

Utility revenue-generating offerings

Delivering relevant value to customers

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E Source

Fall 2020 E Source Marketing and
Communications Leadership Council

Purpose and outcome

Purpose: To use customer market research on revenue-generating products and services to better inform your portfolio planning and marketing strategies for specific audiences

Outcome: To leave with a better understanding of which products and services you want to explore for your customers to provide additional value and help identify target audiences

Session agenda

- **Residential customer insights** on revenue-generating (rev-gen) products and services with **live demo**
- **Utility residential rev-gen** products and services with marketing examples
- **Business customer insights** on rev-gen products & services with **live demo**
- **Utility small and midsize business (SMB) rev-gen** products and services with marketing examples
- **Utility large business rev-gen** products and services with marketing examples
- Q&A and group discussion

Who you're speaking with today



Jessica Bailis

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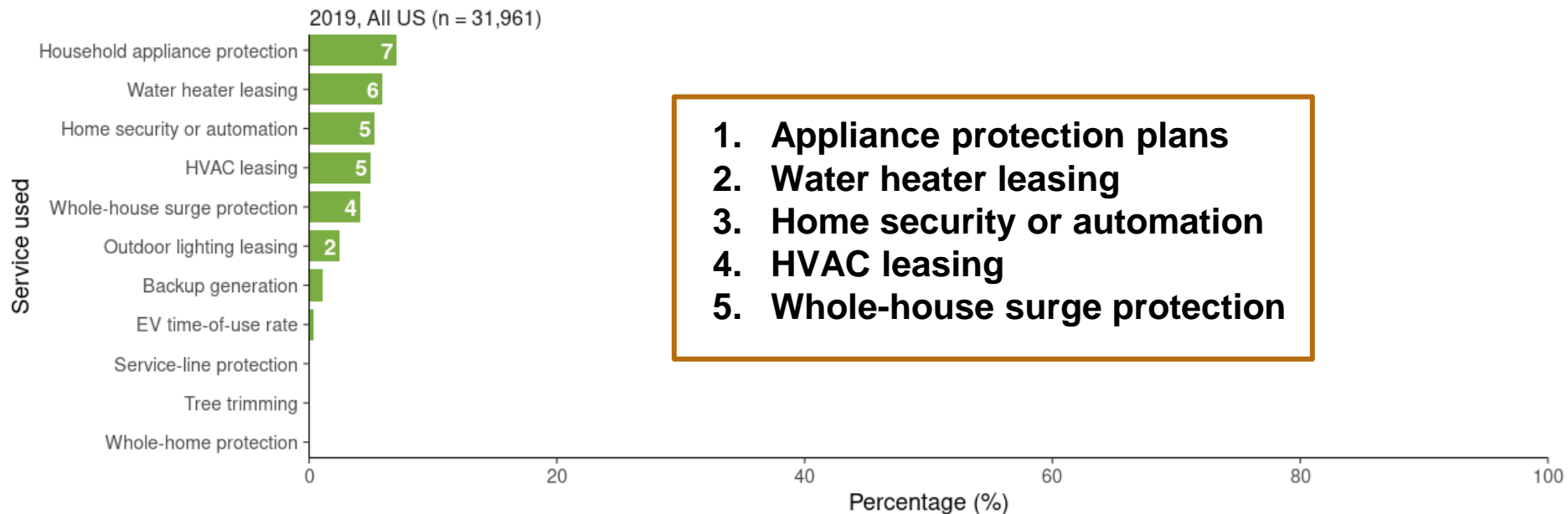
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Residential customer insights on rev-gen

What are the top US offerings?

Voice of the customer



1. Appliance protection plans
2. Water heater leasing
3. Home security or automation
4. HVAC leasing
5. Whole-house surge protection

Base: All respondents.

Question D7: Which of the following service, leasing, and protection plan options do you currently have? (Select all that apply)

Note: This question was first asked in 2017. Some programs and services were excluded in select years. Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data. EV = electric vehicle.

© E Source (Residential Customer Insights Center)

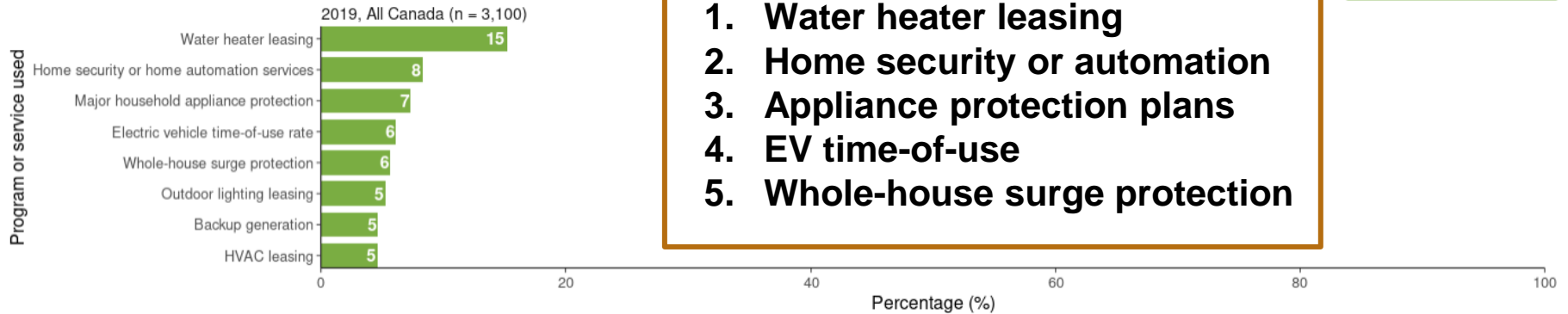
What are the top Canadian offerings?

Voice of the customer

Participation in revenue-generating programs (S5_13)

← → Download

Change chart order and filters



Base: All respondents. Use caution when sample sizes drop below n = 30.

Question S5_13: Energy providers sometimes offer service, leasing, and protection plan options to their customers. Which of the following options do you currently have? (Select all that apply)

Note: Respondents were allowed to select more than one answer. Percentages shown in the charts reflect weighted data; sample sizes (n) are based on unweighted data.

© E Source (Canadian Residential Customer Insights Center) | Share this chart within your company [Copy link](#)

Residential Customer Insights Center

Tools



With access to thousands of survey data points, you can learn, analyze, and act on residential customers' energy attributes, interests, and preferences.

LIVE DEMO

Rev-gen offerings for residential customers

Home warranty programs (nonregulated)

Duke Energy: [Home Wiring Repair Plans](#) and [Surge Protection Plans](#)

Tampa Electric: [Zap Cap](#) offers surge protection and uninterruptible power supply

DTE Energy: [Appliance](#), [plumbing](#), and [whole-home](#) protection plans

Reliant: [Electric Line Protect](#), provided by Allied Warranty

BGE: BGE Home [home repair and service plans](#)

TXU Energy: [Home Protection Plans](#)

Direct Energy: [Home protection plans](#)

BGE bundled plan

Marketing example

BGE's Smart Service Protection Plans include:

- ✓ 10% off any heating/air conditioning full system replacement (up to \$500)
- ✓ 5% off any water heater replacement (up to \$100)
- ✓ 10% off any home improvement product (up to \$250)
- ✓ 10% off any plumbing/electrical service call
- ✓ 100% of covered parts for any service call
- ✓ 100% of labor costs for any service call
- ✓ Priority service scheduling
- ✓ Notification of special BGE HOME promotions
- ✓ No deductibles or pre-inspections

Source: BGE

Direct Energy video

Marketing example



Source: [Direct Energy \(YouTube\)](#)

Home warranty programs (third party)

American Water Resources of Florida (AWRF)

- OUC offers a set of [Home Warranty Programs](#) in partnership with AWRF

HomeServe USA


- Indiana Michigan Power: [Home Warranty Coverage](#)
- FirstEnergy: [Home protection and repair plans](#)
- PSE&G: [WorryFree Appliance Service](#)
- Dominion Energy: [HomeServe](#)
- Duquesne Light: [HomeServe](#)

Social media promotion



Marketing examples

OUC - The Reliable One
September 13, 2019 · 🌐

It's #FridayThe13th! What can you do to avoid "bad luck" with service lines? Well, people have come up with plenty of superstitious remedies – salt, a lucky rabbit's foot, a blessed crystal – but not sure how they will help with a service line issue? To help protect our valued customers, we've partnered with American Water Resources (AWR) of Florida to offer homeowners protection programs to avoid unexpected costs and repairs. Visit <https://www.ouc.com/residential/save-energy...> See More



1-877-320-4624
AWRUSA.com/OUC


 

👍 9 3 Shares

Source: OUC (Facebook)

Duquesne Light Company
July 5, 2019 · 🌐

If you've experienced an unexpected incident that requires emergency home repairs, you know how difficult it can be. In partnership with HomeServe USA, we're proud to introduce our customers to affordable plans from HomeServe with \$0 deductible and covered repairs guaranteed for one year. Explore your options today: <http://bit.ly/30ndkmq>



HOMESERVE.COM

HomeServe & Duquesne Light Company
Home emergency repairs can be expensive and time-consuming. D...

👍 2 2 Comments 1 Share

Source: Duquesne Light (Facebook)

New mover (third party)

- AllConnect partnerships
 - Xcel Energy: [AllConnect](#)
 - SDG&E: [AllConnect](#)
 - Southern California Gas Co.: [AllConnect](#)
 - FirstEnergy: [AllConnect](#)
 - TXU Energy: [AllConnect](#)
- Kandela partnerships: In May 2018, ComEd said it was working with [Kandela](#) to assist customers with moving-related services such as cable, movers, and internet

Xcel Energy®


Internet + TV

Mover Services

Blog

WELCOME TO THE

Mover Connection Center

powered by  allconnect

Make your move a **one-stop shop**. From home services to voter registration, get everything you need to stay connected in your area.

