

**MODERNIZING
CONSUMER
ENGAGEMENT
FOR A NEW ERA**



2021 Best Practices Awards



Background

GOAL: Recognize leadership from electricity providers in the shift to a more consumer-focused energy ecosystem

FOCUS: Highlight successful programs, products and strategies from electricity providers in six categories

SELECTED: An independent advisory panel of 7 experts from a wide range of energy industry stakeholders, including consumer advocacy organizations, government agencies and consulting firms



Previous Winners (2018 – 2020)



MODERNIZING CONSUMER ENGAGEMENT FOR A NEW ERA

2021 Best Practices Award Winners

Smart Energy Innovation

Technology innovation from an electricity provider related to grid modernization efforts. The winning innovation will be unique in the industry and provide a clear value proposition for residential energy customers.



Making investments in smart meters and smart grid technologies that have enabled residential customers to participate in innovative demand response programs.

HONORABLE MENTION:

Georgia Power's Smart Neighborhood Initiative

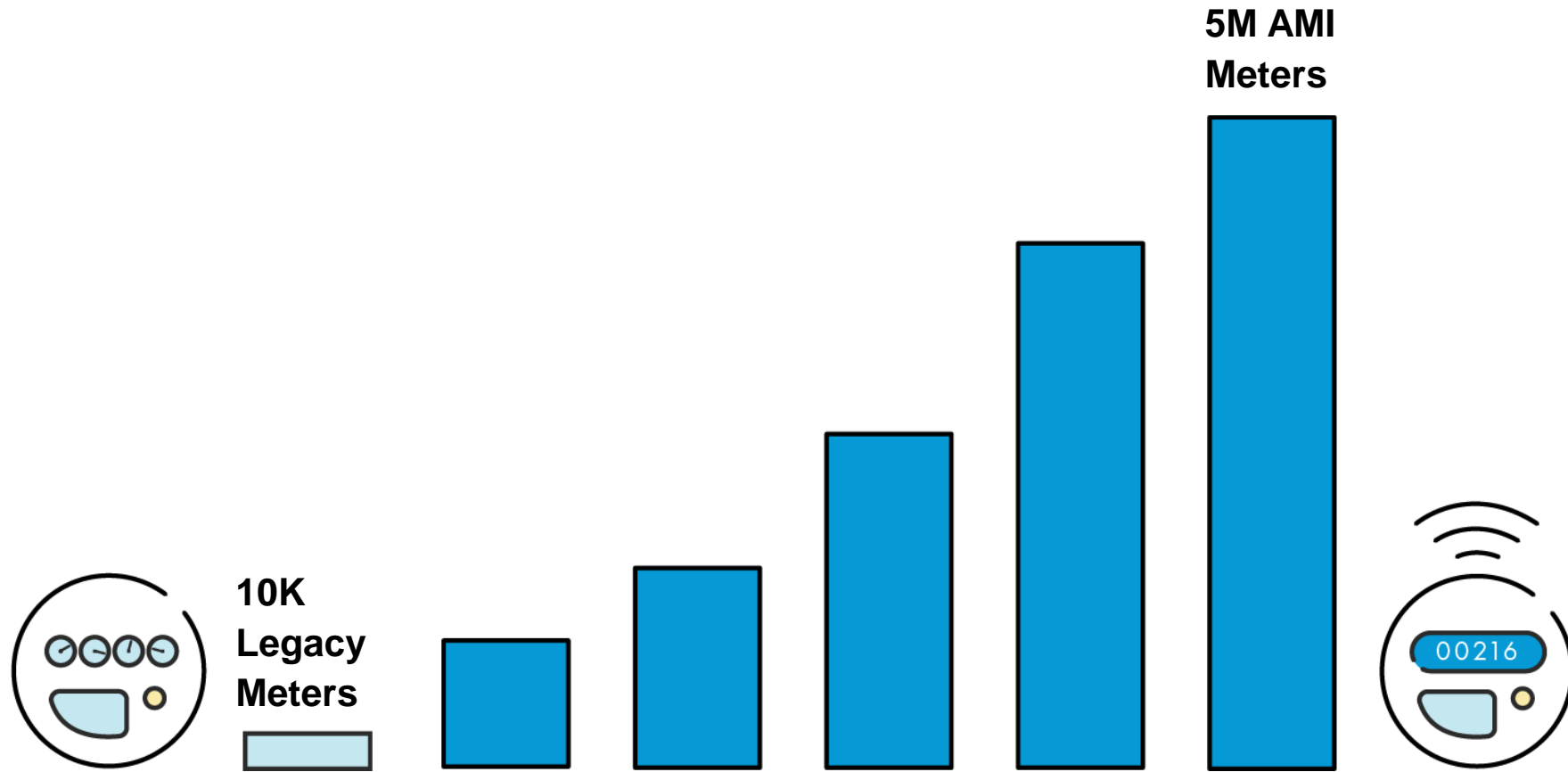




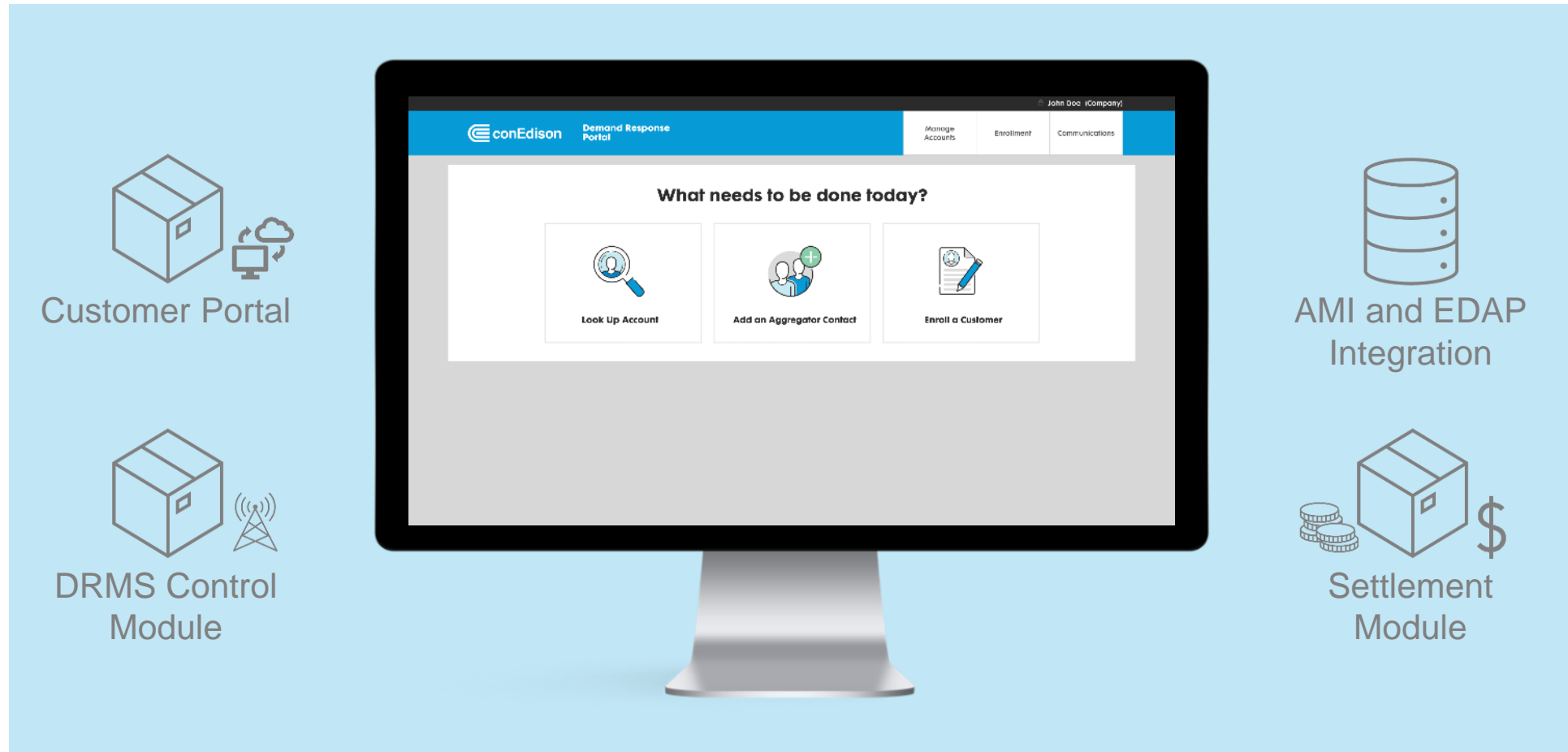
conEdison, inc.

