

# JD | CONSULTING

## Commercial Customer Survey Report

Loveland Water and Power

7/2/14

## Table of Contents

<b>INTRODUCTION.....</b>	<b>3</b>
<b>REPORT LAYOUT.....</b>	<b>3</b>
<b>BACKGROUND AND METHODOLOGY .....</b>	<b>4</b>
<b>KEY FINDINGS .....</b>	<b>6</b>
<b>DATA INTERPRETATION.....</b>	<b>8</b>
<b>DEMOGRAPHICS .....</b>	<b>8</b>
<b>INTERPRETATION GUIDE.....</b>	<b>10</b>
<b>SAMPLE CROSSTAB TABLE .....</b>	<b>10</b>
<b>SURVEY ANALYSIS .....</b>	<b>11</b>
<b>CUSTOMER SERVICE .....</b>	<b>11</b>
<b>PROGRAMS.....</b>	<b>14</b>
<b>COMMUNICATIONS.....</b>	<b>24</b>
<b>WHAT'S NEXT .....</b>	<b>34</b>
<b>PRPA .....</b>	<b>41</b>
<b>APPENDIX A: FULL TEXT COMMENTS.....</b>	<b>47</b>
<b>APPENDIX B: SURVEY INSTRUMENT .....</b>	<b>61</b>

# Introduction

The following is a report containing information about a 2014 survey of Loveland Water and Power's (LWP) Commercial 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. The comments have not been edited in any way and reflect the comments as they were entered in the survey.
- **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, and presented in front of 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.

### Response Collection

The primary method of collection for the survey was done online, through the SurveyGizmo platform. Both print and online versions were available, although no responses were collected in print. A large survey outreach campaign was launched on May 5, 2014, with a deadline for completed surveys of June 30th, 2014. Additional outreach was completed in the month of June when response counts remained well below the 354 required for a 5% margin or error. A phone list of 2,200 customers was called through a total of four times, collecting email addresses to send the survey link to business owners. The phone calls reached 811 businesses and collected 119 email addresses. This garnered additional responses through the survey’s closing on June 30, 2014. Total respondent information is included in the demographic portion of the survey analysis, but in all, 146 Commercial customers filled out the survey and 83 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 354 responses, a number which not reached. With the final completed response tally at 146, the margin of error for this data is 7.84% at the 95% confidence interval, meaning that percentages would be within 7.84% of what is reported 95% of the time if this survey was replicated. This margin of error is still statistically sound, as surveys require a margin of error under 10% in order to make inferences about the data's extrapolation to a greater population.

**Margin of Error/Sample Size Table**

<b>Population Size</b>	<b>±3%</b>	<b>±5%</b>	<b>±10%</b>
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 business customers, and they approve of the job it is doing. Business customers are also likely to favor electronic forms of communication.**
  - 69.4% of business customers at least somewhat agree that LWP makes decisions in the best long-term interests of the Loveland business community.. (See [Question 1](#))
  - On average, over three-quarters (75.2%) of business customers rated water, wastewater, and power service as very reliable. (See [Question 2](#))
  - On average, 52.9% of commercial customers give LWP an “A” or a “B” on communications, with the highest (62.2%) giving these marks for communications on Utility Performance, and the lowest (43.0%) giving these marks for communications on Services Offered. (See [Question 10](#))
  - While far fewer than half (38.1%, See [Question 12](#)) of commercial customers have visited the LWP website, an average of 72.7% gave the website an “A” or a “B” on quality, ease, and clarity of information contained there. (See [Question 13](#))
  - Behind their utility bill (78.5%), commercial customers would most like to receive their information by email, with 46.1% giving this response. (See [Question 14](#)) Additionally, 86.5% of business customers said they would prefer to receive information on emergencies or outages by email or on the website. (See [Question 15](#))
  
- **Commercial customers prioritize lower costs and economic progress over environmental and social concerns in almost all cases.**
  - Almost all (90.5%) business customers with sustainability goals cited reducing costs as a main driver behind these goals. (See [Question 8](#))
  - The largest number of business customers (72.0%) 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” (54.9% high priority), and “programs that reduce environmental impact” (39.1% high priority). (See [Question 6](#))
  - Strategies for lowering bills and rate changes (both cost considerations) were listed as the most desired information from the utility, with 61.3% of commercial customers saying they’d like to know more about strategies for lowering bills and 49.7% saying they’d like to know more about rate changes. (See [Question 11](#))
  - Almost all business customers said the most important consideration for LWP in creating its future strategy is lowering utility rates, with 95.4% saying this is at least somewhat important. The second most important

consideration was economic growth/development, with 89.0% saying this is at least somewhat important. (See [Question 16](#))

- While nearly half of commercial customers (48.7%) said they needed more information about LWP and the triple bottom line ([See Question 20](#)), they emphatically stressed the importance of Financial considerations (score = 369) above both Environmental (score = 299) and Social (178) when asked to force-rank those items. (See [Question 21](#))
- Business customers said that the support they would like most to see from LWP for water conservation, energy efficiency, and renewable energy programs is in the form of rebates and discounts, with 90.3% saying this would be at least somewhat important to them. (See [Question 5](#)).

➤ **In keeping with their emphasis on financial considerations, business customers rated Energy Efficiency above Water Conservation and Renewable Energy for future strategy considerations.**

- In a forced ranking of these three priorities, business customers ranked Energy Efficiency first (score = 405), Water Conservation second (score = 335), and Renewable Energy third (score = 242). (See [Question 3](#))
- 85.3% of business customers said that all three (WC, EE, RE) were at least somewhat important for LWP to provide, with 92.9% giving these responses for Energy Efficiency, 85.5% for Water Conservation, and 77.6% for Renewable Energy. (See [Question 4](#))
- 64.7% of business customers would pay at least some additional amount for water conservation programs, compared with 62.8% for energy efficiency programs, and 43.4% for renewable energy programs. (See [Questions 17, 18, and 19](#)).
- 44.7% of business customers reported having set sustainability goals for energy efficiency, compared with 30.4% reporting goals for water conservation and only 9.9% reporting goals for renewable energy. (See [Question 7](#))

## Data Interpretation

### Demographics

In the survey, we collected data that was most likely to be interesting to LWP. The demographic questions were asked at the end of the survey, and included data on the respondent's business industry and position with their company.

Total Responses	Raw Number	% of Respondents
<b>TOTAL</b>	<b>146</b>	<b>100.0%</b>

Industry	Raw Number	% of Respondents
Accounting	2	1.4%
Advertising	2	1.4%
Aerospace / Aviation / Automotive	5	3.5%
Agriculture / Forestry / Fishing	0	0.0%
Biotechnology	0	0.0%
Business / Professional Services	10	6.9%
Business Services (Hotels, Lodging Places)	1	0.7%
Computers (Hardware, Desktop Software)	1	0.7%
Communications	0	0.0%
Construction / Home Improvement	11	7.6%
Consulting	1	0.7%
Education	3	2.1%
Engineering / Architecture	1	0.7%
Entertainment / Recreation	2	1.4%
Finance / Banking / Insurance	5	3.5%
Food Service	10	6.9%
Government / Military	1	0.7%
Healthcare / Medical	7	4.8%
Internet	0	0.0%
Legal	0	0.0%
Manufacturing	19	13.1%



Marketing / Market Research / Public Relations	0	0.0%
Media / Printing / Publishing	0	0.0%
Mining	0	0.0%
Non-Profit	12	8.3%
Pharmaceutical / Chemical	0	0.0%
Research / Science	3	2.1%
Real Estate	10	6.9%
Retail	13	9.0%
Telecommunications	1	0.7%
Transportation / Distribution	0	0.0%
Utilities	1	0.7%
Wholesale	2	1.4%
Other	22	15.2%

*OTHER:*

- Appliance Repair
- Art Studio
- Automotive
- Brewery
- Fitness
- Leasing
- Music recording and production
- REmodeling
- Religious (2)
- Services
- Travel
- Veterinary Medicine
- insurance sales
- lodging
- motel
- nursing homes
- pipeline & construction
- video production

<b>Job Title</b>	<b>Raw Number</b>	<b>% of Respondents</b>
Top Level Executive	51	35.9%
Senior Vice President	2	1.4%
Vice President	3	2.1%
Director	9	6.3%
Manager	47	33.1%
Professional	21	14.8%
Administrative/Support personnel	5	3.5%
N/A - Unemployed/Retired/Homemaker	4	2.8%

## 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 data table. This is meant to give more specific information for each question. Each table contains the same summative (total) data shown in the corresponding graph. 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 data table that gives notes on interpretation.

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

### Sample Table

	Total
<b>This is where question or specific sub-question text appears</b>	All
Sample size: Number of respondents who answered this question → <i>Sample Size</i>	1507
<b>Option 1</b>	36.7%
<b>Option 2</b>	6.7%
<b>Option 3</b>	3.4%
<b>Option 4</b>	46.1%
<b>Option 5</b>	7.2%

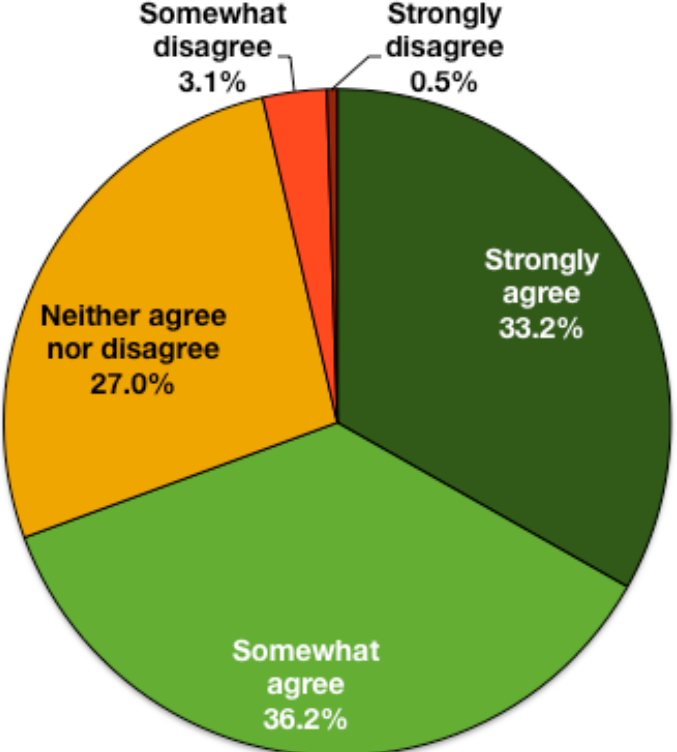
The deeper the green, the higher the percentage is relative to the rest of the column. These are the majority options

# Survey Analysis

## Customer Service

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

*I believe that Loveland Water and Power makes decisions in the best long-term interests of the Loveland business community.*



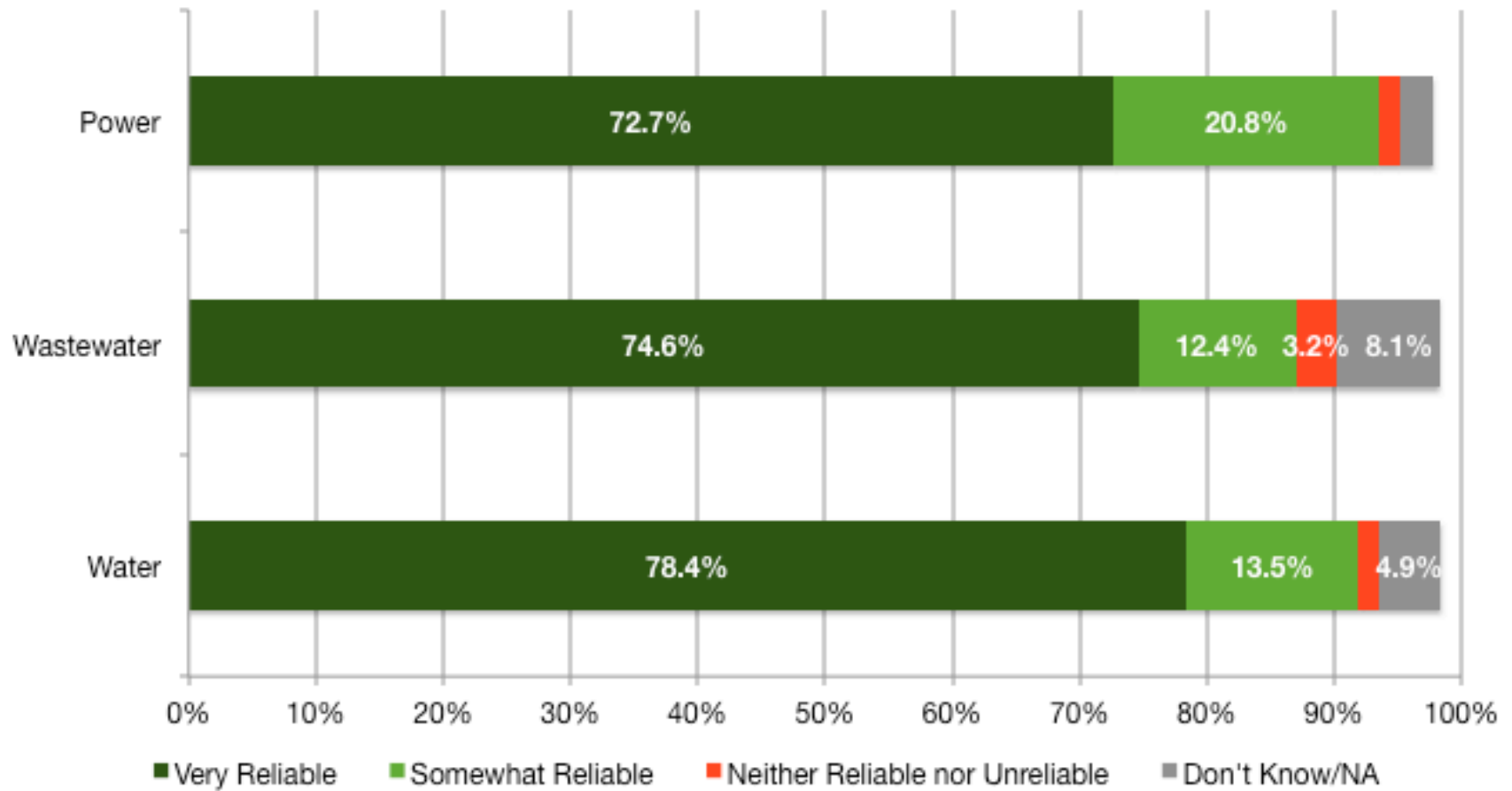
*\*\*See [Appendix A](#) for Full Text Comments for this question*

	Total
<b>I believe that Loveland Water and Power makes decisions in the best long-term interests of the Loveland business community.</b>	All
<i>Sample Size</i>	196
<b>Strongly agree</b>	33.2%
<b>Somewhat agree</b>	36.2%
<b>Neither agree nor disagree</b>	27.0%
<b>Somewhat disagree</b>	3.1%
<b>Strongly disagree</b>	0.5%

**Table 1**

**Figure 1**

*Q2: How reliable do you consider each of these Loveland Water and Power services in serving your business's needs?*



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

**Figure 2**

<b>Water</b>	<b>Total</b>
<i>Sample Size</i>	176
<b>Very Reliable</b>	78.4%
<b>Somewhat Reliable</b>	13.5%
<b>Neither Reliable nor Unreliable</b>	1.6%
<b>Somewhat Unreliable</b>	0.5%
<b>Very Unreliable</b>	1.1%
<b>Don't Know/NA</b>	4.9%

