



BRIGHT IDEAS

A monthly newsletter for BELD & BELD Broadband customers, published March 2010



Many hands make lights work—thank you for your vote of confidence in BELD and its employees

We appreciate your positive feedback in the CRPP 2009 Customer Satisfaction Study

Please excuse us while we crow a little about the just-published results of the *2009 Customer Satisfaction Study* conducted by the Center for Research & Public Policy (CRPP), a full-service market research and public policy consulting firm not affiliated with BELD.

CRPP completed 400 telephone interviews with Braintree Electric Light Department customers with a goal of **independently and objectively** collecting customer views on service and measuring awareness on a number of key issues.

Here are just a few of the highlights of this comprehensive survey...

✓ When Braintree residents were asked to compare BELD's performance with that of other companies providing services to the town (phone company, water & sewer, gas, etc.), **BELD was rated first in overall satisfaction with a rating of 96.5%.**

✓ BELD enjoyed its highest positive rating as a company in the area of "reliable service," with a rating of 96.5%.

✓ Respondents who reported a contact with BELD in the past provided an **overall positive rating of 93.1% for the customer service employee who handled their call or visit.**

✓ Respondents also reported high levels of satisfaction with the performance of BELD field representatives, with an **overall positive rating of 91.2%.**

✓ When asked to describe their relationship with BELD, the **clear majority of respondents, 96.9%,** reported to be either "an advocate," "a loyal customer," or "a satisfied customer" of BELD.

✓ The clear majority of respondents, 93.8%, report that it is either "very important" or "somewhat important" that their electric company is locally owned and operated.

Thank you for taking the time to participate in this triannual study—your feedback is important to us. We're proud of our service record. And we're proud of our hard working employees as well. As for our loyal BELD and BELD Broadband customers, we're glad you noticed!

And on the subject of Bright Ideas readership, we think we may have set a new record!

When asked, the majority of all respondents (91.9%) recalled receiving our Bright Ideas newsletter with their light bills. Of those, 95.9% reported reading all or some of the newsletter. When those respondents were asked whether Bright Ideas was "informative," 99.2% gave a "very good" or "good" rating.

Reynolds and Regan re-elected to Braintree Municipal Light Board

Incumbent commissioners Thomas J. Reynolds and James P. Regan have won new four-year terms on the Braintree Municipal Light Board.

Reynolds has served on the Light Board since 1999 and Regan since 2006. Also serving on the three-member board is Anthony L. Agnitti, a commissioner since 2004.

Regan (left) and Reynolds are pictured below being sworn in by Braintree Town Clerk Joseph Powers.



CONGRATULATIONS!

We've added five new channels—at no extra charge!

BELD Broadband has launched four more high-definition channels, bringing our total to 49: Scripps Networks simulcasts Food HD and HGTV HD plus Investigation Discovery HD and ION HD. We've also beefed up our Digital Plus tier with CSPAN3. In order to keep the growing number of HD channels contiguous within our lineup, this entire tier will relocate from the 600 series to the 800s this month. Most channels will air in both their old and new locations through March, but guide information will be available only on CSPAN3 during this time.

We'll make some other changes this month to free up analog bandwidth so we can add more highly requested digital and HD channels in the future. As a result, **Home Shopping Network and The Weather Channel will move down in the lineup from the Basic tier to Lifeline**, making them viewable for all cable customers. And **WGN and NESNPlus will move from the Basic to the Digital tier**. The revised lineup (below) lists the **new channel locations in bold type**:

64	13 HSN	611	811 Fox College Sports Central
36	22 Weather Channel	612	812 Fox College Sports Pacific
142	36 CMT	613	813 FUEL TV
24	163 NESNplus	614	814 HorseRacing TV
66	166 WGN	621	821 Current
NA	511 ION HD	622	822 i-Life TV
NA	557 Food HD	623	823 Sleuth
NA	560 HGTV HD	624	824 DIY
NA	731 Investigation Discovery HD	625	825 Fine Living/On Demand
566	766 WGN HD	630	830 WGBH Create
601	801 MTV Jams	631	831 'GBH Kids
602	802 MTV Tr3s	632	832 WGBH World
610	810 Fox College Sports Atlantic	NA	850 CSPAN3

For more information—or to order BELD Broadband HD service—call 348.BELD (2353).

