

FOR BOARD ACTION

Agenda Item # 3

Meeting Date:

6/30/09

SUBJECT: Customer Survey

PREPARED BY: Jim Walters, Director of Customer Relations

ITEM DESCRIPTION:

At the informal planning session that was held following the January 2009 board meeting, it was recommended by management to conduct a customer survey for future planning. The Utility Board agreed with staff's recommendation to survey customers in four key areas:

1. Environmental stewardship/Renewable generation
2. Carbon emissions
3. Pricing structure
4. Smart grid

Morgan Marketing Partners, Inc. (MMP), based in Madison, Wisconsin, was selected to conduct the survey. MMP completed the survey in partnership with Opinion Dynamics, Inc., based in Oakland California. The survey was developed in late March and completed by late April.

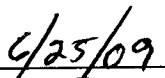
A condensed version of the survey will be presented by Megan Campbell of Opinion Dynamics.

UTILITY BOARD ACTION REQUESTED:

This is an informational item. No action is required.



General Manager



Date

ROCHESTER PUBLIC UTILITIES