



# Exhibit A

This section contains the full data results by question for the Rochester Public Utilities Customer Satisfaction Survey for July 2015.

## A Note Regarding the Interpretation of Aggregate Results

The computer processed data for this survey is presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample sub-group).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The meticulous analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. It is utilized to gauge some ordered or ranked meaning.

## Section :: Rating Area Organizations

1. Please think for a moment about the overall quality of customer service you receive from area organizations. As I read a list of area organizations and companies providing services to you, please rate each on the quality of their overall customer service. Please use a scale of one to ten where one is very good and ten is very poor. (Q1-5)

	Residential 2015 Total Good	Commercial 2015 Total Good
Your phone company	70.1%	74.1
Your cable TV company	51.2	67.2
Your internet provider	55.6	69.1
Your electric utility	84.6	88.6
Your gas company	83.5	86.9

6. How well does RPU compare with the ideal utility company? Please use a scale of one to ten where one is very close to the ideal and ten is not very close to the ideal.

	Residential 2015	Commercial 2015
Ideal (1-4)	79.0%	74.4
Neutral (5&6)	9.3	9.5
Not ideal (7-10)	5.2	4.9
Don't know (11)	6.5	11.1

## Section :: Rating the Electric Utility

Now, I will read you a list of different organizational characteristics. For each one please rate Rochester Public Utilities (RPU) on a scale of one (1) to ten (10) where one is very good and ten is very poor. (Q7-15)

	Residential 2015 Total Good	Commercial 2015 Total Good
Communicating with customers	89.1%	86.7
Responding promptly to customers	90.7	91.0
Helping customers conserve electricity	86.7	89.0
Being open and honest about company operations and policies	84.8	85.4
Maintaining modern and reliable infrastructure	88.0	90.3
Providing good service and value for the cost of electricity	85.0	85.5
Community involvement	85.1	86.4
Helpful and knowledgeable	90.0	88.2
Overall satisfaction with RPU	89.7	88.9

## Section :: Customer Service Representative

16. Have you called or visited a RPU office in the last 12 months?

	Residential 2015	Commercial 2015
Yes	40.7%	34.8
No	58.6	65.2
Don't know	0.7	--

17. Please tell me the purpose of the call or visit?

	Residential 2015	Commercial 2015
To pay bill	20.9%	27.4
Question on bill (not a complaint)	11.9	16.0
Report an outage	10.8	9.4
Install service	10.6	6.6
Address change	9.2	2.8
Service call	8.0	10.4
Rebate program	7.6	4.7
Set up payment arrangement	4.3	2.8
Disconnect service	1.6	0.9
High bill	1.6	4.7
Recycling Christmas lights	1.6	--
Set up online account / locked out of online account	1.4	--
Request an energy audit	1.2	2.8
Service Assured coverage / purchase / question	1.2	--
Repair	1.0	--
Schedule a visit	1.0	0.9
Pick up free calendar / LED bulbs	1.0	--
Update billing information	0.8	--
Request free trimming	0.8	--
Power surge protection	0.6	0.9
Remodeling question	0.6	--
Learn more / had a question about RPU programs	0.6	--
Work related	0.6	--
Locate a cabel	0.4	--
Renewable energy question	0.2	--
Complaint	0.2	--
Request meter check	--	0.9
Report a leak / main break	--	1.9
Returning call	--	0.9
More than one purpose	--	1.9
Renew contract	--	0.9
Don't remember	--	2.8

18. How satisfied were you with the service provided by the RPU employee?

	Residential 2015	Commercial 2015
Very satisfied	81.2%	77.4
Somewhat satisfied	14.5	15.1
Somewhat dissatisfied	1.0	1.9
Very dissatisfied	2.0	3.8
Don't know	1.2	1.9
Total satisfied	95.7	92.5
Total dissatisfied	3.0	5.7

19. Please tell me why you were somewhat or very dissatisfied.

	Residential 2015 (N=15)	Commercial 2015 (N=6)
Reason for contact was not resolved / question not answered	53.3%	33.3
Rude employee	13.3	16.7
Automated message / couldn't speak to live person	6.7	--
Online bill pay is cumbersome	6.7	--
Poorly managed / not customer focused	6.7	--
Disconnected services and still receiving notifications	6.7	--
Did not receive full refund	6.7	--
High rates	--	16.7
Unknowledgeable	--	16.7
No response	--	16.7

20. Generally, when you contact RPU, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?

	Residential 2015	Commercial 2015
RPU takes care of things the first time	90.6	83.0
Must have repeated contact	5.5	12.3
It varies	1.2	3.8
Don't know	2.7	0.9

## Section :: Field Service Representative

21. Have you had a field representative visit your home in the last 12 months?

	Residential 2015	Commercial 2015
Yes	5.8%	8.9
No	92.8	88.9
Don't know	1.3	2.3

22. Please tell me the purpose of the visit.

	Residential 2015	Commercial 2015
Meter reading	18.6%	11.1
Service problem	14.3	11.1
Repair	14.3	18.5
Install service	11.4	7.4
Energy audit	11.4	22.2
Routine check	10.0	11.1
Outage restoration	10.0	3.7
Locate a cable / mark a line	4.3	--
Tree trimming	2.9	--
Power surge protection	1.4	3.7
Inspection before digging	1.4	--
Invited to open house	--	3.7
Rebate forms	--	3.7
Don't know / don't remember	--	3.7
Disconnect service	--	--



