



What We Heard Report

2026 INTEGRATED RESOURCE PLAN | PUBLIC ENGAGEMENT PROGRAM

Submitted by NATIONAL Public Relations



Énergie NB Power

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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 affordability, clean energy, customer options, energy security/reliability, and priorities.

Additionally, we 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 conducted customer and public engagement for the 2026 Integrated Resource Plan between March and July 2025, as 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 2026 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

The survey was promoted from March to May through a paid media campaign on Facebook and Instagram, in both English and French.

OurEnergyFutureNB.ca received more than 17,000 unique visitors, directed from the paid media campaign. There was a substantial increase in page views to this site during the first month of the campaign.

Additionally, NB Power updated the 'Integrated Resource Plan' section of the corporate website to promote this survey and included a banner linking to OurEnergyFutureNB.ca.

Internally, NB Power communicated the survey to its employees by posting an article on the corporate intranet and promoting it among various work groups.

Social Media

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

Paid Media and Digital Ads

Paid digital ads were executed across Facebook and Instagram. This allowed NB Power to target a broad audience across the province, 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 from March 17–May 15, 2025. Copies of the paid media campaign collateral can be found in Appendix E.

Performance

	IMPRESSIONS	CPM (COST PER 1,000 IMPRESSIONS)	LINK CLICKS	CTR (LINK CLICK-THROUGH RATE)	CPC (COST PER LINK CLICK)
Meta (EN & FR)	1,383,426	\$4.34	20,875	1.51%	\$0.29

In-Person Engagement Approach

NB Power engaged with First Nations, individuals, community groups, not-for-profit organizations, medium-sized businesses, large industrial groups, and major energy users.

NB Power also hosted booths at home shows across the province to better understand energy priorities and challenges. Below is a summary of the engagements and key findings.

ENGAGEMENTS	DATE	ESTIMATED NUMBER OF ENGAGEMENTS
Total in-person engagements	March–July 2025	258 (individuals)

FIRST NATIONS COMMUNITY ENGAGEMENT

NB Power recognizes the distinct value, culture, and significance of First Nations and remains committed to fostering positive, productive relationships with all First Nations in New Brunswick. In 2025, NB Power continued to build partnerships by engaging First Nations communities on the Integrated Resource Plan (IRP).

Topics emerged such as business opportunities, energy and economic partnerships, system reliability, and long-term sustainability, including financial health and affordability.

First Nations participants also raised environmental concerns, particularly related to forests, water usage, carbon emissions, and the management of industrial and nuclear waste.

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. First Nations communities were engaged through face-to-face dialogue with the option to provide feedback on an online survey.

■ IN-PERSON ENGAGEMENT APPROACH

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.

First Nations communities expressed a wish to play a larger role by owning or partnering in future projects, more energy education and training opportunities, and co-developing solutions to the mutual benefit of their communities.

First Nations participants welcomed the dialogue with NB Power, and emphasized the need for early, respectful, and tailored engagement. They also asked for more supply chain involvement and identifiers for how their input informs the IRP.

They emphasized the need to recognize the land's historical significance, safeguard the environment, and account for long-term impacts, while integrating traditional stewardship practices to ensure decisions remain sustainable, culturally respectful, and ecologically sound.

NB Power will maintain engagement after the IRP is published to deepen these important relationships, gather additional input, and implement feedback received to date.

IN-PERSON CUSTOMER ENGAGEMENT

Affordability

Affordability remains a consistent concern among participants, who are calling for a clear, long-term strategy to improve reliability, stabilize rates, and tackle NB Power's debt challenge. Many comments emphasized the need to keep electricity rates low, with some calling it the primary issue, particularly in the context of rising energy costs and economic uncertainty.

Customers voiced frustration about how their electricity usage and bills have spiked unpredictably year-over-year or even month-over-month, often blaming smart meters. Some stakeholders emphasized the need for larger rebates and progressive rate structures to ensure low-income households are protected from rate increases. Suggestions included targeted affordability measures such as low-income rebates, arrears management, flexible payment terms, and special rate structures.

The need for rate certainty to support investment and businesses was also noted.

While a few customers were eager to accelerate the integration of more renewables, most were less concerned about the speed of the transition and more focused on its impact on rates. They emphasized the importance of a gradual shift that maintains stability and predictability, allowing households and businesses to adapt without undue financial strain.

Concerns were also raised about the long-term costs and uncertainties of emerging or untested technologies, and the volatility of carbon pricing was flagged as a potential risk to affordability. Some stressed the need for a gradual and predictable path to net-zero.

Others called for a plan to expand low-carbon generation and offer flexible rate options that support customer net-zero goals and self-generation.

■ IN-PERSON ENGAGEMENT APPROACH

Clean Energy

Adding as much renewable energy to the grid as quickly as possible was identified as a priority for some participants. Support for solar power expansion was expressed, including shared and community solar projects that could benefit renters and low-income households. While some stakeholders see nuclear energy as essential for meeting carbon goals, others raised concerns about its cost, waste, and classification as a "clean" energy source.

Some suggested that NB Power should aim to produce all its electricity in-province and look for opportunities to export surplus renewable energy. Developing regional connections with Nova Scotia and Prince Edward Island to create a more integrated and renewable grid was also mentioned.

Customer Options

There is a call to expand energy efficiency programs, particularly for low-income customers and renters. Some suggested offering incentives to landlords to upgrade rental properties and removing upfront barriers like installation costs. Some supported time-of-use rates and demand response programs provided there are sufficient incentives and education to make them effective. The deployment of smart meters was met with skepticism. Customers reported distrust in their accuracy, feeling unprepared for their introduction. Calls for improved service reliability were also common, especially in areas experiencing frequent short outages. Expanding EV infrastructure in underserved areas was another mention, with emphasis on ensuring equitable access to the benefits of electrification.

Energy Security and Reliability

Customers across the province expressed concern about service reliability, particularly regarding frequent but short power outages during windy conditions. There were also calls for NB Power to improve asset reliability, with particular attention to Point Lepreau, where variability was seen as contributing to rate unpredictability. The refurbishment of Mactaquac was raised a few times—some expressed support for it as a key part of the renewable strategy, while others would like to see cost assumptions before proceeding.

Customers pointed to recent voltage issues, outages, and sharp peak-period price increases as factors that threaten operational certainty and future investments. They called for more competitive rates, earlier and more detailed communication about planned rate changes, transmission upgrades, and system investments.

Ultimately, many participants felt that a more reliable and predictable grid would not only improve service but also build trust and reduce volatility in both costs and customer experience.

Energy Storage

Energy storage is viewed as a necessary part of the province's energy future, though not without some debate. Stakeholders are generally in favour of increased storage capacity, including batteries, to support the integration of renewable energy. However, there was division over pumped hydro storage, with some expressing concern about environmental impacts and cost.

■ IN-PERSON ENGAGEMENT APPROACH



Communications and Education

A major theme across all engagement sessions was the need for better communication and transparency from NB Power. Stakeholders noted that more communication on how customer usage translates into bills, how infrastructure decisions are made, or how modelling assumptions in documents like the IRP are constructed. They also asked for earlier, clearer communication around major system decisions, especially those affecting capital planning.

There were recommendations for NB Power to expand public education around technologies such as smart meters and time-of-use pricing. Participants also requested more transparency in the IRP process, including the publication of assumptions, scenario outcomes, and clearer articulation of how policies influence ratepayer costs. Community organizations would like to work with NB Power to improve energy literacy, particularly for low-income groups. Concern was expressed over the lack of diverse voices in regulatory hearings, with some participants calling for additional support for NGOs to participate.

There is also a broader call for NB Power to assess and communicate the risks and uncertainties associated with emerging technologies to build confidence in future investments.

Opportunities

Customers see clean energy, including solar, storage, and community-based renewable projects as an opportunity. Increasing the customer base by building exporting capacity to other provinces was noted. First Nations and local communities want to partner with NB Power on clean generation initiatives, enabling broader participation and economic inclusion.

Some stakeholders expressed interest in partnering on pilot projects for rate design and battery storage, receiving updates between IRP cycles, and aligning their local plans with provincial grid changes.

