

# Community Engagement: Creating Customer Satisfaction

## Strengthening Public Power

# Introductions

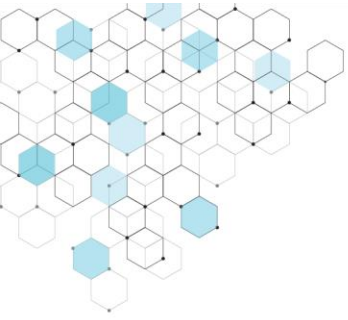
## **Deb Clark - Supervisor, External Communications**

- Over 20 years of experience leading community engagement strategies in diverse communities across North Carolina through well-designed communications programs focused on connecting the organization to wide-ranging stakeholders.

## **Rhian Ray – Manager, Government Affairs**

- More than a decade of experience in advocacy and public policy from all sides of the industry: government affairs, legislative staff, agency staff, and campaigns.





# PUBLIC POWER'S STRATEGIC PRIORITIES

## **FUTURE-FOCUSED**

Develop a future-focused mindset



## **STRENGTHEN PUBLIC POWER**

Build public and political support for public power

## **PROVIDE SUPERIOR POWER**

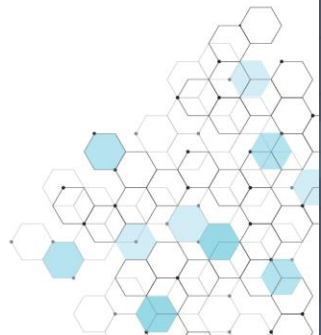
Deliver reliable, affordable, and sustainable electric power

## **CUSTOMER-CENTERED INNOVATION**

Innovate and invest to better serve our customers and communities

## **PEOPLE**

Leverage our people as our greatest asset



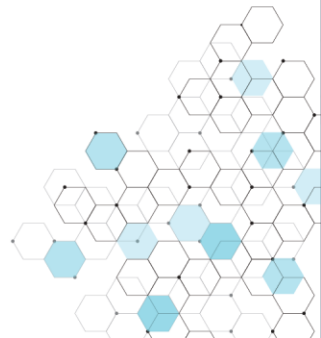


PUBLIC POWER'S  
**STRATEGIC PRIORITIES**



**STRENGTHEN PUBLIC POWER**

Build public and political support for public  
power





**What is Community Engagement?**



**American Water Works  
Association**

*Dedicated to the World's Most Vital Resource*

The American Water Works Association (AWWA) defines community engagement as the process of involving residents, businesses and other stakeholders in decisions that have the potential to impact them.



Penn State University's [Department of Agricultural Economics, Sociology, and Education](#) defines community engagement as improving community involvement to achieve long-term and sustainable outcomes, processes, relationships, discourse, decision-making, or implementation.

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# Why is Community Engagement Important?





