



EPIC

BRINGING VALUE TO LOW INCOME COMMUNITIES





Our Presenter

Jim Malcom, Chief Financial Officer and EVP of APOGEE Interactive, Inc., brings more than 25 years in corporate finance and accounting to Apogee, which began with the firms KPMG and Ernst & Young in Atlanta. He has held senior posts as chief financial officer, corporate controller, vice president and treasurer for such area companies as Heidelberg USA, LecStar Telecom and Powertel.

Jim is a graduate of the University of Georgia with a bachelor's and master's degree in business administration, a certified public accountant, and a chartered global management accountant.



Our Presenter

Brian Mckee, Senior Account Executive of AM Conservation Group identifies opportunities and manages programs with utility and implementation contractor clients throughout North America. Brian has worked with AM Conservation Group clients such as Ameren Illinois, Georgia Power, ICF and many more, managing product, kit and online store programs. Before AM Conservation Group, he worked in account management and sales, in addition to being an entrepreneur.

Brian is a graduate of the Ohio State University with a bachelor of art in international studies- national security policy.



- **24 Year's in business**
- **SaaS provider focused on major utility initiatives**

Customer
Engagement



Customer
Satisfaction



Program
Participation



- **600+ utilities**
- **95% client retention rate**



Exclusive focus on energy and water efficiency.



Strong capital partnership



25

Over 25 years in business.

ABOUT

AM Conservation Group

Diverse educational program offering



Leading provider of kits



State-of-the-art logistics network with pick & pack warehouse



Servicing the nation's largest utilities



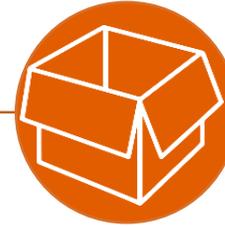
Online stores + optional marketplace enhancements



KEY SERVICES



Direct install
support & product
supply



Product fulfillment
& kit programs



Online Stores &
Marketplace
Enhancements



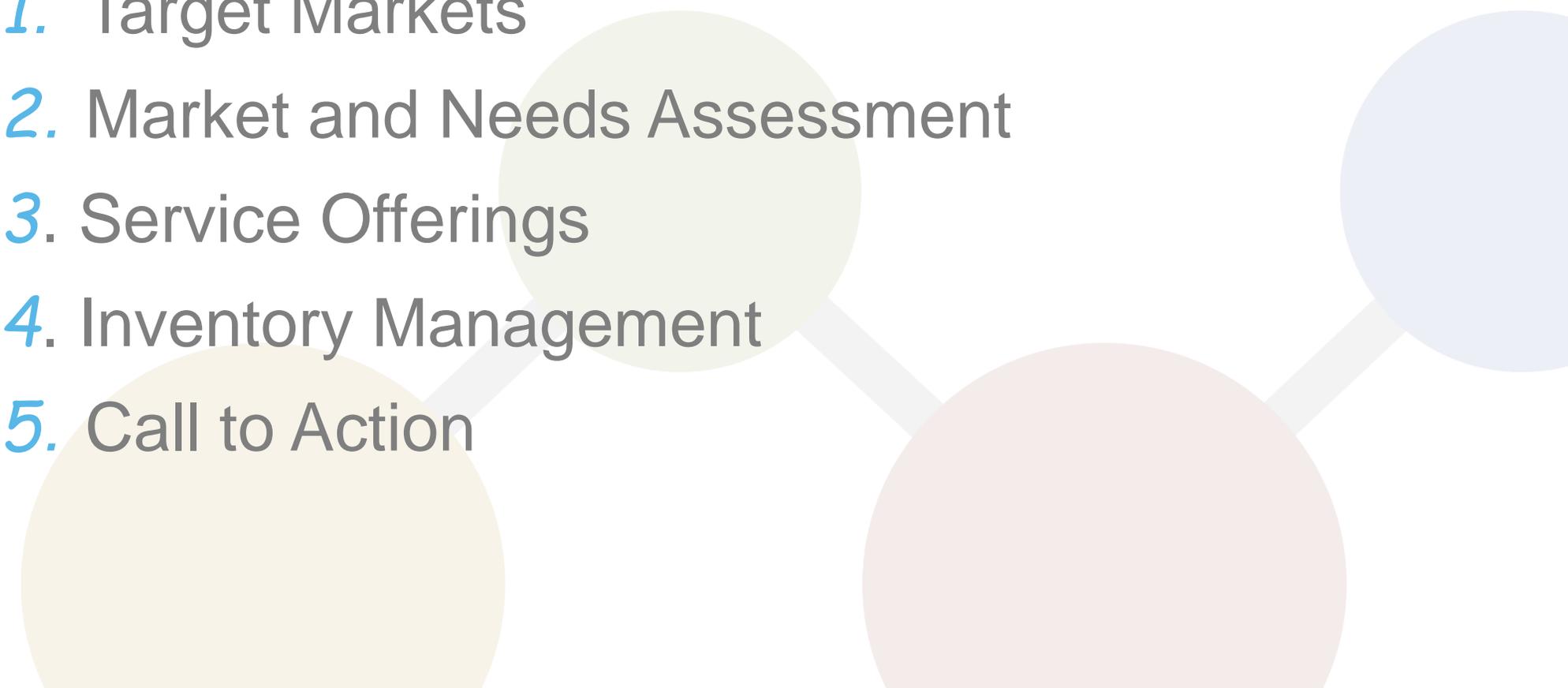
Marketing
services



Education
programs

AGENDA



1. Target Markets
 2. Market and Needs Assessment
 3. Service Offerings
 4. Inventory Management
 5. Call to Action
- 

Customer Communication, Low Income, and Bad Debt Feedback

Challenges we hear from your customers and energy professionals like you:

“Connecting and building relationships with market segment”

“Customer satisfaction and engagement, our low income customers don’t like us”

“Our customers are not aware of our programs or programs in their communities that can help”

“I don’t know what I can do without money to invest. I feel powerless and lack of control.”

“Bad debt reduction and helping customers stay out of cycle.

Too many of our customers fall back into bad debt”

“Our income qualified grant programs require ongoing education and we need a more effective way to educate participating customers during and after they’ve received their benefit.

The same can be said for past participating customers of our EE programs”

“We don’t have a low income program but need something in place”

Customer Communication, Low Income, and Bad Debt Feedback

Challenges we hear from your customers and energy professionals

“Our typical ways to reach these customers are not effective.”

“Customer

like us”

“Our customer

that can help”

“I don’t know

of control.”

“Our income qu

more effective

way to educate participants by customers during and after they’ve received their benefit.

The same can be said for past participating customers of our EE programs”

“We don’t have a low income program but need something in place”

Customer Communication, Low Income, and Bad Debt Feedback

Challenges we hear from your customers and energy professionals

“We need a simple way to communicate and engage our hard to reach customers.”

“Customer

like us”

“Our customer

that can help”

“I don’t know

of control.”

“Our income question

more effective

way to educate participants by customers during and after they’ve received their benefit.

The same can be said for past participating customers of our EE programs”

“We don’t have a low income program but need something in place”



Best Practices:

Biggest Bang for
the Buck!

Defining EPIC

● ● ● Energy

● ● ● Platform for

● ● ● Information and

● ● ● Communication

Target Customers

- Low Income
- Renters
- Multi-family
- New homeowners/
relocated/launched





Market and Needs Assessment

Hidden Rules Among Classes - Driving Forces

Low Income	Middle Class	Wealthy
Survival	Work	Financial
Relationships	Achievement	Political
Entertainment		Social Connections

