



RMLD Update to North Reading

Discussion Notes

16 August 2021

RMLD Annual Report - Resiliency

RESILIENCE



Audrey LaConte - High School Art Contest, First Place Winner

ANNUAL REPORT 2020

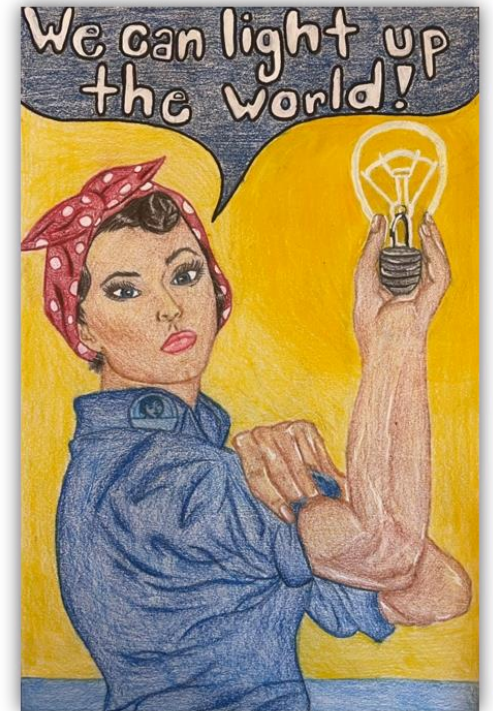
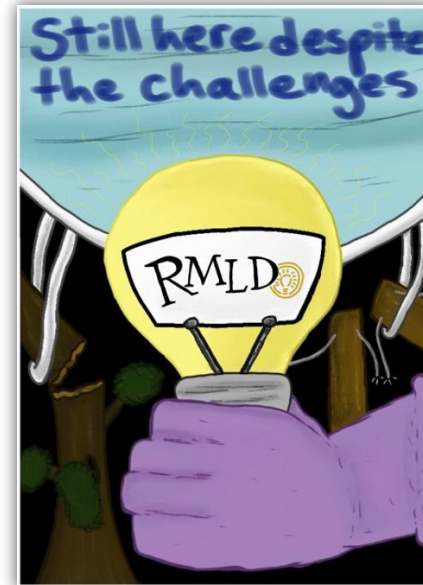
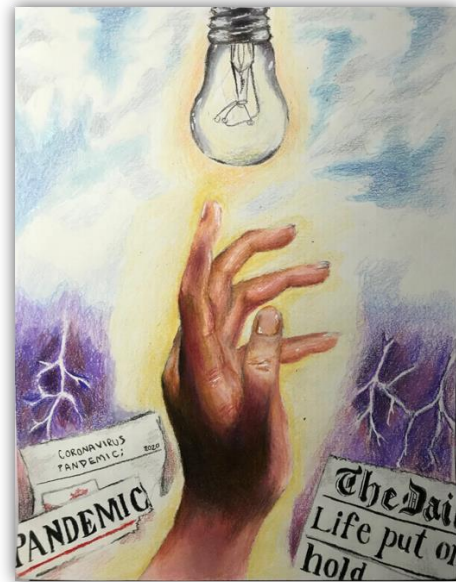
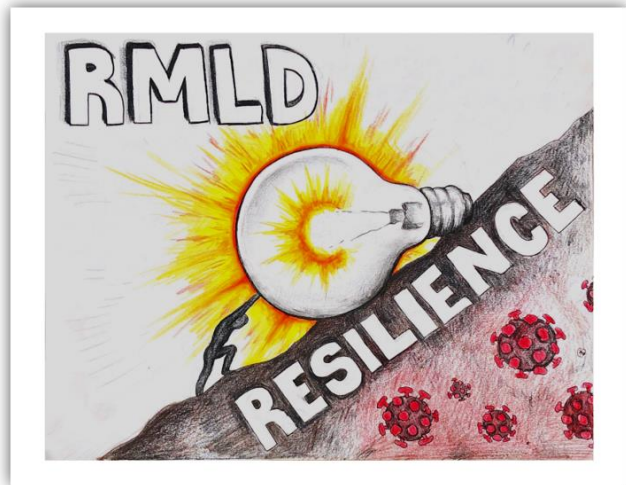


Resiliency - recovering quickly in difficult times

2020 a uniquely difficult time for customers and the RMLD team that serves them

Reliability remains top customer priority and RMLD adapted to deliver consistency reliable electric service

