



Commercial and Residential Survey Results

RPU Board Presentation
April 29, 2025





Commercial Survey Data Source and Process



Quantitative Online and Print/Mail survey



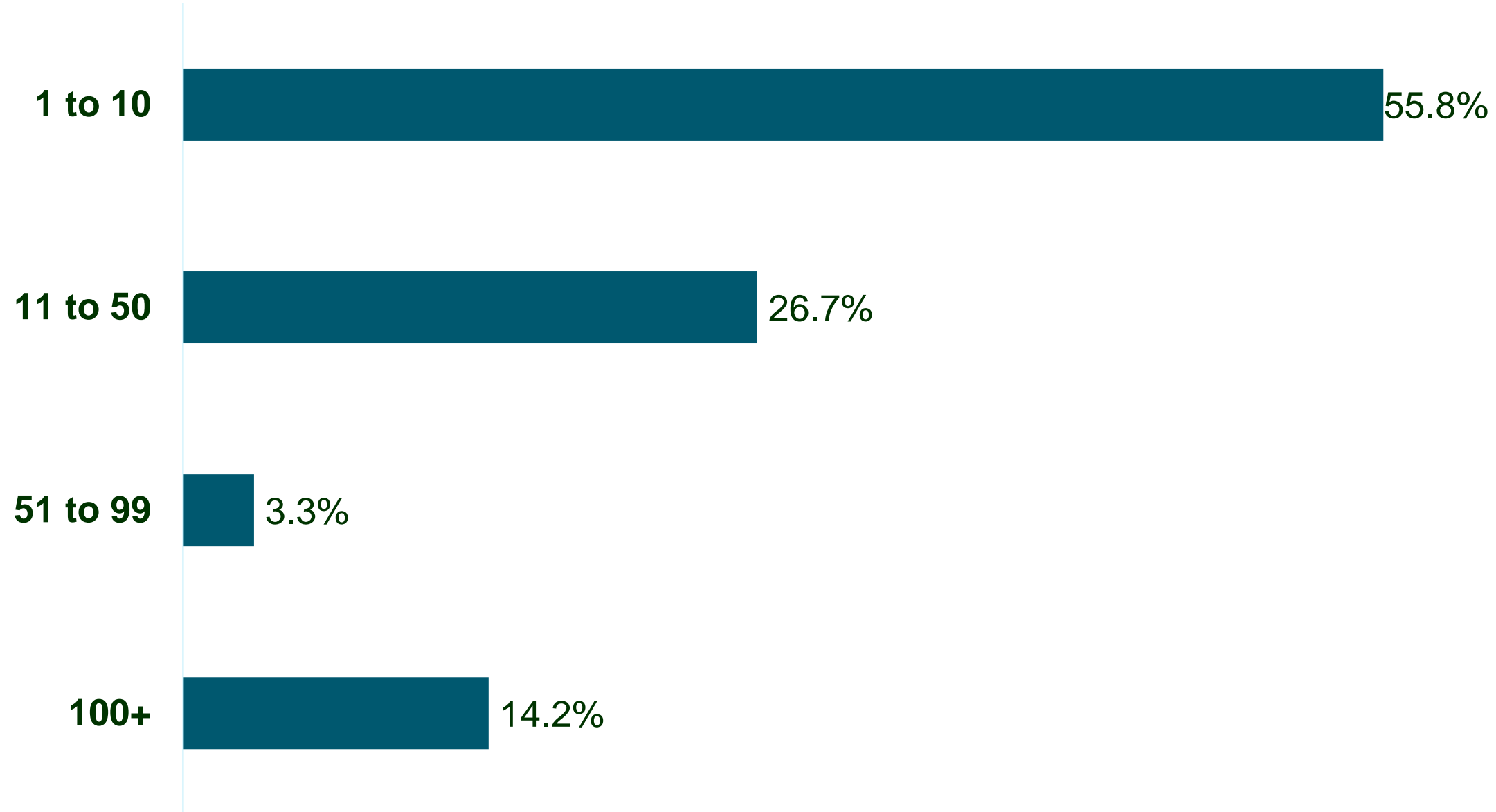
Gathered 125 customer responses, following 2,262 mailings and 623 emails to businesses



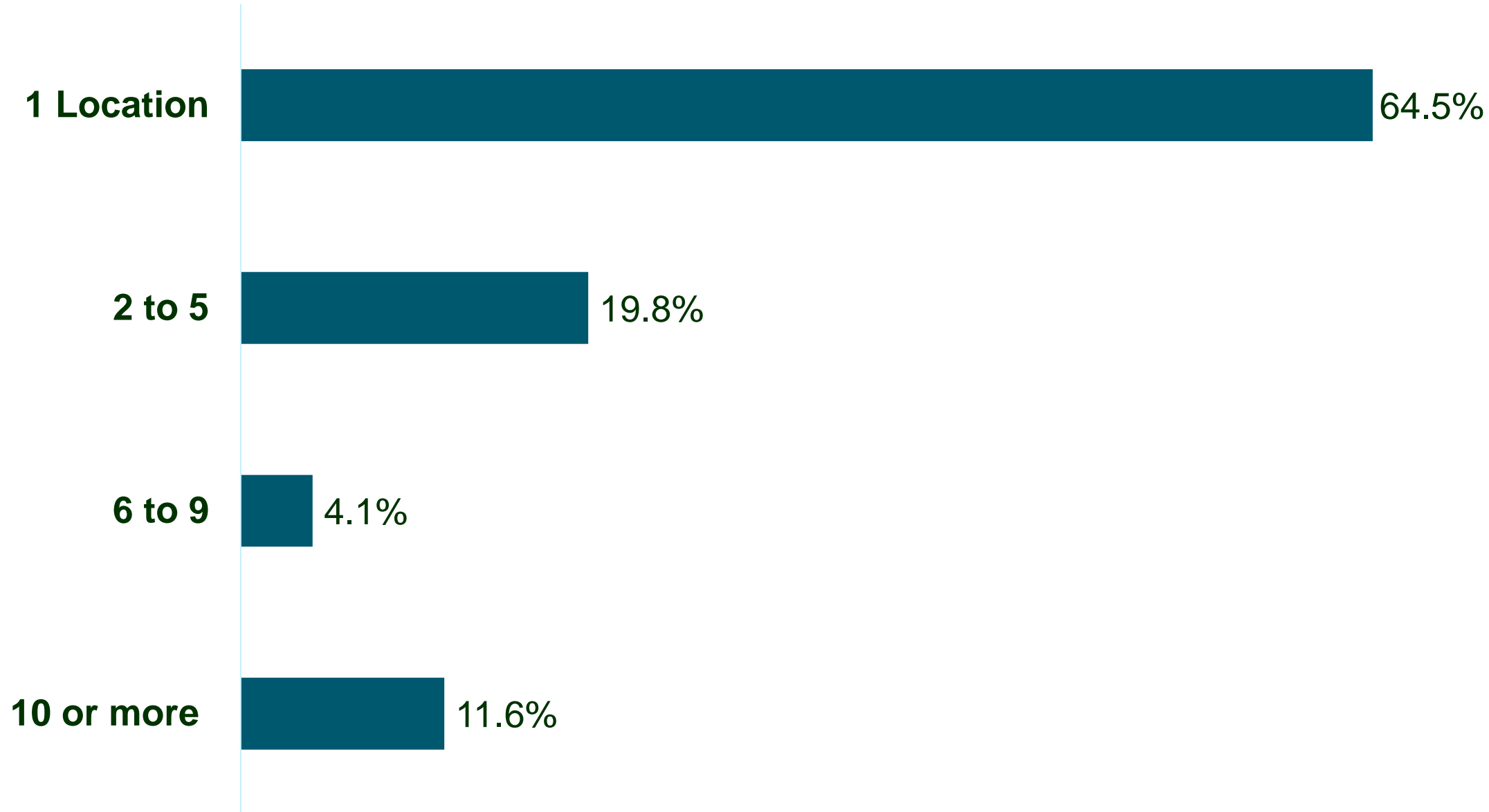
Past 2019 survey consisted of 31 completed phone interviews

