



Our Presenters



Jon Turner has been manager of public relations and marketing at 4 County Electric Power Association since 2009, following 15 years of experience in broadcast television including News Director of WCBI-TV in Columbus, MS.

At 4-County he has overseen the successful implementation of a prepay program, headed a project that was awarded a \$3.8 million grant from the Tennessee Valley Authority and the Environmental Protection Agency to implement an energy efficiency program for 265 limited income single family dwellings in the 4-County service territory, and, with Apogee, redesigned 4-County's online presence with an emphasis on member service. Jon is a proud graduate of Mississippi State University, he holds a Bachelor's degree in communications and currently serves on the board of Seven States Power Corporation and is a graduate of NRECA's Management Intern Program.



Jim Malcom, is chief operating officer of Apogee Interactive, providing oversight business and financial operations of the company. His senior management experience in the telecommunications and management consulting industries is providing strategic direction for Apogee's continued growth and success. He is a graduate of the University of Georgia with a bachelor's and master's degree in business administration, a certified public accountant, and a chartered global management accountant.



Elizabeth Burroughs is Apogee's engagement manger. Elizabeth graduated from Georgia State University in 2013 with a BBA in Marketing. Her professional background includes experience with strategic marketing campaigns, communications and sales support. She is currently the Engagement Manager at Apogee Interactive. Her role includes creating and implementing the outbound communication plans for our utility customers.

Agenda

- EPIC Refresh
- 4 County EPA Overview
- Low Income Program
- Pilot Overview, Results and Lessons Learned
- Questions and Answers

Who We Are

Leading the market in sustainability.

25

years in business

Serving **hundreds** of utilities

who serve more than

48% of the US households.



- ▶ Software as a service provider focused on three major utility initiatives:



Customer Engagement



Customer Satisfaction



Program Participation thru education

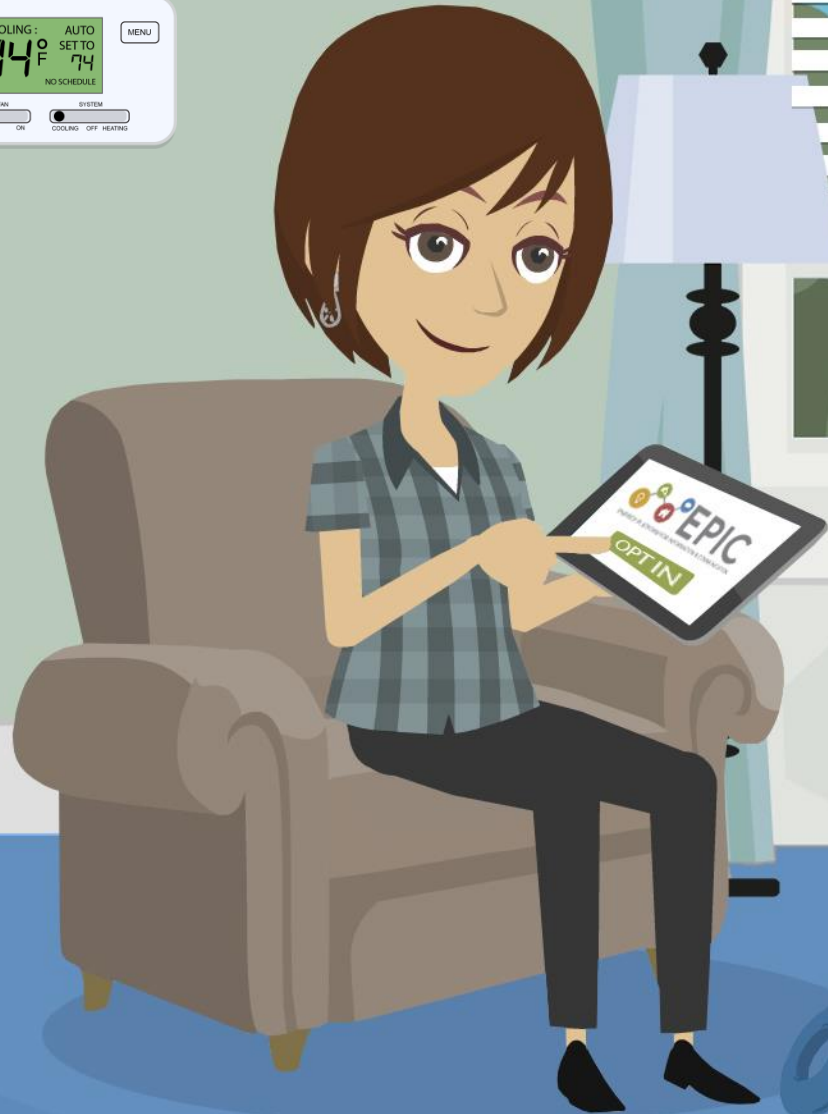
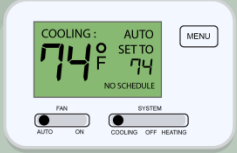
- ▶ Best in class Data Analytics
- ▶ Proven Accuracy. Real Results.

