



Energy Smart Community

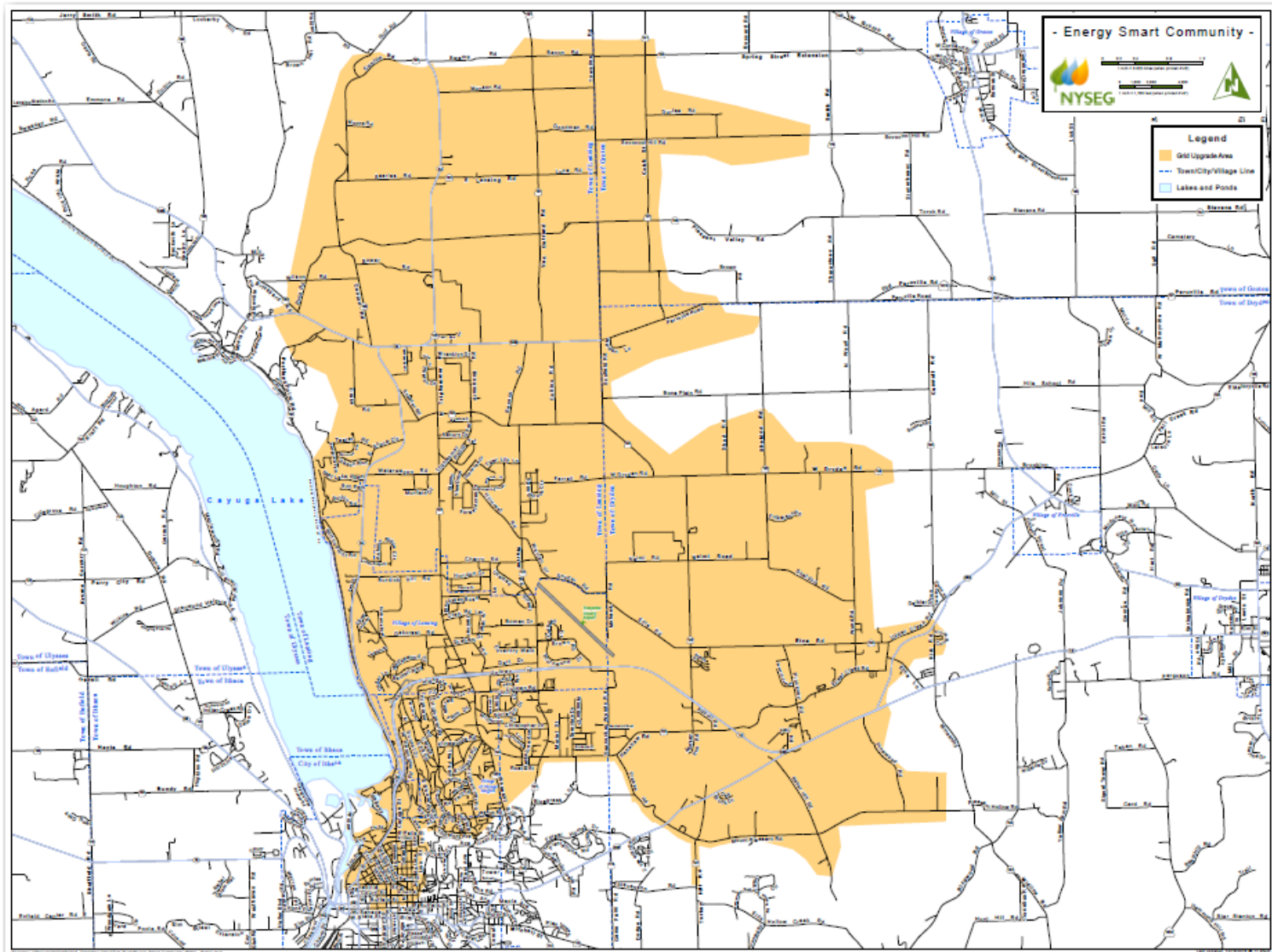
May 22, 2018

Smart Partner Program

Smart Partner Program – Background

- Part of the Energy Smart Community (ESC) pilot project in Tompkins County, NY
 - Project includes:
 - Installation of about 12,400 Electric and 7,600 Gas smart meters in Ithaca and surrounding areas
 - Online tools for customers to access low cost Energy Efficiency (EE) products, to better understand energy usage, and to connect with third party providers
- Why we chose the ESC
 - Ability to partner with existing community based resources
 - Leverage online tools and real time energy consumption data

Smart Partner Program - ESC Footprint



Smart Partner Program – High Level Overview

- Offering to Low to Moderate Income (LMI) customers within Tompkins County
- Partnership with Cornell Cooperative Extension and the Get Your Green Back organization that focuses on helping people conserve Energy and other sustainability issues
- Provides training for ‘Energy Navigators’ to provide one on one assistance for LMI customers
- Guided customer experience to help LMI community better manage energy usage and energy bills
- Proven effective model of peer to peer counseling based on research and programs in other states

Why create this program?

