Paul A. Colbert
Associate General Counsel
Regulatory Affairs

April 29, 2016

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 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 its request for confidential treatment and REV Demonstration Project Implementation Plan Status Update in the above-referenced cases.

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,

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cc: Marco Padula (DPS)

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Central Hudson Gas & Electric

CenHub

Residential Energy Exchange

Demonstration Project Implementation Plan Q1 Status Update

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

April 30, 2016

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Executive Summary

The following Project Implementation Plan Status Update for Central Hudson's Energy Exchange, Reforming the Energy Vision (REV) Demonstration Project (now known as "CenHub") defines the Q1 progress, next steps, roles, responsibilities, governance, work plan, budget and reporting going forward.

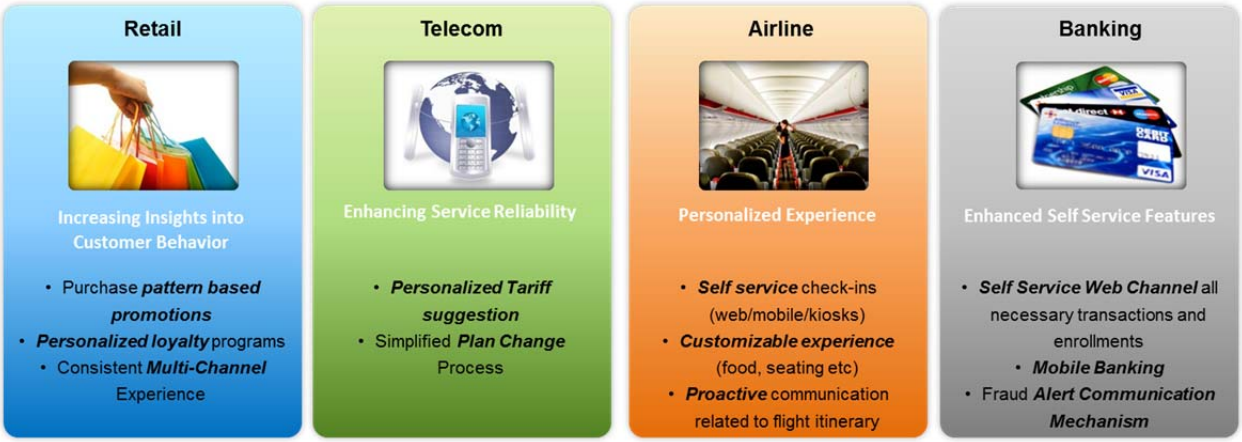
Central Hudson filed an introduction to the CenHub project on July 1, 2015 to the Department of Public Service (DPS) Staff in compliance with Ordering Clause 4 of the Commission's Order Adopting Regulatory Policy Framework and Implementation Plan, Case 14-M-0101, issued and effective February 26, 2015. This Status Report is being filed in response to Case 14-E-0318, Joint Proposal Order Approving Rate Plan dated June 17, 2015 and the Reforming the Energy Vision Demonstration Project Assessment Report dated November 10, 2015.

It is Central Hudson's belief that limited consumer engagement related to household energy use is driven by the lack 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 also aware of the growing expectations of customers based on their interactions with other industries and businesses. Looking across industries there are trends that can be leveraged to design a solution that aligns with today's customer expectations.

Figure 1: Customer Experience Industry Trends



The experience that Central Hudson has created for its customers through CenHub to date includes:

A) Self Service
   a. Access to a customer portal with personalized electric energy usage dashboards
   b. The ability to purchase products and services through an online marketplace and automatically apply rebates at checkout
B) Customizable experience
   a. Personalized messaging, energy saving tips and recommended actions

C) Pattern based promotions
   a. Cross-promotion of programs that meet the specific needs or account attributes of the individual customer
D) Personalized loyalty programs
   a. customers are rewarded for interacting with CenHub through points, badges, leaderboards, gift cards and rebates

For customers that want to engage further in the management of their energy portfolio, the Company is offering a value added monthly subscription so customers can receive more granular data and analytics as part of Phase 3 of the project. As part of the Phase 3 design Central Hudson will be investigating opportunities to bundle with alternative Time of Use (TOU) pricing or other offerings to incent additional customer savings and engagement.

To facilitate CenHub, Central Hudson has embarked on a multi-phase roll out strategy: (1) CenHub My Account, CenHub Insights and CenHub Store Launch, (2) Migration to Web Experience Management and Enhanced Web Analytics (3) Advanced Data Services Launch, (4) Optimization and Enhancement of Offerings.

CenHub ultimately strives to deliver the following benefits:

- Creation of a home energy advisory platform providing insight into energy usage for all residential customers
- 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

Section 1: Demonstration Design Progress

A) Phases

To date Central Hudson has launched CenHub to its residential and commercial online communities. While the focus has been on residential customers Central Hudson has enabled access to the CenHub Store to its commercial customers and customers outside of Central Hudson's territory in an attempt to increase sales and revenue. However these customers would not be eligible for instant rebates.

The CenHub Demonstration Project execution is broken down into 3 phases. Phase 1 went live on April 3, 2016 as a soft launch. We held an internal launch event at the Central Hudson main headquarters introducing the website feature enhancements to over 300 employees and successfully registered 124 employees on MyAccount. We launched our public facing marketing campaign on April 20, 2016 via a press release, social media advertising of rebate deals on the CenHub Store, and a banner add on www.centralhudson.com.

In parallel we began a targeted email marketing campaign through Simple Energy to 10,000 of our Energy Efficiency behavioral treatment group customers on April 21, 2016 about CenHub Insights and to a subset of 10,000 of the residential population about the CenHub Store on April 22, 2016. So far we have seen promising results with open rates over 27% and click through rates over 9%.

Table 1: Project Phases

Phase	1. Portal & Marketplace Launch	2. Web/Mobile/Social Strategy Enhancements	3. Advanced Data Services Launch	4. Optimization and Enhancement of Offerings
Milestone (Criteria Met to Move to Next Phase)	*Successful Integration and Delivery of Portal & Marketplace:* • Successful data transfer • Successful rebate application	Successful Migration to Web Experience Management: • Successful content and data transfer	*Successful Integration and Enrollment*: • Successful enrollment process • Successful data transfer • Enrollments in TOU rate	*Revenue Realization*: • Acquisition of new products • Acquisition of new services • Annual sales and revenues • Customer Satisfaction
Key Elements	• Integration into existing 'My Account' portal • End-to-end testing	• Modernize Login, New User Registration, Forgot Password and CenHub My	• Integrate enrollment into Marketplace • Program	• Integrate TDR and DLM portal and enrollment process • Evaluate new 3rd

	• Admin and Support staff training • Program marketing campaign • Go-Live	Account landing page • Enable segmentation capability for targeted marketing and cross promotion of programs based on customer attributes (i.e. service location, fuel type, meter type)	marketing campaign • Secure meter approval and procure inventory • Establish meter change process	party and ESCO relationship leads for products and services • Investigate scalability into C&I offerings • Build new offerings into enhancement release schedule (define requirements, build, test, go-live)
Product & Service Categories	• Thermostats • Smart plugs • LED lightbulbs • Green Button Download	• Improvements to account security through modernized password and username practices	• Interval data • Bundled TOU rate	• Commercial Lighting Store • TDR products including installation and registration services

1. Phase 1 Feature Enhancements

Although not originally planned for the first functionality release, Central Hudson also successfully integrated cross promotion of our Non Wires Alternative program into the CenHub experience by offering customers the opportunity to enroll in the CenHub Peak Perks program. Peak Perks is our Target Demand Response program offering with Comverge. Through the CenHub Store customers can select the CenHub thermostat, access an instant rebate and proceed further by clicking on a link to see if they are eligible for additional rebates through Peak Perks. If they are eligible and interested they can enroll online or use the contact information provided on the site to talk to someone about the program. Central Hudson negotiated a new revenue opportunity between Comverge and Simple Energy that pays a customer referral fee to Simple Energy associated with leads coming from the CenHub Store. This introduces a new platform service revenue as Central Hudson shares 50% of the net profit.

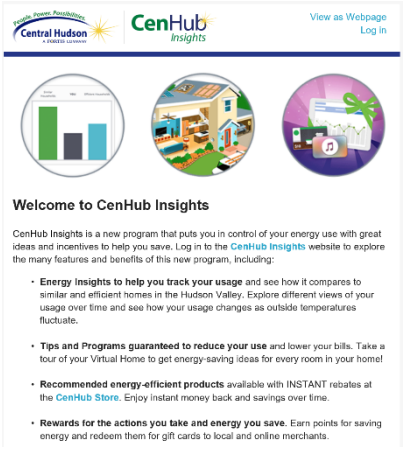
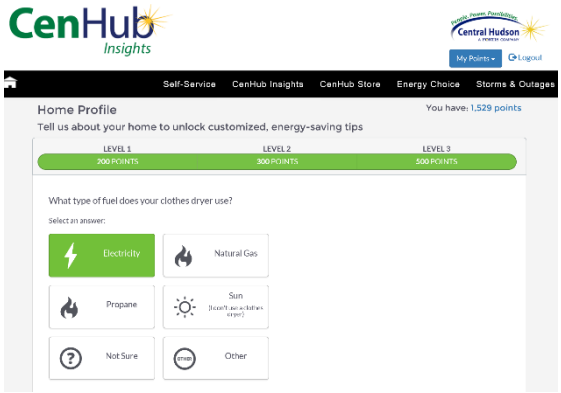
2. Phase 2 Progress

Parallel to Phase 1 and in preparation for the Phase 3 Advanced Data Analytics functionality, Central Hudson began planning and design activities for migrating the existing website to a web content management system provided by OpenText. The team has defined the requirement associated with Phase 2 and has started development of the prototype for the new account management and access screens. In addition, there will be new and modified business process flows. We are still on target to meet the originally committed to in service date of July 31, 2016.

