are. How can they be living in their homes and keep their yards tidy? Do they commute to the city during the week? (So that no utilities are used)
- I usually do not get around to reading the flyer sent with my bill every month so it eventually goes in the trash.
- I usually get information late or after the fact.
- I'm a new customer so this is hard to rate for the moment.
- I'm afraid I don't know the most about what you provide.
- I'm in a condo association, so don't get individual info that isn't included in my utility bill.
- I'm new to the area and haven't been here long enough to answer
- I'm only aware of the news that comes out in the newsletter.

- I've never received notice of construction/projects, don't feel well informed on utility safety, rate changes, & things in general. Information on outages has been limited & difficult to obtain on several occasions. Overall, I rate communication as a C-/D+
- I've only been in Loveland for 6 weeks.
- If one does not subscribe to the local paper the only other source for the above is chance and the insert in our bills.
- In reference to the March 25, 2013 (chemical coagulant system malfunction) and getting the notice May 7, 2013, I feel that was unacceptable. That was the same time period that I couldn't figure out why I was getting stomach cramps.
- It would be nice to have an easier way to get information vs going to the online site after there's an issue.
- Just moved here.
- Just moved, haven't received first statement yet but there does seem to be a lot of information available.
- letting us know by auto message is easy and affordable, why is it not done?
- Loveland has done me good for decades. Please don't force any tree-hugging policies. I like Loveland because it isn't Ft Collins or Boulder
- Loveland's website is a great source If I want to know something I go look and have found most everything I have looked for
- LWP has been irresponsible for years by not properly maintaining the existing infrastructure. The prevailing philosophy seems to be "I want to use it today and let someone else pay for it tomorrow."
- Maybe my fault for not reading everything that comes in the mail!
- Much appreciated the energy and water audit with CFLs and other replacement parts provided by the collaboration with the County!
- My home is powered by grid-tied solar power. The city was supportive and easy to work with to accomplish the installation.
- New to Loveland (< a year).
- New to Loveland. Was in Masonville , so frequented Loveland often. I have family in Loveland
- Not sure because my husband opens that bill. I have seen the informational brochure on occasion and it's been informative. I like it.
- Nothing suggested in this survey would reduce the cost of power.
- online services and city web site are poor. No easy way to get utility information, historical usage for water and power. Billing and payment system is antiquated. Should have utility and city news letters sent electronically, save paper and printing. News letter content with bill is not very useful, most of the time.
- Only lived here 5 months.
- Only problem is frequent water main ruptures
- P&W did a great job with the flooding last year. That was incredible how small the disruption of service was.
- Please stop sending out those expensive (expensive color and paper!) neighbor comparisons. Not necessary.
- Question does not explain what the A B C D F selections mean
- rate change info does not always contain a clear message as to why, and if it is associated with cost of improvements, why is this not a temporary cost instead of a continuing cost? ie Once there is a cost increase for any reason it becomes permanent
- Since I've only been here a short time, I don't have an opinion about the communication of these items. The only one I've experienced was an outage and they did a good job on the phone initially communicating, but then stopped answering the phone. HIGHLY suggest you post outage

information on your website and on Facebook or Twitter so we can use cellular technology to find out what's going on.

- Some people may not be familiar with your grading system. I'm assuming it's like a school grading system.
- Sometimes the update mailed with the bill has info that has already occurred or is old news.
- Sorry about the 'Don't know/NA. We are new residents.
- Sure would be nice to be notified when you plan to turn the water off for a few hours when you know in advance even by a few hours
- The city does a good job of the info with our bill but have to admit I do not read it thoroughly enough
- The City newsletter which comes with the bills is a great source for the above.
- The electric usage report that grades my performance compared to my neighbors is pointless and a waste of \$\$\$.
- The enclosed periodical in the bill is more like a local newspaper than a source of information.
- The newsletter inserted with the monthly utility bill is educational and informative.
- There hasn't been an outage to my knowledge in my area since I moved in last year, so I can't comment on communication in that area since it has not been relevant for me yet. Also, I didn't know that tree-trimming etc. are services offered by Loveland Water and Power, so I guess the communication there could be beefed up.
- There is too much spent on paper & postage. Having a comparison of usage and total charges of previous year on each bill is very helpful except that there is no mention of the comparison of what the rates were. I am supposing that it was to avoid irate customer response in the increases.
- To increase clarity, you should label on your scale that A is the best rating.

- Upon answering these questions I also again have to believe that you care enough to help people like me understand or you would not be doing this. So I do expect information that will help us understand.
- Use written information. Not everyone "lives" on the computer! I do NOT want to have to sit in front of the computer in order to get news, changes, proposals, etc.
- using the local newspaper helps a lot
- Utility service outages may be better served with a reverse call to phones in the area rather than word of mouth.
- VERY LOW IN ALL POSTED
- Very poor communication about some things, i.e., I didn't even know Loveland Water and Power offered services like tree-trimming, etc.
- We are new residents, who have been here exactly two months. We will be able to better answer these questions next year.
- We are new to the community (6 months) and have received little information and have no basis re: history or changes.
- We have a number of outages, and very rarely are notified ahead of time.
- we have had to endure utility services without knowing it was going to happen or road construction until I have had to call the offices to find out why, then I am told!
- We have not had our hydrant flushed in the fourteen years we have lived here in [REDACTED]
- We have only lived here for 8 months
- We learn quite a bit through the newspaper and the enclosures with our city bill.
- we read the printed newsletter and I occasionally check FB but emails would be good for updates
- We've lived in a number of states and I don't remember any other city communicating as well as Loveland Water and Power

- What is cross-connection? Also on rate changes, several years ago the City raised the laughable mosquito rate from .70 cent a month per household to .80 cents. With 29,000 accounts, are you seriously telling me the City spends over \$278,000/year on sporadically spraying ponds within the City? No wonder this contractor's employees drive such nice vehicles.
- Where can we get the water quality report that we use to get in the mail?
- would like to have seen system improvements by previous administration instead of keeping rates low and system going to hell
- Would like to hear more about future projected rate increases.
- You are always letting the community know in one way or another of what is going on.
-
- You keep sending those sheets about how much more power, etc. we use than our neighbors. The reason is that we are both artists and we work out of our home. We're home all day most of the time, using some machinery, and often our Apple computers. Save some money and stop sending these out!
- You use poison to kill organisms in the water supply and refuse to admit that those poisons could negatively effect residents, especially children.
- Your newsletter in our bill is nice. I think I did check your website with my smartphone connection verify a power outage a few weeks ago.
- Your water rates are outrageous in the Winter months when we use no water at all. Typical government over charging.

****Q11: Which of the following topics are you interested in learning more about from Loveland Water and Power? Please check all that apply.**

OTHER

- A little about all of them I suppose
- All
- All are important in one way or the other. Communication is best way to go in my mind. Enclosure with bill special mailing means "important" information to me
- all the info about flood rehab has been appreciated
- Alternative Energy Options
- annual water report is excellent
- Build a new conventional power plant
- City does a good job in all these areas
- Clean, sustainable renewable energy sources
- Conservation
- conservation programs
- cost of water service to out of city limit customers
- cost/revenue ratio for residential customers vs commercial customers
- current/future sources of power
- Efforts to conserve water in parks
- eliminate fluoride in the water
- energy alternatives
- energy efficiency items and local/state rebates
- Everything that saves me money
- fluoride contamination of our drinking water supply
- home solar into grid
- How dependable is the hydrant in our neighborhood?
- How I can help to keep rates low
- how to conserve energy
- I think we are on top of strategies.
- I'm interested to know what's going on in my area.
- Inform public about the high quality of the people that are doing the work at the water & wastewater plants
- infrastructure
- local outages
- net metering
- never raise rates - sell more
- News articles do a good job
- Not sure
- planning for renewable energy sources
- progress in increasing renewable energy updates; pros and cons of renewable energy sources
- rebates
- Renewal energy options
- RENEWABLE ENERGY
- renewable energy (3)
- renewable energy options
- Renewable energy plans
- Renewable energy policy
- Renewables
- residential solar projects
- roof solar panels
- Saving money
- self generation of electricity (sp? banking?)
- solar
- Solar "shares"
- solar panels
- solar, solar, solar!!!
- Strategies for lowering bills, IF you have related programs to do it, like optional demand and TOU rates.

- that you are lowering my bill
- the digging, those large water projects
- They do a good job now
- trash removal gratuity
- want a ban on fracking!
- Waterway cleanup
- What chemicals are used in the water and at what levels.
- What is the utility doing to ensure future system reliability and low rates
- what you share now seems to work for me
- When more regulations are being applied

- when problems will be fixed, not just patched
- Why are you spending MY money on this garbage?
- Why rates are going up - growth? Slow it!
- You already do an excellent job of communicating with citizens
- you need to very carefully consider the public's ability regarding price rises. Especially the elderly. Everything has gone up money-wise except social security!! Also, a lot of people are out of work, and they can't afford a rise in costs. So, do everything to keep the costs down. Thank you.

*****Q14: Which of the following methods do you prefer for receiving information from Loveland Water and Power? Please check all that apply.***

OTHER

- Anything I hear (via newspaper, City Update, hearing people mention it, etc., I go to the website. I trust the website to be the MOST up-to-date information available.
- Blog/RSS Feed
- doorto door awareness flyers or visits from ewpreswntatives, students or unemployed folks that could do job at a low salary
- In the canyon: have appreciated phone information related to planned outages
- internet
- Note on the door for hydrant flushing
- SMS text
- text (outage status, etc)
- text msg for urgent info
- This survey made us aware of the website and we will explore it.
- Web Site
- Web site
- website (2)
- website (despite the fact I haven't visited it)
- Where did I say I wanted ANY information from LWP?
- wish i could opt out of mailings and pay bill online. Would rather receive email newsletters

*****Q15: Which of the following methods do you prefer for receiving communications about Loveland Water and Power emergencies or outages? Please check all that apply.***

OTHER

- bill mailing
- By mail
- direct mail
- door to door flyers or contact
- Gov channel TV
- hang tag on door knob if 24 hours in advance
- If electricity is out we have no access to Email
- If limited to my geographical service area.
- if no power - A call in phone #
- If outage is effecting only a certain neighborhood, then it would be most beneficial to have a few representatives come out and warn the community in person (door to door)
- If true emergency, phone call is a MUST! Newspaper is ok if not an emergency.
- in our bills
- Information line serviced by a representative, rather than a recording
- Let's not forget TV and Comcast government channel
- Local TV and Radio
- Local TV and radio
- Local TV/Radio
- mail (2)
- mail or bill
- Newsletter
- Outage line/recording
- Phone for emergencies
- radio (2)
- Radio (4)
- Radio including KUNC-FM
- Radio- TV
- Radio, TV
- reverse 911 tell us the problem & outage anticipated
- reverse 911 type call
- robo calls
- See above
- Tv
- tv
- TV (3)
- tv news
- TV or door personally
- TV, radio
- TV/News broadcast
- TV/radio
- Twitter

****Q17: Please indicate the additional amount you'd be willing to pay each month for water conservation programs.**

3% more, 5% more, 10% more, I would not be willing to pay for this, Other

- \$.25
- \$1
- \$20
- 0%-10%
- 1% (4)
- 100% more
- 2% (2)
- 3% more with an anticipated expiration date.
- 50c
- adjusted per use
- Be specific.
- city to give consumer financial incentives to conserve
- Conservative should reduce rates not cause a premium. Those who use more should pay to play.
- depends - see comment
- depends on program and trust in company
- depends on what you offer
- Depends on what you're talking about
- do not have water service
- Economically unable to pay more
- I can't afford to pay more, but if I could I would
- I cannot pay for this

OTHER

- I would be willing to pay 3% for all not per program
- I'm not sure
- landlord pays for the water
- little as possible.
- more than 10%
- n.a.
- N/A We are on a well.
- need more info
- no water service
- Not a water customer
- not relevant, well user
- not sure
- remain same
- See below
- see comment
- see comment
- Tell me first what is "program"
- we buy- you supply
- We do not use the water utility.
- why

COMMENTS

- After reading and answering the former questions about helping to bring bills down, now you are asking about raising them. I have a small income, under \$800 a month. Raising a bill from anywhere is a problem for me.
- Again...City of Loveland needs to mind it's own shop

- ALL should pay for some solar development, not just some 'buying' specific kilowatts of wind power. What does the asterisk mean?
- Any increase in cost has to be "worth it" and beneficial for all. With the increase in gas/food/energy costs already going up-and income not increasing, but decreasing-we need to be careful not to create programs, increasing customer bills and then customers not able to afford their bill.
- As a senior (handicapped) I am already on a tight budget.
- As I have said, we need to embrace clean energy and I would be willing to pay this additional fee as I did in the past
- As long as building permits continue to be issued, I will not hesitate to flush my toilet, water my lawn, wash my car, etc.
- As long as the money can not be used for anything else that politicians come up with and the rate is reduced after the money is no longer needed.
- As long as we are kept informed as to exactly where this money is going and specific goals are outlined
- As long as we know what the money is actually doing.
- Barely able to keep up financially on a fixed income at this time at the present rates. Increased rates will certainly be a great burden to us on social security and fixed incomes and low paying jobs.
- Be specific.
- can hardly pay for what we have
- Can't afford to pay more
- City of Loveland should seek grants to offset the cost of conservation programs.
- City useage conservation is big opportunity For example water running down street from public grounds
- Conservation should not be about money, everything in government is now about money. We are a community, a town, a city, not a corporation.
- depends on what exactly we are spending money on and how well we are being responsible for taxpayer's money. If we as a community individually save water usage, saving money - that should work towards our goals as well.
- Everything is going up but wages, soon nobody will be able to heat/cool their home, yet alone pay the mortgage on top of it. We must have limits and continually looking for ways to lower costs, not raise them.
- Fixed income -- must keep cost down
- Fracking uses huge amounts of water and until this ceases why should I be paying more to conserve when they don't?
- GIVE THE PEOPLE THAT SAVE AND CHARGE THE PEOPLE THAT DON'T !
- give the residents that conserve water/electricity discounts for doing the right thing. Since my household is in the middle of conserving tell me where or what my neighbors are doing to different than I.
- Hopefully improved efficiency will reduce costs.
- I actively take steps to conserve water and power and feel that those who are the high level and wasteful consumers should be the ones "incentivized" to reduce consumption. If I am already at the highest level of conservation in comparison to my neighbors (according to the LWP mailings) then it isn't fair for me to pay more for having good behavior.
- I already conserve
- I already pay. Plus there are grants, etc. available for special studies.
- I am not connected to Loveland water service.
- I am on a fixed income, so about 5% is all that I can afford. I truly wish that I could afford more or just make a monthly donation.
- I am on food stamps and assistant medical needs!
- I am quite a conservationist of my water now.

- I appreciate that this would be tied to consumption, and not a flat fee, as we are a small household that is relatively efficient in our use of water and electricity.
- I cannot afford any more.
- I cannot afford my bills now and I conserve as much as possible.
- i cant afford more then what i pay now
- I conserve water to save money. I do not want to pay more for it!
- I could easily be talked into a 5% more increase.
- I don't know!!
- I don't need a program to conserve water. I already do it.
- I have well water in the canyon.
- I live on a fixed income, so the lesser amount would be doable for me.
- I need help myself can't pay my bill at times. Husband's work vary's - leap comes out when higher - than bomb down work goes look at over all yearly amount.
- I need more information. Why would it cost money to conserve water? What programs will be offered? If you can respond, my email is sheryldaneman@gmail.com
- I need to know why it would cost any more.
- I only have sewer service from the city
- I only have water service - I am in the county and do not have sewer service. I use less than 1000 gallons per month. I have NO grass to water!!
- I realize these programs would cost more to implement but if it saves in the long run it's only right for the consumer to help pay for it.
- I RENT.
- I think it is best to first explore efficiencies before trying to charge the customer more.
- I thought you were trying to REDUCE the cost? Why would I pay more for unnecessary environmental-add ons that do

nothing to promote the economy and do little to nothing for the environment?.

