

## Exhibit I - Historical Overview

### 1. Town Vote

The town of Plaistow approved Warrant Article P-21-18, 463-yes to 249-no, at Town Vote in 2021, allowing the town to authorize Community Power pursuant to RSA 53-E. The Select Board was approved to proceed with taking the action necessary to implement a Plaistow Electric Aggregation Plan.

### 2. Creation of Community Power Aggregation Committee

The Committee was commissioned by the Select Board on February 27, 2023. The Select Board signed an MOU to work with the community power (municipal aggregation) consulting team lead by Standard Power on May 9, 2023.

*Selectman Britton motions to establish a Community Power Subcommittee with the responsibility of exploring and gathering information related to the implementation of a Community Power Electrical Aggregation Program for the Town of Plaistow. The Subcommittee shall be comprised of four (4) voting members and a Selectmen's Ex-Officio, with up to four (4) alternate members and a Selectmen's Ex-Officio alternate. The Ex-Officio would be a voting member of the Subcommittee to make up a five (5) member voting body. The Charter for the Subcommittee shall be developed by the Board with the assistance of the EComm. Membership qualifications shall be the same as for all chartered and appointed boards and committees in the Town of Plaistow, and in accordance with NHRSA's. Seconded by Selectman Gifford.  
Vote: 3-0-0  
Motion carries.*

The Committee held their first meeting on June 7, 2023, and decided to meet twice a month in order to explore the possibility of preparing a Plan with public input in time for an April 2024 start date.

### 3. Creation of a Draft Plan with public hearings

An online community survey was released on the Town's website on July 27, 2023, and advertised on posters and through social media. Paper copies were also made available at the Town Hall and Library. The deadline for survey responses was set for September 30, 2023, with the possibility of extending the deadline if warranted.

The Committee reviewed a template draft Plan created by Standard Power based on the requirements of RSA 53-E, and customized it to include local goals, community survey results, and all public input.

Public Hearing dates were held on September 21, 2023, and September 27, 2023, at 6:30PM.

### 4. Draft Plan: Public Hearings & Comments

The draft Plan was posted on the Town website on October 5, 2023.

### 5. Approval of Plan by Community Power Subcommittee

The Committee met and voted to approve the Plan on October 4, 2023.

### 6. Adoption of Plan by Select Board and Town Meeting

The Selectboard approved the Community Power Aggregation Plan on October 30, 2023, excerpt below and full minutes available here:

[add details]

### 7. Submission of Final Plan to Public Utilities Commission

The Plan was submitted to the PUC and all required parties, including, but not limited to the State DOE, OCA, Unutil, and the Clerk of the PUC [add date].

## **Exhibit II - Education & Outreach Plan**

The following describes Plaistow’s Education & Outreach plan to fully inform and educate potential participants about their opportunities, options and rights for participation in the Program. Once enrolled, participants can exit the program subject to reasonable notice to the distribution utility and may only occur after the next meter read, consistent with PUC 2204.05(g).

The costs and implementation of the Education/Outreach Plan will be handled by the Community Power Consultant, under the direction of the Select Board or their designee.

### **1. Program Launch**

The Town has prepared a preliminary marketing plan and timeline that identifies the steps the Town may take to implement the broad-based public education efforts and send out the opt-out notification (Customer Notification Letters). The schedule is designed to work towards the estimated date when the Customer Notification Letters are scheduled to arrive in retail electric customers mailboxes. The dates may be adjusted to ensure compliance with the minimum written notification timelines for the date of commencement of service to the Public Utilities Commission, the Office of Consumer Advocate, and the Department of Energy per PUC 2204.04.

<b>Action</b>	<b>From estimated date Customer Notification Documents arrive in customer mailboxes</b>	
	<b>Days before</b>	<b>Days after</b>
A. Create or Update Webpage and shopping comparison websites	15	-
B. Work with local media resources	15	30
C. Active social media outreach	15	30
D. Initial person presentations	15	30
E. Distribute marketing materials	15	30
F. Customer help line	15	Ongoing
G. Mail postcard to all Eligible Customers	5	-
H. Customer Notification Letters arrive	0	0

#### **1.A. Create or Update Webpage and shopping comparison websites**

Timeframe: Shortly after signing the ESA (~15 days before the estimated date that the Customer Notification Letters arrive).

The Program will maintain an informational webpage with features that include Program details, an online savings calculator and enrollment, opt-up and opt-out forms for the convenience of participants. The Program page will be maintained on the Town's website. After executing an ESA, the Program will update the Program page with a description of the Program and its products, the implications to the Town, and the rights and responsibilities that the participants will have under the Program.

The shopping comparison website is maintained by the Department of Energy to enable consumers to shop for electricity supply products. The Program will post its product information for residential and small commercial customers on the shopping comparison website. Such information will be posted on the website in advance of mailing the Customer Notification Letters.

### **1.B. Press Release and Work with Local Media Resources**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letters arrive.

The Town will develop press releases to provide to local media resources, including newspapers and public access TV

- Area Newspapers: The Town will work with the Town of Plaistow E-Crier Newsletter to disseminate accurate and timely information about the Program. Other newspaper outlets may include other local publications.
- Recordings and Local Public Access Television: The Town Select Board meetings are broadcast over the local cable channel and Community Power Committee meetings are not broadcast. The Town may choose to record presentations about the program and PSAs for upcoming public meetings and community events.
- Municipal Staff Interviews: Develop Q&A Scripts and prepare municipal staff or volunteers for interviews.