High School Art Contest – sample submissions



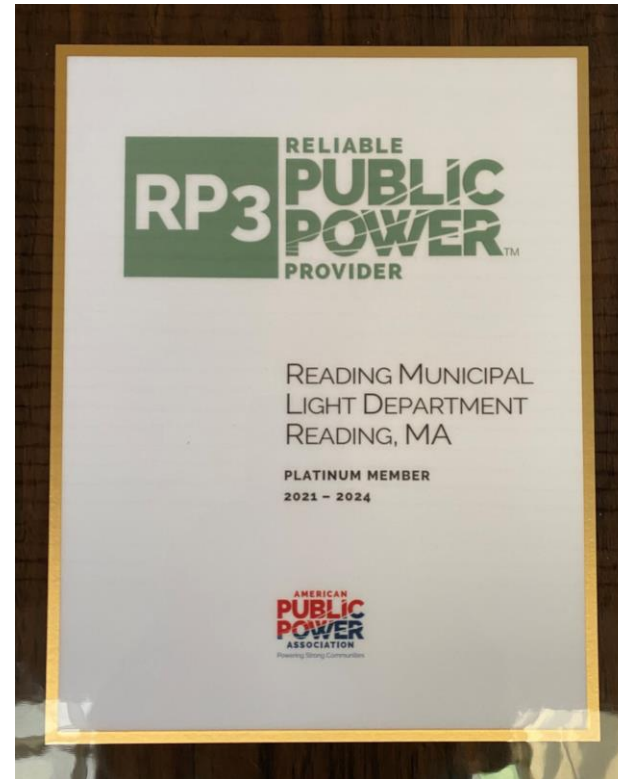
2020 Statistics and Excellence in Reliability



Continued investment in reliability

- physical network
- power supply
- customer service

Results recognized by APPA and by RMLD customers



2020 STATISTICS

Retail Sales - 651,179,904 kWh

System Peak Demand - 163,970 kW occurring on July 28, 2020, at 2:00 pm. This was 5% lower than the highest peak demand of 172,493 kW set in August 2006.

Peak Demand Reduction - Peak demand reduction programs and activities offset wholesale power supply (capacity and transmission) costs by approximately \$900,000; these savings are passed directly to RMLD customers.

Pole Installations and Replacements - 95

Meter Replacements - 460

DigSafe Calls - 4,232

New Services

- Reading:
- 111 residential
 - 11 commercial/industrial
- Wilmington:
- 27 residential
 - 25 commercial/industrial
- North Reading:
- 10 residential
 - 1 commercial/industrial
- Lynnfield:
- 4 residential
 - 2 commercial/industrial

Total:

- 152 new residential services represent a 56% decrease from those installed in 2019.
- 39 new commercial/industrial services represent a 5% increase from those installed in 2019.



RMLD earned the American Public Power Association's Certificate of Excellence in Reliability again in 2020.

Green Communities in Massachusetts

The Green Communities Division (GCD) provides grants, technical assistance, and local support from Regional Coordinators to help municipalities reduce energy use and costs by implementing clean energy projects in municipal buildings, facilities, and schools

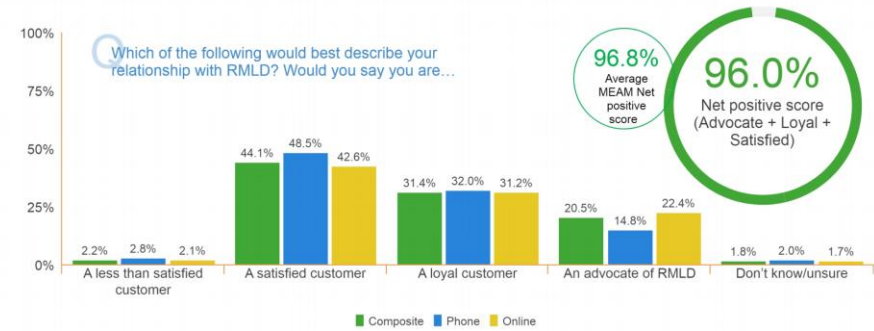


Customer Survey – high customer satisfaction

Positive relationship with RMLD

Residential

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%).



