



**READING MUNICIPAL  
LIGHT DEPARTMENT  
CITIZENS' ADVISORY BOARD  
REGULAR SESSION  
APRIL 13, 2023**

**Board - Committee - Commission - Council:**

RMLD Citizens Advisory Board

Date: 2023-04-13

Time: 5:30 PM

Building: Reading Municipal Light Building

Location:

General Managers Conference Room

Address: 230 Ash Street

Agenda: Revised

Purpose: General Business

Meeting Called By: Vivek Soni, Chair

Notices and agendas are to be posted 48 hours in advance of the meetings excluding Saturdays, Sundays and Legal Holidays. Please keep in mind the Town Clerk's hours of operation and make necessary arrangements to be sure your posting is made in an adequate amount of time. A listing of topics that the chair reasonably anticipates will be discussed at the meeting must be on the agenda.

**All Meeting Postings must be submitted in typed format; handwritten notices will not be accepted.**

**Topics of Discussion:**

ON MARCH 29, 2023, GOVERNOR HEALEY SIGNED INTO LAW A SUPPLEMENTAL BUDGET BILL WHICH, AMONG OTHER THINGS, EXTENDS THE TEMPORARY PROVISIONS PERTAINING TO THE OPEN MEETING LAW TO MARCH 31, 2025.

**THIS MEETING WILL HELD IN PERSON AND REMOTELY VIA TEAMS.**

**FOR REMOTE AND/OR PUBLIC PARTICIPATION:**

Please email [emorse@RMLD.com](mailto:emorse@RMLD.com). Please include your full name, address, and phone number. Comments and questions will be monitored during the meeting.

1. Call Meeting to Order - V. Soni, Chair
2. RMLD Customer Survey Report (Attachment 1) - J. Blackley, Communications Manager
3. Hydro Quebec Report (Attachment 2) – B. Bullock, Director of Integrated Resources  
**Suggested Motion:** Move that the RMLD Citizens' Advisory Board vote to accept the General Manager's recommendation to execute a new contract with Hydro Quebec, for energy and associated certificates under a five-year contract, starting January 2024.
4. General Manager's Report - G. Phipps, General Manager
5. Scheduling - V. Soni, Chair  
**Subsequent CAB Meetings:** Thursday May 25, 2023, 5:30 PM  
**BoC Meeting Coverage** April: G. Hooper; May: K. Welter
6. Adjournment - V. Soni, Chair  
**Suggested Motion:** Move that the RMLD Citizens' Advisory Board adjourn regular session.

**ATTACHMENT 1**  
**RMLD CUSTOMER SURVEY REPORT**



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# Customer Satisfaction Survey



Report of Findings

10 March 2023  
Confidential & Proprietary

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# 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
- Perceived value of RMLD's communication methods
- Desired topics of communication
- Shred the Peak interest and preferences
- Anticipated bill payment challenges
- Satisfaction with rebate application process
- Satisfaction with outage restoration
- Knowledge and interest in air source heat pumps
- Likelihood to install solar panels
- Participation in RMLD's energy efficiency, electrification and rebate programs
- Understanding and interest in time-of-use rates
- Demographic and firmographic profile of respondents

# Research Methodology Snapshot - Residential

Methodology <b>Telephone / Digital</b>	No. of Completes <b>1,215</b> (200 phone + 1,015 online)	No. of Questions <b>44*</b>	Incentive <b>None</b>	Sample <b>Customer List</b>
Target <b>Residential Customers</b>	Quality Assurance <b>Dual-level**</b>	Margin of Error <b>+/- 2.8%</b>	Confidence Level <b>95%</b>	Research Dates <b>January 16 - February 21, 2023</b>

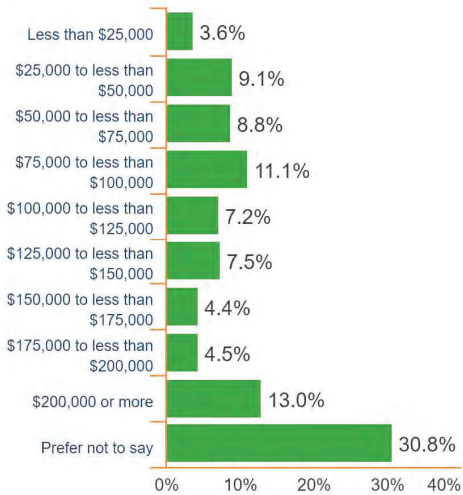
\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

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

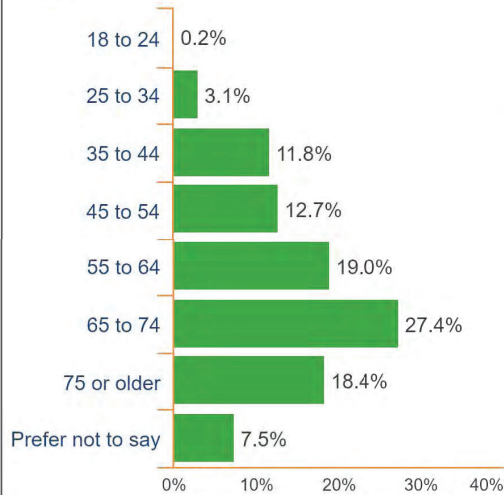
# Respondent Snapshot - Residential

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.

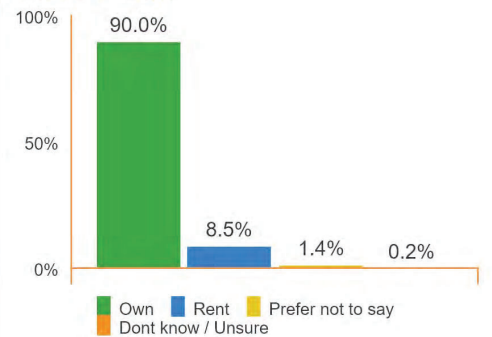
## Income



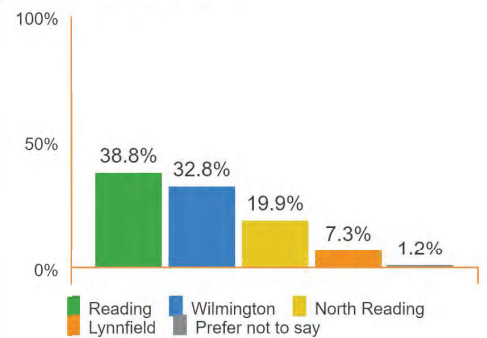
## Age



## Rent or Own



## Town of Service



# Research Methodology Snapshot - Commercial

Methodology <b>Telephone / Digital</b>	No. of Completes <b>67</b> (50 phone + 17 online)	No. of Questions <b>42*</b>	Incentive <b>None</b>	Sample <b>Customer List</b>
Target <b>Commercial Customers</b>	Quality Assurance <b>Dual-level**</b>	Margin of Error <b>+/- 11.8%</b>	Confidence Level <b>95%</b>	Research Dates <b>January 16 - February 21, 2023</b>

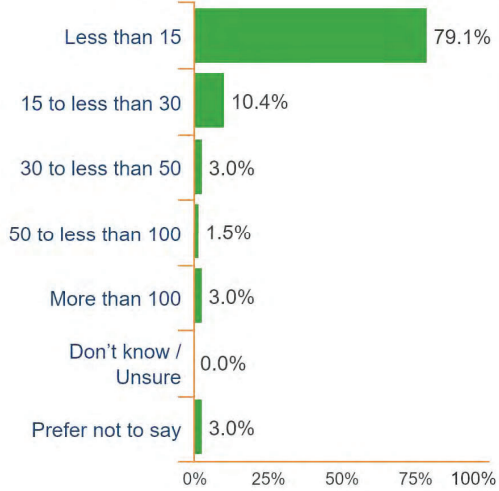
\* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

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

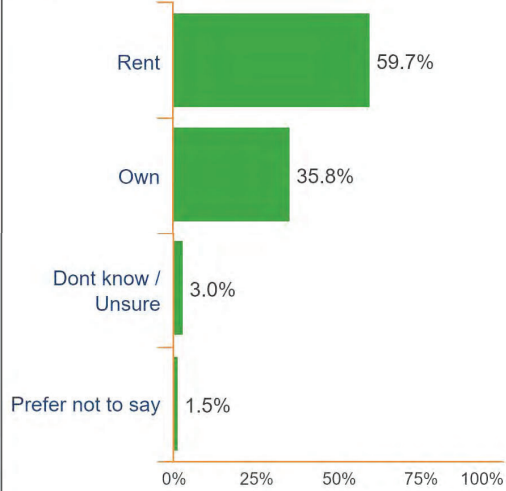
# Respondent Snapshot - Commercial

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.