### **1.C. Active Social Media Outreach**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letters arrives.

Boost all traditional media coverage on social media platforms, with the goal of driving traffic to the Program webpage. In concert with the communication leads of the Town, develop a campaign of planned tweets and Facebook posts, timed to coincide with important milestones in order to keep ratepayers informed, particularly those that may not interact with traditional media on a regular basis. Draft content and graphics to accompany the posts, to be made by Town staff. These accounts may include: the official Town Facebook page, Town of Plaistow, NH, [www.facebook.com/profile.php?id=100064889162624](https://www.facebook.com/profile.php?id=100064889162624).

Monitor various channels such as Facebook for relevant conversations and questions about the Program. Draft responses to comments and questions and utilize social media as a critical tool in engaging with members of the community.

**1.D. Public Presentation**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letters arrive. This will include, as required in RSA 53:E-7, a public information meeting within 15 days of the mailing of the Customer Notification Letters.

- Local Groups: Connect with local groups and associations to see if representatives of the Town can participate in an upcoming meeting or offer to host a dedicated event. Seek their assistance in identifying how to best connect with customers with limited-English capabilities or disabilities that may prevent them from accessing Program information. Some of the Community-based groups identified to date which the Town may choose to work with include Plaistow Democratic Committee.

Reaching the business community will be important. Presenting to Plaistow Area, Commerce Exchange (PACE) can start this dialogue and lead to additional outreach to and connection with businesses.

- Select Board Meetings: Present or provide materials for the Select Board meetings and any constituent meetings they may have.

**1.E. Distribute marketing materials**

Timeframe: 15 days before to 30 days after the estimated date that the Customer Notification Letters arrive.

Many groups may have a natural interest in promoting awareness about the Program and can be provided with electronic and hard-copy materials with reference information for the Program.

Distribute in key locations, such as Municipal Offices and Public Library.

**1.F. Customer Help Line**

Timeframe: At least 15 days before the estimated date that the Customer Notification Letters arrives and ongoing thereafter.

Establish customer helplines with the Competitive Supplier and Community Power Consultant to answer customer inquiries.

**1.G. Mail Postcard to all Eligible Customers**

Timeframe: 5 days before the estimated date that the Customer Notification Letters arrives.

A postcard with municipal branding establishes that there is a community-sponsored Program and increases the likelihood that recipient engages with the more detailed Customer Notification Letters.

**1.H. Customer Notification Letters arrive**

The Customer Notification Letters will be sent via standard mail to the billing address of each retail electric customer per **Section VI.b.ii** of the Plan. The Program will have two

versions of this letter, one for Eligible Customers and one for other customers. The Competitive Supplier shall bear all expenses regarding the Customer Notification Letters.

***1.H.i. Customer Notification Letter for Eligible Customers***

Per **Section III.b** of the Plan, all retail electric customers receiving Default Service supply will be eligible for automatic enrollment in the Program (Eligible Customers). The notification envelope will be designed to appear as an official Town communication and it will be clearly marked as containing time sensitive information related to the Program. The notification will contain a letter describing the Program.

The letter will inform Eligible Customers:

- a) about the Program, implications to the Town, and provide information regarding participation and participants' responsibilities and rights;
- b) that they have the right to opt-out of the Program without penalty, subject to reasonable notice to the distribution utility and may only occur after the next meter read;
- c) of all charges, prominently stated, with a comparison of price and primary terms of the Competitive Supplier and the current Default Service offering;
- d) that any savings under the Program compared to Default Service cannot be guaranteed because the Default Service rate is subject to changes
- e) about the opt-out process; and
- f) in languages other than English for appropriate customer groups (i.e. toll-free telephone number).

The letter will also contain an opt-out reply card with a simple check-off and signature line for eligible customers who do not wish to participate. The envelope will be pre-stamped for return of the opt-out reply card in order to protect customer privacy.

Eligible customers will have 33 days from the date of the mailing to mail back the opt-out card in a pre-addressed postage-paid envelope and the customer notification shall identify the specific date by which the envelopes containing the opt-out card must be postmarked. Automatic enrollment of customers will not start until three days after the date specified for the postmark of the return envelopes to allow for receipt of the opt-out cards prior to the start of automatic enrollments. New Eligible Customers will be enrolled in the Program in accordance with applicable Local Distributor Company rules. Upon initiation of service, these new Eligible Customers will receive the same customer information as all other Eligible Customers.

***1.H.ii. Customer Notification Letter for Other Customers***

The Customer Notification Letter for other customers will, at a minimum, contain a description of the Program, the implications to the Town, and instructions for how to enroll in any of the Program products if desired.

## **2. Ongoing Outreach and Education**

The Town intends to continue outreach and education for customers after enrollment in the

Program. The costs and implementation will be handled by the Community Power Consultant, under the direction of the Town. These efforts will include:

- **Program impact:** Collect key metrics relating to cost performance, renewable energy purchases and program enrollment, particularly as the program accomplishments relate to progress towards the Town’s short- and long- term goals for renewable energy and greenhouse gas emission reduction. This will also include the Energy Source Disclosure labels for the electricity supply.
- **Opt up campaigns:** On-going campaigns to recruit participation into its optional product(s) that contain more renewable energy than required by law (“Opt up campaigns”). Increasing participation in these products will serve the Town’s goals to expand new renewable energy and reduce greenhouse gas emissions.
- **Customer awareness:** Rights, responsibilities and procedures for Program participants; contact information for customer inquiries, responses to frequently asked questions, and details regarding the Program’s electric supply and renewable attributes.
- **Public input:** As the program considers changes to further its progress toward a 100% renewable future and other goals, Town will manage outreach to solicit input and feedback from the community.
- **Program changes and evolution:** Any changes in offerings and prices, which will be posted on the Program website that is linked to the website of the Town.

The program will utilize similar mediums for on-going education and outreach as for the initial launch education and outreach, including but not limited to: social media, traditional media, in-person meetings and presentations, outreach to local groups, video, and mail.