[Get started](#)

Source: Xcel Energy




Online marketplace revenue

Utility market scan

- **Con Edison:** The [Con Edison Marketplace](#), powered by [Enervee](#), has sold more than 61,000 products, including 2,600 smart thermostats
- **ComEd:** The [ComEd Marketplace](#), powered by [Uplight](#), sells lighting products, smart thermostats, and other connected home devices
- **BGE:** [BGE Marketplace](#), powered by Uplight, sells smart thermostats, lighting, smart home, advanced power strips, air filters, water-conservation products, and electric vehicle (EV) chargers
- **Xcel Energy:** [Xcel Energy Store](#), powered by Uplight, sells smart thermostats, LEDs, power strips, water-saving products, air filters, and smart home products
- **Georgia Power:** [Georgia Power Marketplace](#), powered by Uplight, sells Wi-Fi-enabled thermostats, lighting, smart home products, advanced power strips, water-saving products, and EV chargers
- **Duquesne Light:** [Watt Choices Energy-Efficient Product Marketplace](#), powered by Enervee
- **California investor-owned utilities:** [LADWP Marketplace](#), [PG&E Marketplace](#), and [SDG&E Marketplace](#), powered by Enervee

Social media promotion

Marketing examples

 MyBGE 
October 2, 2019 · 

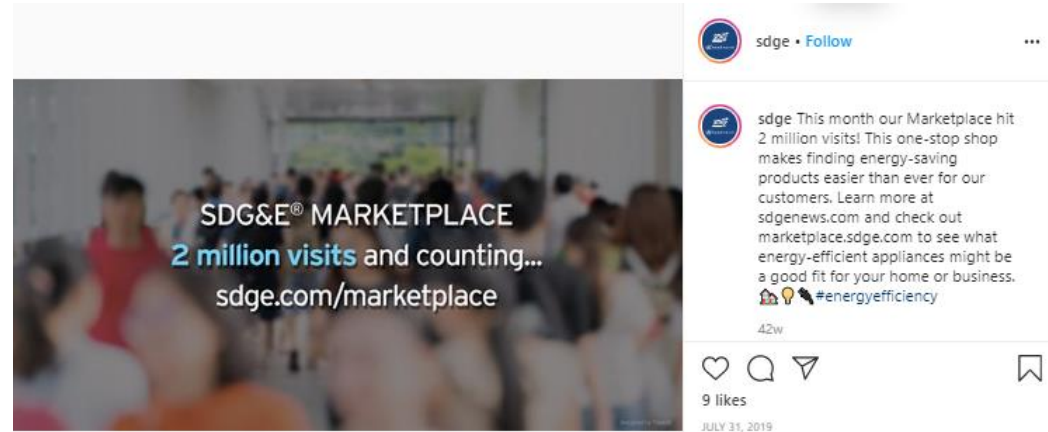
Celebrate Energy Efficiency Day with savings at BGE Marketplace! Get up to \$125 off Google Nest smart thermostats, plus add a Smart Light Starter Kit for just \$10. Enjoy savings now through 10/4.
<https://bgemarketplace.com/collections/wi-fi-thermostats>



  185 4 Comments 12 Shares

 Like  Comment  Share 

Source: BGE (Facebook)



Source: SDG&E (Instagram)

Social media promotion

Marketing examples



Con Edison

August 14, 2019

Buying energy efficient products helps the environment. Check out your options: <https://marketplace.coned.com/> #YourPower



72

2 Shares

Source: Con Edison (Facebook)



Duquesne Light Company

April 5, 2019

Whether you're moving into a new house, undergoing home renovations or simply updating your appliances, DLC can help you find the right products to suit your needs. Visit our Energy-Efficient Product Marketplace to compare products based on price, user reviews and efficiency: <http://bit.ly/2JFhmCp>

Watt Choices Energy-Efficient Product Marketplace

Search all major retailers at once and find energy efficient products.



6

2 Shares

Source: Duquesne Light (Facebook)

Leasing services

TECO Peoples Gas offers [Water Heater Payment Plans](#) for natural gas tank-style water heaters

United Illuminating offers a [TempAssured Water Heater Lease](#)

Puget Sound Energy offered [gas conversion burner rental services](#) (ended program on March 31, 2020)

Key takeaways

Residential rev-gen in the utility industry

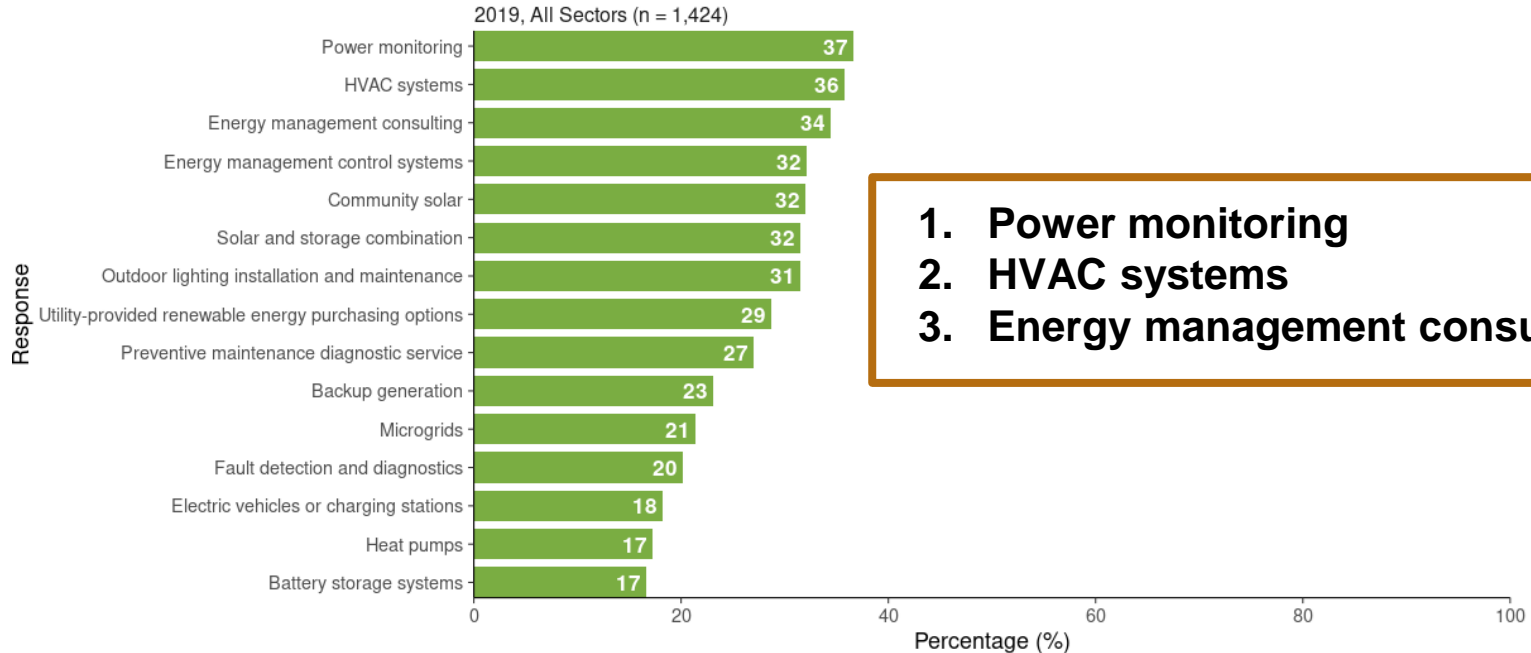
- Customers are participating in **protection plans, water heater leasing, home security or automation, and HVAC leasing** according to 2019 survey data
- Utilities are **bundling services**, such as home repair and surge protection plans
- **New mover programs** are popular with utilities, including TV and internet, voter registration, and other mover services
- **Third-party partners** include HomeServeUSA and AllConnect
- Utilities are marketing on **social media** and with **custom landing pages**

A person is shown from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a name, and various posts. The background is a solid blue color. The text 'Rev-gen offerings for business customers' is overlaid on the image in a white, bold, sans-serif font, enclosed in a white rectangular border.

Rev-gen offerings for business customers

SMB customer interest

Voice of the customer



1. Power monitoring
2. HVAC systems
3. Energy management consulting

Base: All respondents; small midsize business.

Question: Please tell us whether your business has already purchased or participated in such a product or service. (Interested in product or service) (S5_7)

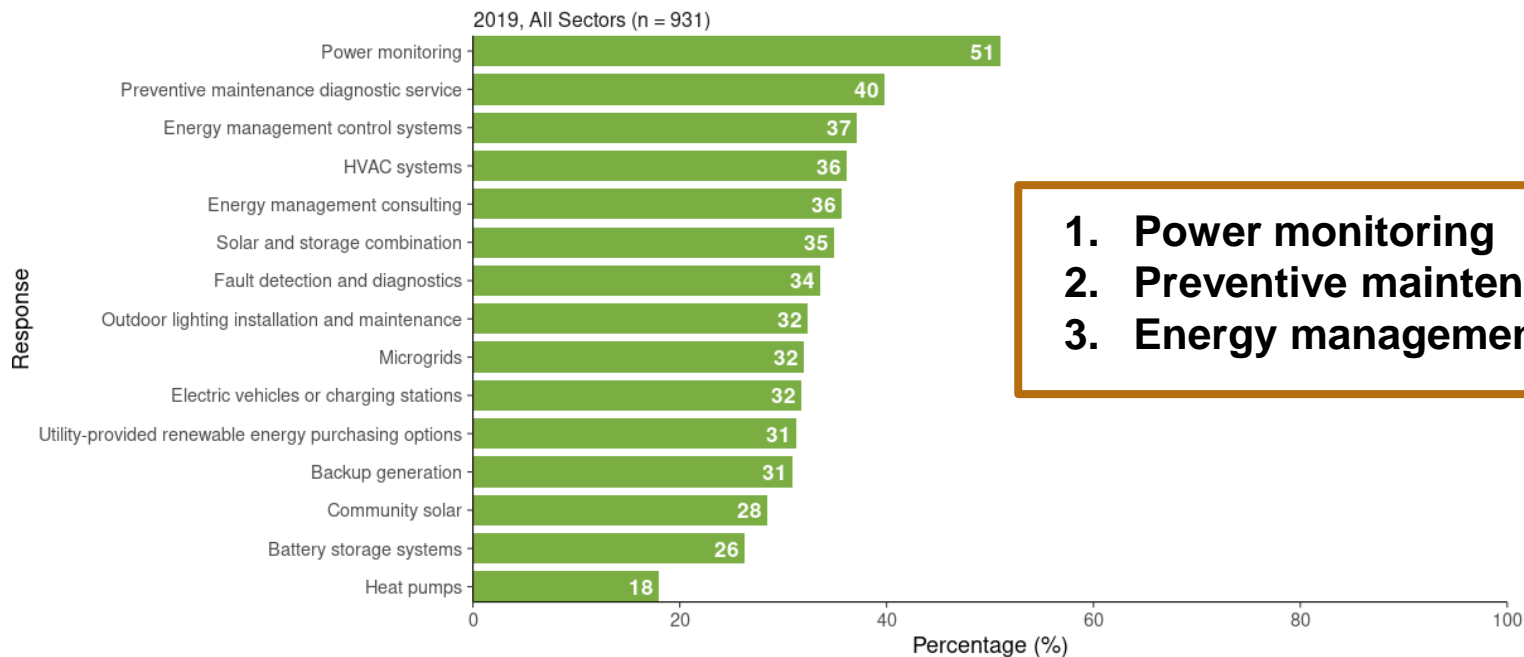
Note: Respondents were allowed to select more than one answer.

