

# Boulder Energy Future Survey 2011

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## Summary Report of Results

August 1, 2011



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## EXECUTIVE SUMMARY

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### Survey Background and Methods

The City of Boulder selected National Research Center, Inc. (NRC) through a competitive process to conduct a survey of Boulder registered voters. The 2011 Energy Survey was created to provide policy guidance to decision-makers and to be used with other sources of information to inform direction about Boulder's energy future. Of the approximately 1,265 voters randomly selected to participate in the survey, 400 completed interviews between July 6 and 18, 2011, providing a response rate of 32%. The margin of error is plus or minus five percentage points around any given percent for the entire sample. Survey results were weighted by respondent age, gender and political party using the voter population norms to reflect the demographic profile of registered Boulder voters.

### Summary of Survey Findings

#### Resident Beliefs Favored the city on Some Characteristics, Xcel on Others

##### **City considered superior at reducing carbon emissions.**

Voters overwhelmingly identified the City of Boulder (71%) as the better entity, compared to Xcel Energy (28%), to reduce carbon emissions by offering more renewable sources of energy.

##### **Xcel considered superior at providing reliable energy service.**

Voters overwhelmingly identified Xcel (67%) as the better entity, compared to the City of Boulder (28%), to provide reliable energy services.

##### **Tilt toward city for innovative energy solutions and tilt toward Xcel for stabilizing rates.**

Somewhat more voters felt that the city (57%) could do a better job at creating innovative solutions to energy problems than could Xcel (41%). At the same time, somewhat more voters felt that Xcel (52%) could do a better job at keeping monthly energy bills stable than could the city (44%).

##### **High marks for service delivery for city and Xcel; not high marks for confidence in either entity.**

Both Xcel (78% excellent or good) and the city (84% excellent or good) got high marks for service quality, but neither got stellar marks for voters' confidence in the willingness or ability of either entity to "meet its commitments and responsibilities to the Boulder community" (39% complete or a lot of confidence for the city and 35% for Xcel).

#### Residents Valued Reliability Most, Low Cost Least

When asked to rate the importance of each factor as it related to their energy use, factors considered essential or very important by most voters were: reliability (97%), service (i.e.,

response to concerns including system outages, 92%) – characteristics that voters felt Xcel was better than the city at providing – and control over decisions about how energy dollars are spent (82%). Energy sources and costs were considered essential or very important by fewer voters (76% and 72% respectively).

Three characteristics of energy provision were tested in head-to-head pairs: low cost, increased renewable sources and having a say in utility decisions. In the head-to-head pairings, renewables were considered more important than cost or control by a large majority of residents.

### Baseline Support Stronger for Municipalization Than New 20-year Agreement with Xcel

Among the first questions asked on the survey were two that tested voters' support for or opposition to municipalization or a 20-year agreement with Xcel. (The order in which these questions were asked was rotated so that half of respondents first were asked about municipalization and the other half were asked first about the 20-year agreement with Xcel.) More voters supported municipalization (71% strongly or somewhat support) than supported a new 20-year agreement with Xcel (56% strongly or somewhat support). While strong opposition occurred in about equal numbers to each option (16% to 18%), there were more than twice as many strong supporters of municipalization (32%) than there were to the new agreement with Xcel (14%).

When voters were told that many other Colorado jurisdictions ran their own power utilities, almost 90% indicated that that information made them more likely to vote for a Boulder municipal power utility.

### **Baseline support was stronger among voters who were renters, younger, newer to town, lower income or women.**

Although support for municipalization was lowest among voters with household incomes over \$100,000 per year, those who lived in Boulder more than 20 years, homeowners or men, still, half or more of each of these groups supported municipalization. Among residents age 55 or older, slightly less than a majority favored municipalization.

### Strong Willingness to Pay for City-owned Power Utility

A series of questions was posed to voters to determine how various possible financial considerations would affect their support of municipalization. If costs were to remain at the same level as Xcel's or if costs were required to be held to no more than 10% above the price that Xcel would charge, support for municipalization rose. Additionally, about two-thirds of voters supported bonding to borrow the resources to purchase the Xcel distribution system and three-quarters of voters indicated that they would be more likely to support municipalization if there were an option to back out of the deal should costs become too high. Finally, not quite half of all voters were willing to pay an additional 20% a month (given as \$12 per month to the average electric bill, in the survey example) to increase renewable sources of energy and almost 80% supported paying just over \$1 per month to fund negotiations to purchase the Xcel system.

## Key Takeaways

- Base support for staying with Xcel over 50%
- Base support for municipalization over 70%
- Reliability most important; renewables matter
- Approve CAP tax or UO tax to fund negotiations for purchase
- Almost half would pay 20% or more on bill for more renewables
- Compelled by off ramp option, cap link to Xcel cost and knowledge that other local governments run utilities
- Greatest supporters were younger, renters, females, lived for a short time in Boulder, income less than \$50,000

## SURVEY BACKGROUND AND METHODOLOGY

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### Survey Background

In August of last year, the franchise agreement between the City of Boulder and Xcel Energy expired. In November 2010, voters approved continuation of the franchise tax, formerly contributed through the city's agreement with Xcel Energy. With this continued revenue source, the city had time to study its options for creating a municipal electric utility. As the city was considering its options – including whether or not to municipalize – balancing costs and savings, liabilities and opportunities to control the sources of energy, elected officials and staff wished to understand the preferences and priorities of the voting public. Because the decision points are complex and because many Boulder residents may not be well informed on the issue, a general voter survey was crafted to offer a window into “raw” public opinion, an input into public policy that is critical to decision-makers. While opinions of the typical Boulder voter about the wisdom of various energy options are likely to be uninformed compared to the schooled perspectives of staff, elected officials and energy advocates, the voting public, nevertheless, are experts on what they value related to costs, energy sources, municipal control, energy reliability and other factors that will influence choices.

Via a competitive bidding process, the City of Boulder selected National Research Center, Inc. (NRC) to conduct the 2011 Energy Survey of registered Boulder voters. The survey provides an important opportunity to “listen in” on what the typical voter thinks – whatever the level of knowledge that voter brings to the discussion.

### About National Research Center, Inc.

NRC, founded in 1994, is a leading research and evaluation firm focusing on the information requirements of the public sector, including local and state governments, the federal government, special districts, non-profit agencies, health care providers and foundations. We have conducted over 1000 surveys in more than 300 jurisdictions around the U.S. and in other parts of the world. NRC principals have been leading the strategic use of surveys for local governments since 1991, when the principals of the company wrote the first edition of what became the classic text on citizen surveying: *Citizen Surveys: How to do them, how to use them, what they mean*. NRC pioneered the citizen survey industry, creating new and innovative tools and analyses that provide clients with the most useful information to take action and implement new policies or programs or modify existing ones. NRC principals recently published a second book to help cities understand how to use survey results effectively: *Citizen Surveys: A comprehensive guide to making them matter* (published by the International City/County Management Association, January, 2009).

NRC's survey research professionals previously were local government employees and led the research efforts of the City of Boulder for more than five years. NRC staff have extensive experience with surveys regarding energy use, recycling, composting, and water, as well as developing survey questions about myriad policy and ballot issues, capturing perspectives about potential projects or those already in operation, and more. NRC's work is apolitical conducted to

assist decision makers to run effective government built on the perspectives of representative samples of voters or residents.

## Survey Methodology

In collaboration with City of Boulder staff, NRC developed a 17-minute telephone questionnaire to assess, in an unbiased manner, voter perspective on issues surrounding the future of the relationship between Xcel Energy and the City of Boulder. (The interview script can be found in *Appendix C: Copy of Survey Questionnaire*.) All City of Boulder registered voters were eligible to complete the survey.

Telephone interviewing occurred from July 6 to July 18, 2011. Of the approximately 1,265 households called, 400 completed interviews providing a response rate of 32%, which is an above average response rate than what is typically seen for a telephone survey. The margin of error is plus or minus five percentage points around any given percent for the entire sample. The survey results were weighted by respondent age, gender and political party using the voter population norms to reflect the demographic profile of Boulder registered voters. The detailed methodology can be found in *Appendix A: Survey Methodology*.

The survey was not conducted to predict voting behavior. Such a survey would require different sampling (an over sampling of those likely to vote) and would be done closer to election day when opposing campaigns had ample time to influence respondents.

## COMPLETE SET OF SURVEY RESPONSES

The following tables show the complete set of responses for each question on the survey. The first set of frequencies includes the “don’t know” option (as well as the number of respondents in each category) and the second set excludes “don’t know” responses. Results are weighted to reflect the population profile of the registered voter list.

### Frequencies Including Don’t Know Responses

Question 2		
How would you rate the overall quality of community life in Boulder? Would you say it is...	Percent	Number
Excellent	55%	219
Good	41%	163
Fair	3%	13
Poor	1%	4
Don't know/refused	0%	0
Total	100%	400

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Question 3		
What do you consider to be the top three issues facing Boulder in the next five years?	Percent	Number
Energy/Carbon emissions/Xcel franchise agreement/Energy tax	29%	114
Development/Density/Growth/Zoning	25%	100
Transportation/Traffic/Bicycles	23%	90
Economy/Jobs/Costs of goods or services/Budget	19%	76
Environment/Air /Water/Global warming/Weirding	12%	49
Open space	12%	50
Housing topics	12%	49
Population aging, diversity, other related to people	9%	34
Education issues (including CU and K-12)	8%	33
Taxes in general	6%	24
City services not mentioned elsewhere/Library/Fire/EMS/Garbage/Recycling	2%	9
Road repair/Construction	2%	10
Wildfires	2%	7
Wildlife management/Domestic dogs/Prairie dogs	2%	8
Homelessness	2%	7
City Council and management/government/politics	2%	6
Crime/Police/response times	1%	6
Snow removal	0%	0
Some other issue [Specify]	9%	34
Don't know/refused	17%	66

Note: Totals do not equal 100% because respondents could select multiple choices.

