



# Gas Pilot Concepts

Presented by:



# Gas Only Accessibility Pilot

## Description:

- Utilize smart home devices to transition from manual energy management to voice-activated/app-assisted home energy management

## Learning Goal:


- Does smart home energy management incentivize program participation from customers with physical disabilities or mobility challenges?
- Do participating customers opt-in for full home efficiency services (insulation, weatherization, mechanicals, etc.)

## Customer Benefit:


- Many customers with disabilities do not actively turn items on and off in the home due to physical limitations, exhaustion, placement of products – this pilot allows them more ability to reduce their energy usage and take advantage of smart energy-saving products such as smart thermostats and smart power strips

## Category:

 Residential

 Equity


## Fuel Type:

 Natural Gas


## Potential Measures:

- Smart Hub (only necessary measure): Allows voice control of measures
- Smart Speaker: To provide additional voice control in other rooms
- Smart Vent: Improve HVAC efficiency
- Smart Blinds: Improve HVAC efficiency
- Thermostatic Shower Valve: Prevent water waste, accessibility
- Shower Timer: Prevent water waste
- Handheld Shower: Accessibility
- HVAC tune-up: Replace filter and provide referral point to other programs within Nicor Gas portfolio
- Smart Water Heater Control: Improve water heater efficiency
- Smart Gas Detector: Safety
- Smart Gas Dryer: Improve gas dryer efficiency and allows appliance to be scheduled to run outside of peak usage
- Smart Gas Stove Shut-Off: Safety, increase gas stove efficiency
- Motion-Sensing Faucet: Prevent water waste, accessibility

## Implementation Time Frame:

 6 months

## Energy Savings Potential:

 Moderate

# Measure Matching Quiz



## Description:


- Create “if this then that” widget that can be embedded in utility website and communications that allows users to take a “Buzzfeed style” quiz answering multiple choice questions, resulting in customized recommendations and links to offerings relevant to their interest and qualifications
- No PII required

## Learning Goal:


- Do additional “self-service” features such as quizzes help customers navigate and identify their opportunities within an energy efficiency portfolio?
- Can “self-services” features such as quizzes help to increase enrollment in specific energy efficiency offerings?

## Category:

 Residential  Equity

 Commercial


## Fuel Type:

 Electric & Natural Gas

## Customer Benefit:

- Boils down program decision-making process into a simple to use tool
- Provides automated path for customers to identify the energy offerings best suited for them
- Reduced call volume and wait time to contact centers
- Reduced number of clicks to reach relevant program information

## Implementation Time Frame:

 3 months

## Energy Savings Potential:

Indirect, but will drive participation in programs

## Other Notes for Consideration:

- Mobile-optimized tool
- Can create in English and Spanish (or other prevalent language) for inclusion
- Leverages existing website navigation and reduces clicks to get to relevant information for customers

# Tree Planting & Urban Heat Island Mitigation

## Description:

- Pair tree planting with municipal and consumer education regarding urban heat island mitigation; partner with local community-based organization to enhance trust in the offering


## Learning Goal:

- Are tree planting programs a priority to the IQ communities we serve?
- Can tree planting programs increase enrollment in other energy efficiency offerings?
- Can tree planting programs increase trust in the utility?


## Customer Benefit:

- Deciduous trees mitigate urban heat islands and help to lower heating and cooling costs throughout the year

### Implementation Time Frame:

 9 months

### Energy Savings Potential:

 Moderate – Achieve through tree planting savings


## Other Notes for Consideration:

- Funding will need to be allocated to provide direct care for the planted trees for first 12 months to ensure their survival
  - Can partner with workforce programs or municipalities to execute

### Category:

 Residential  Equity

### Fuel Type:

 Not Applicable

# High Efficiency Window Film for Renters

## Description:

- Many households grew up blowing drying saran wrap to windows to provide an additional protective barrier from cold in the winter months. We leverage this “familiar” energy solution and adapt it for the modern household: high efficiency window film.
- While the application concept is similar, the high efficiency film can generate energy savings while providing a renter-friendly option.
- Can be offered through an existing program channel with professional installation, in an energy efficiency kit, or piloted on its own.

