



WHAT WAS SAID REPORT

NB Power | 2023 Integrated Resource Plan | Public Engagement Program

Submitted by NATIONAL Public Relations



Énergie NB Power

the power of possibility
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OurEnergyFutureNB.ca

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Introduction

Every three years, NB Power develops an Integrated Resource Plan (IRP) and engages with First Nations, customers and key stakeholders to understand what is important to them as we consider New Brunswick's electricity future. The Integrated Resource Plan guides our decision making with input from customers, as we seek to understand current conditions and forecasts over the next 20 years.

The Integrated Resource Plan is a long-term view of the electricity supply and demand picture for our province. It outlines how we expect New Brunswickers to use power and what sources we will use to meet those needs, based on the best available information we have today.

As part of the Integrated Resource Plan process, it is important to gain a deeper understanding of options to meet projected electricity demand while ensuring we are providing affordable, reliable, and safe electricity for all New Brunswickers. To move this process forward, we gain feedback on key considerations such as integrating renewable electricity into the grid, climate change, and the transition from traditional fuels to renewable and carbon free sources. We also delve into the important role NB Power customers can play in managing future energy needs by using electricity more efficiently, generating it, or storing it themselves.

Methodology

We carried out customer and public engagement for the 2023 Integrated Resource Plan between May 2022 and April 2023, which is reflected in this report. This included an online survey hosted on OurEnergyFutureNB.ca and in-person engagement sessions throughout New Brunswick. Efforts to raise awareness of the engagement process and invite participation were extended in both English and French. The design and analysis of the engagement process, along with the survey, was a collaborative effort between the NB Power team and NATIONAL Public Relations.

Goal

To gather values-based input from New Brunswickers about the province's electricity future to inform NB Power's 2023 Integrated Resource Plan.

Objectives

- ✓ Gain a deeper understanding of what is most important to customers as they consider the province's energy future, and the role they're willing to play to achieve those objectives.
- ✓ Provide sufficient and appropriate contextual information—in an easy-to-understand format—about the province's energy landscape, the scope of the Integrated Resource Plan process, and what can be influenced.
- ✓ Host a values-based engagement process online or in person that allows New Brunswickers to contribute based on their own perspectives, experiences, ideas, and what matters most to them.
- ✓ Be transparent in sharing what emerges from the engagement effort.

Scope of Engagement

The engagement program consisted of an online survey hosted on the website, OurEnergyFutureNB.ca, and in-person customer engagement across the province. The engagements were designed to be easy for participants to understand and simple to participate in. Awareness pieces promoting the engagement process and inviting participation were extended in both official languages through the following tactics.



Website

NB Power updated the 'Integrated Resource Plan' section of our corporate website to promote this survey and included a banner linking to this updated page. Through the month of August, we promoted the survey through a paid media campaign across Facebook and LinkedIn, in both English and French.

The Integrated Resource Plan page on our corporate website received 441 visitors, directed from the paid media campaign. There was a substantial increase in page views to this site after August 1, 2022, and the majority of users visited this page after doing an organic search. Overall, 186 customers visited the Integrated Resource Plan page after clicking on the banner on the homepage of our website.

Internally, we communicated the survey to our employees by posting an article on our corporate intranet and promoting this article amongst various work groups.



Social Media

Leveraging NB Power social media channels to inform and engage New Brunswickers, Facebook was used primarily for paid promotion, with the goal of connecting to key audiences in the channel of their choice.



Email Engagement

An email was sent to 2,970 NB Power customers who consented to receiving future research invitations. These customers were invited to participate in the Integrated Resource Plan survey and lend their voice to the process.

Summary	Count	Ratio
Messages sent	2,970	-
Messages delivered	2,947	99.2%
Delivery errors	23	0.8%
Messages opened	2,053	69.7%
Clickthrough's	889	43.3%
Opt-outs	8	0.3%
Mobile views	301	10.2%
Mobile clicks	408	19.9%



Stakeholder Email

Leveraging previously compiled stakeholder lists from previous engagement processes, an email was shared with leaders of key stakeholder groups.



Paid Media and Digital Ads

Paid digital ads were executed across Facebook and LinkedIn. This ensured that NB Power was targeting the right people, at the right place, at the right time. Paid ads were run to drive New Brunswickers to the web page to complete the survey. Below is the paid media and digital ad performance in August and September 2022. Copies of the paid media campaign collateral can be found in **Appendix E**.

Performance

	Link Clicks	Impressions	CTR (link click-through rate)	Cost per link click
Facebook (EN, FR)	11,200	1,183,251	0.95%	\$0.40
LinkedIn (EN, FR)	251	17,975	1.4%	\$2.78





In-Person Engagement Approach

First Nations Community Engagement

NB Power recognizes the distinct value, culture and significance of First Nations and is committed to fostering positive and productive relationships with NB First Nations¹. NB Power is focused on building long-lasting and trusted relationships between each Nation and engages with First Nations communities continuously on many IRP related issues such as business opportunities, partnerships, and service delivery. Engagement with First Nations communities took on a variety of forms. NB Power engaged with the Mi'kmaq and Wolastoqiyik consultative bodies and presented information around the IRP process. NB Power also engaged Mi'kmaq, Wolastoqiyik, and Peskotomuhkati Chiefs, Elders, and council members and invited them to submit comments on the future direction and priority focus of NB Power. Finally, individual First Nations community members were also able to engage directly through the online survey.

NB Power will continue to engage with First Nations communities after the IRP has been published to ensure we continue to develop and sustain these important relationships. NB Power is in the process of meeting with focus groups made up of Elders, leaders, and community members to gather input on NB Power overall and to provide energy literacy to our First Nations partners.

The feedback received from First Nations communities indicated a desire for reconciliation, input on land usage and returns, and increased dialogue. First Nations communities expressed a desire to play a larger role by owning or partnering on future projects and/or entering equity partnerships to the mutual benefit of First Nations communities and NB Power customers.



First Nations Community Discussions

Below is the summary of the one-on-one meeting discussions with First Nations communities. A copy of the comments from the meetings can be found in **Appendix A**.

¹ First Nations Communities – Aboriginal Affairs. Retrieved from https://www2.gnb.ca/content/gnb/en/departments/aboriginal_affairs/fnc.html

As a first step, the First Nations community feels there needs to be an increased understanding of land acknowledgments and to uphold this practice as land acknowledgments are an important action toward reconciliation. It was noted by First Nations participants that in their view, NB Power has a responsibility to encourage these practices, as it is the primary electric utility across the province operating on unceded and un-surrendered land. As NB Power works toward creating a better future for all New Brunswickers, they call for the organization to reflect on and fully understand the history of land, as this is critical step in the process of reconciliation.

The First Nations participants also identified that they deserve opportunities to achieve better outcomes. The need for this is highlighted as climate change disproportionately effects First Nations communities. It was felt that NB Power can make a positive change if they champion an increase in First Nations ownerships and partnerships. Utilities in other provinces across the country are doing a good job of working directly with First Nations communities, and insights from these programs would be helpful. Lastly, they recognize that First Nations voices need to be at the table, and that transparent, open communication between both groups is essential moving forward.

In-Person Stakeholder Engagement

Between August and October 2022, NB Power completed in-person engagement across the province. From meeting customers where they were spending their time to inviting customers to share their thoughts at face-to-face meetings, NB Power was dedicated to engaging with New Brunswickers in as many ways as possible.

Customers and the public were invited to engage with the NB Power team and directed to the website during engagement sessions at community events and open houses. Participants had the opportunity to win an Apple iPad Mini and Apple Pencil once they completed the survey.

First Nations Community & In-Person Stakeholder Engagements

Event	Date	Estimate Number of Engagements
Community Liaison Committee meetings	August and September 2022	20
One on one meetings	September and October 2022	28
Events	September 2022	88
Total Engagements		136

In-Person Stakeholder Discussions

During the in-person stakeholder engagement meetings, a number of topics were discussed including affordability, clean energy, customer options, Integrated Resource Plan and operations, debt, and the benefits to New Brunswickers. A summary of the discussions is included below and a copy of the comments from the meetings can be found in **Appendix A**.



Affordability

Affordability is a key topic of interest for NB Power customers. Results point to topics such as rate reductions, rate comparison, cost control, and how rates can help the province reach its clean energy goals, as well as positively impact the economy.

As New Brunswickers continue to feel the impact of inflation, residents are keen to have rates maintained. Keeping rates low while remaining globally competitive is a top priority, particularly throughout Northern New Brunswick, as there is a concern that high rates are a contributing factor to lost business across the region. Results show that residents are more concerned with maintaining rates than they are about managing future debt. It is clear that rate stability is the most important factor in terms of affordability.

From an economic perspective, New Brunswick Mayors want NB Power to consider its responsibility to the province to help drive the economy by keeping rates as low possible, emphasizing that it is not just about NB Power profits, but total economic value. Recent high interruptible rates, caused by market volatility, have led to shutdowns to some processes, affecting operational economics. For instance, interruptible price variability has caused production methods to change, forcing industries to do preprocessing and store products when prices are lower so they can be used when needed. It is important to New Brunswickers that this changes.





Clean Energy

NB Power customers recognize that clean energy should be a high priority for New Brunswick, but opinions on approach vary. As noted above, New Brunswickers strongly feel that when planning for clean energy, competitive rates are equally important. That said, some NB Power customers noted they would like more of an explanation surrounding how NB Power would include emissions related costs and regulations in decision making, and how changes in government will affect this. Proposing a clean energy rate may be helpful in driving investment and clarity.

Overall, NB Power customers advocate reducing emissions, and want to see more regarding specific key performance indicators (KPIs) and goals surrounding renewable and carbon-free energy supplies. Not only do New Brunswickers recognize this is an important investment due to climate health, they also understand it will attract and retain money locally, rather than sourcing fossil fuels from other jurisdictions. Many want to reach net zero emissions in the coming years, and hope NB Power takes steps to move toward a zero-carbon grid as soon as possible. Results pointed to various suggested approaches, whether it involves third parties allowed to lease or rent solar panels to residential or commercial customers to increase solar participation or building wind farms to provide electricity needed to produce hydrogen. While talking with customers, they report having small modular reactors (SMRs) in the region to support their industrial processes, providing the electricity needed to produce hydrogen, as well as suggestions to re-open and expand the Locally Owned Renewable Energy Projects that Are Small Scale (LORESS) program and the embedded generation programs to increase zero-carbon and renewable generation across New Brunswick. Some customers noted concern for use of nuclear energy, as they do not like this preference overall. Ultimately, customers hope the faster NB Power can shift to renewable or carbon-free energy, the better advantage they will have overall.





Customer Options

NB Power customers are eager to be leaders in the transition to net zero, and they also understand the current realities faced by the province, and what type of infrastructure will need to be put in place to achieve these goals. Many noted that partnerships will be required, particularly surrounding available capital for investment. It was also noted that there is a desire for more education to identify opportunities around efficiency programs, financial reimbursement, and infrastructure required to achieve these goals.

NB Power customers are looking to leverage smart grid programs to reduce their peak demand. They want to see programs in place that will benefit both them and the province. Some of these options include increasing the metering program cap, 100 kW of installed capacity, and allow a virtual net-metering program so multiple customers can join together and fund a single project, while all still benefiting. It was also proposed that NB Power should increase the number or hire energy managers to help customers use energy more efficiently and help them to take advantage of Federal and Provincial programs. Other options, such as time of day pricing and equalized billing were also noted and suggested.