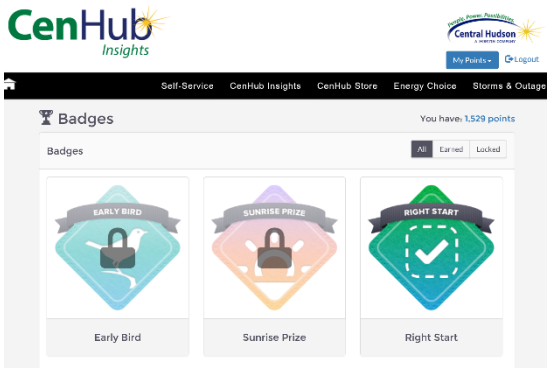
B) Hypotheses

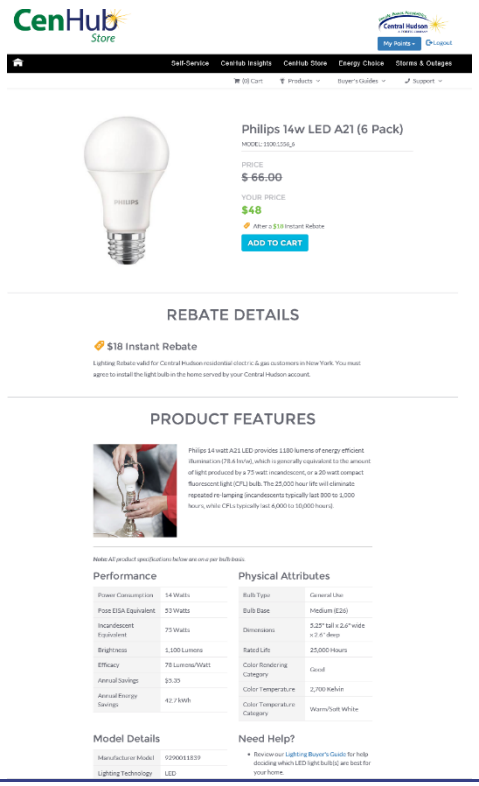
In order to measure the success of CenHub, Central Hudson has defined five (5) hypotheses to test throughout the life of the project. These hypotheses are targeted at understanding Central Hudson's residential customers. They span the elements of customer engagement, customer behavior, and customer preference. Understanding the customer ensures alignment of business offerings and introduction of business models that benefit the customer through increased choice and control. As of Q1 CenHub was not yet launched therefore these hypothesis statements did not have results tied to them. However in Section 4: Checkpoints values are captured as of April 22, 2016 where appropriate.

Table 2: Test Statements

Test Statement	Hypothesis	
Customers may be more engaged in their energy usage and energy management if they have: a. greater awareness of available products and services that are relevant to them b. the opportunity to interact with applicable tools through a fun, educational and engaging online experience.	• If Central Hudson utilizes a Multi -Channel marketing campaign, specifically inclusive of email and social media to market CenHub to residential customers… o then Central Hudson will increase the number of Digitally Engaged Residential Customers[1] 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… o then 5% of the Digitally Engaged Residential Customers will	• Sample Marketing campaign:  • Home profile: 

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

	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… • then on average Digitally Engaged Residential Customers will become more energy efficient than their digitally unengaged counterparts	• Gamification:  • Usage comparisons

Customers may become engaged in the purchase of energy products and services they value through: 1. an information driven, guided e-commerce experience. 2. A social online experience that inspires competition and community action 3. The availability of instant rebates and rewards programs	• If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to products and services available on CenHub … o then we expect to achieve 8,000 product purchases within the first 12 months of the April 1, 2016 Phase 1 Go Live Date.	
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.	• If Central Hudson provides CenHub users with energy usage information and actionable savings tips linked to products and services available on CenHub …<br• 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.	o
Customers may be willing to pay for advanced data services.	• If we offer an advanced data services package featuring an intuitive and engaging user experience and utilize multi-channel and targeted marketing… o 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.	

Advanced data services may influence customers' behavior.	• If Central Hudson directly markets to Advanced Data Services subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response… o then customers with Advanced Data Services subscriptions will make 10% more product purchases per customer than the 'Digitally Engaged Residential 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.) o 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.

C) Population

Central Hudson sees its customer base falling into various categories of digital engagement. There are those who are highly active with digital outlets, such as on-line shopping, social media or 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 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.

Table 3: Test Population

Test Population Description	Selection Method	Population Size (as Reported on December 10, 2915)	Current Population Size (as of April 22, 2016)
Residential PV Customers • to be analyzed within Channel and Segment Tests	Identification / Selection Method: • Net Meter installation record	3,741	4,883
Digitally Engaged Residential Customers • to be analyzed within Test Statement #1 • to be analyzed within Test Statement #5	Identification / Selection Method: • Current My Account users • Opt-in to enrollment in CenHub following project go live	136,000, all existing My Account users will be automatically enrolled in CenHub	103,309[2]

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

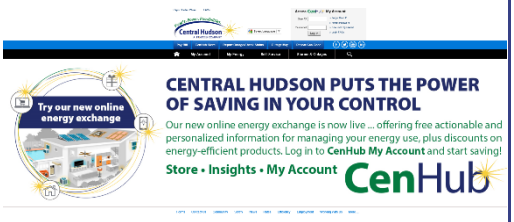
• to be analyzed within Channel and Segment Tests			
Digitally Unengaged Residential Customer • to be analyzed within Test Statement #1 • to be analyzed within Channel and Segment Tests	Identification / Selection Method: 1. Paper bill recipient 2. non-My Account user	107,000	158,325
Existing customer transferring service(s) / 'Moves' • to be analyzed within Channel and Segment Tests	Identification / Selection Method: • Existing customer – transferring service	65,400	51,934[3]
New Residential Customer requesting service • to be analyzed within Channel and Segment Tests	Identification / Selection Method: • Non-My Account / CenHub user • New Service request online or via call	As Required	As Required
Home Energy Report Recipient • to be analyzed within Channel and Segment Tests	Treatment Group listing	103,000	103,000
Advanced Data Services Subscriber • to be analyzed within Test Statement #5 • to be analyzed within Channel and Segment Tests	Subscription listing	Population to be established after Phase 2 go-live on 9/30/16	Population to be established after Phase 2 go-live on 9/30/16

D) Scenarios

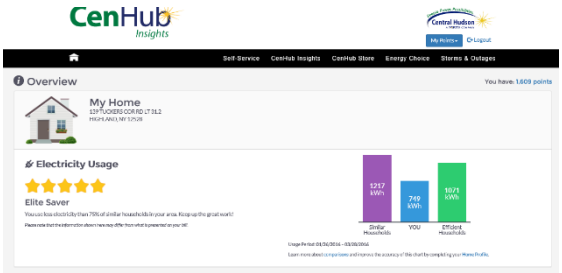
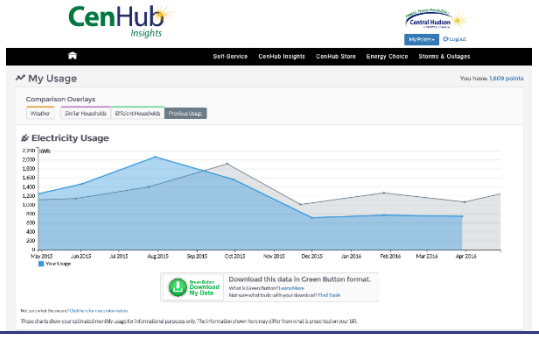
CenHub is composed of a set of features and functionalities. The features and functionalities align directly with the hypothesis to be tested. This alignment ensures clarity and prioritization of scope and program design. Table 4 describes the solutions that will deliver on each hypothesis.

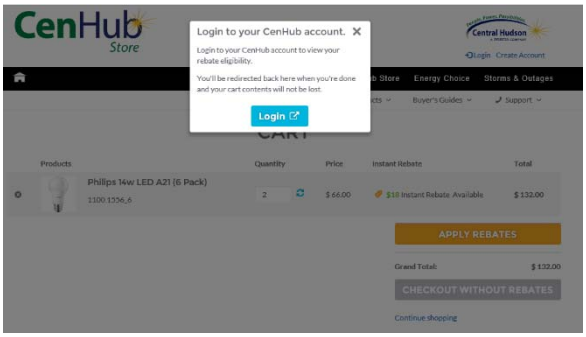
[3] Based on a rolling 12 month average

Table 4: Test Scenarios

Scenario	Description	Current Functionality
If Central Hudson utilizes a Multi - Channel marketing campaign, specifically inclusive of email and social media, to market CenHub to residential customers… a. then Central Hudson will increase the number of Digitally Engaged Residential Customers[4] to 60% of Central Hudson's residential customer base within 12 months of the April 1, 2016 Go Live Date.	As of Q1 Central Hudson was still finalizing the marketing plan and materials and coordinating a schedule with Simple Energy for their email marketing campaigns for CenHub Insights and CenHub Store. Simple Energy created a marketing calendar through Q4 of 2016 and Central Hudson and Simple Energy will meet monthly to review and adjust the calendar as necessary. Included with the calendar are sample materials and approval deadlines. The Central Hudson project management team also meets regularly with the internal Corporate Communications and Marketing teams to coordinate messaging based on other initiatives that are underway across the company to leverage opportunities to cross promote or ensure we are not hitting inboxes multiple times on the same day. Central Hudson launched its outbound marketing campaign introducing CenHub on April 20th. Simple Energy sent out email marketing to a sample set of 10,000 customers on April 21st regarding CenHub Insights and the 23rd regarding CenHub Store. Email marketing for the	Facebook messaging: Website adds:  YouTube video:

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

	rest of the customer population will go out from April 28th through May 7th.	
If Central Hudson utilizes gamification, reminders and relevant savings opportunities to encourage and prompt customers to complete the digital home energy profile… 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).	The customer home profile is the best opportunity for capturing information about the customer's home and energy usage habits beyond their meter read and basic account information. Filling in the information increases the ability to offer more relevant energy saving tips and enhances knowledge of the customer pertaining to similar households for usage comparisons. Because of the importance, customers are rewarded with the highest single points value for completing their home profile.	As of April 22nd 238 customers completed their Home Profile.
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… • then on average Digitally Engaged Residential Customers will become more energy efficient than their	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. The "Overview" screen also provides a graph of your usage for the most recent usage period compared to similar households and efficient households. To take it one step further the "My Usage" screen allows you to overlay your current usage trend with your previous year's history, the usage pattern of like or efficient households and event the weather. Customers are also rewarded with points with each meter read if they reduce their usage.	Overview:  My usage: 

digitally unengaged counterparts		
If Central Hudson provides CenHub users with energy usage information and targeted actionable savings tips linked to products and services available on the CenHub… b. then we expect to achieve 8,000 product purchases within the first 12 months of operation of the CenHub (4/1/16 - 4/1/17)	The CenHub Store is available for anyone interested in purchasing energy efficient products. We currently sell thermostats, smart power strips, LED lightbulbs and low flow shower heads. Only Central Hudson CenHub My Account holders will be able to access the instant rebates at checkout. Currently there are no points awarded for purchase on the Store but Store gift cards will become a points redemption option in Q2 2016.	CenHub Store went live on April 3, 2016. As of April 22nd, prior to the email marketing campaign, Central Hudson had achieved 79 product sales. 
If Central Hudson provides CenHub users with energy usage information and actionable savings tips linked to products and services available on the CenHub… • then CenHub will generate approximately $40,000 of Platform Service Revenues (PSRs) for Central Hudson within the first 12 months of operation (4/1/16 - 4/1/17)	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. Fully embedding the Simple Energy sites into the CenHub My Account experience also makes shopping simple and seamless for the customer.	Net profit sharing will be calculated on a quarterly basis starting with Q2.
If we offer an advanced data services package	Through implementation of the smart meter system (including meter installation,	Not yet implemented.