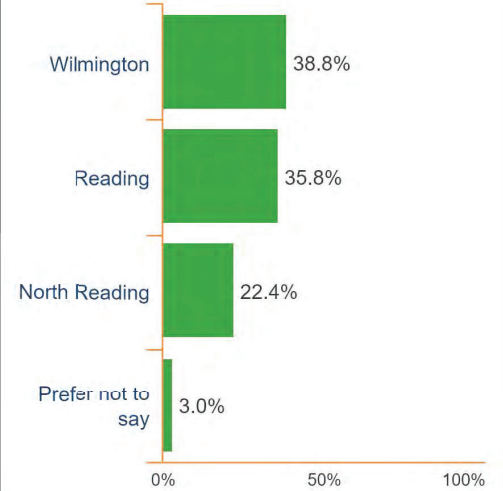
## # of Employees



## Rent or Own



## Town of Service



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# Reliability Drives Service Ratings

When rating RMLD on a series of organizational characteristics, residential respondents provided the highest ratings for RMLD having "reliable service" (98.1%) and its "customer interactions and communication" (95.2%), but provided the lowest ratings for RMLD "helping customers understand solar installations and rebates" (73.7%).

Commercial respondents provided the highest ratings for RMLD's "reliable service" (97.0%) and their "overall satisfaction with RMLD" (94.0%), and also provided the lowest ratings for RMLD "helping customers understand solar installations and rebates" (51.0%).

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.

	Residential		Commercial	
	2020	2023	2020	2023
Customer interactions and communication	92.7	95.2	92.8	84.6
Helping customers understand solar installations and rebates	-	73.7	-	51.0
Helping customers understand energy efficiency programs	-	82.6	-	65.5
Reliable service	96.9	98.1	98.2	97.0
Rates	88.5	83.1	84.7	79.7
Community service	92.8	91.7	83.1	66.0
Overall satisfaction with RMLD	-	93.4	-	94.0
Helping customers use energy more efficiently through energy efficiency programs/rebates	86.4	-	76.7	-
Honesty / Integrity	94.5	-	96.0	-
RMLD Average	92.4	89.3	89.8	78.6

## Key Study Findings - Boost Awareness of Rebates and Program Offerings for Residents



### What we learned:

Over one-third of residential respondents (34.2%) reported being unaware of RMLD's Electrical Panel Upgrade Rebate, and over one-quarter (28.1%) reported being unaware of RMLD's Online Energy Efficiency Store. Over one-fifth of residential respondents also reported being unaware of RMLD's Electric Vehicle Charger Rebate, Air Source Heat Pump Rebate and Solar Rebate.

### Takeaway:

Many residential customers are unaware of RMLD's rebate programs and energy efficiency offerings, which means the majority of customers are not taking advantage of these offerings.

### Actionable strategy:

It is recommended that RMLD increase its communication to residential customers about the various rebate programs and energy efficiency offerings available to them, as well as details of how customers can qualify to participate in each program and the benefits of each program. This may help to boost both awareness of and enrollment in these programs, and help boost ratings for RMLD "helping customers understand energy efficiency programs."



## Key Study Findings - Offer Ability to Opt-in to Text Message Notifications



### What we learned:

Over seven-out-of-ten residential respondents (71.9%) and nearly three-fifths of commercial respondents (58.3%) reported being interested in opting in to receive text messages from RMLD regarding outage updates, Shred the Peak alerts and bill payment information. Further, over one-half of residents (51.9%) and over one-third of businesses (37.3%) indicated they would like to receive more information about outage and power restoration updates.

### Takeaway:

Customers are interested in opting in to receive text message notifications from RMLD, and in general would like to receive more information and updates during power outages, which can be accomplished through text messages.

### Actionable strategy:

It is recommended that RMLD offer customers the ability to opt-in to receive text message notifications from RMLD, and use these text messages as an opportunity to provide customers with more frequent updates during outages.

## Key Study Findings - *Further Educate Customers of Benefits of Air Source Heat Pumps*



### What we learned:

While an increased frequency of residential (+12.7 percentage points over 2020 data) and commercial (+7.7 percentage points over 2020 data) respondents reported being knowledgeable of the concept of air source heat pumps, only 37.5% of residents and 26.9% of businesses reported being interested in installing an air source heat pump at their home or business.

### Takeaway:

While customers are increasingly knowledgeable about air source heat pumps, the majority are still not interested in installing one in their home or business.

### Actionable strategy:

In order to develop greater interest in air source heat pumps, it is recommended that RMLD continue to educate customers on the benefits of installing an air source heat pump, including cost savings customers may experience by turning to this heating method and the ability for customers to reduce their carbon footprint.

# Of Those Who Provided Poor Ratings, Majority Cite High Cost As Reason

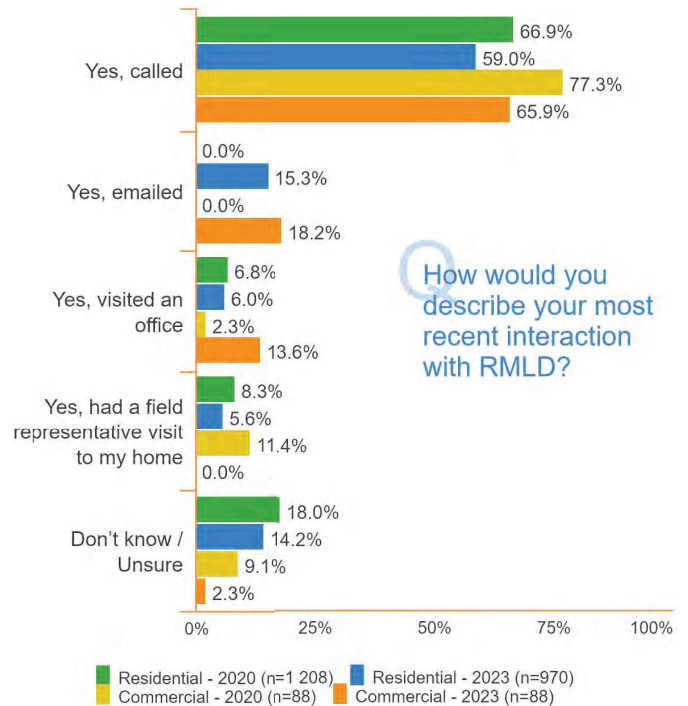
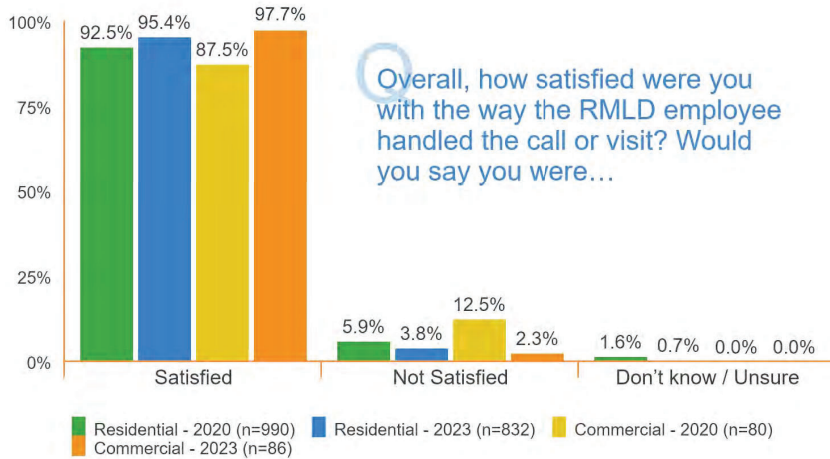
Among those respondents who provided poor ratings for RMLD for any characteristic mentioned, two-fifths of residents (40.0%) and one-fifth of businesses (20.0%) cited "high rates/costs" as the top reason for providing poor ratings for RMLD. Others reported providing poor ratings because of "no communication / interaction" (14.0% residential, 40.0% commercial) or "lack of renewable energy options / discounts / subsidies" (11.0% residential, 10.0% commercial).