<b>Power</b>	<b>Total</b>
<i>Sample Size</i>	178
<b>Very Reliable</b>	72.7%
<b>Somewhat Reliable</b>	20.8%
<b>Neither Reliable nor Unreliable</b>	1.6%
<b>Somewhat Unreliable</b>	1.6%
<b>Very Unreliable</b>	0.5%
<b>Don't Know/NA</b>	2.7%

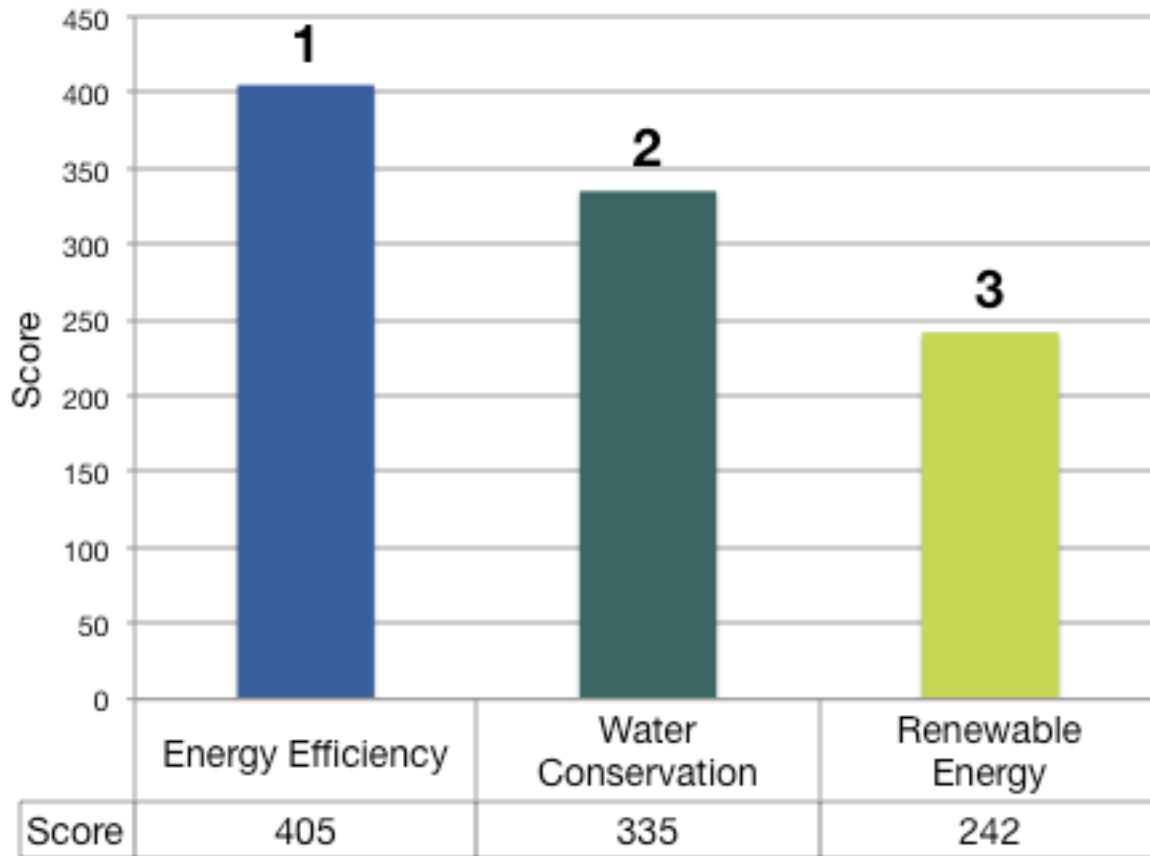
<b>Wastewater</b>	<b>Total</b>
<i>Sample Size</i>	170
<b>Very Reliable</b>	74.6%
<b>Somewhat Reliable</b>	12.4%
<b>Neither Reliable nor Unreliable</b>	3.2%
<b>Somewhat Unreliable</b>	0.5%
<b>Very Unreliable</b>	1.1%
<b>Don't Know/NA</b>	8.1%

**Table 2**

## Programs

**Q3: Please rank the following in order of importance to your business. (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*

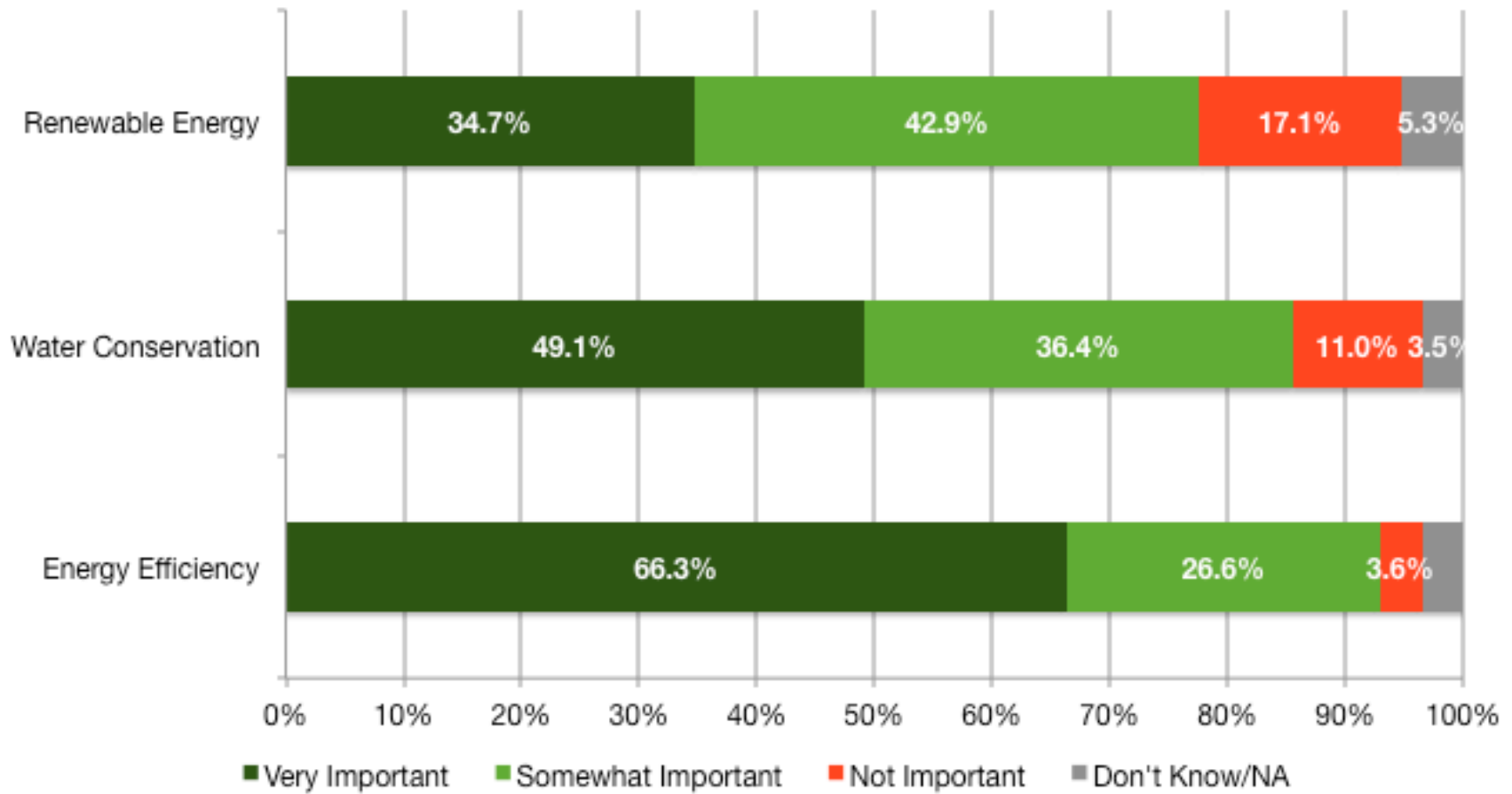


Please rank the following in order of importance to your business		Total
		All
<i>Sample Size</i>		179
<b>Water Conservation</b>		335
<b>Energy Efficiency</b>		405
<b>Renewable Energy</b>		242

**Table 3**

**Figure 3**

*Q4: How important is it to your business that Loveland Water and Power provides your business with the following types of potential programs?*



**Figure 4**

<b>Water Conservation</b>	Total
<i>Sample Size</i>	173
<b>Very Important</b>	49.1%
<b>Somewhat Important</b>	36.4%
<b>Not Important</b>	11.0%
<b>Don't Know/NA</b>	3.5%

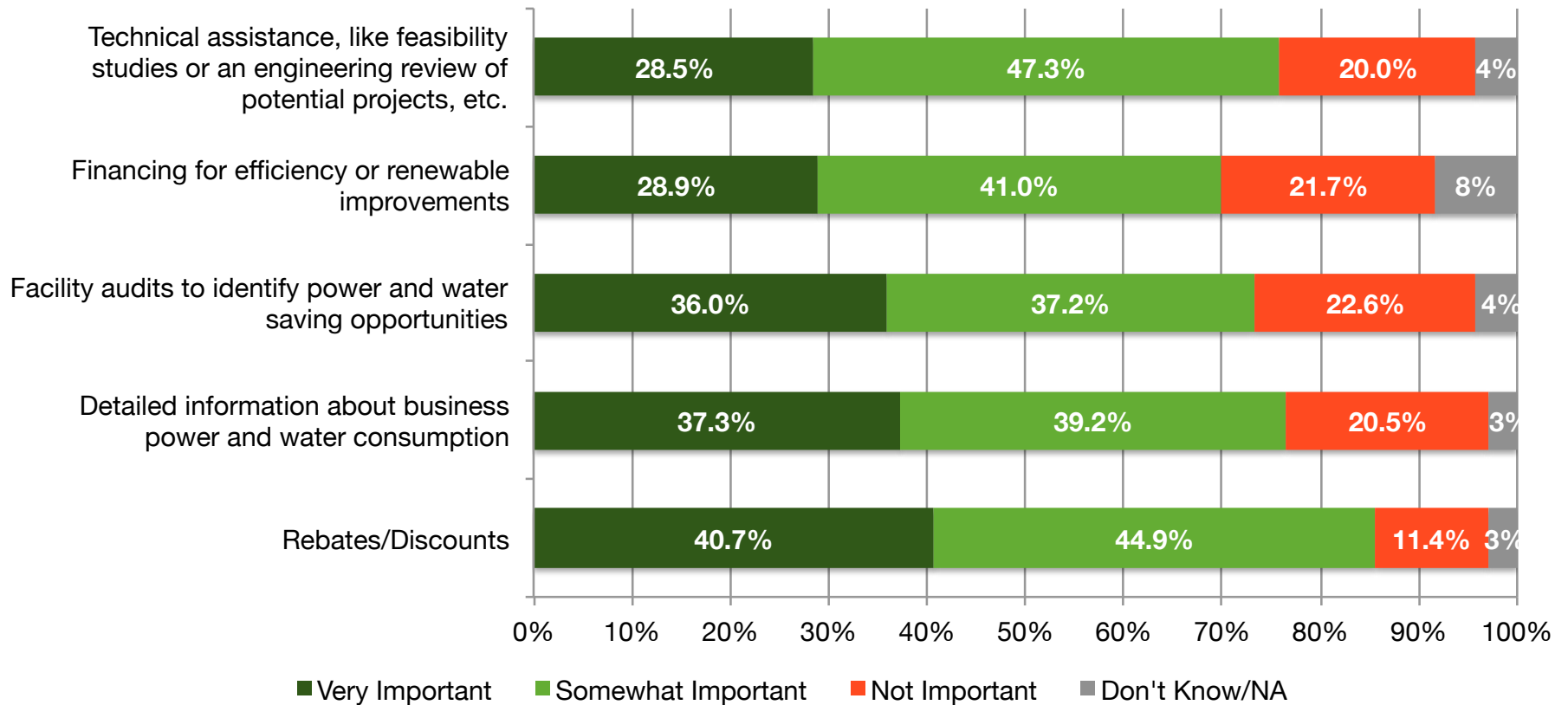
<b>Energy Efficiency</b>	Total
<i>Sample Size</i>	169
<b>Very Important</b>	66.3%
<b>Somewhat Important</b>	26.6%
<b>Not Important</b>	3.6%
<b>Don't Know/NA</b>	3.6%

<b>Renewable Energy</b>	Total
<i>Sample Size</i>	170
<b>Very Important</b>	34.7%
<b>Somewhat Important</b>	42.9%
<b>Not Important</b>	17.1%
<b>Don't Know/NA</b>	5.3%

**Table 4**



*Q5: How important is it to your business that Loveland Water and Power provides you with the following types of support for energy efficiency, water conservation and renewable energy?*



**Figure 5**

<b>Rebates/Discounts</b>	Total
<i>Sample Size</i>	164
<b>Very Important</b>	48.8%
<b>Somewhat Important</b>	41.5%
<b>Not Important</b>	7.3%
<b>Don't Know/NA</b>	2.4%

<b>Detailed information about business power and water consumption</b>	Total
<i>Sample Size</i>	167
<b>Very Important</b>	40.7%
<b>Somewhat Important</b>	44.9%
<b>Not Important</b>	11.4%
<b>Don't Know/NA</b>	3.0%

<b>Facility audits to identify power and water saving opportunities</b>	Total
<i>Sample Size</i>	166
<b>Very Important</b>	37.3%
<b>Somewhat Important</b>	39.2%
<b>Not Important</b>	20.5%
<b>Don't Know/NA</b>	3.0%

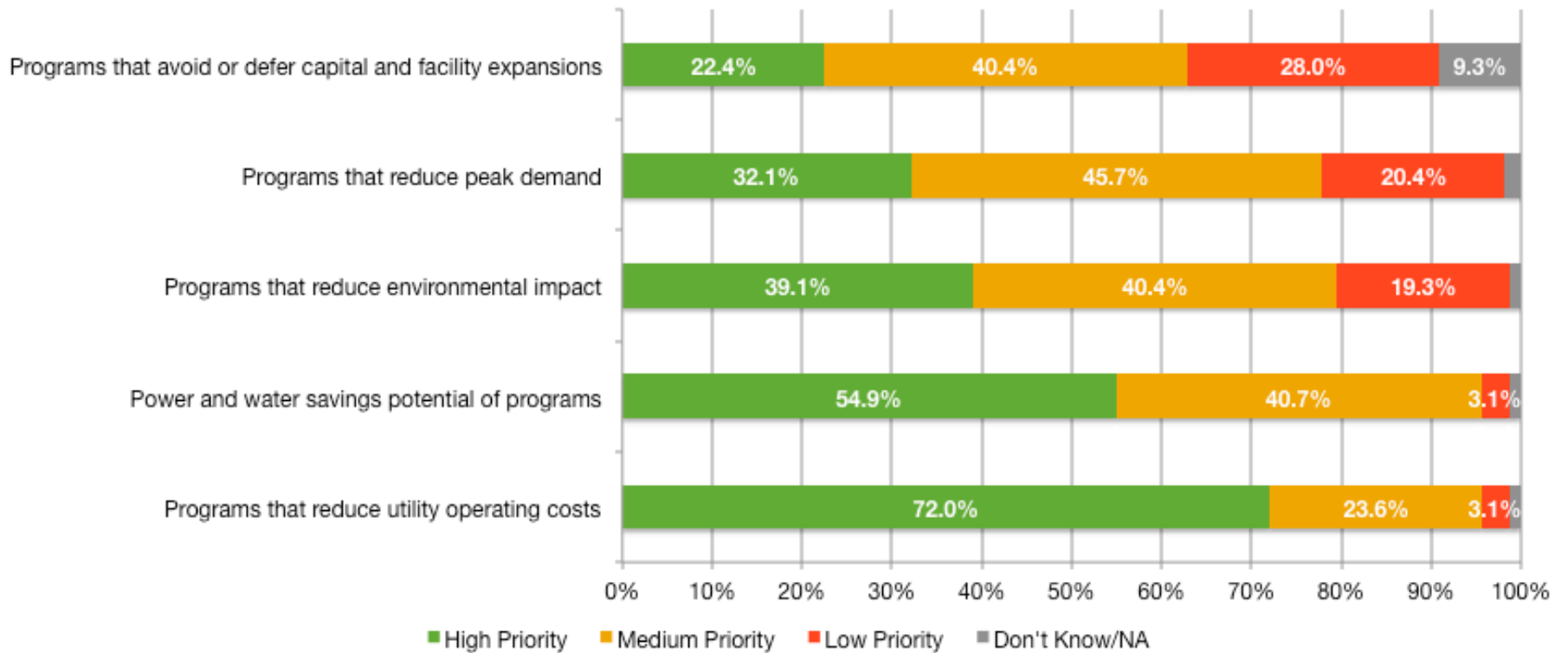
<b>Financing for efficiency or renewable improvements</b>	Total
<i>Sample Size</i>	164
<b>Very Important</b>	36.0%
<b>Somewhat Important</b>	37.2%
<b>Not Important</b>	22.6%
<b>Don't Know/NA</b>	4.3%

