

Public Communication

Utility / DPU Customer Engagement

August 25, 2022





Customer-Focused Communication

- The good news: significant improvements over time
 - EJ and municipal partnerships
- Overcoming trust barriers remains issue
- Communication can and must be simplified
- Government agencies, not just EDCs & LDCs, have a role and should be the #1 most accessible part(ies)



Current Methods

- Flyers
- Bill Inserts
- Emails
- Municipal Partnerships
- Post-Energy Audit Surveys - Consultants



Bill Insert



El ahorro de energía comienza con una evaluación virtual de energía del hogar o en persona sin costo.

Contacte a un especialista en energía para descubrir oportunidades para ahorrar energía en su hogar.

Usted podría recibir:

- ✓ **Descuentos de 75%** o más en mejoras de insulación/ aislamiento térmico aprobadas y sellado de fugas de aire sin costo
- ✓ Productos de eficiencia energética **sin costo**, incluyendo cabezales de ducha, termostatos y más, enviados directamente a su hogar
- ✓ Información sobre valiosos reembolsos de **hasta \$10,000** en equipos de calefacción o aire acondicionado y calentadores de agua de alta eficiencia
- ✓ **Oportunidades de financiamiento con 0%** de interés para hogares que califiquen para estas mejoras

Llame al **866-527-SAVE (7283)** para programar su cita sin costo.

SOMOS MASS SAVE®:



Mass Save está patrocinado por compañías de servicio de gas natural y electricidad locales y proveedores de servicio con eficiencia energética. Los clientes con ingresos elegibles podrían recibir servicios sin costo. Aplican algunas restricciones; las reglas del programa pueden cambiar. Los patrocinadores de Mass Save trabajan con contratistas participantes quienes han cumplido con los requisitos de capacitación y certificación para proporcionar evaluaciones de energía de hogares, aislamiento y aislamiento térmico y sellado de aire de alta calidad. Los incentivos para los clientes de Cape Light Compact pueden variar.

Mass Save incluye el Programa de Servicios de Conservación Residencial, financiado y operado según la ley estatal y bajo los reglamentos del Departamento de Servicios Públicos de Massachusetts y el Departamento de Recursos Energéticos de Massachusetts.

Saving energy begins with a no-cost in-person or virtual Home Energy Assessment.

Connect with an Energy Specialist to discover opportunities to save energy in your home.

You may receive:

- ✓ **75% or more off** approved insulation upgrades and no-cost air sealing
- ✓ **No-cost** energy-efficient products, including, showerheads, thermostats and more, delivered to your door
- ✓ Information about generous rebates of **up to \$10,000 on** high-efficiency heating or cooling equipment and water heating equipment
- ✓ **0% financing opportunities** for qualifying home energy improvements

Call **866-527-SAVE (7283)** to schedule your no-cost appointment today.

WE ARE MASS SAVE®:



Mass Save is brought to you by your local natural gas and electric utilities and energy efficiency service providers. Only eligible customers may receive services at no cost. Some restrictions may apply; program guidelines are subject to change. The Mass Save Sponsors work with participating contractors who have met training and certification requirements to provide high-quality home energy assessments, insulation, air sealing, information and resources for Cape Light Compact customers. Mass Save includes the Residential Energy Services Program, financed, administered, and operated according to state law and under the authority of the Massachusetts Department of Energy Resources and the Massachusetts Department of Public Utilities.

31095-11177





Barriers: Trust, Language, Competing Priorities for Customers' Attention

Language: Thanks to work of groups like Green Justice Coalition, GreenRoots, CLF, others, significant language access improvements over time in written material / telephone.

Customer-Focused Surveys - Non-English Speakers Energy Audit: continue to deploy strategies to gather data on successful completion as well as barriers to participation



What's Missing? What's May be Creating Problems?

Missing: Independent Voice - DPU lacks public engagement tools deployed by other public utility commissions.

- DPU should maintain simple email subscription lists
- DPU should require plain English summaries of proceedings that explain to a lay reader the gist

Present: Dreading the Bills - There are inherent limits to bill inserts or communications from any party seeking to collect funds

Brand > Brain? Ratepayer-funded communication must achieve positive impacts for customers, not just corporate branding

Join the conversation

The future of natural gas in Massachusetts



Our [clean energy vision](#) is a [detailed plan](#) that we filed with the Department of Public Utilities (DPU) on March 18. The plan explains how we will achieve net zero for our Massachusetts customers and the communities we serve by 2050.

The DPU has scheduled two virtual hearings* for customers to comment on our plan, along with other Massachusetts gas companies' plans to reach net zero.

▶ **Tuesday, May 3, 2022, beginning at 7 p.m.**
<https://us06web.zoom.us/j/82975717590>

▶ **Thursday, May 5, 2022, beginning at 2 p.m.**
<https://us06web.zoom.us/j/87436932048>


** Each hearing will include live translations from English to the following languages: Spanish, Portuguese, Chinese, Haitian Creole and Vietnamese.*

Utilities issue rare, mass email about DPU proceedings concerning Future of Gas proceeding -

where is the engagement over rate cases? efficiency?



INTRODUCTION TO GENERAL RATE CASES (GRC)

 Pop out this video

   0:02 / 4:54

What is a utility General Rate Case (GRC)?



In Summary

Progress is happening

DPU should ensure ratepayer communications are effective, not self-interested

Utilities can do better, **government** must also do more