



Customer Satisfaction Study 2023



Report of Findings

21 June 2023
Confidential & Proprietary

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Harnessing the power of data to help clients achieve organizational goals.

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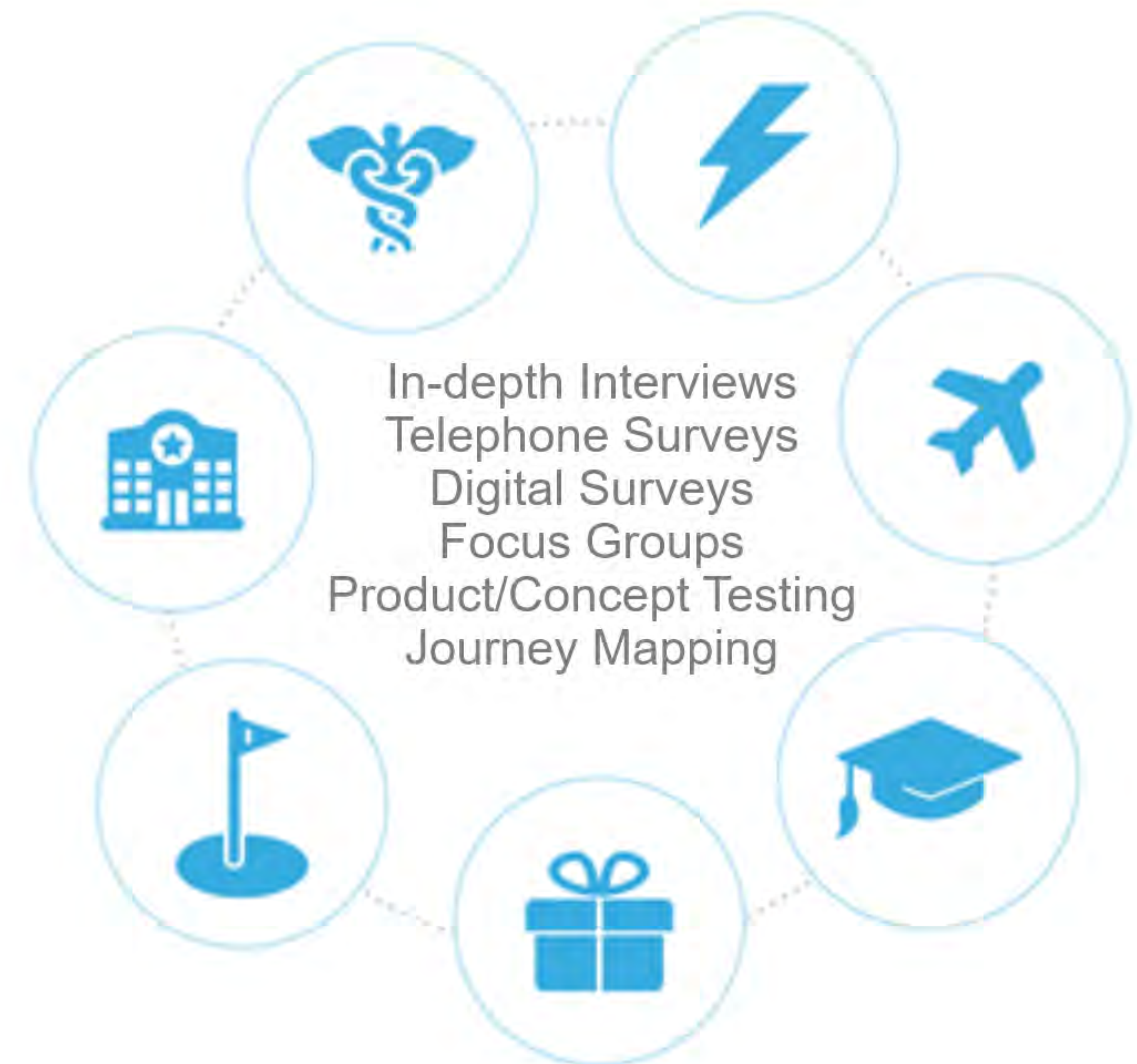


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Project Overview

- GreatBlue Research was commissioned by Stowe Electric Department (hereinafter “Stowe Electric”) to conduct comprehensive research among its residential customers to gain a deeper understanding into their perceptions of the utility and satisfaction with the services provided.
- The primary goals of this research study were to assess the effectiveness of Stowe Electric’s ability to serve its customers, identify areas for improvement, and isolate areas that may increase engagement.
- In order to service these research goals, GreatBlue conducted digital surveys among a random sampling of Stowe Electric’s residential customers.
- The outcome of this research will enable Stowe Electric to a) more clearly understand, and ultimately set, customer expectations, b) act on near term opportunities for improvement, and c) create a strategic roadmap to increase customer satisfaction.

Areas of Investigation

The Stowe Electric Customer Satisfaction Study leveraged a quantitative research methodology to address the following areas of investigation:

- Rating Stowe Electric's organizational characteristics
- Satisfaction with customer service personnel
- Awareness Stowe Electric is a Community Owned Municipal Utility
- Preferred methods of communication
- Perception of Stowe Electric's power outage response efforts
- Importance of in-state renewable generation
- Awareness and perception of beneficial electrification
- Anticipated electric vehicle purchases
- Current and future use of solar panels
- Use of "Efficiency Vermont" services, rebates or incentives
- Interest in switching to electric heat pumps
- Demographic profiles of respondents



Research Methodology Snapshot

Methodology Digital	No. of Completes 373	No. of Questions 59*	Incentive None	Sample Customer List
Target Residential Customers	Quality Assurance Dual-level**	Margin of Error +/- 4.8%	Confidence Level 95%	Research Dates April 24 - June 2, 2023

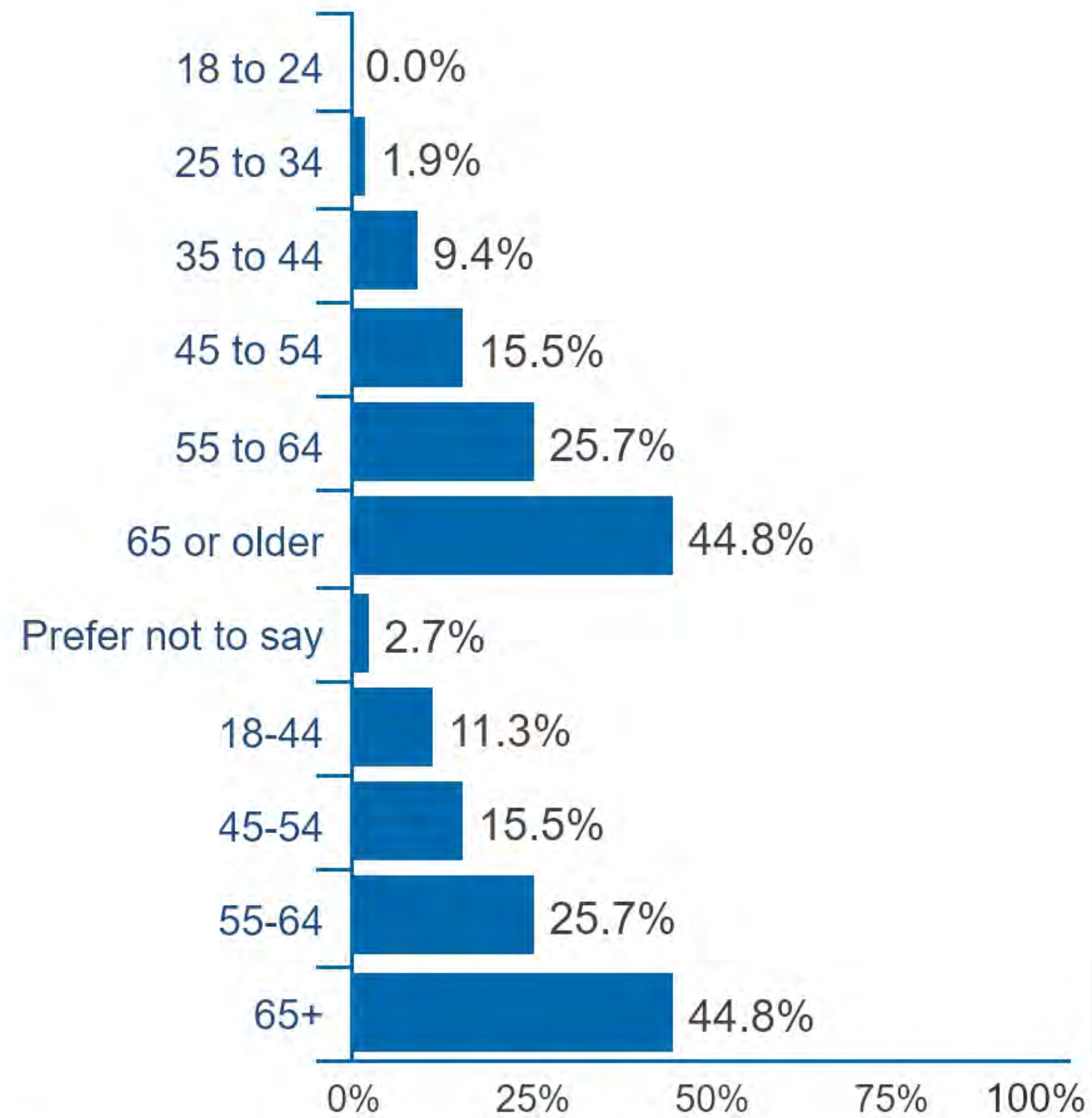
* This represents the total possible number of questions; not all respondents will answer all questions based on skip patterns and other instrument bias.

** Supervisory personnel, in addition to computer-aided interviewing platform, ensure the integrity of the data is accurate.

