



Keene Community Power

Program Launch Report

Keene Community Power launched in June 2023. Residents were notified by mail in early April 2023 and had 30 days to change their program selection, opt-in, or opt-out before enrollments began in May 2023. Of the total eligible for automatic enrollment, 1% opted-up in program plan selection, 1% opted-down to the basic program plan, and 5% opted-out of program. The majority of opt-ups, opt-downs, and opt-outs were requested by residential customers with fewer than 1% of commercial and industrial customer requests.

The remaining residents selected to remain in Keene Local Green, the default program option. Of the accounts submitted for enrollment, 95% enrolled in Keene Local Green, 2% enrolled in Keene 100% Local Green, 1% enrolled in Keene 50% Local Green, and 2% enrolled in Keene Basic.

Finally, about half of eligible net-metering customers set for automatic enrollment chose to stay in the program.

Enrollment and Opt-Out Period Summary

	Residential	Commercial	Industrial	Total
Mail List	9,135	1,336	6	10,477
Mail Fail*	106	23	-	129
Opt-Out	520	110	3	633
Opt-In	228	15	-	243
Submitted for Enrollment	8,737	1,218	3	9,958
Rejected**	440	50	3	493
Total Enrolled	8,297	1,168	-	9,465

*Mail Fail is any instance where the initial program literature was returned undeliverable. These accounts are not eligible for automatic enrollment.

**Most rejections are the result of existing accounts that are no longer active or were recently closed. All residents rejected for invalid account information were contacted by the supplier using information provided by the utility.

Net Metering Customer Participation*

Net Metering Customer Status	Count
Enrolled	70
Opt-Out	64
Rejected	3
Total	137

*Whether participation in the program is beneficial for net metering customers depends on an array of factors, including net metering tariff and size of system relative to their load. Our mailing literature encouraged net metering customers to contact our dedicated phone line for help identifying the best choice for their situation. Standard Power also did direct, local outreach in efforts to reach all net metering customers.



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Enrollment by Rate Class and Product

Product	Residential	Commercial	Total
Keene Local Green (Default)	7,897	1,107	9,004
Keene 100% Local Green	201	15	216
Keene 50% Local Green	36	2	38
Keene Basic	165	42	207
Grand Total			9,465