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PPL Electric Utilities

# Using AMI Technology to Promote Energy Efficiency: The Power to Make a Difference

**Thomas C. Stathos**

**October 6, 2010**

# Presentation Objectives

- Review background leading to web site changes
- Review approach & activities
- Review customer response

## PPL Electric Utilities: At a glance

- 1.4 million customers
- About 2,200 employees
- 10,000 square miles in central eastern PA
- 38 billion kilowatt-hours of electricity delivered



# Our Approach

- Efficiency matters
- Information is key
- Customers have more control than they might think
- Ample opportunities exist to save



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## PPL EU needed strategy to help customers to market prices

- **Situation: Expiration of PPL EU's generation rate cap in 2010 created significant challenges**
  - Total rates were expected to rise significantly for all customer classes
  - Large increases for residential (~30%)

# Headlines on rate cap expiration reflected potential impact and reaction

“Maryland: Push Is On to Prevent An **Explosion** in Rates”

“Constellation Energy and Baltimore Gas and Electric Company Propose **Aggressive** Plan to **Dramatically** Limit Pending Electricity Rate Increase”

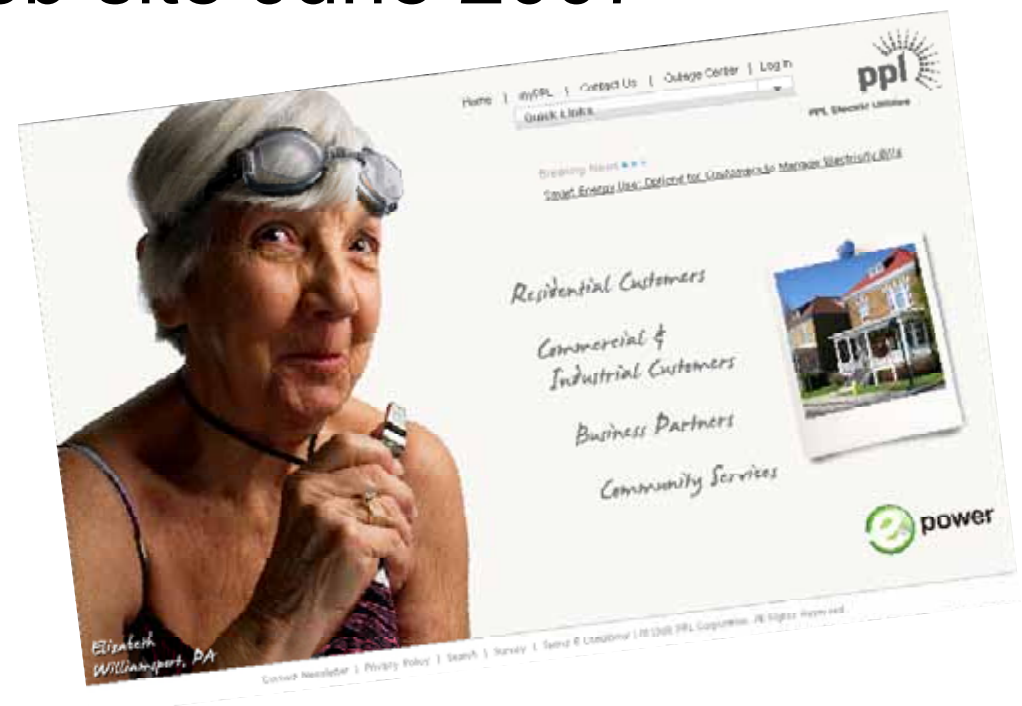
“**Shocking** development. Electric rates jump 73% after Pike County auction.”

“Electricity Bills in Maryland May Rise; Legislators **Attack** Plans for Increases Of Up to 72 Percent”

“Don’t be **Shocked**, but PPL Rate Prediction Rises. Projected Increase Reaches 35% for Homeowners.”

# Key element — the Web

- Launched new Web site June 2007
- Streamlined site to improve usability
- Offered more self-service options
- Added tools to help customers save





# Cornerstone — Energy Analyzer

- Daily usage info
- Home profile and energy-saving tips
- Pie charts of home energy use
- Bill comparison

**Account Summary**

Account status as of 6/21/2007	
LAST PAYMENT	Received 6/8/2007 - Thank you! \$145.00
Account balance	\$127.31 <a href="#">Pay Now</a>

**Bill Summary ending 6/15/2007**

Previous balance	\$0.00
Total current charges	\$127.31
Amount due 7/4/2007	\$127.31

