

Top tips from the Field

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Agenda

Topics of discussion

1 EnergySavvy Overview

2 The EE Process for the LMI Sector

3 Case Studies

4 Top Tips

Who We Are

Cloud software company bringing DSM into the 21st century



- Started in 2008
- 30+ utility partners including NYSERDA and 2 other NYS utilities
- Headquarters in Seattle, satellite office in Boston and metro NYC
- Tom King, former CEO of National Grid US and Board Director of National Grid plc, newest EnergySavvy Board Member
- Active provider to the LMI sector

EnergySavvy Stats

Experience with End Use Customers

Data Analyzed

1+

Billion
calculations

2.8

Million
customers

48

Million
usage data points

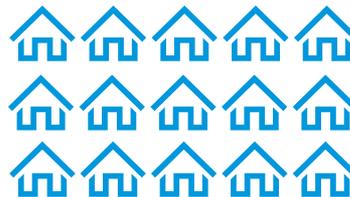
1

Million
weather data points

Results From



>600,000 self-serve audits



65,000 projects



4,200 contractors

The EE process for LMI



What are some of the challenges or frustrations that you've experienced?

Consider the customer, provider, and utility perspectives

	Challenge	Effect
Engagement	<ul style="list-style-type: none">•••	<ul style="list-style-type: none">••
Action	<ul style="list-style-type: none">•••	<ul style="list-style-type: none">••
Insights	<ul style="list-style-type: none">•••	<ul style="list-style-type: none">••

What we hear in the field

Only a fraction of our eligible customers are contacted about LMI programs

Many customers don't want an auditor to come into their home

Our onsite audits find that many homes have major building envelope issues. Energy efficiency isn't the right next step.

There is no agreed upon definition of the 'M' in LMI

Our EM&V reports come out so late that I can't use them help me plan my program

It takes a lot of time to pull data about customers and transfer it to the next person in the process

Bringing EE to the LMI sector is different

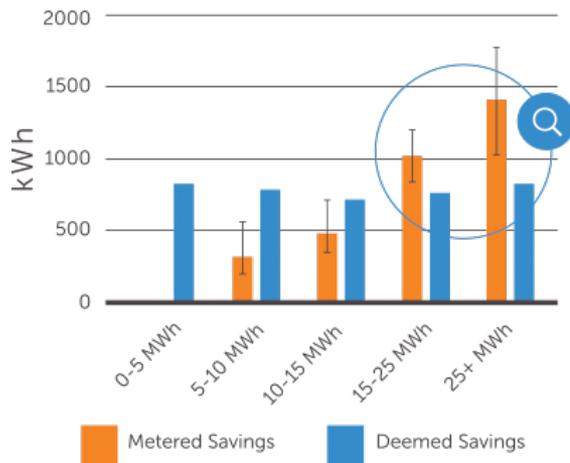
- Limited outreach budgets
- Qualification is time consuming and expensive
- High administrative burden/Lots of paperwork
- No single view because lots of stakeholders
- M&V results are delayed
- Provider/contractor performance varies
- Hard to measure success: Multiple benefits, no single measure of success

Problem: Limited outreach budgets

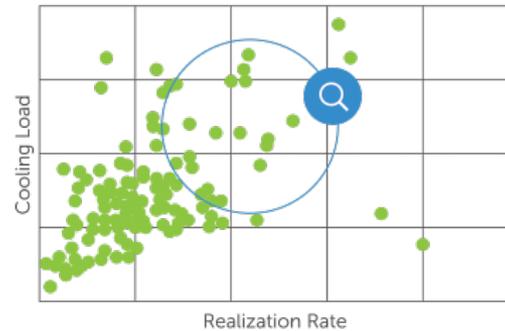
Solution: Segment customers for fit



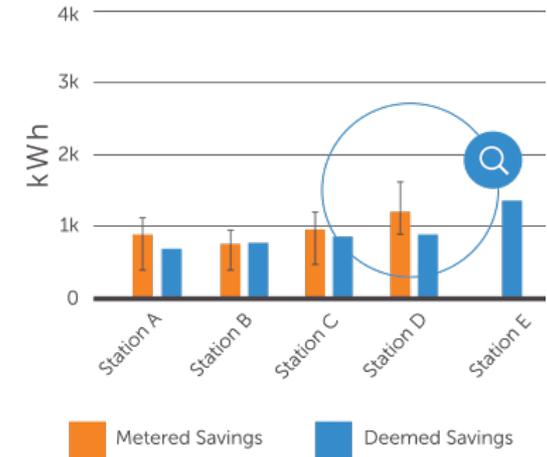
SAVINGS PER PREMISE BY TYPICAL ANNUAL USAGE



REALIZATION RATE BY COOLING LOAD



SAVINGS PER PREMISE BY WEATHER STATION



= Candidates for High Savings

- Identified homes with greater potential to achieve energy savings
- Generated list of high-savings-potential homes for a targeted marketing campaign
- Search by pre-usage levels, cooling load, region, etc.

