

Paul A. Colbert
Associate General Counsel
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May 1, 2017

Hon. Kathleen H. Burgess, Secretary
New York State Public Service Commission
Three Empire State Plaza
Albany, NY 12223-1350

Re: Central Hudson Gas & Electric Corporation's REV Demonstration Project Implementation Plan Status Update (Q1 2017) in Case 14-E-0318 – *Proceeding on Motion of the Commission as to the Rates, Charges, Rules and Regulations of Central Hudson Gas & Electric Corporation for Electric Service* and Case 14-M-0101 – *Proceeding on Motion of the Commission in Regard to Reforming the Energy Vision*

Dear Secretary Burgess:

Central Hudson Gas & Electric Corporation ("Central Hudson") submits for filing in the above-referenced cases its REV Demonstration Project Implementation Plan Status Update, along with a copy of its request for confidential treatment of Report Attachments 2 through 7, 10 and 11 which were submitted to the Records Access Officer.

If there are any questions related to this filing, please do not hesitate to contact Joe Hally, Manager-Energy Transformation & Solutions at 845-486-5373 (jhally@cenhud.com) or Laura Butler, Director-Digital Customer Experience at 845-486-5431 (lbutler@cenhud.com).

Respectfully submitted,

A handwritten signature in blue ink that reads "Paul A. Colbert".

Paul A. Colbert
Associate General Counsel
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cc: Marco Padula (DPS)

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Central Hudson Gas & Electric

CenHub

Residential Energy Exchange



**Reforming the
Energy Vision**

**Demonstration Project
Implementation Plan 2017 Q1 Status
Update**

Regarding Case 14-M-0101, Case 14-E-0318

April 30, 2017

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Executive Summary

This report serves as the status update for Central Hudson's Reforming the Energy Vision (REV) Demonstration Project, CenHub. This report is being filed in response to Case 14-E-0318, Joint Proposal Order Approving Rate Plan dated June 17, 2015 and the Case 14-M-0101, Reforming the Energy Vision Demonstration Project Assessment Report dated November 10, 2015. This document provides the first quarter ("Q1") of 2017 progress, next steps, roles, responsibilities, governance, work plan, budget and reporting going forward.

CenHub strives to deliver the following benefits:

- Creation of a home energy advisory platform providing insight into energy usage for all residential customers and accessibility to energy efficiency programs such as rebates.
- Introduction of new channels and cross promotion for customers to participate in energy and cost savings programs
- Increased awareness and customer choice associated with program enrollment and the purchase of products and services
- Customer convenience
- Lower 3rd party customer acquisition and transaction costs
- Evaluation of potential new revenue streams

Central Hudson believes that limited consumer engagement related to household energy use can be increased through improvement of five (5) primary factors:

- A) Awareness
- B) Availability of information
- C) Customer effort or lack of convenience
- D) Understanding the value of products and services
- E) Trust in available solutions

Central Hudson is working to meet the growing expectations of our customers. Based on the interactions between consumers and other industries, there are trends that can be leveraged within CenHub that align with current customer expectations.

Figure 1: Customer Experience Industry Trends



The experiences that have been incorporated within CenHub to date include:

- A) Self Service
 - a. Access to an interactive customer engagement platform with personalized electric and gas energy usage dashboards
 - b. The ability to purchase products and services through an online marketplace and automatically apply rebates at checkout
 - c. Green Button Download – ability to download usage information in an xml format per the Green Button standard
- B) Customizable experience
 - a. Personalized messaging, energy saving tips and recommended actions
 - b. Tailored messaging regarding programs the individual customer is eligible to participate in based on the customer's demographics and past actions.
- C) Pattern based promotions
 - a. Cross-promotion of programs relevant to the specific needs or attributes of the individual customers
- D) Personalized loyalty programs
 - a. Customers are rewarded for interacting with CenHub through points, badges, leaderboards, gift cards, promotional discounts and rebates
- E) Multi-channel experience
 - a. The website and mobile website have both been updated to include the CenHub Insights and Store experience for customers.
 - b. Call Center and other employees have been trained on the functions and benefits of CenHub to enhance the interaction between our first responders and customers
 - c. The CenHub brand has been extended to Central Hudson's non-wires alternative program, Peak Perks
 - d. The CenHub brand has been expanded into local retail stores offering instant rebates at checkout for select LED brands
- F) Enhanced offers through 3rd Party partnerships
 - a. Phase 3 includes an extended partnership between Central Hudson, Itron and Comverge, embedding the Insights+ functionality into the Peak Perks customer offering for measurement and verification of load curtailment for customers that did not choose the thermostat option. A statistical sample of these customers will receive the Insights+ service and Comverge will cover the Insights+ subscription fee on their behalf.
 - b. Insights+ for the Comverge Target customers offers an enhanced User Interface which allows the customer to view their energy usage information on an annual, monthly and hourly interval.
- G) Choice of Rates
 - a. Central Hudson is working with Simple Energy on creating new customer experiences for Time of Use and Smart Home Rate.

To facilitate CenHub, Central Hudson has embarked on a multi-phase roll out strategy:

- (1) CenHub My Account, CenHub Insights and CenHub Store Launch (Complete)
- (2) Migration to Web Experience Management and Identity Management (Complete)
- (3) Insights+ Service Offering (In Progress)
- (4) Optimization and Enhancement of Offerings (Ongoing)

Section 1: Demonstration Design Progress

A) Phases

In Q1 2016, Central Hudson launched CenHub to its residential and commercial online communities. The CenHub Demonstration Project execution is broken down into distinct implementation phases and ongoing optimization and enhancement.

Phase 1 – CenHub Design and Launch

Phase 1 went live on April 3, 2016 introducing CenHub and adding CenHub Insights and CenHub Store to the MyAccount experience. Looking back on the first year of CenHub we:

- Met our product sales goal of 8,000 products through CenHub Store on November 17, 2017
- Met our home profile completion rate goal of 5% on March 30, 2017
- Increased online account enrollment from 36% to 42%
- Generated \$45,387.28 (pre-tax), \$30,273 (post-tax) of Platform Service Revenues as of March 31, 2017. This did not meet our Year 1 PSR goal of \$66,693 (pre-tax), \$40,016 (post-tax). This was primarily driven by larger volume sales of low cost/low margin products such as lighting and extremely low volume sales of higher cost/higher margin products.

Phase 2 - Migration to Web Experience Management and Identity Management

Parallel to Phase 1 and in preparation for the Phase 3 Insights+ functionality, Central Hudson began planning and design activities for migrating the existing website to a web content management system as part of Phase 2. The team completed this transition on September 7, 2016 and launched the enhanced cenhud.com website and mobile website. As a result of the website migration we:

- Modernized the CenHub MyAccount registration process
- Added personalization of the information and options presented to each customer when they log in
- Enhanced protection of our customer online accounts
- Improved the registration and pass word reset processes based on customer and CSR feedback
- Added new educational pages detailing information on our energy efficiency and demand response programs

Phase 3 – Insights+

In order to enhance the Insights experience and test whether or not customers are engaged in more granular usage data we are introducing Insights+. Insights+ builds on the user interface provided as part of CenHub Phase 1 to allow the customer to dive deeper into the data. This service is being offered as a subscription fee and is planned for residential mass market launch in Q2 2017. As of Q1 we have met the following project milestones:

- Designed and implemented new Energy Efficiency enrollment screens and cause codes for the Insights+ program and provided training to the Call Center Representatives
- Created a new population, Comverge Target; comprised of 63 Peak Perk customers, in which Comverge will pay the yearly subscription fee
- Sent letters to the new population explaining that their current meter on their home will be replaced with an Insights+ meter in the upcoming months and provided an “Opt-Out” number. To date only 1 customers has opted out of the meter change.
- Installed Insights+ meters on seventeen Peak Perk customer’s homes and confirmed data communications was received by both Comverge and Simple Energy
- Released the new user interface for 17 Insights+ customers which displays usage on an annual, daily, and hourly view on March 31st.
- Shared prototype designs for the Insights+ program teasers and Insights+ store product page with Simple Energy in preparation for the Q2 launch.

Phase 4 – Ongoing Optimization and Enhancement Offerings

- ***Customer Engagement*** - In parallel with launching Insights+ to the Comverge Target population and in accordance with the Table 8 Action Items from the previous status report, we audited the CenHub points earning algorithms and conceptualized the Utility Programs and launched a points expiration campaign. The Utility Programs will award customers with loyalty reward points for taking actions such as signing up for Cenhub, enrolling in ebills, enrolling in automatic payments, and signing up for text alerts. The motivation behind the Utility Programs is to reward customers for being more digitally engaged. The results of these promotions will be monitored to evaluate the impact of gamification methods on customer engagement. The points expiration campaign resulted in a 30% participation rate and over 2,400 gift cards being redeemed. This result demonstrates that reward points are an important component to customer engagement within our customer base. This is further supported by survey results obtained in Q1 2017, detailed later in this report.
- ***Functionality Enhancements*** – Based on CSR and customer feedback and benchmarking across other web experiences we have web enhancement designs in development and testing for improving confirmation email messaging received by customers, introducing new calls to action to drive more engagement with the Insights pages, and to redirect website links from the CSR view to the customer view for improved usability for our internal support resources.
- ***Web Experience Consistency*** – We are upgrading the bill pay experience for customers with our vendor Kubra to make the header navigation more consistent with rest of the CenHub headers and modernize the user interface for managing online payments for ebill customers. Testing is currently underway.

Planned Tasks for Q2

1. Launch of Utility Programs
2. Design of the user interface for additional Insights+ enhancements such as Billing View, load disaggregation and TOU Rate View
3. Launch of Insights+ on the CenHub Store as a featured product

4. Launch of Kubra ebill experience enhancements
5. Launch Phase 4 functionality enhancements as detailed above

Table 1 details the functionality assigned to each Phase with the green highlighted areas indicated those that have been achieved to date.

