

Chairman Thomas Reynolds called the meeting to order at 5:02 p.m. in the BELD Board Room. Those present at the meeting included Chairman Reynolds, Vice Chairman Anthony Agnitti, Secretary Sean Powers and General Manager William G. Bottiggi, all of BELD. Ms. Catherine Vollmer of GreatBlue Research Inc. and Ms. Karen Mosman of the American Cancer Society's Relay for Life.

**I. Minutes of Prior Meetings**

**i. December 16, 2025 Open Meeting**

Voted: on motion of Mr. Agnitti, seconded by Mr. Powers, to accept the minutes of December 16, 2025 Open Meeting as written. So voted.

**i. Oversampling Survey Presentation**

Chairman Reynolds explained that we would take things out of order and the survey presentation would be first. He then recognized Ms. Vollmer.

Ms. Vollmer gave an overview and explained that the survey that she is covering here is one that was done as part of the Municipal Electric Association of Massachusetts (MEAM) 2025 statewide survey – GreatBlue has been working with MEAM utilities for decades but this year they decided to do a statewide survey of all electric customers, both Investor Owned Utilities (IOUs) and Public Power. The oversampling component is done – the exact same survey – with just BELD customers – with the option to add some specific questions for your utility. Since GreatBlue works with the American Public Power Association (APPA) they also have some of the data from APPA's Public Power Data Source (PPDS) in here as well. There is comparison between the IOUs and Public Power and there are very positive reviews for Braintree.

Ms. Vollmer went over each slide with the Commissioners and answered any questions. The presentation is attached.

**II. Items for Action**

**i. Relay for Life**

Chairman Reynolds recognized Ms. Mosman of the Relay for Life of the Greater South Shore. Ms. Mosman expressed her gratitude for the Board sponsoring the Relay last year and as a thank you gave chocolate covered pretzels and turtles that are made by herself and Peggy, another member of the Relay for Life Team. Ms. Mosman explained that this year is the 25<sup>th</sup> anniversary of the Relay for Life – so the team is very excited about this year's event which will be held on May 30, 2026. They hope to make it bigger than the past – more online content and more PR than before. The event is still being held on French's Common and they would love to have one of the commissioners speak at the event. The Board was provided with some written material on the types of sponsorship packages and how much advertising BELD would receive for their sponsorship. There are various pieces to each level: digital, media/promotional and the day of event experience which includes verbal recognition and the opportunity to speak.

Chairman Reynolds said he knows this is a great program and he has been to the last few years events and even walked the event in the past. Ms. Mosman explained that the event started in

Braintree for her group and then moved on to Quincy, Randolph to now there are thirty plus towns. They are going to go back to all of the former Relayers to try and have a reunion lap. There was discussion on how long BELD has been involved. Ms. Clawson was the original requester from the Relay for Life. Ms. Clawson is mentioned at many fundraising events as she was a survivor for many years before she ultimately succumbed to CA. Ms. Mosman has been coming to BELD for eight years. There was further discussion on the history of the Relay. Mr. Powers said cancer touches all of us. Chairman Reynolds said we are proud to support this effort.

Voted: on motion of Mr. Powers, seconded by Mr. Agnitti, to participate at the presenting sponsor level. So voted.

**ii. Vets Banners on Poles**

Mr. Bottiggi gave an update on what is happening with putting the Vets banners on poles since the Board voted that this could be done on poles without equipment on them in October 2025. He continued up until now the DPW has been putting up the banners but now that BELD poles are being used BELD employees should do it. Mr. Bottiggi was asked if we would pay for the bracket that is used for attaching them to the poles. The amount is \$35 a piece. There was discussion.

Chairman Reynolds asked if Mr. Bottiggi knew what the criteria is for getting one of the banners. Mr. Bottiggi said the Veterans Affairs has a form that residents fill out and there is a waiting list once it is filled out. Mr. Powers asked how many banners BELD would be doing. Mr. Bottiggi said BELD will be doing all of them from now on. Mr. Powers asked if we could potentially wipe out the waiting list – Mr. Bottiggi said he thought we would. He continued, Mr. Andes, the Veterans Agent, asked the banner maker if they could put one person on one side and another person on the other. Currently, the same person is on both sides. The Mayor's office oversees the location of which poles would be used and Mr. Bottiggi recommended that they look at is the Union Street rotary. He continued the poles are not decorative and there are twenty-six of them which could potentially take fifty-two off the list. There was discussion. We will run out of streetlight poles but the utility poles between Union Street and Weymouth Landing do not have anything on them. There are about thirty utility poles along that stretch. There was further discussion.

Voted: on motion of Mr. Powers, seconded by Mr. Agnitti, for BELD to purchase the brackets. So voted.

**iii. Good Neighbors Energy Fund**

Mr. Bottiggi explained that we asked about how we could help the low-income customers in the customer service survey. He continued we don't do electric discounts, but we do support the Good Neighbor Energy Fund (GNEF). They do energy assistance in general – so a lot of times it would go towards home heating oil. However, they have helped customers with their electric bill if they fall behind. When a customer tells us they are having a problem we refer them to GNEF. They are asking for \$1250.00.

Voted: on motion of Mr. Agnitti, seconded by Mr. Powers, to accept and put the \$1250.00 toward the GNEF. So voted.

There was further discussion. There is another organization as well that helps people in need - Quincy Community Action Plan (QCAP). BELD participates in this as well. Mr. Powers asked if

BELD gives customers the opportunity to voluntarily donate while they are paying their bill. BELD includes the GNEF envelopes in the billing envelopes. Mr. Powers asked if there is an online way that customers can do this. There was discussion on how this would be administered. Mr. Bottiggi said he would look into this.

**III. Items for Discussion**

**ii. Oversampling Survey Presentation**

This was done at the beginning of the meeting.

**iii. Mass Save Heat Z Loan**

Mr. Bottiggi reported that Mass Save already has a zero interest loan if you are a customer of an Investor-Owned Utility (IOU) - electric or gas – and you want to install heat pumps or other energy conservation items. However, if you are a customer of a municipal utility and you get delivered fuel like oil or propane or you have base board electric heat you cannot qualify for this Mass Save zero interest loan. He continued, the State realizes that and they are carving out \$10 million – for use probably until its gone. This will start in the second quarter and it will only be for municipal utility customers that want to install heat pumps or other energy conservation items.

Mr. Bottiggi said he wanted the Board to be aware of this new Municipal Light Plant Zero-Interest Energy Efficiency Loan program – we have put this information in Bright Ideas and online just to let customers know that this is coming. We don't know exactly when this would start – Ms. Slater, our energy advisor has received a few calls on this because this is something new – but it is for the benefit of our customers. This is for municipal utility customers that don't have gas. In addition, BELD gives a rebate up to \$6,000. So, theoretically you can still put a \$31,000 system in without any out-of-pocket costs. There was discussion.

**iv. Hollis Field – Braintree Youth Football Program Update**

Mr. Bottiggi said there was no update on this.

**v. Watson Update**

Mr. Bottiggi reported we are still dealing with the lube oil leak, but the lease engine is available – it is currently being stored in NJ. Siemens is reserving it for us. Watson is still running and we are bidding in the pool. We are hoping to get to March when we will pull the engine out – we may be able to fix it in place as long as we get it out of the package. If we can't, we will send the engine to Montreal and put the leased engine in and have a planned outage of about a week. There was discussion. The good thing is the leak is not getting any worse.

**vi. Energy Storage**

Mr. Bottiggi explained this is a grant opportunity: the State wants to promote non lithium ion battery energy storage – because of the fires and thermal runaway. ENE put Mr. Bottiggi in touch with a company that makes a capacitor solid state based energy storage system. Currently this is in service in Europe but not the U.S. right now. The State has freed up around \$84 million for projects – we

wouldn't get all of that. They will pay up to 85% of any one project that BELD would be interested in the \$7.5 million range. So, it is possible we could get 80% paid for. Mr. Agnitti asked where this would be located. Mr. Bottiggi said we are talking with the Town about doing energy storage behind the DPW facility on Union Street across from the Police Station. He continued there are four different tracks you can do with the grant and the most lucrative track is for resiliency of critical infrastructure – police station, dpw facility – and in an environmental justice community and Braintree has a lot of environmental justice areas in it.

We are going to participate in the grant process which is paid for by the grant as well. In response to a question from Mr. Agnitti Mr. Bottiggi explained we will do a license with the Town – this is what we did with the landfill solar arrays. There was discussion of the exact location. The footprint is smaller than a lithium ion: to do 20 megawatt hours which would be 5 megawatts for 4 hours would only be 18 x 30 or 40.

There was further discussion. This would have to be in and running by the end of 2030 so its not going to happen this year. We could do more than one of these and it could be smaller and be at the Fire Station headquarters. That would qualify as a critical infrastructure and is in an environmental justice area. We are just starting with this. Mr. Bottiggi explained further there is a Clean Peak Standard that the State has – and Peak is the peak energy usage. Right now peak energy usage is covered mostly with gas turbines, like Watson. We are a peaking unit. The State has a vision of getting off fossil fuels – in order to do that you need to be able to handle the peak without gas turbines diesels. We currently peak shave but there is also clean peak shaving and we would get paid even more for that. That would be the income stream that would really support this project. There was discussion. BELD has met with the Mayor and the Fire Chief – we are going to get all of the answers to their questions. We will also be meeting with the community as well. If there is an outage the Police and Fire would be switched over automatically and they wouldn't have an outage. The lights might blink but that would be all.

#### **IV. Personnel Update**

Mr. Bottiggi informed the Board that he has decided to retire – in January 2027. There was discussion on the succession plan. Mr. Bottiggi updated the Board on some changes at Watson. Mr. Leslie, who was a fireman, was awarded the open engineer job. This leaves an open fireman position. Mr. McHugh is sitting for his third-class engineers' license and will be graduating in June so he may take the fireman position.

#### **V. Old Business (As Determined/Needed)**

None.

#### **VI. New Business (As Determined/Needed)**

None.

#### **VII. Public Participation (As Determined/Needed)**

None.

**VIII. Tabled Items**

None.

**IX. Next Regular Meeting – Upcoming Meetings**

**i. Tuesday, April 14, 2026 at 5:00 p.m.**

There was discussion among the Board about what dates would be best. We will update the website if there are any changes.

**X. Executive Session (As Determined/Needed)**

Not Needed.

**XI. Adjournment**

Voted: on motion of Mr. Powers, seconded by Mr. Agnitti, to adjourn the meeting at 6:25 p.m. So voted.