© E Source (Business Customer Insights Center)



Large business customer interest

Voice of the customer



1. Power monitoring
2. Preventive maintenance
3. Energy management control

Base: All respondents; large business (key account).

Question: Please tell us whether your business has already purchased or participated in such a product or service. (Interested in product or service) (S5_7)

Note: Respondents were allowed to select more than one answer.

© E Source (Business Customer Insights Center)



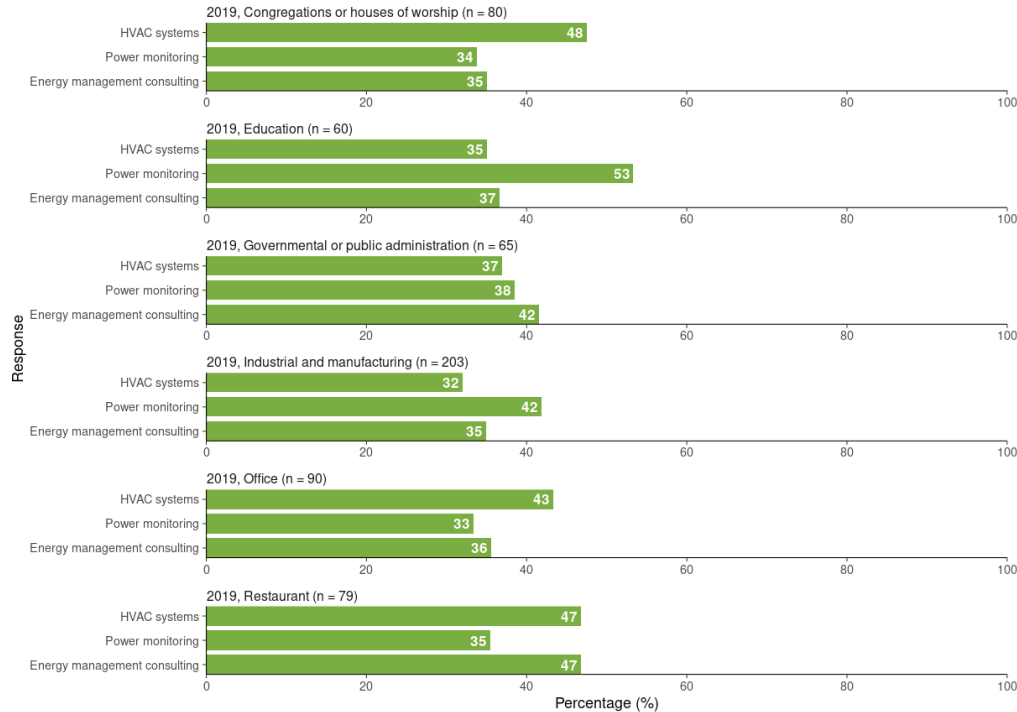
Understand, anticipate, and act on
sector-specific preferences, interests, and dynamics

LIVE DEMO

SMB

SMB interest by sector

Voice of the customer



Base: All respondents; small midsize business.

Question: Please tell us whether your business has already purchased or participated in such a product or service. (Interested in product or service) (S5_7)

Note: Respondents were allowed to select more than one answer.

© E Source (Business Customer Insights Center)

Power monitoring

1. Education
2. Industrial and manufacturing
3. Governmental or public administration

HVAC systems

1. Congregations/houses of worship
2. Restaurants
3. Offices

Energy management consulting

1. Restaurants
2. Governmental or public admin
3. Education



Top utility SMB offerings

- Community solar: 31 utilities offer it
- Outdoor lighting: 20 utilities
- Renewable energy or green-power purchasing options: 9 utilities
- Backup generators: 6 utilities

Blog promotion

Marketing examples

FORTIS BC *Energy at work*

Projects Topics & information Ask us Procurement opportunities Q

Talking Energy

A place for ideas, opinions, and information about FortisBC projects and energy topics that matter to you.

The Tilbury Phase 2 LNG Expansion Project

Learn about our take on this subject, and show your reaction.

Explore featured topic

Vote for the next featured topic

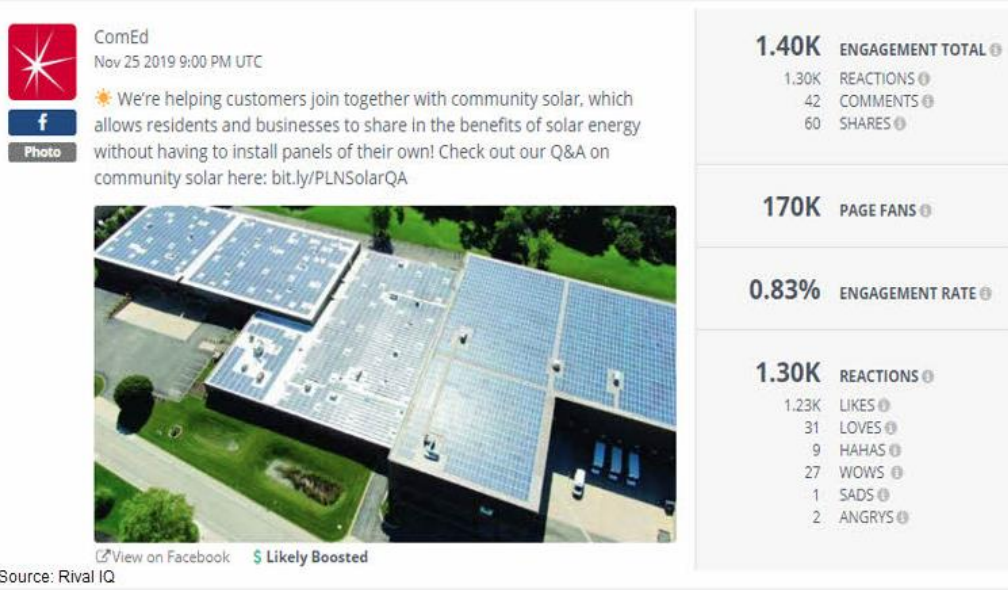
- How we're increasing our supply of Renewable Natural Gas
- Adapting our work during the COVID-19 pandemic
- Local and Indigenous job opportunities on our projects

Suggest a topic

Source: FortisBC


Social media promotion

Marketing examples



ComEd
Nov 25 2019 9:00 PM UTC

☀️ We're helping customers join together with community solar, which allows residents and businesses to share in the benefits of solar energy without having to install panels of their own! Check out our Q&A on community solar here: bit.ly/PLNSolarQA



View on Facebook [Likely Boosted](#)

Source: Rival IQ

1.40K	ENGAGEMENT TOTAL
1.30K	REACTIONS
42	COMMENTS
60	SHARES

170K	PAGE FANS
-------------	-----------

0.83%	ENGAGEMENT RATE
--------------	-----------------

1.30K	REACTIONS
1.23K	LIKES
31	LOVES
9	HAHAS
27	WOWS
1	SADS
2	ANGRYS

Source: ComEd (Facebook)



Why Community Solar Is Important

Watch later Share

The more people who join, the more projects we can build, the more people we can power,

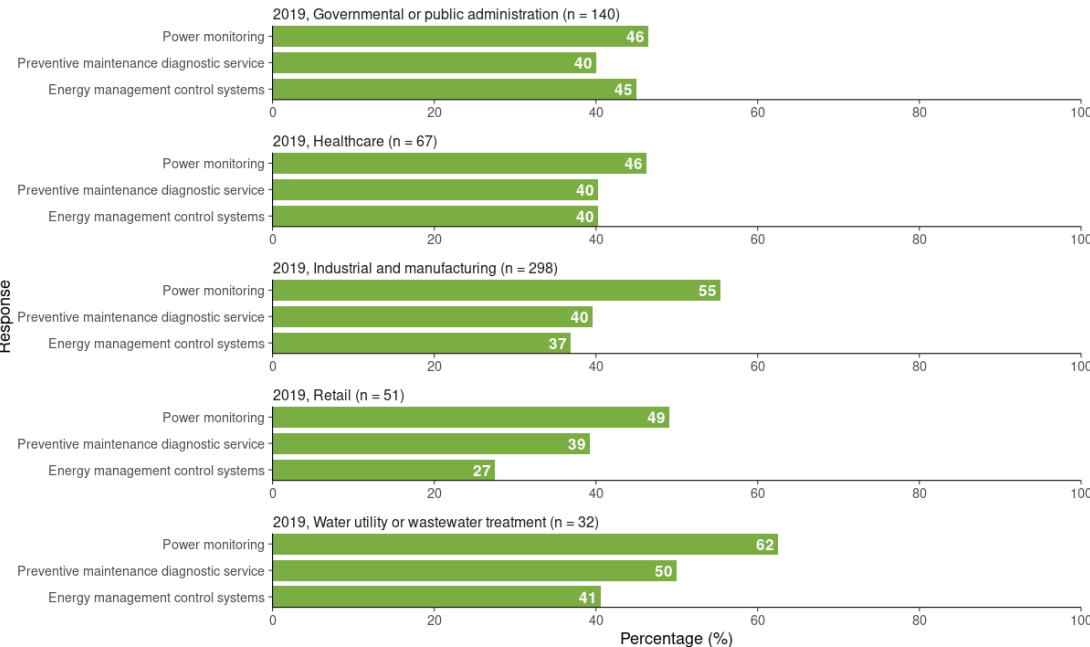
Source: Energy (YouTube)

Source: Energy (YouTube)

Large business

Large business interest by sector

Voice-of-customer



Power monitoring

1. Water/wastewater
2. Industrial and manufacturing
3. Retail

Preventive maintenance

1. Water/wastewater
 2. Industrial and manufacturing
- Governmental or public admin
Healthcare

Energy management control

1. Governmental or public admin
2. Water/wastewater
3. Healthcare

Base: All respondents; large business (key account).

