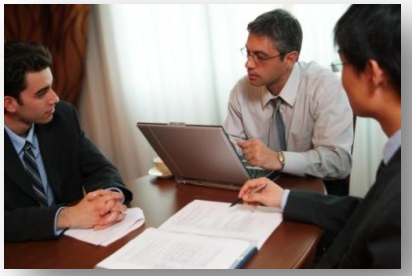


City of Killeen
Public Relations & Pilot Program
City Council Results Presentation

Presented by: Mark Windus and Nicole Griffin

Date: February 2, 2016

UtiliWorks™

Agenda

- Introductions
- Public Relations & Education Campaign Overview
- Pilot Program Strategy
- Q&A

Public Relations & Education Campaign Tasks

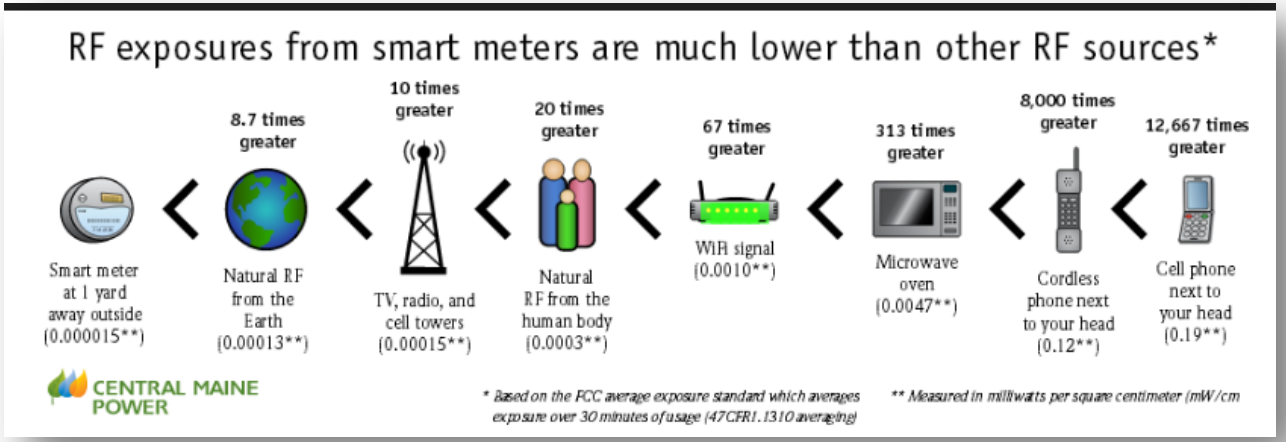
- The campaign consists of the following tasks:
  - Define Objectives
  - Define Target Audience
  - Determine Applications
  - Develop a Campaign Strategy
  - Define Methods to Analyze Campaign Results
  - Implement
  - Analyze Results

