



AGENDA ITEM NO.: 5.A.1
MEETING DATE: 02/09/2026
ADMINISTRATIVE REPORT NO.: 2026-50
ACTION: FOR INFORMATION ONLY

To: Honorable Public Utilities Board

Submitted by: IS/

Chris Ferrara
AGM – Customer & Energy Resources

From: Kim Ish
Senior Communications Specialist

Approved by: IS/

Tim Haines
General Manager

Subject: For Information Only, California Municipal Utilities Association Residential Customer Survey Results from GreatBlue Research

RECOMMENDATION

For information only, California Municipal Utilities Association Residential Customer Survey results from GreatBlue Research.

BACKGROUND

Alameda Municipal Power (AMP) annually surveys customers to gain a deeper understanding of their perceptions of the utility, satisfaction with service provided, and interest in various products and services. The survey alternates between commercial and residential customers each year.

Consulting firm GreatBlue Research conducted a comprehensive survey of 535 random respondents from AMP’s residential customer list between September–October 2025. Areas surveyed include overall satisfaction with AMP; reliability of electric service and outage management; billing clarity, accuracy, and payment experiences; customer service quality and responsiveness; perceptions of electric rates and value received; awareness and engagement with utility programs and services; and effectiveness of communication and level of trust in AMP.

The survey results contain an over-sample of the California Municipal Utilities Association (CMUA) state-wide survey, which is used to compare AMP’s results with aggregate results of other municipalities and investor-owned utilities (IOUs) in the state.

DISCUSSION

Key findings for AMP’s 2025 residential customer satisfaction survey include higher positive ratings across all organizational characteristics—with notable gains in positive ratings for value, affordability, and restoring power quickly, from the previous residential survey in 2023. AMP’s average positive rating outperformed all other groups including municipal utilities (+22.2 percentage points) and IOUs (+21.6 percentage points).

Customer service maintains high marks at 77.6 percent, but declined by 9 percentage points from 2023. However, nearly two-thirds of customers had issues resolved on first contact, outperforming municipal utilities and IOUs by 6.3 percentage points and 13.8 percentage points, respectively. Respondents with first-contact resolution reported significantly higher satisfaction overall.

Four-fifths of respondents rated outage response time as acceptable, consistent with 2023 and municipal and IOU counterparts. However, AMP outage communication methods trailed its counterparts by approximately 20 percent, aligning with respondents' satisfaction of its digital tools compared to other municipal and IOU respondents. Over 77.8 percent of respondents said the frequency of AMP communications is “about right”, with infrastructure updates and emergency preparedness being the topics of most interest, same as 2023.

Respondents provided feedback on electric vehicles (EVs) and electrification, including three-out-of-10 customers who are considering an EV, 17.2 percentage points down from 2023 and still citing range and cost as top barriers, while charger availability concerns declined. Over four-fifths of EV-interested customers would participate in an off-peak charging program. Interest in electrification products were strongest for heat pump water heaters and induction stoves, while “up-front costs” limit adoption.

Rates and affordability remain strong differentiators for AMP customers, with 86.2 percent of respondents finding AMP's rates reasonable—significantly more than municipal utilities (+21.8 percentage points) and IOUs (+23.8 percentage points). Three-fifths of customers know AMP's rates are on average 44.5 percent lower than neighboring utilities; those aware of this comparison show significantly higher trust and satisfaction in AMP compared to those who are unaware. “Keeping utility rates affordable” is the most preferred future utility investment AMP can ensure for its customers.

Representatives from GreatBlue Research will elaborate on the 2025 residential customer satisfaction survey results and discuss considerations for the utility. Results from this customer satisfaction survey provide insight for the updated strategic plan.

FINANCIAL IMPACT

There is no financial impact.

ENVIRONMENTAL REVIEW

No actions are recommended for approval, therefore, no CEQA review is required. (*Save Tara v. City of West Hollywood* (2008) 45 Cal.4th 116.)

Furthermore, Alameda Municipal Power finds that its actions are not a project as defined by CEQA Guidelines Section 15378, which excludes “continuing administrative...activities” and “organization or administrative activities of governments...” Alameda Municipal Power further

finds that it can be seen with certainty that there is no possibility that the activity will result in a direct or reasonably foreseeable indirect change in the environment. The report involves the disclosure of factual information, and there is no potential for direct or indirect changes in existing conditions as a result.

Alameda Municipal Power further finds that its actions are exempt pursuant to CEQA Guidelines §§ 15268, which excludes ministerial actions. Alameda Municipal Power further finds that its actions are exempt from CEQA, including but not limited to CEQA Guidelines Section 15061(b)(3). More specifically, Alameda Municipal Power finds its action is subject to the commonsense exemption because it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment.

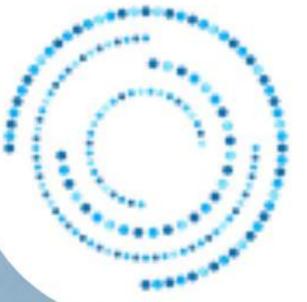
LINKS TO STRATEGIC PLAN AND METRICS

Customer Experience, Strategy 1: AMP will define and promote our brand to improve awareness and value of the community-owned utility.

Customer Experience, Strategy 3: AMP will maximize opportunities to meet customer needs.

EXHIBITS

A. GreatBlue Research Presentation



**ALAMEDA
MUNICIPAL POWER**

A Department of the City of Alameda

Report of Findings

Residential Electric Customer Satisfaction Study 2025

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Aggregate Data

(Provided Separately)





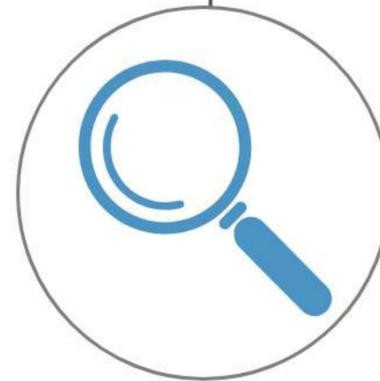
Research Objectives

- GreatBlue Research was commissioned by Alameda Municipal Power (hereinafter “AMP”) to conduct additional research among its residential customers as part of a larger statewide research initiative involving municipal and investor-owned utilities in California.
- The primary goals of this research study were to assess customers' satisfaction with AMP, compare those satisfaction ratings with those of Muni and IOU customers across California, uncover perceptions of their utility, and explore their interest in various utility-related products and services.
- The outcome of this research will enable AMP to a) more clearly understand customer satisfaction drivers and areas of concern, b) act on near-term opportunities for improvement and, c) create a strategic roadmap to enhance customer engagement, satisfaction, and long-term trust.

Areas of Investigation

The 2025 AMP Residential Electric Customer Satisfaction Study leveraged a quantitative research methodology to address the following areas of investigation:

- Overall satisfaction with AMP
- Reliability of electric service and outage management
- Billing clarity, accuracy, and payment experiences
- Customer service quality and responsiveness
- Perceptions of electric rates and value received
- Awareness and engagement with utility programs and services
- Effectiveness of communication and level of trust in AMP



Research Methodology Snapshot

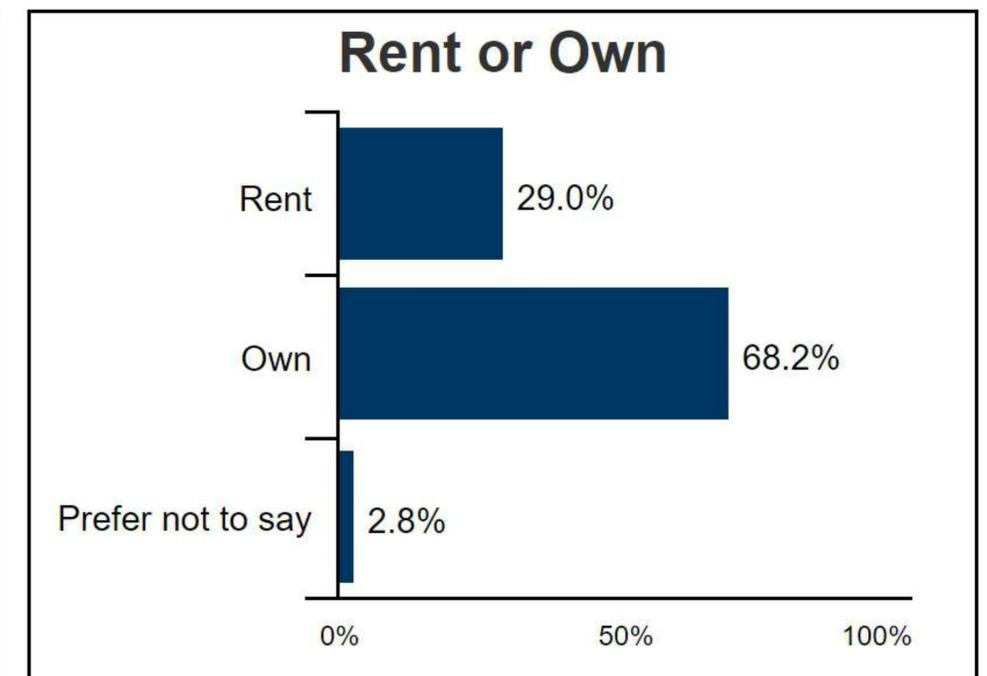
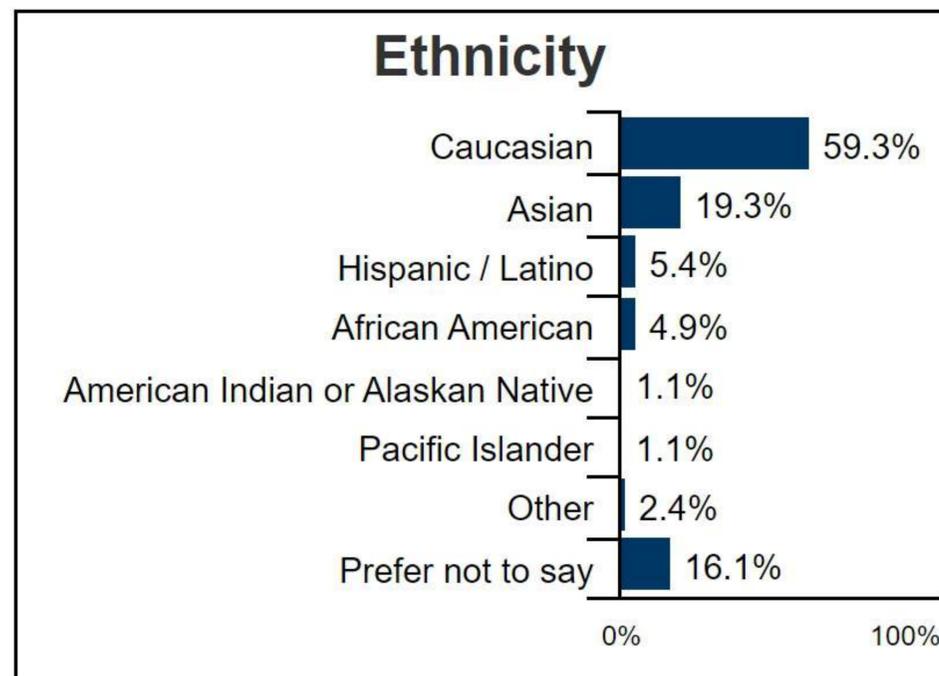
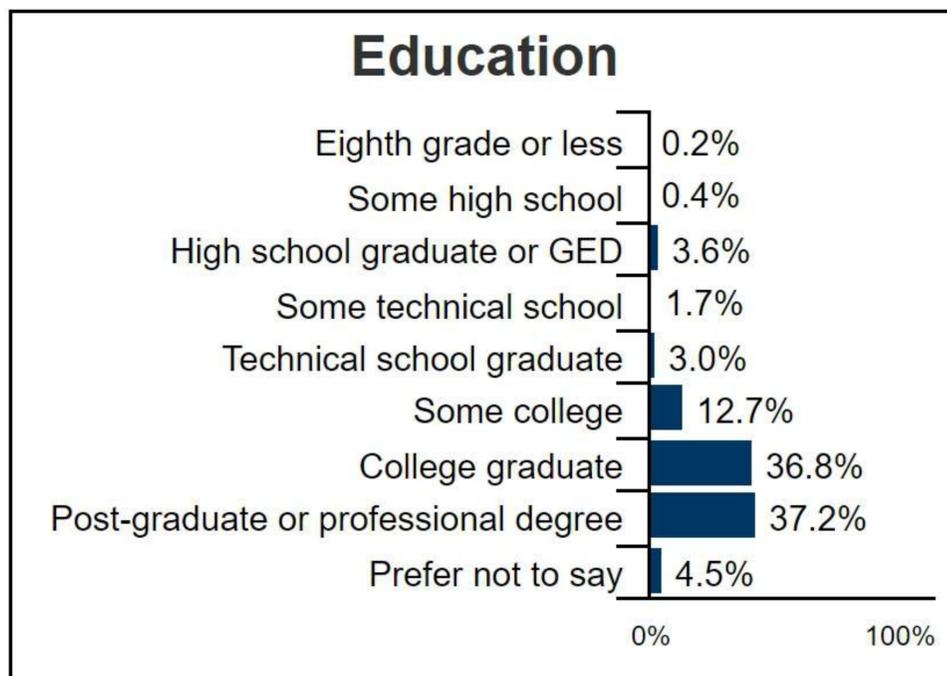
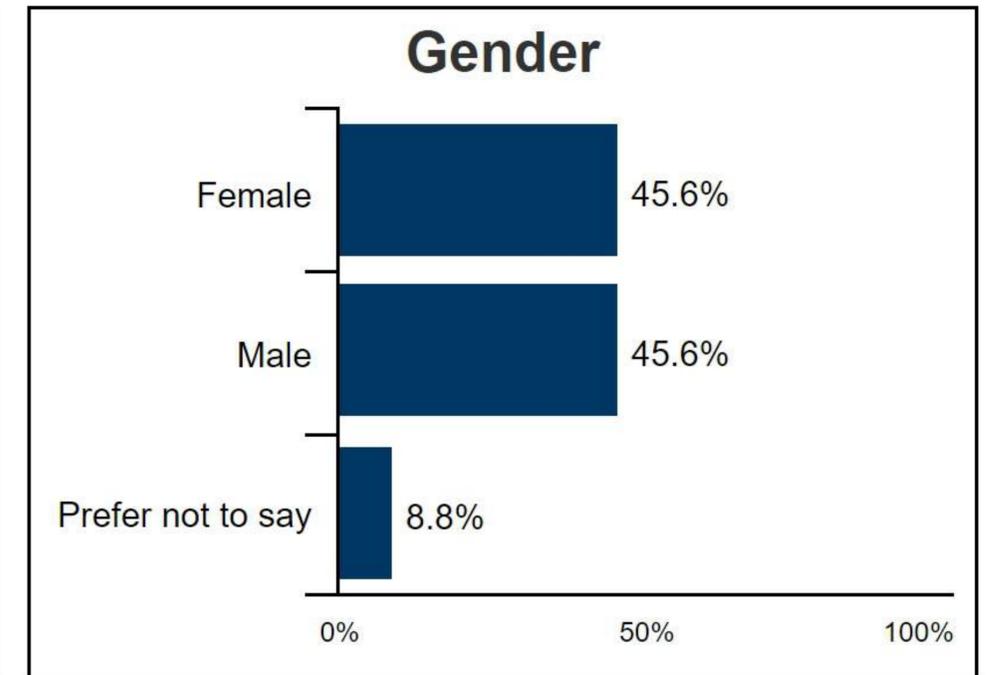
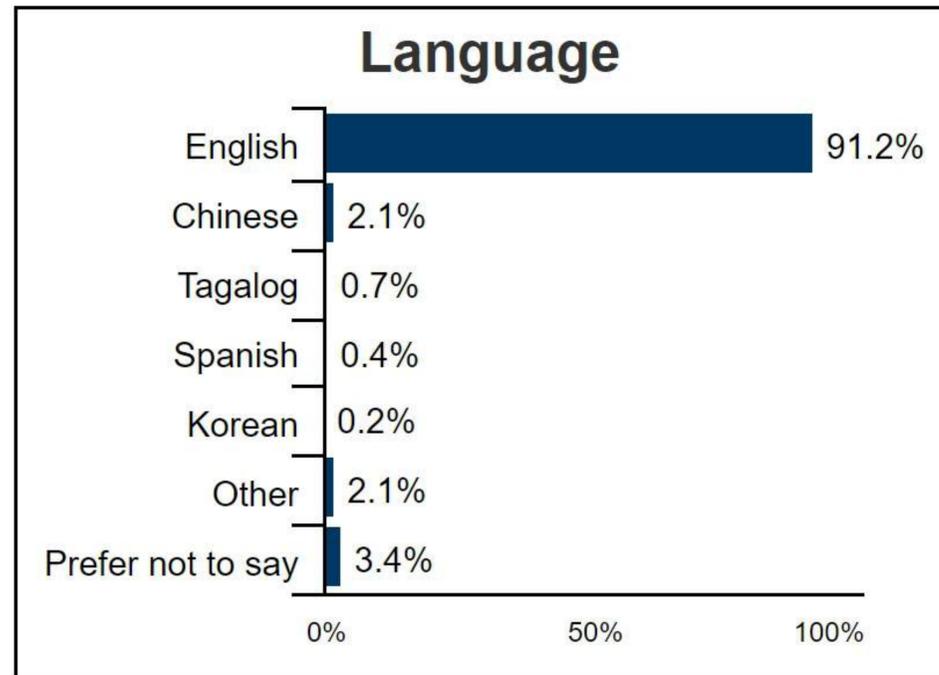
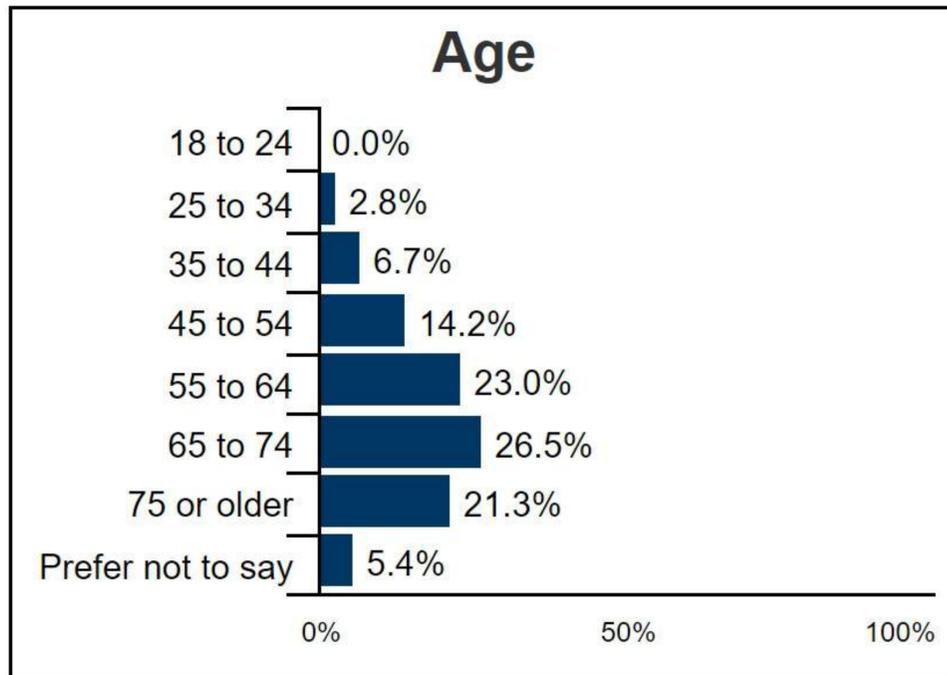