Other Comments

Concern was raised about the potential effect of United States imposed tariffs on both the provincial economy and future electricity rates. It was also mentioned that NB Power should have an economic mandate to support economic growth.

■ 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 five key areas:



AFFORDABILITY



CLEAN
ENERGY



CUSTOMER
OPTIONS



ENERGY SECURITY/
RELIABILITY
NEW FOR 2022/25



PRIORITIES

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 ten-week campaign period.

Analytics

The survey was conducted with New Brunswick residents between March 14, 2025 and May 31, 2025. Overall, 11,614 residents started the survey, with 9,899 completed responses collected. 2,497 residents completed the survey in French and 7,402 residents completed the survey in English. On average, the survey took approximately 6 minutes to complete.

YEAR	COMPLETED SURVEYS
2025	9,899
2022	6,163
2019	6,263



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 2025, as compared to 2022 and 2019, 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 2025 and 2022**

V for differences between 2025 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.

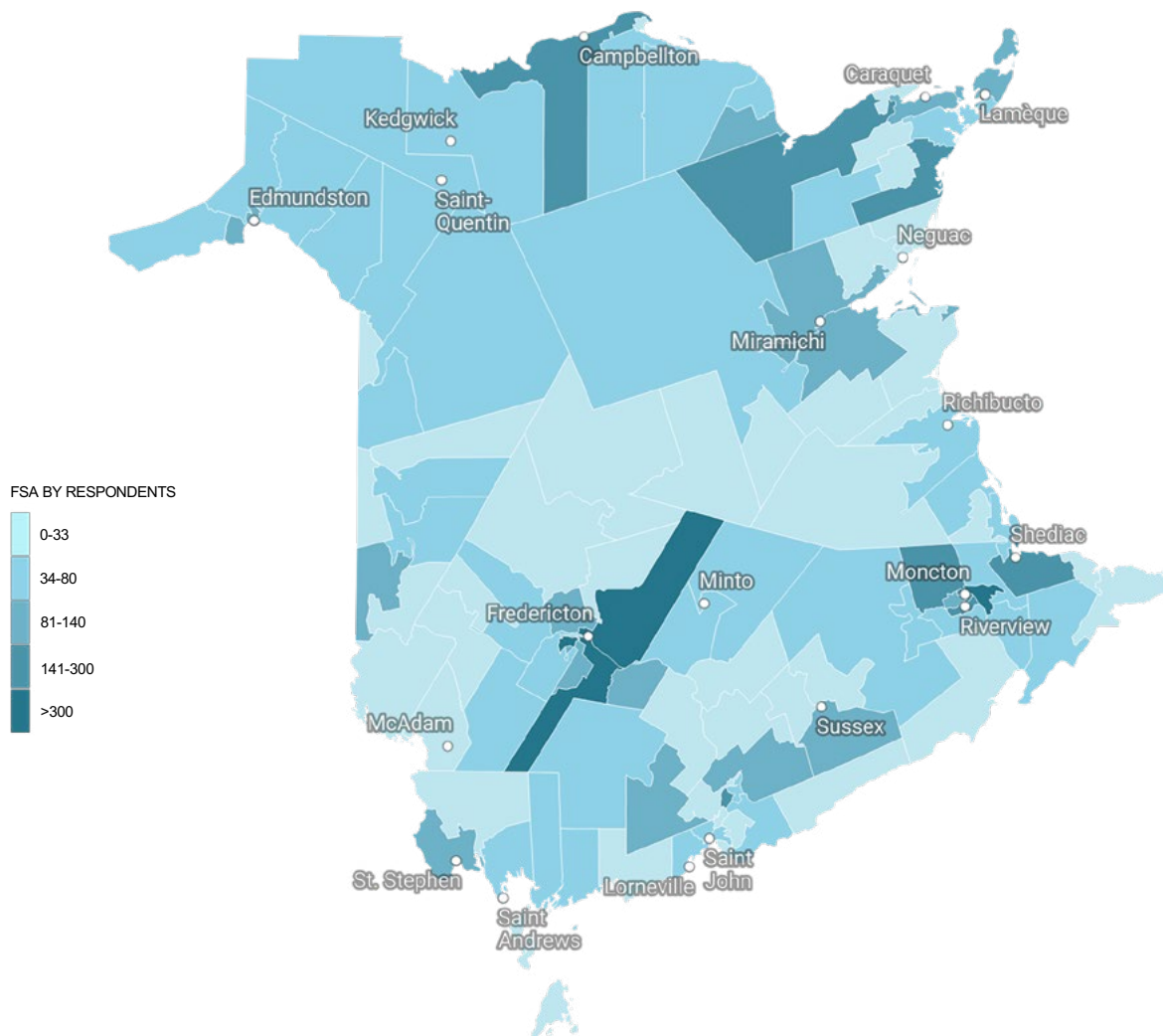
Lastly, if a result is quoted to be “significantly higher, significantly lower, or significantly different” this denotes statistically significant results.

For further 2025 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 68% of residents shared their FSA in 2025, versus 76% of residents in 2022, and 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 indicates 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 (85%).

Seven-in-ten residents of New Brunswick want NB Power to offer more programs, products, and services that help them better manage their electricity needs.

This figure is notably higher among those aged **55 and older (74%)**, those aged **35–54 (69%)**, and lower among **18–34-year-olds (66%)**.

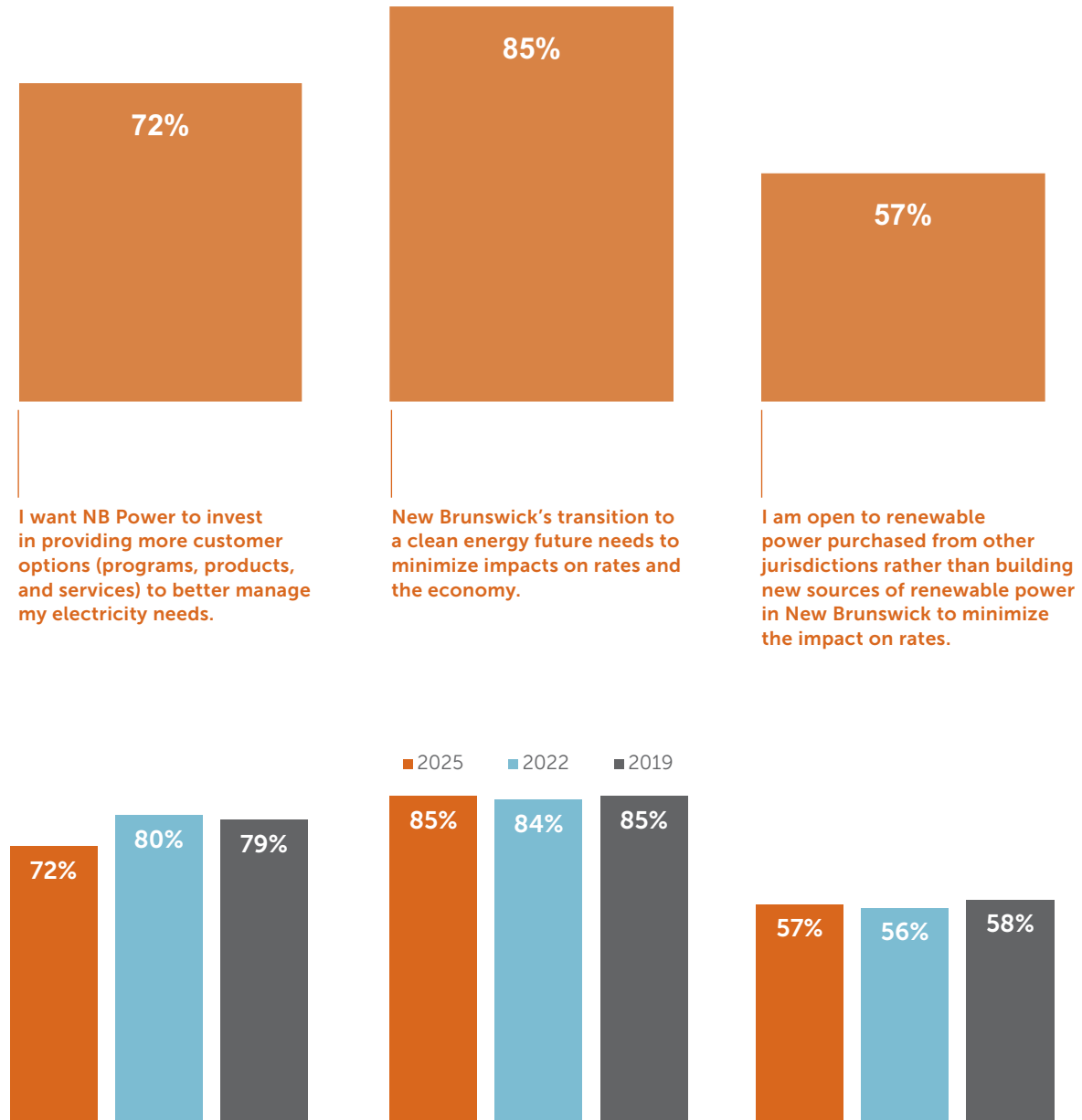
When comparing the 2025 results to previous years, agreement with affordability-related statements—such as New Brunswick's transition to clean energy and openness to purchasing renewable power from other jurisdictions—remains consistent with the 2022 and 2019 findings. However, **2025 saw a decline in customer support** for NB Power investing in additional customer options (**72% down from 80%**).