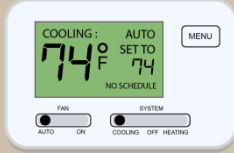




Energy Platform for Information and Communication (EPIC) Target Customers

- Low Income
- Renters
- Multi-family
- New homeowners/
relocated/newly independent





AEG Power Usage Alert. You've used \$120 so far this month. Based on the weather in your area, you are projected to use \$210 for the month. For more information on your usage, visit www.sessionkey=1234.com

Sep 8



From: Apogee Electric & Gas Company
Sent: Thursday, March 09, 2017 9:59 AM
To: John Smith <jsmith@aeg.com>
Subject: Your Energy Advisor Recommendations



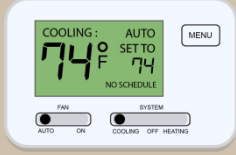
Ceiling Fans

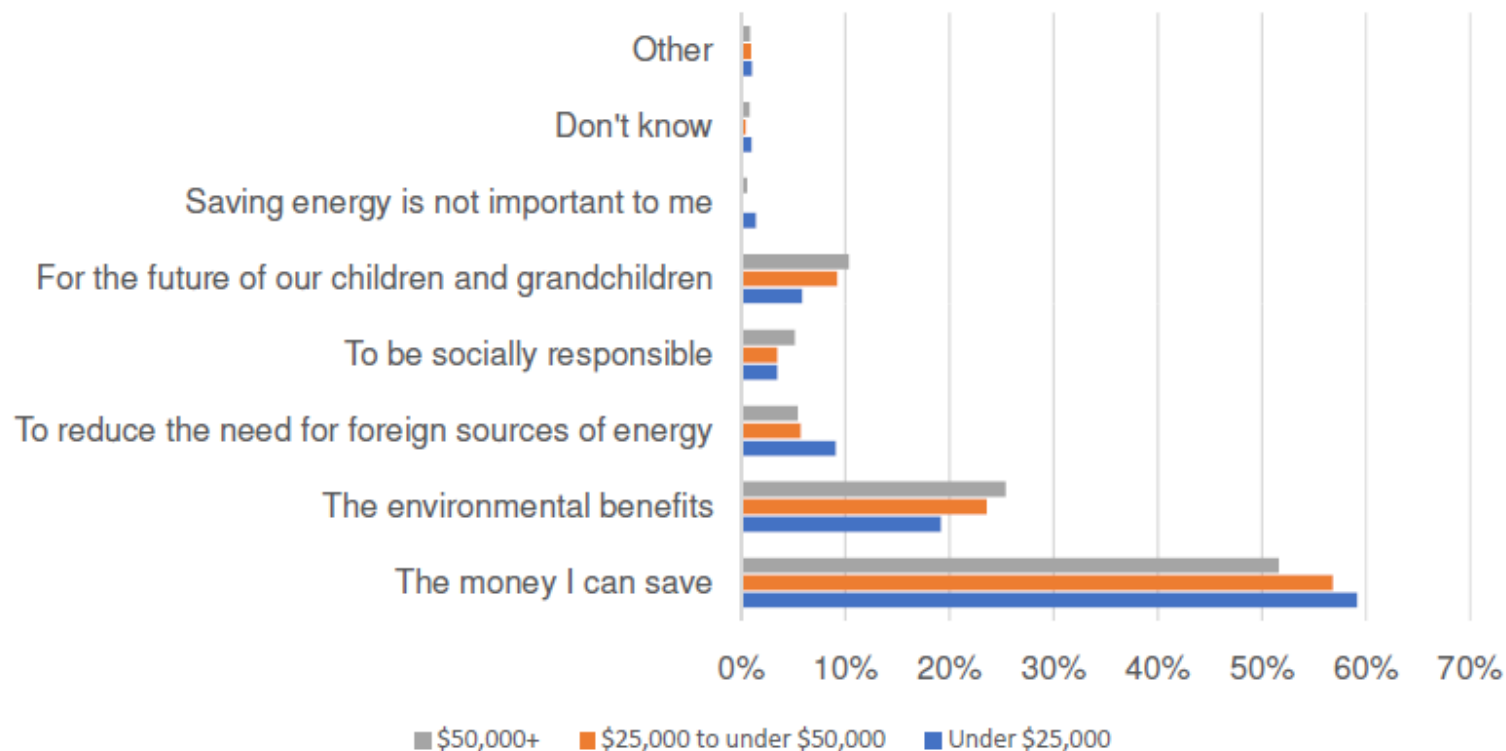
Turn off fans when you are not in a room. This will save energy and help you save money.



