

Public Priorities and Preferences

February 5, 2015

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Response Statistics









FULL FORM RESPONSES (ONLINE AND MAIL-IN)



5 MINUTE FAST FORM RESPONSES (ONLINE)



Investment Areas Prioritized

ALL RESPONSES

| Investment Area | Average Priority Pla | cement | | | |
|------------------------------|----------------------|--------|------|--|---|
| 1. Economic Development | | | 2.76 | | |
| 2. Water and Wastewater | | | 2.86 | | |
| 3 . Fiber and Telecom | | | 2.92 | | |
| 4. Parks and Recreation | | | 3.03 | | |
| 5. Electrification | | | 3.43 | | |
| | 1 | | 3 | | 5 |

WENATCHEE RIVER (MONITOR TO LAKE WENATCHEE)

| Investment Area | Average Priority Plac | ement | | | |
|-------------------------|-----------------------|-------|------|-------|---|
| 1. Fiber and Telecom | | | 2.77 | | |
| 2. Water and Wastewater | | | 2.78 | | |
| 3. Economic Development | | | 2.93 | | |
| 4. Electrification | | | 3.2 | | |
| 5. Parks and Recreation | | | 3.32 | | |
| | 1 | 2 | 3 | 4 | 5 |

CONFLUENCE (WENATCHEE & MALAGA)

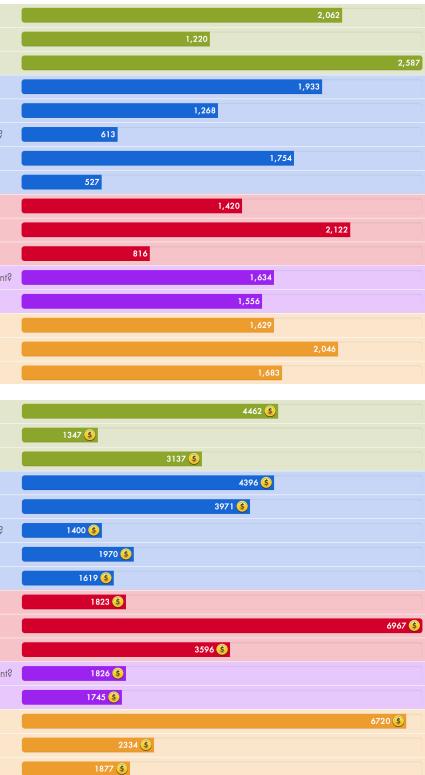
| Investment Area | Average Priority Place | ement | | | |
|-------------------------|------------------------|-------|------|-------|---|
| 1. Economic Development | | | 2.66 | | |
| 2. Water and Wastewater | | | 2.79 | | |
| 3. Parks and Recreation | | | 2.88 | | |
| 4. Fiber and Telecom | | | 3.2 | | |
| 5. Electrification | | | 3.47 | | |
| | 1 | 2 | 3 | 4 | 5 |

COLUMBIA RIVER (ENTIAT TO STEHEKIN)

| Investment Area | Average Priority Plac | cement | | | |
|-------------------------|-----------------------|--------|------|------|---|
| 1. Fiber and Telecom | | 2.28 | | | |
| 2. Economic Development | | | 2.77 | | |
| 3. Parks and Recreation | | | 3.15 | | |
| 4. Water and Wastewater | | | 3.22 | | |
| 5. Electrification | | | | 3.58 | |
| | 1 | 2 | 3 | 4 | 5 |

