

CUSTOMER SATISFACTION SURVEY RESULTS

The BPU survey was performed by Satisfaction Development Systems (SDS) in conjunction with the BPU Customer Enhancement Team. The surveys were sent out with customers' June 2004 bills. Approximately 19,300 were sent, with about 1,400 being returned. SDS rates this return at a 95% confidence interval. The typical response for these types of surveys is a 4% return; the BPU had a 7% return and we are grateful for your participation.

The results of the survey are detailed below and will be used by the BPU Customer Enhancement Team to establish satisfaction baseline measuring points, enhancement program goals and other management tools aimed at changing the culture at the BPU in regards to becoming more customer friendly. The complete 90-page survey is available for review at the BPU Customer Service office at 92 Steele Street, Monday through Friday, 7:00 AM to 5:30 PM.

The percentages refer to the number of respondents for that particular question.

Summary by survey question:

Q 1 - Overall Satisfaction:

	Electric Industry		Electric Industry	
	Excellent	Comparison	Excellent/Good	Comparison
Electric Division	58%	42%	96%	92%
Water Division	50%	n/a	92%	n/a
Wastewater Division	49%	n/a	92%	n/a
Sanitation Division	48%	n/a	90%	n/a

BPU Notation: The baseline percentages scored from this survey are to be used for Strategic planning purposes. However, the results set the baseline extremely high and thus the baseline measuring point may need to be changed in order for each division to realistically see improvement.

Q 1 - Continued: see chart below

Q 2 - BPU primary focus should be: **VALUE**, which equaled 46% of the total responses.

Q 3 - Have you experienced a Problem?:

Yes responses	Electric 10.4%	Water 8.1%
	Wastewater 2.6%	Sanitation 4.9%

If Yes, was response timely? yes = 60.4% no = 39.6%

Q 4 - Comments: Related to Q 3, this question asked for a comment on a problem the customer may have had with BPU. Despite the low percentages of responses who said they had a problem, there were 152 comments listed by customers. The summary of these responses and the major area they affected are noted as follows:

Power Outage	36%
Roily water	24%
Low power/tree limbs/ Street light outage/metering	12%
Sanitation pick-up	8%
Billing/pay options	7%
Other topics	13%

Q 5 - Timely response to problem noted in Q 4: the survey responses regarding the timeliness of the BPU's response to a problem only generated 37 comments. Of those, 63% were unsatisfactory, which is a definite area needing improvement in the future.

Q 18 - How responsive is the BPU during outages?: On a good note, 62% of the responses to this question were positive as to how the BPU responded to recent power outages.

BPU Notation: The last several questions measured problem areas BPU customers experienced within each of the various divisions. The information will be used in several ways by each of the different divisions to improve the utility's handling of and response to BPU customer needs.

Q 6 - Reliability:

	Very Reliable	Not Reliable
Electric division	78.0%	.2%
Water division	80.7%	.8%
Wastewater division	83.5%	.3%
Sanitation division	78.7%	.4%

BPU Notation: The BPU is deemed to provide very reliable services, with less than 1% believing the utility is unreliable. It is important that the BPU continue to invest in the reliability of its system to reduce the risk of failures in the future.

Q 7 - Is bill understandable? 92.1% of the responders say it is. However, in the comment part of this survey there were issues expressed regarding color and size of the new bill.

Q 8 - Does BPU try to keep costs low? The results are noted as follows:

Strongly agree	18.6%
Agree	65.9%
Disagree/Strongly disagree	15.5%

BPU Notation: In the comment questions 28 and 29, this area was strongly addressed by customers. In question 28, 19% of comments were aimed at keeping costs low or to start lowering them. In question 29, an additional 10% of the comments were on the same topic. Based on the recent rate increase announcement, it would be a certainty that this topic would be of even more concern to BPU customers in the future.

Q 9 - Does BPU provide value for its services?

	Excellent	Good	Fair	Poor
Electric Division	48.4%	40.8%	9.2%	1.6%
Water Division	34.6%	48.4%	15.0%	2.0%
Wastewater Division	27.7%	42.9%	20.1%	9.3%
Sanitation Division	32.3%	43.8%	16.9%	7.0%
BPU Overall	35.7%	44.0%	15.3%	5.0%

Overall Positive = 79.7% Overall Negative = 20.3%

BPU Notation: BPU customers believe the utility provides value for the service they receive.

