REV Demonstration Project:
Connected Homes Platform

2017 2Q Quarterly Progress Report

Dated: July 28, 2017
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1.0 EXECUTIVE SUMMARY

Consolidated Edison Company of New York, Inc. (“Con Edison” or the “Company”) submits this quarterly report on the progress of the Connected Homes Platform REV demonstration project (“Project”) it is implementing as part of the Reforming the Energy Vision (“REV”) proceeding, as required by the Order Adopting Regulatory Policy Framework and Implementation Plan, issued by the New York State Public Service Commission (“Commission”) on February 26, 2015.

1.1 PROGRAM ACHIEVEMENTS

On July 1, 2015, Con Edison submitted the Project for approval by Department of Public Service Staff (“DPS Staff”); on January 8, 2016, DPS Staff approved the Project. Con Edison filed an implementation plan for the Project with the Commission on January 29, 2016. The Project launched in Q2 2016 to approximately 275,000 customers in Con Edison’s Brooklyn and Westchester territories. Customers have access to detailed energy insights online and have received targeted offers in their Home Energy Reports and High Usage Alerts for solar panels, Wi-Fi thermostats, Sealed home services, and the Con Edison Marketplace, as eligible. In early 2017, the Project successfully upgraded to the second version of the Con Edison Marketplace (Marketplace 2.0), the second version of the printed Home Energy Reports (HER 2.0), and launched the second round of targeted offerings for Sealed home services, Wi-Fi thermostats, and Marketplace. In Q2 2017, the Project team developed new modules for the SunPower and Sealed campaigns creatives, expanded marketing efforts and added two new revenue streams on the Marketplace: third-party advertising and cost-per-click referrals.

1.2 CYBERSECURITY AND PERSONALLY-IDENTIFIABLE INFORMATION PROTECTION

Consistent with corporate instructions and Commission policy related to cybersecurity and the protection of personally-identifiable information (“PII”), each partner agreement executed for the implementation of the Project includes specific protections related to cybersecurity and PII. Assurance of this protection is critical in encouraging customers to sign up with new and innovative services offered by utilities.

1.3 ACCOUNTING PROCEDURE ESTABLISHED

On February 16, 2016, in Case 15-E-0229, Con Edison filed an accounting procedure for the accounting and recovery of all REV demonstration project costs. This accounting procedure establishes a standardized framework that governs how the Company categorizes and allocates the costs of the REV demonstration projects, and facilitates analyzing each project to determine the overall financial benefits of the program to customers.
1.4 COSTS, BENEFITS, AND OPERATIONAL SAVINGS

Budget information for all of the Company’s REV demonstration projects is being filed confidentially with the Commission, concurrently with the filing of this document. All costs filed are incremental costs needed to implement the projects. To date, no tax credits or grants have been available to reduce the net costs of the projects, but Con Edison will take advantage of such offsetting benefits when they are available. Due to the early stage of implementation for the Project, there are no operational savings to report at this time.

1.5 CONNECTED HOMES PLATFORM

The Project seeks to provide to targeted residential customers in selected areas of Con Edison’s service territory a set of tools designed to proactively connect the customers with cost-effective energy efficiency products and services and distributed generation offerings that will be most relevant to them. The Project is designed to remove barriers to residential adoption of distributed energy resources (“DERs”) and animate the DER market by using customer usage data and advanced data analytics to match customer needs with vetted DER products. A set of pre-qualified vendors are being promoted to participating customers through targeted marketing campaigns to demonstrate and evaluate the proof of concept. The targeted marketing campaigns utilize various channels to communicate with customers, including direct and digital, and are administered by Con Edison’s partner in the Project, Opower.
2.0 CONNECTED HOMES – QUARTERLY PROGRESS

2.1 DEMONSTRATION HIGHLIGHTS

2.1.1 Since Previous Quarter – Major Tasks Completion

- Launched the second round of SunPower solar targeted offers with new creatives modules.
- Made significant negotiation progress with Mitsubishi, a new DER partner.
- Finalized selection criteria for adding an estimated 20,000 new customers to the program to account for customer attrition (move outs, customers going inactive, customers opting out).
- Conducted first customer satisfaction and engagement survey.
- Successfully implemented expanded marketing and email e-commerce campaigns responsible for increases in Marketplace site traffic and Storefront products sold.
- Enabled two new revenue generation channels on the Marketplace: third-party advertising and cost-per-click referrals with third-party retailer Appliances Connection.

