

Draft Preliminary Results

Jaffrey Community Power Survey 2023

The Jaffrey Community Power Survey was made available on the Community Power page of the Town's website beginning December 2022, and also shared on Facebook, and circulated as flyers and posters at Town offices and the library. 153 responses were received. Responses were compiled by consultants from Standard Power and Good Energy, and are reported here, with implications for Jaffrey Community Power.

Questions 1 to 5 of the survey asked about community members' current electricity supply. Of the responses, 148 were residential customers and 5 were businesses. A majority of respondents were served by Eversource default electricity supply, 75%, with 25% reporting the use of other (competitive) supply. Almost half of respondents didn't know they had a choice of electricity supply, 49% and 11% saw no reason to switch. 28 respondents provided other reasons or more information, *see below for the comments*. In general, comments reflect significant engagement with reducing energy costs and increasing services through energy choices.

They're all equal about the same after the promotional rate
The other options will raise prices and it will be the [same]
The alternatives were temporary
Was worried about finding reputable company
No time to look at other options.
fear of change
I don't trust other sources
Afraid of being locked into a rate & then having the supply market price change & then being stuck with the higher rate
There's no calculated advantage
Didn't know supply was a choice at first, but they 'were' the cheapest at the time. 10 cents. No contract.
found most people were hurt rather than helped by switching
Group host for solar panels
Have not taken the time to change.
I don't understand how it works to change over to someone else.
Just didn't take the time to check alternative rates
Too new. Didn't realize that rates would rise quickly
We participate in Net Metering with our Solar array. The program requires us to purchase the supply from Eversource
They offer a managed payment plan
lazy
I didn't previously see a need as other rates seemed similar, until now.
Just stuck with what I had
Just have not taken the time to switch..

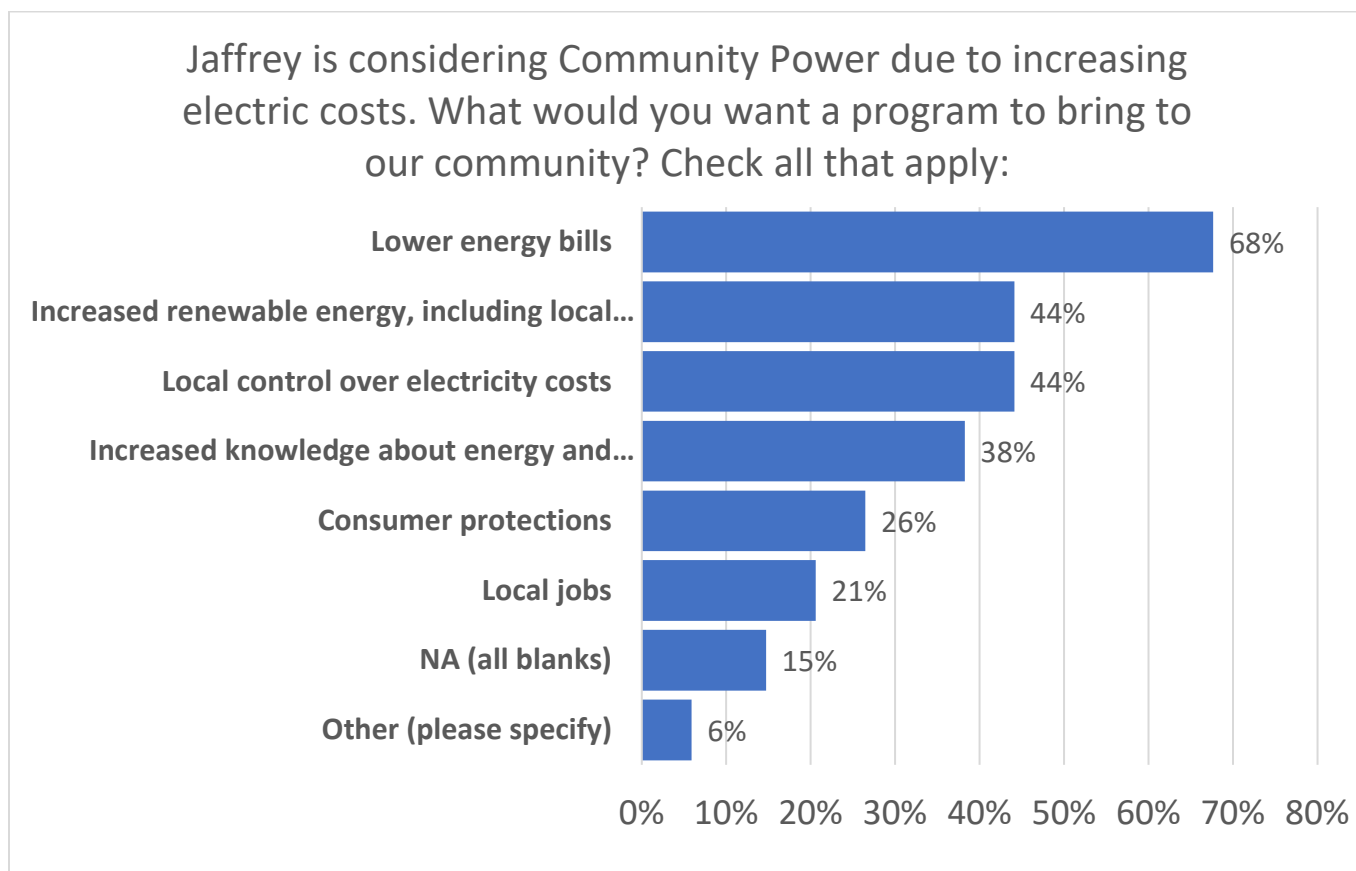
We were not sure about switching really didn't know how much the increase would be 'the devil you know'

