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Customer Satisfaction Survey



Report of Findings

29 January 2021
Confidential & Proprietary

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Aggregate Data (Provided Separately)



Harnessing the power of data to help clients achieve organizational goals.

Data to support strategic decisions to improve on products and services. Since 1979, our experience with study and instrument design, data collection, analysis, and formal presentation assists our clients in identifying the “why” and “what’s next.”

Talent with a knowledge base in a wide range of industries and methodologies ensures a 360° view of the challenges faced and the expertise to address them.

Solutions that are customized to provide a personalized approach of understanding organizational, employee, and customer needs allowing for more informed decisions.



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Project Overview

- GreatBlue Research was commissioned by Reading Municipal Light Department (hereinafter “RMLD”) to conduct research among its customers to gain a deeper understanding into their perceptions of the utility and satisfaction with the services provided.
- The primary goals for this research study were to assess the effectiveness of RMLD's ability to serve its customers, identify areas for improvement, and isolate areas that may increase engagement.
- In order to service these research goals, GreatBlue conducted telephone and digital surveys among a random sampling of RMLD's customers.
- The outcome of this research will enable RMLD to a) more clearly understand, and ultimately set, customer expectations, b) act on near term opportunities for improvement and, c) create a strategic roadmap to increase customer satisfaction.



Areas of Investigation

The RMLD Customer Satisfaction Study leveraged a quantitative research methodology to address the following areas of investigation:

- Satisfaction with RMLD
- Satisfaction with customer service
- Awareness and importance of RMLD's community ownership
- Preferred methods of communication
- Satisfaction with outage restoration
- Awareness and use of the Customer Notification System
- Importance of reducing greenhouse gases
- Awareness and interest in time-of-use rates
- Awareness of RMLD's energy efficiency, electrification and rebate programs
- Likelihood to purchase an electric vehicle
- Knowledge and interest in air source heat pumps
- Interest in a self-service portal
- Demographic profile of respondents

Research Methodology Snapshot

Methodology Telephone / Digital	No. of Completes 1,610 (400 phone + 1,210 online)	No. of Questions 66*	Incentive None	Sample Customer List
Target Residential Customers	Quality Assurance Dual-level**	Margin of Error 2.3%	Confidence Level 95%	Research Dates December 1, 2020 - January 11, 2020

* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

Research Methodology Snapshot

Methodology Telephone / Digital	No. of Completes 110 (88 phone + 22 online)	No. of Questions 67*	Incentive None	Sample Customer List
Target Commercial Customers	Quality Assurance Dual-level**	Margin of Error 9.2%	Confidence Level 95%	Research Dates December 1, 2020 - January 11, 2021

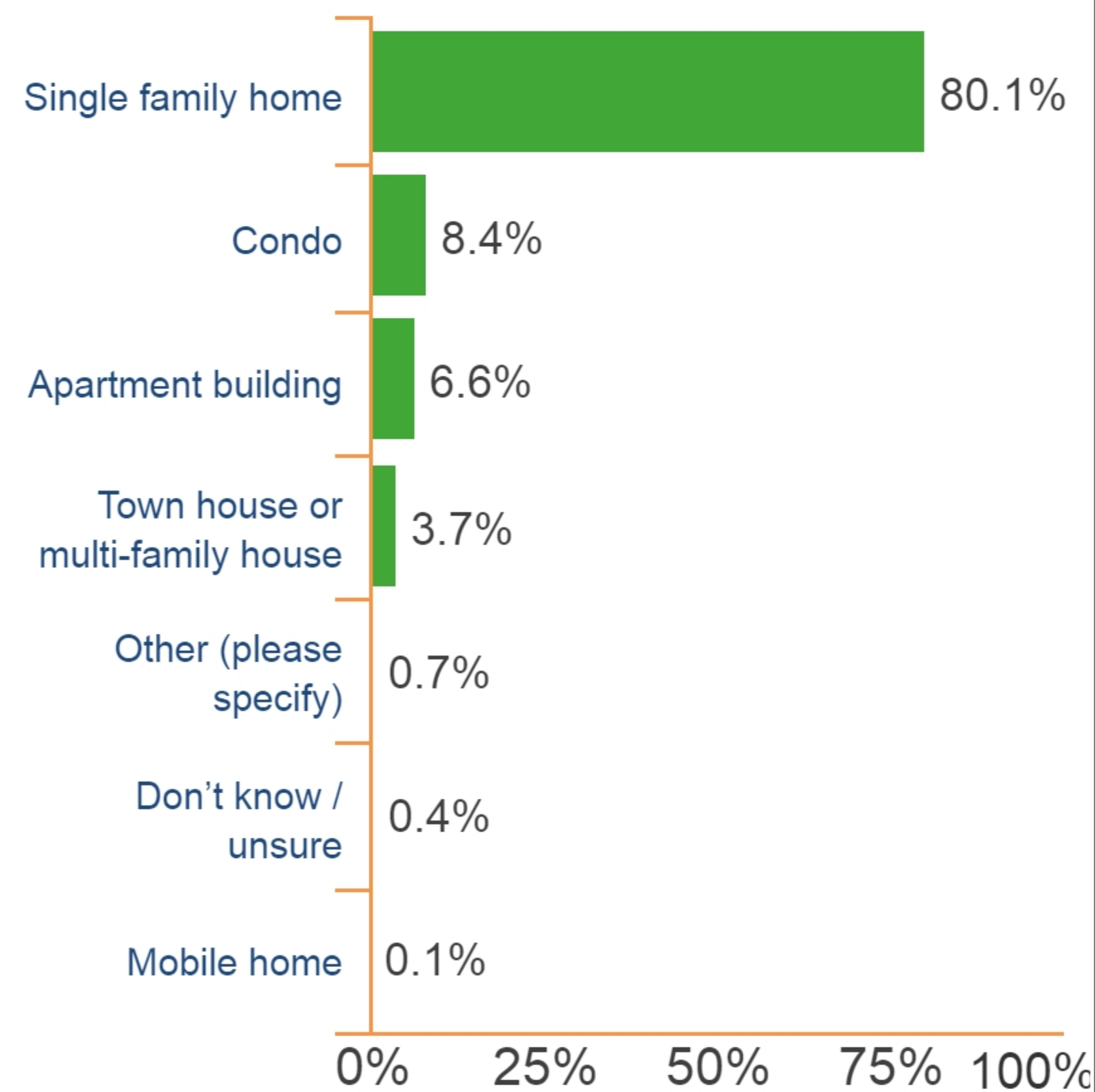
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

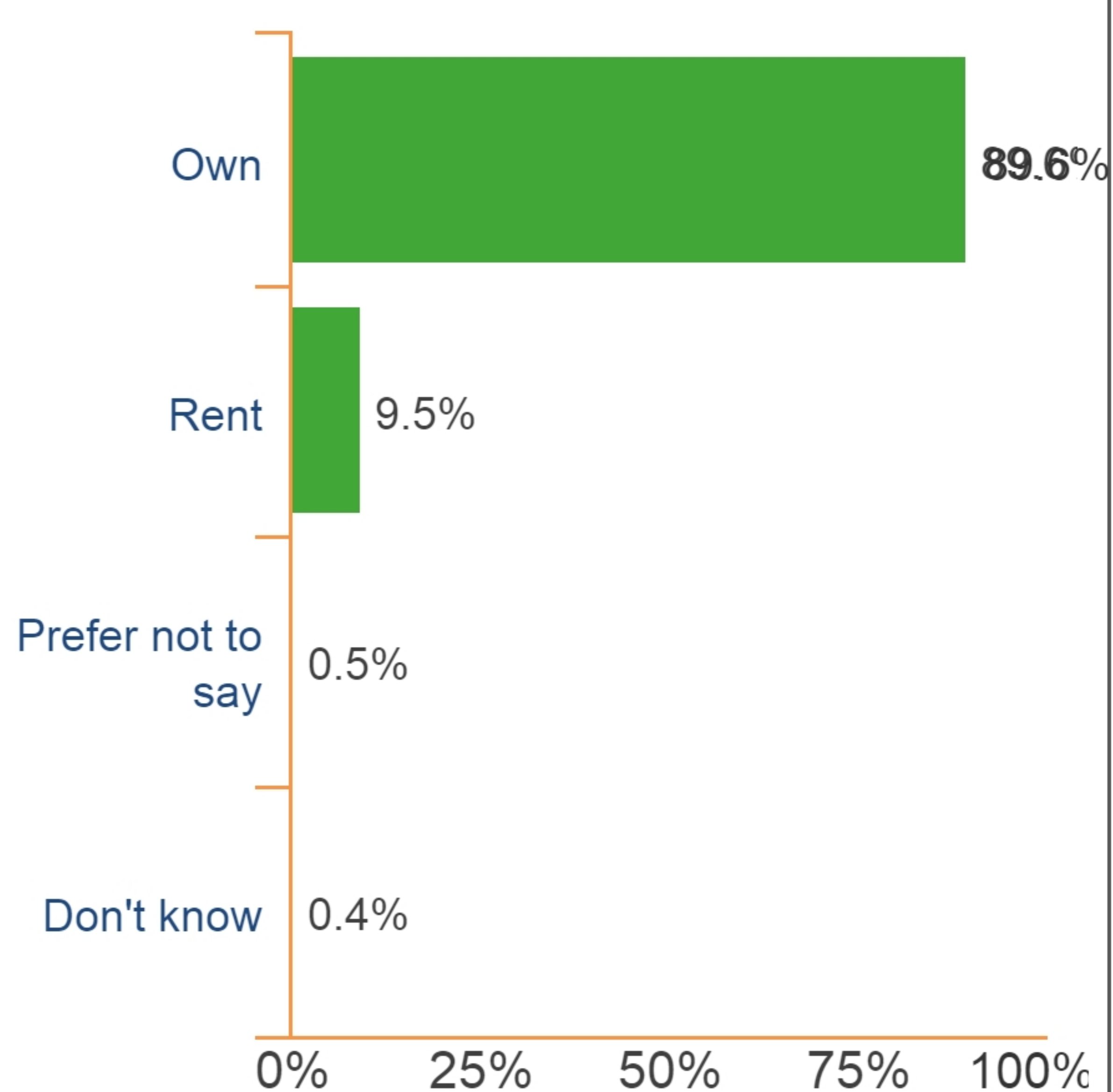
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

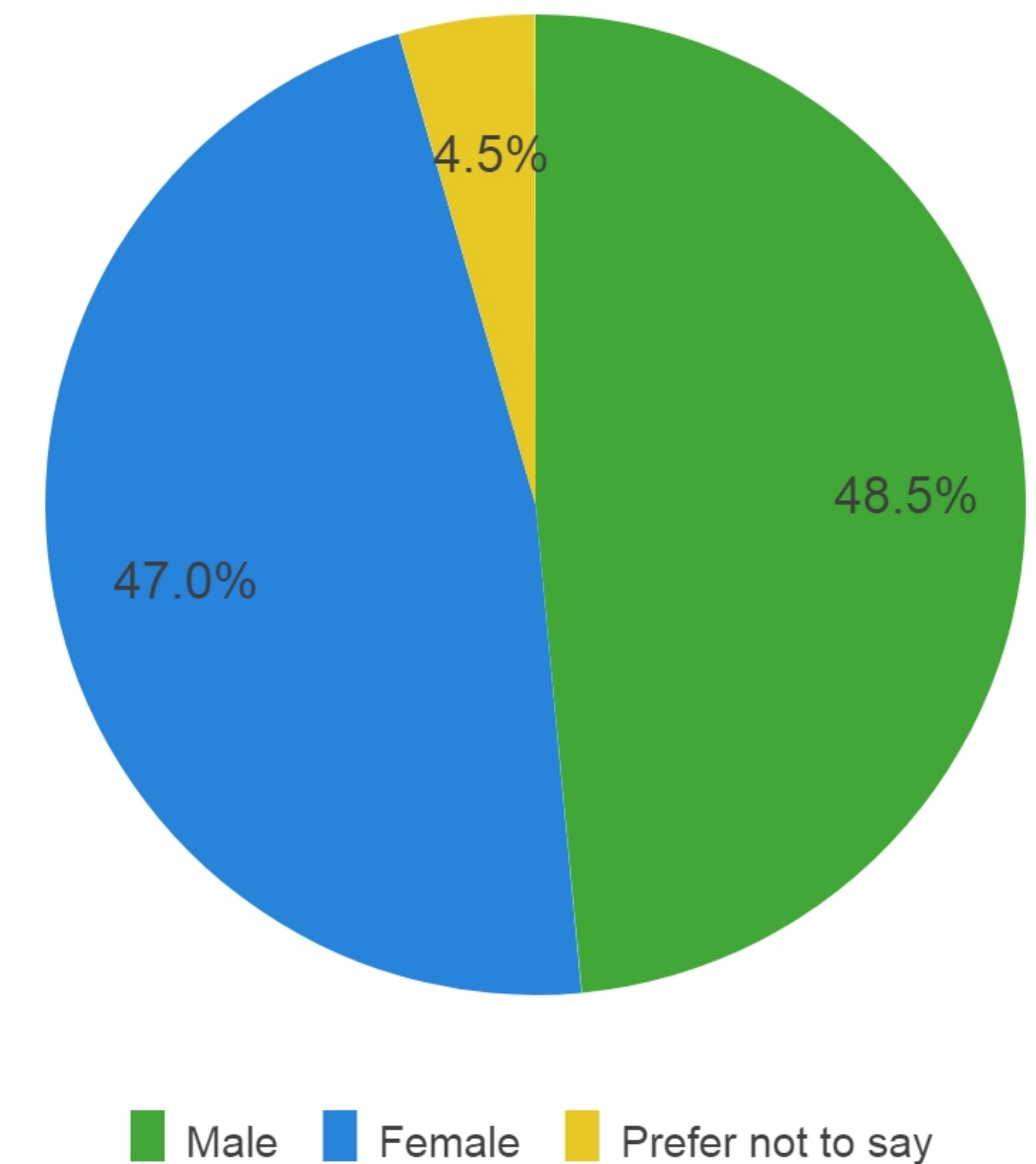
Type of Residence



Residency



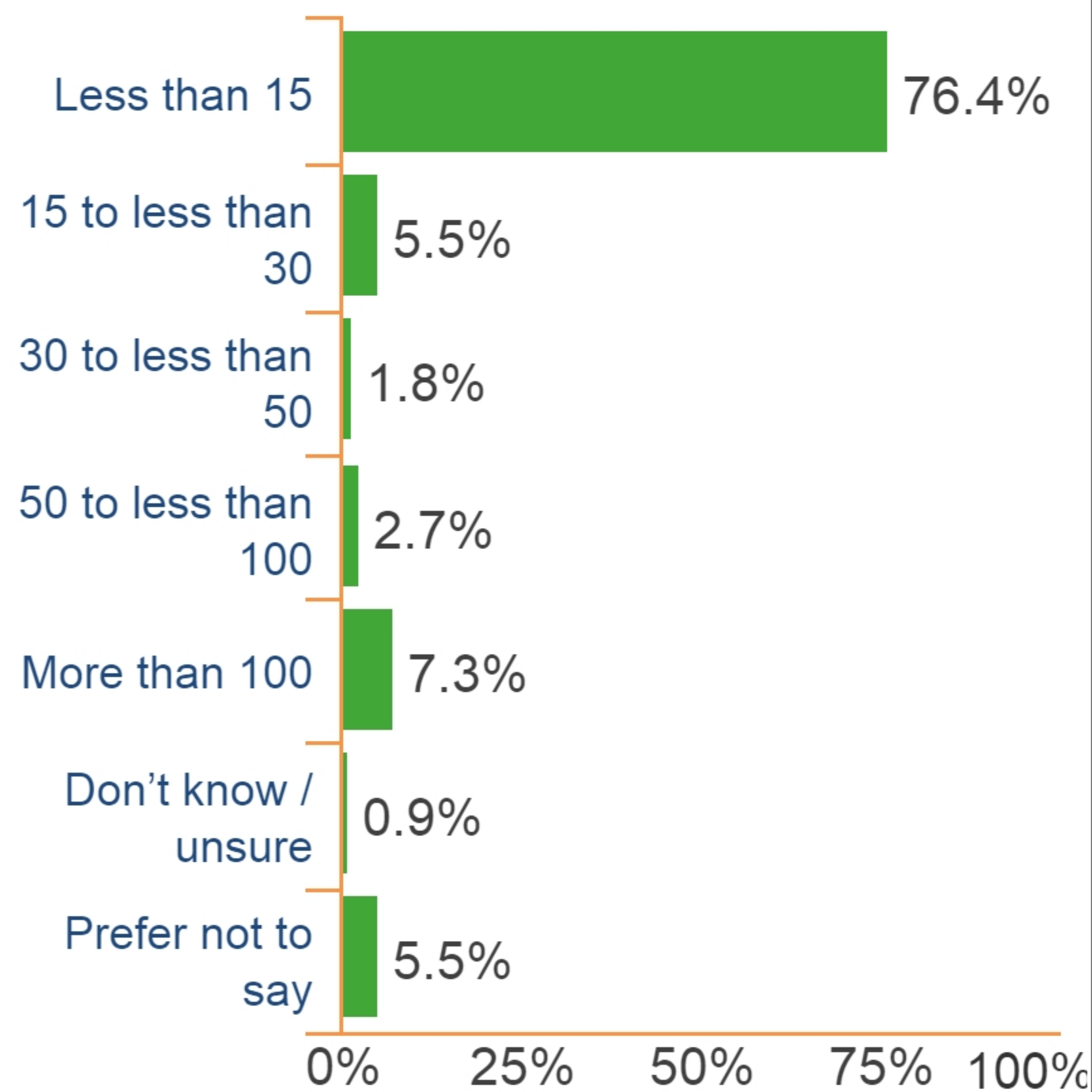
Gender



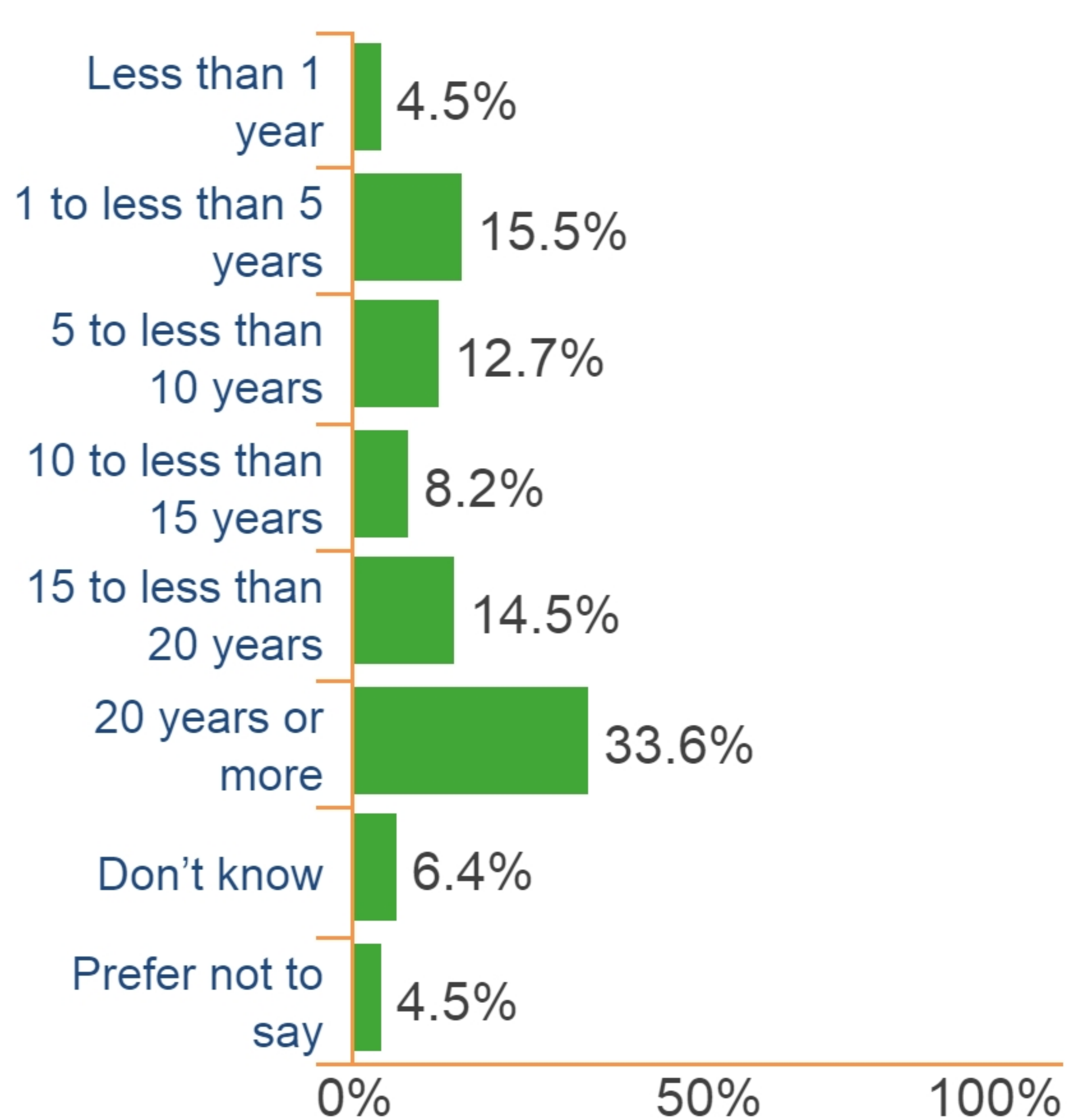
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the firmographic profile of the participants.

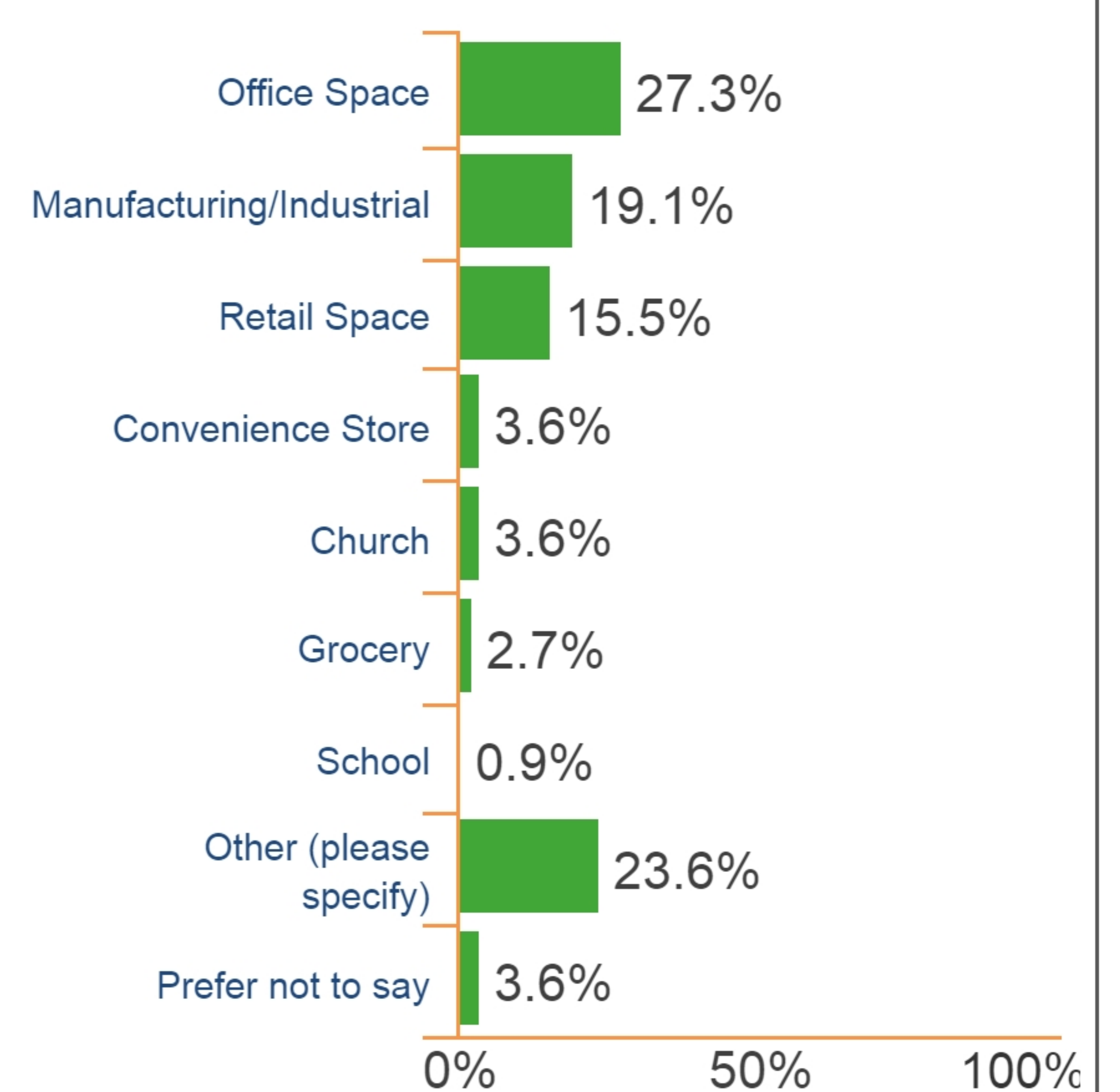
Number of Employees



Length of Time as Customer



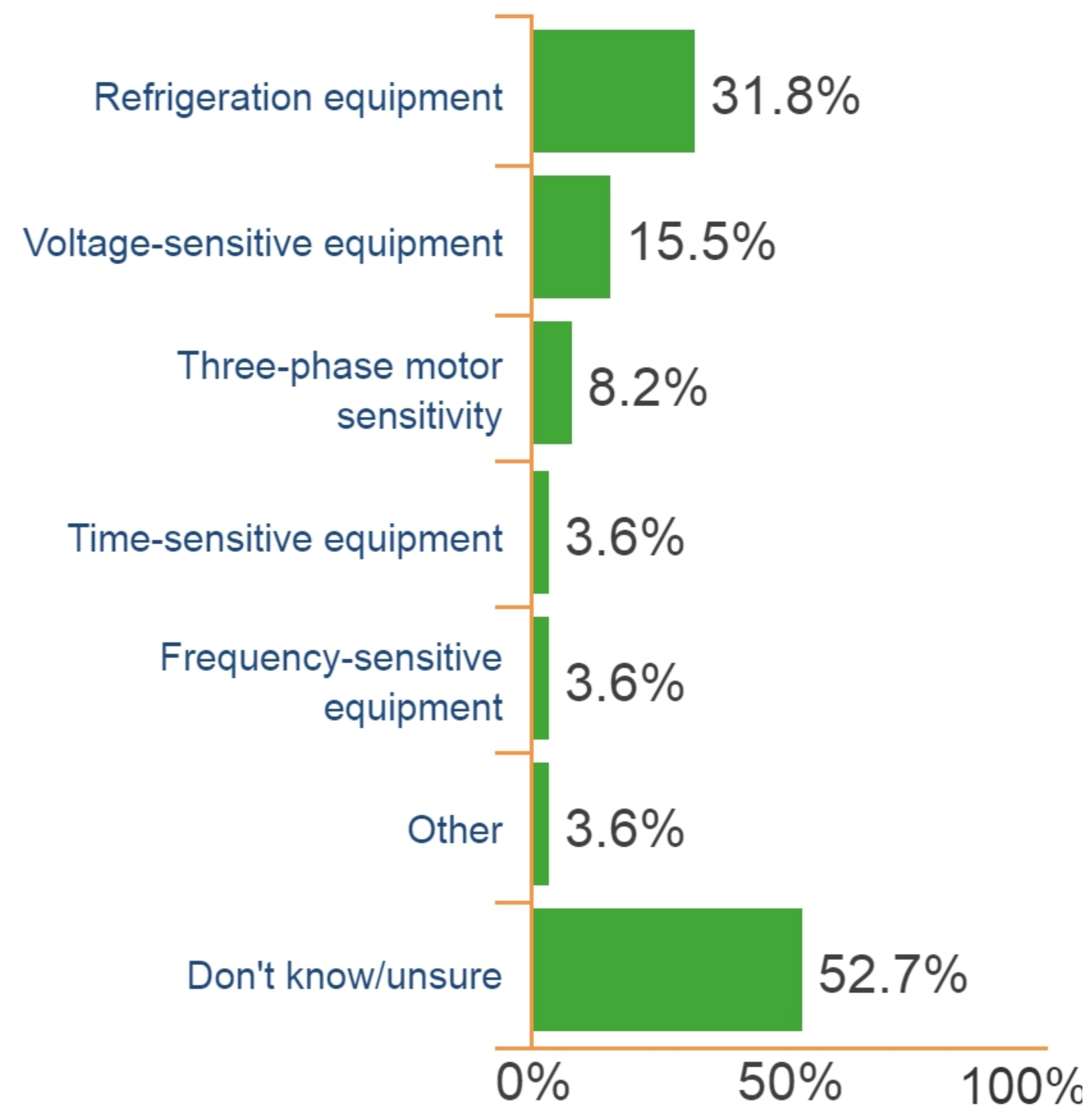
Type of Business



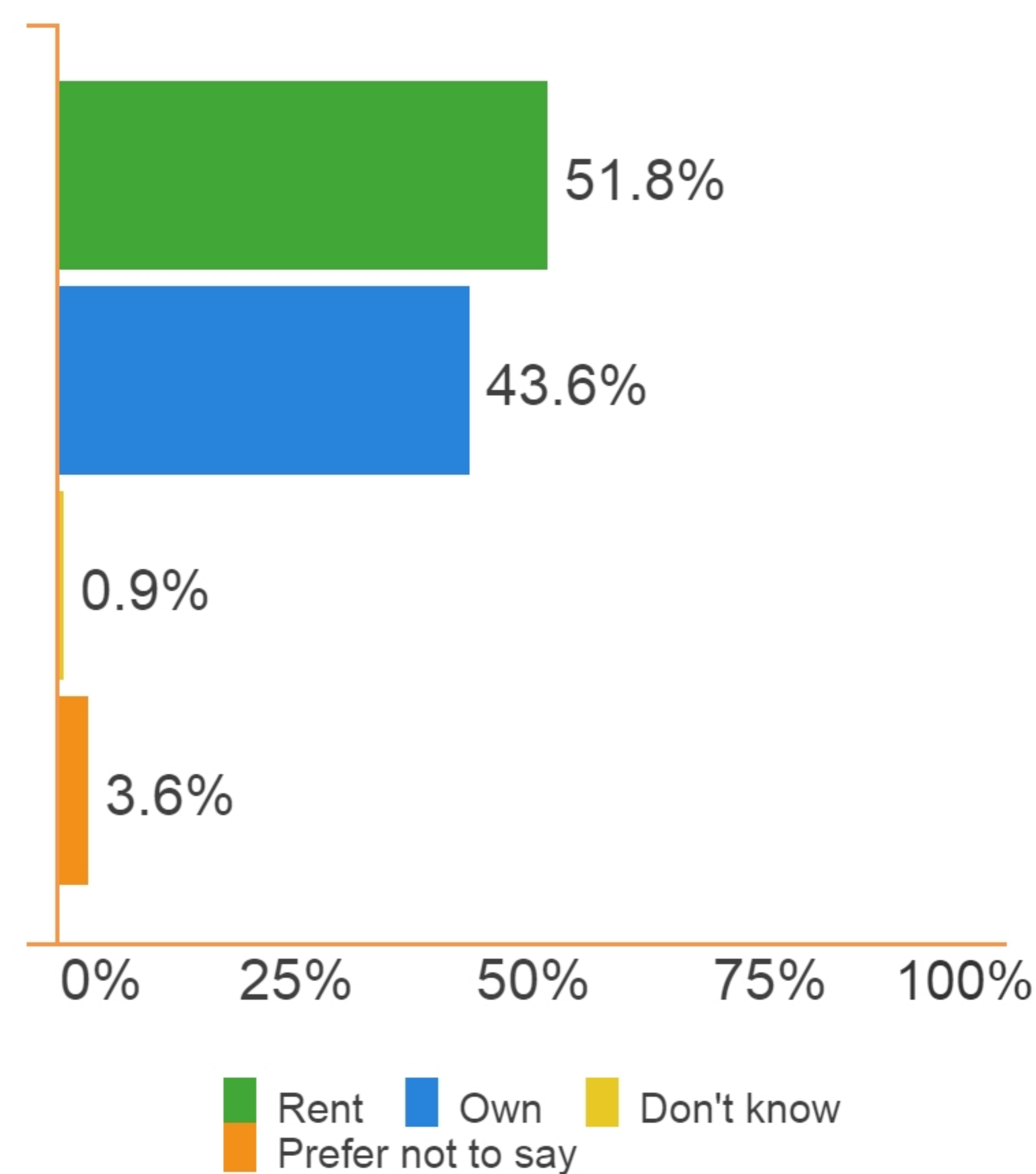
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the firmographic profile of the participants.

