



**SMART
ENERGY**
CONSUMER
COLLABORATIVE



2022
CONSUMER
SYMPOSIUM

Advancing a Smarter, More Equitable Energy Future

Co-located with
DistribuTECH

DALLAS, TEXAS / MAY 24-25, 2022

#SECC2022



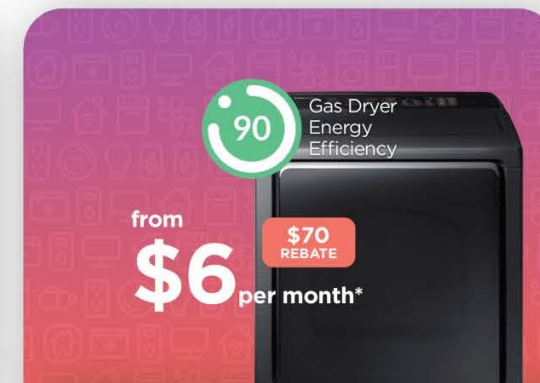
Reaching Decarbonization Targets: Engaging Consumers in the Transition

May 24, 2022

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40+ product categories



Personalization & Financing

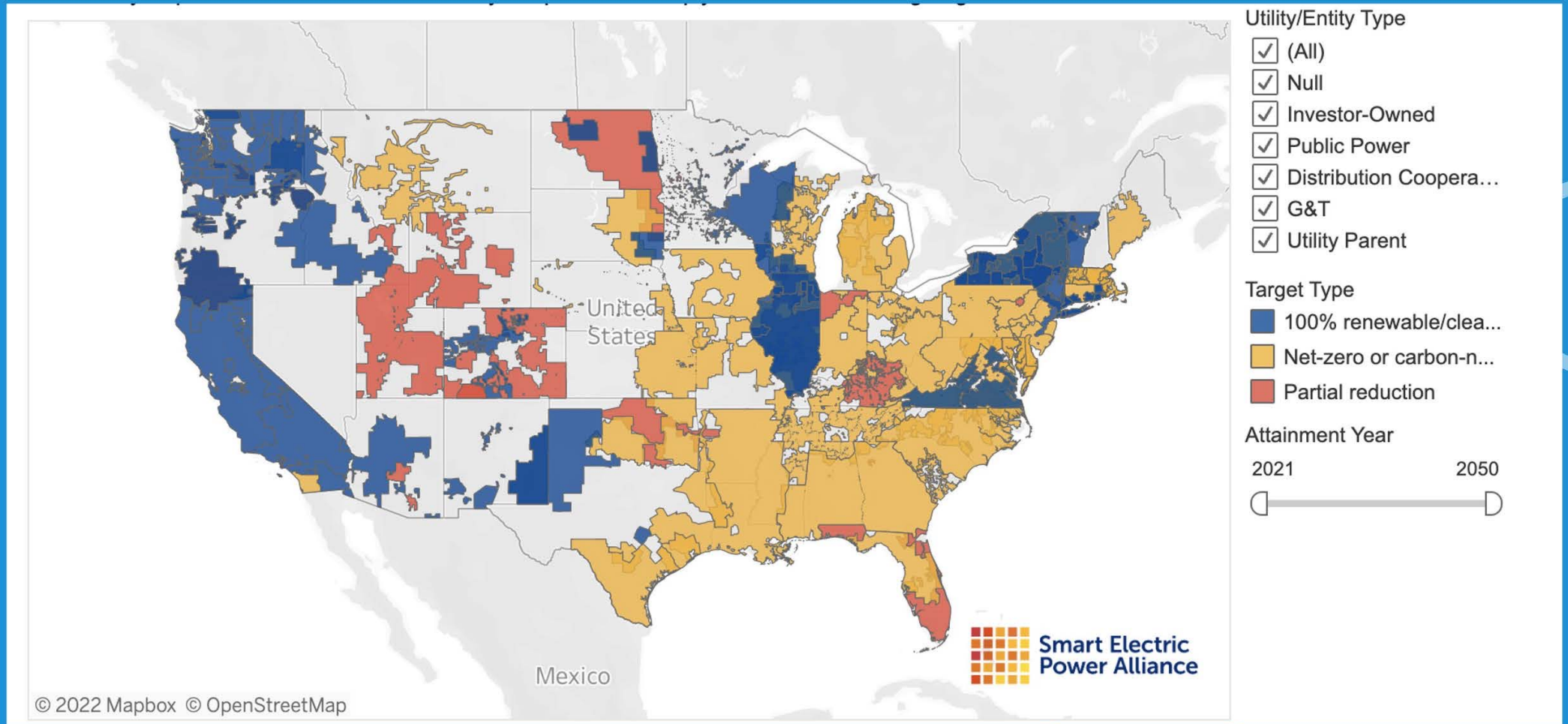


Customer Satisfaction



Energy Efficiency

Utility carbon-reduction targets



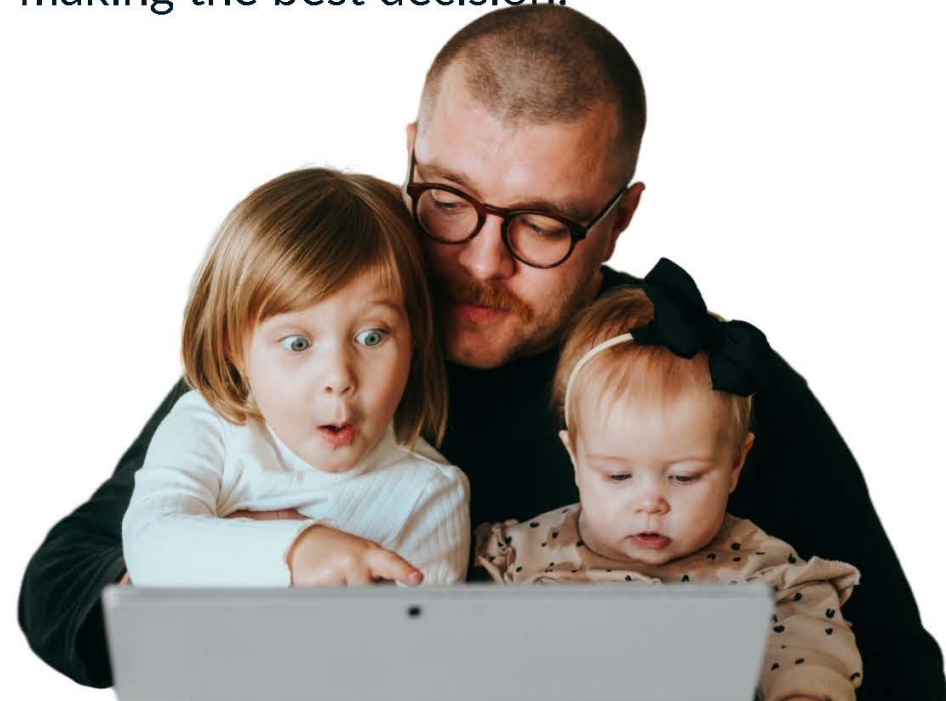
Scale your reach

Enervee marketplace enables utilities to reach more of their customers across the most product categories.



Be your customers' **trusted** advisor

