



# Public Priorities and Preferences

February 5, 2015

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# Response Statistics



~5,455  
unique people



6,224  
combined responses



5,020  
full form responses



1,204  
5 minute form responses

## FULL FORM RESPONSES (ONLINE AND MAIL-IN)

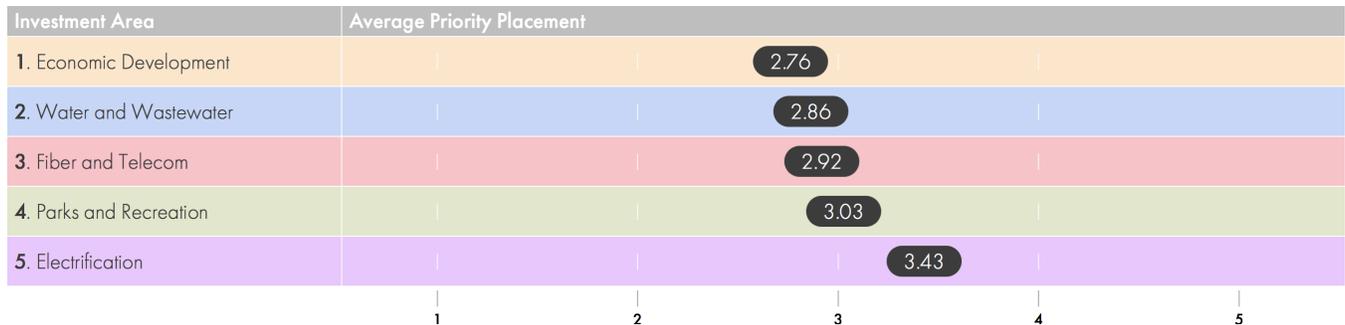


