

# PRODUCTS, SERVICES & PROGRAMS

## INDUSTRY UPDATE

*News and analysis on utility products, services and programs; marketing; and communications*

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## Industry seeing huge renaissance in energy efficiency

It is the year of energy efficiency. More utilities are launching new energy efficiency programs, more customers are participating in them, and energy efficiency has become a recurring headline in the popular media. New state and federal guidelines are here or looming, public service commissions are jumping on the bandwagon, climate change is near the top of the list of the nation's concerns, and utilities are front and center, by choice or not.

In Chartwell's 15-year history of tracking utility products, services and programs, never before has energy efficiency seen devoted to it so much time, effort, money and new technology from such a broad swath of utility departments. From resource planning to environmental departments, from metering to customer service, from public relations to marketing, from program management all the way up to the top brass – energy efficiency has become part of just about everyone's jobs.

Just this past six months have seen huge new initiatives proposed or launched by utilities like **Exelon, Duke Energy, Progress Energy, Puget Sound Energy, Tampa Electric, PSE&G, Ameren, AEP, Central Hudson Gas & Electric, Public Service of New Mexico, and Florida Power & Light**, just to name a few.

### ComEd could save more than 1.2 million MWh

Illinois utilities were required to develop efficiency programs by 2007 legislation. The law requires **Ameren's** Illinois utilities and **Commonwealth Edison** to cut electricity demand by 0.2% a year through 2015 via efficiency and demand response programs. The efficiency programs will include discounts on energy-efficient light bulbs and help replacing older, inefficient appliances. The utilities can recover some costs through a surcharge on bills.

ComEd received Illinois Commerce Commission (ICC) approval of a new portfolio of energy efficiency measures that could save customers \$155 million during the program's lifetime. If three-year targets are met, ComEd customers would reduce their electricity consumption by a cumulative amount of about 1.2 million MWh. These programs could place ComEd among the top three utilities in the nation within a few years, in terms of annual electricity savings achieved through energy efficiency, according to the utility.

With a target of reducing electric usage 2% by 2015, the programs that will launch beginning in June include:

- Residential Lighting – instant incentives when they purchase compact fluorescent lamps (CFLs) and qualifying specialty lamps.

- Appliance Recycling – financial incentives for turning in inefficient air conditioners and secondary refrigerators and freezers.
- Residential Multi-Family “All-Electric” Sweep – incentives to contractors to install electricity-saving measures in apartment and condominium units that use electricity for heating. These measures could include new hot water heater wraps, pipe insulation, low-flow showerheads, CFLs, and high-efficiency clothes washers and dryers in common areas.
- Nature First Demand Response – ComEd will increase participation in this residential central A/C cycling program. More than 55,000 customers currently are enrolled and receiving bill credits up to \$10 per month in the four summer months.
- Commercial and Industrial Prescriptive Incentives – incentives on a menu of pre-approved, environmentally friendly lighting, motors, HVAC equipment and chillers.
- Commercial and Industrial Custom Incentives – Businesses would apply for incentives for more complex projects, such as industrial processes, that provide energy efficiency savings. Applications would show an estimate of proposed savings and require a ComEd engineering review.

In addition, ComEd launched its yearlong 12 Ways to Green campaign to raise awareness about energy efficiency and other environmental initiatives. Twelve Ways to Green educates customers on ways they can conserve energy, save money and benefit the environment. About once a month, ComEd will launch new environmental initiatives through the media, in customer newsletters and at [www.ComEdCARE.com](http://www.ComEdCARE.com). The effort is part of a comprehensive environmental strategy to reduce greenhouse gas emissions and the carbon footprint of Exelon, its subsidiaries and customers. If ComEd customers follow the 12 Ways to Green, they could reduce their annual carbon footprint by about 4,000 pounds each.

### **Ameren proposes new gas programs; full steam ahead on electric**

**Ameren Illinois Utilities’** comprehensive electric energy efficiency plan was approved by the ICC on Feb. 6, 2008.

Now Ameren in Illinois has filed with the ICC an energy efficiency plan designed to help customers reduce their natural gas usage. The plan proposes incentives for residential customers to install high-efficiency furnaces, automatic programmable thermostats, water heater and hot water pipe insulation, wall insulation, and low-emissivity double-pane windows. There also will be programs for low-income customers and incentives for apartment-building owners and commercial customers. Ameren Illinois estimates the efforts will reduce natural gas usage by an amount sufficient to serve about 1,400 single family homes for a year by the end of the first year, 2,800 single family homes by the end of year two, and 4,200 homes by the end of year three. The energy efficiency programs will be funded by a small ICC-approved charge that will appear on customer bills. For a residential customer using 750 therms per year, this charge averages about 36 cents per month. “Customers who improve their energy efficiency at home or at their businesses can anticipate savings well in excess of this small charge,” the utility says.

