



# Empowering Consumers with New Rate Plans

SECC Member's Meeting

Brad Langley  
VP Marketing

October 2023

## ABOUT US



GridX is the leading provider of Big Data Billing & Analytics technology for the new energy economy. Our technology enables utilities to better design, promote, operationalize, and drive adoption of emerging energy products and programs.

## THE VALUE WE PROVIDE

- We enable the clean energy transition.
- We empower energy suppliers to swiftly design & deploy new rates & business models.
- We accelerate the adoption of renewables with billing-grade conversion tools.

## UNMATCHED SCALE

26M

Meters Under Contract

1T

Intervals Under Management

49M+

Bills Calculated Each Day

> 500

Tariffs Modeled & Validated

## COMPANY

15+

Large Utility Customers



Backed by EIP

135

Employees

2010

Founded

# We understand utility challenges

## Utility Rates & Programs



Meet regulatory and policy requirements to modernize rates and meet business objectives



Develop rate, cost & program analysis to generate actionable BI and customer education



Increase speed to market for new products and programs to generate outcomes, fail fast, and iterate

**> 71%**

TOU rates are available to 71.1% of U.S. residential customers

**< 13%**

Only 12.9% of customers are enrolled

According to 2021 EIA data, while TOU rates are available to 71% of U.S. residential customers, less than 13% are enrolled in these plans.

## And there is another problem...

According to TMG Consulting in their report, Bringing Stability to the Complex Billing Landscape...

"Utility billing is at a crossroads. While there are advances in core CIS capabilities, today's market realities demand a more powerful and agile solution to handle the complex billing needs that are cascading across the utility industry."

Get the report



And we are hearing about this pain loud and clear from utility executives...

"It cost us \$8 million to implement a single low-income rate"

"We pay an additional \$6 million per year to support manual billing of our complex rates"

"There are so many new programs we want to roll-out but our CIS is holding us back"

# The GridX Enterprise Rate Platform manages the entire energy product lifecycle

## RATE DESIGN & ANALYTICS

Build and optimize products that benefit customers and support revenue goals

## CX: MARKETING, SERVICE & ENROLLMENT

Quickly access deep analysis and broad insights for single large customers and the full population for all rates and programs to provide accurate and timely what-if scenario tools and services.

## ADD-ON COMPLEX BILLING

Rapidly implement new and complex rates, programs and business models in parallel with existing CIS



# The GridX Enterprise Rates Platform




Enhance Rate Design & Regulatory Efficiency



 Design

Personalize & measure programs



 Analyze

Accelerate rate adoption




 KAM/CSR

 Explore

Streamline complex billing




 Calculate

Design a new rate that supports the program goals

Analyze the effects of this proposed rate on whole populations & different segments

Work with end customers to prepare them for this new program

And bill those customers that adopt the program

 Empower

REST APIs / WIDGETS

 Enterprise Rates Platform

DATA PIPELINE / RULES ENGINE



Thank You  
Brad Langley, VP Marketing & Partnerships  
[brad.langley@gridx.com](mailto:brad.langley@gridx.com)



# Empowering Customers with New Rate Plans



Paul Wezner

*Chief Product and Customer Officer*

[pwezner@powerley.com](mailto:pwezner@powerley.com)



## **VISION**

Accelerate the transition to a cleaner energy future

## **MISSION**

Empower people to proactively control their energy waste and carbon footprint

## **TEAM**

We are equally passionate about contributing to a cleaner planet as much as the technology and science that will change the way people interact with energy



### BILL AND BUDGET MANAGEMENT

Budget for the whole home or even down to the appliance-level. Plus, actionable insights to control usage and pay as you go.



### SOLARS AND GRIDMIX

Monitor solar and storage while managing the mix of generation sources.



### ELECTRIC VEHICLES

Drive EV adoption and provide tools and services to manage charging and costs.



### INTELLIGENCE FOR CSRs

CSRs can see detailed energy usage data, bill impact and advanced rate usage.



