

## SGCC Peer Connect **WEBINAR SERIES**

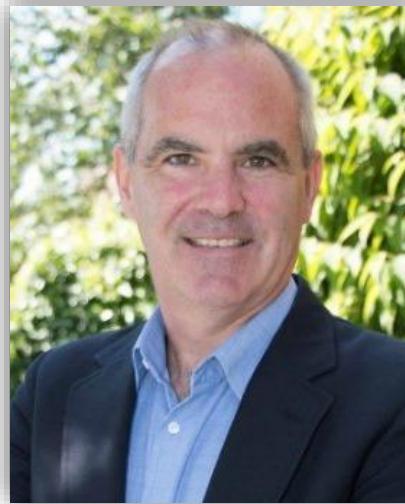
# Customer Engagement Success Stories

April 26, 2017

# Today's Presenters



**Julee Cunningham**  
Communications, Marketing &  
Business Readiness Director  
**Snohomish County PUD**



**Neil Neroutsos**  
Chief Spokesperson/Public  
Relations Liaison  
**Snohomish County PUD**



**Justin Chamberlain**  
Manager of Energy Efficiency  
and Demand Response  
**CPS Energy**



**Emmanuel Taylor**  
Senior Electricity Consultant  
**Energetics**

# Consumer Engagement Success Stories



## Case studies that spotlight how various utility programs have successfully engaged consumers

# Smart Grid Customer Engagement Success Stories

*"You can see not only how much energy you are using but also how much it costs. That is a big incentive to use less. We are continuing to develop better habits on energy consumption."*



**CASE STUDIES**

**WeatherBug Home**

**CenterPoint Energy**

**CASE STUDIES**

**BGE SMART ENERGY rewards**  
a BGE SMARTENERGY savings program

**BGE Smart Energy Rewards® At a Glance**

Customers are automatically enrolled in the program when their smart meter is installed. BGE notifies them the day ahead when power usage reaches a critical level. When critical levels and customers can earn bill credits if they reduce their usage during that time. The day after the event, BGE notifies customers how much they saved and the percentage of their credit.

**Program Stats & Stats**

- >1 million residential customers are currently enrolled.
- Up to 100,000 residential customers participated in the events rolled during the summer of 2015.
- Average bill credit earned per event, per customer was \$5.67
- Call backs to the call center (complaints & questions) were <1% the first year and are continuing to decline as new customers receive their smart meters and are enrolled in the program.

**Back to the BGE**

The BGE smart meter rollout is a success. **Rewards** their use of the new control and load control system. **Energy** two great consumer incentives.

**The Program**

The BGE summer help to customers through **BGE Smart Energy** program open new smart meters the utility BGE's new expansion across the state.

**SnoPUD's Solar Express Program At a Glance**

SnoPUD's Solar Express Program encourages residents to install solar panels and rooftop solar systems in exchange for a per-kilowatt hour incentive.

**Program Highlights**

- Up to 100% of customers
- SnoPUD community has 5 MW of installed rooftop solar capacity.
- Under a state incentive, residential customers are eligible to receive up to 15¢ per kilowatt hour for solar energy produced and fed back onto the grid.
- All rooftop installations must be completed by a registered installer to qualify for SnoPUD's rebate.
- SnoPUD has had tremendous success in recruiting customers to the Solar Express Program through varied channels that utilize both traditional and social media.
- Solar Express customer quality for SnoPUD is increasing year over year and may qualify for other state and federal incentives.

**CPS Energy My Way Rewards At a Glance**

Capturing on both sides of the approaching holiday season, Energy employed a multi-pronged approach to increase on-demand in their (BYOD) program, own (themself) demand program.

**Program Statistics**

- 1.75 million members just 6 weeks, on BYOD, the previous year
- Increased total monthly BYOT program by 40%
- 17% of CPS Energy's members now on a smart meter

**Unique for the utility, CPS Energy's retailing program is energy conservation.**

**CPS Energy's approach includes radio, television, social, in-store, direct to consumer and marketing efforts.**

**Smart Grid Customer Engagement Success Stories**

**SnoPUD's Solar Express Program At A Glance**

SnoPUD's Solar Express Program encourages residents to install grid-connected rooftop solar systems in exchange for a per-kilowatt hour incentive.

**Programs Highlights**

- Converted by thousands of customers, SnoPUD currently has 1 MW of installed rooftop solar capacity.
- Under a state incentive, residential customers are eligible to receive up to \$14 per kilowatt hour for solar electricity generated and fed back onto the grid.
- All rooftop installations must be completed by a registered vendor to qualify for SnoPUD's rebates.
- SnoPUD has had tremendous success in recruiting customers to the Solar Express Program through varied channels that utilize both traditional and digital marketing.
- Solar Express customers qualify for SnoPUD's net metering program and may qualify for other state and federal incentives.

**CASE STUDIES: 1**

**SNOHOMISH COUNTY PUD**  
PUBLIC UTILITY DISTRICT NO. 1

**CPS Energy My Thermostat Rewards At A Glance**

Capturing on both Black Friday and the approaching holiday season, CPS Energy employed a multi-pronged marketing campaign to increase enrollment in CPS Energy's (CPS) own thermostat demand response program.

**Program Statistics**

- 1,745 new customers enrolled in just 6 weeks, CPS increases over the previous year
- Increased total enrollment in their BPT® program by 4%
- 17% of CPS Energy customers are now on a smart thermostat program

**Unique for their ability to adopt common retailing principles to engage consumers, CPS Energy's grassroots approach included print, radio, television, digital, social, in-store, and direct to consumer marketing efforts.**

**CASE STUDIES: 1**

**CPS ENERGY**

***My Thermostat Rewards***

*Capturing the Excitement & Holiday Savings*

**Background**

Based in San Antonio, Texas CPS Energy is the nation's largest municipal gas and electric municipally owned energy provider, serving more than 785,000 electric and 105,000 natural gas customers across a 1,600 square mile service area. CPS Energy's mission is to provide reliable, sustainable, CPS Energy maintains a diversified generation portfolio that supplies their customers with affordable and reliable electricity while maintaining their environmental responsibility. CPS Energy's mission is to provide reliable and infrastructure from every angle. CPS Energy is helping customers increase their energy efficiency through their **My Thermostat Rewards** program.

**My Thermostat Rewards**

Through the **My Thermostat Rewards** program, CPS Energy rewards customers with a smart thermostat for a demand response program centered on helping CPS Energy manage peak demand. CPS Energy's My Thermostat Rewards program is designed to help CPS Energy to allow CPS Energy to make adjustments to their thermostat during "conservation events" when CPS Energy's system reaches peak demand. Conservation events occur during the summer months between the hours of 3 p.m. and 7 p.m., Monday through Friday. During conservation events, customers can opt out through their thermostat, CPS Energy, or customers can elect to buy a quantity credit or participate through CPS Energy's **Buy Your Own Thermostat (BYOT)** program.

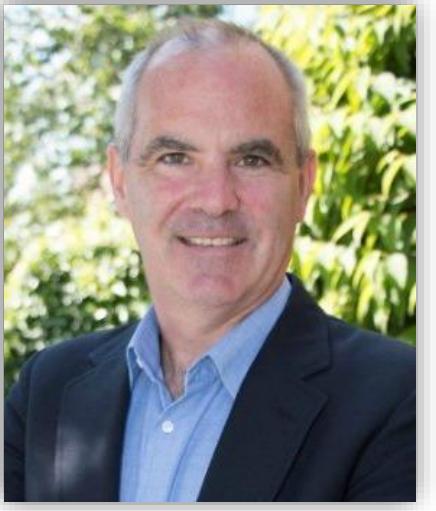
CUSTOMERS WHO ELECT TO BUY CPS ENERGY'S FREE WI-FI HONEYWELL PROGRAMMABLE THERMOSTAT THAT CPS ENERGY RECEIVES A \$100 CREDIT AS WELL AS A QUANTITY CREDIT OF \$100. CPS ENERGY'S BYOT PROGRAM ALLOWS CUSTOMERS WHO ELECT THE BYOT OPTION RECEIVE ONE TIME FULL CREDIT OF \$85. ALL PARTICIPATING CUSTOMERS ALSO RECEIVE A \$30 CREDIT AT THE END OF EACH PEAK DEMAND SAVINGS.