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 in the first year (9/30/16 – 9/30/17)	communication network and hosted MDM with data integration into the partner customer portal), hourly interval data will be available on a day behind basis for those residential customers interested in managing their energy usage on a more detailed level.	
If Central Hudson directly markets to Advanced Data Services subscribers and provides insights and tips regarding management of their energy usage and cross-promotes programs such as Targeted Demand Response… • then customers with Advanced Data Service 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	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 firsthand the results of their actions. 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.	Not yet implemented.

rolling 12 month avg. after establishing the initial 12 months of program		

E) Checkpoints

Table 5: Targets and Results

Target Date	Milestone	Target	2016 Q1 Actual (Cumulative through Q1 2016)	2016 Q2 Actual (As of 4/22/16)
4/1/2016	***Primary Checkpoint*** *CenHub Phase 1 - Go Live Date* *Quarterly Projections included within reports*	*4/1/2016*	4/3/2016	4/3/2016
7/31/2016	***Primary Checkpoint*** *Implementation of Web Content Management and Migration to Responsive Design*	*All centralhudson.com and cenhud.com pages migrated*	N/A	N/A
9/1/2016	***Primary Checkpoint*** *Cumulative Capital Expenditures* *Annual Maintenance Expense*[5] *Quarterly Projections included within reports*	*$1,200,000* *$1,100,000*	Capital: $352,916 Expense: $667,243	Capital: $556,776 Expense: $695,858
4/1/2017	***Primary Checkpoint*** *Enrolled CenHub Customers as % of total Residential Customer Base* *Quarterly Projections included within reports*	*60%*	N/A	39.5%
4/1/2017	***Primary Checkpoint*** *Product Purchases* *Quarterly Projections included within reports*	*8,000*	N/A	79
9/15/2016	***Primary Checkpoint*** *CenHub Phase 2 - Go Live Date* *Quarterly Projections included within reports*	*9/15/2016*	N/A	N/A
4/1/2017	***Secondary Target & Quarterly Reporting*** *% of Enrolled CenHub Customers that Competed Digital Home Energy Profile*	*5%*	N/A	0.23%
	Secondary Target & Quarterly			

[5] Excludes depreciation expense.

4/1/2017	***Reporting*** *CenHub Platform Service Revenues*	*$40,000*	N/A	N/A[6]
9/15/2017	***Secondary Target & Quarterly Reporting*** *Advanced Data Services Cumulative Deferral*	*$125,000*	$2,993	$3,135
9/15/2017	***Secondary Target & Quarterly Reporting*** *Advanced Data Services Subscriptions*	*1,000*	N/A	N/A
9/15/2017	***Secondary Target & Quarterly Reporting*** *Advanced Data Services Subscriptions PSR*	*$24,000*	N/A	N/A

[6] Platform Service Revenues will be calculated quarterly beginning with Q2 2016

Section 2: Project Structure & Governance

Central Hudson has created a new division, Energy Transformation and Solutions (ETS), which includes a team solely dedicated to CenHub as well as teams dedicated to Energy Efficiency and Demand Response in order to more closely collaborate and deliver energy saving tools and programs to customers.

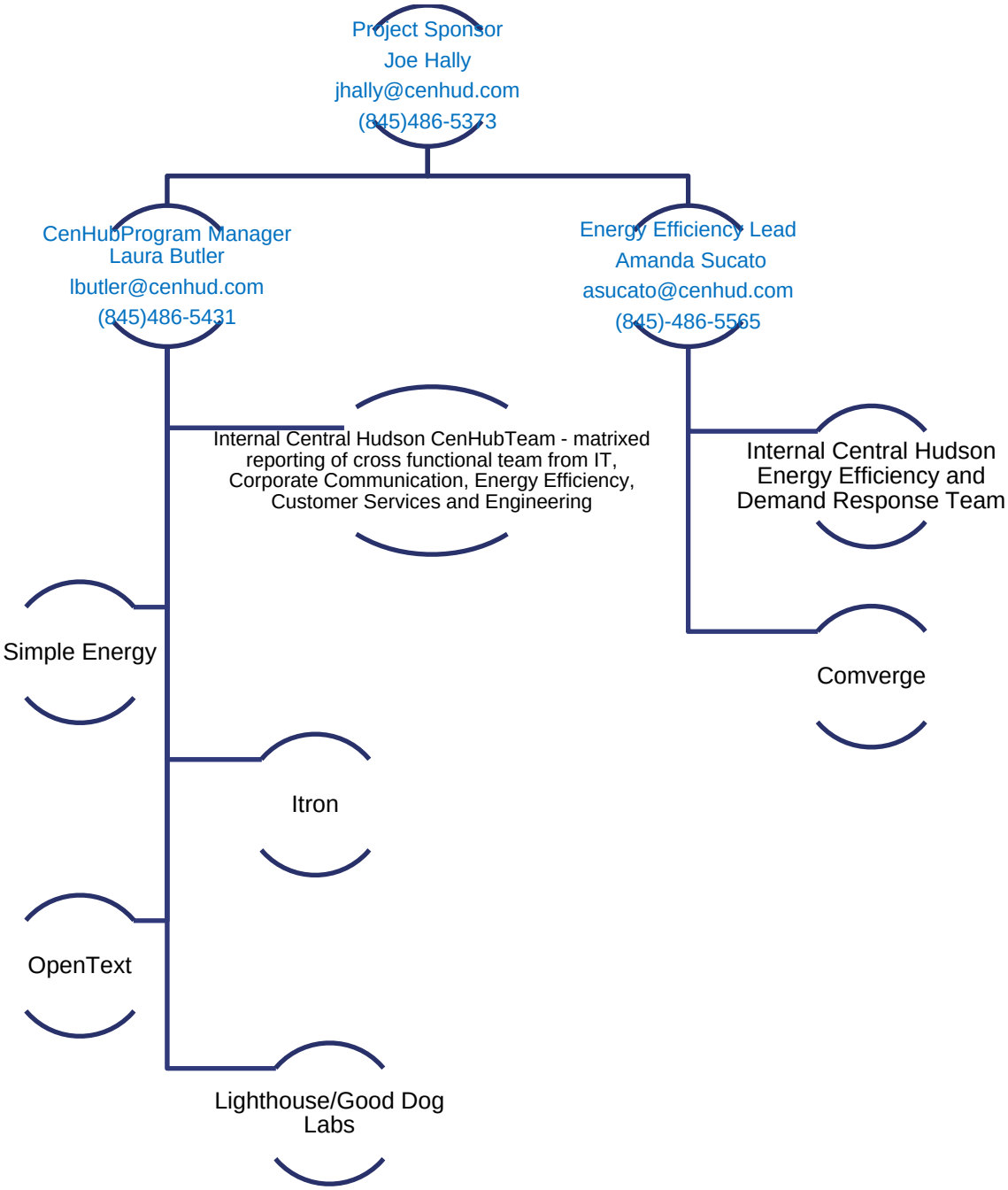
A) Project Team

To deliver Phase 1 of CenHub Central Hudson created a matrixed internal team composed of internal members from ETS, 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.

The project has been staffed as follows; points of contact are denoted in blue text:

Figure 2: 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 created detailed test plans and performed multiple rounds of functional and user acceptance testing. Bugs were tracked, prioritized and remedied on an agreed upon schedule with project team members and vendors before launching Phase 1 on April 3, 2016. The go live activities also included a round of validation testing before officially calling the launch complete. The project team will utilize a similar approach for Phases 2-4.
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. Functionality was created to read, synchronize and update customer data related to access to the website to enable single sign on and single log out across websites.
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 ETS team has been brought together in a collaborative work space that has facilitated frequent and effective information sharing, brainstorming, and decision making. All aspects of CenHub are designed with Energy Efficiency targets and available programs in mind.

Advanced Data Analytics - Smart Meter Installation	Central Hudson will schedule and perform meter changes for subscribing customers

Partner	Description
Integration with Internal Systems	Simple Energy has provided requirements, information delivery standards, and assistance to support Central Hudson's development of interfaces to the Central Hudson websites as required and agreed upon in the design phase. 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. These resources will continue to work together with the Central Hudson team for Phase 2 delivery.
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	Cognizant provided Project Management support for Phase 1 delivery but has since rolled off the project. Central Hudson is evaluating whether to replace this role with an internal or external resource. OpenText is providing Project Management for their resources on a part time basis to ensure timely delivery and documentation of their tasks.

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 8.

Table 7: Governance Approach

Format	Frequency	Participants
Standups – short in person discussion to identify any blockers or clarify tasks	Daily	All project team members
Sprint planning – in person review of all requirements and assignment of tasks to team members	Bi-Weekly	All project team members
Status report – combination of written documentation and in-person/conference call discussion	Weekly and Bi-Weekly	Project and program managers with project sponsor and key stakeholders as needed
Product and sales reviews – combination of written	Monthly	Project team, Simple Energy and Energy Efficiency SMEs

documentation and in-person/conference call discussion		
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	Bi-Weekly at the end of each sprint	Created by the ETS team and distributed to all relevant stakeholders across Central Hudson and partner vendors

Section 3: Work Plan & Budget

A) Project Plan

During the next Quarter Central Hudson will focus on tasks associated with design and build and testing as part of the Web Experience Management work stream. In addition the team will analyze the results gathered via our web analytics engine such as product sales, click through rates and bounce rates.

Figure 3: 2016 Roadmap

Q1 2016	Q2 2016	Q3 2016	Q4 2016
Launched with: • CenHub Insights • CenHub Store • Cross Promotion of CenHub Peak Perks • Green Button Download	Analysis & Planning • Investigate new product offerings • Analyze results of marketing campaigns • Finalize plan for content personalization and SSO extension	Migration to Web Content Management 	Subscription based Service Offerings

In preparation for Q3 and Q4 Central Hudson will secure contracts with vendors and coordinate with Simple Energy as needed in order to build the subscription based offering and enhancements to the store product offerings.

a. Schedule

Phase 2 is in progress and will continue through go live at the end of July 2016. The detailed project schedule is included as Report Attachment 1. Phase 2 involves resources from ETS, Corporate Communications, IT, OpenText, Lighthouse and Good Dog Labs.

b. Feature Enhancements

I. Cyber Security

- As part of Phase 1 to enable Single Sign On functionality Central Hudson has invested in a solution from Forgerock. Further extending and integrating this solution in Phase 2 will enhance the security of customer's online accounts by enforcing new password policies, introducing new encryption processes and removing sensitive data from mainframe screens and enabling more online self service capability for account management.