### ADVANCED RATES

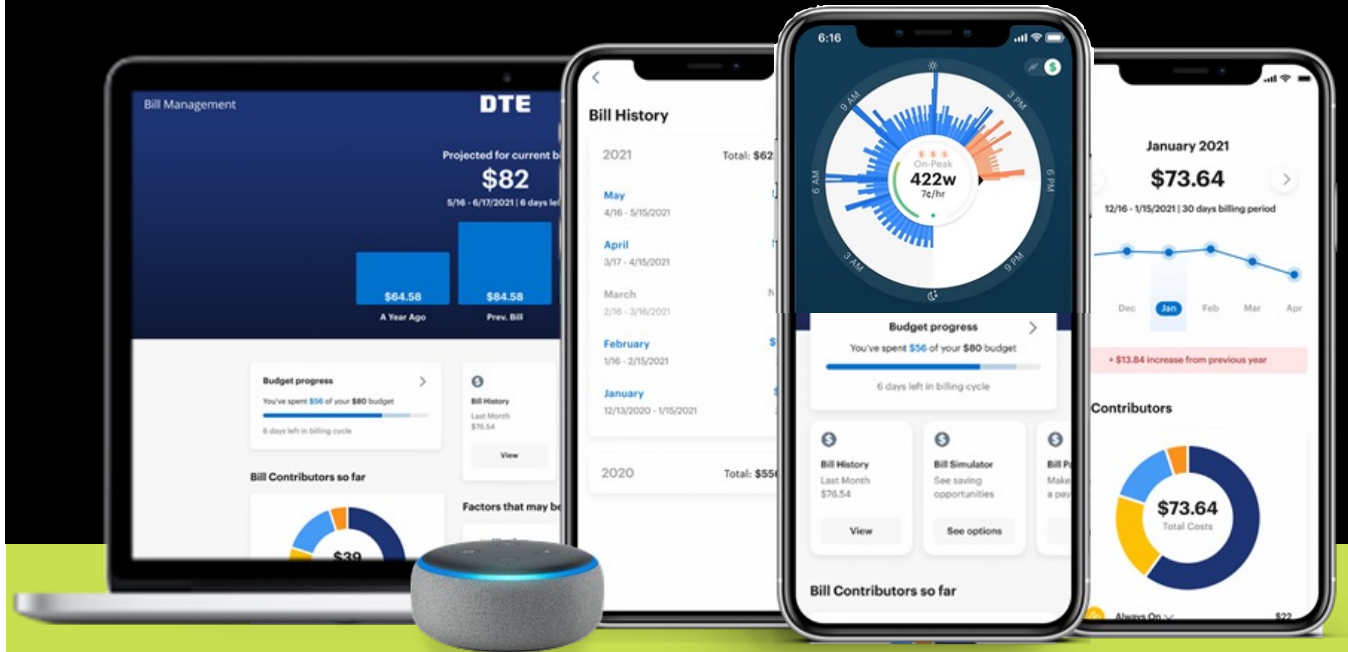
Understand how your energy is priced and get advice on on the best times to use energy.



### NEXT GENERATION OF DR

Provide just-in-time load shed/shifting via automated and behavioral drivers.

# A seamless experience across web, mobile, email & voice



Powered by a single data model to deliver tailored customer communications, content, and functionality through an interface designed to perfectly meet our customers' needs.



