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# Community Survey for Providence CCA

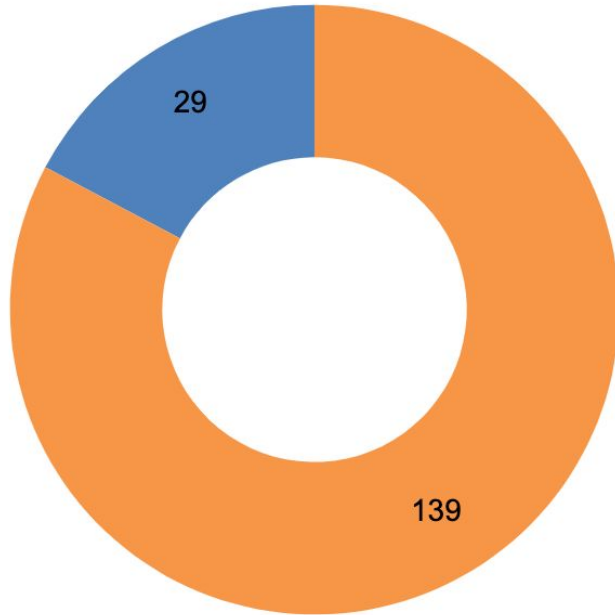
Responses through Noon, June 25, 2020

# Demographics of the Survey Respondents



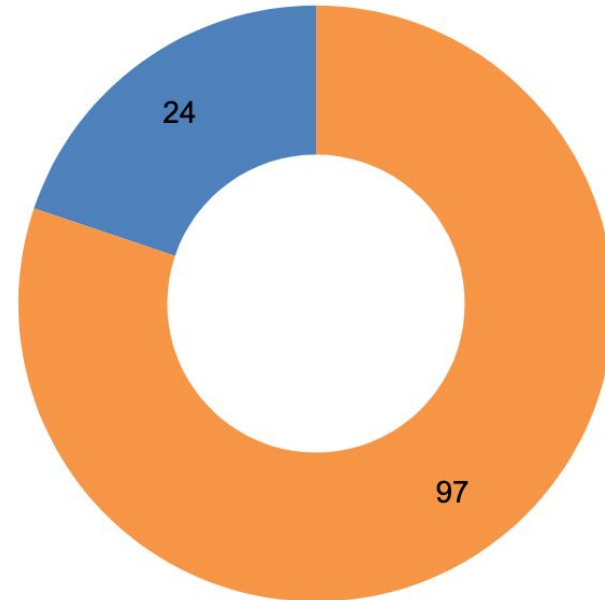
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### Filled Out At Least 1 Question