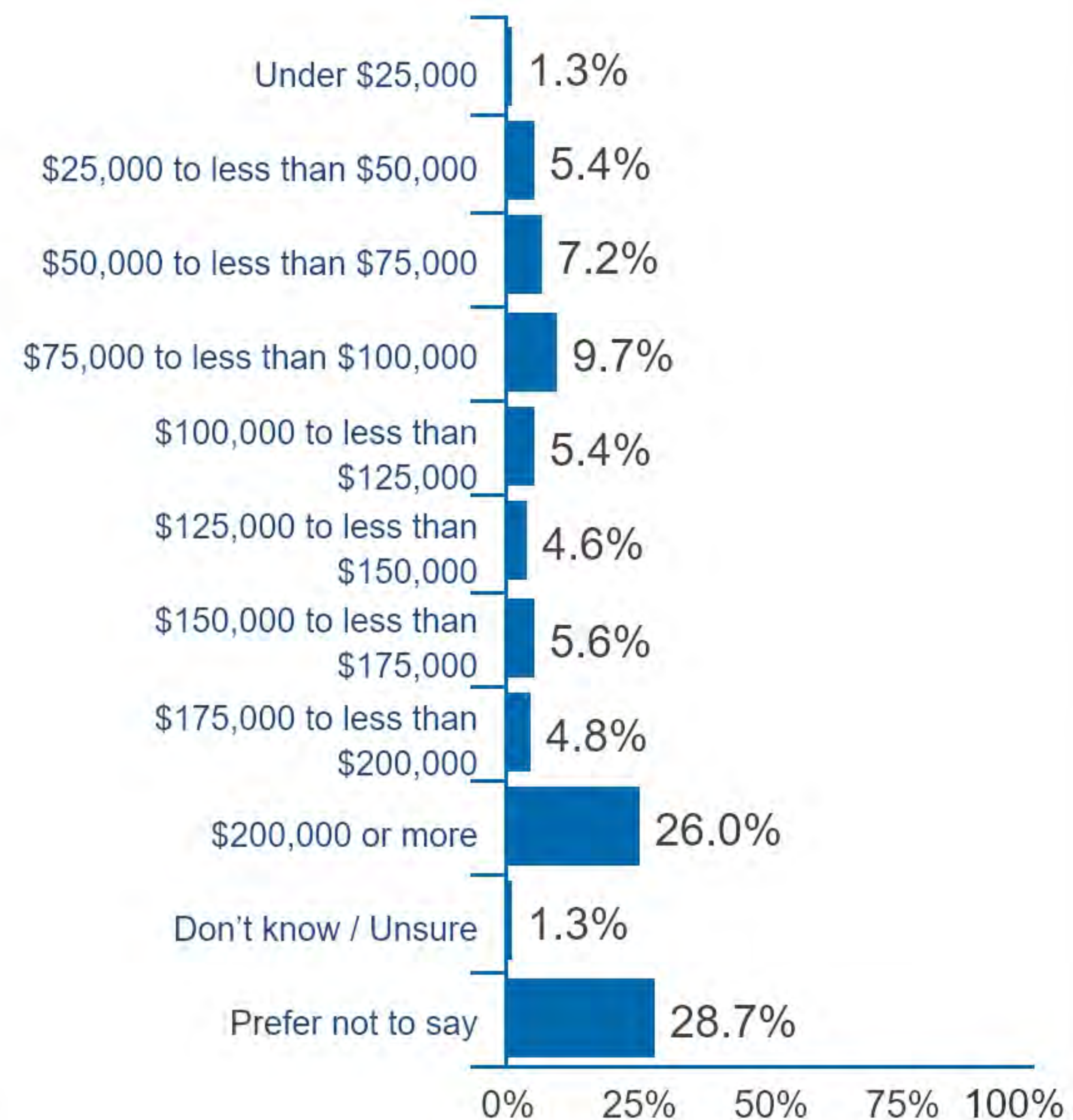
Respondent Snapshot

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

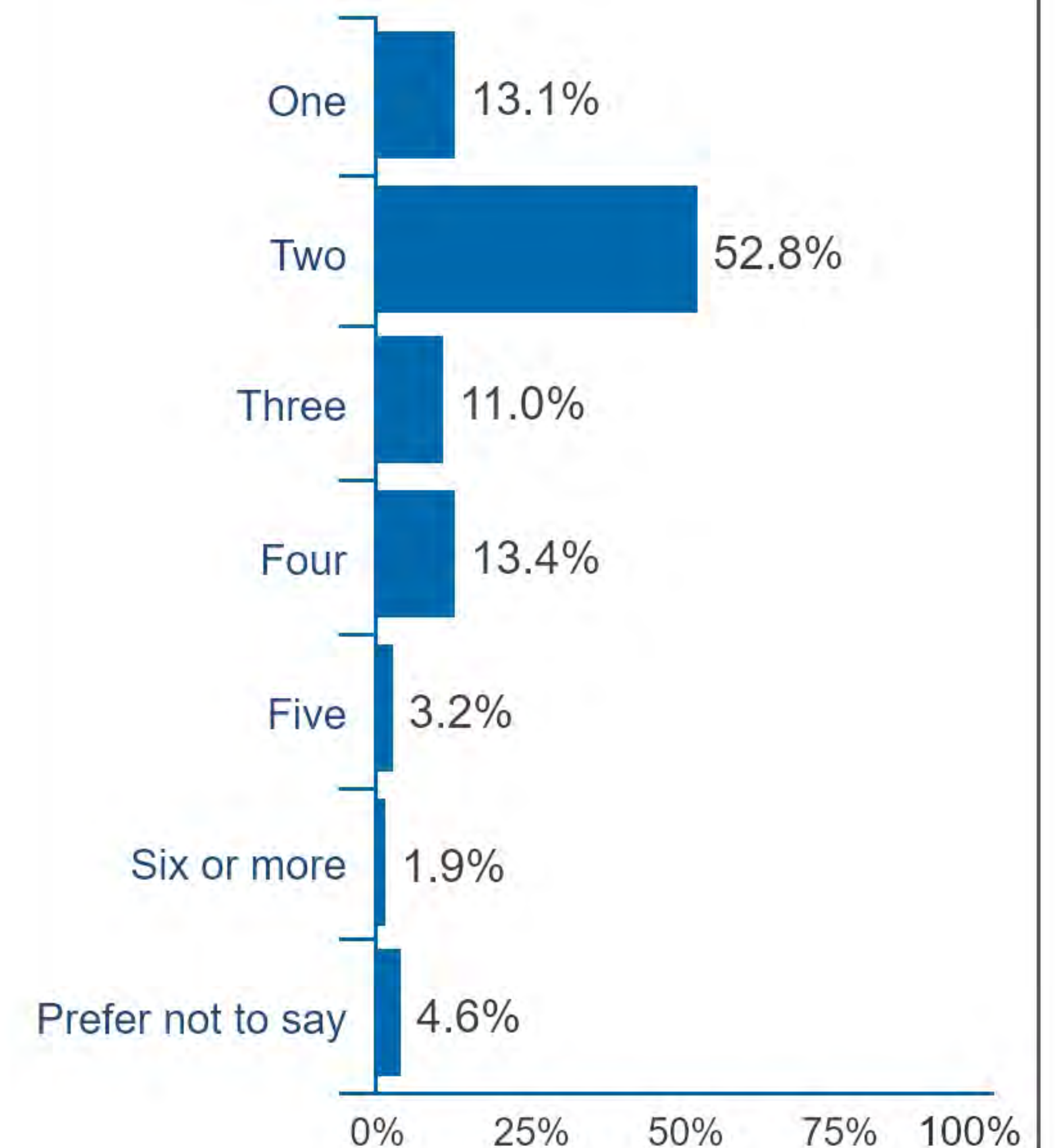
Age



Income



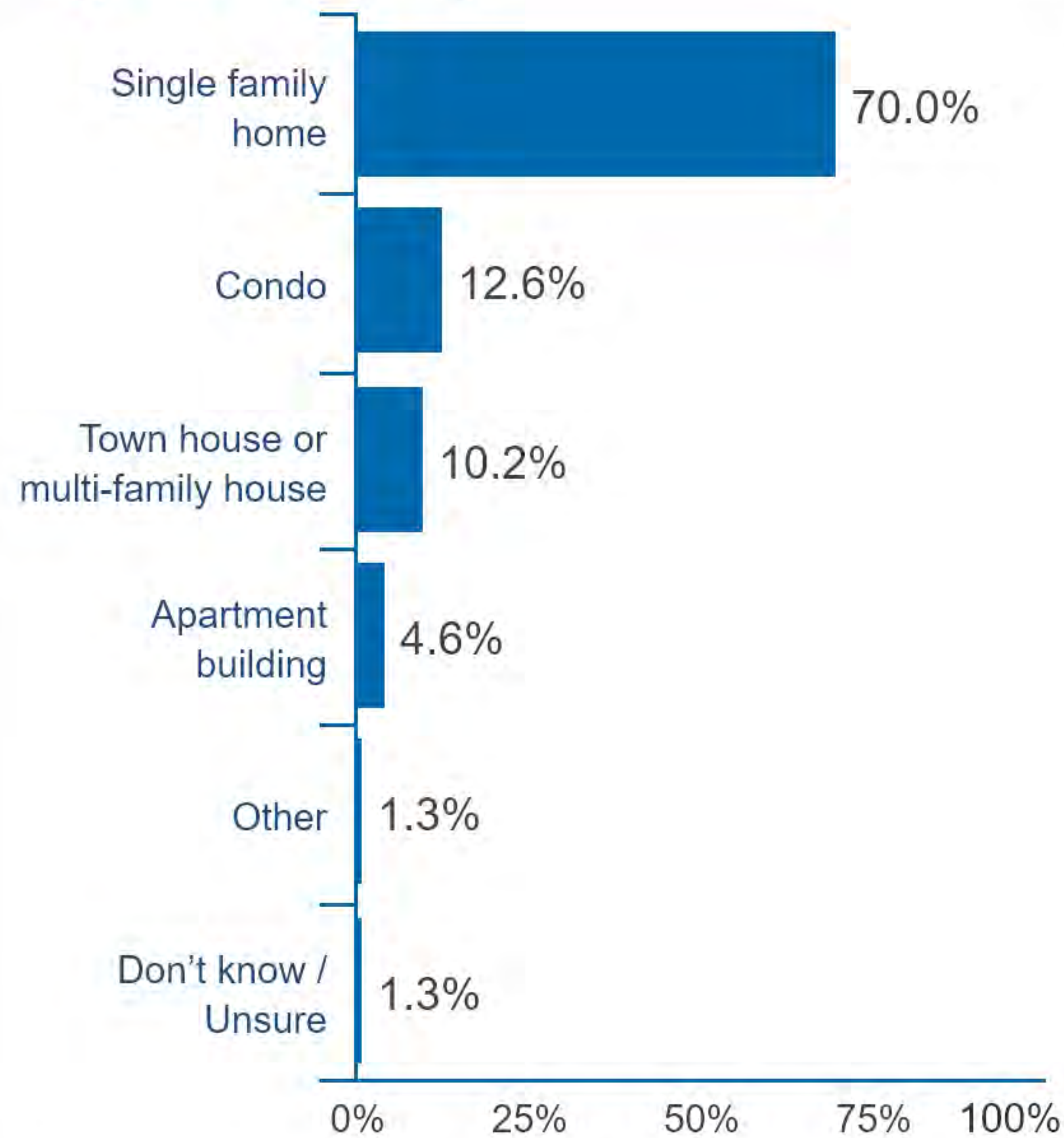
of Residents in Household



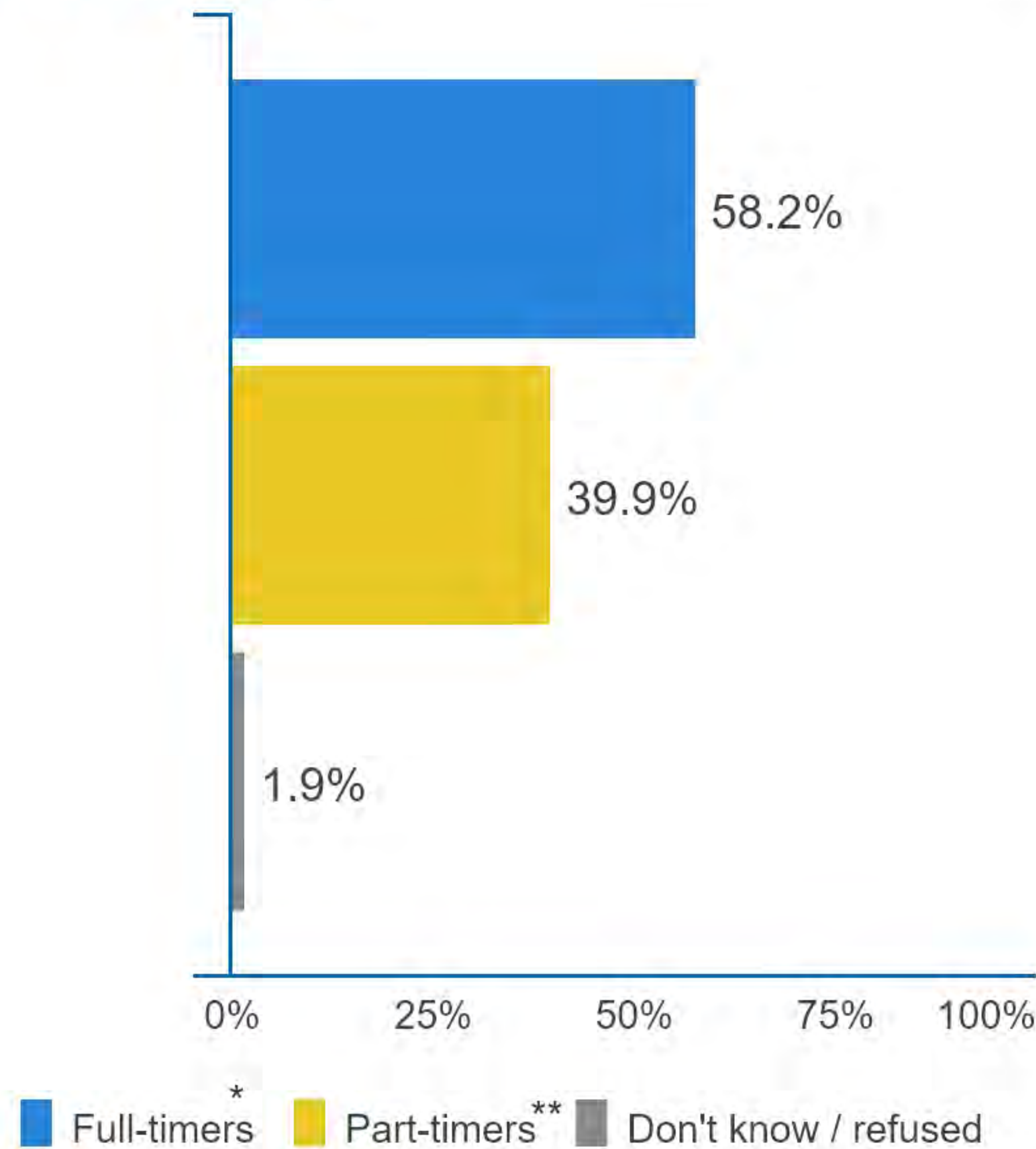
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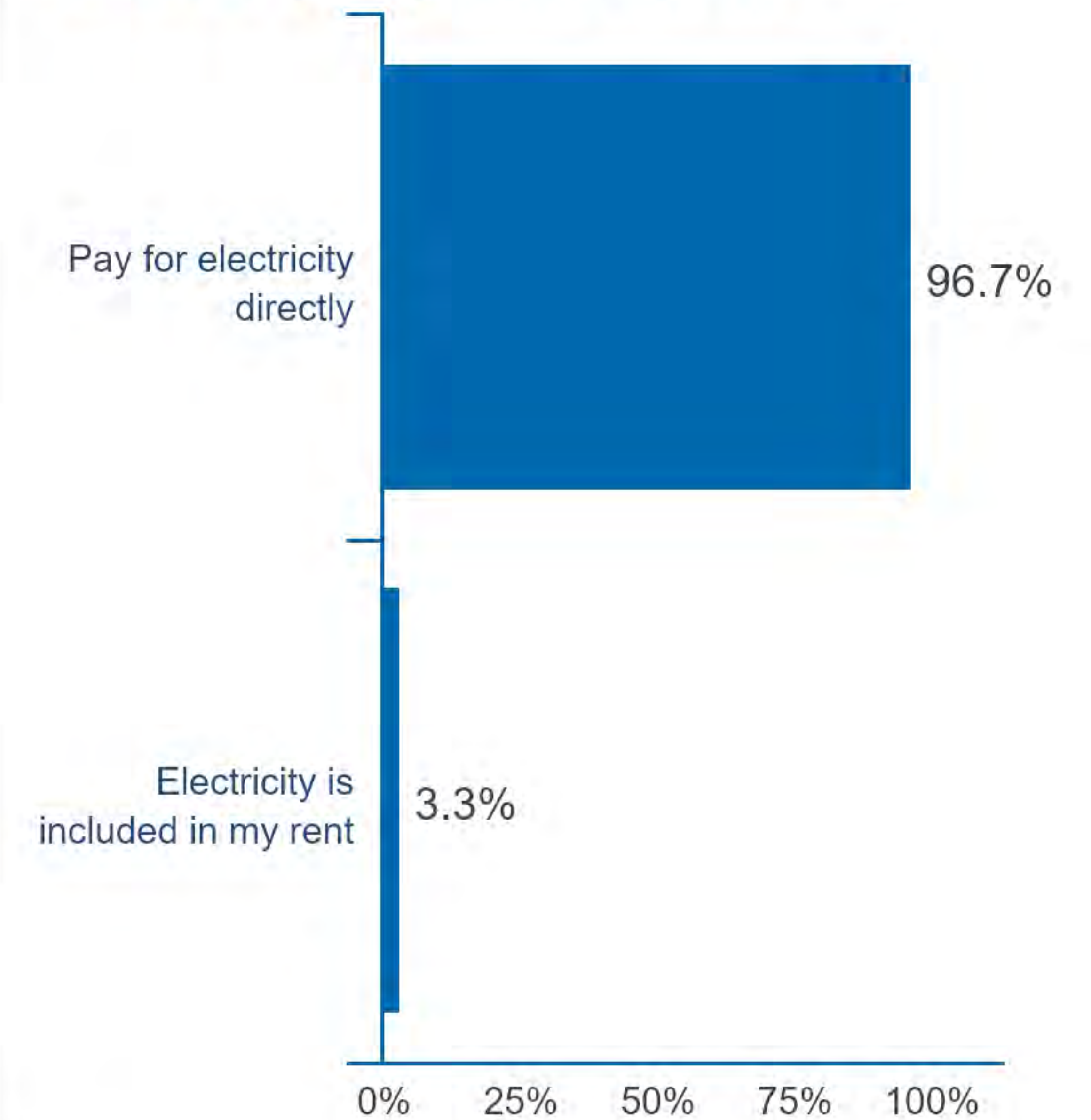
Type of Dwelling



Full/Part Time



Electricity Payment Method



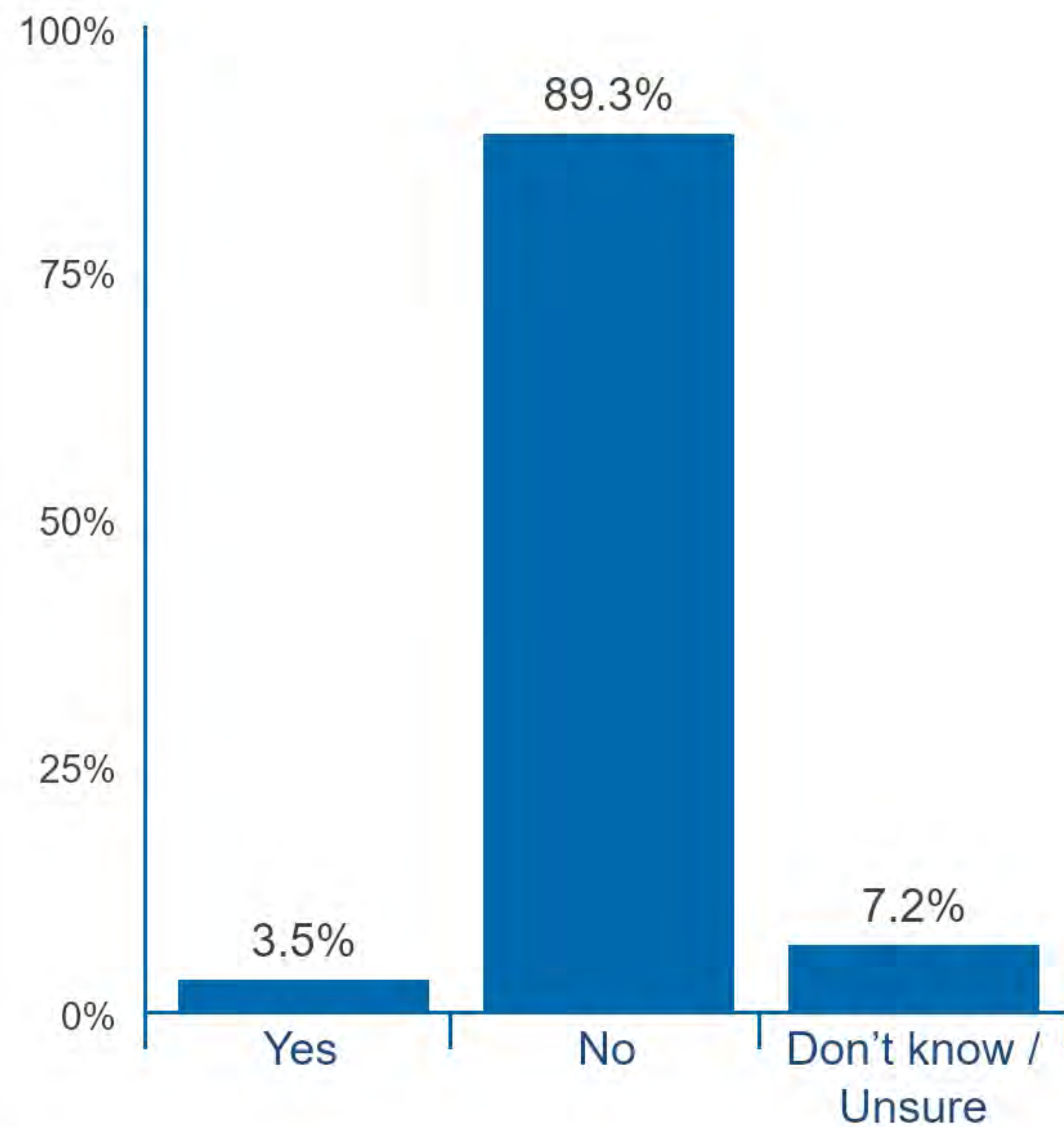
*Customers who own and live at their property full-time, own and rent their property full-time, or are full-time renters

**Customers who own and live at their property part-time / seasonally, own and rent their property part-time, or are a renter seasonally.

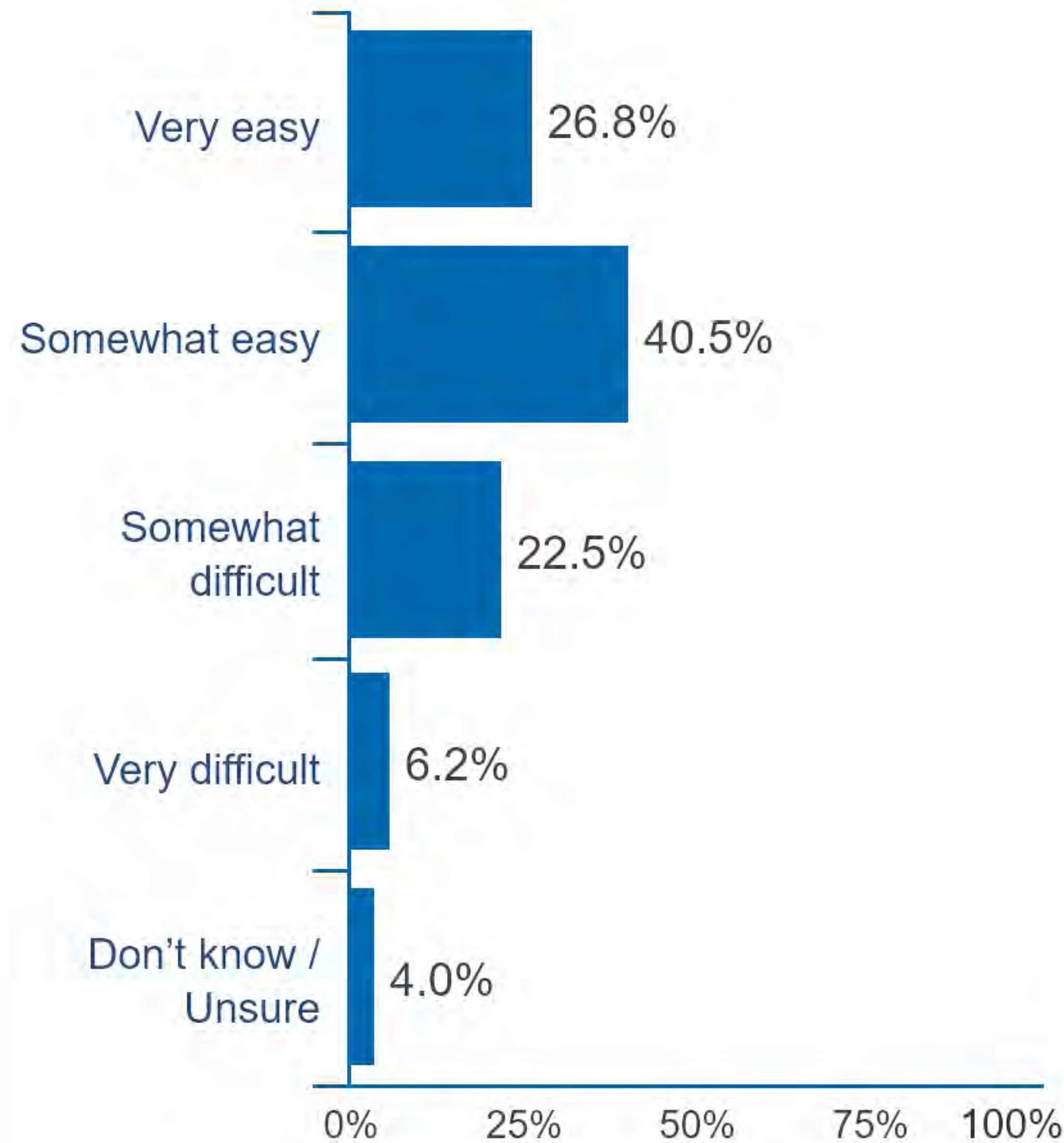
Respondent Snapshot

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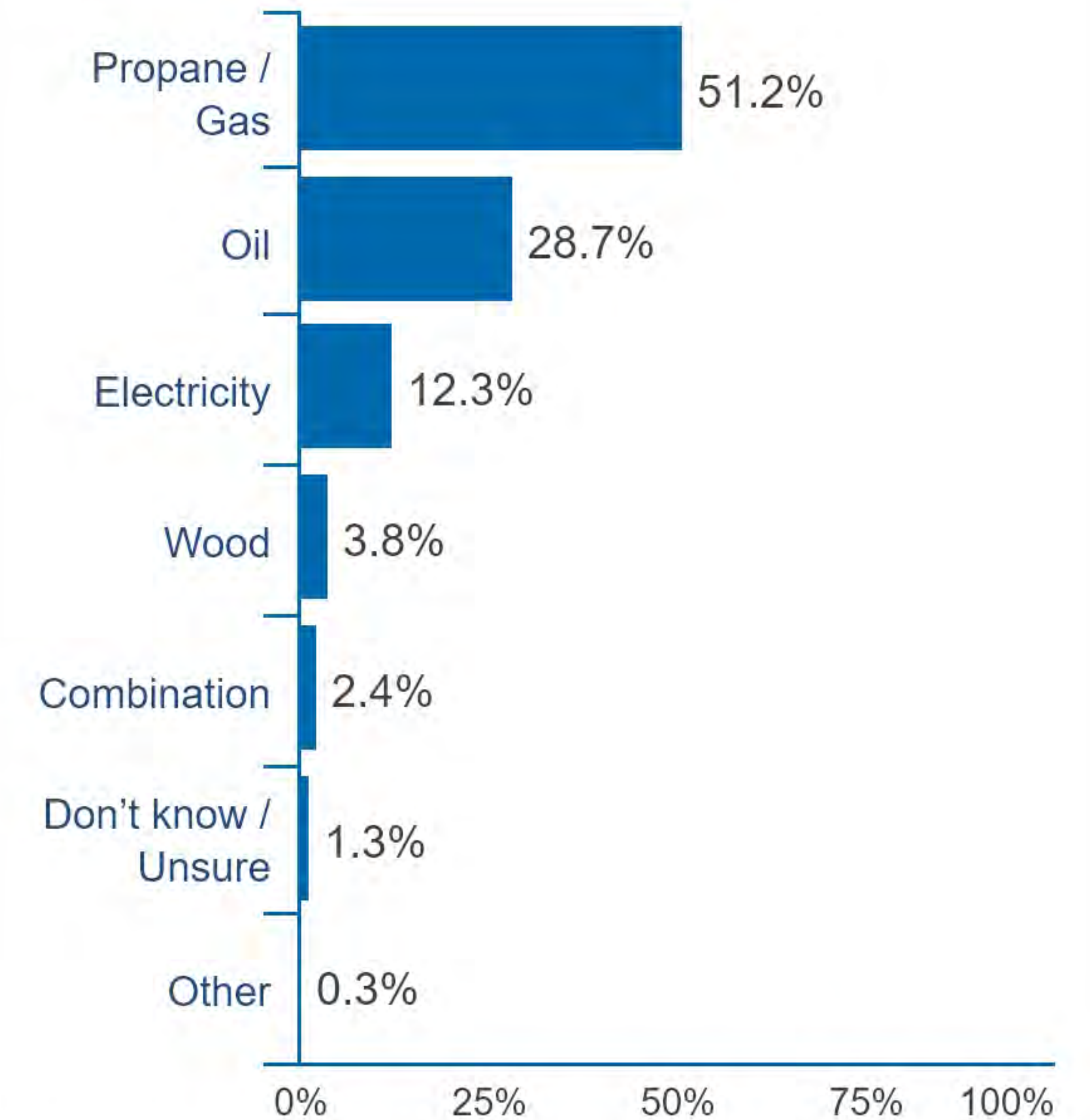
Household Qualifies for Assistance Programs



