

Meeting Rural Customers Where they Already Are

2018 Rural Energy Conference
October 22, 2018



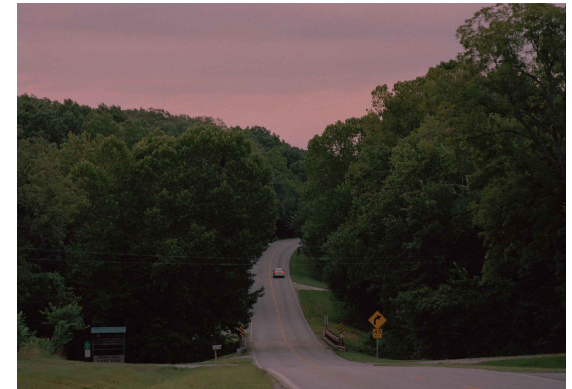
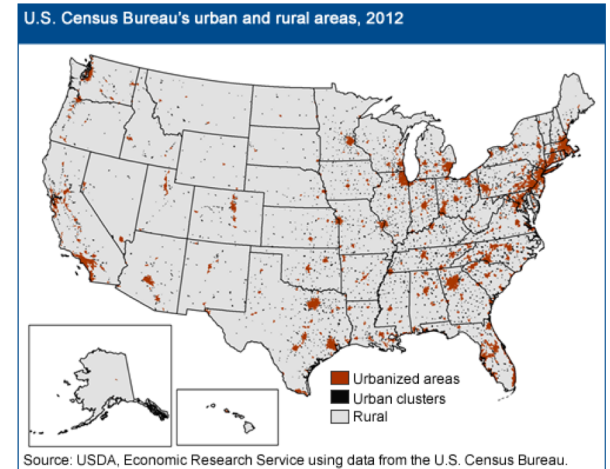
Introduction

- Rural Energy Program Challenges
 - Acquisition Cost
 - Dispersed Population
- Two Mechanisms Leveraging Engagement Where Participants Are
 - Discount Retailers
 - Community Food Pantries
- Program Design and Evaluation Considerations



Dispersion of Rural Customers

- Majority of US land area
- Dispersed population
- Limited Opportunities for Engagement



Discount Retailer Location Strategy

Region	Avg # of Households per store location	Average Income per store location	Urban	Suburban	Rural / Small town	Other
Alabama	5,569	\$43,558	7%	12%	81%	1%
Arkansas	7,676	\$43,122	23%	1%	75%	1%
Florida	9,160	\$44,090	32%	14%	53%	1%
Georgia	8,188	\$44,485	10%	15%	75%	0%
Kentucky	6,874	\$41,325	8%	4%	87%	1%
Louisiana	7,059	\$45,728	12%	12%	75%	1%
Mississippi	5,567	\$44,698	15%	5%	79%	1%
North Carolina	9,533	\$44,228	50%	9%	41%	0%
South Carolina	8,255	\$43,210	20%	48%	30%	2%
Tennessee	8,402	\$43,896	10%	13%	76%	0%
Virginia	3,496	\$53,542	0%	0%	100%	0%



Discount Retailer Program Design

- Types of Products
- Incentivized First Cost
- Product Placement
- Discount Customer Purchasing Habits
- Data and Verification



Community Food Pantries

- Existing Distribution Patterns/Mechanisms
- Existing Customer Relationships
- Resonant Messages:
 - Help Where it is Needed Most
 - Waste Reduction
- Small, Effective EE Measures (e.g. LED Lighting, Advanced Power Strips, LED Desk Lamps and Nightlights)
- Potential for Cross Marketing of EE Programs



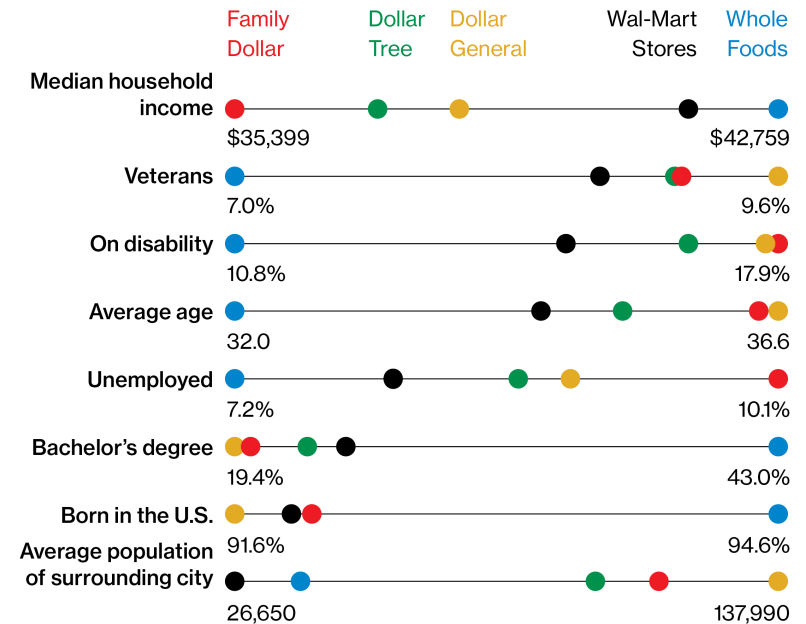
Community Food Pantries Success

- By the end of 2018, Globe and its Program sponsors will have distributed over:
 - 700,000 ENERGY STAR LED bulbs with 5.1¢ avg cost/kWh
 - 11,000 Advanced Power Strips 7.9¢ avg cost/kWh
- Public Relations Benefit
 - 5,000 LED Desk Lamps distributed in Back to School program
 - <https://www.youtube.com/watch?v=xplQII-efm8>



Evaluation Considerations – Discount Retailers

- Customer Segmentation
- Product Availability
- Program Intervention
- Data



DATA: AMERICAN COMMUNITY SURVEY, COMPANY REPORTS, MAPMUSE;
GRAPHIC BY BLOOMBERG BUSINESSWEEK



Evaluation Considerations – Community Food Pantries

- Program Delivers Directly to HTR Customers
- EE Measures:
 - In-Service Rate
 - Leakage
 - Retention



Questions?

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