NB Power Integrated Resource Plan & Operations

The biggest priority regarding operations, apart from achieving cleaner energy, is reliability. NB Power customers want the utility to focus on storm resilience surrounding climate change adaptation and ongoing outages. NB Power customers want the utility to focus on storm resilience, which hurts the customers' ability to meet contract targets, increasing economic losses.

New Brunswickers also noted they would like to see strong recommendations throughout this Integrated Resource Plan report and noted a lack of clarity in the generation costs posted in the 2020 Integrated Resource Plan. They would like to see more detail around what is included in the costs so they can easily compare for their own benefit. There is a strong call for more data to be shared with customers, so they can better understand decisions made by NB Power.

With that, New Brunswickers are eager to see how NB Power will approach their goal in reaching net zero. Many noted they hope to see action surrounding the federal carbon plan, utilization of industry common technology cost assumption, see scenarios with higher renewable penetration, 70-80%—with and without nuclear and biomass generation. They are also interested in increased interties import and export flows and higher efficiency and demand response penetration. NB Power customers are also confident electricity can and will be decarbonized.





NB Power Debt

NB Power customers view debt as concerning, but ultimately reject the idea of raising rates to pay it off faster. There is a sense that NB Power has an opportunity to leverage the newly approved non-regulated spin-off business to grow the energy products and service business. It is felt that this approach could help to pay off NB Power's debt, rather than simply raising rates. As previously noted, NB Power customers want to focus on environment, low rates, and managing the debt, with emphasis on cost control and reductions. Ultimately, the major concern amongst NB Power customers is current prices and rates. There is more attention on that than debt itself.



Benefits to New Brunswick

Overall, NB Power customers feel excited around possible new industrial business opportunities involving hydrogen, green steel, carbon-free, and renewable generation. It is also recognized that the faster NB Power can shift to renewable or carbon free energy the better advantage businesses will have in getting investments throughout New Brunswick, which is important as industrial closures and resulting reduced economic activity has had a significant effect on the northern region of this province. There are also opportunities for New Brunswickers to see greener, zero carbon, renewable energy as a way to keep more money local as opposed to purchasing fossil fuels from other jurisdictions.



Other Comments

NB Power customers feel that power quality is as important as reliability, and while most view electrification as good in general, it is not always the best solution for every problem. There is a strong ask that NB Power focus more on increasing energy literacy, as there is a lack of understanding amongst the population, which may be holding NB Power and the province back. When looking into the future, NB Power customers are concerned about the net zero transition and its effects on New Brunswick.

Survey Approach

Engagement Tools

OurEnergyFutureNB.ca

NB Power deployed an online survey to learn more about what New Brunswickers were thinking about when it comes to their energy needs and the energy future of the province. It included a series of questions that explored three key areas:

- ✓ Affordability
- ✓ Clean energy
- ✓ Customer options

Engagement participants were also provided with an opportunity to provide verbatim comments.

The engagement tool lived on a landing page connected to the NB Power website and was promoted as OurEnergyFutureNB.ca. All tactics drove New Brunswickers to complete the survey over the four-week campaign period.

Analytics

The survey was open to New Brunswick residents between August 3, 2022, to September 30, 2022. Overall, 8,227 residents started the survey, with 6,163 completed responses collected. 1,229 residents completed the survey in French and 4,934 residents completed the survey in English. On average, the survey took approximately 6 minutes and 10 seconds to compete.

Year	Completed Surveys
2022	6,163
2019	6,263
2017	1,221

Top Box Analysis

Graphs within this report are presented using Top-2 box analysis. This is a way of summarizing positive responses from a Likert scale survey question. Because of its simple calculation and the value it brings to survey analysis, Top-2 box scores are used in a variety of ways across research methods. This report combines the 4–5 scores for agreement and familiarity for the following statements.

Statistical Significance Testing

Overall survey results were tested to identify whether results from 2022, as compared to 2019 and 2017, were significantly different—as in likely to have occurred naturally, or by chance. Throughout the report, statistically significant results are denoted with the following symbols:

* for differences between 2022 and 2017, and

^ for differences between 2022 and 2019

Results were also tested for statistical significance between the age categories 18–34, 35–54 and 55 years of age or more against overall results. This highlights if any age groups were significantly more likely or less likely to agree or disagree with statements or topics.

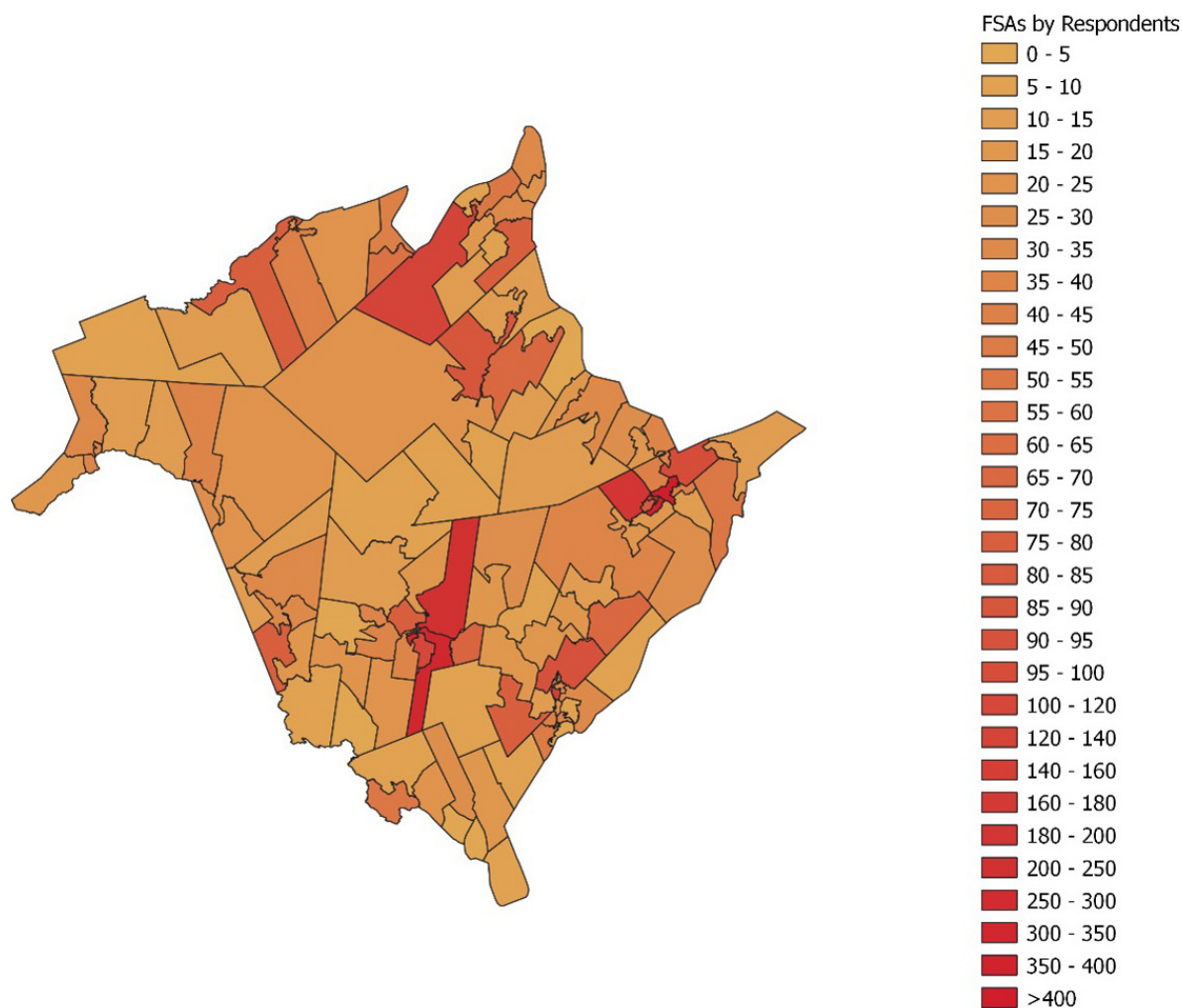
Lastly, if a result is quoted to be “significantly higher, significantly lower, or significantly different” this denotes statistically significant results.

For further 2022 information, see **Appendix B** for the full questionnaire and **Appendix C** for data tables.

Provincial Representation

Residents were asked to provide demographic information, including a question to provide the first three digits of their postal code. This code is called a Forward Sortation Area, or FSA. These codes were analyzed using mapping software, which enables a visual representation of survey response location. The output gives insight into where responses came from throughout New Brunswick. Only 76% of residents shared their FSA in 2022, versus 96% who shared their FSA in 2019. Responses were collected from all 111 FSAs for New Brunswick.

Mapping analysis was utilized to showcase the volume of survey responses from each area of New Brunswick. The below map indicated the volume of responses, with concentrations within the Greater Moncton area, Greater Fredericton area, the Bathurst area, in and around Saint John, and Northern New Brunswick.





Survey Summary

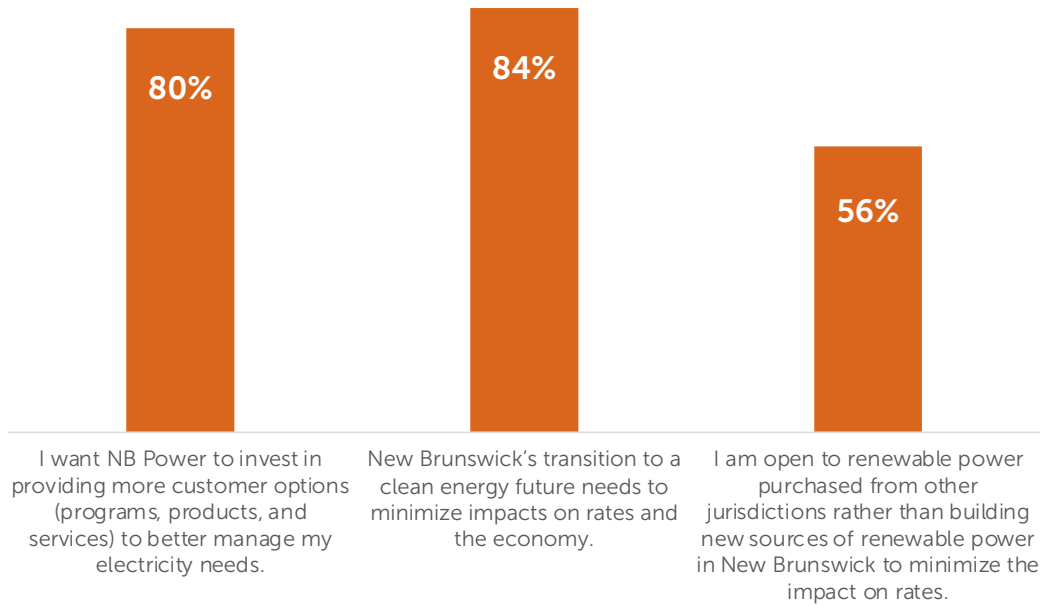
Affordability

Overall, residents are most in agreement that **New Brunswick's transition to a clean energy future needs to minimize impacts on rates and the economy** (84%). However, this is significantly lower with those between the ages of 18–34 (79%). **Eight-in-ten residents want NB Power to invest in providing more customer options** such as programs, products, and services. This is significantly higher with those over the age of 55 (83%), and significantly lower with those between the ages of 18–34.

