

OPALCO Switch it Up Survey

Key Findings Overview



PixelSpoke®

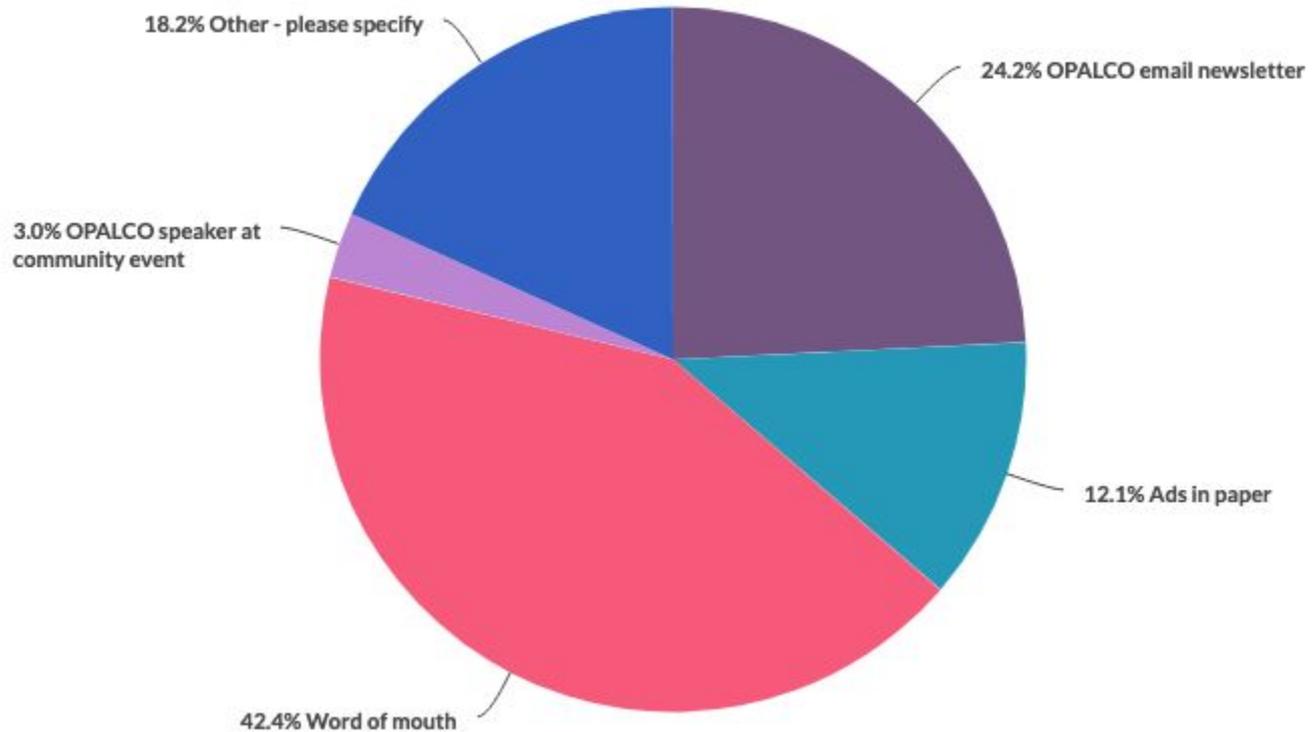
Survey Details

- Survey opened on January 21, 2020 and closed on February 17, 2020.
- The final sample size was 32 completed survey responses and 1 partial survey response.
- The invite was sent to 49 people; the survey response rate was **65%**.

Response Counts



How did you hear about the program?



How did you hear about the program?

Other - please specify

Dave Meiland

Mixture of Opalco emails, online billing site mentions and word of mouth.