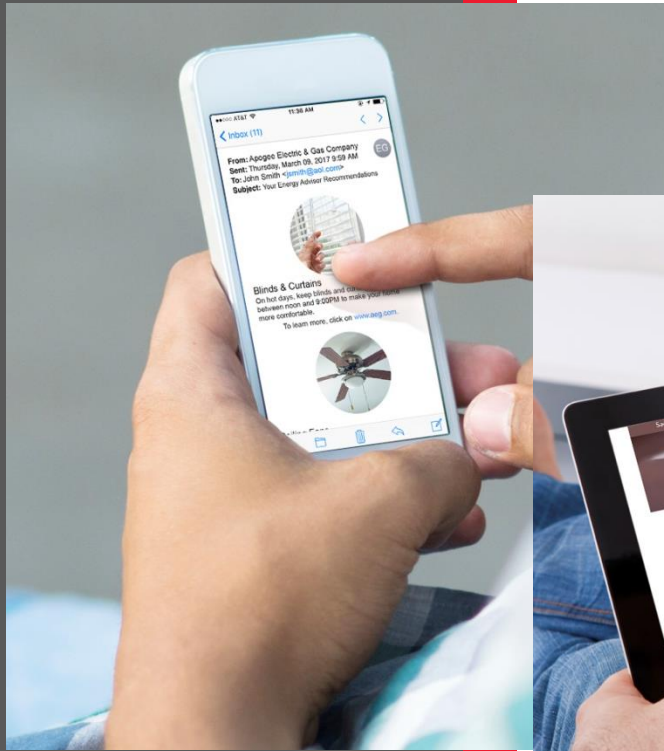
Payment Options
Rebates & Programs
Weather Impacts







- A bit more likely to cite saving money as a reason to save energy.
- Much less likely to cite environmental benefits.



Report on 4 County Electric's EPIC Program

Conducted by Apogee Interactive, Inc.

You are becoming EPIC!

EPIC stands for Engagement Platform for Information and Communication. EPIC provides simple, useful and timely communication and a suite of tools. Why not get started!...