23. How satisfied were you with the service provided by the RPU employee?

	Residential 2015	Commercial 2015
Very satisfied	81.4%	81.5
Somewhat satisfied	12.9	11.1
Somewhat dissatisfied	2.9	7.4
Very dissatisfied	1.4	--
Don't know	1.4	--
Total satisfied	94.3	92.6
Total dissatisfied	4.3	7.4

24. Please tell me why you were somewhat or very dissatisfied.

	Residential 2015 (N=3)	Commercial 2015 (N=2)
Was not informed of buried lines	33.3%	--
Poorly managed	33.3	--
Came in through wrong entrance	33.3	--
Issue not resolved	--	50.0
Provided inaccurate information	--	50.0

## Section :: Commercial and Industrial Customers

25. How satisfied are you with the way your RPU account manager handles your account?

	Commercial 2015
Very satisfied	55.1%
Somewhat satisfied	24.3
Somewhat dissatisfied	3.6
Very dissatisfied	0.7
Don't know	16.4
Total satisfied	79.4
Total dissatisfied	4.3

26. Please tell me how your RPU account manager could better serve the needs of you and your organization?

	Commercial 2015
Improve customer service / communication	46.2%
Rates / extra charges	23.1
No	15.4
Assign one person to account	7.7
Improved account assistants	7.7

27. Do you have any concern regarding the electric or water usage of your business for the coming years?

	Commercial 2015
No	90.8%
Rates increases / costs	6.2
Efficiency / usage concerns	1.3
Water / sewage rates	0.7
Stormwater runoff charge	0.3
Access to clean water	0.3
Yes (did not specify)	0.3

## Section :: Expectations

### 28. What are your top three expectations of RPU?

	Residential 2015	Commercial 2015
Provide continuous / reliable service	67.6%	42.6
Reasonable / competitive / low rates	49.4	37.4
Good customer service / open communication	21.5	22.6
Quick / prompt response to any issues	17.6	10.2
Good communication / issue updates	9.4	3.6
Energy efficiency / conservation programs / information	5.7	2.6
Environmentally friendly / renewable energy sources	5.2	1.0
Payment options / timely / accurate billing	4.5	1.0
None / nothing / don't know	4.1	24.3
Honesty / transparency	3.7	2.6
Availability / easy to contact	3.2	1.3
Competent employees / knowledgeable / can answer questions quickly	3.2	2.0
Good value for rates	3.2	1.3
Maintain infrastructure / invest in technology	3.1	1.0
Provide a quality product	2.4	1.0
Community involvement	1.7	0.7
Solve problems / fix what is broken	1.4	0.3
Educate customers / provide money saving information	1.4	--
Good, clean, quality water	1.2	0.3
Safety	1.2	--
Nothing / stay the same	1.7	3.0
Explanation of billing / surcharge explanations / clear billing	0.8	2.3
Neighbor energy efficiency comparison	0.8	--
Energy assistance for low income customers / work with customers on bill	0.7	--
Scheduled maintenance / visits from field reps	0.6	--

28. What are your top three expectations of RPU? (continued)

	Residential 2015	Commercial 2015
Proper rebates / promote rebates	0.5	--
Don't know / unsure	0.5	1.0
Frugality with money / operate efficiently	0.4	1.0
Organizes / forward thinking management / future goals	0.4	0.7
Improved / user friendly website	0.4	--
Other	0.4	1.3
Communicate less / stop sending customer comparisons	0.3	--
Remain in business	0.2	--
Provide cable service	0.2	--
Sewage service	0.2	--
Dig without calling	0.1	--
Utilize coal	0.1	--
Respect for my property	0.1	--
Control taxes	--	0.3

29. To what extent does RPU meet your expectations?

	Residential 2015	Commercial 2015
All of the time	51.1%	47.2
Most of the time	41.4	42.0
Some of the time	5.7	8.2
Not at all	0.8	0.3
Don't know	1.0	2.3
Total All & Most of the time	92.5	89.2
Total Some of the time & Not at all	6.5	8.5

### 30. Are there any specific areas you would like to see improved?

	Residential 2015	Commercial 2015
No / not sure / nothing / satisfied	74.5%	82.6
Reduce cost / rates	9.7	7.9
Meter readings need improvements / smart meter data available to customers	0.3	--
Alternative energy sources / more renewable energy	2.5	--
Bill pay options / easy / accurate / clear billing	1.4	--
Energy efficiency / more conservation programs	1.3	1.0
Increased reliability / less outages	0.9	0.7
Open / responsive / communication with customers	2.3	--
Improve website	0.5	--
Preventative actions / tree trimming / lines underground	0.9	--
Community involvement	0.2	--
Provide cable / internet service	0.5	--
Improve / maintain infrastructure	0.2	--
Offer more rebates / provide rebate faster	0.4	0.7
Send less mailers / stop spending money on mailers	0.6	--
Do away with extra charges	0.8	--
Want to stop receiving neighbor energy efficiency comparison mailers	0.9	0.3
Energy assistance / work with low income customers	0.2	--
Annual maintenance visits / notification before outage / clean up property after work completion	0.8	--
Provide value for cost	0.2	--
Office management	0.1	--
Better billing / paperless billing	--	2.3
Improved customer service	--	1.3
Management of streetlights / more streetlights	--	0.7
Disclosure of profits and asset allocation	--	0.7
Simplify billing / explain extra charges	--	1.0
Improved efficiency of field reps	--	0.3
Other	--	0.7

31. Would you say the rates you pay for electricity are very reasonable, somewhat reasonable, somewhat unreasonable, or not at all reasonable?