 Please tell me why you provided poor ratings for RMLD: (Top 8 values shown)

	Residential		Commercial	
	2020	2023	2020	2023
Sample size	182	200	22	20
High rates / cost	25.3	40.0	9.1	20.0
No communication / interaction	2.2	14.0	0.0	40.0
Lack of renewable energy options / discounts / subsidies	3.3	11.0	0.0	10.0
Other	0.0	8.0	0.0	10.0
Poor rebate programs	12.1	7.0	27.3	10.0
Didn't provide poor ratings	6.6	4.0	0.0	0.0
None / NA	5.5	3.0	27.3	10.0
Solar issue	4.4	3.0	0.0	0.0

# Increased Satisfaction with Customer Service

Of the respondents who have recently had an interaction with RMLD, the majority of residential (95.4% over 92.5% in 2020) and commercial respondents (97.7% over 87.5% in 2020) indicated they were either "very satisfied" or "somewhat satisfied" with the way the RMLD employee handled the call or visit. Those who had a recent interaction with RMLD primarily indicated they "called" RMLD (59.0% residential, 65.9% commercial), while others reported they "emailed" RMLD (15.3% residential, 18.2% commercial).



# Dissatisfied Due to Poor Communication and Customer Service

Among those who reported being dissatisfied with the way the RMLD employee they interacted with handled the call or visit, one-third of residents cited "poor communication" (31.3%) or "poor customer service" (31.3%), and nearly one-fifth (18.8%) mentioned a "billing issue."

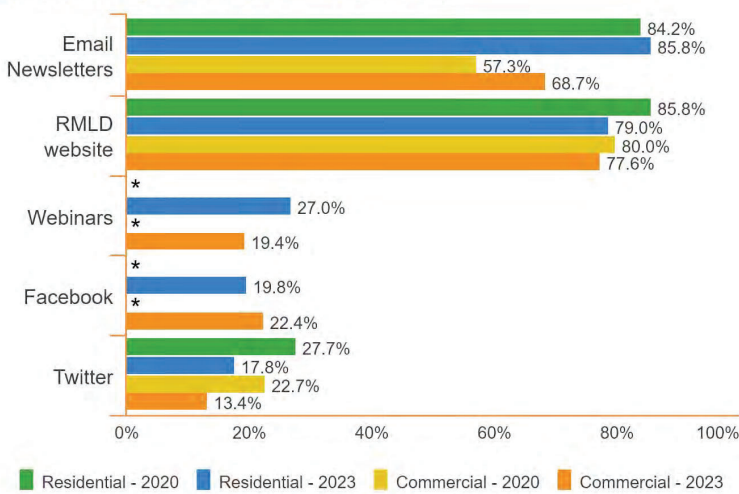
Please tell me why you were somewhat or very dissatisfied?

	Residential		Commercial	
	2020	2023	2020	2023
Sample size	58	32	10	2
Poor communication	n=2	n=10	n=0	n=0
Poor customer service	n=2	n=10	n=6	n=0
Billing issue	n=4	n=6	n=0	n=0
Poor rebate programs	n=2	n=4	n=0	n=0
Poor response / issue not resolved	n=28	n=2	n=0	n=0
Other	n=0	n=0	n=0	n=2

# Find Email Newsletters and Website Valuable

When rating the value of several RMLD communication methods, more respondents rated RMLD's email newsletters (85.8% residential, 68.7% commercial) and website (79.0% residential, 77.6% commercial) as either "very valuable" or "somewhat valuable" than other communication platforms evaluated. When asked about what ways RMLD can improve communication methods over one-fifth of residents (20.9%) and 9.1% of businesses reported RMLD is "doing a good job/no issues," while 6.9% of residents and 3.0% of businesses wanted to see improvement in "email" communication methods.

Please rate the value of the following communication methods provided by RMLD (Total "valuable")

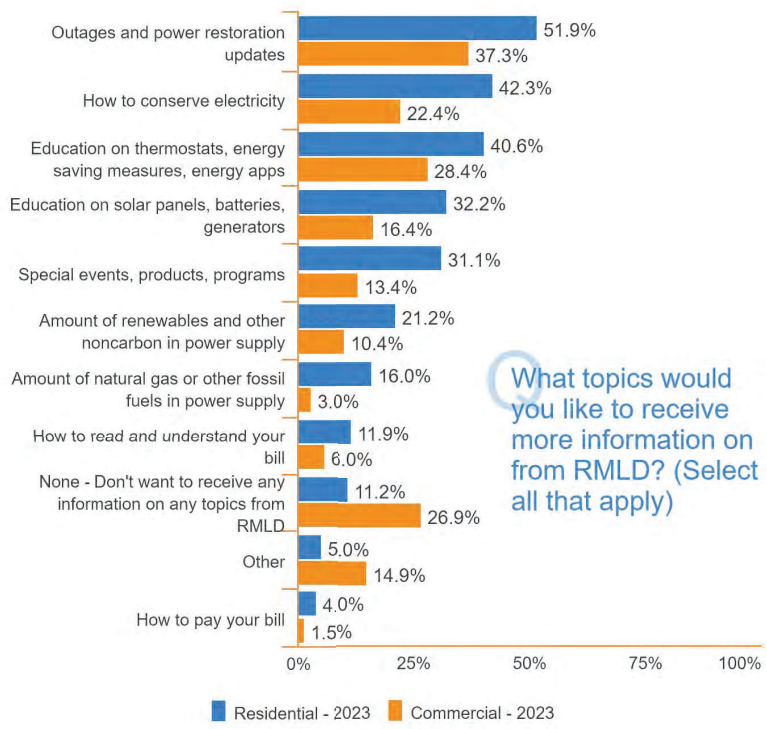
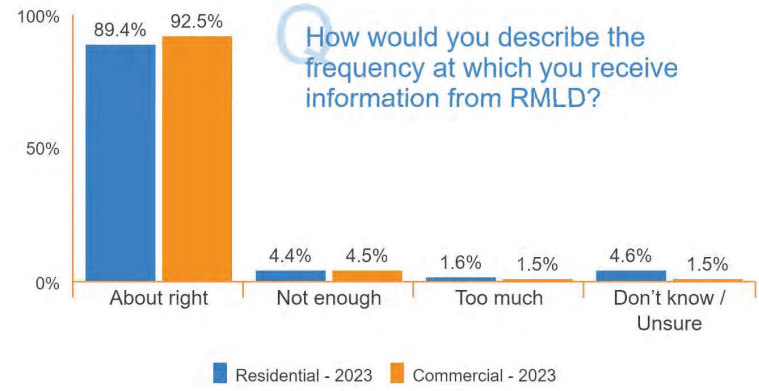