<b>Technical assistance, like feasibility studies or an engineering review of potential projects, etc.</b>	Total
<i>Sample Size</i>	166
<b>Very Important</b>	28.9%
<b>Somewhat Important</b>	41.0%
<b>Not Important</b>	21.7%
<b>Don't Know/NA</b>	8.4%

<b>Training on efficient operations and maintenance practices</b>	Total
<i>Sample Size</i>	165
<b>Very Important</b>	28.5%
<b>Somewhat Important</b>	47.3%
<b>Not Important</b>	20.0%
<b>Don't Know/NA</b>	4.2%

**Table 5**

*Q6: When Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs, how would you prioritize each of the following considerations by level of importance to your business?*



**Figure 6**

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

<b>Programs that reduce utility operating costs</b>	Total
<i>Sample Size</i>	161
<b>High Priority</b>	72.0%
<b>Medium Priority</b>	23.6%
<b>Low Priority</b>	3.1%
<b>Don't Know/NA</b>	1.2%

<b>Power and water savings potential of programs</b>	Total
<i>Sample Size</i>	162
<b>High Priority</b>	54.9%
<b>Medium Priority</b>	40.7%
<b>Low Priority</b>	3.1%
<b>Don't Know/NA</b>	1.2%

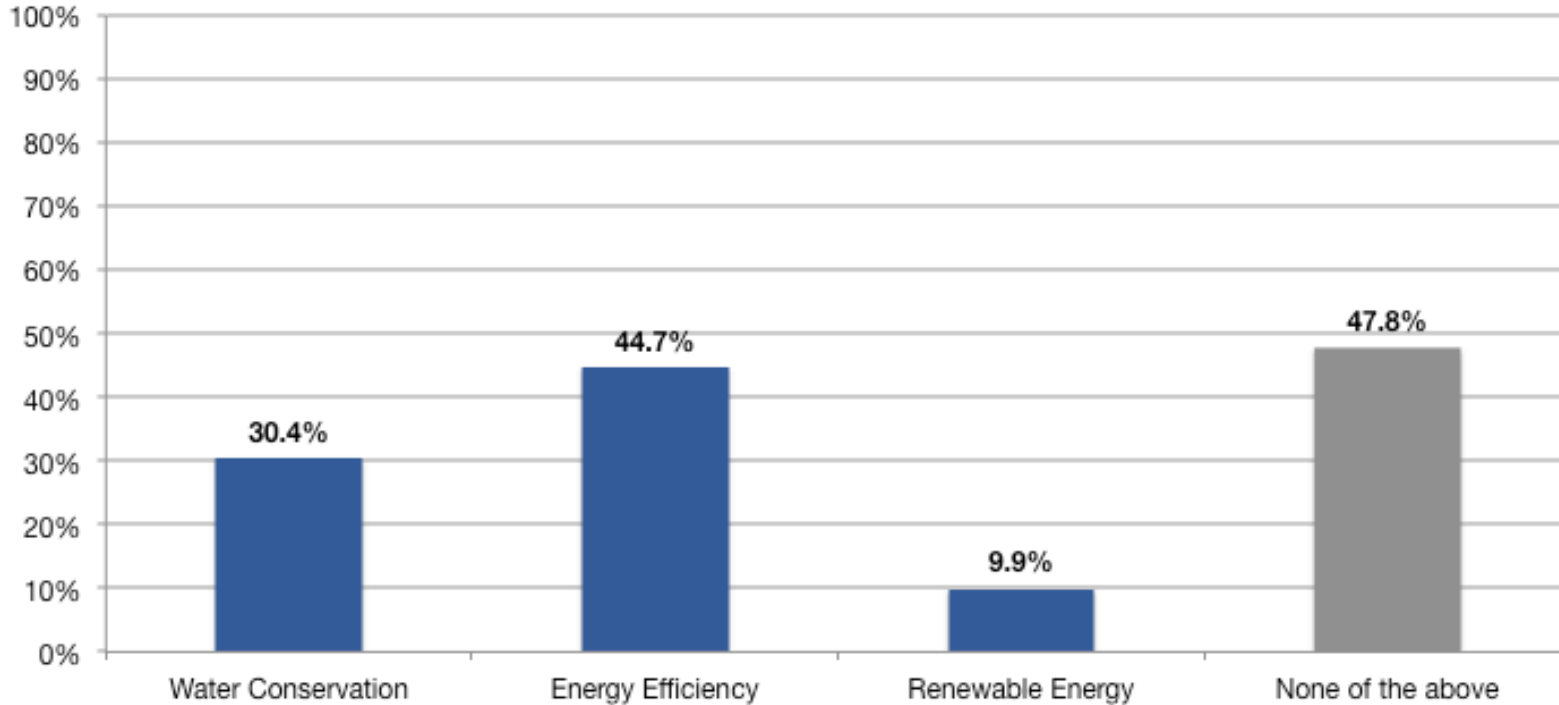
<b>Programs that reduce environmental impact</b>	Total
<i>Sample Size</i>	161
<b>High Priority</b>	39.1%
<b>Medium Priority</b>	40.4%
<b>Low Priority</b>	19.3%
<b>Don't Know/NA</b>	1.2%

<b>Programs that reduce peak demand</b>	Total
<i>Sample Size</i>	162
<b>High Priority</b>	32.1%
<b>Medium Priority</b>	45.7%
<b>Low Priority</b>	20.4%
<b>Don't Know/NA</b>	1.9%

<b>Programs that avoid or defer capital and facility expansions</b>	Total
<i>Sample Size</i>	161
<b>High Priority</b>	22.4%
<b>Medium Priority</b>	40.4%
<b>Low Priority</b>	28.0%
<b>Don't Know/NA</b>	9.3%

**Table 6**

**Q7: For which of the following areas, if any, has your business set sustainability goals? Please check all that apply.**



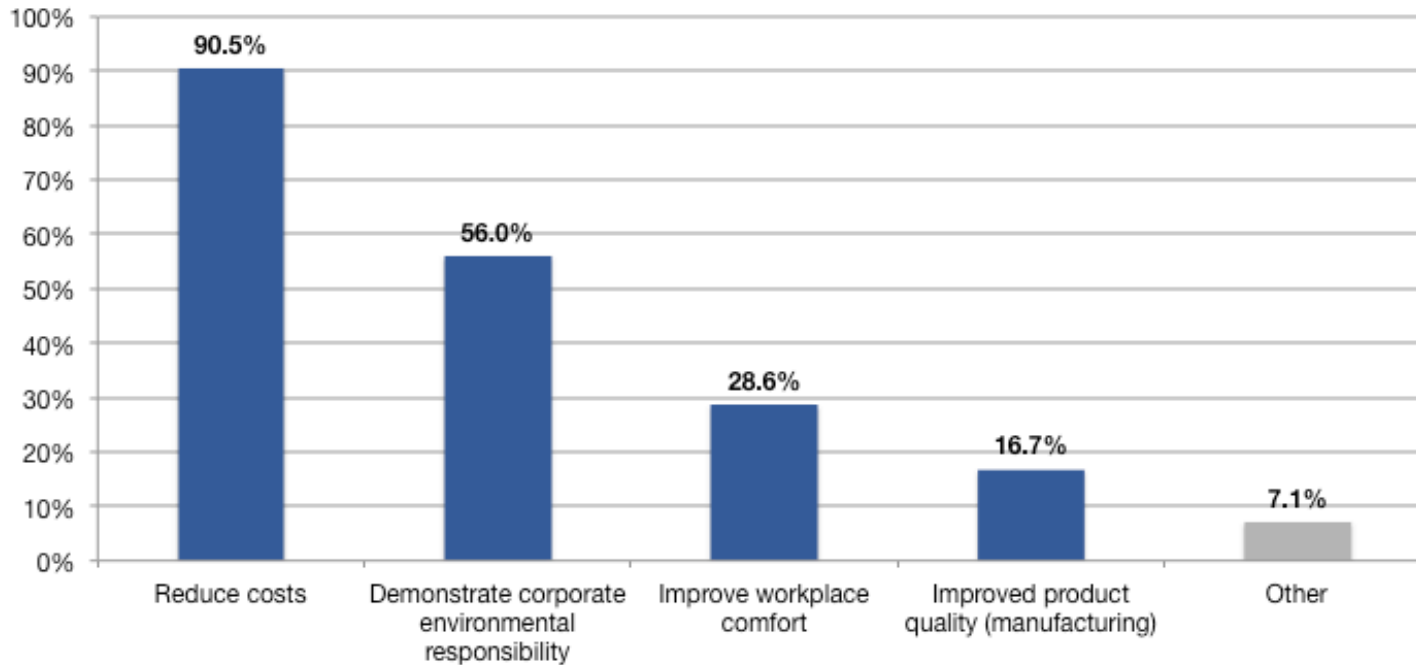
**Figure 7**

<b>For which of the following areas, if any, has your business set sustainability goals?</b>	
<i>Sample Size</i>	Total 214
<b>Water Conservation</b>	30.4%
<b>Energy Efficiency</b>	44.7%
<b>Renewable Energy</b>	9.9%
<b>None of the above</b>	47.8%

**Table 7**

**Q8: What are the main drivers behind these sustainability goals for your organization? Please check all that apply.**

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

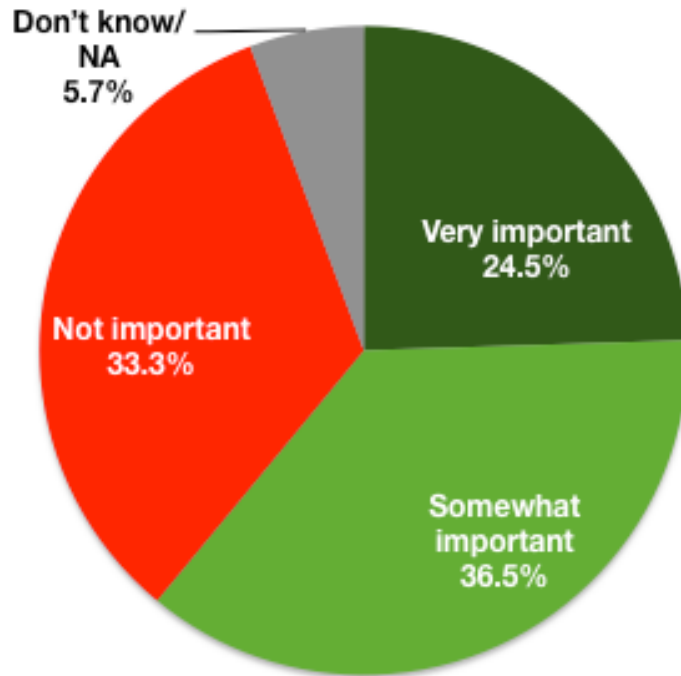


**Figure 8**

<b>What are the main drivers behind these sustainability goals for your organization?</b>	
<i>Sample Size</i>	Total 167
<b>Reduce costs</b>	90.5%
<b>Demonstrate corporate environmental responsibility</b>	56.0%
<b>Improve workplace comfort</b>	28.6%
<b>Improved product quality (manufacturing)</b>	16.7%
<b>Other</b>	7.1%

**Table 8**

*Q9: When the utility considers increasing their renewable energy portfolio, how important is it to your business that renewable energy sources are physically located in the Loveland area?*



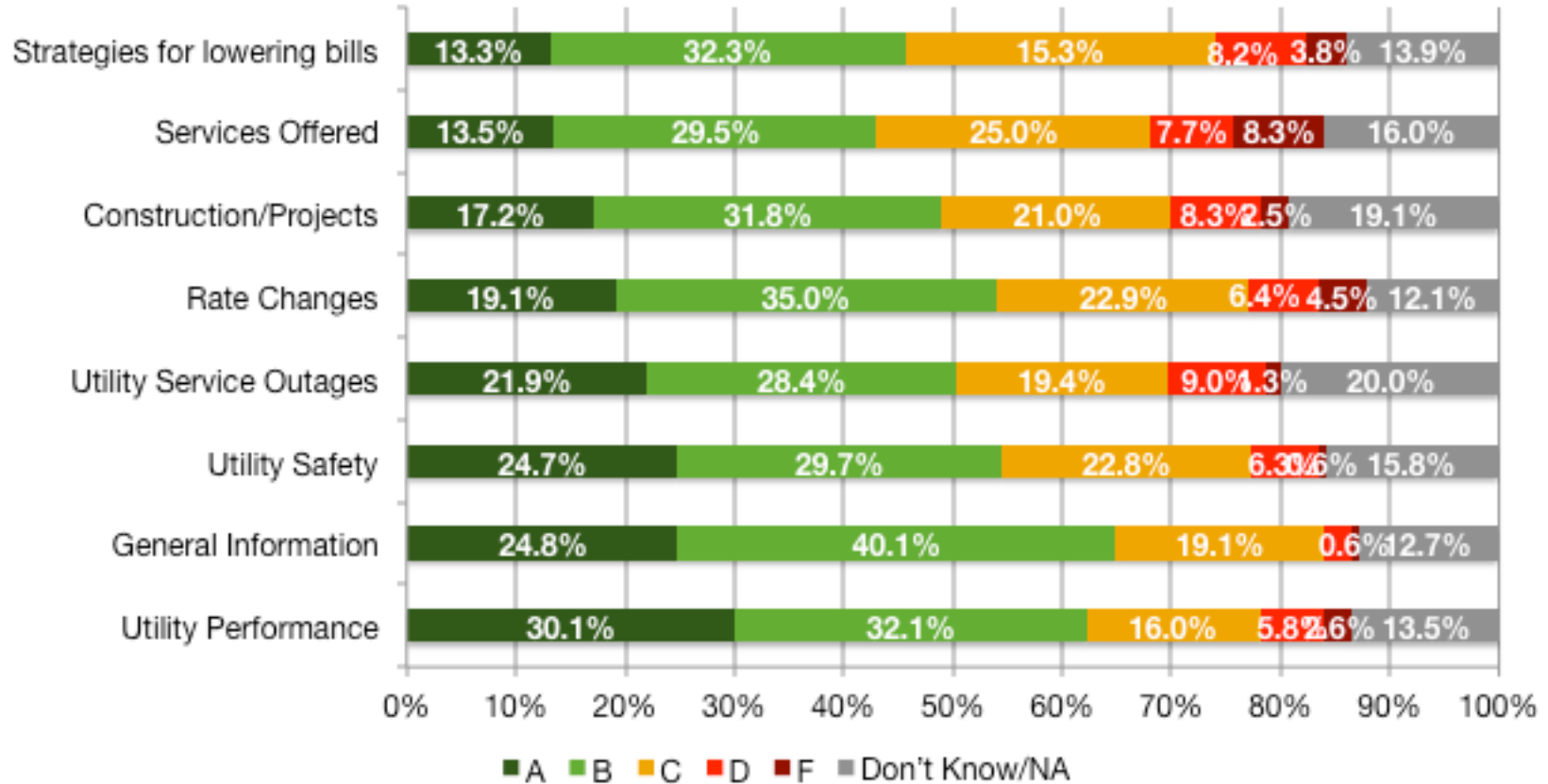
When the utility considers increasing their renewable energy portfolio, how important is it to your business that the renewable energy sources are physically located in the Loveland area?	
<i>Sample Size</i>	Total 159
<b>Very important</b>	24.5%
<b>Somewhat important</b>	36.5%
<b>Not important</b>	33.3%
<b>Don't know/NA</b>	5.7%