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Sean E. Powers  
Secretary



## Report of Findings

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# 2025 MEAM Residential Customer Satisfaction Report

09 October 2025

Confidential & Proprietary

# Project Overview



## Research Objectives

- GreatBlue Research was commissioned by the Braintree Electric Light Department (hereinafter "BELD") to conduct additional research among its residential customers as part of a larger statewide research initiative involving public power and investor-owned utilities in Massachusetts.
- The primary goals of this research study were to assess BELD customers' satisfaction with the utility, compare those satisfaction ratings with those of other public power and IOU customers, and explore customers' interest in various utility-related products and services.
- The outcome of this research will enable BELD personnel 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 2025 BELD Residential Customer Satisfaction Study leveraged a digital research methodology as part of the larger MEAM / Massachusetts statewide research initiative to address the following areas of investigation with their customers:

- Organizational characteristic ratings
- Customer expectations
- Satisfaction with customer service personnel and experience
- Ease of signing up as a new customer
- Preferred methods of receiving information
- Importance of and satisfaction with self-service digital options
- Perception of BELD's major storm and outage preparedness
- Interest in solar energy, electric vehicles, and electrification products
- Awareness of BELD customer programs and rebates
- Interest and awareness of a potential time of use rate program
- Demographic profiles of respondents



# Research Methodology Snapshot

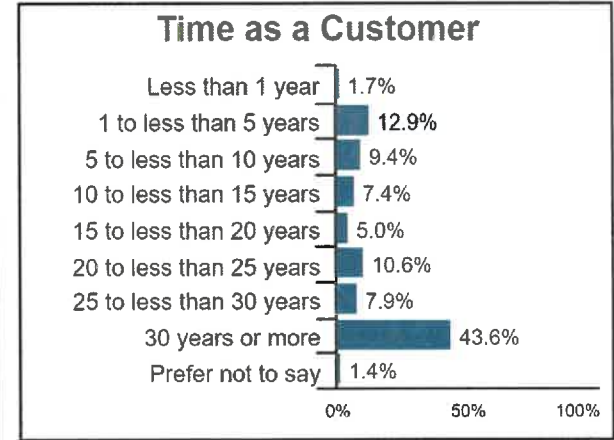
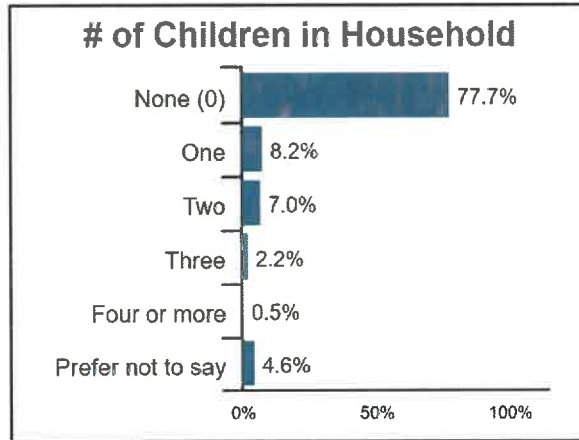
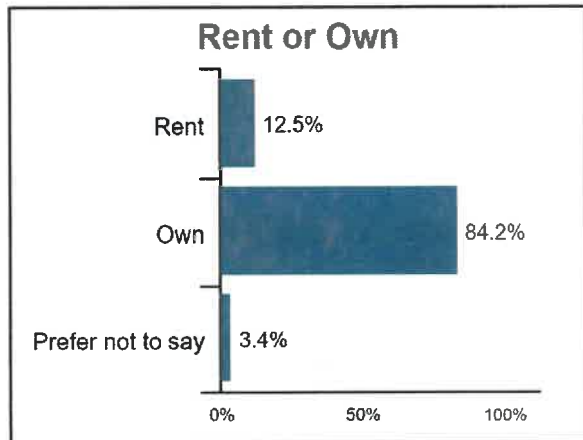
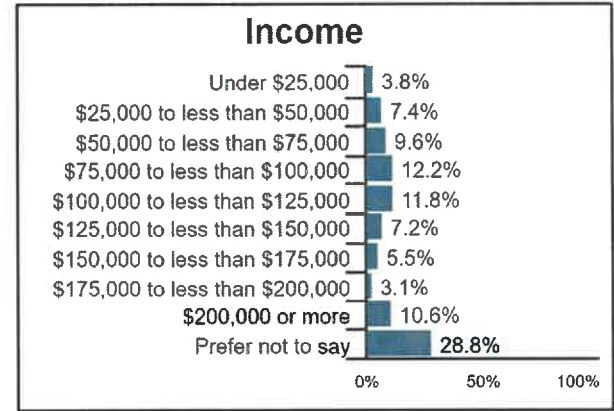
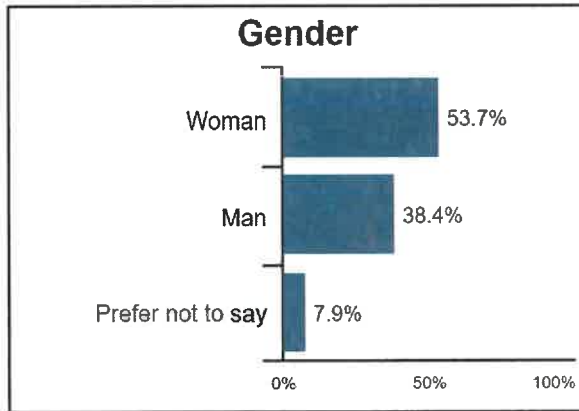
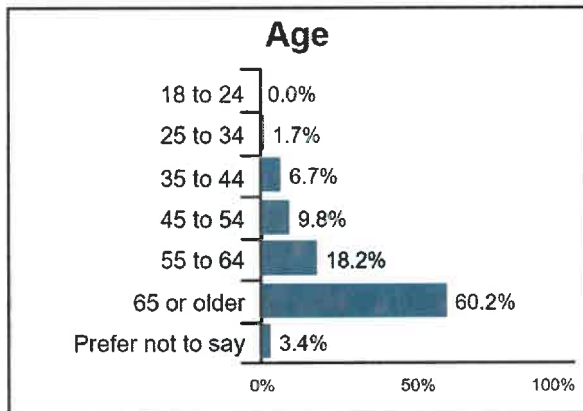


Methodology	No. of Completes	No. of Questions	Incentive	Sample
Digital	417	98*	None	Customer Lists
Target	Quality Assurance	Margin of Error	Confidence Level	Research Dates
Residential Customers	Dual-level**	+/- 4.7%	95%	August 20 - September 22, 2025

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

\*\* Data quality personnel, in addition to a computer-aided interviewing platform, ensure the integrity of the data is accurate.

# Respondent Profile | Demographics



# Satisfaction | Organizational Characteristics



In 2025, BELD customers provided significantly higher average positive ratings across all organizational characteristics compared to Massachusetts (MA) Public Power and MA IOU customers overall. On average, 95.4% of BELD customers rated their utility positively, driven primarily by positive ratings among customers for the utility "providing consistent and reliable electric service," their "overall satisfaction with BELD," and BELD "restoring power after an outage in a reasonable amount of time." Of note, BELD scored ratings of 90% or higher for all ten (10) organizational characteristics.

<i>Aggregate of ratings 7-10 shown, w/o "don't know" responses</i>	<b>BELD 2025</b>	<b>MA Public Power</b>	<b>MA IOU</b>	<b>2025 YTD PPDS National Average</b>
Customer interactions and communication	<b>94.3%</b>	<b>79.3%</b>	<b>64.8%</b>	<b>63.5%</b>
Providing good service and value for the cost of electricity	<b>97.0%</b>	<b>78.3%</b>	<b>59.1%</b>	<b>62.7%</b>
Helping customers conserve electricity	<b>91.2%</b>	<b>69.1%</b>	<b>59.0%</b>	<b>54.5%</b>
Honesty / Integrity	<b>96.0%</b>	<b>81.2%</b>	<b>63.8%</b>	<b>61.8%</b>
Providing consistent and reliable electric service to customers	<b>98.5%</b>	<b>84.2%</b>	<b>73.9%</b>	<b>74.7%</b>
Restoring power after an outage in a reasonable amount of time	<b>97.9%</b>	<b>82.7%</b>	<b>70.4%</b>	<b>71.2%</b>
Offering innovative programs and services	<b>90.8%</b>	<b>68.4%</b>	<b>59.1%</b>	<b>55.4%</b>
Rates	<b>94.0%</b>	<b>75.6%</b>	<b>46.3%</b>	-
Community service	<b>95.7%</b>	<b>75.7%</b>	<b>57.8%</b>	<b>60.1%</b>
Overall Satisfaction with BELD	<b>98.1%</b>	<b>79.4%</b>	<b>66.8%</b>	<b>70.3%</b>
<b>Average</b>	<b>95.4%</b>	<b>77.4%</b>	<b>62.1%</b>	<b>63.8%</b>

n= 417 (BELD 2025), 400 (MA Public Power), 400 (MA IOU), 9,000 (PPDS)

Q For each organizational characteristic, please rate BELD's electric service using a scale of one (1) to ten (10) where one (1) is "very poor" and ten (10) is "very good"

Color indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

# Satisfaction | Organizational Characteristics



Compared to 2023, BELD's overall average positive rating in 2025 stayed consistent. Notably, while not significant, customers provided slightly higher average positive ratings for their "overall satisfaction with BELD" (+1.4 percentage points).

<i>Aggregate of ratings 7-10 shown, w/o "don't know" responses</i>	<b>BELD 2023</b>	<b>BELD 2025</b>
Customer interactions and communication	94.2%	94.3%
Providing good service and value for the cost of electricity	-	97.0%
Helping customers conserve electricity	92.0%	91.2%
Honesty / Integrity	96.4%	96.0%
Providing consistent and reliable electric service to customers	98.8%	98.5%
Restoring power after an outage in a reasonable amount of time	-	97.9%
Offering innovative programs and services	-	90.8%
Rates	95.4%	94.0%
Community service	96.5%	95.7%
Overall Satisfaction with BELD	96.7%	98.1%
<b>Average</b>	<b>95.7%</b>	<b>95.4%</b>

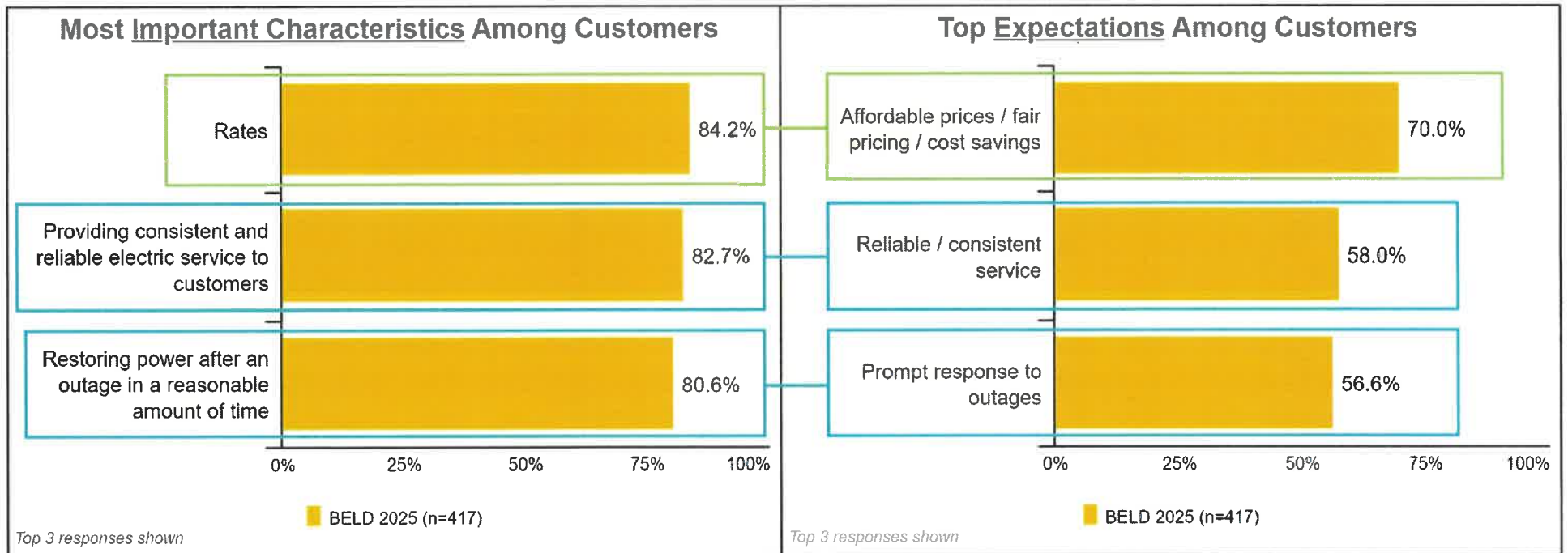
*n*= 517 (BELD 2023), 417 (BELD 2025)

*Q:* For each organizational characteristic, please rate BELD's electric service using a scale of one (1) to ten (10) where one (1) is "very poor" and ten (10) is "very good."