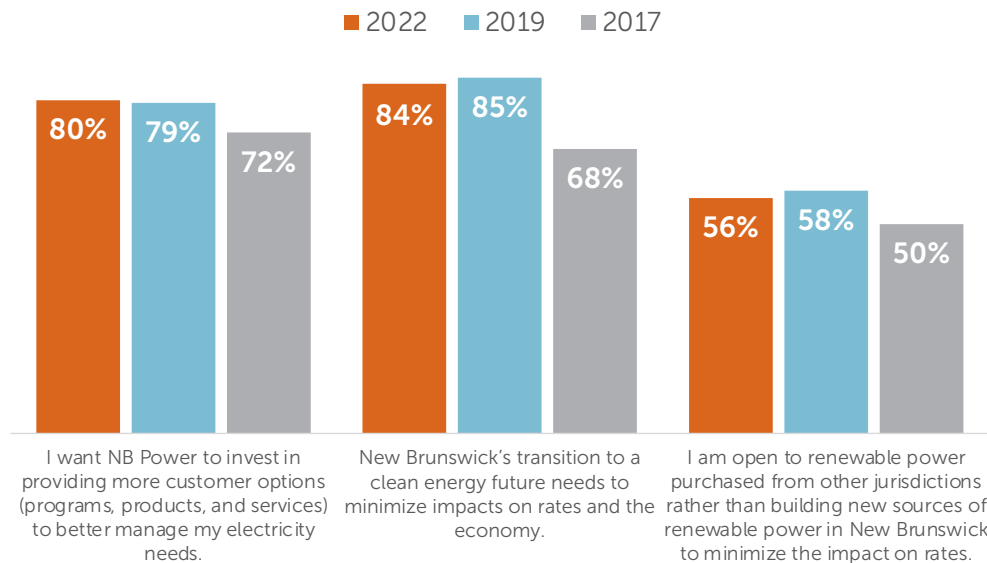
When comparing 2022's results to previous results, agreement with affordability statements is on par with 2019 results but increased overall when compared to the 2017 results.

The following chart is calculated using Top-2 box analysis. The chart below represents the level of agreement New Brunswickers have with each topic. Top box analysis combines the agreement scores (4–5). Detailed results for this question can be found in **Appendix C**.

Affordability Share of respondents indicating a high level of agreement



Affordability Share of respondents indicating a high level of agreement



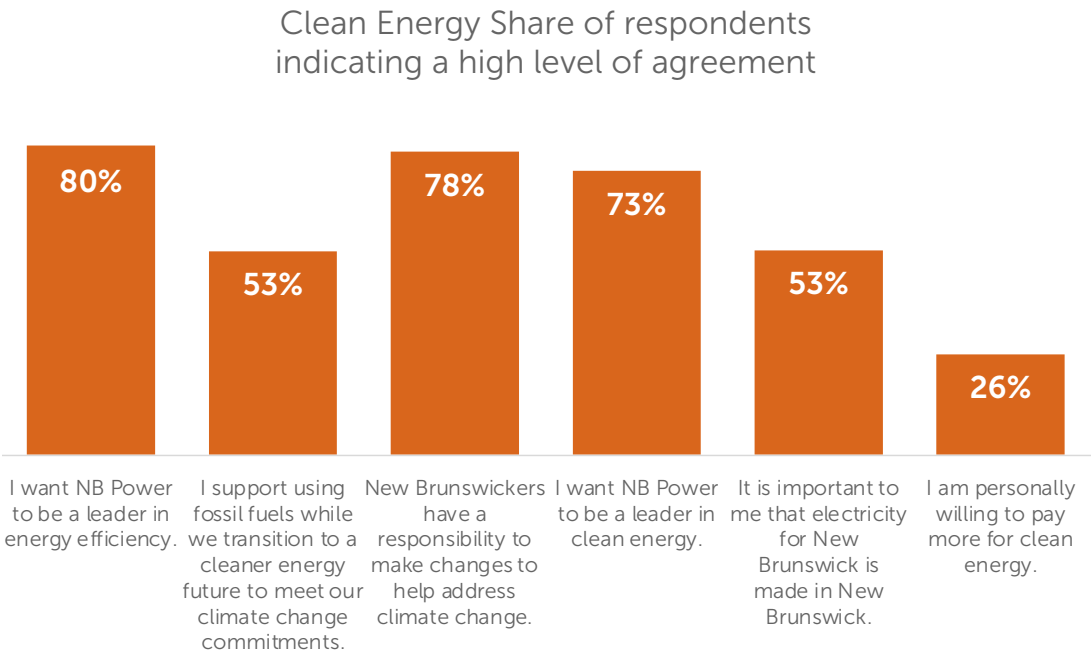


Clean Energy

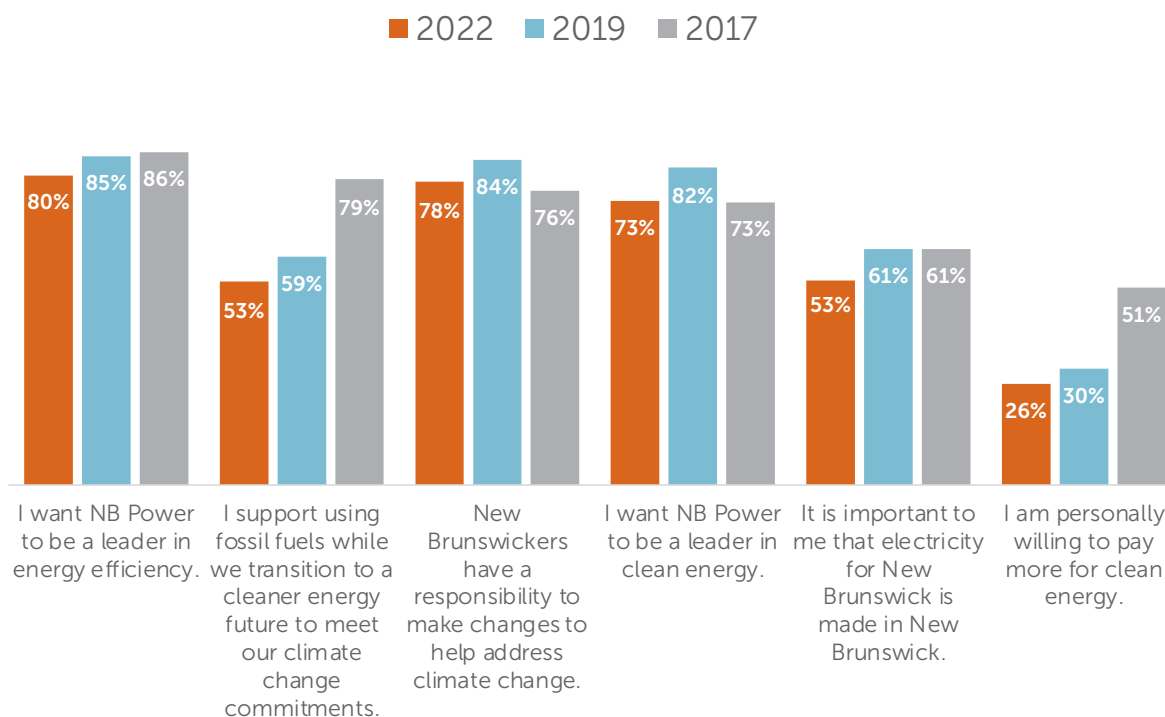
Eight-in-ten residents want NB Power to be a leader in energy efficiency. This varies strongly with all age groups, with those 55 and above reporting significantly higher results (84%), and those between the ages of 18–34 and those between the ages of 35–54 are both showing significantly lower levels of agreement with this statement (77% and 78%, respectively). More than three-quarters of residents agree that New Brunswickers have a responsibility to make changes to help address climate change. Overall, those 55 years of age or older were significantly more likely to report higher levels of agreement for each clean energy statement.

When comparing 2022's results to previous results, agreement with clean energy statements is lower in 2022 when compared to the 2019 results. Support is decreasing year-over-year when it comes to supporting using fossil fuels while New Brunswick transitions to a cleaner energy future to meet the climate change commitments, and when it comes to residents being willing to pay more for clean energy. It is also less important for residents that electricity for New Brunswick is made in New Brunswick.

The following chart is calculated using Top-2 box analysis. The chart below represents the level of agreement New Brunswickers have with each topic. Top box analysis combines the agreement scores (4–5). Detailed results for this question can be found on **Appendix C**.



Clean Energy Share of respondents indicating a high level of agreement



Customer Options

Three-quarters of residents agree **it is NB Power's job to provide customers with options to help them manage their electricity needs**. This is significantly higher with those 55 years of age or higher (75%). Interestingly, when it comes to **electric cars and generating their own electricity**, there are significant difference between the age categories of 18–34 and 55 years of age and older.

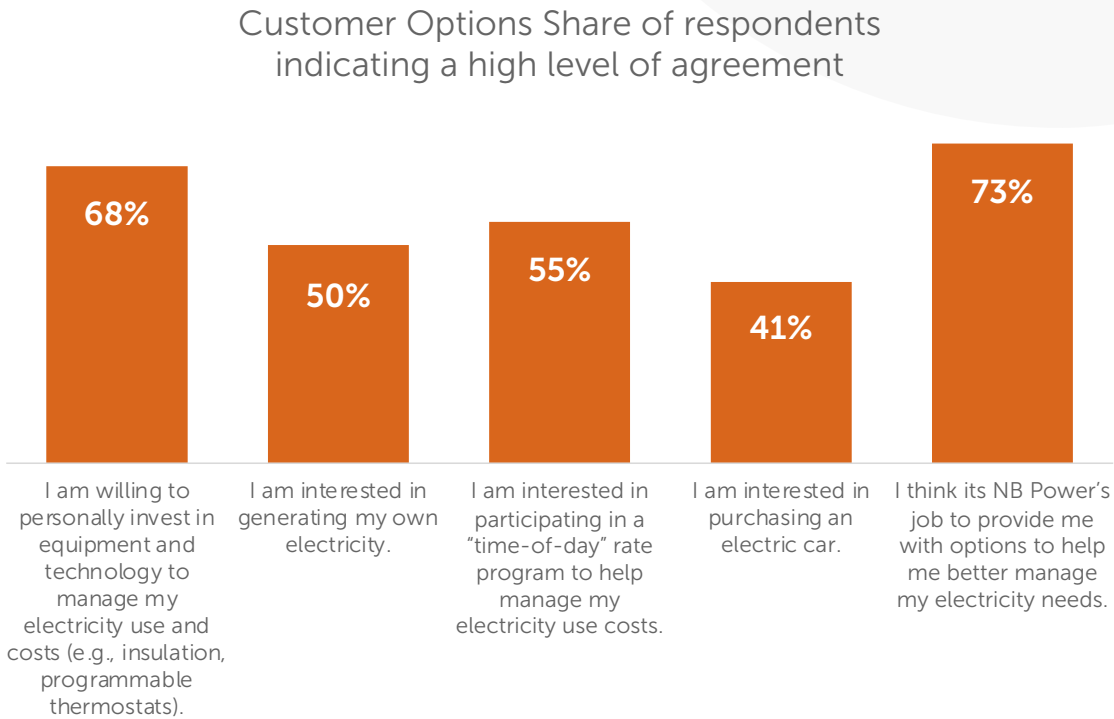
- Those who are 18–34 are significantly more interested in generating their own electricity (59% compared to 50% overall), and in electric cars (53% compared to 41%).
- Those 55+ are significantly less interested in generating their own electricity (39% compared to 50% overall), and significantly less interested in electric cars (34% compared to 41% overall).