# The *powerley* Difference



Customer engagement and behavior change experts



Unique combination of energy data and analytics



Energy management as a revenue-generating service



Strategic partnerships that amplify best-in-class offering



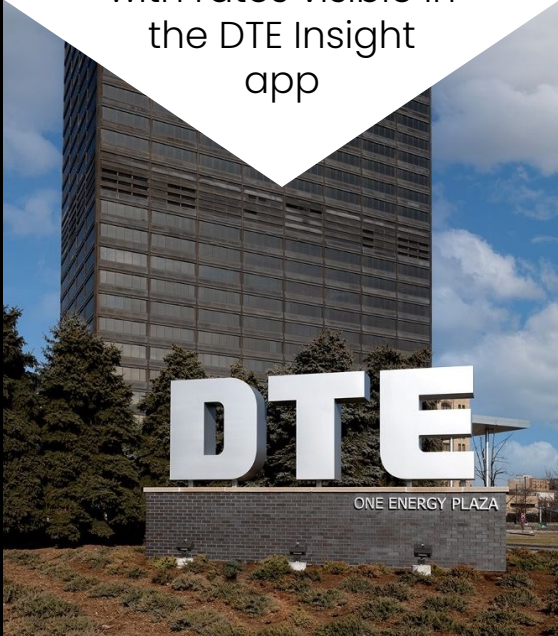
Catalyst for a clean energy future

# Powerley and DTE Energy Launch Industry-First TOU Solutions



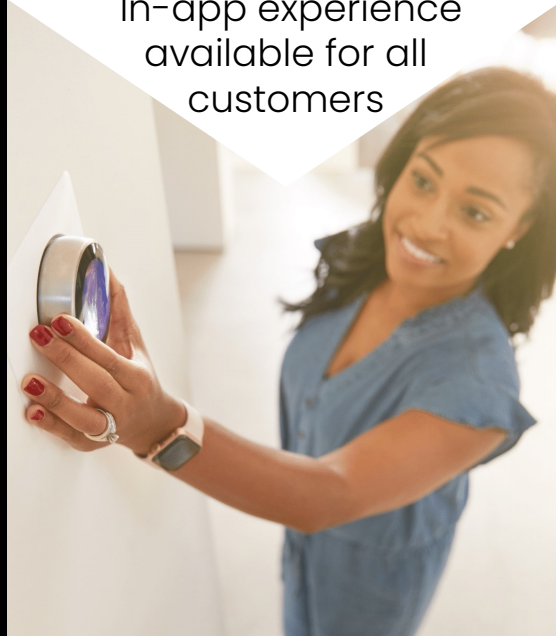
## PHASE 1

Subset of DTE residential customers participated in TOU pilot program with rates visible in the DTE Insight app



## PHASE 2

In March DTE moved customers to new Time-of-Day (TOD) base rate  
In-app experience available for all customers



## PHASE 3

Launched Bill Analyzer web solution using the in-app technology to help CSRs expedite inbound billing calls