ALL RESPONSES

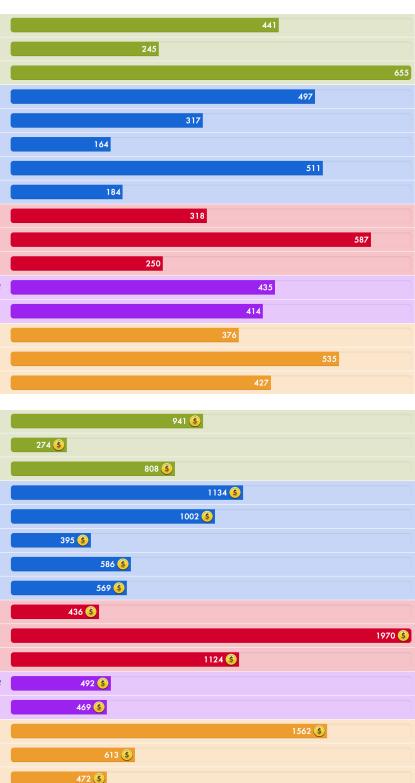
Expand or add amenities in existing Chelan PUD parks? Bring more activities and programs to your PUD parks? Waive day use fees at PUD parks for residents? Sustain existing water and wastewater services? Expand services, to promote prudent growth planning? Transfer services to other entities to enable regionalization? Fund improvements for surface water quality? Lend money for water and wastewater infrastructure? Maintain the fiber program as is, at 69% build-out? Expand the fiber system to 85-90% of electric customers? Build out the fiber system to all electric customers? Lead in the transition to PUD electric vehicles and equipment? Get involved in electrification research and education? Use some surplus power to attract industries and jobs? Provide student mentoring and education opportunities? Take an active, proactive role in economic development? Expand or add amenities in existing Chelan PUD parks? Bring more activities and programs to your PUD parks? Waive day use fees at PUD parks for residents? Sustain existing water and wastewater services? Expand services, to promote prudent growth planning? Transfer services to other entities to enable regionalization? Fund improvements for surface water quality? Lend money for water and wastewater infrastructure? Maintain the fiber program as is, at 69% build-out? Expand the fiber system to 85-90% of electric customers? Build out the fiber system to all electric customers? Lead in the transition to PUD electric vehicles and equipment? Get involved in electrification research and education? Use some surplus power to attract industries and jobs? Provide student mentoring and education opportunities? Take an active, proactive role in economic development?



(continued)

WENATCHEE RIVER (MONITOR TO LAKE WENATCHEE)

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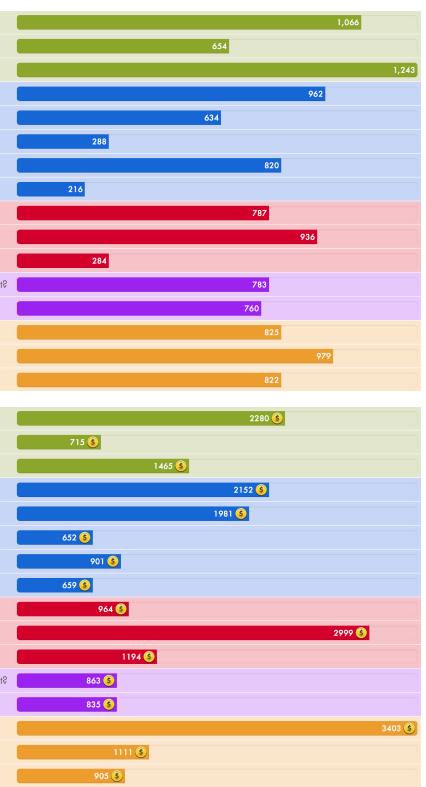


Take an active, proactive role in economic development?

(continued)

CONFLUENCE (WENATCHEE & MALAGA)

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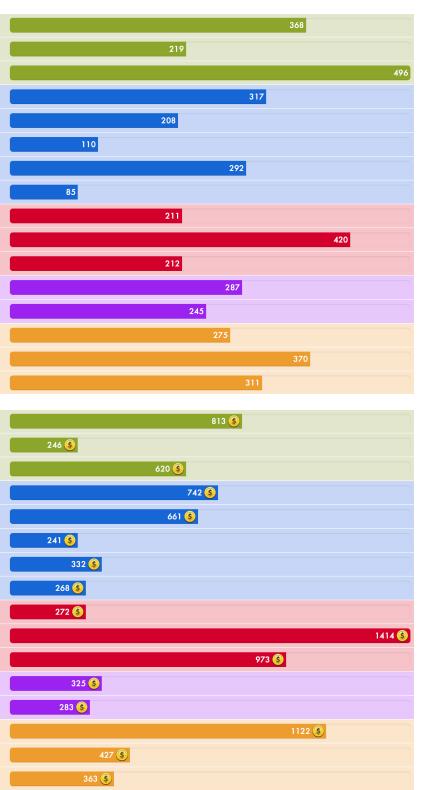


Take an active, proactive role in economic development?

