

# **SYSTEM RELIABILITY PROCUREMENT**

## **2020 Marketing and Engagement Plan**

### **Quarterly Progress Report for Q4**

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## 1. Purpose

The purpose of the Outreach and Engagement Plan Quarterly Report is to illustrate to stakeholders the level of effectiveness achieved with the current Outreach and Engagement Plan efforts and, therefore, to assess the potential level of engagement for third-party solution providers with the Rhode Island System Data Portal (Portal).

## 2. Executive Summary

This Quarterly Report for Q4 2020 demonstrates that although the company's paid digital ad campaign ended in Q1 the Portal landing page traffic has remained in line with our MA and NY Portals and NWA webpage. Additionally, the web rankings, resulting from the paid search terms channel, remained high through Q1 2020 and National Grid therefore deemed it appropriate to end the paid search term channel. The team launched a developer engagement survey in July 2020 as a new channel to engage developers and solicit feedback on the Portal which will be hosted on our Portal landing page through October 2020. To drive participation and maximize responses on the developer survey, the team restarted paid advertisement (digital banners) from August 2020 to October 2020. This new channel was added as an alternative to an in-person focus group due to a response to COVID-19.

## 3. Campaign Performance Evaluation

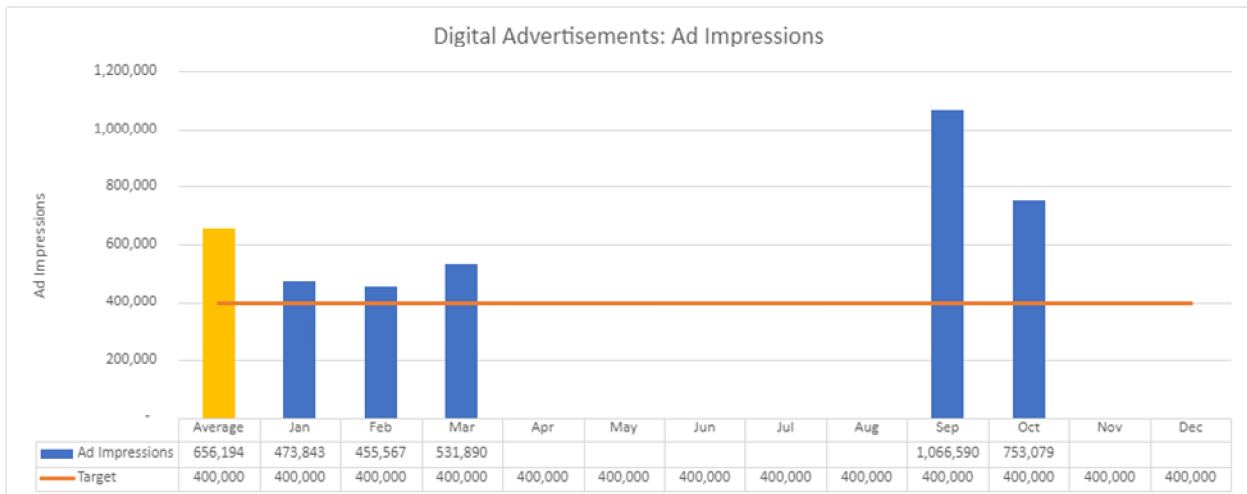
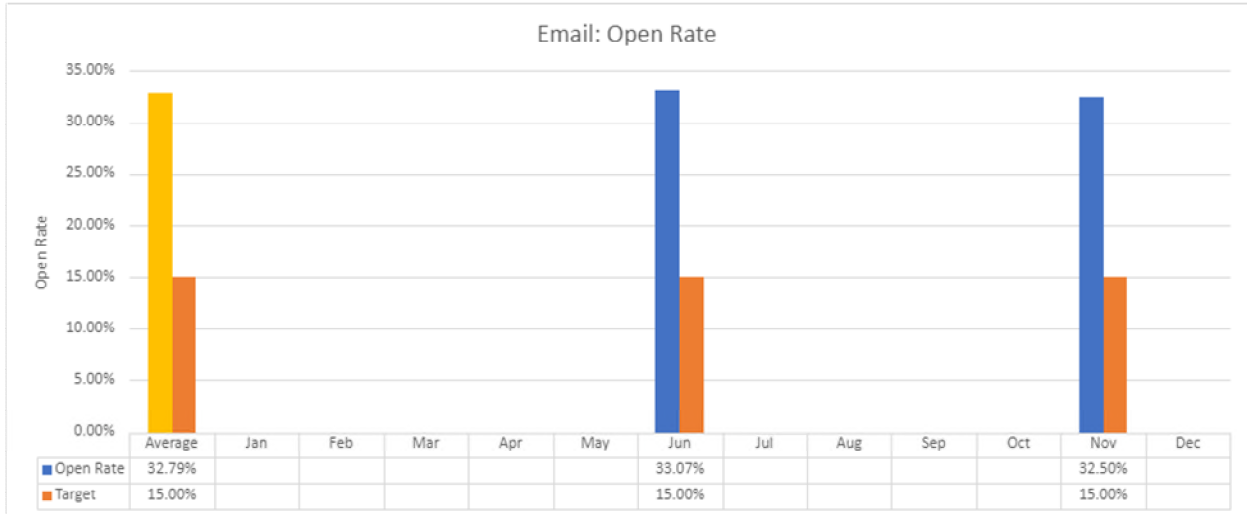
National Grid will continuously monitor, track, and assess the effectiveness of the 2020 SRP Outreach and Engagement Plan.

