



# Loveland Water and Power

## Survey Project



## Methodology

- The purpose:  
*"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."*
- Feedback and input came from:
  - A small group of stakeholders and leaders from different departments in the utility
  - Department Managers
  - The Loveland Utility Commission
  - Employees of Loveland Water and Power



## Survey Collection

### Residential

- Response collection: online, through the SurveyGizmo platform.
- Both English and Spanish versions were available online, although no responses were collected in Spanish.
- Launched on May 5, 2014, with a soft deadline for completed surveys of May 31<sup>st</sup>, 2014.
- Approximately 1300 residential emails were collected



## Survey Collection

### Commercial

- Collection: online, through the SurveyGizmo platform.
- Both print and online versions were available, although no responses were collected in print.
- Launched on May 5, 2014, with a deadline for completed surveys of June 30th, 2014.
- 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.
- Approximately 228 business emails were collected.



## Margin of Error

- The aim for this survey was to achieve a margin of error of 5%, at a 95% confidence level.
  - Residential required 379 responses.
  - Commercial required 354 responses.

### Final Margin of Error

- Residential: response tally at 1,526, the margin of error for this data is 2.44% at the 95% confidence interval
- Commercial: response tally at 146, the margin of error for this data is 7.84% at the 95% confidence interval



## Survey Comment Examples

- “Pricing for electric and water services could be better structured based on demand.”
- “They have a big job keeping things flowing for us to have our water clean and safe. Thank you!”
- “This was hard. I believe that all three choices are of great importance.”
- “I'm on a fixed income & don't have a way of paying a lot extra each month”



## Demographics/Commercial

- Manufacturing (13.1%)
- Retail (9.0%)
- Non-profit (8.3%)
- Construction / Home Improvement (7.6%)
- Business / Professional Services (6.9%)
- Food Service (6.9%)



## Demographics/Residential

Age	Total	18-34	35-54	55-74
Respondents	1591	210	512	686
%	100%	13%	32%	43%

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

Education	Total	Less than College	College or Higher
Respondents	1502	650	852
%	100%	43%	57%

Employment	Total	Working	Not Working
Respondents	1505	915	590
%	100%	61%	39%

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

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



## Key Finding #1

**The utility is generally in good favor with its customers, and they approve of the job it is doing and the information it provides. Commercial customers are more likely to prefer electronic forms of communication.**

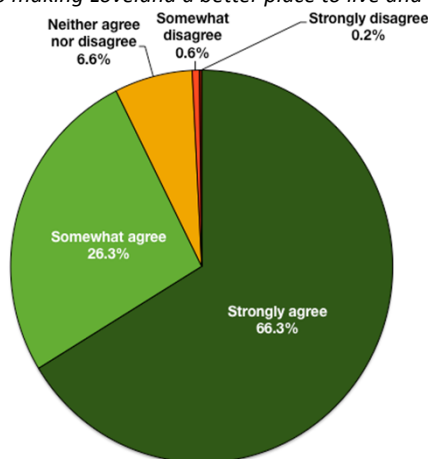


### RESIDENTIAL QUESTION 1:

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

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

92.6% of residential customers at least somewhat agree that LWP contributes to making Loveland a better place to live and work.



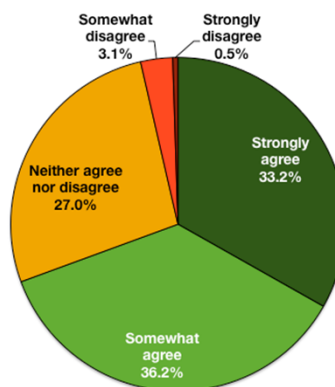


### COMMERCIAL QUESTION 1:

**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.*

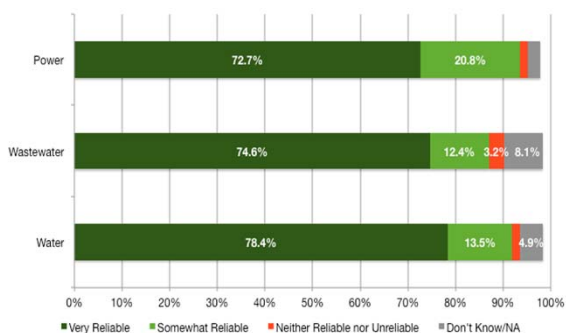
69.4% of business customers at least somewhat agree that LWP makes decisions in the best long-term interests of the Loveland business community.



