

# Elevate Energy

Illinois Energy Efficiency Stakeholder Advisor Group  
May 12, 2020



# Agenda

May 12, 2020

- Centralized Resources
- Conflict of Interest Rule
- Energy Communities
- Loyalty Program
- Tiered Incentive Approach

# Centralized Resources

Amy Jewel

Associate Director, Energy Efficiency Programs



# Centralized Resources

- Applicable utilities
  - All Illinois utilities
- Background
  - Many energy efficiency program implementers or utility staff develop highly technical tools, such as measure calculators, to track energy savings from each program
  - As a result, each team is "recreating the wheel"
  - The program evaluator then reviews and comments on each tool separately in a time-consuming process
  - Each utility also has separate dataset definitions and data requirements for reporting the energy savings data

# Centralized Resources

- Idea
  - Develop uniform, standardized, and centralized resources such as measure calculators and standard dataset definitions
- Rationale
  - Create more consistency across programs
  - Reduce time needed to develop and evaluate tools, freeing up more resources for other aspects of program delivery

# Conflict of Interest Rule

Amy Jewel

Associate Director, Energy Efficiency Programs

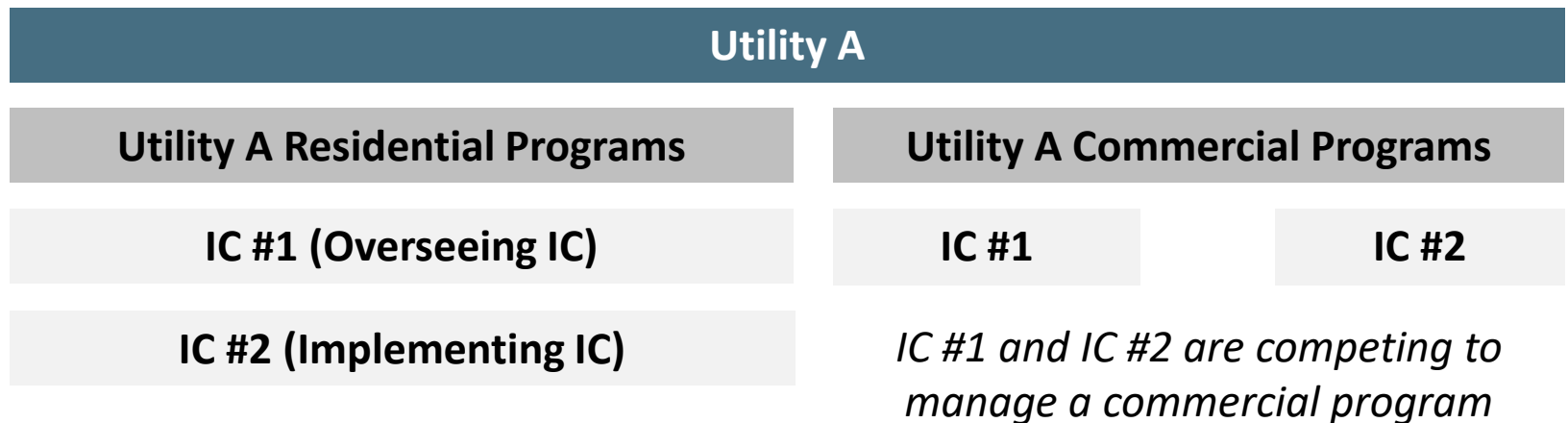


# Conflict of Interest Rule

- **Applicable utilities**
  - All Illinois utilities
- **Background**
  - Many energy efficiency programs are managed by firms or organizations called implementation contractors (ICs) on behalf of the utilities
  - Some utilities may also hire an IC to oversee the work of other ICs that are implementing programs
- **Idea**
  - Develop a new conflict of interest rule to prevent an IC from overseeing another IC that they are in competition with for other opportunities

# Conflict of Interest Rule

- Example:



- An overseeing IC might withhold information or otherwise hamper the ability of the implementing IC to be as successful as possible
- Program participation, energy savings, and cost effectiveness could suffer as a result