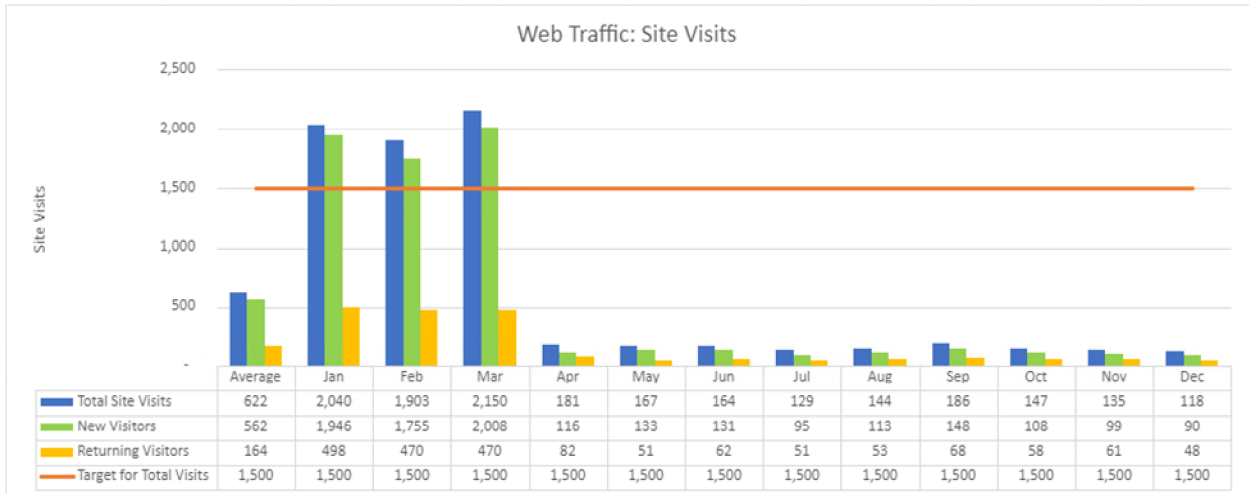
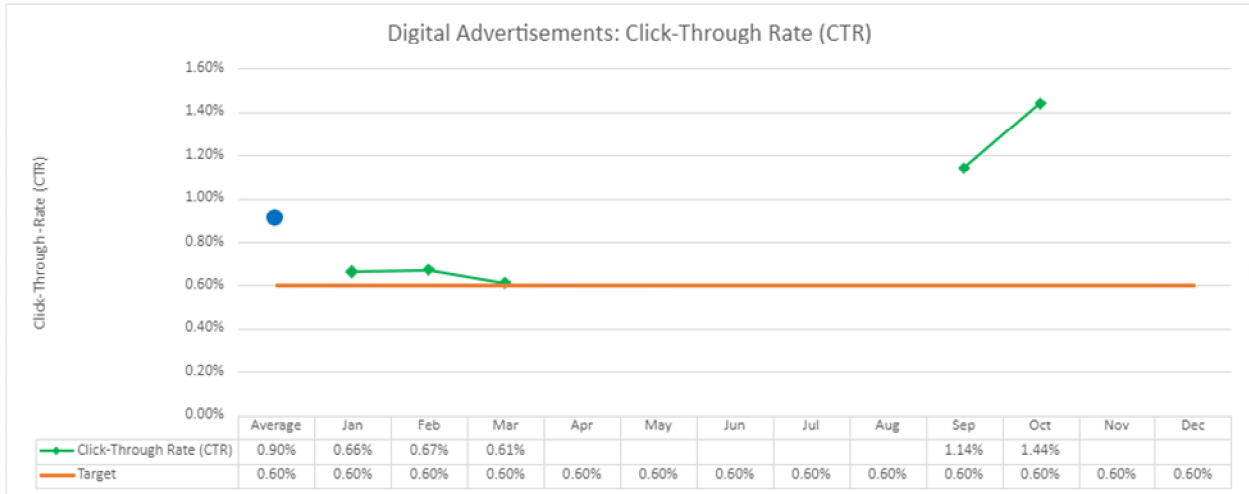
National Grid will evaluate using the metrics outlined in the 2020 Outreach and Engagement Plan and summarized in the table below.