2.1.2 Activities Overview

In Q2 2017, the Project team continued to send out targeted offer reports to customers across all four product groups: Sealed home services, SunPower solar, Marketplace products and Wi-Fi thermostats. Notably, the team updated the SunPower creative campaign to include photography in the paper reports to better catch the attention of readers (see Appendix A for full sample report).
The team also conducted the first customer engagement survey to gauge customer satisfaction and interaction with the REV Demo reports and web resources. Nine hundred seventeen Con Edison customers responded to the online survey, 617 recipients of the REV Demo communications and 300 control customers (non-recipients on the REV Demo communications to isolate for report effects). The survey was fielded from June 5 through June 26, 2017. The results of the survey will be analyzed in July and presented in the Q3 report.

In Q2 2017, the Con Edison Marketplace added the following product categories: Monitors, Projectors, Tablets, Televisions, Video Game Consoles, EV Chargers, Freezers, and Dryers. With these additional product categories, Con Edison end users now have over 2,900 products to research and compare.

The Enervee team also established the framework for the Small Business DIY Lighting Pilot program, with a targeted early Q3 launch.

Marketing Initiatives:

The team delivered weekly and bi-weekly e-commerce focused emails promoting Storefront products on the Marketplace. Primarily driven by email, units sold in Q2 increased 7x compared to the previous eight-month period from launch through Q1 2017. Total sales topped 9,154 units sold. These results represent a material improvement compared to the 1,280 units sold prior to the implementation of the email campaign and expanded marketing. Email campaigns were also responsible for 117,586 Marketplace visits in Q2.
The Project team implemented improved Facebook advertising; customers are targeted on Facebook through 1) their email address with imagery and offers complementing the email campaigns, and 2) remarketing that displays products Marketplace customers have previously viewed on Marketplace in advertising.
The Project team also introduced new display advertising methods, including delivering display ads to customers who have viewed Enervee’s Charge widget on third-party sites such as Digital Trends and Appliance Connections,¹ and targeting in-market shoppers. Optimization and improvement of the display creatives was completed.

2.1.3 Key Metrics

In Q2, the Project continued to see increasing product leads and purchases as a result of the DER marketing campaigns. For additional details on program results to date, see Appendix B: Full list of metrics and results.

Targeted Offering Communications:

The following communications were sent to customers in Q2:

- Over 754,524 Home Energy Reports: 341,776 print and 412,692 digital
- Over 103,692 digital High Usage Alerts
- Over 79,000 customers received targeted offerings for Sealed home services
- Over 75,000 customers received targeted offerings for Wi-Fi thermostats

¹ Through Enervee Charge, customers who are “in-market shoppers” and have reviewed an appliance on one of our third-party partner sites (Digital Trends, TopTenReviews, Goedeker’s), are then displayed Marketplace-oriented ads on other sites they may be browsing.
• Over 145,000 customers received targeted offerings for the Marketplace
• The open rate for eHERs (the digital version of Home Energy Reports) averaged 46 percent
  The open rate for High Usage Alerts averaged 32 percent

Purchases and Leads:

• Solar Panels:
  o In Q2, the project team recorded 15 qualified solar leads and 5 solar appointments held.

• Sealed Home Services:
  o In Q2, the project team recorded 130 qualified Sealed leads, 63 assessments, 8 project sales.

• Marketplace Storefront Sales:
  o In Q2, the team recorded 1,719 orders for 8,554 light bulbs, 759 thermostats and 63 power strips. All purchases were made directly on the Marketplace Storefront. The Marketplace also generated 2,743 leads to Con Edison’s Smart Thermostat program.