Electrically Sensitive Equipment



Business Ownership



Square Footage

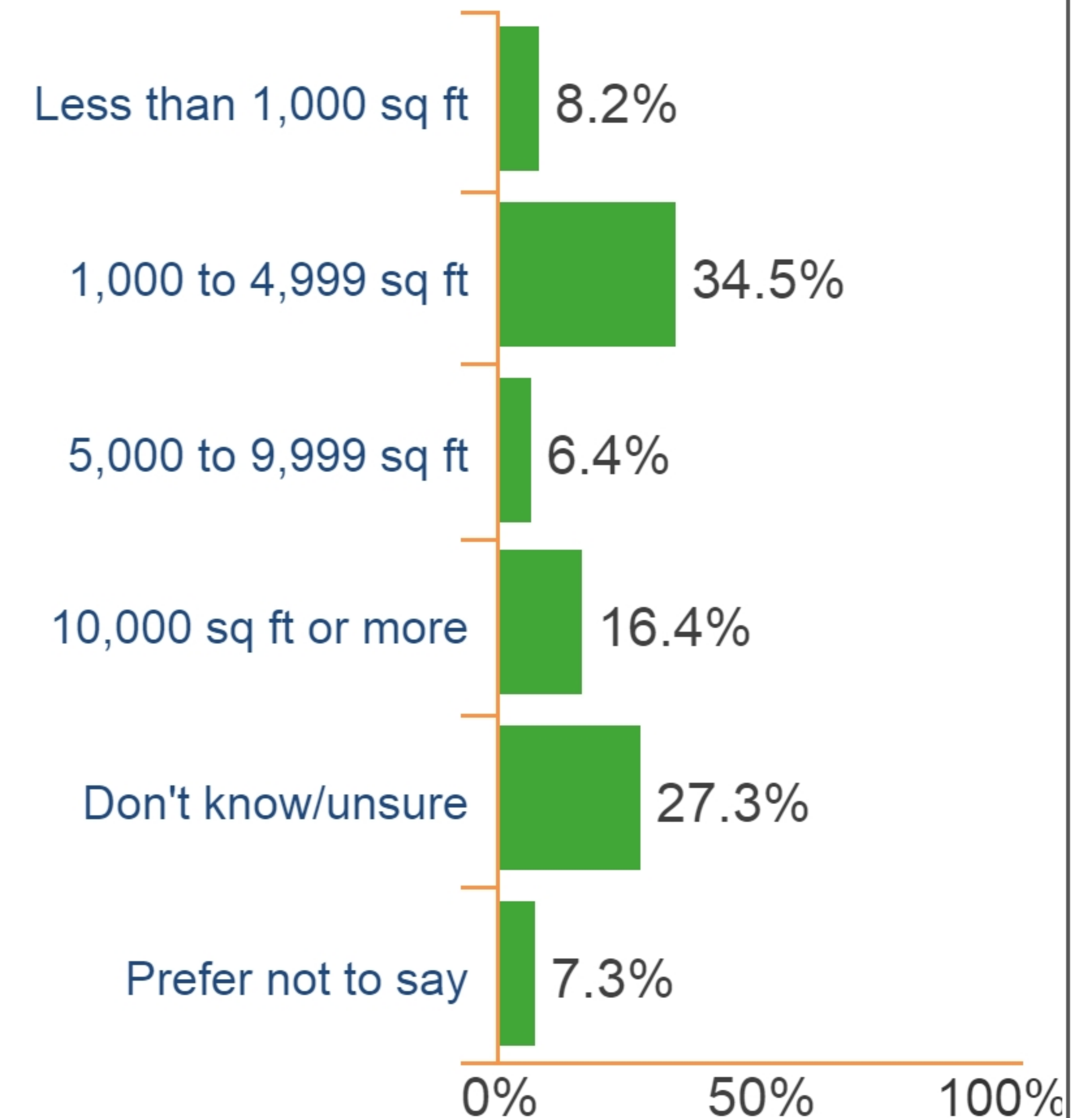


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0.0%

71.5%

would still purchase
at an increased
price point

23.3%

40.0%

0.0%

8.9%

5.4%

2.8%

0.0%

Negative Impact

No Impact

Positive Impact

Boomers

Reliability drives service ratings

Residential respondents provided positive ratings when rating RMLD among a series of organizational characteristics, yielding an average positive rating of 92.0%.

Surveyed customers gave the highest ratings for RMLD providing "reliable service" (96.9%) and their "honesty / integrity" (94.5%), but gave lower ratings for RMLD "helping customers use energy more efficiently through energy efficiency programs / rebates" (86.4%).

I will read you a list of different organizational characteristics. For each one, please rate RMLD's service. Again, please use a scale of one to ten where one is very good and ten is very poor.

	Composite	MEAM Average	Phone	Online
Reliable service	96.9	97.4	96.7	97.0
Honesty / Integrity	94.5	96.0	93.5	94.8
Community Service	92.8	93.8	87.2	94.2
Customer interactions and communication	92.7	95.6	91.0	93.3
Rates	88.5	89.3	86.2	89.3
Helping customers use energy more efficiently through energy efficiency programs/rebates	86.4	87.1	79.6	88.4
RMLD Average	92.0	93.2	89.5	92.8

Commercial

Reliability drives service ratings

Commercial respondents provided positive ratings when rating RMLD among a series of organizational characteristics, yielding an average positive rating of 88.6%.

Surveyed customers gave the highest ratings for RMLD providing "reliable service" (98.2%) and their "honesty / integrity" (96.0%), but gave lower ratings for RMLD "helping customers use energy more efficiently through energy efficiency programs / rebates" (76.7%).

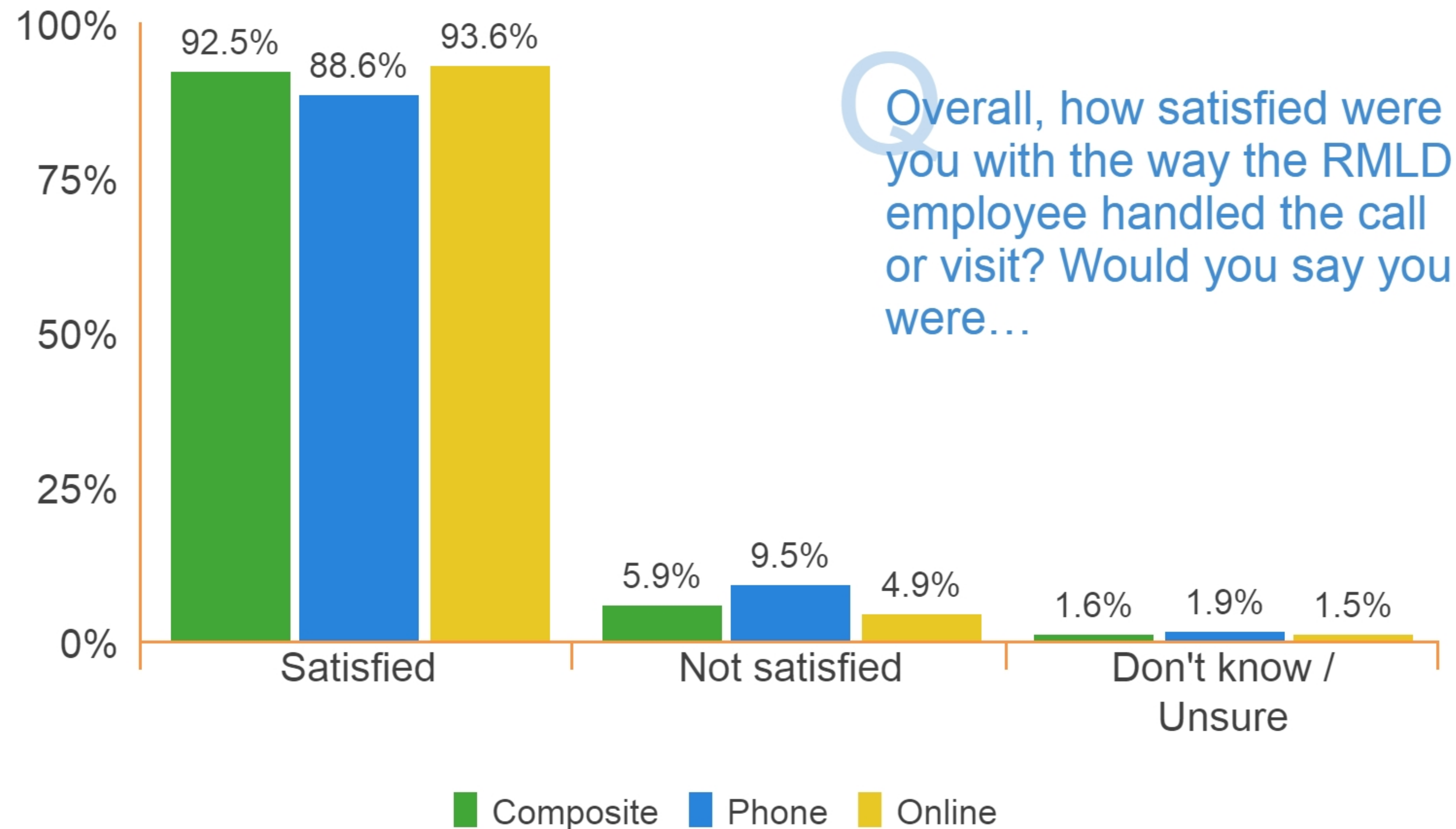
I will read you a list of different organizational characteristics. For each one, please rate RMLD's service. Again, please use a scale of one to ten where one is very good and ten is very poor.

	Composite	Phone	Online
Reliable service	98.2	97.7	100.0
Honesty / integrity	96.0	96.2	95.0
Customer interactions and communication	92.8	92.2	95.0
Rates	84.7	84.6	85.0
Community Service	83.1	81.8	87.5
Helping customers use energy more efficiently through energy efficiency programs / rebates	76.7	75.4	81.0
Average	88.6	88.0	90.6

Strong satisfaction with customer service

Residential

Of those residential respondents who have recently had an interaction with RMLD, the majority (92.5%) indicated they were either "very satisfied" or "somewhat satisfied" with the way the RMLD employee handled the call or visit. Surveyed residential customers primarily reported contacting RMLD to report an "outage" (15.4%), for a "question on bill (not a complaint)" (12.3%), or for a "rebate" (12.3%).



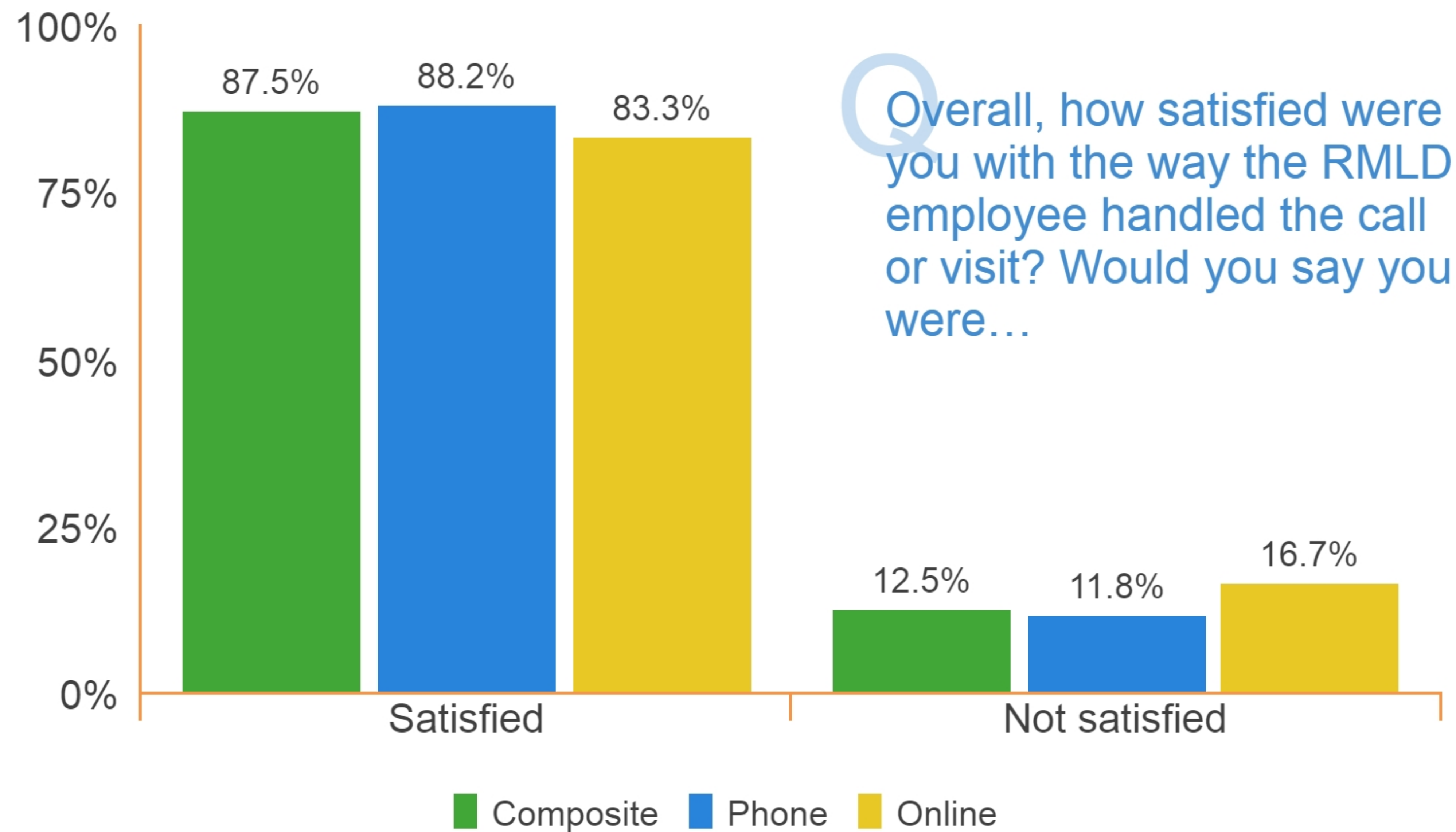
	Composite	Phone	Online
Outage	15.4	15.2	15.4
Question on bill (not complaint)	12.3	7.6	13.6
Rebate	12.3	6.7	13.8
Service call	8.9	13.3	7.7
To pay bill	7.7	14.3	5.9
Install service	6.5	7.6	6.2
Other (please specify)	6.1	1.9	7.2
Payment arrangement	5.3	3.8	5.6
Tree trimming/tree on lines	4.6	4.8	4.6
Address change	3.4	3.8	3.3

Please tell me the purpose of the call or visit?
(Top 10 values shown)

Strong satisfaction with customer service

Commercial

Of the 40 commercial respondents who have recently had an interaction with RMLD, the majority (87.5%) indicated they were either "very satisfied" or "somewhat satisfied" with the way the RMLD employee handled the call or visit. Surveyed commercial customers primarily reported contacting RMLD for a "question on bill (not a complaint)" (17.5%) or to "install service" (15.0%).

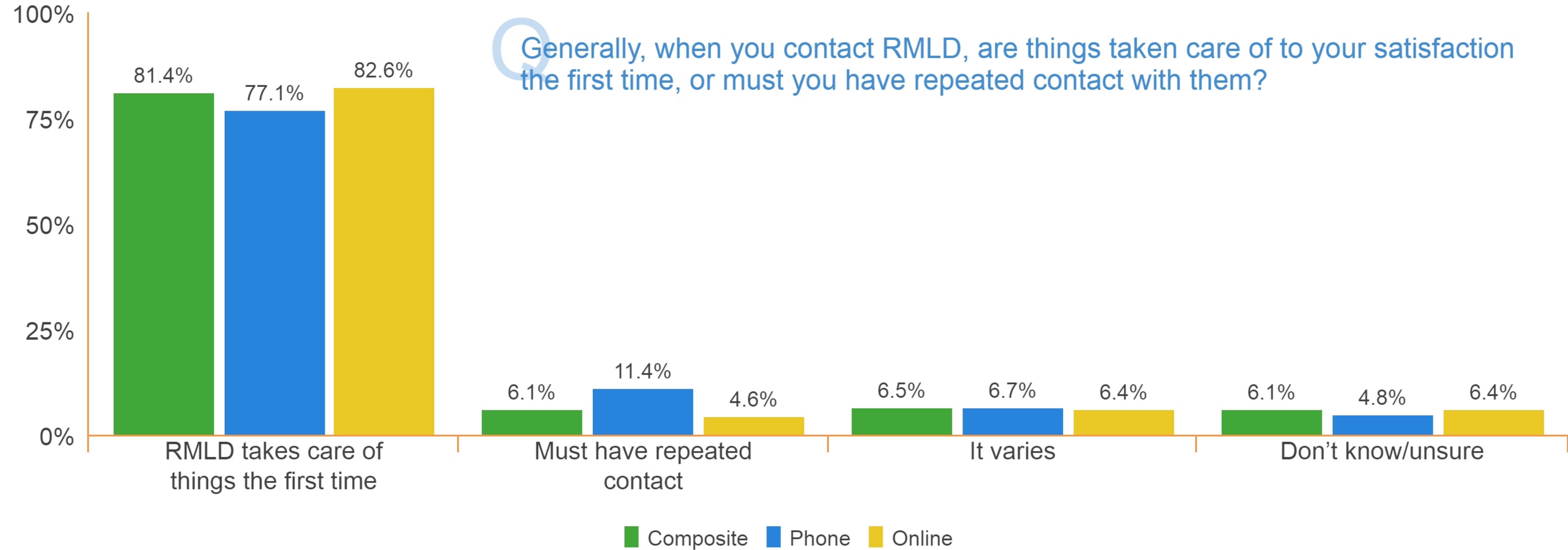


	Composite	Phone	Online
Question on bill (not complaint)	17.5	20.6	0.0
Install service	15.0	14.7	16.7
High bill question	10.0	5.9	33.3
To pay bill	10.0	11.8	0.0
Payment arrangement	7.5	5.9	16.7
Other (please specify)	7.5	8.8	0.0
Transformer/line issue	5.0	2.9	16.7
Follow up/inquiry	5.0	2.9	16.7
Service call	5.0	5.9	0.0
Outage	5.0	5.9	0.0
Rebate	5.0	5.9	0.0

Please tell me the purpose of the call or visit?
(Top 11 values shown)

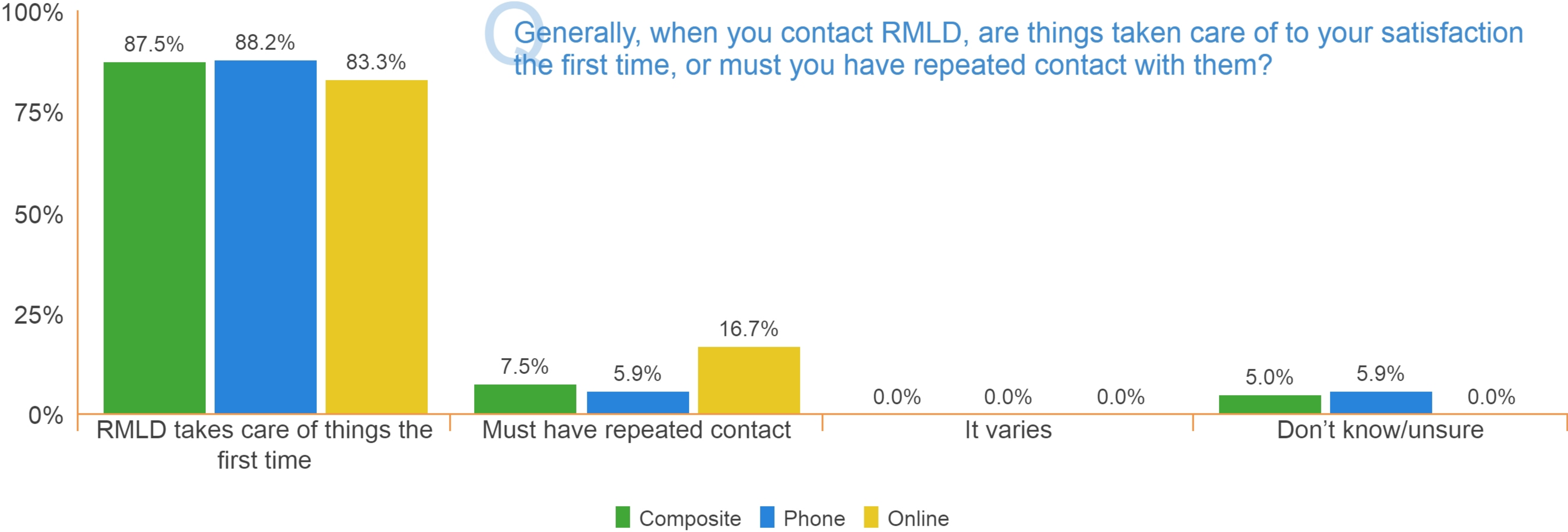
Issues resolved upon first contact

Over four-fifths of surveyed residential customers (81.4%) reported RMLD generally takes care of things to their satisfaction the first time they have contact with customer service, with only 6.1% of respondents indicating they must have repeated contact before their reason for contact is resolved.



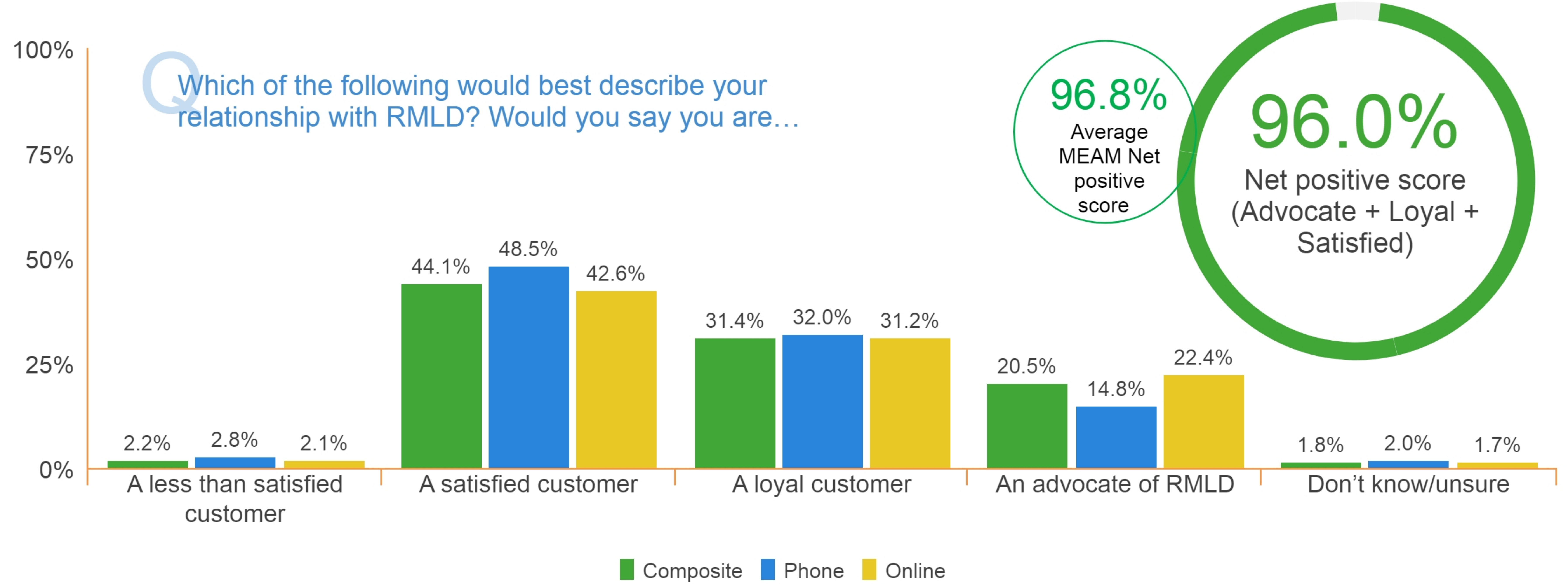
Issues resolved upon first contact

The majority of surveyed commercial customers (87.5%) reported RMLD generally takes care of things to their satisfaction the first time they have contact with customer service, with only 7.5% of respondents indicating they must have repeated contact before their reason for contact is resolved.



Positive relationship with RMLD

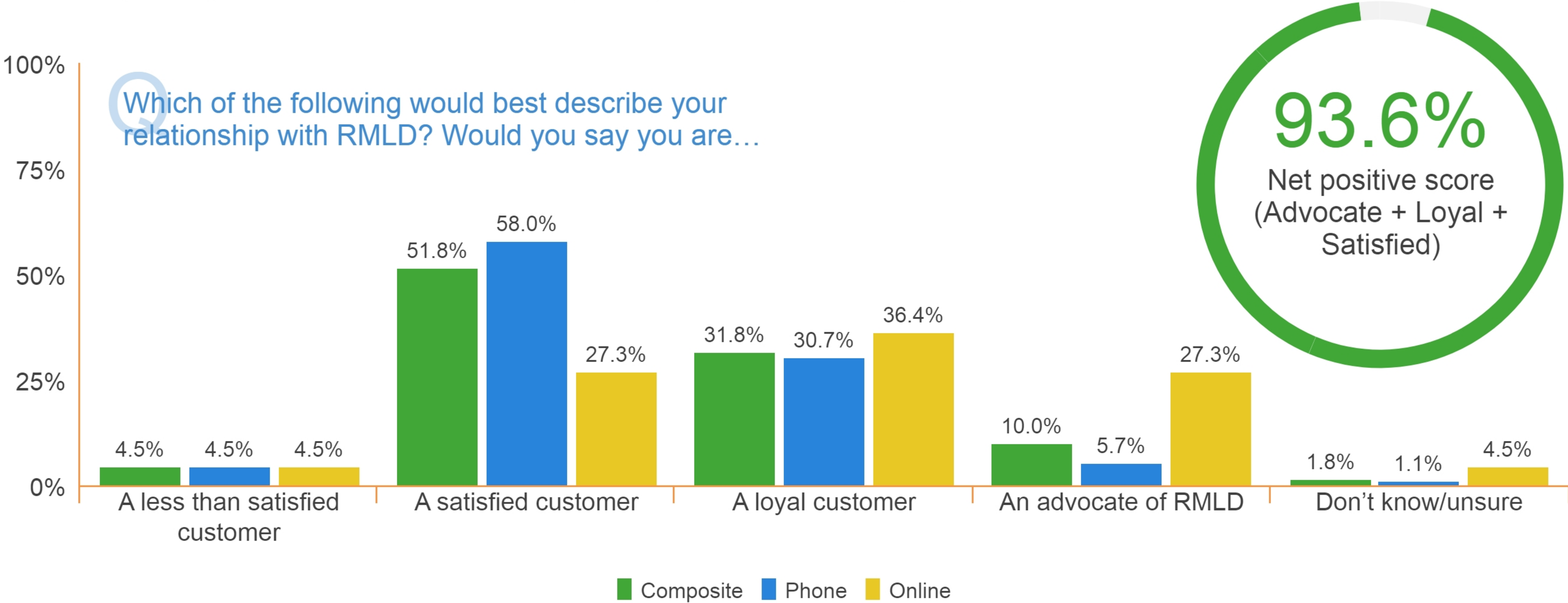
Surveyed residential customers provided a net positive score (Satisfied + Loyal + Advocate) of 96.0%, with only 2.2% reporting they are a "less than satisfied" customer of RMLD. Of note, more online survey respondents indicated they are "an advocate of RMLD" (22.4%) than phone survey respondents (14.8%).



Positive relationship with RMLD

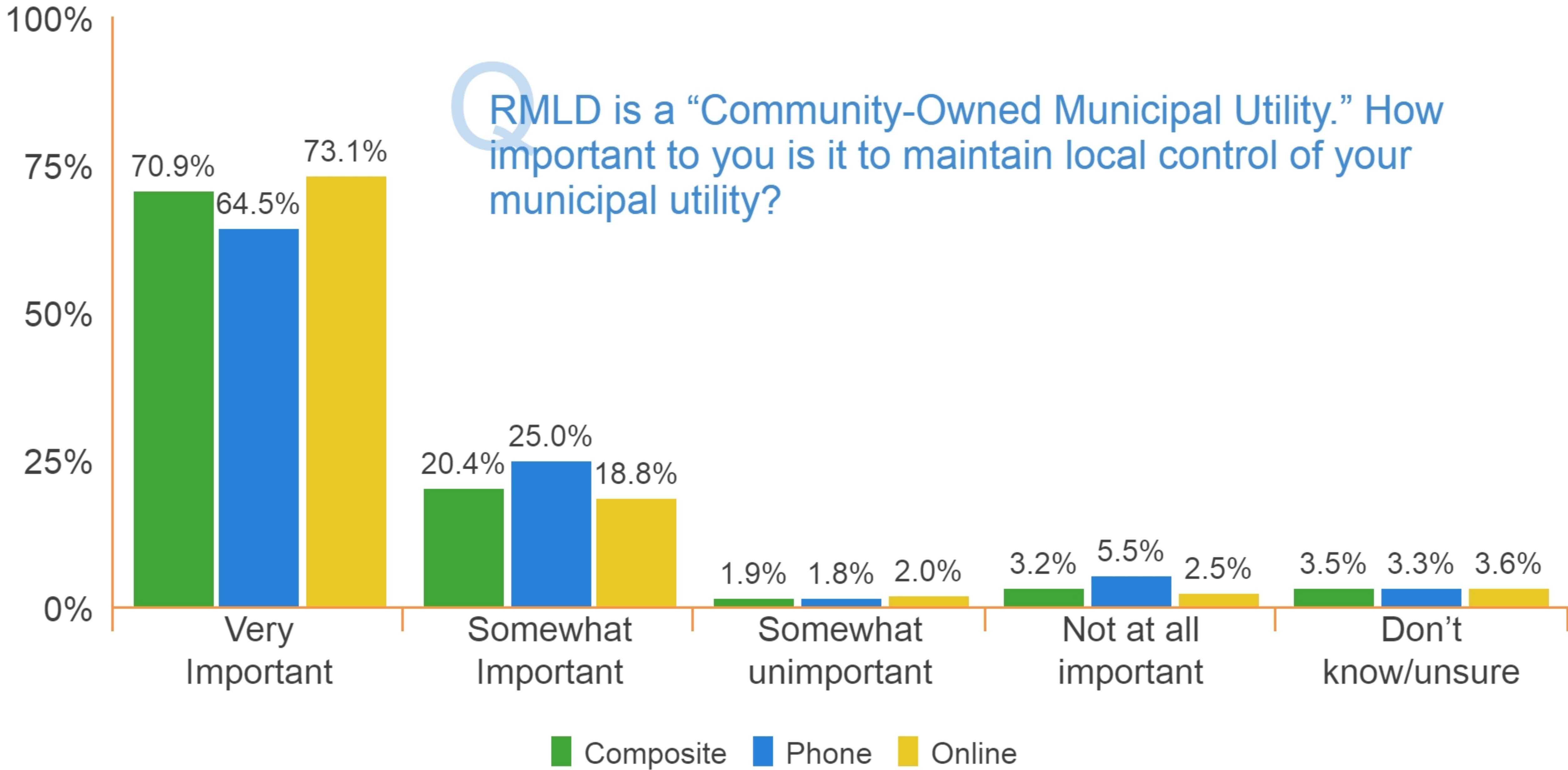
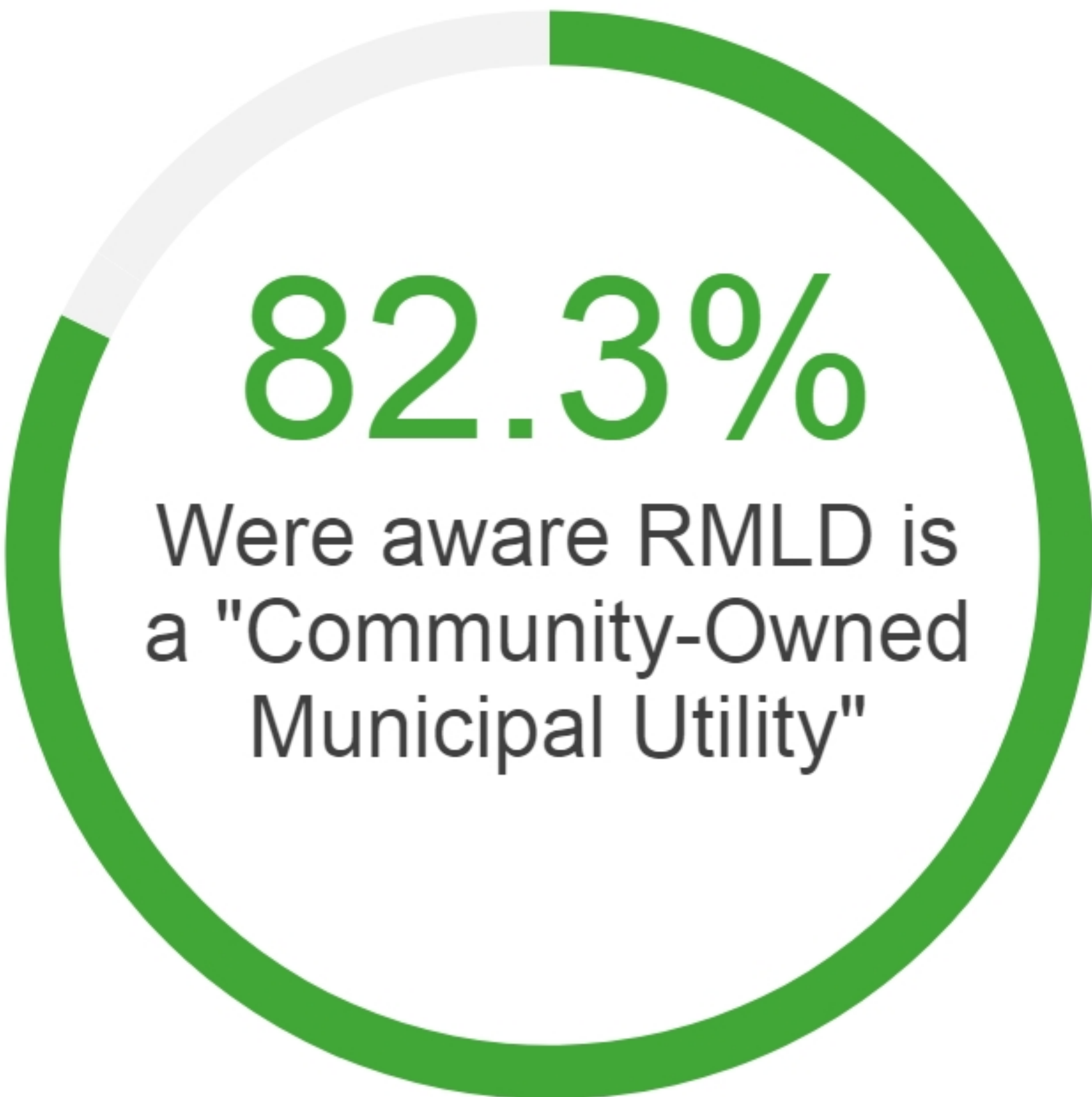
Commercial

Surveyed commercial customers provided a net positive score (Satisfied + Loyal + Advocates) of 93.6%, with only 4.5% reporting they are a "less than satisfied" customer of RMLD. Of note, more online survey respondents indicated they are either a "loyal" customer (36.4%) or "an advocate of RMLD" (27.3%) than phone survey respondents.