Question 4		
Do you know the name of the entity that provides electric and gas power to Boulder homes and businesses?	Percent	Number
Yes	90%	358
No	10%	42
Total	100%	400

Boulder Energy Future Survey 2011

Question 5		
What is it?	Percent	Number
Xcel	98%	351
City of Boulder	0%	1
Other	1%	5
Don't know/refused	1%	2
Total	100%	358

Questions 6 and 7												
	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Currently, Xcel Energy provides electricity and natural gas to Boulder homes and businesses. Xcel supplies electricity and natural gas to many other cities in the region. Most of these cities have a 20-year agreement with Xcel Energy, but the City of Boulder has not had such an agreement for almost a year. To what extent would you support or oppose the city accepting a new 20-year agreement with Xcel Energy?	12%	46	35%	139	22%	87	15%	61	17%	67	100%	400
The City of Boulder is exploring a few options related to the energy that homes and businesses receive, including the possibility of buying Xcel Energy's system and creating a local power utility to provide electric service to you. To what extent would you support or oppose the City of Boulder providing your electricity?	27%	110	33%	133	11%	45	14%	55	14%	58	100%	400

Boulder Energy Future Survey 2011

Question 8												
How much confidence, if any, do you have in each of the following entities to meet its commitments and responsibilities to the Boulder community? What about... Would you say you have	Complete confidence		A lot of confidence		Some confidence		No confidence		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The Boulder city government	5%	19	34%	134	51%	206	8%	33	2%	9	100%	400
Xcel Energy	9%	35	25%	100	53%	212	8%	32	6%	22	100%	400

Question 9												
How would you rate the overall quality of services delivered by each of the following organizations? What about... Would you say the overall quality of service is...	Excellent		Good		Fair		Poor		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The City of Boulder	26%	106	55%	222	13%	52	3%	11	2%	9	100%	400
Xcel Energy	23%	90	53%	211	19%	77	2%	9	3%	13	100%	400

Boulder Energy Future Survey 2011

Question 10												
Thinking about the energy needs for your home or business, please rate the importance of each of the following factors. What about... Would you say it is...	Essential		Very important		Somewhat important		Not important		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Cost – keeping your bill as low as possible	25%	98	47%	188	25%	99	3%	12	1%	2	100%	400
Source – using more renewable energy sources, like wind and solar, to reduce carbon emissions	46%	184	30%	121	18%	72	5%	20	1%	3	100%	400
Reliability – being sure energy is there when you need it	63%	254	33%	132	3%	12	0%	1	0%	1	100%	400
Control – who makes decisions about electricity sources, rates and how your energy dollars are spent	28%	112	41%	164	24%	97	2%	9	4%	18	100%	400
Customer service – the ability of the utility to respond to your concerns and system outages	48%	194	43%	172	8%	31	0%	2	0%	1	100%	400
Impact on local economy – where your energy dollars go and the effect these revenues have on keeping businesses in Boulder and/or creating new jobs here	30%	119	46%	185	20%	79	2%	10	2%	8	100%	400

## Boulder Energy Future Survey 2011

Questions 11, 12 and 13		
Now I'm going to read you three pairs of characteristics related to the electricity that powers your home. For each pair, please tell me which one you consider more important to you. What about...	Percent	Number
Increasing renewable sources of energy, like wind or solar	70%	281
Keeping your monthly bill as low as possible	27%	108
Both equally	2%	9
Don't know/refused	1%	3
<b>Total</b>	<b>100%</b>	<b>400</b>
Increasing renewable sources of energy, like wind or solar	71%	284
Having a say in utility decisions, including how your energy dollars are spent	24%	95
Both equally	3%	13
Don't know/refused	2%	7
<b>Total</b>	<b>100%</b>	<b>400</b>
Having a say in utility decisions, including how your energy dollars are spent	54%	217
Keeping your monthly bill as low as possible	42%	168
Both equally	3%	10
Don't know/refused	1%	4
<b>Total</b>	<b>100%</b>	<b>400</b>

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Question 14										
Which entity do you believe could do a better job at each of the following? What about... Would you say....	City of Boulder		Xcel Energy		Both equally		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Delivering innovative solutions to energy problems	48%	190	34%	134	2%	7	17%	68	100%	400
Reducing carbon emissions by offering more renewable energy like solar and wind	61%	245	24%	97	1%	2	14%	56	100%	400
Providing reliable energy service	23%	92	55%	220	4%	16	18%	71	100%	400
Stabilizing rates and your monthly energy bill	35%	140	41%	165	3%	11	21%	85	100%	400

Questions 15 and 16												
	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Some people say that businesses might leave Boulder if the city broke ties with Xcel Energy and formed a local power utility to provide electricity itself. Do you think this is...	4%	17	21%	83	41%	162	25%	101	9%	37	100%	400
Some people say that a municipal power utility could create new jobs in Boulder and encourage more businesses to set up shop here? Do you think this is...	15%	61	43%	170	24%	98	12%	46	6%	24	100%	400

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Questions 17 and 18												
	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Industry specialists have conducted a study about whether the city could buy Xcel's energy system and still provide affordable electricity to Boulder businesses and residents. Taking into account the total costs related to the purchase and operations of the system, the study concluded that the city could purchase and operate the utility, while keeping electric bills for businesses and residences less than or about the same as they would be with Xcel Energy. Knowing this information, to what extent would you support or oppose the City of Boulder providing your electricity?	37%	146	35%	138	12%	50	13%	52	3%	14	100%	400
If voters approved the creation of a city-owned power utility, Boulder would need to borrow money to purchase Xcel's energy distribution system. This debt would be paid back over 30 years with revenues the utility would collect, without any additional taxes. City bond advisors believe the interest rate to borrow the money would be about 8 percent. Knowing this, to what extent would you support or oppose the city borrowing money to pay the costs of buying Xcel's system?	27%	110	36%	145	15%	59	19%	74	3%	12	100%	400

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Questions 19 and 20												
	Much more likely		A little more likely		A little less likely		A lot less likely		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
If voters approved the creation of a municipal utility, the city would get final costs for purchasing the utility from Xcel Energy before deciding whether to issue the bonds needed to borrow the money for purchase. If the costs were too high, City Council could change its mind and decide not to proceed. Knowing this information, are you more or less likely to vote to allow the city to form a local power utility? Would you say you are...	21%	85	50%	200	11%	46	10%	40	7%	30	100%	400
If I told you that more than 20 local governments in Colorado, including Fort Collins, Longmont and Loveland, ran their local power utility and have done so for decades, would you be more or less likely to vote to allow the City of Boulder to form a local power utility? Would you say you are...	41%	166	37%	147	5%	18	7%	27	10%	42	100%	400

Boulder Energy Future Survey 2011

Questions 21 and 22												
	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
To what extent would you support or oppose a new 20-year agreement with Xcel Energy if it included the creation of a wind farm by Xcel to increase the renewable energy supply in Boulder and elsewhere in Colorado? Would you say you would...	25%	101	50%	199	11%	46	9%	37	4%	17	100%	400
Under Xcel's proposal, the city would have to pay the difference between a fixed price of wind and the changing price of natural gas. Because wind energy now costs more than natural gas, the city would start off paying more for wind. The city would need to need to issue bonds to cover these costs. If natural gas prices go up, the city would begin to collect money back from Xcel and make money on the deal. But if natural gas prices stay the same or go down, the city could lose money. Knowing this potential risk, to what extent would you support or oppose the city entering into a 20-year franchise and wind agreement with Xcel Energy? Would you say you would...	15%	59	41%	163	27%	107	13%	51	5%	20	100%	400

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Question 23		
If you were paying an average home electric bill of about \$58 a month, how much more, if any, would you be willing to pay to substantially reduce carbon emissions and/or increase renewable sources of energy, like wind, in Boulder?	Percent	Number
Nothing more	10%	38
5% or \$3 more a month	12%	49
10% or \$6 more a month	30%	120
20% or \$12 more a month	34%	138
As much as it takes	12%	47
Don't know/refused	2%	8
Total	100%	400

Questions 24 and 25								
	Yes		No		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Did you know that Boulder residents are currently paying a voter-approved Climate Action Plan tax on their energy bills to help Boulder reduce carbon emissions?	41%	166	58%	233	0%	1	100%	400
Did you know that Boulder residents currently pay a voter-approved utility occupation tax that is collected in their monthly energy bill to help fund police, fire and other core city services?	34%	137	65%	262	0%	1	100%	400

Question 26		
The city estimates it would need about \$1 million a year to negotiate a price to buy Xcel's system. The city estimates this would cost an average residential electricity customer approximately \$1.12 extra per month for one to five years. To what extent would you support or oppose an extension or expansion of either the Climate Action Plan Tax or the Utility Occupation Tax you are already paying to raise the money to enter into these negotiations?	Percent	Number
Strongly support	35%	139
Somewhat support	39%	156
Somewhat oppose	8%	32
Strongly oppose	14%	54
Don't know/refused	4%	18
Total	100%	400

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Question 27		
If guidelines were created that required a municipally owned power utility to keep its energy rates within 10 percent of what Xcel would be charging, would you be more or less likely to vote to allow the city to form a local power utility? Would you say you are...	Percent	Number
Much more likely	28%	112
A little more likely	48%	190
A little less likely	11%	46
Lots less likely	8%	33
Don't know/refused	5%	18
Total	100%	400

Question 28												
I'm going to read you three strategies the City of Boulder is considering for its energy future and the provision of electricity to homes and businesses within the city. For each strategy, please tell me to what extent you would support or oppose it. What about... Would you say you...	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know/refused		Total	
	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
The City of Boulder should run its own local power utility to provide electricity to homes and businesses with policies that reflect the community's values.	41%	163	31%	123	11%	46	13%	53	4%	15	100%	400
The City of Boulder should sign a new 20-year agreement with Xcel Energy and enter into a wind purchase agreement that would increase the amount of wind power in Boulder and elsewhere in the state.	16%	64	41%	163	26%	103	14%	57	3%	13	100%	400
The City of Boulder shouldn't make any changes. Xcel Energy should continue to provide electricity without a 20-year franchise agreement, and the city should spend the next couple of years continuing to study energy supply options.	16%	66	37%	146	25%	98	17%	70	5%	20	100%	400

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Question 29		
How closely would you say you have followed the discussion about Boulder's future energy choices? Would you say you have followed it...	Percent	Number
Quite closely	13%	53
Somewhat closely	46%	183
Not too closely	26%	105
Not at all	15%	58
Don't know/refused	0%	0
Total	100%	400