Ease of Maintaining Standard of Living

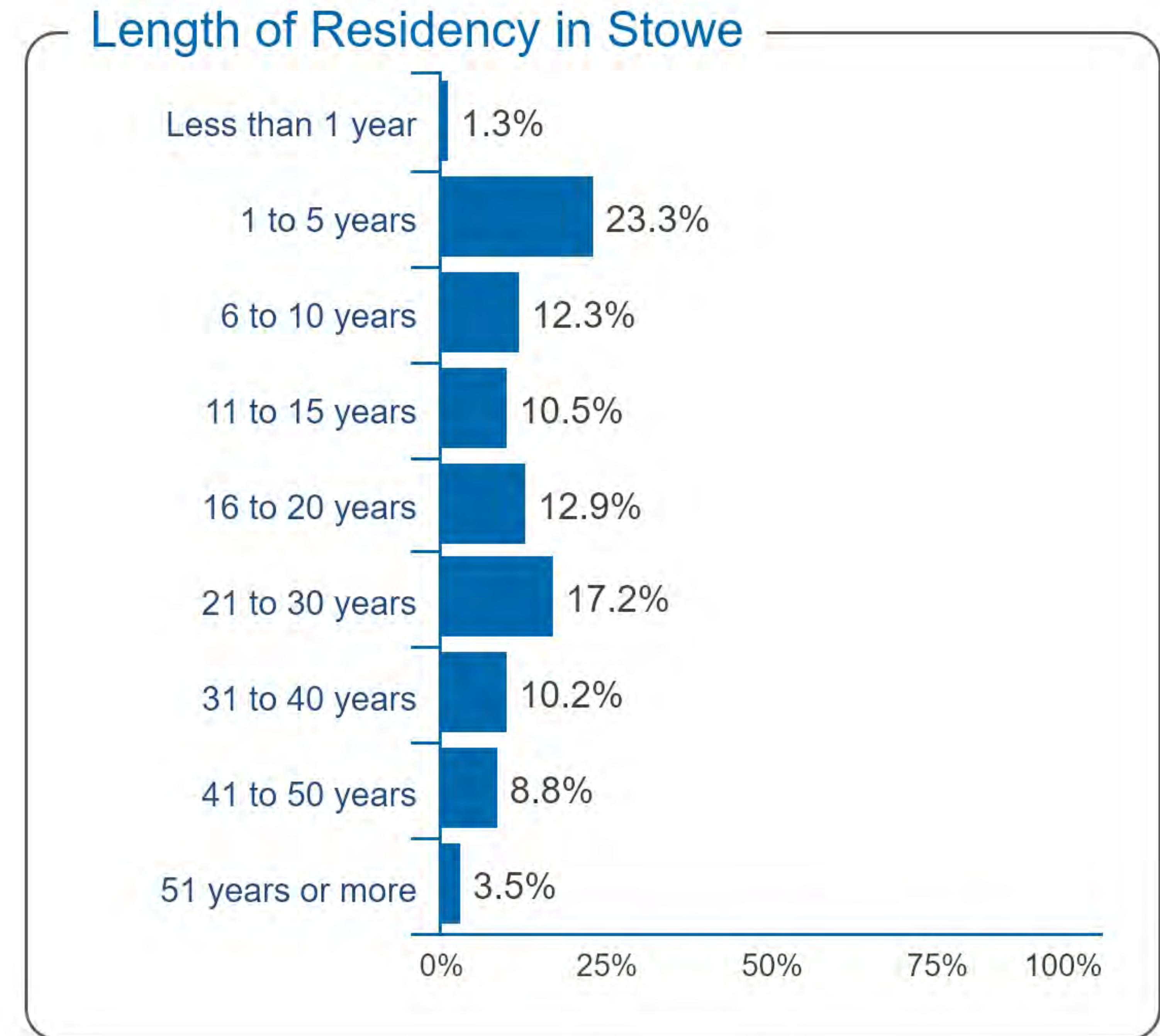
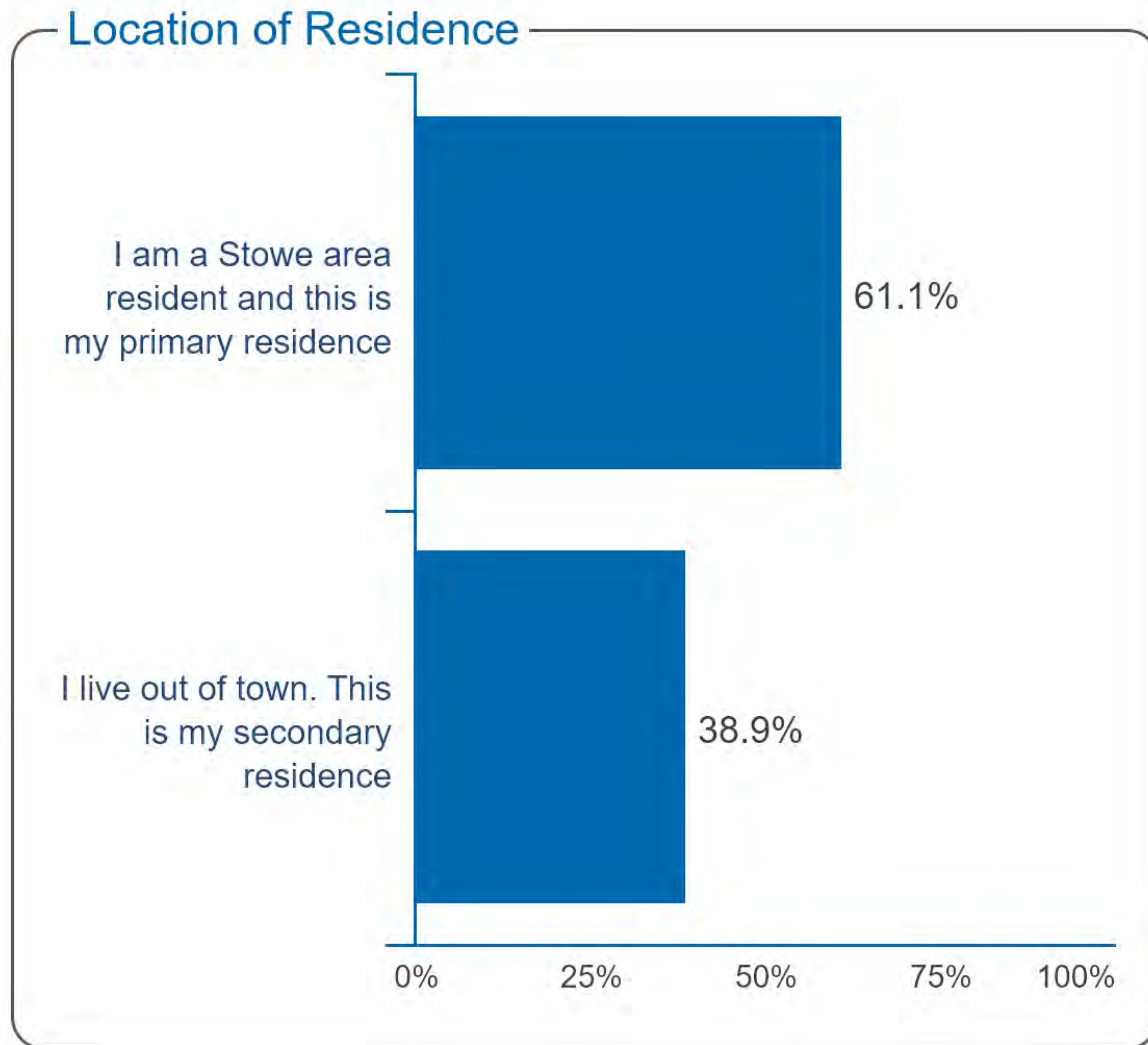


Primary Method of Heating Home



Respondent Snapshot

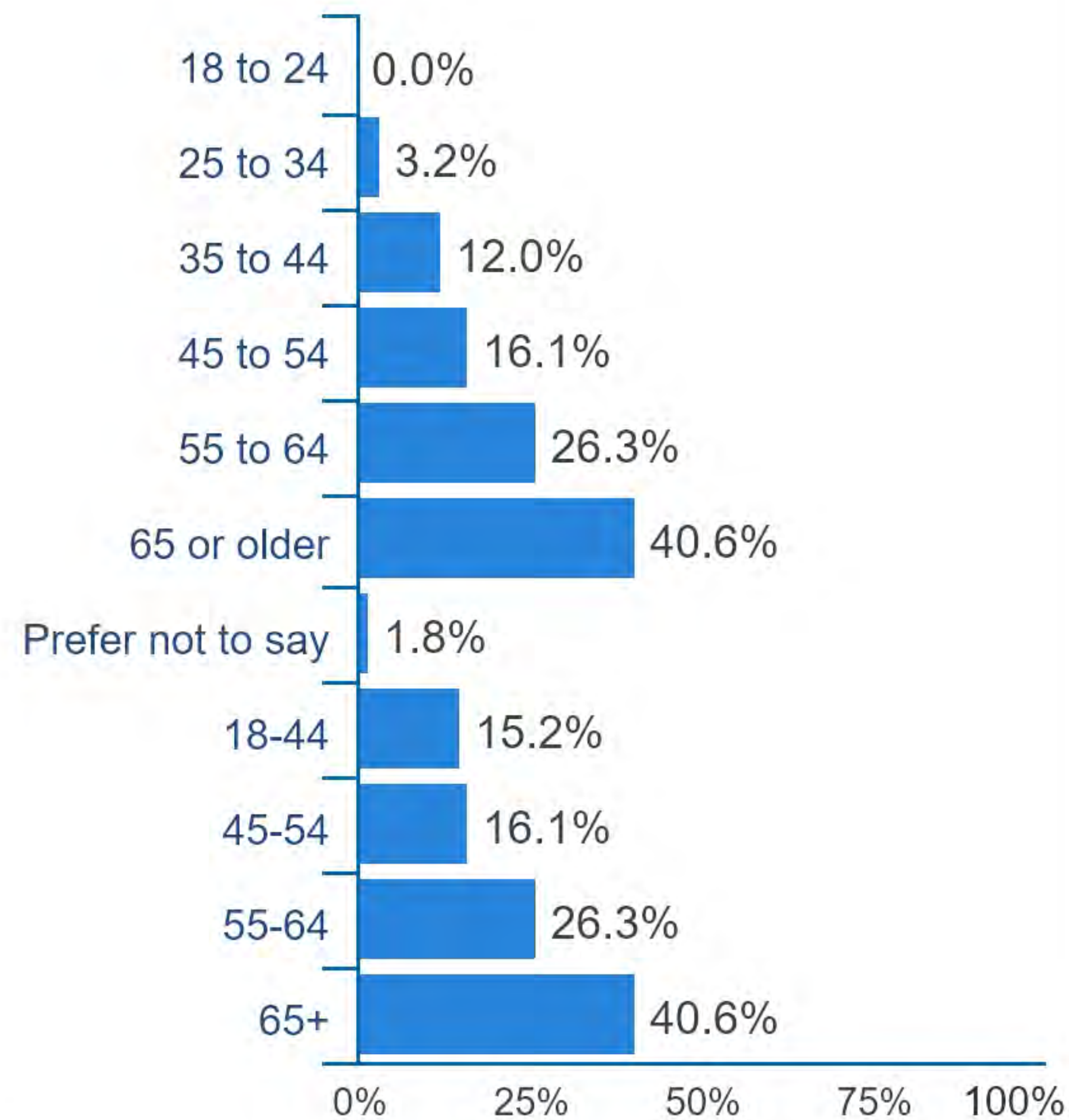
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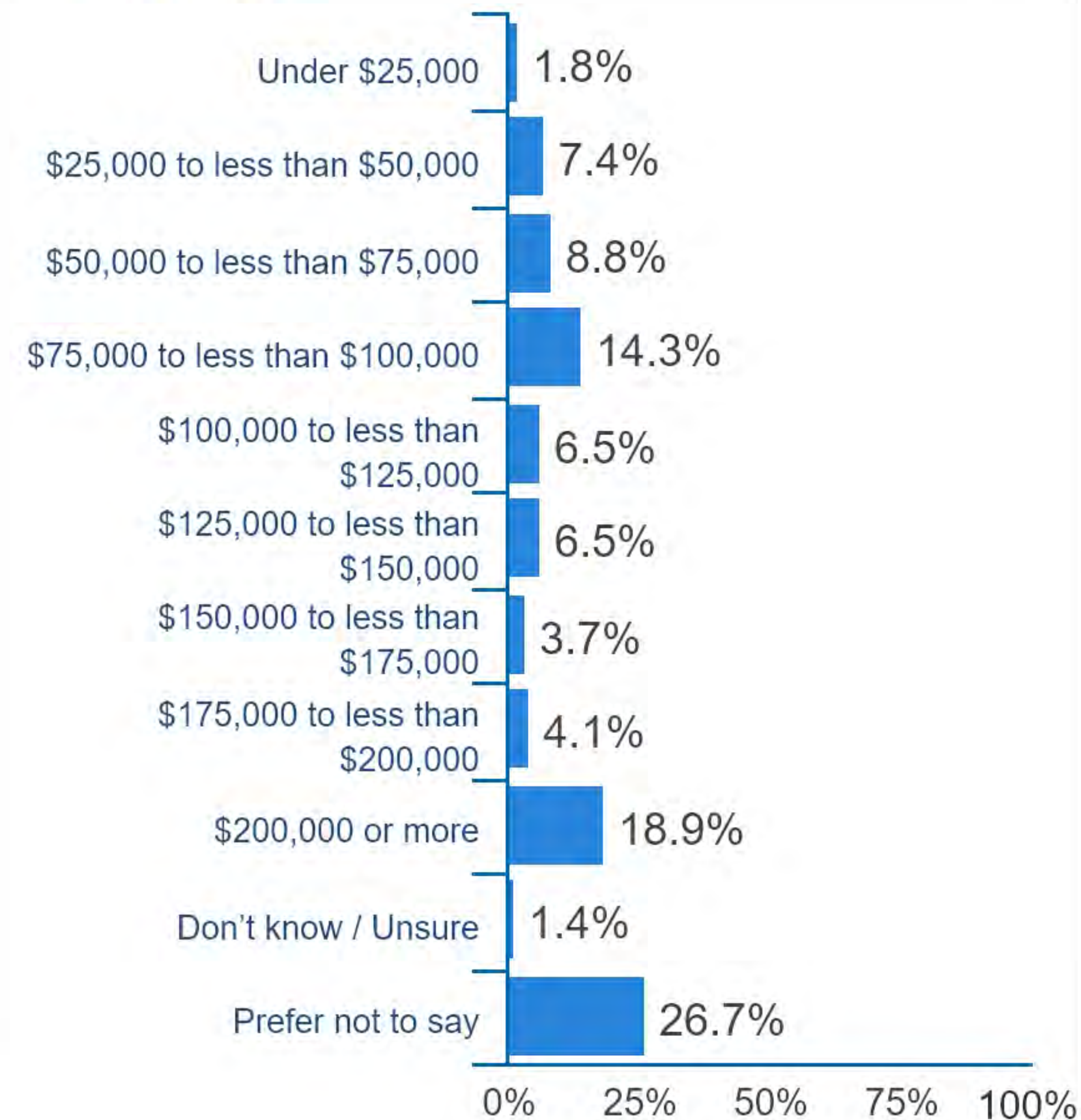
Full-Timers Demographics

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

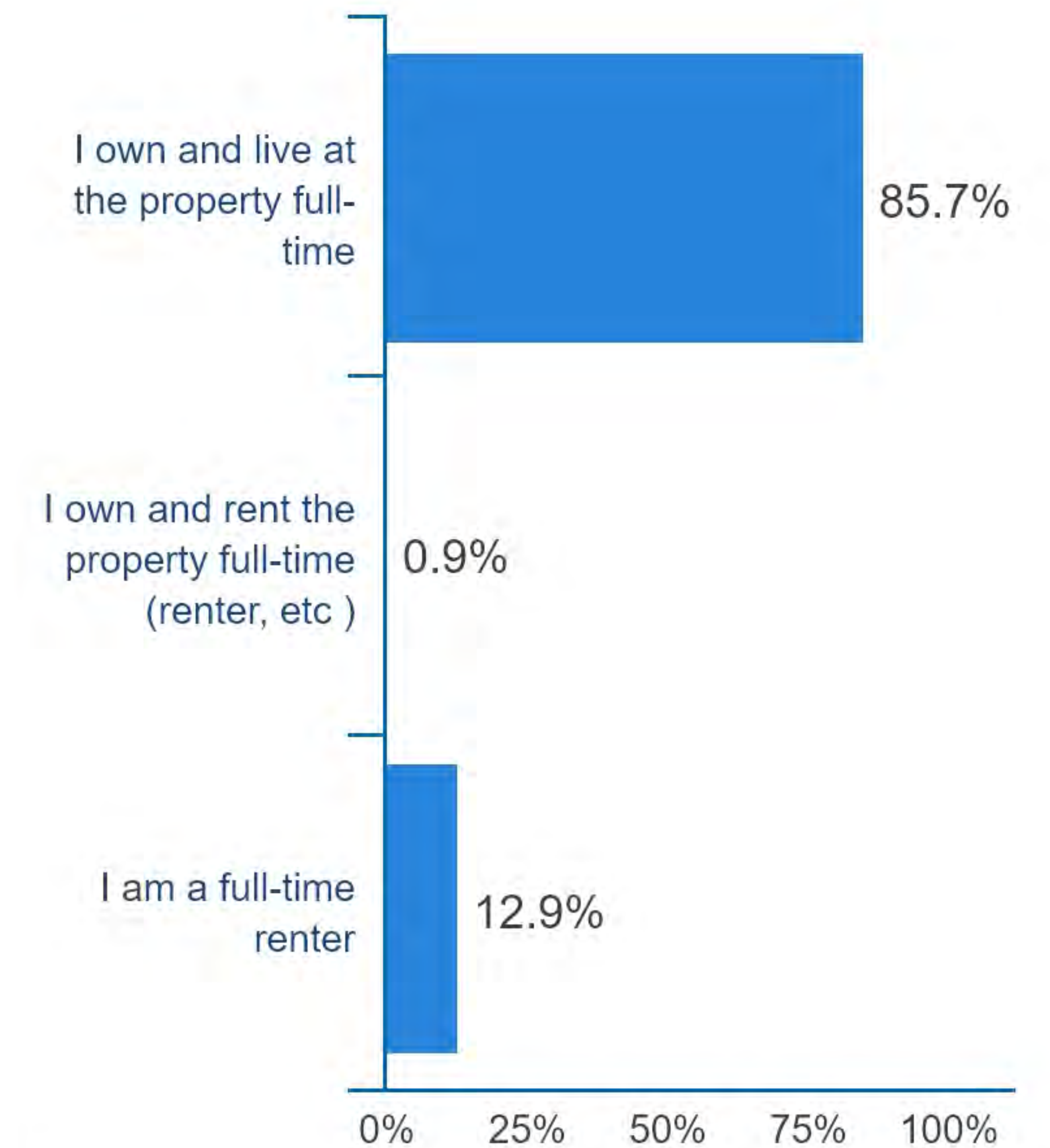
Age



Income



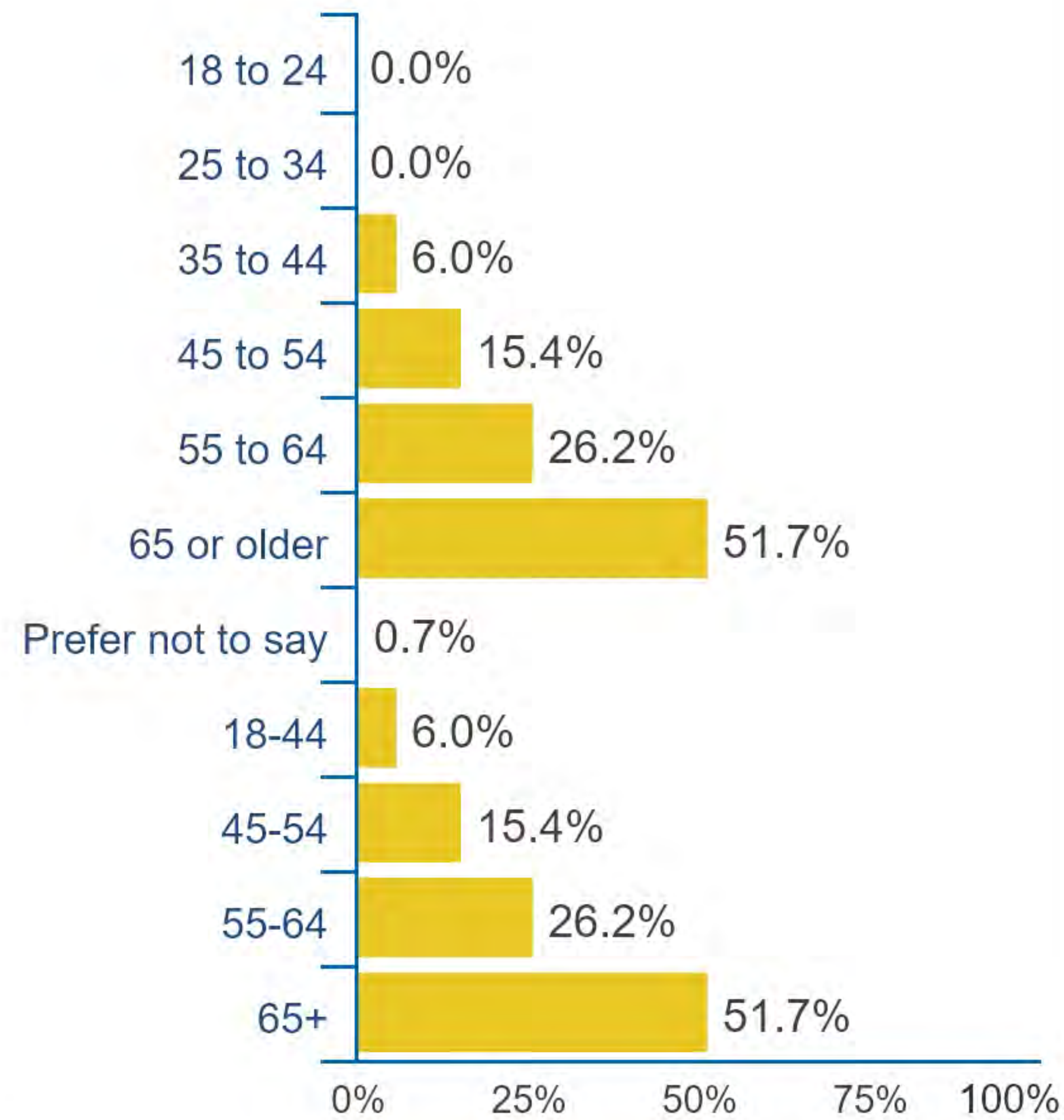
Own or Rent



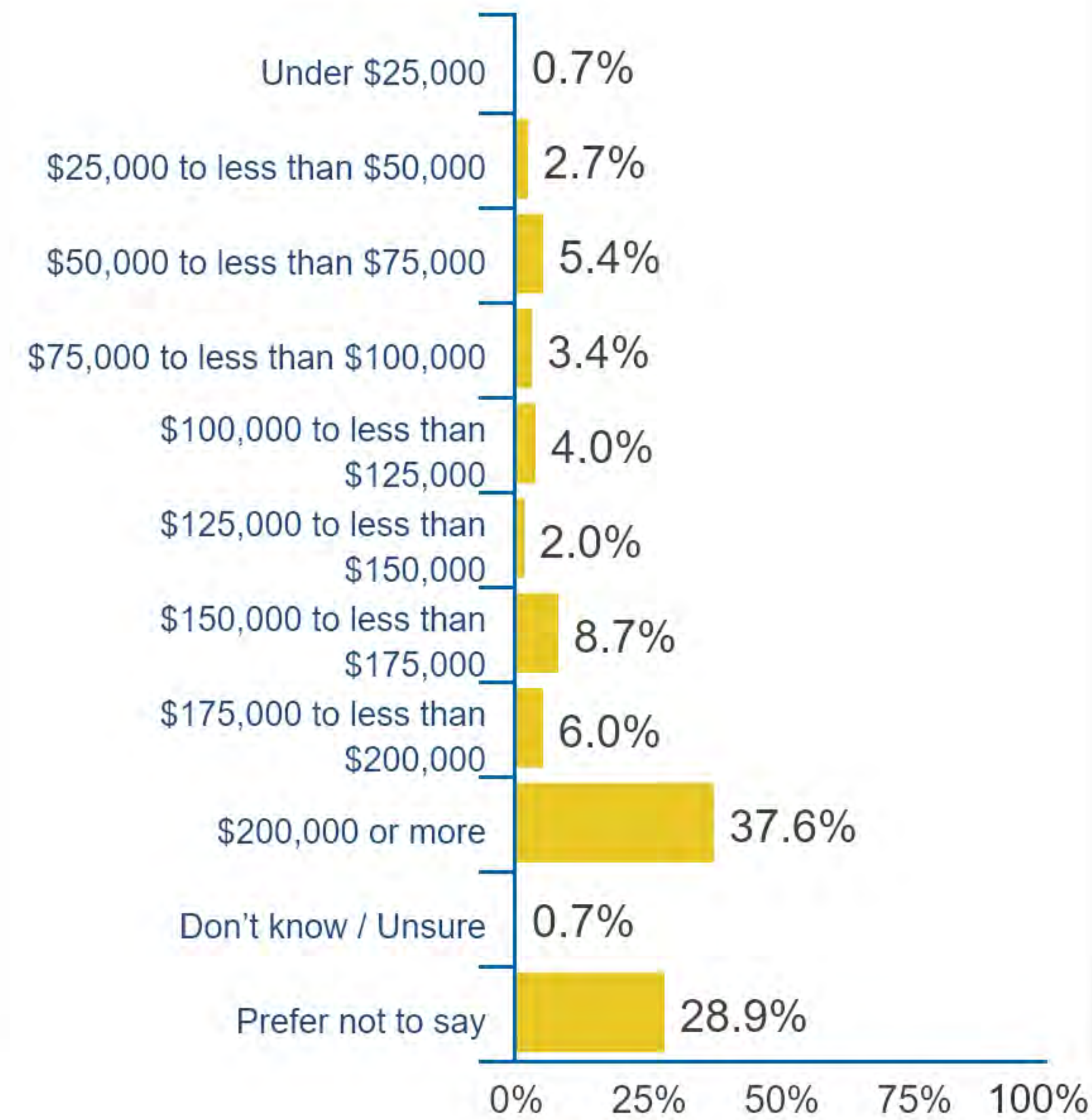
Part-Timers Demographics

This slide quantifies select data points to provide context for this research study. The data is not meant to be proportional to population contribution, rather to provide an empirical view into the demographic profile of the participants.