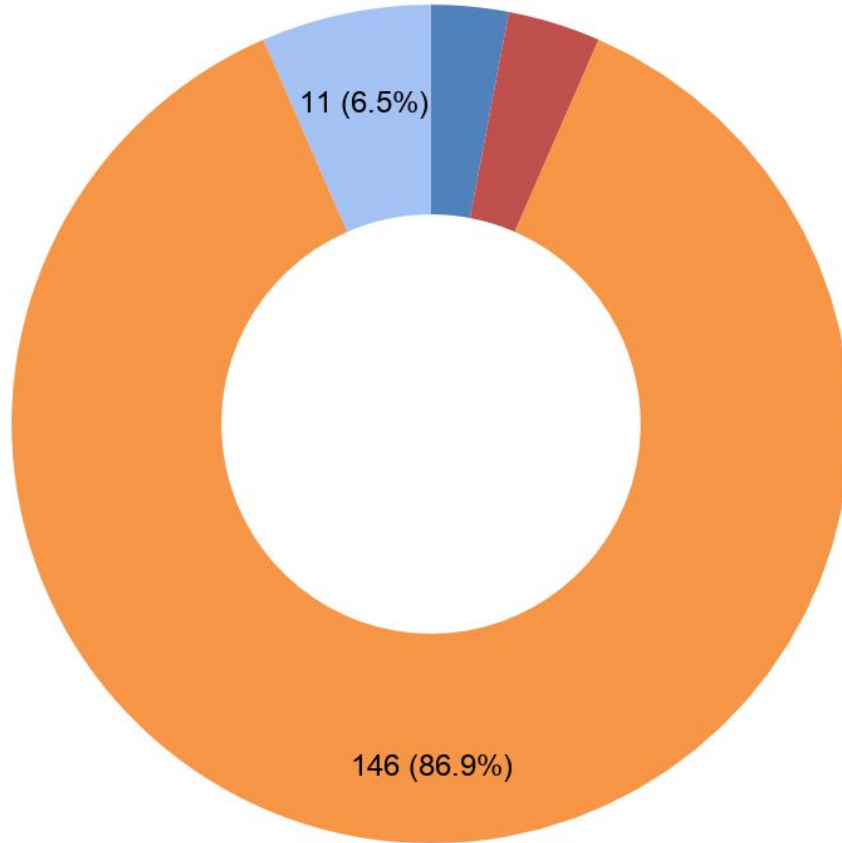
English Spanish

### Completed Entire Survey



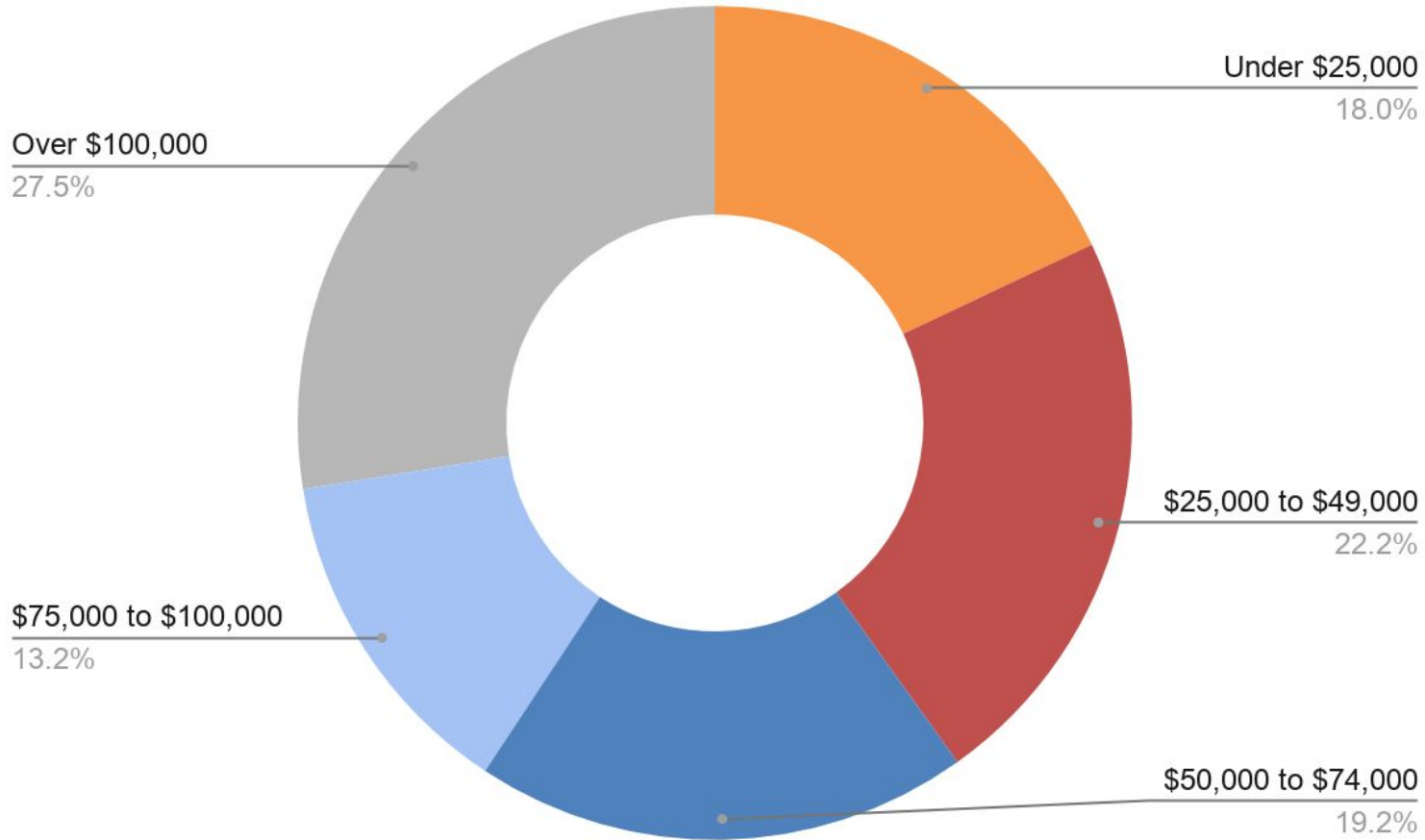
English Spanish

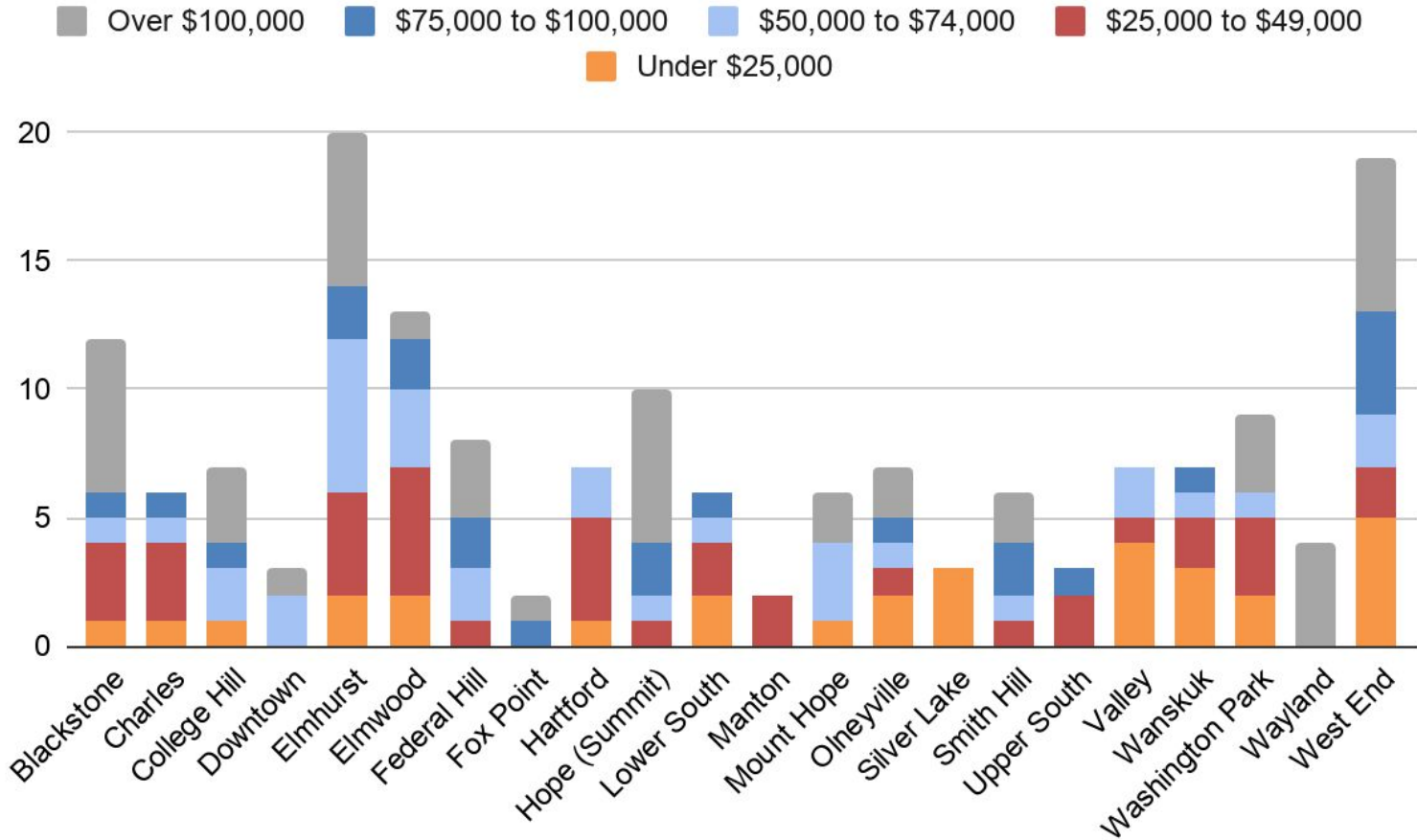
- Both my household and my business get an electricity bill
- My business gets an electricity bill
- My household gets an electricity bill
- My household uses electricity, but we do not get a bill (for example, electricity costs are included in