Find municipal ownership important

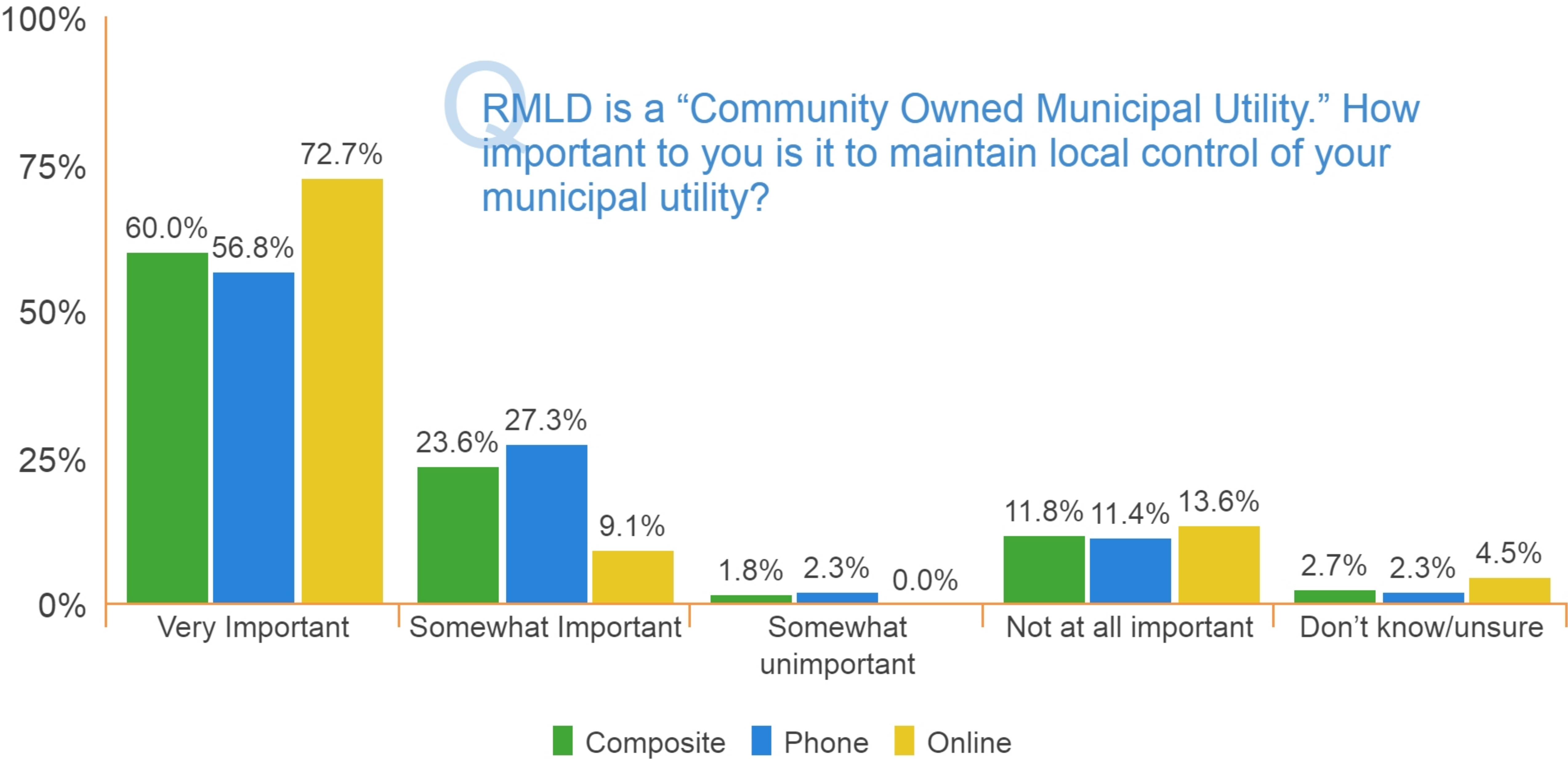
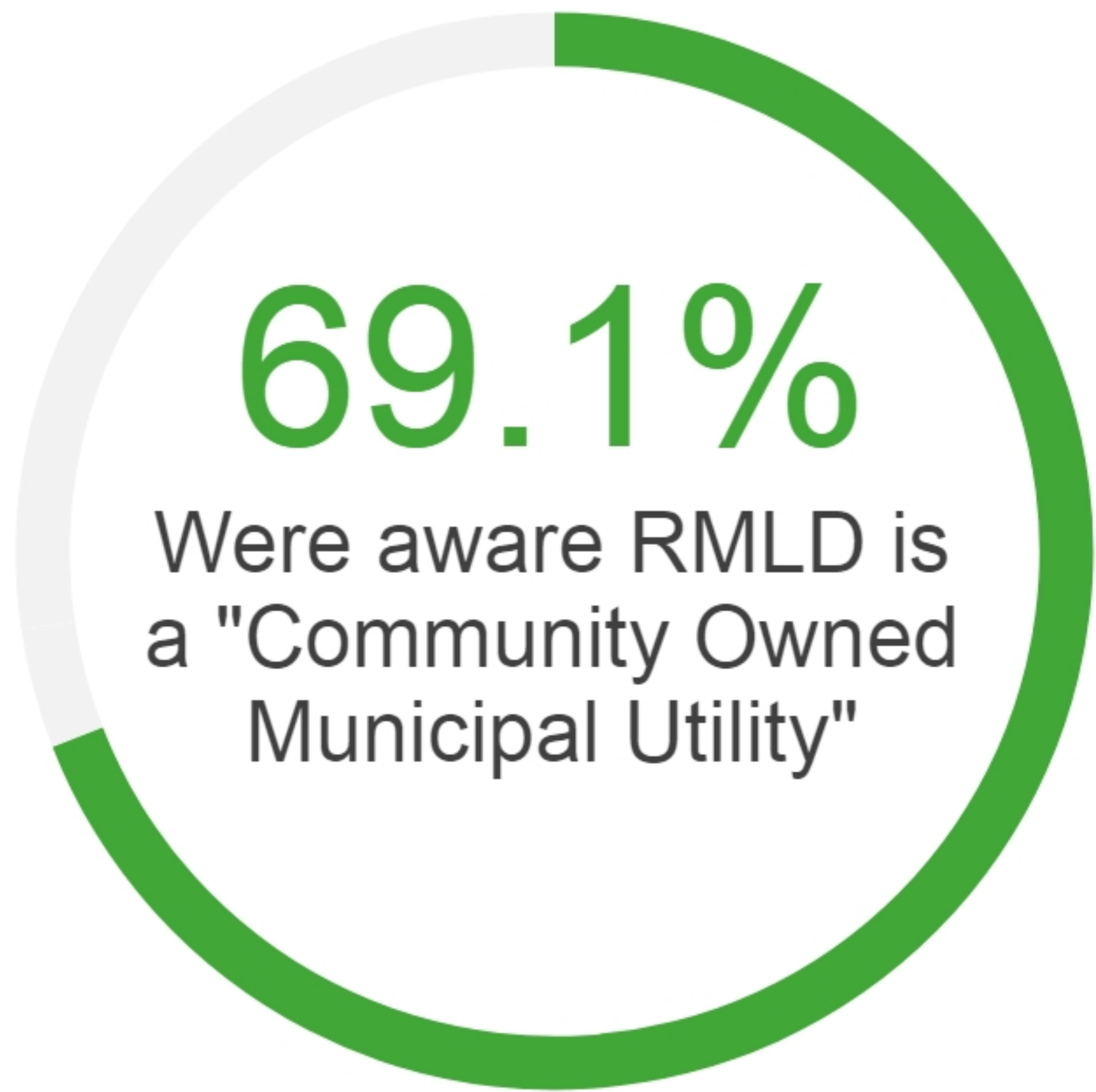
Over four-fifths of surveyed residential customers (82.3%) correctly identified RMLD as a "Community-Owned Municipal Utility." Further, the majority of residential respondents, 91.3%, reported it is either "very important" (70.9%) or "somewhat important" (20.4%) to maintain local control of their municipal utility.



Find municipal ownership important

Commercial

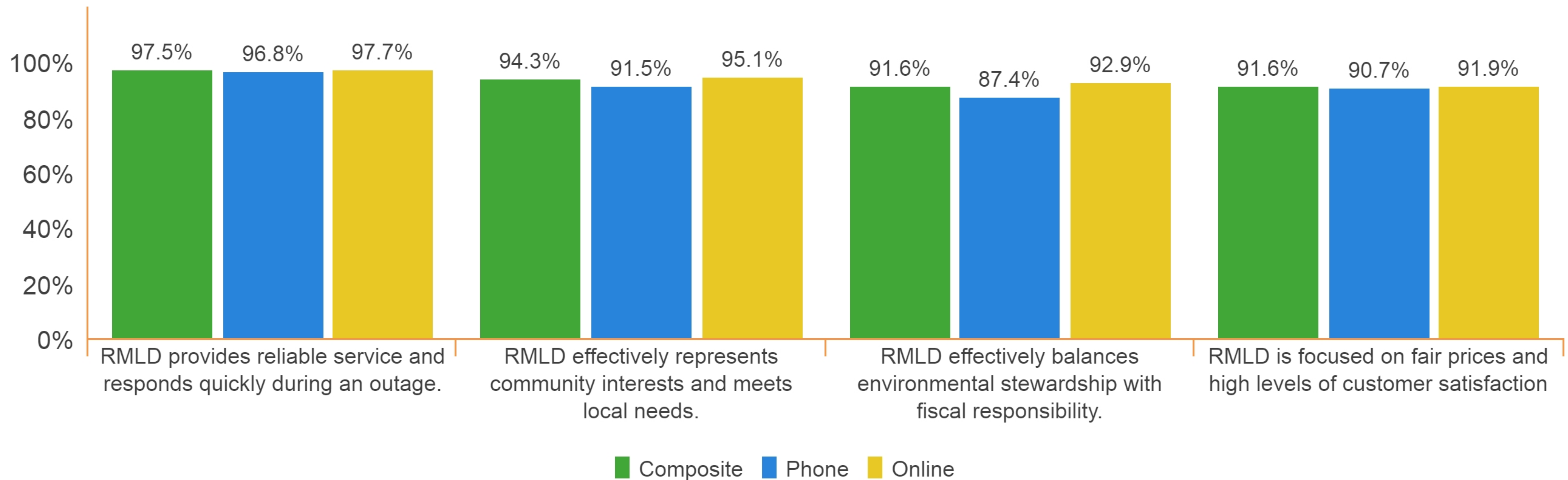
Over two-thirds of surveyed commercial customers (69.1%) correctly identified RMLD as a "Community Owned Municipal Utility." Further, over four-fifths of commercial respondents, 83.6%, reported it is either "very important" (60.0%) or "somewhat important" (23.6%) to maintain local control of their municipal utility.



RMLD embodies a community-owned utility Residential

Residential respondents agreed that RMLD embodies several characteristics of a community-owned municipal utility. Notably, the highest frequency of respondents agreed that "RMLD provides reliable service and responds quickly during an outage" (97.5%) and "RMLD effectively represents community interests and meets local needs" (94.3%).

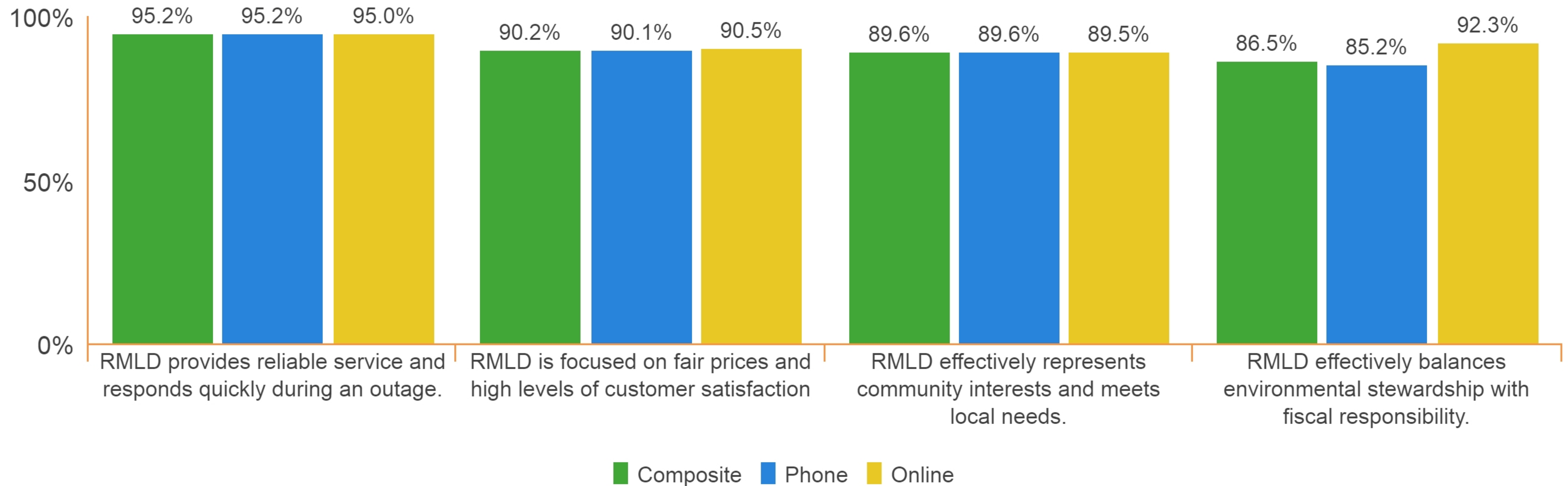
Now I will read a list of different characteristics common to community-owned municipal utilities. For each one please rate how well each characteristic describes RMLD. Please use a scale of one to ten where one means you strongly agree and ten means you strongly disagree. (Ratings of 1-4)



RMLD embodies a community-owned utility Commercial

Commercial respondents agreed that RMLD embodies several characteristics of a community-owned municipal utility. Notably, over nine-out-of-ten respondents agreed that "RMLD provides reliable service and responds quickly during an outage" (95.2%) and "RMLD is focused on fair prices and high levels of customer satisfaction" (90.2%).

Now I will read a list of different characteristics common to community-owned municipal utilities. For each one please rate how well each characteristic describes RMLD. Please use a scale of one to ten where one means you strongly agree and ten means you strongly disagree. (Ratings of 1-4)

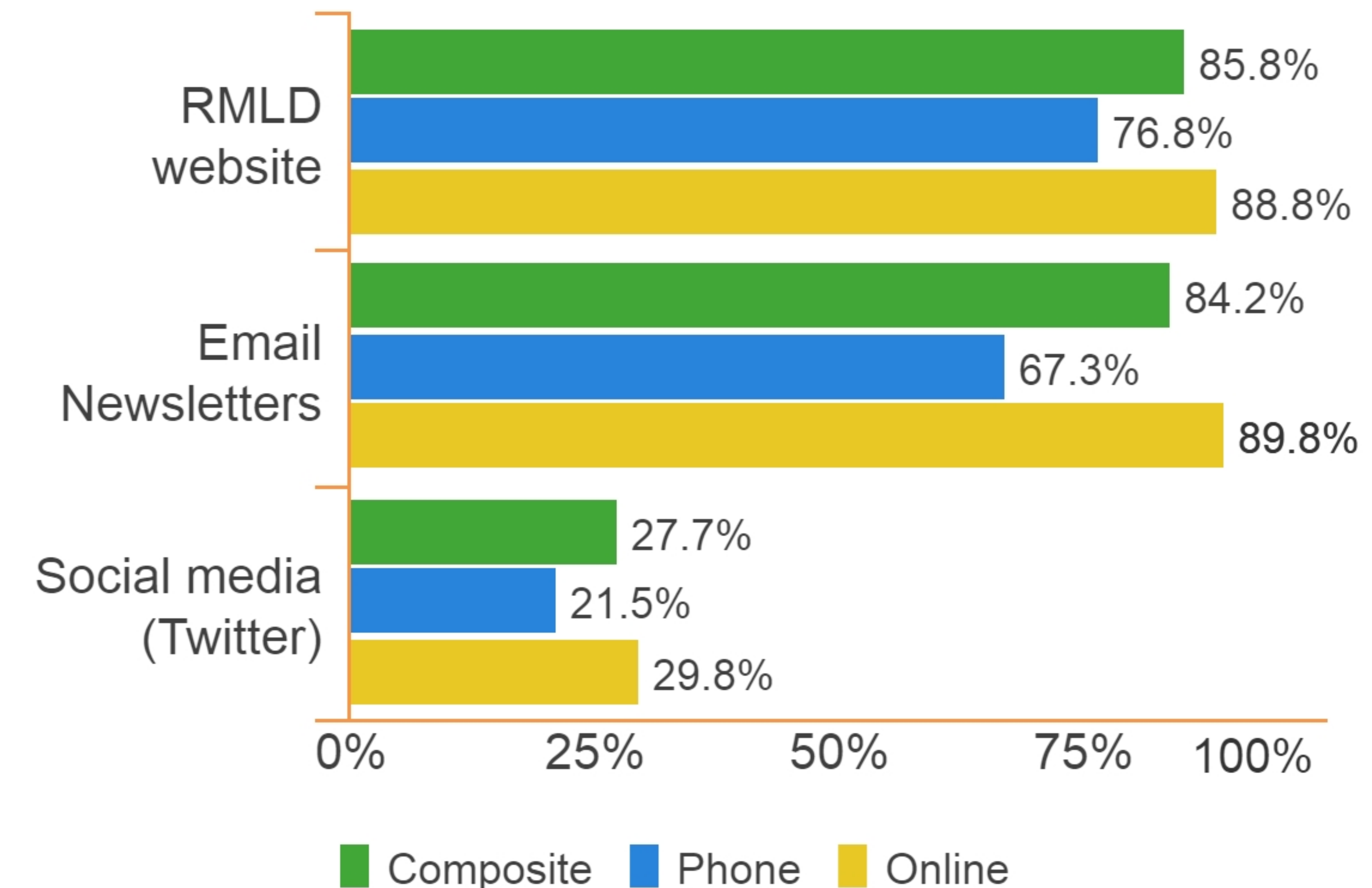


Prefer to look for information through website Residential

Two-thirds of surveyed residential customers (66.5%) indicated they prefer to look for information about RMLD on the "website," with nearly one-third (32.9%) seeking information through RMLD's Customer Notification System. When rating the value of several RMLD communication methods, more respondents rated RMLD's website (85.8%) and email newsletters (84.2%) as either "very valuable" or "somewhat valuable" than its social media (27.7%).

Please tell where you would prefer to look for information about RMLD?
(Top 10 values shown)

	Composite	Phone	Online
Website	66.5	69.8	65.4
RMLD's Customer Notification System (CNS)	32.9	3.0	42.8
Utility's newsletter/brochures	22.5	5.5	28.1
Direct contact	16.5	8.5	19.2
Direct mail	16.0	9.5	18.2
Social media (Twitter)	10.3	4.3	12.3
Newspaper stories	4.5	1.8	5.5
Community organizations	3.2	0.0	4.3
Friends and co-workers	2.5	0.3	3.2
Newspaper ads	1.7	2.3	1.6



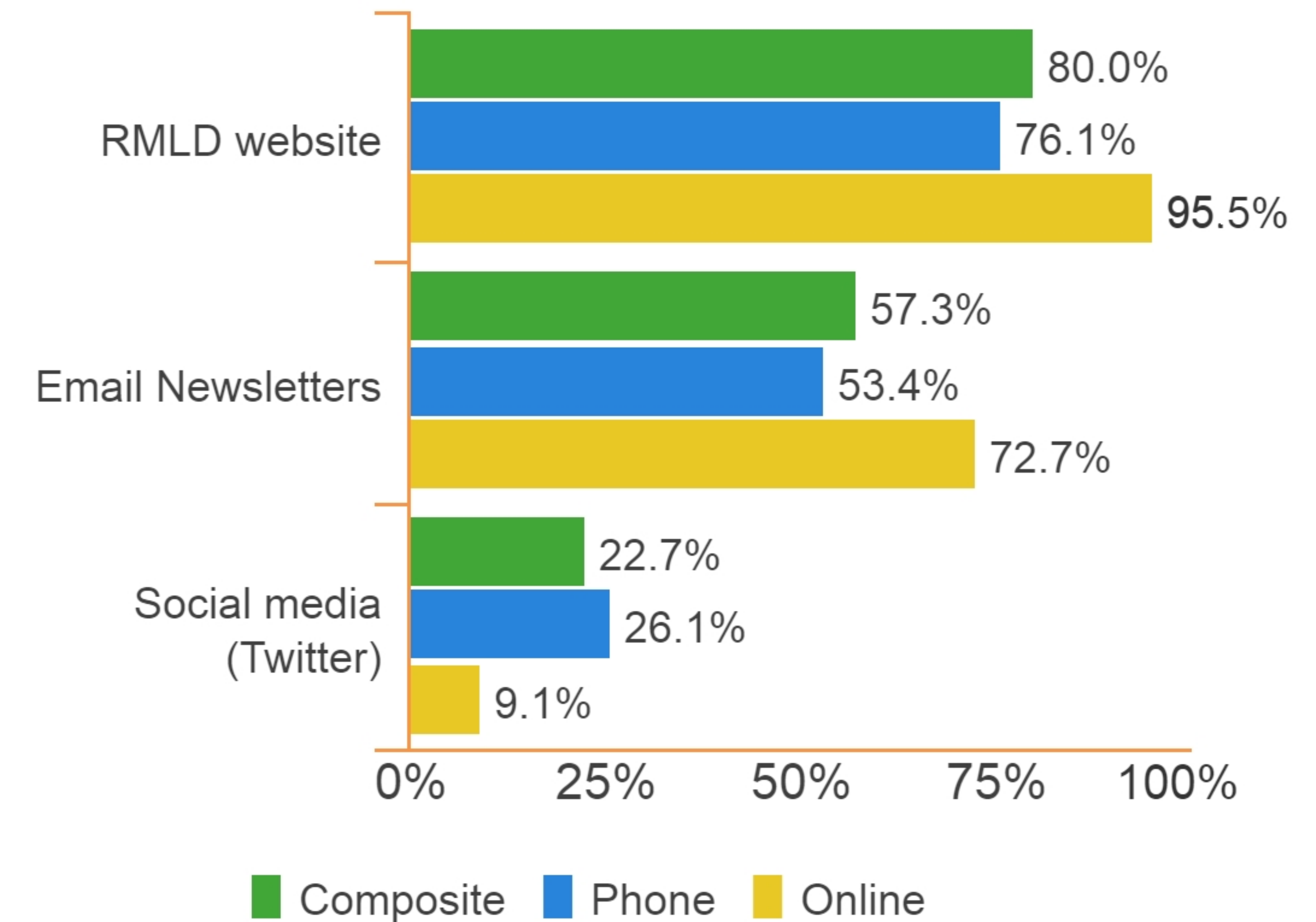
For each of the following please tell me if you believe this method is very valuable, somewhat valuable, not very valuable, or not at all valuable. (Total "valuable")

Prefer to look for information through website Commercial

Over two-thirds of surveyed commercial customers (69.1%) indicated they prefer to look for information about RMLD on the "website," with others seeking information through "direct mail" (12.7%) and "direct contact" (12.7%). When rating the value of several RMLD communication methods, more respondents (80.0%) rated RMLD's website as either "very valuable" or "somewhat valuable" than RMLD's email newsletters (57.3%) or social media (22.7%).

Please tell where you would prefer to look for information about RMLD?
(Top 10 values shown)

	Composite	Phone	Online
Website	69.1	69.3	68.2
Direct mail	12.7	11.4	18.2
Direct contact	12.7	12.5	13.6
Utility's newsletter/brochures	8.2	6.8	13.6
RMLD's Customer Notification System (CNS)	5.5	0.0	27.3
Newspaper stories	2.7	0.0	13.6
Community organizations	1.8	1.1	4.5
Social media (Twitter)	1.8	2.3	0.0
Newspaper ads	0.9	0.0	4.5
Friends and co-workers	0.9	0.0	4.5

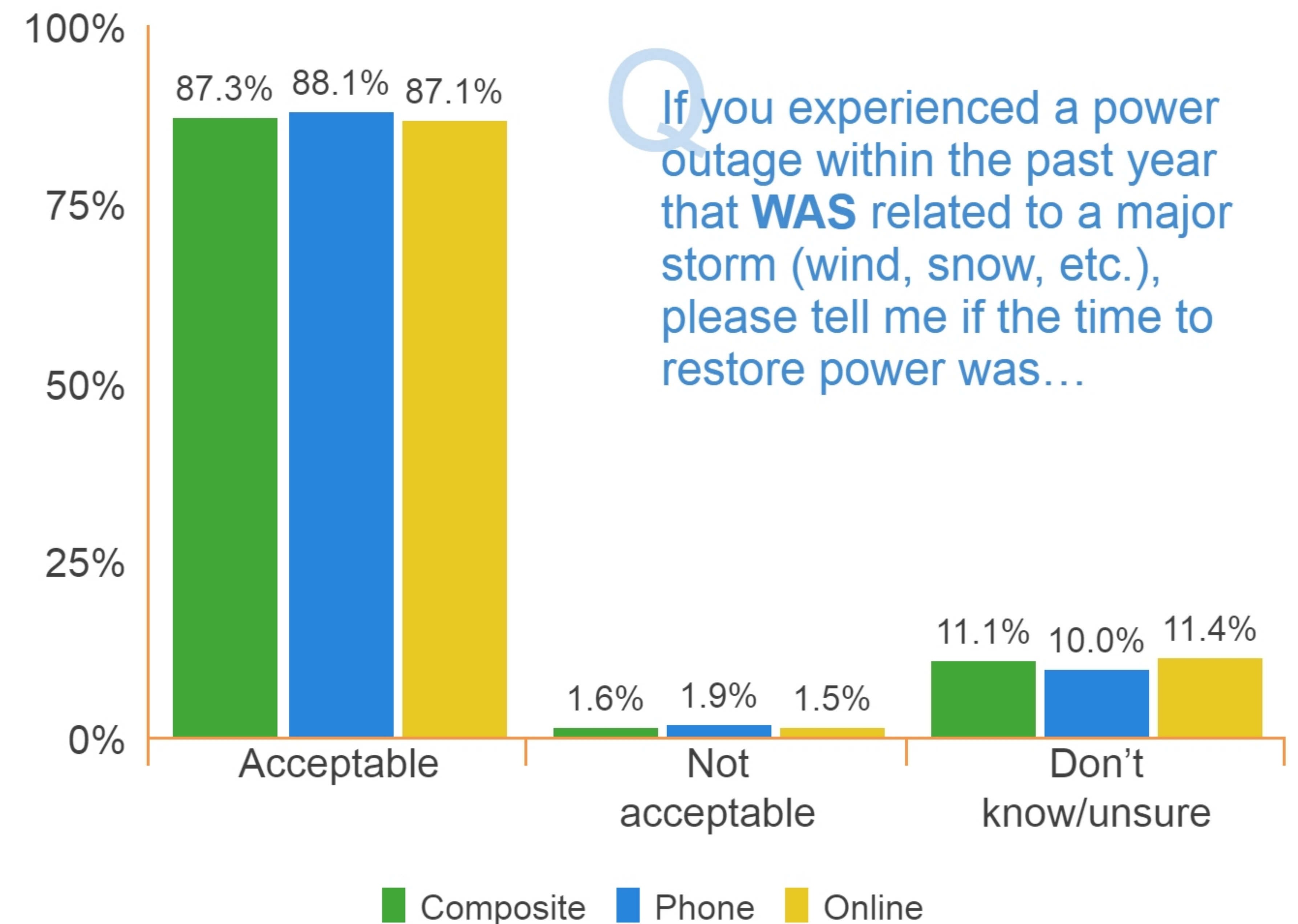
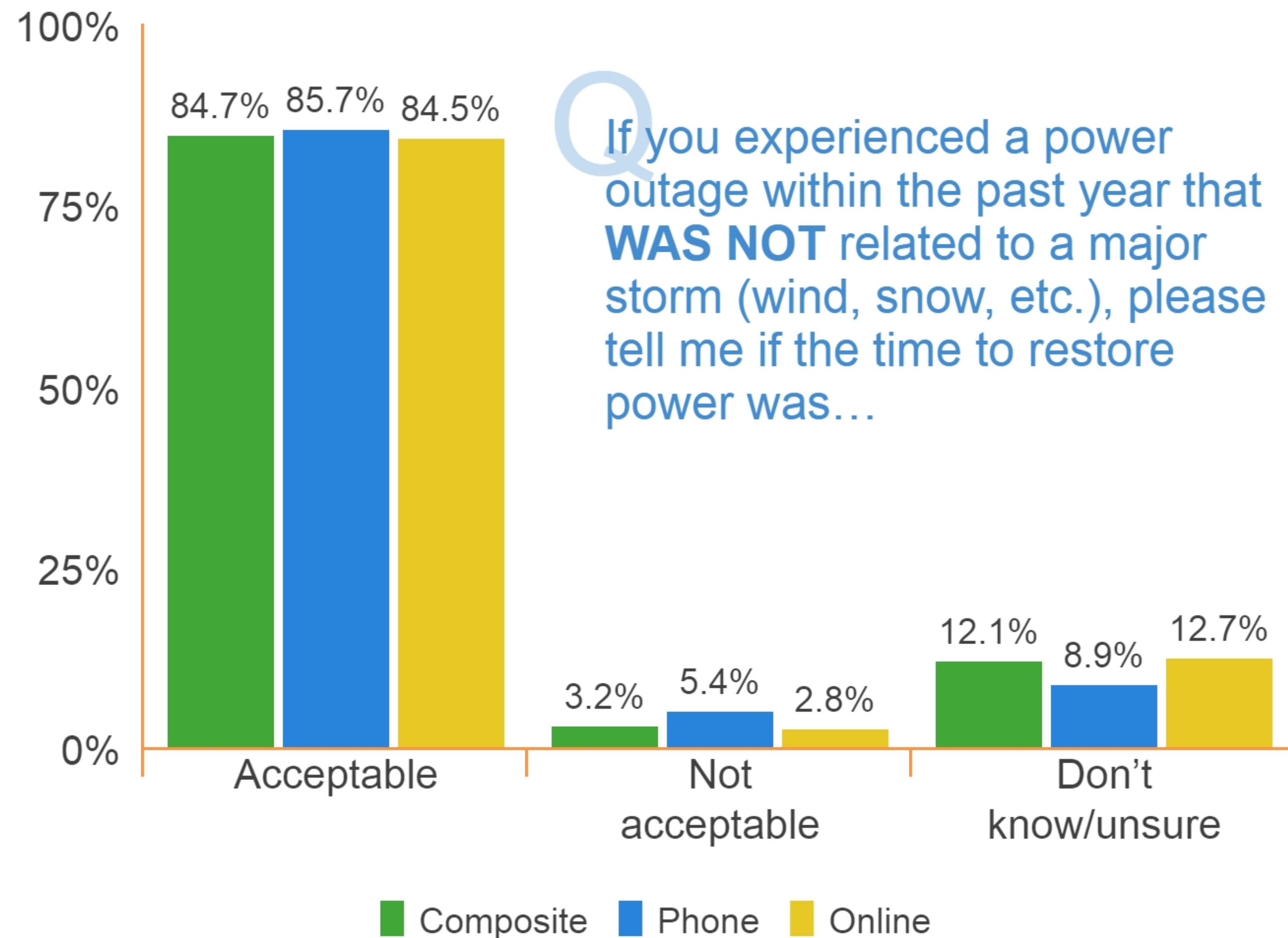


For each of the following please tell me if you believe this method is very valuable, somewhat valuable, not very valuable, or not at all valuable. (Total "valuable")