While more than half of New Brunswick’s residents are interested in participating in time-of-day rate programs, those who are 55+ are significantly more interested in this customer option, while those aged 18–34 are significantly less interested in time-of-day rate programs.

Two-thirds of New Brunswick residents agree they are **willing to personally invest in equipment and technology** to manage their electricity use and costs. However, those between the ages of 18–34 are also significantly less likely to be willing to personally invest in equipment and technology to manage their electricity use and costs.

When comparing 2022’s results to previous results, participants are less likely to be willing to personally invest in equipment and technology, and slightly less interested in participating in a “time-of-day” rate program. Interest in purchasing an electric vehicle has increased 8%, up from 33% in 2019.

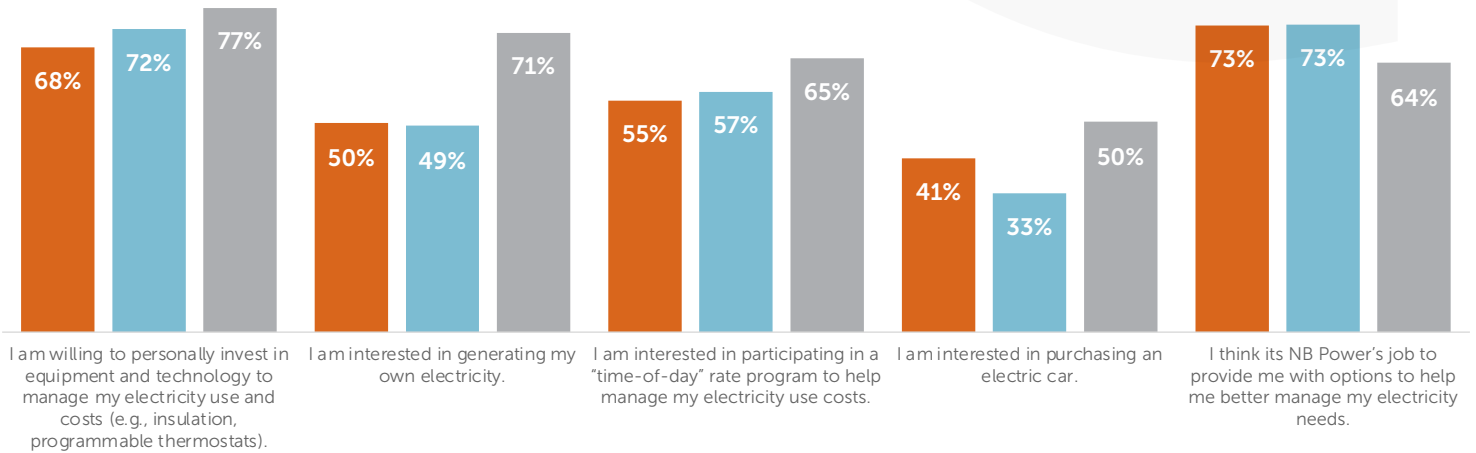
The following chart is calculated using Top-2 box analysis. The chart below represents the level of agreement New Brunswickers have with each topic. Top box analysis combines the agreement scores (4–5). Detailed results for this question can be found in **Appendix C**.



Customer Options

Share of respondents indicating a high level of agreement

■ 2022 ■ 2019 ■ 2017

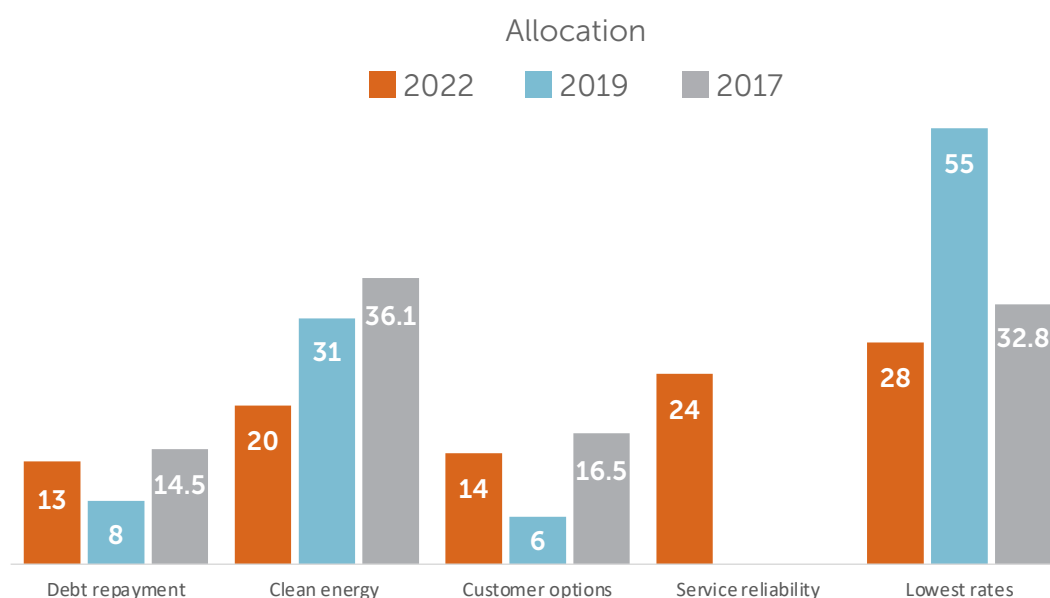
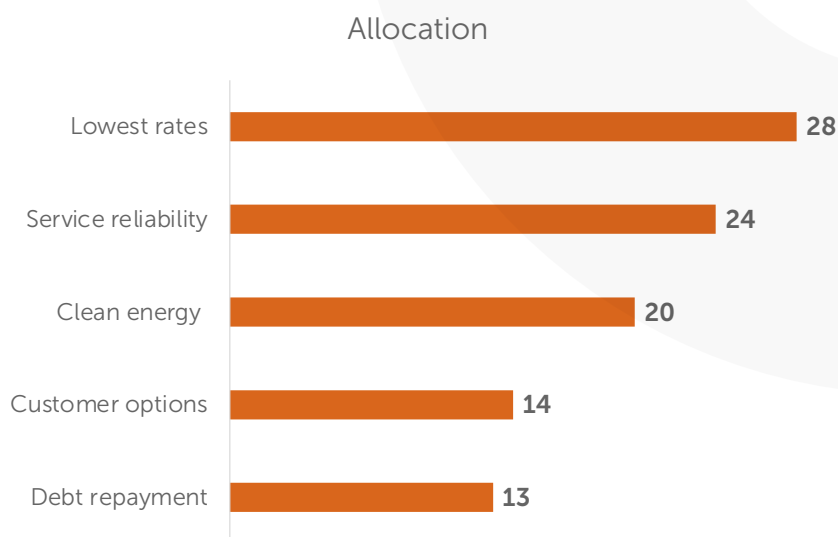


Allocation

Residents were asked which of the following statements were important to them. To do so, residents were given 100 points to allocate between the five statements. Overall, lowest rates was rated the most important statement with New Brunswickers, followed by service reliability and then clean energy.

Service reliability was a new addition to the allocation question in 2022, therefore results do not directly compare. Overall, residents continue to allocate the most points to lowest rates.

Residents over the age off 55+ were significantly more likely to allocate more points to service reliability, clean energy, and customer options than the other age categories.

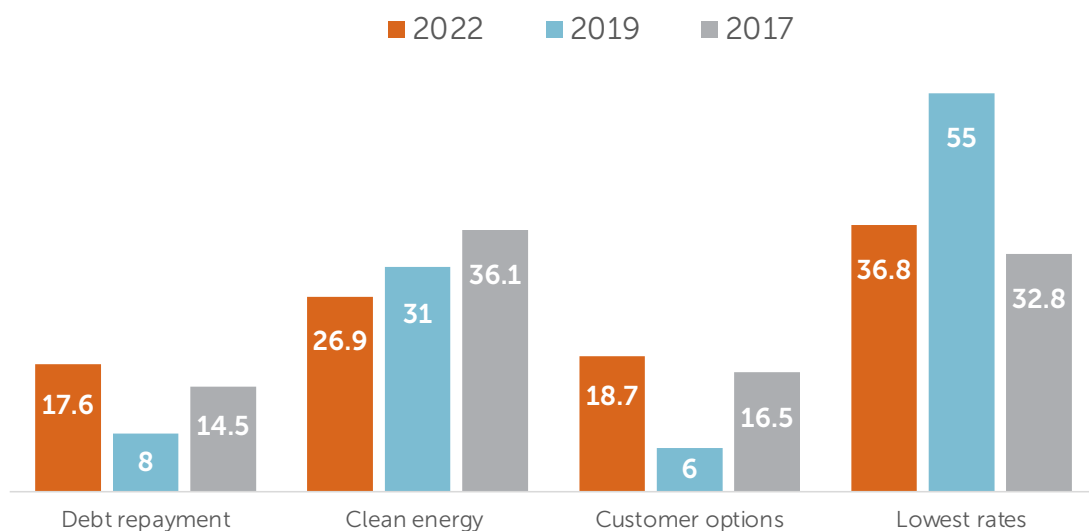




Allocation Alternative

If service reliability was not included in 2022, the following chart highlights the distribution of allocated points, as compared to 2019 and 2017 results. Lowest rates would remain the top issue, followed by clean energy. There would be a more noticeable increase in allocation to debt repayment, and a more subtle distribution between lowest rates, clean energy, and customer options.