## PHASE 4

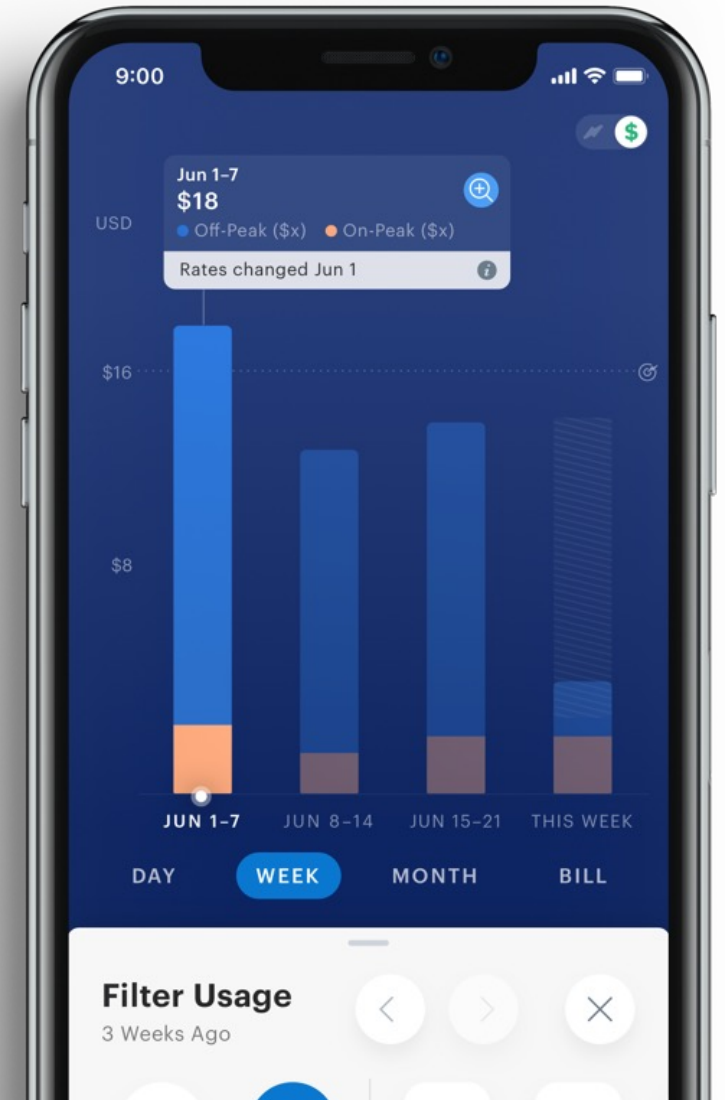
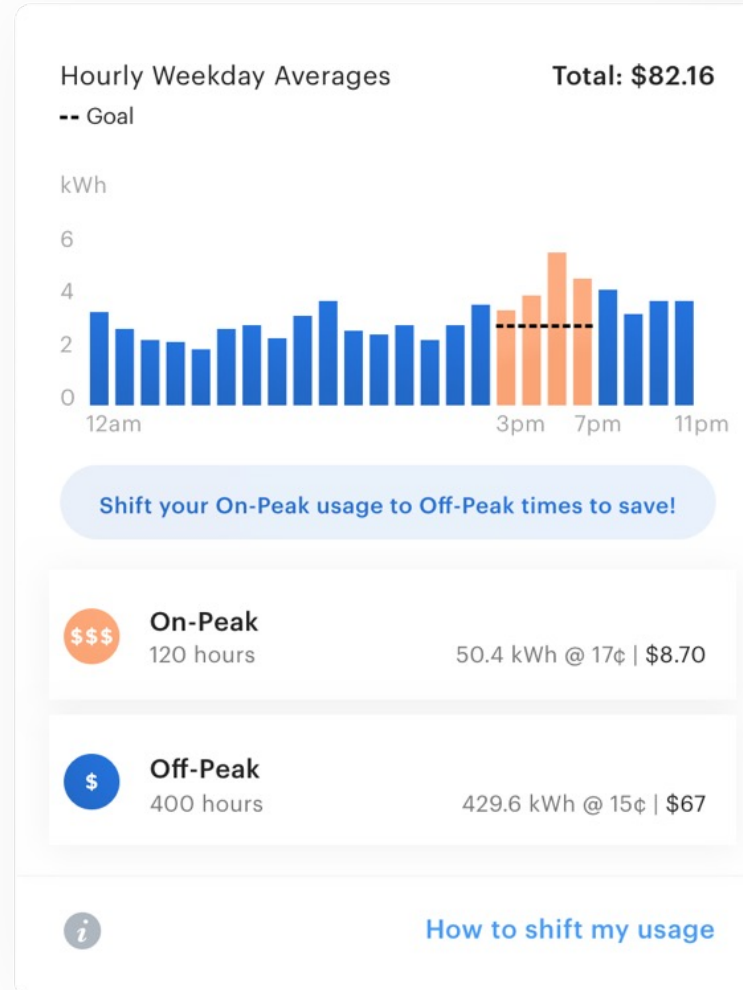
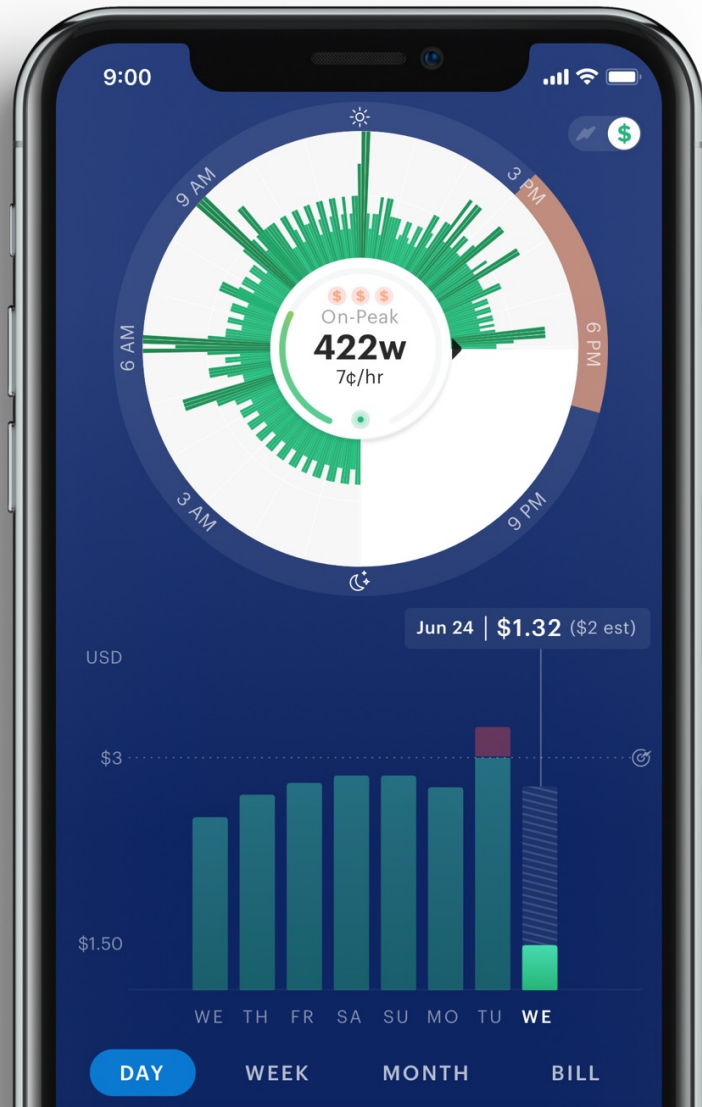
Released the Rate Simulator feature for customers to compare rate plans and simulate other energy bill changes



