

Next Session

Accelerating Behavioral Change Beyond the Home Energy Report



Kerri Carnes



Karen Wheatley



Will Batista



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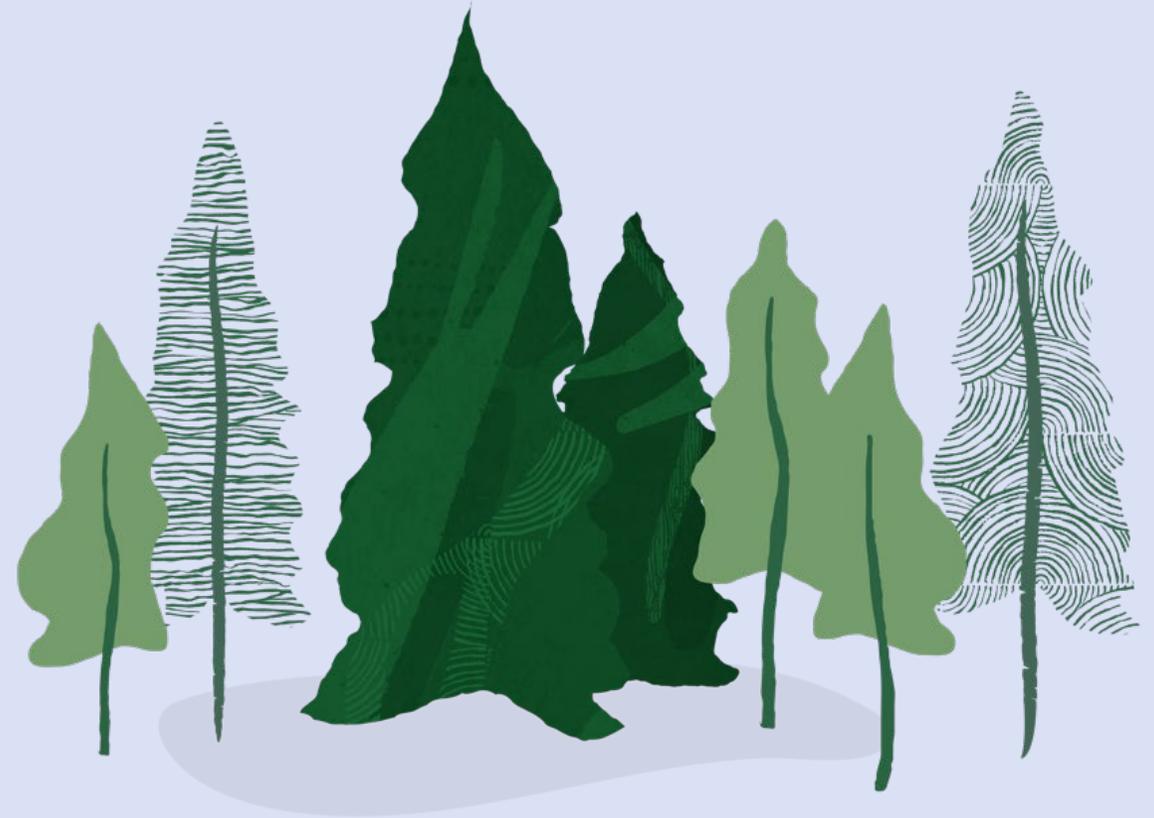


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ORACLE

Oracle Energy and Water
Customer Edge
Conference

Accelerating Change Beyond the Home Energy Report

Success stories from utilities pushing the boundaries
of Behavioral Energy Efficiency program design

Lisa Farley, Opower Client Success Director

Melissa Leymon, Opower Product Strategy & Marketing



Today's Agenda

1

**Evolution of
Behavioral
Energy
Efficiency**

2

**Customer
Success
Stories**

3

**Q&A and
Wrap Up**



Session Hosts



Lisa Farley
Opower Client Success Director



Melissa Leymon
Opower Product Strategy & Marketing

Today's Guest Speakers



Kerri Carnes

Director, Customer to Grid
Solutions



Will Batista

Manager, Sustainability &
Energy Efficiency



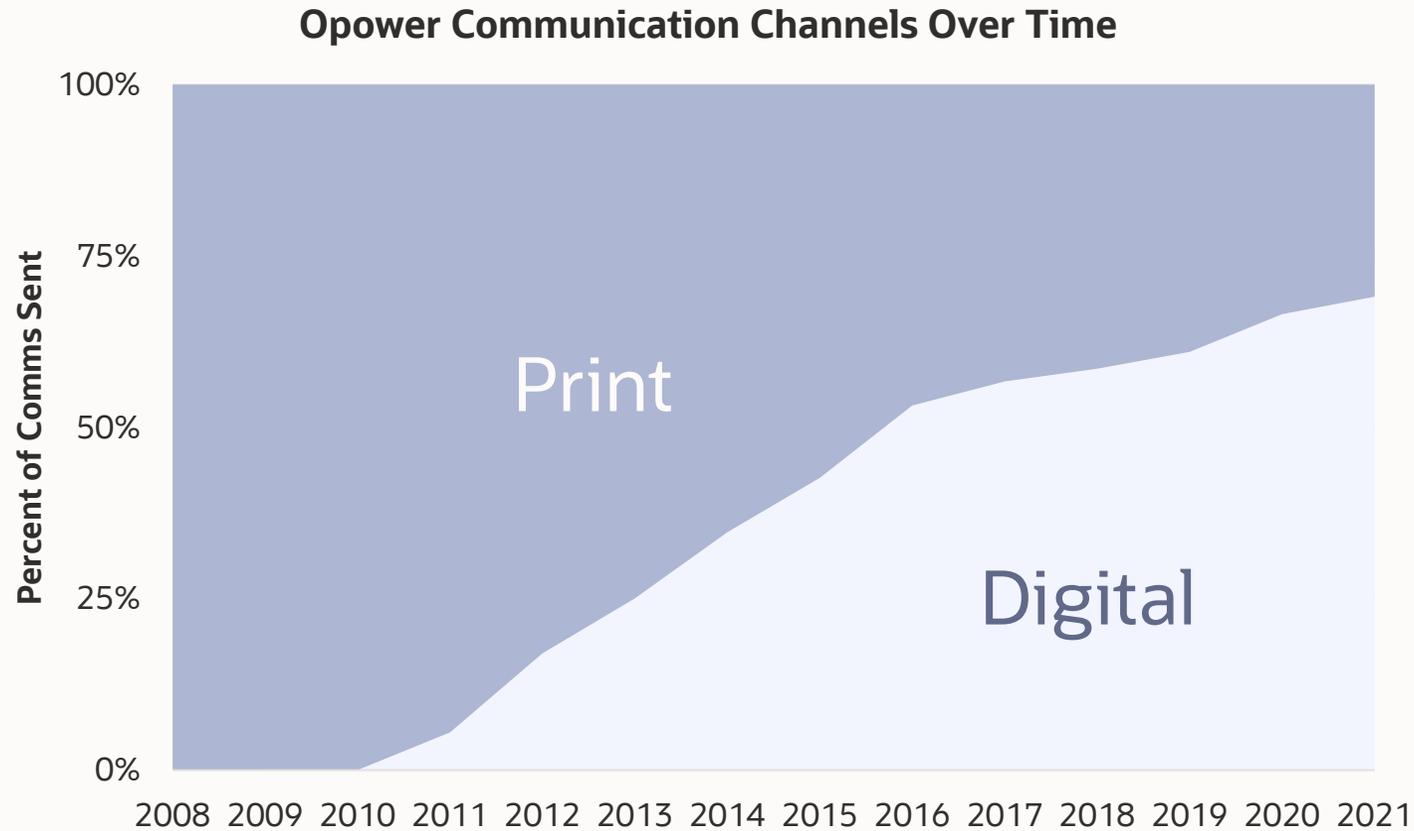
Karen Wheatley

Senior Energy Efficiency
Program Manager



For years, paper was the only driver of behavioral energy efficiency savings...

But with product innovation and a changing customer profile, that is no longer true.



Layering outbound communications optimizes savings

UtilityCo
123 Energy Way, Austin, TX 12345-6789

0014837 0023-C104 -P14851-73095

SARAH CLARK
1000 SUNSHINE BLVD
APT. B
AUSTIN, TX 12345-6789



Home Energy Report: Summer Edition
May 20, 2021
Account #1234567890
1000 Sunshine Blvd, Apt. B
Austin, TX 12345-6789

**Warmth in the air?
Time to prepare!**





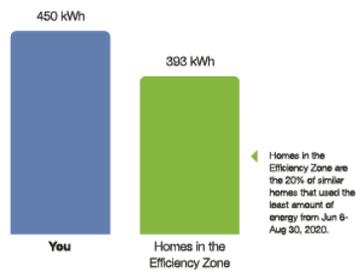
Cooling has a big impact on summer energy bills

39% of your total energy use went towards **cooling*** last summer

*Can include window units, central AC, and fans

LAST SUMMER

1 You used **more** on cooling than homes in the Efficiency Zone.



You 450 kWh

Homes in the Efficiency Zone 393 kWh

Homes in the Efficiency Zone are the 20% of similar homes that used the least amount of energy from Jun 8-Aug 30, 2021.

THIS SUMMER

When you're out for a few hours, turn up your thermostat for easy energy savings.



Try raising settings by 5-8°F

Recommended by the Department of Energy

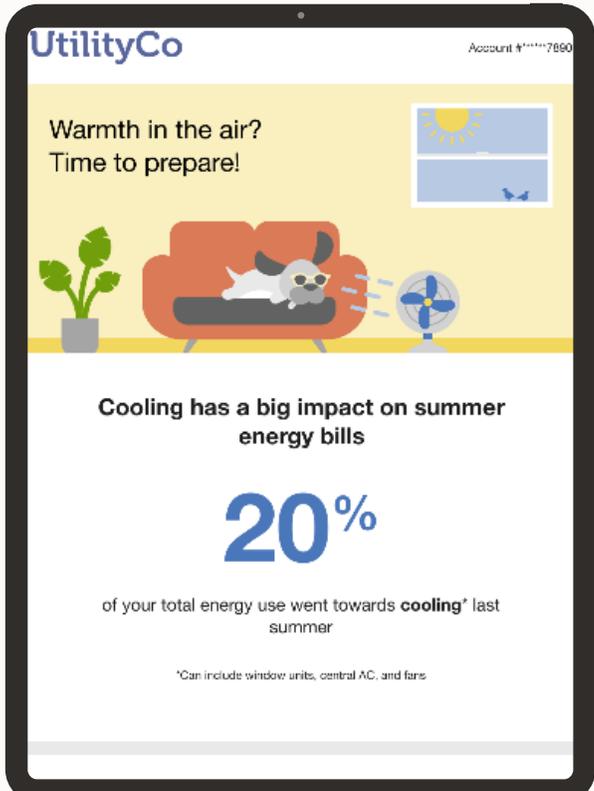
Make it easier: Installing a smart thermostat lets you switch between home and away temperature settings using your smartphone. If you're away at regular times during the week, you can set your thermostat to adjust automatically based on your schedule.