Age



Income



Own or Rent



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Key Study Findings - *Composite*



- Stowe Electric's organizational characteristics, customer relationship and customer service are consistently rated higher than the national average. Over nine-out-of-ten respondents (91.3%) indicated Stowe Electric provides "reliable service" and a similar frequency (89.1%) indicated Stowe Electric displays "honesty / integrity." Further, Stowe Electric's net positive score sits at 92.7% and 92.4% of those who interacted with Stowe Electric were satisfied.
- Roughly two-fifths of respondents (42.6%) are aware of Stowe Electric's incentive programs for energy efficient technologies.
- Over four-fifths of respondents (85.9%) rated Stowe Electric's power restoration efforts as "acceptable." However, only 58.5% reported communication during an outage is "acceptable," and 25.9% of those needing repeated contact with Stowe Electric cited "outages / power surges" as the reason.
- There is uncertainty regarding the advantages and impact of beneficial electrification. Less than two-fifths of respondents (38.3%) agreed that beneficial electrification will help them save money. However, there is interest in EV/hybrids, with 69.2% of respondents indicating they plan on buying one at some point in the future.
- Over one-third of respondents (36.5%) reported the percentage of their income allocated toward electric cost is higher than expected.

Key Study Findings - *Full-Timers*



- More full-timers perceive electric rates as high compared to part-timers. Nearly one-half of full-timers (46.5%) rated electric rates as about right (compared to 65.1% of part-timers) and over two-fifths of full-timers perceive electric costs as being higher than expected (compared to 26.8% of part-timers).
- Full-timers were more aware of Stowe Electric's status as a "community owned municipal utility" than part-timers. Over seven-out-of-ten full-timers (72.4%) correctly identified Stowe Electric as a "community owned municipal utility," compared to 65.1% of part-timers.
- More full-timers find it beneficial that public power utilities contribute to the local economy than part-timers. Nearly one-half of full-timers (45.6%) indicated a benefit of public power utilities is that a "greater portion of revenues stay in community" (compared to 36.9% of part-timers). Further, nearly one-half of full-timers (49.3%) indicated a benefit of public power utilities is the "local employment / economic development" (compared to 41.6% of part-timers).

Key Study Findings - *Part-Timers*




- Power restoration and communication during outages was consistently rated lower among part-timers compared to full-timers. Three-quarters (75.9%) reported finding Stowe Electric's power restoration efforts "acceptable" (compared to 93.5% of full-timers), and over one-half of part-timers (54.9%) reported communication during an outage is "acceptable" (compared to 62.0% of full-timers). Furthermore, of the part-timers who indicated communication during an outage is "not acceptable," over three-quarters indicated this is because "no communication provided."
- Awareness of green energy / energy efficiency services, rebates and incentives is lower among part-timers compared to full-timers. Three-out-of-ten part-timers (30.2%) are aware of Stowe Electric's incentive program, compared to 51.6% of full-timers. Additionally, only 31.5% of part-timers reported visiting the "Efficiency Vermont" website (compared to 66.4% of full-timers) and only 25.5% of part-timers have used an "Efficiency Vermont" service, rebate, or incentive (compared to 53.5% of full-timers).

Reliability, Honesty, and Integrity Rated Highest Across Customers

Stowe's "reliable service" (91.3% compared to the national average of 73.4%), and "honesty/integrity" (89.1% compared to the national average** of 63.1%) both outperformed their national benchmarks in these areas.

While scores were primarily consistent across customer groups, significantly fewer full-timers had positive impressions of Stowe's "rates."

*Aggregate of top 1-4 responses shown

 Indicates a statistically significant difference between subgroups at a 95% confidence level.

**National data is collected in the Public Power Data Source, a tool measuring customer satisfaction ratings and perceptions of trends in the electric industry to help public power utilities benchmark themselves against other utilities and national averages.

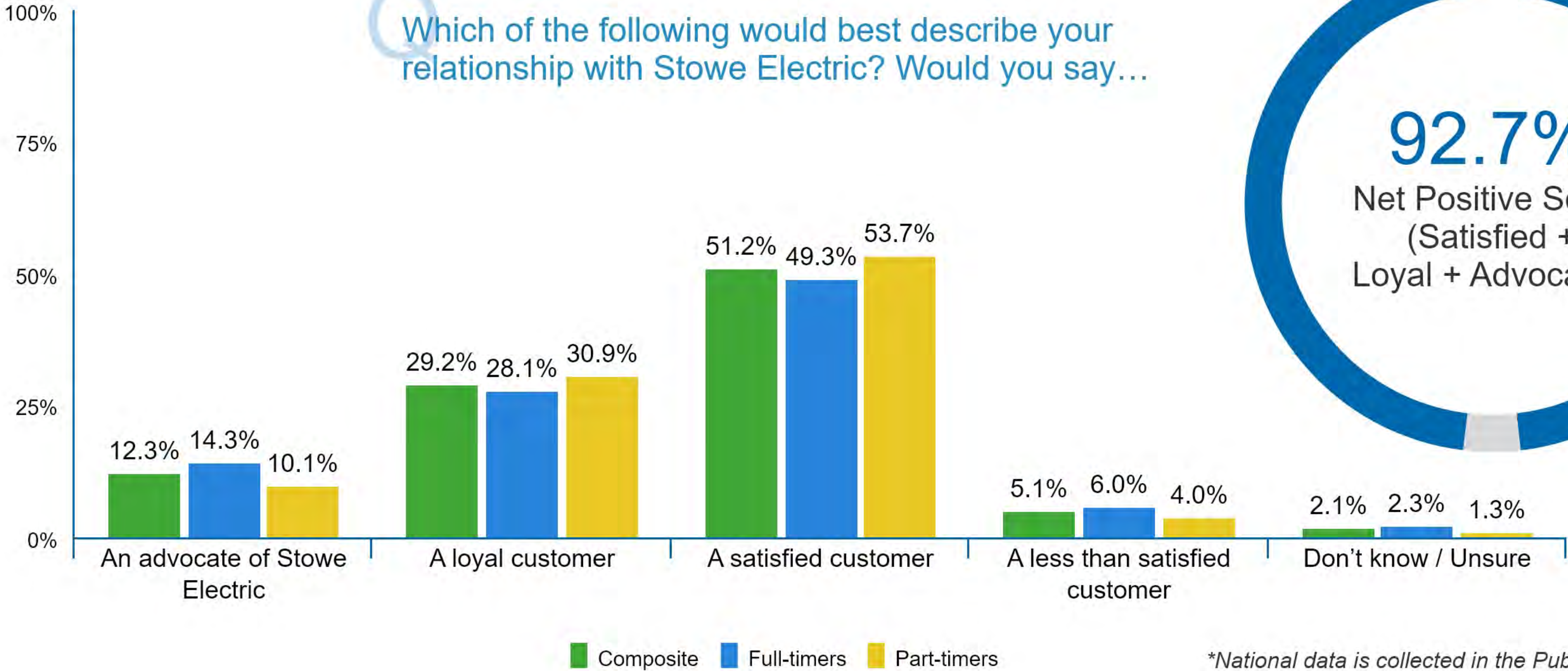
Below is a list of different organizational characteristics. For each one please rate Stowe Electric's service. Please use a scale of one to ten where one is very poor and ten is very good.*

	Composite	Full-timers	Part-timers
Reliable service	91.3%	93.0%	89.8%
Honesty / Integrity	89.1%	89.1%	89.4%
Customer interactions and communication	87.7%	88.5%	87.4%
Helping customers with beneficial electrification	85.2%	84.4%	87.0%
Community Service	83.9%	82.6%	88.5%
Low Income / Assistance Programs	77.2%	73.7%	87.5%
Fair rates	66.3%	60.8%	74.4%
Average	83.8%	82.9%	85.9%

Strong Relationship with Stowe Electric

Stowe Electric's Net Positive Score (NPS) sits at 92.7% in 2023. Stowe's overall NPS was consistent across customer groups and strongly outperforms the national average* of 80.2%.

Which of the following would best describe your relationship with Stowe Electric? Would you say...



compared to the public power national average* of **80.2%**

*National data is collected in the Public Power Data Source

Lower Rates, Better Communication Top-of-Mind

While nothing was immediately top-of-mind for approximately one-quarter of customers when asked for opportunities to improve the relationship with Stowe Electric, two themes emerged among the customers that did offer suggestions - improving rates/payment options and enhancing communications.

Notably, significantly more full-timers desired improve communication / more frequent updates, which may correspond for their ongoing needs throughout a year-long relationship with the utility.

What, if anything, would Stowe Electric need to do to improve the relationship you have with them?*

	Composite	Full-timers	Part-timers
Keep up the good work / doing a good job / none / nothing	41.6%	38.2%	46.3%
Lower / affordable rates	16.4%	18.9%	12.8%
Improve communication / frequent updates	8.3%	11.1%	4.7%
Ease of making payments / more payment options	4.0%	4.6%	3.4%

Customer Quotes...

"Better communication - rates went up without any notification. I was also told that a pole on my property would be replaced over a year ago and it never happened, nor has anyone been in touch to let me know the timeline."

"...We have seen TWO substantial rate increases over the last year. 13% in Aug, 11% in Feb. This is extremely upsetting and we have found our electric bill over \$400 a month for only 2 people living in the home...using very little laundry, lights, water etc."

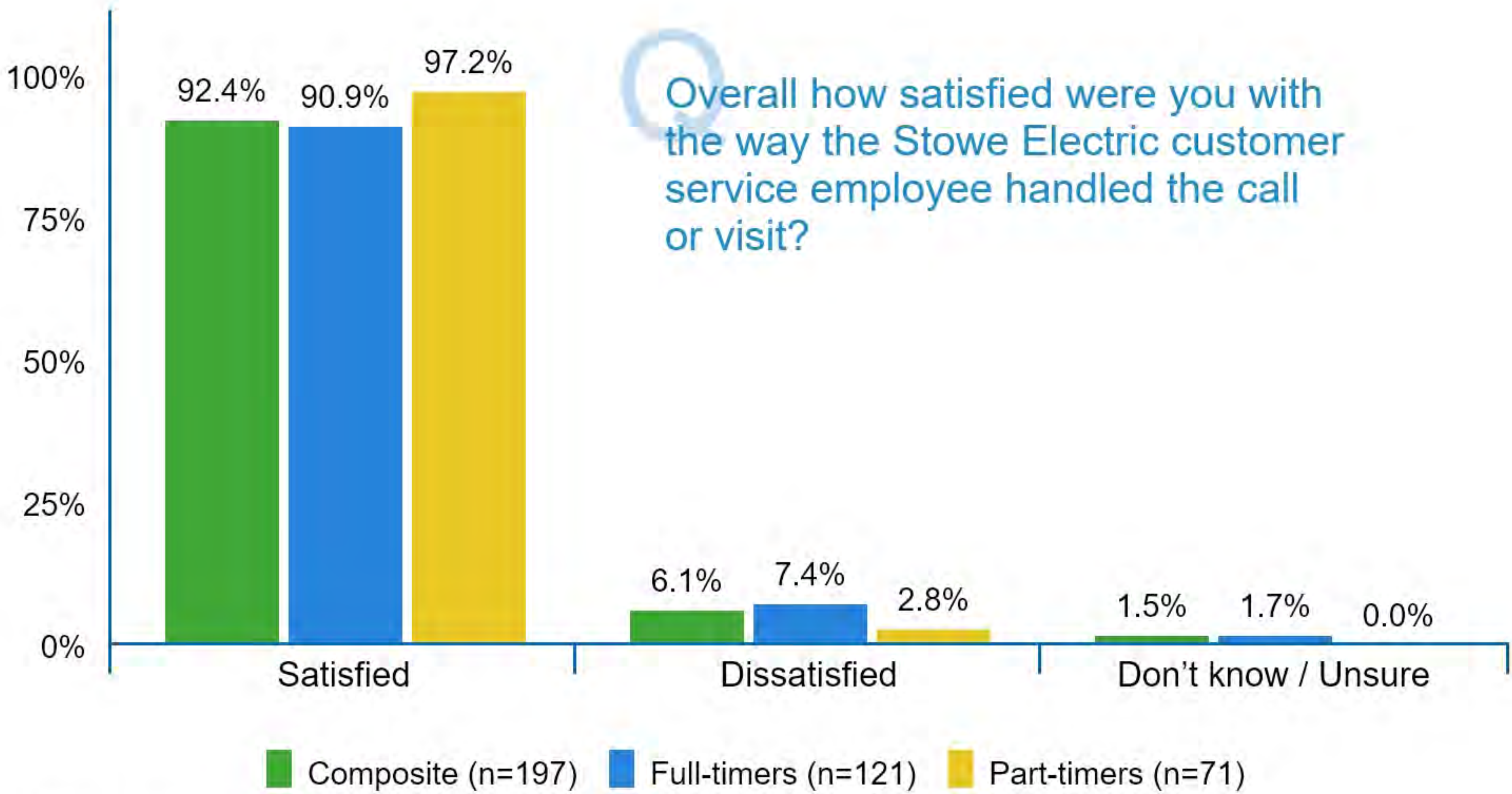







*Open-ended format, top 4 most frequent responses plus shown
 [Dashed box icon] Indicates a statistically significant difference between subgroups at a 95% confidence level.

High Customer Service Satisfaction

Over nine-out-of-ten customers who contacted Stowe Electric were satisfied with how the customer service employee handled the call or visit (8.1 percentage points above the national average**). While still strong, full-time residents were about 6 percentage points less satisfied than part-timers, with more full-timers reaching out regarding an outage.

If you have had a recent interaction with Stowe Electric, please indicate the purpose of the call or visit?*

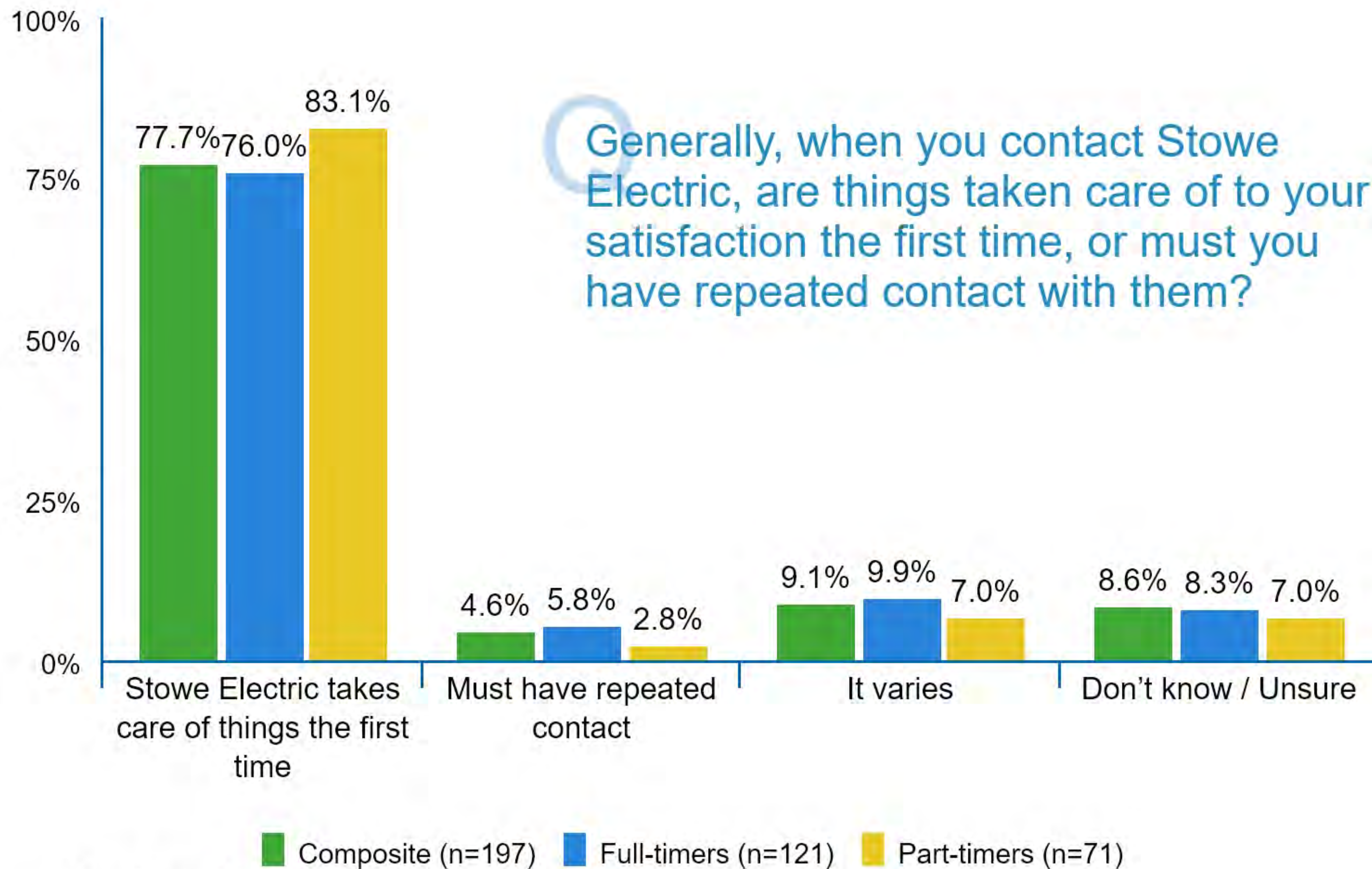


	Composite	Full-timers	Part-timers
<i>Sample size</i>	197	121	71
 Outage	28.4%	31.4%	25.4%
 Pay Bill	15.7%	14.9%	18.3%
 Question on Bill	11.2%	8.3%	15.5%
 Install Service	7.6%	6.6%	9.9%
 Payment Arrangement	7.6%	9.9%	2.8%

*Top 5 most frequent responses shown only
 **National data is collected in the Public Power Data Source

Issues Resolved on First Point of Contact

Over three-quarters of respondents reported that "Stowe Electric takes care of things the first time" when they contact Stowe Electric, while only 4.6% of respondents reported they "must have repeated contact." Of note, the rate of part-timers reporting their issues are taken care of the first time was 7.1 percentage points higher than among full-timers. The primary reason respondents required multiple points of contact with Stowe Electric was for "outages / power surges."



