


TRANSMITTAL MEMORANDUM

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TO: The Honorable Mayor & City Council Initials: 

FROM: Delilah A. Walsh, General Manager File #: MGR24-526

DATE: August 7, 2024 Mtg. #: 08/15/24 MRc

RE: **KPU Sales, Marketing and Customer Service Division Manager's Report – July 2024**

Attached for City Council review is the July 2024 project status report from the KPU Sales, Marketing and Customer Service Division Manager. Should the City Council have questions regarding the division manager's report, staff can respond accordingly.

MANAGER'S REPORT
SALES, MARKETING & CUSTOMER SERVICE DIVISION
July 2024

KPU's internet accounts for July decreased slightly due to cable and internet disconnections. Some customers who are dropping cable are opting to not keep internet, although the majority have upgraded their speeds. 71% of KPU's customers now have switched to the higher internet speed which provides a better experience for them and allows faster streaming, better gaming, better online class experience, and better videoconferencing. Total internet accounts are still 1% higher than last year. Unlimited data added to KPU internet accounts increased by 3% over last year, and managed residential WiFi increased by 36% over last year. TV accounts declined by 13% from the previous month in advance of the sunset of KPUTV in September. KPU now has 44% fewer TV subscribers than June 2024.

KPUtv worked to produce specific imagery for the Ketchikan hiring video that KPU marketing produced for the City in July. The video is intended to show the life-work balance that employees enjoy in Ketchikan, highlight the beauty, friendliness, and activities in the community, as well as list the wide variety of job opportunities that the City and KPU offer to prospects. The video was launched in late July on social media as well as on the City of Ketchikan website.

KPUtv livestreamed the 4th of July parade, partnering with the band Crème Brulee, as hosts. The coverage included the children's parade, the regular parade, as well as KPUtv commercials produced for sponsors Tongass Trading and the Totem Bar. KPU received many positive comments from the public regarding the live-stream which allowed seniors, as well as those who were out of town to be able to enjoy the parade. Basics with Jason cooking show was also filmed and editing work was done on the Mobile Healthcare Unit feature, the America Legion fundraiser and Race to Alaska (R2AK 2024), where KPUtv partnered with the sailing team Spare Parts.

The KPUtv's two new camera techs traveled to Seattle where they successfully completed the FAA testing for drone operation. KPU now has three fully certified FAA drone pilots.

KPUtv provided previously filmed footage of SSRAA to the organization for a documentary that will be produced on the hatchery organization. KPU will be credited for the footage in the film.

KPU's give away incentive for customers to disconnect TV ended on July 15th. There were three potential prizes: KPU Electric \$500, Three Bears \$500 or A&P \$500. Employees had a different contest, winning a TV or game console used in the steaming seminars. During the 3 months of the contest, 290 customer disconnected, which was equivalent to the previous 6 months combined. Winners were announced on social media.

KPU business sales group continued to increase sales of hosted business products to local businesses. KPU increased hosted wireless APs and managed cameras and firewalls by 5% over the prior month, which was a 36% increase over last year.

KPU assisted the City with social media in posting hiring posts for open positions, council meeting announcements, Public Notices of DOT construction, information on becoming a local election worker, voter registration reminders, harbor closure and the City/KPU's hiring video. KPU Marketing also posted images of the Yeltatzie Salmon's return to Ketchikan Creek after being restored. That single post of three images was shared 28 times and had 463 reactions from the public. This was one of the best organic posts the City has had in the last two years. KPU Telecommunication's social media consisted of job openings, office closures, advertisements of KPU's "Disconnect your TV and Win" contest, info on how to watch the July 4th live-stream, and information on how to watch the upcoming Olympics. KPUTV's social media consisted of ads for the 4th of July live-stream, information on the accessible parking spot relocate for the July 4th parade, plus compilations covering upcoming videos on TV and KPUTV+.