A comprehensive income-based energy equity solution
Our design team brings a holistic perspective

Engagement Strategy/Project Management

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Our solution
Empower First

ENERGY BUDGET & AMP
EE AUDIT & INVESTMENT
DR INTEGRATION FOR HVAC & ELECTRIC WH
ENERGY EDUCATION
Energy Budget and Arrearages Management Program

- Levelized bill based on 12 month average usage
- Proactive alerts to help customers manage to budget
  - Incentives for meeting/beating budget
  - Arrearages payment as part of levelized bill
EE Audit and Investment

- Measures based on “biggest bang for the buck”
  - home sealing and insulation, hot water heater and HVAC upgrades, plus smart thermostat
- Funding comes from an entity other than the low-income customer. This is critical because we’re talking about customers who can’t (or shouldn’t) take on additional debt.
Energy Education

- Focused on active home energy management and understanding behavior impact on the home system
- Goal is to change the relationship participants have with utility and energy consumption
- Provides tools and education to help break the cycle of poverty
DR Integration for HVAC and Electric Water Heater

• Including current technology in the EE measures ensures the energy upgrades in the homes remain relevant to the utility and its customers for the life of the program

• A demand response type program during high demand/high price times of day can be integrated with the customer energy budget objectives to improve outcomes and support customer energy management goals
Our solution works in the emerging competitive landscape.
Our solution in action

CUSTOMERS

ESTABLISH AN ENERGY BUDGET THAT STABILIZES THE CUSTOMER'S BILL FOR A MULTI-YEAR PERIOD

CREATES BILL CERTAINTY – MUCH LIKE A CAR PAYMENT

IMPROVES HOME EFFICIENCY AND INCREASES HOME VALUE AND COMFORT

UTILITY

CREATES MULTIPLE BENEFITS THAT CAN EXPAND THE REACH OF AVAILABLE FUNDING

CONTRIBUTES TO CONSERVATION GOALS BY INCLUDING HARD TO REACH CUSTOMERS

INCREASABLE RELATIONSHIP BUILDING AND PUBLIC RELATIONS OPPORTUNITY
What makes it work

**PARTNERSHIP WITH LOCAL SUPPORT AGENCIES**
Many states, including WI, OH and CA, have had success working with social workers and partners in community agencies to help customers enroll in programs and provide relevant budgeting support.

In the U.K., 13% of customers enrolled in energy budgeting programs receive proactive text/call alerts, resulting in fewer disconnects and fewer customers with utility debt (6,000 vs. 6,000,000)

**EFFECTIVE EDUCATION IS KEY**
Low-income populations are generally less aware of energy efficiency programs, but some studies show they are more likely to participate than other populations when aware.

**PROACTIVE CUSTOMER SERVICE**
Utilities have unique practices and guidelines they use with their customers regarding program enrollment, qualification, and disqualification. Depending on the goals of different utilities, incentives and recognition can be managed uniquely. Work with community partners and contractors can be customized to fit each utility’s needs.
Four core components wrapped in customer focused delivery and tailored implementation
Benefits to the utility

- Energy Savings Goals
- Avoided Costs
- Help Meet Regulatory Requirements
- Customer Relationships
- Public Relations
- Call Center Cost Reduction
- Economic Development
- Competition Threats Reduction
Create a delta to share with customers and/or to invest back in program.
Financial Model Assumptions

- 10 to 15 year amortization period
- Required rate of return
- 25% bill savings post-measure implementation
- Investment in program per home cost of $9,500
- Percentage of savings will be shared with customer
- Value to avoided energy/fuel at wholesale cost
- Value to avoided capacity through DR
- Value to non-energy benefits
Possible Funding model

- Foundations/Grants
- Utility
- Federal and/or State Programming

Program Funding
Possible Funding model

PROGRAM SAVINGS and RETURN

- Program Growth/Maintenance Fund
- Utility
- Customer
Pilot parameters

- Energy Budget (bill stabilization) with AMP
- Energy Use Behavior Education
- Home Performance Audit

Total cost: Depends on # of homes
Timeframe: 24-months
Investment per home: $9500

- Demand Response Integration for HVAC and WH
- Upgrade Implementation
- Equipment Purchase
THANK YOU