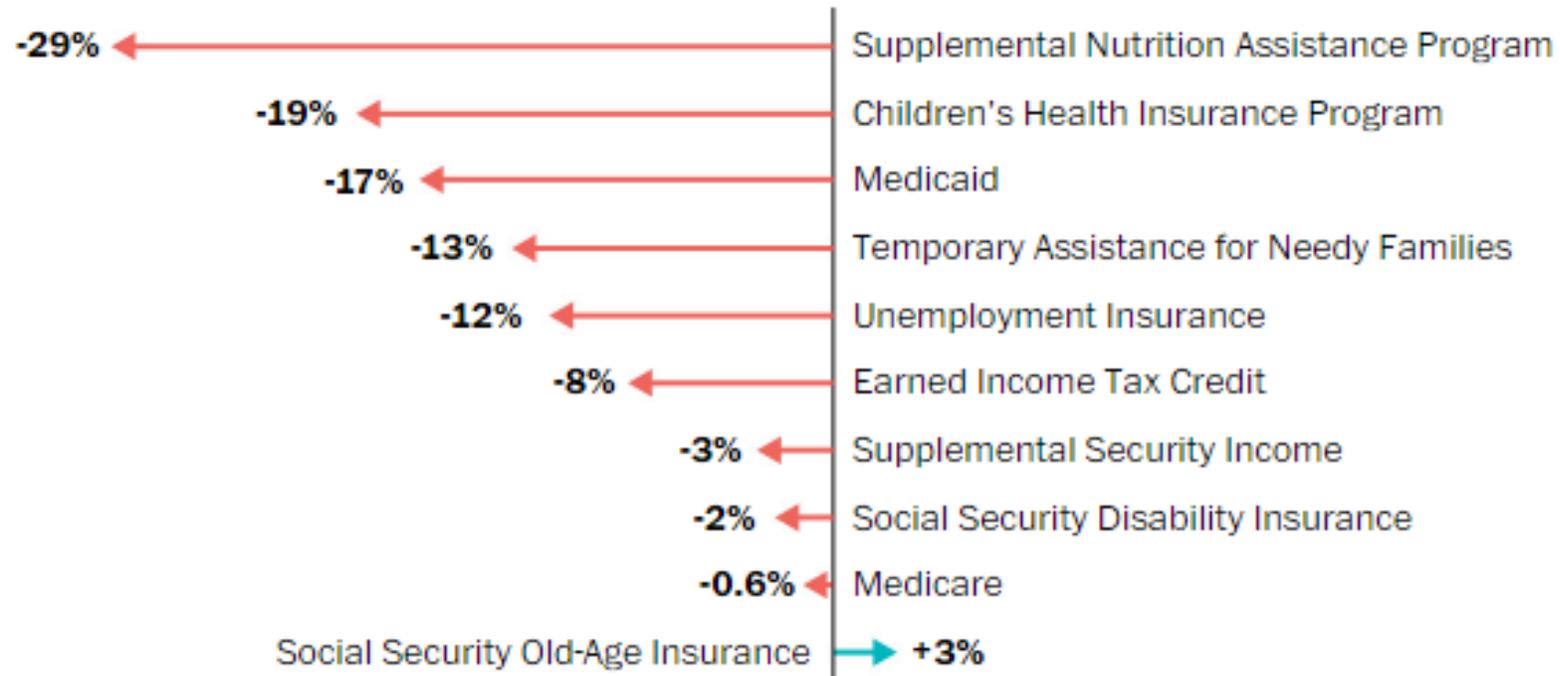
On the Move

- **Renters continued to move at high rates:** 24.5 percent of all people living in renter-occupied housing units lived elsewhere one-year prior. The mover rate of all people living in owner-occupied housing units was 5.0 percent.
- **Low income residents** are 10% more likely to move than the general population.

Source: U.S. Census, 2014



2018 Proposed Federal Budget Cuts



Source: Washington Post, May 23, 2017

2018 Proposed Federal Budget Cuts

-29%

Potential Elimination of LIHEAP

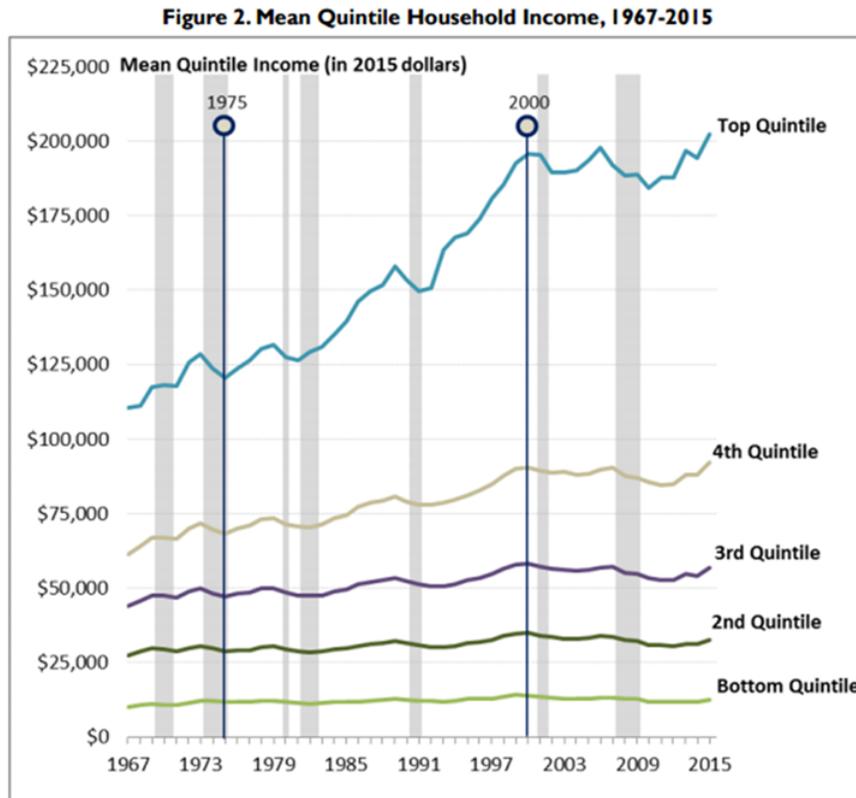
Source: Center on Budget and Policy Priorities,
July 19, 2017

Social Security Old-Age Insurance → +3%

Source: Washington Post, May 23, 2017

Income Distribution

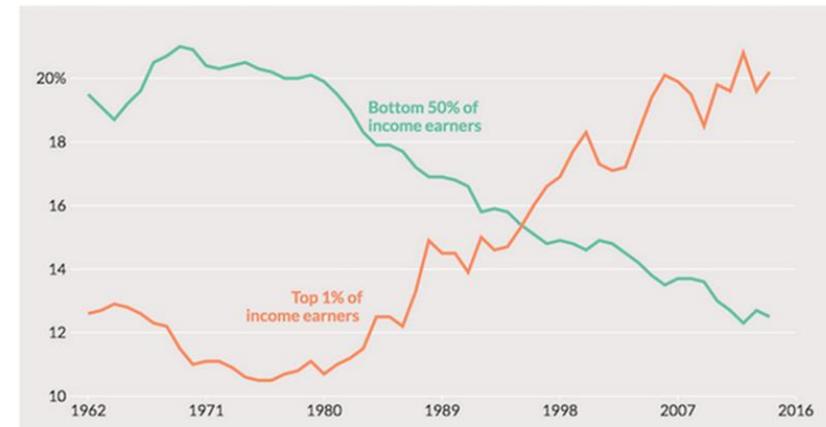
- Low income household spends 3x as % of income on energy



Source: Figure created by the Congressional Research Service (CRS) based on data from U.S. Census Bureau.

A tale of two countries

The share of U.S. pre-tax income accruing to the bottom 50 percent and top one percent of income earners, 1962-2014



Source: Thomas Piketty, Emmanuel Saez, and Gabriel Zucman, "Distributional National Accounts: Methods and Estimates for the United States," 2016, Cambridge, MA: National Bureau of Economic Research

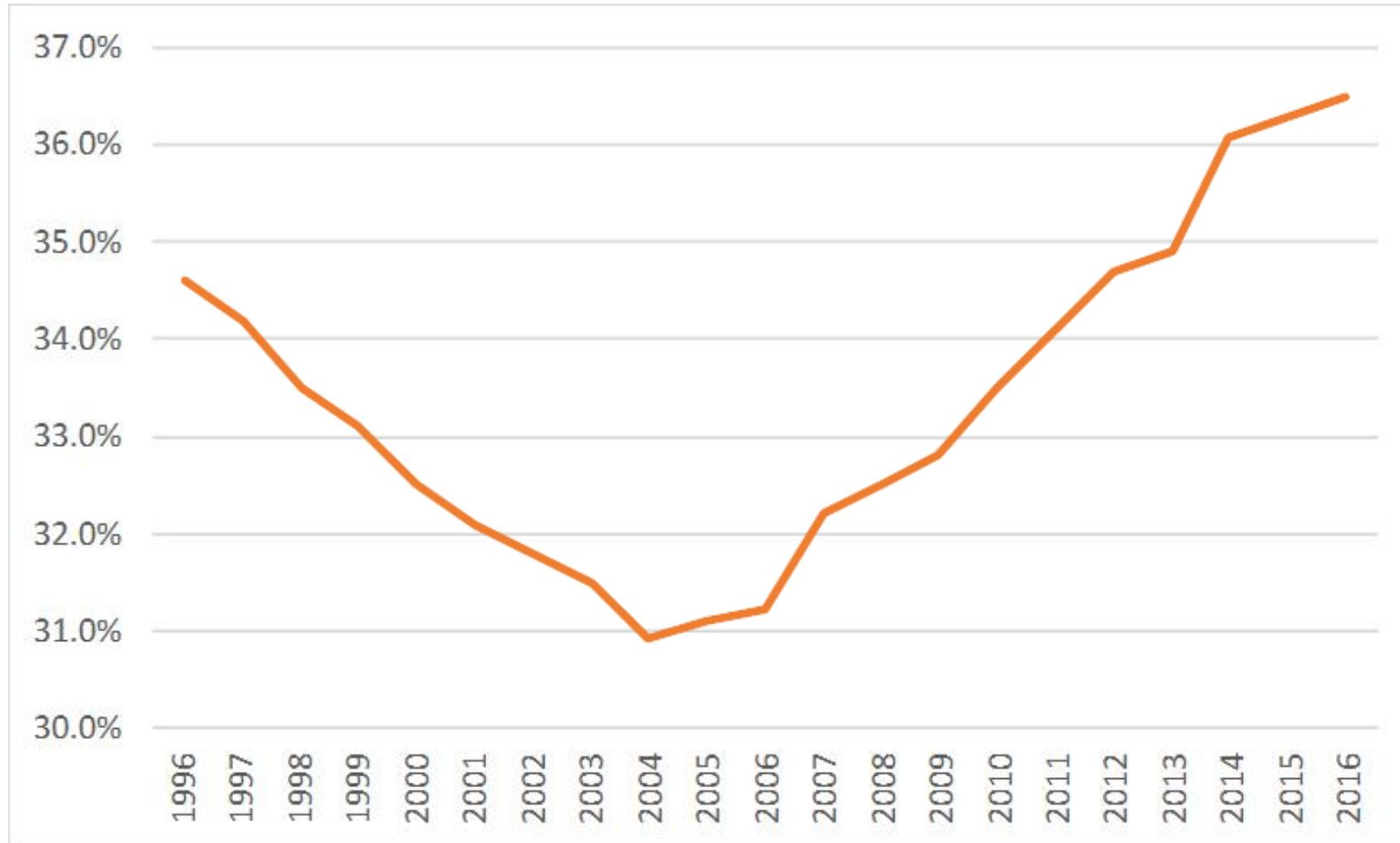
Note: The unit is the individual adult and incomes within married couples are split equally.