Commercial Respondents Demographics

Number of Employees

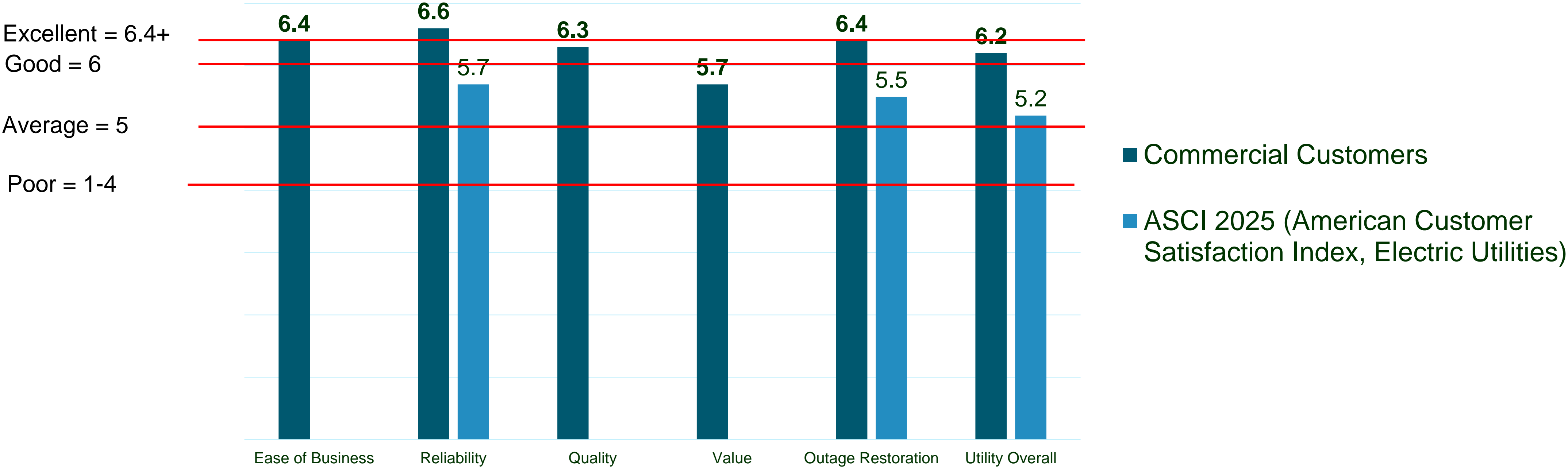


Number of Locations



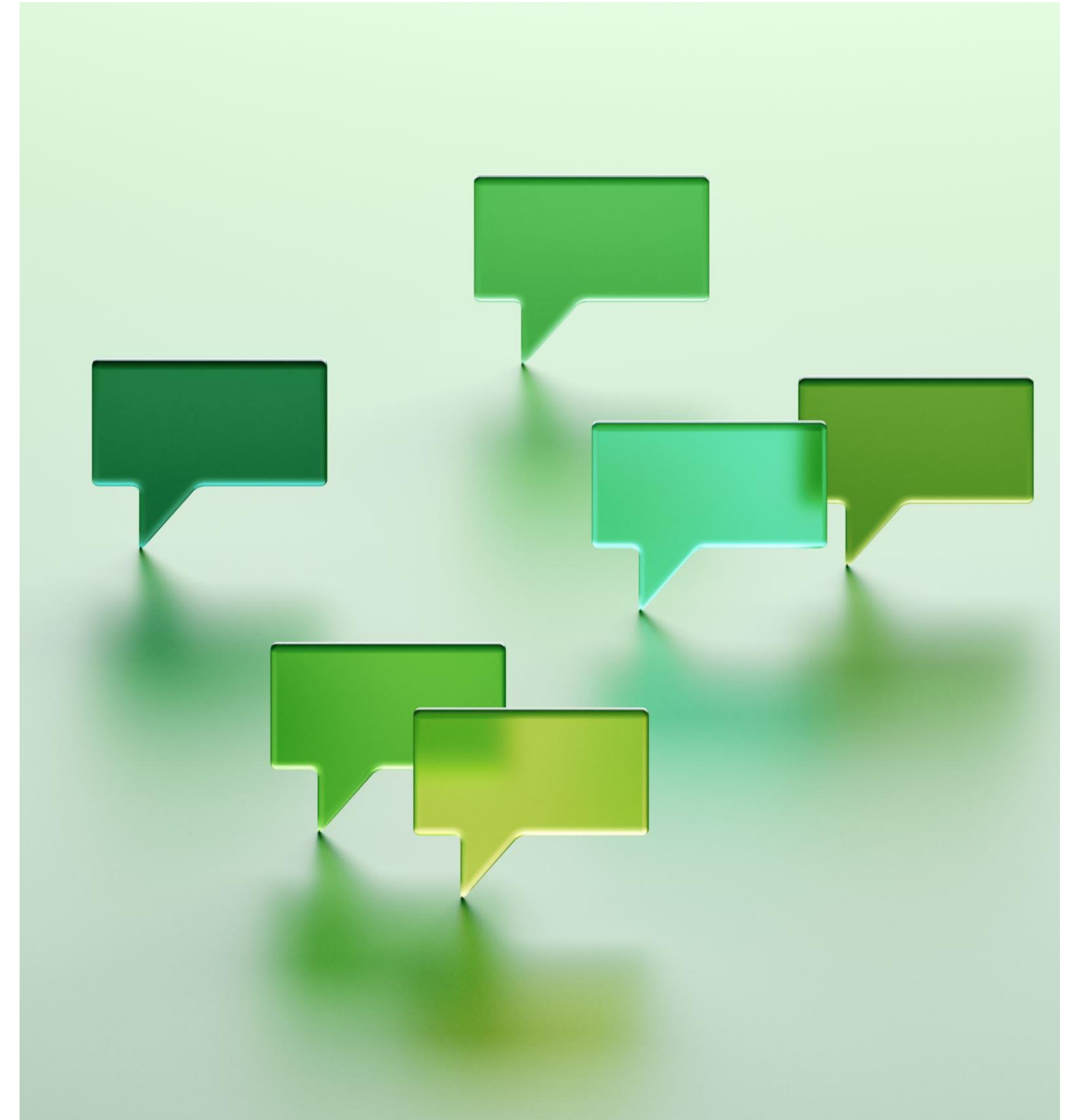
General Satisfaction Ratings

Scale of 1-7, where 1=Completely Dissatisfied; 7=Completely Satisfied

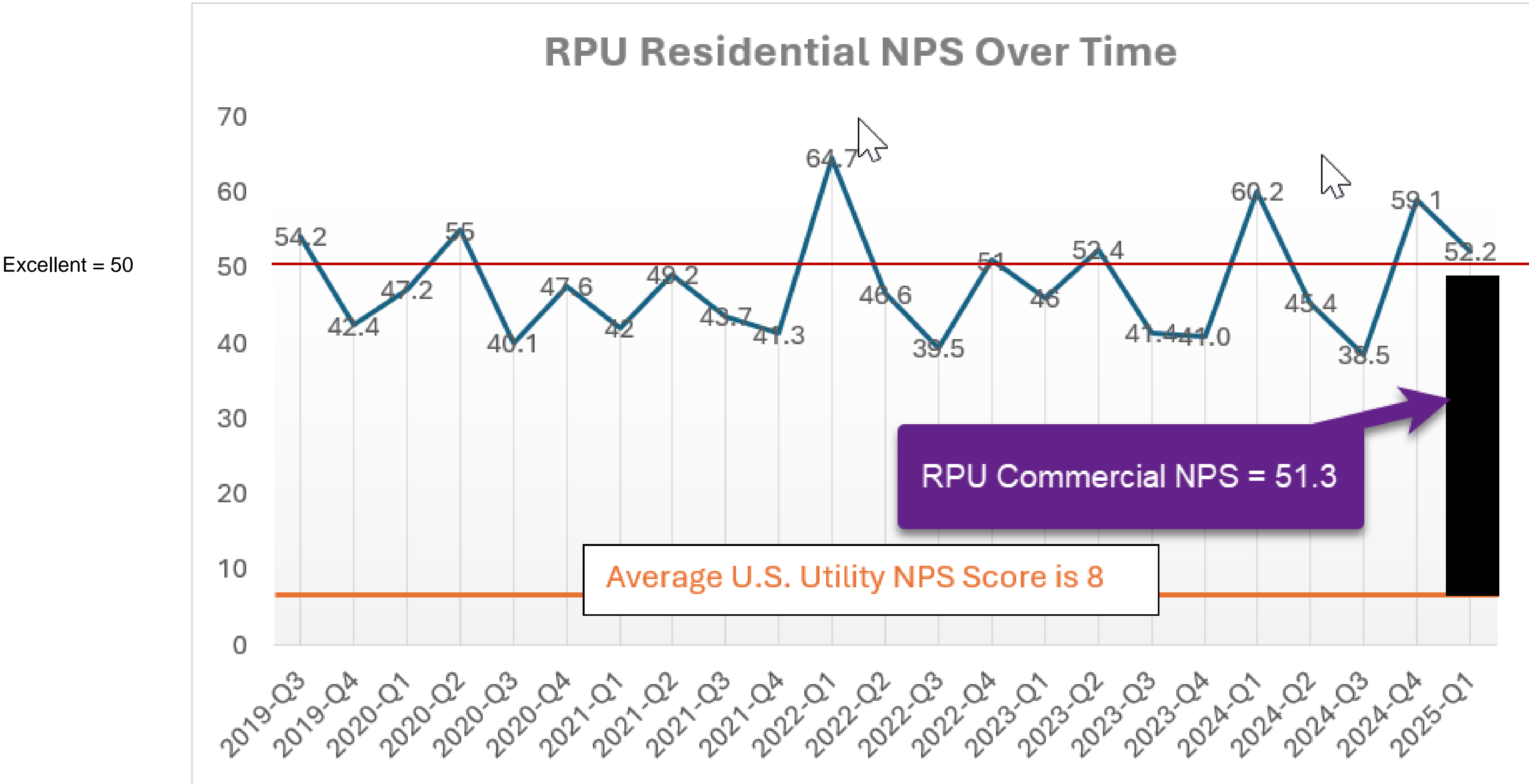


Comments on Satisfaction

- 15 comments on prices, fees, and high charges
- Many service improvement ideas and suggestions
- 10 comments about RPU being a great company
- Six suggestions on larger energy issues