Methodology Digital	No. of Completes AMP 2025: 535 AMP 2023: 400	No. of Questions 77*	Quality Assurance Dual-level**	Sample Customer List
Target Residential AMP Electric Customers	Muni: 900 IOU: 300	Margin of Error +/- 4.18%	Confidence Level 95%	Research Dates September 18 - October 6, 2025

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Data quality personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

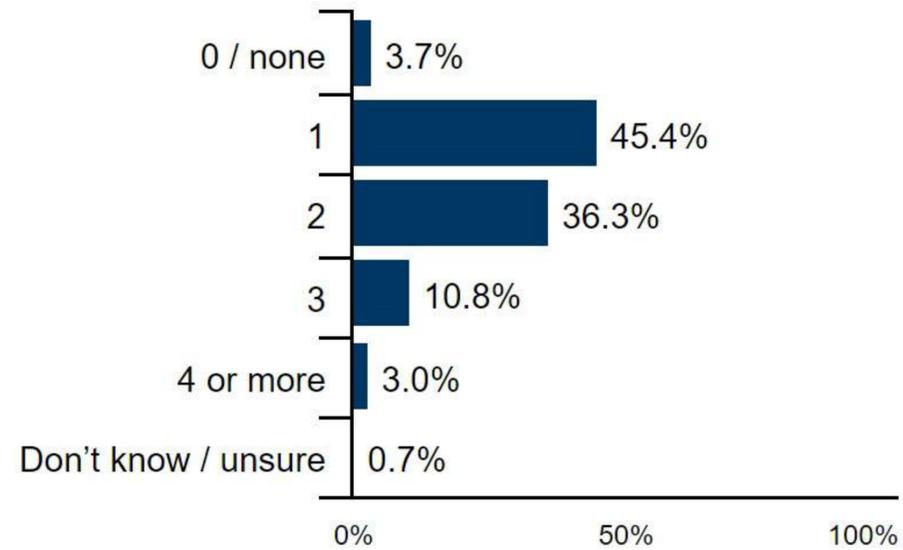
Respondent Profile | Demographics



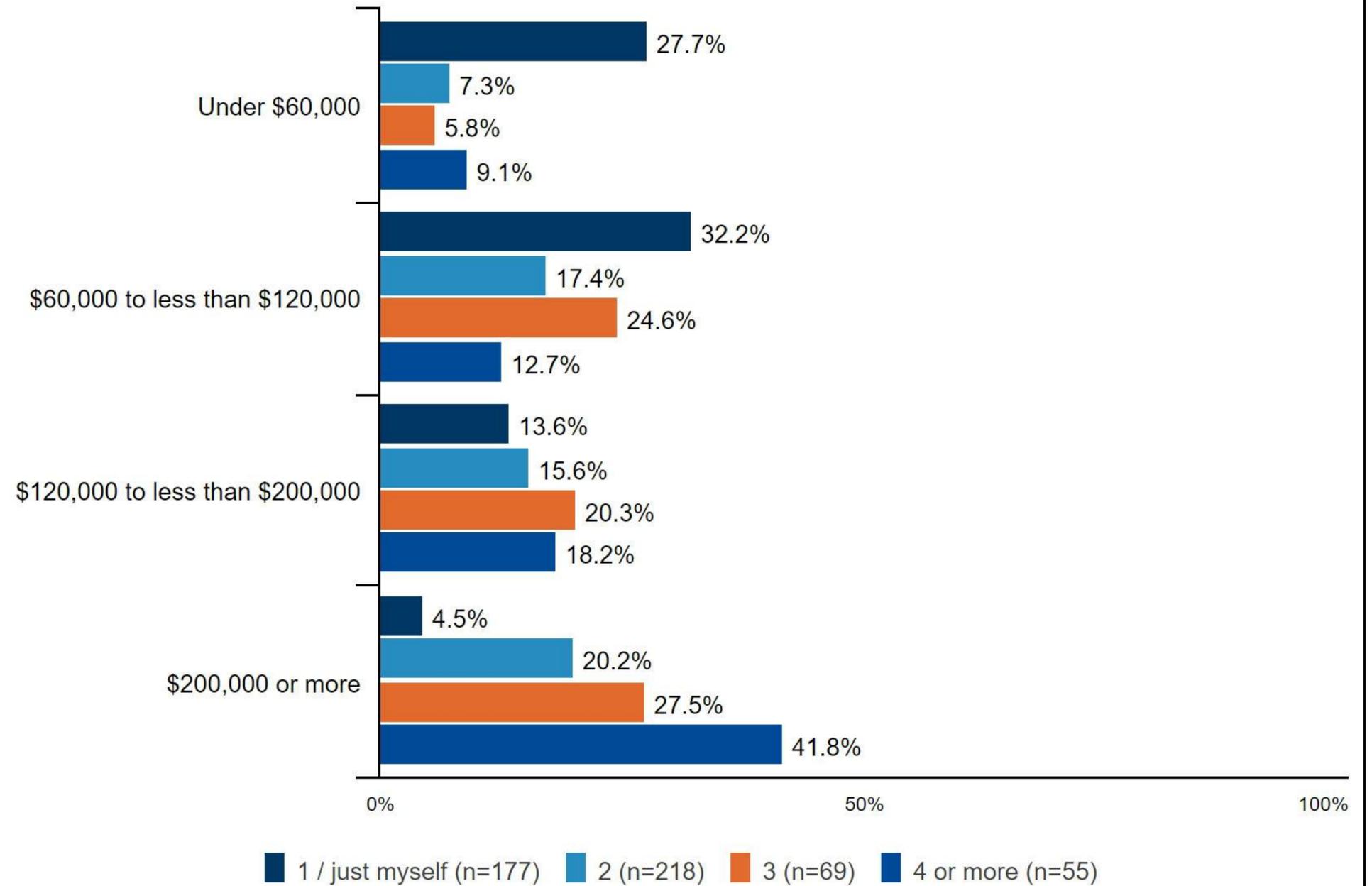
Respondent Profile | Demographics



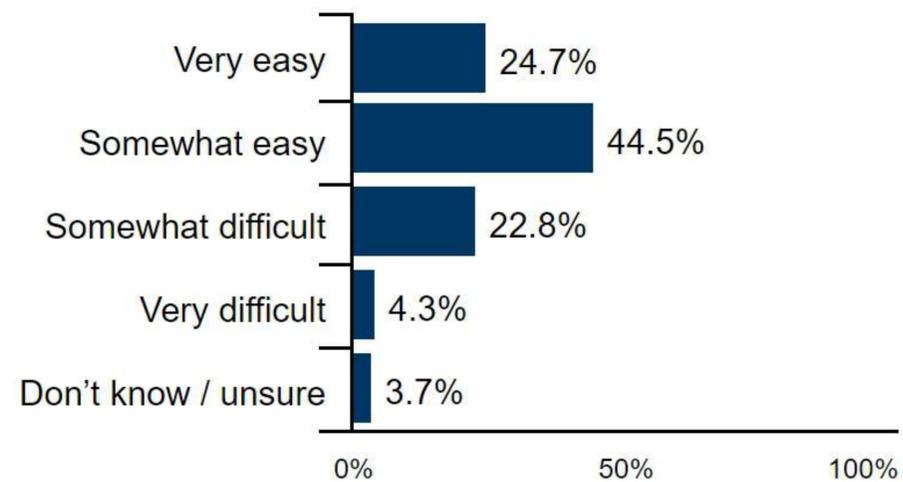
Vehicle Access



Household Income by Size of Household



Ease of Maintaining Standard of Living



Key Study Findings

Key Metrics and Future Investments

Satisfaction | Organizational Characteristics

In 2025, the average positive rating across organizational characteristics among AMP respondents was higher than 2023 (+4.2 percentage points). Furthermore, there was a significant increase in positive ratings for "providing good service and value for the cost of electricity" (+7.4 percentage points), "providing affordable electric service for customers" (+5.5 percentage points), and "restoring power in a reasonable amount of time after an outage" (+4.9 percentage points).