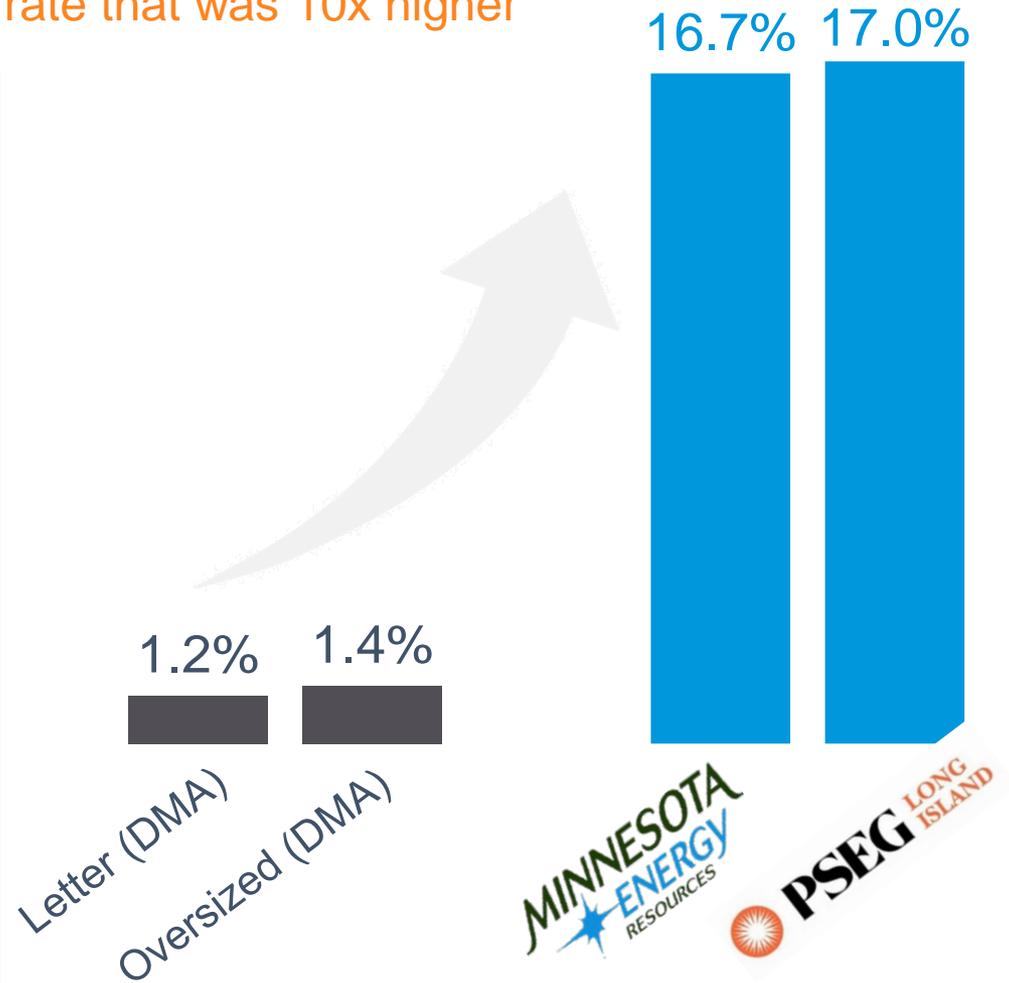
Problem: Qualification is expensive
Solution: Use self-service



Case Study: MER found a response rate that was 10x higher



17% Response rate
20% Higher satisfaction
 (Minnesota Energy Resources)



Direct Mail Based Audit

Provides site specific information prior to on-site audit



Name
Address
City, State, Zip

Dear <customer>,

<utility name> is always looking for ways to help our customers save money on their utility bills. Now that the cold winter is finally over, use. A great way to start is by assessing your home's energy use. Improvements you can install to make your home more energy efficient.