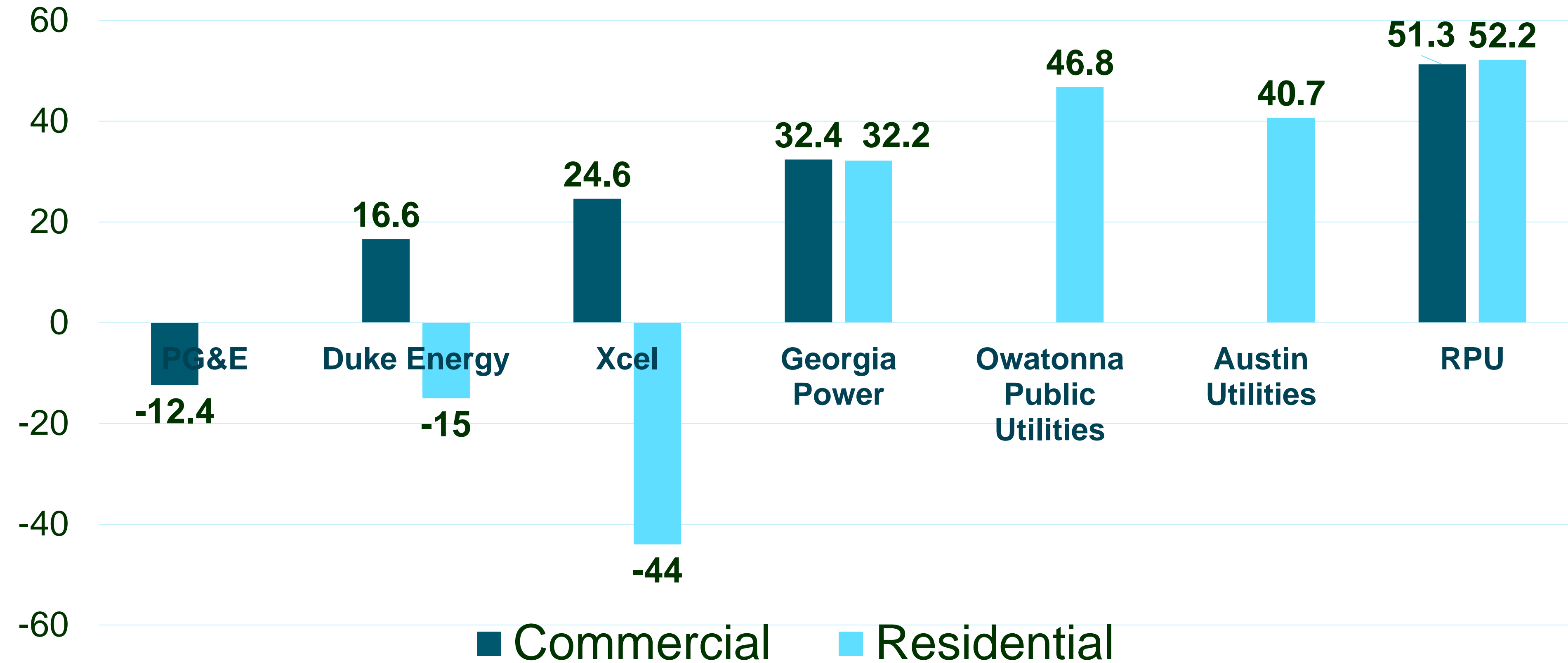
RPU Commercial Net Promoter Score (NPS)





