

**CAC Minutes**  
**For the meeting of August 18, 2016**

---

**CAC MEMBERS IN ATTENDANCE:** Hunter Causey, Genevieve Kline, Mike Cowan, Paul Aldretti, Loretta Pineta, John Stafford, Josh Baile  
**CAC MEMBERS ABSENT:** Bethany Gravell, Bruce Hutchins

**Guests:**

Tim Flynn

**Denver Water Staff:** Katie Knoll, Heather Stauffer, Jessica Mahaffey

**Opening Remarks, Public Comments, Agenda and Minutes**

June minutes and August agenda were approved.

No comments from members of the public

**Denver Water Update**

Provided in written format to all members.

**Tour of Operations Complex Redevelopment**

The CAC took a tour of the Denver Water operations complex redevelopment project with Denver Water's Jeremy Ross.

**Customer Segmentation Study**

Corona Insights conducted a survey in March and April of 2016 of current residents within Denver Water's service area to identify key market segments. All survey invitations were sent via postal mail with responses collected via online completion and paper surveys returned via mail. A total of 1,107 surveys were analyzed. To identify key market segments, the survey collected information on the following topics:

- Knowledge of Denver Water, Denver Water's diverse activities, and importance of its features
- Major water concerns (e.g., safety, taste, conservation, supply, scarcity)
- Desired qualities in a trusted resource for water issues
- Water efficiency behaviors, awareness, and attitudes

Customers were then separated into segments based on their answers.

Segment 1: Engaged Experts- 40% of the population

Segment 2: Carefree Supporters- 42% of the population

Segment 3: Wary Neutrals- 14% of the population

Segment 4: Uneasy Onlookers- 5% of the population

Key findings included:

- Most respondents had a positive opinion of Denver Water.
- Respondents generally did not report knowing a lot about Denver Water.
- Respondents were more concerned with water quantity than water quality, but not as a current need.
- Respondents believed the biggest challenges facing Denver had to do with water quantity.
- Respondents were the most concerned with metro area growth and climate change.
- Respondents were least concerned about the amount of water they use and the cost of their water.
- Almost everyone has taken some action to reduce water use in their current home.
- The most common reason for reducing water use was to help the environment.
- The majority of respondents identified reservoirs or snowpack runoff as their water source.
- About half of respondents had engaged in behaviors out of concern over water safety.
- Respondents preferred to receive email with information about water issues in the Denver area.
- Scientists and Denver Water were the most trusted sources for information about water issues.
- Protecting watershed, rivers, and streams had the largest positive impact on opinions of Denver Water.

These key findings will help us shape and tailor our future messaging to address things that Denver Water customers care about and want to hear more about and help us identify areas in which we need to better inform them.

### **CAC Business**

The CAC discussed replacing one outgoing member of the committee and one vacant position on the committee. It was decided that the vacant position would be filled at the end of the year with the replacement position.

---