

A photograph of a residential street lined with large, mature trees. In the foreground, a paved sidewalk runs along a green lawn. In the background, several two-story houses are visible. One house is red brick with a white porch and a white picket fence. Another house is light-colored with a porch and a small American flag. The sky is clear and blue.

EMPOWERED ELECTRIFICATION

Presenting Today



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Agenda



Program design –
leveraging historical
data



In-field findings



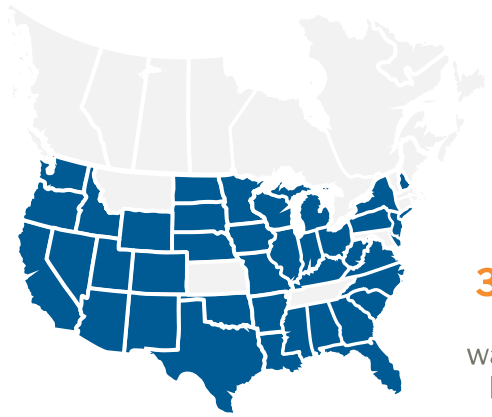
Electrification
readiness



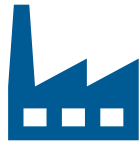
Program evolution

Franklin Energy

Delivering With Our Utility Partners



36 Offices
across US /
warehouses on
both coasts



78K
large C&I
projects



8K
small business
projects (last 3 years)



195K
multifamily units
for **15** clients in
16 states



500K
residential
customers
served annually



150+
utility clients



500+
utility programs



23
marketplace
clients



1,100+ employees



Billions of
products sold
since 1989



400
different energy
efficiency & water
conservation
products in stock



2.2 Million
Demand Response
Devices Installed and
Maintained



Ship between
2-3 million
kits per year



Leading provider of
e-commerce
fulfillment

Home Electrification Assessment Program (HEA)

- Serve 10,000 gas and dual fuel customers
- Focus on named communities
- Visual assessment
- Determine electrification readiness
- Educate customers
- Direction on customer journey

Program is part of a goal to identify ways that connected customer-side resources can provide system value for all customers and achieve an equitable distribution of benefits and burdens to underserved populations and highly impacted communities