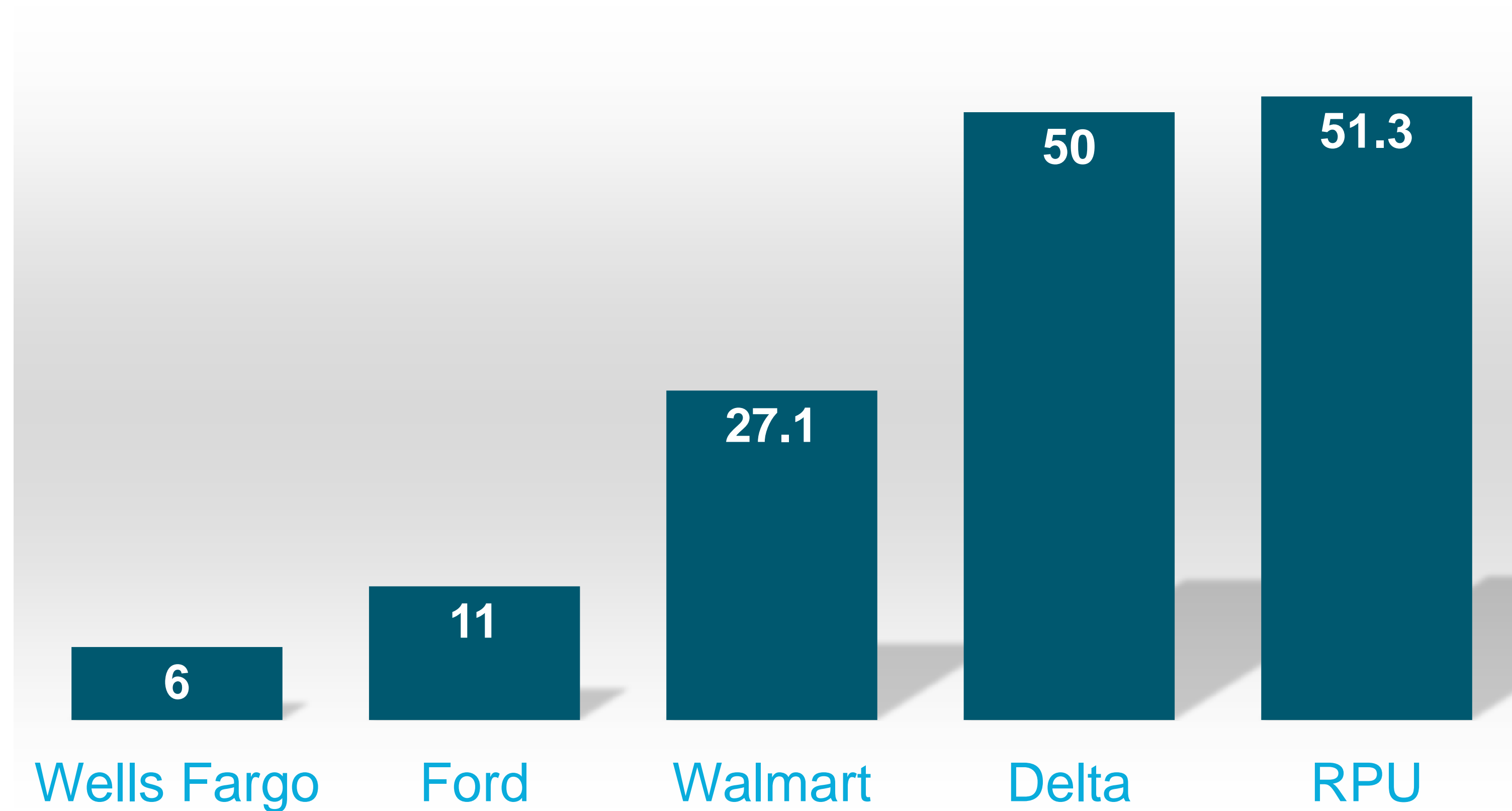
Other Utility NPS Scores

Data availability varies from 2020 to 2025





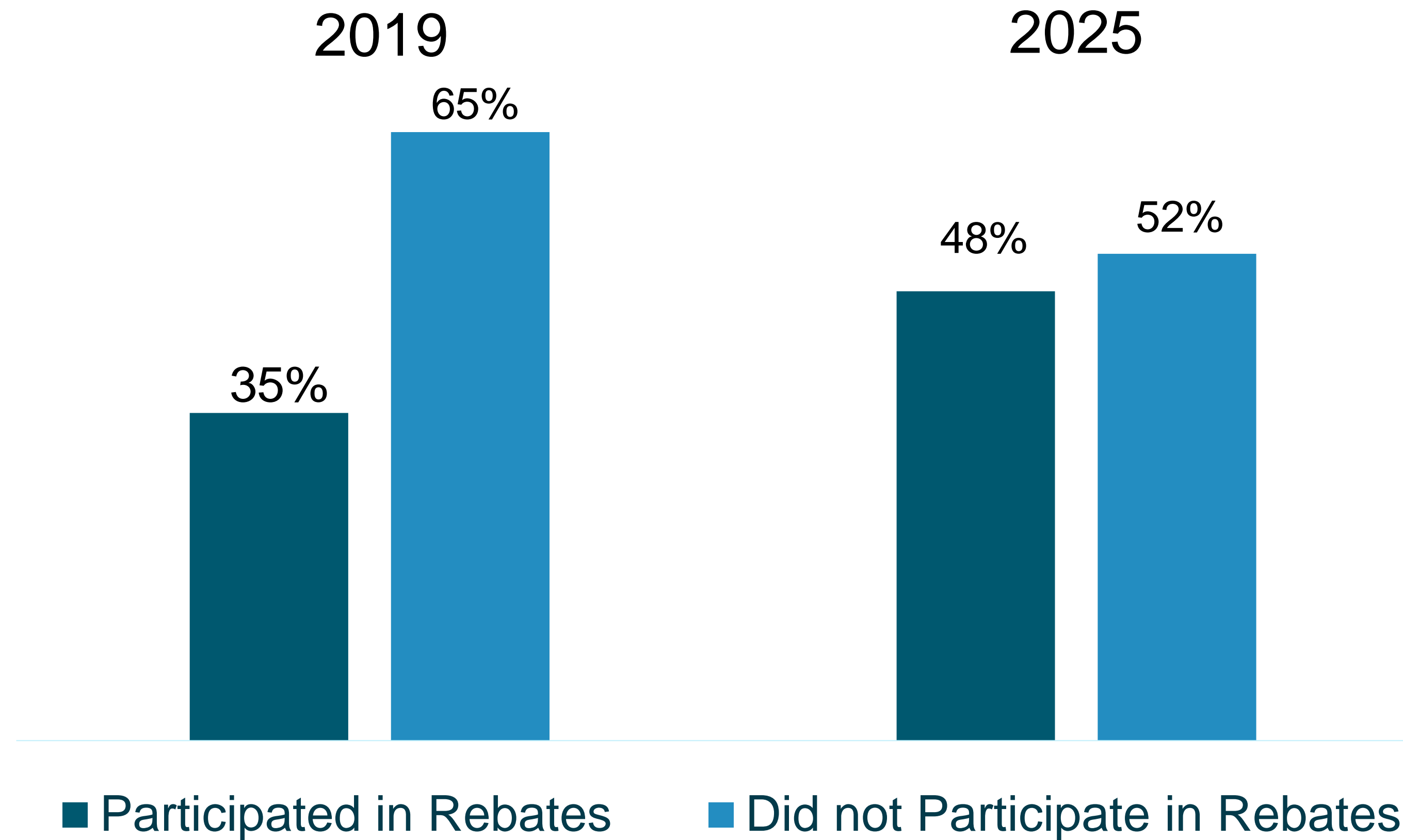
Consumer Brand NPS Scores



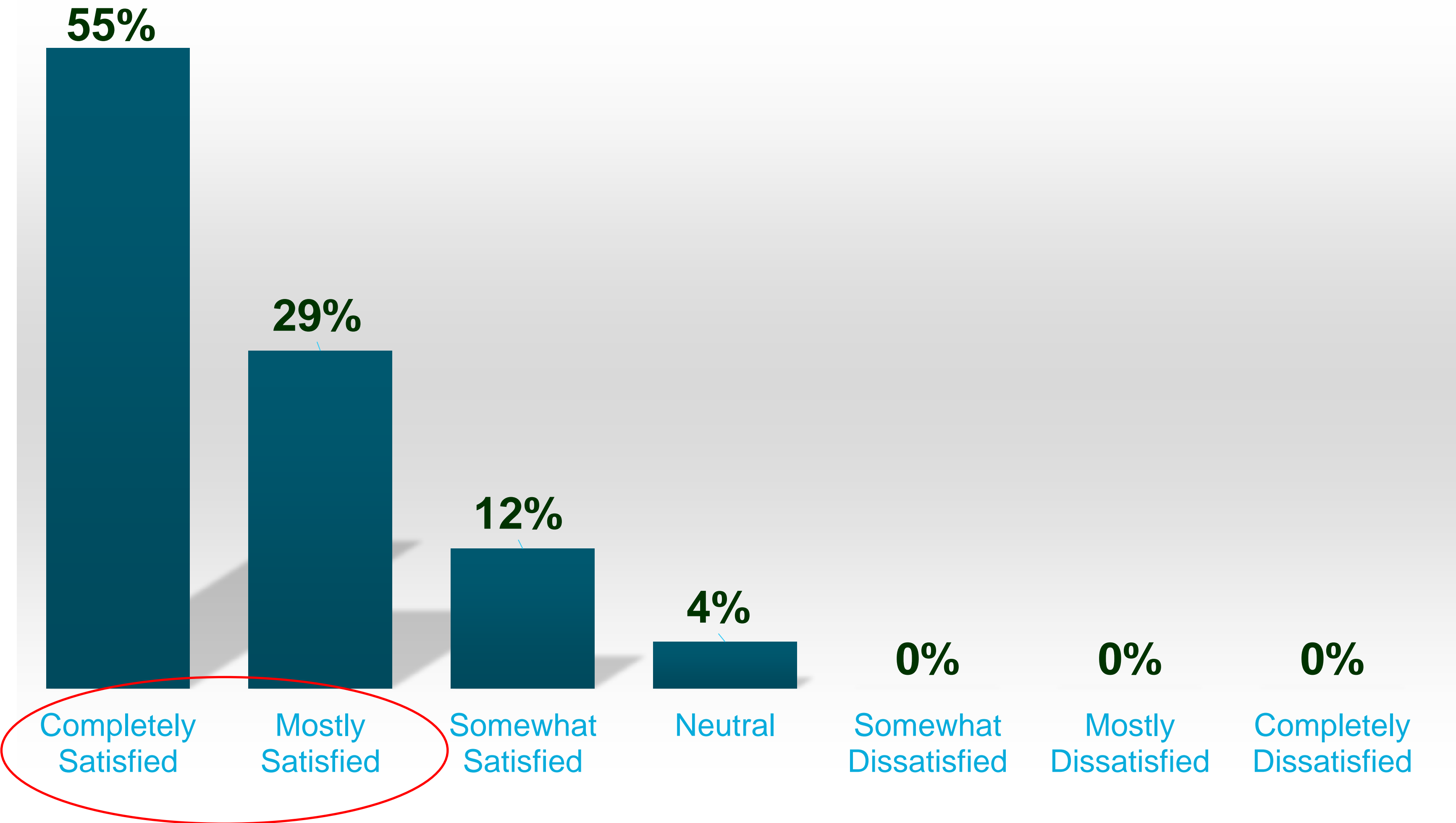
RPU's top ranking stands out, highlighting its exceptional customer loyalty and satisfaction.



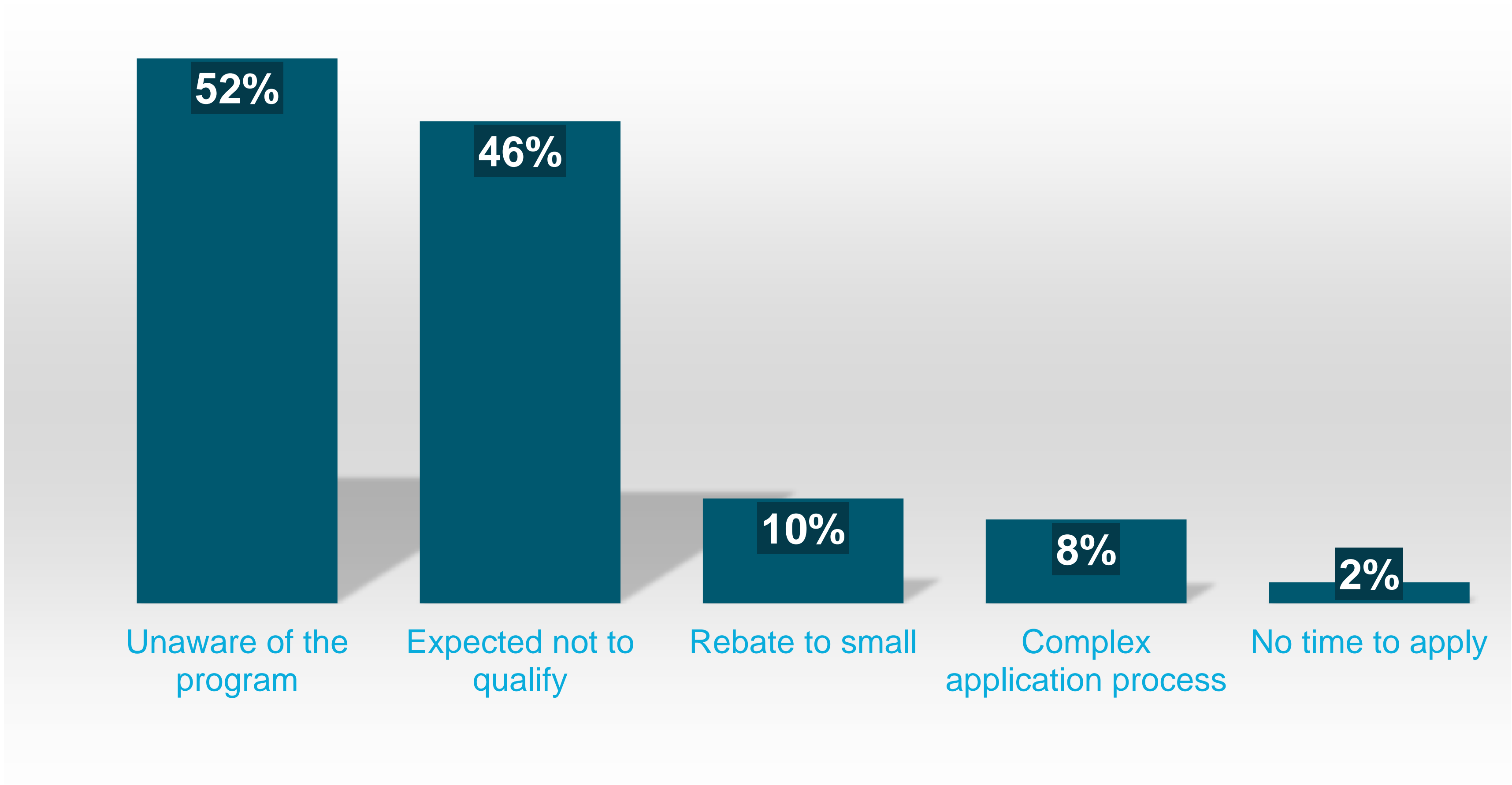
RPU's Commercial Rebate Program Participation: 2019 vs. 2025