Translation of all materials will be provided as necessary to reach communities with limited English proficiency.

### **3. Approach to Overall Education & Outreach**

#### **3.1 Outreach to Persons with Limited English Proficiency or Disabilities**

The Program will be consistent with Town policies to provide access to Program materials for all Eligible Customers. Materials will be provided in English, and translation of materials will be provided as such needs are identified. Outreach efforts will be communicated in print and audio formats to provide access to both the hearing and visually impaired. The Program will also work with local organizations on accessibility issues as needed, see Section 1.D, above.

## **Exhibit III - Data Protection Plan**

### **I. Introduction**

The Town of Plaistow (the “Municipality”) is developing a Community Power program (the “Program”), pursuant to RSA 53-E. A municipality that implements such a program is known as an aggregator (“Aggregator”). RSA 363:38 and PUC 2004.19 require that service providers, including Aggregators, protect individual and confidential customer data (“Individual Customer Data”). Individual Customer Data, as defined in RSA 363:38 and expanded in PUC 2004.19, means information that is collected as part of providing electric services to a customer that can identify, singly or in combination, that specific customer, and includes the customer name, address, and account number and the quantity, characteristics, or time of consumption by the customer, and also includes specific customer payment, financial, banking, and credit information. Further, Aggregators must only use Individual Customer Data for the Program’s primary purpose, which may include 1) providing or billing for electric service, 2) meeting electric system, electric grid, or other operational needs, and 3) researching, developing and implementing new rate structures or demand response, customer assistance, energy management or energy efficiency programs. This Data Protection Plan was developed to ensure that Individual Customer Data obtained as part of operation of the Program will be protected from disclosure and/or inappropriate use.

### **II. Elements of the Plan**

#### **1. Access to Customer Data**

As part of the Program, Standard Power of America, Inc., other aggregation consultants, if any, local designees of the Municipality, and competitive electricity suppliers selected to provide electricity for the Program (collectively, “Data Administrators”) will receive access to certain information on file with a customer’s local distribution company (“LDC”), including, among other things, the customer’s name, mailing address, and energy usage history (“Customer Data”). In particular, depending on the status of implementation of the Program, LDC(s) may provide four types of Customer Data to Data Administrators: a) aggregated customer data, b) eligible customer data, c) retail electric customer contact information, and d) enrolled customer information. Each type of Customer Data is described more fully below.

- a. Aggregated Customer Data – contains certain information for all electric customers within a municipality, aggregated by rate class or other grouping. This may include data such as the number of customers by rate class, counts of customers participating in net energy metering by rate class, counts of customers participating in electric assistance program by rate class, the aggregated energy (kWh) for electricity consumption by month for the past 12 months or more by rate class, and revenue, receipts and past-due accounts receivable.

b. Eligible Customer Data – contains certain information for each electricity customer currently receiving utility-provided default service within a municipality. This may include data such as capacity tags for current, prior and next power years, energy (kWh) for electricity consumption for the past 12 months or more, meter reading cycle, whether such customer net meters and under which terms, and group net metering data including whether such customer is a group net metering host or member of a net metering group, whether a group net metering customer-generator operates as a low-moderate income community solar project, the size of any such net metered generation and the year and month it was placed into service.

c. Retail Electric Customer Contact Information – comprises certain customer contact information for the provision of Program communications, such as Customer Notification Letters to retail electric customers. This may include such data as the customer of record's name, mailing address, account number, meter number, rate class, and email address.

d. Enrolled Customer Data – contains certain information for all individual customers who elected not to opt-out of the Program during the opt-out period. This may include such data as Name of customer and customer contact, Mailing address, Service address, Account number and related meter numbers, Name key, Contact information such as phone numbers, email address, Billing account number, Preferred billing and communication method, Billing cycle, Meter read date or cycle, Form or type of meter reading, Capacity tag information for past two years, current power year and forecasted next power year, Most recent 24 months of usage data, Current and historic status of net metering, distributed generation, Preferred billing and communication method, payment plans and electric assistance program participation, and Rate class.

## 2. Data Security

All Customer Data that is not anonymized (i.e. presented or aggregated in such a way that removes information that can be used to identify the individual customer that it pertains to, such that it does not constitute individual customer data as defined by RSA 363:37, I or PUC 2002.09) shall be considered Individual Customer Data.

Data Administrators will utilize industry standard physical, technical, and administrative controls and procedures to safeguard Individual Customer Data collected as part of the Program and to prevent unauthorized or accidental access, destruction, loss, alteration, or disclosure of, to protect against anticipated threats or hazards to the security, confidentiality, or integrity of, and to permit only the appropriate use of, such customer information.



To protect the confidentiality, integrity, and availability of Individual Customer Data, Data Administrators will utilize a variety of industry standard physical and logical access controls, firewalls, password protections, intrusion detection/prevention systems, network and database monitoring, and backup systems. These systems will be designed to cover all networks, servers, computers, notebooks, laptops, PDAs, mobile phones, or other devices that contain Individual Customer Data, or through which Individual Customer Data is made available.

Data Administrators will limit access to Individual Customer Data to those persons and entities having a specific business purpose for maintaining and processing such information. Those granted access to Individual Customer Data will be trained on their responsibilities to protect the confidentiality, integrity, and availability of such information.

