

Leveraging Smart Meters to Benefit Low-Income Customers

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Smart meters hold tremendous potential



A large portion of residential homes have AMI/smart meters and that number continues to grow



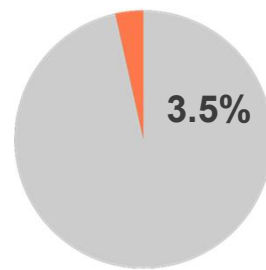
Smart meters are tied to several benefits like operational, financial, and environmental savings



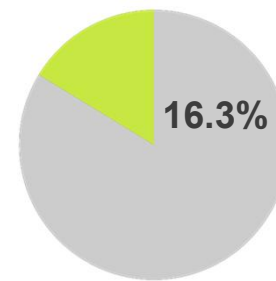
Low-income customers have a lot to gain from these deployments

Low-income customers have a higher energy burden, making energy savings more impactful

Energy spending as a percentage of income¹



Average-income households



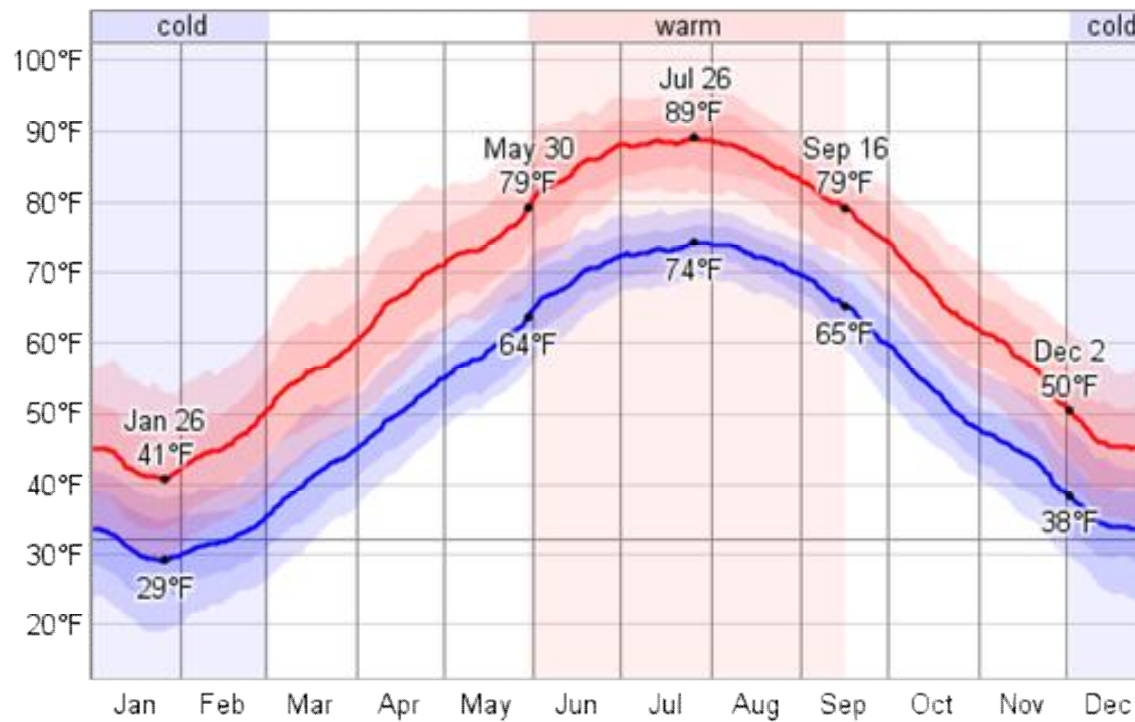
Low-income households

- Energy costs for average and low-income households are similar, but represent a higher burden for low-income consumers
- Low-income and average income households save at similar levels, but the savings impact is much greater for low-income households

¹Oak Ridge National Laboratory, April 2014. "Weatherization Assistance Program Technical Memorandum Background Data and Statistics On Low-Income Energy Use and Burdens". Available at: http://weatherization.ornl.gov/pdfs/ORNLTM2014_133.pdf

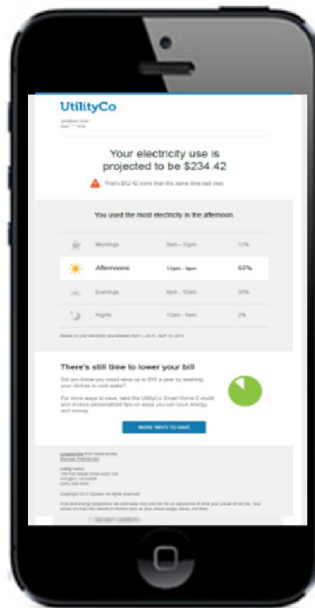
Best Practice #1: Proactively Engage Your Customers

Energy bills can vary greatly from month to month



Average
temperatures in
Baltimore, MD

Alerts prepare customers for high projected bills and budget billing usage increases



UtilityCo
Jonathan Chan
Acct # 1234

Your electricity use is projected to be \$234.42
⚠️ That's \$52.42 more than the same time last year.

