

## ➤ Energy Savings Kits

### A. Description

The Energy Savings Kit provides home energy efficiency measures bundled and distributed to income-qualified customers through email and direct mail campaigns, community outreach and partnerships. The kits offer electricity and natural gas saving measures and customer education materials to help lower customer bills and improve the comfort and safety of their dwellings.

Income-qualified customers will receive an offer through email, mail, or community partners informing them of their eligibility to receive a free Energy Savings Kit. The offer details the contents of the kit and how much money they could save on their energy bill if they install all the measures provided. If the customer chooses to receive a kit, they will send their response to the third-party implementer. Customers will receive a kit within six to eight weeks.

The Energy Savings Kits will include the following electric and natural gas efficiency measures:

- Eight (8) LED bulbs
- One (1) 1.5 gpm High Efficiency Showerhead
- One (1) 1.5 gpm Kitchen Faucet Aerator
- One (1) 1.0 gpm Bathroom Faucet Aerator
- One (1) LED nightlight

The Company will test the offering of a secondary kit in 2021 to better serve the customers' needs. Customers will have the option of ordering a certain number of additional items including specialty lightbulbs and secondary showerheads.

### B. Targets, Participants & Budgets

#### Targets and Participants

The Company set the participation target (number of kits to be sent out) based on historical product performance and participation projections for 2021 and 2022. Energy savings targets were developed based on the installation rate of the kit measures in 2019.

#### Budgets

The budget is based on the number of forecasted kits. The budget includes the costs of kit contents, and production, distribution, and fees from the third-party implementer. The budget also includes costs for labor, marketing materials and M&V.

### C. Application Process

Customers who have received Low Income Home Energy Assistance Program ("LIHEAP") funding, any energy assistance funding (including county assistance and fuel fund assistance), Low-Income Energy Assistance Program ("LEAP") funding, or other state assistance programs

and live in the Public Service electric and/or natural gas service territory will be sent an offer to receive the kit. The third-party implementer will track customer participation so that customers do not receive more than one kit. This tracking information will also be provided to the Company on a regular basis.

#### **D. Marketing Objectives & Strategies**

The overall objective of the product is to increase and expand education among the income-qualified customers on the importance of energy efficiency and the value of acting to improve efficiency in their homes. The Company will work with local and state agencies to obtain customer mailing lists to reach more customers annually.

#### **E. Product-Specific Policies**

In order to participate, customers must receive LIHEAP, LEAP, energy assistance funding (including county assistance and fuel fund assistance), other state assistance programs, or be identified as eligible using other reliable data sources.

#### **F. Stakeholder Involvement**

The Company will continue to work with local and state agencies to identify eligible customers and determine additional kit content needs.

#### **G. Rebates & Incentives**

The Company will fund 100% of the cost of the Energy Savings Kits. There will be no rebate provided to customers.