



**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**

**December 1, 2007**

## **Monthly Update of North Attleborough Electric Department's Activities**

Dear Friends,

Let me begin, on behalf of the Electric Light Commissioners (Chairman, Edward Vandette, Thomas Corrigan and Charles Mottinger) and members of the North Attleborough Electric Department, the very best during the holiday season. In this holiday season we ask that you keep in mind our servicemen who are serving our nation throughout the world.

### **I. CUSTOMER SURVEY**

At their meeting of November 15, 2007, the Board of Electric Light Commissioners reviewed the results of a recent customer survey. The survey of four hundred (400) residents was performed by The Center for Research & Public Policy on behalf of NAED in September, 2007.

Geoffrey Morton, NAED's Project Manager, who oversaw the survey effort, reviewed the results of the survey with the Commissioners and noted that because the firm, The Center for Research & Public Policy (The Center) had done survey work for NAED in the past, current responses could, in many cases, be compared to the results of prior years.

Mr. Morton noted, that the surveying agency, concluded, after reviewing the results that, **"North Attleborough Electric Department (NAED) customers provided strong overall positive ratings for "their electric company."** Mr. Morton also directed the Board's attention to The Center's conclusion that, **"Impressively, while the clear majority of all respondents, 94.8%, reported having either a "very positive" (64.8%) or "somewhat positive" (30.0%) impression of the North Attleborough Electric Department, only a small number, 2.8%, reported having either a "somewhat negative" (2.5%) or "very negative" (0.3%) impression of the utility."**

Mr. Morton also noted that the results indicated that NAED consumers were supportive of energy efficient offerings (such as lighting rebates and rebates on energy efficient appliances), recognized that the departments' electric rates were better or comparable to those in other communities and believed that the monthly newsletter updating NAED activities was informative.

James C. Moynihan, General Manager, noted, that the survey results presented evidence of consumer interest in "Green or Renewable Electricity" offerings and that more than two thirds of all respondents believed that, **"...all revenue generated by NAED should be used solely for use in electric department needs and/or projects, as well as keeping rates stable for customers...."**

Mr. Moynihan stated that while he was pleased with the positive responses, the survey results would encourage NAED to continue its efforts to improve, particularly, in areas such as customer communication, the distribution and infrastructure system, stabilization of consumer rates, evaluating "green power" opportunities and technology.

Mr. Moynihan said, "Our efforts during the past eighteen (18) months have resulted in many improvements in NAED's fiscal, planning capacity and customer services. The department has recently received a very positive "outside" assessment of its overall fiscal condition by Standard & Poors which granted the department an "A" rating." Mr. Moynihan stated, "While we have made great strides in recent months, the feedback we received from our customers through this survey provides the information and insight that we need to ensure that our organization is truly responsive to the citizens of North Attleborough."

Edward Vandette, Chairman of the Board of Electric Light Commissioners, noted the importance of the survey to NAED by stating, "The survey provides the Commissioners, and NAED administration, with consumer information that will help NAED in its policy initiatives and organizational activities."

"We are pleased that NAED's customers are generally pleased with NAEDs' efforts and results and pledge to continue our efforts to provide the citizens of this community with an outstanding and responsive municipal electric department." Mr. Vandette stated that the department anticipated having a survey done, in the near future, of the department's commercial and industrial customers.

## **II CALENDARS WILL BE AVAILABLE – WEEK OF DECEMBER 17, 2007**

Again, this year we will be offering our department's CY 2008 calendar, decorated with the art work of local 3<sup>rd</sup> and 4<sup>th</sup> grade students. The calendars are expected to be available by the week of December 17, 2007. If the calendars are available from the printer earlier than the above date the department will issue a press release announcing their availability.

The department annually sponsors the art contest as part of our local efforts during national "Public Power Month." The theme for this year's contest was "How to Save Electricity" and 13 pictures were selected from among 162 entries.

In October the commissioners sponsored a presentation for the students and their families which included a brief explanation by the children of their art work. The commissioners were joined by State Representative Elizabeth Poirier, Superintendent Richard Smith and Selectman Paul Belham

Special thanks to Janine Newman for her efforts in putting this very important community activity together.

## **II. BUDGET - CAPITAL PLANNING**

Our efforts are continuing regarding preparing the department FY 2008 operating budget and capital/work plan. I want to offer particular appreciation to Paula Tattrie, our Business Division Manager, and our department managers for their work in improving our internal planning process. NAED's fiscal year commences on January 1 of each year. I am anticipating that the Commissioners will consider voting on the recommendations by the end of December, 2006.

While I anticipate that our FY 2008 rates will continue to be lower than those of many of our neighbors I do anticipate that the department's power costs are expected to rise in the next year due to the increasing costs of fossil fuels (coal and oil). The budget will also be impacted by our new obligations relative to ISO-NE in the areas of the Forward Capacity Markets (FCM) and Net Commitment Period Compensation (NCPC) charges.

## **IV. LIGHTING AUDITS**

With energy costs so uncertain, I again want to remind our residents that NAED does perform energy audits for both residential and commercial customers. Our lighting audit effort is one of our most popular programs – to participate and or receive more information, please feel free to contact Janine Newman, NAED's Administrative Assistant, at 508-643-6310.

Sincerely,

James C. Moynihan  
General Manager