Setting the compass for a strong delivery



Leveraging historic data



Understanding the territory



Customer centric mentality



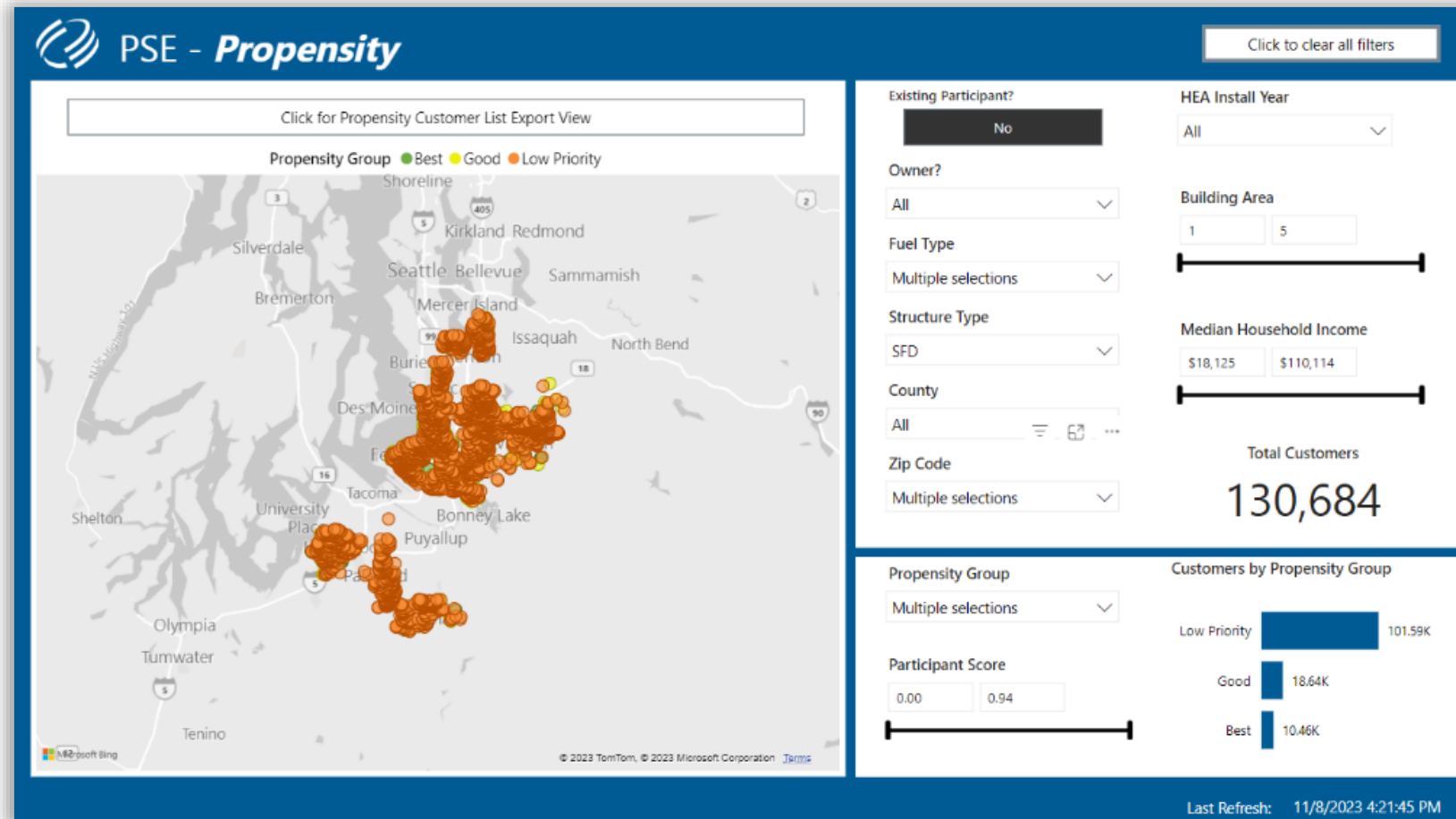
Review, analyze, adjust, adapt

Territory Coverage

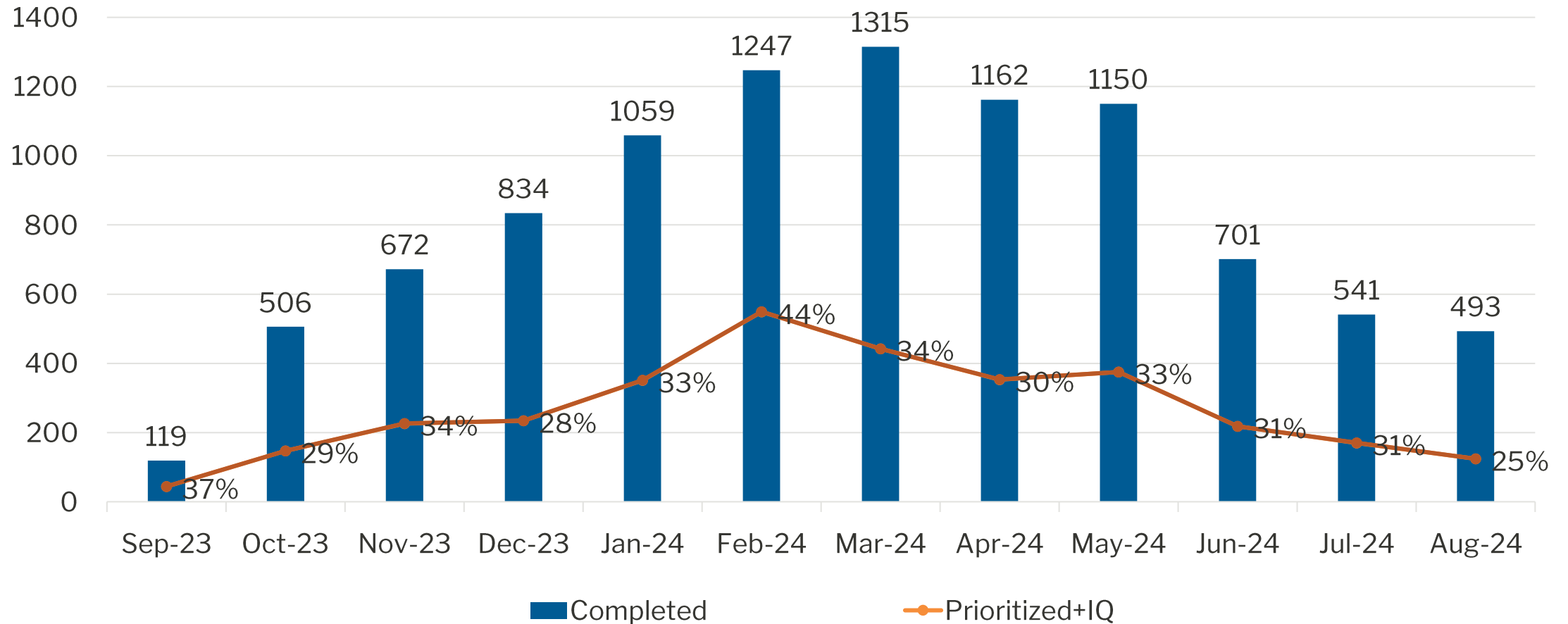