Digital Customer Engagement:

The online Marketplace has had 501,463 total visits and 1,109,737 page views since launch last June. This quarter, the number of visitors and page views on Con Edison’s Marketplace increased significantly due to the expanded marketing activities, from 45,186 visitors last quarter to 278,010 in Q2; and total page views increased from 106,359 last quarter to 675,400. Marketing channels continue to be optimized and traffic levels are expected to exceed the target of 450,000 visits every six months.

Con Edison’s Marketplace also raises awareness of other Con Edison programs and tracks actions taken by visitors. Since inception through Q2 2017, 2,743 smart thermostat shoppers on Con Edison’s Marketplace Storefront sought out information on the Smart Thermostat program, and 5,174 Marketplace visitors have clicked through to Con Edison’s large appliance rebate offers.
Over 78 percent of customers who log into the Home Energy Report website take an action (e.g., check off a tip or make a savings commitment). Thirty-three percent of customers who log in check off a tip, and 59 percent of customers who log in start the online audit. This user-friendly audit helps customers understand what’s using the most energy in their home so that they can focus their actions on behavior changes that will have the greatest impact.

**DER Market Activation:**

During Q2, Con Edison’s Marketplace channeled customers to third-party retail websites nearly 2,602 times. The most popular Marketplace categories were air conditioners and refrigerators.

**Energy Savings:**

Since the launch of the behavioral Home Energy Report program, customers have saved over 25,753 MWh of electricity (June 2016 through June 2017). In Q2 alone, customers saved over 7,935 MWh with a 1.47 percent average savings rate.

Estimated indirect energy savings associated with Marketplace Storefront sales in Q2 are 4,683 MWh and 730,785 Therms on a lifetime basis.

**Greenhouse Gas Emissions Reductions:**

The behavioral and indirect energy savings through the Marketplace Storefront are estimated to have avoided 23,504,027 pounds of carbon dioxide, 301.39 pounds of methane and 33.12 pounds of nitrous oxide emissions in Q2. The behavioral program saved an estimated 9,917,163 pounds of carbon dioxide, 195.99 pounds of methane and 22.22 pounds of nitrous oxide emissions. The Marketplace Storefront contributed savings of an estimated 13,586,864 pounds of carbon dioxide, 105.4 pounds of methane and 10.9 pounds of nitrous oxide emissions.
2.1.4 Next Quarter Forecast

In Q3 2017, the Project will continue to distribute targeted offers to customers. In late August, the Project plans to add an estimated 20,000 customers to the program to account for customer attrition (move outs, customers going inactive, customers opting out). These customers will begin receiving targeted offers after their first report.

In September, a new DER partner campaign will begin promoting Mitsubishi electric heat pumps. Customers across the four different customer tracks will receive paper and digital, as applicable, communications. The team will continue to develop the creative campaign over this upcoming quarter.

The Sealed targeting offering creatives are being updated based on learnings from the field; the new designs are simplified to help customers understand how Sealed can specifically help solve home comfort problems.

Planned Q3 2017 activities for the Marketplace/Storefront include:

Launching the Solar experience on Marketplace (with partner PickMySolar), which will provide a guided, seamless experience to empower Con Edison customers to identify the most cost effective and well qualified local contractors, walk them through the vendor selection and contracting process, and provide a concierge-type service until installation is complete.

Focusing weekly / bi-weekly email campaigns on promoting specific products and deals sold on Storefront.

Expanding third-party marketing on the Marketplace beyond the initial partner (Appliances Connection) to other retailers and manufacturers.

Expanding the Smart Thermostat product offerings to include Nest, Ecobee, Sensi, Radio, Honeywell, LUX, and Lyric products.

