

EQUITABLY ENGAGING ALL LOW-TO-MODERATE INCOME (LMI) CUSTOMERS

SOLUTIONS THAT MEET THE NEEDS OF LMI CUSTOMERS

OVERVIEW

A recent U.S. Department of Energy found that low-income households face an energy burden three times higher than other households. It is essential, now more than ever, to understand the unique challenges faced by low to moderate income customers and to offer them targeted solutions. Fortunately, data is empowering a new era of more impactful LMI programs.

As we move toward the grid of the future, many utilities have committed to achieving net-zero or carbon-neutral goals within the next 10 to 20 years, and we are experiencing major growth in the sale and adoption of electric vehicles and distributed energy resources across North America. However, not everyone can afford to electrify, and millions of customers are simply focused on keeping the lights on and the ability to pay their next utility bill. The challenge for utilities is how to equitably design for and engage LMI customers to benefit from beneficial electrification.

LMI customers have a higher energy burden, less efficient homes, and higher barriers to entry for distributed energy resources. At the same time, LMI customers tend to be less knowledgeable about energy efficiency (EE) actions and programs than income-able customers. If income-able customers are able to take advantage of the benefits of smart energy technologies while LMI customers cannot, the energy burden gap will only increase. There is no silver bullet to solve these inequities, but there are multiple steps utilities can take to build trust and drive savings - which will ultimately increase participation and representation of LMI customers in all available programs, and support more inclusive and equitable offerings.

UtilityAI offers data-driven solutions that meet LMI customers' specific challenges and improve their customer experience. Patented disaggregation techniques more accurately identify LMI customers, analyze their usage and engage them in meaningful ways with personalized recommendations that improve efficiency and reduce long-term energy costs. Empowering LMI customers with personalized no-cost and low-cost tips and alerts designed to improve their comfort, health, and safety and reduce their energy burden provides numerous benefits for the utility including increased customer satisfaction and reduced OpEx costs.

KEY BENEFITS:



Prevent and Reduce Arrearages - By proactively providing visibility into their energy consumption throughout the billing cycle, customers can more easily lower their costs and plan for high bills before they become an issue. In a study of the non-energy benefits of the Maryland EmPOWER EE initiative, our partners at Itron have found that LMI program participants saved \$253 annually on average, which represents a lifetime arrearage financing benefit of \$55 per participant. This can in turn translate into concrete cost efficiencies for the utility. For example, a Bidgely project with one large northeastern utility serving 2 million customers has driven a 50% reduction in high bill calls.



Increase Participation in LMI programs - Targeted alerts ensure that customers receive personalized notifications about easy-to-enroll offerings. UtilityAI provides an effective means of cross-promoting diverse utility programs and we have measured cross-enrollment rates of 25% among customers in our partner utilities' EE and demand response programs.



Increase Digital Engagement & Self Service Tools - Providing free online audits, virtual assessments, and DIY kits help customers lower their energy consumption, saving money and time. The 58+ million email alerts sent using UtilityAI to date have proven an average open rate of 44%, versus an industry benchmark of 15-20%; unsubscribe rates of less than 0.2%, versus an industry benchmark of 0.8%; and average "Like" ratings of greater than 87% across our projects.

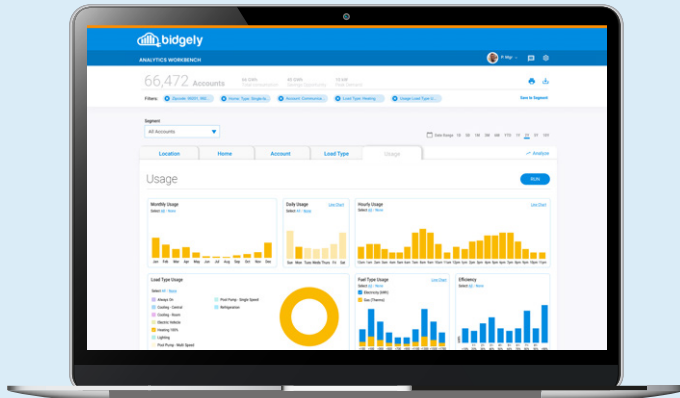


Become a Trusted Energy Partner - Increasing exposure to energy savings programs increases awareness of these offerings which is directly correlated to higher customer satisfaction and loyalty. One large northeastern utility's UtilityAI-based offerings have contributed to an increase in JD Power score of two quartiles and another has recorded a +20 NPS score (versus typical utility NPS