	Residential 2015	Commercial 2015
Very reasonable	23.9%	19.0
Somewhat reasonable	63.1	63.3
Somewhat unreasonable	6.8	5.6
Not at all reasonable	2.2	3.6
Don't know	4.0	8.5
Total reasonable	87.0	82.3
Total unreasonable	9.0	9.2

32. What cost saving options would you like RPU to consider in hopes of making electric rates more reasonable?

	Residential 2015	Commercial 2015
Don't know / not sure	43.5%	28.6
Expanding alternative energy / energy efficiency programs / go green	17.6	10.7
Do away with extra charges / surcharges	7.4	14.3
Reduce rates	6.5	17.9
Determine reasoning for cost / cost per hour	5.6	--
Reduce overhead / cut costs	4.6	10.7
Bring back coal / power plant / method used previously	2.8	--
Rewards program / reward loyal customers	1.9	--
Implement standard rate	1.9	--
Assistance for disables / low income customers	1.9	--
Reduced rates for "off peak" usage	0.9	3.6
Increase commercial usage	0.9	---
Reduce taxes on utilities	0.9	---
Privatize	0.9	---
Additional rebates / financing options	0.9	---
Additional payment plans	0.9	---
Compare itself to other utilities	0.9	---
Improved customer service	--	7.1
Offer grants for non profits	--	3.6
Reduce meter costs	--	3.6



## Section :: Information / Awareness

### 33. How would you best describe your relationship with RPU?

	Residential 2015	Commercial 2015
An advocate of RPU (provide high marks, would not switch, speak highly about RPU whenever possible)	5.7%	3.0
A loyal customer (provide high marks, unlikely to switch if given the opportunity)	32.0	25.9
A satisfied customer (provide relatively good marks for service received)	57.9	64.9
A less than satisfied customer (provide relatively low marks for services received)	3.4	5.6
Don't know	0.9	0.7

### 34. How would you best describe the level of trust you have in RPU

	Residential 2015	Commercial 2015
A great deal of trust	56.6%	53.4
Some trust	35.9	39.0
Limited trust	5.6	6.2
No trust	1.0	0.7
Don't know	0.9	0.7

35. Please tell me where you currently look for information about RPU?

	Residential	Commercial
Internet	39.4%	41.0
Mailings / direct mail	33.1	14.4
RPU website	23.2	15.4
Bill inserts	13.7	17.4
Brochures	7.7	2.0
Newspaper stories	6.7	1.6
Newspaper ads	5.2	1.0
TV news	4.0	1.3
None / don't look for information	3.6	6.6
TV advertising	3.2	0.3
Newspaper inserts	2.7	2.3
Phone / phonebook	2.3	--
Utility company	1.8	3.6
Radio news	1.7	1.0
Radio advertising	1.1	--
Email	1.1	2.3
Friends / neighbors / family	1.0	1.0
Billboards	0.7	0.7
Coworkers / employer	0.7	--
Social Media (e.g. Facebook)	0.5	--
Fairs / events	0.4	--
Phone / call	0.4	0.7
Government agencies	0.2	--
RPU office	0.2	--
Board meetings	0.2	--
Flyers	0.2	--
Library	0.1	--
Local media	0.1	--
Account manager / contact at RPU	--	0.3
School / classmates	--	--

36. And please tell me where you would prefer to look for information about RPU?

	Residential 2015	Commercial 2015
TV news	59.3%	0.7
Internet	41.8	41.6
RPU website	24.8	14.8
Mailings / direct mail	24.5	11.8
TV advertising	21.8	0.3
Radio news	12.4	0.7
Newspaper stories	8.6	1.3
Bill inserts	7.5	14.1
Brochures	6.2	1.0
Radio advertising	5.0	--
None / don't know / no preference	5.0	13.1
Phone / phonebook	4.6	1.3
Newspaper inserts	4.2	1.6
Newspaper ads	3.5	1.0
Email	3.0	2.0
Utility company	1.4	3.3
Billboards	1.1	0.3
Friends / neighbors / family	0.8	0.3
Social Media (e.g. Facebook)	0.7	0.3
Coworkers / employer	0.4	--
RPU office	0.3	--
Flyers	0.2	--
Local media	0.2	--
Bulletin post	0.2	--
Fairs / events	0.1	--
Phone application	0.1	0.3
Direct contact	--	1.0
School / classmates	--	--
Government agencies	--	--

## Section :: Billing

Now, I will read you a list of statements regarding your electric bill. For each one, please rate RPU on the following. Please use a scale of one (1) to ten (10) where one is very good and ten is very poor. (Q37-38)

