

Home Energy Management: Lessons Learned
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Comverge, Inc.





The Promise of Home Energy Management

- Create a true two-way dialogue between consumers and electric utilities
- Increase consumer engagement in energy management
- Reduce consumer electricity bills by more than 15%
- Help electric utilities balance supply and demand
- But....Turning promise into reality has been very difficult



Comverge Clients and Channels Used





Managing Customer Experience

Learn

- How will customers
 learn
 about the offer
- -Directly
- -Indirectly
- -On-going

Enroll

What steps customers take to enroll in the program

Receive

What will customers
 receive after enrolling in the program

Use

- How customers use the service
- On-going fulfillment and education

Support

- The types of <u>support</u> customers will receive
- Resolve and end service



Sample Pieces

Help manage electricity. We'll help a local school

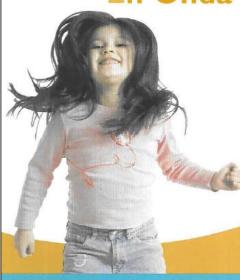


96.8% participant satisfaction.

Join the growing number of participants who are helping to ensure a safe, reliable electric supply for Utah.

UTAH POWER

Sea Increiblemente Poderoso y Totalmente En Onda



Inscribase en Cool Keeper, reciba \$20, y ayude a reducir la demanda creciente por la electricidad.

Llame al 1-800-357-9214 o visite el www.utahpower.net/coolkeeper.

proving Utah's future by

y Mountain Power customers ses among the lowest in the way to share with local school sool of your choice.

to your central air conditioner tostat the way you normally afternoons when electric is a wireless signal. The device ditioner off and on in fifteen e with others in the

few selected weekdays betweet. It is not activated on holida are in your home may rise y don't notice the change in ced, the Cool Keeper device urns to its standard operation

l \$20 thank you credit on

for Cool Keeper and help out anage electricity demand. Us will receive a \$25 donation.

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es! Enroll me in

technician to my home in start receiving my bill credit.

o. I do not wish to we future mailings

central air conditioning not easily accessible, or prefer to be present installation, you can ule an appointment.

ease contact me to e an appointment.

E: Room air conditioning are not eligible for this



Jane Smith
12 Peachtree Lane
Solt lake Circuit 94111 1904

Sign up for Cool Keeper and we'll donate \$25 to the Utah Food Bank or the Road Home. It won't cost you a penny—in fact, you'll receive an annual \$20 bill credit.

Dear Utah Power Customer

You can use energy wisely and help a local nonprofit organization by choosing Cool Keeper. Since its introduction in 2003. Cool Keeper has been a simple and effective way for Utahns to use energy visely. This year, the program becomes a way to share with your community. When you sign up for Cool Keeper, we'll donate 25% to the Utah Food Banko r the Road Home

The Cool Keeper device will be connected to your central air conditioning unit. On selected summer days when energy demand soars, the Cool Keeper device receives a wireless signal. This signal tells the device to turn your central air conditioning unit off and on for a few minutes each half hour, coordinating with other air conditioners in the area and lessening the strain on the electrical system.

Cool Keeper is activated on a few selected weekday afternoons, June through August, between 2 p.m. and 8 p.m. During activation, customers report a minor change of 1 to 37° Fmay occur. Once demand is reduced, the Cool Keeper device shut down and your air conditioning unit returns to its standard operation.

Participation in the program and the installation are free. You will also receive a \$20 bill credit* every year you participate A partial credit applies for participants who enroll after June 1.

Use the reply card below to choose which organization you'd like to receive the \$25.1 hope you'll consider this option.

Sincerely, Kaken Gelmore

Vice President, Customer Service

call us at 1-800-357-9214, or simply send in the reply card below



See reverse to learn more about thes charitable organizations, or visit: www.theroadhome.org



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and help reduce demand for electricity id you'll also earn an annual bill credit for

a device will be connected to your central mmer days when energy demand soars, the so signal. This signal tells the device to tum and on for a few minutes each half hour, hers in the area and lessening the strain on

lected summer afternoons, June through During activation, customers report a minor lemand is reduced, the Cool Keeper device or unit returns to its standard operation.

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. Together, we can have a bright, sustainable

ply send in the reply card below.

net/coolkeeper,

With Cool Keeper you:

- use energy wisely
- stay cool and comfortable
- balance the demand for electricity along the Wasatch Front
- ensure a safe, reliable electric supply for Utah
- earn an annual \$20 thank you credit on your fall Utah Power
- help keep costs down

WOLDAN DOWER

Making it happen.