Ameren’s Missouri utility, St. Louis-based **AmerenUE**, on Feb. 5 proposed quadrupling annual spending on efficiency programs to \$56 million by 2016 to slow the rate of electricity demand growth, according to the *St. Louis Post-Dispatch*. The utility will spend \$14 million this year and plans to ramp up its investment over the next eight years, according to the newspaper. AmerenUE’s goal is to reduce energy demand growth by about 25%, or 540 MW, by 2025. Absent those efforts, demand in the utility’s service area is estimated to rise by 2,000 MW – the equivalent of two midsize power plants, the article says.

## Dominion Virginia Power launching tests

**Dominion Virginia Power** will launch its recently approved energy conservation test programs by mailing about 200,000 letters to homes across its service territory seeking 4,550 customers willing to take part in the by-invitation-only tests. Each of four pilot programs will involve 1,000 residential customers. They will:

- cycle central heating and air conditioning units during peak-demand times;
- inform consumers about their real-time energy consumption patterns;
- promote programmable thermostats that allow customers to control their use of electricity; and
- educate customers about the value of reducing energy use during peak-use times.

In addition, Dominion Virginia Power will offer free energy audits and energy efficiency kits to 150 existing residential customers, 100 Energy Star new homes, and 50 small commercial customers. The utility will provide 250 new homes with energy efficiency welcome kits that include CFLs. The pilots also include incentives for commercial customers to reduce load during periods of peak demand by running their generators to produce up to 100 MW of electricity in addition to existing Dominion options in which C&I customers already reduce demand by more than 300 MW during peak-demand periods.

Dominion will continue to offer CFLs at discounted prices in 2008 and 2009. The discount program, offered in association with The Home Depot, has been a success with 568,822 bulbs sold in the fourth quarter of 2007. Dominion increased the 2008 and 2009 CFL sales goal to 2.25 million each year, for a three-year total of more than 5 million bulbs, up from an initial target of 1.4 million bulbs.

## More from Duke – getting closer to approval in S.C.

**Duke Energy** already has made a big splash in its announcement of its proposed save-a-watt program, which was covered in *The New York Times* and *U.S. News & World Report*.

Now the company says it plans to pursue new, aggressive energy efficiency targets of 1% of ongoing retail electricity sales by 2015 in its five-state region upon approval of its save-a-watt initiative. To insure success in meeting this savings target, Duke will devote about 5% of its energy efficiency program expenditures toward strong evaluation, measurement and verification protocols and practices. An advisory committee will be formed to review Duke's progress in achieving its energy efficiency goals. Duke made these commitments to win support for save-a-watt from the Alliance to Save Energy, the American Council for an Energy-Efficient Economy and the Energy Future Coalition, which now say they endorse the initiative – but not the pricing model, which they say should be left for state regulators to determine. The full agreement among these organizations is available for public view at: [www.ase.org/uploaded\\_files/temp/save-a-watt/saw\\_support\\_statement.pdf](http://www.ase.org/uploaded_files/temp/save-a-watt/saw_support_statement.pdf).

Duke filed save-a-watt plans in North Carolina, South Carolina and Indiana and plans to make similar filings in Ohio and Kentucky later this year. The energy company settled differences with some opponents in South Carolina, clearing the way for approval by the S.C. Public Service Commission, according to the *Charlotte Observer*. Wal-Mart, the Office of Regulatory Staff and others came to a compromise with Duke that would allow the energy company to charge customers 85% of what it would have cost the company to produce the electricity that it saves through save-a-watt – rather than the 90% it initially proposed. Opposition is still strong from some consumer groups, because, the newspaper says, “The proposed pricing method ... would allow Duke to recoup lost revenue and profit from helping customers use less electricity each month. ... Duke, in effect, would charge customers the cost of power plants it doesn't have to build because it successfully saved that much energy. ... They say Duke's save-a-watt profit margin would be too large.”

In addition, the newspaper reports that some aspects of the program would be involuntary, such as an air-conditioner cycling program to reduce peak demand. "About 185,000 customers in the Carolinas currently volunteer for a similar program in exchange for an \$8 monthly break in the summer. But under save-a-watt, the installed smart meters would allow the company to enroll everyone automatically. And those who opt out would have to pay extra," the *Observer* says.