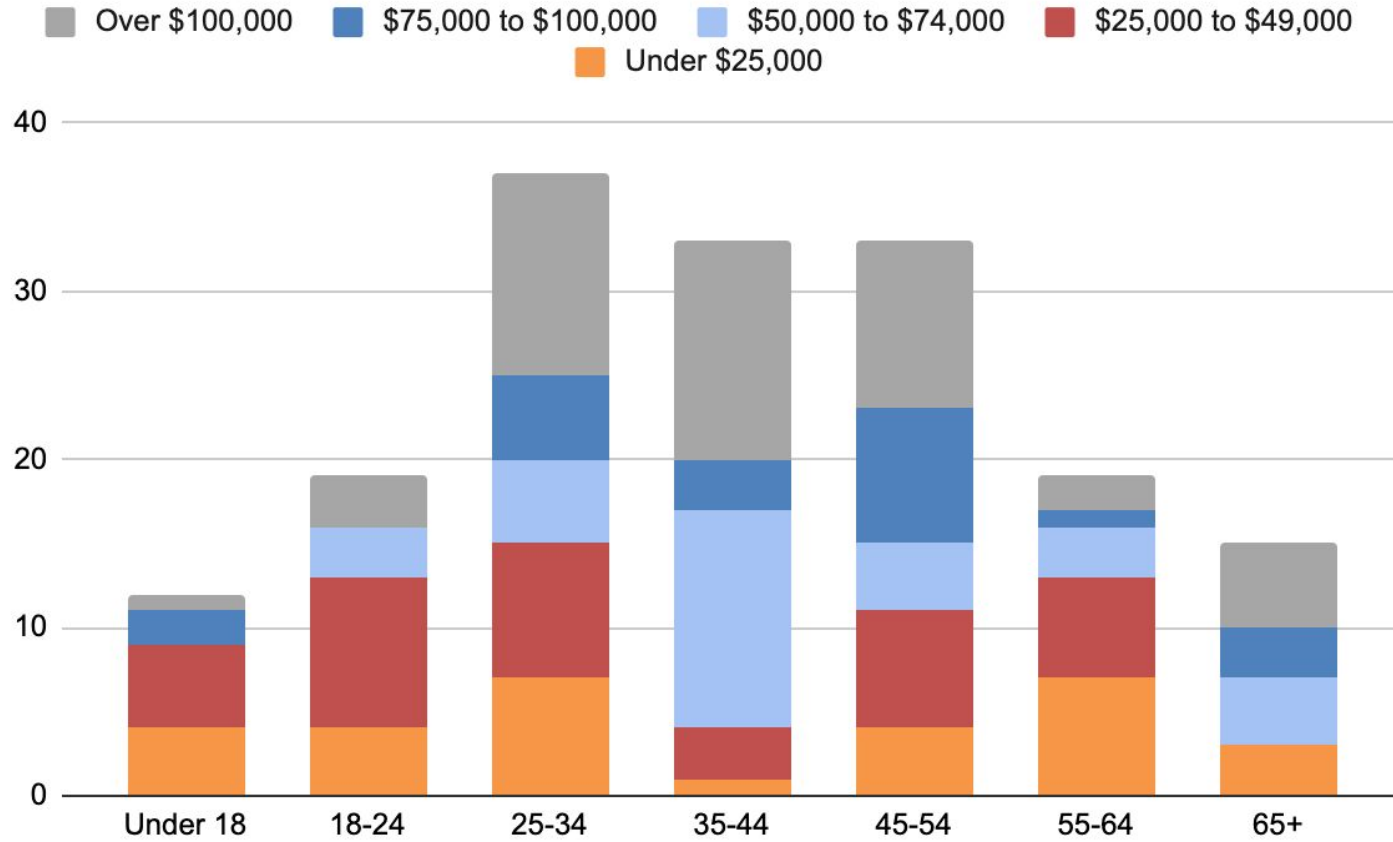




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# Interaction with Existing System