II. Segmentation

- One of the benefits of the OpenText tools is the ability to target the display of content. Images, articles, teasers, etc. can be mapped to display if the customer logging in meets certain criteria. For example upon logging into the site, customers serviced by a qualifying distribution circuit within the Targeted Demand Response program will see marketing teaser about that program. If those customers were already enrolled they may receive a different but relevant marketing message of another program – ebills for instance. As Part of Phase 1 the team identified the need to customize what customers were seeing in their navigation headers on the website since only residential customers would have access to CenHub Insights but commercial customers also can be CenHub MyAccount holders. We accomplished a solution through custom coding. For Phase 2 we will be utilizing the OpenText tools to enable different versions of navigation headers and to cross promote various programs based on a customer's account information. This will offer a better experience for the customer and will make it easier for the Central Hudson team to manage updates to the site going forward.

B) Financials

Redacted

Report Attachment 1: Web Experience Management 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: Advanced Data Analytics Incremental O&M Work Order Transaction Details

Report Attachment 6: CenHub Carrying Charge Work Order Transaction Details

Report Attachment 7: Advanced Data Analytics Carrying Charge Work Order Transaction Details

Report Attachment 8: CenHub Insights Statistics

Report Attachment 9: Traffic and Engagement

Report Attachment 10: CenHub Ecommerce

Web Experience Management Work Plan Schedule

ID		Task Mode	Task Name	Work	Actual Work	Remaining Work	Start	Finish	Predecesso
1			**CenTral Hudson - WEM/Portal Implementation Project**	**2,400 hrs**	**1,089.5 hrs**	**1,310.5 hrs**	**Mon 01/04/16**	**Thu 08/04/16**	
2			Dependent Items - Non OT Tasks	0 hrs	0 hrs	0 hrs	Mon 01/04/16	Mon 01/04/16	
12			**Analysis & Design Stage**	**260 hrs**	**260 hrs**	**0 hrs**	**Mon 01/04/16**	**Thu 03/31/16**	
30			Development/Build Stage	880 hrs	509.5 hrs	370.5 hrs	Mon 01/18/16	Fri 05/20/16	
31			**Environments Build**	**160 hrs**	**76 hrs**	**84 hrs**	**Mon 01/18/16**	**Fri 05/20/16**	
32			DEV Environment	80 hrs	76 hrs	4 hrs	Mon 01/18/16	Fri 01/29/16	
33			Production Environment	80 hrs	0 hrs	80 hrs	Mon 05/09/16	Fri 05/20/16	
34			**WEM & Display Side Implementation**	**720 hrs**	**433.5 hrs**	**286.5 hrs**	**Mon 02/01/16**	**Tue 05/10/16**	
35			**Completed Non-SSO Tasks**	**54 hrs**	**54 hrs**	**0 hrs**	**Mon 02/01/16**	**Wed 02/10/16**	
39			**Remaining Non-Sso Tasks**	**306 hrs**	**267.5 hrs**	**38.5 hrs**	**Mon 02/01/16**	**Mon 04/04/16**	**35**
69			**SSO Related Tasks**	**200 hrs**	**86 hrs**	**114 hrs**	**Thu 03/31/16**	**Wed 05/04/16**	
72			**CR Items**	**160 hrs**	**26 hrs**	**134 hrs**	**Tue 04/12/16**	**Tue 05/10/16**	
73			Additional Analysis & Design for User login/Registration & My Account	24 hrs	18 hrs	6 hrs	Tue 04/12/16	Tue 04/12/16	
74			New My Account Pages Implementation	48 hrs	0 hrs	48 hrs	Mon 04/25/16	Mon 05/02/16	
75			Additional User Registration Fields & Flow	48 hrs	8 hrs	40 hrs	Tue 05/03/16	Tue 05/10/16	74
76			DEV Upgrade to R16	40 hrs	0 hrs	40 hrs	Mon 05/02/16	Fri 05/06/16	
77			**Demo -1**	**0 hrs**	**0 hrs**	**0 hrs**	**Mon 02/22/16**	**Mon 02/22/16**	
78			**Demo -2**	**0 hrs**	**0 hrs**	**0 hrs**	**Mon 03/14/16**	**Mon 03/14/16**	
79			**Demo -3**	**0 hrs**	**0 hrs**	**0 hrs**	**Thu 03/31/16**	**Thu 03/31/16**	
80			**Dev Completion**	**0 hrs**	**0 hrs**	**0 hrs**	**Tue 05/10/16**	**Tue 05/10/16**	**34**
81			**Content Migration Stage**	**240 hrs**	**160 hrs**	**80 hrs**	**Mon 02/01/16**	**Fri 06/24/16**	
82			**Completed Content Migration Task**	**24 hrs**	**24 hrs**	**0 hrs**	**Mon 02/01/16**	**Wed 02/03/16**	

Project: CentralHudson-WEMPort
Date: Thu 04/28/16

Task	External Milestone	Manual Summary Rollup	
Split	Inactive Task	Manual Summary	
Milestone	Inactive Milestone	Start-only	
Summary	Inactive Summary	Finish-only	
Project Summary	Manual Task	Deadline	
External Tasks	Duration-only	Progress	

ID		Task Mode	Task Name	Work	Actual Work	Remaining Work	Start	Finish	Predecesso
85	✓		**Create Scripts for Migration**	**112 hrs**	**112 hrs**	**0 hrs**	**Tue 03/08/16**	**Fri 03/25/16**	
90	✓		Test scripts in DEV with sample data	16 hrs	16 hrs	0 hrs	Mon 03/28/16	Tue 03/29/16	85
91	✓		Run migration with sample data (10%)	8 hrs	8 hrs	0 hrs	Wed 03/30/16	Wed 03/30/16	90
92			Provide support during production page creation	80 hrs	0 hrs	80 hrs	Mon 05/30/16	Fri 06/24/16	
93			**Deployment Stage**	**640 hrs**	**0 hrs**	**640 hrs**	**Mon 05/23/16**	**Thu 08/04/16**	**30**
94			Move code & assets from DEV to Pre-Prod	40 hrs	0 hrs	40 hrs	Mon 05/23/16	Fri 05/27/16	
95			System Integration Testing	80 hrs	0 hrs	80 hrs	Mon 05/30/16	Thu 06/09/16	94
96			Support UAT	280 hrs	0 hrs	280 hrs	Thu 06/09/16	Wed 07/20/16	95
97			**UAT Signoff**	**0 hrs**	**0 hrs**	**0 hrs**	**Wed 07/20/16**	**Wed 07/20/16**	**96**
98			knowledge Transfer	40 hrs	0 hrs	40 hrs	Wed 07/20/16	Wed 07/27/16	96
99			Support Performance Testing & Tuning	120 hrs	0 hrs	120 hrs	Thu 06/30/16	Thu 07/21/16	95FS+15 days
100			**Go/No Go call**	**0 hrs**	**0 hrs**	**0 hrs**	**Thu 07/21/16**	**Thu 07/21/16**	**99**
101			Prdouction Rollout & Go-live Support	80 hrs	0 hrs	80 hrs	Thu 07/21/16	Thu 08/04/16	99
102			**The Site is live**	**0 hrs**	**0 hrs**	**0 hrs**	**Fri 07/29/16**	**Fri 07/29/16**	**100FS+6 da**
103			**Project Management & Oversight**	**380 hrs**	**160 hrs**	**220 hrs**	**Mon 01/04/16**	**Fri 07/08/16**	

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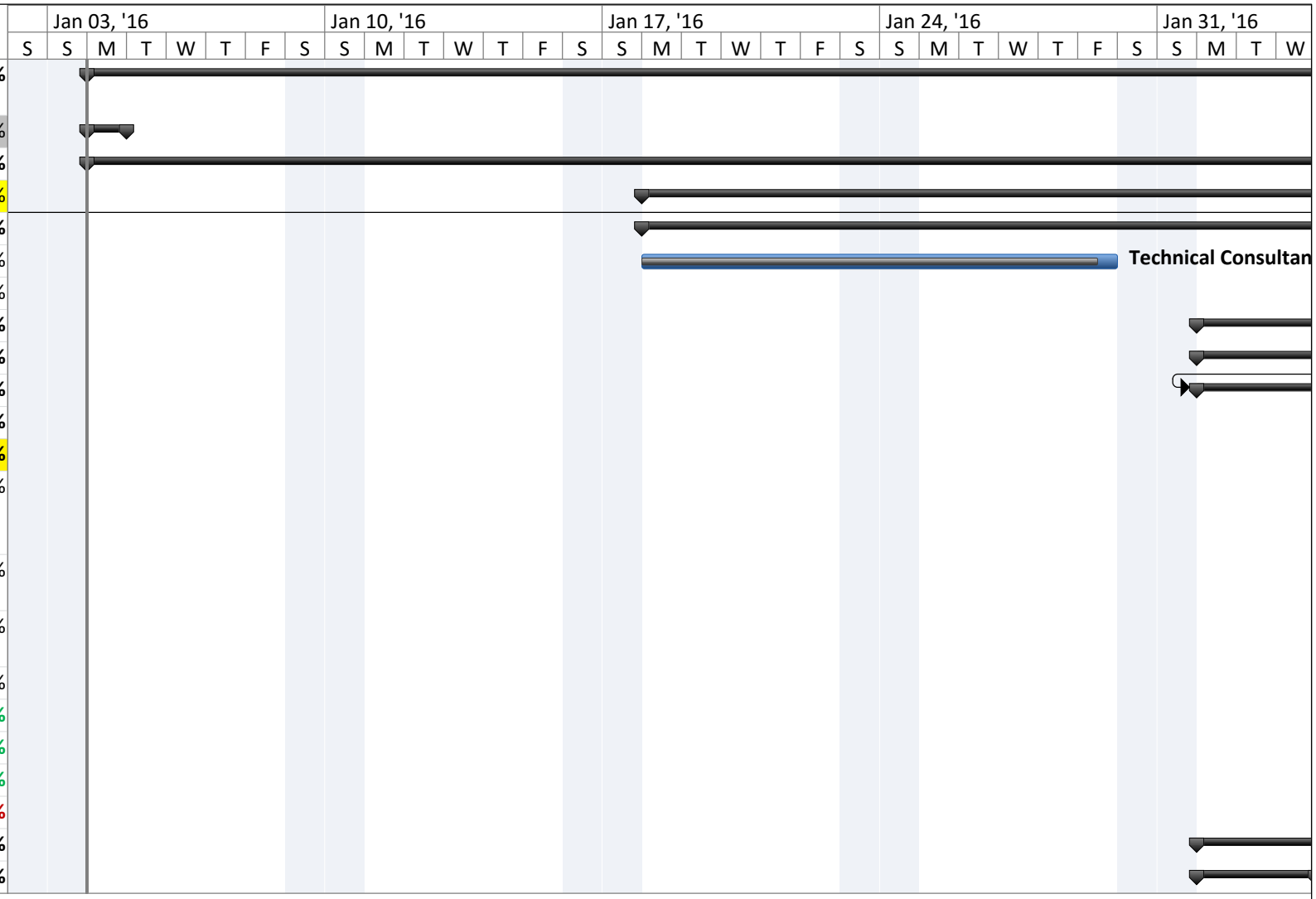
Resource Names	% Work Complete
	45%
	0%
	100%
	58%
	48%
Technical Consu	95%
OT System Archi	0%
	60%
	100%
	87%
	43%
	16%
OT Application Architect - Qutub[500%]	75%
Technical Consultant -	0%
Technical Consultant -	17%
OT Application A	0%
	0%
	0%
	0%
	0%
	67%
	100%