Table 1: Project Phases

Phase	1. Portal & Marketplace Launch	2. Web/Mobile/Social Strategy Enhancements	3. Insights+ Launch	4. Ongoing Optimization and Enhancement of Offerings
Milestone (Criteria Met to Move to Next Phase)	<i>Successful Integration and Delivery of Portal & Marketplace:</i> <ul style="list-style-type: none"> Successful data transfer Successful rebate application 	Successful Migration to Web Experience Management: <ul style="list-style-type: none"> Successful content and data transfer 	<i>Successful Integration and Enrollment:</i> <ul style="list-style-type: none"> Successful enrollment process Successful data transfer Enrollments in TOU rate 	<i>Revenue Realization:</i> <ul style="list-style-type: none"> Acquisition of new products and services Annual sales Customer Satisfaction
Key Elements	<ul style="list-style-type: none"> Integration into existing 'My Account' portal End-to-end testing Admin and Support staff training Program marketing campaign Go-Live 	<ul style="list-style-type: none"> Modernize Login, New User Registration, Forgot Password and CenHub My Account landing page Enable segmentation capability for targeted marketing and cross promotion of programs based on customer attributes 	<ul style="list-style-type: none"> Integrate enrollment into Peak Perks program Integrate enrollment process into Marketplace Program marketing campaign Secure meter approval and procure inventory Establish meter change process 	<ul style="list-style-type: none"> Integrate Peak Perks portal and enrollment process Evaluate 3rd party and ESCO relationship leads for new offerings Investigate C&I offerings Build new offerings into enhancement release schedule (define requirements, build, test, go-live)
Product & Service Categories	<ul style="list-style-type: none"> Thermostats Smart plugs LED lightbulbs Green Button Download 	<ul style="list-style-type: none"> Improvements to account security through modernized password and username practices 	<ul style="list-style-type: none"> Interval data Bundle TOU rate Bundle load disaggregation methods 	<ul style="list-style-type: none"> Commercial Programs TDR products including installation and

		<ul style="list-style-type: none"> Establish a framework that will allow for a more consistent and standardized website experience in the future 		registration services <ul style="list-style-type: none"> Program cross promotion
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B) Hypotheses

In order to measure the success of CenHub, Central Hudson has defined five (5) hypotheses to test throughout the life of the project. These hypotheses are targeted at understanding Central Hudson's residential customers. They span the elements of customer engagement, customer behavior, and customer preference. Understanding the customer ensures alignment of business offerings and introduction of business models that benefit the customer through increased choice and control.

Table 2: Test Statements

Test Statement	Hypothesis	Q1 2017 Results
<p>Customers may be more engaged in their energy usage and energy management if they have:</p> <ol style="list-style-type: none"> 1. Greater awareness of available products and services that are relevant to them 2. The opportunity to interact with applicable tools through a fun, educational and engaging online experience. 	<ul style="list-style-type: none"> • If Central Hudson utilizes a Multi -Channel marketing campaign, specifically inclusive of email and social media to market CenHub to residential customers... <ul style="list-style-type: none"> ○ then Central Hudson will increase the number of Digitally Engaged Residential Customers¹ to 60% of Central Hudson's residential customer base within 12 months of the April 1, 2016 Phase 1 Go Live Date. • If Central Hudson utilizes gamification, reminders and relevant savings opportunities to encourage and prompt customers to complete the digital home energy profile... <ul style="list-style-type: none"> ○ then 5% of the Digitally Engaged Residential Customers will complete the home energy profile within 12 months of the April 1, 2016 Phase 1 Go Live Date. • If Central Hudson develops an engaging platform that informs customers about their energy use, provides actionable energy savings tips linked to available products and services, and reinforces behaviors through gamification and social interaction... <ul style="list-style-type: none"> • then on average Digitally Engaged Residential Customers will become more energy efficient than their digitally unengaged counterparts 	<ul style="list-style-type: none"> • Current enrollment rate in CenHub My Account – 42.4% <p>The Action Items within Table 8 detail the steps we are taking to try to improve upon this metric and drive more enrollment activity.</p> <ul style="list-style-type: none"> • Current Home profile completion rate – 5.2% <p>We hit our home profile goal of 5% on March 30th 2017.</p> <p>We will continue to educate customers on the value of completing their home profile and reward customers through the points system but no additional action plan is required for this objective.</p>
<p>Customers may become engaged in the purchase of energy products and services they value through:</p> <ol style="list-style-type: none"> 1. An information driven, guided e-commerce experience. 2. A social online experience that inspires competition and community action 	<ul style="list-style-type: none"> • If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to products and services available on CenHub ... <ul style="list-style-type: none"> ○ then we expect to achieve 8,000 product purchases within the first 12 months of the April 1, 2016 Phase 1 Go Live Date. ○ Then we expect to achieve 8,000 product purchases in year two April 1, 2017 – April 1, 2018 	<ul style="list-style-type: none"> • Product sales for year 1 – 14,640 <p>Within the first 12 months of the April 1, 2016 Phase 1 Go Live Date, we hit our product goal on 11/17/17 and exceeded it by 83%.</p> <ul style="list-style-type: none"> • Projected product sales for year 2 – 8,000 <p>The \$6 6-pack lighting promotion drove the majority of our sales in 2016. We plan to continue this promotion through 2017 and include it in more of our marketing campaigns to drive continued</p>

³ Defined within Section B “Test Population” as customers that are currently My Account users and CenHub users following the Go Live Date

3. The availability of instant rebates and rewards programs		sales and reach our 2017 product sales goal.
We believe Central Hudson will successfully implement a new business model leveraging our expertise and partnerships to create new revenue streams and that there are service providers willing to work with Central Hudson to deliver choice and value to our customers.	<ul style="list-style-type: none"> • If Central Hudson provides CenHub customers with energy usage information and actionable savings tips linked to products and services available on CenHub ... • then CenHub will generate approximately \$40,000 of Platform Service Revenues (PSRs) for Central Hudson within the first 12 months of the April 1, 2016 Phase 1 Go Live Date. 	<p>Achieved \$30,273 in post-tax PSR's in Year 1.</p> <p>Despite exceeding our product sales target, concentrated marketing efforts, offering manufacturer discounts on higher cost items and introducing a broader product mix to the CenHub Store we did not achieve our PSR target for Year 1. We learned that our customers are highly cost sensitive. This was proven by our average dollars spent per transaction being less than \$50 and the overwhelming sales of the \$6 6-pack offers. See figures 3 and 4 for sales results.</p> <p>The Action Items within Table 8 detail the steps we are taking to try to improve upon this metric and drive more product sales.</p>
Customers may be willing to pay for Advanced Data Services.	<ul style="list-style-type: none"> • If we offer an Insights+ package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing... • then 1,000 customers will subscribe to the Advanced Data Services package within 12 months of the September 30, 2016 Phase 2 Go Live Date. 	<p>Not yet measured – Go live delayed and split into two populations:</p> <ul style="list-style-type: none"> • peak perks M&V customers by February 28, 2017 • Insights+ was offered to 17 peak perk M&V customers on February 28th • general residential customers by June 2017 <p>General residential customer enrollment has been delayed in order to incorporate more enticing features in the Insights+ package such as a Billing View.</p>
Advanced Data Services may influence customers' behavior.	<ul style="list-style-type: none"> • If Central Hudson directly markets to Insights+ subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response... <ul style="list-style-type: none"> ○ then customers with Insights+ subscriptions will make 10% more product purchases per customer than the 'Digitally Engaged Residential 	Not yet measured

	<p>Customer' within the first 12 months of subscription enrollment (measured on a rolling 12 month avg. beginning 12 months after the September 30, 2016 Phase 2 Go Live Date.)</p> <ul style="list-style-type: none"> ○ 25% of Advanced Data Services subscribers will elect a non-standard rate offering such as our existing Time of Use rate within 2 years of the September 30, 2016 Phase 2 Go Live Date. 	
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Figure 3: 2016 Sales Totals by Product Category

