

Wilton Community Power Survey Draft Results

The Wilton Community Power Survey was made available on the Community Power page of the Town's website January 6, 2022, and was published in the Monadnock Ledger-Transcript on January 11 and 13. The Ledger-Transcript and the Milford Cabinet ran stories about the planning process and survey on January 11 and 13, respectively. 185 responses were received before the published deadline of January 18. Responses were compiled by the consulting team Standard Power and Good Energy, and are reported here, with implications for next steps for a Community Power Program.

Wilton Community Power Survey

This survey was created by the Town of Wilton to assess the needs and interests of the community to design our own Community Power program. Community Power allows towns to choose where their electricity comes from on behalf of residents and businesses with the goal of reducing electric bills and increasing independence and energy options. The survey should take about 10 minutes to complete and all responses are anonymous. You may complete the survey online at www.surveymonkey.com/r/WiltonCP

*** 1. Is your HOME or BUSINESS located in Wilton? If both, please complete the survey as a resident first, then complete a separate survey for your business.**

- Home Business

Electricity Supply

Eversource is our electric utility, providing emergency services, poles and wires and billing services. This will not change with Community Power. Eversource also provides default electricity supply for most of our community members. This will change with Community Power, but you will always have the choice to stay with Eversource supply.

***2. Who is your electricity supplier? Check your electric bill to see who is your electricity supplier.**

- Eversource I don't know Other /third party supplier

***3. Why did you stay with Eversource? Select all that apply.**

- I didn't know I had a choice
 I see no need to switch
 I tried, but I could not find good rates
 Other _____

***4. Why did you choose a supplier other than Eversource? Select all that apply.**

- More renewable content
 Better rate
 Other _____

***5. Do you have solar panels?** Yes No

Return the completed survey to

Wilton Town Offices
 Attention: Community Power
 42 Main Street
 P.O. Box 83,
 Wilton, NH 03086

***6. Wilton is considering Community Power due to volatile and increasing electric costs. What would you want the Community Power program to bring to our community? Check all that apply:**

- Local control of electricity costs
 Lower energy bills
 Increased renewable energy, including local sources
 Consumer protections
 Local jobs
 Increased knowledge about energy & how to reduce costs
 Other _____

***7. Are you interested in adding extra renewable energy in our electricity supply?**

- I would like extra renewable energy, if I can still pay about the same I pay today;
 I would like extra renewable energy and I am willing to pay a little more than I pay today;
 I would like all (100%) renewable energy and I am willing to pay more;
 No, I would not like more renewable energy.

***8. We will provide updates about this program. How would you like to be updated on the program? Check all that apply.**

- Mail
 Email: _____
 Town website / Facebook
 Ledger-Transcript, Milford Cabinet, Shopper
 Other: _____

Scan the QR code with the camera of your mobile phone to go directly to the online survey.



Energy Efficiency

Community Power programs can reduce energy costs and emissions. Another really important way to achieve those benefits is energy efficiency.

***9. Have you implemented any of the following energy efficiency steps at your home or business (check all that apply):**

- Performed an energy audit
 Improve insulation
 Purchase energy efficient appliances
 Install LED light bulbs
 Install energy efficient windows
 Install a programmable thermostat
 Other: _____
 None of the above

Tell Us About Yourself

To help us ensure a diversity of perspectives that reflects our entire community, please provide the following information. All responses are anonymous.