# Speaker #1

Name	Background
<p><b>Julee Cunningham</b></p> 	<p><b>Communications, Marketing &amp; Business Readiness Director at Snohomish County PUD</b></p> <ul style="list-style-type: none"><li>• Along with her team, responsible for <b>customer and employee communications</b>, business readiness, marketing, graphic design, social media, video production, website, mail and printing services, media relations, public relations and education outreach</li><li>• Team has <b>received recognition from many groups</b>, including the NWPPA, APPA and two prestigious Gold Quill awards from the IABC</li><li>• Previously worked as a <b>regional advertising director</b> for Longs Drugs</li><li>• Bachelor's in <b>journalism</b> from the University of Nevada-Reno and master's in <b>organizational psychology</b> from Antioch University</li></ul>

# Speaker #2

Name	Background
<p><b>Neil Neroutsos</b></p> 	<p><b>Chief Spokesperson/Public Relations Liaison at Snohomish County PUD</b></p> <ul style="list-style-type: none"><li>Has handled a broad range of issues, from <b>green energy and conservation</b> to <b>emergency response and emerging energy technologies</b></li><li>More than <b>25 years of experience</b> in communications and marketing in the public and non-profit sectors</li><li><b>Worked</b> for Community Transit, the Chicago Academy of Sciences and the City of Highland Park, Illinois</li></ul>

# Solar Express



# Who We Are

- Second-largest public utility in Washington
- 12th largest in the U.S.
- 2,200 sq. mile service area
- 340,000+ customers
- 65+ year history



# Solar Express

- Launched in 2009
- Utility provided:
  - Cash incentives
  - Net metering
  - List of registered contractors
  - Assistance with Washington state production incentive (expires 2020)



# Supported at the Top

- Initiative by GM
- Committed \$1 million annually to the program

*“Solar power is a wise investment for the utility as we look to increase locally generated green energy sources. It reduces our need to purchase new energy as our region grows, and it gives customers a way of reducing their environmental impact – and their utility bill.”*

– Steve Klein, former CEO/General Manager



# Solar Express Launch/Promotion

- Cash incentives
- Registered trade allies
- Pent-up demand
- News media outreach
- Website and testimonials
- Bill newsletters, inserts, targeted letters
- Community meetings, solar fairs, solar home tours
- Social media in subsequent years
- Customer word-of-mouth

**news**  
FOR IMMEDIATE RELEASE

March 26, 2009

**PUD's New Solar Express Helps Customers Tap the Power of the Sun**

In response to growing customer interest in solar power and renewable energy, Snohomish County PUD today launched its Solar Express program, which offers cash incentives and educational support to help consumers and businesses with installation of photovoltaic and solar hot water systems. Residential customers may also be eligible for low-interest loans to finance their systems. This is the first program of its kind in the Puget Sound region.

"We're very excited about launching this new program," said PUD General Manager Steve Klein. "Solar power is a wise investment for the utility as we look to increase locally-generated green energy sources. It reduces our need to purchase new energy as our region grows, and it gives customers a way of reducing their environmental impact – and their utility bill. We have many customers who are anxious to participate."

For qualifying photovoltaic systems, residential customers can receive a cash incentive of up to \$2,500 or, alternatively, a 2.9% APR loan of up to \$25,000. For qualifying solar hot water systems, cash incentives of \$500 and 2.9% APR loans of up to \$14,000 also are available. Business customers can also qualify for incentives for photovoltaic and solar hot water systems. The PUD can assist customers with accessing the Washington state production incentive. The utility also offers a listing of registered solar installers in the area. Free solar energy workshops will provide educational support this spring and summer. In addition, this summer the PUD will install the first solar hot water system at its Everett headquarters.

For more information, call 425-460-4255 or visit [www.sno-pud.org](http://www.sno-pud.org).

*Your Northwest renewables utility • Be a Conservation Sensation!*

**CURIOUS ABOUT SOLAR ENERGY?**

Join us at one of the following FREE information sessions to learn more about solar systems and the PUD's Solar Express program:

**Electric Building Headquarters**  
2320 California Street, Everett  
1 to 10pm

**Office**  
10am to 7pm

**om or**  
ne

**SNOHOMISH COUNTY PUD**  
Power Energy District No. 3

**For Your Home** *{power to the people}*

**Our Solar Express program provides cash incentives for customers who want to install solar photovoltaic or solar hot water systems in their home or business. Get on board!**

**SOLAR EXPRESS**  
clean • renewable • bright

**General Information**

**Related Documents**

**Charles Hall**  
Ann Marie & Charles Hall

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**SOLAR EXPRESS**  
clean • renewable • bright

**General Information**

**Related Documents**

**Charles Hall**  
Ann Marie & Charles Hall

## Join the Solar Express Today!

Interested in learning more? Ready to get started on your system? Visit us at [www.snopud.com/solarexpress](http://www.snopud.com/solarexpress), or call the Energy Hotline at 425-783-1700, to find out about upcoming educational events, request a registered installer list or get detailed program guidelines. When you're ready to begin, follow the steps below.

- Step 1** Get a solar site assessment to determine if your home is a good candidate for solar.
- Step 2** Get a bid for a system from a PUD registered solar installer.
- Step 3** Submit a system application and loan application (if applicable) to the PUD.
- Step 4** The PUD schedules an on-site energy audit and pre-inspection.
- Step 5** The PUD issues an Approval to Construct letter.
- Step 6** Proceed with solar system installation as approved.
- Step 7** Submit the Notice of Completion to the PUD.
- Step 8** PUD schedules the final inspection(s).
- Step 9** PUD issues the incentive payment or processes the loan after final approvals.



## Questions?

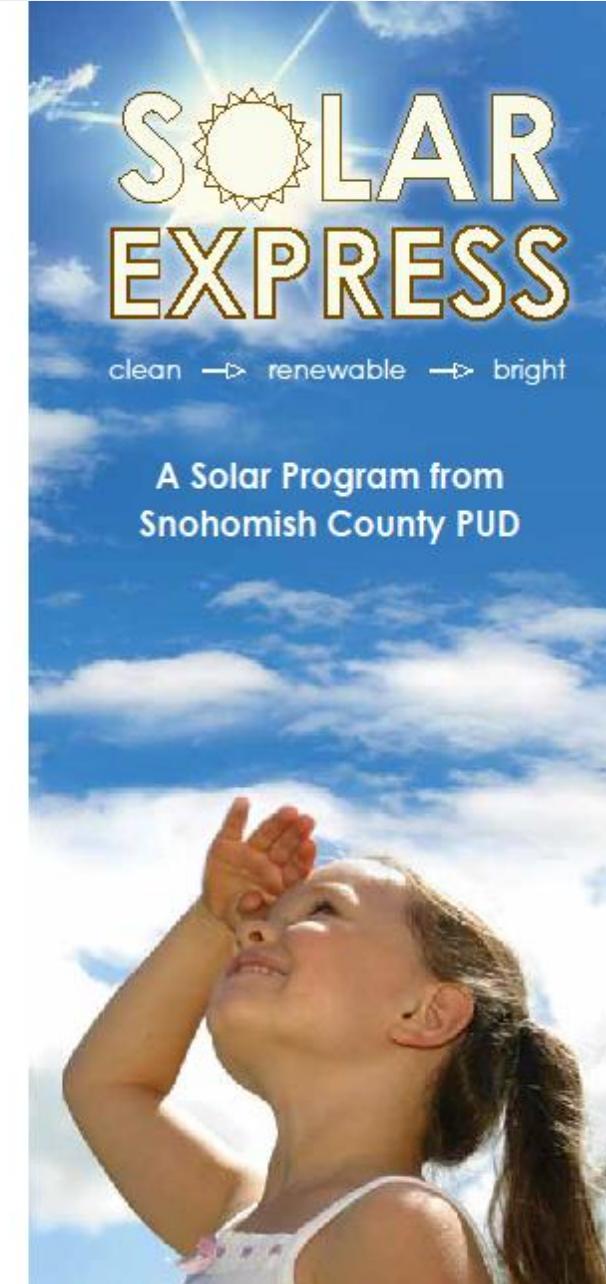
**Energy Hotline:**  
**425-783-1700**

Monday through Friday,  
8am to 5pm  
Toll-free in Western Washington  
and outside the Everett  
local calling area at  
1-877-783-1000, ext. 1700