Notably, 2025 AMP ratings outperformed muni 2025 ratings, IOU 2025 ratings, and 2024 PPDS national ratings across all characteristics, and as a result the utility achieved a higher average positive rating than each respective group (detailed comparisons bulleted below):

- Muni 2025: +22.2 percentage points
- IOU 2025: +21.6 percentage points
- PPDS 2024: +17.4 percentage points

	AMP		Muni	IOU	
	2023	2025			
Providing consistent and reliable electric service to customers	93.6%	95.0%	69.0% (-)	73.2% (-)	76.0%
Restoring power in a reasonable amount of time after an outage	87.6% (-)	92.5%	65.7% (-)	70.1% (-)	72.2%
Keeping customers and employees safe	89.0%	90.9%	-	-	-
Overall satisfaction with AMP	86.4%	89.2%	-	-	-
Being committed to green, renewable, or carbon-free energy	-	88.9%	59.9% (-)	59.7% (-)	-
Providing good service and value for the cost of electricity	78.6% (-)	86.0%	62.5% (-)	59.8% (-)	65.7%
Maintaining modern and reliable infrastructure	-	84.7%	64.5% (-)	63.0% (-)	69.9%
Community involvement	76.6%	82.4%	57.6% (-)	56.0% (-)	63.9%
Providing affordable electric service for customers	76.1% (-)	81.6%	-	-	-
Communicating with customers	75.7%	80.8%	62.4% (-)	66.0% (-)	66.8%
Responding promptly to customer questions and complaints	78.5%	79.6%	63.0% (-)	65.1% (-)	68.4%
Being open and honest about company operations and policies	74.6%	79.5%	58.6% (-)	53.9% (-)	65.4%
Offering innovative programs and services	75.0%	74.2%	57.4% (-)	62.6% (-)	60.3%
Helping customers use less electricity	68.4%	73.5%	61.3% (-)	59.2% (-)	59.2%
Average	80.0%	84.2%	62.0% (-)	62.6% (-)	66.8%

"Don't know" responses removed; Please note that PPDS and AMP ratings are unweighted

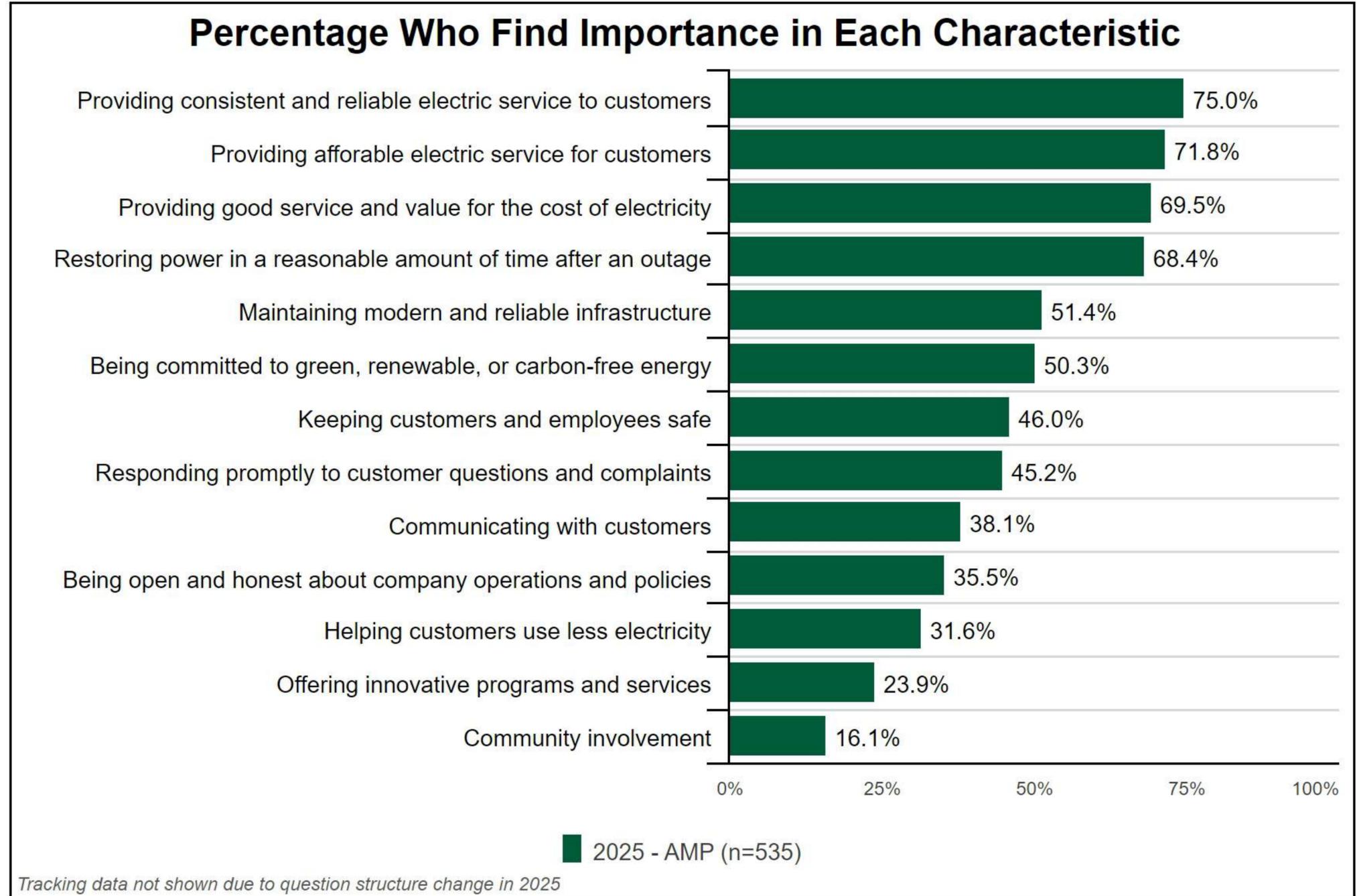
n=400 (AMP 2023), n=535 (AMP 2025), n=900 (Muni 2025), n=300 (IOU 2025), n=12,000 (National PPDS 2024)

[organizational_characteristics]: Please rate AMP on the following characteristics using a scale of one to ten where one (1) means very poor and ten (10) means very good.

(+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Satisfaction | Most Important Characteristics

The top four most important organizational characteristics in 2025 were "providing consistent and reliable electric service to customers," "providing affordable electric service for customers," "providing good service and value for the cost of electricity," and "restoring power in a reasonable amount of time after an outage."

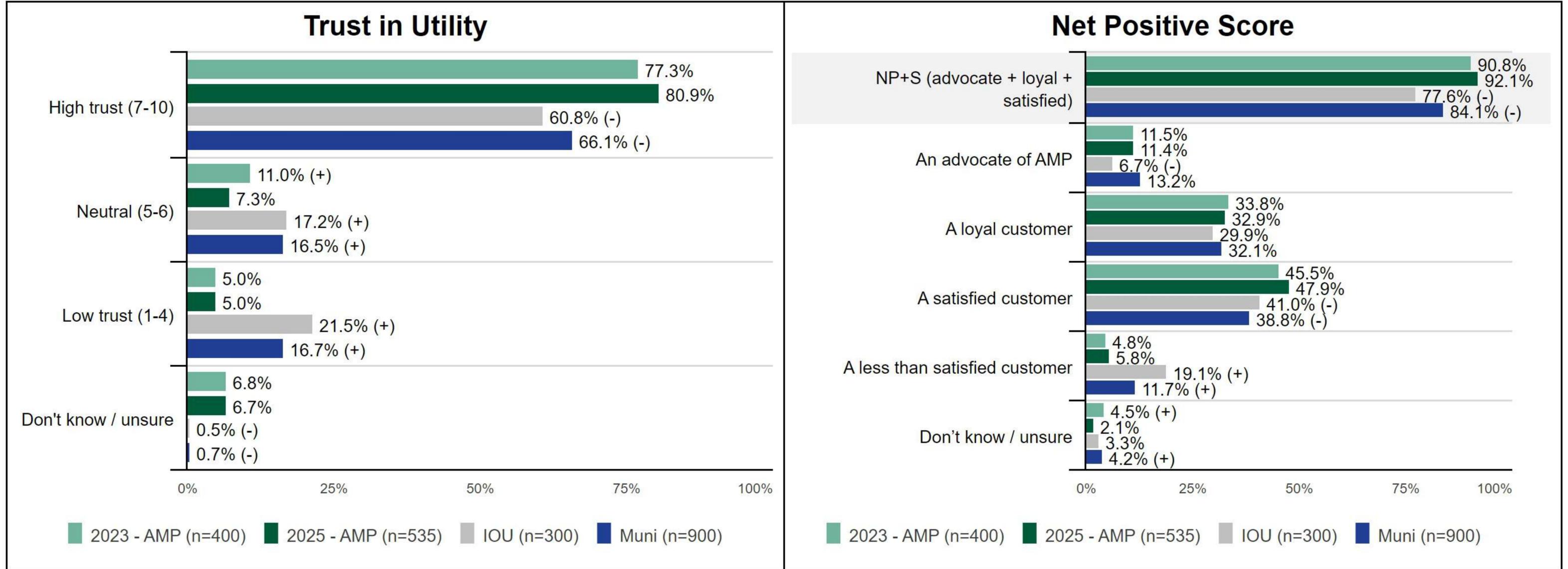


[organizational_characteristics_importance]: Among the characteristics you just rated, what are the most important to you as a customer of AMP? (Select all that apply)

Satisfaction | Trust and Net Positive Score



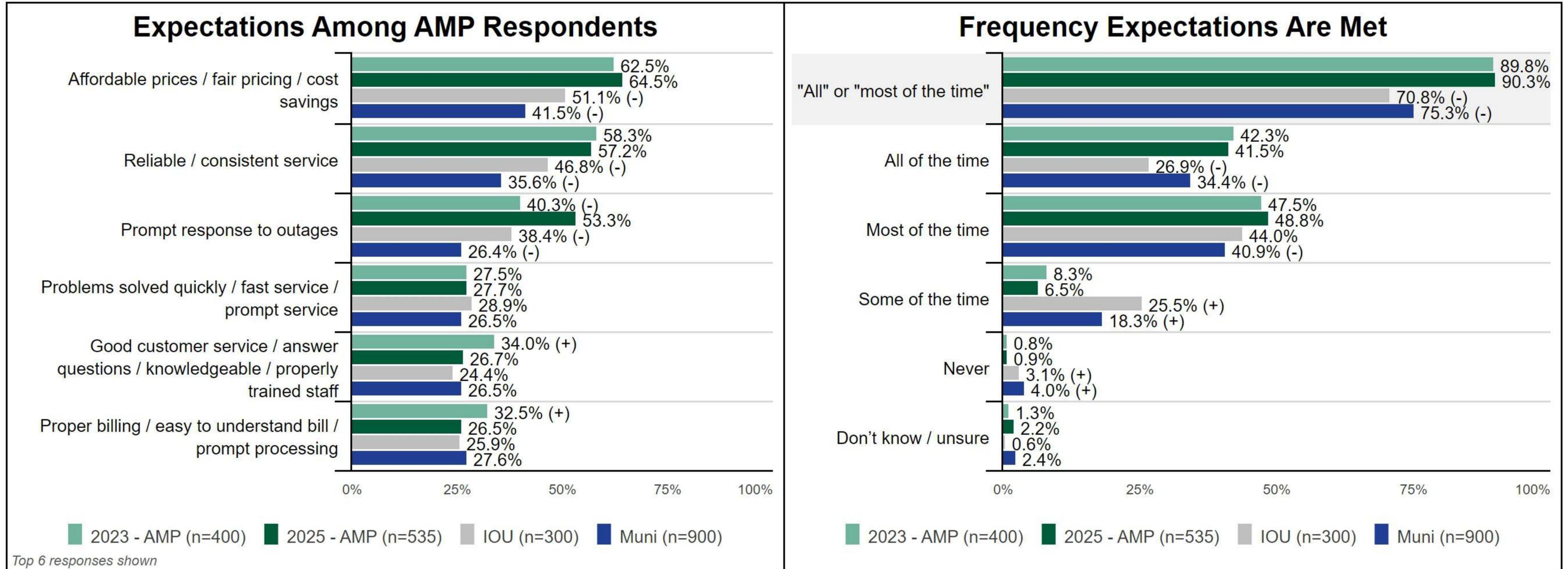
Four-fifths of AMP respondents in 2025 reported high trust in their utility, which is higher than in 2023 (+3.6 percentage points), and significantly higher than 2025 IOU findings (+20.1 percentage points) and 2025 muni findings (+14.8 percentage points). Furthermore, AMP respondents in 2025 provided an NP+S (net positive score) of 92.1%, which is consistent with 2023 and significantly higher than both 2025 IOU findings (+14.5 percentage points) and 2025 muni findings (+8.0 percentage points).



[overall_trust]: How much do you trust AMP? Please use a scale of one to ten where one (1) means you do not trust them at all and ten (10) means you trust them completely.
 [nps]: Which of the following best describes your relationship with AMP?
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Satisfaction | Top Expectations

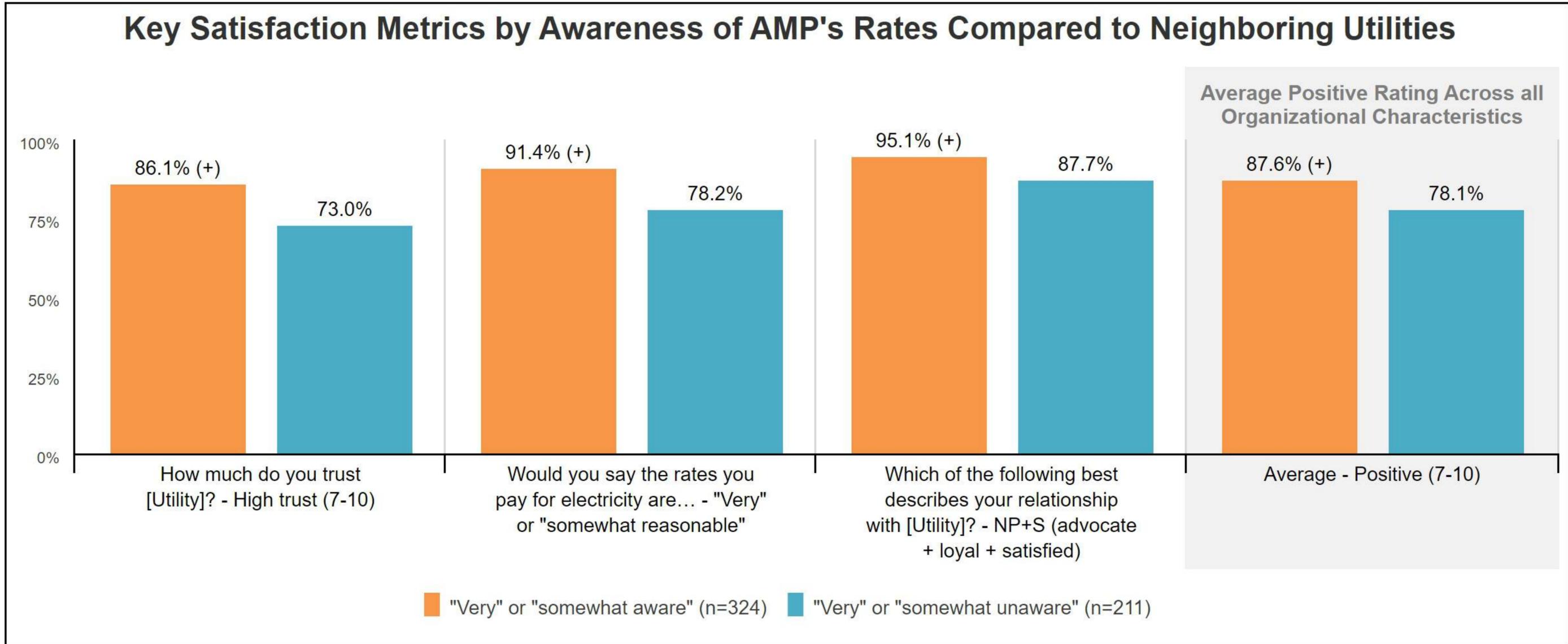
The top expectations among AMP respondents were affordability and reliability, similar to 2023 findings. However, "prompt response to outages" also rose to prominence in 2025, with significantly more naming it among their expectations of AMP in 2025 compared to 2023 (+13.0 percentage points). Nine-out-of-ten AMP respondents in 2025 reported their expectations are met "all" or "most of the time," which is significantly more compared to 2025 muni findings (+15.0 percentage points) and 2025 IOU findings (+19.5 percentage points).