# DTE Insight App with TOD Experience



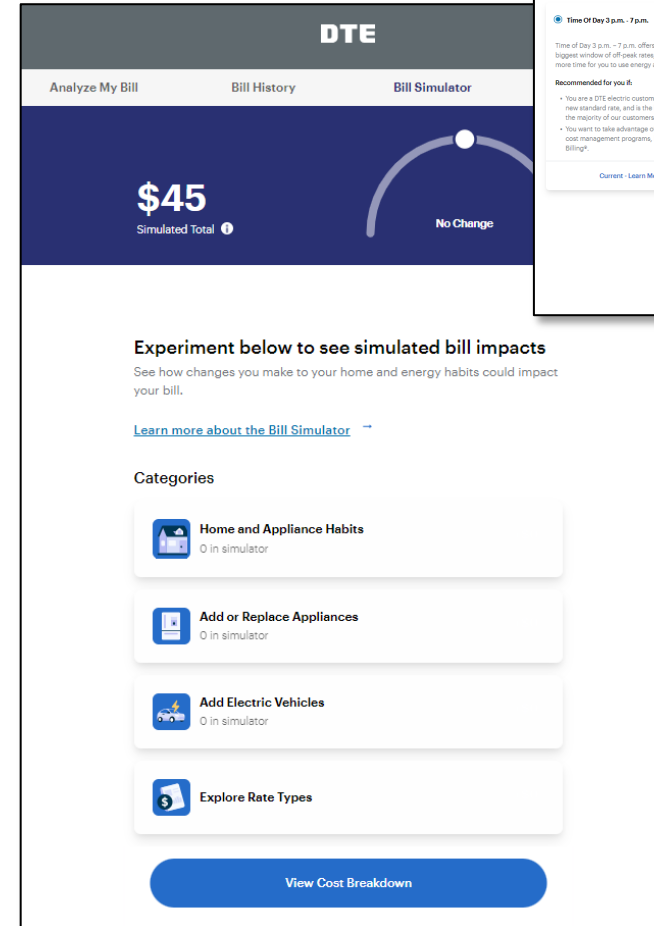
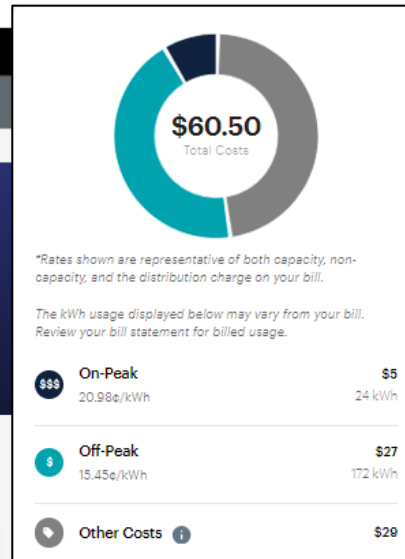
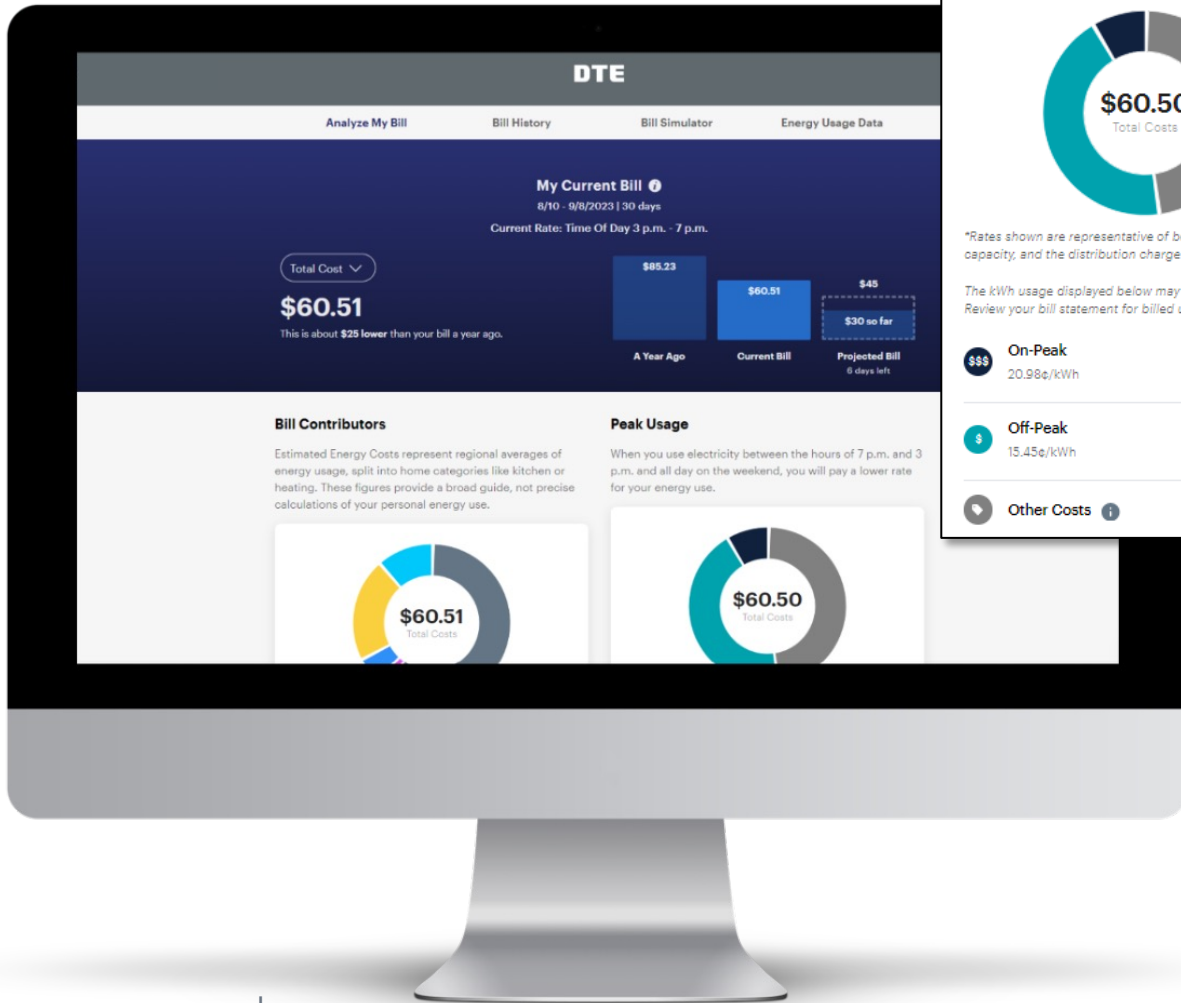
Giving customers the ability to learn, understand, and monitor their TOD rate in real-time.