Data Administrators will work cooperatively with the LDC(s), as necessary, to implement this Data Protection Plan, and will at a minimum, implement the following actions:

- a. Conduct a risk assessment to identify and assess reasonably foreseeable internal and external risks to the security, confidentiality, and integrity of electronic, paper, and other records containing Individual Customer Data and evaluate and improve, where necessary, the effectiveness of their safeguards for limiting those internal and external risks;
- b. Timely notify the LDC(s) of any important modifications of this Data Protection Plan within a reasonable amount of time;
- c. Review and, as appropriate, revise this Data Protection Plan: (i) at least annually or whenever there is a material change in their business practices that may reasonably affect the security or integrity of Customer Data; (ii) in accordance with prevailing industry practices and applicable law; and (iii) as reasonably requested by the LDC(s). If the Data Administrators modify this Data Protection Plan following such a review, the Data Administrators will promptly notify the LDC(s) of such modifications and will provide the modifications to the LDC(s) in writing upon a LDC's request. The Data Administrators will at no time alter or modify this Data Protection Plan in such a way that will weaken or compromise the confidentiality, security, or integrity of Individual Customer Data;
- d. Maintain and enforce this Data Protection Plan in all locations where Individual Customer Data is processed by the Data Administrators;
- e. Conduct security testing using a third party to provide monitoring penetration and intrusion testing with respect to each Data Administrator's systems and promptly provide a copy of the results to the LDC(s), provided that the third party may redact IP addresses and other client names and information;
- f. Provide annual security awareness training to all individuals having access to Individual Customer Data and maintain a record of such training; and

- g. Implement a standard process for identifying, assessing, and mitigating security risks.

### 3. Confidentiality

Data Administrators will not sell Individual Customer Data to others unless such sale is specifically authorized by the customer, or is required by law or court order. Data Administrators will not share, disclose, or provide Individual Customer Data to others, including their affiliates, unless such disclosure or provision is required to operate the Program (i.e., the Program’s “primary purpose”, per RSA 363:38), is specifically authorized by the customer, or is required by law or court order. If Data Administrators request customer authorization to disclose Individual Customer Data, Data Administrators will first describe to the customer the information they intend to release and provide details concerning the recipient of such information.

Data Administrators will hold all Individual Customer Data in strict confidence and except as otherwise needed for provision of the Program, required by law, or permitted as below, (a) not disclose Individual Customer Data to any other person or entity (including but not limited to subcontractors and affiliates or members of Data Administrators); (b) not process Individual Customer Data outside of the United States; (c) not process Individual Customer Data other than in connection with the Program; (d) not process Individual Customer Data for any marketing purposes other than in connection with the Program; (e) limit reproduction of Individual Customer Data to the extent required for the Program; (f) store Individual Customer Data in a secure fashion at a secure location in the United States that is not accessible to any person or entity not authorized to receive the Individual Customer Data; and (g) otherwise use at least the same degree of care to avoid publication or dissemination of the Individual Customer Data as Data Administrators employ (or would employ) with respect to their own confidential information that they do not (or would not) desire to have published or disseminated, but in no event less than reasonable care.

### 4. Disclosure of Individual Customer Data

Notwithstanding the provisions of Section 3 above, the Data Administrators may disclose Individual Customer Data to their representatives who have a legitimate need to know or use such Individual Customer Data for the sole and limited purposes of administering and/or conducting the Program. Such representatives will first be advised of the sensitive and confidential nature of such Individual Customer Data and agree to comply with the provisions of this Data Protection Plan. Pursuant to PUC 200.19, Data Administrators may also provide Individual Customer Data to third parties for the purposes of 1) billing for electric service, 2) meeting electric system, electric grid, or other operational needs, and 3) implementing demand response, customer assistance, energy management or energy efficiency programs. Any such third parties will be required by contract to comply with the provisions of this Data Protection Plan.

In the event that Data Administrators or any of their representatives receive notice that they have, will, or may become compelled, pursuant to applicable law or regulation or legal process, to disclose any Individual Customer Data (whether by receipt of oral questions, interrogatories, requests for information or documents in legal proceedings, subpoenas, civil investigative demands, other similar processes or otherwise), Data Administrators will, except to the extent prohibited by law, immediately notify the LDC(s), orally and in writing, of the pending or threatened compulsion. To the extent lawfully allowable, the LDC(s) will have the right to consult with the Data Administrators and the parties will cooperate, in advance of any disclosure, to undertake any lawfully permissible steps to reduce and/or minimize the extent of Individual Customer Data that must be disclosed. The LDC(s) will also have the right to seek an appropriate protective order or other remedy reducing and/or minimizing the extent of Individual Customer Data that must be disclosed.

Data Administrators and their representatives will disclose only such Individual Customer Data which they are advised by legal counsel that they are legally required to disclose in order to comply with such applicable law or regulation or legal process (as such may be affected by any protective order or other remedy obtained by LDC) and Data Administrators and their representatives will use all reasonable efforts to ensure that all Individual Customer Data that is so disclosed will be accorded confidential treatment.

#### 5. Return/Destruction of Individual Customer Data

Upon the expiration of the Program, or as otherwise required by law or Commission order, the Data Administrators will destroy all copies of any Individual Customer Data (including any and all extracts, compilations, studies or other documents based upon, derived from or containing Individual Customer Data) within their or their representatives' possession (including destroying Individual Customer Data from all systems, records, archives and backups), and all subsequent use and processing of the Individual Customer Data by the Data Administrators and their representatives will cease.

Notwithstanding the foregoing, the Data Administrators and their representatives will not erase Individual Customer Data contained in an archived computer system backup maintained in accordance with their respective security or disaster recovery procedures. The Data Administrators will not provide access to or recovery of Individual Customer Data from such computer backup system and will keep all such Individual Customer Data confidential in accordance with this Data Protection Plan.