Ready to save more this summer? Turn over for ways to stay cool while you save. [→](#)

Physical Home Energy Reports:
savings around 1.5%



Layering outbound communications optimizes savings

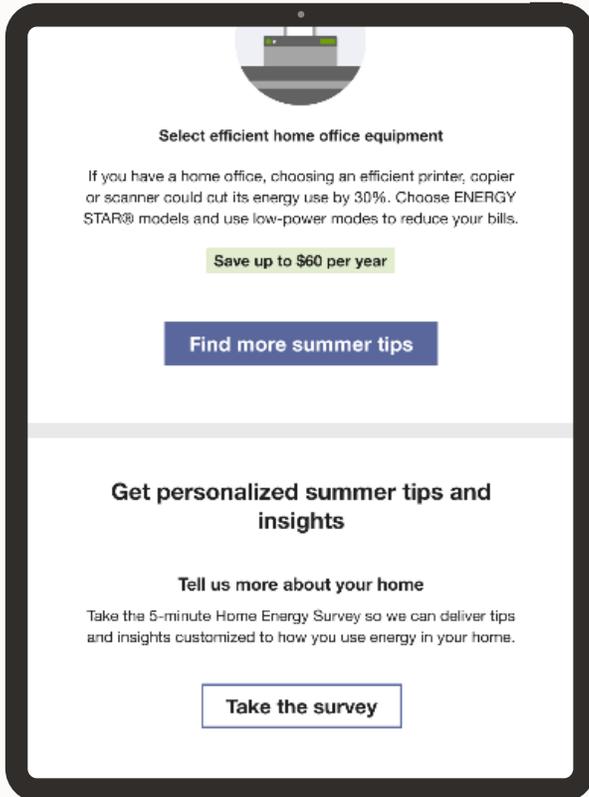


Email Home Energy Reports: +0.15% savings

Physical Home Energy Reports: savings around 1.5%



Layering outbound communications optimizes savings

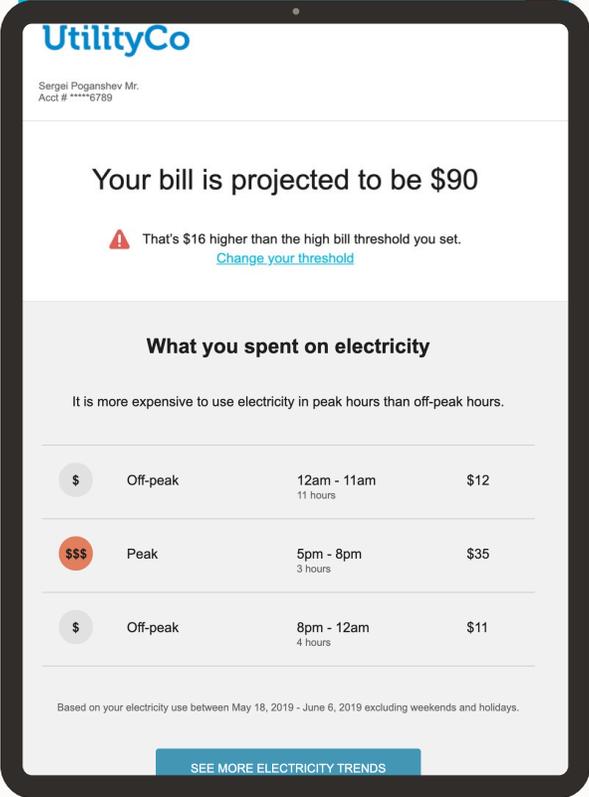


Email Home Energy Reports: +0.15% savings

Physical Home Energy Reports: savings around 1.5%



Layering outbound communications optimizes savings



TOU High Bill Alert

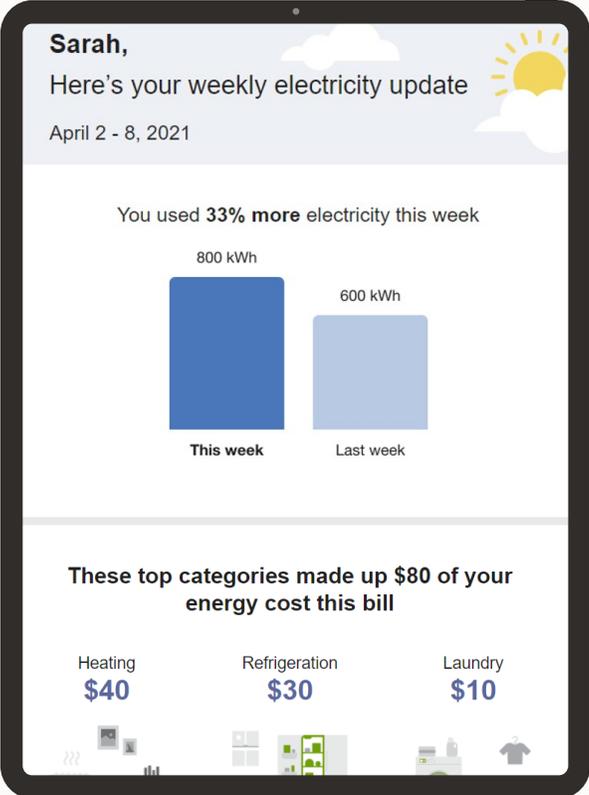
High Usage Alerts: +0.30%

Email Home Energy Reports: +0.15% savings

Physical Home Energy Reports: savings around 1.5%



Layering outbound communications optimizes savings



End-of-Month Weekly Energy Update

Weekly Energy Updates: +0.30%

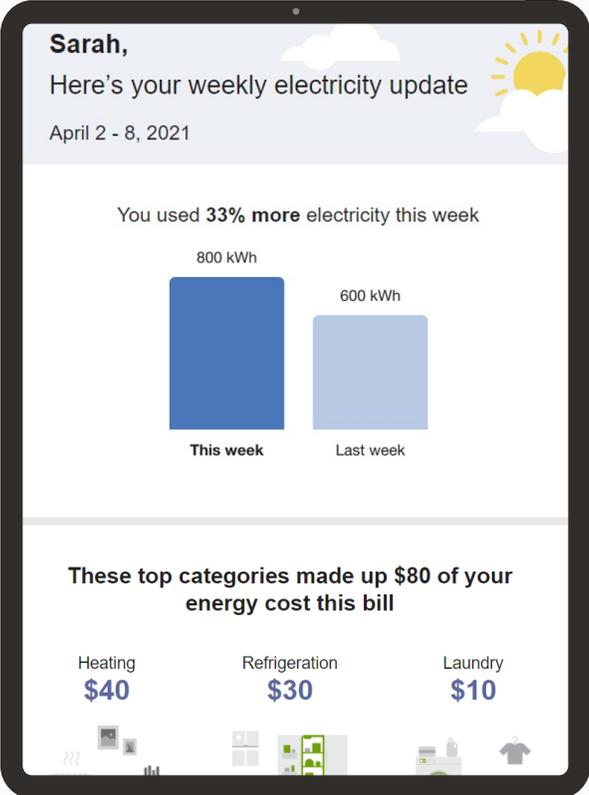
High Usage Alerts: +0.30%

Email Home Energy Reports: +0.15% savings

Physical Home Energy Reports: savings around 1.5%



Layering outbound communications optimizes savings



End-of-Month Weekly Energy Update

Weekly Energy Updates: +0.30%

High Usage Alerts: +0.30%

Email Home Energy Reports: +0.15% savings

Physical Home Energy Reports: savings around 1.5%

89% satisfaction



Putting it All Together

—
Client Success Stories



Kerri Carnes

Director, Customer to Grid Solutions,
Arizona Public Service (APS)



Evolution of APS DSM Portfolio to Achieve....



Clean

Reducing emissions by saving energy and shifting load to match renewable generation



Affordable

Lowering costs for all customers by reducing peak demand and flattening load shapes



Reliable

Reliable and measurable load flexibility including consistent, system-wide peak load reductions and improved integration of solar resources



Customer focused

Customers are motivated by incentives and the ability to maintain low electricity rates and minimize grid's environmental impact

Opower partnership spans over a decade and has hit several key milestones



446 GWh in energy savings



10 million print Home Energy Reports



62,000 homes off the grid for a year

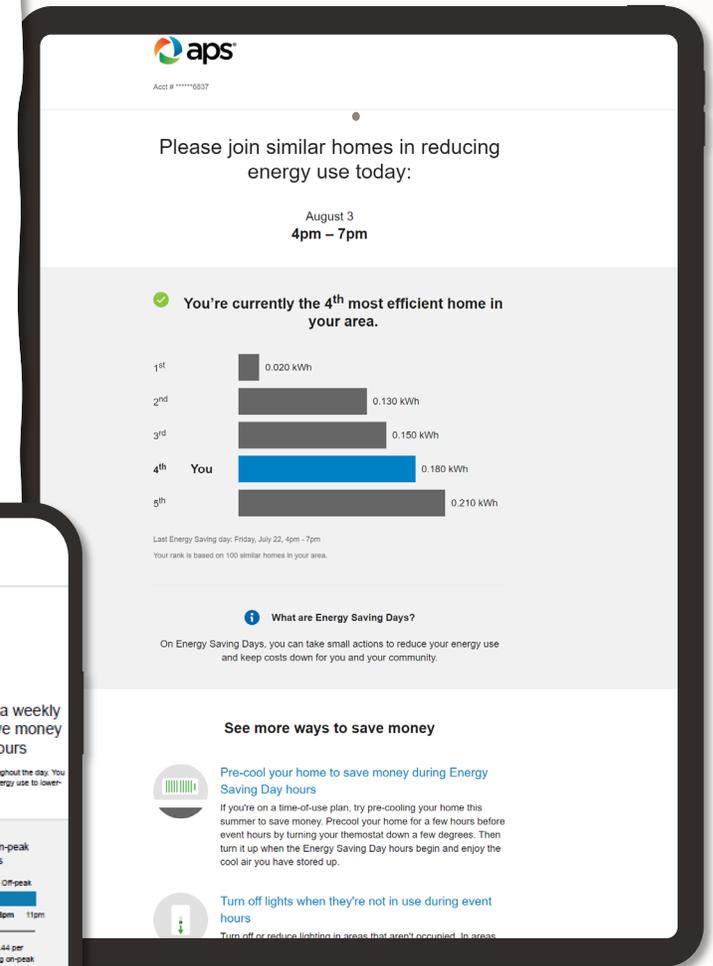
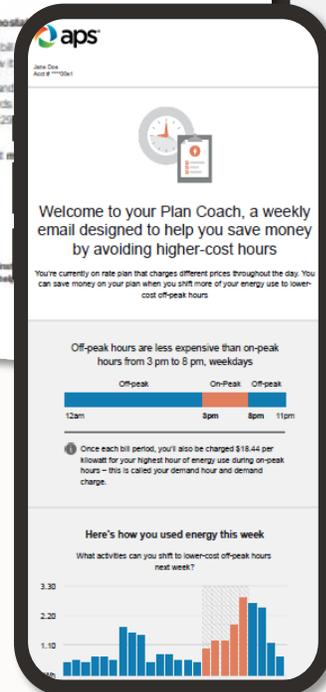
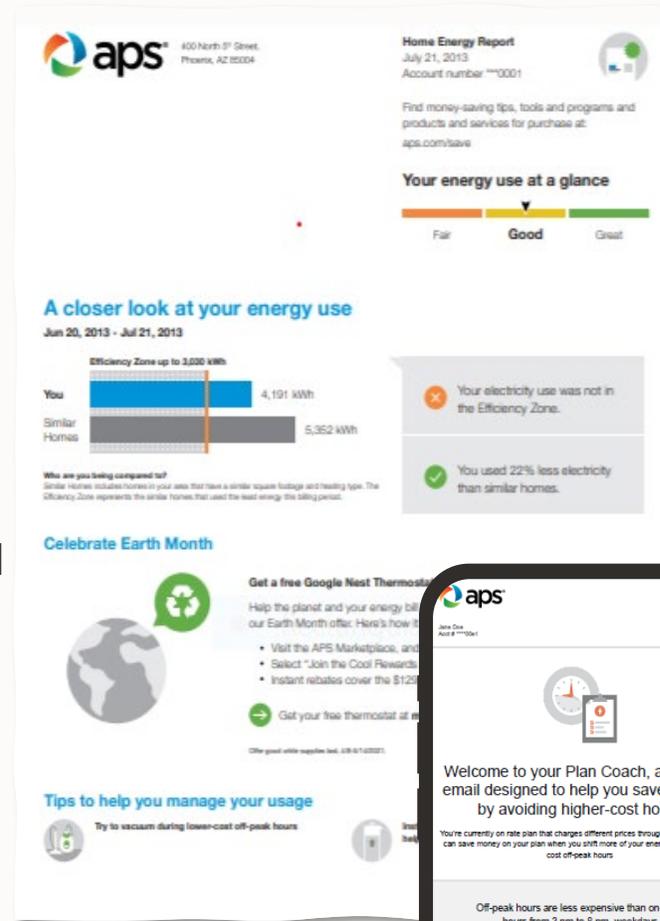