### **Four large utilities launch online energy audits**

A lot easier to implement than a far-reaching energy efficiency compensation plan like Duke's, the online energy audit is becoming widespread within the utility industry. In the first two weeks of February alone, four more large IOUs launched online energy audits and calculators to help customers identify areas in their homes or businesses where they can make energy-efficient improvements.

**PECO** and **El Paso Electric** expanded their Web sites with tools from Apogee Interactive. PECO included a new series of Web-based calculators that allow customers to see specific environmental and energy impacts of their household energy choices. In addition to the usual lighting and appliance calculators, PECO added Apogee's Setback Thermostat Calculator and Paperless Billing Calculator. All the calculators tie customer actions to their carbon footprint, stating, for example, that by paying bills online a household can avoid the equivalent of five pounds of CO<sub>2</sub> each year. "We want our customers to know the energy saving opportunities and related environmental benefits by taking just one or two simple actions around the home," says Frank Jiruska, director of energy and marketing services for PECO.

El Paso Electric added Apogee's HomeEnergySuite customized to address West Texas' unique weather, evaporative air conditioning, swimming pools and spas. The suite includes home energy and lighting/appliance calculators and an interactive cut-away house.

**DTE Energy** and **Dominion Virginia Power** each added energy analyzers from Aclara Software (formerly Nexus Energy Software). DTE's goal was to provide advice on how to save money specific to each customer's home. MyEnergy Analyzer includes both a bill-analyzing tool and an energy efficiency tool. In addition to identifying factors that cause energy bills to go up or down, it allows customers to compare bills and see their billing history.

Dominion's new home and business energy calculators allow customers to create a profile of their current energy use and discover ways to make better energy decisions. In addition to the information entered by each user, the calculators are programmed with Dominion's current electric rates and adjusts by Zip code for regional weather patterns.

### **State legislatures getting involved**

A bill to allow utilities to recover some of the profits they lose when customers buy less electricity because of energy efficiency programs was approved in New Mexico's House and Senate and expected to be signed by the governor. Eight states already have passed legislation mandating incentives to utilities: Arizona, California, Connecticut, Massachusetts, Minnesota, Nevada, Rhode Island and Vermont.

The New Mexico bill is based on the premise that the current rate structure discourages utilities from pushing energy efficiency and conservation, according to the *Albuquerque Journal*. The bill sets new standards to achieve at least 5% energy efficiency savings from 2005 electricity sales by 2014 and 10% percent by 2020, and adds that public utilities shall "have the option of recovering its prudent and reasonable costs along with commission-approved incentives for demand-side resources and load management programs." The bill

would require the commission to identify and remove regulatory disincentives or barriers and provide utilities an opportunity to earn a profit on cost-effective energy efficient and load management resource development.

Energy companies have proposed several plans to allow them to recover all or most of the lost revenue. According to the *Albuquerque Journal*:

**“El Paso Electric** proposes to figure monthly how much money each rate class is saving through energy efficiency programs, then recover a portion of that through a rate surcharge. **Southwestern Public Service** proposes to recover the lost revenues through a shared savings program. The company would figure how much per year the company and customers save through energy efficiency. It would then add 15% of that to its proposed rate surcharge for energy efficiency.

“Mary Homan, **Public Service of New Mexico’s** manager of regulatory affairs, said her company welcomes a PRC investigation of the incentives. ‘We certainly are interested in finally getting a handle on what the PRC wants (in terms of incentive proposals),’ she said.

“Environmental groups also are willing to look at the issue. ‘It’s great that the commission is finally talking about a business case for energy efficiency,’ said Tom Singer, senior policy analyst for the Natural Resources Defense Council.

“Gail Ryba, director of the Coalition for Clean Affordable Energy, said it was ‘about time’ the commission took up the issue. ‘We continue to allow utilities to get a profit for the development of coal plants. Which do we prefer, new coal plants or energy efficiency?’ she asked.

“Peter Gould of the New Mexico Industrial Energy Consumer said the group hasn’t take a position. ‘We’ll ... look at anything they bring forward,’ he said. ‘In general, we’re not in favor of giving incentives to utilities for doing what they should be doing anyway,’ he said.”

## Products, Services & Programs News

### Results from residential real-time pricing program look promising

ComEd’s Residential Real-Time Pricing (RRTP) program was ramped up in January 2007 to study the viability of hourly pricing on a large scale. (See Chartwell’s report *Marketing and Communicating Demand Response* at [www.energylibrary.com/energylibrary/docstore/index.cfm?show=1628&app\\_id=21](http://www.energylibrary.com/energylibrary/docstore/index.cfm?show=1628&app_id=21).)

