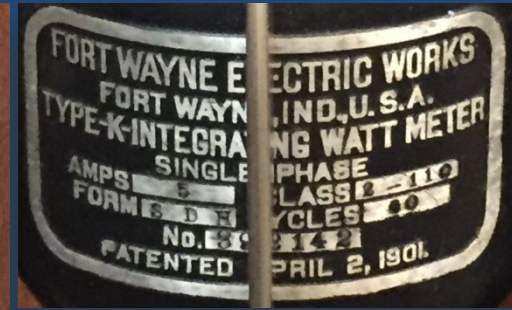


# PREPAY:

Putting the member in control

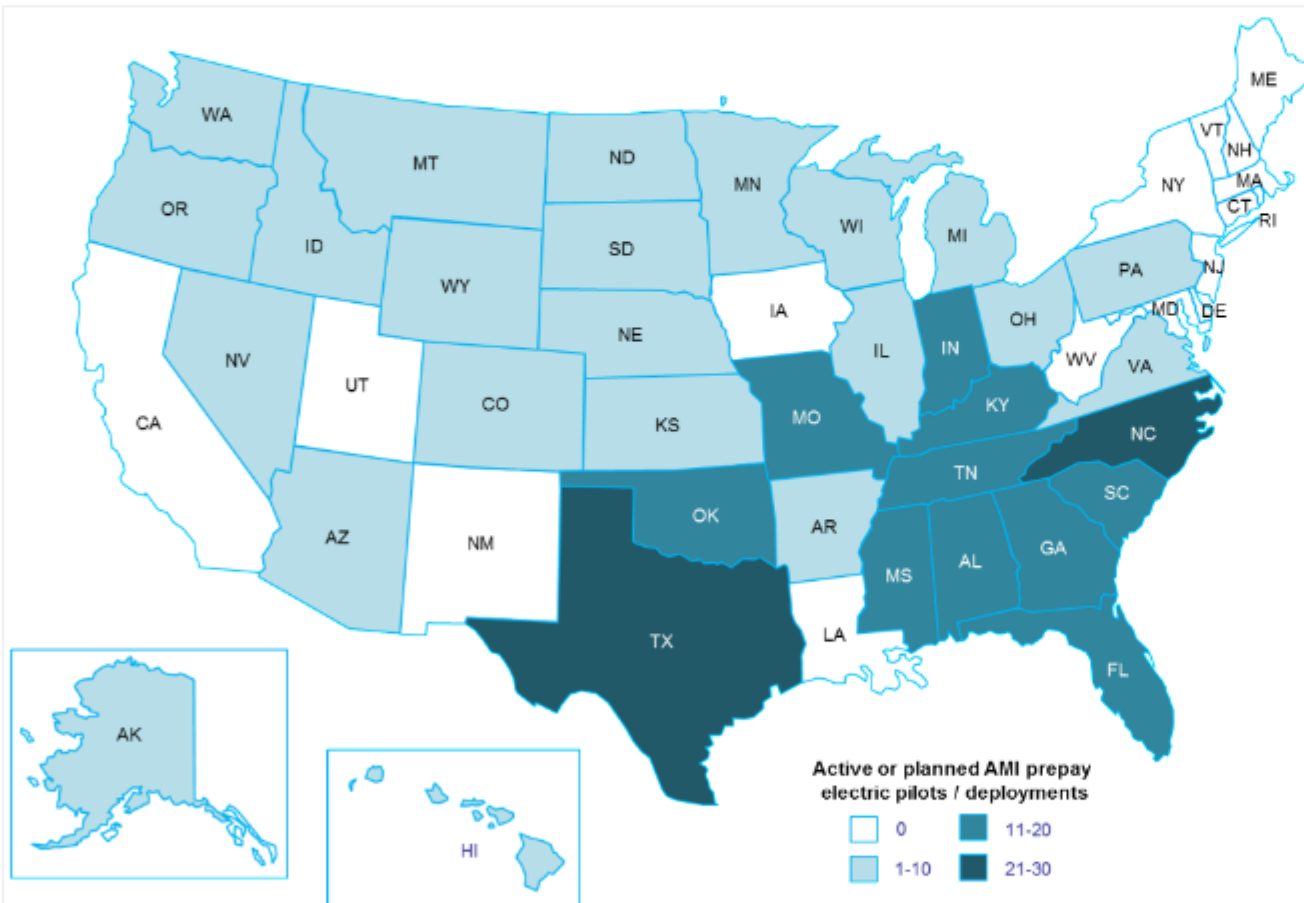


# PREPAY IS NOT "NEW"



## PREPAY PROGRAMS AVAILABLE IN OVER 30 STATES

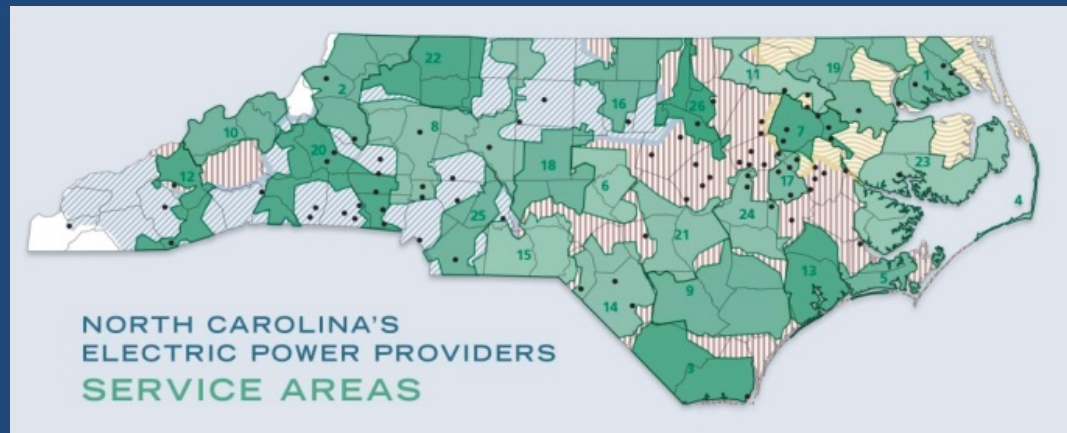
Our research found that AMI prepay programs are emerging across many parts of the nation, with examples identified in 34 states overall.



AMI prepay electric pilots and deployments in the United States – Source: Prepaid Energy Hub

# BRUNSWICK EMC

- 97,000 services with over 6,500 miles of line
- 75,000 members
- 9,300 Prepay accounts
- Started 1989
- It is a voluntary option
- Pay \$3.00 higher Basic Facilities Charge
- Program is self-supported
- Members love it
- Reduces write-off
- Reduces collections



## Report shows Millennials do not follow prepay energy misconceptions

Published on July 16, 2018 by [Chris Galford](#)



While some in the utility sector assume that prepay energy is meant for low-income Americans, the management consulting firm DEFG recently released a report showing that Millennials are more likely to choose the option as well.

In fact, Millennials appear to be two times more likely to engage in prepay energy than the rest of the population, according to DEF's EcoPinion No. 33 consumer survey. The survey focused on Americans between 18 and 34 years old and found that they enjoyed such methods openly for its convenience and ease of use. The report also speculated that if the connection were made between prepay and saving energy -which, in turn, sustains the environment - that age group would be even more likely to use it.