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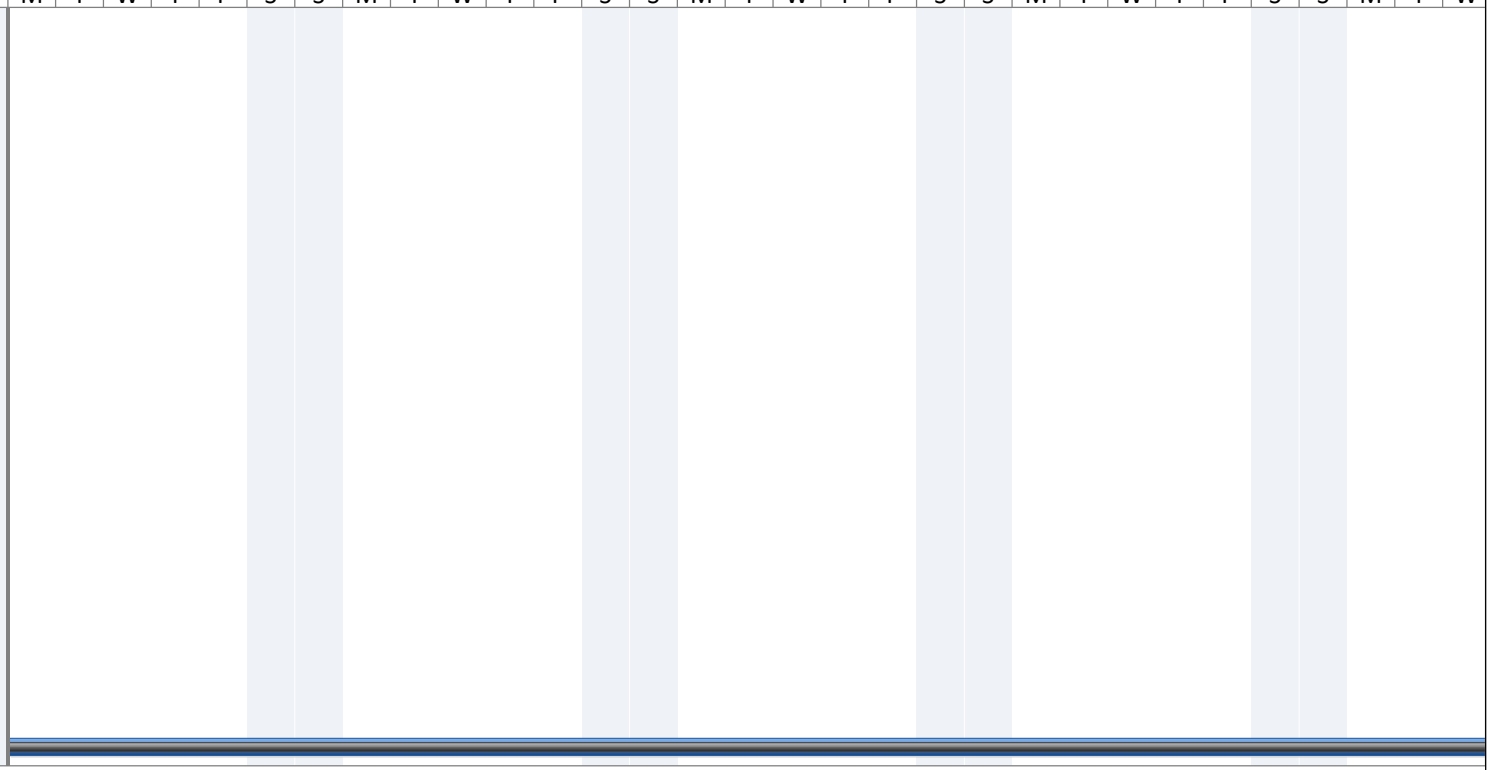
Resource Names	% Work Complete
	100%
Technical Consultant -	100%
Technical Consultant -	100%
Technical Consultant -	0%
	0%
OT Application Architect -	0%
OT Application A	0%
OT Application A	0%
	0%
OT Application A	0%
OT Application Architect -	0%
	0%
OT Application Architect -	0%
	0%
OT PM - Banasr	**42%**



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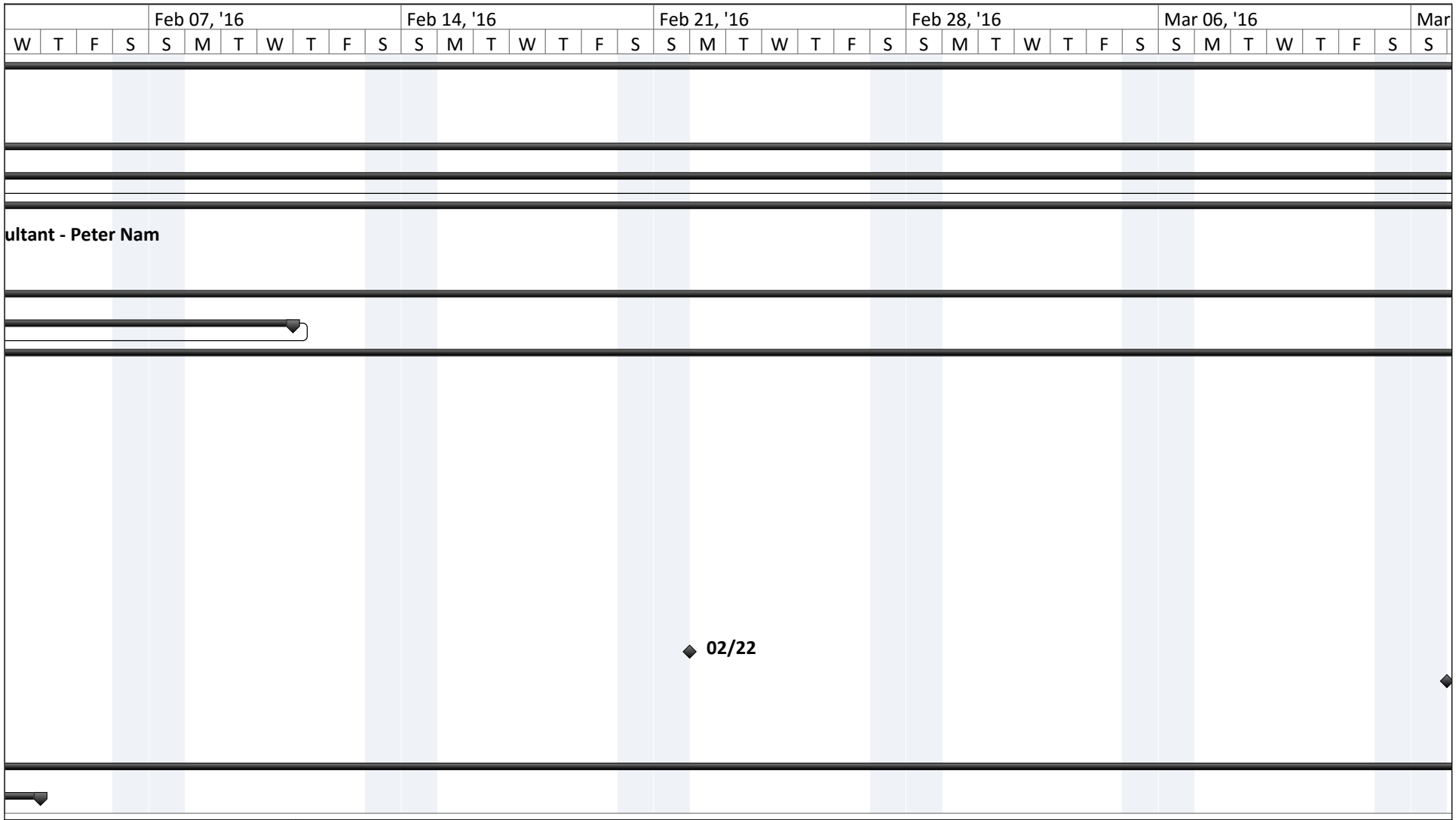