New Brunswick's transition
to a clean energy future
needs to minimize impacts
on rates and the economy.

Affordability Share of Respondents Indicating a High Level of Agreement

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.

■ 2025 AGREEMENT SCORES (4–5)





CLEAN ENERGY

Almost two-thirds of 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 (71%), 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 (62% and 58%, respectively).

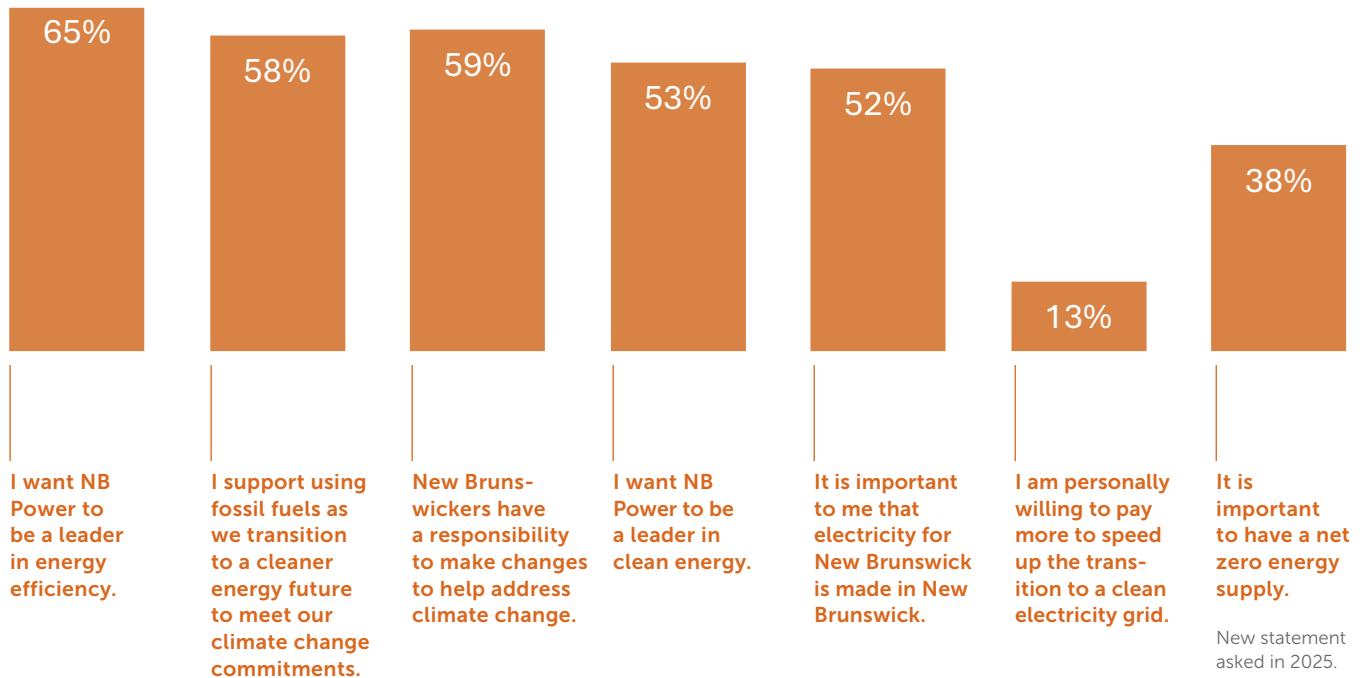
As New Brunswick transitions to a cleaner energy future, 58% of residents support the continued use of fossil fuels during the transition period. Meanwhile, 59% agree that New Brunswickers have a responsibility to make changes to help address climate change. Thirty-eight per cent of residents recognized the importance of achieving a net-zero energy supply. Overall, residents aged 55 and older were significantly more likely to express stronger agreement with most clean energy-related statements.

Compared to 2022, overall agreement with most clean energy statements declined in 2025. However, there was a slight increase in support for using fossil fuels during the transition to a cleaner energy future. This is an increase from 53% in 2022 to 58% in 2025. At the same time, support continues to decline year-over-year in several key areas: residents' willingness to pay more for clean energy, their desire to see NB Power lead in energy efficiency and clean energy, and the importance they place on having electricity generated within New Brunswick.

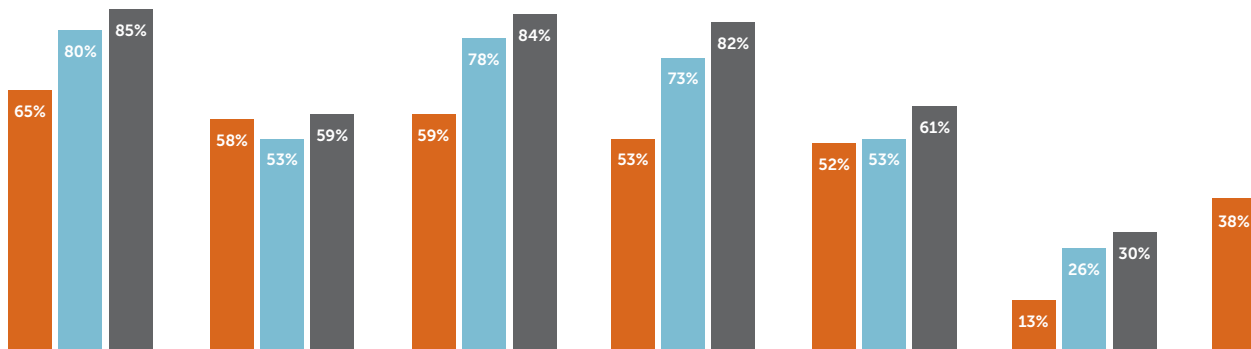
Clean Energy Share of Respondents Indicating a High Level of Agreement

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■ 2025 AGREEMENT SCORES (4–5)



■ 2025 ■ 2022 ■ 2019





CUSTOMER OPTIONS

Over two-thirds of residents agree it is NB Power's responsibility to offer customers options to help manage their electricity use.

Support for this view is significantly higher among those aged 55 and older at 71%, compared to 69% of 18–34-year-olds and 65% of those aged 35–54.

While **44% of New Brunswick's residents are interested in participating in time-of-use rate programs**, those who are **55+ are significantly more interested in this customer option at 47%**, while **41% of those aged 18–34 and 35–54 are significantly less interested** in time-of-use rate programs.