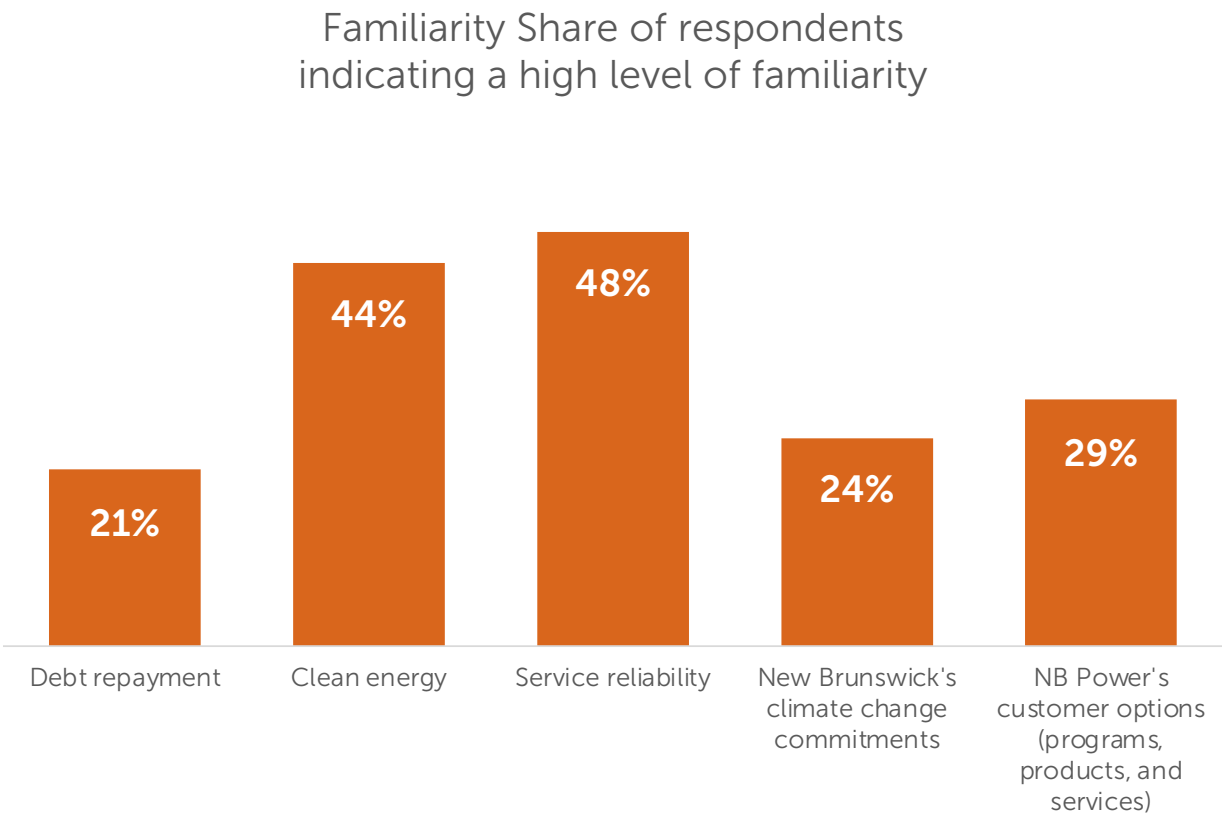
Allocation without Reliability



Familiarity

New to the 2022 survey, residents were asked to report their overall level of familiarity with a variety of topics. Overall, residents report feeling most familiar with the topics of **service reliability** and **clean energy**. Those who are between the ages of 18–34 were significantly less likely to be familiar with the topic of **debt repayment**, however, they were significantly more likely to be familiar with the topic of **clean energy** when compared to other age categories.

The following chart is calculated using Top-2 box analysis. The chart below represents the level of familiarity New Brunswickers have with each topic. Top box analysis combines the familiarity scores (4–familiar and 5–very familiar). Detailed results for this question can be found **in Appendix C**.



Open-Ended Comments

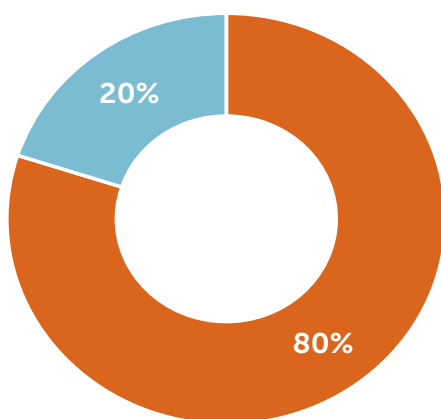
New Brunswick residents were asked “Is there anything else you’d like to add?”, with an option to provide their own comments. Overall, 1,932 residents provided feedback. Almost a third of the responses focused on sustainability, renewables, and clean energy. The second main category raised were concerns around affordability and reliability.

Categories	Percentages (n=1,932)
Sustainability/Renewables/Clean Energy (Pro)	30.8%
Concerns around affordability and reliability	27.9%
Pay CEO and executive less/Waste of public funding/Disgruntled with NB Power	9.6%
Positive comments about NB Power	6.9%
Rebate programs/Different payment models subsidies	6.8%
Change approach and hire more	2.0%
Not applicable	1.7%
Pro-nuclear	1.5%
Concern about past potential power losses	1.4%
Improve website and communications	1.4%
Negative NB Power comments	1.3%
Improve infrastructure	1.3%
More options for electric cars	1.1%
Anti-nuclear comments	1.0%
Buy from QC/Collaborate with QC	0.8%
Keep it in NB	0.6%
Improve accessibility	0.6%
Educate your customers	0.6%
Pro smart meter	0.6%
Pro tree trimming	0.6%
Anti-smart meter	0.3%
Unsure	0.3%
Debt repayment	0.3%
Government should step up	0.2%
Pro Atlantic loop	0.1%
Partner with First Nations communities	0.1%
Pro privatization	0.1%
Anti clean energy	0.1%
Pro hydrogen	0.1%
Incorporate renters in survey approach	0.1%

Demographics

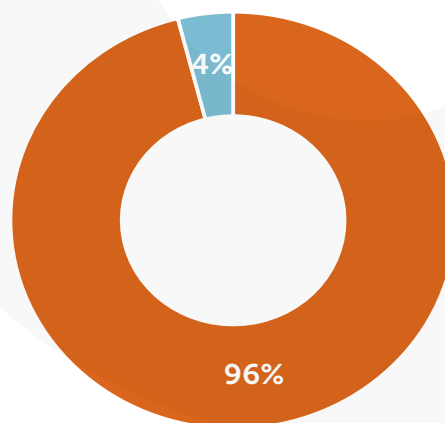
The following is a summary of the key demographics of survey participants, including language, customer status, age, and income.

Language



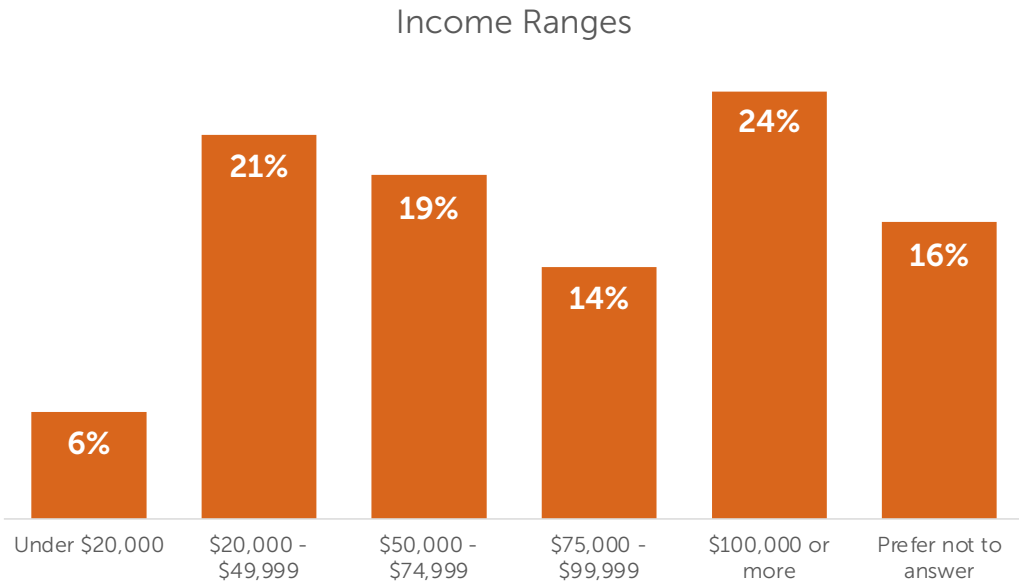
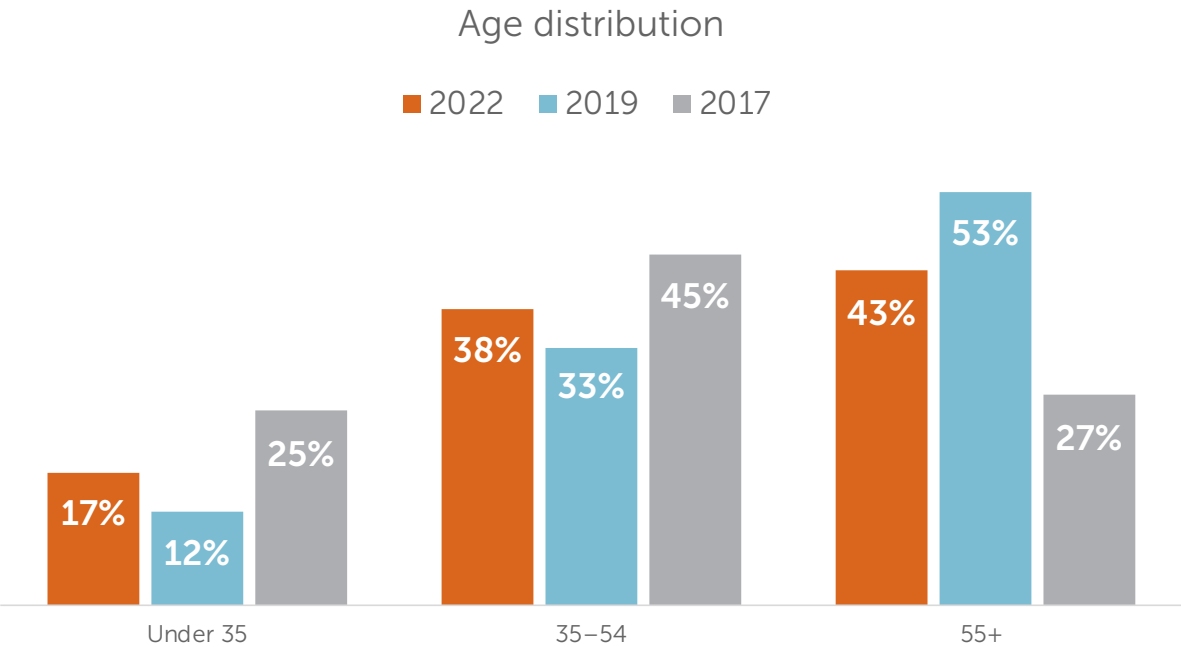
■ English ■ French

Customer Status



■ Customer ■ Non-customer

Overall, the largest age group was those 55 years and over, however there was a 10% decrease in their age group in 2022. More results were collected from participants under 35 years of age (an increase of 5% from 2019) and those 35–54 (an increase of 5% from 2019).





APPENDIX A

In-Person Engagement Participant Comments

First Nations Community Engagement

- Land acknowledgment needs to be understood.
- NB Power operates on unceded and unsurrendered land.
- NB Power is a big business.
- Reconciliation needs to happen.
- Need to reflect on the past to chart the way forward.
- Need impact benefits agreements for all First Nations communities.
- Royalty/Tax on infrastructure located on First Nations lands.
- Need to revert decommissioned assets/ lands to First Nations communities and don't wait until the end of an asset's life to decide what to do.
- First Nations people are at risk to lose lands due to rising sea levels induced by climate change.
- Don't reinvent the wheel. Do work with the First Nations communities like other provinces.
- Want to try to maintain services up North through the energy transition.
- First Nations ownerships and partnerships need to be increased.
- Want return of NB Power easements.
- Want to keep dialogue going.
- Want better outcomes for First Nations communities.
- Overdue for economic reconciliation.
- A lot of ground needs to be made up for lost opportunities for children.
- Lost a lot of leverage by giving up lands.
- Want to be at the front of the table for opportunities and land returns from decommissioning activities.
- Infrastructure investment is needed within First Nations communities to support increasing demand for electric vehicles (i.e. charging stations)



- First Nations groups should investigate developing a power authority for all First Nations communities in New Brunswick.
- First Nations participation must be more than just a box to check it needs to support preserving First Nations lands, culture and people.
- Would like to see a plan to remove the dams and restore the rivers of the province.
- Concerned that the current relationship will change for the worse if NB Power gradually leaves the generation business and only has power purchase agreements with private businesses.