"It's a tale of two countries," the authors wrote. "For the 117 million U.S. adults in the bottom half of the income distribution, growth has been nonexistent for a generation, while at the top of the ladder it has been extraordinarily strong."

And it's not due to the aging population. Rather, income has actually dropped for the working class. In fact, none of the growth from 1980 to 2014 went to the bottom 50%, the study pointed out. Only 32% went to the middle class, while the top 10% reaped 68% of the growth. A full 36% went to the 1% alone. Troubling?

20 Year Trend in U.S. Renters



Source: U.S. Census Bureau

Mobile is the Way to Go

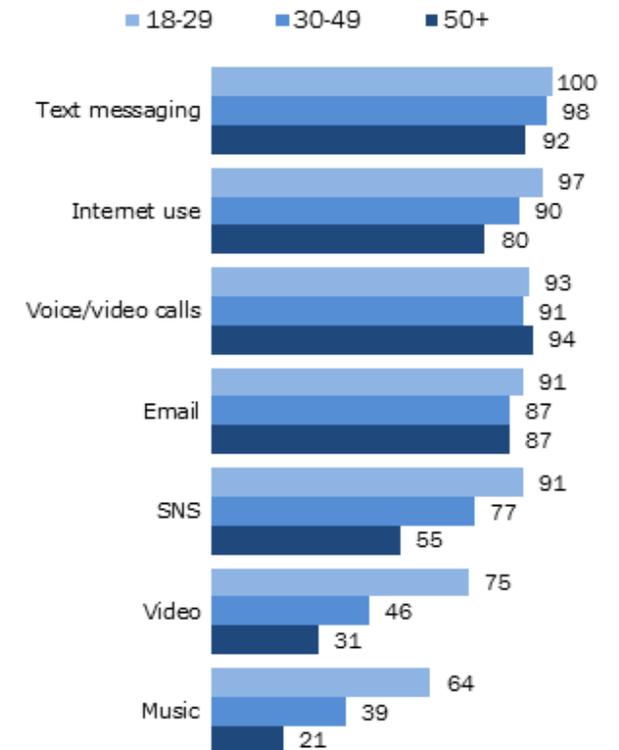
Smartphone communication and digital engagement in this market segment is more popular than ever

- “10% of Americans own a smartphone but do not have broadband at home”
- “15% own a smartphone and have a limited number of online options other than phone.”
- “Lower income and educational attainment levels, younger adults, and non-whites are especially likely to be “smartphone-dependent.”
- “Some 13% of Americans with an annual household income less than \$30,000 per year are smartphone-dependent.”
- “Just 1% of Americans from households earning \$75,000+ /year rely on smartphones to a similar degree for online access.”

Source: Pew Research Center, U.S. Smartphone Use in 2015”

Some Features are Popular With a Broad Spectrum of Smartphone Owners; Social Networking, Watching Video, and Music/Podcasts are Especially Popular Among Young Users

% of smartphone owners in each age group who used the following features on their phone at least once over the course of 14 surveys spanning a one-week period





Polling Question

Do you have a low income outreach strategy?

Service Offering



Benefits & Objectives

→ Consumer

- Transparency to energy costs and usage
- Energy education
- Free home retrofits
- Improve comfort
- Save money

→ Utility

- Improved customer satisfaction
- Increased program participation
- Lower operating costs
 - Reduced call volume
 - Improve cash-flow
 - Reduce bad debt and collection activities



Customer Services Themes

- Choice, Control and Caring
- Empower customer to take control of energy dollars
- Quality products leading to higher customer satisfaction
- Mobile/SMS
- Push content/outbound
- Inexpensive/behavioral/actionable recommendation
- Trade ally relationships

The digital energy consumer continues to enable more business value for energy providers



More satisfied with their energy provider



Recommended or promoted their current energy provider in the past 12 months



More trust in their energy provider



More trust in their energy provider to protect their data



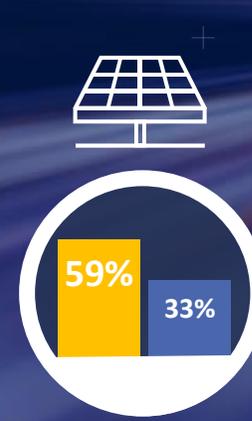
More interest in connected home service



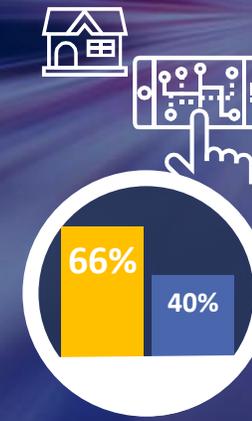
More likely to purchase an electric vehicle or PHEV in 5 years



More interest in energy trading marketplace



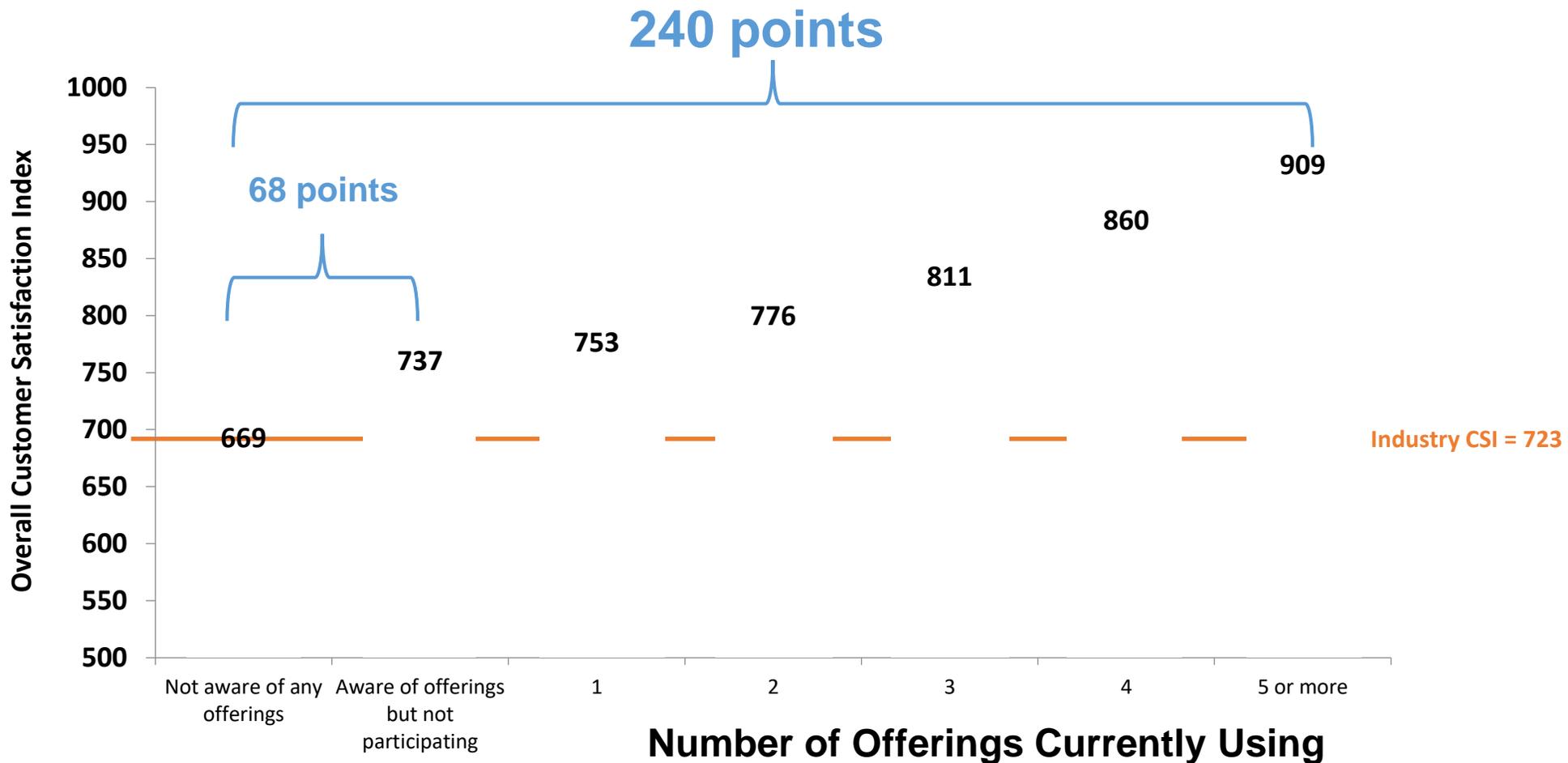
More likely to sign up for solar panels in 5 years



More likely to sign up for an application to remotely monitor and control home elements