Checkpoints/Milestone Progress

<table>
<thead>
<tr>
<th>Checkpoint/Milestone</th>
<th>Timing*</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>DER Sales</td>
<td>Phase 2 Midpoint / End</td>
<td>▶️ ◁️  ◀️</td>
</tr>
<tr>
<td>Channel and Messaging Effectiveness: Customer Motivation</td>
<td>Phase 2 Midpoint / End</td>
<td>▶️ ◁️  ◀️</td>
</tr>
<tr>
<td>Digital Engagement: Integrated Online Experience</td>
<td>Phase 3 start + 6 months</td>
<td>▶️ ◁️  ◀️</td>
</tr>
<tr>
<td>Checkpoint/Milestone</td>
<td>Timing*</td>
<td>Status</td>
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<tr>
<td>---------------------------------------------------------</td>
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</tr>
<tr>
<td>Revenue Realization: <em>New Business Models</em></td>
<td>Phase 2 Midpoint / End</td>
<td>☑️ ☑️</td>
</tr>
<tr>
<td>Demand Side Management: <em>Customer Co-Benefits</em></td>
<td>Phase 2 Midpoint / End</td>
<td>☑️ ☑️</td>
</tr>
<tr>
<td>Referrals to Energy Efficiency Rebate Programs</td>
<td>Phase 2 Midpoint / End</td>
<td>☑️ ☑️</td>
</tr>
</tbody>
</table>

*Detailed descriptions of the Phases can be found in Appendix C: Description of Phases.

**Legend**

- ☑️ On Schedule
- ☑️ Delayed w/out Major Impact
- ☑️ Delayed or Stopped – Project Goals Impacted

### 2.1.5 Planned Activities

#### 2.1.5.1 DER Sales

**Status:** Green

**Expected Target by Phase 2 Midpoint:** 18,500 purchases

**Solutions/strategies in case of results below expectations:** First, review overall DER sales by channel and product category to identify over- or under-performing products and services. Examine the possibility of changing the mix of DERs offered through each channel based on this review. Second, review “Channel and Messaging” effectiveness (below) to identify strategies for engaging customers at a higher rate. If the expected target is missed, the Project team will evaluate the larger impact to the overarching goals of the Project.

#### 2.1.5.2 Channel and Messaging Effectiveness: Customer Motivation

**Status:** Green

**Expected Target by Phase 2 Midpoint:** 50 percent recall rates; 16 percent open rates; 2.5 percent click through rates

**Solutions/strategies in case of results below expectations:** Evaluate results of the content and messaging effectiveness. First, evaluate potential changes in content or layout informed by A/B, or split, testing. A/B testing compares two
versions of a communication to see which one performs better. Second, evaluate responses by customer segment and assess possibility of customizing content by unique customer segment. Third, evaluate channel effectiveness and assess resource allocation between channels. If the expected target is missed, the Project team will evaluate the larger impact to the overarching goals of the Project.

2.1.5.3 Digital Engagement - Integrated Online Experience

**Status:** Green

**Expected Target by Phase 2 Midpoint:** 70,000 unique visitors each 6-month period

**Solutions/strategies in case of results below expectations:** Evaluate strategies for generating traffic to online tools. Shift investment between strategies if optimization is needed, add incremental investment to the most effective strategies or develop additional strategies for lead generation if needed. If the expected target is missed, the Project team will evaluate the larger impact to the overarching goals of the Project.

2.1.5.4 Revenue Realization: New Business Models

**Status:** Green

**Expected Target by Phase 2 Midpoint:** $484,000

**Solutions/strategies in case of results below expectations:** Evaluate the effectiveness of all messaging strategies and shift communications towards the most effective means to maximize DER sales. Establish a mechanism for competition between DER vendors who wish to feature their products through the Connected Homes Platform in order to identify vendors who can benefit the most from participation in the Project and who are willing to offer the most competitive terms. If the expected target is missed, the Project team will evaluate the larger impact to the overarching goals of the Project.