### COMMERCIAL QUESTION 2:

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

On average, over three-quarters (75.2%) of business customers rated water, wastewater, and power service as very reliable.

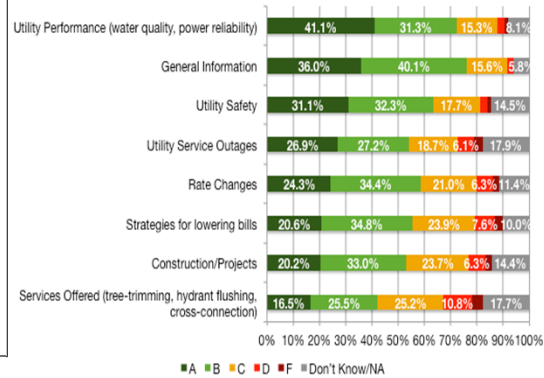




#### RESIDENTIAL QUESTION 10:

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

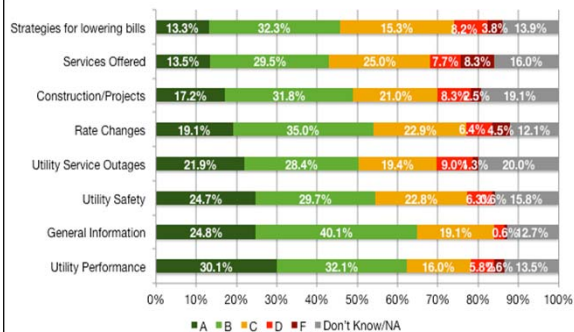
On average, 59.4% of customers give LWP an "A" or a "B" on communications, with the highest (72.4%) giving these marks for communications on Utility Performance, and the lowest (42.0%) giving these marks for communications on Services Offered.



#### COMMERCIAL QUESTION 10:

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

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.

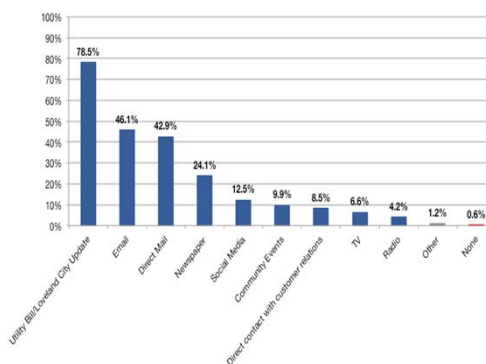




#### RESIDENTIAL QUESTION 14

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

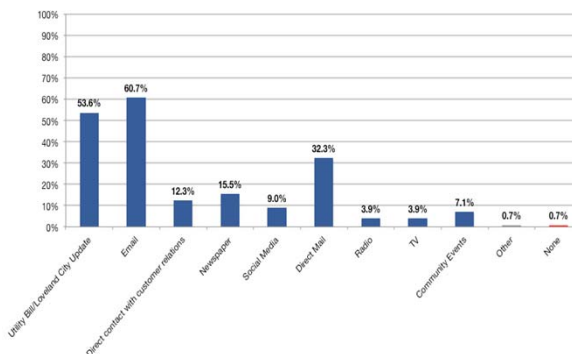
An overwhelming majority of Residential customers said they prefer their Utility Bill/City Update for receiving communications



#### COMMERCIAL QUESTION 15:

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

Behind their utility bill (78.5%), commercial customers would most like to receive their information by email, with 46.1% giving this response. Additionally, 86.5% of business customers said they would prefer to receive information on emergencies or outages by email or on the website.