**Table 9**

**Figure 9**

## Communications

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



**Figure 10**



<b>Utility Performance</b>	Total
<i>Sample Size</i>	156
<b>A</b>	30.1%
<b>B</b>	32.1%
<b>C</b>	16.0%
<b>D</b>	5.8%
<b>F</b>	2.6%
<b>Don't Know/NA</b>	13.5%

<b>Rate Changes</b>	Total
<i>Sample Size</i>	157
<b>A</b>	19.1%
<b>B</b>	35.0%
<b>C</b>	22.9%
<b>D</b>	6.4%
<b>F</b>	4.5%
<b>Don't Know/NA</b>	12.1%

<b>Utility Service Charges</b>	Total
<i>Sample Size</i>	155
<b>A</b>	21.9%
<b>B</b>	28.4%
<b>C</b>	19.4%
<b>D</b>	9.0%
<b>F</b>	1.3%
<b>Don't Know/NA</b>	20.0%

<b>General Information</b>	Total
<i>Sample Size</i>	157
<b>A</b>	24.8%
<b>B</b>	40.1%
<b>C</b>	19.1%
<b>D</b>	2.5%
<b>F</b>	0.6%
<b>Don't Know/NA</b>	12.7%

<b>Construction/Projects</b>	Total
<i>Sample Size</i>	157
<b>A</b>	17.2%
<b>B</b>	31.8%
<b>C</b>	21.0%
<b>D</b>	8.3%
<b>F</b>	2.5%
<b>Don't Know/NA</b>	19.1%

<b>Strategies for lowering bills</b>	Total
<i>Sample Size</i>	158
<b>A</b>	13.3%
<b>B</b>	32.3%
<b>C</b>	28.5%
<b>D</b>	8.2%
<b>F</b>	3.8%
<b>Don't Know/NA</b>	13.9%

<b>Utility Safety</b>	Total
<i>Sample Size</i>	158
<b>A</b>	24.7%
<b>B</b>	29.7%
<b>C</b>	22.8%
<b>D</b>	6.3%
<b>F</b>	0.6%
<b>Don't Know/NA</b>	15.8%

<b>Services Offered</b>	Total
<i>Sample Size</i>	156
<b>A</b>	13.5%
<b>B</b>	29.5%
<b>C</b>	25.0%
<b>D</b>	7.7%
<b>F</b>	8.3%
<b>Don't Know/NA</b>	16.0%

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

**Table 2**

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

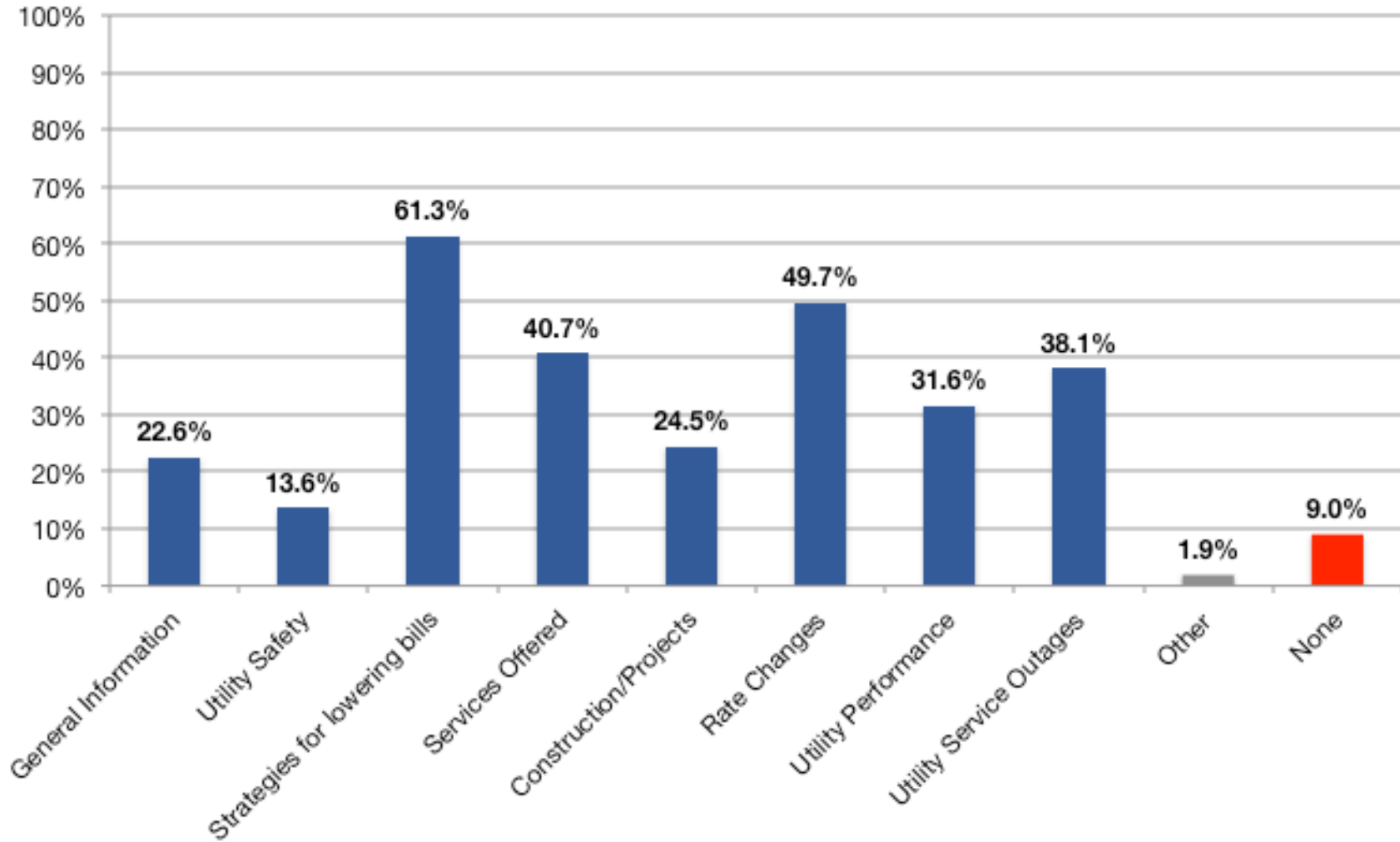


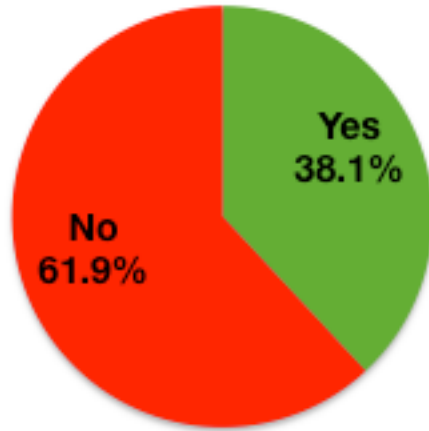
Figure 11

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

<b>Which of the following topics is your business interested in learning more about from Loveland Water and Power?</b>	Total
<i>Sample Size</i>	454
<b>General Information</b>	22.6%
<b>Utility Safety</b>	13.6%
<b>Strategies for lowering bills</b>	61.3%
<b>Services Offered</b>	40.7%
<b>Construction/Projects</b>	24.5%
<b>Rate Changes</b>	49.7%
<b>Utility Performance</b>	31.6%
<b>Utility Service Outages</b>	38.1%
<b>Other</b>	1.9%
<b>None</b>	9.0%

**Crosstab 3**

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

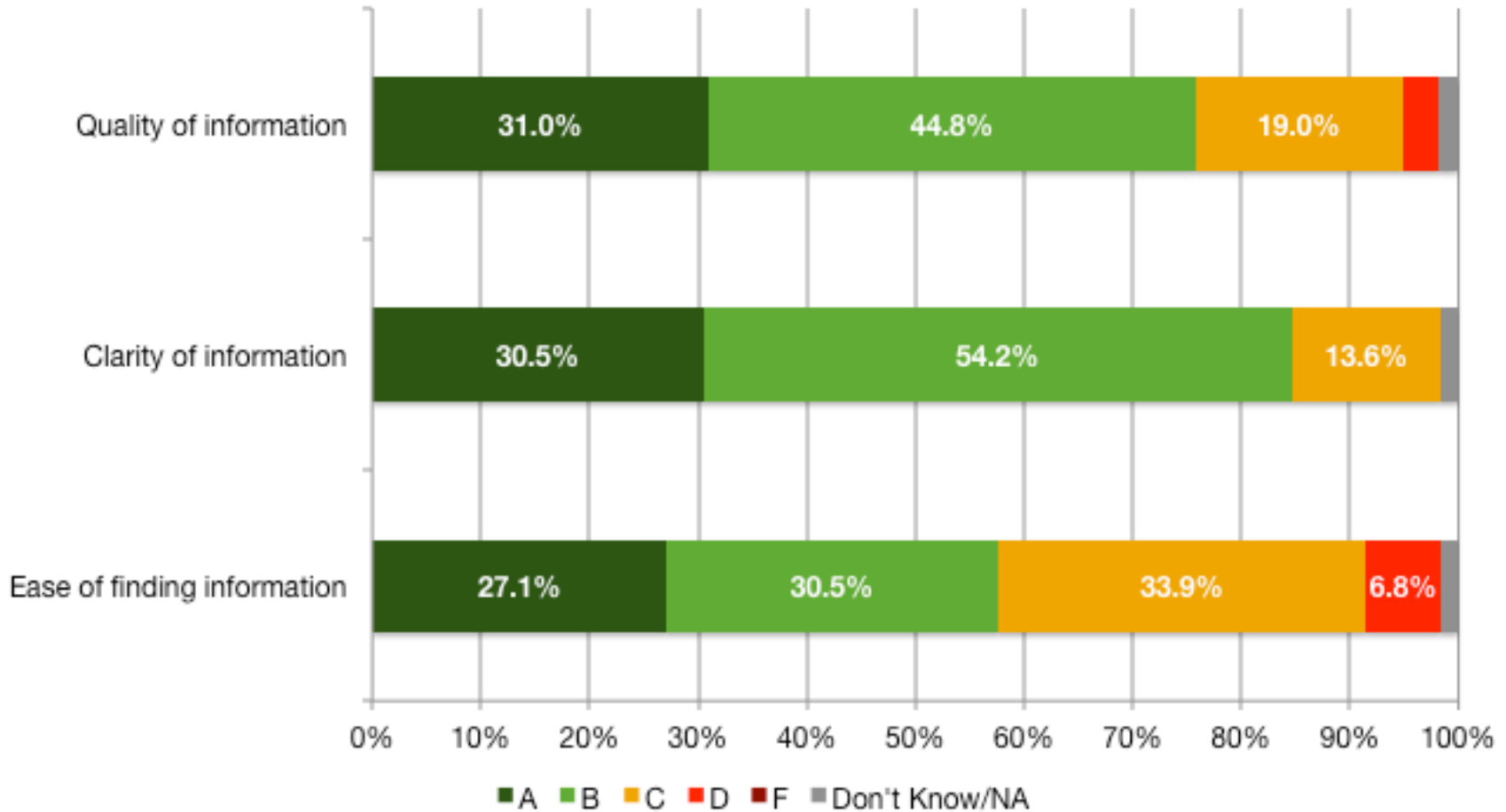


Have you visited the Loveland Water and Power portion of the City of Loveland website?	Total
<i>Sample Size</i>	155
<b>Yes</b>	<b>38.1%</b>

**Table 4**

**Figure 12**

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



**Figure 13**

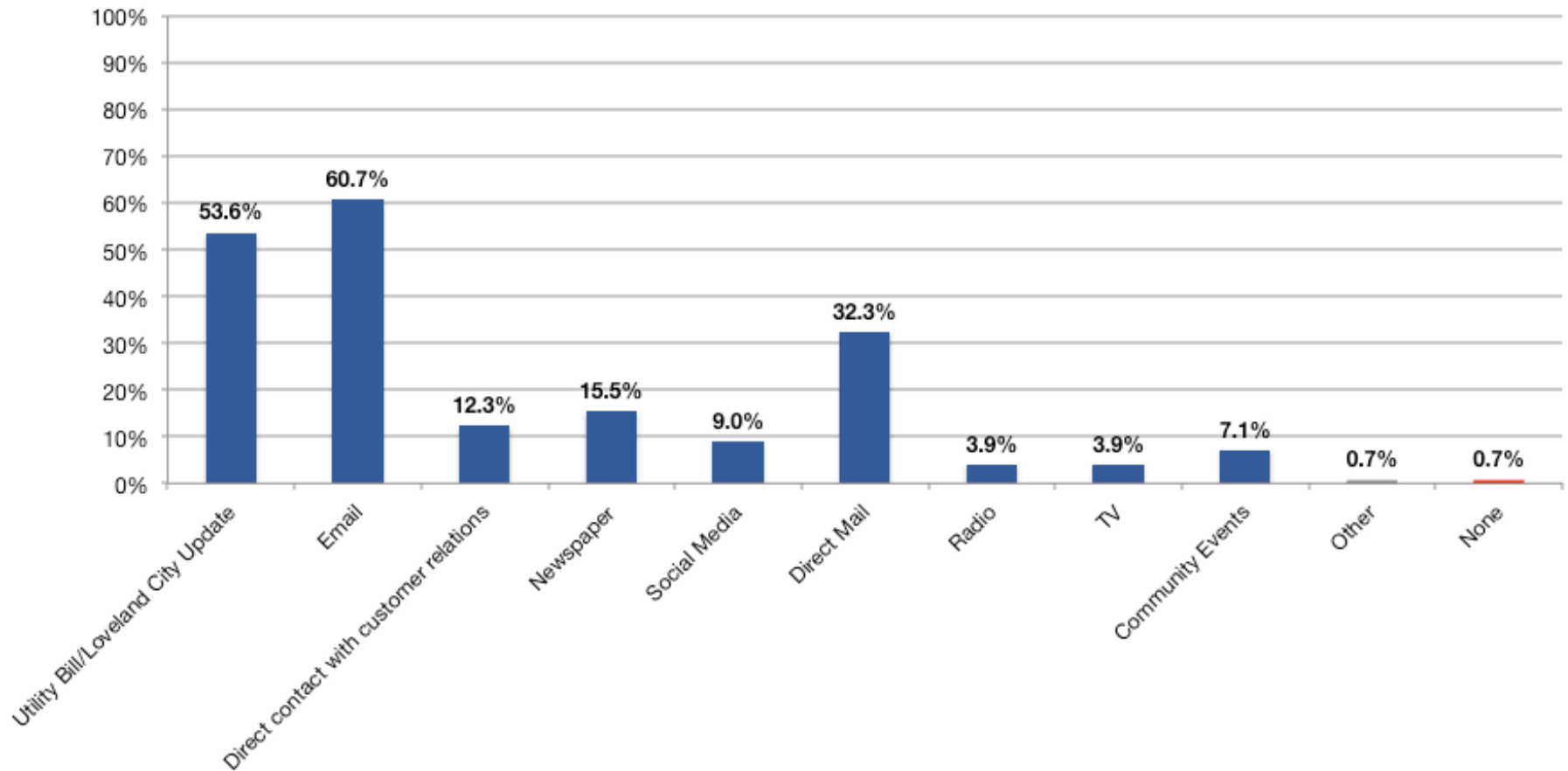
<b>Ease of finding information</b>	<b>Total</b>
<i>Sample Size</i>	59
<b>A</b>	27.1%
<b>B</b>	30.5%
<b>C</b>	33.9%
<b>D</b>	6.8%
<b>F</b>	0.0%
<b>Don't Know/NA</b>	1.7%