Yes! Enroll me in Cool Keeper Send a technician to my home, so I can start earning my annual bill credit. Select the organization you'd like to rescrete the \$25 donation.

Address

City States Zip Cirile

Day phone County phone

Count phone

Countries opposes

Countries opposes

Countries opposes

If your central air conditioning unit is not easily accessible, or if you prefer to be present during installation, you calculated an appointment.

Do you own or rent the property at this address!

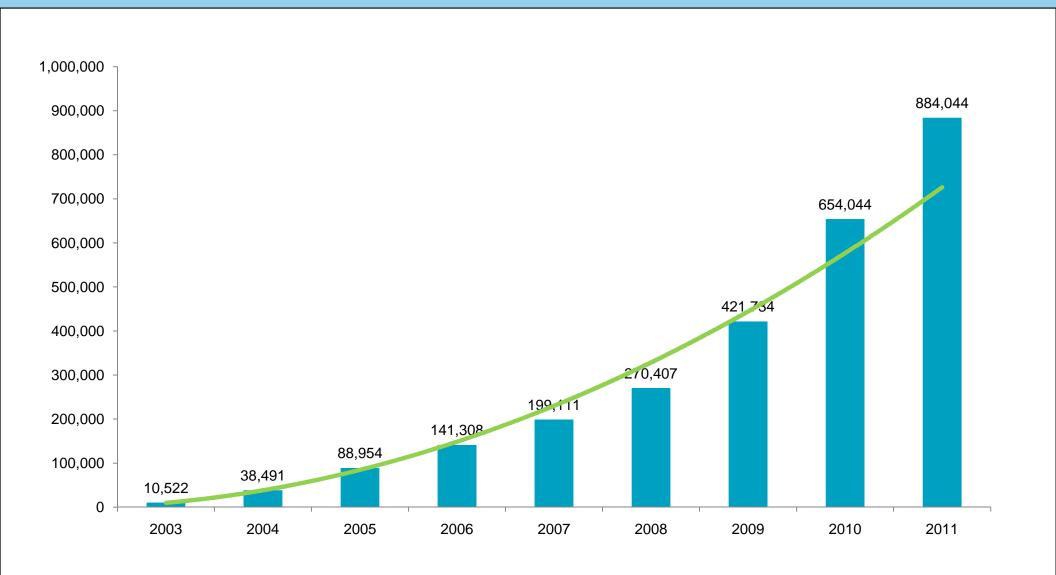
Own | Rent (Please provide your landord's contact infe below)

Landford's name

School code:



Comverge Track Record of Success



In 2011, we expect to be approaching ~1.0M enrollments





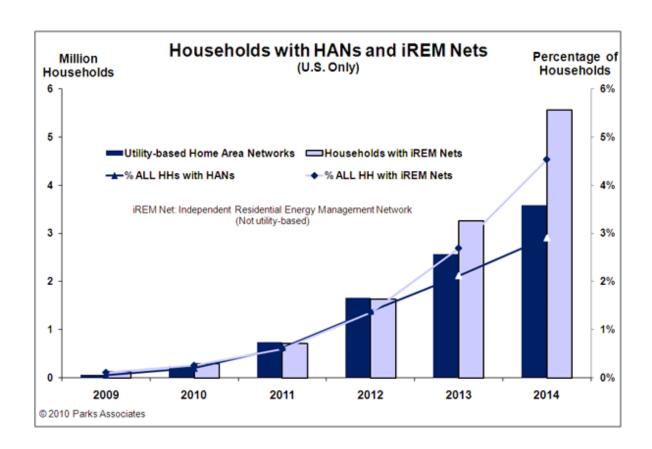
Engaging Consumers: Lessons Learned

- Consumers don't want to invest significant time in managing their electricity usage
- The mean time to kitchen drawer is very low for energy management devices
- Consumers will cede some control to utilities if it means they can substantially reduce energy bills
- Demand response and dynamic pricing programs have a critical role to play



The Promise of HEMS

- 2010 Study, Are we still on this trend?
- What are the key drivers for Consumers toward adoption?
- □ Gadgetry?
- □ Energy?
- □ Costs?
- ☐ Smart Meters?





Consumer Engagement Best Practices

Programs need to begin with clear consumer communication and education

 Home energy management needs to be incorporated within larger intelligent energy management initiatives, and value needs to be proven

 Automated services that deliver tangible benefits resonate with consumers



Distributed Intelligence & Automation:

- Simplifies and streamlines consumer experience
- Allows consumers to determine level of engagement they want in managing their energy consumption
- Significantly reduces consumer electricity bills
- Benefits utilities by enhancing grid reliability, security and efficiency