Question 30		
Please stop me when I reach the category that includes your household's total annual income from all sources and all residents at this address.	Percent	Number
Under \$25,000	13%	51
\$25,000 to less than \$50,000	17%	68
\$50,000 to less than \$75,000	14%	56
\$75,000 to less than \$100,000	18%	71
\$100,000 to less than \$150,000	14%	55
\$150,000 or more	12%	49
Don't know/refused	13%	50
Total	100%	400

Question 31		
How long have you lived in the City of Boulder? Has it been...	Percent	Number
Less than 2 years	4%	18
2 to 5 years	23%	94
6 to 10 years	22%	87
11 to 15 years	12%	50
16 to 20 years	8%	33
Over 20 years	29%	117
Don't know/refused	0%	2
Total	100%	400

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Question 32		
Please tell me which of the following best describes the building you live in. Is it a...	Percent	Number
One family house detached from any other houses	54%	216
Building with two or more apartments or condominiums	28%	112
House attached to one or more houses, such as a duplex or townhome	15%	61
Mobile home	2%	7
Other	1%	3
Don't know/refused	1%	2
Total	100%	400

Question 33		
Do you rent or own your home?	Percent	Number
Own	57%	226
Rent	43%	171
Don't know/refused	1%	3
Total	100%	400

Question 34		
Please stop me when I reach the category that includes your age.	Percent	Number
18 to 24 years	17%	68
25 to 34 years	31%	124
35 to 44 years	15%	60
45 to 54 years	12%	50
55 to 64 years	12%	47
65 years and over	11%	45
Don't know/refused	2%	7
Total	100%	400

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Question 35		
Respondent gender	Percent	Number
Male	51%	205
Female	49%	195
Total	100%	400

## Frequencies Excluding Don't Know Responses

Question 2	
How would you rate the overall quality of community life in Boulder? Would you say it is...	Percent of respondents
Excellent	55%
Good	41%
Fair	3%
Poor	1%
Total	100%

Question 3	
What do you consider to be the top three issues facing Boulder in the next five years?	Percent of respondents
Energy/Carbon emissions/Xcel franchise agreement/Energy tax	34%
Development/Density/Growth/Zoning	30%
Transportation/Traffic/Bicycles	27%
Economy/Jobs/Costs of goods or services/Budget	23%
Environment/Air /Water/Global warming/Weirding	15%
Open space	15%
Housing topics	15%
Population aging, diversity, other related to people	10%
Education issues (including CU and K-12)	10%
Taxes in general	7%
City services not mentioned elsewhere/Library/Fire/EMS/Garbage/Recycling	3%
Road repair/Construction	3%
Wildlife management/Domestic dogs/Prairie dogs	3%
Crime/Police/response times	2%
Wildfires	2%
Homelessness	2%
City Council and management/government/politics	2%
Snow removal	0%
Some other issue [Specify]	10%

*Note: Totals do not equal 100% because respondents could select multiple choices.*

Question 4	
Do you know the name of the entity that provides electric and gas power to Boulder homes and businesses?	Percent of respondents
Yes	90%
No	10%
Total	100%

Question 5	
What is it?	Percent of respondents
Xcel	99%
City of Boulder	0%
Other	1%
Total	100%

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Questions 6 and 7					
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Currently, Xcel Energy provides electricity and natural gas to Boulder homes and businesses. Xcel supplies electricity and natural gas to many other cities in the region. Most of these cities have a 20-year agreement with Xcel Energy, but the City of Boulder has not had such an agreement for almost a year. To what extent would you support or oppose the city accepting a new 20-year agreement with Xcel Energy? Would you say you would...	14%	42%	26%	18%	100%
The City of Boulder is exploring a few options related to the energy that homes and businesses receive, including the possibility of buying Xcel Energy's system and creating a local power utility to provide electric service to you. To what extent would you support or oppose the City of Boulder providing your electricity? Would you say you...	32%	39%	13%	16%	100%

Question 8					
How much confidence, if any, do you have in each of the following entities to meet its commitments and responsibilities to the Boulder community? What about... Would you say you have	Complete confidence	A lot of confidence	Some confidence	No confidence	Total
The Boulder city government	5%	34%	53%	8%	100%
Xcel Energy	9%	26%	56%	8%	100%

Question 9					
How would you rate the overall quality of services delivered by each of the following organizations? What about... Would you say the overall quality of service is...	Excellent	Good	Fair	Poor	Total
The City of Boulder	27%	57%	13%	3%	100%
Xcel Energy	23%	55%	20%	2%	100%

Boulder Energy Future Survey 2011

Question 10					
Thinking about the energy needs for your home or business, please rate the importance of each of the following factors. What about... Would you say it is...	Essential	Very important	Somewhat important	Not important	Total
Cost – keeping your bill as low as possible	25%	47%	25%	3%	100%
Source – using more renewable energy sources, like wind and solar, to reduce carbon emissions	46%	30%	18%	5%	100%
Reliability – being sure energy is there when you need it	64%	33%	3%	0%	100%
Control – who makes decisions about electricity sources, rates and how your energy dollars are spent	29%	43%	25%	2%	100%
Customer service – the ability of the utility to respond to your concerns and system outages	49%	43%	8%	0%	100%
Impact on local economy – where your energy dollars go and the effect these revenues have on keeping businesses in Boulder and/or creating new jobs here	30%	47%	20%	3%	100%

Questions 11, 12 and 13	
Now I'm going to read you three pairs of characteristics related to the electricity that powers your home. For each pair, please tell me which one you consider more important to you. What about...	Percent of respondents
Increasing renewable sources of energy, like wind or solar	71%
Keeping your monthly bill as low as possible	27%
Both equally	2%
<b>Total</b>	<b>100%</b>
Increasing renewable sources of energy, like wind or solar	72%
Having a say in utility decisions, including how your energy dollars are spent	24%
Both equally	3%
<b>Total</b>	<b>100%</b>
Having a say in utility decisions, including how your energy dollars are spent	55%
Keeping your monthly bill as low as possible	43%
Both equally	3%
<b>Total</b>	<b>100%</b>

Question 14				
Which entity do you believe could do a better job at each of the following? What about... Would you say....	City of Boulder	Xcel Energy	Both equally	Total
Delivering innovative solutions to energy problems	57%	41%	2%	100%
Reducing carbon emissions by offering more renewable energy like solar and wind	71%	28%	1%	100%
Providing reliable energy service	28%	67%	5%	100%
Stabilizing rates and your monthly energy bill	44%	52%	3%	100%

## Boulder Energy Future Survey 2011

Questions 15 and 16					
	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Total
Some people say that businesses might leave Boulder if the city broke ties with Xcel Energy and formed a local power utility to provide electricity itself. Do you think this is...	5%	23%	45%	28%	100%
Some people say that a municipal power utility could create new jobs in Boulder and encourage more businesses to set up shop here? Do you think this is...	16%	45%	26%	12%	100%

Questions 17 and 18					
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
Industry specialists have conducted a study about whether the city could buy Xcel's energy system and still provide affordable electricity to Boulder businesses and residents. Taking into account the total costs related to the purchase and operations of the system, the study concluded that the city could purchase and operate the utility, while keeping electric bills for businesses and residences less than or about the same as they would be with Xcel Energy. Knowing this information, to what extent would you support or oppose the City of Boulder providing your electricity? Would you say you...	38%	36%	13%	13%	100%
If voters approved the creation of a city-owned power utility, Boulder would need to borrow money to purchase Xcel's energy distribution system. This debt would be paid back over 30 years with revenues the utility would collect, without any additional taxes. City bond advisors believe the interest rate to borrow the money would be about 8 percent. Knowing this, to what extent would you support or oppose the city borrowing money to pay the costs of buying Xcel's system? Would you say you...	28%	37%	15%	19%	100%

Questions 19 and 20					
	Much more likely	A little more likely	A little less likely	A lot less likely	Total
If voters approved the creation of a municipal utility, the city would get final costs for purchasing the utility from Xcel Energy before deciding whether to issue the bonds needed to borrow the money for purchase. If the costs were too high, City Council could change its mind and decide not to proceed. Knowing this information, are you more or less likely to vote to allow the city to form a local power utility? Would you say you are...	23%	54%	12%	11%	100%
If I told you that more than 20 local governments in Colorado, including Fort Collins, Longmont and Loveland, ran their local power utility and have done so for decades, would you be more or less likely to vote to allow the City of Boulder to form a local power utility? Would you say you are...	46%	41%	5%	7%	100%

## Boulder Energy Future Survey 2011

Questions 21 and 22					
	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
To what extent would you support or oppose a new 20-year agreement with Xcel Energy if it included the creation of a wind farm by Xcel to increase the renewable energy supply in Boulder and elsewhere in Colorado? Would you say you would...	26%	52%	12%	10%	100%
Under Xcel's proposal, the city would have to pay the difference between a fixed price of wind and the changing price of natural gas. Because wind energy now costs more than natural gas, the city would start off paying more for wind. The city would need to issue bonds to cover these costs. If natural gas prices go up, the city would begin to collect money back from Xcel and make money on the deal. But if natural gas prices stay the same or go down, the city could lose money. Knowing this potential risk, to what extent would you support or oppose the city entering into a 20-year franchise and wind agreement with Xcel Energy? Would you say you would...	15%	43%	28%	13%	100%

Question 23	
If you were paying an average home electric bill of about \$58 a month, how much more, if any, would you be willing to pay to substantially reduce carbon emissions and/or increase renewable sources of energy, like wind, in Boulder?	Percent of respondents
Nothing more	10%
5% or \$3 more a month	13%
10% or \$6 more a month	31%
20% or \$12 more a month	35%
As much as it takes	12%
Total	100%

Questions 24 and 25			
	Yes	No	Total
Did you know that Boulder residents are currently paying a voter-approved Climate Action Plan tax on their energy bills to help Boulder reduce carbon emissions?	42%	58%	100%
Did you know that Boulder residents currently pay a voter-approved utility occupation tax that is collected in their monthly energy bill to help fund police, fire and other core city services?	34%	66%	100%