<b>Quality of information</b>	<b>Total</b>
<i>Sample Size</i>	59
<b>A</b>	30.5%
<b>B</b>	54.2%
<b>C</b>	13.6%
<b>D</b>	0.0%
<b>F</b>	0.0%
<b>Don't Know/NA</b>	1.7%

<b>Clarity of information</b>	<b>Total</b>
<i>Sample Size</i>	58
<b>A</b>	31.0%
<b>B</b>	44.8%
<b>C</b>	19.0%
<b>D</b>	3.4%
<b>F</b>	0.0%
<b>Don't Know/NA</b>	1.7%

**Table 5**

*Q14: How would your business prefer to receive information from Loveland Water and Power? Please check all that apply.*



**Figure 14**

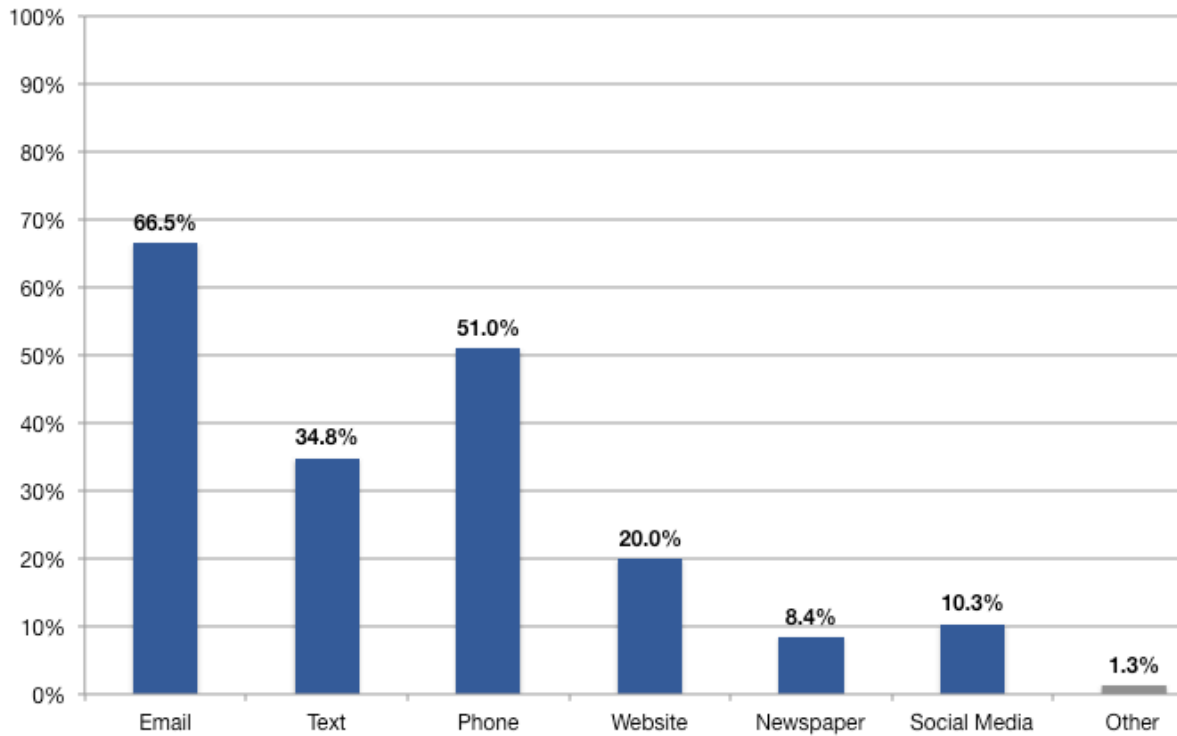
<b>How would your business prefer to receive information from Loveland Water and Power?</b>	<b>Total</b>
<i>Sample Size</i>	309
<b>Utility Bill/Loveland City Update</b>	78.5%
<b>Email</b>	46.1%
<b>Direct contact with customer relations representatives</b>	8.5%
<b>Newspaper</b>	24.1%
<b>Social Media</b>	12.5%
<b>Direct Mail</b>	42.9%
<b>Radio</b>	6.6%
<b>TV</b>	4.2%
<b>Community Events</b>	9.9%
<b>Other</b>	1.2%
<b>None</b>	0.6%

**Table 6\***

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



**Q15: How would your business prefer to receive communications about Loveland Water and Power emergencies or outages? Please check all that apply.**



How would your business prefer to receive communications about Loveland Water and Power emergencies or outages?	Total
<i>Sample Size</i>	298
<b>Email</b>	66.5%
<b>Text</b>	34.8%
<b>Phone</b>	51.0%
<b>Website</b>	20.0%
<b>Newspaper</b>	8.4%
<b>Social Media</b>	10.3%
<b>Other</b>	1.3%

**Table 7**

**Figure 15**

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

## What's Next

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

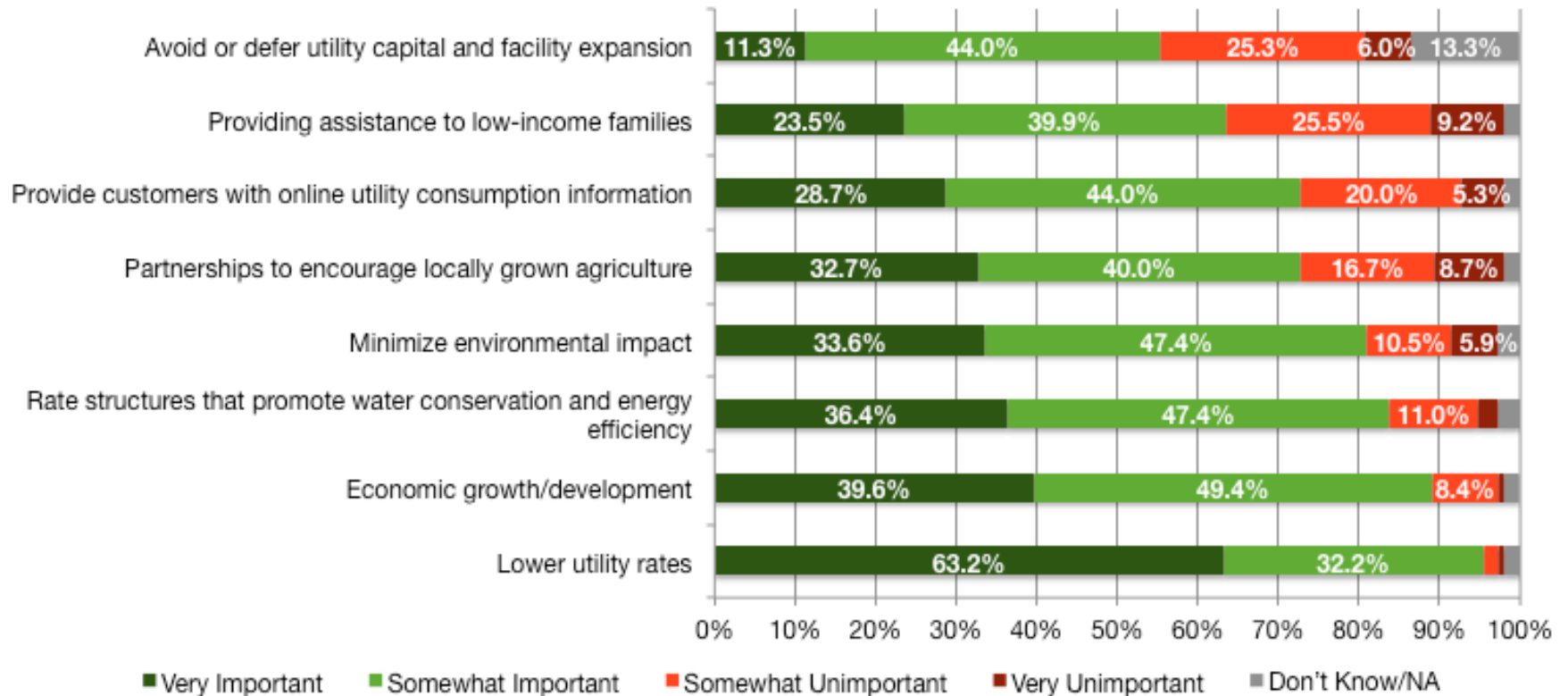


Figure 16

<b>Economic growth/development</b>	Total
<i>Sample Size</i>	154
<b>Very Important</b>	39.6%
<b>Somewhat Important</b>	49.4%
<b>Somewhat Unimportant</b>	8.4%
<b>Very Unimportant</b>	0.6%
<b>Don't Know/NA</b>	1.9%

<b>Provide customers with online utility consumption information</b>	Total
<i>Sample Size</i>	150
<b>Very Important</b>	28.7%
<b>Somewhat Important</b>	44.0%
<b>Somewhat Unimportant</b>	20.0%
<b>Very Unimportant</b>	5.3%
<b>Don't Know/NA</b>	2.0%

<b>Minimize environmental impact</b>	Total
<i>Sample Size</i>	152
<b>Very Important</b>	33.6%
<b>Somewhat Important</b>	47.4%
<b>Somewhat Unimportant</b>	10.5%
<b>Very Unimportant</b>	5.9%
<b>Don't Know/NA</b>	2.6%

<b>Lower utility rates</b>	Total
<i>Sample Size</i>	152
<b>Very Important</b>	63.2%
<b>Somewhat Important</b>	32.2%
<b>Somewhat Unimportant</b>	2.0%
<b>Very Unimportant</b>	0.7%
<b>Don't Know/NA</b>	2.0%

<b>Partnerships to encourage locally grown agriculture</b>	Total
<i>Sample Size</i>	150
<b>Very Important</b>	32.7%
<b>Somewhat Important</b>	40.0%
<b>Somewhat Unimportant</b>	16.7%
<b>Very Unimportant</b>	8.7%
<b>Don't Know/NA</b>	2.0%

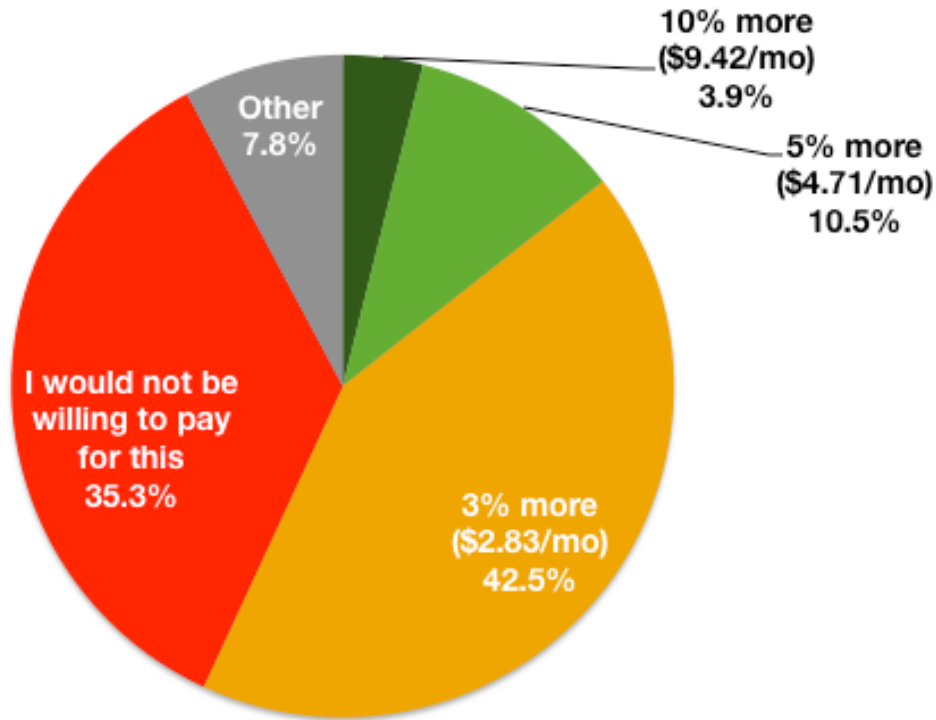
<b>Providing assistance to low-income families</b>	Total
<i>Sample Size</i>	153
<b>Very Important</b>	23.5%
<b>Somewhat Important</b>	39.9%
<b>Somewhat Unimportant</b>	25.5%
<b>Very Unimportant</b>	9.2%
<b>Don't Know/NA</b>	2.0%

<b>Avoid or defer utility capital and facility expansion</b>	Total
<i>Sample Size</i>	150
<b>Very Important</b>	11.3%
<b>Somewhat Important</b>	44.0%
<b>Somewhat Unimportant</b>	25.3%
<b>Very Unimportant</b>	6.0%
<b>Don't Know/NA</b>	13.3%

<b>Rate structures that promote water conservation and energy efficiency</b>	Total
<i>Sample Size</i>	154
<b>Very Important</b>	36.4%
<b>Somewhat Important</b>	47.4%
<b>Somewhat Unimportant</b>	11.0%
<b>Very Unimportant</b>	2.6%
<b>Don't Know/NA</b>	2.6%

Table 8

**Q17: Please indicate the additional amount your business would be willing to pay each month for water conservation programs.**



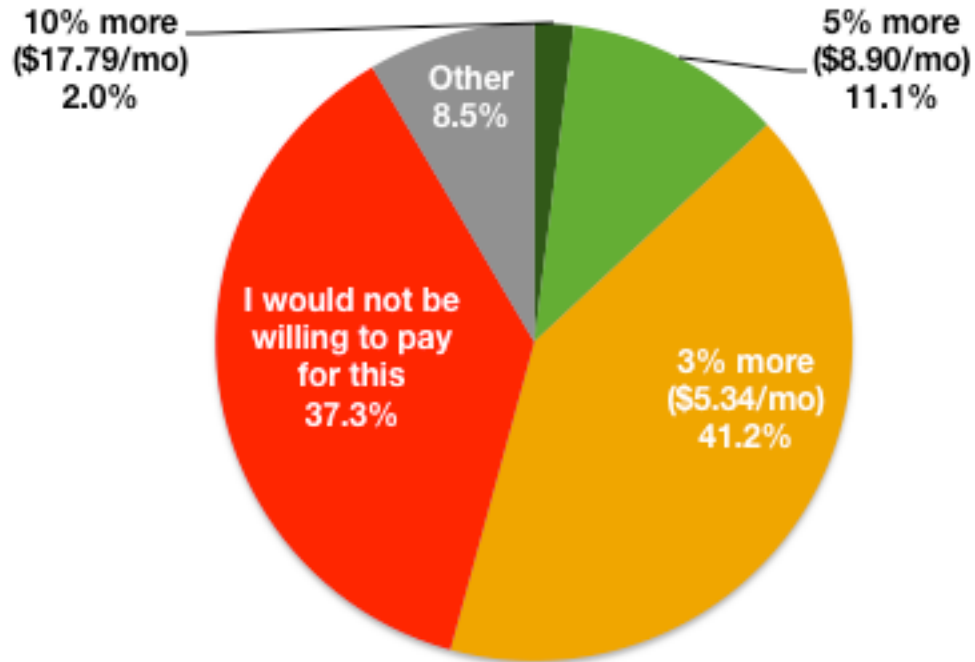
**Figure 17**

Please indicate the additional amount your business would be willing to pay each month WATER CONSERVATION programs.		Total
<i>Sample Size</i>		153
3% more (\$2.83/mo)		42.5%
5% more (\$4.71/mo)		10.5%
10% more (\$9.42/mo)		3.9%
I would not be willing to pay for this		35.3%
Other		7.8%