Demand Response Overview

Growth Potential (Electric + Gas)



Demand Response Management System



The DRMS manages:

- Enrollment, validation, dispatch, and performance calculation of DR resources

Major Changes to Enrollments



Minimum enrollment
now 10 watts instead of 1 kilowatt



Bulk upload via excel & CSV

Enrollment Submission

What's New

- Enroll customers: manually, copy/paste, file upload
- Individual resources enrolled as asset: better reporting & forecasting
- More detailed information on enrollment status & issues

conEdison Demand Response Portal

Manage Accounts Enrollment Event Settlement Communications Hello JohnD

Enrollment / Customer Enrollment Summary / Customer Enrollment Entry / Enrollment Submission Review

Enrollment Submission Review

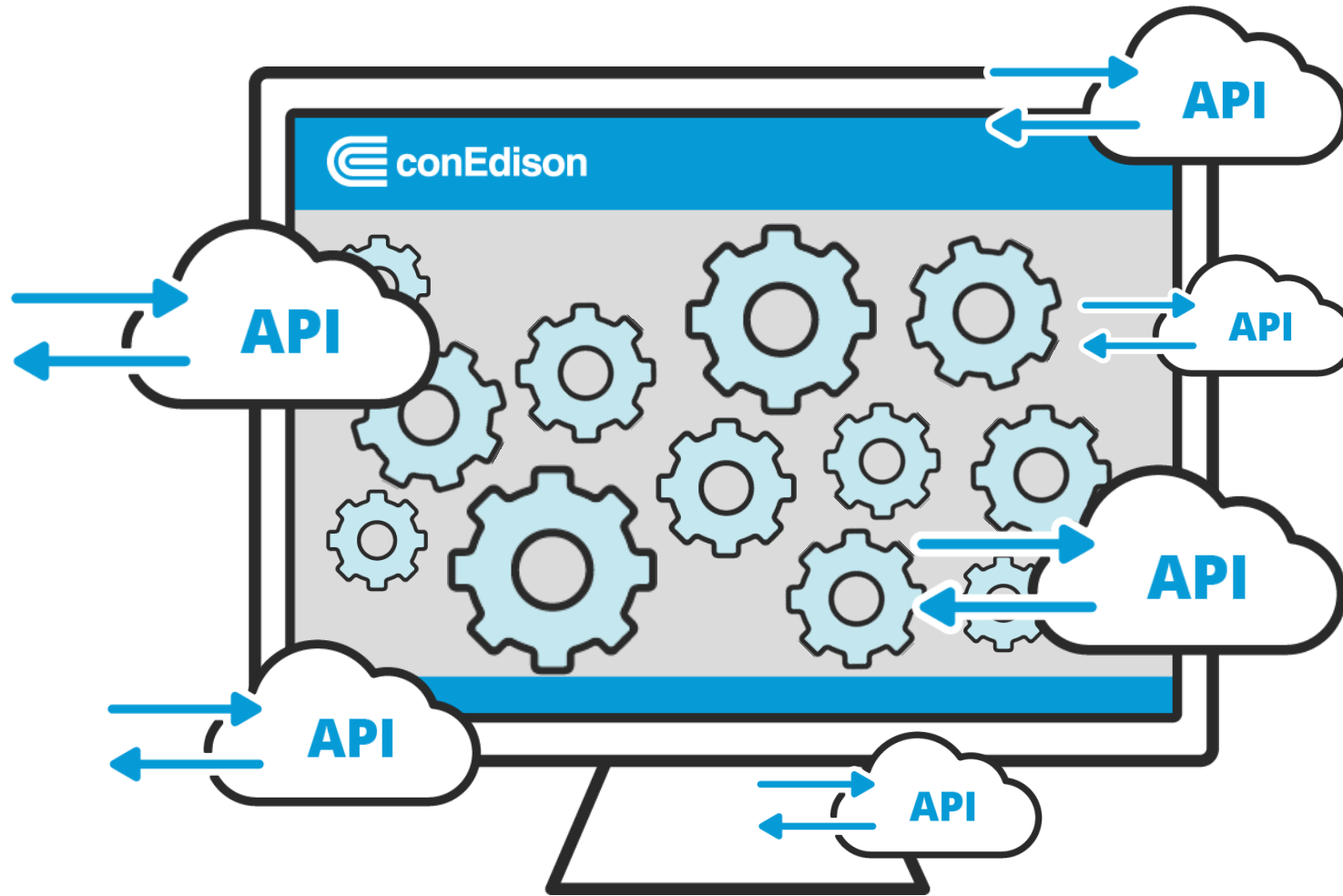
If there are issues in your uploaded file, you will need to fix them before continuing. You can also download the grid you're currently editing.