[www.snopud.com/solarexpress](http://www.snopud.com/solarexpress)



Solar Express  
PO Box 1107  
Everett WA 98206-1107



# SOLAR EXPRESS

clean → renewable → bright

## CUSTOMER PROFILE: Charles Hall Orthodontic/Madrona Dental

**System Size:** 7.4 kilowatts

**Expected Annual Output:** 8,140 kWh

**System Cost:** \$40,300

**PUD Incentive:** \$3,700

**Federal Tax Credits:**

\$12,090 (up to 30%)

**Annual Net & Production Credits:**

\$1,800

*Charles Hall Orthodontic joins dozens of other PUD customers who are supporting solar energy generation in the community. In 2010, the business installed a 33-module solar energy system on the rooftop of its dental clinic in Stanwood.*

The 7.4 kilowatt system produces 8,140 kilowatt-hours on average annually, enough for more than 40 percent of the clinic's electricity needs. For the dental clinic it's not just a smart economic investment, but a move that helps the environment and the greater community.

With PUD incentives, along with other state incentives and federal credits, many solar energy systems at businesses pay for themselves in as little as 10 years. Beyond that, any additional energy output is essentially free!

### *PUD Incentives*

Commercial customers can qualify for up to \$10,000 for solar photovoltaic systems. Customers with electric hot water systems can qualify for a \$500 incentive for new solar hot water systems. Customers may also qualify for additional federal tax credits and state production incentives.

*Solar Express* is one of the ways the PUD is promoting clean, locally generated renewable resources. Contact us for more information, including qualifications.



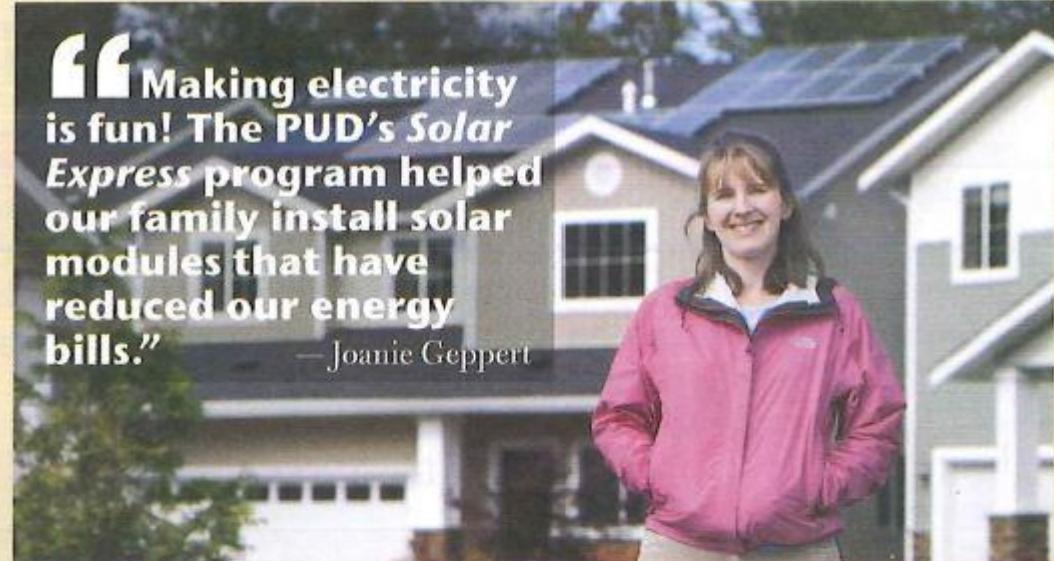
*"We were pleasantly surprised to see how economically feasible solar energy is. And environmentally, this is an investment that benefits everyone, not just us."*

*Ann Marie & Charles Hall  
Charles Hall Orthodontic, Stanwood*

## SOLAR PHOTOVOLTAIC PROJECT

**“Making electricity is fun! The PUD’s *Solar Express* program helped our family install solar modules that have reduced our energy bills.”**

—Joanie Geppert



## Solar

The PUD invites customers to get onboard the *Solar Express*, which offers a range of resources for customers interested in installing their own photovoltaic and solar hot water systems. The program offers cash incentives, low-interest loans for residents and educational support.

In addition, the PUD has partnered with several schools, public agencies and a local business to install solar demonstration projects to help the community learn about this clean, locally generated energy source. The systems are funded through the utility's Planet Power program, a voluntary customer-funded green energy program (See page 11 for a special fall offer). The PUD also recently installed its own demonstration project on its administration building in downtown Everett.



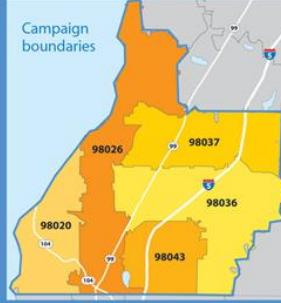
**425.783.1700**  
[www.sнопud.com/solarexpress](http://www.sнопud.com/solarexpress)

# “Solarize” Programs

- Mukilteo, Lynnwood, Edmonds
- Community-led, grass-roots efforts to promote installations
- Neighbors get together, identify installer, obtain lower cost for multiple installations
- High success rates in green-friendly communities

**solarize south county**

**ATTEND A FREE SOLAR ENERGY WORKSHOP**



**Produce clean, renewable energy**

Solarize with your community and receive a limited time group discount. Program led by local nonprofits and neighborhood groups.

Get started at: [www.solarizewa.org/registration](http://www.solarizewa.org/registration)

Wed., Aug. 20	6:30-8 p.m.	Lynnwood Libr. 19200 44th Ave W, Ly.
Thu., Aug 28	Noon-1 p.m.	Webinar Online
Sat., Sept. 13	10-11:30 a.m.	Brackett Room, 121 Fifth Avenue Nor
Tue., Sept. 23	Noon-1 p.m.	Webinar Online

**CITY OF EDMONDS**  
Inc. 1890

**SNOHOMISH COUNTY**  
**PUD**  
PUBLIC UTILITY DISTRICT NO. 1

Questions? [meghan@nwseed.org](mailto:meghan@nwseed.org)

**solarize mukilteo**

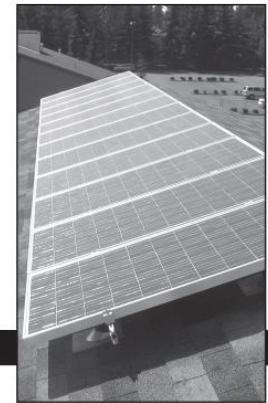
**Your community is going solar!**

Join your neighbors to get a deal that makes a difference

**Group buy + incentives = up to 50% off**

**Join our next workshop**  
Wednesday, October 17, 6-7:30 p.m.  
Rosehill Community Center  
304 Lincoln Avenue, Mukilteo

Register NOW at [www.solarizewa.org](http://www.solarizewa.org)



**NORTHWEST S.E.E.D.**  
SUSTAINABLE ENERGY FOR ECONOMIC DEVELOPMENT  
INCUBATOR FOR INNOVATION

Northwest S.E.E.D.  
[alex@nwseed.org](mailto:alex@nwseed.org)  
[www.nwseed.org](http://www.nwseed.org)

**SNOHOMISH COUNTY**  
**PUD**  
PUBLIC UTILITY DISTRICT NO. 1

Snohomish County PUD  
[solarexpress@sno-pud.com](mailto:solarexpress@sno-pud.com)  
[www.sno-pud.com](http://www.sno-pud.com)

# Going solar with a group makes switch cheaper

Fri Sep 21st, 2012 10:39pm • NEWS



By Bill Sheets Herald Writer

STANWOOD — Joan Schrammeck not only has a \$461 credit on her electricity bill, the state of Washington owes her \$800 as well.