**Table 9**

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

**Q18: Please indicate the additional amount your business would be willing to pay each month for energy efficiency programs.**



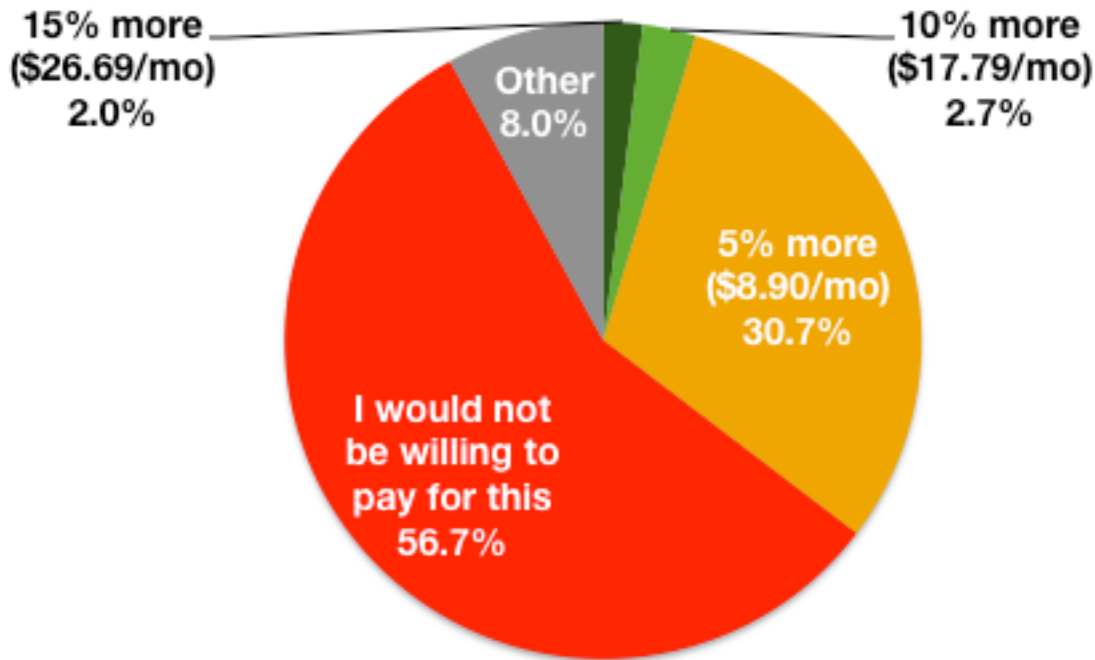
Please indicate the additional amount your business would be willing to pay each month for ENERGY EFFICIENCY programs.	Total
Sample Size	153
3% more (\$5.34/mo)	41.2%
5% more (\$8.90/mo)	11.1%
10% more (\$17.79/mo)	2.0%
I would not be willing to pay for this	37.3%
Other	8.5%

**Crosstab 10**

**Figure 18**

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

*Q19: Please indicate the additional amount your business would be willing to pay each month for renewable energy programs.*



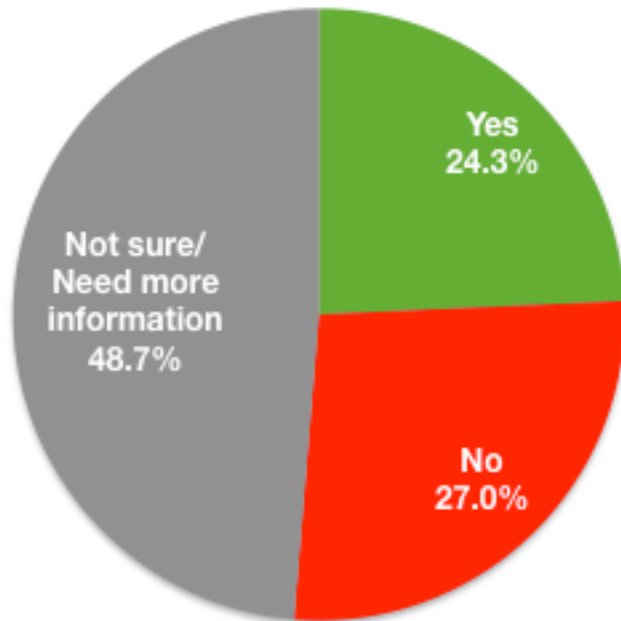
Please indicate the additional amount your business would be willing to pay each month for RENEWABLE ENERGY programs.		Total
<i>Sample Size</i>		150
5% more (\$8.90/mo)		30.7%
10% more (\$17.79/mo)		2.7%
15% more (\$26.69/mo)		2.0%
I would not be willing to pay for this		56.7%
Other		8.0%

**Table 11**

**Figure 19**

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

*Q20: Would your business 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?*

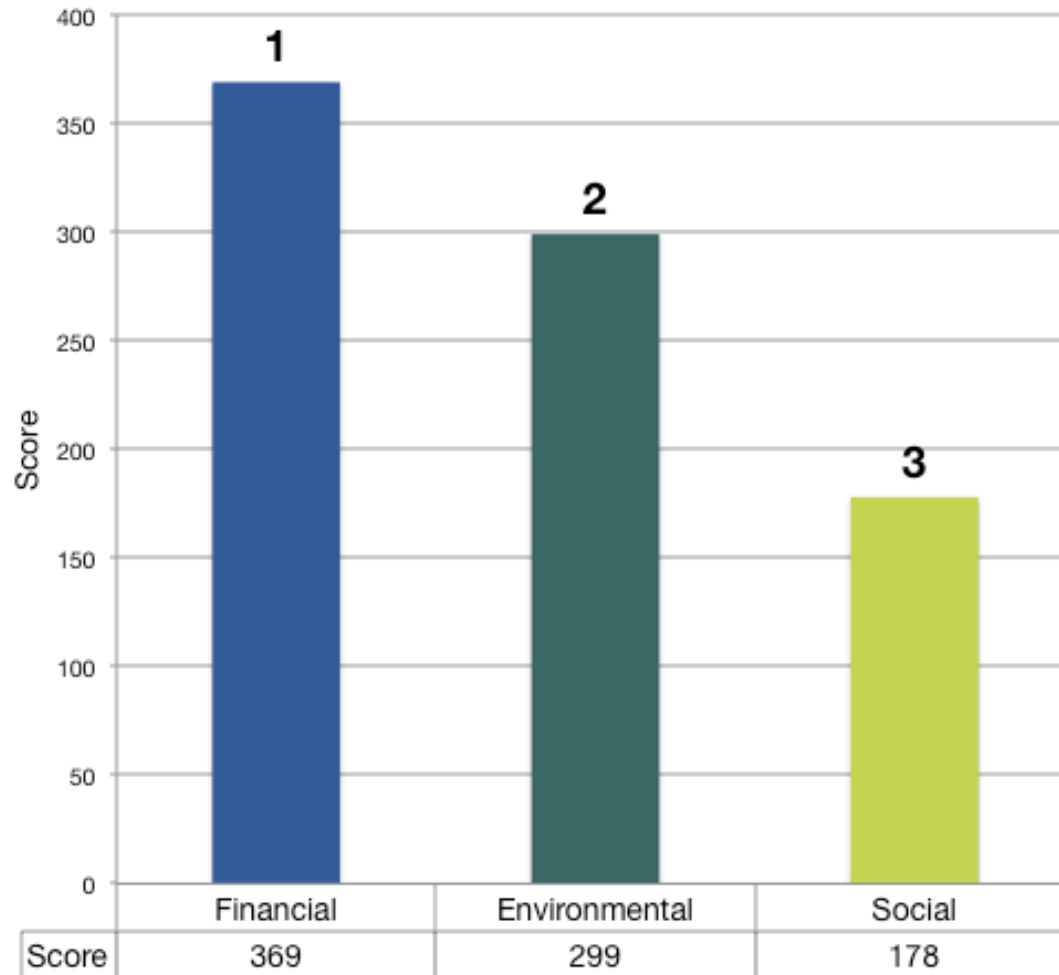


Would your business support Loveland Water and Power prioritizing the triple bottom line, even if it meant increased utility rates in order to provide more benefit to our community and environment?	
	Total
	Sample Size
Yes	24.3%
No	27.0%
Not sure/Need more information	48.7%

**Table 12**

**Figure 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)**



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
<i>Sample Size</i>	151
<b>Financial</b>	369
<b>Environmental</b>	299
<b>Social</b>	178

**Table 13**

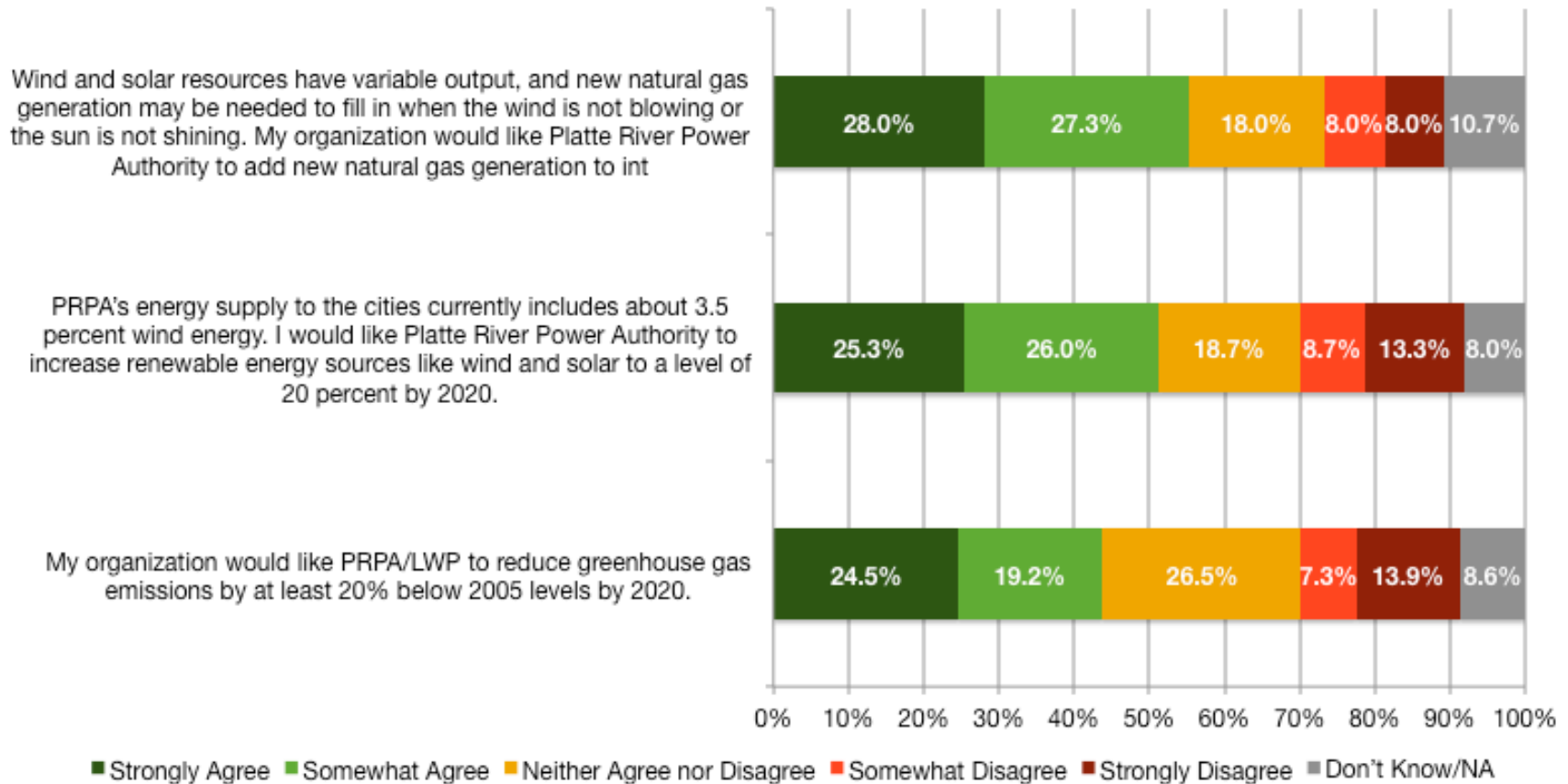
**Figure 21**

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



## PRPA

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



**Figure 22**

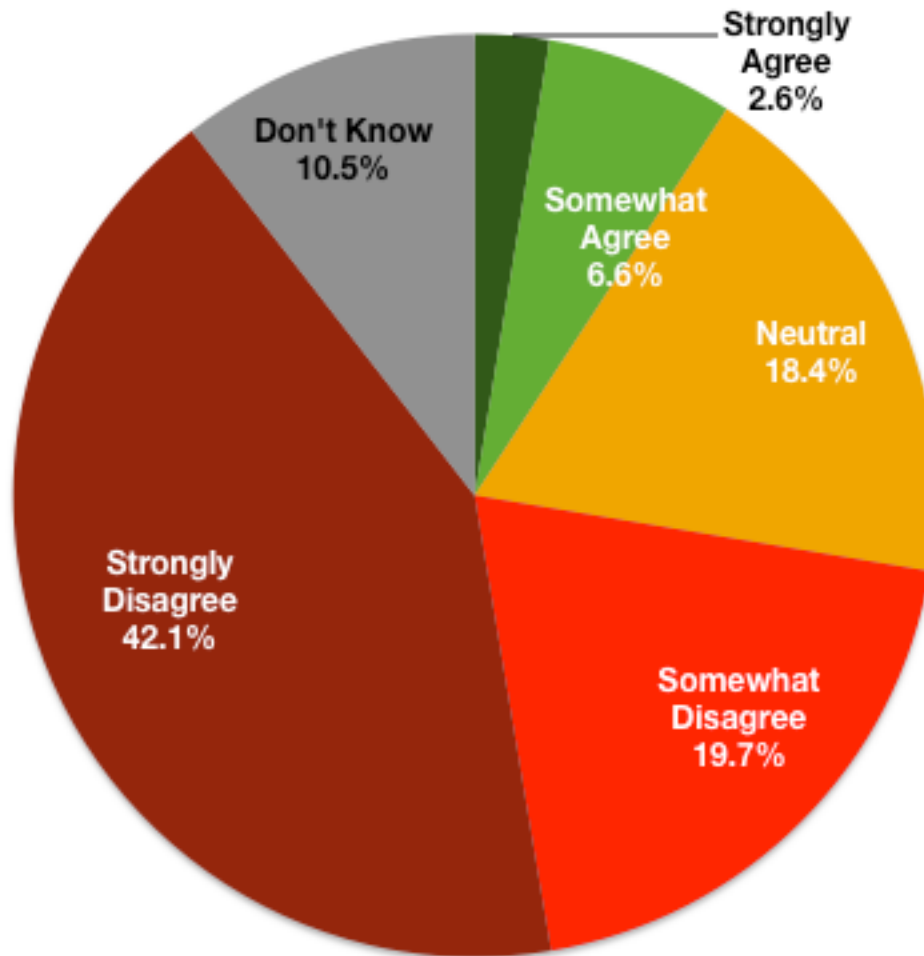
<b>My organization would like PRPA/LWP to reduce greenhouse gas emissions by at least 20% below 2005 levels by 2020.</b>	Total
<i>Sample Size</i>	151
<b>Strongly Agree</b>	24.5%
<b>Somewhat Agree</b>	19.2%
<b>Neither Agree nor Disagree</b>	26.5%
<b>Somewhat Disagree</b>	7.3%
<b>Strongly Disagree</b>	13.9%
<b>Don't Know/NA</b>	8.6%

