



New Brunswick Power

Smart Meters What Was Said Report

July 2019



Énergie NB Power

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EXECUTIVE SUMMARY

An efficient and modern power grid is foundational to New Brunswick's energy future and the delivery of safe, reliable, clean, and cost-effective electricity. This report summarizes NB Power's efforts to gather input from New Brunswickers on NB Power's proposed smart meter deployment. It summarizes outreach efforts and provides an analysis of the resulting feedback from customers. These insights will inform further engagement and communications activities.

NB Power has developed a four-phased communications and engagement plan to support the proposed smart meter deployment. This report focuses on Phase 1 engagement efforts to communicate and build awareness of the benefits of smart meters, as well as identify key themes for NB Power to address in the remaining phases of their engagement plan.

Broad public engagement was achieved online and in-person, informed by research, and delivered across diverse channels and geographic locations. Multiple tactics and activities were deployed to support engagement with targeted internal and external audiences. Both qualitative and quantitative research methods provided rich data and insights specific to awareness, understanding, and the associated benefits of smart meters.

Insights and findings contained in this report represent the activities of the engagement plan and span primarily between early 2019 to July 8, 2019. New Brunswickers were invited to participate in person and online through traditional and digital advertising, owned social media channels, emails, brochures, posters, and post cards disseminated at meetings and events. An online awareness quiz and engagement survey were used to inform and educate New Brunswickers about smart meters. All tactics encouraged New Brunswickers to visit the website to learn more about smart meters and to participate in the engagement survey.

Overall, New Brunswickers expressed interest, engaged, or provided feedback to NB Power over 158,451 times through both online and in-person touchpoints. This includes New Brunswickers from all communities and regions of the province, as well as diverse populations, with focused efforts to ensure the inclusion of low-income households, senior citizen groups, and First Nation communities.



Below is a summary of overall participation in Phase 1 engagement activities as of July 8:

- 17,901 engagement survey responses, including 15,812 English and 2,089 French
- 29,000+ Smart Meter Engagement Survey website visitors, including 26,018 unique visitors
- 2,300+ paid digital ad clicks, with more than 1,500,000 impressions
- 11 newspaper advertisements with a reach of 112,722
- 60,000+ home show and trade show visitors
- 100+ participants in 13 meetings
- 900+ people engaged at 10 conferences
- 6 Wolastogey (Maliseet) communities engaged through one consultation body, 3 pow wows, reaching approximately 130 people
- 218,152 bill inserts distributed
- 775 responses to the online awareness quiz in early March

KEY FINDINGS

More than two thirds, or 67%, of engagement survey participants confirmed they had heard the term “smart meter” recently, suggesting there is a relatively high level of smart meter awareness among New Brunswickers. Respondents who identified as Seniors were the most aware (74%) while those who identified as Low Income were the least aware (61%).

Participants were asked about the importance of six smart meter benefits. *Having power restoration efforts begin quicker* was cited as the most important benefit, followed closely by *Receiving alerts when your energy use goes up*. The third most important benefit was *Access to detailed energy information*. Senior and Low Income participants’ responses followed the same ranking.

A number of key themes emerged when New Brunswickers were asked to share any concerns they might have about smart meters. More than 60% of survey participants did not comment. Of the 40% who answered the question, 19% wanted more information on smart meters and 6% expressed support for the smart meter deployment. The concerns expressed related to:

- Cost and financial considerations
- Cybersecurity
- Reliability of the smart meters (including accuracy of reporting, data sharing, and service)
- Glitches with the new technology (interruptions in service, malfunctions, technical difficulties)

Other comments included health concerns related to radio frequency, environmental considerations (i.e. wanting solar power instead of smart meters), as well as comments focused on safety, customer service, and potential impacts on jobs. A small number felt smart meters weren’t really needed and said they did not want a smart meter, nor would they plan to use a smart meter.



These themes are consistent with the conversations that NB Power employees had with thousands of New Brunswickers at home shows and events throughout the province. Some New Brunswickers were looking for more information about smart meters (i.e., what are they? How much do they cost? Do I already have a smart meter?), some were questioning potential rate impacts, and a couple of home show visitors inquired about potential health impacts.

In summary, learnings from the Phase 1 public engagement process will help NB Power continue to build awareness of the benefits of smart meters and the need to modernize the grid. This information will inform the next phases of planned public and stakeholder engagement to build further understanding and awareness on the benefits of smart meters.



BACKGROUND

NB Power developed its current four-phased smart meter communications and engagement plan in 2018. The phases are:

- PHASE 1:** Prior to EUB approval: Communicate to demonstrate need and benefits
- PHASE 2:** Pre-deployment: Inform to build awareness
- PHASE 3:** Deployment: Promote understanding to gain acceptance
- PHASE 4:** Post installation: Engage to encourage participation

In spring 2019, NB Power engaged NATIONAL Public Relations (NATIONAL) to review the plan, support the implementation of the plan, compile, and analyze the data, and produce this What Was Said Report. This report focuses on **PHASE 1** of the plan, as of July 12.

PURPOSE

The purpose of **PHASE 1** of NB Power's engagement plan is to:

- Build awareness
- Demonstrate the needs and benefits of smart meter deployment
- Determine customers' level of knowledge and understanding of smart meters
- Understand and validate the benefits to customers
- Understand any concerns New Brunswickers may have to support ongoing engagement needs

NB Power plans to use the learnings from the public engagement process to guide implementation of the remaining phases of the plan.

ENGAGEMENT GOALS

The engagement goals are to:

- Design and implement an engagement process New Brunswickers will find easily accessible, open, and transparent
- Make complex, technical information about smart meters digestible and accessible to New Brunswickers
- Gather specific feedback and engagement tracking metrics, which will help NB Power determine how best to continue to build knowledge and understanding amongst New Brunswickers, specific to smart meters, and modernization of the grid



METHODOLOGY

This report discusses engagement activities beginning in January 2019 and provides results on broad online engagement activities from March 2019–July 8, 2019, when data was pulled for this report.

Both qualitative and quantitative research methods were used to provide data and insights specific to awareness and understanding of the benefits of smart meters. The public engagement research, including the overall survey design and data analysis support, was provided by Elizabeth MacRae, Manager of Research & Insight at NATIONAL. Elizabeth has spent the last 15 years working in market research and insights, with a focus on quantitative research design and execution, strategic research analytics, and qualitative research execution.

New Brunswickers were invited to participate in this process in-person and online through traditional and digital advertising, owned social media channels, emails, brochures, posters, and post cards disseminated at meetings and events throughout the engagement period. An online awareness quiz and online engagement survey were used to inform and engage New Brunswickers about smart meters.

Given the unique rights and interests of First Nations in New Brunswick, First Nations consultation was carried out by NB Power according to the protocols established by the First Nations communities.



ENGAGEMENT PROCESS AT A GLANCE

INVITE

Internal Engagement
(employee education
and training)

NB Power Owned Channels
(website, social media,
email)

Paid Media
(on-line and print)

Information Resources
(bill inserts to all
customers, posters,
post cards, and call
centre agents)

In the Community
(post cards and posters
at events, home shows,
Smart Meter Awareness
Quiz, and meetings)

Partners and Stakeholders
(meetings and emails)



INFORM & ENGAGE

ONLINE

Smart Grid Landing Page
Smart Grid Engagement Survey

IN PERSON

Home Shows
Events
Indigenous Relations
Stakeholder Meetings

REPORT

Analysis and Findings



ENGAGEMENT OVERVIEW

To encourage broad engagement with New Brunswickers, a hybrid approach of online and in-person engagement was informed by research and delivered across diverse channels and geographic locations throughout the province. Multiple tactics and activities were used to encourage engagement with targeted internal and external audiences including research, online and in-person engagement.

INVITE

A clear and compelling narrative was developed to ensure consistency of message regardless of where New Brunswickers were engaged. The call-to-action was an invitation to visit the website or contact NB Power for more information about the proposed plan to introduce smart meters.



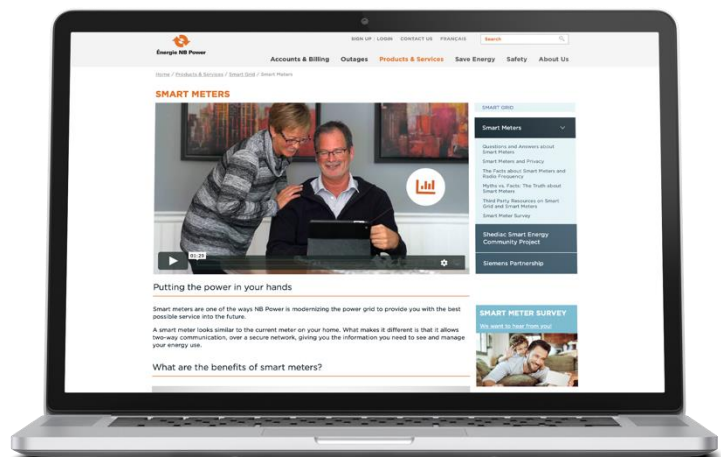
This invitation was issued across all channels, including employee education and training, NB Power owned channels like the website, social media, emails; paid digital and print media ads; and information resources and collateral—bill inserts, posters, postcards, presentations, and infographics. Conversations with stakeholders helped to encourage broad participation in this engagement process.

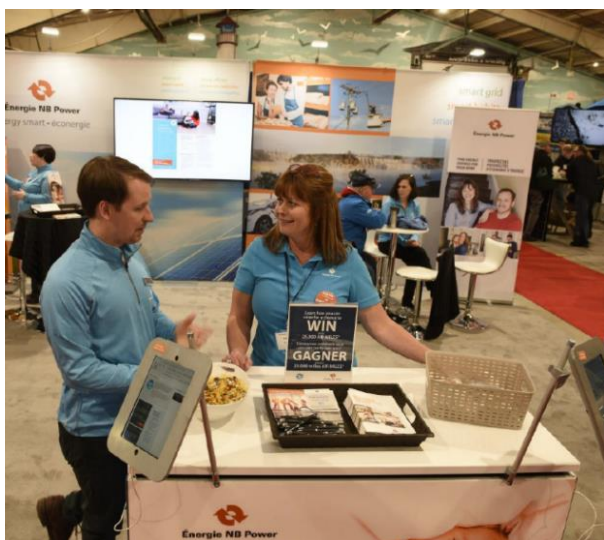
INFORM AND ENGAGE

NB Power's engagement process was specifically designed to ensure New Brunswickers found it easily accessible, open, and transparent. Complex and technical information was made easy to digest and understand, while providing the information necessary to address doubts or myths about smart meters. New Brunswickers had an opportunity to share their concerns, which will inform the next planned phases of engagement.

ONLINE

Online engagement focused on the development of a smart meter landing page to create a single source of information. All advertising in radio and print media, as well as online digital advertising, encouraged people to visit the landing page for more information. Once on the landing page, visitors to the site had an opportunity to participate in the engagement survey, learn more about smart meters, or contact NB Power for more information. Interactive and engaging elements like the educational video includes a customer testimonial about their experience with smart meters.





IN PERSON

An important element of the engagement approach was meeting people where they are—at home shows and community-based events. Engaging with New Brunswickers at high traffic events provided an opportunity to share information and answer questions in a welcoming and conversational setting. Participating in events hosted by special interest groups also allowed NB Power to share information and receive feedback from targeted stakeholder groups like agriculture, real estate, municipal administrators, sustainability, economic development, and affordable housing.