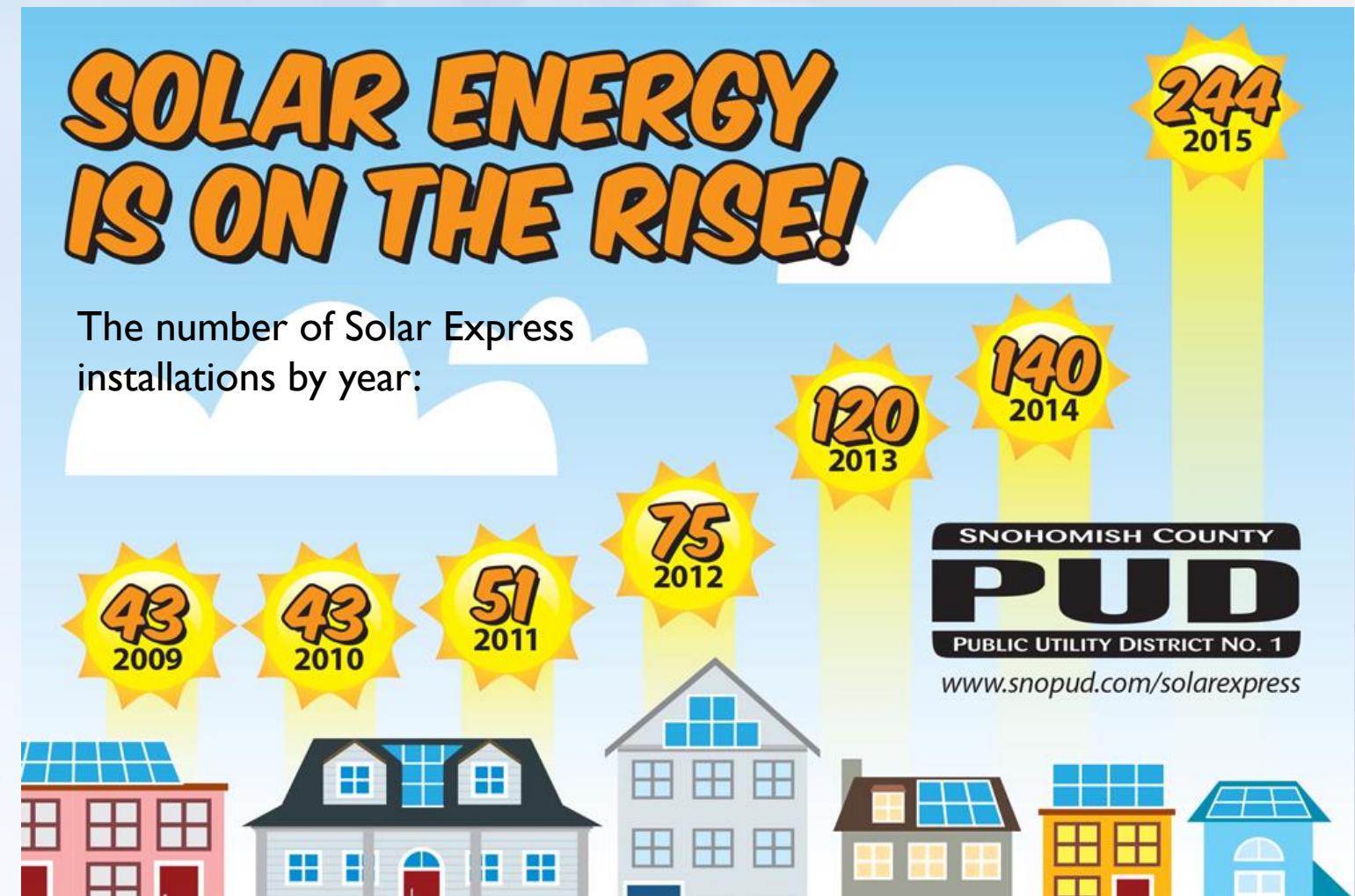
That's because she generates power at her Camano Island home with solar panels, sells some of it back into the grid and also is given credits by the state for the power she produces.

"I'm thrilled, and I'm thrilled to be helping strengthen the grid," said Schrammeck, whose solar panels were installed in May.

Schrammeck was not only interested in putting a solar power system on her own home, she wanted to help others get it done, too. That's why she volunteered as an organizer for Solarize Stanwood-Camano, in which 23 residents signed up for solar installations as a group, saving the

# Program Results – A Shining Success!

- 1 MW installed capacity in 3 years
- 2 MW less than 18 months later
- 3 MW in < 1 year
- System costs declining
- Now at 9 MW
- Challenges ahead



# Challenges & Observations

- The PUD will hit cap for state incentives in current fiscal year 2017
- State incentive will be reduced proportionally
- Clear communication with new customers installing
- Changing calculations for return on investment

**SNOHOMISH COUNTY  
PUD  
PUBLIC UTILITY DISTRICT NO. 1**

**WA State Renewable Energy Production Incentive Cap FAQS**

**T**he Washington State Production Incentive is a state program, funded through tax revenue and voluntarily administered by utilities. The PUD administers this incentive to its customers in accordance with state law (WAC 458-20-273 and RCW 82.16.120). It provides incentives based on customers' annual energy production, including from solar energy units. State law requires that a utility's tax credit, which funds customers' incentives, may not exceed .5% of its taxable power sales, or \$100,000, whichever is greater. If requests for the incentive exceed the amount of funds available for credit to the utility, the incentive payments will be reduced proportionately.



**What is the current status of the PUD's incentive payments compared to limits?**

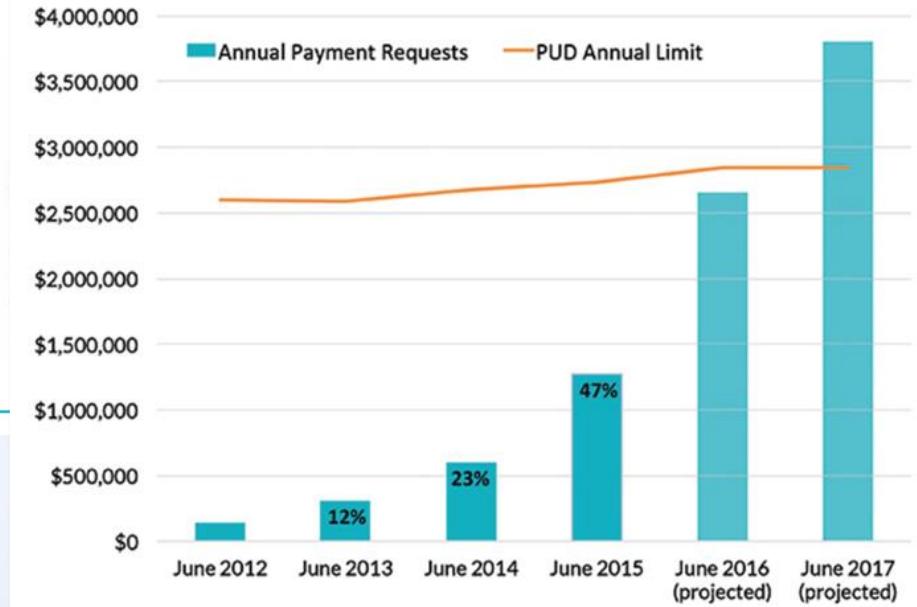
State production incentive payment requests as well as the PUD's annual limit on payments are both calculated at the end of the state fiscal year. The last data point that we have is from the 2015-2016 fiscal year, which ended June 30, 2016.