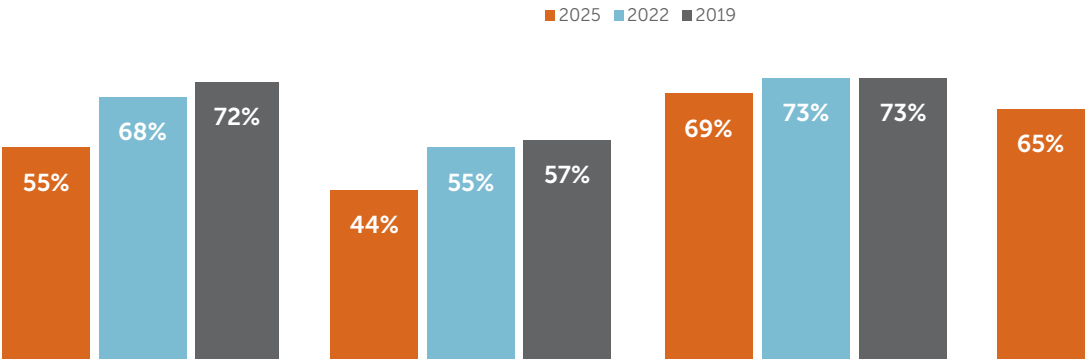
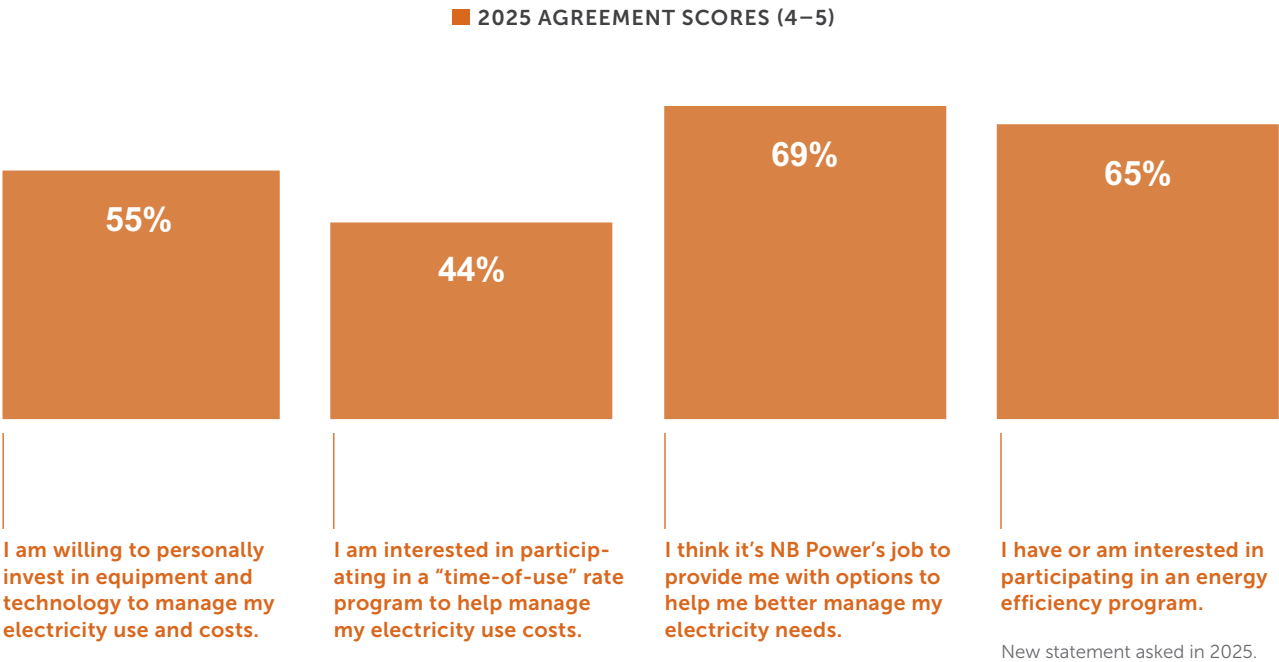
More than half of New Brunswick residents agree they are willing to personally invest in equipment and technology to manage their electricity use and costs. However, **54% of those between the ages of 18–34 (versus 59% of residents aged 55+) are significantly less likely to be willing to personally invest** in equipment and technology to manage their electricity use and costs.

Overall, two-thirds of New Brunswick residents have or are interested in participating in an energy efficiency program.

When comparing 2025's results to previous results, participants are less likely to be willing to personally invest in equipment and technology, less interested in participating in a "time-of-use" rate program, and less likely to agree that it's NB Power's job to provide them with options to manage their electricity needs.

Customer Options Share of Respondents Indicating a High Level of Agreement

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.



ENERGY SECURITY/RELIABILITY

In 2025, New Brunswick residents were asked about their likelihood of supporting the utility's actions in several key areas, including infrastructure investments, prioritizing energy security and reliability, and the use of emitting sources when necessary.

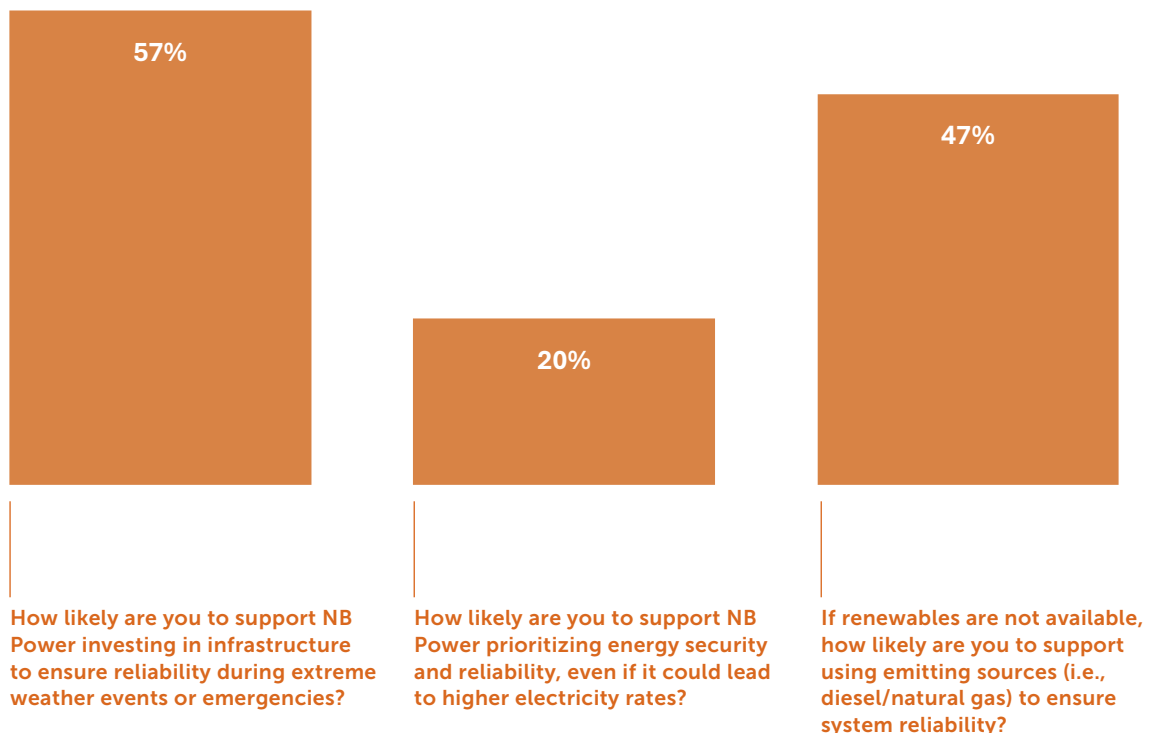
Nearly six-in-ten residents expressed support for NB Power investing in infrastructure to maintain system reliability during extreme weather events or emergencies. Additionally, **47% support the use of emitting sources—such as diesel or natural gas—to ensure reliability when renewable energy options are not available.**

However, support drops sharply when these measures are linked to potential rate increases. **Only 20% of residents are willing to support prioritizing energy security and reliability if it results in higher electricity costs.**

Support for using emitting sources also varies by age. **Residents aged 35–54 are the most supportive**, with **52% backing NB Power's use of diesel or natural gas** when renewables are unavailable, compared to 45% of those aged 18–34 and 47% of those 55 and older.