*Top 5 most frequent responses shown only

For what reason(s) did you require multiple points of contact with Stowe Electric?*



Sample Size

Outages / Power Surges

Given inaccurate information / questions not answered

Tree concerns

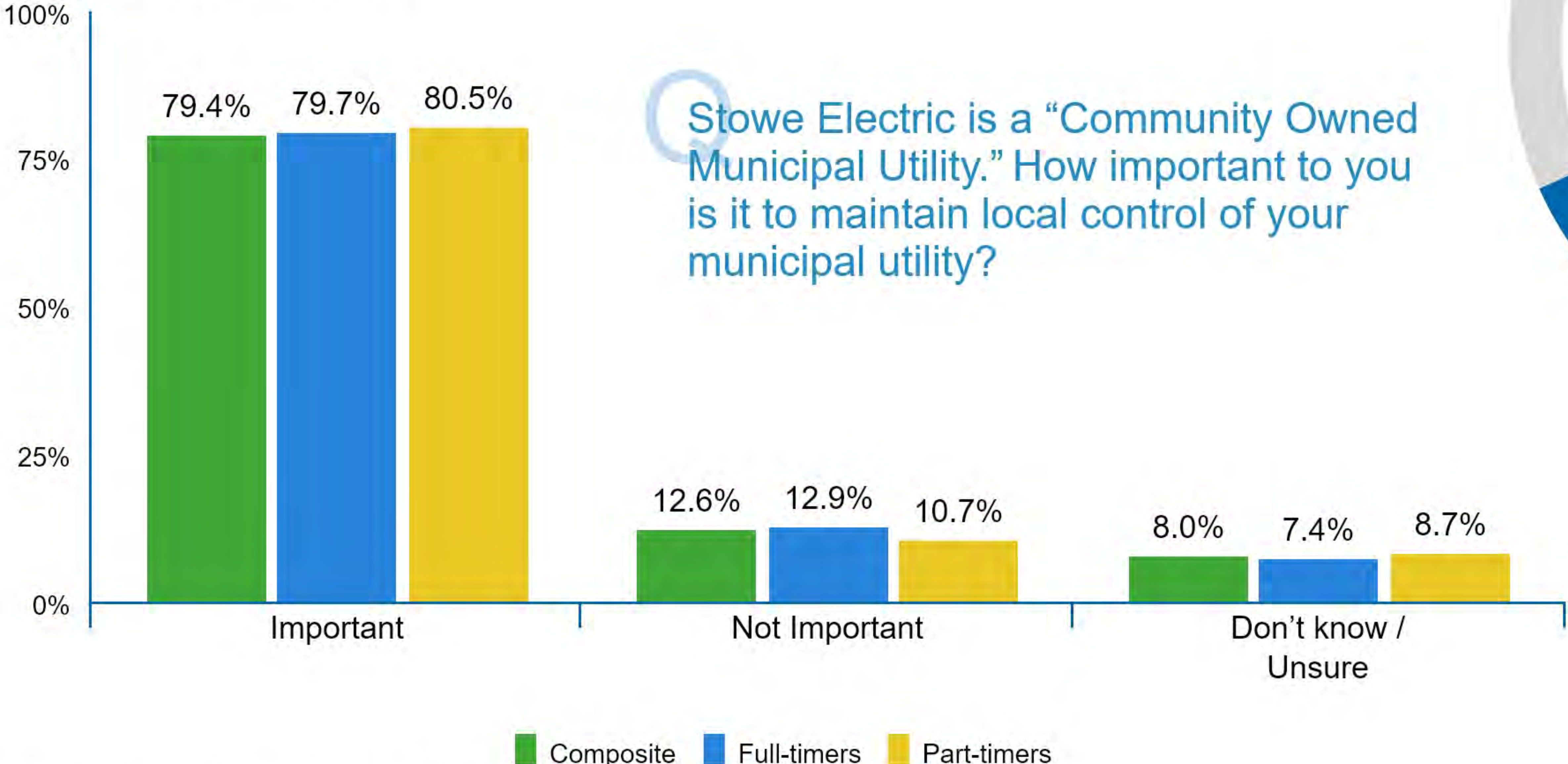
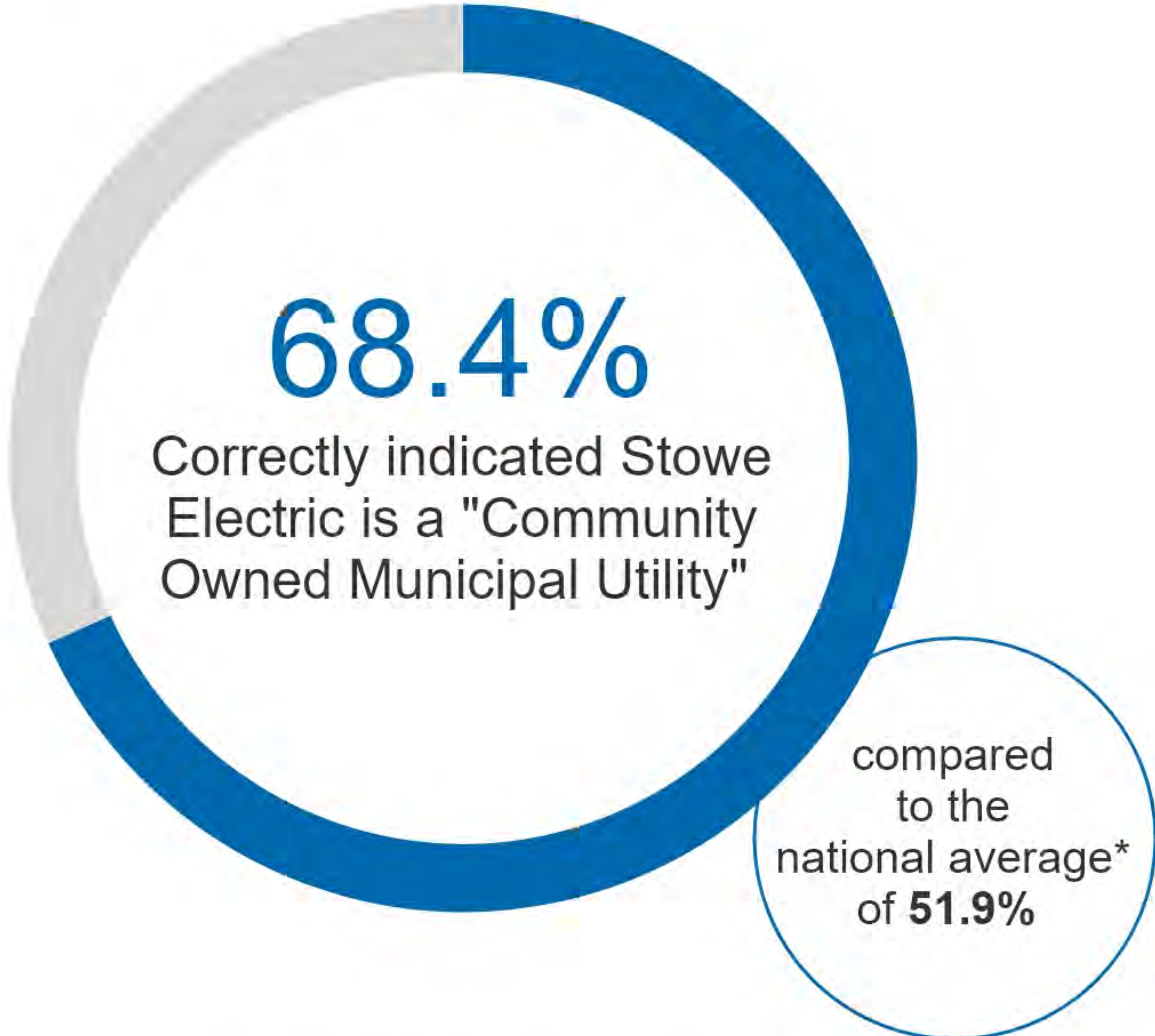
Line issues

Payment portal issues

	Composite	Full-timers	Part-timers
Sample Size	27	19	7
Outages / Power Surges	n=7	n=4	n=3
Given inaccurate information / questions not answered	n=3	n=3	n=0
Tree concerns	n=3	n=3	n=0
Line issues	n=3	n=1	n=2
Payment portal issues	n=2	n=2	n=0

Find Community Ownership Important

Over two-thirds of respondents correctly indicated Stowe Electric is a "Community Owned Municipal Utility." When informed that Stowe Electric is a "Community Owned Municipal Utility," nearly four-fifths of respondents indicated it is important to them to maintain local control of the utility. Of note, more full-timers correctly identified Stowe Electric as a "Community Owned Municipal Utility" than part-timers.




Community Owned Municipal Utility	
Full-timers	Part-timers
72.4%	65.1%

*National data is collected in the Public Power Data Source

Responsiveness to Customers is Beneficial

Nearly three-fifths of respondents indicated a benefit of a public power utility is "responsiveness to customer concerns," while over one-half indicated benefits include the utility "making the best decisions for the community's welfare" and providing "reliable service." However, 13.4% of respondents were unsure of any benefits of public power utilities.

Of note, more full-timers indicated a benefit of public power utilities is "reliable service" than part-timers. Further, more full-timers indicated a benefit of public power utilities is "using renewable energy sources" in comparison with part-timers.

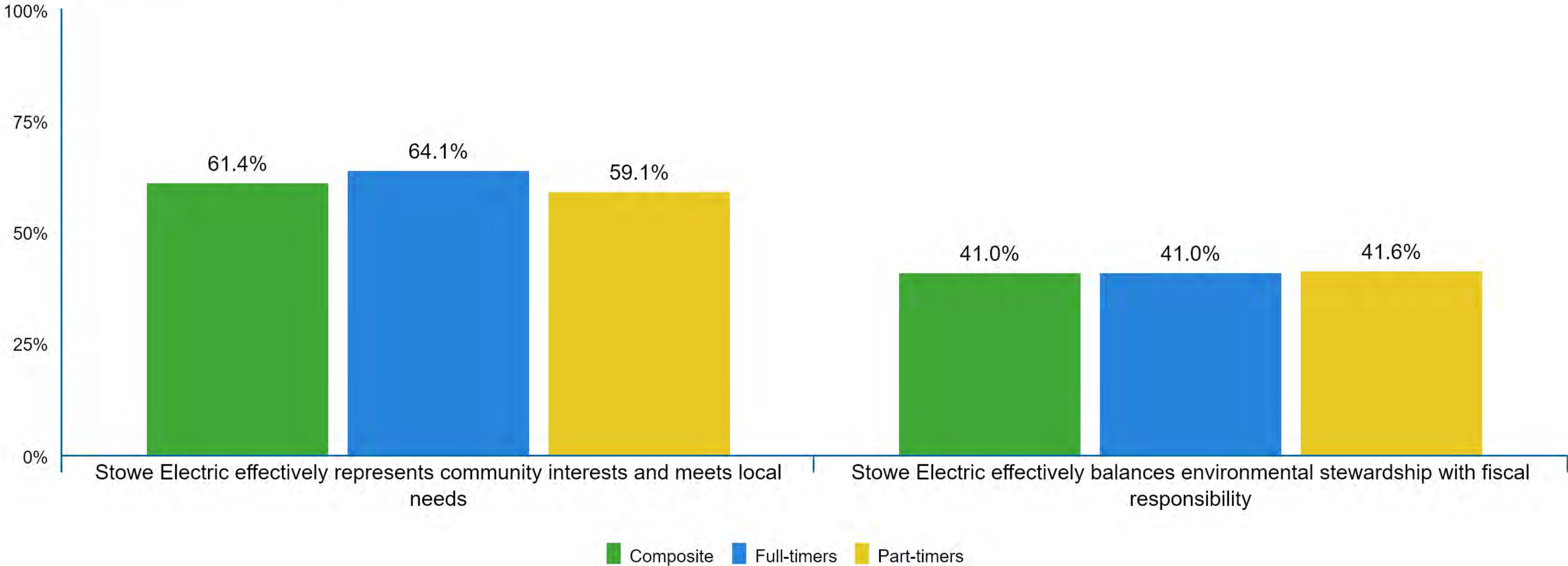
 Indicates a statistically significant difference between subgroups at a 95% confidence level.

What do you believe are some of the benefits of a public power utility?

	Composite	Full-timers	Part-timers
Responsiveness to customer concerns	58.2%	60.8%	54.4%
Making the best decisions for the community's welfare	54.4%	54.4%	55.7%
Reliable service	51.2%	58.1%	40.3%
Local employment/economic development	45.6%	49.3%	41.6%
Greater portion of revenues stay in community	41.8%	45.6%	36.9%
Stable electricity rates	36.2%	36.9%	34.2%
Environmentally responsible	34.6%	36.9%	30.2%
Not-for-profit status	30.8%	30.9%	30.2%
Using renewable energy sources	26.3%	30.4%	20.1%
Don't know / unsure	13.4%	13.4%	14.1%
Other	3.5%	3.7%	2.0%

Perceive Stowe Electric Meets Community Needs

Over three-fifths of respondents agreed that "Stowe Electric effectively represents community interests and meets local needs," while roughly two-fifths agreed that "Stowe Electric effectively balances environmental stewardship with fiscal responsibility." Of note, more full-timers agreed that "Stowe Electric represents community interests and meets local needs" than part-timers.



Email Preferred for Routine Communication


Three-quarters of respondents indicated they would prefer to receive routine communication through email, while over one-out-of-ten reported a preference for receiving this information through a "bill stuffer." Of note, more part-timers reported a preference for receiving routine communication by email than full-timers, while more full-timers reported a preference for receiving this information through bill stuffers than part-timers.

How would you prefer to receive routine communication, such as information about programs, services or billing, from Stowe Electric?

	Composite	Full-timers	Part-timers
Email	75.1%	70.0%	83.9%
Bill stuffer	11.3%	15.7%	4.0%
Utility newsletter	3.2%	2.8%	4.0%
Utility website	2.4%	2.3%	2.7%
Text message	2.1%	2.3%	2.0%
I do not care to receive information	2.1%	1.8%	2.0%
Newspaper	1.1%	1.4%	0.7%
Social media (ex Facebook, Twitter, YouTube, etc)	1.1%	1.8%	0.0%
Other	0.8%	0.9%	0.7%
Don't know / Unsure	0.8%	0.9%	0.0%

Preferred Communication by Age Segment

	Sample size	Bill stuffer	Email
25 to 34	7	0.0%	71.4%
35 to 44	35	8.6%	82.9%
45 to 54	58	5.2%	82.8%
55 to 64	96	8.3%	71.9%
65 or older	167	14.4%	74.9%

 Indicates a statistically significant difference between subgroups at a 95% confidence level.

Text Preferred for Emergency Communication


Over three-fifths of respondents indicated they would prefer to receive information about outages and emergencies through text messages, while nearly one-quarter reported a preference for receiving this information through e-mails. Of note, more part-timers reported a preference for receiving information about outages and emergencies by text message than full-timers.

How would you prefer to receive information about outages and emergencies from Stowe Electric?

	Composite	Full-timers	Part-timers
Text message	61.7%	58.1%	68.5%
Email	24.7%	24.4%	24.8%
Automated phone call	6.7%	7.8%	4.7%
Utility website	2.1%	2.8%	1.3%
Social media (ex Facebook, Twitter, YouTube, etc)	1.6%	2.8%	0.0%
Mobile app	1.1%	1.4%	0.7%
Don't know / Unsure	1.1%	1.4%	0.0%
Other	0.8%	1.4%	0.0%
I do not care to receive information	0.3%	0.0%	0.0%

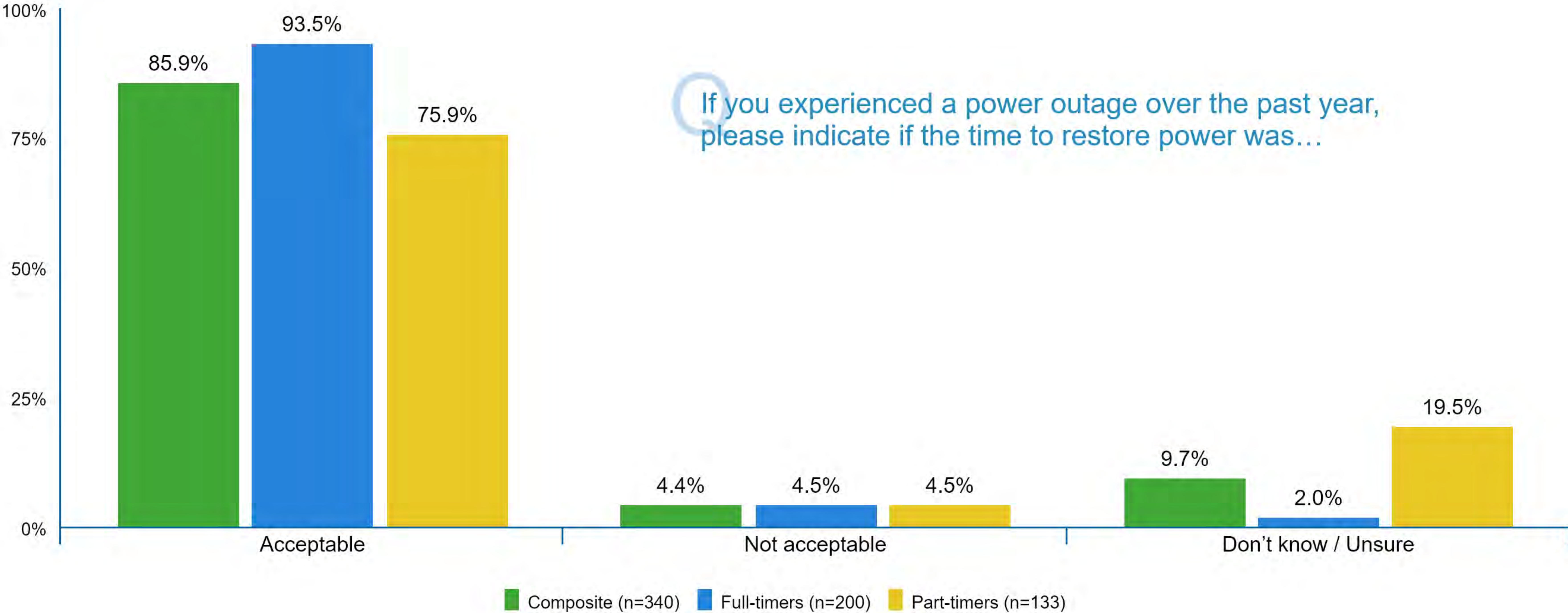
Preferred Communication by Age Segment

	Sample size	Text message	Email
25 to 34	7	71.4%	14.3%
35 to 44	35	57.1%	37.1%
45 to 54	58	62.1%	29.3%
55 to 64	96	77.1%	9.4%
65 or older	167	55.1%	29.3%

 Indicates a statistically significant difference between subgroups at a 95% confidence level.

High Acceptance of Power Restoration Efforts

Of those respondents who reported experiencing a power outage in the past year, over four-fifths reported the time to restore power was acceptable. Of note, more full-timers reported their time to restore power as "acceptable" than part-timers.

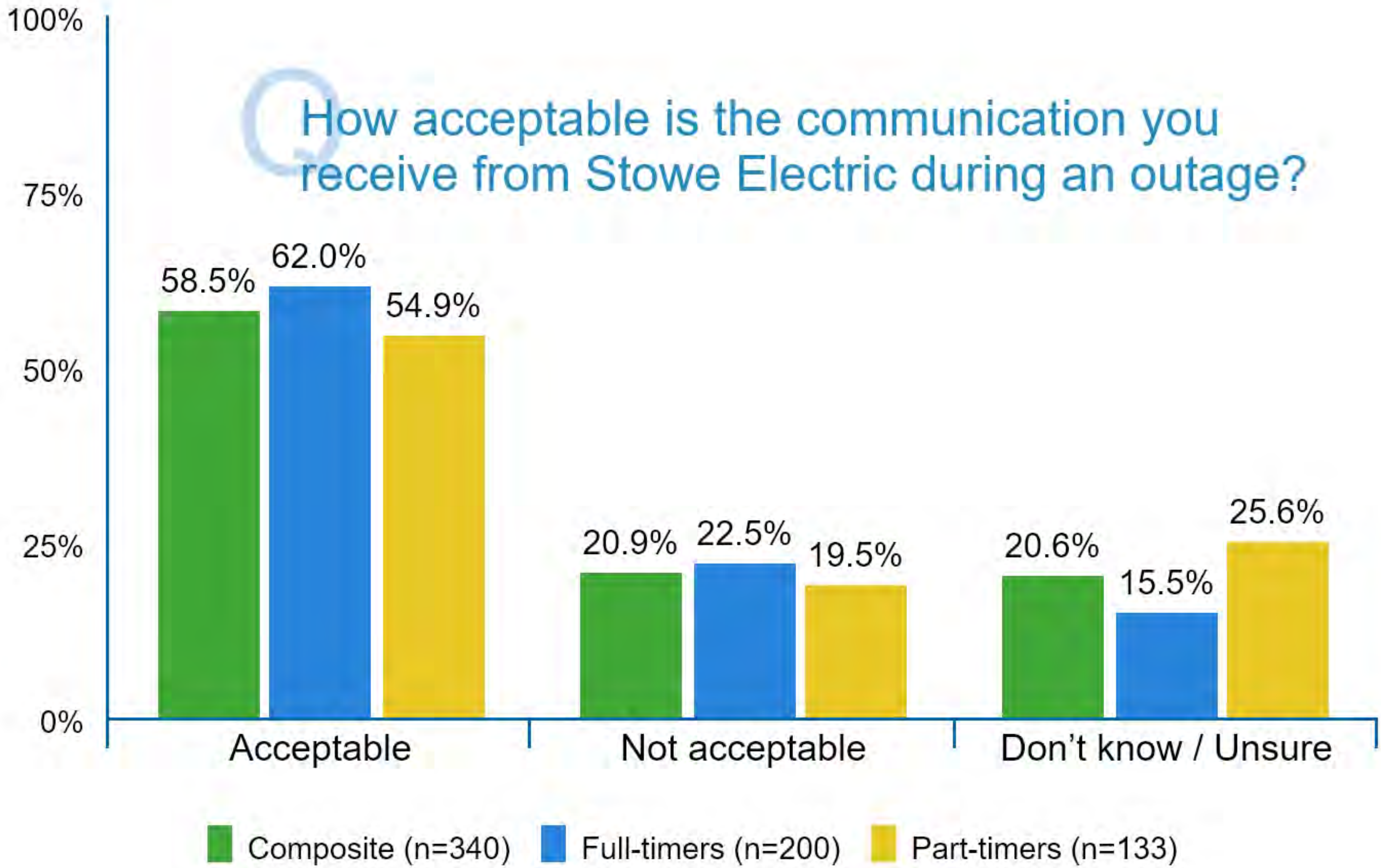


If you experienced a power outage over the past year, please indicate if the time to restore power was...