- I use 1000-2000 gallons per month, so I don't think I should have to pay more based on the average.
- I would like to know what types of programs you would implement for water conservation.
- I would need to understand why "conservation" is more costly.
- i would only be willing to pay more if we get an accountability in our bill each month on what's being done; not just spending and not communicating to customers how it's being spent.
- I would think that people that participate and do conserve water would not need to pay more.
- I would wonder if the purpose of this question is to know just how high you can go without a lot of static.
- I'd like to see regulations on residential and businesses first. Set days or hours that they can water lawns, not watering while it's raining, not watering in the middle of the day, ect. I see a lot of water waste that should be addressed and that's what I'd be willing to spend money on, enforcement of water regulations that conserve water.
- I'm a single "old elder" , so I don't know how typical I am in profile of users.I also am old enough to appreciate the irony in driving to reduce water usage and supporting fracking in and around Loveland.
- I'm on a fixed income & don't have a way of paying a lot extra each month
- I'm suffering from your last rate hike.
- If I am conserving water usage WHY do I have to PAY MORE?
- If I use less water, why should I pay more for that????
- If it would save the amount of money it costs for the program (1:1) then 10% would make sense.
- If these improvements are quantifiable.

- if water conservation programs are instituted why do they have to cost more, since reduced consumption is lowering bills and usage. I always thought that conservation would result in increased efficiency thereby reducing customers cost
- If water is conserved, why would I pay more?
- If we are conserving way will it cost more?
- IF, of course, this rate were to stay static for a guaranteed timeframe of five years.
- Im a renter
- Information is already available. Anyone who wants it can find it already.
- Is it really necessary to charge more?
- It depends what you mean "programs". If you are referring only to educational programs, I would want to see data that shows effectiveness before paying more. I would definitely pay more for infrastructure changes that support water conservation.
- It really depends upon what the conservation "program" involves. Yes for expanding (in a "conservation sense" reservoirs, more efficient (and emergency redundancy) in water treatment and waste water treatment. No for hiring extra personal to do conservation outreach/teaching.
- It would depend on the actual program they wish to implement
- It would depend on what it was. At times I might be willing to pay more
- Let's do it, but would the city absorb any costs of facility improvements/staff increases?
- live in a condo community...people don't conserve!! They think water is free!! (I conserve though!) :-)
- Most alternative energy (except nuclear) cost too much, are not practical and will never replace fossil fuels.
- Most people ignore these programs, why pay for nothing????
- Need more info on why we would pay more to use less.
- need more information
- Need to know more about program
- No Smart meters with utility Wi-Fi connection, but would like to see local display of real time and historical usage.
- Not unless my bill would be lowered once the conservation goal has been reached.
- Not until commercial and housing tracts and HOA's have reduced usage from using rain sensors, repair broken sprinkler heads, and don't waste that water.
- Noting the poor job of conservation now - sending out usage information in separate envelope, etc. - don't think we need to pay more. LWP just needs to operate more efficiently. Save by emailing billing, etc.
- Of course what we would be willing to pay depends on what programs are being implemented. This is extremely hypothetical.
- Offer all TURF waters to upgrade sprinkler heads to reduce amount used, Have all sprinkler clocks to be connected to weather stations ,
- On fixed income & only use 1/2 of what you describe as average.f
- Pay for what? Where? At the water plant, at my home, etc. Might be interested if it has a measurable effect on my bill.
- Perhaps I misunderstand, if we use less we should pay less.
- Perhaps the cost could be spread out in such a way that low income folks don't have as much impact as those who can easily afford the extra.
- Programs have to apply to everyone.
- Renewable energy is still not cost effective. I hope the dam is built.
- saving water should not cost more..... it should cost me less! Furthermore, a brown yard should be okay- not against regulations.
- social media use.

- Spendable income - my fixed income keeps decreasing because of so many increases anymore - is more difficult than ever to make ends meet and causes financial burdens
- Start your conservation program by cutting water usage to golf courses and eliminating median grassed areas in this city along divided roadways.
- STOP that stupid Agenda 21 and STOP denying that Loveland is part of Agenda 21
- the low amount is because we are on a fixed income
- The LWP has not done an actual read on my water for over 2 years now. they constantly charge me for 20k gal per month even when the house has been vacant for 1/2 - 3/4 of the month. I want to know what has to be done to get an actual reading of my water consumption instead of guessing or assuming the usage.
- The premises are incorrect. Financing any infrastructure costs, that is correct, but waiting costs more than doing it.
- The term "residential" bothers me, here, because in my observation Churches are the most wasteful when it comes to water conservation.
- These programs typically reward those folks who wasted water previously and show improvement for a while. While those of us who currently conserve, get no benefit because we can't reduce any more and yet we pay for the previous bad habits of others. Why not set a goal to reach (No just percentage), and then reward folks who met that goal.
- This should be automatic. As a society, we all should be participating in water saving practices. Finally new homes are being built with water saving functions- this should be standard in all homes. We should be allowed to collect our rainwater as well!
- This state already takes enough taxes from the people.
- This would need to be reviewed annually to make sure the increase is supporting what it's supposed to.
- Those who use more should pay more; seniors and singles should be given a break, they seem to be the groups who get nailed with the most increases
- Tough question to answer without knowing if the City has enough water rights to make it through a drought...and not too relevant after a flood.
- Unless something would be done to stop the waste of others through fines
- Very important - problem currently I need a job to pay my current bills
- Water conservation doesn't sound very important until there isn't any water left.
- Water is renewable. It does not disappear, only goes through a cycle.
- We already pay more for our utilities because we're in a county enclave.
- We are a family of 5 and we are struggling financially as it is... so this is not possible for us.
- We are forced to pay for services we don't need!
- We are outside the area served by the water utility.
- We are well below these averages. Can't understand how homeowners can use so much!
- we do not need programs !
- We don't have Loveland water service
- We have got to be more focused on the future. With climate destabilization, who knows what will happen? We must face the fact that we live in a semi-arid environment, NOT the midwest!
- We have to pay to be told how to conserve water?
- We need to really commit to water conservation for now and the future
- We should not pay for this!! People need to use common sense and conserve on their own
- We support what we understand and we are willing to put resources behind our commitments.

- When I can't buy the amount I want - without penalty - America has lost more freedom
- Where? At home or parks and green belts, etc.
- Why are you making the text for not being willing to pay so much smaller? Biased survey.
- why ask now, you do as you please
- Why do we have the mentality that we have to pay to live?
- why does conservation ... using less ... have to cost more?
- Why in the hell would I want to pay more for less? Are you serious? Wow. No wonder this country is in the shambles it is.
- why would I pay more if I use less?
- Willing to pay for programs that can help the city or agriculture decrease cost, not for policing residents.
- wind and solar energy is a very bad source for electricity
- with all the new revenue from the pot industry, you should be ashamed asking us to pay extra. Have some of that money funnel back into the community
- With the wasteful water practices the City allows in the forementioned comment I would not support an increase. I have mentioned this problem to the City before and observed no action to correct this. Is the City intimidated by the McWhinney empire to allow this wasteful practice? Is it because we allowed poorly designed water line

application that allows pipes to freeze during winter months when we conducted code inspections?

- Would like to know why the increase is needed, still for it, just the reason behind it.
- Would not want it to lower my residential water pressure which is very low already.
- Would prefer less
- Would recommend deeper negotiations with any for-profit entities.
- Would require much more information before I made that choice
- Xeriscape rebate programs need to be initiated to encourage removal of turf grasses. You'll never succeed as long as turf grasses are not penalized by way of higher irrigation costs. Turf grasses are not native to the Loveland area and should be discouraged in favor of more native, water-friendly species.
- You charge enough as it is. I continually see City employees standing around on projects joking around and no work being done. More workers on a project than needed.
- You should be able to find a way to pay for this program with mulching program or some other program...
- You should move to Boulder for this
- Your rates are higher than in any place I have lived before moving here

****Q18: Please indicate the additional amount you'd be willing to pay each month for energy efficiency programs.**

3% more, 5% more, 10% more, I would not be willing to pay for this, Other

- 0
- 1.5%
- \$0.35
- \$0.82
- \$1
- 1
- \$20
- ? (2)
- \$1.00 per month
- 0%-10%
- 1% (6)
- 1%?
- 2% (2)
- 50c
- adjusted per use
- As above
- Be specific
- city to give consumer financial incentives to be more efficient
- depends - see comment
- Depends on program!
- Does not apply to me
- Exceptionally important to negotiate with for-profit energy produces or have a non-profit, City entity provid energy
- Fee for service
- I would be willing to pay 3% for all not per program

OTHER

- I'm not sure
- If I get a raise
- IF I SAVE ON USE --WHY WOULD YOU WAN'T TO CHARGE ME MORE?
- little as possible.
- maybe 1.00
- My threshold would be \$1/month
- need more info
- need more information
- Not sure
- not sure
- remain same
- same as above (2)
- Same as above. Those who use the most should pay the premium, not those who conserve. I understand that quantification is difficult, but the data is available and should guide programs. Those operating outside norms need to be held accountable.
- see above
- see comment (2)
- some amount less than a dollar
- Tell me first what is "program"
- Unable to afford
- We have Xcel
- Willing to pay if payback program in place.

COMMENTS

- "Energy efficiency" as related to what? To whom?
- Again, allowing fracking and environmentally unfriendly businesses to continue but asking residents to pay more for energy efficiency is ridiculous.
- Again, I cannot afford what my bills are now.
- Again, I conserve to save money. I don't want to pay more for it. This doesn't make sense!
- Again, this would need to be reviewed annually to make sure the increase is supporting what it's supposed to.
- Again, we are well below these averages. Can't understand how homeowners can use so much!
- Again, why should I pay extra to help other folks do a common sense item such as trying to reduce energy cost. No one has helped me. I did my own upgrades, because it made financial sense.
- Again, why should I pay MORE for being MORE EFFICIENT????
- Although I use an average of 100-200 KWH per month, I would be willing to temporarily pay more to get more energy efficient programs in place.
- As a consumer, do not know what this means to me other than paying more--e.g. will it limit my access or available use of certain equipment or systems? Not enough information to make choice.
- as a disabled, retired senior, cannot afford more
- As above with water
- As long as energy efficiency focuses on the use and development of clean, sustainable renewable sources.
- As long as it would pay for itself in energy efficiency.
- As long as the money can not be used for anything else that politicians come up with and the rate is reduced after the money is no longer needed.
- As long as we know what the money is actually doing.
- Be specific.
- can hardly pay for what we got
- Can't afford to pay more
- Colorado has lots of sunshine, solar needs to be investigated more for our town to be able to lower our utility bills. European countries already have advanced solar/wind available to residents, on every house in some communities.
- Community involvement is key. Those who are unwilling to help must not be allowed to raise the cost for everyone.
- Continue to offer current energy audit program.
- Cut the waste. Lighting in most businesses is ridiculous. Cost to provide this is not a sign of energy efficiency & is only passed on to the consumer in the form of higher prices. Home owners have to conserve, businesses don't. Businesses get a cheaper rate based on volume of consumption. Home owners have no way to write off this expense.
- depends on what exactly we are spending money on and how well we are being responsible for taxpayer's money. If we as a community individually save energy usage, saving money - that should work towards our goals as well.
- Depends on whether the city government usage is a priority or just residential users
- Fixed income -- must keep cost down
- GIVE TO THE ONE'S THAT SAVE !!
- I already conserve
- I am extremely energy efficient!
- I am not connected to Loveland electrical service.
- I am willing to pay 3% total for all three areas--water, energy, and renewable.
- I appreciate that this would be tied to consumption, and not a flat fee, as we are a small household that is relatively efficient in our use of water and electricity.
- I can google it myself thanks. I don't need a program.

- I cannot because I simply don't have any more to pay.
- I don't know
- I feel like I'm already very energy efficient: use very little to heat my home, have all my gardens on a drip system, abide by watering schedules for my lawns when they are needed, and use very little household water.
- I live on a fixed income and don't get much of, if any raise for the year. Any increase puts a strain on my budget.
- I only need my own energy efficiency program and no one else's. I turn it off when it isn't used.
- I should decrease my payments and not pay more.
- I think it is best to first explore efficiencies before trying to charge the customer more.
- I think the amount would be relative to the program/s..."Will it save me money in the long run?"
- I thought you were trying to REDUCE the cost? Why would I pay more for unnecessary environmental-add ons that do nothing to promote the economy and do little to nothing for the environment?.
- I would go up to \$5 to see us do this.
- I would like to know what types of programs you would implement for energy efficiency.
- I would like to see Water and Power implement more natural gas usage due to it's abundance, cost and lower emissions
- I would need to understand why "Efficiency" is more costly.
- I would pay for this program but ONLY if I were to benefit from it.
- I'd sort of hope efficiency would reduce costs
- I'm on a fixed income & don't have a way of paying a lot extra each month
- If I am more energy efficient, why would I pay more?
- If I use less energy, why should I pay more for that?????
- If it is efficient, than why would it cost more?
- If it would save the amount of money it costs for the program (1:1) then 10% would make sense.
- If we're all becoming more efficient, we will save money, not spend more.
- If we're saving energy, why do I have to pay MORE?
- IF, of course, this rate were to stay static for a guaranteed timeframe of five years.
- Initiate rebates for photovoltaic installations and encourage their use. No capital costs per se (outside of the rebate) and long-term benefit for the City. The PowerHouse shingle product is very unobtrusive and could potentially provide a lot of power to the City.
- It will only encourage more expansion if a surplus existed.
- It would depend on the actual program they wish to implement
- Its already going to cost me to upgrade or improve my own home.
- look at above comment
- market will drive this when the economics make sense.
- more efficiency should cut costs ...
- More efficient energy programs should cost less, not more, unless you are referring to funding initial capital investments, or peak usage surcharges.
- Most energy efficiency programs focus on things that a renter has no say in.
- My utility rates are low because I use common sense and turn off all extra usage when not needed.
- My willingness to pay would depend largely on how good and effect the program was actually going to be. I don't want to pay more for something that is wasted effort.
- Necessary?
- need more information
- Need to know more about program
- no more programs, just share information in our utility bills

- No Smart meters with utility Wi-Fi connection, but would like to see local display of real time and historical usage.
- Not unless my bill would be lowered once the efficiency goal had been reached.
- Nothing!!!!
- Noting the poor job of conservation now - sending out usage information in separate envelope, etc. - don't think we need to pay more. LWP just needs to operate more efficiently. Save by emailing billing, etc.
- On Fixed income and already do everything we can to conserve.
- Only if these programs are proved efficient
- Only if workers hired to do this were trained and certified. The contractors hired for LEAP don't do what they're supposed to and damage people's homes and property.
- Perhaps I misunderstand, if we use less we should pay less.
- Provide discounts for conserving energy on your own!
- same as #18
- same as above
- same as above Less use should lead to lower charge for what is used, not the other way around !
- Same comment as above
- same comment as above
- Same comments as above.
- See #19
- See above
- see above
- see above comment
- See above comment. Poor form.
- see above comment
- See comment #18. focus on the future!
- see comments above
- See comments under #19
- social media use
- Solar panels are the most inefficient method for electrical production
- spend more=more funding
- STOP that stupid Agenda 21 and STOP denying that Loveland is part of Agenda 21
- There is a lot of "free information" if customers would just be directed to it. I would rather see the money go into helping those that can't make those changes (discounts/rebates)-but feel companies that benefit should be the ones to help pay for it.
- this is kind of an oxymoron type question- I would hope that energy efficiency would result in lower bills not a 6 dollar increase
- This seems like a way for the City to make additional money.
- Those who use more should pay more; seniors and singles should be given a break, they seem to be the groups who get nailed with the most increases
- Utility bills are already expensive enough.
- Very important - problem currently I need a job to pay my current bills
- very limited income
- We already pay enough in taxes.
- We already pay more for our utilities because we're in a county enclave.
- we do not need programs !
- We support what we understand and we are willing to put resources behind our commitments.
- What, so you can have my fees pay to upgrade the energy efficiency of the homes where illegal aliens and welfare rats are living? Yeah, I think not.
- why ask now, you do as you please
- Why is 3% 2.00 here and .82 for water conservation?
- Why should it cost money to do something that should be done for the betterment of society?

- Why would an increase be needed? Not against it but like above, would want to understand the need - more staff? resources? etc.
- Would have to consider each program as it is presented.
- Would prefer less

- You should be able to find a way to pay for this program without it costing consumers extra money...look at what other small cities have done?????
- You should move to Boulder for this
- You shouldn't have to pay for energy efficiency.