20 million emails across 4 different behavioral programs

APS Behavioral DR Ecosystem

Home Energy Reports, Plan Coaches, Energy Saving Days, and High Bill Alerts

- Increase engagement
- Coach on advanced rate plans
- HER segmentation for low/moderate income and Spanish speaking customers
- Focus on managing kW and kWh to save
- Cross-promote enabling smart tech – online marketplace



APS weekly TOU Plan Coach communications

aps

Jane Doe
Acct # ****00e1



Welcome to your Plan Coach, a weekly email designed to help you save money with your time-of-use plan

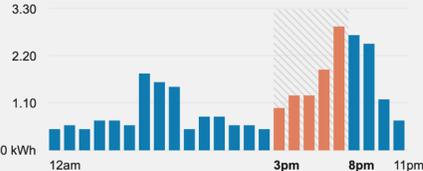
You can save money on your plan when you shift more of your energy use to lower-cost off-peak hours. By using less energy during on-peak hours others have saved on average \$5 to \$30 a month.

Off-peak hours provide lower energy rates, weekdays



Here's how you used energy this week

What activities can you shift to lower-cost off-peak hours next week?



This data is based on your average energy use Mon-Fri from Aug 27 to Aug 31. If your orange bars are high, look for ways to save.

aps

Jane Doe
Acct # ****00e1

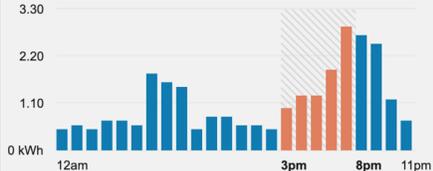
Great job! You used 14% less energy this week during on-peak hours

This week's on-peak usage 370 kWh

Last week's on-peak usage 430 kWh

Here's how you used energy this week

What activities can you shift to lower-cost off-peak hours next week?



This data is based on your average energy use Mon-Fri from Aug 27 to Aug 31. If your orange bars are high, look for ways to save.

Your highest usage during on-peak hours has increased

Your highest usage hour so far this bill period is now

☀️ Wednesday, Feb 26 from 3-4pm

kW used during that hour

18.5kW

You'll be charged \$18 per kW for your highest usage hour during on-peak times

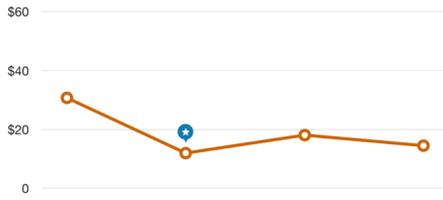
To keep your demand charge as low as possible, avoid overlapping use of large appliances during on-peak hours. Shifting appliance use out of on-peak hours altogether will help you save the most energy and money.

aps

Jane Doe
Acct # ****00e1

During on-peak hours this month, you spent the least the week of Aug 13

That's about \$19 less than your most expensive week this month



Your on-peak energy costs

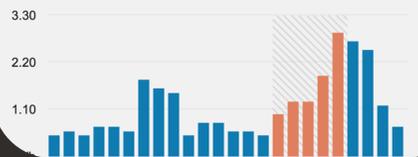
This data is based on your weekly energy use from Aug 6 to Sep 2. Dates may vary from your billing period.

Off-peak hours provide lower energy rates, weekdays



Here's how you used energy this week

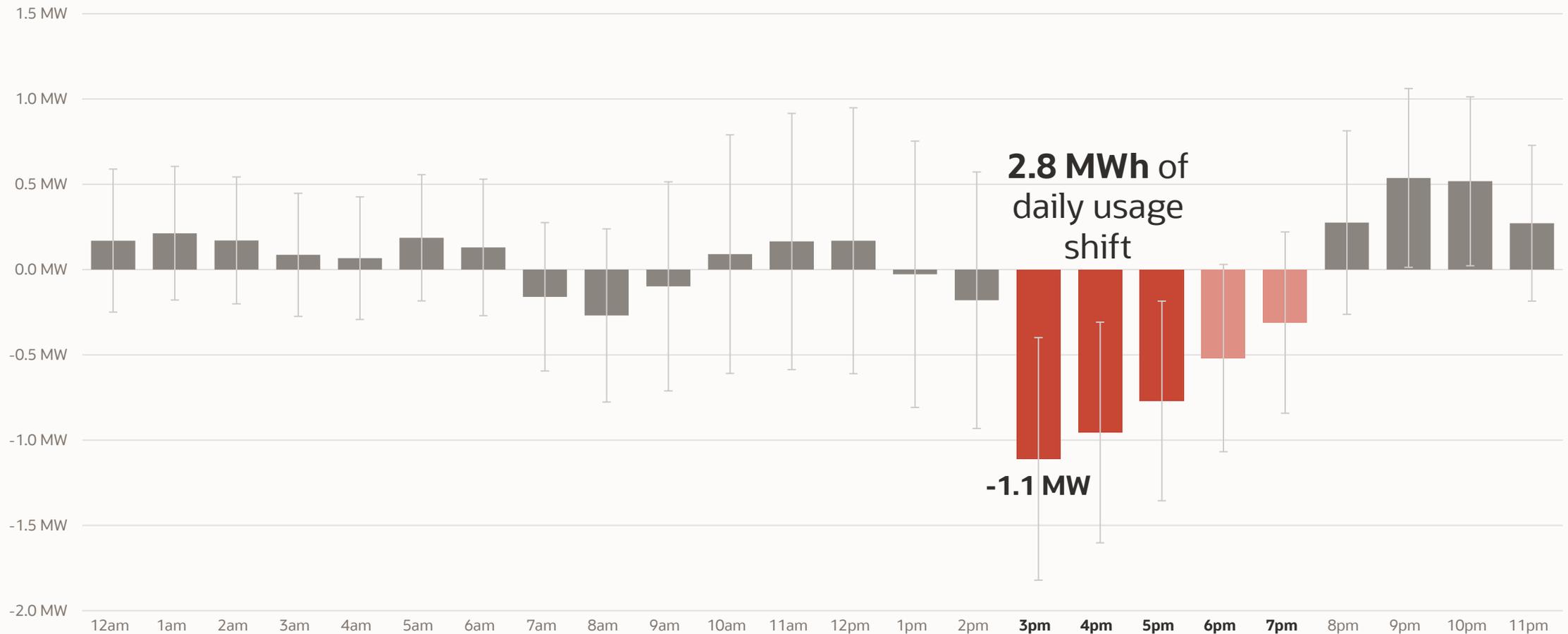
What activities can you shift to lower-cost off-peak hours next week?




APS shifted over 250 MWh off peak in summer 2021

And reduced daily demand by 1.1 MW at the hottest time of day

Hourly usage shift among 40,000 APS customers July through September 2021



Plan Coach participants are significantly happier with APS

“I think APS does an amazing job with the Plan Coach emails! It is a very useful tool to help us save money.”



“I honestly can't think of a way to improve this essential service. This is the first time a utility company has done this that I know of. We all want to save money and use fewer precious resources!”



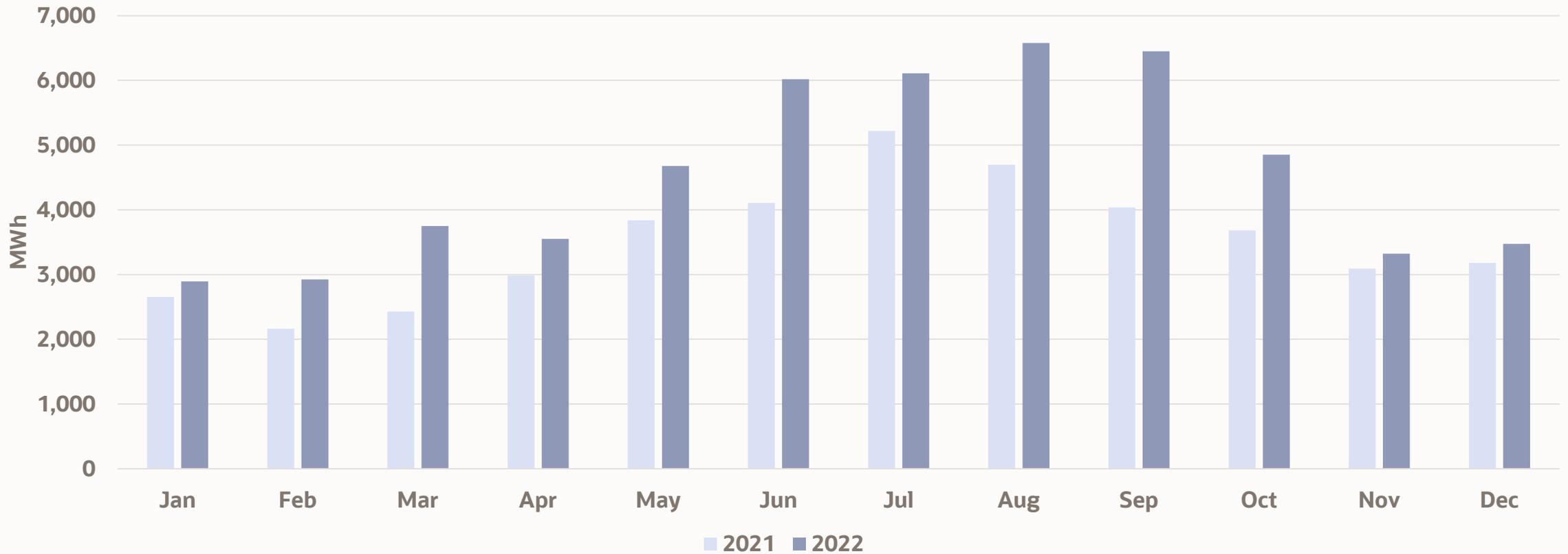
13% higher
Overall satisfaction with APS