## Key Finding #2

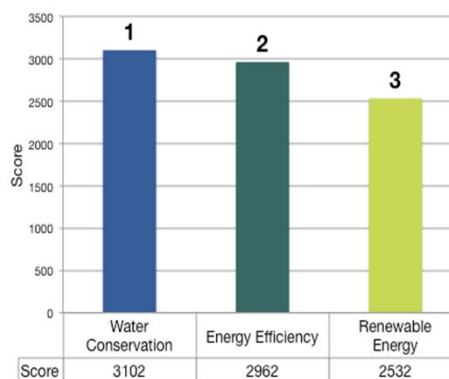
**Residential and Commercial customers mostly agree on prioritization of Energy Efficiency, Water Conservation, and Renewable Energy. However, Residential customers prioritize all of these measures more than Commercial customers do.**



### RESIDENTIAL QUESTION 2:

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

In a forced ranking of these three priorities, customers generally ranked Water Conservation first (score = 3,102), Energy Efficiency second (score = 2,962), and Renewable Energy third (score = 2,532).



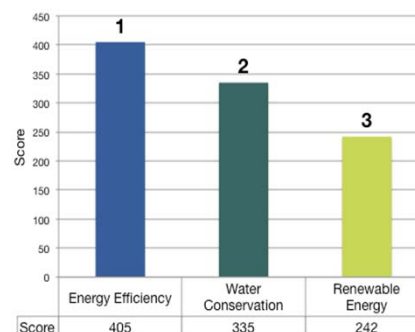


### COMMERCIAL QUESTION 3:

*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*

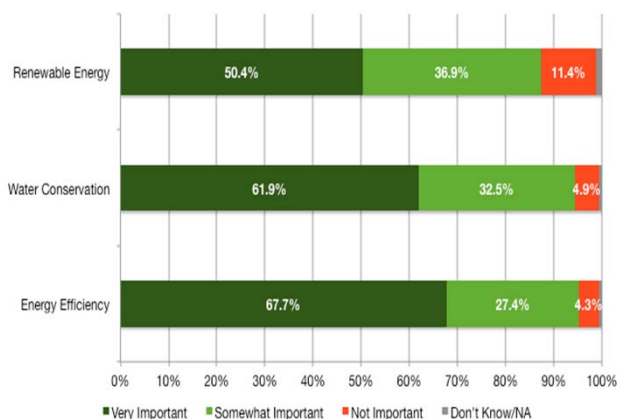
In a forced ranking of these three priorities, business customers ranked Energy Efficiency first (score = 405), Water Conservation second (score = 335), and Renewable Energy third (score = 242).



### RESIDENTIAL QUESTION 3:

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

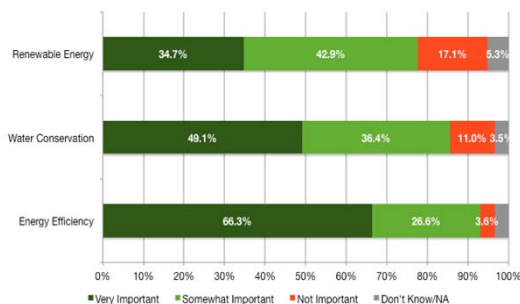
92.3% of customers said that all three (WC, EE, RE) were at least somewhat important for LWP to provide, with 95.1% giving these responses for Energy Efficiency, 94.4% for Water Conservation, and 87.3% for Renewable Energy



**COMMERCIAL QUESTION 4:**

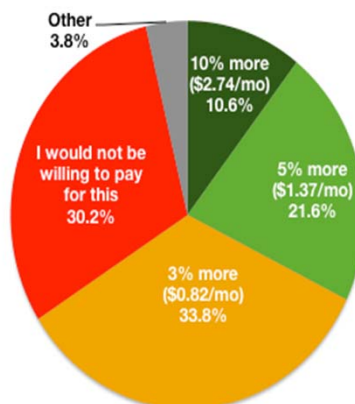
*How important is it to your business that Loveland Water and Power provides your business with the following types of potential programs?*

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.