****Q19: Please indicate the additional amount you'd be willing to pay each month for renewable energy programs.**

5% more, 10% more, 15% more, I would not be willing to pay for this, Other

OTHER

- 0
- 1.5%
- 2%
- \$.15
- \$0.82
- \$1
- 1
- ?
- \$1 per month
- \$1-2.00
- \$2 (2)
- \$2.00 more
- 0%-3%
- 1% (7)
- 1%?
- 3 percent more
- 3% (15)
- 5% more with an anticipated expiration date.
- 50cent
- Absolutely do not want to pay for this nor do I think government should be wasting their time and our money on programs that are demonstrably money sink-holes.
- adjusted per use
- Again, same as above two responses. Those who operate outside the norm pay the premium, not those who make the effort to conserve, let alone those who are exemplary in their conservation efforts.
- As above
- Be specific
- cannot afford an increase that large. I am a senior citizen on a fixed income
- depends
- Depends on technology.
- Fee for service
- First exhaust conservation
- How about 1or 2%
- I already agree/pay for renewable energy watts on my electrical bill
- I am on a fixed income so any increase would hurt at this time
- I would be willing to pay 3% for all not per program
- If I get a raise
- It depends on what it is.
- just 3%
- Less than 5% (2)
- less than 5% (2)
- little as possible.
- maybe 3 percent
- Maybe 3%
- maybe pay 1 or 2.00
- maybe2-3%

- my fair share if it cut down my bill
- need more info, this is a ridiculous question w/out knowledge
- need more information
- need to know more
- none
- not sure - need to how it would affect my usage
- Not sure (2)
- not sure (4)
- reallocation of tax revenue toward renewable energy
- same as above
- See above

- see above
- see below
- see comment
- solar
- Tell me first what is "program"
- Unable to afford
- unknown
- unsure
- We have Xcel
- Willing to pay if payback program in place.
- your cost rating is too high. It does need to be included but at a lower cost.

COMMENTS

- I would need to know more first
- "Renewable" energy sources are not yet efficient enough to justify including them, much less forcing them onto our residents. If a homeowner chooses to install solar panels on his or her own home, that is his or her right. Solar farms and wind farms should not be mandated for our city. They are cumbersome, noisy, unattractive and inefficient.
- \$6.18 total doesn't sound like a big increase, however there were times that I had NO increase on my social security.
- 0% except for what is mandated by law. Solar and wind are inefficient, not reliable (intermittent) we need "base load" and "peaking needs") instead. Wind also kills birds (see litigations as well as exemptions). I may be willing to pay some for renewables if close to Loveland (farther away, more inefficient) and if in a "solar farm, PV, not thermal)
- 5% is too high for starters.
- after initial investments, I would expect to see a savings here
- Again, I would want my bill lowered once the renewable energy was starting to be recirculated within the system.
- Again, the willingness to pay depends largely on the quality and efficiency of the programs.
- Again, this would need to be reviewed annually to make sure the increase is supporting what it's supposed to.
- As long as the money can not be used for anything else that politicians come up with and the rate is reduced after the money is no longer needed.
- As many residents of Loveland, I live on low wage income.
- Be specific.
- Being on a very small fixed income does not allow for any extra cost increases for people like myself and many others on fixed incomes. We're all trying to survive as it is on fixed incomes.
- But, I do believe that in the long run, renewables should not cost more.
- Can't afford to pay more
- cost and reliability is a major problem
- Current charges are very high as is \$300 / month too high !
- depends on what exactly we are spending money on and how well we are being responsible for taxpayer's money. Need a lot more information to see what is worth the extra 10.05?
- Depends on where it will be coming from.

- ditto above
- Everyone benefits from adding renewables to the system/infrastructure. It seems arbitrary and unfair to seek volunteers from the customer base who are willing to pay more for the illusion that their power is wind or solar generated. If we need the extra capacity, everyone should bear the costs.
- Good business practice should already move companies to want to do this. Why should I pay extra for a business to become more profitable. The bottom line should drive whether it is smart to develop renewable energy or not.
- How about providing DETAILS on each of the programs or proposed programs? AND - NOT on-line!
- However,when you add up all three items from questions 18, 19, and 20 then the numbers change as I have to consider the total bill, not just each one individually.
- I already pay this, but would like an option to pay for actual, not estimated, usage.
- I am on food stamps and medicaid.
- I believe we already participate in a program?
- i can hardly pay for what we got
- I do not have extra money for any of that.
- I don't have enough information on these alternatives to agree to pay for them.
- I don't know. I wish I knew more - so I could give solid answers.
- I live in a condo complex so I'm not sure the ramifications of my involvement in the program.
- I live on a fixed income and don't get much of, if any raise for the year. Any increase puts a strain on my budget.
- I might consider if done in true cost saving, not for political gain or political show
- I refer you to the problems Arizona has had with their solar programs.....
- I think it is best to first explore efficiencies before trying to charge the customer more.
- I think renewable energy needs to be a major focus in the next 10-15 years for the City
- I thought you were trying to REDUCE the cost? Why would I pay more for unnecessary environmental-add ons that do nothing to promote the economy and do little to nothing for the environment?.
- I would be willing to temporarily pay more for renewable energy programs. I believe they will save us All more in the long run.
- I would like to know what renewable energy programs you would implement and the cost of these programs
- I would like to pay more for a good cause. I think some sort of graph saying what exactly the money is going to would go along away.
- I would like to see solar energy assistance for those who believe in it but can not afford to make the change on their own.
- I would pay for this program because I think investing in renewable energy is going to be the status quo of the future.
- I would want to consider each project as it arises. Maybe a community event to help fund it.
- I'd be willing to pay a little more for renewable energy, but it would depend on what that actually involves. If the renewable energy use is significant, I'd be more willing to pay more than if it is just a fraction of the energy.
- I'm not in the city limits so I would need to know if any of the conservation measures would apply to me.
- I'm not sold on renewables available today; wait for better quality renewables before going there
- I'm on a fixed income & don't have a way of paying a lot extra each month
- I'm on a limited budget

- If all these are put on our bill, that would hurt me financially and I would have to scale back
- if I could buy renewable energy and cut down on my bill I think I would
- If I could get a house solar system for a reasonable cost (\$1200) that would cut my power bill substantially, then I would be willing to foot that capital expenditure.
- If I put solar panels on my roof and put any excess energy I produce back into the grid for you to distribute and charge customers for, I should be paid for that energy, just like you charge me for the energy I draw from you.
- If they cannot compete with traditional sources of energy, they fail & should not be supported by increased rates.
- If we install solar panels on our roof on our dime, we intend to sell our excess energy to the grid. Not the other way around...
- If you total all 3 programs it increases a customer bill over \$10 for "programs" or \$120 a year that could be put to better use by applying it to their homes.
- Improve cost of renewable energy first.
- It is a complete fallacy. A person / city could go broke saving money.
- It would depend on the actual program they wish to implement
- Jimmy Carter did it, so can we
- Kind of on the fence about this.
- look above
- Many renewable energy programs require more energy than they save
- market will drive this when the economics make sense.
- Maybe, if YOU weren't a MONOPOLY, then perhaps this would be worth exploring, but when the free market doesn't allow for competing supply, then I see no reason to have any changes or chase these pipe dreams.
- my current greenswitch payment
- Necessary?
- need more information
- Need to know more
- needs to pay for itself...
- Not cost efficient yet.
- Nothing!!!!
- Noting the poor job of conservation now - sending out usage information in separate envelope, etc. - don't think we need to pay more. LWP just needs to operate more efficiently. Save by emailing billing, etc.
- overall, i would pay a little more, but if it's all 3, then i can't afford to increase my bill by \$75/year!
- People choose to be efficient or not. Renewable energy is either economically feasible or not. I chose to upgrade insulation, install energy efficient lighting, on-demand hot water heating, in-floor heating, etc regardless of cost/benefit because it makes a more comfortable home. I took the initiative to learn about and do these things on my own. I expect that others will either choose to do similar things or not whether these "programs" exist. My view of your job is to provide utilities at the best value possible to the consumer. If my neighbors choose to waste, they will pay for it through their consumption costs. I believe some programs and initiatives forced by the government are not good for the consumer. An example is CFL bulbs which contain mercury. The trade-off in this scenario is poisoning the environment with toxic chemicals - not a good trade-off at all. LED's came next, and are a much better product from an environmental and product performance standpoint. You should carefully consider what the consequences of your programs will be before forcing changes that hurt consumers and in the end, hurt the environment. Focus on procuring and delivering clean water and reliable, stable electricity. If environmentally friendly solutions are economically feasible, implement them.

- Perhaps I misunderstand, if we use less we should pay less.
- Perhaps the third time is the charm. This slants your survey results. It is not objective.
- Present renewable energy methods do not show significant long-term viability - as the years move forward, energy needs continue to increase much faster than renewable can currently provide. Efficiency is at least as important, since alternative energy sources (semi-renewable, such as nuclear) offer far more potential than renewable.
- READ ABOVE----NO CHARGE TO THE ONE'S THAT SAVE-- GIVE CREDIT TO THEM !!
- renewable energy costs more and is usually not real dependable as we become dependent on natural conditions (sun and wind) which we cannot control.
- Renewable energy is not cost efficient or reliable as a source of energy. The Dutch quit using windmills many years ago!!!! What are we thinking?
- Renewable energy is the same as wanting pigs to fly & if only we spend enough \$\$ we can make this happen. DON'T THINK SO
- Renewable energy must be cost neutral as a trade off.
- Renewable energy programs should not be subsidized; once they can compete in the market on their own is when we should embrace them.
- Renewable energy should be cheaper, not more expensive.
- Renewable energy should be part of the whole energy program - not a great part
- same as #18
- same as above
- Same comment as above!
- Same comments. With all of these, we would only be willing to pay for programs that work and benefit us and the community.
- See above
- see above comment
- See comment prior. Too many alternatives are overly influence by lobbyists. Politicians sell out for votes and avoid sound science. For example ethanol.
- See comments above
- See comments under #19
- Should renewable energy cost us less? I guess we are paying for updating outdated infrastructure?
- social media use
- Solar panels are the most inefficient method for electrical production, Wind is not as effective as coal or natural gas plants.
- Some savings are just not profitable!
- STOP that stupid Agenda 21 and STOP denying that Loveland is part of Agenda 21
- That is adding up over the year for all 3 things. I would need to be better educated o. The subjects in order to make an informed decision
- The bills are difficult now at present rate for me to pay on my social security income. I can not see how I could survive with future increased rates. I live on a fixed income - everything goes up but income remains the same!
- The cost is well worth it to start developing renewables as soon as possible !
- The goal is to spend less for more.
- There should be a rate based upon present consumption
- This is a Washington DC boondoggle pork barrel ripoff for taxpayers.
- This should already be in place.
- This should be the focus of the future and fully funded by the city, not the citizens.
- this type of methods are still very unreliable. They need to be more effective first.
- This would depend on what type of renewable energy you are referring to such as solar. Wind devastates bird migration populations as well as bat populations and the

return is limited given the cost. Wind is not a good option, in my opinion. These things matter to me most.

- Those who use more should pay more; seniors and singles should be given a break, they seem to be the groups who get nailed with the most increases
- Too high of an increase without knowing if this would reduce my bill.
- Until specific savings are documented and factual
- until the technology improves in efficiency, I do not want to subsidize this industry. The Cost/Benefit ratios is too high.
- using renewable energy should not cost more, you are using this as an excuse to raise bills
- Very important - problem currently I need a job to pay my current bills
- very limited income
- Waste of money. Use funds for efficiency and conservation programs
- We already are paying extra to receive renewable electrical energy. I am not sure we would continue to do so if renewable energy charges were incorporated into our regular billing.
- We already have a state amendment about that being a no.
- We already pay extra for wind power. At what point do all consumers help pay for renewable energy? When do you think it will be a mandatory part of the business of providing power vs. voluntary? That is what we would like to see.
- We are stretched beyond budget.
- We have a manufactured home and I don't believe that we would be able to do renewable energy for our home.

- We have plenty of energy in this country. Isn't it cheaper than renewable.
- we still do not need programs !!
- We support what we understand and we are willing to put resources behind our commitments.
- we think it would be a great idea for the city to move forward in this area
- What is the difference between renewable and efficiencies - is one program better than another? Guess I would need more information in order to answer this.
- What kind of program? Windmills on a ridgetop in another county? Who would be the beneficiaries?
- Why are the options for renewable energy higher than water conservation and energy efficiency? It seems like this would discourage survey participants from wanting to participate in this. Especially if you add all the potential cost up during one month. Why don't you consider a graduated rate increase to pay for each or any of these?
- why ask now, you do as you please
- Why does it cost more for using solar?
- Why would renewable energy programs be more expensive?
- Willing to pay for development of program that will directly benefit me, not just for PR or marketing.
- Would prefer less
- Would very much support renewable energy efforts; especially and hopefully, a not-for-profit, public entity.
- You need to get off this push for renewable energy, someday down the road. Currently it's bullshit for the left wing nuts. Do not waste my money just to make nuts save the world. IT'S BULLSHIT
- You should move to Boulder for this

****Q21: Please rate each of the triple bottom line components in relation to how important you think they should be to Loveland Water and Power. (1 = Most Important, 2 = Somewhat Important, 3 = Least Important)**

Financial, Social, Environmental

COMMENTS

- "Social" component does not describe what is involved. Providing safe water would be best described as a public safety component.
- #2 for all 3
- Actually, these are pretty equal to me
- Again, all three are important to me, and I'd like to see efforts made to balance them.
- All 1 = Paper. Need more information
- All 3 = paper. It appears that the matters addressed below would involve increases again in rates. Utilities are important, but there are many other bills I need to pay to survive.
- All 3 = paper. The cost for all of this must come into considerations. New methods can be very costly. Sometimes new methods are not always better than what we have but are very costly. We do have other necessary bills to pay.
- All twos = paper
- As we head into an uncertain future with our climate, we had better prepare for a worst cast scenario.
- Cheap and reliable are only things I care about. Environmental social concerns should not be considered.
- Definitely conserve financially. This is not the time to pass cost onto the consumer.
- difficult to rank
- Do not believe these should be rated
- don't know what triple bottom line is so can't answer
- Environmental = 1 (Paper)
- Environmental and Social shouldn't even be on this list. You're there to provide WATER and POWER to the CITIZENS and LEGAL RESIDENTS of the city, who pay taxes, own property, etc. Not to be stewards in some fascist propaganda machine. I'm amazed at how Loveland has swung to insanity over the past 20 years.
- Focus on the financial. The rest will fall into place.
- here we go again...limiting my response
- How does this decrease operating costs?
- I am not in favor of the approach!
- I am not sure I understand all of this when considering how costs are past on to consumers.
- I am not sure what you are referring to when you mention "community" benefits, so the answer to this question could change. You need to explain this as clearly as you explained "water conservation", etc. earlier in this survey.
- I do not currently have income and it is not easy to pay more for anything. That said, there are important social contributions to better our world and if the projects are meaningful, tangible and well engineered I am happy if I can make a contribution.
- I do not know what you mean by "triple bottom line"
- I do not understand this.
- I PRESUME environmental issues at any level are consistently "in the picture" when it comes to bottom line dollars.

