



WE MAKE OUR WORLD
ENVIRONMENTALLY
SUSTAINABLE

CLEAResult[®]

We Change The Way People Use Energy.™



Utilities



Businesses



Contractors



Communities



Data Sources

- ✓ Operational tools
- ✓ Marketing efforts
- ✓ Business development support
- ✓ Analytics

Knowledge & Education Through Outreach

- ✓ Community events
- ✓ Community-based organization partnerships

Andrenika Whisenton

Partner Diversity Regional Lead

CLEARResult

Andrenika.Whisenton@CLEARResult.com





Capabilities & Data Sources

Operations

- ✓ Power BI and Reporting
- ✓ Dashboards
- ✓ Statistics/Data Science
- ✓ Demand Response Analytics
- ✓ EV Usage and Siting
- ✓ Analytics Vendor Management
- ✓ Sales Support
- ✓ Third-party Data Purchases
- ✓ Energy Usage Analysis
- ✓ Experimental Design
- ✓ Forecasting Tools
- ✓ Data Integrations

Marketing

- ✓ Market Research and Customer Insights
- ✓ Survey Design and Implementation
- ✓ Customer Targeting
- ✓ Mapping/GIS and Visualization
- ✓ Demographic and Market Analysis
- ✓ Message Testing
- ✓ Campaign Planning and Tracking
- ✓ Web Analytics
- ✓ Predictive Modeling

Business Development Support

- ✓ Market Research and Customer Insights
- ✓ Mapping/GIS and Visualization
- ✓ Demographic and Market Analysis
- ✓ Market Assessment Tool
- ✓ Analytics Vendor Management
- ✓ Forecasting Support





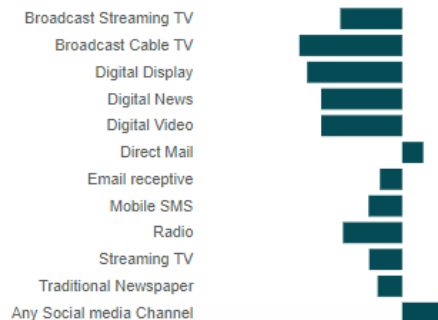
Market Demographics by Measure

Energy Saving Kit

Measure Category

Air Sealing	Central A/C	Energy Saving Kit	Smart Thermostat
Air Source Heat Pump	Ductless Heat Pump	Heat Pump Water Heater	Wall Insulation

Communication Channel Preferences



Total Households

1,266,623 40,759

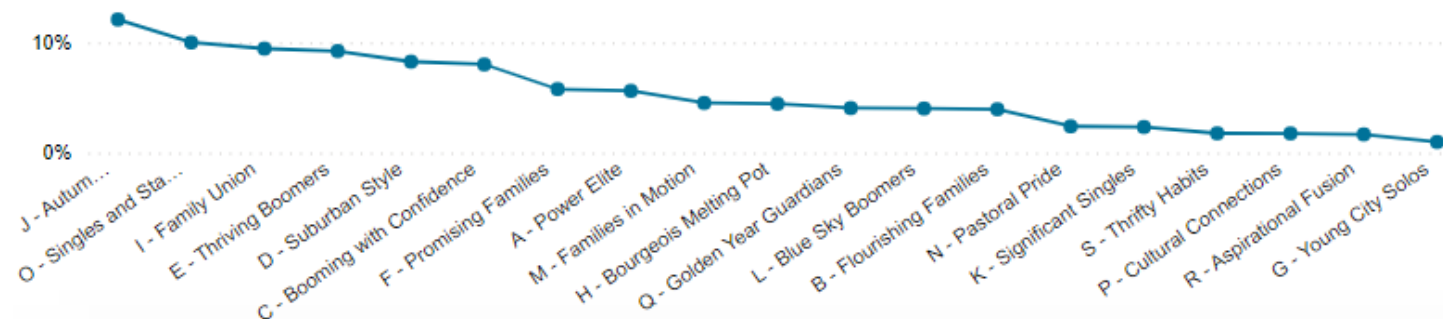
Demographics & Housing Stock

Total Market

Energy Saving Kit

Household Income	\$87,315	\$90,535
Home Value	\$177,890	\$180,594
Length of Residence	15.9	16.0
Home Vintage	1963	1969
% Hispanic	7%	7%
# Persons in Home	2.8	2.9
% Mobile Homes	4%	4%
% Single-Family	92%	94%
% Multi-Family	8%	6%
% Homeowner	86%	88%
% Renter	14%	12%
% Electric Heating	34%	36%
% Gas Heating	29%	26%