# Expectations | Top Expectations of Utility



In 2025, seven-out-of-ten BELD customers noted their top expectation of their utility was “affordable prices / fair pricing / cost savings,” followed by nearly three-fifths who cited “reliable / consistent service” and “prompt response to outages.” Notably, these expectations closely align with the organizational characteristics customers found most important, with common themes including good value for service, reliable performance, and prompt outage restoration.



Q. Among the characteristics you just rated, what are the most important to you as a customer of BELD?

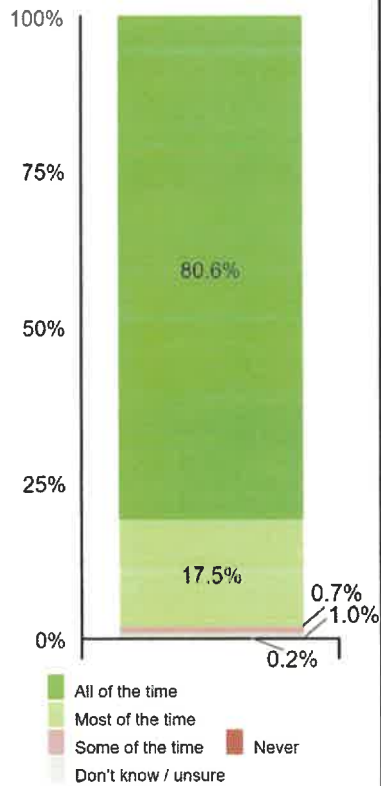
Q. Everyone has expectations of the organizations they do business with over time. What are the top three expectations you have regarding the service you receive from BELD?

Boxes and connecting lines show the similarities between findings

# Expectations | Frequency of Expectations Met

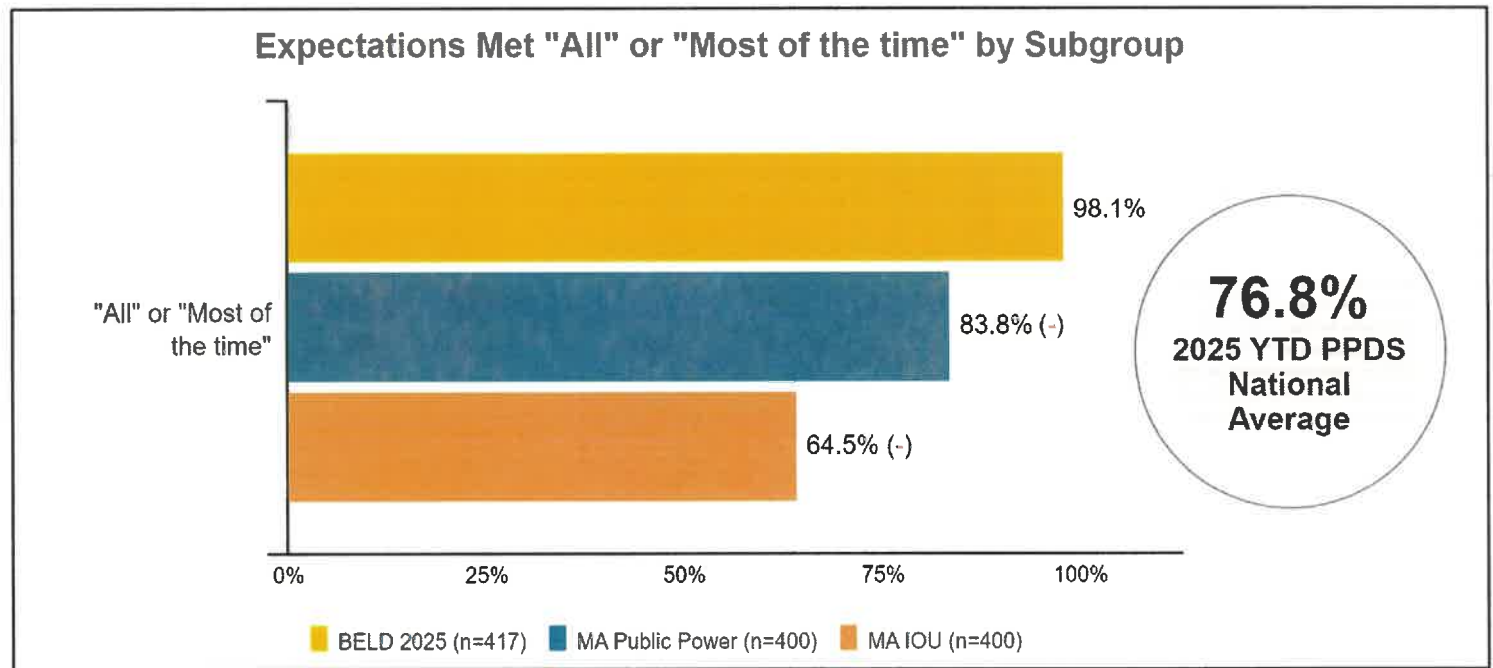


Ratings Breakdown for BELD Customers



When asked how frequently their utility meets their expectations, a vast majority of BELD customers reported their expectations are met "all" or "most of the time," which was significantly higher than MA Public Power and MA IOU customers (+14.3 and +33.6 percentage points, respectively), and also exceeded the year-to-date PPDS National Average in 2025 (+21.3 percentage points). Notably, eight-out-of-ten BELD customers reported that the utility meets their expectations "all of the time."

Expectations Met "All" or "Most of the time" by Subgroup



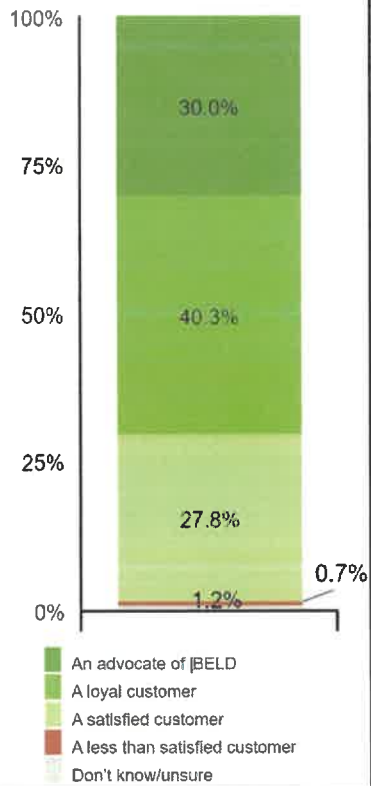
Q: Does BELD meet your expectations

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

# Expectations | Net Positive Score

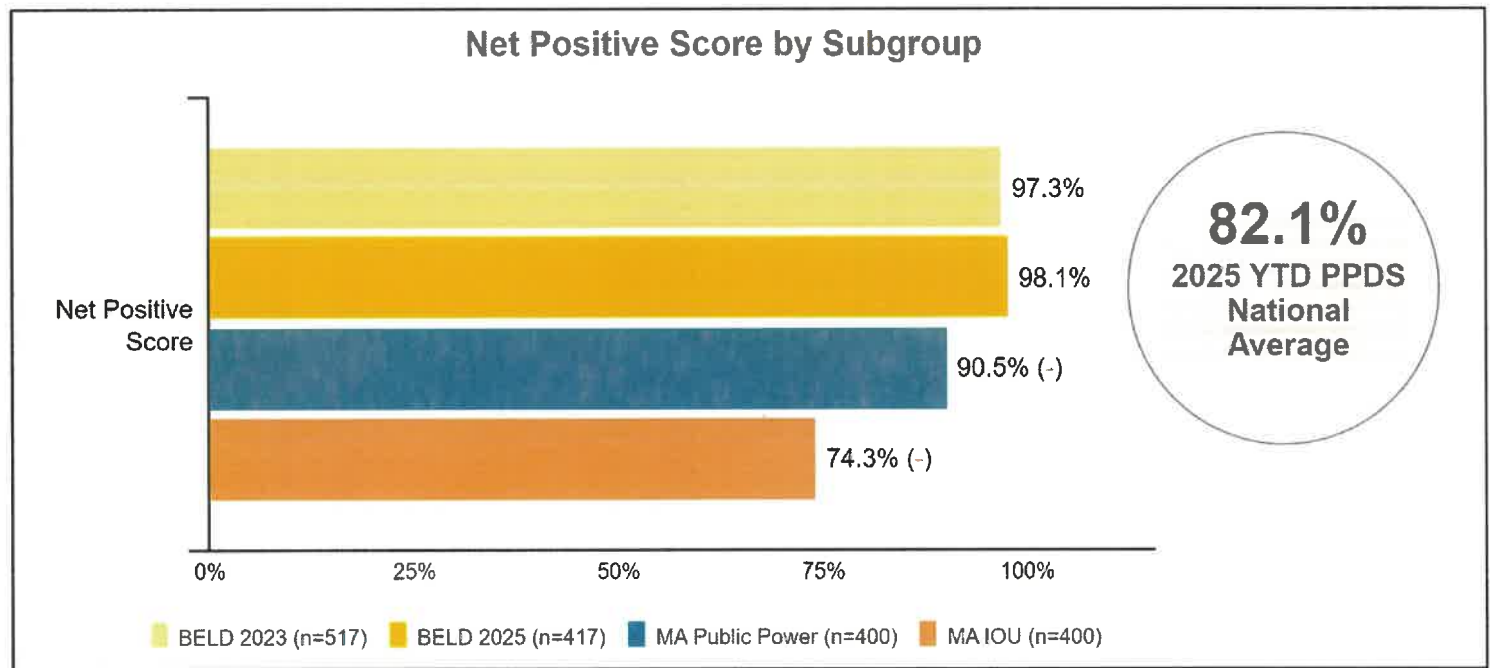


**Ratings Breakdown for BELD Customers**



BELD customers provided a net positive score, combining satisfied customers, loyal customers, and advocates, of 98.1%. Two-fifths of customers identified as "a loyal customer," while three-out-of-ten identified as "an advocate of BELD." Notably, the net positive score for BELD customers was significantly higher than that of MA Public Power and MA IOU customers (+7.6 and +23.8 percentage points, respectively) and was consistent with BELD's 2023 net positive score.