FIRST NATIONS

NB Power respects the significance, distinct interests, and culture of New Brunswick's First Nation communities and is working hard to build and strengthen positive relations. To foster positive relationships with First Nations communities, NB Power has established regular dialogue with consultative representatives so that meaningful engagement and consultation occurs. NB Power shared smart meter information and invited further conversation with consultative representatives to encourage and foster two-way communication. NB Power also provided information booths at a First Nations economic development event, as well as community events (i.e., pow wows) to facilitate information exchange at the individual/community member level. NB Power will continue these efforts as opportunities arise.

STAKEHOLDER MEETINGS

NB Power met with representatives from key stakeholder groups, including smart energy communities and municipalities, chambers of commerce, municipal government representatives, community liaison members, homebuilders, community clubs, and academia. These in-person meetings provided meaningful exchanges and opportunities for stakeholders to ask questions about smart meters. These meetings were often followed by letters to share additional information and invite stakeholders to visit the website for more information.

INTERNAL

Employees are an important audience for NB Power. A key component of internal engagement was ensuring employees had the information necessary to share with family, friends, and customers. Employees were equipped to engage in conversations about smart meters through presentations, information postcards, and employee emails.

ENGAGEMENT RESULTS

Between early 2019 and July 8, 2019, New Brunswickers expressed interest, engaged with, or provided feedback to, NB Power over 158,451 times. Following measurement standards, we measured interest by the actions of clicking on an ad, opening an email and/or visiting the Smart Meter Survey landing page, which in total occurred 78,308 times. Approximately 61,597 people engaged with NB Power in-person via Home Shows, Conferences, Stakeholder and First Nation meetings, and 18,676 New Brunswickers provided feedback and learning via an online quiz and the Smart Meter Survey. Awareness for both in-person and online engagement opportunities was done via traditional and online advertising, bill inserts, posters, emails distributed via NB Power, as well as information distributed to organizations that support youth, seniors, and low income households throughout the province.

Below are the key themes and results across all tactics followed by a more in-depth review of findings for online activities and in-person participation.

KEY THEMES

Despite differences in demographics, New Brunswickers, by and large, care about the same things, with five main themes emerging across the variety of engagement activities.

ONE: Most New Brunswickers have a neutral to positive view of the proposed smart meter deployment, and many are eager for more information. For some residents, the survey was their first exposure to smart meters, prompting them to take advantage of the opportunity to raise questions and ask for more information that would help them make an informed decision in the future.

TWO: Cost was a source of concern, and means different things to different people. For some, cost referred to time of day rate changes, the ability to understand energy use, and lower rates. For others, it raised questions about their energy cost and whether costs will increase with smart meter deployment.

THREE: Across all input data, questions about technology arose consistently—mostly in the context of cybersecurity and privacy of personal information, and how NB Power will be using their data.

FOUR: New Brunswickers care deeply about the environment. Many respondents had questions on renewable energy sources, solar energy, and expressed the desire to become a greener province.

FIVE: Some residents worry about the health effects of radio frequency transmissions.



TACTICS

Below is a high-level summary of results by tactic deployed for the engagement plan.



SURVEYS

17,901 SURVEY RESPONSES

15,812 English
2,089 French

775 QUIZ RESPONSES

639 English
136 French



ONLINE – SMART METER SURVEY LANDING PAGE

29,447 site visits
26,018 unique visitors



DIGITAL ADVERTISING

CLICKS 2,391

Impressions: 1,511,618
Click through rate: 0.16%
Survey starts via ads: 534



TRADITIONAL ADVERTISING

11 newspaper ads
112,722 distribution



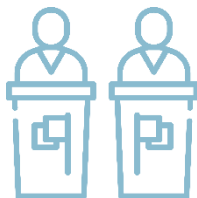
HOME SHOWS

8 home shows
2 trade shows
60,437 people engaged



STAKEHOLDER MEETINGS

13 meetings
105+ participants



CONFERENCE PARTICIPATION

10 conferences
925 people engaged



FIRST NATION ENGAGEMENT

Meeting with 1 consultation organization representing 6 Wolastogey (Maliseet) communities.
Attended 3 pow wows reaching **approximately 130 people**



INFORMATION RESOURCES

218,152 bill inserts
500 post cards
70 posters
890 smart meter page visits
74,524 emails to customers
49,865 opened emails
34 customer care queries



SMART METER ENGAGEMENT SURVEY

A key method of gathering public feedback was an online engagement survey, in which 17,901 residents participated. The online survey was a collaboration between NB Power and NATIONAL. Invitations to participate in the survey directed respondents to the NB Power website, which also displayed educational information on smart meters.

The survey was designed to assess awareness, identify which benefits of a smart meter would appeal to customers, and understand any confusion about smart meters. The information and insights will inform future engagement efforts. The list of all survey questions can be found in Appendix A.

INVITE

To achieve province-wide participation, a significant effort was undertaken to develop and deploy a compelling call-to-action applied consistently to all communications. New Brunswickers were afforded the opportunity to provide their feedback in a confidential and anonymous space. Personal information was not collected throughout the survey. All results are reported in an aggregate manner and NB Power did not have access to the survey data contained in this report.

When respondents completed the survey, they were invited to participate in an optional contest. Consistent with best practices, this incentive was offered to engage as many New Brunswickers as possible. In exchange for completing this survey, participants were offered the chance to win one of 28 prizes, which ranged from one of 25 \$100 Visa Gift Cards to an Apple iPad or an Apple iPhone. These prizes are consistent with utilizing an incentive to appeal to a wide range of New Brunswickers.

Participation in the incentive draw was not mandatory and 89% of survey respondents participated. NB Power established the rules, administered the contest, and awarded the prizes. The contest rules were published on the Smart Meter Survey landing page and also made available when users provided their information for the draw. Information from contest participants was not linked to their responses.

Below is a summary of tactics utilized to invite New Brunswickers to participate in the engagement survey.

SMART METER PAGE ON NB POWER WEBSITE:

The analytics provide a summary of visitors to the website and engagement with various sections of the smart meters landing page between June 17 and July 8, 2019, as follows:

- Page visits: 890
- Time on site: 1:40 minutes
- Video views: 314
- Smart Meter Information pages (Q&A, etc.): 1,971
- Time reading smart meter information: 2:02 minutes

NB POWER'S SMART METER ENGAGEMENT SURVEY PAGE

The Smart Meter Engagement Survey landing page had the highest-level engagement of all sections of the website, summarized as follows:

- Page visits: 29,447, Unique visitors: 26, 018
- Start button clicks: 18,205
- Incentive form completion: 15,866
- New Brunswickers opting to receive more information: 8,964

ADVERTISING IN NEWSPAPER

- 11 newspapers utilized
- 112,722 distribution reach

Advertising in Newspaper	
Publication	Circulation
Community (EN)	
Grand Falls Victory Star	1,931
Miramichi Leader	3,421
Woodstock Bugle Observer	2,386
Sussex Kings County Record	3,270
Campbellton Tribune	2,500
Bathurst Northern Light	2,700
Community (FR)	
Etoile Sud-Est	22,358
Etoile Peninsula	20,088
Etoile Kent	15,472
Etoile Chaleur	16,455
Etoile Restigouche	20,141

INFORMATION RESOURCES

A variety of information resources were distributed throughout New Brunswick, to inform and engage residents in smart meter engagement process. The volume of the various tactics includes:

- Bill inserts: 218,152
- Emails to NB Power customers: 74,524
- Community organizations: 500 postcards, 50 posters
- NB Seniors Federation: 20 posters
- Customer care: 28 emails, 6 calls

SOCIAL MEDIA

Social media includes the analytics and advertising posts to help drive traffic to NB Powers smart grid page, smart meter page, and the Smart Meter Engagement Survey. The analytics for these tactics are:

- Instagram impressions: 17,422
- Twitter impressions: 129,339
- Twitter views: 22,452
- LinkedIn impressions: 5,451
- LinkedIn video views: 730

PAID DIGITAL MEDIA

Paid digital media includes Google analytics and digital advertising to help drive traffic to the Smart Meter Survey, as follows:

- Clicks: 2,391
- Impressions: 1,511,618
- Click through rate: 0.16%
- Survey starts via ads: 534



ANALYTICS

The Smart Meter Survey was live from June 17 to July 12, 2019. For the purpose of timing of this report, survey data collected between June 17 to July 8, 2019 was analyzed.

Over the course of survey fielding, the Smart Meter Engagement Survey website saw 29,447 site visits, from 26,018 unique visitors.

18,205 New Brunswickers clicked the 'start' button on the survey and 17,901 completed the survey. On average, English residents took 5:20 minutes and French residents took 6:23 minutes to complete the survey.

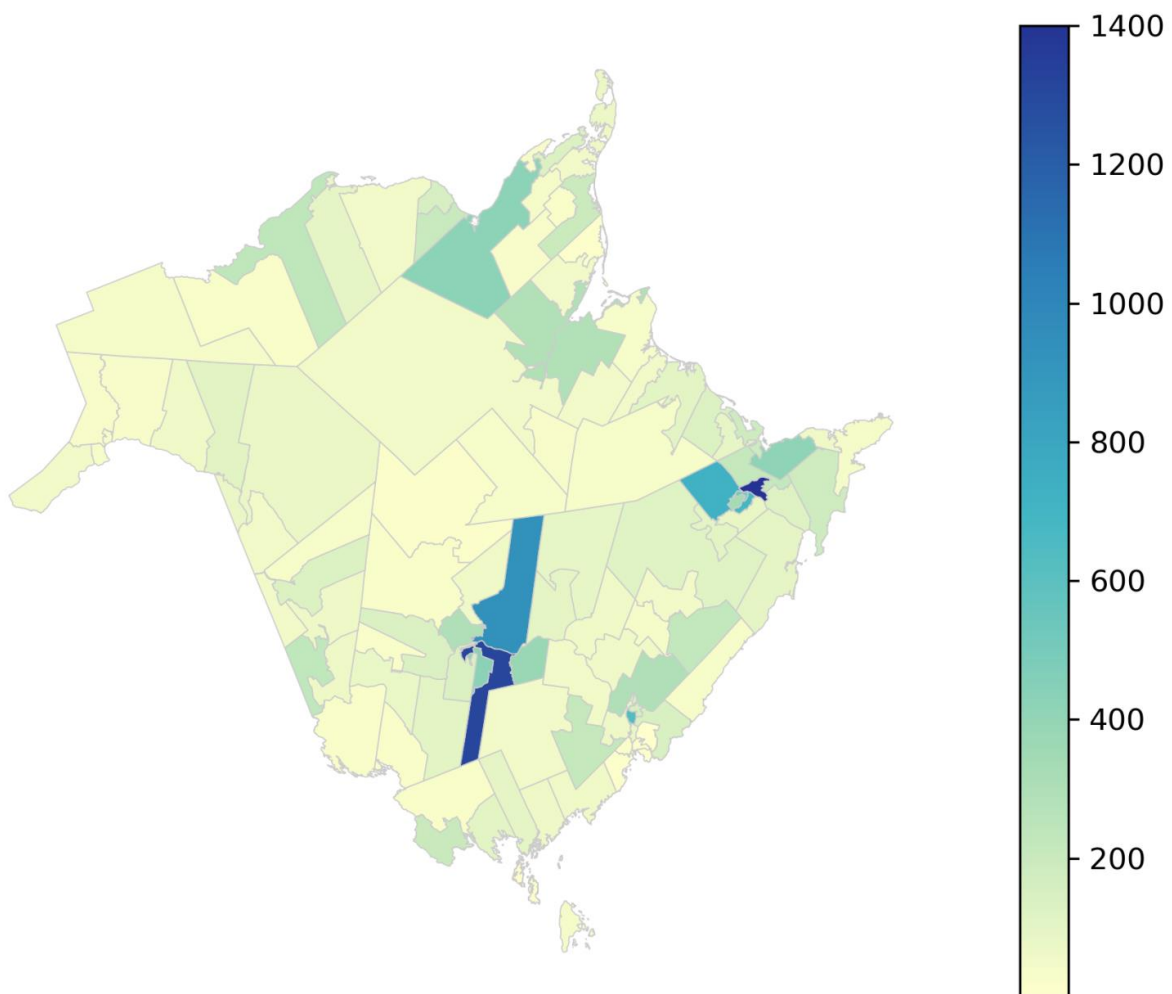
There was a clear spike in responses on July 2, following an email invitation sent to 74,524 NB Power customers. From this, 49,865 customers opened the email, 19,119 clicked on the survey link, and approximately 15,000 customers completed the survey based on the email invitation.



