



**Community Advisory Panel
Meeting Minutes for February 6, 2025**

Members attending the meeting:

Cheryl Ball
Misty Goodwin
John Nolt
Brian Strutz

Others in attendance:

Dawn Ford, Facilitator

KUB Staff:

Susan Edwards
Tiffany Martin
Jamie Davis
Barry Jones
Erin Gill
Mica Tate
Amanda Morrisett

KUB Commissioners:

Kathy Hamilton

New Business

The Community Advisory Panel met at 3:00 p.m. on Thursday, February 6, 2025, at KUB's Hoskins Operations Center (4505 Middlebrook Pike).

Ms. Ford asked if there were any changes to the December meeting minutes. There were no changes, and the panel approved the minutes.

Ms. Ford welcomed everyone to the first Community Advisory Panel meeting of the year. She also introduced present members of the panel: Returning member John Nolt, new member Misty Goodwin, returning member Cheryl Ball, and new member Brian Strutz.

Ms. Ford introduced the meeting's topic as KUB's Customer Self-Service Tools and Customer Information System, or CIS.

Tiffany Martin, KUB Senior Vice President and Chief Customer Officer, presented an overview of KUB's customer information system and customer self service tools. This

presentation included a look at the current tools available to customers and what KUB hopes to gain from the upcoming CIS replacement.

Mr. Strutz asked why we decided to roll out an app instead of only a mobile friendly browser. Ms. Martin explained that KUB wanted to provide tools including usage tracking, native push notifications, transactions, and outage reporting in an app for customers who prefer the app experience over the web or human interaction.

Dr. Nolt provided feedback that it would be great to have the fiber app rolled into the main KUB app.

Mr. Strutz asked if there were ways to consolidate multiple accounts. Ms. Martin said yes and explained the process.

Ms. Goodwin asked if there are plans to add tree trimming notifications in a digital notification system. Ms. Martin said KUB staff is currently looking into what is available from vendors. Ms. Goodwin asked if gas leak notifications are available online, and Ms. Martin explained KUB wants to be responsive immediately, so those notifications are handled via the phone.

Dr. Nolt asked if it is possible to see what solar panels are generating versus what he is purchasing from KUB. Ms. Martin explained that is something customers can see in the portal and said someone from KUB's team can show him how to see that information.

Commissioner Hamilton asked why you cannot set up a recurring payment with a credit card. Ms. Martin explained that credit card fees are very costly, and KUB is currently covering the cost of card transactions. Because of that, KUB has not allowed for recurring credit card payments.

Ms. Ford kicked off the feedback portion of the meeting.

Ms. Martin asked the panel for feedback about how customers may react if KUB passed credit card fees along to customers. Mr. Strutz said an option may be to meet in the middle. If the fee is 2-3%, KUB charges 1%. Jamie Davis asked Mr. Strutz what he thought about automatic bank drafts. Mr. Strutz explained that it depends on the individual customer's situation. Ms. Goodwin added that lower income customers may be more likely to use a card to avoid overdraft fees. She added that she is used to paying credit card fees. Commissioner Hamilton shared that her household uses exclusively credit cards over bank drafts. Ms. Ball liked the suggestion for a compromise and said it is good to clearly state what the charges are for each option. Ms. Ball said she feels lower income customers may be more impacted. Mr. Strutz asked if it's possible to implement a fee when the charge is over a certain amount.

Ms. Martin asked for feedback about the panel members' experiences using the KUB portal. Ms. Goodwin said she likes the experience and finds it easy using the app and auto bank draft. Dr. Nolt uses bank draft and Levelized Billing and said it's a very nice feature.

He has only used the portal to report an outage, and it was a good experience. Mr. Strutz said it is convenient and reliable.

Ms. Martin asked if it would be a helpful function to make a payment with only the address and not a login. Ms. Goodwin said she thinks it's helpful. Mr. Strutz and Ms. Ball agreed it would help.

Ms. Martin asked if there are other payment methods we aren't offering today that we should be. Ms. Goodwin said Apple Pay would be great. Mr. Strutz agreed and said Venmo would also be great.

Ms. Martin asked if anyone has used the portal to start, stop, or transfer service. They have not. Mr. Strutz said he doesn't trust the internet to start service. He wants reassurance from a person for that task, since he owns a business. Ms. Ball agreed as a small business owner and rental property owner. Mica Tate asked if there are steps KUB can take to build trust in the web or app start, stop, service functionality. Mr. Strutz said starting service might happen once in a decade, so it's a big hill to climb to gain trust with that task but added that some idea that a person is attached to the confirmation would be helpful. Ms. Goodwin said there should be an email confirmation that says KUB received the request and includes the date and details.

Ms. Martin asked for feedback on outage reporting. Dr. Nolt said he had a good experience with an accurate restoration time. Ms. Martin asked if panel members are enrolled in outage notifications. Mr. Strutz is enrolled but hasn't had an outage. Ms. Martin asked if the information provided on the outage map is enough. The panel members said the information about restoration time is enough.

Ms. Martin asked how customers would react to required paperless billing. Ms. Ball said she isn't good at keeping up with paperless billing unless it's set up as automatic. There may be issues with customers staying on top of their paperless billing compared to paper bills. Dr. Nolt said it's important for elderly people to have paper bills. Mr. Strutz said the risk is too high to remove paper bills. Ms. Goodwin agreed, emphasizing the impact on the elderly.

Mr. Strutz said an annual snapshot of his KUB costs would be helpful and said numerical sorting would be helpful instead of months named alphabetically.

Ms. Martin asked if there is anything panel members wished they could do digitally. Ms. Goodwin said tree trim notices would be helpful if they were digital.

Mr. Strutz said that commercial customers with longstanding good KUB credit should get their deposit back.

Ms. Martin asked Ms. Goodwin if any of her CAC clients are using due date extension function online. Ms. Goodwin was not aware, but said most people want to hear a person confirm their due date is extended.

Ms. Martin asked if panel members have used the usage portal and if not, is there a reason why not. Ms. Goodwin said her bills are pretty steady, so she hasn't thought to check. She said she feels like people do use it and CAC recommends people use it, and CAC uses it to educate clients. Ms. Ball uses it to monitor her water usage in summer, since she gardens. Dr. Nolt looks at it and finds it helpful. Ms. Ball said the excess water usage notification is very valuable.

Ms. Martin asked for other examples of good portal experiences panel members have had. Ms. Goodwin said the KUB one is one of the easiest ones she uses. Ms. Goodwin said she likes that she stays logged in to the Amazon portal. Dr. Nolt said Solar Edge allows customers to log on and see exact output of each panel in real time.

Barry Jones asked if there was anything panel members didn't know about before today. Mr. Strutz didn't know there was an app. Ms. Goodwin didn't know there was levelized billing but doesn't use KUB's platforms often.

Mr. Stultz asked if there is a smart thermostat promotion and said smart thermostats are helpful.

Ms. Martin asked if a chat function would be helpful. Mr. Stultz said he uses it, but it's risky and can lessen trust if the chat function isn't great. Dr. Nolt shared an example of a non-helpful chat experience with another company. Mr. Stultz said Webstaraunt's chat feature is the best, but he doesn't have the same chat needs from KUB.

Ms. Ford announced that the next meeting would be April 3, 2025 discussing diverse and small businesses and KUB's involvement in the 865 Academies.

No members of the public addressed the panel during the public forum.

The meeting was adjourned at 4:30 p.m.