ALABAMA, ARKANSAS, FLORIDA, GEORGIA, KENTUCKY, LOUISIANA, MISSISSIPPI,
NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE, & VIRGINIA

AESP-SE WEB CONFERENCE SERIES

AUGUST TOPIC:

INNOVATIVE MARKETING APPROACHES

Jamie Farmer, Brand Strategy Specialist at Georgia Power

Art Christianson, Senior Manager at The Home Depot

Ann Fracas, Vice President of Business Development at Apogee Interactive

Georgia Power

THE HOME DEPOT®

APOGEE®

Empowering Utilities for the Future

TECO
TAMPA ELECTRIC
AN EMERA COMPANY

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Promote

Liked · Following · Share ···

Ignacio Vasquez
Sad · Reply · Message · 14h

Rogelio Aguilar I'm gonna boycott y'all of y'all do
Sad · Reply · Message · 14h

Rogelio Aguilar Give us a good reason
Like · Reply · Message · 14h

Tampa Electric Rogelio Aguilar we're so glad you and your friends enjoyed TECOLambCam. We did too. The birthing season has ended and the lambs are all grown up. You can view the lamb cam videos anytime, we will leave those on our page.
Like · Reply · Commented on by Nicole Paksoy [?] · 14h

Rogelio Aguilar Tampa Electric will y'all come back?
Like · Reply · Message · 13h

Tampa Electric Rogelio Aguilar we hope to be back next birthing season.
Like · Reply · Commented on by Nicole Paksoy [?] · 12h

Rogelio Aguilar sweet when will that be? #makelambcamgreatagian
Like · Reply · Message · 12h

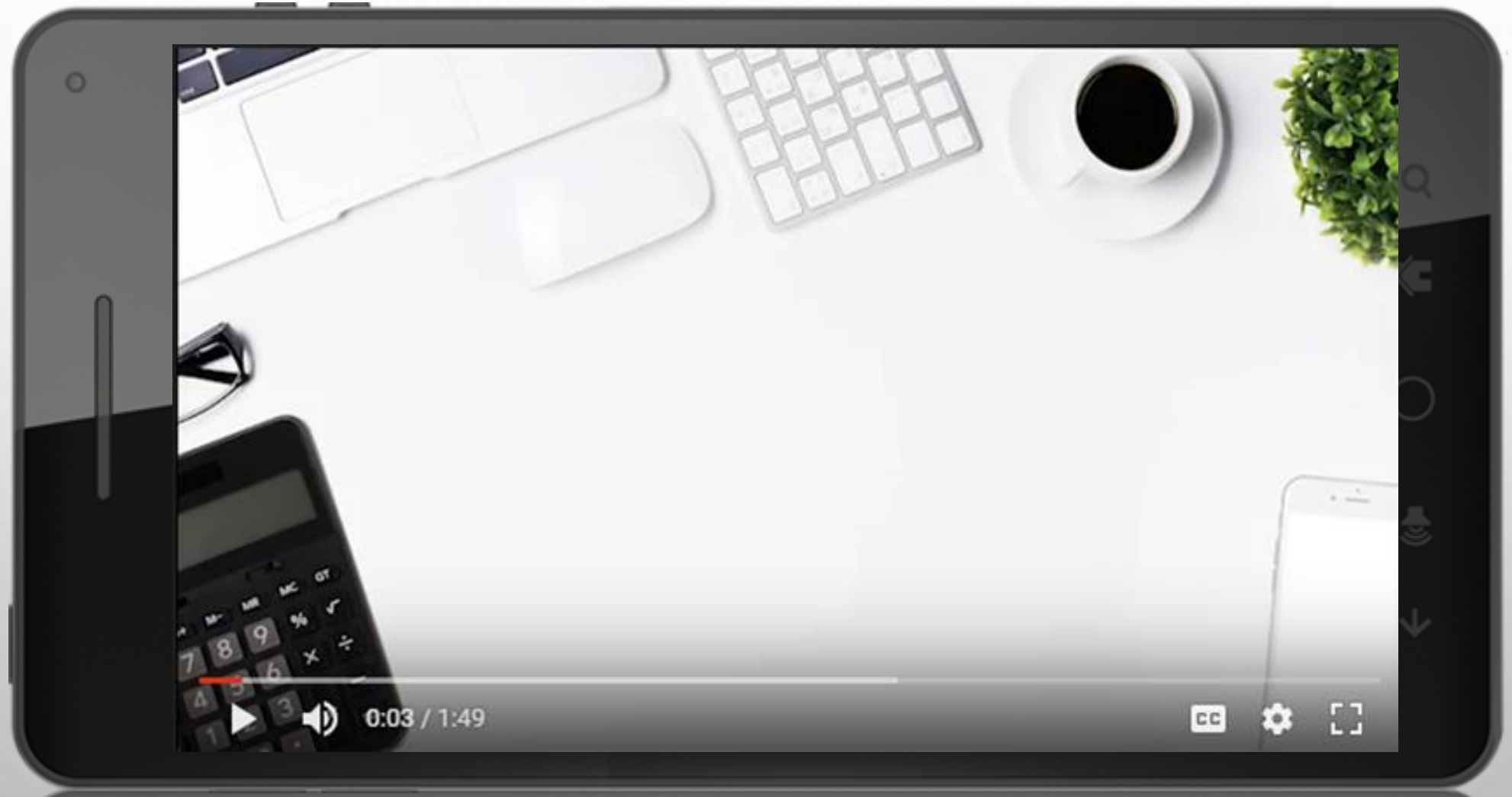
Tampa Electric Rogelio Aguilar the lambs arrive around middle of February.
Like · Reply · Commented on by Nicole Paksoy [?] · 12h