To make it easy, we're providing a free Energy Savings Survey back by April 30th and you'll get your customized report next year.

Just follow these simple steps:

1. Complete the Survey: For each question, select the best answer.
2. Mail It Back: When you're done, place the survey in the enclosed self-addressed, stamped envelope and send it back to us.
3. Get your Report: We'll send you a customized report next year.

If you prefer, you can complete the survey online at utilityco.esurvey.com.

Your customized home energy report will identify ways to save up to \$2,500 available from our rebates program.

Don't forget to postmark the completed survey by **April 30, 2012**.

Thanks,
John Hancock
John Hancock
Program Manager, Energy Efficiency Programs



Scan this code with your mobile device to do the survey online.
Or go to: <http://utilityco.esurvey.com>



START HERE
↓

TAKE OUR EASY SURVEY TO GET YOUR FREE HOME ENERGY PROFILE

Use a black pen and fill in the bubble that best fits the description of your home.
Example: Answer A Answer B

What type of ducts are in your home?


 Flexible ducts


 Hard with no insulation


 Insulated hard ducts


 None


 Not sure

TIP: You can usually see the ducts in the ceiling of your basement and coming out of your furnace or air conditioner.

What best describes your home's air conditioner?
(check only one)


 15-year-old or older central AC


 5 to 15-year-old central AC


 Less than 5-year-old central AC

Select the specific type of air conditioner:


 15-year-old or older wall AC


 5 to 15-year-old wall AC


 Less than 5-year-old wall AC


 15-year-old or older window AC


 5 to 15-year-old window AC


 Less than 5-year-old window AC


 Portable AC


 None

TIP: If you have a heat pump for your AC, select Central and then the approximate age of your heat pump.

ENERGY SAVINGS SURVEY | PAGE 1 of 7

1988-1999
 2000-2011
 2012 or after

6
 7
 8 or more

1,251-1,500
 1,501-1,750
 1,751-2,000

2,001-2,250
 2,251-3,000
 Greater than 3,000

CONTINUE TO SECTION II: STRUCTURE

ENERGY SAVINGS SURVEY | PAGE 7 of 7

CONGRATULATIONS!
YOU HAVE FINISHED!

Now place your completed survey in the enclosed self-addressed, stamped envelope and send it back to us. We'll send you a customized report identifying low-cost ways to lower your bill next year.

Problem: Qualification is expensive

Solution: Raise awareness through customized messaging

Engagement



Action

Insights

Case Study: Turn direct mail audits into relevant recommendations

SAVVYUTILITY

Your Energy Profile

Back and Pre-Qual Enrollment Line
Full Name
Or Current Resident
Address 1 Address2
City, ST ZIP+4
Z I P

USES LESS ENERGY | USES MORE ENERGY

POTENTIAL ANNUAL SAVINGS:
\$800

Dear <Firstname>:
Recently you completed an energy profile of your home by mail. We're happy to provide you with this custom report detailing your opportunities to save money and lower your need for energy!
Based on what you told us about your home we found opportunities that could save you up to \$800 each year. Let's look below to find out where to start.

First up!
You can save big on energy, and get cash to do it! Your Home Energy Profile shows that cutting energy waste can slash your energy bills. But there's even more good news. You can:

- Qualify for up to \$800 in rebates to help pay for energy efficiency improvements to your home.
- Take advantage of affordable financing that makes it easy to upgrade your home on a budget.
- Have an expert uncover the energy waste in your home - for free. Qualify for a home energy assessment at no cost.

Get started today at www.utilityco.com/now or call us at 1-800-555-4433.

More customized opportunities for your home
In addition to the opportunity above, these recommendations are listed in the order likely to have the greatest impact on your home's efficiency.

<p>Explore your solar potential with our online solar calculator: http://utilityco.energysavvy.com/go-solar. You can also visit Go Solar USA, www.gosolarusa.org, to locate an active solar contractor.</p>		<p>Upgrade wall insulation to modern standards. Upgrading your insulation can reduce your heating and cooling costs by 30 percent. Wall insulation can often be added, even after your walls and drywall are closed up.</p>	
<p>Upgrade attic insulation to modern standards. Attic insulation is usually the quickest and easiest insulation upgrade because of an attic's accessibility. It helps keep you warm in the winter and works to keep heat out in summer.</p>		<p>Upgrade to a heat pump water heater. Consider upgrading to a more energy-efficient heat pump water heater. It may result in potential bill savings of 12%.</p>	

Our recommendations are improvements that are most likely to give you the biggest bang for your buck, but every home is unique. To know for sure how efficient your home is and what needs to be improved, connect with an Energy Resources professional.
The estimated savings from this profile should be used as a tool to help you learn more about your home and how you use energy in your home. Typical energy prices are calculated as an average of actual prices in the region over the last 12 months. Future energy prices are unpredictable and may mean that your savings will be higher or lower than expected.