## 5 MINUTE FAST FORM RESPONSES (ONLINE)

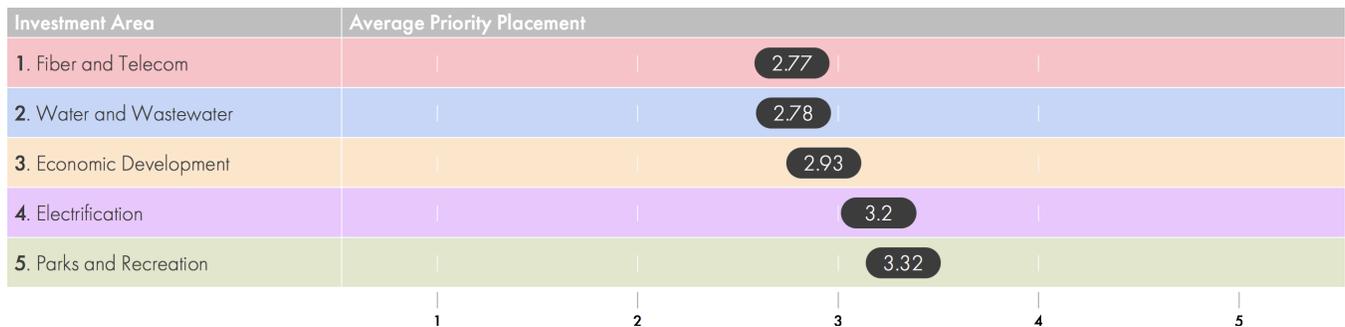


# Investment Areas Prioritized

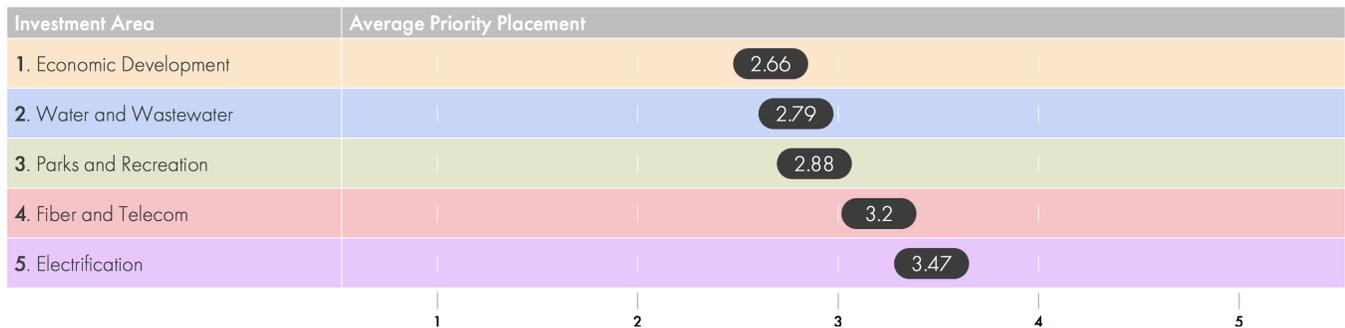
## ALL RESPONSES



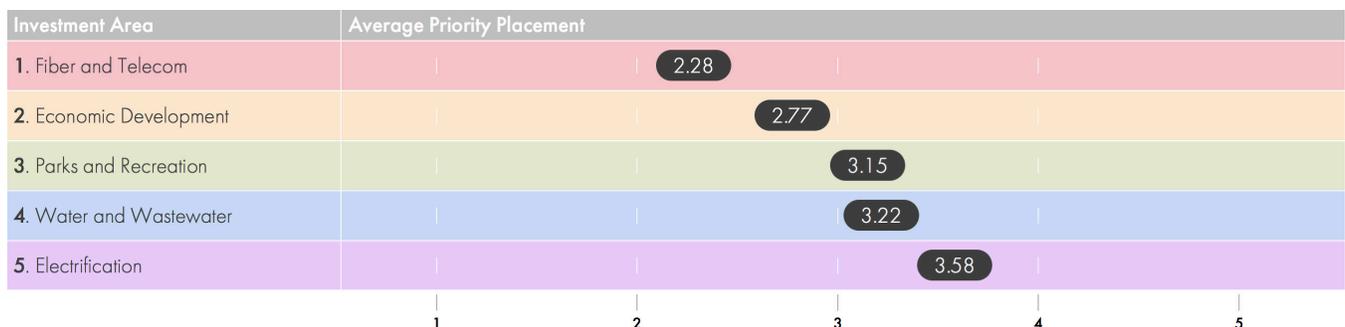
## WENATCHEE RIVER (MONITOR TO LAKE WENATCHEE)