Question: Please tell us whether your business has already purchased or participated in such a product or service. (Interested in product or service) (S5_7)

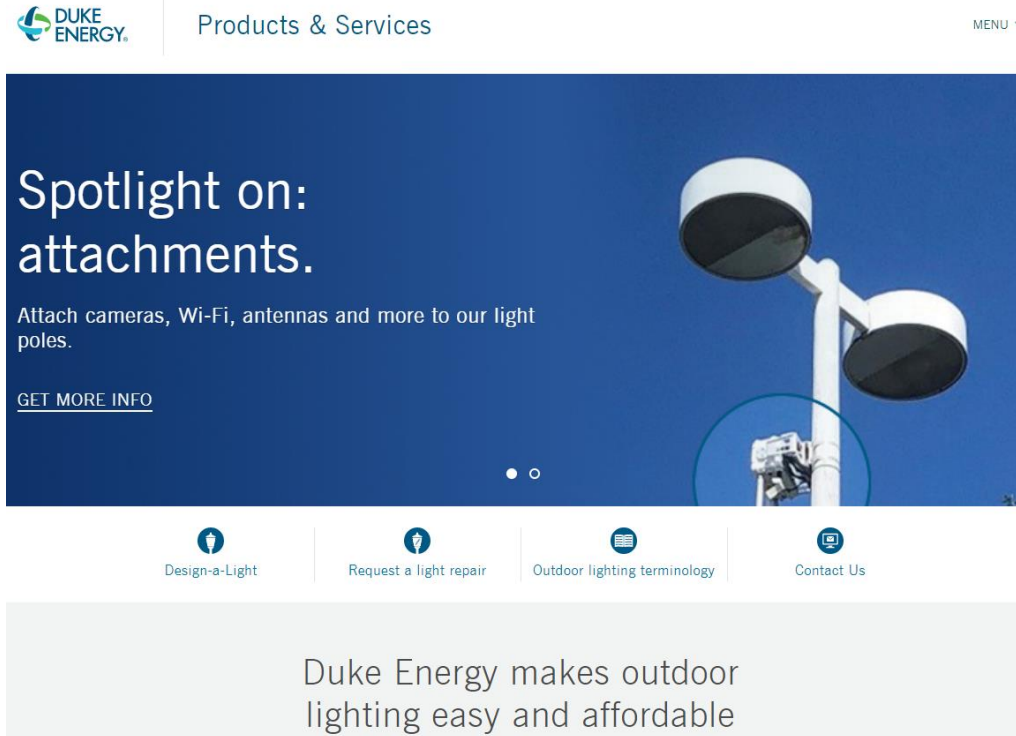
Note: Respondents were allowed to select more than one answer.

© E Source (Business Customer Insights Center)

- Outdoor lighting: 20 utilities offer it
- Renewable energy or green-power purchasing options: 9 utilities
- Backup generators: 6 utilities
- Power monitoring: 5 utilities
- Energy management consulting: 5 utilities

Good website customer experience

Marketing examples



The screenshot shows the Duke Energy website's 'Products & Services' page. The main banner features a blue background with a photograph of a white outdoor lighting pole against a clear blue sky. The pole has two large, circular light fixtures. A small inset image shows a person in a bucket working on the base of the pole, which is circled in green. The text on the banner reads: 'Spotlight on: attachments.' followed by 'Attach cameras, Wi-Fi, antennas and more to our light poles.' and a 'GET MORE INFO' link. Below the banner are four navigation buttons: 'Design-a-Light', 'Request a light repair', 'Outdoor lighting terminology', and 'Contact Us'. At the bottom of the page, a grey box contains the text: 'Duke Energy makes outdoor lighting easy and affordable'.

DUKE ENERGY

Products & Services

MENU ▾

Spotlight on: attachments.

Attach cameras, Wi-Fi, antennas and more to our light poles.

[GET MORE INFO](#)

Design-a-Light | Request a light repair | Outdoor lighting terminology | Contact Us

Duke Energy makes outdoor lighting easy and affordable

Source: Duke Energy

Social media promotion

Marketing examples



A screenshot of a Facebook post from Duke Energy. The post features a photo of a utility worker in a white hard hat and safety vest working on a street lamp. The text of the post describes how data is used to improve outdoor lighting services. The post has 1K likes, 35 comments, and 60 shares.

Duke Energy about 2 years ago

Hear how we improved our Outdoor Lighting services so that the 500,000 requests we receive annually are handled as efficiently as possible:

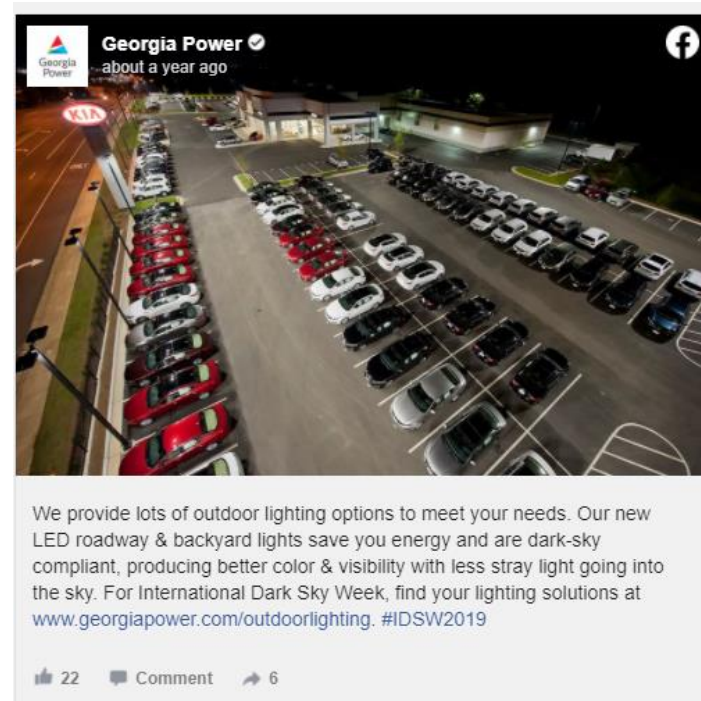
ILLUMINATION.DUKE-ENERGY.COM

How data helps Duke Energy improve service

Outdoor Lighting team develops new processes to handle 500,000 reques...

1K 35 60

Source: Duke Energy (Facebook)



A screenshot of a Facebook post from Georgia Power. The post features a night-time aerial view of a large parking lot filled with cars, illuminated by streetlights. The text of the post promotes LED roadway and backyard lighting options. The post has 22 likes, 6 comments, and 6 shares.

Georgia Power about a year ago

We provide lots of outdoor lighting options to meet your needs. Our new LED roadway & backyard lights save you energy and are dark-sky compliant, producing better color & visibility with less stray light going into the sky. For International Dark Sky Week, find your lighting solutions at www.georgiapower.com/outdoorlighting. #IDSW2019

22 Comment 6

Source: Georgia Power (Facebook)

Marketing campaign

Marketing examples



FIRST, WE CAUGHT THE WIND.
THEN, WE TAMED IT,
BRANDED IT,
AND PUT IT TO WORK
FOR OKLAHOMA
AND OKLAHOMANS
LIKE YOU.

Introducing **WindChoice**: 100% home-grown Oklahoma wind power for your home or business – for as little as 6¢ per day extra.

It makes more sense than ever: harnessing Oklahoma's abundant wind to generate electricity. It conserves non-renewable resources. It helps our environment. And it means jobs for Oklahomans. Now, you can put 100% Oklahoma wind power to work in your home or business – in blocks of 100 kilowatt-hours each month – for just \$1.72 per block, added to your regular PSO bill.

WindChoice Pure Oklahoma wind power. For Oklahomans. Exclusively from PSO.

PSO PUBLIC SERVICE COMPANY OF OKLAHOMA

Energy Sign up today! Visit PSOklahoma.com/WindChoice Or call 1-888-216-3523

gridSMART

Source: Public Service Company of Oklahoma

Key takeaways

Business rev-gen in the utility industry

- SMB customers are interested in **power monitoring, HVAC systems, and energy management consulting**
- Large business customers are interested in **power monitoring, preventive maintenance, and energy management control**
- Use **targeted marketing** for business sectors that are most interested in those products and services, taking their communication preferences into account
- **Promote** offerings on your business website, blog or branded content site, and social media, and with marketing campaigns using business audience channels and media types

Q&A and group discussion

Thank you! Questions?



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Utility of the future: Reaching your advanced energy goals and delivering relevant value to customers

Shelby Kuenzli

Analyst, E Source

Melissa Thom

Marketing Specialist, Idaho Power



E Source

Session objectives

Purpose: Walk through the best practices for communicating about advanced energy goals to customers and show creative examples

Outcome: Learn how to apply these best practices to your communications and get inspiration from your peers on how to implement and execute a campaign that focuses on renewable-energy or carbon-reduction goals

