

# Chapleau PUC DSP Customer Engagement Survey

Presented by Burman Energy

December 9, 2014



CGC Educational Communications

## Methodology

- \* 100 surveys completed
- \* telephone interviews conducted
- \* 90% confidence level +/- 5%
- \* customers phoned randomly





## Summary Findings: Top 3 Priorities

- \* Invest in the distribution system to improve reliability and efficiency, understanding that a small rate increase now will result in lower electricity costs in the future.
- \* Improve and simplify all communication messages in a variety of media.
- \* Renewable energy and energy conservation education are seen as a potential means to reduce costs.

# Chapleau PUC DSP Survey Detailed Findings

# Customer Focus



## SERVICE QUALITY

### 1. How long have you been a customer of CPUC?

Less than a year:	0%
1 – 3 years:	0%
3- 5 years:	4%
5 – 10 years:	0 %
More than 10 years:	96%



## 2. Over that time, has Chapleau provided you with any of the following services?

- Scheduled appointments: Yes – 40%  
Was CPUC on time? Yes – 100%
- Telephone calls to CPUC: Yes – 46%  
Was the call answered on time? Yes - 96%  
Was the line busy? Yes – 4%



### 3. What is your overall satisfaction with CPUC? (Percentages of ranked responses.)

5	6	7	8	9	10
0%	5%	9%	20%	21%	45%

**CSAT Score:**  
**95%**





# CUSTOMER SERVICE: PRICE, BILLING AND PAYMENT

## 4. Chapleau has provided you with accurate billing for your power consumption.

1	2	3	4	5	6	7	8	9	10
0%	3%	3%	0%	0%	4%	1%	8%	11%	70%



- Chapleau has resolved any billing complaints you may have brought forward in a timely, fair way.

1	2	3	4	5	6	7	8	9	10	N/A
1%	3%	2%	0%	0%	5%	2%	1%	4%	10%	73%

- Chapleau’s share of the bill seems fair in light of being a small remote community.

1	2	3	4	5	6	7	8	9	10
2%	6%	4%	5%	15%	27%	22%	5%	4%	10%



# Operational Effectiveness



## SAFETY

**5. From your experience, how highly do you think CPUC prizes safety as a real concern in its work in the community?**

- ranked at 10 – 86%
- other rankings split between 8 and 9



## SYSTEM RELIABILITY

### 6. Have you noticed a change in the number of hours and the number of times of interruption?

Over the past two years? And over the past ten years?

- 52% fewer.
- 33% same as before.
- 15% worse.



## 7. If you personally experienced an outage, or know about outages elsewhere in town, please rank:

- how quickly we responded - 100% ranked 8-10
- how well we communicated why – 74% ranked 8 - 10
- how well we communicated when the power would be restored – 77% ranked 8-10
- how well our representatives dealt with questions – 91% ranked 8-10
- the quality of our service in restoring power - 100% ranked 8-10



## 8. How did the service interruption affect your sense of trust in CPUC?

- No affect; still trust them – 100%



# Asset Management





## 9. Four DSP scenarios.

- a. Do not make any investments. Keep our distribution costs as they are – 0%
- b. Borrow the necessary funds to maintain our system – 11%
- c. **Finance the investment in a new modern system that we control through a slight increase in our distribution rates – 87%**
- d. Finance the investment in a new modern system that we control by holding the distribution rates at their current level and by not returning any money to the town – 2%



## 10. How important is it for Chapleau to take action to improve the delivery of continuous, reliable power?

- 96% ranked this as 9 -10 in importance



# Public Policy Responsiveness



## 11. How important is it that CPUC supports:

- Local renewable energy (solar, bio-gas, bio-mass, small hydro, etc.)

1	2	3	4	5	6	7	8	9	10
15%	0%	0%	0%	15%	6%	4%	1%	2%	57%

- Education about energy conservation.