When in the market for appliances, your customers appreciate your help with making the best decision.



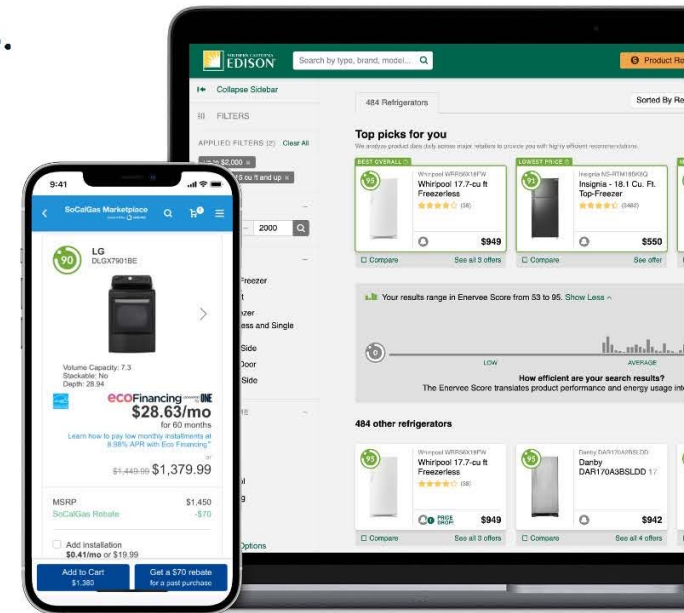
Delight your customers

Proven customer engagement and customer satisfaction **increase of 24%** from Marketplace-aware utility customers.



Innovate

Your customers expect a personalized, convenient and risk-free shopping experience... it is what they're used to. Our innovative platform enables you to maintain and grow your relationships with your customers.



Unlocking better choices at scale

Enervee Choice Engine®

Nudging customers to choose more efficient products.



LG DLG7301WE

LG EasyLoad Smart
Wi-Fi Enabled 7.3-cu ft

★★★★★ (769)



\$898.00

Enervee Commerce

The first fully transactional marketplace featuring appliance products via national retailer fulfillment partners.



