

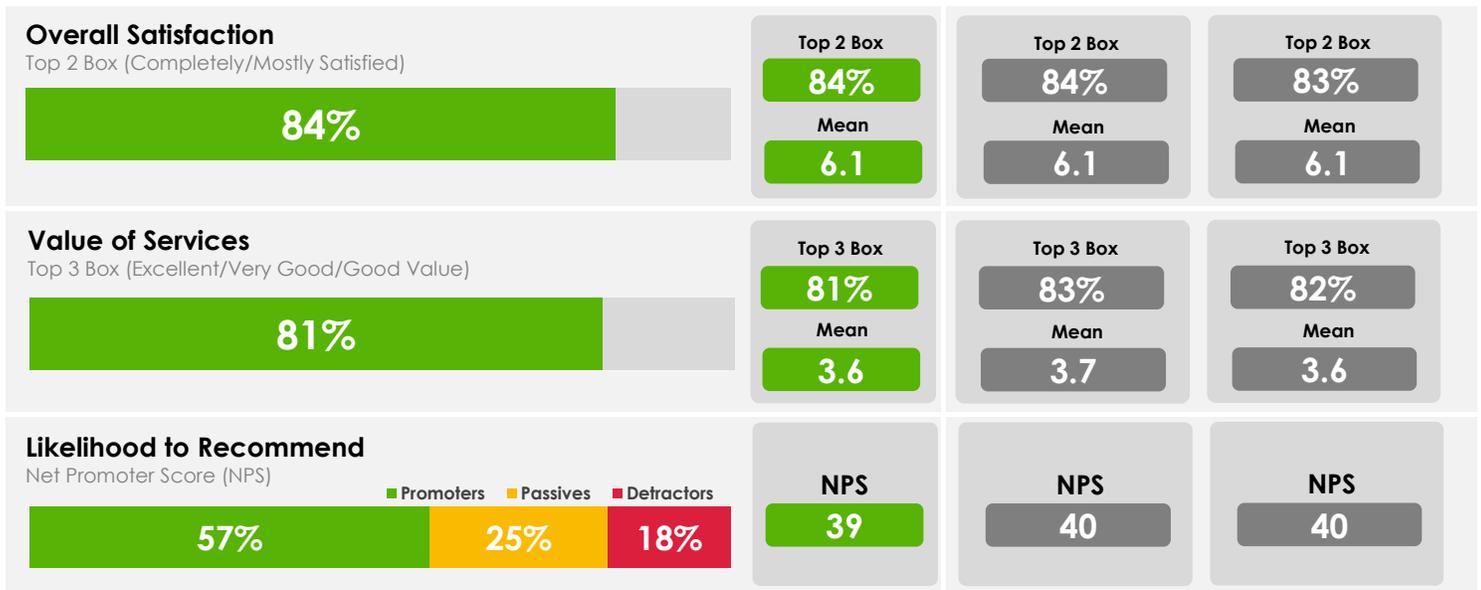
Lodi Utilities

2024 Residential Customer Feedback Research

Margin of error = +/-8.5% for individual utility scores

Customer Surveys Completed		
Lodi Utilities	n=123	
Small Utilities: Under 2K Customers	n=1148	
All Participating WPPI Utilities	n=8252	

Comparative Measures (Weighted Index Scores)



Statistical Testing: Score is significantly ▲ higher or ▼ lower than utility's score at 95% confidence level

Utility Performance Ratings	T2B Importance	T2B Performance	Performance Gap	
Provides reliable energy	98%	94%	-4%	
Delivers helpful customer service	91%	83%	-8%	
Is trustworthy	95%	80%	-15%	
Effectively communicates during energy emergencies	91%	79%	-12%	
Proactively shares information (e.g., future rate increases, infrastructure improvements, technology upgrades)	91%	76%	-15%	
Is environmentally responsible	73%	71%	-2%	
Provides easy-to-use, self-service options for customers online (on their website)	71%	71%	0%	
Offers resources to help customers manage energy costs	72%	69%	-3%	
Works hard to keep energy costs affordable	96%	66%	-30%	
Provides easy-to-use, self-service options for customers through a mobile app	35%	45%	10%	

T2B Importance: Percentage of customers who rated item as very or extremely Important

T2B Performance: Percentage of customers who were mostly or completely satisfied with utility's performance in that area

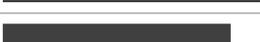
Performance Gap: T2B Performance - T2B Importance (Negative % = Areas of Opportunity for Improvement)

Lodi Utilities

2024 Residential Customer Feedback Research

Margin of error = +/-8.5% for individual utility scores

Desired Service Options	Online	Mobile App	% of customers selecting
Receive notifications about power outages in your area	63%	46%	
Report and track power outages	57%	37%	
Pay your bill	56%	32%	
View your historical energy usage	56%	33%	
Find information about energy saving programs and services	55%	30%	
Find information about utility rate options	52%	23%	
Contact utility staff	50%	27%	
Start, stop or transfer your service	40%	19%	

Program Offerings	%	% of customers selecting
Home energy assessments	52%	
Rooftop solar options	43%	
Energy assistance programs	42%	
Green energy programs (purchase renewable energy)	36%	
Smart home technologies	33%	
Time-of-use pricing options	31%	
Community solar (purchase shares of solar energy)	30%	
Community energy-saving challenges	28%	
Pay-as-you-go (prepay) billing options	21%	
Battery storage technology	19%	
Electric vehicle programs (resources to help promote their use)	15%	

Communication Preferences	%	% of customers selecting
Email	76%	
Bill inserts	50%	
Text message	41%	
Utility's website	36%	
Printed newsletter or direct mail	28%	
Account management tool (e.g., My Account or other)	24%	
Utility's mobile app	23%	
Social media	15%	
Radio	2%	
Internet ads	2%	
Newspaper	1%	