[top_expectations]: Everyone has expectations of the service organizations they do business with over time. What are the top three expectations you have regarding the service you receive from AMP? (Select up to three responses)
 [meeting_expectations]: Does AMP meet your expectations...
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Satisfaction | Effect of Rate Comparison

60.6% of respondents were aware that "AMP's rates are on average 45.5% less than neighboring utilities." Significantly more AMP respondents in 2025 who were aware of this provided positive ratings for their trust in AMP and their perception of its electric rates, as well as a significantly higher NP+S and average positive rating across all organizational characteristics, compared to those who were unaware of this rate comparison.



(+/-) indicates statistical significance at a 95% confidence level compared to those who are either "very" or "somewhat unaware" of AMP's lower rates compared to neighboring utilities

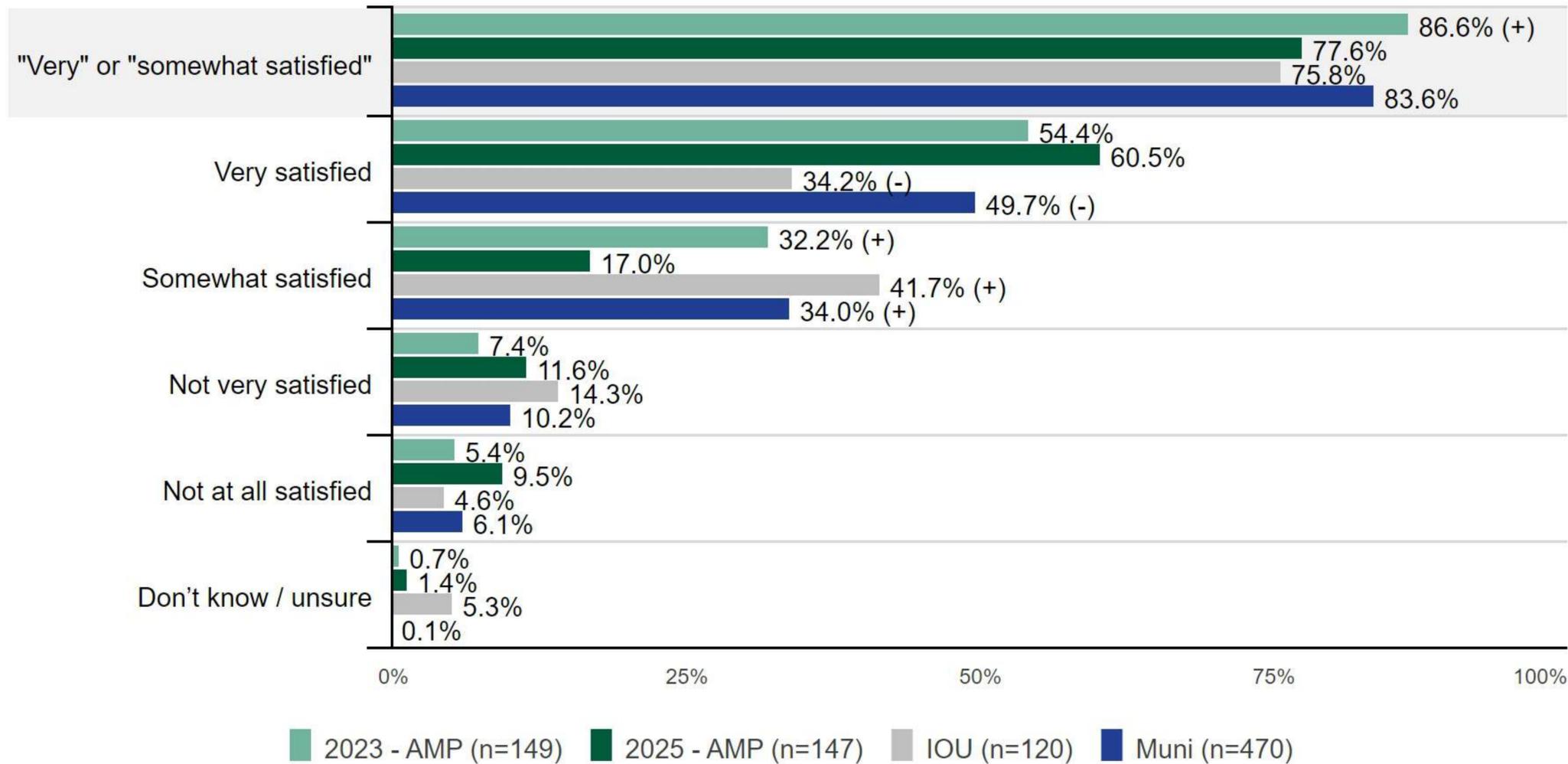
Customer and Field Service

Customer Service | Contact Reasons & Methods



Of the 147 respondents who interacted with AMP in 2025, over three-quarters were either "very" or "somewhat satisfied" with their customer service experience - a significant decline compared to 2023 (-9.0 percentage points) and fewer than 2025 muni findings (-6.0 percentage points). The most common reason for contact in 2025 was to "ask for information about programs or rebates," which was a new option in 2025, and telephone was the most common contact method.

Satisfaction with Customer Service Experience



Top Reasons for Contact

	2023	2025
	AMP	AMP
Ask for information about programs or rebates	0.0% (-)	21.1%
Question on bill (not a complaint)	16.8%	14.3%
Report an outage	10.7%	10.2%
Activate service	11.4%	7.5%

Top 4 shown; "ask for information about..." was introduced as an option in 2025

Top Contact Methods

	2023	2025
	AMP	AMP
By telephone	59.1%	61.9%
Received or sent an email to AMP	11.4%	17.7%
Visited AMP's website	18.1%	12.9%
Visited the office or service center	6.0%	4.8%

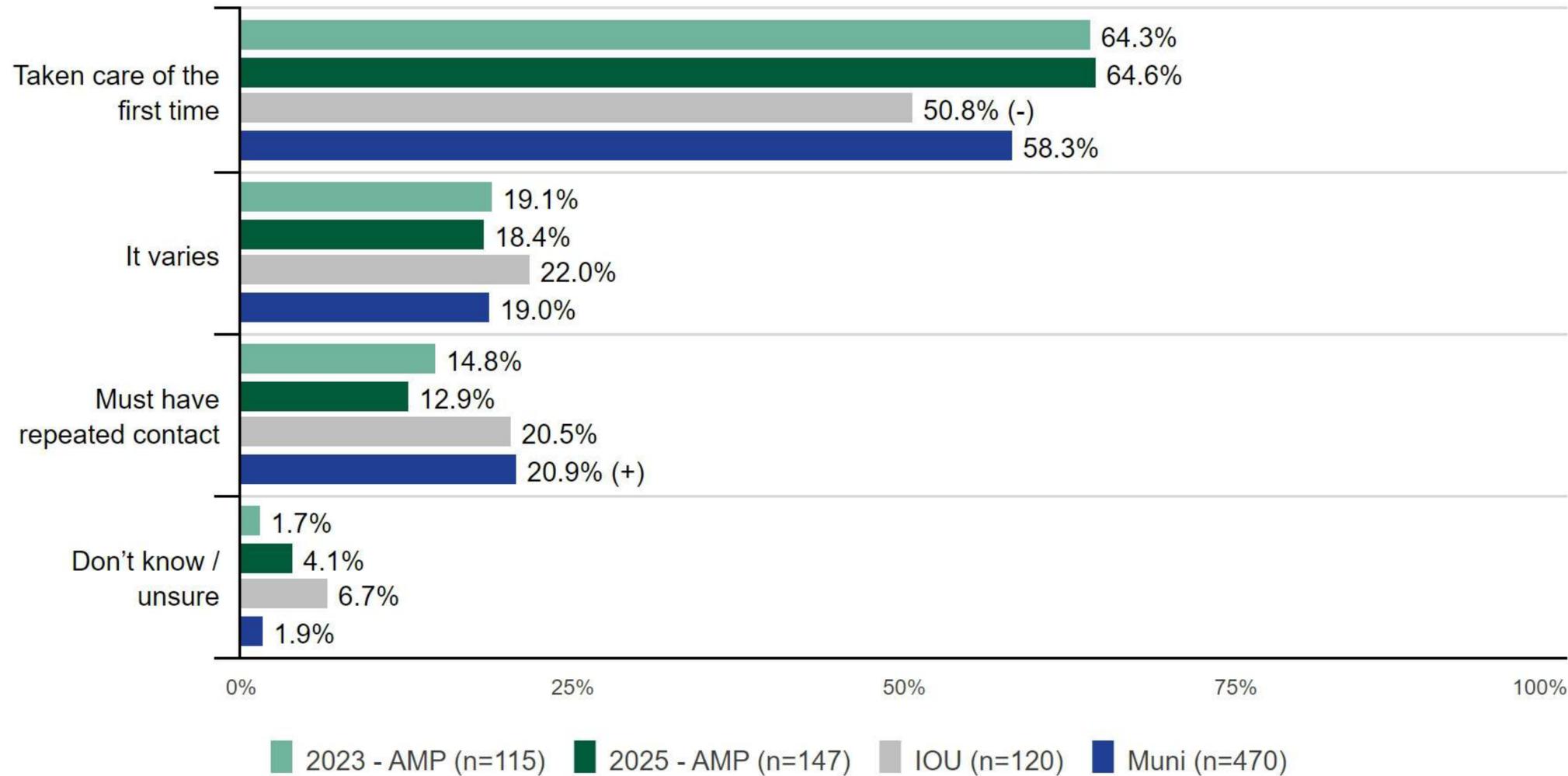
Top 4 shown

[customer_service_contact_reason]: What was the purpose of the contact?
 [customer_service_contact_method]: Which of the following methods did you use to contact AMP?
 [customer_service_satisfaction]: How satisfied were you with your experience contacting AMP?
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Customer Service | Contact Resolution

Nearly two-thirds of AMP respondents in 2025 had their issue taken care of on first contact with their utility, on par with 2023 findings, higher than 2025 muni findings (+6.3 percentage points), and significantly higher than 2025 IOU findings (+6.3 percentage points). The most common reasons prompting multiple contacts among AMP respondents in 2025 were for a "lack of resolutions in previous contact(s)," a "billing issue," and due to a "service outage or reliability concern."

Contacts Needed to Resolve Issue



Reasons Prompting Multiple Contacts

	AMP	IOU	Muni
<i>Base size</i>	19	21	103
Lack of resolution in previous contact(s)	26.3%	1.6% (-)	8.0% (-)
Billing issue (e.g., incorrect charges, payment problems)	15.8%	7.9%	21.3%
Service outage or reliability concern	10.5%	27.1%	14.2%
New service setup or disconnection	5.3%	8.0%	19.4%
Difficulty reaching the right department or representative	5.3%	5.8%	16.1%
Account or service change request	5.3%	18.7%	3.0%
Other	31.6%	0.0% (-)	3.3% (-)

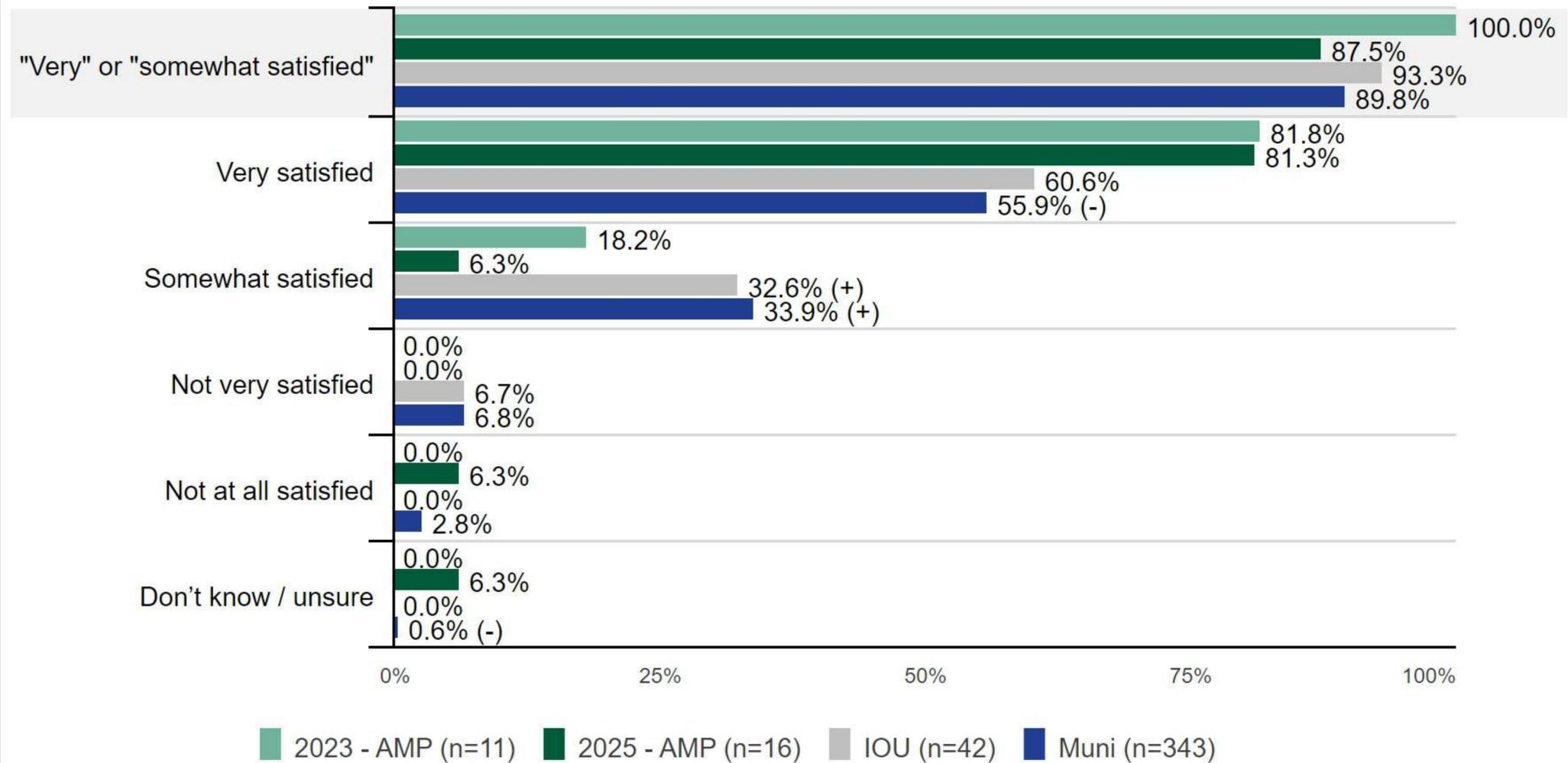
Only asked to those who needed multiple contacts to resolve their issue; No tracking data

[issue_resolution]: Generally, when you contact AMP, are things taken care of to your satisfaction the first time, or do you need to have repeated contact with them?
 [multi_contact_resolution]: For what reason did you require multiple points of contact with AMP?
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Customer Service | Field Service

Roughly 14 of the 16 AMP respondents who had a field service interaction in 2025 were either "very" or "somewhat satisfied" with their field service experience, compared to all 11 AMP respondents in 2023 who had an interaction. The most common reasons for contact in 2025 were for a "routine check" and to "connect service."