I want to receive EPIC through either email or text to your mobile phone:

Email: _____

Confirm Email: _____

Text (phone number): _____

Confirm phone number: _____



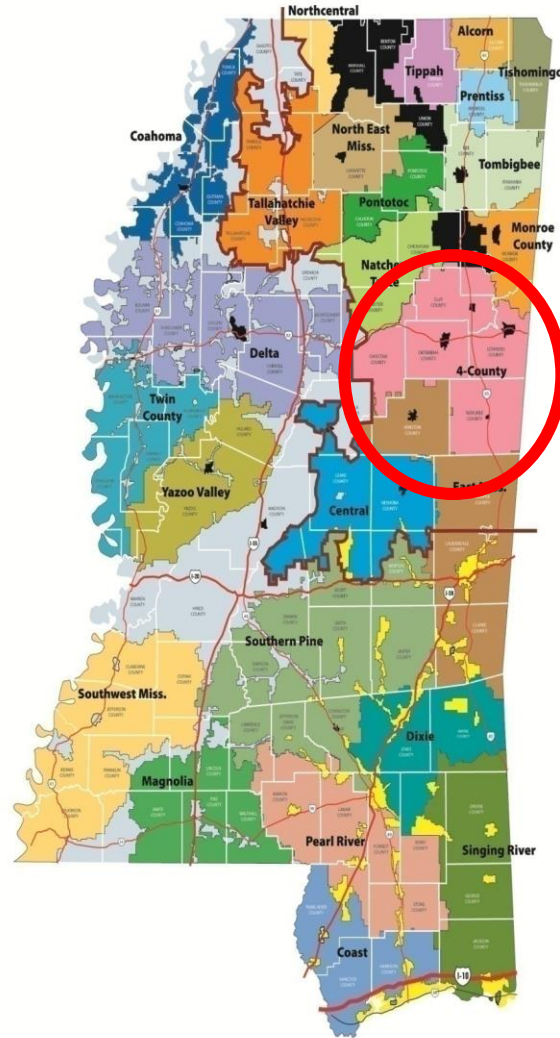
provided by **EG APOGEE**
Electric & Gas Co.

USER AGREEMENT: By selecting agree, you consent to receive messages through the method you selected. These messages contain information concerning your energy use, status of your energy account, methods for making payments, participating in utility programs, and other information. You can unsubscribe at any time by logging into your account and changing your preferences. Visit our website at www.apogee.com/EPICSU for more information.