	Residential	Commercial
	2023	2023
Sample size	784	66
None / NA	22.4	60.6
Doing a good job / no issues	20.9	9.1
Don't know / unsure	8.7	3.0
Other	8.2	3.0
Email	6.9	3.0
Don't use social media / less emphasis	4.1	0.0
Expressed multiple methods	3.8	0.0
Text message	3.6	6.1
Newsletter	2.6	0.0
Provide outage restoration status / updates	2.6	0.0

In what ways can RMLD's communication methods be improved to provide more value for you? (Top 10 values shown)

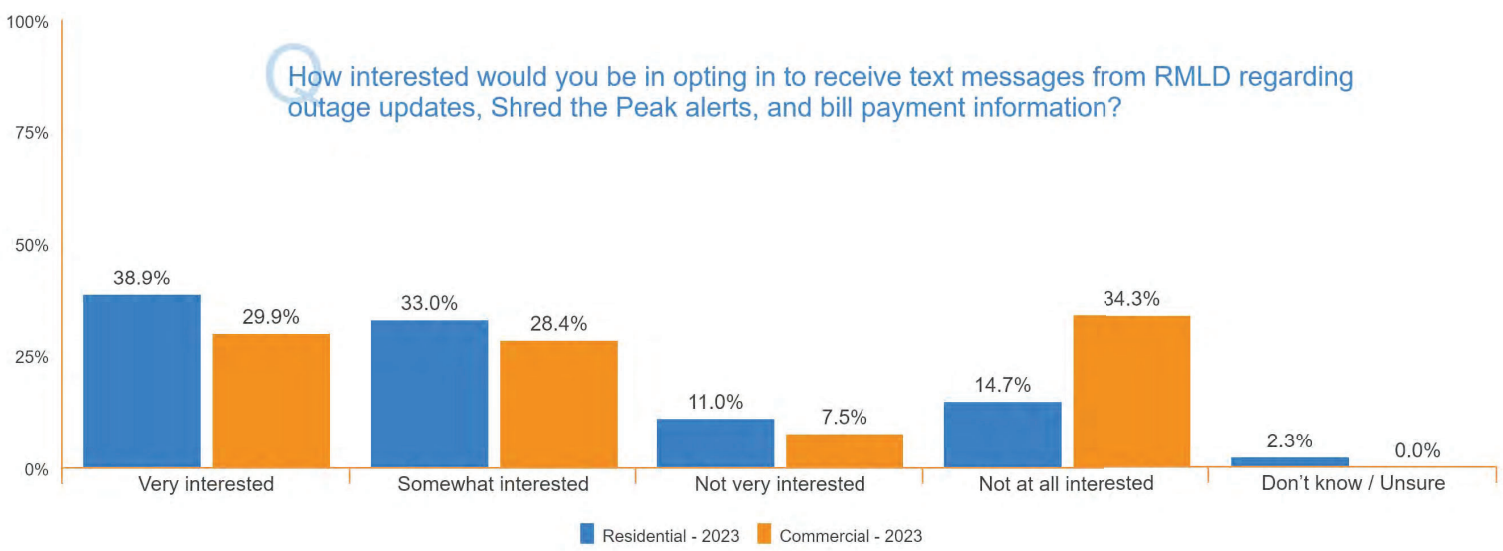
# Want to Receive More Outage Restoration Updates

The majority of residential (89.4%) and commercial (92.5%) respondents reported the frequency of information they receive from RMLD is "about right." When asked what topics they would like to receive more information on, over one-half of residents (51.9%) and over one-third of businesses (37.3%) indicated they would like to receive more information about "outage and power restoration updates," while others indicated they would like to receive more information about "how to conserve electricity" or "education on thermostats, energy saving measures, energy maps" (82.9% residential, 50.8% commercial).



# Residents More Interested in Text Messages from RMLD

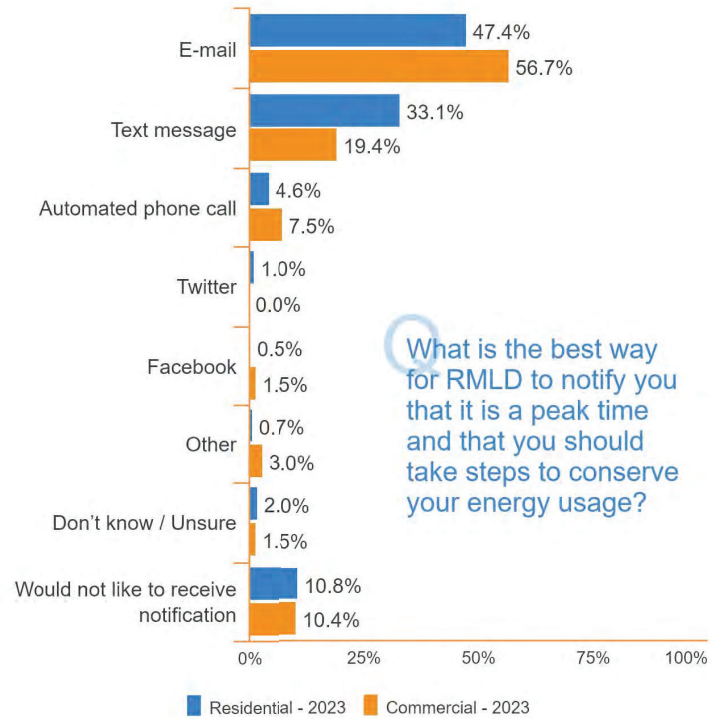
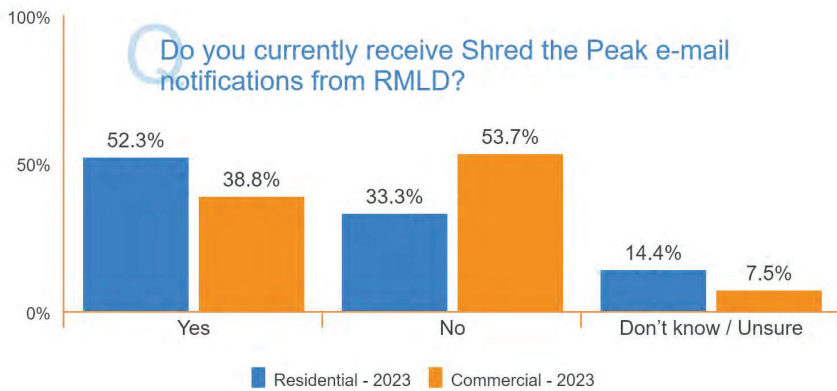
Over seven-out-of-ten residential respondents (71.9%) and nearly three-fifths of commercial respondents (58.3%) reported being "very interested" or "somewhat interested" in opting in to receive text messages from RMLD regarding outage updates, Shred the Peak alerts, and bill payment information. Of note, over one-third of commercial respondents (34.3%) indicated they are "not at all interested" in receiving these text messages from RMLD.





# E-mail and Text Best for Peak Time Notifications

Over one-half of residents (52.3%) and nearly two-fifths of businesses (38.8%) indicated they currently receive Shred the Peak e-mail notifications from RMLD. Additionally, nearly one-half of residential respondents (47.4%) and nearly three-fifths of commercial respondents (56.7%) reported the best way for RMLD to notify them that it is a peak time and they should take steps to conserve their energy usage is by "e-mail," while others indicated the best way to notify them that it is a peak time is by "text message" (33.1% residential, 19.4% commercial).