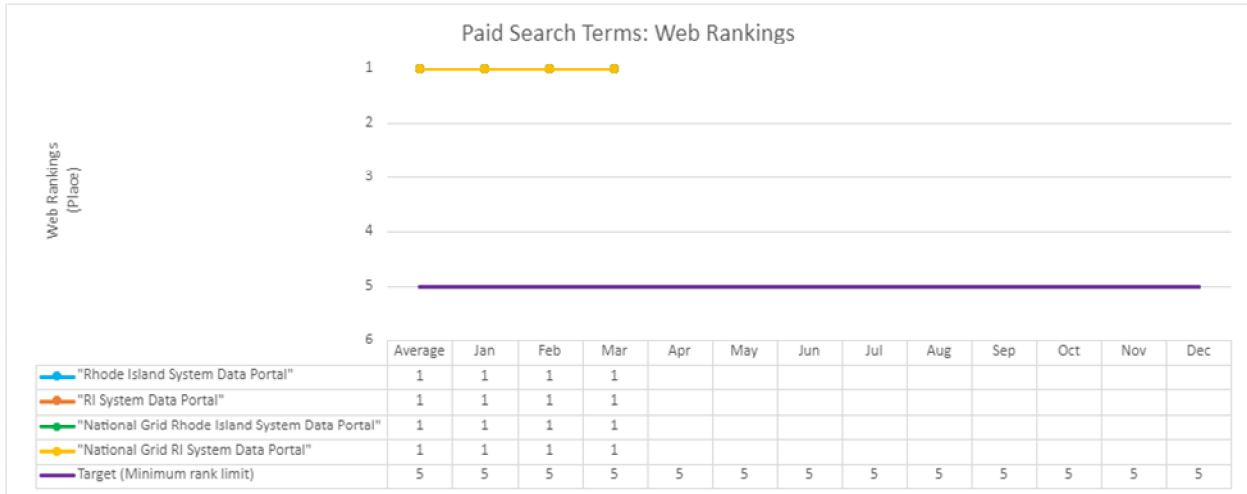
Table 1. Campaign Performance Evaluation Goals

<b>Outreach Channel</b>	<b>Corresponding Metric</b>	<b>Goal</b>
Webinars	Attendance	Average Attendance $\geq$ 35
Email Outreach	Open Rate	Average Open Rate $\geq$ 15%
Digital Advertisements	Click-Through Rate (CTR)	Average CTR $\geq$ 0.60%
Digital Advertisements	Ad Impressions	Average Ad Impressions $\geq$ 400k
Paid Search Terms	Web Rankings	Web Rankings $\geq$ 5 <sup>th</sup>
Web Traffic	Total Site Visits	Average Total Site Visits $\geq$ 1500

#### 4. Campaign Performance Measurement







## 5. Continuous Improvement: Next Steps

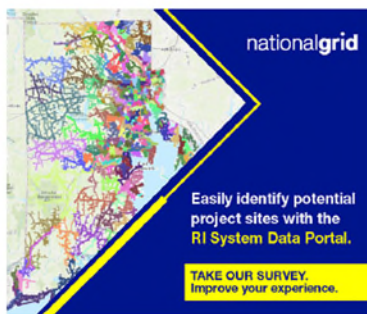
The outreach and engagement results demonstrate that the SRP Marketing team will need to continue to evaluate web traffic as it compares to our other Portal and NWA websites. Going forward the Portal is entering a maintenance phase and no paid marketing is currently planned for 2021 through 2023.

## Appendix A: Table of Terms

Below is a table to help provide clarity on the marketing and related terms used in this Quarterly Report.