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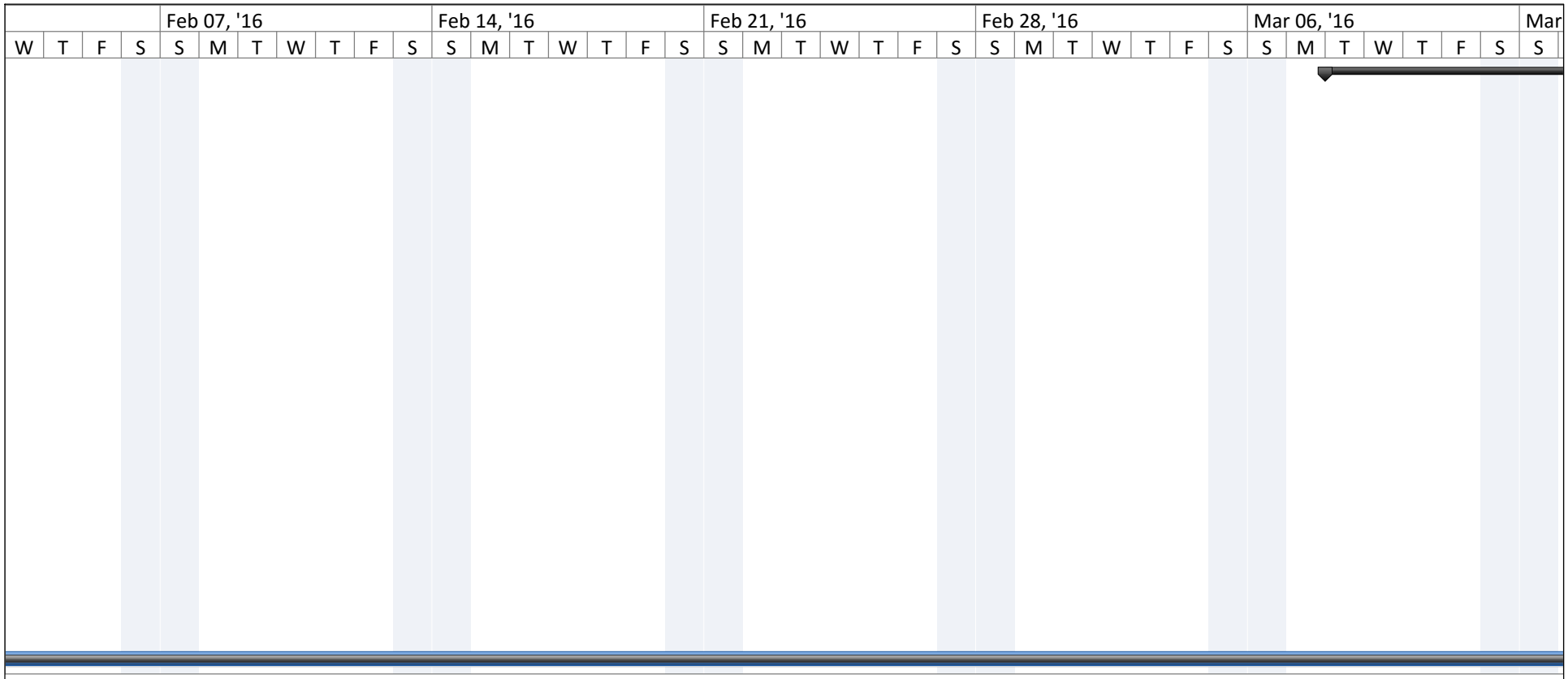

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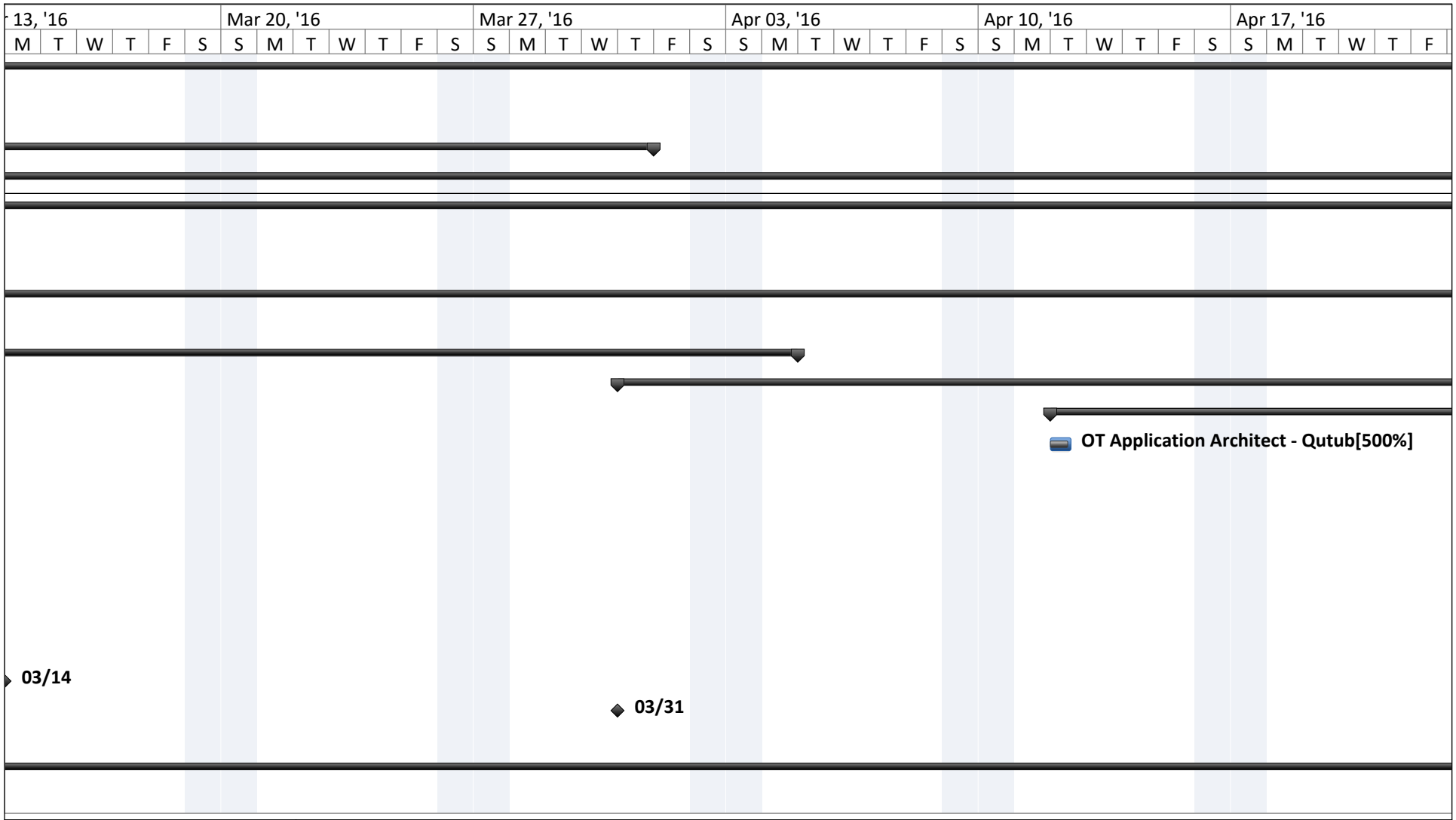

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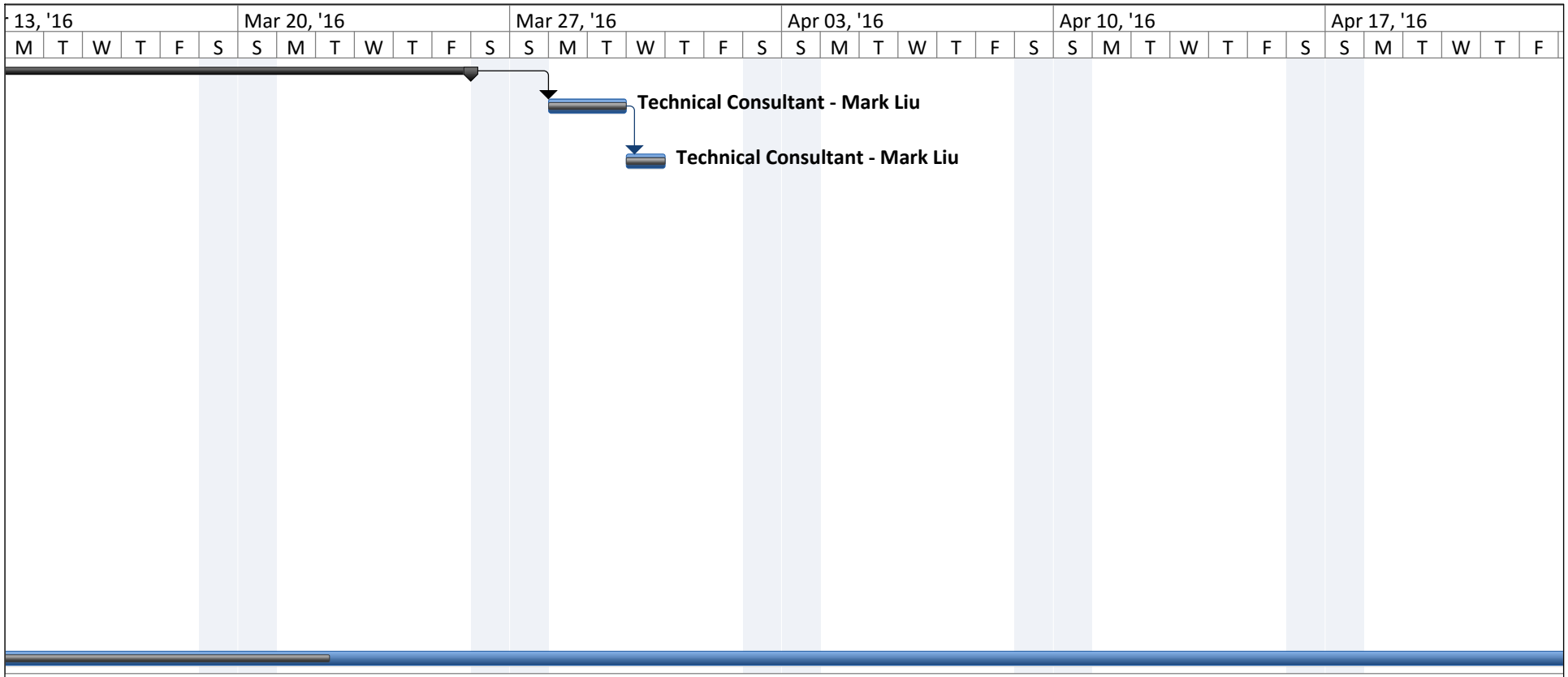