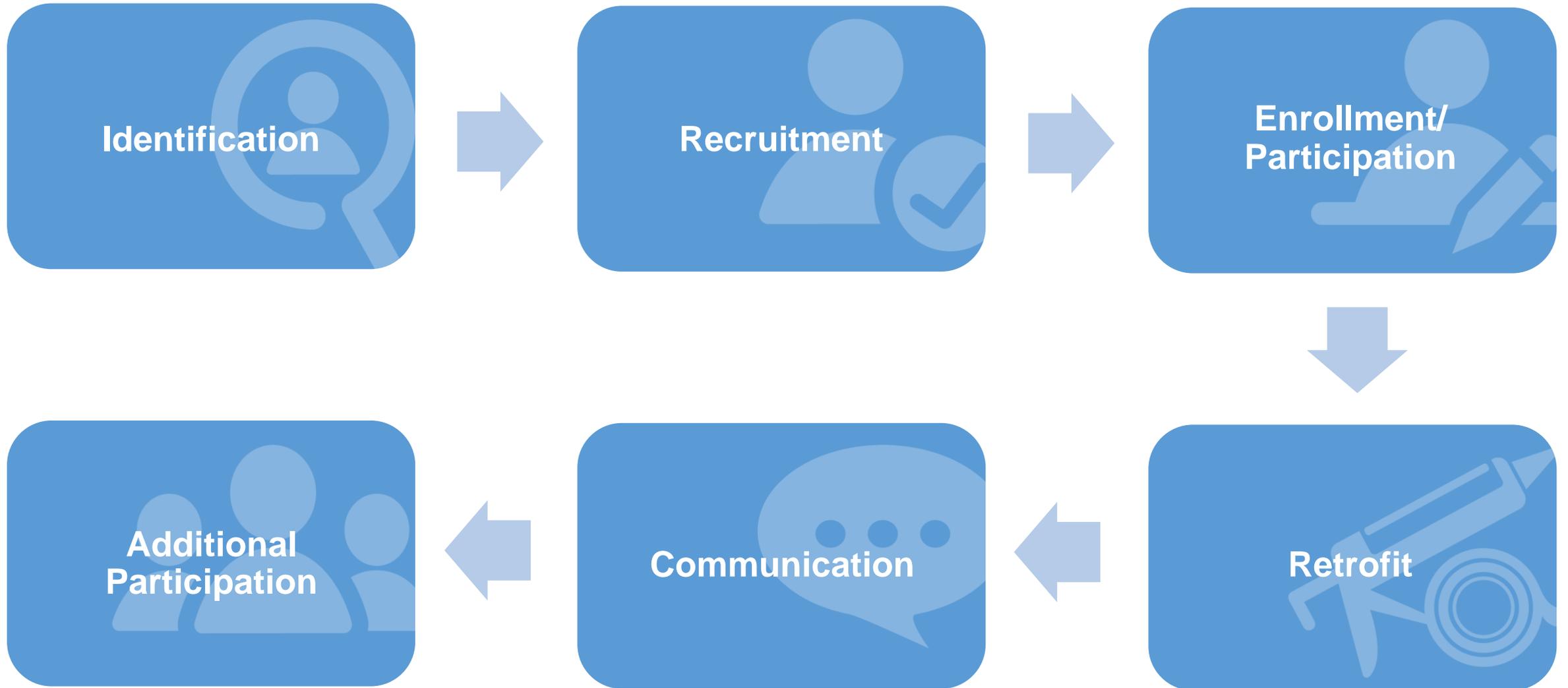
Digital users (44% of all respondents)
 Non-digital users

Satisfaction Index by Program Offerings



Source: J.D. Power 2015 Electric Utility Residential Customer Satisfaction StudySM – Midpoint results

Journey Map



Journey Map

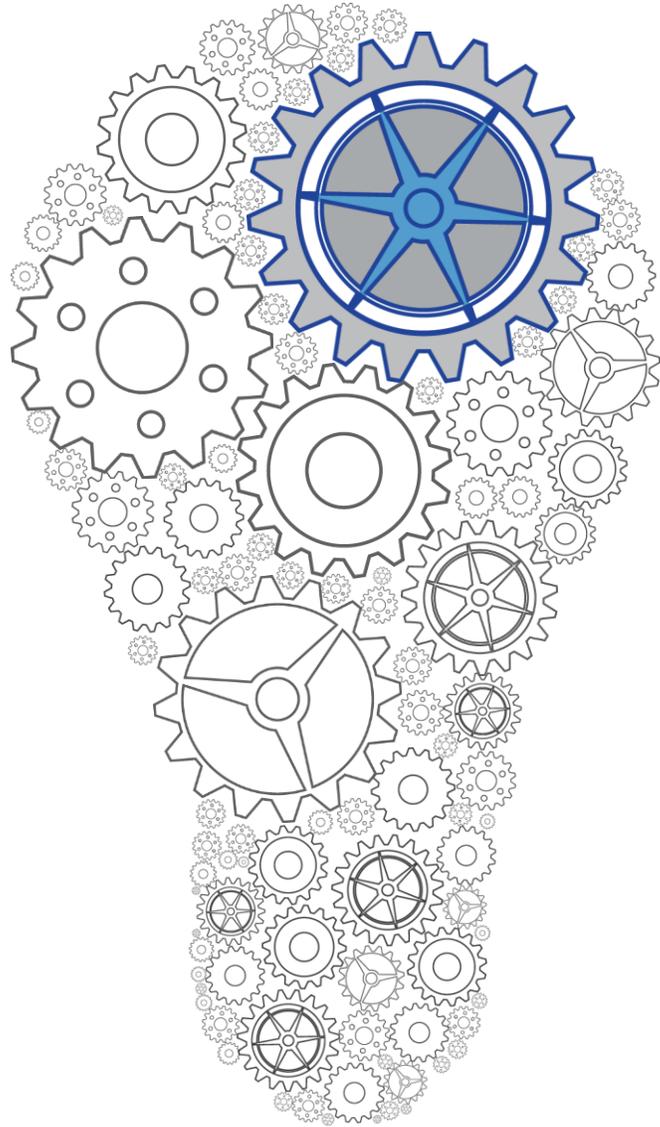


Customer Identification and Recruitment

- Past participation
- High energy consumption
- Target based on Axcion/Prizm data
- Peer to Peer recruitment
- Community Involvement
- Giveaways

Program Marketing





Solution



- ✓ Timely and actionable information
- ✓ Simple implementation
- ✓ Targets hard to reach customers
- ✓ Lower program costs
- ✓ Promotes other programs
- ✓ Opt-in
- ✓ Break delinquency cycle

How is EPIC Different?

Recruitment Flyer, Bill Insert & Sign Up Page

- Give to religious, community, and social services.
- Send in mail with monthly utility bill.

Are You EPIC?

We provide simple, useful and timely energy information so that you can be more comfortable and possibly save money.

This program is called **EPIC: Engagement Platform for Information and Communication.**

To learn more about *becoming EPIC*, visit www.aeg.com/EPICSU.



You are becoming EPIC!

EPIC stands for Engagement Platform for Information and Communication. EPIC provides simple, useful and timely communication and a suite of tools. Why not get started!...

I want to receive EPIC through either email or text to your mobile phone:

Email: _____

Confirm Email: _____

Text (phone number): _____

Confirm phone number: _____



provided by  **APOGEE**
Electric & Gas Co.

USER AGREEMENT: By selecting agree, you consent to receive messages through the method you selected. These messages contain information concerning your energy use, status of your energy account, methods for making payments, participating in utility programs, and other information. You can unsubscribe at any time by logging into your account and changing your preferences. Visit our website at www.apoeg.com/EPICSU for more information.



Weatherization Products

Program Measures



Multilingual

INSTALLATION INSTRUCTIONS

How to install your new energy upgrades:

Install these energy-saving upgrades today and save on your energy costs over the lifetime of the products. You can make these simple changes and enjoy big savings, all without sacrificing comfort. Getting started is easy!

Dig in and find easy-to-install upgrades:

- 1 high-efficiency showerhead to help you cut your water use by 30 percent or more
- 2 faucet aerators for your kitchen and bathroom to help your family save water and reduce your water heating bills
- 6 LED bulbs, which use around 80 percent less energy and last up to 25,000 hours
- 1 LED night light that uses only pennies worth of electricity
- 1 filter whistle to remind you to change your furnace filter
- 1 set of toilet leak tablets

Visit thinkenergy.org/yourutility for installation videos.



AERATORS

You will need: pliers or adjustable wrench, cloth, rubber washer(s)

1. Remove old aerator from the faucet. Use a tool if needed.
2. Turn on water briefly to wash out faucet. Turn water off.
3. Screw on the new aerator, using the washer(s) provided and hand-tighten. For inside-threaded faucets, place both washers in the aerator (thinner washer first) and screw aerator into inside threads of faucet. For outside-threaded faucets, discard the thicker washer. With the thinner washer in top of aerator, screw aerator onto outside threads.
4. Turn on water. If aerator leaks, tighten by using wrench. Use cloth to protect the finish. Tighten until snug. Do not over-tighten.



LED BULBS

You will need: new LED bulb

1. Use the LED bulbs in your kit to replace incandescent or halogen bulbs.
2. Before replacing a bulb, be sure the light switch is turned off and the bulb is not hot. Carefully unscrew the old bulb and dispose of it.
3. Screw the LED into the bulb socket. Do not over-tighten.



FILTER WHISTLE

Your furnace and air conditioner will run more efficiently when your furnace filter is clean. The whistle will remind you when the filter needs to be changed.

1. Begin with a new filter or remove the filter from your furnace. You will want to install the whistle on a clean filter.
2. Pull the whistle apart, so you have two pieces, the flat base and the hat. The filter will go in between the two parts of the whistle. The base must face the direction of the airflow and the hat clips on the opposite side.
3. Press the two parts of the whistle together, pushing through the filter until you hear the pieces click into place.
4. Install the filter in your furnace.