PROVINCIAL REPRESENTATION

As part of the demographic section of the survey, respondents were asked 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. 89% of survey responses provided their FSA. Of the 111 FSAs for New Brunswick, the survey was able to capture representation from 109 areas throughout New Brunswick. The two missing FSAs were E2P and E2R. E2P is a small residential area in Saint John, and E2R is an industrial park, also in Saint John.

Given the volume of survey responses collected, mapping analysis was used to highlight the volume of survey responses from each area of New Brunswick. The below map indicates volume of responses, with concentrations in the Greater Moncton area, Greater Fredericton area, Fundy Coast, and Northern New Brunswick.

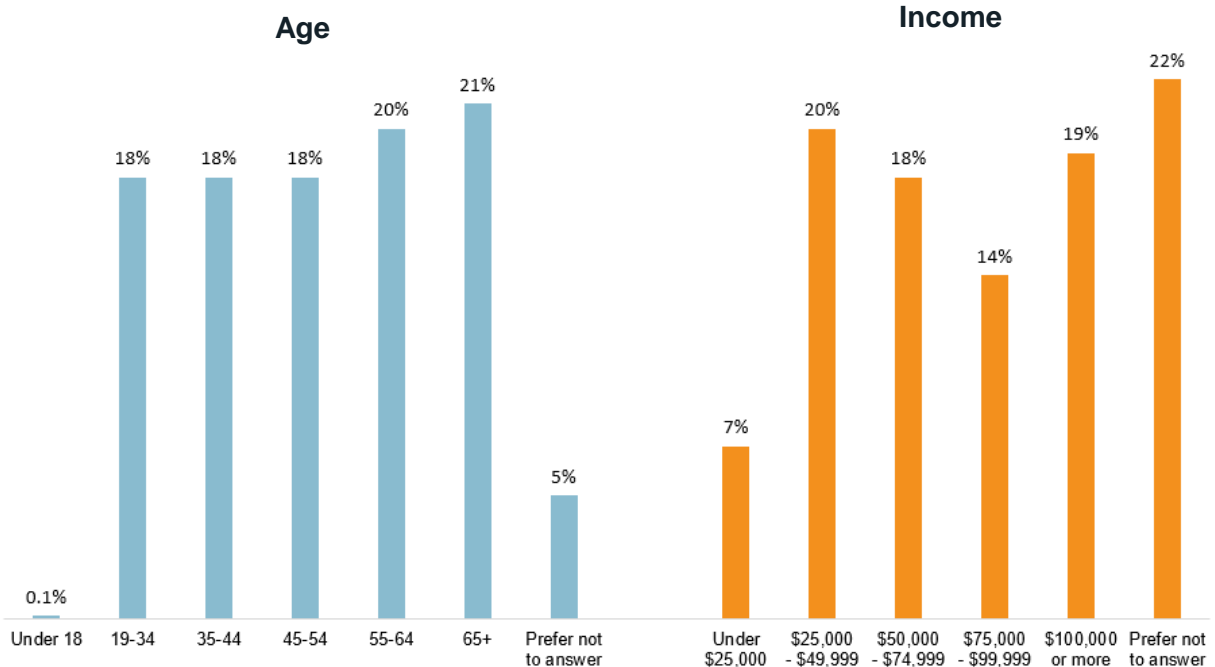
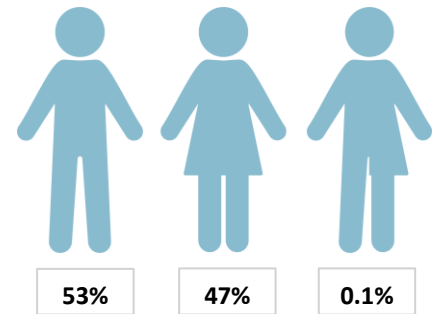


DEMOGRAPHICS

Responses for the Smart Meter Engagement Survey were collected from 17,901 residents of various genders, ages, and income levels. The survey was offered in both English and French, with 15,812 residents completing the survey in English (88%) and 2,089 in French (12%). Below is a summary of the key demographics for survey participants including gender, income, and age.

Responses were captured from a wide variety of age and income levels. Analysis was also conducted on various age, gender, and other income levels. These groups showed little variance in responses, and therefore, were not broken out further in this report.

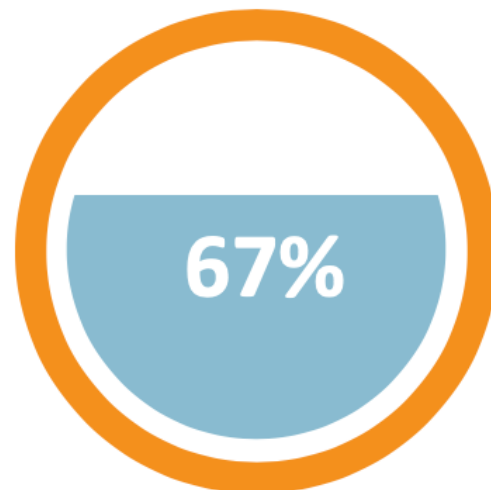
GENDER



SMART METER QUESTION RESULTS

Two thirds (67%) of all survey respondents were aware of the term “smart meter”. Seniors were more aware than most (74%); Low Income respondents were least aware (61%).

Have you heard the term “smart meter” recently?



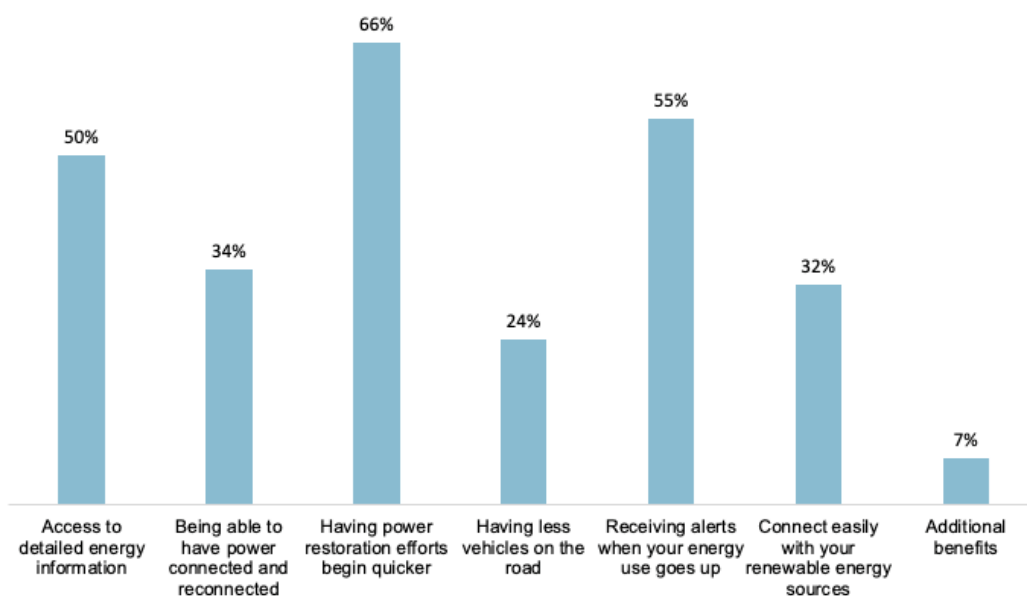
Q: Have you heard the term “smart meter” recently? (n=17,901)

Six smart meter benefits were identified in the survey and ranked by respondents in the following order of most to least important:

1. Having power restoration efforts begin quicker (66%)
2. Receiving alerts when your energy use goes up (55%)
3. Access to detailed energy information (50%)
4. Being able to have power connected and reconnected remotely (34%)
5. Connect easily with your own renewable energy sources (32%)
6. Having less vehicles on the road (24%)

Low Income respondents ranked the benefit in the same order. Seniors would prefer *Having less vehicles on the road* more than *Having the ability to connect easily with their own renewable energy source*.

Which of the following benefits are important to you?

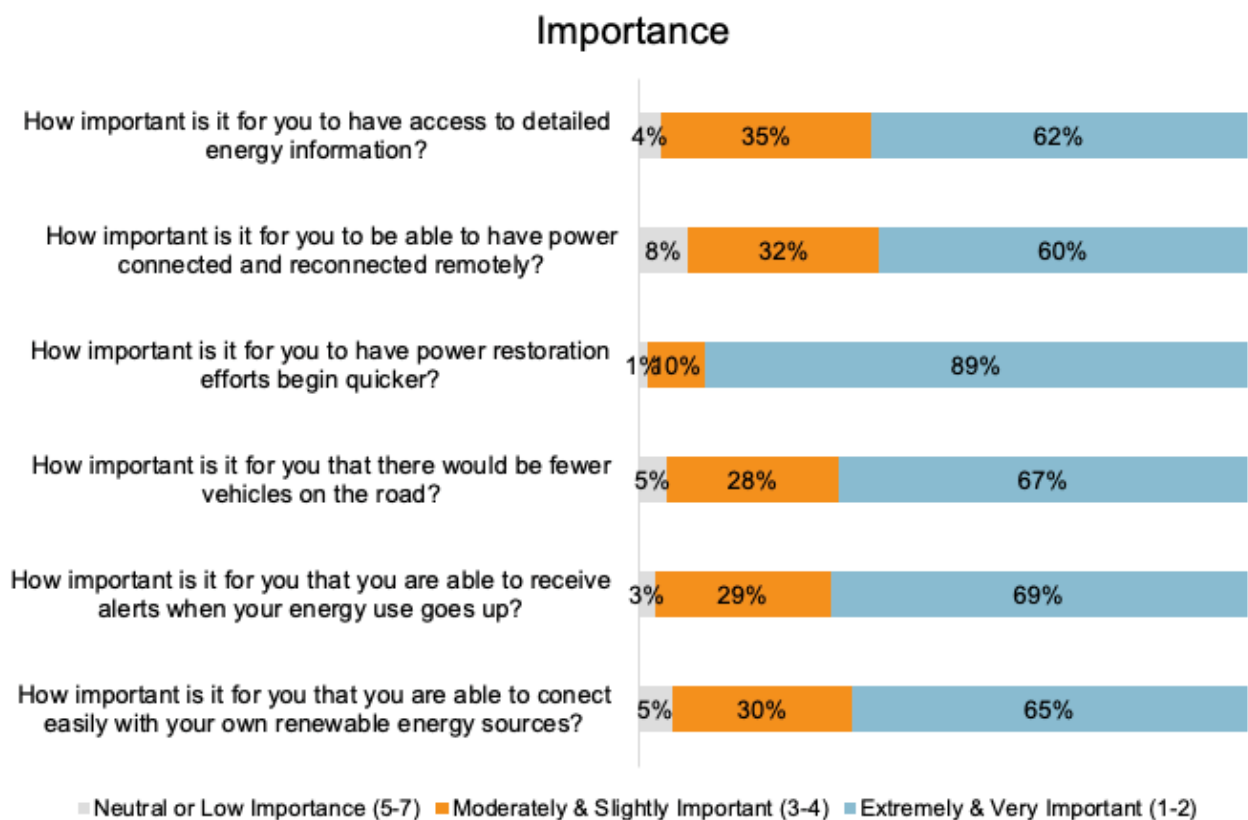


Q: Modernizing our power grid and implementing smart meters will change our province and benefit customers. Which of the following benefits are important to you? (n=17,901)

As part of the question *Which of the following benefits are important to you*, residents were given the opportunity to add their comments about other benefits. Seven per cent of participants shared their perspectives on benefits to having a smart meter. Their responses included wanting to see *lower bills, lower rates, and overall decreased costs* associated with their energy. *Time of day rates* would benefit residents who plan to utilize their power differently throughout the day. Another consideration was *meter accuracy*, both in reading usage and billing. Some New Brunswickers replied with *none of the above* and are not interested in smart meter participation.