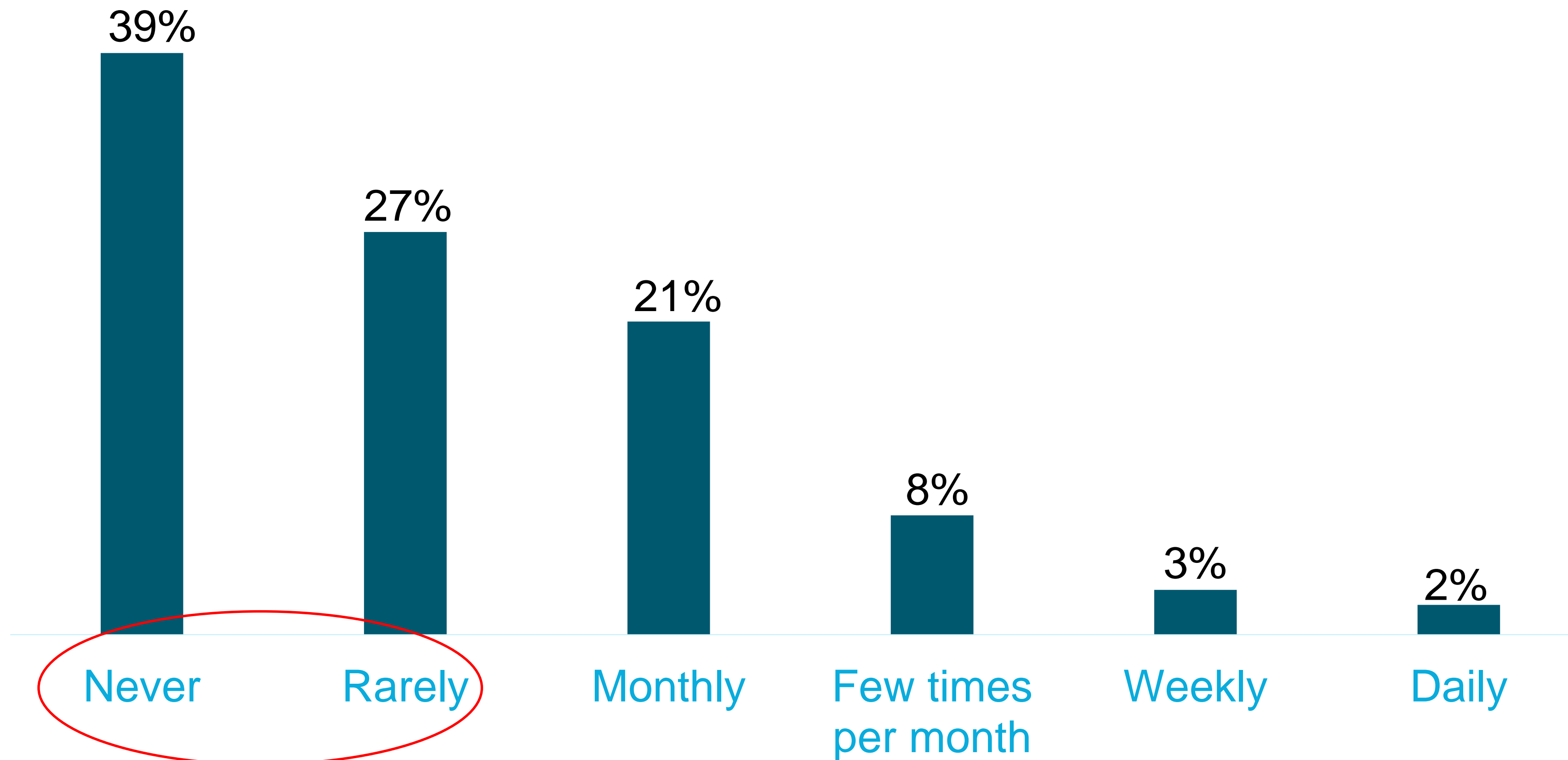
Commercial Satisfaction Level with the Rebate Program



Non-Participation Reasons: Commercial Rebate Program



Commercial Customer Portal Use is Low

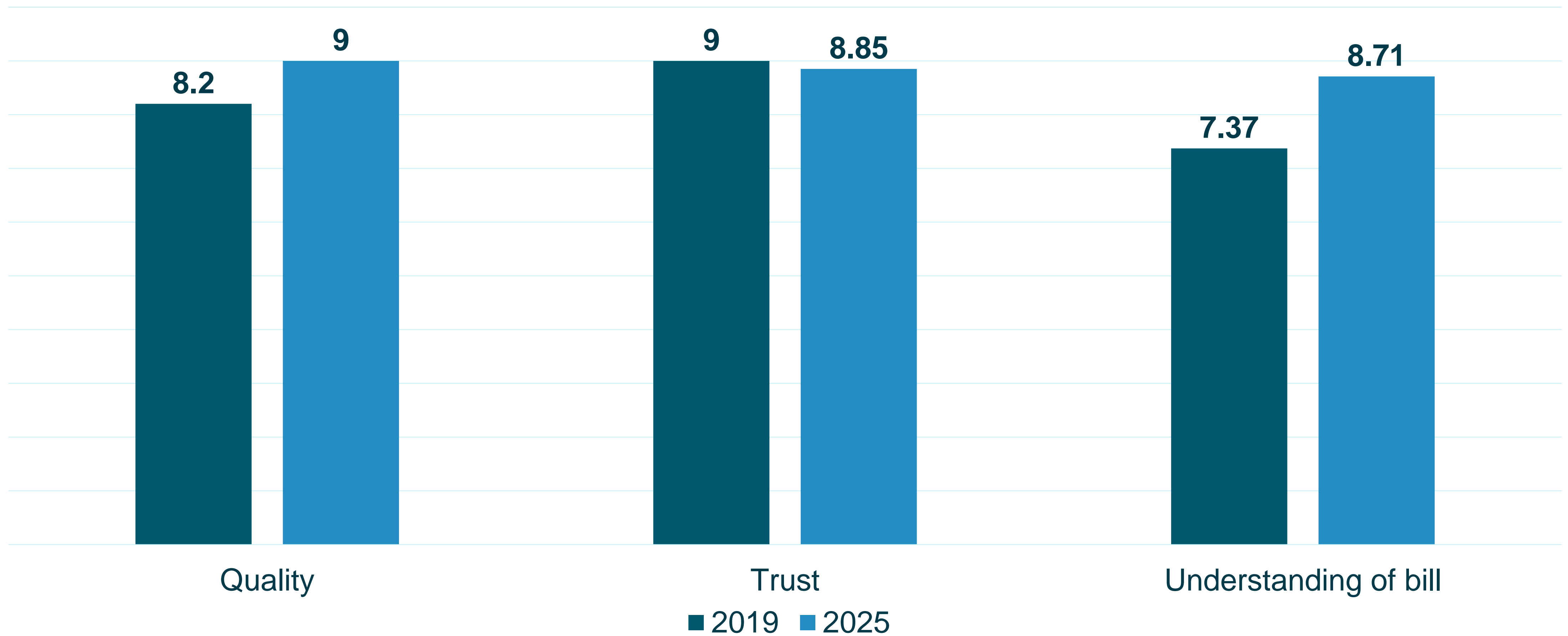


Ease of using the portal rated 5.6 out of 7...relatively low.
New portal slated to be released in the fall.