Some Find Outage Communication Acceptable

Of those respondents who reported experiencing an outage in the past year, nearly three-fifths indicated the communication they received from Stowe Electric during the outage was acceptable, with more full-timers finding this communication acceptable than part-timers. Among those who indicated the communication they receive from Stowe Electric during an outage is not acceptable, over three-fifths indicated this is because "no communication provided," while over one-tenth reported they "have to call in for updates."

How acceptable is the communication you receive from Stowe Electric during an outage?



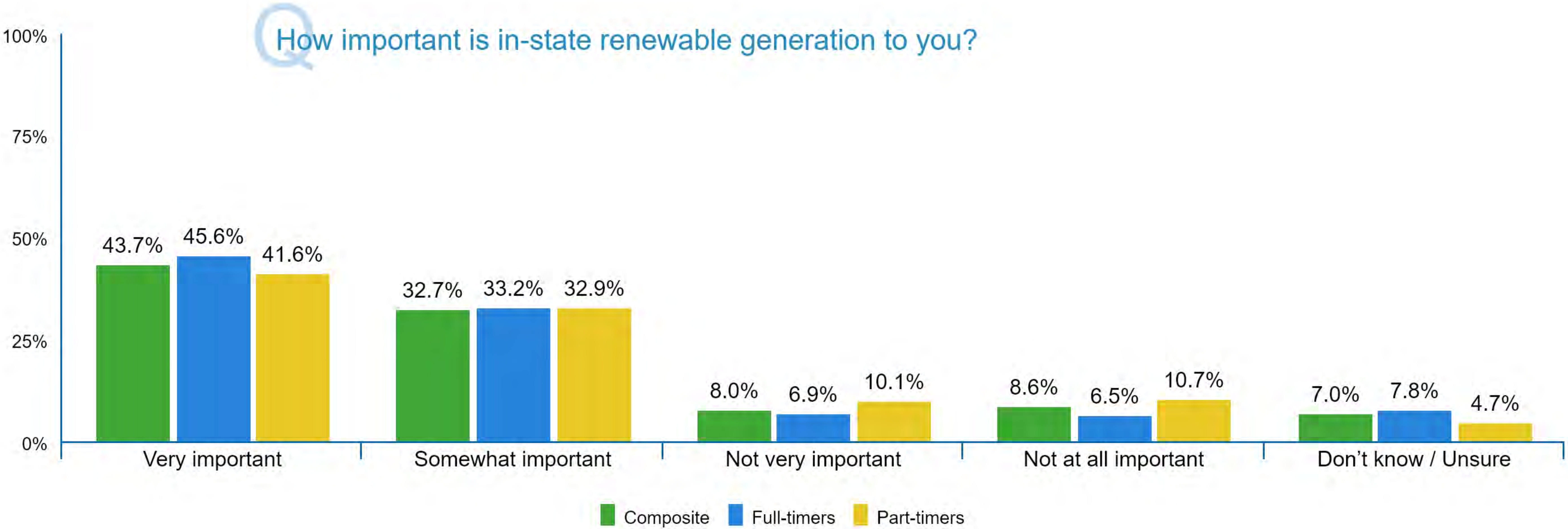
Indicates a statistically significant difference between subgroups at a 95% confidence level.

Why do you believe the communication you receive from Stowe Electric during an outage is not acceptable?

	Composite	Full-timers	Part-timers
Sample size	71	45	26
No communication provided	63.4%	55.6%	76.9%
Have to call in for updates	11.3%	17.8%	0.0%
Need to provide text message updates	8.5%	8.9%	7.7%
Given inaccurate information / questions not answered	7.0%	8.9%	3.8%
Too much uncertainty / slow response time	5.6%	4.4%	7.7%
Other	2.8%	2.2%	3.8%
Rely too much on social media	1.4%	2.2%	0.0%

In-State Renewable Generation Matters

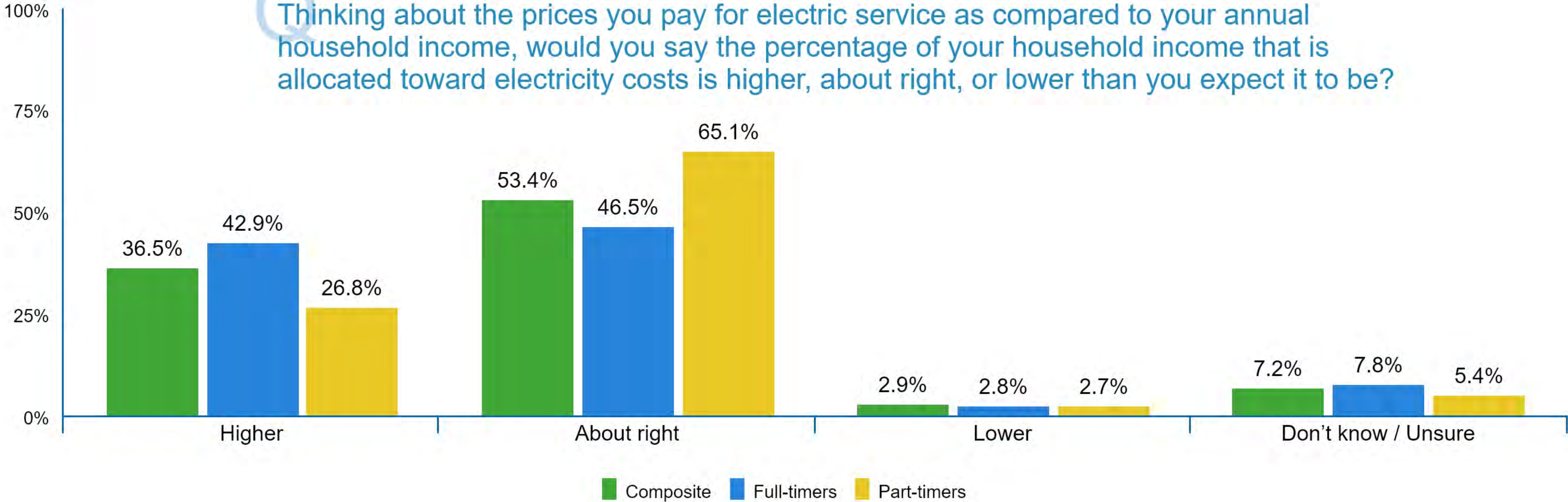
Over three-quarters of respondents reported in-state renewable generation is important to them, with 43.7% reporting it being "very important" and 32.7% reporting it being "somewhat important." Of note, slightly more full-timers reported in-state renewable generation is important to them than part-timers.



Find Electric Service Costs 'About Right'

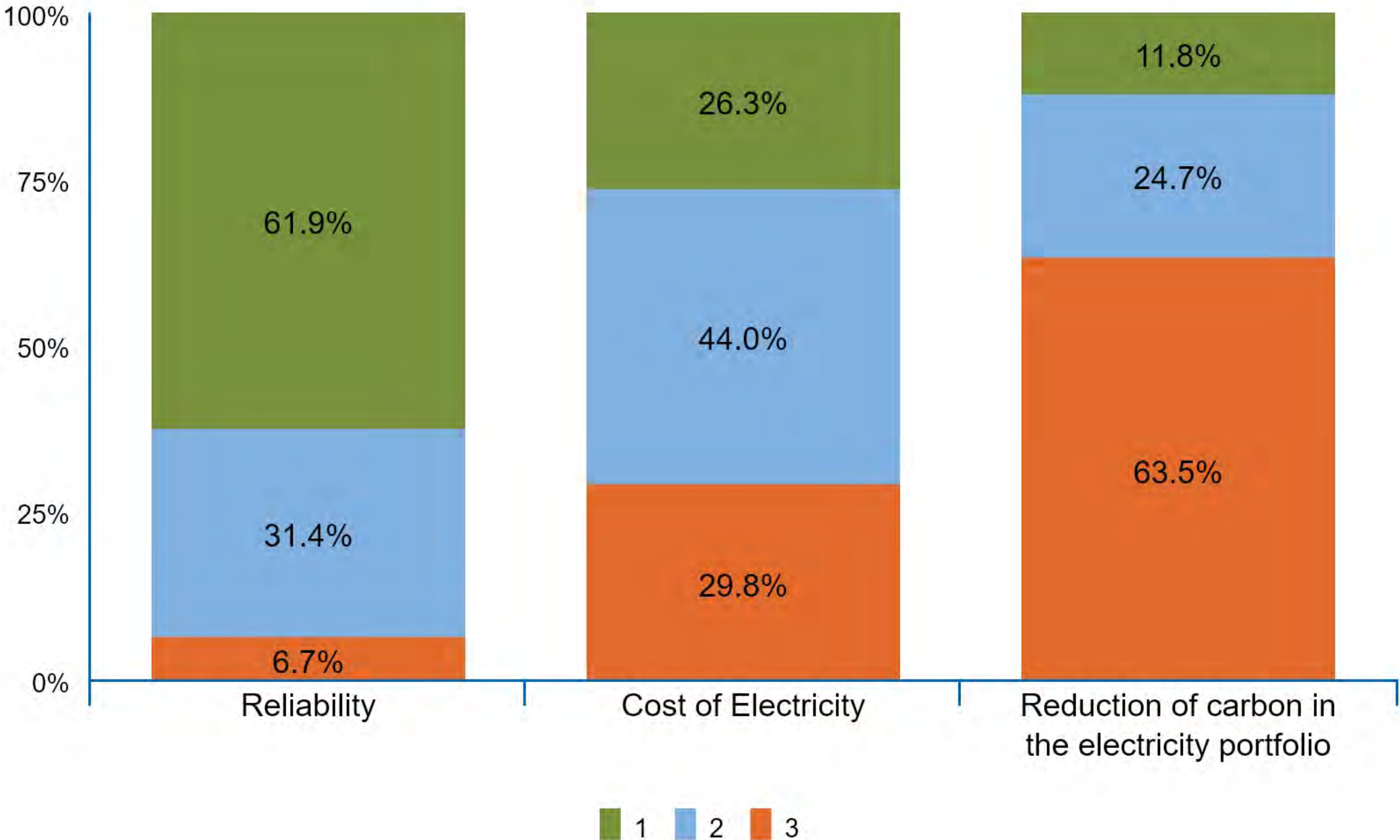
When thinking about the prices they pay for electric service compared with their annual household income, over one-half indicated they feel the percentage of their household income that is allocated toward electricity costs is "about right," while over one-third indicated it is "higher" than they expect it to be. Of note, more full-timers indicated the percentage of their household income that is allocated toward electricity costs is "higher" than expected in comparison with part-timers.

Thinking about the prices you pay for electric service as compared to your annual household income, would you say the percentage of your household income that is allocated toward electricity costs is higher, about right, or lower than you expect it to be?



Reliability Ranked Most Important

Municipal utilities are directly accountable to customers and take customer desires into account in their long-term planning. When it comes to your local electrical service, please rank the following three topics from most important to least important:

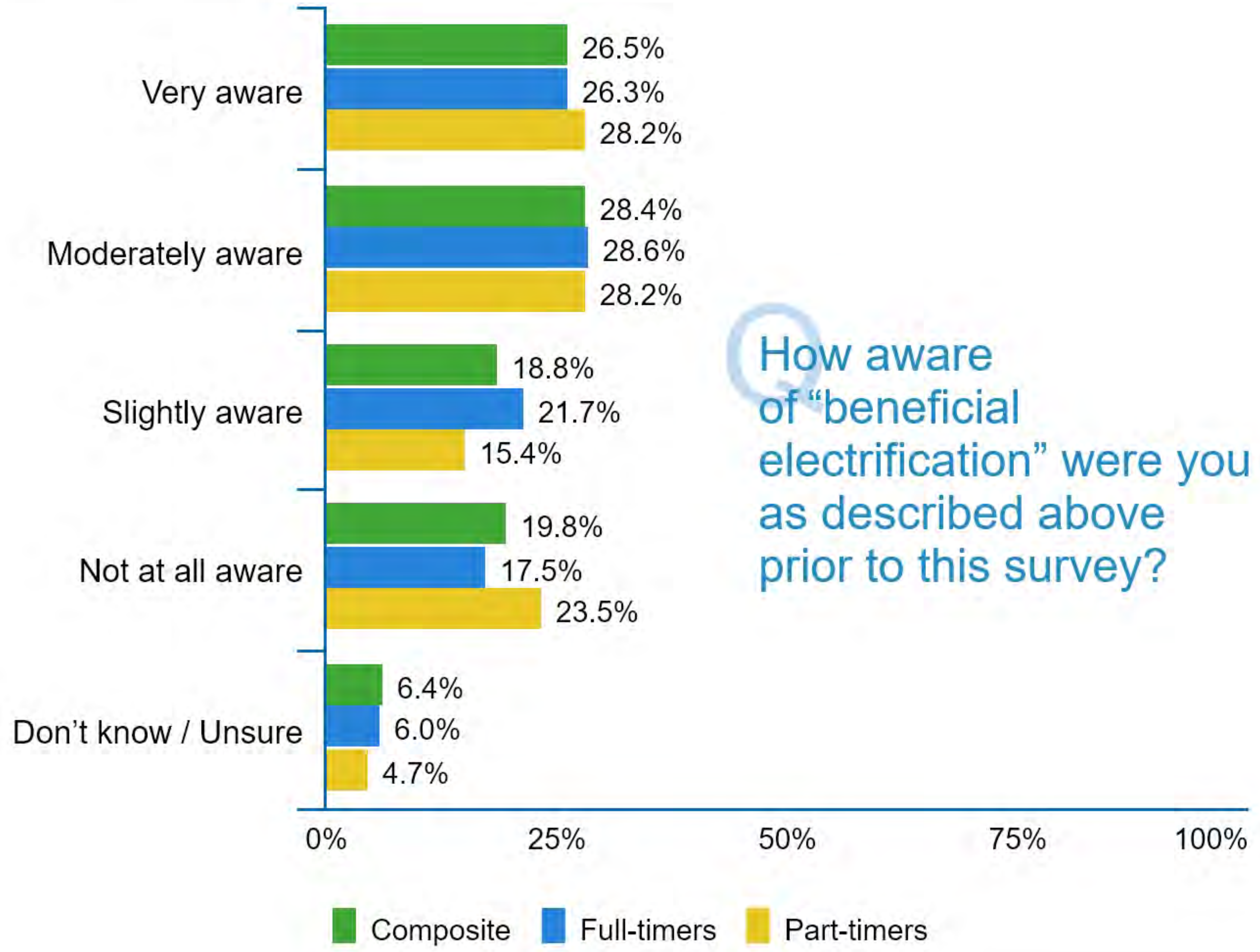


When asked to rank several aspects of their electric service, over three-fifths of respondents ranked "reliability" first in priority, and over three-out-of-ten ranked "reliability" second in priority. Over one-quarter ranked "cost of electricity" first in priority, with over two-fifths ranking "cost of electricity" second in priority.

Of note, over three-fifths ranked "reduction of carbon in the electricity portfolio" third in priority.

Some Aware of Beneficial Electrification

More than one-half of respondents, 56.4%, respondents reported being either "very aware" (26.5%) or "moderately aware" (28.4%) of beneficial electrification prior to the survey. Over three-fifths of respondents agreed that "Beneficial electrification will help me reduce my environmental impact," while nearly two-fifths agreed that "Beneficial electrification will help me save money overall."



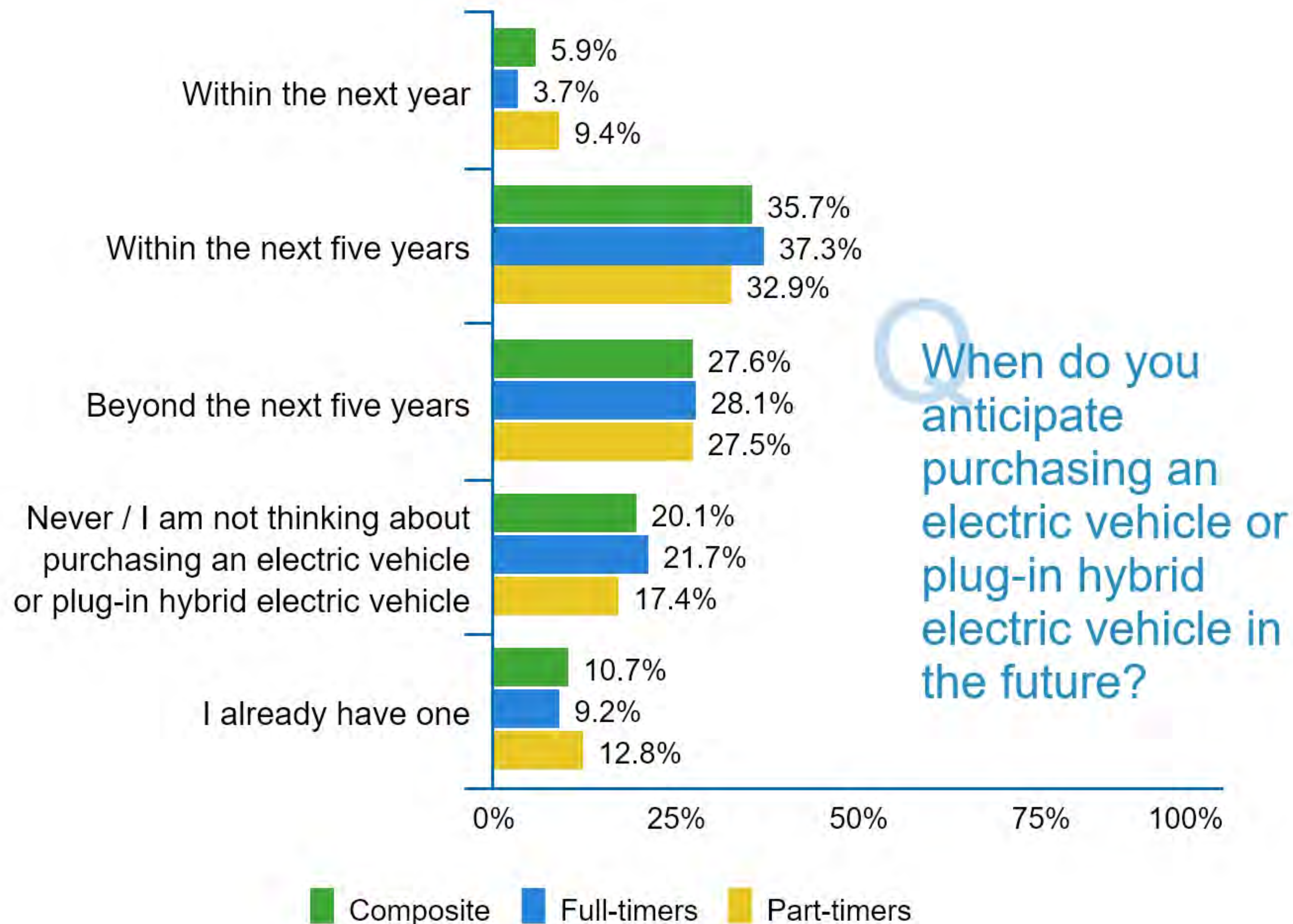
Below is a list of statements regarding "beneficial electrification." For each, please state your agreement using a scale of one to ten where one (1) is "strongly agree" and ten (10) is "strongly disagree."*

	Composite	Full-timers	Part-timers
"Beneficial electrification" will help me save money overall	38.3%	39.6%	36.9%
"Beneficial electrification" will help me reduce my environmental impact	61.9%	61.3%	64.4%

*Total "agree" responses shown


Anticipate EV or Hybrid Vehicle Purchase

Over two-fifths of respondents reported plans to purchase an electric vehicle "within the next year" or "within the next five years," while over one-quarter reported plans to purchase an electric vehicle "beyond the next five years." Of the one-fifth of respondents who reported they are not thinking of purchasing an electric vehicle, over one-half indicated this is because of their "limited range / distance per charge," while over one-third indicated this is due to their "long charge time."