- Program served Gas and Dual Fuel customers
- Assumed county customer participation
- Strategic staffing to increase production volume potential



Participation Opportunities

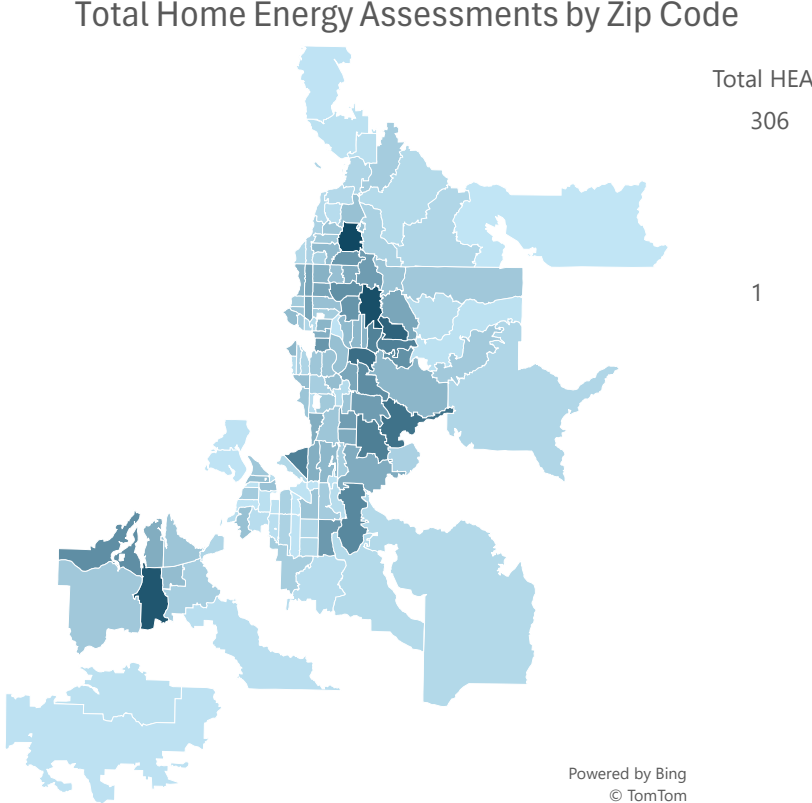
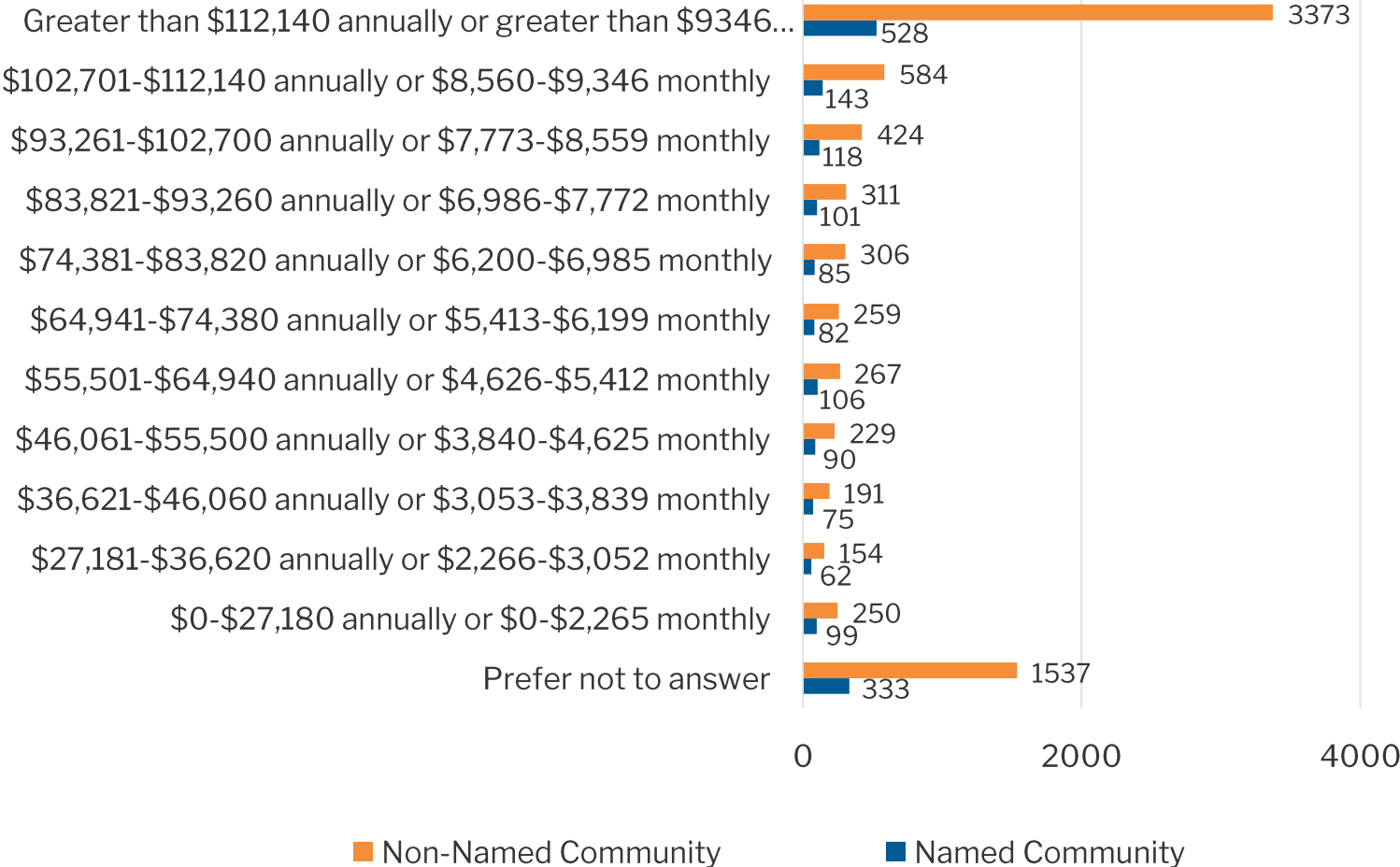