10. Do you Own? Rent?

11. Which best matches your age?

- Under 18
 18-40
 41-65
 66+

12. Which best matches your household income level?

- Under \$50,000
 \$50,000 to \$99,000
 100,000+

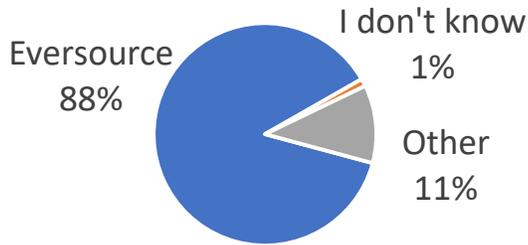
GoodEnergy

Learn about Community Power programs at cp.standardpower.com

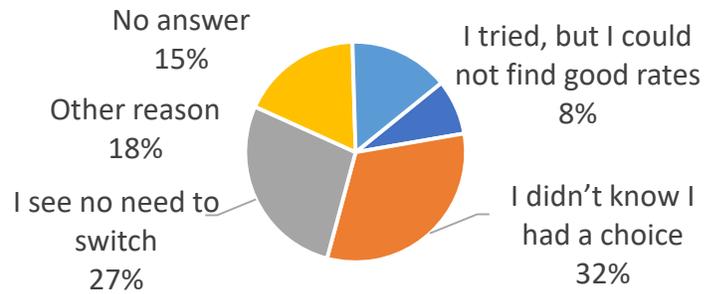


Questions 1 to 5 of the survey asked about the electricity supply of Wilton residents and businesses. Of the 185 responses, 175 were residential customers and 10 were businesses. The majority of respondents were served by Eversource default electricity supply, 88%, with 11% on competitive electric supply. One third of respondents said they didn't know they had a choice of supplier, and 22% saw no reason to look for an alternative. Of the 21 respondents that chose a competitive supplier, 19 did so for a better rate, and two wanted more renewable energy. 21 respondents produce at least a portion of their own electricity using onsite solar panels, and five indicated intention to do so in the future.

Who is your electricity supplier?



Why did you stay with Eversource?



Why did you stay with Eversource? Best choice/No choice/solar:

I did not want to lose electric assistance that Eversource provides to low-income households.
 Hubby is employed there
 Current lowest rate, we switch periodically and now have solar.
 Have solar array and have net metering with them. Not sure how to change!
 I am interested in solar panels; cost is an issue.
 I installed solar panels and it's required to use Eversource interconnection agreement (re: solar) with Eversource; figured it's too complicated to change
 No need to switch. I have net metering with solar
 Rent, supplier designated by owner.
 We have solar, was an easy switch, didn't want to deal with wildly fluctuating rates and intro hooks that shift after 6 months.

Avoiding scams/Utility has better rates:

Afraid of scams
 Have tried other programs but Eversource rates have been better the last few years in comparison
 I had an alternate supplier for a few years, but often Eversource was cheaper...gave up trying to chase the best rate.
 I tried another company about 10 yrs ago. It was a total rip off. I would never trust another one.
 Most others seem to be scams
 The supply rate for Eversource is exactly what Eversource pays for the power. There is no mark up. Unlike third party suppliers who are hoping that you forget when the contract expires so they can jack the rates.
 To get the best rate one must always research what supplier has the best rate because it changes. And I don't have time to do the research and make the switch before the deadline to do so.

Inertia:

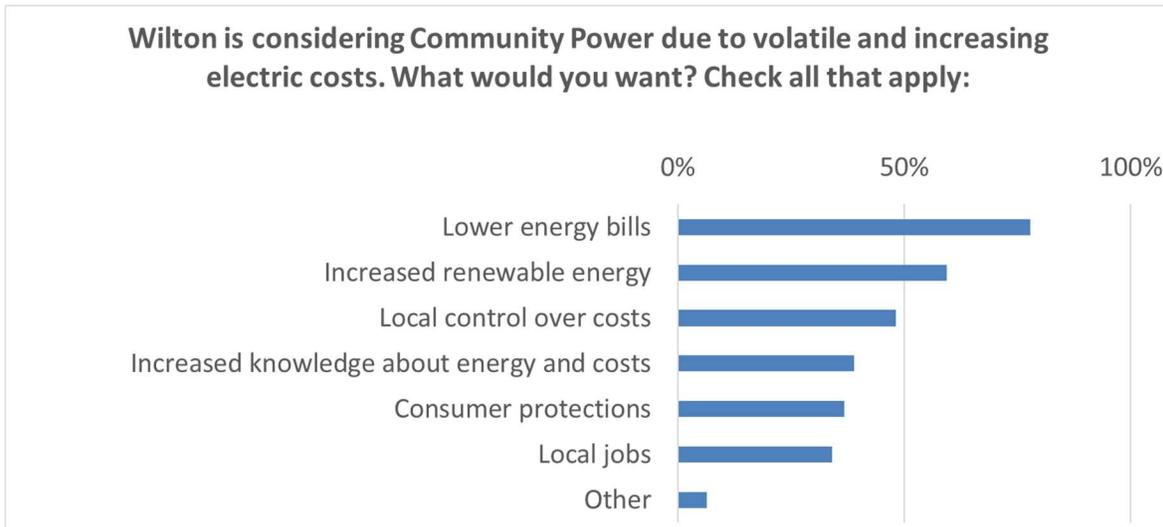
I had another supplier but then the contract expired, and the default was Eversource. Am thinking about switching.
 I have bigger problems
 Because I'm foolish.
 They will end up just as high as ever source

Reliability/Uncertainty:

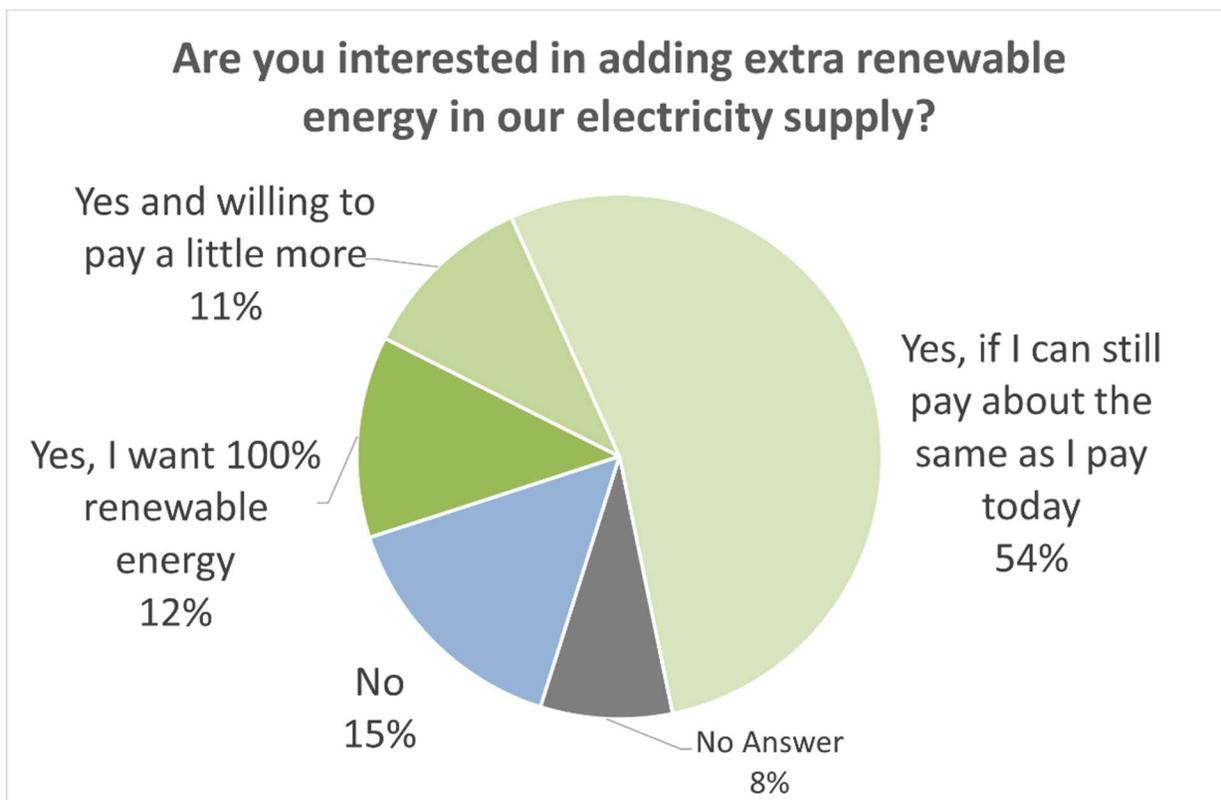
Concerned about the quality and responsiveness of alternate service when initially offered
 Emergency repair
 I don't know if others are trustworthy
 lethargy and the fear that when in need a secondary source would not be as efficient in correcting problems
 Reliable and a 'name brand' not a middleman
 Unsure if good outage service would go away/change if didn't stay with Eversource.
 Who owns the trucks gets fixed first

33 comments were received responding to the question 'Why did you stay with Eversource?'

Questions 6 asked about general support for Community Power goals, with the strongest support for lower energy bills and then increased renewable energy. Wilton Community Power will increase community knowledge of how a Community Power Program supports each of these benefits.