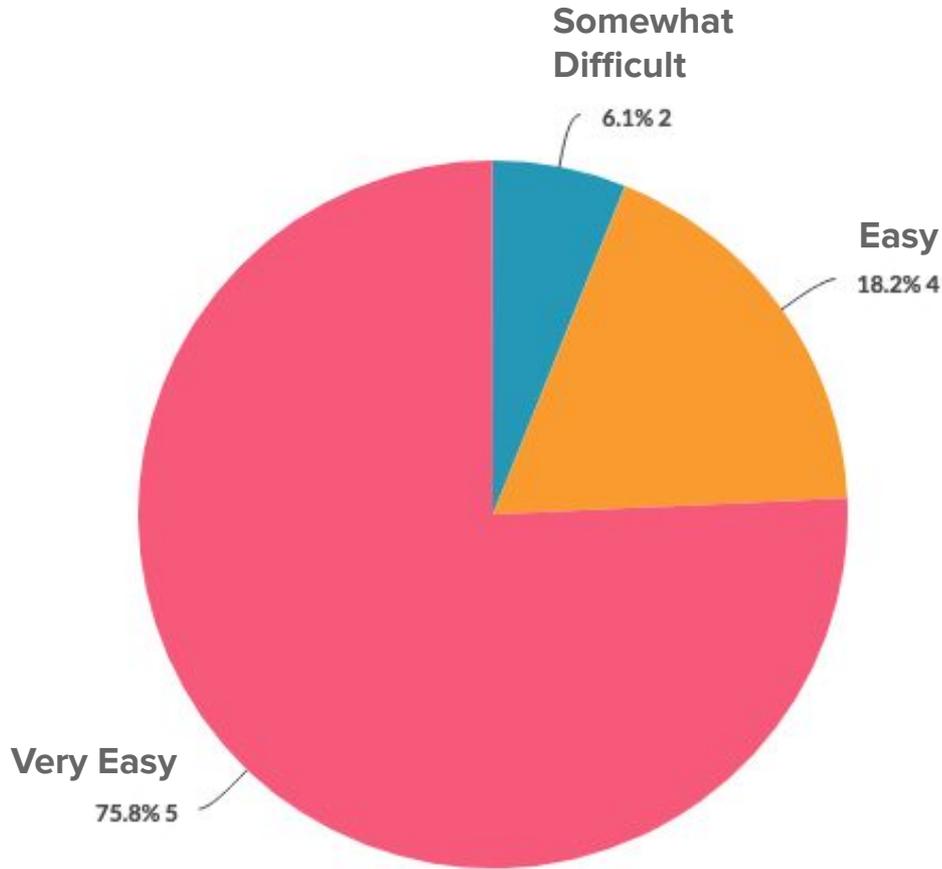
Word of mouth, OPALCO email newsletter, bill inserts, when I worked at the Conservation District

a friend who is an electrician on Orcas Island told us about it

heat pump installer

opalco website

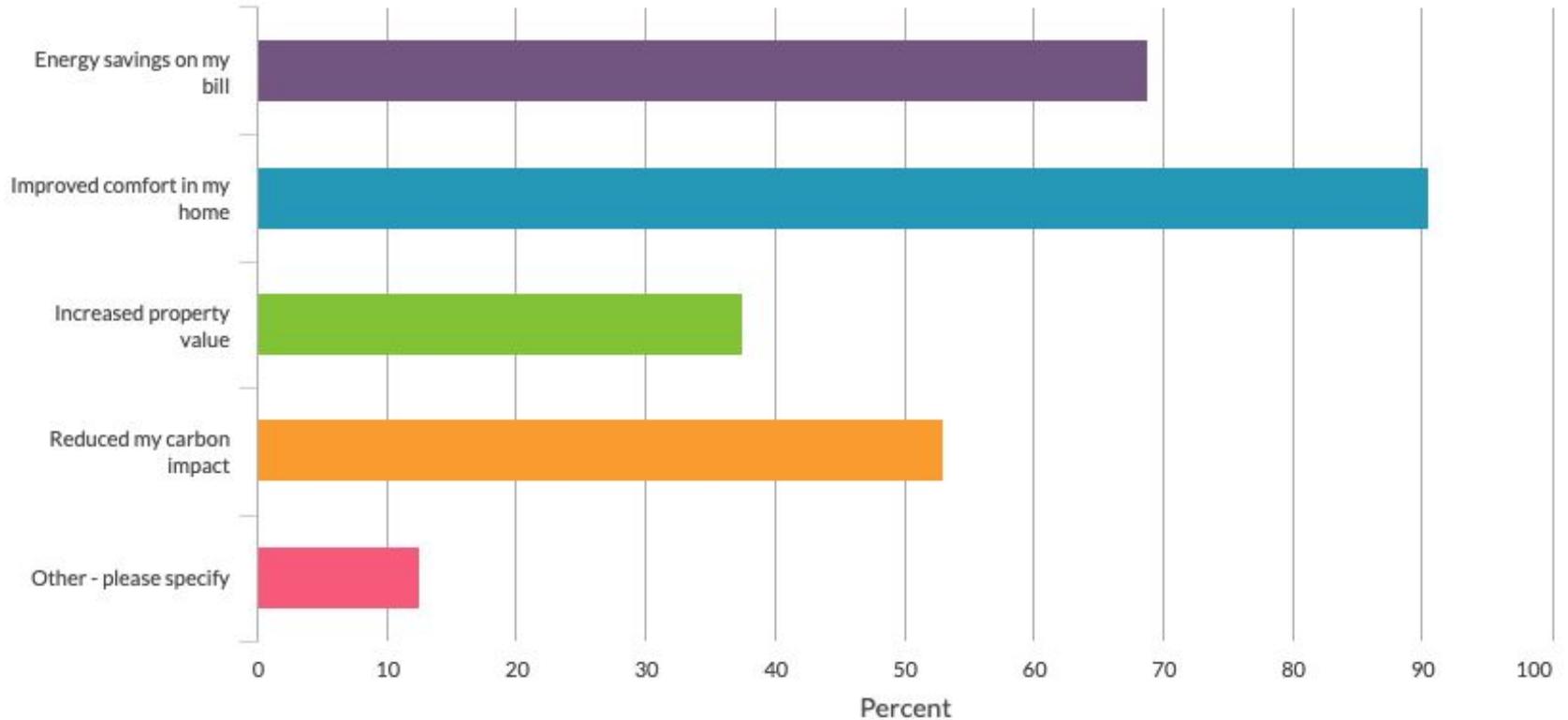
How easy was it to apply?