**Net Positive Score by Subgroup**



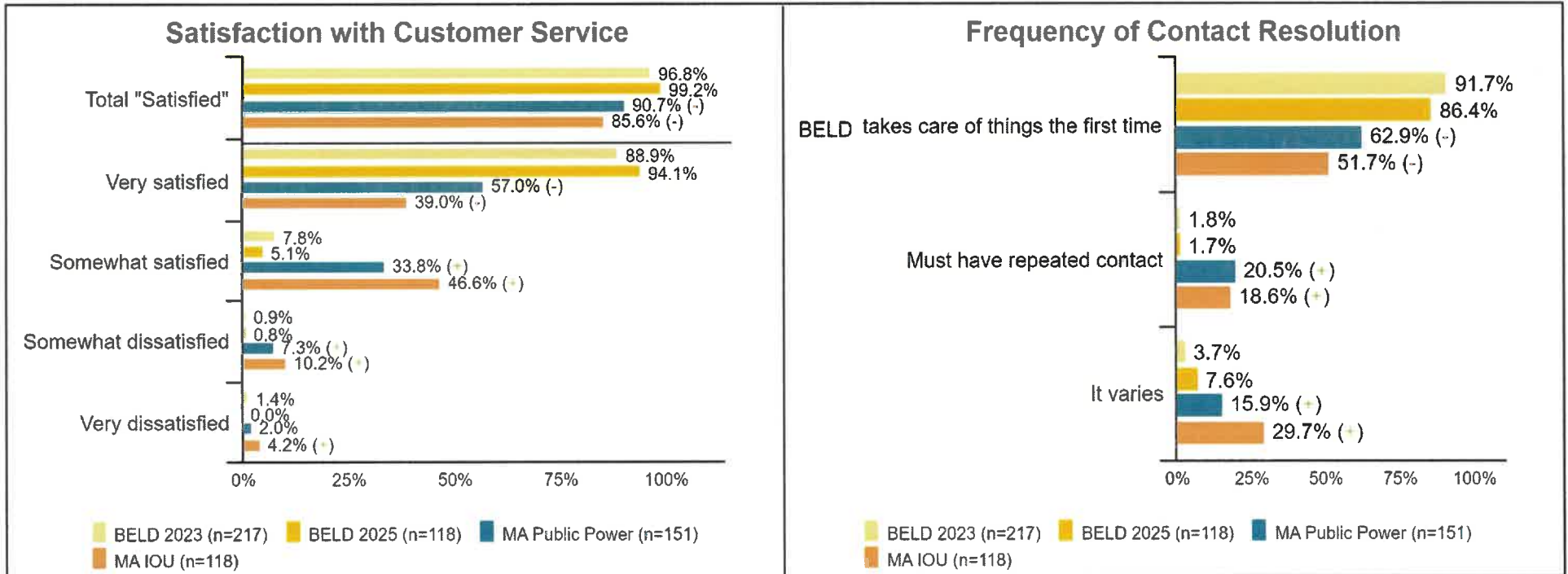
Q. Which of the following would best describe your relationship with BELD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

# Customer Service | Contact Resolution



A vast majority of BELD customers who recently contacted their utility's customer service department reported being satisfied with the experience. Notably, over nine-out-of-ten customers said they were "very satisfied," significantly higher than MA Public Power and MA IOU customers (+37.1 and +55.1 percentage points, respectively). Further, nearly nine-out-of-ten BELD customers reported the utility "takes care of things the first time" when contacting customer service, significantly higher than MA Public Power and MA IOU customers who reported the same (+23.5 and +34.7 percentage points, respectively).



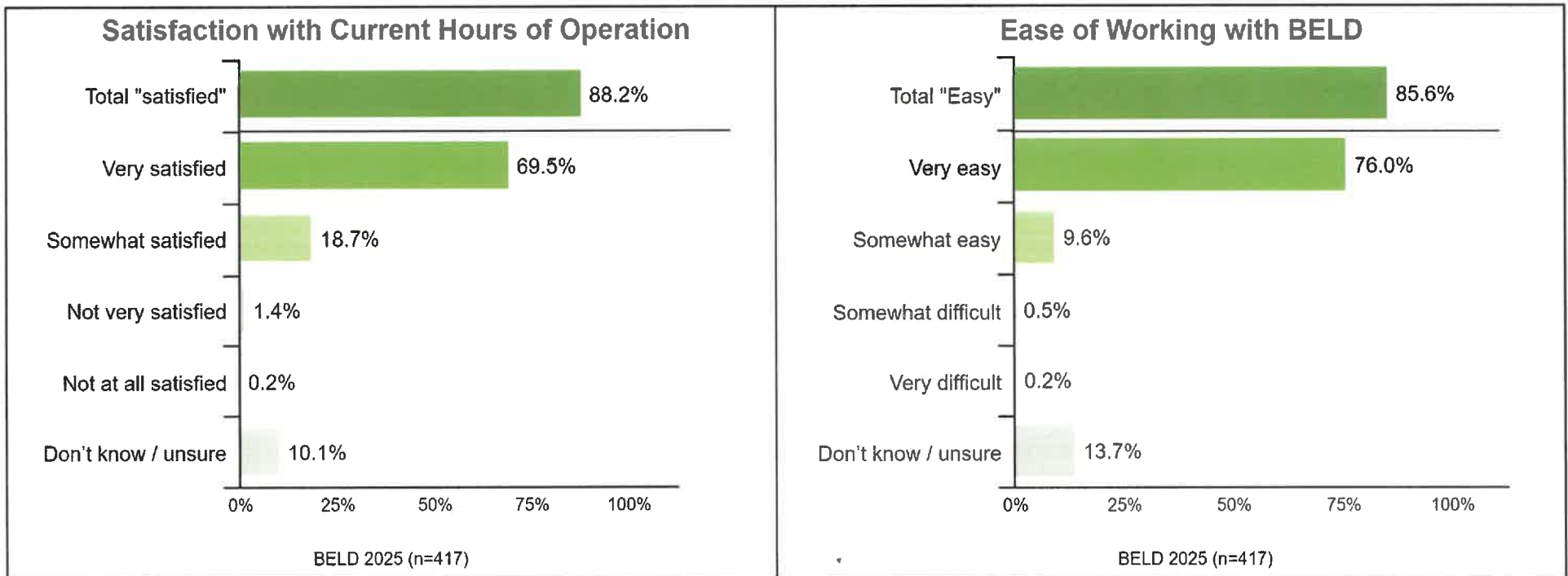
Q: Generally, when you contact BELD are things taken care of to your satisfaction the first time, or must you have repeated contact with them?  
 Q: How satisfied were you with your experience contacting BELD?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

# Customer Service | Ease of Interactions



Nearly nine-out-of-ten BELD customers were satisfied with the utility's current hours of operation, with over two-thirds of respondents being "very satisfied." Further, over eight-out-of-ten customers rated BELD as easy to work with, with over three-quarters of customers rating the utility as "very easy" to work with.



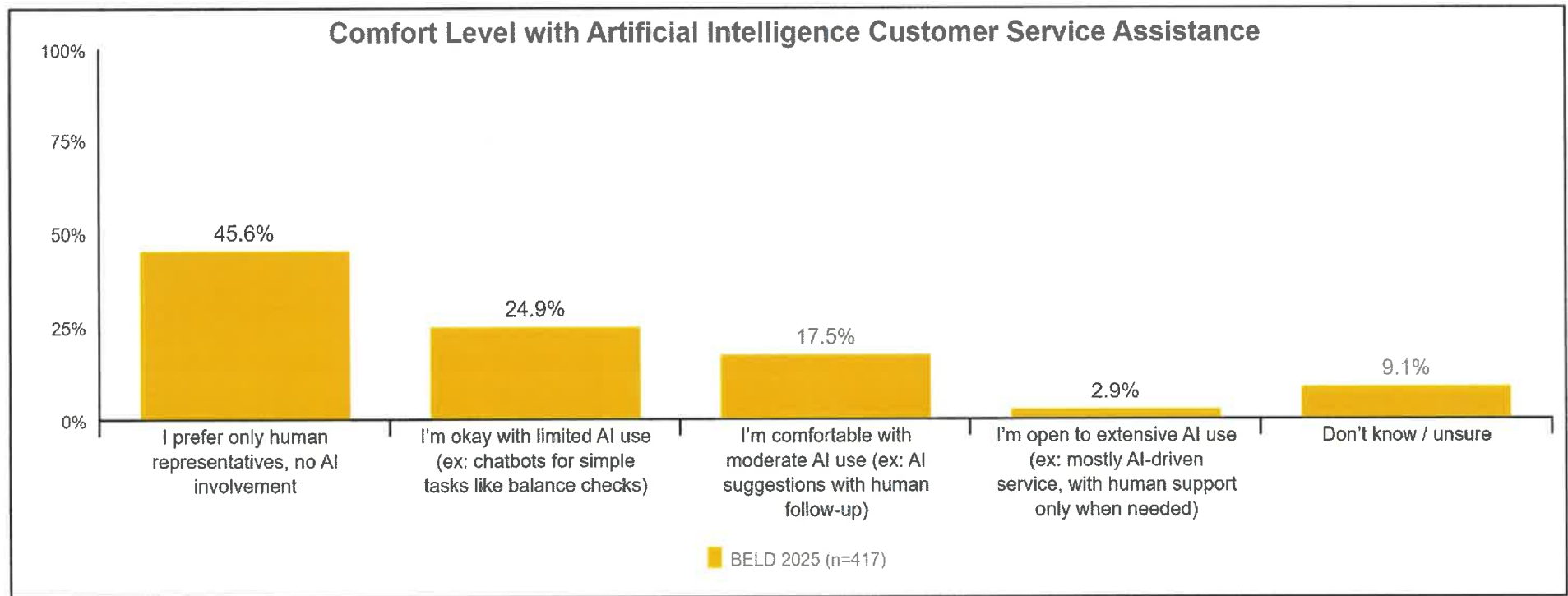
Q: BELD's customer service office is currently open to customers Monday – Friday from 8:00 – 4:00 pm. How satisfied are you with BELD's current hours of operation?

Q: How would you rate the overall ease or difficulty of working with BELD?

# Customer Service | Artificial Intelligence (AI)



Nearly one-half of customers would prefer "only human representatives, no AI involvement," in BELD customer service and account management, while one-quarter would be comfortable with "limited AI use" such as chatbots for simple tasks. Of note, only 2.9% of customers were comfortable with the utility using "extensive AI use" for customer service support.