¹ https://www.energy.gov/sites/prod/files/2019/01/f58/WIP-Energy-Burden_final.pdf

BIDGELY LMI SOLUTION

BIDGELY ANALYTICS WORKBENCH

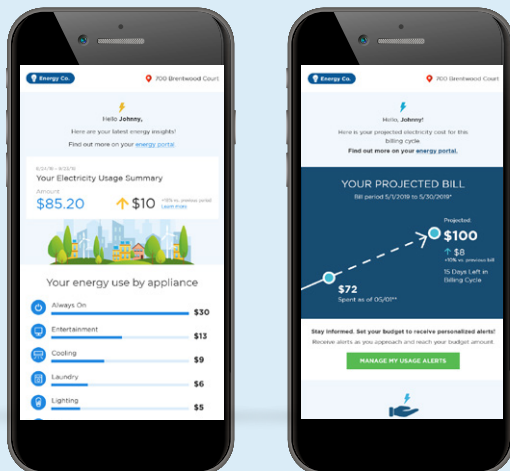


UNDERSTAND YOUR LMI CUSTOMERS WITH AI

Segment LMI customers using Analytics Workbench (**AWB**) to drive the adoption of certain products based on usage profiles, residential information, and load type.

These analytical outputs can be enhanced using any third-party data that a utility might have (e.g. Census, PRISM, and Experian). As an example, using Experian and income data, UtilityAI performs usage analysis (consumption level, seasonal pattern, and daily pattern) for different income segments and determines how income groups differ in connection with various usage dimensions.

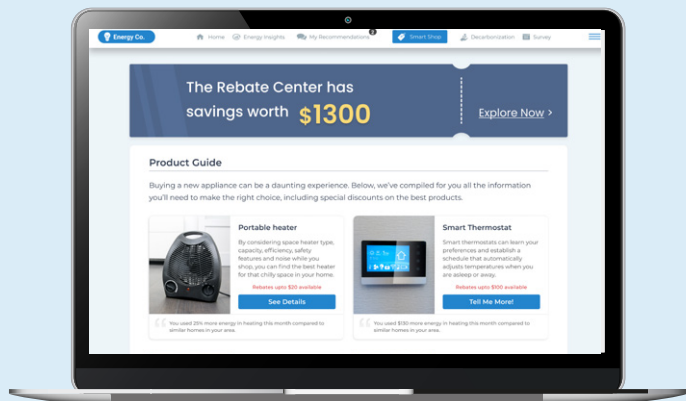
BIDGELY ALERTS



ENGAGE WITH ADAPTED BEHAVIORAL CHANGE STRATEGIES

Avoid negative reactions to neighbor comparison metrics that can potentially undermine customers' trust in their utility. Instead, UtilityAI alerts use self-comparison and insights based on itemization of spending to motivate energy-saving actions. We offer data-driven alerts that focus on the monthly summary of the bill, bill projection, high-usage alerts, and personalized product and services offerings. These alerts have proven to effectively reduce high-bill shock, high-bill calls, and energy consumption for low and medium consumption customers.