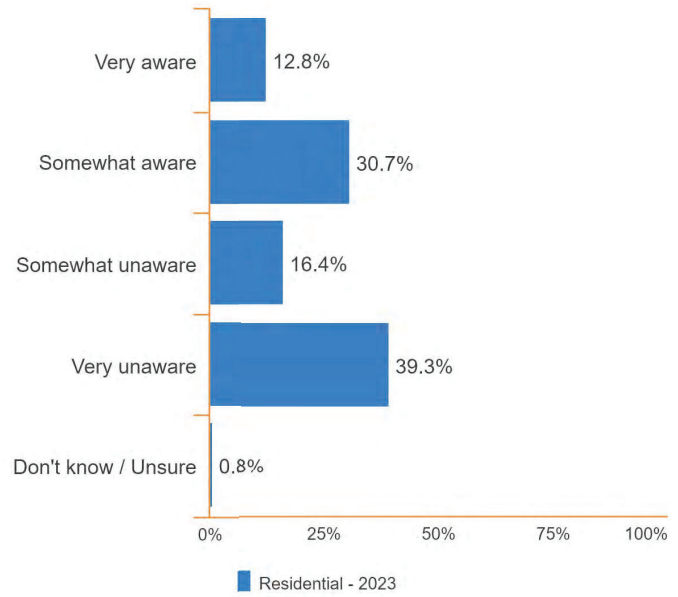
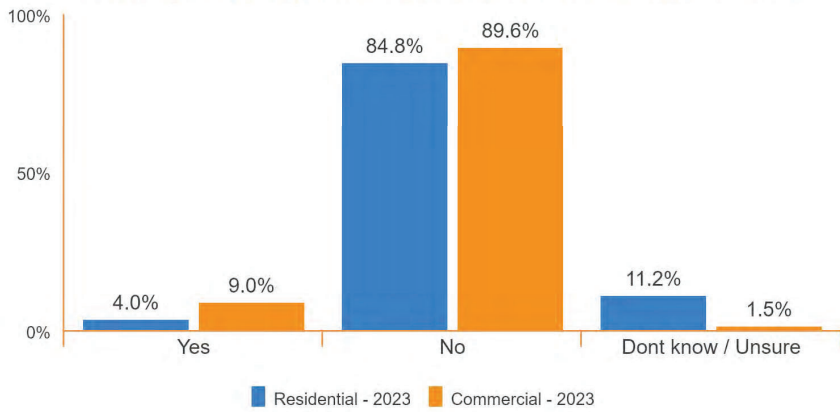


# Some Aware of Payment Assistance Options

Only 4.0% of residents and 9.0% of businesses indicated they anticipate having challenges paying their electric bill in the next six months. Prior to the survey, over two-fifths of residential respondents, 43.5%, reported being either "very aware" (12.8%) or "somewhat aware" (30.7%) of RMLD's payment assistance options, including a Low Income Rate and Budget Billing.

Prior to this survey, how aware were you of RMLD's payment assistance options, including a Low Income Rate and Budget Billing?

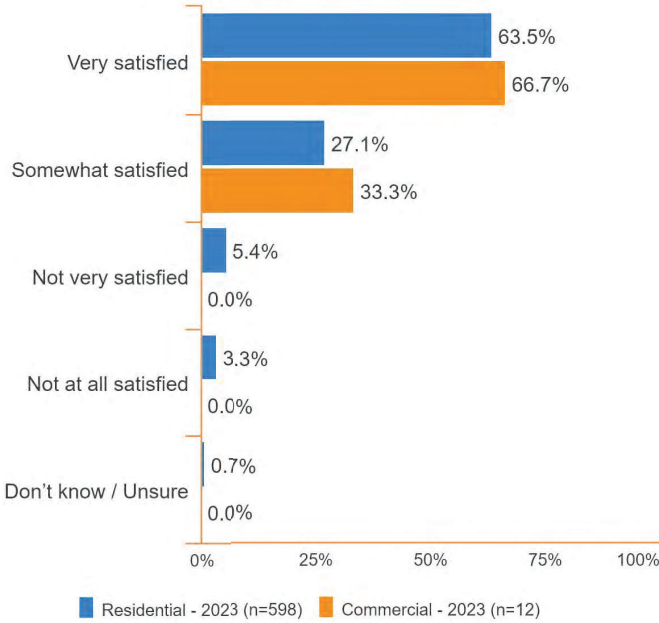
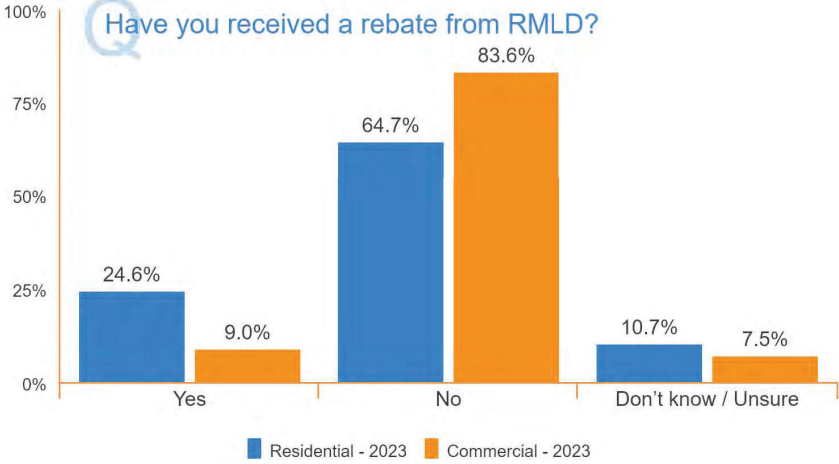
Do you anticipate you / your organization having any challenges paying your electric bill in the next six months?



# More Residents Receiving Rebates than Businesses

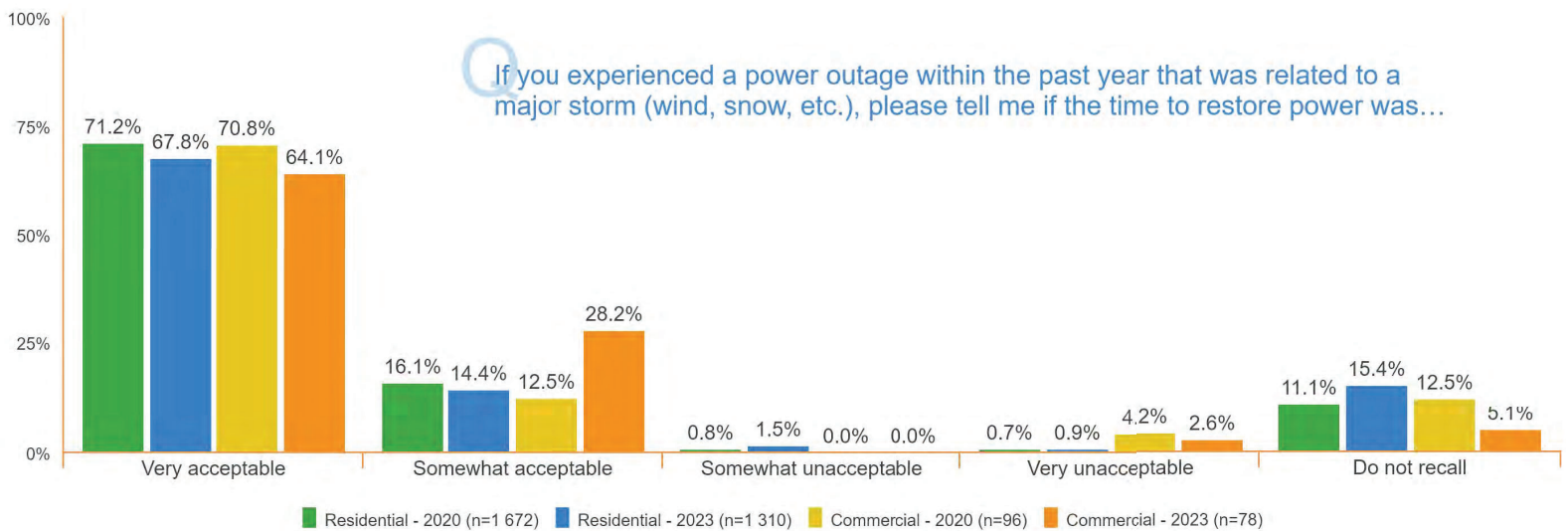
Nearly one-quarter of residential respondents (24.6%) reported receiving a rebate from RMLD, while fewer commercial respondents (9.0%) reported the same. Among those who have received a rebate from RMLD, nine-out-of-ten residential respondents (90.6%) and all commercial respondents (100.0%) reported being either "very satisfied" or "somewhat satisfied" with the process of applying for and receiving a rebate from RMLD.

