

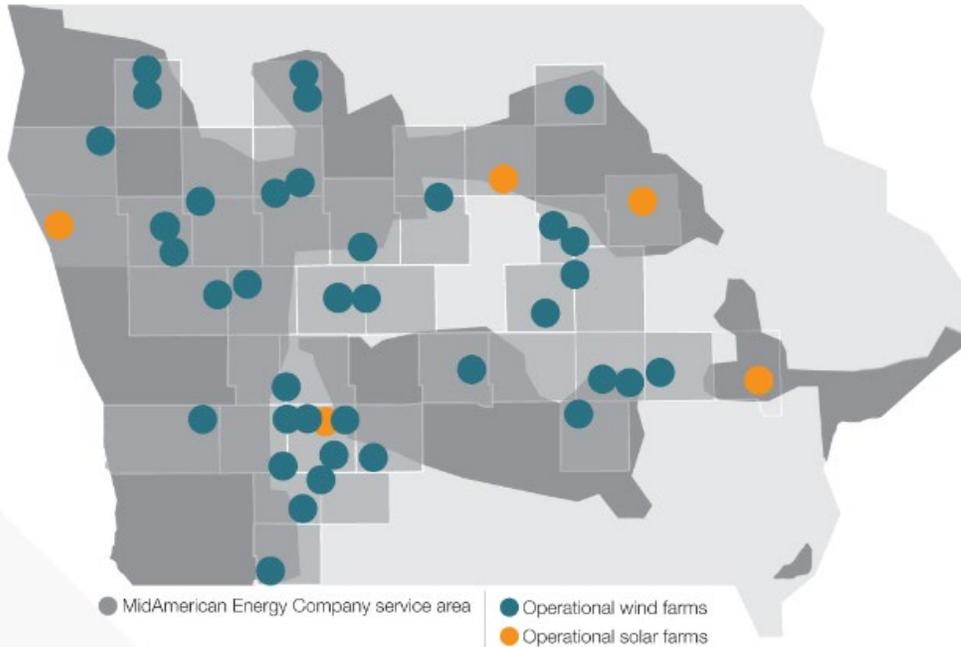
Using Data to Improve Plan Performance and Enhance Customer Journey

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MIDAMERICAN ENERGY COMPANY



- ▶ Electric and natural gas IOU
- ▶ Headquartered in Des Moines
- ▶ 3,400 employees
- ▶ 1.6M customers
- ▶ 7,400 MW wind
- ▶ 64 MW solar
- ▶ 100% renewable energy in 2022
- ▶ Wind Prime approved!
 - 2,092 MW wind
 - 50 MW solar
- ▶ 5th lowest rates

THE STRUGGLE IS REAL

- ▶ Fewer opportunities
- ▶ No low hanging fruit
- ▶ Cost effectiveness challenges
 - Higher federal standards
 - Increasing building codes
 - Low avoided costs
- ▶ Current outreach/advertising is not enough
 - Pressure to keep admin costs low



ADDRESSING THE CHALLENGE



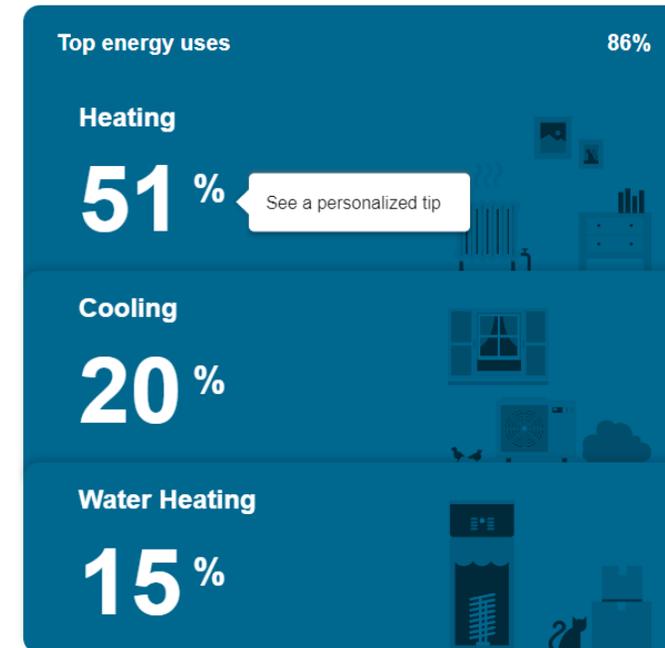
- ▶ Targeted outreach/advertising to customers with real opportunities
- ▶ What data are we collecting now
- ▶ What data do we need
- ▶ Ensure that data is used effectively and is impactful
 - Couple with user experience to get customer's attention and influence action

UTILIZING EXISTING DATA

- ▶ Online home assessment
 - Heating/cooling, home type, home size, water heating, etc.
 - Over 150K customers complete since 2019
 - Drove participation via free kit
- ▶ Home Energy Reports
 - Over 300K customers – 2-4x print reports
 - Adding 65K
 - Adding opt-out emails
 - Increase report frequency for top 25% users
 - Targeted messaging
 - Based on home characteristics and customer usage patterns
 - Low-income specific group

Your Annual Energy Use Breakdown

Your top energy uses came from heating, cooling, and water heating.



RESULTS ARE IN...



- ▶ Evaluation says YES...targeted messaging works
 - 71% motivated to take energy saving actions
 - Higher awareness of EE programs
- ▶ Also using this data to inform
 - Technical Reference Manual
 - Assessment of Market Potential
 - EM&V



BUILDING ON SUCCESS

- ▶ Small to medium business customers
 - Account based marketing
 - Customer segmentation
 - Identify target groups
 - Specific marketing
 - Biz energy reports (email)
 - Biz online assessment
- ▶ Completing studies
 - Home energy needs (appliances, heating/cooling, water heat, etc.)
 - Nonparticipant study
 - Analysis of program participants
 - Mapping by census tracts
 - Layering in income data



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