Q 10 - BPU versus Other Utilities' rates:

	Lower	Same	Higher	Don't Know
Electric Division	62.6%	12.2%	6.0%	19.1%
Water Division	32.3%	24.3%	7.8%	35.7%
Wastewater Division	25.5%	22.7%	11.5%	40.2%
Sanitation Division	30.7%	23.5%	10.0%	35.9%

BPU Notation: Electric customers have been well informed about their rates as a comparison to other electric utilities in the area. However, the perception in the other divisions is less positive. Only 30% of customers' responses, on average, thought the rates are lower and 37% responded that they had no idea.

Communications with BPU customers regarding rates is an area that needs improvement. The BPU needs to better educate its customers on the rates they pay and how they compare to BPU competitors or other comparable utilities.

Q 11 - BPU Customer Service Department (CSD) Rating:

	Positive Responses	Negative Responses
Courtesy	89.8%	10.2%
Helpful/Thoughtful	89.3%	10.7%
Professionalism	88.9%	11.1%
Problem solving	86.1%	13.9%
CSD totals	88.5%	11.5%

BPU Notation: The Customer Service Department's overall excellent rating = 47% versus an Industry rating = 51%.

There is obvious room within the customer service department to improve the excellent rating in the future.

The highest negative rating was 20% on resolving problems quickly. It will need to be built into the CSD goals to examine how the BPU attacks and resolves customer problems in a more efficient manner in the future.

Q 12 - How do BPU Field Service Employees rate?:

The field servicemen were rated on the following areas: Courtesy, helpfulness, professionalism and problem solving.

	Overall ratings		Category the group ranked the:	
	Excellent/ Good	Fair/ Poor	Highest	Lowest
Electric Division	62.6%	12.2%	Courtesy 94.8%	Problem Slvg 7.6%
Water Division	32.3%	24.3%	Courtesy 93.2%	Problem Slvg. 9.9%
Wastewater Division	25.5%	22.7%	Professional 92.9%	Problem Slvg. 7.9%
Sanitation Division	30.7%	23.5%	Courtesy 89.1%	Helpful 11.5%

BPU Notation: Customers' overall perception of and interaction with BPU field service staff is a positive one.

Q 13, 14, 15 and 16 - Communication:

When asked to rate how well Jamestown BPU communicates with customers, 36% say they do an Excellent job. This result is lower than SDS communications average of 38%. The communication Positive Index is 89%. The two areas where customers felt the BPU should concentrate in order to receive Excellent communications ratings in the future were: 1) informing customers about what the utility is doing in the community (35%) and, 2) informing customers about what makes up the charges on the bill (35%).

Customers indicate that the most effective way to communicate with them is through the BPU newsletter (84% giving a 1 or 2 rating). The second most effective method is the local newspaper (60% rating 1 or 2). The least effective method is the website (84% rating 4 or 5). Only 9% of the customers responding to the survey have visited the website. The majority of those who have visited the website (76%) rate it either Excellent or Good. The majority of customers (93%) have not used the call system to report outages. Of those customers who have used the call system, 28% rate it Excellent and another 50% rate it Good.

BPU Notation: *It is clear the utility needs to better advertise the BPU website to its public or the customer base that responded was clearly on the elderly side of the spectrum and thus do not use the computer often.*

Q 17 and 18 – Is customer likely to keep BPU as provider?

	Very Likely	Not Likely
Electric division	84.9%	1.2%
Water division	78.0%	2.2%
Wastewater division	72.7%	4.6%
Sanitation division	73.3%	6.0%

Q 17 - Customer comment summary:

	Comment total	% of All Comments
Sanitation cost	34	19.8%
Wastewater cost	31	18.1%
Water cost (charge too much)	21	12.2%
Electric (needs to be cheaper)	21	12.2%
Improve collection of recycling	13	7.6%
Unsure of BPU pricing vs. competitor	11	6.4%
Quality of water	9	5.3%
Sanitation price - single vs. family	9	5.3%
Charge sewer for use not in system	9	5.3%
Other topics	9	7.8%

BPU Notation: *Of the responses provided, 74% of them are concerned with the utilities' pricing. The customers are most concerned with the Wastewater and Sanitation Division pricing.*

Q 19 - New call system:

Only 7.3% of BPU customers have used the new call system developed by the COP committee. However, there was a 77.8% positive response rating from those that have used it to handle outage and trouble calls.

Q 20, 21 and 22 - Energy conservation and Green Power:

BPU customers are interested in receiving information concerning energy conservation, etc., however only 27.9% were VERY interested.