## Learning Goal:

- Is high efficiency window film an attractive customer offer that can also increase portfolio energy savings?

## Customer Benefit:

- Improved window barrier to cold
- Renter-friendly option that does not put deposit at risk
- Easy-to-understand starter measure

### Implementation Time Frame:



3-6 months depending on approach

### Energy Savings Potential:



Moderate

## Other Notes for Consideration:

- Many available high efficiency window films on the market
- SEEL will recommend options that maximize savings while minimizing cost without impacting window functionality

### Category:



Residential



Equity

### Fuel Type:



Natural Gas

# Community-Based Marketing Toolkit

## Description:

- Community-based organizations (CBOs) are experts in the communities they serve. By partnering with CBOs to market programs, utilities are leveraging trusted voices to drive awareness of and participation in income-qualified programs.
- In this pilot, a small number of CBOs will be recruited, trained, and compensated for utilizing a marketing toolkit and generating customer leads to priority utility energy programs.
- CBOs can also assist with customer re-engagement at key pain points where they may become non-responsive (such as income verification)


## Learning Goal:

- Do marketing toolkits allow for community-based partners to effectively market and enroll customers into efficiency plans?

## Customer Benefit:

- Leverage existing appointments with CBO partners to drive program enrollment
- Reduces additional appointments and applications for the customer
- Tailored customer engagement from local and familiar agency

### Implementation Time Frame:

 4-6 months

### Energy Savings Potential:

Indirect – marketing will generate additional program participation

## Other Notes for Consideration:

- Recommend creating a dedicated landing page for CBO referrals to ensure ability to accurately track effectiveness of toolkit

### Category:

-  Residential
-  Marketing
-  Commercial
-  Equity

### Fuel Type:

 Not Applicable

# Gas Appliance Recycling & Tankless Water Heater Promotion

## Description:

- Promote the adoption of energy-efficient tankless water heaters while facilitating the recycling of outdated gas appliances.
- Accomplished through accessible community recycling events and community partnerships, with a focus on underserved communities.
- The program will drive long-term energy savings and measurable positive impact with opportunities for cross promotion with Consumers Energy’s income-qualified residential programs and rebate programs.
- Events will be planned to maximize local participation by partnering with a non-profit host and utilizing popular local vendors for food, music, and other event components.

## Learning Goal:

- Can greater residential gas savings be achieved when pairing tankless water heater procurement with community recycling events?


## Customer Benefit:

- Additional customer options for recycling appliances in combination/ natural gas territory.
- Provides customer with information for new, efficient gas appliances at time of disposal of previous appliance (difficult time to identify and nail down in traditional marketing and outreach).
- Increase community goodwill through local programming created and executed in partnership with non-profits and local vendors.