Energy Security/Reliability Share of Respondents Indicating a High Level of Support

■ 2025 LIKELINESS TO SUPPORT SCORES (4–5)



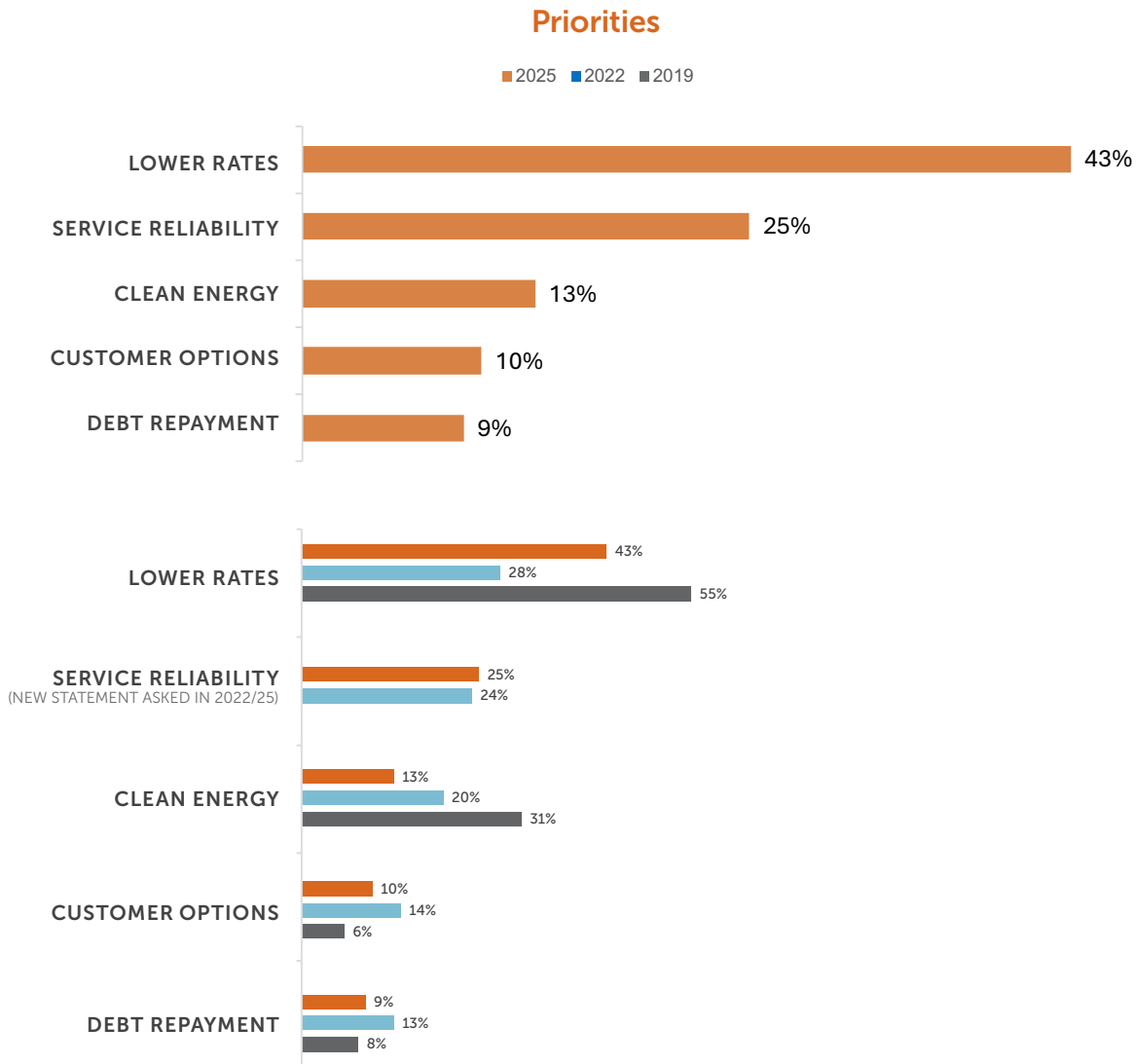
SURVEY SUMMARY

PRIORITIES

New Brunswick residents were asked to indicate which of five key energy-related statements were most important to them by distributing 100 points across the options. Overall, keeping electricity rates low emerged as the top priority, followed by service reliability and then clean energy.

It's worth noting that service reliability was introduced as a new option in the 2022 survey, so direct comparisons to earlier years are not possible. Despite this, the trend remains consistent, residents continue to place the highest value on maintaining the lowest possible rates.

Residents aged **35–54 years (48%)** are more likely to prioritise keeping electricity rates low versus those aged 18–34 (46%) and 55 and above (41%). **Residents aged 55 and above (27%)** are more likely to prioritise service reliability versus those aged 35–54 (24%) and 18–34 (21%). Residents aged **18–34 (15%)** are more likely to prioritise clean energy versus those aged 55 and above (13%) and 35–54 (11%).



OPEN-ENDED COMMENTS

New Brunswick residents were asked, “Is there anything else you’d like to add?” and given the option to provide their own comments. In total, 4,222 residents offered feedback.

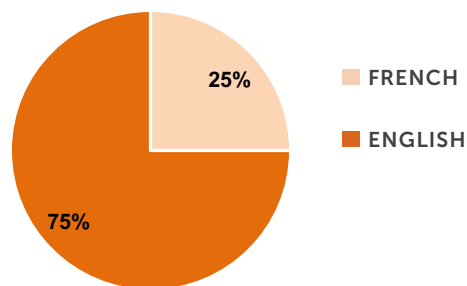
Nearly one-third of the responses focused on affordability and rate hikes. The second most common theme concerned electrification readiness—upgrading the grid to meet growing demand from electric vehicles and widespread electric heating.

THEME	ONE-LINE INSIGHT	PERCENTAGE N=(4,222)
Affordability & rate hikes	Rising electricity prices are a leading concern, with many households expressing worry about affordability.	38%
Electrification readiness (EVs, heating)	The grid must be upgraded to accommodate the growing demand from electric vehicles and widespread electric heating.	20%
Salaries & management efficiency	Respondents call for cuts to NB Power upper-management salaries before any new spending or rate increases.	15%
Renewable-energy push	There is support for expanded wind, solar, and hydro development, with a clear preference for clean energy over fossil fuels.	12%
Smart meter roll-out	Customers see the arrival of smart meters and usage apps as tools for managing their energy more effectively.	9%
Grid reliability & infrastructure upgrades	Aging infrastructure and frequent outages fuel urgent calls to modernize the grid and ensure year-round reliability.	7%
Customer-service experience	Billing errors and extended wait times are contributing to customer dissatisfaction with frontline service.	6%
Economic competitiveness & jobs	Businesses caution that elevated power costs could impact industrial competitiveness and hinder provincial economic growth.	6%
Energy-efficiency incentives	Respondents express a desire for more robust rebates on heat pumps, insulation, and appliance upgrades to help reduce energy consumption.	5%
Debt reduction & financial health	NB Power’s significant debt load is viewed as unsustainable, with respondents calling for a clear and credible plan to reduce it.	4%
Sell/partner with Hydro-Quebec	Respondents indicate NB Power should explore integration with Hydro-Québec as a means to secure more affordable rates and a stable power supply.	4%
Environmental responsibility	Respondents emphasize the urgency of addressing climate change and are calling for a more rapid transition away from coal and oil-based power generation.	4%
Government oversight & political accountability	Calls for stronger regulation and public audits to keep NB Power accountable.	3%
Equity for rural & vulnerable users	Rural households and low-income customers urge targeted assistance to reduce energy burden.	3%
Nuclear & SMR debate	Opinions on small modular reactors are divided—some view them as a viable baseload solution, while others see them as risky and expensive.	3%
Transparency & communication	Customers perceive a lack of transparency from NB Power regarding costs and are seeking clearer, more frequent updates.	2%
Opposition to wind-turbine siting	A minority of respondents oppose local wind farm development due to concerns about noise, visual impact, and potential effects on property values.	1%