SHOWERHEAD



You will need: pliers or adjustable wrench, cloth, plumber's tape

1. Using pliers/wrench, remove old showerhead from the shower arm by turning to the left.
2. Clean shower arm threads, then turn on the water to wash out the pipe.
3. Turn off water. Apply plumber's tape to the threads for a tight seal.
4. Screw on the new showerhead and hand-tighten. Make no more than 1/4 turn with pliers/wrench. Use cloth to protect the finish while adjusting with pliers/wrench. Do not over-tighten.

TOILET LEAK DETECTOR TABLETS



1. Carefully take off tank lid. This should be done by an adult.
2. Drop one tablet into the tank water.
3. Wait 10 - 20 minutes.
4. If blue color appears in the bowl, you have a leak.

COV KEV TAW QHIA TXUAS YAM KHOOM

Mus saib daim yas saib nyob rau ntawm thinkenergy.org/yourutility



COV TWJ TSO PA TAWM

Koj yuav tsum muaj: cov ciaj taws los yog cov ciaj ntswj, lo daim ntauab, cov team lub ntswj kom khov

Mus saib daim duab vis dis aus saib nyob rau ntawm www.thinkenergy.org/yourutility

1. Muab lub tshuab ua pa qub tshem tawm ntawm tus kais dej. Siv lo tug yog tias xav siv.
2. Tso dej los me ntsis los mus ntxuav tus kais dej tawm. Muab dej tus.
3. Muab lub twj tso dej tawm tshab ntswj rau, siv cov team ntswj kom khov has peb muab tuaj no thab siv tes ntswj rau. Rau cov kais dej uas muaj cov kab ntswj hauv qab tuaj; muab cov ntswj kom khov nyob rau hauv lub twj tso pa tawm (lub siv cov team ntswj kom khov nyias nyias us ntej) thab muab lub twj tso dej tawm rau hauv cov kab ntswj ntawm tus kais dej. Rau cov kais dej uas muaj cov kab ntswj eab ntauab tuaj; muab cov team ntswj kom khov uas tuab tuab pov tseg. Nrog rau cov team ntswj nyij nyias nyob rau saum toj lub tshuab tso pa tawm, muab lub twj tso pa tawm ntswj rau cov kab ntswj sab nraud.
4. Qhib dej. Yog tias lub twj tso pa tawm tshab dej, siv tus twj ntswj kom khov. Siv daim ntauab los tiv thab cov hlau kom tsis thob kos. Muab ntswj kom khov. TSIS TXHOB NTSWJ KOM DHAU.

TUS KAIS DA DEJ



Koj yuav tsum muaj: cov ciaj taws los yog cov ciaj ntswj, lo daim ntauab, cov team lub ntswj kom khov

Mus saib daim duab vis dis aus saib nyob rau ntawm www.thinkenergy.org/yourutility

1. Siv cov ciaj taws los ciaj ntswj, muab tus kais daj dej qub tshem tawm los ntawm tus pas tuav tus kais yog tias koj muab tig rau sab laug.
2. Muab cov kab ntswj ntawm tus pas tuav tus kais so kom hu, ces tso dej kom muab tus kav hlau ntxuav tawm.
3. TUA DEJ. Siv cov ntauab replum lo kav hlau rau cov kab ntswj kom cam rauj khov.
4. Muab tus kais da dej ntswj rau thab siv tes ntswj kom khov. Tig kom tsis pub tshab 1/4 yog siv cov ciaj taws los ciaj ntswj. Siv daim ntauab los tiv thab cov hlau kom tsis thob kos thaum koj siv cov ciaj taws los ciaj ntswj los kho. TSIS TXHOB NTSWJ KOM DHAU.

TILMAAMAHA RAKIBAADDA

Ka fiiri fiidhyowgarakibistahalkan thinkenergy.org/yourutility



LAYDHIYAYAAL

Waxa aad u baahan doontaa: kelbedo ama baasadaha la bedbeddeli karo, maro, dhaqa ah rabedh

Ka fiiri fiidhyowgarakibistahalkan www.thinkenergy.org/yourutility

1. Ka saar laydhiyihi hore keebka. Isticmaal qalab haddi loo baahdo.
2. Fur biyaha si kooban si aad u dhaqdo keebka. Xidh biyaha.
3. Ku xidh laydhiyaha iswifalka cusub, adigoo adeegsanaya dhaqaha lagu silwey gacantana ku giji. Keebka qudaha ku leh hamaarirka; dhig labada dhaqaha laydhiyaha dhexdixa (dhaqaha dhuusan marka hore) kuna xidh laydhiyaha gudaha hamaarirka keebka. Keebka hamaarirka ku leh dibbada; iska tuur dhaqaha buuran. Iyadoo dhaqaha dhuuban uu yenay xagga sare ee laydhiyaha, ku xidh laydhiyaha dibbada hamaarirka.
4. Fur biyaha. Haddi laydhiyuhu biyaha si daynayo, giji adigoo isticmaalaya kelbedda. Isticmaal maro si aad uga ilaalisoo xoqiteen. Giji ilaa ay

KURKA QUBAYSKA



Waxa aad u baahan doontaa: kelbedo ama baasadaha la bedbeddeli karo, maro, xadhiga biyo-galyaha

Ka fiiri fiidhyowgarakibistahalkan www.thinkenergy.org/yourutility

1. Adigoo isticmaalaya kalbed/baanad, ka fur kurki qubayska ee hore gacanta qubaska adigoo bidix u furaya.
2. Nadiifi hamaarirka gacanta qubaska, kadib fur biyaha si aad u dhaqdo casabadda.
3. XIDH BIYAHA. Ku mar xadhiga biyo-galyaha hamaarirka si xidhiidhanku u adkaado.
4. Xidh kurka qubaska ee cusub oo gacanta ku giji. Ha ku samayn wax ka badan 1/4 wareejin kelbedda/baanadda. Isticmaal maro si aad uga ilaalisoo xoqiteen marka aad habaynayo kelbedda/baanadda. ADKA HA KA BIXIN GIJINTA.



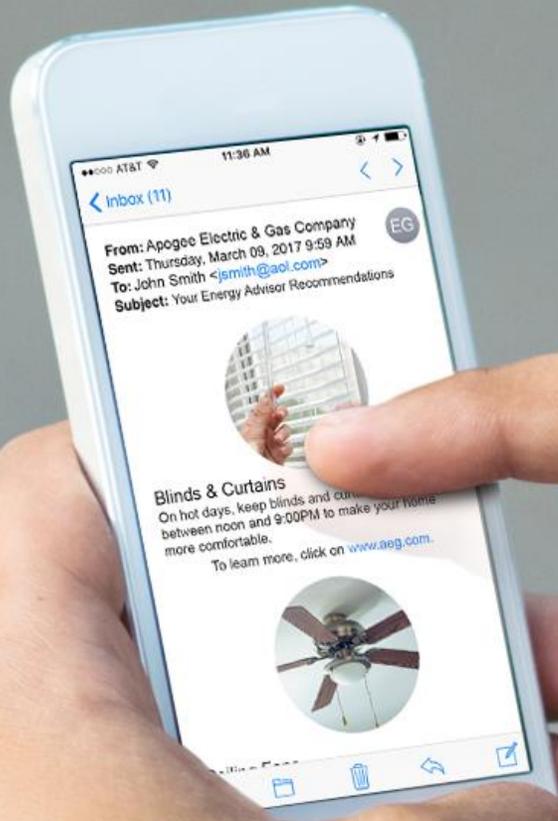
Communication and Information that is:

- Timely
- Relevant
- Actionable

Theme: Control

- Control of **Communication**
- Control of **Usage**
- Control of **Payments**





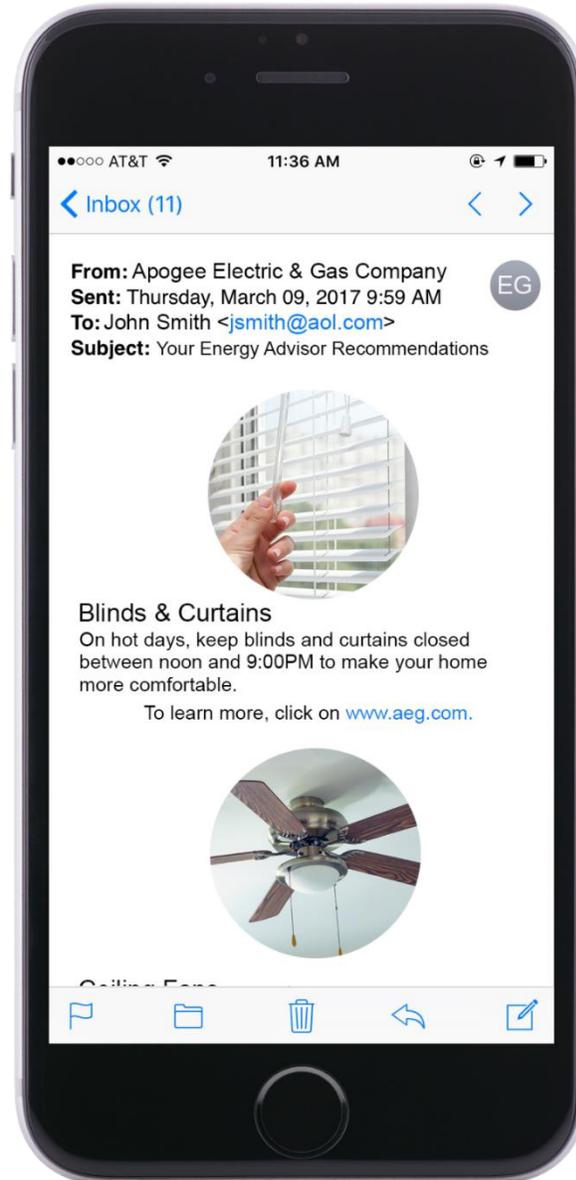
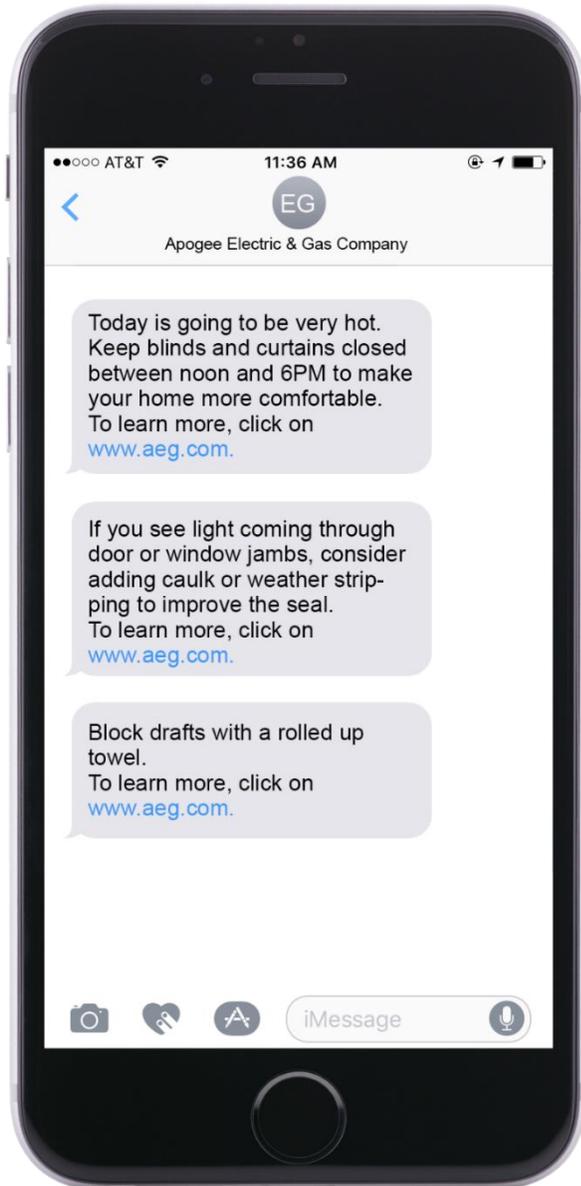
Control of Communication

- Preference Management System
- SMS/Text
- Email

Messaging Schedule

- Every message has a call to action and pertinent utility link
- **Peak Months**
 - Monthly bill explanation
 - Simple ways to save
- **Pre-season Cooling & Heating**
 - Payment assistance
 - Check the filters
- **Budget Billing**
- Other

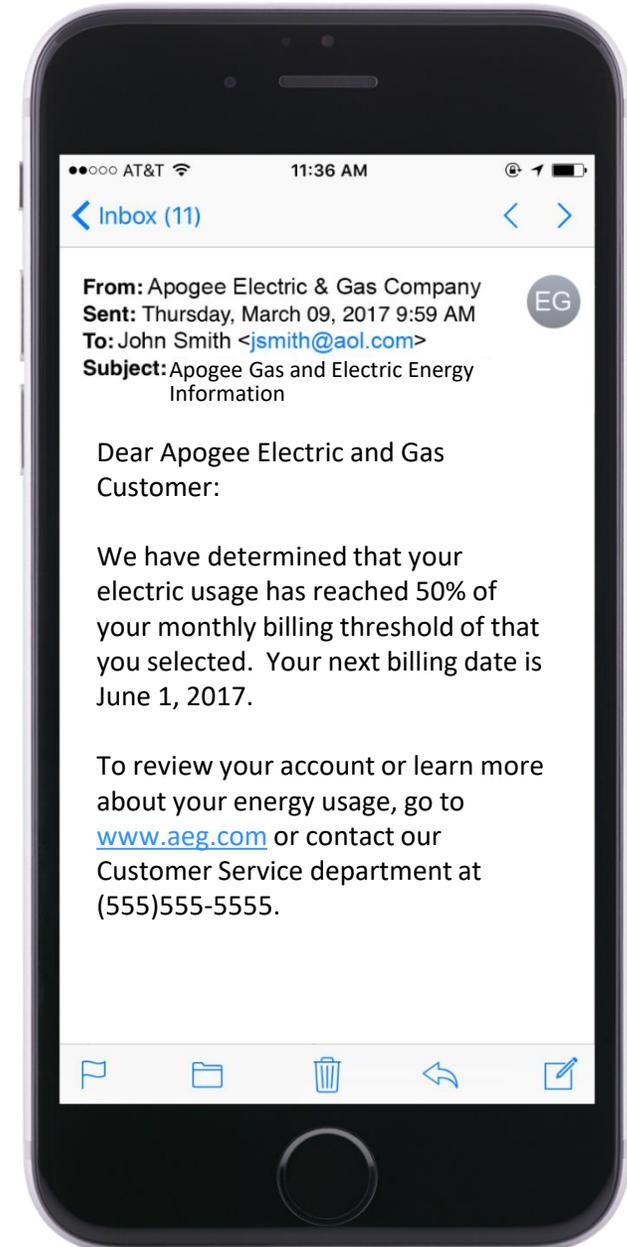




Sample Messages

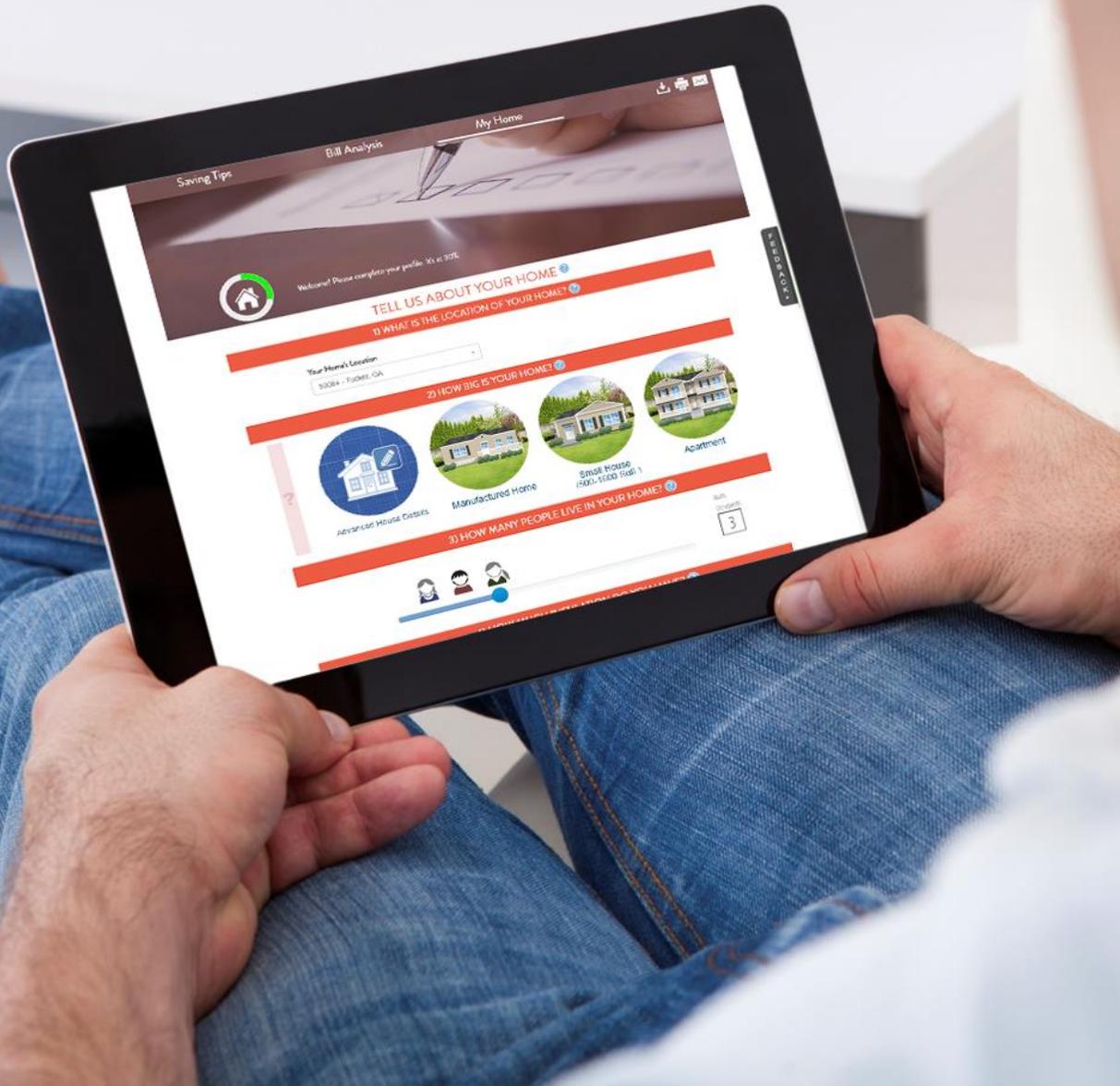
Usage Alerts- Optional

- Usage threshold alerts
- Payment alerts
- Require AMI



Control of Usage

- **Energy Advisor**
 - Housing stock to reflect appropriate dwellings
 - Specific recommendation
 - Links to Utility programs
- **Special Purpose Calculators (SPC)**
- **Proactive Content Push**
 - Close your blinds
 - Put a towel under a drafty door
 - Cover windows with plastic





Control of Payments

- **Utility Payment Options**
 - Prepaid
 - Budget billing
- **Programs**
 - Utility
 - Community
- **Authorized Payment Centers**



On-line Tools



ENERGY PLATFORM FOR INFORMATION & COMMUNICATION



**ENERGY
ADVISOR**



Reducing Phantom Loads

See how many of your energy dollars are being wasted by appliances in your home that are plugged in but not in use.



