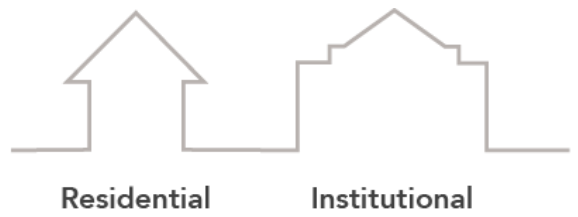
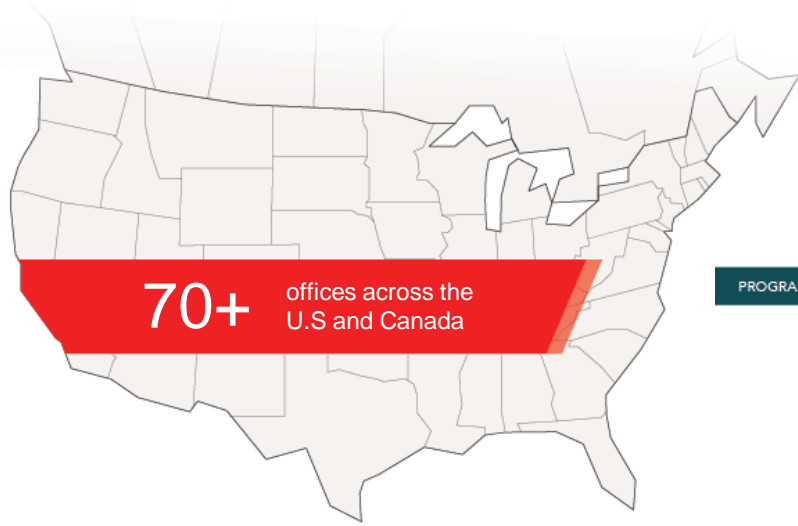


Energy Efficiency Programs Increase Participation By Use of Effective Community Engagement