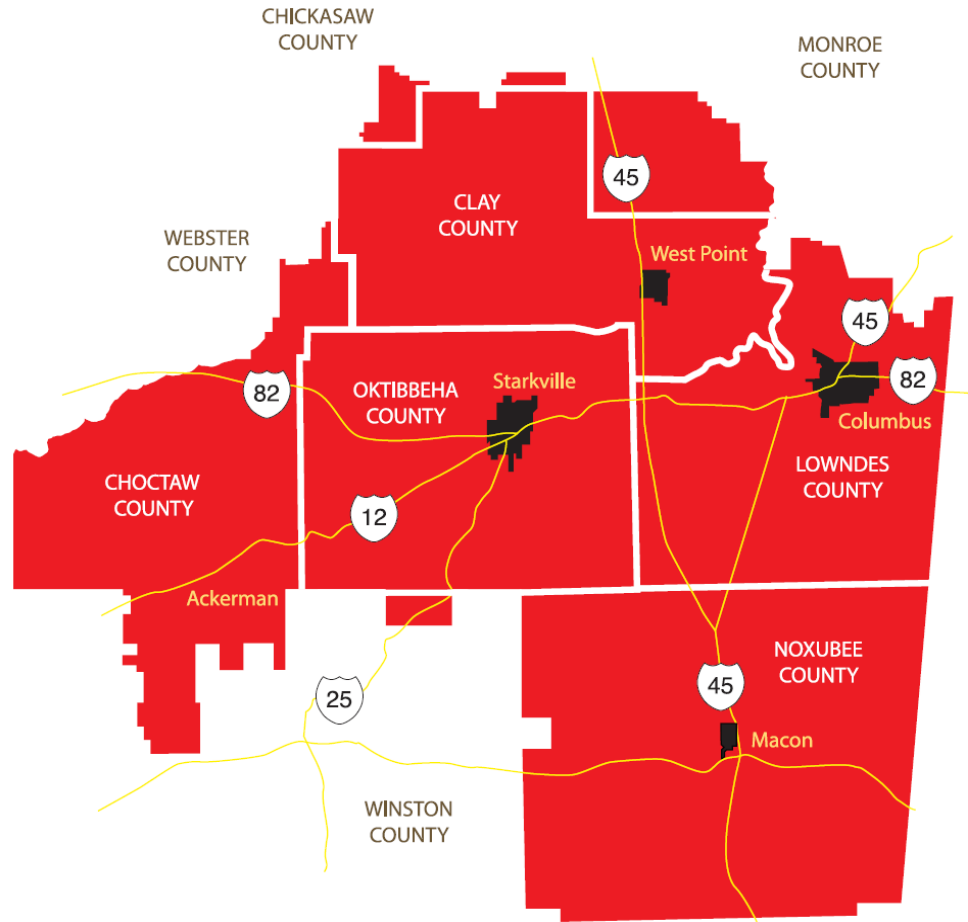


Your Trusted Partner in Customer Engagement

4th largest electric co-op in MS (25 electric distribution co-ops)



Largest TVA distributor (28 co-ops and munis)



4-County Service Territory:

- 2500+ square miles
- Major urban areas served by municipals
- Low density

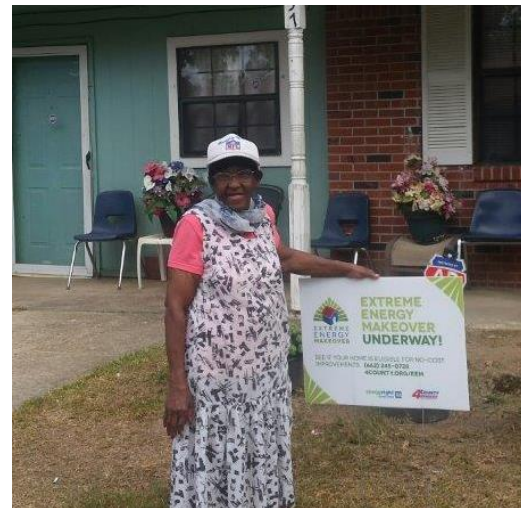
Where we started

- 250 homes
- maximum \$11.50/sq. ft. (all-in)
- 20+ year old home
- traditional built
- no gas heat/water heat
- income qualification
- at least 25% reduction in energy use per home



Where we finished

- 265 homes
- \$11.10/sq. ft. (all-in)
- 25.7% savings across all homes
- 29% of homes with > 35% savings
- 6% of homes negative savings



Why EPIC?

- Learned a lot about communication issues with this member segment with EEM
- Needed ways to stay engaged with EEM participants
- Wanted to engage significant member that group that couldn't meet the strict criteria for EEM
- Needed to be proactive with real, actionable messaging
- Apogee was working on a solution



What did we learn?

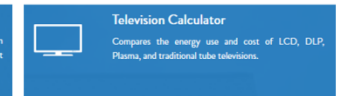
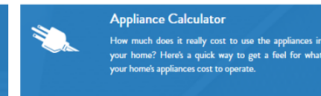
- It's the right strategy
- A great way to have a productive, non-adversarial interaction with members
- Members responded well to the platform and messaging
- We need to utilize this method in a planned and focused way
- Simple, cost-effective
- 4-County needs to be better at gathering/interpreting data



Project Overview and Survey Results

Project Overview

- First EPIC program was launched at the end of January 2018 with 4 County Electric Power Association.
- The program consists of weekly targeted text messages. All have a link to a corresponding page on the utility's website
 - Messages with easy low cost energy saving tips
 - Payment Options and locations
 - Information about programs/rebates
 - Supported by targeted on-line tools