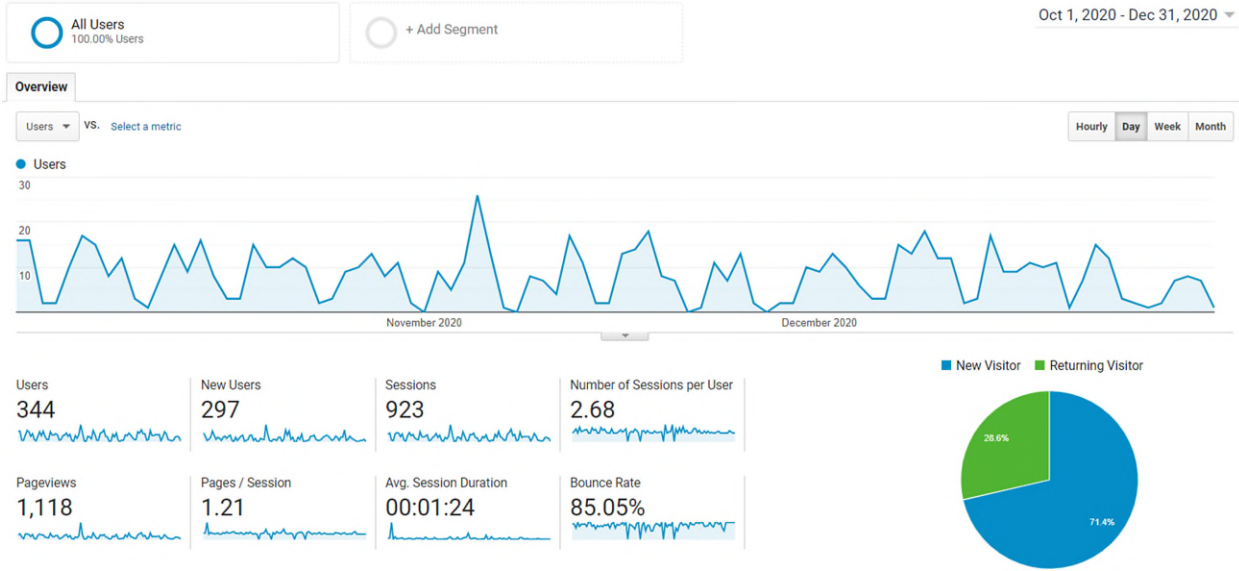
<b>Term</b>	<b>Definition</b>
<b>Clicks</b>	The number of times an individual selects or clicks on an advertisement or its equivalent.
<b>Click-Through Rate (CTR)</b>	The rate of clicks per impression, calculated by clicks divided by impressions. This represents, in part, the percentage of times users have clicked on a banner.
<b>Digital Ad Placements</b>	A specific group of advertisements on which an advertiser can choose to place their ads using placement targeting. A digital placement is one that takes place on digital media, such as the internet.
<b>Impressions</b>	The number of times an advertisement was viewed.
<b>Non-Wires Alternative (NWA)</b>	The inclusive term for any electrical grid investment that is intended to defer or remove the need to construct or upgrade components of a distribution and/or transmission system, or “wires investment”.
<b>Open Rate</b>	The percentage of people who opened an email out of the total number of recipients. This number will include people who opened the email more than once. An indicator of subject line success and topic relevance.
<b>Paid Search Term</b>	A phrase or word on which advertisers bid to trigger their website or webpage to be shown to relevant users, dependent on term used.
<b>Rankings</b>	The position of a website or webpage in a search result list, dependent on the term used in the search engine.
<b>Returning Site Visit</b>	The number of times a unique first-time visitor returns to the website.
<b>Search Engine Optimization (SEO)</b>	The process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of results returned by the search engine.
<b>Total Site Visits</b>	The total number of visits of individuals to a website during a given period. Total site visits are the sum of unique site visits and returning site visits.
<b>Unique Site Visit</b>	The number of visits of distinct individuals to a website during a given period. Does not include the number of revisits that an individual makes to the website.
<b>Webinar</b>	A live, web-based video conference that uses the internet to connect the individual hosting the conference to an audience of viewers. A portmanteau of the terms “web seminar”.

## Appendix B: Survey Display Ads





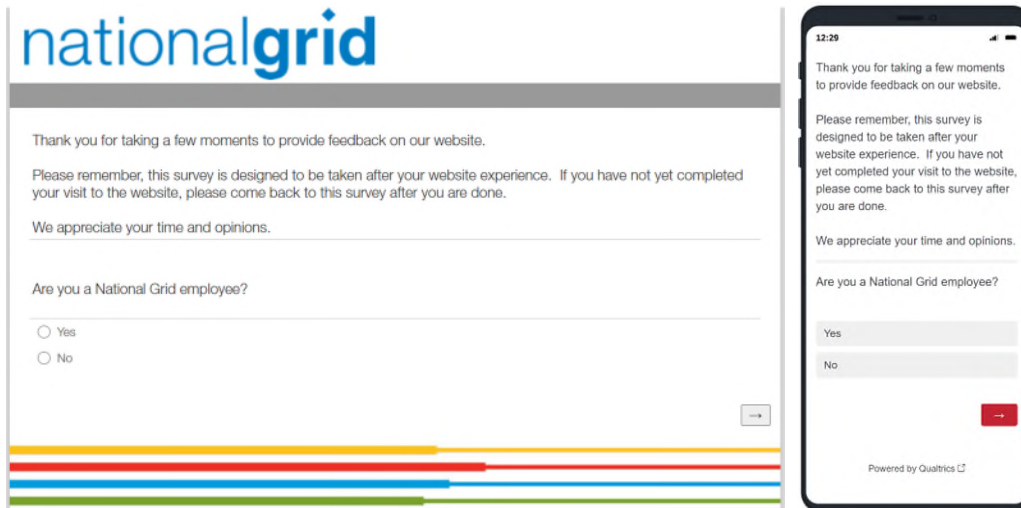
## Appendix C: Google Analytics Web Traffic Report



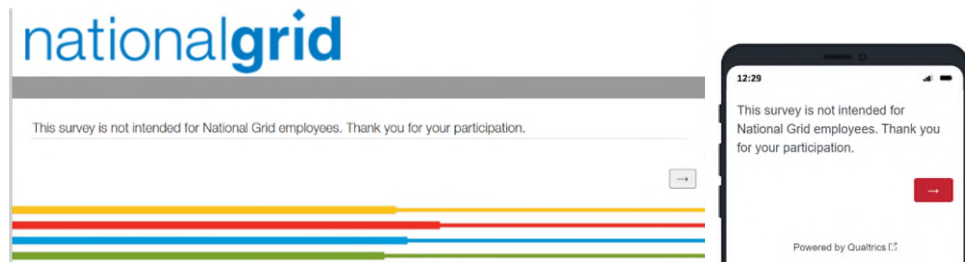
## Appendix D: Vendor Feedback Survey

The screen captures below detail the walkthrough of the RI Portal vendor feedback survey, with the desktop browser view as the left image and the mobile web view on the right.