Eco Financing

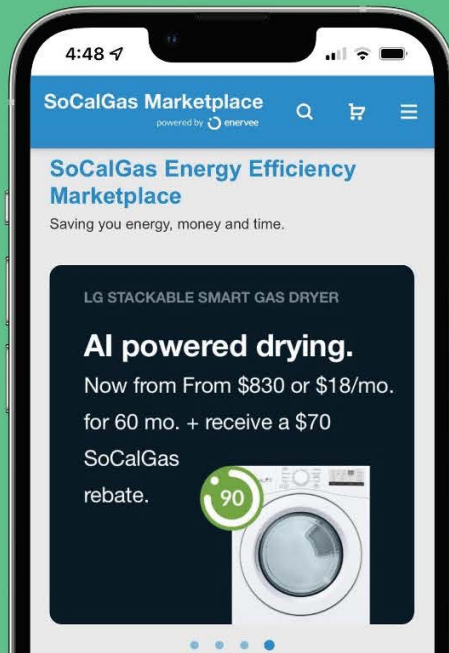
Seamlessly integrated, instant online financing for efficient products & related services.



Continuously optimized digital marketing

Impactful messaging

Engage active shoppers with highly relevant content & creative.



Personalized email

Data-driven, behavior and event triggered email marketing.

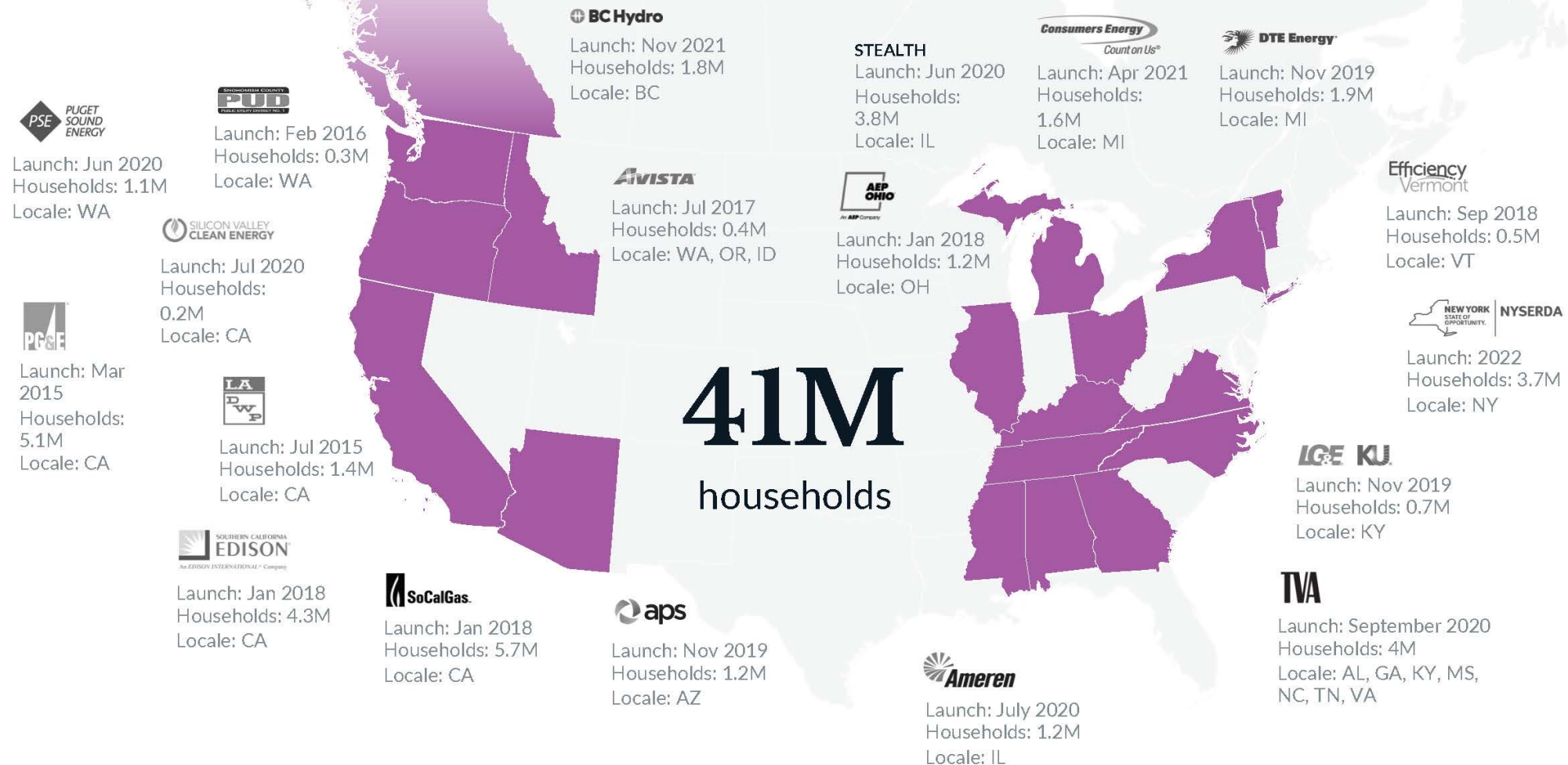


Targeted digital media

Reach in-market shoppers through search, display, video and social.