33% lower
Overall dissatisfaction with APS

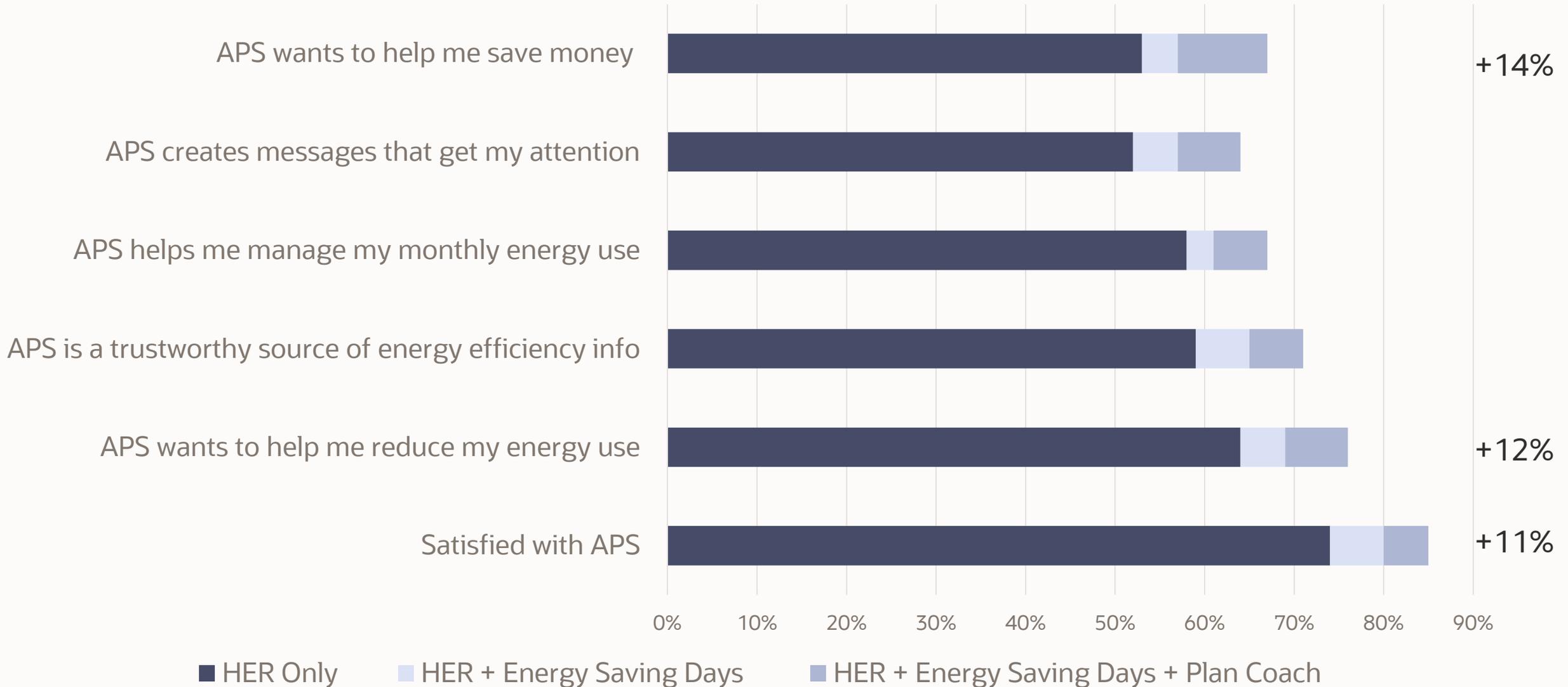
8% higher
Customer perception in J.D. Power price-related metrics. Customers felt APS helped them save money and manage monthly energy use.

And as we layered new behavioral communications on top of HERs in 2022, energy efficiency savings grew by 30%

2022 to 2021 MWh Savings Comparison



Customers with layered communications are more satisfied



Looking Ahead

Expanding Plan Coach and High Bill Alerts to further drive on-peak behavioral change

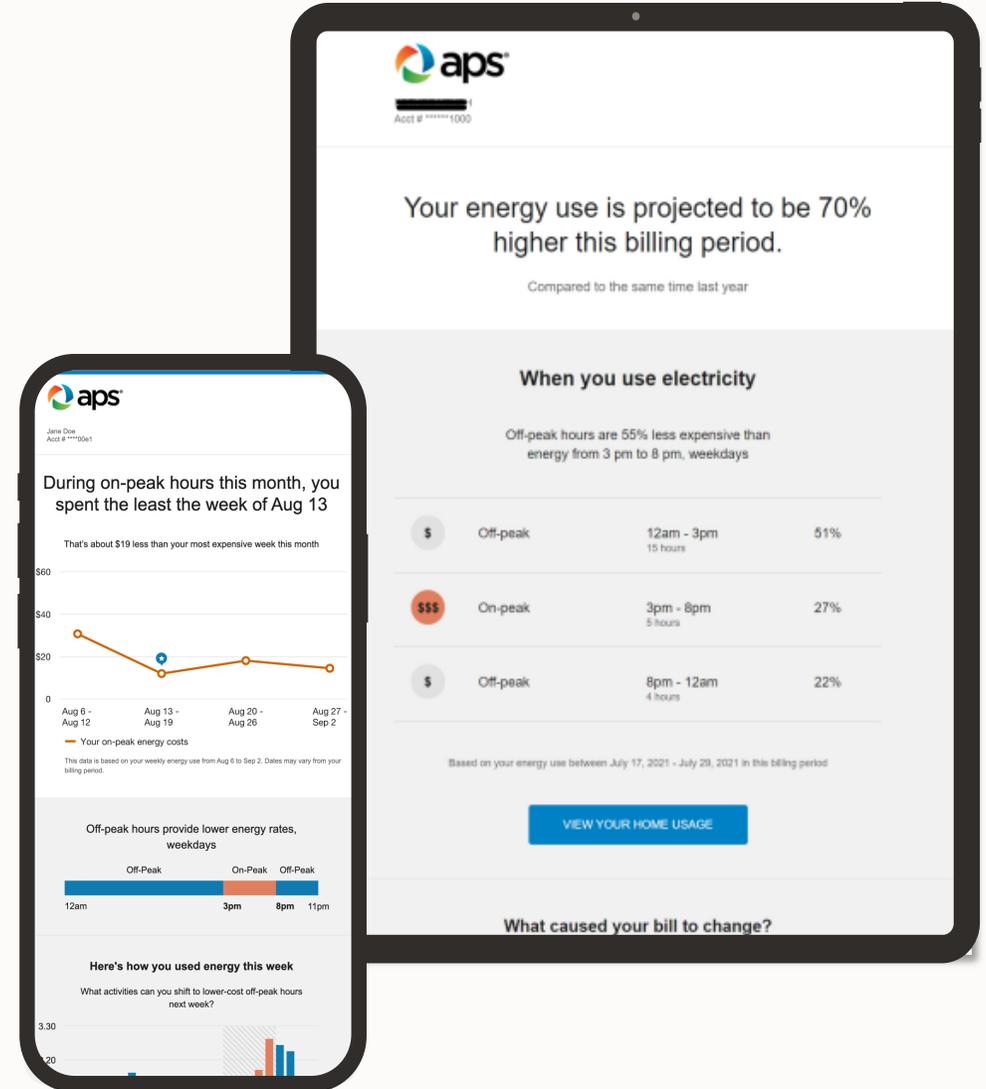
- Messaging up to 100k TOU+Demand (coming soon)
- TOU+Demand high bill alerts for up to 200k (coming soon)
- Increase engagement
- Coach customers on advanced rate plans
- Cross-promote enabling smart tech – online marketplace

Energy Saving Days program to continue engaging customers this summer

- Up to 300,000 customers to receive communications

APS to launch New DER Programs/Pilots

- EV Charging, Batteries, Connected Water Heating





Will Batista

Manager, Sustainability & Energy Efficiency



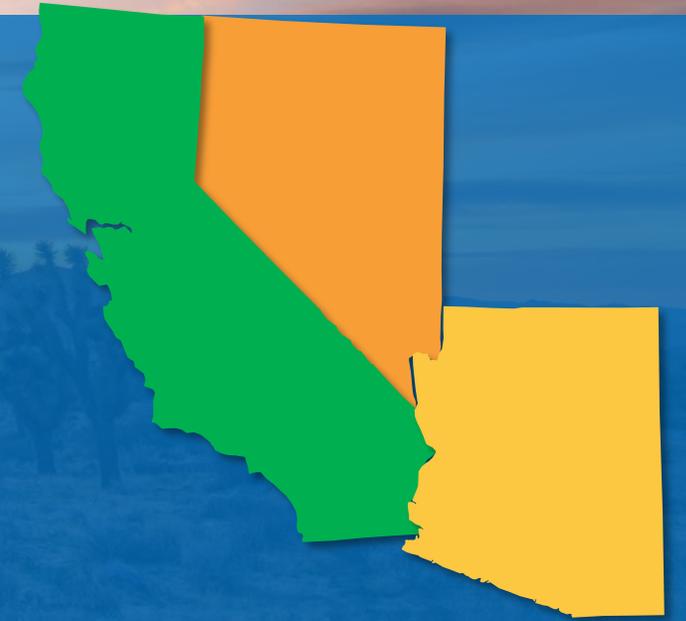
Accelerating Behavioral Change Beyond the Home Energy Report

Will Batista
Manager/Sustainability & Energy Efficiency



SOUTHWEST GAS

A dynamic energy company committed to exceeding our customers' expectations by providing safe, reliable and affordable service while innovating sustainable energy solutions to fuel our communities' growth.



Southwest Gas



Total Customers

2.2M+

As of 2/1/2023



New Customers

41,000

in 2022



Employees

2,300

As of Feb 2023



New Homes

100%

Of the 9,616 new single-family homes sold in SNV in 2022 included gas



Preference

86%

Prefer the use of natural gas in their home



Satisfaction

95%

Or higher over the last 5 years

Home Energy Reports

- Began using Opower platform in 2016
- Not initially focused on savings
- Provided Benchmarking for future initiatives

	Northern Nevada	California
Target	45,000 of Highest Users	60,000 Low Income
Purpose	Generate savings by comparing usage	Provide energy education and promote programs

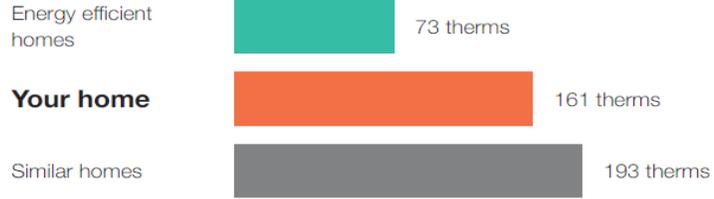


Why are you using more energy than your neighbor?

[This Photo](#) by Unknown Author is licensed under [CC BY-ND](#)

Motivation to Act

Here's how you compare to similar homes



Last winter: Nov 17, 2016 - Feb 26, 2017

This is based on 80 similar homes. Energy efficient homes are the 20% who use the least amount of gas. See back for details.

