

From Energy Efficiency to Customer Energy Solutions

Helping Customers Meet Their Energy Needs Now and
Into the Future

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Informational only, no decision required



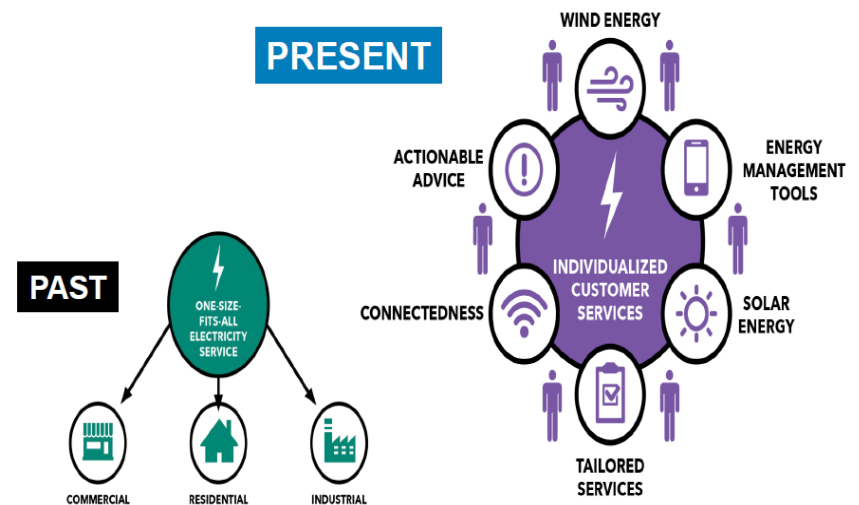
Why We Are Here

- Added areas of focus driving redefinition of Mission and name change
 - Provide background on the drivers of change
 - Share redefined Mission
- Seeking feedback

Customer Energy Solutions: Why the Change?

- Delight customers with programs and services that meet their needs
- Align work and staff with direction in strategic plan and business plan (Electric Vehicle Strategy, Enhancing Low Income Programs, etc.)
- Accurately reflect the work the team is doing now and into the future
- Align work and staff to industry standards

Individualized Customer Services

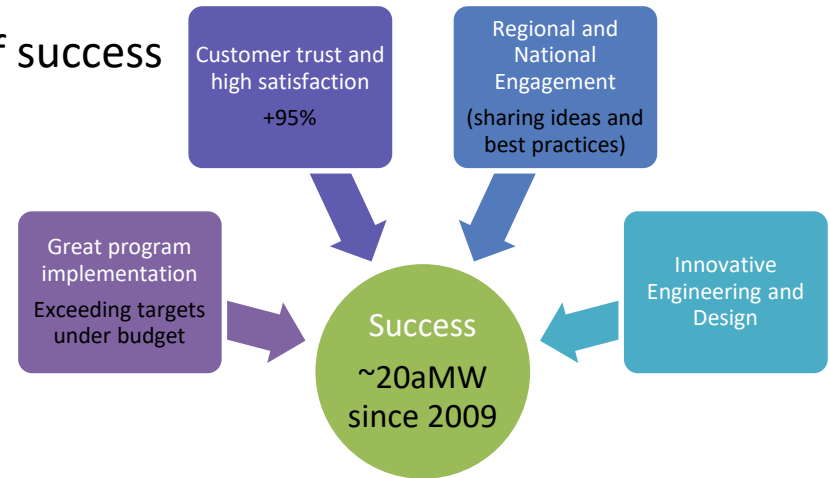


Source: The Edison Foundation Institute for Electric Innovation, *Thought Leaders Speak Out: Key Trends Driving Change in the Electric Power Industry*, December 2015

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Customer Energy Solutions: What We Will Do?

- Continue building on a strong foundation of success
- Continue a focus on energy efficiency
- Refresh current programs
 - Solar program
 - In-person audits → virtual audits
- Add new programs
 - Incorporate opportunities from the new AMI system to support customer needs and efficiency opportunities
 - Low-income/high energy burden program
- Meet current and new reporting and compliance obligation
 - CETA
 - 1937



Redefining the Mission

- **Old:** Acquire cost-effective conservation and support investigations of energy development opportunities
- **Proposed:** Provide customers with effective solutions to their changing energy needs in a manner that enhances customer experience, engagement, and equity while providing value to Chelan PUD

Next Steps

- Continue focus on Energy Efficiency
- Ensure new and updated programs are captured in business plans