2.1.5.5 Demand Side Management: Customer Co-Benefits

**Status:** Green

**Expected Target by Phase 2 Midpoint:** 500 MWh (Marketplace Storefront); 10,300 MWh (behavioral energy efficiency); 2.74 MW (behavioral energy efficiency); 5 percent lift in program participation

**Solutions/strategies in case of results below expectations:** Review balance of energy insights versus promotional content included in outbound content and
optimize as needed. If the expected target is missed, the Project team will evaluate the larger impact to the overarching goals of the Project.

2.1.5.6 Referrals to Energy Efficiency Rebate Programs

**Status:** Green

**Expected Target by Phase 2 Midpoint:** 10,300 click-throughs from Marketplace to large appliance rebate applications

**Solutions/strategies in case of results below expectations:** Evaluate the mix of marketing channels and shift strategies if optimization is needed. Add additional resources to the most effective channels or develop new marketing strategies. If the expected target is missed, the Project team will evaluate the larger impact to the overarching goals of the Project.

2.1.6 Changes to Project Design

Upgrades to the Marketplace will be made to integrate rebate processing capabilities to improve the end-to-end customer experience throughout the research, shopping and rebate process.

2.2 WORK PLAN & BUDGET REVIEW

2.2.1 Phase Progress

The team successfully worked through Phase 0 (Project Development) and Phase 1 (Project Launch), and is now working through Phase 2 (Demonstration Implementation). Phase 0 consisted of submitting the Implementation Plan and completing partner negotiations. Phase 1 consisted of all the activities required to launch the Project: data acquisition, program design and configuration, implementation of the web/Marketplace and call center tools, quality assurance testing and go-live, as well as initial customer community outreach efforts. Phase 2 (Demonstration Implementation) tasks focus on overall maintenance and reporting for the Project. A full description of the major Project phases is set forth in Appendix C: Description of Phases.
2.2.1.1 Updated Work Plan

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</thead>
<tbody>
<tr>
<td>1.1 Project Launch</td>
<td>COMPLETE</td>
<td>Con Edison</td>
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<tr>
<td>1.2 SDLC Strategy</td>
<td>COMPLETE</td>
<td>SDGI</td>
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<tr>
<td>1.3 SDLC Implementation</td>
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<td>SDGI</td>
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<td>1.4 SDLC Functional Testing</td>
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</tbody>
</table>

2.2.1.2 Updated Budget

Budget information is being filed confidentially with the Commission.

2.3 CONCLUSION

2.3.1 Lessons Learned

Through close observation of weekly email campaign metrics, the Marketing team has determined the optimal frequency of e-commerce oriented emails should alternate between weekly and bi-weekly, depending on special offers, in order to minimize end user email fatigue.
The team has also observed that campaigns for non-rebated products (e.g., power strips) performed significantly lower than campaigns for rebated products.

The additional traffic being driven to Marketplace and Storefront via the e-commerce campaigns is expected to be a significant and ongoing contributor towards meeting the Marketplace traffic objectives.

2.3.2 Recommendations

Moving forward, the team will be adjusting the Sealed marketing creatives to be more concrete and project centric, as well as shifting the targeted customer group more towards customers using more gas.

To ensure achievement of revenue objectives, the team will continue its focus on email campaigns for products scheduled to align with manufacturer promotions.
2.4 INCLUDED APPENDICES

Appendix A: Sample Revised Targeted Offering Paper Report for SunPower

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Home Energy Report

We’ve put together this report to help you understand your energy use and what you can do to save. To view more of your energy insights, visit energysreports.conEd.com. If you have any questions about these reports you can contact us at 1-212-480-4738 or energysreports@conEd.com.

Find a list of rebates and energy-saving products and services you can buy.

marketplace.conEd.com

Here’s how you compare to neighbors

<table>
<thead>
<tr>
<th>You</th>
<th>25 kWh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficient Neighbors</td>
<td>50 kWh</td>
</tr>
<tr>
<td>Average Neighbors</td>
<td>100 kWh</td>
</tr>
</tbody>
</table>

May 21, 2013 - Jun 21, 2013

This is based on 100 similar homes within approximately 6 miles. Efficient neighbors are the 20% who use the least amount of energy.