	Residential 2015 Total good	Commercial 2015 Total good
RPU bills are easy to understand	91.8%	91.0
RPU bills accurately detail the <u>separate</u> charges for electricity and water from RPU and the City's wastewater and storm water charges	92.1	91.1

39. Would it be helpful for RPU to have longer office hours?

	Residential 2015	Commercial 2015
Yes	17.9%	12.1
No	73.0	82.0
Don't know	9.2	5.9

40. What day, if any, would you prefer for RPU to extend their office hours?

	Residential 2015	Commercial 2015
Monday	15.3%	13.5
Tuesday	3.3	2.7
Wednesday	6.0	2.7
Thursday	5.1	8.1
Friday	19.5	29.7
No preference	46.5	43.2
Don't know / unsure	4.2	--

41. Have you experienced any outages in the last 12 months?

	Residential 2015	Commercial 2015
Yes	31.9%	27.2
No	66.1	72.1
Don't know	2.0	0.7

42. How satisfied were you with the outage restoration time?

	Residential 2015	Commercial 2015
Very satisfied	58.0%	71.1
Somewhat satisfied	37.1	26.5
Somewhat dissatisfied	3.1	2.4
Very dissatisfied	1.0	--
Don't know	0.8	--
Total satisfied	95.0	97.6
Total dissatisfied	4.1	2.4

43. How strongly would you agree with the following statement: "Rochester Public Utilities is an environmentally responsible utility company." Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

	Residential 2015	Commercial 2015
Strongly agree	43.4%	52.1
Somewhat agree	44.3	36.1
Somewhat disagree	2.2	3.3
Strongly disagree	0.7	0.7
Don't know	9.2	7.9
Total agree	87.8	88.2
Total disagree	2.9	4.0

44. What suggestions do you have for RPU to be more environmentally responsible?

	Residential 2015	Commercial 2015
No suggestions / don't know	38.9%	25.0
Invest in alternative / sustainable energy	33.3	58.3
Cleaner source / use less coal	13.9	--
Offer energy audit / increase awareness of ways to conserve	5.6	--
Stop sending mailers	2.8	--
Bring coal power plant back	2.8	--
Stop dumping waste into lake	2.8	--
Expand clean coal technology	--	8.3
Too much spent on automobile charging stations	--	8.3

45. How important is it to you that RPU is a leader in alternative energy?

	Residential 2015	Commercial 2015
Very important	54.7%	52.5
Somewhat important	36.1	29.5
Somewhat unimportant	3.0	4.6
Not at all important	4.8	6.9
Don't know	1.4	6.9
Total important	90.8	82.0
Total unimportant	6.2	11.5

46. What, if any, of the following types of alternative energy would you like to see RPU involved in or more involved in moving forward? (multiple responses accepted)

	Residential 2015	Commercial 2015
Solar	62.6%	48.2
Natural gas (as generation fuel)	24.8	18.7
Nuclear energy	16.7	14.1
Biofuel	18.0	15.1
Wind	53.3	43.9
Geothermal	31.5	24.9
None	0.9	2.3
Don't know	9.7	23.0
Coal	0.2	--
Water	0.2	--
Hydrogen	0.2	--

47. How aggressive would you like RPU to be with respect to setting goals to reduce green house gas emissions considering that more aggressive measures typically result in a higher cost?

	Residential 2015	Commercial 2015
Very aggressive	19.2%	18.0
Somewhat aggressive	40.0	31.5
Somewhat conservative	27.6	23.6
Very conservative	8.8	6.2
Don't know	4.3	20.7
Total aggressive	59.2	49.5
Total conservative	36.4	29.8

48. What percentage increase would you be willing to pay on an average bill to compensate for increasing efforts to reduce green house gas emissions?

	Residential 2015	Commercial 2015
30% more	6.0%	2.0
20% more	10.8	5.6
10% more	29.0	18.7
5% more	25.1	23.9
Not willing to pay any more	25.6	40.0
Don't know	3.4	9.8

49. Do you currently utilize solar power?

	Residential 2015	Commercial 2015
Yes	4.9%	2.6
No	94.7	95.1
Don't know	0.4	2.3

Please tell me if you support RPU investigating any of the following service offerings or infrastructure improvements in the near future. Do you support... (Q50-54)

	Residential 2015 Total Yes	Commercial 2015 Total Yes
Installing and maintaining solar power for customer's homes and businesses	83.7%	70.8
Offering broadband internet to customer's homes and businesses	75.9	63.3
Offering Smart Grid digital meters for customer's homes and businesses	81.6	59.7
Developing "time of day" rates for customers	78.4	63.0
Moving electric lines underground	84.4	71.8