# Bill Analyzer and Rate Simulator



Giving customers a dashboard view of their energy bills from all angles.



Rate Type	Current	Projected Total
Time Of Day 3 p.m. - 7 p.m.	Current	\$60.51
Time Of Day 11 a.m. - 7 p.m.	Selected	\$45
Dynamic Peak Pricing	-\$3	\$42

**Recommended for you:**

- Time Of Day 11 a.m. - 7 p.m.:** You are typically away from your home from 11 a.m. - 7 p.m. during the week. You can manage, control, or limit your energy use during the hours of 11 a.m. - 7 p.m. You do your chores that require larger appliances (dishwashing and laundry) on the weekends.
- Dynamic Peak Pricing:** A. Think you for your interest, but the address selected is not eligible for the DYNAMIC PEAK PRICING because you are currently on an interruptible rate or currently receive electric service, bulk or rate program. You may need to select another address. B. This rate is a tiered rate that allows customers with flexible energy consumption patterns to save money on their bill. You can shift your energy use or are typically away from your home on weekdays between 3 p.m. and 7 p.m. You have flexibility with some of your electricity use, especially during Critical Peak Events. These Events are not included in this cost calculation. You want to contribute to our commitment to sustaining and improving grid reliability in cases of high energy demand. You do your chores that require larger appliances (dishwashing and laundry) on the weekends.