Affordability

- Focus on low rates, concern that rates have been a contributing factor (not necessarily primary cause) to lost business in the North.
- Mayors want NB Power to consider their responsibility to the province to help drive economy by keeping rates as low as it can. It is not just about NB Power break even/profit but total economic value.
- Low rates (globally competitive) and clean energy are very important.
- Many comments on keeping rates low and feeling the impact of inflation.
- Recent interruptible prices have been too high and very volatile, causing shutdowns to some processes as they become uneconomic.
- Energy price increases will affect operational economics.
- Interruptible price variability has caused them to adjust production methods. They now are forced to do pre processing and store products when prices are lower so they can be used when needed.
- High expected prices may force some processing to shut down this winter.
- Price volatility and regular price changes have hurt the plant's ability to plan its operations.
- Elimination of coal at Belledune is a concern.
- No issue purchasing energy from outside New Brunswick, as long as economics are better than cost to generate in New Brunswick.
- Want NB Power to focus on Environment, low rates and managing the debt. Focus on Cost control and reductions.
- Support development of internal New Brunswick generation as long as it is economic.
- Do not think asking residential customers about debt provides any benefit to NB Power. Customers do not care about future debt problems just about prices right now.

Clean Energy

- Low rates (globally competitive) and clean energy are very important.
- Asked why we do not look into pumped hydro as an option.
- Comment that nuclear is not “clean energy”.
- Concerned about the use of the heading clean energy for a section of the survey. Felt that NB Power would use answers in this heading as support for nuclear.
- Struggled to understand how NB Power would include emissions related costs and regulations in our decision making, especially as they are changing and tied to political parties.
- Elimination of coal at Belledune is a concern.
- Want to see the Northern region become an energy dense sector with large generation and energy consuming industries.
- Energy needs to be renewable or carbon free.
- The faster NB Power can shift to renewable or carbon free energy the better advantage they will have in getting investment in northern New Brunswick.
- Support a plan to have small modular reactors (SMRs) in northern New Brunswick providing the electricity needed to produce hydrogen.
- Alternative would be to build wind farms to provide electricity needed to produce hydrogen.
- Not just hydrogen but green steel and chemical industries looking for locations with clean or renewable energy supplies.
- Looking for certainty on timing of decarbonization regardless of federal plans.
- In the interim a green energy rate would be helpful to drive investment.
- Green rate can be attribute based on an annual demand and generation basis.
- Customers mentioned the importance of environmental sustainability.
- Sees greener/zero carbon and renewable energy as a way to keep more money local as opposed to purchasing fossil fuels from other jurisdictions.
- Want NB Power to take steps to move toward a zero-carbon grid as soon as possible and not wait for the last minute.
- Want to see third parties allowed to lease or rent solar panels to residential or commercial customers to increase solar participation.
- Want NB Power to re-open and expand the Locally Owned Renewable Energy Projects that Are Small Scale (LORESS) program and the embedded generation programs to increase zero-carbon and renewable generation in New Brunswick.
- Want to see a net zero grid by 2035.
- Want to see NB Power integrate more renewables.
- Cost of carbon and savings from zero carbon generation is a global calculation not just a local one.



- Support for the use of electricity to enable industrial decarbonization.
- Support using nuclear as part of decarbonizing the grid.
- See a lot of potential to increase onshore wind production. Wants NB Power to be more active in onshore wind generation development.
- Supports increased energy efficiency to reduce demand.
- Wants to see NB Power increase renewable energy targets from the current 40% as intermediate steps to net zero 2035.
- Planning to install a solar plant.
- Federal approval took a long time, longer than equipment.
- Want to see more from NB Power on key performance indicators (KPIs) and goals around green/carbon-free energy supplies.
- Personal and business decisions to build renewable energy is in response to rising costs. Feel it reduces their costs over time.
- Do not agree with the renewable generation costs in the Integrated Resource Plan, feel they are higher than their experience.
- Want to be a leader in the transition to Net Zero.
- Wants to see real time emissions information from NB Power in the future. Question why it has not been done already.
- Federal Green initiatives are causing them to put a lot of thought into the future.
- Green not as high as reliability and resiliency for them.

- Green a higher priority for the parent organization than the specific location.
- Planning to make some solar investments.
- See solar investments as way to help them meet green house gas (GHG) goals.
- Currently has one net zero building including battery backup, looking at the possibility of more.
- Priority is to reduce green house gas (GHG) emissions.
- Plan to be net zero by 2050.
- Frustrated by the regulations in province that restrict municipalities abilities to generate and distribute electricity.
- Looking to leverage any opportunities they see (building renewables, storage).
- Want NB Power to focus on Environment, low rates and managing the debt. Focus on Cost control and reductions.
- Want NB power to focus on storm resilience and climate change adaptation.
- Currently use natural gas for heating, looking to decarbonize.
- Not sure if switching to electricity is feasible as it could increase electric demand four times and how would that affect resiliency.
- Target to reduce green house gas (GHG) by 40% of 2005 levels by 2025.
- Net zero target by 2050.
- Expecting to release a net zero carbon plan in the next 1 to 2 years.

Customer Options

- Want to see the net metering program cap increased (customer size) or allow some sort of virtual net metering program so multiple customers can join together to fund a single project but all benefit.
- Want to see more support identifying opportunities to tap into efficiency programs and financial reimbursement.
- Comment that we should already have smart meters on houses, it is taking too long and New Brunswick behind other jurisdictions.
- Want to see third parties allowed to lease or rent solar panels to residential or commercial customers to increase solar participation.
- Does not think the current regulatory framework works to grow net metering program. Wants to see changes that support more net metering customers.
- Wondered about customer interest in off oil programs.
- Personal and business decisions to build renewable energy is in response to rising costs. Feel it reduces their costs over time.
- Want to be a leader in the transition to Net Zero.
- Looking to leverage smart grid programs to reduce their peak demand.
- Need more education around electric vehicle (EV) infrastructure and its requirement or not.
- Rules allowing for large behind the meter privately owned generation to drive energy intensive industries need to be reviewed and updated to support economic plans.
- NB Power needs to define how large a load can be integrated into the northern region before significant additional transmission investments and generation investments need to be made.
- More education on product offerings and efficiency programs needed.
- NB Power should increase the number or hire energy managers to help Municipalities use energy more efficiently and help them to take advantage of Federal and Provincial programs.
- Proposed that they could be an aggregator of demand response technology customers in their region so they could participate in NB Power programs.
- Not a lot of capital available for investment. Partnerships will be required.
- Interested in a partnership with NB Power for heating systems and open to innovative technologies.
- Interested in projects to generate electricity and send it to multiple buildings.
- Want to see a feed in tariff.
- Support time of day pricing, think it could drive better behaviour.
- Plant has very limited staff resources to look into programs, support from NB Power would be helpful.

- Looking for resources to help plant be more resilient and creative around energy use.
- Want assistance from NB Power on planning a new expanded substation.
- Equalized billing option to help smooth peak winter bills. New to New Brunswick and wished they could get on equalized billing immediately.

NB Power Integrated Resource Plan & Operations

- NB Power should support regions actively trying to attract loads that can shift and do demand response or just fill in the troughs during the day to make the provincial loads flatter.
- Comment that we should already have smart meters on houses, it is taking too long and New Brunswick behind other jurisdictions.
- Supports increased energy efficiency to reduce demand.
- Does not think the current regulatory framework works to grow net metering program. Wants to see changes that support more net metering customers.
- Electric vehicles, especially personal electric scooters, are increasing.
- Concerned about electric vehicle growth.
- Seeing issues of growth and cross subsidization in net metering programs.
- Want to more visibility on plan for Belledune to be off coal by 2030.
- Do not agree with the renewable generation costs in the Integrated Resource Plan feel they are higher than their experience.
- Looking to leverage smart grid programs to reduce their peak demand.
- Wants to see real time emissions information from NB Power in the future. Question why it has not been done already.
- Need more education around electric vehicle (EV) infrastructure and its requirement or not.
- Frustrated by the regulations in province that restrict municipalities abilities to generate and distribute electricity.
- Questions were asked if energy from Quebec was available in the future in reference to an announcement in Quebec that they will need to build at least two more large dams to meet its energy and capacity needs by 2050.
- NB Power needs to expand the charging network and move faster to facilitate growth in electric vehicle (EV) sales.
- Biggest priority is reliability.
- On-site generation gets shut down during power outages and usually takes longer to bring back than the power outage lasts.
- Long on-site generation outages hurt their ability to meet contract targets.

- Out of their control outages can cause missed targets increasing economic losses.
- Asked how the Integrated Resource Plan would reduce or eliminate the bad decisions like Joi scientific and Orimulsion.
- Looking for NB Power support for new business opportunities.
- Northern New Brunswick wants to see themselves directly in the Integrated Resource Plan and other future plans.
- Some or all of the possible loads they are exploring have the current objective of not adding to the peak load but to fill the seasonal and daily load valleys.
- Some projects will need legislative model changes, beyond the scope of the Energy and Utilities Board (EUB).
- Want to see recommendations in the Integrated Resource Plan.
- Comment that more lines need to be underground especially in denser populated areas and cities.
- Concerns that the infrastructure was not robust enough to handle the number of electric vehicles (EVs) expected. This includes charging infrastructure but also generation and distribution infrastructure.
- NB Power has an opportunity to leverage the newly approved non-regulated spin off business to grow energy products and service business and this could help to pay off NB Power's debt outside of rate increases.
- View communication and engagement with municipalities as key and should be done as early as possible or the municipalities will go off on their own as they are able.
- NB Power should increase the number or hire energy managers to help Municipalities use energy more efficiently and help them to take advantage of Federal and Provincial programs.
- They would like NB Power to centralize and formalize the processes to collect and publish energy data. Currently data access is ad hoc and, in many instances, requires using a right to information request.
- Commented that Nova Scotia has a program called Property Assessed Clean Energy (PACE) that allows municipalities, businesses, and other customers to tap into long term efficiency financing. They would like to see New Brunswick offer a similar program.
- Equality of procurement. No favouritism toward specific technologies.
- NB Power needs to optimize its Transmission lines.
- Support interconnectivity between neighbours, including Atlantic Loop.
- Domestic production is important to supply some of the grid's needs.
- Better coordination with the plant on transmission outages is needed. In the past year unexpected work on the transmission grid has caused issues for the plant on a couple of occasions.
- Feel like NB Power is not flexible on scheduling transmission outages to coincide with their plant outages. Want to see more coordination of work so both can benefit.
- Relationship with NB Power allows for lots of dialogue but they do not see as much action on issues that do not affect them.

- Upset about needing to bring in NB Power head office people to help get a transmission outage changed when plant manager and transmission staff should have been enough. Decisions need be made at lower levels and in collaboration.
- Generally good day-to-day relationship with NB Power.
- Not currently interested in expanding their in-house generation joining any embedded generation program.
- Relationship with NB Power is good.
- Hot topic is reliability as there have been many recent (last year) outages.
- Power flickers do not normally cause customers to complain.
- Experiencing flat growth with lower electricity demand.
- Costs are increasing with lower sales.
- Largest cost is electricity purchases from NB Power.
- Wants NB Power to look into Conservation Voltage Reduction (CVR) opportunities.
- See a lack of transparency in the generation costs posted in the 2020 Integrated Resource Plan. They would like to see more detail around what is included in the costs so they can compare with their own project.
- Very interested in the changes made to balancing cost in the Open Action Transmission Tariff (OATT) and want more information on how it is calculated. Surprised by the change.
- Relationship strained with NB Power and proposed to have a safe space outside

regulatory environment to discuss issues and find solutions.