55. Would you be in favor of paying a higher rate for water and electricity as your usage increases?

	Residential 2015	Commercial 2015
Yes	50.4%	39.0
No	44.8	51.1
Don't know	4.7	9.8

56. Is there anything else you would like to tell RPU?

	Residential 2015	Commercial 2015
Nothing else	83.3%	90.2
Thank you / everything is great / keep doing a good job / satisfied	4.7	1.0
Reduce rates / don't raise rates	1.9	3.3
Clear billing / don't understand all charges	1.2	--
Invest in renewable / alternative energy sources	1.1	--
Expand services / provide / internet / cable	0.9	--
Don't believe neighbor usage comparison is accurate / useful	0.8	--
Shorten survey	0.7	--
Appreciate / find value in neighbor energy comparison	0.6	--
Website needs to be updated / user friendly / want to pay online without fee	0.5	--
Improve communication / responsiveness / issue updates	0.5	--
Environmentally friendly / go green / newsletter should be electronic	0.4	--
Invest in infrastructure updates	0.4	--
Waste water usage / bill is high	0.3	--
Provide additional conservation information / educate me how to conserve	0.3	0.7
Other	0.3	0.7
Online billing without fee	0.2	--
RPU is only option / would like additional options	0.2	--
Ensure viability of alternative energy	0.2	--
Generate your own power / open power plantDiversify board / management demographic	0.2	--
Diversify board / management demographic	0.2	--
Too frequent outages / improve reliability	0.2	--
Frugality in spending money / share financials	0.2	--
Less restrictions on electricians	0.2	--
Continue rebate program	0.1	--
Twitter outage updates are helpful	0.1	--
Provide discounts for long time customers	0.1	--
Field rep. visits for home function and safety	0.1	--

56. Is there anything else you would like to tell RPU? (continued)

	Residential 2015	Commercial 2015
Stop adding additional charge	--	1.6
Provide more information / keep exploring alternative energy	--	1.0
Stop sending usage mailer	--	0.3
Provide contact number on bill	--	0.3
Stay in Rochester	--	0.3
Improve management	--	0.3
Invest in underground wiring	--	0.3

## Section :: Demographics

### Residential Customers Only

57. Which of the following categories best reflects your age?

	Residential 2015
18 to 24	5.6%
25 to 34	19.3
35 to 44	15.2
45 to 54	13.1
55 to 64	16.2
65 or older	29.1
Refused	1.5

58. What is your highest grade of school completed?

	Residential 2015
Eighth grade or less	0.2%
Some high school	1.0
High school graduate or GED	14.4
Some technical school	0.8
Technical school graduate	3.4
Some college	16.4
College graduate	37.4
Post-graduate or professional degree	24.3
Refused	2.0

59. Which of the following categories best describes your total family income before taxes?

	Residential 2015
Under \$10,000	1.6%
\$10,000 to less than \$25,000	7.0
\$25,000 to less than \$40,000	11.6
\$40,000 to less than \$50,000	8.2
\$50,000 to less than \$60,000	10.0
\$60,000 to less than \$75,000	9.1
\$75,000 or more	29.0
Refused	23.6

60. What type of dwelling is your home?

	Residential 2015
Single family	68.1%
Town house or multi-family house	13.0
Apartment building	13.1
Mobile home	1.1
Condo	3.2
Other	0.4
Refused	1.1

61. Please tell me the current method used to heat your home.

	Residential 2015
Gas	76.1%
Electricity	18.6
Oil	0.6
Wood	0.5
Other	0.3
Don't know	1.7
Refused	0.9
Combination	0.6
Hot water	0.6
Propane	0.1

62. Do you currently rent or own?

	Residential 2015
Rent	23.4%
Own	75.7
Don't know	--
Refused	0.9

63. How long have you lived at your present address?

	Residential 2015
Less than 1 year	13.2%
1 to less than 5 years	27.5
5 to less than 10 years	17.3
10 to less than 15 years	11.9
15 to less than 20 years	8.2
20 years or more	20.4
Don't know	0.3
Refused	1.2

64. Gender (by observation).

	Residential 2015
Female	53.2%
Male	46.8

## Commercial Customers Only

### 65. How long has your company been a customer of RPU?

	Commercial 2015
Less than 1 year	3.9%
1 to less than 5 years	7.9
5 to less than 10 years	9.8
10 to less than 15 years	15.1
15 to less than 20 years	11.8
20 years or more	42.3
Don't know	5.9
Refused	3.3

### 66. How many employees do you have at your business?

	Commercial 2015
1 to 10	45.6%
11 to 20	15.1
21 to 30	7.5
31 to 40	2.6
41 to 50	2.0
51 to 60	1.6
61 to 70	0.3
71 to 80	2.0
81 or over	3.3
Don't know	10.8
Refused	9.2



67. What is the approximate square footage of your business?

	Commercial 2015
Less than 10K	32.5%
10K to 50K	8.2
Over 50K	1.6
Don't know	48.5
Refused	9.2

68. What is the average monthly electric bill for you organization?

	Commercial 2015
Less than \$500	30.5%
\$500 to \$1,000	3.9
\$1,001 to \$1,500	4.9
\$1,501 to \$2,000	1.0
\$2,001 to \$2,500	1.0
\$2,501 to \$3,000	2.6
\$3,001 to \$3,500	0.7
\$3,501 to \$4,000	0.3
Over \$4,000	2.6
Don't know	41.6
Refused	10.8



# Exhibit B

This section contains the actual approved survey instrument for the Rochester Public Utilities Customer Satisfaction Survey for July 2015.