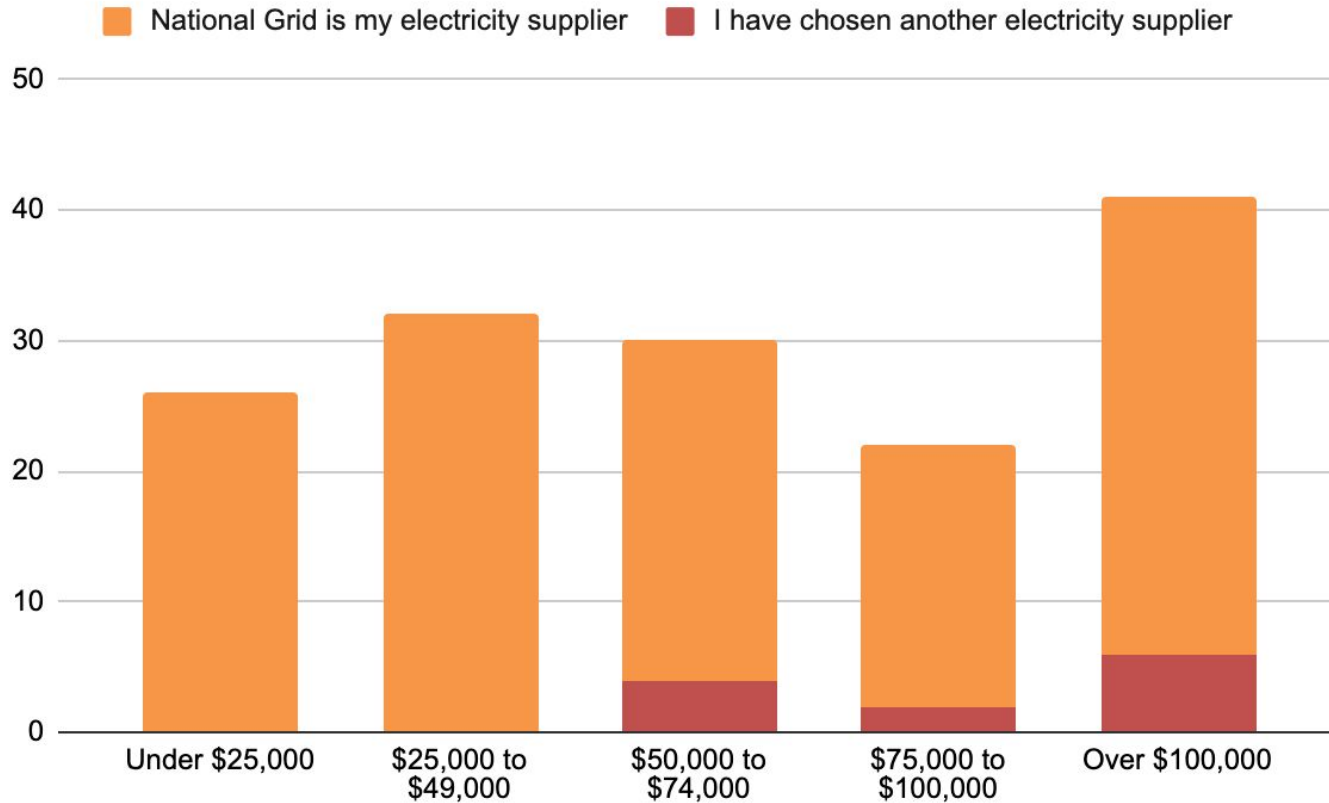


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# Questions After Video #1

- Generally few questions, except for topics which we addressed in subsequent videos
- Arcadia and Green Energy Consumers raised a couple times
- Multiple questions related to how National Grid operates
  - How do they set their rates?
  - Why are they the default supplier?
  - If we do CCA, will they retaliate at all (such as raising Delivery prices)?
- One curious about interplay between CCA and Community Solar
- One had frustration with National Grid in general

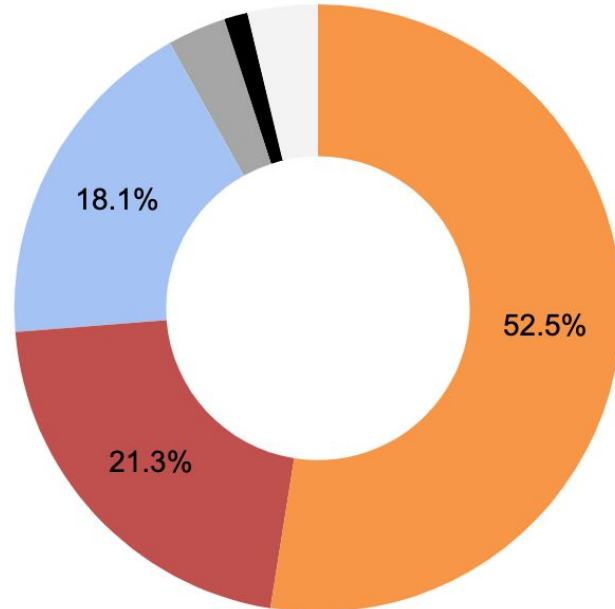


# Why Did You Switch Suppliers?

- 11 of 12 said it was “To get more renewable energy”
  - 3 of these said it was also “To get lower prices”
  - 1 of these said it was also “To get more stable rates”
  
- Only 1 said that the only reason was “To get lower prices”
  - This respondent had household income over \$100k

# Why is National Grid still your electricity supplier?

- I didn't know I had a choice
- I heard it's too risky
- I could not find a better deal
- Wanted to stick with Green Energy Consumers...
- Haven't had time to switch
- Other





# Sample Comments on Not Switching

“There's not a clear place to compare plans. Reluctance to deal with two companies.”

“I'm not really aware of my choices, and the only choices I am aware of are the scammy-seeming folks who go door-to-door asking me to switch, which I don't want to engage with.”