"The top line findings are not really a surprise," Jamie Wimberly, CEO of DEFG LLC, said. "Prepay energy fits into an evolving mode of transactional preferences adopted by young people: incremental payments, quick and easy, mobile, and pay-as-you-go to stay out of debt."

In contrast, while only 17 percent of the general population are interested in prepay options, 36 percent of Millennials are interested. A firm 70 percent of Millennials appear to have used some form of prepayment, and Millennial or otherwise, it's a form of payment that comes with high satisfaction among all its users.

"Combined with our other research, we have clearly established segments of consumers who feel strongly about being served differently and with new options beyond the traditional service model," Wimberly said. "Utilities and regulators need to allow more voluntary options in order to keep up with important trends like prepay energy."



# BENEFITS TO THE MEMBER

- No late charges
- No disconnect / reconnect charges
- No deposit
- Purchase anywhere anytime
- Email or text updates where ever they may be
- Provides monthly, daily, hourly usage
- Provide high usage notifications
- Voluntary optional program
- Puts them in control

# BENEFITS TO THE CO-OP

- Reduced write-off
- Reduced collections
- Options for different member situations
- Standardized equipment
- Self-supported system / non-subsidized
- Satisfied members

# PREPAY CHANGES

- Update flexibility
- Purchase flexibility



- More usage information
- Usage notifications