## CONFLUENCE (WENATCHEE & MALAGA)

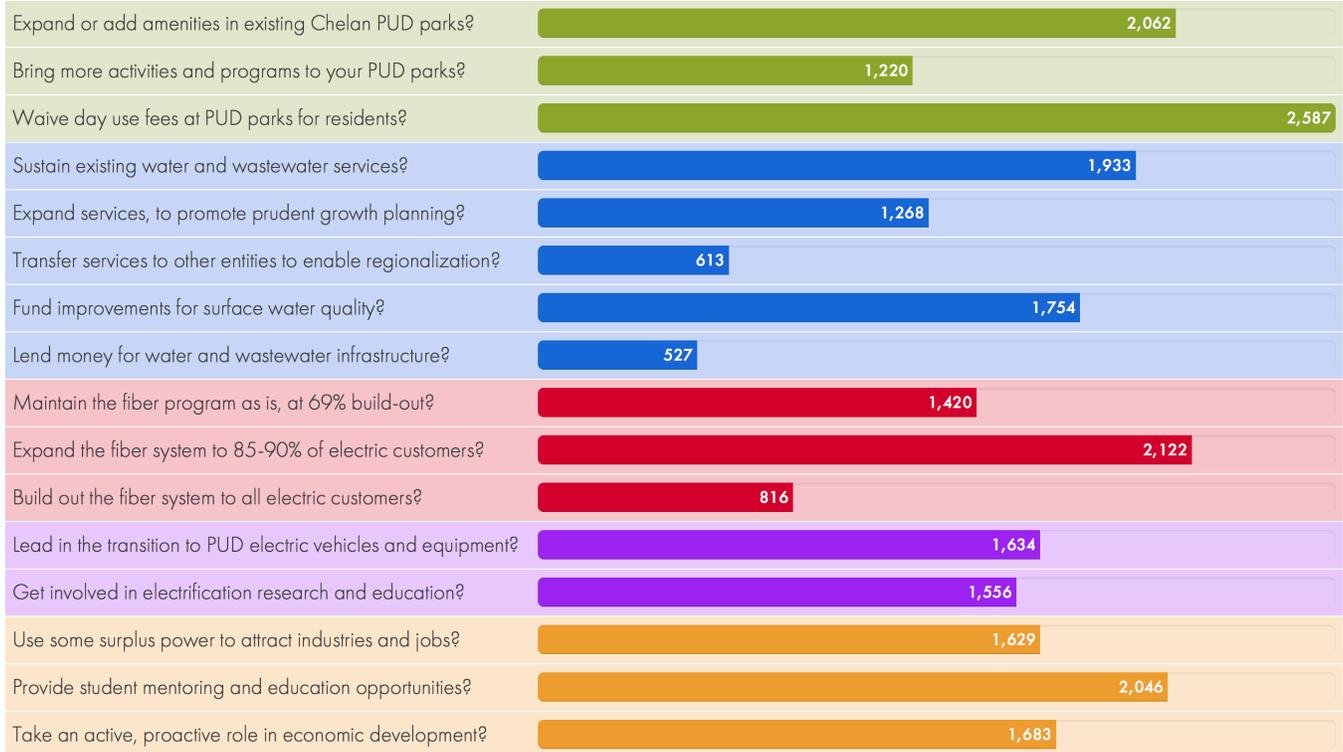


## COLUMBIA RIVER (ENTIAT TO STEHEKIN)