Find outage restoration times acceptable

Residential

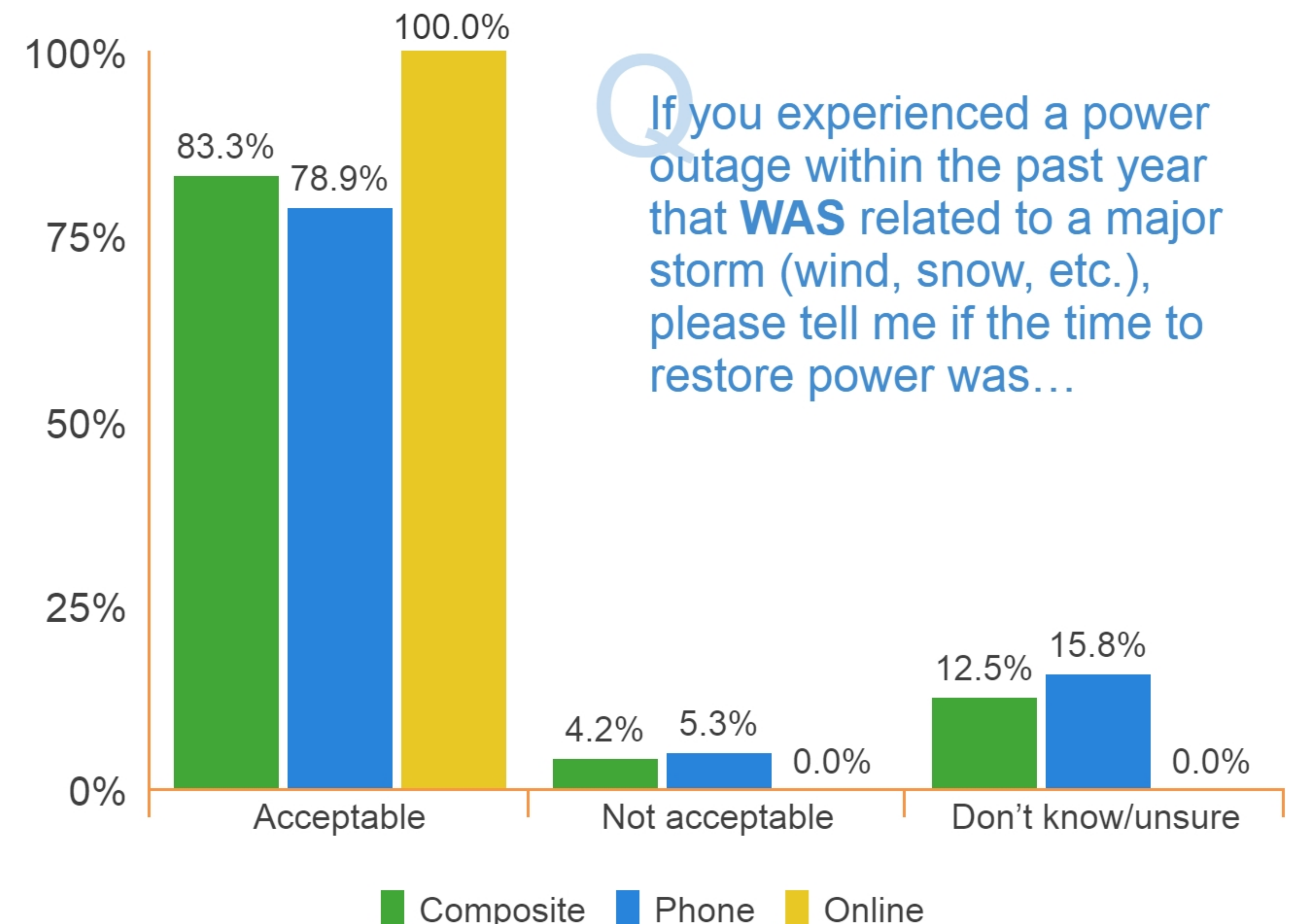
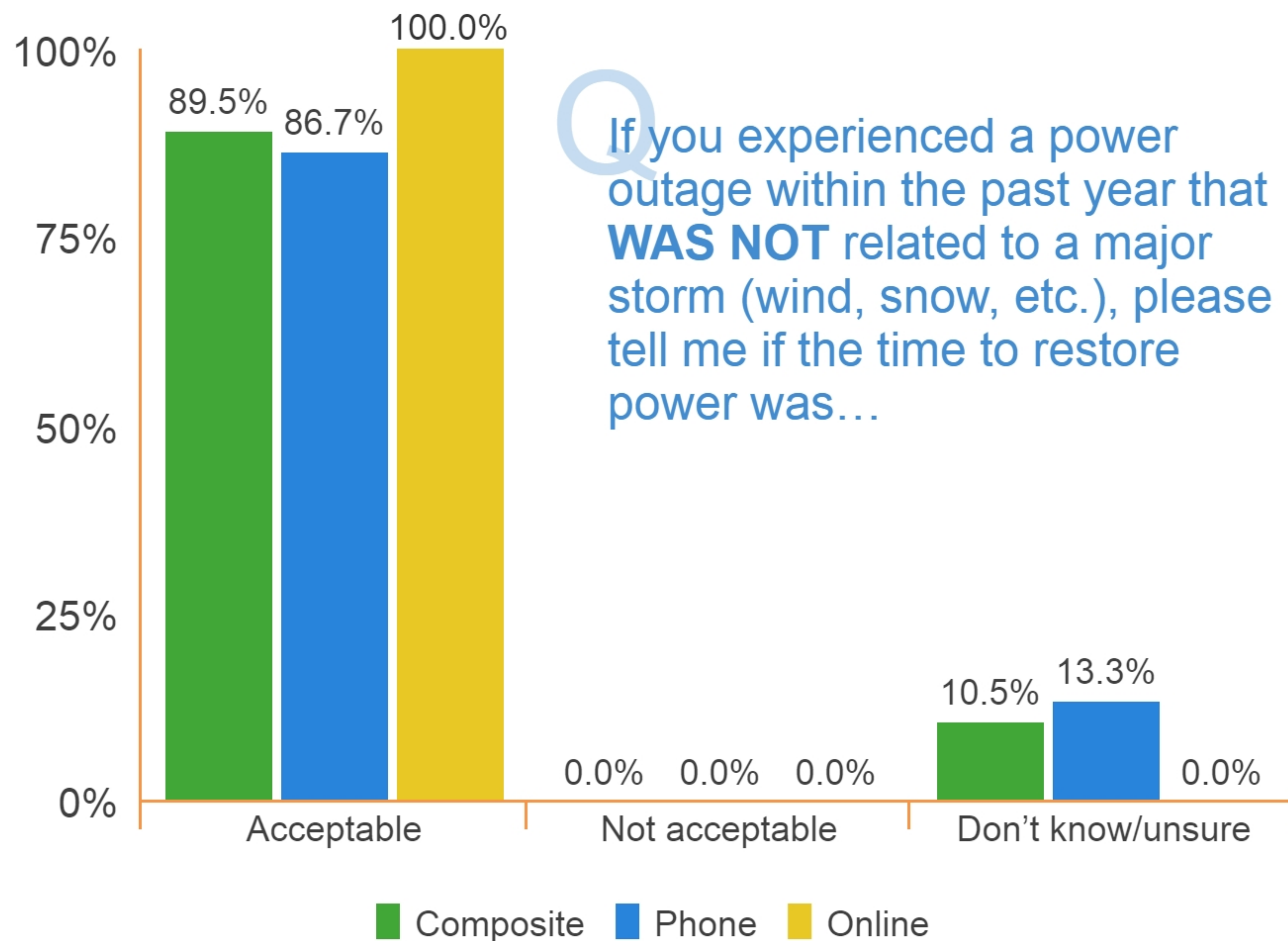
Of those respondents who reported experiencing a power outage within the past year that was not related to a major storm, 84.7% indicated the time to restore power was either "very acceptable" or "somewhat acceptable." Further, of those who reported experiencing a power outage within the past year that was related to a major storm, 87.3% noted the time to restore power was "very acceptable" or "somewhat acceptable."



Find outage restoration times acceptable

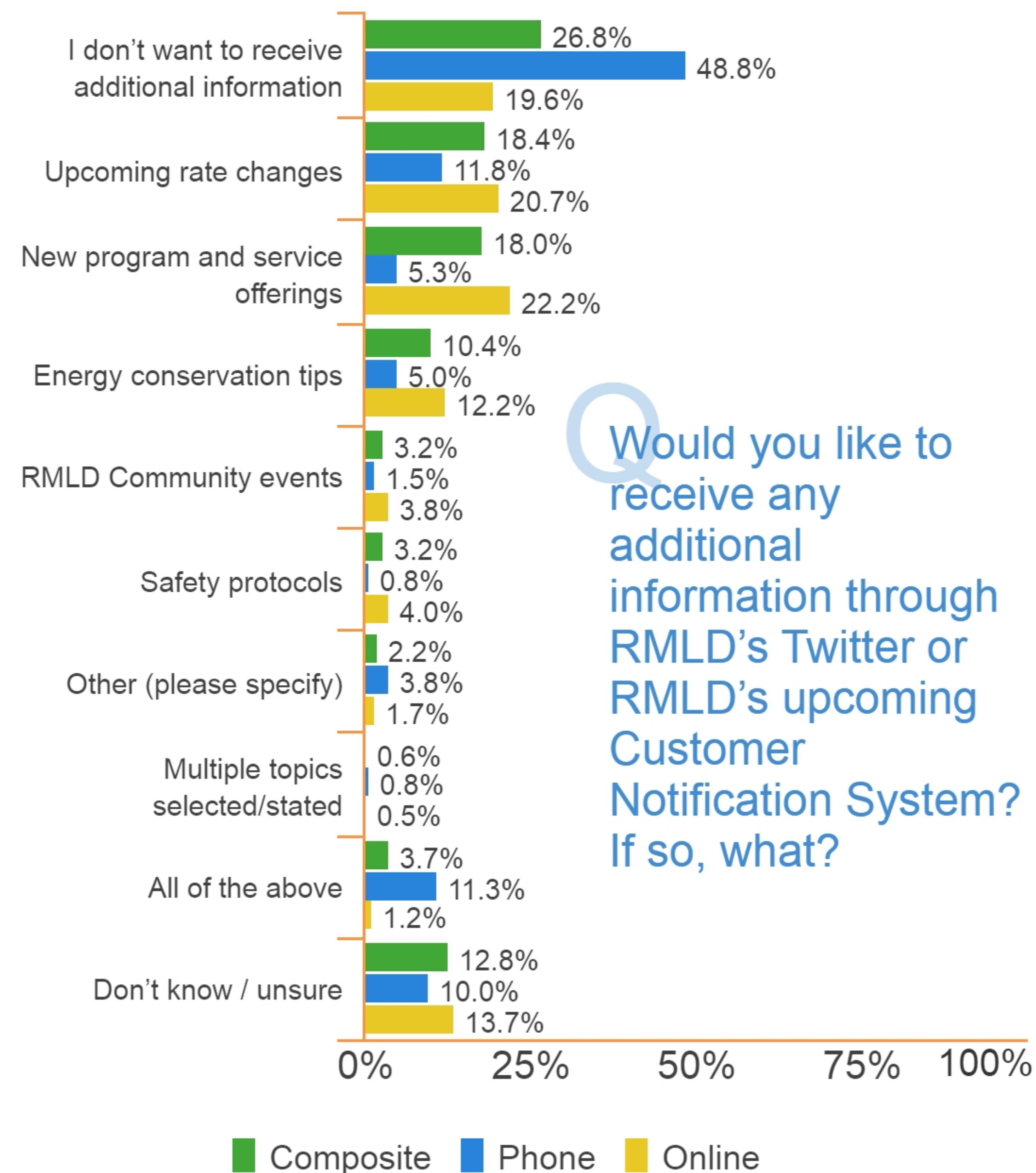
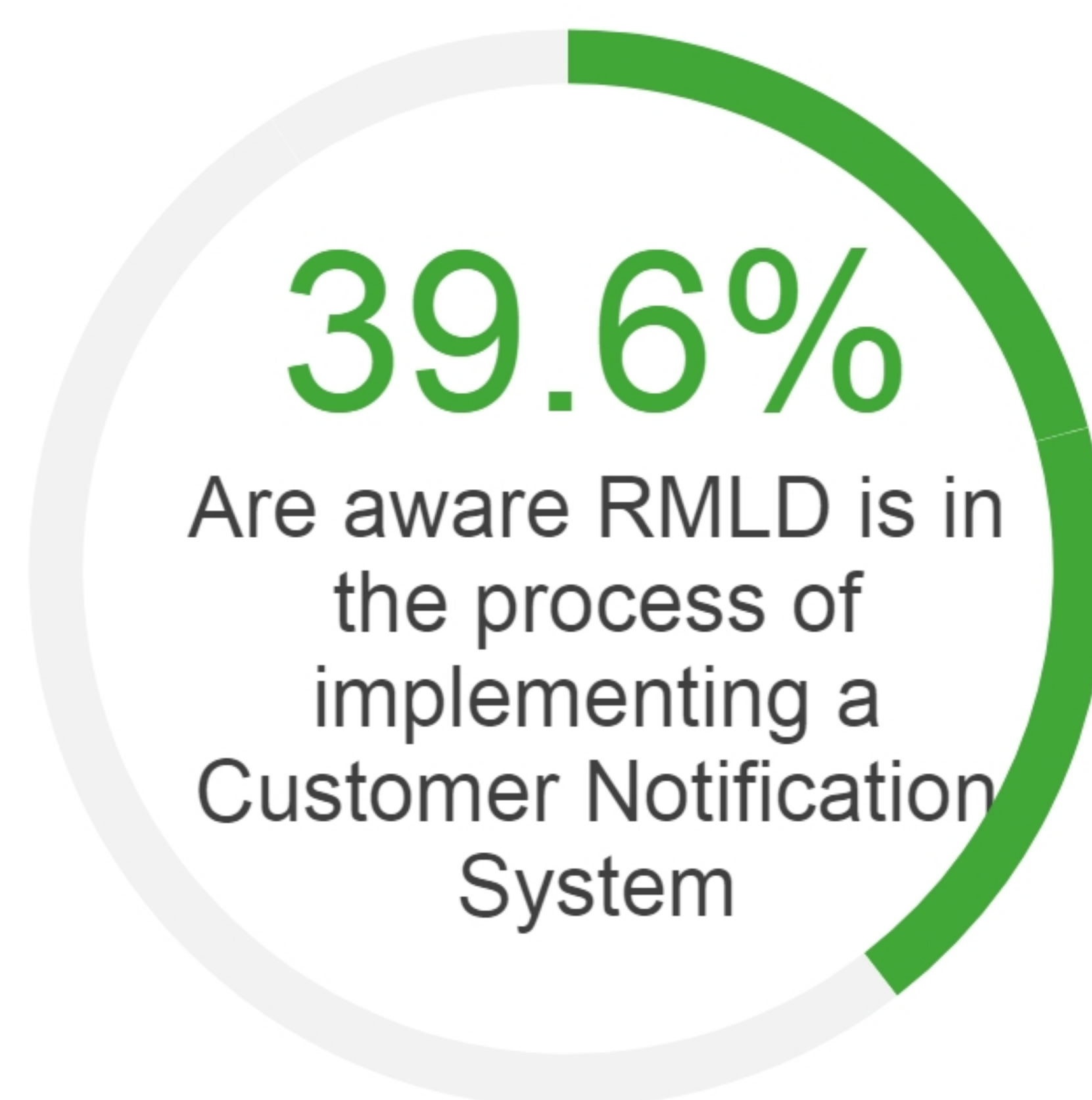
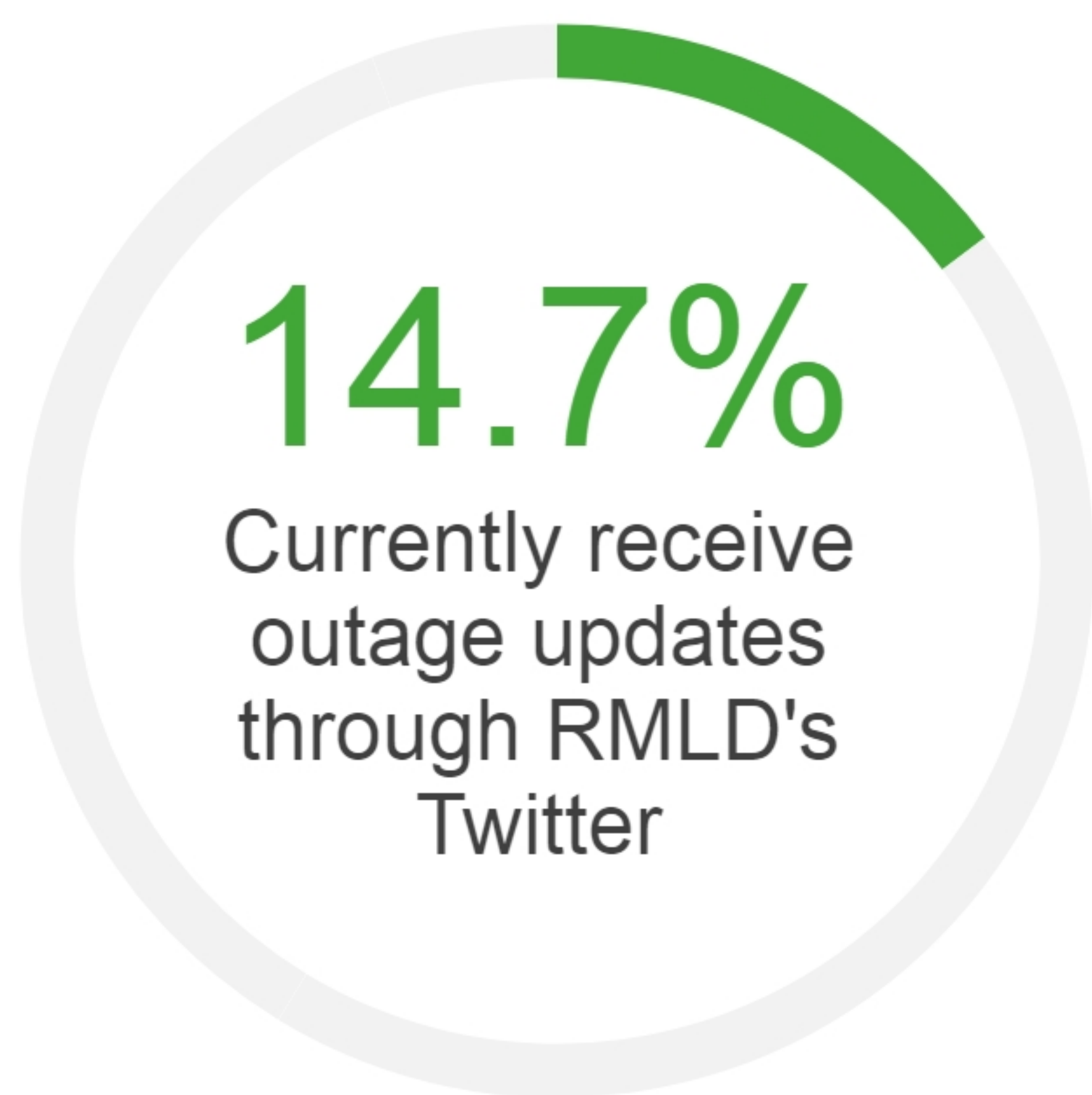
Commercial

Of the 38 respondents who reported experiencing a power outage within the past year that was not related to a major storm, 89.5% indicated the time to restore power was either "very acceptable" or "somewhat acceptable." Further, of the 48 respondents who reported experiencing a power outage within the past year that was related to a major storm, over four-fifths (83.3%) noted the time to restore power was "very acceptable" or "somewhat acceptable."



Low awareness of Customer Notification System

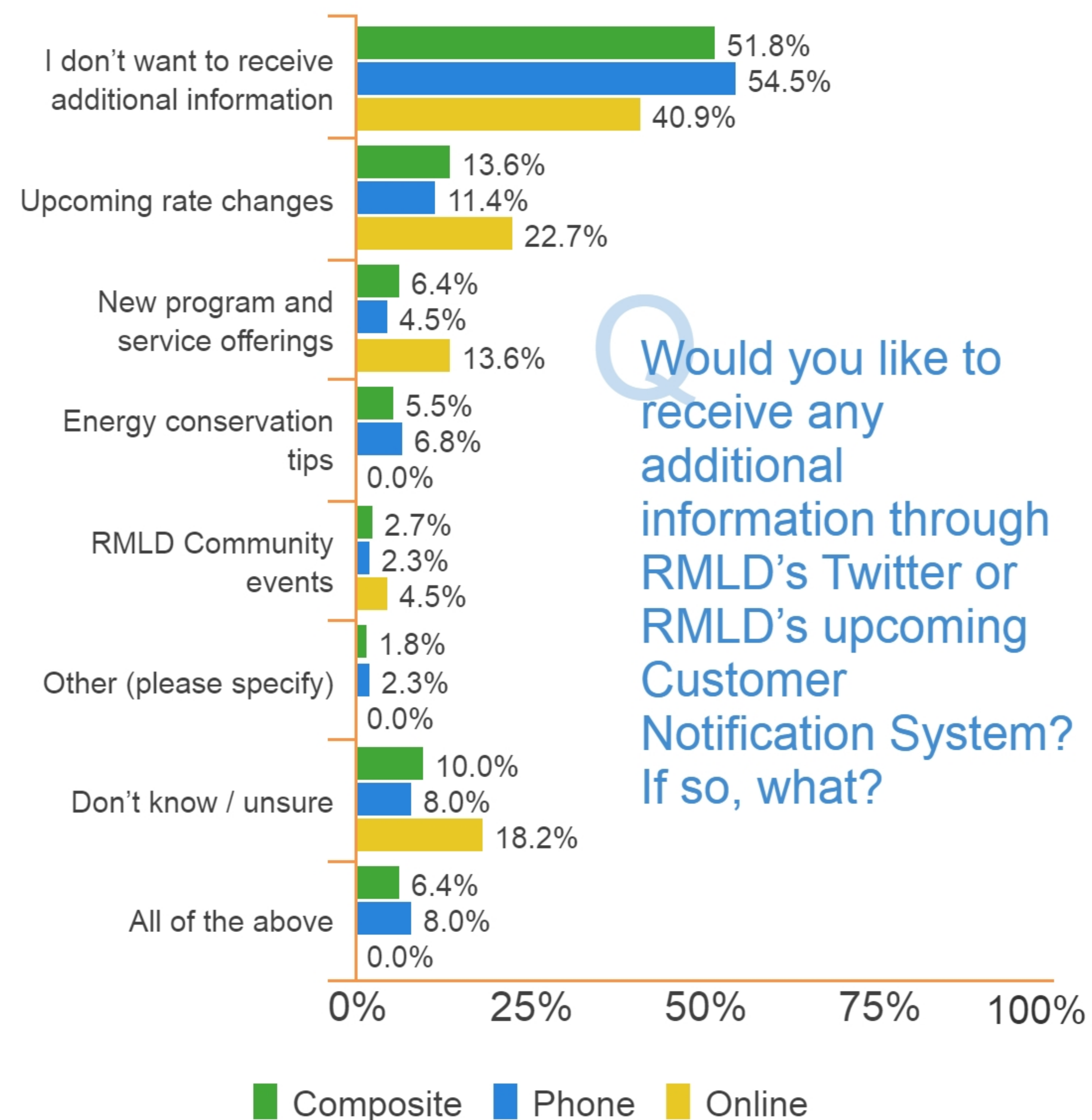
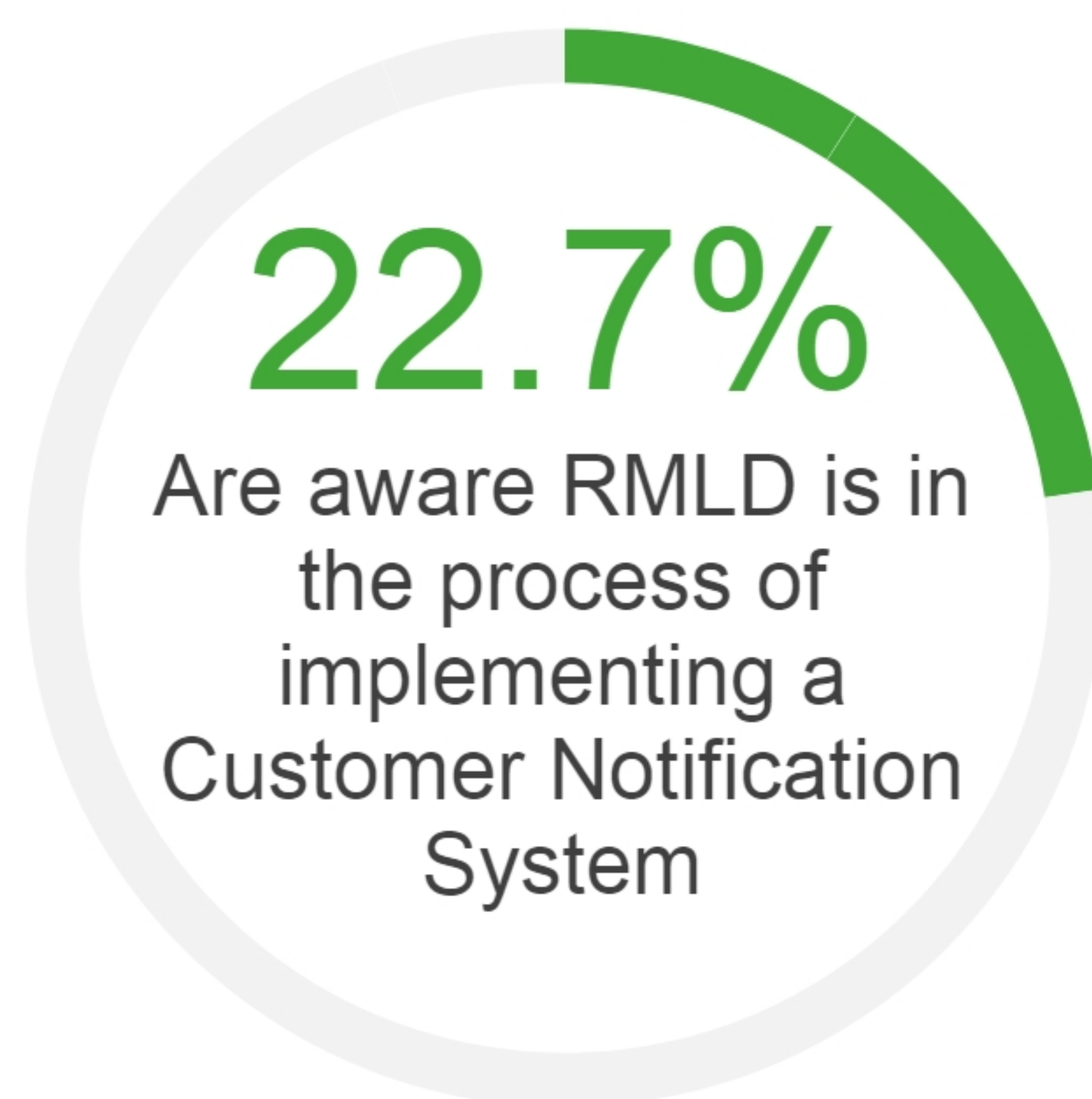
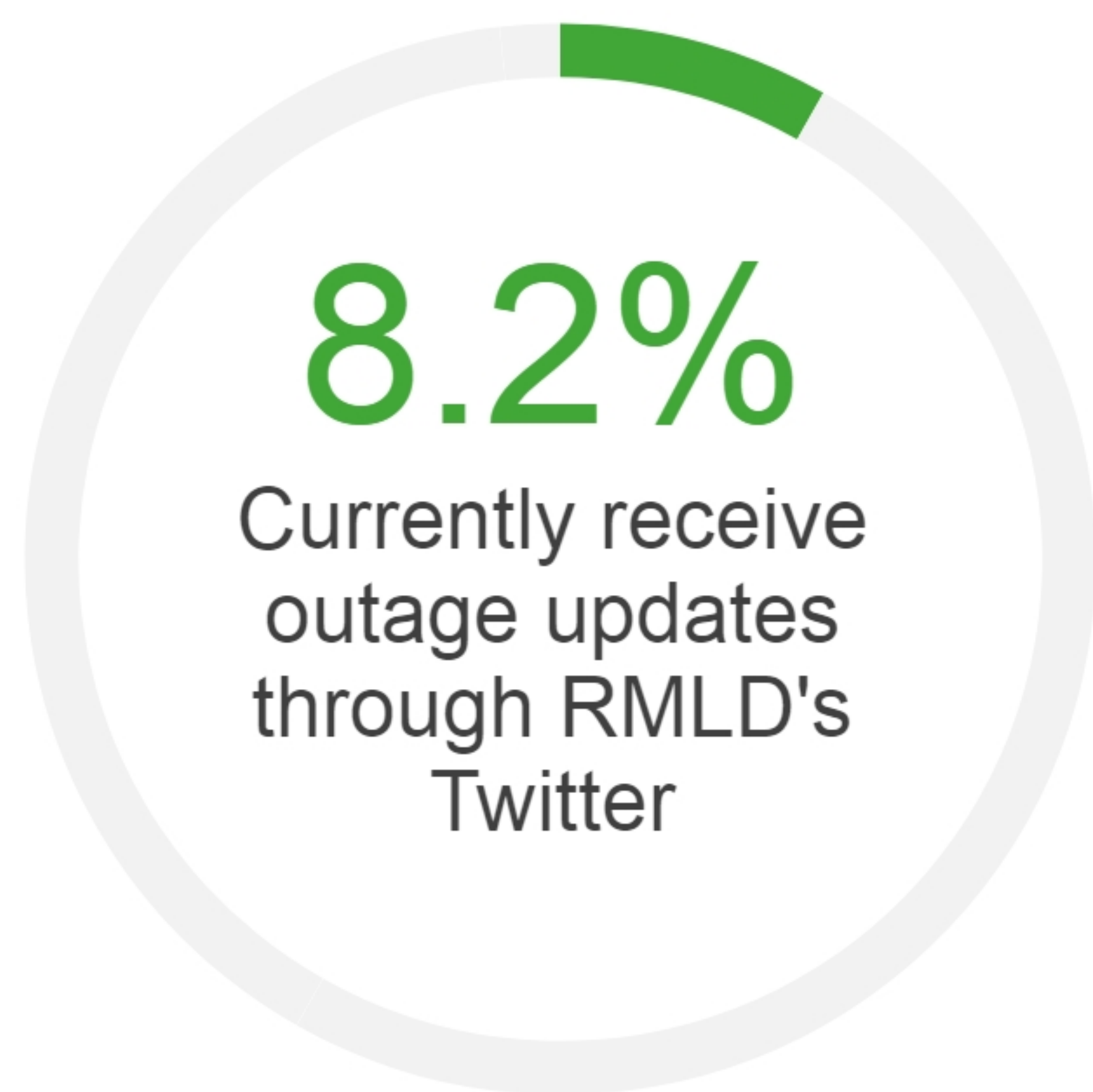
Only 14.7% of residential respondents noted they currently receive outage updates through RMLD's Twitter. Further, two-fifths of surveyed customers (39.6%) reported awareness that RMLD is in the process of implementing a Customer Notification System. While over one-quarter of respondents (26.8%) indicated they do not want to receive additional information through the Customer Notification System, others would like to see information about "upcoming rate changes" (18.4%) and "new program and service offerings" (18.0%).



*The CNS will send notifications regarding outages, critical alerts, and shed the peak

Low awareness of Customer Notification System

Only 8.2% of commercial respondents noted they currently receive outage updates through RMLD's Twitter. Further, less than one-quarter of surveyed customers (22.7%) reported awareness that RMLD is in the process of implementing a Customer Notification System. While over one-half of respondents (51.8%) indicated they do not want to receive additional information through the Customer Notification System, others would like to see information about "upcoming rate changes" (13.6%) and "new program and service offerings" (6.4%).

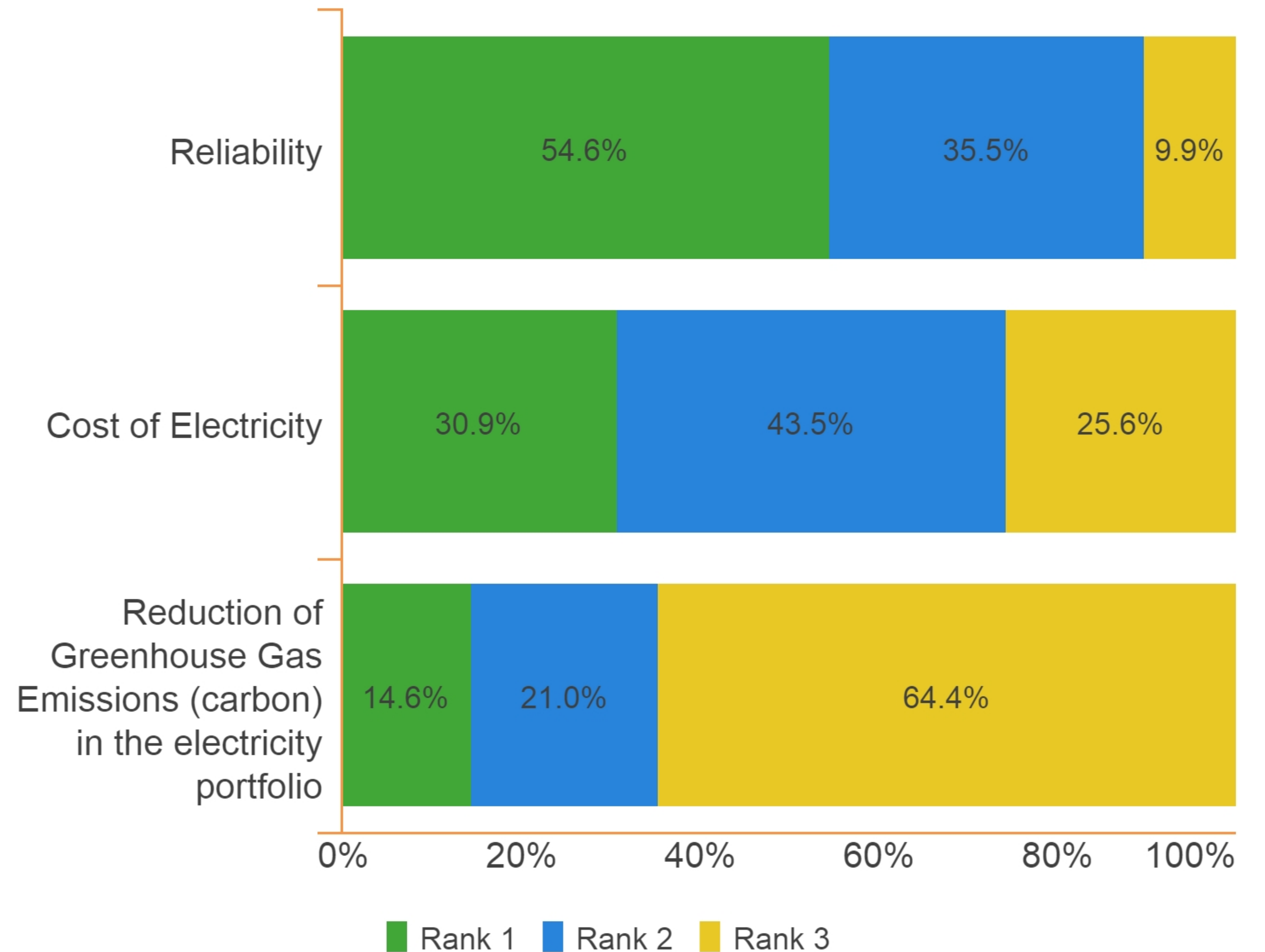


*The CNS will send notifications regarding outages, critical alerts, and shed the peak

Reliability is the top priority for customers

When ranking the importance of topics regarding their local electric service, over one-half of surveyed residential customers (54.6%) ranked "reliability" first, while nearly one-third of respondents (30.9%) ranked the "cost of electricity" first.

Only 14.6% of respondents ranked the "reduction of greenhouse gas emissions (carbon) in the electricity portfolio" as the most important topic.