Comparison: 2019 vs 2025 Commercial Survey

(Similar questions; 0-10 scale)



Comparison: 2019 vs. 2025 Commercial Issues

How RPU Can Improve

2019 Suggestions	2025 Suggestions
Lower rates and service charges	Lower rates and fees
Explain billing better	Improve service
Make online payment easier	Continue move to sustainable energy, consider nuclear
Improve commercial information on website	Reduce cost of energy saving equipment
More empathy for commercial cash-flow problems	Reduce charges for wastewater, stormwater (city charges)





Residential Survey

1st Quarter



Residential Data Source and Process

Data from March 2025 survey (and sometimes compared to previous quarterly surveys)

Online and print/mail survey process

Based on 125-135 customer responses per quarter, following 500 mailings and 1,000 emails to customers

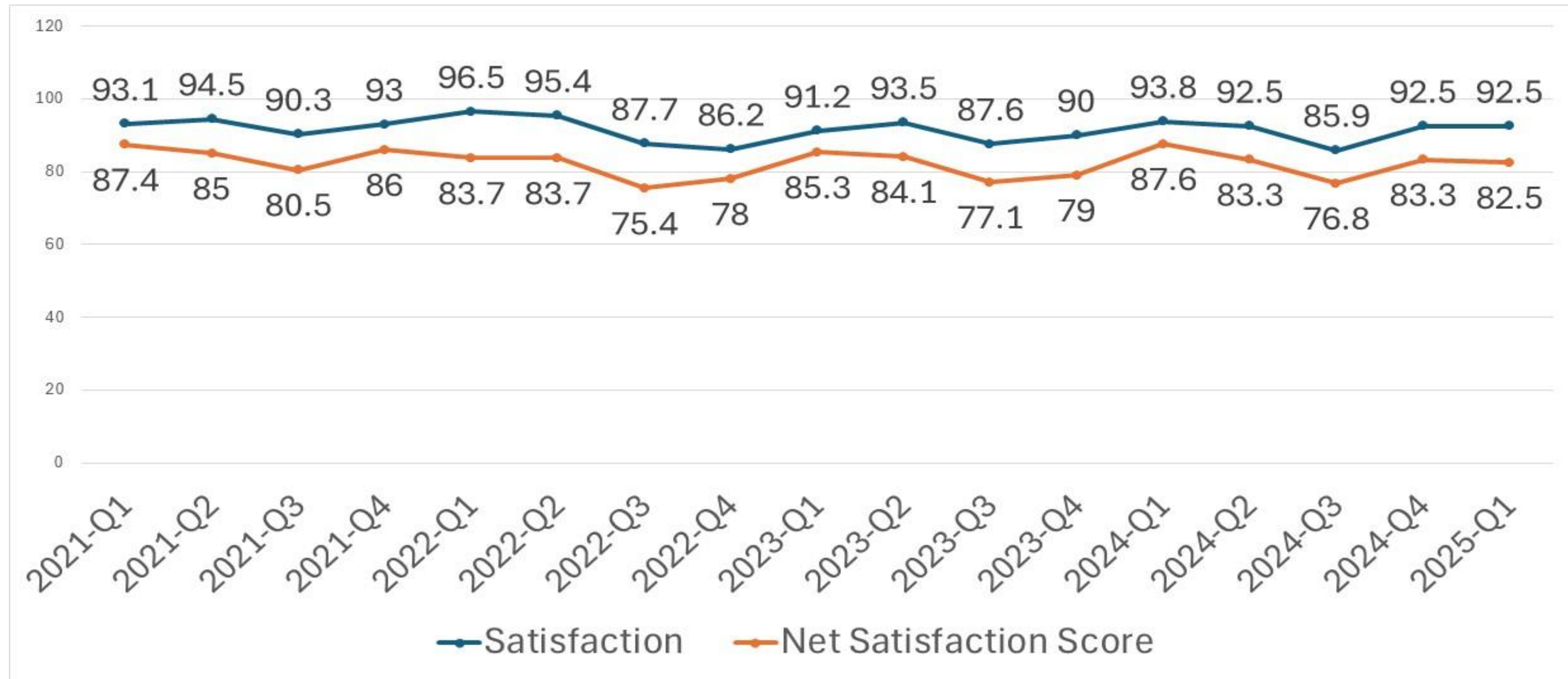
Response rates are typical

Residential Satisfaction

Rating from 1=Lowest to 7=Highest



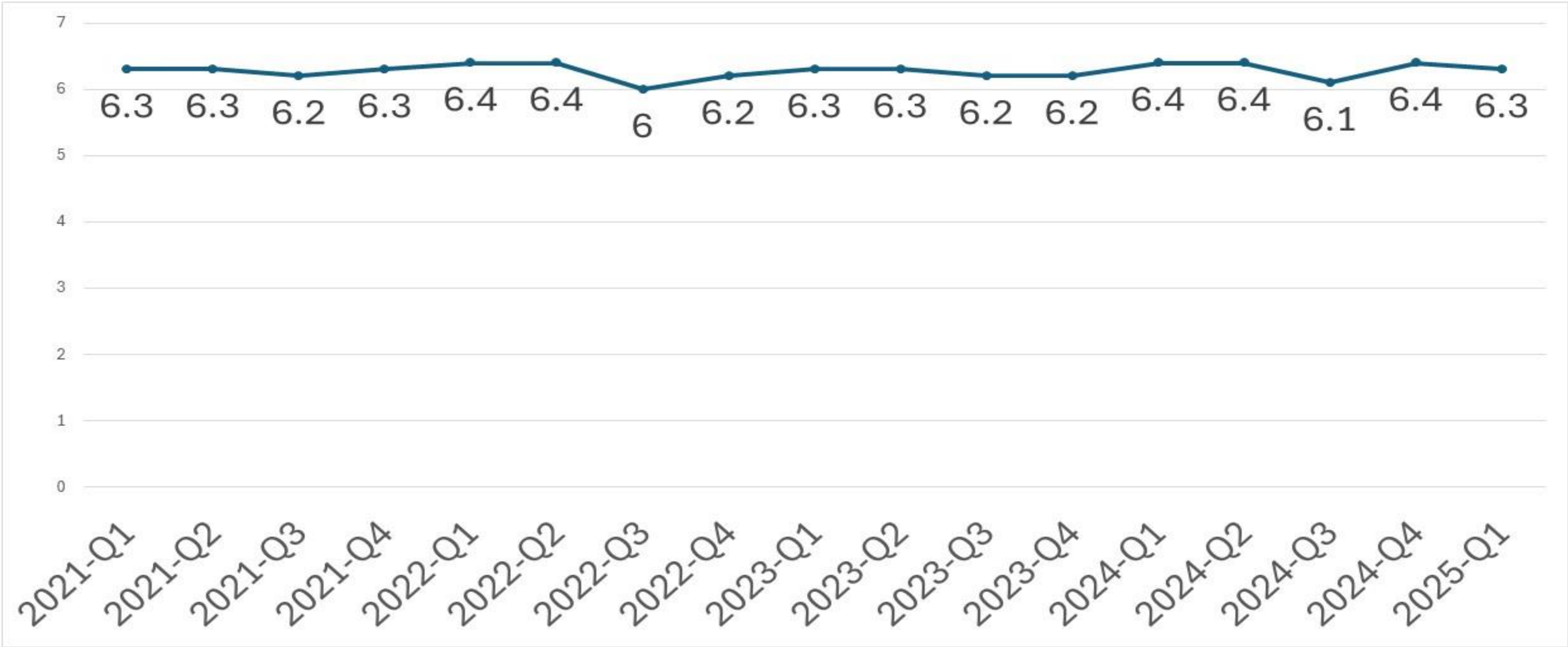
Residential Satisfaction Over Time



- Consistent over time
- Highly positive
- On average, it exceeds the 90% Customer Relations Policy goal



Residential Satisfaction (0-7)