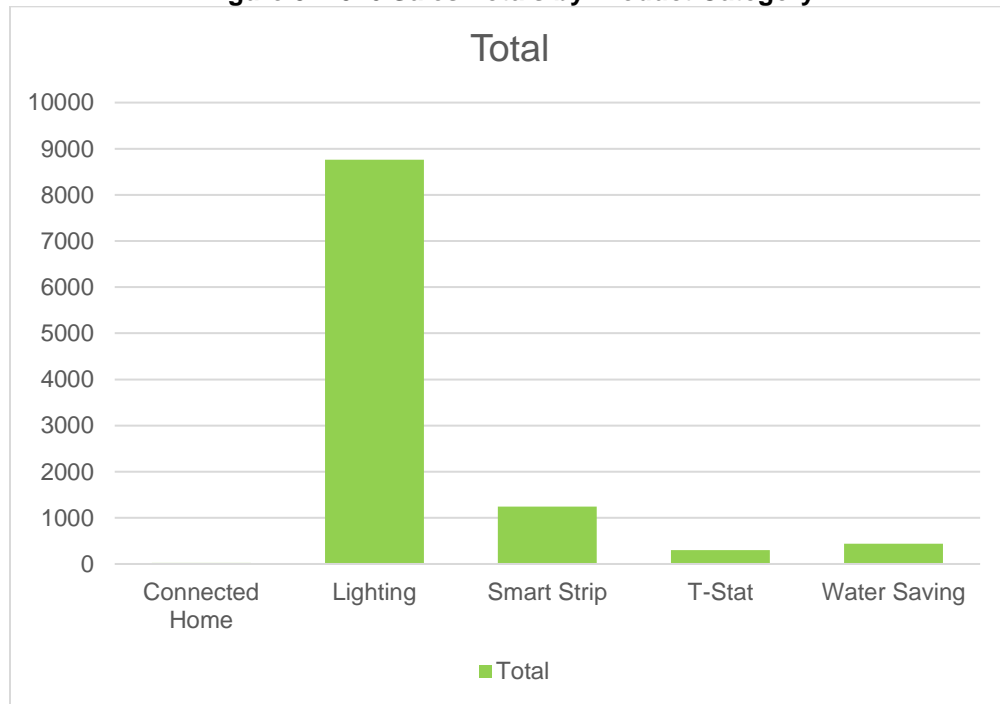
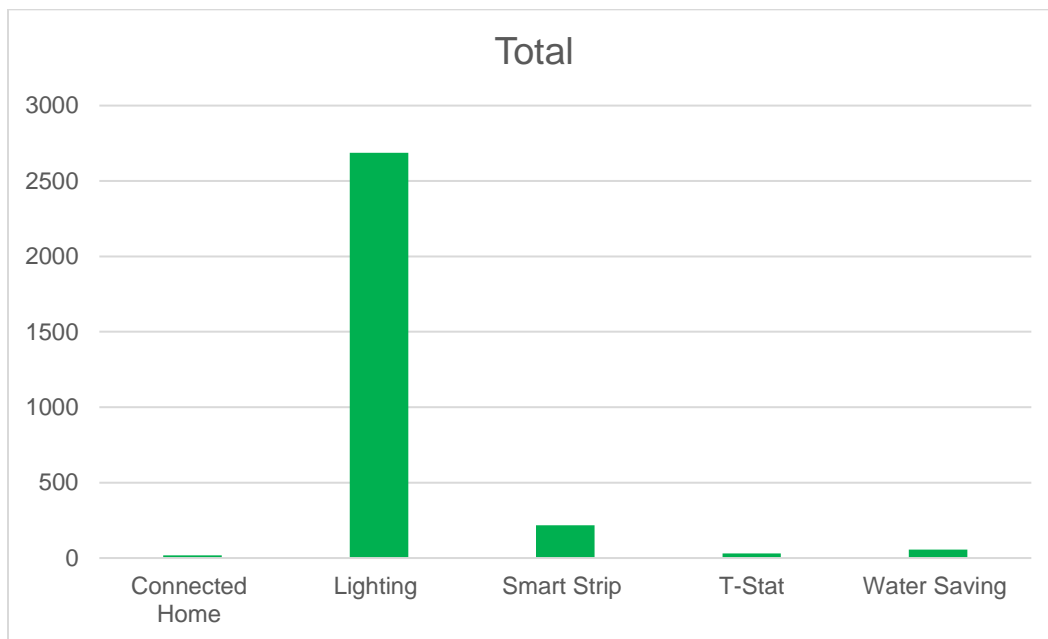


Figure 4: 2017 Q1 Sales Totals by Product Category



The Q1 2017 sales trend continues to mimic 2016 sales. Central Hudson customers continue to purchase convenient low priced products. Higher priced items such as Smart thermostats and connected home products are engaging a small subset of Central Hudson customers. Central Hudson will continue to work with Simple energy in closely monitoring sales volumes in order to continuously introduce products of interest and increase conversion rates.

C) Population

Central Hudson's customer base is very diverse and falls into various categories of digital engagement. A segment of Central Hudson's customers are highly active with digital outlets, such as on-line shopping, social media, and banking. Central Hudson saw a significant increase in downloads when it first launched its mobile app and outage map. The Company is actively communicating with its customers via Facebook and Twitter and there is the potential to delight our customers through more digital channels. Therefore the Company aims to increase the number of digitally engaged customers through the launch of CenHub and better understand the drivers behind their engagement.

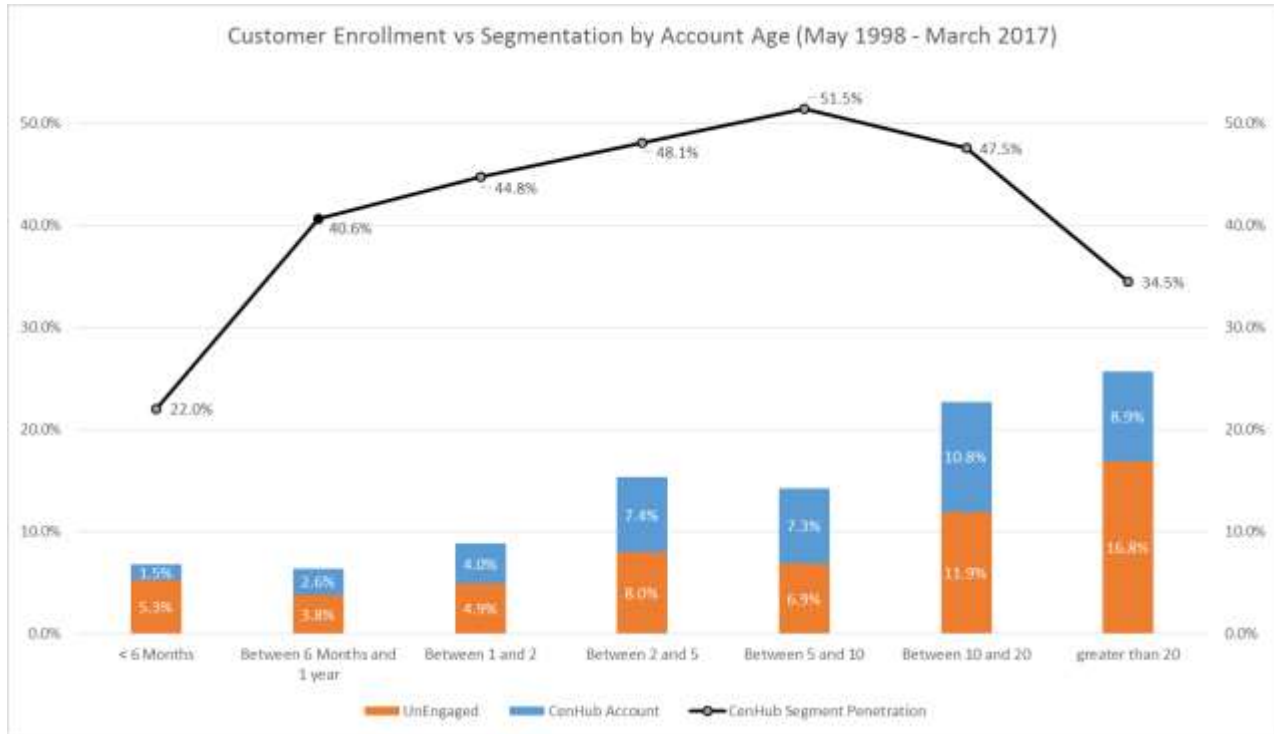
Central Hudson is analyzing the residential customer population in an attempt to understand what online behaviors are prevalent among varying customer segments. Through preliminary analysis, customers can be defined according to the Test Populations defined in Table 3 and can be further categorized according to Figure 4. Figure 4 includes a "snap shot" illustration of customer account longevity and CenHub penetration. This information is valuable because it highlights the importance of engaging new customers sooner and the need to use different methods to engage long standing account holders. Through Q1 2017 the team will be diving deeper into this data to enhance our overall marketing strategy.

Table 3: Test Population

Test Population Description	Selection Method	Population Size (as Reported on December 10, 2015)	Q1 2017 Population Size
Residential PV Customers <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Net Meter installation record 	3,741	6,548
Digitally Engaged Residential Customers <ul style="list-style-type: none"> to be analyzed within Test Statement #1 to be analyzed within Test Statement #5 to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Current My Account users Opt-in to enrollment in CenHub following project go live 	136,000 ² , all existing My Account users will be automatically enrolled in CenHub	111,150
Digitally Unengaged Residential Customer <ul style="list-style-type: none"> to be analyzed within Test Statement #1 to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ol style="list-style-type: none"> Paper bill recipient non-My Account user 	107,000 ⁴	150,978
Existing customer transferring service(s) / 'Moves' <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Existing customer – transferring service 	65,400	11,929
New Residential Customer requesting service <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Identification / Selection Method: <ul style="list-style-type: none"> Non-My Account / CenHub user New Service request online or via call 	As Required	2,626
Home Energy Report Recipient <ul style="list-style-type: none"> to be analyzed within Channel and Segment Tests 	Treatment Group listing	103,000	103,000
Insights+ Subscriber <ul style="list-style-type: none"> to be analyzed within Test Statement #5 to be analyzed within Channel and Segment Tests 	Subscription listing	Population to be established after Phase 3 go-live	17
Comverge Target <ul style="list-style-type: none"> Peak Perks M&V 	Identification / Selection Method: <ul style="list-style-type: none"> Peak Perks customer 	62	17

² Upon detailed review and implementation of Phase 1 Central Hudson identified that inactive accounts were being counted in the initial enrollment totals

Figure 4: Customer Longevity and CenHub Penetration



D) Scenarios

CenHub is composed of a set of features and functionalities that align directly with the hypothesis to be tested. This alignment ensures clarity and prioritization of scope and program design. Table 4 describes the solutions that will deliver on each hypothesis.