Percent of Households by Mosaic



Top 3 Mosaic Segments

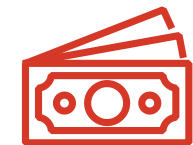
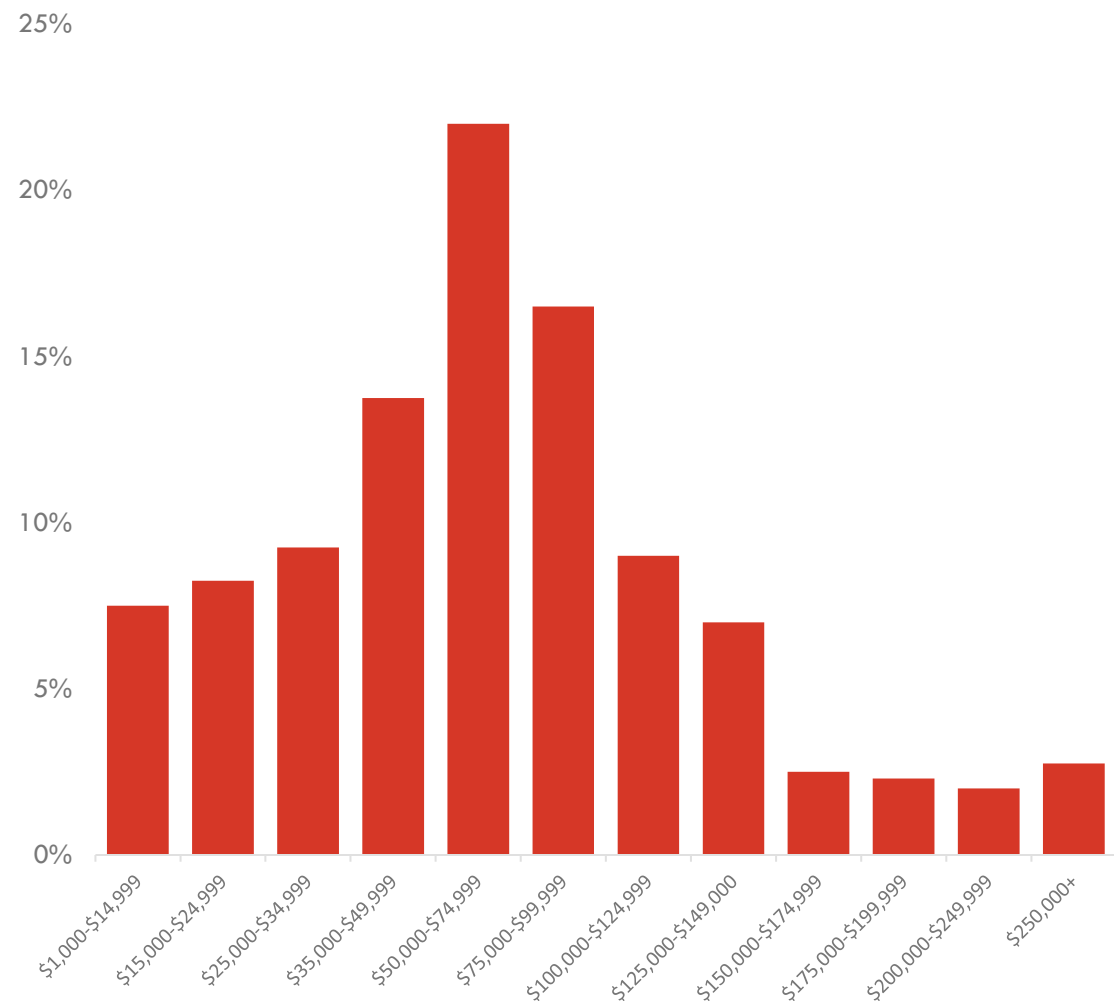
Households

Key Characteristics

Autumn Years	3,444	Rural living	Community roots	Financial savings	AARP members	Financially secure	Outdoor hobbies
Singles and Starters	2,851	Rental housing	Single adults	Politically disengaged	Engage via radio	Foodies	Digitally savvy
Family Union	2,693	Bilingual	Married with kids	Large households	Financially cautious	Team sports	Blue-collar jobs