**RESIDENTIAL QUESTION 17:**

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

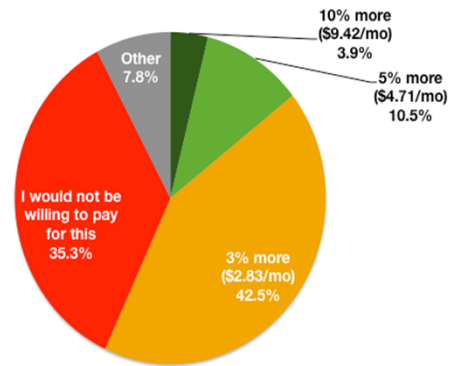
69.8% of customers would pay at least some additional amount for water conservation programs, compared with 63.7% for energy efficiency programs, and 54.0% for renewable energy programs.



**COMMERCIAL QUESTION 17:**

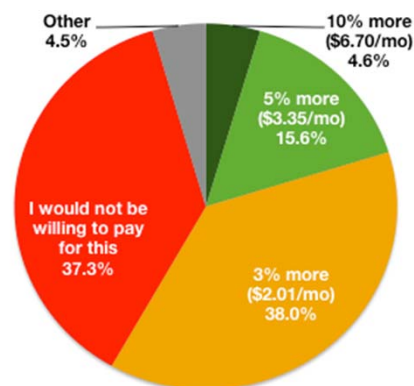
*Please indicate the additional amount your business would be willing to pay each month for water conservation programs*

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.

**RESIDENTIAL QUESTION 18:**

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

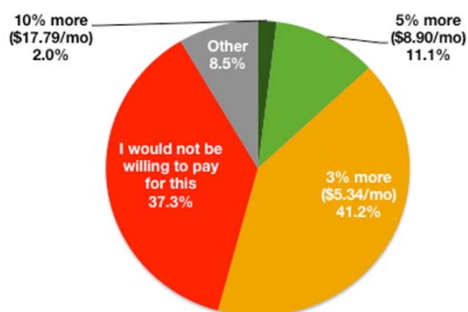
69.8% of customers would pay at least some additional amount for water conservation programs, compared with 63.7% for energy efficiency programs, and 54.0% for renewable energy programs.



**COMMERCIAL QUESTION 18:**

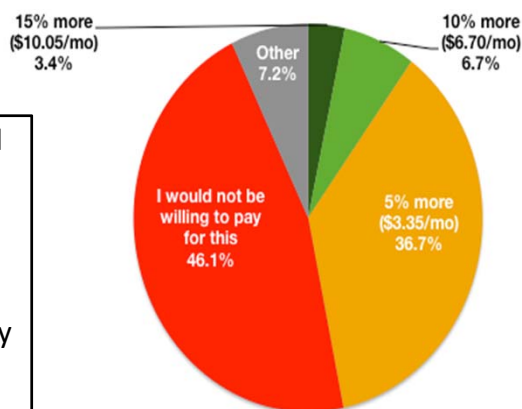
*Please indicate the additional amount your business would be willing to pay each month for energy efficiency programs.*

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.

**RESIDENTIAL QUESTION 19:**

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

69.8% of customers would pay at least some additional amount for water conservation programs, compared with 63.7% for energy efficiency programs, and 54.0% for renewable energy programs.