Satisfaction with Field Service Experience



Top Reasons for Visit

	2023 AMP	2025 AMP
Routine check	0.0%	18.8%
Connect service	27.3%	12.5%
Meter reading	9.1%	6.3%
Outage restoration	9.1%	6.3%
Energy audit	9.1%	6.3%

Top 5 shown

[field_service_contact_reason]: What was the purpose of the visit?

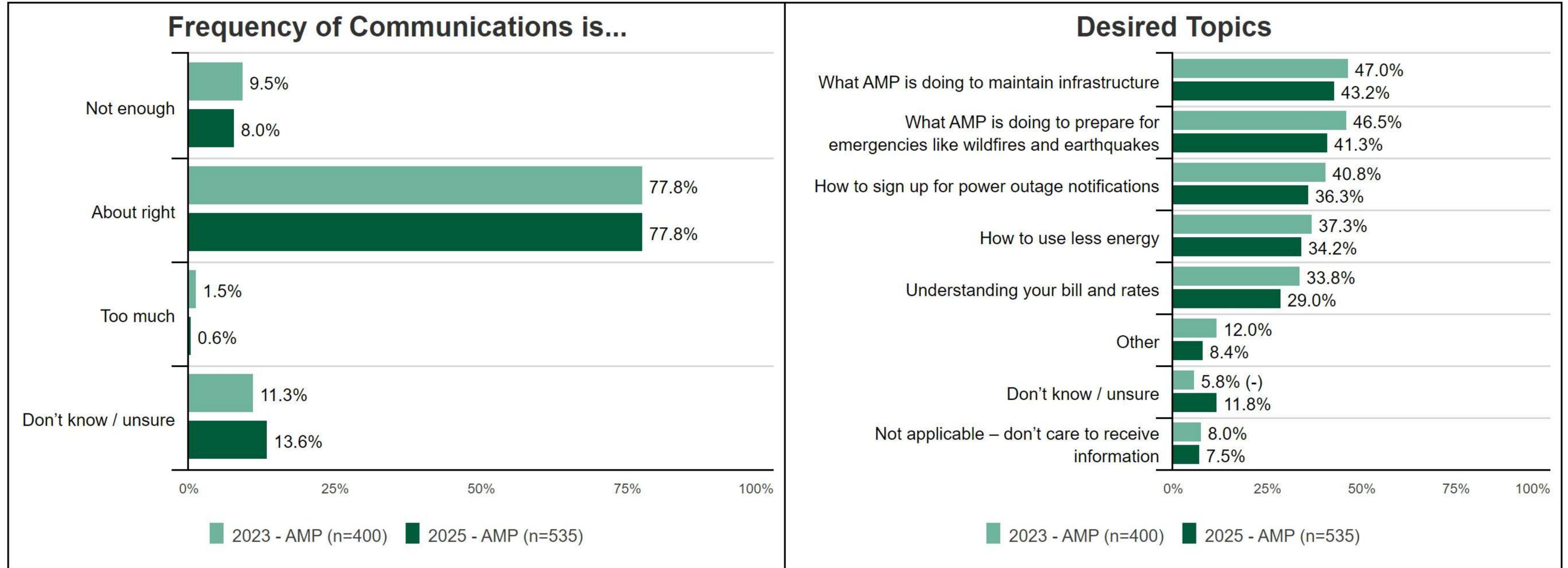
[field_service_satisfaction]: How satisfied were you with the service provided by the field representative?

(+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Communication and Digital Tools

Communication | Frequency & Preferred Info

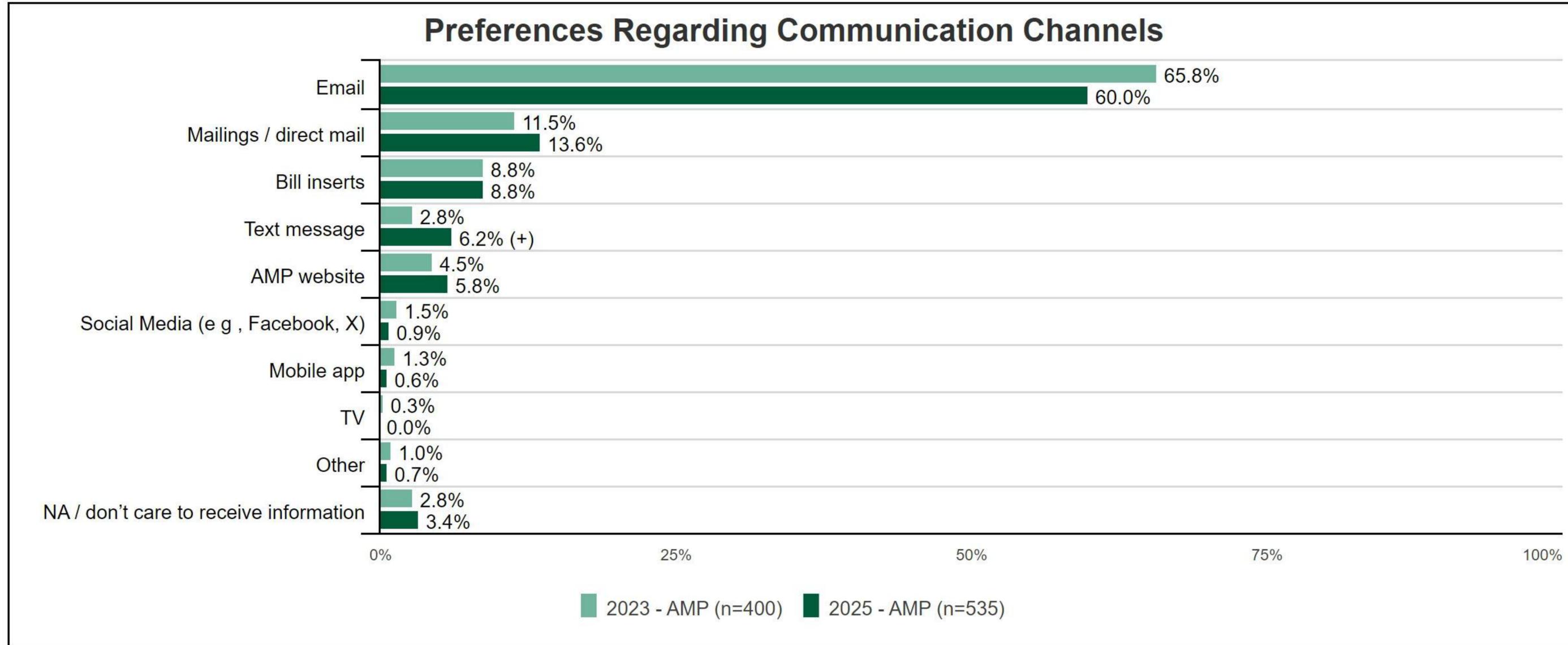
Over three-quarters of AMP respondents in 2025 believe the frequency of communications from their utility is "about right;" unchanged from 2023. The most desired topics of information among AMP respondents continue to be "what AMP is doing to maintain infrastructure" and "what AMP is doing to prepare for emergencies like wildfires and earthquakes."



[communication_frequency]: How would you describe the frequency at which you receive information from AMP?
 [communication_topics]: What topics do you want to receive more information on from AMP? (Select all that apply)
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Communication | Preferred Methods

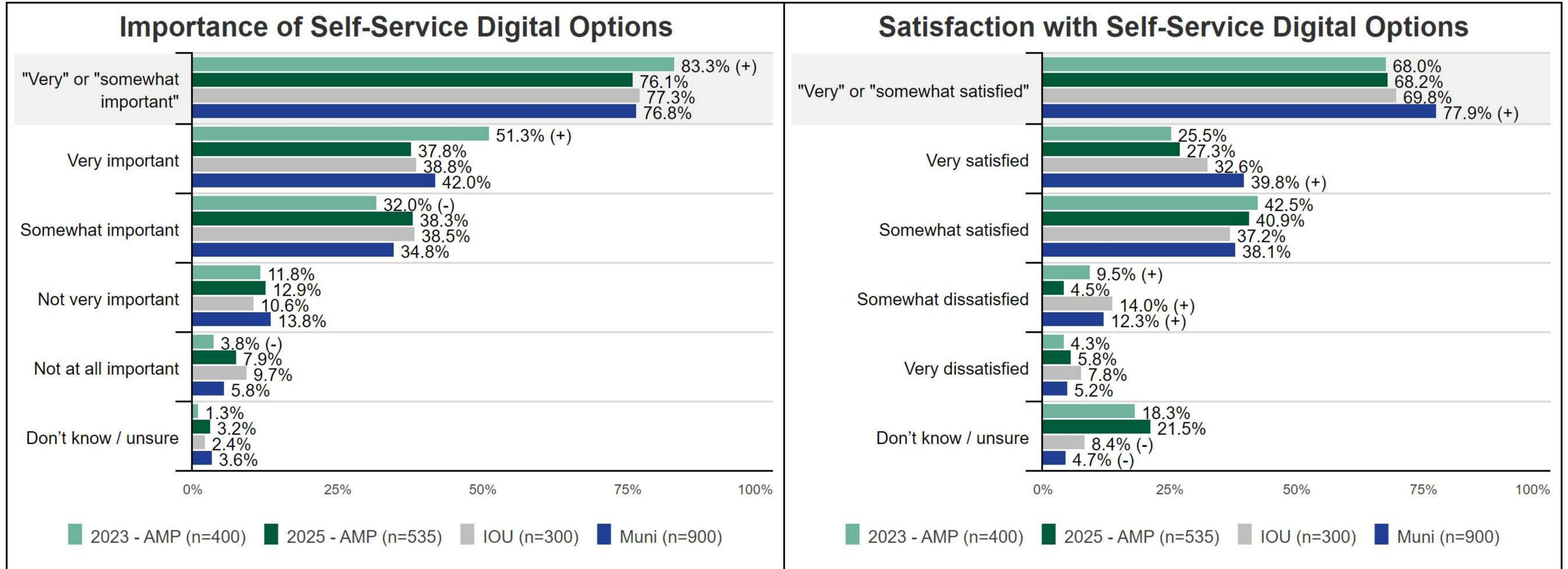
In 2025, the most preferred communication channel remained "email;" far outpacing "direct mail" and "bill inserts," which were the next most popular options.



[preferred_communication_method]: Please indicate how you would prefer to receive information about AMP?
(+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Communication | Digital Tools

Over three-quarters of AMP respondents in 2025 indicated self-service digital options are "very" or "somewhat important," which is significantly lower than 2023 (-7.2 percentage points). Furthermore, over two-thirds of AMP respondents in 2025 indicated they were "very" or "somewhat satisfied" with their utility's self-service digital options, which is also significantly lower than among all muni respondents in 2025 (-9.7 percentage points).



[self_service_importance]: How important are self-service digital options (website, e-mail, text) that give you the ability to get general needs and questions taken care of without the need to speak to a live representative?

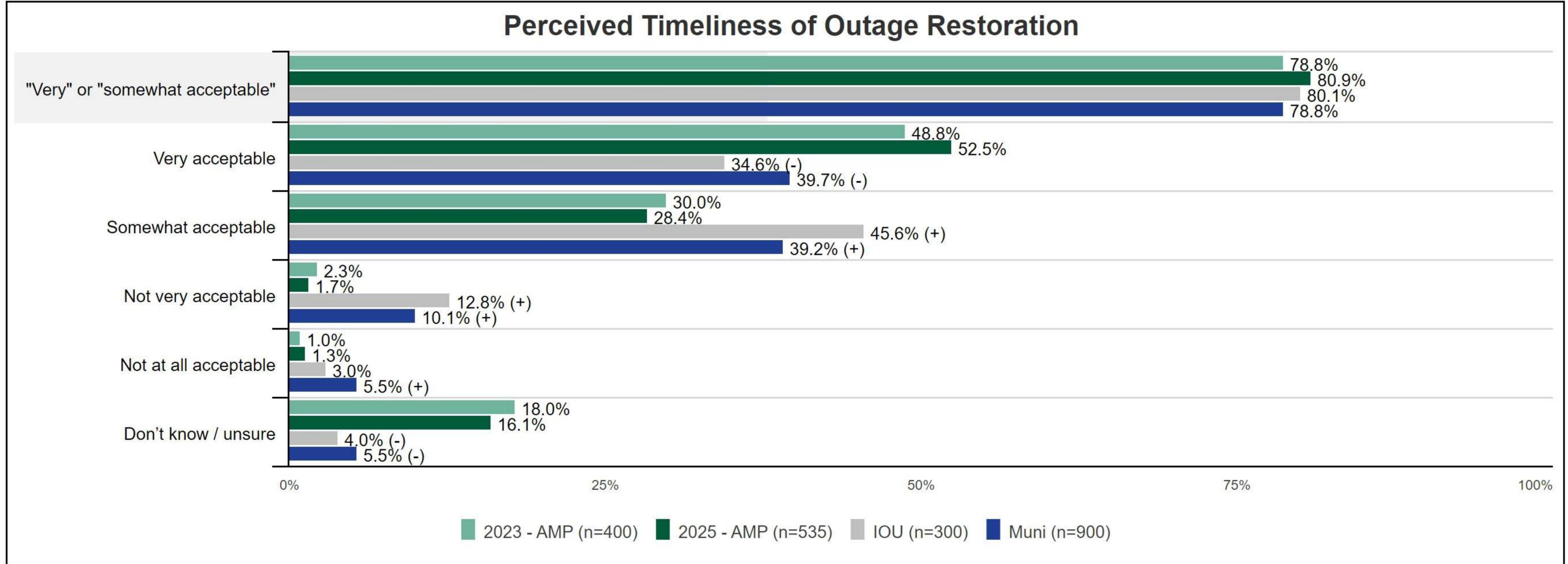
[self_service_satisfaction]: Thinking about any self-service digital needs (website, e-mail, text) you may have from AMP, how satisfied would you say you are with the ability to get general needs and questions taken care of without the need to speak to a live representative?

