

OMPA Survey

1. Are you an electric customer of the city of [CITY]?

If no, unfortunately we are only looking for electric customers in [CITY]. Thank you very much and have a nice day/evening.

2. Which of the following best describes your power utility? Is it...

1. An Investor-Owned Utility
2. Rural Electric Cooperative Utility
3. Municipal-Owned Utility
4. Don't Know/Refused [DO NOT READ]

3. Overall, how satisfied are you with your electric service? Would you say...

1. Very satisfied
2. Satisfied
3. Unsatisfied
4. Very unsatisfied
5. Don't Know / Refused [DO NOT READ]

4. From the following list, which do you think should be the utility's primary focus in order to receive Very Satisfied ratings from you in the future? [SELECT ONE ONLY]

1. Value
2. Customer Service
3. Communication
4. Reliability
5. Don't Know / Refused [DO NOT READ]

5. Would you say that the price you pay for electricity is:

1. Very Reasonable
2. Somewhat Reasonable
3. Somewhat Excessive
4. Very Excessive
5. Don't Know /Refused [DO NOT READ]

6. If you were offered a rate structure, where you would pay a higher amount for using electricity during on-peak hours of the day (2-8 p.m.) and a lower amount for using electricity for the other 18 hours of the day including weekends and holidays, and this rate structure meant you would save money on your electric bill, how likely would you be to sign up for this electric rate? Would you say...

1. Very Likely
2. Somewhat Likely
3. Somewhat Unlikely
4. Very Unlikely
5. Don't Know/Refused [DO NOT READ]

7. If you had the opportunity to use technology to control how and when you use your electricity, how likely would you be to use it?
 1. Very likely
 2. Somewhat likely
 3. Somewhat unlikely
 4. Very unlikely
 5. Don't know/Refused [DO NOT READ]

Now I'm going to read you a list of services your electric utility provides, and I'd like you to rate each one as Excellent, Good, Fair or Poor. How would you rate your provider at:

8. Resolving customers' problems and issues
 1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. Don't Know / Refused [DO NOT READ]
9. Restoring power after a storm or emergency
 1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. Don't Know / Refused [DO NOT READ]
10. Providing reliable electric service
 1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. Don't Know / Refused [DO NOT READ]
11. Providing easy to understand utility bills
 1. Excellent
 2. Good
 3. Fair
 4. Poor
 5. Don't Know / Refused [DO NOT READ]
12. What is your preferred method of notification for outages and other emergency management notifications? [DO NOT READ LIST]
 1. Radio
 2. Email
 3. Website

4. Social Media
 5. Mass Notification via Text Message
 6. Mass Notification via Automated phone call
 7. TV
 8. Other [DO NOT READ]
 9. Don't Know / Refused [DO NOT READ]
13. Which of the following is the most effective way for your electric utility to communicate information on products and services? [ASK OPEN ENDED]
[READ LIST OR PROVIDE EXAMPLES ONLY IF NECESSARY]
1. Newspapers advertising
 2. TV
 3. Radio Advertising
 4. Utility Customer Newsletter
 5. Bill Stuffers
 6. Online/Internet
 7. Email
 8. Social Media (ex. Facebook, Twitter, YouTube, etc.)
 9. Mass Notification via Text Message
 10. Mass Notification via Automated phone call
 11. Other [NOTE BELOW]
 12. Don't Know/Refused [DO NOT READ]
14. Other than rates, what changes would you like to see at your electric utility?
[ASK OPEN ENDED] [DO NOT READ LIST OR PROVIDE EXAMPLES]
[REPEAT QUESTION, IF NECESSARY] [SELECT ALL THAT APPLY]
1. Change Payment Plan
 2. Improve customer service
 3. Less power outages
 4. Better communication
 5. Better hours
 6. Keeping up with technology trends
 7. Everything OK/Nothing [DO NOT READ]
 8. Other [DO NOT READ]
 9. DK/Refused [DO NOT READ]
15. What specific changes would you suggest to your electric utility with respect to Q14?
16. How valuable is it to you that your electric power is provided by the city rather than by a non-local company? [READ LIST, IF NECESSARY]
1. Very Valuable
 2. Somewhat Valuable
 3. Not Valuable
 4. Don't Know / Refused [DO NOT READ]

17. Were you aware municipal utilities like yours use some of their electric revenues to help fund other municipal services like police and fire service as well as maintaining city streets and parks? Would you say...
1. Yes
 2. No
 3. Don't know/Refused (Do Not Read)
18. Have you seen or heard messaging about "Our Local Power"?
1. Yes
 2. No (go to Q20)
19. Where did you see or hear about it? (RESEARCHER: DON'T READ)
1. Social media
 2. Newsletters/flyers/brochures
 3. TV
 4. Newspaper/publications
 5. On the bill/bill inserts
 6. Direct mail
 7. Billboards/signs/logos
 8. Email
 9. Internet/online
 10. Radio
 11. Word of mouth
 12. Don't know/can't recall
 13. Other: _____
20. In the last 6 months have you been contacted by a solar company about renewable energy?
1. Yes
 2. No
 3. Don't know/Refused (Do Not Read)
21. If you have an interest in solar power, which of the following methods of receiving solar power would you be most interested in?
1. Having solar panels installed at our residence?
 2. Purchasing power from your utility that was generated at a community solar farm?
 3. Neither/I'm not interested in owning or purchasing solar power (Do Not Read)
22. With the vast improvements in Electric Vehicle batteries, range of travel and with numerous models now available, do you currently own, or have an interest in owning, an electric vehicle?
1. Yes
 2. No
 3. Don't know/Refused (Do Not Read)

23. If incentives were available to reduce the cost of purchasing home charging equipment, how likely would you be to purchase an electric vehicle?

1. Very likely
2. Somewhat likely
3. Somewhat unlikely
4. Very unlikely
5. Don't know/refused

24. How satisfied are you with your utility's overall response to the COVID-19 pandemic?

1. Very satisfied
2. Somewhat satisfied
3. Somewhat dissatisfied
4. Very dissatisfied
5. Don't know/Refused

The following questions are for classification purposes only.

25. Into which of the following age ranges do you fall?

1. 20-29
2. 30-39
3. 40-49
4. 50-59
5. 60 and older
6. Don't know/refused

26. What is your household income?

1. Less than \$25,000
2. \$25,000 to less than \$50,000
3. \$50,000 to less than \$75,000
4. \$75,000 to less than \$100,000
5. \$100,000 or more
6. Don't know/Refused

27. Do you have any further comments or suggestions regarding your electric utility?

28. Would you like to be contacted by <city> regarding new product and service offerings and/or be contacted regarding any questions or concerns you have? If so, please provide your name and email address:

Name: _____

E-mail: _____

That concludes my survey. Thank you very much for your time and have a nice day/evening.