### Category:

 Residential

### Fuel Type:

 Natural Gas

### Implementation Time Frame:

 1 year

### Energy Savings Potential:

 High

# Our Management Team



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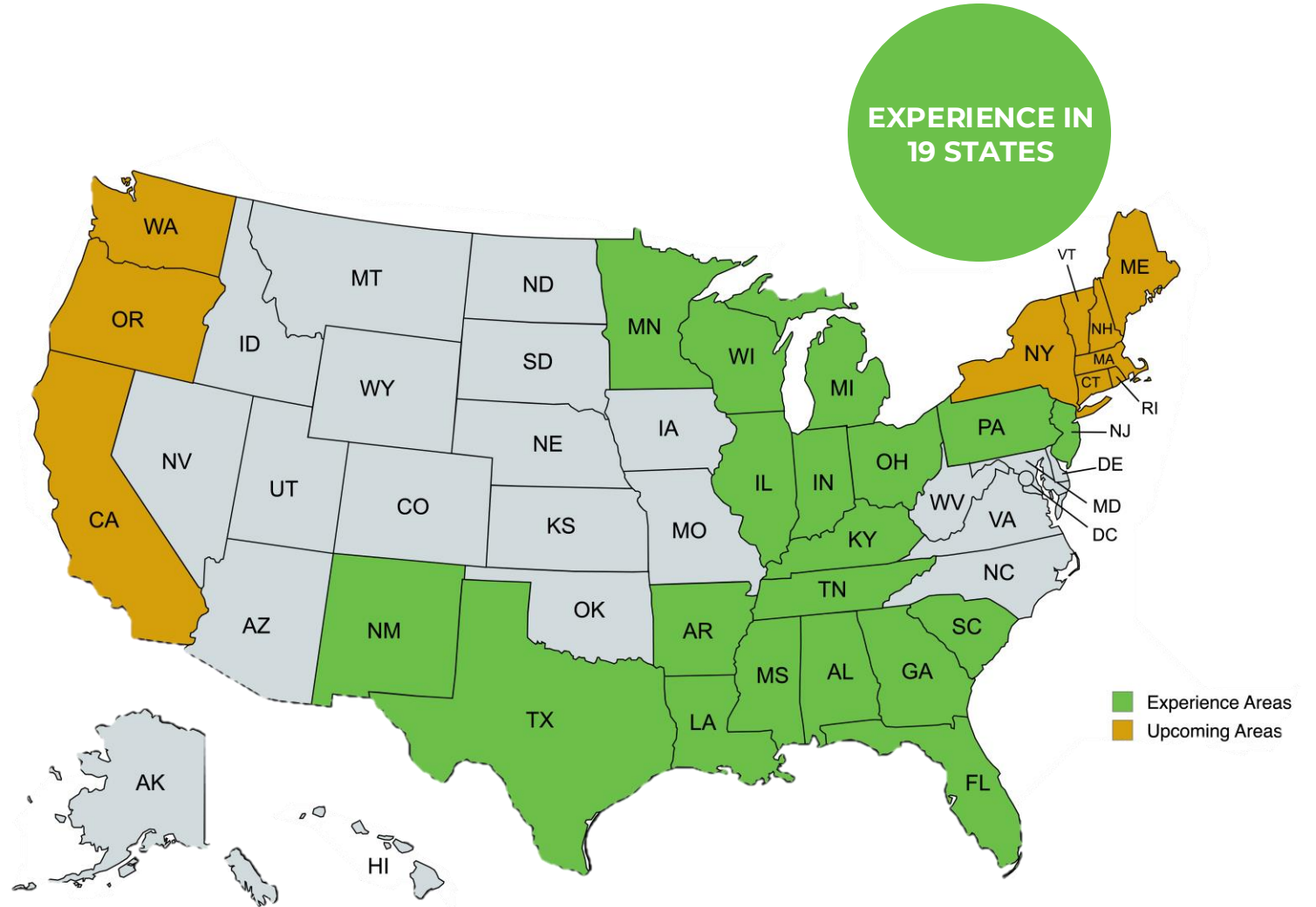


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# Who We Are & What We Do

- 15+ years of experience in utility program management – appliance recycling, direct install, weatherization, retail, commercial
- Over 7 years of training and workforce development experience
- Specialize in engaging disadvantaged communities & workforce development
- Community based program approach
- Engaged with local and nationwide community partners
- 100% Minority-Owned Business Enterprise (MBE) Certified & Disable Veteran Owned