Sign up for Energy Tips

Payment Assistance

Weatherization Program

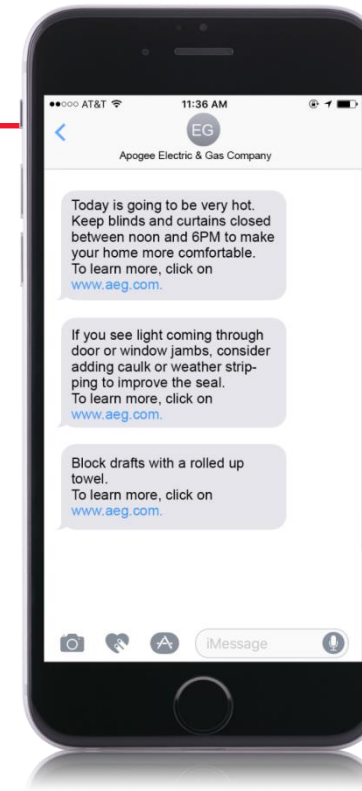
SMS Overall Analytics

Engagement Impact

26,235 texts sent to date

18,265 confirmed received

139 opt-outs



	February	March	April	May	June
Recipients (Confirmed)	3,799	3,481	2,717	3,485	2,999
Click Rate	6%	16%	25%	17%	24%

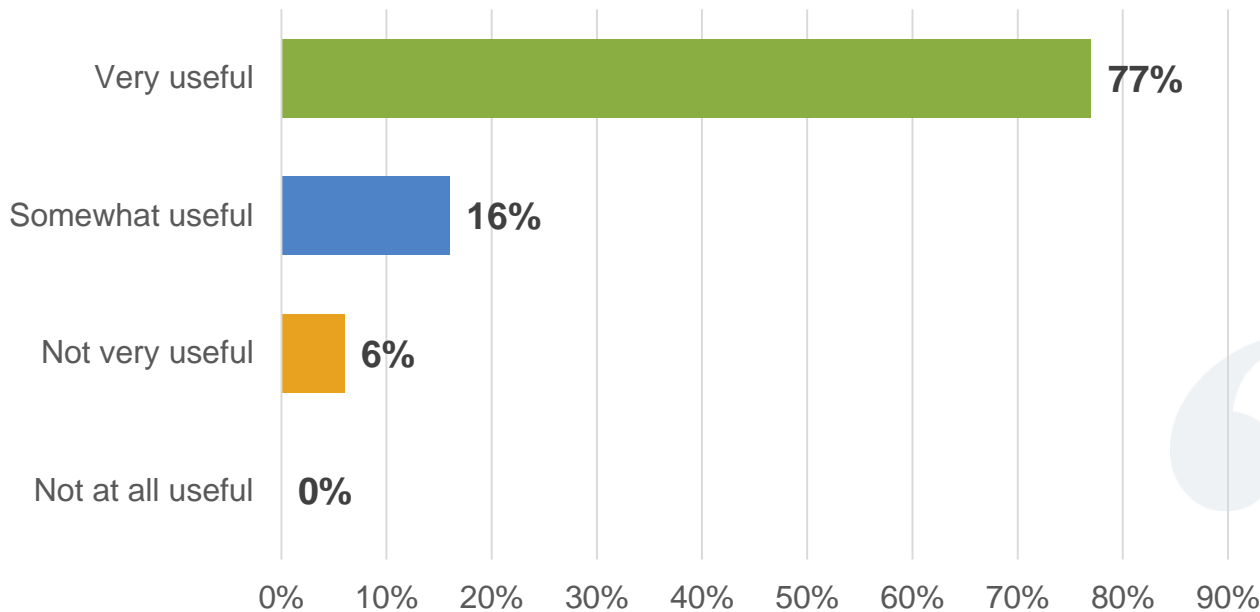
Top 3 Messages

- We offer many payment and billing options. You can pay based on a levelized amount, your fixed income or you can pre-pay.
- Save big this summer by setting your thermostat a few degrees higher. Each degree higher can save about \$80 annually.
- Your dryer uses about 20% of the total power your appliances consume. See how much your dryer usage costs you by filling out an online home profile.

Survey Results

Usefulness

How useful was the information presented?



- **93%** said very or somewhat useful
- **15x** very useful vs not very or not at all

“I love this energy saving program. I use all the tips.”