Appliance Calculator

How much does it really cost to use the appliances in your home? Here's a quick way to get a feel for what your home's appliances cost to operate.



Television Calculator

Compares the energy use and cost of LCD, DLP, Plasma, and traditional tube televisions.

[Sign up for Energy Tips](#)

[Payment Assistance](#)

[Weatherization Program](#)

Energy Advisor- Recommendations



WAYS TO SAVE

Filter



Save up to
\$423/year



Home Energy Improvement Program

Home Energy Improvement Program

Get up to \$2,575 dollars in rebates and up to 30% energy savings with Home Energy Improvement Program

Programmable Thermostats:

Your best money saving tip is using a programmable thermostat. It can save you as much as \$369 a year by holding 68°F for heating and 78°F for cooling when you are home and automatically setting to 55°F for heating and 85°F for cooling when you are away. Caution: Older heat pumps should only be adjusted by 2°F for heating to avoid trigger the emergency heat mode.



Save up to
\$369/year

Cooling Setting:

If you raise your cooling setting from 74°F to 78°F, you could save as much as \$238 per year.



Save up to
\$238/year

Water Heater Upgrade:

If your water heater is aging, consider replacing it with a more efficient model. If your current water heater is fueled with gas or propane, a tankless gas or propane water heater may be your best long run option.



Save up to
\$115/year



EnergyWise Heat Pump Water Heater Program

Get up to \$500 in rebates with this EnergyWise rebate program.

Cooling System Upgrade:



Save up to
\$182/year

Cooling Setting:

If you raise your cooling setting from 75°F to 78°F, you could save as much as \$182 per year.



Save up to
\$12/year

Weatherize Your Home:

If you caulk around your windows and doors, make certain the weatherstripping on your doors and windows is tight, weatherstrip your attic door, and take other actions to seal your house further, you could save up to \$12 per year.



Save up to
\$105/year

LED Bulbs:

If you replace the remainder of the incandescent light bulbs you use most often with LED bulbs, you could save up to \$105 a year.



Save up to
\$117/year

Heating Setting:

If you lower your heating setting from 72°F to 68°F, you could save as much as \$117 per year.

Special Purpose



Cost when used Cost when just plugged in

Total Annual kWh:
1674

Total Annual Cost:
\$132

Hrs/Day Weekdays	Hrs/Day Weekends	Annual kWh	Annual Cost
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="8"/>	<input type="text" value="12"/>	882	\$70
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="3"/>	<input type="text" value="9"/>	386	\$31
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="0"/>	<input type="text" value="8"/>	406	\$31
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0
<input type="text" value="3"/>	<input type="text" value="5"/>	0	\$0

Did you know you are wasting money and energy?

Special Purpose



REDUCING PHANTOM LOADS

TOTAL

Total Annual kWh:
1066

Total Annual Cost:
\$85

COMPONENTS

Television

Annual kWh: 646

Annual Cost: \$52

Select Components	Annual kWh	Annual Cost
>50" LED	9	\$1
40"-49" LED	17	\$1
30"-30" LED	0	\$0
>50" Plasma	0	\$0
40"-49" Plasma	0	\$0
>50" LCD	0	\$0
40"-49" LCD	0	\$0
Cable/Sat. Box	87	\$7
DVR/DVD Player	507	\$41
Game Console	26	\$2

Annual kWh: 420

Annual Cost: \$33

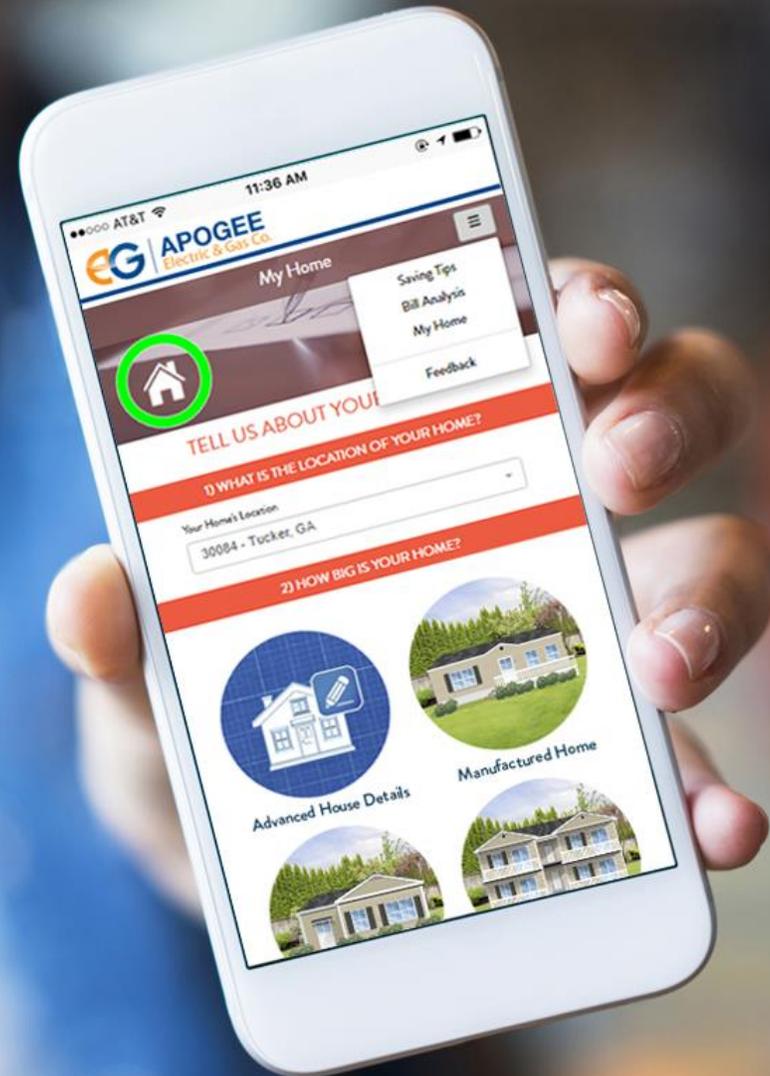
Select Components	Annual kWh	Annual Cost
CRT PC Monitor	0	\$0
LCD PC Monitor	31	\$3
Desktop PC	52	\$4
Laptop	0	\$0

- 2 +

- 0 +

Summary

- ✓ Simple and low cost solution
- ✓ Designed to serve the hard to serve
- ✓ Customer is in control
- ✓ Lower cost per customer
- ✓ Support other programs



Looking for a
few good
utilities





Contact Information

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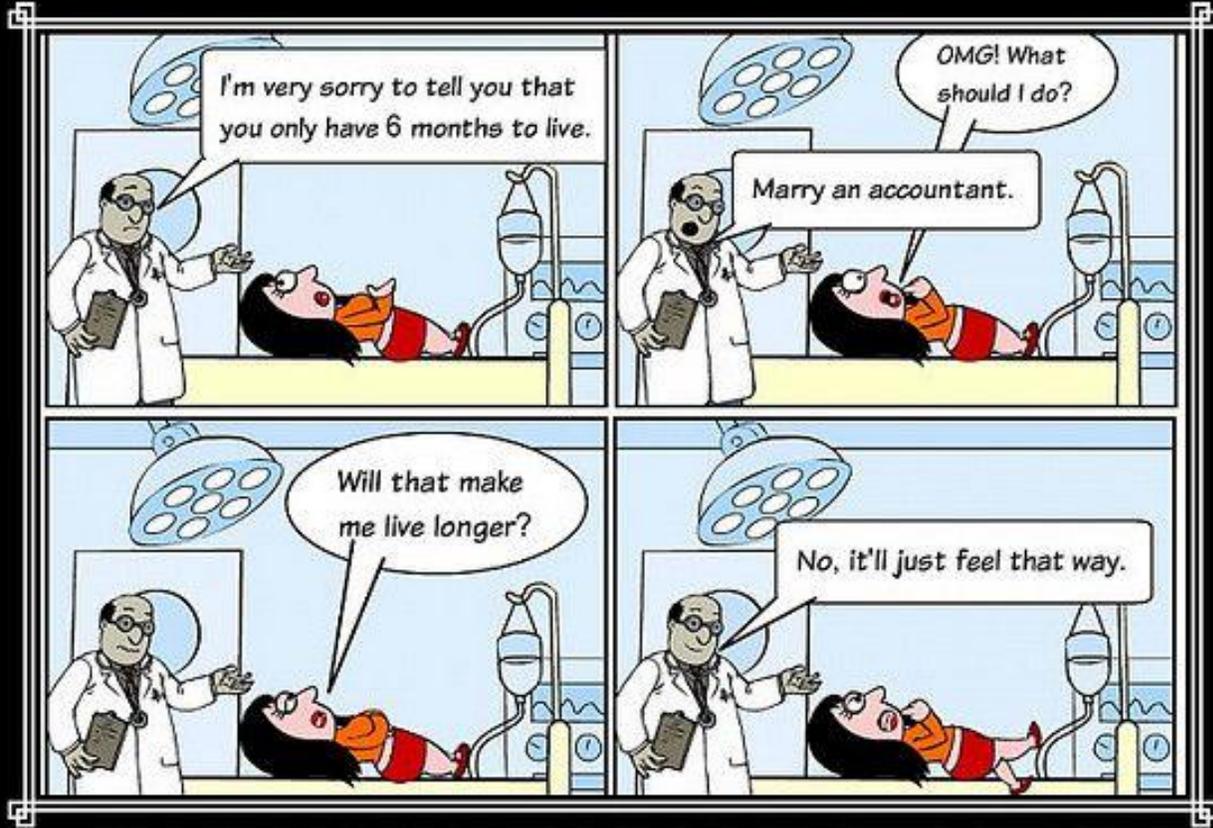
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Thank You!