#### 6. Data Security Incidents

The Data Administrators are responsible for any and all security incidents involving Individual Customer Data that is processed as part of the Program. The Data

Administrators will notify the LDC(s) in writing immediately (and in any event within twenty-four (24) hours) whenever the Data Administrators reasonably believe that there has been a data security incident involving Individual Customer Data. After providing such notice, the Data Administrators will investigate the incident, and immediately take all necessary steps to eliminate or contain any exposure of Individual Customer Data. The Data Administrators will provide the LDC(s) with reasonable assistance and cooperation in the furtherance of any correction, remediation, or investigation of any such data security incidents and/or the mitigation of any damage, including any notification required by law or that LDC(s) may determine appropriate to send to individuals impacted or potentially impacted by such data security incident(s), and/or the provision of any credit reporting service required by law or that LDC(s) deems appropriate to provide to such individuals.

Unless required by law, the Data Administrators will not notify any individual or any third party other than law enforcement of any potential data security incidents involving Individual Customer Data without first consulting with, and obtaining the permission of, the LDC(s). Within 30 days of identifying or being informed of a data security incident, the Data Administrators will develop and execute a plan, with the cooperation of the LDC(s), which reduces the likelihood of a recurrence of such data security incident(s).

## 7. Additional Protections

The Data Administrators will comply with all applicable privacy and security laws to which it is subject, including this Data Protection Plan.

The Data Administrators will safely secure and/or encrypt all Individual Customer Data during storage and transmission.

The Data Administrators will have in place appropriate and reasonable processes and systems, including this Data Protection Plan, to protect the security of Individual Customer Data and to prevent a data security incident, including, without limitation, a breach resulting from or arising out of the Data Administrators' internal use, processing, or other transmission of Individual Customer Data, whether between or among their representatives, subsidiaries and affiliates, or any other person or entity acting on behalf of the Data Administrators.

The Data Administrators will work cooperatively with the LDC(s) to implement this Data Protection Plan, including: establishing policies and procedures to provide reasonable and prompt assistance to LDC(s) in responding to any and all requests, complaints, or other communications received from any individual who is or may be the subject of a data security incident involving Customer Data to the extent such request, complaint or other communication relates to the Data Administrators' processing of such individual's Individual Customer Data; and establishing policies

and procedures to provide all reasonable and prompt assistance to LDC(s) in responding to any and all requests, complaints, or other communications received from any individual, government, government agency, regulatory authority, or other entity that has or may have an interest in the Individual Customer Data, data theft or other unauthorized release of Individual Customer Data, disclosure of Individual Customer Data, or misuse of Individual Customer Data to the extent such request, complaint or other communication relates to Data Administrators' processing of such individual's Individual Customer Data.

#### 8. Use of Individual Customer Data

The Data Administrators will only use Individual Customer Data for the primary purposes, as defined in RSA 363:37, which may include 1) providing or billing for electric service, 2) meeting electric system, electric grid, or other operational needs, and 3) researching, developing and implementing new rate structures or demand response, customer assistance, energy management or energy efficiency programs.

## **II. Conclusion**

The Data Protection Plan meets all of the requirements of RSA 363:38, RSA 363:37 and PUC 2004.19.

## Exhibit IV – Survey Results

**Plaistow Community Power Survey**

This survey was created by the Town of Plaistow to assess the needs and interests of the community to design our own Community Power program. Community Power allows towns to choose where their electricity comes from on behalf of residents and businesses with the goal of reducing electric bills and increasing independence and energy options. The survey should take less than 10 minutes to complete, and all responses are anonymous.

**Q1. Is your HOME or BUSINESS located in Plaistow? If both, please complete the survey as a resident first, then return to complete a separate survey for your business.**

☐ Home  
☐ Business

**Q2. Do you have solar panels?**

☐ Yes  
☐ No

Unitil is our primary electric utility, providing emergency services, poles and wires and billing services. This will not change with Community Power. Unitil also provides default electricity supply for most of our community members. This will change with Community Power.

**Q3. Who is your electricity supplier?**

☐ Unitil  
☐ Other Supplier (third party supplier)  
☐ I don't know

**Q4. Plaistow is considering Community Power due to volatile and increasing electric costs. What would you want the Community Power program to bring to our community? Check all that apply:**

☐ Local control over energy costs  
☐ Lower energy bills  
☐ Increased renewable energy, including local sources  
☐ Consumers protections  
☐ Local Jobs  
☐ Increased knowledge about energy and how to reduce costs  
☐ Other (please specify) \_\_\_\_\_

**Q5. Are you interested in adding extra renewable energy in our electricity supply?**

☐ I would like extra renewable energy, if I can still pay about the same as I pay today  
☐ I would like extra renewable energy and I am willing to pay a little more than I pay today  
☐ I would like all (100%) renewable energy and I am willing to pay more  
☐ No, I would not like more renewable energy.

**Q6. We will provide updates about this program. How would you like to be updated on this program? Check all that apply:**

☐ Mail  
☐ Print Media (e.g. Union Leader)  
☐ Town Website/Facebook page  
☐ Outreach and Organizations  
☐ Email  
\_\_\_\_\_

**Q7. Have you implemented any of the following energy efficiency steps at your home or business? Check all that apply:**

☐ Performed an energy audit  
☐ Improved insulation (walls, ceilings, attics, and/or basements)  
☐ Purchased energy efficient appliances  
☐ Installed LED lightbulbs  
☐ Installed energy efficient windows  
☐ Installed programmable thermostat  
☐ Other (please specify) \_\_\_\_\_  
☐ None of the Above

**Q8. Which of the following best describes you?**

☐ I rent my home  
☐ I own my home  
☐ Other (please specify) \_\_\_\_\_  
☐ I prefer not to answer