“ I didn't follow through and use it. The paperwork left a lot to be answered, so I didn't use it.

“ There are a number of hoops to jump through. Is there a way to do it all online?

How has your project made a positive difference?



How has your project made a positive difference?

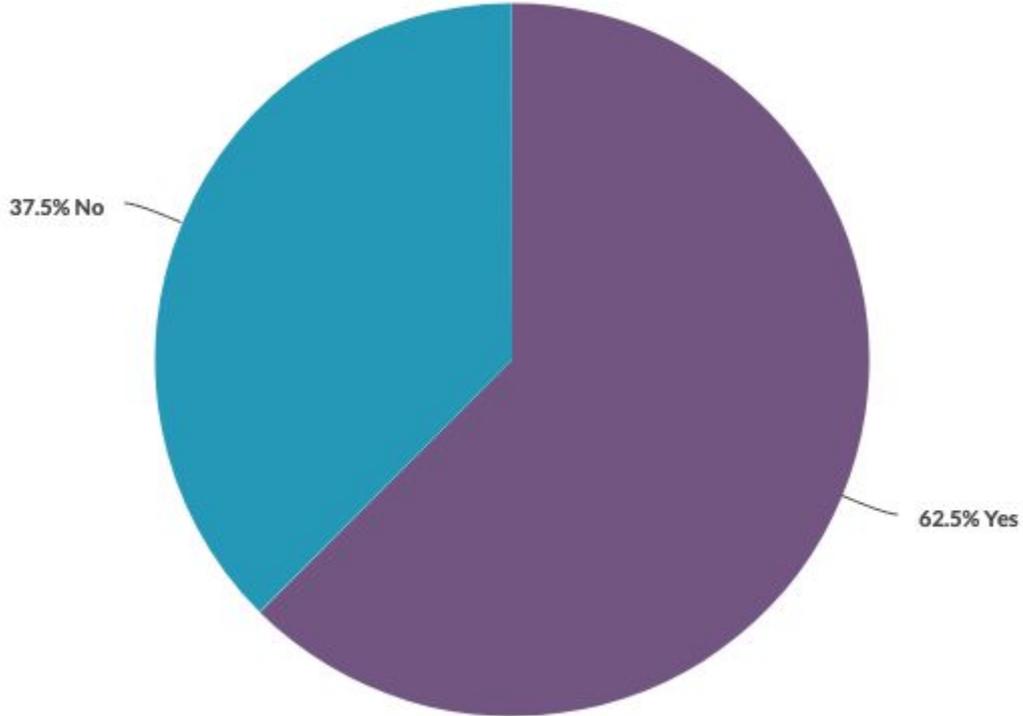
“ *I couldn't stand the propane stove in my bedroom nor the big truck coming to my home. Life is quieter now, thank you!* ”

