



THE PEOPLES GAS AND NORTH SHORE GAS ENERGY EFFICIENCY PROGRAMS

IQ North Committee Marketing and Outreach Update

December 11, 2018

Agenda

- Our Approach
- Program Implementer Branding Alignment
- Income Eligible Energy Efficiency Community Open House
- Community Outreach Events
- Outreach Innovation Update—IIT
- Traditional Advertising
- 2019 Look Ahead



Our Approach

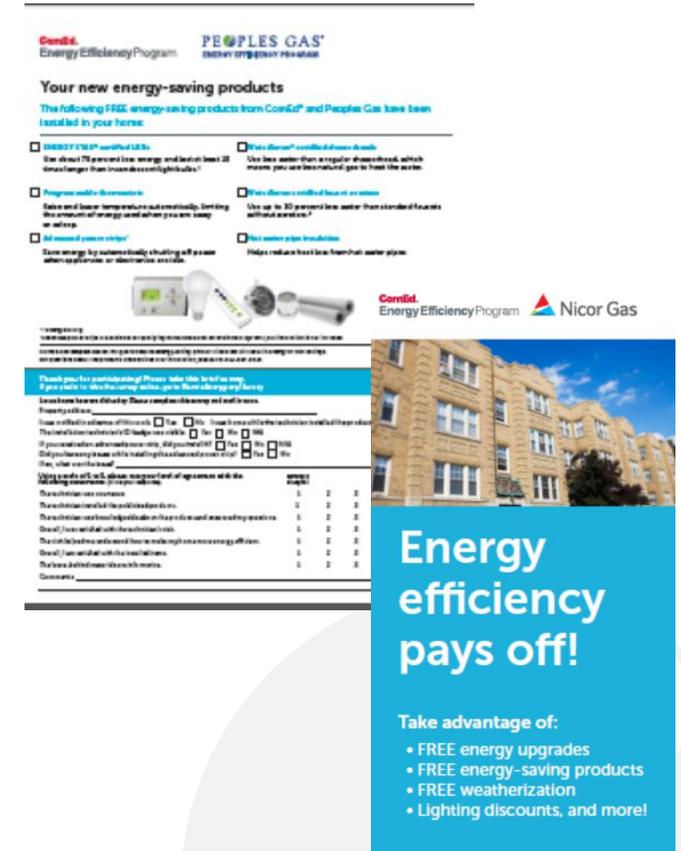
Marketing and Outreach Key Focus Areas

- Community-based partnerships
- Events and sponsorships that are set in diverse neighborhoods with a strong focus on helping customers in need; blended approach working with the government affairs team to implement efforts



Program Implementer Branding Alignment

- The northern utilities have worked together to solidify a blended design aesthetic for shared initiatives
- Joint branding effort has been engaged to make sure customers recognize the consistent utility offerings; goal is to work collectively to maximize program reach where the messaging and offerings are the same
- Continued approach with 2019 materials development to strengthen customer engagement
- Extended through outreach activities (shared events)



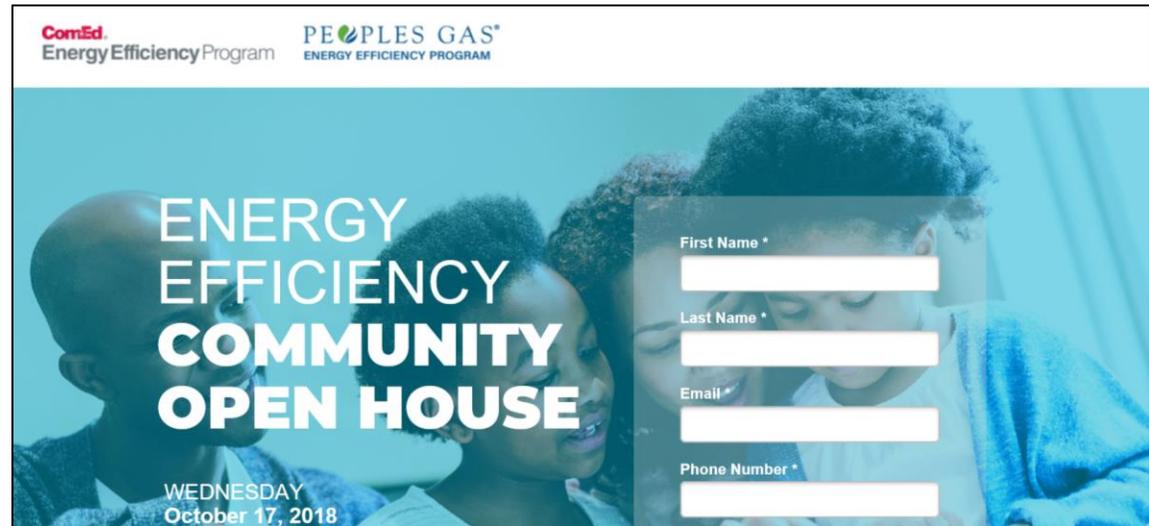
Income Eligible Energy Efficiency Community Open House