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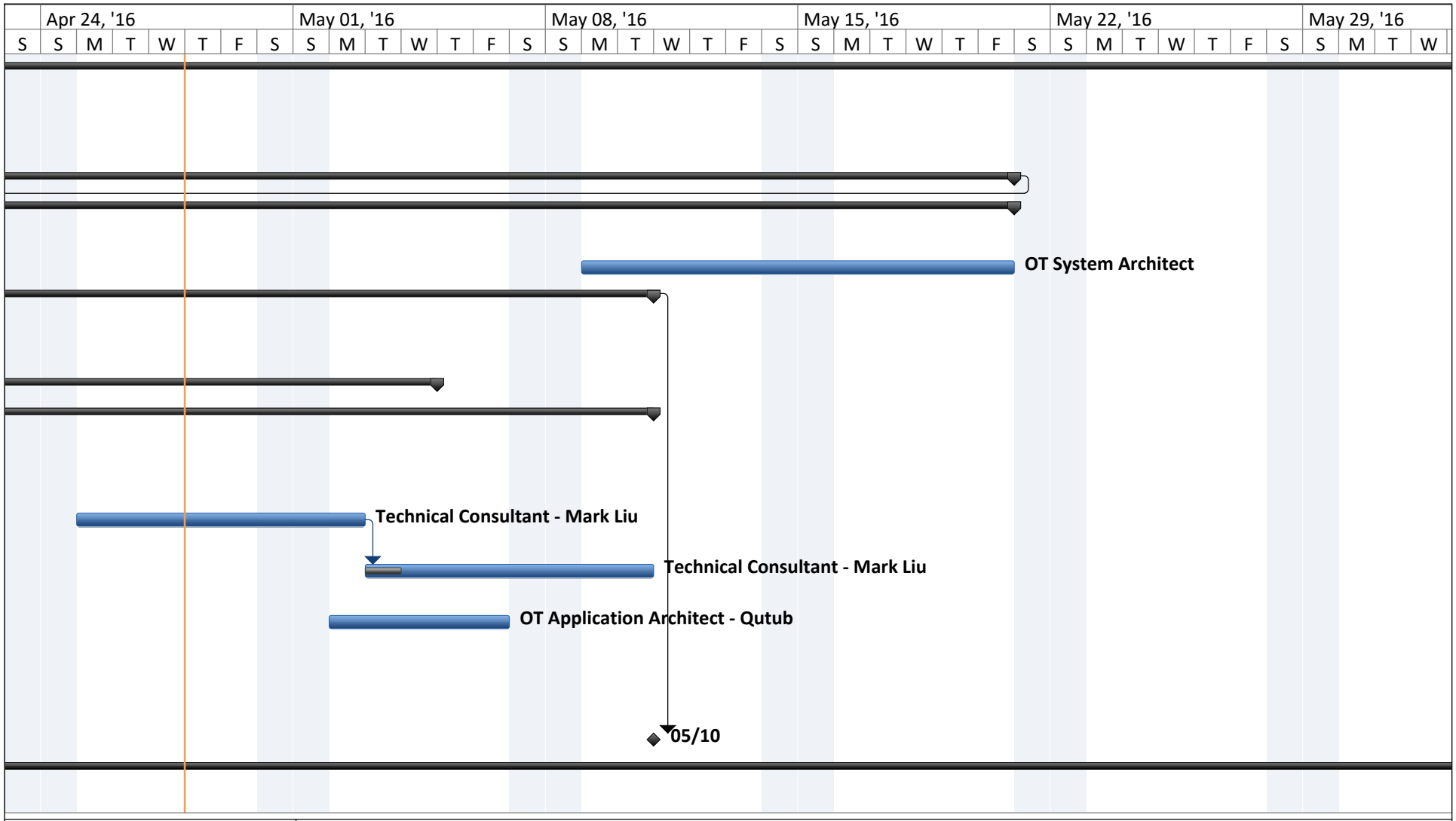

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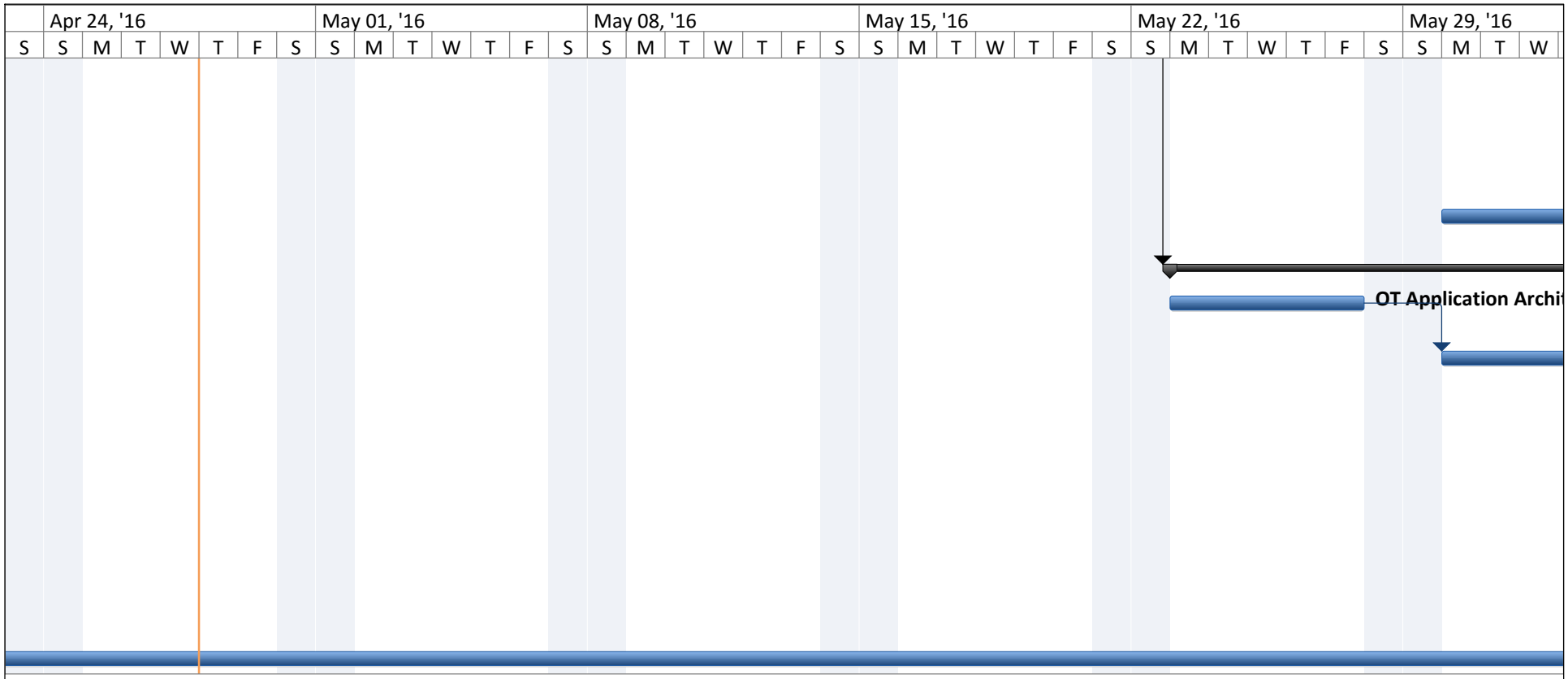

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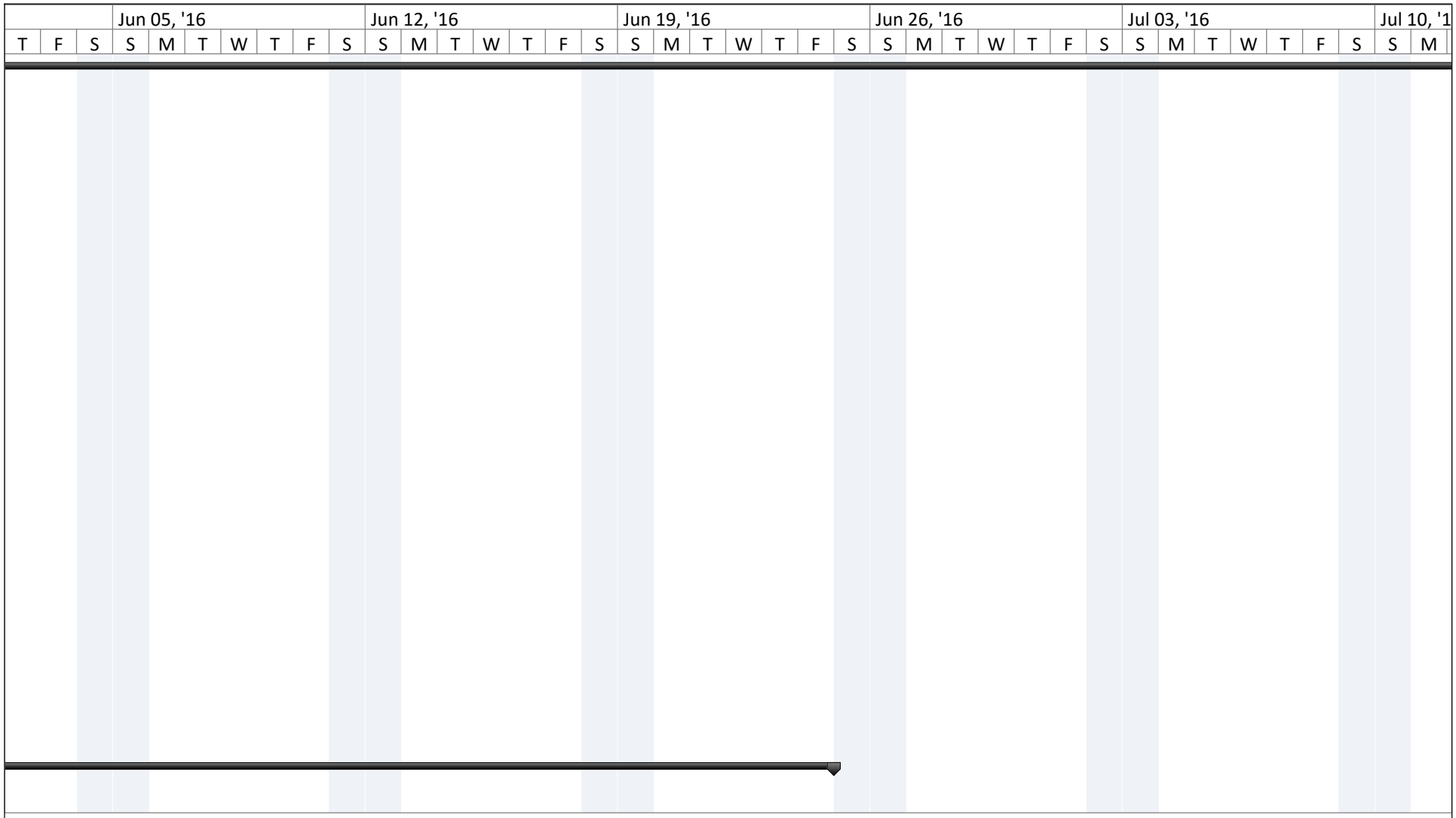