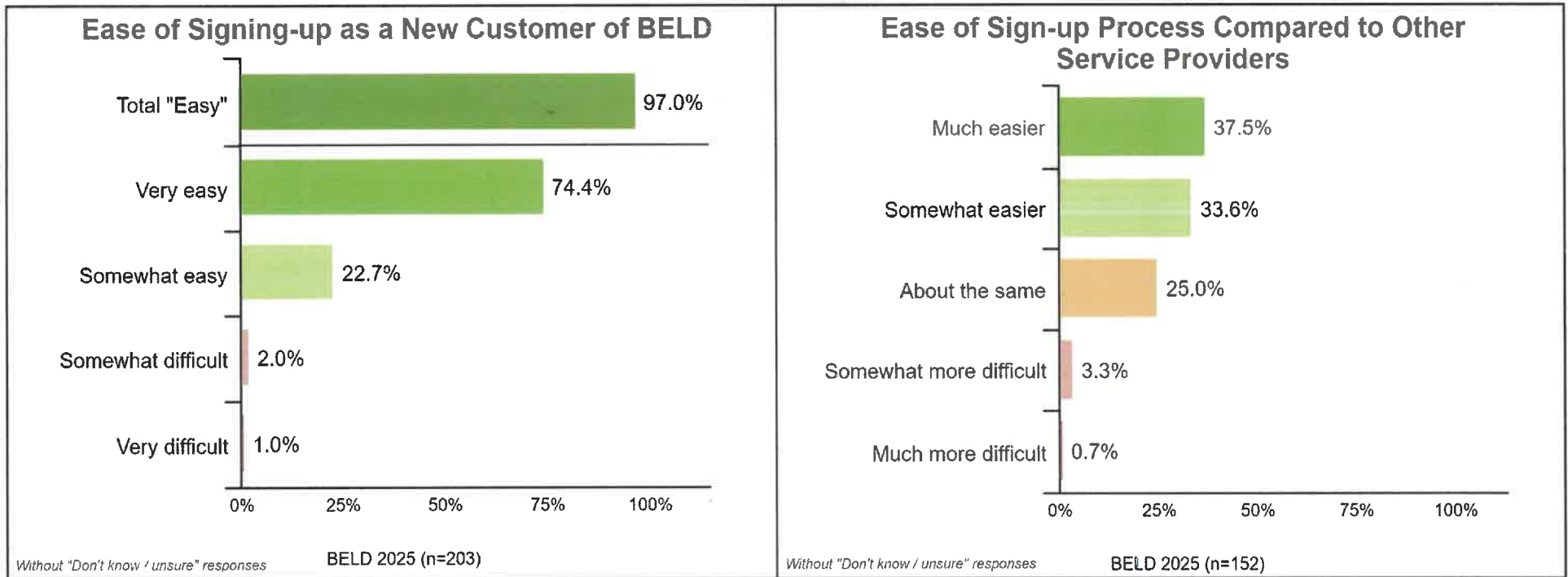


Q: How comfortable are you with BELD using artificial intelligence (AI) to assist with customer service and account management?

# Customer Service | Ease of Interactions



Of the customers who recall their experience signing up as a new customer of BELD, a vast majority rated the experience as easy, with nearly three-quarters rating it as "very easy." Further, over seven-out-of-ten customers (71.1%) reported their experience signing up for BELD service was generally easier than their experience signing up for other services.



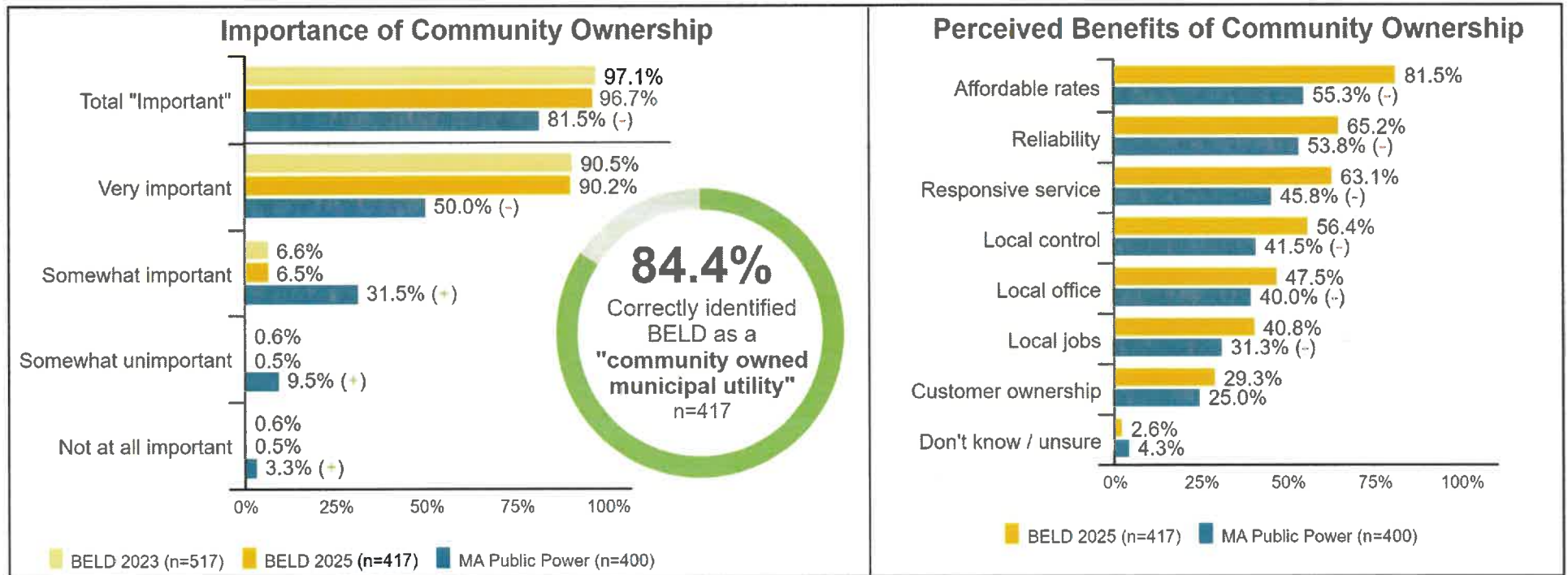
Q: How would you rate the ease or difficulty of signing up as a new customer of BELD?

Q: How does BELD's new customer sign-up process compare to your experience signing up for other services (such as internet, cell phone, or other utility providers)?

# Awareness | Community Ownership



Over eight-out-of-ten BELD customers correctly identified their utility as a "community-owned municipal utility," while a vast majority reported it is either "very" or "somewhat important" to maintain local control of their utility. When asked about the perceived benefits of being a customer of a community-owned electric utility, over eight-out-of-ten cited "affordable rates," followed by nearly two-thirds who cited "reliability" and "responsive service." Interestingly, significantly more customers saw value in six (6) out of seven (7) benefits of community ownership, compared to MA Public Power customers.



Q: Please think for a moment about who owns your electric company. In some cases, electric companies are owned by a town or group of towns in the area in which they provide power. For our purposes today, we will call them "Community Owned Municipal Utilities."

Q: BELD is a "Community Owned Municipal Utility." How important to you is it to maintain local control of your municipal utility?

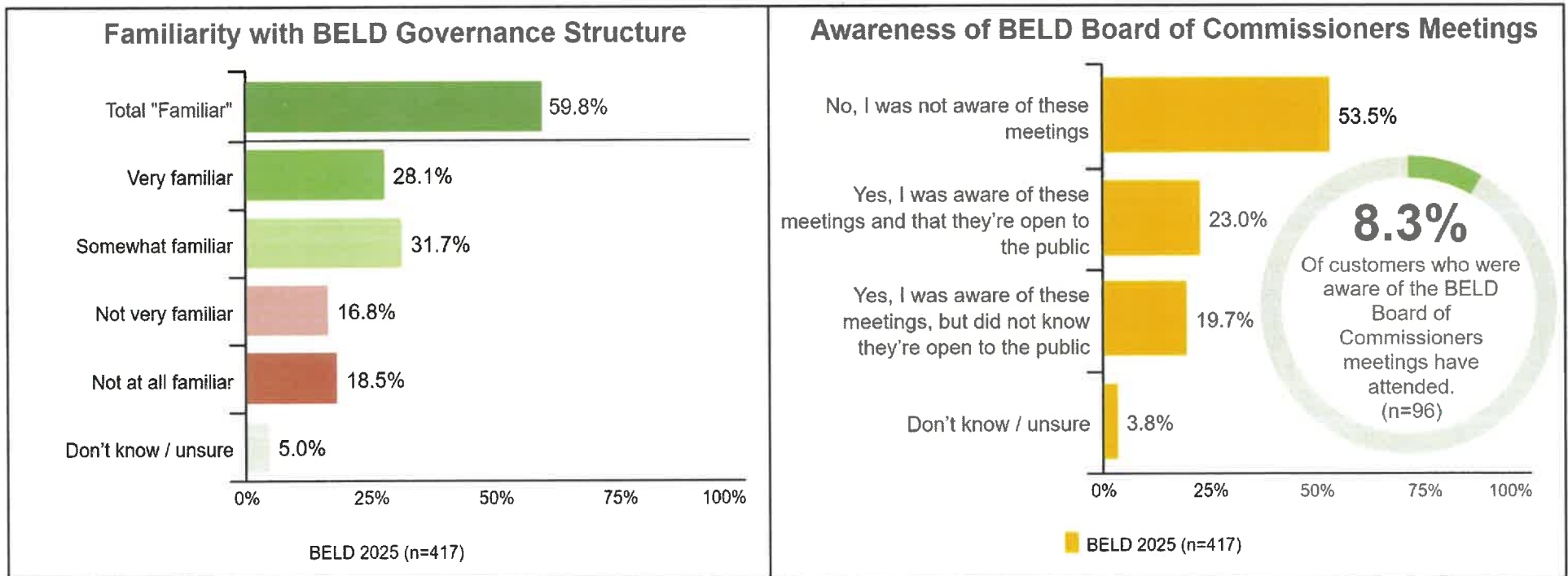
Q: What would you say is beneficial by being a customer of a community-owned electric utility?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

# Awareness | BELD Board of Commissioners



Prior to taking the survey, nearly three-fifths of BELD customers were familiar that the utility is governed by a Board of Commissioners, who are elected by residents of Braintree. However, over one-half of customers were not aware of the Board of Commissioners meetings that are open to the public. Of note, while nearly one-quarter are aware of these meetings, and that they're open to the public, another one-fifth were aware, but did not know the meetings are open to the public. Of the customers who were aware of the Board of Commissioners meetings, over nine-out-of-ten reported never attending a meeting.