- 😊 Great
- 😄 **Good**
- 😞 Using more than average

121% more gas than energy efficient homes

Tips from similar homes



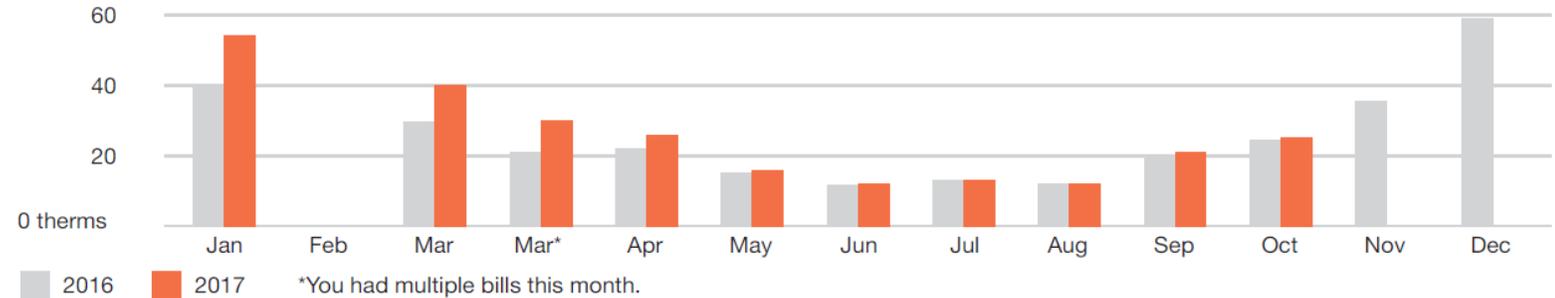
Open your shades on winter days
Save up to \$10 per year



Program your thermostat
Save up to \$115 per year

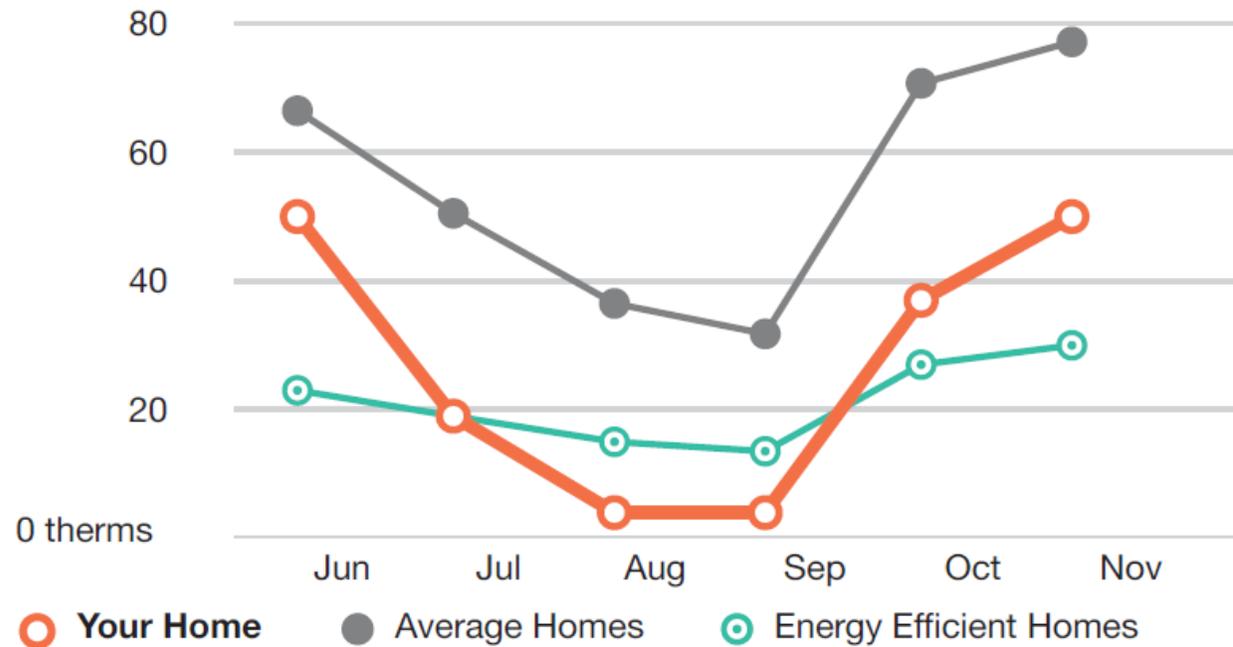
Track your progress

So far this year, your home used 19% more than last year. This comparison is not normalized for weather.



Motivation to Act

Gas comparison over time



In the last 6 months, your home used more than efficient homes near you.

\$52 extra cost

Customer Feedback

Felt the need to explain why their usage is high or that they do not care

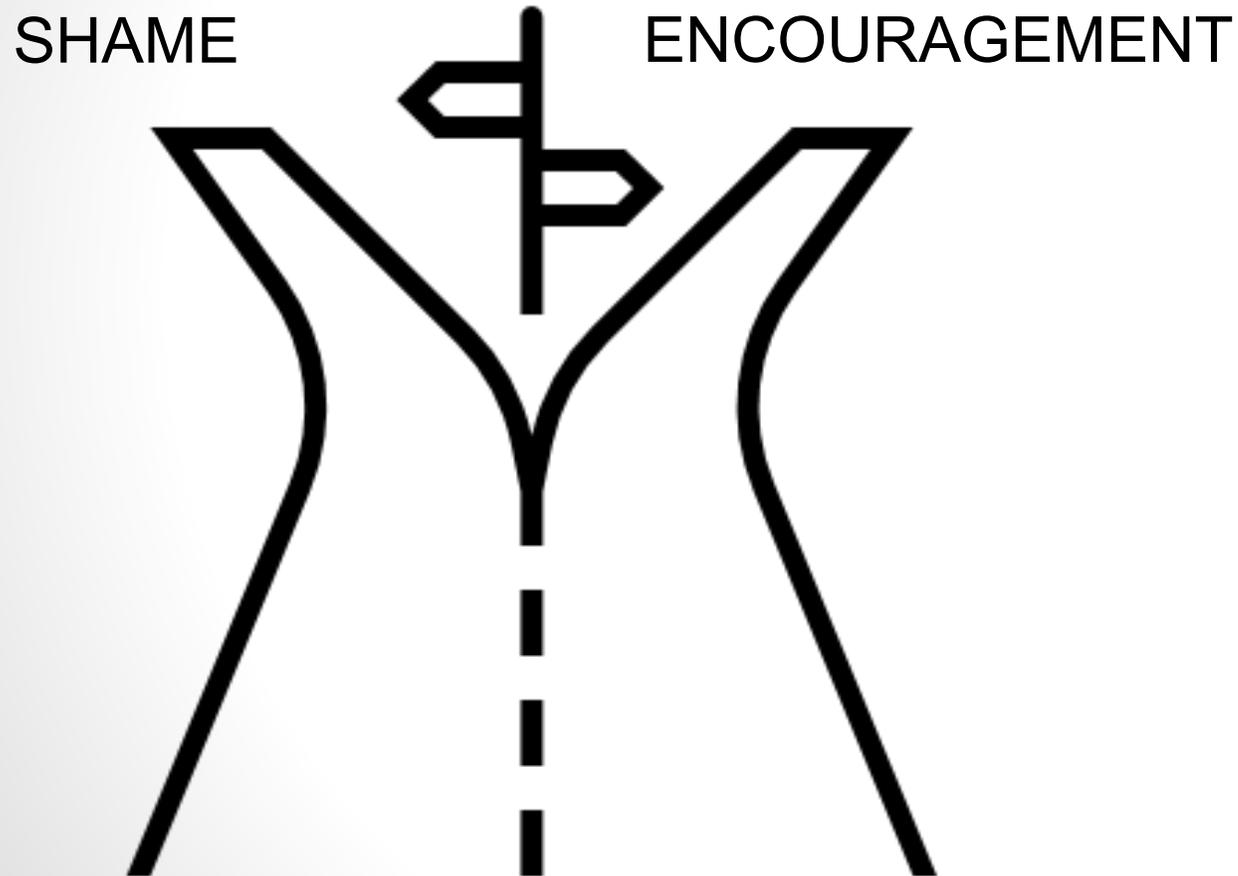
Don't like to be compared to neighbors

Point out that their circumstances are different from their neighbors

Do not believe they are being compared accurately to their neighbors

Have questioned how much the reports cost and who is paying

Adjusting The HERs



Softening The Approach

- Acknowledging that customers have circumstances that require them to use more gas
- Consider changing “neighbors” to “similar homes”
- Adding more details about the “similar homes”
- Additional training for Customer Service Reps



How do we increase Accuracy of Home Energy Reports and tips that are provided to customers



How do we motivate participation in current or future Energy Efficiency programs and offerings



How do we make it easy for customers to actually follow through on the tips they receive

Beyond The Home Energy Report



See how your energy use measures up!

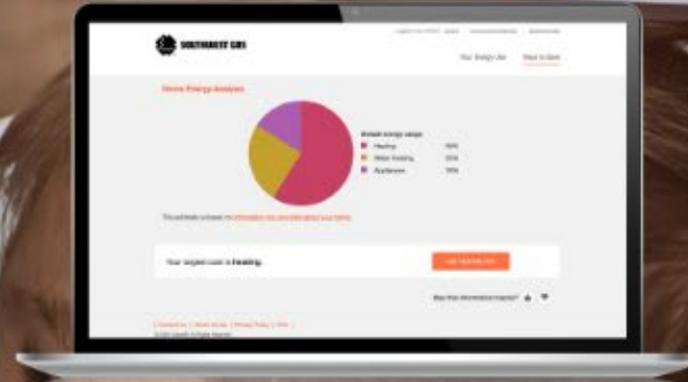
Try our Energy Savings Portal today to take advantage of:

- Comparing your monthly natural gas usage
- Benchmarking with similar homes in your area
- Taking a Home Energy Analysis to see how your home uses energy
- Personalized tips based on your Home Energy Analysis

Try it out here.

Simply use your Southwest Gas account number to join! Have your Southwest Gas bill handy or login to [MyAccount](#) for your account number.

SIGN-UP 



Home Energy Audits



Southwest Gas

Your Energy Use

Ways to Save

Understand your home energy use

Tell us about your home to get a better picture of your annual energy use. It takes less than five minutes.

Enter your utility account number and name to start

Already have an account? Log in [here](#).

Utility account number

Where is my account number?

Full name

Enter your name as it appears on your energy bill.

START

What type of home do you live in?

Select one option.



Single family home



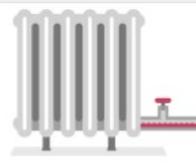
Apartment / condo

What's the primary way you heat your home?

Select one option.



Furnace with air vents



Boiler with radiators



Central heat pump with air vents



Electric baseboard heaters



Electric space heaters



Something else

What type of furnace?

Select one option.



Natural gas furnace



Electric furnace



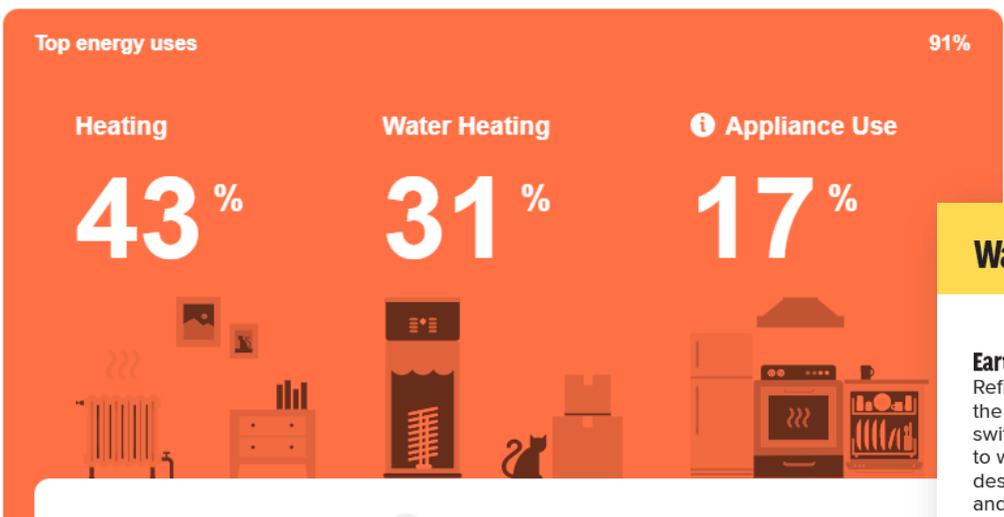
Propane furnace



Oil furnace



Something else



Tips for reducing energy use ▼

More energy uses (1)

9%

Select a category to see relevant tips.