**Usage Comparison**

Month	Usage (kWh)
June 2006	1,330
June 2007	1,078

**How does my home use energy?**

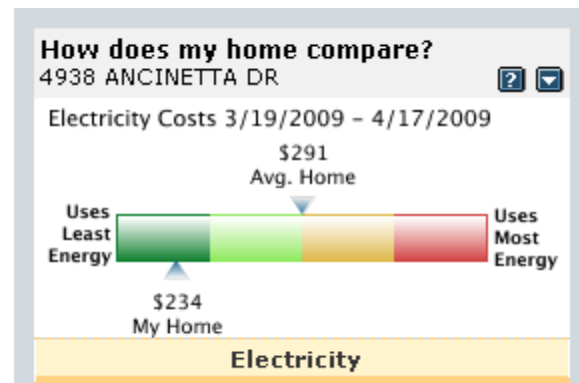
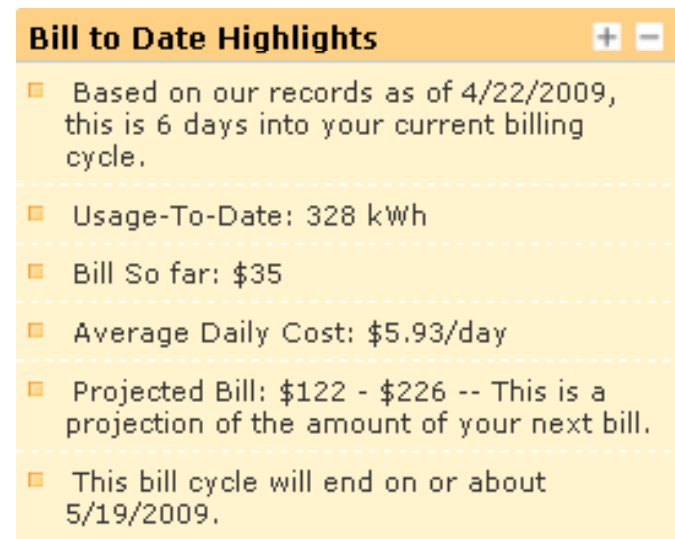
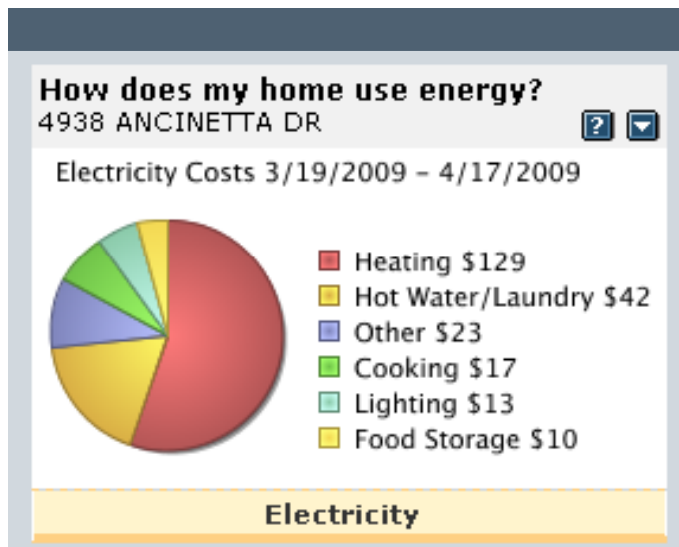
Electricity Costs \$110007 to \$192007

- Cooling \$41
- Hot Water \$37
- Other \$74
- Cooling \$12
- Pool Storage \$10
- Lighting \$11

**Usage Comparison**

Day	Usage (kWh)
Sun	15
Mon	15
Tue	15
Wed	15
Thu	15
Fri	15
Sat	15

# Energy Analyzer



- My Bill
- My Home
- Find Ways to Save
- Improve My Home
- Learn About Energy

- Home Profile
- My Appliances
- My Energy Bills
- My Report



### Update My Home Profile

Describe your Home Profile by answering these questions. When you finish, click Next at the bottom of the page to create your personalized Home Energy Center Home page.

#### Property Details

Describe your home; its age, its size, attic, and basement ...

<p><b>Style:</b>  <input type="text" value="Detached single family"/></p>	<p><b>Levels:</b>  <input type="text" value="2"/></p>	<p><b>Attic:</b>  <input checked="" type="radio"/> Yes <input type="radio"/> No</p>
<p><b>Year built:</b>  <input type="text" value="2000's"/></p>	<p><b># of Rooms:</b>  <input type="text" value="10"/></p>	<p><b>Basement type:</b>  <input type="text" value="Unheated"/></p>
<p><b>Living Area:</b>  <input type="text" value="2440"/> sqft.</p>	<p><b>How many people live in this home?</b>  <input type="text" value="5"/></p>	

#### Property Features

Describe the heating, cooling and water heating systems in your home...