Why are you not considering purchasing an electric vehicle or plug-in hybrid electric vehicle in the future? (Select all that apply)*

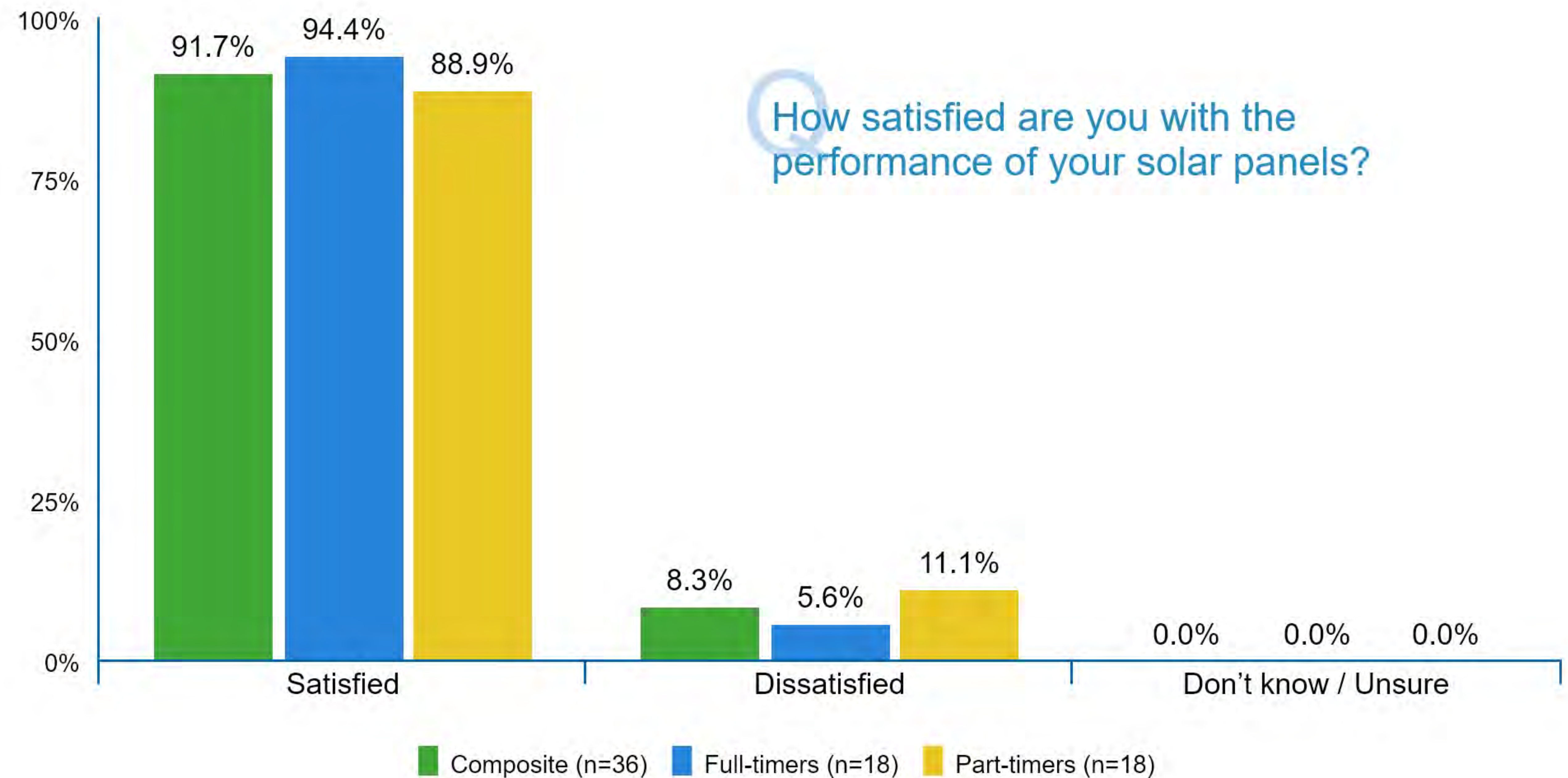
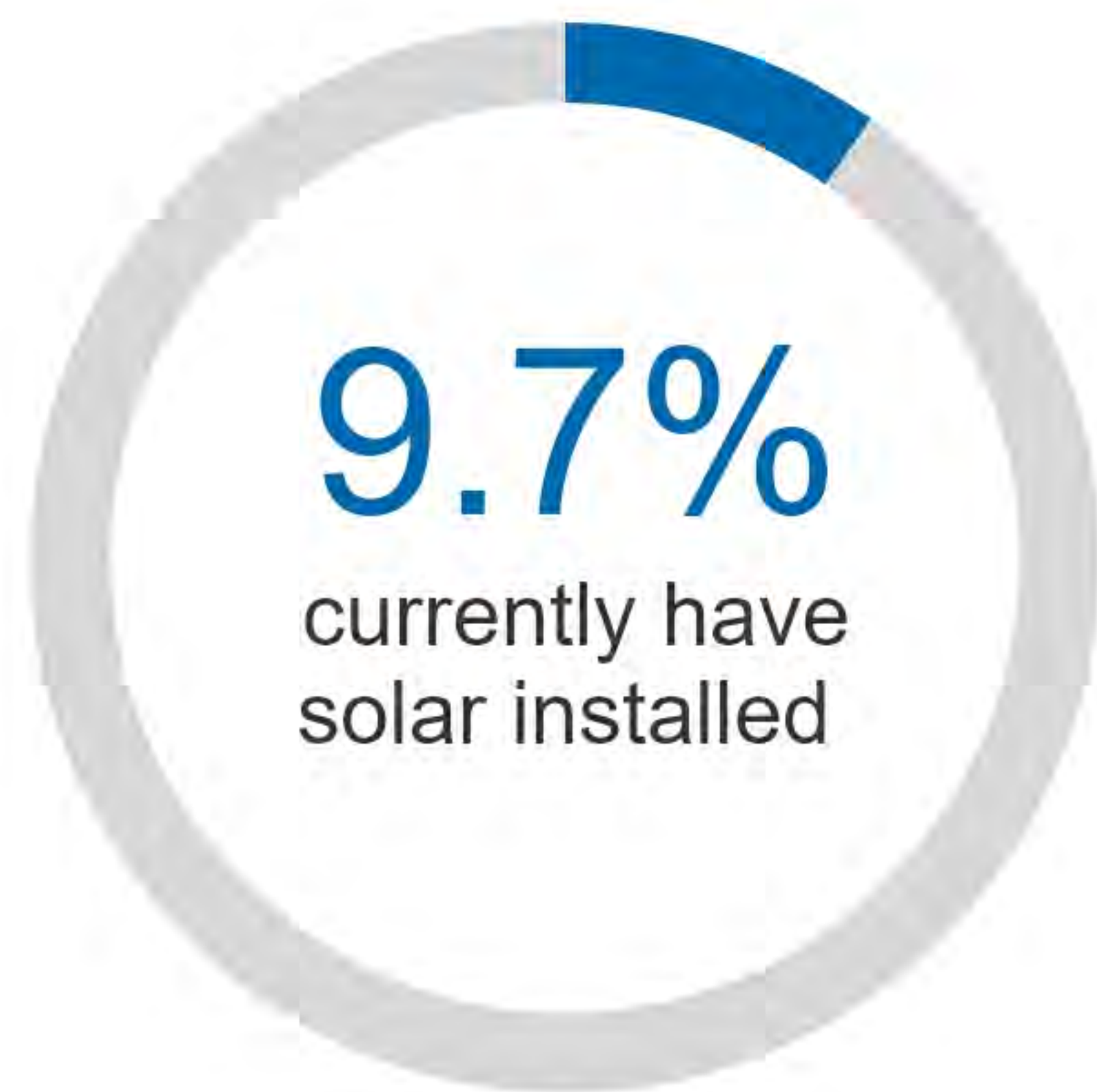
	Composite	Full-timers	Part-timers
Sample size	75	47	26
Limited range / distance per charge	52.0%	53.2%	53.8%
Long charge time	37.3%	38.3%	38.5%
Higher initial cost to purchase	33.3%	42.6%	19.2%
Low availability of recharge stations	30.7%	31.9%	30.8%
Reliability	17.3%	19.1%	15.4%
I don't know enough about electric vehicles	14.7%	17.0%	11.5%

 Indicates a statistically significant difference between subgroups at a 95% confidence level.

*Top 6 responses shown

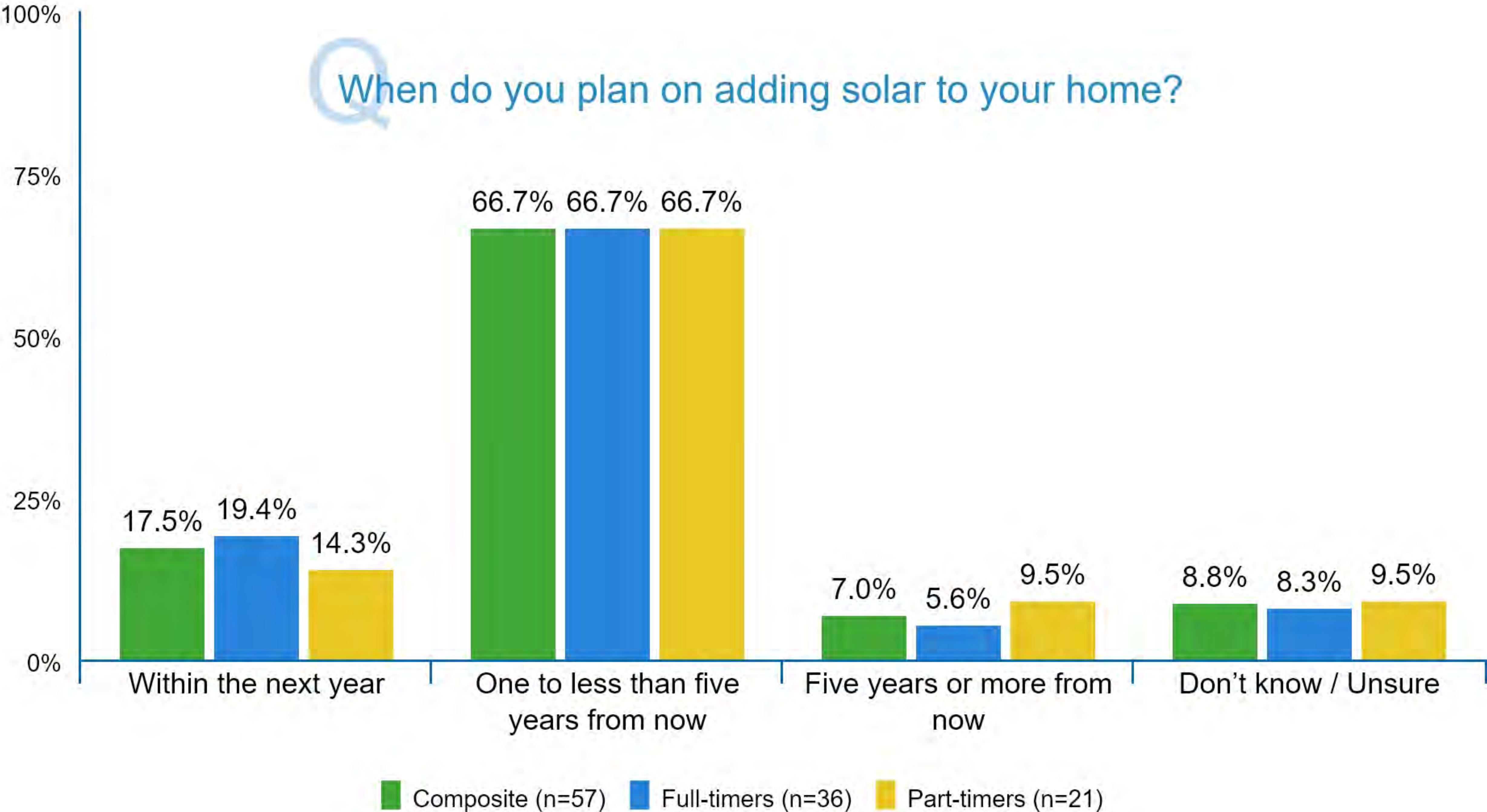
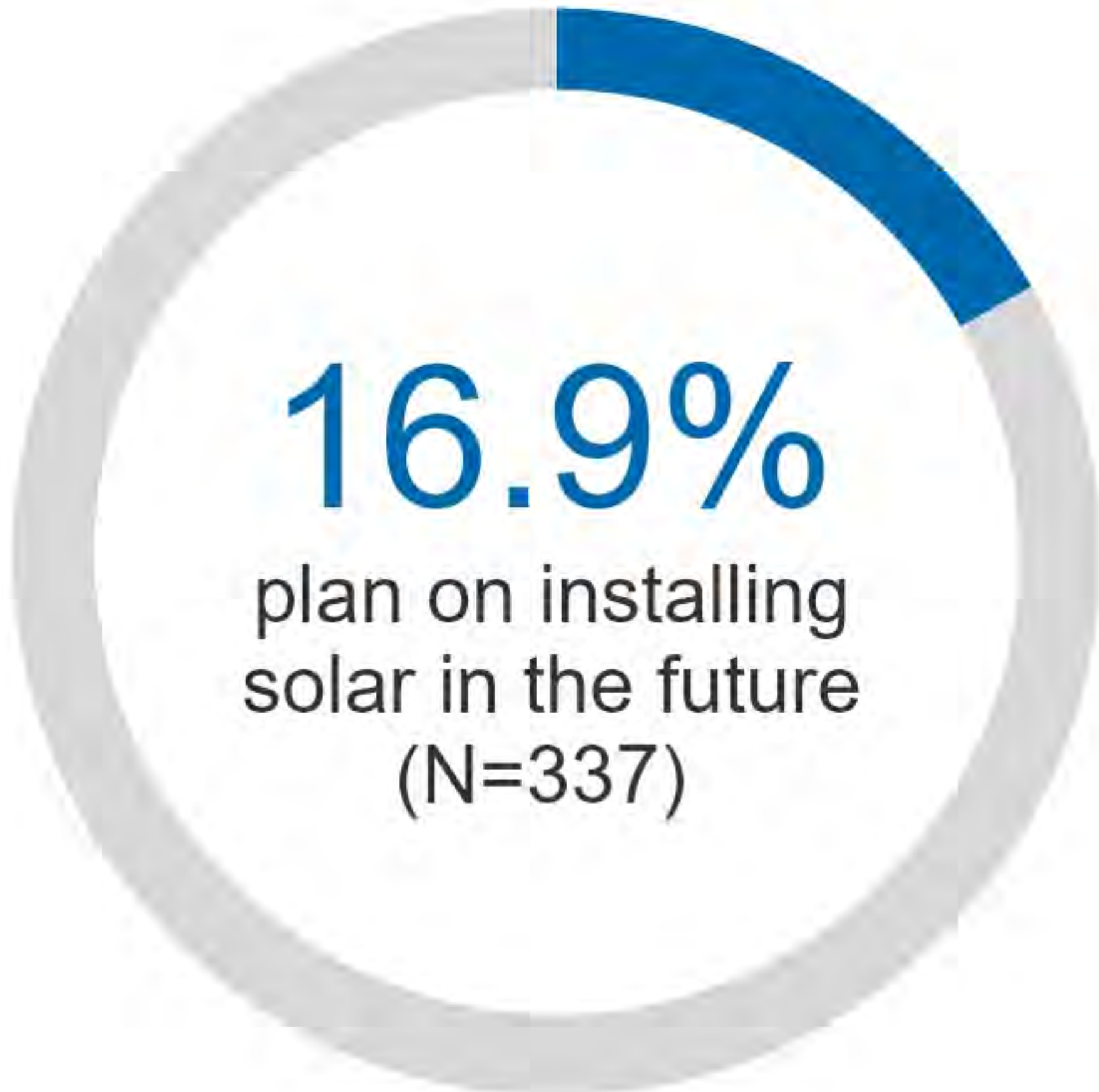
Few Have Installed Solar Panels at Home

Less than one-out-of-ten respondents reported they currently have solar panels installed at their household. Of those respondents, over nine-out-of-ten reported being satisfied with the performance of their solar panels. Of note, more part-timers reported being satisfied with the performance of their solar panels than full-timers.



Low Interest in Installing Solar Power

Of those who do not currently have solar panels installed, roughly one-out-of-six reported plans to install solar in the future. Of note, among respondents who plan to install solar in the future, two-thirds reported plans to do so "one to less than five years from now," while nearly one-fifth reported plans to add solar "within the next year."



Practicality and Cost Detering Solar Installation


Among respondents who reported they do not have plans to add solar to their home, one-fifth indicated this is because there is "not enough exposure / not feasible."

Others indicated they do not plan to add solar to their home because of the "cost / financial situation," they live in a "condo / townhouse," or the "poor return on investment / not cost effective."

For what reason(s) do you not plan to add solar to your home?*

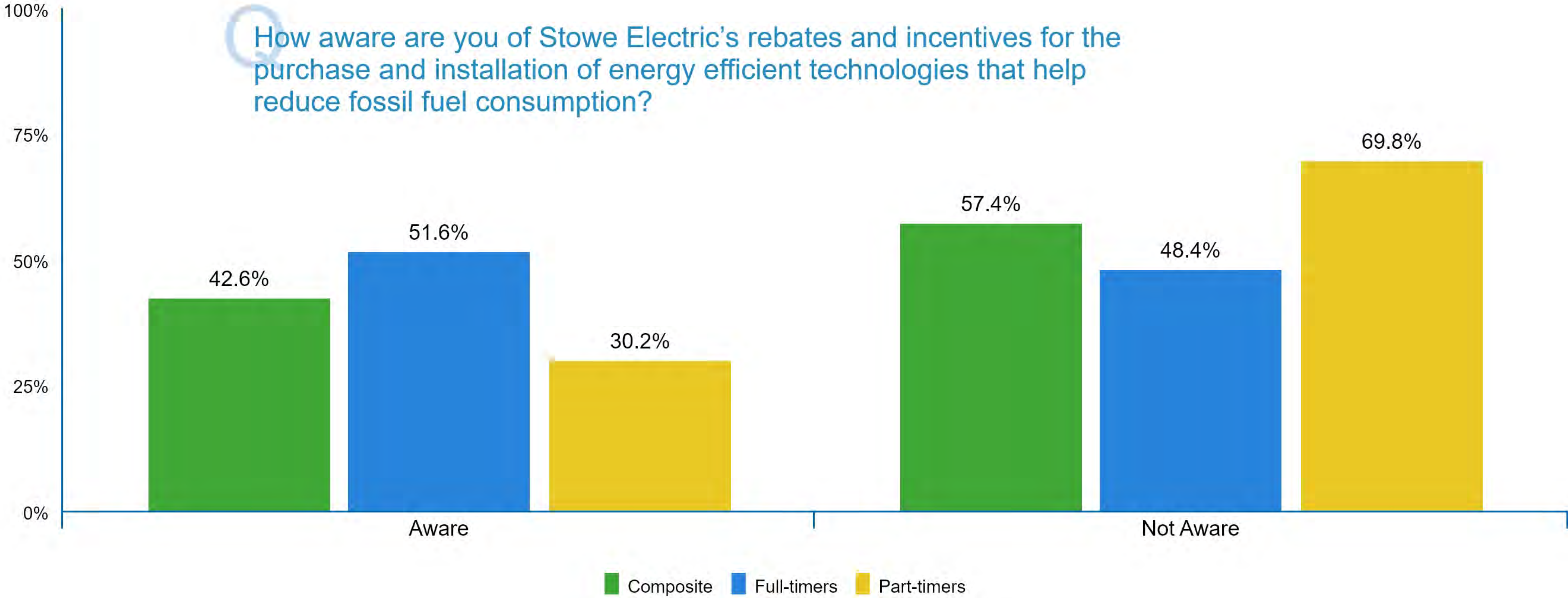
	Composite	Full-timers	Part-timers
Sample size	158	98	58
Not enough exposure / not feasible	20.3%	24.5%	13.8%
Cost / financial situation	15.2%	16.3%	13.8%
Condo / townhouse	13.9%	9.2%	22.4%
Poor return on investment / not cost effective	12.0%	11.2%	13.8%
Renter	9.5%	14.3%	1.7%
Not interested / don't want it	8.2%	8.2%	8.6%
Roof issues / design	3.2%	3.1%	3.4%
No real impact on the environment	3.2%	2.0%	5.2%
Don't use enough electricity	2.5%	3.1%	1.7%

*Top 9 responses shown

 Indicates a statistically significant difference between subgroups at a 95% confidence level.