# Preferences for Investment

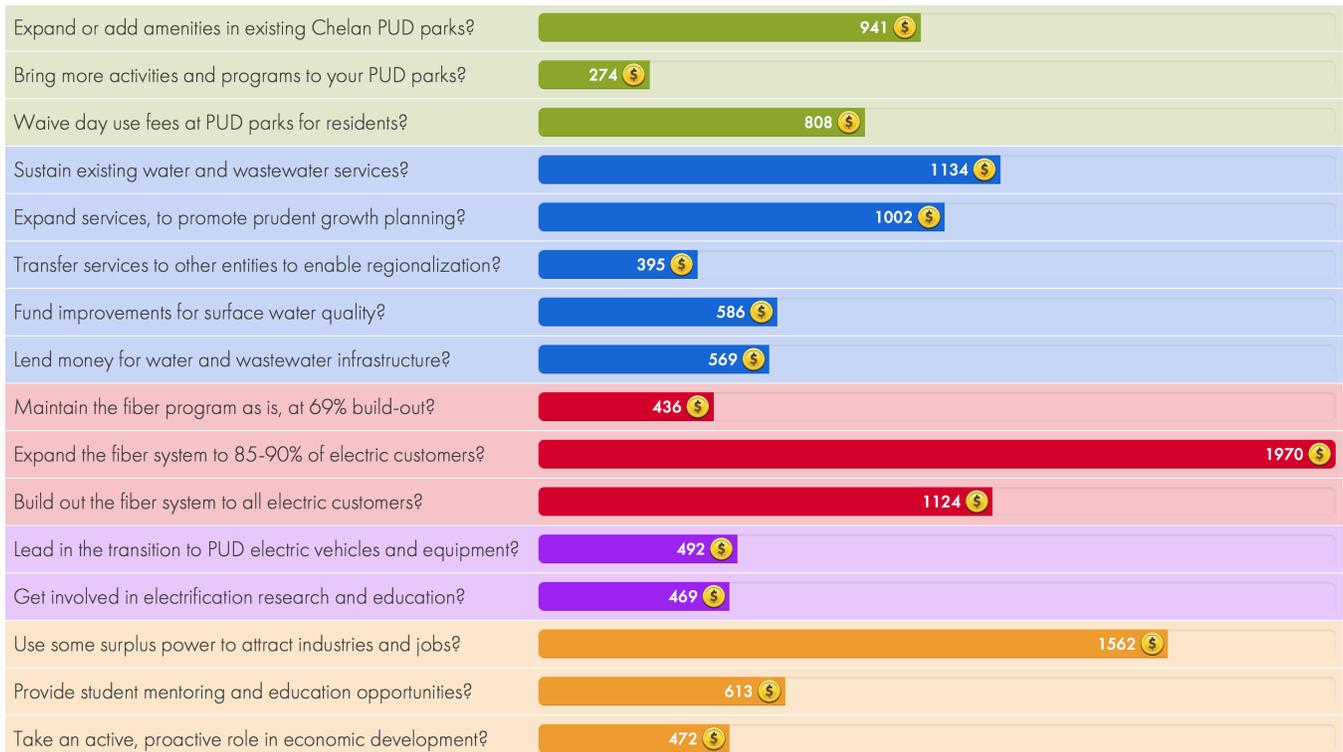
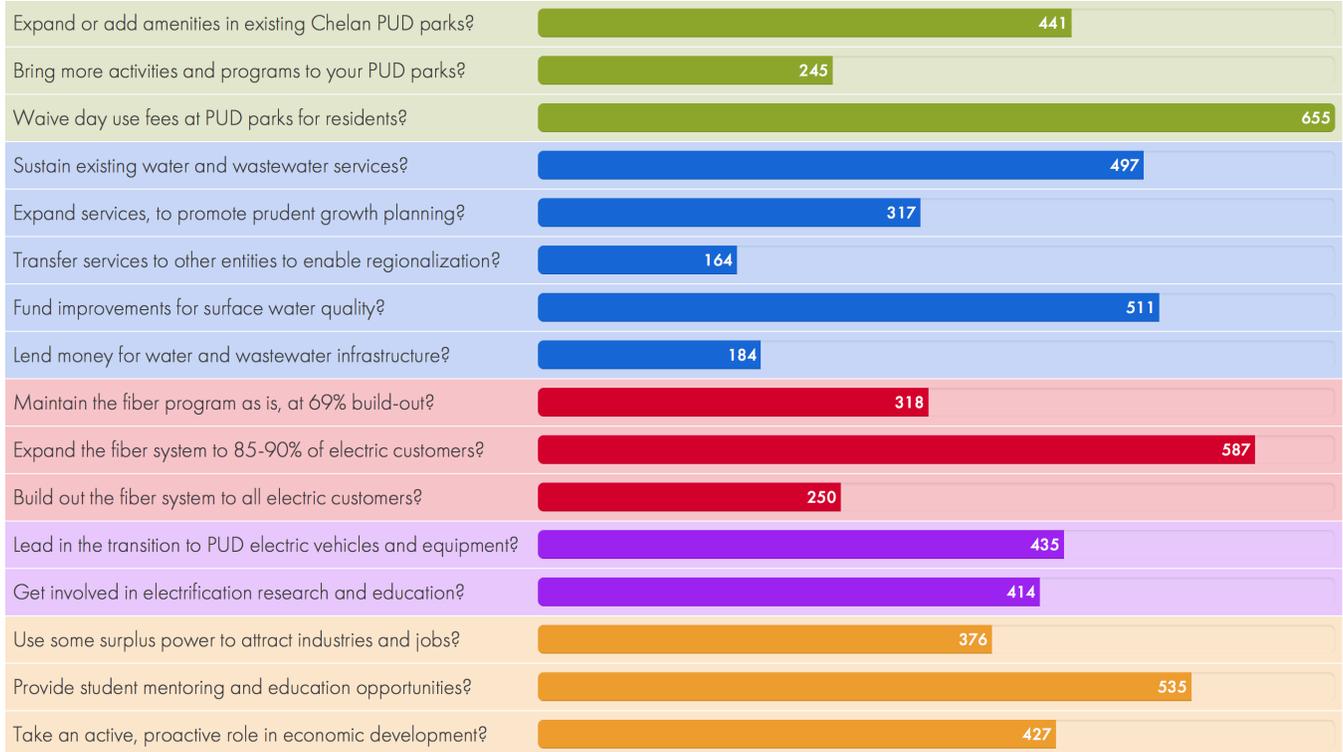
## ALL RESPONSES



