

# The Connected Consumer

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PLMA  
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- Backed by leading European and US Venture Capital
- 35+ energy service providers
  - Regulated and de-regulated markets
  - Addressable market of 70 Million HHs
- World class partners
- 190+ Employees
- HQ Boulder, Colorado with offices in Boston and Melbourne



# Step 1: Segment

all consumers are not the same

\* Source: Tendril Consumer Segmentation Study of 1,009 U.S. owner-occupied households, July 2010.

**Energizers**  
22% OOH  
15.8m HH

I am very concerned about the environment and energy security. I focus on doing good for society in general.



**Energizers**  
22% OOH  
15.8m HH

**American Dreams**  
25% OOH  
18.1m HH

I am under financial pressure. I am interested in saving money on my energy bill.



**American Dreams**  
25% OOH  
18.1m HH

**Green Lipstick**  
18% OOH  
13.2m HH

I am willing to adopt green behaviors if it doesn't impact my lifestyle too dramatically.



**Green Lipstick**  
18% OOH  
13.2m HH

**Skeptics**  
34% OOH  
24.7m HH

I'm fine with things the way they are. Don't tell me what to do – prove to me “smart” technology maintains the status quo.



**Skeptics**  
34% OOH  
24.7m HH

# Step 2: Motivate

acquire consumers with creative, targeted marketing



**Managing your monthly energy bill just got easier.**

**TE<sup>N</sup>DRIL™**  
The Power is Yours

**Tucson Electric Power**  
A Southern Company

**The TEP Power Partner Project puts the power in your hands.**

Tucson Electric Power is partnering with Fortis, a leader in energy management software and hardware, to create the TEP Power Partner Project, an initiative that will help you manage your energy usage. We'd like you to join us!

The TEP Power Partner Project is a pilot project that will only be offered to 500 residential customers. This two-year project is designed to help participants better manage their energy usage and help TEP learn ways to improve how electricity is delivered and used throughout our community.

Based on your account history, you have been identified as someone who might be interested in participating in this project.

**Here's how it works.**


We will install a state-of-the-art home energy management system in your home that will let you see your energy usage in real time. This will help you make informed decisions that can result in real savings on your monthly bill. [Learn More](#).

Receive a \$50 gift from us for participating.

Be one of the first to take advantage of this exciting new program and you'll not only receive a free home energy management system valued at up to \$1,000, you will also get a \$50 gift from TEP for completing the program!

Put the power in your hands. Start managing your energy usage and make a difference.

**APPLY NOW!**



**TE<sup>N</sup>DRIL™**  
The Power is Yours

**Tucson Electric Power**  
A Southern Company

HOME | FREQUENTLY ASKED QUESTIONS | CUSTOMER AGREEMENT

**Gain insight and control of your energy usage. Join the TEP Power Partner Project today!**

Sign up now to get a FREE home energy management system that lets you monitor and control your energy usage (a \$1,000 value). This may reduce your peak energy consumption and ensure stable power delivery to you and your community.

**Applying is easy.**

1. Complete the form below and submit your application to the program.
2. Within seven business days from the date of your submittal, you will receive an email confirmation with the status of your application and program eligibility.
3. Upon acceptance, you will receive a call from an approved TEP installer who will schedule a convenient time to install the new home energy management system in your home.

Should you have any additional questions please call us at 1-877-228-0201 or review our [Frequently Asked Questions](#).