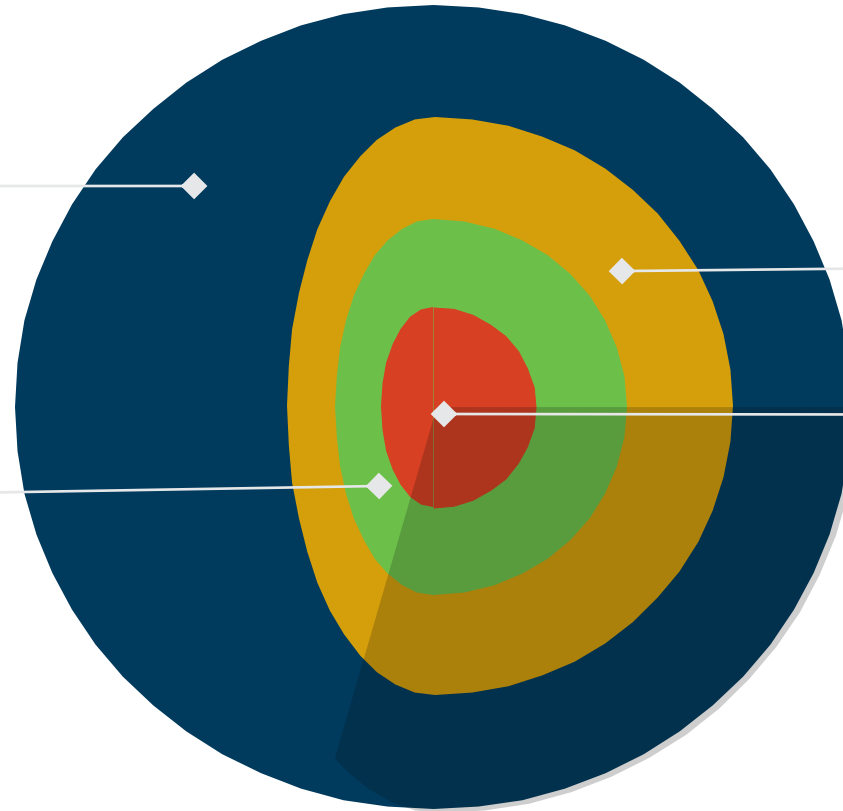
# Core Values

Training & Workforce Development

Diverse and Inclusive Professional Practices

Community Partnership

Energy Efficiency for All



**J**USTICE

The act of just behavior and treatment.

**E**QUITY

The act of ensuring that processes and programs are impartial, fair and provide equal possible outcomes for every individual.

**D**IVERSITY

The presence of differences within a given setting. In the workplace, that can mean differences in race, ethnicity, gender, gender identity, sexual orientation, age and socioeconomic class.

**I**NCLUSION

The practice of ensuring that people feel a sense of belonging in the workplace. This means that every employee feels comfortable and supported by the organization when it comes to being their authentic selves.

# Key Achievements



SEEL has delivered over 2,000,000 Mcf & 1,000,000 MWh since 2009



100+ individuals trained and placed in clean energy jobs annually through Workforce Development initiatives



30+ Returning Citizens trained and hired in Energy Jobs since 2022



66% of SEEL's workforce is diverse



Contact Center has engaged more than 3,000,000 utility customers



150 people BPI trained

# Notable Accolades



<p>2024 Hall of Fame Legends Louis James, CEO &amp; Chairman</p>	<p>2024 Notable Black Business Leader Honoree E'Lois Thomas, PhD; President</p>	<p>2024 #99 in Michigan, #66 in Energy, and #51 in Detroit.</p>	<p>2024 Entrepreneur of the Year Louis James, CEO &amp; Chairman</p>
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<p>2024 Women of the Year E'Lois Thomas, PhD; President</p>	<p>2024 Notable Leaders in DEI Scott Alan Davis; VP of Inclusion and Economic Development</p>	<p>2023 Lifetime Achievement Award E'Lois Thomas, PhD; President</p>	<p>2023 Class IV Supplier of the Year</p>
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<p>2023 Fastest Growing Women-Owned and Led Businesses; #4 of 50 Women2Watch E'Lois Thomas, PhD; President</p>	<p>2023 Apple Impact Accelerator</p>	<p>2022 Notable Leaders in Sustainability E'Lois Thomas, Ph.D.; President</p>	<p>2022 Corp! Salute to Diversity Award</p>
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# Our Capabilities

## INCOME-QUALIFIED SOLUTIONS

### Income-Qualified Program Solutions

SEEL embodies our Justice, Equity, Diversity, and Inclusion (JEDI) values at all levels of program implementation. From local hiring to translation services, we understand that authentic trust and connection is the first step to achieving energy program goals.