**When and How - Details are the Key to Success**





**Engage with the Media as a Stakeholder**

**Take 10 Minutes to Communicate**



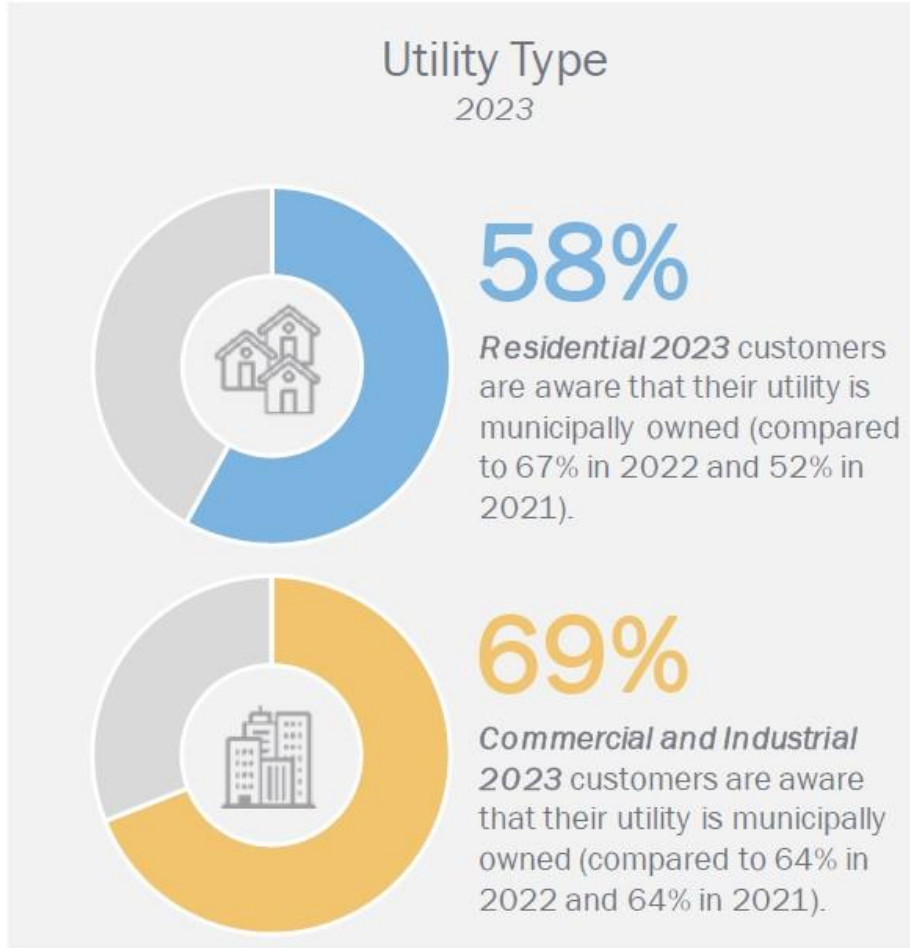
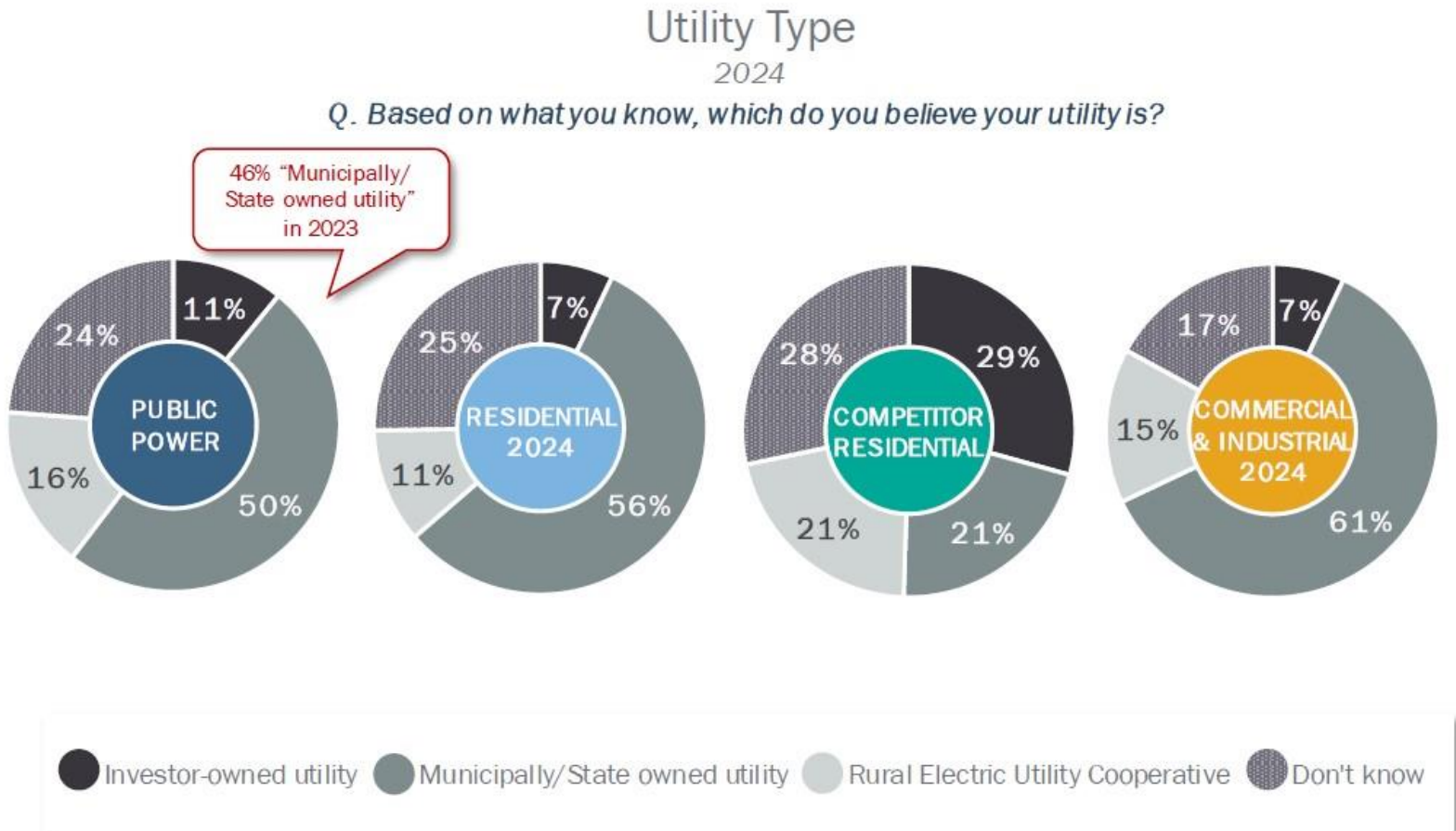
# Measures of Success