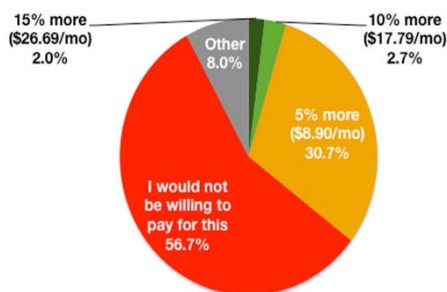




#### COMMERCIAL QUESTION 19:

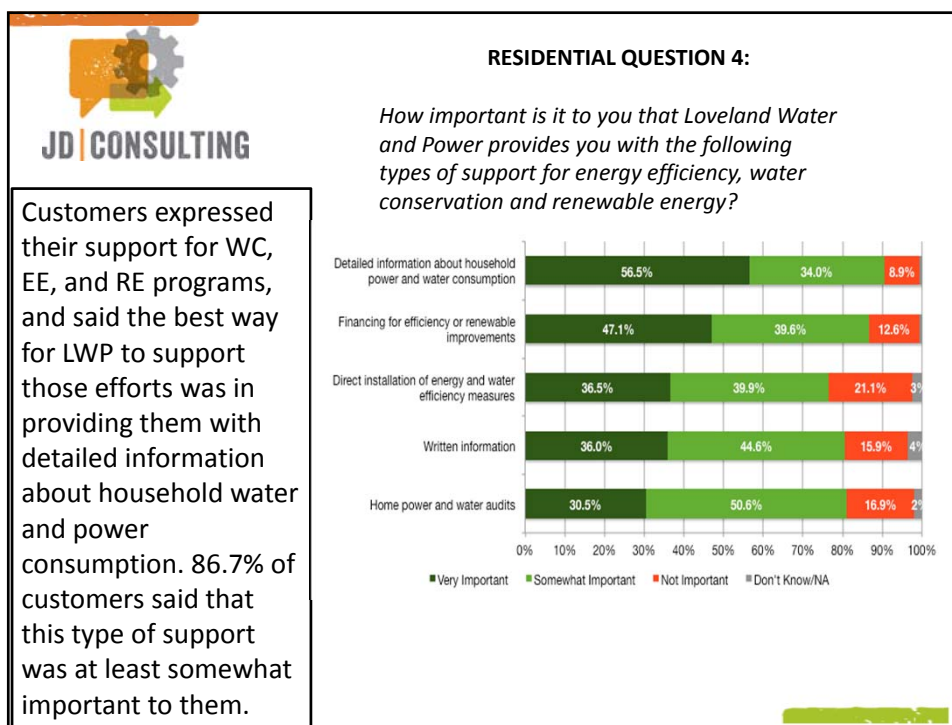
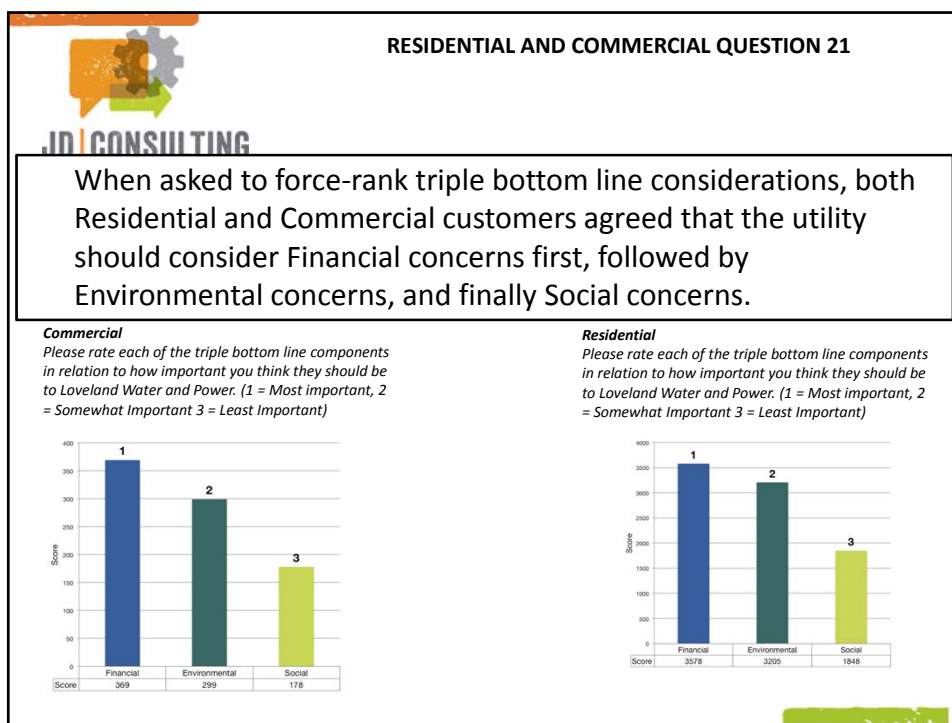
*Please indicate the additional amount your business would be willing to pay each month for renewable energy programs.*

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.