Ignacio Vasquez February February

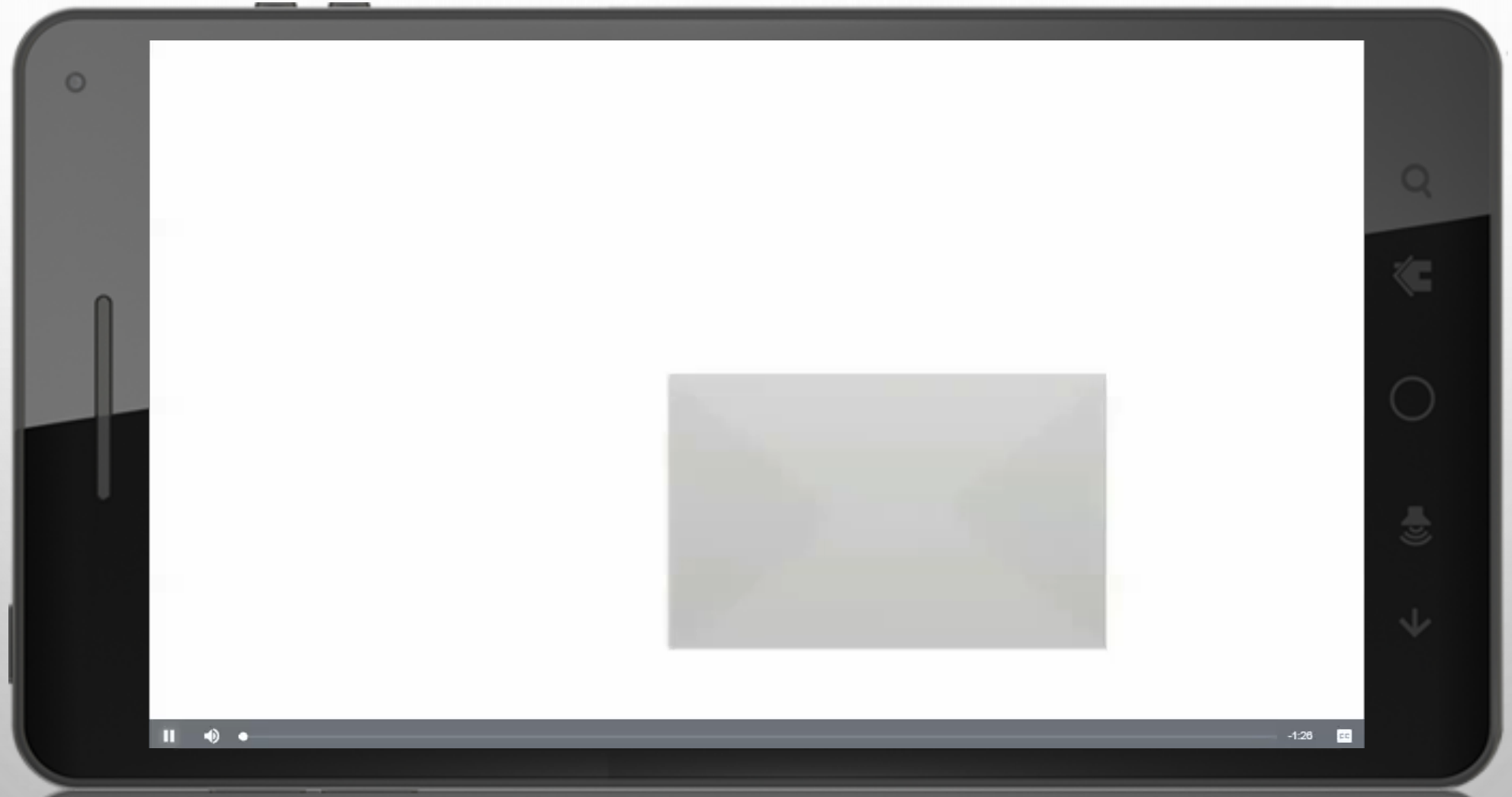
#TECOLambCam has provided us with so much joy the last few months, we were inspired to write a haiku (a type of Japanese poem) in its honor (with apologies to any real poets).