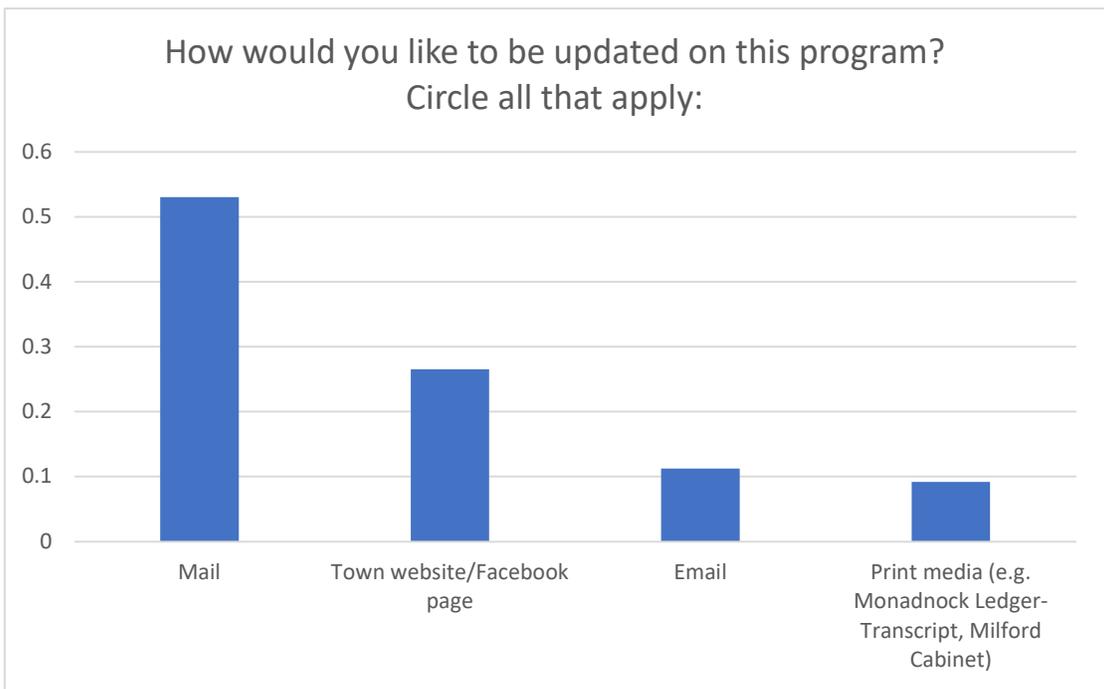
Question 7 asked about preference for more renewable energy in our electricity supply. The state minimum, called the Renewable Portfolio Standard (RPS), was 21.6% in 2021 and is scheduled to level off at 25% in 2025. The community response was strongly in support of additional renewable energy, 77% of respondents support extra renewables in their energy supply, and 23% said they were willing to pay more for it. 15% responded they did not want more renewable energy. 8% did not answer the question.



The results of Question 7 support a default option with extra renewable energy and competitive price with the utility default. The default is the option most customers choose and/or are automatically enrolled into by not choosing another option.¹

The responses to Questions 6 and 7 also indicate 2-3 optional products. A lowest cost option, with no additional renewable energy above the state minimum, meets the needs of community members who need maximum cost savings and/or feel that the current RPS is sufficient renewable energy. 1-2 options with additional renewable energy support the renewable energy goals of customers for themselves and for the community. Having a variety of attractive options helps the program meet individual needs, encourages high participation that boosts buying power, and increases the overall collective renewable energy performance of the program based on personal choices.

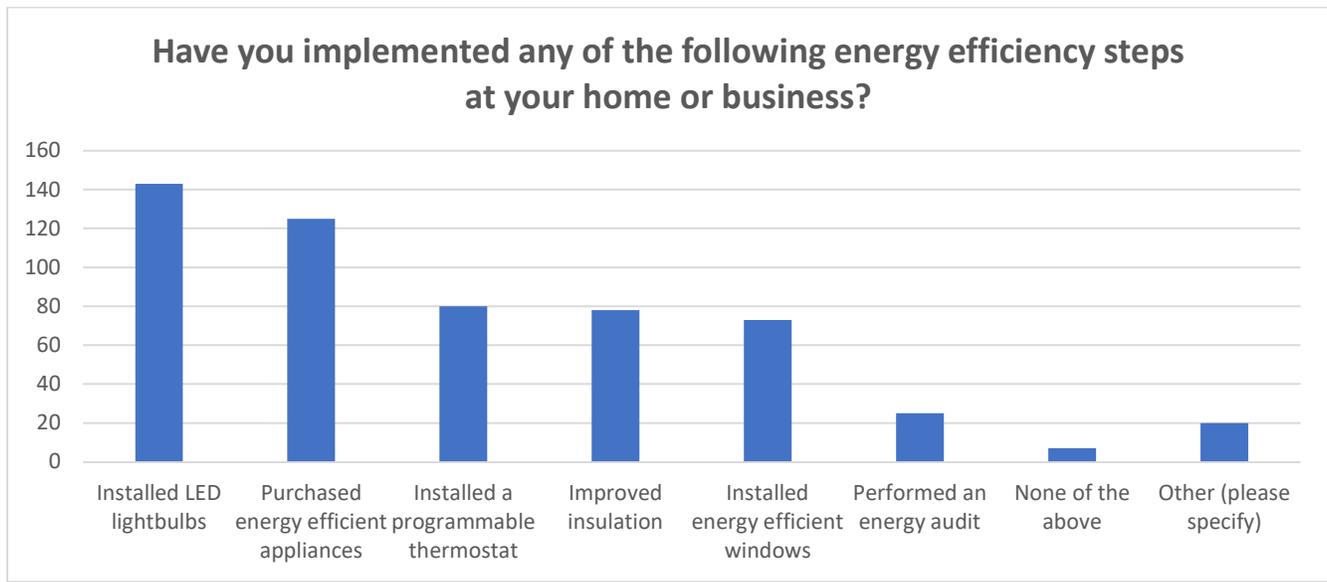
Question 8 asked about communications and program updates. The dedicated Community Power page on the Town’s website is the principal means of providing Program details and updates. The program will be launched with a direct mail campaign. These are supplemented with emails, printed and posted notices, flyers, informational meetings and presentations, and social media campaigns.



