FLEXIBLE PATH
COMMUNITY ENGAGEMENT UPDATE
PART 2

PRESENTED BY:
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Sr. Director, Corporate Communications,
Marketing & Smart City Outreach

November 18, 2019
Informational Update
OBJECTIVES & TAKEAWAYS

• PROVIDE MORE CONTEXT AROUND OUR COMMUNITY ENGAGEMENT EFFORTS
AGENDA

• LISTENING TO OUR COMMUNITY
• PARTNER ENGAGEMENTS
• PEOPLE FIRST COMMUNITY FAIRS
• CUSTOMER SURVEYS & CUSTOMER TOUCHPOINTS
• NEXT STEPS & LOOK AHEAD
LISTENING TO OUR COMMUNITY

COMMUNITY INPUT INFORMS OUR PATH

We use multiple channels to listen and engage with our customers in thoughtful and beneficial two-way conversations.
LISTENING TO OUR COMMUNITY

Community Relations Advocates
Connecting customers to assistance programs

Community Outreach
Educating students and empowering first responders

Community Safety Education
Lonchera event to educate on safety practices at new HQ

We actively seek opportunities with all generations & segments of our community to bring awareness, educate and promote our services to help customers.
We partner with our elected officials to troubleshoot customer concerns and host awareness events in our communities.
COMMUNITY ENGAGEMENT TEAM IN ACTION!
LISTENING TO OUR COMMUNITY
E2B TEAM LAUNCHED!

Based on customer feedback, we created a new team that is dedicated to building & enhancing our relationship with Small to Medium Business owners.

<table>
<thead>
<tr>
<th>E2B On-the-Spot Winners</th>
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<tbody>
<tr>
<td>Alamo Dog and Cat Hospital</td>
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<tr>
<td>Barton Co &amp; Carpet</td>
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<tr>
<td>CBW Barbershop</td>
</tr>
<tr>
<td>Commonwealth Coffee</td>
</tr>
<tr>
<td>Copenhagen Interiors</td>
</tr>
<tr>
<td>Designs &amp; Details Interiors</td>
</tr>
</tbody>
</table>
E2B TEAM IN ACTION!
LISTENING TO OUR COMMUNITY

Key Accounts Management
Customizing customer solutions

Economic Development
Working to ensure community prosperity

We work with our customers 1:1 to solve for energy solutions while working on business retention and economic development.
PARTNER ENGAGEMENT

Since *March of 2018*, we have:
- Hosted *64* partner presentations
- Had over *5,000* people participate

Our partner engagement efforts are sustainable and ongoing. We will continue to seek opportunities to listen and educate.
PARTNER ENGAGEMENT

Our engagement reaches beyond those in the room to a much broader audience.
People First Community Fairs

These events give us the ability to outreach and educate customers about our products and services and ways to save money in their own neighborhoods.

Since *March of 2018*, we have:

- Hosted **73 People First** Community Fairs
- Attended by over **5,300** people
- Received **1,246** surveys about our fairs

Outreach team assisting customers with Smart City awareness.

CRU members assisting at a booth at a community event.
People First Community Fairs
COUNCIL DISTRICT SUPPORT

A Message from CPS

At CPS Energy, we are committed to serving our community with the products and services they truly want. As we look forward to our flexible energy future, we are seeking community input to help us make decisions that will benefit all of San Antonio for years to come.

Everyone has different opinions and ideas, and we want to listen. To this end, we have put together two surveys that are seeking public input in regards to our future energy generation portfolio and our customer energy management programs, respectively. The SmartPOWER Bundle survey will help us understand what the community thinks about our “blended energy approach,” while the FlexSTEP survey gives us more insight into which energy management programs customers want to see in the future.

You can find more info about our Flexible Path, as well as the links to both surveys, by clicking here.

We partner with City Council offices to help create awareness.

Our D3 residents are getting tons of helpful info and tips at the CPS Energy People First! Community Fair. There’s still time, they’ll be here at Navajo Civic Center till 7:30 p.m. #ThisIsD3
FOCUS GROUPS
CY2018 - CY2019

Since June of 2018, we have:

• Hosted 15 Qualitative Focus Group Sessions
• Conducted 1 Quantitative Survey
• Included themes with insights on Perceptions of CPS Energy, STEP and Brand
• Asked for feedback from Employee focus groups on business customer experience

Research data are used to provide feedback to improve & enhance customer experiences & services. It is key to have both qualitative & quantitative methodologies for soliciting input.
Escalent (formerly known as Market Strategies International (MSI)) conducts customer satisfaction surveys

- Residential
- Small & Medium Business (SMB)
- Key Accounts
- Large Commercial and Industrial Customers

<table>
<thead>
<tr>
<th>Year</th>
<th>Residential Surveys</th>
<th>SMB Surveys</th>
<th>Key Accounts Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1839</td>
<td>1603</td>
<td>86</td>
</tr>
<tr>
<td>2015</td>
<td>1845</td>
<td>1600</td>
<td>63</td>
</tr>
<tr>
<td>2016</td>
<td>2415</td>
<td>1483</td>
<td>52</td>
</tr>
<tr>
<td>2017</td>
<td>2591</td>
<td>919</td>
<td>109</td>
</tr>
<tr>
<td>2018</td>
<td>2611</td>
<td>725</td>
<td>119</td>
</tr>
<tr>
<td>2019</td>
<td>1981</td>
<td>677</td>
<td>64</td>
</tr>
</tbody>
</table>