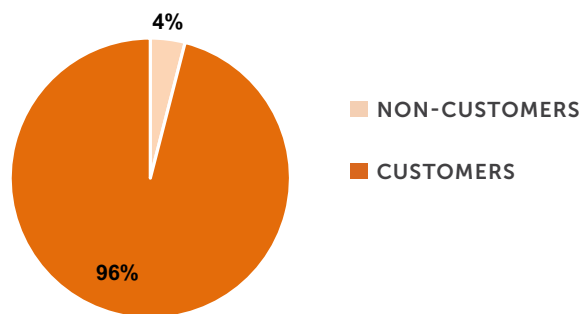
DEMOGRAPHICS

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

Language

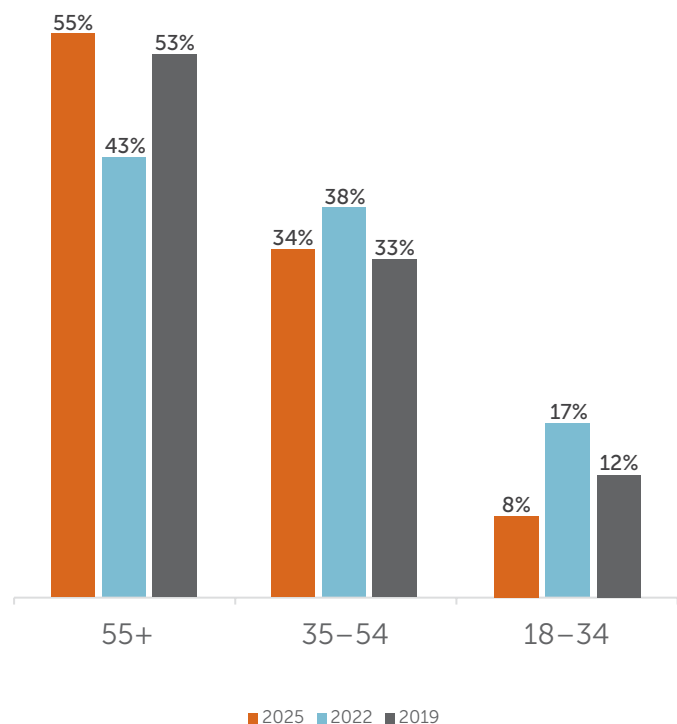


Customer Status



Age

In 2025, individuals aged 55 and over made up the largest share of survey respondents. This marks a **12% increase in participation** from this age group compared to 2022. In contrast, **engagement among younger residents declined**: participation among those under 35 dropped by 9%, while the 35–54 age group saw a 4% decrease.



Appendices

In-Person Engagement Participant Comments

FIRST NATIONS COMMUNITY ENGAGEMENT

- Biomass at Belledune is an important project.
- Concern about biomass at Belledune, especially the use of "waste" wood that forests need for regeneration.
- NB Power should leverage its existing infrastructure at Belledune.
- Concern about the increasing length of Lepreau outages and costs associated with them.
- Continue to explore hydrogen production and its future in New Brunswick.
- Debts and costs should not be passed on to future generations.
- Ensure all parties and industry pay their fair share for electricity.
- Concerns for mining of uranium.
- Economic priorities are out of order; the focus is too much on near-term costs rather than long-term impacts.
- Concern about the level of uncertainty in future policy and economic assumptions included in the IRP.
- First Nations continue to want to be engaged, consulted, and partner with NB Power on projects.
- Desire to be included in the decisions, not just in the engagement.
- NB Power should be looking to incorporate Indigenous rules and ideas in its planning.
- Need clarity on how the costs and impacts of mining and nuclear fuel waste are calculated in the IRP.
- Concern about investing in unproven technologies and whether those decisions will deliver the intended outcomes.
- NB Power should not only prevent future environmental damage but also take responsibility for repairing past harm.
- Interest in exploring alternative economic models that account for societal and environmental impacts—not just direct financial costs.
- Municipalities should be allowed to finance and build small projects for their communities, opening more opportunities for partnerships and investments.

■ APPENDIX A – FIRST NATIONS COMMUNITY ENGAGEMENT

- NB Power’s debt is a major concern, limiting its ability to invest in new projects and infrastructure upgrades.
- Open to natural-gas production and usage in the province.
- SMRs are a good potential solution, but First Nations need to be included in economic opportunities, especially around the supply chain.
- The IRP does not address key topics such as societal impacts, long-term environmental costs, and effects on forests, fish, and wildlife populations.
- The IRP should clearly identify differences from previous IRPs.
- The use of the word “resource” in the plan’s title invokes different meanings.
- Need for economic growth in northern New Brunswick, with investment in commercial and industrial development that supports training and job creation.
- Concern about the cost of maintaining or building new nuclear facilities—for ratepayers, taxpayers, and investors alike.
- When planning new transmission lines and generating assets, NB Power needs to ensure First Nations are consulted and that archaeological knowledge is considered.
- Reservations around hydro due to lost fisheries.
- Need to increase electricity literacy to support engagement activities.
- NB Power needs to be accountable for historical failures to consult First Nations.

IN-PERSON CUSTOMER ENGAGEMENT

Affordability

- Energy poverty is a major issue. NB Power needs to have some programs that target low-income customers as well as metrics that track performance.
- Support for a special rate structure for low-income households.
- Other progressive options should be considered, including low-income rebates, rules around missed payments, arrears, and disconnects.
- One in five New Brunswickers is on social assistance.
- Northern New Brunswick worries that high rates are a contributing factor to lost business.
- Customers are feeling the pain from rising costs and want NB Power to reduce rates.
- Reduce the number of senior managers/executives to reduce costs.
- Concern about how carbon pricing is affecting and will affect energy costs in the future.
- Changes to the rate structure, such as time-of-use rates, could help support customer battery installations and reduce peak loads.
- Cost of electricity is a big concern; it is vital to reduce price volatility and lower unexpected annual increases, so large customers have more cost certainty.
- NB Power debt is a big concern; New Brunswick Government should move some of the debt off the NB Power books.
- NB Power needs more load to spread fixed costs.
- Not seeing any load growth for the utility or for the industrial base.
- SMRs are not an issue technically or environmentally, but the cost is a big concern in the future.
- Industry is looking for more certainty around rates to support investment decisions.
- There should be a separate rate structure for data centres.

Clean Energy

- The highest priority needs to be renewable energy to the grid as quickly as possible.
- Very concerned about SMRs and other nuclear options—cost is a big part but also waste.
- Nuclear is not clean; do not include it in the clean-energy definition.
- Members split on large hydro purchases from Québec.
- Concerned about Biomass at Belledune—seen as lower efficiency in a big generator than for home heating.
- Need more education around Combustion Turbines and how adding emission-generating power can help reduce emissions.
- NB Power should analyze how it can retire emitting resources like Coleson Cove early.
- Looking to see more solar generation.
- Concerned about forest losses and land usage.
- Creating a regional grid with Prince Edward Island and Nova Scotia could be beneficial; an analysis of selling excess renewable energy out of the province would be helpful.
- A green-energy rate offered by NB Power would help to meet Net-Zero targets.
- In the absence of more renewables, renewable-energy credits are likely the next best option.
- We have a climate-change action plan focusing on resiliency, asset management (lowest life-cycle cost) and mitigation with a goal of carbon neutrality by 2050.
- Looking for ways to make processes more energy-efficient and reduce energy losses.
- Working to make the grid clean by 2035.
- NB Power should find ways to make solar more effective and economic for customers.
- Working to build wind generation, as it is the cheapest alternative.
- Working to minimize electricity purchases from NB Power and generate as much as possible independently.
- Municipal energy companies use the IRP as an input to their own net-zero road maps.
- Municipal utility has installed battery storage and successfully used it to shave its peak load; NB Power should be looking to do the same.
- Plan to have city buildings and transportation carbon-neutral by 2040.
- Regulations and policy are key to getting to net-zero.
- Striving to be Net Zero by 2030 (dependent on energy supplied by NB Power).
- There is interest in the biofuels market, especially renewable natural gas and its use in electricity generation.
- There needs to be a managed transition to Net-Zero.
- More planning is needed to manage the pace of decarbonization. Speed is important.