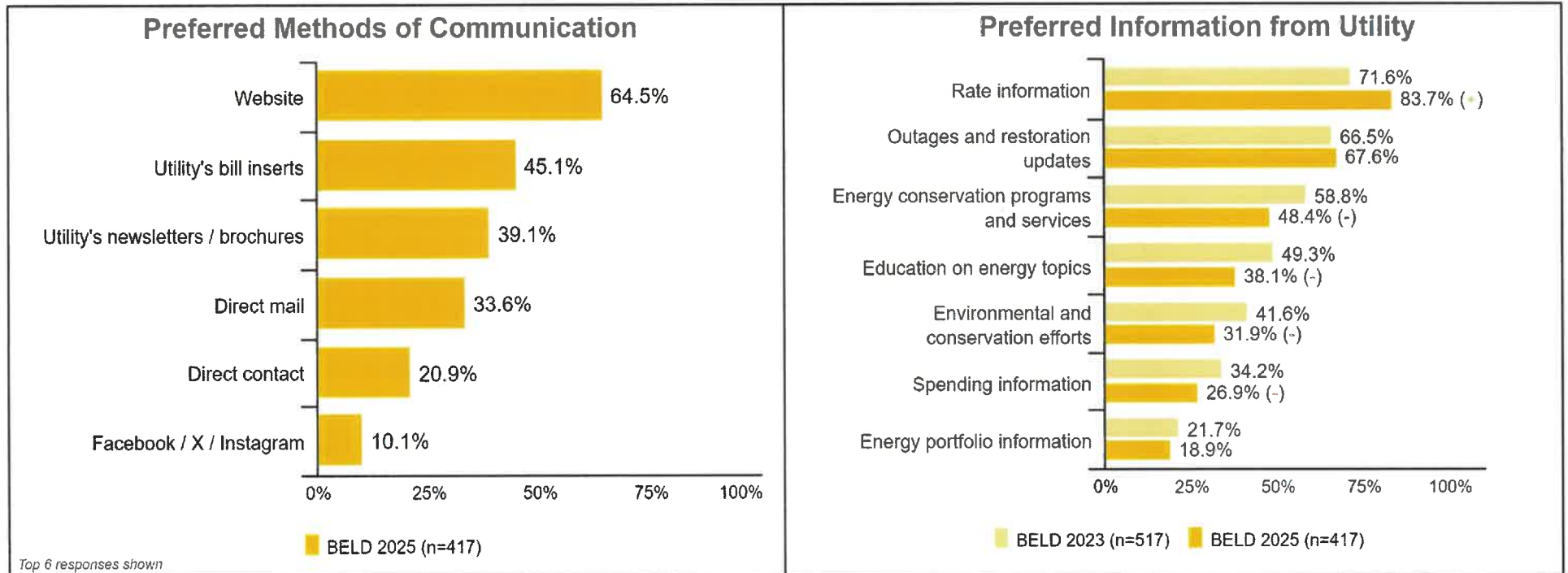


Q: BELD is governed by a Board of Commissioners, who are elected by the residents of Braintree. Prior to this survey, how familiar were you with this governance structure?  
 Q: Prior to this survey, were you aware BELD's Board of Commissioners meets once a month to discuss business related issues, and that these meetings are open to the public?  
 Q: Have you ever attended a BELD Board of Commissioners meeting?

# Communication | Preferred Methods & Information



When asked how they would prefer to look for information about their utility, nearly two-thirds of BELD customers reported a preference for their utility's "website," followed by nearly one-half who preferred "bill inserts." Regarding the most important pieces of information customers would like to receive from BELD, over eight-out-of-ten customers reported a preference for receiving "rate information," which was significantly higher compared to 2023 (+12.1 percentage points).



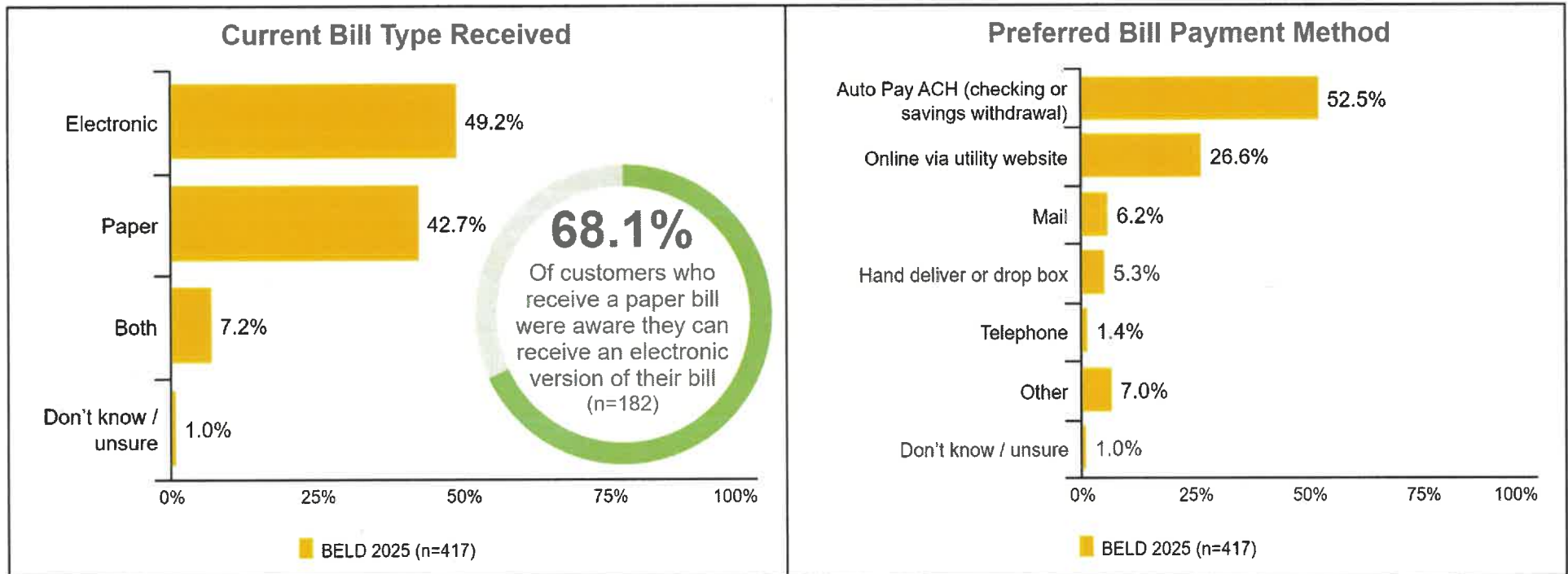
Q: Where would you prefer to look for information about BELD? (Select all that apply)  
 Q: Which of the following are the most important pieces of information to regularly receive from BELD? (Select all that apply)

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

# Communication | Preferred Bill Payment Methods



Nearly one-half of customers currently receive their BELD electric bill electronically, while over two-fifths receive a paper bill. Of the customers who receive a paper bill, over two-thirds reported being aware they can receive an electronic version of their bill. Over one-half of BELD customers reported a preference for paying their BELD bill through "Auto Pay ACH (checking or savings withdrawal)," while over one-quarter prefer to pay their bill "online via utility website."

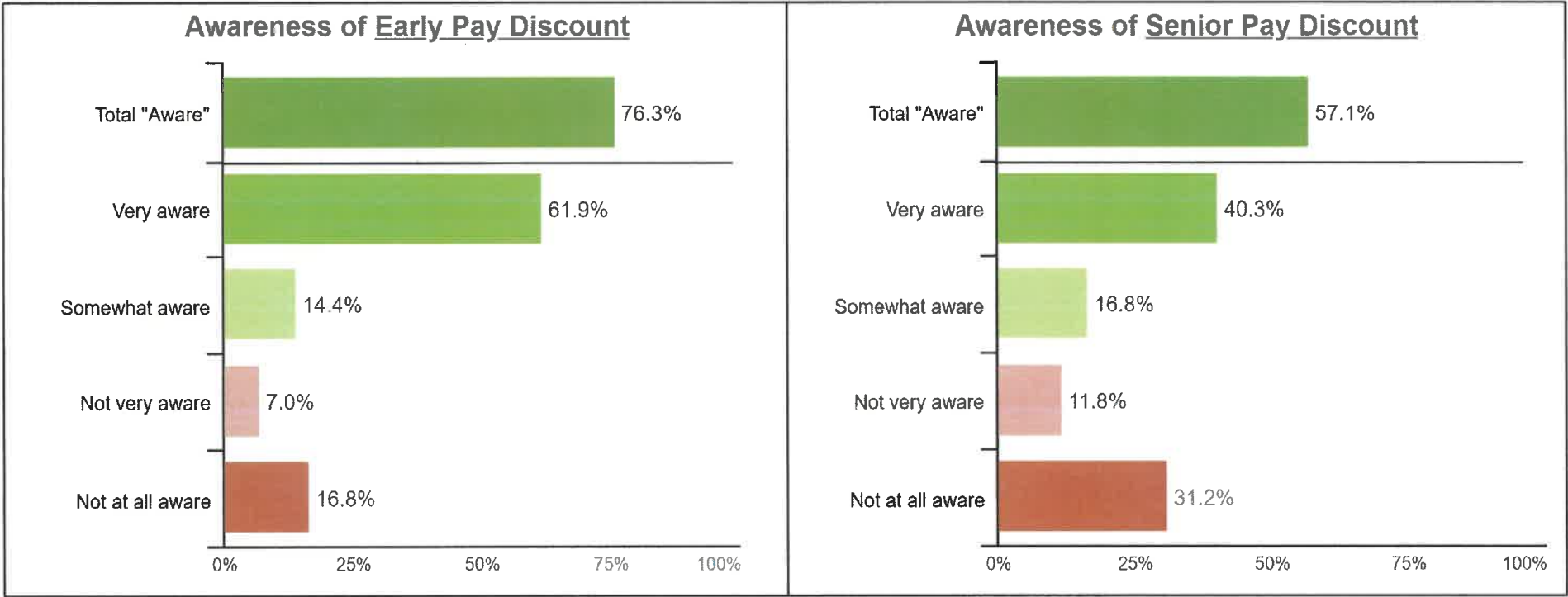


Q: In general, how do you prefer to pay your utility bill?  
 Q: Do you currently receive an electronic or paper version of your BELD electric bill?  
 Q: Prior to this survey, were you aware you can receive an electronic version of your BELD electric bill?

# Communication | Awareness of Bill Discounts



Over three-quarters of customers were aware of the "early pay discount," with over three-fifths reporting they were "very aware" of the discount. However, less than three-fifths of customers were aware of the "senior pay discount," with nearly one-third of customers reporting they were "not at all aware" of this discount.