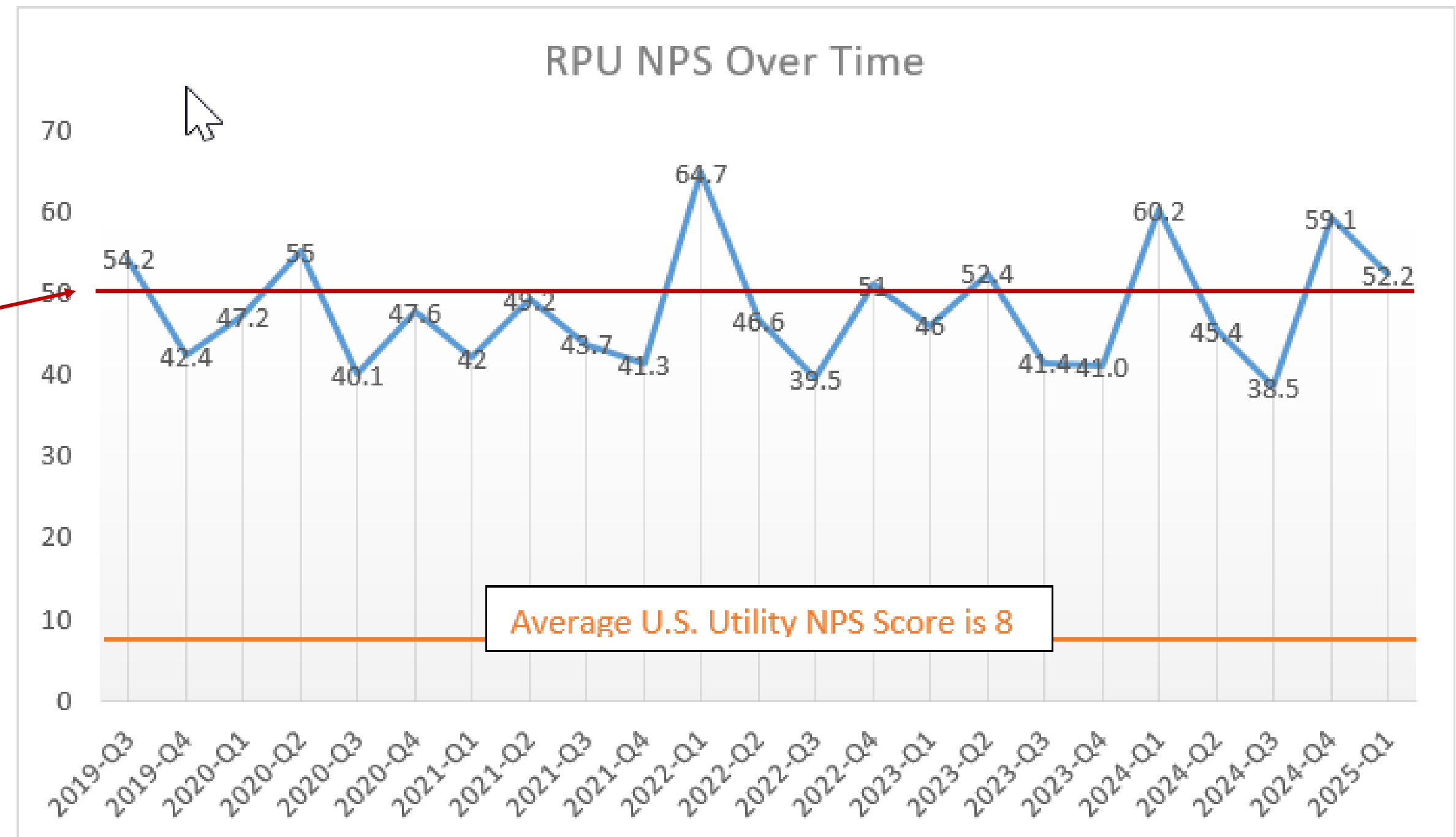


Calculated based on answers to “RPU as a utility provider overall”.



Residential Net Promoter Score (NPS)

- Key national indicator of satisfaction (likely to recommend)
- Below 0 is poor; 1-49 is good
- Above 50 is “excellent”
- RPU is excellent at 52.2
- Average U.S. utility is 8



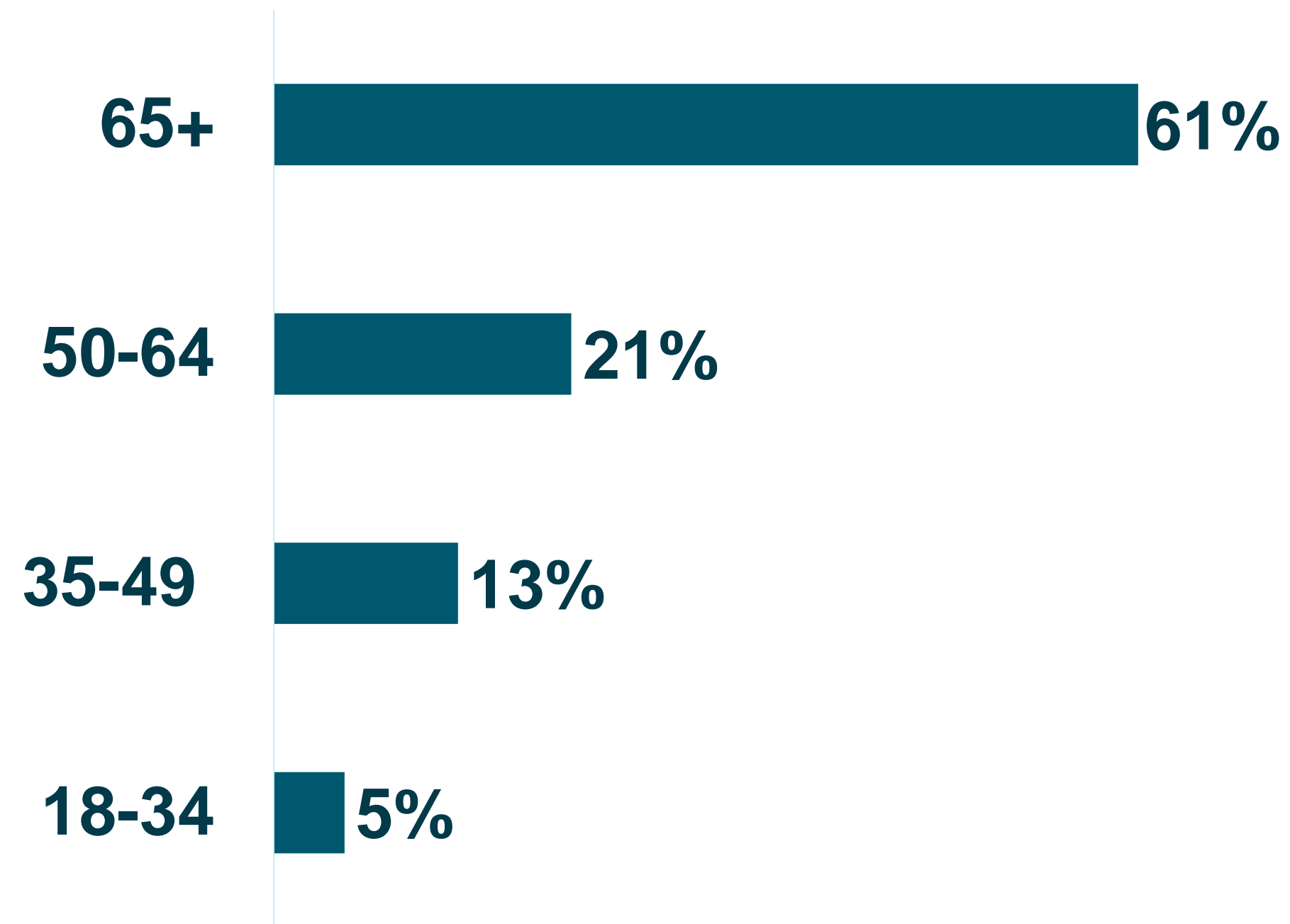
Residential Satisfaction and Demographics

DEMOGRAPHIC GROUP	ISSUE
18-34 and 65+	Highly satisfied in all categories
35 to 64	Lower satisfaction around value and environmental issues
Male/female	No differences
Zip code	55906 most positive around value; 55901 least positive around value

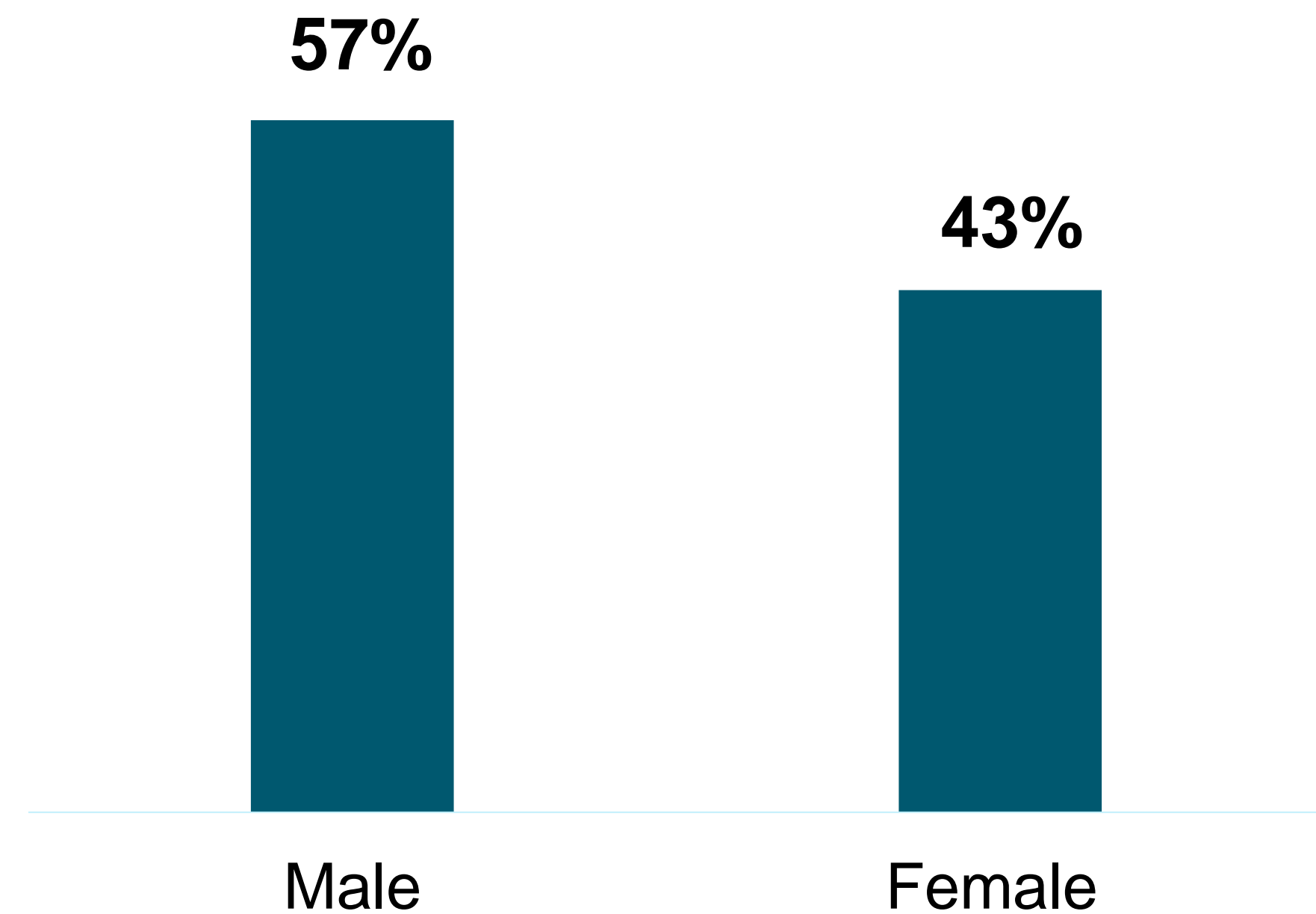




Survey Demographics: Age and Gender



Participants typically skew older



Participation between genders is somewhat the same

What Residential Customers are Saying: Prices and Fees



- “Rates are too high.”
- “Service usage fees are ridiculously expensive.”
- “Sometimes we have to make the tough decision of utilities or meds.”
- “My service fees should be a percentage of the usage, not more than the usage, itself.”
- “Wastewater and stormwater costs are double the amount for the water I use.”