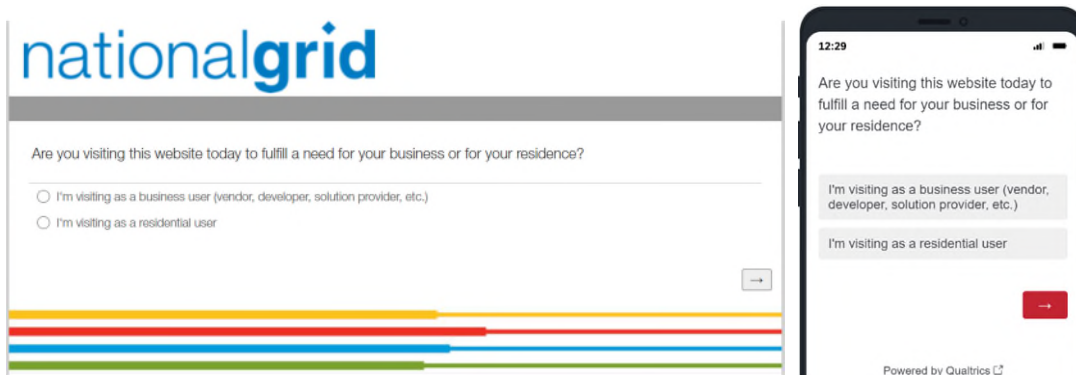
Survey start:



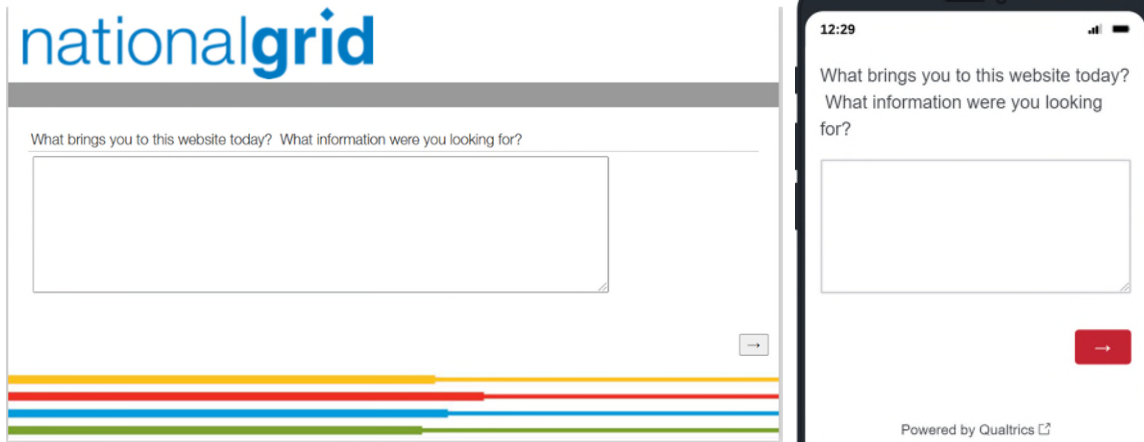
If Yes to first question:



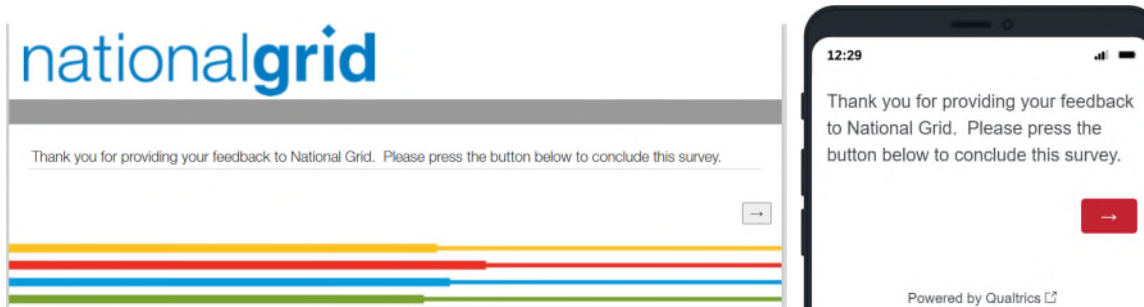
Otherwise, if "No" was selected, the survey proceeds:




If “residential user” was selected:



Then:





Otherwise, if “business user” was selected, the survey proceeds:



What type of business are you in? (Please select all that apply)