- Want NB Power to focus on storm resilience and climate change adaptation.
- Urges NB Power to get the most out of the Atlantic Loop.
- Feel some of the costs incurred in relation to Transmission were too high and they do not see any benefits to some of the upgrades mandated.
- Feel that NB Power has lost the story on residential electrification.
- Looking to build a new modern substation to serve their load.
- Needs to have added resiliency (redundancy).
- Will need a new substation to allow more electrification.
- Current distribution substation limiting electrical load growth.
- Old equipment in the current substation, new equipment needed.
- Asked if NB Power had changed billing structure as they have recently been charged for low power factor after they had a meter upgrade.
- Wanted to upgrade substation a few years back but NB Power resistant.
- Are willing to enter into demand response programs.
- Interested in projects to generate electricity and send it to multiple buildings.
- Want to get access to real time hourly emissions and generation data.

- Understand issues around data usage but want NB Power to trust customers to tell the correct stories around the data.
- Some data releases do not actually answer the questions asked of NB Power.
- Need data to explain decisions.
- Also to allow customers to make the proper decisions.
- Think NB Power needs to plan for more electrification.
- NB Power should support densification and plan for electric vehicles (EVs) in apartments.
- Efficiency programs should take into account total efficiency including back up heating supply and should not just target electrification.
- Cost estimates should follow science not history or tradition.
- Plan for higher carbon costs not just current carbon prices.
- Want to see a similar Integrated Resource Plan process to Nova Scotia Power with multiple opportunities for feedback.
- Want to see different scenarios in the Integrated Resource Plan.
- Want to have direct back and forth communication during the development of the Integrated Resource Plan.
- Other sources show the cost of renewable generation are different from NB Power's last Integrated Resource Plan.
- Want to see the following assumptions in the next Integrated Resource Plan.
- Net zero 2035.
- Federal carbon plan.
- Utilization of industry common technology cost assumptions (such as Lazard).
- Want to see clear generation source cost tables.
- See a scenario with higher renewable penetration 70–80%.
- Scenarios with and without nuclear and biomass generation.
- Scenarios with increased interties import and export flows (supports more renewable generation) and higher efficiency and demand response penetration.
- Want to see the Integrated Resource Plan look at if New Brunswick can be more connected with neighbours and how much.
- Want to sit down with NB Power and discuss scenario options before final decisions are made.
- Want to see the Integrated Resource Plan discuss how NB Power would manage a large hydrogen facility.
- Want to see inclusion of community benefits.
- Want the Integrated Resource Plan to state where growth will come from if growth is projected.
- Want to understand how NB Power will guarantee renewable energy price if offered.
- Want to clearly see growth by electric vehicles (EVs), Heating source changes, population growth, industrial electrification/ new industry growth.

- Concerned about biomass generation based on waste wood as they believe other plants have started that way and failed to stay only waste wood sourced fuel.
- If New Brunswick plans to switch to biomass at Belledune they want to see a clear operational plan and fuel numbers.
- Want to see clear assumptions around small modular reactors (SMRs) and want NB Power to be conservative and cautious.
- Feel the survey questions are too leading and will not generate good data want input into the survey questions.
- Strategy for decarbonization of New Brunswick: Focus on electrifying everything that can be electrified before moving to green hydrogen development for those processes that cannot be electrified.
- Sees industrial electrification as the major New Brunswick decarbonization issue, not electricity. Confident Electricity can and will be decarbonized.

NB Power Debt

- They view the debt as concerning but reject the idea of raising rates to pay it off faster.
- NB Power has an opportunity to leverage the newly approved non-regulated spin-off business to grow energy products and service business and this could help to pay off NB Power's debt outside of rate increases.
- Want NB Power to focus on Environment, low rates and managing the debt. Focus on Cost control and reductions.
- Do not think asking residential customers about debt provides any benefit to NB Power. Customers do not care about future debt problems just about prices right now.

Benefits to New Brunswick

- Industrial closures and resulting reduced economic activity in the Northern region have had a significant effect.
- Mayors want NB Power to consider its responsibility to the province to help drive economy by keeping rates as low as it can. It is not just about NB Power break even/profit but total economic value.
- Energy price increases will affect operational economics.
- Elimination of coal at Belledune is a concern.
- Very concerned that it could result in the closure of Belledune hurting the economy of the region more.
- Very excited around possible new industrial and energy intensive business opportunities.
- Hydrogen, Green steel, carbon free and renewable generation, etc.
- Want to see the Northern region become an energy dense sector with large generation and energy consuming industries.
- Energy needs to be renewable or carbon free.
- The faster NB Power can shift to renewable or carbon free energy the better advantage they will have in getting investment in northern New Brunswick.
- Support a plan to have small modular reactors (SMRs) in northern New Brunswick providing the electricity needed to produce hydrogen.
- Alternative would be to build wind farms to provide electricity needed to produce hydrogen.
- Not just hydrogen but green steel and chemical industries looking for locations with clean or renewable energy supplies.
- Sees greener/zero carbon and renewable energy as a way to keep more money local as opposed to purchasing fossil fuels from other jurisdictions.
- Support for the use of electricity to enable industrial decarbonization.
- Questioned the quantifiability of reliability in the survey and if it was understood.
- Looking for NB Power support for new business opportunities.
- Want to see NB Power use its position in New Brunswick to drive economic activity directly and indirectly.
- Region is looking for commitments from NB Power and discussions in the Integrated Resource Plan on industrial growth opportunities in the next year or two.
- Propose that they could be an aggregator of demand response technology customers in their region so they could participate in NB Power demand response technology programs.
- Efficiency programs should take into account total efficiency including back up heating supply and shouldn't just target electrification.
- Feel that support for exporting generation is weak in the province.



Other Comments

- Power quality is as important as reliability.
- Recently saw some low power factor penalties, had not seen this before, wondering about cause, rules changed?
- May start looking into infrastructure to island the facility during reliability events and power quality problems to keep plant warm in the winter. Wondering about programs that could help with costs.
- Finding cold load pickup is getting harder after outages due to increased electrification.
- Distribution infrastructure and substations in need of upgrades due to age of equipment.
- Recommended using more precise language, especially around Green, clean and non-emitting energy. Nuclear is not green or clean.
- How will NB Power protect itself against the unknown risks like domestic political changes and global geopolitical risks?
- Support for small modular reactors (SMRs) in New Brunswick in general and in Belledune specifically.
- Could NB Power explore siting small modular reactors (SMRs) at Coleson to support hydrogen production that could be fed into the existing gas pipelines?
- View electrification as good in general but not always the best solution for every problem.
- NB Power should focus more on increasing energy literacy, a lack of understanding in the public may be holding NB Power back.
- Would like to see NB Power rebate customers for lost service like in other industries.





APPENDIX B

Survey Questions

WHAT WAS SAID SURVEY QUESTIONS (2022 SURVEY)

Using a scale of 1 – 5, where 1 is Disagree and 5 is Agree, or Don't know/Not applicable

Affordability

The decisions we make today could impact the rates customers pay and the finances of NB Power for years to come.

Tell us how much you agree or disagree with the statements below:

- Q1a.** I want NB Power to invest in providing more customer options (programs, products, and services) to better manage my electricity needs.
 - Q1b.** New Brunswick's transition to a clean energy future needs to minimize impacts on rates and the economy.
 - Q1c.** I am open to renewable power purchased from other jurisdictions rather than building new sources of renewable power in New Brunswick to minimize the impact on rates.
-

Clean Energy

We are working towards a clean energy future, and there are many options for how and at what pace we achieve this.

Tell us how much you agree or disagree with the statements below:

- Q2a.** I want NB Power to be a leader in energy efficiency.
- Q2b.** I support using fossil fuels while we transition to a cleaner energy future to meet our climate change commitments.
- Q2c.** New Brunswickers have a responsibility to make changes to help address climate change.
- Q2d.** I want NB Power to be a leader in clean energy.
- Q2e.** It is important to me that electricity for New Brunswick is made in New Brunswick.
- Q2f.** I am personally willing to pay more for clean energy.

Customer Options

Everyone has the opportunity to manage their own energy use. Understanding what choices you would be willing to make will help NB Power determine the best ways to meet New Brunswickers' collective energy needs into the future.

Tell us how much you agree or disagree with the statements below:

- Q3a.** I am willing to personally invest in equipment and technology to manage my electricity use and costs (e.g., insulation, programmable thermostats).
- Q3b.** I am interested in generating my own electricity.
- Q3c.** I am interested in participating in a "time-of-use" rate program to help manage my electricity use costs.
- Q3d.** I am interested in purchasing an electric car.
- Q3e.** I think it's NB Power's job to provide me with options to help me better manage my electricity needs.
-

Customer Options

- Q4.** Please tell us what's most important to you by assigning a value to each topic. You've got 100 points to share between all five options.
- Debt repayment
 - Clean energy
 - Customer options
 - Service reliability
 - Lowest rates

Customer Options

Q5. How familiar are you with each of the following topics:

Using a scale of 1 – Not at all familiar, 2 – Not very familiar, 3 – Neutral, 4 – Familiar, 5 – Very familiar

- Debt repayment
- Clean energy
- Service reliability
- New Brunswick's climate change commitments
- NB Power's customer options (programs, products, and services)

Final Comments

Q6. Is there anything else you'd like to add?

Demographics

D1. Are you a current NB Power electricity customer?

- Yes
- No

D2. Which of the following age categories do you fall into?

- 0 – 17
- 18 – 34
- 35 – 54
- 55+
- Prefer not to answer

D3. Which of the following broad ranges represents your total household income?

- Under \$20,000
- \$20,000 – \$49,999
- \$50,000 – \$74,999
- \$75,000 – \$99,999
- \$100,000 or more
- Prefer not to answer

D4. Enter the first three digits of your postal code? (i.e. A1A)

TY. Thank you for taking our survey. Your response is very important to us.



APPENDIX C

2022 Data Tables

Throughout the report, top box analysis was utilized to highlight the overall levels of agreement or familiarity with the statements and topics. The following tables showcase the full results for each statement question. Results are represented by percentages.

Affordability											
2022 Results									Top Box Analysis		
Statements (percentages)		Disagree 1	2	3	4	Agree 5	DK/NA	Mean	2017	2019	2022
Q1a	I want NB Power to invest in providing more customer options (programs, products, and services) to better manage my electricity needs.	2.8	2.8	11.8	17.6	62.0	3.1	4.52	72	79	80*
Q1b	New Brunswick’s transition to a clean energy future needs to minimize impacts on rates and the economy.	2.3	3.4	9.3	14.7	68.9	1.6	4.54	68	85	84*
Q1c	I am open to renewable power purchased from other jurisdictions rather than building new sources of renewable power in New Brunswick to minimize the impact on rates.	12.2	8.0	18.1	15.8	40.5	5.3	3.96	50	58	56*^

Statistical Significance:

- Q1a** Results in 2022 are significantly higher than those in 2017*, results between 2022 and 2019 are not significantly different.
- Q1b** Results in 2022 are significantly higher than those in 2017*, results between 2022 and 2019 are not significantly different.
- Q1c** Results in 2022 are significantly higher than those in 2017* and significantly lower than those in 2019^.