To Learn

- Connect with otherwise hard to reach populations
- How to assist population to pay bills on time, less likely to default
- Demonstrate smart meter technology to a population historically without access to smart infrastructure knowledge

To Create Value

- Reduce energy burden for LMI customers
- Show program participants the value of smart meter/AMI data
- Increased EE in one population benefits all ratepayers

To Improve

- Scalability: service territory 49,290 HEAP customers

Aligns with the Energy Smart Community initiatives

Background & Problem

Community profile

- High energy burden
- Limited capital
- Unaware of EE programs
- Low response to EmPower referral letter
- 407 low income customers in Tompkins County
- Lack access to smart grid educational information

Proven methods to reach this population

- Straightforward process
- Single POC for program
- Relationship building via trusted expert, opportunity for conversation
- One touch isn't enough
- Must provide service, not just information
- Personalized support needed to reach beyond low-hanging fruit
- Hands-on experience

Get Your Green Back (GYGB)

- Existing, trusted community-based program
- Training 15 volunteers as Energy Navigators; 13 active
- Help others make environmentally and financially sound energy decisions
- Provide relevant, research-based information and resources
- 200 customers reach

Results: In two years, Navigators connected with > 500 customers and helped 20 customers take high impact actions.

NYSEG

- Use customer reach and brand equity
- AMI data to track progress and generate reports
- Targeted messaging
- Direct install measures provided



Program Execution

Pathway 1: Individual

- Customer is connected with Energy Navigator
- Possible walkthrough of house

Pathway 2: House party

- Household invites community members to learn about EE
- Walkthrough w/ choice of DIY opportunity

Additional interactions

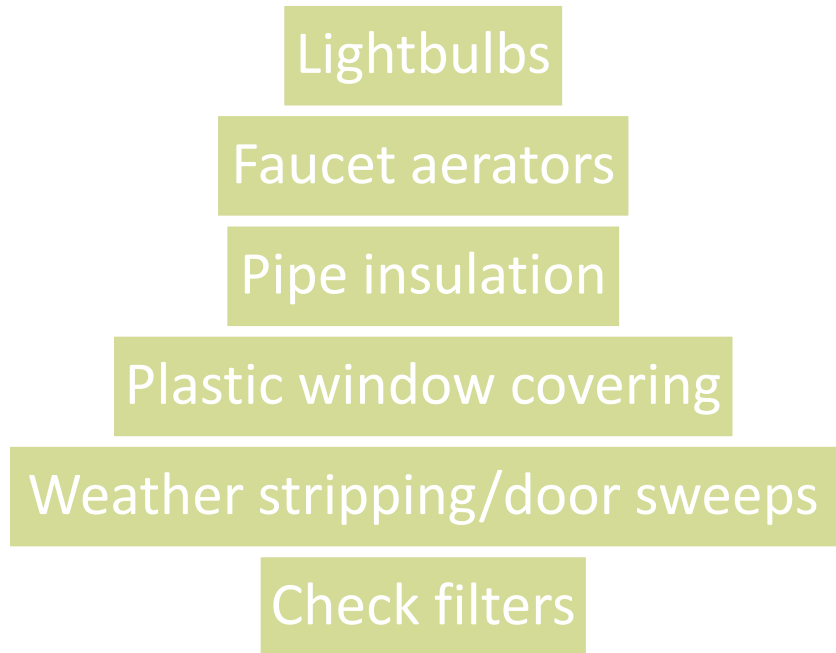
- Connect to existing programs / approved contractors
- Review Marketplace / Energy Manager on tablets
- Review other ESC offerings
- Provide EE measures



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Online tools – Energy Manager

- Through Energy Manager, customers can view their hourly usage and access EE tips to see how they can save energy.
- Customers can also create an action plan by selecting from a checklist of ways to save money and reduce their carbon footprint.



Online tools – NYSEG Smart Solutions

- Through NYSEG Smart Solutions, customers can purchase EE products with point of sale rebates, request a home energy assessment through NYSERDA's Home Performance program, and request free quotes for residential or community shared solar.



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Marketing and Timeline

- Postcard targeted to HEAP customers
- Targeted emails
- Press Release
- Sign up sheets in Ithaca NYSEG office
- Sign up sheets at community events (tabled by CCE)
- Other related CCE presentations
- Energy Navigator's individual plan for outreach to meet their goals of customers reached

Training began:
April 18, 2018



Training completed:
June 27, 2018



Start serving customers:
June 28, 2018



Beyond Q1 2019:
Assess results / decision to scale

Follow up & Evaluation

Program Metrics

Customer awareness of ESC components	Total System Savings (\$)
Opt-in to bundled products & services	kWh saved; therms saved
# transactions in Marketplace & Energy Manager	kWh/\$ or therms/\$ (cost effectiveness)
Change in # on time payments	# EE-related actions

Actions

Follow up

- Check in with customers every month for 6-8 months after initial contact
- Determine if further action was taken
- Assist with barriers

Evaluation

- Collect basic info (date of install, address, move-in date, etc.)
- AMI data to determine savings
- Exit survey

Thank you

Questions?