COMMUNITY BULLETIN BOARD

Trash & Recycling brochure enclosed
Enclosed with your electric bill this month is our 2010 Trash & Recycling brochure. It's packed with useful information. The next Hazardous Waste Drop-off is **May 15**, 9 a.m.-noon, at the Recycling Center. Questions? Call the Recycling Office at 781.794.8060. The office is not open full time—leave a message, and we'll get back to you.

Braintree SEPAC seeking nominations
Braintree Special Education Parent Advisory Council (SEPAC) is seeking nominations for our 2nd Annual Community Inclusion Award, which honors members of the community who have furthered the ideals of inclusion. Send nominations (**due March 31**) to barten@comcast.net, Kristen.zechello@verizon.net or SEPAC, 128 Town Street, Braintree, MA 02184.

Braintree Women's Club Fashion Show
Braintree Women's Club will hold its Annual Fashion Show, "Breakfast at Tiffany's," **Sunday, April 18**, 11 a.m.-2 p.m., at Lombardo's, Randolph. A full sit-down breakfast will be served, and there will be many gifts and prizes. Tickets are \$35. For more information, please call Rose Farrell at 781.848.0278.

AARP meeting on April 20
Braintree AARP Chapter #4042 will meet **Tuesday, April 20**, 1:30 p.m., at the D.A.V. Hall on Liberty Street. Katie Barker and Barbara Lemire will give a presentation on the history, rent structure,

waiting list and benefits of Independence Manor. AARP will prepare and serve lunch at Fr. Bill's Place on Friday, April 23, at noon.

B.A.S.E. events announced

Braintree After School Enrichment (B.A.S.E.) will host our Second Annual Mother/Daughter Tea Party **Saturday, May 8**, at 426 Pond Street. We'll have raffles, Jenny Boston, Nail Salon, Face Painting, Crafts, Dolly Salon and more! We're raising money for the B.A.S.E. program and for the Roselyn Karll Memorial Scholarship. For more information about B.A.S.E. and the tea party, go to our website at www.basekids.com or call Alysya Rynne or Meridith Duffy at 781.849.3484.

On **Friday, May 21**, the friends and family of B.A.S.E. will host a night out at the Limelight Stage and Studio, 204 Tremont Street, Boston. Join us for karaoke and appetizers from 7-9 p.m. Tickets are \$30 pp. For tickets or more information call 781.849.3484 or visit www.basekids.com.

Relay for Life looking for new teams

The Annual Relay for Life of Braintree, Quincy, Milton and Randolph is looking for new teams. If you can't be part of a team, join us on **Friday & Saturday, June 11-12**, at the Braintree High School track to celebrate survivorship and raise money for the American Cancer Society. Members of each team will walk the track from 3 p.m. Friday through noon Saturday. Contact Barbara Swain at 781.843.1447 or barbaras14@beld.net.

BELD

www.beld.com
150 Potter Road
Braintree, MA 02184
781.348.BELD (2353)

Bright Ideas Editor/Designer
Joan Marson
jmarson@beld.com

PAYMENT LOCATIONS

150 Potter Road

Our office is open from 7:30 a.m. to 4:30 p.m., Monday through Friday. Customer Service is open until 7 p.m. on Thursday.

Drop boxes

Top of Potter Road
Beside Town Hall

Braintree Cooperative Bank

1010 Washington St.
372 Washington St.
505 Quincy Avenue

Direct Payment

Call BELD at 781.348.2353.

Online payments

www.beld.com

BROADBAND HELP DESK

Mon-Fri: 8 a.m.-8 p.m.
Sat-Sun: 8 a.m.-4 p.m.

COMMISSION MEETINGS

Public meetings are usually held monthly. Call 781.348.2353 or check www.beld.com to confirm time and date.

COMMISSIONERS

Anthony Agnitti, Chair
James Regan, Vice Chair
Thomas Reynolds, Secretary

HOLIDAY CLOSINGS

Monday, April 19
Patriot's Day



PLEASE KEEP THE PATH TO YOUR METER CLEAR

**Our meter readers
need to be able to
access your meter to
make sure your
electricity usage is
read accurately. Please
be sure to keep the way
clear of snow and
overgrown shrubs.**