Session outline

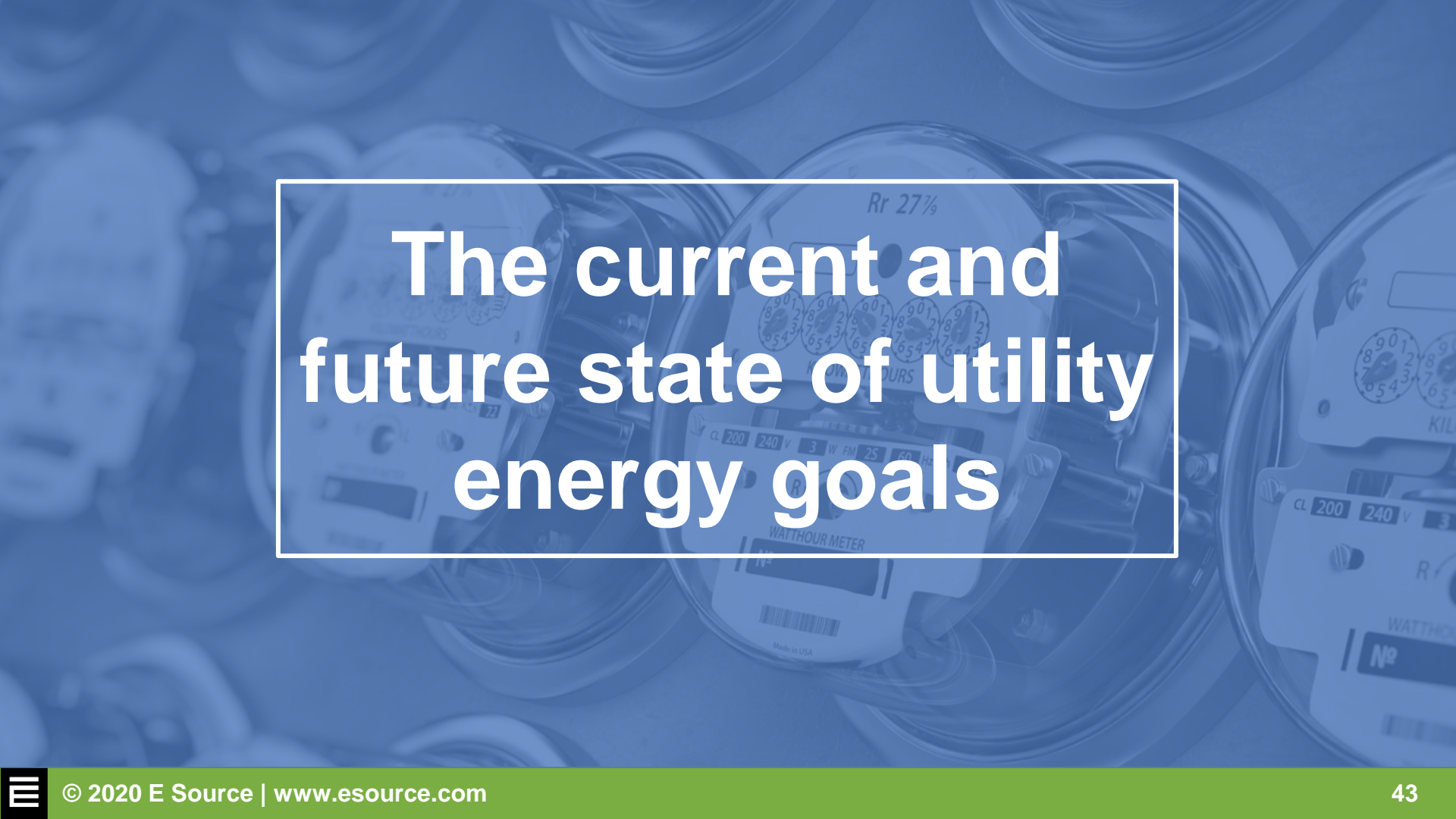


The current and future state of utility renewable/decarbonization goals

How to communicate to customers about your energy goals

Case study from Idaho Power

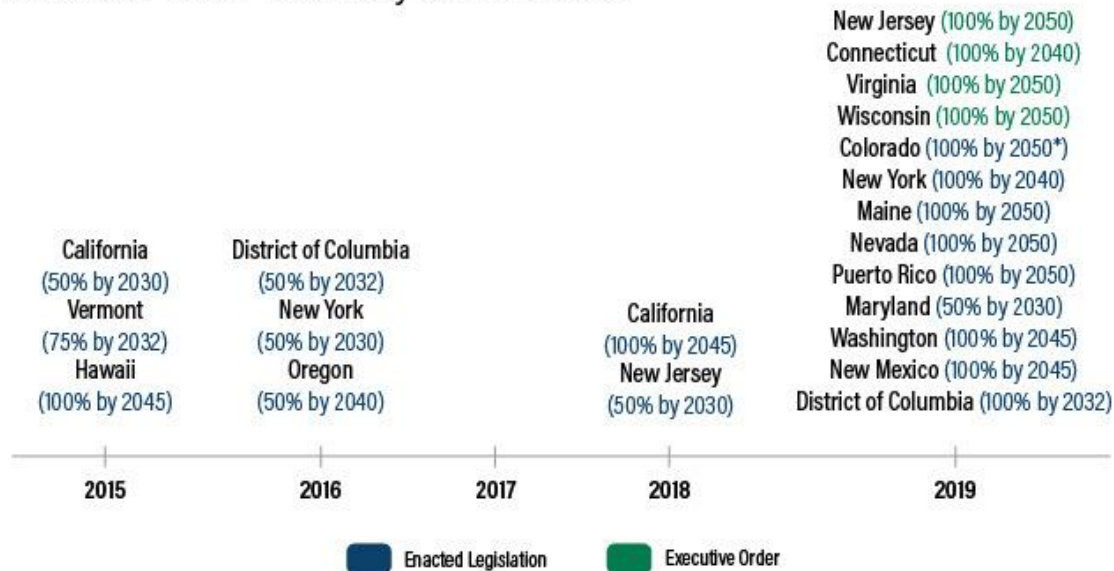
Discussion



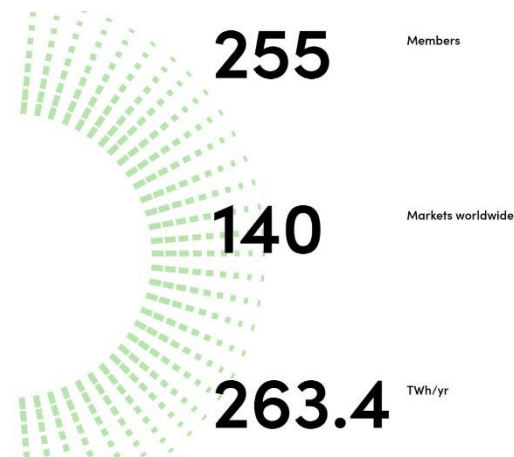
The current and future state of utility energy goals

The clean energy revolution is here

U.S. States' Clean Electricity Commitments

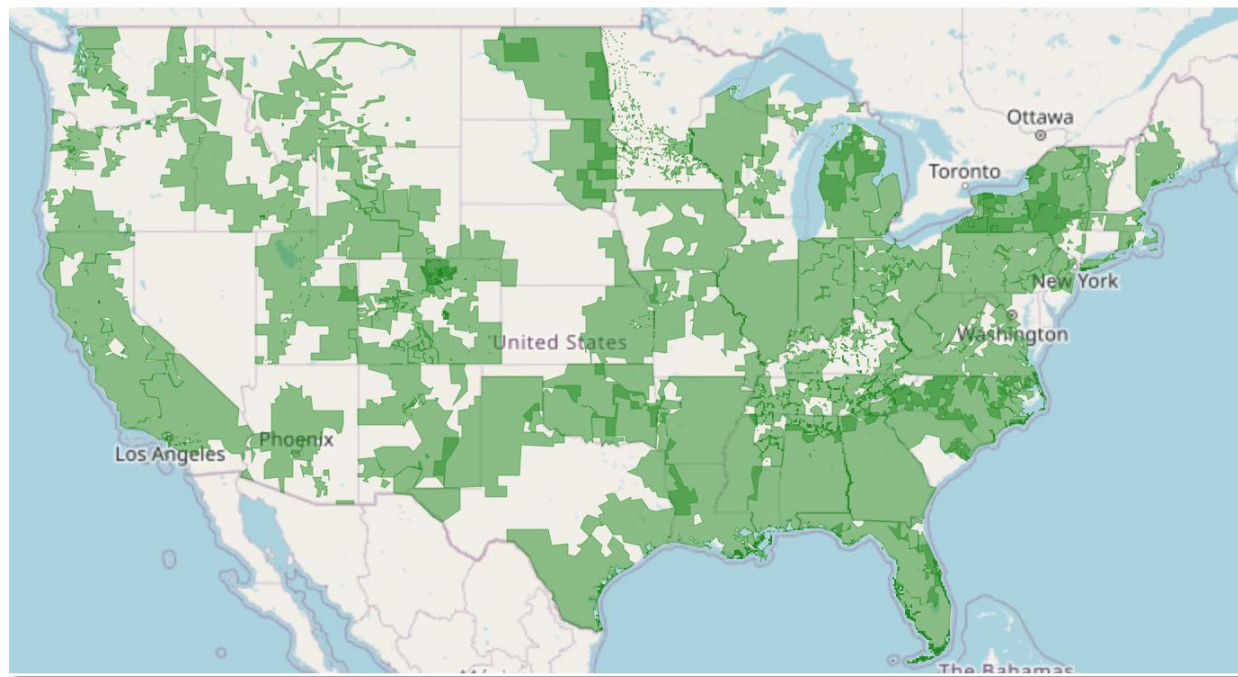


Source: WRI.
Note: * Applies to large investor-owned utilities



Source: [RE100](#)

Utilities across the US are committing to a cleaner future



56

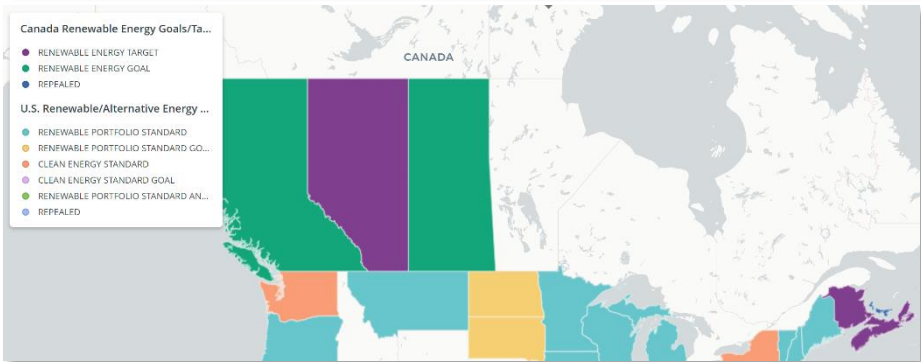
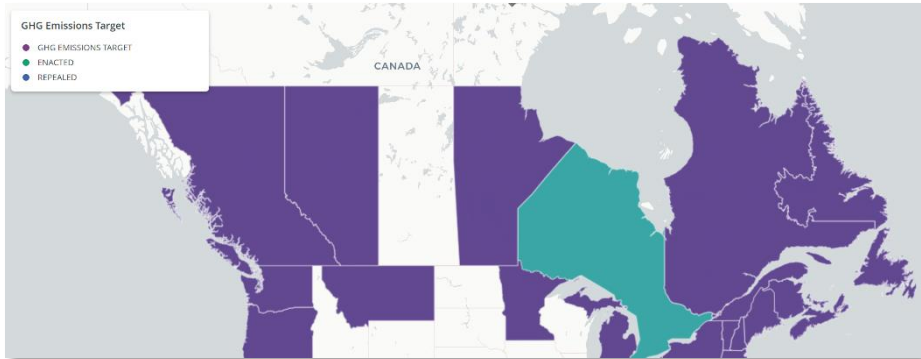
utilities across the US
have publicly stated
carbon- or emission-
reduction goals

68%

of customer accounts in
the US are served by a
utility with a carbon- or
emission-reduction goal

Source: [Smart Electric Power Alliance](#)