See back for details.

Go Solar

Modernize your home with solar

Solar is trending in your area. It may be right for you. SunPower® panels feature sleek designs that complement your roof—and produce 60% more clean energy over 25 years in the same space than conventional panels.

Explore more about solar on our exclusive website at SunPower.com/ConEdison.

SUNPOWER®

Tips from efficient neighbors

- Check your air filters every month
  - Save up to $10 per year

- Raise your thermostat a few degrees in the summer
  - Save up to $145 per year

Turn over
## Appendix C: List of Metrics and Results

<table>
<thead>
<tr>
<th>Checkpoint</th>
<th>Category</th>
<th>Metric</th>
<th>Definition</th>
<th>Reporting Cadence</th>
<th>Results for Q2 2017 (not cumulative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DER Sales: Market Animation and Customer Choice &amp; Digital Engagement: Integrated Online Experience</td>
<td>Awareness</td>
<td>Customers aware of DER partners</td>
<td>Response to customer survey questions about awareness of DER offerings in Con Edison's territory</td>
<td>Annually</td>
<td>To be reported in Q3 2017.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total number of impressions</td>
<td>Total number of paper and digital communications sent to customers</td>
<td>Quarterly</td>
<td>858,216 total print and digital communications were sent to customers in Q2 2017. 341,776 of those communications were printed, and 516,440 were emailed.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Open rates (Email Home Energy Reports)</td>
<td>Percent of customers who open email Home Energy Reports (eHERs)</td>
<td>Quarterly</td>
<td>On average, customers opened eHERs at a rate of 46 percent.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Open rates (High Usage Alerts)</td>
<td>Percent of customers who open High Usage Alerts (HUAs)</td>
<td>Quarterly</td>
<td>On average, customers opened HUAs at a rate of 32 percent.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Click through rates (eHERs)</td>
<td>Percent of customers who click on the link/s included in eHERs</td>
<td>Quarterly</td>
<td>On average, customers clicked-through from eHERs at a rate of 0.96 percent.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Click through rates (HUAs)</td>
<td>Percent of customers who click on the link/s included in HUAs</td>
<td>Quarterly</td>
<td>On average, the click-through rate was 0.68 percent.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Unique web visits</td>
<td>Number of unique customers who visit the web portal</td>
<td>Quarterly</td>
<td>The Marketplace had 278,010 unique visits.</td>
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<td>Leads and Acquisitions</td>
<td></td>
<td>Qualified solar leads generated</td>
<td>Number of qualified leads from the targeted offerings</td>
<td>Quarterly</td>
<td>15 qualified solar lead.</td>
</tr>
<tr>
<td>Checkpoint</td>
<td>Category</td>
<td>Metric</td>
<td>Definition</td>
<td>Reporting Cadence</td>
<td>Results for Q2 2017 (not cumulative)</td>
</tr>
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<tr>
<td></td>
<td>Solar installations reported</td>
<td>Number of installations</td>
<td>Quarterly</td>
<td>0 solar installations.</td>
<td></td>
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<tr>
<td></td>
<td>Thermostats sold</td>
<td>Number of thermostats sold through the targeted offerings</td>
<td>Quarterly</td>
<td>759 thermostats sold.</td>
<td></td>
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<tr>
<td></td>
<td>Recipients and controls</td>
<td>Number of leads and acquisitions among recipient customers and control customers</td>
<td>Quarterly</td>
<td>To be reported in Q4 2017.</td>
<td></td>
</tr>
<tr>
<td>Channel and Messaging Effectiveness: Customer Motivation</td>
<td>Partners</td>
<td>DER partners retained</td>
<td>Percent of DER partners who choose to continue with the targeted offerings</td>
<td>Annually</td>
<td>To be reported in Q3 2017.</td>
</tr>
<tr>
<td></td>
<td>Customers</td>
<td>Positive customer experience</td>
<td>Percent of customers who respond positively to survey questions on their satisfaction with targeted offerings</td>