“I had another provider and the price increased. I switched back to National Grid and have not shopped around again”

“Other companies did not offer the chance to participate in Green Energy Consumers Alliances”

# Comments on Not Switching

## Those than answered “Other”

- “I'm pleased with N. Grid service, and support. I have had 2 outings in the past 9 years and both were fixed very quickly. This reliability is important to me.”
- “National Grid's economies of scale and public regulation make it more likely to be cheap for residential consumers.”
- “Tradition”

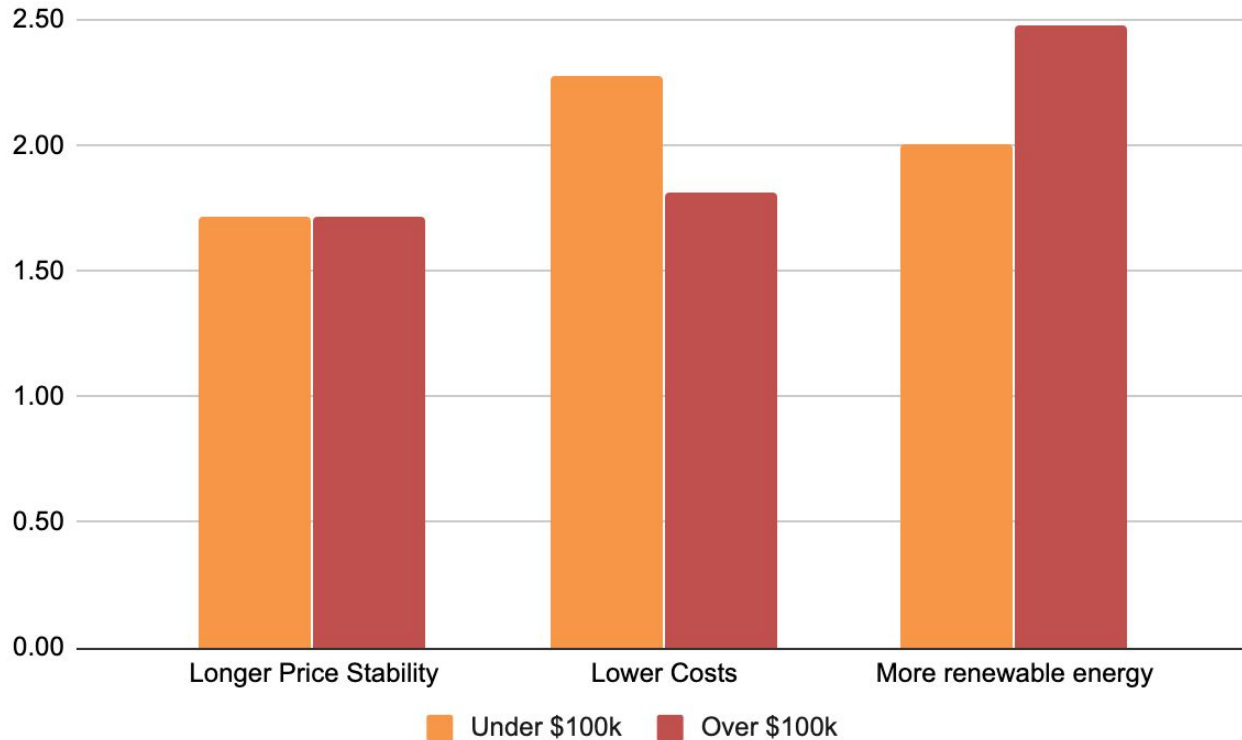
# Preferences for CCA



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# Preferences: Weighted Averages Shown