- I rank social highest due to "needs" for water and power...need to have these even if there is a greater financial cost and environmental impact.
- I see "environmental" and "social" as being closely tied/interconnected. So I rate environmental slightly higher but only because I am required to choose 1, 2, & 3. Financial is much less important to me than the first two.
- I want cheap reliable power and water from my utility. Anything else seems like it would raise utility rates in the near or far term
- I'm not sure I get how Power/Water is social, maybe this is the kind of information for a website/email?
- If the increased amounts were no more than that represented on previous page. There are some people who have a really hard time paying the bill now as it is.
- If you are trying to tell me the wind and solar energy is good, you are lying
- It's all about \$\$\$
- more information about the definition of "social" is require before an accurate rating can be achieved.
- Need more info on this "triple bottom line" bit
- no comments
- NO FRACKING
- Not a fair question! Since I supported triple bottom line above, then I should be able to rate all 3 as "1" in this followup.
- Not exactly sure what you mean by "social" here, in terms of how that would apply to power and water.
- not sure I understand this question. Social bottom line?
- one (1) for all
- Other than financial, the other two don't rate an answer
- People first: keep utilities affordable, help those who need a boost. The environmental considerations are not unimportant but come in third in my opinion.
- Protecting the environment, air, water, and soil should be our primary concern.
- Renewable energy is /should be the new turn of everyday. the benefits outway the expense
- Same comment: planning now costs less than doing it late later.
- See previous comments. Financial and Environmental need not be mutually exclusive, but the bottom line is that I pay you to provide energy. I want good value for my money.
- Stop being social and politically correct and just continue to run it as a business.
- Thanks for doing the survey!
- This box is a SCAM, it is pre-set so that you can NOT select #3 for all questions. THIS indicates to ME that this whole thing is just another GREENY SCAM.
- This is a difficult question to answer honestly since there's limited information about the purpose of triple bottom line.
- This is a tough choice,because we have a large popu- lation of low income folks here. There needs to be a complimentary "social willingness to support others" cost in the equation.
- This question presupposes an action that I already indicated I would not support.
- Unsure exactly what the "Triple bottom line" is.
- Until the focus is on the fracking companies and the large companies (polluting the air, land, using too much water and energy and driving these large fuel guzzling trucks around Loveland) I don't see how charging residents more fees and having them water lawns less will do more than put a band aid on the problem.
- We can't be spending all of our money on this.
- We can't move forward without some financial cost of each of us. Those using more would pay more.
- We should not do anything to screw with our environment. I moved to Colorado for clean air/water.

- We would need to protect low income families from being negatively impacted by decisions that help the environment and the community.
- When there are no more resources or the waterlines fail due to lack of concern, will your rates be so important?
- Where did "social" come from?
- You are in business to provide water, sewer and electricity. STOP promoting the climate change garbage using MY tax dollars.

****Q26: Do you have anything to add regarding what's been discussed in this survey?**

COMMENTS

- "Greenhouse gas" is a crock. It doesn't exist. Please do NOT believe what left wing idiots and their buddies in the press quote as facts, as it has been proven that it is ALL lies and supposition.
- 1. DO NOT ever install the non-UL approved "Smart Meters." It is no one's business what goes on in our homes! Also the health risks are very serious. DON'T do what Fort Collins is doing. 2. What and how much water is given to the fracking companies and is it treated drinking water? Is the city being paid for this water? In periods of low rain/drought - do the fracking companies get first priority? 3. Citizens of Loveland are more important than fracking companies when it involves safety, supply, and quality. 4. Loveland DOES NOT need fracking wells inside our city limits!
- A good "energy portfolio" is varied, i.e. not too dependent on any one source and emphasizes total cost w/o regard to whatever is currently in vogue. Where is hydropower when we need it?
- A lot of folks are struggling financially. It would be wonderful to have new energy efficient alternatives, but where will the dollars come from?
- A priority should be to figure out why power to canyon residences goes off and on all the time. No improvement has been made since the flood even after repairs were made. Figure it out!
- A senior citizen just barely meeting my expenses each month and increased medical expenses, I'm just surviving.
- A simple way to conserve water is to have an every other day watering policy--even numbered houses even days, odd numbered odd days. Raises awareness and is easy to manage for the homeowner. Our Loveland home is a second home so our watering occurs very seldom, but it seems in such a dry area the propensity to water endlessly is criminal! We are amazed at the active watering and we don't understand it. Why has this not been implemented?
- All discussion about improvement is about population growth. You can help control it to 1.5 to 2% a year. Damn the developers and agents.
- All great ideas, but we are poor and increase are not in our senior budget. Hit up the rich.. Sorry :(
- Any effort to improve water quality should focus on not allowing boats in our water reservoirs that have 2 stroke motors that vent their exhaust into the water.
- any reason you didn't reference your current green switch program in the survey?
- Are individuals and businesses that qualify for reduced or free service required to follow conservation measures?
- As I have mentioned numerous times, you charge way too much for your water rates as it is now. We use no water at all in the Winter months and my rate has doubled. Money is wasted as City employees stand around on projects that take way too long to complete. There needs to be more management period!!!
- As previously mentioned, so many are struggling to make ends meet - seniors and families - for the basic needs = food, housing, clothing - it is believed that in many situations, homelessness happens with constant increases which are unsustainable - whatever happened to the term "live within your means" which I and countless others grew up loving = this needs to include government entities as well.
- As stated the City should be seeking grants for these types of energy programs.
- as you can see I am strongly against renewable energy

- Assistance for older homes in Loveland for efficient/renewable strategies, since our existing infrastructure is difficult to modify. Eg, making solar more viable, or in-line heating for existing hot water radiant heating systems that are 100 years old.
- Be a leader in installing solar panels to homes in Loveland.
- Be careful on the natural gas-fired plant projects. Make sure they are retro-fittable to coal since even natural gas can become a volatile energy source if everyone subscribes to it. Pipeline capacity is only so much and pipelines are incredibly hard to build to supplement supply. Have a "Plan B".
- Be cautious about what you promise customers regarding the price of solar energy. APS (Arizona Power System) made promises it couldn't keep and created a lot of ill-will in trying to correct the problems.
- Be financially responsible, not trendy with the 'flavor of the month' in social causes. The problems in Germany with a rapid push into 'renewable' energy has led to higher costs - much higher than projected - and less reliability. Let's take it slow and learn from those that have made the mistakes. Don't want to be another Boulder either.
- Before increases in the bill if your company would take into consideration people who are low income and cannot afford the increase for these changes.
- Being on a fixed income (retired) I am not in favor of increasing prices.
- Being retired and on a fixed income - increases in my bills hit me hard as social security does not increase yearly at the rate your bills increase so I would like to support you but I cannot or I have to cut my food budget.
- Being retired and on a fixed income - increases in my bills hit me hard as social security does not increase yearly at the rate your bills increase so I would like to support you but I cannot or I have to cut my food budget.
- Beware - we have a lot of very uneducated persons with degrees in the sciences who are very vocal. They do not represent the good of the community.
- can we have the figures and how you reached them
- Can't afford an increase of any kind in my monthly bill but am definitely interested in knowing what I can do on a personal level to conserve energy and water for the benefit of the community as a whole and a lower monthly bill.
- Can't afford more money
- City needs to change the policy requiring new developments to put in huge areas of grass. Need a better policy on landscaping to reduce costs, especially water usage.
- climate change due to greenhouse gas mainly isn't something I agree with. Natural weather cycles including ice ages and changing temperate zones are more believable.
- Climate change is not happening and the scientific data is biased and greatly manipulated!
- Conserve financially. Explore efficiencies. Do not pass on costs to the consumer until all options are explored - including reducing profit from services.
- Consider impact to customer when changes are made; i.e. removal of tank west of town results in markedly reduced water pressure. Emergency info during flood (contaminated water) should have been provided immediately.
- Demand reduction incentives on energy and water are much more effective than renewable energy
- difficult to give answer due to new to area and not a home owner
- Do what is economically sustainable not what is politically appealing. Colorado is becoming Californicated

- Does Loveland Water cover drain water? on 11th St. East, the drains are set very well, but the drain is set solid and sit above the sidewalks. Enough so some are easy to trip.
- Don't know the costs for the above questions - I think slow and easy to get a good answer though I think we should be thinking upstream in these areas. Why hurry until things fall in place well.
- Each question by itself is easy to answer. When the \$\$ are added together it is much tougher. Especially for citizens that are struggling as it is.
- eliminate fluoride in the drinking water
- Employees I talked to are always friendly and helpful. That is the primary reason I completed this survey. Surveys that do not have at least 85% return from sample size are NOT all that reliable. Check with Dr Gene Glockner at CSU.
- Encourage an incentive program for individual homes to install solar panels on their rooftops reducing energy consumption and cost. Where feasible utilizing wind energy.
- Energy companies make money hand over fist and should front most of the costs. Water, heat, etc are necessities and should be affordable today and well into the future. Ordinary, everyday people cannot continue paying more and more.
- Even though there is a boom here some of us are still living a little better than paycheck to paycheck, yet as everything else goes up it is getting harder to get by and utility increases will hurt if you don't meet that threshold for low income.
- Explore use of dark sky ordinances to diminish city use of electricity and diminish the impact of environmental damage.
- Field Personnel are outstanding.
- Fight federal regulations when possible.
- Fracking is not an environmentally responsible energy alternative. I do not support fracking in any way, shape, or form. Solar and wind are the way to go for future energy sources in Loveland. I would gladly install a windmill in my front yard.
- Get a different billing program. Xcel Energy divides 12 months of what I use so I have a steady monthly payment. Loveland's billing couldn't do that.
- Get off the solar and wind bandwagon, neither of these are economically viable. The cheapest sources of power are still coal and natural gas. Our money is better spent developing ways to make these energy sources cleaner.
- Glad alternate ways of thinking are being discussed. Glad looking at working with other communities too. Keep up the good work!
- Glad you are asking my opinion
- Global climate change is happening and real, we are a huge cause of that. If nothing is done now, and in the near future, things will get much worse...fast.
- Global warming or climate change as it is called today is about politics and transferring wealth, it is not about the environment. We all want clean air and water for ourselves and future generations. We should be able to accomplish this with out the extra rate increases and taxes.
- Go after the fracking companies and businesses first. They are more of the problem then someone living in a 900 square foot house like myself. I am careful with watering my plants and own one gas efficient car, ride my bike as much as possible. Also, how much more electricity and water have been used and will be used in the new Public Works building? Why couldn't existing buildings be refurbished if more space was needed? That shows me the City is not practicing what it preaches. A new building is much more destructive on the environment than one that

already exists and certainly there are plenty of empty buildings in Loveland.

- Good luck! Apparently a large cohort of Loveland's population are clueless/in denial about climate change and what that means. Our "bottom line" shall change; preventive steps can reduce the anticipated increase in consumer costs. Good luck communicating all that "stuff"!
- Great Job!! Loveland Utilities
- greenhouse gas is a beneficial gas. Trees, shrubs, and grass require CO2 to live and grow. CO2 does not hurt or pollute the environment but is beneficial, You people are utterly stupid and will destroy our country.
- Grid tie Net meter PV should at retail rates, even for net producers. Otherwise residential solar is not cost effective for low power consumers.
- Hard questions because we already pay a lot in utility bills. I really want to see a better environment, but at the same time I don't want to see a huge increase in my utilities. I, like other families, live on a budget.
- Have planned communities incorporate wind turbines and solar as part of their master plans
- have water readers read meters regularly.
- Hold PRPA to keep power rates low. Coal plant should be main source for power to keep rates down. It is a clean plant and provides very reliable service.
- How much does PRVA and the city make in PROFIT, and paid as dividends to shareholders for supplying the northern front range with electric power??
- How much ones energy bill goes up should always be based on the amount that has been used in the past.
- I agree on so much but when you are on a fixed income money is a big issue even \$10 more a month could mean missing a couple of meals
- I agree with the needs and hope those businesses and residents with reserve income will finance the proposals.

- I am about renewable energy and the environment but when you are on a fixed income it is hard to justify extra money going out.
- I am all for renewable energy, but you don't participate with any of the solar companies that offer it to private homeowners. Why is that? I am willing to work on the environment, but I want to do it personally, not as a community.
- I am aware it takes money to make better provisions why not look at the expansion of these locations, charge more for the installs of new housing developments.
- I am currently a Loveland sewer customer only; get elec. and water from other sources due to location; may move and be a customer for all Loveland utilities in the future and do care how the City moves forward.
- I am extremely energy efficient! Don't feel like I should pay for other people's wastefulness.
- I am glad that the issues of energy conservation, renewable energy, etc. are important and being discussed.
- I am happy to participate in energy saving programs. Even if it is a small thing, small incentives make a big different and give me something to talk to friends and neighbors about to share how to save energy. Think of giving awards for efficiency etc.
- I am happy with "LWP"
- I am on a fixed income, use an oxygen concentrator which greatly increases my electric usage. I find it frustrating when rates continue to increase on something I cannot control.
- I am on disability there is really no help for elec, trash and water we need help leap only covers heat
- I am retired - on S.S.!
- I am sick and tired of the letters comparing my power usage to my supposed energy efficient neighbors No one

knows or needs to know my personal situation. it is a big waste of time and My tax dollars.

- I am very disappointed that the city of Loveland is going the Agenda21 route. Loveland is losing that feeling of community. I feel like the environmentalists have all the power and pull.
- I appreciate being asked and considering when the City is making these decisions. I will admit that I wish I had a better understanding of the politics and financial affects this survey was targeting.
- I appreciate that the City of Loveland is interested in their customers' opinions on these important issues. Thank you!
- I appreciate the effort Loveland utility has put into seeking the opinions of the consumers. We can feel confident in the operation of our important services in the community that is for the good of all. Thank you. RE: Community Solar Garden, I'd need to know more about what is being considered.
- I appreciate the reliability of Loveland's water and power supplies.
- I appreciate the service we get from the city to provide clean, safe water for all of us in the city. Being able to make it through the flood without any disruption to most of the citizens was a minor miracle!
- I appreciate your asking for our input but do not feel "qualified" to respond to some of the questions. I feel OK with having LWP making some of these decisions knowing LWP is more knowledgeable
- I believe about 25% of the Loveland community is retirement age. In the past, with two full-time incomes, we supported more renewable energy costs and voted to pay them---however now we have limited income, and everything is going up--we don't know if we can even survive financially in this age of constantly rising prices and costs.

- I believe all measures to prevent green house gases are costly and not necessary.
- I believe comments already made cover it. I would emphasize the NEED for increasing natural gas power production as a percent of power generation. If it replaces coal and/or reduces the need for additional coal, the greenhouse emissions will be reduced. Too many problems with solar and wind to rely on them...until there is effective and efficient energy storage systems available grid-wide or area-wide.
- I believe in climate change. It is a fact the earth has been dealing with since the beginning. We need to get back to the balance desired in the book of Genesis - humans are to be fruitful, multiply and replenish the earth. All these fears about climate change and carbon dioxide are just political fanatical ploys to fleece us of our money, power and time.
- I believe the green house gas reduction effort to be an environmental scam.
- I believe we have a responsibility to make wise decisions when it comes to renewable energy. Large scale wind farms do too much damage. Oil and gas do too much damage. It's tough to say what I would spend to cut down on greenhouse gas emissions when other options might have a significant impact in another form. Get reliable, sound, scientific (not political) information to make the right decisions. I would pay a large amount of money to protect our way of life and the health and survival of our wildlife. If the money I was providing was going towards sound, long-term solutions. I hope this helps. Thank you for the opportunity to respond.
- I believe we should make efforts to find renewable energy. However, the methods currently suggested are more expensive and not the most practical. I would support research into other methods, but don't particularly support solar or wind.

- I cannot afford to increase my bill by any amount because I'm on a fixed income but I would be willing to pay a little more to help get wind and solar power started.
- I cant afford another rate increase
- I desire that the city enter a new field of utility provision; that being internet access.
- I do not want so called smart meters installed at my house
- I do not want to pay for anything. I would like to but into a solar panel and have ownership rights and the discounts that go along with it. If we keep paying and see no return eventually there will not be enough people interested adding money to a program that they get no instant gratification.
- I don't believe any of this big-city thinking about global warming or an energy crisis. The "sheeple" are continuing to fall for this B.S. I will continue to drive my 4X4 pickup and you can keep your hybrid car that will cost you plenty when it's 8 years old and you spend a fortune on new batteries. Ain't it nice to save a little gas? I would gladly sacrifice 10% efficiency on my furnace, air conditioner, water heater, my truck, my lawn mower if it means that it will last much longer with much less money spent maintaining it in the long run, because I can fix it myself! Simple economics, but most people are now too lazy to even try to fix anything themselves, and like a bunch of sheep, buy into this crap. My lifestyle and my tastes are inexpensive and I consider myself to be very green, all by myself, with no "programs" I get my use out of all goods that I consume and it is really worn out when I'm done with it. If you are still reading this, you likely think I'm crazy. How every, I'm not stupid and I don't even care if you stop plowing the streets in the winter. I will simply put my truck in 4 wheel drive to get back home. Just for the record, I have been very happy with Loveland. Please don't follow suit with Ft Collins or the long-haired smart-ass hippie freaks in Boulder! Thank you for the chance to

answer a survey, but I know you are going to do what ever you want!