You used the most electricity in the afternoon.

Time Period	Usage	Percentage
Mornings (6am - 12pm)	13%	
Afternoons (12pm - 6pm)	65%	
Evenings (6pm - 12am)	20%	
Nights (12am - 6am)	2%	

Based on your electricity use between April 1, 2014 - April 15, 2014

There's still time to lower your bill
Did you know you could save up to \$50 a year by washing your clothes in cold water?
For more ways to save, take the UtilityCo Smart Home E-Audit and receive personalized tips on ways you can save energy and money.

[MORE WAYS TO SAVE](#)

Unsubscribe from these emails
Manage Preferences

Utility name
190 Fort Meyer Drive Suite 123
Arlington, VA 22209
(855) 555-5555

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Cost and energy projections are estimates only and are not an assurance of what your actual bill will be. Your actual bill may vary based on factors such as your actual usage, taxes, and fees.

UtilityCo
MARILY SANITILLI
Acct # 5678

Your electricity use is projected to be 333% higher this billing period
Compared to the same time last year

ⓘ As a budget billing customer, your costs may increase in the future if you use more energy than usual.

You used the most electricity in the morning.

Time Period	Usage	Percentage
Mornings (6am - 12pm)	27%	
Afternoons (12pm - 6pm)	22%	
Evenings (6pm - 12am)	24%	
Nights (12am - 6am)	25%	

Based on your electricity use between February 24, 2015 - March 10, 2015

Learn more about your energy use.

[LOG IN TO START](#)

Unsubscribe from these emails
Manage Preferences

Dispersive Light, 411 7th Ave., Mail-Stop 15-1, Pittsburgh, PA 15219
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* Cost and energy projections are estimates only, not an assurance of what your actual bill will be. Your bill may vary due to factors like your actual usage, taxes, and fees.

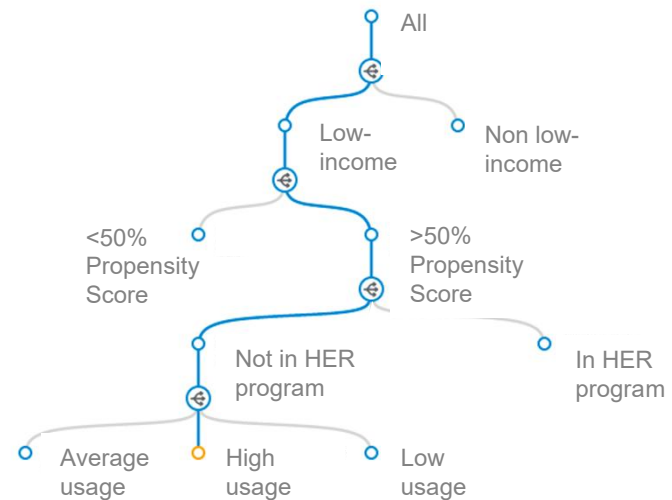
Best Practice #2: Deliver tailored, personalized messaging

Leverage data sources to identify most likely low-income customers and target accordingly

Identify



And Target



Employ messaging that's relevant and actionable



Sign up for the WARM Program

The WARM Program can help you lower your electric bill – and keep your home more comfortable in the winter and summer months.

Customers participating in WARM:

- Receive an in-home energy evaluation
- Work with a trained energy educator to create an energysavings plan
- Have the opportunity to install energy-saving products in your home.