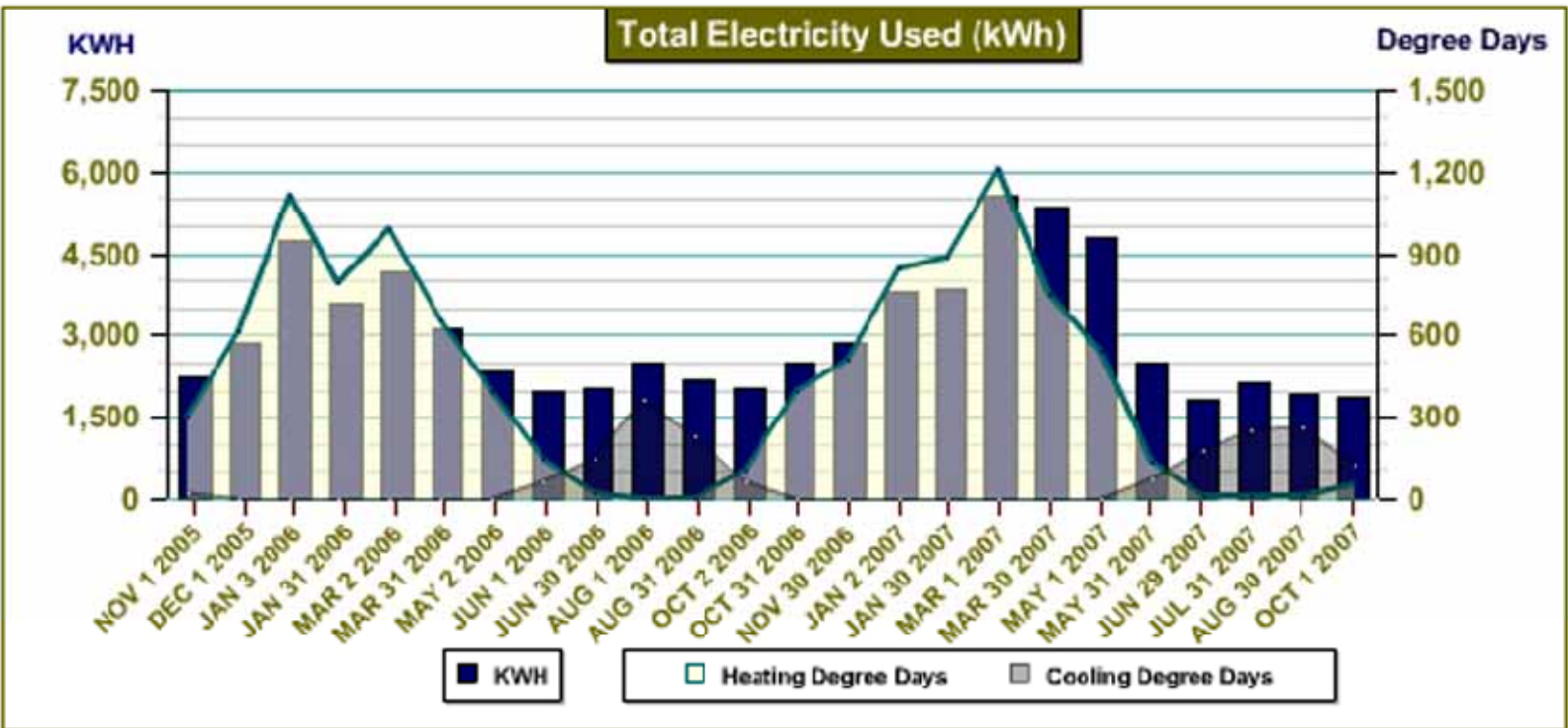
**Main heating system**

**Water heater**

# Bill History Graphs

Account: 0000000000

Select Graph Total Electricity Used (kWh) ▾



Basic  Billing Days  Degree Days

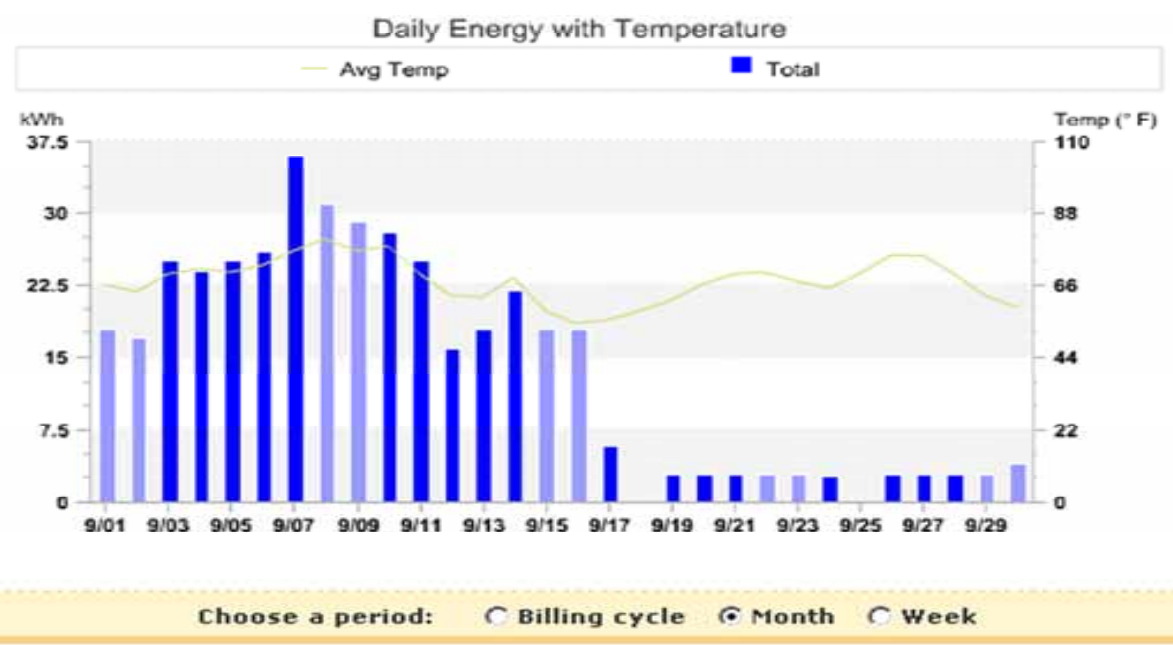
[Print](#) [Close Window](#)

John Smith  
 Account #: 0000000000  
 Service address at:  
 100 MAIN STREET, ANY TOWN, PA 00000