## Higher is preferred more

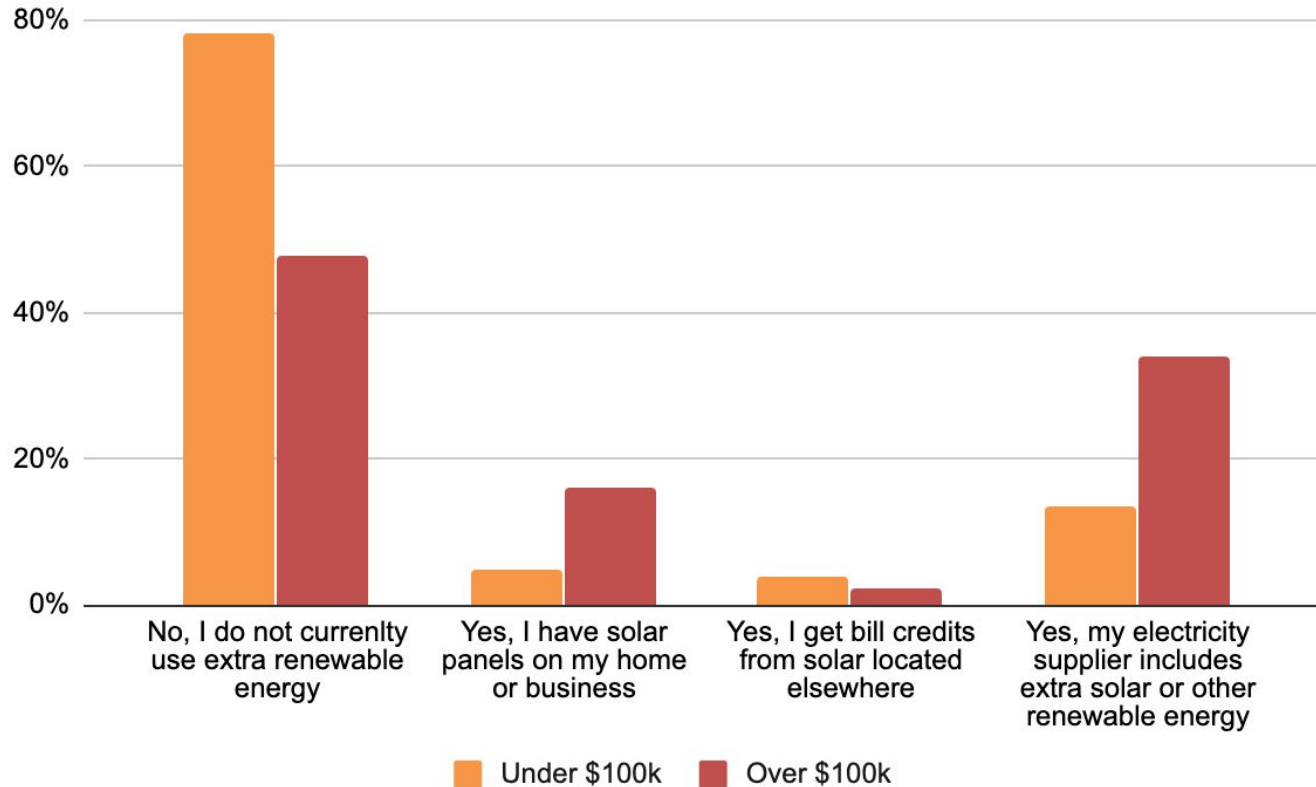




# Existing Use of Extra Renewable Energy



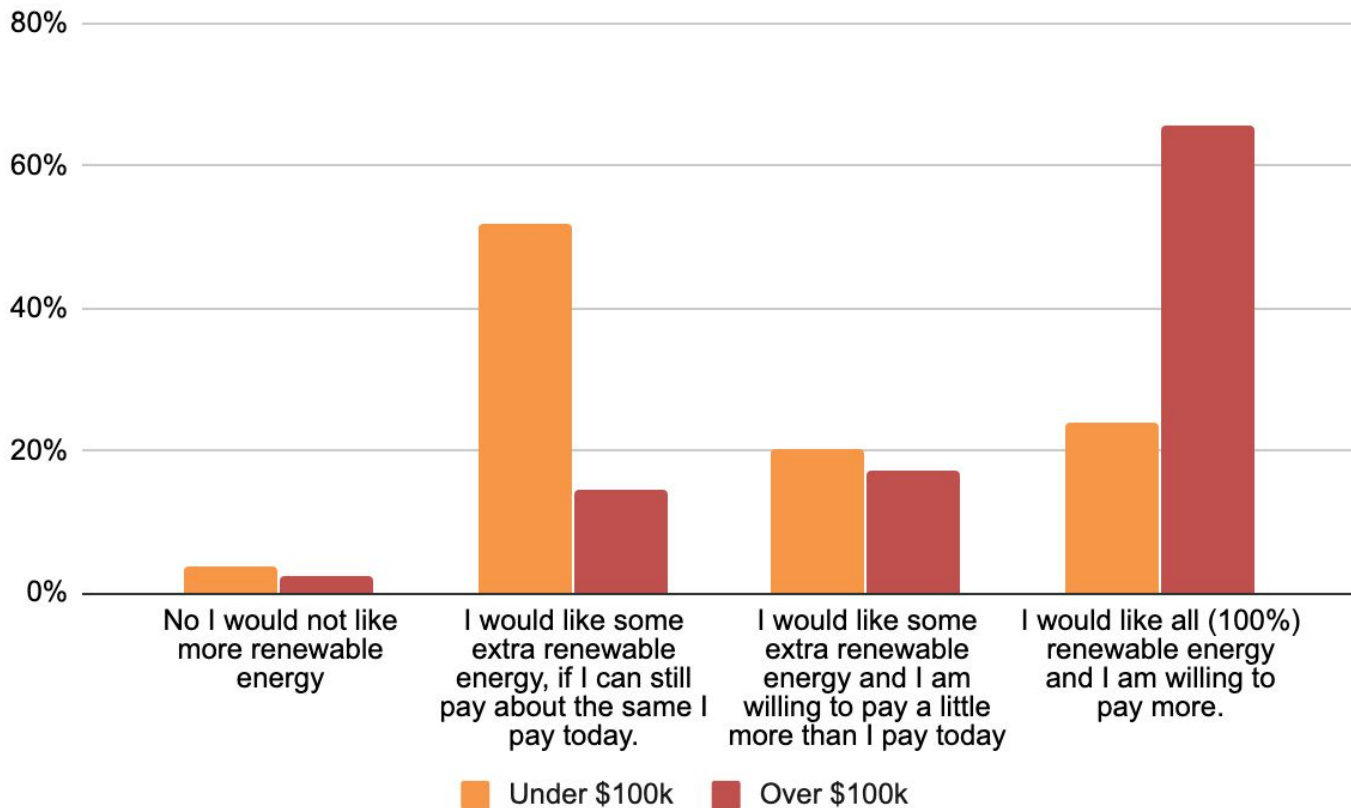
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# Willingness to Pay for Renewable Energy



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# Branding and Communication