**2015-2016 Fiscal Year:**

PUD Taxable Power Sales:	\$605.6 Million
Limit in Allowable Credit:	\$3.0 Million
Production Incentive Payments:	\$2.6 Million
Percent of Annual Limit paid:	87%

## State Production Incentive: An Important Milestone Approaches

### WA Production Incentive: Annual Payment Requests and PUD Limit



- [› Learn About Going Solar](#)
- [› For Customer Generators](#)
- [› For Solar Contractors](#)
- [▼ Planet Power](#)

[Online Enrollment](#)[Learn More \(FAQs\)](#)[Funded Projects](#)[Home](#) » [Residential](#) » [Customer Renewables](#) » [Planet Power](#)

Through Planet Power, customers fund solar projects at schools and public buildings in our community.

Learn more about the Planet Power program by [visiting the FAQ page](#).

## Funded Solar Projects

 Snohomish Co... 



# PLANET POWER news

July 2009

## Planet Power at Work

### NEW! Community Solar Projects

Thanks to input from *Planet Power* customers, our voluntary green energy program now supports local green energy projects in our community! Your *Planet Power* participation has helped launch several solar energy projects right here in Snohomish County. The program now funds solar panel systems at six local sites:

- **Cedar Wood Elementary School (Mill Creek)**
- **Snohomish High School**
- **Stanwood High School**
- **Snoqualmie Gourmet Ice Cream (Maltby)**
- **Mukilteo City Hall**
- **Community Transit Mountlake Terrace Transit Center**

"Customers have told us they want to support small-scale renewable energy projects that make a difference in our community," said PUD Doris Abravanel, senior energy efficiency program manager. "These local projects give our customers a way to learn more about this energy source by seeing it in use."

Each of the solar energy systems rely on photovoltaic panels, which convert energy from the sun. The six systems will generate up to 14,580 kilowatt-hours per year – enough to power an average PUD home for nearly 18 months. The sites will track electricity generation through the onsite interactive kiosks and/or the Internet to share data with students and the public.

The PUD will also fund renewable energy curriculum programs at the



school solar sites and at four additional schools. The funds will support teacher training, activity guides and science kits customized for the grade level of the students. These schools also will benefit as the community solar projects share data and results.

# Speaker #3

Name	Background
<b>Justin Chamberlain</b> 	<p><b>Manager of Energy Efficiency and Demand Response at CPS Energy</b></p> <ul style="list-style-type: none"><li>• A <b>program manager</b> at the largest municipally owned electric and gas utility in the US serving the greater San Antonio, TX area</li><li>• Responsible for customer recruitment, program design, administration and ultimately the success of residential and commercial <b>Demand Response Programs</b></li><li>• Demand Response Programs <b>include</b> Automated and Traditional Demand Response, Direct Install Thermostats, BYOT and the development of a DRMS solution</li><li>• BBA in <b>marketing</b> from Texas State University</li></ul>

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# *CPS Energy*

# *My Thermostat Rewards*

# *Holiday Splash*

*Presented:*  
**4/26/2017**



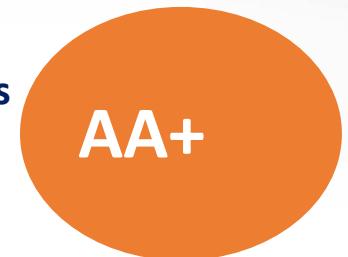
# About CPS Energy



Largest municipally-owned electric and gas Utility in US



Electric and Gas Customers



Premier credit rating



\$11B in assets  
\$2.5B in annual revenue



Solar leader in Texas;  
Seventh in the nation.

## Save For Tomorrow Energy Plan



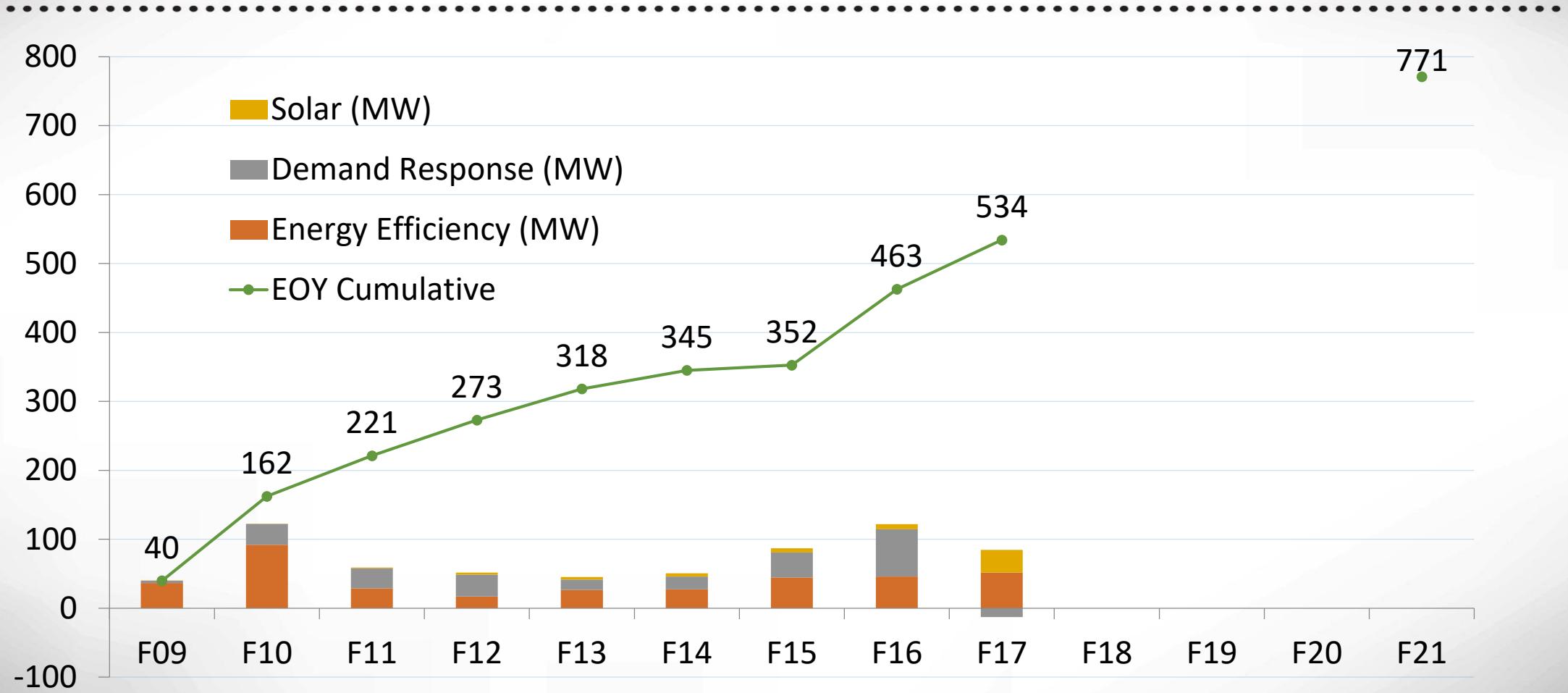
CPS Energy's goal is to save 771 MW by 2020



EE, DR and Solar are a growing portion of our generation mix



# More About STEP



# CPS Energy's Demand Response Program

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## Impact on the STEP goals:

- 41% of STEP MW from Demand Response
- 50-50 split between Residential and Commercial MW

## Demand Response Mix:

### Residential Thermostats – 140K

- 100K one-way pagers
- 20K Home Area Networks
- 10K Wi-Fi Direct Installs
- 9K BYOT



### Commercial Programs:

- 330 Two Hour Call Ahead Customers
- 70 Automated Demand Response Customers

# Holiday Splash Idea

## Idea:

- Create value for our customers
- Meet our customers where they are, when the best deals are available
- Eliminate cost barriers for our customers wanting to purchase Smart Thermostats
- Grow our BYOT portfolio

## Details

- Increase rebate from \$85 to \$150
- Promotion runs from Black Friday through Jan 31
- Outreach
  - CPS Energy
    - Newsletters
    - Paid
  - Partners
    - Partner Outreach E-mail
    - Instore



Connect your qualified Wi-Fi thermostat to My Thermostat Rewards and connect to savings. Take control of your energy costs with My Thermostat Rewards. Install a qualified Wi-Fi thermostat yourself and receive a \$150 bill credit, plus an additional \$30 bill credit each year. Connect today for a better way to save.