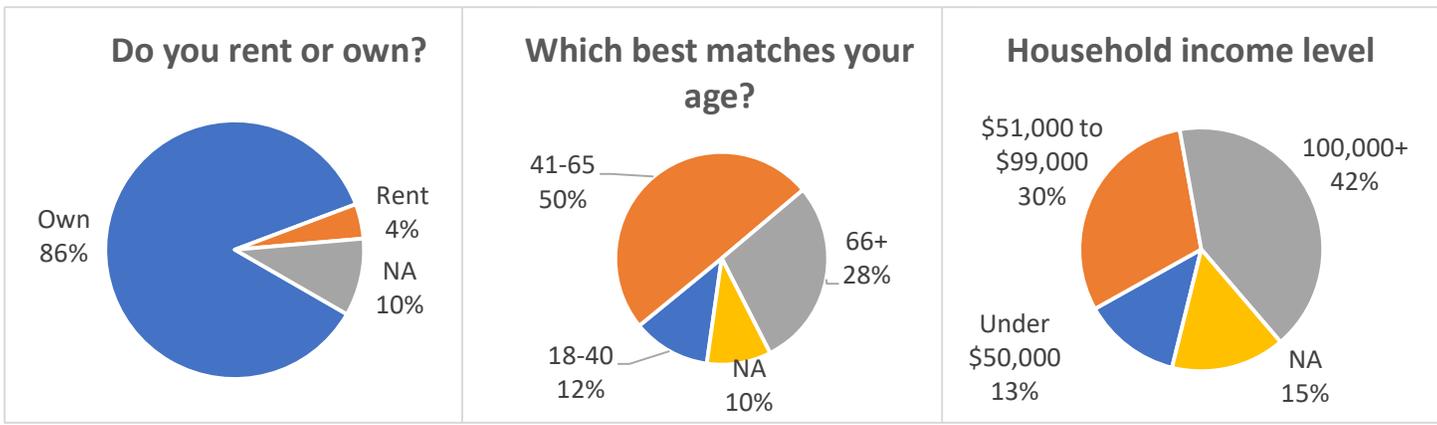
Questions 9 asked about awareness and use of Energy Efficiency to reduce energy use and costs. Energy efficiency is not a required part of a Community Power program, but it is compatible with Community Power goals of cost savings and increasing the renewable energy portion of individual and community energy supply. While only 25 respondents have done an energy audit on their home or business, a strong majority have implemented efficiency measures, especially LED lighting and purchasing energy efficient appliances. Several respondents reported taking additional measures: line drying laundry, geothermal heating/cooling, passive

¹ A green default has a substantial impact on community renewable energy supply. Adding just 5-10% extra renewables increases renewables in the default supply by almost 25-50%, from the RPS of 21.6% to 26.6% or 31.6%. The impact is even more dramatic for 100% option customers, whose impact on increasing the renewable supply is 10-20 times higher than that of the default customer.

solar or new efficient construction (7), heat pumps for heating/cooling or hot water (2), heating with wood (2), and installation of solar panels (6).



Questions 10 to 12 asked three demographic questions to ensure that the Committee was reaching a demographically diverse group of community members. 90% of respondents answered the first two questions, and 80% chose to provide an income category. Multiple responses from each category, rent/own, age and household income were received, indicating a successful community survey.



Wilton Community Power can provide attractive options for community members of diverse backgrounds and opinions, including homeowners, small business owners, renters and landlords, low-income customers, customers who do not want additional renewable energy, as well as those that want more renewables up to 100% local renewable energy for themselves and their community.