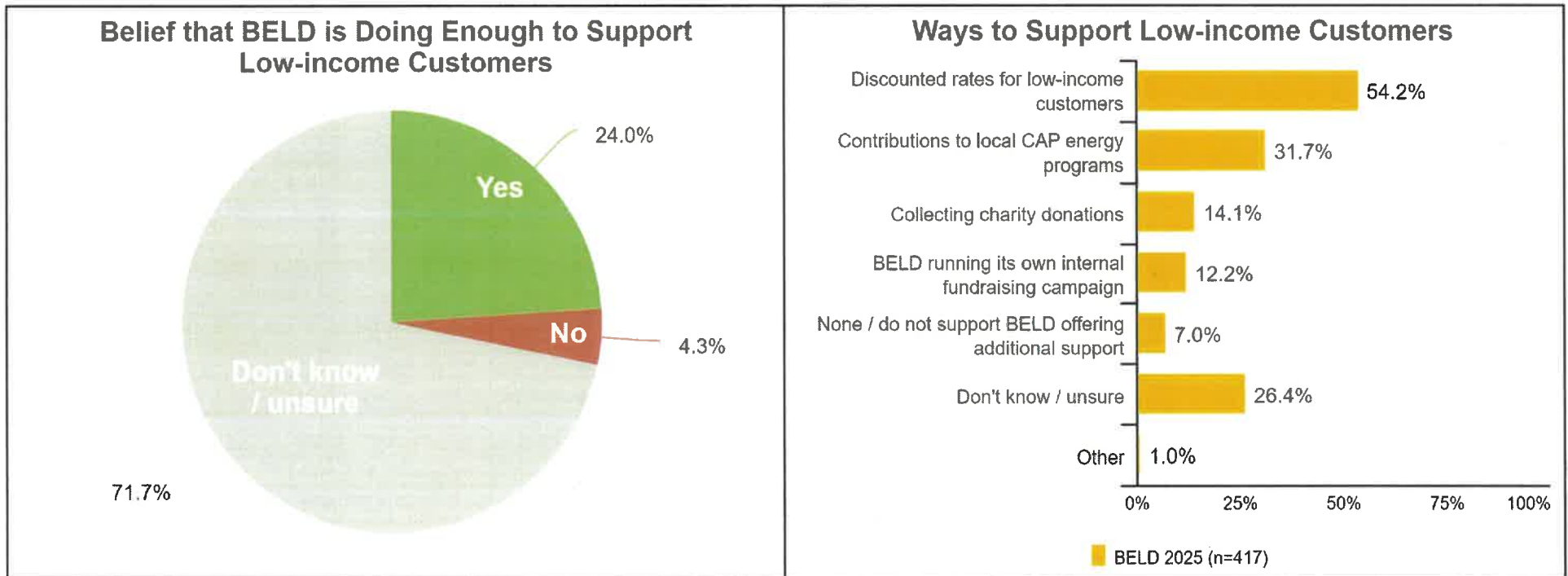


Q. Prior to this survey, how aware were you of the following discounts BELD offers on your electric bill?

# Communication | Low-Income Customer Support



Nearly one-quarter of customers believe BELD is doing enough to support low-income customers, while nearly three-quarters were unsure. However, over one-half of customers would support BELD offering "discounted rates for low-income customers" as a way to help, followed by nearly one-third of customers who would support BELD providing "contributions to local CAP energy programs."



Q. Do you believe that BELD is currently doing enough to support low-income customers?  
Q. Which of these options would you support BELD offering to help low-income customers?

# Self-Service | Preferences



Roughly seven-out-of-ten customers reported they would prefer to speak with a live representative to "ask general questions" and "activate service," followed by over two-thirds of customers who would prefer to speak to a live representative to "schedule appointments to have a field representative visit" and "disconnect service."

Conversely, over three-fifths of customers would prefer to use digital self-service platforms to pay their bills and "receive information about products and services." Of note, these were the only two tasks that more customers preferred to complete through a digital self-service platform as opposed to speaking with a live representative.

## Task Completion Preferences

	Live representative	Digital self-service platform	Don't know / unsure
Ask general questions	71.7%	23.3%	5.0%
Activate service	69.8%	19.4%	10.8%
Schedule appointments to have a field representative visit	68.1%	23.0%	8.9%
Disconnect service	66.9%	22.8%	10.3%
Report an outage	61.4%	32.9%	5.8%
Set up a payment arrangement	50.4%	41.2%	8.4%
Bill payment	27.3%	66.4%	6.2%
Receive information about products and services	25.9%	60.9%	13.2%

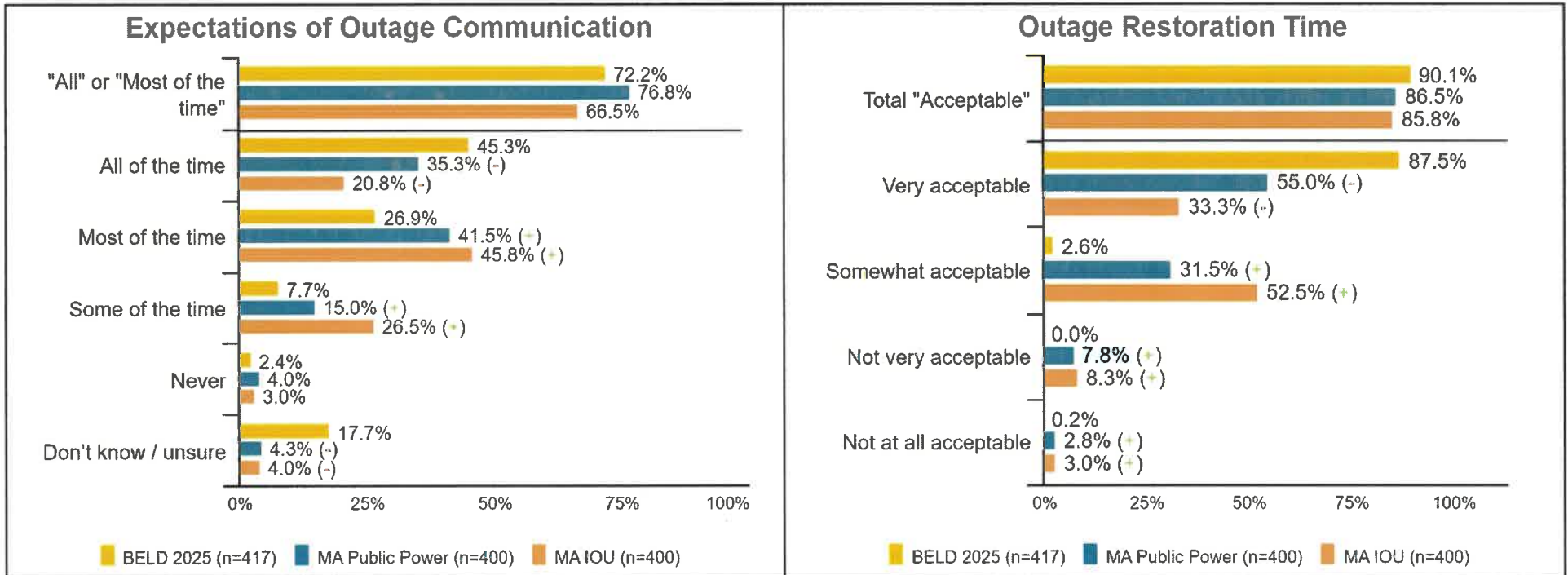
n= 417 (BELD 2025)

Q: Below is a list of tasks you may need to perform as an electric utility customer. For each, please indicate if you would prefer to complete that task by speaking with a live representative or through a digital self-service platform

# Major Storms | Satisfaction with Utility Response



Nearly three-quarters of BELD customers reported their utility meets their expectations regarding its communication during outages "all" or "most of the time," with nearly one-half of customers reporting BELD's communications meet their expectations "all of the time." Further, nine-out-of-ten customers rated BELD's outage restoration time as acceptable, with the vast majority describing it as "very acceptable," significantly higher compared to MA Public Power customers and MA IOU customers (+32.5 and +54.2 percentage points, respectively).



Q: How often does BELD meet your expectations regarding its communication and notifications provided during an outage?  
 Q: Overall, how acceptable do you find the time it takes BELD to restore power after an outage?

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings

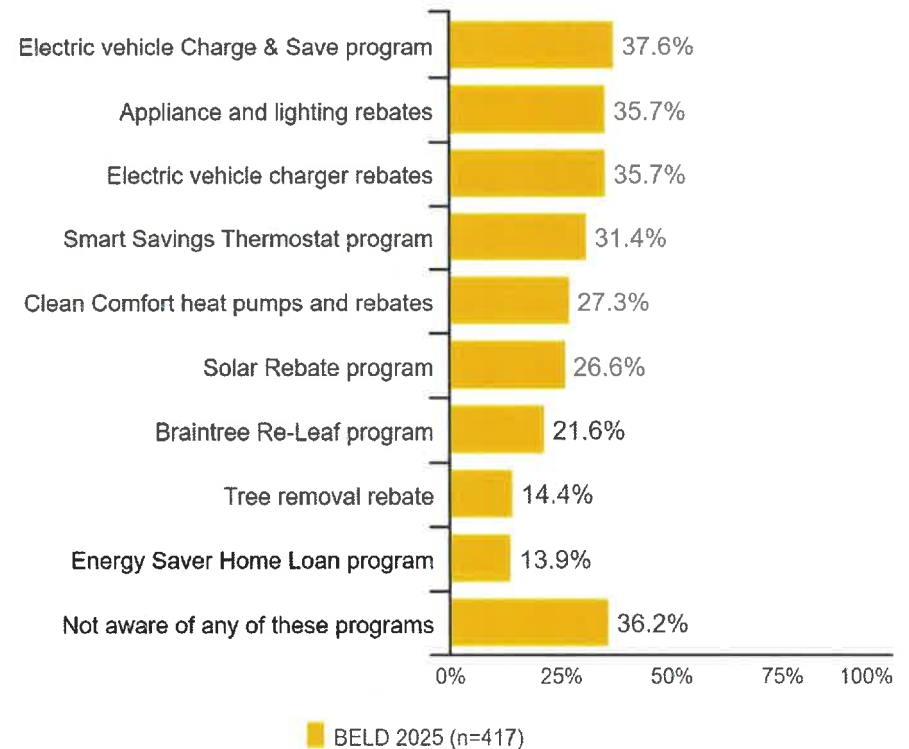
# Energy Efficiency | Awareness of Program Offerings



Prior to taking the survey, nearly two-fifths of customers were aware of the "Electric vehicle Charge & Save program," while over one-third of customers were aware of BELD's "appliance and lighting rebates" and "electric vehicle charger rebates."

Conversely, less than 20% of customers were aware of the "Energy Saver Home Loan program" and the "tree removal rebate." Of note, over one-third of customers were not aware of any of the programs listed in the survey.