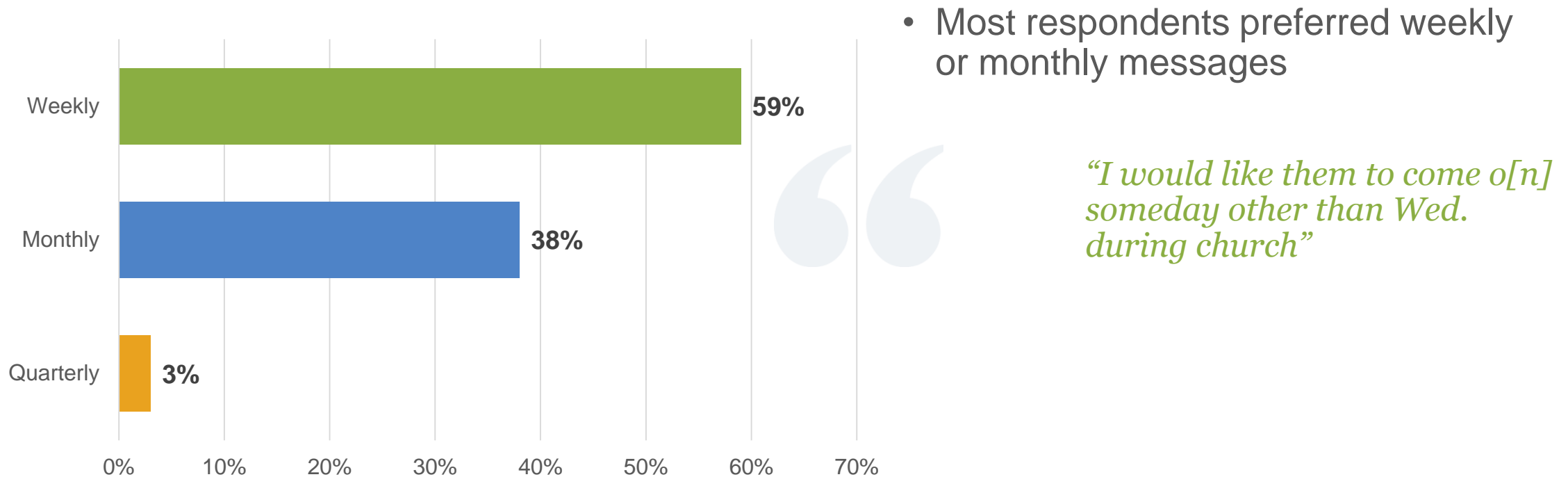
“Insightful...Helpful...No recommendations”

“The information is helpful because it helps when it comes to using the energy in our home more efficiently”

Survey Results

Frequency and Timing of Messages

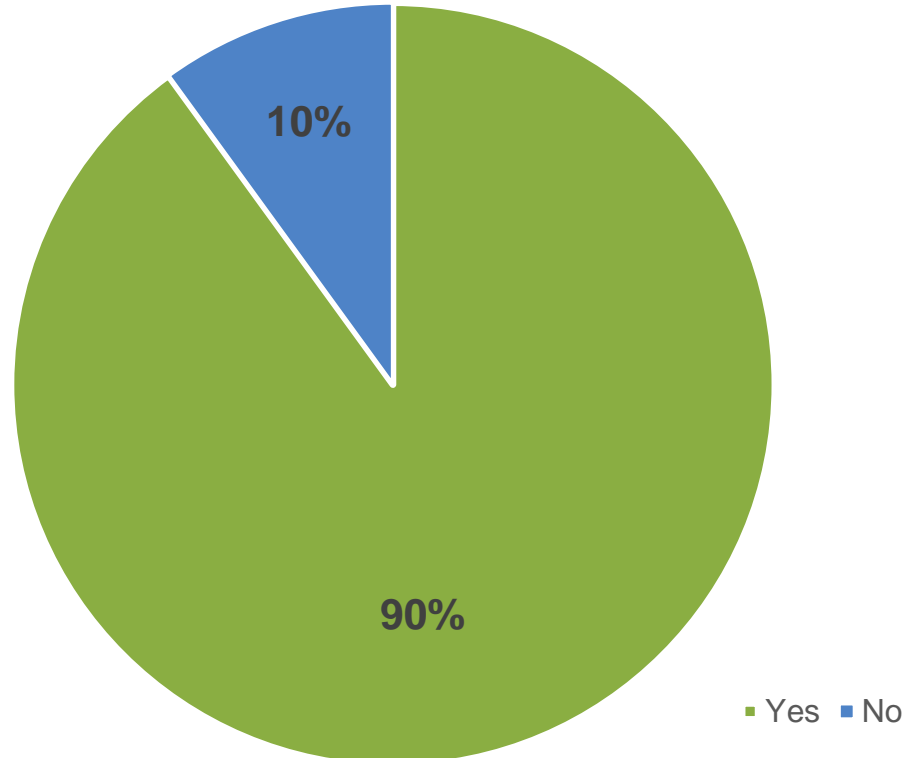
How often would you like to receive a text message with energy saving tips?