Question 26	
The city estimates it would need about \$1 million a year to negotiate a price to buy Xcel's system. The city estimates this would cost an average residential electricity customer approximately \$1.12 extra per month for one to five years. To what extent would you support or oppose an extension or expansion of either the Climate Action Plan Tax or the Utility Occupation Tax you are already paying to raise the money to enter into these negotiations?	Percent of respondents
Strongly support	36%
Somewhat support	41%
Somewhat oppose	8%
Strongly oppose	14%
Total	100%

Boulder Energy Future Survey 2011

Question 27	
If guidelines were created that required a municipally owned power utility to keep its energy rates within 10 percent of what Xcel would be charging, would you be more or less likely to vote to allow the city to form a local power utility? Would you say you are...	Percent of respondents
Much more likely	29%
A little more likely	50%
A little less likely	12%
Lots less likely	9%
Total	100%

Question 28					
I'm going to read you three strategies the City of Boulder is considering for its energy future and the provision of electricity to homes and businesses within the city. For each strategy, please tell me to what extent you would support or oppose it. What about... Would you say you...	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Total
The City of Boulder should run its own local power utility to provide electricity to homes and businesses with policies that reflect the community's values.	42%	32%	12%	14%	100%
The City of Boulder should sign a new 20-year agreement with Xcel Energy and enter into a wind purchase agreement that would increase the amount of wind power in Boulder and elsewhere in the state.	16%	42%	27%	15%	100%
The City of Boulder shouldn't make any changes. Xcel Energy should continue to provide electricity without a 20-year franchise agreement, and the city should spend the next couple of years continuing to study energy supply options.	17%	39%	26%	18%	100%

Question 29	
How closely would you say you have followed the discussion about Boulder's future energy choices? Would you say you have followed it...	Percent of respondents
Quite closely	13%
Somewhat closely	46%
Not too closely	26%
Not at all	15%
Total	100%

Question 30	
Please stop me when I reach the category that includes your household's total annual income from all sources and all residents at this address.	Percent of respondents
Under \$25,000	14%
\$25,000 to less than \$50,000	20%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	20%
\$100,000 to less than \$150,000	16%
\$150,000 or more	14%
Total	100%

Boulder Energy Future Survey 2011

Question 31	
How long have you lived in the City of Boulder? Has it been...	Percent of respondents
Less than 2 years	4%
2 to 5 years	24%
6 to 10 years	22%
11 to 15 years	13%
16 to 20 years	8%
Over 20 years	29%
Total	100%

Question 32	
Please tell me which of the following best describes the building you live in. Is it a...	Percent of respondents
One family house detached from any other houses	54%
Building with two or more apartments or condominiums	28%
House attached to one or more houses, such as a duplex or townhome	15%
Mobile home	2%
Other	1%
Total	100%

Question 33	
Do you rent or own your home?	Percent of respondents
Own	57%
Rent	43%
Total	100%

Question 34	
Please stop me when I reach the category that includes your age.	Percent of respondents
18 to 24 years	17%
25 to 34 years	31%
35 to 44 years	15%
45 to 54 years	13%
55 to 64 years	12%
65 years and over	11%
Total	100%

Question 35	
Respondent gender	Percent of respondents
Male	51%
Female	49%
Total	100%

## DEMOGRAPHIC CROSSTABLATIONS

Results of select survey questions compared by six demographic characteristics are displayed in the following tables. The full results of the survey, along with detailed methodology, appear under separate cover.

ANOVA and chi-square tests of significance were applied to these comparisons. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where the p-value was .05 or less for a given comparison, the difference was considered statistically significant and is marked in grey.

Questions 6 and 7 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Currently, Xcel Energy provides electricity and natural gas to Boulder homes and businesses. Xcel supplies electricity and natural gas to many other cities in the region. Most of these cities have a 20-year agreement with Xcel Energy, but the City of Boulder has not had such an agreement for almost a year. To what extent would you support or oppose the city accepting a new 20-year agreement with Xcel Energy? Would you say you would...	56%	47%	66%	56%	59%	60%	49%	57%	56%	52%	60%	56%
The City of Boulder is exploring a few options related to the energy that homes and businesses receive, including the possibility of buying Xcel Energy’s system and creating a local power utility to provide electric service to you. To what extent would you support or oppose the City of Boulder providing your electricity? Would you say you...	83%	68%	57%	71%	91%	78%	62%	50%	70%	84%	59%	70%

*Percent "somewhat" or "strongly" support*

Boulder Energy Future Survey 2011

Questions 6 and 7 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Currently, Xcel Energy provides electricity and natural gas to Boulder homes and businesses. Xcel supplies electricity and natural gas to many other cities in the region. Most of these cities have a 20-year agreement with Xcel Energy, but the City of Boulder has not had such an agreement for almost a year. To what extent would you support or oppose the city accepting a new 20-year agreement with Xcel Energy? Would you say you would...	55%	50%	67%	56%	53%	60%	57%	49%	69%	62%	57%
The City of Boulder is exploring a few options related to the energy that homes and businesses receive, including the possibility of buying Xcel Energy's system and creating a local power utility to provide electric service to you. To what extent would you support or oppose the City of Boulder providing your electricity? Would you say you...	83%	68%	46%	70%	79%	64%	70%	74%	54%	71%	70%

*Percent "somewhat" or "strongly" support*

Question 8 Compared by Respondent Income, Length of Residency and Tenure												
How much confidence, if any, do you have in each of the following entities to meet its commitments and responsibilities to the Boulder community? What about... Would you say you have	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
The Boulder city government	47%	36%	33%	39%	52%	43%	30%	28%	38%	46%	32%	38%
Xcel Energy	28%	35%	45%	36%	38%	34%	18%	48%	36%	31%	40%	36%

*Percent "a lot of" or "complete" confidence*

Boulder Energy Future Survey 2011

Question 8 Compared by Respondent Gender, Age and Political Party											
How much confidence, if any, do you have in each of the following entities to meet its commitments and responsibilities to the Boulder community? What about... Would you say you have	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
The Boulder city government	46%	36%	27%	38%	47%	30%	38%	44%	30%	34%	38%
Xcel Energy	26%	36%	57%	36%	33%	39%	36%	33%	54%	35%	36%

Percent "a lot of" or "complete" confidence

Question 9 Compared by Respondent Income, Length of Residency and Tenure												
How would you rate the overall quality of services delivered by each of the following organizations? What about... Would you say the overall quality of service is...	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
The City of Boulder	87%	81%	83%	84%	88%	86%	87%	74%	83%	84%	83%	83%
Xcel Energy	75%	76%	84%	78%	66%	80%	78%	86%	78%	67%	85%	78%

Percent "good" or "excellent"

Question 9 Compared by Respondent Gender, Age and Political Party											
How would you rate the overall quality of services delivered by each of the following organizations? What about... Would you say the overall quality of service is...	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
The City of Boulder	87%	84%	76%	84%	88%	79%	83%	86%	74%	82%	83%
Xcel Energy	73%	77%	87%	77%	77%	79%	78%	79%	85%	73%	78%

Percent "good" or "excellent"

Boulder Energy Future Survey 2011

Question 10 Compared by Respondent Income, Length of Residency and Tenure												
Thinking about the energy needs for your home or business, please rate the importance of each of the following factors. What about... Would you say it is...	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Cost – keeping your bill as low as possible	36%	21%	14%	24%	30%	25%	20%	25%	25%	25%	25%	25%
Source – using more renewable energy sources, like wind and solar, to reduce carbon emissions	52%	50%	32%	45%	54%	49%	47%	35%	46%	47%	44%	46%
Reliability – being sure energy is there when you need it	63%	60%	70%	64%	59%	68%	63%	67%	64%	62%	65%	64%
Control – who makes decisions about electricity sources, rates and how your energy dollars are spent	41%	25%	22%	30%	37%	29%	26%	23%	29%	31%	27%	29%
Customer service – the ability of the utility to respond to your concerns and system outages	50%	49%	47%	49%	45%	45%	54%	50%	48%	43%	53%	48%
Impact on local economy – where your energy dollars go and the effect these revenues have on keeping businesses in Boulder and/or creating new jobs here	38%	24%	30%	31%	31%	28%	33%	30%	30%	27%	33%	30%

Percent "essential"

## Boulder Energy Future Survey 2011

Question 10 Compared by Respondent Gender, Age and Political Party											
Thinking about the energy needs for your home or business, please rate the importance of each of the following factors. What about... Would you say it is...	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Cost – keeping your bill as low as possible	25%	30%	20%	25%	27%	24%	25%	20%	25%	32%	25%
Source – using more renewable energy sources, like wind and solar, to reduce carbon emissions	54%	48%	26%	46%	62%	31%	46%	52%	31%	42%	46%
Reliability – being sure energy is there when you need it	62%	71%	59%	63%	59%	68%	64%	62%	70%	64%	64%
Control – who makes decisions about electricity sources, rates and how your energy dollars are spent	35%	25%	21%	29%	36%	22%	29%	32%	18%	28%	29%
Customer service – the ability of the utility to respond to your concerns and system outages	47%	51%	47%	48%	51%	45%	48%	52%	53%	42%	48%
Impact on local economy – where your energy dollars go and the effect these revenues have on keeping businesses in Boulder and/or creating new jobs here	32%	30%	27%	30%	38%	23%	30%	32%	33%	28%	30%

*Percent "essential"*

Question 11 Compared by Respondent Income, Length of Residency and Tenure												
Now I'm going to read you three pairs of characteristics related to the electricity that powers your home. For each pair, please tell me which one you consider more important to you. What about...	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Keeping your monthly bill as low as possible	29%	26%	31%	29%	14%	29%	22%	47%	29%	27%	30%	29%
Increasing renewable sources of energy, like wind or solar	71%	74%	69%	71%	86%	71%	78%	53%	71%	73%	70%	71%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increasing renewable sources of energy, like wind or solar	77%	74%	77%	76%	86%	71%	85%	59%	75%	81%	70%	75%
Having a say in utility decisions, including how your energy dollars are spent	23%	26%	23%	24%	14%	29%	15%	41%	25%	19%	30%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Boulder Energy Future Survey 2011