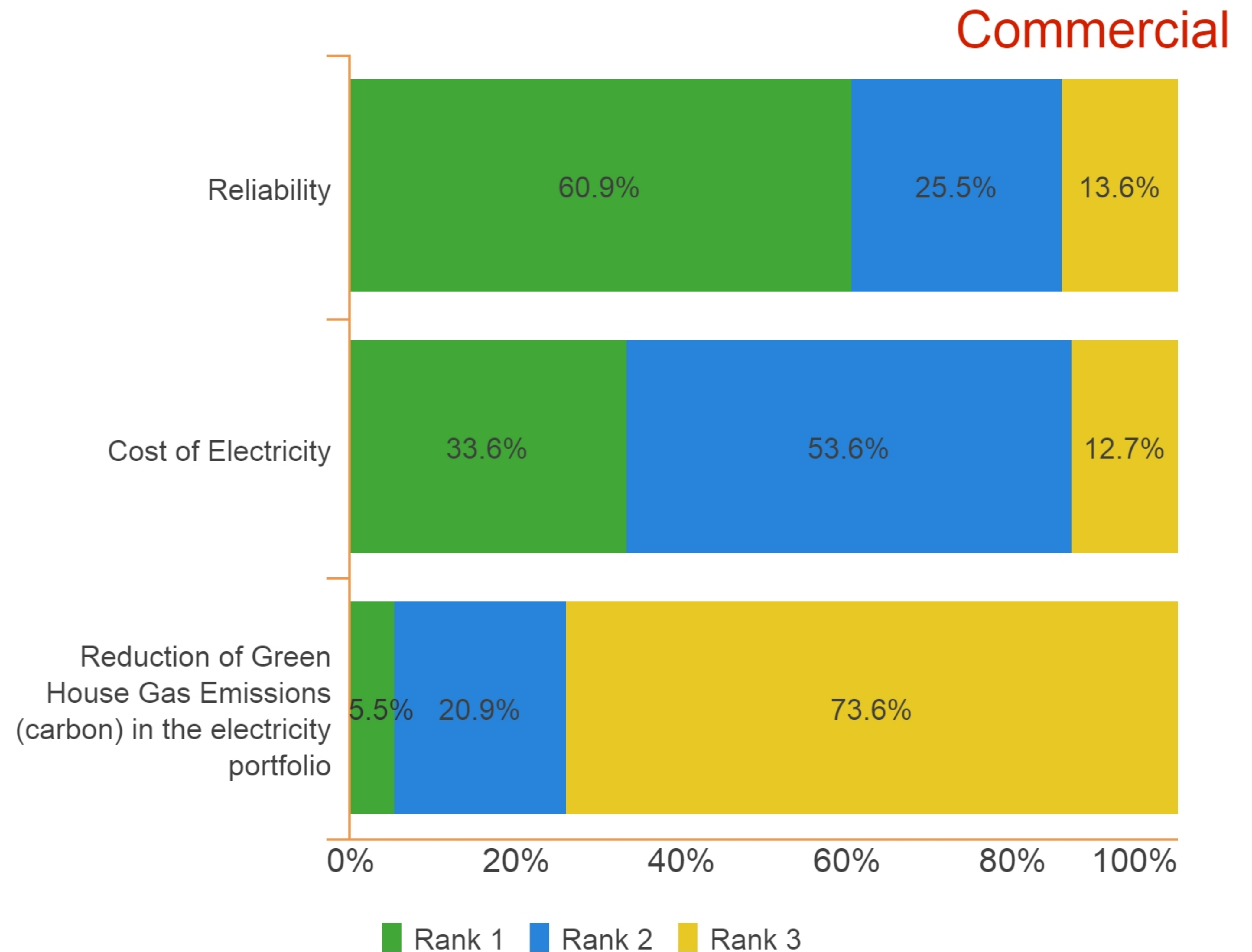


When it comes to your local electrical service, please rank the following three topics from most important to least important.

Reliability is the top priority for customers

When ranking the importance of topics regarding their local electric service, three-fifths of surveyed commercial customers (60.9%) ranked "reliability" first, while one-third of respondents (33.6%) ranked the "cost of electricity" first.

Only 5.5% of respondents ranked the "reduction of green house gas emissions (carbon) in the electricity portfolio" as the most important topic.

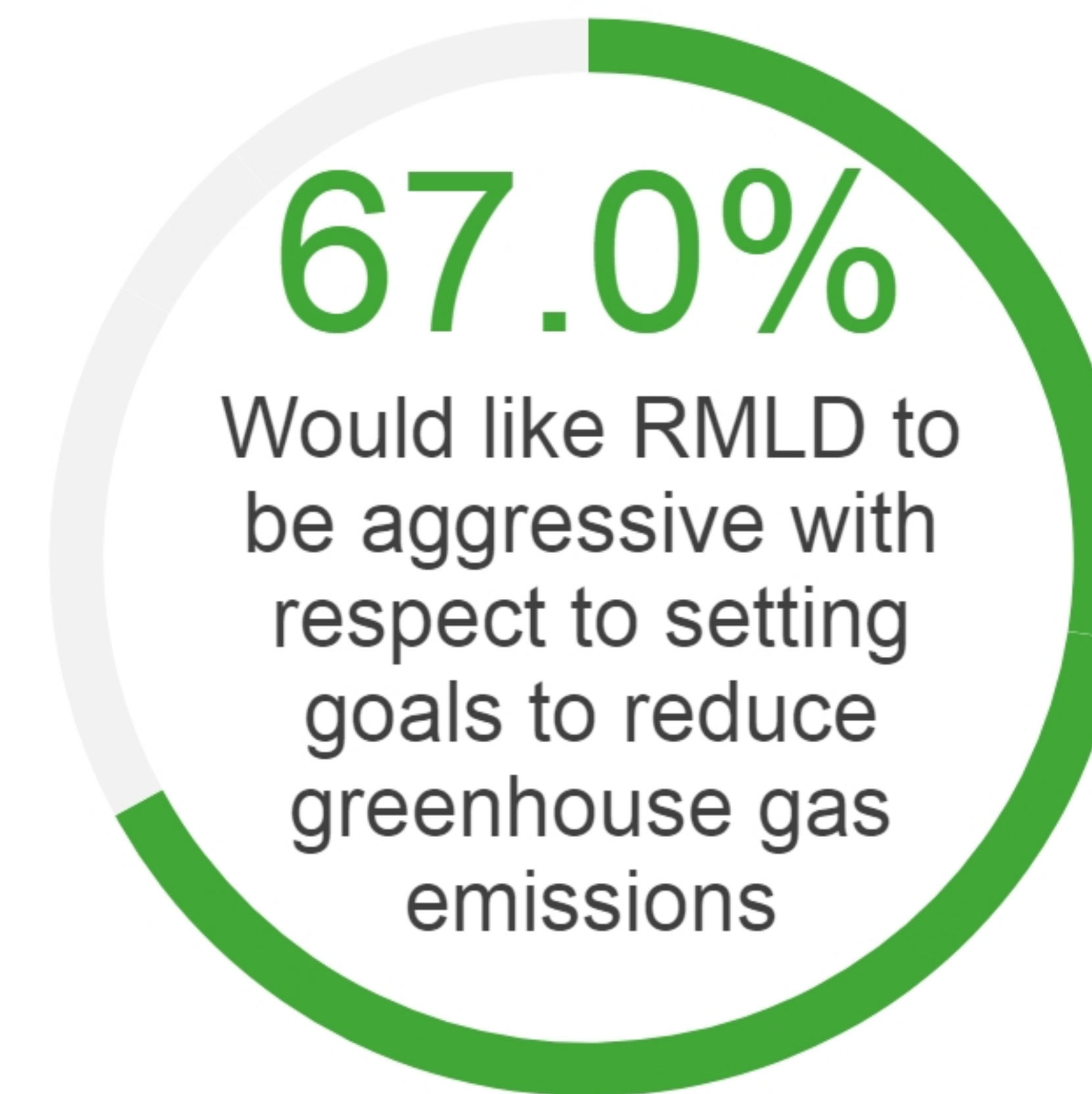
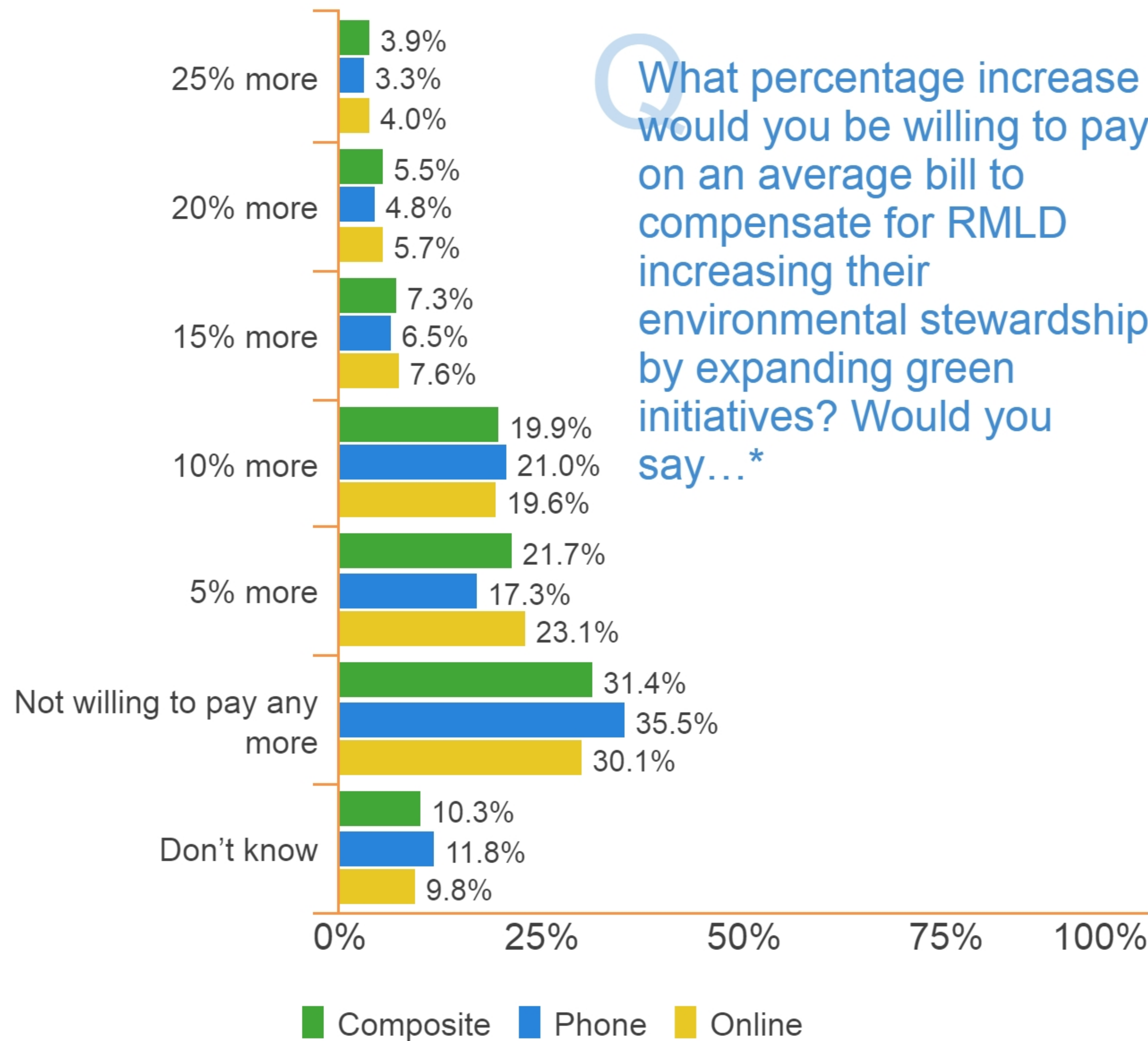


When it comes to your local electrical service, please rank the following three topics from most important to least important.

Seek aggressive actions to reduce greenhouse gas emissions

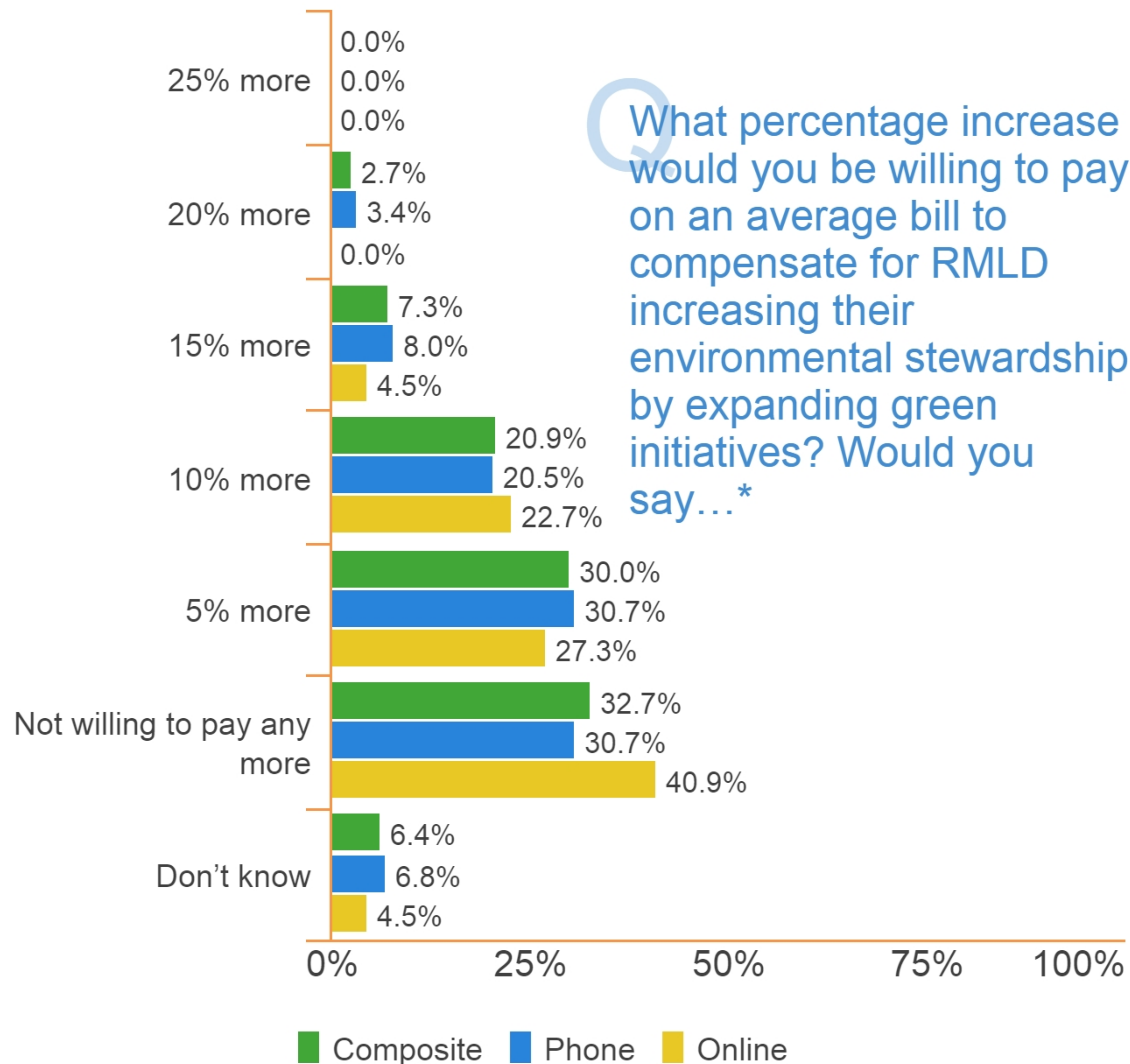
Two-thirds of residential respondents (67.0%) indicated they would like RMLD to be aggressive with respect to setting goals to reduce greenhouse gas emissions. While nearly one-third of respondents (31.4%) were not willing to pay any more on their electric bill to compensate for RMLD expanding their green initiatives, 21.7% of respondents were willing to pay 5% more on their bill, and 19.9% were willing to pay 10% more on their bill.

What percentage increase would you be willing to pay on an average bill to compensate for RMLD increasing their environmental stewardship by expanding green initiatives? Would you say...*

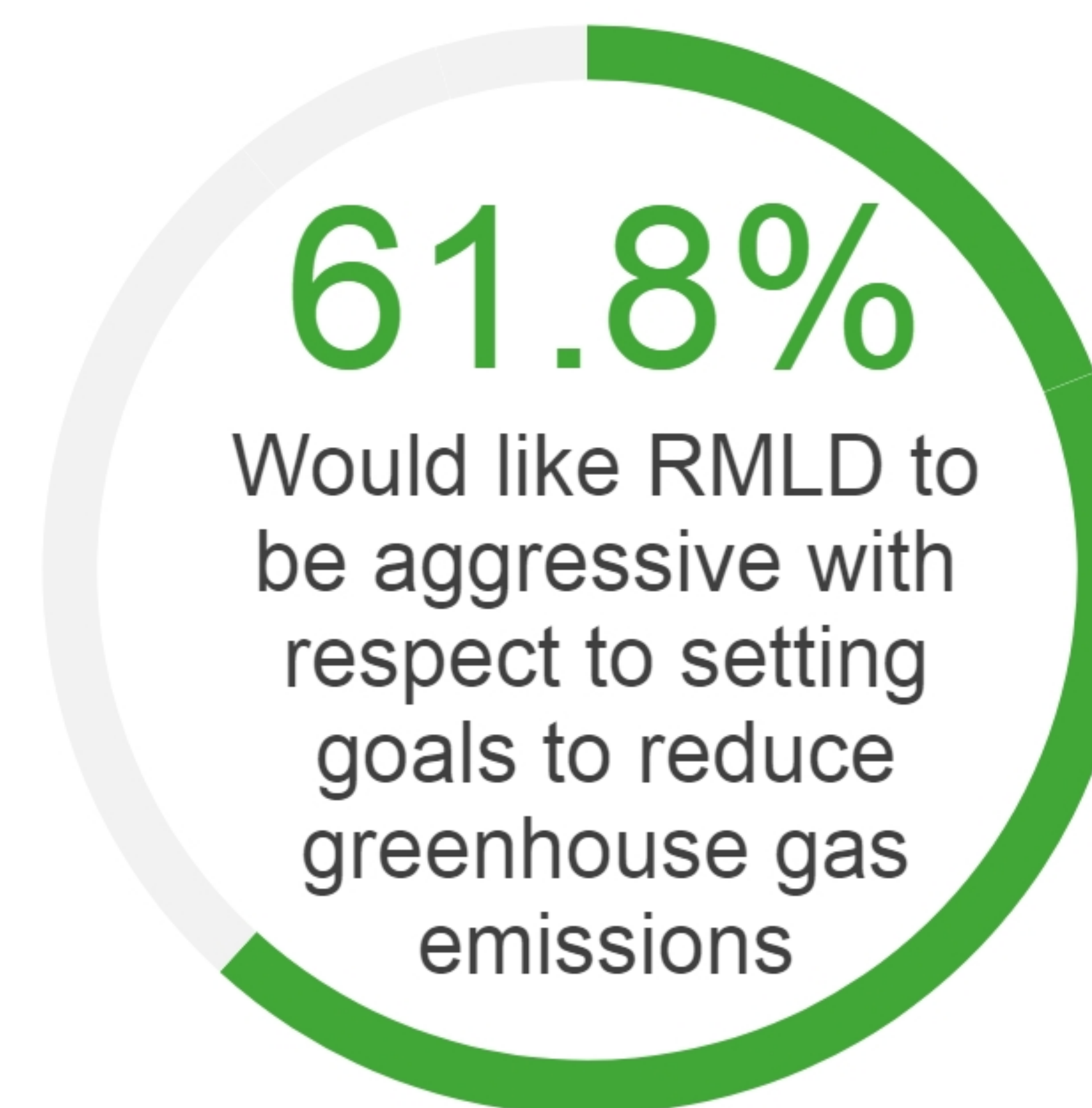


*Question read as a percentage increase per utility bill

Seek aggressive actions to reduce greenhouse gas emissions



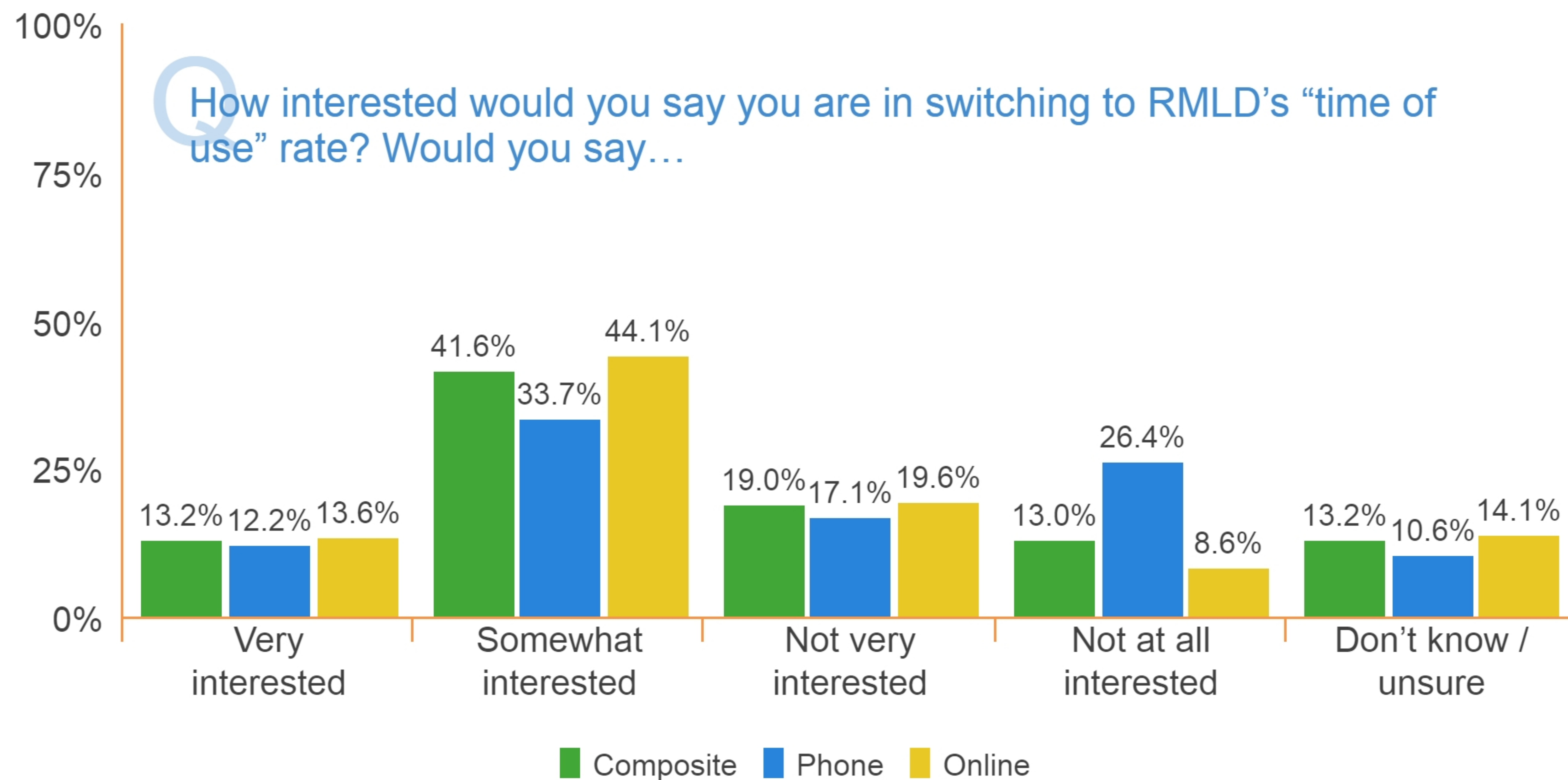
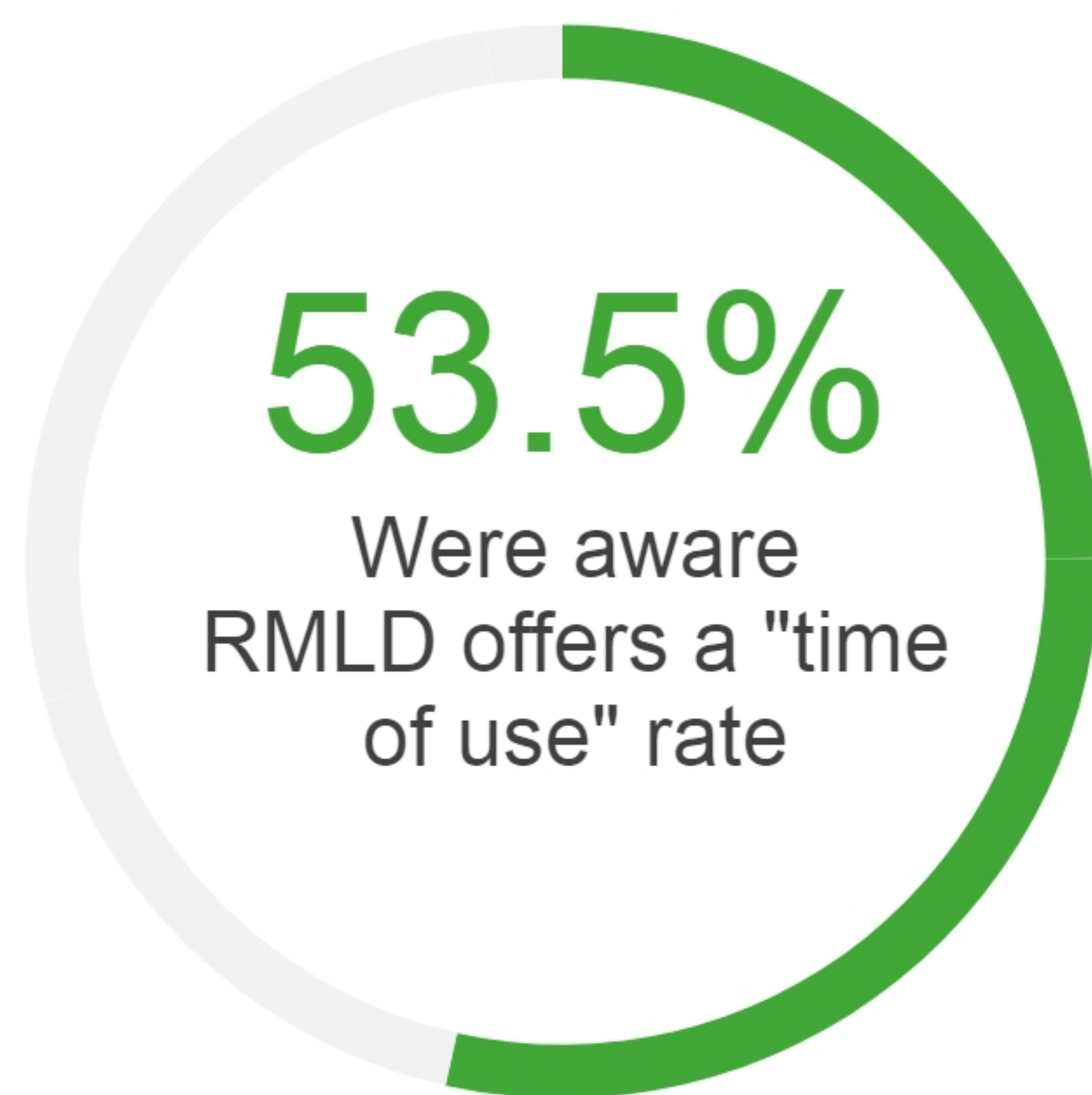
Over three-fifths of commercial respondents (61.8%) indicated they would like RMLD to be aggressive with respect to setting goals to reduce greenhouse gas emissions. While nearly one-third of respondents were not willing to pay any more on their electric bill to compensate for RMLD expanding their green initiatives, 30.0% of respondents were willing to pay 5% more on their bill, and 20.9% were willing to pay 10% more on their bill.



*Question read as a percentage increase per utility bill

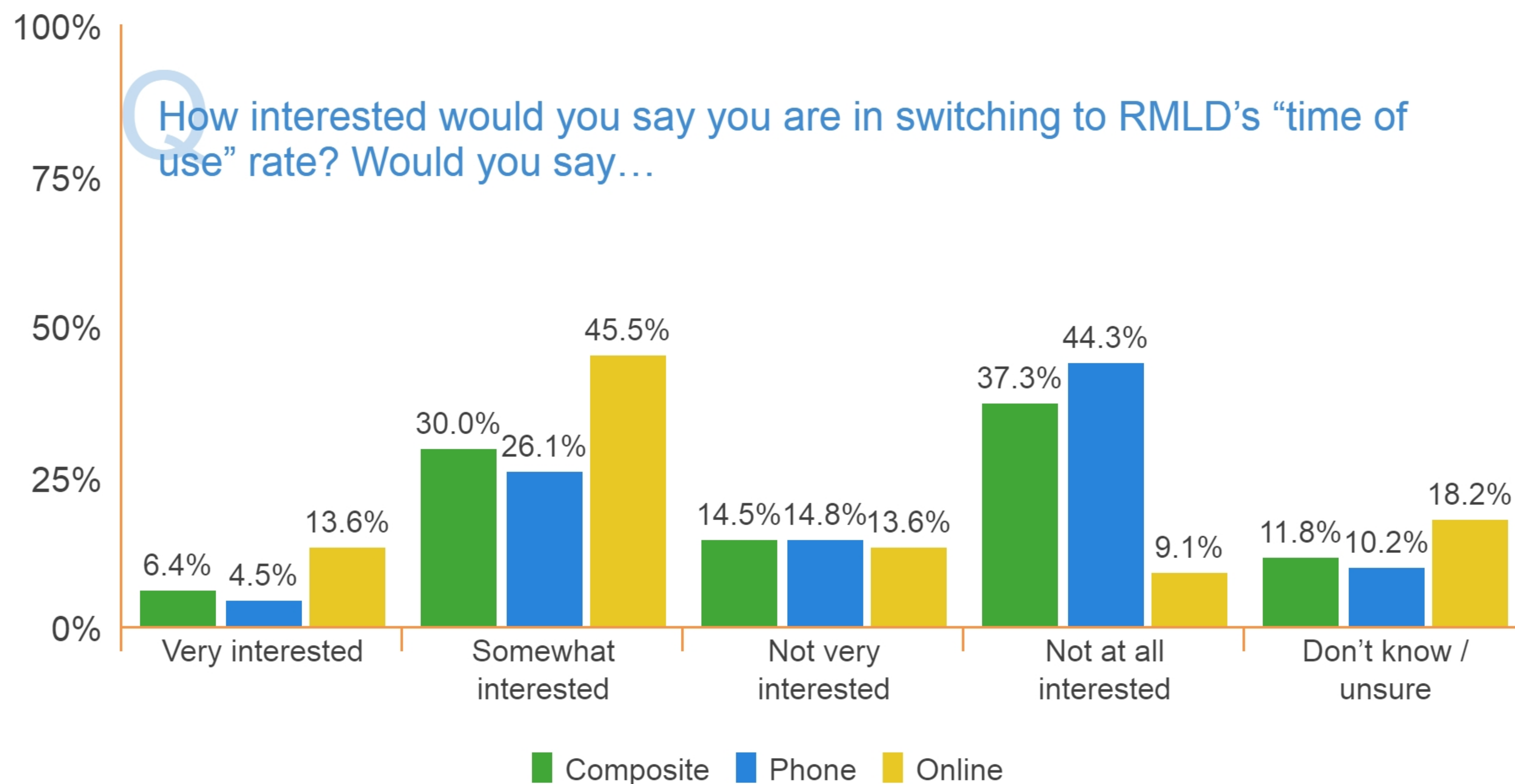
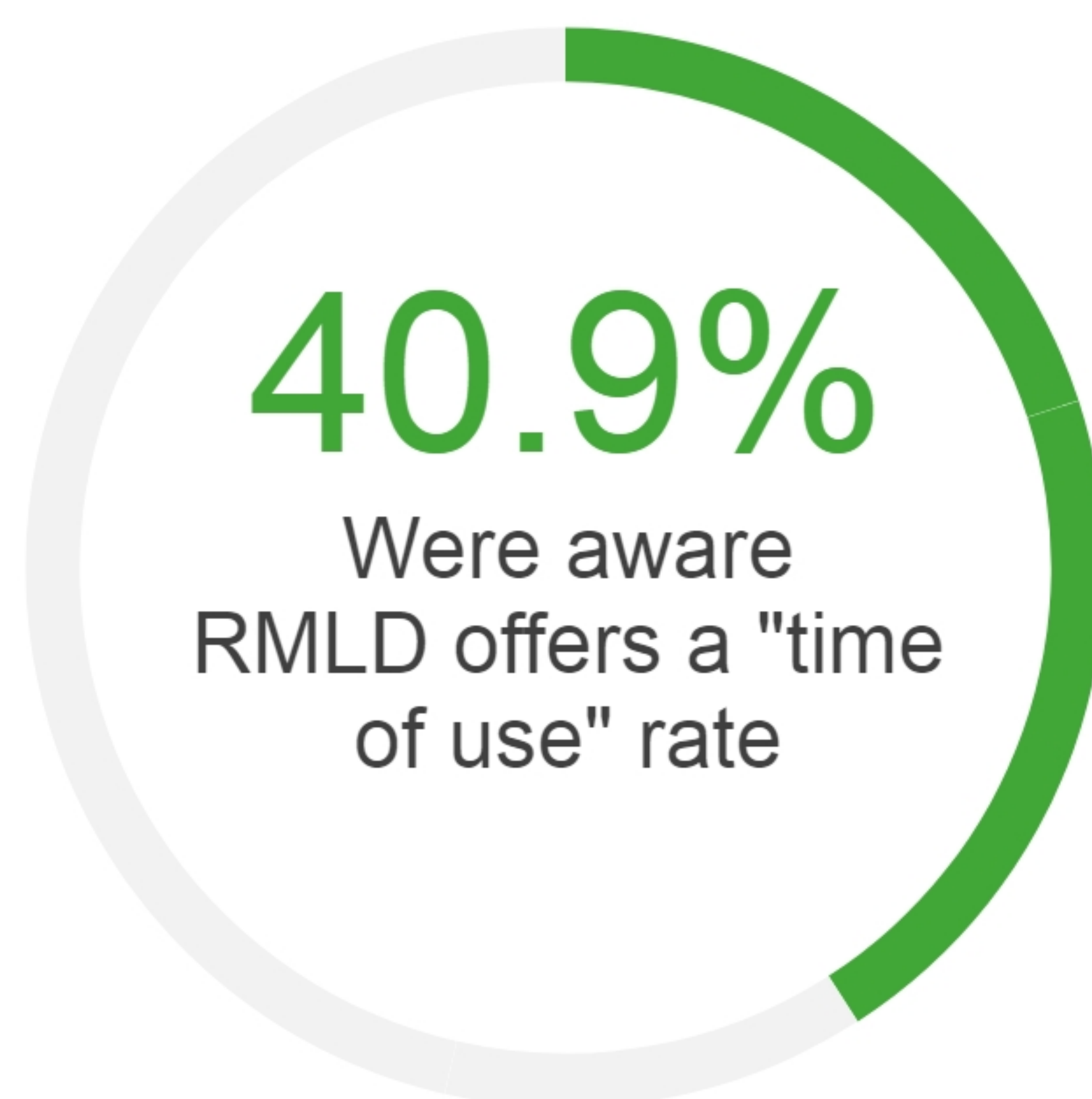
Over one-half interested in "time of use" rate

Over one-half of residential respondents (53.5%) reported they were aware RMLD currently offers a "time of use" rate. A similar frequency of respondents, 54.8%, indicated they would be either "very interested" (13.2%) or "somewhat interested" (41.6%) in switching to RMLD's "time of use" rate. Of note, more respondents who completed the survey online (57.7%) were interested in switching to RMLD's "time of use" rate than those who completed the survey by phone (45.9%).