ID	Status	Account Number*	Dem.. Resp..	Pay.. Opti..*	Basell ne	Load Reduct	Start Date	On-Site Generat...	Load Reduct	Gener ation	Gen erat	Gen erat	Gen erat	Gen erat	Gen erat	Gen erat
1	Failure	12345689112	CSRP B...	Volunta...	Weath...	160	05/01/2020									
2	Failure	12345689112	CSRP B...		Weath...	160	05/01/2020									
3	Success	12345689112	CSRP B...	Volunta...	Weath...	160	05/01/2020									

BACK SUBMIT

Con Edison Privacy Policy Accessibility Policy ©1996-2019 OATI webSmartView™ - Open Access Technology International, Inc. All Rights Reserved.

All Functionality Available via APIs



Built from ground up

Culture Transformation

Shift toward customer centricity within an electricity provider, including adapting to consumer needs during the COVID-19 pandemic, by developing new organizational philosophies, strategies and metrics for customer success.



Implementing a holistic change management program, including a new customer service culture program called Customer Service Promise, to transform the whole company into a more customer-centric organization.

HONORABLE MENTION:

Duke Energy's Think Customer Initiative



Consumer Engagement

High level of engagement and participation in a program and/or service, along with significant benefits to the consumers for their participation.



Launching a customer-driven initiative that is removing barriers of electric vehicle adoption by improving the consumer buying experience.

HONORABLE MENTION:

Ameren Illinois' Smart Thermostat Blitz







BLOGS / SEPTEMBER 21, 2018

THAT TIME I TRIED TO BUY AN ELECTRIC VEHICLE... AND NO ONE WOULD SELL IT TO ME



Collaboration=Success



Office of Sustainability



Technology Partners



Local Auto Dealerships



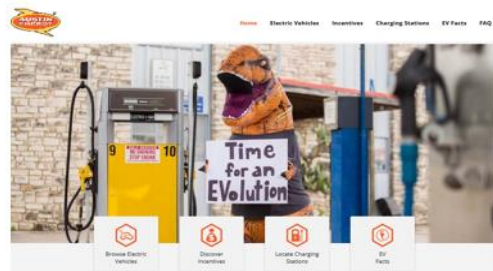
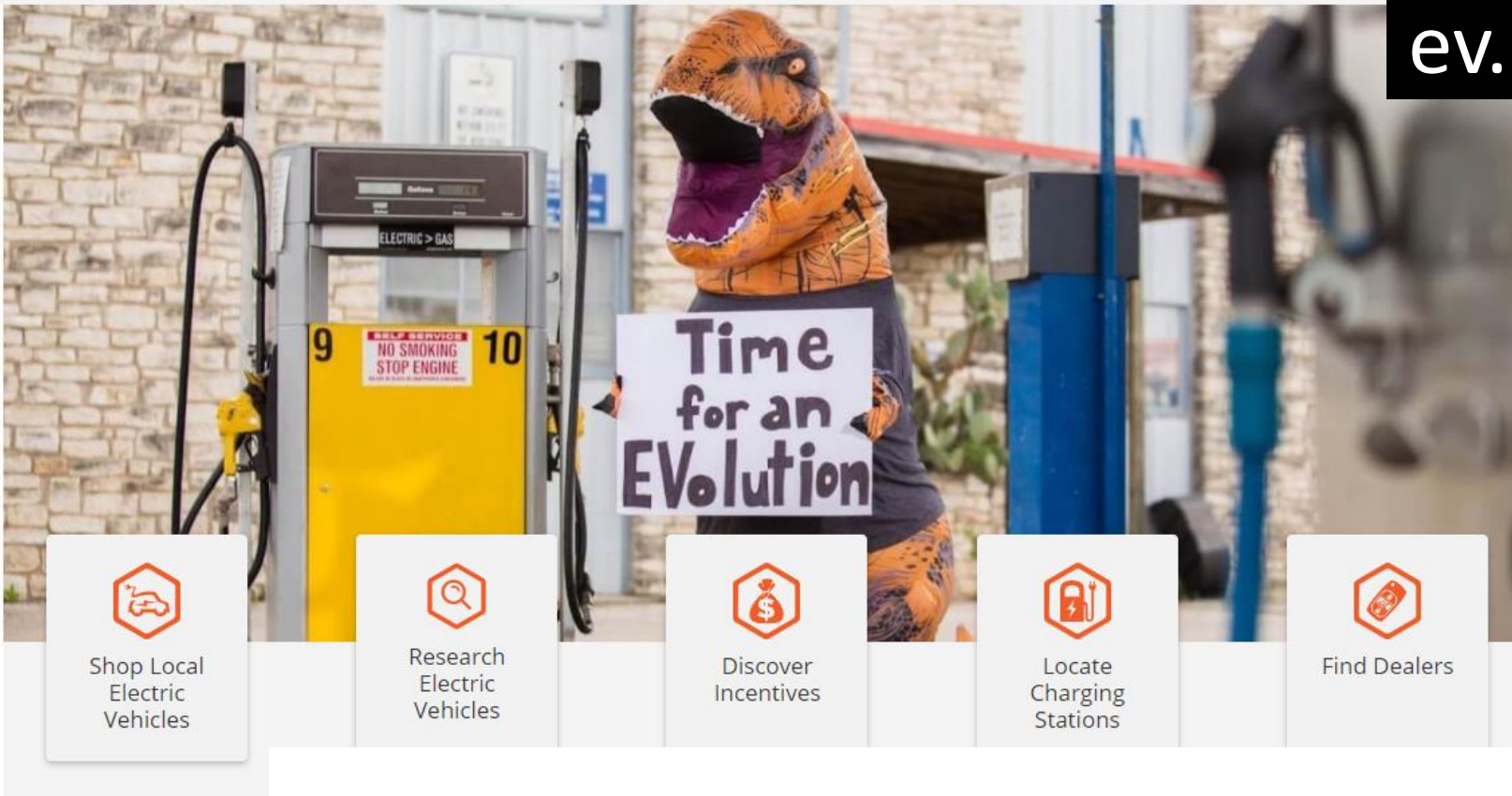
Mayor Steve Adler





ev.austinenergy.com

Exceeding 10,000 Unique visitors per month in Austin's growing market that is selling 350 EVs per month



Learn



Experience

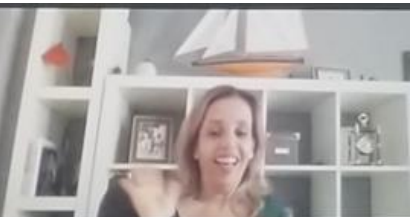


Simplify



Adopt

Special Thanks, EV & Emerging Technologies Team!



Underserved Markets

A program, service or product from an electricity provider that has successfully engaged and benefited a traditionally underserved consumer segment (e.g., renters, low-income consumers, seniors).



Developing Home Uplift, a collaboratively funded program that provides income-eligible homes with no-cost energy improvements.

