


TRANSMITTAL MEMORANDUM

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TO:	The Honorable Mayor & City Council	Initials:	
FROM:	Lacey G. Simpson, Acting General Manager	File #:	MGR25-315
DATE:	May 9, 2025	Mtg. #:	05/15/25 MRc
RE:	<b>KPU Sales, Marketing &amp; Customer Service Division – April 2025 Report</b>		

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Attached for City Council review is the April 2025 report from KPU Sales, Marketing and Customer Service Division Manager Kim Simpson. Should the City Council have questions regarding the report, staff can respond accordingly.

**MANAGER'S REPORT**  
**SALES, MARKETING & CUSTOMER SERVICE DIVISION**  
**April 2025**

KPU's active and vacation internet accounts for April grew several accounts over March's internet accounts, and they were higher by 3% over last April. Growth was exclusively in the 250M and higher plans, which are now more than 15 % higher in sub accounts than last year. Managed residential WiFi increased by 45% over last year. KPU Long Distance grew by 20% over last year, driven by businesses moving their long distance to the more affordable KPU plan. The business sales team has continued to work with local seasonal businesses to get fiber into locations that were not previously served, getting cameras and wireless AP installations and internet upgrades scheduled, and have been conducting walk throughs with new businesses. The business hosted services are 16% higher than April of last year. These are services that are "sticky" meaning that they make our business customer's lives easier and therefore they customers keep them and retain KPU as the provider.

KPUtv filmed and livestreamed three different Kayhi sports: Baseball, Softball, and Soccer. Games appeared on KPUtv+ as well as on the Eduvision Portal on the school district website. Video work included Low Tide explorations, multiple episodes featuring Sharolyn Kroscavage in our new series titled "Beauty Shop Bites." These pieces include cooking, music, and lots of personality. Premieres for February included A short on Timber and Tide restaurant, shorts on the Animal shelter and its pets available, Shorts on low tide findings, a short on Ketchikan Youth for Change, a short on Baranof Excursions tours, a short featuring eagles. The full feature documentary on the history of Tatsudas was released on our KPUtv+ app. Work continues on a Tongass Historical society collaboration with KPUtv on stained glass.

KPU assisted the City with social media in posting hiring posts for open positions, council meeting announcements, Secon roadwork announcements, Spring Clean-Up announcements, seasonal fire inspections, Port vehicle pass messaging, Wolfe Point press releases and announcements, as well as re-posts of items published on the KPU Telcom and Electric Facebook sites. KPU Telecommunication's social media consisted of notice of communication lines damaged by a vehicle, upgrade of Verizon towers, sharing of the new slower, female voiced version of the Ketchikan Anthem which was rewritten to celebrate the resilience of the Ketchikan community.

KPU marketing assisted KPU Electric with job postings, and information on the Paymentus payment processor change-over. KPUTV's social media consisted of announcements of new feature releases on the KPUTV+ app such as Native Youth Olympics, reels on the Salmon Walk, Sharolyn Kroscavage's new show, Blueberry Festival Short, Ketchikan Youth for Change short, Eagles on the waterfront reel, Baranof Fishing short, Walking Shelter Dogs short, as well as announcements of the filming and livestreaming of Kayhi Baseball, Softball, and Soccer.

Paymentus has been operating flawlessly for Telecommunications as a payment processor. The Tyler Technology Electric file that was provided for integration for Paymentus with Electric was faulty, so customers were not completely migrated to the new payment method. Multiple emails were sent to customers notifying them of the need to verify their accounts and to contact KPU tech support or customer service to help reset passwords. A postcard was also produced and sent to customers to let them know of the issue. The other Tyler file issue with ACH (automatic check payment) was bypassed by KPU Customer Service hand entering the accounts into Paymentus. Most prior autopay electric customers have successfully been enrolled in Paymentus as of the end of April. Many customers like the system because they had multiple accounts and could put all under one user name and login, so customers can manage and access all accounts online. KPU Customer Service suspended late fees and disconnects through May on Electric autopay accounts so that customers will not be penalized. Many customers are also using computers in the lobby of KPU office in the mall to do their own payment via credit card. The computer's access has been locked down to Paymentus Telcom and Paymentus Utility payment portals so mis-use of the computers is impossible.