Table 4: Test Scenarios

Scenario	Description	Current Functionality and Impact
<p>If Central Hudson utilizes a Multi - Channel marketing campaign, specifically inclusive of email and social media, to market CenHub to residential customers...</p> <p>a. then Central Hudson will increase the number of Digitally Engaged Residential</p>	<p>Simple Energy continues to successfully send marketing emails and engagement emails. Through our marketing campaigns and website upgrades, we constantly strive to find new avenues to promote sign ups and encourage interactions with CenHub.</p> <p>All customer communications are reviewed by the internal Central Hudson team composed of representatives from Corporate Communications, Marketing, Energy Efficiency and the demo project team.</p>	<p>Residential Customer My Account Enrollment Rate : 42.4%</p> <p>In Q1 we acted on the following marketing campaigns:</p> <ul style="list-style-type: none"> • Another \$6 6-pack lighting promotion • We promoted the CenHub Store at the Hudson Valley Home Show both through our

<p>Customers³ to 60% of Central Hudson's residential customer base within 12 months of the April 1, 2016 Go Live Date.</p>	<p>In coordination with the Simple Energy marketing channels Central Hudson has utilized its social media and web platforms to advertise all of the features and benefits of CenHub.</p> <p>As part of the Phase 3 Insights+ Launch, we are working in coordination with Simple Energy, Corporate Communications and Marketing to develop material featuring tutorials of the Insights+ product.</p>	<p>interior/exterior booth design and with a 2017 Shopper's Guide</p> <ul style="list-style-type: none"> • We created custom email journeys to personalize email messaging based on previous customer actions <p>We expect customer enrollment will continue to increase as the CenHub features evolve and new marketing strategies are implemented.</p>
<p>If Central Hudson utilizes gamification, reminders and relevant savings opportunities to encourage and prompt customers to complete the digital home energy profile...</p> <p>a. then 5% of the Digitally Engaged Residential Customers will complete the home energy profile within 12 months of operations (4/1/16 – 4/1/17).</p>	<p>New tips are developed weekly on CenHub Insights to keep the content fresh and drive continuous customer engagement. We are currently in the testing phase of adding points programs for registering for My Account and enrolling in eBills and automatic payments. These programs will offer higher points values and determine how effective the gamification component is at incenting customers to act. Central Hudson and Simple Energy are revisiting the points system to identify ways to increase engagement in the rewards program while not exceeding the rewards budget.</p> <p>In coordination with Simple Energy Marketing channels, Central Hudson launched a test case for points redemption. To better understand if customers are susceptible to loss aversion, a series of emails were sent out to customers prompting them to redeem their points by March 31st or else they would expire.</p>	<p>Gamified Experience Engagement Levels:</p> <p>a. Tip Completions: 42,290</p> <p>a. Badges Earned: 43,039</p> <p>b. Home Profile Completions: 5,894</p> <p>d. Logins: 111,409</p> <p>Points Redemption Campaign</p> <ul style="list-style-type: none"> • 50.7% open rate • 70.5% click through rate • \$14,650 were redeemed • 9.7% of gift cards redeemed were for the CenHub Store <p>The Industry standard target redemption rate is 20% for customer loyalty programs. Central Hudson exceeded 20% redemption rate which suggests we should continue our rewards program to continue to drive online engagement.</p> <p>Central Hudson will continue to work with Simple Energy to redefine how customers can earn points in order to allocate points towards engagement and action.</p>

















⁶ Defined within Section B "Test Population" as customers that are currently My Account users and CenHub users following the Go Live Date

<p>If Central Hudson develops an engaging platform that informs customers about their energy use, provides actionable energy savings tips linked to available products and services, and reinforces behaviors through gamification and social interaction...</p> <p>a. then on average Digitally Engaged Residential Customers will become more energy efficient than their digitally unengaged counterparts</p>	<p>The Energy Insights pages offer multiple avenues to receive energy saving tips such as the "Virtual Home" on the tips tab and on the "Overview" screen.</p> <p>The "Overview" screen also provides a usage graph for the most recent usage period compared to similar households and efficient households. The "My Usage" screen allows overlay of the current usage trend with the previous year's history, the usage pattern of like or efficient households and the weather.</p>	<p>The team is working with Simple Energy and our IT team to create a method to measure the effectiveness of the CenHub Insights web presentment program and results will be available after year 1 of the program.</p> <p>The ET&S team has worked with IT in Q1 to build cross-linkage on high traffic pages by creating action buttons to related content. In Q2 2017 the ET&S team will continue to analyze all of the web pages under the CenHub umbrella to identify opportunities to create lead in links to the Insights pages and calls to action to increase awareness and visibility of the Insights features.</p>
<p>If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to products and services available on CenHub...</p> <p>a. then we expect to achieve 8,000 product purchases within the first 12 months of operation of the CenHub (4/3/16 - 4/3/17)</p>	<p>The CenHub Store is available for anyone interested in purchasing energy efficient products.</p> <p>Only Central Hudson CenHub My Account holders will be able to access the instant rebates at checkout.</p>	<p>We exceeded our Year 1 product sales goal.</p> <p>In Q1 sales on CenHub Store were primarily for the lowest cost lighting products, similar to all previous quarter sales results. We have continued to add connected home products through Q1 but have seen modest sales volumes of these higher priced items that are not eligible for rebates.</p>
<p>If Central Hudson provides CenHub users with energy usage information and actionable savings tips linked to products and services available on CenHub...</p> <p>a. then CenHub will generate approximately \$40,000 of Platform Service Revenues (PSRs) for Central Hudson within the first 12 months of operation (4/3/16 - 4/3/17)</p>	<p>Central Hudson and Simple Energy have co-invested in the marketing strategy for CenHub in order to maximize customer touch points and drive product sales from the CenHub Store. Both companies also share equally in the net profit of CenHub Store sales.</p> <p>Fully embedding the Simple Energy sites into the CenHub My Account experience also makes shopping simple and seamless for the customer.</p>	<p>We generated \$30,273 in post-tax PSRs, shy of our goal of \$40,000.</p> <p>Customers continue to be most engaged with the lowest cost lighting products that have minimal profit margins.</p>
<p>If we offer an Insights+ package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing...</p> <p>a. then 1,000 customers will subscribe to the Insights+</p>	<p>Central Hudson will offer customers the ability to enroll in a voluntary, subscription based service offering that introduces enhancements to the current Insights experience. The program includes replacement of the customer's existing house meter with an Insights+ meter and the ability to view hourly usage data on a day behind basis.</p>	<p>Implemented to the Converge Target Population.</p> <p>The key foundational items for the Insights+ program have been completed. The Converge target population is now able to interact with their Insights+ granular energy usage. To encourage enrollment in the new</p>

<p>package in the first year (2/28/17 – 2/28/18)</p>	<p>Central Hudson is also extending an existing partnership to provide M&V capabilities via the meter data to Converge for the Peak Perks TDM program. For randomly selected customers the Insights+ service will be provided at no cost. We view the partnership extension as a true example of the concept of REV. It fills a functionality gap that existed in the M&V of our NWA initiative, introduces new customer engagement features and introduces no additional cost to the eligible customers.</p>	<p>offer and with the Smart Home Rate and Time-Of-Use rates that will be coming later in 2017, Central Hudson sees an increasing need to correlate usage and billing information in the visuals offered through Insights. The ET&S team is currently in the research and analysis phase to determine the best way to offer this to enrolled customers.</p> <p>This goal is being prioritized by both the Central Hudson and Simple Energy teams to develop an enhanced user interface.</p>
<p>If Central Hudson directly markets to Insights+ subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response...</p> <p>a. then customers with Insights+ subscriptions will make 10% more product purchases per customer than the 'Digitally Engaged Residential Customer' and 25% of enrollment in TOU rates within the first 12 months of subscription enrollment (measured on a rolling 12 month avg. after establishing the initial 12 months of program</p>	<p>The data available can be paired with TOU rates, demand response programs, or smart home devices to allow the customer to maximize their energy savings and automate their home to the level that they desire and see the results of their actions.</p> <p>Increased visibility of benefits will incent customers to further engage through product purchase and/or enrollment in programs offered both by Central Hudson or other third parties outside of CenHub. Overall, Central Hudson wants to provide customers with the means and ability to have a choice in their energy management, which will drive further engagement.</p> <p>Central Hudson is conceptualizing a focus group to be conducted in Q2. The population will consist of the existing Insights+ customers and focus on gaining real-time feedback on the product thus far and align future releases with customer suggestions.</p>	<p>Not yet implemented.</p> <p>Insights+ tutorials will highlight the new functionality available to subscribing customers.</p> <p>Central Hudson is in talks with existing program partners and alternative providers on an effective way to merge the Insights+ package with other offerings as an additional enrollment option for customers or new product offer on the Store.</p>

E) Checkpoints

Table 5: Targets and Results

Target Date	Milestone	Target	Project Life Cumulative Actuals	2017 Actual as of Q1	Program Year 2 Projection
4/1/2016	<i>CenHub Phase 1 - Go Live</i>	4/1/2016	4/3/2016	4/3/2016	
7/31/2016	<i>CenHub Phase 2 – Go Live</i>	7/31/16	9/7/16	9/7/2016	
12/31/2016	<i>Capital Expenditures⁴</i>	\$1,200,000	\$1.8M	\$1.8M	 \$1.8M
7/1/2018	<i>Annual Maintenance Expense⁵</i>	\$1,100,000	\$1.16 ⁸	\$0.98M	 \$0.98M
4/1/2017	<i>Enrolled CenHub Customers as % of total Residential Customer Base</i>	60%	N/A	42.3%	 43%
4/1/2017	<i>Product Purchases</i>	8,000	N/A	14,640	 14,000
9/15/2016	<i>CenHub Phase 3 - Go Live</i>	9/15/2016	N/A	3/31/2017	 Release 1 – 2/28/17 Release 2 – 6/1/17
4/1/2017	<i>% of Enrolled CenHub Customers Completed Home Profile</i>	5%	N/A	5%	 5%
4/1/2017	<i>CenHub Platform Service Revenues</i>	\$40,000	N/A	\$30,273 ⁶	 \$40,000
9/15/2017	<i>Insights+⁷ Cumulative Deferral</i>	\$125,000	\$92,521	\$92,521	 \$125,000
9/15/17	<i>Insights+ Capital Expenditures</i>	\$70,000	\$117,302	\$215,678	 \$330,000
9/15/2017	<i>Insights+ Subscriptions</i>	1,000	N/A	17	 1,000
9/15/2017	<i>Insights+ PSR</i>	\$24,000	N/A	\$85	 \$24,000
Status Key  On or exceeding target  Off target <=10%  Off target >10%					

⁴ Cumulative Capital Expenditures includes capital expenditures prior to April 3, 2016

⁵ Cumulative Maintenance Expense includes expenses beginning on April 3, 2016, one-time setup expense prior to April 3, 2016, and excludes depreciation expense.