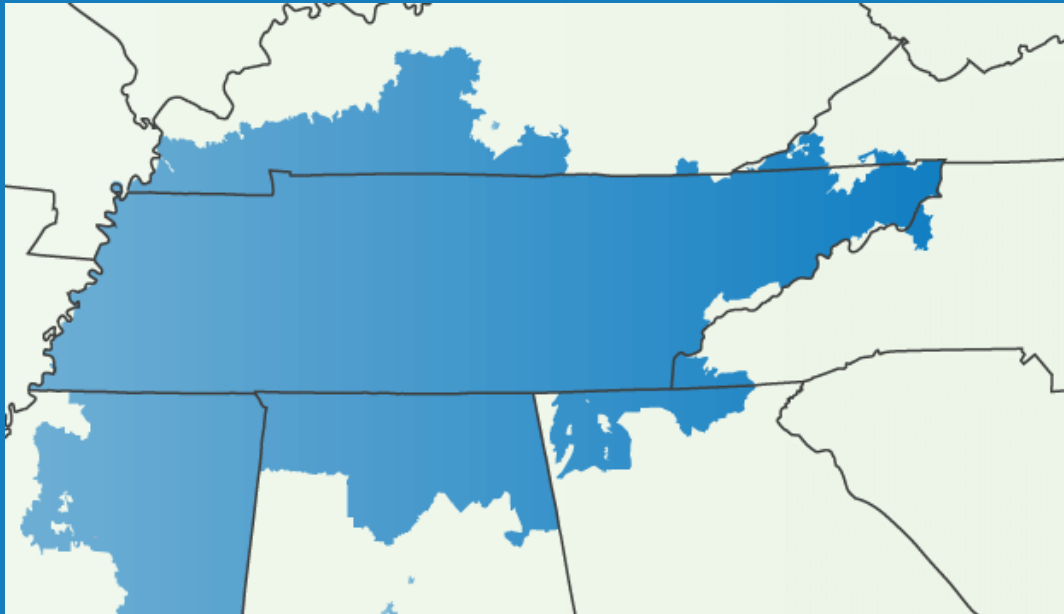
HONORABLE MENTION:

National Grid's Welcome Home Thermostat Program



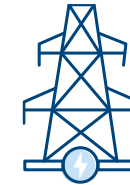
We believe in uplifting lives.





- Nation's largest public utility
- 80,000 square miles touching parts of 7 states
- Approximately 10 million residents
- 153 Local Power Company Partners

IMPROVE QUALITY OF LIFE IN
THE TENNESSEE VALLEY



Energy



Environment



**Economic
Development**

Available Home Uplift measures



HVAC Systems



Duct Systems



Attic & Wall Insulation



Windows & Doors



Water Heating



Lighting



Air Sealing



Refrigerators



Community-Driven Funding Model

- Local Power Company Round Up Programs
- City Governments
- Local Housing Authorities
- State Energy Offices
- Competitive Grants (FHLB)
- Federal Grants (HUD, CDGB)
- Foundations
- Corporations
- Local Nonprofits
- Community Action Agencies

BY THE NUMBERS*

Home Uplift results

5,094

AVERAGE KWH SAVINGS
PER HOME

1,200

HOMES Upgraded

1,000

HOMES per year target

27

PARTICIPATING
Local Power Companies

\$8,500

AVERAGE COST PER
RETROFIT

\$13.5M

LPC & THIRD-PARTY
CONTRIBUTIONS

\$13.5M

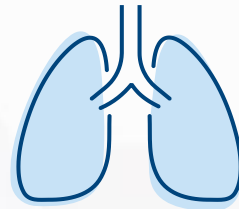
TVA MATCHING FUNDS

*As of March 31, 2021

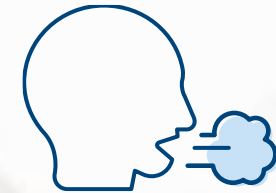
Quantifying non-energy impacts



Home Uplift outcomes
beyond traditional utility
EM&V



National research form
is studying non-energy
impacts (NEIs) on Home
Uplift participants



NEIs being studied
include asthma, COPD,
thermal stress, trade-
offs to paying energy
bills, and quality of life

***Preliminary data show strong correlation between energy upgrades and improvements in participant health outcomes**

Consumer Education

A successful education campaign that increases reach and awareness of consumers on how they can benefit from energy efficiency, smart energy, renewable energy or related programs and services.



Energy Efficiency Education Program that helps students learn about the importance of energy conservation and for safely adjusting the program due to COVID-19.