**HOW MANY OF YOU HAVE PARTICIPATED IN THE ELECTRICITIES  
RETAIL CUSTOMER SURVEY?**



# Half of Public Power 2024 customers can correctly identify their utility as publicly owned, an increase of +4 points from 2023.

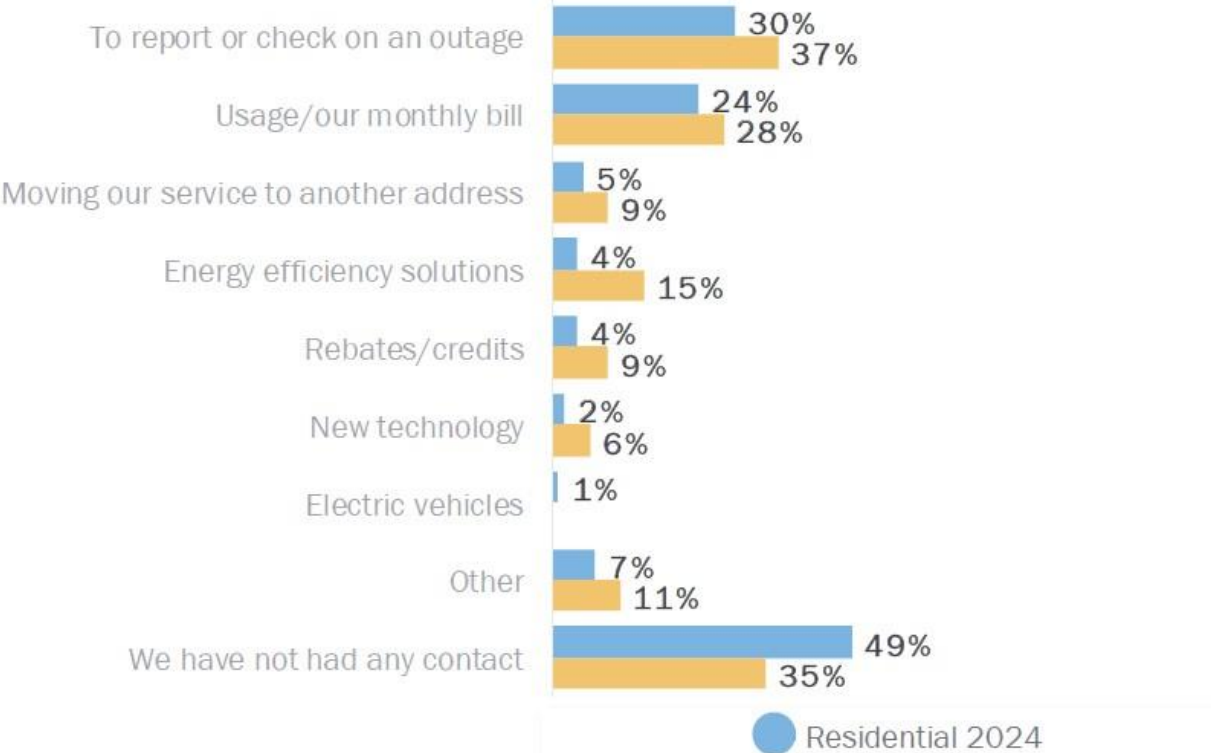


Base: Public Power (n=503), Residential 2024 (n=1,402), Competitor Residential (n=553), Commercial & Industrial 2024 (n=54)  
 Q\_UTILITYTYPE. Based on what you know, which do you believe your utility is?