**Q9. Which best matches your age?**



☐ Under 18  
☐ 18-40  
☐ 41-65  
☐ Over 65  
☐ I prefer not to answer

**Q10. Which best matches your household income level?**

☐ Under \$50,000  
☐ \$50,000 to \$100,000  
☐ Over \$100,000  
☐ I prefer not to answer

Save Paper! Take the survey online:  
<https://www.surveymonkey.com/s/PlaistowCP>



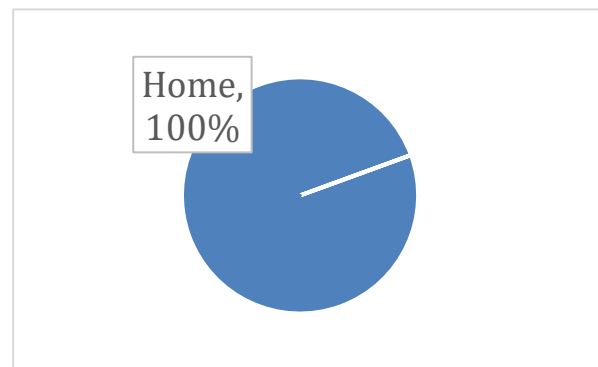
 

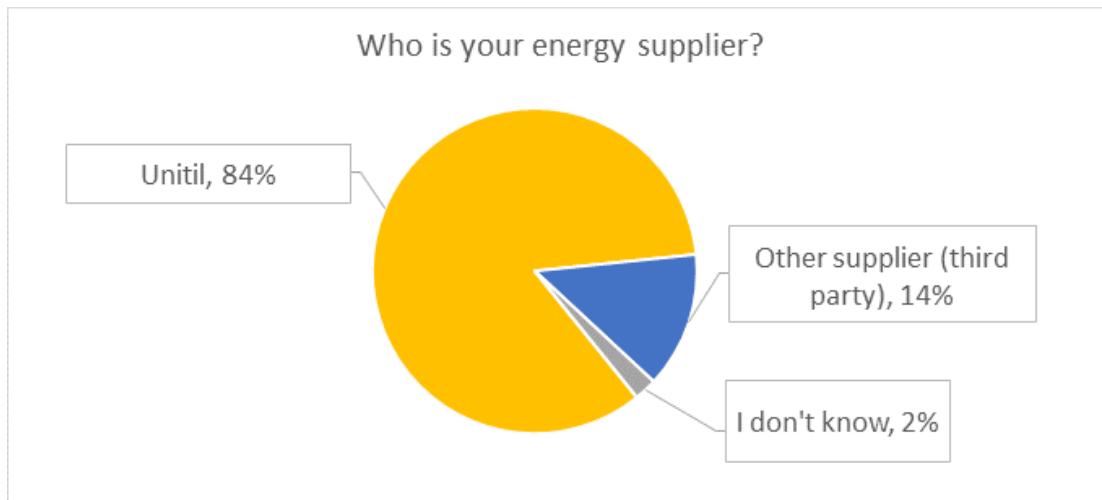
Learn more at [standardpower.com](https://standardpower.com)

The Plaistow Community Power Survey was released on July 27<sup>th</sup>, 2023. The following results include responses received through September 30<sup>th</sup>, 2023. There were 133 complete responses to the survey, and the results and implications for Plaistow's Community Power program are explained here. Responses are anonymous and combined here, except individual comments from respondents are also listed below. Survey demographics are collected to ensure that a range of opinions are represented in the survey results. Survey results were compiled by Standard Power on behalf of the Plaistow Community Power Committee.

The survey is not intended to be statistically significant but rather to give participants the opportunity to make their opinion known within the plan development process. Plaistow's Community Power Plan has options for a wide variety of individual priorities represented by survey respondents, including a least cost option and 100% renewable, in addition to preserving current choices for electrical supply.

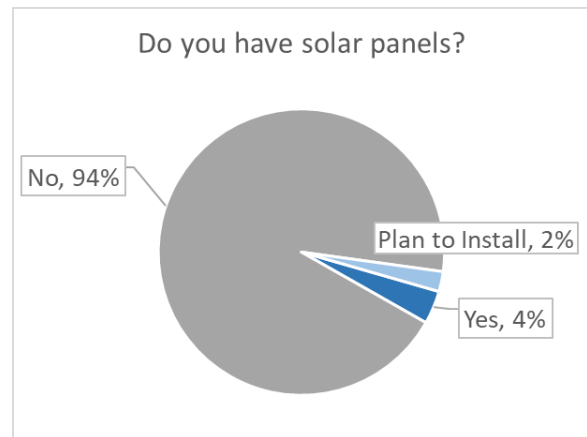
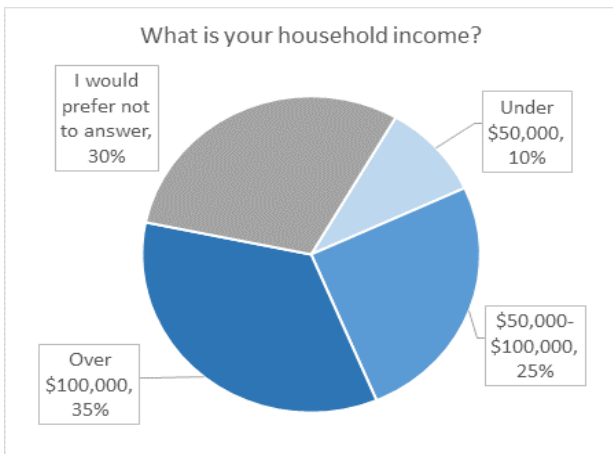
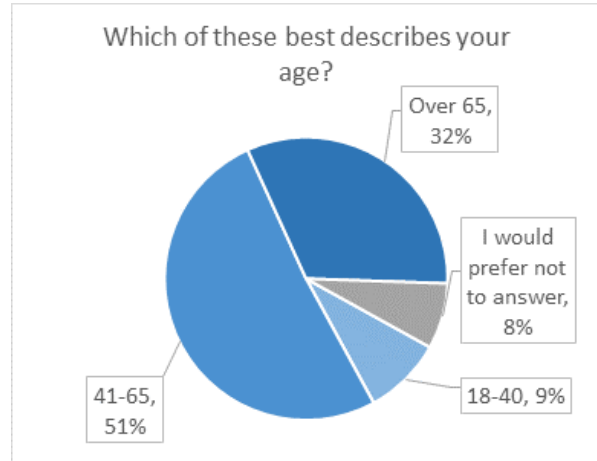
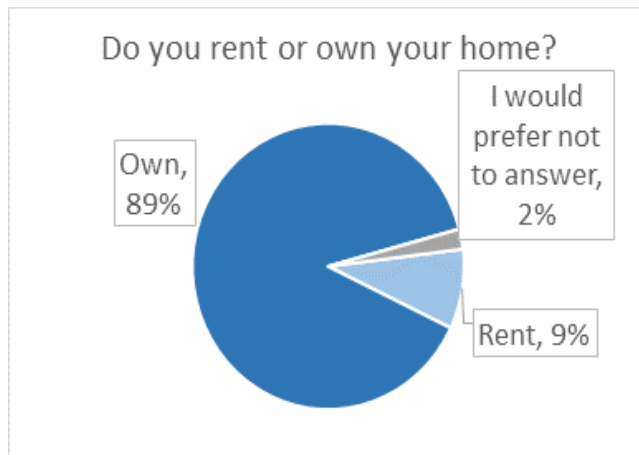
### Is Your Home or Business in Plaistow?