Growing utility partnerships and impact



Thank you

Kate Merson
Enervee
VP, Utilities
kate.me@enervee.com



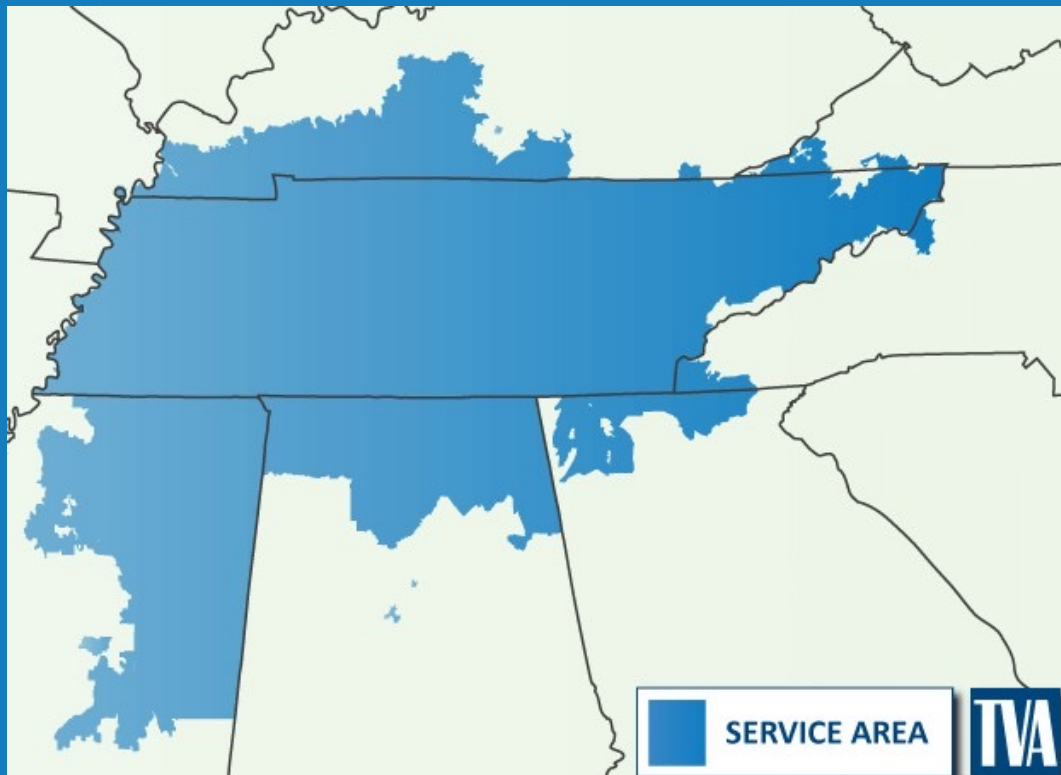
Home Uplift: supporting decarbonization through low- income energy efficiency

Frank Rapley

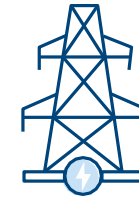
Senior Manager, TVA
EnergyRight® Residential