Pool Energy Use 9%

How do we determine your energy breakdown?
 Energy breakdowns are based on your past energy use, meter data, and information you provided about your home.

Water & Energy Saving Products

Earth® 3-Spray Shower Head, 1.5 GPM

Refresh yourself under a soothing showerhead. With the Earth® showerhead, a smooth-and-simple rotation switches the spray style. Better conserve the heat used to warm up your water, thanks to this head's non-aerated design. In turn, you save more money on your energy bill, and you're less likely to run out of hot water during your shower—a win-win.



To Install Shower Head

1. Remove the old shower head from the shower arm by turning it counter-clockwise.
2. Clean the shower arm threads, then turn on the water to wash out the pipe.
3. Turn off water.
4. Apply a few layers of pipe tape directly to the shower arm threads in a clockwise direction.
5. Apply the screen washer firmly onto the shower head.
6. Hand tighten the shower head onto the shower arm.

Kitchen Faucet Aerator

This aerator offers a 360 degree swivel that lets you direct the water flow where it is needed and is an outstanding water conservation device that improves your dish washing and rinsing efficiency. It has two spray options. Pull down for an energy-efficient stream spray. Pull up for a splash-free, bubble stream.



Dual-Threaded Faucet Aerators, 1.0 GPM

This faucet aerator maintains great water pressure while conserving water and energy. This aerator is also dual threaded to fit both female and male standard size faucets.



To Install Aerators

1. Remove the old aerator with pliers or a wrench. Use a cloth to protect the faucet neck from scratching.
2. Clean off the threads on the faucet neck with a cloth or a brush. You may need to use household vinegar to dissolve and remove calcium deposits. The aerator may go inside or outside the faucet neck. It is threaded for both uses. Depending on whether it fits inside or outside the faucet, you will use one or two washers.
3. Tighten finger tight. If the aerator leaks, use pliers to GENTLY tighten.

Plumber's Tape, 1/2" x 60"

Pipe Tape Sealant permits quick, clean, economical sealing of male pipe threads of all sizes. Pipe Tape Sealant self-lubricates joints, making them easy to assemble and disassemble.



Shower and Faucet Flow Meter Bag

A shower and faucet flow meter bag helps measure the flow of showerheads and faucet aerators. The bag is a calibrated, reusable and low-cost way to calculate fixture flow in gallons per minute. Readings on the flow meter bag for both the showerhead and faucet flow rate are indicated as low as 0.5 GPM.



Driving Change

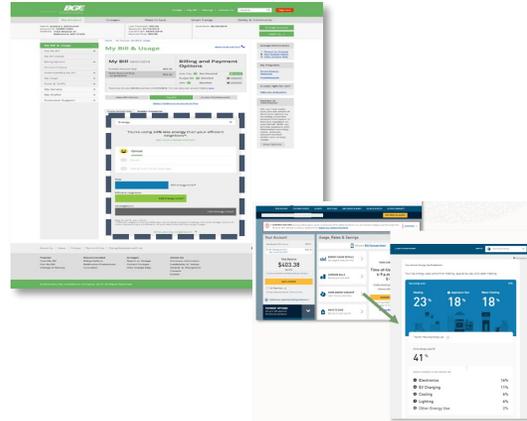
	Home Energy Assessments		Home Energy Efficiency Kits
Year	Started	Completed	Ordered
2020	308,522	8,421	4,030
2022	536,742	14,896	5,884
Percentage Change	74%	77%	46%

Future Actions



▪ Single Sign-On Integration

- Authentication method that enables customers the ability to securely authenticate one time using their Southwest Gas login credentials to access the Energy Savings Portal – managed by Opower



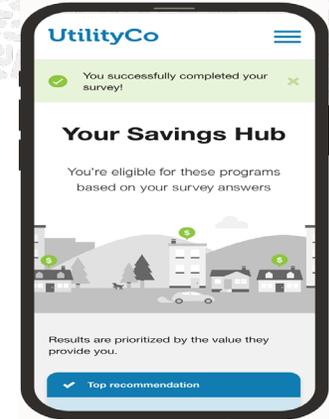
▪ Embedded or Seamless Web

- Embedded or seamless web widgets on Southwest Gas' Energy Savings Portal will help increase web engagement and participation



▪ Non Residential Customers

- Looking at a non-residential customer engagement platform to help us engage business customers



▪ Energy Affordability

- Increased focus on our limited income customers, specifically on finding, reaching and enrolling them in affordability programs available to them



Karen Wheatley

Senior Energy Efficiency Program Manager





PECO beyond HERs

March 2023

Karen Wheatley
Sr. Energy Efficiency Program Manager
Karen.Wheatley@exeloncorp.com



Headquartered in Philadelphia,
serving 5 counties

1.7 million electric customers

545,000 natural gas customers

2,500 Employees



The City of Philadelphia built the first gas plant in 1836 used to light the city

Two Philadelphia high school teachers established “The Philadelphia Electric Lighting Company in 1882

PECO was one of the first utility companies in the nation to establish a customer service department – in 1931

Pennsylvania’s Act 129 Energy Efficiency Legislation passed in 2009 and EE programs at PECO began



Radio station engineering assistant >
Semiconductor crystal growth >
Nuclear spent fuel management >
The Franklin Institute (children's science museum) >

>>> Act 129 program management (2009)

- >>> Rebates and Marketplace, 2009 to present
- >>> Behavioral Energy Efficiency, 2017 to present





Topic:

PECO is partnering with Oracle to provide personalized, digital communications to customers beyond the traditional Home Energy Report.

Examples are: High Usage Alerts, Bill Forecasting, “What Uses Most”, EV detection and confirmation, Solar Onboarding education, and Time-of-Use Price coaching.

These highly flexible communications not only help PECO achieve its’ regulatory energy savings goals, but they also increase customer satisfaction, digital engagement, participation in other rates and programs, and truly help customers understand, contemplate, and take control of their household energy use.

Not *just* Home Energy Reports – Outbound Comms

- Summer 2022: Auto-Enrolled all eHER recipients into Weekly Usage Reports and High Usage Alerts
- Weekly Usage Reports – give the customer a weekly update on their energy use
- High Usage Alerts – alert the customer when they're on track for a high bill
- Both WURs and HUAs allow the customer to take charge of their usage **before the bill arrives**

Weekly Usage Report

peco™
AN EXELON COMPANY

Acct # *****0302

Your weekly electricity update

Jan 30, 2023-Feb 5, 2023

This report powered by your home's smart meter

Great job! You used 53% less on

This week **\$8**

Last week **\$49**

Your electricity bill to date
Your electricity bill is projected to be **\$49**.

Days until your next bill: 15. This

Your day by day electricity use

You used the most on Monday.

Day	Usage (kWh)	Cost (\$)
M	10.5	\$1.81
T	8.5	\$1.34
W	6.5	\$0.93
T	6.5	\$0.92
F	6.5	\$0.93
S	6.5	\$0.95
S	6.5	\$1.00

On Monday, you used the most in the morning

Line chart showing electricity usage (kWh) over time on Monday, with a peak in the morning.

SEE YOUR ELECTRICITY TRENDS

Sent via email

High Usage Alert

peco™
AN EXELON COMPANY

Sergei Poganshev Mr.
Acct # *****6789

Your energy use is projected to be 38% higher this billing period.

Compared to the same time last year

As a budget billing customer, your costs may increase in the future energy than usual.

For more information on budget billing go to [PECO.com](#)

Electricity and gas breakdown

You're projected to spend more on gas than the same time last year.

Category	Same time last year	Projected bill
Electricity	133 kWh	145.67 kWh
Gas	113 ccf	145.67 ccf

When you use the most electricity

Think about what's using electricity in the mornings.

Time	Percentage
Mornings (6am - 12pm)	50%
Afternoons (12pm - 6pm)	20%
Evenings (6pm - 12am)	20%
Nights (12am - 6am)	10%

When you use the most gas

Think about what's using gas in the mornings.

Time	Percentage
Mornings (6am - 12pm)	50%
Afternoons (12pm - 6pm)	20%

SEE YOUR ELECTRICITY TRENDS

Sent via email, SMS, IVR and PUSH

Program In Review from June 2022- January 2023

CUSTOMER TOUCHPOINTS (as of January '23)

ENERGY SAVINGS & DIGITAL ENGAGEMENT

1.06M Paper Home Energy Reports

2.07M Email Home Energy Reports
(**0.2%** opt out, **1.6%** click rate)*

383k High Usage Alerts Sent - email,
IVR, SMS, PUSH
(**0.8%** opt out, **5.2%** click rate)*

6.4M Email Weekly Usage Report
(**0.2%** opt out, **0.8%** click rate)*

PECO's Opower Program is
forecasted to meet our contracted
savings goals

122% of the Income Eligible
Customers savings
goal

155% of the Residential
Rate Customers
savings goal

* Click Rate is the average from June 2022 to February 2023

Not *just* Home Energy Reports - Online Tools

My Insights

Compare My Bill to a Previous Bill

Electricity

Previous bill

Your electricity charges are about **\$6 higher** than your previous bill.

Bill Type	Amount	Period	Days
This bill	\$82	Dec 22, 2022 - Jan 24, 2023	Days: 34
Previous bill	\$77	Nov 21, 2022 - Dec 21, 2022	Days: 31

View My Projected Bill

Forecast

✓ Your projected bill is \$58

JAN 25 - FEB 23

That's about the same as last year. You've spent about \$38 so far this bill period.

[HELP MANAGE MY USE](#)

[More details](#)

Your projected bill is an estimate. Your actual bill may vary based on your energy use, taxes, and fees.

Compare My Usage to My Neighbors

Neighbor Comparison

i You're using 23% more electricity than your efficient neighbors*.

[SEE ENERGY DETAILS](#)

Category	Usage (kWh)
Efficient neighbors	332 kWh
You	410 kWh
All neighbors	703 kWh

Dec 22, 2022 - Jan 24, 2023

* Efficient neighbors are the 20% who use the least amount of energy. The term Energy Units is an index representing a combination of your electricity and natural gas usage.

[Who are my neighbors?](#)

Likely reasons your electricity charges are about \$6 more

Bill period	+ \$7.40
You used more electricity because this bill period was 3 day(s) longer.	
Electricity use	- \$1.79
Changes in your electricity use likely lowered your bill this period. To get a breakdown of your energy use, update the information about your home .	
Total:	+ \$5.61

The amounts shown are usage-related charges and may not include credits and other adjustments. Amounts for Budget Billing customers are based on actual usage in the period, not on your monthly budget payment.