- I don't believe that 'we the people' are responsible for climate change. Research monies given only to those whose basic premise is that man is doing wrong does not provide honest research/answers. Wait for China, India, et al to change their ways before putting the USA at a huge economic disadvantage! I prefer Natural gas over coal for production of electricity until more efficient/dependable renewables are developed. As stated earlier, there was far too much repetition/redundancy in the myriad of similar questions.
- I don't know what you are trying to accomplish with this survey. I found it complicated and confusing. I answered the questions just to get it over with. The data from my answers is not worth much.
- I don't think I understand enough to say what I would pay/month. If it would eventually SAVE me money, that would make a difference.
- I don't think that LWP should jump on the renewable energy band wagon and force it on the town. Renewable energy will come when it is ready better storage of and better way to harness the renewable energy needs to come first before we worry about meeting any quotas.
- I feel that Loveland already charges a lot. I live in a mobile home & on a limited income....I'm paying higher utilities (gas/elec) than when I owned a home.
- I feel that the size of the residence and the residents actual water & electric usage should determine the amount of increase in cost to the individual customer not a flat across the board increase. Thank you for the opportunity to input.
- I feel that water conservation and supply are the most important issues. Cash costs are important to most people now (especially with poorer and middle class) than ever. We keep shipping many of our higher paying jobs overseas

in order to be "green" without regard to other social costs such as unemployment or underemployment. With most environmental issues, I believe in the 90%-10% rule. You can solve 90% of a problem with 10% of the cost of a "100%" solution. Spending to be more "green" needs to be kept in perspective--not zero, but not unlimited at the expense of all else.

- I have been getting letters from Utilities telling me how my electric use is greater than my neighbors; they tell me they get the same letters. At the same time the city is urging people to get 100% electric cars that will need the battery charged. This makes NO Sense!! It will mean more electric to be used.
- I have limited funds and worry about increases although I agree with the future environmental needs.
- I highly recommend Monetary Fines for residential, church, businesses that water their lawns during and immediately after a rain shower. Reward those verified reports with rebates or 1/2 the amount of the fine.
- I hope the raw data (not just summary data) collected in this survey is made publicly available.
- I hope you don't use this survey to make ANY major changes, esp. anything relating to increases in rates !
- I indicated NEUTRAL on several renewable energy questions. I am all for renewable energy programs but so many of them are ill conceived and the cost/benefit is not acceptable to my way of thinking. I realize advancements are being made everyday in the renewable energy arena so I am open at considering all aspects of renewable energy as long as it makes sense for the greater good of all and not just a few.
- I know a lot of people put in a lot of hard work to keep the electricity and water flowing. Thank you!
- I know we need to do our best to keep our utilities affordable, A \$5 jump in my bill would be doable.
- I live on social security and have no extra money to pay for that!
- I notice a lot of subdivisions around town watering mid afternoon when the temperatures are the highest. I think something has to be done to stop this. This is the absolute worst time to water grass and there are a lot of homeowners, subdivisions, etc that do this.
- I prefer development of solar, not as much in favor of wind.
- I really appreciate Loveland Water and Power and the way you communicate with us and handle our water and its quality. I am proud of you. :)
- I said earlier- I think the key to adding cost to someone's bill is to make it very clear that the money/their money is going exactly where it should be. a chart of some sort. 70% goes straight to -- I want to know my money is going towards the cause not so a higher up can get a raise.
- I see surveys like this as another way for government (City) to waste resources (money) when you know already that most educated people understand what the problems are and what can be done about them. Most people who will support what this survey is proposing are getting subsidies, some form of discount, or are ilinformed.
- I solar technology improves, we would add solar capabilities to our home with or without financial assistance.
- I strongly reject any application of smart meters. The analog meters have always been sufficient and economical
- I think it is time for excuses to stop and action to start-renewable resources cost less than the limited resources because like the name suggests they are RENEWABLE and get away from coal and natural gas now and start saving us money as well as contributing to our worlds health.
- I think it's great that you are interested in what we think. Thank you

- I think it's ridiculous that I don't have an option to get my utility bill online as well as opt out of receiving a return mail envelope and the city update in print form. What a waste of paper, trees and money! I also own a local property management business and find it outrageous that I receive over 30 bills, envelopes and city updates for owners that all go directly into the recycle bin. The energy usage updates go in the recycle bin, as well. Please, please, please make bills, updates, energy usage updates available online!!!!
- I think Loveland should be more ready to ration water during dry periods.
- I think our city needs better management on trash,water,sewer and mail delivery!
- I think our water rates are already high so I would hate to see any increase
- I think the 2 things that would do the most good across the board are residential energy audits and residential water conservation education.
- I think the city should consider fund raisers to pay for the upgrades. Our community enjoys 5k runs for example. This lets people get involved in a fun way. Auctions, events, and things normally used for charity causes would work great.
- I think the cost of living is already high for consumers. Maybe cutting down paper mailings would make up for any increase on the survey topics
- I think we need to remember there are many families on fixed or low incomes-living pay check to pay check-barely able to pay for necessities. You add in the cost of healthcare-now required and the increase in homeowners taxes-and lower paychecks-to add any cost would be wrong. Maybe if you would give those that want to use the programs the opportunity to "purchase programs"-then those that want to invest can and those that can't afford it can use other resouces. I'm sure if you would setup a place

for customers to "share" information-it might be a better option.

- I think you're doing a great job however jobs in the community haven't kept up with the growing cost of what it takes to equip a home with electricity and water
- I understand that conservation of our natural resources is important for our community but, it is expensive to convert to alternative measures, therefore all I can do is conserve by reducing, recycling as much as I can and helping to not litter but keep our earth clean!
- I want to help. I have little income. I am doing my best to conserve energy in my home and \$10 -15 would not hurt, but \$30 would bite into my living expenses.
- I wish that the city of Loveland would make itself accessible to programs such as Solar City's initiative to install solar panels and link them into the grid. It would be a very good way to get our city onto more renewable sources of energy--reducing draw on the grid, providing supplementary electricity, and reducing utility costs for participants who opt in.
- I wonder if Loveland could work out a partnership with Solar City Corp (or someone else) to get a substantial number of roof top Solar systems installed in Loveland. Our roof tops have a lot of 'free' real-estate.
- I wonder why the emphasis is on increasing cost and not efficiency. While I may agree with the premise that some environmental friendly methods (wind and solar) need to be investigated, they are much higher cost and could be offered as an alternative for those who wish to subscribe to them and pay for them.
- I would be willing to pay \$5 more a month to support renewable energy programs, but I do not think that greenhouse gasses are problem we should be concerned with.

- I would be willing to use more natural gas to supplement MUCH more solar and wind if it meant less coal, but not if it just means more fracking, especially in or near residential communities. I recognize that my preference to pay more for more renewable energy is probably related to my ability to easily do so and not everyone has the resources that I have, but as a community and a nation, I believe this is important.
- I would just like to Recognize the Loveland Power Crews who have worked so hard to repair infrastructure and help reconnect customers in the Big Thompson Canyon Post flood. LWP has had a high profile role in reconstruction and been a constant presence even in the worst of weather. They have been kind and friendly and are among the heros we recognize post flood. Thanks to All
- I would like for these conservation measures to happen even more quickly than 2020 even though that's highly improbable. However, more money needs to come from city governments and federal programs rather than \$30 across the board for citizens like me that are just barely getting by. Shouldn't that be based on consumption?! Those that are heating and cooling three-story "starter castles" should pay more as should unnecessary water users such as golf courses and mega-landscaped business complexes!
- I would like for you to get back to providing service AND NOT be pushing a political agenda!!!
- I would like the water pressure to be increased at my residence
- I would like to be able to pay my bill online without using a credit card
- I would like to have more info on vertical wind turbine options made for residential homes.
- I would like to have options that would allow my to reduce my draw on the LWP system by capturing my rainwater for landscape use, having the option to utilize my gray water for landscape use and defraying the cost of solar tiles (or panels if necessary, I prefer the idea of tiles because they are less of an eyesore).
- I would like to see geothermal plants instead of adding more fossil fuel plants
- I would like to see PRPA use dispersed generation. Place small gas generation near large consumers.
- I would like to see the city bury the overhead power lines to residential houses in town.
- I would like to see the research behind the justification to increase customer rates. How well is this money being used?
- I would like to see work done to come up with ways to store wind and solar energy so that it is available on the days we have no sun and/or no wind. This world of high technology like better phones every month or better games it would seem that one of them could the importance of this and put time into it. It would certainly make someone a big pile of money,
- I would like to thank Loveland Power and Water for their excellent service, particularly during the flood. Water was restored almost immediately. LPW did a great job.
- I would love to have Loveland become a national leader in renewable energy and water conservation for a town our size. You do a great job of serving our community.
- I would not pay any additions to what I already pay for now, which is quite substantial.
- I would prefer to wait for a better method to make electricity than to use the inefficient Solar and Wind methods that we have today.
- I would provide more feedback if I was provided more written information in regards to the services that were mentioned and how renewable energy effects me. Thank you! On a different note, it would be helpful if I could pay

my monthly bill through an automated system rather than with representatives... that would also save money...

- I would think one way to cut expenses in the City office would be to quit sending the monthly expense report. I know what I use for electricity and water and really DO NOT care what % my neighbors are using compared to me. I think it is a waste of paper and postage.
- I would want to be fully informed of the programs, costs and ultimate goals prior to agreeing to monetary involvement
- I wrote a letter after the flood and complained about the taste of the water. I received a remarkable and personal response to my questions and am amazed by the details provided by the person who responded to me. Please give her a raise in pay
- I'd like to see more information and support from PRPA and the city regarding roof-top solar. Wind energy comes with a big cost: dead migrating birds.
- I'm all for conservation, renewable energy, and reduced greenhouse gas emission, but I'm not willing to entertain a higher monthly bill to do so. I would prefer some sort of a positive incentive to make these happen instead of a negative reality like a bill increase.
- I'm dumbfounded the open act of instructing thousands of residents in the aforementioned complexes to leave their water faucets running 24/7 for 4 months to prevent freezing pipes hasn't drawn more attention from the general public and the City officials in particular.
- I'm glad Loveland is considering adding programs to reduce CO2 emissions from our coal fired power plant at Rawhide. It is important to reduce individual customer's energy use, achieve peak load reduction, by adding solar incentives for individual customers and a solar garden, add rebates to current HEAP for high efficiency gas furnaces with ECM motors that use less electricity, and have easy to qualify for

low interest financing to overcome the cost barrier many customers face to make these improvements. And thanks for asking.

- I'm in favor of fracking and moving toward energy independence. This should lower the cost of water and electricity.
- I'm not sure what the questions referring "to avoid facility expansion " means, but I feel we need to expand and update our water and water treatment plants to keep up with the growing population.
- I'm on a fixed income. Any increase means I have money.
- I'm very concerned about greenhouse gases, but I just don't have the resources to feel like I can effectively make a difference.
- I've really been impressed with the programs offered such as the free sprinkler evaluations and home NRG efficiency audits. I also really love the Update newsletter that comes with the bill every month. It's a great way to stay informed of what's going on and all the services offered.
- If LWP is going to target greenhouse gases, it would be nice for customers to have access to viable studies, ideally the same studies, that LWP is using to confirm global warming, etc. to insure that this is not just a social change.
- If my bill were to increase by \$20 or \$20, I would want to know specific plans and then progress against plans on regular frequency.
- If only I had gas heat not electric!
- If solar or wind are really more energy efficient, they will also be cheaper in the long run. Each solar panel has a carbon footprint that is proportional to it's cost. If it's cost is high, and the panel doesn't pay itself off before it is reaching the end of it's life, then it is not cheaper or more efficient. If it pays itself off then it is more efficient and also cheaper. Cheap is cheap. Tell the politicians to get their hands out of the pockets of big business.

- If this is about fracking in the city limits, I do not want that. Also, it is not proven that greenhouse gases are conclusively contributing to global warming. So I'm not willing to pay extra for something that's not conclusive, while at the same time I support the general conservation of water and energy.
- If you want to raise our bill amount, I would like to have the information as to why you need the extra money and where it is going. Our bill is high enough as it is. I would like to better understand why we use more than our neighbors and how to fix this.
- In favor of natural gas. Not wind or solar.
- In my opinion, the city should not spend money on wind and solar expenditures due to their being inefficient. Traditional energy generation methods are in place, and are much cost effective.
- In the past year, I have invested about \$1000 in LED bulbs. This plus replacing 3 PCs with latest technology including gold/platinum power supplies has dropped our month kWh usage about 40% -- about 1000 kWh per month. Making lower cost/subsidized LED bulbs available to Loveland consumers would help reduce demand. What is Loveland going to do in the next 5~7 years to have the infrastructure available for electric cars and plug-in hybrids. What type of smart grip technology is being considered. What is Loveland doing to develop and encourage ground sourced heat pumps in northern Colorado?
- Incentives for customers who provide their own renewable energy sources; solar or wind.
- Increase efficiency and lower cost to the homeowner to operate systems
- Instead thinking about raising rates to achieve some of the desired amenities, look inside yourselves and think about how you can achieve these goals without CONSTANTLY

TRYING TO MAKE THE RESIDENTS PAY FOR IT. When we as consumers work together instead for the almighty dollar, MIRACLES CAN HAPPEN!

- Interesting.
- Irrigated lawns are a complete waste of water and should never be mandated. Xeriscape should be encouraged
- It appears as though most people over-water their lawns in Loveland. This is especially true if a third party, ie, lawn service company is responsible for mowing and watering. There is a strong incentive for them to over-water and NO incentive to conserve water. No homeowner, or HOA, or commercial property owner will complain that their grass is TOO lush. Most will complain if it is dry looking.
- It doesn't make sense that the construction and operation (minimal) needed for a kW of wind power costs more over the long run, than that same kW from a coal-fired plant, given it's construction and operation (trainloads of coal.)
- It doesn't seem possible that 1 person consume as much water as I am being billed for each month. How do you read my water meter ?
- It don't matter what I want. You guys are going to do what you want and increase our rates to cover your pet projects.
- It is deceptive of the city to ask about putting electrical power back into the grid when they have the system rigged so this is not possible.
- It is difficult to say how much I would spend money on in projects that I have absolutely no pro/con information what so ever. It is more accurate to simply ask if I trust you all with taxpayers money and am I willing to just hand over \$30.00 per month or more because I want to do what is best for our community and environment - which exactly what that is would be under your opinion. Can you re survey with more details? A lot more details? Thank you.
- It is extremely disappointing that the questions in this survey are disguised to try to implement more "renewable

energy sources" but at this point in time and for the next hundred years we have the best "renewable energy" at our fingertips- natural gas. Please quit trying to shove wind and solar down our throats and give us the biggest bang for the buck, energy developed by clean, abundant and cheap natural gas.

- It is hard to answer the questions about paying extra to help environmental concerns without more detailed information.
- It is hard to commit to any programs without further information regarding them....
- It is important to get customers input
- It is important to me to be able to lease solar panels, which we cannot currently do in Loveland.
- It is one thing to gather statistics in a survey and quite the opposite to translate those into the needs of your customers. I wish for your teams to take note of the dots in circles. It is these that tell the true story.
- It is time to stop wasting our world and start living responsibly- PLEASE hurry up especially with solar!
- It is very tiring to have all of the utility companies getting raise after raise in rates when we as the general public are making the same amount.
- It was hard to answer some questions due to lack of knowledge.
- It's encouraging to know these issues are being considered! Thank you for your services and I strongly support movement towards more sustainable utilities.
- It's hard to prioritize the triple-bottom-line items. Ideally, we can move forward in balanced social-environmental-financial improvements - to significantly prioritize any one over the other will only cause problems down the road.
- It's hard to prioritize these individual goals without having good information about the tradeoffs - for example, will moving full speed ahead to improve energy efficiency make

energy less affordable for lower-income residents, etc. I really like the idea of the triple bottom line that values both people and the environment and is realistic about costs. I'm willing to pay more for innovations that maximize the first two, but not for one at the expense of the other.

