



A Customer Owned Utility
Serving Our Community Since 1894

275 Landry Avenue
North Attleborough, MA 02760-3501
Telephone: 508.643.6300
Fax: 508.699.5603
www.naelectric.com

March 1, 2009

Dear Friends,

As we begin, hopefully, the commencement of spring, here are some updates regarding departmental matters, actions and plans:

I. CUSTOMER SURVEY OF NORTH ATTLEBOROUGH BUSINESS

At their meeting of February 19, 2009, the Board of Electric Light Commissioners reviewed the results of a recent customer survey involving Commercial & Industrial customers. The survey of two hundred (200) commercial and industrial customers was performed by The Center for Research & Public Policy in November, 2008 with the final report of the survey results being presented to NAED in December, 2008.

The survey was the first time the department had conducted a survey specifically of its commercial and industrial customers. The results of the survey will be utilized in NAED's future efforts to better serve our residential and business customers.

CUSTOMER SATISFACTION: The survey results indicated a high level of **customer satisfaction** among the businesses that indicated that they had had contact (call, email or visit) with NAED - 35% of those surveyed. More than 97 % of the total businesses sampled were classified as "Satisfied", including 90% reporting that they were "Very Satisfied". Of the total number of customers that had contact with a Field Representative for NAED, there was a 100% "Satisfied" level.

RATES: The survey indicated varying perceptions involving electric rates with 60% classifying NAED's rates as either "about the same as other electrical providers" or "lower than other service providers" and only 13.5% believing that NAED's rates were "higher than other service providers". More than one-quarter of the respondents were "unsure" (26.5%). 73% of those who responded knew the electric rate (Rate 6, "Small Commercial" or Rate 7, "Large Commercial") which applied to their business. 7.5% gave the incorrect rate and 19.5% did not know or were unsure.

PERCEPTION OF NAED: 95% of the respondents to the survey classified themselves as either an "advocate", "loyal customer" or a "satisfied customer". The survey of businesses indicated that in a comparison all municipal departments in the Town of North Attleborough, NAED had the highest positive ratings with a rating of 96.3%.

Thomas Corrigan, Chairman of the Board of Electric Commissioners, stated that, "It is important that the Commissioners and department know what our customers are thinking about NAED, what concerns or interests customers may have and what NAED can do to improve our overall services and strengthen our relationships with the North Attleborough community." Mr. Corrigan noted that the department's efforts through the Commissioners and new administration have been oriented to improving customer services and the organization's perception in the North Attleborough community. Mr. Corrigan said that in his opinion the survey results indicate that "While there is work to be done, NAED is on the right path!"

II. SOLAR PROJECT

As you may have read, the department is in the initial stages of considering whether some type of "solar farm" or a series of solar panels can be located at the site of the former municipal landfill. There is a great deal of interest in the concept of creating local "green power".

Candidly, there is much work to be done and we are still very much at the assessment stage. As this newsletter is being written, we are waiting for a revised proposal from a vendor and then we envision that there will need to be a preliminary assessment made of the financial costs, economic viability of the project, required permitting process and a projected timetable.

III. RECENT DEPARTMENTAL EVENTS

- The department is now in the process of clearing brush in the area of our 69kV line which goes from the Sherman Sub Station on Landry Avenue to our Whiting Street Sub Station
- Our annual Tree/Brush cutting effort has commenced with a new vendor. Every year we trim in a specific geographic area of the Town to ensure the integrity of our distribution system. This year, as an interesting note, the department for the second year bid out the work (which had not been done previously) and the low bidder was \$93,000 below last year's price.
- We have upgraded our fleet in recent months by adding two new bucket trucks (replacing existing, older trucks) and a vehicle that will serve our underground efforts. We have also improved our ability to plan and respond to emergencies by purchasing infra red guns that allow our personnel to identify "hot spots" in our distribution system - and address those situations before problems arise. We are also in the process of instituting a preventive maintenance program for our departmental vehicles as a means of reducing future costs.
- Work continues using our NAED created "Field Assessment Tool" - more than 50% of NAED's distribution system has been surveyed. The value of the information gathered was recently illustrated when fourteen poles owned by NAED were identified as needing to be replaced. The "Field Assessment Tool" has also helped the department to identify transformers in the field that need to be upgraded and double poles. The use and effectiveness of the "Field Assessment Tool" is a result of an outstanding integrated effort among our technology, engineering and line division personnel.
- The department is now in the process of instituting a new financial management software system. Currently, the software systems used by our department personnel in the area of financial management and planning are, and have not been, integrated together. After much review and research the department chose the Cogsdale financial management system, because the Cogsdale system is oriented to electric utilities of sizes similar to NAED. The project will take approximately one year.
- We are changing our agent in matters relating to ISO-NE settlement costs from the Massachusetts Municipal Electric Wholesale Company (MMWEC) to Energy New England (ENE).
- In recent months the department has been required to address a myriad of new governmental and industry standards involving our system and system security resulting in new added costs, policies and obligations.
- We are now in the process of completing, for the first time, transformer specifications. We are also completing an assessment that will result in our entire distribution system being upgraded from 4kV to 13.8 kV - which will result in the capital effort necessary to end this almost forty year project.

Please continue to remember our fellow citizens who are defending our country throughout the world.

As always, should you have any questions at any time, please feel free to contact me at 508.643.6300.

Sincerely,

James C. Moynihan
General Manager