How satisfied were you with the process of applying for and receiving a rebate from RMLD?



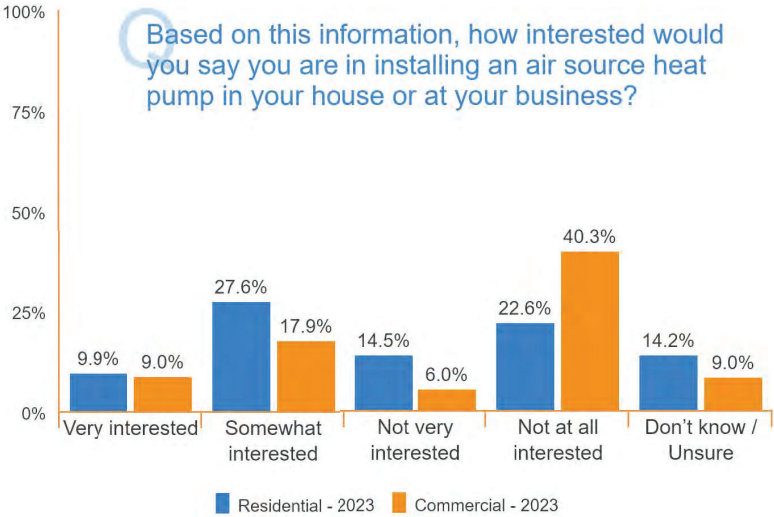
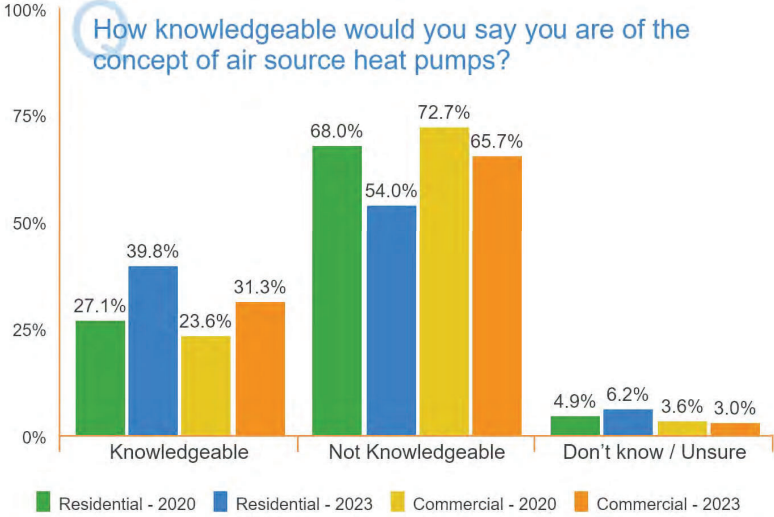
# Find Time to Restore Power Acceptable

Among the 655 residential respondents who reported experiencing a power outage within the last year, a decreased frequency (82.2% from 87.3% in 2020) reported the time to restore power was "very acceptable" or "somewhat acceptable." However, of the 39 commercial respondents who reported experiencing a power outage within the last year, an increased frequency (92.3% over 83.3% in 2020) reported the time to restore power was "very acceptable" or "somewhat acceptable."



# Increase in Knowledge of Air Source Heat Pumps

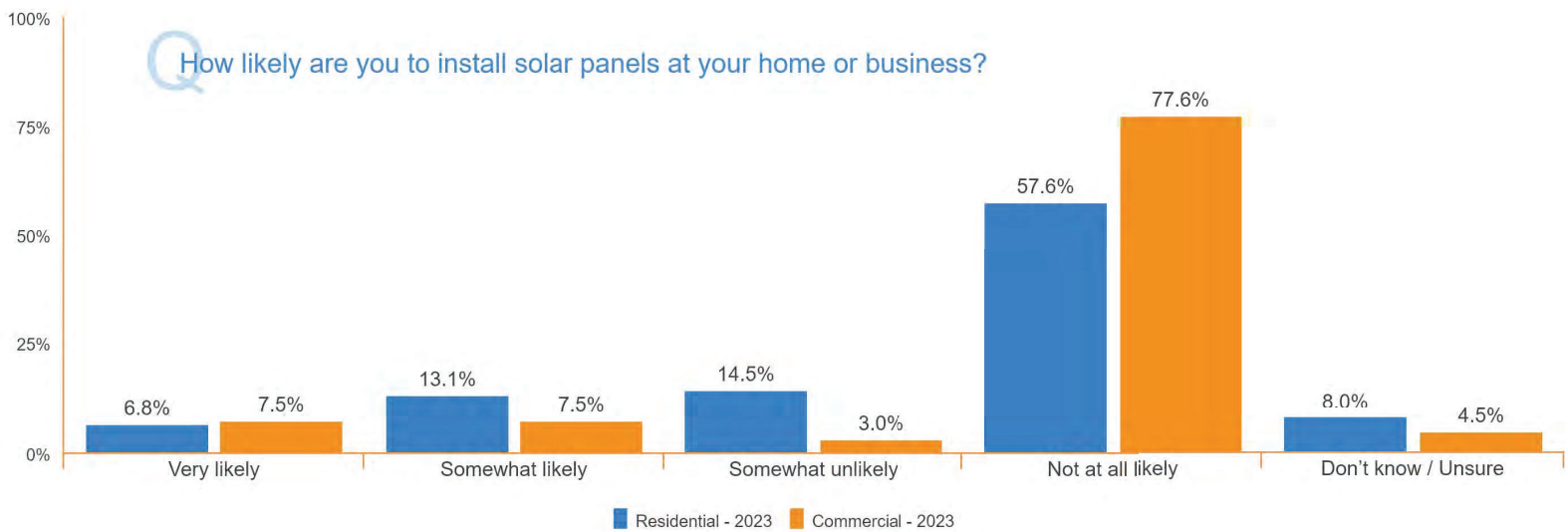
An increased frequency of residential (39.8% over 27.1% in 2020) and commercial (31.3% over 23.6% in 2020) reported being knowledgeable of the concept of air source heat pumps. After seeing or hearing a description of air source heat pumps, over one-third of residents (37.5%) and over one-quarter of businesses (26.9%) reported being "very interested" or "somewhat interested" in installing an air source heat pump in their house or at their business.



# Majority Unlikely to Install Solar Panels

Roughly one-fifth of residential respondents, 19.9%, reported being "very likely" (6.8%) or "somewhat likely" (13.1%) to install panels at their home, with nearly three-fifths (57.6%) indicating they are "not at all likely" to install solar panels at their home. A lower frequency of commercial respondents, 15.0%, reported being "very likely" (7.5%) or "somewhat likely" (7.5%) to install solar panels at their home, with over three-quarters (77.6%) indicating they are "not at all likely" to install solar panels at their business.

How likely are you to install solar panels at your home or business?