# Conflict of Interest Rule

- Rationale
  - Overseeing ICs would not be allowed to also implement other programs for any utility in Illinois
  - Similar conflict of interest rules exist for evaluation contractors (they are not allowed to evaluate and implement programs)
  - Other sectors, such as local, state, and federal government agencies, typically have similar conflict of interest rules in place

# Energy Communities

Jenny Riley

Associate Director, Marketing



# A Holistic Approach to Customer Experience

- **Applicable utilities**
  - All Illinois utilities
- **Background**
  - Numerous program offerings and services available to customers to help them save
  - Customers are not participating in these programs due to limited understanding of what is available, and little time/effort to research on their own
- **Idea**
  - Enhance the value of offerings through a personalized customer journey to increase customer satisfaction and loyalty

# Personalized Customer Journey



# Personalized Customer Journey

**Ameren**  
ILLINOIS

**TOP PICKS FOR VICTORIA**

- PEAK TIME REWARDS®
- Power Smart Pricing
- ADVANCED POWER STRIPS
- ELECTRIC VEHICLES

**TRENDING NOW**

- AMEREN ILLINOIS ONLINE ACCOUNT
- SMART THERMOSTAT REBATES
- COMMUNITY SOLAR
- FURNACE FILTERS

**BECAUSE YOU'RE ON BUDGET BILLING**

- Power Smart Pricing
- PEAK TIME REWARDS®
- SMART THERMOSTAT REBATES
- HEATING AND COOLING INCENTIVES

# Personalized Customer Journey



## TOP PICKS FOR JENNY

**PEAK TIME SAVINGS**

**HOURLY PRICING**

**ADVANCED POWER STRIPS**

**ELECTRIC VEHICLES**

## TRENDING NOW

**MY ACCOUNT ONLINE TOOL**

**SMART THERMOSTAT REBATES**

**SOLAR**

**COMED MARKETPLACE**

## BECAUSE YOU'RE ON BUDGET BILLING

**HOURLY PRICING**

**PEAK TIME SAVINGS**

**ENERGY ASSESSMENTS**

**REBATES AND DISCOUNTS**

# Energy Communities

- Offer a suite of program offerings and services based on customer needs
- Likelihood that a customer will participate based on a number of factors including:
  - Customer interaction with programs and services
  - Other customers with similar tastes and preferences on programs and services
  - Information about the programs, such as category, benefit, savings, ratings, etc.
  - Time of day, devices used, length of time

# Marketing Strategy

- Target Market
  - All residential customers
  - Initial pilot – two customer segments
- Channels
  - Online accounts
  - Email
  - Direct mail
  - Social media
- Timing
  - Start of service
  - Seasonal



# Loyalty Program

Jenny Riley

Associate Director, Marketing

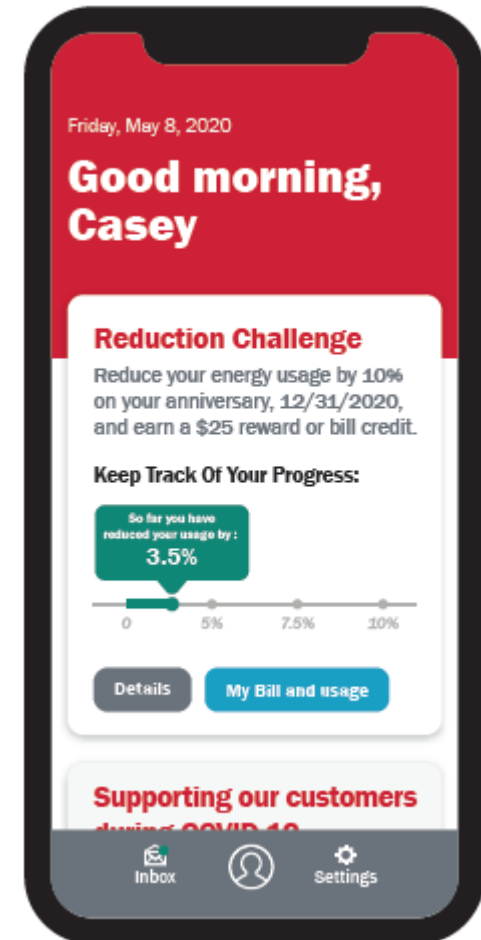


# Increase Customer Satisfaction

- Applicable to all Illinois utilities
- Background
  - Recent recognition of loyalty programs
    - Increase retention and program participation
    - Expected part of the consumer experience
    - Customers feel appreciated and become advocates
    - Direct channel to communicate with customers
    - Share experiences with friends and family
    - Provide a new set of actionable data
    - Customer patience in times of crisis
- Idea
  - A loyalty program makes customers feel they have an emotional connection with the utility brand