Question 11 Compared by Respondent Income, Length of Residency and Tenure												
Now I'm going to read you three pairs of characteristics related to the electricity that powers your home. For each pair, please tell me which one you consider more important to you. What about...	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Keeping your monthly bill as low as possible	42%	42%	45%	43%	36%	49%	42%	52%	45%	44%	45%	45%
Having a say in utility decisions, including how your energy dollars are spent	58%	58%	55%	57%	64%	51%	58%	48%	55%	56%	55%	55%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 11 Compared by Respondent Gender, Age and Political Party											
Now I'm going to read you three pairs of characteristics related to the electricity that powers your home. For each pair, please tell me which one you consider more important to you. What about...	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Keeping your monthly bill as low as possible	24%	24%	46%	29%	23%	34%	29%	22%	51%	31%	29%
Increasing renewable sources of energy, like wind or solar	76%	76%	54%	71%	77%	66%	71%	78%	49%	69%	71%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Increasing renewable sources of energy, like wind or solar	81%	76%	59%	75%	78%	72%	75%	76%	58%	78%	75%
Having a say in utility decisions, including how your energy dollars are spent	19%	24%	41%	25%	22%	28%	25%	24%	42%	22%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Keeping your monthly bill as low as possible	40%	44%	53%	44%	40%	49%	45%	38%	57%	48%	45%
Having a say in utility decisions, including how your energy dollars are spent	60%	56%	47%	56%	60%	51%	55%	62%	43%	52%	55%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Boulder Energy Future Survey 2011

Question 14 Compared by Respondent Income, Length of Residency and Tenure													
Which entity do you believe could do a better job at each of the following? What about... Would you say....		Respondent household income				Respondent years of residency					Respondent housing ownership		
		< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Delivering innovative solutions to energy problems	Boulder	72%	57%	49%	60%	69%	52%	62%	46%	57%	67%	50%	57%
	Xcel	28%	43%	51%	40%	31%	48%	38%	54%	43%	33%	50%	43%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing carbon emissions by offering more renewable energy like solar and wind	Boulder	84%	69%	65%	73%	79%	76%	74%	57%	71%	81%	63%	71%
	Xcel	16%	31%	35%	27%	21%	24%	26%	43%	29%	19%	37%	29%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Providing reliable energy service	Boulder	44%	30%	17%	32%	36%	28%	35%	21%	30%	44%	18%	30%
	Xcel	56%	70%	83%	68%	64%	72%	65%	79%	70%	56%	82%	70%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Stabilizing rates and your monthly energy bill	Boulder	61%	46%	27%	46%	52%	58%	42%	31%	45%	59%	34%	45%
	Xcel	39%	54%	73%	54%	48%	42%	58%	69%	55%	41%	66%	55%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Boulder Energy Future Survey 2011

Question 14 Compared by Respondent Gender, Age and Political Party												
Which entity do you believe could do a better job at each of the following? What about... Would you say....		Respondent age				Respondent gender			Respondent political party			
		18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Delivering innovative solutions to energy problems	Boulder	62%	57%	48%	57%	67%	48%	57%	68%	21%	55%	57%
	Xcel	38%	43%	52%	43%	33%	52%	43%	32%	79%	45%	43%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Reducing carbon emissions by offering more renewable energy like solar and wind	Boulder	77%	70%	58%	71%	80%	62%	71%	78%	43%	70%	71%
	Xcel	23%	30%	42%	29%	20%	38%	29%	22%	57%	30%	29%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Providing reliable energy service	Boulder	41%	18%	22%	30%	37%	23%	29%	30%	24%	31%	29%
	Xcel	59%	82%	78%	70%	63%	77%	71%	70%	76%	69%	71%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Stabilizing rates and your monthly energy bill	Boulder	54%	39%	32%	45%	53%	37%	45%	52%	35%	39%	45%
	Xcel	46%	61%	68%	55%	47%	63%	55%	48%	65%	61%	55%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Questions 15 and 16 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Some people say that businesses might leave Boulder if the city broke ties with Xcel Energy and formed a local power utility to provide electricity itself. Do you think this is...	30%	18%	29%	26%	33%	11%	26%	39%	29%	27%	30%	29%
Some people say that a municipal power utility could create new jobs in Boulder and encourage more businesses to set up shop here? Do you think this is...	69%	64%	52%	62%	73%	69%	59%	45%	61%	70%	54%	61%

Percent "somewhat" or "very" likely

## Boulder Energy Future Survey 2011

Questions 15 and 16 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Some people say that businesses might leave Boulder if the city broke ties with Xcel Energy and formed a local power utility to provide electricity itself. Do you think this is...	29%	21%	37%	29%	24%	33%	29%	19%	53%	34%	29%
Some people say that a municipal power utility could create new jobs in Boulder and encourage more businesses to set up shop here? Do you think this is...	70%	57%	45%	61%	73%	50%	61%	66%	41%	61%	61%

*Percent "somewhat" or "very" likely*

Boulder Energy Future Survey 2011

Questions 17 and 18 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Industry specialists have conducted a study about whether the city could buy Xcel's energy system and still provide affordable electricity to Boulder businesses and residents. Taking into account the total costs related to the purchase and operations of the system, the study concluded that the city could purchase and operate the utility, while keeping electric bills for businesses and residences less than or about the same as they would be with Xcel Energy. Knowing this information, to what extent would you support or oppose the City of Boulder providing your electricity? Would you say...	84%	76%	59%	74%	90%	78%	66%	56%	72%	82%	65%	73%
If voters approved the creation of a city-owned power utility, Boulder would need to borrow money to purchase Xcel's energy distribution system. This debt would be paid back over 30 years with revenues the utility would collect, without any additional taxes. City bond advisors believe the interest rate to borrow the money would be about 8 percent. Knowing this, to what extent would you support or oppose the city borrowing money to pay the costs of buying Xcel's system? Would you say you...	75%	64%	61%	67%	74%	76%	70%	46%	65%	69%	62%	65%

Percent "somewhat" or "strongly" support

Boulder Energy Future Survey 2011

Questions 17 and 18 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Industry specialists have conducted a study about whether the city could buy Xcel's energy system and still provide affordable electricity to Boulder businesses and residents. Taking into account the total costs related to the purchase and operations of the system, the study concluded that the city could purchase and operate the utility, while keeping electric bills for businesses and residences less than or about the same as they would be with Xcel Energy. Knowing this information, to what extent would you support or oppose the City of Boulder providing your electricity? Would you say you...	83%	68%	55%	73%	83%	63%	72%	80%	48%	70%	72%
If voters approved the creation of a city-owned power utility, Boulder would need to borrow money to purchase Xcel's energy distribution system. This debt would be paid back over 30 years with revenues the utility would collect, without any additional taxes. City bond advisors believe the interest rate to borrow the money would be about 8 percent. Knowing this, to what extent would you support or oppose the city borrowing money to pay the costs of buying Xcel's system? Would you say you...	74%	65%	47%	65%	76%	55%	65%	69%	44%	66%	65%

*Percent "somewhat" or "strongly" support*

Boulder Energy Future Survey 2011

Questions 19 and 20 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11- 20	> 20	Overall	Rent	Own	Overall
If voters approved the creation of a municipal utility, the city would get final costs for purchasing the utility from Xcel Energy before deciding whether to issue the bonds needed to borrow the money for purchase. If the costs were too high, City Council could change its mind and decide not to proceed. Knowing this information, are you more or less likely to vote to allow the city to form a local power utility? Would you say you are...	86%	82%	64%	78%	86%	85%	78%	59%	76%	84%	70%	76%
If I told you that more than 20 local governments in Colorado, including Fort Collins, Longmont and Loveland, ran their local power utility and have done so for decades, would you be more or less likely to vote to allow the City of Boulder to form a local power utility? Would you say you are...	93%	90%	79%	88%	97%	99%	89%	66%	86%	95%	79%	86%

*Percent "a little" or "much" more likely*

Boulder Energy Future Survey 2011

Questions 19 and 20 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
If voters approved the creation of a municipal utility, the city would get final costs for purchasing the utility from Xcel Energy before deciding whether to issue the bonds needed to borrow the money for purchase. If the costs were too high, City Council could change its mind and decide not to proceed. Knowing this information, are you more or less likely to vote to allow the city to form a local power utility? Would you say you are...	86%	72%	61%	76%	83%	70%	76%	80%	48%	80%	76%
If I told you that more than 20 local governments in Colorado, including Fort Collins, Longmont and Loveland, ran their local power utility and have done so for decades, would you be more or less likely to vote to allow the City of Boulder to form a local power utility? Would you say you are...	97%	83%	67%	86%	90%	83%	86%	93%	65%	83%	86%

*Percent "a little" or "much" more likely*

Boulder Energy Future Survey 2011

Questions 21 and 22 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
To what extent would you support or oppose a new 20-year agreement with Xcel Energy if it included the creation of a wind farm by Xcel to increase the renewable energy supply in Boulder and elsewhere in Colorado? Would you say you would...	80%	68%	83%	77%	89%	74%	72%	78%	79%	75%	81%	79%
Under Xcel's proposal, the city would have to pay the difference between a fixed price of wind and the changing price of natural gas. Because wind energy now costs more than natural gas, the city would start off paying more for wind. The city would need to issue bonds to cover these costs. If natural gas prices go up, the city would begin to collect money back from Xcel and make money on the deal. But if natural gas prices stay the same or go down, the city could lose money. Knowing this potential risk, to what extent would you support or oppose the city entering into a 20-year franchise and wind agreement with Xcel Energy? Would you say you would...	53%	62%	57%	57%	60%	61%	66%	48%	58%	56%	60%	58%

Percent "somewhat" or "strongly" support

Boulder Energy Future Survey 2011

Questions 21 and 22 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
To what extent would you support or oppose a new 20-year agreement with Xcel Energy if it included the creation of a wind farm by Xcel to increase the renewable energy supply in Boulder and elsewhere in Colorado? Would you say you would...	76%	81%	82%	79%	80%	78%	79%	76%	73%	84%	79%
Under Xcel's proposal, the city would have to pay the difference between a fixed price of wind and the changing price of natural gas. Because wind energy now costs more than natural gas, the city would start off paying more for wind. The city would need to issue bonds to cover these costs. If natural gas prices go up, the city would begin to collect money back from Xcel and make money on the deal. But if natural gas prices stay the same or go down, the city could lose money. Knowing this potential risk, to what extent would you support or oppose the city entering into a 20-year franchise and wind agreement with Xcel Energy? Would you say you would...	59%	57%	56%	58%	60%	56%	58%	60%	40%	61%	58%

