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

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billion calculations</td>
<td>1+</td>
</tr>
<tr>
<td>Million customers</td>
<td>2.8</td>
</tr>
<tr>
<td>Million usage data points</td>
<td>48</td>
</tr>
<tr>
<td>Million weather data points</td>
<td>1</td>
</tr>
</tbody>
</table>

### Results From

- >600,000 self-serve audits
- 65,000 projects
- 4,200 contractors
The EE process for LMI

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

**Action**
- Contractor assignment
- Onsite Audit
- Retrofit installation
- Inspection

**Insights**
- EM&V
- Contractor/Provider Coaching

Customer enrollment → Project completion → Continuous, targeted engagement
What are some of the challenges or frustrations that you’ve experienced?

Consider the customer, provider, and utility perspectives

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Effect</th>
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<tbody>
<tr>
<td>Engagement</td>
<td>• • • •</td>
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<td>Action</td>
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<td>Insights</td>
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What we hear in the field

- Only a fraction of our eligible customers are contacted about LMI programs.
- There is no agreed upon definition of the ‘M’ in LMI.
- Many customers don’t want an auditor to come into their home.
- Our EM&V reports come out so late that I can’t use them to help me plan my program.
- Our onsite audits find that many homes have major building envelope issues. Energy efficiency isn’t the right next step.
- 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

- 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.

= Candidates for High Savings
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
Problem: Qualification is expensive
Solution: Raise awareness through customized messaging

Case Study: Turn direct mail audits into relevant recommendations
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
How Automated M&V Works

1. **Build weather-normalized models for each customer**
2. **Compare changes in usage for treated customers vs. overall population**
3. **Repeat analysis for all customers with each new addition of data**
4. **Generate dashboard of findings, analytics and actionable insights**
Problem: M&V takes too long to drive performance
Solution: Use billing data to verify savings

Can they do more?
Low Volume, High Performance

Can we transfer best practices?
High Volume, High Performance

Immediate correction necessary!
Low Volume, Low Performance

Sign them up for training
Low Volume, High Performance

Legend:
- Contractor
- Manager action
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?

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• Verify income eligibility | • Contractor assignment  
• Onsite Audit  
• Retrofit installation  
• Inspection | • EM&V  
• Contractor Coaching |
| • Qualify using billing data  
• Leverage self-service to determine a propensity to act | • Single system of record  
• Streamline data transfer  
• Create more transparency  
• Desktop QA/QC | • 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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