**Apply Now!**

**TEP ACCOUNT HOLDER INFORMATION** \*Required information

\* TEP Account number

\* First Name

\* Last Name

\* Address

\* City

\* State

\* Zip

\* Email

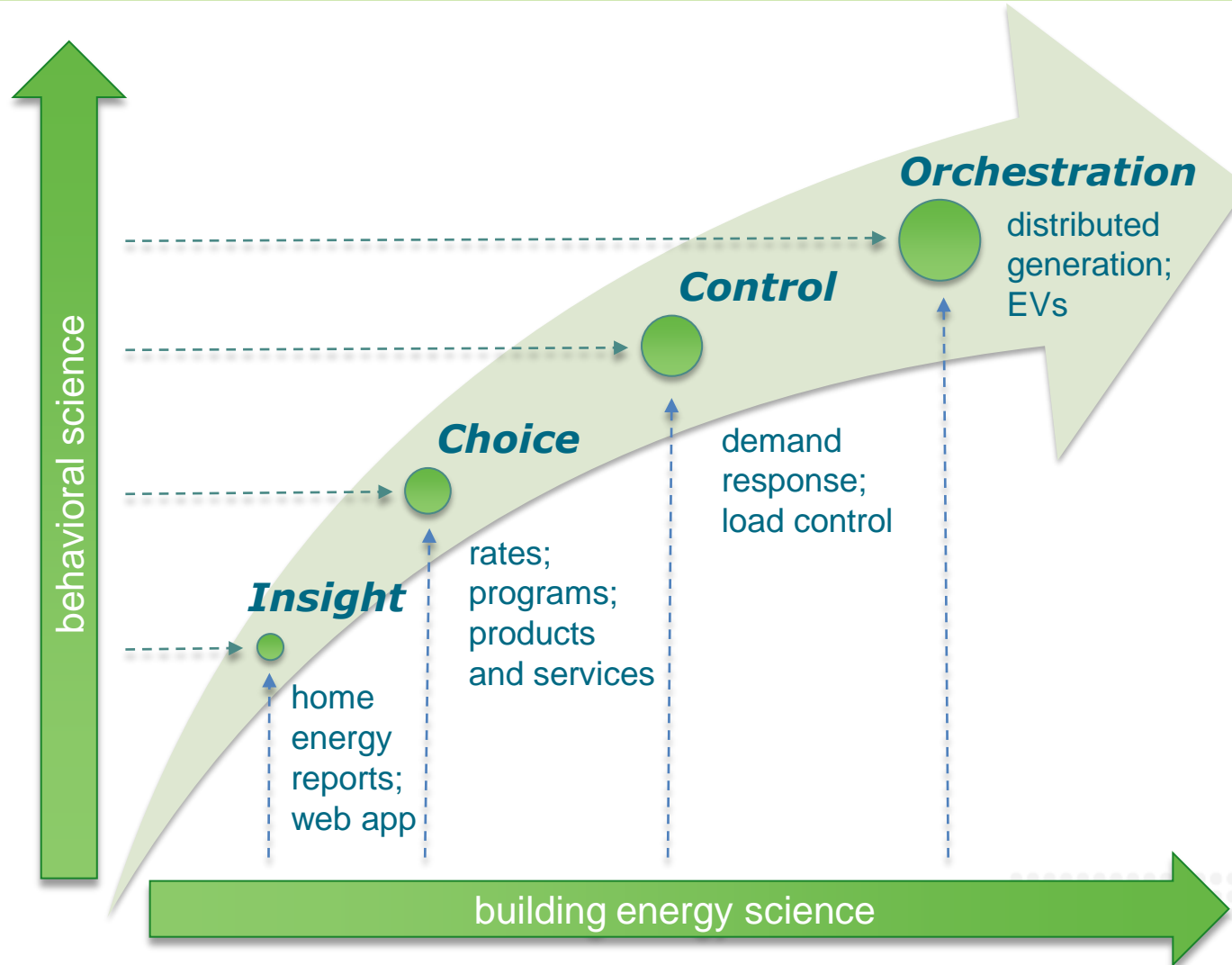
\* Confirm Email

\* Primary Phone Number

Secondary Phone Number

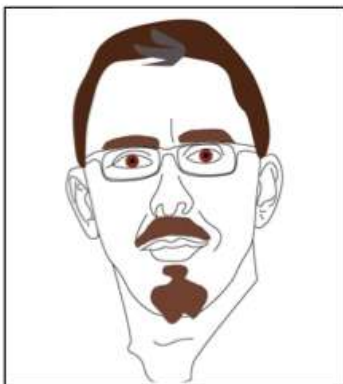
# Step 3: Energize

provide a journey to deeper engagement



# Carl: “Cost conscious blue collar”

## American Dreamer with bouts of Skeptic



Carl is 36, married to Harriet, and has a 12-year old daughter. Carl’s mother-in-law lives in the home with them, and they all moved to the Sacramento area 1 year ago to be closer to their daughter’s new school, where Harriet works part time as a teacher. Carl is in the hotel industry, and often works nights. Their household income is meager, so they do everything possible to save energy that fits in with their lifestyle and is cheap, like using fans, opening windows, and unplugging the drier.