## Awareness of BELD Programs & Rebates

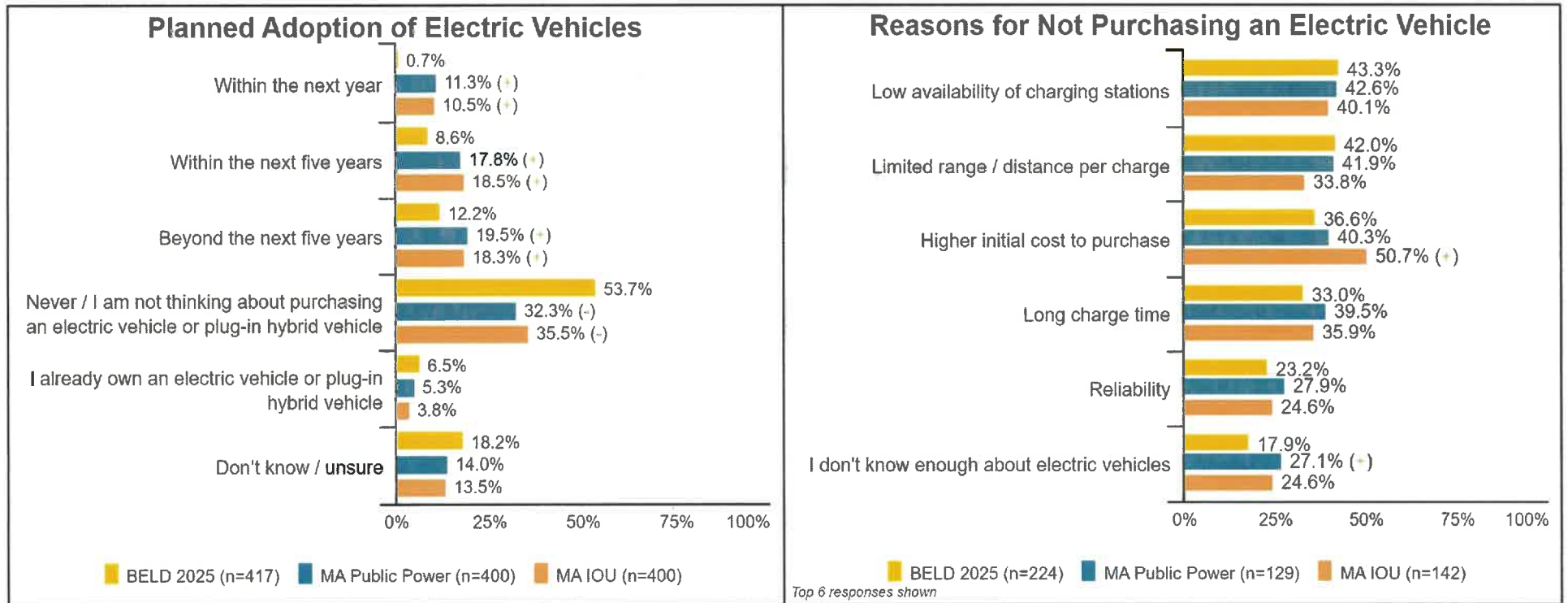


Q: Which of the following BELD programs were you aware of, prior to this survey? (Select all that apply)

# Electric Vehicles | Adoption & Barriers



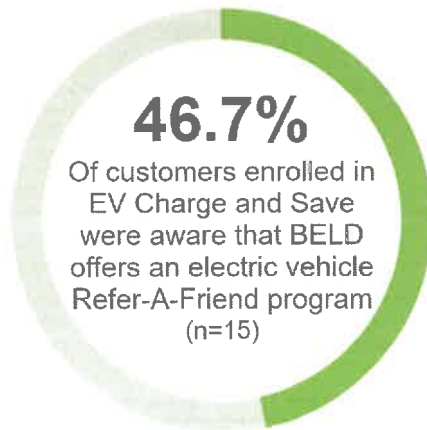
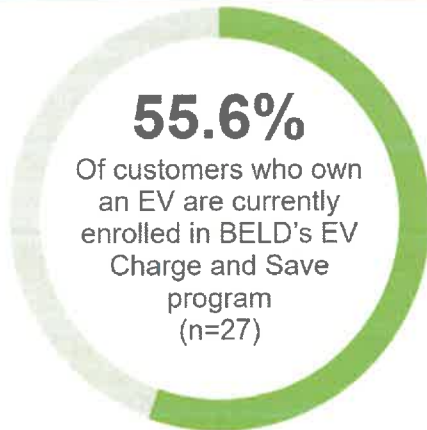
When asked about their plans to purchase an electric or plug-in hybrid vehicle, over one-half of BELD customers reported they are "not considering purchasing one," while over one-fifth (21.5%) have plans to purchase one in the future, and 6.5% already own one. The primary barriers to purchasing an electric vehicle among BELD customers were the "low availability of charging stations," "limited range / distance per charge," and "higher initial cost to purchase."



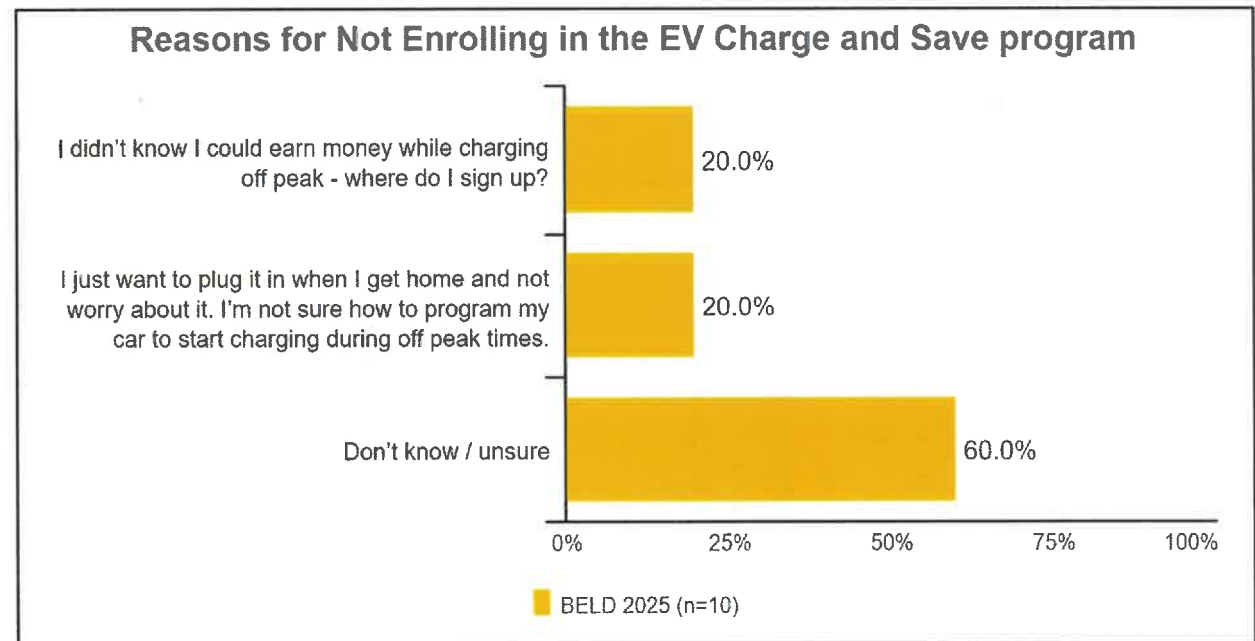
Q: When do you anticipate purchasing an electric vehicle or plug-in hybrid vehicle in the future, if at all?  
 Q: Why are you not considering purchasing an electric vehicle in the future? (Select all that apply)

(+/-) indicates statistical significance at a 95% confidence level, denoting whether the data point is higher or lower than the BELD 2025 findings.

# Electric Vehicles | Awareness of Program Offerings



Over one-half of customers who own an electric vehicle are currently enrolled in BELD's EV Charge and Save program. Further, nearly one-half of customers enrolled in the EV Charge and Save program were aware that BELD offers an electric vehicle Refer-A-Friend program.



Q: Are you currently enrolled in BELD's EV Charge and Save program, where you earn free electric vehicle miles by way of a \$12 monthly credit on your BELD electric account each month while charging during off-peak times (currently 9 pm – 7 am)?

Q: Which of the following best describes why you are not currently enrolled in the EV Charge and Save program?

Q: Prior to this survey, were you aware that BELD offers an electric vehicle Refer-A-Friend program, where you can earn an additional one-time \$50 bill credit for referring electric vehicle drivers to join the EV Charge and Save program?

# Considerations



## Expand Customer Awareness of Innovative & Sustainability Programs

While BELD excels in core service delivery, 2025 findings indicate opportunities to enhance customer awareness and engagement around innovation, conservation, and sustainability efforts. Fewer than half of customers agreed that BELD empowers them to conserve energy at home, over one-third are not aware of any of BELD's programs and rebates, and fewer BELD customers are aware of the statewide Net Zero goal compared to MA Public Power customers overall. Expanding outreach in these areas can help position BELD as a forward-looking utility while aligning with evolving state goals and customer expectations.

### Actionable Insights:

- Consider launching or continuing targeted education campaigns to raise awareness of existing and upcoming conservation, electrification, and innovative rate programs.
- If not already in progress, find new ways to direct customers on the BELD website to energy-saving tools, rebates, and sustainability initiatives based on their interest and/or qualifications for these programs/rebates.
- Consider using customer bill inserts and email newsletters to highlight one program or initiative at a time for clearer messaging.
- Partner with community organizations to promote Net Zero goals and energy efficiency at local events or workshops.
- Consider piloting small-scale engagement programs (e.g., time of use rate opt-in, smart thermostat promotions) to build comfort and participation among early adopters.

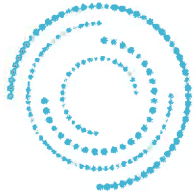


## Increase Awareness & Accessibility of Programs for Low-Income Customers

2025 findings suggest that many customers are unaware of existing support options for low-income households, and nearly three-quarters of customers were unsure whether BELD is doing enough in this area. However, over half of customers expressed support for discounted rates or contributions to local CAP energy programs. This gap between interest and awareness presents an opportunity for BELD to improve outreach, build trust with vulnerable populations, and demonstrate community leadership through equitable service delivery.

### Actionable Insights:


- Consider conducting targeted outreach to increase awareness of existing low-income programs, using clear language and multiple communication channels.
- If not already doing so, partner with local social service agencies, CAP programs, and community organizations to expand program visibility and reach.
- Explore introducing or expanding discounted rate structures for eligible customers to address affordability concerns.
- Consider adding a dedicated section on BELD's website for financial assistance and community support resources, with easy enrollment instructions.




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## Methodologies:



## Studies:



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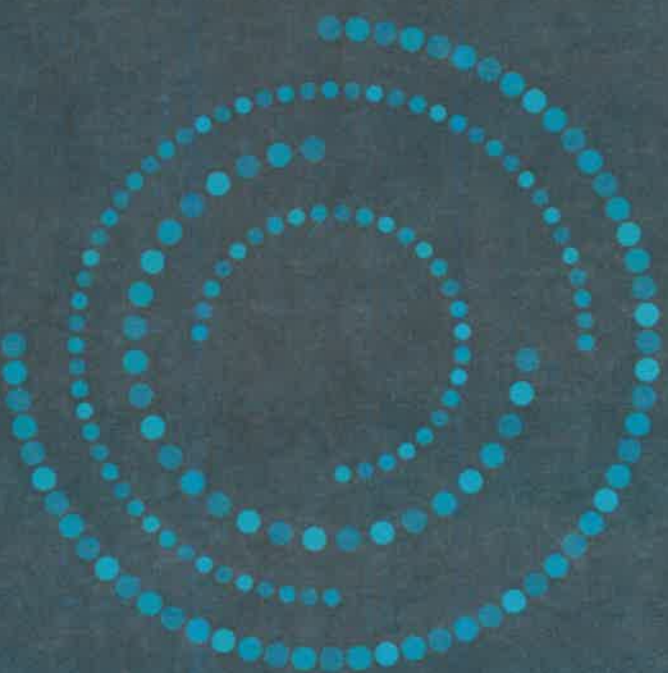
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WHAT'S NEXT.



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