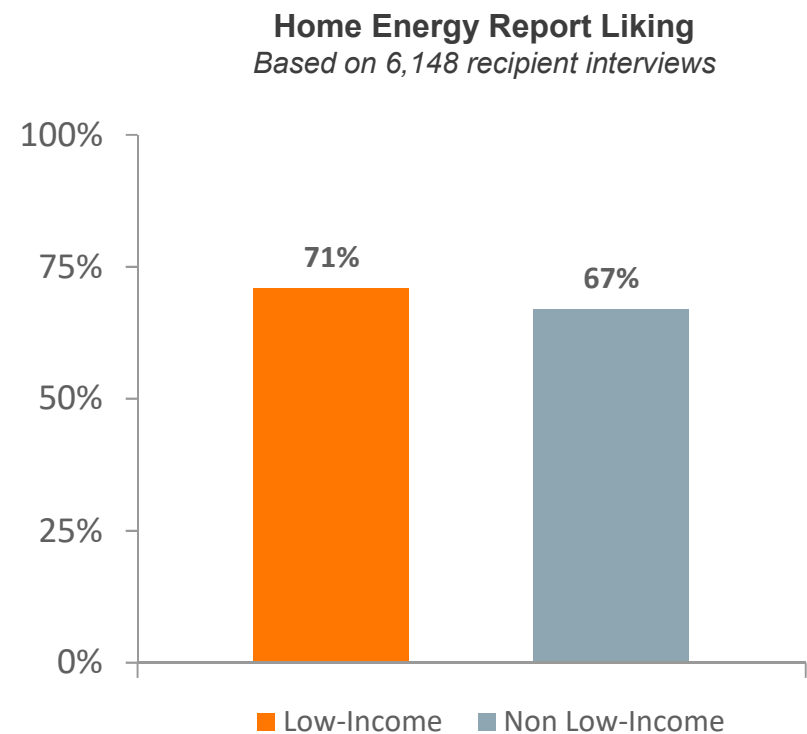
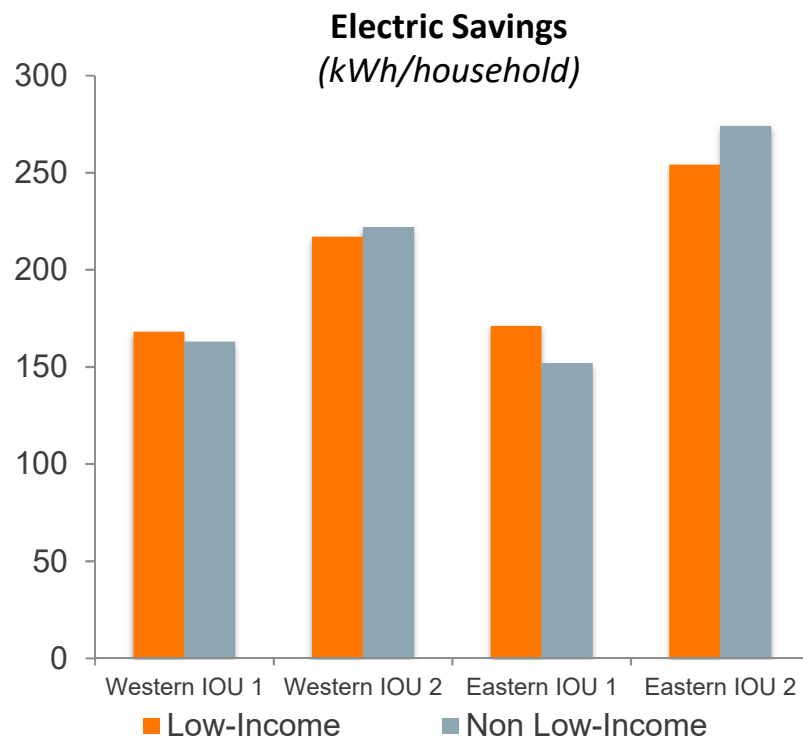


Call for more information on eligibility requirements


1-800-888-8888 www.utilityco.com/WARM

Best Practice #3: Focus on savings and satisfaction

Drive equitable savings and satisfaction across segments



And help customers understand the best options for their behavior patterns



Your Rate Comparison Report

Service ID: 0123456789

For your service at:
1234 Main Street
Any Town, USA 01234

Based on data through 01/01/14

Log into your UtilityCo account to explore your options. www.utilityco.com

*****5-DIGIT 94114

BOB SMITH
1234 MAIN STREET
ANY TOWN, USA 01234
[Barcode]

You may qualify for a lower rate on your energy bill.

As a valued UtilityCo customer, we want to make sure you are on the best rate plan available. Our records show that your home may be eligible for UtilityCo's Utility Discount Program. This report shows how this rate can help keep the stress out of paying your bills by lowering your monthly rate.

Mail in the attached form below or go online to www.utilityco.com/assistance to enroll.

*We used your last year's use to estimate bills. Values only reflect past use and assume no behavior change. Your actual savings may be different. See chart on back of page for additional details.

Flip over for a detailed monthly analysis of your bills after enrolling in the Utility Discount Program. >>

☐ **Yes, I want to start lowering my bills by enrolling in UtilityCo's Utility Discount Program.**

To enroll, please check the box above, sign below and return this tear-off in the enclosed prepaid envelope.

Account Number: 0123456789
Bob Smith
1234 Main Street
Any Town, USA 01234

sign here _____

If you do not wish to receive additional reports with updates on your energy use and money-saving tips, please call 800-555-1234. Note: It will take approximately 4-6 weeks to process your response. The enclosed envelope is for response only. Payments sent in this envelope cannot be processed.

How will my new rate affect my bill?


Here is what your energy bills would have looked like last year on the Utility Discount Program.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
Current Rate	\$100	\$110	\$120	\$130	\$140	\$150	\$160	\$150	\$140	\$130	\$120	\$110	\$1,560
Utility Discount Program	\$80	\$88	\$95	\$104	\$112	\$120	\$128	\$130	\$112	\$104	\$95	\$88	\$1,248

We used your last year's use to estimate bills. Values only reflect past use and assume no behavior change. Your actual savings may be different.


You can save even more on your bills with these simple steps.

1




Doing the laundry?
Hang-dry your laundry instead of putting it in the dryer.

2




Getting ready for work?
Shave a minute off your shower to lower your hot water use.

3



Checking your email?
Sign up for Weekly Energy Breakdowns at: www.utilityco.com/assistance

Enroll today!
Fill out and mail in the attached form on the other side.



www.utilityco.com | 800-555-1234 | UtilityCo@utilityco.com

Questions?

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