Joy comes in the spring.
Lambs leaping among solar.
Big smiles while it lasts.

Xcel Energy℠



Xcel Energy℠

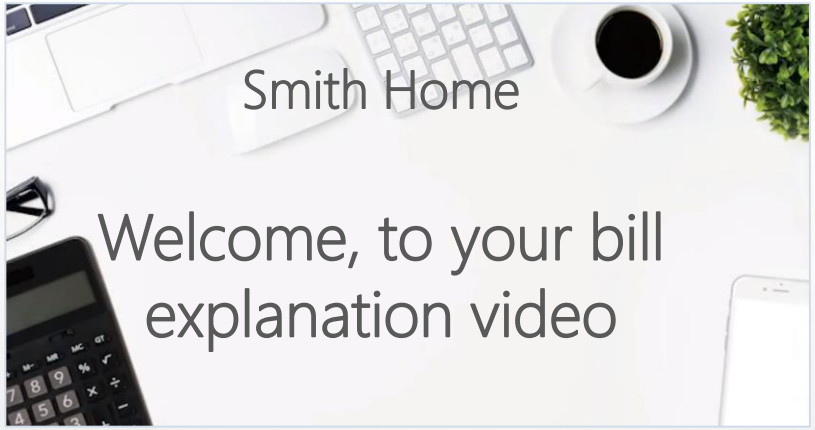


Xcel Energy℠

- 51,000 emails
- 34% open
- 5% CTR

+58%

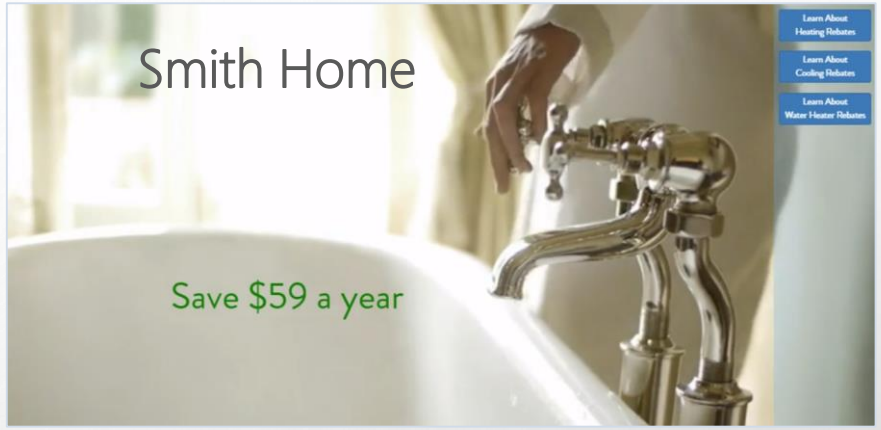
Perception



- 33,000 emails
- 49% open
- 14% CTR

87%

Valuable



- 36,000 emails
- 40% open
- 16% CTR

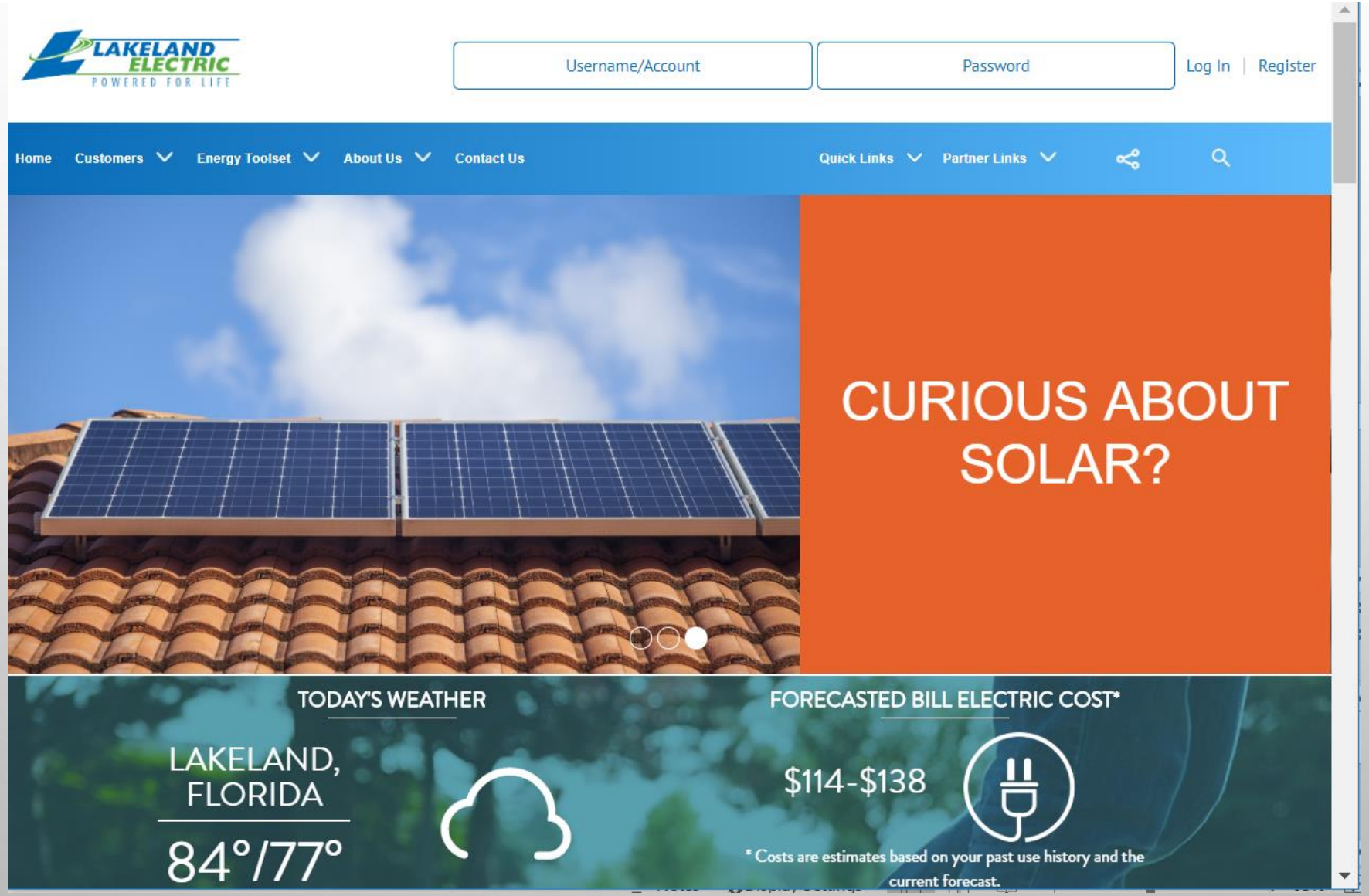
15%

Fewer high bill calls

CUSTOMER VERBATIM

- LOVED IT! VERY GOOD AT EXPLAINING CHANGES. I WISH OTHER COMPANIES WOULD DO THE SAME THING. YAY XCEL!!!
- I LIKED THE DETAILED EXPLANATION OF THE FACTORS IMPACTING MY BILL.
- LOVE THE PERSONAL PIECE. ADD MORE DETAIL. IT IS GREAT, SEND FREQUENTLY!
- I LOVE THAT IT IS PERSONALIZED TO ME, IT GIVES ME THE STATISTICS AND FACTORS THAT COULD HAVE EFFECTED THEM, AND GOES FROM PART TO WHOLE. I CANNOT BELIEVE THIS FEATURE!! AMAZING!
- I LIKE THAT IT WAS PERSONALIZED TO MY HOME ENERGY USAGE.
- THESE ARE GREAT -- AS MUCH DETAIL AS YOU CAN PROVIDE WOULD BE USEFUL -- MAYBE THE AVERAGE % LOWER OR HIGHER A BILL IS IN MY NEIGHBORHOOD BASED ON WEATHER (TO COMPARE MY USE TO MY NEIGHBORHOOD)