\$\$\$\$  
\$36K



Uniques



I'd like to use as little energy as I can while still maintaining a certain level of comfort in the house, and to keep my bills steady.



SIGN OUT

### Set Your Goal

The key to becoming more energy efficient, reducing waste, and saving money is to set a meaningful goal for yourself.

Energyzize helps you save by:

- Helping you to set a goal and track your progress.
- Giving you personalized recommendations for ways to achieve your goal.

### What energy efficiency goal do you want to set?

Don't worry about getting it right! You can always change your goal later in your Settings.

- |                  |  |  |
|------------------|--|--|
| <b>Easy</b>      | <input type="radio"/> 5% Savings Goal.             | Save about \$159.46 a year.                    |
|                  | <input type="radio"/> 10% Savings Goal.            | Save about \$318.92 a year.                    |
|                  | <input type="radio"/> 15% Savings Goal.            | Save about \$478.39 a year. <b>Recommended</b> |
|                  | <input type="radio"/> 20% Savings Goal.            | Save about \$637.85 a year.                    |
|                  | <input checked="" type="radio"/> 25% Savings Goal. | Save about \$797.31 a year.                    |
| <b>Difficult</b> | <input type="radio"/> 30% Savings Goal.            | Save about \$956.77 a year.                    |

Save & Continue

ENERGY USED YESTERDAY 144.0kWh

OUTSIDE TEMPERATURE 46°

Dashboard

Your Energy Use

Find Ways to Save

Your Pricing Plan

Ask an Expert

### Goal Progress

Your Goal This Month: **\$58**

Your Cost So Far

\$8

Your Projected Cost

\$20

Given your use so far, your projected use for November is LESS than your goal of spending \$58.00 or less. Great Job!  
You can always find more ways to save  
[Edit your goal](#)

### Your Energy Use



Your total cost so far in 2011 is about \$247.10 (1833kWh)

[See your energy use details](#)

### How do you Compare?

Your Use Last Month 151 kWh

Similar Households 165 kWh

ENERGY USED YESTERDAY **144.0kWh**

OUTSIDE TEMPERATURE **46°**

Dashboard

Your Energy Use

**Find Ways to Save**

Your Pricing Plan

Ask an Expert

Find ways to save in

All

Go



Set your CRT monitor to sleep after inactive use  
Save about \$42 a year

- Remove



Set your laptop computer to sleep when inactive  
Save about \$13 a year

+ Add



Use timers on your home entertainment system  
Save about \$39 a year

+ Add



Turn off outdoor lights during the day  
Save about \$72 a year

+ Add



Use task lighting  
Save about \$14 a year

+ Add

Your Checklist

- Install a low flow showerhead \$43
- Use timers on your home computer system \$20
- Use power strips on home entertainment system \$39
- Set your CRT monitor to sleep after inactive use \$42

ENERGY USED YESTERDAY 144.0kWh

OUTSIDE TEMPERATURE 46°

- Dashboard
- Your Energy Use
- Find Ways to Save
- Your Pricing Plan
- Ask an Expert

Back to Actions



## Use task lighting

Save about \$14 a year

Add to your Checklist

### Description

Use task lighting - lighting directed at a specific area - instead of overhead or general lighting. If you light the area that you are working in well, you can light the rest of the room less. The fewer lights you have on, the more energy you can save.

### How-to

Place a lamp near your workspace or study area. Consider buying an LED lamp or bulb, that can provide years of bright lighting, while using very little energy.

### References

### Comments

no comments

Have you done this? Do you have questions for those who have, or for our resident experts?