*Percent "somewhat" or "strongly" support*

Boulder Energy Future Survey 2011

Question 23 Compared by Respondent Income, Length of Residency and Tenure												
If you were paying an average home electric bill of about \$58 a month, how much more, if any, would you be willing to pay to substantially reduce carbon emissions and/or increase renewable sources of energy, like wind, in Boulder?	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Nothing more	7%	10%	13%	10%	5%	8%	5%	22%	11%	9%	12%	11%
5% or \$3 more a month	13%	13%	11%	12%	11%	8%	16%	15%	12%	8%	15%	12%
10% or \$6 more a month	32%	28%	30%	30%	29%	38%	30%	30%	31%	29%	34%	32%
20% or \$12 more a month	34%	40%	32%	36%	39%	40%	32%	25%	34%	40%	29%	34%
As much as it takes	13%	9%	14%	12%	16%	6%	17%	8%	12%	14%	10%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 23 Compared by Respondent Gender, Age and Political Party											
If you were paying an average home electric bill of about \$58 a month, how much more, if any, would you be willing to pay to substantially reduce carbon emissions and/or increase renewable sources of energy, like wind, in Boulder?	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Nothing more	8%	9%	19%	11%	7%	14%	11%	3%	24%	16%	11%
5% or \$3 more a month	11%	9%	19%	12%	16%	9%	12%	16%	20%	6%	12%
10% or \$6 more a month	28%	35%	33%	31%	28%	34%	31%	26%	27%	39%	31%
20% or \$12 more a month	40%	32%	23%	34%	35%	33%	34%	42%	18%	29%	34%
As much as it takes	13%	14%	6%	12%	14%	9%	12%	13%	10%	10%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Boulder Energy Future Survey 2011

Question 26 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k +	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
The city estimates it would need about \$1 million a year to negotiate a price to buy Xcel's system. The city estimates this would cost an average residential electricity customer approximately \$1.12 extra per month for one to five years. To what extent would you support or oppose an extension or expansion of either the Climate Action Plan Tax or the Utility Occupation Tax you are already paying to raise the money to enter into these negotiations? Would you say you would...	85%	78%	70%	78%	90%	80%	69%	65%	76%	83%	71%	76%

Percent "somewhat" or "strongly" support

Question 26 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
The city estimates it would need about \$1 million a year to negotiate a price to buy Xcel's system. The city estimates this would cost an average residential electricity customer approximately \$1.12 extra per month for one to five years. To what extent would you support or oppose an extension or expansion of either the Climate Action Plan Tax or the Utility Occupation Tax you are already paying to raise the money to enter into these negotiations? Would you say you would...	83%	73%	67%	76%	85%	68%	76%	84%	48%	73%	76%

Percent "somewhat" or "strongly" support

Boulder Energy Future Survey 2011

Question 27 Compared by Respondent Income, Length of Residency and Tenure												
	Respondent household income				Respondent years of residency					Respondent housing ownership		
	<\$50k	\$50k- <\$100k	\$100k+	Overall	<6	6-10	11-20	>20	Overall	Rent	Own	Overall
If guidelines were created that required a municipally owned power utility to keep its energy rates within 10 percent of what Xcel would be charging, would you be more or less likely to vote to allow the city to form a local power utility? Would you say you are...	85%	81%	70%	79%	85%	89%	82%	59%	78%	84%	72%	78%

*Percent "a little" or "much" more likely*

Question 27 Compared by Respondent Gender, Age and Political Party											
	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
If guidelines were created that required a municipally owned power utility to keep its energy rates within 10 percent of what Xcel would be charging, would you be more or less likely to vote to allow the city to form a local power utility? Would you say you are...	86%	72%	67%	78%	86%	70%	78%	88%	56%	72%	78%

*Percent "a little" or "much" more likely*

## Boulder Energy Future Survey 2011

Question 28 Compared by Respondent Income, Length of Residency and Tenure												
I'm going to read you three strategies the City of Boulder is considering for its energy future and the provision of electricity to homes and businesses within the city. For each strategy, please tell me to what extent you would support or oppose it. What about... Would you say you...	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11- 20	> 20	Overall	Rent	Own	Overall
The City of Boulder should run its own local power utility to provide electricity to homes and businesses with policies that reflect the community's values.	86%	76%	60%	74%	92%	77%	66%	58%	73%	84%	65%	73%
The City of Boulder should sign a new 20-year agreement with Xcel Energy and enter into a wind purchase agreement that would increase the amount of wind power in Boulder and elsewhere in the state.	61%	52%	61%	58%	66%	54%	64%	53%	59%	58%	60%	59%
The City of Boulder shouldn't make any changes. Xcel Energy should continue to provide electricity without a 20-year franchise agreement, and the city should spend the next couple of years continuing to study energy supply options.	54%	57%	60%	57%	60%	59%	43%	59%	56%	63%	52%	56%

*Percent "somewhat" or "strongly" support*

Boulder Energy Future Survey 2011

Question 28 Compared by Respondent Gender, Age and Political Party											
I'm going to read you three strategies the City of Boulder is considering for its energy future and the provision of electricity to homes and businesses within the city. For each strategy, please tell me to what extent you would support or oppose it. What about... Would you say you...	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
The City of Boulder should run its own local power utility to provide electricity to homes and businesses with policies that reflect the community's values.	85%	69%	56%	74%	83%	64%	73%	80%	45%	73%	73%
The City of Boulder should sign a new 20-year agreement with Xcel Energy and enter into a wind purchase agreement that would increase the amount of wind power in Boulder and elsewhere in the state.	56%	61%	66%	60%	57%	61%	59%	53%	61%	66%	59%
The City of Boulder shouldn't make any changes. Xcel Energy should continue to provide electricity without a 20-year franchise agreement, and the city should spend the next couple of years continuing to study energy supply options.	58%	52%	59%	56%	51%	60%	56%	55%	72%	53%	56%

Percent "somewhat" or "strongly" support

## Boulder Energy Future Survey 2011

Question 29 Compared by Respondent Income, Length of Residency and Tenure												
How closely would you say you have followed the discussion about Boulder's future energy choices? Would you say you have followed it...	Respondent household income				Respondent years of residency					Respondent housing ownership		
	< \$50k	\$50k- < \$100k	\$100k+	Overall	< 6	6-10	11-20	> 20	Overall	Rent	Own	Overall
Quite closely	10%	12%	17%	13%	6%	11%	16%	22%	14%	13%	15%	14%
Somewhat closely	42%	47%	47%	45%	41%	24%	60%	54%	45%	34%	53%	45%
Not too closely	37%	21%	26%	28%	30%	32%	20%	22%	26%	25%	26%	26%
Not at all	11%	20%	10%	14%	23%	33%	5%	2%	15%	28%	6%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Question 29 Compared by Respondent Gender, Age and Political Party											
How closely would you say you have followed the discussion about Boulder's future energy choices? Would you say you have followed it...	Respondent age				Respondent gender			Respondent political party			
	18-34	35-54	55+	Overall	Female	Male	Overall	Democrat	Republican	Other	Overall
Quite closely	11%	12%	22%	14%	8%	19%	14%	10%	26%	14%	14%
Somewhat closely	39%	50%	54%	45%	51%	40%	45%	50%	43%	41%	45%
Not too closely	24%	33%	19%	25%	30%	21%	26%	30%	18%	22%	26%
Not at all	26%	5%	5%	15%	10%	20%	15%	10%	13%	23%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## APPENDIX A: SURVEY METHODOLOGY

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### Developing the Interview Script

In collaboration with City of Boulder staff, NRC helped to develop the set of questions that comprised the telephone survey script. Question topics and wording aimed to gauge in an unbiased manner resident perspective on issues surrounding the future of the relationship between Xcel Energy and the City of Boulder. Through a series of drafts, a final 17-minute questionnaire was created.

### Selecting Survey Recipients

“Sampling” refers to the method by which survey recipients are chosen. The “sample” refers to all those who were given a chance to participate in the survey. A list of registered voters was used for the Boulder Energy Future Survey.

### Survey Administration and Response

The interview script was programmed for use in a Computer-Assisted Telephone Interviewing (CATI) system, an interactive front-end computer system that aids interviewers in asking questions over the telephone, and manages the sample. The computer program controls branching to or skipping among questions, and validates the data as it is entered. As an interviewer reads the question on the screen and enters the response, the next question is automatically brought up onto their screen. In addition to controlling the branching, a CATI system provides on-line checks on the responses keyed in and alerts the interviewer of inconsistent or out-of-range values. This improves the overall quality of data collected, and means that the separate step of data entry is unnecessary.

A CATI system also schedules and dials households via an automated process. The system searches for the next household to call based on certain priority rules. If a call was not answered, the system automatically schedules the household to another time. If the interview could not be completed, the system also allows interviewers to re-schedule the appointment to a date and time favored by the household.

Interviewing for this project occurred from July 6 to July 18, 2011. Each phone number called was assigned a “disposition” describing the outcome of the call. Phone numbers determined not to serve a residence (such as disconnected numbers or those for a business) were assigned final dispositions and not called again. When an interview was completed, or if a potential respondent refused to complete the interview, a final disposition was entered and the phone number was not dialed again. Phone numbers dialed that reached voice mail or busy signals were scheduled for additional calls. Each number not assigned a final disposition was called multiple times to ensure every registered voter in the selected sample had a good chance of participating in the survey. Final dispositions were assigned only after eight or more attempts. A majority of the interviews were completed during the evening hours, although calls were made on the weekend and during weekdays also.

## Boulder Energy Future Survey 2011

The final dispositions of the numbers dialed during the survey are listed in the table below. A total of 3,091 phone numbers were dialed during the survey administration. Some of these numbers are considered ineligible<sup>1</sup> for the survey. Of the approximately 1,265 households called, 400 completed interviews providing a response rate of 32%. Approximately 197 households refused the survey.