### Key Finding #3

**Residential and Commercial customers generally agree that the utility should focus on lowering costs. However, Commercial customers are more likely to emphasize general economic growth and Residential customers are more likely to emphasize Environmental concerns after cost considerations.**

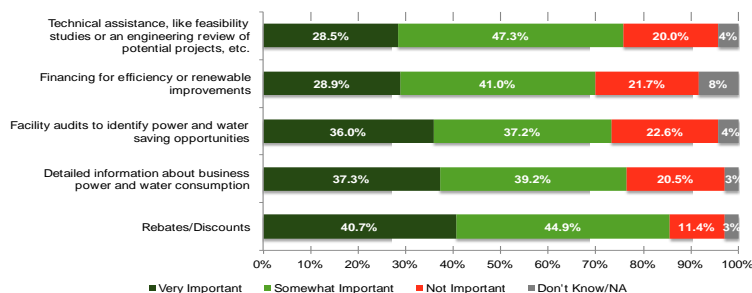




#### COMMERCIAL QUESTION 5:

*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?*

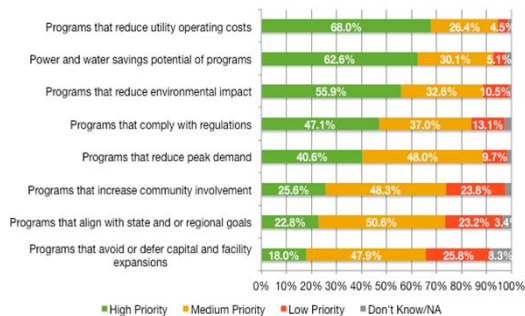
Business customers said that the support they would like most to see from LWP for water conservation, energy efficiency, and renewable energy programs is in the form of rebates and discounts, with 90.3% saying this would be at least somewhat important to them.



#### RESIDENTIAL QUESTION 5:

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

The largest number of customers (68.0%) rated “programs that reduce utility operating costs” as a high priority for LWP’s consideration. This was followed by “power and water savings of potential programs” (62.6% high priority), and “programs that reduce environmental impact” (55.9% high priority).

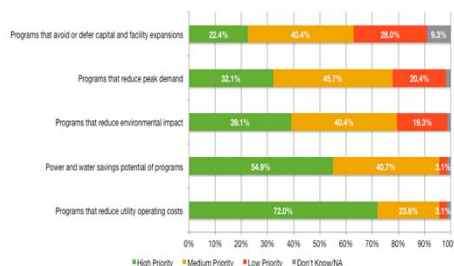




**COMMERCIAL QUESTION 6:**

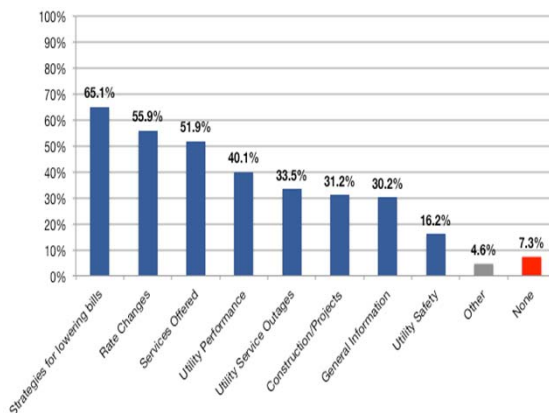
*When Loveland Water and Power is selecting and implementing new water conservation, energy efficiency and renewable energy programs, how would you prioritize each of the following considerations by level of importance to your business?*

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).

**RESIDENTIAL QUESTION 11:**

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

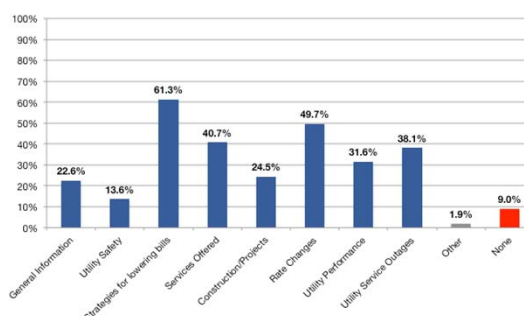
Strategies for lowering bills and rate changes (both cost considerations) were listed as the most desired information from the utility, with 65.1% of customers saying they’d like to know more about strategies for lowering bills and 55.9% saying they’d like to know more about rate changes.