The results from the first year are in, and the majority of customers who participated in the program for all 12 months experienced annual savings of 7% to 12% compared to the regular fixed rate, according to the utility. About 95% of the 3,300 customers that actively participated last year paid less than customers on a fixed rate.

ComEd was the first utility in the nation to offer an hourly pricing program to all residential customers. Enrollment in the program requires ComEd to install an electric meter capable of measuring and recording electric usage in 30-minute intervals. RRTP participants are billed for the electricity they consume based on hourly wholesale market prices. They have access to hourly pricing information via the Internet and pricing alerts via text messaging and email.

ComEd is increasing marketing efforts to expand customer awareness of the program. This month, more than 2 million customers in single-family homes received billing inserts with information about the program. In addition, ComEd customers who visit [www.theWattspot.com/winaprius](http://www.theWattspot.com/winaprius) and complete a survey to learn more about the program will become eligible to participate in a drawing for a Prius that will be given away in November.

“Generally, if a customer can shift the use of energy-hungry appliances like air conditioners, laundry machines and dishwashers to low-price hours – like evenings, nights and mornings – they should be able to make a difference in their electricity costs,” a company spokesperson said. The utility also says in media and marketing materials that “Customers who enroll in the program help the environment by reducing their overall usage and by shifting the demand for electricity away from peak periods to off-peak hours. When customers reduce their usage, less electricity is needed from power plants that generate emissions linked to global climate change.”

### **Residential electricity monitors help homeowners conserve electricity**

The results of an 18-month study provides evidence that, when equipped with real-time energy feedback devices, homeowners can and do conserve energy, according to project sponsor CEATI International, a collaborative technology development group borne out of the Canadian Electricity Association.

Over the past two years, customers of **Newfoundland Power** and **BC Hydro** participated in a pilot study to determine whether the provision of a real-time feedback device is sufficient to provide residential customers with the information needed to reduce their electricity consumption. Some 200 participating families received a PowerCost Monitor from Blue Line Innovations. The PowerCost Monitor takes information from a home's electricity meter and displays real-time usage data in kilowatt hours or dollars on a wireless display inside the home.

The study showed Newfoundland and Labrador families reduced their electricity consumption on average by 18%. Participating families in British Columbia reduced their electricity consumption by an average of 2.7%. That figure rose to 9.3% during the winter peak.

The joint study was funded by CEATI International's Customer Energy Solutions Interest Group, including BC Hydro, Newfoundland Power, the National Rural Electric Cooperative Association and Natural Resources Canada (NRCAN) Office of Energy Efficiency. The pilot was intended to establish whether use of such a device helps customers save money and aids in promoting a “conservation friendly” culture.

No price or conservation incentives were given to study participants. The report observed that if the real-time monitor is used in conjunction with other conservation and/or price measures, higher overall average reductions are possible.

To inquire about the report, the Customer Energy Solutions Interest Group, or to learn more about any of the other 14 CEATI programs, please visit [www.ceatech.ca](http://www.ceatech.ca).

### **PSE&G automated thermostat users cut energy use; pilot wins AESP award**

PSE&G's myPower pilot examined how price signals influence customer energy usage patterns and assessed the value of technology in supporting customers' ability to respond. During testing in 2006 and 2007, customers using thermostats that automatically respond to price signals reduced their on-peak demand by 47% on summer peak days. Program

participants also reduced their total summer energy use by 3% to 4% compared to a control group, and most customers saw lower energy bills. Participants overall said they would recommend the program to a friend or relative and believed the environment would benefit from PSE&G's ability to offer additional programs similar to myPower.

PSE&G won the Association of Energy Services Professionals' (AESP) energy award for Outstanding Achievement in Pricing and Demand Response for the myPower energy efficiency pilot. Other winners of AESP's annual energy awards were:

- Wisconsin Energy Conservation Corp. – Outstanding Achievement in Marketing Communications for its Wisconsin Focus on Energy 2007 customer communications campaign.
- **Pacific Gas & Electric** – Outstanding Achievement in Program Innovation for its High-Tech Energy Efficiency program.
- **National Grid** – Outstanding Achievement in Program Implementation in recognition of its 20th anniversary of implementing energy efficiency programs for its customers.
- Northeast Energy Efficiency Partnerships – Outstanding Achievement via Collaboration for Program Implementation for its High Performance T-8 program.