What Uses Most

Your Energy Use Breakdown

DEC 22 - JAN 24

Category	Amount
Electronics	\$33
Appliance Use	\$25
Lighting	\$7
Other Energy Use	\$17

\$17 of \$82

[Other Energy Use](#)

Your Always-On Use

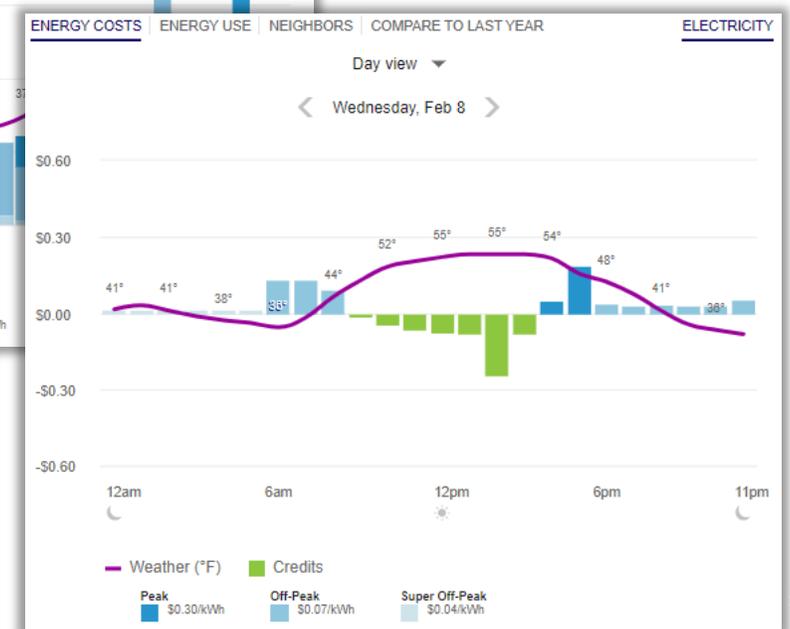
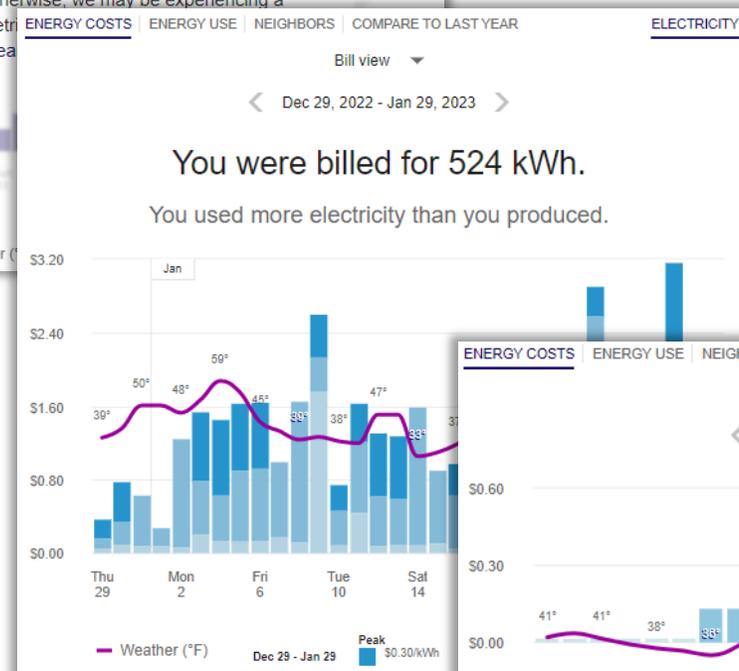
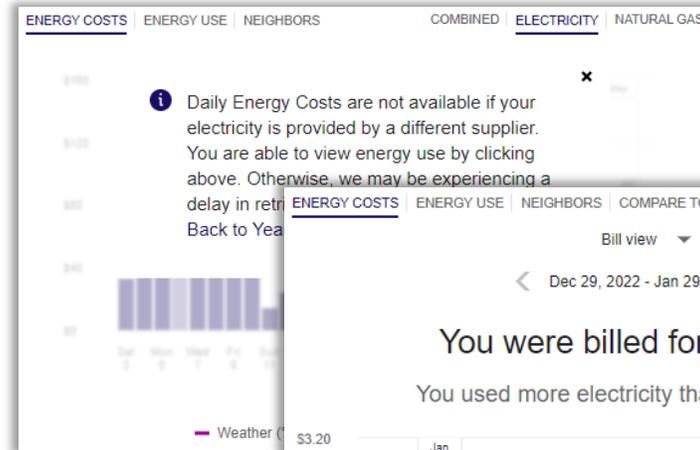
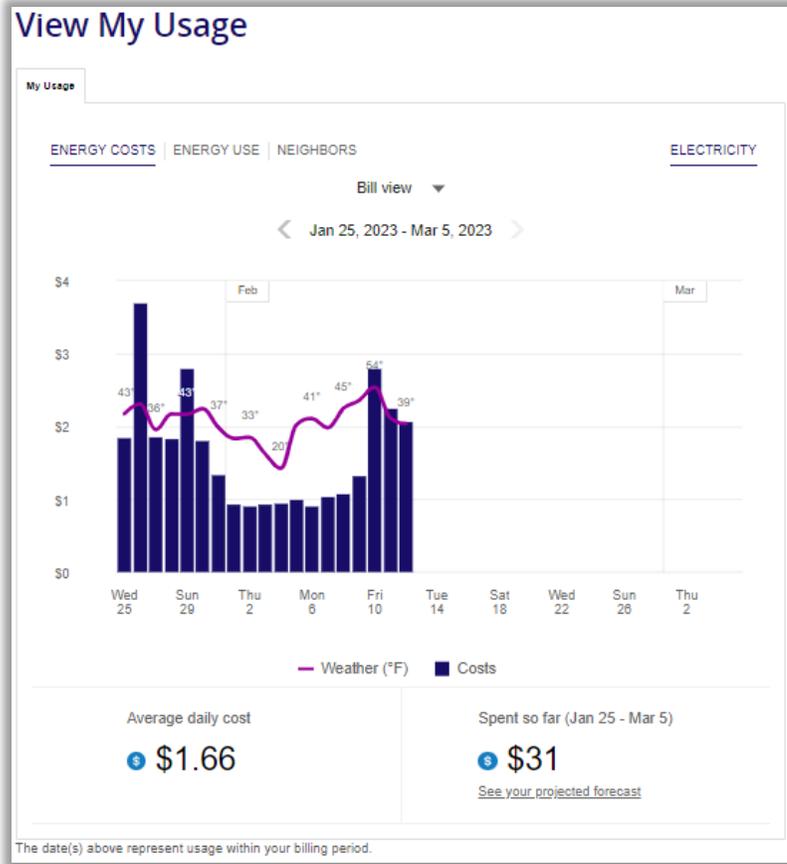
About 22% of your electricity costs came from always-on energy use—the small amount of power appliances and electronics draw simply because they are plugged in. [Learn more](#).

How do we determine your energy breakdown?

Cost breakdowns are based on your past energy use, smart meter data, and information you provided about your home. Charges and credits applied at the account level are excluded. Minimum bill charges may impact accuracy.

[UPDATE MY HOME PROFILE](#)

Not *just* Home Energy Reports – View My Usage



Program In Review from June 2022- January 2023

CUSTOMER TOUCHPOINTS (as of January '23)

ENERGY SAVINGS & DIGITAL ENGAGEMENT

PECO'S customers are increasing their digital engagement

1.29M

Web Widgets Viewed

457k

**Customer Views:
My Energy Use widget**

541k

**Customer Views:
Compare My Bills**

** Click Rate is the average from June 2022 to February 2023*

Not *just* Home Energy Reports – Outbound Comms

Weekly Pricing Coach emails for dynamic pricing:

- Remind customers when energy is the most expensive
- Educate customer on when they use the most energy and how that usage relates to cost

peco
AN EXELON COMPANY

Jane Doe
Acct ****00w1

Welcome to your Time-Of-Use Pricing Coach, a weekly email designed to help you make the most of how and when you use energy.

You are enrolled in Time-Of-Use Pricing, which charges different prices for the generation portion of your bill, depending on the time of day. You can make the most of it and save on your bill by shifting more of your energy use from higher-cost Peak hours to lower-cost Off-Peak and Super Off-Peak hours.

On weekdays, electricity is most expensive from 3pm to 8pm

Super Off-Peak (\$) (\$\$\$) (\$)

12am 3pm 8pm 11pm

Here's how you used electricity on weekdays

What parts of your routine could you shift to Super Off-Peak and Off-Peak times?

3.30
2.20
1.10
0 kWh

12am 3pm 8pm 11pm

■ Super Off-Peak (\$) ■ Peak (\$\$\$)

This data is based on your average weekday electricity use from Aug 27 to Aug 31.

How can you save during Peak hours?

Appliances can use a lot of energy. By using them at lower-priced Super Off-Peak or Off-Peak times, you'll see more savings.

Washer/Dryer Pool Air Dishwasher

Your first PECO solar bill is on its way

Zero in on these 3 important numbers first

1 Electric details

2 Solar production

3 Summary

Other ways to pay: Online, In person, Pay-by phone

your bill online, by phone or by mail.

1 These are the kilowatt-hours (kWh) that PECO delivered to your home.

2 These are the kilowatt-hours (kWh) you provided back to the grid.

3 Each month, the Message Center includes a summary of kilowatt-hours (kWh) you may have "Banked".

4 In May, the Message Center will explain how remaining banked kWh (if any) are credited to your bill.

5 Customers who switch to an electric generation supplier no longer qualify for this credit from PECO.

SEE HOW NET METERING WORKS!

Solar notifications for customers that have just activated their solar panels:

- Provide a “limited series” of personalized insights on what to expect in terms of energy cost
- Educate customers on net-metering, inverter data vs. billing data, facts and myths

Program In Review from June 2022- January 2023

CUSTOMER TOUCHPOINTS (as of January '23)

ENERGY SAVINGS & DIGITAL ENGAGEMENT

28k

Time of Use Notifications
(**0.2%** opt out, **1.4%** click rate)*

2k

Solar Update Notifications
(**1%** opt out, **8.3%** click rate)*

** Click Rate is the average from June 2022 to February 2023*

Look Ahead: Upcoming Product Enhancements

Avoid Budget Billing surprises

Simple steps to keep you saving energy and money



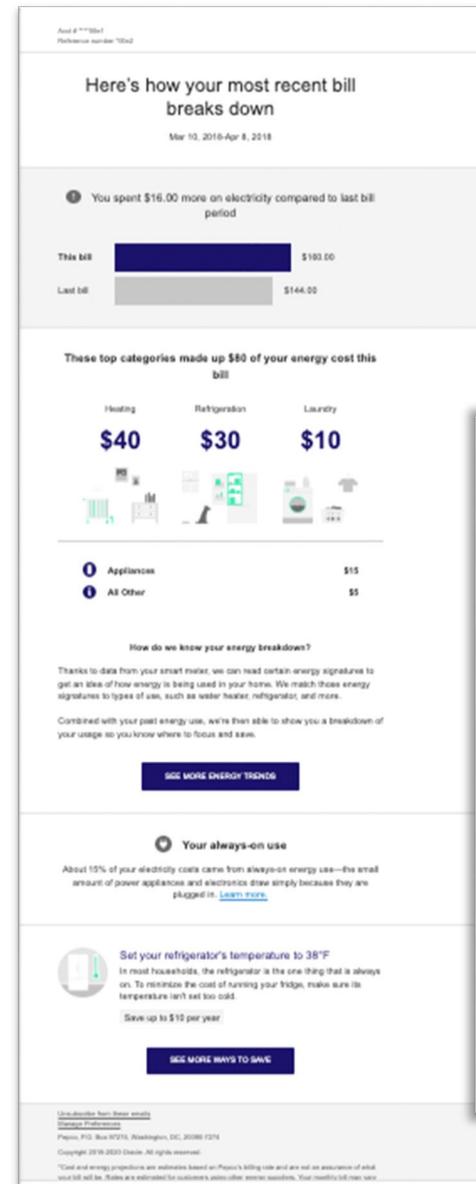
As a Budget Billing customer, your usage is reviewed each quarter. Your payment amount may be adjusted based on the difference between your usage and the amount billed. Here's a plan to help you avoid unexpected changes:

- Review the Budget Billing section of your bills to see if you're staying within budget
- Log into your PECO My Account online to view your current energy usage and bill forecast
- Take steps to reduce your energy usage, like turning up your thermostat a few degrees in the summer

It's quick, it's easy, and it will help you stay on track.