BIDGELY WEB WITH SMART SHOP

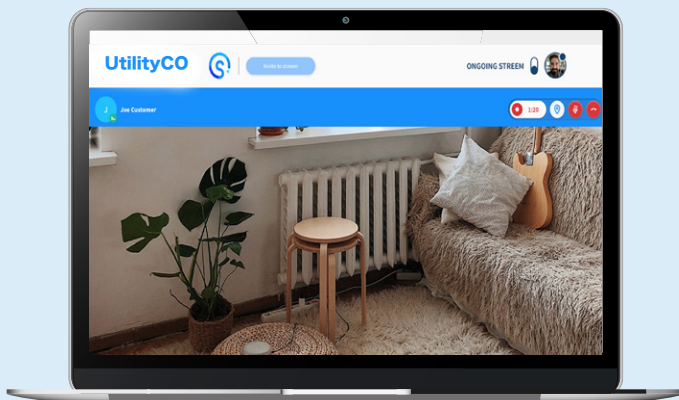


EDUCATE WITH ONLINE AUDIT & RELEVANT OFFERINGS

UtilityAI's online audit allows any customer to explore his or her consumption patterns. LMI customers typically check their bills and utilize these services more than other segments. Bidgely's web portal also includes rate education for customers, ensuring they are on the most effective rate for their usage. Information provided further refines the types of personalized tips and energy savings recommendations they receive - helping customers truly take control of their energy usage.

Bidgely supports LMI customers in adopting smart energy technologies like smart thermostats, smart plugs, and efficient appliances through rebates and special pricing in the UtilityAI SmartShop personalized marketplace. Smart thermostats can drive up to 15% savings alone and additional products add to the total savings of a residence, and SmartShop makes it easier for LMI customers to obtain them.

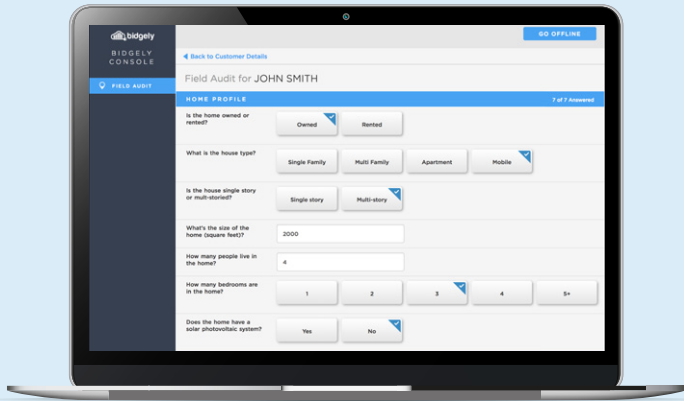
VIRTUAL AUDITS, DIRECT INSTALL KITS, AND INSTANT REBATE



INCREASE PARTICIPATION IN VIRTUAL AUDITS, DIRECT INSTALL KITS, AND INSTANT REBATES

Bidgely works with third parties to turn advice into action: helping LMI customers take advantage of services such as virtual home assessments with a remote energy advisor using Bidgely's field audit tool. At the end of these assessments, the customer can be provided a no-cost DIY kit with simple home weatherization tools that will help them drive kWh/therm savings. If equipment replacement is recommended, our third-party partners can generate instant rebates ensuring a seamless experience.

BIDGELY CALL CENTER SOLUTION



MEET CUSTOMERS WHERE THEY ARE WITH CARE/ REMOTE AUDIT

Bidgely's personalization engine takes into account every customer's purchasing power and recommends personalized energy savings tips and next best actions directly to customers and also to CSR agent dashboards. This allows CSRs to serve as energy advisors whenever a user might call about their bill. CSRs have access to rich information about optimal rates, available rebates, multi-lingual support, online audit details, and budget alert enrollment to guide customer support calls.

*All customer-facing functionalities are available in various languages, including Spanish, to increase understanding of and participation in utility programs.

CUSTOMER METRICS



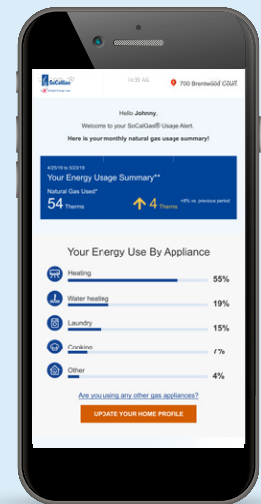
565K+
Therms Saved
in First Program Year



50%
Average Email
Open Rate



80%
"Likes" for
Digital Her
Communications



Read more about SoCalGas's Behavioral Energy Efficiency Program that included DAC/HTR communities:
<https://go.bidgely.com/SoCalGas-CaseStudy.html>

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