What Residential Customers are Saying: Environment and Other

Environment:

- “I simply don’t know what RPU’s environmental policy is.”
- “How do the solar farms fit in?”
- “If you promote electric vehicles, won’t that just increase the need for electricity?”

Other:

- “Does RPU leadership have a plan for Rochester’s rapid growth? What is it?”
- “The energy usage report is shaming. Doesn’t matter what I do, I am criticized.”
- “Your billing methodology is too complex.”



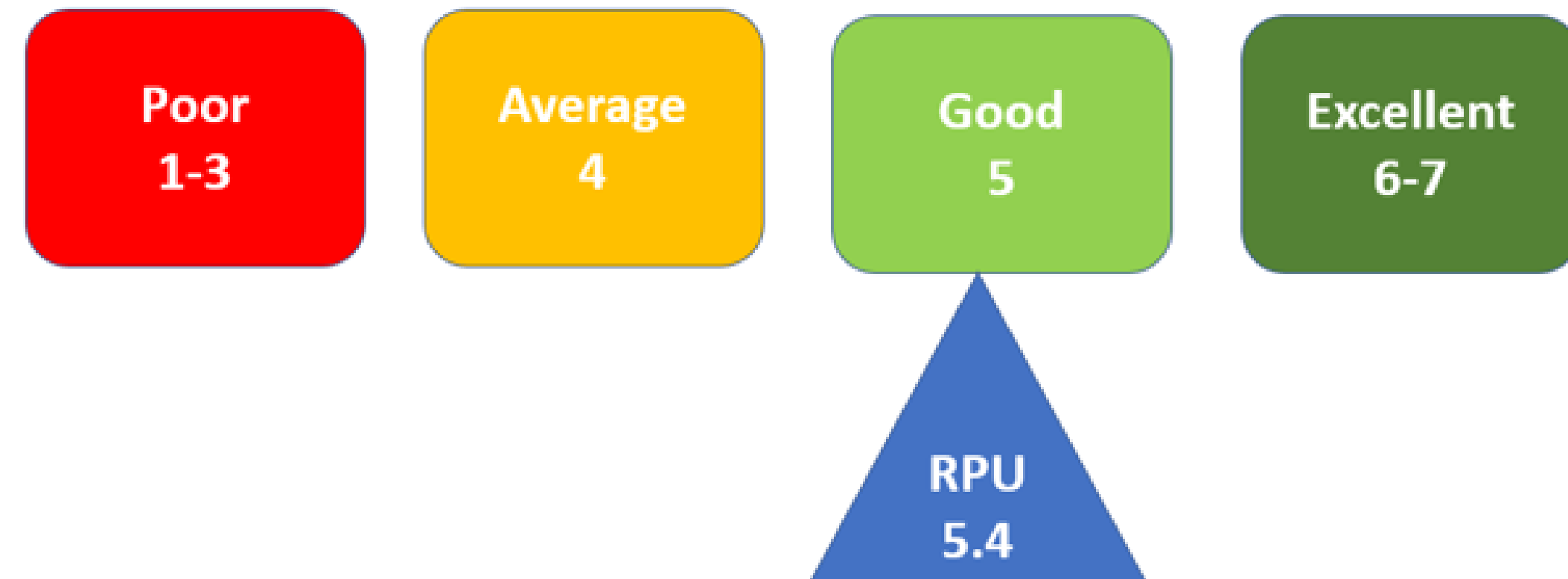
What Residential Customers are Saying: RPU is Great!

- “Friendly and helpful.”
- “I give you a 10 for amazing service.”
- “I rate RPU at the top compared to garbage service, internet providers, social security, IRS, etc.”
- “Response to outages is timely.”
- “Easy to reach on the app.”



Communications Enhance Perceived Value

- Gartner “Value Enhancement Score” rates “Satisfaction with Interaction”
- Scoring is 1 (poor) to 7 (excellent)
- RPU scores **5.4**, or “good,” suggesting communications add to perceived value





Community Outreach Seen as High

RPU scores 7.8 out of 10

Awareness highest for efficiency rebates and budget billing/payment help

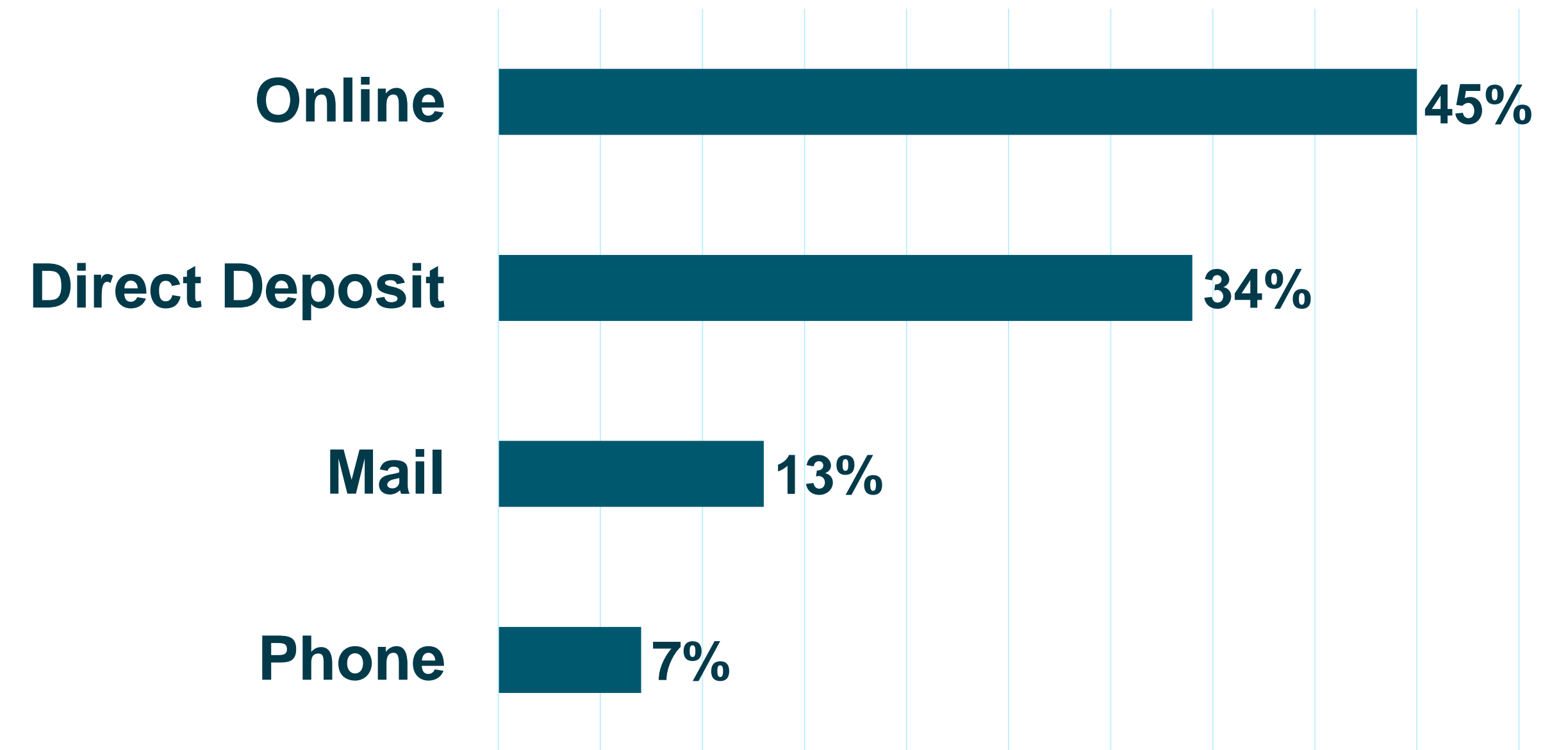
Awareness lowest on energy workshops/audits and low-income weatherization

Similar scores across 2024 and 2025



Residential Awareness of Payment Options is High

- Over 2024 and 2025, **67% to 70% of customers are aware of payment options.**
- (Use of in-person and drop boxes minimal.)



Questions?

Thank you