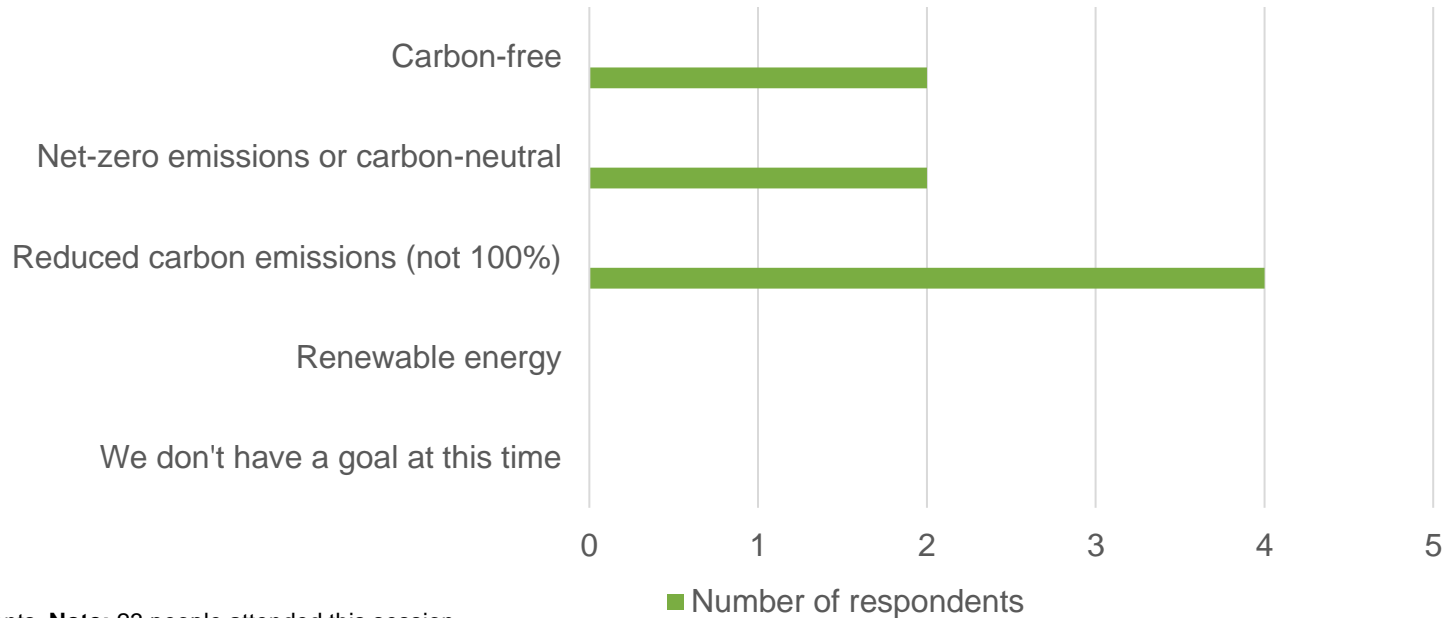
Many Canadian provinces and utilities are also committing to a cleaner future



Electricity:
81 percent of Canadian electricity is generated from non-emitting sources, 2nd highest in the OECD

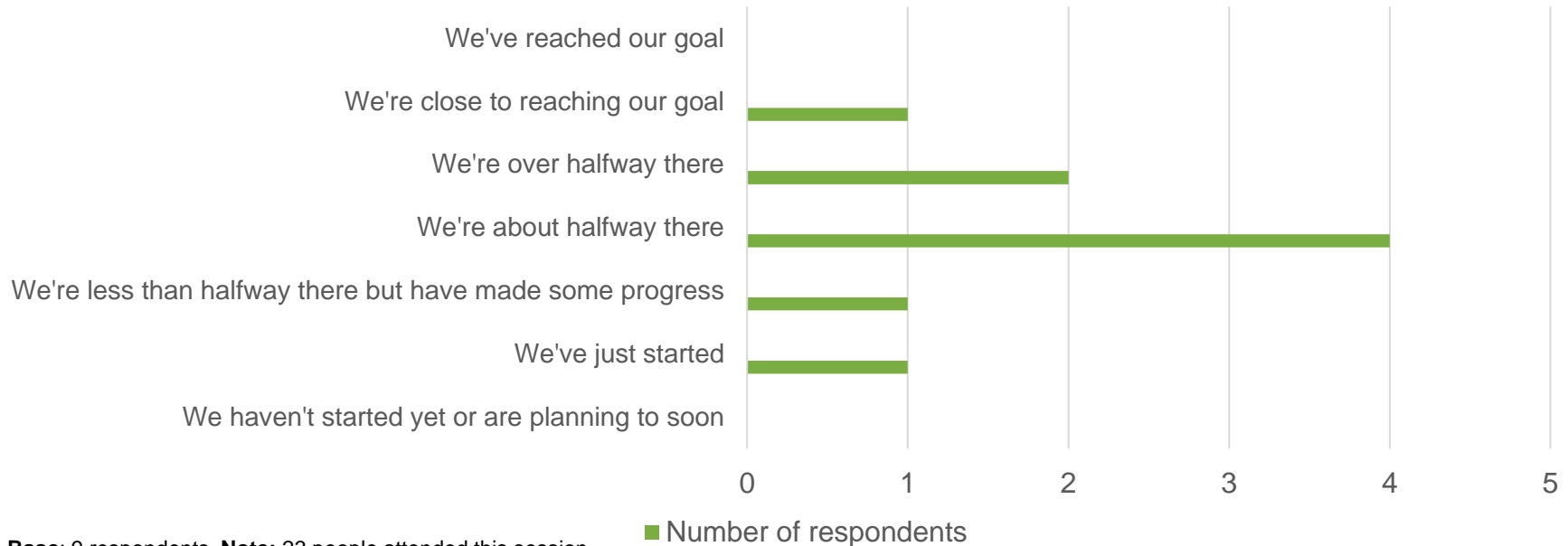
Sources: [Center for Climate and Energy Solutions, Generation Energy Council Report \(PDF\)](#)

Do you have a renewable energy or carbon-related goal? If so, choose which type of goal your utility has.



Base: 8 respondents. Note: 23 people attended this session.

If you have a renewable energy or carbon-related goal, roughly how far are you in implementing the measures needed to reach the goal?

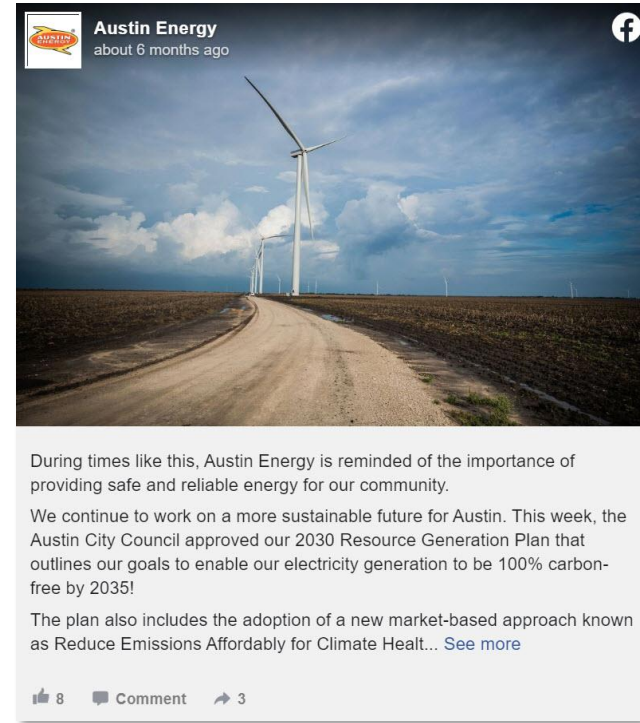


A person is seen from behind, sitting at a desk and using a laptop. The laptop screen displays a social media profile page with a profile picture, a status update, and navigation links like 'My Friends', 'My Photos', 'My Videos', and 'My Groups'. The entire scene is overlaid with a semi-transparent blue filter. A white rectangular border frames the central text.

How to communicate about your goals to customers

Should you promote your renewable or decarbonization efforts right now?

- Use context acknowledging the pandemic
- Use customer- and community-centric language showing how your carbon goal benefits the local economy, the environment, and public health
- Show gratitude for the employees doing essential work to reach your decarbonization goal



Do your research

- What are your customers' priorities?
- Where does clean energy or carbon reduction fit into that priority list?
- What terminology do your customers understand and have a positive association with?
- What channels are best to reach your customers about this topic?
- What programs are customer interested in to help reach your goal?



Our 12,000 employees across eight states work relentlessly to achieve our purpose of powering communities with a safe, reliable, clean energy. Every day, we connect millions of residents and businesses with the electricity and natural gas they need to thrive.

We're committed to making the future better—and the pandemic isn't stopping us from making progress on our 2050 vision. Learn how we're #PoweringThruTogether during the pandemic: <http://spr.ly/6182Gn25n>. For more on how we're making our carbon free vision a reality: <http://spr.ly/6186Gn25w>.



38

3 comments 3 shares

Appeal to multiple audiences

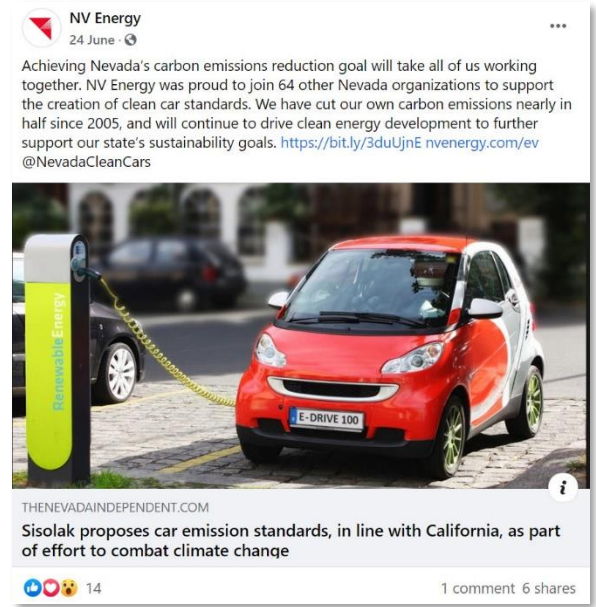
- Not every customer cares about the environmental impact of your goal
- Some care only about affordability and reliability
- You need to communicate the benefits of your goal in the context of customers' priorities, so all customers feel invested



Be clear and transparent about the purpose and effects of your goal

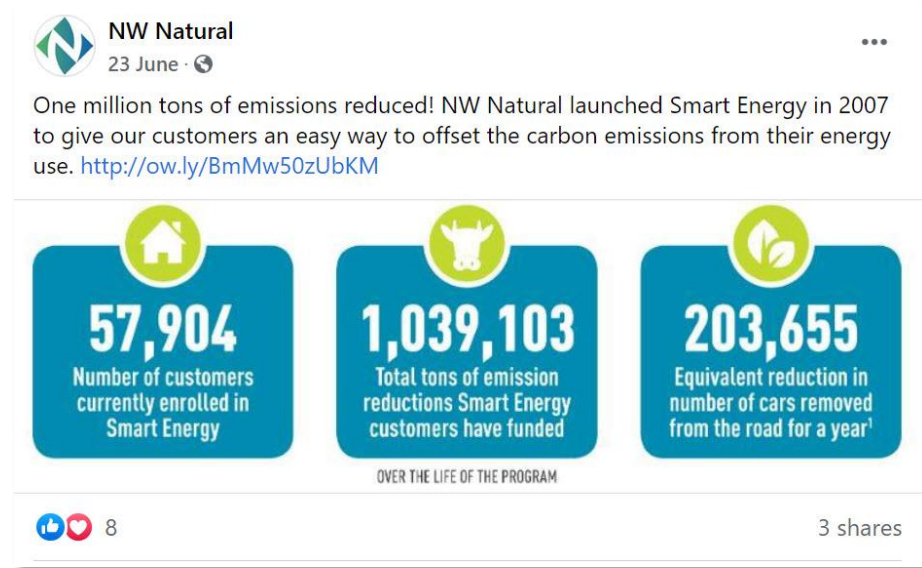
Your communications should answer:

- Why you made this commitment
- What problems it solves
- Why it's the best solution
- How it will affect customers and their families
- How it will affect the community
- How you're going to meet your goal
- What role customers play in helping reach the goal (programs, energy efficiency, distributed energy resource technology, demand response, etc.)