Savings drive action

Track effectiveness

Recommend best fit action

Problem: High Administrative Burden

Solution: Single System Record



Case Study: Columbia Gas of Ohio

Challenges

- WarmChoice, \$13 million, 30-year venerable program
- 70,000 completed projects to date
- 4 non-profit implementers/providers
- Information stored in large paper files that were difficult to access

Goals

- Simplify customer experience
- Streamline program operation by reducing paper
- Create a consistent process across all implementers
- Support Health/Safety by tracking measures installed at the gas line

Problem: High Administrative Burden

Solution: Web Portals to share information

The screenshot displays a web portal interface for Home Energy Services. The main content area shows a task list with the following items:

- Complete Site Visit QA – Completed in 34 days**
 - Completion Data

All possible lights installed	Yes
Customer satisfaction score (1-100)	81
Date QA completed	Nov. 8, 2015
Notes	None
Photos	
QA report	None
QA result	Pass
Showed ID to the customer	Yes
 - Complete Site Visit QA Task History

04/25/2016 3:19 p.m.	Completed	by Quality Assurance
04/25/2016 3:18 p.m.	Opened	by Quality Assurance
03/22/2016 2:39 p.m.	Assigned	by System
- Home Energy Assessment – Completed in 50 days**
- Confirm Account and Eligibility – Completed in 17 days**
- Confirm Project – Completed in 7 days**

The sidebar on the left contains the following information:

- Home Energy Services**
- Tom Johns** (Project ID: 1552, Past due 21 days past due)
- Next Action**
- Full Details**
- Edit Project**
- Edit Application**
- Premise** (113 School St, Kansas City, MO 64128)
- Participant** (Tom Johns, 351-586-5535)
- Program Info** (Stage: Review, Updated: 28 days ago)

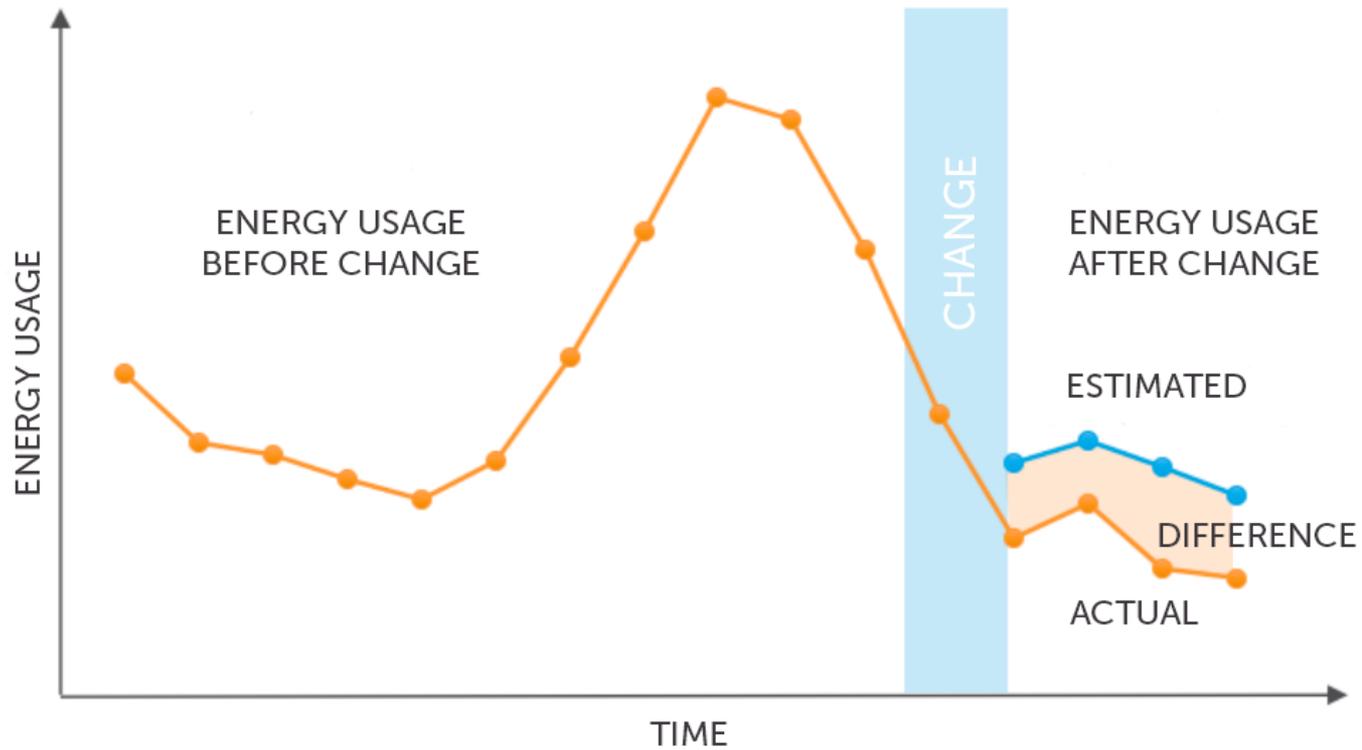
The top navigation bar includes 'Engagement', 'Action', and 'Insights'. The right sidebar shows a 'Quality Assurance' section with 'Last modified: 28 days ago by Quality Assurance' and 'Assigned on: March 22, 2016'. A search bar and user profile for Geeta Ranade are also visible.