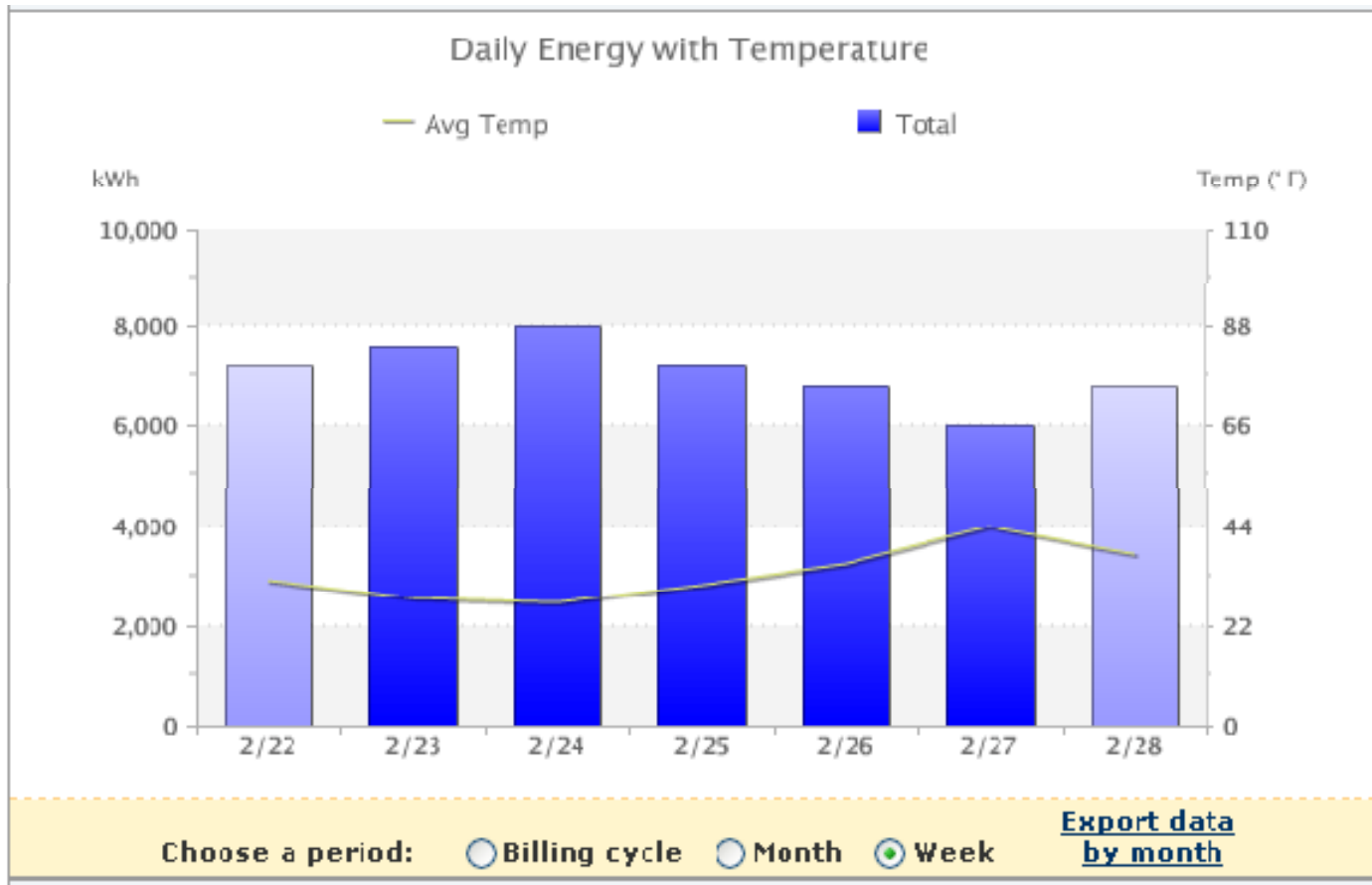
### My Energy Usage

Check out your metered data and load analysis tips below. To change Meter, Graph, or Date, make your selection and click "View Graph" to see the results.

Meter:  100 MAIN STREET, ANY TOWN, PA 00000  
 Graph:  Date:    
[View/Update graph](#)



# Daily Use



# Key Enablers

- Advanced meters installed in '04 for all 1.4 million customers.
- Back-end information management system installed in late '06.



# Promotion

- News conference, release
- Ad campaign
- Continuous features in “Connect” newsletter
- Compact fluorescent light bulb initiative
- Home shows, presentations

