

FOR BOARD ACTION

Agenda Item # 9

Meeting Date:

4/26/11

SUBJECT: Smart Grid Focus Groups – Summary of Results

PREPARED BY: Patty Hanson, Manager of Marketing and External Affairs


ITEM DESCRIPTION:

In March, RPU hired Confluence Marketing to perform multiple focus groups within each of the following market segments: residential, small commercial and medium to large commercial. The intent of the focus groups was to learn from our customers in an open, relaxed atmosphere what they knew about Smart Grid.

Today's presentation is a summary of the results.

UTILITY BOARD ACTION REQUESTED:

This is an informational item. No action is requested from the Board.


General Manager


Date