



ENERGY WEBINAR

Accelerating EV Adoption:
The Role Utilities Play in Providing Real Value

*Special Guest: David Treston, Sr. Account Planner, KSV
Elizabeth Burroughs, Engagement Manager, Apogee Interactive, Inc.*

Our Speakers:



David Treston, Sr. Account Planner, KSV, Specialized in brand strategy, brand positioning, messaging development, consumer insights, quantitative and qualitative research execution and analysis for energy companies. His clients include New York State Energy Research & Development Authority (NYSERDA), National Grid, and MassSave. He holds a Bachelor of Arts, Communication and Marketing Management from Virginia Tech, and a Master of Science, Communications Strategy from Virginia Commonwealth University.



Elizabeth Burroughs, Engagement Manager, Apogee Interactive, graduated from Georgia State University in 2013 with a BBA in Marketing. Her professional background includes experience with strategic marketing campaigns. As Engagement Manager at Apogee Interactive, her role includes creating and executing outbound communication plans for Apogee's Envoy customers. Elizabeth specializes in digital communications strategies for utilities, and is currently working with more than 20 utilities nationwide. She continues to help energy professionals meet and exceed their customer engagement goals with relevant, personalized, and proactive messaging regarding topics such as rate transformation, high bills, or utility program initiatives. Her proven campaign tactics include sophisticated digital applications that incorporate the utility customer's bill analysis with or without AMI data. Once the customer's data is analyzed the information is then selectively distributed to in the form of video, text, email, and where appropriate, utility social media.

Agenda

- A snapshot of the current and forecasted Electric Vehicle market
- Customer motivators and barriers to adopting EVs
- Opportunities to build trust with customers throughout their EV buying journey
- EV buyer personas
- Engaging Customers with Outbound Communication

Tailored Engagement

...
the **value** of tailored engagement



A concept that has been “pre-accepted” by your target audience, increasing the likelihood of success

RESULTS

- Value
- Relationships
- Empowerment
- Operational Goals
- ROI



Marketing Plans

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Call-to-action	Annual Summary	Television Calculator	Energy Advisor	Pre-cooling	Electric Vehicle	Appliance Calculator	Lighting Calculator	Water Heater Calculator	Pre-heating	Phantom Loads Calculator	Holiday Lights Calculator	Space Heater Calculator
Link	https://vimeo.com/291930118/3b6dd73a07	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=tv	https://c03.apogee.net/mvc/home/hes/profile?utilityname=demo&hecmode=bi	https://vimeo.com/271882243/7d8337bd84	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=EVCalc	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=apcalc	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=lcc	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=whc	https://vimeo.com/242810853/820e71877e	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=vpc	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=hlc	https://c03.apogee.net/mvc/home/hes/land/el?utilityname=demo&spc=shc
Graphic												
Content	<p>Thank you for being a valued member of Utility Name. As your trusted energy advisor, we've prepared this yearly summary of your energy use along with recommendations for saving energy in your home. We hope you'll find it helpful.</p> <p>Click the video to get started. At the end of the video you will be directed to a copy of your report and a quick survey.</p>	<p>When purchasing a new electronic device, look for the Energy Star label. These products generally consume 50% less than those without the Energy Star label.</p> <p>Use our television calculator to find more ways to save energy.</p>	<p>Spring is a good time to clean or replace air filters. This improves the performance of your cooling system and can reduce cooling costs.</p> <p>Start saving today by creating an Energy Advisor home profile.</p>	<p>Hop into big savings this summer by setting your thermostat just a few degrees higher than last year. Each degree higher saves about \$80 annually. Learn more about the impact of hot weather on your energy bills using our Energy Advisor calculator.</p> <p>Watch this personalized video and explore ways to save on your summer bills.</p>	<p>This might come as a surprise - charging your EV may consume less electricity than a typical water heater! Even the highest voltage residential charging station consumes less energy than a residential air conditioning system.</p> <p>Click here to get started exploring how much charging your EV will impact your electric bill.</p>	<p>You can save up to 30% on related electricity bills using a wide range of consumer products with the Energy Star label, the government's symbol of energy efficiency.</p> <p>Learn more about the impact of different in-home products on your energy bill using our Appliance Calculator.</p>	<p>LED lighting for the home can use at least 75% less energy, and last 25 times longer than incandescent lighting. Switch to LEDs today to save energy and money!</p> <p>Explore the money and carbon you could save on lighting in your home with our Lighting Calculator.</p>	<p>If possible, wash your clothes in cold water. About 90% of the energy used by washing machines goes to heating the water.</p> <p>Click here to learn more about the cost of water heating in your home.</p>	<p>Cold weather is coming and it's important to know that heating accounts for most of your winter energy use. To save money, take advantage of cooling temperatures to caulk and weather strip before winter arrives.</p> <p>Watch this personalized video to learn about ways to save on your winter bills.</p>	<p>Many electronic devices and kitchen appliances use power even when they're turned off, known as Phantom Loads. This can account for up to 75% of your electronics total energy use. A simple way to prevent this is to unplug the device.</p> <p>Click here to learn more about phantom loads.</p>	<p>A portable electric heater can save energy if you heat a small area and lower the temperature in the rest of your home. Turn down the thermostat and close the doors to the room with the space heater to seal in the warmth.</p> <p>Click here to find out how much your space heater costs you.</p>	<p>Give your wallet a holiday gift with our Holiday Lighting Calculator. Explore the money you could save by replacing your incandescent holiday lights in your home with LED lights. Click the video to learn more.</p>



Video Bill Explanation: Proactively explain bills *before* customers call

2018 Analytics

- **Unique Open Rates**

- Mid-cycle Alerts 42%
- Video Bill Explanation 44%
- Summary Report 46%

Industry Average 31%

- **Unique Click Rates**

- Mid-cycle Alerts 3%
- Video Bill Explanation 18%
- Summary Report 14%

Industry Average 3.9%







ELECTRIC VEHICLE

Tell us about your Gas vehicle

MILES PER DAY: **30**

MILES PER GALLON: **25**

COST PER GALLON: **\$2.50**

Choose Your Plug-in Electric Vehicle



2018 BMW i3



2017 Chevy Bolt



2018 Chevy Volt



2017 Ford C-Max



2017 Ford Fusion



2018 Nissan LEAF



2017 Tesla Model 3



Drag and Drop
Your Car Here

Your Results

	Monthly Fuel Cost	Pounds of CO ₂
Current Gas Vehicle	---	---
New Electricity Cost	---	---
New Gasoline Cost	---	---
Monthly Savings	---	---

[EV Calculator Demo](#)

Coming Soon:

Next Webinar:

August 13th : TECO's Lamb Cam Social Media Campaign

Conferences:

Aug. 21st – 23rd Cooperative Exchange, Williamsburg

Sept. 30th – Oct. 3rd EMACS, New Orleans

Oct. 2nd – 4th Power South, San Destin

Oct. 8th – 10th FMEA, Kissimmee

Oct. 27th – 30th APPA Connections, New Orleans

Questions

Thank You!

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