⁹ Platform Service Revenues calculated quarterly beginning with Q2 2016

¹⁰ Formerly Advanced Data Services

Section 2: Project Structure & Governance

In Q3 of 2015 Central Hudson created a new division, Energy Transformation & Solutions (ET&S), that includes a team solely dedicated to CenHub as well as teams dedicated to Energy Efficiency, Demand Response, non-wire alternatives, and other demonstration projects in order to more closely collaborate and deliver energy saving tools and programs to customers.

A) Project Team

To deliver Phase 1 of CenHub Central Hudson created a matrixed internal team composed of internal members from ET&S, Corporate Communications and Marketing, IT and the Call Center. In addition, Central Hudson partnered with the following vendors:

- Simple Energy – to create the CenHub Insights and CenHub Store functionality
- Wipro – to provide IT support for system testing and requirements definition
- Cognizant Technology Solutions – to provide project management support and expertise in single sign on architecture
- Lighthouse and Good Dog Labs – to provide identity and access management and single sign on architecture expertise
- Comverge – to leverage opportunities to cross promote the Targeted Demand Response (TDR) and Dynamic Load Management (DLM) programs
- OpenText – to provide project management, system architecture, design and build expertise for the OpenText Web Experience Management (WEM) software.
- Atlantic Partners – to provide IT support for system testing and requirements definition
- Itron – to provide hosted meter data management services

With the contributions of all of our internal team members and external partners, on April 3rd, we celebrated the 1 year anniversary of CenHub. Year 1 had many successes as we met key targets, such as product purchases and completed home profiles, as well as making incremental improvements in the customer experience and increasing online engagement. The first year introduced the CenHub Store, Insights, Insights+, Point of Sale and Peak Perks. Q1 of 2017 introduced a new partnership between Central Hudson, Itron and Comverge where we provide the Insights+ meter data as an M&V solution to Comverge and in return they cover the subscription cost on behalf of the customer. We see this collaboration as a true example of what REV is striving for and will continue in Year 2 to seek out other creative solutions that benefit the customer. Central Hudson and our partners have truly embraced the REV initiative and continue to evolve CenHub.

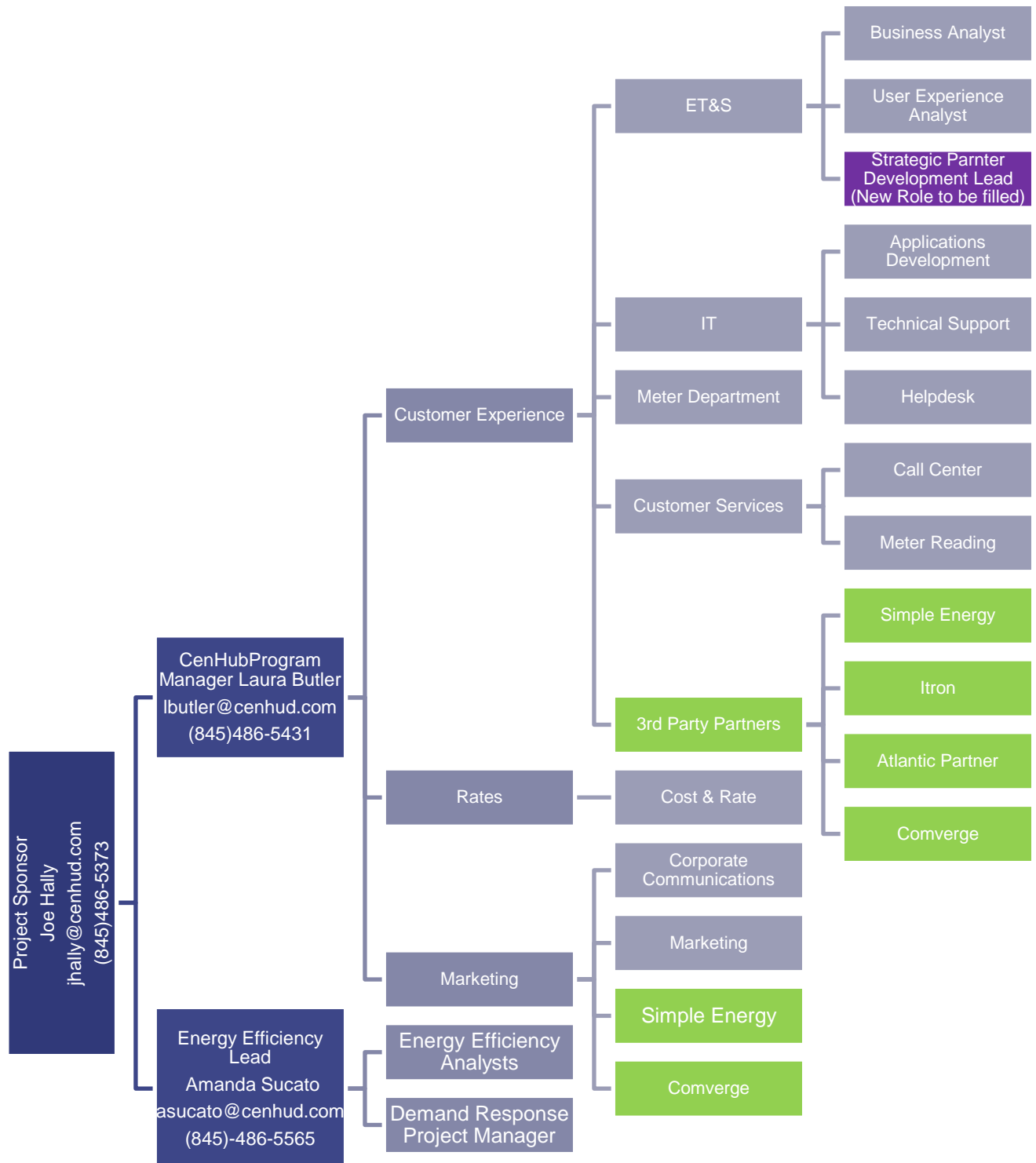
In order to ensure ongoing customer satisfaction, operation of the CenHub functionality and success of the new business processes being created by the evolution of CenHub Central Hudson has taken the following actions:

- In Q4 2016 Central Hudson launched a webchat for CenHub MyAccount customers and many customers have chosen to use the chat features to communicate with Central Hudson. Having an omni-channel approach allows customers to interact with Central Hudson in their preferred way that is convenient to them. ET&S will continue to work closely with IT to track the webchat impact and align the customer's experience throughout CenHub accordingly.

- In Q1 2017, Central Hudson worked very closely with the Itron Project Team on project documentation in order to ensure a smooth transition to the Itron Managed Services team. By detailing out business and functional processes across teams, both internally and externally, Central Hudson successfully transitioned to the Itron Managed Services team as they will now be the point of contact for any inquiries.
- Beyond the technical alignment, ET&S has continued to work under the advisement of the IT Project Management Office throughout planning, requirements gathering and testing for Phase 3. This approach has improved accountability of all team members, project documentation and transparency.
- The team has been working to align more closely with the Call Center, Marketing and Corporate Communications teams. These teams are directly impacted by the changes introduced in Phase 2 and their use of these new tools is vital to the continuing success of CenHub. With feedback from the Call Center and IT, Central Hudson has improved its internal reporting processes for web related issues and enhancement requests by introducing a ticketing system, inclusive of frequently escalated issues, with clear role definition and escalation procedures.
- In Q3 of 2016, the ET&S team identified a skills gap in the sales and partnership building arena. In 2017 and the years following the PSR goals increase substantially. These goals cannot all be met by sales of the products currently on the store. We need a team member that understands the customer market, their needs and wants and has the skill set to approach other 3rd parties to prospect and create value proposition related to partnering through the platform we have built in CenHub. The existing team does not possess this skill set so Central Hudson defined a new position and posted the position but we have yet to be able to fill the role. This is an untraditional role for a utility and as such the utility pay scale is difficult to align with the market pay that individuals of this background expect. Central Hudson is continuing its search and hopes to fill the role in Q2 2017.
- Members of the ET&S team participated in Central Hudson's eBills platform project which is to be launched in Q2 2017. This cross project collaboration created an opportunity to increase focus on the customer's experience and ensure consistency across CenHub.
- In Q1 2017 Central Hudson and Simple Energy began efforts to work together to audit data exchanges to improve quality assurance and identify efficiency improvements. This is an ongoing effort and the team is making progress.

As of March 31, 2017 the project is being staffed as follows; points of contact are denoted in the dark blue boxes:

Figure 4: Team Members



B) Roles and Responsibilities

To ensure success and accountability for all tasks, the Program and Project management team members have outlined all project related responsibilities and identified the various levels of ownership for each task. The program objectives and tasks associated with meeting these objectives are captured in various forms starting with a Project Charter, architecture and design diagrams and prototypes, carried through to bi-weekly deliverables, detailed testing instructions, results and bug fix prioritization and ending with a step by step deployment plan for moving the changes to the live system.