- THE VIDEO IS INTERESTING. I FELT IT WAS AIMED AT SOMEONE WHO DID NOT KNOW MUCH ABOUT ENERGY USAGE. I TRY TO READ ALL INFORMATION ABOUT ENERGY USE AND HOW TO SAVE AND BE EFFICIENT IN MY USAGE.
- MY HUSBAND WATCHES THE THERMOSTAT LIKE A HAWK. AND I HAVE NOTICED THAT I TURN IT BACK AS WELL. THE VIDEO EXPLAINS HOW MUCH WE ARE SAVING--AND I LIKE THAT.
- INTERESTING CONCEPT FOR THIS DAY AND AGE - MOST PEOPLE RECEIVE THEIR BILLING STATEMENTS ELECTRONICALLY AND DO NOT LOOK AT THE INFORMATION THAT IS ON THEIR BILL. I LIKE THIS!
- 1) YOUR "OTHER FACTORS" CATEGORY IS TOO BROAD AND SHOULD BE BROKEN OUT IN MORE SIGNIFICANT AREAS FOR BETTER DEFINITION. TO LOSE 50% OF REDUCED SAVINGS FROM PREVIOUS MONTH TO OTHER IS NOT RELEVANT TO USERS. 2) WHY ASK ABOUT WHETHER WE WOULD RECOMMEND XCEL TO A FRIEND, WHEN IN ALMOST ALL CASES, PEOPLE DON'T HAVE AN OPTION ON WHICH ELECTRIC OR GAS COMPANY THEN USE. THIS IS DECIDED BY THE CITY OR STATE, NOT BY INDIVIDUAL USERS. SO IT SEEMS LIKE A VERY MOOT POINT. RESPECTFULLY BOB S
- I WISH THE BILL WAS IN THE VIDEO