### Your Checklist

- Install a low flow showerhead \$43
- Use timers on your home computer system \$20
- Use power strips on home entertainment system \$39
- Set your CRT monitor to sleep after inactive use \$42

# Your Community Overview

## Santa Clara County

234 Households Participating  
Average Savings Goal: 11%

Your Savings Goal: 5%

### Total Savings

#### LAST MONTH

\$37,234  
309,123 kWh  
377,838 lbs. CO2

#### ALL TIME

\$37,234  
309,123 kWh  
377,838 lbs. CO2

#### YOUR SAVINGS

\$37,234  
309,123 kWh  
377,838 lbs. CO2

\$37,234  
309,123 kWh  
377,838 lbs. CO2

### Top Savers

#### This Month

% saved compared to last year

1	45 %	username
2	37 %	username
3	25 %	username
4	12 %	username
123	2 %	username

#### All Time

% saved compared to last year

1	49 %	username
2	32 %	username
3	22 %	username
4	16 %	username
123	2 %	username

### Weekly Challenge

Turn off the lights in your living room.  
How many things are still illuminated?

Why it matters

1-2 2-3 4 or more

### Top Point Earners

Ranked for the last 7 30 days

1	160 pts.	username
2	148 pts.	username
3	137 pts.	username
4	133 pts.	username
5	116 pts.	username
123	2 %	username

This information is updated daily.

[How is this calculated?](#)

Have a specific question about your energy consumption? We love answering your questions!



[Ask An Expert](#)

Got a tip on how to save? Share it with your neighbors!

[Suggest A Tip](#)

**CURRENT USE 0.1 kW**

\$0.02 per hour at current Off-Peak RATE until Tuesday 4 PM

**YOUR THERMOSTAT 78°**  

current temp 68° inside | 46° outside

**APPLIANCES**



[CONTROL DEVICES](#)

[Dashboard](#)

[Your Energy Use](#)

[Find Ways to Save](#)

[Your Pricing Plan](#)

[Ask an Expert](#)

## Your Pricing Plan

### Pricing Schedule for Western Regional TOU Rate

#### Off-Peak

16.0¢ per kWh

Weekdays from: 12 AM - 4 PM  
8 PM - 12 AM

Weekends

Holidays 12 AM - 12 AM

#### Peak

24.0¢ per kWh

Weekdays from: 4 PM - 8 PM

CLOSE DEVICES

### Set Point Thermostat Control



Enable Rule

When the kWh cost is equal to or above:

24¢

Set Thermostat to:

65°

Set Thermostat to:

75°

When Below this return to:

70°

70°

Heating Mode

Cooling Mode

Saved

### Control Your Smart Outlet or LCS

Turn off appliance when cost of electricity is at or exceeds:

Smart Outlet 1 (001db7000002cb4a)  
House Fan

OFF ON

Enable Rule

16¢

Saved

LCS (001db7000002d28b)  
Lamp LCS

OFF ON

Enable Rule

16¢

Saved

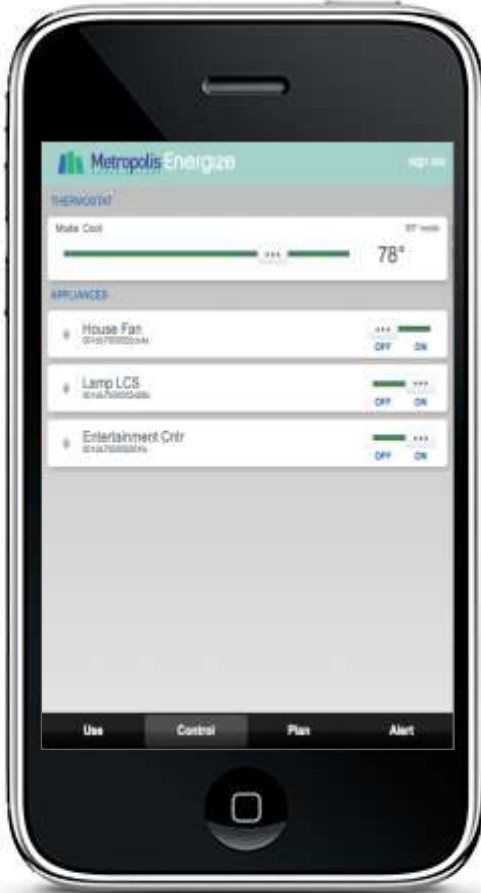
Smart Outlet 3 (001db700000261fc)  
Entertainment Cntr

OFF ON

Enable Rule

20¢

Saved





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