(+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Outage Restoration and Communication

Outages | Response

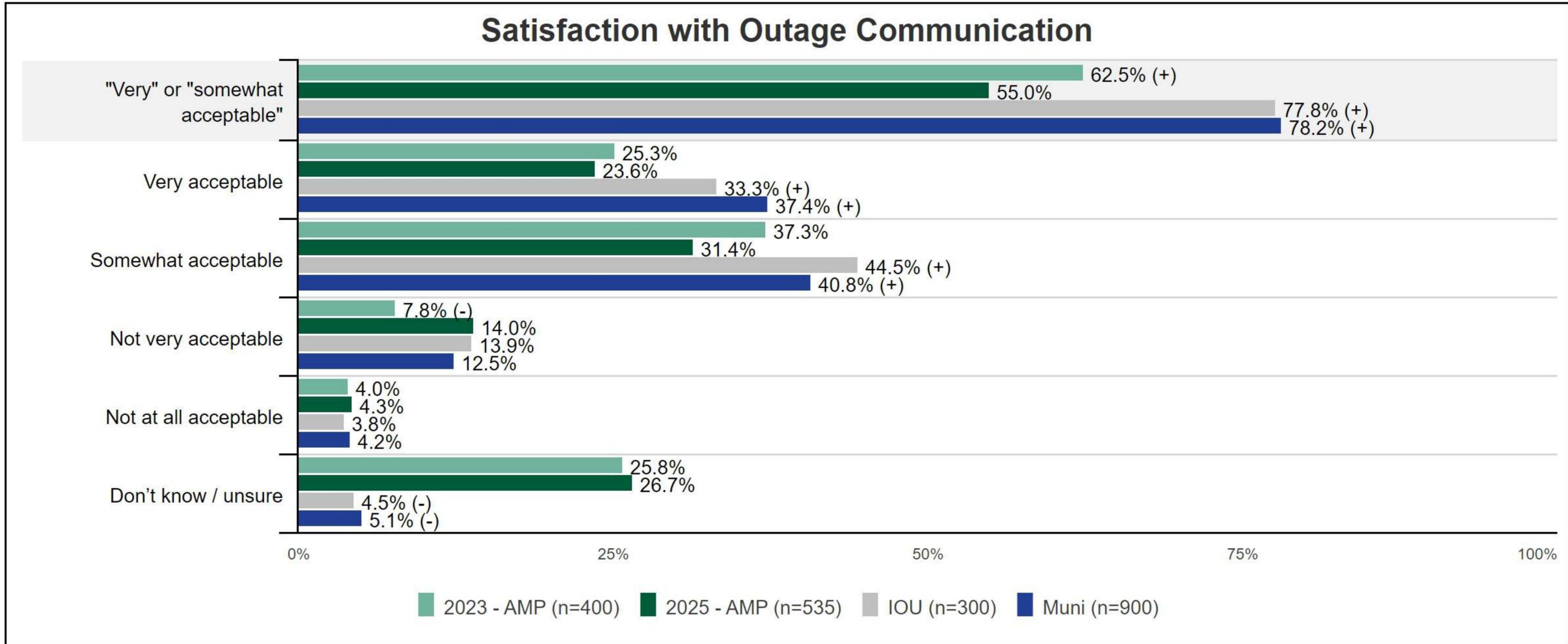
Four-fifths of respondents in 2025 indicated AMP's outage response time is "very" or "somewhat acceptable," on par with 2023, as well as 2025 muni and IOU findings.



[outage_restoration]: Overall, how acceptable do you find the time it takes AMP to restore power after an outage?
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Outages | Communication

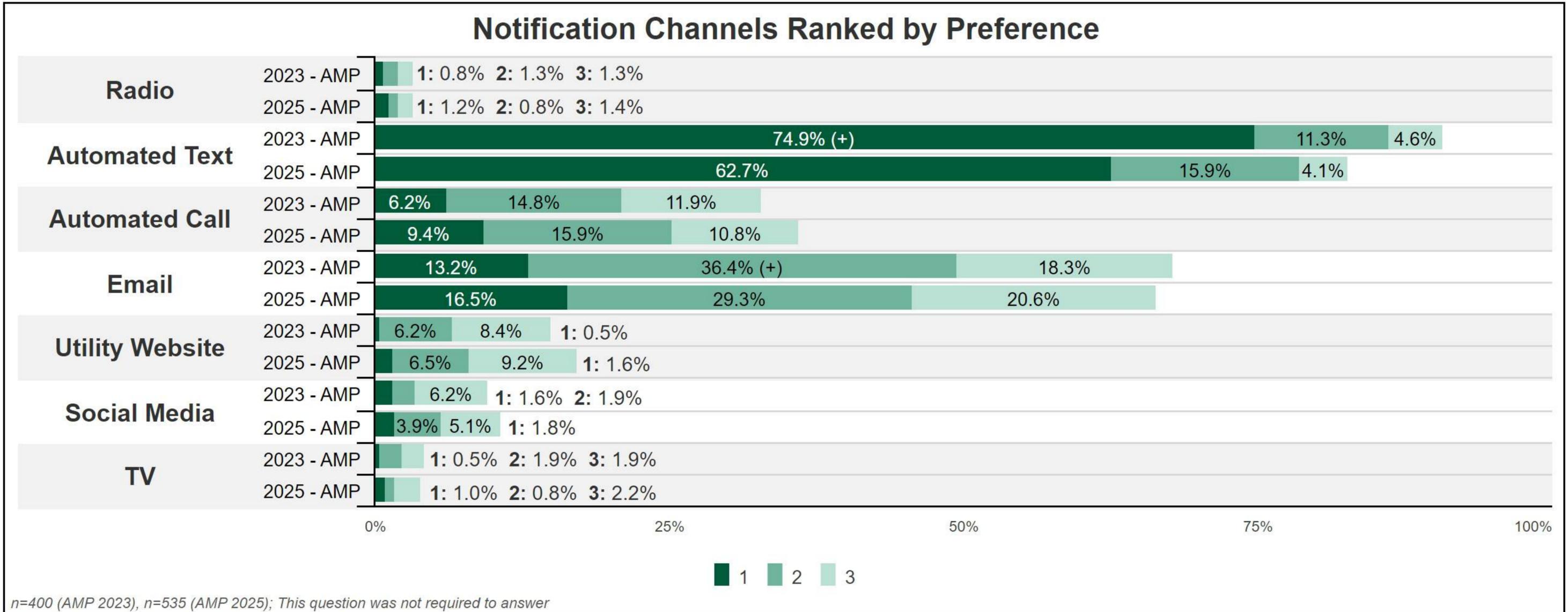
In 2025, over half of AMP respondents found their utility's communication during power outages to be either "very" or "somewhat acceptable," significantly lower than 2023 findings (-7.5 percentage points), 2025 muni findings (-23.2 percentage points), and 2025 IOU findings (-22.8 percentage points). However, it is important to note that over a quarter of AMP respondents in 2025 were unsure of their satisfaction, implying they may not have had a recent outage.



[outage_communication_satisfaction]: How acceptable do you find the communication you receive from AMP during a power outage?
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Outages | Communication

In 2025, the channel most frequently ranked at number one for emergency notifications was "automated text," followed by "email" and "automated call." These three channels were also the most commonly ranked options, overall, with 82.7% having "automated text" in their top three, followed by 66.4% for "email" and 36.1% for "automated call." Notably, significantly fewer AMP respondents in 2025 ranked "automated text" as number one (-12.2 percentage points) compared to 2023.



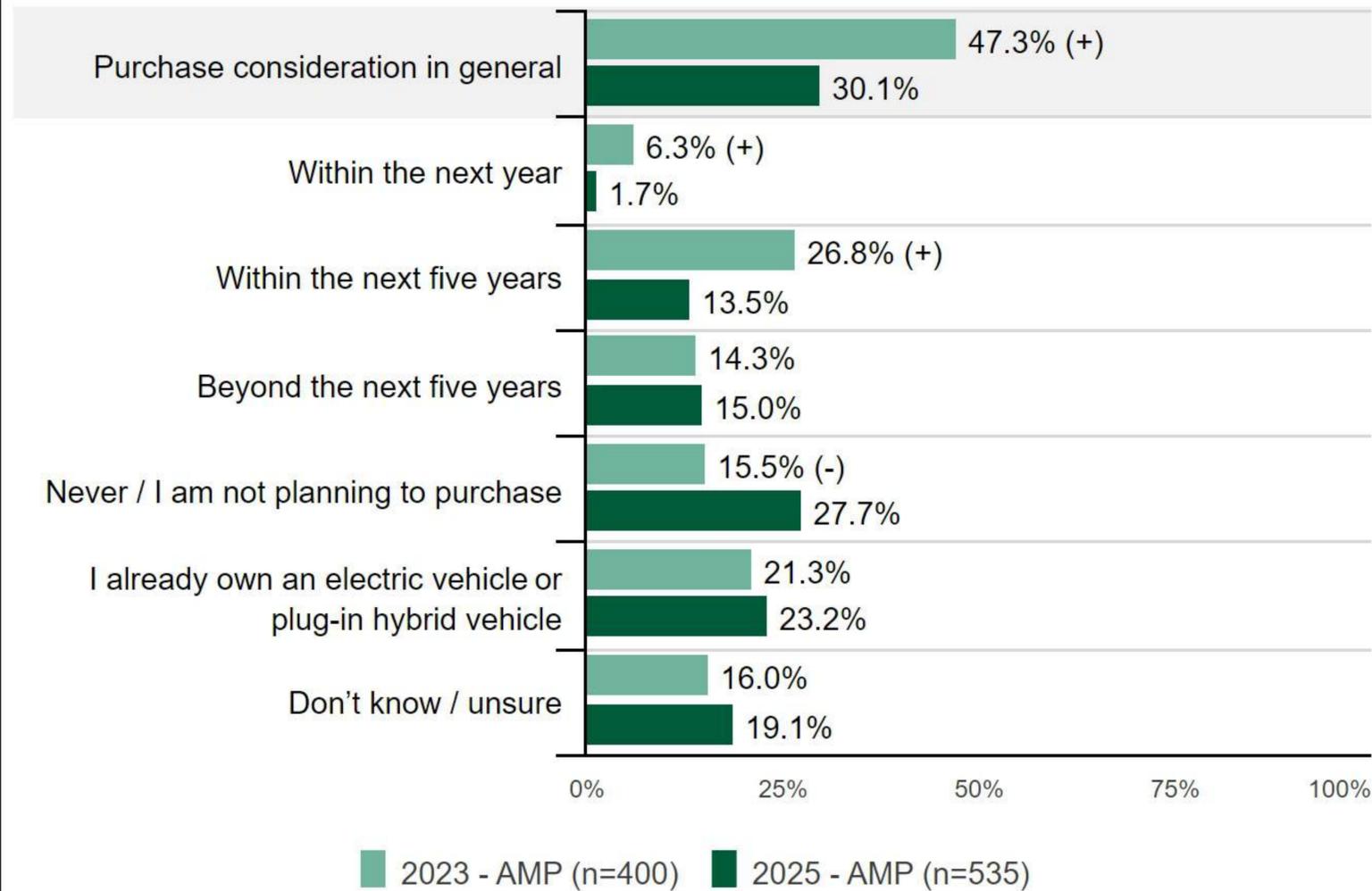
[outage_communication_preferred_method]: What is your preferred method of notification for outages and other emergency management notifications?
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

