



AD HOC COMMITTEE MEETING #1

COMMUNITY ENGAGEMENT

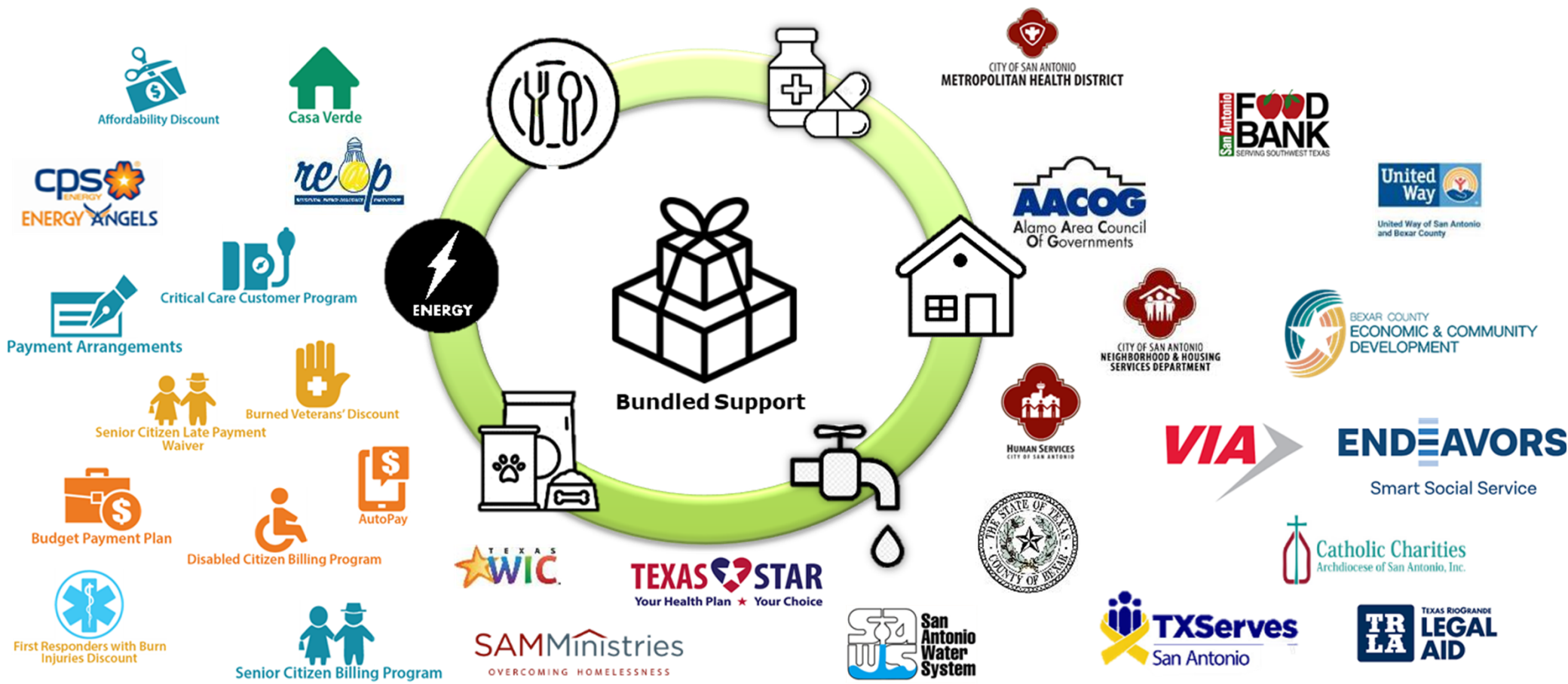
October 12, 2023
Informational Update

AGENDA

- Bundled Care
- Bundled Support
- Customer Segmentation

We do more than supply electric and gas services. We serve our customers by connecting them with our partners to help with all their needs.

BUNDLED CARE



With nearly 15 products and services along with more than 200 agency partners, we take a holistic approach to providing support to our customers with the highest energy burden. Most of our events are conveniently located in neighborhoods with the greatest needs.

BUNDLED SUPPORT



We leverage the customer story and our non-profit partner resources to determine individualized support paths:

- Food insecurity
- Housing affordability
- Healthcare needs
- Utilities affordability...etc



Team members helping customers leverage the many support programs in our community.

Case Sample 1

- \$700 Utility Assistance
- Affordability Discount Program (ADP) Enrollment
- Any Baby Can Support
- Food Bank

Case Sample 2

- \$1,700 Utility Assistance
- ADP (SAWS & CPS Energy) Enrollment
- Critical Care Enrollment
- Casa Verde Weatherization (WX)

Case Sample 3

- \$5,900 Utility Assistance
- ADP Enrollment
- Residential Energy Assistance Partnership (REAP)
- Meals on Wheels

Case Sample 4

- \$1,200 Utility Assistance
- ADP Enrollment
- Appliance Replacements (AACOG)
- Meals on Wheels
- Casa Verde Weatherization (WX)

CUSTOMER SEGMENTATION

PROVIDE RELEVANT & PERSONALIZED EXPERIENCES



GREEN PIONEERS

WILLING TO TRY NEW ENERGY MANAGEMENT TECHNOLOGY



SIMPLY SUSTAINABLE

USE SIMPLE WAYS TO SAVE & INTIMIDATED BY TECHNOLOGY

COMFORT SEEKERS

LEAST ENGAGED WITH SAVING ENERGY & ENERGY-RELATED TECHNOLOGY



TRUSTING TRADITIONALISTS

NOT ABLE TO COMMUNICATE USING TECHNOLOGY



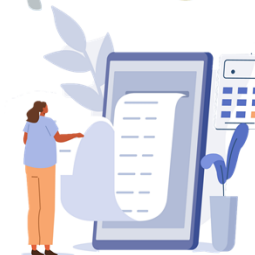
CONNECTED PRAGMATISTS

INTERESTED IN ENERGY-SAVING OFFERS & OPPORTUNITIES



ENERGY BURDENED

SPEND 6% OR MORE OF THEIR INCOME ON ENERGY BILL



By transitioning from viewing our customers as “rate payers” to who they are and what they need, we can improve experiences through targeted communications, products, and services.