




City Manager/General Manager | 334 Front Street, Ketchikan AK 99901 | (907)228-5603

TRANSMITTAL MEMORANDUM

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TO:	The Honorable Mayor & City Council	Initials:	
FROM:	Lacey G. Simpson, Acting General Manager	File #:	MGR25-224
DATE:	April 11, 2025	Mtg. #:	04/17/25 MRh
RE:	<b>KPU Sales, Marketing &amp; Customer Service Division Manager's Report – March 2025 Report</b>		

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Attached for City Council review is the March 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**  
**March 2025**

KPU's active and vacation internet accounts for March grew several accounts over January's internet accounts, and they were higher by 1% over last March. 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 47% over last year. KPU Long Distance grew by 17% 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 team was able to win six businesses back from GCI for internet, phone and wireless APs.

KPUtv filmed and livestreamed the entire Region V Basketball Tournament. It appeared on KPUtv+ as well as on the Eduvision Portal. Video work focused on the April Fools Toll Troll project, filming the Mass Casualty Promenade collapse exercise, and work on beach life/tide pool imagery. Premieres for February included a feature on the Native Youth Olympics, and the Tunnel Troll. Work continues long-term project Herring Protectors. Reels included shorts on the Animal Shelter cats and dogs, a short on the moon eclipse, tidepool shorts, and the KPUtv and Tongass Historical society collaboration.

KPUtv flew the new drone, testing the many features such as mapping, dropping a pin for a location, and thermal mapping. The drone became very important after the Wolfe Point slide. KPU obtained emergency FAA authorization to fly the drone during specific windows. Initial footage was provided to DOT. KPUtv flew the drone each day to obtain footage and still images of the slide and the progress. This was provided to media across the country to use in their coverage, and was posted to the City social media account.

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, messaging on the Mass Casualty Emergency exercise, Social Security scam warnings, Wolfe Point slide drone videos, 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 scam call notifications, the upcoming Ketchikan Directory Photo contest, a Social Security scam warning, as well as a new email scam warning. KPU marketing assisted KPU Electric with emergency outage notifications, job postings, and information on the Paymentus payment processor change-over. KPUTV's social media consisted of images from Kayhi basketball, Reels on Kayhi Basketball film set-up, shorts on the animal shelter, beach life, a short on the Native Youth Olympics, and notices for the Region V Basketball Tournament.

Paymentus has been operating flawlessly for Telecommunications as a payment processor. Unfortunately issues arose with Electric. BridgePay payment processor ceases operation on April 1, 2025. The payment method for customers is not available in the New World database and only customer identity information transferred on conversion to Paymentus. The payment method was to come from BridgePay, but the file had errors, so autopayment could not automatically be completed. Customers have to verify their data and re-set their payment dates for Electric. There was also an issue with automatic check payment with New World. KPU Credit has developed a temporary work around on check payments.

When the Wolfe Point slide occurred on March 20, 2025, Division Head Kim Simpson was activated as public information officer for the City, and Marketing Manager Kendra Anderson was activated as Communications Specialist as part of the EOC. Jason Baldwin activated as visual media manager for the EOC. Kim worked in tandem with the KGB Public Information team to produce press releases and media posts for the public regarding the emergency over the next week. She also sent the Nixle SMS and email updates for the community. Kendra was the sole phone contact for the public regarding the emergency, and Jason obtained pictures and videos of the ongoing event. He also compiled them into videos for posting on social media and provided them to state and national media outlets. There were 43 public media releases and social media posts made during the emergency.