<b>PRPA's energy supply to the cities currently includes about 3.5 percent wind energy. I would like Platte River Power Authority to increase renewable energy sources like wind and solar to a level of 20 percent by 2020.</b>	Total
<i>Sample Size</i>	150
<b>Strongly Agree</b>	25.3%
<b>Somewhat Agree</b>	26.0%
<b>Neither Agree nor Disagree</b>	18.7%
<b>Somewhat Disagree</b>	8.7%
<b>Strongly Disagree</b>	13.3%
<b>Don't Know/NA</b>	8.0%

<b>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. My organization would like Platte River Power Authority to add new natural gas generation to integrate more wind and solar resources.</b>	Total
<i>Sample Size</i>	150
<b>Strongly Agree</b>	28.0%
<b>Somewhat Agree</b>	27.3%
<b>Neither Agree nor Disagree</b>	18.0%
<b>Somewhat Disagree</b>	8.0%
<b>Strongly Disagree</b>	8.0%
<b>Don't Know/NA</b>	10.7%

**Crosstab 14**

*Q23: My organization would be willing to pay 16% to 20% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.*

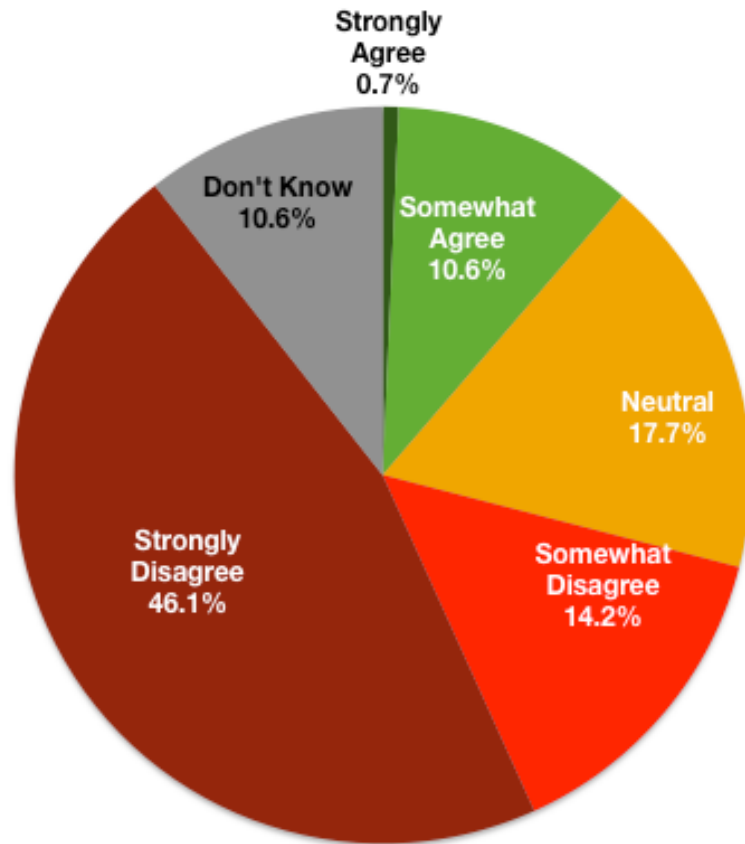


My organization would be willing to pay 16% to 20% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.		Total
	<i>Sample Size</i>	152
<b>Strongly agree</b>		2.6%
<b>Somewhat agree</b>		6.6%
<b>Neither agree nor disagree</b>		18.4%
<b>Somewhat disagree</b>		19.7%
<b>Strongly disagree</b>		42.1%
<b>Don't know</b>		10.5%

**Table 15**

**Figure 23**

*Q24: My organization would be willing to pay 11% to 15% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.*

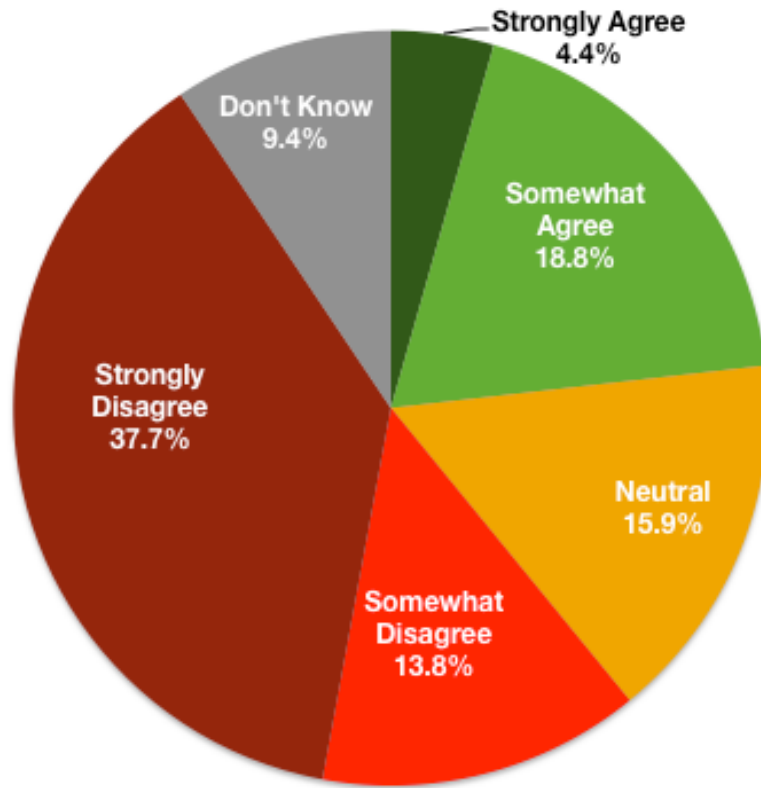


My organization would be willing to pay 11% to 15% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.	Total
<i>Sample Size</i>	141
<b>Strongly agree</b>	0.7%
<b>Somewhat agree</b>	10.6%
<b>Neither agree nor disagree</b>	17.7%
<b>Somewhat disagree</b>	14.2%
<b>Strongly disagree</b>	46.1%
<b>Don't know</b>	10.6%

**Table 16**

**Figure 24**

*Q25: My organization would be willing to pay 5% to 10% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.*

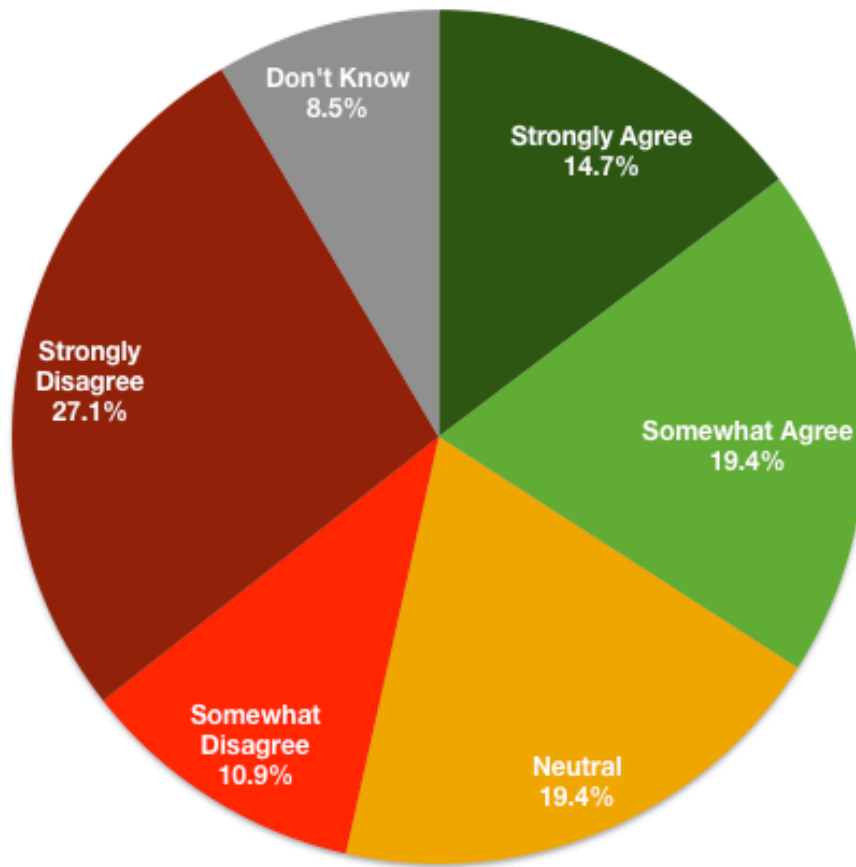


**Figure 25**

My organization would be willing to pay 5% to 10% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.	Total
<i>Sample Size</i>	138
<b>Strongly agree</b>	4.4%
<b>Somewhat agree</b>	18.8%
<b>Neither agree nor disagree</b>	15.9%
<b>Somewhat disagree</b>	13.8%
<b>Strongly disagree</b>	37.7%
<b>Don't know</b>	9.4%

**Table 17**

**Q26: My organization would be willing to pay 2% to 4% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.**



My organization would be willing to pay 2% to 4% more per month for electricity to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above.	
	All
Sample Size	129
Strongly agree	14.7%
Somewhat agree	19.4%
Neither agree nor disagree	19.4%
Somewhat disagree	10.9%
Strongly disagree	27.1%
Don't know	8.5%

**Crosstab 18**

**Figure 26**

## Appendix A: Full Text Comments

Comments have not been edited from their original text.

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

*I believe that Loveland Water and Power makes decisions in the best long-term interests of the Loveland business community.*

### COMMENTS

- Building can our water supply handle it ?
- Building infrastructure for the future is one of their goals
- I think the Loveland Water & Power should work to conserve water more. I think there needs to be more forward thinking to plan for reserves in the future
- I would hope that they do.
- It appears they are making the right decisions as we have good quality water.
- Loveland Is following the United Nations Agenda 21 plan through an organization called ICLEI. This will be the death of our city and ultimately the nation.
- Power, water and waste water infrastructure needs to be addressed in downtown Loveland. Too many patches and old outdated systems plus braodband inadequacy.
- Residential and business interests often compete. Neither sector speaks very clearly, but the residential sector has a louder voice and appears to me to demand more attention.
- what decisions? it seems like some infrastructure has been neglected, but I'm uncertain who specifically is responsible for it
- You don't support the installation of solar electric panels

***\*\*Q2: How reliable do you consider each of these Loveland Water and Power services in serving your business's needs?***

*Water, Wastewater, Power*

### COMMENTS

- constant loss of power over last year
  - Overhead lines are susceptible to many threats that we can not mitigate as a business. Also transients are suspect on these lines.
  - Reliability of service is very important to us
  - see answers to 2
  - Very rarely do we lose power
- Very reliable except when an outside contract doesn't notify us that they are going to shut off the water during business hours
  - Water is "Somewhat Reliable" only because the supply in the street is undersized and unable to supply my fire pump beyond 3-4 hoses.
  - We are located in the canyon.
  - We have had no problems.



***\*\* Q6: When Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs, how would you prioritize each of the following considerations by level of importance to your business?***

*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*

### **COMMENTS**

- I would not avoid capital and facility expansions if they were needed.
- If programs are locally paid for and locally controlled, I'm interested. If you are considering taking federal dollars, please reconsider.
- water usage in our business is minimal, restrooms and a small amount in the kitchenette area
- We lease the building, so many of these questions would need to be asked of the landlord.

***\*\*Q8: What are the main drivers behind these sustainability goals for your organization? Please check all that apply.***

- Energy management is our business.
- good citizenship
- lifestyle. very central to who we are

**OTHER**

- morally right
- system development
- well preservation

**\*\*Q10: How would you grade Loveland Water and Power in communicating with its business 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

- I've never received any information on the above subject matter
- Tree trimming around power lines is available?
- Sometimes LWP is like the tree falling in the forest but the potential hearer is rockin out with headphones
- water quality usually good, but occasionally smells terrible. the other issues are difficult to assess with this question.
- In the 21st century a push strategy of information is easy with email or links notices. Reduce the "we have to go ferret it out strategy" in use today!

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

- links to owner site cogeneration
- renewable energy options

**OTHER**

- solar power

**\*\* Q14: How would your business prefer to receive information from Loveland Water and Power?  
Please check all that apply.**

**OTHER**

- QUICK ONE LINE UPDATES THRU SOMETHING LIKE TWITTER

**\*\* Q15: How would your business prefer to receive communications about Loveland Water and Power emergencies or outages? Please check all that apply.**

- MAIL

**OTHER**

- TV and Radio

**\*\* Q17: Please indicate the additional amount your business would 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*

### OTHER

- City should have that in the buget.
- I am not the person to answer this question.
- I don't see the billing for our company? It get sent out of town to our HR office.
- I'm on a well
- Need more information.
- Not sure
- need more information

### COMMENTS

- clf we're using less, why should we pay more
- Let the individual business determine what is best for their needs
- Non-Profit with low reserves
- Not my decision alone
- Our water consumption is very low.
- Would probably depend on what and how the program worked.
- it depends on the nature of and outcomes of the program(s)
- If we stopped having so many "programs" especially assisting the non-working, we wouldn't need quite so much money.
- Not sure why we would be paying for a conservation project - if we are conserving then we should be saving money and should not be an expense
- you should put it out there and instruct, but not charge more for customers already trying to do their best
- Rates are high as it is - the City needs to be more efficient and work hard and providing this service with out raising rates
- There need to be demonstrable successes for increased expenses. This comment includes all the following topics
- Assuming that costs would actually go down in the long run as I see this as the goal of implementing such programs

**\*\*Q18: Please indicate the additional amount your business would 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*

### OTHER

- 1%
- 1-2%
- Again, I am not the person to answer this question.
- Need more information.
- Not sure
- Would need to know more

### COMMENTS

- Again would depend on how the program worked and who it was made available too.
- If we're using less, why should we pay more
- Let the individual business determine what is best for their needs
- Non-Profit with low reserves
- Not my decision alone
- This would need to be agreed upon by the CEO
- Why would we be paying for a savings activity
- same as above
- we have been trying to conserve to keep our costs lower anyway.... why pay more when we are already spending on efficiency
- Again, the government needs to learn to work with in their means - with out always raising rates to provide more service -
- The economy is already bad most people don't have extra money to spend. Cut costs within Loveland employees. I have seen three workers doing a one man job!
- Assuming that costs would actually go down in the long run as I see this as the goal of implementing such programs



**\*\*Q19: Please indicate the additional amount your business would 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**

- 3% more
- Need more information.
- Need to know more
- Not sure
- Same as above.

### **COMMENTS**

- cAgain would depend on how the program worked and who it was made available too.
- I'd need to know where the utility is going and more of the why
- If we're using less, why should we pay more
- Let the individual business determine what is best for their needs
- Non-Profit with low reserves
- Not my decision alone
- This would need to be agreed upon by the CEO
- if it doesn't pay for itself, it is not economically feasible
- We have too much nat gas to use right now. It's being burned off at the well heads! Let's use it before boosting costs for renewables.