Half of Residential 2024 and two-thirds of Commercial & Industrial 2024 customers had contact with their utility in the past year. These contacts are primarily about an outage, followed by questions about their bill/usage.

### Engagement with Utility in Past 12 Months

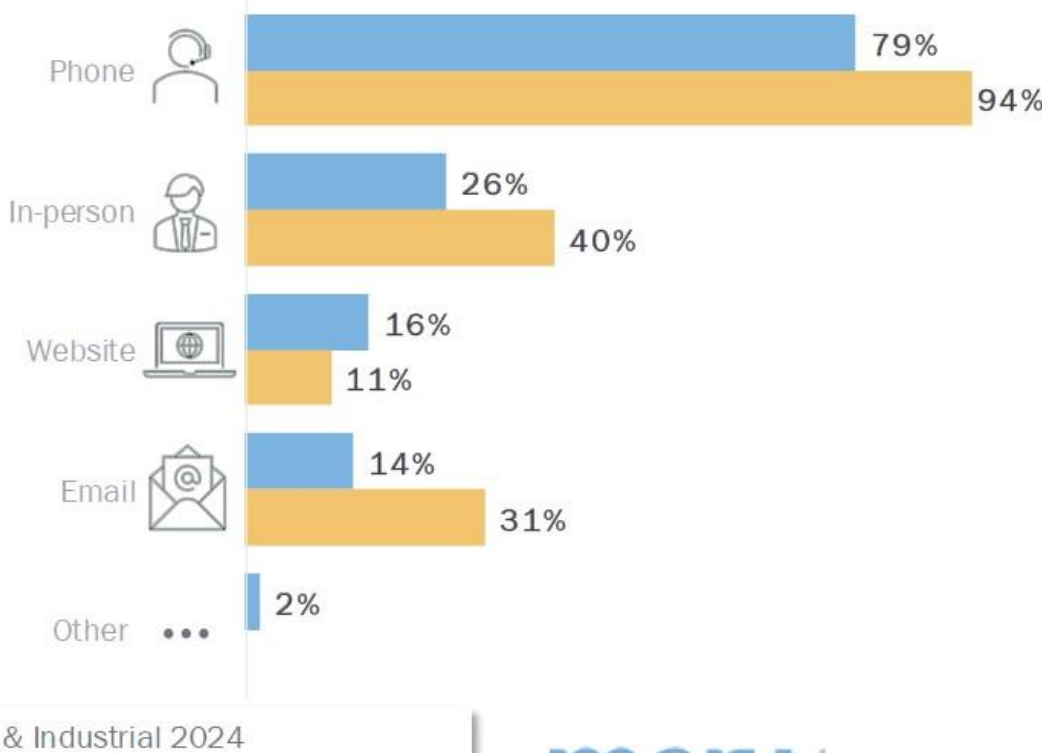
Q. Have you had any contact with your utility about any of the following in the past 12 months?



