

TALE OF TWO PROGRAM DELIVERY MODELS

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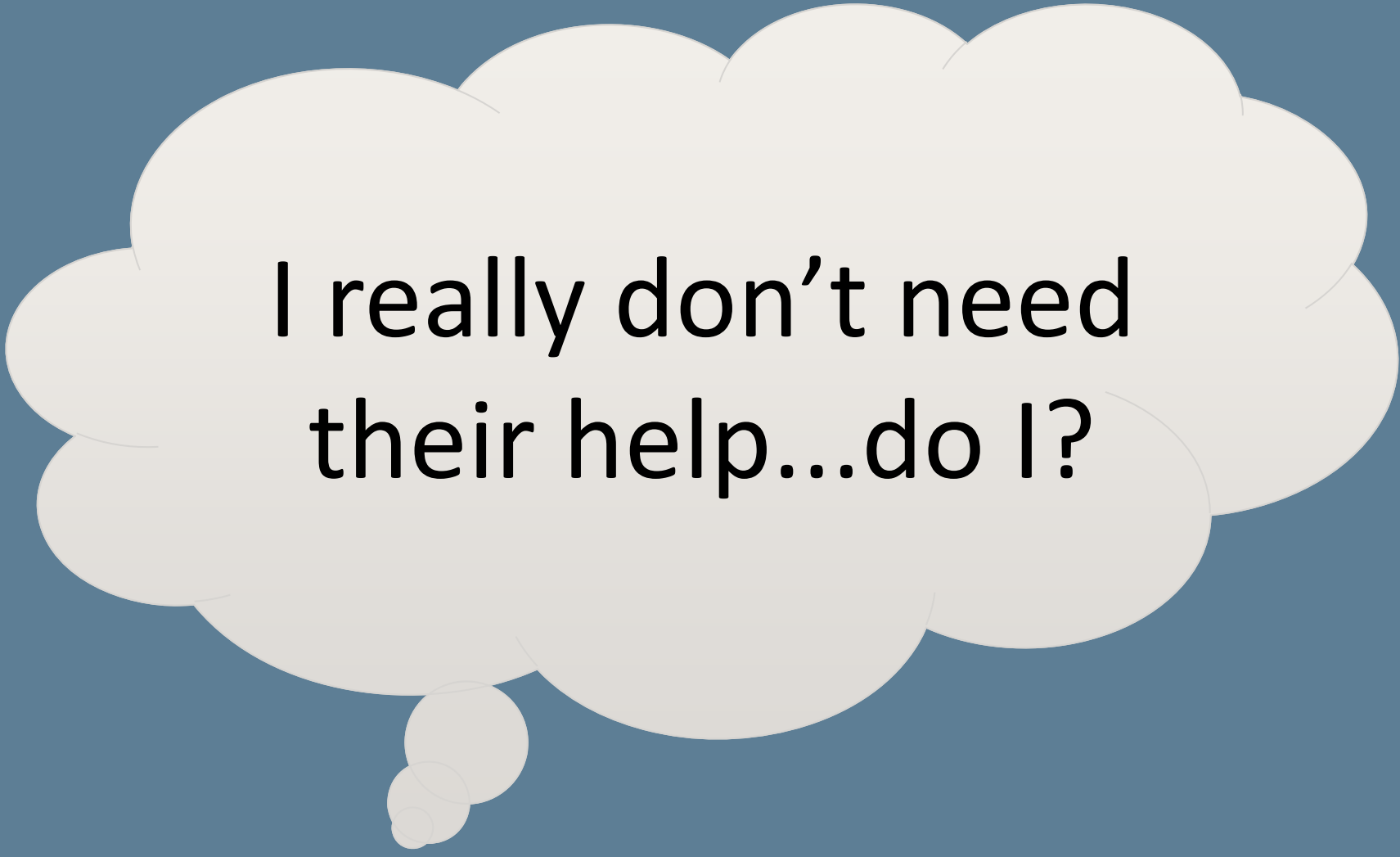


WHEN *Experience* MATTERS

PURPOSE OF PRESENTATION

Outline two methods of program delivery (*there are many more*) considering the following:

- Utility Motivation
- Budget Considerations
- Types of Customers you
- Marketing of the Program



I really don't need
their help...do I?

PROGRAM DELIVERED BENEFITS

- Field staff are comprehensive in what they look at while at a building
- Field staff can install equipment such as LEDs or faucet aerators while onsite
- Program staff are unbiased and keep the customers best interests in mind
- Program staff know the program rules and qualifying equipment
- Applications provided by field staff are often more accurate

PROGRAM DELIVERED LONG TERM BENEFITS

- Program staff serve as a consistent single point of contact for customers
- Create long term relationships with utility customers
- Program rules are easier to enforce with internal staff
- Outreach can be done with a targeted approach

PROGRAM DELIVERED DRAWBACKS

- Program staff time is expensive
- Timeliness to complete a report and then yield a completed project after an audit
- Limited utility coverage
- Customer equity
- Inaccurate cost estimations – rely heavily on a Trade Ally

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He is NOT motivated
by saving energy

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TRADE ALLY DELIVERED BENEFITS