In addition, Shel Feldman, Ph.D. was posthumously awarded the B. H. Prasad Award for Outstanding Contributions to the Association.

## Products, Services & Programs Briefs

### Energy efficiency

- **Pacific Gas and Electric's** Cool Control Plus, which provides lodging owners with free, energy-saving retrofits designed to eliminate wasteful use of air conditioning and heating, met its initial conservation target – a 12 million kWh savings in annual electricity use – a year ahead of schedule. Given the success of the program and sustained customer demand, PG&E extended funding for Cool Control Plus through 2008 and awarded Honeywell a \$4.5-million contract extension. Honeywell expects to save an additional 11 million kWh of electricity and retrofit approximately 12,000 hotel and motel rooms with the extension.
- **Con Edison** introduced the EnergyNY program, which seeks to raise awareness about energy use by outlining the increasing energy usage in New York City and Westchester County, the infrastructure investments the company is making to support the area's economic growth and the steps people can take to conserve energy.
- **Nevada Power** received the 2008 Edison Electric Institute Advocacy Excellence Award for the company's Energy Assistance Expo held last summer in Las Vegas. More than 2,000 people attended the event that was designed to connect those in need of assistance with appropriate organizations. Goals of the event included educating families about the importance of conservation and energy efficiency to provide long-term solutions as well as assisting customers in the near-term with financial assistance.
- **Xcel Energy** is making specially priced CFLs available to its Colorado customers at dozens of locations of two participating retailers throughout its service territory. Four-packs of 60-watt equivalent Energy Star qualified CFLs are available for \$3.99. The discounted price will last while the special promotion packs are available.
- U.S. sales of Energy Star-qualified CFLs nearly doubled last year, according to estimates of the Environmental Protection Agency (EPA). In 2007, 290 million CFLs were sold, and the energy-saving bulbs now account for about 20% of the light bulb market in the U.S.
- Acknowledging similar moves in Canada and Australia, Philippine President Gloria Macapagal Arroyo called for a ban on incandescent bulbs by 2010, according to the Associated Press.

## Sustainability

- **Duke Energy Carolinas** and **Progress Energy Carolinas** proposed expanding their existing green power programs to allow customers to reduce their carbon footprint through the use of carbon offsets. The two utilities told the North Carolina Utilities Commission in a Feb. 15 letter that they are in discussions with NC GreenPower about this program expansion. If the NC GreenPower board does not want to expand its program, Duke and Progress plan to consider other options by partnering with another third party or developing a utility-administered carbon offset program. A scanned copy of the letter can be found at <http://ncuc.commerce.state.nc.us/cgi-bin/webview/senddoc.pgm?dispfmt=&itype=Q&authorization=&parm2=JAAAAA05080B&parm3=000117100>.
- **PPL Corp.** filed a proposal with the Pennsylvania Public Utilities Commission to allow customers to buy renewable energy credits through renewable energy marketer and developer Community Energy, according to *The Times Leader* of Wilkes-Barre, Pa. PPL proposes to acquire about 500,000 credits over four years and offer them to customers in 100 kWh blocks for \$2.50.
- At the end of 2007, more than 2,600 **Idaho Power** residential and commercial customers in Idaho and Oregon had enrolled in the company's Green Power Program. The combined contributions from Idaho Power customers in 2007 added more than 23 million kWh of green energy to the region's power grid. A portion of customers' contributions also support Solar 4R Schools, a program which brings solar panels to the roofs of area schools.
- National Rural Utilities Cooperative Finance Corp. issued almost \$31 million in Clean Renewable Energy Bonds to six electric cooperatives in five states as part of a federal program to fund renewable energy projects. The projects range in size from approximately 20 kW to 4 MW of capacity, with bond allocations ranging from roughly \$45,000 to \$4 million per project. Cooperatives receiving bonds include: **East Kentucky Power Cooperative**, **Sulphur Springs Valley Electric Cooperative** in Arizona, **Hoosier Energy Rural Electric Cooperative** in Indiana, **Federated Rural Electric Association** and **Nobles Cooperative Electric** in Minnesota, and **Washington Electric Cooperative** in Vermont.
- Consumers age 55 and over are more likely to have adopted green technology, less likely to be concerned if their neighbors install green tech and more likely to view green tech in a positive manner. According to EcoAlign, a strategic marketing agency focused on energy and the environment, which conducts an annual survey on consumer perceptions of green technologies, concern for the environment is at an all-time high, but consumers think that many forms of green technology (renewable, energy efficient or recycled materials) are cost prohibitive, difficult to understand and maintain, and aesthetically unappealing. Forty-six percent of consumers interviewed have adopted some form of green technology. This percentage jumps significantly among the 55+ age group.
- The U.S. wind energy industry installed 5,244 MW in 2007, expanding the nation's total wind power generating capacity by 45% in a single calendar year and injecting an investment of over \$9 billion into the economy, according to the American Wind Energy Association. The new wind projects account for about 30% of the entire new power-producing capacity added nationally in 2007.

