Online Customer Resource Center Update

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Purpose

• Provide an informational update on development of an online Customer Resource Center

2018 Customer Program Advisory Group (CPAG)

- Dec. 2018
  - Approved with Decarb Roadmap
  - Recommended by CPAG

- Nov. 2019
  - Information item to Board
  - Bidder review and selection

- Dec. 2019
  - Bring 3 – 5 contracts to board
Goal: Engage with Customers re Electrification

• Common customers questions –
  o “What advice do you have about solar?”
  o “Where can I find info about EV rebates?”
  o “What can I do as a renter?”

• Current web assets about enrollment - Nowhere to send them on our site

• 110,000+ emails, strong community outreach presence

• Mass customer adoption of building & vehicle electrification CRITICAL to meeting SVCE goals
What is the Customer Resource Center?

- An online tool for customer engagement, building awareness/inspiration, education and action
  - Help customers assess energy use, costs and impacts, and opportunities for vehicle and building electrification

**Focus Areas**
1. Energy Use & Emissions
2. Appliances
3. Solar + Storage
4. Electric Vehicles

**Enabling Outcomes**

- Inspire
- Educate
- Act
Who are our customers?

Estimated Distribution of Personas

- Energy Wonk: ~25k
- Sustainably Rooted: ~50k
- Busy Suburban: ~62.5k
- Green on the Go: ~37.5k
- Making Ends Meet: ~62.5k
- Rather Not: ~12.5k

Questions:
- I want to install solar with energy storage. Who do I talk to?
- Why is my energy bill so high? How can I lower it?
- What can I do to be more sustainable as a renter?
- No thanks. Where do I find the opt out button?
- We recycle and buy local, what more can we do?
- I’m really busy, why should I care? How quick and easy is it?
- What can I do to be more sustainable as a renter?
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5% 10% 20% 25% 15% 5%
Customer Journey

Energy wonk –
• Homeowner
• Solar & EV
• Wants battery storage

Inspire
• Resilience
• Self-reliance
• Energy storage

Educate
Battery storage educational content

Act
• Get quotes and connect to local installers
• Sign up for Virtual Power Plant
Customer Journey

Inspire
There is hope for protecting future generations

Educate
Educational content about solar, electrification & EVs

Act
• EV comparison shopping, connect to dealers
• Shop for energy efficient products

Sustainably Rooted –
• Homeowner
• Shops local, composts, drives a hybrid
• Wants to do more for the environment
**Customer Resource Center Structure** *(illustrative only)*

- **Inspire**
  - Energy Use
    - Energy Efficiency and Emissions
  - Appliances
    - HVAC, HPWH, Thermostats, etc.
  - Solar + Storage
    - Solar + Storage
  - EV
    - Electric Vehicles & Chargers

- **Educate**
  - Energy Use
    - Energy Efficiency and Emissions
  - Appliances
    - HVAC, HPWH, Thermostats, etc.
  - Solar + Storage
    - Solar + Storage
  - EV
    - Electric Vehicles & Chargers

- **Act**
  - Energy Use
    - Energy Use Analysis and Alerts
  - Appliances
    - Pricing and Purchasing
  - Solar + Storage
    - Contractors, Quotes and Installation
  - EV
    - Dealer Referrals, Test Drives and Purchasing
Mass Customer Engagement Opportunity

Drive User Interaction
• Email marketing
• Newsletters
• Direct outreach
• Advertising - mass awareness opportunity
• Utilize partner outreach channels

Equity and Access
• Meaningful resource for all customer segments
Your home, your holiday
Make it shine with energy-saving lighting, smart thermostats and more.

Featured Products

MaxLite 9 watt A19 LED (6 pack), Title 20
$36 full price
$6
Your price after instant rebate

Euri 9 watt BR30 LED (6 pack), Title 20
$27.30 full price
$1.98
Your price after instant rebate

Phillips Hue White & Color Ambiance 4pk Starter Kit
$199.99
SMUD Energy Store Case Study

Performance to date (October 2017 – September 2019)

- **$3.2 million** in gross product value sold
- **35,000** items sold (12,000 rebated thermostats, 11,200 rebated LED packs)
- **500,000** site visitors (20% of visitors are returning)
- **91%** avg. customer satisfaction
- **670** contractor referrals sent

SMUD Energy Store
Budget Overview

• Budget approved with Decarb Roadmap:
  o $350k approved with Roadmap –
    o $150k FY18-19; $200k FY19-20
    o This is initial development costs to build infrastructure

• Additional marketing budget for website development

• Annual subscription costs starting FY 20-21
# Timeline

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<td>✓ Completed Request for Information (RFI) to assess available tools - 8 responses</td>
<td>✓ Developed and launched Request for Proposals (RFP)</td>
<td>✓ RFP closed ✓ 16 responses - Interviewing and selecting top bidders - Refine initial CRC scope - Contracting</td>
<td>- Bring 1 – 4 contracts to board for approval - Start work - Target for launch of initial elements in April 2020</td>
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Questions?