■ APPENDIX A – IN-PERSON CUSTOMER ENGAGEMENT

Customer Options

- NB Power is seen as a leader in energy efficiency and demand-response programs, but renters are underserved.
- There needs to be targeted low-income efficiency measures; these can provide a lifeline for low-income customers.
- SaveEnergyNB should expand deep retrofit programs for low-income households.
- NB Power needs to do more to reduce barriers to efficiency programs such as up-front costs for low-income customers.
- EV charging infrastructure needs to be placed in more areas where low-income and particularly renters are located.
- More education and awareness about time-of-use rates would be helpful.
- Larger rebates to install rooftop solar.
- NB Power should promote energy-management systems to help customers understand their usage.
- Concern around smart meters and requests for education around why they were installed, whether they cause fires, and whether they are accurate.
- Efficiency programs for industrial customers are good; this customer completed the lighting-switch efficiency program.
- Industrial processes generate waste heat; recovering that heat for other uses should be a focus for efficiency.
- Interest in joining the NB Power peak-reduction programs.
- Customers increasingly want to generate their own electricity.
- To increase/broaden participation in demand-response programs, there needs to be more incentives.

Energy Security and Reliability

- Reliability is the most important issue. NB Power should focus on service reliability; there's been a lot of recent outages.
- Focus on asset reliability, specifically Lepreau, to reduce variability in interruptible rates.
- Customers want clarity regarding the refurbishment of Mactaquac and costs.
- Repairing Mactaquac is key to meeting increased renewable goals,
- More planning is needed to manage the pace of decarbonization—speed is important.
- NB Power should quantify the cost of interruptions when looking at interruptible and demand-response program rates.
- Concerned about reliance on new and uncertain technologies for generations in the later years of the IRP.
- Generally, reliability is good, but a few issues have been coming up recently around power-quality events and lightning strikes.

Energy Storage

- Looking to support NB Power in their storage assumptions in the IRP.
- When NB Power issues its upcoming storage REOI it needs to be clear about what services it expects storage to perform, especially ancillary services and provide some location assumptions.
- The current rate structure does not support home storage.
- Demand charges for non-residential customers is a hindrance to storage due to the volume of overnight charging.
- Would like long-duration storage (8–12-hour duration) identified in the IRP.
- The 2023 IRP did not emphasize the other benefits of storage; it only talked about shifting benefits.
- NB Power needs to consider non-wire solutions.
- Storage is good, but there are concerns about pumped-storage hydro.

Communication and Education

- NB Power needs to communicate better with customers.
- Interested in having a better understanding of how the IRP is developed, and more frequent updates on the process than just every three years.
- NB Power needs to do more around energy literacy, especially to low-income households.
- Leverage trusted community organizations to deliver programs.
- Customers are looking for more options to manage usage, such as time-varying rates—education is key.
- Communicate as early as possible about transmission maintenance and provide frequent updates.
- Coordinated planning around transmission outages and upgrades is a key aspect of the relationship with NB Power.
- Currently looking at introducing time-of-use rates. NB Power should look for partners with municipal utilities to do test programs for different rate structures.
- IRP needs to show the carbon intensity of generating sources.
- We are interested in new projects that would increase the electricity needs of the site. NB Power needs to provide timely support and cost information.
- NB Power needs to make decisions earlier, so customers have time to plan for transmission outages and major infrastructure decisions.
- Better understanding of how transmission upgrades to the corridor will benefit and impact customers.
- Updates between IRPs on how assumptions are changing would be helpful.

■ APPENDIX A – IN-PERSON CUSTOMER ENGAGEMENTS

- Industrial customers are looking to understand how current and potential changes to the OBPS regulations could change electricity rates.
- NB Government and NB Power need innovative policies and rate offers to help industry grow and help develop new industries.
- More discussion around the risks associated with technology development, particularly around SMRs, Battery Storage, and MLAP.
- The EUB process needs more diversity.
- NGOs need support to participate in GRA hearings; hiring experts and a litigator is a significant barrier.

Other comments

- NB Power should have an economic mandate to support economic growth.
- Concern about how United States tariffs are going to affect the economy and power rates. Affordability in a time of uncertainty is a priority.

Survey Questions

WHAT WE HEARD SURVEY QUESTIONS (2025 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 as 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 to speed up the transition to a clean electricity grid.
- Q2g.** It is important to have a net zero energy supply.

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 participating in a "time-of-use" rate program to help manage my electricity use costs.
- Q3c.** I think it's NB Power's job to provide me with options to help me better manage my electricity needs.
- Q3d.** I have or am interested in participating in an energy efficiency program.

ENERGY SECURITY/RELIABILITY

Please rate likelihood to support using a scale of 1–5, where 1 is not at all likely and 5 is extremely likely.

You may answer that you don't know, or the statement isn't applicable to you.

- Q4a.** How likely are you to support NB Power investing in infrastructure to ensure reliability during extreme weather events or emergencies?
- Q4b.** How likely are you to support NB Power prioritizing energy security and reliability, even if it could lead to higher electricity rates?
- Q4c.** If renewables are not available, how likely are you to support using emitting sources (i.e., diesel/natural gas) to ensure system reliability?

PRIORITIES

- Q5.** 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. If you wish, you can also assign '0' for not at all important or '100' for most important topic.

- Debt repayment
- Clean energy
- Customer options
- Service reliability
- Lowest rates

FINAL COMMENTS

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

Lastly, we have a few demographic questions for classification purposes.

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–\$39,999
 - \$40,000–\$64,999
 - \$65,000–\$89,999
 - \$90,000–\$99,000
 - \$100,000–\$124,999
 - \$125,000 and over
 - Prefer not to answer
- D4.** Enter the first three digits of your postal code? (i.e. A1A)

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

2025 Data Tables

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

AFFORDABILITY

2025 RESULTS								TOP BOX ANALYSIS		
Statements (percentages)	1 Disagree	2	3	4	5 Agree	DK/ NA	MEAN	2019	2022	2025
Q1a I want NB Power to invest in providing more customer options (programs, products, and services) to better manage my electricity needs.	8.4	3.6	11.2	13.7	58.1	4.5	4.23	79	80	72*v
Q1b New Brunswick's transition to a clean energy future needs to minimize impacts on rates and the economy.	3.5	2.1	7.2	11.3	73.2	2.7	4.57	85	84	85
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.	14.3	6.1	15.8	13.2	43.5	7.1	3.87	58	56	57

Statistical Significance:

- Q1a** Results in 2025 are significantly lower than those in 2022* and 2019v.
- Q1b** Results between 2025, 2022, and 2019 are not significantly different.
- Q1c** Results in 2025 are not significantly different than those in 2019 and 2022.

CLEAN ENERGY

2025 RESULTS								TOP BOX ANALYSIS		
Statements (percentages)	1 Disagree	2	3	4	5 Agree	DK/ NA	MEAN	2019	2022	2025
Q2a I want NB Power to be a leader in energy efficiency.	7.6	4.7	18.1	17.3	47.4	4.7	4.06	85	80	65*v
Q2b I support using fossil fuels as we transition to a cleaner energy future to meet our climate change commitments.	7.3	5.7	19.4	18.8	38.9	9.8	4.06	59	53	58*
Q2c New Brunswickers have a responsibility to make changes to help address climate change.	14.4	6.9	17.2	17.9	40.8	2.8	3.72	84	78	59*v
Q2d I want NB Power to be a leader in clean energy.	12.8	6.5	22.1	15.5	37.8	5.3	3.75	82	73	53*v
Q2e It is important to me that electricity for New Brunswick is made in New Brunswick.	16.4	7.7	20.3	13.7	38.5	3.4	3.60	61	53	52v
Q2f I am personally willing to pay more to speed up the transition to a clean electricity grid.	58.1	12.4	14.0	6.8	5.9	2.8	1.99	30	26	13*v
Q2g It is important to have a net zero energy supply.	16.1	7.4	22.1	15.0	22.7	16.7	3.71			38

Statistical Significance:

- Q2a** Results in 2025 are significantly lower than those in 2019v and 2022*.
- Q2b** Results in 2025 are higher than those in 2022* but not significantly different from those in 2019.
- Q2c** Results in 2025 are significantly lower than those in 2019v and 2022*.
- Q2d** Results in 2025 are significantly lower than those in 2019v and 2022*.

- Q2e** Results in 2025 are significantly lower than those in 2019v but not significantly different from those in 2022*.
- Q2f** Results in 2025 are significantly lower than those in 2019v and 2022*.
- Q2g** New statement asked in 2025.