Table 6: Roles & Responsibility Matrix

Central Hudson Gas & Electric	Description
Project Management	Central Hudson owns overall project delivery and success criteria.
Integration with Central Hudson website and Internal Systems	Central Hudson has integrated the Simple Energy's customer engagement portal (CenHub Insights) and marketplace (CenHub Store) into its existing website and mobile site and rebranded as a family of offerings through CenHub. Central Hudson has developed and repurposed interfaces to the Central Hudson websites and other internal systems as required and agreed upon in the design phase in coordination with Simple Energy.
Testing Across Platforms	Central Hudson creates detailed test plans and scripts for each phase of the project and performed multiple rounds of functional and user acceptance testing. Bugs are tracked, prioritized and remedied on an agreed upon schedule with project team members and vendors. The go live activities also include a round of validation testing before officially calling the launch complete. The project team will utilize a similar approach for all phases.
Access to Customer Data	Central Hudson is providing weekly customer usage information in the agreed upon file format to Simple Energy in order to populate the Overview and My Usage screens and facilitate the Energy Insights Energy Efficiency program. Phase 2 revisits the single sign on approach and lays the groundwork for a more robust identity management strategy for better utilization and protection of customer data.
Customer Outreach and Marketing Strategy	Central Hudson is informing the customer base of the upcoming availability and functions of CenHub through a multi-channel marketing strategy developed in concert with Simple Energy.
Energy Efficiency Program Information & Requirements	The ET&S team has been brought together in a collaborative work space that has facilitated frequent and effective information sharing, brainstorming, and decision making. A new support ticketing system and internal FAQs have been made easily accessible to internal teams in order to track any issues and define escalation procedures. All aspects of CenHub are designed with Energy Efficiency targets and available programs in

	mind. The CenHub brand has been expanded by the Energy Efficiency team into the Point of Sale program at local large retailers offering customers more ways to shop and receive instant rebates.
Advanced Data Services - Smart Meter Installation	Central Hudson will schedule and perform meter changes for subscribing customers
Data QA/QC	Central Hudson will schedule and perform routing checks across platforms to ensure data continues to populate accurately and in accordance with service level expectations
Sales & Partnership Development	This is an existing gap – Prospecting partnerships to develop additional customer offers
Partner	Description
Integration with Internal Systems	<p>Simple Energy has continued to provide requirements, information delivery standards, and assistance to support Central Hudson's development of interfaces as we have looked to expand upon the tips and rewards programs and introduce new items to the CenHub store.</p> <p>Simple Energy, Cognizant, OpenText and Lighthouse/Good Dog Labs have contributed to the overall single sign on architecture design and data flow processes, enabling this functionality to work successfully in Phase 1 and to be expanded upon in Phase 2.</p> <p>All partners will continue to work together with the Central Hudson team for Phase 2 delivery and potentially beyond.</p>
Marketing Strategy (Simple Energy)	Simple Energy will provide expertise, experience, and guidance in order to assist Central Hudson with the development of a Multi-channel marketing strategy. Simple Energy will deliver email marketing messages throughout the life of the project.
Advanced Data Services – Data Repository and Management (ITRON)	Itron will host the Meter Data Management Repository for the duration of the project per contract terms. Itron will provide meter usage data in the agreed upon file format and time interval to Simple Energy.
Project Management	<p>Cognizant is filling the Project Manager role for Phase 3.</p> <p>Itron Project team has successfully transitioned Central Hudson to the Itron Managed Services team. Itron Managed Services team has provided documentation for proper escalation of issues.</p>

C) Governance

Central Hudson tracks progress, alignment to project objectives and performance in comparison to original hypotheses throughout the life of the project according to Table 7.

Table 7: Governance Approach

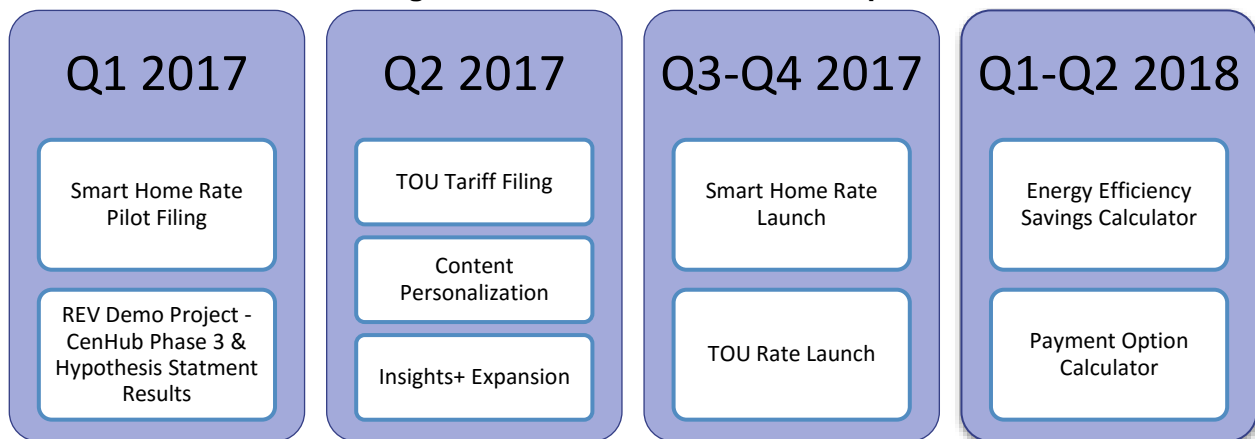
Format	Frequency	Participants
Standups – short in person discussion to identify any blockers or clarify tasks items	As needed based on criticality of project tasks	All project team members
Program short term planning – in person review of all requirements and assignment of tasks to team members	Weekly	ET&S
Status report – combination of written documentation and in-person/conference call discussion	Weekly and Bi-Weekly	Core Team, Project and program managers with project sponsor and key stakeholders as needed
Product and sales reviews – combination of written documentation and in-person/conference call discussion	As needed	Project team, Simple Energy and Energy Efficiency SMEs
Marketing plan reviews – combination of written documentation and in-person/conference call discussion	Weekly (Central Hudson only) Monthly – all relevant leads	Marketing director, project and program managers, SMEs as needed, project sponsor, vendor leads
Project Update – documented newsletter of the latest progress for high level awareness	Weekly	Created by the ET&S team and distributed to all relevant stakeholders across Central Hudson and partner vendors
Sponsor Meeting – review scope and schedule, risks, impacts and next steps	Weekly	ET&S, Marketing, IT
Data Audit – review all data reports being exchanged between Central Hudson and Simple Energy to build out a data dictionary, identify discrepancies and discuss proposed data changes a	Weekly	ET&S, BI, IT and SE

Section 3: Work Plan & Budget

A) Project Plan

In Q1 the team focused on creating and enrolling a new population, Converge Target, in Insights+ and gathering requirements for modifications to the user experience related to creating a Billing View, Time of Use and Smart Home rate.

Figure 5: 2017 Short Term Roadmap



a. Schedule

- I. Figure 5 provides a high level overview of the Phase 3 delivery schedule. A detailed project work plan with a comparison to the originally proposed schedule for Phase 3 is included as Report Attachment 1. Phase 3 delivery is being broken down into two releases. The February release includes meter change outs and delivery of the Insights+ “My Usage” screen enhancements to display the interval usage data for the statistical sample of Peak Perks DCU customers. Meter installations began in Februray with the Insights+ user interface changes being release on March 31, 2017.
- II. The second release planned for June will enable enrollment for all eligible residential customers in the Central Hudson territory. There will be eligibility restrictions based on Verizon’s cellular network and existing meter type as some meter pans are not compatible with the new Insights+ meter (such as C-base and A-base).
- III. Since launching Phase 1, and as part of the Phase 4 optimization and enhancement effort, the team has been monitoring the site analytics, store sales performance and customer service calls to both the Central Hudson call center and Simple Energy support center. In Q4 we shifted to creating quarterly marketing plans. This greatly improved the ability to cross promote and coordinate messaging.

b. Action Items

I. Lessons Learned

- Insights+ was launched at the tail end of Q1. A Lessons Learned meeting in which Central Hudson and Simple Energy will discuss the Insights+ Launch; specifically what went well, what we can improve on and next steps for improvement measures. This meeting is scheduled for Mid-April and is intended to produce a document that assigns ownership to all improvement task items.

II. Usability

- The ET&S team has evaluated the trouble tickets submitted throughout Q4 as well as enhancement ideas based on analyzing the user experience and has defined 6 enhancement bundles. In Q1 2017 the ET&S team evaluated typical customer interactions with the website to prioritize the bundles. ET&S team also collaborated with IT to build, test and launch usability enhancements. In Q2 2017, the ET&S team will continue to analyze customer engagement for future enhancement proposals.

III. Alignment

- As part of the Phase 3 requirements Central Hudson is also bringing in the Track 2 Order obligations to the discussion. This will ensure greater stakeholder understanding of downstream impacts and promote better upfront planning and design decisions.

IV. Marketing

- In March we experimented with custom email journeys to introduce the Hue lighting products. This approach was creative and well constructed but did not result in the uptick in engagement and sales that we hoped for. The Hue lights, though rich in functionality, are more expensive than the other lighting options in the store and are not eligible for energy efficiency rebates.
- In March we launched a points expiration campaign to encourage customers to take advantage of their reward points and drive more engagement in the site. This campaign was extremely successful with over 30% of eligible customers redeeming their points.
- From March 31, 2017 to April 2, 2017 Central Hudson hosted a booth at the Hudson Valley Home Show. The booth featured the CenHub Store products in a manner that gave customers a visual representation of how the products could be used in their homes to increase comfort, convenience and style. A representative from Peak Perks also manned the booth to provide customers with information about the program. This was an untraditional booth setup for Central Hudson and created very positive interactions with attendees. We also created a 2017 Shoppers Guide and Energy Saving Guide to hand out to customers at the event. We

will track sales and online enrollments in Q2 2017 to determine how impactful the event was for increasing customer engagement.

B) Financials

Redacted

C) Risks, Opportunities and Mitigation Strategies

Table 8 details how we are expanding on our successes and creating action plans to improve in the areas where we are projecting to be off target.