2015 Customer Satisfaction Survey - FINAL

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Researcher: \_\_\_\_\_

Date: \_\_\_\_\_

Time start: \_\_\_\_\_

CB: \_\_\_\_\_

Time end: \_\_\_\_\_

Supervisor: \_\_\_\_\_

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Hello, my name is \_\_\_\_\_. I am a research assistant at GreatBlue Research. We are conducting an opinion survey for Rochester Public Utilities. For simplicity, I will refer to them as RPU for the remainder of this call. All information collected is strictly confidential. This is not a sales call. We have nothing to sell.

## RESIDENTIAL CUSTOMERS ONLY

Are you currently one of the heads of your household and eighteen years of age or older?

- 01 Yes (Continue)
- 02 No (Thank, ask for qualified respondent or terminate)

Are you currently a customer of and receive a regular monthly electric bill from RPU?

- 01 Yes (Continue)
- 02 No (Thank and terminate)

## COMMERCIAL CUSTOMERS ONLY

Are you one of the business owners, managers, supervisors or someone is most familiar with and a decision-maker when it concerns your monthly electric bill and electric service?

- 01 Yes (Continue)
- 02 No (Thank, ask for a qualified respondent or terminate)

Is your organization currently a customer of and receive a regular monthly electric bill from RPU?

- 01 Yes (Continue)
- 02 No (Thank and terminate)

## Rating Area Organizations

Please think for a moment about the overall quality of customer service you receive from area organizations. As I read a list of area organizations and companies providing services to you, please rate each on the quality of their overall customer service. Please use a scale of one to ten where one is very good and ten is very poor.

Company characteristics	VG										VP	DK
1. Your phone company	1	2	3	4	5	6	7	8	9	10	11	
2. Your cable TV company	1	2	3	4	5	6	7	8	9	10	11	
3. Your internet company	1	2	3	4	5	6	7	8	9	10	11	
4. Your electric utility	1	2	3	4	5	6	7	8	9	10	11	
5. Your gas company	1	2	3	4	5	6	7	8	9	10	11	

6. How well does RPU compare with the ideal utility company? Please use a scale of one to ten where one is very close to the ideal and ten is not very close to the ideal.

Very close to the ideal										Not very close to the ideal	
1	2	3	4	5	6	7	8	9	10	11	

## Rating the Electric Utility

Now, I will read you a list of different organizational characteristics. For each one please rate Rochester Public Utilities (RPU) on a scale of one (1) to ten (10) where one is very good and ten is very poor.

Company characteristics	VG									VP	DK
7. Communicating with customers	1	2	3	4	5	6	7	8	9	10	11
8. Responding promptly to customers	1	2	3	4	5	6	7	8	9	10	11
9. Helping customers conserve electricity	1	2	3	4	5	6	7	8	9	10	11
10. Being open and honest about company operations and policies	1	2	3	4	5	6	7	8	9	10	11
11. Maintaining modern and reliable infrastructure	1	2	3	4	5	6	7	8	9	10	11
12. Providing good service and value for the cost of electricity	1	2	3	4	5	6	7	8	9	10	11
13. Community involvement	1	2	3	4	5	6	7	8	9	10	11
14. Helpful and knowledgeable staff	1	2	3	4	5	6	7	8	9	10	11
15. Overall satisfaction with RPU	1	2	3	4	5	6	7	8	9	10	11

## Customer Service Representative

16. Have you called or visited a RPU office in the last 12 months?
- 01 Yes (Continue)
  - 02 No (Go to Q21)
  - 03 Don't know (Go to Q21)
17. Please tell me the purpose of the call or visit?
- 01 Install service
  - 02 Disconnect service
  - 03 High bill
  - 04 Question on bill (not a complaint)
  - 05 To pay bill
  - 06 Set up payment arrangement
  - 07 Address change
  - 08 Service call
  - 09 Request meter check
  - 10 Report an outage
  - 11 Request an energy audit
  - 12 Power surge protection
  - 13 Schedule a visit
  - 14 Other: \_\_\_\_\_
18. How satisfied were you with the service provided by the RPU employee?
- 01 Very satisfied (Go to Q20)
  - 02 Somewhat satisfied (Go to Q20)
  - 03 Somewhat dissatisfied (Continue)
  - 04 Very dissatisfied (Continue)
  - 05 Don't know (Go to Q20)
19. Please tell me why you were somewhat or very dissatisfied.
- 
- 
20. Generally, when you contact RPU, are things taken care of to your satisfaction the first time, or must you have repeated contact with them?
- 01 RPU takes care of things the first time
  - 02 Must have repeated contact
  - 03 It varies
  - 04 Don't know

## Field Service Representative

21. Have you had a field representative visit your home in the last 12 months?

- 01 Yes (Continue)
- 02 No (Go to Q25)
- 03 Don't know (Go to Q25)

22. Please tell me the purpose of the visit.

- 01 Install service
- 02 Disconnect service
- 03 Meter reading
- 04 Service problem
- 05 Routine check
- 06 Power surge protection
- 07 Outage restoration
- 08 Energy audit
- 09 Repair
- 10 Other: \_\_\_\_\_

23. How satisfied were you with the service provided by the RPU employee?

- 01 Very satisfied (Go to Q25)
- 02 Somewhat satisfied (Go to Q25)
- 03 Somewhat dissatisfied (Continue)
- 04 Very dissatisfied (Continue)
- 05 Don't know (Go to Q25)

24. Please tell me why you were somewhat or very dissatisfied.

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## Commercial and Industrial Customers (Residential Customers Skip to Q28)

25. How satisfied are you with the way your RPU account manager handles your account?

- 01 Very satisfied (Go to Q27)
- 02 Somewhat satisfied (Go to Q27)
- 03 Somewhat dissatisfied (Continue)
- 04 Very dissatisfied (Continue)
- 05 Don't know (Go to Q27)

26. Please tell me how your RPU account manager could better serve the needs of you and your organization?

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27. Do you have any concern regarding the electric or water usage of your business for the coming years?