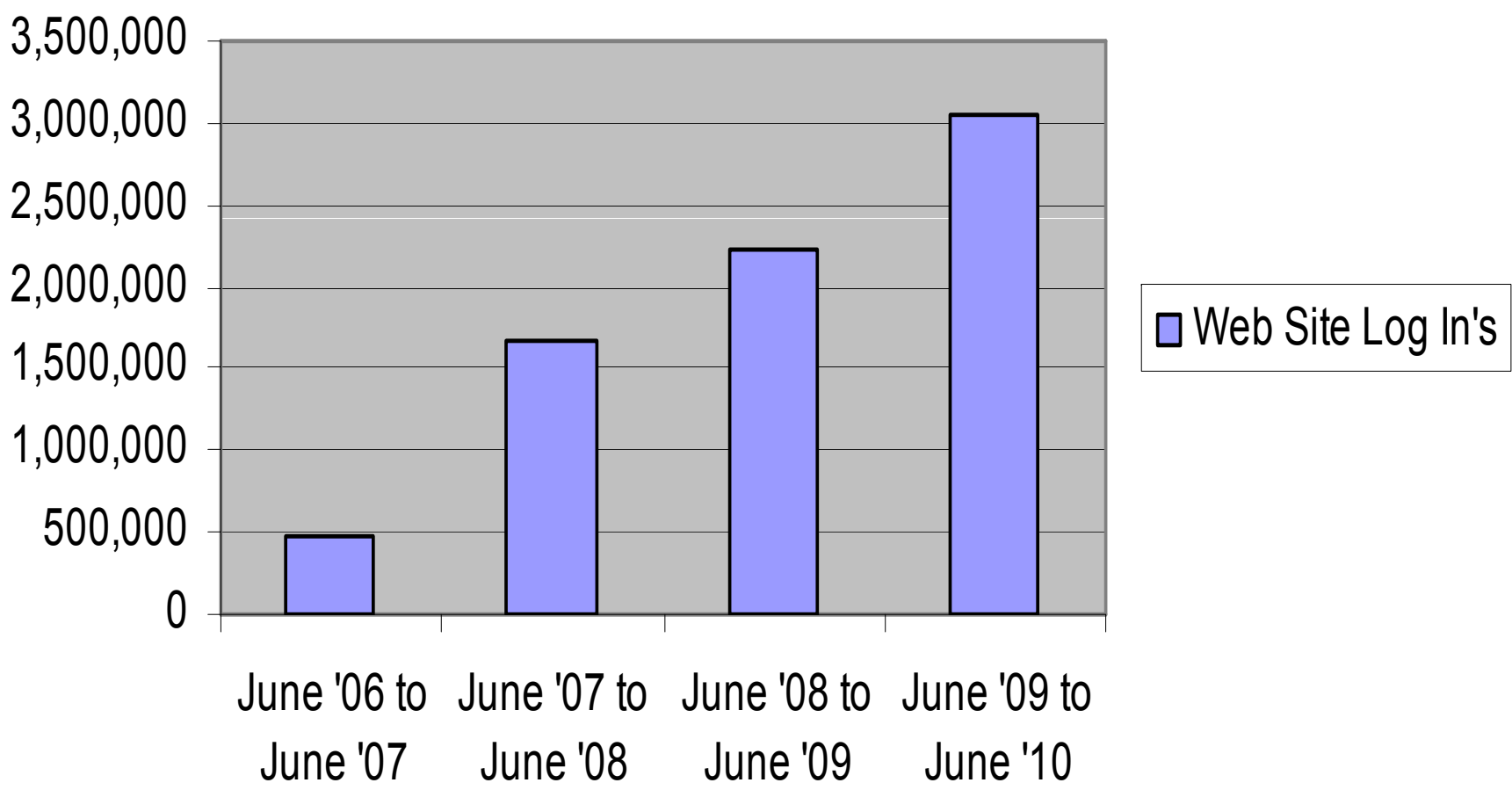




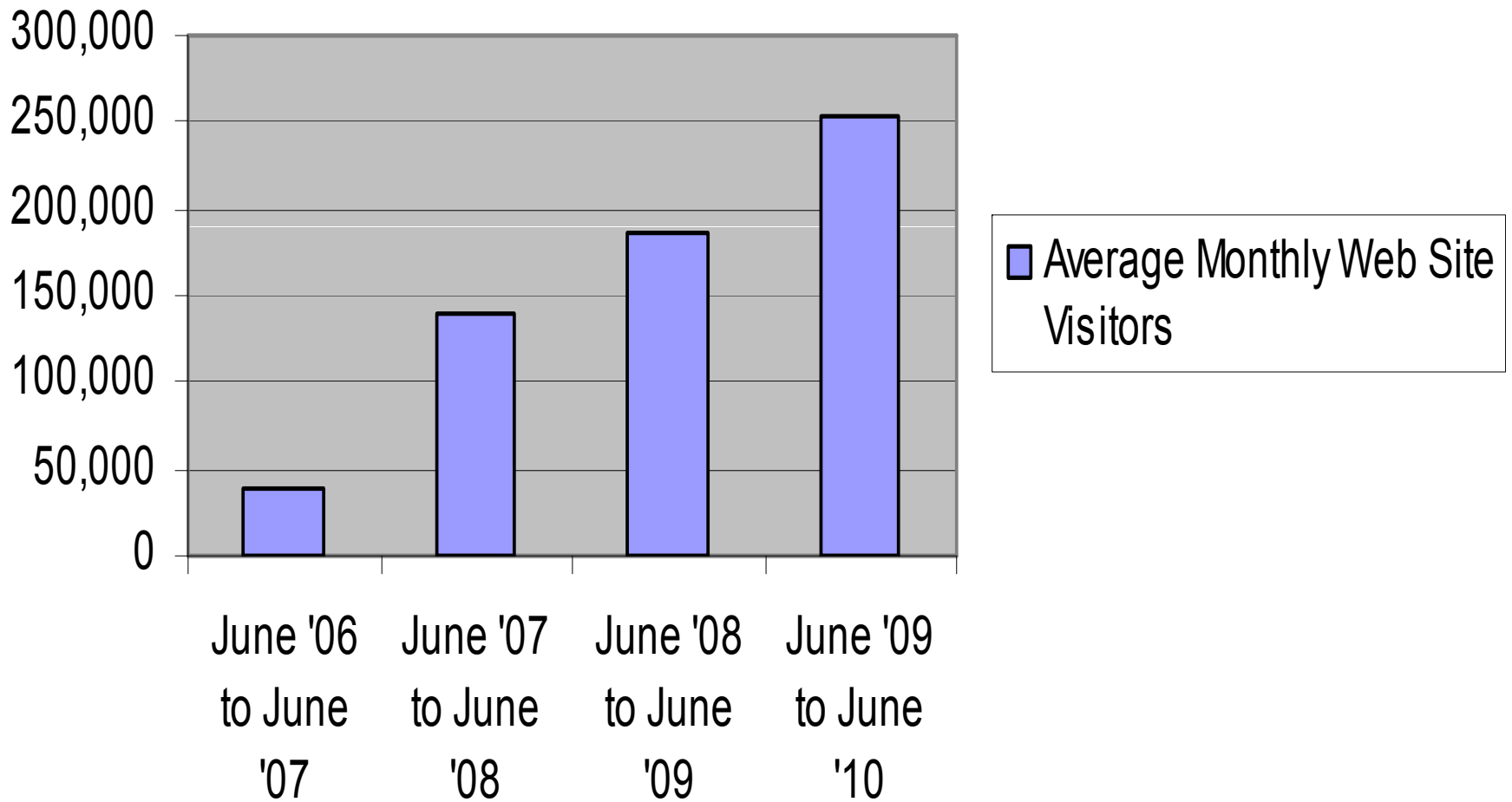
# Results

- Over 400,000 users have visited Energy Analyzer
- Over 160,000 customers have completed Energy Analyzer home profile