“ *We wouldn't have been able to otherwise afford this mini split. We're so happy.* ”

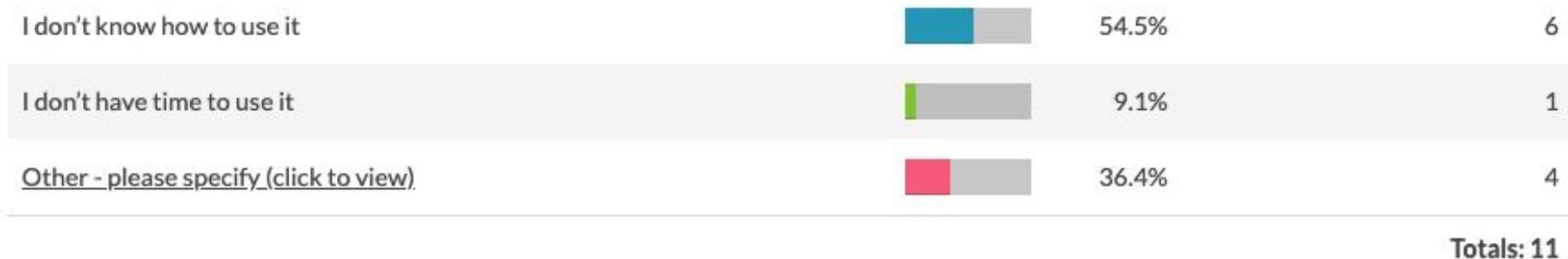
“ *I have not yet seen any energy savings from the installation* ”

“ *[The project] reduced wood burning.* ”

Did you track your energy use on SmartHub?



What are the barriers to tracking energy use on SmartHub?



Other - please specify

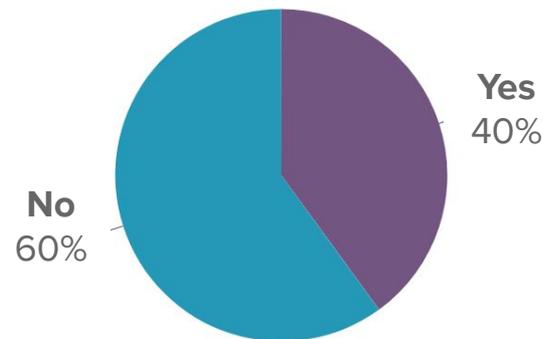
I have not tried it, but I do compare bills to previous years