CUSTOMER OPTIONS

2025 RESULTS								TOP BOX ANALYSIS		
Statements (percentages)	1 Disagree	2	3	4	5 Agree	DK/ NA	MEAN	2019	2022	2025
Q3a I am willing to personally invest in equipment and technology to manage my electricity use and costs (e.g., insulation, programmable thermostats).	15.6	5.9	17.2	17.6	37.6	6.2	3.74	72	68	55v*
Q3b I am interested in participating in a "time-of-use" rate program to help manage my electricity use costs.	22.2	5.6	16.0	14.4	29.6	12.2	3.60	57	55	44v*
Q3c I think it's NB Power's job to provide me with options to help me better manage my electricity needs.	7.3	4.4	17.0	19.3	49.3	2.7	4.07	73	73	69*v
Q3d I have or am interested in participating in an energy efficiency program.	8.2	4.0	14.8	16.7	48.2	8.1	4.17			65

Statistical Significance:

- Q3a** Results in 2025 are significantly lower than those in 2019v and 2022*.
- Q3b** Results between 2025 are significantly lower than those in 2019v and 2022*.
- Q3c** Results in 2025 are significantly lower than those in 2019v and 2022*.
- Q3d** New statement asked in 2025.

ENERGY SECURITY/RELIABILITY

2025 RESULTS							
Familiarity (percentages)	1 Not at all likely	2	3	4	5 Extremely Likely	DK/NA	MEAN
Q5a How likely are you to support NB Power investing in infrastructure to ensure reliability during extreme weather events or emergencies?	7.7	6.4	22.5	28.2	28.6	6.6	3.83
Q5b How likely are you to support NB Power prioritizing energy security and reliability, even if it could lead to higher electricity rates?	38.8	15.7	21.3	12.6	7.1	4.6	2.47
Q5c If renewables are not available, how likely are you to support using emitting sources (i.e., diesel/natural gas) to ensure system reliability?	11.1	9.3	21.6	20.3	27.1	10.6	3.75

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.

Paid Media

SUMMARY

Paid media was utilized to advertise the online survey and to direct customers to visit OurEnergyFutureNB.ca. Users were directed to the website via paid media ads on Meta.

The following pages include copies of the paid media collateral, which was in market from March 17–May 15, 2025.

Win a Car Safety Kit

Text:

You can help chart the course to New Brunswick's energy future by telling us what matters to you.

Headline:

Have Your Say

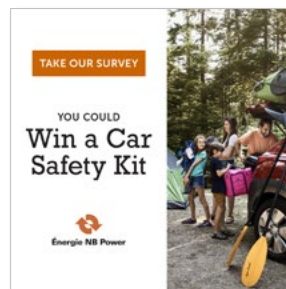
Gagner une trousse de sécurité de voiture

Text:

Vous pouvez guider les pas de l'avenir énergétique du Nouveau-Brunswick en nous disant ce qui vous tient à cœur.

Headline:

Donnez votre avis



APPENDIX E – PAID MEDIA

Energy Future

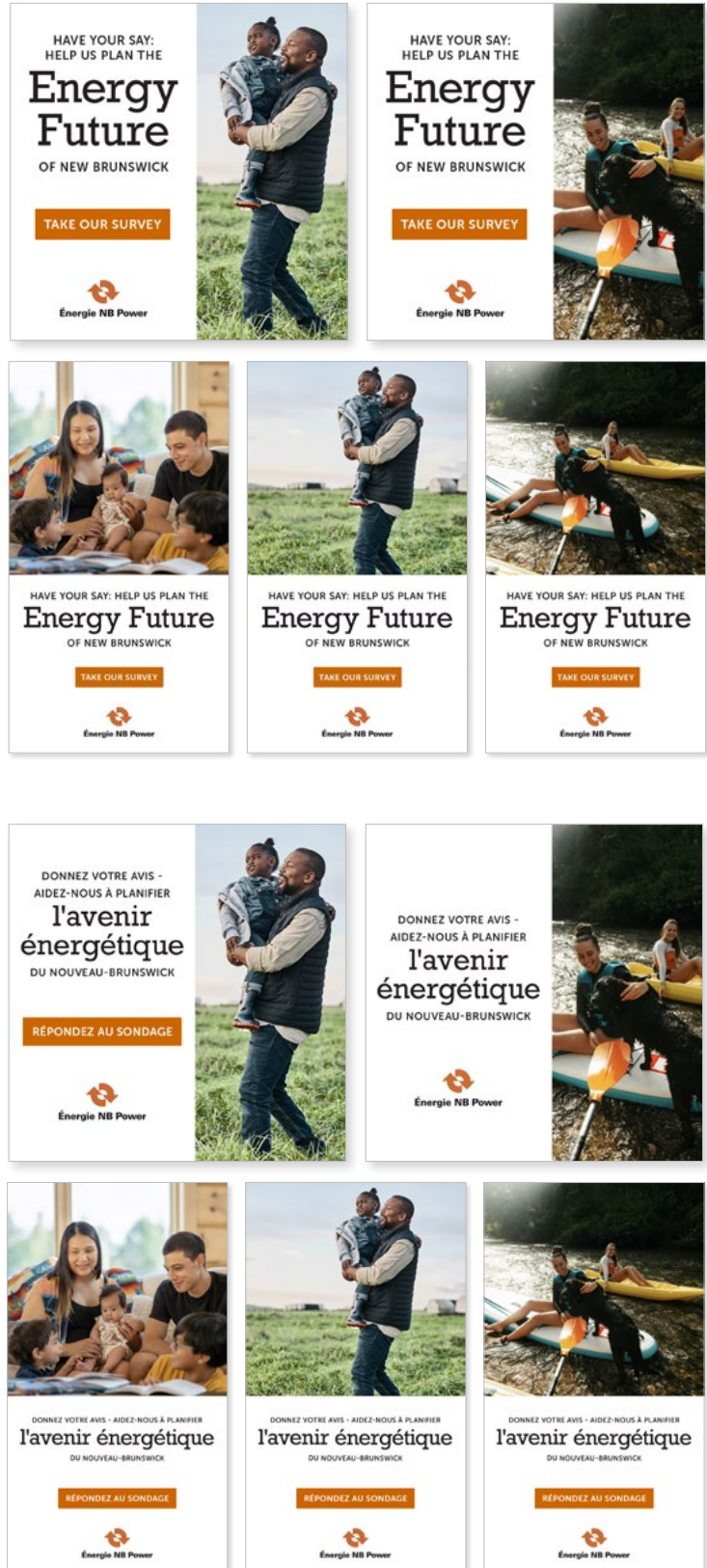
Text: Complete our survey today and share your opinion on New Brunswick's energy future.

Headline: Have Your Say

L'avenir énergétique

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

Headline: Donnez votre avis

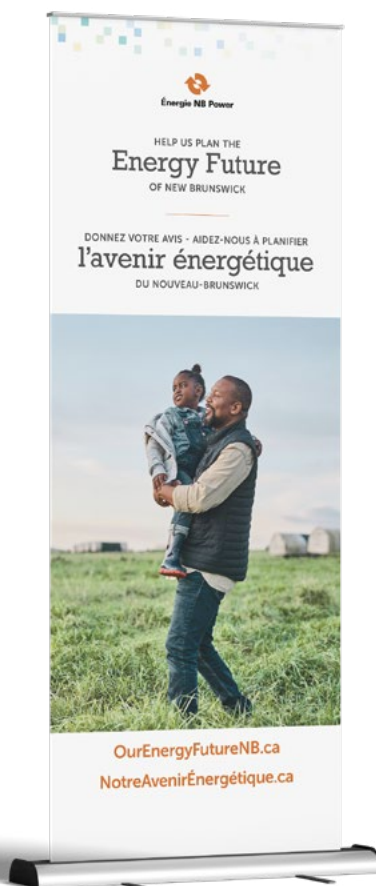


Promotional Materials at Home Shows

SUMMARY

NB Power hosted booths at home shows across the province. Promotional materials were used to start conversations with New Brunswickers and to direct them to the website to complete the survey. Home shows took place in Saint John, Moncton, Fredericton, Caraquet, Charlotte County, and Beresford.

Pop-up Banner



Postcard





Énergie NB Power

the power of possibility
débordant d'énergie