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# MEMORANDUM

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**DATE:** November 24, 2021  
**TO:** Utility Commission  
**FROM:** Michael Avanzi  
**RE:** Follow Up Information from November 17, 2021 Utility Commission Meeting

## 1. Information on oversampling from the residential customer feedback survey

Oversampling through the WPPI Energy residential customer feedback survey provides Kaukauna Utilities the opportunity to gather additional survey completions as part of the overall project. Benefits of oversampling include:

- Allows Kaukauna Utilities to view results specific to our customers. Otherwise, the results are provided in aggregate form.
- Allows Kaukauna Utilities to include additional questions (typically 3-5) tailored specifically to our customers.

WPPI provided the following information as oversampling options to Kaukauna Utilities:

<b>Total completes</b>	<b>100</b>	<b>150</b>	<b>200</b>	<b>400</b>
Base sample completes	50	50	50	50
Oversample completes	50	100	150	350
Margin of error	±10%	±8%	±7%	±5%
Costs	\$4,500	\$5,625	\$6,700	\$11,775

Kaukauna Utilities chose to oversample with the goal to collect 200 total completes as part of the survey. The oversampling costs were \$6,700, which was paid for out of Kaukauna Utilities Customer Services & Branding Funds as part of WPPI's Value of Local Utility Program Funds.

Oversample response rate from the survey are outlined below. A total of 2,677 invitations were sent via mail, while 3,500 invitations were sent via email. Overall, the utility was able to collect a total of 406 completes.

	<b>Completes</b>	<b>Invites</b>	<b>RR</b>
<b>Mail</b>	128	2,677	4.8%
<b>Email</b>	278	3,500	7.9%

*Base sample and oversample assignments were made randomly to all records collected. The 99 base sample records were selected to keep Kaukauna proportional in the aggregate report.*

The Kaukauna Utilities customer sample of 406 yields overall data reliable with 95% confidence and a plus or minus 4.8% sampling error interval.

- That is to say, if a similar survey were conducted repeatedly, results within plus or minus 4.8% would occur for any one question 95 out of 100 times. Looking at it another way, if a question received a “yes” answer by 60% of respondents, the chances are 95 out of 100 that between 55.2% and 64.8% of the targeted population would answer a similar “yes” response, if asked.

It is also important to point out that surveys should never be viewed as 100% reliable. A small difference between two statistics or findings cannot be considered necessarily meaningful; however, as the sample size or market segment increases, the margin of error (sampling error) decreases, thereby providing more conclusive and reliable data.

The final results report is available upon request. Please contact Brittany Simonson at [bsimonson@ku-wi.org](mailto:bsimonson@ku-wi.org).

## 2. Number of customers signed up for paperless billing

- We have 1,348 customers signed up for e-bill out of a total of 15,871 active customers (8.5%). I do not have a report that cross references e-bill with autopay but will work on getting one developed.
- We have 874 customers signed up for autopay in 2020 and 336 signed up in 2021.
- We have 3,933 customers signed up for Pre-Authorized Payment (PAP).

## 3. 2012 Electric Bond Issuance

The 2012B Electric Bond Issuance (\$1,300,000) was issued solely to fund the Bond Reserve Account. The amount required to be in Reserve significantly increased with the issuance of 2012A (\$18,225,000) and 2012C (\$25,350,000) for Badger Hydro.

## 4. Streetlight information

### Lights summary count by region & type

Service Region	Region Name	LED	HPS	Total
KAU	City of Kaukauna	1159	745	1904
TNB	Town of Buchanan	21	29	50
TNK	Town of Kaukauna	25	32	57
KIM	Kimberly	5		5
TNV	Town of Vandenbroek	9	12	21
VCL	Combined Locks	176	163	339
VLC	Little Chute	486	391	877
VW	Wrightstown	44		44
<b>Total</b>		<b>1925</b>	<b>1372</b>	<b>3297</b>

## **5. Information on water courses to help us with Safe Drinking Water Fund loans**

The Water funding through the Safe Drinking Water Fund (SDWF) requires us to submit a Performance Evaluation and Ranking Form (PERF), which will rank our priority for funds based on “points”. We can increase our points by having at least 50% of the water utility governing body take all of the online training modules. Below is information on the training:

The DNR’s Bureau of Drinking Water and Groundwater contracted for the creation of three [online training courses](#), comprised of four modules. These online modules are management trainings intended for government bodies (village/town boards and city councils) as well as other utility governing boards (utility commissions) and professionals with decision authority as it pertains to drinking water utilities. The first two modules were available in January 2021, the third module was available in July 2021 and the final module will be ready for implementation by January 2022. These training modules are titled Utility Management – Part A; Utility Management – Part B; Asset Management; and Financial Management, respectively.