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





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

Contacte a un especialista 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

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

SOMOS MASS SAVE®





EVERSURCE







tass Save está patriocinado por companías de servicio de gas natural y electricidad licades y proviedores de encido con eficiarcia energética. Los clientes con impresos desplictes podrán reobris encidos sin costo. Adiri Igunas restricciones, las reglas del programa pueden cambiar Los Patriocinadores de Mais Save trabajan co ontratistas participantes quienes han cumpildo con los requisitos de capacitación y contribicación para

fass Save induye el Programa de Servicios de Conservación Residencial, financiado y operado según la ley statal y bajo los reglamentos del Departamento de Servicios Públicos de Massachusetts y el Departamento de Jecuroso Encretócos de Massachusetts

Bill Insert



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®:















31095-I-117

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



Your voice is needed

National Grid <nationalgrid@emails.nationalgridus.com> Reply-To: National Grid USA Service Company <reply-fe9815707365067b72-267_HTML-178590251-100031849-24018@emails.nationalgridus.com> Fri, Apr 29, 2022 at 4:02 PM

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.

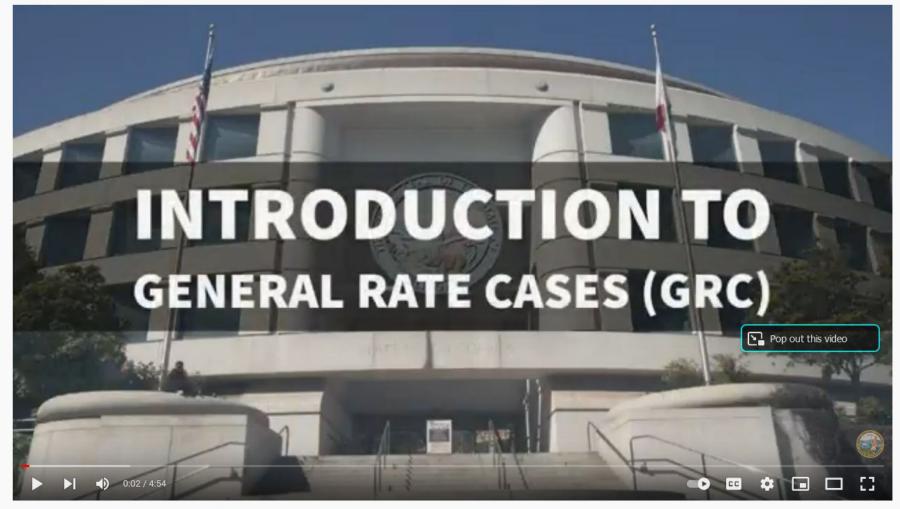
- Tuesday, May 3, 2022, beginning at 7 p.m. https://us06web.zoom.us/j/82975717590
- Thursday, May 5, 2022, beginning at 2 p.m. https://us06web.zoom.us/j/87436932048

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

where is the engagement over rate cases? efficiency?



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



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