HONORABLE MENTION:

Austin Energy's Residential Solar Education Program



SMB Engagement

Programs, services and/or technologies that have successfully engaged small-and-medium business customers and helped them achieve their organizations' energy goals.



Quickly adapting its robust portfolio of no- to low-cost energy efficiency programs to help small businesses safely save energy and money during the COVID-19 pandemic.

HONORABLE MENTION:

AEP Ohio's Non-Residential Customer Engagement Solution



Thank You SECC!



Chad Miller
Senior Program Manager
Energy Waste Reduction Programs

Virtual Energy Coaching

Helping Michigan's small businesses succeed



Consumers Energy
Count on Us®

Reduce your energy use and lower your bill, virtually

[+ Learn How](#)



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Consumers Energy

RESIDENTIAL BUSINESS COMMUNITY COMPANY

Small Business Energy Efficiency Program

Small Business Virtual Energy Coaching

A Safe Free Service to Help Your Business Save Energy and Money

Looking for ways to reduce your energy use and lower your bill? Virtual Energy Coaching is a free service where one of our energy experts will go over your energy use with you, and then suggest programs and rebates that can lower your business energy cost. Energy use is done safely over the phone, just like the rebates we get rebates.

How Virtual Coaching Can Help Your Business

- Identify energy saving opportunities
- Answer your energy-related questions
- Guide you through the rebate process
- All done safely over the phone
- All at no cost for you

Simply Fill Out the Form to Get Started

*First Name

*Last Name

*Business Name

*Installation Street Address

*City

*State

*Zip Code

*Phone Number

*Email Address

Consumers Energy Account Number (Optional)

*Service Type (Choose One)


Electric

Natural Gas

Combination

Marketplace: Free Thermostats

Helping Michigan's small businesses



See if your small business qualifies for a FREE smart thermostat

[+ Check Now](#)




Consumers Energy
Count on Us®

November 5, 2020

Dear 1 OAK INC.,

Offer extended! Through Nov. 30, we're offering your choice of any smart thermostat from our Business Marketplace for FREE* as a way to support your business and help you save energy.



Smart thermostats:

- Can help you save up to 23% on your heating and cooling costs
- Allow you to control settings from anywhere at any time
- Automatically adjust based on occupancy, scheduling and weather
- And more!

Visit [ConsumersEnergyMarketplace.com/sale](#) and select any available smart thermostat before Nov. 30. It's that easy!

We hope your free smart thermostat helps your business save energy and money – all while keeping your employees and customers comfortable!

Chad Miller
Program Manager

*Taxes may apply. No additional program enrollment or conditions apply. While supplies last. The discount will be automatically applied at checkout. Limits apply. Products purchased must be installed in a business that uses less than 1,200,000 kWh of electricity or 15,000 Mcf of natural gas per year.

Consumers Energy
Count on Us®

Business Energy Efficiency Programs

Our Gift to You: A FREE Smart Thermostat



Consumers Energy
Count on Us®

OFFER EXTENDED: YOUR CHOICE OF ANY SMART THERMOSTAT - FOR FREE.

Order until through Nov. 30. Discount automatically applied at checkout. Limits apply.


*Your business has been successfully validated as an "Eligible and Tax Customer." We require businesses to have an active account in Michigan and only accept orders. Please contact shipping for more program and customer assistance.

[Shop Now](#) [Learn More](#) [Terms & Conditions](#) [Close](#)

Consumers Energy
Count on Us®

Free Smart Thermostats

Take Your Pick: All Smart Thermostats Are Now FREE



Get a free smart thermostat for your business.

We're always looking for ways to support Michigan businesses. That's why we're giving your business your choice of smart thermostat – for FREE!

Smart thermostats:


- Help you save up to 23% on heating and cooling costs
- Allow you to control settings from anywhere at any time
- Automatically adjust based on occupancy, scheduling and weather

[+ Get Offer](#)

Offer valid Sept. 28 through Oct. 30, 2020. Taxes may apply. No additional program enrollment or conditions apply. While supplies last. The discount will be automatically applied at checkout. Limits apply. Products purchased must be installed in a business that uses less than 1,200,000 kWh of electricity or 15,000 Mcf of natural gas per year.