**Disposition of All Phone Numbers Called**

Disposition	Count
Complete	400
Partial (mid-interview terminate)	69
Refusal	197
Respondent never available	132
No answer/answering machine	1,049
Always busy	30
Number changed	434
Computer/Fax/Other Tone	36
Call blocking	3
Cell phone	2
Language problem	24
Disconnected number	675
Business, government office, other organizations	32
Other	8
<b>Total phone numbers used</b>	<b>3,091</b>
I = Complete Interviews	400
R = Refusal and break off	197
NC = Non Contact	132
O = Other	24
Estimate*	41%
<b>Response rate**</b>	<b>32%</b>

\* Estimate of e (estimated proportion of cases of unknown eligibility that are eligible) is based on proportion of eligible households among all numbers for which a definitive determination of status was obtained (a very conservative estimate).

\*\* The response rate was calculated as:  $I / (I + R + NC + O) + e(UH + UO)$

## Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a “level of confidence” and accompanying “confidence interval” (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some voters’ opinions are relied on to estimate all voters’ opinions. The margin of error around results for the entire sample (400 respondents) is plus or minus five percentage points around any given percentage.

<sup>1</sup> Disconnected, fax/data line or business phone numbers were not included as eligible households. For 1,082 phone numbers where the eligibility status of the household was unknown, 41% were estimated to be eligible. This proportion was assumed to hold for those households not contacted, or where the household refused, and therefore prevented knowing the eligibility status, and only 41% of these numbers were included in the final response rate calculation.

A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the “true” population response. This theory is applied in practice to mean that the “true” perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents indicate that they “strongly” agree with a potential measure, then a 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of error is called sampling error. The practical difficulties of conducting any resident survey may introduce other sources of error in addition to sampling error. Despite best efforts to boost participation and ensure potential inclusion of all households, some selected households will decline participation in the survey (potentially introducing non-response error) and some eligible households may be unintentionally excluded from the sample (referred to as coverage error).

Results for subgroups will have wider confidence intervals. The margin of error rises to plus or minus 14% for a sample size of 50 and plus or minus 10% for 100 completed surveys. Therefore, where estimates are given for subgroups, they are less precise than the overall margin of error.

## **Survey Processing and Data Entry**

Use of a CATI system means that all collected data were entered into the dataset at the time of the interview. Skip patterns were programmed into CATI so interviewers were automatically “skipped” to the appropriate question based on the individual responses being given. Before the data were analyzed, an in-depth cleaning of the data was conducted as part of the standard quality control procedures.

## **Survey Analysis**

### Weighting the Data

The demographic characteristics of the survey sample were compared to the current registered voter profile for the city. Sample results were weighted using the population norms to reflect the appropriate percent of those residents. Other discrepancies between the whole population and the sample were also aided by the weighting due to the intercorrelation of many socioeconomic characteristics.

The variables used for weighting were respondent age, gender and political party. This decision was based on the disparity between the survey respondent characteristics and the population norms for these variables and the saliency of these variables in differences of opinion among subgroups.

The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. This is done by: 1) reviewing the sample demographics and comparing them to the population norms from the most recent election sources and 2) comparing the responses to different questions for demographic subgroups. The demographic characteristics that are least similar to the known demographic profile and yield results that are the most different results are the best candidates for data weighting.

## Boulder Energy Future Survey 2011

A special software program using mathematical algorithms is used to calculate the appropriate weights. The results of the weighting scheme follow.

**2011 Boulder Energy Survey Weighting Table**

	Population Norm <sup>1</sup>	Unweighted	Weighted
<b>Age</b>			
18-34	49%	22%	49%
35-54	28%	28%	28%
55+	23%	49%	24%
<b>Age Range</b>			
18 to 24 years	17%	12%	17%
25 to 34 years	31%	10%	32%
35 to 44 years	15%	10%	15%
45 to 54 years	13%	19%	13%
55 to 64 years	12%	23%	12%
65 years and over	11%	26%	11%
<b>Gender</b>			
Female	49%	53%	49%
Male	51%	48%	51%
<b>Political Party</b>			
Democrat	49%	59%	49%
Republican	11%	12%	11%
Other	40%	29%	39%

<sup>1</sup>Source: Voter Contact Services; voter universe for the City of Boulder, CO as of January 1, 2011.

### Analyzing the Data

The electronic dataset was analyzed by National Research Center, Inc. staff using the Statistical Package for the Social Sciences (SPSS). The complete set of frequencies for each survey question comprises this report.

## APPENDIX B: VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

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Following are verbatim responses to the open-ended question on the survey. Responses are grouped alphabetically. The verbatim responses were not edited for grammar but punctuation has been added for meaning or clarity.

*Question 3: What do you consider to be the top three issues facing Boulder in the next five years?*

- Accounting
- Adapt to demographics
- Affordable healthcare
- City stands of landlords
- Commercial space
- Control the alcohol in bars
- Corporate personhood
- Corporate personhood
- Culture and the arts
- Current anti business climate
- Equality; health
- Fires
- Flood
- Flood control
- Flood control
- Flood protection
- Flooding
- Gay marriage
- Health care
- Hippies, entitlement
- Keeping people active politically, not to become indifferent or complacent.
- Keeping the quality of life good
- Lack of diversity
- Lack of social life, getting people together
- Legalization of marijuana
- Legalization of marijuana
- Less fortunate members of the community
- Life of the people; that the city listens to them --all of the people not just the elected officials.
- Maintaining infrastructure.; Improve education.
- Maintaining the quality of life
- Marijuana dispensaries
- Marijuana growing
- Medical marijuana

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- Medical marijuana
- Medical marijuana
- Medical marijuana clinics
- Medical marijuana; need for regulation
- More youth programs
- Mountain bikers and hikers
- Neighborhoods represented in local government
- New flood survey mitigation
- Off leash dogs all around town
- Other infrastructure
- People outside of Colorado trying to change Boulder's image, revival of business community
- Public infrastructure
- Public safety, maintaining public infrastructure
- Quality of life
- Quality of life
- Racism
- Social welfare programs
- Sustainable development or conversion to a more sustainable community
- The future
- The process we go through
- Trying to get along with the rest of Colorado
- Use of allocation resources, I would like to keep Boulder small town feel
- Using retail space for homes
- Walkability, I want to be able to walk to the grocery store, the livability of the city without a car

## **APPENDIX C: COPY OF SURVEY QUESTIONNAIRE**

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The following pages contain a copy of the script interviewers followed when talking with survey participants.

## Boulder Energy Future Survey Interview Script

Hello. My name is \_\_\_\_\_ and I'm calling on behalf of the City of Boulder to ask a few questions about important issues affecting the quality of life here. The survey won't take much time and results will be used to help set policies for the city.

1. May I speak with [NAME FROM VOTER LIST]?
  1. YES
  2. NO, NOT AVAILABLE → SCHEDULE CALL-BACK: When is a good time to catch that person?
  3. REFUSAL → THANK AND TERMINATE
  4. THAT PERSON NOT AT THIS PHONE NUMBER → THANK AND TERMINATE
  
2. How would you rate the overall quality of community life in Boulder? Would you say it is...
  1. Excellent
  2. Good
  3. Fair
  4. Poor
  5. DON'T KNOW/REFUSED [DNR]
  
3. What do you consider to be the top three issues facing Boulder in the next five years?  
[DO NOT READ RESPONSE OPTIONS. ALLOW UP TO THREE RESPONSES.]
  1. CITY SERVICES NOT MENTIONED ELSEWHERE/LIBRARY/FIRE/EMS/GARBAGE/RECYCLING [DNR]
  2. CRIME/POLICE/RESPONSE TIMES [DNR]
  3. ECONOMY/JOB/COSTS OF GOODS OR SERVICES [DNR]
  4. TAXES IN GENERAL [DNR]
  5. ENERGY/CARBON EMISSIONS/XCEL FRANCHISE AGREEMENT/ENERGY TAX [DNR]
  6. ENVIRONMENT/AIR /WATER/GLOBAL WARMING/WEIRDING [DNR]
  7. OPEN SPACE [DNR]
  8. POPULATION AGING, DIVERSITY, OTHER RELATED TO PEOPLE [DNR]
  9. ROAD REPAIR/CONSTRUCTION [DNR]
  9. SNOW REMOVAL [DNR]
  10. TRANSPORTATION/TRAFFIC/BICYCLES [DNR]
  11. WILDFIRES [DNR]
  12. WILDLIFE MANAGEMENT/DOMESTIC DOGS/PRAIRIE DOGS [DNR]
  13. DEVELOPMENT/DENSITY/GROWTH/ZONING
  14. SOME OTHER ISSUE [DNR] [SPECIFY]
  15. DON'T KNOW/REFUSED [DNR]
  
4. Do you know the name of the entity that provides electric and gas power to Boulder homes and businesses?
  1. No → GO TO QUESTION #6
  2. Yes → GO TO QUESTION #5
  
5. What is it? [DO NOT READ RESPONSE OPTIONS]
  1. XCEL [DNR]
  2. CITY OF BOULDER [DNR]
  3. OTHER [DNR]
  4. DON'T KNOW/REFUSED [DNR]

[ROTATE ORDER OF QUESTIONS 6 AND 7, KEEP TRACK OF ORDER]

6. Currently, Xcel Energy provides electricity and natural gas to Boulder homes and businesses. Xcel supplies electricity and natural gas to many other cities in the region. Most of these cities have a 20-year agreement with Xcel Energy, but the City of Boulder has not had such an agreement for almost a year. To what extent would you support or oppose the city accepting a new 20-year agreement with Xcel Energy?

Would you say you would...

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

7. The City of Boulder is exploring a few options related to the energy that homes and businesses receive, including the possibility of buying Xcel Energy's system and creating a local power utility to provide electric service to you. To what extent would you support or oppose the City of Boulder providing your electricity?

Would you say you...

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

8. How much confidence, if any, do you have in each of the following entities to meet its commitments and responsibilities to the Boulder community? What about... [ROTATE A-B, KEEP TRACK OF ORDER]
- a. The Boulder city government
  - b. Xcel Energy

Would you say you have

1. Complete confidence
2. A lot of confidence
3. Some confidence
4. No confidence
5. DON'T KNOW/REFUSED [DNR]

9. How would you rate the overall quality of services delivered by each of the following organizations? What about... [ROTATE A-B, KEEP TRACK OF ORDER]
- a. The City of Boulder
  - b. Xcel Energy

Would you say the overall quality of service is...