Monthly Completed HEAs



- 9,799 completed HEA's through September
- Program was extended through end of year with new goal of 12,000 completed HEA

Completed HEA's by Income



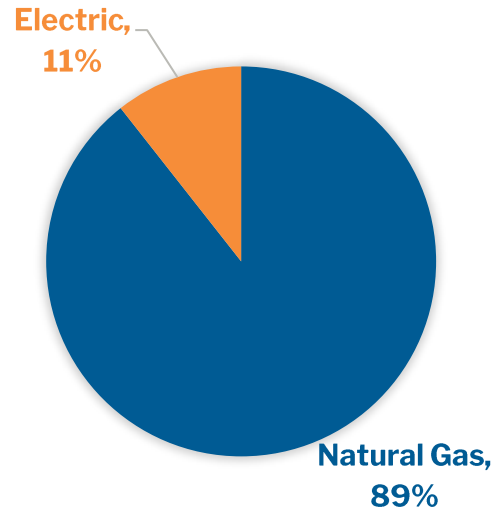


IN-FIELD FINDINGS

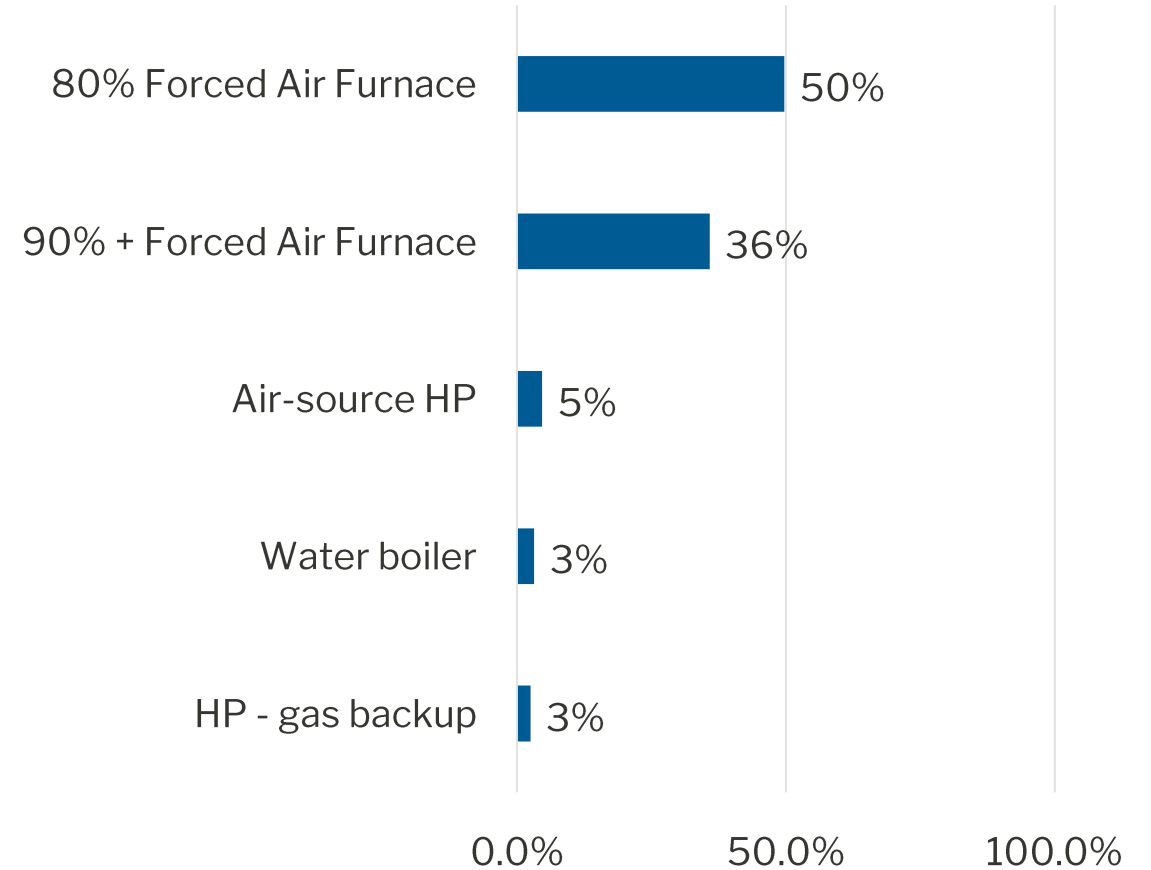
9/2023 thru 8/2024

Heating System

PRIMARY HEATING FUEL



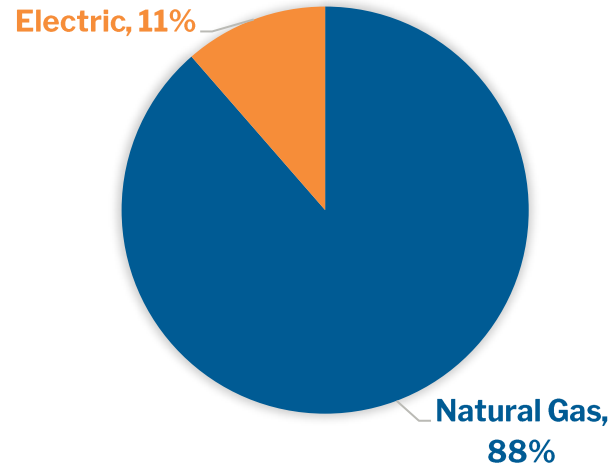
Top 5 Primary Heating System



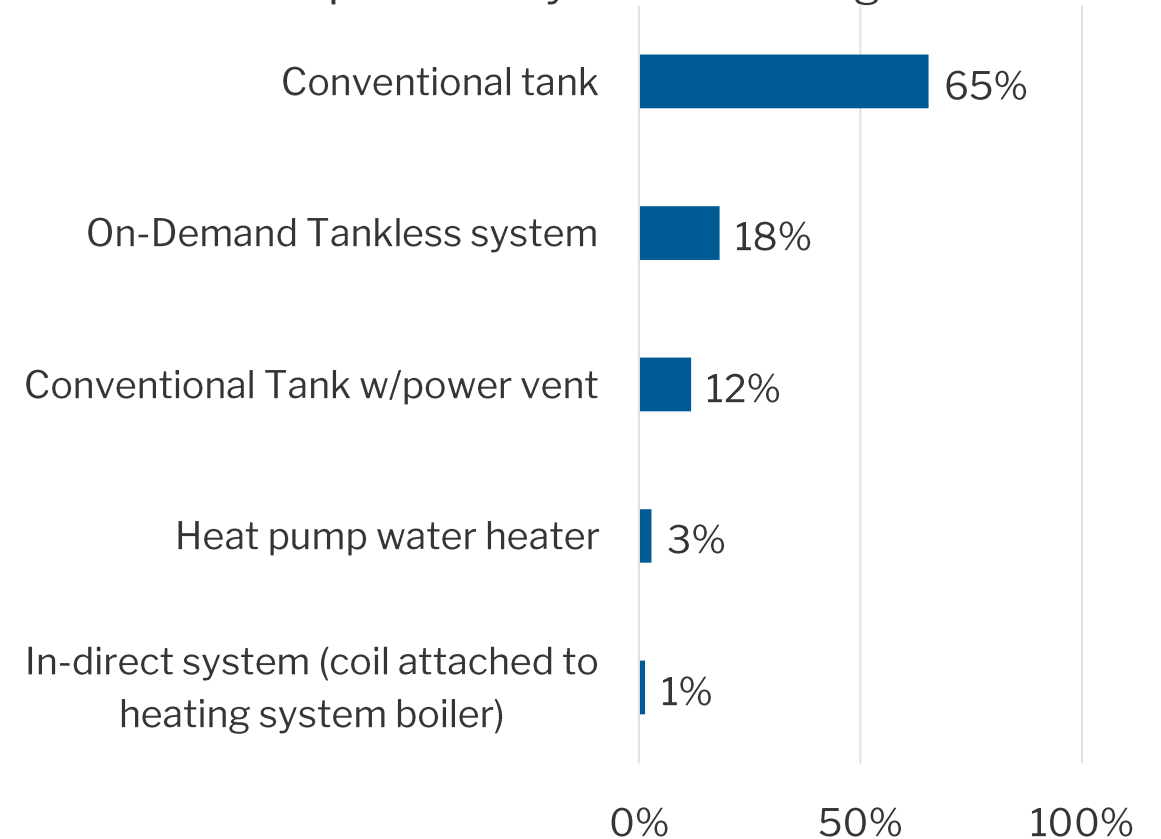
System Age	Findings Rate
0-4 years	23%
5-9 years	22%
10-14 years	28%
15-19 years	11%
20 years +	15%

Water Heating

PRIMARY WATER HEATING FUEL



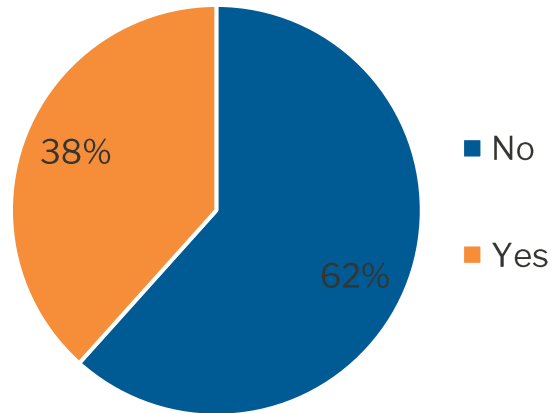
Top 5 Primary Water Heating



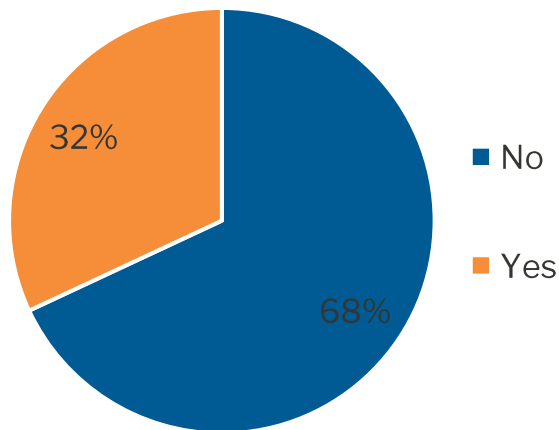
System Age	Findings Rate
0-4 years	29%
5-9 years	32%
10-14 years	26%
16-19 years	8%
20 years +	5%