Few are interested in switching to "time of use" rate

Two-fifths of commercial respondents (40.9%) reported they were aware RMLD currently offers a "time of use" rate. However, fewer surveyed commercial customers, 36.4%, indicated they would be either "very interested" (6.4%) or "somewhat interested" (30.0%) in switching to RMLD's "time of use" rate. Of note, more respondents who completed the survey online (59.1%) were interested in switching to RMLD's "time of use" rate than those who completed the survey by phone (30.6%).



More aware of Energy Star Appliance Rebate

Nearly three-quarters of surveyed residential customers (72.8%) reported awareness of RMLD's Energy Star Appliance Rebate, and over two-thirds (69.8%) noted they were aware of the No-cost Home Energy Assessment.

However, fewer residential respondents (18.8%) reported awareness of RMLD's Electric Panel Upgrade Rebate.

Please rate your awareness of the following residential energy efficiency programs. (Total "aware")

	Composite	Phone	Online
Energy Star Appliance Rebate	72.8	66.3	75.0
No-cost Home Energy Assessment	69.8	62.0	72.3
Solar Rebate	56.1	52.5	57.4
Online Energy Efficiency Store	55.0	39.0	60.3
Shred the Peak Program	54.7	35.5	61.1
Cordless Electric Yard Equipment Rebate	27.1	18.8	29.9
Air Source Heat Pump Rebate	25.0	17.5	27.4
Level 2 or above Network Enabled Plug-in Electric Vehicle Charger Rebate with enrollment in the Time-of-Use rate	21.6	18.5	22.6
Electrical Panel Upgrade Rebate	18.8	16.3	19.7

More aware of Renewable Energy Rebate

Please rate your awareness of the following commercial energy efficiency programs. (Total "aware")

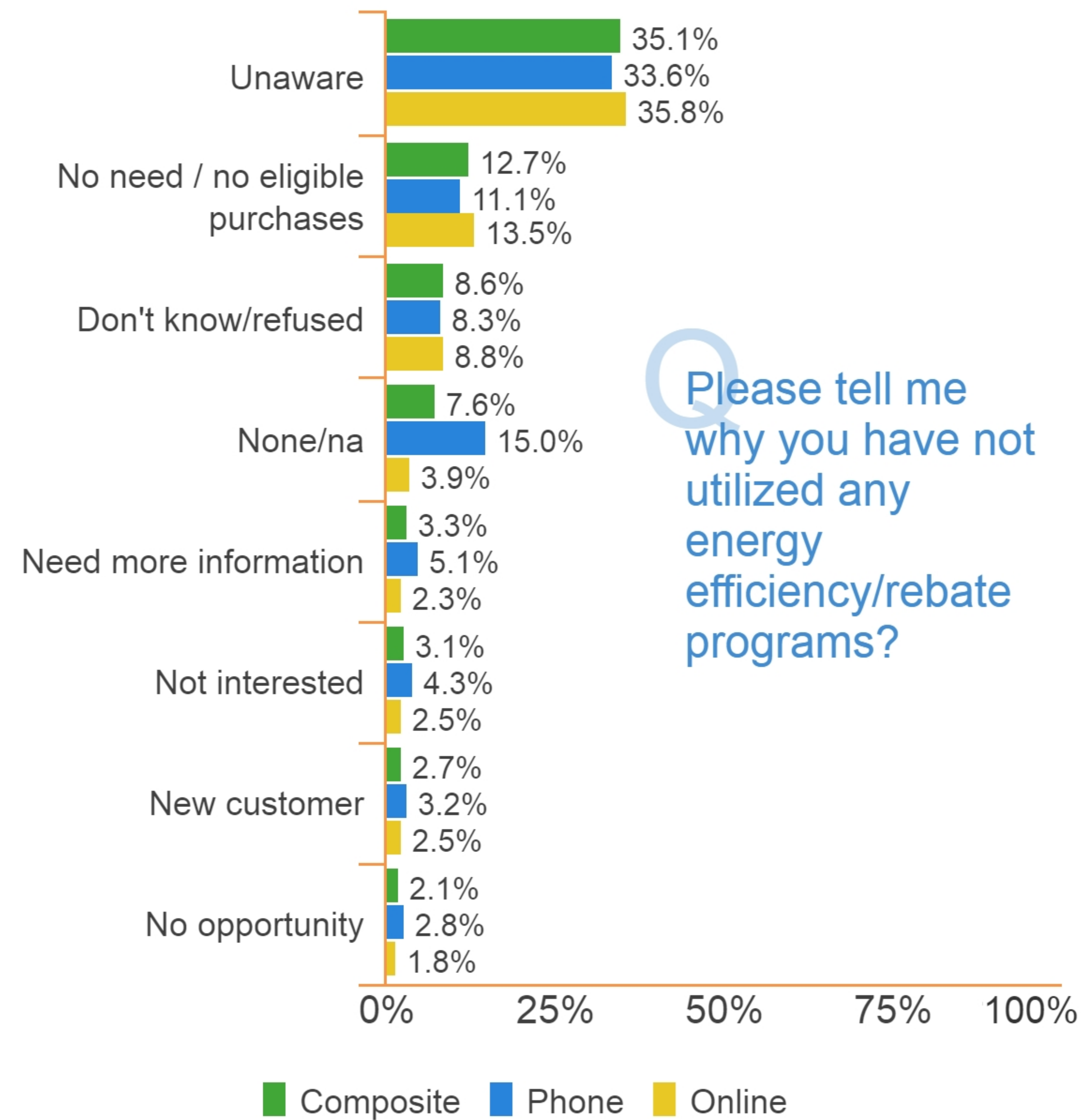
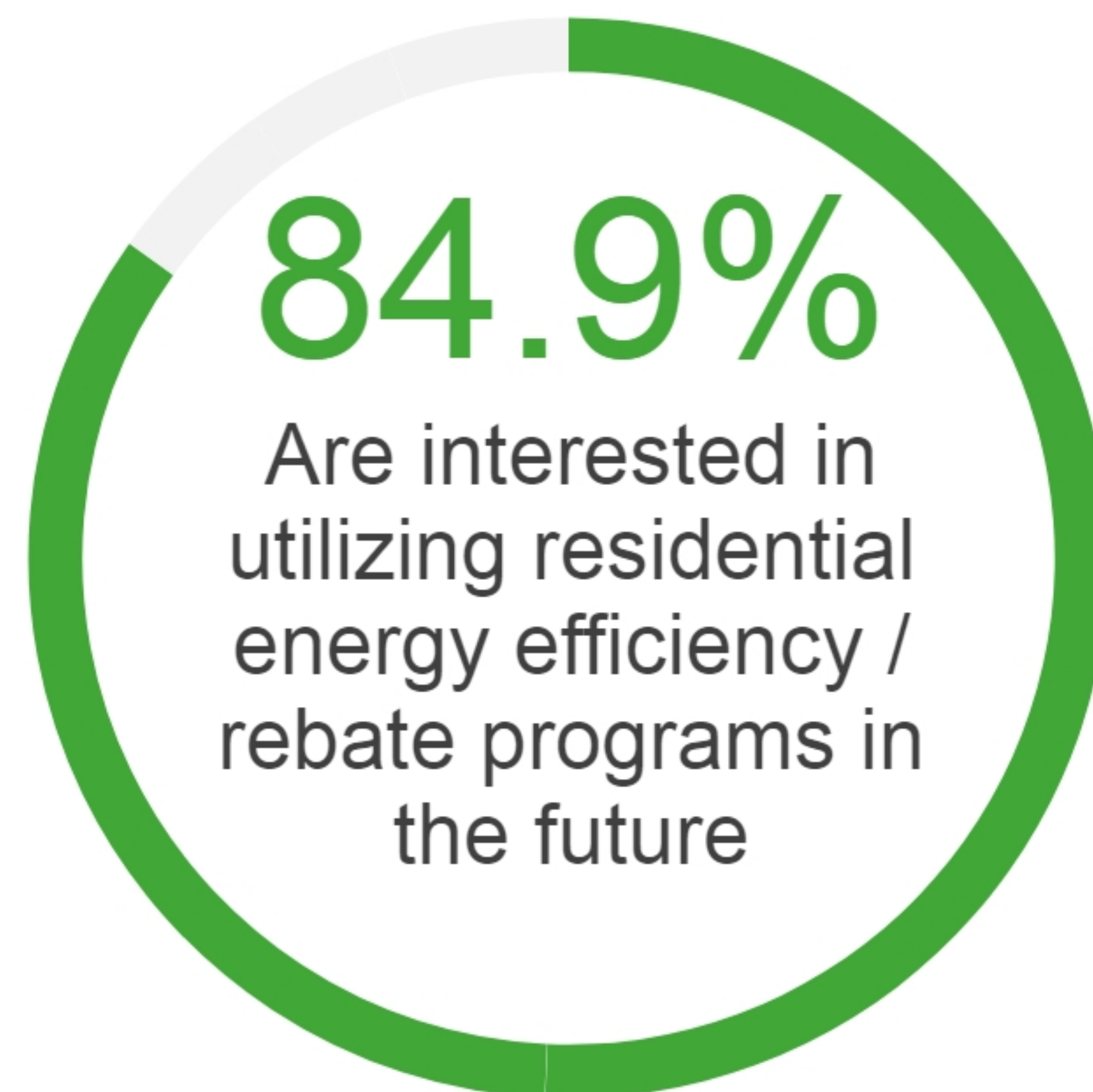
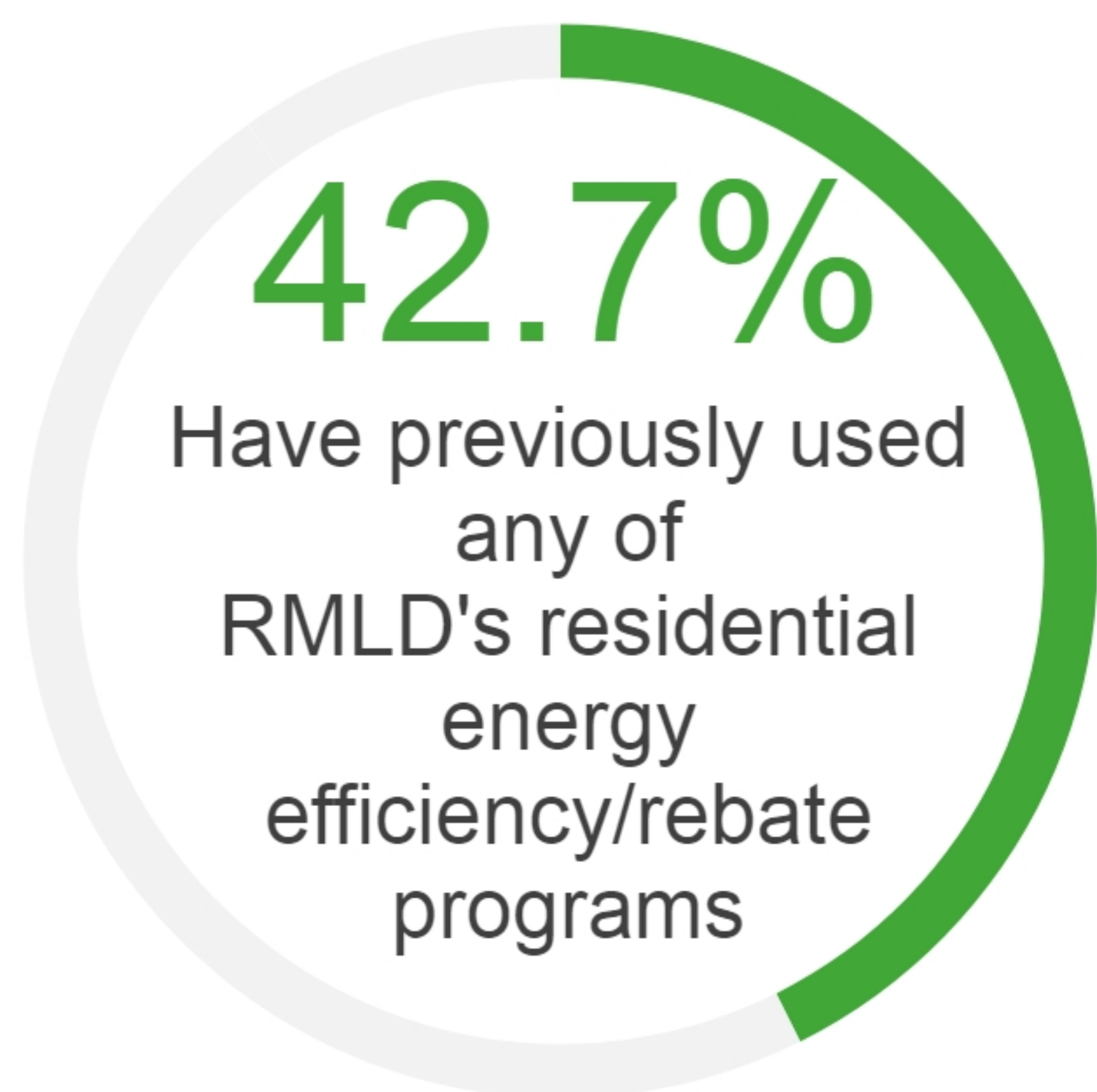
Over one-half of surveyed commercial customers (51.8%) reported awareness of RMLD's Renewable Energy Rebate, and more than two-fifths of respondents noted they were aware of the Lighting Retrofit Program (42.7%) and Energy Assessment Program (41.8%).

However, fewer commercial respondents reported awareness of RMLD's Air Source Heat Pump Rebate (17.3%) and Cordless Electric Yard Equipment Rebate (10.0%).

	Composite	Phone	Online
Renewable Energy Rebate (including solar)	51.8	53.4	45.5
Lighting Retrofit Program	42.7	43.2	40.9
Energy Assessment Program	41.8	40.9	45.5
Energy Initiative Rebate (for energy efficient equipment upgrades)	39.1	38.6	40.9
Level 2 Plug-in Electric Vehicle Charger Rebate	23.6	23.9	22.7
Shred the Peak Program	23.6	23.9	22.7
Air Source Heat Pump Rebate	17.3	19.3	9.1
Cordless Electric Yard Equipment Rebate	10.0	12.5	0.0

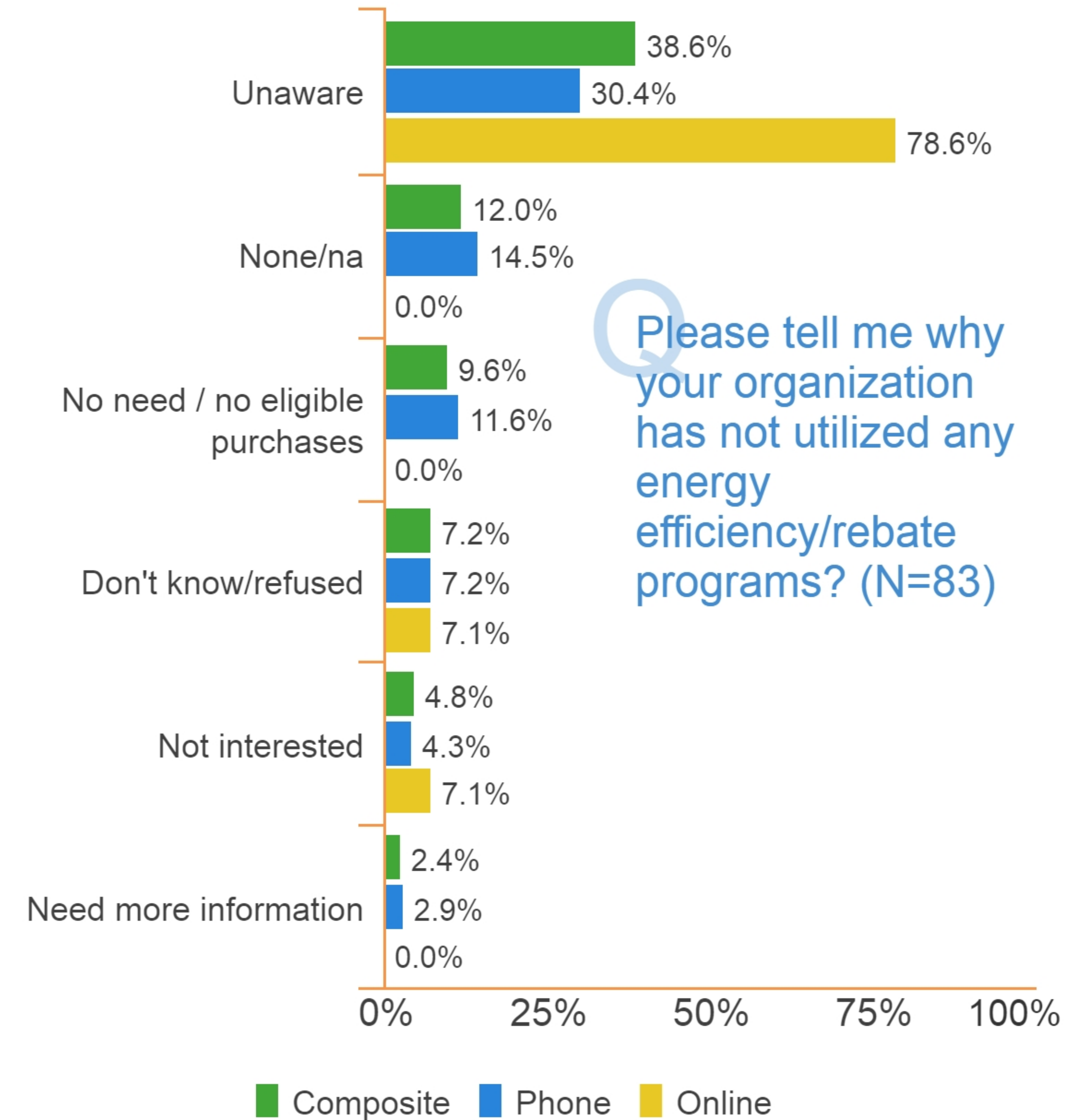
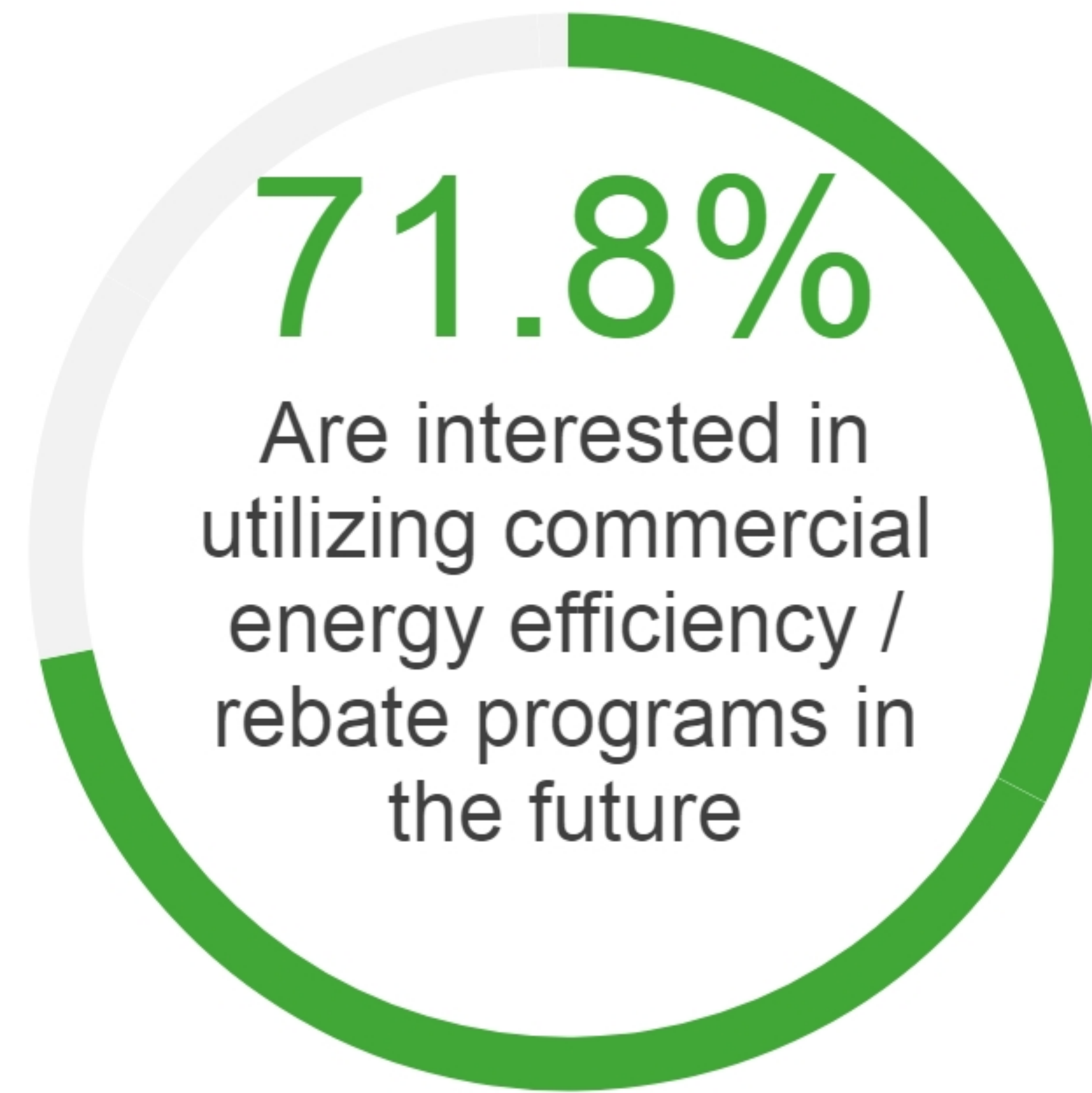
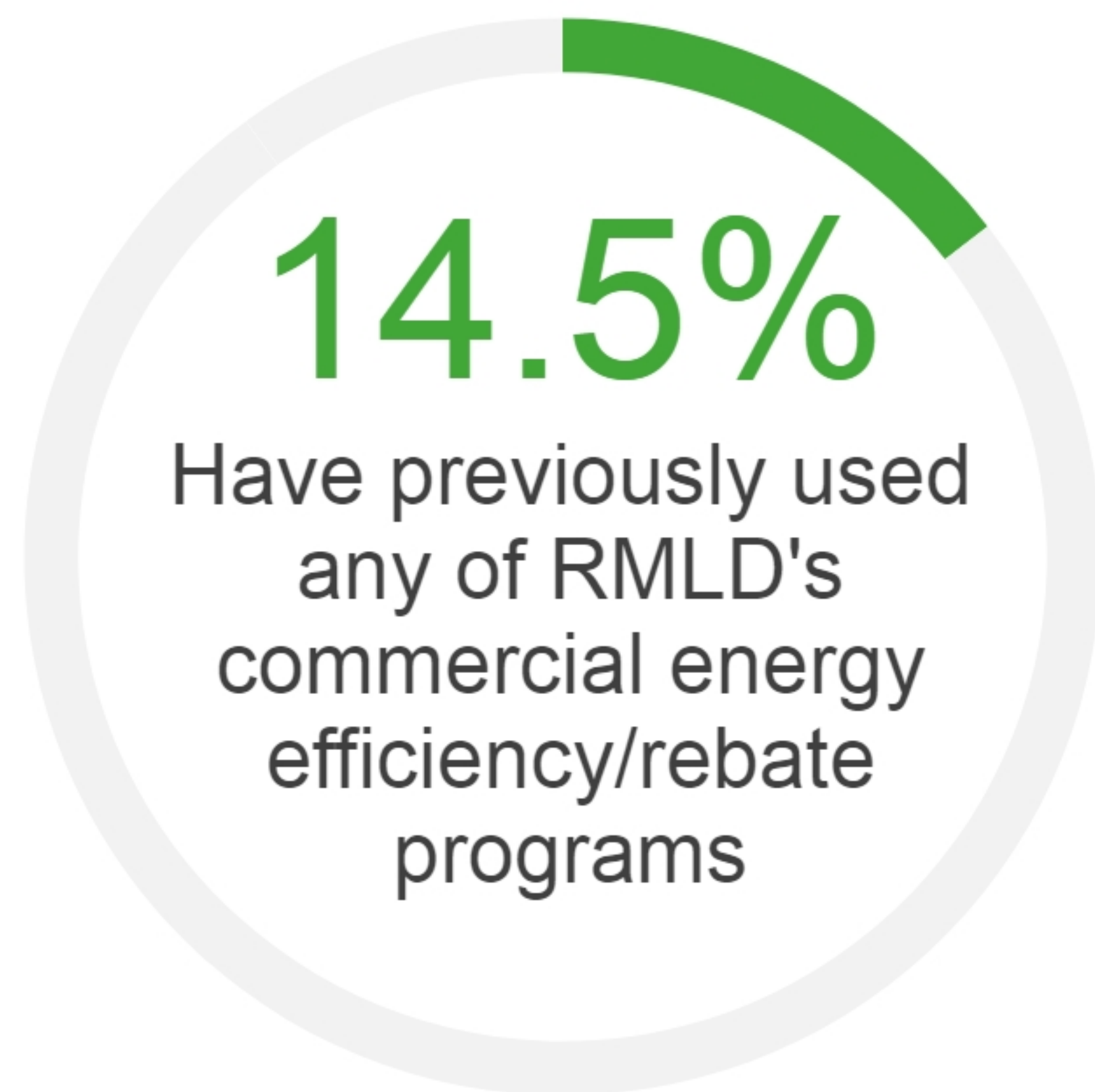
Few currently using energy efficiency/rebate programs

Over two-fifths of surveyed residential customers (42.7%) indicated they have previously used an RMLD residential energy efficiency/rebate program. Of those respondents who reported not using any of these programs, over one-third (35.1%) noted this is because they were unaware of these program offerings. A higher frequency of respondents (84.9%) reported interest in using residential energy efficiency/rebate programs in the future.



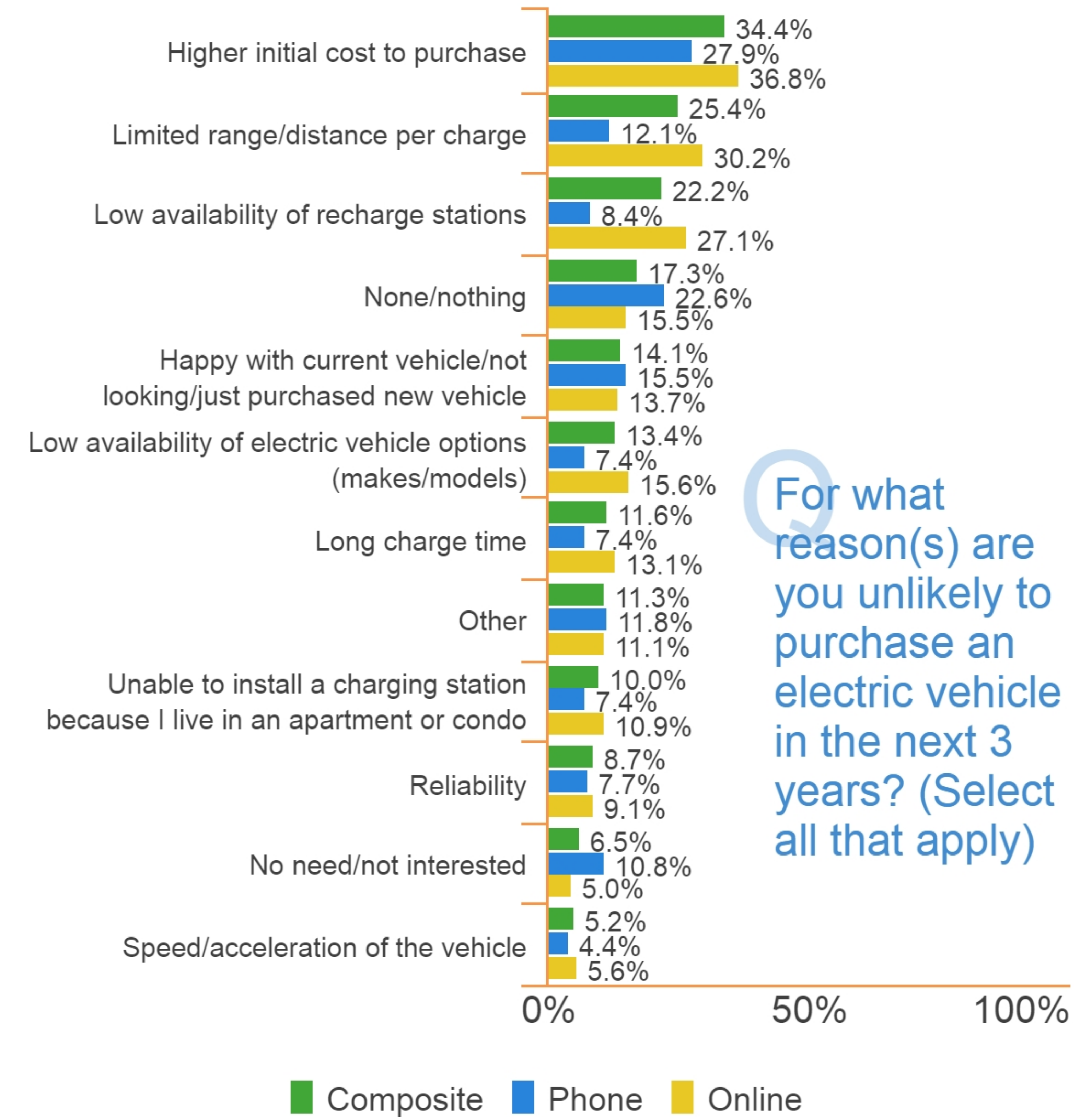
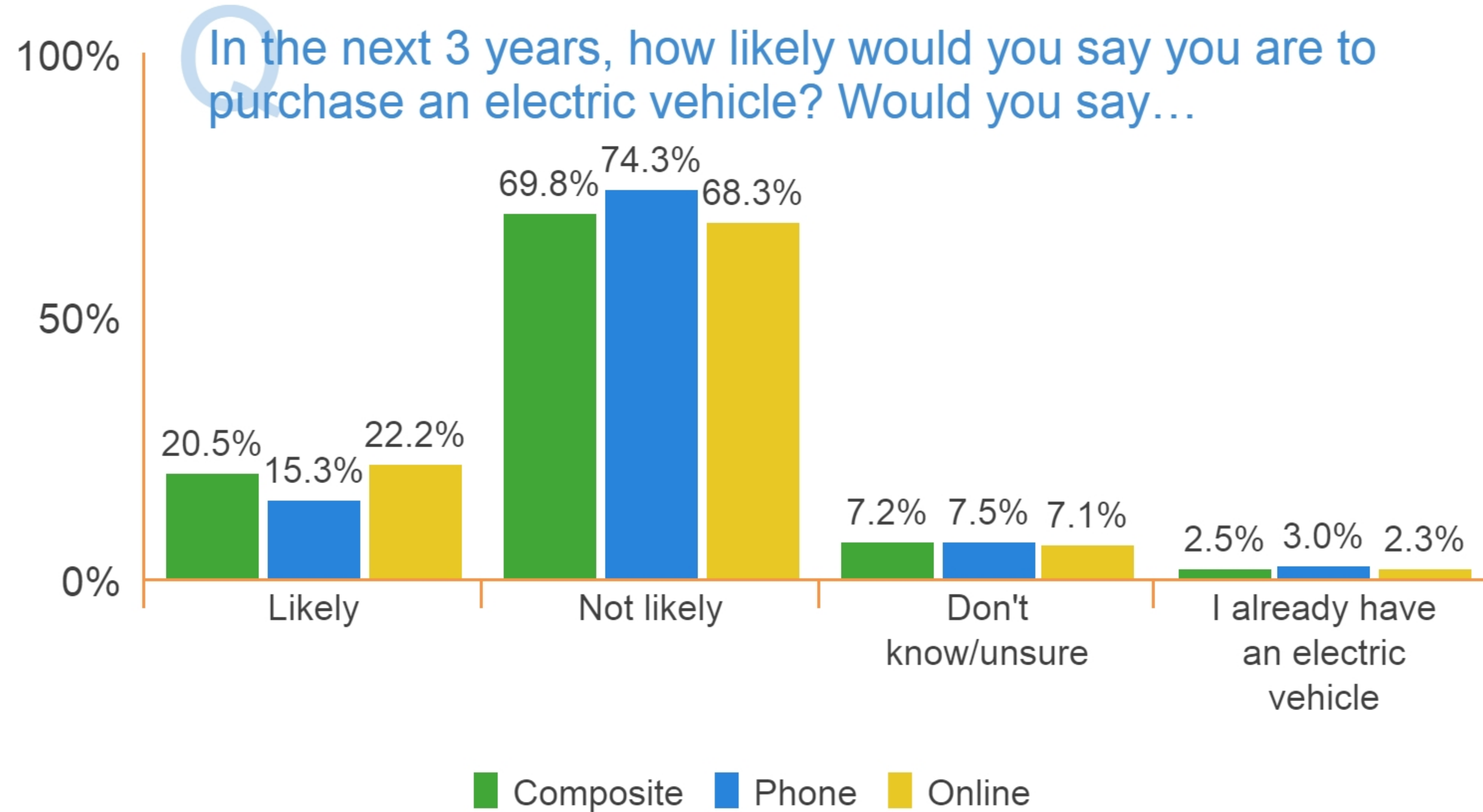
Few currently using energy efficiency/rebate programs

Only 14.5% of surveyed commercial customers indicated they have previously used an RMLD commercial energy efficiency/rebate program. Of the 83 respondents who reported not using any of these programs, nearly two-fifths (38.6%) noted this is because they were unaware of these program offerings. Despite low current usage of these programs, over seven-tenths of commercial respondents (71.8%) reported interest in using commercial energy efficiency/rebate programs in the future.