- THIS WAS A GREAT VIDEO AND REVIEW OF MY BILL AND ENERGY USAGE THIS MONTH. I LOVE THE GRAPHICS IN THE CHARTS.
- WOULD LIKE TO SEE EACH MONTH MOVING FORWARD

Club to host solar energy round table



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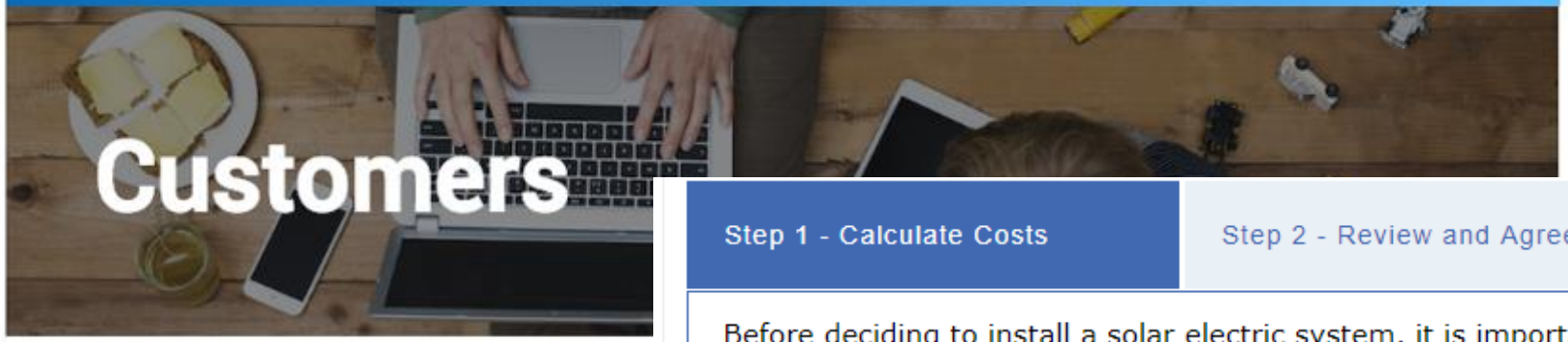


Solar | Energy | Tree

Curious About

Lakeland Electric's Solar Calculator estimates the savings you can
estimate is based on your actual energy over the last 12 months.
started.

Showing results for Account | Log Out

RATE CALCU

Standard Rate (Current Plan)	Solar Rate Comp
Annual Cost: $1376	Annual Cost: $
	Savings: $38

The Solar Price Plan is for residential customers who choose to prod
All new solar customers are required to be

Step 1 - Calculate Costs | Step 2 - Review and Agreement | Step 3 - Select a Contractor

Before deciding to install a solar electric system, it is important to review the financial implications and get a sense for the total out-of-pocket cost you might expect to pay. Both set and variable costs will contribute to this total amount.