- it's working just fine as it is, what's the hurry to change it ?
- Its a tough situation to be in to decide between affordable rates or what is better for the environment. Of course I want to support what is best for the environment and future but unfortunately our household budget can only support so much.
- Just an idea... there are a lot of people that are very concerned about environmental focus. I think most of us are. But in some families additional cost to support environmental improvements aren't an option. Is it possible to brainstorm ways to allow people to contribute individually rather than mandating increased costs? Or maybe find incentives that promote environmental cost increases?
- Just give me good, reliable water and power and I will pay a reasonable price for it. Stop all the social programs and stop being concerned with all of the tree huggers and climate changers !
- Keep costs low and save the environment.
- Keep me posted
- keep prices as low as possible, most people cannot afford extra just to make the environmentalists happy!
- Keep up the awesome work you are doing. Thanks!
- Keep water and power as inexpensive as possible.
- Last 3 questions ... no information on the ACTUAL "programs". Maybe one should have programs in place and present to General Public BEFORE asking how much we want to contribute to their fund.
- Let's have a community that leads with heart - a community that thinks ahead for generations for the environment, the

people and, as the Lakota say "all our relations." P.S. Seems that to assure anonymity the email field on the next page should be in a separate area from the survey. Suggest that in future postal cards, the invitation to take the survey in Spanish be written in Spanish. Thanks for the efforts toward a more inclusive community and for this survey!

- Let's not try and enhance or better the existing methods. Look toward the future and initiate the renewable energy. Look at other countries who are completely self sufficient with wind and solar energy. Time to move forward.
- Lets stick with what works, natural gas and coal fired power plants. I shouldn't have to pay more for so called environmentally friendly alternatives.
- Like any business you must sell more to make a bigger profit to improve your operation. Not raise the rate
- Loveland City Government, including the Water and Power components are doing very well. I am quite proud of our local government! I am concerned about the possible direction of the council, however. If they go the direction of the school board, we are in trouble.
- Loveland generally does a good job in all these areas.
- Loveland should be proactive regarding water conservation. The city of Greeley has had a voluntary water conservation program for some time. Watering of lawns every other day or three times a week. With all of the new growth and predicted population growth during the next 20 years is scary when conservation is not being encouraged and additional reservoirs are not being built. Someday we will suffer for all of the abuses.
- Loveland Water and Power does a great job of keeping the power "on" and our drinking water clean. Thank you. Keep up the good work.
- Loveland Water and Power policies treat their customers much worse than Xcel Energy does.
- Low income families gets a break on their bills. Low income families are in most cases 2 people to my 1 bringing in an income. I would like to see a program for home owners that only have 1 person per household as it is still difficult for us single home owners with only 1 income.
- mailing out my usage compared to my neighbors is a joke because we all have different life styles.
- Many of us are having difficulty in these high prices for food, housing, utilities, trying to survive by paying for only necessities to survive the high costs. Fixed incomes of social security, low-paying jobs does not increase but utilities and other necessities as food, medicine, housing, etc., keep going up. So we can't afford such increases and survive. Some expenses need to be delayed until the economy is more stable. We need to live within our means and for many of us it is already very tight financially. Government needs to also live within their budget.
- Many of your questions are worded in such a way as to indicate that you automatically assume that renewable energy is inherently worth more than conventional energy. While I understand that it might inherently COST more (because we're not good at it yet), its ultimate promise is that it should cost LESS (because the wind is going to blow and the sun is going to shine anyway). If something is always going to cost more, then it's a bad idea. Only adopt something if you believe it will eventually save money.
- Many people are waking to the UN Agenda 21 ICLEI smart meter program. It is dangerous and Unconstitutional. Do not follow Ft. Collins forced installation of these meters.
- Maybe increasing taxes not montly bills. \$60 a month extra is a lot
- Missing questions
- More info for renters regarding energy efficient improvements and how to landlords could benefit or be incentivized to pay for them.

- More renewable, less fossil.
- Most of Loveland like ourselves are not making ends meet
- most of what the survey talks about I think is important and needs to be done but what I think you need to remember is just cause the economy is much better that doesn't mean the wages have followed at all which means a lot of people can't necessarily afford more fees for all of these changes.
- most people are living paycheck to paycheck & simply can not afford to pay more
- My biggest complaint and belief in a large waste of money resources is the inability to access my account either for information or billing, via email. I have a typical household with standard monthly bills and the city of Loveland is the only bill I receive via snail mail...I believe this is a great waste of the city's manpower and postage expense. You talk about all of the other conservation measures and fiscal responsibility but won't take care of this one area...
- My personal opinion is that cost should not be the only, or even the main deciding factor in utilities. Environmental and efficiency concerns are equally significant, and community involvement to reduce waste (in particular wasted water from mid-day lawn watering and from sprinklers during or just after rain) can reduce demand and thus cost, potentially completely offsetting the increased cost.
- My responses to the last 3 questions are somewhat negative because I believe that 20% is an arbitrary target for greenhouse gas reduction. I would be more willing to pay extra if I felt that reality-based studies that considered economic and broader environmental issues underlay the target figure.
- myself and my household already are trying to become more efficient by appliance upgrade and by recycling whatever I can for the environment .
- N.a
- N/A
- N/a
- Need more gas wells to reduce the cost to customers.
- Need more information on Fracking from a neutral party who only gives the FACTS on the production of the product.
- Need to have a lot more information about the questions that are being asked.
- New age renewable (wind, solar) are highly ineffecient and require stable back ups like coal and natural gas. I want to see the utility expanding its use of economical ways of increasing capacity like use of local coal and natural gas. There are many benefits to using these resources- cost, local jobs and energy independence. We should have the same philosophy for water storage.
- NO
- No
- no
- no
- No fracking !! Accountability on all construction! Quit charging so much for sewer in a mobile home facility!!! (\$18.77 for Each Mobile Home at [REDACTED])
- No fracking!
- No I have nothing to add
- No smart meters in Loveland. Do the research. They are NOT the answer
- NO SMART METERS!
- no thank you
- No thank you.
- No thank you~!
- No utility Smart meters with Wi-Fi. Digital meters with local displays are okay. More billing and historical data in online accounts or from local meter displays. Need optional TOU/demand meter rate schedules (electric and water) to save customers money. No utility scale renewable

programs investments with PRPA. PRPA is spending too much money chasing wind. Local customer programs, like solar communities shares are okay.

- no, but it didn't ask questions that most concern me
- NO, keep up the great work!!!
- No, survey is quite complete.
- No!
- No.
- No. Thanks for asking. May God give you wisdom in complicated decisions.
- none
- Nope
- nope
- Not at this time
- not at this time
- Not at this time.
- Not everyone works, you need to think about people on fixed incomes like SS. Let the people who are moving here from states that they have already screwed up pay for it, we would probably need it if they weren't coming here.
- Not right now. Thank you
- Nothing
- nothing
- Nothing at this time except Thank you for making time to ask Joe Public.
- Nothing further, thanks.
- nothing to add
- Nothing to add at this time.
- Nothing to add. Will just stand by and watch after serving the city for 28 years my self.
- Offer incentives and rebates/discounts for people who want to purchase and utilize solar power and don't penalize them for using less of your power
- Other electrical utilities support residential solar installations, which are installed with little or no cost to the

homeowner. City of Loveland does not support this program. Why not?

- Our area is on many lists of top ten places to retire. Many retirees, such as myself, do not have the resources to pay more for utilities.
- Overall, I would need more information on sustainable programs - pros and cons before I could support any or all of them.
- Paying more needs to be nation wide to reduce greenhouse needs be national agenda
- Paying more now for renewable energy should offer some long time residents a discount later
- paying roughly 10% more in utilities per month for all three is a reasonable amount.
- People don't understand that changes require additional cost. They want more services but don't necessarily want to see an increase in their use. If we expect more efficient and cleaner air, etc. we need to share in the cost.
- Please consider the interests of wildlife that live in our area when making decisions about our water use and power generation.
- Please develop programs to promote businesses to reduce their irrigation rates. If there are programs in place then please enforce them and make them more stringent.
- Please don't raise my rates to satisfy the environmental philosophies of people don't live here.
- Please don't support Fracking in Loveland, support installation of Solar and Wind Power within our city
- please eliminate paper statements
- Please start slow with renewable energy like solar until you see how much interest there is by your customers. This should help to minimize rate increases.
- Please stop fluoridating water. It is poison.

- Please understand while these topics are extremely important to me, I am already struggling financially and I know it will be worse when I retire.
- Please, please set up and allow chargeback, I desperately want to go solar and cannot afford to without some sort of chargeback.
- Postcard for survey was sent on paper which can not be recycled? Really? Survey info should have been sent with billing or emailed. Why do you include a return envelope with billing when we pay online?
- Probably should provide more information upfront on types of questions so you have an recently informed survey participation.
- Programs to reduce peak demand must build in allowances for the huge population of teleworkers. Those who work from home for the convenience of their employer (see the IRS definition) should receive the same utility discounts that large employers do. Rather than charging home workers extra because they need A/C in the summer (we don't "choose" to work at home), we need the discounts. If that means LW&P needs to offer no-interest loans to increase SEER on home A/C, I would support that. I have fought this issue in other places I have lived in N. Colorado, and found that at least in some locations, city staff do not understand this. I hope LW&P does. Thank you.
- Promoting natural gas takes away from the development and use of clean renewable energy . I feel we need to be focusing on renewables as soon as possible. Our ozone air quality here in Loveland is already graded "F" by the American Lung Association.
- Questions referring to deferral or avoidance of capital expansion are worded such that an appropriate response is difficult ... is the proposition a better alternative to capital expansion, or does it just 'buy time'?
- Questions where a no answer would be helpful
- Quit raising our prices, the sun and the wind doesn't cost anything. When putting everything in consideration why is our bill so high anyways? Why do we have to pay for energy efficiency when we already do.
- Rates are already high. In my opinion, it would be a hardship to a large percentage of the community if rates increased. We don't have the good paying jobs we had in past years.
- Rates have gone up over the years and I know the flooding this past year has been a "game" changing CHALLENGE for everyone. Have lived in or near Loveland for over 50 years - many changes over the years - some great, some not so great. :-)
- Rates here in Loveland are way higher than any place I have lived before.
- reallocation and better use of tax dollars
- Reduction of water for landscaping use would be my first priority, especially treated water. Too bad we don't have pressurized irrigation water as many cities have.
- Regarding funding improvements, I support that with the expectation that money is efficiently used to achieve results.
- Remove regulation and allow homes to install solar and wind on their homes and sell the extra back. See Denmark.
- Renewable energy is just political bullshit to raise taxes and energy rates on consumers
- Renewable energy sources should not be subsidized; they should be able to compete on their own before we begin to embrace them. The whole "climate change" issue has been hijacked by the liberals; the climate is always changing, and the actual evidence indicates 1) it is mostly natural, and 2) the results are far from catastrophic.
- Rethink landscaping! Explore/survey landscaping techniques/ground cover/plants that use much less water (Palm Springs, California). Remove from "public" areas,

vegetation that requires an abundance of water and requires high maintenance by the city.

- See this survey is trying to drive so called green energy and the same agenda. unlikely to get my backing. Might be time to look at other locations other than Loveland.
- Seems quite unreasonable to ask families in these economic times to fork over an additional \$120-\$360/year to make these improvements. That is simply outrageous.
- Sewer rates should not be based on water usage in the spring/summer months as most of the water used does not go down the sewer!
- Since our country is in a terrible economic situation, thanks to bad leadership in many forms, some things need to be delayed until the economy returns to more normal rates. Now is not the time to be thinking of raising rates, etc., and you should be intelligent enough to realize this without the public having to tell you this!
- Solar Rebates would help with electrical demand in Loveland
- solar, wind
- Solyndra and other so called green company's which went bankrupt costing the taxpayers millions have no place in renewable energy. This regime needs to stop the war on coal and shutting them down. This country is in real trouble, we don't need more lunacy. Global change is occurring via nature, the taxpayers do not need to pay for someone's ideology i.e. Al Gore, environmental wacko's.
- Some of my answers refused to be recorded unless I gave a more positive answer to the question!
- Some questions are not supported by enough information to make a valid response.
- Start with a lower amount, even 10 dollars a month is probably a 25% increase for some people. Start with a couple dollars a month, people will do that.
- Step AWAY from any fracking plans!

- stop spending the money to mail out what my neighbors are doing in their houses
- STOP that stupid Agenda 21 and STOP denying that Loveland is part of Agenda 21
- Strongly support renewable energy without harming residents, and environment in doing so. No smart meters.
- suggest mailing customers on energy conserving resources
- Survey provides data which is important as you make future decisions.
- Survey seemed very biased and slanted toward encouraging environmental responses and solar/wind energy.responses
- Survey too long and redundant. Keep to 10 questions. Won't do another one.
- Survey was way too long and repetitive. If I had to do it over, I would not have taken it.
- Surveys are a waste of time. The federal regulations tell everyone what to do and when to do it. This smells like another of another takeover of a basic service, Rationing anyone?
- Take into consideration that many people in this area are retired and extra charges on our energy bills could make it more difficult to pay our bills. We realize progress is important but we can't pay extra if we don't have the funds.
- Thank for letting do the survey
- Thank you for all that you do for our City! I know our family really appreciates it! Keep up the great work
- Thank you for asking
- Thank you for asking, I plan to read more about it now.
- Thank you for conducting this survey and seeking our input.
- Thank you for offering this survey. I believe, due to the Great Recession's effect on national and local economy, that priorities throughout the region has changed. Mine

have...financial considerations are now absolutely the most important aspect!

- Thank you, good idea. My answers may change giving more info or debate.
- Thanks for asking for input. Appreciated.
- Thanks for asking the consumer for their opinions.
- Thanks so much for inviting me to participate in such an important discussion. I see how much I really need to learn. This affects us all, and we are all in this together. Thank-you for all your hard work and concern for Loveland now and in the near future.
- The last questions cannot be answered truthfully: not enough information provided.
- The last three questions are really loaded and stupefying. I get it that there are costs to everything. But, there simply is no interest by anyone at any income level, to consider a potential increase of costs of \$50 per month to address wise utility investment and management. Customers/citizens want to know they are doing their best, and by doing so aren't being punished for their efforts. Get real, as a public utility enterprise help us do well by our community in both ensuring our investments are wise and reducing our impacts. I am not naive to financial reality and impact, but up to \$50 per month creates a non-starter. Very disappointed in this survey, it's purpose and structure is doubtful.
- The LWP is a vital, agency and must do what is necessary to provide quality W&P. My father worked for the Los Angeles W&P for 30 years. Started as a lineman at Hoover Dam.
- The methods to achieve the goals stated are very low return. The technology must advance for the demands. Too much of the products on the market are underdeveloped.
- The only thing I have to say is about the usage reports I get in the mail. It says that I am a usage pig. I have called and explained that I have a hot tub, gym and several appliances.

I still get a report that I am a pig compared to my neighbors. I use electricity as wisely as I can and do not feel I use too much. What can I do about this?

- The questions have been structured to obtain a desired outcome.
- The responses should take into family size and ...
- the survey is a bit too technical for laypeople to respond to...YOU know what all this means, but you shouldn't assume we do.
- There are many things that I assume are a difficult balance. Yes, I would like to see a lot more renewable and environmentally-friendly energy options, but I am also guessing that few people are willing to pay out of pocket for that to happen. I am not sure how best to go about walking that fine line. I don't envy that position, but it is my hope that you will be able to find enough people who are willing to up their bills a bit to accomplish relevant goals.
- There are plenty of renewable and also free energy technologies out there. Why are we so stuck on oil, gas, and coal? We don't need this kind of destructive energy source anymore.
- there needs to be more focus on Lovelands quality of drinking water, especially during the summer. The water smells and tastes like pond water during summer temps.
- Think it is stupid that you have to use an approved contractor from a small list for home energy audits. I'm putting in high efficiency windows and not going to receive any discount because company is from Aurora and not on list.
- Think long-term. Do not chase after short-term savings when a longer term solution will have greater positive effect and a more reasonable payback.
- this community is growing rapidly, we need to use technology that is already out there for solar or wind renewables made available for each household.