EVs, Electrification, and Solar

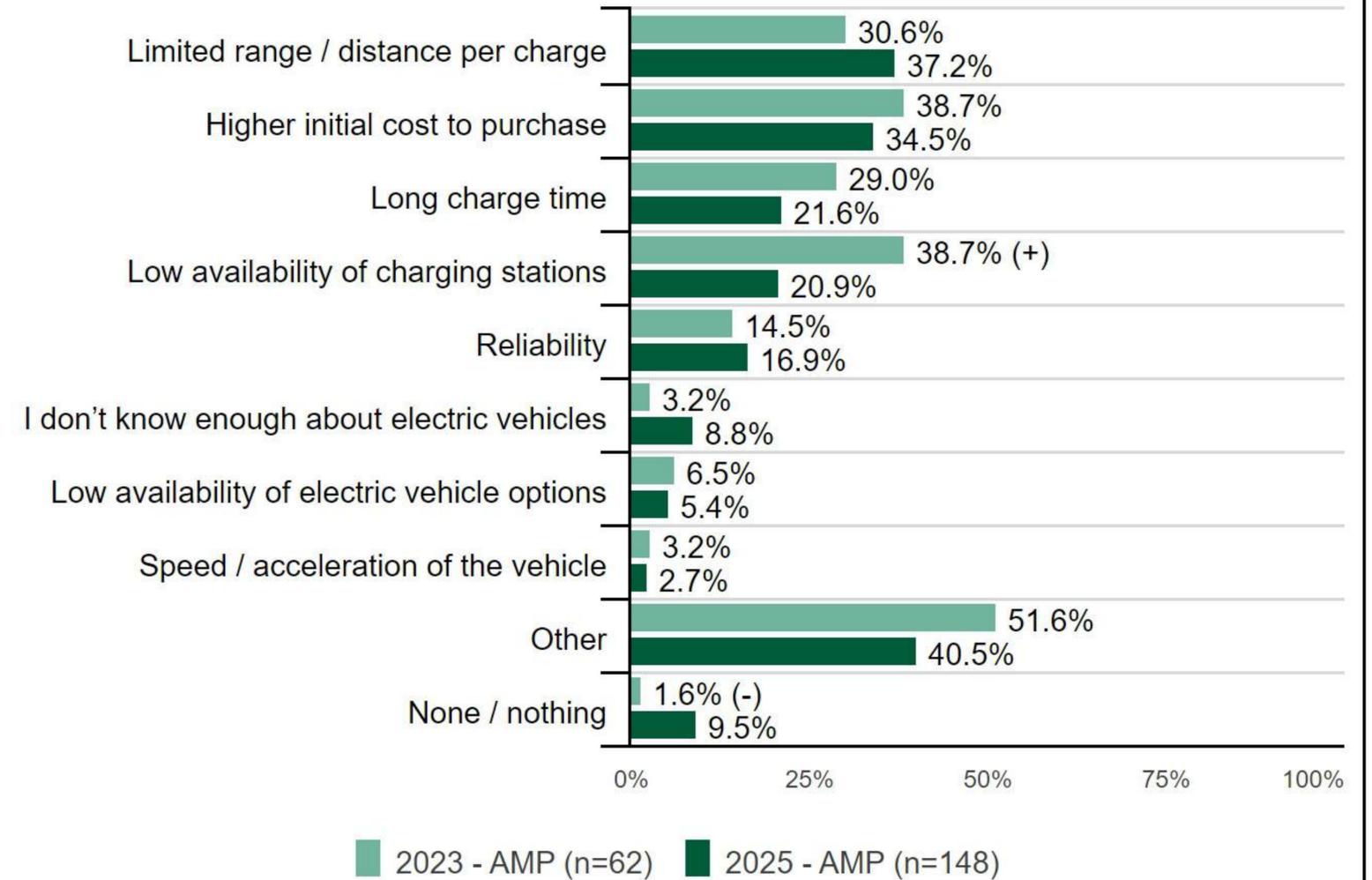
EV | Adoptions and Barriers

Three-out-of-ten AMP respondents in 2025 are considering purchasing an electric vehicle (EV) at some point in the future, down significantly from 2023 (-17.2 percentage points). Of note, nearly one-quarter of respondents already own an EV. Among those who are not planning to purchase an EV, "limited range" and "higher initial cost to purchase" were the top barriers in 2025. However, it should be noted that significantly fewer respondents indicated that the "low availability of charging stations" was a barrier compared to 2023 (-17.8 percentage points).

Electric Vehicle Adoption Timeline



Electric Vehicle Barriers

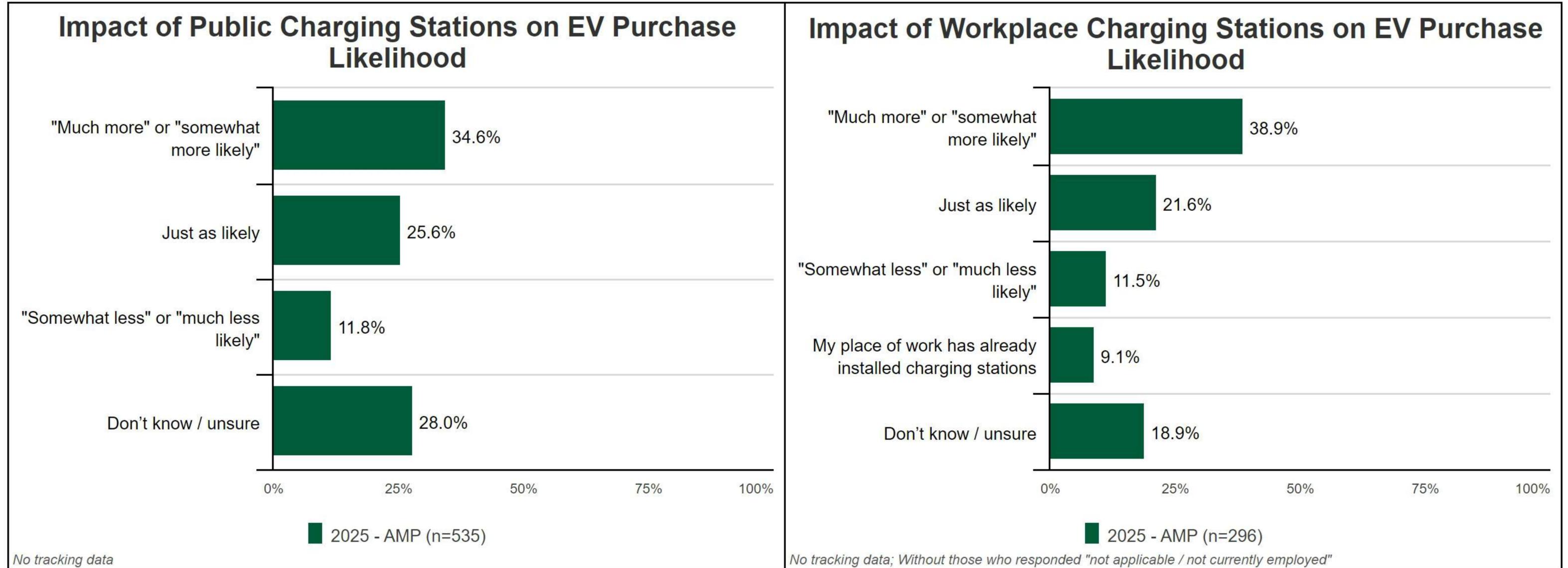


Only asked to those who are not planning on purchasing an EV

[ev_purchase_timeline]: When do you anticipate purchasing an electric vehicle or plug-in hybrid vehicle in the future?
 [ev_barriers]: Why are you not considering purchasing an electric vehicle or plug-in hybrid vehicle in the future? (Select all that apply)
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

EV | Charging Station Location

While less of a barrier, over one-third of AMP respondents in 2025 reported they are "much more" or "somewhat more likely" to purchase an EV if they had access to even more public chargers in their community, while nearly two-fifths reported they are "much more" or "somewhat more likely" to purchase an EV if they had access to chargers at their workplace.

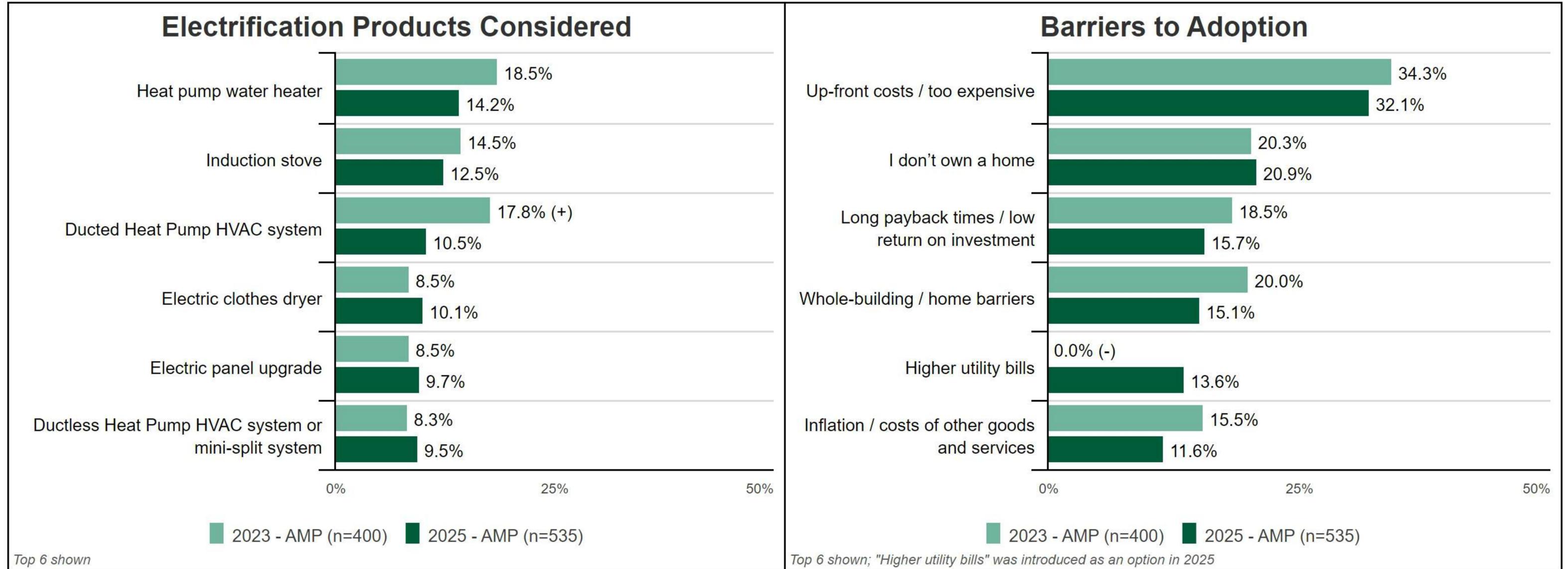


[ev_influence_community_charger]: How would the availability of more public electric vehicle charging stations in your community influence your likelihood to purchase an electric vehicle or additional electric vehicles in the future?

[ev_influence_workplace_charger]: How would electric vehicle charging stations installed at your place of work influence your likelihood to purchase an electric vehicle or additional electric vehicles in the future?

Electrification | Considerations & Barriers

The electrification options with the highest interest in 2025 are "heat pump water heaters" and "induction stoves." Notably, significantly fewer respondents in 2025 are interested in a "ducted heat pump HVAC system" (-7.3 percentage points). The most common barriers to the adoption of electrification products in 2025 are "up-front costs" and a lack of home ownership.

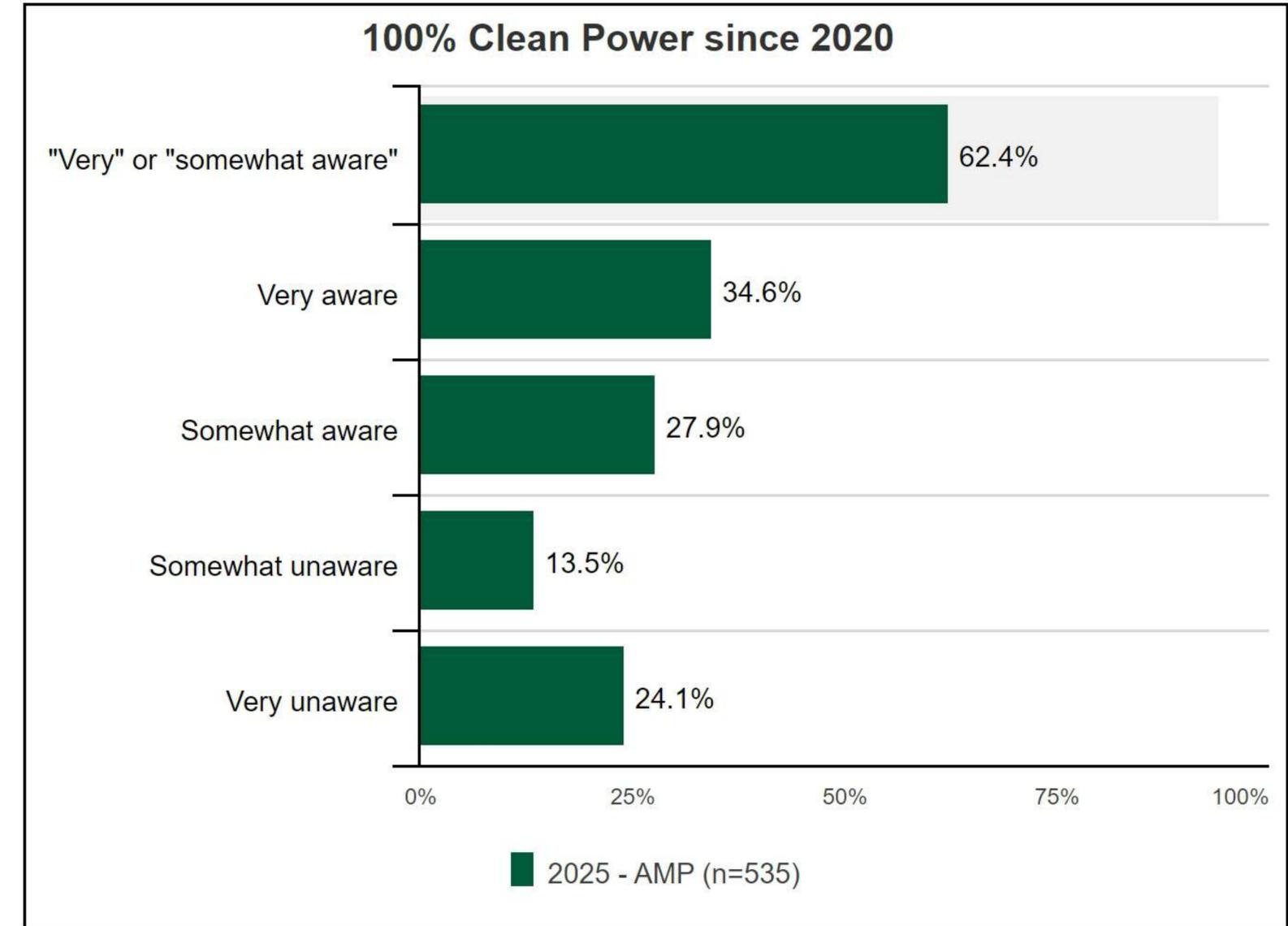
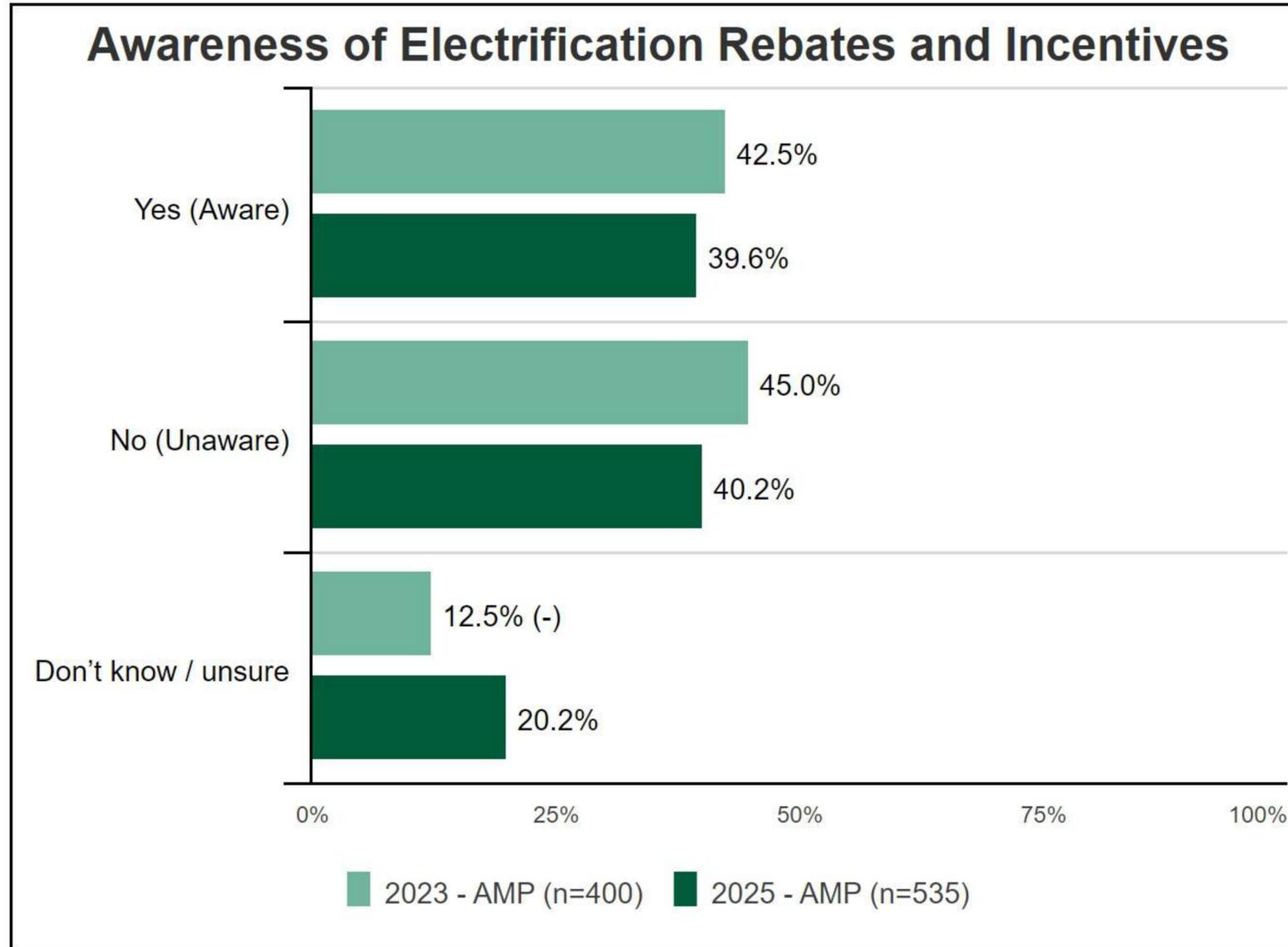