***\*\*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

- I think Loveland Utilities department is already doing a great job!
- The problem with social and environmental benefits is that so much is subjective and possibly passion driven
- Programs including all three need reliable and measurable outcomes - not politispeak which only cloud the issues

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

**COMMENTS**

- As a small business customer I sincerely appreciate the credit offered after the flood of 2013. It is nice to be part of a really great city.
- Be an industry leader in being proactive towards our future power and water needs. Put in the infrastructure and most cost effective delivery system that will allow Loveland Business to be Globally competitive.
- Cost, Quality, Reliability are our (3) most important drivers for Utilities. We are in a highly competitive environment globally and can not afford to compromise in any of these areas, from a Global business environment
- Customers should not have to pay extra for utility companies to transition to renewable energies. The utility companies have a social responsibility to do it within the existing rate structures. It should also be cheaper in the long run for everyone. I feel that they are using this as an excuse to raise rates and further gouge customers.
- Funny how I couldn't get the last "Strongly Disagree" answer to take...
- I believe that wind and solar power are neither efficient or a viable means of power generation with current technology.
- I don't know what % of improvement by what year would be reasonable. Some improvement at a reasonable, affordable pace is what we would support.
- I have a small business run out of my house. Ty's pies, check us out on Facebook.
- I have three meters here and receive three separate bills each month. Why not put all 3 bills in one envelope with one flyer and quit wasting the paper and postage?
- I just got this survey, although it looks like the deadline was May 31?
- I think our local Loveland Water and Power is already doing a wonderful job. They keep costs down and they are efficient. There is a powerful push to create more environmentally friendly power, but this is largely based on some pretty bad science and some pretty powerful business interests. Let's make our decisions based on what's best here in Loveland!
- I would like to see more community gardens in the Loveland community
- If the city is wanting to do alternative energy sources, do nuclear and quit wasting money on wind and solar.
- Instead of trying to change the miniscule amount of greenhouse gasses the US puts out, go for the bigger polluters in the world if you really want to make a difference
- Let the individual business determine what is best for their needs rather than an unresponsive non accountable service provider
- My Apartment Community has a bill for every single building. Each one of these bills gets a separate envelope and monthly newsletter. It would be nice if the City could save paper by consolidating all the bills that get sent to the same address into a single envelope, or at very least only send me one copy of the monthly newsletter.
- n/a
- No
- no
- No, except I COULD NOT FIND THE RESIDENTIAL SURVEY
- No.

- Rates are constantly going up but incomes are lower or non-existent for many in the FC/Loveland area. Large increases are detrimental to the economy.
- Reducing individual greenhouse gas contribution while increasing population in general is laudable and possibly an oxymoron.
- Rethink the assumption that environmental and social energy policies and planning and cost need to be aimed at the business community. I think the entire community needs to weigh in on the question of renewable energy and environmental impact and the cost should be shared.
- Solar, solar, solar.
- Sounds like interesting changes and it is smart planning to look at these issues at this time. We think the City of Loveland is working to try and do what is best for it's customers and the community. Thanks for asking us about these issues.
- Thanks for including me
- Thanks for reaching out to us for our input!
- the emission targets are difficult to assess with no data regarding the current status and the costs required to meet targets. Generally, reducing emissions is good for the environment and can/should be balanced with energy needs.
- The savings from running these entities more efficiently is what will pay for future expansion and improvements.

Hiring the right people and letting go the slackers (yes the city is infested with employees who couldn't hold a job in the private sector). The city pays about 10-15% above what the same job might cost in the private sector and provides significantly better benefits. Therefore the city should employ only the best people or simply demand more from the employees they have in all departments. This is a general statement as most of the upper level directors and managers etc work very hard but they are minority.

- The survey asks several times how are you willing to pay for the programs. The answer is no more we are paying Loveland power and water and that payment is intended to be your budget. Do us all a favor and live within your budget like the federal government should.
- there is too much social pressure to do the "right" thing...costing too much to the consumer in the long run....we don't need new and fancy programs.... just reliable energy service at a fair price
- This survey is skewed. Why do you want me to commit to rate increases for renewable energy? You cannot store electricity. Do you want to put more wind farms and solar panels up?
- You didn't ask what service or improvements I wanted. It felt like a survey to "justify" doing uneconomic projects. I would like email deliver of bills and the ability to set up auto payment from a bank account

## **Appendix B: Online 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](mailto: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

---

**Is your business a current customer** of Loveland Water and Power? \*

- Yes
- No
- I don't know

**Page exit logic:** Non-Customer DQ

**IF:** Question "**Is your business 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.

## **Customer Service**

---

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

*I believe that Loveland Water and Power makes decisions in the best long-term interests of the Loveland business community.*

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

Comments

## **Customer Service**

---

2. How reliable do you consider each of these Loveland Water and Power services in serving your business's needs?

	Very Reliable	Somewhat Reliable	Neither Reliable nor Unreliable	Somewhat Unreliable	Very Unreliable	Don't Know/NA
Wastewater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water	<input type="radio"/>	<input type="radio"/>	<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.

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



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

	1	2	3
Energy Efficiency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renewable Energy	<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 your business that Loveland Water and Power provides your business** 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"/>
Water Conservation	<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"/>

## 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.

5. **How important is it to your business** 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 business power and water consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical assistance, like feasibility studies or an engineering review of potential projects, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facility audits to identify power and water saving opportunities	<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"/>
Financing for efficiency or renewable improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training on efficient operations and maintenance practices	<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 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.

6. When Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs, **how would you prioritize each of the following considerations** by level of importance to your business?

	High Priority	Medium Priority	Low Priority	Don't Know/NA
Programs that avoid or defer capital and facility expansions	<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"/>
Power and water savings potential of programs	<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"/>

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.*

### **7. For which of the following areas, if any, has your business set sustainability goals?**

*Please check all that apply.*

- Water Conservation
- Energy Efficiency
- Renewable Energy
- None of the above

## Programs

---

### **Page entry logic:**

This page will show when: Question "**For which of the following areas, if any, has your business set sustainability goals? Please check all that apply.**" #7 contains any ("Water Conservation","Energy Efficiency","Renewable Energy")

8. **What are the main drivers behind these sustainability goals** for your organization?

Check all that apply:

- Reduce costs
- Demonstrate corporate environmental responsibility
- Improve workplace comfort
- Improved product quality (manufacturing)
- Other

## **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.*

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

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

## **Communications**

---

10. **How would you grade Loveland Water and Power in communicating** with its business 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"/>
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"/>
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"/>
Utility Performance (water quality, power reliability)	<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"/>
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"/>

Comments

**Communications**

---

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

- Utility Performance (water quality, power reliability)
- Construction/Projects
- Utility Service Outages
- Strategies for lowering bills
- Services Offered (tree-trimming, hydrant flushing, cross-connection)
- Utility Safety
- General Information
- Rate Changes
- 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
Clarity of 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"/>
Ease of finding information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Communications

---

14. **How would your business prefer to receive information** from Loveland Water and Power? *Please check all that apply.*

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

## Communications

---



15. **How would your business prefer to receive communications about Loveland Water and Power emergencies or outages?** *Please check all that apply.*

Social Media (Facebook/Twitter)

Phone

Website

Newspaper

Email

Text

Other

**What's Next**

---

16. As Loveland Water and Power considers its strategy for the future, **please rate the importance of each of the following considerations to your business.**

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	Don't Know/NA
Providing assistance to low-income families	<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"/>
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"/>
Lower utility rates	<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"/>
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"/>

## **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 electricity rates to develop and support such programs, please indicate below how much would your business be willing to pay on your monthly utility bill.*

*\*Based on the average commercial invoice of 41,630 gallons per month.*

*\*\* Based on the average commercial invoice of 2000 kilowatt hours per month.*

17. Please **indicate the additional amount your business would be willing to pay each month for WATER CONSERVATION\* programs.**

- 3% more (about \$2.83 per month on an average business bill)
- 5% more (about \$4.71 per month on an average business bill)
- 10% more (about \$9.42 per month on an average business bill)
- I would not be willing to pay for this
- Other

Comments

18. Please **indicate the additional amount your business would be willing to pay each month for ENERGY EFFICIENCY\*\* programs.**

- 3% more (about \$5.34 per month on an average business bill)
- 5% more (about \$8.90 per month on an average business bill)
- 10% more (about \$17.79 per month on an average business bill)
- I would not be willing to pay for this
- Other

Comments

19. Please **indicate the additional amount your business would be willing to pay each month for RENEWABLE ENERGY\*\* programs.**

- 5% more (about \$8.90 per month on an average business bill)
- 10% more (about \$17.79 per month on an average business bill)
- 15% more (about \$26.69 per month on an average business 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 your business 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
Social	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental	<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 reference to this collaboration.*

22. Rate your level of agreement with the following statements:

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree	Don't Know/NA
My organization would like PRPA/LWP to reduce greenhouse gas emissions by at least 20% below 2005 levels by 2020.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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. My organization would like Platte River Power Authority to add new natural gas generation to integrate more wind and solar resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRPA's energy supply to the cities currently includes about 3.5 percent wind energy. I						

would like Platte River Power Authority to increase renewable energy sources like wind and solar to a level of 20 percent by 2020.



## 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 question is in reference to this collaboration.*

23. **My organization would be willing to pay 16% to 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 "**My organization would be willing to pay 16% to 20% 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 question is in reference to this collaboration.*

24. **My organization would be willing to pay 11% to 15% 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 "**My organization would be willing to pay 11% to 15% 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 question is in reference to this collaboration.*

25. **My organization would be willing to pay 5% to 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

## **What's Next**

---

### **Page entry logic:**

This page will show when: Question "**My organization would be willing to pay 5% to 10% more per month for electricity** to make quicker progress toward the greenhouse gas reduction and renewable energy targets mentioned above." #25 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 question is in reference to this collaboration.*

26. **My organization would be willing to pay 2% to 4% 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**

---

27. **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.*

**28. Which industry best describes your organization?**

- Accounting
- Advertising
- Aerospace / Aviation / Automotive
- Agriculture / Forestry / Fishing
- Biotechnology
- Business / Professional Services
- Business Services (Hotels, Lodging Places)
- Computers (Hardware, Desktop Software)
- Communications
- Construction / Home Improvement
- Consulting
- Education
- Engineering / Architecture
- Entertainment / Recreation
- Finance / Banking / Insurance
- Food Service
- Government / Military
- Healthcare / Medical
- Internet
- Legal
- Manufacturing
- Marketing / Market Research / Public Relations
- Media / Printing / Publishing
- Mining
- Non-Profit

Pharmaceutical / Chemical

Research / Science

Real Estate

Retail

Telecommunications

Transportation / Distribution

Utilities

Wholesale

Other

29. **Which best describes your job title?**

Top Level Executive

Senior Vice President

Vice President

Director

Manager

Professional

Administrative/Support personnel

N/A - Unemployed/Retired/Homemaker

*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](mailto:kim@jdconsulting.co) or (970) 310-7056 with any questions.*

30. **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

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

*I believe that Loveland Water and Power makes decisions in the best long-term interests of the Loveland business community.*

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

Comments:

---



---



---

3) How reliable do you consider each of these Loveland Water and Power services in serving your business's needs?

	Very Reliable	Somewhat Reliable	Neither Reliable nor Unreliable	Somewhat Unreliable	Very Unreliable	Don't Know/NA
Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wastewater	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

---



---



# Loveland Water and Power Customer Survey

---

---



# 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.*

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

- \_\_\_\_\_ Water Conservation
- \_\_\_\_\_ Energy Efficiency
- \_\_\_\_\_ Renewable Energy

**Comments:**

---



---



---



---

**5) How important is it to your business 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

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

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>Don't Know/NA</b>
Detailed information about business power and water consumption	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility audits to identify power and water saving opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training on efficient operations and maintenance practices	<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"/>
Technical assistance, like feasibility studies or an engineering review of potential projects, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7) When Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs, **how would you prioritize each of the following considerations** by level of importance to your business?

	<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>	<b>Don't Know/NA</b>
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"/>

**Comments:**

---



---



---



---

8) **For which of the following areas, if any, has your business set sustainability goals?** *Please check all that apply.*

- Water Conservation
- Energy Efficiency
- Renewable Energy
- None of the above



# Loveland Water and Power Customer Survey

9) **What are the main drivers behind these sustainability goals** for your organization? *Please check all that apply.*

- Reduce costs
- Demonstrate corporate environmental responsibility
- Improve workplace comfort
- Improved product quality (manufacturing)
- Other: \_\_\_\_\_

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

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

## Communications

11) **How would you grade Loveland Water and Power in communicating** with its business 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:**

---



---



---



---



# Loveland Water and Power Customer Survey

**12) Which of the following topics is your business 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

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

**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="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"/>

**14) How would your business prefer to receive 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



# Loveland Water and Power Customer Survey

**15) How would your business prefer to receive communications about Loveland Water and Power emergencies or outages? Please check all that apply.**

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

## What's Next

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

	<b>Very Important</b>	<b>Somewhat Important</b>	<b>Somewhat Unimportant</b>	<b>Very Unimportant</b>	<b>Don't Know/NA</b>
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"/>



# Loveland Water and Power Customer Survey

*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 commercial invoice of 41,630 gallons per month.*

*\*\* Based on the average commercial invoice of 2,000 kilowatt hours per month.*

**17) Please indicate the additional amount your business would be willing to pay each month for WATER CONSERVATION\* programs.**

- 3% more (about \$2.83 per month on an average business bill)
- 5% more (about \$4.71 per month on an average business bill)
- 10% more (about \$9.42 per month on an average business bill)
- I would not be willing to pay for this
- Other: \_\_\_\_\_

**18) Please indicate the additional amount your business would be willing to pay each month for ENERGY EFFICIENCY\*\* programs.**

- 3% more (about \$5.34 per month on an average business bill)
- 5% more (about \$8.90 per month on an average business bill)
- 10% more (about \$17.79 per month on an average business bill)
- I would not be willing to pay for this
- Other: \_\_\_\_\_

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

- 5% more (about \$8.90 per month on an average business bill)
- 10% more (about \$17.79 per month on an average business bill)
- 15% more (about \$26.69 per month on an average business bill)
- I would not be willing to pay for this
- Other: \_\_\_\_\_

**Comments:**

---

---

---

---



# Loveland Water and Power Customer Survey

*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 your business 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*)

\_\_\_\_\_ Environmental  
\_\_\_\_\_ Social  
\_\_\_\_\_ Financial

**Comments:**

---

---

---

---





## Loveland Water and Power Customer Survey

**23) My organization would be willing to pay 16% to 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) My organization would be willing to pay 11% to 15% 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

**25) My organization would be willing to pay 5% to 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

**26) My organization would be willing to pay 2% to 4% 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





# Loveland Water and Power Customer Survey

## Additional Thoughts

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

---

---

---

---

---

---

---

---



# Loveland Water and Power Customer Survey

## About You

### Which industry best describes your organization?

- Accounting
- Advertising
- Aerospace / Aviation / Automotive
- Agriculture / Forestry / Fishing
- Biotechnology
- Business / Professional Services
- Business Services (Hotels, Lodging Places)
- Computers (Hardware, Desktop Software)
- Communications
- Construction / Home Improvement
- Consulting
- Education
- Engineering / Architecture
- Entertainment / Recreation
- Finance / Banking / Insurance
- Food Service
- Government / Military
- Healthcare / Medical
- Internet
- Legal
- Manufacturing

- Marketing / Market Research / Public Relations
  - Media / Printing / Publishing
  - Mining
  - Non-Profit
  - Pharmaceutical / Chemical
  - Research / Science
  - Real Estate
  - Retail
  - Telecommunications
  - Transportation / Distribution
  - Utilities
  - Wholesale
  - Other:
- 

### Which best describes your job title?

- Top Level Executive
- Senior Vice President
- Vice President
- Director
- Manager
- Professional
- Administrative/Support personnel
- N/A - Unemployed/Retired/Homemaker

*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](mailto:kim@jdconsulting.co) or (970) 310-7056 with any questions.*

### What is your email address?

---