- Gen-set
- Microgrid Technology
- Energy/Battery Storage
- Energy Efficiency Technology
- Demand Response
- Cogeneration/Combined Heat and Power Technology
- Wind
- Volt/VAR Optimization Technology
- Solar
- Biofuels/Biomass
- Electric Vehicles
- Other, specify


→



12:29

What type of business are you in?  
(Please select all that apply)

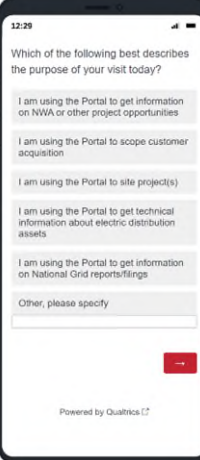

- Demand Response
- Microgrid Technology
- Volt/VAR Optimization Technology
- Wind
- Energy Efficiency Technology
- Electric Vehicles
- Energy/Battery Storage
- Biofuels/Biomass
- Solar
- Gen-set
- Cogeneration/Combined Heat and Power Technology
- Other, specify



Which of the following best describes the purpose of your visit today?

- I am using the Portal to site project(s)
- I am using the Portal to get technical information about electric distribution assets
- I am using the Portal to get information on NWA or other project opportunities
- I am using the Portal to get information on National Grid reports/filings
- I am using the Portal to scope customer acquisition
- Other, please specify

→




12:29

Which of the following best describes the purpose of your visit today?

- I am using the Portal to get information on NWA or other project opportunities
- I am using the Portal to scope customer acquisition
- I am using the Portal to site project(s)
- I am using the Portal to get technical information about electric distribution assets
- I am using the Portal to get information on National Grid reports/filings
- Other, please specify

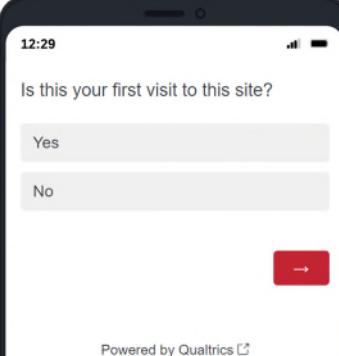

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Is this your first visit to this site?

- Yes
- No

→



12:29

Is this your first visit to this site?

- Yes
- No

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Please rate your overall satisfaction with the portal

- Excellent
- Very good
- Good
- Fair
- Poor
- Don't know

→

12:29

Please rate your overall satisfaction with the portal

- Excellent
- Very good
- Good
- Fair
- Poor
- Don't know

→

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nationalgrid

Which part(s) of the portal did you visit today?

- Heat map
- Hosting capacity map
- NWA (Non-Wires Alternatives) tab
- Distribution Assets Overview map
- Company Reports tab

→


12:29

Which part(s) of the portal did you visit today?

- Heat map
- Hosting capacity map
- NWA (Non-Wires Alternatives) tab
- Distribution Assets Overview map
- Company Reports tab

→

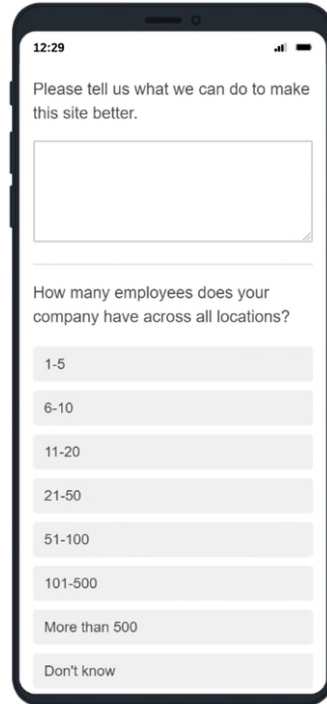

Powered by Qualtrics



Please tell us what we can do to make this site better.

How many employees does your company have across all locations?

- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- More than 500
- Don't know




12:29

Please tell us what we can do to make this site better.

How many employees does your company have across all locations?



- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- More than 500
- Don't know



On average, how many development projects does your company manage per year?

- Our company does not manage development projects.
- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- More than 500
- Don't know

What is the average development project size in MW?



12:29

On average, how many development projects does your company manage per year?

- Our company does not manage development projects.
- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-500
- More than 500
- Don't know

What is the average development project size in MW?

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Are your projects predominantly residential or commercial/industrial?

Residential

Commercial/Industrial

Do you also operate outside of Rhode Island?

Yes

No

→

12:29

Are your projects predominantly residential or commercial/industrial?

Residential

Commercial/Industrial

Do you also operate outside of Rhode Island?

Yes

No

→

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We thank you for your time spent taking this survey.  
Your response has been recorded.