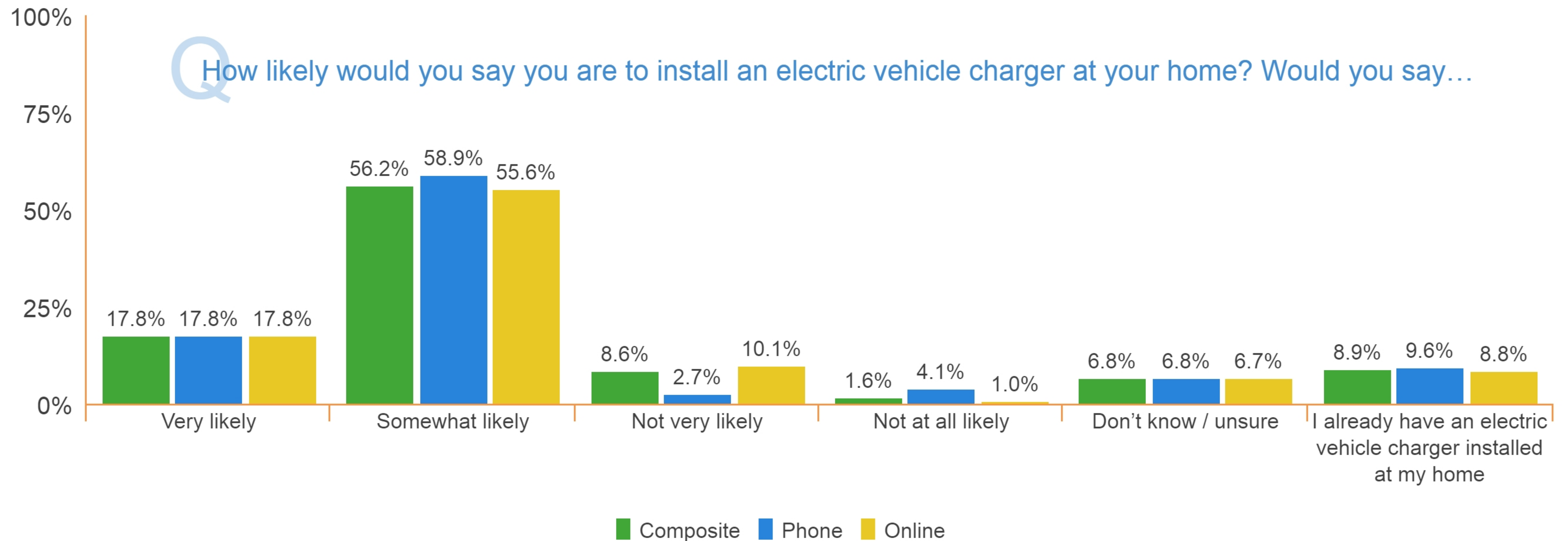
Low likelihood to purchase an electric vehicle

One-fifth of residential respondents (20.5%) reported a likelihood to purchase an electric vehicle in the next three years. Of the 69.8% of respondents who indicated they are not likely to purchase an electric vehicle, the primary drawbacks for doing so included the higher initial cost to purchase (34.4%), limited range / distance per charge (25.4%) and the low availability of recharge stations (22.2%).



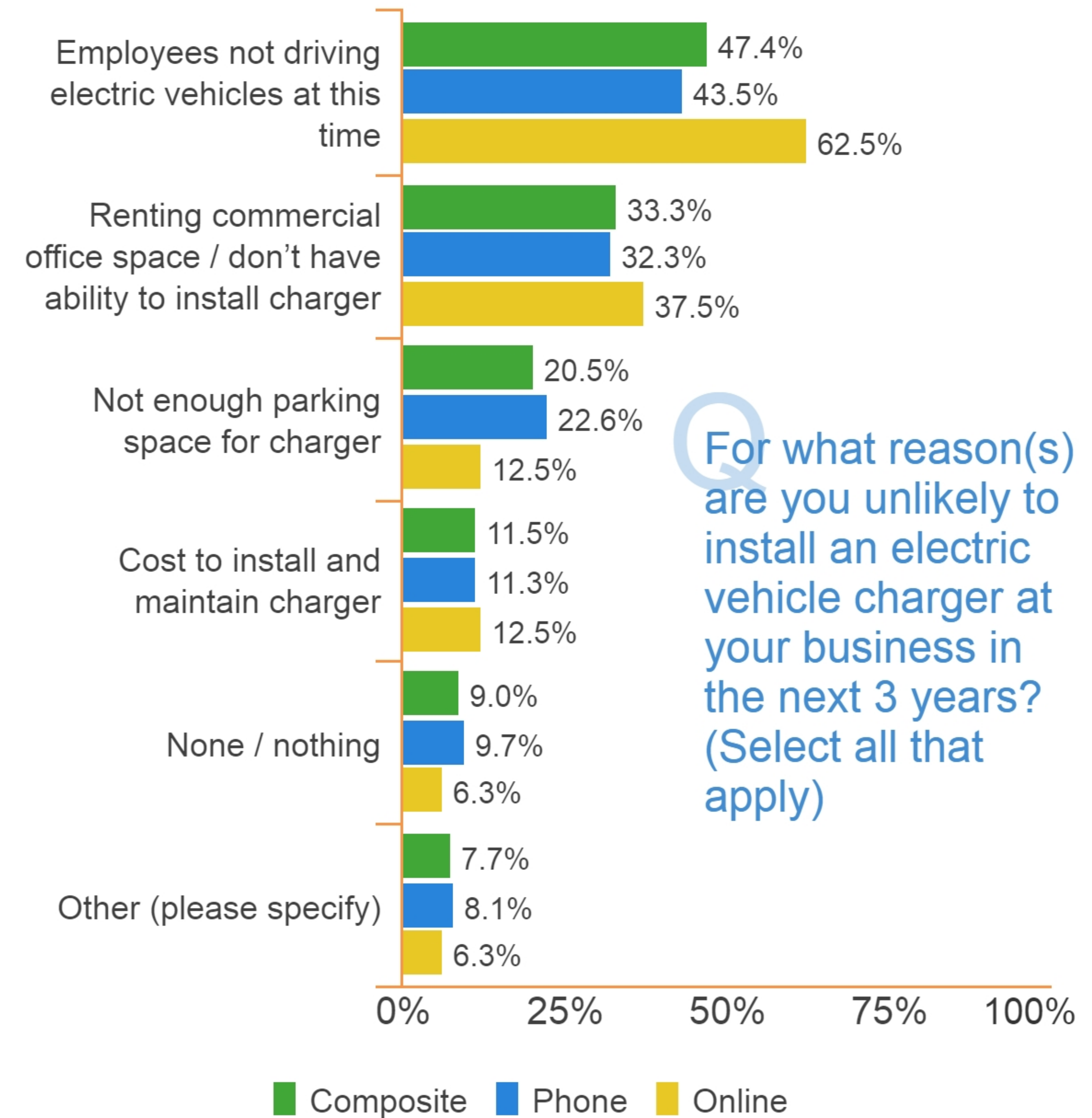
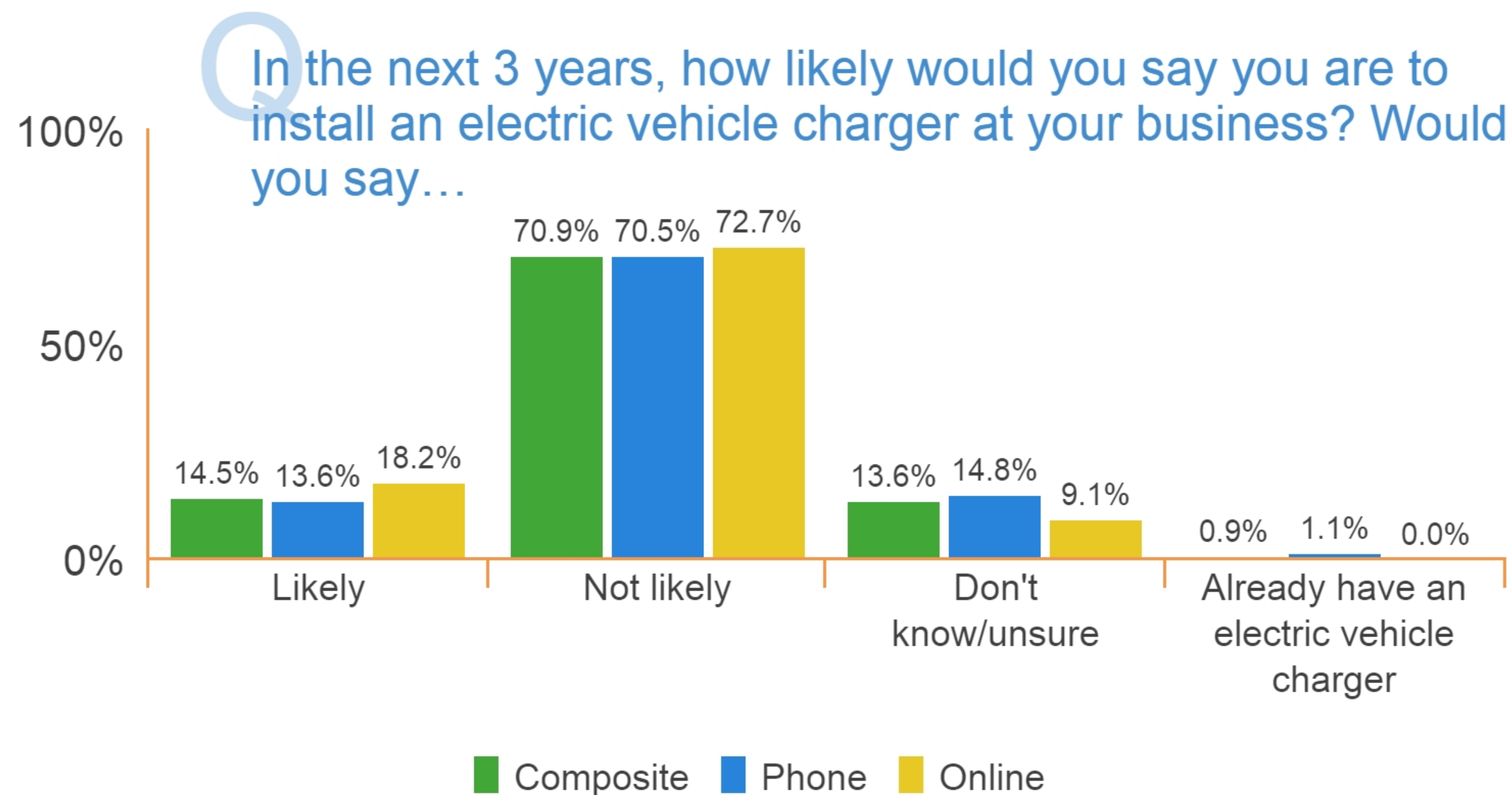
Likely to install EV charger along with electric vehicle purchase Residential

Of those respondents who either reported a likelihood to purchase an electric vehicle in the next three years or already own an electric vehicle, nearly three-quarters, 74.0%, indicated they are either "very likely" (17.8%) or "somewhat likely" (56.2%) to install an electric vehicle charger at their home.



Low likelihood to install EV chargers at business

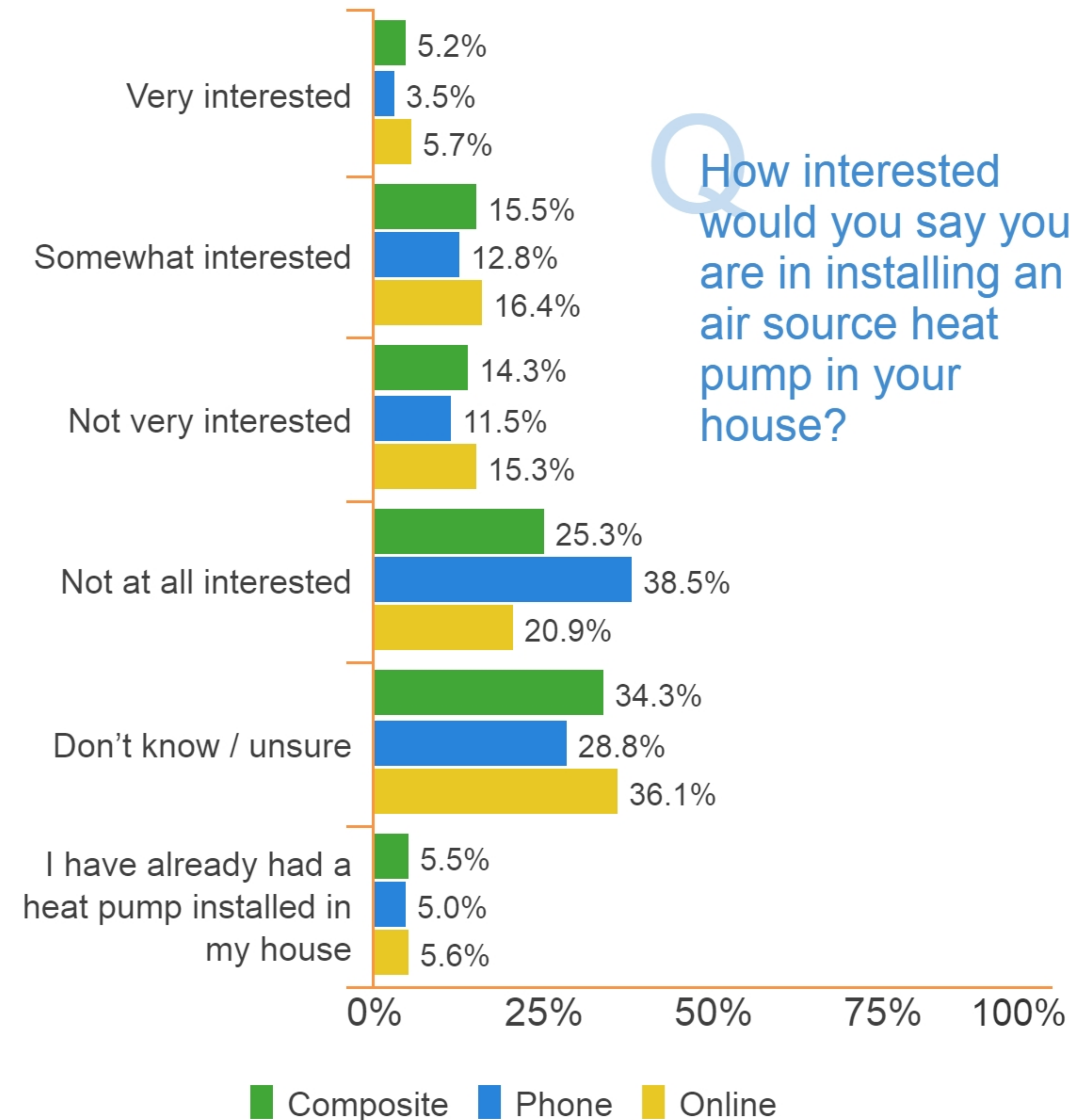
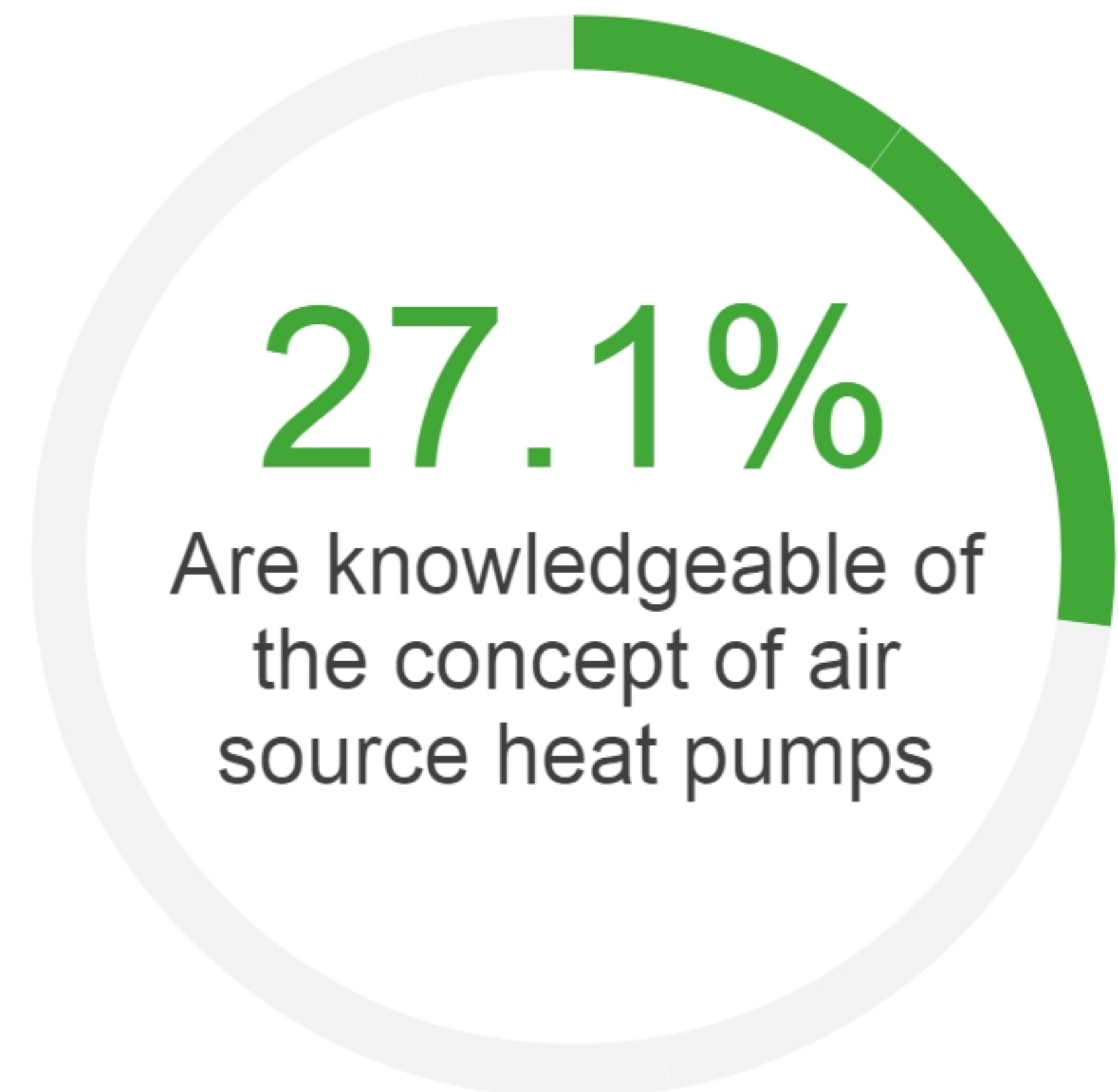
Only 14.5% of commercial respondents reported a likelihood to install an electric vehicle charger at their business in the next three years. Of the 70.9% of respondents who indicated they are not likely to install an electric vehicle charger at their business, nearly one-half (47.4%) noted this is because their employees are not driving electric vehicles at this time, and one-third (33.3%) reported they are renting commercial office space and don't have the ability to install a charger.



Uncertainty over installation of air source heat pumps

Over one-quarter of surveyed residential customers (27.1%) reported they are either "very knowledgeable" or "somewhat knowledgeable" of the concept of air source heat pumps.

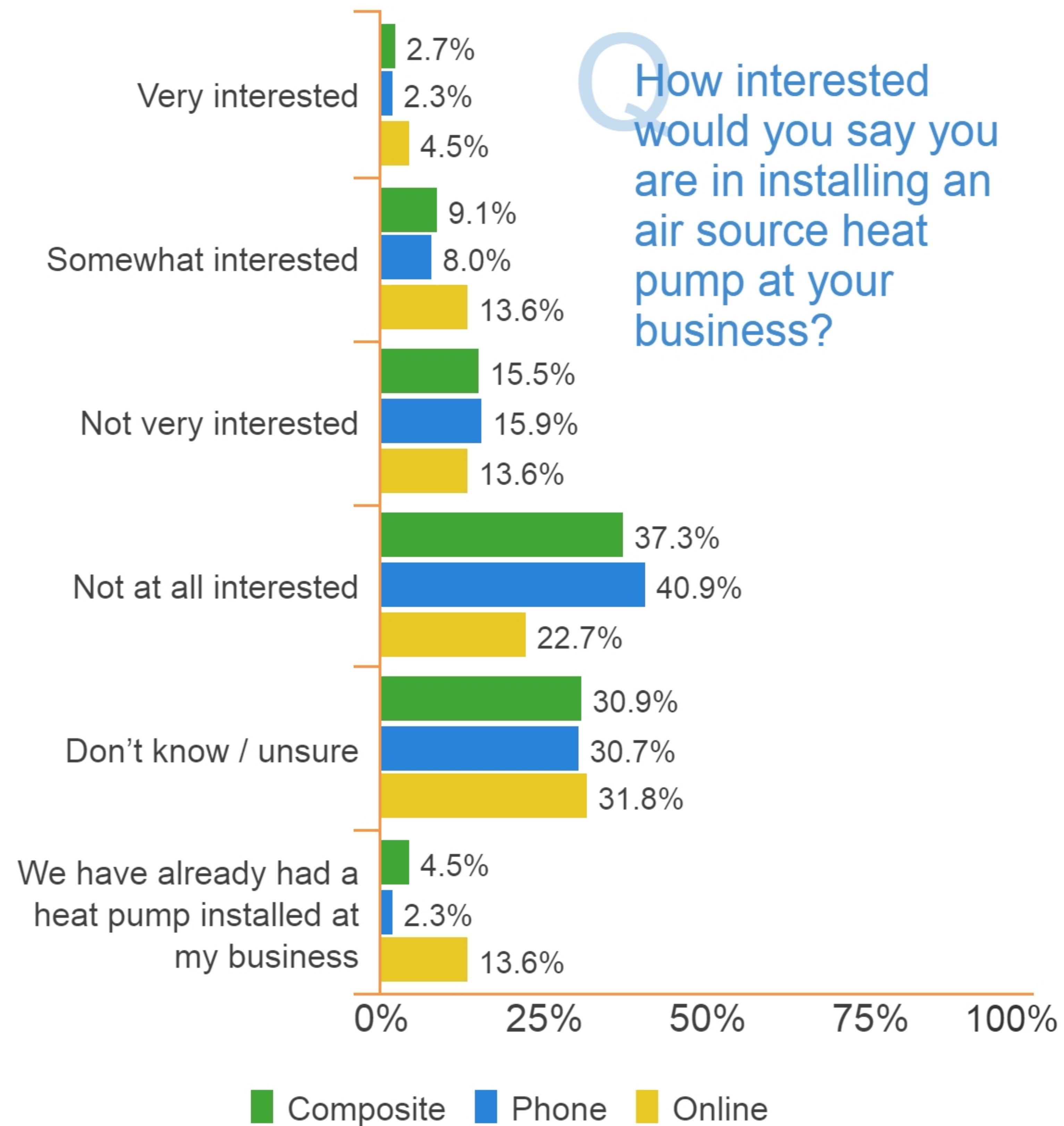
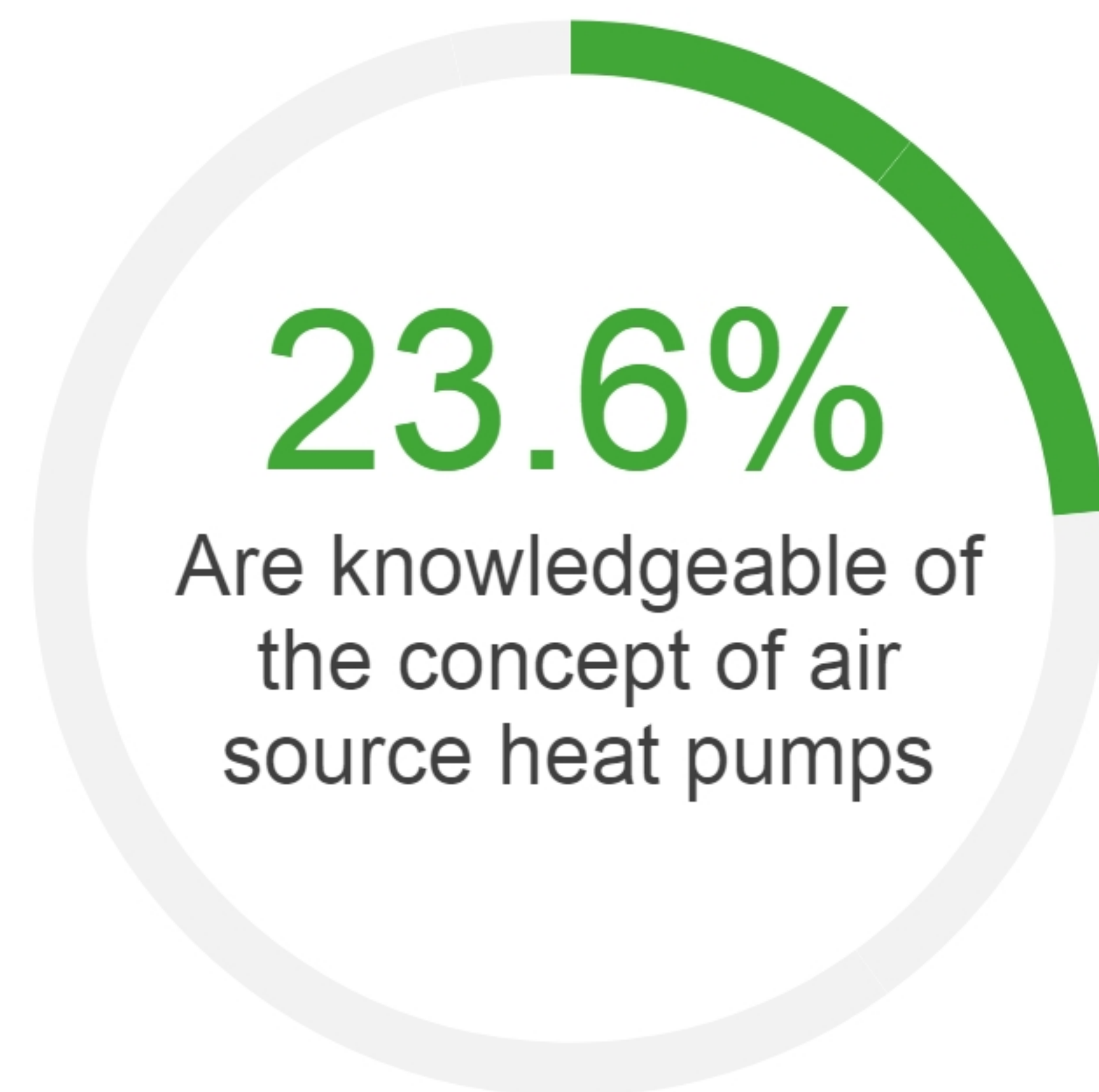
One-fifth of residential respondents (20.7%) indicated they are either "very interested" (5.2%) or "somewhat interested" (15.5%) in installing an air source heat pump at their home, while over one-third (34.3%) reported they are unsure of their interest level.



Uncertainty over installation of air source heat pumps

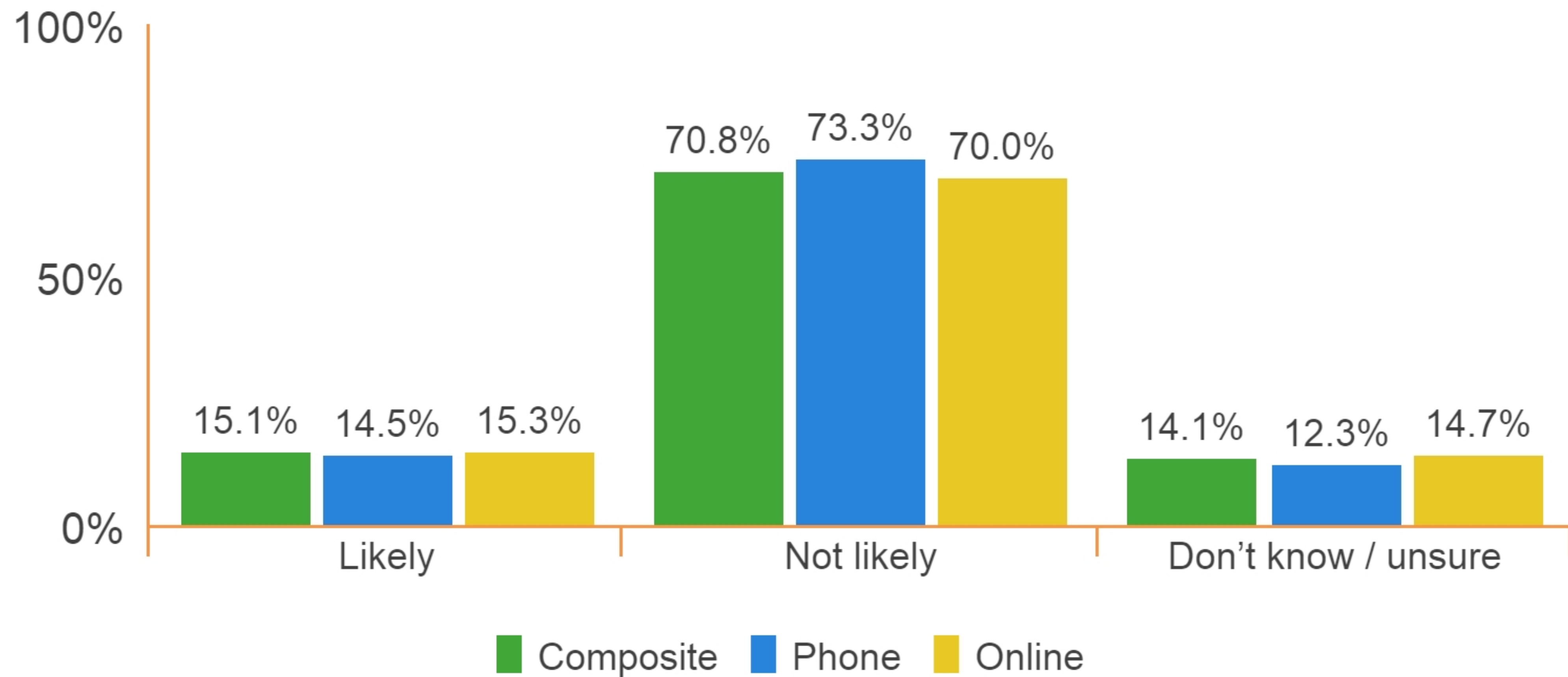
Nearly one-quarter of surveyed commercial customers (23.6%) reported they are either "very knowledgeable" or "somewhat knowledgeable" of the concept of air source heat pumps.

Only 11.8% of commercial respondents indicated they are either "very interested" (2.7%) or "somewhat interested" (9.1%) in installing an air source heat pump at their business, while nearly one-third (30.9%) reported they are unsure of their interest level.

