



Minutes
Strategic Planning Committee
Feb. 15, 2024

Committee members present in the Rosemont Conference Room or online:

Committee Chair Brian Risley, Dave Donelson, Michelle Talarico and David Leinweber

Utilities Board members present in the Rosemont Conference Room or online:

Nancy Henjum

Staff members present in the Rosemont Conference Room or online:

Lisa Barbato, Mike Francolino, Somer Mese, Renee Adams, Tristan Gearhart, April Conway-Speake, Natalie Watts, Jared Miller, Dave Padgett, Jacqueline Nunez and Nicole Means

City of Colorado Springs staff members present in the Rosemont Conference Room or online: Renee Congdon and David Beckett

Call to Order

Board Member Henjum called the meeting to order at 4:15 p.m.

Review Minutes

The minutes from the Jan. 11, 2024, Strategic Planning Committee meeting were reviewed and approved for posting.

Compliance Reports

• **I-13 Community Investment**

Ms. April Conway-Speake, Community Relations Supervisor, reviewed the I-13 Community Investment. She explained Colorado Springs Utilities is in compliance with the requirements outlined in the policy. Committee Member Leinweber asked Ms. Conway-Speake a question about which organizations Springs Utilities partners with.

Strategic Initiative: Customer Experience

Mr. Mike Francolino, Chief Customer and Enterprise Services Officer, discussed the background of the strategic initiative. He reviewed the four primary drivers of improving customer satisfaction, which include outage communications, digital services, product experience and brand reputation. Mr. Francolino discussed the use of Artificial Intelligence (AI) technology and time of day rates.

Board Member Leinweber asked if there will be email or text alerts for customers based on their usage. Mr. Francolino explained that communication is currently done for water

usage, but the goal is for the communication to be more instantaneous and exist for all four services. Mr. Tristan Gearhart, Chief Planning and Finance Officer, discussed a recent graphic from a gas company which compared how much energy it takes to warm your house for different temperatures outside. He explained the importance of educating customers to drive lower usage. Mr. Francolino discussed the value of using customer data to make data-driven decisions based on what customers are saying.

Next, Mr. Francolino explained that this strategic initiative focuses on improving customer experience and ease of doing business. He explained it will be a five-year process. By December 2024, the goal is to improve the following measure, “programs and offerings make it easier to do business with” by two percent. Additional goals include completing a customer improvement program listening tour by December 2024, completing a program review and prioritization by March 2025 and competing the program execution by January 2029.

Mr. Francolino discussed the customer roadmap project tool that will monitor progress of the 5-year customer roadmap, collect and monitor projects at various stages and list project types. Lastly, Mr. Francolino highlighted the outage management project. The project objective is to create proactive, automated communication channels for customers and increase overall customer satisfaction by improving the outage experience.

Plan for future meeting: Thursday, March. 14, 2024

The committee discussed the next meeting in March. The meeting will be moved up to accommodate Committee Chair Risley’s schedule.

Board Member Henjum suggested reviewing the agenda for the August retreat in the Strategic Planning Committee (SPC). Ms. Lisa Barbato, Chief Systems Planning and Projects Officer, scheduled the discussion for the May Strategic Planning Committee meeting.

Adjournment

The meeting adjourned at 5:09 p.m.