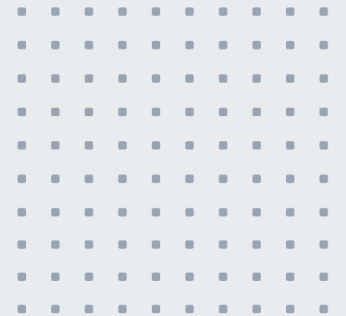
# Thank you!

Paul Wezner

*Chief Product and Customer Officer*

[pwezner@powerley.com](mailto:pwezner@powerley.com)


**powerley**





# JOEMC

Jones-Onslow Electric Membership Corporation

A Touchstone Energy<sup>®</sup>  
Cooperative 

[www.joemc.com](http://www.joemc.com)



# JONES-ONSLOW EMC

## Mission Statement

To provide safe, reliable and affordable electric service with uncompromised excellence in customer service while committing to improve the quality of life for our members through community and civic involvement.



JONES-ON SLOW EMC

# Jones-Onslow received its charter on June 22, 1939.



- Is located on the beautiful coast in southeastern North Carolina
- Surrounds Marine Corps Base Camp Lejeune and New River Air Station
- Services 6 counties—Jones, Onslow, Pender, Duplin, Lenoir and Craven



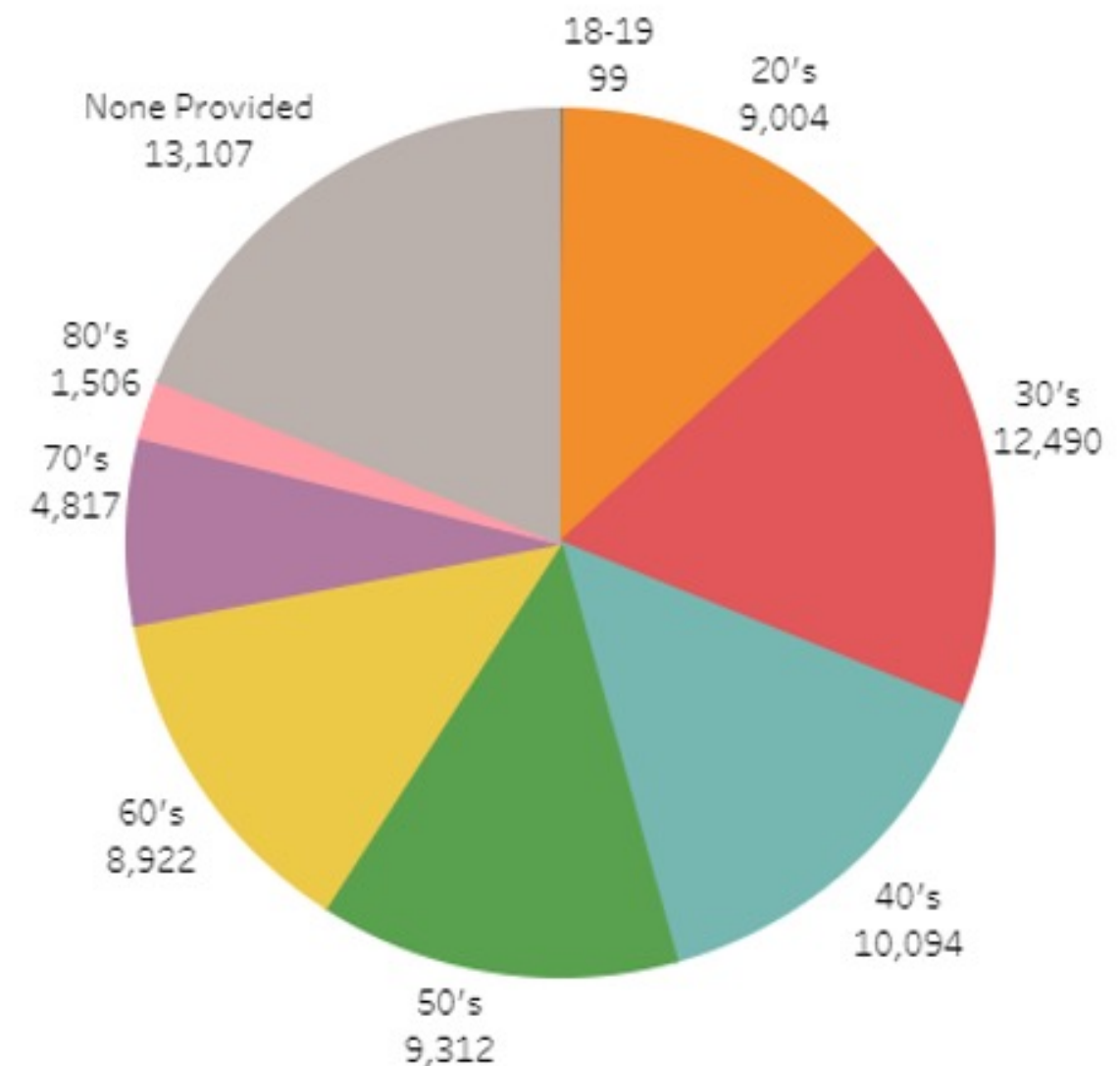


# MEMBERS & METERS

As of 2020, the median age in Onslow County was 26.5 and 48.1 in Jones County.

Jones-Onslow has over 9,000 members under 30 years of age and 15,245 over 60. The average age of our membership is mid-40s.

- 82,000+ active meters
- 68,124 active members
- 28,293 have been members for 5 or less years
- 16,183 with 20+ years



# Activity Over the Past 12 Months

**40,327** Connects/Disconnects  
*we turn off/on approximately 32% or over 26,000 of our accounts each year*

**2,761** Staked & built new residential or commercial services

**12,043** Cutoffs

**130,000+** Payments processed by IVR

**153,000+** Calls answered by MSRs

**327,000+** Payments processed via online portal (INET) & mobile app

**20,000 +** Monthly emails answered/taken action



# FlexPay

**FlexPay takes the stress out of due dates and avoid late fees.**

- Buy electricity on an “as need” basis
- Self managed
- Daily notifications-text, email, or both
- No monthly bills, no late fees, no deposit, no disconnect or reconnect fees
- \$20 minimum payment
- Enables recapture of previous debt
- Same kWh charge as monthly billing



Pay as you go and control your own electric usage.



Refuel your account as you need.



No deposit required.

# Green Power Program

Bringing renewable energy to the High Country