Survey Results

Effectiveness

Do you feel this an effective channel for communicating saving tips?



- 90% think text messages are an effective way to engage as customers



“Without having to call or read inserts I get quality information here”

Comment Analysis

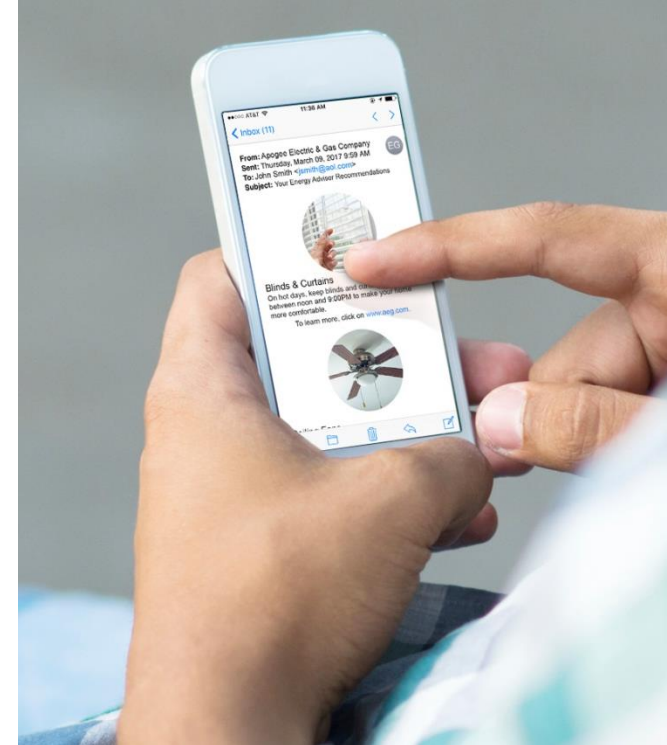
Overall Positive

Without having to call or read inserts I get quality information.
I think it very helpful. The topics have been good. Thank you.
I love this energy saving program. I use all the tips.
Being able to get information 5 Not sure at this time
Not very informative, basic information.
Great tips on to conservative on how to keep the high cost down save energy. Dont change a thing.
Just telling everyone how to save money on energy cost. We feel sometime our meters aren't read right cause our cost are so high??
It a good deal
Love it I have learn a lot thank you for your help
I would like them to come ob someday other than Wed. During church
We like that it keeps us closely connected with our utility. That is priceless.
Very help tips! Thank you!
Nothing right now.
Saves me money, and I really need that.
The information is helpful because it helps when it comes to using the energy in our homes more efficient
At this point i don't have any suggestions. Thank you
Very helpful tips
These are great
Suggest new ways to conserve energy instead of what has been told from past times.
This is very helpful cannot think of any improvement
Insightful... Helpful... No recommendations
Interesting tips



Lessons Learned

- Timing of the message
- Messaging with specific information
- People like the proactive outreach



Are you ready for high bill season?

Contact us:

info@apogee.net

678-684-6801



Coming Soon:

- Webinar: Xcel Energy Case Study
- Conferences:
 - Sept. 20, GMMSCA
 - Sept. 25, AMP/OMEA
 - Oct. 22, Chartwell's EMACS
 - Nov. 4, APPA Connections

Questions and Answers

Contact Information

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Thank
You!