- **Set costs** are those associated with a system. This amount will vary depending on whether you purchase the system outright, obtain a loan or lease the system. Examine all of your options in order to choose the right system and the financing method that best fits with your lifestyle.
- **Variable costs** are those associated with your bill on Lakeland Electric's Solar Price Plan which is the price plan for residential customers who choose to produce some of their own electricity using rooftop solar or other means.

To help estimate the variable costs, check out our Solar Calculator above.

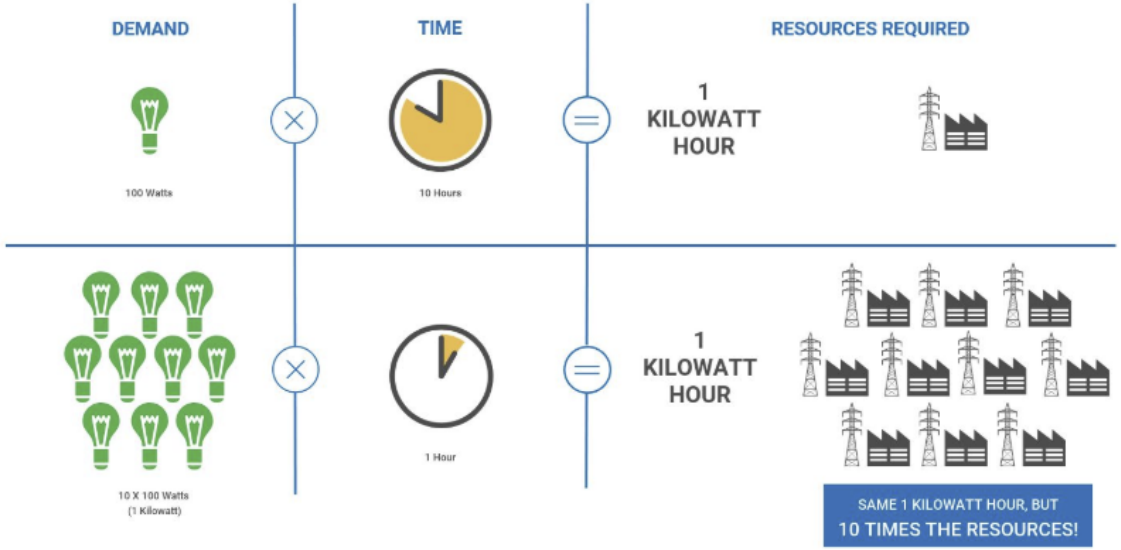
Do note that certain factors may affect these costs. For example, the size of your roof and its orientation as well as other factors like shading from trees can result in purchasing more or less energy than expected, thus affecting your monthly costs.

These additional links may help you determine if your house is a good candidate for solar:
*Sun Number
*Project Sunroof

*These sites are independent of Lakeland Electric. They are estimates only. Their results may vary from our solar calculator results. These sites are only an additional reference and not guaranteed by Lakeland Electric.

PEAK DEMAND IN ELECTRICITY USAGE

In power, time is a factor. the energy used by one 100-watt light bulb lit for 10 hours is the same as the energy used by 10 bulbs lit for 1 hour.



Peak Times

In the wintertime (Nov. through March) the On-Peak hours are 6:01 am – 10:00 am weekdays.
In the summertime (April through Oct.) the On-Peak hours are 1:01 pm – 8:00pm weekdays.

Major holidays and weekends are excluded from the peak times.

Why is a Solar Price Plan necessary?

Peaks in usage are a major challenge for all utility companies. Lakeland Electric must maintain the ability to generate and deliver enough electricity to meet these peak periods, but that infrastructure goes largely unused during the rest of the day.

Solar customers do not pay for energy or at least as much energy when the sun is shining brightly. Many even receive credits when they produce more than they use. However, they still need the grid and the power plants for when the sun isn't shining.

By encouraging customers to shift their highest demands for energy to non-peak times, overall costs go down and everyone benefits.

Solar Net Metering

What is Net Metering?
Lakeland Electric net metering is the condition where the energy being received from a customer-owned

LAKELAND ELECTRIC
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Coming Soon

Aug 27th – 2:00 pm Eastern

Simple Strategies to Engage Customers - NOVEC

Questions

A·E·S·P
ASSOCIATION OF ENERGY SERVICES PROFESSIONALS
SOUTHEAST

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