Table 8: Action Items

Risk / Opportunity Category	Action Plan
<p>Opportunity – Brand Recognition</p> <p>Completion Date: On-going</p>	<p>Central Hudson will continuing with the build out of the CenHub product family and incorporating the upcoming Smart Home Rate and Time-Of-Use Rate into online experience and future marketing plans.</p>
<p>Risk – CenHub My Account enrollment rate</p> <p>Projected Completion Date: 12/31/16</p>	<p>Central Hudson will be developing a robust marketing strategy for 2017 focused on increasing My Account enrollment rates.</p> <p>The team will also be investigating process related barriers to customer enrollment to identify opportunities for improvement.</p>
<p>Opportunity – Increased utilization of gamification</p> <p>Projected Completion Date: 11/30/16</p>	<p>Similar to awarding points for My Account registration we will also be creating reward programs related to eBill, Automatic Payment, and Text Alert enrollment. This feature has been tested successfully and is awaiting scheduling for launch.</p> <p>We will measure the effectiveness of gamification on driving more self-service interactions and utilize the results to determine how we can effectively use gamification going forward.</p>
<p>Risk – Low PSRs</p> <p>Projected Completion Date: On-going</p>	<p>In February 2017 the team launched a lighting campaign which resulted in significant engagement with CenHub and a spike in product sales. Although about 20% of Q1 product revenue resulted from the February lighting marketing campaign, they are low priced products. ET&S will continue to strategize with the Marketing team for future marketing campaigns to drive sales of higher margin products and boost overall sales.</p>
<p>Risk – Phase 3 budget and schedule impact analysis</p>	<p>As we have dug into the detailed requirements for Phase 3 we identified a subset of work process improvements and program implementer needs that could (1) simplify the work process for the internal employee - reducing error rates and training time and (2) improve the accuracy and speed of information flow for improved customer experience (3) leverage 3rd party needs to deliver additional features to a subset of customers at no additional cost and (4) provide more valuable information within the user interface. We believe that making these improvements, though they increase the implementation timeline and budget, are worthwhile for both the internal employees supporting the new programs we are rolling out and to the end customer that wishes to enroll and be informed about available programs.</p> <p>Example incremental costs are:</p> <ul style="list-style-type: none"> (1) Creation of new CIS program participation screens (2) Purchase of meter warm up boards for testing and programing new inventory of meters (3) Data storage and analytics for interval meter data (4) New website pages and popups to market Insights+ to potential enrollees and explain the new product features and welcome the customer to Insights+ for program enrollees. (5) Adding billed amount information to the user interface
<p>Risk – Support organization preparedness and employee buy-in</p>	<p>Phase 2 uncovered numerous gaps in backend processes and exposed how the introduction of new tools can impact the day to day routines for the employees supporting various customer related activities when their processes and well-established workarounds are not fully understood.</p>

	<p>The team has established a new post production support model that involves better training, more employee touchpoints and a mechanism to capture and allocate incoming requests to bundle into future feature releases. This new process was implemented in Q4 and is aiding the support team in learning more about customer issues and where more training to the CSRs can be offered to improve their ability to assist the customer.</p> <p>The team is taking a different approach to requirements capture for Phase 3 to avoid the pitfalls experienced in Phase 2. The breadth of internal processes being impacted by Phase 3 is substantial, and for that reason the decision was made to do a limited release for just the statistical sample of Converge customers. This approach allows the team to start with focused testing and training with the CSRs supporting the program, monitor the meter installations and meter data transfer performance and make adjustments if necessary before a mass rollout to all residential customers.</p> <p>For Phase 3 the team has engaged far more internal project team members from the initial kickoff and through discovery and requirements sessions. This has led to improved communication and understanding of the program overall. We continue to bring the entire stakeholder group together periodically to review the defined requirements to date, discuss to-be process flows and allow for any outstanding comments or questions. Though more team members have been engaged in the project not all are incremental resources so it does not directly correlate to significant budgetary impacts. The only incremental costs are for IT programming effort and data storage and analytics enhancements required by the increased volume of metered usage data.</p>
Risk – NYS Meter Approval	<p>The Itron Centron OpenWay residential single-phase meter with Verizon 4G cellular card is not yet approved in New York State. Approval is being sponsored by National Grid. We were under the assumption that this meter approval would be completed prior to our Phase 3 start date but this is not the case. Not having the meter approved and available for use is a risk to the project schedule and puts our decision to move forward with Itron as our meter data management system host at risk. To mitigate this risk the team has worked with Itron and they are willing to offer the polyphase OpenWay meter at the residential meter cost for Stage 1. But Central Hudson will still need to have the residential meter approved in 2017 in order to continue to utilize Itron as the meter provider.</p>

Report Attachment 1: CenHub Phase 3 Work Plan Schedule

Report Attachment 2: CenHub Phase 1 Capital Work Order Transaction Details

Report Attachment 3: CenHub Phase 2 Capital Work Order Transaction Details

Report Attachment 4: CenHub Incremental O&M Work Order Transaction Details

Report Attachment 5: Insights+ Incremental O&M Work Order Transaction Details

Report Attachment 6: CenHub Carrying Charge Work Order Transaction Details

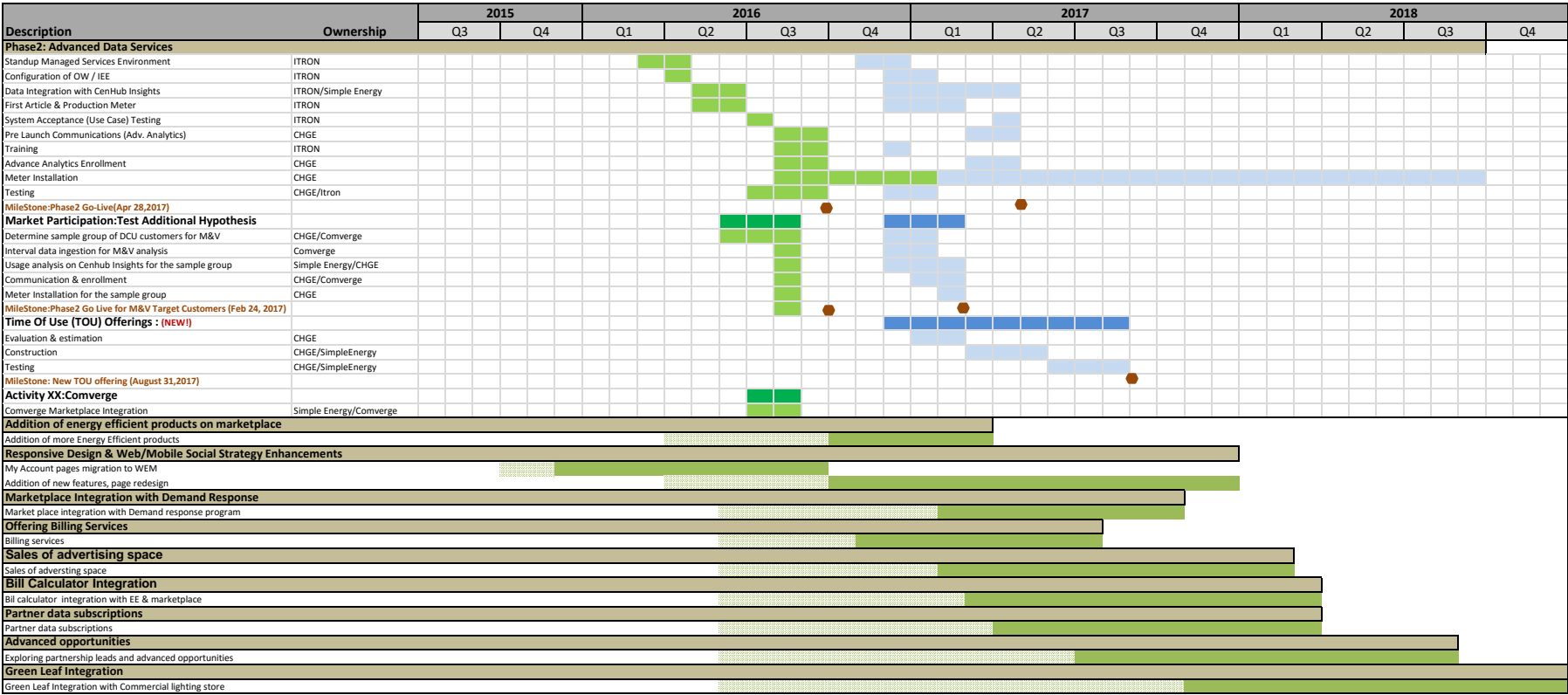
Report Attachment 7: Insights+ Carrying Charge Work Order Transaction Details

Report Attachment 8: CenHub Insights Statistics

Report Attachment 9: Traffic and Engagement

Report Attachment 10: CenHub Ecommerce

Report Attachment 11: CenHub Phase 3 Capital Work Order Transaction Details



Evaluation & Prioritization Period for scope and schedule refinement

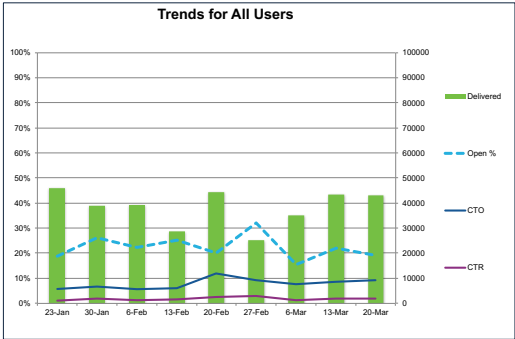


Project Milestone

Report Attachments 2-7

REDACTED

LAST WEEK		Spring Weather	Energy Savings Recipe	No Emails Sent	No Emails Sent
Weekly Insights	Emails Delivered	10376	32591		
	Opened	2150	6145		
	(open as a % of delivered)	20.7%	18.9%	NA	NA
	Clicked (unique)	54	705		
	(as a % of delivered)	0.5%	2.2%	NA	NA
	(as a % of opened)	2.5%	11.5%	NA	NA
	Unsubscribes	8	17		
Last week - Messages Spring Weather Energy Savings Recipes					
This week - Messages Points Expiration - Initial Reminder Points Expiration - Final Home Profile Level Up					