New River Light and Power

Presented by Mariana Greene



Appalachian  
STATE UNIVERSITY.



**NEW RIVER LIGHT AND POWER CO.**

**Powering the High Country since 1915**



# Background

---

## Creating NRLP's Green Power Program

“

---

*Nearly 76% of NRLP residential customers would pay a premium for renewable energy.*

---

”

— 2020 Customer survey

# Wholesale Contract Opportunities

## **Big changes.**

NRLP Purchases 100% of its energy.

Entered a new wholesale contract in 2021.

## **Road to renewable energy.**

The new contract allowed for the purchase of renewable energy.

As a regulated Utility was allowed to offer renewable energy but could not pass on any additional cost to customers who did not request the renewable resource.

# Green Power Program

---

## Implementation

# Launch

## August 2021

NRLP's Green Power opened the door to renewable energy in the High Country while meeting NCUC *requirements of no cross subsidy of higher renewable cost.*

This Photo by Unknown Author is licensed under CC BY-SA



# Innovative Structure

## First of its kind opt-in renewable program

- Sold in \$5 blocks of 250 kWh of hydroelectric power.
- Why Hydro: able to purchase renewable without a long-term fixed commitment to see how the program would be accepted.
- Customers can purchase as many blocks per month as they want.
- No contract, no equipment and cancel any time.
- Proceeds go to purchasing additional renewable energy.



# Challenges

## Participation

Communications around Green Power Program.

Less than 15% of the forecasted subscription despite strong polling numbers.

## Concerns

Customers sensitive to greenwashing.

Not a new renewable resource.

Non-local sourcing.

# Wins

## Town of Boone

100% of municipal buildings powered by renewable energy.

## App State

Largest renewable customer with 2,500 blocks each month.

## Watauga County

Schools and other municipalities.



# 6,866

tons of CO2 emissions offset

# 1,219,750

kilowatt hours purchased this month so far

# Contact

**Mariana Greene**

Public Communication  
Specialist, NRLP

You can find me at:  
[greenemc7@appstate.edu](mailto:greenemc7@appstate.edu)  
[@newriverlightpower](#)  
[@New\\_River\\_LP](#)