Solar and EV Adoptions

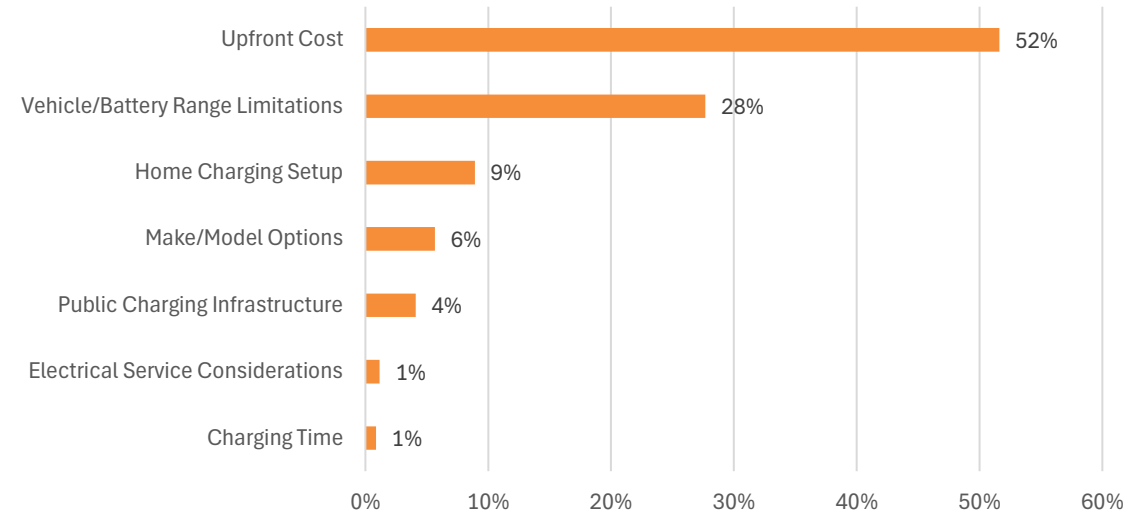
EV Adoption Interest



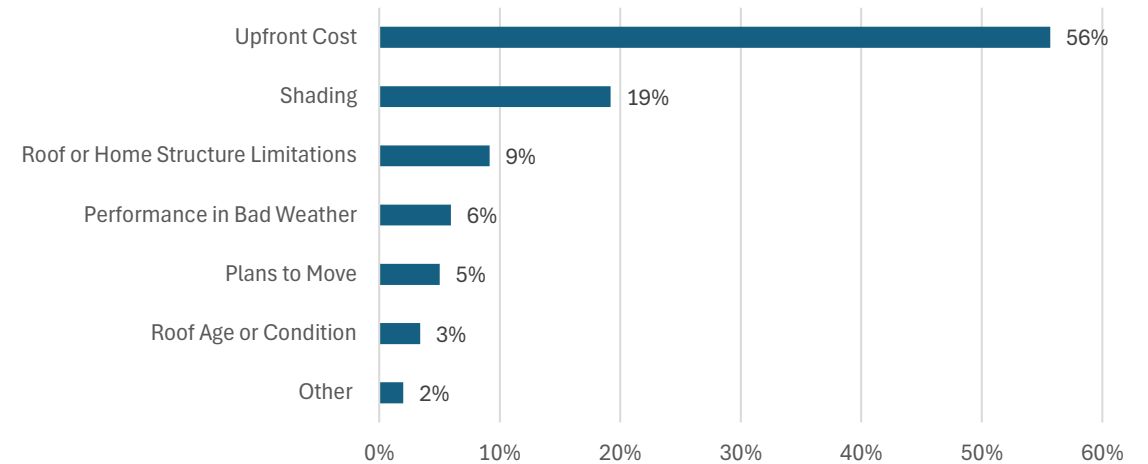
Solar Adoption Interest



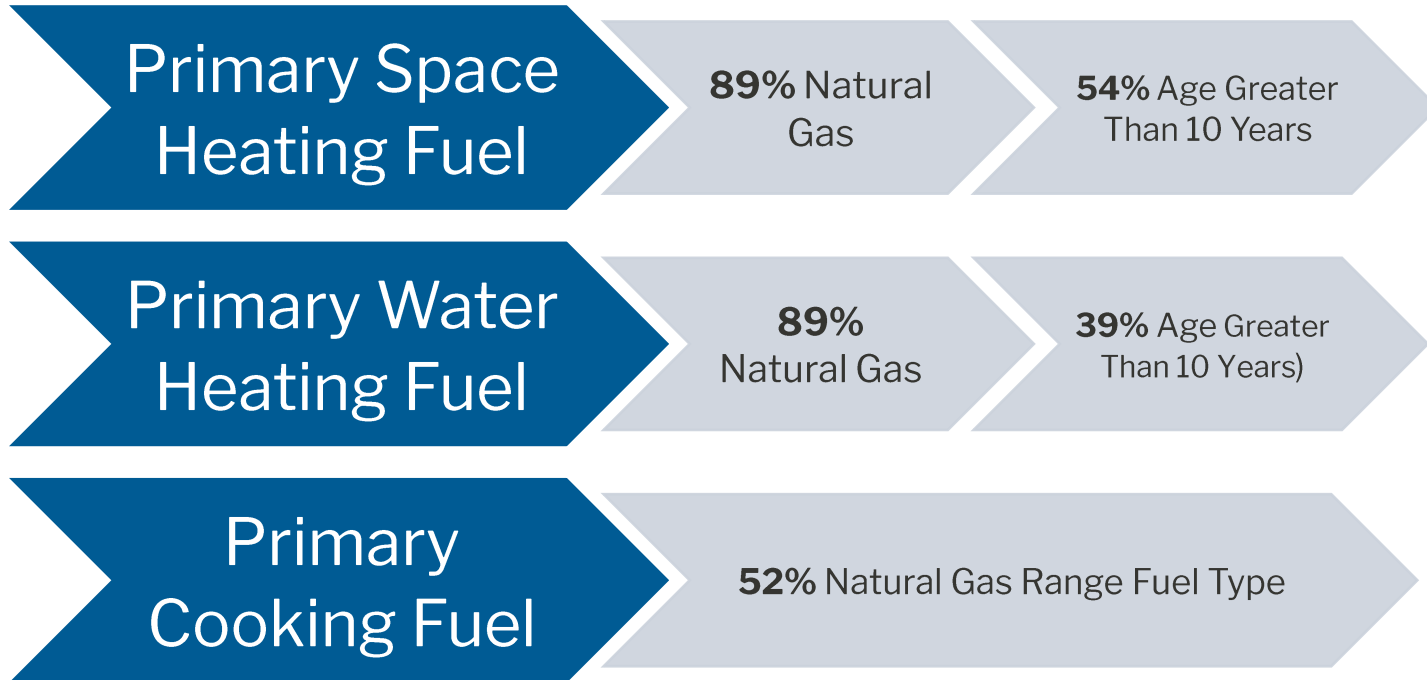
Barriers to EV Adoption



Barriers to Solar Adoption



Electrification Readiness



86%
Panel Amperage
200 AMPS or Greater

Available Panel Slots	%	Customers
0	29%	2,816
1-4	34%	3,347
5-9	25%	2,451
10-15	9%	818
>15	3%	367

Customer Education

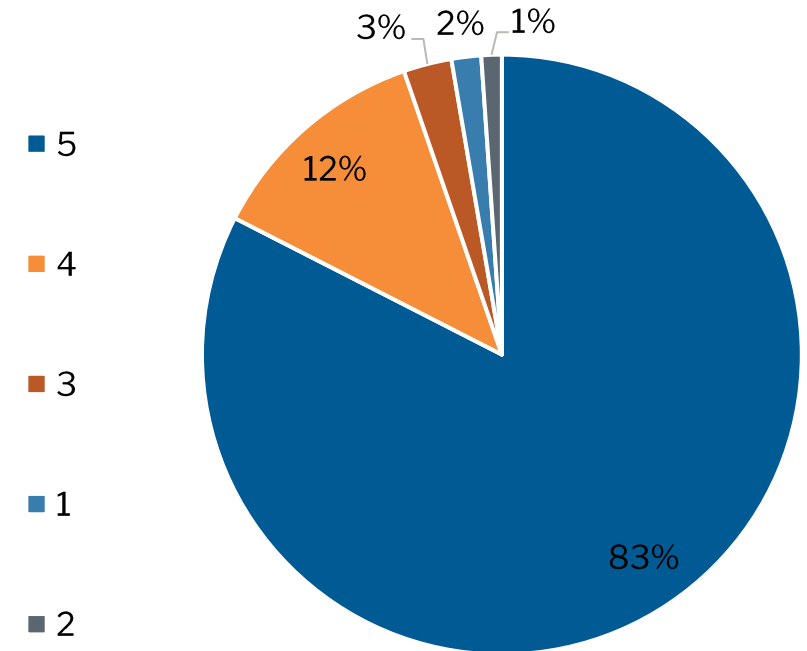
Question	Average Response	% Change
Understanding of electrification benefits and opportunities BEFORE the assessment	2.8	+61%
Understanding of electrification benefits and opportunities AFTER the assessment	4.5	
Understanding of heat pump systems and their benefits BEFORE the assessment	2.7	+68%
Understanding of heat pump systems and their benefits AFTER the assessment	4.5	