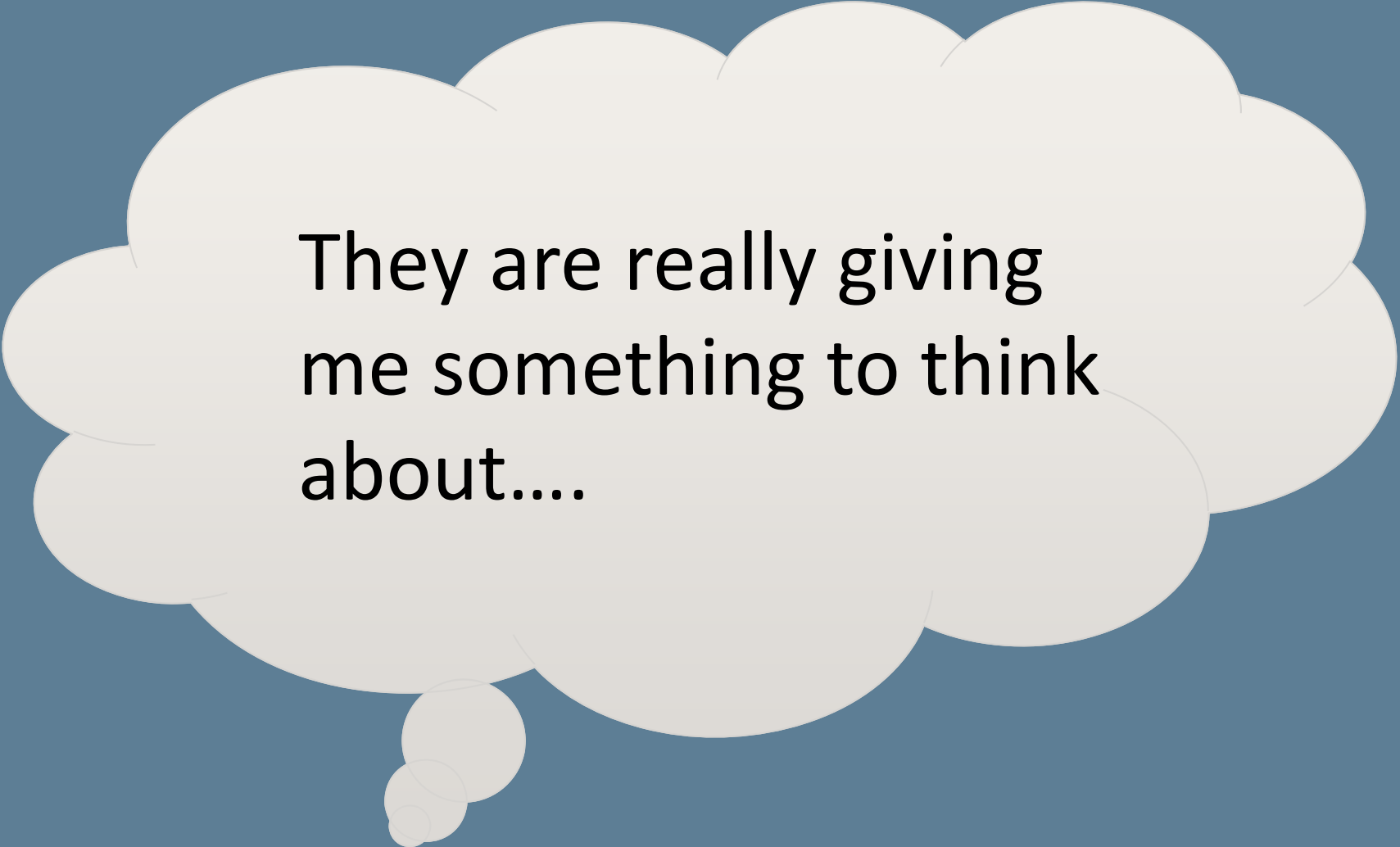
- Stimulate the local economy
- Larger geographic coverage
- Marketing cost are minimized
- Projects involving a Trade Ally complete faster
- Some Trade Allies can assist with financing a project

TRADE ALLY DELIVERED DRAWBACKS

- Incomplete Applications
- Non-qualified Products are installed
- Ineligible customers are promised services or program dollars
- Overstated savings estimates

TRADE ALLY CUSTOMER DRAWBACKS

- Silo savings – lighting vs. HVAC vs. other technologies
- Best solutions/interest for the customer
- Consistency of customer experience
- Budget throttle – the dreaded customer wait list
- Potential for underserved customers to remain underserved



They are really giving
me something to think
about....

So Alan....
What direction
are you going
to go?

FINAL ROUND

- Consistency in customer delivery
- Ability to throttle program budget
- Comprehensive savings assessment
- Accuracy in applications and savings expectations
- Long term customer relationship and pipeline development
- Position utility as an energy partner
- Motivated to sell projects
- Experience of Trade Allies
- Motivated to complete projects quickly
- Simulates the local economy
- Reduction in marketing to end-use customers
- Doesn't disrupt existing relationships

Combine the BEST and deal with the REST



WHEN *Experience* MATTERS

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