WBS	Task Name	% Complete	Duration	Start	Finish
0	BELCO AMI Public Awarness Campaign	10%	267d	Thu 10/30/14	Wed 11/25/15
1	Program Development	100%	42.5d	Thu 10/30/14	Fri 1/9/15
1.1	Project Start Milestone	100%	0d	Thu 10/30/14	Thu 10/30/14
1.2	Develop Public Awarness Campaign	100%	8.5w	Thu 10/30/14	Fri 1/9/15
1.3	Public Awarness Campaign Accepted	100%	0d	Fri 1/9/15	Fri 1/9/15
2	Prepare and Deliver Monthly PR Status Reports (Executive Steering Committee and Steering Committee Reports)	0%	192d	Fri 2/6/15	Fri 11/6/15
3	Organizational Awarness and Training	0%	234d	Mon 12/1/14	Fri 11/6/15
3.1	Timeline & Benefits Meeting (Company Wide)	0%	7d	Mon 3/23/15	Tue 3/31/15
3.2	Educate Department Heads on Areas of Concern	0%	103d	Mon 12/1/14	Mon 5/4/15
3.3	Monthly Department Meeting- AMI Project Updates	0%	192d	Fri 2/6/15	Fri 11/6/15
3.4	Monthly Intranet AMI Project Status Updates	0%	192d	Fri 2/6/15	Fri 11/6/15
3.5	Update FAQ Based on Feedback from BELCO Staff	0%	10d	Tue 5/12/15	Tue 5/26/15
3.6	FAQ Updated and Circulated to Employees	0%	0w	Tue 5/26/15	Tue 5/26/15
3.7	Organizational Awarness and Training Complete	0%	0d	Tue 5/26/15	Tue 5/26/15
4	Customer Communication	0%	208.28d	Wed 1/28/15	Fri 11/20/15
4.1	Alpha Pilot	0%	72.5d	Wed 1/28/15	Mon 5/11/15
4.1.1	Alpha Pilot Start Milestone	0%	0d	Mon 2/16/15	Mon 2/16/15
4.1.2	Communication Prior to Pilot Installation	0%	34.5d	Wed 1/28/15	Wed 3/18/15
4.1.2.1	Develop Advanced Metering Brochure	0%	3.5w	Wed 1/28/15	Fri 2/20/15
4.1.2.2	Develop/ refine FAQ for BELCO's website	0%	2w	Wed 3/4/15	Wed 3/18/15
4.1.2.3	Setup Smart Meter Demonstration Site at the Utility	0%	5d	Wed 3/11/15	Wed 3/18/15
4.1.2.4	Advanced Metering Brochure distributed	0%	0d	Wed 3/18/15	Wed 3/18/15
4.1.2.5	FAQ Updated/ Published on BELCO's Website	0%	0d	Wed 3/18/15	Wed 3/18/15
4.1.2.6	Smart Meter Demonstration Setup Complete	0%	0d	Wed 3/18/15	Wed 3/18/15
4.1.3	Recruit Beta Pilot Participants	0%	60d	Mon 2/16/15	Mon 5/11/15
4.1.4	Communication PostPilot Installation	0%	5d	Tue 4/14/15	Tue 4/21/15
4.2	Beta Pilot	0%	165.78d	Mon 3/30/15	Fri 11/20/15
5	Project Management	0%	229d	Mon 1/5/15	Wed 11/25/15
6	Full Deployment Start Milestone	0%	0d	Wed 11/25/15	Wed 11/25/15

- Following this methodology, UWC has implemented numerous successful public relations campaigns.
  - Recent projects include: City of Long Beach (CA), City of Ruston (LA), Orangeburg DPU (SC), BELCO (Bermuda), City of Monroe (LA)

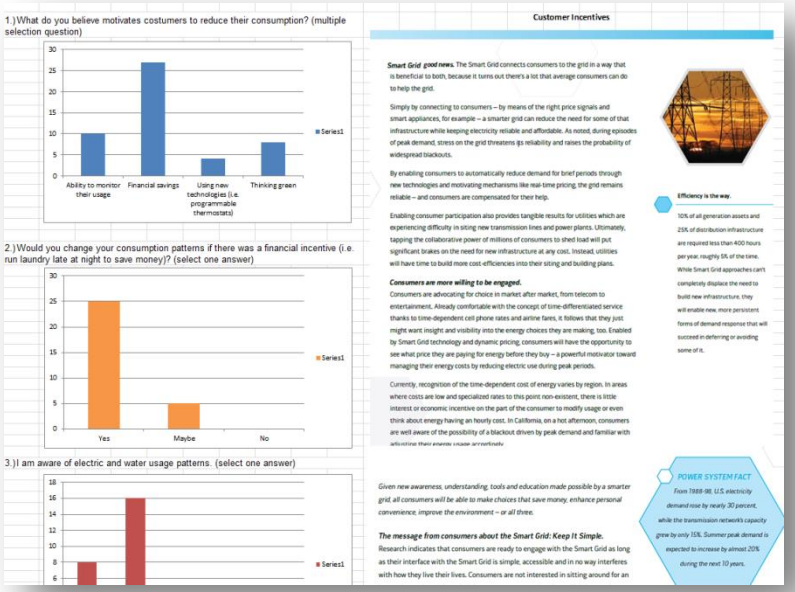
Define Goals & Objectives

- Increase positive perception of the utility
- Educate customers on the program benefits
- Address the top issues:
  - Installation Issues
  - Privacy/ Cyber Security
  - Accuracy
  - Cost
  - Radio Frequency (RF) Health Effects
- Validate effectiveness of outreach for targeted applications (social media, traditional print, etc.)