How Automated M&V Works

Engagement
👥

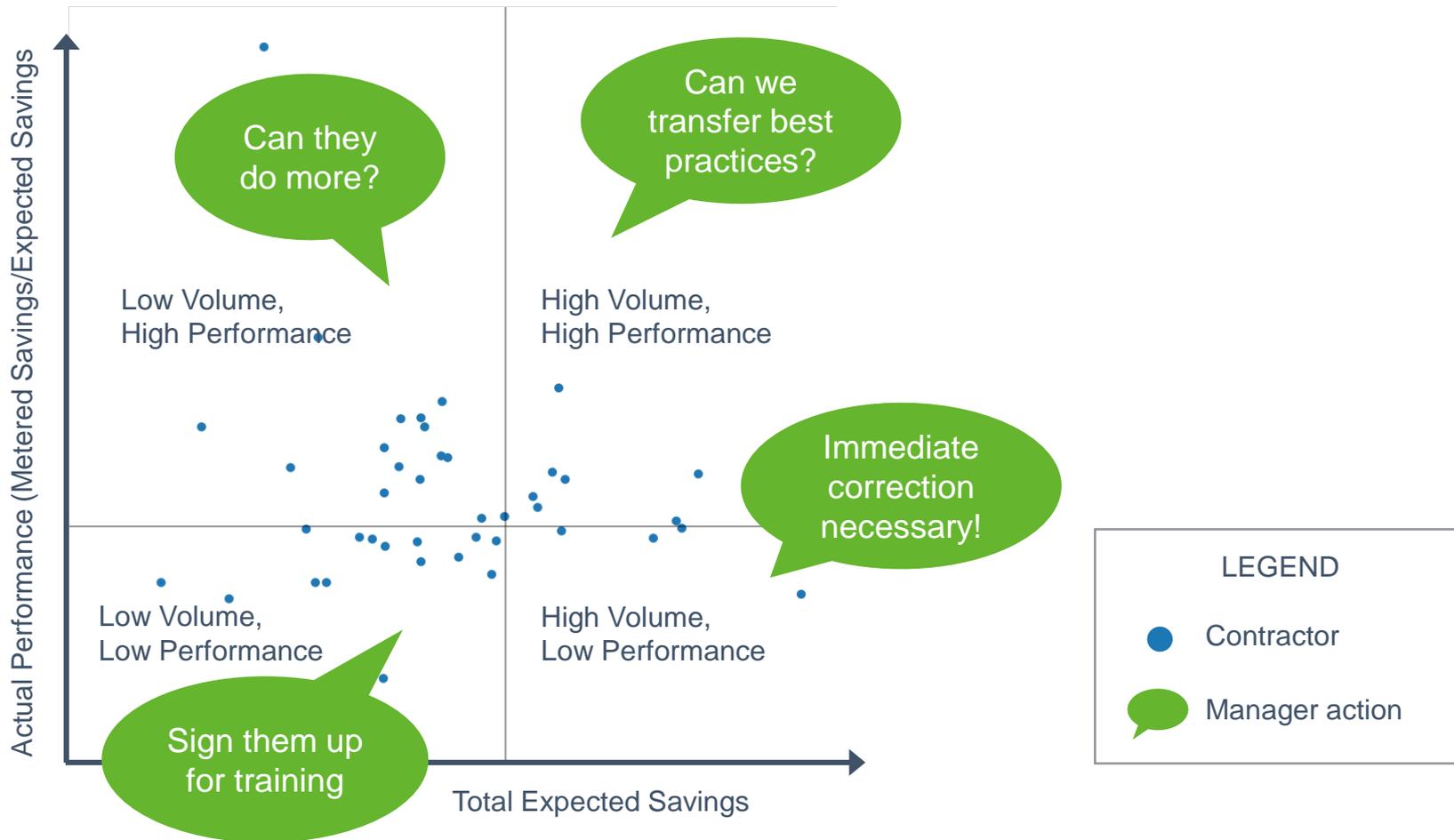
Action

Insights

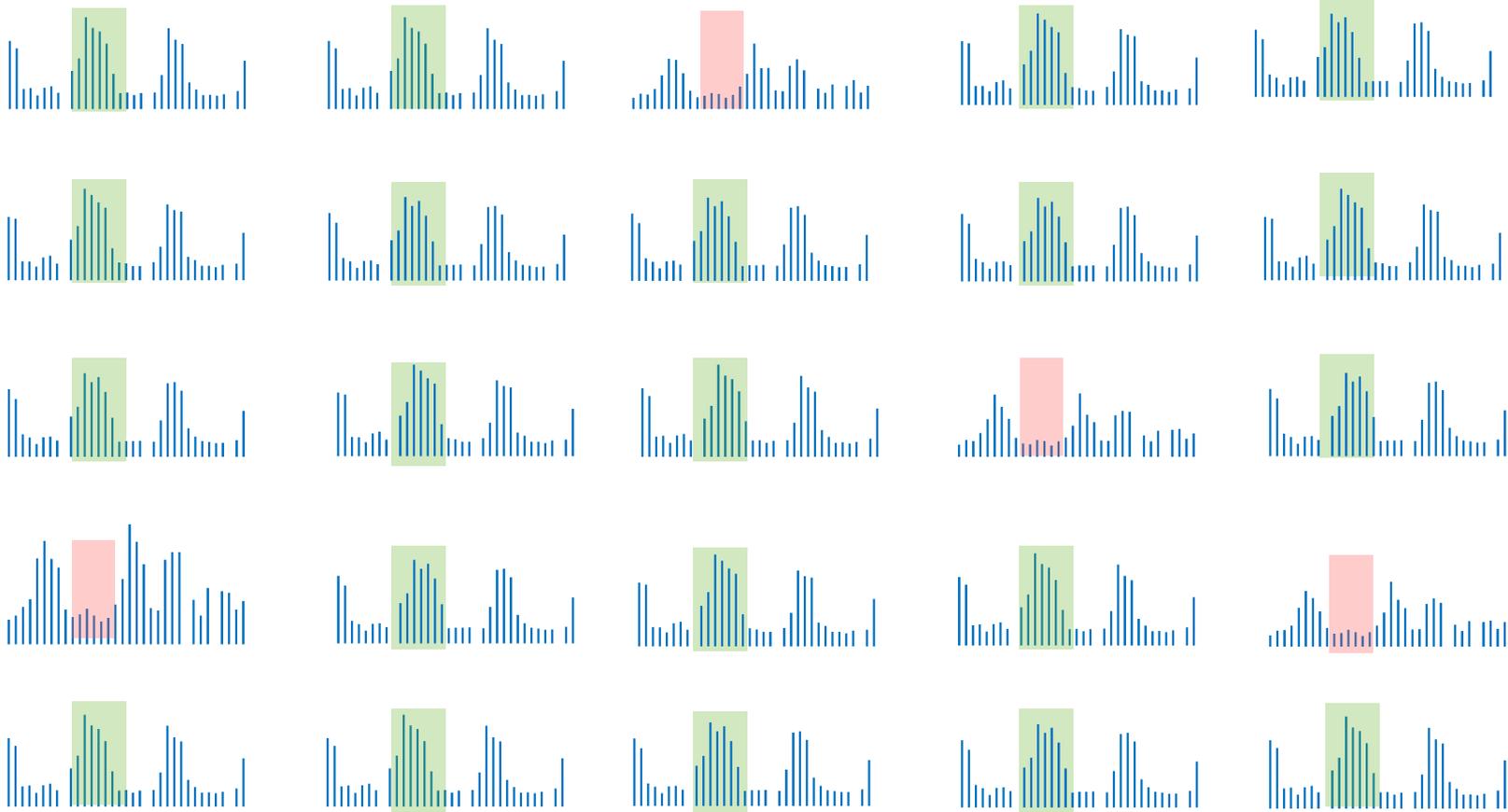


Problem: M&V takes too long to drive performance

Solution: Use billing data to verify savings



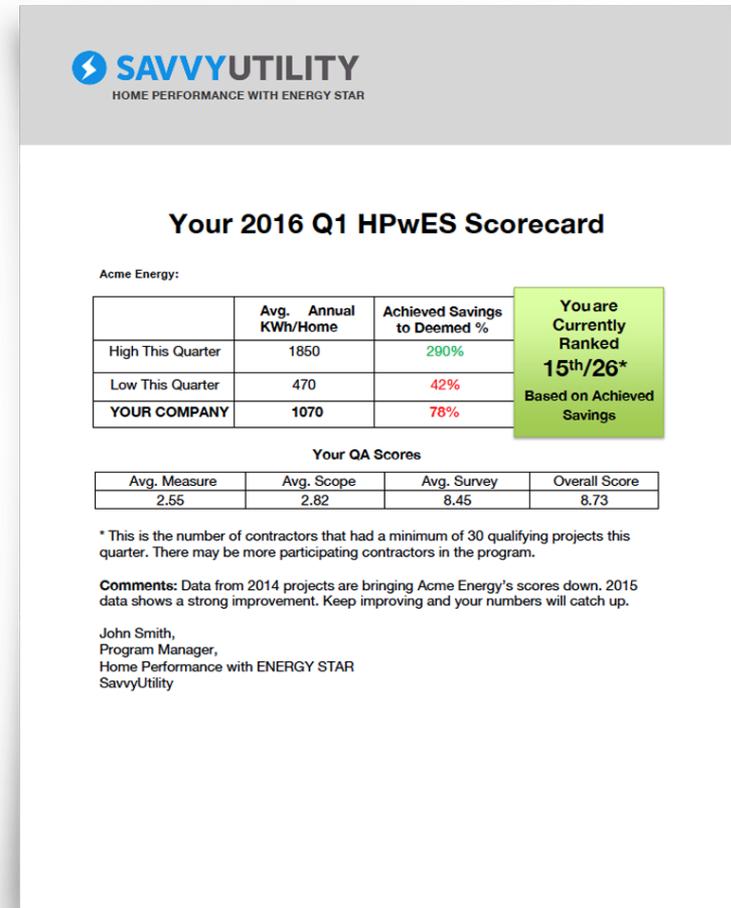
Problem: Difficult to detect fraud Solution: Target inspections with AM&V



Problem: Provider performance varies

Solution: Coach providers

- Provide greater transparency into performance
- Blend quantitative and qualitative measures
 - Average savings
 - Compare deemed and actual savings
 - Average project completion time
 - # of projects delayed
 - Conversion rate
 - Total number of completed projects
- Use internally for program management
- Share with contractors to boost performance



The future

- Multi-language capability
- Mix and match features for a right-sized solution
- Scorecards embedded into provider accessible web portals
- Partnership with EM&V firms

Where does technology fit in?

Engagement



- Outreach and awareness
- Billing data and payment history retrieval
- Verify income eligibility

- Qualify using billing data
- Leverage self-service to determine a propensity to act

Action



- Contractor assignment
- Onsite Audit
- Retrofit installation
- Inspection

- Single system of record
- Streamline data transfer
- Create more transparency
- Desktop QA/QC

Insights



- EM&V
- Contractor Coaching

- Automated Billing Analysis
- Near real time Performance Dashboards

Top Tips

- Identify critical success factors and build solutions around them
- Consider people, process, and technology
- Leverage existing data e.g. billing data, customer account info
- Build around the customer and provider experience
- Build relevance across the organization by tracking health/safety
- Create a continuous feedback loop

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