[electrification_products_considered]: Electrification is the process of switching fossil-fuel powered appliances such as gas water heaters and gas furnaces to electric-powered equipment. Which of the following are you considering to increase the level of electrification within your home? (Select all that apply)
 [electrification_barriers]: Which of the following barriers, if any, have made it difficult for you to switch appliances, heating and cooling systems, and other energy uses in your home to electric-powered equipment? (Select all that apply)
 (+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Energy Efficiency Programs

Programs | Awareness

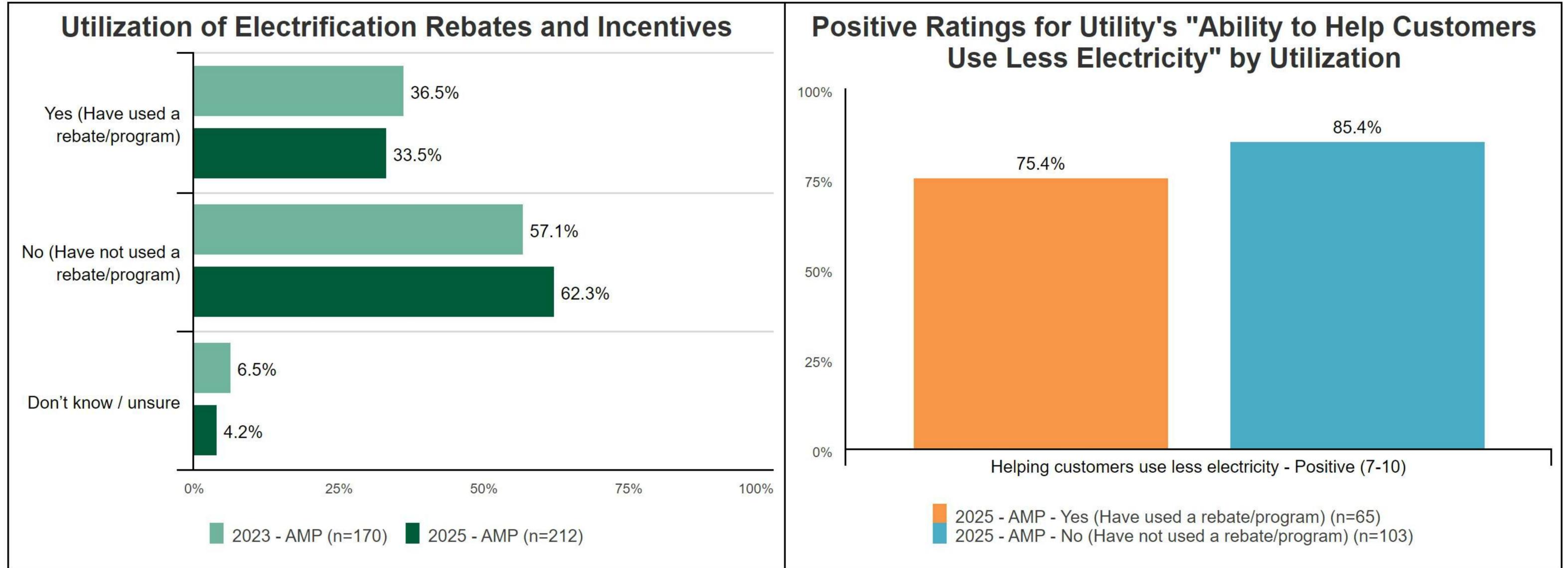
Two-fifths of respondents in 2025 were aware of AMP's energy efficiency rebates and incentive programs, slightly down from 2023 (-2.9 percentage points). Further, over three-fifths of respondents were aware that AMP has provided 100% clean power since 2020.



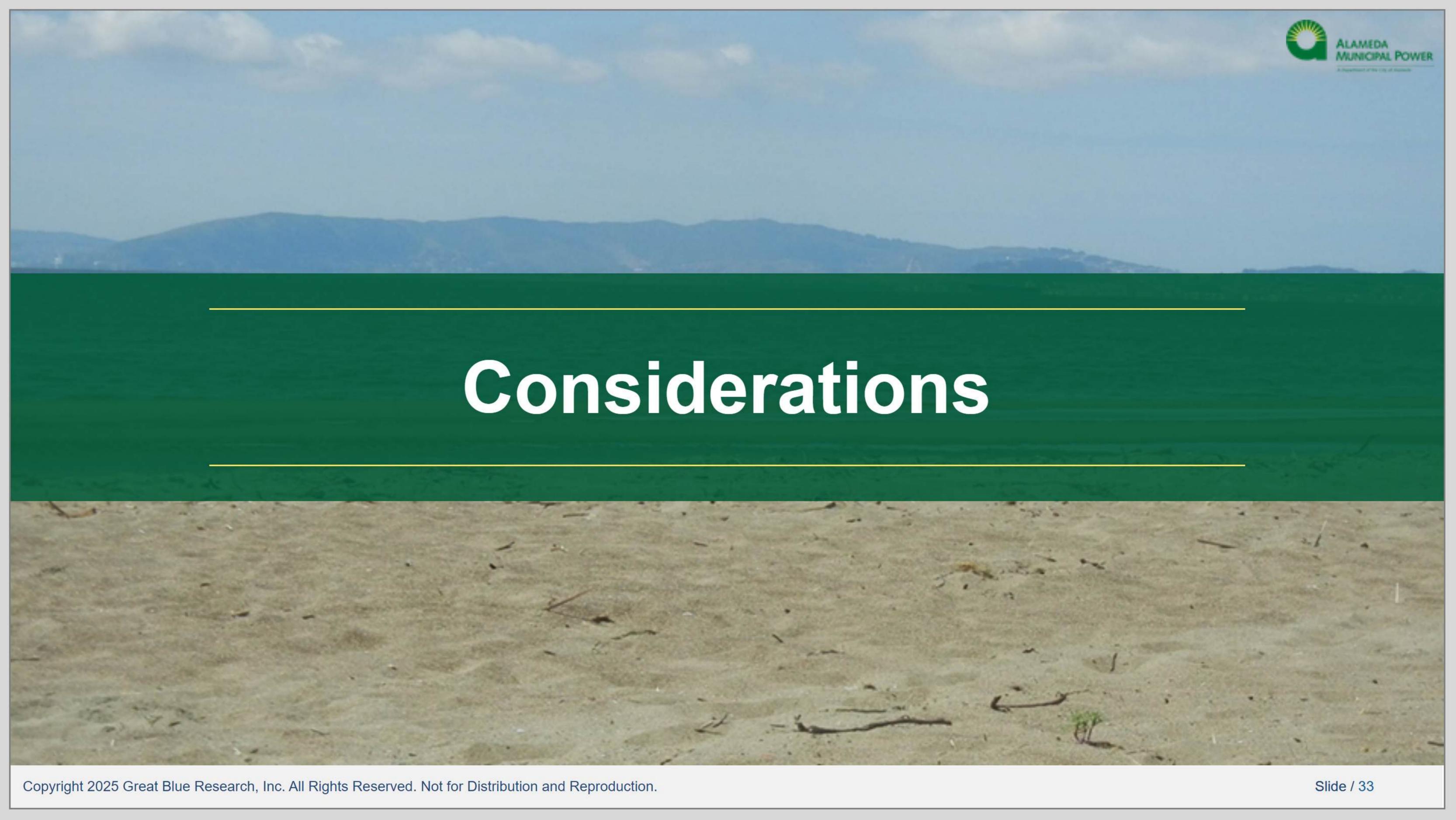
[electrification_rebate_awareness]: Are you aware of AMP's electrification rebate and incentive programs to help reduce greenhouse gas emissions?
[awareness_clean_power]: Finally, how aware were you that Alameda Municipal Power has been providing customers with 100% clean power since 2020?
(+/-) indicates statistical significance at a 95% confidence level compared to AMP 2025 data

Programs | Utilization

One-third of AMP respondents in 2025 had received/participated in one of their utility's energy efficiency rebates and incentive programs, slightly down from 2023 (-3.0 percentage points). Interestingly, while not statistically significant, fewer respondents who have received/participated in a rebate or incentive program provided positive ratings for their utility's "ability to help customers use less electricity" compared to those who have not received/participated in one (-10.0 percentage points).



[ee_rebate_utilization]: Have you ever received rebates or incentives from one of AMP's programs?



Considerations



AMP's Outage Management Communication

While over half of AMP respondents found their utility's communication during power outages to be "very" or "somewhat acceptable," satisfaction levels have declined notably compared to 2023, and trail behind municipal and IOU utilities in 2025. Automated text remains the top-ranked channel for emergency notifications. Enhancing proactive, transparent, and multi-modal outage communications helps to ensure customers receive real-time updates and notifications during outages, and feel well-informed throughout the event.

Suggestions:

- Invest in automated text messaging as an outage communications platform, while also utilizing timely email and automated call follow-ups to ensure broad reach and redundancy. Explore ways to personalize or add interactive features (e.g., status update links) to combat potential notification fatigue.
- Increase transparency around outage response timelines, restoration processes, and real-time updates by integrating dedicated outage portals, apps, or web dashboards that provide consistent information across channels.
- Develop educational campaigns or targeted outreach - such as short videos, infographics, or newsletter features - explaining AMP's outage communication protocols, recent enhancements to notification systems, and how customers can opt in for preferred channels to build familiarity and confidence.

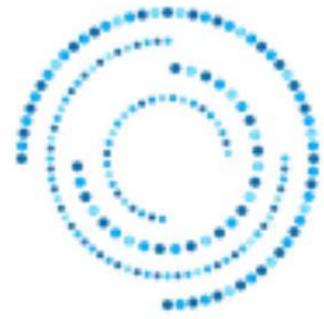
Education on Rate Advantage

Although AMP's rates are relatively low among the region, findings indicate that not all customers are aware of this advantage. Furthermore, significantly more of those who are aware of AMP's rates compared to neighboring utilities were satisfied with AMP across several key metrics. Communicating AMP's continued commitment to affordability, while providing context around rate structures and cost drivers, can reinforce value perceptions and sustain satisfaction.

Suggestions:

- If possible, emphasize AMP's regional rate advantage in customer communications, using clear visual comparisons to neighboring utilities.
- Offer educational content that explains how AMP's public power model helps keep rates low and reinvests revenues locally.
- Provide transparent updates about cost pressures, infrastructure investments, and long-term rate stability efforts to build understanding and trust.
- Consider testing message effectiveness through a brief survey or digital marketing campaign analytics to identify which rate-related messages resonate most with customers.

About GreatBlue



Harnessing the Power of Data

...to help clients achieve organizational goals.

 **Data** supporting strategic decisions to improve products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

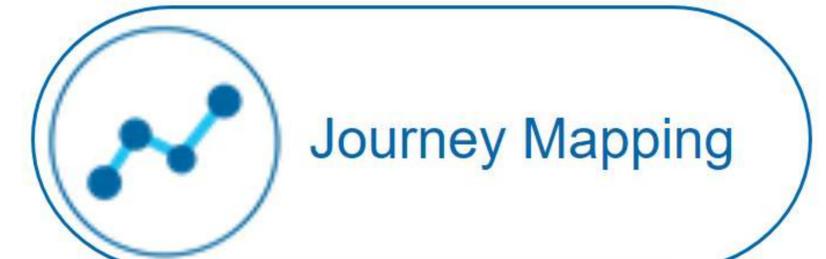
 **Talent** with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

 **Solutions** that are customized to provide a personalized approach to understanding organizational, employee, and customer needs, allowing for more informed decisions.

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Studies:



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