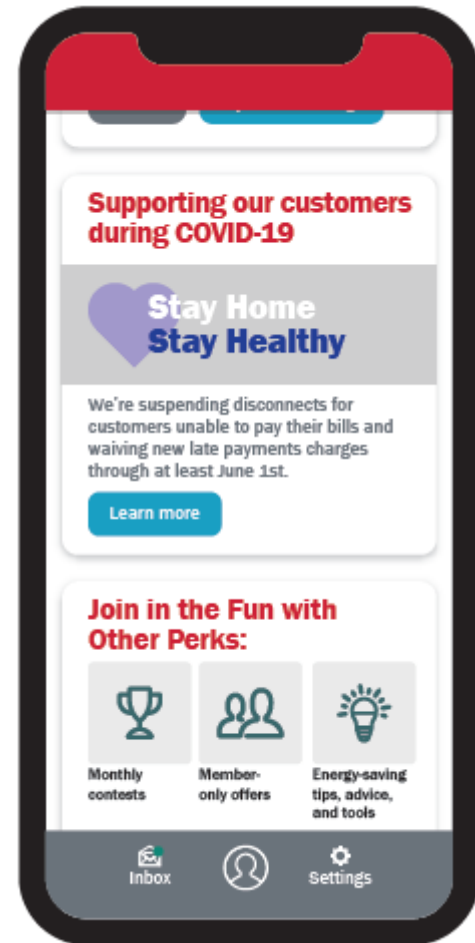
# Reward and Delight

- Focus of these transactions
  - Motivating and inspiring behaviors
  - Using 'always on' conversations
- Points system
  - Earn points dependent on kWh energy usage reduction (%)
  - Participants work towards a certain number of points to redeem their rewards



# Marketing Strategy

- Target group
  - All residential customers
- Channels
  - Traditional and digital channels
    - Mobile app
    - Online account
    - Email
    - Direct mail
    - Social media
    - Property manager networks



# Program Goals

- Create a loyalty program with rewards relevant to target customers
- Design a program that is transparent and easy to participate in
- Make the program fun and engaging
- Reward customers for completing a specific action
- Design the program around a purpose such as attracting new customers, retaining current customers, or encouraging program participation

# Tiered Incentive Approach

Louise Sharrow

Senior Manager, Multifamily Programs



# Tiered Incentive Approach

- Applicable utilities
  - All Illinois utilities with multifamily programs
- Background
  - Tiered incentives have been considered a best practice for multifamily programs by ACEEE since at least 2013\*
  - Tiered incentive multifamily programs exist in New York, Delaware, California, Oregon, and elsewhere
- Idea
  - Tier multifamily incentives to provide escalating incentives for deeper savings

\* <https://www.aceee.org/files/pdf/resource/revising-multifamily-incentive-structure.pdf>

# Tiered Incentive Approach

- Rationale
  - Benefit **customers** by making it more financially feasible and attractive to do more expensive or intensive efficiency measures in a shorter time period
  - Benefit **utilities** by incentivizing buildings to complete measures with higher savings and longer life
  - Results in more savings per property engaged
  - Helps overcome the multifamily split-incentive problem by focusing on both reducing cost of measures and improving savings outcomes



# Tiered Incentive Approach

- Additional considerations
  - Could also be used to integrate and promote renewables, net zero, and/or electrification along with the energy efficiency projects, by including extra tiers or bonuses for including those components
  - Moving to tiering should not make programs less attractive for any customer segment at the expense of making it more attractive for a smaller group (particularly for the income-eligible segment)
  - Incentives should be scaled higher for the income-eligible segment, consistent with current practice