- Peoples Gas and ComEd partnered to create a signature income eligible energy efficiency community open house that was held on 10/17
- More than 500 customers were in attendance; WGCI and La Ley held radio remotes during the event to draw customers.
- Customers were able to interact with Peoples Gas, ComEd and a variety of housing and community resources for income eligible customers.



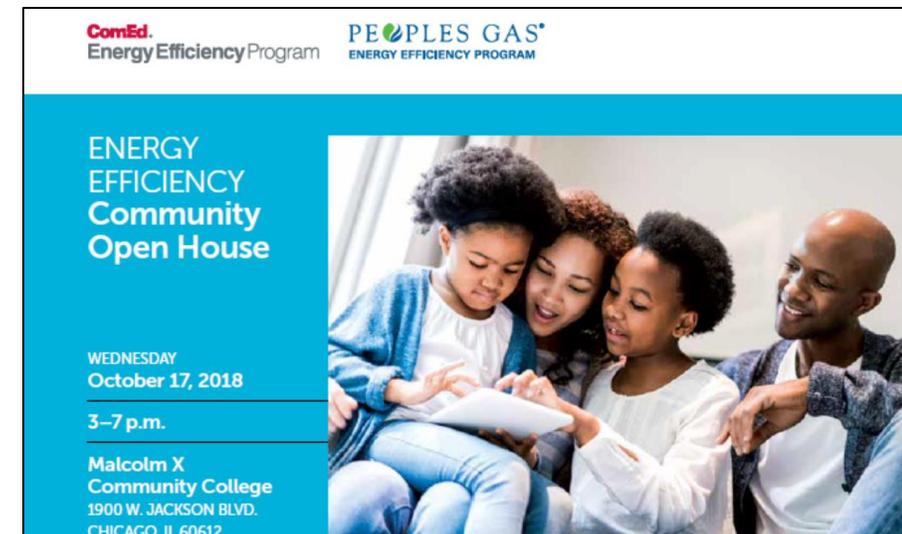
Income Eligible Energy Efficiency Community Open House

- Close to 125 people RSVPed via a dedicated phone line; a joint website was also created for the event
- Brochures were provided to partners that service the area
- Postcards were mailed to customers in the area surrounding Malcolm X College



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Community Outreach Events

- 169 events including:
 - CHA Operation Warmth
 - Midnight Circus in the Park
 - Access Health Community Fairs
 - Brainerd Park joint check presentation
 - Spanish Coalition—Housing Workshops
 - Greater Auburn Gresham Development Corporation-Spring Fair on the Block



Outreach Innovation: IIT– Entrepreneurship/Prototyping Class

- Interdisciplinary project with IIT graduate students
- Phase I (January–May 2018)
 - Goal was to research barriers and develop innovative approaches for implementing energy efficiency programs in income eligible neighborhoods
 - Targeted three sectors:
 - Small Business
 - Multi-family
 - Schools
 - Students interviewed residents and businesses and produced reports
- Phase II (September–December 2018)
 - Goal was to take recommendations for Multi-family to program opportunity
 - Evaluated better approaches for program delivery
 - Providing recommendations and actionable items to incorporate in programs



Traditional Advertising

- Integrated with the company's current television campaign—first energy efficiency television ad for the programs
- Team also has engaged digital opportunities to enhance the existing campaign, focusing on better opportunities to reach customers in more targeted spaces to provide awareness about the EE offerings



2019 Look Ahead – Marketing and Outreach

- Exploring more grassroots engagements for 2019
- With the success of the fall Community Open House event, exploring additional collaborative opportunities with the utility partners
- Focusing on supporting outreach efforts for the new programs with new and existing partners



Contact Us!

The Peoples Gas and North Shore Gas Energy Efficiency Programs

O'Hare Office:

5450 N. Cumberland Ave., Ste. 125
Chicago, IL 60656

West Loop Office:

120 N. Racine Ave., Ste. 220
Chicago, IL 60607

peoplesgasrebates.com
northshoregasrebates.com
855-849-8928