Renewable energy and the *environment* were subsequent themes, along with some *health concerns* surrounding EMF waves in their homes. Lastly, participants felt they *didn't have enough information* to better understand the benefits.

After being asked which benefits were important to them, New Brunswickers were asked to indicate *how important* each of the benefits were to them. Overall, *Having power restoration efforts begin quicker* (89%) and *Receiving alerts when your energy use goes up* (69%) were important to New Brunswickers, additionally important to the Low Income and Senior segments.

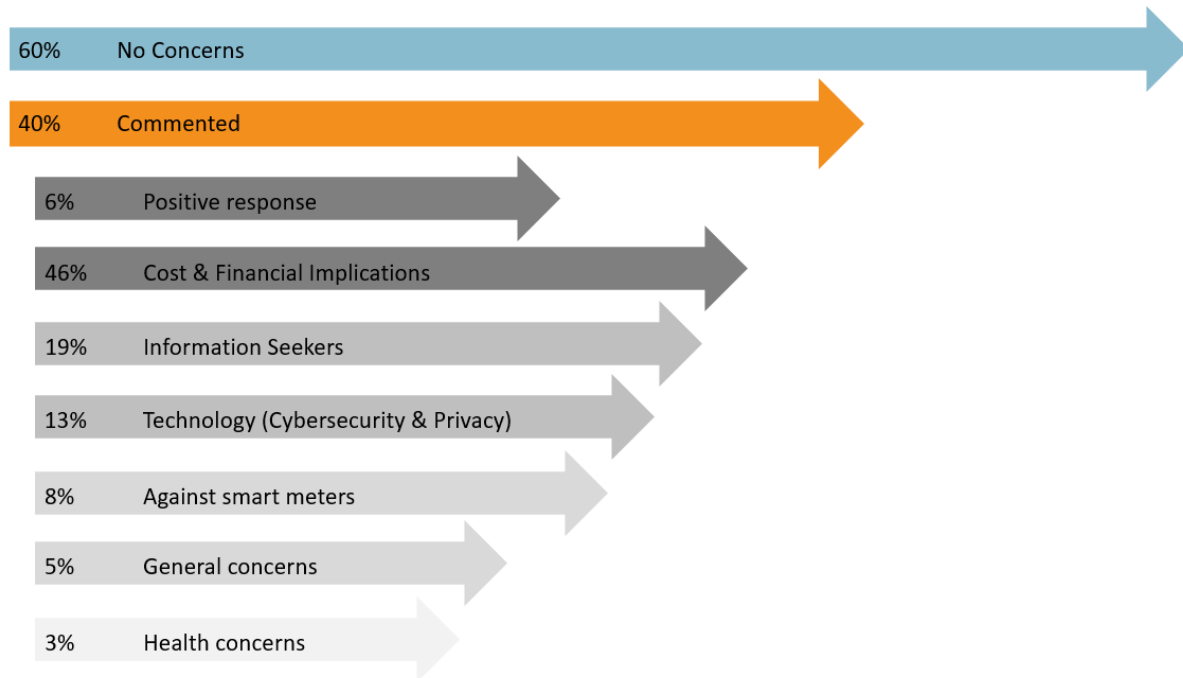


- Q4: How important is it for you to have access to detailed energy information? (n=8,928)
- Q5: How important is it for you to be able to have power connected and reconnected remotely? (n=6,007)
- Q6: How important is it for you to have power restoration efforts begin quicker? (n=11,827)
- Q7: How important is it for you that there would be fewer vehicles on the road? (n=4,207)
- Q8: How important is it for you that you are able to receive alerts when your energy use goes up? (n=9,887)
- Q9: How important is it for you that you are able to connect easily with your own renewable energy sources? (n=5,627)

OPEN-ENDED QUESTION RESULTS

Survey participants were asked: *Do you have any concerns in regard to smart meters? If so, what are they?* Some highlights:

60% of residents did not answer this question, which indicates they had no concerns surrounding smart meters. 40% of the survey respondents did answer this question and provided their thoughts and concerns in regard to smart meters.



- Of the 40% of residents who responded to this question, 6% used this as an opportunity to provide positive feedback on smart meters, including showing their enthusiasm and readiness for smart meter implementation.
- Cost & Financial Implications was the top theme. This segment represents 46% of the comments.
- 19% of residents expressed a desire for more information.
- Technology, representing 13% of the comments, was broken down into concerns with Cybersecurity, and the overall Reliability of the smart meters (including accuracy of reporting, data sharing, and service). Commenters also wondered whether there would be bugs or glitches with the new technology (interruptions in service, malfunctions, and technical difficulties).

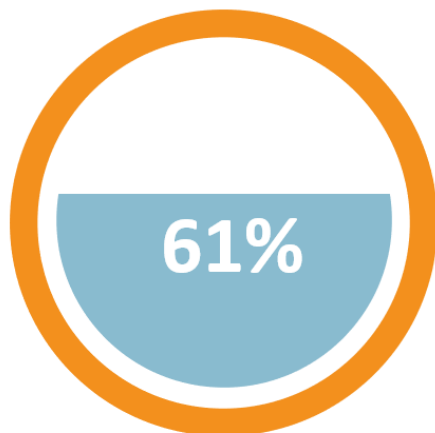
- Few residents do not support smart meters. This segment represents 8% of comments from those who felt smart meters are not needed, and they did not want, or do not plan to use, a smart meter.
- 5% of residents had a variety of general concerns, including environmental considerations—like wanting solar power instead of smart meters. Comments also focused on safety, NB Power customer service, and the potential impact on jobs.
- A very small sample included health considerations like radio frequencies and health impacts of smart meters in their homes.



ENGAGEMENT SURVEY RESULTS

LOW INCOME

Have you heard the term “smart meter” recently?



Q: Have you heard the term “smart meter” recently? (n=4,702)

For the purpose of this survey, New Brunswickers who reported having a household salary of less than \$49,999 were designated as Low Income. Based on the information provided by the Government of New Brunswick, the threshold is \$54,200.

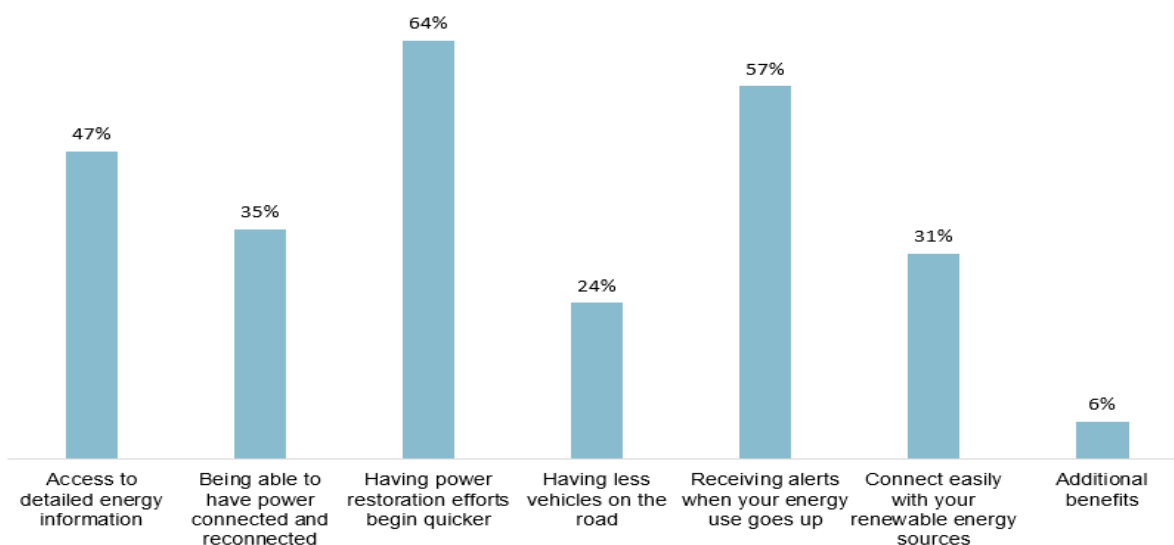
Overall, low income residents were less likely to have heard the term “smart meter” as compared to all the responses (67%) and those of Seniors (74%).

Residents were asked to consider the following question: *Modernizing our power grid and implementing smart meters will change our province and benefit customers.*

Of the list of benefits, *Having power restoration effort begin quicker* (64%) was the biggest benefit to respondents, followed closely by *Receiving alerts when your energy usage goes up* (57%) and *Access to detailed energy information* (47%).

Based on the benefits selected, respondents were next asked to rank them on their level of importance. Residents felt *Having power restoration efforts begin quicker* (89%) was Extremely or

Which of the following benefits are important to you?