(continued)

COLUMBIA RIVER (ENTIAT TO STEHEKIN)

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Take an active, proactive role in economic development?

| KEY: a lot | some none |
|---|-------------|
| ALL RESPONSES | |
| Replace or reroute some electrical lines to protect from fire and weather? | ٥% 50% 43% |
| Partner with customers to underground electrical lines for improved views? | 17% 48% 35% |
| Create partnerships and programs to develop skills of potential local job applicants? | 18% 50% 32% |
| Organize a PUD employee volunteer corps? | 38% 50% 11% |
| Consolidate and relocate PUD industrial facilities for cost savings? | 17% 55% 28% |
| Renovate or rebuild the PUD headquarters for customer benefit? | 58% 35% 7% |

WENATCHEE RIVER (MONITOR TO LAKE WENATCHEE)

| Replace or reroute some electrical lines to protect from fire and weather? | 5% 47% 48% |
|---|-------------------|
| Partner with customers to underground electrical lines for improved views? | 18% 47% 36% |
| Create partnerships and programs to develop skills of potential local job applicants? | 22% 48% 30% |
| Organize a PUD employee volunteer corps? | 41% 49% 10% |
| Consolidate and relocate PUD industrial facilities for cost savings? | 16% 56% 28% |
| Renovate or rebuild the PUD headquarters for customer benefit? | 61% 33% 6% |

CONFLUENCE (WENATCHEE & MALAGA)

| Replace or reroute some electrical lines to protect from fire and weather? | 7% 53% 40% |
|---|-------------|
| Partner with customers to underground electrical lines for improved views? | 16% 49% 35% |
| Create partnerships and programs to develop skills of potential local job applicants? | 16% 49% 35% |
| Organize a PUD employee volunteer corps? | 37% 51% 12% |
| Consolidate and relocate PUD industrial facilities for cost savings? | 16% 55% 29% |
| Renovate or rebuild the PUD headquarters for customer benefit? | 56% 36% 9% |

COLUMBIA RIVER (ENTIAT TO STEHEKIN)

| Replace or reroute some electrical lines to protect from fire and weather? | 7% 49% 45% |
|---|--------------------|
| Partner with customers to underground electrical lines for improved views? | 16% 47% 37% |
| Create partnerships and programs to develop skills of potential local job applicants? | 16% 56% 28% |
| Organize a PUD employee volunteer corps? | 39% 49% 12% |
| Consolidate and relocate PUD industrial facilities for cost savings? | 17% 56% 27% |
| Renovate or rebuild the PUD headquarters for customer benefit? | 64% 32% 4% |

Comments Analysis

BROAD THEMES

Gratitude & Praise

The most common sentiment expressed was thanks, followed closely by praise. Customer-owners appreciated having a chance to make their point of view known, and admired the spirit of open outreach, the hard work of the PUD, the feedback exercise, and the quality of the materials and website. Many expressed pride in their PUD—both the service provided by employees and the profound impact on quality of life.

Topic Specific Input

Every topic area received a healthy handful of comments—but predominantly fiber and water/wastewater.

General Strategic (not Topic Specific)

Respondents often gave comments of a general strategic nature (some highlighted under Common Questions Raised).

Questions & Concerns

Some questions and concerns were about process, but most were of a strategic nature. A few requested a response.

COMMON QUESTIONS RAISED

What about non-hydro renewable energy sources such as solar and wind?

Several people expressed surprise and dismay that non-hydro renewables appear to have been excluded.

What about energy conservation—for fiscal benefit and environmental responsibility?

Some people would like to see more conservation—to benefit homeowners, wholesale supply, and the environment.

What about risks like terrorism, earthquakes, climate change, and treaty negotiations?

A substantial number of commenters expressed concerns about a host of risks—some accompanied by an explicit admonition to take these risks into consideration when planning for cash reserves, debt pay-down rate, and public power benefit dispersal. A strong contingent mentioned climate change in particular, as a source of multiple potential risks.

What about maintaining low rates—or lowering them further?

People expressed fear of rates rising and wondered why lowering rates was not an option. Some expressed that lowering rates is the best (and only proper) avenue for enhancing quality of life. There was no explicit mention of the "someday power could be free" idea people have mentioned from the Billingsly days, but the same philosophy may be at work.

What about focusing back on the PUD's original mission?

A good number of commenters expressed discomfort with what they see as mission creep and a lack of focus. The basis for the concern appears to be two-fold: a philosophical disagreement about what a PUD ought to be (pure utility, no competition with private industry); and an aversion to imprudent dabbling and financial unsustainability.