“The Settlement Targeted Electrification Pilot (STEP) is a pilot that tests various approaches to education and incentives that could encourage the adoption of electrical home heating equipment and appliances”

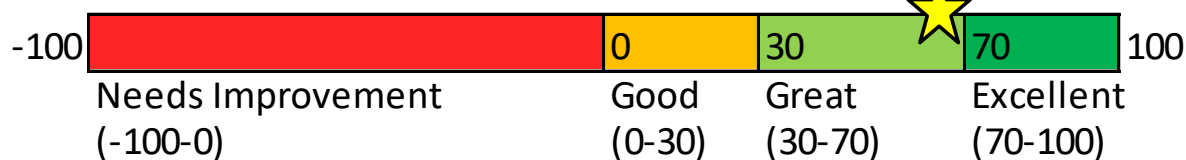
Customer Feedback

CSAT Question	Average Score (Out of 5)
How satisfied are you with your interactions with the representative who did your Home Electrification Assessment?	4.8
How satisfied are you with your experience scheduling the assessment and the communication process prior to your appointment?	4.7
How satisfied are you with the Assessment report received	4.5
How satisfied are you with the assessment experience?	4.7

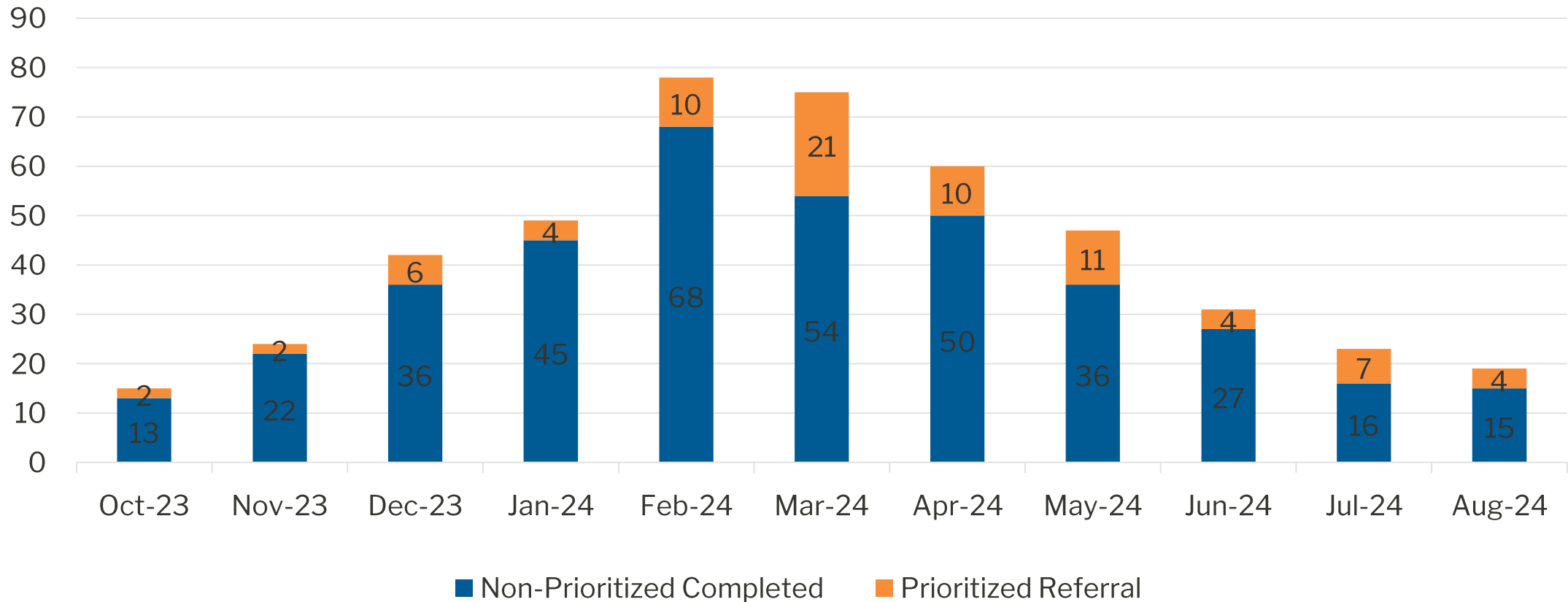
How satisfied are you with the assessment experience?(5-Most Satisfied)