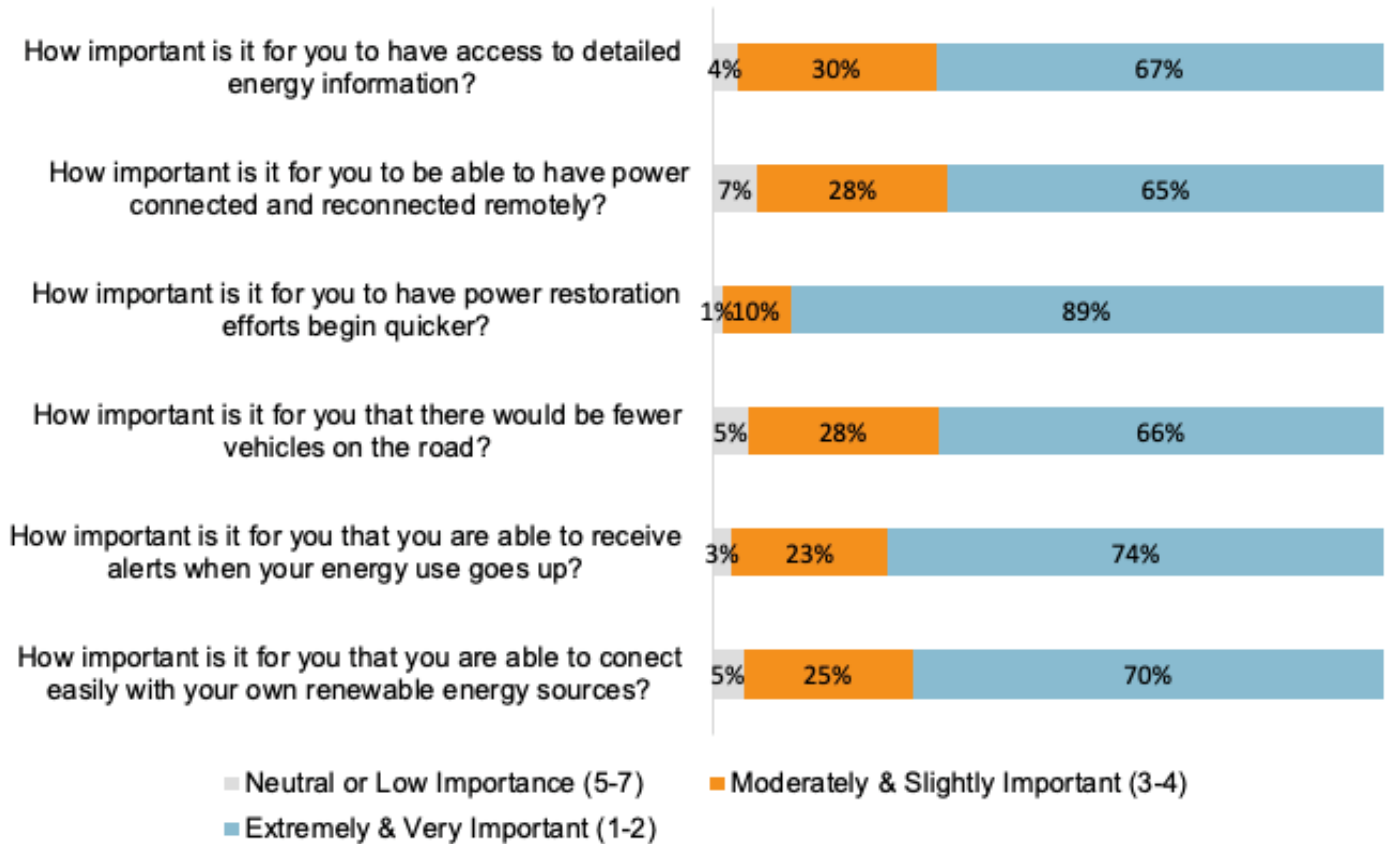


Q: Modernizing our power grid and implementing smart meters will change our province and benefit customers. Which of the following benefits are important to you? (n=4,702)



Very Important to them. *Receiving alerts when your energy usage goes up* (74%) is also Extremely or Very Important with this segment. The remaining benefits were also Extremely or Very Important to them.

Importance



Q4: How important is it for you to have access to detailed energy information? (n=2,203)

Q5: How important is it for you to be able to have power connected and reconnected remotely? (n=1,640)

Q6: How important is it for you to have power restoration efforts begin quicker? (n=2,998)

Q7: How important is it for you that there

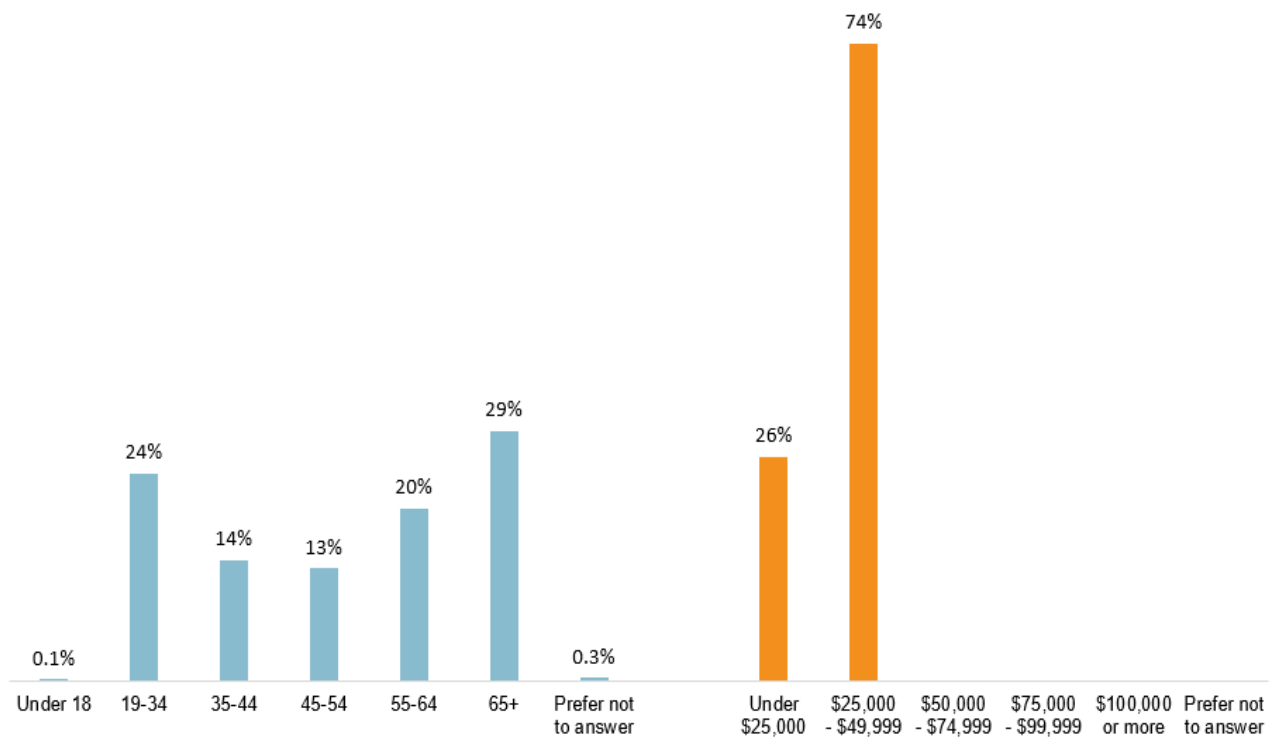


GENDER



Age

Income

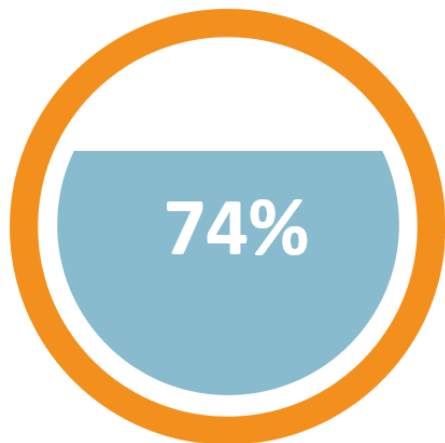


ENGAGEMENT SURVEY RESULTS

SENIORS

For the purpose of this survey, Seniors are defined as any respondent indicating in their survey response that they are over 65 years of age.

Have you heard the term “smart meter” recently?



Q: Have you heard the term “smart meter” recently? (n=3,674)

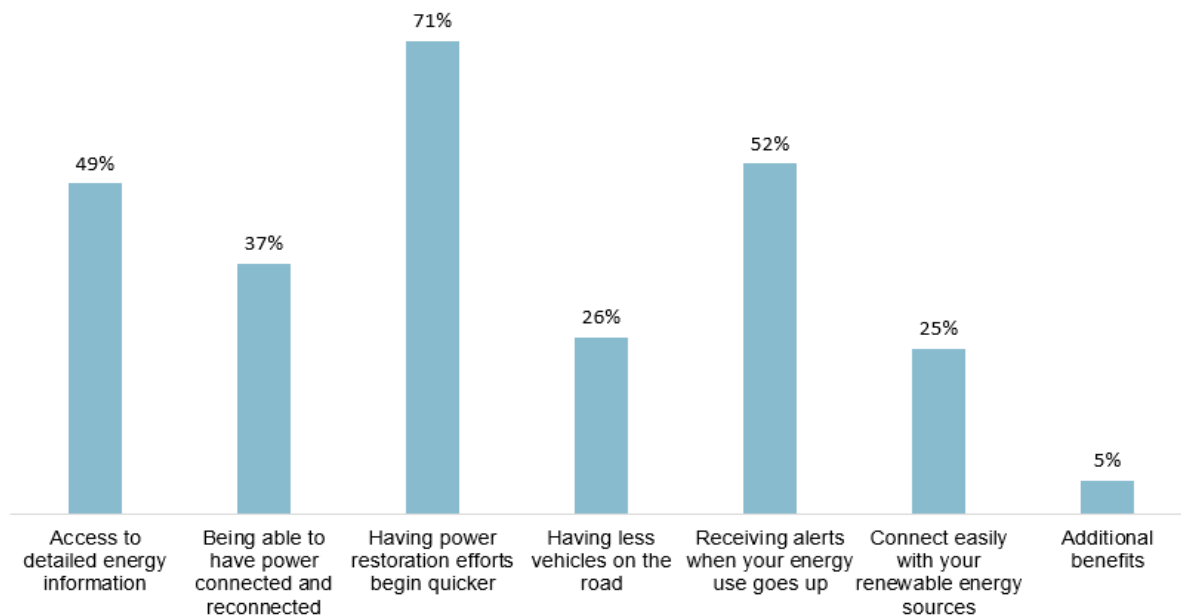
Almost three quarters (74%) of Seniors have heard the term “smart meter” recently—more than any other segment.

Residents were asked to consider the following question: *Modernizing our power grid and implementing smart meters will change our province and benefit customers.*

Of the list of benefits, *Having power restoration effort begin quicker* (71%) was the biggest benefit to respondents. Followed closely by *Receiving alerts when your energy usage goes up* (52%), and *Access to detailed energy information* (49%).

Based on the benefits selected, respondents were next asked to rank the benefits they selected on their level of importance.

Which of the following benefits are important to you?

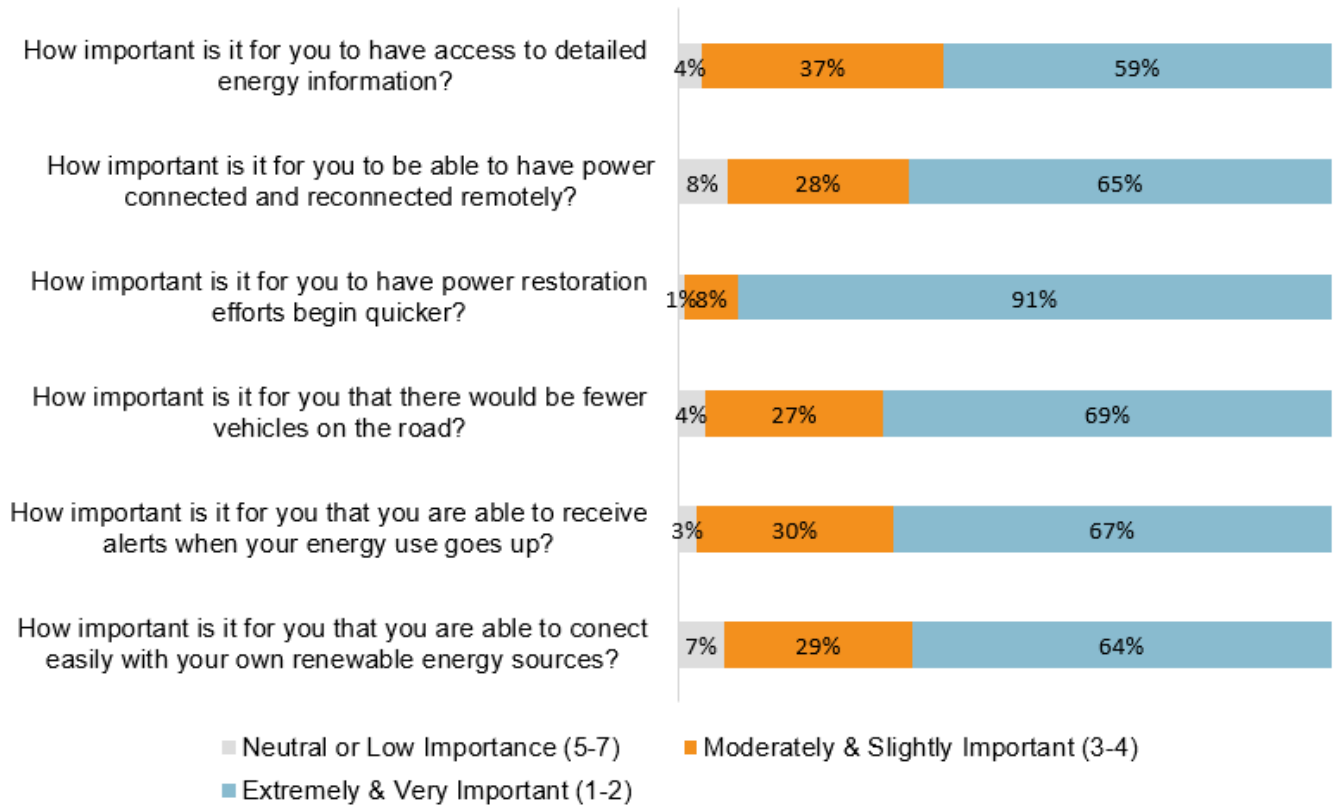


Q: Modernizing our power grid and implementing smart meters will change our province and benefit customers. Which of the following benefits are important to you? (n=3,674)



Residents felt *Having power restoration efforts begin quicker* (91%) was Extremely or Very Important to them. The remaining benefits were also Extremely or Very Important to them.