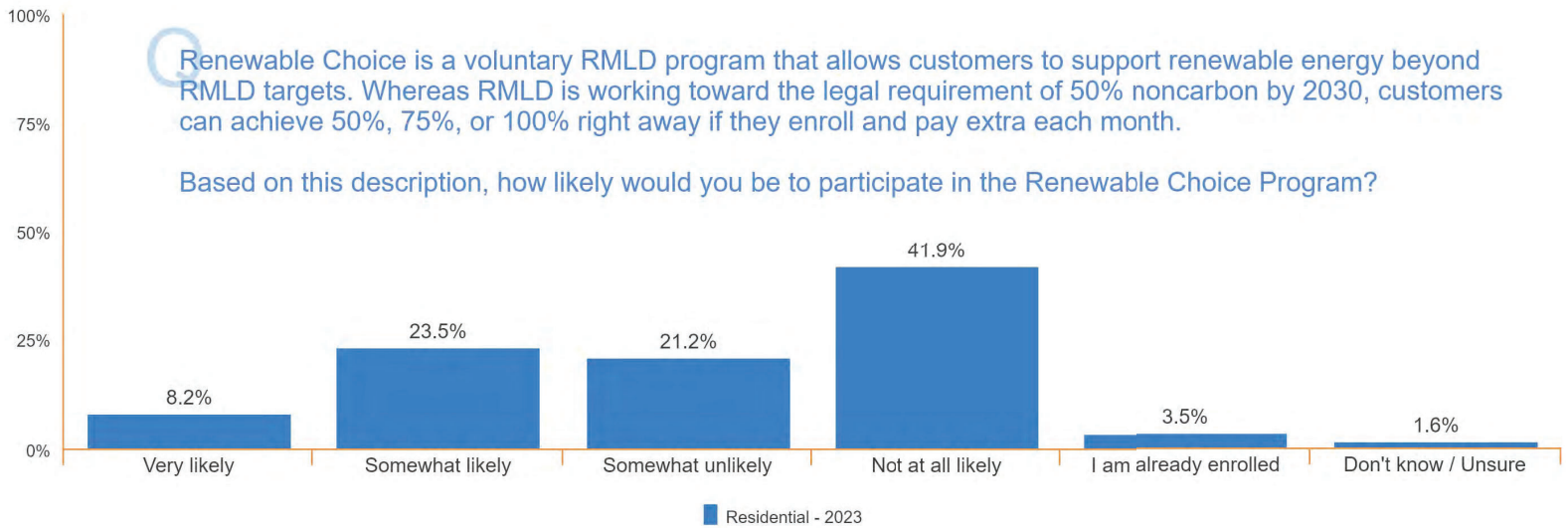


# Unlikely to Participate in Renewable Choice Program

Over three-out-of-ten residential respondents, 31.7%, reported being "very likely" (8.2%) or "somewhat likely" (23.5%) to participate in the Renewable Choice Program, while 3.5% indicated they are already enrolled in the program. Of note, over three-fifths of respondents (63.1%) indicated they are "somewhat unlikely" or "not at all likely" to participate in the Renewable Choice Program.

Renewable Choice is a voluntary RMLD program that allows customers to support renewable energy beyond RMLD targets. Whereas RMLD is working toward the legal requirement of 50% noncarbon by 2030, customers can achieve 50%, 75%, or 100% right away if they enroll and pay extra each month.

Based on this description, how likely would you be to participate in the Renewable Choice Program?

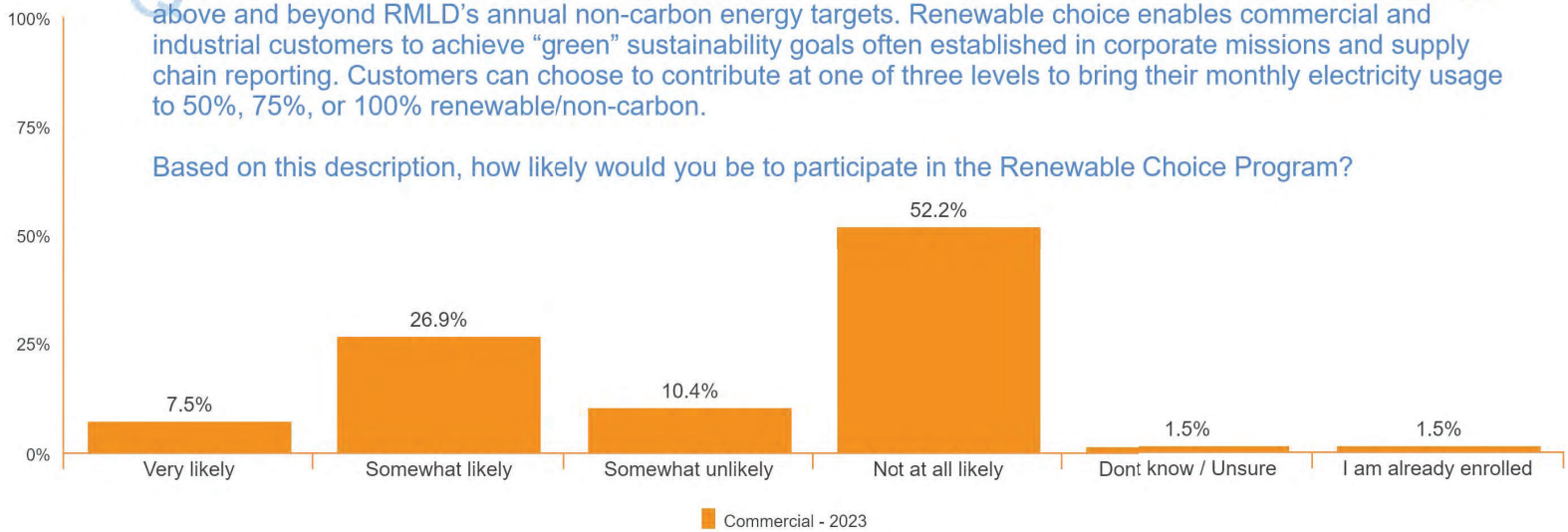


# Unlikely to Participate in Renewable Choice Program

Over one-third of commercial respondents, 34.4%, reported being "very likely" (7.5%) or "somewhat likely" (26.9%) to participate in the Renewable Choice Program, while 1.5% indicated they are already enrolled in the program. Of note, over three-fifths of respondents (62.6%) indicated they are "somewhat unlikely" or "not at all likely" to participate in the Renewable Choice Program.

Renewable Choice is an opt-in program that allows customers to support additional renewable energy resources above and beyond RMLD's annual non-carbon energy targets. Renewable choice enables commercial and industrial customers to achieve "green" sustainability goals often established in corporate missions and supply chain reporting. Customers can choose to contribute at one of three levels to bring their monthly electricity usage to 50%, 75%, or 100% renewable/non-carbon.

Based on this description, how likely would you be to participate in the Renewable Choice Program?





# Anticipate Future Use of Home Energy Assessment

Over one-quarter of residential respondents (26.0%) reported previously participating in a "No-cost Home Energy Assessment," and nearly one-fifth (18.4%) reported previously using RMLD's "Online Energy Efficiency Store."

Roughly one-third of respondents indicated they have not previously, but will participate in a "No-cost Home Energy Assessment" (35.7%) or use the "Online Energy Efficiency Store" (31.0%), while over one-quarter (28.1%) reported the same regarding the "Air Source Heat Pump Rebate."

Of note, over one-third of respondents (34.2%) reported being unaware of the "Electrical Panel Upgrade Rebate."

Now, I will read you a short list of programs or services from RMLD; for each program or service please tell me if you have participated in the past or would be willing to in the future.

	Residential				
	Yes, have & will in future	Yes, have & won't in future	No, but will in the future	No, and won't in the future	Not aware of program
No-cost Home Energy Assessment	17.4	8.6	35.7	23.5	14.7
Online Energy Efficiency Store	15.7	2.7	31.0	22.5	28.1
Air Source Heat Pump Rebate	7.9	3.7	28.1	36.0	24.2
Solar Rebate	6.2	3.0	18.5	51.8	20.6
Level 2 or above Network Enabled Plug-in Electric Vehicle Charger Rebate with enrollment in the Time-of-Use rate	3.5	1.8	21.5	46.3	26.9
Electrical Panel Upgrade Rebate	3.3	4.0	24.3	34.2	34.2

# Businesses Less Likely to Participate in Electric Vehicle and Solar Rebate Programs

One-out-of-ten commercial respondents (10.5%) reported previously participating in the "Energy Assessment Program," and a similar frequency (9.0%) reported previously receiving a "Energy Initiative Rebate."