Overall NPS: 67



Monthly Referrals

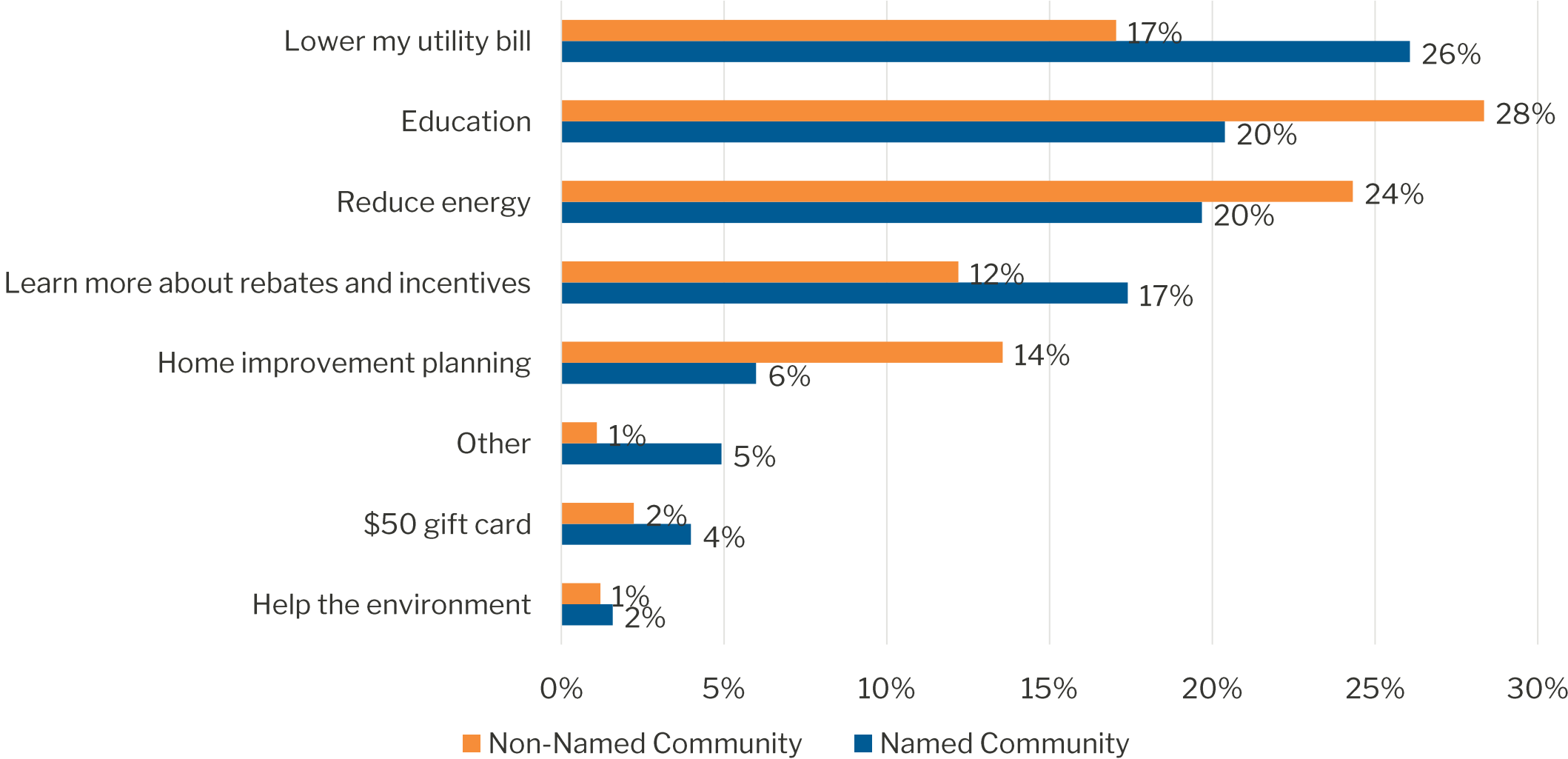


- 51% of the customers who reported “friends/family” as their lead source used their referral code.




PROGRAM EVOLUTION

Participation Motivation



Evolving our Message



PSE PUGET SOUND ENERGY

Learn about making the switch to electric.

Sign up. Learn more. Receive a \$50 gift card.

Are you interested in saving energy and switching to an electric lifestyle? Learn about the benefits, next steps and available resources, then receive a \$50 gift card.

Here's how it works:

1. You sign up for a free, 60-minute appointment at a time that works with your schedule.
2. An Electrification Coach will walk through your home with you to help build a custom list of electrification recommendations.
3. At the end of your assessment, you'll receive your home electrification report, which includes recommended next steps, along with a \$50 gift card.

We'd like to be in the **Renton neighborhood**, so sign up today. Call 1-866-574-3294, visit pse.com/electrifyplan or scan this QR code:



Take action on your electricity needs. PSE is here to help you. pse.com/electrifyplan



Puget Sound Energy
Sponsored - Q

Interested in going electric? Learn about the benefits, next steps and available resources, then receive a \$50 gift card.

How does a Home Electrification Assessment work?


The advantages are electrifying

Sign up by 1/31/21

Like Comment Share

To view this email as a web page, go here.