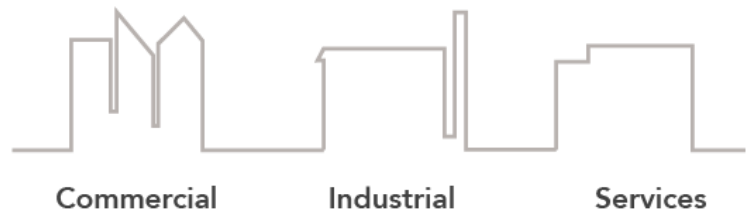
June 20, 2017

We change the way
people use energy™

About Us: Our approach - People First, Buildings Second™





PROGRAM FILING • PLANNING & DESIGN • IMPLEMENTATION • MEASUREMENT & EVALUATION • PILOTS




 **2,500+**
current employees

30,000+
contractor partners

 **490K+**
Rebates processed
annually

 **700+**
active programs

10M+
calls handled annually

 **4,500+**
GWh saved annually

54M+
Therms saved
annually

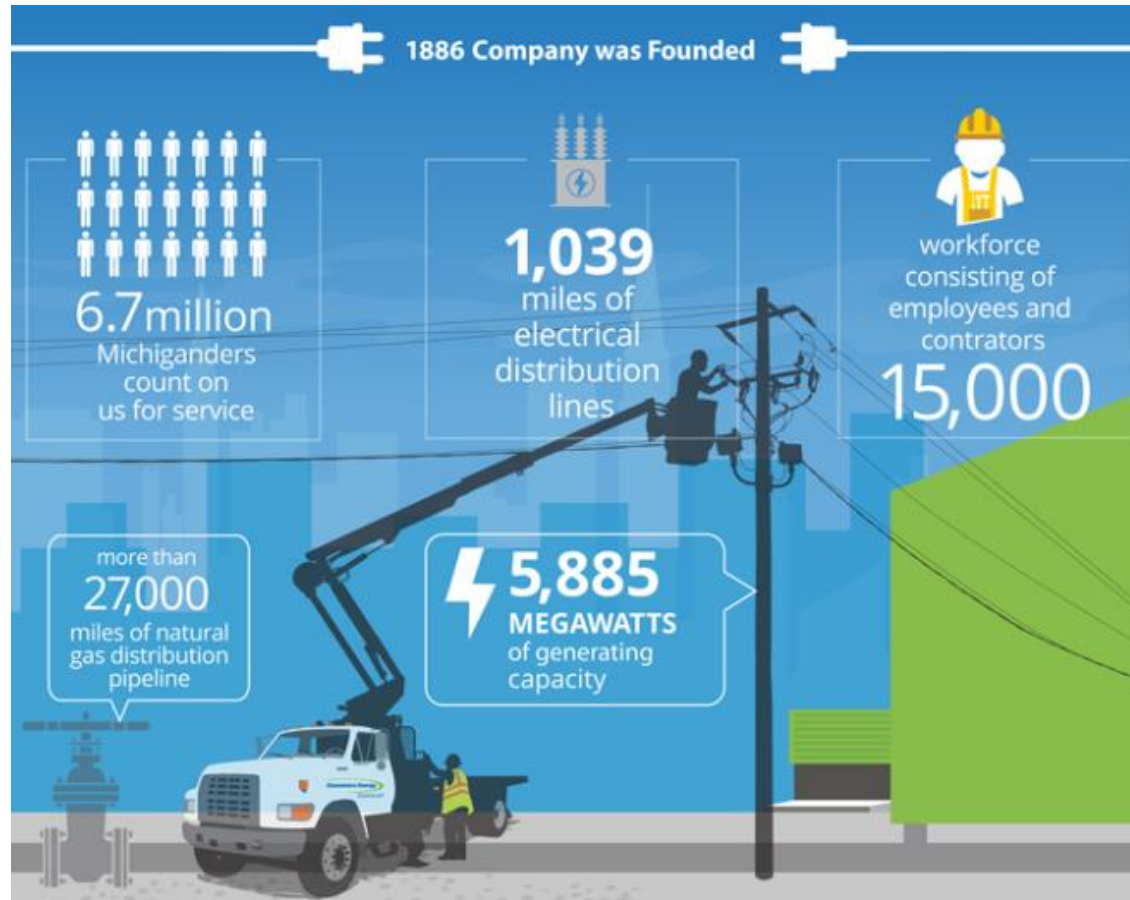
AGENDA



1. Background
 2. Cultivating the approach
 3. The energy efficiency response
 4. Solutions to traditional barriers
 5. Bring it all together by establishing credibility
-

Background

One of the nation's largest dual commodity utilities, providing electric and natural gas service to nearly 6.7 million Michigan residents.



Background

Customer landscape

- Consumers Energy serves 8 of the 10 highest poverty counties in Michigan
- 390,000 customers (15% of residential base) meet low-income qualifications
 - At or below 150% of federal poverty level
- Approximately 140,000 customers default annually with a resulting service disconnection

Convergence of challenges

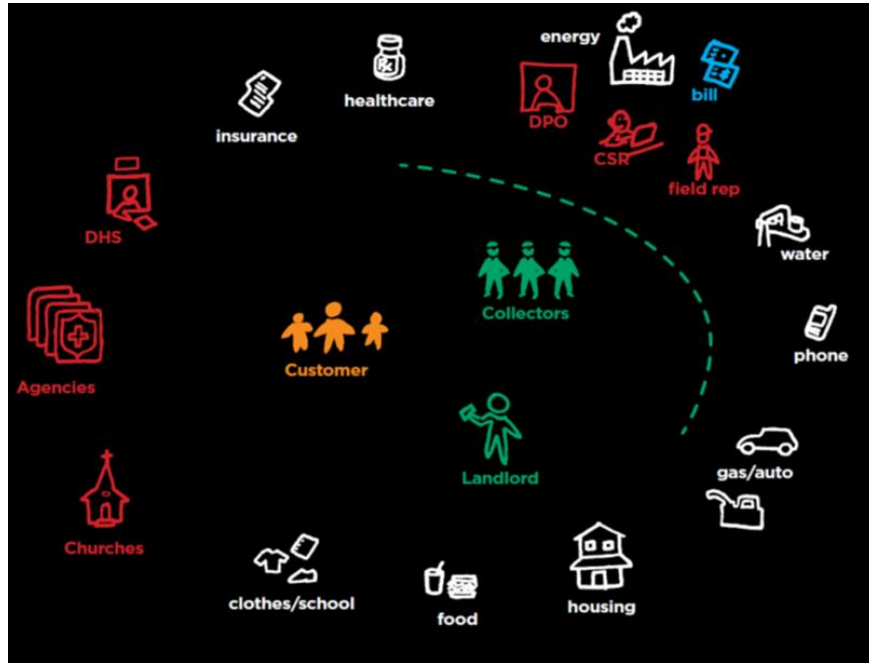
- Rising costs of utility collections & disconnection
- Increasing level of bad debt expense
- Complex & fragmented client assistance network
- Systemic challenges related to limited income households
 - Consumption vs. affordability