**COMMERCIAL QUESTION 11:**

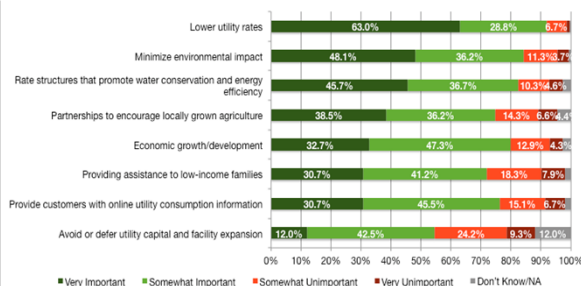
*Which of the following topics is your business interested in learning more about from Loveland Water and Power? Please check all that apply.*

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

**RESIDENTIAL QUESTION 16:**

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

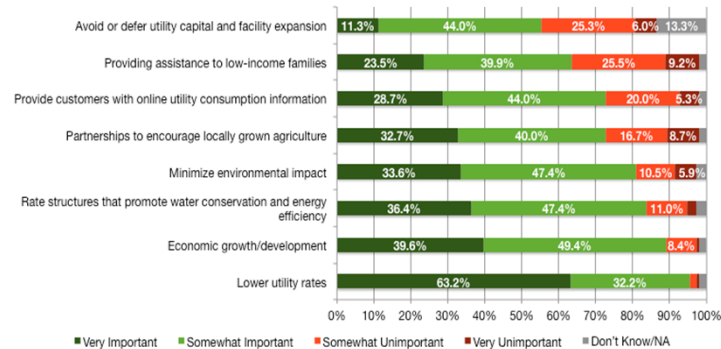
The vast majority of customers said the most important consideration for LWP in creating its future strategy is lowering utility rates, with 63.0% saying this is very important. The second most important consideration was minimizing environmental impact, with 48.1% saying this is very important.



**COMMERCIAL QUESTION 16:**

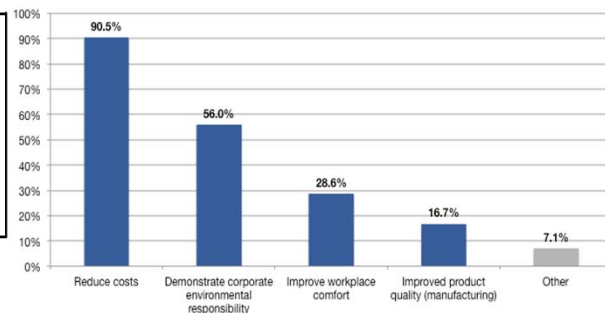
*How important are each of the following to your business as Loveland Water and Power considers its strategy for the future?*

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.

**COMMERCIAL QUESTION 8:**

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

Almost all (90.5%) business customers with sustainability goals cited reducing costs as a main driver behind these goals

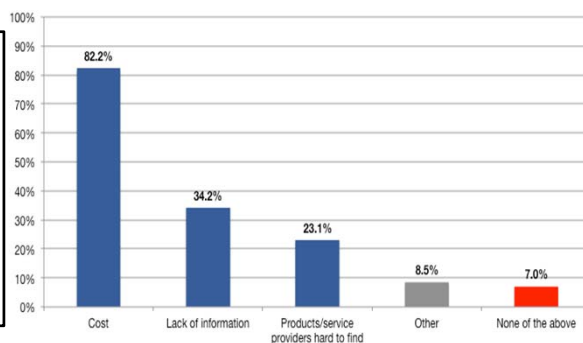




#### RESIDENTIAL QUESTION 6:

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

A large majority of customers (82.2%) cited cost as a major barrier in considering making water conservation or energy efficiency improvements to their home.



## LWP Next Steps

- Comments will be sorted and tabulated and specific comments will be addressed individually
- Results will be presented to City Council in 2014
- Staff will analyze and interpret the results, data will be used as a guideline in decision-making and improvement planning
- PRPA questions will be incorporated with the other member cities results
- Email addresses will be incorporated into outreach efforts



Questions?