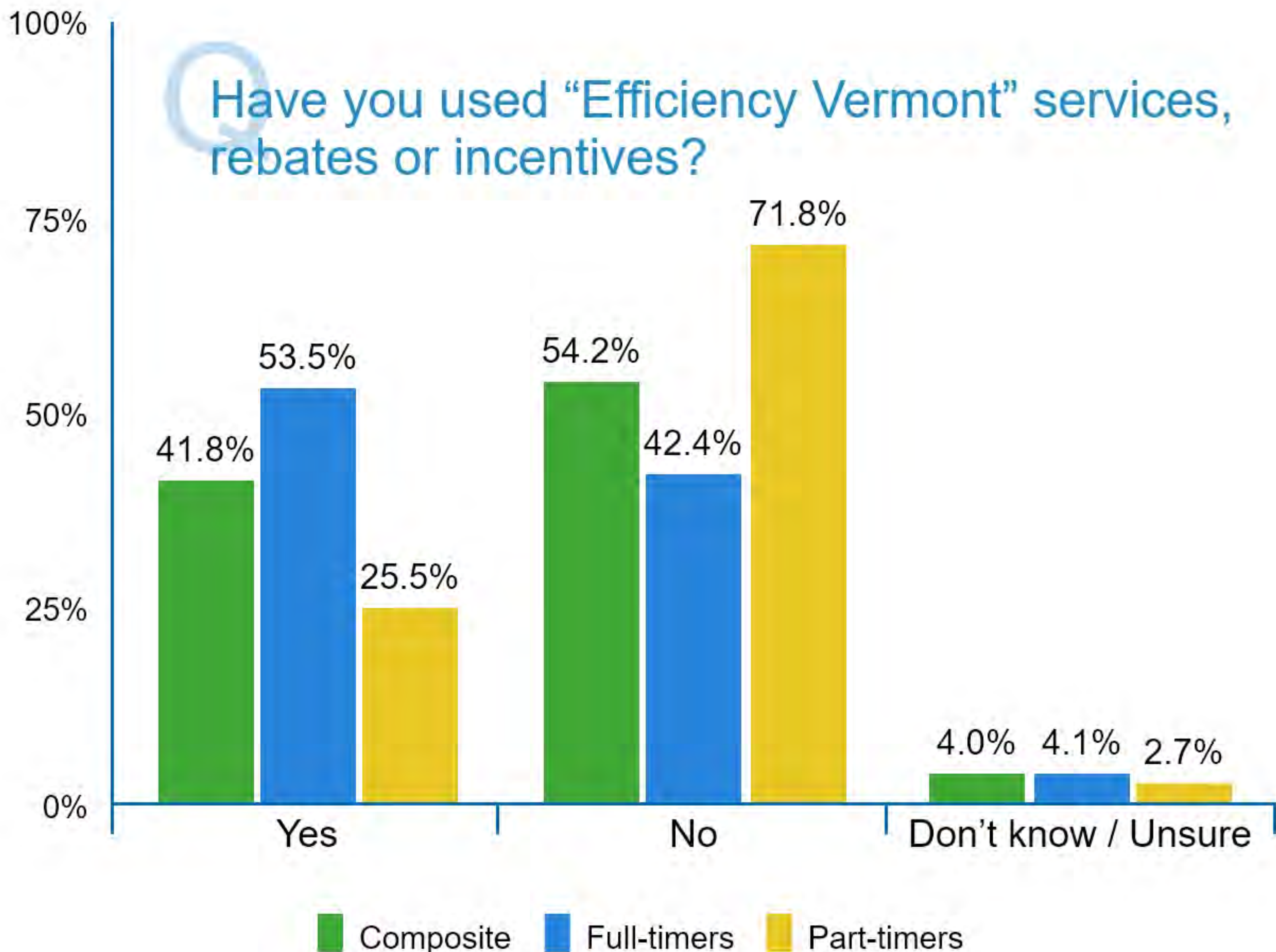
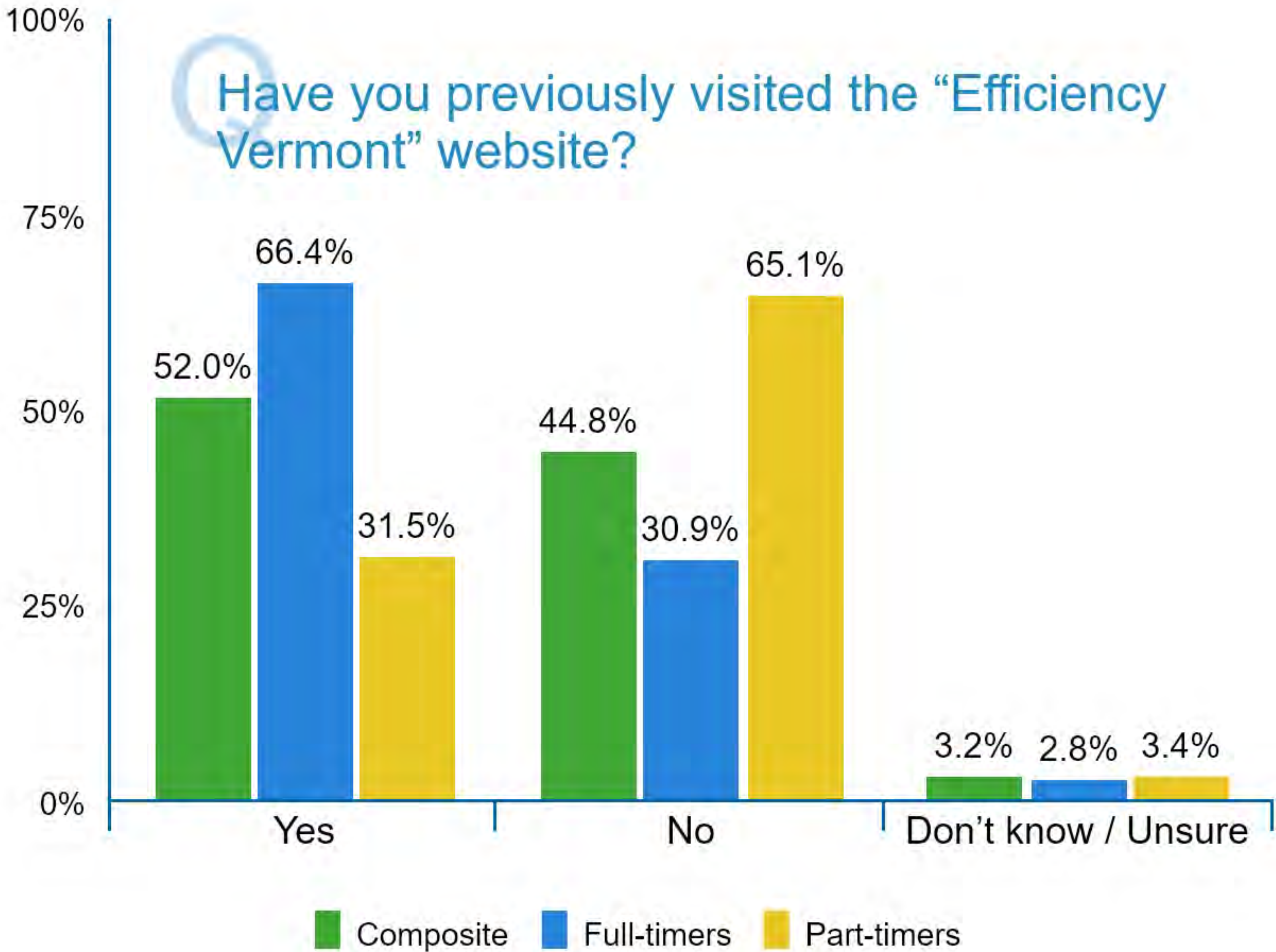
Some Aware of Rebates and Incentives

Over two-fifths of respondents reported being aware of Stowe Electric's rebates and incentives for the purchase and installation of energy efficient technologies that help reduce fossil fuel consumption. Of note, more full-timers reported being aware of these rebates and incentives than part-timers.



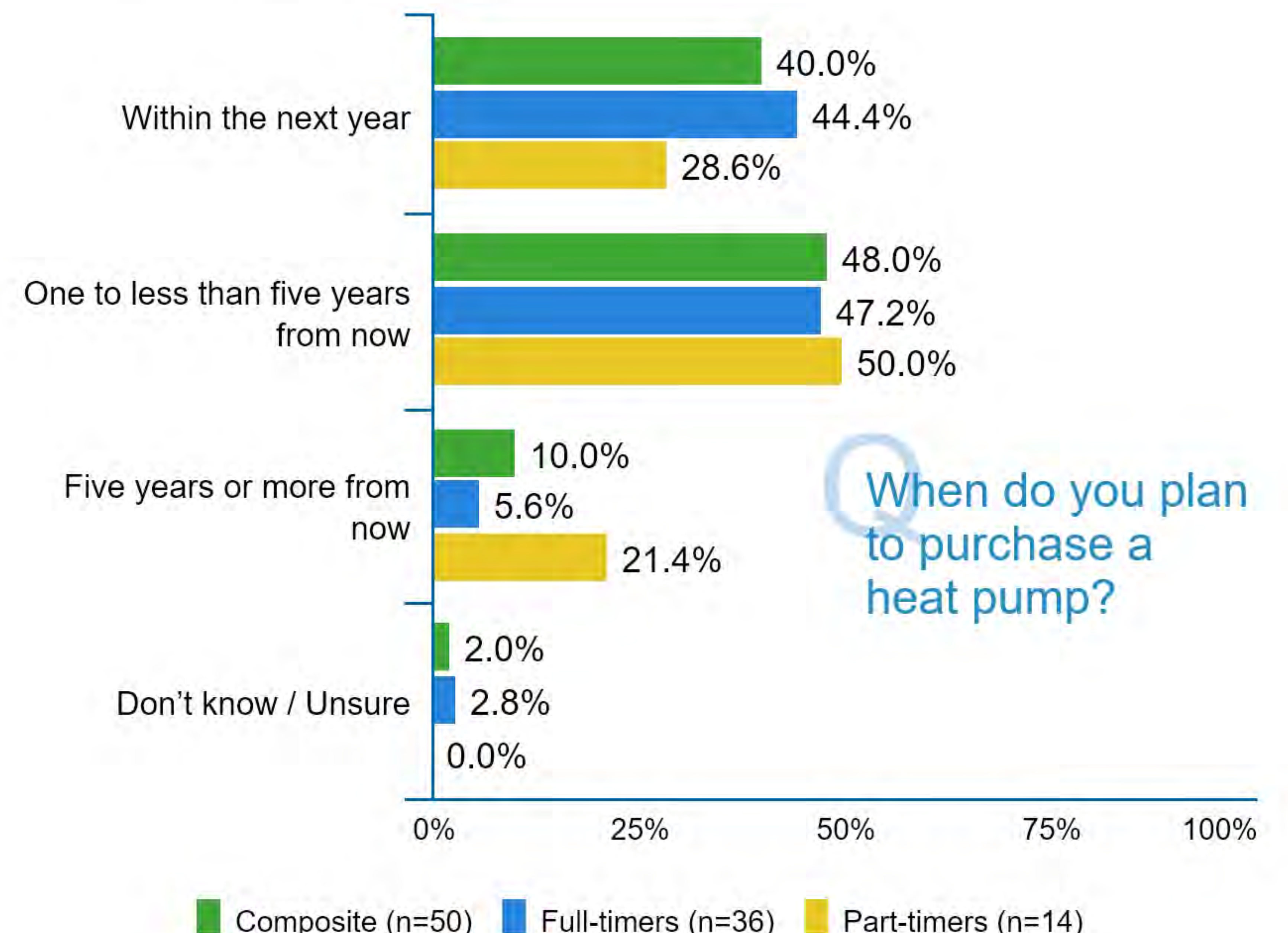
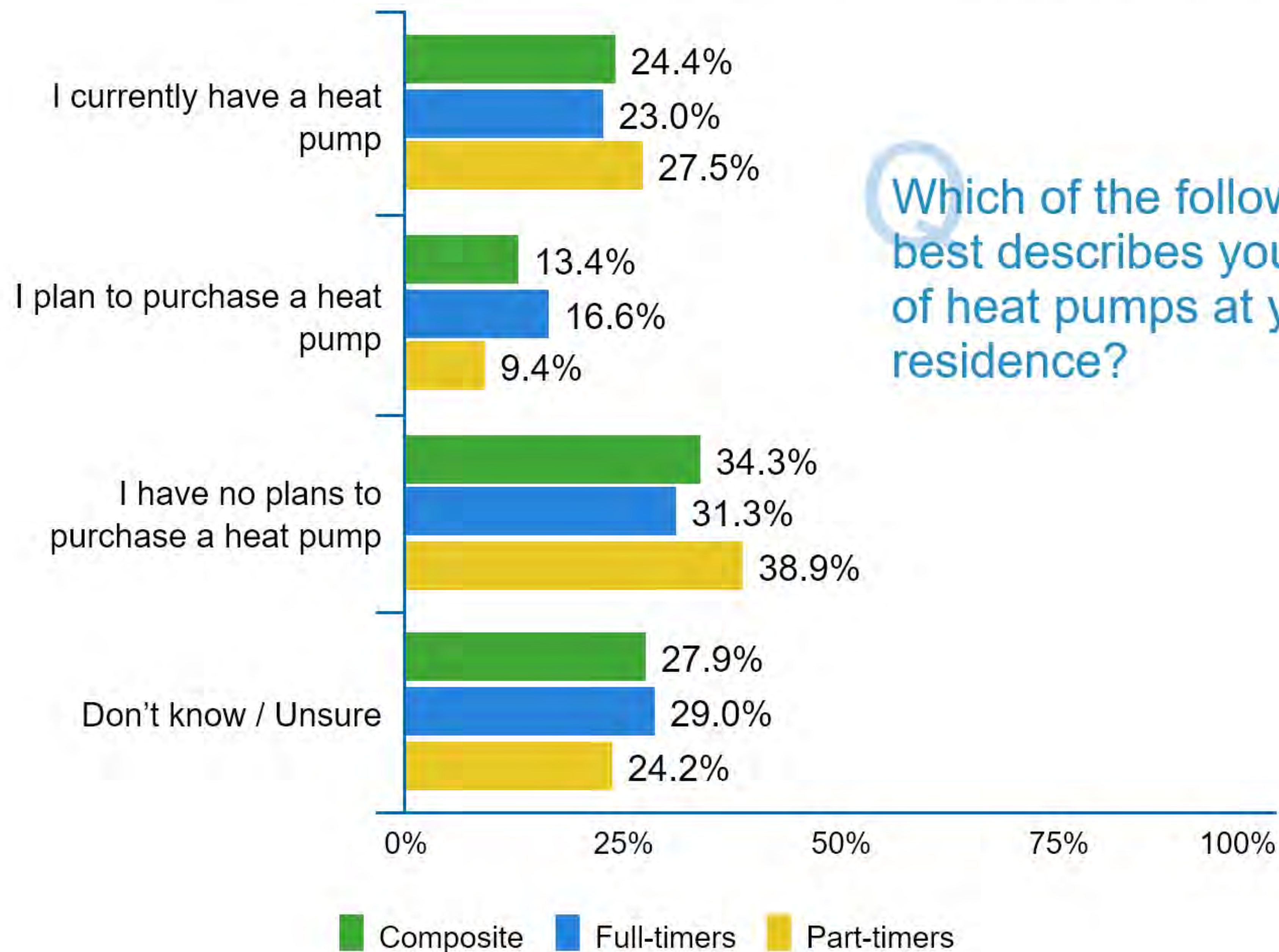
More Use of Efficiency Vermont Among Full-Timers

More than one-half of respondents indicated they have visited the "Efficiency Vermont" website, with more full-timers having visited the website than part-timers. Additionally, over two-fifths of respondents reported using "Efficiency Vermont" services, rebates, or incentives, again with more full-timers using the services, rebates or incentives than part-timers.



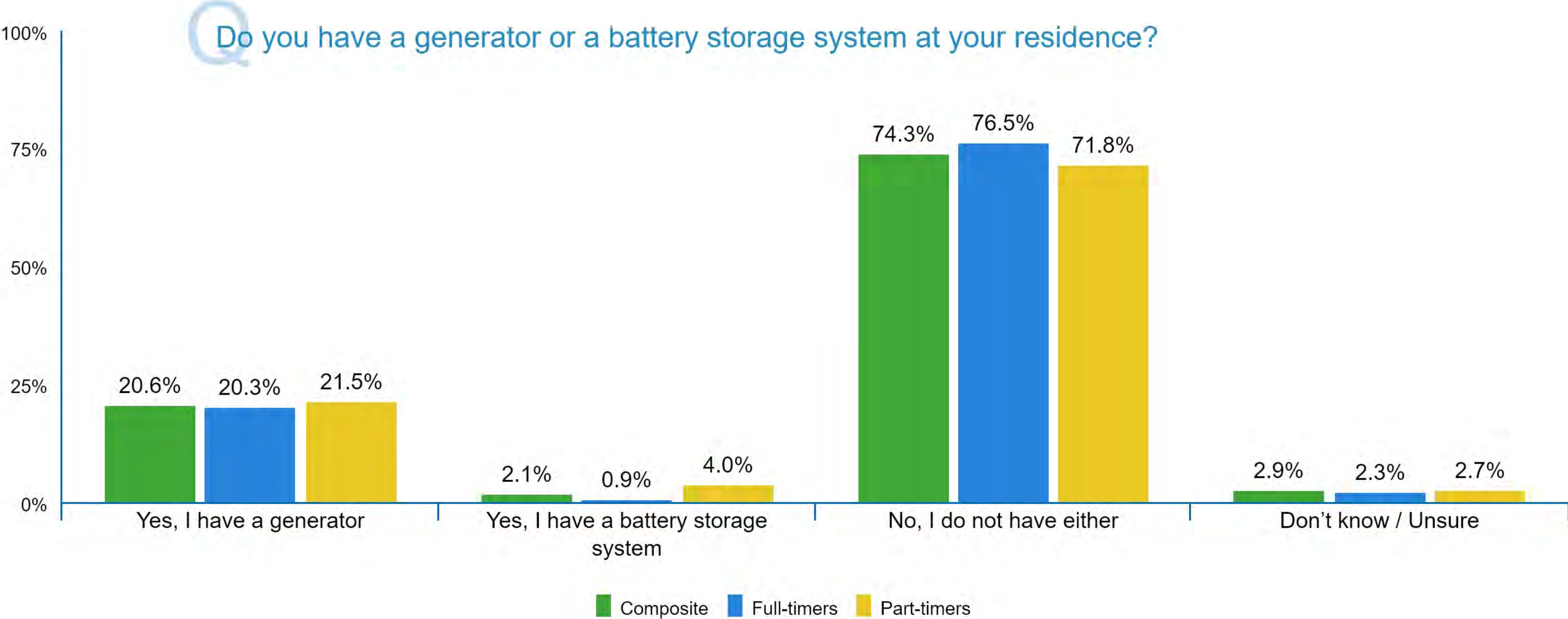
Plans to Purchase Heat Pump in Near Future

Nearly one-quarter of respondents reported they already own a heat pump, while nearly one-out-of-seven reported they have plans to purchase a heat pump, and over one-third indicated they do not have plans to purchase a heat pump. Among those who reported plans to purchase a heat pump, two-fifths indicated plan to purchase one "within the next year," while nearly one-half reported plans to purchase one "one to less than five years from now."



Few Own Generators and Battery Storage

Roughly one-fifth of respondents indicated they have a generator, while 2.1% indicated they have a battery storage system and nearly three-quarters indicated they have neither a generator nor a battery storage system.



Products Stowe Should Offer

While nearly one-half of respondents indicated there are no other products / services that Stowe Electric should offer, others indicated Stowe Electric should provide "more rebates / incentives / discounts," "more renewable options," "lower rates / reduce costs," or "provide energy efficiency / conservation information."

Are there any other products and/or services that Stowe Electric should offer to you in an effort to provide better service?*

	Composite	Full-timers	Part-timers
None / nothing	46.6%	46.1%	48.3%
Don't know / unsure / refused	18.5%	16.6%	20.8%
Other	5.1%	5.1%	4.0%
More rebates / incentives / discounts	4.6%	4.6%	4.7%
Renewable energy options	4.3%	4.6%	4.0%
Lower rates / reduce costs	2.9%	2.8%	2.7%
Provide energy efficiency / conservation information	2.4%	2.8%	2.0%
More EV charging stations	2.1%	2.3%	2.0%
Back up systems / battery storage	2.1%	2.8%	1.3%
Concerns on heat pumps	2.1%	2.3%	2.0%
Multiple products / services	2.1%	1.8%	2.7%

*Top 11 responses shown

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Considerations

- **Continue to work toward improving communications with part-timers during outages.** Roughly two-out-of-five part-timers who required repeated contact with Stowe Electric cited “outages / power surges” as the reason. Stowe Electric should consider using text messages providing thorough explanations of the outage situation and restoration efforts to ensure part-timers receive necessary information in a timely manner. This will keep part-timers informed and able to better respond to outage situations. Further, the survey results support Stowe Electric's move to toward a new billing system with texting capabilities, and reinforce the value of this investment.
- **Educate customers on usefulness of green energy / beneficial electrification products and energy efficiency incentives.** Roughly two-out-of-five respondents reported being “very unaware” of Stowe Electric’s energy-efficient program incentive programs, with part-timers having lower awareness than full-timers. Similar trends can be seen regarding use of “Efficiency Vermont’s” services, rebates, and incentives. Stowe Electric should increase communications about these programs to their customers, and to part-timers in particular. This may result in increased awareness and usage of these programs.
- **Provide energy conservation tips and information on ways to save money to full-timers.** Full-timers are showing concern for their electric rates at a higher frequency than part-timers. More than two-out-of-five full-timers see electric costs as higher than expected. For this reason, it may be beneficial for Stowe Electric to provide education to full-timers regarding ways they can conserve energy at home to reduce their electric usage and ultimate lower their electric bill. Additionally, promoting Stowe Electric's energy efficiency programs may help to improve awareness of offerings full-timers can utilize to improve their carbon footprint and lower their electric bill.



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