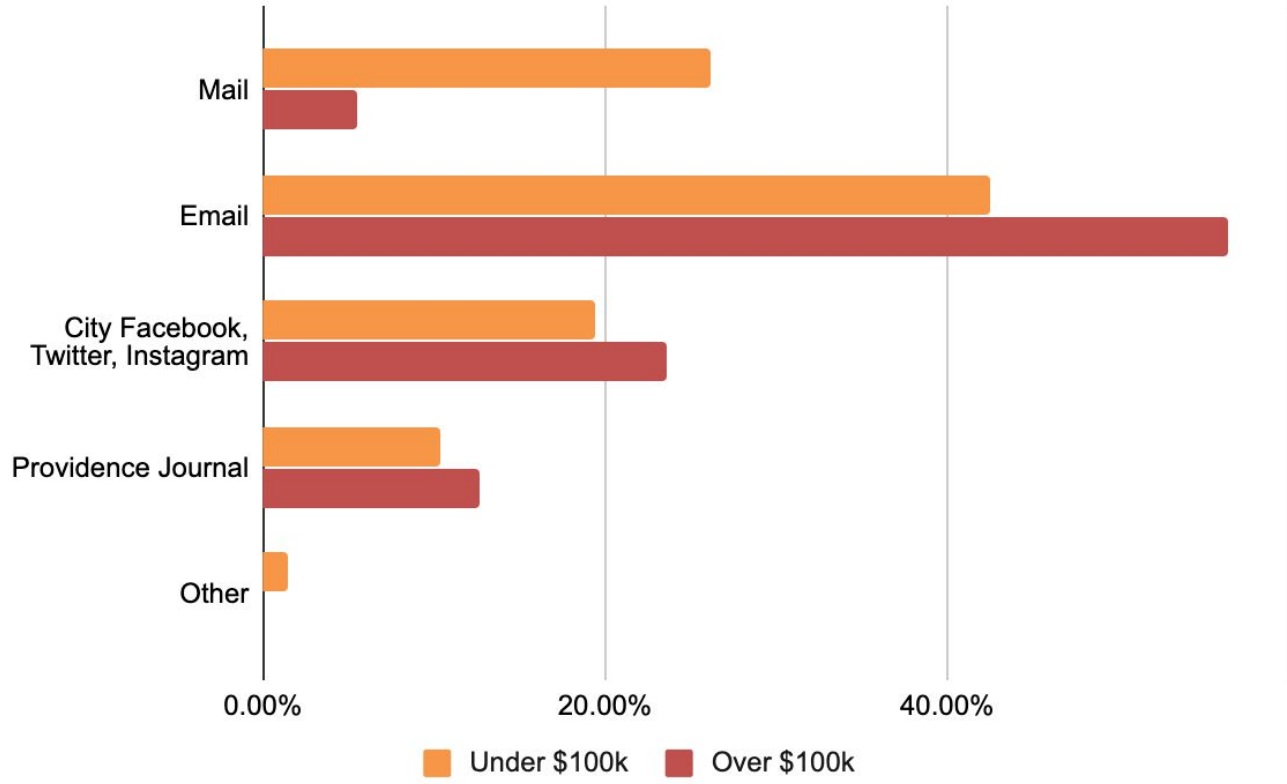


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# Preferences: Communication



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# Images for Branding



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Image or Logo	Quantity
Official "P" Logo	20
Roger Williams Park (or other green space)	10
Downtown/Skyline	10
Diverse people	8
City seal	7
City Hall	7
Superman building	7
Waterfires/Water Place Park	6
Youth and/or families	6
Murals/art downtown	4
Crook point bascule bridge (Seekonk River Bridge)	3

Kennedy Plaza	3
Neighborhoods	3
Providence Place	2
Picture of Mayor or Council	2
Windmills at the Port	2
Bright/Colorful Patterns	1
PVD Fest	1
Blue Bug on Highway	1
The Atwells Pineapple	1
Woonasquetucket River	1
Historic landmarks	1
Manchester Street Power Station	1

Nibbles Woodaway	1
Pedestrian Bridge	1
Sustain PVD Logo	1

# Names

- Providence Clean Power
- Power for Providence
- Providence Community Power (5)
- Our POver
- Renewable Providence
- Safe Planet Power
- City of Providence Community Electric
- Providence Community Electricity (7)
- Providence Community Energy
- Providence Community Current Control
- Providence Community Clean Electricity
- Providence Community Renewables
- Providence Power to the People
- Green Ohms for Green Homes
- Providence Electricity Cooperative
- CleanPVD
- PVD Community Choice Electricity
- Powering Providence Electrify Your Community PVD



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# Names - Spanish



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Received many suggestions each:

- Electricidad Comunitaria de Providence
- Energía Limpia para Providence

Other Suggestions

- Energia Limpia PVD o PVD CLean Energy Project
- Providence Avanza
- Desarrollo hacia el futuro

# Impact on Plan



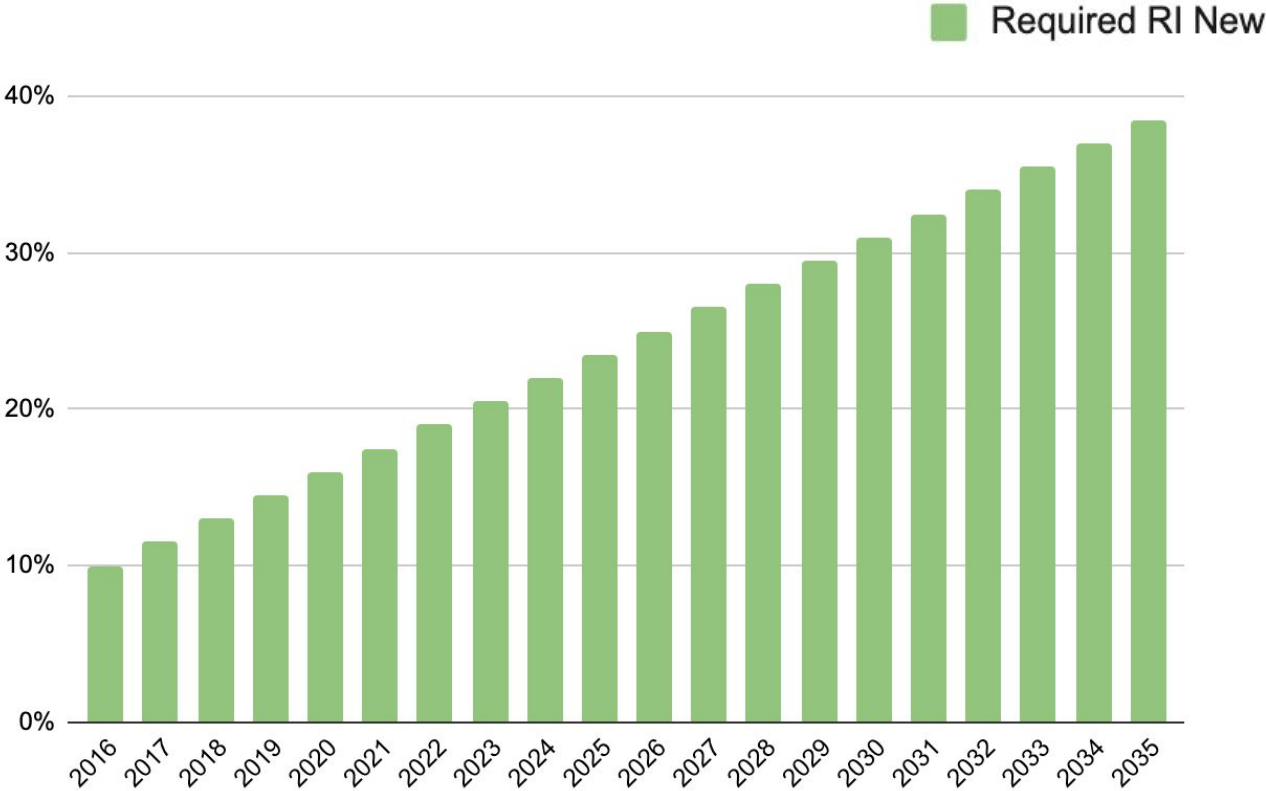
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# Renewable Energy Standard: RI New Drives Growth of Renewables