Importance



Q4: How important is it for you to have access to detailed energy information? (n=1,810)

Q5: How important is it for you to be able to have power connected and reconnected remotely? (n=1,368)

Q6: How important is it for you to have power restoration efforts begin quicker? (n=2,591)

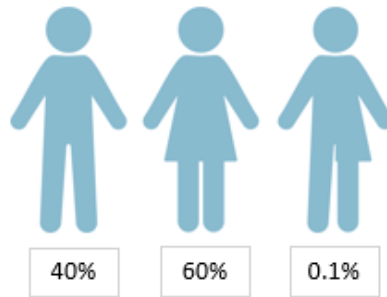
Q7: How important is it for you that there would be fewer vehicles on the road? (n=2,710)

Q8: How important is it for you that you are able to receive alerts when your energy use goes up? (n=1,916)

Q9: How important is it for you that you are able to connect easily with your own renewable energy sources? (n=2,771)

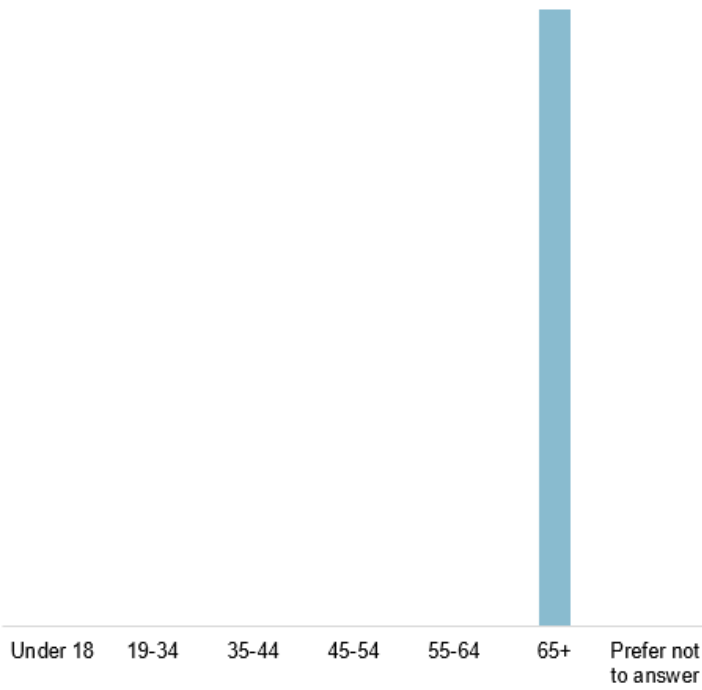


GENDER

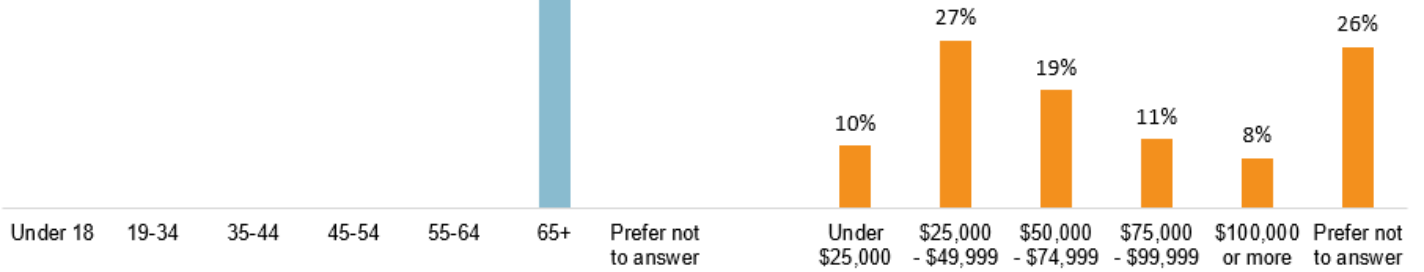


Age

100%



Income



IN-PERSON RESULTS

Between early 2019 July 10, 2019, NB Power participated in more than 30 events including home shows, conferences, and stakeholder meetings throughout the province to engage in meaningful conversations with New Brunswickers. A list of all events can be found in Appendix B.

NB Power used a smart meter quiz as a key tactic for the spring home shows to inform and engage New Brunswickers in conversation. A total of 775 people took the quiz including 136 French and 639 English entries.

An estimated 60,437 homeowners, new homeowners, small businesses, and contractors visited the NB Power booth at home shows or at events. NB Power was able to answer a number of questions about smart meters, which were consistent throughout the shows, as follows:

- Looking for more information about smart meters
 - What is a smart meter?
 - How much do they cost?
 - Who will pay for them?
 - Why didn't the EUB approve them last time?
 - Don't I already have a smart meter?
- Questions about impact on rates
 - Will my rates go up?
 - Does this mean we will have time of use rates?
- Health considerations
 - Will this impact my health?

NB Power also participated in two tradeshow and 13 stakeholder meetings including municipal administrators, real estate agents, French language advocates, agriculture, youth, low income, and First Nations. There was a lot of interest in efficiency programs and incentives, and general questions about smart meters.

NB Power continues to foster positive relationships with First Nations through established relationships with consultative representatives for each Nation. NB Power shared smart meter information and invited further conversation to encourage and foster two-way communication. NB Power also provided information booths at a First Nations economic development event, as well as community events (i.e., pow wows) to facilitate information exchange at the individual/community member level. NB Power will continue these efforts as opportunities arise. From a First Nations economic development perspective, there were questions about where to get more information about a range of smart technologies.



MEDIA ANALYSIS AND SOCIAL LISTENING

To better understand New Brunswickers opinions and conversations on smart meters, NATIONAL conducted a media analysis and social listening activity, reviewing online conversations across North America, including New Brunswick, between May 1, 2018 to June 13, 2019. The overall objectives of the Media Analysis and Social Listening were to:

- Gain insight into the questions, curiosities, and interests of New Brunswickers relative to smart meters
- Learn from the challenges and successes of other jurisdictions (safety, customer concerns, etc.)
- Inform NB Power's communications and engagement efforts

Using a variety of marketing technology tools, NATIONAL was able to uncover conversations on social media, both original posts and shares of traditional media. Traditional media articles stem from industry publications, media and news outlets, as well as broader traditional media sources which referenced smart meters and related topics.

- **38,667 tweets** referencing smart meters, smart grids, advanced metering infrastructure, and related terms were examined
- **19,963 users** were engaged in this conversation, specifically tweeting or being mentioned within the conversation
- **3,716 articles** were found referencing smart meters and related terms. Of this, about 10% of articles referenced New Brunswick specifically

LISTENING THEMES

Over the course of the analysis, seven key themes were identified which were used to better understand customer concerns and develop resources and information to address customer queries. For example, cybersecurity was a key conversation theme that was top of mind for customers and was identified as part of broader online conversations in industries like energy, technology, and cybersecurity. Based on this insight, NB Power developed additional content to be shared with customers across multiple engagement channels like customer agents, questions and answers for employees attending events, and additional information made available online. An example of the listening report can be found in Appendix C.



CONCLUSIONS

The overarching goal of this engagement process was to gain understanding of the knowledge, understanding, and awareness of New Brunswickers around smart meters, and their understanding of the benefits and concerns with smart meters.

A majority of New Brunswickers (67%) had heard the term smart meters and engagement achieved significant reach with representation from across the province, including specific audience demographics and locations. Most New Brunswickers have a positive to neutral opinion of smart meters and many expressed an interest in learning more.

In terms of benefits of smart meters, power restoration, alert notifications specific to increased energy use, and access to detailed information were important to New Brunswickers.

There are questions and curiosity specific to the cost implication, cybersecurity, and reliability of smart meters. Only a small number of survey participants did not see the value or want a smart meter.

This indicates that NB Power is on track with its PHASE 1 goal of informing and educating New Brunswickers about the benefits of smart meters has been achieved. NB Power will continue to engage with New Brunswickers as part of its efforts to modernize the electricity grid. Engagement efforts will remain focused on listening, building understanding, and educating New Brunswickers about the customer benefits of smart meters. A list of events can be found in Appendix D.

NATIONAL is pleased to present this report of final findings for NB Power's review and consideration.



ABOUT NATIONAL

NATIONAL Public Relations connects clients to the people who matter most, delivering the right message, at the right time. Grounded in research, insight, and deep sector understanding, we bring together teams of disciplined experts from across our network to provide creative communications solutions that move people in thought and action.

For over 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow. NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in St. John's, Halifax, Saint John, Vancouver, Calgary, Toronto, Ottawa, Montreal, and Quebec City. NATIONAL's service offering also includes NATIONAL Equicom, the industry's foremost investor relations and financial services communications practice. NATIONAL Public Relations is an AVENIR GLOBAL company, one of the 25 most important public relations firms in the world with 17 offices across Canada, the United States, and Europe, and part of RES PUBLICA Consulting Group. NATIONAL is affiliated internationally with the public relations firm Burson-Marsteller, a WPP company.



APPENDIX

- Smart Meter Engagement Survey
- Stakeholder Engagement Summaries
- Listening Report Example
- Continued engagement initiatives



SMART METER ENGAGEMENT SURVEY

The Smart Meter Engagement Survey was available to be completed between June 17 and July 12, 2019. It was offered in both English and French. The results captured in this report reflect only the smart meter and demographic questions.

ENGLISH SURVEY

Q1: Have you heard the term “smart meter” recently?

1. Yes
2. No

Q2: A smart meter looks similar to the current meter on your home. What makes it different is that it allows two-way communication, over a secure network, giving you the information you need to see and manage your energy use.

Q3: Modernizing our power grid and implementing smart meters will change our province and benefit customers. Which of the following benefits are important to you?

1. Access to detailed energy information
2. Being able to have power connected and reconnected remotely
3. Having power restoration efforts begin quicker
4. Having less vehicles on the road
5. Receiving alerts when your energy use goes up
6. Connect easily with your own renewable energy sources

Q4: How important is it for you to have access to detailed energy information?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q5: How important is it for you to be able to have power connected and reconnected remotely?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important



Q6: How important is it for you to have power restoration efforts begin quicker?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q7: How important is it for you that there would be fewer vehicles on the road?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q8: How important is it for you that you are able to receive alerts when your energy use goes up?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q9: How important is it for you that you are able to connect easily with your own renewable energy sources?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q10: Have you contacted NB Power's Customer Service recently?