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## Expectations

28. What are your top three expectations of RPU?

01 Expectation 1: \_\_\_\_\_

02 Expectation 2: \_\_\_\_\_

03 Expectation 3: \_\_\_\_\_

29. To what extent does RPU meet your expectations?

01 All of the time

02 Most of the time

03 Some of the time

04 Not at all

05 Don't know

30. Are there any specific areas you would like to see improved?

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31. Would you say the rates you pay for electricity are very reasonable, somewhat reasonable, somewhat unreasonable, or not at all reasonable?

01 Very reasonable (Go to Q33)

02 Somewhat reasonable (Go to Q33)

03 Somewhat unreasonable

04 Not at all reasonable

05 Don't know (Go to Q33)

32. What cost saving options would you like RPU to consider in hopes of making electric rates more reasonable?

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## Information/Awareness

33. How would you best describe your relationship with RPU?
- 01 An advocate of RPU (provide high marks, would not switch, speak highly about RPU whenever possible)
  - 02 A loyal customer (provide high marks, unlikely to switch if given the opportunity)
  - 03 A satisfied customer (provide relatively good marks for services received)
  - 04 A less than satisfied customer (provide relatively low marks for services received)
  - 05 Don't know
34. How would you best describe the level of trust you have in RPU?
- 01 A great deal of trust
  - 02 Some trust
  - 03 Limited trust
  - 04 No trust
  - 05 Don't know
35. Please tell me where you currently look for information about RPU?
- |    |                   |    |                               |
|----|-------------------|----|-------------------------------|
| 01 | 01 TV news        | 12 | Bill inserts                  |
| 02 | TV advertising    | 13 | Fairs/events                  |
| 03 | Radio news        | 14 | Friends/neighbors/family      |
| 04 | Radio advertising | 15 | Coworkers/Employer            |
| 05 | Newspaper stories | 16 | School/classmates             |
| 06 | Newspaper ads     | 17 | Government agencies           |
| 07 | Billboards        | 18 | Utility company               |
| 08 | Brochures         | 19 | Mailings/direct mail          |
| 09 | Internet          | 20 | Email                         |
| 10 | RPU website       | 21 | Social Media (e.g., Facebook) |
| 11 | Newspaper inserts | 22 | Other: _____                  |
36. And please tell me where you would prefer to look for information about RPU?
- |    |                   |    |                               |
|----|-------------------|----|-------------------------------|
| 01 | 01 TV news        | 12 | Bill inserts                  |
| 02 | TV advertising    | 13 | Fairs/events                  |
| 03 | Radio news        | 14 | Friends/neighbors/family      |
| 04 | Radio advertising | 15 | Coworkers/Employer            |
| 05 | Newspaper stories | 16 | School/classmates             |
| 06 | Newspaper ads     | 17 | Government agencies           |
| 07 | Billboards        | 18 | Utility company               |
| 08 | Brochures         | 19 | Mailings/direct mail          |
| 09 | Internet          | 20 | Email                         |
| 10 | RPU website       | 21 | Social Media (e.g., Facebook) |
| 11 | Newspaper inserts | 22 | Other: _____                  |

## Billing

Now, I will read you a list of statements regarding your electric bill. For each one, please rate RPU on the following. Please use a scale of one (1) to ten (10) where one is very good and ten is very poor.

Statements...	VG									VP	DK
37. RPU bills are easy to understand	1	2	3	4	5	6	7	8	9	10	11
38. RPU bills accurately detail the <u>separate</u> charges for electricity and water from RPU and the City's wastewater and storm water charges	1	2	3	4	5	6	7	8	9	10	11

## Custom Questions

39. Would it be helpful for RPU to have longer office hours?
- 01 Yes
  - 02 No (Got to Q41)
  - 03 Don't know/unsure (Go to Q41)
40. What day, if any, would you prefer for RPU to extend their office hours?
- 01 Monday
  - 02 Tuesday
  - 03 Wednesday
  - 04 Thursday
  - 05 Friday
  - 06 No preference
  - 07 Don't know/unsure
41. Have you experienced any outages in the last 12 months?
- 01 Yes (Continue)
  - 02 No (Go to Q43)
  - 03 Don't know (Go to Q43)
42. How satisfied were you with the outage restoration time?
- 01 Very satisfied
  - 02 Somewhat satisfied
  - 03 Somewhat dissatisfied
  - 04 Very dissatisfied
  - 05 Don't know
43. How strongly would you agree with the following statement: "Rochester Public Utilities is an environmentally responsible utility company." Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?
- 01 Strongly agree (Go to Q45)
  - 02 Somewhat agree (Go to Q45)
  - 03 Somewhat disagree
  - 04 Strongly disagree
  - 05 Don't know (Go to Q45)
44. What suggestions do you have for RPU to be more environmentally responsible?
- 
- 
45. How important is it to you that RPU is a leader in alternative energy?
- 01 Very important
  - 02 Somewhat important
  - 03 Somewhat unimportant
  - 04 Not at all important
  - 05 Don't know