### How Engaged with Utility Provider

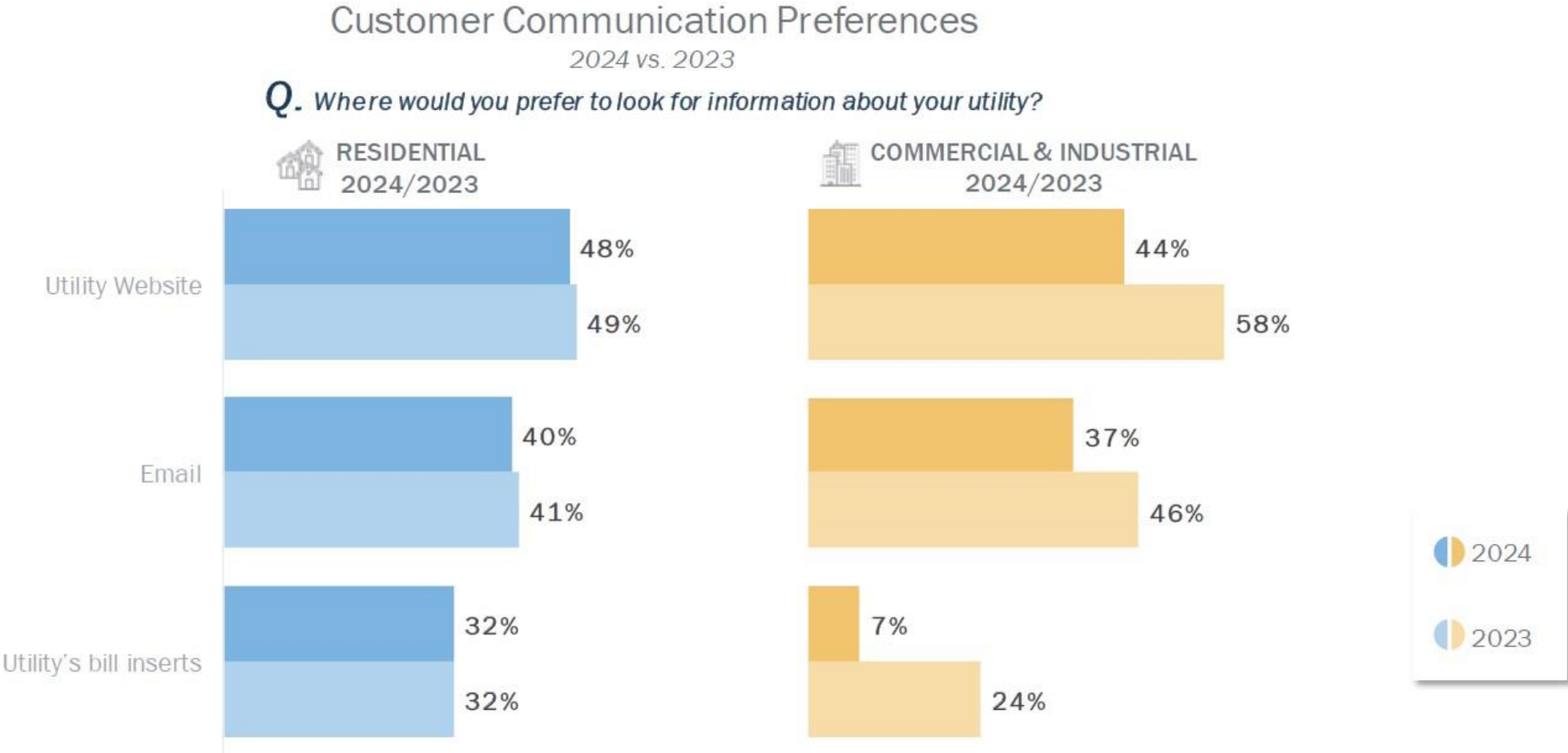
Among those who had contact in the past 12 months

Q. Which of the following ways did you communicate with your utility?



Base: All Respondents - Residential 2024 (n=1,402), Commercial & Industrial 2024 (n=54)  
 Q\_ElectricEngage. Have you had any contact with your utility about any of the following in the past 12 months? Please select all that apply.  
 Base: Had contact with utility in past 12 months - Residential 2024 (n=717), Commercial & Industrial 2024 (n=35\*)  
 Q\_Contact. Which of the following ways did you communicate with your utility?

Communication preferences are relatively stable year-over-year for Residential 2024. There are some shifts in Commercial & Industrial 2024, but this may be due to a limited sample size.



Base: All Respondents - Residential 2023 (n=2,194), Commercial & Industrial 2023 (n=157); Residential 2024 (n=1,402), Commercial & Industrial 2023 (n=54)  
 Q\_Communication. Where would you prefer to look for information about your utility?

# Community Engagement Strengthens Government Affairs





# Questions, feedback, and discussion



# Connect with us! We are here to help!

- Join Communications Committee – **Meets the third Wednesday of each month for only one hour.**
- Sign up to receive **Weekly Wire** and stay updated on all things #publicpower.
- Subscribe to Capital Connections – A monthly newsletter featuring government affairs topics for our members.

# Connect with us! We are here to help!

ElectriCities Communications Website for more information – scan the QR Code.



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for you and your  
staff!**

  
**ELECTRICITIES**  
of NORTH CAROLINA, INC.

*We Invite You To*

# **DIGITAL MARKETING 101**

**A virtual workshop on  
August 21, 2024, at 1:30PM**

- ❖ Learn the importance of your digital presence
- ❖ Understand the value & how to advocate for resources
- ❖ Gain deeper insights about your customers
- ❖ Review best practices with marketing experts

**Let's tackle your  
digital marketing challenges together!**

Please share this invitation with your team and  
RSVP by using the QR code below.

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