We primarily use solar power with Eversource buying our extra power most of the time. Haven't had time to look for other providers that are more cost effective.

Our business is switching to the community farm solar program in Rindge Group host for solar array

Of the 38 respondents that chose a competitive supplier, 92% of respondents did so for a better rate, and five wanted more renewable energy than the utility default. 13% of respondents produce at least a portion of their own electricity using onsite solar panels.

Questions 6 asked about current community knowledge and support for the benefits and goals of Community Power. Support was expressed for each goal, with the strongest support for lower energy bills, increased renewable energy including local sources, and local control. Jaffrey Community Power will increase community knowledge of how a Community Power Program supports each of these benefits.



Many comments were received throughout the survey, these are in response to the 'other' prompt in Question 6:

Public education on how to invest in their communities and not give to CEOs that don't care about us or the environment.

All for renewable energy, just too expensive up front.

Our other home is in Belmont, MA. This town has a municipally owned electric plant, and we benefit from it.

Add a Not For Profit category to the types of bills. Not just business & residence.

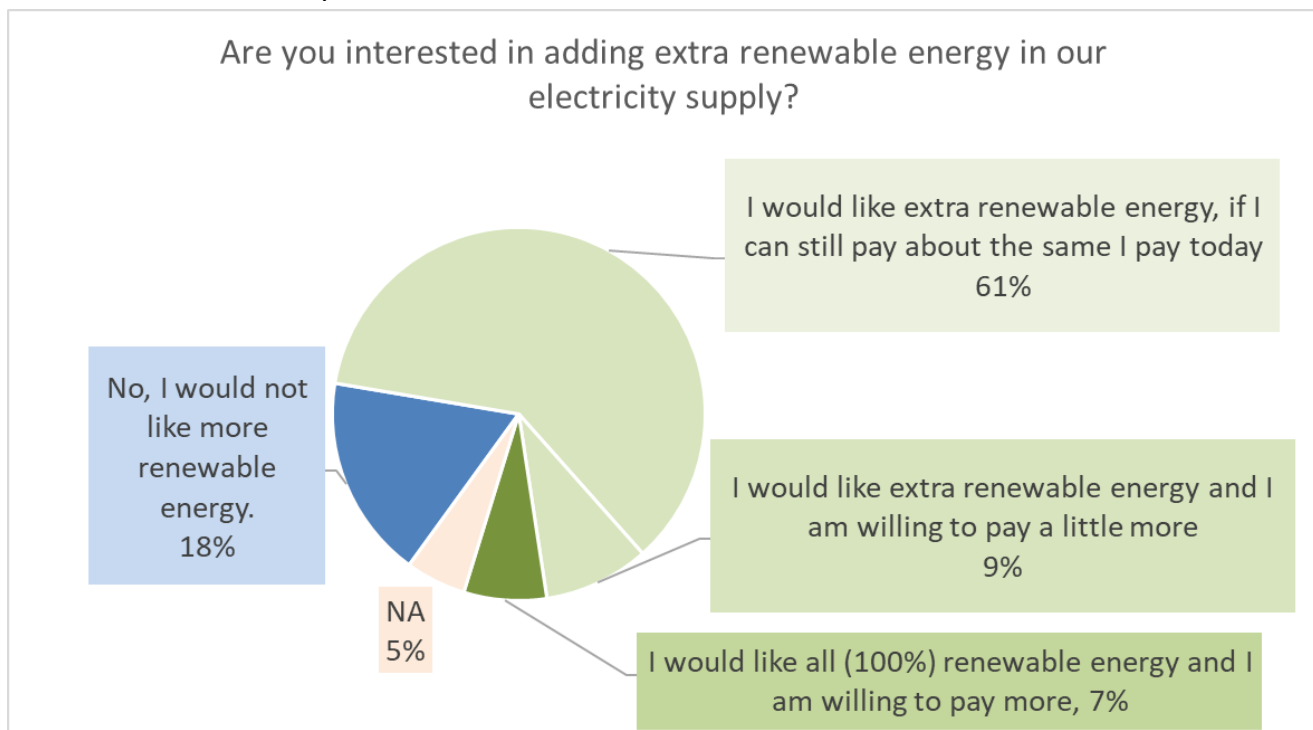
A Community Power Program should bring clear information about the factors driving cost and multiple options for people to know about and then choose for what they can live with.