- This is a biased and unscientific survey. Please see previous comments.
- This is a very biased survey and people need to be made aware of the liberal environmental agenda that is embedded in these questions.
- This is just to get your rates up...they are high enough. Stop with all the color brochures comparing neighbors and put the cost to lowering the cost for lower income people.
- This survey really pissed me off, especially the last 3 questions. How in the world is charging people MORE MONEY going to reduce "greenhouse gases" aside from the obvious that the poor people in the community won't be able to afford heat in the winter or cool in the summer. Maybe, you should just mandate people live in caves, underground. And, why in the hell shouldn't Platte River JUST use more natural gas, rather than that silly wind power, or solar that is unreliable at best?
- This survey was a great idea.
- This was not a survey, it's a push for more money to push social agenda, that's not your job. Your electric car program is a good example of wasting money. On a side note please put your meter readers who go from house to house in a uniform or standard dress that identifies them as city workers for their safety and for your customers. Thanks for all your workers do, now have leadership get off the waste of money renewable energy kick.
- This was somewhat difficult to answer. Living in a condo/homeowners association makes some of the questions not directly applicable to me. Thank you.
- Those who are already on fixed incomes live close to the bone as is so increased utilities may be a hardship or a decision to pay for healthcare or the increased utilities.
- too much social pressure!!! just stick to providing reliable cost effective utilities!!!!
- Upon knowing exactly how and when and to what extent improvements to providing power to residents of Loveland is explained and implemented, an additional charge to our monthly bill will gladly be accepted, I think, by the majority of citizens, but not until then. Wind power should be the obvious new choice
- Use efficiency improvements first to offset costs for more renewables
- Use of wind generators are changing weather patterns. This should be studied.
- Using industry phrases like "Triple bottom line" are disrespectful to those taking this survey. This survey isn't understandable to the average general public and looks like it's being used for political purposes.
- Utility bills are already high enough.
- Utility monthly charges are now almost the same amount as my mortgage payment I have owned my home almost 30 years...the utility bill has got to be at least 3x's what it was when I bought the house ! Help!
- Very happy to see LWP making steps to become more sustainable.
- very interested in solar and wind power for main power company. Very interested in residential solar power and water conservation ideas.
- water conservation, through upgrades of equipment has the most return right now , Nat Gas generation is clean, the rest is a leftie B.S.
- Water Conservation in Colorado can not be overstated enough. We need to decrease so much imported materials such as Kentucky Blue Grass and go to more natural landscaping. Also, limit the amount of water private companies can use for fracking because the consumption rate is too aggressive for the return gained in times of drought...which we all know is coming.
- Water is a bit hard here.

- Water quality is terrible. I have complained about chlorine levels repeatedly to no avail.
- We are glad that these issues are being discussed.
- we are happy that lwp is doing this survey and hope to see implementation of some of these projects, thanks
- We are very conservative and energy conscious, but I do not expect to pay more to carry the load for others who are not. Those who use more should be charged more.
- We have a controller on our A/C unit - Fort Collins offers a monetary incentive for such devices. Loveland does not. Loveland also offers no incentive for adding solar to a home - that's disappointing, and reasons offered for the failure to do that are suspect.
- We have unlimited natural gas reserves that are cheap and efficient. We need to maximize our utilization of those resources for the next 20 years. Wind and solar projects need to be capable of self-funding. Water is the most critical and most endangered resource. Focus on that!
- We hear about "social" events, educational activities, meetings, etc. AFTER they happen. Is there some way to hear prior to the event, other than FB, so we can attend? For instance, the children's ed event in early May... would also be cool if these weren't during the middle of the day in the middle of the week.
- We like living in Loveland and having everything organized by the city government. We like how cheap the bills are right now, but we understand that we need to do things to help out the environment and our future.
- We live in a very sunny location. We should be using much more solar energy.
- We need renewable resources in Loveland. I have been in contact with solar companies that are waiting for the City to establish partnerships for this needed service. Please bring renewable energies to our town.
- We would have to discuss this information with the landlord.
- We would like liberty to install solar panels on our home in our PUD without approvals and hindrances.
- We've been here over 40 years and we aren't sure that bigger is better. The City was much nicer at 16,000 people than it is at 65,000+ today. That said, the City does an excellent job providing utilities to us.
- What a targeted survey this was. I only learned about it from the RH line calls and then had to search for it online. The questions seemed geared towards producing a certain result in order to show that most residents are in favor of more renewable energy programs, which will place an undue financial burden on them. In fact, they would not be if you asked them the questions in the correct manner. I did appreciate the questions at the end that stated "Would you be willing to pay \$X more a month?" for greenhouse gas emissions. Of course, if more well-to-do folks take the survey than those of the working class, and answer "yes," the results will be skewed. We already have low emissions, and if we would use more natural gas that could be even lower. We do not need wind farms and solar farms polluting the scenery in order to utilize more natural gas, which happens to be under our own feet. That should have been two separate questions. The coal plants could be converted to gas without putting up eagle-killing wind generators or driver-blinding solar panels in our open spaces. Any action to mandate solar or wind energy in Loveland will not go over well with the residents, me included. If the "efficiency programs" and "rate structures" to reduce peak demand mentioned in the survey include tiered rates or Smart Meters, you can forget it. Keep those out of the city, period. This is not Boulder, or even Ft. Collins. Loveland is better for a reason, do not remove that reason. I will be forwarding my concerns to members of the city council.

- what happened to hydroelectric options?
- When I first signed up on the web site to pay my utility bill. The next day my checking acct was compromised. I pay over phone now. The bank got my money back but this is not a secure site
- When I visit other towns like Boulder, I see more solar panels on homes. Why do we not have more in Loveland? Is this affordable for most families?
- WHEN I WAS A KID--LONG TIME AGO--WE WERE TOUGH TO HELP--BUT NOW DAYS WE ARE TOUGH TO TAKE AS MUCH AS WE CAN GET--TO MANY FREE LUNCH---IF YOU WANT TO EAT=WORK FOR IT !!
- When solar and wind can pay for themselves (technology is economically viable), please do add them to your sources. Until then, invest in energy sources that are economically viable. Thanks for listening.
- When we do things for profit, rather than for our own betterment, we are no more than corporate criminals.
- While I agree that we need to work towards more renewable energy, I feel that large companies that use large amounts of energy should bear more of the cost than homeowners who are already struggling to get by
- While I support all of those items, I don't want my utility bill to rise. It already seems high so adding another 50 dollars a month, while doable for some, wouldn't be for those that are already on a limited/tight budget.
- Why are you doing this survey? Why are you WASTING my money?
- Why can I be out of town for weeks at a time and my utility bill never goes down?
- Why do we have to prepay for wind and solar projects?
- Why does the water authority contaminate our drinking water supply with fluoride, a known neurotoxin?
- Why would you ask your consumers to pay extra to help pay for your infrastructure that you then make profits off

of for the next 50 years, that is the meaning of double dipping.

- Wind and solar energies are no more "green" than coal or gas. Don't force my bill to go up because folks at the City think they need to hop on the popular "green energy" train, which in reality will have significant environmental impact. We have huge natural gas resources here. Use those, they're cheap.
- Wind and solar power technology does not work, is not efficient and would not survive if it was not funded by taxpayers. Please stop government waste by throwing money away on this.
- Wind generator for roof tops! Lots of wind here.
- Wind power is the ugliest thing I have seen on this earth, and turbines kill birds and even people when a plane is lost in the fog. Why don't environmentalists care about that? Solar energy and wind farms would die without our tax dollars, and they are a waste. I suspect the city has a "global warming" agenda even though the earth's temperature has been steady for 17 years, and nothing we do in Loveland will affect it anyway. We need to conserve water some years, but not this one. Please do not consider "smart meters", another unnecessary expense that is also an invasion of privacy and personal freedom. Rebates come from other customers. The Middle Class is suffering, and the cost of living just keeps rising. There are no subsidies for us, and we don't want any. Fracking will bring cheap energy to this country and help us free Europe from the tyranny of Russia. We could be the leader of the world in energy, which would greatly improve our foreign policy.
- with the increases we've been paying, most of these things should have been paid for already. We are on a VERY limited income and cannot continue to pay more and more.
- Would be very interested in seeing the results and knowing what will be done. Issue can be complicated, and not sure

people give it a lot of thought. Except for those strongly pro or con.

- Would definitely need to be more educated in all areas before paying that much extra monthly
- Would like to know if the city has regulations regarding renewable energy for home use (solar, geothermal, etc.).
- Would like to know more about water quality. ..alternate rebate program for solar energy. ..
- Would like to see the results of this survey and action plan city has to prioritize the inputs
- Would really like to see this area offer good rebates for homes to add solar power that can then be attached to the grid and utilized to decrease energy costs for all involved. But the homeowner needs to be able to front the initial bill. At a cost of \$20,000 with no assistance from local or state does not make this a feasible option.
- Xcel has solar residential programs with financing for residents who participate. Why can't we have a similar program, too?
- Xcel offers a free removal and disposal of older refrigerators (often the 2nd refrig in a home.) Would LW&P consider this?
- Yes-Get away from the notion of greenhouse gase controversy. Let the market decide and get off the "politically correct" bandwagon. I know it is popular to believe in global warming caused by man but I beleive that is a pile of garbage. There is far more documentation that doesn't support this, both historically and presently, than does. Of course I don't beleive that many in Loveland's local leadership believe this. I do believe that Loveland leadership, as many other communities in this region, lean toward liberalism and socialist ideas. I personnaly believe that capitalism and conservatism is far more desirable in its outcomes than a totalitarian based agenda that is reflected in a "mother-earth" based religion that so many left leaning

local governments embrace. I don't believe in waste or destruction either but a balanced approach to problems driven by common sence and not politics. So many of the questions you have asked in this survey smack of politacl correctness so hence my above comments!

- yes, please work out a program to have billing emailed so customers can pay their bills online. and the dumpster program should be advertised so many more people will utilize it to bring in income to you... and reduce the overall costs.
- Yes, remove FLUORIDE from our public water supply!
- Yes, something needs to be done with the water pressure in [REDACTED] - I've lived here for over 35 years and it's the worst I've ever experienced. Also need to reinstall the fire hydrant behind the mail boxes at the intersection of [REDACTED]. Thank you!
- Yes. I wanted to add that I do support financial assistance for the elderly. I don't support financial assistance to "Low Income" residents that constantly abuse our system.
- you didn't distinguish between full time and part time users a \$x/month increase can double my bill, which is not the case of most full time users
- you guys are doing a great job. it seems we have a surplus concerning water. is anyone considering raising funds to take back water rights to give to loveland? we give it away then ask for more. long of short. at this point subsidized farms can screw themselves. they're the ones in \$160,000 pick-ups. I'm in a Honda.
- You seem to find to many ways to raise our rates. Do what is right for less.
- You should all take your CRAP and move to Boulder!
- You used a deceptive question when asking if I would support more natural gas utilization. Where is the study of more hydroelectric power.

- Your questions appeared as if the City of Loveland was leaning toward Agenda 21 programs. Although it is good to conserve, which I do, I do NOT agree with the methods used by Agenda 21 AT ALL!!! It is my understanding that the City of Loveland would not be able to obtain any of the alternative forms of energy like the wind turbines. I am NOT in favor of the smart meters and will NOT allow them to be installed at my house!!
- Your questions are pretty directed towards rate increases. I'm pretty sure if you added them all up the rates would

come out to be nearly \$100 in increases. I wouldn't be surprised if your results would indicate that nearly no one wants to pay for anything therefore putting things like energy efficiency and renewable energy on the back burner. This community needs more education regarding water conservation, energy efficiency and renewable energy before any cost factors should be considered. I'm not sure if this survey will give you the valuable information you really need to make financial planning decisions.

Appendix B: Survey Instrument

This page intentionally left blank. See following pages for survey instrument.



Loveland Water and Power Customer Survey

Introduction

*Thank you for taking approximately 10-15 minutes to answer the following questions about Loveland Water and Power. We understand that your time is valuable, and to thank you for your participation, **upon completion of the survey we will enter your name in a drawing to receive one of ten (10) \$50 Visa Gift Cards.***

We appreciate your time and honesty, and your responses are voluntary and confidential. Your responses will not be tied to any identifying information and will be summarized prior to being reported. If you have any questions or concerns, please contact Kim Pierce at JD Consulting at kim@jdconsulting.co or (970) 310-7056.

Please click "next" if you are ready to begin the survey.

About Loveland Water and Power

Loveland Water and Power wants to gain a better understanding of our customers' needs and wants, your response to existing and potential programs or policies, and your understanding of our services.

Loveland Water and Power is your local public power, water and wastewater utility. Public utilities are operated by local governments to provide communities with reliable, responsive, not-for-profit utility services. Loveland Water and Power is directly accountable to the people we serve through the Loveland Utilities Commission and the Loveland City Council.

About You

Are you a current customer of Loveland Water and Power? *

- Yes
- No
- I don't know

Are you at least 18 years old? *

- Yes
- No

Page exit logic: Non-Customer DQ

IF: Question "**Are you a current customer** of Loveland Water and Power?" = ("No","I don't know") **THEN:** Disqualify and display:
Sorry, you do not qualify to take this survey.

Page exit logic: Non-18 DQ

IF: Question "**Are you at least 18 years old?**" = ("No") **THEN:** Disqualify and display:
Sorry, you do not qualify to take this survey.

Customer Service

1. How much do you agree or disagree with the following statement?

The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Comments

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: *Refers to reducing the usage of water, and once done will have a lasting effect. Example: Converting turf lawn into a low water use xeriscape landscape.*

Energy Efficiency: *The application of a better technology to maintain the same level of output or service while using less energy. Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.*

Renewable Energy: *Refers to energy that comes from natural resources, like solar, wind, geothermal, biomass generation or small hydroelectric systems.*

2. Please **rank the following in order of importance** to you. (1 = Most Important, 2 = Somewhat Important, 3 = Least Important)

	1	2	3
Renewable Energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy Efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: Refers to reducing the usage of water, and once done will have a lasting effect. Example: Converting turf lawn into a low water use xeriscape landscape.

Energy Efficiency: The application of a better technology to maintain the same level of output or service while using less energy. Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.

Renewable Energy: Refers to energy that comes from natural resources, like solar, wind, geothermal, biomass generation or small hydroelectric systems.

3. How important is it to you that Loveland Water and Power provides you with the following types of potential programs?

	Very Important	Somewhat Important	Not Important	Don't Know/NA
Renewable Energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy Efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: *Refers to reducing the usage of water, and once done will have a lasting effect. Example: Converting turf lawn into a low water use xeriscape landscape.*

Energy Efficiency: *The application of a better technology to maintain the same level of output or service while using less energy. Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.*

Renewable Energy: *Refers to energy that comes from natural resources, like solar, wind, geothermal, biomass generation or small hydroelectric systems.*

4. **How important is it to you** that Loveland Water and Power provides you with the following types of support for energy efficiency, water conservation, and renewable energy?

	Very Important	Somewhat Important	Not Important	Don't Know/NA
Detailed information about household power and water consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rebates/Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct installation of energy and water efficiency measures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financing for efficiency or renewable improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Written information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home power and water audits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: Refers to reducing the usage of water, and once done will have a lasting effect. Example: Converting turf lawn into a low water use xeriscape landscape.

Energy Efficiency: The application of a better technology to maintain the same level of output or service while using less energy. Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.

Renewable Energy: Refers to energy that comes from natural resources, like solar, wind, geothermal, biomass generation or small hydroelectric systems.

Peak Demand: Refers to the maximum power and water use during a certain period of time. In Loveland, this is typically due to air conditioning in the summer months for electricity and lawn irrigation in the summer months for water.

5. **How would you prioritize each of the following considerations** by level of importance to you, when Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs?

	High Priority	Medium Priority	Low Priority	Don't Know/NA
Power and water savings potential of programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that avoid or defer capital and facility expansions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that comply with regulations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that reduce peak demand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that reduce environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that reduce utility operating costs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that increase community involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Programs that align with state and or regional goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: Refers to reducing the usage of water, and once done will have a lasting effect. Example: Converting turf lawn into a low water use xeriscape landscape.

Energy Efficiency: The application of a better technology to maintain the same level of output or service while using less energy. Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.

6. When considering making an energy efficiency or water conservation improvements for your home, **which of the following do you consider to be barriers?** *Please check all that apply.*

- Lack of information
- Cost
- Products/services providers hard to find
- Other
- None of the above

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: *Refers to reducing the usage of water, and once done will have a lasting effect. Example: Converting turf lawn into a low water use xeriscape landscape.*

Energy Efficiency: *The application of a better technology to maintain the same level of output or service while using less energy. Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.*

7. When looking for information regarding energy efficiency and water conservation, **what sources do you trust most** for information? *Please check all that apply.*

- Friends/Relatives/Coworkers
- Environmental Groups
- Retailers
- Loveland Water and Power/the utility
- Consumer Groups
- Contractors
- Other
- None of the above

Programs

The following are definitions of the terms as they will be used below:

Renewable Energy: *Refers to energy that comes from natural resources, like solar, wind, geothermal, biomass generation or small hydroelectric systems.*

8. When the utility considers increasing their renewable energy portfolio, **how important is it to you that renewable energy sources are physically located in the Loveland area?**

- Very important
- Somewhat important
- Not important
- Don't know/NA

Programs

A community solar garden is a solar power installation that allows the community to purchase “shares” of the solar power source and receive utility credit for the power output from the installation.

