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TRANSMITTAL MEMORANDUM

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TO: The Honorable Mayor & City Council

FROM: Delilah A. Walsh, City Manager

Initials:

DATE: November 9, 2022

File #: MGR22-015

RE: **Sales, Marketing & Customer Service Division Report, October 2022**

Attached for the City Council review is the project status report from the KPU Sales, Marketing & Customer Service Division for the month of October 2022. Should the City Council have questions regarding the division managers' report, staff can respond accordingly.

MANAGER'S REPORT
SALES, MARKETING & CUSTOMER SERVICE DIVISION
October 2022

KPU's active Internet accounts for October declined from September due to seasonal residents and businesses putting their services on vacation hold, which allows them to pay a small fee to hold equipment in place until Spring. Prior to returning in the Spring, a customer can reactivate full service with a simple phone call to Customer Service. This prevents the expense of having to repeatedly install equipment into a location every single year. When both number hold and active accounts were added together, the net accounts remained flat to September. Standalone, no phone-line internet accounts remained flat. Between free unlimited internet which comes with TV, and add-on unlimited internet, 62% of KPU internet customers have unlimited internet service. In October, hosted Business cameras and hosted business WIFI increased by over a dozen devices, as did business fiber OWAN circuits.

KPUtv filmed and live-streamed Kayhi Volleyball in October, and filmed interviews and background footage on the local "Halloween at the Cannery" and "Halloween at the Coast Guard Base" events. Work was also done on In the Spotlight: Tsunami education. Completed video aired included Main Street Minute: Positive Affirmation Art show, and the feature piece on the Uncharted Distillery, which was filmed over the last year. An interview with "The Ladder" director Emilio Torres was completed to use in November at the launch of his film in Ketchikan. B Roll/background video was shot on some of the most beautiful days to capture local scenery to use in future projects. Lastly, the public debate/forum between District House candidates Bynum and Ortiz was live-streamed to Facebook, as well as KPUTV.

Due to staff shortages, few eligible job applicants, and the time involved in training new employees, KPU's Saturday hours at the Customer Service location were shortened to the hours of 10-2 in October. Effective November 1, KPU Customer Service will be closed on Saturdays. Monday through Friday, hours will remain the same, 9:30 -5:30.

The KPU Billing analyst and database manager were able to validate several new upgrade releases for the Telecommunications iCommV billing/database/provisioning platform. This is an extensive process requiring hours of testing in our safe test environment. Once all changes are validated, the releases will be applied to the live system.

KPU Marketing staff hosted another Tech Talk at the library for senior citizens. Topics covered included current texting, email and social media scams targeted at senior citizens, and technical assistance was provided to the attendees on their phones, and iPads. Staff were able to assist the seniors with learning how to update their cloud storage, delete old backups on their devices, how to share posts on Facebook, how to merge contacts, how to block numbers, and other issues. The next Tech Talk will be scheduled in January 2023. KPU received a very nice written thank you from one of the attendees after the event.

KPU Marketing assisted other City departments with design and promotion of social media, including job postings for various City and KPU departments, posting of Council Meeting announcements, Port & Harbors salvage auction. KPU social media for October consisted of fiber cut notices, electric outages, announcement of political forum airing, and sneak peeks of KPUtv newest video releases. Also posted were Local KPUTV weekly video channel and air time schedule. Marketing staff also shared the Wellness Coalition's social media posts on the City of Ketchikan pages, as requested.