Don't overexplain

- If your goal is for customers to understand that your investments are helping the environment and the community, make that your core communications message
- Customers don't need to understand the complexity of the energy system to support your goal
- Use customer-friendly language they can relate to



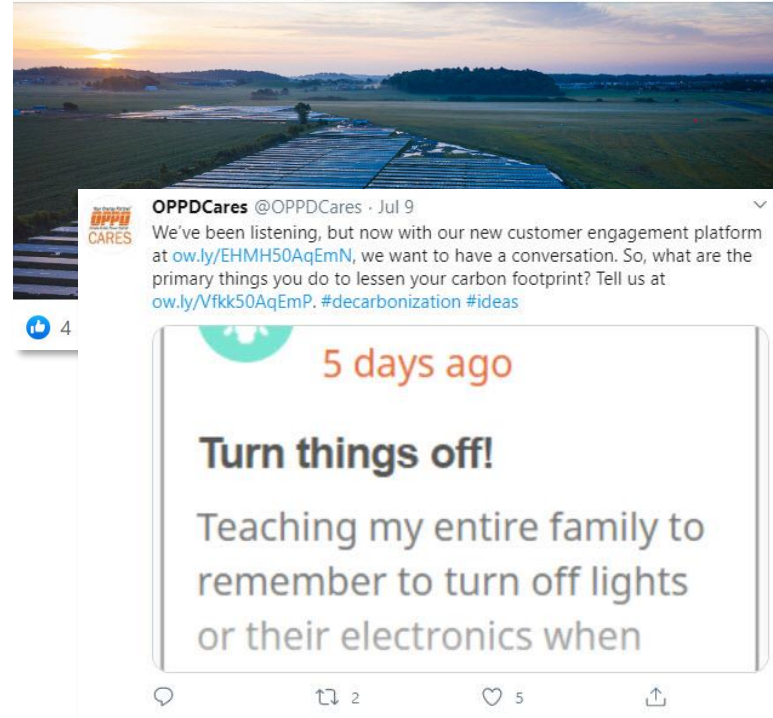
Involve your customers!

- While you'll primarily achieve your goals through supply-side efforts, the positioning of your goals shouldn't be something that's just "happening" to customers
- This a huge opportunity to create positive associations with your brand
- Promote how customers can get involved directly (programs, surveys, etc.)
- Get creative with involving customers in the journey!



Madison Gas and Electric updated their cover photo. 20 July · 🌐

Our community solar program, Shared Solar, offers eligible customers the opportunity to lower their environmental impact and carbon footprint – helping us create a more sustainable energy future. MGE is expanding the program with construction of a new 5-megawatt (MW) solar array in Middleton. Sign up today at www.mge.com/SharedSolar.



OPPDcares @OPPDcares · Jul 9

We've been listening, but now with our new customer engagement platform at ow.ly/EHMH50AqEmN, we want to have a conversation. So, what are the primary things you do to lessen your carbon footprint? Tell us at ow.ly/Vfkk50AqEmP. #decarbonization #ideas

4

5 days ago

Turn things off!

Teaching my entire family to remember to turn off lights or their electronics when

2 5

Pathways to Decarbonization

Together, we're better.



What is decarbonization? Simply, it's the reduction of greenhouse gas emissions, commonly referred to as our carbon footprint. Although carbon dioxide (CO₂) occurs naturally in the Earth's atmosphere, human activities over the last century have significantly increased levels of greenhouse gases. These include burning fossil fuels for energy and transportation, and removing trees (deforestation) to enable other land uses, such as clearing rainforests for agricultural purposes.

Why is there a need for a decarbonization initiative? Plants, soil, and the oceans absorb CO₂ through natural processes, acting as major storage systems. When human activities emit more CO₂ than these natural systems can store, the accumulation of greenhouse gases in the Earth's atmosphere can contribute to climate change. Climate change causes a continuing

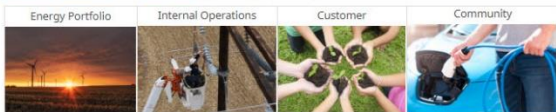
adjustment in precipitation, air quality, rising temperatures and extreme weather events.

How is OPPD taking action? OPPD is striving for net-zero carbon production by 2050. Net-zero means that any emissions are balanced by absorbing an equivalent amount from the atmosphere. Working side-by-side with our customers and communities, we are striving to reduce our environmental impact while maintaining reliability, resiliency and affordability. That's why we've initiated our Pathways to Decarbonization study - so we can identify and prioritize strategies and actions to make a difference across our service territory.

What are the objectives of the study? Identify pathways for future decision making regarding carbon reduction; Develop strategy (roadmap) and increase demand for decarbonization customer products; Ensure decarbonization values become sustainable business practices; and position OPPD as a community and industry leader in decarbonization efforts.

Pathways to Decarbonization

OPPD is working across four areas of focus to develop a roadmap for making progress towards our net-zero carbon production goal. Learn more and share your ideas about our work related to [Energy Portfolio](#), [Internal Operations](#), [Customer](#) and [Community](#), by clicking on the images below:



IDEAS

Who's Listening

Jeremy Bowers

Program Manager - Decarbonization
OPPD



Karisa Vlassek

Coordinator-Grants & Stakeholder
Outreach
OPPD



Lifecycle

- **November 2019**
 Board Resolution striving for net zero carbon production by 2050.
- **Spring 2020**
 Charters approved.
- **Fall 2019 - Winter 2021**
Energy Portfolio: Currently working toward 400-600 megawatts (MW) of solar with up to 600 MW of natural gas backup for the **Power with Purpose** project.
- **Summer-Fall 2020**
 Identify stakeholders, community partners and implement agile outreach plans.
- **Q4 2020**
 Base year GHG inventory complete
- **Fall-Winter 2021**
Final Pathways Report: Results and recommendations from the study.
- **April 2050**
 Net-Zero Time!

IDEAS

Idea Sharing

4 months ago
 Small steps can make a big impact. Share your ideas with our OPPD community so we can learn from each other. What are the primary things you do to lessen your carbon footprint?

SLAKE
3 months ago

Turn things off!
Teaching my entire family to remember to turn off lights or their electronics when they are done.

0 Comment 1 ❤️

Karisa Vlassek
4 months ago

Remote working saves carbon by not driving to and from work. I am saving over 40 miles round trip by working remotely

0 Comment 2 ❤️

ednibroc
about 2 months ago

Help make homes, apartments and businesses more energy efficient
Engage in a program like the [This Community Green Jobs Trust](#)

0 Comment 1 ❤️

ICordes13
3 months ago

Eating vegetarian -- even for just one day each week -- and eating local reduces carbon emissions from food production and transportation

0 Comment 1 ❤️

ednibroc
about 2 months ago

Work with towns and cities to have solar energy in parking lots and the roofs of parking garages
OPPD should work with town...

0 Comment 1 ❤️

View All Ideas

STAY INFORMED
Subscribe for project updates

Subscribe

3 members of your community are following this project

April 2050
Net-Zero Time!

Quick Polls

People have been staying home more due to the pandemic, which has had some positive impacts on our environment. Do you think our new habits of driving less will continue?

Yes

No

View Results

Submit

Documents

- [OPPD Board Meetings](#)
 - [Decarb Program Update OPPD Board Meeting 051420.pdf \(603 KB\) \(pdf\)](#)

Resources

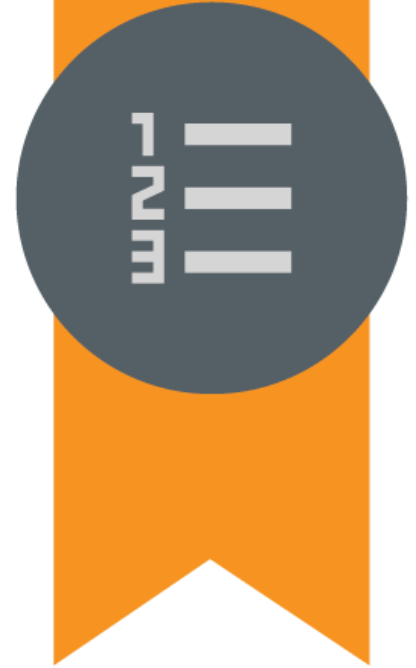
- [Aspen Institute](#)
- [Center for Climate and Energy Solutions](#)
- [Center for Strategic & International Studies](#)
- [Rocky Mountain Institute](#)
- [World Resources Institute](#)


REGISTER to get involved!

Source: [Pathways to Decarbonization](#), OPPD

Key takeaways

- Talk about your goals and progress during COVID-19 with the right context
- Do your research
- Appeal to multiple audiences
- Be clear and transparent about the purpose and effects of your goal
- Don't overexplain
- Involve your customers





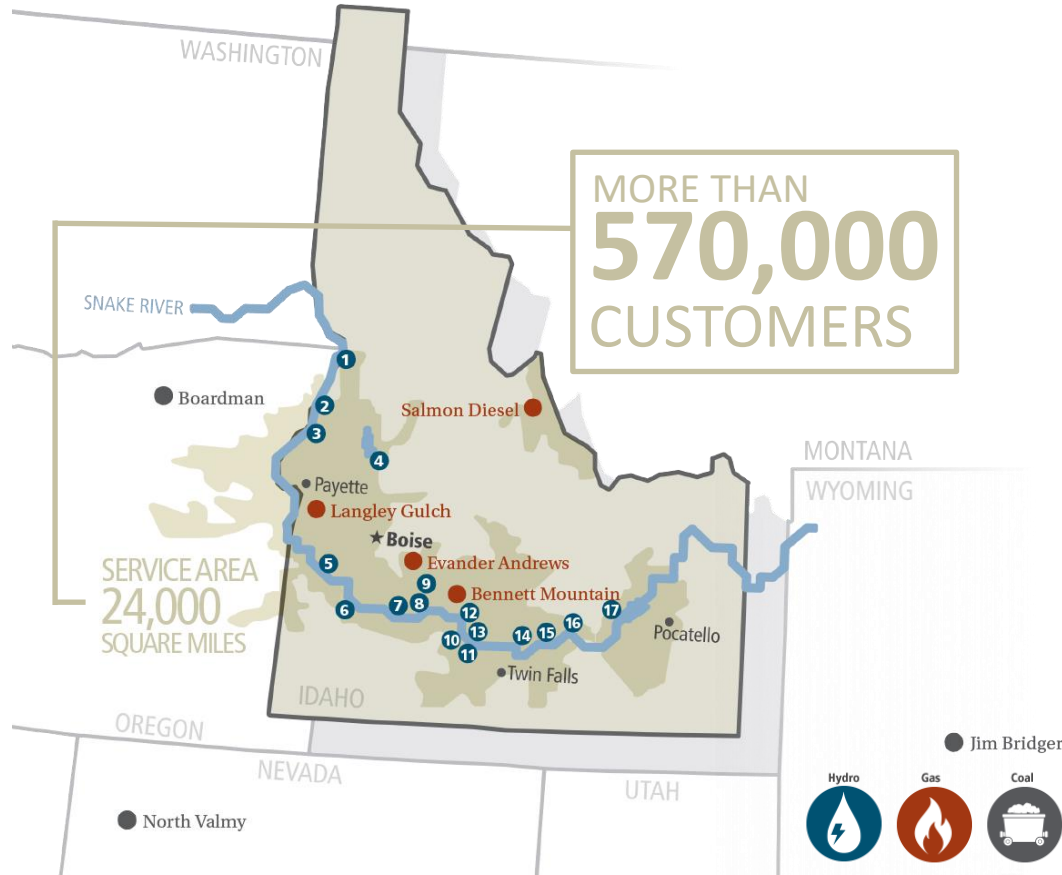
Idaho Power case study

Clean today. **Cleaner tomorrow.**TM

A wide-angle landscape photograph of a large waterfall cascading over a rocky cliff into a river. A vibrant rainbow arches across the sky above the water. In the background, there are more rocky hills and a small building near the riverbank.