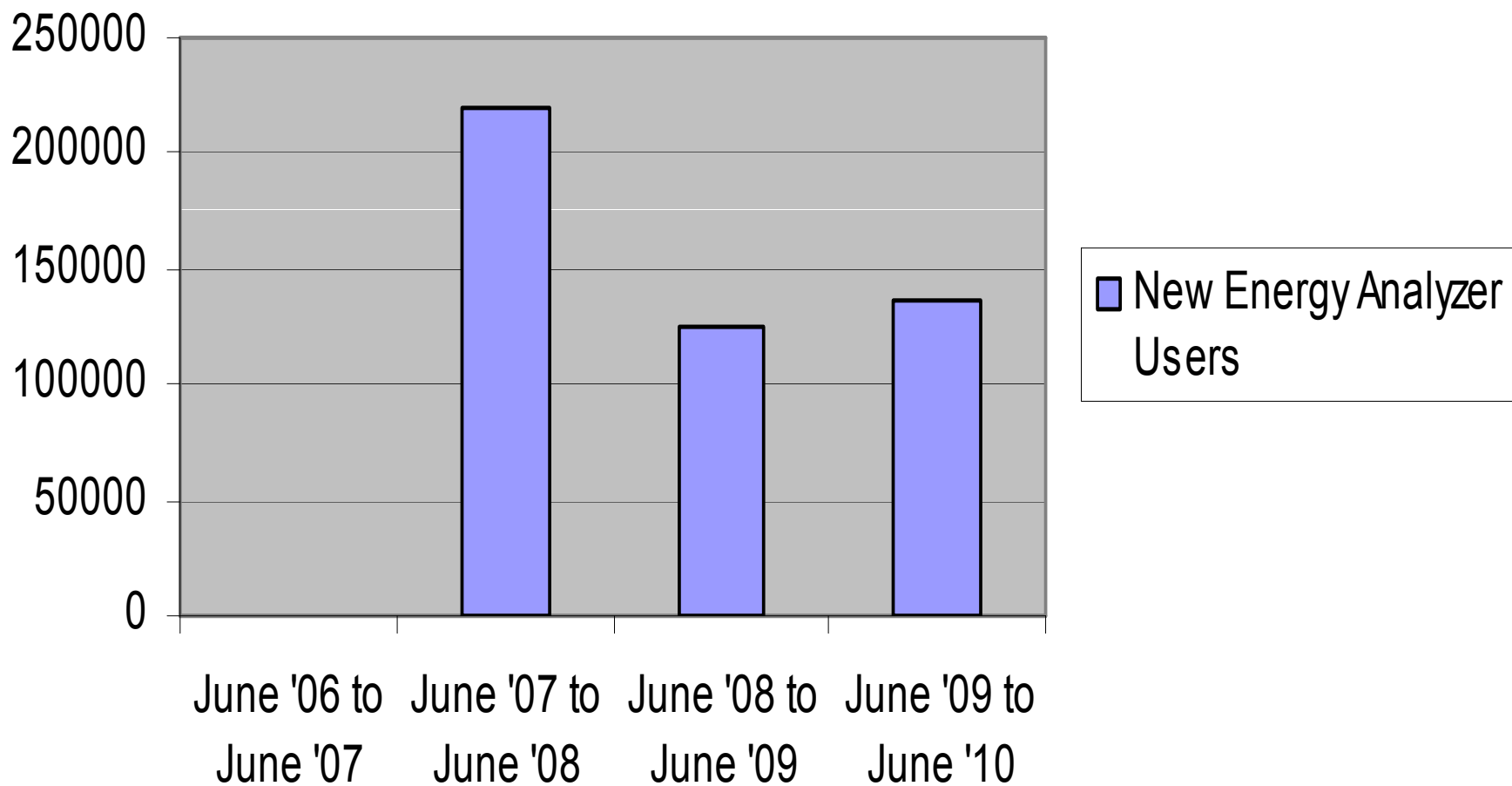
### Web Site Log In's



## Average Monthly Web Site Visitors

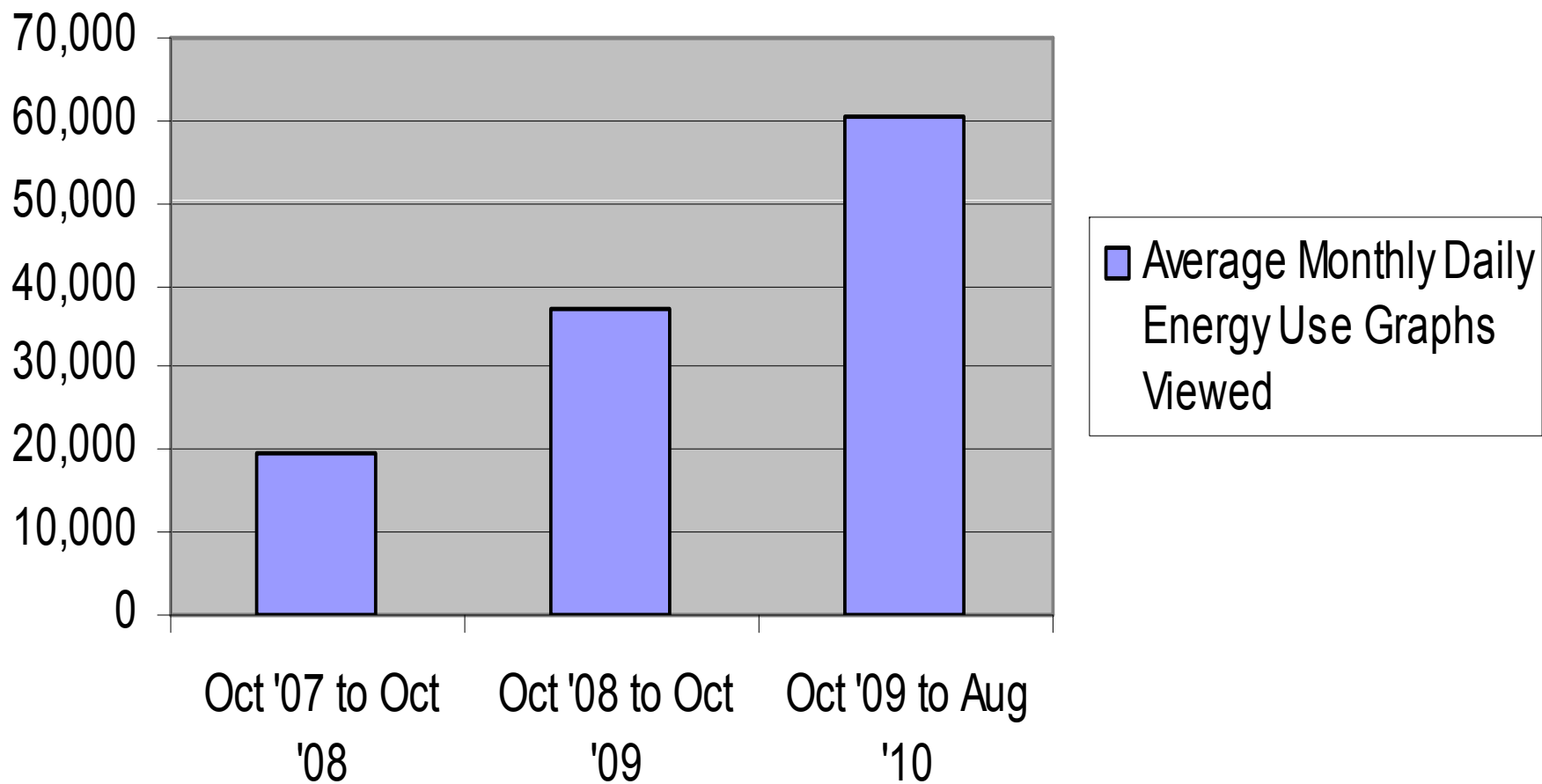


## New Energy Analyzer Users



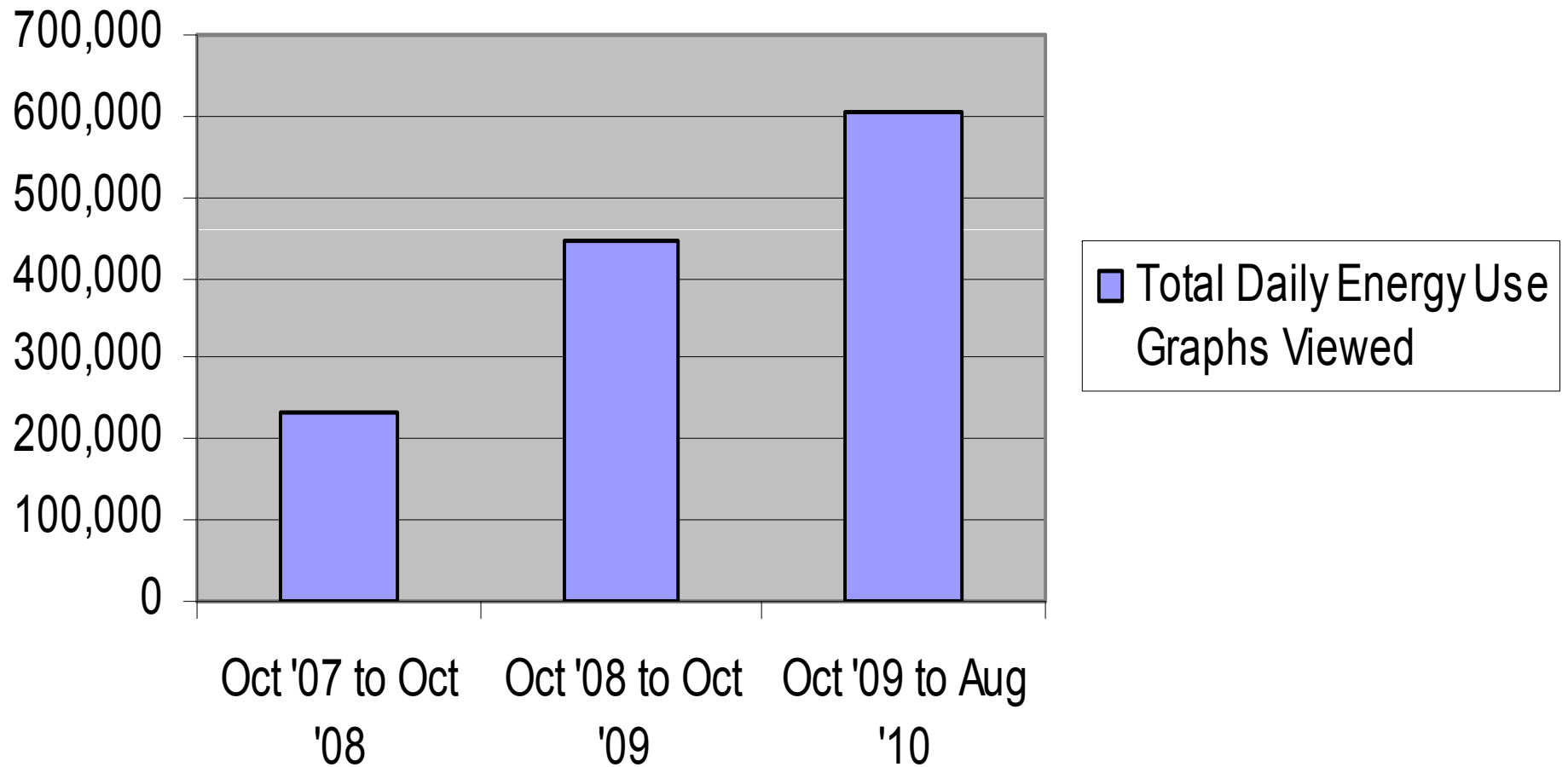