Avoid agenda-driven force fitting of a single solution.

A managed payment plan

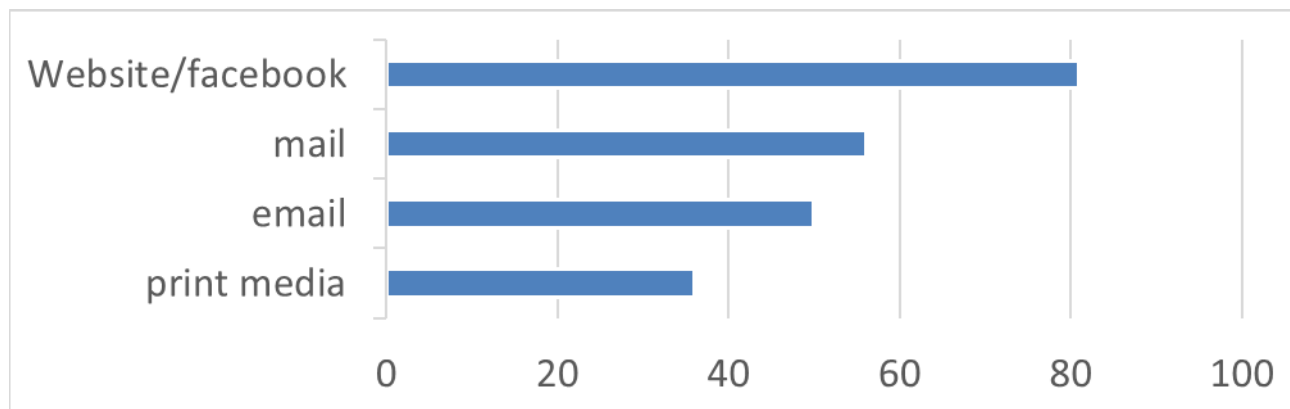
None

Question 7 of the survey asked about community support for renewable energy in electricity supply above the state minimum, or Renewable Portfolio Standard (RPS). In 2022, the RPS was 22.5% of all electricity consumed in New Hampshire. 77% of respondents said they want more renewable energy in our electricity supply, with 16% saying they are willing to pay more for it and 61% saying they would like more if they paid about the same as they do today. 18% responded that do not want more renewable energy. Seven percent of Jaffrey respondents want 100% renewable energy. This result shows strong support for renewable energy, including in the default product choice as long as it is competitive with the utility default rate, and also strong support for a least-cost option that meets the state minimum requirements but adds no additional renewable energy. The draft Plan envisions two opt up renewable energy products, 50% and 100%, but possibly one would be sufficient to serve Jaffrey customers.