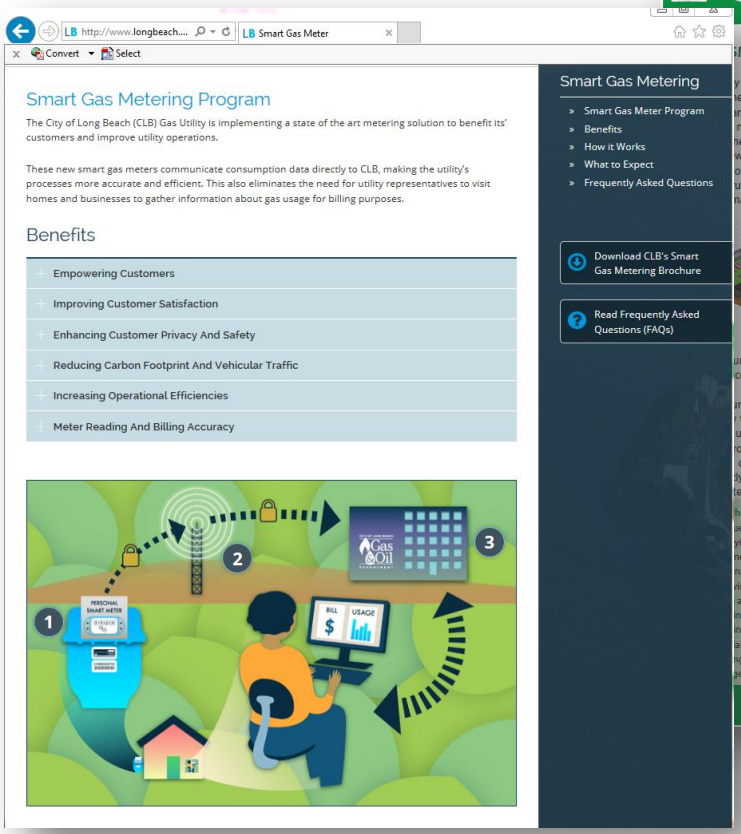
Organizational Awareness and Training

- Additional information appropriate for internal staff will be published at various stages of the project
- Typical information pieces include:
  - Presentations
  - Surveys (feedback is compiled and analyzed)
  - E-mail newsletters/ announcements/ status reports
  - Printed flyers/ brochures, etc.
- Topics may include:
  - Project benefits and information sharing
  - Transitional change upon the organization
  - Green initiative concepts
  - RF health studies, privacy, and other areas of concern.



Customer Notifications

- A variety of customer notifications should be developed based on the initial discovery session. Formats may include:
  - Customer notifications (bill notices, mailers)
  - Community events
  - Door hangers
  - Status letters
  - Press releases
  - Brochures
  - Websites
  - Display Site



Pilot Prerequisites

- AMI Feasibility Study
  - Very positive business case for AMI, MDMS, Leak Detection and Pressure Monitoring
- Procurement Phase
  - Detailed requirements definition
  - RFP development and administration
  - Vendor evaluation and selection
  - Contract negotiations
- Public relations and education campaign developed