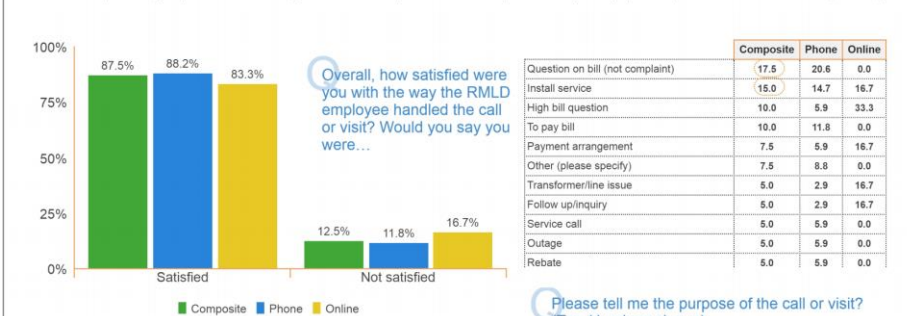
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Strong satisfaction with customer service

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%).



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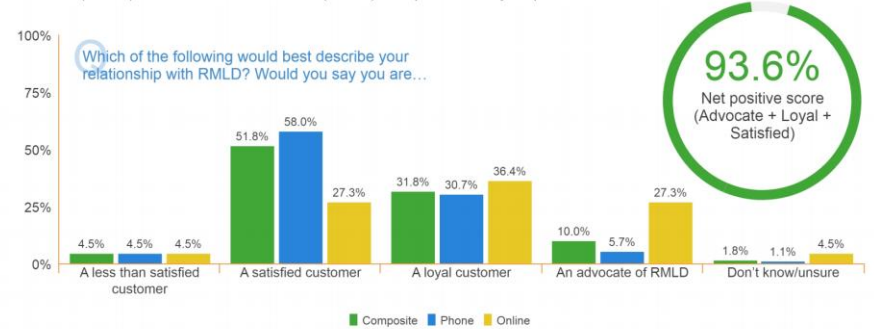
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High level of customer service satisfaction

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.



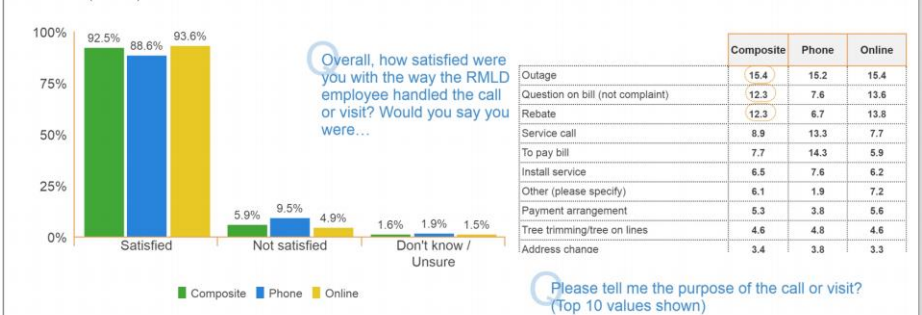
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Strong satisfaction with customer service

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%).



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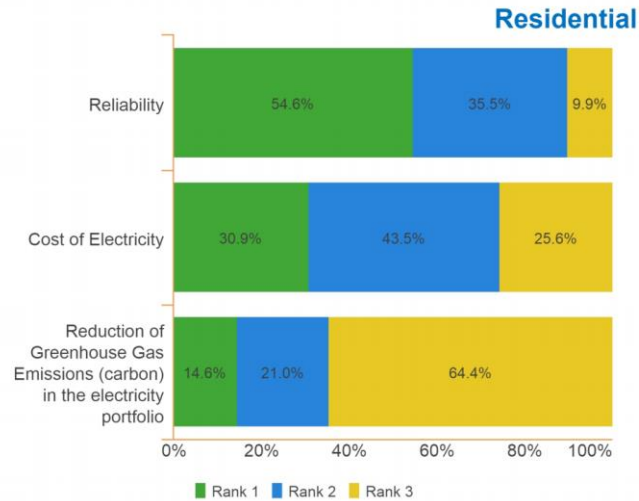
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Customer Survey - Reliability

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.

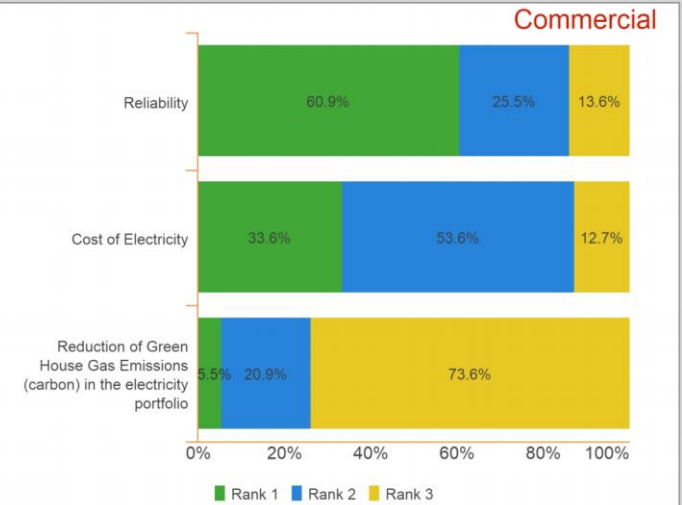
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Reliability is the top priority for customers

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.

