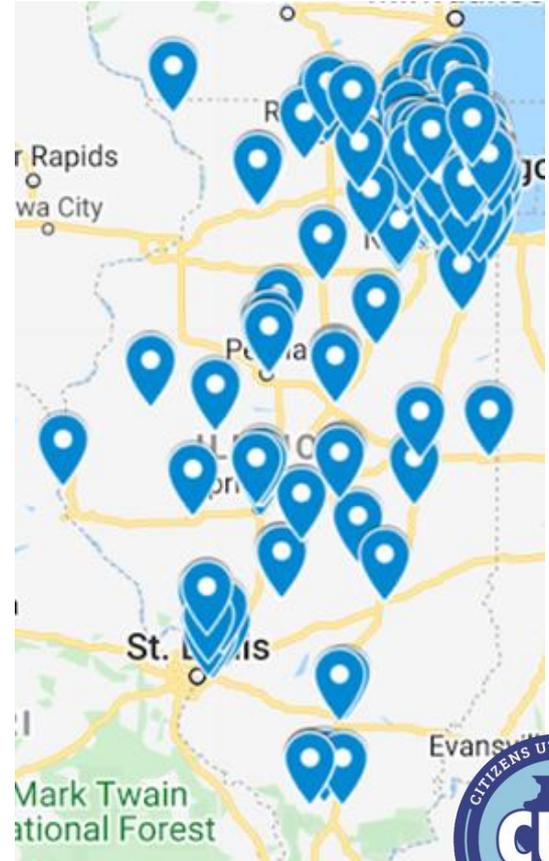




Administration: Recommendations before the SAG

Cate York
Citizens Utility Board
5/12/20

Background



Goals

- **Empower** customers to better understand how to take advantage of utility programs and maximize savings
- Prioritize customer **benefit and trust**
- Leverage **existing** communications channels



Website

- Integration of energy efficiency website with bill payment website
- Energy usage alerts
- Storytelling
- Organization according to eligibility
- Interactive maps



Utility Coordination

- Increased cost-effectiveness
- Economies of scale
- Lower operational cost
- Avoids redundant administrative expense
- Integrated service: one-stop shop + single point of contact



Renter Resources

- Educational materials
- Building owner contact submission
- Expanding kits for renters



Community Engagement

- Outreach calendar
- Community-driven outreach
 - Listening sessions
 - Multi-faceted organizational input
 - Support local, trusted partners



Demand Response

- Ameren: Power Smart Pricing, Peak Time Rewards
- ComEd: Hourly Pricing, Peak Time Savings, Central AC Cycling
- Demand response saves energy (64,000 MWh)
- 2019 PSP report:
 - “Recommends looking for opportunities to educate customers about the program through existing...communication channels”
 - Of 2,095 PSP participants surveyed in 2019, 23% reported using a smart thermostat (16% planned to within one year)
 - 61% reported having taken advantage of energy efficiency measures (20% planned to within one year)



Thank you!

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