Pilot Project Goals

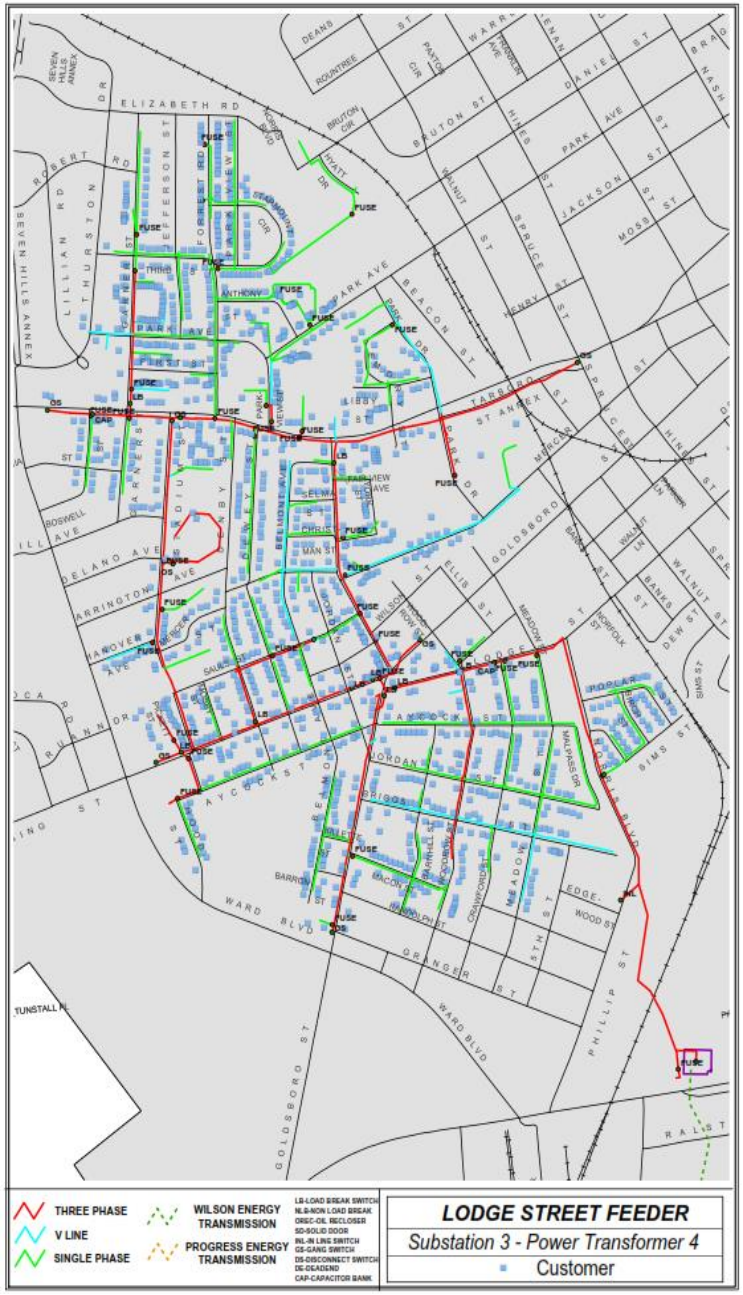
- Proof of concept vehicle
- End to end system test and integration
  - Meets acceptance criteria
- Future state business processes are designed
- All staff members are trained and ready for full deployment
- Customer communication is vetted to better meet customers' needs
- Decision point on whether or not to proceed with full deployment

Pilot Area Considerations

- When selecting a pilot area, we recommend the following considerations in order to capture a representative cross section of Killeen's service area:
  - A defined area such as a specific cycle, route, or neighborhood
  - Physical terrain
  - All customer classes
  - The majority of meter types
  - Backhaul methods
  - High turnover area
  - Special functionality

Example Pilot Area

- # Customers by Class
  - Residential 1,285
  - Commercial 85
  - Industrial 1
- Recommendation for Killeen may be approximately 500-1250 meters for the pilot.



Pilot Project Scope

- The pilot includes a planning phase and a deployment phase
  - Detailed pilot planning and development – 3 months to overlap with certain deployment tasks
  - Pilot deployment is split into two distinct phases – Alpha and Beta
    - Alpha phase – focus is dedicated to the integration of meter data from the AMI headend to the MDMS and back to the CIS
    - Beta phase – field deployment of a pre-determined quantity of metering hardware and backhaul network infrastructure
- *Estimated Pilot Timeline 12-16 Months*

Q&A

Thank You!

For questions and additional information, please contact:
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