Engaging Customers in our 100% Clean Energy Goal
Marketing and Communications Plan

A Little About Idaho Power



Clean today. Cleaner tomorrow.

Launch date: March 26, 2019



Our commitment to serving customers and communities with clean, reliable, affordable energy has been the hallmark of our 100-year history.

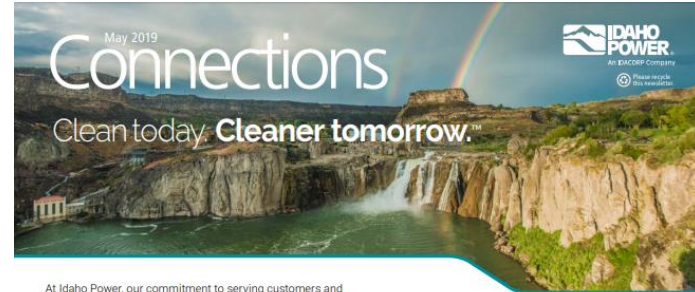
As we begin the next century of service, we look to build on that foundation with a new and exciting goal:

100% clean energy by 2045.



External Messaging/Promotion

- Detailed webpage
- Video
- Press release and interviews
- Social media
- Customer email
- Customer newsletter (May)
- Digital Ads



At Idaho Power, our commitment to serving customers and communities with reliable, affordable energy has been the hallmark of our 100-year history. As we continue the next century of service, we look to build on that foundation with a new and exciting mission:

100% clean energy by 2045.

Not only is this goal meaningful to us, it's important to many of our customers, the communities we serve and the places we call home. Learn how we're moving forward — **today, tomorrow and together.**

Our Path Forward

- ✓ **Ensure reliability.** Providing reliable electric service when and where customers need it is at the heart of what we do, and we will continue to do.
- ✓ **Keep prices affordable.** Our prices are among the lowest in the nation, and we know price matters to our customers.
- ✓ **Provide green choices for customers.** From energy efficiency programs to electric vehicles, what our customers want matters to us.
- ✓ **Grow our economy.** We serve as energy advisors to our businesses, offering incentives to help them save energy and money. We also attract new businesses by offering additional clean energy solutions.

Customers are excited about Idaho Power's clean energy goal, and they also have questions. Read answers to some of the most common inquiries on page 2 of this newsletter.



Nearly 50 percent of Idaho Power's energy comes from clean hydroelectricity. The national average is just 7 percent. Our energy mix also includes wind, solar and geothermal resources.



Our carbon emissions intensity is 46 percent less than it was in 2005. We also have agreements to end our participation in two coal plants.



We recently reached an agreement to buy 120 megawatts (MW) of clean, affordable solar power. We've sent this agreement to the Idaho Public Utilities Commission for approval.

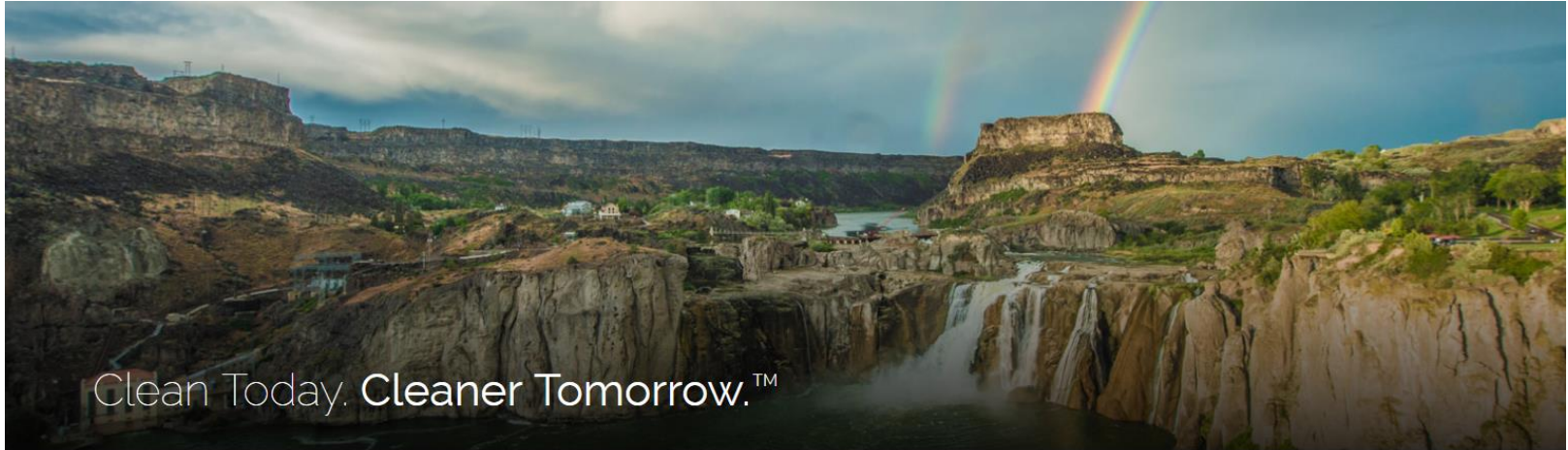


The proposed Boardman-to-Hemingway (B2H) transmission line should make it possible to import more clean energy from the Pacific Northwest.



As part of our continued commitment to the environment, we care for our rivers, protect our fish and birds, and preserve the history of the places we call home.

Web Page



Clean Today. Cleaner Tomorrow.™

At Idaho Power, our commitment to serving customers and communities with **reliable, affordable energy** has been the hallmark of our 100-year history. As we continue the next century of service, we look to build on that foundation with a new and exciting mission:

100% clean energy by 2045

Not only is this goal meaningful to us, it's important to many of our customers, the communities we serve and the places we call home. Learn how we're moving forward – **today, tomorrow** and **together**.

Social Media



Idaho Power

March 26 at 7:53 AM · 🌐

At Idaho Power, our commitment to serving customers with clean, reliable, affordable energy has been the hallmark of our 100-year history. As we begin the next century of service, we look to build on that foundation with a new and exciting mission: 100% clean energy by 2045.

Learn more about our commitment at cleantoday.com.



Idaho Power @idahopower · Apr 2

This #EarthMonth, join Idaho Power in our commitment to 100% #cleanenergy. ↕

Learn more and join us at cleantoday.com. #CleanTodayCleanerTomorrow



Programmatic Display



Idaho Power is committed to
reliable service.



Idaho Power is committed to
affordable prices.



Idaho Power is committed to our goal of
100% clean energy by 2045.



Clean today.
Cleaner tomorrow.™

See how
we're
moving
forward. 



Public Reaction: News Media



National Public Radio • Bill Chappell


US | Mar 27 • 12:22 PM

Idaho Utility Spurns Coal, Pledges '100-Percent Clean Energy By 2045'

this goal is attainable, "**Idaho Power** President and CEO Darrel Anderson said in announcing the plan. **Idaho Power** says it has already agreed

15.5M Reach



 Associated Press XAVIER WARD · USA · Mar 31 · 11:10 pm



Idaho Power announces move to 100 percent clean energy by 2045

serves much of the Midwest. To start its **clean** energy campaign, "**Clean** Today, Cleaner Tomorrow," **Idaho Power** announced it inked a 20-year

[1 more article](#) · Reach 5M

Public Reaction: Social Media

Two weeks after

765,962 ↑ **554.7%**
impressions

4,484 ↑ **84.3%**
engagements



Today. Tomorrow. Together.

Ask customers to join us on the journey



Join us! Idaho Power offers various programs for customers to make an impact
(from the CT2 webpage)



We partner with local businesses to help them achieve and cross-promote their clean energy goals.

New Communications: Maintaining a Steady Drumbeat

- Ongoing PR and paid ads
- New clean energy partner videos (up next: a local hop farmer!)
- Continued promotion of the benefits of all-electric homes/businesses and electric vehicles
- Continued work with cities and large employers



Idaho Power
August 27 · 🌐

Idaho Power is taking another step toward our goal to provide 100% clean energy by 2045.

We have asked the Idaho Public Utilities Commission to decrease customer prices by \$3.9 million in 2021 because of the savings due to our early exit from the Boardman, Ore., coal-fired power plant. At the same time, we have asked to reinvest those savings in energy efficiency programs that help fund customer energy-saving initiatives.

Combined, these changes should help our customers see a small decrease in their bill. Continuing our path away from coal and reinvesting the savings in energy efficiency is a win-win!

**Less Coal.
More Energy Efficiency!**



Clean today. **Cleaner tomorrow.**TM

Questions?

Thank you!

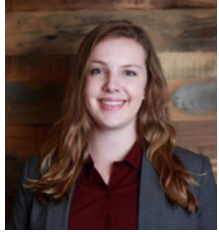


Discussion

Discussion questions

- Are you holding off on communicating about your decarbonization/renewable goals during COVID-19? “Yes” or “No” is fine.
- If yes, are you starting to communicate about them again? How?
- Have you measured customer sentiment (either directly or indirectly) about your utility energy goals? If so, how are customers responding? Has this changed during the pandemic?
- How are you evaluating communicating about your energy goals now and moving forward?
- How are you communicating about how customers can get involved in your energy goal?

Thank you! Questions?



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Melissa Thom
Marketing Specialist
Idaho Power



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V I R T U A L

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FORUM 2020



October 6-7, 2020

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