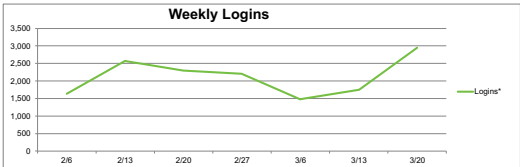


Comments:

Terminology:
CTO: Click-to-open: Unique clicks / Unique opens, shows raw trend
CTR: Click through rate: Unique clicks / Emails delivered, isolates impact of those who actually opened the email

Last Monday: 3/20/17		Last Week									
Email 1		1/23	1/30	2/6	2/13	2/20	2/27	3/6	3/13	3/20	
	Delivered	11604	9654	29725	7097	317	25277	10904	39179	10376	
	Opened	2069	2168	6754	1841	172	8112	1961	8790	2150	
	Clicked	121	197	367	107	103	749	157	750	54	
	Open %	17.8%	22.5%	22.7%	25.9%	54.3%	32.1%	18.0%	22.4%	20.7%	
	CTO	5.8%	9.1%	5.4%	5.8%	59.9%	9.2%	8.0%	8.5%	2.5%	
	CTR	1.0%	2.0%	1.2%	1.5%	32.5%	3.0%	1.4%	1.9%	0.5%	
Email 2	Delivered	34401	29220	9434	21620	711	0	24255	4218	32591	
	Opened	6615	8027	1993	5437	336	0	3490	806	6145	
	Clicked	386	497	129	346	79	0	254	88	705	
	Open %	19.2%	27.5%	21.1%	25.1%	47.3%	0.0%	14.4%	19.1%	18.9%	
	CTO	5.8%	6.2%	6.5%	6.4%	23.5%	NA	7.3%	10.9%	11.5%	
	CTR	1.1%	1.7%	1.4%	1.6%	11.1%	NA	1.0%	2.1%	2.2%	
Email 3	Delivered	0	0	0	0	39065	0	0	0	0	
	Opened	0	0	0	0	7603	0	0	0	0	
	Clicked	0	0	0	0	799	0	0	0	0	
	Open %	NA	NA	NA	NA	19.5%	NA	NA	NA	NA	
	CTO	NA	NA	NA	NA	10.5%	NA	NA	NA	NA	
	CTR	NA	NA	NA	NA	2.0%	NA	NA	NA	NA	
Other emails (if necessary)	Delivered	0	0	0	0	4397	0	0	0	0	
	Opened	0	0	0	0	819	0	0	0	0	
	Clicked	0	0	0	0	86	0	0	0	0	
	Open %	NA	NA	NA	NA	0.186263361	NA	NA	NA	NA	
	CTO	NA	NA	NA	NA	0.105006105	NA	NA	NA	NA	
	CTR	NA	NA	NA	NA	0.01955879	NA	NA	NA	NA	
Total	Delivered	46005	38874	39159	28717	44490	25277	35159	43397	42967	
	Opened	8684	10195	8747	7278	8930	8112	5451	9596	8295	
	Clicked	507	694	496	453	1067	749	411	838	759	
	Open %	18.9%	26.2%	22.3%	25.3%	20.1%	32.1%	15.5%	22.1%	19.3%	
	CTO	5.8%	6.8%	5.7%	6.2%	11.9%	9.2%	7.5%	8.7%	9.2%	
	CTR	1.1%	1.8%	1.3%	1.6%	2.4%	3.0%	1.2%	1.9%	1.8%	
Logins*	Total	1659	1812	1626	2582	2290	2208	1480	1752	2951	
	New User Logins	598	299	370	538	410	427	404	299	286	

Period: 3/20 - 3/26	PROGRAM TOTAL	COMPLETED THIS WEEK	PROGRAM TOTAL LAST WEEK	2017 YTD	2016 Program Totals
Logins	105654	2951	102703	24440	81214
New User Logins	30224	266	29958	5017	25207
Tips Completed	40158	1561	38597	10012	30146
Badges Earned	42540	1117	41423	6872	35668
Home Profile Completions	5521	56	5465	736	4785
Reward Redemptions	653	421	232	549	104
Unsubscribes	2887	25	2862	364	2523



Traffic and Engagement

Apr 3, 2016 - Mar 31, 2017

All Users
100.00% Sessions

Green Button Connect Downloads

Event Action	Total Events	Unique Events
Click	10	8

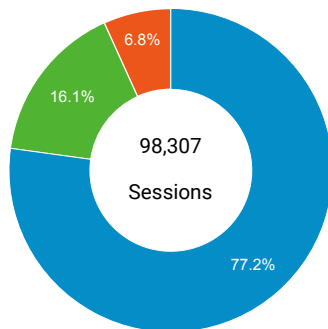
Sessions

98,307

% of Total: 100.00% (98,307)

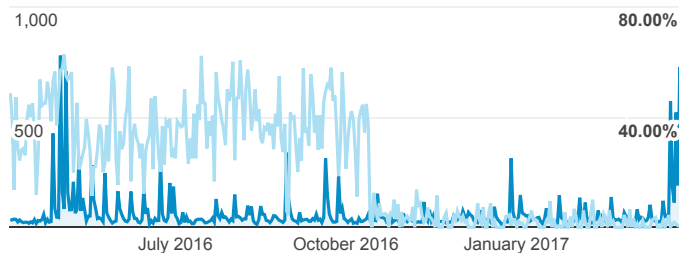
Visits by Device

desktop mobile tablet



Traffic From Mobile Devices

Sessions Bounce Rate

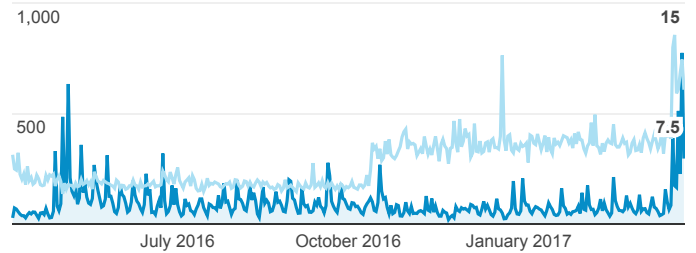


More than once per week visitors

Device Category	Users	Avg. Time on Page
desktop	15,079	00:00:37
mobile	2,759	00:00:35
tablet	1,131	00:00:36

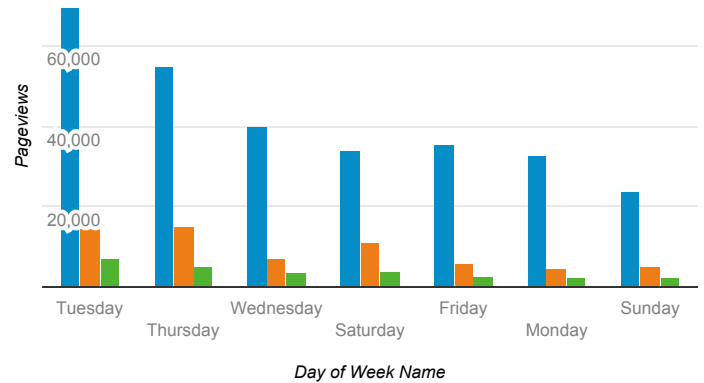
More than once per week visitors

Users Pages / Session

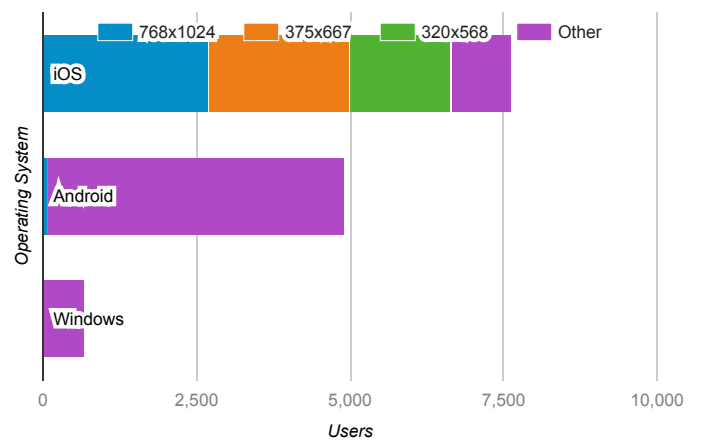


Most Active Day of the Week by Device

desktop mobile tablet



Mobile Traffic Breakdown



Device Category	Pages / Session	Avg. Session Duration
mobile	4.26	00:01:50
tablet	4.11	00:01:59
desktop	3.82	00:01:41

Where do people enter your site?

Landing Page	Entrances	Pages / Session
/	93,968	3.87
/tips	1,219	6.21
/sso-error/	669	5.62
/#utm_source=MAS-Home-age&utm_medium=site-alert&utm_campaign=Home-Profile	523	5.72
/unsubscribe_confirmation	354	2.32
/tip_20_completed	240	2.20
/comparisons	186	3.15
/home-insights/home-profile	164	4.35
/wrap_pipes	133	4.34
/rewards	127	6.74

Pages People Leave From

Exit Page	Exits	% Exit
/	52,137	46.09%
/tips	16,489	20.30%
/rewards	11,779	17.99%
/home-insights/home-profile	2,472	20.16%
/insights/usage	2,084	16.24%
/profile	1,795	14.18%
/insights	1,556	15.59%
/sso-error/	875	26.60%
/unsubscribe_confirmation	804	42.49%
/challenge/badges	786	13.84%

Source / Medium	Sessions	Pages / Session
uauth.cenhud.com / referral	44,910	3.98
Simple Energy EP Email / email	20,417	5.14
inet.cenhud.com / referral	13,100	2.01
cenhud.com / referral	9,413	3.75
cenhubstore.com / referral	4,412	5.03
(direct) / (none)	4,365	2.50
MAS-Home-age / site-alert	586	5.41
google / organic	281	2.91
Simpe Energy MP Email / email	167	2.29
bing / organic	142	2.90

Report Attachments 10-11

REDACTED