PSE PUGET SOUND ENERGY



Electrification Coaches in your area

Sign up today to start your electrification journey

Making the switch to electric is becoming more and more common. In fact, one in four U.S. homes is currently all-electric,* and the numbers are quickly rising. If you're looking for a way to become more efficient or if you're curious about the all-electric lifestyle, we can help! Electrification Coaches are now offering **free Home Electrification Assessments for active PSE gas customers.**

[Sign Up](#)

Here's how it works

1. You sign up for a free, 60-minute appointment at a time that works with your schedule.
2. An Electrification Coach will walk through your home with you, answer your questions, and help build a custom list of electrification recommendations. You'll learn about available electrification resources, including rebates and incentives, along with ways you can save energy.
3. At the end of your assessment, you will receive your home electrification report, which includes recommended next steps, and a **\$50 gift card.**

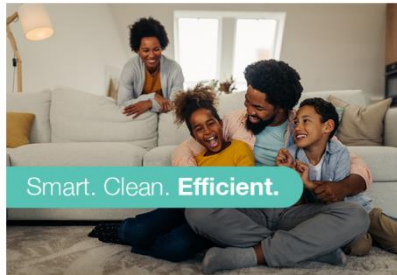
[Sign Up](#)

Schedule your free, no-obligation appointment today.

[Sign Up](#)

You can also call 866-574-3294 or visit pse.com/ElectricPlan

PSE PUGET SOUND ENERGY



Smart. Clean. Efficient.

The advantages are electrifying.

Are you interested in saving energy and switching to an all-electric lifestyle but don't know where to start? Puget Sound Energy is here to help with **free Home Electrification Assessments for active PSE gas customers.**

[Sign Up](#)

Here's how it works

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[Sign Up](#)

Schedule your free, no-obligation appointment today.

[Sign Up](#)

You can also call 866-574-3294 or visit pse.com/ElectricPlan

Additional Customer Offerings

FLEX SMART

Paid via Tango Gift Cards

- Smart Thermostats:
 - \$50 Enrollment Bonus, per unit
 - \$20/season, per unit
- Line-Voltage Connected Thermostats:
 - \$20 Enrollment Bonus per unit
 - \$10/winter season, per unit

FLEX REWARDS

Paid via Tango Gift Cards

- \$25 Enrollment Bonus
- \$15 annual participation bonus
- \$1/kWh reduced, per event

PSE's Bill Discount Rate



PSE does not have any funds remaining for the Washington Families Clean Energy Credits Grant Program. If you need assistance, please learn about and apply for our Bill Discount Rate below.

Our Bill Discount Rate (BDR) program provides you with ongoing help on your monthly energy bill. Depending on your household income and household size, you can save 5% to 45% a month on your bill.

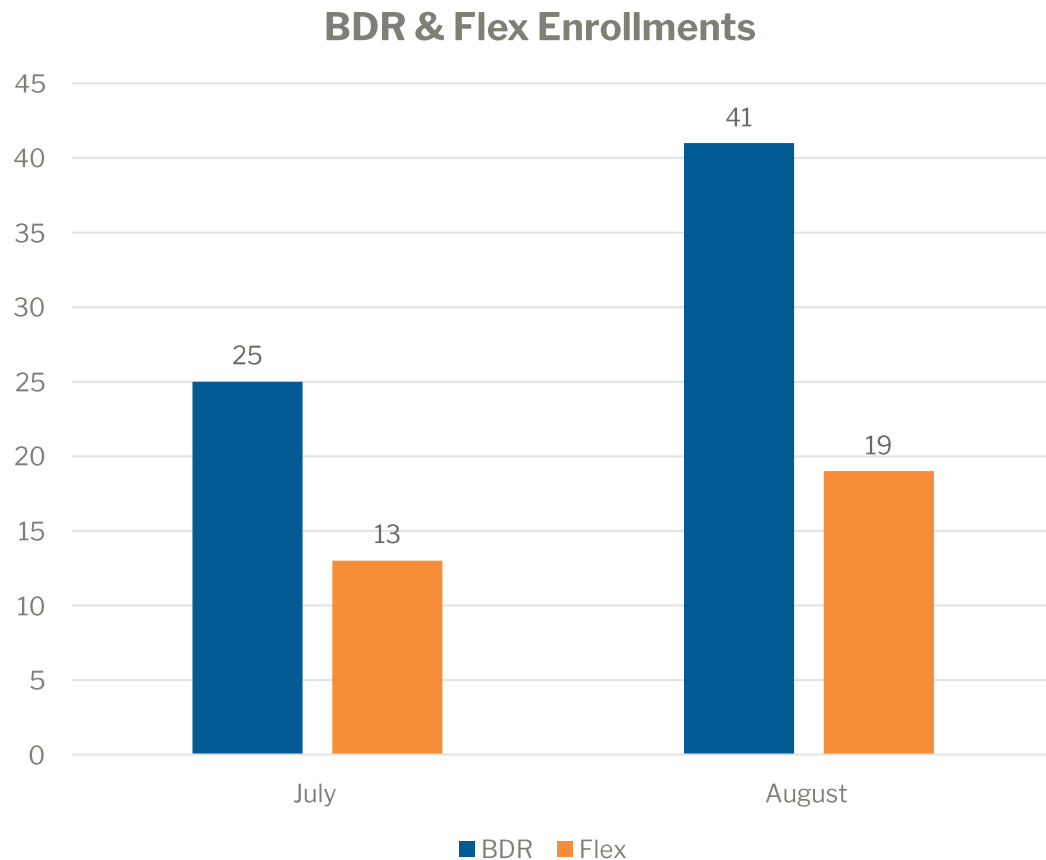
There is one simple application to fill out. In most cases, no proof of income is required to apply. And the application only takes a few minutes to complete online. If you've received energy assistance in the past, it's likely you qualify.

If you have already applied you can [view your application status](#).

See if you're eligible!

Find out if you qualify before applying. Just provide your household's gross monthly income, number of people in your household and the county where you live. After learning your preliminary status, complete the online application below.

BDR & Flex Enrollments



- Launched offerings in late July
- Reach back enrollment opportunity of over 3,000 customers
- Ability to expand offerings to include other utility programs

Trade Ally Collaboration

- Utilize findings to educate supporting parties
- Generate quality referrals
- Drive project completion rate
- Ensure high quality utility partners





Continued Innovation

- Using gathered data in a meaningful way to identify future opportunities
- Evolve our offering to support client and customers needs
- Make impactful decisions which are specific to your customer base



QUESTIONS
AND ANSWERS
SESSION

THANK YOU.