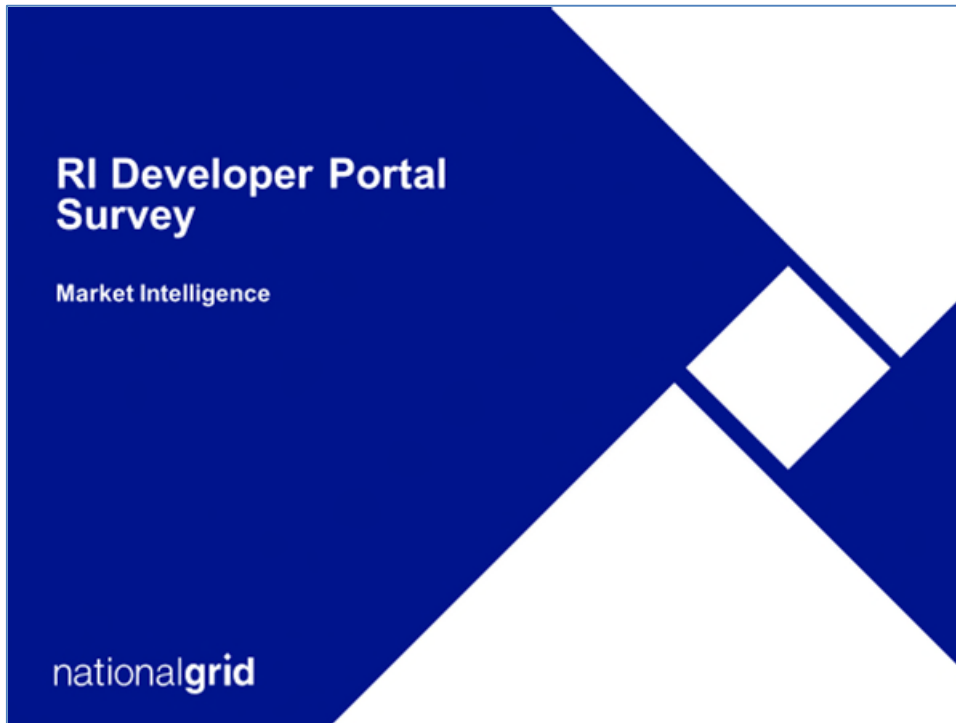
12:29

We thank you for your time spent taking this survey.  
Your response has been recorded.

Powered by Qualtrics

Survey end.

## Appendix E: Vendor Feedback Survey Results



### Methodology

- **Web Survey**
  - Preview link:  
[https://nationalgrid.co1.qualtrics.com/jfe/preview/SV\\_3Hsk9dktqwCUSyN?Q\\_SurveyVersionID=current&Q\\_CHL=preview](https://nationalgrid.co1.qualtrics.com/jfe/preview/SV_3Hsk9dktqwCUSyN?Q_SurveyVersionID=current&Q_CHL=preview)
- **Invitation offered via pop-over on RI Developer Portal site**
  - <https://www.nationalgridus.com/Business-Partners/RI-System-Portal>
- **Invitation programmed to appear only once every 30 days for any single visitor**
- **Web Survey active from June 30, 2020 through November 6, 2020**



## Key Findings

**Most of the visitors to the portal are Residential Customers (53% of survey respondents)**

**Most residential survey respondents indicated that their visit was incidental**

**Nearly all of the Residential survey respondents visited after marketing activities commenced in early August**

**Employees also make a significant portion of the visitors too (29% of survey respondents)**

**Among business users, no respondent indicated any dissatisfaction with the portal or any part of it**

**The limited feedback from business users indicates Very Good or Excellent experiences with the website**

**The lack of complete survey responses among business users limits statistical analysis (n=3)**

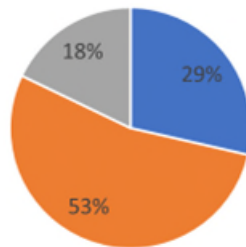
National Grid

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## Website visitor profile

**Most of the visitors to the portal were Residential Customers**

Web Portal Visitor Profile



- Employee
- I'm visiting as a residential user
- I'm visiting as a business user (vendor, developer, solution provider, etc.)

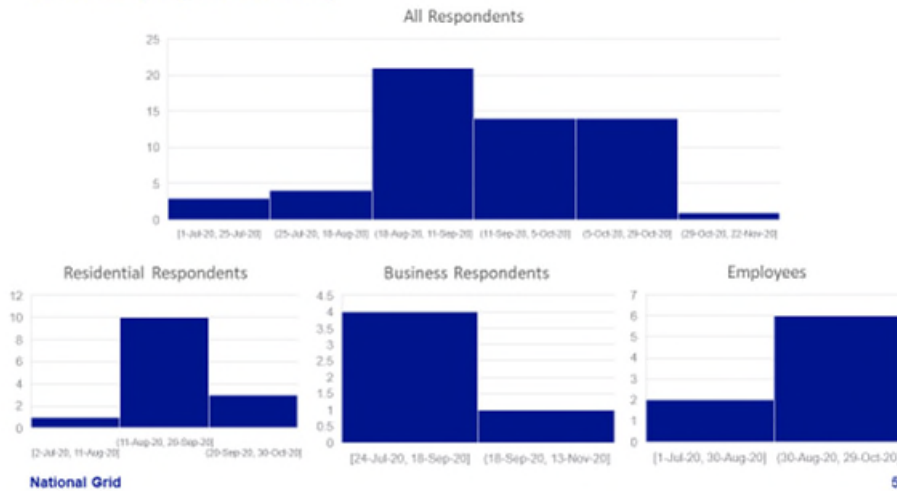
Are you a National Grid employee? Are you visiting this website today to fulfill a need for your business or for your residence? n=28