# Preferences for Investment

(continued)

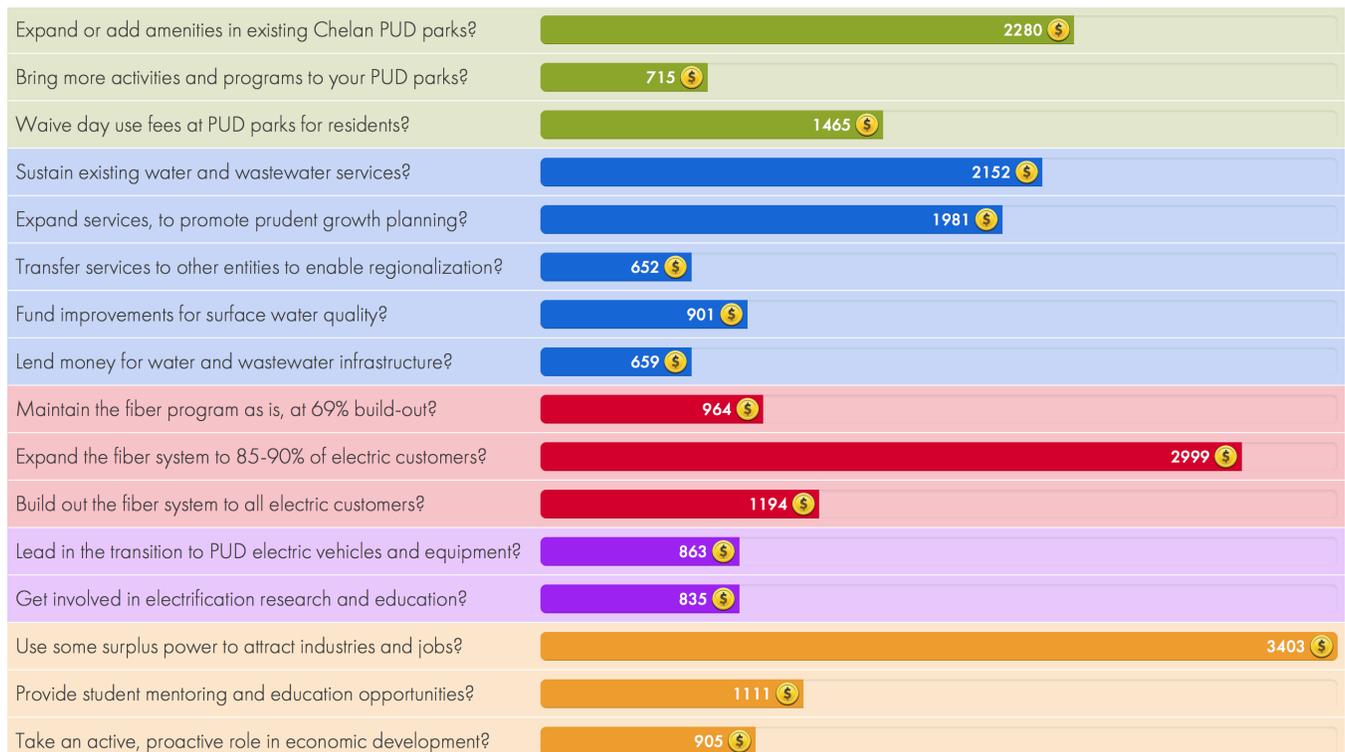
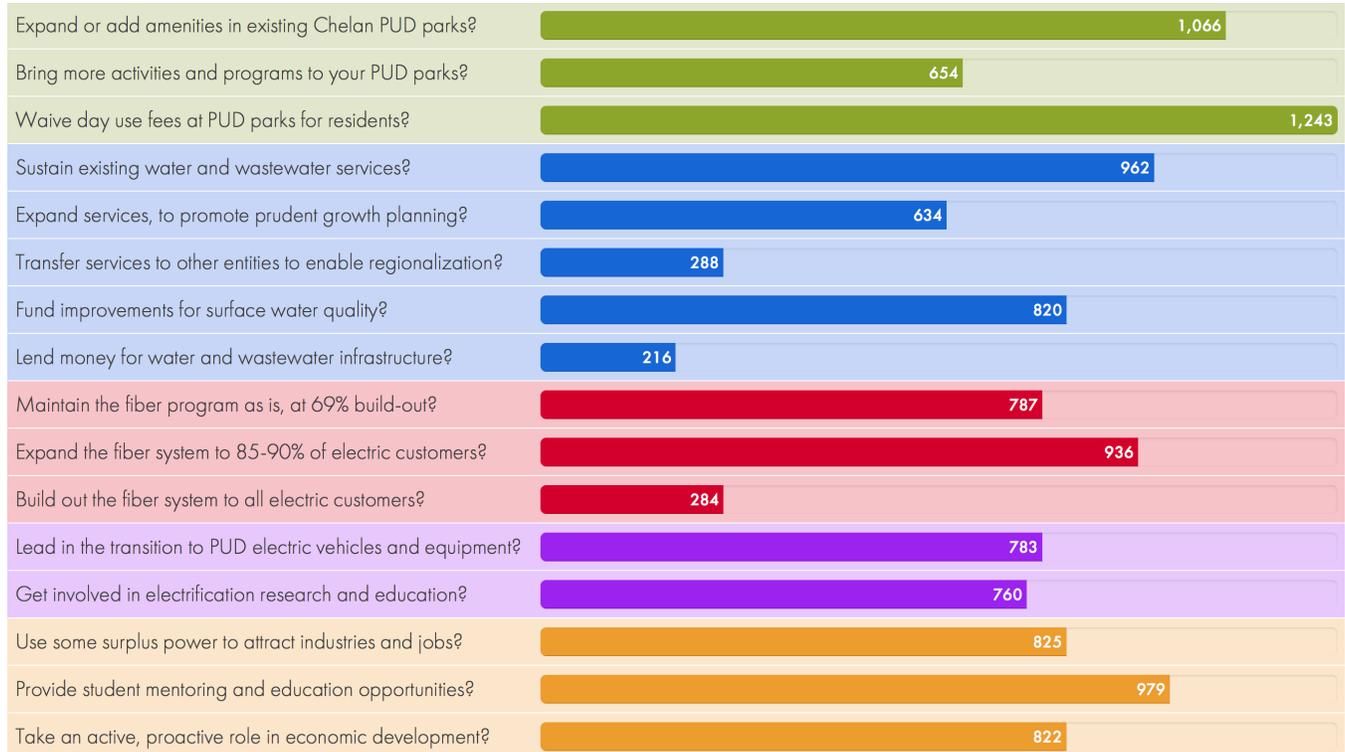
## WENATCHEE RIVER (MONITOR TO LAKE WENATCHEE)



# Preferences for Investment

(continued)