Escalent data is used to measure our Tier 1 metric around customer satisfaction.
CUSTOMER SURVEYS

Customer Surveys FY19 and YTD FY20

With over 500k participants over the last two years, we are committed to listening and adapting to our customers.
NEXT STEPS & LOOK AHEAD

• Continue customer engagement opportunities to listen and learn.
  • Partner Engagement Speaking Events
  • **People First** Community Fairs
  • Surveys
  • Focus Groups
  • Polling

We will continue to actively make ourselves available and seek customer feedback through all channels possible.
Thank You
WE HAVE A BALANCED APPROACH
THESE CONSIDERATIONS ARE IMPORTANT

SECURITY

SAFETY

RESILIENCY

RELIABILITY

ENVIRONMENTALLY RESPONSIBLE

CUSTOMER AFFORDABILITY

As we work through our Flexible Path, we will ensure that we address every strategy through these pillars.
<table>
<thead>
<tr>
<th></th>
<th>Call Center ACS</th>
<th>Walk-in Centers – Qmatic Expressia</th>
<th>Walk-in Centers – Comment Cards</th>
<th>Customer Engineering</th>
<th>Website Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>CY2018</td>
<td>313,307</td>
<td>14,287</td>
<td>9,037</td>
<td>490</td>
<td>N/A</td>
</tr>
<tr>
<td>CY2019 YTD</td>
<td>166,657</td>
<td>9,024</td>
<td>5,642</td>
<td>312</td>
<td>1,659</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Community Fairs</th>
<th>Public Safety &amp; Education</th>
<th>Focus Group Quantitative Study</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>CY2018</td>
<td>1,653</td>
<td>863</td>
<td>401</td>
<td>340,038</td>
</tr>
<tr>
<td>CY2019 YTD</td>
<td>1,246</td>
<td>252</td>
<td>N/A</td>
<td>184,792</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>524,830</td>
</tr>
</tbody>
</table>
# CUSTOMER SATISFACTION SURVEY
## ESCALENT
### RESEARCH METHODOLOGY OVERVIEW

<table>
<thead>
<tr>
<th>Research Element</th>
<th>Residential</th>
<th>Small/Medium Business</th>
<th>Large/Key Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Methodology</strong></td>
<td>Landline/Cell Phone Surveys</td>
<td>Landline/Cell Phone + Web Surveys</td>
<td>Landline/Cell Phone + Web Surveys</td>
</tr>
<tr>
<td><strong>Survey Design and Content</strong></td>
<td>20+ minute surveys</td>
<td>Focused on operational performance with some ad hoc topics</td>
<td>10-minute survey</td>
</tr>
<tr>
<td></td>
<td>Relatively static survey design</td>
<td></td>
<td>Focused on operational and account manager (for Key Account customers) performance</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Shortened survey implemented in 2018</td>
</tr>
<tr>
<td><strong>Qualified respondent</strong></td>
<td>Head of household</td>
<td>Energy decision maker</td>
<td>Energy decision maker; named contact</td>
</tr>
<tr>
<td></td>
<td>18+ years of age</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Quarterly Quotas</strong></td>
<td>n=400</td>
<td>Small Business: n=300</td>
<td>Large Business: n=125</td>
</tr>
<tr>
<td></td>
<td>Sample availability and performance has allowed for quotas to be consistently met each quarter</td>
<td>Medium Business: n=100</td>
<td>Key Account: n=125</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lack of sample availability and performance has made it a challenge to consistently hit quota over the past two years (currently averaging around n=140-150 small business and n=25-30 medium business per quarter)</td>
<td>Lack of sample availability and performance has made it a challenge to consistently hit quota over the past two years (currently averaging around n=25 for both Large and Key Account per quarter)</td>
</tr>
<tr>
<td><strong>Quarterly Weighting</strong></td>
<td>Based on education level proportions of the CPS population</td>
<td>Based on business size proportions of the CPS population</td>
<td>Not weighted</td>
</tr>
<tr>
<td><strong>Quarterly Reporting and Deliverables</strong></td>
<td>Topline report</td>
<td>Topline report</td>
<td>Topline report</td>
</tr>
<tr>
<td></td>
<td>Data banners</td>
<td>Data banners</td>
<td>Data banners</td>
</tr>
<tr>
<td></td>
<td>SPSS data file with final weighting, coding, and sample appends</td>
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<tr>
<td></td>
<td>Verbatim report</td>
<td>Verbatim report</td>
<td>Verbatim report</td>
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<td></td>
<td>PowerPoint report (Yearly modeling results are included in the Q1 report)</td>
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<td>Customer Segment Summary Spreadsheet (includes verbatims)</td>
</tr>
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<td></td>
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<td>PowerPoint report (Once a year, in Q4)</td>
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