Budget Billing educational reminder

- Proven to reduce customer calls to call center



Account # 11111111
Reference number 1234

Here's how your most recent bill breaks down

Mar 10, 2019-Apr 8, 2019

• You spent \$16.00 more on electricity compared to last bill period

This bill	\$193.00
Last bill	\$144.00

These top categories made up \$80 of your energy cost this bill

Heating	Refrigeration	Laundry
\$40	\$30	\$10

Appliances	\$15
All Other	\$5

How do we know your energy breakdown?

Thanks to data from your smart meter, we can read certain energy signatures to get an idea of how energy is being used in your home. We match those energy signatures to types of use, such as water heater, refrigerator, and more.

Combined with your past energy use, we're then able to show you a breakdown of your usage so you know where to focus and save.

[SEE MORE ENERGY TRENDS](#)

Your always-on use

About 15% of your electricity costs come from always-on energy use—the small amount of power appliances and electronics draw simply because they are plugged in. [Learn more.](#)

Set your refrigerator's temperature to 38°F

In most households, the refrigerator is the one thing that is always on. To minimize the cost of running your fridge, make sure its temperature isn't set too cold.

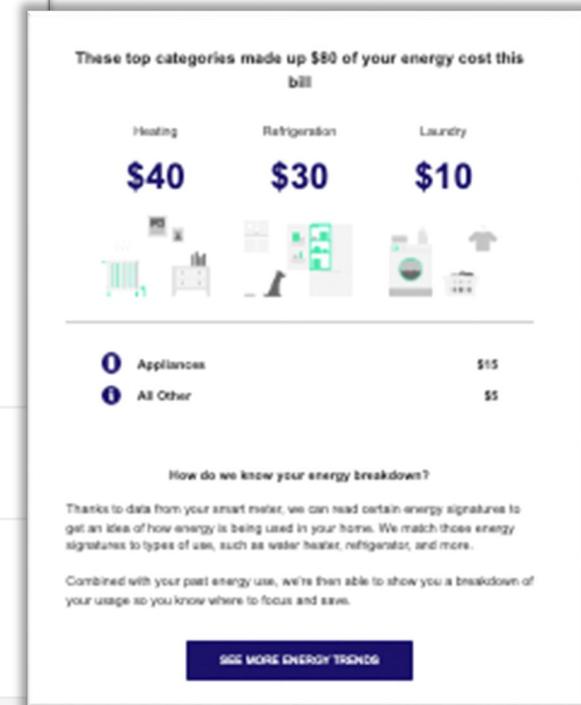
Save up to \$15 per year!

[SEE MORE WAYS TO SAVE](#)

View details from these events
Energy Performance
Peconk, P.O. Box 10711, Alexandria, VA, 22309-1214
Copyright 2019 2020 Ducommun. All rights reserved.
*Cost and energy projections are estimates based on PECO's billing data and are not an assurance of what your bill will be. Rates are estimated for customer's current service location. Your monthly bill may vary.

Post-Bill Weekly Energy Report

- Bill-oriented report that disaggregates top end use categories that makes up customer's most recent bill



These top categories made up \$80 of your energy cost this bill

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\$40	\$30	\$10

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All Other	\$5

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[SEE MORE ENERGY TRENDS](#)

Look Ahead: Upcoming Product Enhancements

Do you drive an electric vehicle?

Recent changes in how you use electricity suggest you may be driving — and charging — an electric vehicle.

Let us know, so we can share information about your energy bills and provide personalized tips for you.

Do you charge an electric vehicle at home?

YES

NO

What kind of electric charger do you have?

Just by letting us know what type of charger you have at home, we can help you get better insights on how EV charging affects your energy use.

Which of these chargers do you have?



A Level 1 charger

These use standard wall outlets.

LEVEL 1



A Level 2 charger

These use the same plug as an electric dryer.

LEVEL 2

EV Confirmation Campaign

- Use Opower presence discovery analytics to detect customers that charge an EV at home
- Within the eHER, allows customer to self-identify as an EV owner
- With one communication, can collect EV ownership and charger type confirmation

Privileged and Confidential

Your top energy uses came from electronics, pool energy use, and cooling.

Top energy uses

Electronics

31%

Pool Energy Use

20%

Cooling

11%

Tips for reducing energy use

ELECTRONICS

POOL ENERGY USE

More energy uses (3)

38%

Select a category to see relevant tips.

Lighting

11%

Refrigeration

7%

Other Energy Use

Other Energy Use includes things like small kitchen appliances, humidifiers, hair dryers, etc.

20%

How do we determine your energy breakdown?

Energy breakdowns are based on your past energy use, smart meter data, and information you provided about your home.

UPDATE MY HOME PROFILE

It's that time again!

To see a more precise home comparison and personalized tips, update your home profile. It only takes 2-3 minutes to complete!



Home type: Single family

Home size: 1400 sq. ft.

Pool: Yes

Second fridge: Yes

Fireplace: No

Own or rent

Heating type

Dryer

UPDATE YOUR PROFILE

You can improve your reports



When you complete your home profile, you improve the accuracy of your Home Energy Report. Plus, you receive a more robust usage analysis, tips tailored to your energy use and customized opportunities to save on your next bill.

Home type: Single family

Home size: 1400 sq. ft.

Pool: Yes

Second fridge: Yes

Fireplace: No

Own or rent

Heating type

Dryer

See your home profile by scanning the code or visiting:

<https://peco.com/WhatUsesMost>



EasyOpen Home Energy Analysis (HEA)

- Pushes customers to complete HEA from eHER – *without having to log in*

Potential Enhancement Projects

- **DER & Electrification Strategy**

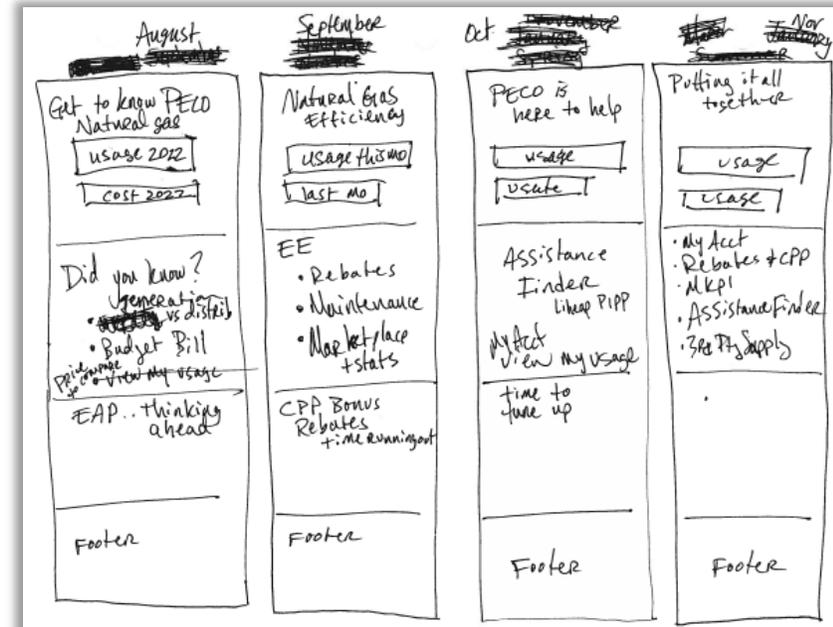
- Further ID EV owners (not charging at home, i.e. city dwellers charging at work or elsewhere)
- Further ID Beneficial Electrification potential

- **Regulatory / Energy Efficiency**

- CAP/PIPP messaging – customer engagement in Energy Efficiency
- Role in DER/Elec strategy (promoting controls, etc)
- Cross promoting IRA, state and local programs
- “You may be using auxiliary heat.” “Your HVAC may need replacing” notifications

- **Smart Energy Services Roadmap**

- Increase digital engagement, PECO My Account enrollments
- Tap into “Complex Multi-Segment Customer”
- Customer survey score improvements (i.e. JD Power)





REACH OUT!

Karen Wheatley
Sr. Energy Efficiency Program Manager
PECO

Karen.Wheatley@exeloncorp.com



Wrap Up

What's Next?

Decarbonization and Equitable Energy Transformation

Explore how we can take demand flexibility to the next level with distributed energy resource management.

Balboa ABC
3:10pm-4:00pm
(Changemaker Track)

Choose Your Own Adventure: New Product Innovation Showcase

Join us for this product exploration session. You'll get the chance to pick 2 poster sessions to hear the latest from our top innovators and ask your questions.

Seaport ABC | Gaslamp AB | Old Town AB
3:10pm-4:00pm
(Changemaker Track)

Decarbonization and Equitable Energy Transformation

Join us for this product exploration session. You'll get the chance to pick 2 poster sessions to hear the latest from our top innovators and ask your questions.

Old Town AB
4:10pm-5:00pm
(Changemaker Track)

Track Break

The next session begins at 3:10pm

Play Edge Quiz Game to help us donate more trees!

Customer Transformation



Enterprise Optimization & Execution



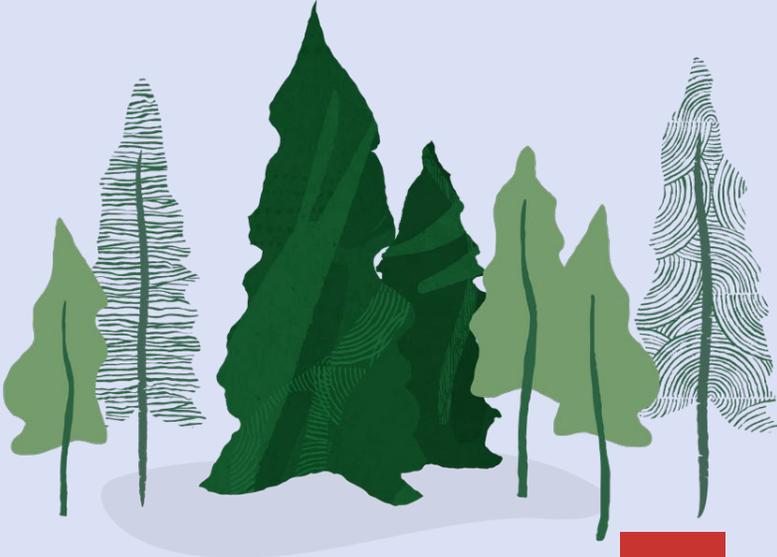
Grid Modernization



Opower Customer Engagement and Decarb



Technology & Cloud Transformation



ORACLE