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ACCOUNTANT HUMOR

Accounting jokes - an oxymoron?

Contact Information

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APOGEE

Your Trusted Partner in Customer Engagement

Serving the Hard to Serve Series

Last time I spoke about this topic,

- Struggling with program participation
- Managing customer delinquency and bad debt
- Summary: we have created a program name EPIC to help utilities engage with this target market





EPIC is...

- Simple to implement turnkey solution.
- Stand alone offering or can be embedded in existing utility program.
- Easy to associate with community programs.
- Meaningful to either renters who do not have money for energy projects/fixed income.
- Mobile phone focused.



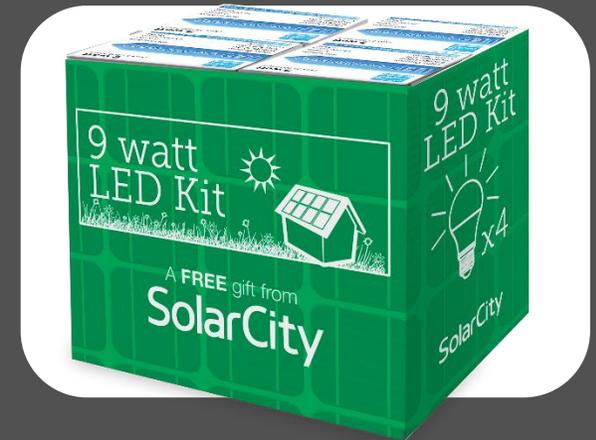
Full Lithograph



Specialty



Label



Sleeve

Standard Energy Advisor

Saving Tips | Bill Analysis | **My Home** |

Congratulations! Your profile is complete.

TELL US ABOUT YOUR HOME ?

1) WHAT IS THE LOCATION OF YOUR HOME? ?

Your Home's Location

2) HOW BIG IS YOUR HOME? ?

Advanced House Details | Small House (500-1600 Sqft.) | Medium House (1600-3500 Sqft.) | Large House (3500-8000 Sqft.)

3) HOW MANY PEOPLE LIVE IN YOUR HOME? ?

Num. Occupants:

4) HOW MUCH INSULATION DO YOU HAVE? ?

FEEDBACK

EPIC Energy Advisor

Saving Tips | Bill Analysis | **My Home** |

Congratulations! Your profile is complete.

TELL US ABOUT YOUR HOME ?

1) WHAT IS THE LOCATION OF YOUR HOME? ?

Your Home's Location

2) HOW BIG IS YOUR HOME? ?

Advanced Home Details | Manufactured Home | Small House (500-1600 Sqft.) | Apartment

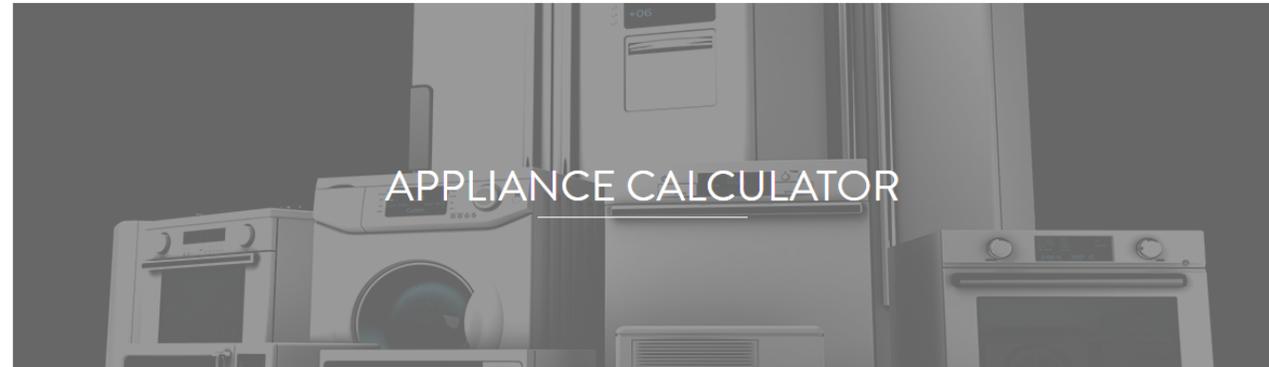
3) HOW MANY PEOPLE LIVE IN YOUR HOME? ?

Num. Occupants:

4) HOW MUCH INSULATION DO YOU HAVE? ?

FEEDBACK

Special Purpose Calculators



TOTAL

Total Annual kWh:
952

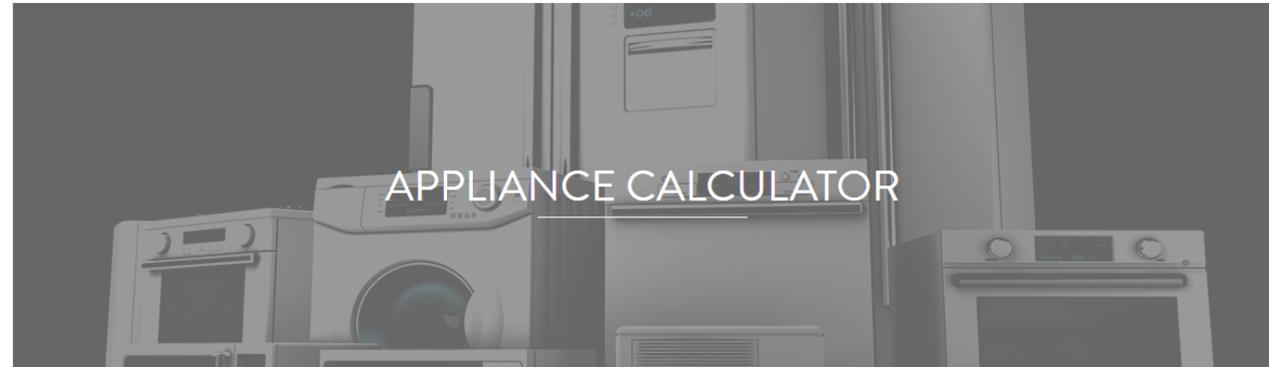
Total Annual Cost:
\$75

COMPONENTS

Television		<i>Annual kWh: 497</i>		<i>Annual Cost: \$40</i>		>
Kitchen		<i>Annual kWh: 79</i>		<i>Annual Cost: \$7</i>		>
Refrigerator		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Utility Room		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Living Room		<i>Annual kWh: 376</i>		<i>Annual Cost: \$28</i>		∨
Number	Select Components	Hrs/Day Weekdays	Hrs/Day Weekends	Annual kWh	Annual Cost	
- 1 +	Stereo	- 4 +	- 0 +	157	\$12	
- 2 +	VCR/DVD	- 2 +	- 2 +	219	\$16	
Bathroom		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Bedroom		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Medical Equipment		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Office		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Heating / Cooling		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Garage		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>
Outdoors		<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>

This application uses your local weather and energy rates. This is only an estimate of your actual energy use.
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Special Purpose Calculators



TOTAL

Total Annual kWh:
952

Total Annual Cost:
\$75

COMPONENTS

Television	<i>Annual kWh: 497</i>		<i>Annual Cost: \$40</i>		>	
Kitchen	<i>Annual kWh: 79</i>		<i>Annual Cost: \$7</i>		>	
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Bedroom	<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>	
Medical Equipment	<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>	
Office	<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>	
Heating / Cooling	<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>	
Garage	<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>	
Outdoors	<i>Annual kWh: 0</i>		<i>Annual Cost: \$0</i>		>	

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EPIC

Program Activities

- Identify, recruit, and enroll customers
- Provide specific tools for EPIC customers
- Provide choices for communication method
- Identify valuable and cost effective energy projects
- Create awareness of utility, state, and community programs
- Provide timely and actionable information





Communications



Your Mid-Month Energy Use Report is ready...



Hi Jim,

During this time of year, many customers appreciate an update on their upcoming energy bills. You have used about \$67 worth of electricity in this billing cycle, and your estimated bill for the month is \$162.



	Energy Use Most of the energy used in your home this month: 31% for heating		Weather This month's weather was: 15° cooler than last month with an average temperature of 28 degrees.
--	--	--	--

Heating Days Your neighborhood had 18 heating days	
--	--

Advanced Optional Services

- Monthly bill explanation
- Quarterly/Annual Energy Summary Reports
- Extensive energy video libraries information
- Customer marketing and program participation services

Customer Identification

