Governance Survey Preliminary Analysis

Attached are the crosstabs from the quantitative survey on Governance structures. It shows how demographic categories responded to each question.

There were no significant differences that I saw within 5 to 10 percentage points in responses across gender, age, income or homeownership categories. There were some differences in how those who expressed familiarity with Colorado Springs Utilities Governance and those who expressed unfamiliarity, however the governance detail questions show that many of the “familiar” respondents were in fact not able to identify the current governance structure accurately.

There are differences between the voting and non-voting respondents (those who answered yes vs no to the question, “did you vote in the last election?”)

I am still trying to schedule time for this group to discuss public education and messaging going forward, and the crosstab results will be part of that meeting, as well.

If you need to look again at the survey questionnaire, it can be found on the Utilities Board agenda packet.

Preliminary Analysis

- Voters expressed greater familiarity with how Colorado Springs Utilities is governed (Question 1 (Q1) top 2 box 26.28% vs. 20.72%)
- Voters were more likely to correctly identify City Council as the body that makes direction and policy decisions (Q2 top 2 box 54.48% vs. 40.09%)
- Non-voters were more likely to express satisfaction with the current governance of Colorado Springs Utilities (Q3 top 2 box 57.89% vs. voters 38.87%)
  - Conversely, voters are more likely to express dissatisfaction with the current governance of CSU (Q3 bottom 2 box 20.76% vs. non-voters 9.24%)
- Voters were less likely to support the current governance structure (Q4 top 2 box 21.8% vs non-voters 27.52%)
- Voters were more likely to support a separate elected Utilities Board (Q4 53% top 2 box vs. 50.36%) while non-voters were more likely to support an appointed Utilities Board (Q4 top 2 box 49.75% vs. 42.18%)
  - Non-voters were also more likely to support a Utilities Board that is a combination of appointed or elected members (Q4 top 2 box 58.26% vs. voters 49.58%)
- Voters are less willing to support Utilities Board members being appointed by the City Council, Mayor, or both:
  - Appointed by City Council (Q6 voters top 2 box 10.48%, bottom 2 box 65.77%; non-voters top 2 box 27.72%, bottom 2 box 41.48%)
  - Appointed by the mayor (Q6 voters top 2 box 7.22% vs. non-voters 21.88%).
    - Both voters and non-voters had similar percentages in the Q6 bottom 2 box (72.73% and 71.33%, respectively)
  - Appointed by both the Mayor and City Council (Q6 voters top 2 box 13.58%, bottom 2 box 62.18% vs. non-voters top 2 box 33.19%, bottom 2 box 46.98%)
- Qualifications:
- Voters and non-voters expressed similar opinion on importance Utilities Board members with utility industry experience (74.34% and 75.84%, respectively).
- Voters and non-voters had different opinions on the importance of other qualifications (serving on a Board, business expertise, having held a public office), generally with non-voters placing more importance on those qualifications than voters.
  - Board experience top 2 box: voters 38%, non-voters 43.64%
  - Business expertise top 2 box: voters 67.7%, non-voters 75.24%
  - Public Office experience top 2 box: voters 10.02%, non-voters 18.68%