Clean Energy											
2022 Results									Top Box Analysis		
Statements (percentages)		Disagree 1	2	3	4	Agree 5	DK/NA	Mean	2017	2019	2022
Q2a	I want NB Power to be a leader in energy efficiency.	1.8	2.3	13.5	19.3	60.7	2.5	4.50	86	85	80*^
Q2b	I support using fossil fuels while we transition to a cleaner energy future to meet our climate change commitments.	8.0	8.8	22.8	19.5	33.1	7.9	4.08	79	59	53*^
Q2c	New Brunswickers have a responsibility to make changes to help address climate change.	4.0	3.6	12.8	19.2	59.2	1.3	4.34	76	84	78^
Q2d	I want NB Power to be a leader in clean energy.	3.0	3.4	17.5	19.6	53.8	2.6	4.33	73	82	73^
Q2e	It is important to me that electricity for New Brunswick is made in New Brunswick.	11.4	8.5	24.6	17.0	35.9	2.5	3.73	61	61	53*^
Q2f	I am personally willing to pay more for clean energy.	31.5	15.5	24.8	15.0	11.1	2.1	2.72	51	30	26*^

Statistical Significance:

Q2a Results in 2022 are significantly lower than those in 2017* and 2019^.

Q2b Results in 2022 are significantly lower than those in 2017* and 2019^.

Q2c Results in 2022 are significantly lower than those in 2019^, results between 2022 and 2017 are not significantly different.

Q2d Results in 2022 are significantly lower than those in 2019^, results between 2022 and 2017 are not significantly different.

Q2e Results in 2022 are significantly lower than those in 2017* and 2019^.

Q2f Results in 2022 are significantly lower than those in 2017* and 2019^.

Customer Options											
2022 Results									Top Box Analysis		
Statements (percentages)		Disagree 1	2	3	4	Agree 5	DK/NA	Mean	2017	2019	2022
Q3a	I am willing to personally invest in equipment and technology to manage my electricity use and costs (e.g., insulation, programmable thermostats).	7.2	5.2	16.5	22.7	44.9	3.6	4.14	77	72	68*^
Q3b	I am interested in generating my own electricity.	17.3	9.3	17.1	16.6	33.1	6.6	3.78	71	49	50*
Q3c	I am interested in participating in a "time-of-use" rate program to help manage my electricity use costs.	13.4	5.8	17.3	19.3	35.7	8.3	4.08	65	57	55*^
Q3d	I am interested in purchasing an electric car.	26.3	9.3	17.4	13.6	27.7	5.8	3.42	50	33	41*^
Q3e	I think it's NB Power's job to provide me with options to help me better manage my electricity needs.	3.2	4.1	18.2	25.4	47.4	1.8	4.20	64	73	73*

Statistical Significance:

- Q3a** Results in 2022 are significantly lower than those in 2017* and 2019^.
- Q3b** Results in 2022 are significantly lower than those in 2017*, results between 2022 and 2019 are not significantly different.
- Q3c** Results in 2022 are significantly lower than those in 2017* and 2019^.
- Q3d** Results in 2022 are significantly lower than those in 2017* and significantly higher than those in 2019^.
- Q3e** Results in 2022 are significantly higher than those in 2017*, results between 2022 and 2019 are not significantly different.

Familiarity							
2022 Results							
Familiarity (percentages)		Not at all familiar 1	Not very familiar 2	Neutral 3	Familiar 4	Very Familiar 5	Mean
Q5a	Debt repayment	26.3	30.1	23.0	16.0	4.5	2.42
Q5b	Clean energy	8.0	21.3	26.3	34.1	10.3	3.17
Q5c	Service reliability	6.1	16.1	29.8	38.5	9.5	3.29
Q5d	New Brunswick's climate change commitments	15.0	32.8	28.2	20.3	3.8	2.65
Q5e	NB Power's customer options (programs, products, and services)	11.2	32.0	28.1	24.9	3.7	2.78



APPENDIX D

Glossary of Terms (Paid Media)

Ad Click Through Rate: The number of users who click on a link versus the number of users receiving the advertisements.

Channel: The digital platform on which you engage with audiences (i.e. website, blog, Facebook, Twitter, LinkedIn).

Paid Media: Media gained through advertising (i.e. online digital ads, paid newspaper ads).

Unique Page Views: The number of visits during which the specific page was visited at least once.

Impressions: The number of times a paid search ad was delivered to users.





APPENDIX E

Paid Media

Summary

Paid media was utilized to advertise the online survey and to direct customers to visit OurEnergyFutureNB.ca. Most users were directed to the website via paid media ads (Facebook and LinkedIn). The following pages include copies of the paid media collateral, which was in market in August and September 2022.

Facebook 1 – English

Creative 1080x1920 & 1080x1920_2

Text:

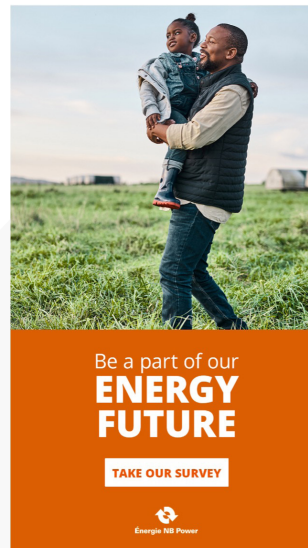
Complete our survey today and share your opinion on New Brunswick's energy future.

Headline:

Win an iPad mini!

Link description:

We want your input.



Facebook 1 – French

Creative 1080x1920 & 1080x1920_2

Text:

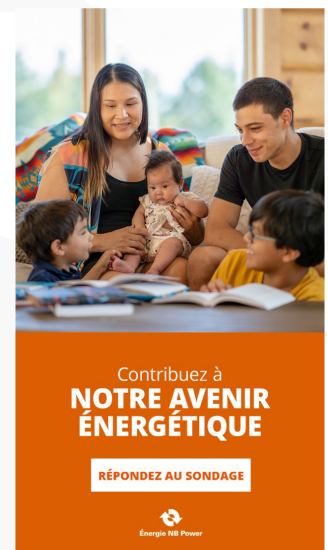
Répondez à notre sondage aujourd'hui et faites-nous part de vos commentaires sur l'avenir énergétique du Nouveau-Brunswick.

Headline:

Gagnez un iPad mini!

Link description:

Votre avis nous importe



Facebook – English

Creative 1080x1920_3 & 1080x1920_4

Text:

By telling us what you care about, you can help chart a course to New Brunswick's energy future.

Headline:

Win an iPad mini!

Link description:

Complete the survey.



You could
**WIN AN
iPAD MINI**

TAKE OUR SURVEY



You could
**WIN AN
iPAD MINI**

TAKE OUR SURVEY



Facebook – French

Creative 1080x1920_3 & 1080x1920_4

Text:

En nous faisant part de vos commentaires, vous contribuez à tracer la voie de l'avenir énergétique du Nouveau-Brunswick.

Headline:

Gagnez un iPad mini!

Link description:

Répondez au sondage.



Courez la chance de
**GAGNER UN
iPAD MINI**

RÉPONDEZ AU SONDAGE



Courez la chance de
**GAGNER UN
iPAD MINI**

RÉPONDEZ AU SONDAGE



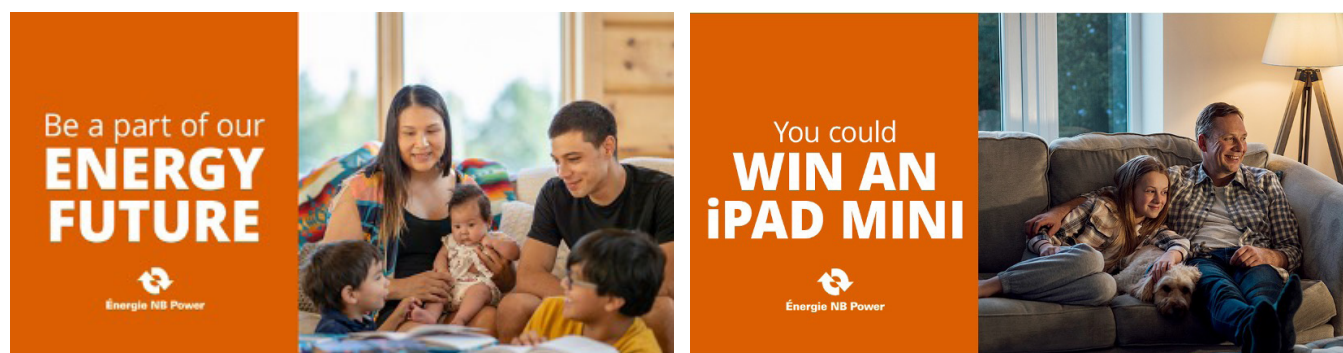
LinkedIn 1 – English

Creative 1260x628 & 1260x628 WIN

Text: We want to know what's important to you. Complete the survey today and help us plan for New Brunswick's energy future.

Headline: Win an iPad mini and Apple Pencil!

Link description: What matters to you?



LinkedIn 1 – French

Creative 1260x628 & 1260x628 WIN

Text: Nous cherchons à savoir ce qui vous tient à cœur. Répondez au sondage aujourd'hui et aidez-nous à tracer la voie de l'avenir énergétique du Nouveau-Brunswick.

Headline: Gagnez un iPad mini et un Apple Pencil!

Link description: Vos priorités?



LinkedIn 2 – English

Creative 160x600 & 160x600 WIN

Text:

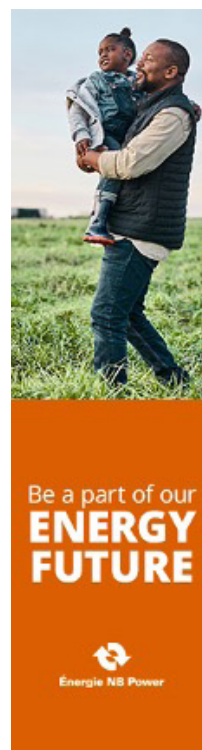
NB Power is planning for how to meet our province's energy needs. We want to hear your thoughts.

Headline:

Win an iPad mini and Apple Pencil!

Link description:

Take our survey.



LinkedIn 2 – French

Creative 160x600 & 160x600 WIN

Text:

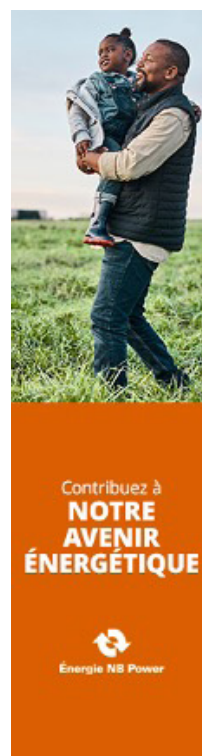
Énergie NB envisage la meilleure façon de répondre aux besoins énergétiques de la province. Faites-nous part de vos commentaires.

Headline:

Gagnez un iPad mini et un Apple Pencil!

Link description:

Répondez au sondage.





Énergie NB Power

the power of possibility
débordant d'énergie