Percent of Households by Income



\$87K

Average household income

2.8 Average number of persons in the home



\$178K

Median home value

15.9 Average length of residence

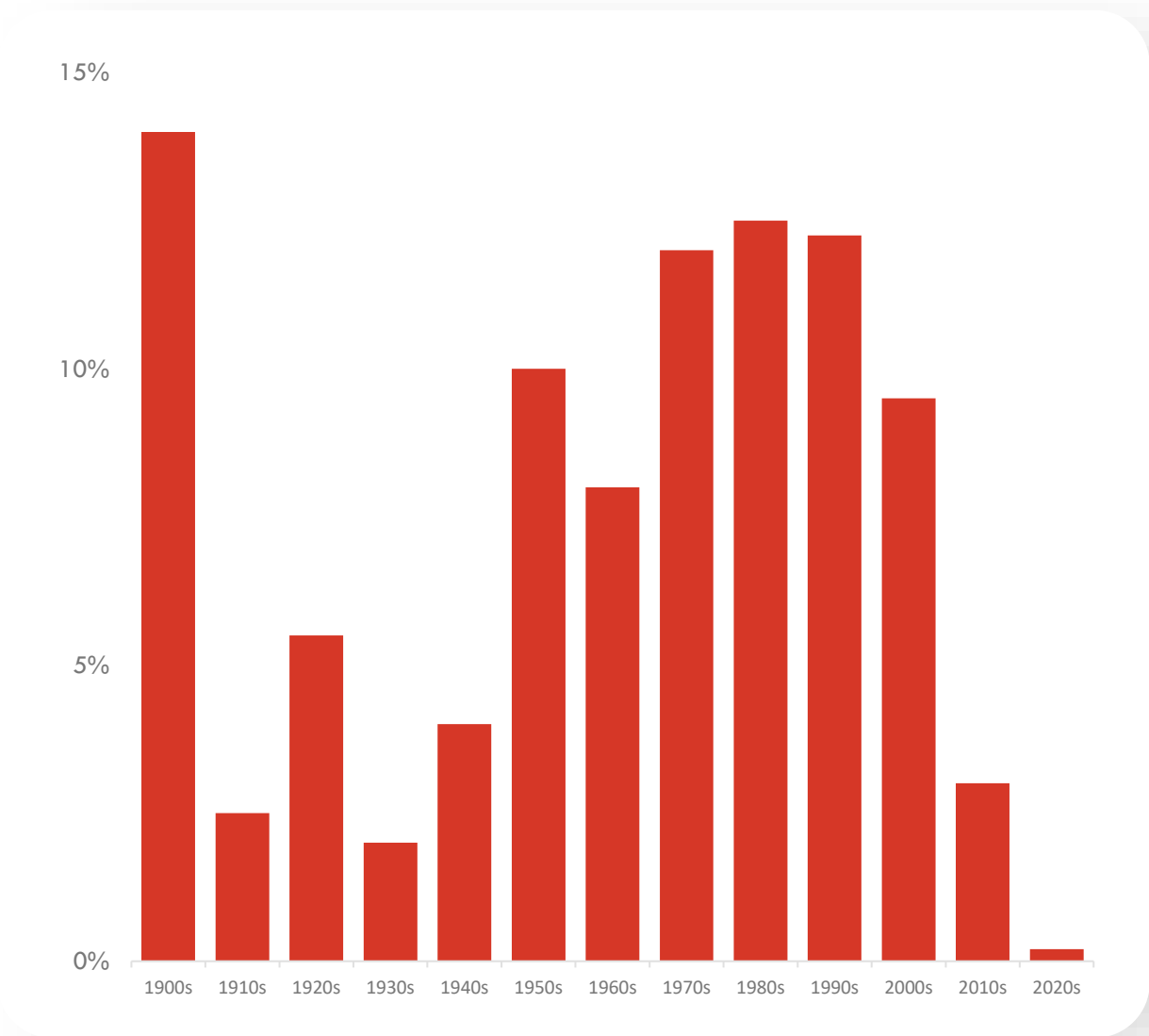


28%

Households below 200% FPL
73% Households above 200% FPL



Percent of Homes by Decade Build



1963

Average home vintage
34% Electrically heated homes



92%

Residents in single-family dwellings
8% Residents in multi-family dwellings



86%

Owner-occupied homes
14% Renter-occupied homes



Community Outreach





Valued Partnerships

Community-based organizations
Partner to build community health

IT'S ALL ABOUT
RELATIONSHIPS





Let's Connect

Andrenika Whisenton

Partner Diversity Regional Lead

CLEAResult

Andrenika.Whisenton@CLEAResult.com



An aerial photograph of a suburban neighborhood. The scene shows a winding asphalt road with several parking spaces, some of which are filled with cars. The houses are mostly two-story, light-colored buildings with dark roofs. There are many green trees scattered throughout the neighborhood, particularly along the roads and in the yards. The overall lighting is warm, suggesting a sunset or sunrise, with a golden glow in the upper left corner.

CLEAResult[®]

Let's protect our future
together.