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## Timing of Responses

Marketing activities seem to drive traffic from all three groups. Nearly all residential responses started after the commencement of marketing activities (August 18, 2020)



## Business User Response

What type of business are you in? (Please select all that apply) - Selected Choice  
**Demand Response**

Which of the following best describes the purpose of your visit today? - Selected Choice  
**I am using the Portal to get information on National Grid reports/fillings**

Please tell us a bit more about this project.  
-

Is this your first visit to this site?  
**No**

Approximately how often do you visit?  
**A couple of times a week**

Please rate your overall satisfaction with the portal  
**Excellent**

Which part(s) of the portal did you visit today?  
**Distribution Assets Overview map**

Please rate your satisfaction with the Distribution Assets Overview map  
**Very Good**

Please tell us what we can do to make this site better.  
-

How many employees does your company have across all locations?  
**6-10**

On average, how many development projects does your company manage per year?  
**101-500**

Are your projects predominantly residential or commercial/industrial?  
**Commercial/Industrial**

Do you also operate outside of Rhode Island?  
**Yes**

## Business User Response

What type of business are you in? (Please select all that apply) - Selected Choice  
**Energy/Battery Storage, Demand Response, Microgrid Technology**

Which of the following best describes the purpose of your visit today? - Selected Choice  
**I am using the Portal to get technical information about electric distribution assets**

Please tell us a bit more about this project.  
-

Is this your first visit to this site?  
**Yes**

Approximately how often do you visit?  
**N/A**

Please rate your overall satisfaction with the portal  
**Very Good**

Which part(s) of the portal did you visit today?  
**Distribution Assets Overview map**

Please rate your satisfaction with the Distribution Assets Overview map  
**Very Good**

Please tell us what we can do to make this site better.  
-

How many employees does your company have across all locations?  
**More than 500**

On average, how many development projects does your company manage per year?  
-

Are your projects predominantly residential or commercial/industrial?  
**Residential**

Do you also operate outside of Rhode Island?  
**No**

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## Business User Response

What type of business are you in? (Please select all that apply) - Selected Choice  
**Solar**

Which of the following best describes the purpose of your visit today? - Selected Choice  
**I am using the Portal to site project(s)**

Please tell us a bit more about this project.  
**We are solar developers.**

Is this your first visit to this site?  
**Yes**

Approximately how often do you visit?  
**N/A**

Please rate your overall satisfaction with the portal  
**Very Good**

Which part(s) of the portal did you visit today?  
**Hosting capacity map**

Please rate your satisfaction with the Hosting Capacity map  
**Very Good**

Please tell us what we can do to make this site better.  
**not much**

How many employees does your company have across all locations?  
**1-5**

On average, how many development projects does your company manage per year?  
**11-20**

Are your projects predominantly residential or commercial/industrial?  
**Commercial/Industrial**

Do you also operate outside of Rhode Island?  
**Yes**

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### Residential Visitors – Reason for Visiting Website

Most residential survey respondents indicated that their visit was incidental

What brings you to this website today? What information were you looking for?

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### Appendix: Questionnaire

Are you a National Grid employee? [If yes, thank respondent and end survey]  
Are you visiting this website today to fulfill a need for your business or for your residence? (Answer options: "I'm visiting as a business user (vendor, developer, solution provider, etc.)" or "I'm visiting as a residential user")  
What type of business are you in? (Please select all that apply) - Selected Choice  
What type of business are you in? (Please select all that apply) - Other, specify – Text  
[Residential Respondents only] What brings you to this website today? What information were you looking for?  
[Remainder of survey only for Business Users]  
Which of the following best describes the purpose of your visit today? - Selected Choice  
Which of the following best describes the purpose of your visit today? - Other, please specify – Text  
Please tell us a bit more about this project.  
What piqued your interest with the NWA or project opportunity (the area, load level, customer demographic, etc.)?  
What initiative are you referencing the technical information for?  
What reports or filings are you interested in?  
Please tell us a bit more about this initiative.  
Is this your first visit to this site?  
Approximately how often do you visit?  
Please rate your overall satisfaction with the portal  
Which part(s) of the portal did you visit today?  
Please rate your satisfaction with the Company Reports Tab  
Please rate your satisfaction with the Distribution Assets Overview map  
Please rate your satisfaction with the Heat Map  
Please rate your satisfaction with the Hosting Capacity Map  
Please rate your satisfaction with the NWA (Non-Wires Alternatives) tab  
Please tell us what we can do to make this site better.  
How many employees does your company have across all locations?  
On average, how many development projects does your company manage per year?  
What is the average development project size in MW?  
Are your projects predominantly residential or commercial/industrial?  
Do you also operate outside of Rhode Island?

National Grid 10