1. Yes
2. No

Q11: Implementing smart meters enable two-way communication between customers and NB Power so you have more control, comfort and convenience. This will give you more reliable service and faster outage responses, and the ability to track your daily energy usage, giving you the knowledge about your energy use.



Q12: Overall, how satisfied are you with your service from NB Power?

1. Not at all Satisfied
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Extremely Satisfied

Q13: Could you tell us why you're dissatisfied with your services from NB Power?

Q14: Could you tell us why you're satisfied with your services from NB Power?

Q15: Do you have any concerns in regard to smart meters? If so, what are they?

Lastly, we have a few final questions to help us better understand the survey responses.

Q17: Are you:

1. Male
2. Female
3. Other
4. Prefer not to answer

Q18: Which of the following age categories do you fall into?

1. Under 18
2. 19-34
3. 35-44
4. 45-54
5. 55-64
6. 65+
7. Prefer not to answer

Q19: Which of the following ranges represents your total household salary?

1. Under \$25,000
2. \$25,000-\$49,999
3. \$50,000-\$74,999
4. \$75,000-\$99,999
5. \$100,000 or more
6. Prefer not to answer



Q20: What are the first three digits of your postal code? (i.e. A1A)

FRENCH SURVEY

Q1: Avez-vous entendu le terme « compteur intelligent » récemment ?

1. Oui
2. Non

Q2: Le compteur intelligent est très semblable à l'actuel compteur de votre maison. Cependant, il permet une communication bidirectionnelle, par l'entremise d'un réseau sécurisé, vous donnant ainsi accès à toutes les informations dont vous avez besoin pour gérer votre consommation énergétique. Voilà ce qui le différencie du compteur ordinaire.

Q3: La modernisation de notre réseau électrique et l'introduction des compteurs intelligents changeront notre province et seront avantageuses pour nos clients. Parmi les avantages suivants, lesquels vous sont importants ?

1. Accès à de l'information détaillée sur l'énergie
2. Service de reconnexion plus rapide
3. Rétablissement de courant plus rapide
4. Réduction des véhicules en circulation
5. Alerte en cas d'augmentation de la consommation énergétique
6. Connexion facile à ses propres sources d'énergie renouvelable

Q4: À quel point est-ce important pour vous de pouvoir surveiller votre consommation énergétique quotidienne ?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q5: À quel point est-ce important pour vous de pouvoir démarrer ou arrêter le service d'un simple appel ?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important



Q6: À quel point un rétablissement rapide du courant à la suite d'une interruption est-il important pour vous ?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q7: À quel point est-ce important pour vous que le Nouveau-Brunswick propose des solutions d'énergie verte ?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q8: À quel point est-il important pour vous de pouvoir mettre en place des alertes de factures de façon à mieux maîtriser votre budget ?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q9: À quel point l'accès aux sources d'énergie renouvelables est-il important pour vous ?

1. Extremely important
2. Very important
3. Moderately important
4. Slightly important
5. Neutral
6. Low importance
7. Not at all important

Q10: Avez-vous communiqué avec le service à la clientèle d'Énergie NB récemment ?

1. Oui
2. Non

Q11: L'introduction de compteurs intelligents permet une communication bidirectionnelle entre le client et Énergie NB, vous offrant ainsi plus de contrôle, de confort et de



commodité. Vous aurez accès à un service plus fiable et à des réponses plus rapides en cas d'interruption. De plus, vous pourrez garder un œil sur votre consommation énergétique quotidienne, vous permettant ainsi d'en savoir plus sur votre consommation énergétique.

Q12: Dans l'ensemble, à quel point êtes-vous satisfait des services offerts par Énergie NB ?

1. Pas du tout satisfait
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Extrêmement satisfait

Q13: Veuillez nous indiquer pourquoi vous n'êtes pas satisfait des services offerts par Énergie NB.

Q14: Veuillez nous indiquer pourquoi vous êtes satisfait des services offerts par Énergie NB.

Q15: Avez-vous des inquiétudes au sujet des compteurs intelligents ? Si oui, quelles sont-elles ?

Lastly, we have a few final questions to help us better understand the survey responses.

Q17: Vous êtes :

1. Un homme
2. Une femme
3. Autre
4. Préfère ne pas répondre

Q18: Dans laquelle des catégories d'âges ci-dessous vous situez-vous?

1. Moins de 18 ans
2. De 19 à 34 ans
3. De 35 à 44 ans
4. De 45 à 54 ans
5. De 55 à 64 ans
6. 65 ans ou plus



7. Préfère ne pas répondre

Q19: Dans laquelle des fourchettes ci-dessous se situe le revenu total de votre ménage?

1. Moins de 25 000 \$
2. De 25 000 \$ à 49 999 \$
3. De 25 000 \$ à 49 999 \$
4. De 75 000 à 99 999 \$
5. 100 000 \$ ou plus
6. Préfère ne pas répondre

Q20: Quels sont les trois premiers caractères de votre code postal? (p. ex. A1A)



Stakeholder Engagement Summary - January 1, 2019 to June 30, 2019 – Meetings

Communication Date	Stakeholders	Event Name	Attendance	City/Town
1/19/2019	Université de Moncton	Faculty of Administration Dinner	N/A	Moncton
1/17/2019	PLNGS Community Group Liaison Committee	CLC Meeting		Point Lepreau
3/11/2019	Shediac, Town of	Presentation before Town Council	approx. 10	Shediac
3/12/2019	Coleson Cove CLC Community members Department of Environment	CLC Meeting	12	Saint John
3/15/2019	Mayors of Bathurst, Belledune, Beresford, Nigadoo, Petit Rocher, Pointe Verte	Meeting with Mayors	8	Bathurst
3/26/2019	Belledune/Dalhousie CLC	CLC Meeting	9	Belledune
3/28/2019	Lower Saint John River Hydro CLC	CLC Meeting	9	Kingsclear
5/15/2019	PLNGS Community Group Liaison Committee	CLC Meeting		Lepreau
5/24/2019	General Public	Moncton West/Riverview Rotary Club.	60	Moncton
6/3/2019	Village of Grand Manan	Meeting with Mayors and Councillors	7	Campobello
6/19/2019	Coleson Cove CLC	CLC Meeting		Saint John



6/25/2019	Belledune / Dalhousie CLC	CLC Meeting
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6/27/2019	Lower St. John River Hydro CLC	CLC Meeting
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Stakeholder Engagement Summary January 1, 2019 to June 30, 2019 - Conferences

Communication Date	Stakeholders	Event Name	Attendance	City/Town
2/25/2019	Atlantic Policy Congress of First Nation Secretariat	Energizing Atlantic First Nations: Clean Energy Conference	125	Fredericton
3/29/2019	Bleuets NB Blueberries	Bleuets NB Blueberries Conference and AGM 2019	60	Caraquet
3/16/2019	General Public	Renewables NB Conference	60	Fredericton
4/1/2019	New Brunswick Real Estate Association	AGM & Conference	350	Moncton
4/24/2019	General Public	Association Francophone des Établissements de Soins Spéciaux du N.-B.	75	Dieppe
5/10/2019	General Public	NB Non-Profit Housing Association AGM & Conference	75	



5/15/2019	General Public	Joint Economic Development Initiative: Working Better Together	120	
5/21/2019	General Public	Corporate Innovation Summit		Toronto
6/4/2019	Association of Municipal Administrators of New Brunswick (AMANB)	AGM & Conference	60	Woodstock
6/4/2019	General Public	National Energy Roundtable Conference		Toronto

Stakeholder Engagement Summary January 1, 2019 to June 30, 2019 - Home Shows / Trade Shows

Communication Date	Stakeholders	Event Name	Attendance	City/Town
2/6/2019	Canadian Home Builders' Association New Brunswick	Residential Construction Forum	60	Fredericton
3/15/2019	General Public	Saint John Home Show	18,242	Saint John
3/22/2019	General Public	Greater Moncton Home Show	11,420	Moncton
4/5/2019	General Public	Fredericton Home Show	14,685	Fredericton
4/13/2019	General Public	Fredericton Co-op	100	Fredericton
4/26/2019	General Public	Beresford Home Show	8,000	Beresford

4/26/2019	General Public	Campbellton Promotion Plus Home Show	7,000	Campbellton
4/28/2019	General Public	Go Beyond Earth Day	350	Dieppe Market
5/3/2019	General Public	St. Stephen Kiwanis Home Show	180	St. Stephen
5/3/2019	General Public	Caraquet Salon Peninsule Home Show	400	Caraquet



SOCIAL LISTENING REPORT EXAMPLE



N|A|T|I|O|N|A|L

NB Power

| Smart Meter Adoption – Social & Traditional Media Review and Insights

EXCERPT



Executive Summary

- **Since May 1, 2018, there has been a strong conversation focused on smart meters taking place across North America.** The conversation has been strongest in the United States; however, there have been pockets of conversation across Canada at different times.
 - Notably, conversation in Canada was strong during the Ontario provincial election, as smart meters were used as a proof point in anti-Liberal or anti-Kathleen Wynne conversations.
 - Conversations in New Brunswick have been limited—while there have been comments in response to traditional media articles or conspiracy theory news, organic discussions are a non-factor in the province.
- **It is evident the public does not understand how smart meters work and are looking for information that is digestible.** The content receiving the most attention and engagement is sensationalized media sharing conspiracies related to smart meters. However, this media is using basic language and playing to fear, insecurity, and emotion.
 - Conspiracy theories have a big impact on the conversation and bring risk to engagement efforts. There is a social movement fueled by conspiracy theories that includes traditional and digital activism.
- There are a number of themes present in the conversation and the conversation is highly democratic, meaning there are a high number of participants from various industries and the public. **The themes resonating most with the public are: Privacy, Monitoring, and Data Collection; Health Risks; and Potential Savings and Costs.**
- **The public's positioning on issues related to smart meters appears to be values-driven, with references to trust, honesty, and safety, as well as concerns over finances/debt.** In New Brunswick, there are also concerns over timing, with some users wondering if the potential costs related to smart meter implementation will negatively impact the current provincial economy.

Methodology

- **41,075 tweets** were examined referencing smart meters, smart grids, advanced metering infrastructure, and related terms between a period beginning **July 1, 2018 and ending April 16, 2019**.
 - While queries were configured to exclude any tweets originating outside of North America, this data had to be manually cleaned further to remove some international references. In addition, several related but irrelevant conversations were identified using these search terms, which were also removed prior to analysis.
 - **29,071 tweets remained for analysis.**
 - Conversations relating to the same terms within only New Brunswick were too minimal to provide meaningful insights.
- **16,542 users** engaged in this conversation, tweeting or being mentioned within the conversation an average of 1.3 times. For the users who appeared most in this conversation, the top 10% tweeted or were mentioned an average of 9 times.
- **2,392 articles** were found referencing smart meters and related terms. Because of the global nature of online media coverage, this could not be explicitly limited to articles originating within North America, but after manually culling unrelated articles, **1,670 relevant articles** remained. Among these are **67 articles relating to or directly referencing New Brunswick.**
- During a follow up review of tweets between a period beginning **May 1, 2019 and ending July 1, 2019**, NATIONAL examined **4,409 tweets** using key words related to smart meters.