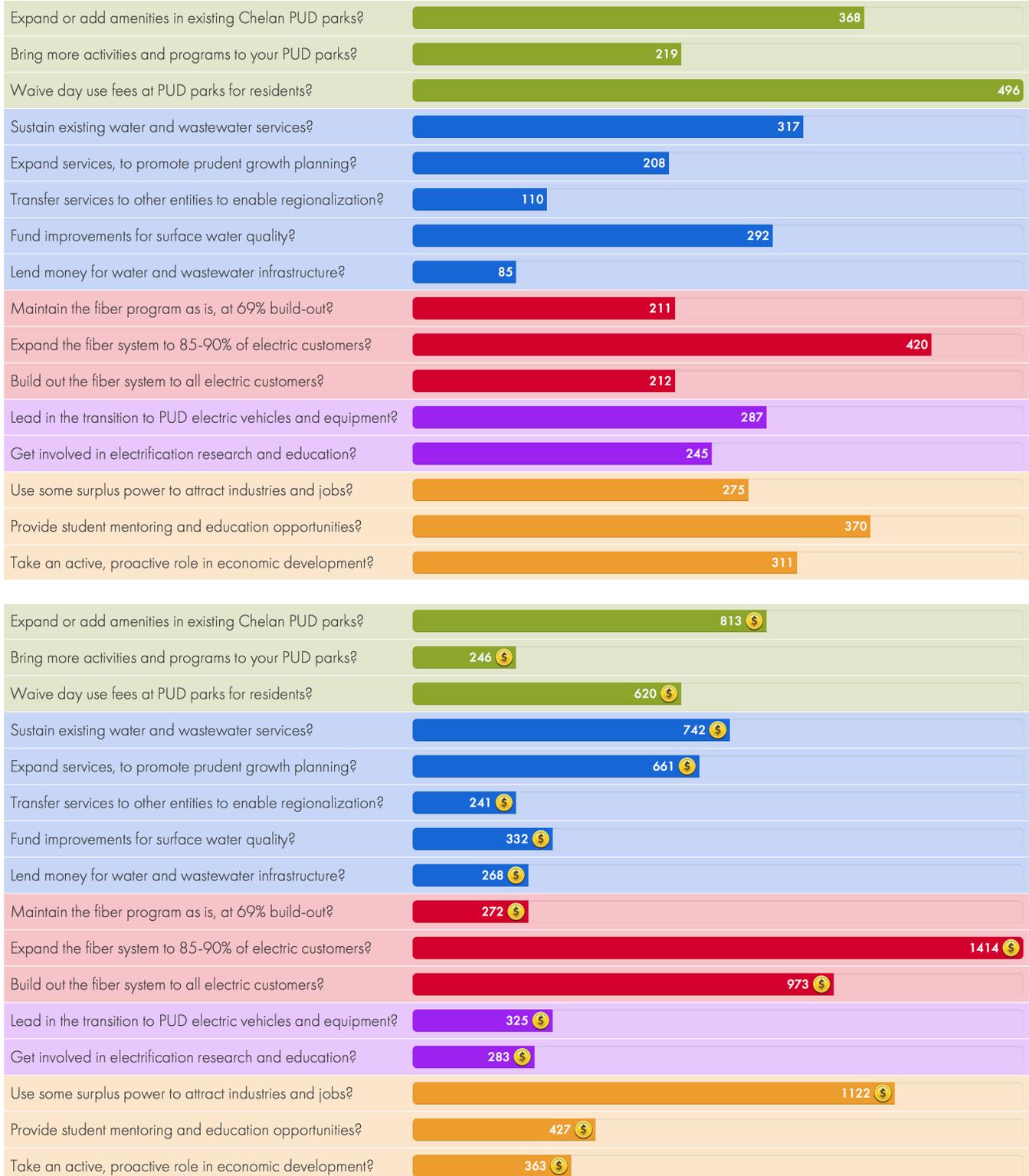
## CONFLUENCE (WENATCHEE & MALAGA)



# Preferences for Investment

(continued)

## COLUMBIA RIVER (ENTIAT TO STEHEKIN)



# Preferences for Reinvestment

KEY:

a lot

some

none

## ALL RESPONSES



## WENATCHEE RIVER (MONITOR TO LAKE WENATCHEE)



## CONFLUENCE (WENATCHEE & MALAGA)



## COLUMBIA RIVER (ENTIAT TO STEHEKIN)



# 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.