Powering the Tennessee Valley



IMPROVING QUALITY OF LIFE



Energy

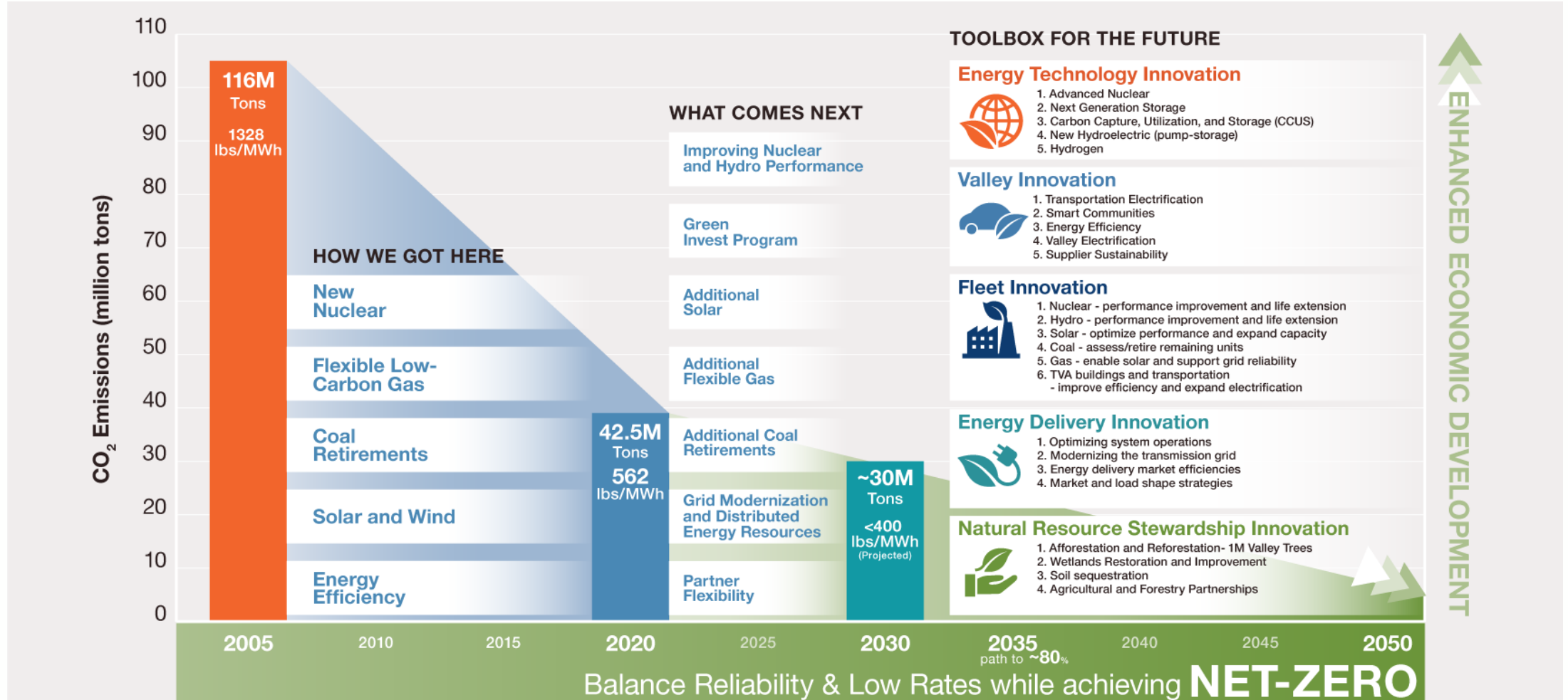


Environment



**Economic
Development**

TVA's decarbonization journey



Why we are focused on energy equity



Household incomes in the southeast fall well below the national average

An estimated 34% of residents qualify for the federal Weatherization Assistance Program



Energy burdens in the southeast are among the highest in the country due to income, housing, climate, etc.



The impacts of COVID-19 have worsened the economic situation for many energy-burdened families



Energy assistance programs, while important, do not sufficiently address long-term energy affordability



Home Uplift's vision

A sustainable, equitable low-income energy efficiency and educational program deployed across the Tennessee Valley - in partnership with local power companies, healthcare partners and community-based organizations - that reduces energy burdens for residents in need.

Our partners in powering transformation

- Local power companies (e.g., round-up programs)
- Local and state government agencies
- Housing agencies
- Competitive grants (Federal Home Loan Bank, etc.)
- Charitable giving
- Local nonprofits
- Community action agencies



Eligible Home Uplift measures



HVAC / Heat
Pumps



Duct Systems



Insulation



Windows & Doors



Electric Water
Heating



Lighting



Air Sealing



Refrigerators

Home Uplift results

3,400+

Average electric energy savings
per household

43

Total participating local
utility partners

3,971

Number of completed home
energy retrofits

58.4K

Tons of CO² avoided

\$18M

Total estimated cost
savings by program
participants over the life
of the installed measures

\$40.4M

Total funding
(Local+ TVA match)

*Program to date as of March 31, 2022

Thank you!

Frank Rapley

Senior Manager
Tennessee Valley Authority
EnergyRight® Residential

fmrapley@tva.gov

Reaching Decarbonization Targets: Engaging Consumers in the Transition

Innovating Home Energy Reports

Naila Ahmed
Account Executive
Opower, Oracle Energy and Water

May 24, 2022



The Oracle logo, consisting of the word 'ORACLE' in a bold, red, sans-serif font.