BY THE NUMBERS
JULY 1, 2018 TO APRIL 16, 2019

29,071
Tweets

16,642
Participants

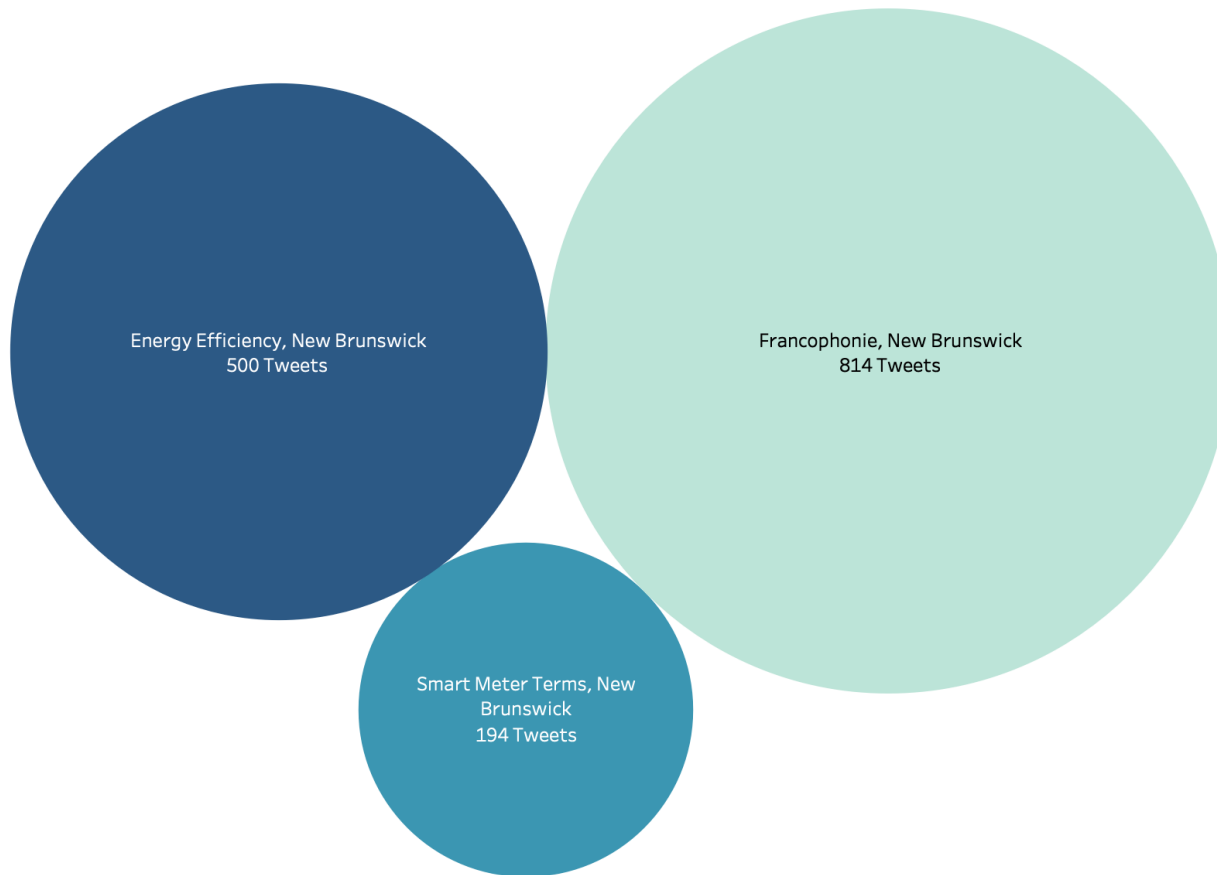
1,670
Traditional Articles

Social Conversation

Our analysis of 29,071 tweets referencing “smart meters” and related terms found:

- There is a significant conversation taking place across North America, as well as a larger global conversation. **However, this conversation is not currently active in New Brunswick.**
- The social conversation is diverse—it is not limited to a single industry, influencer, or social group.
- Over the last nine months, the North American conversation has been relatively consistent. There are a number of sharp increases, which are consistent with external events or publications. These peaks are detailed in later slides.
- There are **seven** prominent themes, or conversation narratives, of interest:
 - Market/Economics (largely connected to the energy sector)
 - Future Technology, Blockchain, and the Internet of Things
 - Environment (connected to politics and public policy)
 - Hacking and Cybersecurity
 - Privacy, Monitoring, and Data Collection
 - Health Risks (connected to radiation and cancer)
 - Potential Savings and Costs (more focused on costs than savings; accuracies of smart meters)

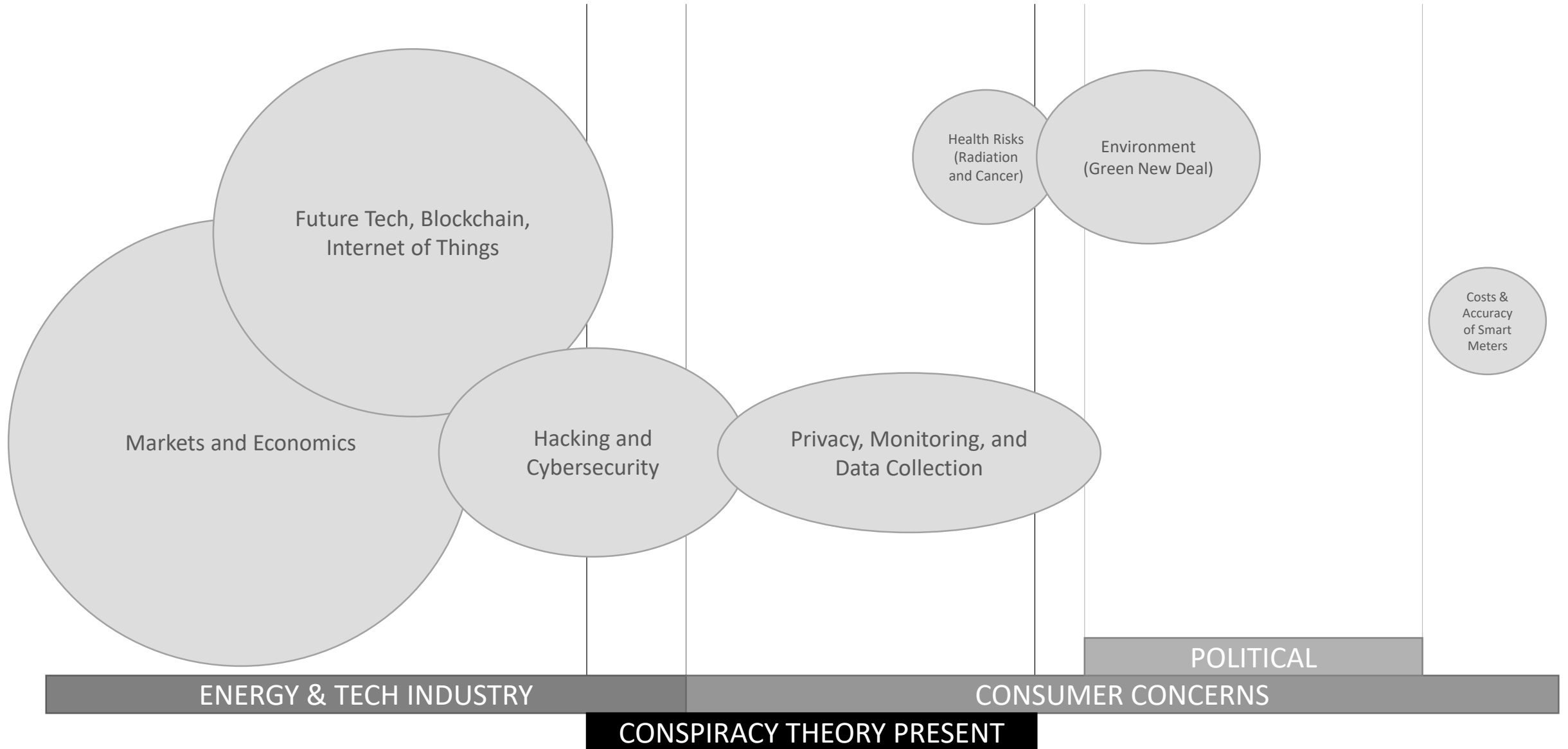
Social Conversation: New Brunswick and North America



- Since July 1, 2018, there have been **less than 200 relevant tweets from users in New Brunswick** using keywords specific to smart meters and/or the province’s implementation plan.
- There is a larger conversation taking place across the province focused on **energy efficiency. This more generic term is being used frequently by the public and energy sector influencers across New Brunswick and North America, and was used as a benchmark for conversation volume.**
- To get a sense of scope, the conversation was compared to Twitter activity generated by the recent Jeux de la Francophonie issue in the province (represented by the green circle).
- The larger **North American** conversation includes focused discussions on smart meters, smart grids, and AMI.
 - 29,071 tweets in total
 - 228,000 tweets focused on energy efficiency

NOTE: The New Brunswick numbers are specific to users on Twitter who have self-identified as being from the province.

Social Conversation: Scale and Overlap



Overview

- Over the course of the past nine months, there has been a total of **67 traditional media articles** from industry publications, as well as broader traditional media sources, referencing smart meters and related topics in New Brunswick.
- Filtering out [one traditional media report](#) which received 14,735 shares, primarily on Facebook, average shares for videos relating to the subject of smart meters is approximately 124.
 - The article that received significant shares mentions New Brunswick in passing as a jurisdiction where plans for implementation of smart meters were unsuccessful.
- Reporting on the subject appears to be primarily balanced, with articles outlining the challenges experienced by NB Power and other organizations in introducing smart meters, while others reference the potential benefits and arguments for the introduction of the technology to the system.
- Traditional media sources did not appear to represent the more emotional and fear-inspiring arguments against smart meters; rather, many refer to the business case and cost vs. benefits to the region and consumers.
- Of the local traditional media sources, CBC NB and Huddle appear to be the two sources who have been most engaged in the ongoing conversation and contributing the most.

Key Traditional Media Themes

MARKET FOCUSED
CONTENT

TECHNOLOGY FOCUSED
CONTENT

EMOTIONAL ARTICLES
RECEIVE ENGAGEMENT

Opportunities for NB Power

PREPARE FOR EMOTION
AND CONSPIRACY
THEORIES

SEEK OPPORTUNITIES TO
TELL HUMAN STORIES
AND DEMONSTRATE
UNDERSTANDING OF
PERSONAL CONCERNS

GENERATE MYTH
BUSTING CONTENT AND
SEEK OPPORTUNITIES TO
WORK WITH INDUSTRY
TO SHAPE DISCUSSION

CONTINUED ENGAGEMENT ACTIVITIES ON SMART METERS

NB Power will continue to engage with New Brunswickers as part of its efforts to modernize the electricity grid. Initial engagement efforts were focused on listening, building understanding and educating New Brunswickers about customer benefits of smart grid and smart meters. Events and tactics include:

- Employee engagement roadshow (August)
- Area 506 festival Saint John (August 2)
- Saint John Pride Parade (August 10)
- Miramichi Pride Parade (August 11)
- Festival Acadien (August 14)
- Fredericton Pride Parade (August 18)
- Festival de Mollusques (August 18)
- FestiChoeur D'Acadie (August 21)
- Congrès mondial acadien (CMA) Volunteer Banquet (August 29)
- Moncton Pride Parade (August 31)
- Atlantic Balloon Fiesta Sussex (September 6)
- Charlo Fall Fair (September 6)
- Harvest Jazz and Blues (September 15)
- Moncton Touch a Truck (September 28)
- Follow up meetings and emails to stakeholders
- Communicate with the over 8,000 survey respondents who are interested in further information