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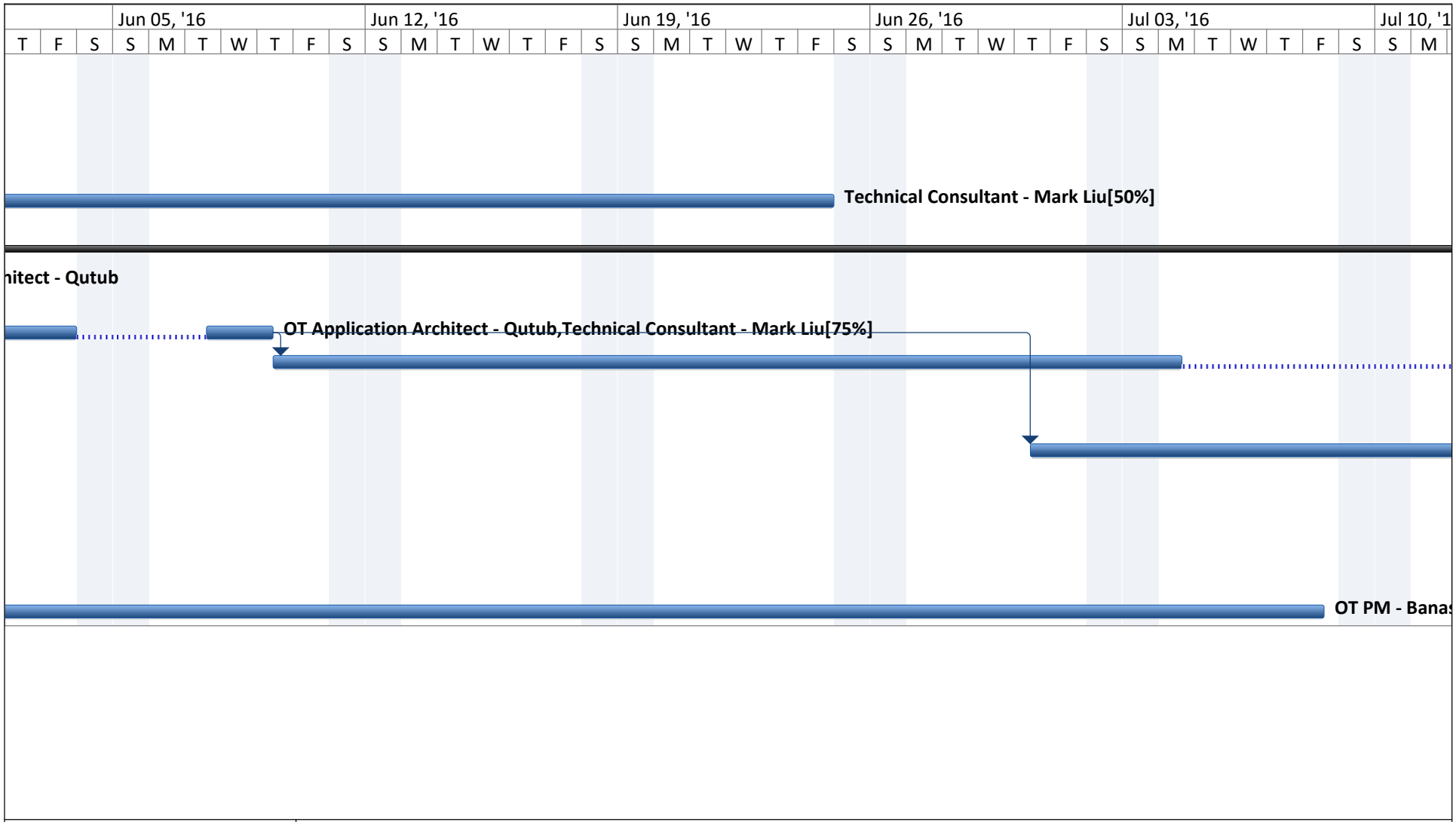

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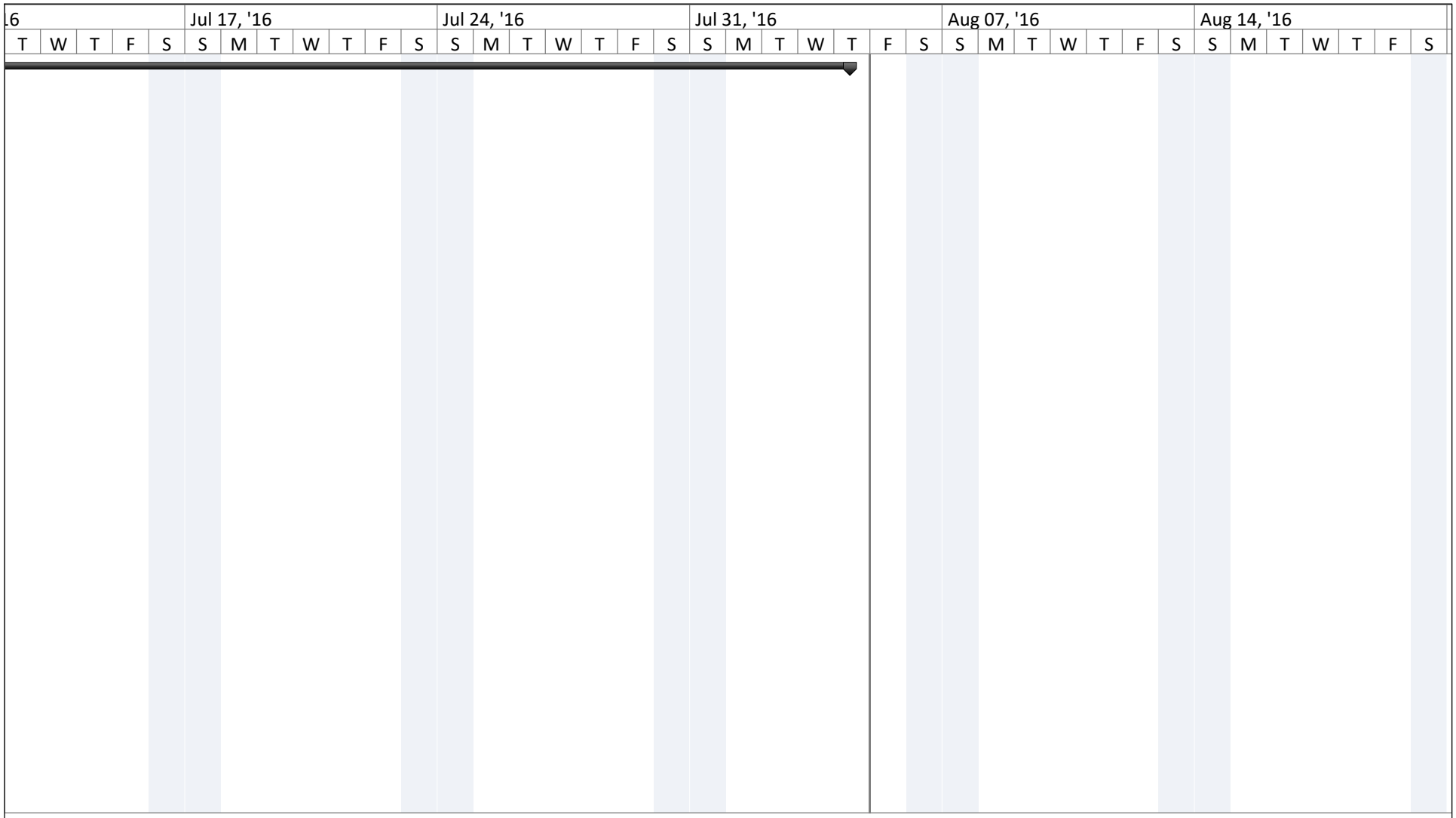

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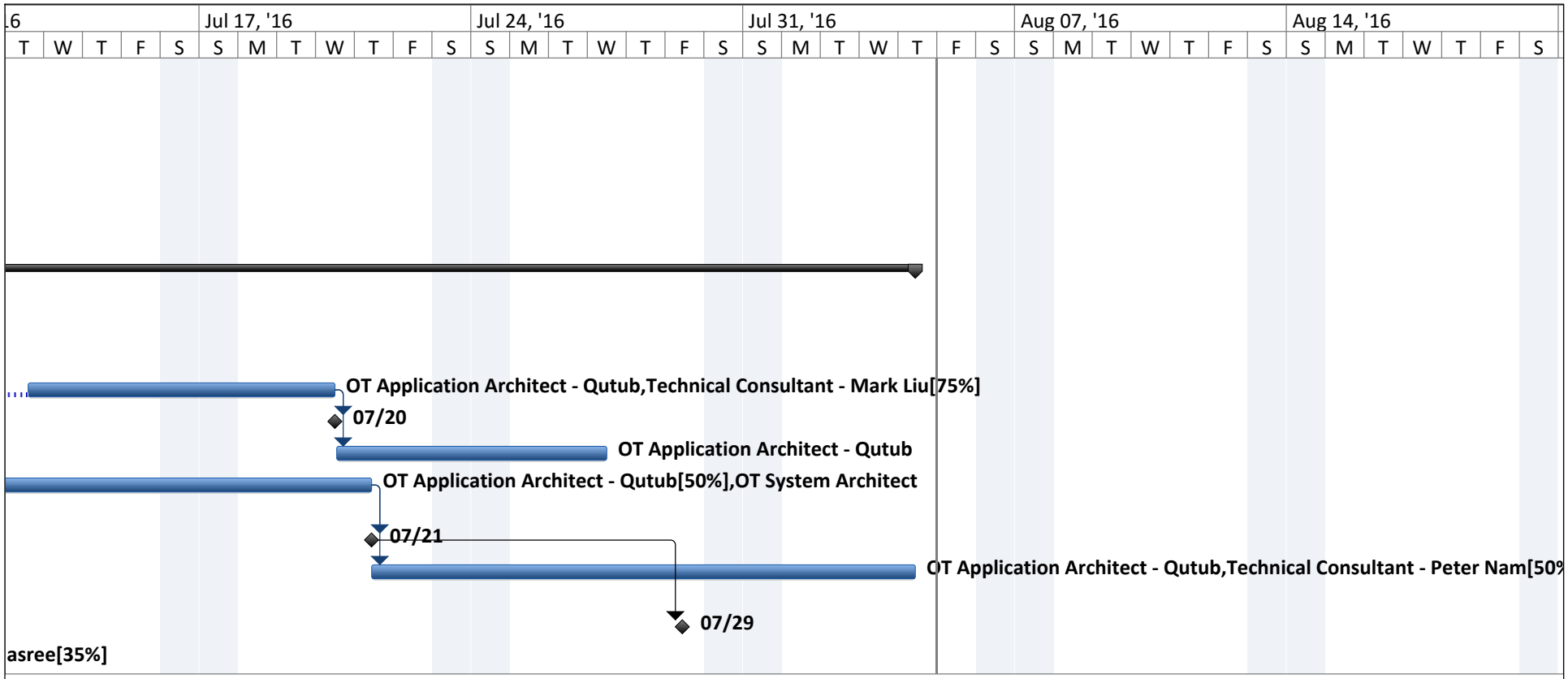

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Report Attachments 2 through 10

REDACTED