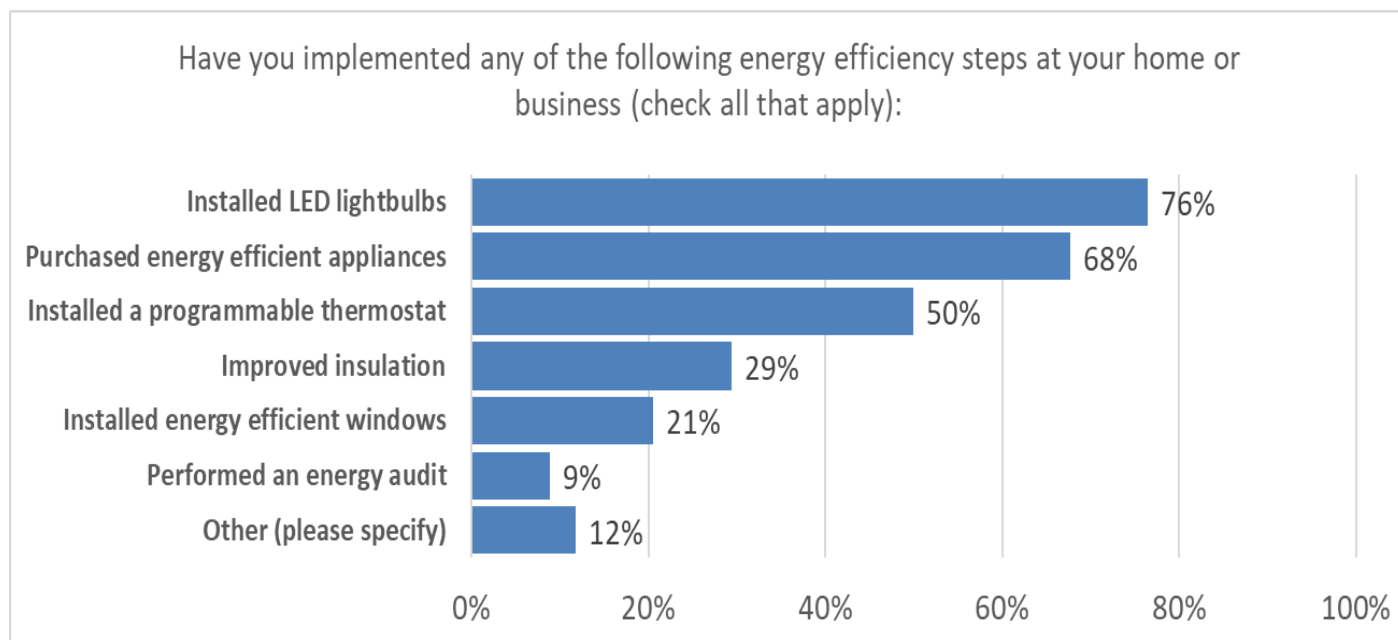


Question 8 asked about communications and program updates. The dedicated Community Power page on the Town’s website is the principal means of updating and providing Program details. It will be supplemented with printed and posted notices, flyers, informational meetings and presentations, social campaigns, emails to community members requesting email contact and direct mail to all eligible customers.

How would you like to be updated on this program? Circle all that apply:



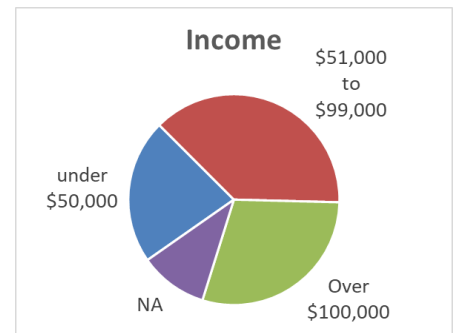
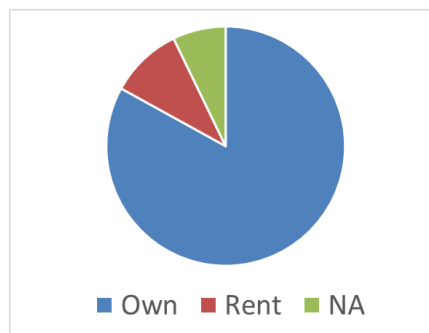
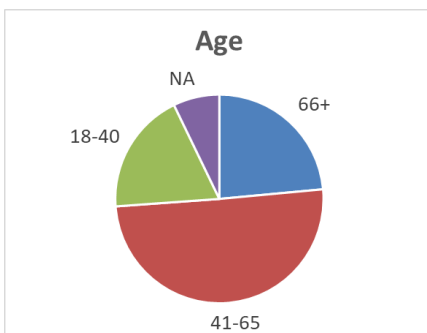
Questions 9 and 10 asked about awareness and use of Energy Efficiency to reduce energy use and costs compatible with Community Power. A small minority, 9%, of respondents have done an energy audit on their home or business through the utility sponsored NHSaves program or privately, but many have implemented efficiency measures, especially LED lighting (76%) and efficient appliances (68%).



Comments on Efficiency:

We get our power from Acadia Power, but the supplier is still Eversource. We pay for 100% renewable energy through Acadia.
waiting for an energy audit through SCS
Monitor in house appliances that are not in use and unplug them my energy bills have not risen as drastically as others around me
Installed electric water heater instead of oil boiler for hot water, installed mini splits heat/air.
Can't afford to run the pellet stove for heat with current rates. Living in a chilly dark cave mostly. ;)
I use a solar thermal array to preheat DHW and supplement space heating
Built new a new home with the latest in energy efficiency
Heat pump

Questions 11 to 13 asked three demographic questions to ensure the Survey was being seen by a wide variety of stakeholders. Multiple responses from each category, rent/own, age and household income were received.



Jaffrey Community Power can provide attractive options for Jaffrey community members of diverse backgrounds and opinions, including 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 supply.