\*Energy Analyzer not available prior to June 2007.

## Average Monthly Daily Energy Use Graphs Viewed



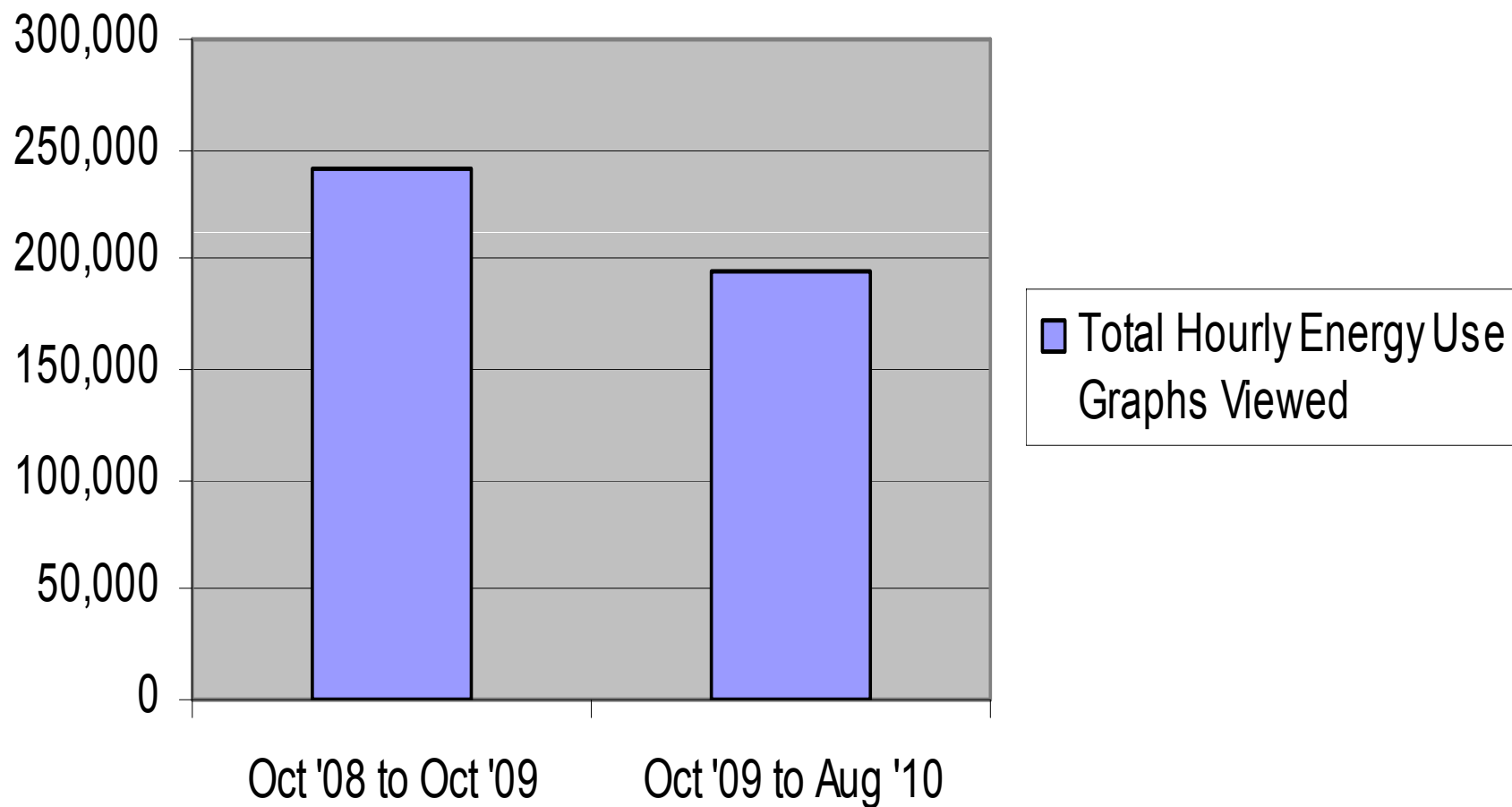
\*Daily Energy Use Graphs added to site October 2007