Catalyst for Action

Cultivating the approach

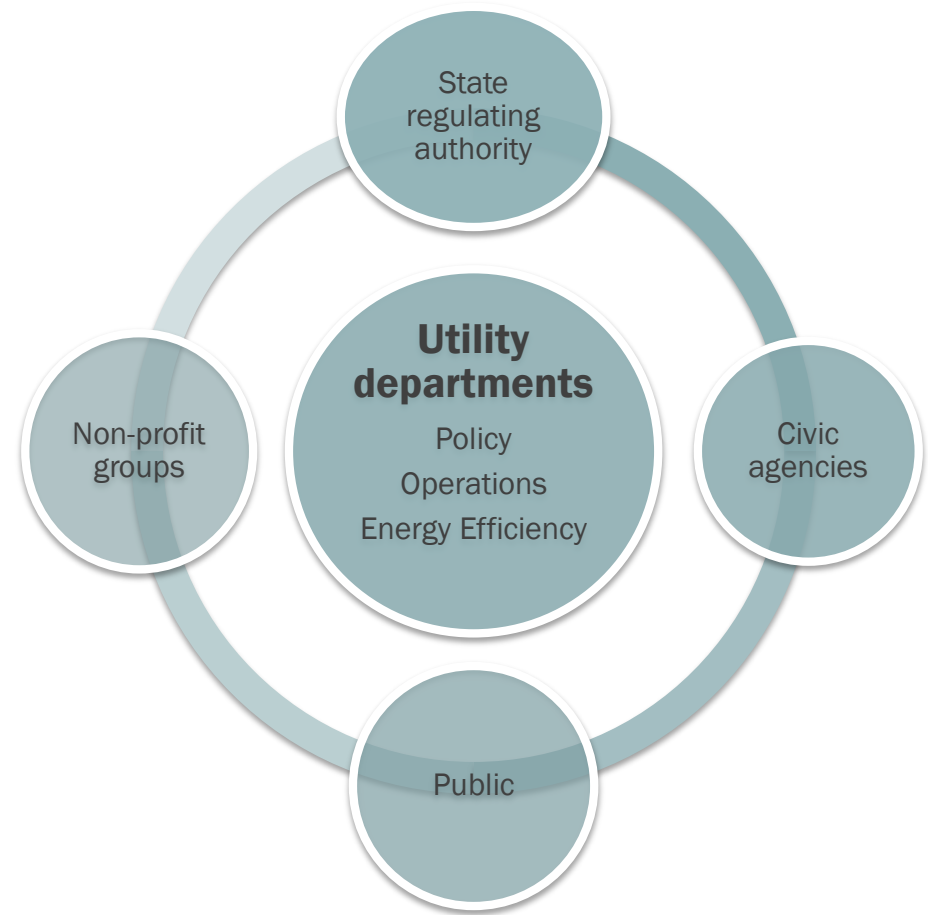
What is the current low-income customer experience?



Program design considerations

- Provide a positive customer experience
- Focus on underserved communities
- Leverage existing communities & human services networks

Key Stakeholders



The energy efficiency response



HELPING NEIGHBORS PROGRAM 

**Empowering Households.
Building Communities.**



**Helping Michigan save energy.
That's our Promise.**



Consumers Energy
Count on Us

- The program serves income-qualified households at or below 200% of the federal poverty level (FPL).
- Program scope of services includes, energy-efficiency installations, home audits, and energy-saving education that are all offered at no cost to participants.
- Several delivery channels are employed to achieve the program savings goals.

Solutions to traditional barriers

Program Barriers	Solutions
Negative perception of the utility and income-qualified programs	Positive program branding to reduce the traditional stigma associated with typical assistance programs
Limited ability to reach and enroll target market customers	Dedicated community outreach staff continuously cultivating relationships and responsive marketing resources
Limited ability to validate eligibility	Utilize online self-scheduling system & categorical eligibility
Limited funding to leverage comprehensive weatherization services	Collaborate with WAP providers and affordable housing organization such as Habitat for Humanity

Reward Initiatives

**EARN UP TO \$4,600
ANNUALLY WITH
AGENCY REWARDS.**



- Offers financial incentives to organizations for scheduling appointments and promoting Helping Neighbors.

The 'Light Up the City' initiative

**LIGHTEN YOUR
ENERGY BILL.
BRIGHTEN
YOUR CITY.**



ConsumersEnergy.com/myhome

- A community outreach effort focused on neighborhood crime prevention.
- A FREE energy-efficient light bulb provided by Consumers Energy is distributed to participating residents.
- The residents are encouraged to turn on their porch light in support of the initiative.