<td>Annually</td>
<td>To be reported in Q3 2017.</td>
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<tr>
<td>Revenue Realization</td>
<td>Total Revenue</td>
<td>Total revenue to Con Edison</td>
<td>Revenue gained through targeted offerings</td>
<td>Annually</td>
<td>To be reported in Q3 2017.</td>
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<tr>
<td>Demand Side Management: Customer Co-Benefits</td>
<td>Energy / Demand / Benefits</td>
<td>Energy efficiency savings</td>
<td>Energy savings generated by customers as a result of participating in the behavioral program</td>
<td>Monthly</td>
<td>7,935 MWh total in Q2: 1,951 MWh in April, 2,706 MWh in May, 3,278 MWh in June.</td>
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<tr>
<td></td>
<td>Demand savings (MW)</td>
<td>Demand savings generated by customers as a result of participating in the program</td>
<td>Monthly</td>
<td>10.05 total MW in Q2: 3.9 MW in April, 3.4 MW in May, and 2.7 MW in June.</td>
<td></td>
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<tr>
<td>Checkpoint</td>
<td>Category</td>
<td>Metric</td>
<td>Definition</td>
<td>Reporting Cadence</td>
<td>Results for Q2 2017 (not cumulative)</td>
</tr>
<tr>
<td>------------</td>
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<tr>
<td>Indirect energy savings (Marketplace Storefront sales)</td>
<td>Total kWh savings from product sales from the Marketplace Storefront</td>
<td>Quarterly</td>
<td>Electric savings: 4,683 MWh, Gas savings: 730,785 Therms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduction in greenhouse gas emissions</td>
<td>Greenhouse gas emissions reduction from product sales from Marketplace Storefront and the Behavioral Program</td>
<td>Quarterly</td>
<td>23,504,027 lbs total CO₂, 301.39 lbs total CH₄, 33.12 lbs total N₂O from both the Marketplace Storefront and Behavioral Program: Behavioral: 9,917,163 lbs CO₂; 195.99 lbs CH₄; 22.22 lbs N₂O. Marketplace Storefront: 13,586,864 lbs CO₂; 105.4 lbs CH₄; 10.9 lbs N₂O.</td>
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</tr>
</tbody>
</table>
# Appendix C: Description of Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>0. Product Management</th>
<th>1. Project Launch</th>
<th>2. Demonstration Implementation</th>
<th>3. Project Optimization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Milestone</strong> (Stage Gate to Next Phase)</td>
<td>Negotiations Complete</td>
<td>Successful Platform Build</td>
<td>Platform Utilization</td>
<td>Revenue Realization</td>
</tr>
<tr>
<td></td>
<td>• Partner contracts signed</td>
<td>• Attract vendors in key categories</td>
<td>• Click through rates</td>
<td>• Revenue per source</td>
</tr>
<tr>
<td></td>
<td>• DPS approval</td>
<td>• Successful data transfer</td>
<td>• Qualified leads</td>
<td>• Customer satisfaction</td>
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<td></td>
<td></td>
<td></td>
<td>• Contact center volume</td>
<td>• Vendor retention</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Vendor retention</td>
<td>• Customer satisfaction</td>
</tr>
<tr>
<td><strong>Key Elements</strong></td>
<td>Platform provider contracted</td>
<td>Develop platform</td>
<td>Evaluate response of specific audiences to</td>
<td>Learn how to leverage more granular customer data</td>
</tr>
<tr>
<td></td>
<td>DER providers signed-on</td>
<td>End-to-end testing</td>
<td>DER combinations</td>
<td>Optimize profit by refining categories and pricing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contact center training</td>
<td>Channels</td>
<td>Optimize for energy efficiency gains</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Program go-live</td>
<td>Messages</td>
<td></td>
</tr>
<tr>
<td><strong>DER Categories</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>• Rooftop solar</td>
<td>• Further expansion of DER products and providers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Home energy efficiency audits</td>
<td>• Expand to ESCOs</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>• Smart thermostats</td>
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</tbody>
</table>