Nearly one-third of respondents indicated they have not previously, but will apply for an "Energy Initiative Rebate" (31.3%), while over one-quarter (28.4%) reported the same regarding the "Energy Assessment Program."

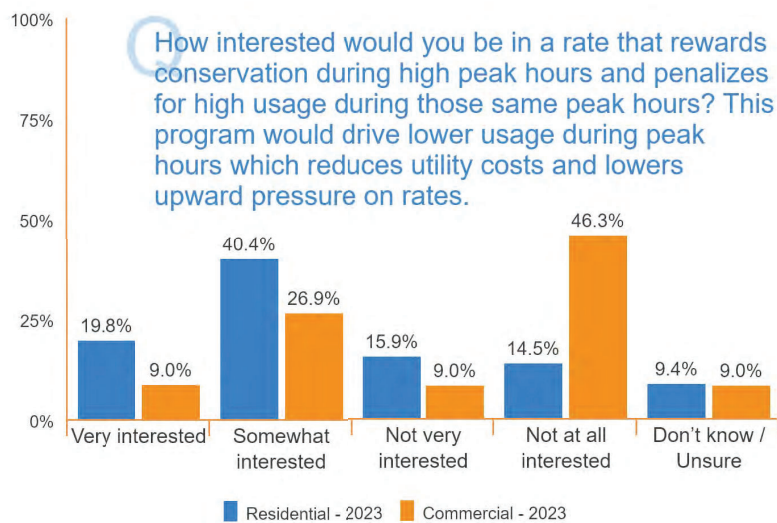
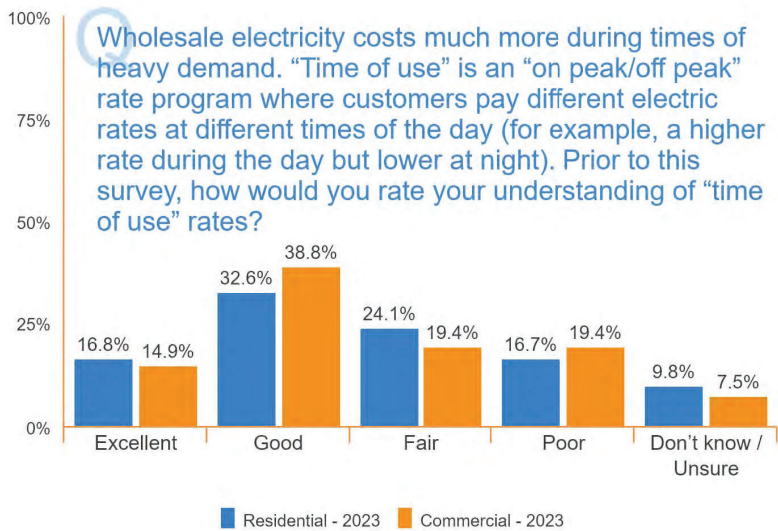
Of note, over two-thirds of respondents indicated they do not have plans to receive a "Level 2 Plug-in Electric Vehicle Charger Rebate" (73.1%) or participate in the "Commercial Solar Rebate Program" (68.7%).

Now, I will read you a short list of programs or services from RMLD; for each program or service please tell me if you have participated in the past or would be willing to in the future.

	Commercial				
	Yes, have & will in future	Yes, have & won't in future	No, but will in the future	No, and won't in the future	Not aware of program
Energy Assessment Program	7.5	3.0	28.4	46.3	14.9
Energy Initiative Rebate (for energy efficient equipment upgrades)	7.5	1.5	31.3	44.8	14.9
Air Source Heat Pump Rebate	6.0	1.5	20.9	56.7	14.9
Commercial Solar Rebate Program	4.5	0.0	16.4	68.7	10.4
Level 2 Plug-in Electric Vehicle Charger Rebate	1.5	1.5	11.9	73.1	11.9

# Some Interested in Time of Use Rate

Nearly one-half of residential respondents (49.4%) and over one-half of commercial respondents (53.7%) reported having either an "excellent" or "good" understanding of "time of use" rates prior to the survey. Further, over two-fifths of residential respondents (42.2%) and over one-third of commercial respondents (35.9%) indicated they would be interested in a rate that rewards conservation during high peak hours and penalizes for high usage during those same peak hours. Of note, nearly one-half of commercial respondents (46.3%) indicated they are "not at all interested" in this rate structure.



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# Considerations

- **Boost awareness of rebates and program offering for residents.** Over one-third of residential respondents reported being unaware of RMLD's Electrical Panel Upgrade Rebate, and over one-quarter reported being unaware of the Online Energy Efficiency Store. Further, over one-fifth of respondents indicated they were not aware of RMLD's Electric Vehicle Charger Rebate, Air Source Heat Pump Rebate, and Solar Rebate. Knowing that many customers not aware of some of RMLD's energy efficiency program offerings, it is recommended that RMLD increase its communication to residential customers about the various rebate programs and energy efficiency offerings available to them. This communication should also include details about how customers can qualify for each rebate program, and the benefits of enrolling in each program. This may help to both boost awareness of and enrollment in these programs. Further, with improved awareness of these programs, customers may have an improved perception of RMLD "helping customers understand energy efficiency programs."
- **Offer the ability to opt-in to text message notifications.** Over seven-out-of-ten residential respondents and nearly three-fifths of commercial respondents indicated they would be interested in opting in to receive text messages from RMLD regarding outage updates, Shred the Peak alerts and bill payment information. Additionally, over one-half of residents and more than one-third of businesses reported they would like to receive more information about outage and power restoration updates. Knowing that the majority of customers are interested in receiving text message notifications from RMLD, and that customers seek additional information during power outages, it is recommended that RMLD offer customers the ability to opt-in to receive text messages from RMLD, and predominantly utilize this communication method as a means of notifying customers more frequently during power outages and providing updates of when they can expect their power will be restored. This will help to ensure customers have an accurate expectation of when their power will be restored, and additionally may reduce the number of customers contacting RMLD for updates during an outage.

# Considerations

- **Further educate customers of the benefits of air source heat pumps.** An increased frequency of residential and commercial respondents reported being knowledgeable of air source heat pumps, yet less than two-fifths of residents and fewer than three-out-of-ten businesses reported being interested in installing an air source heat pump at their home or business. In order to encourage more customers to consider installing an air source heat pump in the future, it is recommended that RMLD continue to educate customers of the benefits of installing an air source heat pump, including cost savings customers may experience and the ability of customers to reduce their carbon footprint by installing one. It also may be beneficial for RMLD to provide additional communication about their Air Source Heat Pump Rebate, as this will allow customers to save money on the heat pump equipment, and may help to increase customers' interest in installing this technology and participating in the rebate program. By encouraging greater interest in air source heat pumps through increased and continued education, RMLD may ensure more customers are taking advantage of opportunities to save money on their electric bill and reduce their carbon footprint.

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**ATTACHMENT 2**  
**HYDRO QUEBEC REPORT**



## Hydro Quebec (non-carbon)



RMLD contract to sell use rights expires end of 2023

New proposal includes RMLD again selling use rights during 5-year term, at higher value to RMLD than current contract

Energy purchased renewable and non-carbon (primarily hydro plus wind and nuclear)

Lower risk management – new geography, new and stable supplier, 24X7 firm for base load

Establishes new energy supply relationship with HQ; contracting via ENE along with several MA MLPs

**Volume** – 49,900 MWh/yr (firm ATC 24X7), 7% of current RMLD portfolio

**Term** - 5 years (2024 – 2028)

**Certificates** – MA CES E certificates (renewable and non-carbon)

**Pricing** - below RMLD hydro portfolio; 30% higher than RMLD portfolio average; 2% escalator

<sup>1</sup> Source: Energy Position Graph MASTER 2023-04-10; ENE documents

*Hydro Quebec motion*