## Other

- **Reliant Energy** extended its partnership with Allconnect to offer its mover relocation services to its customers online in addition to over the phone. Since fall 2006, Reliant has partnered with Allconnect to offer Reliant Energy Connections, a program whereby customers can set up other home services – phone, cable/satellite TV, Internet, newspaper and/or home security – at a new residence after they have completed their electric order by phone. Reliant Energy Connections now will be available to customers who wish to set-up multiple services at once by visiting the online Moving Center at [www.reliant.com](http://www.reliant.com).

## Coming Events

**March 13-14, Atlanta**

### **Chartwell's Best Practices Summit on Marketing Energy Efficiency Programs**

Effective utility-based energy efficiency programs are crucial in today's world where everyone from politicians to environmental groups and, especially, your own customers weigh in on your efforts to help energy users conserve natural resources, reduce their carbon footprint and lower their bills. Most utilities currently are embroiled in the challenges of developing programs that customers will embrace; effectively and efficiently marketing those programs to achieve real and measurable results; and communicating those results to build a positive image for the utility. Some utilities, both large and small, in both the U.S. and Canada, have cracked the code and will share their learnings in an intimate setting that provides for a great deal of discussion.

**Chartwell's Best Practices Summit on Marketing Energy Efficiency Programs** is designed to provide a forum for utility marketing, communications and program managers as well as other utility professionals working in the area of energy efficiency, to learn about and share ideas on topics such as:

- Designing innovative programs that will captivate customers
- Targeting the appropriate audience
- Developing and communicating key messages that motivate customers to participate
- Using the right promotional channels at the right times
- Measuring and communicating results
- And more

For more information or to register, [CLICK HERE](#).

**March 13-14, Atlanta**

### **Chartwell's Best Practices Summit on Serving Low-Income Customers**

Providing assistance to customers who are willing to pay their bill but may not be able is a cornerstone of corporate sustainability and proper community service. Chartwell's Best Practices Summit on Serving Low-Income Customers will provide a valuable networking forum for those responsible for the programs and initiatives in place to serve customers who are challenged in meeting their energy needs.

This summit will provide a forum for utility customer service, program managers, billing and payment, credit and collections, and other customer care professionals to learn about and share ideas on topics such as:

- Communicating with low-income customers via contact center and Web site
- Coordinating with assistance agencies
- Outbound service initiatives
- Energy efficiency efforts
- Promoting available assistance and affordable energy options
- Billing and payment programs for low-income customers
- And more

For more information or to register, [CLICK HERE](#).

## The Chartwell Marketing Energy Efficiency Best Practices Award 2008

Your utility's efforts and the hard work of your team in promoting energy efficiency can finally be publicly recognized! The Chartwell Best Practices Award for Marketing Energy Efficiency recognizes excellence among electric and/or gas utilities in energy efficiency marketing. The award honors results-oriented marketing or communications campaigns aimed at increasing awareness of energy efficiency in general or promoting specific programs, products or services aimed at improving energy efficiency.

Entries will be judged on the following criteria:

1. the use of effective development and implementation strategies
2. innovation and creativity in execution
3. measurable results and how well the effort achieved stated goals

The award winner will be announced at Chartwell's Best Practices Summit on Marketing Energy Efficiency Programs, March 13-14, 2008, and recognized in a feature article in Chartwell's Best Practices for Utilities & Energy Companies newsletter. Chartwell will work with the winning utility's communications staff on releasing news of the award to local news outlets and industry media.

**Deadline for entries is Feb. 28, 2008. For entry information, please visit [www.chartwellinc.com/MEEPaward.cfm](http://www.chartwellinc.com/MEEPaward.cfm).**

**FOR MORE INFORMATION ON THE MARKETING ENERGY EFFICIENCY SUMMIT, PLEASE VISIT US AT: [www.chartwellinc.com/MEEP.cfm](http://www.chartwellinc.com/MEEP.cfm).**

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