1. Excellent
2. Good
3. Fair
4. Poor
5. DON'T KNOW/REFUSED [DNR]

10. Thinking about the energy needs for your home or business, please rate the importance of each of the following factors. What about... [ROTATE A-F, KEEP TRACK OF ORDER]
- a. Cost – keeping your bill as low as possible
  - b. Source – using more renewable energy sources, like wind and solar, to reduce carbon emissions
  - c. Reliability – being sure energy is there when you need it
  - d. Control – who makes decisions about electricity sources, rates and how your energy dollars are spent
  - e. Customer service – the ability of the utility to respond to your concerns and system outages
  - f. Impact on local economy – where your energy dollars go and the effect these revenues have on keeping businesses in Boulder and/or creating new jobs here

Would you say it is...

1. Essential
2. Very important
3. Somewhat important
4. Not important
5. DON'T KNOW/REFUSED [DNR]

PREAMBLE TO QUESTIONS #11 to #13

Now I'm going to read you three pairs of characteristics related to the electricity that powers your home. For each pair, please tell me which one you consider more important to you.  
[ROTATE QUESTIONS #11 to #13, KEEP TRACK OF ORDER]

11. What about... [ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]
1. Keeping your monthly bill as low as possible
- OR
2. Increasing renewable sources of energy, like wind or solar
  3. BOTH EQUALLY [DNR]
  4. DON'T KNOW/REFUSED [DNR]
12. What about... [ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]
1. Increasing renewable sources of energy, like wind or solar
- OR
2. Having a say in utility decisions, including how your energy dollars are spent
  3. BOTH EQUALLY [DNR]
  4. DON'T KNOW/REFUSED [DNR]
13. What about... [ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]
1. Keeping your monthly bill as low as possible
- OR
2. Having a say in utility decisions, including how your energy dollars are spent
  3. BOTH EQUALLY [DNR]
  4. DON'T KNOW/REFUSED [DNR]

14. Which entity do you believe could do a better job at each of the following? [ROTATE ITEMS A-D, KEEP TRACK OF ORDER] What about...

a. Delivering innovative solutions to energy problems

Would you say....[ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]

1. City of Boulder
2. Xcel Energy
3. BOTH EQUALLY [DNR]
4. DON'T KNOW/REFUSED [DNR]

b. Reducing carbon emissions by offering more renewable energy like solar and wind

Would you say....[ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]

1. City of Boulder
2. Xcel Energy
3. BOTH EQUALLY [DNR]
4. DON'T KNOW/REFUSED [DNR]

c. Providing reliable energy service

Would you say....[ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]

1. City of Boulder
2. Xcel Energy
3. BOTH EQUALLY [DNR]
4. DON'T KNOW/REFUSED [DNR]

d. Stabilizing rates and your monthly energy bill

Would you say....[ROTATE ITEMS 1 AND 2, KEEP TRACK OF ORDER]

1. City of Boulder
2. Xcel Energy
3. BOTH EQUALLY [DNR]
4. DON'T KNOW/REFUSED [DNR]

Now I am going to ask you a couple of questions about how the decision to create a local power utility could affect the business community. [ROTATE 15 AND 16, KEEP TRACK OF ORDER]

15. Some people say that businesses might leave Boulder if the city broke ties with Xcel Energy and formed a local power utility to provide electricity itself. Do you think this is...

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. DON'T KNOW/REFUSED [DNR]

16. Some people say that a municipal power utility could create new jobs in Boulder and encourage more businesses to set up shop here? Do you think this is...

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. DON'T KNOW/REFUSED [DNR]

17. Industry specialists have conducted a study about whether the city could buy Xcel's energy system and still provide affordable electricity to Boulder businesses and residents. Taking into account the total costs related to the purchase and operations of the system, the study concluded that the city could purchase and operate the utility, while keeping electric bills for businesses and residences less than or about the same as they would be with Xcel Energy. Knowing this information, to what extent would you support or oppose the City of Boulder providing your electricity?

Would you say you...

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

18. If voters approved the creation of a city-owned power utility, Boulder would need to borrow money to purchase Xcel's energy distribution system. This debt would be paid back over 30 years with revenues the utility would collect, without any additional taxes. City bond advisors believe the interest rate to borrow the money would be about 8 percent. Knowing this, to what extent would you support or oppose the city borrowing money to pay the costs of buying Xcel's system?

Would you say you...

1. Strongly support this
2. Somewhat support this
3. Somewhat oppose this
4. Strongly oppose this
5. DON'T KNOW/REFUSED [DNR]

19. If voters approved the creation of a municipal utility, the city would get final costs for purchasing the utility from Xcel Energy before deciding whether to issue the bonds needed to borrow the money for purchase. If the costs were too high, City Council could change its mind and decide not to proceed. Knowing this information, are you more or less likely to vote to allow the city to form a local power utility?

Would you say you are...

1. Much more likely
2. A little more likely
3. A little less likely
4. A lot less likely
5. DON'T KNOW/REFUSED [DNR]

20. If I told you that more than 20 local governments in Colorado, including Fort Collins, Longmont and Loveland, ran their local power utility and have done so for decades, would you be more or less likely to vote to allow the City of Boulder to form a local power utility? Would you say you are...

1. Much more likely
2. A little more likely
3. A little less likely
4. A lot less likely
5. DON'T KNOW/REFUSED [DNR]

21. To what extent would you support or oppose a new 20-year agreement with Xcel Energy if it included the creation of a wind farm by Xcel to increase the renewable energy supply in Boulder and elsewhere in Colorado?

Would you say you would...

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

22. Under Xcel's proposal, the city would have to pay the difference between a fixed price of wind and the changing price of natural gas. Because wind energy now costs more than natural gas, the city would start off paying more for wind. The city would need to issue bonds to cover these costs. If natural gas prices go up, the city would begin to collect money back from Xcel and make money on the deal. But if natural gas prices stay the same or go down, the city could lose money. Knowing this potential risk, to what extent would you support or oppose the city entering into a 20-year franchise and wind agreement with Xcel Energy?

Would you say you would...

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

23. If you were paying an average home electric bill of about \$58 a month, how much more, if any, would you be willing to pay to substantially reduce carbon emissions and/or increase renewable sources of energy, like wind, in Boulder? [ROTATE 1-5 AND 5-1, KEEP TRACK OF ORDER]

1. Nothing more
2. 5% or \$3 more a month
3. 10% or \$6 more a month
4. 20% or \$12 more a month
5. As much as it takes
6. DON'T KNOW/REFUSED [DNR]

24. Did you know that Boulder residents are currently paying a voter-approved Climate Action Plan tax on their energy bills to help Boulder reduce carbon emissions?
1. Yes
  2. No
  3. DON'T KNOW/REFUSED [DNR]
25. Did you know that Boulder residents currently pay a voter-approved utility occupation tax that is collected in their monthly energy bill to help fund police, fire and other core city services?
1. Yes
  2. No
  3. DON'T KNOW/REFUSED [DNR]
26. The city estimates it would need about \$1 million a year to negotiate a price to buy Xcel's system. The city estimates this would cost an average residential electricity customer approximately \$1.12 extra per month for one to five years. To what extent would you support or oppose an extension or expansion of either the Climate Action Plan Tax or the Utility Occupation Tax you are already paying to raise the money to enter into these negotiations?

Would you say you would...

1. Strongly support
  2. Somewhat support
  3. Somewhat oppose
  4. Strongly oppose
  5. DON'T KNOW/REFUSED [DNR]
27. If guidelines were created that required a municipally owned power utility to keep its energy rates within 10 percent of what Xcel would be charging, would you be more or less likely to vote to allow the city to form a local power utility? Would you say you are...
1. Much more likely
  2. A little more likely
  3. A little less likely
  4. Lots less likely
  5. DON'T KNOW/REFUSED [DNR]
28. I'm going to read you three strategies the City of Boulder is considering for its energy future and the provision of electricity to homes and businesses within the city. For each strategy, please tell me to what extent you would support or oppose it. What about... [ROTATE A-C, KEEP TRACK OF ORDER]
- a. The City of Boulder should run its own local power utility to provide electricity to homes and businesses with policies that reflect the community's values.
  - b. The City of Boulder should sign a new 20-year agreement with Xcel Energy and enter into a wind purchase agreement that would increase the amount of wind power in Boulder and elsewhere in the state.
  - c. The City of Boulder shouldn't make any changes. Xcel Energy should continue to provide electricity without a 20-year franchise agreement, and the city should spend the next couple of years continuing to study energy supply options.

Would you say you...

1. Strongly support
2. Somewhat support

3. Somewhat oppose
4. Strongly oppose
5. DON'T KNOW/REFUSED [DNR]

29. How closely would you say you have followed the discussion about Boulder's future energy choices?

Would you say you have followed it...

1. Quite closely
2. Somewhat closely
3. Not too closely
4. Not at all
5. DON'T KNOW/REFUSED [DNR]

### DEMOGRAPHIC QUESTIONS

Our last questions are about you and your household. All of your responses to this survey are completely confidential and will be reported in a group form only.

30. Please stop me when I reach the category that includes your household's total annual income from all sources and all residents at this address. [READ LIST]

1. Under \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 to less than \$150,000
6. \$150,000 or more
7. DON'T KNOW/REFUSED [DNR]

31. How long have you lived in the City of Boulder? Has it been... [READ LIST]?

1. Less than 2 years
2. 2 to 5 years
3. 6 to 10 years
4. 11 to 15 years
5. 16 to 20 years
6. Over 20 years
7. DON'T KNOW/REFUSED [DNR]

32. Please tell me which of the following best describes the building you live in. Is it a...

1. One family house detached from any other houses
2. House attached to one or more houses, such as a duplex or townhome
3. Building with two or more apartments or condominiums
4. Mobile home
5. Other
6. DON'T KNOW/REFUSED [DNR]

33. Do you rent or own your home?

1. Rent
2. Own
3. DON'T KNOW/REFUSED [DNR]

34. Please stop me when I reach the category that includes your age. [READ LIST]

1. 18 to 24 years
2. 25 to 34 years
3. 35 to 44 years
4. 45 to 54 years
5. 55 to 64 years
6. 65 years and over
7. DON'T KNOW/REFUSED [DNR]

35. RESPONDENT GENDER [DNR]

1. FEMALE
2. MALE

Those are all the questions I have for you today. Thank you very much for your time.