46. What, if any, of the following types of alternative energy would you like to see RPU involved in or more involved in moving forward? (Researchers: Accept multiple responses)

- 01 Natural gas (as generation fuel)
- 02 Nuclear energy
- 03 Solar
- 04 Biofuel
- 05 Wind
- 06 Geothermal
- 07 Other: \_\_\_\_\_
- 08 Don't know

47. How aggressive would you like RPU to be with respect to setting goals to reduce green house gas emissions considering that more aggressive measures typically result in a higher cost?

- 01 Very aggressive
- 02 Somewhat aggressive
- 03 Somewhat conservative
- 04 Very conservative
- 05 Don't know

48. What percentage increase would you be willing to pay on an average bill to compensate for increasing efforts to reduce green house gas emissions? Would you say... (Researchers: Don't read the next lowest amount until the respondent says "no.")

- 01 30% more
- 02 20% more
- 03 10% more
- 04 5% more
- 05 Not willing to pay anymore
- 06 Don't know

49. Do you currently utilize solar power?

- 01 Yes
- 02 No
- 03 Don't know

Please tell me if you support RPU investigating any of the following service offerings or infrastructure improvements in the near future. Do you support...

Services	Yes	No	DK
50. Installing and maintaining solar power for customer's homes and businesses	1	2	3
51. Offering broadband internet to customer's homes and businesses	1	2	3
52. Offering Smart Grid digital meters for customer's homes and businesses	1	2	3
53. Developing "time of day" rates for customers	1	2	3
54. Moving electric lines underground	1	2	3

55. Would you be in favor of paying a higher rate for water and electricity as your usage increases?

- 01 Yes
- 02 No
- 03 Don't know/unsure

56. Is there anything else you would like to tell RPU?

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## Demographics

### RESIDENTIAL CUSTOMERS ONLY

57. Which of the following categories best reflects your age?
- 01 18 to 24
  - 02 25 to 34
  - 03 35 to 44
  - 04 45 to 54
  - 05 55 to 64
  - 06 65 or older
  - 07 Refused
58. What is your highest grade of school completed?
- 01 Eighth grade or less
  - 02 Some high school
  - 03 High school graduate or GED
  - 04 Some technical school
  - 05 Technical school graduate
  - 06 Some college
  - 07 College graduate
  - 08 Post-graduate or professional degree
  - 09 Refused
59. Which of the following categories best describes your total family income before taxes?
- 01 Under \$9,999
  - 02 \$10,000 to less than \$25,000
  - 03 \$25,000 to less than \$40,000
  - 04 \$40,000 to less than \$50,000
  - 05 \$50,000 to less than \$60,000
  - 06 \$60,000 to less than \$75,000
  - 07 \$75,000 or more
  - 08 Refused
60. What type of dwelling is your home?
- 01 Single family home
  - 02 Town house or multi-family house
  - 03 Apartment building
  - 04 Mobile home
  - 05 Condo
  - 06 Other: \_\_\_\_\_
  - 07 Refused
61. Please tell me the current method used to heat your home.
- 01 Electricity
  - 02 Oil
  - 03 Gas
  - 04 Wood
  - 05 Other: \_\_\_\_\_
  - 06 Don't know
  - 07 Refused

62. Do you currently rent or own?
- 01 Rent
  - 02 Own
  - 03 Don't know
  - 04 Refused
63. How long have you lived at your present address?
- 01 Less than 1 year
  - 02 1 to less than 5 years
  - 03 5 to less than 10 years
  - 04 10 to less than 15 years
  - 05 15 to less than 20 years
  - 06 20 years or more
  - 07 Don't know
  - 08 Refused
64. Gender (by observation).
- 01 Female
  - 02 Male

## COMMERCIAL CUSTOMERS ONLY

65. How long has your company been a customer of RPU?
- 01 Less than 1 year
  - 02 1 to less than 5 years
  - 03 5 to less than 10 years
  - 04 10 to less than 15 years
  - 05 15 to less than 20 years
  - 06 20 years ore more
  - 07 Don't know
  - 08 Refused
66. How many employees do you have at your business?
- 01 \_\_\_\_\_
  - 02 Don't know
  - 03 Refused
67. What is the approximate square footage of your business?
- 01 \_\_\_\_\_
  - 02 Don't know
  - 03 Refused
68. What is the average monthly electric bill for you organization?
- 01 \_\_\_\_\_
  - 02 Don't know/refused

69. Thank you for taking the time to participate in this survey. Along with conducting telephone surveys, GreatBlue Research is also hosting focus groups to discuss some of the topics in the survey in further depth.

Would you have any interest in participating in one of these groups? There is no obligation at this point, but if you do sign up today, you will be one of the first folks we call when we determine the date and time. Thanks!

- 01 Name: \_\_\_\_\_
- 02 Phone: \_\_\_\_\_
- 03 Email: \_\_\_\_\_
- 04 No, thank you