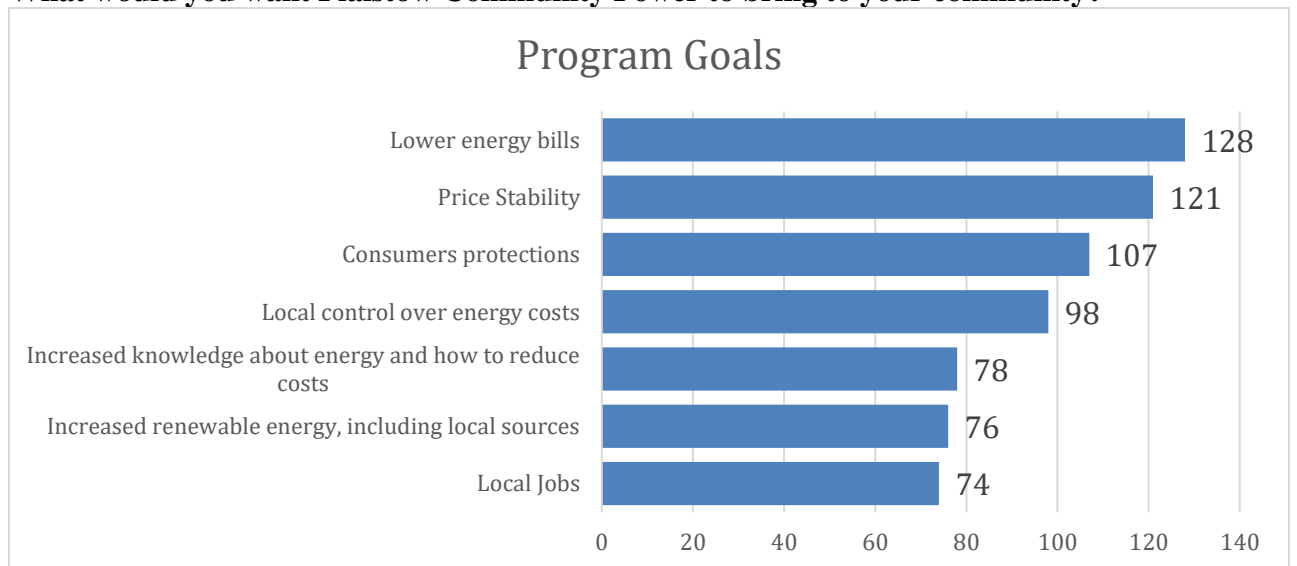
**Who is your energy supplier?**

Plaistow customers are served by Unittel. The majority of survey respondents, 84% were residents with Unittel as their default service provider, and 2% were unsure. 14% of respondents reported utilizing a competitive supplier for their electricity. This is normal for a NH community, which is typically 10-15%. Customers with individual competitive supply contracts retain their current supplier unless they choose to enroll in the Community Power program. These customers are encouraged to look at their rates and contract terms to see if Community Power is right for them. Participation in individual competitive supply at the outset does not affect the launch or implementation of Plaistow Community Power.

The majority of respondents own their homes, 89%, with 11% reporting that they rent or prefer not to answer. Roughly half of respondents were between the ages of 41 and 65, with all adult age demographics are represented. Household income response included all categories, with a sizeable fraction preferring not to answer (30%). Note that the new Plaistow Community Power options are available to all customers without regard for income. For customers receiving budget billing or bill assistance, these benefits are unchanged and in addition to the potential benefits of participation in Community Power.