1	2	3	4	5	6	7	8	9	10
19%	0%	0%	0%	1%	11%	4%	3%	8%	54%



## 11. How important is it that CPUC supports:

- New technologies to help you reduce your energy use.

1	2	3	4	5	6	7	8	9	10
16%	5%	0%	0%	4%	5%	4%	8%	3%	54%

- Community programs for recreation, social interaction and quality of life.

1	2	3	4	5	6	7	8	9	10
39%	5%	0%	0%	1%	6%	1%	0%	10%	39%



# Smart Meters



## 12. Are you aware that you have a smart meter?

Yes 100%

a. Gives you the information you need to take better control over your own energy use? Yes 100%

b. That using energy at different times of the day affects your total cost of electricity?

Yes 100 %



**13. Changed your energy-use behaviour knowing energy costs change at different times of day?**

89% Yes

**14. An easy one button approach to learn more about your energy use?**

14% Yes





# Connection of Renewable Energy



**15. How important is it that CPUC supports efforts to “green” the community by investing in such things as facilitating renewable energy for home and business, etc.**

1	2	3	4	5	6	7	8	9	10
7%	5%	3%	0%	4%	8%	13%	7%	5%	48%

**16. Do you plan to invest in renewable energy in the next five years? Yes - 44%**



# Communication



## 17. How well are we communicating:

- the safe use of electricity.

1	2	3	4	5	6	7	8	9	10
15%	6%	0%	5%	15%	23%	12%	4%	4%	16%

- ways to conserve energy and reduce your costs.

1	2	3	4	5	6	7	8	9	10
11%	17%	6%	5%	9%	14%	9%	6%	0%	23%



## 17. How well are we communicating:

- activities that support community life.

1	2	3	4	5	6	7	8	9	10
38%	21%	2%	4%	15%	14%	0%	3%	0%	3%

- our distribution costs vs. the cost of power.

1	2	3	4	5	6	7	8	9	10
48%	16%	4%	1%	10%	7%	9%	0%	2%	3%



## 17. How well are we communicating:

- ways to reach us for customer services and support.

1	2	3	4	5	6	7	8	9	10
2%	3%	0%	4%	1%	9%	0%	4%	1%	76%

- the challenges of providing reliable power.

1	2	3	4	5	6	7	8	9	10
54%	14%	2%	5%	2%	13%	1%	4%	2%	3%



## 18. A sense of customers:

44% Male

56% Female

## 19. Age range:

20s	30s	40s	50s	60s	70s	80s
1%	4%	19%	30%	20%	15%	11%



# Recommendations





# DSP Plan

- \* There is overwhelming support for the 2% rate increase in order to improve service reliability and keep the system strong.
- \* People do not want the system sold to Hydro One.
- \* People will now be watching to see if the work is done, so this needs to be communicated clearly and transparently throughout the process.

# Communications

- \* Seek simpler solutions for communicating with customers at every opportunity.
- \* Provide a variety of communications, in different media, bearing in mind that many people in Chapleau simplified commutations in either French or English.
- \* Make sure what is delivered by bill insert is far less complicated and wordy. Use this as an opportunity to educate customers about local power challenges and successes.

# Renewables

- \* Seek ways to provide easy access to renewable energy.
- \* Make it easier for people to lower their energy costs by offsetting power from the grid.
- \* Invest in solar and small hydro to differentiate the energy mix.

# Energy Conservation

- \* Energy conservation education is an area of opportunity for CPUC.
- \* Parents of children and teenagers felt that if their kids learned more about energy conservation in school, they would not have to be on their case (to shut off the lights and not take long showers) all the time.
- \* People feel that they are doing their best to save electricity but would like educational support for this.

# Summary

- \* CPUC benefits from a lot of goodwill in the community. People want CPUC to succeed and are willing to invest in making that happen.
- \* People recognize the Hydro One/CPUC divide, and want to keep CPUC as a strong and profitable community-owned asset.
- \* The community will now be looking to see the changes that they have recommended and these must be clearly communicated at all opportunities.