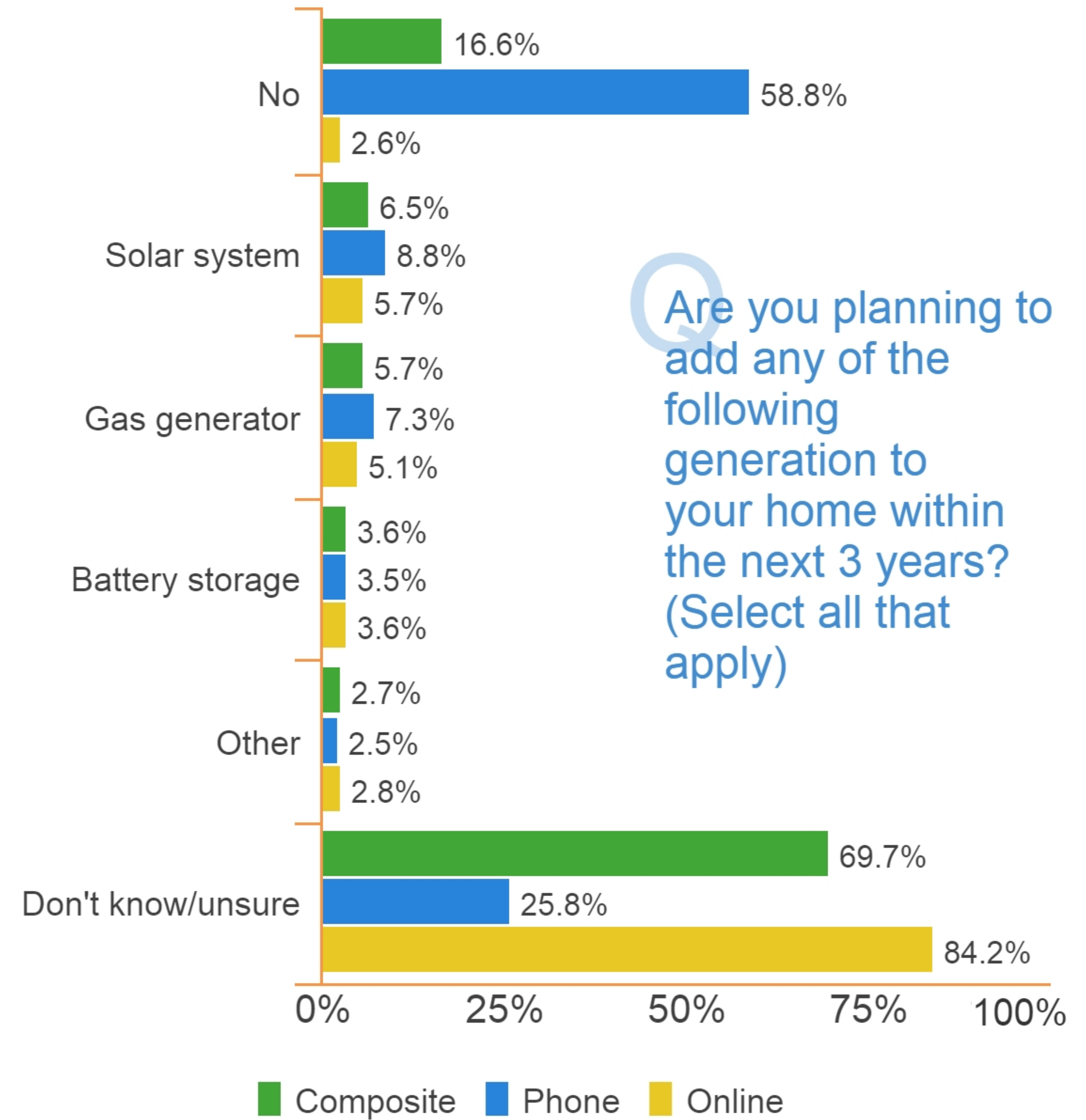


Uncertainty over adding generation in next 3 years

Less than one-fifth of respondents (15.1%) reported they are likely to add equipment that will significantly increase their electrical usage. Over two-thirds of respondents (69.7%) were unsure if they will be adding any generation to their home in the next three years and 16.6% indicated they will not be adding any generation. However, 6.5% reported plans to add solar generation to their home.

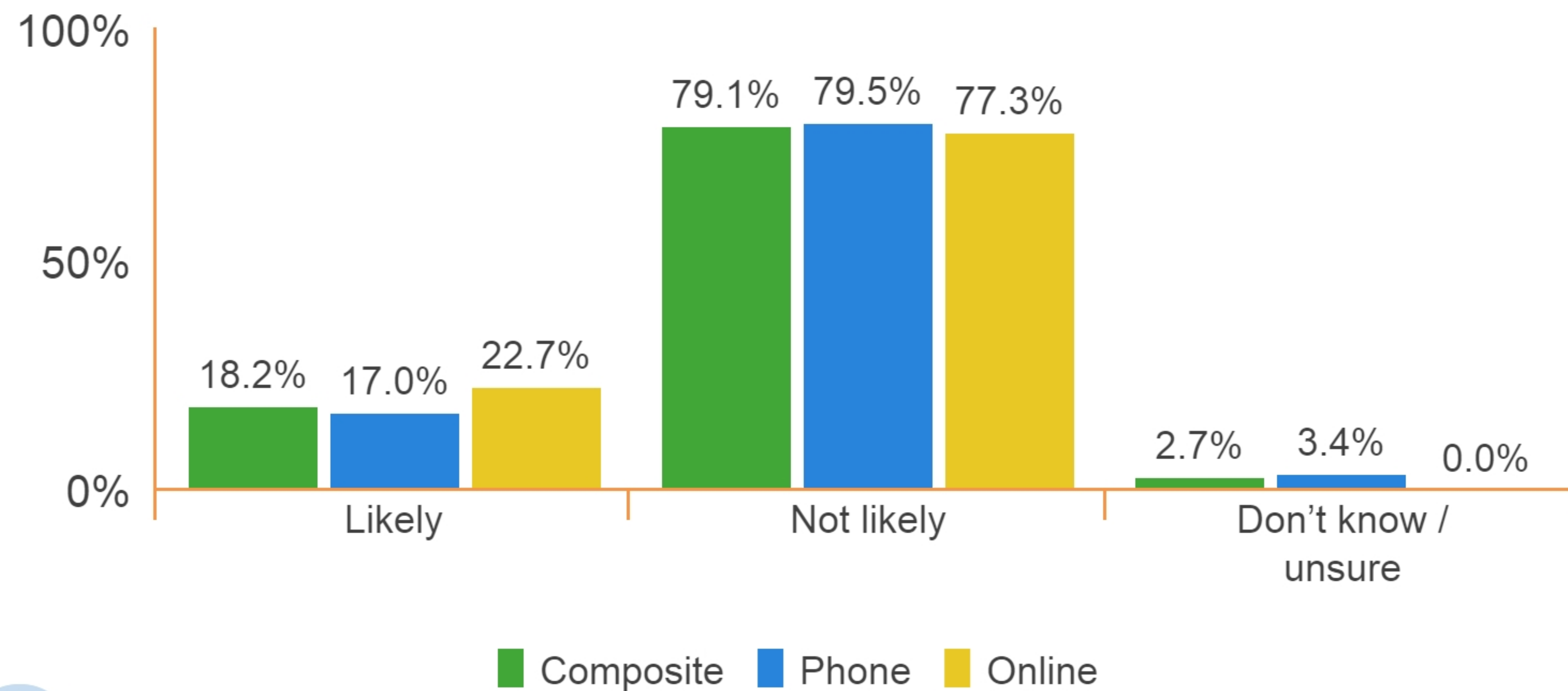


To help the RMLD ensure neighborhood transformers are installed properly, how likely would you say you are to add any equipment (outside what has already been discussed) that will significantly increase your electrical usage?

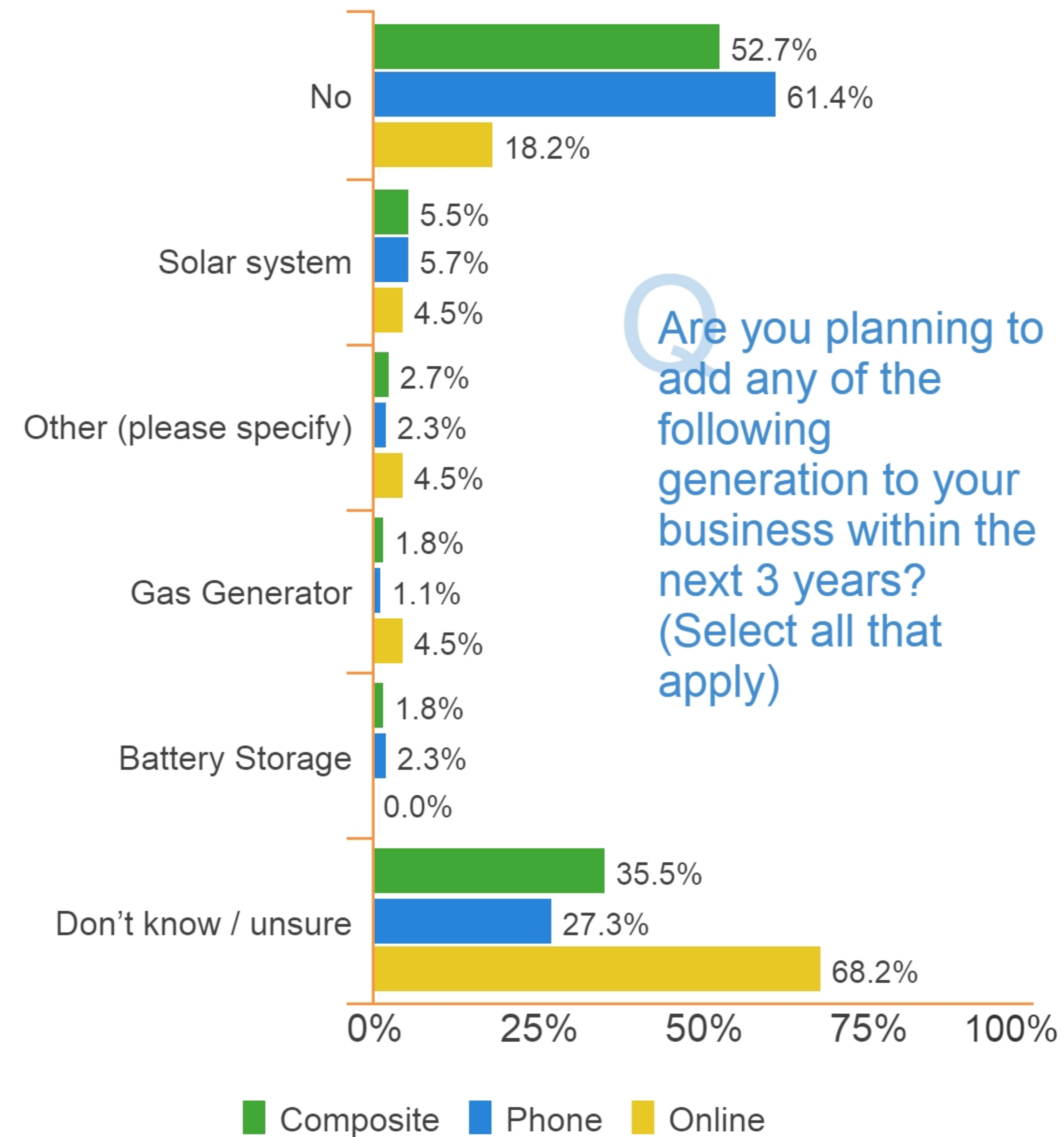


Uncertainty over adding generation in next 3 years

Nearly one-fifth of respondents (18.2%) reported they are likely to add equipment that will significantly increase their electrical usage. Further, while over one-half of respondents (52.7%) are not planning to add any of the listed generation to their business in the next three years, 5.5% are likely to add solar generation.



To help the RMLD ensure neighborhood transformers are installed properly, how likely would you say you are to add any equipment (outside what has already been discussed) that will significantly increase your electrical usage?



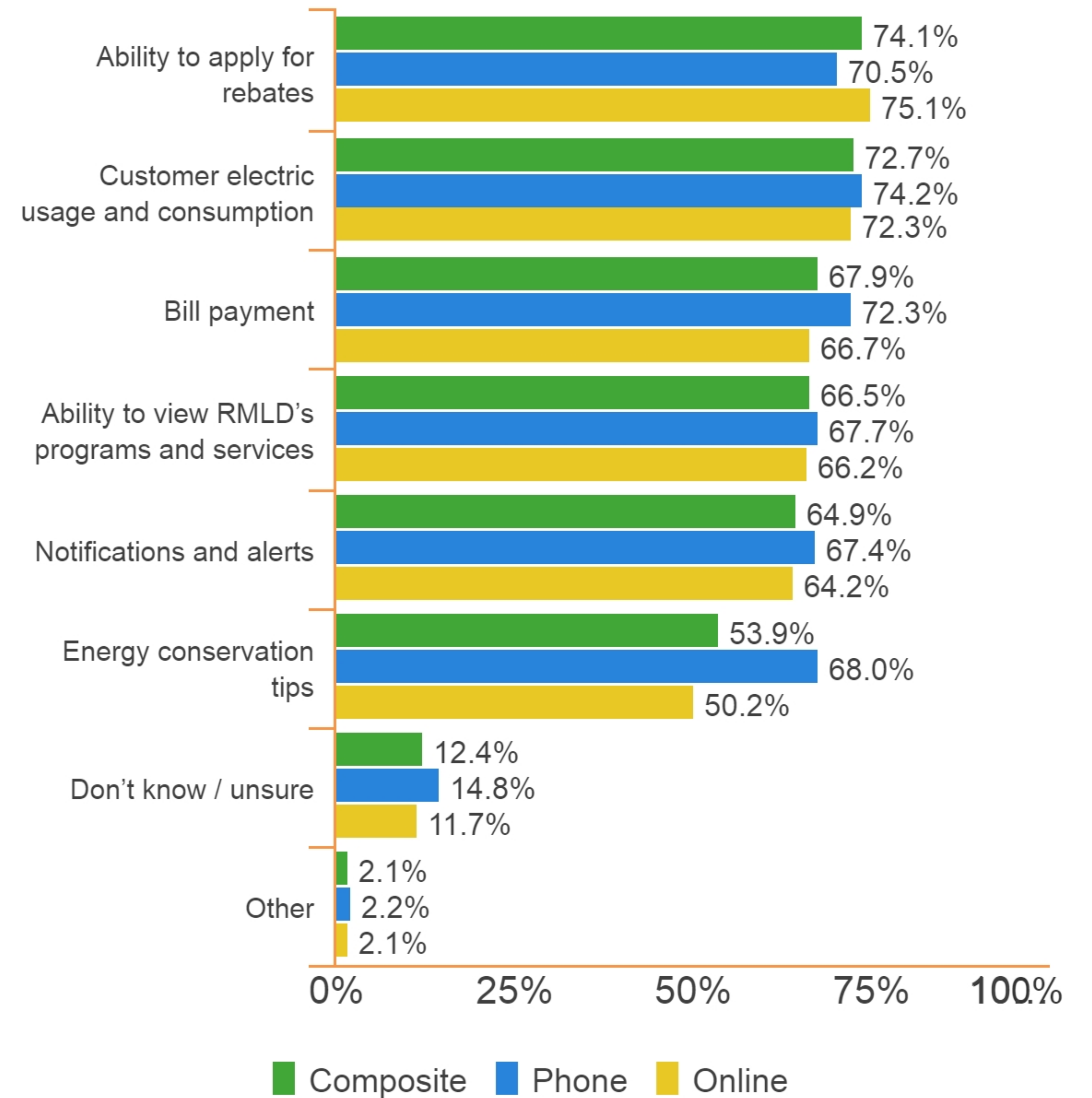
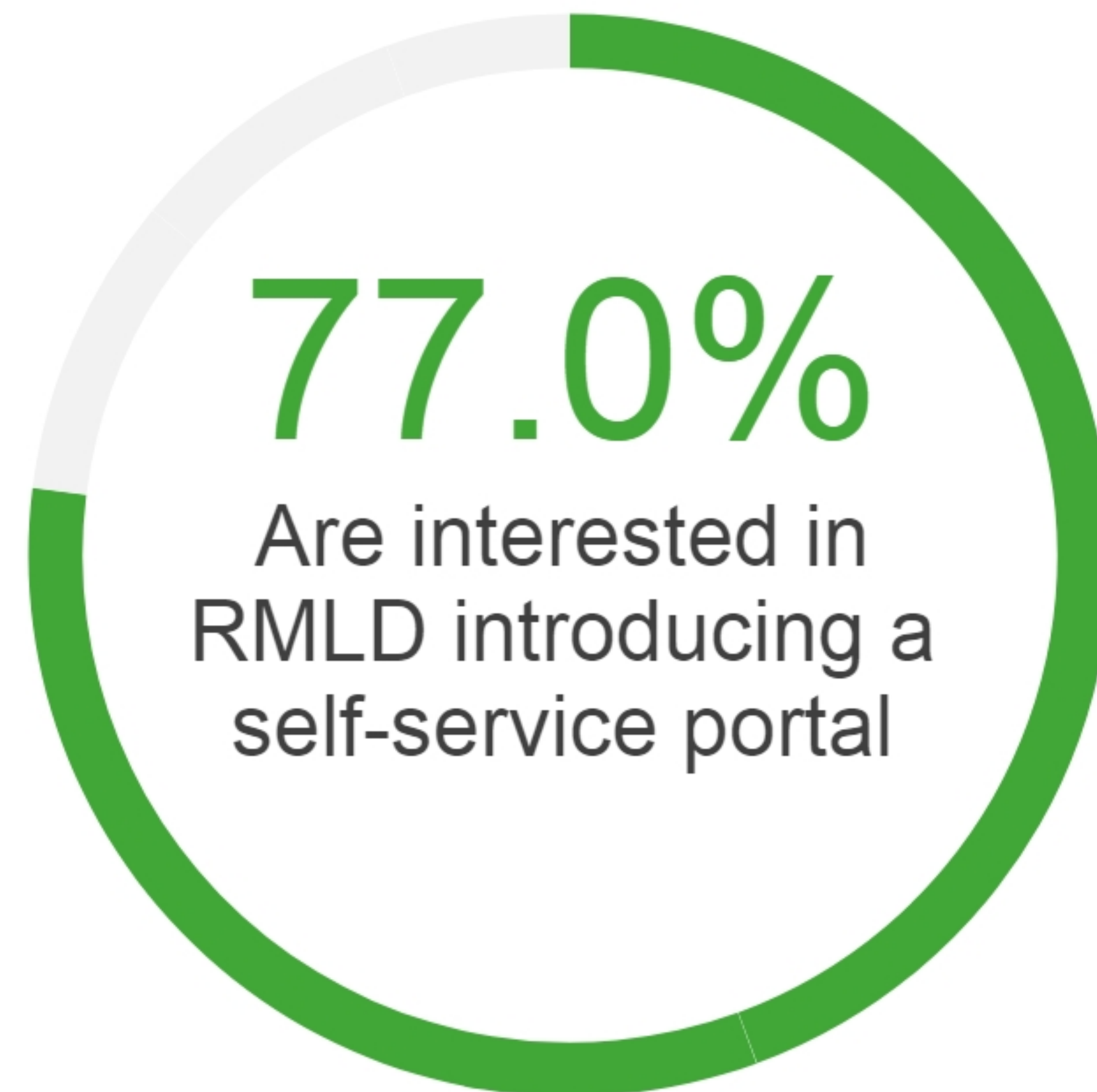
Are you planning to add any of the following generation to your business within the next 3 years? (Select all that apply)

Residential

Interested in a self-service portal

Over three-quarters of residential respondents (77.0%) reported they would be interested in RMLD introducing a self-service portal. Nearly three-quarters of surveyed customers indicated they would like to see the ability to apply for rebates (74.1%) and access customer electric usage and consumption data (72.7%) in a self-service portal, and two-thirds would like to be able to complete bill payment (67.9%) and view RMLD's programs and services (66.5%) in the portal.

RMLD is considering introducing a self-service portal where customers can view their usage history and complete common tasks such as bill payment, and rebate application submissions.



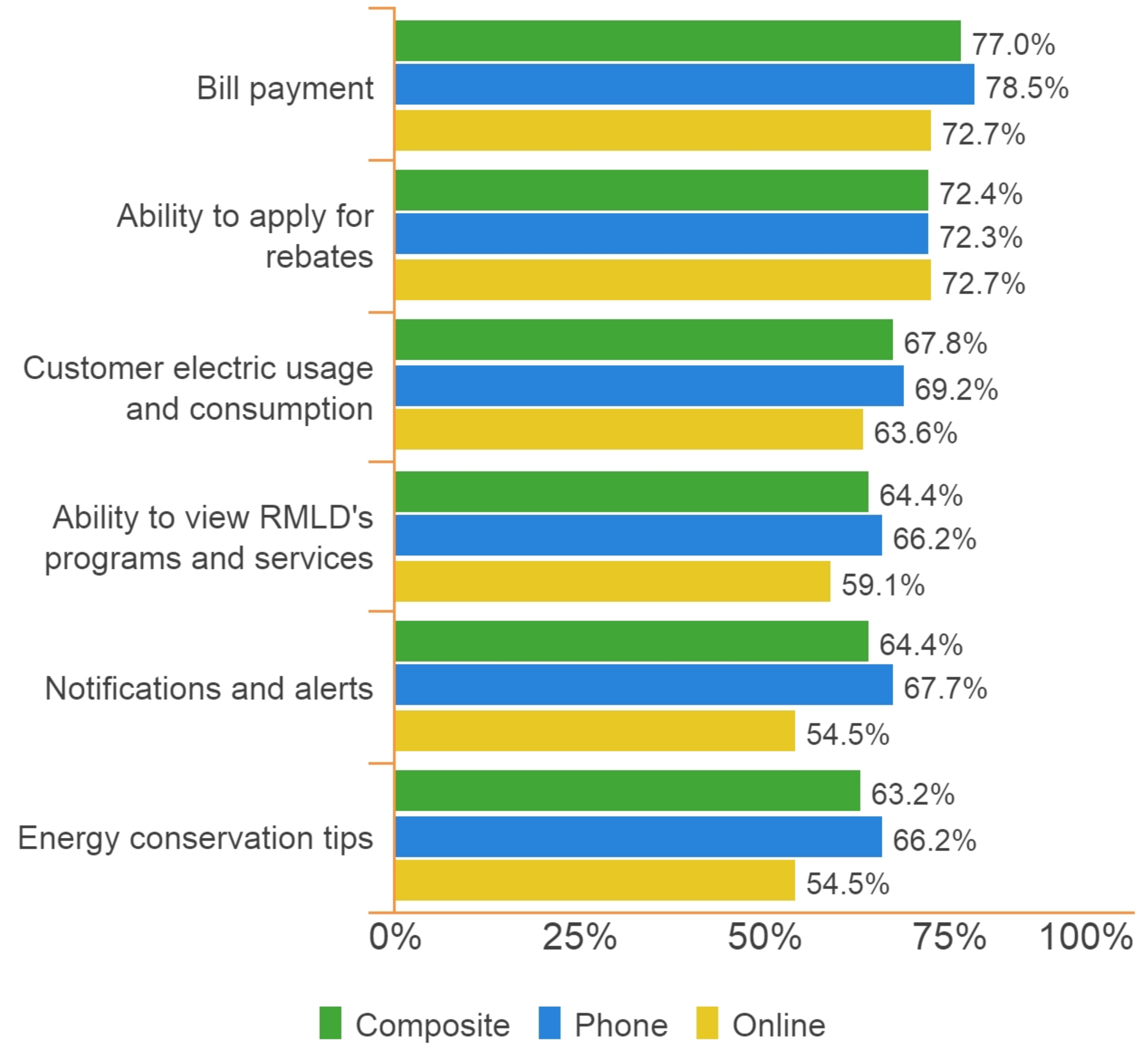
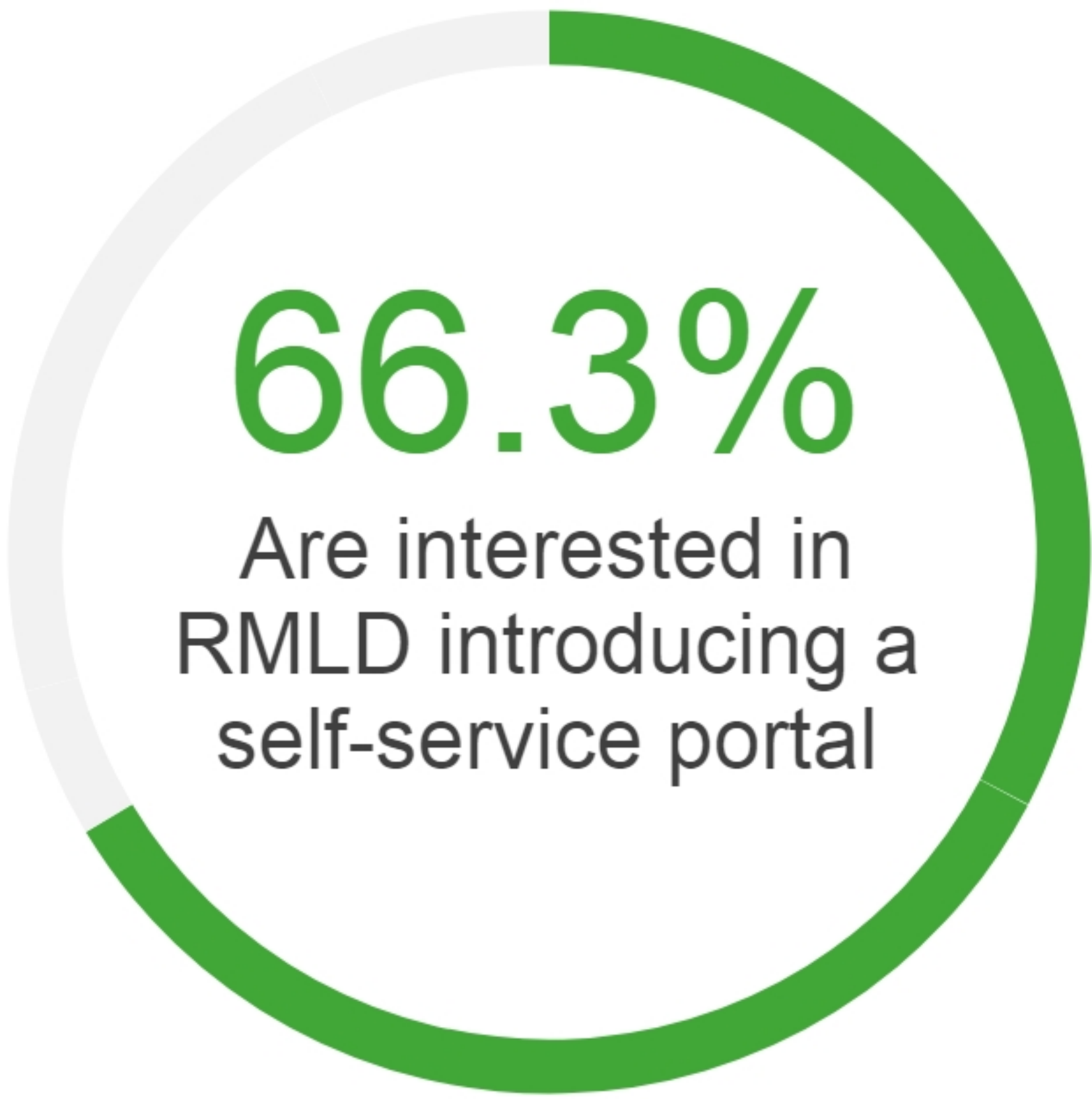
Which of the following functionalities would you be interested in seeing in a self-service portal? (Select all that apply)

Commercial

Interested in a self-service portal

Two-thirds of commercial respondents (66.3%) reported they would be interested in RMLD introducing a self-service portal. Roughly three-quarters of surveyed customers indicated they would like to see bill payment (77.0%) functionalities and the ability to apply for rebates (72.4%) in a self-service portal, while two-thirds of respondents (67.8%) would like to have access to customer electric usage and consumption data.

RMLD is considering introducing a self-service portal where customers can view their usage history and complete common tasks such as bill payment, and rebate application submissions.



Which of the following functionalities would you be interested in seeing in a self-service portal? (Select all that apply)

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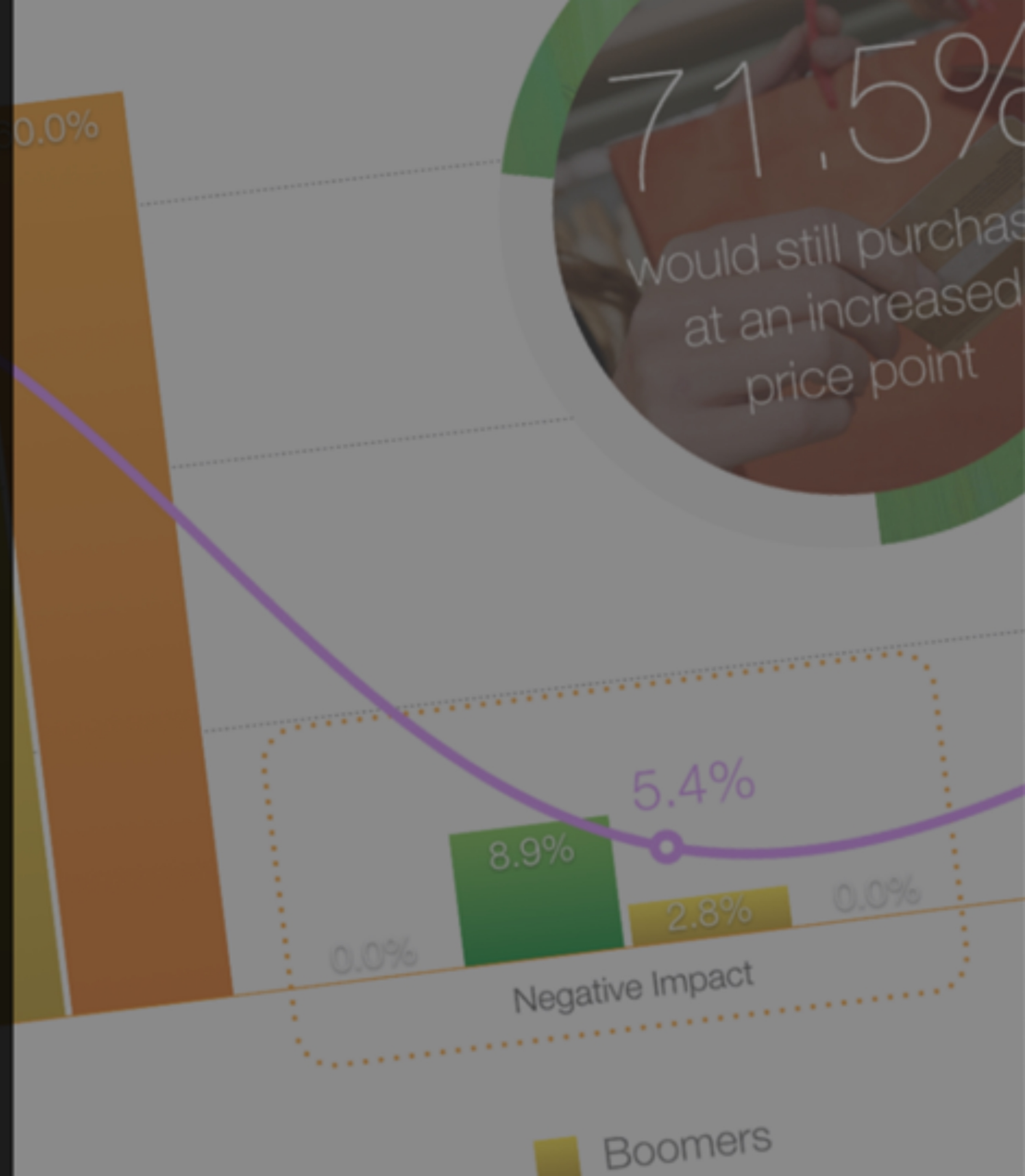
SECTION ONE
About GreatBlue

SECTION TWO
Project Overview

SECTION THREE
Key Study Findings

SECTION FOUR
Considerations

SECTION FIVE
Aggregate Data (Provided Separately)



Considerations - Residential

- **Educate customers about "time of use" rate.** While over one-half of respondents reported they were aware RMLD currently offers a "time of use" rate, there is still room to grow awareness of this rate structure and ensure all customers are aware this option is available to them. Further, more than one-half of respondents who are not already enrolled in RMLD's "time of use" rate indicated interest in enrolling, which shows there is an appetite among RMLD customers for this rate structure. Specifically during a period when more customers are working and learning remotely and can thus take advantage of a "time of use" rate by using electricity during off-peak hours, it is recommended that RMLD develop more educational materials about their "time of use" rate program that can be sent to residential customers. These materials should explain specific scenarios where customers have enrolled in a "time of use" rate structure and benefited from cost savings on their electric bill, as well as specifically explain how to take advantage of a "time of use" rate and the off-peak hours of the day where customers should use more electricity to ultimately pay lower electric rates. Further education among RMLD customers of the benefits of enrolling in their "time of use" rate will help to boost both awareness of this rate structure, but also interest in signing up.
- **Promote energy efficiency/rebate programs.** While the majority of respondents indicated they were interested in using an RMLD energy efficiency/rebate program in the future, the primary reason many respondents had not previously used one of these programs was due to a lack of awareness of these offerings. For this reason, it is recommended that RMLD both increase the frequency of communication about these programs, and re-evaluate these materials to ensure they are conveying detailed information about the offering that is also easy for the customer to understand. Additionally, RMLD may consider a mini survey on their website for customers to complete, that will point customers in the direction of the energy efficiency or rebate program that would be most beneficial for them to enroll in, based on their electric load and usage. This may help both spread awareness of RMLD's energy efficiency offerings, but also help customers better understand the program that is right for them.

Considerations - Commercial

- **Promote energy efficiency and rebate programs.** Surveyed commercial customers provided lower ratings for the organizational characteristic "helping customers use energy more efficiently through energy efficiency programs / rebates" than other areas measured. Further, a lack of awareness of RMLD's energy efficiency and rebate programs was the primary reason commercial respondents had not previously used one of these programs. In order to ensure commercial customers are aware of the resources and programs available to them to help their business use energy more efficiently and ultimately experience cost savings, it is recommended that RMLD increase the frequency of communication surrounding their energy efficiency and rebate program offerings to their commercial customer base. Detailed information on RMLD's website is helpful as the majority of customers reported looking for information about RMLD on its website, but to ensure this information is effectively reaching customers, email and direct mail outreach may be beneficial to promote these programs. Increased awareness of these offerings may ultimately boost ratings for helping customers use energy more efficiently in future studies.
- **Improve awareness of RMLD's community ownership model.** While the majority of commercial respondents correctly identified RMLD as a community-owned municipal utility, a large segment of respondents either incorrectly identified RMLD as a private investor owned company or were unsure of the utility's ownership model. For this reason, it is recommended that RMLD continue to invest in educational efforts to their commercial customers regarding their ownership model and the various benefits of being a customer of a community-owned utility. Stronger awareness of RMLD's ownership model and what this means for them as a customer may help to boost satisfaction ratings with the utility and build a greater appreciation for the services RMLD provides.

Michael Vigeant CEO

MJV@GreatBlueResearch.com

Dan Quatrocelli Senior Director, Research

Dan@GreatBlueResearch.com

Courtney Cardillo Research Analyst

Courtney@GreatBlueResearch.com

Catherine Veschi Project Manager

Catherine@GreatBlueResearch.com