In regards to potential new products that could be offered by the BPU, only energy coupons and surge protection devices received greater than 30% "very valuable" score. Here are the results by type and value to the customer:

	Very	Fairly	Somewhat	Not
Coupons	34.1%	26.3%	20.3%	19.3%
Fiber optic	13.7%	18.9%	25.5%	41.9%
Internet	16.1%	20.2%	18.5%	45.2%
Surge Protection	34.1%	27.4%	19.1%	19.3%
Workshops	21.3%	22.6%	29.1%	27.0%
Online credit card	14.9%	12.7%	19.2%	53.2%

BPU Notation: *In regards to wind power, 34% of BPU customers responded positively that they would be willing to pay a premium for it.*

Q 23, 24 and 25 - (Water Division):

Only 14.5% of our customers have "no idea" how roily water can be avoided, but another 37.3% are only "somewhat aware".

74.2% of BPU customers positively think the utility notifies them properly in regards to a roily water situation and information.

Only 27.8% of customers think the BPU does an excellent job with handling of water service leaks, however another 59.2% thinks the BPU does a good job.

Q 26 - Recycling schedule (Sanitation Division):

The recycling calendar was rated as follows:
35.7% = Excellent 54.1% = Good 7.8% = Fair 2.4% = Poor

Comments from customers were as follows:

	Responses	% of total
Pick-up recyclables more frequently	65	66.4%
Collections are poor	12	12.3%
Spring/fall cleanup needs changes	5	5.0%
Other topics	16	16.3%

BPU Notation - BPU customers definitely (67%) would like more recyclables picked-up more often.

Q 27 - Best Describes the BPU: BPU customers understand their utility is municipally owned, however, **33.9% of them did not know this.**

Q 28 - Customer comments on "What the BPU could do to make things easier" are summarized below:

Positive comments regarding BPU	53
Utility pricing issues	46
Communication/phone issues	29
Billing related issues	21
Pay options	18
Sanitation related issues	17
Customer service related issues	15
Water related issues	14
Other topics	16

Q 29 - Customer comments on "Further suggestions" are summarized below:

Positive comments regarding BPU	45
Garbage related issues	24
Utility rates need lowered	23
Water/Wastewater issues	21
BPU overhead costs/spending concerns	20
Communication/survey issues	15
Electrical service issues/outages	15
Billing issues/payment options	14
Other topics	45

SATISFACTION DEVELOPMENT SYSTEMS RECOMMENDATIONS

1. Achieving Excellent ratings in all areas should be a constant focus.
2. The ratings received should be considered a starting point and specific objectives should be set to ensure these ratings are moving in a positive direction.
3. The utility's employees received strong ratings that contributed to overall satisfaction. Additional customer surveys should be conducted to measure future customer/employee interaction, which will promote excellent customer service.
4. Jamestown Board of Public Utilities should consider effective ways to educate and inform customers about the various programs offered by the utility.
5. Finally, effective communication is the key to improving overall perception and satisfaction both internally with employees as well as with customers.

Why do we need a new power plant?

Most of the key equipment components of the existing coal plant can be put into two groups of either 38 or 58 years old. The "expected" useful life of such components is in the range of 40 years. As with all old equipment, the cost of maintaining, operating and repairing the equipment has been increasing with age. At the same time, federal and state environmental regulations have dramatically changed and more are on the way. Even with large capital investments in the existing equipment there is no guarantee the BPU will be allowed to continue to operate it. If these improvements work as designed, the BPU will still be required to purchase expensive annual environmental allowances to meet these new regulations. Planning and construction of a new project typically takes 7 to 10 years. BPU equipment is quickly approaching the end of its useful life. The BPU has spent the last two and a half years studying its options and believes the best long-term solution for the customer and the community is to build a new Clean Coal plant.

Why should the BPU be in the power generation business?

The BPU should continue to be a power generator to ensure that we can continue to provide low-cost electricity to our customers for the next forty to fifty years. Self-generation protects our customers from the extremely volatile wholesale electricity market. The BPU's ability to generate electricity provides the community with energy independence, stable electric rates, and improved electric delivery systems reliability, all of which are critical to our manufacturing and business community.

The Clean Coal project reinforces the Jamestown area's permanent commitment to self-sustaining community economic revitalization. This project will single-handedly create an economic boom during its 2-3 year construction cycle and will provide an extremely important element (low-cost electricity) that will help fuel this region's long-term economic growth.