As a DBE, we are committed to providing solutions to the larger systemic barriers that prevent marginalized communities from accessing, utilizing, and leading clean energy resources and programs.

#### Robust Community Outreach

- Trusted partner for community representatives and community-based organizations
- Leverage word of mouth as a powerful tool in addition to traditional marketing strategy and tactics



#### Accessible Contact Center

- Available 24/7
- Multilingual call center offering Spanish and Arabic support
- PCI Compliant to accept payment over the phone or through IVR systems

#### Locally Hired and Expertly Trained Staff

- Strong track record of hiring from the communities we serve
- Industry leader in hiring returning citizens (previously incarcerated individuals)
- Internal SEEL Learning Institute ensures all staff receive robust training, in offering Building Science certification

#### Intentional Program Design

- Proven program design that successfully operationalizes equity
- Company history has always focused on serving marginalized communities including delivering income-qualified programs for our home city of Detroit

## OUR PROGRAM SOLUTIONS

### A nationally certified minority business enterprise (MBE) disabled, Veteran-owned business enterprise (DVBE) s



SEEL is an energy management services company. If you have an energy need, we have the solution.

- Current implementer for more than 30 energy programs nationwide expansion
- Long track record of partnership and collaboration with state regulatory commissions, municipalities, non-profits, the Department of Energy agencies, utilities, and more
- Robust program management experience with over a dozen utilities
- Award-winning industry thought leadership in Justice, Equity, Diversity
- Turnkey solutions at all levels of program implementation, including program management, call center, rebate processing, appliance recycling, trade management, workforce development, training, and more

Click or use the QR codes below to learn more about our core offerings

Energy Efficiency Solutions

Equity Solutions

Income-Qualified Solutions

## EQUITY SOLUTIONS

### Equity Solutions

SEEL is thrilled to offer our Equity Solutions portfolio under the guidance of nationally recognized energy equity experts Scott Alan Davis and Jocie Ortiz-Castell. Our team is uniquely qualified to bring these concepts into action, with a proven track record of success. These scopes are often tailored to meet your needs - if you have an energy or equity challenge, we are prepared to provide you with a solution.

#### Education & Training:

- Our in-house trainers continuously expand our library of clean energy, equity, and workforce development courses, including:
  - Justice, Equity, Diversity, and Inclusion 101
  - Unconscious Bias
  - Cultural Competency
  - Grant-Writing
  - Working with Returning Citizens (Individuals returning from incarceration)

#### Facilitation:

- Facilitation can make or break a discussion. SEEL's facilitation experts have 50+ years combined experience and can ensure your team meaningfully covers your agenda, allowing all team members to participate. Our facilitation offerings include:
  - May include meeting prep, facilitation, recording, transcription, notes, post-event survey, final report, and meeting debrief

#### Marketing:

- We combine our best practices in marketing with an equity lens to serve each of your customer segments and their unique needs to provide marketing solutions that leave no one behind. Our equity marketing offerings include:
  - ADA-Compliance Audit
  - Accessible marketing, including Spanish, braille, and other specialized audiences
  - Community-Based Marketing
  - Common Language Translation

#### Strategic Listening & Advising:

- We believe the first step to the successful design of any program is to listen to the communities it will serve. Our strategic listening and advising prevents unnecessary re-design down the road, reducing implementation costs and boosting customer satisfaction. Our strategic listening offerings include:
  - Program Design Gap Analysis
  - Focus Groups
  - Customer Satisfaction & Contractor Feedback Surveys