I just track the \$\$ of my bills

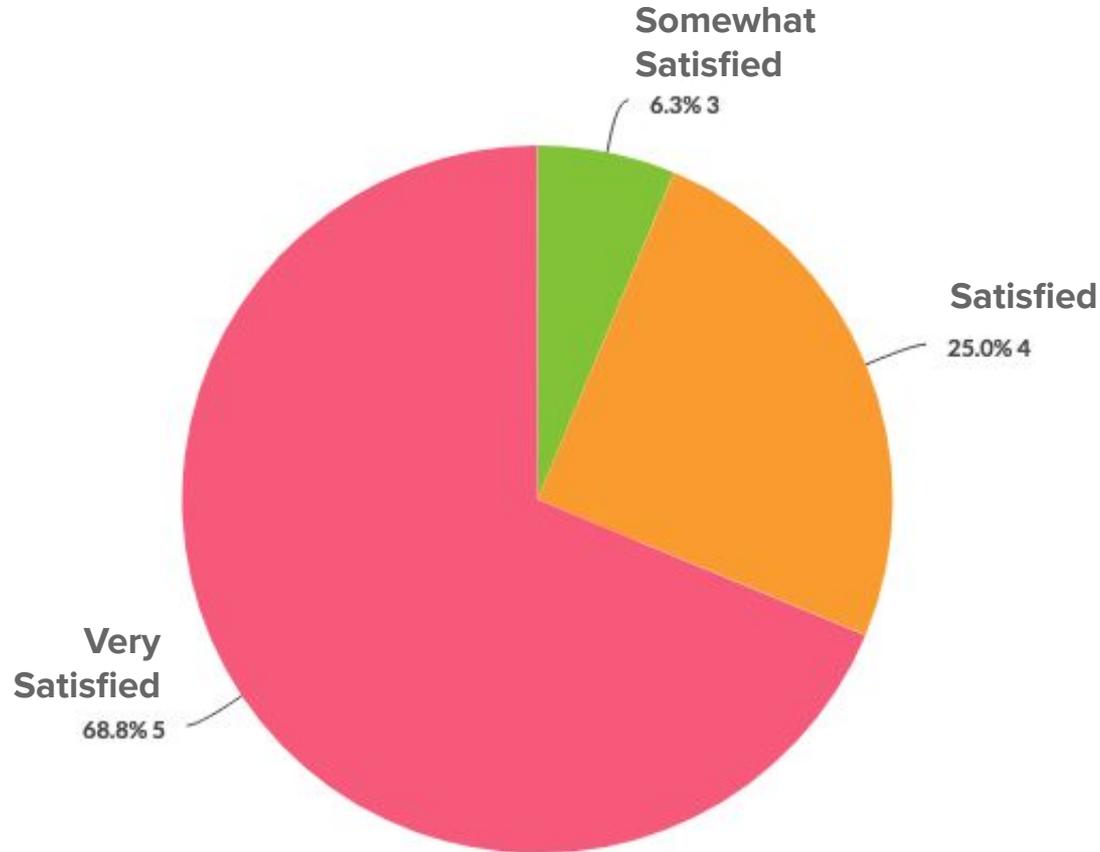
I minimize energy usage as much as possible as well as time in front of the computer so don't check online.

I usually get locked out of the site every time I attempt it

Would you like our help in learning more about SmartHub?



How satisfied are you with your Switch it Up Project?



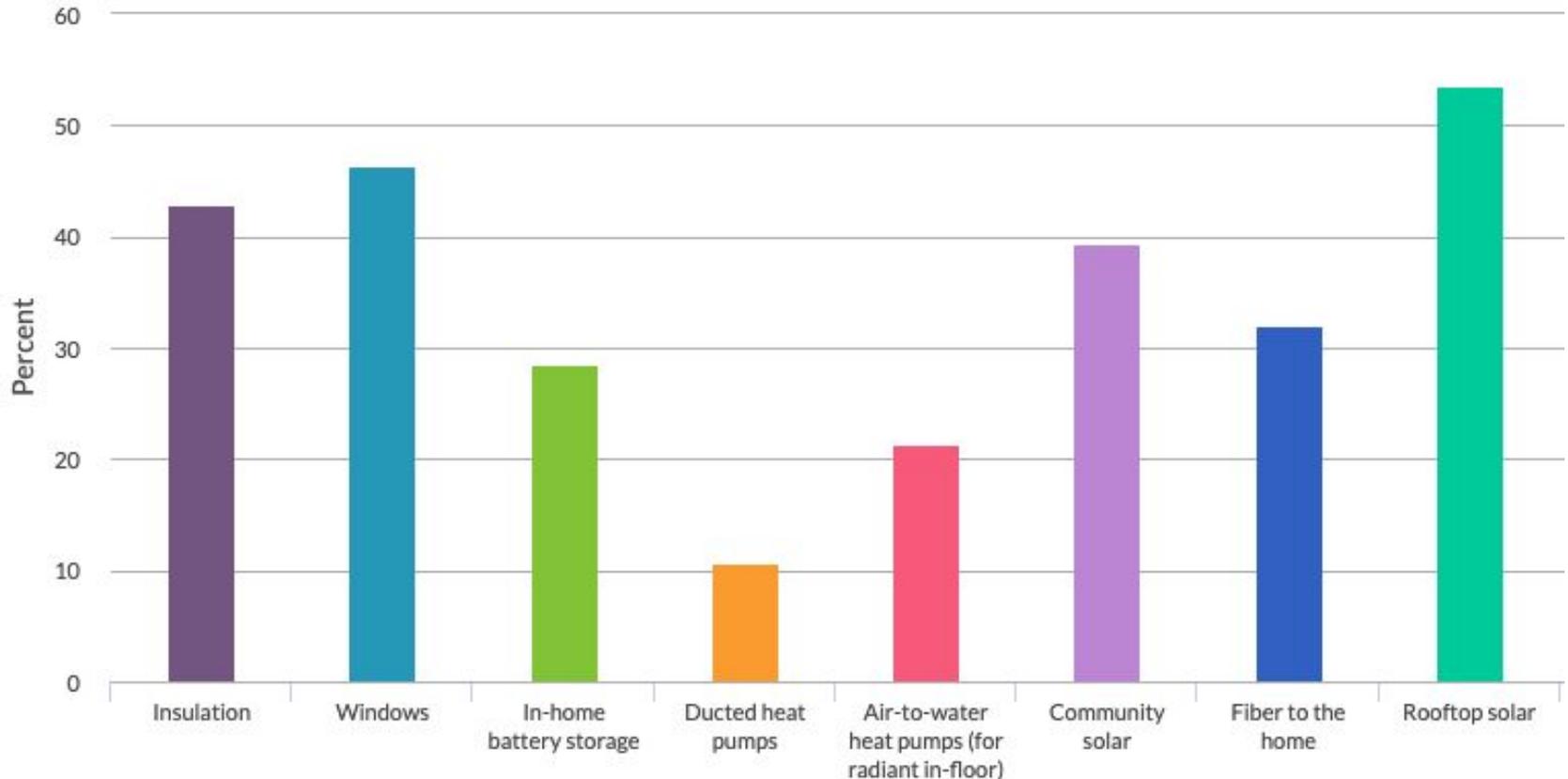
What about the project are you not satisfied with?