9. How likely would you be to participate in a community solar garden (purchase solar panels, or “shares”) and offset your power consumption?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- Don't know/NA

Communications

10. **How would you grade Loveland Water and Power in communicating** with its customers about each of the following?

	A	B	C	D	F	Don't Know/NA
Utility Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
General Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utility Service Outages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strategies for lowering bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utility Performance (water quality, power reliability)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate Changes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Construction/Projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Services Offered (tree-trimming, hydrant flushing, cross-connection)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

Communications

11. **Which of the following topics are you interested in learning more about** from Loveland Water and Power? *Please check all that apply.*

- Services Offered (tree-trimming, hydrant flushing, cross-connection)
- Strategies for lowering bills
- General Information
- Utility Safety
- Rate Changes
- Construction/Projects
- Utility Service Outages
- Utility Performance (water quality, power reliability)
- Other (please specify):
- None

Communications

12. **Have you visited the Loveland Water and Power portion of the City of Loveland website?**

- Yes
- No

Communications

Page entry logic:

This page will show when: Question "**Have you visited the Loveland Water and Power portion of the City of Loveland website?**" #12 = ("Yes")

13. **How would you grade the Loveland Water and Power website** on each of the following?

	A	B	C	D	F	Don't Know/NA
Ease of finding information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Communications

14. **Which of the following methods do you prefer for receiving information** from Loveland Water and Power? *Please check all that apply.*

- Newspaper
- Email
- Direct contact with customer relations representatives
- Radio
- Direct Mail
- Social Media (Facebook/Twitter)
- Utility Bill/Loveland City Update
- TV
- Community Events
- Other
- None

Communications

15. **Which of the following methods do you prefer for receiving communications about Loveland Water and Power emergencies or outages?** *Please check all that apply.*

- Text
- Social Media (Facebook/Twitter)
- Newspaper
- Phone
- Email
- Website
- Other

What's Next

16. **How important are each of the following to you** as Loveland Water and Power considers its strategy for the future?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Don't Know/NA
Partnerships to encourage locally grown agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Avoid or defer utility capital and facility expansion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower utility rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing assistance to low-income families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minimize environmental impact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide customers with online utility consumption information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate structures that promote water conservation and energy efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic growth/development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What's Next

Understanding that it costs more for Loveland Water and Power to offer water conservation, energy efficiency and renewable energy programs, if everyone were to pay a slight increase in water and power rates to develop and support such programs, please indicate below how much would you be willing to pay on your monthly utility bill.

**Based on the average residential invoice of 8,100 gallons per month.*

*** Based on the average residential invoice of 700 kilowatt hours per month.*

17. Please **indicate the additional amount you'd be willing to pay each month for WATER CONSERVATION* programs.**

- 3% more (about \$0.82 per month on an average residential bill)
- 5% more (about \$1.37 per month on an average residential bill)
- 10% more (about \$2.74 per month on an average residential bill)
- I would not be willing to pay for this
- Other

Comments

18. Please **indicate the additional amount you'd be willing to pay each month for ENERGY EFFICIENCY** programs.**

- 3% more (about \$2.01 per month on an average residential bill)
- 5% more (about \$3.35 per month on an average residential bill)
- 10% more (about \$6.70 per month on an average residential bill)
- I would not be willing to pay for this
- Other

Comments

19. Please **indicate the additional amount you'd be willing to pay each month for RENEWABLE ENERGY** programs.**

- 5% more (about \$3.35 per month on an average residential bill)
- 10% more (about \$6.70 per month on an average residential bill)
- 15% more (about \$10.05 per month on an average residential bill)
- I would not be willing to pay for this
- Other

Comments

What's Next

Historically, Loveland Water and Power has made business decisions primarily from a financial perspective, attempting to use lowest cost alternatives.

When discussing the costs and benefits of modern projects, the concept of a triple bottom line is often used to refer to not only the financial aspects of a project, but the community and environmental aspects as well.

20. **Would you support Loveland Water and Power prioritizing the triple bottom line,** even if it meant increased utility rates in order to provide more benefit to our community and environment?

- Yes
- No
- Not sure/Need more information

21. **Please rate each of the triple bottom line components** in relation to how important you think they should be to Loveland Water and Power. (1 = *Most Important*, 2 = *Somewhat Important*, 3 = *Least Important*)

	1	2	3
Environmental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

What's Next

Loveland Water and Power (LWP) and Platte River Power Authority (PRPA), the city-owned wholesale power provider for Fort Collins, Estes Park, Longmont, and Loveland, are working together to diversify future electricity supply to the cities. The following questions are in relation to this collaboration.

wind and solar resources.

What's Next

Loveland Water and Power (LWP) and Platte River Power Authority (PRPA), the city-owned wholesale power provider for Fort Collins, Estes Park, Longmont, and Loveland, are working together to diversify future electricity supply to the cities. Please rate your level of agreement with the following statement. The following questions are in relation to this collaboration.

23. **I would be willing to pay \$30 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- Don't Know

What's Next

Page entry logic:

This page will show when: Question "**I would be willing to pay \$30 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above." #23 contains any ("Somewhat Agree","Neutral","Somewhat Disagree","Strongly Disagree","Don't Know")

Loveland Water and Power (LWP) and Platte River Power Authority (PRPA), the city-owned wholesale power provider for Fort Collins, Estes Park, Longmont, and Loveland, are working together to diversify future electricity supply to the cities. Please rate your level of agreement with the following statement. The following questions are in relation to this collaboration.

24. **I would be willing to pay \$20 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- Don't Know

What's Next

Page entry logic:

This page will show when: Question "**I would be willing to pay \$20 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above." #24 contains any ("Somewhat Agree","Neutral","Somewhat Disagree","Strongly Disagree","Don't Know")

Loveland Water and Power (LWP) and Platte River Power Authority (PRPA), the city-owned wholesale power provider for Fort Collins, Estes Park, Longmont, and Loveland, are working together to diversify future electricity supply to the cities. Please rate your level of agreement with the following statement. The following questions are in relation to this collaboration.

25. **I would be willing to pay \$10 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- Don't Know

Additional Thoughts

26. **Do you have anything to add** regarding what's been discussed in this survey?

About You

Thank you for your responses. To wrap up, we'd like to know a few things about you.

27. **Are you:**

- Male
- Female

28. **What is your age?**

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

29. **What is your employment status?**

- Employed, Full-Time
- Employed, Part-Time
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- A homemaker
- A student
- Military
- Retired
- Unable to work

30. **What is the highest degree or level of school you have completed?**

- 12th grade or less
- Graduated high school or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Post-graduate degree

31. **Do you rent or own your home?**

- Rent
- Own

32. **How many people, including yourself, are in your household?**

- 1
- 2
- 3-4
- 5-6
- 7+

If you would like to be entered in the drawing for one of ten (10) \$50 Visa Gift Cards, please enter your email address below. Your email will not be attached to your responses when results are calculated.

We will contact winners after the survey closes on May 31, 2014.

Contact Kim Pierce at kim@jdconsulting.co or (970) 310-7056 with any questions.

33. Enter your email address:

Thank You!

Thank you for your participation! Your responses have been recorded.

Visit the Loveland Water and Power website [here](#).



Loveland Water and Power Customer Survey

About Loveland Water and Power

Loveland Water and Power wants to gain a better understanding of our customers' needs and wants, your response to existing and potential programs or policies, and your understanding of our services.

Loveland Water and Power is your local public power, water and wastewater utility. Public utilities are operated by local governments to provide communities with reliable, responsive, not-for-profit utility services. Loveland Water and Power is directly accountable to the people we serve through the Loveland Utilities Commission and the Loveland City Council.

Customer Service

1) How much do you agree or disagree with the following statement?

The quality of services provided by Loveland Water and Power contributes to making Loveland a better place to live and work.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Comments:



Loveland Water and Power Customer Survey

Programs

The following are definitions of the terms as they will be used below:

Water Conservation: Refers to reducing the usage of water, and once done will have a lasting effect.
Example: Converting turf lawn into a low water use xeriscape landscape.

Energy Efficiency: The application of a better technology to maintain the same level of output or service while using less energy. *Example: Insulating a home allows a building to use less heating and cooling energy to maintain a comfortable temperature.*

Renewable Energy: Refers to energy that comes from natural resources, like solar, wind, geothermal, biomass generation or small hydroelectric systems.

Peak Demand: Refers to the maximum amount of water and power use during a certain period of time. *In Loveland, this is typically due to air conditioning in the summer months for electricity and lawn irrigation in the summer months for water.*

2) Please rank the following in order of importance to you. (1 = Most Important, 2 = Somewhat Important, 3 = Least Important)

- _____ Water Conservation
- _____ Energy Efficiency
- _____ Renewable Energy

Comments:

3) How important is it to you that Loveland Water and Power provides you with the following types of potential programs?

	Very Important	Somewhat Important	Not Important	Don't Know/NA
Water Conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy Efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Renewable Energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Loveland Water and Power Customer Survey

4) How important is it to you that Loveland Water and Power provides you with the following types of support for energy efficiency, water conservation and renewable energy?

	Very Important	Somewhat Important	Not Important	Don't Know/NA
Written information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Detailed information about household power and water consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home power and water audits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Direct installation of energy and water efficiency measures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rebates/Discounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financing for efficiency or renewable improvements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5) How would you prioritize each of the following considerations by level of importance to you, when Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs?

	High Priority	Medium Priority	Low Priority	Don't Know/NA
Power and water savings potential of programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that reduce peak demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that reduce utility operating costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that avoid or defer capital and facility expansions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that reduce environmental impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that comply with regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that align with state and or regional goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs that increase community involvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:



Loveland Water and Power Customer Survey

6) When considering making an energy efficiency or water conservation improvements for your home, **which of the following do you consider to be barriers?** *Please check all that apply.*

- Cost
- Lack of information
- Products/services providers hard to find
- Other: _____
- None of the above

7) When looking for information regarding energy efficiency and water conservation, **what sources do you trust most** for information? *Please check all that apply.*

- Loveland Water and Power/the utility
- Consumer Groups
- Environmental Groups
- Retailers
- Contractors
- Friends/Relatives/Coworkers
- Other: _____
- None of the above

8) When the utility considers increasing their renewable energy portfolio, **how important is it to you that renewable energy sources are physically located in the Loveland area?**

- Very important
- Somewhat important
- Not important
- Don't know/NA

A community solar garden is a solar power installation that allows the community to purchase “shares” of the solar power source and receive utility credit for the power output from the installation.

9) **How likely would you be to participate in a community solar garden** (purchase solar panels, or “shares”) and offset your power consumption?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- Don't know/NA



Loveland Water and Power Customer Survey

Communications

10) **How would you grade Loveland Water and Power in communicating** with its customers about each of the following?

	A	B	C	D	F	Don't Know/NA
General Information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utility Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategies for lowering bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services Offered (tree-trimming, hydrant flushing, cross-connection)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction/Projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rate Changes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utility Performance (water quality, power reliability)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Utility Service Outages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

11) **Which of the following topics are you interested in learning more about** from Loveland Water and Power? *Please check all that apply.*

- General Information
- Utility Safety
- Strategies for lowering bills
- Services Offered (tree-trimming, hydrant flushing, cross-connection)
- Construction/Projects
- Rate Changes
- Utility Performance (water quality, power reliability)
- Utility Service Outages
- Other: _____
- None



Loveland Water and Power Customer Survey

Please only answer the following question if you have visited the Loveland Water and Power portion of the City of Loveland website.

12) How would you grade the Loveland Water and Power website on each of the following?

	A	B	C	D	F	Don't Know/NA
Ease of finding information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clarity of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13) Which of the following methods do you prefer for receiving information from Loveland Water and Power? *Please check all that apply.*

- Utility Bill/Loveland City Update
- Email
- Direct contact with customer relations representatives
- Newspaper
- Social Media (Facebook/Twitter)
- Direct Mail
- Radio
- TV
- Community Events
- Other: _____
- None

14) Which of the following methods do you prefer for receiving communications about Loveland Water and Power emergencies or outages? *Please check all that apply.*

- Email
- Text
- Phone
- Website
- Newspaper
- Social Media (Facebook/Twitter)
- Other: _____



Loveland Water and Power Customer Survey

What's Next

15) **How important are each of the following to you** as Loveland Water and Power considers its strategy for the future?

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Don't Know/NA
Economic growth/development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower utility rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Minimize environmental impact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avoid or defer utility capital and facility expansion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide customers with online utility consumption information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partnerships to encourage locally grown agriculture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing assistance to low-income families	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rate structures that promote water conservation and energy efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Understanding that it costs more for Loveland Water and Power to offer water conservation, energy efficiency and renewable energy programs, if everyone were to pay a slight increase in water and power rates to develop and support such programs, please indicate below how much would you be willing to pay on your monthly utility bill.

**Based on the average residential invoice of 8,100 gallons per month.*

*** Based on the average residential invoice of 700 kilowatt hours per month.*

16) Please **indicate the additional amount you'd be willing to pay each month for WATER CONSERVATION* programs.**

- 3% more (about \$0.82 per month on an average residential bill)
- 5% more (about \$1.37 per month on an average residential bill)
- 10% more (about \$2.74 per month on an average residential bill)
- I would not be willing to pay for this
- Other: _____



Loveland Water and Power Customer Survey

17) Please indicate the additional amount you'd be willing to pay each month for ENERGY EFFICIENCY programs.**

- 3% more (about \$2.01 per month on an average residential bill)
- 5% more (about \$3.35 per month on an average residential bill)
- 10% more (about \$6.70 per month on an average residential bill)
- I would not be willing to pay for this
- Other: _____

18) Please indicate the additional amount you'd be willing to pay each month for RENEWABLE ENERGY programs.**

- 5% more (about \$3.35 per month on an average residential bill)
- 10% more (about \$6.70 per month on an average residential bill)
- 15% more (about \$10.05 per month on an average residential bill)
- I would not be willing to pay for this
- Other: _____

Comments:

Historically, Loveland Water and Power has made business decisions primarily from a financial perspective, attempting to use lowest cost alternatives.

When discussing the costs and benefits of modern projects, the concept of a triple bottom line is often used to refer to not only the financial aspects of a project, but the community and environmental aspects as well.

19) Would you support Loveland Water and Power prioritizing the triple bottom line, even if it meant increased utility rates in order to provide more benefit to our community and environment?

- Yes
- No
- Not sure/Need more information

20) Please rate each of the triple bottom line components in relation to how important you think they should be to Loveland Water and Power. (1 = Most important, 2 = Somewhat Important 3 = Least Important)

_____ Environmental
_____ Social
_____ Financial



Loveland Water and Power Customer Survey

22) **I would be willing to pay \$30 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- Don't Know

23) **I would be willing to pay \$20 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- Don't Know

24) **I would be willing to pay \$10 more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree
- Don't Know

Additional Thoughts

25) **Do you have anything to add** regarding what's been discussed in this survey?



Loveland Water and Power Customer Survey

About You

Are you:

- Male
- Female

What is your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75-84
- 85+

Do you rent or own your home?

- Rent
- Own

How many people, including yourself, are in your household?

- 1
- 2
- 3-4
- 5-6
- 7+

What is your employment status?

- Employed, Full-Time
- Employed, Part-Time
- Self-employed
- Out of work and looking for work
- Out of work but not currently looking for work
- A homemaker
- A student
- Military
- Retired
- Unable to work

What is the highest degree or level of school you have completed?

- 12th grade or less
- Graduated high school or equivalent
- Some college, no degree
- Associate degree
- Bachelor's degree
- Post-graduate degree

If you would like to be entered in the drawing for one of ten (10) \$50 Visa Gift Cards, please enter your email address below. Your email will not be attached to your responses when results are calculated.

We will contact winners after the survey closes on May 31, 2014.

Contact Kim Pierce at kim@jdconsulting.co or (970) 310-7056 with any questions.

What is your email address?