Bring it all together by establishing credibility



COMMUNITY OUTREACH

- Engage community leaders early
- Be active on the neighborhood level
- Establish connections with local agencies to establish referral or collaboration opportunities
- Use earned media and public relations to build brand recognition

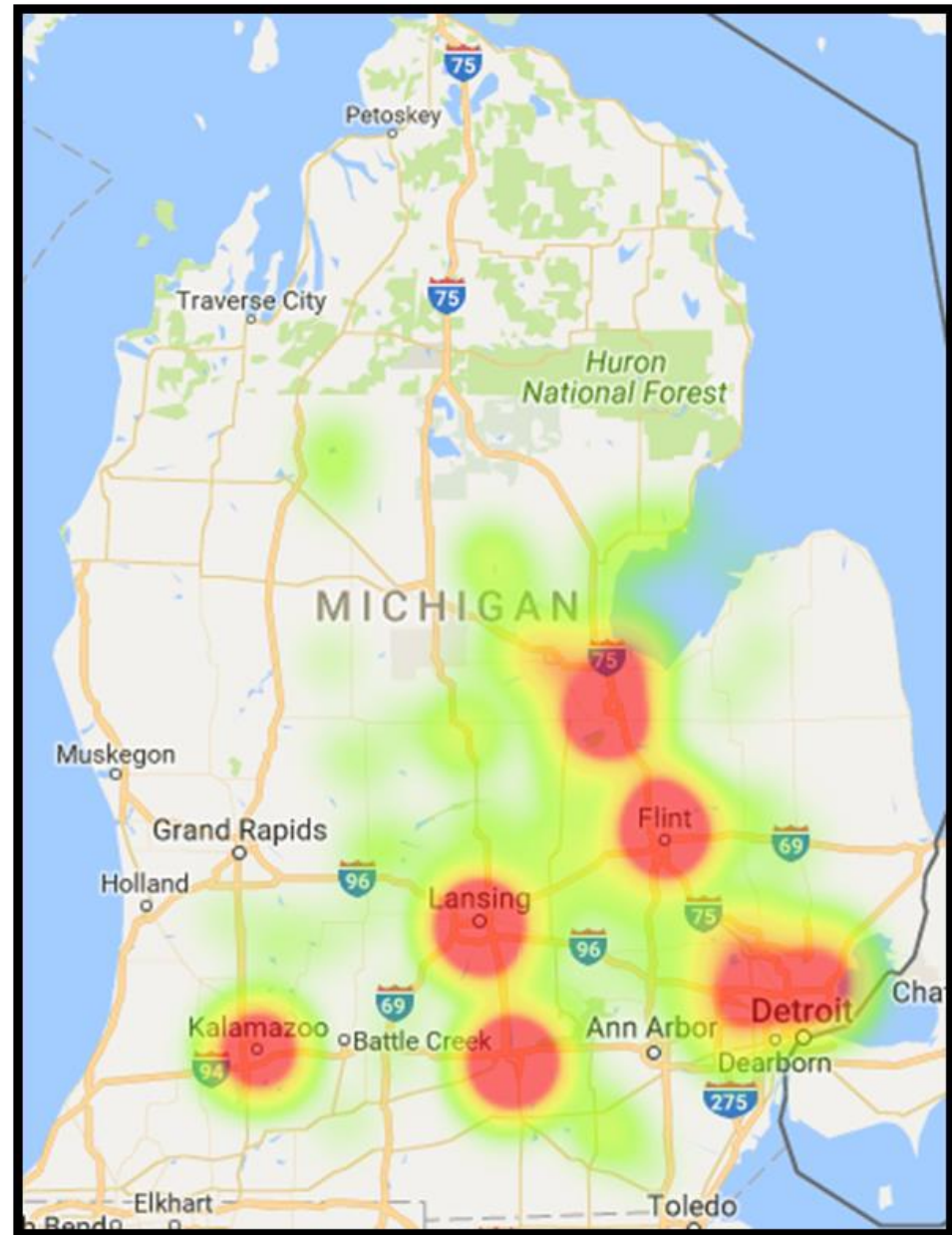


MARKETING

- Geo-target according to census data indicating location of eligible market
- Email marketing
- Flyers
- Post cards
- Hotline/outbound calling
- Presentations
- Digital media campaigns

Highlights From 2016

- 7,600 Unique customer served.
- Electric savings 4,415 MWh
- Natural gas savings 69,963 MCF (6,816 Therms)
- 592 Units of Manufactured Housing served over a four month period
- 414 Furnace Replacements



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Thank you



Questions?