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*Service **Reliability** ("lights on") is top priority
Priority 2 is **Cost**
Carbon reduction is priority three*

Customer Survey – recommendations



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Key Study Findings
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Aggregate Data (Provided Separately)

- Educate customer about “time of use” rates
- Promote energy efficiency / rebate programs
- Improve awareness of RMLD’s community ownership model

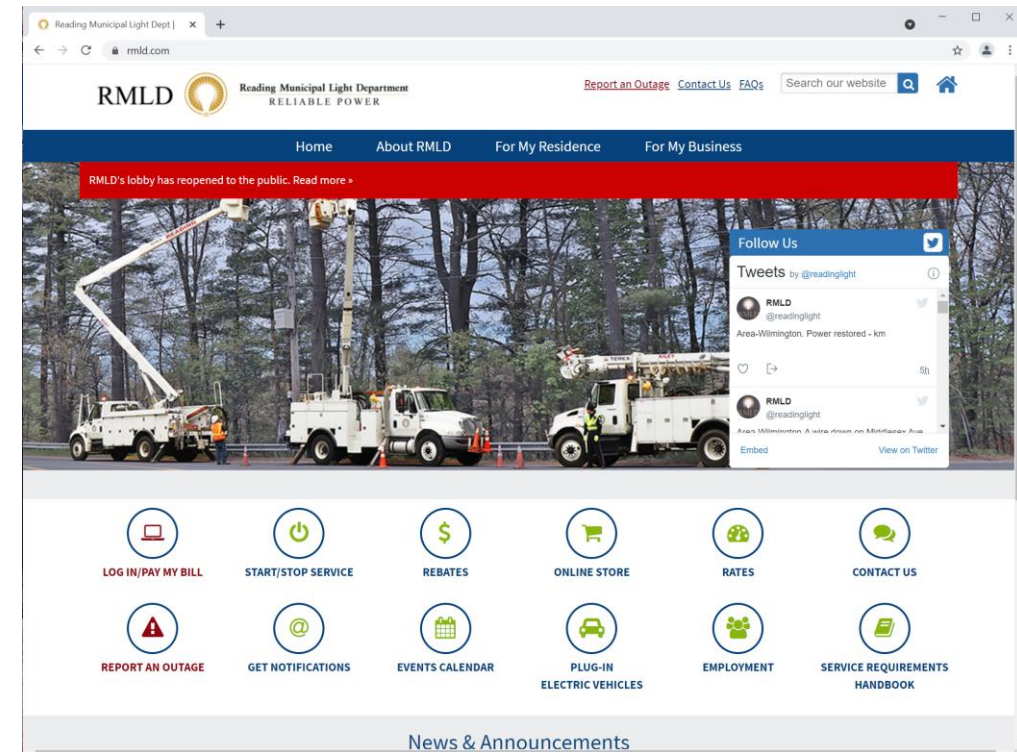
Numerous incentives / rebates

residential

- Energy Star Appliance Rebate Program
- Cordless Electric Yard Equipment Rebate Program
- Air-Source Heat Pump Rebate Program
- Electric Heat Pump Hot Water Heater Rebate Program
- Electrical Panel Upgrade Rebate Program
- Solar Rebate Program
- Plug-in Electric Vehicle Charger Rebate

commercial

- Commercial Lighting Retrofit Program
- Commercial Energy Initiative Rebate Program
- Air-Source Heat Pump Rebate Program
- Plug-In Electric Vehicle Charger Rebate Program
- Cordless Electric Yard Equipment Rebate Program
- Commercial Renewable Energy Rebate Program