Sign Up Bonus: 25% Off Your Next Marketplace Purchase!

Register your account to access your business' energy use, start earning rewards to redeem for gift cards and more! Your Small Business Energy Portal is a dashboard where you can easily view savings opportunities and create an Energy Action Plan for your business.




[+ Sign Up Now](#)

Consumers Energy
Count on Us®

Free Smart Thermostats

All Smart Thermostats Now FREE



Special offer: Get any smart thermostat for free.

Valid while supplies last.


Things are constantly changing for businesses, but one thing's for sure: we can help you lower your energy bill with a FREE smart thermostat. Save up to 23% on your heating and cooling costs, control your settings from anywhere at any time, and prevent energy waste with auto-scheduling.

[+ Get Offer](#)

Offer valid Sept. 28 through Oct. 30, 2020. Taxes may apply. No additional program enrollment or conditions apply. While supplies last. The discount will be automatically applied at checkout. Limits apply. Products purchased must be installed in a business that uses less than 1,200,000 kWh of electricity or 15,000 Mcf of natural gas per year.

Sign Up Bonus: 25% Off Your Next Marketplace Purchase!

Register your account to access your business' energy use, start earning rewards to redeem for gift cards and more! Your Small Business Energy Portal is a dashboard where you can easily view savings opportunities and create an Energy Action Plan for your business.



[+ Sign Up Now](#)

Get to Free: Up to \$30,000



Now more than ever, we're here to help you save energy and money. Your business may qualify for FREE energy efficiency products and installation.



Get to FREE Program
Your business could qualify for FREE energy efficiency equipment and installation!

As Michigan starts to get back on its feet, we created a special program to help your small business.

This is a limited time offer for the first 100 small businesses to apply with qualifying projects.

To qualify, the whole facility must be addressed (interior, exterior and refrigeration, if applicable). Small business facility capping rules apply.



Get started!
ConsumersEnergy.com/smallbusiness
or call us at:
Mike Olsen - East & West Side of Michigan - 517-977-8273
Michele Horstman - Northern Michigan - 989-859-2828

08/30/2020 v1

Small Business Energy Efficiency Program

Saving Energy is Smart for Your Small Business
Your energy savings can make a big difference in your bottom line. Here are some ways you can save energy and money with our office energy efficiency programs designed for small businesses.

[DISCOVER REBATES](#)

Let Us Help You Find Energy Savings
Get help with energy savings and the rebate process - safely and at no cost.

Limited time: Get to FREE Program!
We know times can be difficult, so we are offering the first 100 small business projects that meet the following criteria FREE energy efficiency equipment and installation. The following businesses qualify:

- Locally owned restaurant
- Taxi
- Small office building
- Small retail building

The whole facility must be addressed (interior, exterior and refrigeration, if applicable). This program is for electric or combination customers. Small business facility capping rules apply. [Click here](#) to view rules.

Find out if you qualify!

Your Name:

Your Email:

Business Name:

Phone Number:

Your Address:

Consumers Energy account number (optional):

Market Type (checkboxes):
 Home
 Commercial
 Government

Small Business Marketplace
Instant Product Delivery & Free Shipping

Small Business Energy Efficiency Assessment
Solutions for Your Small Business

EXPLORE ENERGY EFFICIENCY SOLUTIONS FOR YOUR BUSINESS

- Rebates**
Saving energy pays for itself quicker with rebates for your business. [LEARN MORE](#)
- Tools and Tips**
Discover tools and tips to save your business energy today. [LEARN MORE](#)
- Special Programs**
See with programs designed for specific industries or energy costs. [LEARN MORE](#)

Consumers Energy Sponsored

Local restaurants, retail, salons and small offices can qualify for free energy efficiency and upgrades.

Free energy efficiency upgrades, see how

CONSUMERSENERGY.COM
Supporting Michigan Small businesses [LEARN MORE](#)

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Local retail, restaurants, salons and small offices can qualify for free energy efficiency and upgrades.

Free energy efficiency upgrades, see how

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Local salons, retail, restaurants and small offices can qualify for free energy efficiency and upgrades.

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