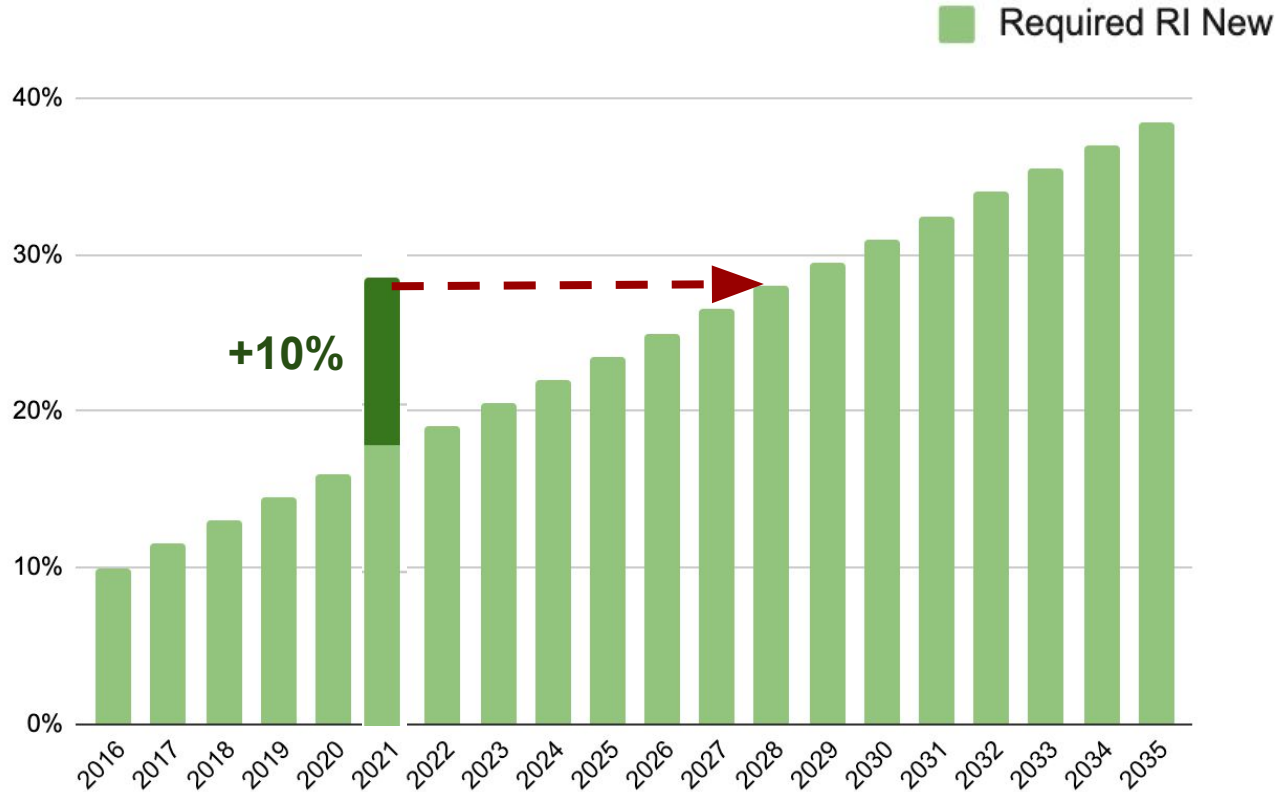
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# CCA Can Spur Renewables to Grow Even Faster



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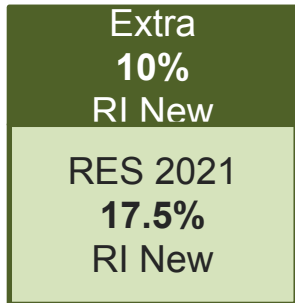
# Recommended Program Options



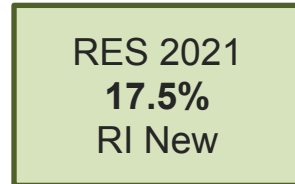
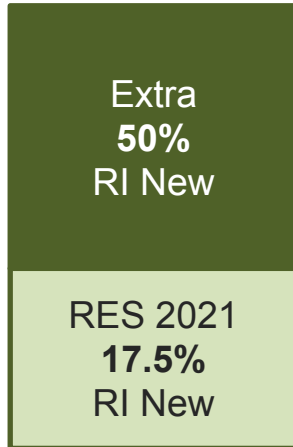
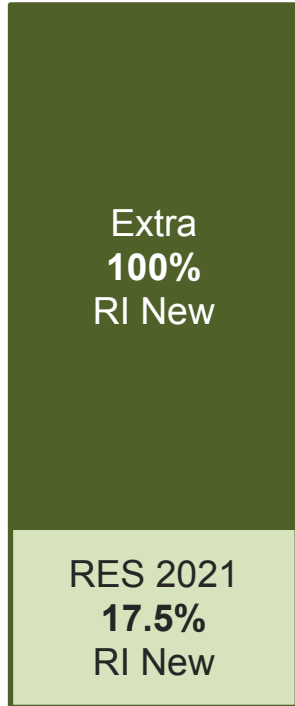
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## Standard Program Rate

*Goal is to cost a little less or the same as National Grid, even with extra renewables*



## Optional Program Rates



## National Grid Rate Standard Offer Service

