

Customer Satisfaction Survey

Number ONE in the Commonwealth of Massachusetts.

GELD commissioned a customer satisfaction study with GreatBlue Research in early March 2016. About eight percent of our customers received a phone call and you were patient enough to answer the 73 survey questions. We greatly appreciate your willingness to participate in the survey and to provide invaluable information about your experience with your local utility.

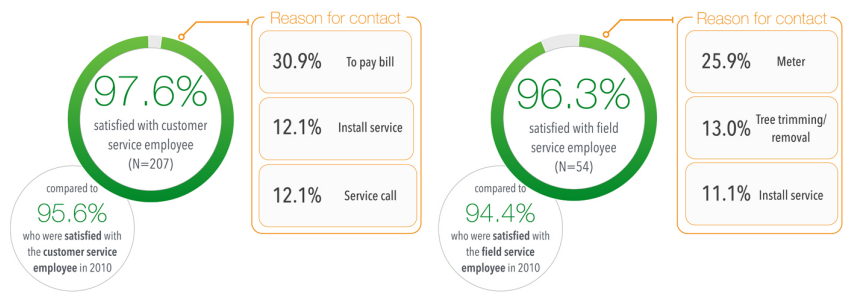
GELD uses the survey results to gather information from our customers that can help to improve our performance. We have a certain perception of our performance but want to know your perception of us. Since our mission is: *to provide our customers reliable power and excellent service at affordable prices*, this information is very valuable to our management team and to the Board of Light Commissioners at GELD.

We have had the survey completed twice—once in 2010 and again in 2016. The results of the 2010 survey revealed Groton Electric as the number one (overall) municipal compared to its peers in Massachusetts that had completed the survey at that time. Because our results were so good in 2010 there was some apprehension as we approached this survey.

We take the satisfaction of our customer/owners very seriously. This is shown very clearly below.

CSR and field staff highly satisfactory

Nearly all customers who interacted with a customer service representative or a field service representative were satisfied with each (97.6% and 96.3%, respectively). There was some overlap among the reasons for contact, specifically regarding service installations. This suggests a symbiotic relationship between CSR and field representatives that drives satisfaction.



Because of the results of these last two surveys, a friendly rivalry has developed between our office staff and field staff. If you look at the results above, you can see how close they are and one of the big questions going into our next survey is which group will come out on top?

We are pleased to report that GELD finished #1 overall among our peers again among surveys completed in the last two years. The surveys are broken up into eight categories. Out of 11 of our peers who had also completed surveys, GELD was #1 in five of those categories. The categories were:

- Communicating with customers
- Responsiveness to customers
- Honesty/integrity,
- Reliable service
- Helpful and knowledgeable staff.

Strong relationships with GELD

Residential customers provided a net positive score (Satisfied + Loyal + Advocates) of 98.5%.

A newer trend has been identified of stronger advocacy. Historically, and across the industry as a whole, customers have typically reported a greater tendency to be simply satisfied over loyalty or advocacy. This may suggest greater opportunities for GELD to cultivate relationships and partnerships with their customers.



This slide shows that the staff at GELD is serious about providing customers with reliable power and excellent service at affordable prices and we are grateful that we have been able to raise the number of customers who consider themselves advocates of GELD from 18.5% in 2010 to 28% now. This is a substantial improvement from the 2010 results.

GELD was #2 in the rates category; the light department that was #1 in this category has rates lower than ours, and they communicate that effectively to their customers. They also have revenue seven times greater than GELD. GELD was #3 in the two remaining categories: community service and helping customers conserve electricity. The system that is #1 one in these two categories has rates that are almost 3 cents per kilowatt-hour higher than ours and has revenue five times greater than GELD.

The Power Cost Adjustment has been Reinstated

Beginning with the January 2017 bill, there will be a Power Cost Adjustment (PCA) of \$0.005 added as a separate line item on your GELD electric bill.

The PCA is a way for Groton Electric to recoup the increased generation costs associated with higher fuel prices and power costs. For the winter of 2017 the PCA will be a ½ cent per kilowatt-hour on the January, February and March bills.

One of the reasons for this cost increase is that New England has inadequate natural gas pipeline infrastructure. About 10 weeks out of the year, the two pipelines that enter New England from the west are full and cannot transport additional gas supplies to fuel the electric generating plants.

Because these two pipelines are full, New England will be paying *the highest price in the world*¹ this winter for natural gas. While natural gas is being extracted in western Pennsylvania, it is shipped down to Louisiana where it is liquefied and loaded on to Liquefied Natural Gas (LNG) tankers which then head up to Nova Scotia where the LNG is unloaded. That way natural gas can flow through the lightly loaded pipeline that comes from Canada. Some of you may be thinking New England couldn't have the highest natural gas prices in the world, because you hear about how inexpensive and plentiful natural gas is. We're not quite sure why this isn't more widely reported but have included the first paragraph from an article in Bloomberg from November 1, 2016 by Naureen S. Malik.

¹The heating fuel may surge to \$20 to \$25 per million British thermal units in New England this winter, the highest in the world, as pipeline bottlenecks limit supplies during frigid weather, traders including Consolidated Edison Inc.'s ConEdison Energy said. Prices have collapsed across the rest of the globe amid tepid demand growth, rising exports and a plunge in crude oil prices earlier this year.

GELD management monitors power prices closely and discusses this topic at their monthly board meetings. You can be assured that GELD ratepayers' best interest are always their top priority.

LED Street Lights

Many of you have noticed a change in the street lights on the main streets in Groton. We have converted most of the old high pressure sodium (HPS) street lights to a more efficient Light Emitting Diode (LED) street light. This change has resulted in lower operating costs for the town and was done for minimal cost. GELD applied for a grant a couple years ago to upgrade the lighting at the Florence Roche elementary school and to assist in changing the town street lights.

GELD was able to secure a grant for \$98,000 from the Massachusetts Department of Energy Resources and used half of that grant to help the Groton Dunstable School Department lower its electric bill at Florence Roche by installing upgraded fluorescent lighting and the other half of the grant was used to help the Town of Groton lower its street lighting bill by converting to energy efficient LED street lights.

Groton Solar Farm

We are happy to announce that the solar farm on the former Groton landfill was finished in time to help us during our summer peak in 2016. The solar farm is able to produce 2.28 megawatts (MW) of power for Groton residents with 9,310 solar panels. This is enough power to energize approximately 1,000 Groton homes. There were a few hours this fall when the sun was shining and the temperature was in the low 70's that the solar farm produced more than 25% of the electricity being used in Groton. If you would like to see the energy production of the solar farm, **click here** (for customers that receive their newsletter via email) or click the link on the **grotonelectric.org** home page.

GELD's 2017 Holiday Schedule

Monday, January 2:
New Year's Day observed

Monday, January 16:
Martin Luther King Day

Monday, February 20: President's Day

Monday, April 17: Patriot's Day

Monday, May 29: Memorial Day

Tuesday, July 4: Independence Day

Monday, September 4: Labor Day

Monday, October 9: Columbus Day

Friday, November 10:
Veteran's Day observed (GELD open)

Thursday, November 23:
Thanksgiving Day

Friday, December 22:
½ Day Christmas Eve observed

Monday, December 25: Christmas Day

Friday, December 29:
½ Day New Year's Eve observed

When there is a Monday holiday, the GELD office is open the Tuesday following the holiday from 7:30 a.m.-7 p.m.