2020 Incentive Results

PROGRAM PARTICIPATION

ENERGY AND LIGHTING REBATES (COMMERCIAL)	46 rebates processed
SOLAR MLP REBATES	40 rebates processed
ENERGY STAR APPLIANCE REBATES (RESIDENTIAL)	590 applications processed consisting of 799 items
ELECTRIC VEHICLE CHARGER REBATES	41 rebates processed
AIR SOURCE HEAT PUMP REBATES	88 rebates processed
CORDLESS ELECTRIC YARD EQUIPMENT REBATES	244 applications processed consisting of 326 items
ELECTRICAL PANEL UPGRADE REBATES (RESIDENTIAL)	30 rebates processed
ONLINE ENERGY EFFICIENCY STORE (RESIDENTIAL)	267 transactions for 517 items
VIRTUAL HOME ENERGY ASSESSMENTS (RESIDENTIAL)	176 audits completed
TOTAL ANNUAL ESTIMATED ENERGY SAVED (KWH)	6,248,619 kWh
TOTAL ANNUAL ESTIMATED CARBON REDUCTION (LBS)	3,345,600 lbs - Equivalent to 25,000 tree seedlings grown for 10 years, or the carbon sequestered by 1,800 acres of forest in one year

North Reading Solar Incentives

- 38 residential (300 kw)
- 10 industrial / commercial (1,400 kw)

North Reading 2021 YTD

- 46 yard tool rebates
- 33 ASHP HVAC rebates
- 11 panel upgrades
- 4 EV charger rebates

EV Charging – residential, public



**General Manager
Coleen O'Brien
and 2020 Board
Chair John
Stempeck
with RMLD's
new public EV
charging station.**

Awarded MA state grant for Level 2 public chargers (Reading and Wilmington sites selected)

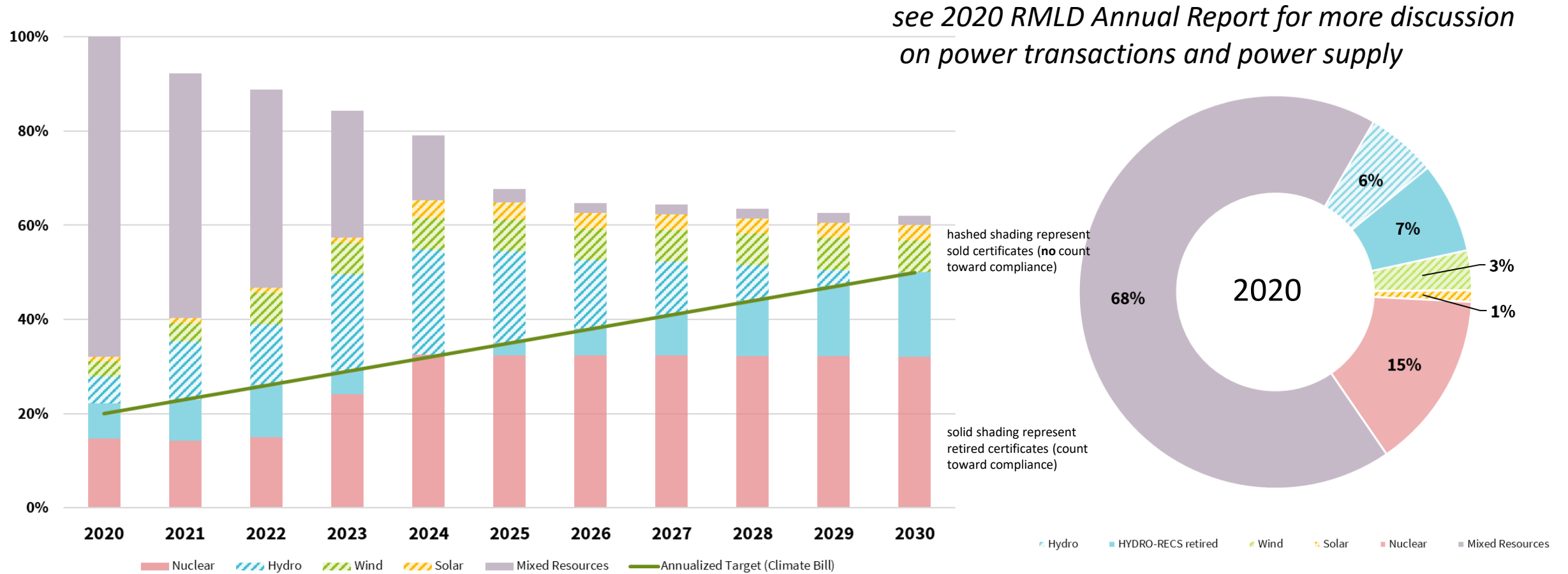
DC fast charger grant submission under evaluation

Need North Reading liaison to support RMLD EV charger activities

EV charger rebates for residential and commercial ongoing

New A3 rate in 2022 to encourage EV adoption

RMLD Power Transactions - non-carbon compliant



RMLD power supply is non-carbon compliant

Thank You