“One downside - dhp didn't work well during recent low temps. We knew the specs but were disappointed. Must now install woodstove for cold temp days.”

“About the HP wall heater: The remote control unit should have an internal light. And the HW tank, on the best energy savings setting, runs out of hot water too fast.”

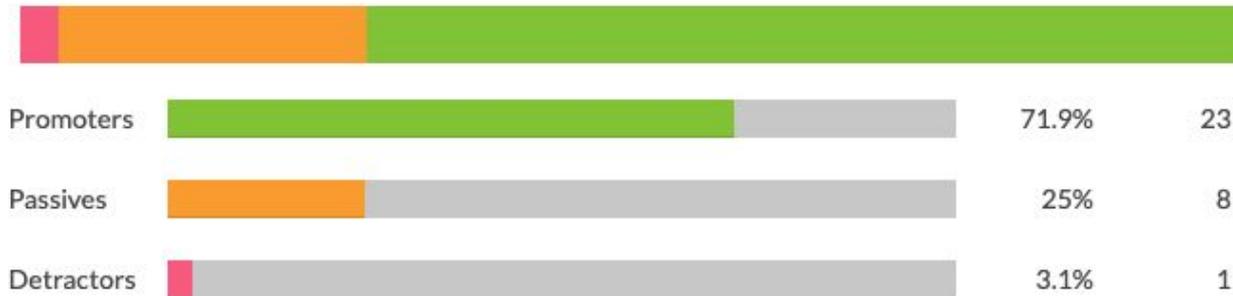
“The project went well and was an easy process. I have not, however, been able to see any reduction in kwh usage as a result.”

What other measures would you be interested in for on bill financing?



How likely are you to recommend our Switch it Up Program?

NPS Score: **68.8**



NPS is based on a simple calculation:

% of promoters – % of detractors

Clients who are merely satisfied (passives) are ignored completely, making this a very difficult metric to score high on. The World Class NPS Benchmark is 70.

Delight Points

“ Super easy to apply and now I'm so cozy in my home!

“ Reducing our carbon footprint, getting reasonable financing and saving money on our monthly bill. It was a pleasure to work with OPALCO and San Juan Heating to make this happen.

“ My electric bills are so much lower. I used to keep my house at 62 all day long, it was cold and drafty and I paid \$200 more during cold months. Now I have it at 70 during daytime hours, and am saving \$200 a month with a warm toasty house, which is also much better for our environment.

“ Comfort and quality of life - nice to not have to cut, stack and move firewood - or go outside to warm up house.

“ Lindsey was easy to work with. The application process was easy. My installer, Dan Brown, responded quickly and was very professional.

“ It was easy, fast, good service, good quality, and felt great to be supported by a local program.

“ Made the cost much easier to budget for.

Thank you!