About Pacific Gas and Electric Company



Serve
1 in 20
AMERICANS

70,000 SQUARE-
MILE
SERVICE AREA

Provide energy
services to
16 MILLION
NORTHERN
AND CENTRAL
CALIFORNIANS

>20,000
EMPLOYEES

5.1 MILLION
ELECTRIC CUSTOMER
ACCOUNTS

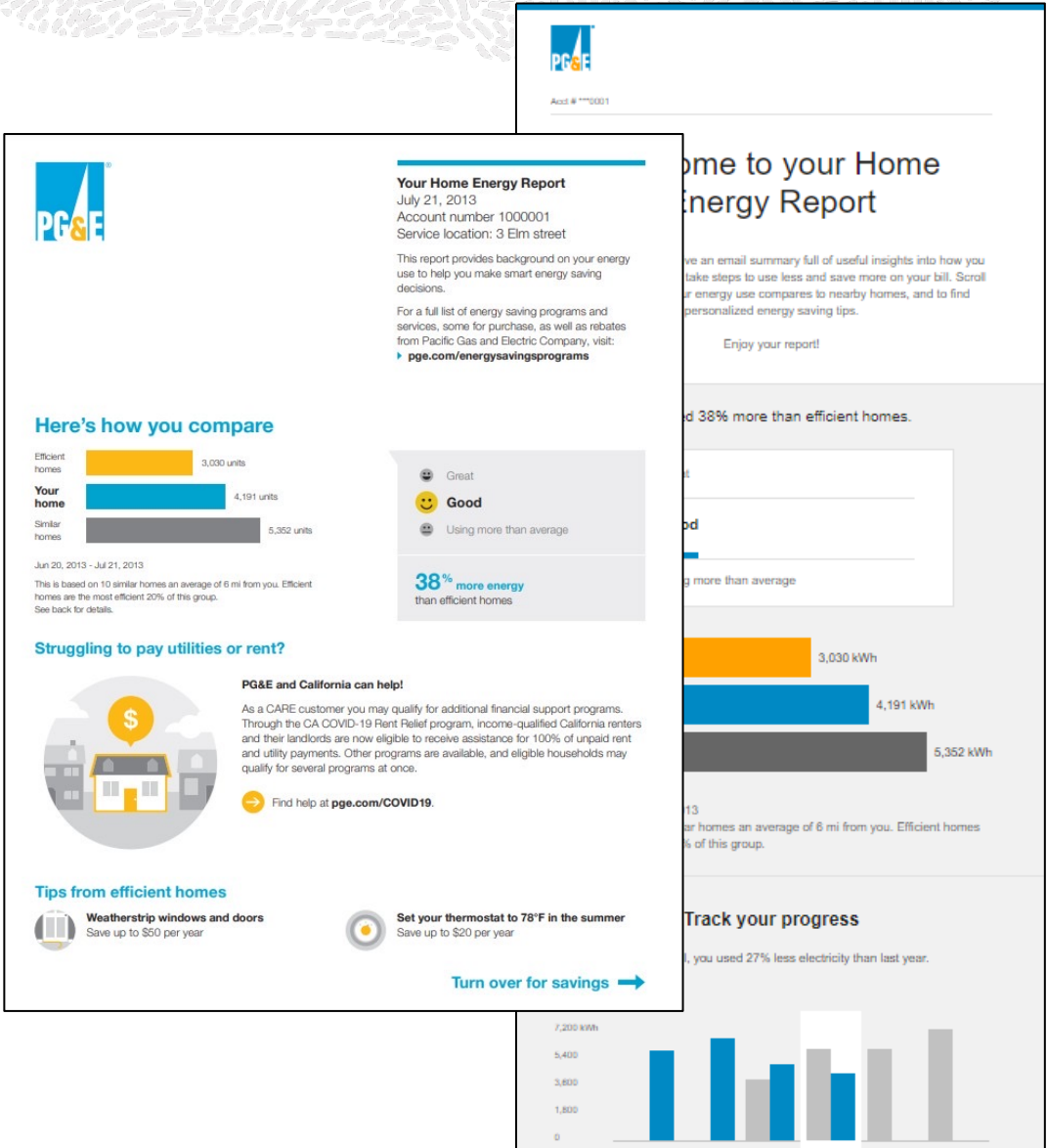
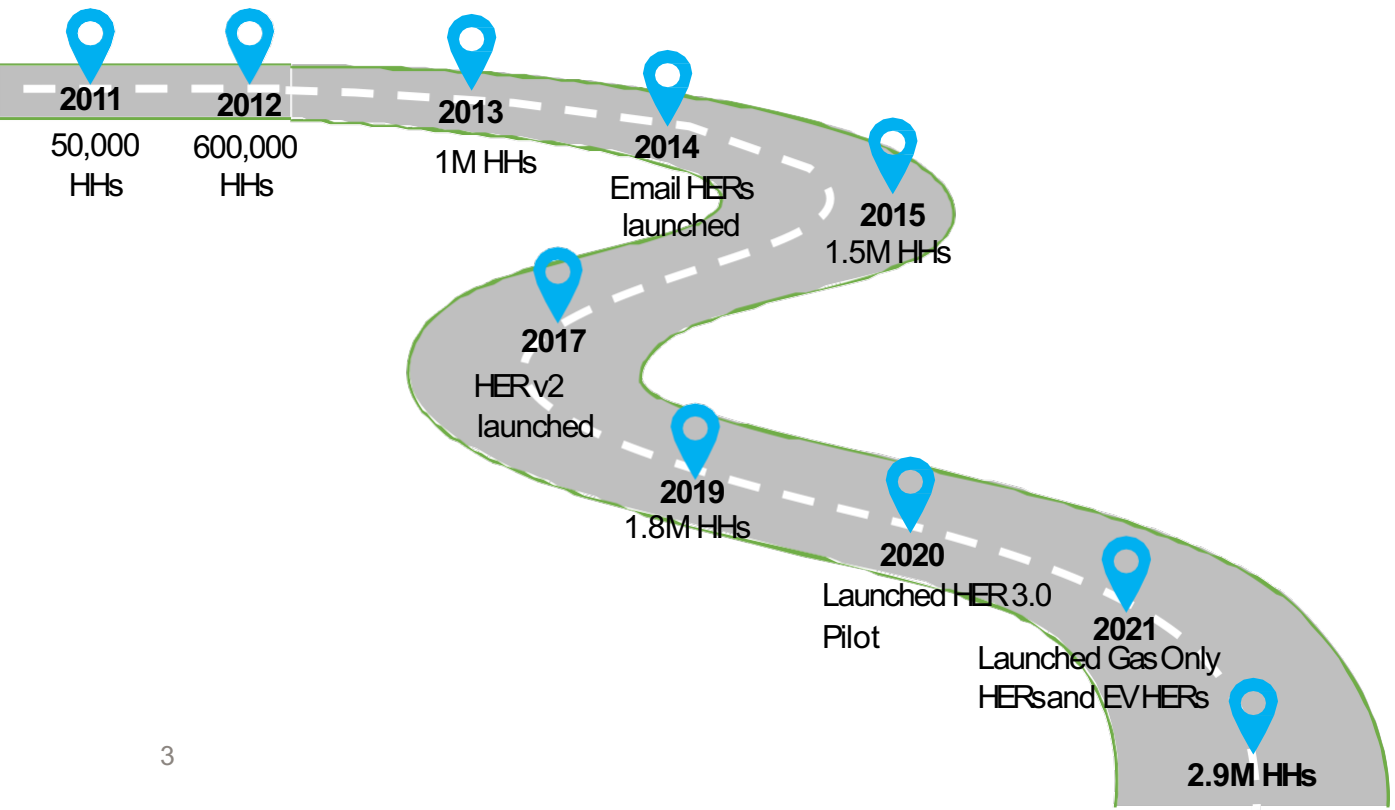
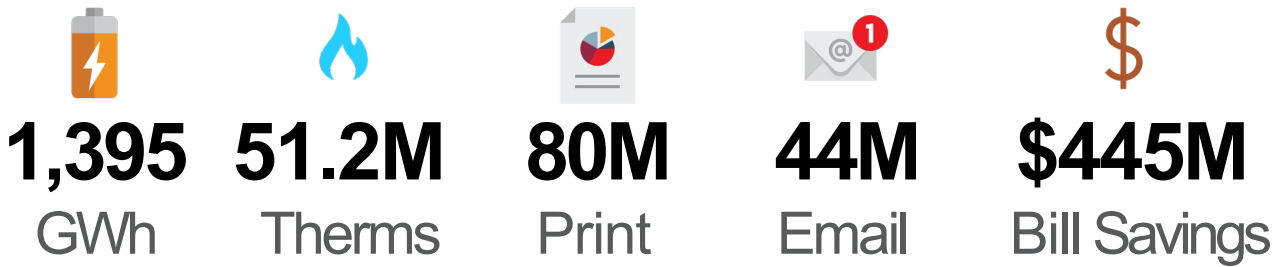
4.3 MILLION
NATURAL GAS
CUSTOMER ACCOUNTS