## Total Daily Energy Use Graphs Viewed



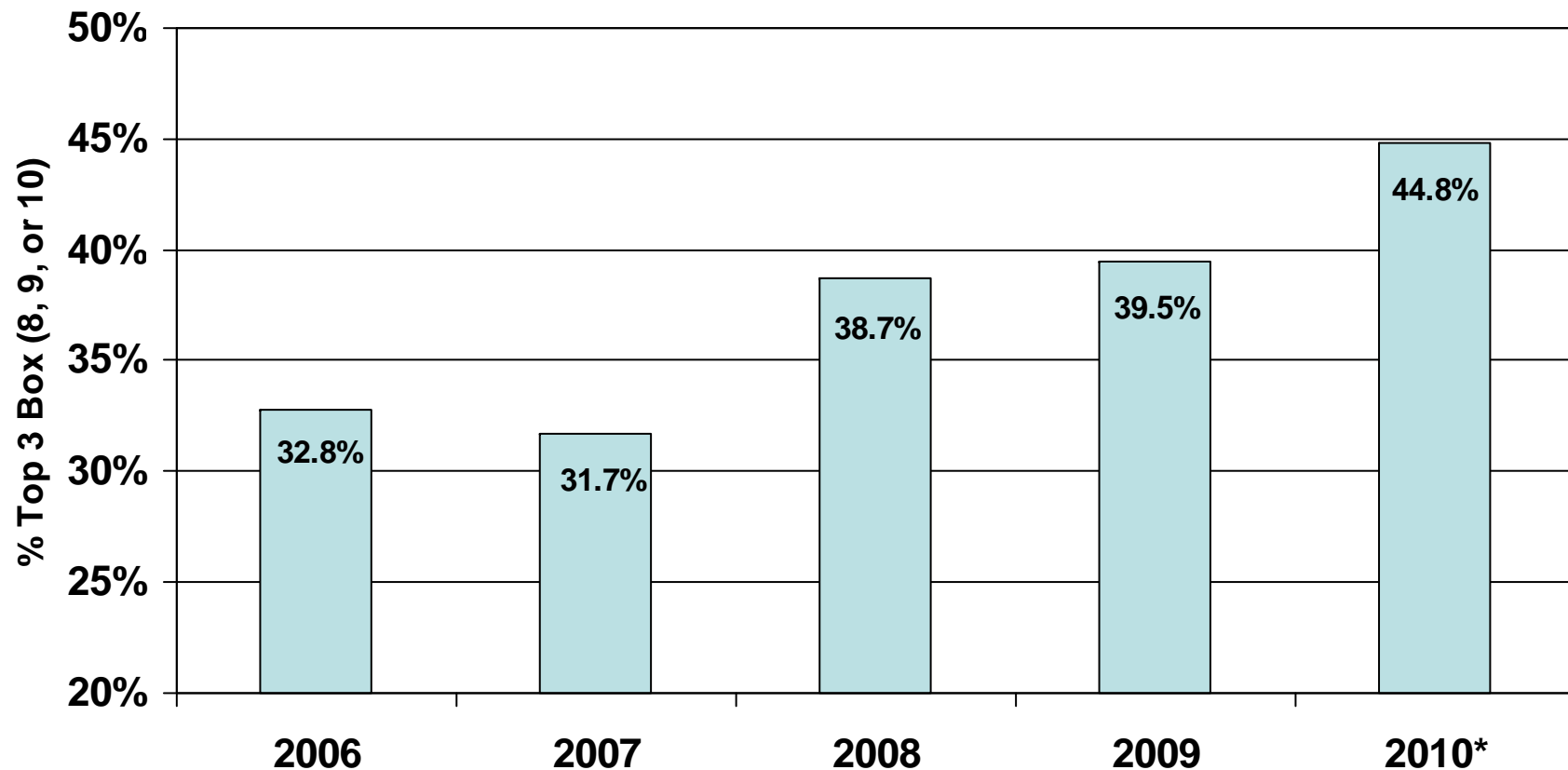
\*Daily Energy Use Graphs added to site October 2007

### Total Hourly Energy Use Graphs Viewed



\*Hourly Energy Use Graphs added to site October 2007

# Residential customers are increasingly aware of PPL's efforts to help them reduce their bill



Q4c. Now thinking about the electric service delivered to your home, and using the 10-point scale where 1 means unacceptable, 5 means average and 10 means outstanding, and again using any number from 1 to 10, **how do you rate PPL Electric on its willingness to help you reduce the amount you spend for electricity?**

\* Note: 3 qtrs only





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