See if you qualify and learn more at [cpsenergy.com/mythermostatrewards](http://cpsenergy.com/mythermostatrewards)



RESTRICTIONS APPLY. The \$150 dollar bill credit is a limited time offer. To qualify for the \$150 bill credit, customers must install a Wi-Fi thermostat approved by CPS Energy, enroll in My Thermostat Rewards between November 27, 2015 through January 31, 2016 (the "Special Enrollment Period"), and allow CPS Energy to periodically control and interrupt service to manage peak energy periods. Each year, following the end of September, a \$30 bill credit will be applied to an enrolled customer's bill.

# Holiday Splash: Year One

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## Year One:

- Goal 1,000 new customers
- Added 1,700 new customers
- Holiday enrollments up 8X last years promotion
- CPS Energy grew the BYOT program by 40% in six weeks
- Program remained cost effective – 1.54 UCT
- Post event enrollments more than doubled



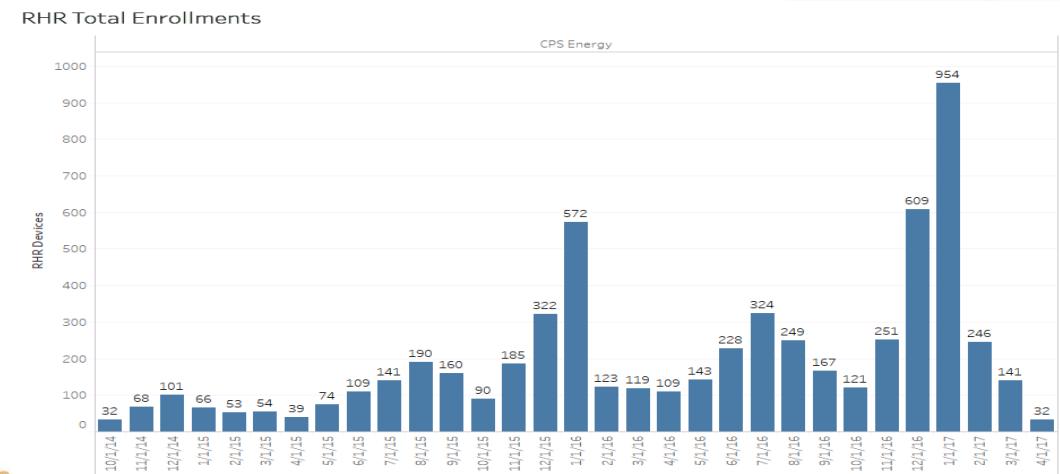
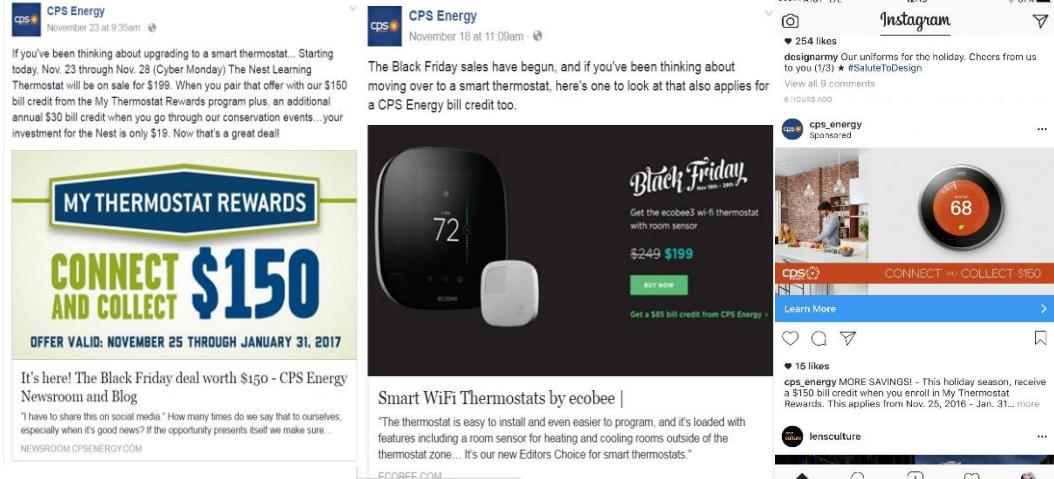
# Holiday Splash: Year Two

## Strategy: Same Rebate, Different Outreach

- Focused our outreach on social media
- Refocused the budget
- Let partners handle in store outreach

## Results:

- Added 3,300 new customers during the promotion
- Increasingly cost effective – 2.95 UCT

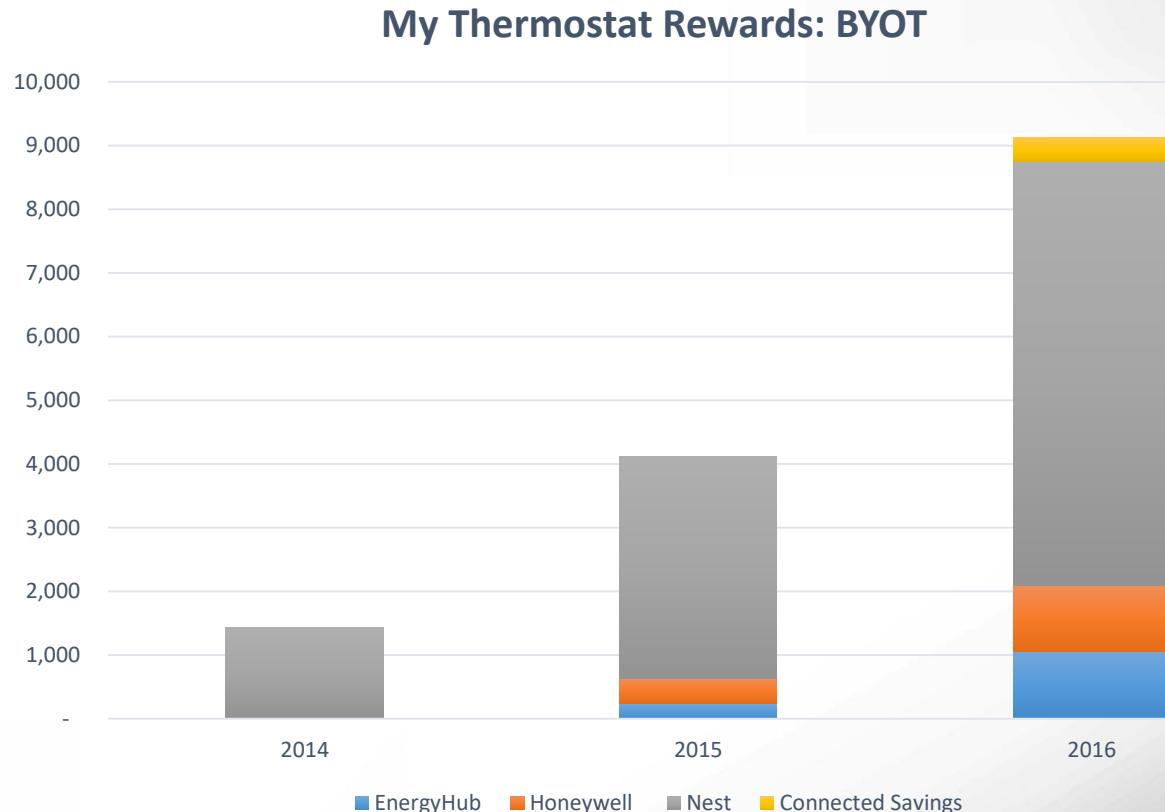


# Continued Growth

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## Growth:

- Our BYOT program quadrupled over the last two years
- Last year BYOT outpaced DI in new installs
- BYOT is the most cost effective program in our demand response portfolio



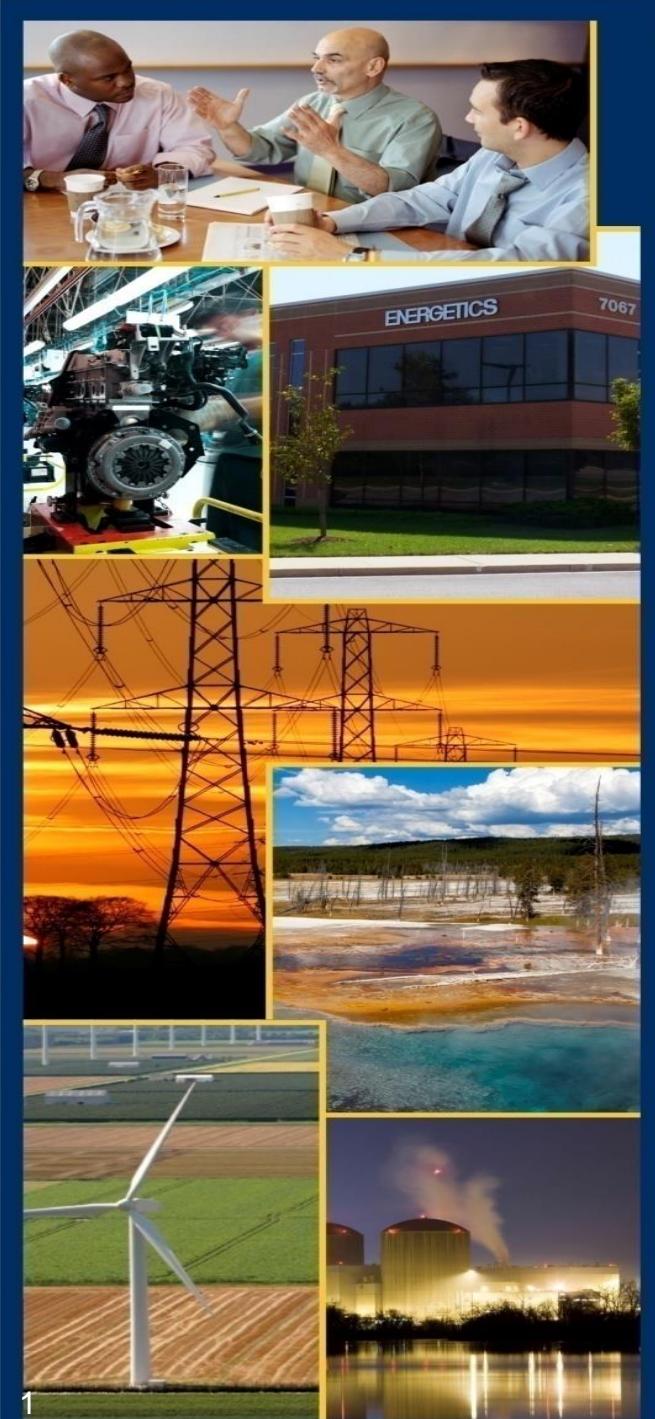
# Thank you

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# Speaker #4

Name	Background
<b>Emmanuel Taylor</b> 	<b>Senior Electricity Consultant at Energetics</b> <ul style="list-style-type: none"><li>• Current work includes <b>strategic planning, technology roadmapping, science communication, and microgrid design</b> with expertise in electric power systems, power electronics, and renewable energy</li><li>• Formerly an <b>Electrical Engineer</b> at the U.S. Department of Energy</li><li>• Possesses a <b>range of professional experience</b>, covering hardware and system design, software development, energy policy, academic research, and technical consulting</li><li>• Holds a B.S., M.S., and Ph.D. in <b>Electrical and Computer Engineering</b> from the University of Pittsburgh</li></ul>



# NY Prize Community Microgrid Competition Customer Engagement Success Stories

*Smart Grid Consumer Collaborative  
SGCC Webinar*

April 26, 2017

Emmanuel Taylor  
Senior Electricity Consultant  
Energetics Incorporated



## Presentation Outline

- Energetics Background
- Microgrid Basics
- Microgrid Examples
- Community Microgrids
- NY Prize Competition Description
- Focus Areas for Customer Engagement

# Energetics Background



**OUR FIRM**

For 37 years, Energetics has been a preferred provider of strategic business management and engineering consulting services contributing to a more sustainable world.

Who We Are      Our History      Expertise

Where We Work      Clients      Opportunity

Strategic Planning and Roadmapping      Analysis and Modeling      Program and Project Management      Metrics and Evaluation      Communications and Outreach      Tech Transfer Investment and Financing

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**ENERGETICS AT A GLANCE**

**Vision:** To create management and technology solutions that inspire our clients and contribute to a sustainable world

- 35+ years serving government and industry
- Headquartered in Columbia, MD
- 120+ staff
- Wholly owned subsidiary of VSE Corporation
  - ✓ Access to 2,500 additional staff
  - ✓ 200 locations worldwide

**Our Service Continuum:**

Strategic Planning & Roadmapping      Analysis and Modeling      Program and Project Management      Metrics and Evaluation      Communications and Outreach      Tech Transfer Investment and Financing

Strategic Planning and Roadmapping      Analysis and Modeling      Program and Project Management      Metrics and Evaluation      Communications and Outreach      Tech Transfer Investment and Financing

Delivering solutions that:

- Increase energy efficiency – fleets, buildings, industry
- Diversify energy supply
- Measure impacts of new energy technologies
- Motivate customers to adopt new technologies and habits
- Benchmark energy and carbon footprint
- Create consensus around strategic priorities
- Modernize infrastructure