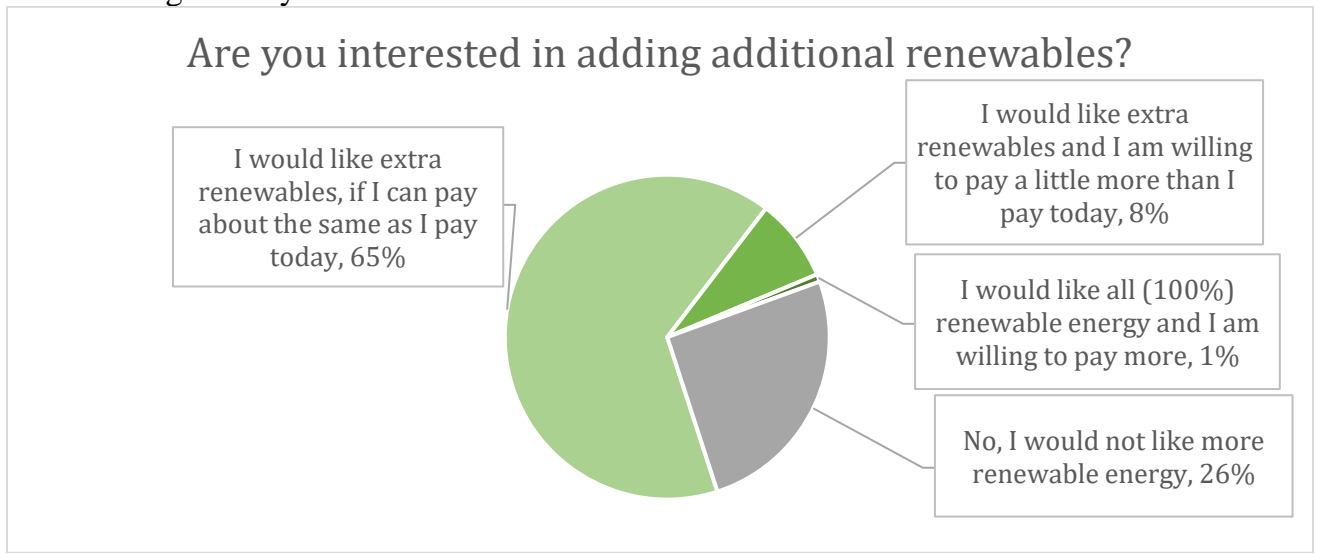
**What would you want Plaistow Community Power to bring to your community?**



Lower energy bills were chosen by almost all respondents to this question, 96% of total survey respondents. Lower energy bills, price stability, and consumer protections are all goals of Plaistow Community Power program. In addition, Plaistow

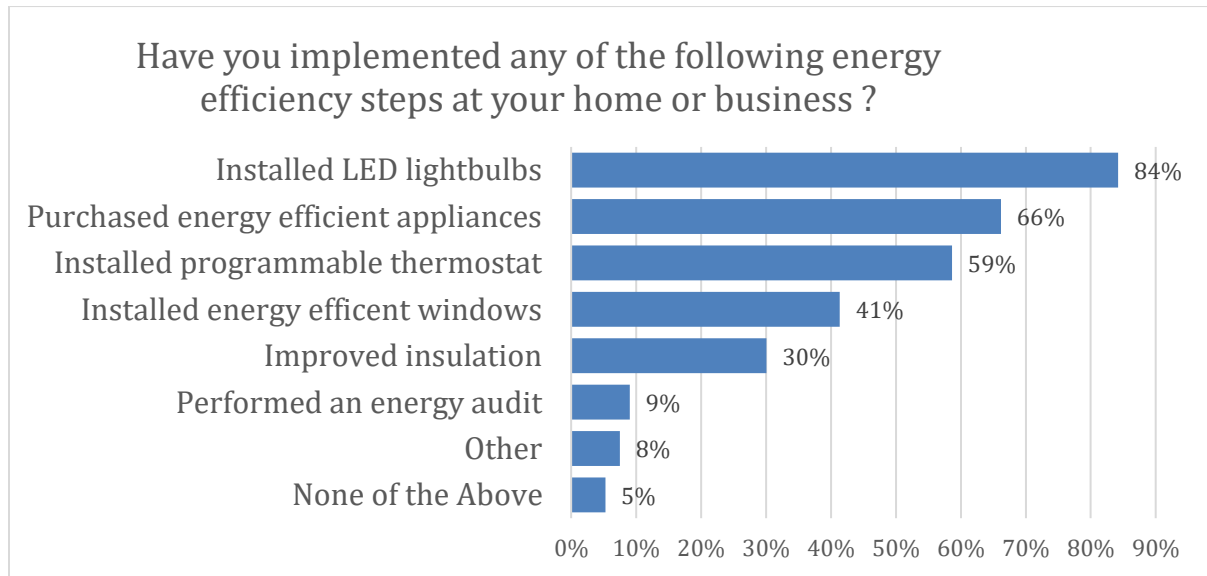


Community Power provides stable rates for periods longer than the utility default rate, which changes every six months.



Survey respondents were asked about their preference for more renewable energy in their electricity supply. Almost 3/4ths of respondents, 74%, want more renewable energy in their electricity supply, and 9% indicated that they are willing to pay more to do so. 65% of respondents indicated that they would like more renewable energy if the price is competitive with current utility rates (“about the same as I do today”). Plaistow Community Power will launch with a default service rate that is lower than the utility default service rate, plus offer options with different levels of renewable energy from a Basic option that meets the state minimum RPS requirements up to 100% for customers wanting maximum renewable energy. All renewable energy in the program is certified as Class I NH renewable energy to support renewable energy proliferation in the New England region.

Survey respondents were asked about other cost-saving energy measures they had taken at their home or business. 84% reported having installed energy efficient lightbulbs and 66% had installed efficient appliances, and 59% a programable thermostat. The Plaistow Community Power Plan includes an educational component to help raise community awareness of other energy and cost-saving measures, including funding to help customers in Plaistow save money on their energy use.



Finally, respondents were asked about communication preferences for the program. While Email was preferred by most respondents, the program will continue to use all methods.