#### Implementation & Technical Assistance:

- The road to decarbonization is paved with partnerships, and SEEL has developed an award-winning community-based partnerships. We leverage our community partners' strengths and SEEL's expertise to ensure program success. Our implementation offerings include:
  - Grant-Writing Services
  - Energy Program Management Education
  - Workforce Solutions
  - Program Administration, Invoicing, and Reporting

## ENERGY PROGRAM SOLUTIONS

### Energy Program Solutions

SEEL has developed and implemented successful energy programs since we were founded in 2009. With our in-house expertise, industry partnerships, and turnkey solutions, SEEL delivers cost-effective programs that champion energy savings and customer satisfaction.

- Portfolio of over 30 energy programs on the forefront of energy innovation and equity
- Current implementer for one of the largest income-qualified, residential programs in the country
- A national leader in Appliance Recycling
- Proven and trusted collaborator with utilities, implementers, evaluators and community-based organizations
- Over 30,000 home energy audits completed annually
- Have served over 100,000 homes and facilities with weatherization, saving customers over 100,000 MWh and 600,000 MCF
- Focus on hiring from the communities we serve with experience quickly launching programs in new service areas



We are confident SEEL can meet any and all of your implementation needs.

- Appliance Recycling
- 24/7 Customer Contact Center
- Customer Marketing, Center, & Education
- Direct Installation
- Energy Savings Calculations
- Program Management
- Residential and Commercial Energy Program
- Staff Education & Training
- Trade Ally Manager

#### Michigan Success Story

Our first residential program in Michigan began as a pilot in 2010, in Detroit. Since then, it grew to a fully commercialized program that serves 30,000 residential customers annually - that's every single resident in our client's service territory.

## WORKFORCE SOLUTIONS

### Workforce Solutions

With our cross-section of expertise in clean energy, energy equity, and workforce development, SEEL is uniquely positioned to address any and all workforce needs. SEEL offers a flexible model that provides everything from a full-service workforce system to individual offerings such as BPI training and job placement. Our programs serve and partner with job-seekers, employers, training organizations, colleges and universities, and other clean energy and workforce organizations.

#### Our Comprehensive Workforce System

- Job Placement & Retention**
  - Matchmaking between employers and job-seekers
  - Interview and resume preparation for job-seekers
  - Gathering of on-going feedback from employers for job-seekers
  - Employer training to enhance employee retention and working with returning citizens
- Training**
  - In-person or virtual
  - Topics include: BPI Certification, Building Science Principles, Healthy Homes, Energy Auditing, and more
  - Over 50,000 additional computer-based training in energy & beyond
- Internships**
  - Internship program administration, including creation of candidate pipeline, technical assistance for employers, and delivery of energy curriculum to program participants
- Scholarships**
  - Administration of energy scholarships to educational institutions
  - Strategic advising with faculty to integrate additional energy information into scholarship areas of study
- Barrier Reduction Services**
  - On-demand support to eradicate barriers preventing job-seekers from obtaining or retaining gainful employment
  - Coordination with local social service agencies to connect job-seekers with resources
  - When other options are unavailable, provision of wraparound support including childcare, transportation, housing assistance, and more.
- Case Management**
  - Meaningful, tailored support for each job-seeker and employer
  - Culturally competent and inclusive one-on-one mentoring
  - Demonstrated results in building long-term relationships with authentic trust



In 2023, SEEL's Internship program achieved a 100% full-time job placement rate for all eligible interns

A nationally certified minority business enterprise (MBE) and service-enabled, veteran-owned (DVBE) since 2009.

Explore Our Solutions

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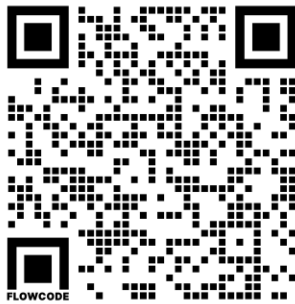
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