568,000
SOLAR CUSTOMERS

358,000
EV CUSTOMERS

Regulated
INVESTOR-OWNED UTILITY

Opower's partnership with PG&E began in 2011; it started with a pilot Home Energy Report program of 50,000 customers that has since grown to nearly 3 million customers!





Home Energy Report
September 27, 2021
Account #4656524593
1915 IRVING AVE, OAKLAND, CA 94601

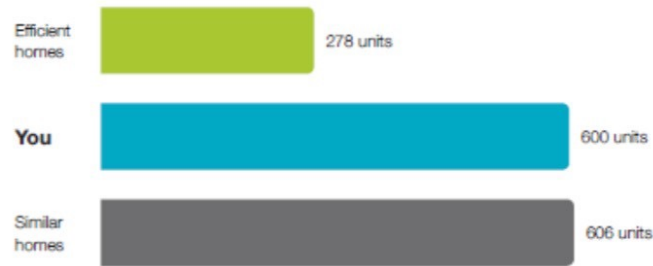
ALEXANDER & DANIEL RILEY
2311 WILSON BLVD SUITE 800
ARLINGTON VA 22201-5417

Your energy use at a glance



Use this report to learn about your energy use and how you can save more.

How you compare to others



Efficient homes represent the 20% of similar homes in your comparison group that used the least energy this period.

A unit is a combined measurement of electricity (kWh) and natural gas (therms) use.

How does this comparison work?



We use your home profile to look for 100 single-family homes in your area with a similar **heating source** and **square footage**. If your report seems off, you can take the Home Energy Checkup to make it more accurate.

To take the Home Energy Checkup, go to <https://pge.opower.com/ei/x/home-energy-disaggregation/>.

Aug 27 - Sep 27, 2021

Your energy use was **higher** than efficient homes by

116%



You used less energy than similar homes



Take the 5-minute Home Energy Checkup

Want to reduce your home's energy use? Turn over for personalized savings advice.




3rd Generation HER



How does it work? A customer receives an email ~~HER~~with the Pre-Audit module securely linking them to the EasyAudit

Want a more accurate report?

Update your home profile for a better look at your energy use. Here's what we need to know to make your report more accurate:



57%
complete

☒ Home type: Single family

☒ Home size: 1400 sq. ft.

☒ Pool: Yes

☒ Second fridge: Yes

☐ Own or rent

☐ Heating type

☐ Dryer

[UPDATE YOUR PROFILE](#)

Call to action takes customer to the EasyAudit. The randomized token in the url automatically identifies the customer so there is no need for the customer to input their account information. This token lasts 2 weeks and allows them to securely take the audit without logging in.



2.32% Module Click-through Rate

40k HECcompletions directly from this module in 2021

14k HECcompletions directly from this module though March 2022



Deeper engagement

And the EasyAudit is just one example of HERs driving deeper customer program engagement



Drive more web engagement



Introduce promotional programs



Show programs for low-income group



Promote different rate options

Get help with your energy bill



Do you rely on power for medical needs?

PG&E's Medical Baseline program offers financial assistance for residential customers who rely on power for needs due to qualifying medical conditions.

- Find out whether you're eligible
- Fill out and submit the completed application
- Start receiving extra energy at the lowest price

→ Learn more about Medical Baseline at pge.com/medicalbaseline.

Considering a new EV?



Find available rebates and incentives, calculate and compare EV ownership costs, see your electric rate plan options, and locate charging stations with the PG&E EV Savings Calculator.

EXPLORE NEW EV MODELS

Save more with your Time-of-Use plan

Get tips to help you save more energy and money



With Time-of-Use rate plans, when you use energy is just as important as how much you use. Simple changes, like waiting until after peak hours to run your dishwasher or start a load of laundry, can go a long way in helping California make progress toward its clean energy goals.

Ready to save more during peak hours?

GET YOUR TIPS

HERs have driven deeper engagement and more enrollment in programs across several different lines of business: including Income Qualified, Distributed Energy Resources, Resiliency, Demand Response, and others!

HERs are also being used as a vehicle to communicate complex messages to customers in an increasingly complicated world

Keeping Californians safe in a changing environment



Higher temperatures, extreme dryness, and record-high winds have created conditions in our state where any spark can lead to a major wildfire.

We're committed to improving Public Safety Power Shutoff (PSPS) events for our customers in 2020 and beyond by **reducing the length of outages and number of people impacted**, without compromising safety. Take a few minutes to learn about the steps we're taking, and important ways you can prepare.

GET PREPARED

Are you prepared for a power outage?



Power outages can happen at any time. Backup electric power can be part of any preparedness plan to help keep the lights on and appliances running, save perishable food, and provide power for essential equipment and electronics during a power outage.

LEARN ABOUT BACKUP POWER

Receive outage updates by text, email or phone



Stay informed about outages affecting your service. Outage alerts will notify you of the outage cause and the estimated restoration time.

SIGN UP NOW

Ways to save as gas prices increase globally



Discover ways to lower your gas usage this winter season. Finding ways to lower gas usage is more important than ever, now that natural gas prices are increasing across the country and around the world.

REDUCE YOUR USE



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