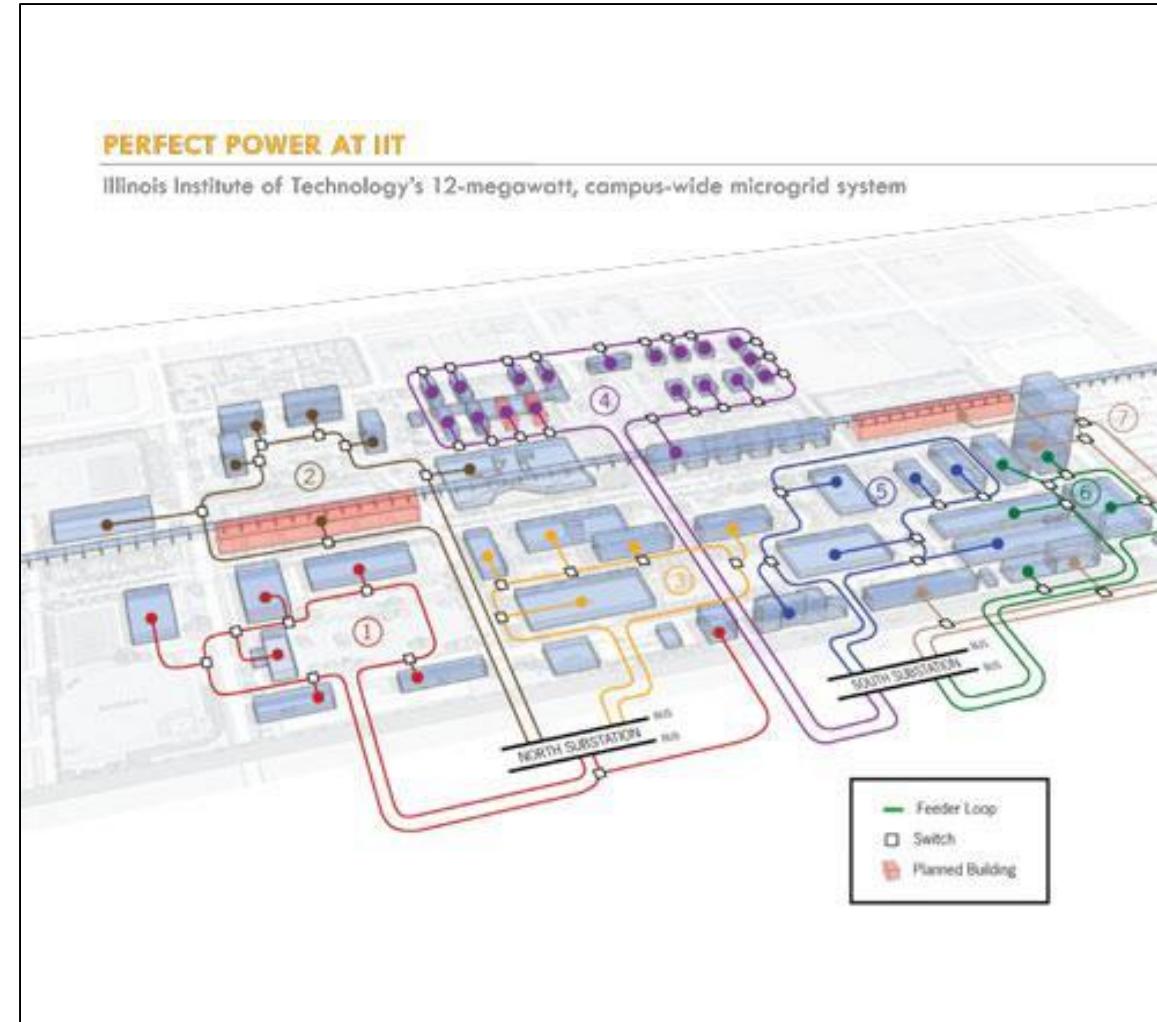


# Microgrid Basics



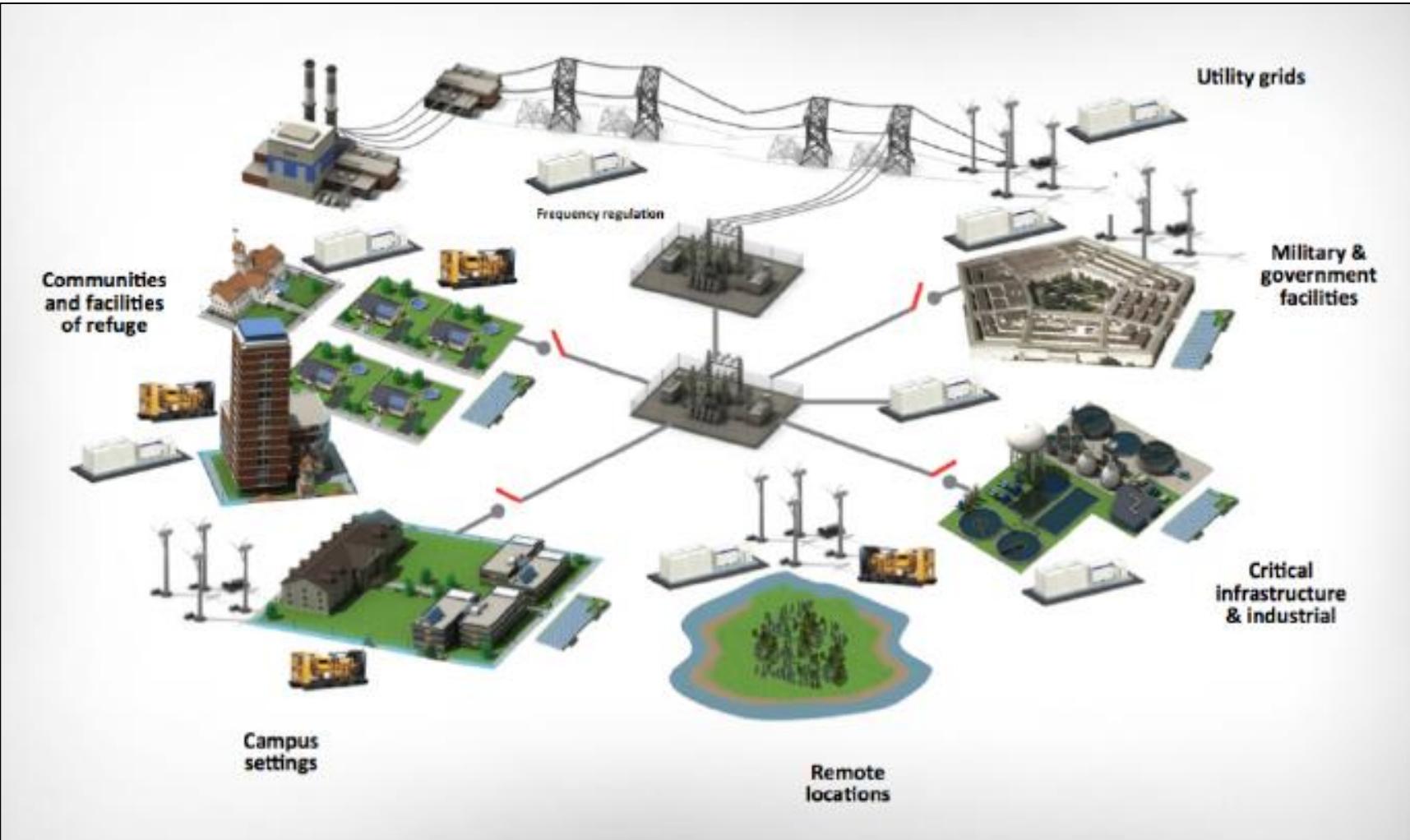


# Microgrid Examples





# Community Microgrids





## NY Prize Competition

### Three Stages:

- Feasibility Studies (83)
- Design (11)
- Project Build Out (2018)

### Feasibility Studies:

- Completed around 12/2016
- Engineering Design + Cost Benefit
- Largest Existing Body of Literature on community microgrids



## Focus Areas for Customer Engagement

- Community involvement in project teams
  - Pre-competition webinars
- Localization of emissions
  - Environmental justice concerns
- Customer electricity rates
  - Residential impacts

**Questions?**

# Questions?

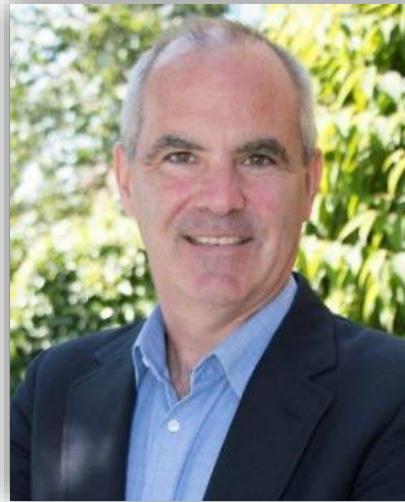


# Thank you!

You will receive a copy of today's slides at the email address you used to register.



**Julee Cunningham**  
Communications, Marketing &  
Business Readiness Director  
**Snohomish County PUD**



**Neil Neroutsos**  
Chief Spokesperson/Public  
Relations Liaison  
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